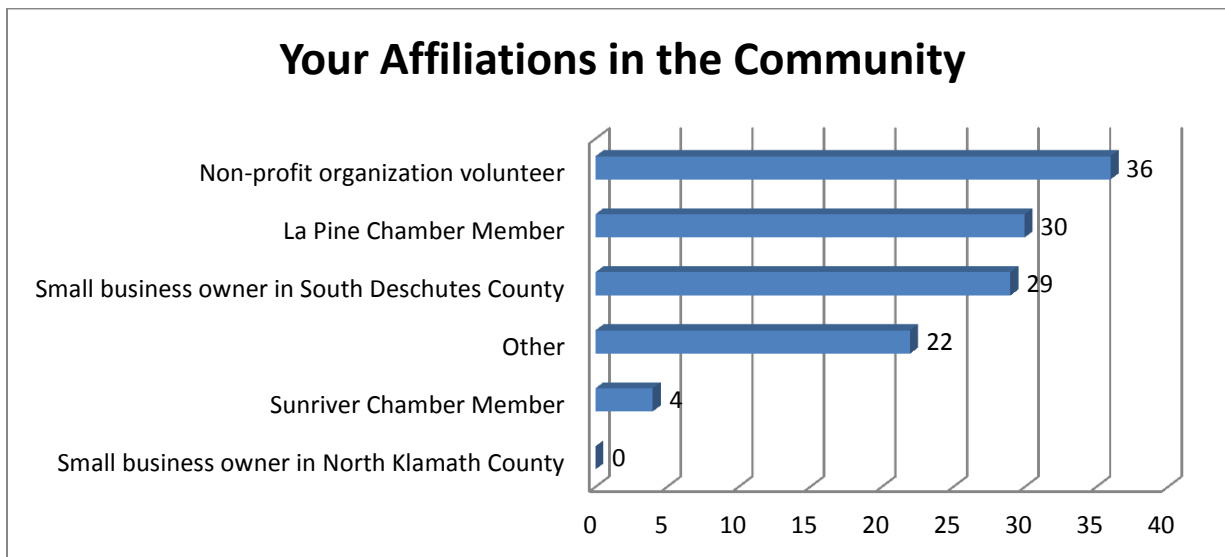




## La Pine Economic Vitality Roadmap: May 2015 Community Survey Results

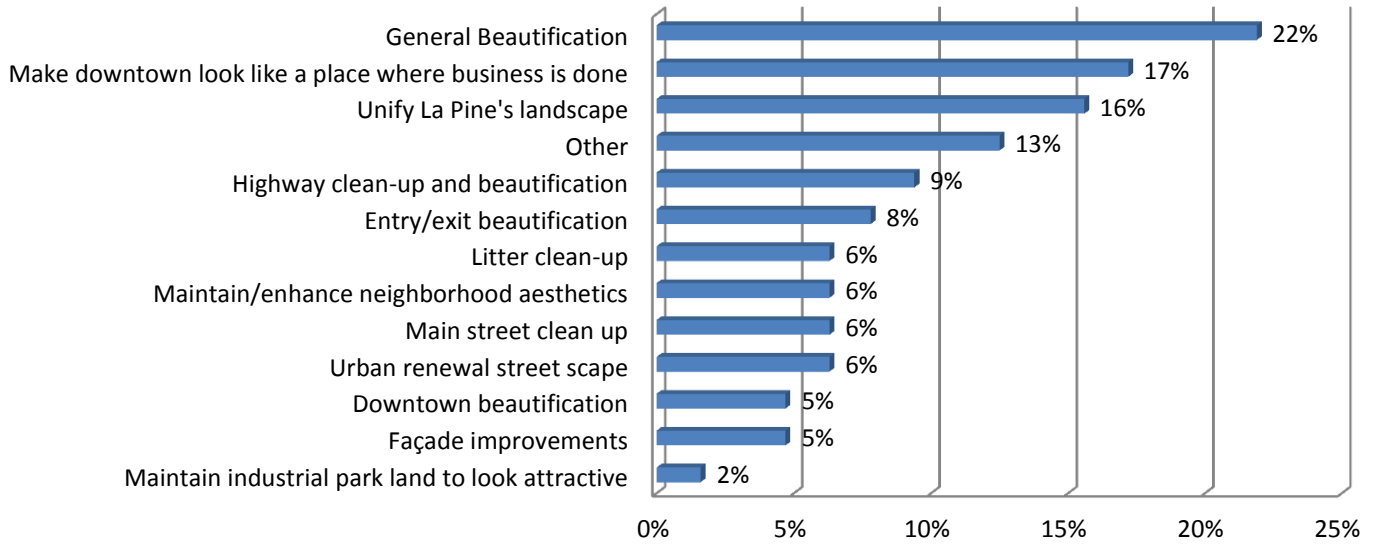
In preparation for the second community meeting of the La Pine Economic Vitality Roadmap, the La Pine Community Support Team asked their fellow residents to answer a number of questions about how the people of La Pine could best strengthen the local community. Responses were collected through an online survey and 72 residents participated in the survey. What follows are the findings of the survey. These findings will be used to form goals and projects for improving La Pine's economy.

