

OCPC Community Survey Response Analysis

Responses collected from July – November 2018

Survey Respondents:

- n = 397, a 13% response rate
- Avg. time to complete = 8min
- Female = 53.1%, Male = 40.3%; rest prefer not to answer
- 70% respondents are over the age of 45
- 89% are year-round residents; 50% have lived in Oakland for over 20 years
- 27% are retired; other top occupations are education (17%) and healthcare (13%)
- 82% earn over \$30,000 in household income; 29% earn over \$100,000

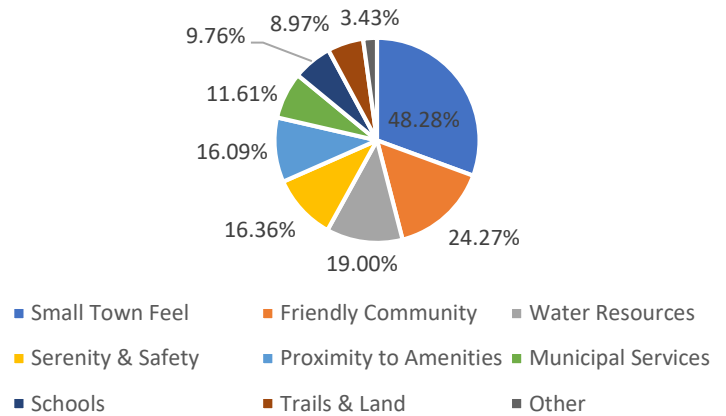
Major Themes:

What I Like About Oakland:

- Safe, affordable place with a small town feel and friendly people who get involved.
- A serene location next to lakes and woods, with proximity to city centers and amenities.
- Great appreciation for friendly, effective Town staff and services.

“Close to everything but you feel miles away.”

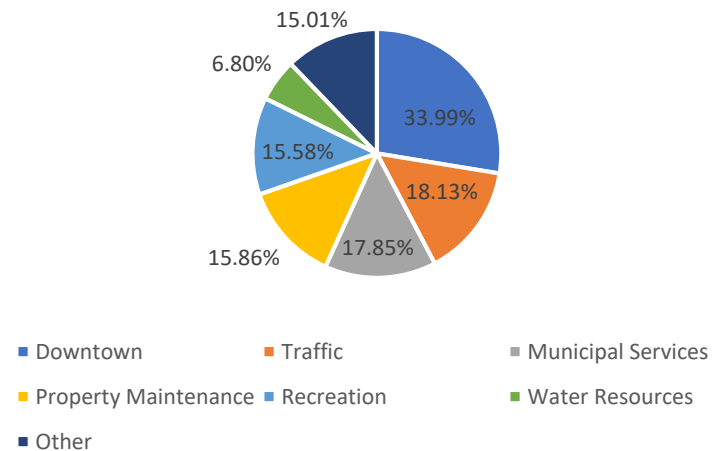
Positive Attributes of Oakland



What I Would Improve About Oakland:

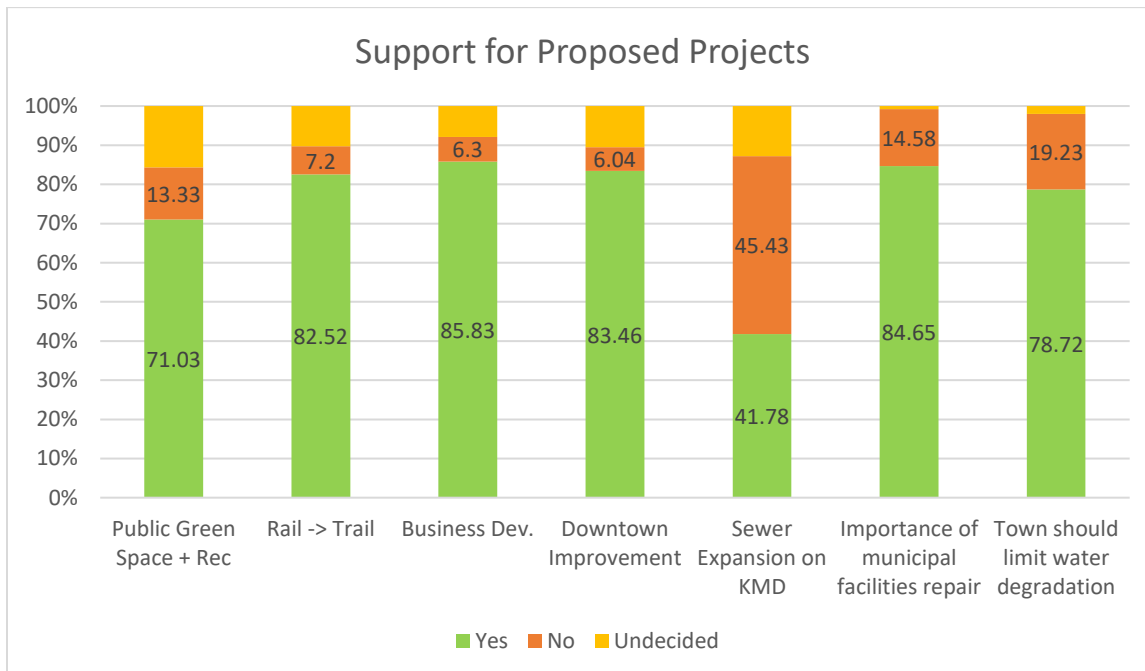
- Envision a vibrant, aesthetically-pleasing, destination downtown with more businesses and restaurants, and attractive properties
- Additional green space and family-friendly activities
- Improved traffic flow (particularly near schools) and extend sidewalks and implement bike lanes

