

Operation C.A.R.E. 15

Springbrook Road and Cedar Links Area Neighborhood

Tuesday, October 3, 2017



WHAT'S HAPPENING IN YOUR NEIGHBORHOOD?

PARKS & RECREATION AND FACILITIES MANAGEMENT

KENNEDY SCHOOL PARK
Status: In progress. The Parks, Recreation and Facilities Department will solicit bids to complete planned park upgrades in late 2018. Work on the park is estimated to begin spring of 2018 as weather permits. Estimated completion date: Fall 2018

Planned Park Upgrades:
Additional walking paths | Parking lot | Multi-use field
Picnic shelter | Playground element | Irrigation system



CEDAR LINKS PARK
Status: In 2016 the Medford Parks and Recreation staff asked area residents what amenities they'd like to see at Cedar Links Park and based off that feedback a park design was created. The park design is currently being evaluated by the City's Planning Department. Residents are invited to submit feedback on the design during this process. Information on public meetings will be mailed to residents adjacent to the parkland and posted on cityofmedford.org. Estimated completion date: June 2019

Future Park Amenities:
Half-court basketball court with striping for Pickleball
Walking paths | Dog park | Picnic shelters
Parking lot | Playground

PUBLIC WORKS DEPARTMENT

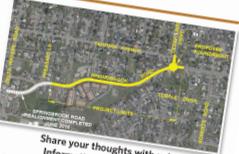
The City of Medford Public Works Department is currently designing the Springbrook Road Improvement Project (Pleasant Lane to Cedar Links Drive).

In addition to a number of street upgrades, Public Works is proposing a roundabout at the intersection of Springbrook Road and Cedar Links Drive.

How would this impact you? Existing right of way widths on Springbrook Road vary and Public Works would need to purchase land and/or easements in order to provide the footprint needed to construct the proposed improvements.

Project Timeline: Numerous tasks need to be completed to deliver this project in a safe, efficient, and economical fashion; however, to give you an idea of what the current project delivery schedule would be here are a few major milestones:

- Potential Preliminary Design Approval by City Council - Winter 2018
- Final Design and Environmental Permitting - Winter 2019
- Estimated Start Date - Spring 2019
- Estimated Completion Date - Spring 2020



Share your thoughts with us!
Informational Open House
Wednesday, October 4 from 5:30-7:30 p.m.
North Medford High School Commons.

Public Works Engineering Staff will be available to answer questions and collect your feedback. Preliminary design exhibits for this project will be available at this event.

For more information:
Call Kenneth Parducci at 541-774-2123.
Email springbrookcedarlinks@cityofmedford.org

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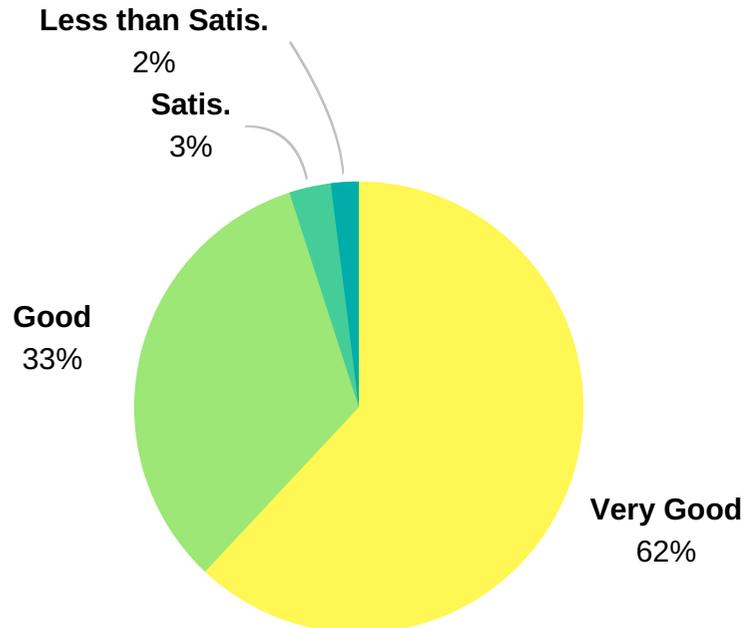


Resident Demographics

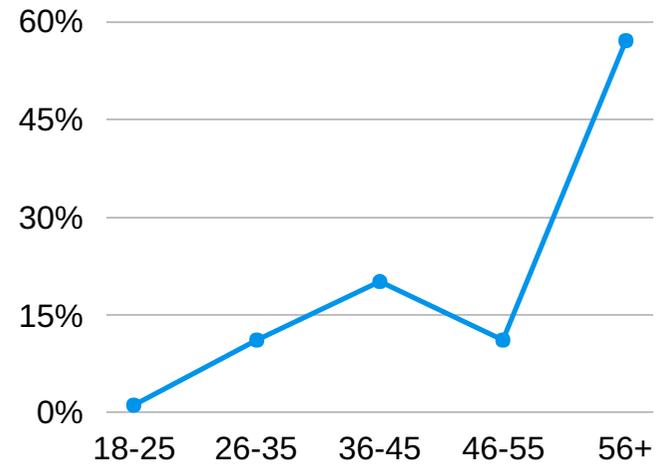
94%

of respondents rated their neighborhood as very safe and relatively safe.

