

June 30, 2006

TO: Tom Coffee, Beth St. Amand
CITY OF TIGARD

FROM: John L. Campbell / Michael J. Riley
RILEY RESEARCH ASSOCIATES

RE: COMMUNITY BASELINE SURVEY 2006 (REVISED)

TABLE OF CONTENTS

EXECUTIVE OVERVIEW.....	1
INTRODUCTION.....	3
METHODOLOGY.....	3
RESULTS.....	4

APPENDIX: Questionnaire

EXECUTIVE OVERVIEW

Satisfaction

- ☒ Satisfaction with Tigard as a place to live is relatively high with a vast majority of the residents (79%) giving a rating of 7 or higher. The overall mean rating given was 7.8 on a ten-point scale. (Q1)
- ☒ With ratings of 5 or 6 considered neutral, most of the City's services were rated on the positive side.
- ☒ The library received the highest mean satisfaction ratings of the different topics listed (8.9 for both the overall perception of the library and personal experience with the library). (Q6-17)
- ☒ The overall perception of City Police (7.9), personal experience with City parks (7.9), personal experience with City Police (7.8), and overall perception of City parks (7.8) all followed the library by about one point. (Q6-17)

Satisfaction Ratings	Mean	No interaction
Overall perception of the library	8.9	17%
Personal experience with the library	8.9	22
Overall perception of City Police	7.9	14
Personal experience with City parks	7.9	16
Personal experience with City Police	7.8	41
Overall perception of City parks	7.8	13
Interaction with City staff	7.6	48
City water and sewer services	7.5	13
The Permit Center	6.6	71
Recreation and leisure activities	6.6	29
Street maintenance	6.4	2
In regards to traffic, the ability to get around the City	5.3	1

- ☒ In regards to planning, a majority of residents (60%) gave a rating of between 5 and 8 on a ten-point scale with a mean rating of 6.1. (Q18)

Perceptions

- ☒ A majority of residents mentioned location (61%) as what they like most about living in Tigard, consisting of 49% mentioning the location or accessibility and 18% mentioning the small or rural feel of the area. (Q2)
- ☒ Roughly one in two of the residents (45%) mentioned traffic as what they like least about living in Tigard. (Q3)
- ☒ The area's traffic and congestion problems (37%) were mentioned most frequently as the most important issues as Tigard plans for the next 20 years. Residents also mentioned issues pertaining to growth (15%). (Q19)

EXECUTIVE OVERVIEW (CONTINUED)

- ☒ About one in two residents (46%) believe the City of Tigard has stayed about the same over the past few years; another one in four (23%) think Tigard has gotten better, while another one in four (23%) think it's gotten worse. (Q4)
- ☒ Roughly one in three residents (33%) believe Tigard will become a better place to live in the future, but nearly an equal percentage (34%) believe it will become worse. Just over one in four (27%) think Tigard will remain the same. (Q5)

Preferences

- ☒ Protection of trees and natural resource areas (8.4) as well as the level of neighborhood traffic (8.2) are viewed as the most important of the livability characteristics listed. (Q20-29)

Livability Characteristics	Mean Importance Score
Protection of trees and natural resource areas.	8.4
The level of neighborhood traffic.	8.2
Maintaining existing lot sizes within established neighborhoods.	7.8
Pedestrian and bike paths.	7.7
Compatibility between existing and new development.	7.6
Bus service.	7.4
Strengthening regulations to improve the appearance of the community.	7.4
Neighborhood parks within a half-mile of home.	7.2
Variety of housing types (like single-family, townhouses, and apartments).	7.0
Neighborhood commercial services within a 5-minute walk from your house.	6.1

- ☒ Residents are divided, with equal percentages of residents thinking growth should be accommodated (43%) or limited (43%). Only a small percentage thinks growth should be promoted (10%). (Q30)
- ☒ The most frequently mentioned sources for local government information were the Oregonian (44%), the Tigard Times (29%), the Cityscape Newsletter (29%), and television news (22%). (Q36)

INTRODUCTION

The city of Tigard asked Riley Research Associates to conduct a baseline survey among residents. This survey will set the foundation on current perceptions and a template for subsequent benchmark studies on a two to three year basis. The key subjects of the study included insights into:

- Satisfaction with City services
- Importance of various City characteristics
- Perceptions of the City's livability
- Residents preferred information sources

METHODOLOGY

Riley Research Associates worked in association with the city of Tigard to create the questionnaire. The scientific telephone survey was conducted among residents of the city of Tigard. If residents were unsure if they live inside the city limits, cross streets were asked for and checked to ensure they lived inside the city limits.

