



Othello Comprehensive Plan Survey Summary

To: City of Othello
From: Aren Murcar, AICP
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Project: Othello Comprehensive Plan Update
Subject: Othello Comprehensive Plan Survey Summary

Introduction

The Othello Comprehensive Plan Update Survey was open for 41 days from April 3 to May 14, 2026, and received 282 total responses, including 213 complete responses and 69 partial responses. Survey results provide insight into community priorities, concerns, and aspirations that will help inform the Comprehensive Plan update. The survey explored topics including growth, economic development, housing, transportation, parks and recreation, and community character.

Key Takeaways

- ◆ Othello residents value family-oriented living, housing affordability, and community character.
 - Family-oriented community (21%) and housing affordability (17%) were the most frequently selected aspects that Othello residents want to preserve.
 - Local events and traditions (14%) and a business-friendly environment (14%) were also identified as important community attributes.



- ◆ Housing affordability and infrastructure capacity are the community's primary growth concerns.
 - Rising housing costs and affordability (20%) were the most frequently selected concern related to growth.
 - Strain on city services and infrastructure (16%), water shortages (14%), and traffic congestion (13%) were also identified as significant concerns.
- ◆ Residents support economic growth that expands shopping, dining, education, and tourism opportunities.
 - Shopping and restaurants (22%) received the highest level of support for industry expansion.
 - Education (15.7%) and tourism and lodging (15.5%) were also frequently identified as industries residents would like to see grow.
- ◆ Quality jobs, local businesses, and housing options are viewed as important to attracting and retaining residents.
 - Increased access to affordable housing types (17%) and more local businesses (15%) were among the most selected priorities.
 - Increased access to jobs (12.8%) and shopping opportunities (12.5%) were also identified as important improvements.
- ◆ Business development is closely tied to land availability and infrastructure investment.
 - Access to desirable locations for business development (27%) was the most frequently selected strategy for supporting businesses.
 - Infrastructure improvements (20%) and expanding tourism opportunities (18%) were also viewed as important economic development tools.
- ◆ Parks and recreation priorities focus on major community amenities and comfort improvements.
 - A community pool (18%) was the most requested recreation improvement.
 - Additional shade (12%), event spaces (11%), benches and drinking fountains (10.1%), and a dog park (9.7%) were also common priorities.
- ◆ Housing availability and affordability continue to be significant challenges.
 - Housing affordability (23%) and difficulty finding housing (19%) were the most commonly reported housing challenges.
 - Respondents expressed interest in additional single-family homes (30%) and senior housing (21%).



- ◆ Transportation investments should focus on maintaining existing infrastructure and improving safety.
 - Repairing existing roads and sidewalks (29%) was the highest transportation priority.
 - Safer roads through traffic calming measures (23%) and more and wider sidewalks (18%) were also frequently selected.
 - Numerous comments identified the Highway 26/14th Avenue corridor, Main Street, and school-area traffic as areas needing improvement.
- ◆ Community comments emphasized public safety, beautification, housing, recreation, and economic opportunity.
 - Common themes included traffic safety, speeding, code enforcement, additional business opportunities, youth employment, community cleanliness, and development of a public pool.
 - Many respondents expressed a desire to maintain Othello's family-oriented character while planning for future growth.

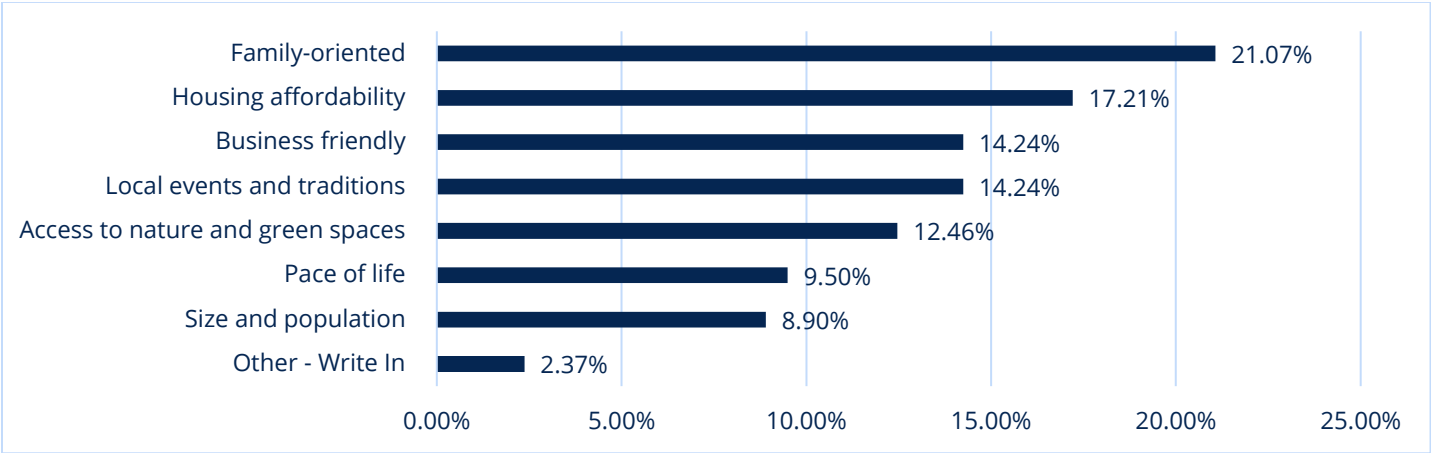


Survey Results

Character and Growth

The first question in the survey asked respondents which aspects of Othello's atmosphere are most important to them and directed them to select their top three. The option selected most often was "family-oriented" (21%), followed by "housing affordability" (17%). "Business friendly" and "local events and traditions" each received 14% of responses. Write-in responses identified safety, low crime, walkability, civic engagement opportunities, and additional community amenities as important characteristics.