### Survey Responses



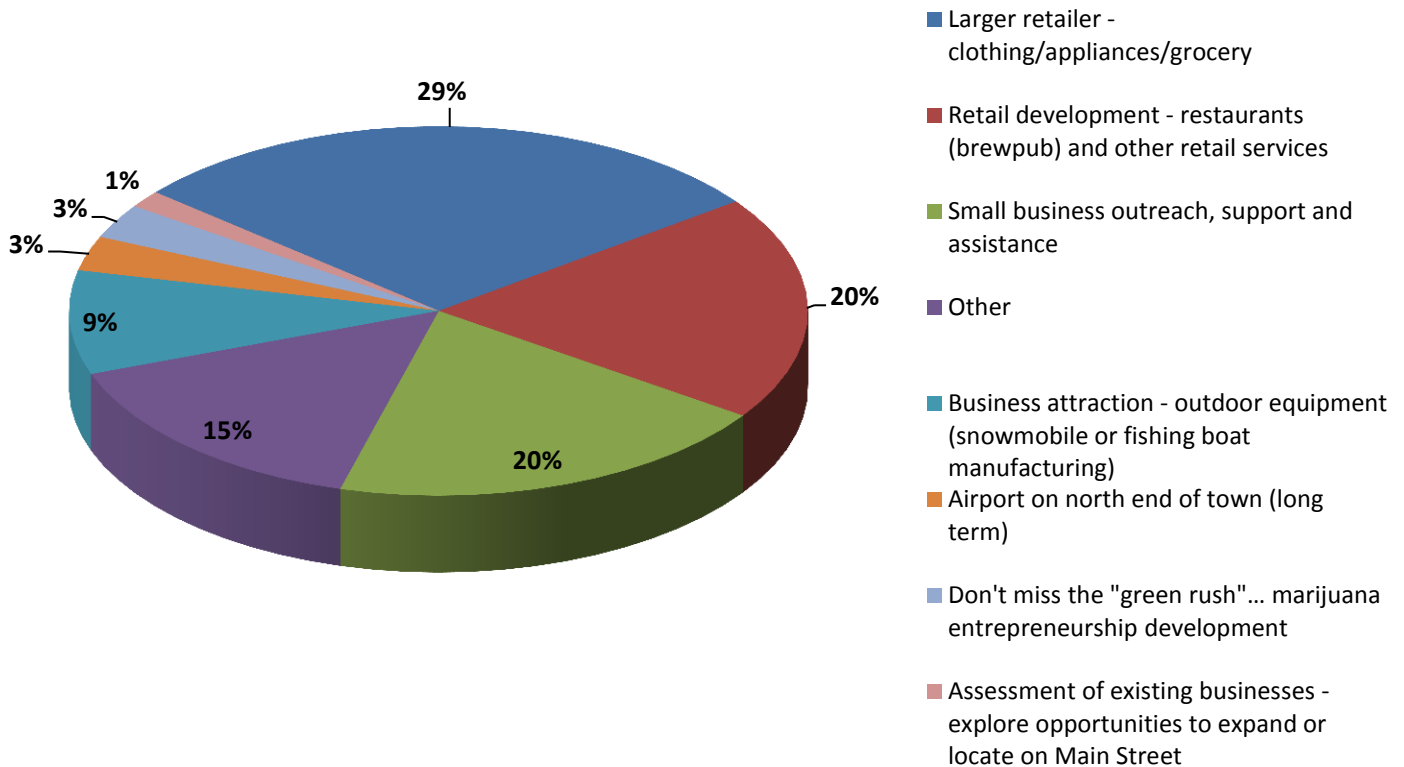
The top three affiliations are: (1) Non-profit organization volunteers (36), (2) La Pine Chamber Members (30), and small business owners in South Deschutes County (29). Note that no Klamath County business owners participated. The “other” category contains affiliations such as SBDC director, EDCO, Klamath rancher, and resident.

