



COMMUNITY ATTITUDES SURVEY

SUMMARY REPORT

DECEMBER 15, 2015

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RESEARCH | INSIGHT | KNOWLEDGE

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INTRODUCTION

The City of Tigard contracted Riley Research Associates to conduct its 2015 Community Attitudes Survey of Tigard residents. The goals were to assess citizen support and priorities for a number of issues, including a community and recreation center, transit and transportation, parks maintenance, and Tigard's strategic plan.



METHODOLOGY

Questionnaire Development

Riley Research Associates (RRA) worked with the City of Tigard to update and develop a questionnaire. Key questions were retained from past years' surveys to preserve the ability to compare responses over time, and new questions were added to reflect current issues of interest. The questionnaire was designed for the telephone survey, with minor changes in the question language to reflect the different medium.

RRA also translated the questionnaire into Spanish for both the telephone and online surveys.

Telephone survey

RRA conducted the telephone survey in its in-house, Washington County-based call center. RRA purchased a list of phone numbers of Tigard residents that included both landline and mobile numbers.

A total of 403 interviews were completed between November 12 and 29, 2015. The vast majority of interviews were conducted prior to Thanksgiving (November 24th). Calls were made between 11 a.m. and 9 p.m. on weekdays.

The sample of 403 produces a margin of error of +/-4.9% at a 95% level of confidence. This means if the survey were repeated many times with different samples, the responses would fall within the margin of error 95% of the time. The demographic subsets produce larger margins of error due to the smaller sample size.

RRA monitored the sample to produce demographics comparable to the City of Tigard in regards to age, gender, and ethnicity. Because the sample of residents ages 18-34 was slightly below the target demographic, RRA weighted the telephone survey results to better reflect this audience. The weighting changed very little in terms of the results, with some responses increasing by as much as 3%, and the vast majority of responses remaining unchanged.

RRA also employed bilingual interviewers, and conducted 16 interviews in Spanish.

Respondents were considered qualified if they were age 18 or older and were currently living within the City of Tigard.

(Continued)



Online Survey

RRA programmed and managed the online survey. Once the survey was programmed, RRA provided four links to the City of Tigard, which Tigard used to distribute to residents on various mailing lists. The City sent out several reminders about the survey to increase response rates.

The survey was open from November 14 through the morning of December 4, 2015. All responses collected during this period were included in the report.

The online survey was also translated into Spanish, and the City of Tigard did additional outreach to Hispanic and Latino residents.

A total of 675 people started the survey. Of those, 97 lived outside of the City of Tigard and were disqualified from the survey, and 44 only responded to the screening question asking if they lived inside or outside of the City of Tigard, leaving 534 valid responses. In addition, one respondent completed the Spanish version of the online survey, producing 535 online survey responses. Not all respondents answered each question or completed the entire survey.

While the telephone sample was monitored for demographics and produced a sample comparable to the age, gender, and ethnicity of the City of Tigard, the online survey was open to all Tigard residents, and had no quotas set.

Benchmark surveys

The City of Tigard has previously worked with other marketing research firms to conduct its Community Attitudes surveys. Where applicable, results from those surveys have been included in this 2015 report. It is important to note that in 2015, RRA set quotas for age, gender, and Hispanic ethnicity in order to best represent the City of Tigard residents. Because those quotas had not been set for previous years, the results cannot be directly compared. While it is valuable to note the trends and changes over time, the demographic difference should be noted when making any conclusions.

Report

All questions marked “unaided” were asked of the respondent without providing any potential answer choices for both the telephone survey and the online survey. Responses were coded into applicable categories.

The following report includes question-by-question analysis, with demographic insights included when statistically significant. Results of the previous Community Attitudes surveys are included, where applicable.

Results are presented in percentage form, with the percentage sign being cited on the top row of each table. The number of respondents answering each question is indicated in each table, labeled either as “Total Participants” or as “n=#”.

While the report contains results for both the telephone and online surveys, the analysis in the report, including the executive overview and results sections, is for only the sample gathered through the scientific telephone survey. Verbatim responses and cross-tabulations are bound separately.



KEY TAKEAWAYS

Livability

- ▣ Residents continue to rate Tigard’s livability moderately high, with a mean rating of 7.8 (on a scale of 0 to 10 where “10” means an “excellent place to live.”)
- ▣ Traffic and congestion continues to be the issue that residents consider the most important for City Council to address in the upcoming year.

Community and Recreation Center

- ▣ In regards to the recently-rejected ballot measure 34-241 for a proposed community and recreation center:
 - Residents who supported the proposed center felt that it would be good for Tigard, that a place is needed for kids, liked the combined community and recreation center concept, and generally just wanted one for the community.
 - Those who opposed the proposed center were concerned about the cost, didn’t feel they had enough information on the issue, felt taxes were already too high, and questioned its operating agreement with the YMCA.
- ▣ If residents were to consider a community and recreation center, they would appreciate if it included indoor aquatics programs, programs for youth, indoor gymnasium and exercise equipment, programs for seniors and families, and event space. A convenient location and the cost of membership were also important considerations for residents.

Transit and Transportation

- ▣ Residents rated the importance of a number of issues related to mass transit options, with the most important being (in descending order): easy and safe pedestrian access, reducing traffic on local roadways, cost-effectiveness, and local community support.
- ▣ Most residents favor high-capacity transit options to connect Tigard with Portland and the rest of Washington County, with most preferring a light rail system over bus rapid transit, though many would prefer both options.

Strategic Plan

- ▣ Residents rated the importance of several ideas to help promote walkability as part of Tigard’s strategic plan, with the most important issue being making routes near schools safer, followed by improving safety for pedestrians, crossings on major roadways, and for those with mobility issues.

Parks and Parks Maintenance Fee

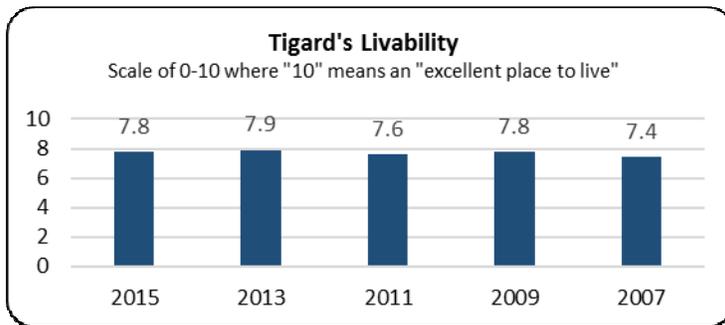
- ▣ About half of residents would support additional funding to help support parks and recreation. Residents feel the highest priority should be maintaining the current level of parks maintenance.



EXECUTIVE OVERVIEW

Livability

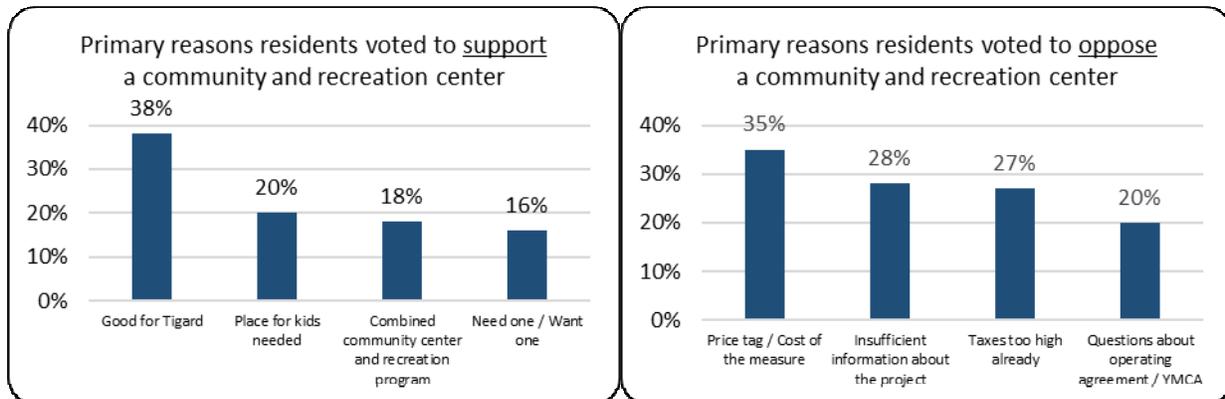
- Residents continue to rate Tigard's livability moderately high, with a mean rating of 7.8 (on a scale of 0 to 10 where "10" means an "excellent place to live," comparable to previous years' surveys.