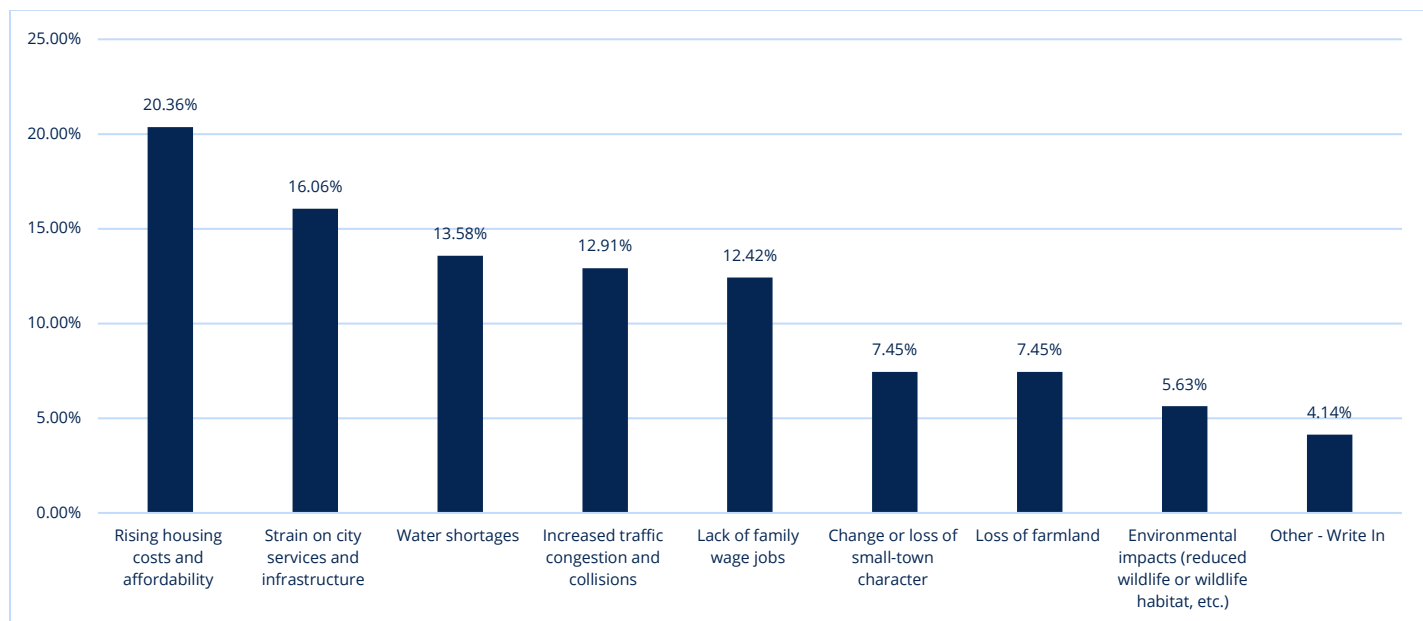
Figure 1. Which aspects of Othello's atmosphere are most important to you? Select your top 3.



Respondents were then asked about their biggest concerns regarding growth in Othello and were directed to select up to five options. The most frequently selected concern was rising housing costs and affordability (20%), followed by strain on city services and infrastructure (16%). Water shortages (14%), increased traffic congestion and collisions (13%), and a lack of family wage jobs (12%) were also commonly selected. The most common themes among write-in responses were public safety, crime, traffic, housing affordability, and maintaining community services.

