

West Linn PowerPoint--Dec 2014.pptx

City of West Linn Telephone Survey Report Final--December 2014.docx

West Linn Community Survey--annot-Nov 2014 PHONE--Final.docx



CITY OF
West Linn

**City of West Linn Community Survey
December 2014
DHM Research**

Survey Objective

DHM Research conducted a telephone survey of 300 adult residents of West Linn, Oregon in November of 2014. The objective of the survey was to determine public preferences and opinions regarding City services. When appropriate, responses were benchmarked against those from telephone studies conducted in 2008, 2010, 2012, and 2013.

In addition, a separate online survey was conducted to allow for wider community participation. In total, 761 West Linn residents participated in the online survey. This presentation will focus on the results of the statistically-valid telephone survey.

Telephone Survey Methodology

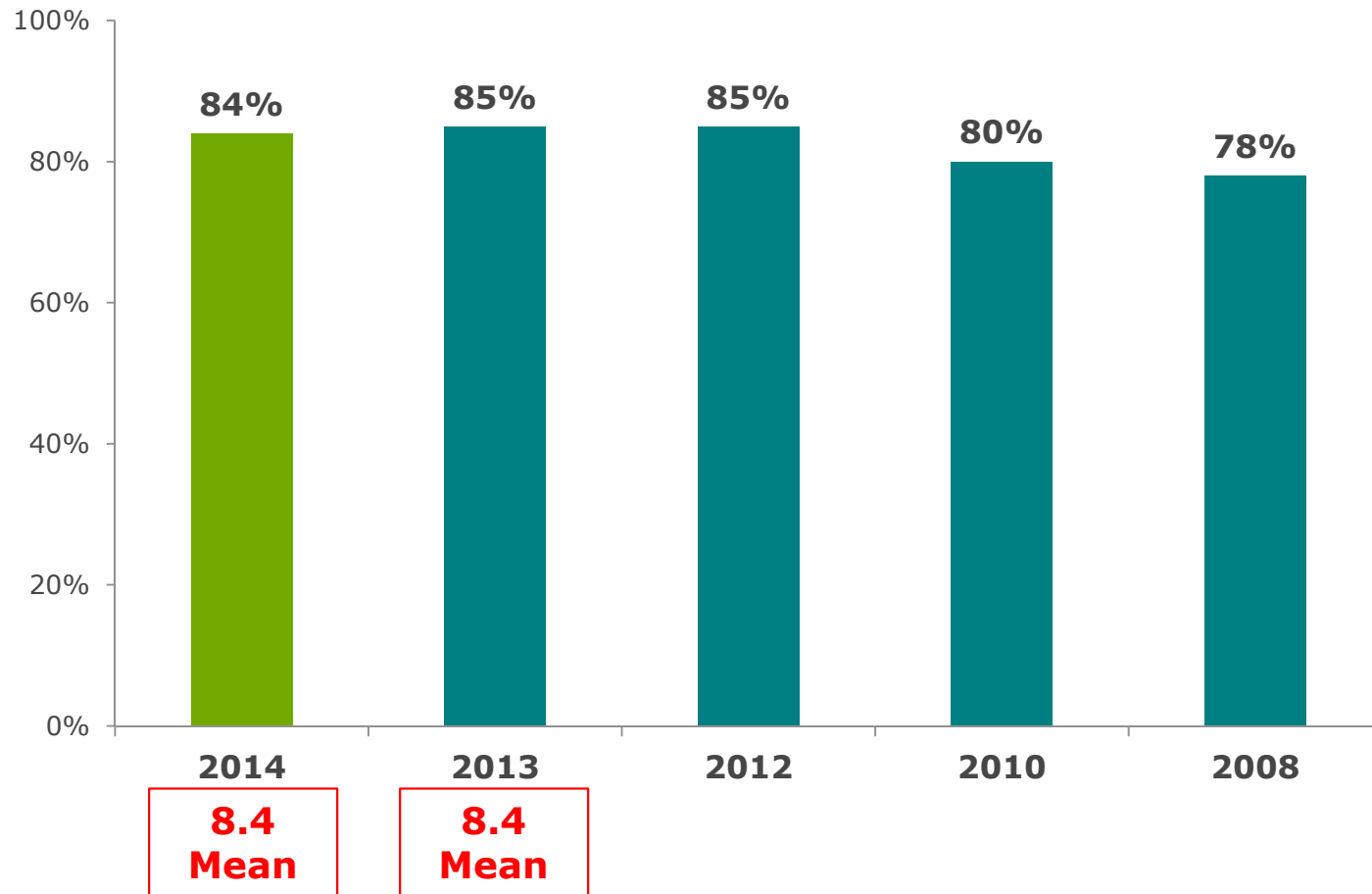
- Telephone survey
- 300 West Linn residents (ages 18+)
- Conducted November 21-25, 2014
- 15 minutes (42 questions)
- Cell phone and land lines
- Representative of City of West Linn residents
- Margin of error +/- 3.4% to 5.7%

Ratings of West Linn

General Attitudes

Rating West Linn as a Place to Live (8.4 on 0-10 Scale)

Top-Box (Score of 8+9+10)



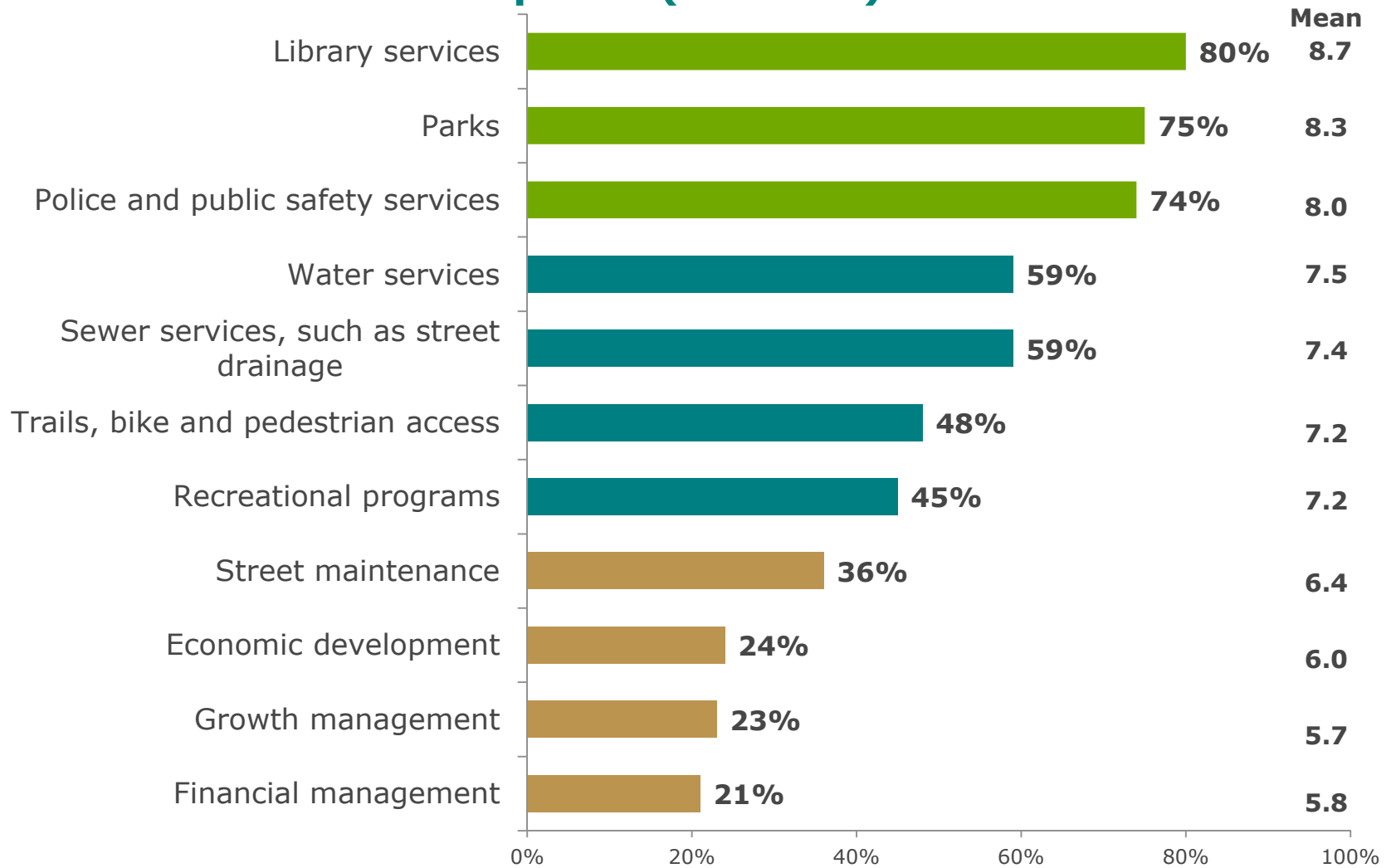
What words or phrases best describe the City of West Linn's core values (open-end)?

- *Family-oriented* (19%)
- *Friendly/involved citizens* (16%)
- *Low crime/safe place to live* (14%)
- *Quality public schools* (8%)
- *Great/nice place to live* (7%)

City Services

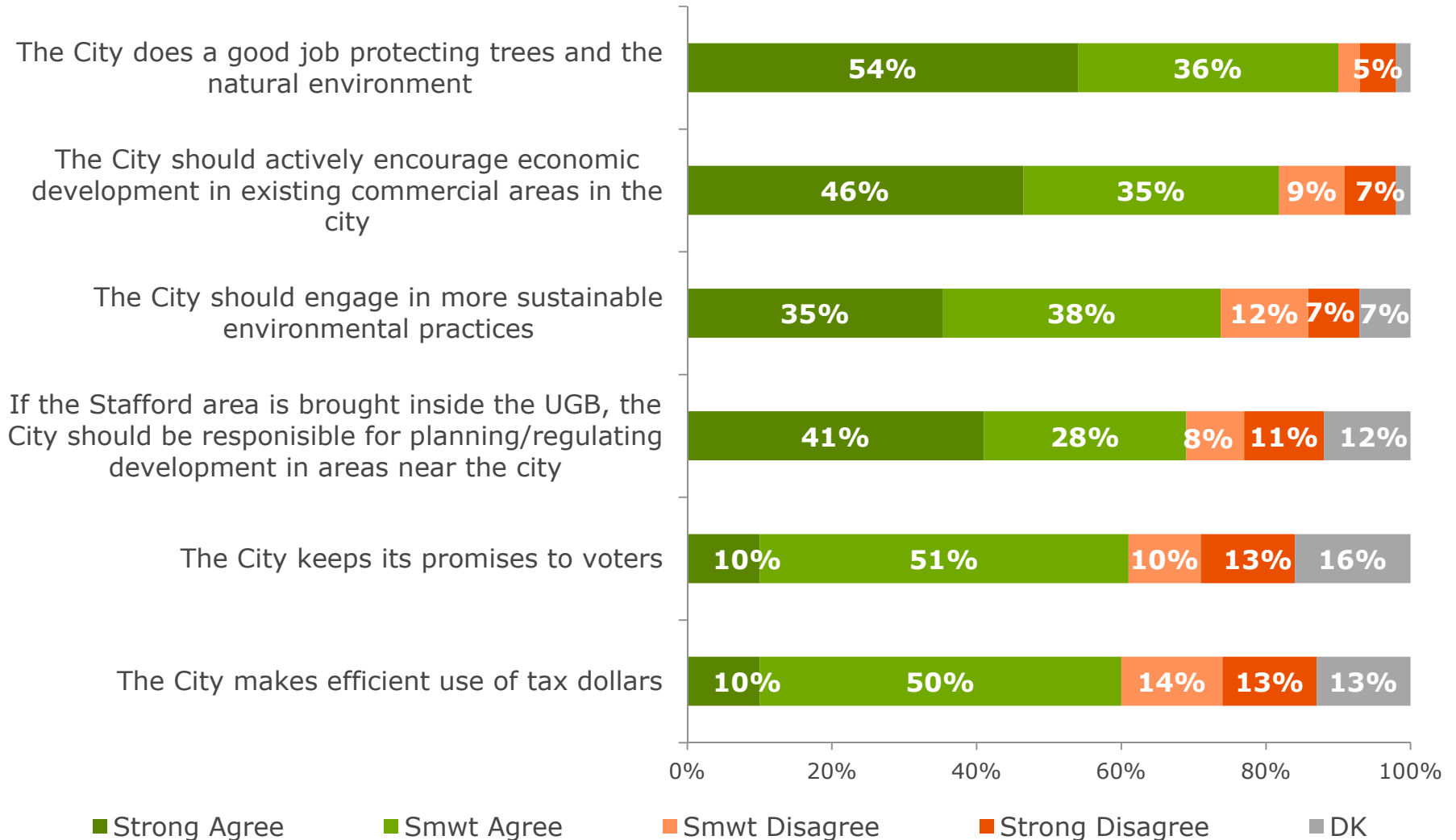
Provision of Services

Quality Ratings for City Services (0-10 Scale) Top-Box (8+9+10)



