



# 2012 City of West Linn Community Survey

Conducted by  
CFM Strategic Communications



strategic communications, inc.

▶ research ▶ marketing public relations ▶ public affairs ▶ federal lobbying ▶ state lobbying

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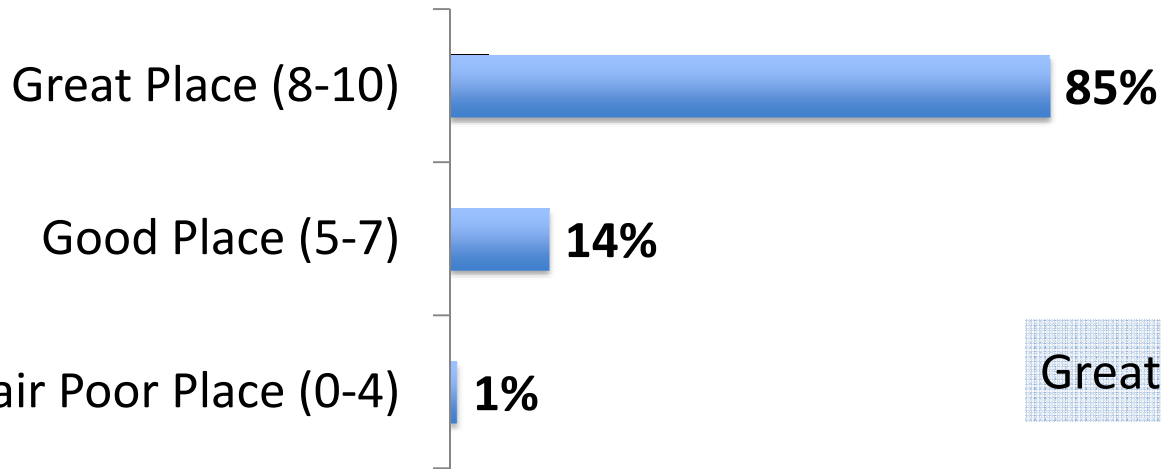
- Rate the importance of City services.
- Rate the quality of services received from the City.
- Assess perceptions of City activities.
- Track changes in opinions from previous surveys.
- Measure support for three potential bond measures.
- Assess where people get news about local issues.

- Telephone survey
- Representative, random sample, N=350
- Margin of error +/-5.2%
- 15% cell phones
- Interviews conducted January 2012

# OPINIONS AND PERCEPTIONS

# Perceptions of West Linn

First, overall, how do you rate West Linn as a place to live? Please use a “0” to “10” scale. A “0” is the bottom of the scale, a very poor place to live, and a “10” is the top of the scale, an excellent place to live.