## Beautification/Physical Image



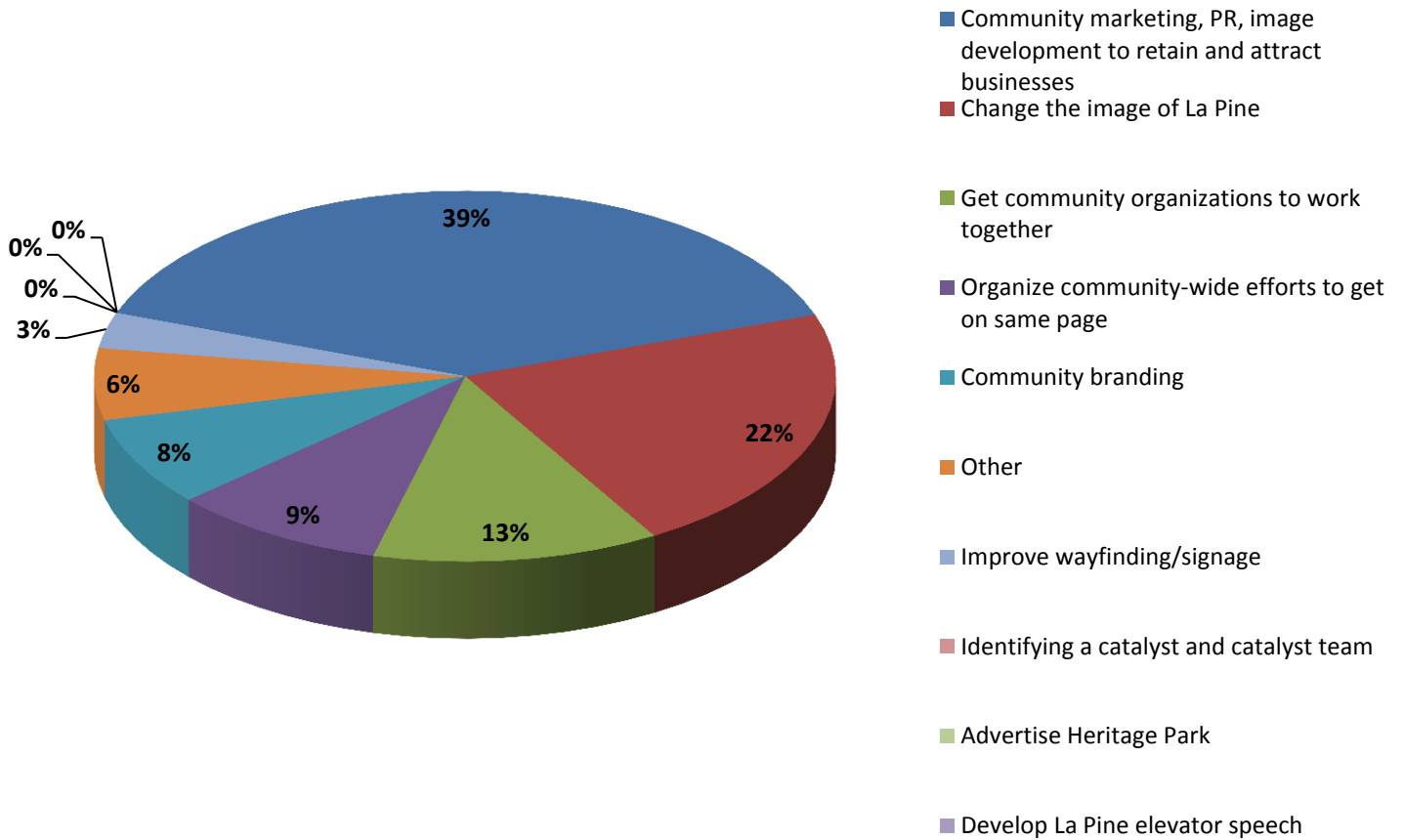
The top four items for beautification/physical image are: (1) General Beautification (21.9%), (2) Make downtown look like a place where business is done (17.2%), (3) Unify La Pine's Landscape (15.6%), (4) Highway clean-up and beautification (9.4%). The "other" category of the vote received 12.5% and write-in answers included: urban renewal streetscape, litter clean-up, linking Hwy 97 to downtown via signs, and façade improvement.

