

2015 COMMUNITY ATTITUDES SURVEY

**Presentation to Tigard City Council
December 15, 2015**



Riley Research Associates

SURVEY OVERVIEW

- ❑ Community attitudes survey of Tigard residents, designed to gather feedback on priorities and preferences for City issues
- ❑ Questionnaire updated and developed by RRA and Tigard, with final approval from Tigard
- ❑ Survey conducted by phone and online in order to hear from a large, representative sample of residents
 - Both survey modes offered in Spanish

SURVEY OVERVIEW

- ❑ Scientific telephone survey of 403 residents
 - Conducted by local, in-house interviewers
 - Demographic quotas established to be representative of residents in regards to age, gender, and Hispanic ethnicity
 - Cell phones and landlines included
- ❑ Online survey of 535 qualified residents
 - Tigard conducted outreach to residents through various online mailings
 - RRA programmed and managed the survey

PRESENTATION

- ❑ Results of only the scientific telephone survey included
- ❑ In general: Respondents of the online survey rated aspects slightly lower than telephone respondents, although priorities tended to be comparable.

SOME KEY FINDINGS FROM 2015 SURVEY

- ❑ Overall, residents still find Tigard to be a good place to live, nearly identical to findings in past years.
- ❑ Traffic congestion remains the top issue residents would like City Council to address in the coming year, similar to past years.
- ❑ While four-in-ten residents said they are familiar with the Strategic Plan, there is a high level of support for the strategies to improve pedestrian safety and walkability in Tigard that promote the strategic vision.

LIVABILITY

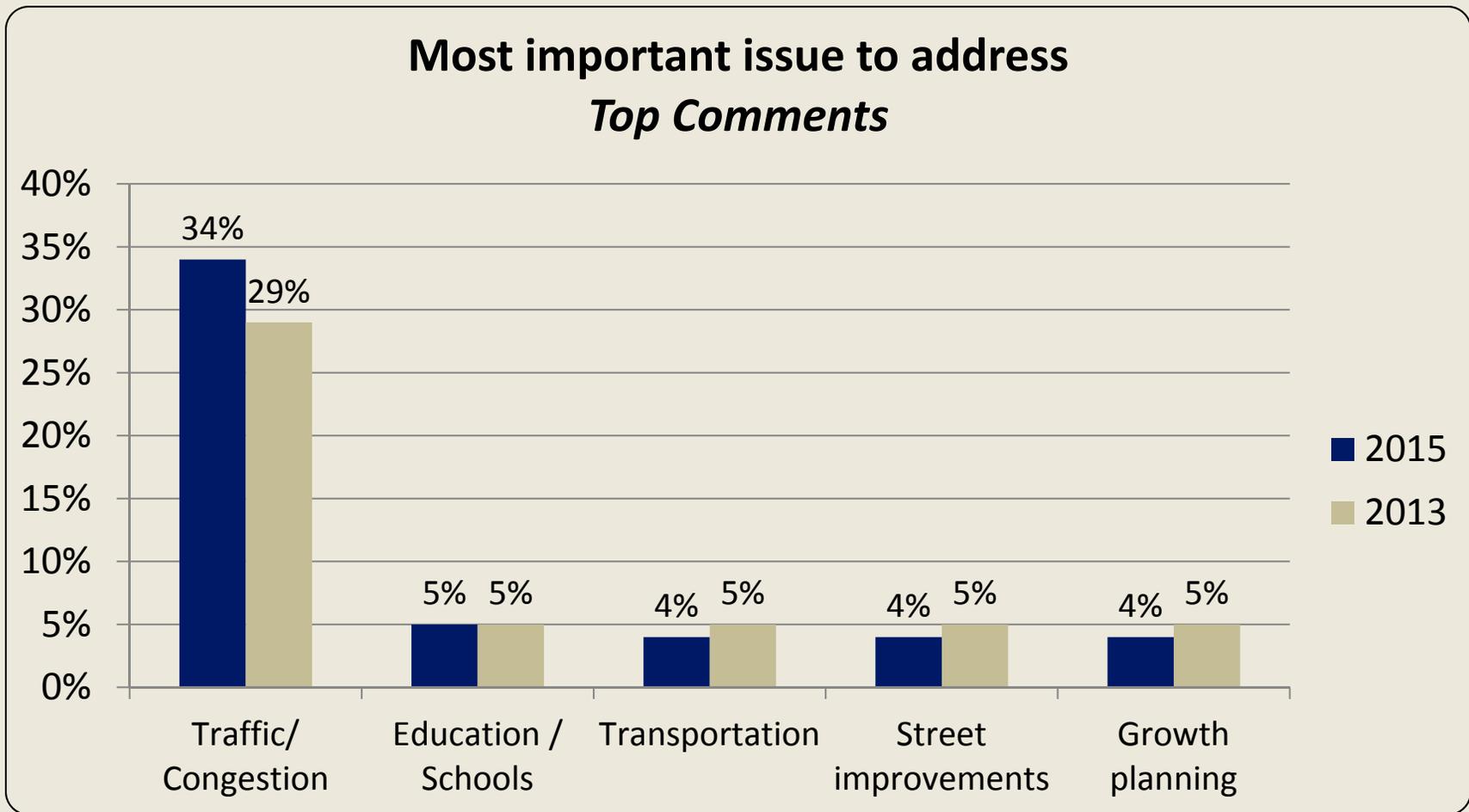
HOW DO YOU RATE TIGARD AS A PLACE TO LIVE?

Scale of 0-10 where "10" is an "Excellent place to live."



SINGLE MOST IMPORTANT ISSUE FOR CITY COUNCIL?

Unaided, multiple responses



COMMUNITY & RECREATION CENTER

HOW DID YOU VOTE ON THE BALLOT MEASURE FOR A NEW COMMUNITY AND RECREATION CENTER (34-241)?

Supported: 29% of respondents

- Primary reasons why they voted to support the measure (34-241):
 - Good for the community (38%)
 - Tigard needs a place for kids (20%)
 - Combined community and rec center program (18%)
 - Residents want/need one (16%)

(Continued)

HOW DID YOU VOTE FOR THE BALLOT MEASURE FOR A NEW COMMUNITY AND RECREATION CENTER?