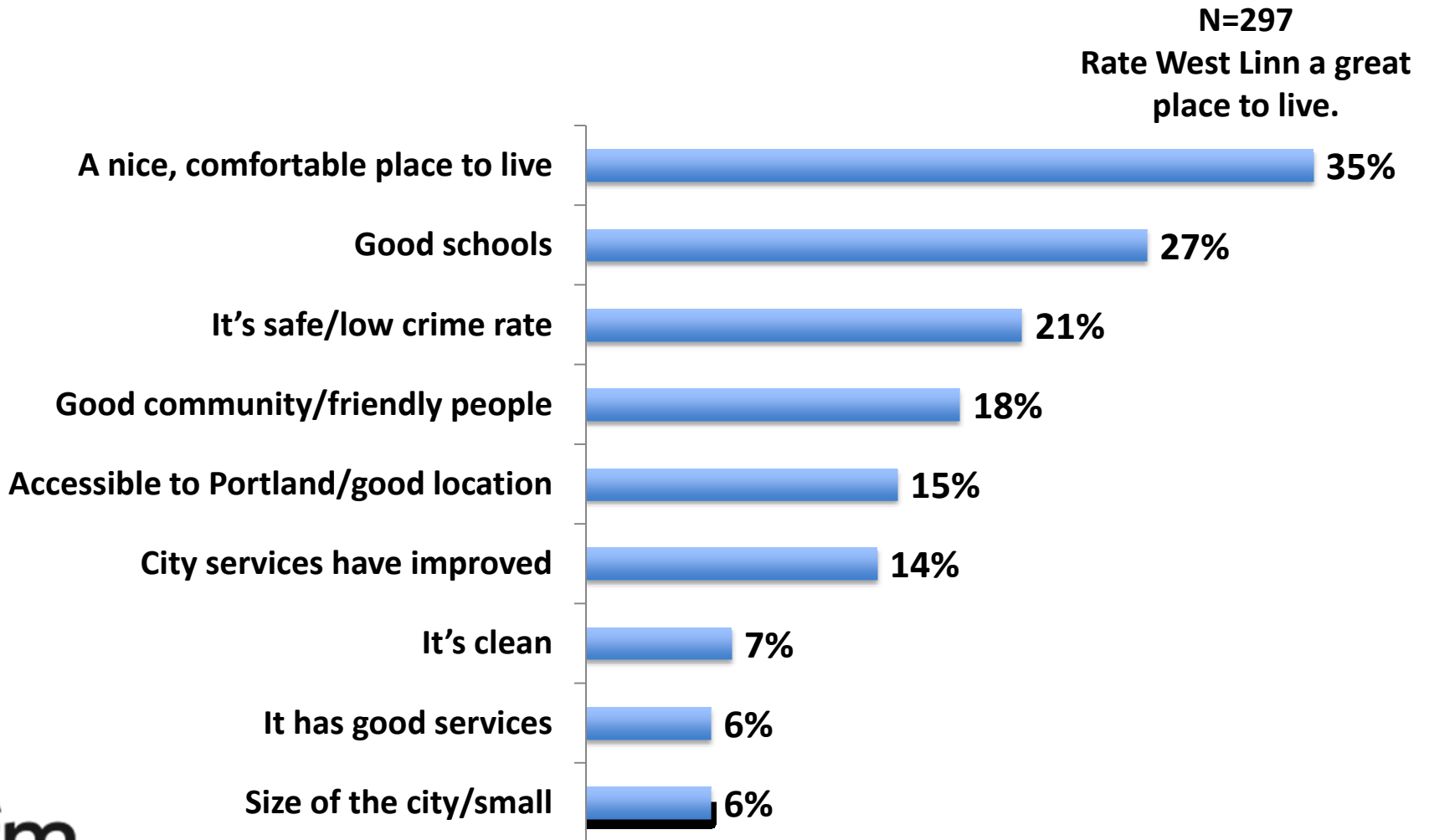
## Trends

	2008	2010	2012
Great Place	78%	80%	85%

Perceptions of West Linn as a place to live are improving.

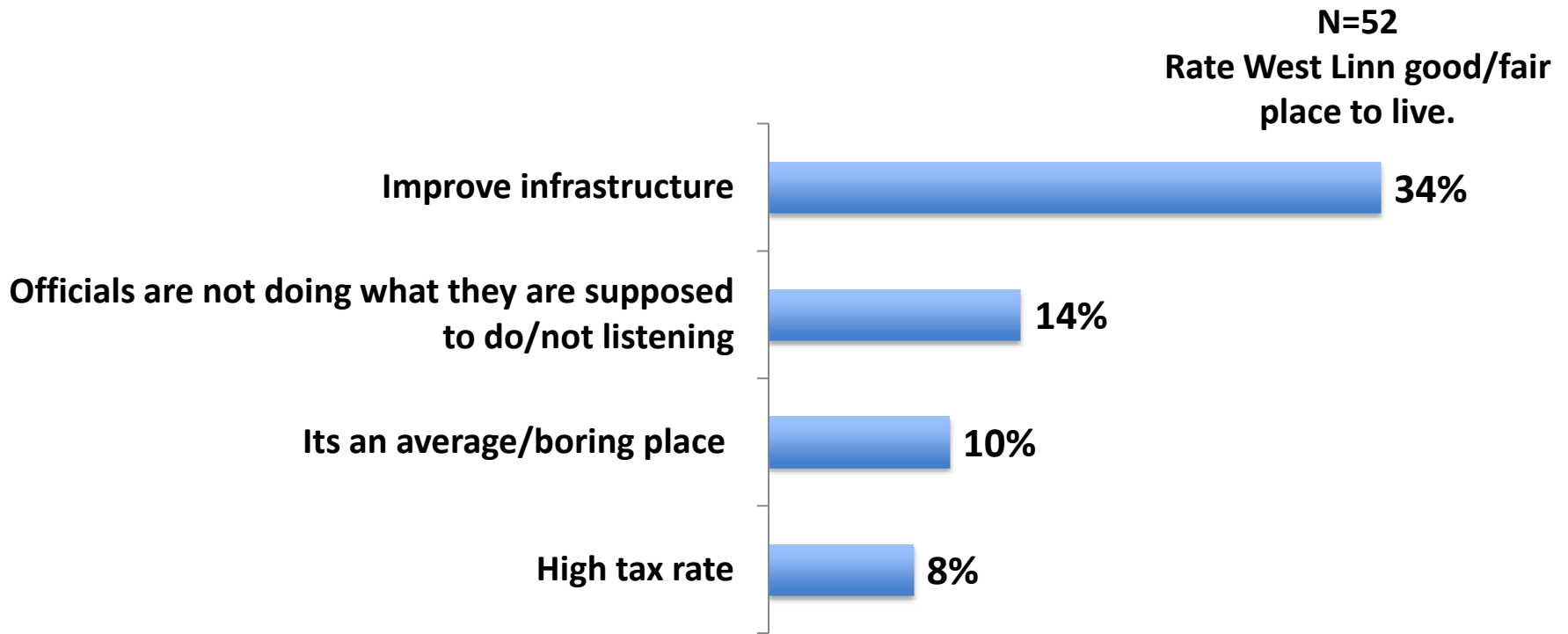
More than eight in ten of all groups rate the city as a great place to live.