A total of 400 questionnaires were completed. This size sample yields a margin of error of +/-4.9% at a 95% confidence level. Fielding began on May 22nd with pretests, then officially commenced on May 23rd, and concluded on June 5th, 2006. The calls were made between the hours of 5 p.m. and 9 p.m. using a RDD (random digit dial) call list provided by an independent broker that was specified by zip code.

The results are displayed in a question-by-question format. A copy of the questionnaire can be found in the Appendix. Cross tabulations with demographic breakouts and verbatim responses are included as separate documents.

RESULTS

Q1. How satisfied are you with the City of Tigard as a place to live, on a ten-point scale where one means "very dissatisfied" and ten means "very satisfied"?

Satisfaction with Tigard as a place to live is relatively high with a majority of the residents (79%) giving a rating of 7 or higher. The overall mean rating given was 7.8 on a ten-point scale.

The following groups gave significantly higher mean ratings than their counterparts:

- ✓ Those without children at home (7.9 vs. 7.5 those with children at home)
- ✓ Residents who have not attended city meetings (7.8 vs. 7.3 those who have attended)

	<u>Total</u>
Total Participants	400
1 - Very dissatisfied	1%
2	0
3	0
4	2
5	8
6	8
7	14
8	30
9	18
10 - Very satisfied	17
Don't know	1
Mean	7.8

Q2. What do you like most about living in Tigard?

A majority of residents mentioned location (61%) as what they like most about living in Tigard, which consisted of 49% mentioning the location or accessibility and 18% mentioning the small or rural feel.

Just over one-quarter (29%) mentioned Tigard's atmosphere, which included 20% mentioning the nice or quiet community, 6% mentioning the safety or low crime rate, and 6% mentioning the trees and green spaces.

Three groups are more likely than their counterparts to mention "location" as what they like most about Tigard:

- ✓ Residents age 40 to 49 (70% vs. 53% to 64% other age ranges)
- ✓ Residents who have not attended meetings (62% vs. 53% those who have)
- ✓ Newcomers to Tigard (69% residents of 3 years or less vs. 57% to 62% other lengths of residency)

	<u>Total</u>
Total Participants	400
<u>Location</u>	61%
Location/Accessibility	49
Small/Rural feel	18
<u>Atmosphere</u>	29
Nice/quiet community	20
Safety/Low Crime	6
Trees/Green space	6
<u>Amenities</u>	10
Schools	7
Parks	3
Library	3
<u>Don't know / Other</u>	15
Miscellaneous	5
Don't know / Na	9

Q3. What do you like least about living in Tigard?

Slightly less than half of the residents (45%) mentioned traffic as what they like least about living in Tigard. Other various topics were mentioned in small percentages, they include: growth (7%), the City Council or City Government (4%), the crime rate (3%), and the lack of parks (3%).

A number of residents mentioned there is nothing they like least about living in Tigard (12%)

The following groups are more likely than their counterparts to mention traffic:

- ✓ Those who have voted in at least one of the last two elections (47% vs. 40% those who haven't)
- ✓ Homeowners (47% vs. 41% renters)
- ✓ Residents who live closest to Templeton Elementary (59% vs. 30% to 53% other schools)

	<u>Total</u>
Total Participants	400
Traffic	45%
Nothing I like least	12
Growth	7
City Council / Gov't	4
Crime rate	3
Lack of parks	3
The Police	2
Taxes	2
Run down areas of town	2
Downtown area	2
High home prices	1
The rain	1
Lack of rec services	1
Miscellaneous	12
Don't know / Na	10

Q4. As a place to live, would you say that in the past few years, the City of Tigard has become better, worse, or has stayed about the same?

Just under half of the residents (46%) believe the City of Tigard has stayed the same as a place to live over the past few years. Another quarter (23%) think Tigard has gotten better and another quarter (23%) thinks it's gotten worse.

An interesting results was found when look across the demographic groups. Those age 18 to 29 and those 60 years or older appear to be more optimistic about the current status of Tigard as a place to live (31% and 32% respectively report Tigard has become "better" as a place to live vs. 16% to 27%¹ of the other age groups).

