

A silhouette of a person sitting on a large rock, holding a fishing rod that extends diagonally across the frame. The background is a sunset or sunrise over water, with a gradient from orange at the top to blue at the bottom.

Pendleton

Strategic Planning Survey
May 2025



coraggiogroup

Background and Methodology

Coraggio Group and community leaders worked together to develop a survey that was subsequently administered to a variety of Pendleton constituents.

The purpose of this survey was to collect feedback from stakeholders in preparation for the development of Pendleton's Strategic Plan.

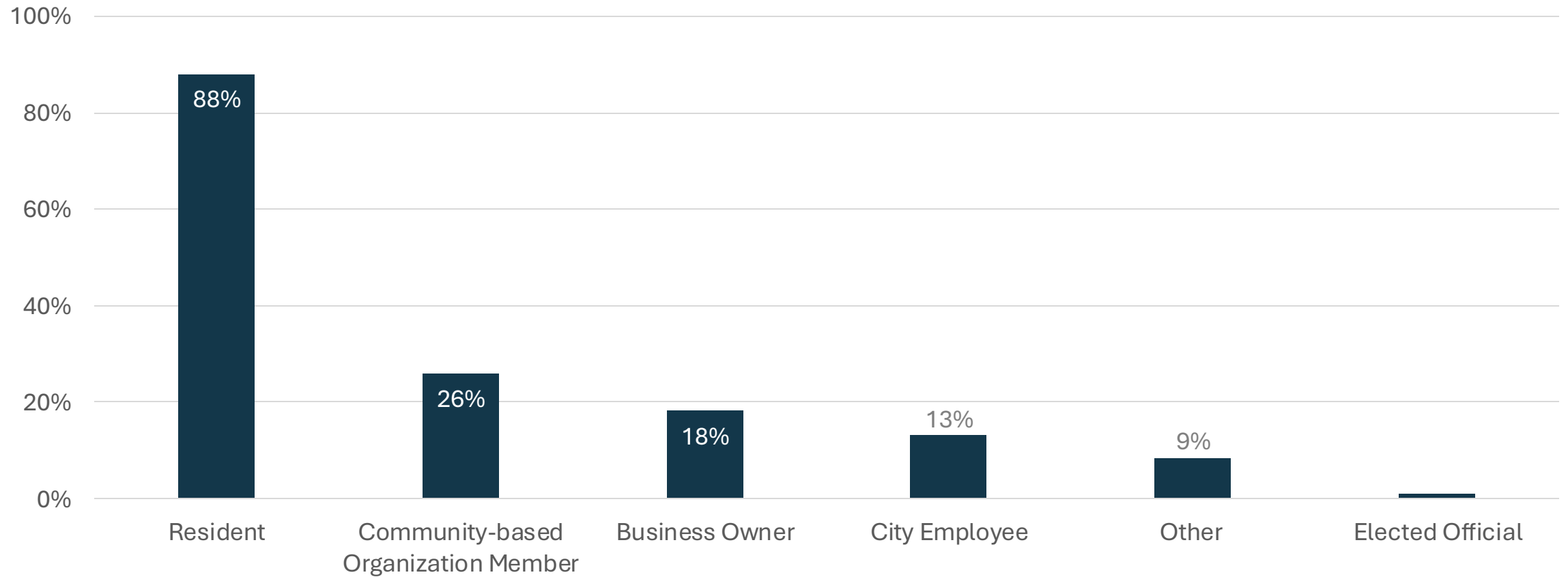
N= 433

Survey responses

The survey evaluated the following:

- Stakeholder's vision for the area in the future
- Pendleton's perceived assets
- Pendleton's perceived challenges
- Areas of focus

Please indicate your primary relationship with Pendleton (SELECT ALL)



N=433

What three words best describe how you envision Pendleton in 10 years? (3+ MENTIONS)