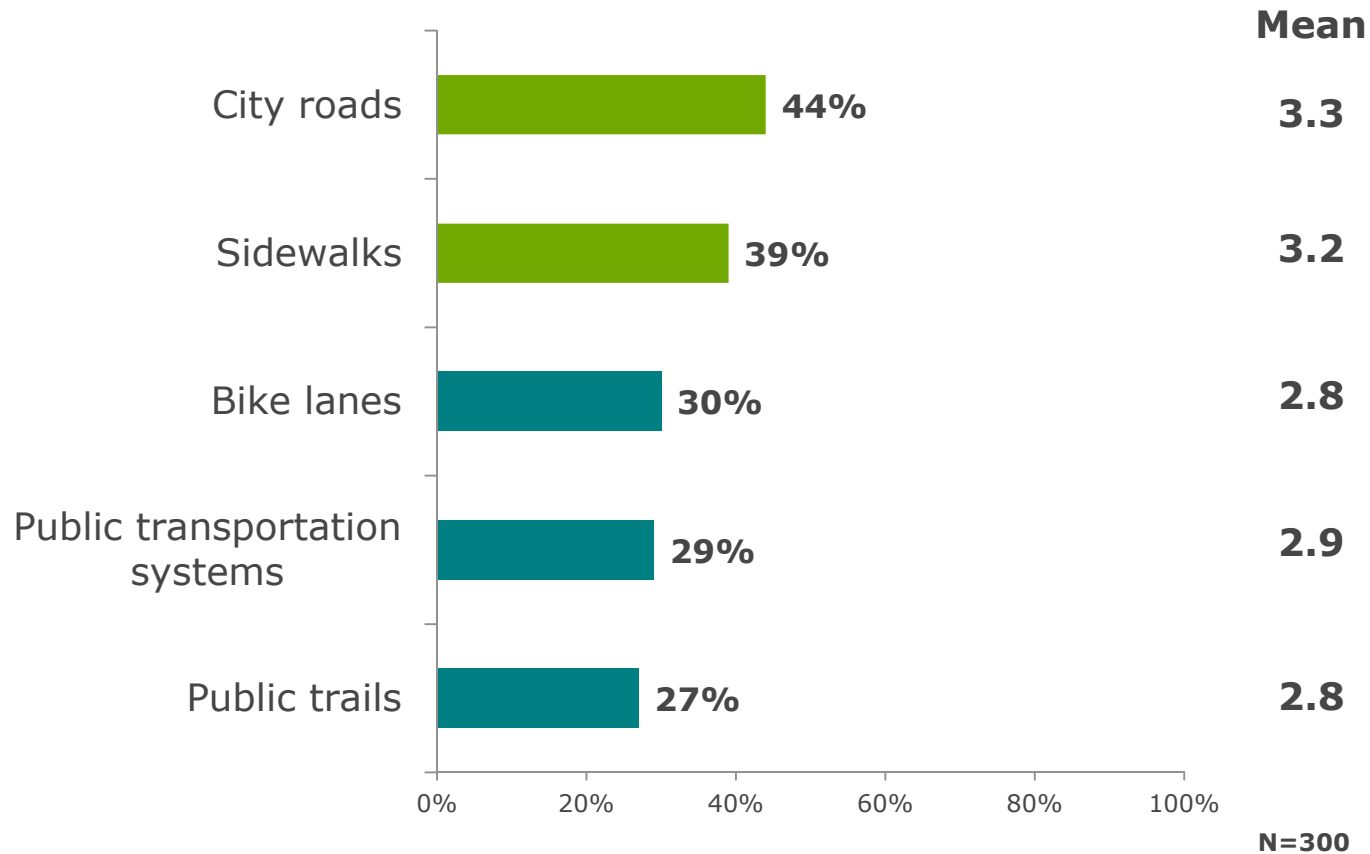
Resources & Development

Statement Agreement



Transportation Maintenance Priorities

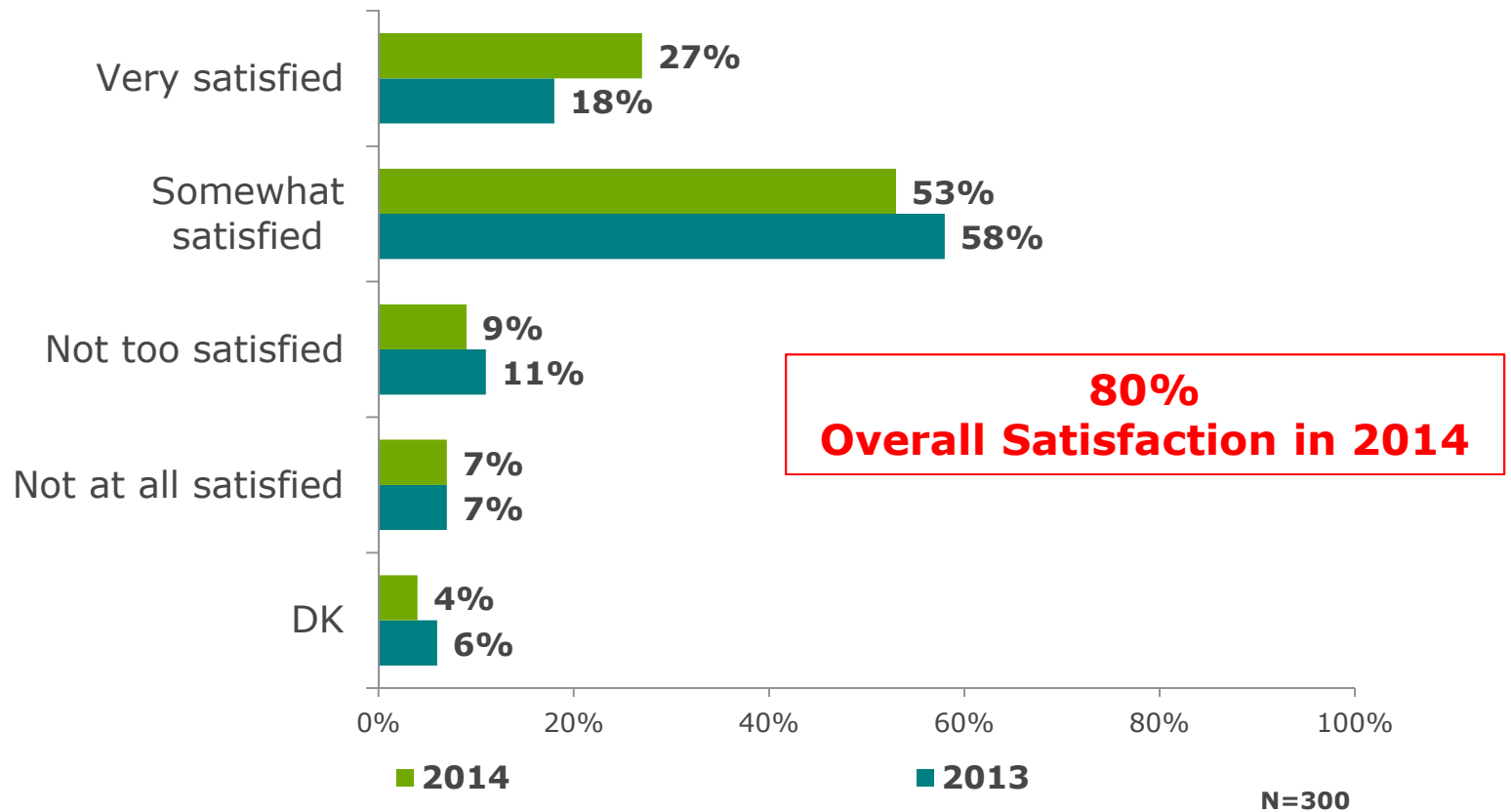
Transportation Maintenance Priorities (1-5 Scale) Top-Box (4+5)



Communications

Communications & Outreach

Satisfaction Rating for City Communications



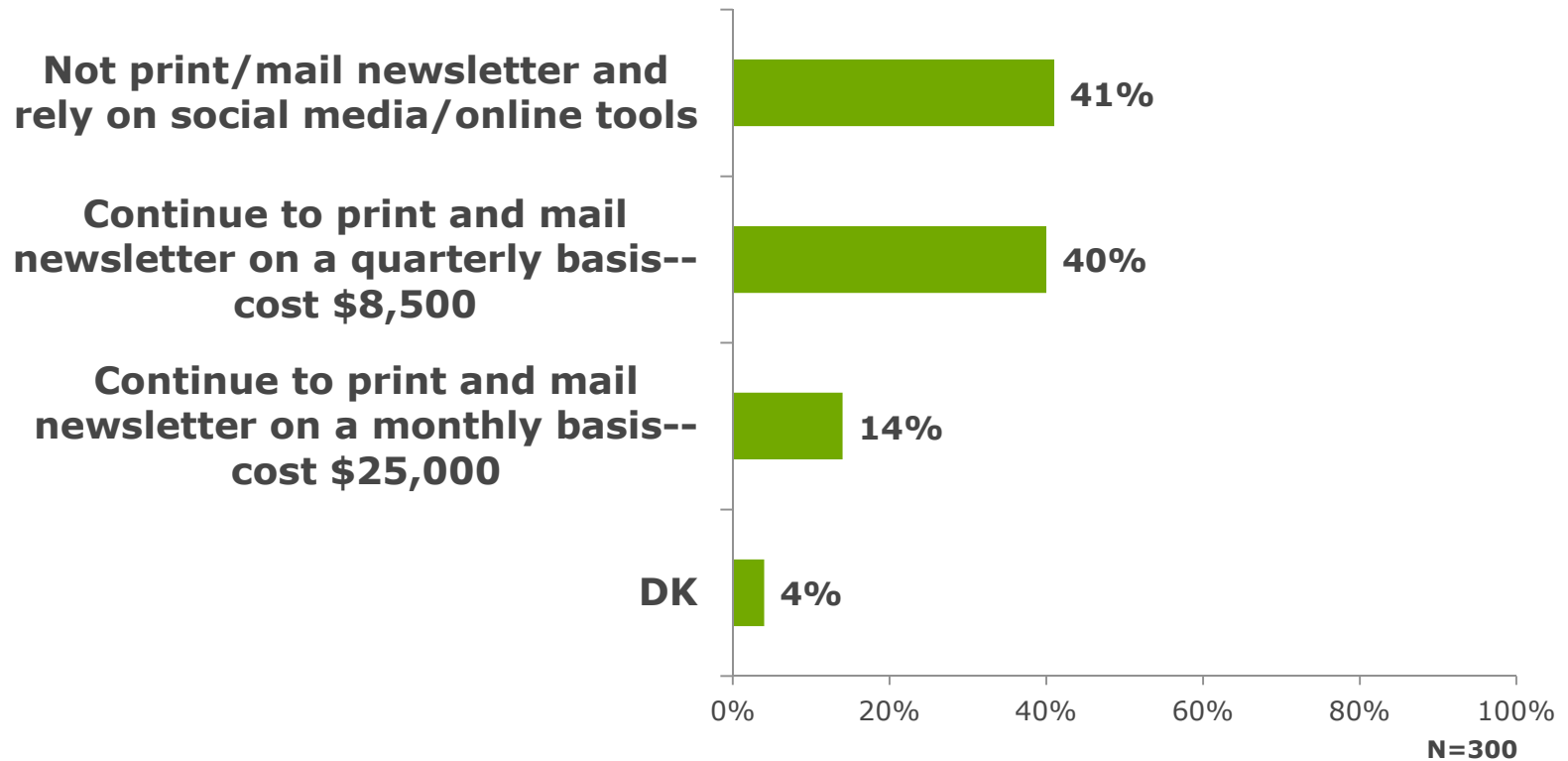
Top sources for information about the City of West Linn (open-end).

- *West Linn Tidings* (46%)
- *City website* (32%)
- *City paper newsletter (included with utility bill)* (24%)
- *City email newsletter* (23%)
- *Word of mouth* (13%)
- *Other media* (9%)
- *Oregonian* (8%)

West Linn Tidings and City Website were the top-two responses given in 2013 as well.

Newsletter Priorities

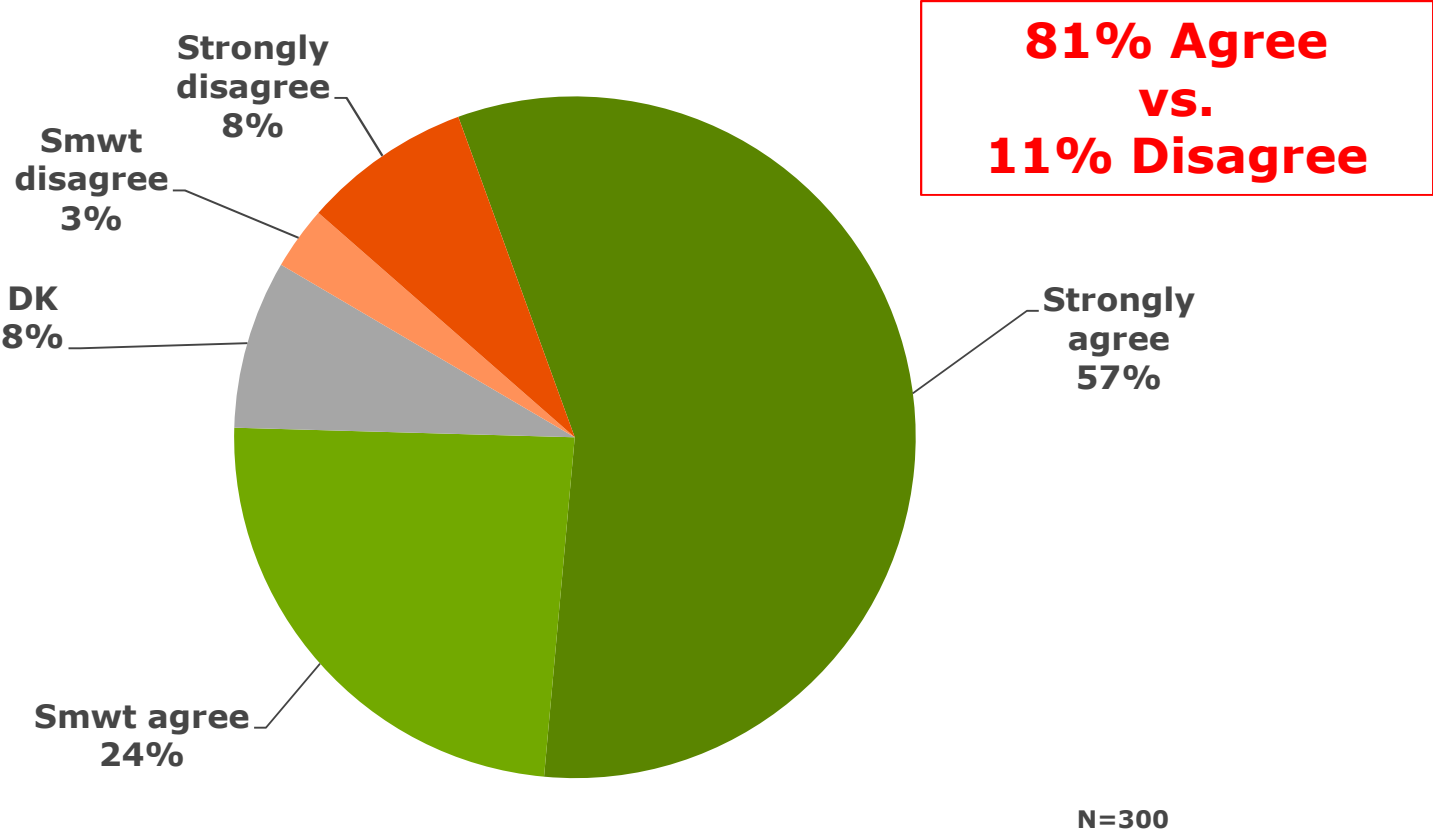
The City is considering alternative approaches and wants to know which newsletter option you would prefer:



Initiatives & Development

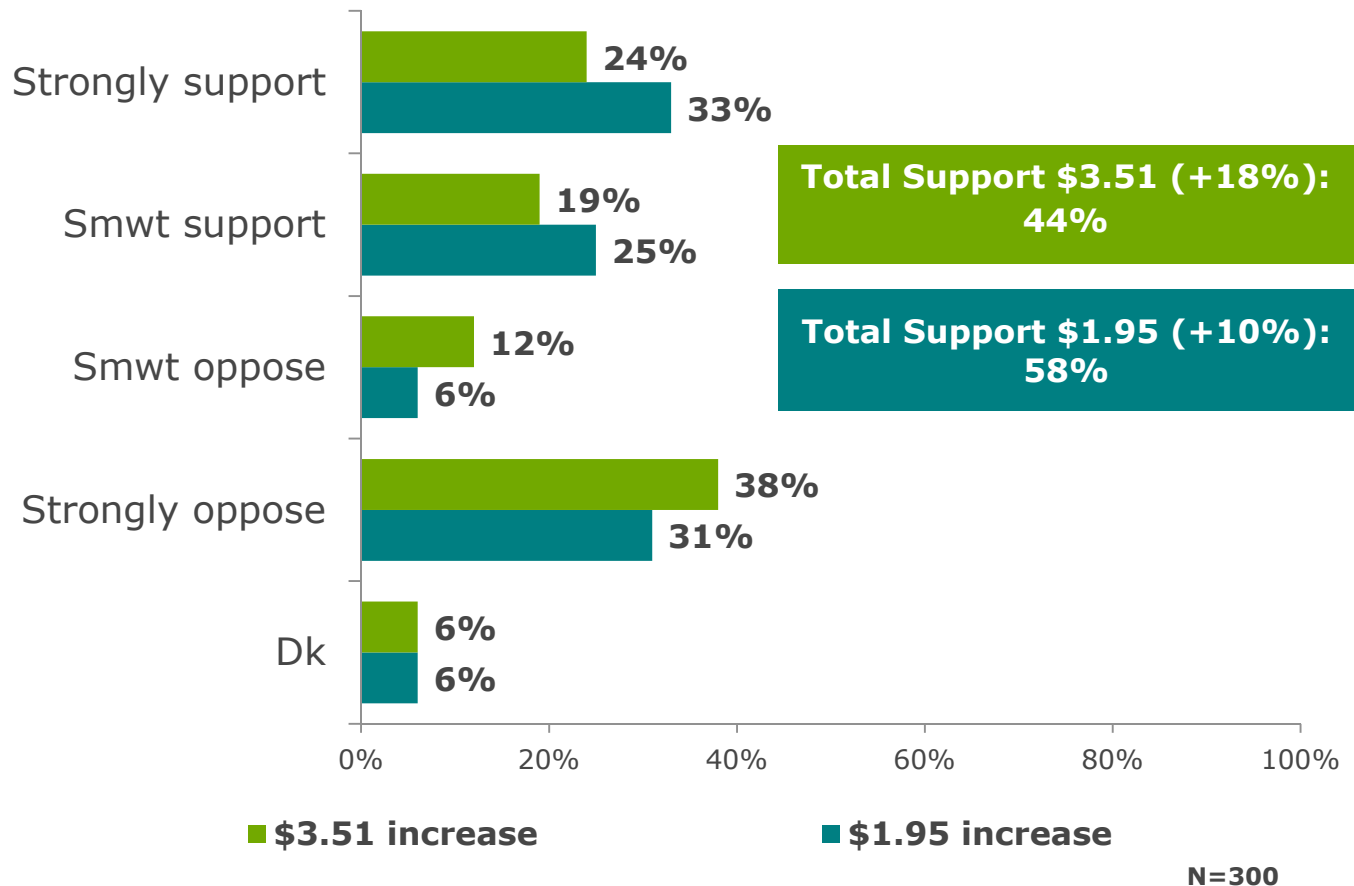
Arch Bridge Area Development

Support Level for Mixed-Use Arch Bridge Development Strategy



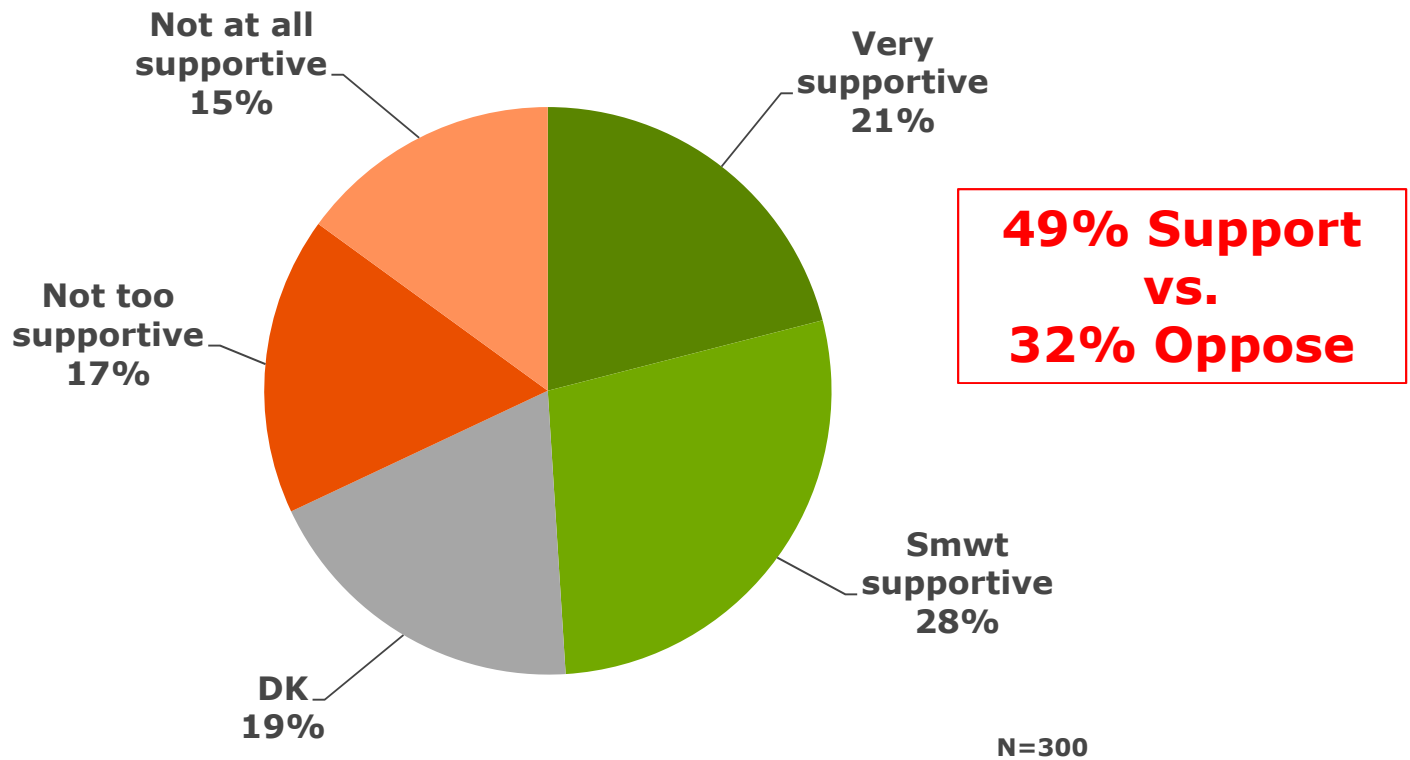
Water Infrastructure Rate Increases

Support Level for One-Time Rate Increases



Fiber in West Linn

Support Level for Creation of a New, Publicly-Run Utility that Would Provide Fiber to West Linn



Reasons for opposing the publically-run utility (open-end).

- *Too much government involvement (20%)*
- *Unnecessary/not needed (general) (19%)*
- *Unnecessary cost (18%)*
- *Need more information (12%)*
- *Don't trust the City to manage properly (8%)*

N=95

Summary & Observations

What does the research tell us?

- Residents continue to feel that the City of West Linn is a good place to live, with particularly high scores from families.
- Residents also continue to feel that the City of West Linn does a good job communicating with the public.
- While residents provided decent scores for the City's economic development services, they appeared to show strong support for the City taking a prominent role in various development initiatives in the region.
- When choosing between two potential revenue sources to maintain the City's water infrastructure, support was substantially higher for a one-time 10% water rate increase (58%), compared to a one-time 18% increase (43%).
- Support for a new, publically-run utility that would provide fiber in West Linn was mixed.

Q&A



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PREPARED FOR:
CITY OF WEST LINN
Community Telephone Survey

December 2014

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1. | INTRODUCTION AND METHODOLOGY

Davis, Hibbitts & Midghall, Inc. (DHM Research) conducted a telephone survey of residents in West Linn, Oregon. The objective of the survey was to determine public preferences and opinions regarding City services. When appropriate, responses are benchmarked against those from studies conducted in 2008, 2010, 2012, and 2013.

Research Design: Between November 21 and 25, 2014 DHM Research conducted a telephone survey of 300 residents living in West Linn. The survey took an average of 15 minutes to administer. The sample size is sufficient to assess opinions generally, and allows a review by multiple subgroups including age, gender, and other demographics.

Respondents were contacted randomly using multiple samples including Random Digit Dialing (RDD) and voter samples—both included cell numbers. In gathering responses, a variety of quality control measures were employed, including questionnaire pre-testing and validations.

Quotas and weighting techniques standard to research were used to assure that the findings reflect the demographics of the population of West Linn. In the annotated questionnaire, results may add up to 99% or 101% due to rounding.

Statement of Limitations: Any sampling of opinions or attitudes is subject to a margin of error. The margin of error is a standard statistical calculation that represents differences between the sample and total population at a confidence interval, or probability, calculated to be 95%. This means that there is a 95% probability that the sample taken for this study would fall within the stated margins of error if compared with the results achieved from surveying the entire population.

For a sample size of 300, the margin of error for each question falls between +/-3.4% and +/-5.7%, at the 95% confidence level. The reason for the difference lies in the fact that, when response categories are relatively even in size, each is numerically smaller and thus slightly less able – on a statistical basis – to approximate the larger population.

DHM Research: DHM Research has been providing opinion research and consultation throughout the Pacific Northwest and other regions of the United States for over three decades. The firm is non-partisan and independent and specializes in research projects to support public policy-making. www.dhmresearch.com

2. | SUMMARY AND OBSERVATIONS

Residents continue to feel that the City of West Linn is a good place to live, with particularly high scores from families.

- On a 0-10 scale (very poor-excellent), residents overall gave the City a mean score of 8.4 as a place to live, with 84% providing a “top-box” rating of 8-10.
 - Ratings were nearly identical to 2013 (8.4; 85%), and a continuation of an upward trend since 2008 (78% “top-box”).
 - These results were on the high-end when compared to those DHM has seen in other community surveys over the past several years, which tend to show residents providing average scores for their community in the 7.5 to 8.5 range.
- Ratings for the City of West Linn as a place to live were uniformly high across all demographic groups, and were particularly high among residents with children in the household (96% “top-box”).
- The top phrases residents used to describe the City of West Linn’s core values were *family-oriented*, *friendly/involved citizens*, *safe place to live*, and *quality public schools*.
 - These were themes that also resonated with residents in 2012 and 2010.
- In a reiteration of these core values, the City services that were rated highest by residents were either community-oriented services that families enjoy (libraries and parks) or safety-related (police and public safety services).

Residents also continue to feel that the City of West Linn does a good job communicating with the public.

- 80% of residents said they were either “very” or “somewhat” satisfied with the job the City does communicating with the public, up slightly from 76% in 2013 (with a 9-point jump in “very” satisfied ratings from 2013).
- Again, ratings for the city were high across all demographic groups and particularly high among residents with children in the household (88% satisfied).
- Top sources for information about the City continue to be *West Linn Tidings*, the City’s website, and the City’s newsletters (paper and email).
 - All of these sources (with the exception of the email newsletter) have been strongly identified by residents since 2010.
 - However, support for continuing to print and mail monthly paper newsletters was low (14%) compared to alternatives of a quarterly newsletter (40%) and a focus instead on social media and online tools (41%).

Support for a new, publically-run utility that would provide fiber in West Linn was mixed.