QUALITY OF LIFE



Age Range of Residents Surveyed



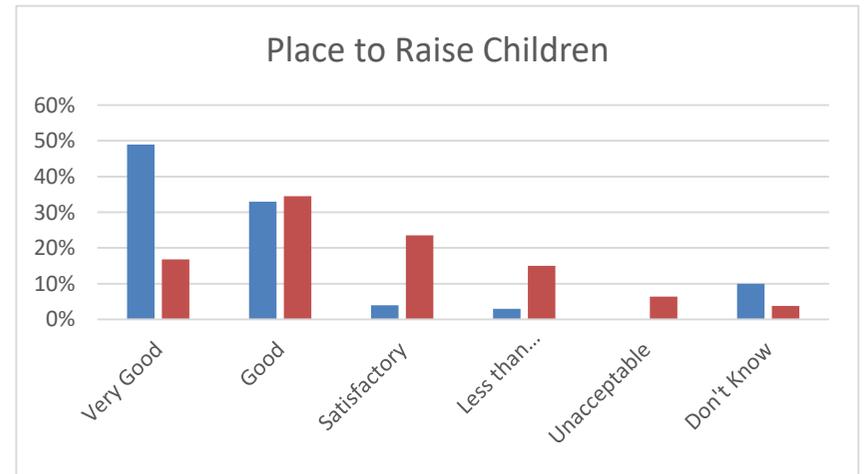
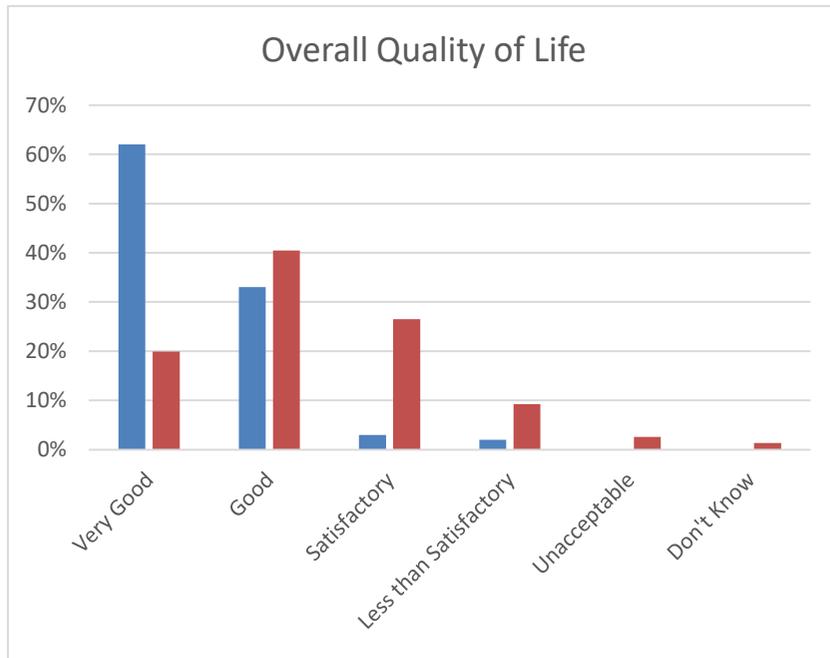
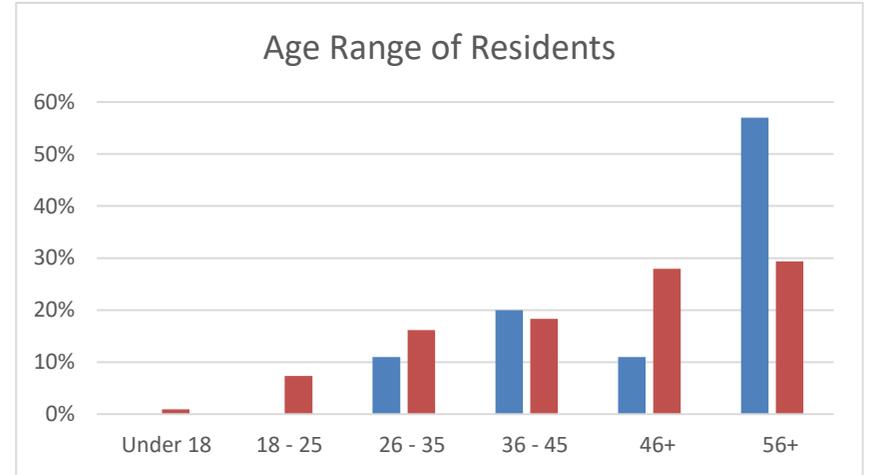
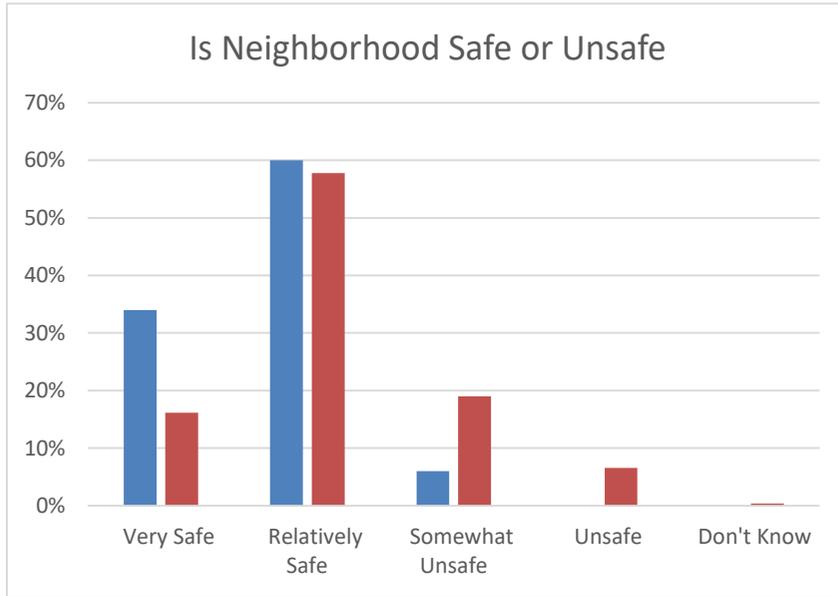
82%

of respondents rated their neighborhood as a very good and good place to raise children.