- Traffic and congestion continues to be the issue that residents consider the most important for City Council to address in the upcoming year, being mentioned (unaided) by 34% of residents. Other issues were mentioned by between 1% and 5% each.

Community and Recreation Center

- Residents were asked why they voted to either support or oppose a proposed community and recreation center in the recent election. Those who supported the center felt it would be good for the community, and those who voted to oppose it were concerned about the cost.



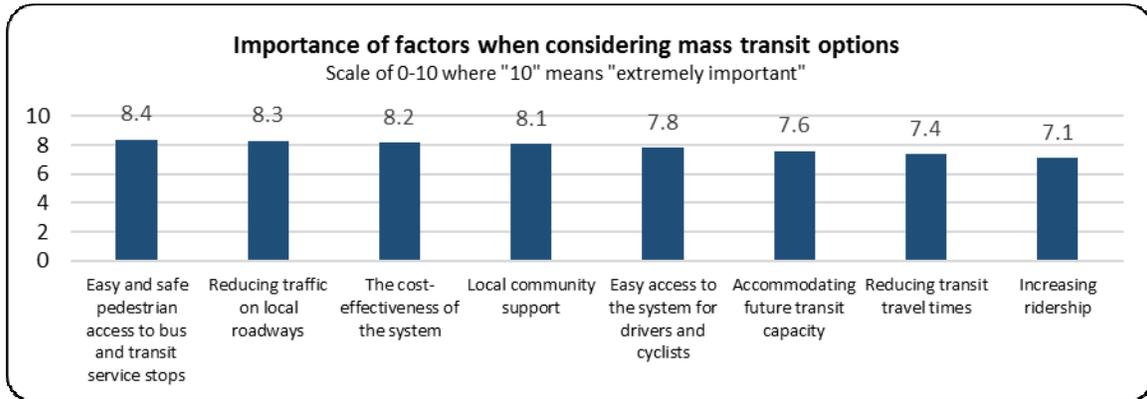
- If residents were to consider a community and recreation center, they would appreciate if it included indoor aquatics programs (31%), programs for youth (30%), an indoor gymnasium (15%), exercise equipment (15%), programs for seniors (12%), programs for families (10%), and event space (10%). A convenient location (15%) and the cost of membership (13%) were also important considerations for residents.



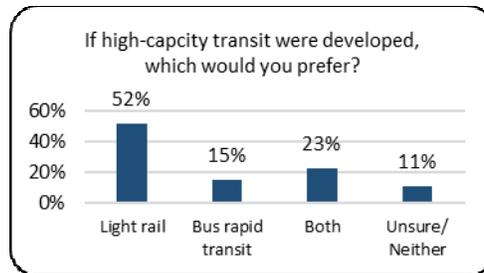
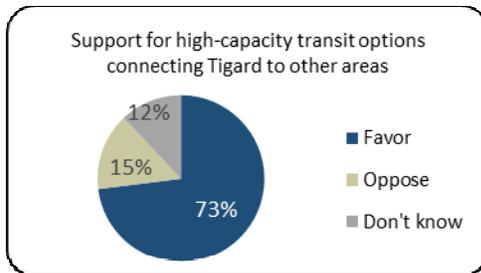
EXECUTIVE OVERVIEW (CONTINUED)

Transit and Transportation

- Residents rated the importance of a number of issues related to mass transit options, with the most important issue being easy and safe pedestrian access.



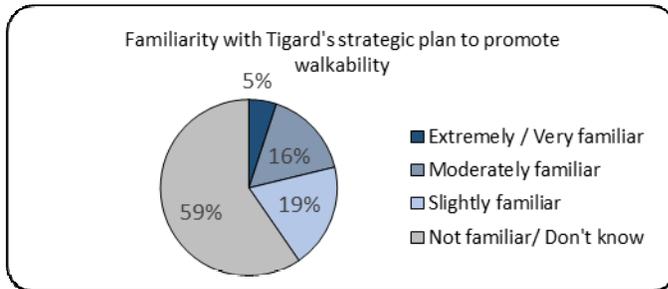
- Most residents favor high-capacity transit options to connect Tigard with Portland and the rest of Washington County. While most would prefer a light rail system over bus rapid transit, many would prefer both options.



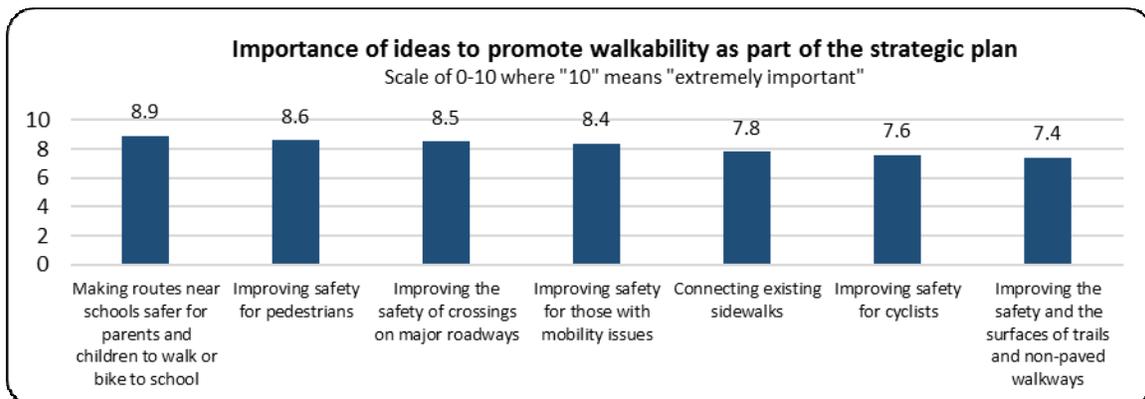


Strategic Plan

About two-fifths of respondents indicated some level of familiarity with Tigard's strategic plan, which includes a vision for Tigard to be the most walkable community in the Pacific Northwest.



Residents rated the importance of several ideas to help promote walkability as part of Tigard's strategic plan, with the most important issue being making routes near schools safer.