# Business Development



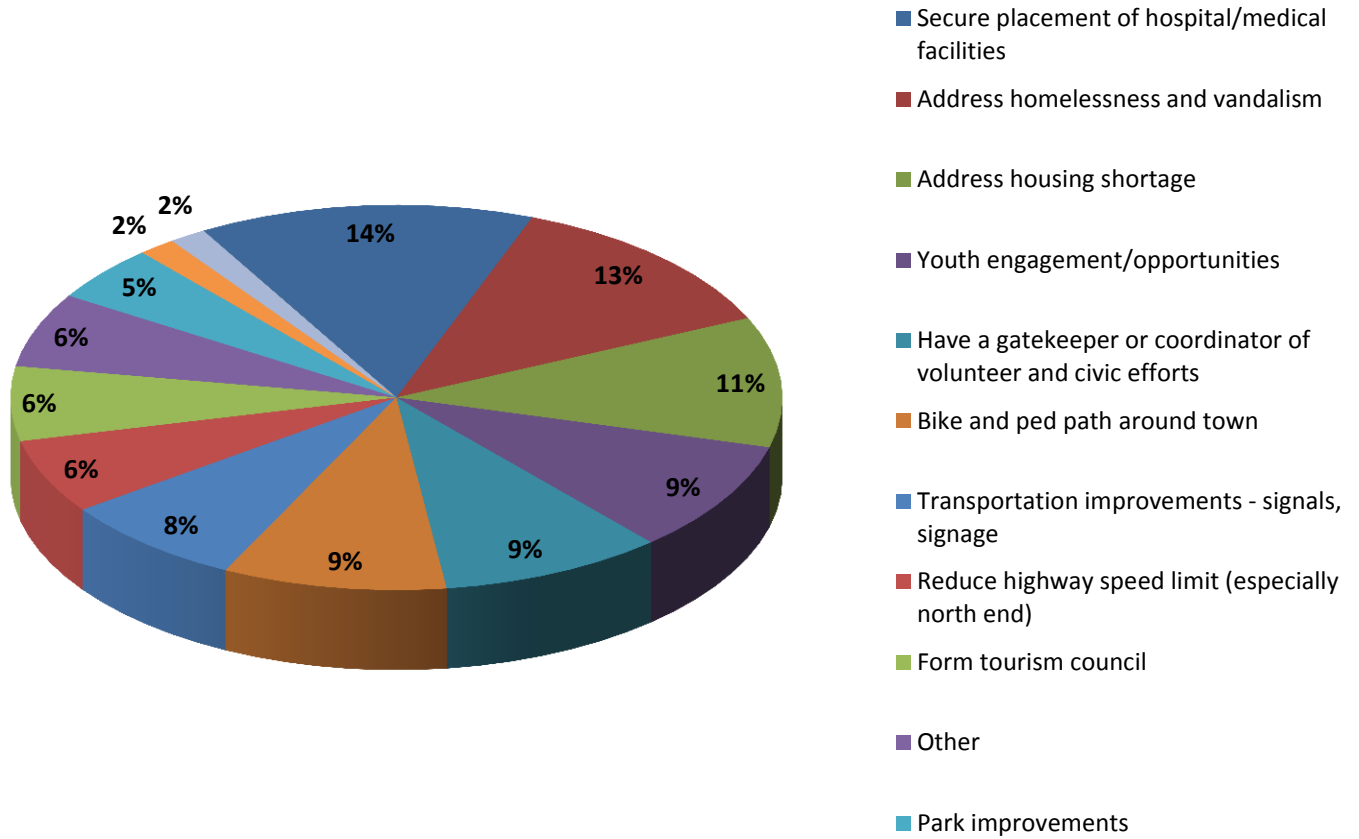
The top three choices for business development are: (1) Larger retailer – clothing/appliances/grocery (29%), (2 - tie) Retail development – restaurants (brewpub) and other retail services (20%), (2 - tie) Small business outreach – support and assistance (20%). Business attraction followed in 4<sup>th</sup> (9.2%), and the “other” category captured 15.4 % of the vote. The write-in answers of the “other” category included: “tourism”, “Fred Meyer”, “movie theater”, and “keep La Pine as it is”.