# What People Like about West Linn



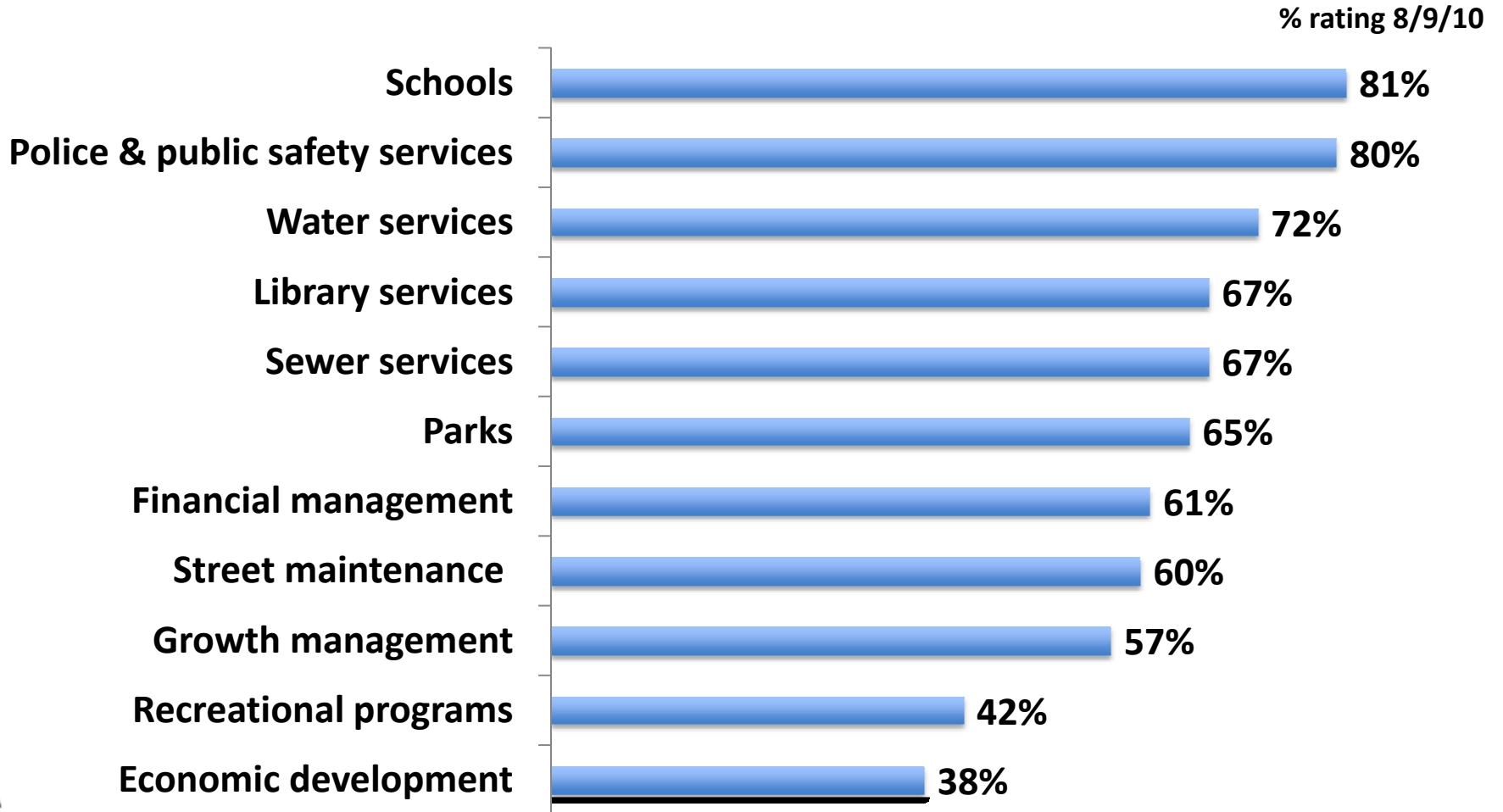
# Concerns about West Linn

There are few complaints about the City of West Linn.



# The Importance of Services

Now I want you to rate the importance of a number of services that may impact where you decide to live. Use a “0” to “10” scale with “0” meaning not important at all and “10” meaning extremely important.





# Trends: Important Services

	2008	2010	2012	Change 2008-2012
<b>Schools</b>	<b>78%</b>	<b>79%</b>	<b>81%</b>	<b>3</b>
<b>Police &amp; public safety services</b>	<b>76%</b>	<b>81%</b>	<b>80%</b>	<b>4</b>
<b>Water services</b>	<b>--</b>	<b>71%</b>	<b>72%</b>	<b>1*</b>
<b>Sewer services</b>	<b>--</b>	<b>68%</b>	<b>67%</b>	<b>-1*</b>
<b>Library services</b>	<b>55%</b>	<b>56%</b>	<b>67%</b>	<b>11</b>
<b>Parks</b>	<b>59%</b>	<b>64%</b>	<b>65%</b>	<b>6</b>
<b>Financial management</b>	<b>--</b>	<b>71%</b>	<b>61%</b>	<b>-10*</b>
<b>Street maintenance</b>	<b>56%</b>	<b>54%</b>	<b>60%</b>	<b>4</b>
<b>Growth management</b>	<b>64%</b>	<b>57%</b>	<b>57%</b>	<b>-7</b>
<b>Recreational programs</b>	<b>33%</b>	<b>36%</b>	<b>42%</b>	<b>9</b>
<b>Economic development</b>	<b>33%</b>	<b>38%</b>	<b>38%</b>	<b>5</b>

**Importance of the library services and recreation services have increased.**

**Ratings for financial and growth management have declined.**

**Other services are unchanged.**

\* Change 2010 to 2012. Not asked in 2008.

