



# WEST LINN UPDATE

February 2015

## You talked, we listened:

Davis, Hibbitts & Midghall, Inc. (DHM Research) conducted a telephone survey and online survey of residents in West Linn. The objective was to determine public preferences and opinions regarding City services. DHM Research conducted a telephone survey of 300 residents, and a Web survey of 700 residents. Here are some of the top findings from the surveys:



### 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.
- 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*.
- 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).
- 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).

Continued on page 2

## Let’s photograph transportation!

We would like you to use your smartphones or digital cameras and take some photos in West Linn. Please remember to be safe, stay out of traffic and do not take pictures while driving.

### Sidewalks/paths/trails:

1. Where is your favorite pathway in West Linn for walking or hiking or just getting to and from the store or school?
2. Where in West Linn could our sidewalks use a little help or where you think we need to put in a sidewalk, path or trail?

### Bike routes:

1. If you ride a bicycle, what is your favorite route where you feel safest?
2. Where in the city could we improve or add bike lanes or routes?

### Public transit:

1. If you take the bus, send us a photo of your bus stop.
2. Where would you like us to add a bus route and/or stop in West Linn?

### Automobiles:

1. Where is your favorite street in West Linn?
2. Where is the worst part of your daily commute or driving route?

Email your photos to Citizen Engagement Coordinator Lori Hall at [lhall@westlinnoregon.gov](mailto:lhall@westlinnoregon.gov) with a few words describing the photos and the locations. Choose whichever categories speak to you and send them in by Feb. 28. Your photos will provide us information as we update our Transportation Systems Plan.

The Transportation System Plan (TSP) provides the framework for transportation improvements for through 2030. The plan addresses anticipated pedestrian, bicycle, mass transit and motor vehicle needs establishing the capital improvements and capital maintenance plans for the transportation network. The TSP was last updated in 2008. This new update will plan through the year 2040. For more information about the TSP, visit [westlinnoregon.gov/publicworks/transportation-system-plan-2008](http://westlinnoregon.gov/publicworks/transportation-system-plan-2008).



Continued from page 1

- 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.

#### Residents appeared to show strong support for the City taking a prominent role in various economic development initiatives in the region.

- Among a series of statements about the City of West Linn, the following statement received a high 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).
- 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).

#### Recommendations from DHM

- 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.

Want to review all survey findings? Read the full report at [westlinnoregon.gov/citycouncil/2014-community-survey-results](http://westlinnoregon.gov/citycouncil/2014-community-survey-results)



## Library Family Trivia Night

Monday, February 2, 2015 - 6:30pm

This event was rescheduled from January 12.

Families, show us what you know! You'll need the combined knowledge of grade school-age kids and their parents to win the Grand Prize. Teams will consist of 6-8 people. Join forces with another family to double your fun! Trivia + prizes + free refreshments = family FUN!

## City of West Linn Hires Doug Erickson as New Library Director

Mr. Erickson joins West Linn staff after 24 years with Lewis & Clark College



City Manager Chris Jordan announced that he has hired Doug Erickson to lead the West Linn Public Library, effective February 8. Mr. Erickson is the Associate Library Director for Lewis & Clark College, and he is the board chair for the West Linn Public Library Advisory Board. He is the founder and director of Berberis Press and Oregon Poetic Voices. When Mr. Erickson assumes the Library Director position, he will step down from his appointed position on the Library Advisory Board. Previously, Mr. Erickson served as the chair of the Mountain Writer Series, as past president of the Northwest Area Archivists Association, and past president of the Lewis and Clark Trail Heritage Foundation's Oregon Chapter. He has also coauthored several books, including *William Stafford, an Exhibit and Bibliography*; *The Literature of Lewis & Clark: A Bibliography and Essays*; and *William Stafford: An Annotated Bibliography*.

"I am pleased to welcome Doug to the West Linn team," said Chris Jordan. "Doug brings a wealth of library knowledge, management skills, and a true passion for the West Linn community. I couldn't be more pleased with this hire." The West Linn Public Library is a vibrant and vital part of life in West Linn. Positioned to meet the educational, informational, cultural and recreational interests of the public, the library provides free and open access to a wide variety of materials and programs.

Since opening its doors in 1939 with a collection of 350 books and two magazine subscriptions, the West Linn Public Library has grown with the West Linn community and is now a welcoming 28,000 square foot facility with two public meeting rooms, a public art gallery, two computer labs and wireless access throughout the building. Quick facts: 18,148 registered borrowers, 115,584 items in the collection, 172 periodical subscriptions, and 653,925 items checked out (as of July 1, 2014).



West Linn Sustainability  
Printed on Recycled Paper

22500 Salamo Road  
West Linn Oregon 97068  
ph: 503 657-0331 fx: 503 650-9041

<http://WestLinnOregon.gov>