# Community Marketing/PR



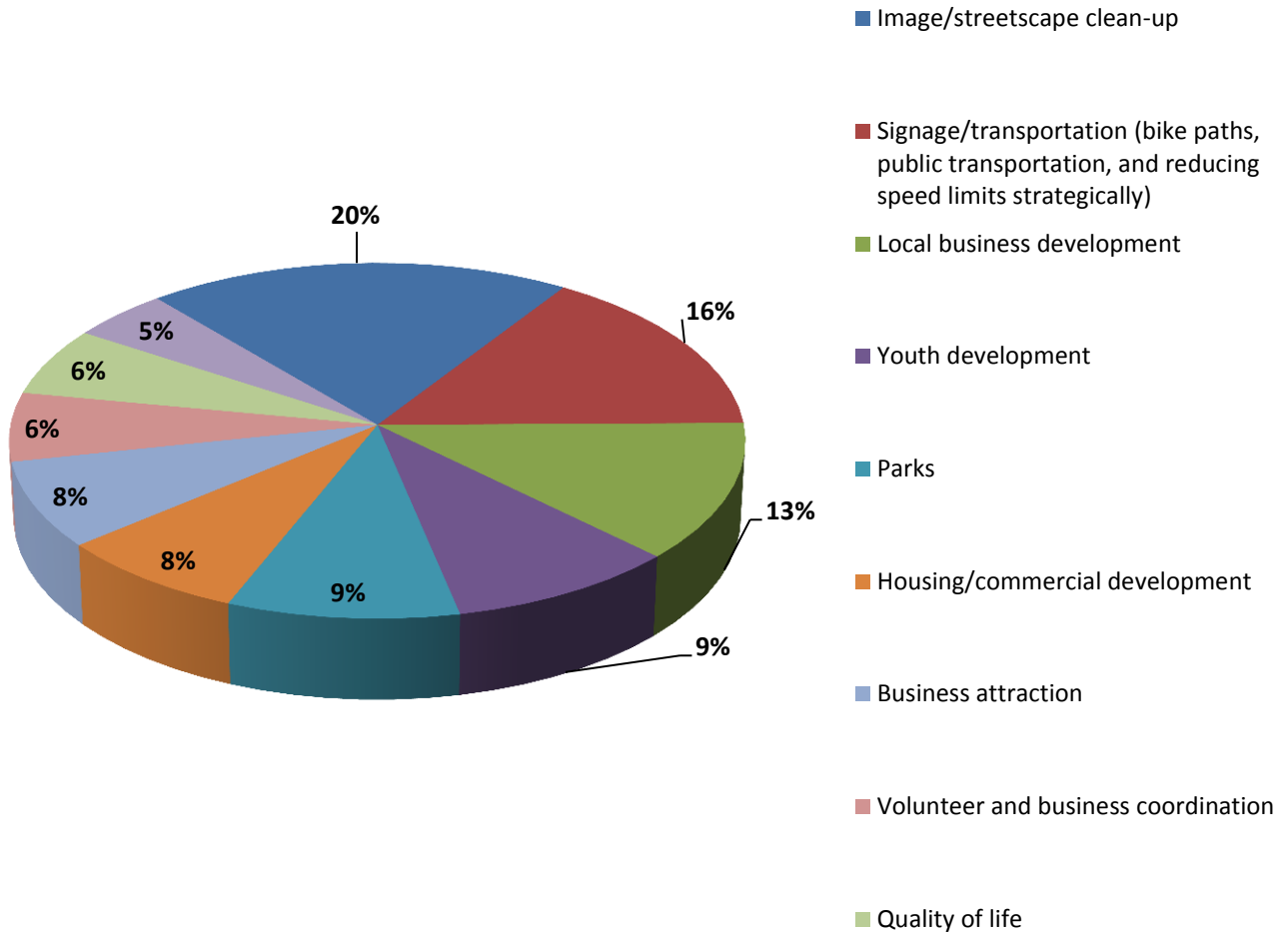
The top four choices for Community Marketing/PR are (1) Community marketing, PR image development to retain and attract business (39%), (2) Change the image of La Pine (21.9%), (3) Get community organizations to work together (12.5%), and (4) is held by Organize community-wide efforts to get on the same page (9.4%).