	<u>Total</u>
Total Participants	400
Better	23%
Worse	23
Stayed the same	46
Don't know	8

Q5. Looking 5 years into the future, do you believe the livability of Tigard will become better, worse, or will it stay about the same?

Roughly one-third of the residents (33%) believe Tigard will become better as a place to live in the future. A nearly equal percentage (34%) believes it will become worse as a place to live. Just over one-quarter (27%) thinks Tigard will remain the same.

Similar to the previous question, those age 18 to 29 and 60 years or older appear to be more optimistic about Tigard's future as a place to live (43% and 41% respectively think Tigard will become a better place to live vs. 25% to 35% of other age ranges).

	<u>Total</u>
Total Participants	400
Better	33%
Worse	34
Stayed the same	27
Don't know	7

¹ While there is not a statistically significant difference in the groups the finding in telling, nonetheless.

Q6-17. Moving on, I'd like to ask you to rate your satisfaction with the following City services on a ten-point scale, where one means "very dissatisfied" and ten means "very satisfied." If you've never visited or had interaction with the service, just let me know.

The library received the highest mean ratings of the different topics listed (8.9 for both the overall perception of the library and personal experience with the library). The overall perception of City Police (7.9), personal experience with City parks (7.9), personal experience with City Police (7.8), and overall perception of City parks (7.8) all followed the library by about one point.

The ability to get around the city, in regards to traffic, received the lowest score of the bunch with a 5.3 out of 10.

	Mean Satisfaction Score	No interaction
Overall perception of the library	8.9	17%
Personal experience with the library	8.9	22
Overall perception of City Police	7.9	14
Personal experience with City parks	7.9	16
Personal experience with City Police	7.8	41
Overall perception of City parks	7.8	13
Interaction with City staff	7.6	48
City water and sewer services	7.5	13
The Permit Center	6.6	71
Recreation and leisure activities	6.6	29
Street maintenance	6.4	2
In regards to traffic, the ability to get around the City	5.3	1

Q6-17. Moving on, I'd like to ask you to rate your satisfaction with the following City services on a ten-point scale, where one means "very dissatisfied" and ten means "very satisfied." If you've never visited or had interaction with the service, just let me know. (Continued)

The Permit Center that provides building permits and zoning information

While a majority of residents (71%) have had no interaction with the Permit Center, of those who have, the following groups gave significantly higher mean ratings than their counterparts:

- ✓ Females (7.0 vs. 6.2 Males)
- ✓ Those who haven't attended city meeting (7.0 vs. 5.5 those who have attended)
- ✓ Non-voters (7.4 vs. 6.5 voters)
- ✓ Home renters (7.6 vs. 6.5 homeowners)
- ✓ Newcomers to Tigard (7.9 3 years or less residency vs. 6.2 to 6.7 other lengths)

	<u>Total</u>
Total Participants	400
1 - Very dissatisfied	3%
2	1
3	1
4	1
5	5
6	2
7	4
8	4
9	3
10 - Very satisfied	5
No interaction	71
Don't know	2
Mean	6.6

Q6-17. Moving on, I'd like to ask you to rate your satisfaction with the following City services on a ten-point scale, where one means "very dissatisfied" and ten means "very satisfied." If you've never visited or had interaction with the service, just let me know. (Continued)

Your overall perception of the City Police.

A majority of residents (59%) gave the overall perception of the City Police a rating of 8 or higher on a 10-point scale. The mean rating given was 7.9.

While on the whole the ratings were relatively consistent across the demographic groups, a few groups gave significantly higher mean scores than their counterparts:

- ✓ Voters (8.0 vs. 7.6 non-voters)
- ✓ Home renters (8.3 vs. 7.7 homeowners)

	<u>Total</u>
Total Participants	400
1 - Very dissatisfied	2%
2	1
3	2
4	1
5	5
6	7
7	9
8	23
9	12
10 - Very satisfied	24
No interaction	14
Don't know	1
Mean	7.9

Q6-17. Moving on, I'd like to ask you to rate your satisfaction with the following City services on a ten-point scale, where one means "very dissatisfied" and ten means "very satisfied." If you've never visited or had interaction with the service, just let me know. (Continued)

Your personal experience with the City Police.

Roughly one in five residents (41%) have not had personal experience with City Police. Of those that have had interaction, a mean rating of 7.8 out of 10 was given.