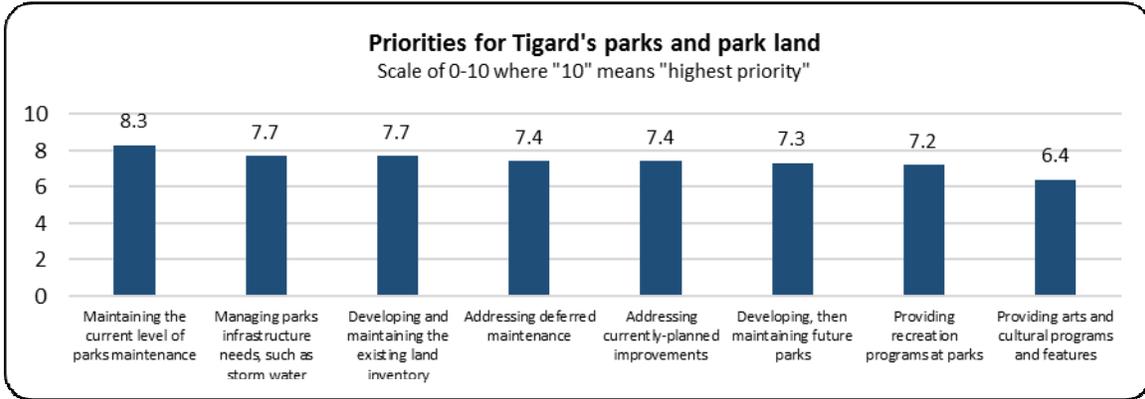




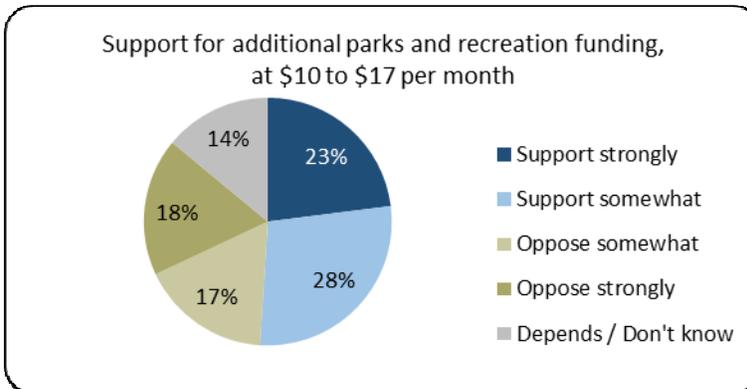
EXECUTIVE OVERVIEW (CONTINUED)

Parks and Parks Maintenance Fee

Residents rated various priorities for Tigard's parks and parks land, with maintaining the current levels of park maintenance rated as the highest priority.



Half of Tigard residents would support an additional charge of \$10 to \$17 per month in order to help fund parks and recreation. Most would prefer that charge to appear on their annual property tax bill (53%), as opposed to their monthly utility bill (29%); 18% were undecided.





RESULTS: TIGARD LIVABILITY

Q1. Overall, how do you rate Tigard as a place to live? Please use a “0” to “10” scale, with zero meaning very poor place to live, and 10 an excellent place to live.

Residents continue to rate Tigard’s livability well, with a mean of 7.8, compared to 7.9 in 2013. More than one-third of residents rated Tigard’s livability a “9” or “10” (on a scale where “10” is “excellent”), while few rated it below a “6”.

Residents rated Tigard’s livability from a low mean of 7.1 (residents of less than one year) to a high of 8.1 (ages 65 and older). Just two groups (residents of less than one year and Hispanics) rated the livability less than a 7.5.

In regards to statistically significant differences: non-Hispanic residents rated Tigard’s livability significantly higher than Hispanic residents (7.9 vs. 7.4). Ratings tended to increase with the number of years residents have lived in Tigard, with residents of ten or more years rating the livability a mean of 7.9, compared to the 7.1 rating by new residents.

Phone: n=403		Extremely poor						Excellent				
Online: n=535	Mean	0	1	2	3	4	5	6	7	8	9	10
Livability: Phone	7.8	0%	0%	0%	1%	1%	4%	6%	20%	39%	16%	12%
Livability: Online	7.3	0	0	0	3	4	9	12	21	26	13	11

The following table includes results from the 2015 City of Tigard Community Attitudes survey conducted by Riley Research Associates, as well as results from City of Tigard Community Attitudes Surveys conducted by other research firms for the past four surveys.

Mean Benchmark Results ¹	Phone	Online
2015	7.8	7.3
2013	7.9	7.7
2011	7.6	-
2009	7.8	-
2007	7.4	-

¹ The demographics of the 2015 survey are more representative of the adult population of Tigard in regards to age and Hispanic ethnicity, while the previous years’ surveys had a larger sample of older residents and did not seek to intentionally include the Hispanic residents. This demographic difference results in the benchmark results not being directly comparable.

Q2. What, in your opinion, is the single most important issue for the city council to address over the next year? (Single Response, Unaided)

Traffic and congestion continue to be the issue that Tigard residents would most like to see the City Council address (34%), with other issues each being mentioned by 5% or fewer respondents.

Hispanic residents were much more likely than non-Hispanic residents to mention *local government effectiveness* (8% vs. 1%).

	Phone		Online	
	2015	2013	2015	2013
Total Participants	403	-	436	-
Traffic / congestion	34%	29%	35%	41%
Education / schools	5	5	0	1
Transportation / public transit	4	5	7	10
Street improvements/maintenance	4	5	4	13
Growth and development/growth planning	4	5	3	5
Crime and drugs	3	3	3	6
Sidewalks	2	-	5	-
Taxes/lower taxes	2	4	4	3
Downtown development	2	5	3	7
Homelessness / Low income housing	1	-	5	2
Parks and recreation	1	4	5	5
Government spending / using tax dollars wisely	1	2	3	5
Jobs and economic development	1	2	1	4
Environmental areas / open space / protection	1	1	0	3
Local government effectiveness	1	0	-	2
Rising rent / Rent control	0	-	1	-
Water supply	0	3	1	2
Miscellaneous	12	14	19	13
None	6	1	-	1
Don't know / Refused	16	12	1	2



RESULTS: COMMUNITY & RECREATION CENTER

Q3a. In November, Tigard voters rejected a \$35 million ballot measure for a new community and recreation center (34-241). Did you vote to support or to oppose that bond measure, or did you not vote?

While many respondents *did not vote or didn't recall* their vote for the measure (44%), the remaining respondents voted to *support* the measure by a slight margin over those who voted to *oppose* it (29% vs. 26%).

Significant demographic insights into those who indicated they voted to support the measure:

- Ages 55-64 were the most likely to have voted to support the measure (36%), followed closely by all other age groups over 35 years old (31-33%); just 19% of those ages 18-34 indicated they voted to support the measure.
- Non-Hispanic residents were nearly twice as likely as Hispanic residents to have voted to support the measure (32% vs. 17%).
- The likelihood to vote yes on the measure increased with the number of years lived in Tigard, peaking with 5-9 years (34%).
- Home owners were more likely than renters to have voted to support the measure (33% vs. 20%).

	Phone	Online
Total Participants	403	523
Support	29%	24%
Oppose	26	58
Did not vote / Don't recall	44	14
Refused	1	5

Q3b. (If voted to support in Q3a) Why did you vote to support the measure? (Unaided, Multiple Responses)

Respondents who indicated they voted to support the measure for a proposed community and recreation center tended to support the measure because it would be *good for Tigard* (38%), *Tigard needs a place for kids* (20%), they appreciated the *combination community and recreation center* (18%), and they simply *want one* (16%).

	Phone	Online
Total Participants	122	97
Good for Tigard/Community	38%	34%
Place for kids needed	20	16
Combined community center and recreation program	18	2
Need one / Want one	16	36
Good for families	7	6
Questions about operating agreement / YMCA	2	4
Insufficient information about the project	2	6
Price tag / Cost of the measure	1	2
Questions about the location	0	1
Taxes too high already	-	2
Other priorities	0	2
Don't need one / Have other options	-	2
Shouldn't pay for privately run/religions business/Pay twice	-	1
Bring more traffic problems	-	1
Miscellaneous	14	19
Don't recall specifics	1	-
Refused	1	-

Q3c. (If voted to oppose in Q3a) Why did you vote to oppose the measure? (Unaided, Multiple Responses)

Respondents who indicated they voted to oppose the measure for the proposed community and recreation center tended to vote no because of the *cost* (35%), they had *insufficient information* (28%), they feel their *taxes are already too high* (27%), and they had *questions about the operating agreement with the YMCA* (20%).

