



# MOORE INFORMATION

OPINION RESEARCH • STRATEGIC ANALYSIS

## **CITY OF TIGARD RESIDENTS (N=400)** **October 18-20, 2009**

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Hello, this is (FIRST AND LAST NAME). Today we are conducting a brief survey about the City of Tigard and would like to include your views in our study. I assure you we are only seeking opinions and there will be no attempt to sell you anything or solicit a donation.

May I please speak to a member of the house who is age 18 or older?

IF NECESSARY: This survey usually takes less than 15 minutes to complete. Is now a convenient time for you? IF NECESSARY: SCHEDULE CALLBACK.

First, do you live inside or outside the Tigard City limits?

- 1. inside CONTINUE
- 2. outside THANK AND TERMINATE

Do you, or does anyone in your household, work for the City of Tigard or for a market research organization?

- 1. yes THANK AND TERMINATE
- 2. no CONTINUE

1. Next, overall, how satisfied are you with the City of Tigard as a place to live? Using a ten-point scale, where ten means you are very satisfied and one means you are very dissatisfied, please tell me what number between ten and one best describes your satisfaction with Tigard as a place to live. (RECORD NUMBER 1-10, 11=DON'T KNOW)

very dissatisfied (one)	1%
2	1%
3	1%
4	1%
5	5%
6	5%
7	21%
8	35%
9	11%
very satisfied (ten)	19%
don't know	*
<b>MEAN</b>	<b>7.8</b>

\* less than one-half of one percent

2. What, in your opinion, is the single most important issue for the City Council to address over the next year? (DON'T READ, PRE-CODE)

traffic/congestion	28%
street improvements/maintenance	8%
education/schools	8%
crime and drugs	7%
taxes/lower taxes	5%
parks and recreation	5%
government spending/using tax dollars wisely	4%
jobs and economic development	3%
growth and development/growth planning	3%
downtown development	3%
transportation/public transit	3%
local government effectiveness	1%
water supply	1%
homelessness	1%
parking improvements	1%
protecting/preserving environmental areas/open space	*
ban on cell phone/messaging device use while driving	*
ensuring Tigard addresses can be found on maps/GPS	*
improve public library service	*
infrastructure	*
nothing	3%
don't know	15%

\*less than one-half of one percent

INTRO Q3-11

Next, here is a list of characteristics that could be used to describe a city. Using a ten-point scale, where ten means it is very important to you that the city you live in be described by that characteristic, and one means it is not important at all that your city be described by that characteristic, please tell me what number between ten and one best describes how important each of these characteristics is in describing the city where you live.

- Scale
- 1. not important at all (1)
  - 2. 2
  - 3. 3
  - 4. 4
  - 5. 5
  - 6. 6
  - 7. 7
  - 8. 8
  - 9. 9
  - 10. very important (10)
  - 11. (DON'T READ) don't know

ROTATE Q3-11

3. development respects the natural environment

not important at all (1)	2%
2	1%
3	2%
4	3%
5	9%
6	7%
7	17%
8	20%
9	14%
very important (10)	23%
don't know	3%
<b>MEAN</b>	<b>7.6</b>

4.	there is a positive community image	
	not important at all (1)	1%
	2	1%
	3	1%
	4	1%
	5	9%
	6	9%
	7	16%
	8	24%
	9	15%
	very important (10)	22%
	don't know	1%
	<b>MEAN</b>	<b>7.7</b>
5.	streets and utilities such as water and sewer are provided and well maintained	
	not important at all (1)	1%
	2	*
	3	1%
	4	1%
	5	5%
	6	3%
	7	5%
	8	23%
	9	23%
	very important (10)	39%
	don't know	*
	<b>MEAN</b>	<b>8.6</b>

\*less than one-half of one percent

6.	friendly, cohesive neighborhoods	
	not important at all (1)	1%
	2	*
	3	1%
	4	1%
	5	5%
	6	7%
	7	12%
	8	24%
	9	17%
	very important (10)	32%
	don't know	1%
	<b>MEAN</b>	<b>8.2</b>
7.	jobs are available within the community	
	not important at all (1)	3%
	2	3%
	3	4%
	4	5%
	5	12%
	6	12%
	7	10%
	8	14%
	9	9%
	very important (10)	19%
	don't know	8%
	<b>MEAN</b>	<b>6.9</b>

\*less than one-half of one percent

8.	the services needed by residents are provided within the community	
	not important at all (1)	1%
	2	*
	3	2%
	4	2%
	5	8%
	6	6%
	7	13%
	8	27%
	9	15%
	very important (10)	22%
	don't know	2%
	<b>MEAN</b>	<b>7.8</b>
9.	residents feel safe	
	not important at all (1)	2%
	2	1%
	3	1%
	4	1%
	5	3%
	6	3%
	7	7%
	8	16%
	9	17%
	very important (10)	50%
	don't know	1%
	<b>MEAN</b>	<b>8.8</b>