Two demographic groups gave significantly higher mean ratings than their counterparts, they were:

- ✓ Voters (8.0 vs. 7.4 Non-voters)
- ✓ Home renters (8.2 vs. 7.7 homeowners)

	<u>Total</u>
Total Participants	400
1 - Very dissatisfied	2%
2	1
3	3
4	2
5	1
6	3
7	5
8	15
9	10
10 - Very satisfied	17
No interaction	41
Don't know	1
Mean	7.8

Q6-17. Moving on, I'd like to ask you to rate your satisfaction with the following City services on a ten-point scale, where one means "very dissatisfied" and ten means "very satisfied." If you've never visited or had interaction with the service, just let me know. (Continued)

Your overall perception of the library.

Just over two in five residents (43%) rated their perception of the library a ten out of ten. The mean rating given by residents was an 8.9.

The following groups are more likely than their counterparts to give a rating of ten:

- ✓ Females (48% vs. 37% Males)
- ✓ Residents age 60 or older (61% vs. 35% to 48% other age groups)
- ✓ City meeting attendees (51% vs. 42% non-attendees)
- ✓ Renters (48% vs. 41% homeowners)

	<u>Total</u>
Total Participants	400
1 - Very dissatisfied	0%
2	0
4	1
5	3
6	1
7	4
8	13
9	15
10 - Very satisfied	43
No interaction	17
Don't know	2
Mean	8.9

Q6-17. Moving on, I'd like to ask you to rate your satisfaction with the following City services on a ten-point scale, where one means "very dissatisfied" and ten means "very satisfied." If you've never visited or had interaction with the service, just let me know. (Continued)

Your personal experience with the library.

Roughly one-fifth (39%) rated their personal experience with the library a "ten." The overall mean rating of 8.9 was given.

The following groups were more likely to rate their personal experience a ten compared to their counterparts:

- ✓ Females (43% vs. 34% Males)
- ✓ Residents age 18 to 29 (52%) and 60 plus (52% vs. 26% to 40% other age groups)

	<u>Total</u>
Total Participants	400
1 - Very dissatisfied	0%
2	0
3	1
4	1
5	4
6	1
7	4
8	12
9	15
10 - Very satisfied	39
No interaction	22
Don't know	2
Mean	8.9

Q6-17. Moving on, I'd like to ask you to rate your satisfaction with the following City services on a ten-point scale, where one means "very dissatisfied" and ten means "very satisfied." If you've never visited or had interaction with the service, just let me know. (Continued)

Your overall perception of City parks.

A majority of residents gave a rating of eight or better for their overall perception of City parks. Residents gave an overall mean rating of 7.8 out of 10.

The following groups gave significantly higher mean ratings than others in their groups:

- ✓ City meeting non-attendees (7.9 vs. 7.3 attendees)
- ✓ Non-voters (8.2 vs. 7.7 voters)
- ✓ Renters (8.4 vs. 7.7 homeowners)

	<u>Total</u>
Total Participants	400
1 - Very dissatisfied	1%
2	1
3	2
4	2
5	6
6	7
7	11
8	23
9	12
10 - Very satisfied	22
No interaction	13
Don't know	2
Mean	7.8

Q6-17. Moving on, I'd like to ask you to rate your satisfaction with the following City services on a ten-point scale, where one means "very dissatisfied" and ten means "very satisfied." If you've never visited or had interaction with the service, just let me know. (Continued)

Your personal experience with City parks.

Just over half the residents (55%) rated their personal experience with City parks an eight or higher on a ten point scale. The mean rating given as a whole was 7.9.

The following groups gave significantly higher mean ratings:

- ✓ Residents age 18 to 29 (8.3) and 60 plus (8.4 vs. 7.8 to 7.8 other ages groups)
- ✓ Renters (8.5 vs. 7.8 homeowners)

	<u>Total</u>
Total Participants	400
1 - Very dissatisfied	1%
2	1
3	1
4	3
5	7
6	6
7	10
8	20
9	13
10 - Very satisfied	22
No interaction	16
Don't know	1
Mean	7.9

Q6-17. Moving on, I'd like to ask you to rate your satisfaction with the following City services on a ten-point scale, where one means "very dissatisfied" and ten means "very satisfied." If you've never visited or had interaction with the service, just let me know. (Continued)

Recreation and leisure activities.