■ OP CARE 15 ■ AVG. PREVIOUS OP CARE'S

Comparison



City Services Ratings

We asked residents to rank the quality of ten City Services. Of those ten, **DRINKING WATER** and **STORM WATER RUNOFF** received the highest rank in terms of quality.

Street Repair

Traffic Flow

Enforcement of city codes & ordinances

Street Cleaning

Communication with Public

Sidewalks

Customer Service



Upkeep of the nearest city park is the city service citizens would like to see focused on over the next two years.

The overwhelming majority of residents think the quality of city services are good or very good.

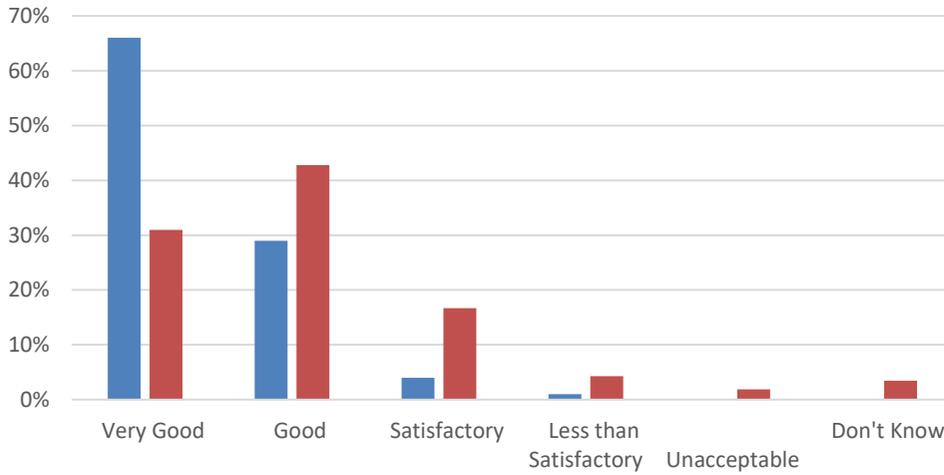


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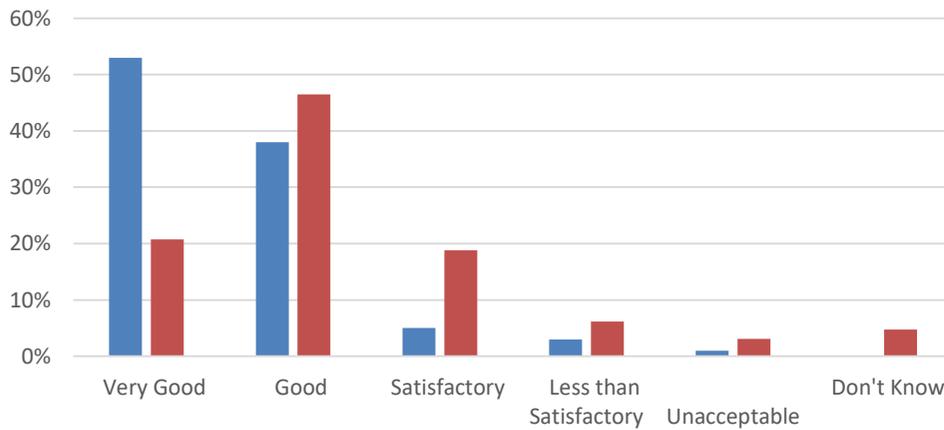
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Comparison

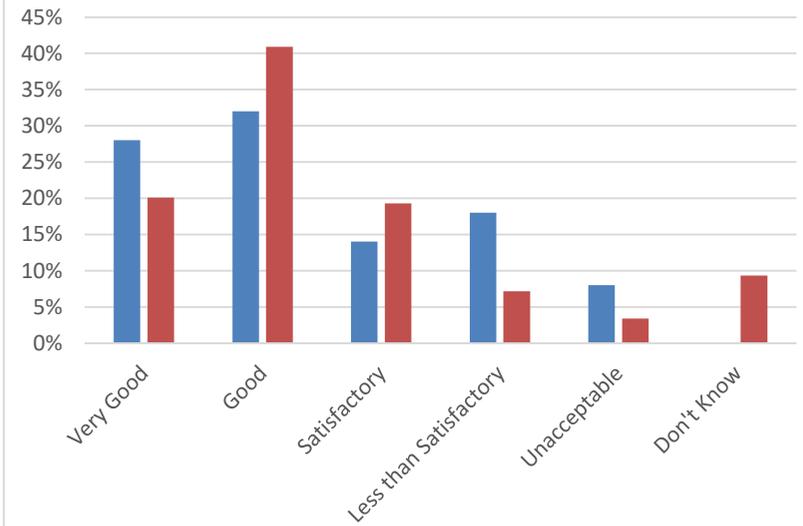
Top City Services Compared to Past Rankings Drinking Water