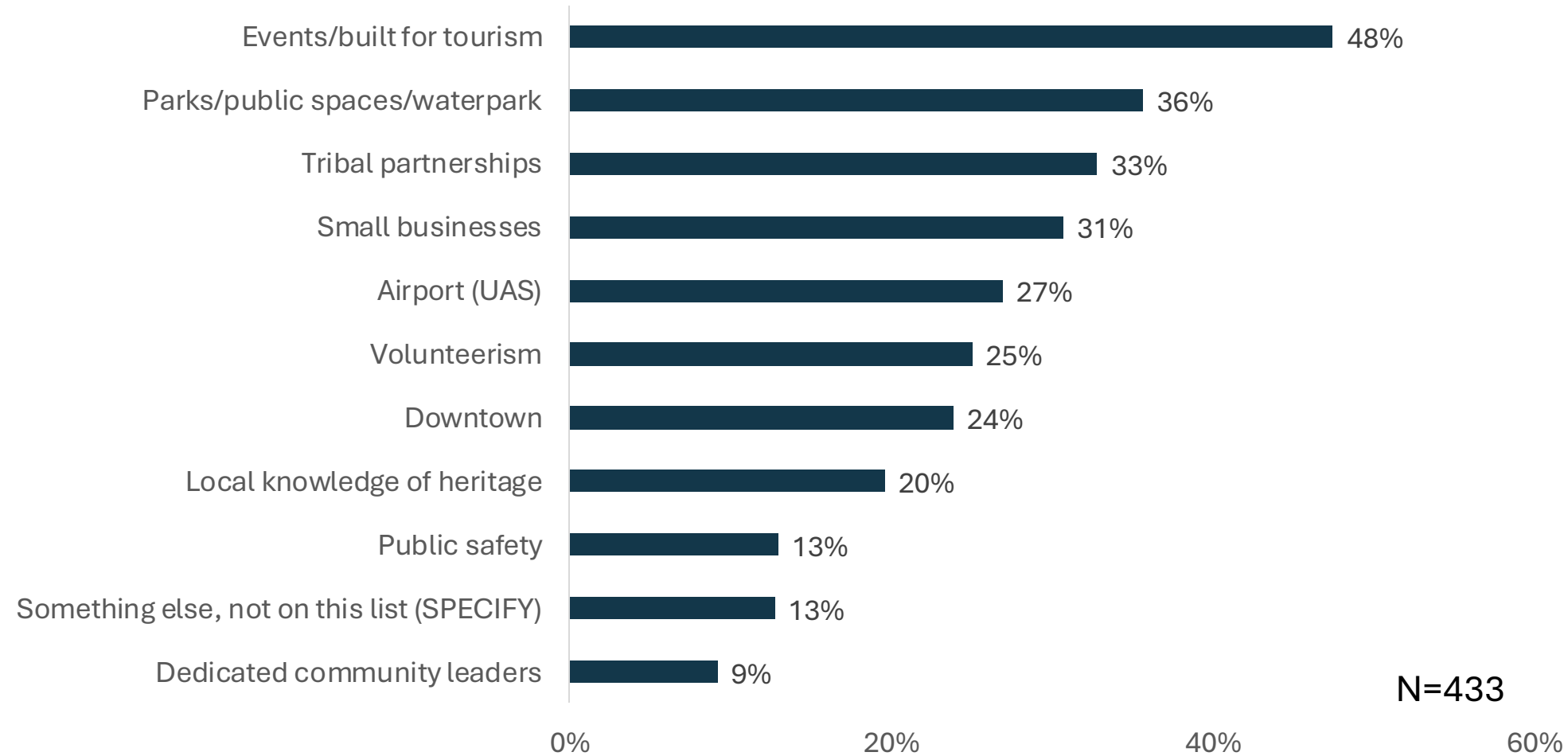
Top 10 mentions	
Safe	140
Clean	111
Thriving	71
Vibrant	55
Grow	54
Friendly	46
Welcome	36
Afford	36
Community	33
Homeless	26