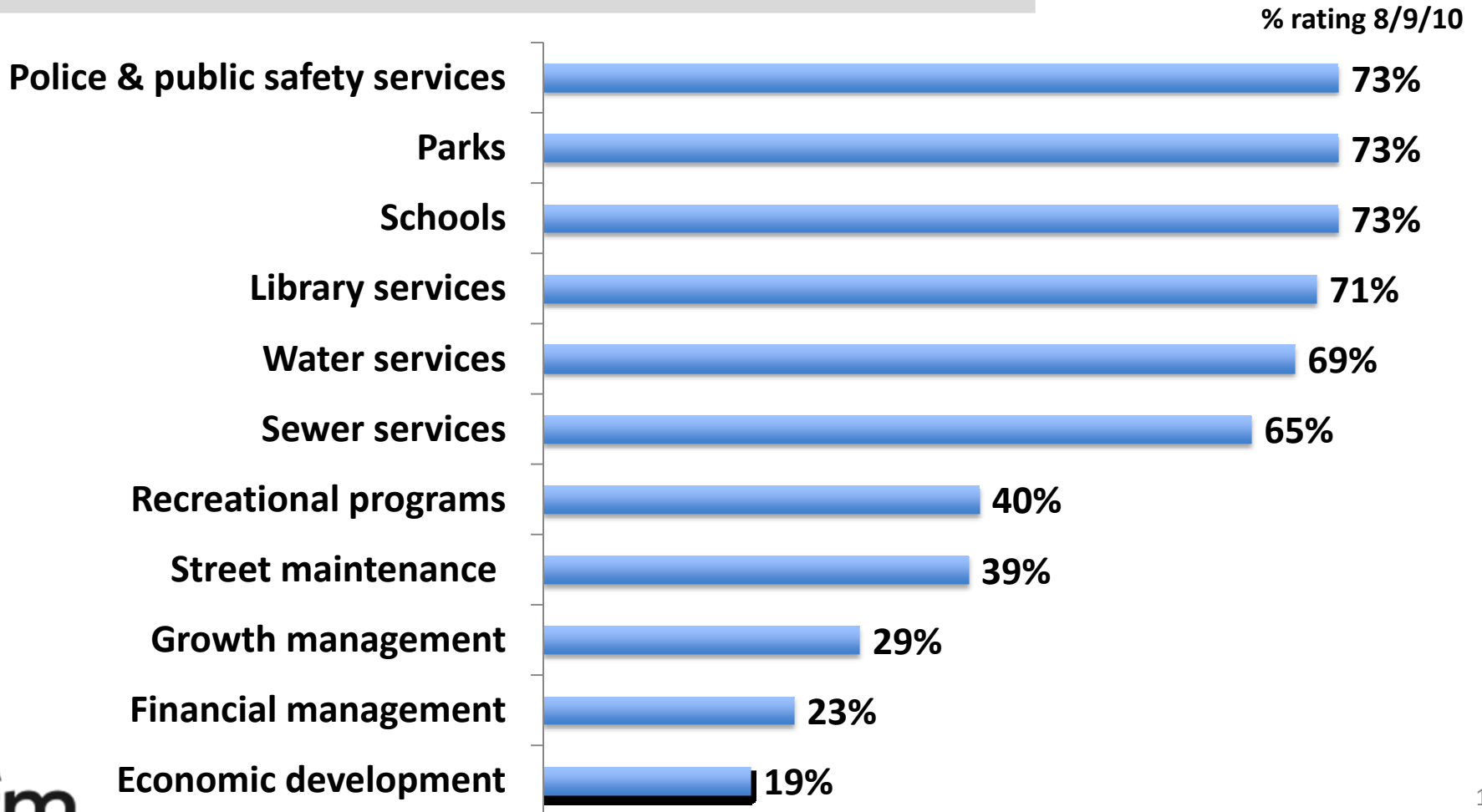
**Importance varies based on children in household:**

**Schools and rec programs are more important to those with children.**

**Public safety, water, sewer and streets more important to those with no children.**

# Rating Quality of Services

Rate the quality of these same services provided by the City of West Linn to the community. Use a “0” to “10” scale where “0” means you think quality of this service in West Linn is very poor and a “10” means you think the quality of this service in West Linn is excellent.



# Trends: Quality of Services

	2008	2012	Change
<b>Schools</b>	<b>72%</b>	<b>73%</b>	<b>1</b>
<b>Parks</b>	<b>62%</b>	<b>73%</b>	<b>11</b>
<b>Police &amp; public safety services</b>	<b>61%</b>	<b>73%</b>	<b>12</b>
<b>Library services</b>	<b>63%</b>	<b>71%</b>	<b>8</b>
<b>Water services</b>	<b>--</b>	<b>69%</b>	<b>--</b>
<b>Sewer services</b>	<b>--</b>	<b>65%</b>	<b>--</b>
<b>Recreational programs</b>	<b>37%</b>	<b>40%</b>	<b>3</b>
<b>Street maintenance</b>	<b>30%</b>	<b>39%</b>	<b>9</b>
<b>Growth management</b>	<b>23%</b>	<b>29%</b>	<b>6</b>
<b>Financial management</b>	<b>--</b>	<b>23%</b>	<b>--</b>
<b>Economic development</b>	<b>26%</b>	<b>19%</b>	<b>-7</b>

**Perceived quality of services in most areas have improved since 2008.**

**Only economic development has declined.**

**Quality ratings are similar among all demographic groups.**

	Importance 2012	Quality 2012	Performance Gap
Schools	81%	73%	-8
Police & public safety services	80%	73%	-7
Water services	72%	69%	-3
Library services	67%	71%	4
Sewer services	67%	65%	-2
Parks	65%	73%	8
Financial management	61%	23%	-37
Street maintenance	60%	39%	-21
Growth management	57%	29%	-28
Recreational programs	42%	40%	-2
Economic development	38%	19%	-19

The City meets or exceeds expectations in seven of eleven performance areas.

Areas where the City is not meeting expectations are:

- Financial management
- Street maintenance
- Growth management
- Economic development

# Perceptions of Specific Activities

Please tell me if you agree or disagree with each of the following statements.