	Phone	Online
Total Participants	112	281
Price tag / Cost of the measure	35%	25%
Insufficient information about the project	28	36
Taxes too high already	27	13
Questions about operating agreement / YMCA	20	12
Questions about the location	8	9
Other priorities	7	14
No benefit to me / Wouldn't use	6	11
Shouldn't pay for privately run/religions business/Pay twice	5	15
Don't need one / Have other options	4	16
Bring more traffic problems	2	3
Combined community center and recreation program	2	1
Need one / Want one	-	2
Good for Tigard/Community	-	0
Place for kids needed	-	0
Miscellaneous	4	19
Don't recall specifics	3	-
Refused	1	0

Q4. What specific amenities, facilities, programs, or services, if any, would be important to include if Tigard were to consider a community and recreation center? (Unaided, Multiple Responses)

Residents were asked what features would be important to include in a potential community and recreation center. *Indoor aquatics* and *programs for youth* were the top responses with 31% and 30%, respectively.

Those who indicated they voted to oppose the measure were more likely than supporters to answer *none/don't use a community and recreation center* (24% vs. 2%).

	Phone	Online
Total Participants	403	430
Indoor aquatics programs	31%	21%
Programs for youth	30	24
Specific recreation programs	17	11
Indoor gymnasium	15	20
Weight room/exercise equipment	15	18
Programs for seniors	12	13
Meeting rooms/event space	10	28
Family-oriented programs	10	11
Health-oriented programs/activities	6	13
Indoor walking/track	4	3
Community theater	3	6
Childcare facilities	3	3
Access to parks/trails	2	2
Shelter space / homeless resources	2	2
Coffee/juice bar	1	3
Farmers market space	1	0
Miscellaneous	14	34
None / Fine as is	7	9
None / Don't use	9	4
Don't know / Refused	5	8

Q5. Besides those amenities or features (mentioned in Q4), what would make you more likely to access or support a recreation and community center? (Unaided, up to three responses allowed)

Residents were asked what other considerations would make them more likely to access or support a community and recreation center, besides the various features and programs they had already named. A *convenient location* and the *cost of membership* were the top responses, mentioned by 15% and 13% of respondents, respectively.

	Phone	Online
Total Participants	403	529
Convenient location	15%	5%
Cost of membership/dues	13	13
Central location	9	7
Youth programs	7	2
Family friendly	7	1
Cost of property taxes	4	8
Parking / transportation access	4	4
Facility features	3	6
Convenient hours	3	2
Senior programs	3	2
Food services	1	1
Gym/exercise classes	-	1
Miscellaneous	35	29
None / Don't use	18	9
Don't know / Refused	11	37



RESULTS: TRANSIT & TRANSPORTATION

Q6. On the subject of mass transit, I'd like you to please rate the importance of the following factors regarding decisions about connecting Tigard with Portland and the rest of Washington County.

As I mention each factor, please use a 10-point scale, where “0” means not important at all, while “10” means extremely important. The first factor is (Aided, Rotated Order):

Regarding mass transit options, residents considered *easy and safe pedestrian access to bus and transit service stops* to be the most important consideration, along with *reducing traffic*, the *cost-effectiveness of the system*, and *local community support*. Other issues were also seen as important, but weren't quite as high of a priority as the top-four issues.

Telephone Survey													
n=403	Mean	Not important					Extremely important						
		0	1	2	3	4	5	6	7	8	9	10	NA
a. Easy and safe pedestrian access to bus and transit service stops	8.4	3%	1%	1%	1%	1%	3%	4%	9%	16%	13%	46%	3%
b. Reducing traffic on local roadways	8.3	3	0	1	0	1	5	3	9	14	14	44	2
c. The cost-effectiveness of the system	8.2	3	0	0	1	4	5	2	7	15	16	41	4
d. Local community support	8.1	2	0	1	1	1	7	5	11	17	13	37	4
e. Easy access to the system for drivers and cyclists	7.8	4	1	0	1	3	5	6	11	20	14	32	2
f. Accommodating future transit capacity	7.6	6	1	0	1	2	7	4	12	18	12	31	7
g. Reducing transit travel times	7.4	6	1	2	1	4	6	6	13	16	12	29	5
h. Increasing ridership	7.1	6	1	2	1	3	10	6	14	18	10	23	6

Q6. On the subject of mass transit, I'd like you to please rate the importance of the following factors regarding decisions about connecting Tigard with Portland and the rest of Washington County.

As I mention each factor, please use a 10-point scale, where “0” means not important at all, while “10” means extremely important. The first factor is (Aided, rotated order): (Continued)

Online Survey													
n=466-476	Mean	Not important						Extremely important					
		0	1	2	3	4	5	6	7	8	9	10	NA
a. Easy and safe pedestrian access to bus and transit service stops	7.6	5%	1%	2%	3%	3%	5%	5%	9%	18%	10%	37%	2%
b. Reducing traffic on local roadways	7.9	5	1	2	2	3	7	3	5	11	12	45	3
c. The cost-effectiveness of the system	7.8	4	1	1	3	4	6	4	10	12	14	40	2
d. Local community support	7.3	3	2	2	2	6	10	7	8	14	15	29	2
e. Easy access to the system for drivers and cyclists	7.3	7	2	2	2	4	5	4	10	17	15	30	2
f. Accommodating future transit capacity	7.5	5	1	2	3	3	8	5	7	15	12	36	3
g. Reducing transit travel times	7.3	6	2	2	3	3	9	4	10	14	12	33	3
h. Increasing ridership	6.8	7	3	3	3	3	12	5	11	13	11	27	3

Q7a. In general, do you favor or oppose high-capacity transit options to connect Tigard to Portland and other parts of Washington County?

About three-quarters of Tigard residents would *support* high-capacity transit options to connect Tigard with Portland and other parts of Washington County (73%), while 15% would *oppose* the transit options, and 12% said it would *depend*.

Those more likely to have indicated support for high-capacity transit options included residents with children under 18 in their home (80% vs. 68% of those without), renters (83% vs. 69% of home owners), females (77% vs. 70% of males), and those who indicated they voted to support a community and recreation center (89% vs. 49% of those who voted in opposition of the measure).

Although not statistically significant, support for high-transit options decreased with age, and those living in the 97223 zip code tended to favor the option at a higher rate than those living in 97224 (76% vs. 69%).

	Phone	Online
Total Participants	403	478
Favor	73%	61%
Oppose	15	17
Don't know / Depends / Refused	12	22

**Q7b. Telephone survey: (If oppose) Why is that? (Categorized)
Online survey: (If oppose) Why is that? (Categorized)**

Those who indicated they would oppose high-capacity transit options in Tigard felt there were *other priorities* (36%), were concerned about the *cost* (33%), and *generally opposed* the idea (32%).

	Phone	Online
Total Participants	67	326
Other priorities / Don't need / Underused	36%	10%
Cost / tax	33	17
Oppose / Negative (general)	32	7
Traffic congestion/growth	9	31
Location	3	3
Need more information	1	5
Support / positive (general)	-	18
Need / growth	-	9
Miscellaneous	2	8

Q8. If high-capacity transit is developed, would you prefer that be light rail or bus rapid transit?

If high-capacity transit options are developed, about half of Tigard respondents would prefer a *light rail* (52%), while 15% would prefer *bus rapid transit*, and 23% would prefer *both options*; 4% said they would prefer *neither*, and 7% were *undecided*.

The light rail option was particularly popular among residents of 1-9 years and renters, although it was still the top choice for all residents.

	Phone	Online
Total Participants	403	478
Light rail	52%	37%
Bus rapid transit	15	15
Both	23	24
Neither ²	4	-
Unsure/undecided	7	23

² This answer choice was not provided for the online survey respondents.