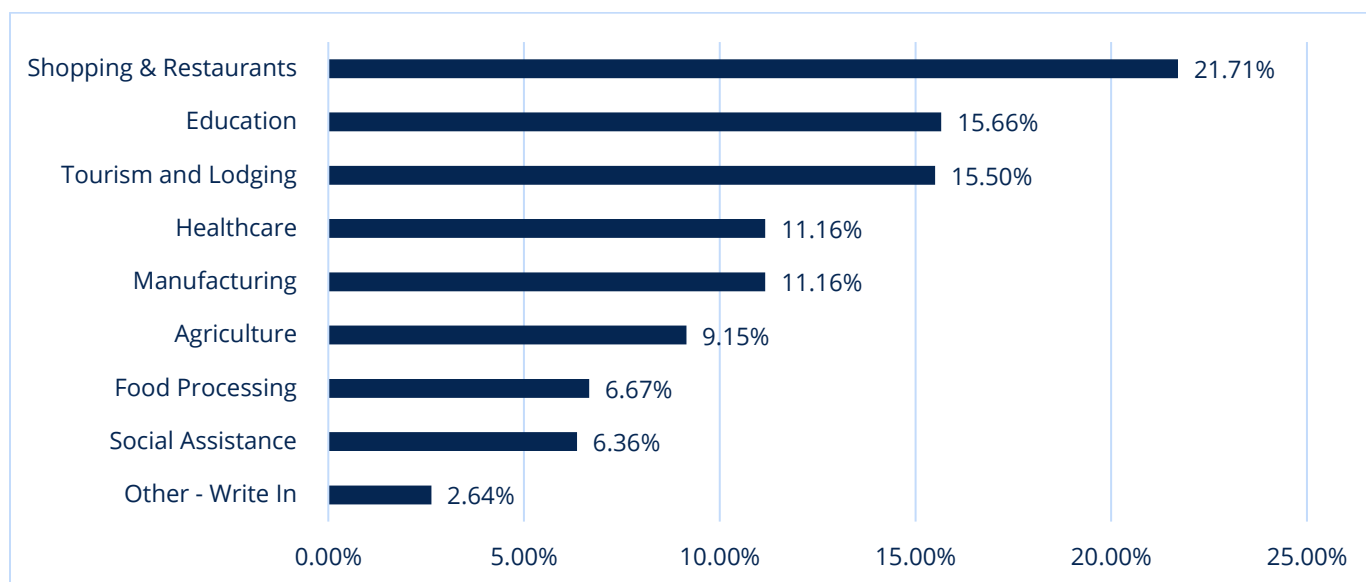


Figure 2. What are your biggest concerns regarding growth in Othello? Select up to 5.



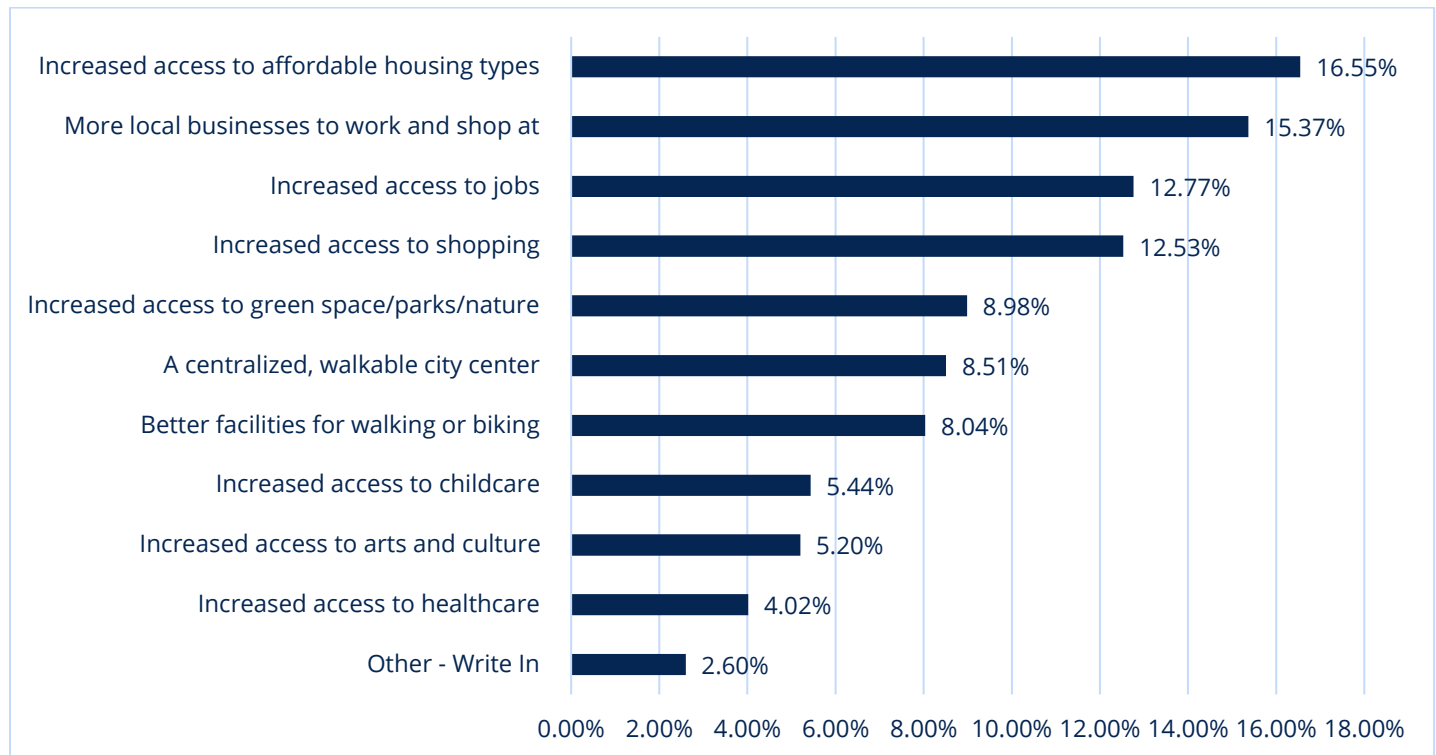
When asked which industries they would like to see expanded in Othello, "shopping and restaurants" received the largest percentage of responses (22%). Education (15.7%) and tourism and lodging (15.5%) also received a significant number of responses. Healthcare and manufacturing each accounted for 11% of selections. Write-in responses frequently mentioned entertainment, recreation opportunities, lodging, and a greater variety of restaurants and retail businesses.