Interestingly, just over one-quarter of the residents say they have had no interaction with recreation or leisure activities in Tigard.

Multiple groups gave significantly higher mean ratings for recreation and leisure activities, they are:

- ✓ Those without children at home (6.9 vs. 6.2 with children)
- ✓ City meeting non-attendees (6.9 vs. 5.3 attendees)
- ✓ Non-voters (7.0 vs. 6.6 voters)
- ✓ Renters (7.3 vs. 6.5% homeowners)

	<u>Total</u>
Total Participants	400
1 - Very dissatisfied	3%
2	3
3	2
4	6
5	12
6	4
7	8
8	11
9	5
10 - Very satisfied	13
No interaction	29
Don't know	6
Mean	6.6

Q6-17. Moving on, I'd like to ask you to rate your satisfaction with the following City services on a ten-point scale, where one means "very dissatisfied" and ten means "very satisfied." If you've never visited or had interaction with the service, just let me know. (Continued)

Street maintenance.

A majority of residents (63%) gave street maintenance a rating of between five and eight out of ten. The overall mean rating given was a 6.4.

The ratings were relatively consistent across the demographic groups. Only City meeting non-attendees gave a significantly higher score than attendees (6.6 vs. 5.7, respectively).

	<u>Total</u>
Total Participants	400
1 - Very dissatisfied	5%
2	1
3	6
4	6
5	15
6	12
7	17
8	19
9	8
10 - Very satisfied	9
No interaction	2
Don't know	1
Mean	6.4

Q6-17. Moving on, I'd like to ask you to rate your satisfaction with the following City services on a ten-point scale, where one means "very dissatisfied" and ten means "very satisfied." If you've never visited or had interaction with the service, just let me know. (Continued)

Your interaction with City staff.

Slightly less than half the resident have had no interaction with City staff. Of those who have a mean rating of 7.6 out of 10 was given.

Two groups gave significantly higher mean ratings than their counterparts:

- ✓ City meeting non-attendees (7.7 vs. 7.1 attendees)
- ✓ Voters (7.6 vs. 7.2 Non-voters)

	<u>Total</u>
Total Participants	400
1 - Very dissatisfied	1%
2	1
3	1
4	1
5	5
6	2
7	10
8	14
9	8
10 - Very satisfied	9
No interaction	48
Don't know	2
Mean	7.6

Q6-17. Moving on, I'd like to ask you to rate your satisfaction with the following City services on a ten-point scale, where one means "very dissatisfied" and ten means "very satisfied." If you've never visited or had interaction with the service, just let me know. (Continued)

City water and sewer services.

Roughly half of the residents (51%) gave City water and sewer services a rating of eight or better. The mean rating given was a 7.5 out of 10.

Only females gave a significantly higher rating across the demographics groups (7.7 vs. 7.3 Males).

	<u>Total</u>
Total Participants	400
1 - Very dissatisfied	3%
2	1
3	1
4	2
5	8
6	4
7	15
8	21
9	11
10 - Very satisfied	19
No interaction	13
Don't know	2
Mean	7.5

Q6-17. Moving on, I'd like to ask you to rate your satisfaction with the following City services on a ten-point scale, where one means "very dissatisfied" and ten means "very satisfied." If you've never visited or had interaction with the service, just let me know. (Continued)

In regards to traffic, your ability to get around the City.

A majority of residents (57%) gave a rating between four and seven for their ability to get around the City. The overall mean rating given was a 5.3 out of 10.

Residents age 40 to 49 (5.0) and 50 to 59 (4.8) gave significantly lower ratings compared to other age groups (5.6 to 5.8 other ages).

Two groups gave significantly higher scores than their counterparts; they are:

- ✓ Males (5.4 vs. 5.1 Females)
- ✓ Renters (5.6 vs. 5.2 homeowners)

	<u>Total</u>
Total Participants	400
1 - Very dissatisfied	8%
2	7
3	9
4	12
5	17
6	11
7	17
8	9
9	4
10 - Very satisfied	5
No interaction	1
Don't know	1
Mean	5.3

Q18. Please rate how the City is doing in regards to planning the community, on a ten-point scale, where one means "very dissatisfied" and ten means "very satisfied".

A majority of residents (60%) gave a rating of between five and eight on a ten-point scale. The overall mean rating given was a 6.1.