Top City Services Compared to Past Rankings Storm Water Runoff



Upkeep of the Nearest City Park



Public Safety Service Ratings

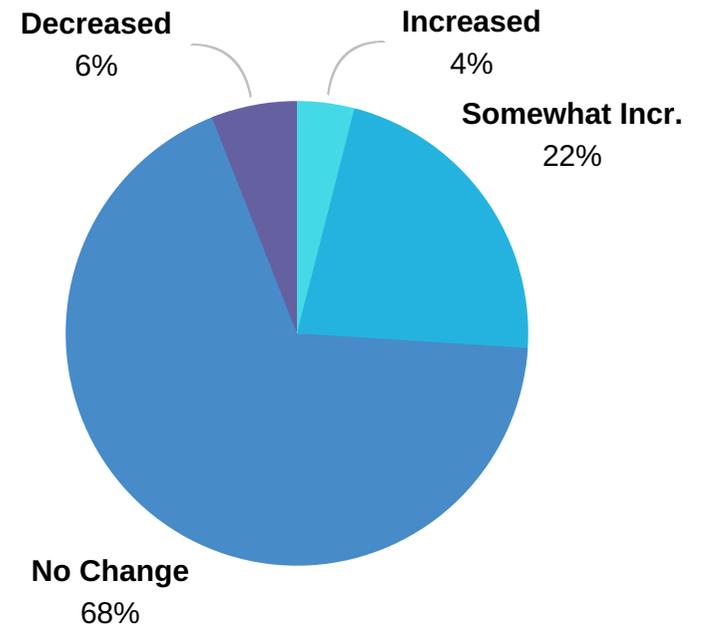


77% of respondents rated Medford Police services as very good and good.

78% of respondents rated Medford Fire services as very good and good.



During the last year, residents said crime in their neighborhood has:



During each Operation C.A.R.E. Medford Fire offers to check, and if needed, install smoke alarms in homes. Firefighters installed **five** smoke alarms in homes during the 15th Operation C.A.R.E. initiative.



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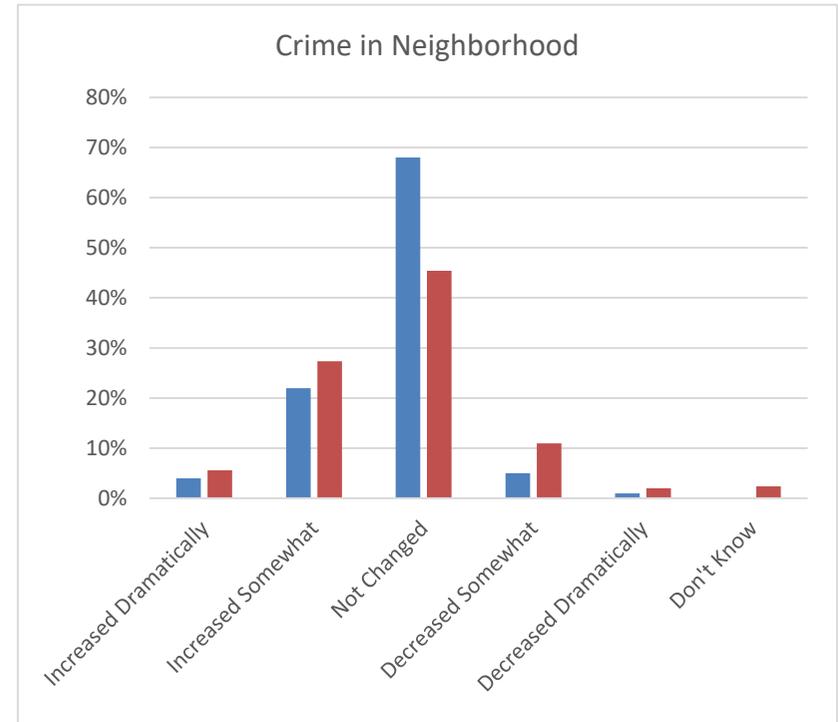
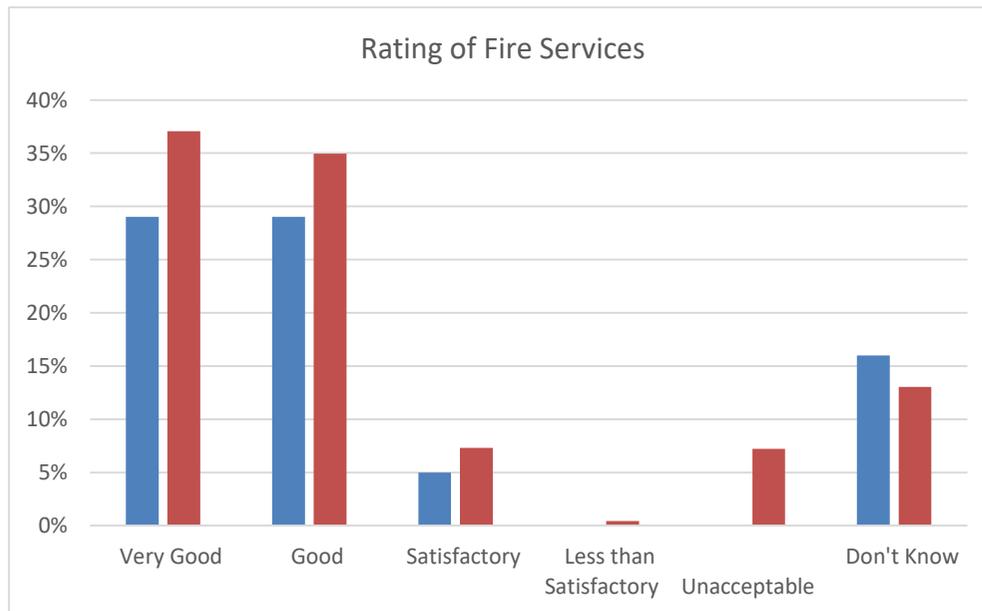
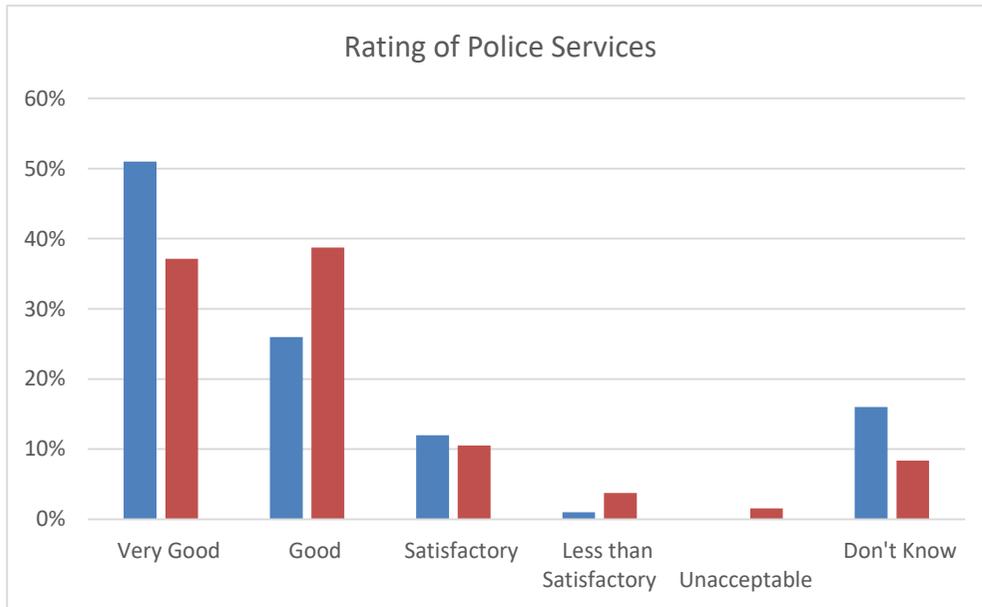