Figure 3. What industries would you like to see expanded in Othello? Select any that apply.



Respondents were asked what actions would most improve the living experience in Othello or attract people from outside the community. Increased access to affordable housing types received the highest percentage of responses (17%), followed by more local businesses to work and shop at (15%). Increased access to jobs (12.7%) and shopping opportunities (12.5%) also ranked highly. Additional write-in comments focused on education, beautification, recreation opportunities, and expanding shopping and dining options.

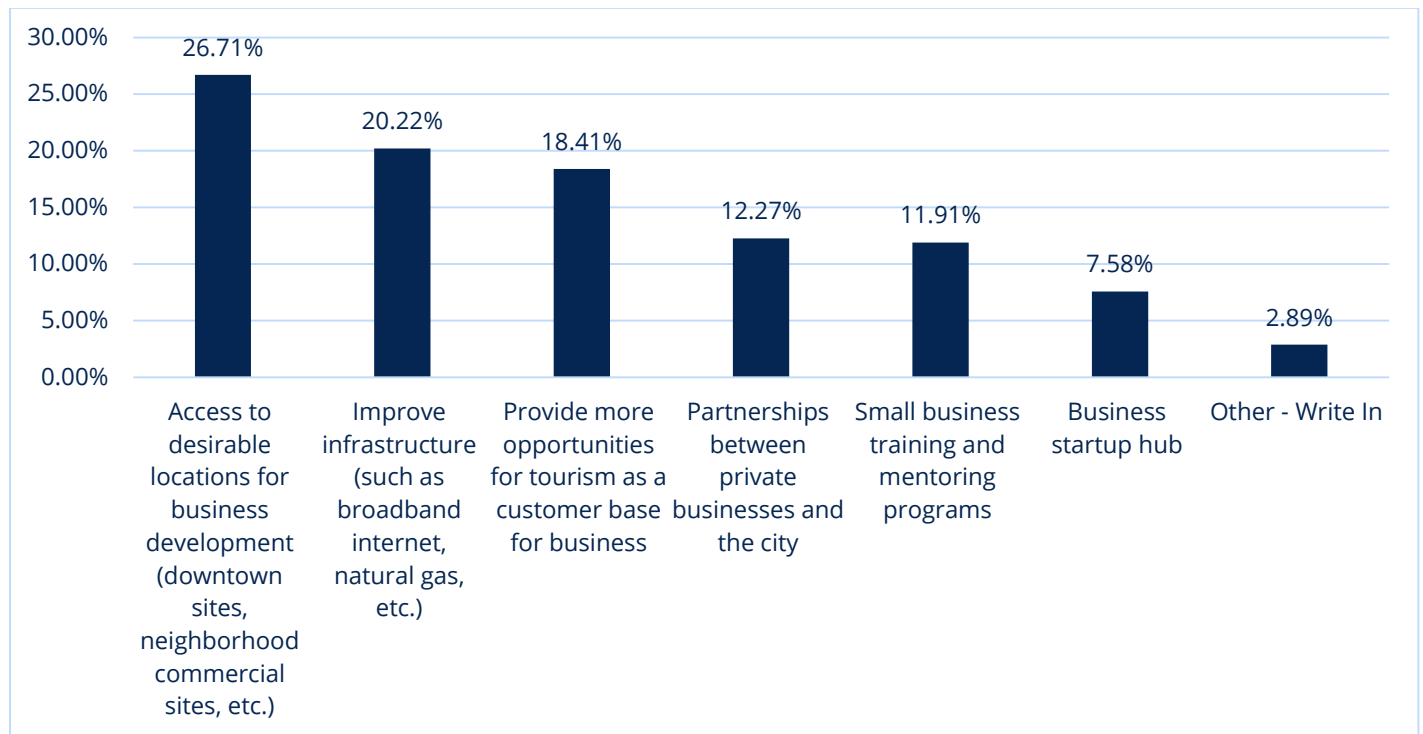
Figure 4. What can the City do to improve the living experience in Othello and/or attract people from outside Othello? Select up to 5.



More than a quarter of respondents (27%) selected access to desirable locations for business development as the factor that would best support business development and retention in Othello. Infrastructure improvements, such as broadband internet and utilities, received 20% of responses, while providing more tourism opportunities received 18%. Partnerships between businesses and the City (12.3%) and small business training and mentoring programs (11.9%) were also selected by respondents. Write-in comments commonly refer to reducing development barriers and making it easier to start or expand businesses.