RESULTS: STRATEGIC PLAN

Q9. In 2014, the City of Tigard adopted a strategic plan to provide guidance and direction for the City's priorities over the next 20 years. The plan includes a vision for Tigard to be the most walkable community in the Pacific Northwest, where people of all ages and abilities enjoy healthy and interconnected lives.

The City has been implementing that plan over the past year. At this point, how familiar are you with any aspects of the Strategic Plan? Would you say (Aided):

About two-fifths of respondents indicated some level of familiarity with Tigard's strategic plan to promote walkability in the City (41%), with the largest proportion of residents being *slightly to moderately familiar* with the plan. About three-fifths of respondents were either *unfamiliar* (57%) or were *unsure* (2%).

Non-Hispanic residents indicated more familiarity than Hispanic residents (44% vs. 23%), and those who voted to support the community and recreation center also indicated more familiarity than those who opposed it or who did not vote (51% vs. 44% and 33%, respectively).

While not statistically significant, those ages 65 and older indicated the highest levels of familiarity (51%).

	Phone	Online
Total Participants	403	476
Familiar	41%	68%
Extremely familiar	1%	4%
Very familiar	4	10
Moderately familiar	16	24
Slightly familiar	19	29
Not familiar	59%	32%
Not familiar	57	31
Don't know / Refused	2	1

Q10. As part of the plan, the City of Tigard is considering ways to promote walkability. Using a 10-point scale, where “0” means not important at all, while “10” means extremely important, how important are each of the following ideas? (Read & rotated)

As part of the plan to promoting walkability in Tigard, residents indicated clear priorities, namely *making routes near schools safer* (mean of 8.9). Also among the most important considerations were *improving safety for pedestrians* (8.6), *improving the safety of crossings and major roadways* (8.5), and *improving safety for those with mobility issues* (8.4). Other ideas were also considered important, but not as much so as the top-four ideas.

Telephone Survey													
n=403	Mean	Not important					Extremely important						NA
		0	1	2	3	4	5	6	7	8	9	10	
a. Making routes near schools safer for parents and children to walk or bike to school	8.9	1%	-	1%	1%	1%	2%	1%	6%	12%	15%	57%	3%
b. Improving safety for pedestrians	8.6	2	-	1	2	1	3	3	7	14	14	51	2
c. Improving the safety of crossings on major roadways	8.5	3	0	2	2	3	3	1	5	12	16	52	1
d. Improving safety for those with mobility issues	8.4	2	-	3	1	1	3	3	8	16	13	49	1
e. Connecting existing sidewalks	7.8	4	1	2	0	3	7	4	10	19	12	36	2
f. Improving safety for cyclists	7.6	6	1	1	1	3	7	4	14	16	11	35	2
g. Improving the safety and the surfaces of trails and non-paved walkways	7.4	3	0	2	2	4	10	6	15	17	14	25	2

Q10. As part of the plan, the City of Tigard is considering ways to promote walkability. Using a 10-point scale, where “0” means not important at all, while “10” means extremely important, how important are each of the following ideas? (Read & rotated) (Continued)

Online Survey													
n=466	Mean	Not important					Extremely important					NA	
		0	1	2	3	4	5	6	7	8	9		10
a. Making routes near schools safer for parents and children to walk or bike to school	8.3	1%	0%	1%	2%	3%	8%	3%	6%	13%	12%	48%	3%
b. Improving safety for pedestrians	8.1	1	1	1	2	3	8	5	9	11	15	41	2
c. Improving the safety of crossings on major roadways	8.0	1	1	1	2	4	10	6	7	11	12	43	2
d. Improving safety for those with mobility issues	7.5	2	1	4	2	4	10	6	12	13	14	30	2
e. Connecting existing sidewalks	7.7	3	1	3	2	4	10	3	9	14	15	35	1
f. Improving safety for cyclists	6.6	6	3	4	3	6	12	5	9	12	12	25	2
g. Improving the safety and the surfaces of trails and non-paved walkways	6.9	3	2	5	4	4	13	9	13	12	13	23	1



RESULTS: PARKS AND PARK MAINTENANCE FEE

Q11. The city has nearly 550 acres of parks and parks land, and needs to know your priorities for addressing park needs. Please rate the importance of each of the following, on that same zero to ten scale, where “0” means lowest priority and “10” means highest priority: (Aided, rotated order)

Tigard residents’ highest priority for Tigard parks and parks land was *maintaining the current level of parks maintenance* (mean of 8.3). *Managing parks infrastructure needs and developing and maintaining the existing land inventory* were also among the higher priorities for residents. *Providing arts and cultural programs and features* was the lowest priority.

Telephone Survey													
n=403	Mean	Low priority										Highest priority	
		0	1	2	3	4	5	6	7	8	9	10	NA
a. Maintaining the current level of parks maintenance	8.3	1%	0%	0%	0%	1%	7%	3%	11%	24%	15%	33%	4%
b. Managing parks infrastructure needs, such as storm water	7.7	2	0	1	2	2	6	7	14	20	15	25	5
c. Developing and maintaining the existing land inventory	7.7	2	0	1	3	2	8	5	13	17	15	27	7
d. Addressing deferred maintenance	7.4	1	0	1	2	4	10	7	15	23	12	18	7
e. Addressing currently-planned improvements	7.4	2	1	0	2	3	9	8	12	21	11	18	13
f. Developing, then maintaining future parks	7.3	3	2	2	3	3	6	8	15	17	11	26	3
g. Providing recreation programs at parks	7.2	3	2	1	4	4	11	7	15	15	13	22	3
h. Providing arts and cultural programs and features	6.4	7	1	3	3	6	14	11	11	16	10	15	2

Q11. The city has nearly 550 acres of parks and parks land, and needs to know your priorities for addressing park needs. Please rate the importance of each of the following, on that same zero to ten scale, where “0” means lowest priority and “10” means highest priority: (Aided, rotated order) (Continued)

Online Survey													
n=459-460	Mean	Low priority					Highest priority					NA	
		0	1	2	3	4	5	6	7	8	9		10
a. Maintaining the current level of parks maintenance	7.7	1%	0%	1%	3%	3%	14%	3%	10%	17%	20%	26%	3%
b. Managing parks infrastructure needs, such as storm water	6.9	2	2	3	3	5	14	8	12	18	15	16	1
c. Developing and maintaining the existing land inventory	6.9	6	3	4	5	5	13	9	11	13	12	18	2
d. Addressing deferred maintenance	7.3	2	2	2	3	5	12	6	12	15	19	22	2
e. Addressing currently-planned improvements	6.7	3	2	3	4	4	15	10	12	15	13	15	3
f. Developing, then maintaining future parks	6.4	6	3	4	5	5	13	9	11	13	12	18	2
g. Providing recreation programs at parks	5.9	9	4	5	5	6	16	7	11	12	10	14	1
h. Providing arts and cultural programs and features	5.1	12	7	7	8	6	14	8	8	12	7	9	1

Q12. Because of competing needs for resources, such as police, the library, and community development, the City is considering asking residents to consider additional funding for parks and recreation.

Would you be likely to support or oppose additional funding at a rate of \$10 to \$17 dollars a month? (Strongly or somewhat?)

Half of residents would support additional funding at a rate of \$10-\$17 per month to provide additional funding for parks and recreation (51%), including 23% who would *strongly support* additional funding. About one-third would *oppose* additional funding either *somewhat* (17%) or *strongly* (18%), while 14% were *unsure*.

Support tended to decrease with age, with those ages 18-34 the most likely to support additional funding (62%) and those ages 65 and older the least likely (36%). Other demographics more likely to support additional funding included residents of 1-9 years (65%-69%), those with children under 18 in the home (61%), and renters (59%).