- A plurality of residents (49%) said they would support this utility, with 21% “very supportive.” Overall, 32% said they would not support the utility.
- While 49% does not indicate consensus support, the two in ten (19%) who were unsure indicates that there is significant room to educate residents about the issue and to shape public opinion.

While residents provided decent scores for the City’s economic development services, they appeared to show strong support for the City taking a prominent role in various development initiatives in the region.

- Among a series of services provided by the City, *economic development* was ranked third out of eleven services at 6.0 on a 0 to 10 scale in terms of quality, ahead of only *growth management* (5.7) and *financial management* (5.8).
 - Past DHM surveys have shown that the general public tends to have low levels of awareness and understanding about the role local governments play in encouraging economic development as well as the intricacies of public financing, hence the 21% who responded “don’t know” for *financial management*, the lowest-rated service overall.
- Though approval of the City’s financial and development performance remains moderately positive, there was strong support for the City taking a prominent role in a number of development initiatives:
 - Among a series of statements about the City of West Linn, the following statement received the second-highest level of agreement: *The City of West Linn should actively encourage economic development in existing commercial areas in the city* (81% overall agreement; 46% “strongly” agree).
 - A strong majority also agreed that *if the Stafford area is brought inside the Urban Growth Boundary, the City of West Linn should be responsible for planning and regulating development in areas near the city* (69% overall agreement; 41% “strongly” agree).
 - Also, eight in ten (81%) agreed that City should continue to encourage a mix of uses for the Arch Bridge area, with agreement higher than two-thirds among all demographic groups.

When choosing between two potential revenue sources to maintain the City’s aging water infrastructure, support was substantially higher for a one-time 10% water rate increase (58%) compared to a one-time 18% increase (43%).

- While “strong” support and opposition were even for the 10% increase (33% and 31%, respectively), they differed greatly for the 18% increase (24% and 38%, respectively).
- The options were tested independently and were rotated to avoid positional bias.

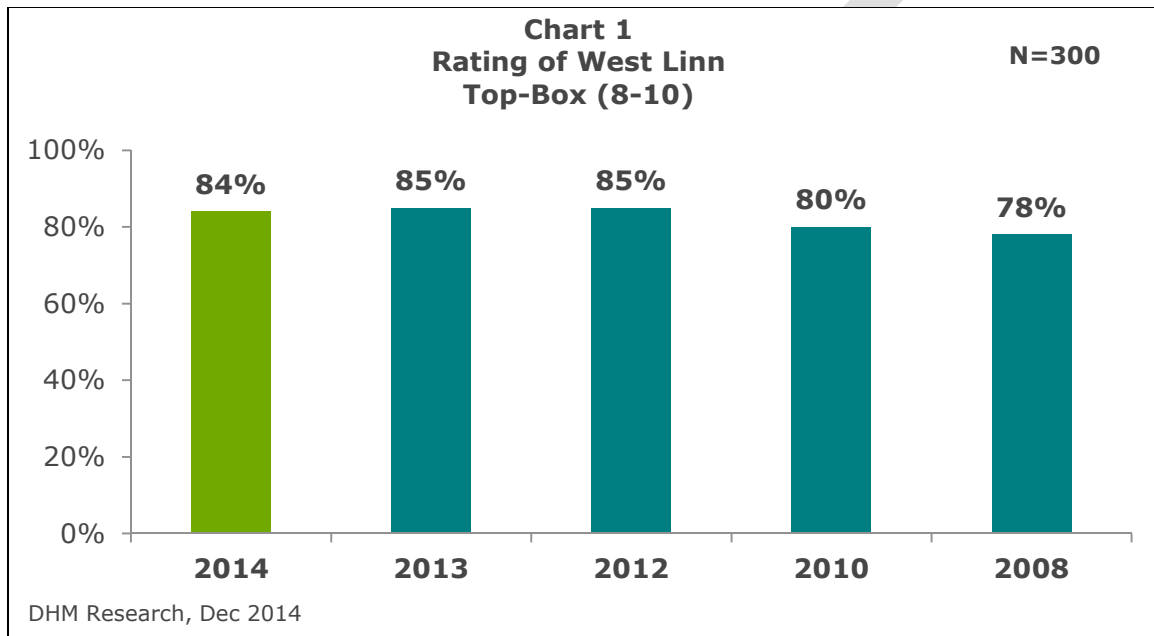
Recommendations

- City communications should emphasize the family-friendly perception of West Linn in its messaging, particularly regarding the benefit of City projects and services for families.
- Based on results from this survey and other community surveys DHM has conducted, the City may want to consider moving from a monthly newsletter to either an online/social media-only approach, or a combination of online tools and a quarterly newsletter. More and more residents are going to the City’s website for news and an online model for the newsletter may help leverage that shifting approach.
- The City may also want to consider focus group research as a means to gauge priorities and concerns regarding the Arch Bridge development, as well as to discuss messaging around a publically-run utility to provide fiber and a potential water rate increase to pay for maintenance of the City’s water infrastructure.

3. | KEY FINDINGS

3.1 | General Attitudes

Residents were first asked to rate West Linn as a place to live. The rating scale was 0-10, with 0 meaning a very poor place to live, and 10 meaning an excellent place to live (Q1). Results were benchmarked against those from similar surveys conducted in 2013, 2012, 2010, and 2008.¹



Residents rated the City of West Linn highly as a place to live, with an overall mean score of 8.4 and 84% providing a “top-box” rating of 8+9+10. This was nearly identical to 2013 (8.4 mean) and 2012, and a modest gain from 2010 (80%) and 2008 (78%). Mean scores were not collected prior to 2013.

Demographic Differences: Ratings for the City of West Linn as a place to live were uniformly high across all demographic groups; with no group providing a mean score lower than 8.0. When looking at ethnicity, whites provided higher scores for the city than non-whites (8.5 vs. 8.0 mean scores). There were also differences regarding intensity of approval for the City between age groups and between residents with children under the age of 18 in the household and those without: those ages 18-54 gave higher “top-box” ratings than those ages 55+ (88% vs. 78%); those with children in the household gave higher “top-box” ratings than those without (96% vs. 77%).

¹ Benchmarked from City of West Linn Community Survey, conducted in 2013, 2012, 2010, and 2008.

Residents were then asked—using an open-ended format—what words or phrases they think best represent or describe the City of West Linn’s core values (Q2). The top responses are listed below:

- *Family-oriented* (19%)
- *Friendly/involved citizens* (16%)
- *Low crime/safe place to live* (14%)
- *Quality public schools* (8%)
- *Great/nice place to live* (7%)

One in ten (12%) residents in 2014 was unsure how to respond. While the question was asked differently in 2012², some of the top mentions were the same, including *schools/education*, *safe*, and *family friendly*. In 2010, this question also used a different format³, but similar topics—*good schools*, *nice and safe*, and *friendly people*—came up in the top tier of responses.

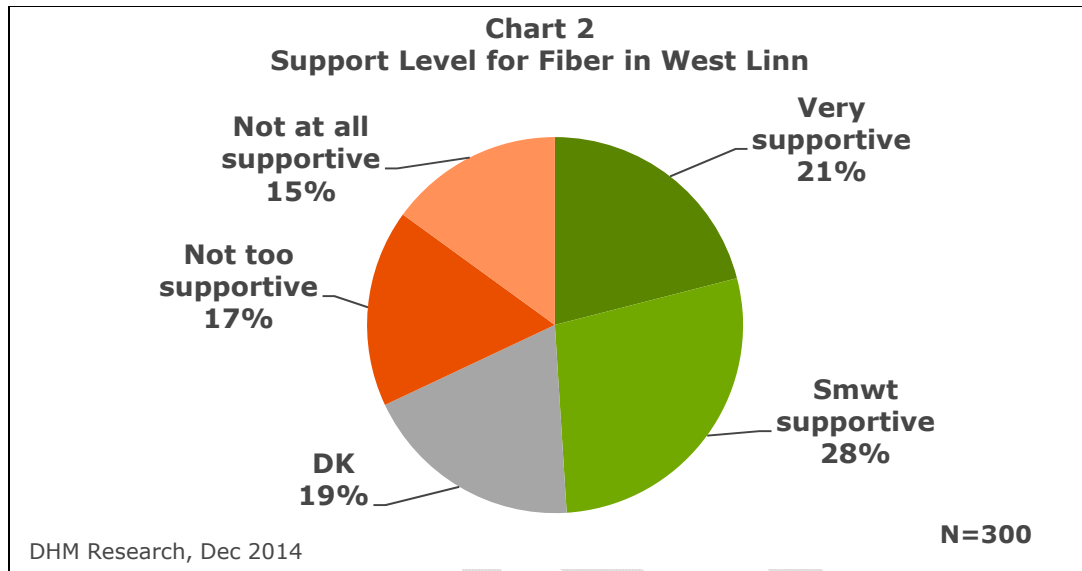
Demographic Differences: It is worth noting, though perhaps unsurprising, that residents with children under the age of 18 in the household were more likely to answer *family oriented* than those without children (29% vs. 13%).

² A list of words and phrases was provided in 2012; not asked as an open-ended question. Therefore, a strict benchmark is impossible between 2014 and 2012.

³ Residents who said they would recommend West Linn as a place to live on a previous question were asked—using an open-ended format—why they would recommend it.

3.2 | Fiber in West Linn

Residents were read a brief description of what fiber is and its capacity for providing fast internet connections. They were then asked if they support or oppose the creation of a new, publically-run utility that would provide fiber to West Linn residents (Q3).



Overall, a plurality of residents (49%) said they would support the creation of this utility, with two in ten (21%) saying they were “very” supportive. Meanwhile, opposition to the utility was three in ten (32%) and two in ten (19%) were unsure.

Demographic Differences: Overall support (very/somewhat) was higher among women than men (53% vs. 45%), as well as among those who have lived in the city for 10 years or less compared to longer-term residents (59-60% vs. 45%), and those with children in the household compared to those without (55% vs. 46%).

Residents who said they were “not too” or “not at all” supportive of the publically-run utility mentioned in Q3 were asked why they were opposed using an open-ended format (Q4). The top responses are listed below:

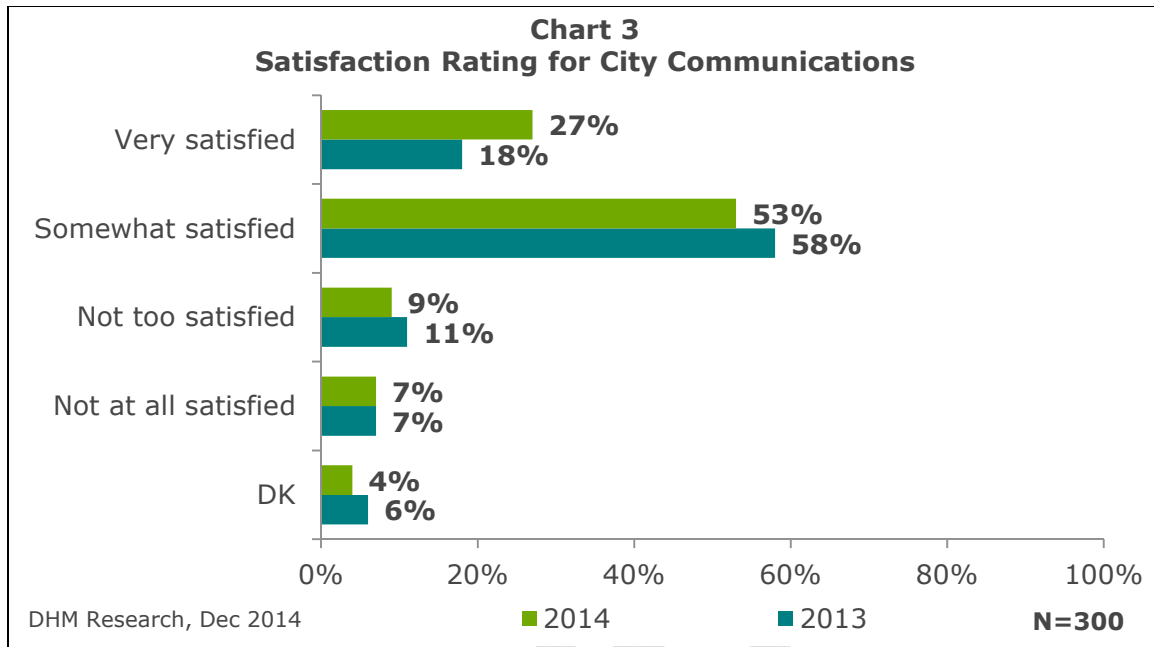
- *Too much government involvement* (20%)
- *Unnecessary/not need (general)* (19%)
- *Unnecessary cost* (18%)
- *Need more information* (12%)
- *Don't trust the City to manage properly* (8%)

Top responses dealt primarily with a distrust of government involvement (*too much government involvement* and *don't trust the City to manage properly*) and a feeling that the project was unnecessary (either in general or in terms of the cost of the project).

Demographic Differences: There were no significant demographic differences.

3.3 | Communication and Outreach

Residents were asked how satisfied they are with the job the City does in communicating with the public: very satisfied, somewhat satisfied, not too satisfied, or not at all satisfied (Q5).



Overall satisfaction (very/somewhat) with the City’s performance in communicating with the public was high, with 80% providing a positive rating (similar to 76% in 2013), 27% of which said they were “very” satisfied (up from 18% in 2013). Only 16% registered dissatisfaction, while less than one in ten (4%) were unsure.