Opposed: 26% of respondents

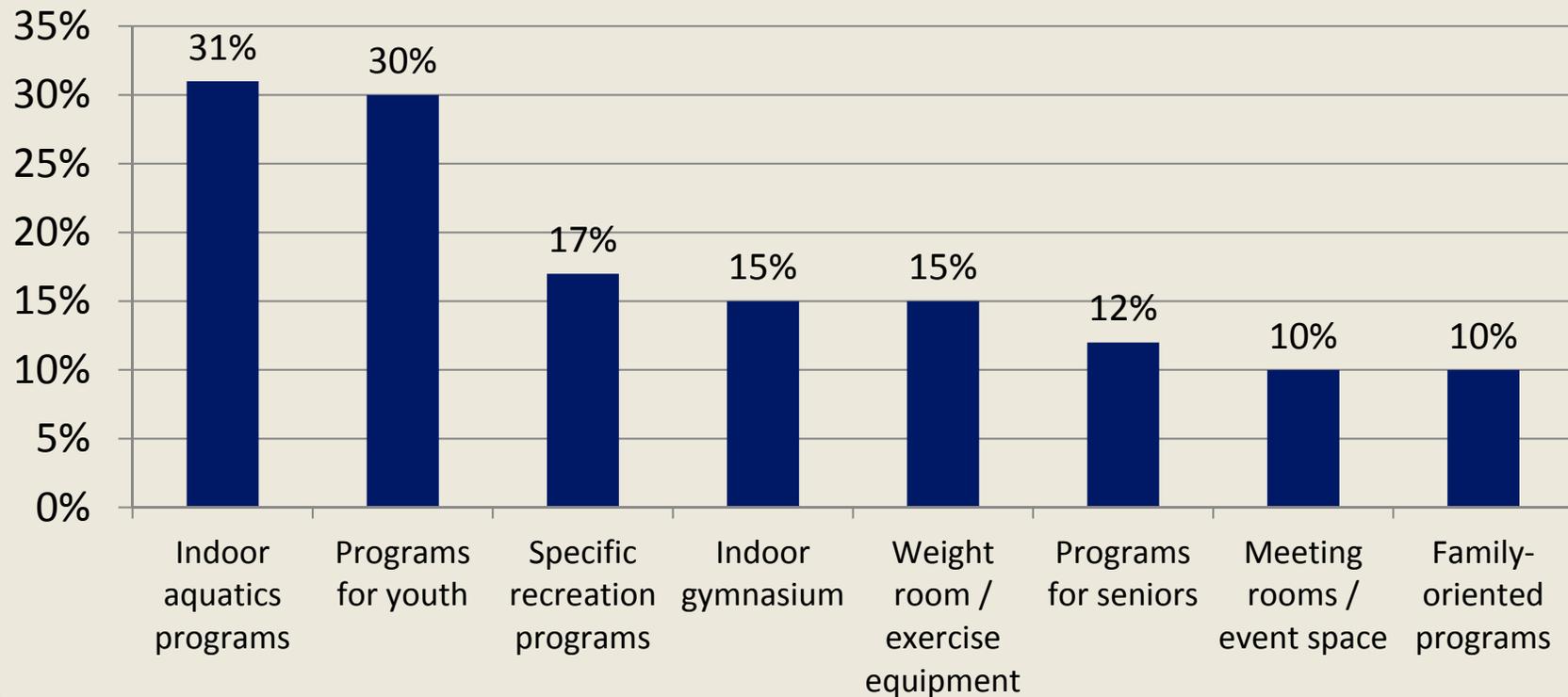
- Primary reasons why they voted to oppose the measure:
 - Cost (35%)
 - Insufficient information (28%)
 - Taxes are already too high (27%)
 - Questions about the operating agreement with YMCA (20%)

Preferred not to say/Did not vote: 44% of respondents

AMENITIES, FACILITIES, PROGRAMS, SERVICES IMPORTANT TO INCLUDE IN NEW CENTER

Unaided, multiple responses

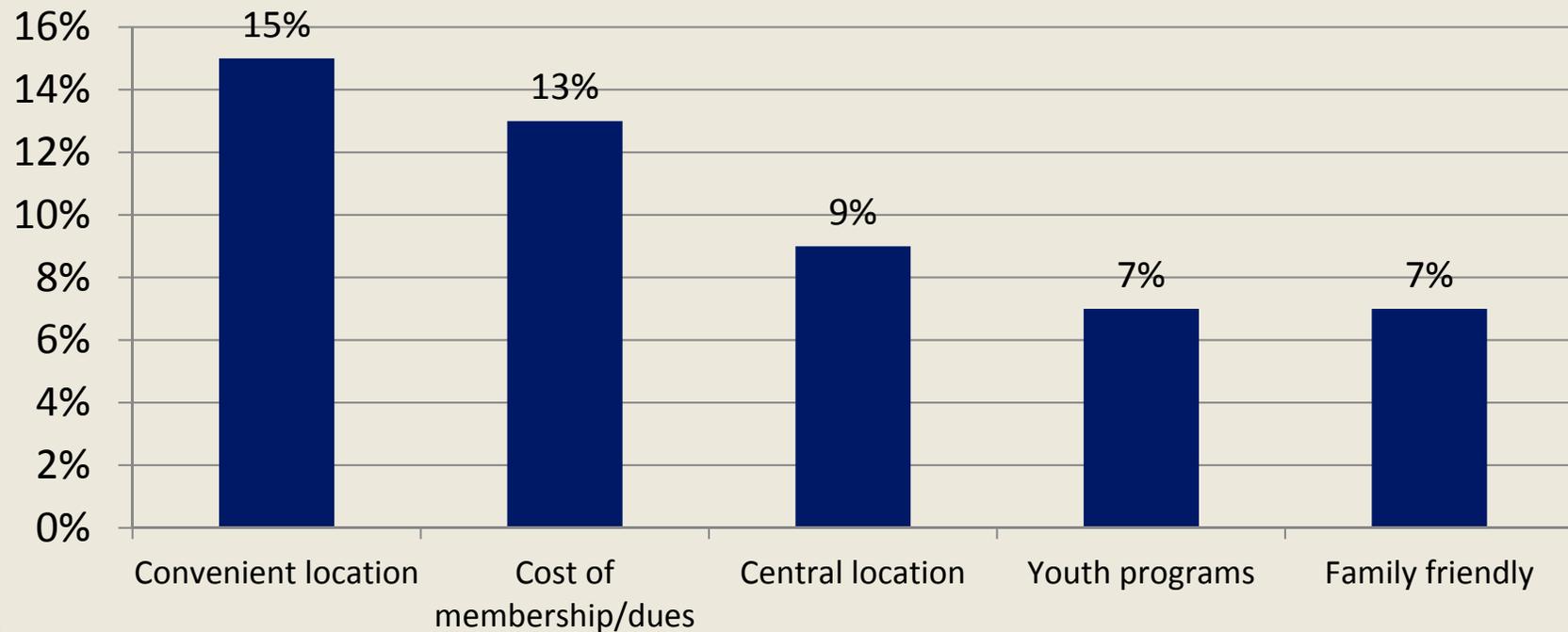
Important features to include if new center considered *Top Comments*