	Phone	Online
Total Participants	403	457
<u>Support</u>	51%	40%
Support strongly	23	15
Support somewhat	28	25
<u>Oppose</u>	35%	47%
Oppose somewhat	17	19
Oppose strongly	18	29
<u>Unsure</u>	14%	13%
Depends / Don't know	14	13

Q13. If the city were to seek funding, would you prefer that it appeared on your annual property tax bill or on your monthly utility bill.

If the City were to seek additional funding, about half of respondents would prefer that the charge appeared on their *annual property tax bill* (53%), while 29% would prefer to see it on their *monthly utility bill* (29%), and 18% were *unsure*.

Having the charge on their annual property tax bill was the top choice among all demographics.

	Phone	Online
Total Participants	403	457
Property tax bill (annual)	53%	40%
Utility bill (monthly)	29	22
Depends / Don't know	18	38



RESULTS: COMMUNICATIONS PREFERENCES

Q14. During the past year, what have been your main sources of information for news about the City of Tigard? (Unaided, Multiple Responses)

Residents most-heavily rely on Cityscape for news about Tigard (33%). The *Times* (19%), *friends and neighbors* (17%), and *local television news* (17%) were also popular resources.

The Cityscape Newsletter was the top choice among all demographics, with the exception of residents of less than one year, who tended to rely on *friends/neighbors/word of mouth*.

	Phone	Online
Total Participants	403	371
Cityscape / City newsletter	33%	41%
The Times	19	24
Friends/neighbors/word of mouth	17	7
Local television news	17	5
City of Tigard website	12	9
The Oregonian	11	5
City of Tigard Facebook	4	12
News websites / Newspapers (general)	3	13
Utility bill	3	1
Social media (general)	3	0
City of Tigard Twitter	2	8
Library (bulletins, flyers)	2	5
Mailings / Flyers	2	2
Radio	2	1
City council meetings / General city meetings / Staff / City reps	1	10
Neighborhood network site	1	3
Throughout town	1	0
Voters' pamphlet	1	0
Public access television	1	-
Emails	0	6
Google / Internet	0	5
El Hispanic News	0	-
Miscellaneous	7	8
Don't know / Refused	8	3

Q15. All things considered, which of the following would be your first choice for getting information about the City of Tigard? (Aided, rotated order)

When asked their primary preference for receiving news about Tigard, residents' top choice was the Cityscape Newsletter (34%), followed by the City's website (23%).

All demographics chose the Cityscape Newsletter as their primary choice to receive information about Tigard, with the exception of:

- Those ages 18-34, for whom Facebook posts were mentioned at the same rate as Cityscape
- Hispanic residents, who named Facebook posts as their preferred method, followed by the City's website and the newspaper

	First choice		Second choice		First & Second	
	Phone	Online	Phone	Online	Phone	Online
Total Participants	403	452	302	374	403	452
The Cityscape newsletter	34%	44%	23%	25%	52%	67%
The city's website	23	17	32	31	48	42
The newspaper	16	18	20	20	30	34
Facebook posts	16	16	17	14	29	27
Twitter feeds	5	3	8	7	10	9
Not sure	7	2	-	-	7	2

Q16. Finally, what final suggestions or feedback, if any, do you have for the City Council?

Residents mentioned various priorities, along with issues regarding traffic and safety. Please see the verbatim appendix for a full list of responses.

	Phone	Online
Total Participants	290	285
Other priorities	23%	15%
Traffic	21	10
Safety	15	8
Public transportation	9	5
Taxes / spending	8	20
Recreation center	8	4
Satisfied / thank you	6	11
Listen to / communicate with residents	5	12
Downtown Tigard	4	9
Miscellaneous	11	15



DEMOGRAPHICS

Q17. May I ask your age?³

	Phone	Online
Total Participants	403	447
18 to 34	29%	11%
35 to 44	19	16
45 to 54	19	19
55 to 64	16	24
65+	16	26
Refused	1	4

Q18. For how many years have you lived in the City of Tigard?

	Phone	Online
Total Participants	403	447
Less than one year	2%	1%
1-4 years	13	15
5-9 years	15	18
10 years or longer	69	66
Refused	2	1

Q19. Do any children under the age of 18 years old live in your household?

	Phone	Online
Total Participants	403	447
Yes	41%	30%
No	57	65
Refused	2	5

³ Age was weighted slightly to better represent the 18-34-year-old residents of Tigard.

Q20. Are you currently employed, either part-time or full-time?

	Phone	Online
Total Participants	403	446
Full-time	55%	50%
Part-time	16	11
Not employed	27	29
Refused	2	11

Q20b. (If employed) In what city or area is your job located? (Aided)

	Phone	Online
Total Participants	271	267
Tigard	22%	30%
Portland/other	14	9
Beaverton	13	9
Work at home (Tigard)	11	13
Portland/downtown	9	10
Lake Oswego	4	3
Tualatin	4	3
Wilsonville	4	2
Hillsboro	3	6
Multiple locations / All over	2	1
Sherwood	1	1
Newberg	1	1
Salem	1	2
Vancouver / Other Washington	1	1
Portland metro area	1	1
Clackamas	1	0
West Linn	0	1
Miscellaneous	5	4
Refused	1	1

Q21. Do you own or rent your current home?

	Phone	Online
Total Participants	403	446
Own	70%	82%
Rent	26	15
Refused	4	3

Q22. Do you happen to know which elementary school is nearest to your home? (Aided)

	Phone	Online
Total Participants	403	446
Alberta Rider	13%	8%
Mary Woodward	12	14
Durham	11	15
Metzger	11	8
Templeton	10	18
C.F. Tigard	9	14
Don't know	34	23

Q23. May I ask your race or ethnicity?

	Phone	Online
Total Participants	403	447
Caucasian	76%	75%
Hispanic/Latino	9	2
Asian	4	2
Native American	1	1
African American/Black	1	0
Miscellaneous	3	2
Refused	5	18

Q23b. And do you also happen to be Latino?⁴

	Phone	Online
Total Participants ⁵	377	366
Yes	13%	4%
No	87	95
Refused	-	1

Q24. Is your Zip Code 97223 or 97224?

	Phone	Online
Total Participants	403	430
97223	55%	54%
97224	45	46

⁴ Table includes both those who answered “Hispanic/Latino” to Q23a, and those who answered “yes” to Q23b.

⁵ This table excludes the respondents answering “refused” to Q23a.

Gender

	Phone	Online
Total Participants	403	421
Male	49%	43%
Female	51	57

Phone type (telephone survey)

	Total
Total Participants	403
Landline	24%
Cell	76

Survey conducted in:

	Phone	Online
Total Participants	403	535
English	95%	100%
Spanish	5	0

Online respondent source

	Total
Total Participants	447
Link A	65%
Link B	4
Link C	31



APPENDIX: QUESTIONNAIRE

Hello, this is _____ with Riley Research Associates, calling on behalf of the City of Tigard. We are conducting a survey for the City among residents, to help plan for the future and learn more about citizens' points of view.

(If necessary) May I please speak with a (male/female) household member 18 years of age or older?

S1. First to confirm, do you live in or outside the Tigard City limits?

- ₁ Inside Tigard city limits
- ₂ Outside city limits (Politely discontinue)
- ₉ (Refused) (Politely discontinue)

Q1. Overall, how do you rate Tigard as a place to live? Please use a “0” to “10” scale, with zero meaning very poor place to live, and 10 an excellent place to live.