Photo Enforcement Recap

91% of respondents said they are aware of the **photo red light** enforcement program.

Does program improve traffic safety?

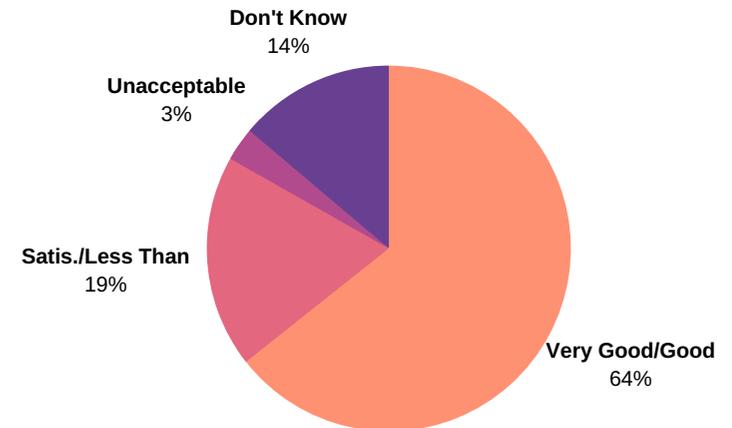
 **84%**  **16%**

85% of respondents said they are aware of the **photo radar** enforcement program.

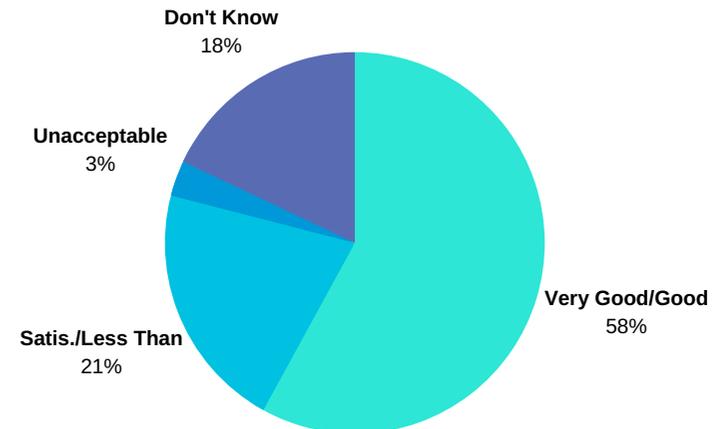
Does program improve traffic safety?

 **86%**  **14%**

What is your opinion of the photo red light program?