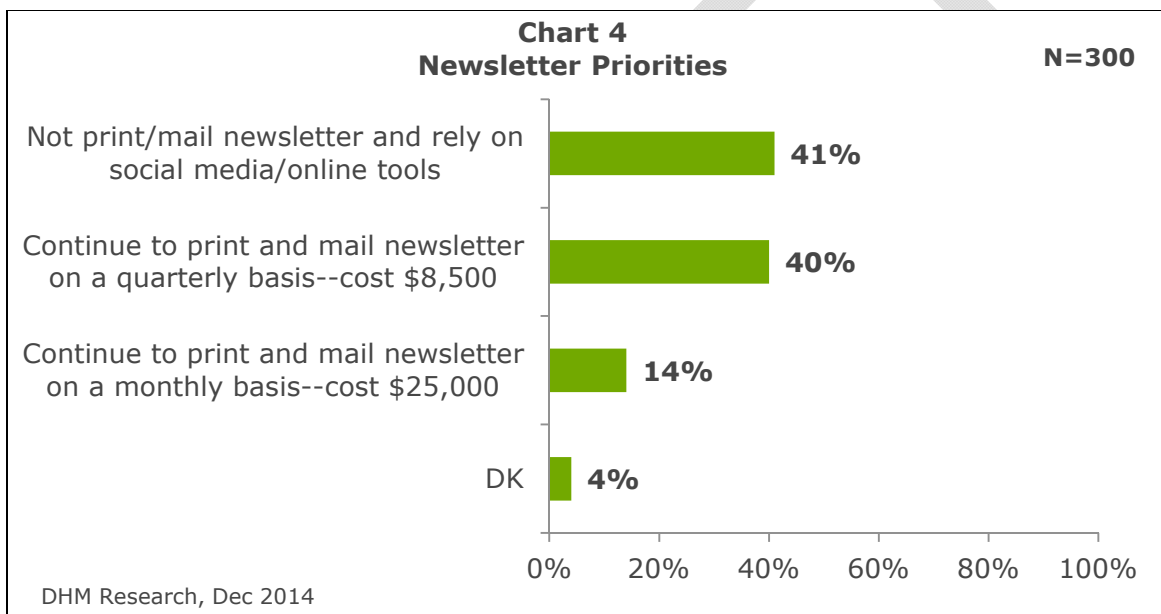
Demographic Differences: Overall satisfaction was slightly higher among women than men (83% vs. 77%); was higher among those ages 18-54 compared to 55+ (85% vs. 72%); decreased with the length of time one had lived in the City (0-5 years: 96%; 6-10: 83%; >10: 77%); and was higher among whites than non-whites (83% vs. 60%).

Residents were asked—using an open-ended format—what sources they use to get information about the City of West Linn. Multiple responses were allowed (Q6). The top responses are listed below:

- *West Linn Tidings* (46%)
- *City website* (32%)
- *City paper newsletter (included with utility bill)* (24%)
- *City email newsletter* (23%)
- *Word of mouth* (13%)
- *Other media* (9%)
- *Oregonian* (8%)

These results generally tracked with those from 2013, when *West Linn Tidings* and *City website* were the top-two responses. While the comparisons are not exact, results from 2012 and 2010 showed similar communication preferences, with *West Linn Tidings* and *West Linn Update*⁴ both appearing among the top-four sources in both years. Since 2010, preference for the *City website* seems to have grown substantially. In other community surveys that DHM has conducted, the city/county/district’s website tends to crop up as a prioritized information source for two key reasons: internet access is increasingly widespread and a website is a tool that residents can access at their own convenience, as opposed to waiting for an informational newsletter or open business hours.

Residents were informed that the City prints and mails a community newsletter to all residents each month. They were asked to choose which of a number of newsletter approaches they would prefer, including the status quo (Q7).



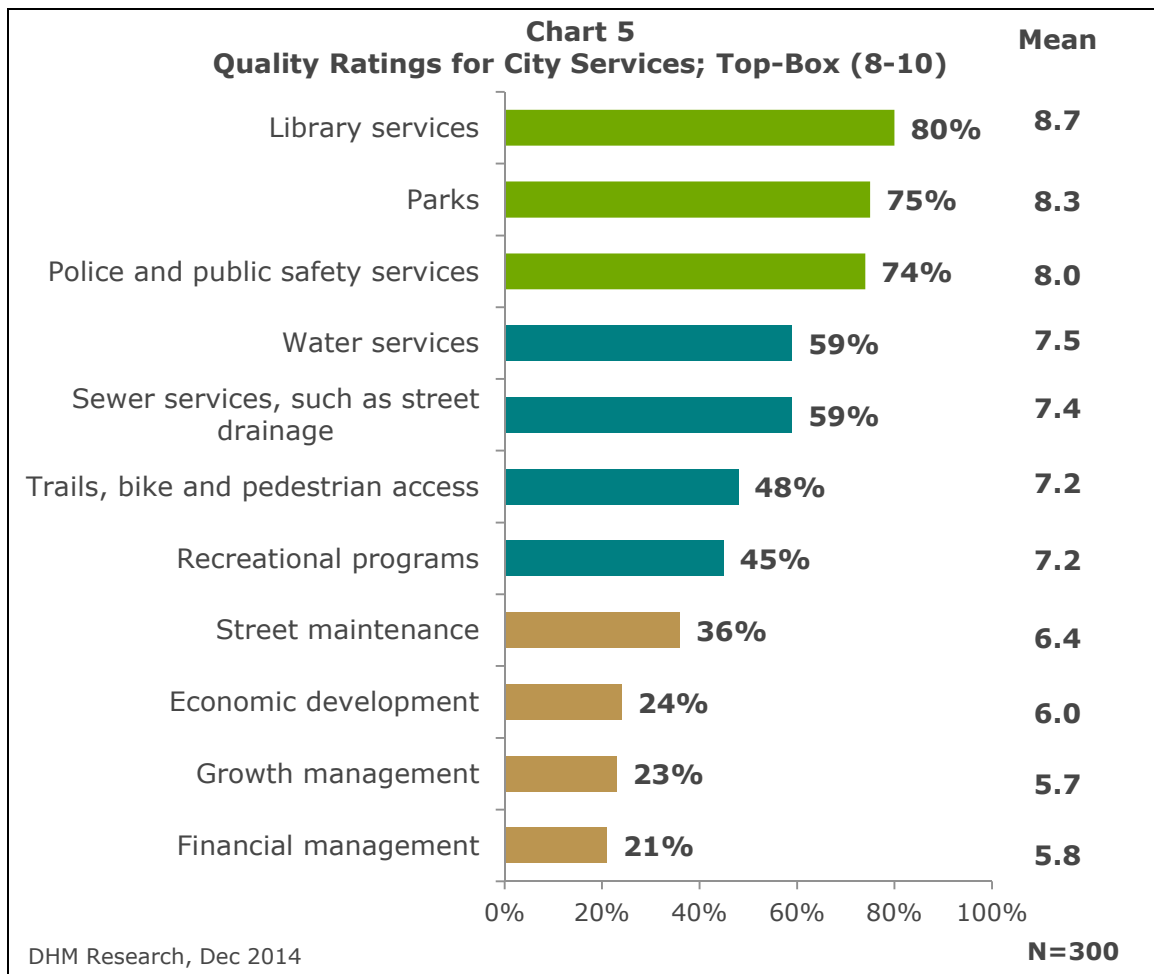
Residents were evenly split between moving away from a print newsletter altogether in favor of social media/online tools (41%) and shifting to a quarterly newsletter at a lower yearly cost. Only 14% supported the current monthly newsletter.

Demographic Differences: Support for a shift towards social media/online tools was higher among those with children in the household compared to those without (48% vs. 38%). Meanwhile, support for shifting to a quarterly newsletter at a lower yearly cost was higher among women than men (44% vs. 36%) and was higher among those ages 18-54 compared to those 55+ (46% vs. 30%). Support for the current monthly newsletter was highest among those ages 55+ (24%).

⁴ Worded in 2014 as *City paper newsletter (included with utility bill)*.

3.4 | Provision of Services

Residents were read a list of services that are provided by the City of West Linn. They were asked to rate the quality of each using a 0 to 10 scale, with 0 meaning the quality of that service is very poor and 10 meaning the quality is excellent (Q8-18).



Overall, all services received mean scores above the midpoint of 5.0 meaning that all services were rated as above-average. The top-tier services consisted of *library services* (8.7 mean; 80% “top-box” rating), *parks* (8.3; 75%), and *police and public safety services* (8.0; 74%). The second-tier services consisted of *water services* (7.5; 59%), *sewer services* (7.4; 59%), *trails, bike and pedestrian access* (7.2; 48%), and *recreational programs* (6.4; 36%). Scores for the City’s performance on economic issues were more mixed, partially due to lower levels of understanding of the City’s role regarding these services, i.e. 21% who responded “don’t know” for *financial management*, the lowest-rated service overall. Results were consistent with 2012 and 2008, when libraries, parks, public safety, and water and sewer services were rated among the top tier of services by residents⁵. However, there were

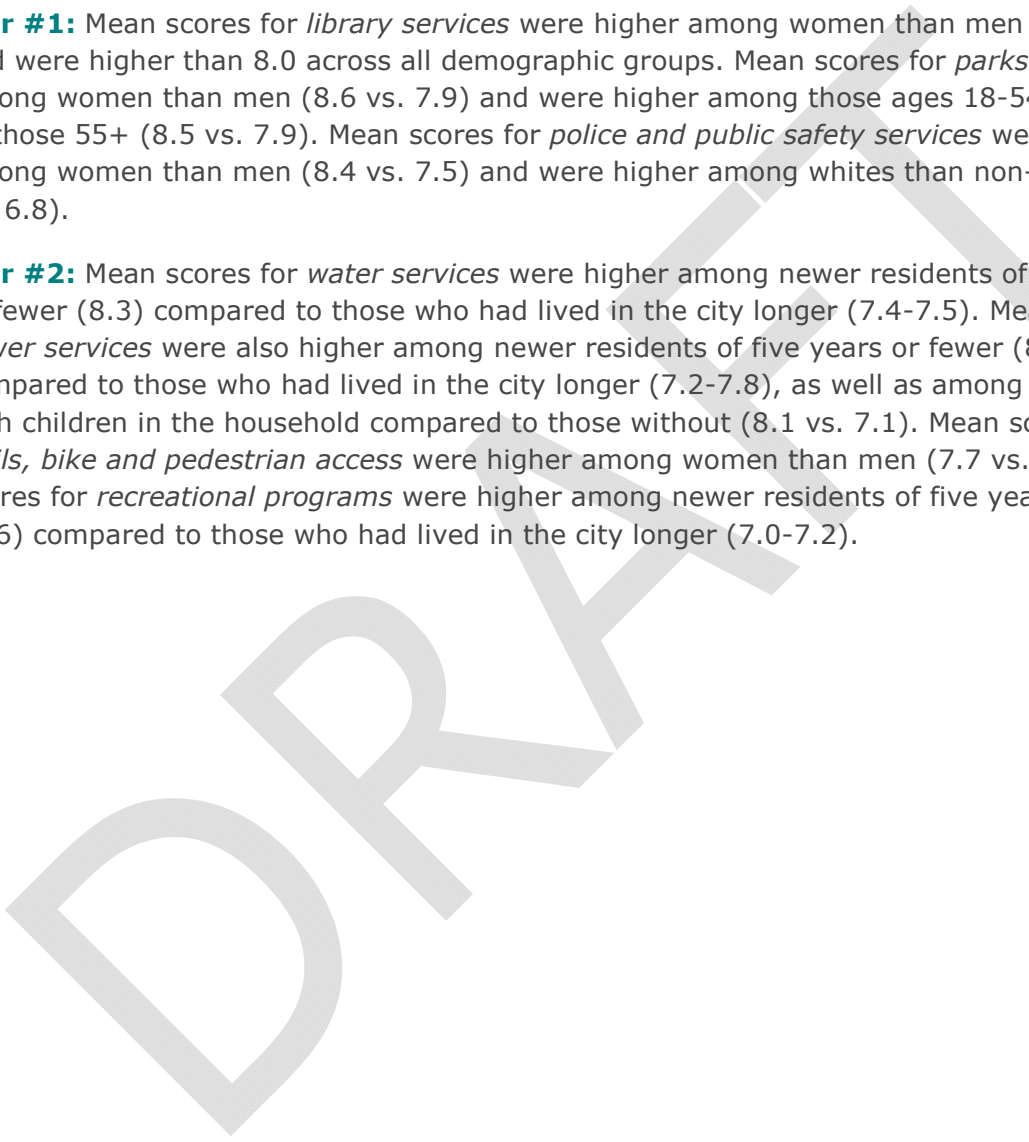
⁵ Mean scores were not provided to DHM for 2012 and 2008. Comparisons are based on “top-box” ratings.

a few shifts from past years: *Library services* saw its “top-box” rating climb incrementally from 63% in 2008, to 71% in 2012, and ultimately to 80% in 2014. *Police and public safety services* also saw a jump between 2008 and 2014 (61% to 74%), as did *parks* (62% to 75%).

Demographic Differences: Overall, women provided higher mean scores than men for all of the services.