The following groups gave significantly higher mean scores than their counterparts:

- ✓ Females (6.3 vs. 5.9 Males)
- ✓ Residents age 18 to 29 (7.1 vs. 5.6 to 6.3 other age ranges)
- ✓ City meeting non-attendees (6.2 vs. 5.7 attendees)
- ✓ Non-voters (6.7 vs. 6.0 voters)
- ✓ Renters (6.9 vs. 5.9 homeowners)

	<u>Total</u>
Total Participants	400
1 - Very dissatisfied	4%
2	2
3	4
4	5
5	16
6	13
7	14
8	17
9	4
10 - Very satisfied	5
Don't know	18
Mean	6.1

Q19. What is the most important issue for the City of Tigard as it plans for the next 20 years? (Open-ended question)

Roughly two in five residents (37%) mentioned the traffic and congestion problems in the Tigard area as important issues to consider while planning for the next 20 years.

Small percentages mentioned the following as important issues for consideration:

- ✓ Growth (15%)
- ✓ Street and road improvement / maintenance (9%)
- ✓ Schools and school funding (8%)
- ✓ Public safety (6%)

Many more individual issues were mentioned; please see the Verbatim Appendix page 4.

Q20-29. How important are the following characteristics to the livability of Tigard's residential neighborhoods, on a ten-point scale, where one means "not at all important" and ten means "extremely important?"

Protection of trees and natural resource areas (8.4) as well as the level of neighborhood traffic (8.2) are viewed as the most important of the characteristics listed. The characteristic viewed as least important is having neighborhood commercial services within a 5-minute walk from home with a rating of 6.1 out of 10.

	Mean Livability Score
Protection of trees and natural resource areas.	8.4
The level of neighborhood traffic.	8.2
Maintaining existing lot sizes within established neighborhoods.	7.8
Pedestrian and bike paths.	7.7
Compatibility between existing and new development.	7.6
Bus service.	7.4
Strengthening regulations to improve the appearance of the community.	7.4
Neighborhood parks within a half-mile of home.	7.2
Variety of housing types (like single-family, townhouses, and apartments).	7.0
Neighborhood commercial services within a 5-minute walk from your house.	6.1

Q30. As more people move to the region, do you believe the City should promote growth, accommodate growth, or attempt to limit growth?

Equal percentages of residents think growth should be accommodated (43%) or limited (43%), while only a small percentage thinks growth should be promoted (10%).

The following groups are more likely than their counterparts to prefer accommodating growth:

- ✓ City meeting attendees (51% vs. 42% non-attendees)
- ✓ Homeowners (45% vs. 39% renters)

The following groups are more likely than their counterparts to prefer limiting growth:

- ✓ Females (47% vs. 39% Men)
- ✓ City meeting non-attendees (45% vs. 35% attendees)
- ✓ Voters (46% vs. 36% non-voters)
- ✓ Residents who have lived in Tigard more than 20 years (54% vs. 33% to 47% other lengths)

The following groups are more likely than their counterparts to prefer promoting growth:

- ✓ Males (14% vs. 7% Females)
- ✓ Residents ages 18 to 29 (24% vs. 5% to 14% other ages)
- ✓ Non-voters (21% vs. 6% Voters)

	<u>Total</u>
Total Participants	400
Promote	10%
Accommodate	43
Limit	43
Don't know	4

Q31. How many years have you lived in the City of Tigard?

	<u>Total</u>
Total Participants	400
3 years or less	20%
4 to 9 years	26
10 to 20 years	32
More than 20 years	22
Refused	1

Q32. Which of the following elementary schools is nearest to your home, and if you don't know please say so? (Aided)

	<u>Total</u>
Total Participants	400
C.F. Tigard	19%
Durham	17
Woodward	15
Templeton	12
Alberta Rider	10
Metzger	9
Don't know	20

Q34. Do you rent or own your home?

	<u>Total</u>
Total Participants	400
Own	75%
Rent	23
Refused	1

Q35. Have you voted in any of the last two elections?

	<u>Total</u>
Total Participants	400
Yes	74%
No	25
Refused	2

Q36. How do you generally learn about what's going on in local government? (Unaided / Multiple Responses)

The most frequently mentioned information sources were the Oregonian (44%), the Tigard Times (29%), the Cityscape Newsletter (29%), and the TV News (22%).