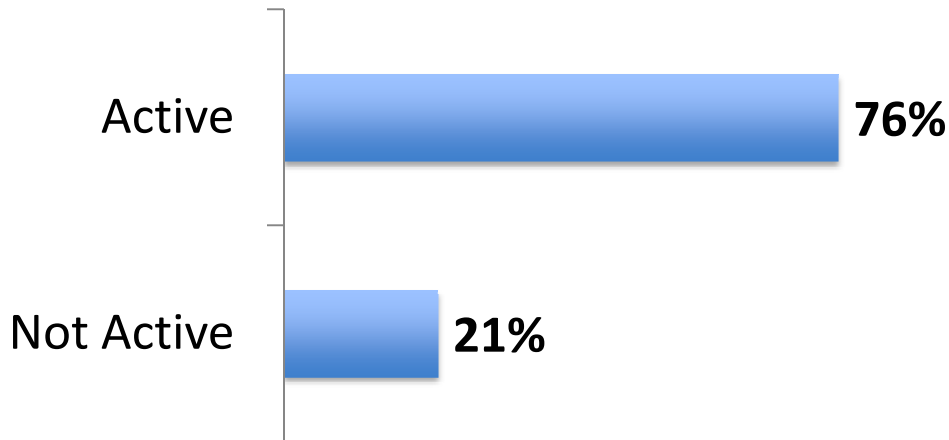
	Total agree	Total disagree	
The City of West Linn does a good job of protecting trees and the natural environment.	<b>83%</b>	<b>12%</b>	<b>All agree</b>
The City of West Linn should engage in sustainable environmental practices.	<b>83%</b>	<b>13%</b>	<b>All agree</b>
The City of West Linn keeps its promises to voters.	<b>58%</b>	<b>27%</b>	<b>All agree, except new residents</b>
The City of West Linn makes efficient use of tax dollars.	<b>51%</b>	<b>34%</b>	<b>Roughly half of all groups agree. Highest disagree: age 45 to 64 (40%)</b>

# Trends: Specific Activities

Trends: Total agree	2010	2012	Change
The City of West Linn should engage in sustainable environmental practices.	<b>85%</b>	<b>83%</b>	-2
The City of West Linn does a good job of protecting trees and the natural environment.	<b>79%</b>	<b>83%</b>	4
The City of West Linn keeps its promises to voters.	<b>43%</b>	<b>58%</b>	15
The City of West Linn makes efficient use of tax dollars.	<b>46%</b>	<b>51%</b>	5

Perceptions that the city keeps its promises have improved 15 points since 2010.

In your opinion, how active should the City of West Linn be in encouraging economic development in targeted commercial areas in the City? Would you say the city should be:



Support for targeted economic development is widespread.

At seven in ten of all groups want active efforts to promote business growth.

# Stafford Area Development

Do you support the City of West Linn's continued opposition to urban development in the Stafford area?



Nearly three in four residents want the city to continue opposition to urban development in the Stafford area.

All groups want continued opposition.

Support is unchanged since 2010.



# POTENTIAL BOND MEASURES

# Pool and Rec Center Bond

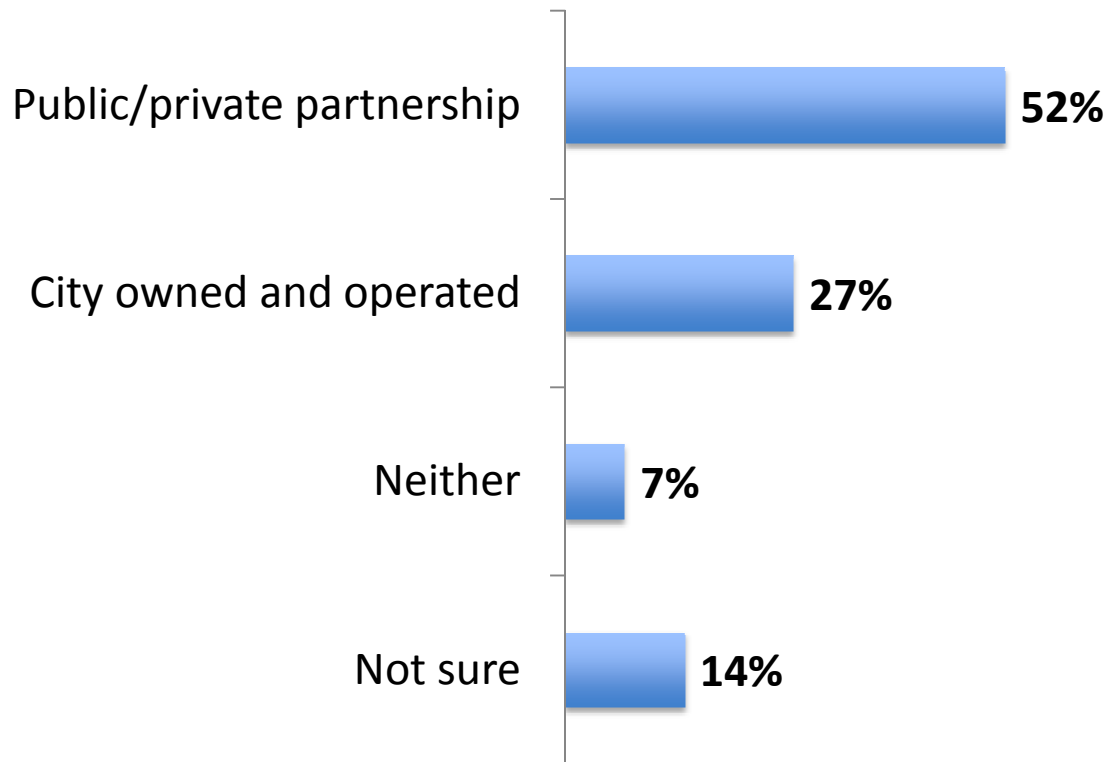
The City is considering a proposal to build a city pool and recreation center at a total cost of approximately \$22 million. The project could include a lap pool, leisure pool, gymnasium, and fitness facility. The cost to the average property taxpayer would be \$143/yr. Do you favor or oppose this potential project?

	Favor	Oppose
All	<b>52%</b>	<b>45%</b>
Children at home		
Yes	<b>70%</b>	<b>27%</b>
No	<b>45%</b>	<b>52%</b>
Length of residence		
10 years or less	<b>63%</b>	<b>31%</b>
11 to 15 years	<b>50%</b>	<b>46%</b>
15 Years +	<b>49%</b>	<b>49%</b>

A thin majority favors a \$22 million bond measure to build a city pool and rec center. Support is strongest among people with children (70%) and new residents (63%). Residents with no children oppose the measure. Based on these results there is insufficient support today to pass the pool/rec center bond measure.