# Quality of Life



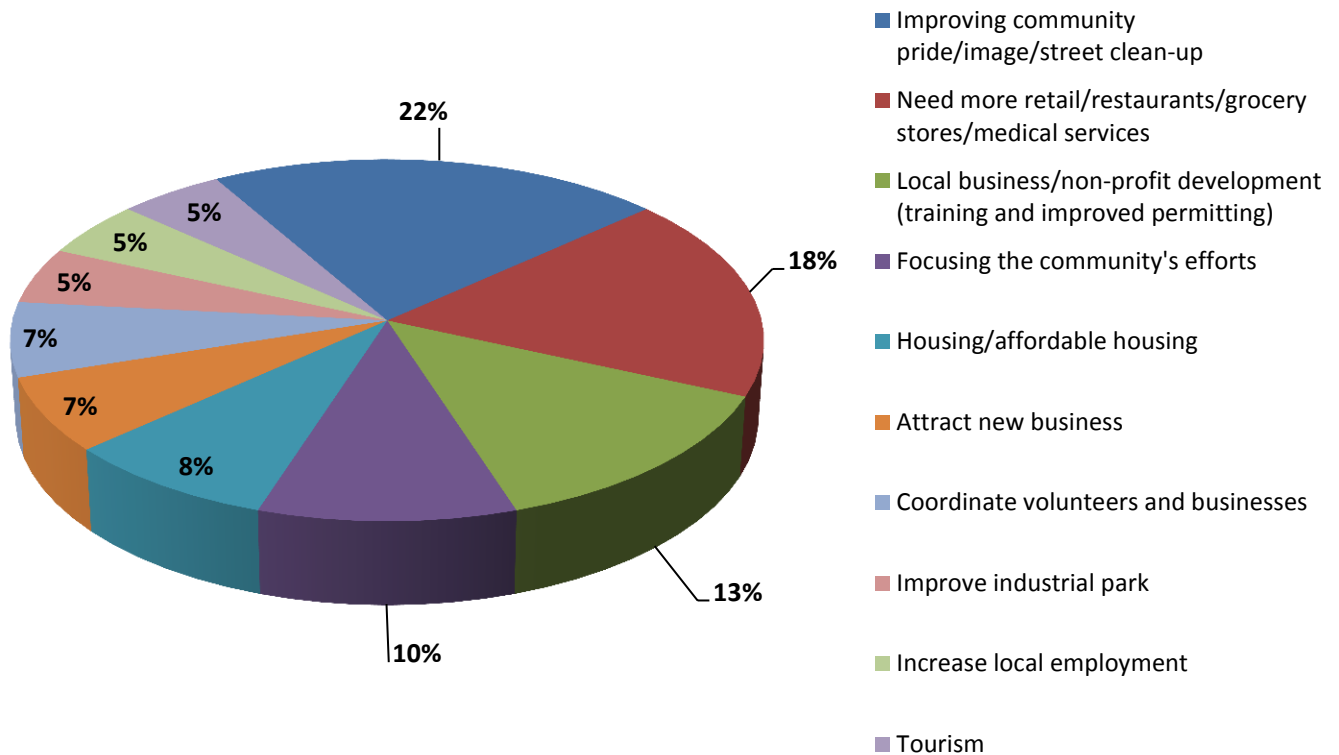
The top four choices for quality of life are: (1) Secure placement of hospital/medical facilities (14.1%), (2) Address homelessness and vandalism (12.5%) , (3) Address housing shortage (10.9%) and a three-way tie for fourth being: (4 -tie) Bike and Ped path around town (9.4%), (4- tie) Youth engagement/opportunities (9.4%), and (4 - tie) Have a gatekeeper or coordinator of volunteer and civic efforts (9.4%).

