



1. 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.
2. What, in your opinion, is the single most important issue for City Council to address over the next year?

	<u>Telephone and Internet</u>
a. traffic/congestion	30% and 20%
b. growth and development/growth planning	6% and 6%
c. crime and drugs	7% and 4%
d. water supply	4% and 4%
e. protecting/preserving environmental areas/open space	1% and 4%
f. downtown development	3% and 9%
g. street improvements/maintenance	6% and 6%
h. parks and recreation	3% and 4%
i. education/schools	10% and 5%
j. jobs and economic development	11% and 14%
k. taxes/lower taxes	2% and 7%
l. government spending/using tax dollars wisely	1% and 3%
m. transportation/public transit	2% and 3%
n. local government effectiveness	1% and 3%
o. Don't know	11% and 0%

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

- a. Not important at all (1)
- b. 2
- c. 3
- d. 4
- e. 5
- f. 6
- g. 7
- h. 8
- i. 9
- j. Very important (10)
- k. (DON'T READ) don't know



2011 COMMUNITY ATTITUDES SURVEY

RESULTS

ROTATE Q3-11

- | | |
|-----------------------------------------------------------------------------------|---------------|
| 3. Development respects the natural environment | 7.78 and 7.70 |
| 4. There is a positive community image | 7.79 and 7.90 |
| 5. Streets and utilities such as water and sewer are provided and well maintained | 8.34 and 8.80 |
| 6. Friendly, cohesive neighborhoods | 8.14 and 7.90 |
| 7. Jobs are available within the community | 6.31 and 7.70 |
| 8. The services needed by residents are provided within the community | 7.62 and 7.90 |
| 9. Residents feel safe | 8.58 and 9.30 |
| 10. Residents are informed and active in civic affairs | 7.29 and 7.50 |
| 11. Quality recreation and leisure activities are available | 7.30 and 7.40 |

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

- Does not describe Tigard at all (1)
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- Excellent description of Tigard (10)

ROTATE Q12-20

- | | |
|--------------------------------------------------------------------------|-------------|
| 12. Development respects the natural environment | 13% and 7% |
| 13. There is a positive community image | 16% and 26% |
| 14. Streets & utilities (water and sewer) are provided & well maintained | 12% and 13% |
| 15. Friendly, cohesive neighborhoods | 18% and 4% |
| 16. Jobs are available within the community | 1% and 1% |
| 17. The services needed by residents are provided within the community | 5% and 10% |
| 18. Residents feel safe | 15% and 20% |
| 19. Residents are informed and active in civic affairs | 3% and 4% |
| 20. Quality leisure activities are available | 4% and 3% |



2011 COMMUNITY ATTITUDES SURVEY

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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

- a. Strongly agree
- b. Somewhat agree
- c. (DON'T READ) don't know
- d. Somewhat disagree
- e. Strongly disagree

ROTATE

- 21. The City should take the lead in preserving the remaining open spaces within Tigard **90% and 85%**
- 22. I would support regulations to protect existing trees in the City. **82% and 74%**
- 23. Tigard's rivers and streams are important resources worth protecting **98% and 93%**
- 24. To accommodate future growth, the City should encourage greater residential density than exists today in both new and existing neighborhoods **38% and 42%**
- 25. I feel safe walking in my neighborhood at night **88% and 81%**
- 26. I feel safe walking in downtown Tigard at night **78% and 63%**
- 27. I know many of my neighbors and often greet them by name **92% and 73%**

- 28. **In the past year, have you personally had any contact with City of Tigard employees or elected officials?**
 - a. Yes **34% and 80%**
 - b. No **64% and 19%**
 - c. Don't know/don't remember **1% and 2%**

- 29. **IF YES, CONTACTED CITY OF TIGARD:
Which function(s) did you contact?**
 - 1. Police **42% and 50%**
 - 2. Municipal court **3% and 10%**
 - 3. Elected officials **42% and 5%**
 - 4. Building permits/planning permits **20% and 16%**
 - 5. Code enforcement **11% and 8%**
 - 6. Utility billing/paying your water bill **21% and 18%**
 - 7. Library **60% and 16%**
 - 8. Public Works (streets, sewer, water) **38% and 19%**
 - 99 Other (SPECIFY) ----- **2% and 3%**
 - 98 Don't know/don't remember **0% and 0%**



2011 COMMUNITY ATTITUDES SURVEY

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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 strongly agree, somewhat agree, somewhat disagree or strongly disagree with each statement.*