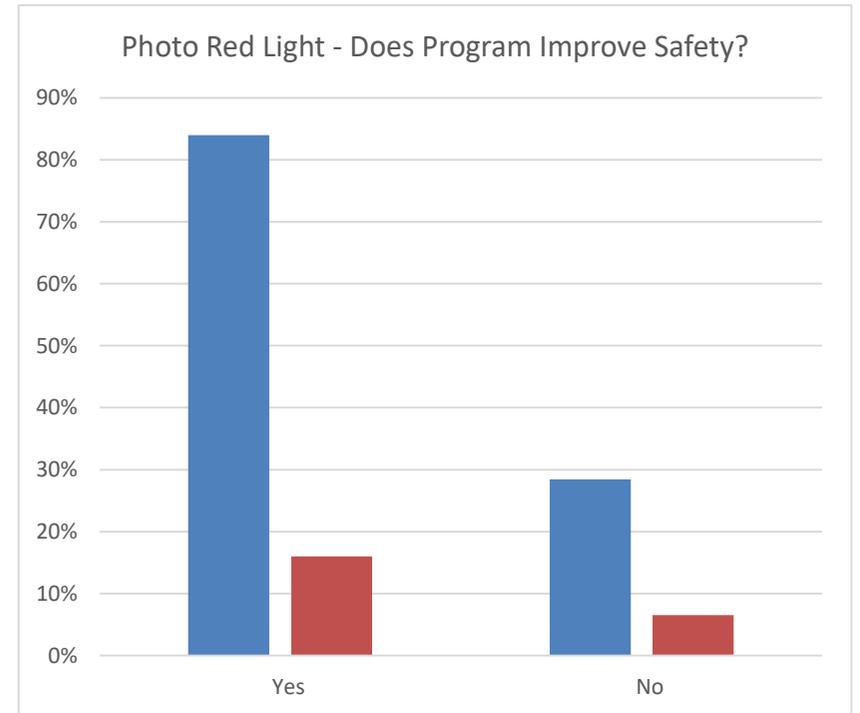
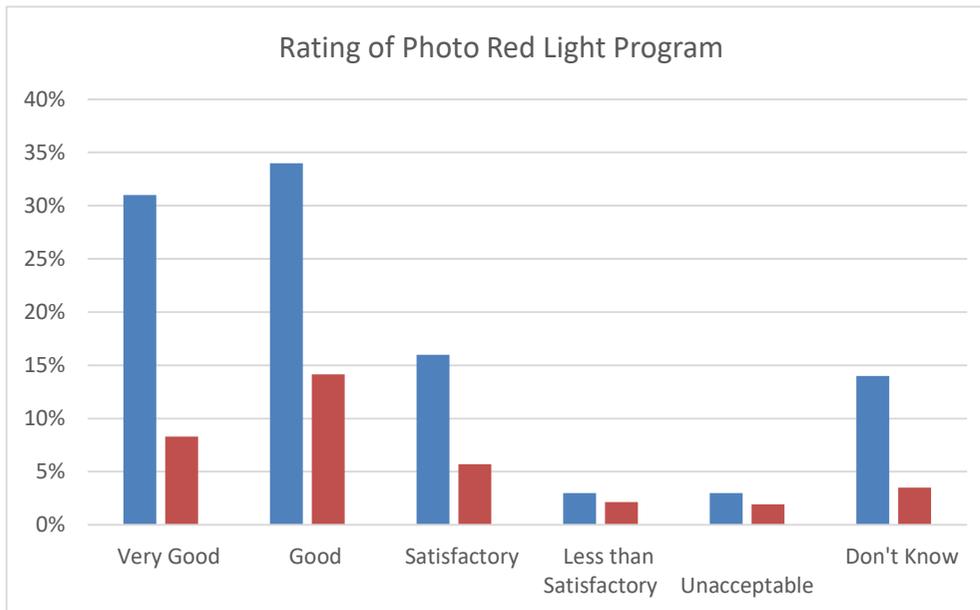
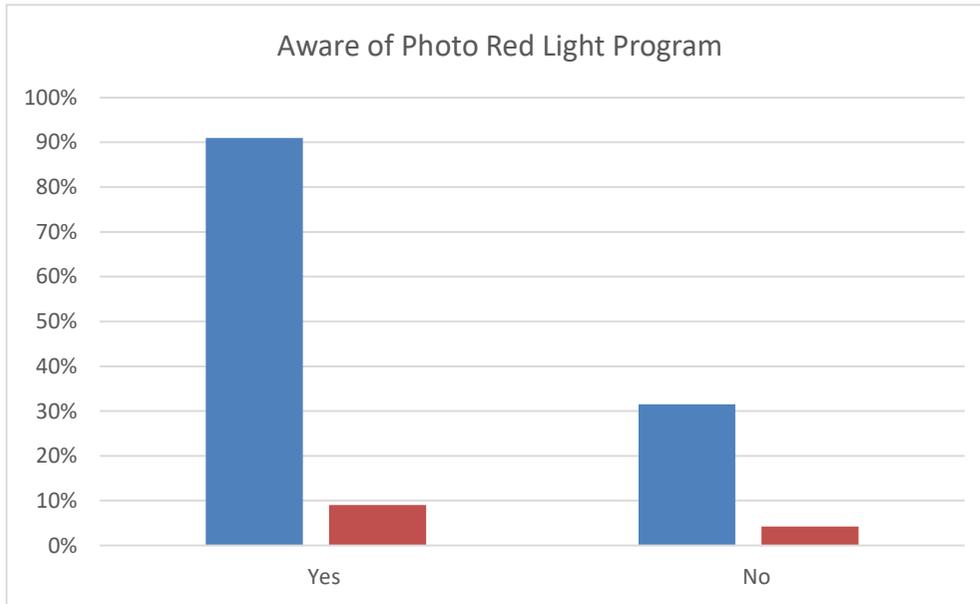
What is your opinion of the photo radar program?