N=414

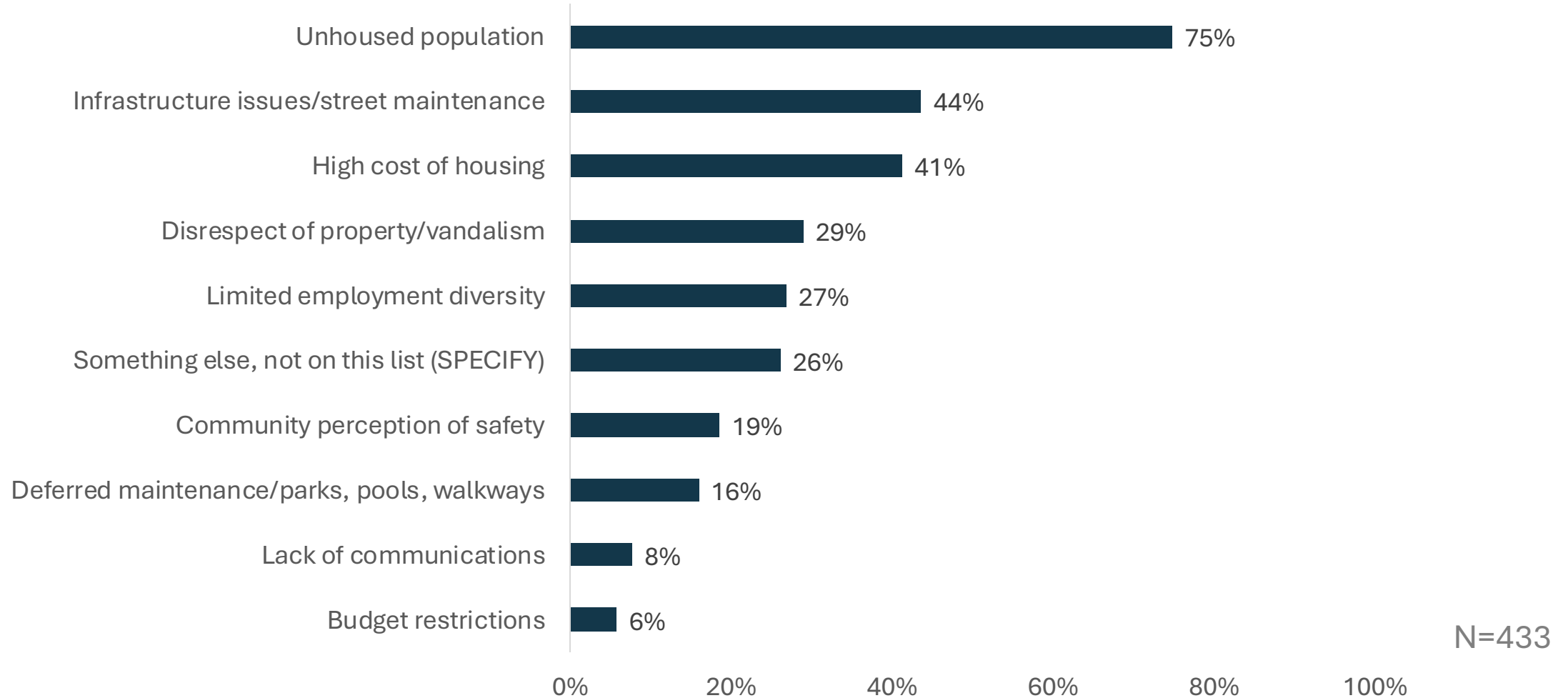
In the future, many envision Pendleton as safe and retaining its small-town charm. Many hope it will be thriving, clean, and vibrant/busy.

What are Pendleton's TOP 3 greatest assets today?



Many believe Pendleton's biggest draws are its events. Several also regard parks/public spaces, tribal partnerships, and small businesses as important attractions.

In your view, what are the 3 most pressing challenges facing Pendleton today?