WHAT OTHER FEATURES WOULD INCREASE LIKELIHOOD OF USING OR SUPPORTING A CENTER?

Unaided, multiple responses

Other features that would increase likelihood of using or supporting a proposed center *Top Comments*

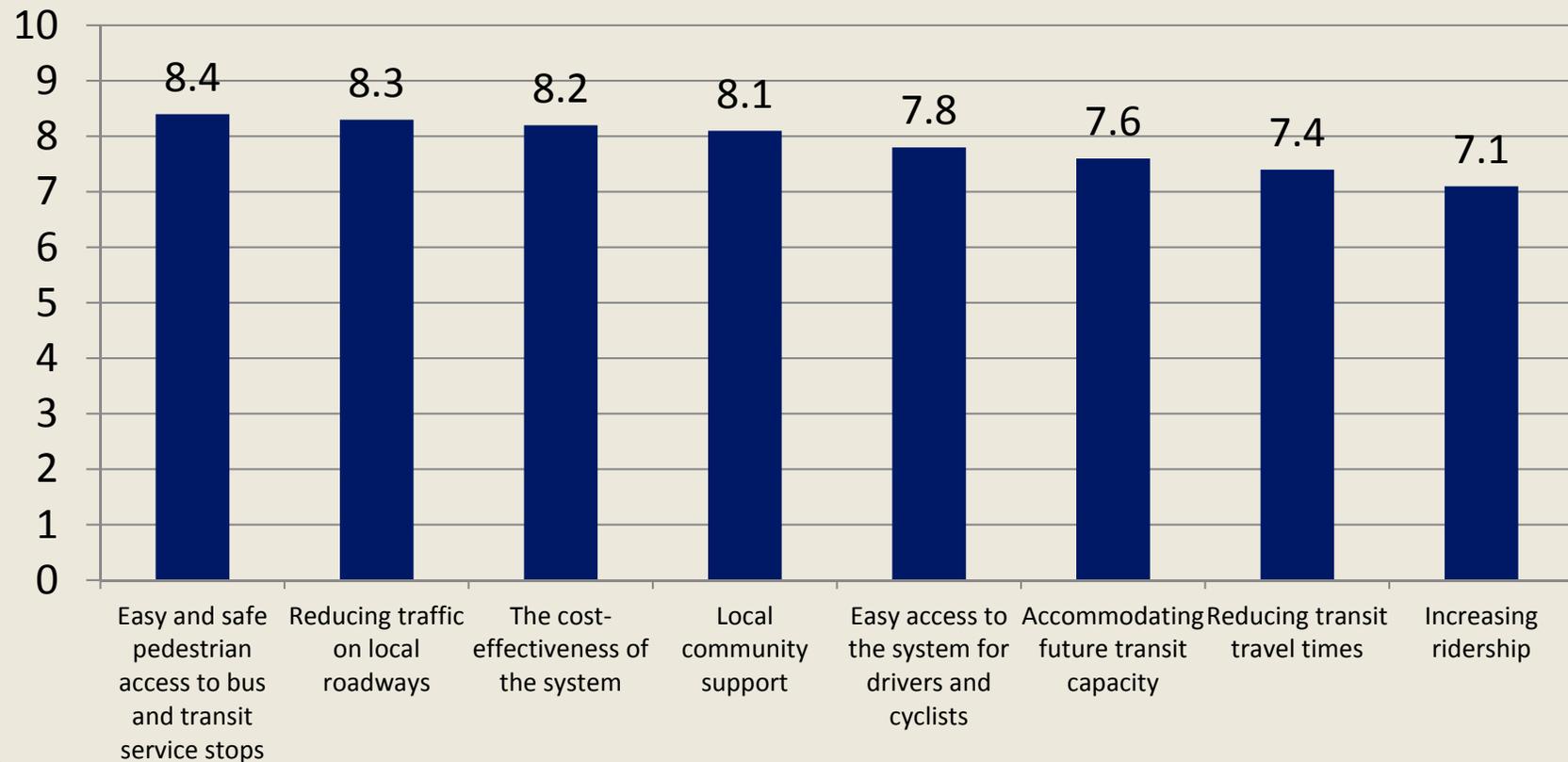


TRANSIT & TRANSPORTATION

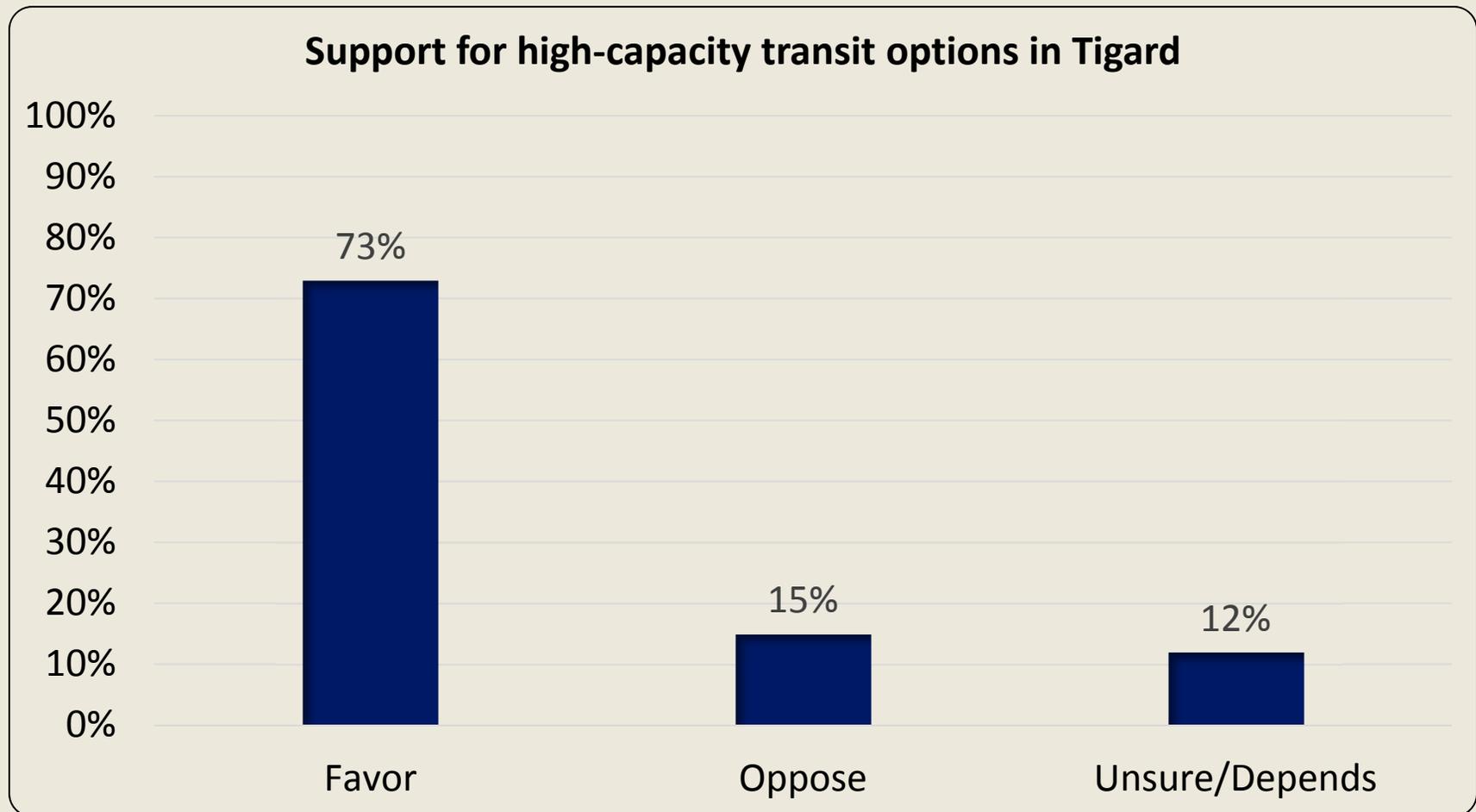
IMPORTANCE OF FACTORS RELATED TO CONNECTING TIGARD WITH OTHER AREAS

Scale of 0-10 where "10" is "Extremely important."