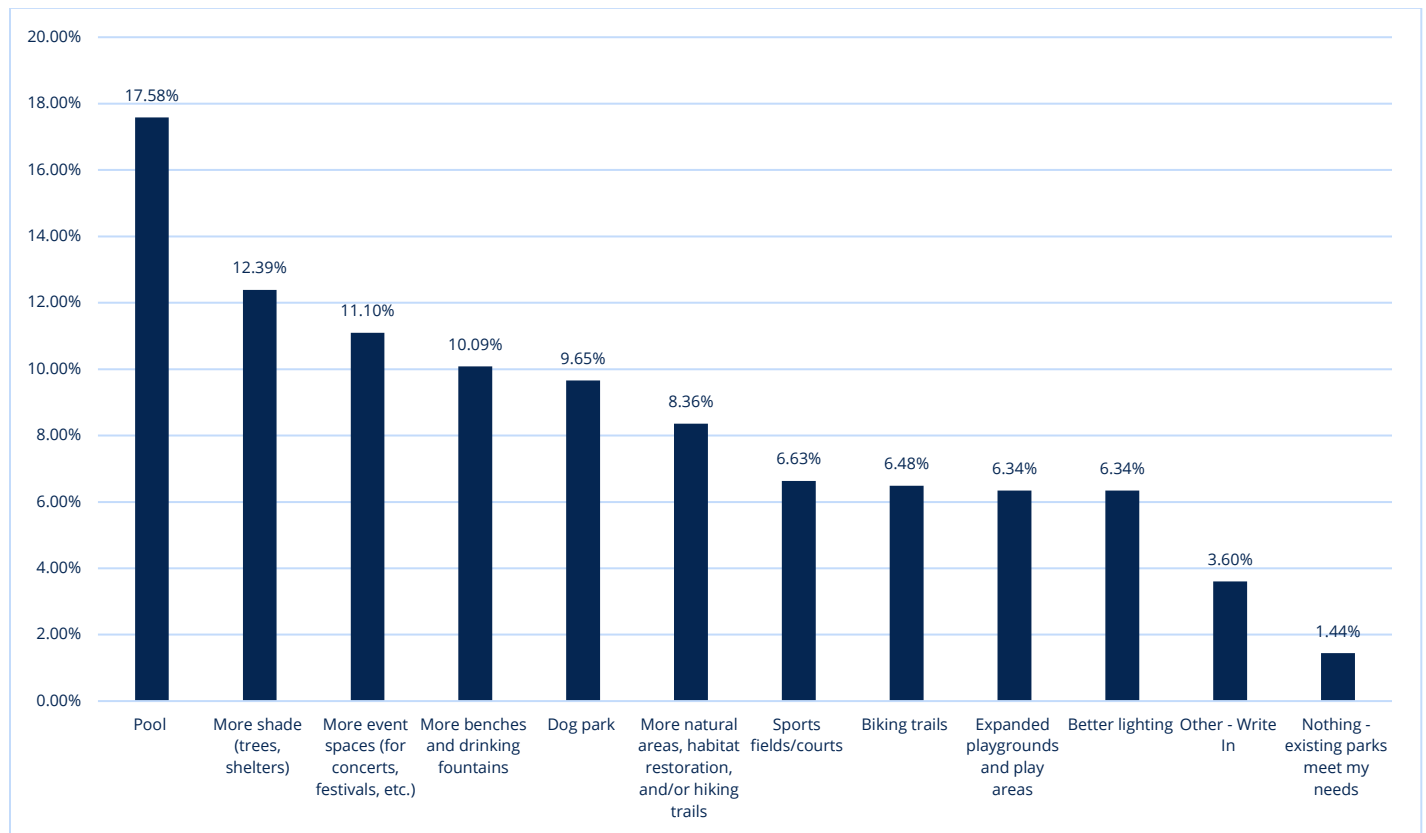
Figure 5. What would best support business development and retention in Othello? Select up to 3.



The top improvement that respondents said would most enhance their experience when visiting parks, trails, or recreational facilities was a community pool (18%), receiving substantially more support than any other option. More shade through trees and shelters received 12% of responses, followed by additional event spaces (11%) and more benches and drinking fountains (10.1%). A dog park (9.6%) and additional natural areas and trails (8%) also received support. Many write-in responses referenced year-round pool access, improved accessibility, walking trails, and additional recreation opportunities.



Figure 6. Thinking about parks and recreation in our community, what would most enhance your experience when visiting parks, trails, or recreational facilities? Select up to 5.



Respondents were asked to rank a series of community characteristics based on their importance to Othello's future. The highest-ranked item was "has a diverse, welcoming, and family-friendly community," followed by "enables locally owned businesses to successfully establish and thrive." "Has a housing mix that serves a broad array of incomes and age groups" ranked third, while "cultivates an inviting, vibrant, and walkable community" ranked fourth.



Figure 7. Rank these items based on how important they are to you in Othello:



Respondents were asked to identify the community characteristics that are most important to Othello's future. This question was presented differently in the online and paper surveys. The online survey asked respondents to rank each characteristic, while the paper survey asked respondents to select the characteristics they felt were most important. In the paper survey, the option selected most often was "welcoming and family friendly" (22%), followed by "support local businesses" (17%) and "variety of employment types" (16%). "Walkable community" received 14% of responses, while "housing for varied incomes" accounted for 13%. These results generally align with the online survey, which also found strong support for family-friendly community character, local businesses, housing opportunities, and walkability.

Table 1. How important is it that Othello in 2047: Select your top 3.