\*less than one-half of one percent

10.	residents are informed and active in civic affairs	
	not important at all (1)	2%
	2	*
	3	2%
	4	4%
	5	15%
	6	11%
	7	19%
	8	21%
	9	12%
	very important (10)	13%
	don't know	2%
	<b>MEAN</b>	<b>7.1</b>
11.	quality leisure activities are available	
	not important at all (1)	1%
	2	1%
	3	3%
	4	4%
	5	14%
	6	10%
	7	22%
	8	22%
	9	9%
	very important (10)	11%
	don't know	3%
	<b>MEAN</b>	<b>7.0</b>

\*less than one-half of one percent

INTRO Q12-20

Now I'd like you to tell me how well you believe each of those characteristics describes Tigard. Again, using a ten-point scale, where ten means that characteristic is an excellent description of Tigard and one means that characteristic does not describe Tigard at all.

Scale

- 1. does not describe Tigard at all (1)
- 2. 2
- 3. 3
- 4. 4
- 5. 5
- 6. 6
- 7. 7
- 8. 8
- 9. 9
- 10. excellent description of Tigard (10)
- 11. (DON'T READ) don't know

ROTATE Q12-20

12. development respects the natural environment

does not describe Tigard at all (1)	4%
2	3%
3	1%
4	7%
5	11%
6	10%
7	21%
8	25%
9	8%
excellent description of Tigard (10)	9%
don't know	1%
<b>MEAN</b>	<b>6.8</b>

13.	there is a positive community image	
	does not describe Tigard at all (1)	1%
	2	1%
	3	1%
	4	3%
	5	10%
	6	10%
	7	22%
	8	27%
	9	13%
	excellent description of Tigard (10)	11%
	don't know	1%
	<b>MEAN</b>	<b>7.3</b>
14.	streets and utilities such as water and sewer are provided and well maintained	
	does not describe Tigard at all (1)	1%
	2	2%
	3	1%
	4	2%
	5	6%
	6	9%
	7	17%
	8	30%
	9	17%
	excellent description of Tigard (10)	16%
	don't know	*
	<b>MEAN</b>	<b>7.7</b>

\*less than one-half of one percent

15.	friendly, cohesive neighborhoods	
	does not describe Tigard at all (1)	*
	2	--
	3	1%
	4	4%
	5	9%
	6	13%
	7	20%
	8	25%
	9	14%
	excellent description of Tigard (10)	14%
	don't know	1%
	<b>MEAN</b>	<b>7.5</b>
16.	jobs are available within the community	
	does not describe Tigard at all (1)	3%
	2	5%
	3	6%
	4	10%
	5	21%
	6	15%
	7	11%
	8	10%
	9	3%
	excellent description of Tigard (10)	2%
	don't know	13%
	<b>MEAN</b>	<b>5.5</b>
17.	the services needed by residents are provided within the community	
	does not describe Tigard at all (1)	*
	2	*
	3	3%
	4	4%
	5	13%
	6	10%
	7	21%
	8	26%
	9	11%
	excellent description of Tigard (10)	9%
	don't know	3%
	<b>MEAN</b>	<b>7.1</b>

\*less than one-half of one percent

18.	residents feel safe	
	does not describe Tigard at all (1)	*
	2	1%
	3	1%
	4	3%
	5	8%
	6	6%
	7	19%
	8	31%
	9	15%
	excellent description of Tigard (10)	15%
	don't know	*
	<b>MEAN</b>	<b>7.7</b>
19.	residents are informed and active in civic affairs	
	does not describe Tigard at all (1)	1%
	2	2%
	3	4%
	4	6%
	5	17%
	6	16%
	7	22%
	8	15%
	9	6%
	excellent description of Tigard (10)	6%
	don't know	6%
	<b>MEAN</b>	<b>6.4</b>
20.	quality leisure activities are available	
	does not describe Tigard at all (1)	3%
	2	2%
	3	4%
	4	9%
	5	17%
	6	11%
	7	20%
	8	16%
	9	9%
	excellent description of Tigard (10)	6%
	don't know	3%
	<b>MEAN</b>	<b>6.4</b>

\*less than one-half of one percent

INTRO Q21-27

Now let's try something different. I am going to read you a list of statements. Please tell me if you agree or disagree with each. IF AGREE/DISAGREE: Is that strongly agree/disagree or somewhat agree/disagree?