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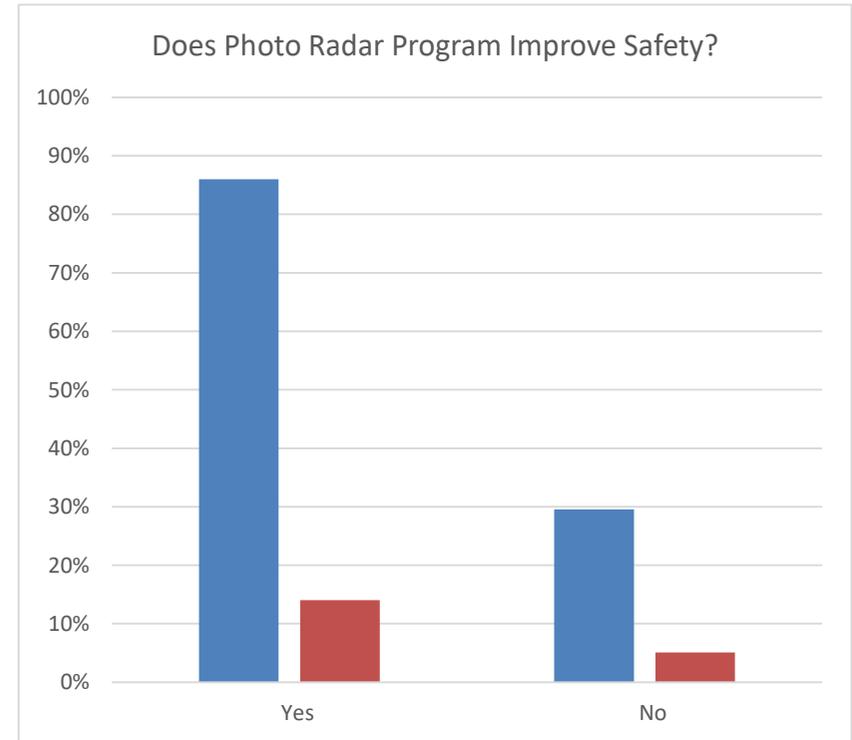
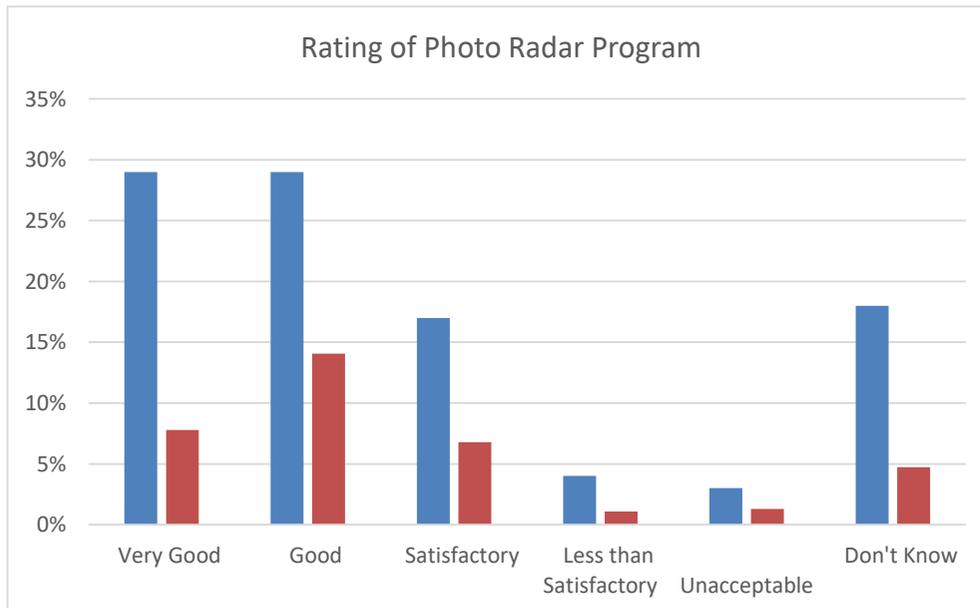
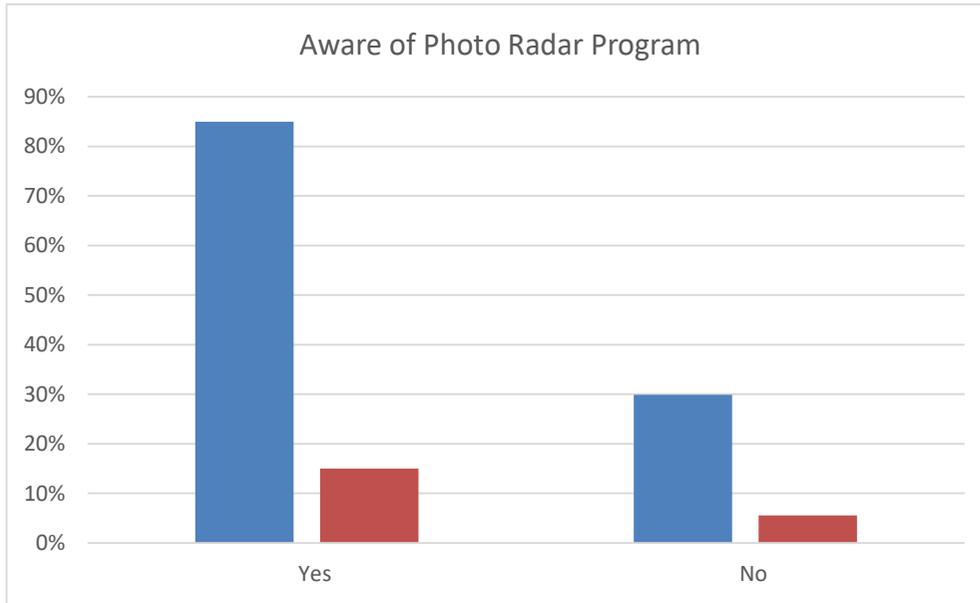
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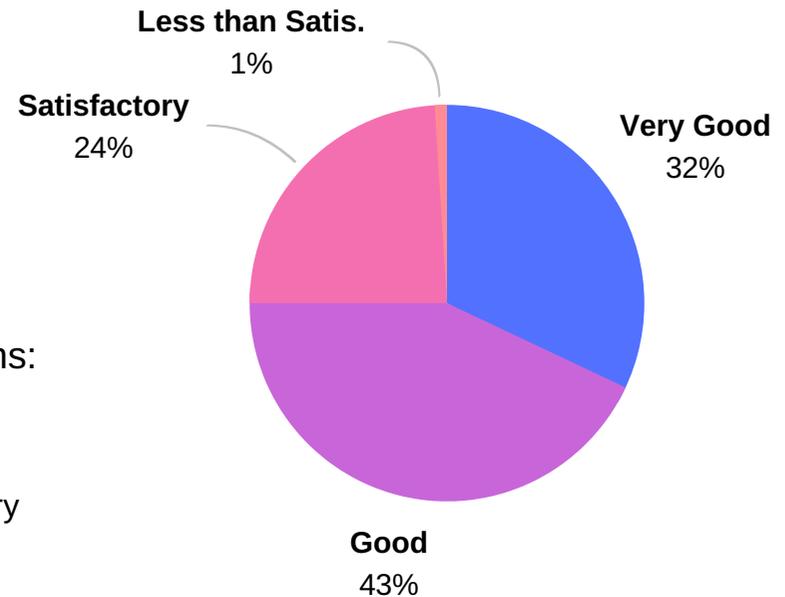
Comparison



Communication Recap

33% of respondents said they receive information about local issues from the utility bill insert.