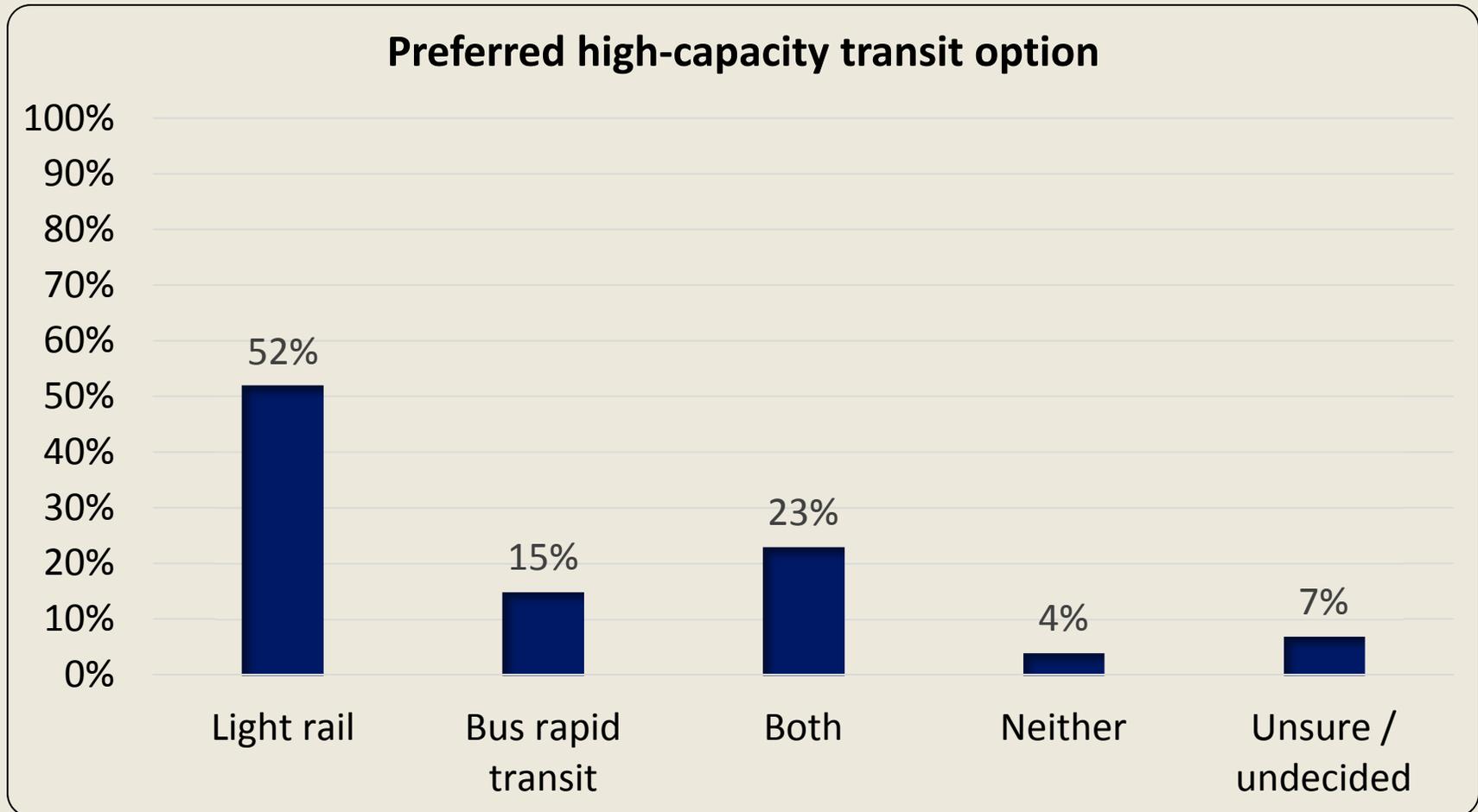
Mean Importance Ratings



DO YOU FAVOR OR OPPOSE HIGH-CAPACITY TRANSIT OPTIONS TO CONNECT TIGARD TO PORTLAND AND OTHER PARTS OF WASHINGTON COUNTY?



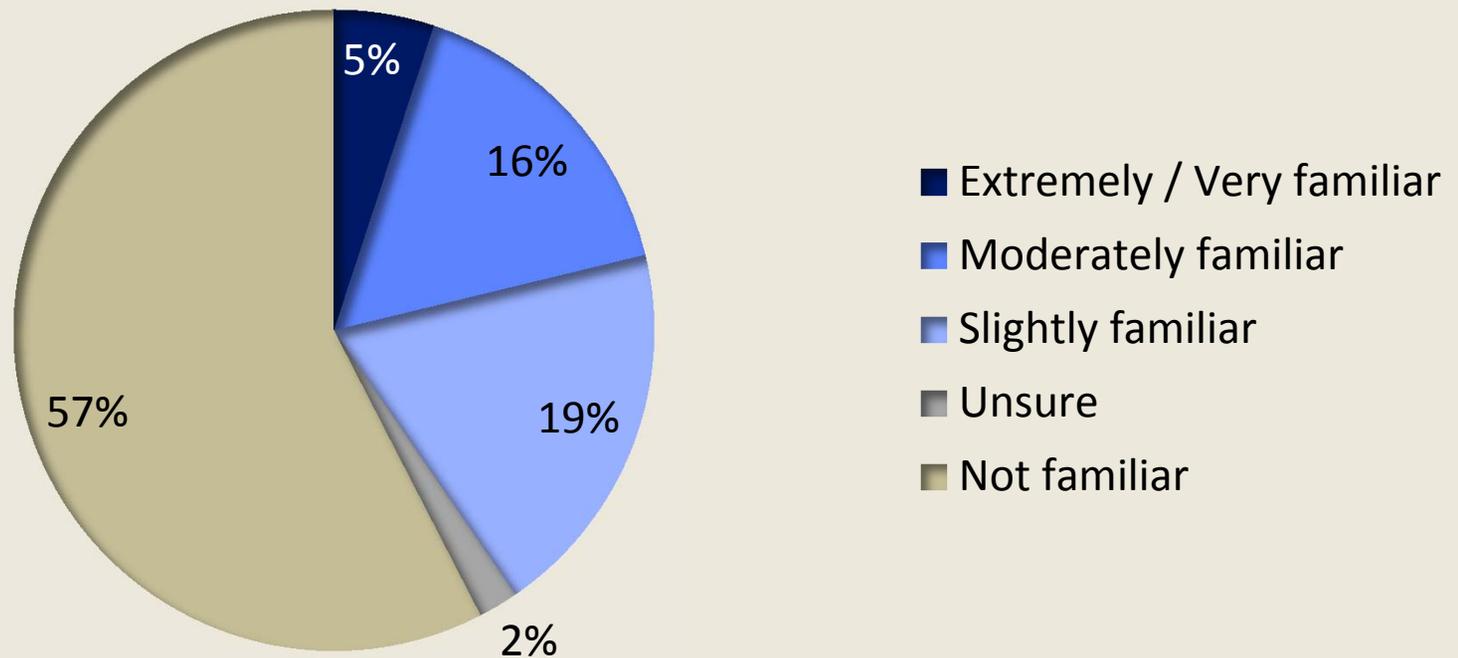
IF HIGH-CAPACITY TRANSIT IS DEVELOPED, WHICH WOULD YOU PREFER?