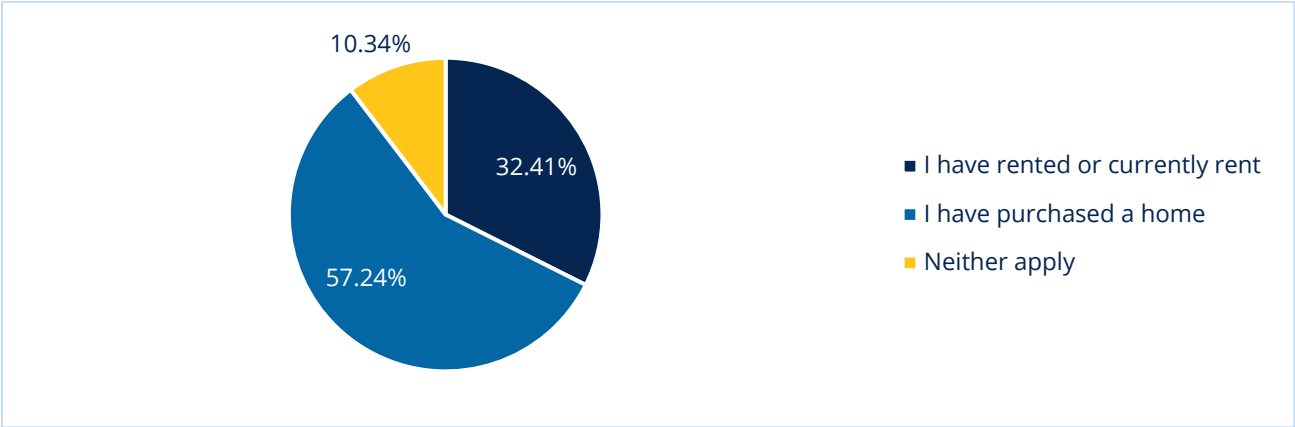
Value	% Selected
Welcoming & family friendly	22.48%
Support local businesses	17.11%
Variety of employment types	16.11%
Walkable community	14.09%
Housing for varied incomes	12.75%
Preserve historic heritage	10.74%
Parks/Open space	4.70%
Non-motorized modes	2.01%



Housing and Transportation

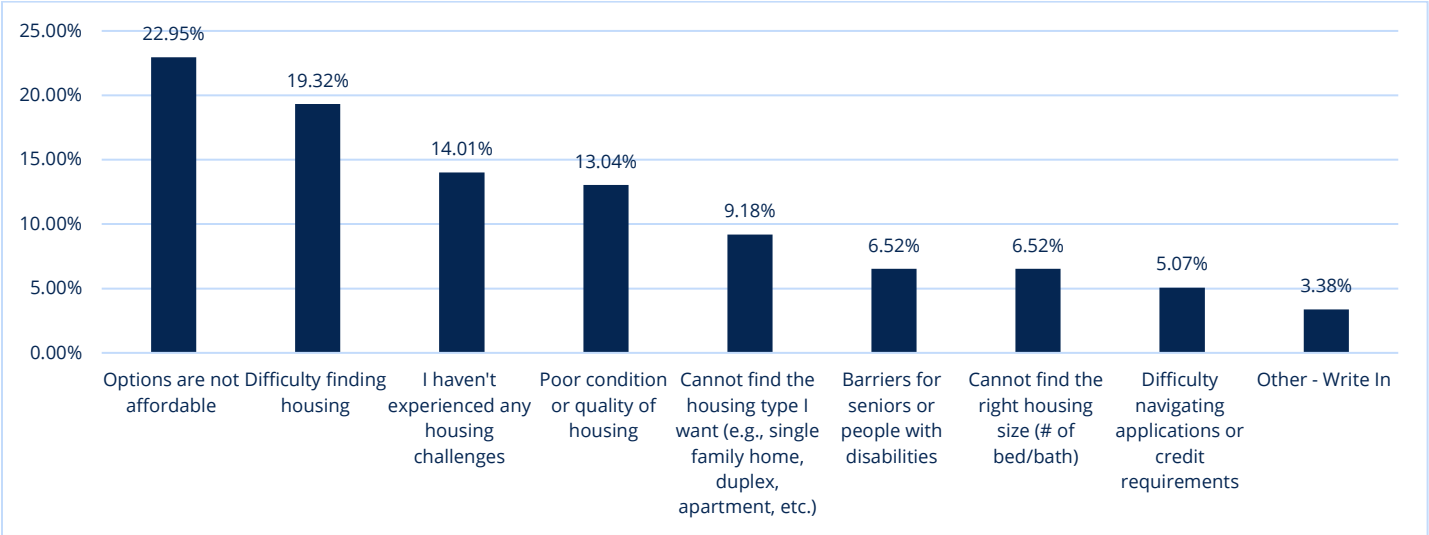
More than half of respondents (57%) indicated that they have purchased a home in Othello. Approximately one-third of respondents (32%) reported that they currently rent or have rented housing in the community. A smaller percentage of respondents (10%) indicated that neither option applied to them.

Figure 8. During your time in Othello, have you rented or purchased housing? Select all that apply.