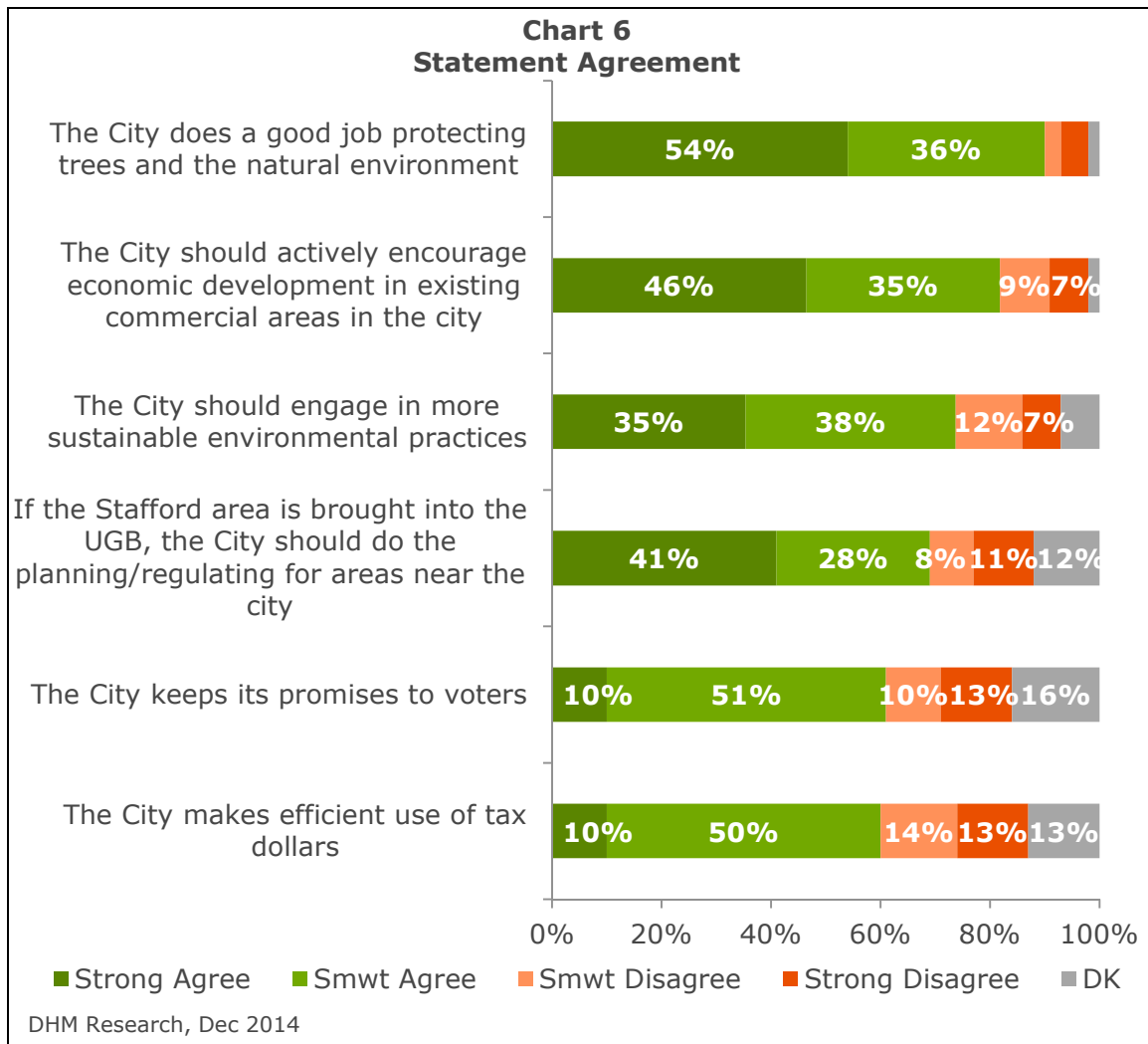
Tier #1: Mean scores for *library services* were higher among women than men (9.0 vs. 8.4) and were higher than 8.0 across all demographic groups. Mean scores for *parks* were higher among women than men (8.6 vs. 7.9) and were higher among those ages 18-54 compared to those 55+ (8.5 vs. 7.9). Mean scores for *police and public safety services* were higher among women than men (8.4 vs. 7.5) and were higher among whites than non-whites (8.2 vs. 6.8).

Tier #2: Mean scores for *water services* were higher among newer residents of five years or fewer (8.3) compared to those who had lived in the city longer (7.4-7.5). Mean scores for *sewer services* were also higher among newer residents of five years or fewer (8.3) compared to those who had lived in the city longer (7.2-7.8), as well as among residents with children in the household compared to those without (8.1 vs. 7.1). Mean scores for *trails, bike and pedestrian access* were higher among women than men (7.7 vs. 6.6). Mean scores for *recreational programs* were higher among newer residents of five years or fewer (8.6) compared to those who had lived in the city longer (7.0-7.2).



3.5 | Resources and Development

Residents were read a series of statements about the City of West Linn and were asked how strongly they agreed or disagreed with each (Q19-24).

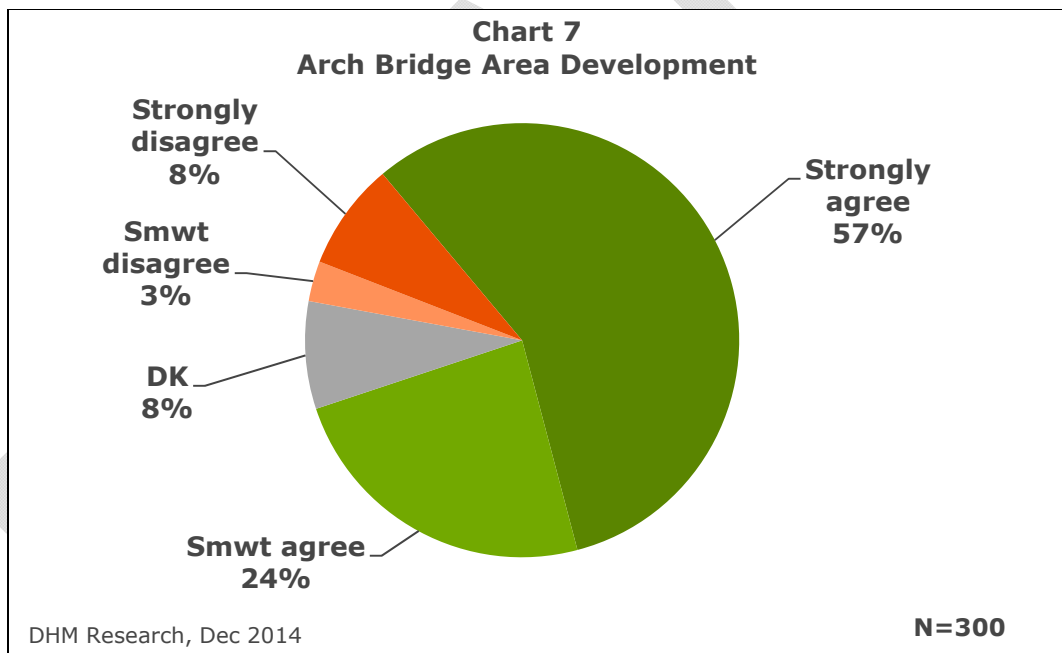


Overall agreement (strongly/somewhat) was 60% or higher for all statements, with the highest agreement given to *the City does a good job protecting trees and the natural environment* (90%; similar to 86% agreement in 2012); *the City should actively encourage economic development in existing commercial areas in the city* (81%; down from 90% in 2012); *the City should engage in more sustainable environmental practices* (73%; down from 84% in 2012); and *if the Stafford area is brought into the UGB, the City should do the planning/regulating for areas near the city* (69%; similar to 66% agreement in 2012). All of the aforementioned statements (comprising Tier #1) had “strongly agree” ratings higher than 30%, whereas the remaining statements (*the City keeps its promises to voters* and *the City makes efficient use of tax dollars*) only received “strongly agree” ratings of 10% each.

Demographic Differences:

Tier #1: Overall agreement with *the City does a good job protecting trees and the natural environment* was higher than 85% across all demographic groups. Overall agreement with *the City should actively encourage economic development in existing commercial areas in the city* was higher among men than women (86% vs. 77%); among those ages 18-54 compared to those 55+ (86% vs. 74%); among those with children in the household compared to those without (89% vs. 78%); and among whites compared to non-whites (82% vs. 65%). Overall agreement with *the City should engage in more sustainable environmental practices* was higher among women than men (79% vs. 66%) and among those ages 18-54 compared to those 55+ (79% vs. 64%). Overall agreement with *if the Stafford area is brought into the UGB, the City should do the planning/regulating for areas near the city* was significantly higher among newer residents of five years or fewer (88%) compared to those who had lived in the city longer (65-67%).

Residents were provided some background information on the Arch Bridge area in West Linn and were asked to what extent they supported or opposed the City continuing to encourage a mixture of uses for the area, including both commercial and residential uses (Q25).



Overall, eight in ten (81%) residents were supportive of this mixed-use approach (strongly/somewhat), with 57% "strongly" in agreement. Only one in ten were opposed (11%).

Demographic Differences: Overall agreement was higher than 60% across all major demographic groups. Overall agreement was higher among women than men (85% vs. 76%), and was even strong (74%) among residents who previously said they were dissatisfied with the job the City does communicating with the public.

Residents were asked—using an open-ended format—to name the single most important issue they felt the West Linn City Council needs to address over the next year (Q26). The top responses are listed below:

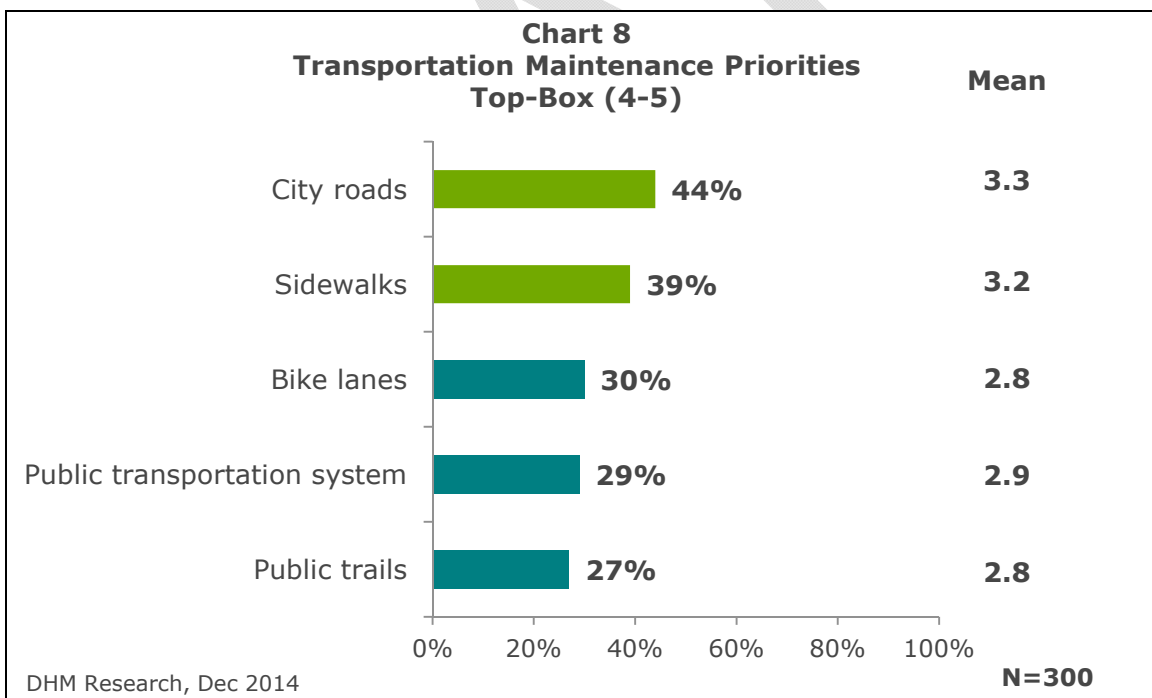
- *Population growth* (10%)
- *Accountability/transparency of West Linn City Council* (9%)
- *Water issues/cost of water* (6%)
- *Road infrastructure* (6%)
- *Better management of tax dollars* (5%)

Responses varied greatly with no real consensus among residents regarding top issues. Two in ten (18%) were unsure.

Demographic Differences: There were no significant demographic differences.

3.6 | Transportation Maintenance Priorities

Residents were read a list of transportation services and were asked to rate the level of maintenance each service needs on a 1 to 5 scale, with 1 meaning that service requires no maintenance and 5 meaning it needs a lot (Q27-31).



Of the five services mentioned, only two were rated past the midpoint of 3.0 on the 1 to 5 scale, indicating these were priorities: *City road* (3.3; “top-box” rating of 44%) and *sidewalks* (3.2; 39%). All other services were rated closer to the “no maintenance needed” end of the spectrum than the “a lot of maintenance needed” end.

Demographic Differences: “Top-box” ratings for *City Roads* were higher among men than women (51% vs. 38%) and among long-term residents of more than 10 years compared to newer residents (49% vs. 28-30%). “Top-box” ratings for *sidewalks* were higher among non-whites than whites (59% vs. 38%). “Top-box” ratings for *public transportation systems* were higher among women than men (37% vs. 20%). “Top-box” ratings for *public trails* were higher among those ages 55+ compared to those 18-54 (37% vs. 21%).