STRATEGIC PLAN

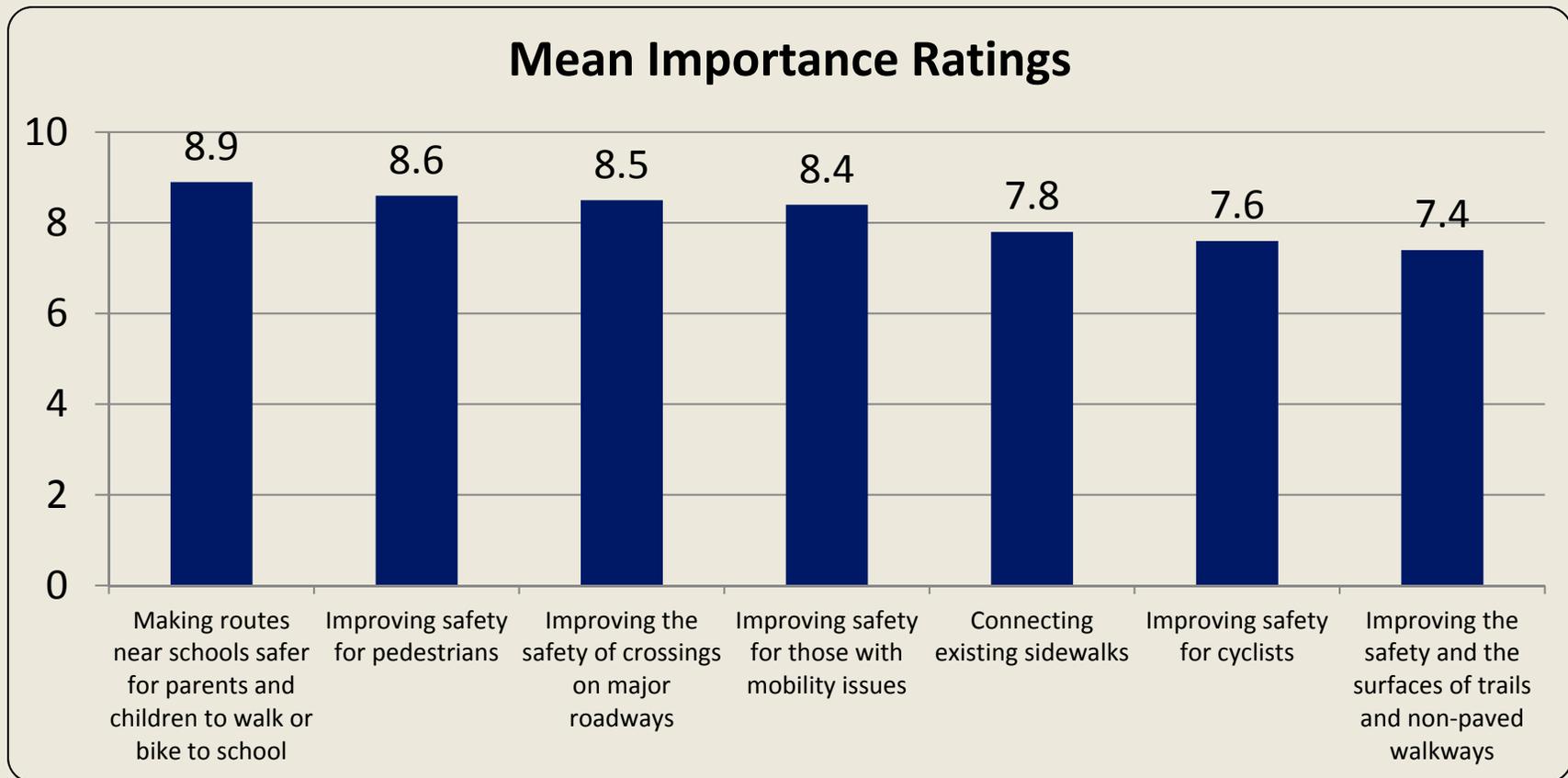
FAMILIARITY WITH TIGARD'S STRATEGIC PLAN REGARDING WALKABILITY

How familiar are you with aspects of the City's Strategic Plan?
Combined familiarity = 41%



STRATEGIES TO HELP PROMOTE WALKABILITY