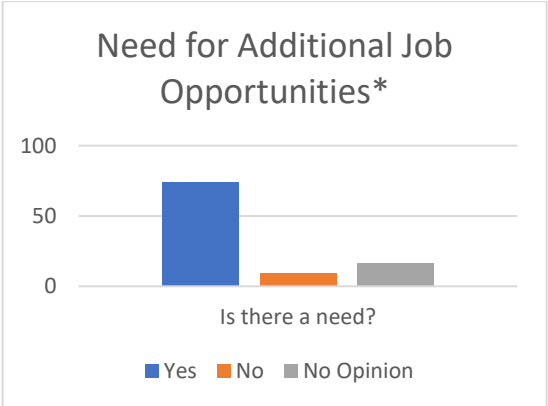
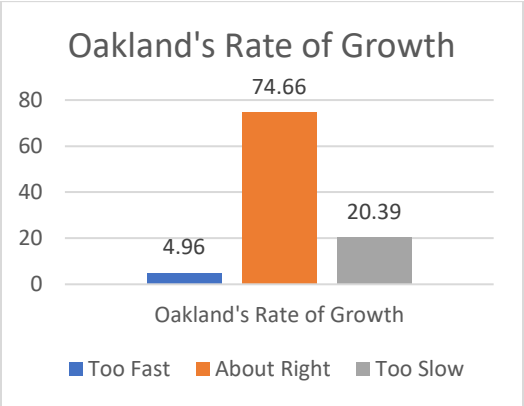
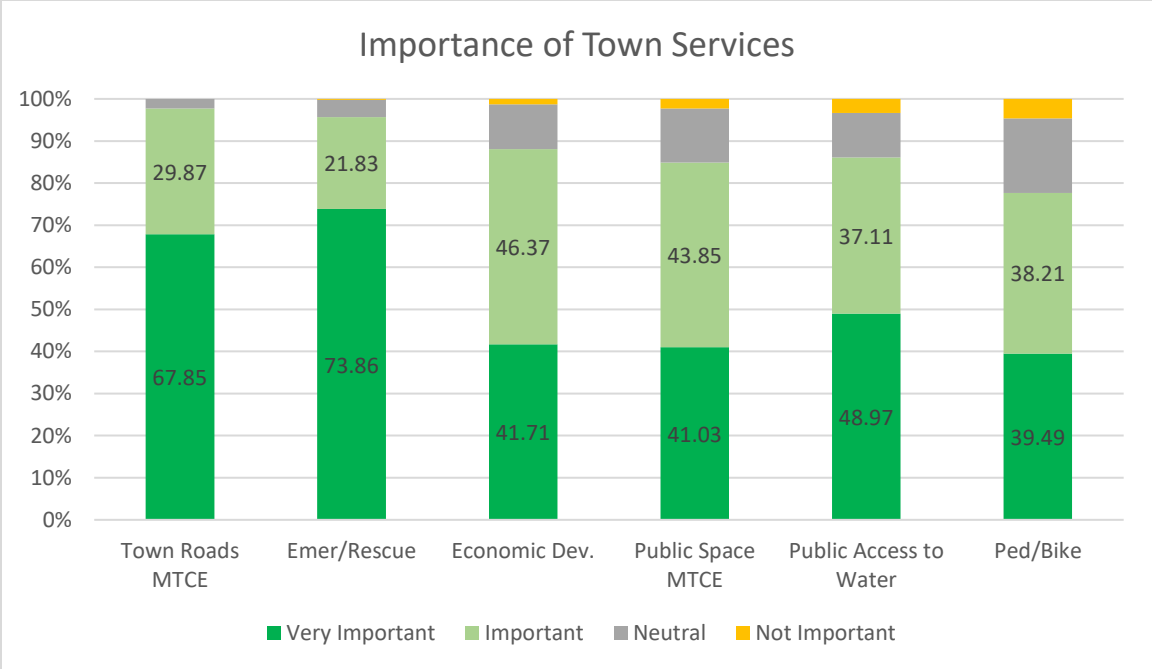
Areas of Improvement