Scale

1. strongly agree
2. somewhat agree
3. (DON'T READ) don't know
4. somewhat disagree
5. strongly disagree

ROTATE Q21-27

21. The City should take the lead in preserving the remaining open spaces within Tigard

strongly agree	63%
somewhat agree	22%
<b>Total agree</b>	<b>85%</b>
don't know	2%
<b>Total disagree</b>	<b>13%</b>
somewhat disagree	7%
strongly disagree	6%

22. I would support regulations to protect existing trees in the City

strongly agree	49%
somewhat agree	31%
<b>Total agree</b>	<b>80%</b>
don't know	3%
<b>Total disagree</b>	<b>17%</b>
somewhat disagree	9%
strongly disagree	9%

23. Tigard's rivers and streams are important resources worth protecting

strongly agree	73%
somewhat agree	22%
<b>Total agree</b>	<b>94%</b>
don't know	2%
<b>Total disagree</b>	<b>4%</b>
somewhat disagree	3%
strongly disagree	1%

24.	To accommodate future growth, the City should encourage greater residential density than exists today in both new and existing neighborhoods	
	strongly agree	15%
	somewhat agree	25%
	<b>Total agree</b>	<b>39%</b>
	don't know	4%
	<b>Total disagree</b>	<b>56%</b>
	somewhat disagree	27%
	strongly disagree	29%
25.	I feel safe walking in my neighborhood at night	
	strongly agree	53%
	somewhat agree	32%
	<b>Total agree</b>	<b>84%</b>
	don't know	1%
	<b>Total disagree</b>	<b>14%</b>
	somewhat disagree	8%
	strongly disagree	6%
26.	I feel safe walking in downtown Tigard at night	
	strongly agree	22%
	somewhat agree	37%
	<b>Total agree</b>	<b>58%</b>
	don't know	15%
	<b>Total disagree</b>	<b>26%</b>
	somewhat disagree	17%
	strongly disagree	9%
27.	I know many of my neighbors and often greet them by name	
	strongly agree	48%
	somewhat agree	31%
	<b>Total agree</b>	<b>80%</b>
	don't know	1%
	<b>Total disagree</b>	<b>19%</b>
	somewhat disagree	13%
	strongly disagree	6%

28. Thinking now about future population growth in Tigard,

Tigard is projected to accommodate over 15,000 new people by the year 2015, bringing the City's population to over 50,000. In which one of the following areas would you prefer to see most of this new population growth occur? (RANDOMIZE 1-7)

away from already developed areas	21%
along transportation routes	19%
Washington Square area	12%
Tigard Triangle	10%
existing neighborhoods	10%
within urbanized/established areas	9%
downtown Tigard	7%
other	4%
don't know	9%

29. Traffic congestion on Highway 99/Pacific Highway has been a consistent problem voiced by the citizens of Tigard. Which one of the following steps, that are within the City's power, would you most like to see the City of Tigard do to address traffic congestion on this highway? (RANDOMIZE 1-6)

widen from five to seven lanes	34%
light rail	20%
development of new streets along 99W, Frontage Road	13%
changes to bus service, such as dedicated lanes, more frequent service	10%
restrict left-hand turns on major roads and highways	7%
pedestrian improvements, such as sidewalks, medians, etc.	3%
other	5%
don't know	8%

30. In the past year, have you personally had any contact with City of Tigard employees or elected officials?

yes	26%
no	72%
don't know/don't remember	2%

31. IF Q30=RESPONSE 1 (YES): Which department(s) did you contact?  
(DO NOT READ, ACCEPT MULTIPLE RESPONSES)

police	28%
Public Works (streets, sewer, water)	24%
utility billing/paying your water bill	15%
elected officials (mayor, city council member(s))	14%
building permits/planning permits	12%
library	10%
parks and recreation	5%
revenue/finance	3%
code enforcement	2%
municipal court	2%
public outreach program	1%
don't know/don't remember	6%

ASK Q32-37 IF Q30=RESPONSE 1 (YES, CONTACTED CITY OF TIGARD):

Here are some statements that may or may not be used to describe your experience in contacting the City of Tigard. Please tell me if you agree or disagree with each.

IF AGREE/DISAGREE: Is that strongly agree/disagree or somewhat agree/disagree?