Scale of 0-10 where “10” is “Extremely important.”

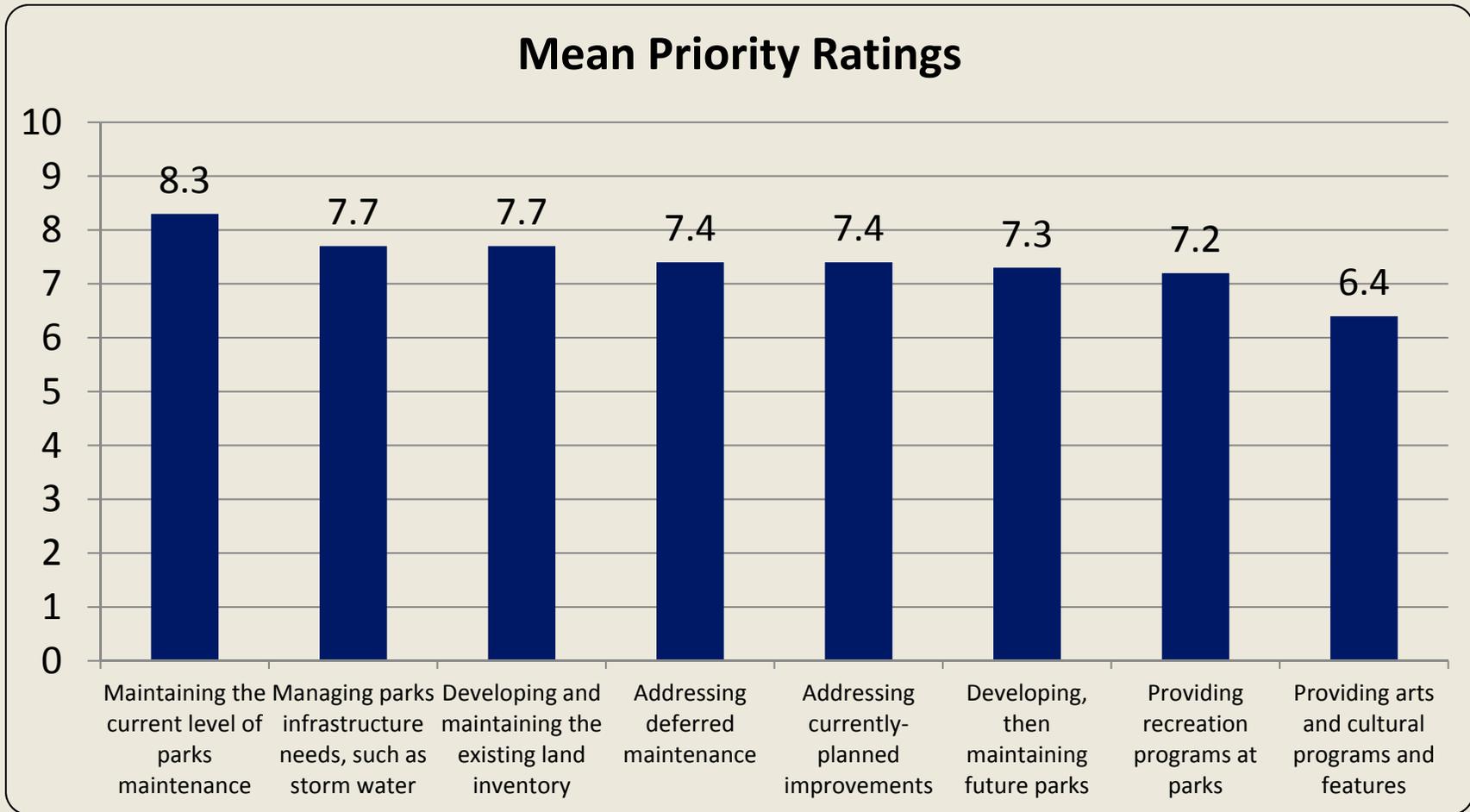


The top-rated strategy (Making routes near schools safer) was rated a “10” by 57% of residents, compared to 25% for the lowest-rated strategy (Improving safety and surfaces of trails and non-paved walkways).