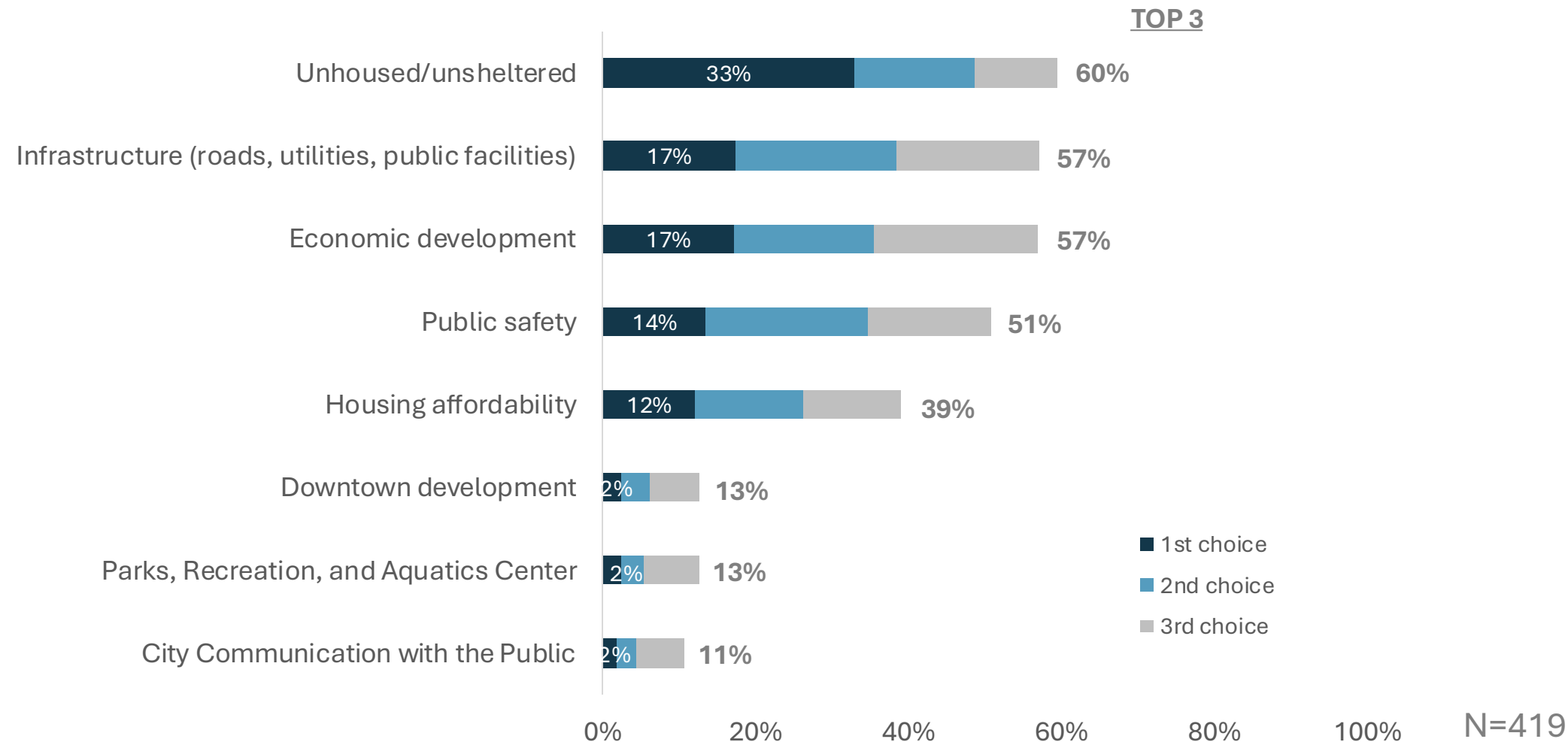


The unhoused/unsheltered, infrastructure, and high cost of housing are the leading concerns amongst constituents.

Retail & Shopping Gaps	Economic & Business Growth	Governance & Leadership	Tax & Utility Concerns
<i>Lack of commercial businesses</i>	<i>Failure to attract new businesses</i>	<i>Political push toward 'woke' ideology</i>	<i>Utility bills are too high</i>
<i>Empty shops downtown</i>	<i>Lack of vision to encourage new businesses</i>	<i>Political division</i>	<i>Highest water rates</i>
<i>Expensive commercial rent</i>	<i>Lack of commitment to small businesses</i>	<i>Poor fund management</i>	<i>Property taxes all over the place</i>
<i>Not enough shopping options</i>	<i>City planning won't let new businesses in</i>	<i>Local government failing</i>	<i>Taxes</i>
<i>Lack of chain stores, restaurants</i>	<i>Lacking growth potential</i>	<i>City run by cliques</i>	<i>Expensive utilities</i>
<i>Lack of big-box retail (Costco, etc.)</i>	<i>Depressed downtown</i>	<i>Round-Up over-prioritized</i>	<i>City council raised utilities</i>
<i>Need for grocery, car rental, hotel</i>	<i>Too many nonprofits vs. business support</i>	<i>Leadership stagnation</i>	<i>High cost of utilities</i>
<i>Nothing for families and no shopping options</i>	<i>Need invitation for large businesses</i>	<i>Lack of tribal partnership</i>	

Constituents also expressed a desire for more retail/shopping outlets and/or business/economic growth. They also raised concerns about local leadership/government and expensive utility costs.

Here are some things that a community can work on to make it better. Please sort them in order from MOST to LEAST IMPORTANT for Pendleton, starting with the MOST IMPORTANT at the top of the list.



Stakeholders indicate that the most important things for the community are to take care of the unhoused, improve local facilities, boost economic growth, and keep everyone safe.

APPENDIX



What three words best describe how you envision Pendleton in 10 years? (ALL MENTIONS)

Top 10 mentions	
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Welcome	36
Afford	36
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