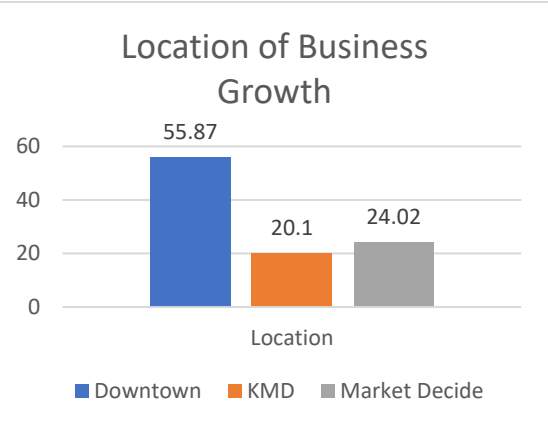
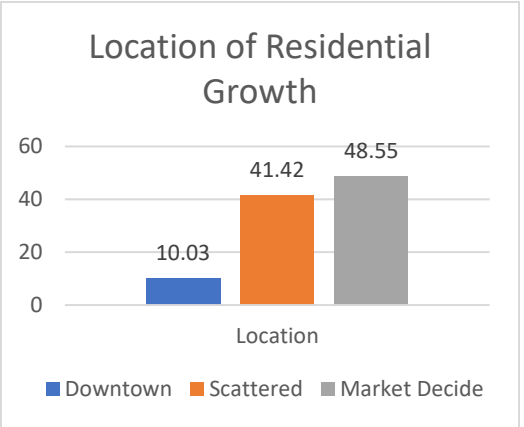
Important to Oakland Residents:

- Recreational opportunities
 - Including public access to, and quality protection of, water bodies
 - Family-friendly activities and senior activities
 - Multi-use trails
 - *“More trails would be nice, especially ones where people could also ride bikes or use strollers.”*
 - *“More public recreation areas to utilize the beautiful lakes and streams.”*
- Municipal Services
 - Support for new fire station and for Town facilities to be in good repair
 - Maintain low tax rate
 - Friendly and effective Town staff
- Downtown improvement projects – become a destination
 - Improving aesthetics, including facades
 - Increasing shops, restaurants, and arts and culture venues
 - While respondents are less concerned about future location of residential growth, they are in consensus that commercial growth should be in the downtown area.
 - *“I would like to see a more vibrant downtown area with public green space for events.”*
 - *“An inviting and appealing visual presentation downtown.”*
 - *“If downtown improvements reinforce business development, then downtown improvement projects are a positive.”*

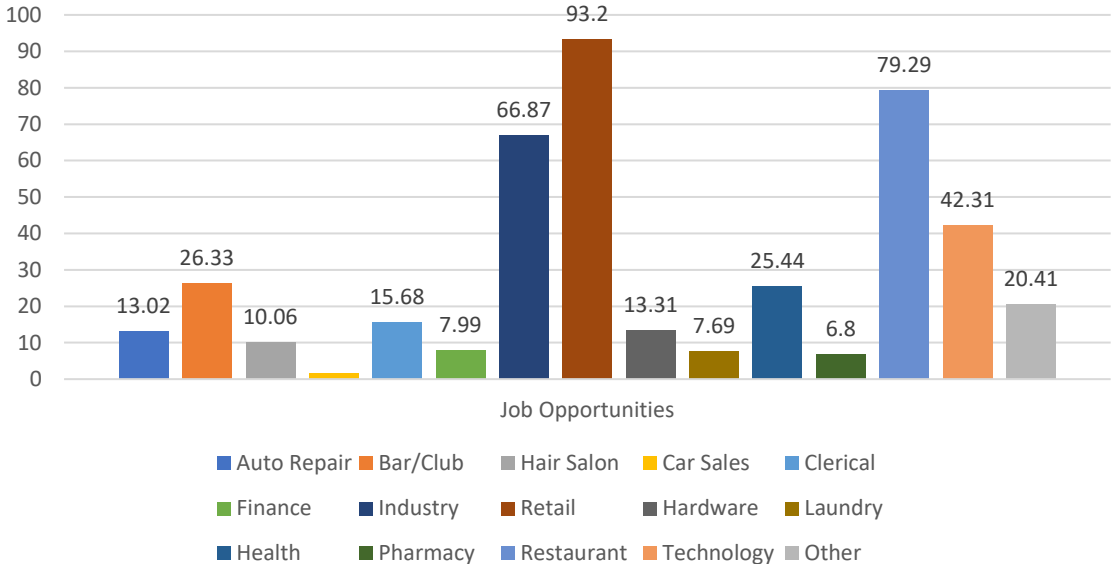




**based on responses, question is used to reflect desires for business development (e.g. cafés, tourism, retail), not necessarily need for greater employment.*



Desired Job Opportunities*



Which Does the Community Need?