# Public/Private or City Managed

If the City decides to pursue a new community pool and recreation facility, would you prefer that the City consider public/private partnerships, or that it be owned and operated exclusively by the City?



A majority prefer a public/private to own and operate a new pool/rec center, if it is built.

All groups prefer a partnership to run the center.

The City is considering a proposal to upgrade and maintain the City of West Linn’s drinking water system at a total cost of approximately \$10 million. The project could replace the 100-year-old Bolton reservoir, as well as maintain and improve other parts of the drinking water system. The cost to the average property taxpayer would be \$65/yr. Do you favor or oppose this potential project?

	Favor	Oppose
All	<b>66%</b>	<b>25%</b>
Children at home		
Yes	<b>63%</b>	<b>24%</b>
No	<b>67%</b>	<b>26%</b>
Length of residence		
10 years or less	<b>62%</b>	<b>21%</b>
11 to 15 years	<b>74%</b>	<b>17%</b>
15 Years +	<b>66%</b>	<b>28%</b>

Two in three residents favor a \$10 million bond measure to make improvements to the city’s drinking water system.

All groups favor the proposal.

At this time, there is solid support for the potential drinking water bond measure.

The City is considering a proposal to develop city parks, trails and pathways at a cost of approximately \$7 million. The project would expand City trails and pathways, improve existing City parks and build a new park. The cost to the average property taxpayer would be \$46/yr. Do you favor or oppose this potential project?

	<b>Favor</b>	<b>Oppose</b>
All	<b>47%</b>	<b>49%</b>
Children at home		
Yes	<b>57%</b>	<b>40%</b>
No	<b>42%</b>	<b>53%</b>
Length of residence		
10 years or less	<b>53%</b>	<b>40%</b>
11 to 15 years	<b>44%</b>	<b>46%</b>
15 Years +	<b>45%</b>	<b>53%</b>

Residents are evenly divided about a potential \$7 million bond to expand and improve parks.

A majority of residents with children and new city residents favor the bond.

Those with no children at home and long-term residents oppose it.

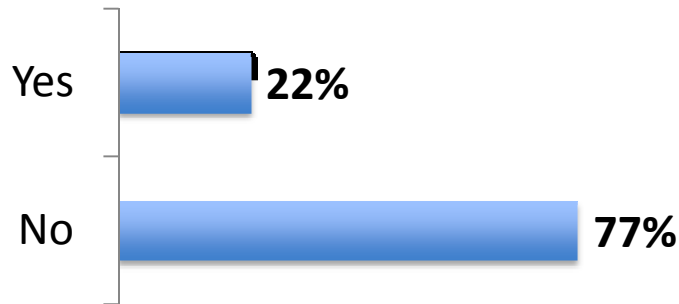
At this time, there is insufficient support to pass the parks bond measure.

# ACTIVITIES AMONG RESIDENTS

# Meeting Participation

## City Meetings

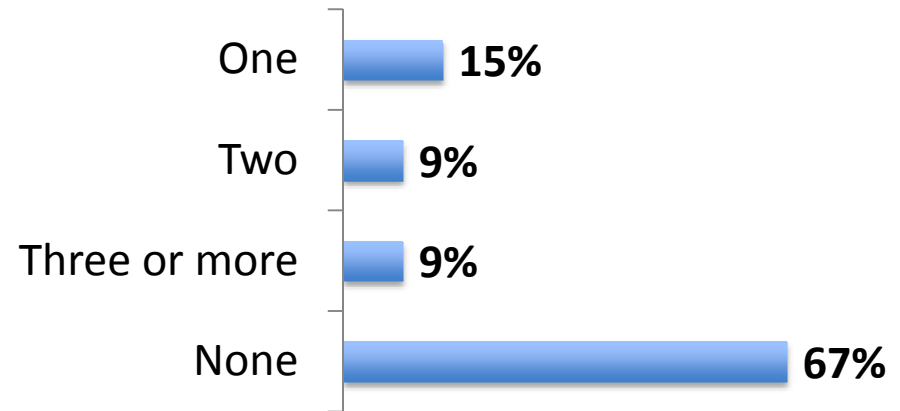
During the past year have you have attended a City meeting, such as the City Council, a planning commission, etc.?



Roughly one in five residents have attended a city meeting during the past year. People attending meetings come from all demographic groups.

## Neighborhood Meetings

During the past year, how many neighborhood association meetings have you attended?

