2015 COMMUNITY ATTITUDES SURVEY

Presentation to Tigard City Council
December 15, 2015
SURVEY OVERVIEW

- Community attitudes survey of Tigard residents, designed to gather feedback on priorities and preferences for City issues

- Questionnaire updated and developed by RRA and Tigard, with final approval from Tigard

- Survey conducted by phone and online in order to hear from a large, representative sample of residents
  - Both survey modes offered in Spanish
SURVEY OVERVIEW

- **Scientific telephone survey of 403 residents**
  - Conducted by local, in-house interviewers
  - Demographic quotas established to be representative of residents in regards to age, gender, and Hispanic ethnicity
  - Cell phones and landlines included

- **Online survey of 535 qualified residents**
  - Tigard conducted outreach to residents through various online mailings
  - RRA programmed and managed the survey
Results of only the scientific telephone survey included.

In general: Respondents of the online survey rated aspects slightly lower than telephone respondents, although priorities tended to be comparable.
Overall, residents still find Tigard to be a good place to live, nearly identical to findings in past years.

Traffic congestion remains the top issue residents would like City Council to address in the coming year, similar to past years.

While four-in-ten residents said they are familiar with the Strategic Plan, there is a high level of support for the strategies to improve pedestrian safety and walkability in Tigard that promote the strategic vision.
LIVABILITY
HOW DO YOU RATE TIGARD AS A PLACE TO LIVE?

Scale of 0-10 where “10” is an “Excellent place to live.”

Mean Livability Ratings

- 2015: 7.8
- 2013: 7.9
- 2011: 7.6
- 2009: 7.8
- 2007: 7.4
SINGLE MOST IMPORTANT ISSUE FOR CITY COUNCIL?

Unaided, multiple responses

Most important issue to address

Top Comments

- Traffic/Congestion: 34% (2015), 29% (2013)
- Education/Schools: 5% (2015), 5% (2013)
- Transportation: 4% (2015), 5% (2013)
- Street improvements: 4% (2015), 5% (2013)
- Growth planning: 4% (2015), 5% (2013)
COMMUNITY & RECREATION CENTER
 Supported: 29% of respondents

- Primary reasons why they voted to support the measure (34-241):
  - Good for the community (38%)
  - Tigard needs a place for kids (20%)
  - Combined community and rec center program (18%)
  - Residents want/need one (16%)

(Continued)
Opposed: 26% of respondents

- Primary reasons why they voted to oppose the measure:
  - Cost (35%)
  - Insufficient information (28%)
  - Taxes are already too high (27%)
  - Questions about the operating agreement with YMCA (20%)

Preferred not to say/Did not vote: 44% of respondents
AMENITIES, FACILITIES, PROGRAMS, SERVICES IMPORTANT TO INCLUDE IN NEW CENTER

Unaided, multiple responses

Important features to include if new center considered

Top Comments

- Indoor aquatics programs: 31%
- Programs for youth: 30%
- Specific recreation programs: 17%
- Indoor gymnasium: 15%
- Weight room / exercise equipment: 15%
- Programs for seniors: 12%
- Meeting rooms / event space: 10%
- Family-oriented programs: 10%
WHAT OTHER FEATURES WOULD INCREASE LIKELIHOOD OF USING OR SUPPORTING A CENTER?

Unaided, multiple responses

Other features that would increase likelihood of using or supporting a proposed center

Top Comments
TRANSIT & TRANSPORTATION
IMPORTANCE OF FACTORS RELATED TO CONNECTING TIGARD WITH OTHER AREAS

Scale of 0-10 where “10” is “Extremely important.”

Mean Importance Ratings

0 1 2 3 4 5 6 7 8 9 10

Easy and safe pedestrian access to bus and transit service stops
Reducing traffic on local roadways
The cost-effectiveness of the system
Local community support
Easy access to the system for drivers and cyclists
Accommodating future transit capacity
Reducing transit travel times
Increasing ridership
HIGH-CAPACITY TRANSIT OPTIONS TO CONNECT TIGARD TO PORTLAND AND OTHER PARTS OF WASHINGTON COUNTY

Support for high-capacity transit options in Tigard

- Favor: 73%
- Oppose: 15%
- Unsure/Depends: 12%
IF HIGH-CAPACITY TRANSIT IS DEVELOPED, WHICH WOULD YOU PREFER?

- Light rail: 52%
- Bus rapid transit: 15%
- Both: 23%
- Neither: 4%
- Unsure/undecided: 7%
STRATEGIC PLAN
How familiar are you with aspects of the City’s Strategic Plan?
Combined familiarity = 41%

- Extremely / Very familiar: 5%
- Moderately familiar: 16%
- Slightly familiar: 19%
- Unsure: 2%
- Not familiar: 57%
The top-rated strategy (Making routes near schools safer) was rated a “10” by 57% of residents, compared to 25% for the lowest-rated strategy (Improving safety and surfaces of trails and non-paved walkways).
PARKS & PARKS
MAINTENANCE FEE
PRIORITIES FOR ADDRESSING PARK NEEDS

Scale of 0-10 where “10” is “Highest priority.”