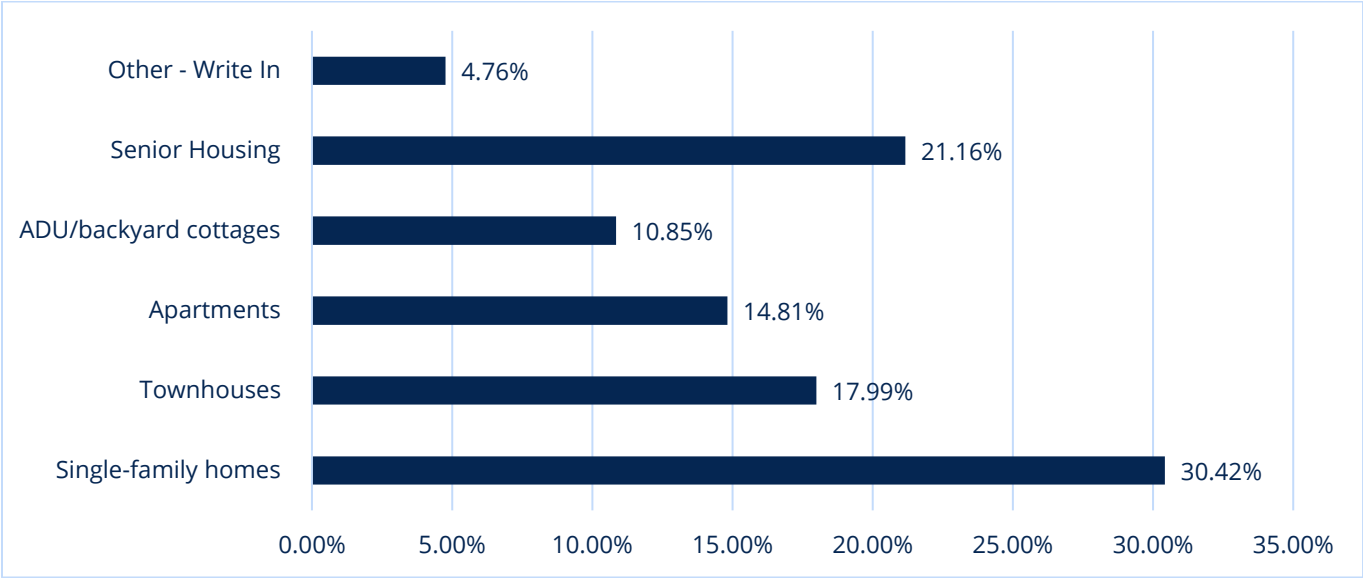
When asked about housing challenges, the most common response was that housing options are not affordable (23%). Difficulty finding housing was also a common concern, receiving 19% of responses. Poor housing conditions (13%) and an inability to find the desired housing type (9%) were also identified as challenges. Several write-in responses referenced rising housing costs, limited housing choices, and concerns about property taxes.

Figure 9. Have you experienced any housing challenges in Othello? Select all that apply.



For the question about future housing types, single-family homes received the highest percentage of responses (30%), followed by senior housing (21%). Townhouses (18%) and apartments (15%) also received support from respondents. Additional write-in responses highlighted the need for housing options at a variety of price points, affordable senior housing, duplexes, and higher-quality housing options.

Figure 10. Are there any types of housing you'd like to see more of in Othello?



Overall, respondents indicated that driving currently meets their transportation needs, with 58% selecting "I can safely do this now." For biking, 39% of respondents indicated they would bike more if it were safer or more accessible. Similarly, 31% of respondents indicated they would walk more if conditions were improved. These responses suggest there is interest in additional walking and biking opportunities throughout the community.

Table 2. How well do the current transportation options in Othello meet all of your traveling needs?

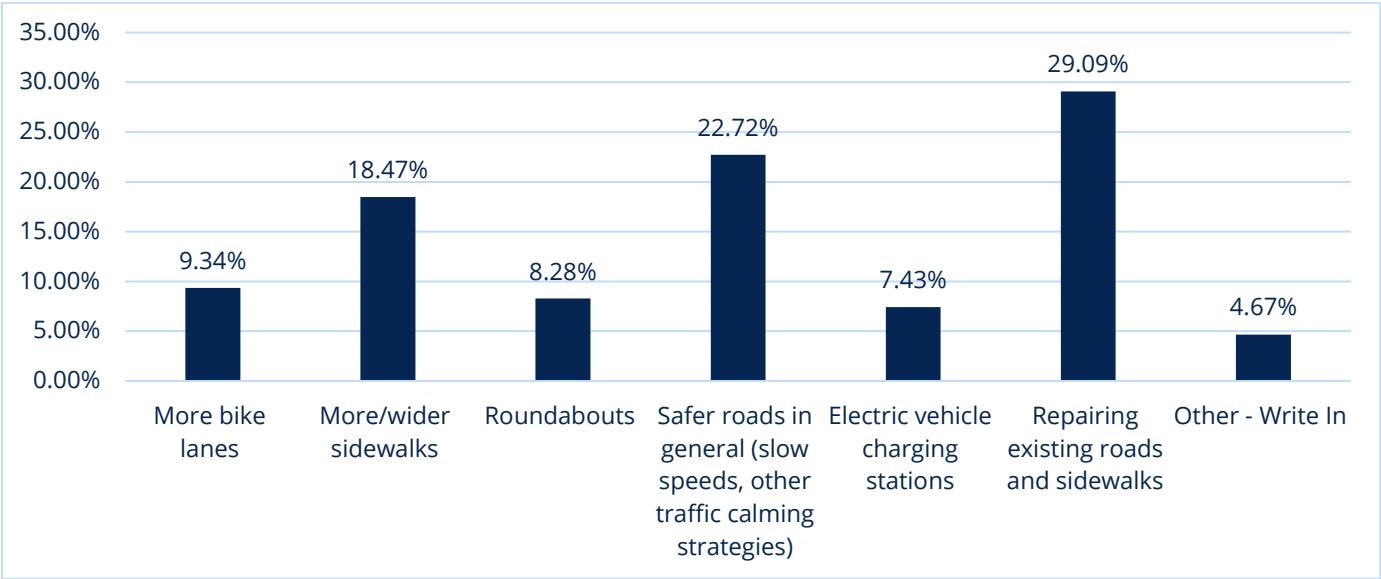
	I can safely do this now.	I do this now, but we need improvements	I would do this more if it were safer/more accessible	I don't see myself doing this
Driving	58.41%	39.82%	0.88%	0.88%
Biking	19.27%	13.76%	39.45%	27.52%
Walking	32.41%	31.48%	30.56%	5.56%