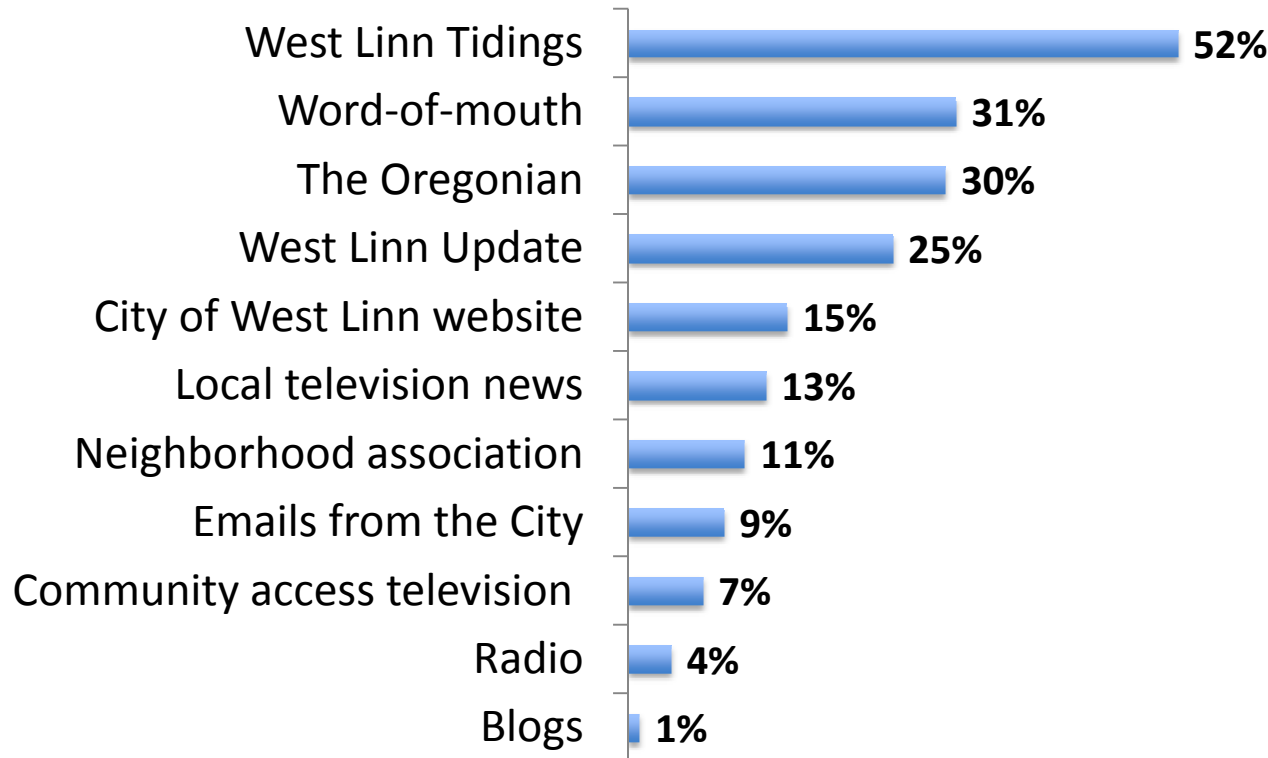


Roughly a third of city residents have attended a neighborhood meeting during the past year.

People attending meetings come from all demographic groups.

The share attending neighborhood meetings is unchanged 2008 (35%) and 2010 (33%).

What are your main sources of information about the City of West Linn?



Multiple responses accepted

Newspapers, word-of mouth and city sources are all important sources for information about local issues.

Overall, 47% rely on city sources for local news, 53% use other sources.

The City of West Linn is doing a good job sharing news with the community.



# Internet and Social Media

## Internet Access

Do you have access to the Internet at home, at work or both home and work?

<b>Total Internet Access</b>	<b>95%</b>
Home only	38%
Work only	1%
Home and work	55%
<b>No Internet Access</b>	<b>5%</b>

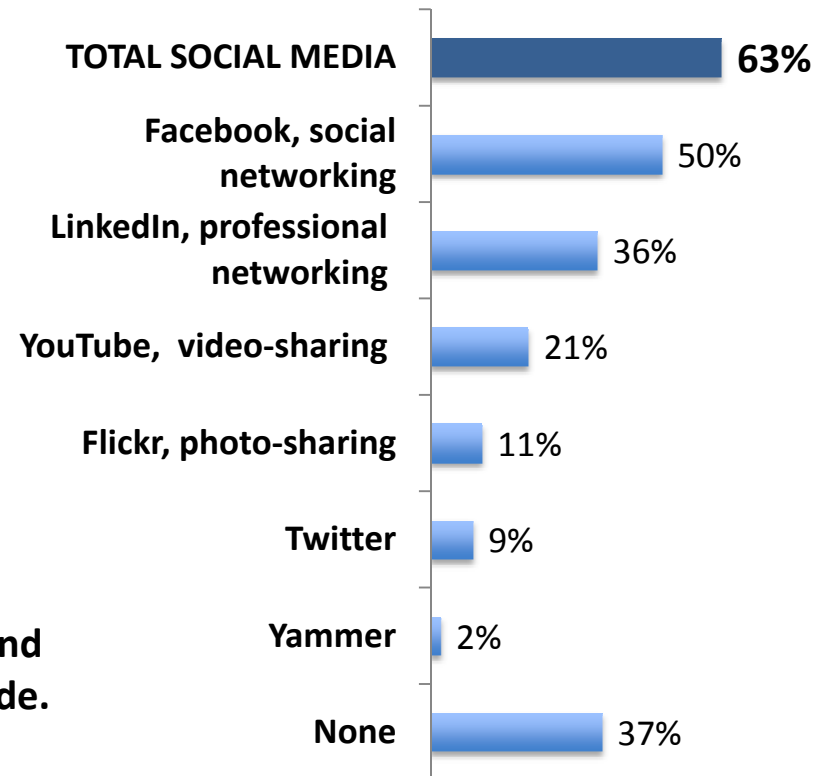
Almost everyone in West Linn has Internet access.

Statewide, 80% or more have Internet access.

60% or more use social media, except people age 65 and older (44%). This is similar to social media use statewide.

## Social Media Use

Do you have a profile or account on any of the following?