Multiple groups are more likely than their counterparts to use the Oregonian as an information source for local government; they include:

- ✓ Females (47% vs. 41% Males)
- ✓ Residents age 60 and over (64% vs. 30% to 46% other ages)
- ✓ Residents with children at home (50% vs. 36% no children)
- ✓ Homeowners (47% vs. 38% renters)
- ✓ Tigard residents of more than 20 years (56% vs. 36% to 45% other lengths)

The following groups are more likely to read the Tigard Times for the local government information:

- ✓ Residents age 50 to 59 (39% vs. 14% to 39% other age ranges)
- ✓ Those without children at home (32% vs. 24% those with children)
- ✓ City meeting attendees (37% vs. 28% non-attendees)
- ✓ Voters (33% vs. 16% Non-voters)
- ✓ Homeowners (32% vs. 18% renters)

The next list of groups are those who are more likely to use the Cityscape Newsletter for local government information:

- ✓ Females (32% vs. 25% Males)
- ✓ City meeting attendees (39% vs. 27% non-attendees)
- ✓ Voters (34% vs. 15% non-voters)
- ✓ Homeowners (34% vs. 14%)
- ✓ Tigard residents of more than 20 years (43% vs. 24% to 26% other lengths)

	<u>Total</u>
Total Participants	400
Oregonian	44%
Tigard Times	29
Cityscape Newsletter	29
TV News	22
Word-of-mouth	9
Internet/Web	7
County newsletters	6
Public Access TV	2
KUIK Radio	1
KKCW / K103	1
Miscellaneous	4
Don't know	4
Refused	1

Q37. Have you attended any City of Tigard meetings in the last year?

Total Participants	<u>Total</u> 400
No	86%
Yes	13
Refused	1

Q38. Do you currently have children under the age of 18 living with you?

Total Participants	<u>Total</u> 400
No	63%
Yes	36
Refused	1

Q39. And finally, which of the following categories includes your age? (Aided)

Total Participants	<u>Total</u> 400
18-29	10%
30-39	17
40-49	25
50-59	30
60-69	7
70+	10
Refused	1

Gender

Total Participants	<u>Total</u> 400
Female	53%
Male	47

APPENDIX: Questionnaire

Hello, my name is _____ of Riley Research calling on behalf of the City of Tigard. We are calling to hear your opinions and satisfaction with City services and priorities. Your feedback will aid the City in providing services and long-term community planning. (IF NECESSARY) All of your responses will be completely anonymous and combined with hundreds of others.

S1. To start off, do you live inside or outside the city limits of Tigard? (IF OUTSIDE, POLITELY DISCONTINUE.)

Inside	-1
(Don't know)	-2

S2. (IF DON'T KNOW TO S1) What are the cross streets nearest to your home?

Community Services

Q1. How satisfied are you with the City of Tigard as a place to live, on a ten-point scale where one means "very dissatisfied" and ten means "very satisfied"?

1 – Very dissatisfied 2 3 4 5 6 7 8 9 10 – Very satisfied 99-Don't know

Q2. What do you like most about living in Tigard?

Q3. What do you like least about living in Tigard?

Q4. As a place to live, would you say that in the past few years, the City of Tigard has become better, worse, or has stayed about the same?

Better	-1
Worse	-2
Stayed the same	-3
(Don't know)	-4

Q5. Looking 5 years into the future, do you believe the livability of Tigard will become better, worse, or will it stay about the same?

Better	-1
Worse	-2
Stayed the same	-3
(Don't know)	-4

Q6-17. Moving on, I'd like to ask you to rate your satisfaction with the following City services on a ten-point scale, where one means "very dissatisfied" and ten means "very satisfied." If you've never visited or had interaction with the service, just let me know.

	1- Very dissatisfied										10-Very satisfied	
The Permit Center that provides building permits and zoning information	1	2	3	4	5	6	7	8	9	10	98-No interaction	99-DK
Your overall perception of the City police	1	2	3	4	5	6	7	8	9	10	98-No interaction	99-DK
Your personal experience with the City police	1	2	3	4	5	6	7	8	9	10	98-No interaction	99-DK
Your overall perception of the library	1	2	3	4	5	6	7	8	9	10	98-No interaction	99-DK
Your personal experience with the library	1	2	3	4	5	6	7	8	9	10	98-No interaction	99-DK
Your overall perception of City parks	1	2	3	4	5	6	7	8	9	10	98-No interaction	99-DK
Your personal experience with City parks	1	2	3	4	5	6	7	8	9	10	98-No interaction	99-DK
Recreation and leisure activities	1	2	3	4	5	6	7	8	9	10	98-No interaction	99-DK
Street maintenance	1	2	3	4	5	6	7	8	9	10	98-No interaction	99-DK
Your interaction with City staff	1	2	3	4	5	6	7	8	9	10	98-No interaction	99-DK
City water and sewer services	1	2	3	4	5	6	7	8	9	10	98-No interaction	99-DK
In regards to traffic, your ability to get around the City	1	2	3	4	5	6	7	8	9	10	98-No interaction	99-DK