Residents were asked—using an open-ended format—if there were any specific transportation infrastructure problems (either city-wide or in their own neighborhood) that the City of West Linn should be aware of (Q32). The top responses are listed below:

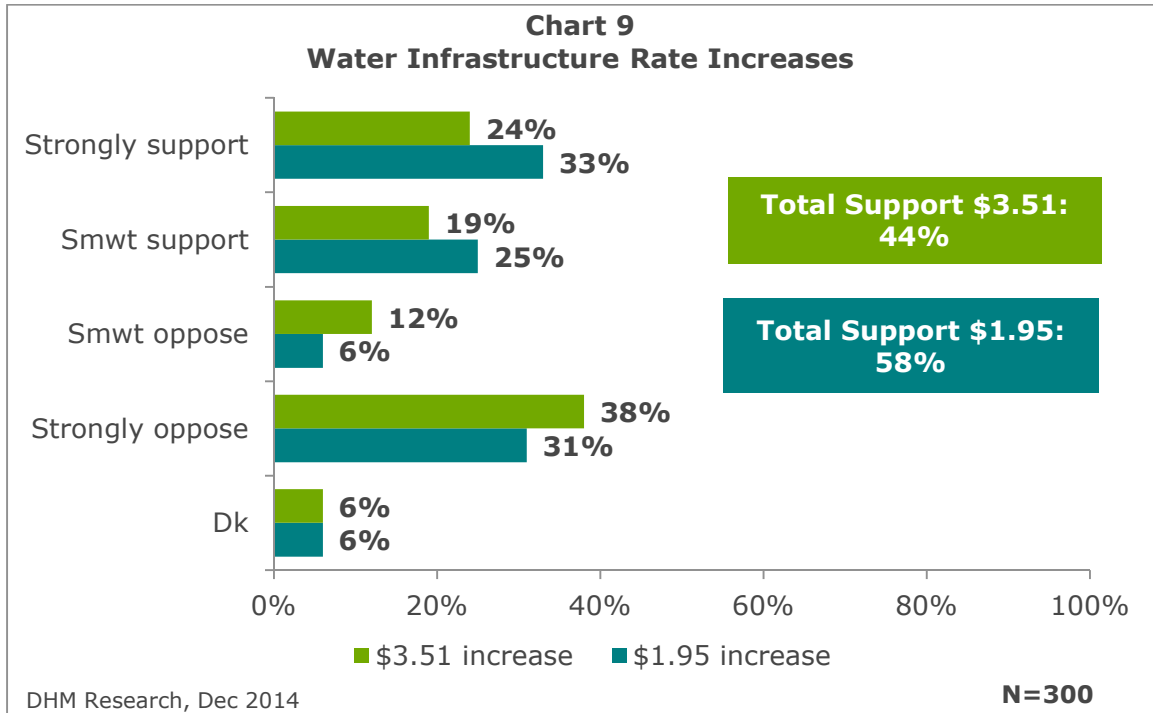
- *Road maintenance (general)* (10%)
- *Need for more sidewalks* (8%)
- *Expand public transportation/bus routes* (6%)
- *Traffic congestion* (6%)
- *Lack of street lights/signs* (5%)

There was no strong consensus around any individual infrastructure problems; however, there were a few general themes that did show up consistently: Road maintenance (whether in general terms or regarding paving Highway 43); public transportation (expanding routes/hours of operation/neighborhoods of operation); and needed road infrastructure (need for more sidewalks/street lights/crosswalks). In other community surveys that DHM has conducted, residents have tended to prioritize maintenance of existing transportation infrastructure to new construction.

Demographic Differences: There were no significant demographic differences.

3.7 | Water Rate Increase

Lastly, residents were read two potential sources of revenue to help maintain the City of West Linn’s water infrastructure and were asked to rate their support or opposition for both (Q33-34). The questions were rotated to avoid positional bias.



Overall support (strongly/somewhat) was higher for the 10% increase (resulting in an average monthly increase of \$1.95 to a family’s water bill) than for the 18% increase (a jump of \$3.51) (58% vs. 44%), with residents also more likely to “strongly” support the smaller increase (33% vs. 24%).

Demographic Differences: Overall support for the smaller increase was higher than 50% across all major demographic groups (with the sole exception of those who have lived in the city for five years or fewer: 47%) and was higher among women than men (62% vs. 53%). Overall support for the larger increase tended to be in the 40-45% range among demographic groups, rarely jumping above 50%.

4. | ANNOTATED QUESTIONNAIRE

West Linn Community Survey
November 2014; N=300; Residents (18+)
Survey length: 15 minutes; Margin of error +/-5.7%
DHM Research

Hello, I'm _____ from DHM Research, a public opinion research company calling on behalf of the City of West Linn. We're conducting a survey among residents to help plan for the future and learn more about citizens' points of view. I am not trying to sell you anything. May I please speak to _____ **(ASK FOR NAME ON LIST. IF UNAVAILABLE, SCHEDULE CALLBACK)**

General Attitudes

1. 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, meaning a very poor place to live, and a "10" is the top of the scale, meaning an excellent place to live.⁶

Response Category	DHM 2014 N=300	DHM 2013 N=300	CFM 2012 N=350	CFM 2010 N=350	CFM 2008 N=350
Top Box (8-10)	84%	85%	85%	80%	78%
Mean	8.4	8.4	NA	NA	NA
Don't know	0%	0%	NA	NA	NA

2. What are some words or phrases that you think best represent or describe the City of West Linn's core values? **(OPEN)**

Response Category	DHM 2014 N=300
Family-oriented	19%
Friendly/involved citizens	16%
Low crime/safe place to live	14%
Quality public schools	8%
Great/nice place to live	7%
Clean/city concerned with the environment	3%
The natural beauty/nature	3%
Comfortable/familiar with the area	3%
Peace and quiet	2%
All other responses	1% or less
Nothing/None	5%
Don't know	12%

⁶ Mean scores and DK responses not available from 2008-2012 results.

Fiber

3. Fiber provides exceptionally fast internet connections. Some communities in the Portland-Metro region have or will have this technology from private companies. There are potentially significant benefits for West Linn’s schools and community centers from this technology. Currently, no private companies have immediate plans to provide fiber in West Linn. Would you say you are very supportive, somewhat supportive, not too supportive, or not at all supportive of the creation of a new, publically-run utility that would provide Fiber to West Linn residents?

Response Category	N=300
Very supportive	21%
Somewhat supportive	28%
Not too supportive	17%
Not at all supportive	15%
Don't know	19%

4. (If not too/not all supportive on Q3) Why is that? (OPEN)

Response Category	N=95
Too much government involvement	20%
Unnecessary/not needed (general)	19%
Unnecessary cost	18%
Need more information	12%
Don't trust the City to manage properly	8%
No benefit for the citizens	2%
It should be privately run	2%
All other responses	1% or less
Nothing/None	1%
Don't know	2%

Communication and Outreach

5. (Ask all) How satisfied are you with the job the City does in communicating with the public: are you very satisfied, somewhat satisfied, not too satisfied, or not at all satisfied?

Response Category	DHM 2014 N=300	DHM 2013 N=300
Very satisfied	27%	18%
Somewhat satisfied	53%	58%
Not too satisfied	9%	11%
Not at all satisfied	7%	7%
Don't know	4%	6%

6. What sources do you use to get information about the City? **(Do not read list; Accept up to 3 responses; Probe for specific answers. IF RESPONSE IS NEWSPAPER/ASK WHICH NEWSPAPER)**

Response Category	DHM 2014 N=300	DHM 2013 N=300
West Linn Tidings	46%	26%
City website	32%	39%
City paper newsletter (included with utility bill)	24%	12%
City email newsletter	23%	7%
Word of mouth	13%	12%
Other media	9%	8%
Oregonian	8%	3%
Google	6%	3%
Newspaper ads	5%	23%
Facebook	4%	6%
Open houses or public meetings	4%	2%
Through community organizations (churches, civic groups, Chamber of Commerce, etc.)	4%	5%
Written materials (posters, postcards)	4%	4%
Neighborhood Associations	2%	4%
Email	2%	0%
All other responses	1% or less	3% or less
Don't know	2%	4%

7. The City of West Linn prints and mails a community newsletter to all city residents each month. The City is considering alternative approaches and wants to know which newsletter option you would prefer: **(Read list; rotate A-C)**

Response Category	N=300
A. Continue to print and mail the newsletter with enhanced or refreshed content to all city residents and businesses on a <u>monthly</u> basis at a cost of \$25,000 a year.	14%
B. Continue to print and mail the newsletter with enhanced or refreshed content to all city residents and businesses on a <u>quarterly</u> basis at a cost of \$8,500 a year.	40%
C. Not print and mail the newsletter and instead rely on social media and online tools.	41%
Don't know	4%

Provision of Services

Now I want you to rate the quality of some 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. **(RANDOMIZE Q8-18)**⁷

Response Category		Top Box (8-10)	Mean	Don't Know
8. Growth management		23%	5.7	11%
	CFM 2012	29%	NA	NA
	CFM 2008	23%	NA	NA
9. Street maintenance		36%	6.4	2%
	CFM 2012	39%	NA	NA
	CFM 2008	30%	NA	NA
10. Library services		80%	8.7	7%
	CFM 2012	71%	NA	NA
	CFM 2008	63%	NA	NA
11. Parks		75%	8.3	2%
	CFM 2012	73%	NA	NA
	CFM 2008	62%	NA	NA
12. Recreational programs		45%	7.2	11%
	CFM 2012	40%	NA	NA
	CFM 2008	37%	NA	NA
13. Economic development		24%	6.0	13%
	CFM 2012	19%	NA	NA
	CFM 2008	26%	NA	NA
14. Police & public safety services		74%	8.0	3%
	CFM 2012	73%	NA	NA
	CFM 2008	61%	NA	NA
15. Financial management ⁸		21%	5.8	21%
	CFM 2012	23%	NA	NA
16. Water services ⁹		59%	7.5	2%
	CFM 2012	69%	NA	NA
17. Sewer services, such as street drainage ¹⁰		59%	7.4	2%
	CFM 2012	65%	NA	NA
18. Trails, bike and pedestrian access ¹¹		48%	7.2	5%

⁷ Mean scores and DK responses not available from 2008 and 2012 results.

⁸ Results unavailable from 2008.

⁹ Results unavailable from 2008.

¹⁰ Results unavailable from 2008.

¹¹ Results unavailable from 2008 and 2012.

Resources and Development

Next, I'd like to read some statements about the City of West Linn. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following. **(RANDOMIZE Q19-24)**

Response Category	Strong agree	Smwt agree	Smwt disagree	Strong disagree	Don't Know
19. The City of West Linn does a good job of protecting trees and the natural environment	54%	36%	3%	5%	2%
CFM 2012	86%		10%		4%
20. The City of West Linn makes efficient use of tax dollars	10%	50%	14%	13%	13%
CFM 2012	55%		27%		8%
21. The City of West Linn keeps its promises to voters	10%	51%	10%	13%	16%
CFM 2012	57%		21%		22%
22. The City of West Linn should engage in more sustainable environmental practices	35%	38%	12%	7%	7%
CFM 2012	84%		13%		3%
23. The City of West Linn should actively encourage economic development in existing commercial areas in the city ¹²	46%	35%	9%	7%	2%
CFM 2012	90%		NA		NA
24. If the Stafford area is brought inside the Urban Growth Boundary, the City of West Linn should be responsible for planning and regulating development in areas near the city	41%	28%	8%	11%	12%
CFM 2012	66%		19%		15%

25. I'd like to ask you about the area near the Oregon City arch bridge--along the Willamette River--which is viewed by many as a gateway to West Linn. This area is currently zoned by the City as both industrial and commercial property. Do you agree or disagree that the City should continue to encourage a mix of uses for this area, including both commercial and residential uses, such as a public plaza, housing, and access to parks and trails?

Response Category	N=300
Strongly agree	57%
Somewhat agree	24%
Somewhat disagree	3%
Strongly disagree	8%
Don't know	8%

¹² Disagree and DK responses not available from 2012.

26. What do you believe is the single most important issue West Linn’s City Council needs to address over the next year? **(OPEN; CLARIFY ONE RESPONSE)**

Response Category	N=300
Population growth	10%
Accountability/transparency of West Linn City Council	9%
Water issues/cost of water	6%
Road infrastructure	6%
Better management of tax dollars	5%
Economic development/attracting more businesses	4%
Lower taxes	4%
Maintain quality of life	3%
Traffic congestion	3%
Provide recreational areas/community centers	3%
More bike paths/maintain current bike paths	3%
All other responses	2% or less
None/Nothing	1%
Don't know	18%

Transportation & Infrastructure Priorities

The City of West Linn wants to address transportation improvements in a cost-effective manner. Using a scale of “1” to “5,” where “1” means that service needs no maintenance and “5” means it needs a lot of maintenance, how would you rate the following transportation services in your neighborhood? **(Randomize Q27-31)**

Response Category	Top Box (4+5)	Mean	Don't Know
27. Sidewalks	39%	3.2	7%
28. Bike lanes	30%	2.8	11%
29. Public transportation systems	29%	2.9	13%
30. Public trails	27%	2.8	6%
31. City roads	44%	3.3	1%

32. Are there any specific transportation infrastructure problems in the City of West Linn that the City should be aware of? This could be specific to your neighborhood or a city-wide concern.

Response Category	N=300
Road maintenance (general)	10%
Need for more sidewalks	8%
Expand public transportation/bus routes	6%
Traffic congestion	6%
Lack of street lights/signs	5%
Need for more bike lanes/trails	4%
Need for more crosswalks	4%
Improve/repave Highway 43	3%
Extend bus hours of operation	2%
Citizens need to obey street laws/rules	2%
Increase transportation services up the hill	2%
No public transportation services in my neighborhood	2%
All other responses	1% or less
Nothing/None	30%
Don't know	8%

Water Infrastructure (Rotate Q33-Q34)

The City of West Linn is looking at potential sources of revenue to help maintain its aging water infrastructure. I'd like to ask your opinion of two of those potential sources today.

33. Would you support or oppose a one-time increase of 10% to the City's water rate, which would result in an increase of \$1.95 to the average family's monthly water bill? This would allow the City to continue current water services and to partially address the backlog of needed infrastructure maintenance projects, like replacement of asbestos-coated and aging pipes.

Response Category	N=300
Strongly support	33%
Somewhat support	25%
Somewhat oppose	6%
Strongly oppose	31%
Don't know	6%

34. Would you support or oppose a one-time increase of 18% to the City's water rate, which would result in an increase of \$3.51 to the average family's monthly water bill? This would allow the City to continue current water services and to fully address the backlog of needed infrastructure maintenance projects, like replacement of asbestos-coated and aging pipes.

Response Category	N=300
Strongly support	24%
Somewhat support	19%
Somewhat oppose	12%
Strongly oppose	38%
Don't know	6%

Demographics

The following questions are for statistical purposes only. Remember, no identifying information will be associated with any of your responses to this survey.