## What are your current areas of focus in the La Pine area?



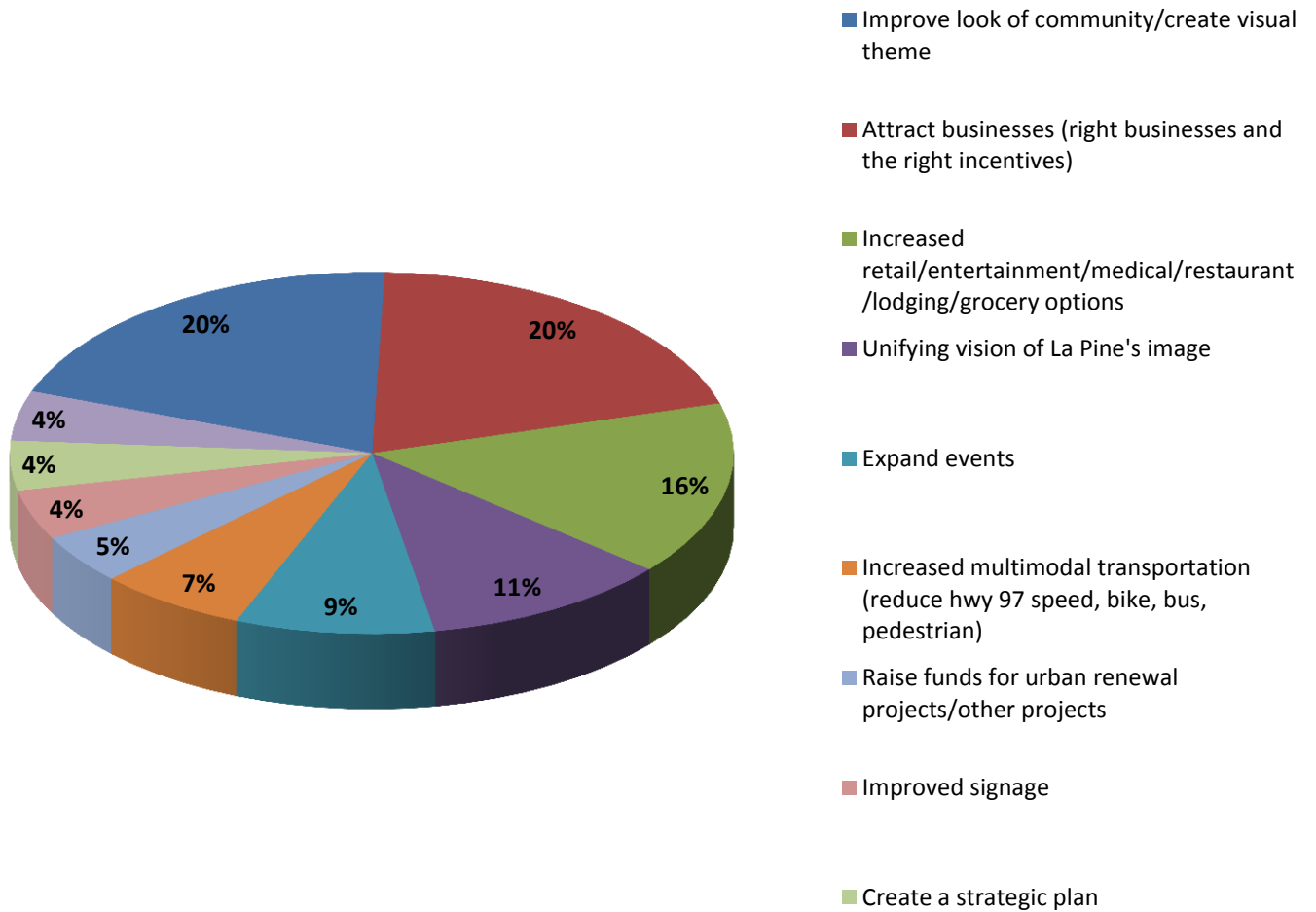
The top three areas of focus for the survey participants are: (1) Image/streetscape (20%), (2) Signage/transportation (bike paths, public transportation, and reducing speed limits strategically) (16%), and (3) Local business development (13%).

## What do you think are the challenges and opportunities in the La Pine area related to strengthening or growing our local economy?



The top four challenges/opportunities for La Pine’s economy listed by participants were: (1) Improving community pride/image/street clean-up (22%), (2) Need more retail/restaurants/grocery stores/medical services (18%), (3) Local business/non-profit development (training and improved permitting) (13%), (4) and focusing the community’s efforts (10%).

## Do you have suggestions of possible initiatives or projects for the La Pine area related to strengthening our locally economy?



The top four initiatives for strengthening La Pine's locally economy suggested by participants were: (1 - tie) Improve look of community/create visual theme (20%), (1 - tie) Attract businesses (right businesses and the right incentives) (20%), (2) Increased retail/entertainment/medical/restaurant/lodging/grocery options (16%), and (4) Unifying vision of La Pine's image (11%).