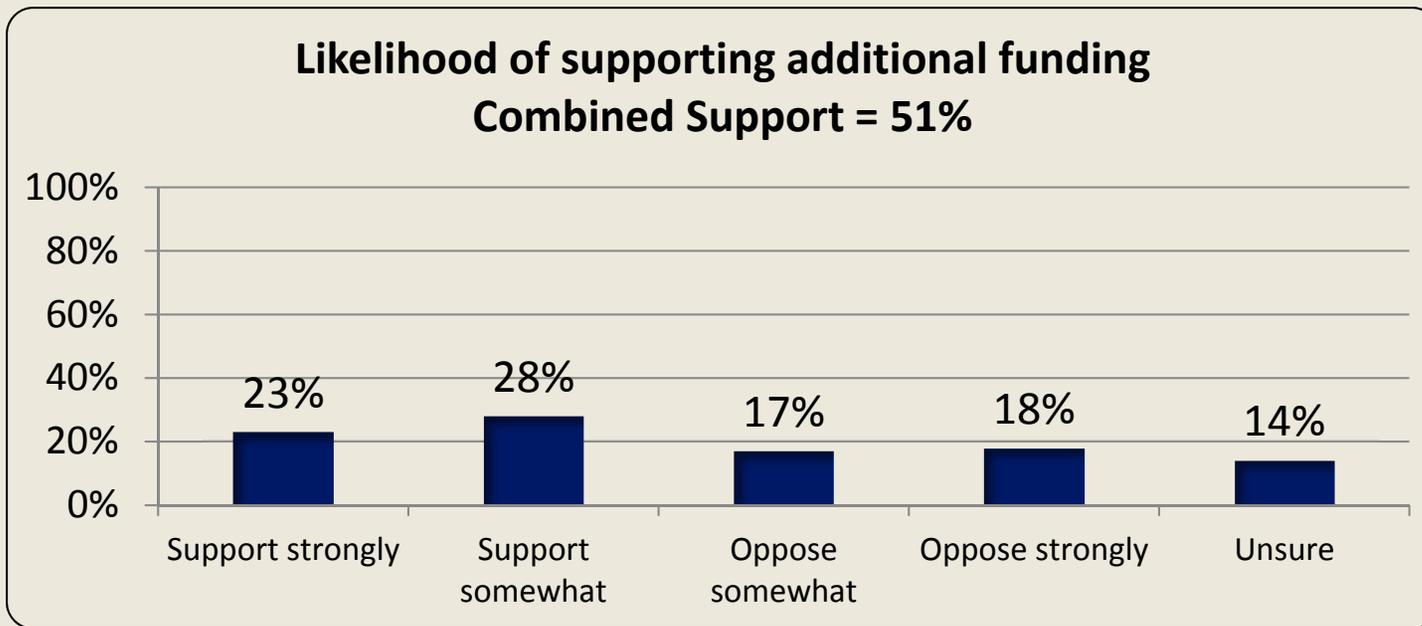
PARKS & PARKS MAINTENANCE FEE

PRIORITIES FOR ADDRESSING PARK NEEDS

Scale of 0-10 where "10" is "Highest priority."



LIKELIHOOD TO SUPPORT ADDITIONAL FUNDING AT THE RATE OF \$10 TO \$17 PER MONTH



If the City were to seek funding:

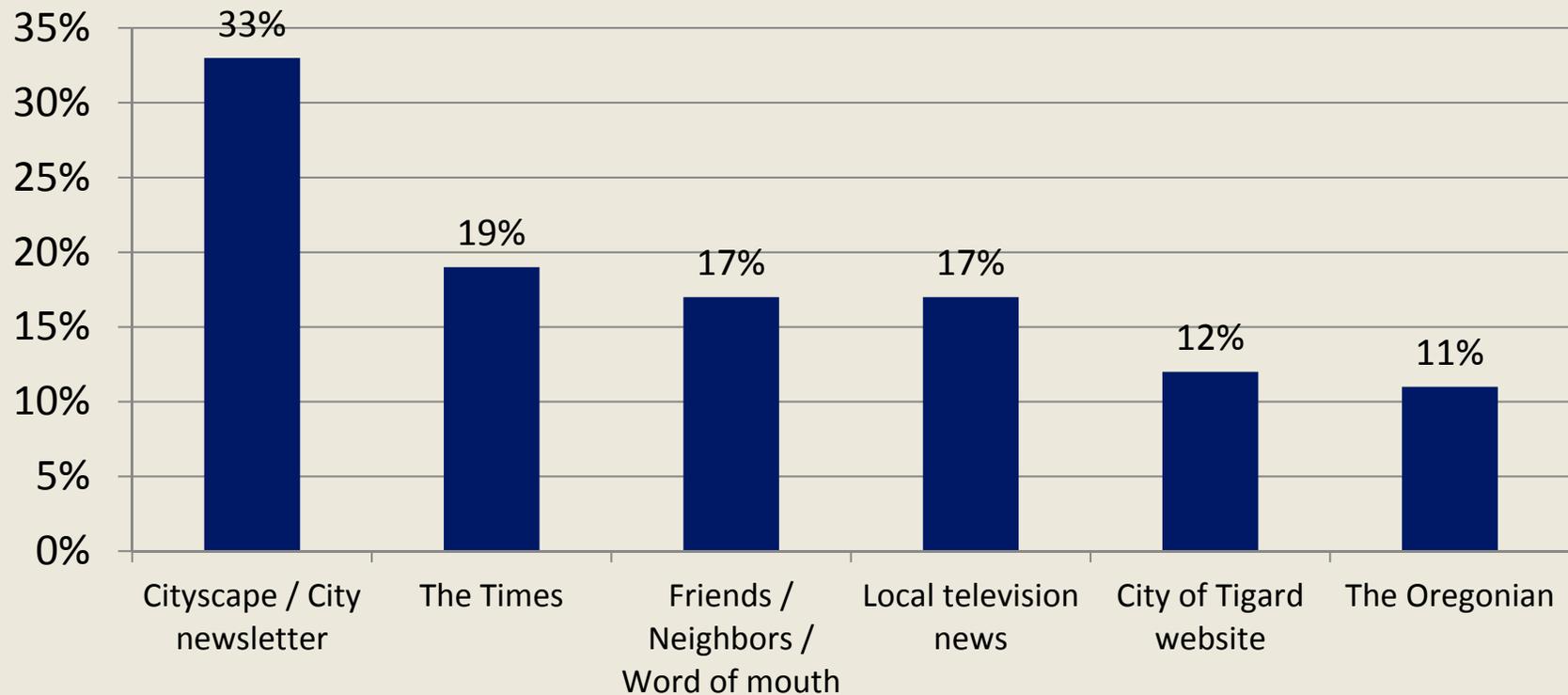
- 53% would prefer the cost appeared on their annual property tax bill
- 29% would prefer their monthly utility bill
- 18% were unsure/undecided