Tigard is currently updating its Comprehensive Plan. This 20-year plan guides City decisions regarding land use, the provision of public facilities and services, and community livability. Your feedback on the next series of questions will help shape the plan.

Community Planning

Q18. Please rate how the City is doing in regards to planning the community, on a ten-point scale, where one means "very dissatisfied" and ten means "very satisfied".

1 – Very dissatisfied 2 3 4 5 6 7 8 9 10 – Very satisfied 99-Don't know

Q19. What is the most important issue for the City of Tigard as it plans for the next 20 years?

Q20-29. How important are the following characteristics to the livability of Tigard’s residential neighborhoods, on a ten-point scale, where one means “not at all important” and ten means “extremely important”?

	1- Not at all important							10-Extremely important				
Neighborhood parks within a half-mile of home	1	2	3	4	5	6	7	8	9	10	99-DK	
Variety of housing types (single family, townhouses, apartments)	1	2	3	4	5	6	7	8	9	10	99-DK	
Pedestrian and bike paths	1	2	3	4	5	6	7	8	9	10	99-DK	
The level of neighborhood traffic	1	2	3	4	5	6	7	8	9	10	99-DK	
Compatibility between existing and new development	1	2	3	4	5	6	7	8	9	10	99-DK	
Neighborhood commercial services within 5 minute walk from your house	1	2	3	4	5	6	7	8	9	10	99-DK	
Maintaining existing lot sizes within established neighborhoods	1	2	3	4	5	6	7	8	9	10	99-DK	
Protection of trees and natural resource areas	1	2	3	4	5	6	7	8	9	10	99-DK	
Bus service	1	2	3	4	5	6	7	8	9	10	99-DK	
Strengthening regulations to improve the appearance of the community	1	2	3	4	5	6	7	8	9	10	99-DK	

Q30. As more people move to the region, do you believe the City should promote growth, accommodate growth, or attempt to limit growth?

Promote	-1
Accommodate	-2
Limit	-3
(Don't know)	-4

Now we'll finish up with some demographic questions.

Q31. How many years have you lived in the City of Tigard? ____

Q32. Which of the following elementary schools is nearest to your home, and if you don't know please say so? (READ LIST)

Alberta Rider	-1
C.F. Tigard	-2
Durham	-3
Metzger	-4
Templeton	-5
Woodward	-6
Don't know	-7

Q33. (IF DON'T KNOW TO Q32) What are the cross streets nearest your home?

Q34. Do you rent or own your home?

Rent	-1
Own	-2
(Refused)	-3

Q35. Have you voted in any of the last two elections?

Yes	-1
No	-2
(Refused)	-3

Q36. How do you generally learn about what's going on in local government? (UNAIDED, MULTIPLE RESPONSES)

Tigard Times	-01	Word-of-mouth	-06	KKCW/K103	-11
Noticias en Espanol	-02	Internet/Web	-07	NPR/OPB	-12
Oregonian	-03	KUIK Radio	-08	Cityscape Newsletter	-13
El Hispanic	-04	Public access TV	-09	Don't know	-18
County newsletters	-05	TV News	-10	Refused	-19
				Other (list):	-20

Q37. Have you attended any City of Tigard meetings in the past year?

Yes	-1
No	-2
(Refused)	-3

Q38. Do you currently have children under the age of 18 living with you?

Yes	-1
No	-2
(Refused)	-3

Q39. And finally, which of the following categories includes your age? (READ LIST)

18-29	-1	60-69	-5
30-39	-2	70+	-6
40-49	-3	(Refuse)	-9
50-59	-4		

Those are all the questions I have, the City of Tigard would like to thank you for your valuable opinions. Have a great evening.

Record Gender

Male	-1	Female	-2
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