How would you rate the City's communication with the public?



Satisfaction with various aspects of City Communications:



Website Quality
48% - Don't Know



Info Availability
51% - Satisfactory



Social Media
47% - Don't Know



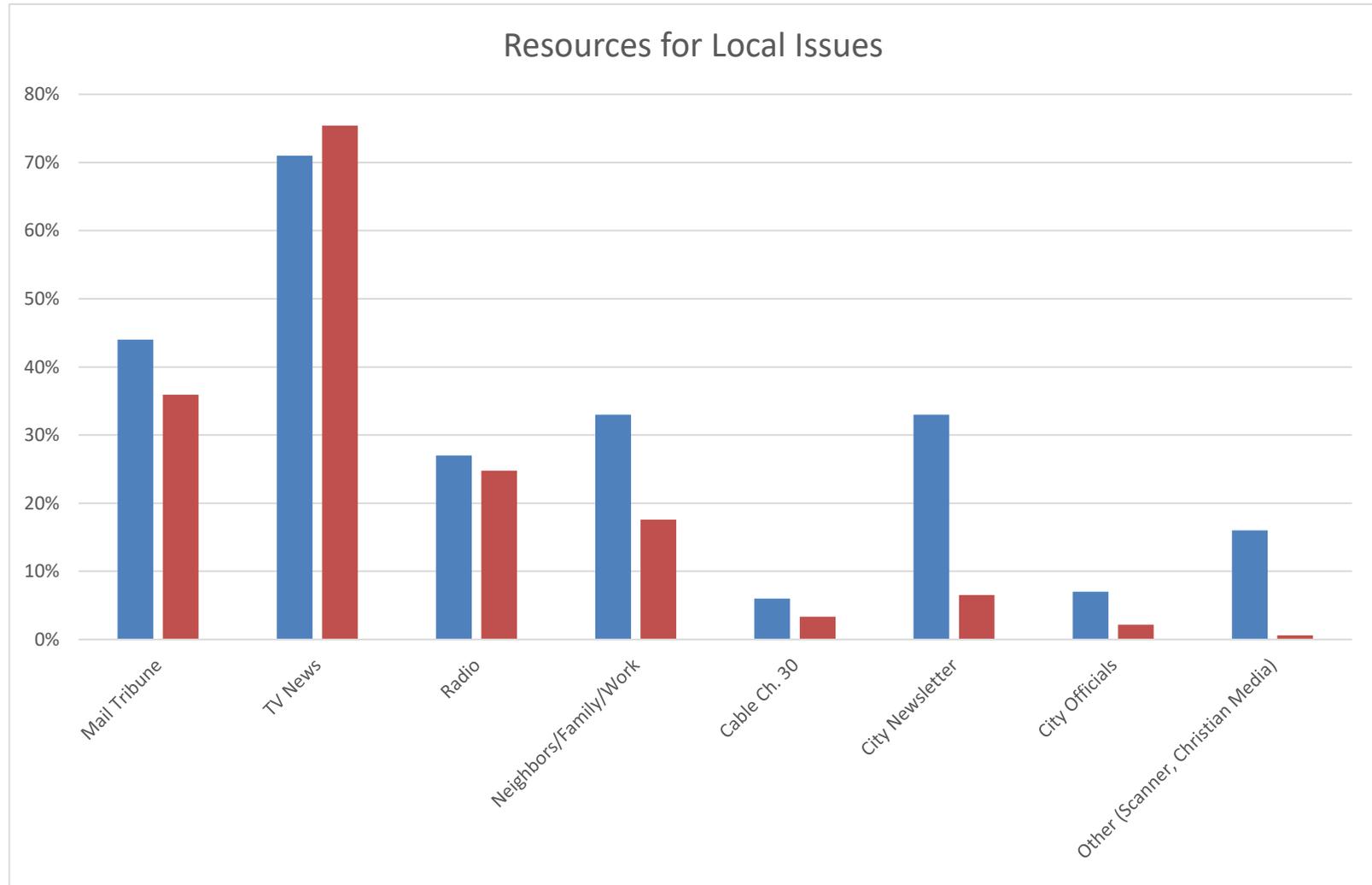
Local Issues Info
64% - Satisfactory



Level of Public Involvement in
Decision Making
43% - Satisfactory



Comparison



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City Council Goals

HOUSING STRATEGY

Enhance livability for all residents by providing and safeguarding a range of housing choices in Medford.

PUBLIC INFRASTRUCTURE

Proactively plan and respond to infrastructure needs by providing facilities essential for citizens and visitors.

COMMUNITY ENGAGEMENT

Involve and inform citizens about city happenings.

ECONOMIC DEVELOPMENT

Help maintain and enhance Medford's diverse economy with an emphasis on family wage jobs.

REDEVELOP DOWNTOWN

Assist development opportunities within the downtown core area.



Economic Development and Public Infrastructure are the City Council goals that were ranked most important to residents.