Mean Priority Ratings

<table>
<thead>
<tr>
<th>Priority</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maintaining the current level of parks maintenance</td>
<td>8.3</td>
</tr>
<tr>
<td>Managing parks infrastructure needs, such as storm water</td>
<td>7.7</td>
</tr>
<tr>
<td>Developing and maintaining the existing land inventory</td>
<td>7.7</td>
</tr>
<tr>
<td>Addressing deferred maintenance</td>
<td>7.4</td>
</tr>
<tr>
<td>Addressing currently-planned improvements</td>
<td>7.4</td>
</tr>
<tr>
<td>Developing, then maintaining future parks</td>
<td>7.3</td>
</tr>
<tr>
<td>Providing recreation programs at parks</td>
<td>7.2</td>
</tr>
<tr>
<td>Providing arts and cultural programs and features</td>
<td>6.4</td>
</tr>
</tbody>
</table>
If the City were to seek funding:
- 53% would prefer the cost appeared on their annual property tax bill
- 29% would prefer their monthly utility bill
- 18% were unsure/undecided
COMMUNICATIONS
PREFERENCES
Main sources of information for news about Tigard

*Unaided, multiple responses*

**Main sources of information about Tigard**

*Top Comments*

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cityscape / City newsletter</td>
<td>33%</td>
</tr>
<tr>
<td>The Times</td>
<td>19%</td>
</tr>
<tr>
<td>Friends / Neighbors / Word of mouth</td>
<td>17%</td>
</tr>
<tr>
<td>Local television news</td>
<td>17%</td>
</tr>
<tr>
<td>City of Tigard website</td>
<td>12%</td>
</tr>
<tr>
<td>The Oregonian</td>
<td>11%</td>
</tr>
</tbody>
</table>
Which would be your first & second choices for getting information about Tigard?

Aided

Combined primary and secondary ways residents prefer to get information about Tigard

Primary Choice: 34% Prefer the Cityscape Newsletter

- The Cityscape Newsletter: 52%
- The City’s website: 48%
- The newspaper: 30%
- Facebook posts: 29%
- Twitter feeds: 10%
RESPONDENT DEMOGRAPHICS
## Monitored Demographics

*American Community Survey and 2010 Census*

### Age*

<table>
<thead>
<tr>
<th>Age*</th>
<th>Original</th>
<th>Weighted</th>
<th>Census</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-34</td>
<td>18%</td>
<td>29%</td>
<td>30%</td>
</tr>
<tr>
<td>35-44</td>
<td>23</td>
<td>19</td>
<td>19</td>
</tr>
<tr>
<td>45-54</td>
<td>18</td>
<td>19</td>
<td>19</td>
</tr>
<tr>
<td>55-64</td>
<td>19</td>
<td>16</td>
<td>17</td>
</tr>
<tr>
<td>65+</td>
<td>19</td>
<td>16</td>
<td>16</td>
</tr>
</tbody>
</table>

### Gender*

<table>
<thead>
<tr>
<th>Gender*</th>
<th>Survey</th>
<th>Census</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>49%</td>
<td>49%</td>
</tr>
<tr>
<td>Female</td>
<td>51%</td>
<td>51%</td>
</tr>
</tbody>
</table>

### Ethnicity: All Responses*

<table>
<thead>
<tr>
<th>Ethnicity: All Responses*</th>
<th>Survey</th>
<th>Census</th>
</tr>
</thead>
<tbody>
<tr>
<td>White / Caucasian</td>
<td>76%</td>
<td>74%</td>
</tr>
<tr>
<td>Hispanic / Latino**</td>
<td>9</td>
<td>13</td>
</tr>
<tr>
<td>Asian</td>
<td>4</td>
<td>7</td>
</tr>
<tr>
<td>African American / Black</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Native American</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Refused</td>
<td>5</td>
<td>-</td>
</tr>
</tbody>
</table>

### Ethnicity: Hispanic*

<table>
<thead>
<tr>
<th>Ethnicity: Hispanic*</th>
<th>Survey</th>
<th>Census</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Hispanic</td>
<td>87%</td>
<td>87%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>13%</td>
<td>13%</td>
</tr>
</tbody>
</table>

**A follow-up question was asked of respondents to determine if they are Hispanic, as they could be Hispanic in combination with other races/ethnicities.
Additional Telephone Respondent Characteristics

- 69% have lived in Tigard 10 or more years
- 41% have children under 18 in the home
- 71% are employed, with 22% working in Tigard
- 70% are homeowners
- 55% live within 97223
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THANK YOU