COMMUNICATIONS PREFERENCES

MAIN SOURCES OF INFORMATION FOR NEWS ABOUT TIGARD

Unaided, multiple responses

Main sources of information about Tigard *Top Comments*

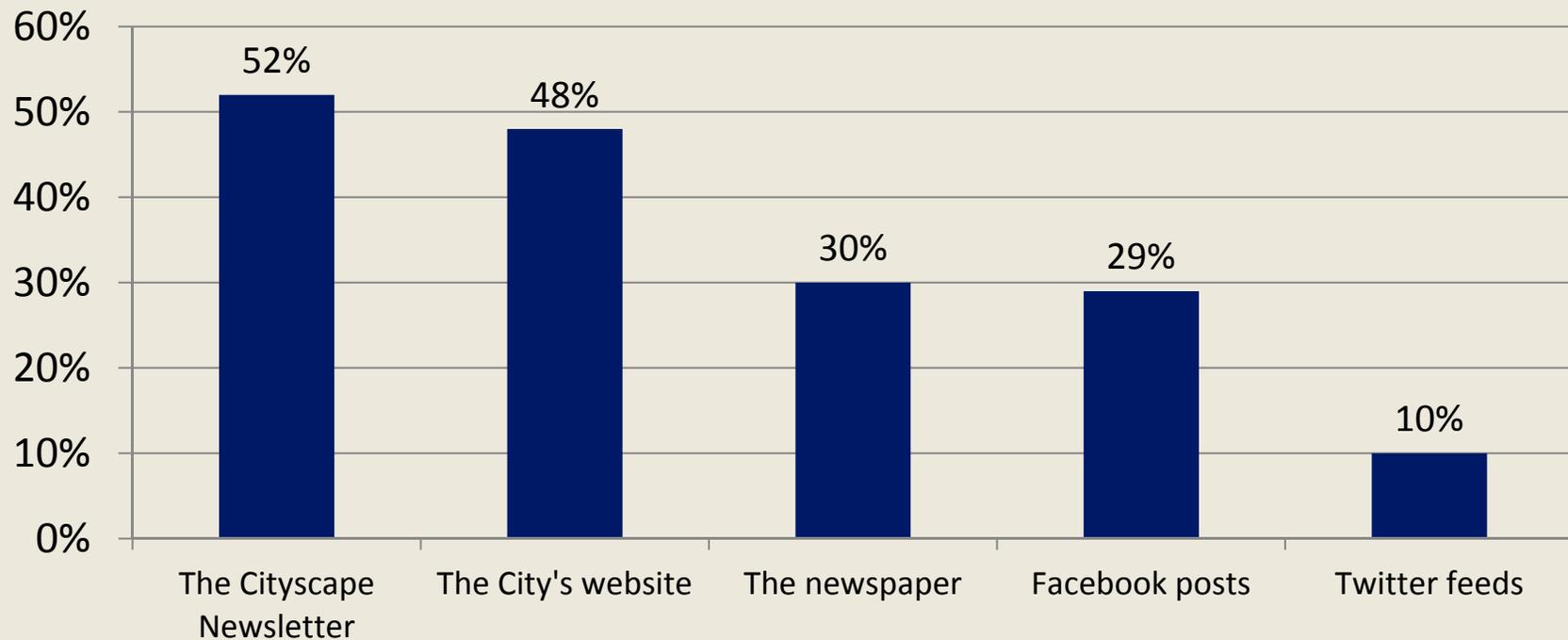


WHICH WOULD BE YOUR FIRST & SECOND CHOICES FOR GETTING INFORMATION ABOUT TIGARD?

Aided

Combined primary and secondary ways residents prefer to get information about Tigard

Primary Choice: 34% Prefer the Cityscape Newsletter



RESPONDENT DEMOGRAPHICS

MONITORED DEMOGRAPHICS

*American Community Survey and 2010 Census

Age*	Original	Weighted	Census
18-34	18%	29%	30%
35-44	23	19	19
45-54	18	19	19
55-64	19	16	17
65+	19	16	16

Gender*	Survey	Census
Male	49%	49%
Female	51%	51%

Ethnicity: All Responses*	Survey	Census
White / Caucasian	76%	74%
Hispanic / Latino**	9	13
Asian	4	7
African American / Black	1	2
Native American	1	1
Miscellaneous	3	3
Refused	5	-

Ethnicity: Hispanic*	Survey	Census
Non-Hispanic	87%	87%
Hispanic	13%	13%

**A follow-up question was asked of respondents to determine if they are Hispanic, as they could be Hispanic in combination with other races/ethnicities.

ADDITIONAL CHARACTERISTICS

Additional Telephone Respondent Characteristics

- 69% have lived in Tigard 10 or more years
- 41% have children under 18 in the home
- 71% are employed, with 22% working in Tigard
- 70% are homeowners
- 55% live within 97223



RILEY RESEARCH ASSOCIATES

Mike Riley, APR, PRC, President and Research Director

Crystal Bolyard, Vice President of Operations and Project Manager

503-222-4179

mriley@rileyresearch.com

cbolyard@rileyresearch.com

10200 SW Eastridge, Suite 120

Portland, OR 97225

THANK YOU