35. Gender

Response Category	N=300
Male	47%
Female	53%

36. Age

Response Category	N=300
18-54	63%
55+	37%

37. What is the highest level of education that you have completed?

Response Category	N=300
High school diploma or less	8%
Some college	21%
College degree	45%
Graduate/professional school	23%
Refused	3%

38. How long have you lived in the city of West Linn?

Response Category	N=300
0-5 years	9%
6-10 years	19%
11-15 years	23%
More than 15 years	48%
Refused	1%

39. Do any children under age 18 live in your home?

Response Category	N=300
Yes	34%
No	65%
Refused	1%

40. Which of the following best describes your ethnicity?

Response Category	N=300
White/Caucasian	83%
Hispanic/Latino	3%
African American/Black	0%
Asian/Pacific Islander	0%
Native American/American Indian	0%
Other	5%
Refused	8%

41. **(Ask all)** Can you tell me what neighborhood association you belong to? If you are unsure please let me know. **(Allow one response; DO NOT READ LIST)**

Response Category	N=300
Bolton	13%
Hidden springs	13%
Robinwood	12%
Sunset	7%
Marylhurst	4%
Rosemont Summit	3%
Savanna Oaks	3%
Parker Crest	2%
Sunburst	2%
Skyline Ridge	1%
Willamette	1%
Cascade Summit	1%
BHT	0%
Don't belong to an association	11%
Other	8%
Don't know/Refused	20%

42. **(If response other than don't know/refused on Q41)** Would you say you are very confident, somewhat confident, not too confident, or not at all confident that **(answer to Q41)** is your neighborhood association?

Response Category	N=240
Very confident	77%
Somewhat confident	15%
Not too confident	6%
Not at all confident	0%
Don't know	1%

DRAFT

West Linn Community Survey
November 2014; N=300; Residents (18+)
Survey length: 15 minutes; Margin of error +/-5.7%
DHM Research

Hello, I'm _____ from DHM Research, a public opinion research company calling on behalf of the City of West Linn. We're conducting a survey among residents to help plan for the future and learn more about citizens' points of view. I am not trying to sell you anything. May I please speak to _____ **(ASK FOR NAME ON LIST. IF UNAVAILABLE, SCHEDULE CALLBACK)**

General Attitudes

1. 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, meaning a very poor place to live, and a "10" is the top of the scale, meaning an excellent place to live.¹

Response Category	DHM 2014 N=300	DHM 2013 N=300	CFM 2012 N=350	CFM 2010 N=350	CFM 2008 N=350
Top Box (8-10)	84%	85%	85%	80%	78%
Mean	8.4	8.4	NA	NA	NA
Don't know	0%	0%	NA	NA	NA

2. What are some words or phrases that you think best represent or describe the City of West Linn's core values? **(OPEN)**

Response Category	DHM 2014 N=300
Family-oriented	19%
Friendly/involved citizens	16%
Low crime/safe place to live	14%
Quality public schools	8%
Great/nice place to live	7%
Clean/city concerned with the environment	3%
The natural beauty/nature	3%
Comfortable/familiar with the area	3%
Peace and quiet	2%
All other responses	1% or less
Nothing/None	5%
Don't know	12%

¹ Mean scores and DK responses not available from 2008-2012 results.

Fiber in West Linn

3. Fiber provides exceptionally fast internet connections. Some communities in the Portland-Metro region have or will have this technology from private companies. There are potentially significant benefits for West Linn’s schools and community centers from this technology. Currently, no private companies have immediate plans to provide fiber in West Linn. Would you say you are very supportive, somewhat supportive, not too supportive, or not at all supportive of the creation of a new, publically-run utility that would provide Fiber to West Linn residents?

Response Category	N=300
Very supportive	21%
Somewhat supportive	28%
Not too supportive	17%
Not at all supportive	15%
Don’t know	19%

4. **(If not too/not all supportive on Q3) Why is that? (OPEN)**

Response Category	N=95
Too much government involvement	20%
Unnecessary/not needed (general)	19%
Unnecessary cost	18%
Need more information	12%
Don’t trust the City to manage properly	8%
No benefit for the citizens	2%
It should be privately run	2%
All other responses	1% or less
Nothing/None	1%
Don’t know	2%

Communication and Outreach

5. **(Ask all)** How satisfied are you with the job the City does in communicating with the public: are you very satisfied, somewhat satisfied, not too satisfied, or not at all satisfied?

Response Category	DHM 2014 N=300	DHM 2013 N=300
Very satisfied	27%	18%
Somewhat satisfied	53%	58%
Not too satisfied	9%	11%
Not at all satisfied	7%	7%
Don’t know	4%	6%

6. What sources do you use to get information about the City? **(Do not read list; Accept up to 3 responses; Probe for specific answers. IF RESPONSE IS NEWSPAPER/ASK WHICH NEWSPAPER)**

Response Category	DHM 2014 N=300	DHM 2013 N=300
West Linn Tidings	46%	26%
City website	32%	39%
City paper newsletter (included with utility bill)	24%	12%
City email newsletter	23%	7%
Word of mouth	13%	12%
Other media	9%	8%
Oregonian	8%	3%
Google	6%	3%
Newspaper ads	5%	23%
Facebook	4%	6%
Open houses or public meetings	4%	2%
Through community organizations (churches, civic groups, Chamber of Commerce, etc.)	4%	5%
Written materials (posters, postcards)	4%	4%
Neighborhood Associations	2%	4%
Email	2%	0%
All other responses	1% or less	3% or less
Don't know	2%	4%

7. The City of West Linn prints and mails a community newsletter to all city residents each month. The City is considering alternative approaches and wants to know which newsletter option you would prefer: **(Read list; rotate A-C)**

Response Category	N=300
A. Continue to print and mail the newsletter with enhanced or refreshed content to all city residents and businesses on a <u>monthly</u> basis at a cost of \$25,000 a year.	14%
B. Continue to print and mail the newsletter with enhanced or refreshed content to all city residents and businesses on a <u>quarterly</u> basis at a cost of \$8,500 a year.	40%
C. Not print and mail the newsletter and instead rely on social media and online tools.	41%
Don't know	4%

Provision of Services

Now I want you to rate the quality of some 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. **(RANDOMIZE Q8-18)**²

Response Category		Top Box (8-10)	Mean	Don't Know
8. Growth management		23%	5.7	11%
	CFM 2012	29%	NA	NA
	CFM 2008	23%	NA	NA
9. Street maintenance		36%	6.4	2%
	CFM 2012	39%	NA	NA
	CFM 2008	30%	NA	NA
10. Library services		80%	8.7	7%
	CFM 2012	71%	NA	NA
	CFM 2008	63%	NA	NA
11. Parks		75%	8.3	2%
	CFM 2012	73%	NA	NA
	CFM 2008	62%	NA	NA
12. Recreational programs		45%	7.2	11%
	CFM 2012	40%	NA	NA
	CFM 2008	37%	NA	NA
13. Economic development		24%	6.0	13%
	CFM 2012	19%	NA	NA
	CFM 2008	26%	NA	NA
14. Police & public safety services		74%	8.0	3%
	CFM 2012	73%	NA	NA
	CFM 2008	61%	NA	NA
15. Financial management ³		21%	5.8	21%
	CFM 2012	23%	NA	NA
16. Water services ⁴		59%	7.5	2%
	CFM 2012	69%	NA	NA
17. Sewer services, such as street drainage ⁵		59%	7.4	2%
	CFM 2012	65%	NA	NA
18. Trails, bike and pedestrian access ⁶		48%	7.2	5%

² Mean scores and DK responses not available from 2008 and 2012 results.

³ Results unavailable from 2008.

⁴ Results unavailable from 2008.

⁵ Results unavailable from 2008.

⁶ Results unavailable from 2008 and 2012.

Resources and Development

Next, I'd like to read some statements about the City of West Linn. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following. **(RANDOMIZE Q19-24)**

Response Category	Strong agree	Smwt agree	Smwt disagree	Strong disagree	Don't Know
19. The City of West Linn does a good job of protecting trees and the natural environment	54%	36%	3%	5%	2%
CFM 2012	86%		10%		4%
20. The City of West Linn makes efficient use of tax dollars	10%	50%	14%	13%	13%
CFM 2012	55%		27%		8%
21. The City of West Linn keeps its promises to voters	10%	51%	10%	13%	16%
CFM 2012	57%		21%		22%
22. The City of West Linn should engage in more sustainable environmental practices	35%	38%	12%	7%	7%
CFM 2012	84%		13%		3%
23. The City of West Linn should actively encourage economic development in existing commercial areas in the city ⁷	46%	35%	9%	7%	2%
CFM 2012	90%		NA		NA
24. If the Stafford area is brought inside the Urban Growth Boundary, the City of West Linn should be responsible for planning and regulating development in areas near the city	41%	28%	8%	11%	12%
CFM 2012	66%		19%		15%

25. I'd like to ask you about the area near the Oregon City arch bridge--along the Willamette River--which is viewed by many as a gateway to West Linn. This area is currently zoned by the City as both industrial and commercial property. Do you agree or disagree that the City should continue to encourage a mix of uses for this area, including both commercial and residential uses, such as a public plaza, housing, and access to parks and trails?

Response Category	N=300
Strongly agree	57%
Somewhat agree	24%
Somewhat disagree	3%
Strongly disagree	8%
Don't know	8%

⁷ Disagree and DK responses not available from 2012.

26. What do you believe is the single most important issue West Linn’s City Council needs to address over the next year? **(OPEN; CLARIFY ONE RESPONSE)**

Response Category	N=300
Population growth	10%
Accountability/transparency of West Linn City Council	9%
Water issues/cost of water	6%
Road infrastructure	6%
Better management of tax dollars	5%
Economic development/attracting more businesses	4%
Lower taxes	4%
Maintain quality of life	3%
Traffic congestion	3%
Provide recreational areas/community centers	3%
More bike paths/maintain current bike paths	3%
All other responses	2% or less
None/Nothing	1%
Don't know	18%

Transportation & Infrastructure Priorities

The City of West Linn wants to address transportation improvements in a cost-effective manner. Using a scale of “1” to “5,” where “1” means that service needs no maintenance and “5” means it needs a lot of maintenance, how would you rate the following transportation services in your neighborhood? **(Randomize Q27-31)**

Response Category	Top Box (4+5)	Mean	Don't Know
27. Sidewalks	39%	3.2	7%
28. Bike lanes	30%	2.8	11%
29. Public transportation systems	29%	2.9	13%
30. Public trails	27%	2.8	6%
31. City roads	44%	3.3	1%

32. Are there any specific transportation infrastructure problems in the City of West Linn that the City should be aware of? This could be specific to your neighborhood or a city-wide concern.

Response Category	N=300
Road maintenance (general)	10%
Need for more sidewalks	8%
Expand public transportation/bus routes	6%
Traffic congestion	6%
Lack of street lights/signs	5%
Need for more bike lanes/trails	4%
Need for more crosswalks	4%
Improve/repave Highway 43	3%
Extend bus hours of operation	2%
Citizens need to obey street laws/rules	2%
Increase transportation services up the hill	2%
No public transportation services in my neighborhood	2%
All other responses	1% or less
Nothing/None	30%
Don't know	8%

Water Infrastructure (Rotate Q33-Q34)

The City of West Linn is looking at potential sources of revenue to help maintain its aging water infrastructure. I'd like to ask your opinion of two of those potential sources today.

33. Would you support or oppose a one-time increase of 10% to the City's water rate, which would result in an increase of \$1.95 to the average family's monthly water bill? This would allow the City to continue current water services and to partially address the backlog of needed infrastructure maintenance projects, like replacement of asbestos-coated and aging pipes.

Response Category	N=300
Strongly support	33%
Somewhat support	25%
Somewhat oppose	6%
Strongly oppose	31%
Don't know	6%

34. Would you support or oppose a one-time increase of 18% to the City's water rate, which would result in an increase of \$3.51 to the average family's monthly water bill? This would allow the City to continue current water services and to fully address the backlog of needed infrastructure maintenance projects, like replacement of asbestos-coated and aging pipes.

Response Category	N=300
Strongly support	24%
Somewhat support	19%
Somewhat oppose	12%
Strongly oppose	38%
Don't know	6%

Demographics

The following questions are for statistical purposes only. Remember, no identifying information will be associated with any of your responses to this survey.

35. Gender

Response Category	N=300
Male	47%
Female	53%

36. Age

Response Category	N=300
18-54	63%
55+	37%

37. What is the highest level of education that you have completed?

Response Category	N=300
High school diploma or less	8%
Some college	21%
College degree	45%
Graduate/professional school	23%
Refused	3%

38. How long have you lived in the city of West Linn?

Response Category	N=300
0-5 years	9%
6-10 years	19%
11-15 years	23%
More than 15 years	48%
Refused	1%

39. Do any children under age 18 live in your home?

Response Category	N=300
Yes	34%
No	65%
Refused	1%

40. Which of the following best describes your ethnicity?

Response Category	N=300
White/Caucasian	83%
Hispanic/Latino	3%
African American/Black	0%
Asian/Pacific Islander	0%
Native American/American Indian	0%
Other	5%
Refused	8%

41. **(Ask all)** Can you tell me what neighborhood association you belong to? If you are unsure please let me know. **(Allow one response; DO NOT READ LIST)**

Response Category	N=300
Bolton	13%
Hidden springs	13%
Robinwood	12%
Sunset	7%
Marylhurst	4%
Rosemont Summit	3%
Savanna Oaks	3%
Parker Crest	2%
Sunburst	2%
Skyline Ridge	1%
Willamette	1%
Cascade Summit	1%
BHT	0%
Don't belong to an association	11%
Other	8%
Don't know/Refused	20%

42. **(If response other than don't know/refused on Q41)** Would you say you are very confident, somewhat confident, not too confident, or not at all confident that **(answer to Q41)** is your neighborhood association?

Response Category	N=240
Very confident	77%
Somewhat confident	15%
Not too confident	6%
Not at all confident	0%
Don't know	1%