- ₀₁ 0 - Very Poor
- ₀₂ 1
- ₀₃ 2
- ₀₄ 3
- ₀₅ 4
- ₀₆ 5
- ₀₇ 6
- ₀₈ 7
- ₀₉ 8
- ₁₀ 9
- ₁₁ 10 - Excellent
- ₉₉ (Not sure / Refused)

Q2. What, in your opinion, is the single most important issue for the city council to address over the next year? (Single response. Unaided)

- ₀₁ Traffic / congestion
- ₀₂ Growth and development/growth planning
- ₀₃ Crime and drugs
- ₀₄ Water supply
- ₀₅ Environmental areas / open space / protection
- ₀₆ Downtown development
- ₀₇ Street improvements/maintenance
- ₀₈ Parks and recreation
- ₀₉ Education / schools
- ₁₀ Jobs and economic development
- ₁₁ Taxes/lower taxes
- ₁₂ Government spending / using tax dollars wisely
- ₁₃ Transportation / public transit
- ₁₄ Local government effectiveness
- ₁₅ Homelessness / Low income housing
- ₁₆ Sidewalks
- ₁₇ Rising rent / Rent control
- ₉₇ None
- ₉₈ Other (specify)
- ₉₉ (Don't know / Refused)

Q3. In November, Tigard voters rejected a \$35 million ballot measure for a new community and recreation center.

Did you vote to support or to oppose that bond measure, or did you not vote?

- ₁ Support
- ₂ Oppose
- ₃ Did not vote / Don't recall
- ₉ (Refused)

Q3b. And why did you vote to ([ANSWER TO Q. 7]) the measure? (Unaided. Multiple responses)

- | | |
|--|--|
| <input type="checkbox"/> 01 Price tag / Cost of the measure | <input type="checkbox"/> 10 Good for families |
| <input type="checkbox"/> 02 Taxes too high already | <input type="checkbox"/> 11 Need one / Want one |
| <input type="checkbox"/> 03 Questions about the location | <input type="checkbox"/> 12 No benefit to me / Wouldn't use |
| <input type="checkbox"/> 04 Combined community center and recreation program | <input type="checkbox"/> 13 Shouldn't pay for privately run/religions business/Pay twice |
| <input type="checkbox"/> 05 Questions about operating agreement / YMCA | <input type="checkbox"/> 15 Don't need one / Have other options |
| <input type="checkbox"/> 06 Insufficient information about the project | <input type="checkbox"/> 16 Bring more traffic problems |
| <input type="checkbox"/> 07 Other priorities | <input type="checkbox"/> 97 (Don't recall specifics) |
| <input type="checkbox"/> 08 Place for kids needed | <input type="checkbox"/> 98 Other (specify) |
| <input type="checkbox"/> 09 Good for Tigard/Community | <input type="checkbox"/> 99 (Refused) |

Q4. What specific amenities, facilities, programs, or services - if any - would be important to include if Tigard were to consider a community and recreation center? (Unaided. Multiple responses)

- | | |
|---|---|
| <input type="checkbox"/> 01 Indoor aquatics programs | <input type="checkbox"/> 11 Access to parks/trails |
| <input type="checkbox"/> 02 Weight room/exercise equipment | <input type="checkbox"/> 12 Coffee/juice bar |
| <input type="checkbox"/> 03 Programs for youth | <input type="checkbox"/> 13 Farmers market space |
| <input type="checkbox"/> 04 Programs for seniors | <input type="checkbox"/> 14 Specific recreation program (list): |
| <input type="checkbox"/> 05 Indoor walking/track | <input type="checkbox"/> 15 Childcare facilities |
| <input type="checkbox"/> 06 Family-oriented programs | <input type="checkbox"/> 16 Shelter space / homeless resources |
| <input type="checkbox"/> 07 Health-oriented programs/activities | <input type="checkbox"/> 96 (None / fine as is) |
| <input type="checkbox"/> 08 Meeting rooms/event space | <input type="checkbox"/> 97 (None / Don't use) |
| <input type="checkbox"/> 09 Indoor gymnasium | <input type="checkbox"/> 98 Other (specify) |
| <input type="checkbox"/> 10 Community theater | <input type="checkbox"/> 99 (Don't know / Refused) |

Q5. And besides those amenities or features, what would make you more likely to access or support a recreation and community center? (Unaided. Up to Three Responses Allowed)

- | | |
|---|---|
| <input type="checkbox"/> 01 Central location | <input type="checkbox"/> 09 Youth programs |
| <input type="checkbox"/> 02 Convenient location | <input type="checkbox"/> 10 Parking / transportation access |
| <input type="checkbox"/> 03 Cost of membership/dues | <input type="checkbox"/> 11 Convenient hours |
| <input type="checkbox"/> 04 Cost of property taxes | <input type="checkbox"/> 12 Gym/exercise classes |
| <input type="checkbox"/> 05 Family friendly | <input type="checkbox"/> 97 (None / Don't use) |
| <input type="checkbox"/> 06 Facility features | <input type="checkbox"/> 98 Other (specify) |
| <input type="checkbox"/> 07 Food services | <input type="checkbox"/> 99 (Don't know / Refused) |
| <input type="checkbox"/> 08 Senior programs | |

Q6. On the subject of mass transit, I'd like you to please rate the importance of the following factors regarding decisions about connecting Tigard with Portland and the rest of Washington County.

As I mention each factor, please use a 10-point scale, where "0" means not important at all, while "10" means extremely important. The first factor is (Read & rotate):

Q6a. Easy access to the system for drivers and cyclists

- ₀₁ 0 - Not at all important
- ₀₂ 1
- ₀₃ 2
- ₀₄ 3
- ₀₅ 4
- ₀₆ 5

- ₀₇ 6
- ₀₈ 7
- ₀₉ 8
- ₁₀ 9
- ₁₁ 10 - Extremely important
- ₉₉ (Don't know / Refused)

Q6b. The cost-effectiveness of the system

Q6c. Reducing transit travel times

Q6d. Increasing ridership

Q6e. Reducing traffic on local roadways

Q6f. Accommodating future transit capacity

Q6g. Local community support

Q6h. Easy and safe pedestrian access to bus and transit service stops

Q7a. In general, do you favor or oppose high-capacity transit options to connect Tigard to Portland and other parts of Washington County?

- ₁ Favor
- ₂ Oppose
- ₉ (Don't know / Depends / Refused)

Q7b. Why is that?

Q8. If high-capacity transit is developed, would you prefer that be light rail or bus rapid transit?

- ₁ Light rail
- ₂ Bus rapid transit
- ₃ (Both)
- ₈ (Neither)
- ₉ (Unsure/undecided)

In 2014, the City of Tigard adopted a strategic plan to provide guidance and direction for the City's priorities over the next 20 years.

The plan includes a vision for Tigard to be the most walkable community in the Pacific Northwest, where people of all ages and abilities enjoy healthy and interconnected lives.

Q9. The City has been implementing that plan over the past year. At this point, how familiar are you with any aspects of the Strategic Plan?

Would you say (Read List):

- | | |
|---|--|
| <input type="checkbox"/> ₁ Extremely familiar | <input type="checkbox"/> ₄ Slightly familiar |
| <input type="checkbox"/> ₂ Very familiar | <input type="checkbox"/> ₅ Not familiar |
| <input type="checkbox"/> ₃ Moderately familiar | <input type="checkbox"/> ₉ (Don't know / Refused) |

10. As part of the plan, the City of Tigard is considering ways to promote walkability.

Using a 10-point scale, where “0” means not important at all, while “10” means extremely important, how important are each of the following ideas?