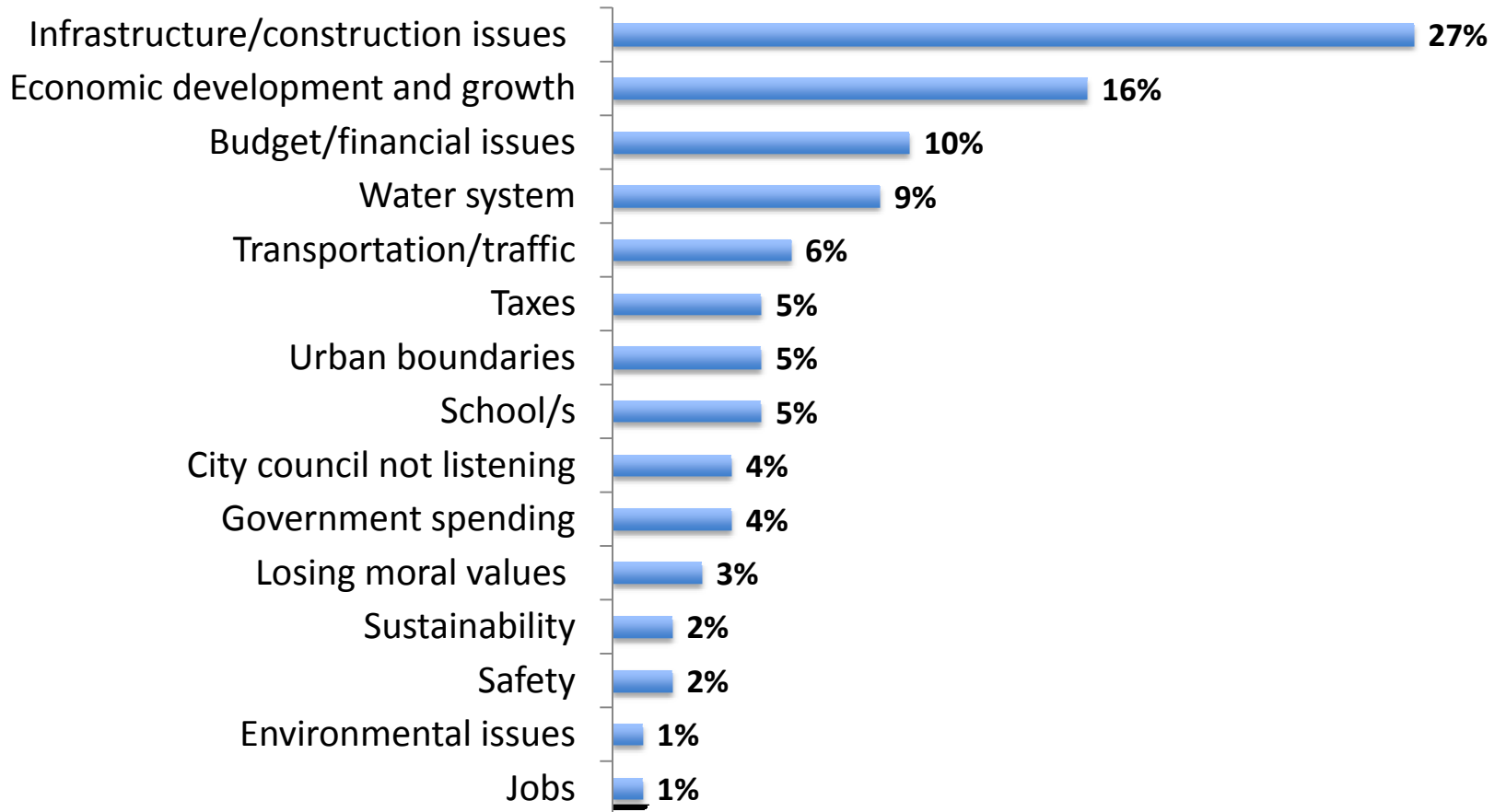


Do you happen to know the name of your local neighborhood association?

<b>Robinwood</b>	<b>15%</b>
<b>Hidden Springs</b>	<b>14%</b>
<b>Sunset</b>	<b>8%</b>
<b>Willamette</b>	<b>8%</b>
<b>Bolton</b>	<b>7%</b>
<b>Rosemont Summit</b>	<b>6%</b>
<b>Marylhurst</b>	<b>3%</b>
<b>Skyline Ridge</b>	<b>3%</b>
<b>Savannah Oaks</b>	<b>2%</b>
<b>BHT</b>	<b>1%</b>
<b>Parker Crest</b>	<b>1%</b>
<b>Don't know</b>	<b>25%</b>

# Most Important Problem

What do you believe is the single most important issue West Linn's City Council needs to address over the next year?



# KEY FINDINGS

- Perceptions of the City of West Linn have improved during the past four years.
  - Almost everyone says the city is a great place to live.
    - Good schools, low crime, friendly people, convenience and improved city services are city attributes.
    - Residents are concerned about local infrastructure.
  - Ratings for quality of services have remained high or improved, except for economic development.
- Overall, the city is meeting community expectations for most services it provides.

- Support for three potential bond measures varies.
  - There is solid support for a potential \$10 million bond measure to improve the city's water system.
  - At this time, there not enough support to pass bond measures to build a pool/recreation center or improve/expand city parks.
- People want the city to aggressively promote economic development in targeted areas of the community.

- Communicating with residents about local issues requires a complex communication plan.
  - Most residents rely on multiple traditional and digital sources of information to get local news.
  - The city is doing a good job providing information to the community using websites, bill inserts and e-newsletters.
  - City and neighborhood meetings are important but can't be relied on as a primary medium for communicating and informing residents about issues.

# Demographic Characteristics

Gender		Children at home	
Male	50%	Yes	31%
Female	50%	No	68%
Age		Length of Residence	
18 to 34	4%	< 5 years	7%
35 to 44	9%	5 to 10 years	18%
45 to 54	24%	11 to 15 years	15%
55 to 64	29%	More than 15 years	58%
65+	28%	Average residence	37 years
Average age	58 years	Rent or own home	
		Own	95%
		Rent	4%

Refused/not sure excluded.





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