ROTATE

- 30. I was treated fairly by the City employee that assisted me 96% and 93%
- 31. The employee was respectful and courteous. 96% and 92%
- 32. The information or assistance I received was accurate and helpful. 88% and 88%
- 33. The employee that assisted me was creative and persistent in making sure my issue was resolved. 83% and 76%
- 34. I received a solution or answer in a timely manner. 83% and 80%
- 35. The employee was honest in their dealings with me. 94% and 89%

COMMUNICATIONS

36. **In the past year, from which of the following sources have you received information specifically about the City of Tigard?**

- 1. The Oregonian 27.5% and 55.7%
- 2. The Times 15.0% and 49.3%
- 3. City of Tigard website 22.7% and 62.6%
- 4. El Hispanic News 1.0% and 0%
- 5. Cityscape, the City newsletter 71.5% and 72.9%
- 6. Neighborhood network websites 0.5% and 8.9%
- 7. Facebook 0.5% and 10.3%
- 8. Twitter 0.5% and 5.9%
- 9. Know H²O 2.9% and 1.5%
- 10. Public access television 3.9% and 3.4%
- 11. Local television news 5.3% and 25.6%
- 12. Radio 2.9% and 5.9%
- 13. Word of mouth 6.3% and 42.4%
- 99 other (SPECIFY) ----- 2.9% and 0.5%

37. **Please tell me from which of the following City communication methods you would MOST want to receive information about the City of Tigard?**

- a. Website 13% and 33%
- b. Cityscape, monthly newsletter 70% and 58%
- c. Facebook 2% and 9%
- d. Twitter 1% and 3%
- e. Email alerts 13% and 29%
- f. Text messaging 2% and 0.5%



38. The City currently uses the internet, its website and social media like Twitter and Facebook, to help inform residents of events and activities. When the City posts information to these sites, residents are able to find information with their computers and smart phones. **Should the City increase the use of these services, decrease the use of these services, or do you have no opinion, as to the City's use of these services?**

- a. Increase 25% and 48%
- b. Decrease 7% and 5%
- c. No opinion 60% and 40%
- d. Unsure 9% and 2%

39. **What types of services or businesses do you travel outside of Tigard for that you would like to see offered or provided in Tigard?**

- a. Lodging 2% and 6%
- b. Dining 24% and 57%
- c. Arts, entertainment, and recreation 15% and 47%
- d. Retail 12% and 27%
- e. Health care 11% and 30%
- f. Financial services 1% and 9%
- g. None 37% and 14%
- h. Unsure 10% and 7%

40. The Southwest Corridor which includes parts of Tigard in the vicinity of Highway 99 and Pacific Highway was designated in 2009 as the as next regional priority for high capacity transit expansion. Tigard and its regional partners are considering a variety of transit options including light rail, bus rapid transit, commuter rail or rapid streetcar, or even improved local bus.

In general, do you favor or oppose light rail into Tigard?

- a. Favor 60% and 65%
- b. Oppose 25% and 24%
- c. Not sure 15% and 11%

40b. **Why do you favor or oppose light rail as a transit option?** (Open ended)



RECREATION NEEDS ASSESSMENT

The City of Tigard does not have a formal, city-sponsored recreation program. However, the city does provide parks, trails, bike paths, dog parks, a skate park and rents athletic fields and park shelters. The city also provides a limited number of program offerings, such as after school programming, youth camps and library programs. To better understand the recreation needs of Tigard residents, we would like to learn more about your interest in recreational activities.

41. Which of the following recreational activities did you, or a member of your household, participate in within the last year:

- a. Arts and crafts 14% and 27%
- b. Theater arts like music, drama, dance 20% and 37%
- c. Youth activities like after-school programs, camps, day trips, or open gym recreation 11% and 26%
- d. Family recreation like nature camps, kayaking or canoeing classes, etc 14% and 25%
- e. Special events like concerts in the park, movies at the park 19% and 45%
- f. Nature and outdoor programs like bird watching classes, plant and animal identification classes 9% and 14%
- g. Youth and adult sports leagues 9% and 24%
- h. Sports, health and fitness classes like yoga, martial arts, archery, sports skills, etc. 15% and 32%
- i. Adult classes like music, cooking, dog training, financial planning, parenting 11% and 20%
- j. Other _____ 42% and 22%

42. What recreational activities would members of your household like to see offered in Tigard? (TBA)

- a. Arts and crafts
- b. Theater arts like music, drama, dance
- c. Youth activities like after-school programs, camps, day trips, or open gym recreation
- d. Family recreation like nature camps, kayaking or canoeing classes, etc
- e. Special events like concerts in the park, movies at the park



- f. Nature and outdoor programs like bird watching classes, plant and animal identification classes
- g. Youth and adult sports leagues
- h. Sports, health and fitness classes like yoga, martial arts, archery, sports skills, etc.
- i. Adult classes like music, cooking, dog training, financial planning, parenting
- j. All of my recreation needs are being met
- k. Other _____

43. Which of one of the following statements best describes what the City of Tigard’s role should be with respect to recreation and leisure activities in Tigard?