(READ & ROTATE)

Q10a. Connecting existing sidewalks

- | | |
|---|---|
| <input type="checkbox"/> ₀₁ 0 - Not important at all | <input type="checkbox"/> ₀₇ 6 |
| <input type="checkbox"/> ₀₂ 1 | <input type="checkbox"/> ₀₈ 7 |
| <input type="checkbox"/> ₀₃ 2 | <input type="checkbox"/> ₀₉ 8 |
| <input type="checkbox"/> ₀₄ 3 | <input type="checkbox"/> ₁₀ 9 |
| <input type="checkbox"/> ₀₅ 4 | <input type="checkbox"/> ₁₁ 10 - Extremely Important |
| <input type="checkbox"/> ₀₆ 5 | <input type="checkbox"/> ₉₉ (Don't know / Refused) |

Q10b. Improving safety for pedestrians

Q10c. Improving safety for cyclists

Q10d. Improving safety for those with mobility issues

Q10e. Making routes near schools safer for parents and children to walk or bike to school

Q10f. Improving the safety and the surfaces of trails and non-paved walkways

Q10g. Improving the safety of crossings on major roadways

Q11. The city has nearly 550 acres of parks and parks land, and needs to know your priorities for addressing park needs. Please rate the importance of each of the following, on that same zero to ten scale, where “0” means lowest priority and “10” means highest priority: (Read and rotate)

Q11a. Maintaining the current level of parks maintenance

- ₀₁ 0 - Lowest priority
- ₀₂ 1
- ₀₃ 2
- ₀₄ 3
- ₀₅ 4
- ₀₆ 5

- ₀₇ 6
- ₀₈ 7
- ₀₉ 8
- ₁₀ 9
- ₁₁ 10 - Highest priority
- ₉₉ (Don't know / Refused)

Q11b. Addressing deferred maintenance

Q11c. Addressing currently-planned improvements

Q11d. Developing and maintaining the existing land inventory

Q11e. Developing, then maintaining future parks

Q11f. Providing recreation programs at parks

Q11g. Providing arts and cultural programs and features

Q11h. Managing parks infrastructure needs, such as storm water

Q12. Because of competing needs for resources, such as police, the library, and community development, the City is considering asking residents to consider additional funding for parks and recreation. Would you be likely to support or oppose additional funding at a rate of \$10 to \$17 dollars a month? (Strongly or somewhat?)

- ₁ Support strongly
- ₂ Support somewhat
- ₃ Oppose somewhat

- ₄ Oppose strongly
- ₉ (Depends / Don't know)

Q13. If the city were to seek funding, would you prefer that it appeared on your annual property tax bill or on your monthly utility bill.

- ₁ Property tax bill (annual)
- ₂ Utility bill (monthly)

- ₉ (Depends / Don't know)

Q14. During the past year, what have been your main sources of information for news about the City of Tigard? (Unaided. Multiple responses)

- | | |
|--|--|
| <input type="checkbox"/> ₀₁ The Oregonian | <input type="checkbox"/> ₁₄ Friends/neighbors/WOM |
| <input type="checkbox"/> ₀₂ The Times | <input type="checkbox"/> ₁₅ Utility bill |
| <input type="checkbox"/> ₀₃ City of Tigard website | <input type="checkbox"/> ₂₀ Google / Internet |
| <input type="checkbox"/> ₀₄ City of Tigard Facebook | <input type="checkbox"/> ₂₁ News websites / Newspapers (general) |
| <input type="checkbox"/> ₀₅ City of Tigard Twitter | <input type="checkbox"/> ₂₂ Library (bulletins, flyers) |
| <input type="checkbox"/> ₀₆ Social media (general) | <input type="checkbox"/> ₂₃ Voters' pamphlet |
| <input type="checkbox"/> ₀₇ El Hispanic News | <input type="checkbox"/> ₂₄ Mailings / Flyers |
| <input type="checkbox"/> ₀₈ Cityscape / City newsletter | <input type="checkbox"/> ₂₅ Throughout town |
| <input type="checkbox"/> ₀₉ Neighborhood network site | <input type="checkbox"/> ₂₆ City council meetings / General city meetings / Staff / City reps |
| <input type="checkbox"/> ₁₀ Public access television | <input type="checkbox"/> ₂₇ Emails |
| <input type="checkbox"/> ₁₁ Local television news | <input type="checkbox"/> ₉₈ Other (specify) |
| <input type="checkbox"/> ₁₂ Radio | <input type="checkbox"/> ₉₉ (Don't know / Refused) |
| <input type="checkbox"/> ₁₃ Know H2O | |

Q15. All things considered, which of the following would be your first choice for getting information about the City of Tigard? (Read and randomize)

First and second choices

- | | |
|--|--|
| <input type="checkbox"/> ₁ The newspaper | <input type="checkbox"/> ₄ Facebook posts |
| <input type="checkbox"/> ₂ The city's website | <input type="checkbox"/> ₅ The Cityscape newsletter |
| <input type="checkbox"/> ₃ Twitter feeds | <input type="checkbox"/> ₆ (Not sure) |

Q16. And finally, what final suggestions or feedback, if any, do you have for the City Council? (Unaided. Be as specific as possible)

Q17. And now just a few final questions for statistical purposes:

May I ask your age? (If necessary) **Stop me when I reach the age group that includes you:**

- | | |
|--|---|
| <input type="checkbox"/> ₁ 18 to 34 | <input type="checkbox"/> ₄ 55 to 64 |
| <input type="checkbox"/> ₂ 35 to 44 | <input type="checkbox"/> ₅ 65+ |
| <input type="checkbox"/> ₃ 45 to 54 | <input type="checkbox"/> ₆ (Refused) |

Q18. For how many years have you lived in the City of Tigard?

- | | |
|--|--|
| <input type="checkbox"/> ₁ Less than one year | <input type="checkbox"/> ₄ 10 years or longer |
| <input type="checkbox"/> ₂ 1-4 years | <input type="checkbox"/> ₉ (Refused) |
| <input type="checkbox"/> ₃ 5-9 years | |

Q19. Do any children under the age of 18 years old live in your household?

- | | |
|---|---|
| <input type="checkbox"/> ₁ Yes | <input type="checkbox"/> ₉ (Refused) |
| <input type="checkbox"/> ₂ No | |

Q20. Are you currently employed, either part-time or full-time?

- ₁ Full-time
- ₂ Part-time

- ₃ Not employed
- ₉ (Refused)

Q20b. In what city or area is your job located? (We want to know the area where your job is located, not the name of the business) (Read list if necessary)

- ₀₁ Work at home (Tigard)
- ₀₂ Beaverton
- ₀₃ Hillsboro
- ₀₄ Lake Oswego
- ₀₅ Portland/downtown
- ₀₆ Portland/other
- ₀₇ Salem
- ₀₈ Sherwood
- ₀₉ Tigard
- ₁₀ Tualatin

- ₁₁ West Linn
- ₁₂ Wilsonville
- ₁₃ Vancouver / Other Washington
- ₁₄ Clackamas
- ₁₅ Newberg
- ₁₆ Portland metro area
- ₁₇ Multiple locations / All over
- ₉₈ Other (list)
- ₉₉ (Refused)

Q21. Do you own or rent your current home?

- ₁ Own
- ₂ Rent

- ₉ (Refused)

Q22. Do you happen to know which elementary school is nearest to your home?
(Read as needed)

- ₁ Alberta Rider
- ₂ C.F. Tigard
- ₃ Durham
- ₄ Metzger

- ₅ Templeton
- ₆ Mary Woodward
- ₉ (Don't know)

Q23. May I ask your race or ethnicity?

- ₁ Caucasian
- ₂ Hispanic/Latino
- ₃ Asian
- ₄ African American/Black

- ₅ Native American
- ₈ Other (list):
- ₉ (Refused)

Q23b. Do you also happen to be Latino?

- ₁ Yes
- ₂ No

- ₉ (Refused)

Q24. And finally, is your Zip Code 97223 or 97224?

₁ 97223

₂ 97224

Those are all my questions. The City of Tigard would like to thank you for your time and opinions.

Record gender

₁ Male

₂ Female

Record phone type

₁ Landline

₂ Cell

Survey conducted in:

₁ English

₂ Spanish

Online collector

₁ Link A

₂ Link B

₃ Link C

₄ Link S

Methodology

₁ Phone

₂ Online