Scale

1. strongly agree
2. somewhat agree
3. (DON'T READ) don't know
4. somewhat disagree
5. strongly disagree

ROTATE Q32-37

32. I was treated fairly by the City employee that assisted me

strongly agree	77%
somewhat agree	15%
<b>Total agree</b>	<b>92%</b>
don't know	2%
<b>Total disagree</b>	<b>6%</b>
somewhat disagree	--
strongly disagree	6%

33.	The employee was respectful and courteous	
	strongly agree	86%
	somewhat agree	8%
	<b>Total agree</b>	<b>94%</b>
	don't know	2%
	<b>Total disagree</b>	<b>4%</b>
	Somewhat disagree	--
	strongly disagree	4%
34.	The information or assistance I received was accurate and helpful	
	strongly agree	68%
	somewhat agree	21%
	<b>Total agree</b>	<b>89%</b>
	don't know	3%
	<b>Total disagree</b>	<b>8%</b>
	strongly disagree	8%
35.	The employee that assisted me was creative and persistent in making sure my issue was resolved	
	strongly agree	43%
	somewhat agree	36%
	<b>Total agree</b>	<b>79%</b>
	don't know	6%
	<b>Total disagree</b>	<b>15%</b>
	somewhat disagree	6%
	strongly disagree	9%
36.	I received a solution or answer in a timely manner	
	strongly agree	53%
	somewhat agree	29%
	<b>Total agree</b>	<b>82%</b>
	don't know	7%
	<b>Total disagree</b>	<b>11%</b>
	somewhat disagree	5%
	strongly disagree	6%

37.	The employee was honest in their dealings with me	
	strongly agree	70%
	somewhat agree	22%
	<b>Total agree</b>	<b>92%</b>
	don't know	2%
	<b>Total disagree</b>	<b>5%</b>
	somewhat disagree	2%
	strongly disagree	4%

ALL RESPONDENTS

38. In the past year, from which of the following sources have you received information specifically about the City of Tigard? (DO NOT READ, ACCEPT MULTIPLE RESPONSES)

<i>Cityscape</i> , the City newsletter	49%
the <i>Oregonian</i>	18%
the <i>Times</i>	15%
local television news	13%
word of mouth	13%
City of Tigard website	8%
local mailer	6%
neighborhood network website	5%
Public library	4%
radio	4%
public access television	3%
municipal services	3%
internet (general)	1%
newspaper (general)	1%
<i>El Hispanic News</i>	*
don't know/don't remember	14%

Now I have a few demographic questions for statistical purposes.

39.	What is your approximate age please?	
	18-34	23%
	35-39	7%
	40-44	8%
	45-49	11%
	50-54	10%
	55-59	10%
	60-64	11%
	65+	19%

\*less than one-half of one percent

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

yes, full time	46%
yes, part time	11%
<b>Total yes, employed</b>	<b>57%</b>
no, not employed	42%
don't know	2%

41. IF Q40=RESPONSE 1 OR 2 (EMPLOYED): Where is your job located? We want to know the area where your job is located, not the name of the business. (READ LIST ONLY IF NECESSARY)

Tigard	20%
Portland/downtown	15%
Beaverton	14%
Portland/other	11%
work at home	7%
Hillsboro	6%
Tualatin	5%
Wilsonville	4%
Lake Oswego	3%
various locations	2%
Salem	1%
Vancouver, WA	1%
Along 99W (unspecified)	1%
out of state	1%
Oregon City	1%
Sherwood	1%
Newberg	1%
King City	1%
Gresham	*
Milwaukie	*
Washington (unspecified)	*
Clackamas	*
Troutdale	*
don't know/refused	2%

42. Do you own or rent your current home?

own	77%
rent	17%
don't know/refused	6%

\*less than one-half of one percent

43.	Do you currently have children under the age of 18 living at home?	
	no	64%
	yes	36%
	IF YES: How many?	
	1	13%
	2	15%
	3	5%
	4	2%
	5 or more	1%
44.	Are you currently registered to vote?	
	yes	91%
	no	7%
	refused/NA	1%
45.	What is the last year of education you had the chance to complete? (READ 1-4, 4-1)	
	0-12 years (high school or less)	16%
	13-15 years (some college/trade/vocational school)	30%
	16 years (college graduate)	31%
	17+ years (post-graduate education)	20%
	NA	3%
46.	How long have you lived in the City of Tigard? (READ 1-4, 4-1)	
	less than one year	3%
	1-4 years	12%
	5-9 years	23%
	10 years or longer	61%
	NA	2%
47.	Do you happen to know which of the following elementary schools is nearest to your home? (RANDOMIZE 1-6)	
	Alberta Rider	11%
	C.F. Tigard	11%
	Durham	12%
	Metzger	8%
	Templeton	12%
	Mary Woodward	21%
	don't know	25%

48.	Gender (BY OBSERVATION)	
	male	45%
	female	55%
49.	Zip Code (FROM LIST)	
	97223	57%
	97224	43%