- a. The City should **NOT** be an active provider for recreation and leisure activities. **19% and 19%**
- b. The City should provide a monthly catalog of recreational and leisure activities and coordinate a limited number of activities. **34% and 35%**
- c. The City should provide a monthly catalog of activities, coordinate a limited number of activities, and schedule athletic fields and facilities. **28% and 17%**
- d. The City should be a **full service** provider of recreation and leisure activities. This could include cataloging activities, coordinating and scheduling a full range of activities from youth leagues to festivals, hosting events and festivities, and acquiring the necessary facilities, fields, and buildings. **20% and 29%**

44. And finally, what do you believe is the one important issue the City Council needs to address over the next year?

D1. What is your approximate age please?

- 1. 18-34 **5% and 9%**
- 2. 35-39 **7% and 10%**
- 3. 40-44 **7% and 10%**
- 4. 45-49 **5% and 13%**
- 5. 50-54 **12% and 15%**
- 6. 55-59 **12% and 15%**
- 7. 60-64 **12% and 13%**
- 8. 65+ **37% and 13%**
- 9. NA **4% and 2%**



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D2. Are you currently employed, either part time or full time?

- 1. Yes, full time 29% and 56%
- 2. Yes, part time 16% and 19%
- 3. No, not employed 53% and 21%
- 4. Don't know 3% and 5%

D3. Where is your job located? We want to know the area where your job is located, not the name of the business. (TBA)

- 1. Work at home
- 2. Beaverton
- 3. Hillsboro
- 4. Lake Oswego
- 5. Portland/downtown
- 6. Portland/other
- 7. Salem
- 8. Sherwood
- 9. Tigard
- 10. Tualatin
- 11. West Linn
- 12. Wilsonville
- 13. Vancouver, WA
- 99 Other (SPECIFY) -----
- 98 don't know/refused

D4. Do you own or rent your current home?

- 1. Own 84% and 84%
- 2. Rent 15% and 15%
- 3. Don't know/refused 1% and 1%

D5. Do you currently have children under the age of 18 living at home?

- 1. no 72% and 59%

IF YES: How many?

- 2. 1 12% and 20%
- 3. 2 9% and 14%
- 4. 3 4% and 4%
- 4. 4 1% and 1%
- 5. 5 or more 0% and 1%
- 6. Refused/NA 3% and 3%



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D6. Are you currently registered to vote?

- | | | |
|----|------------|-------------|
| 1. | Yes | 89% and 99% |
| 2. | No | 7% and 1% |
| 3. | Refused/NA | 4% and 0% |

D7. What is the last year of education you had the chance to complete?

- | | | |
|----|----------------------------------------------------|-------------|
| 1. | 0-12 years (high school or less) | 18% and 3% |
| 2. | 13-15 years (some college/trade/vocational school) | 34% and 22% |
| 3. | 16 years (college graduate) | 32% and 36% |
| 4. | 17+ years (post-graduate education) | 13% and 37% |
| 5. | NA | 3% and 2% |

D8. How long have you lived in the City of Tigard?

- | | | |
|----|--------------------|-------------|
| 1. | Less than one year | 2% and 2% |
| 2. | 1-4 years | 8% and 13% |
| 3. | 5-9 years | 16% and 21% |
| 4. | 10 years or longer | 71% and 63% |
| 5. | NA | 3% and 2% |

D9. Do you happen to know which of the following elementary schools is nearest to your home? (RANDOMIZE 1-6)

- | | | |
|----|---------------|-------------|
| 1. | Alberta Rider | 8% and 9% |
| 2. | C.F. Tigard | 13% and 15% |
| 3. | Durham | 24% and 14% |
| 4. | Metzger | 8% and 8% |
| 5. | Templeton | 15% and 18% |
| 6. | Mary Woodward | 13% and 15% |
| 7. | Don't know | 19% and 20% |