The transportation improvement selected most often was repairing existing roads and sidewalks (29%). Safer roads through traffic calming and speed reduction measures received 23% of responses, followed by more or wider sidewalks (18%). Additional improvements, such as bike lanes, roundabouts, and electric vehicle charging stations, received lower levels of support. Write-in responses frequently referenced pedestrian safety, speeding, school-area traffic, and accessibility improvements.



Respondents identified several roads and intersections that they believe need improvement. The most frequently mentioned locations included the Highway 26 and 14th Avenue intersection, Main Street, 14th Avenue, and several school-area corridors. Common themes included speeding, congestion, pedestrian safety, visibility concerns, pavement conditions, and requests for additional traffic controls such as roundabouts, stop signs, and traffic calming measures.

Figure 11. What types of transportation infrastructure do you want the City to invest in most?



The final question invited respondents to share any additional comments. Common themes included public safety, traffic enforcement, housing affordability, economic development, community beautification, recreation opportunities, and maintaining Othello's family-oriented character. Respondents also frequently commented on the need for additional businesses, employment opportunities, transportation improvements, code enforcement, and construction of a community pool.

Demographics

Question	Responses
Where do you live?	♦ Othello: 78.57% ♦ Adams County, but outside of Othello: 17.86% <i>The majority of respondents live in Othello, with about a fifth living in Adams County, outside of Othello.</i>
What is your age range?	• 19 or younger: 3.64% • 20-29: 15.45% • 30-39: 27.27%



What ethnic or racial group do you identify with?

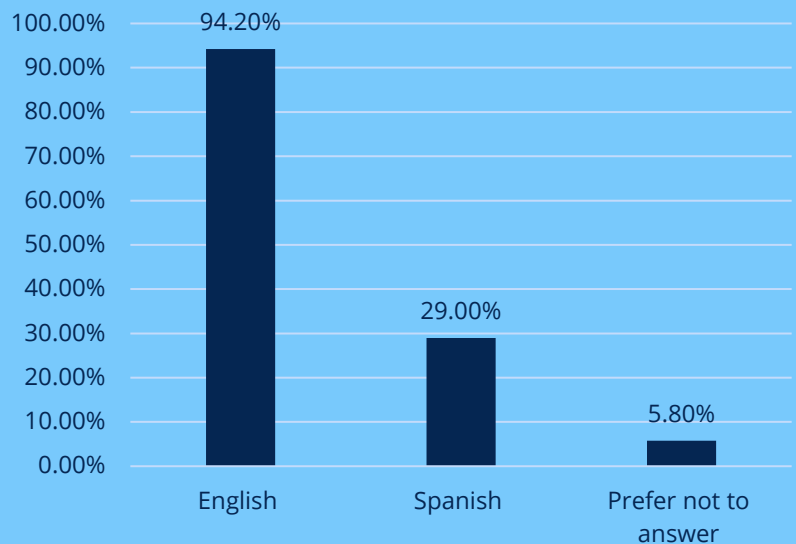
- 40-49: 18.18%
- 50-59: 12.73%
- 60-69: 12.73%
- 70 or older: 7.27%

The ages of respondents varied over the age groups, with a little over a quarter of respondents being in the 30-39 age group.

- ◆ Caucasian/White: 44.55%
- ◆ Hispanic/Latino: 41.82%
- ◆ Native American: 0.91%
- ◆ Prefer not to answer: 12.73%

About half of the respondents identify as Caucasian/White, and half identify as Hispanic/Latino.

What languages are most often spoken in your home?



Conclusion

The survey results indicate that residents value Othello's family-oriented character, affordability, and quality of life while supporting continued growth and investment in the community. Housing affordability, economic opportunity, transportation improvements, and access to community amenities emerged as recurring themes throughout the survey. Respondents expressed interest in expanding housing choices, supporting local businesses, improving transportation infrastructure, and enhancing parks and recreation facilities, particularly through the development of a community pool. The feedback received through this survey will help inform the Comprehensive Plan update and ensure that future planning efforts reflect the priorities and concerns of the Othello community.

