

Community Attitudes Study

April, 2010

Research performed by Research 13

Research Objectives



This study was designed to explore current attitudes and perceptions of the City of West Linn.

- **Determine** perceptions and attitudes about the City of West Linn.
- **Explore** the importance and satisfaction with specific City services.
- **Examine** the sources by which residents get their information about West Linn.
- **Gather** suggestions as to where the City Council should focus.
- **Uncover** why people would recommend West Linn as a place to live.

Methodology

- Research 13 was hired as a third party to invite residents to participate in a confidential telephone survey.
- Respondents were screened to be a head of household.
- Sampling methods included residents on the “do not call” registry, unlisted households and cell phone only households.
- Four hundred interviews (401) were completed which yields a sampling variability of +/-5% at the 95% confidence level.

Screening

- All respondents were specifically screened to:
 - Live in the zip code of 97068.
 - Live in the City Limits.
 - Not work in a paid City position or work for a market research firm.
 - ~50% Female /50% Male.
 - 18 Years of age.

Facts about residents surveyed:

- Nearly 2/3s (64%) have a college degree 1/5 masters + (22%).
- Nine in ten (91%) own their own home and are registered to vote (95%).
- Median age is 56 and average age is 57.
- Thirty nine percent (39%) have children under 18 at home.
- More than one in three (36%) are interested in volunteer service with the City of West Linn.

Neighborhood Breakdown

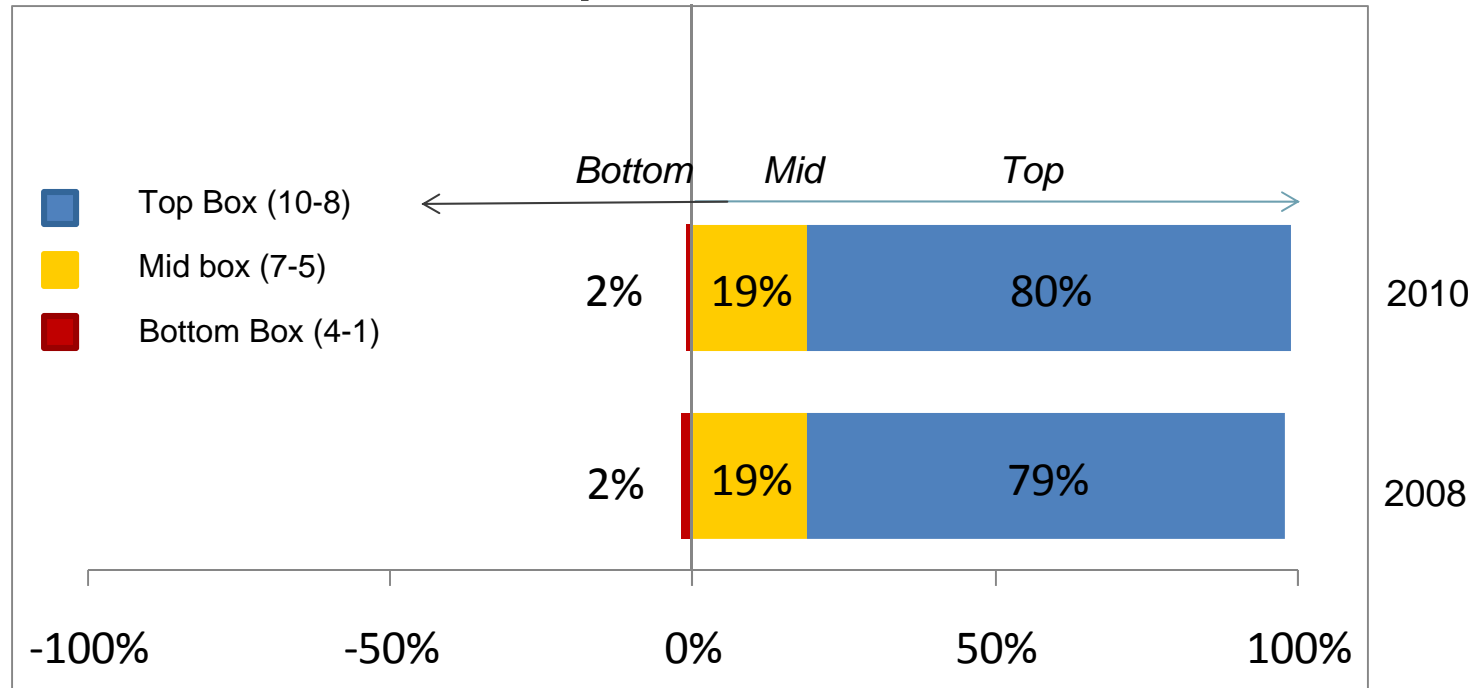
Neighborhoods	Sample (n=401)	Actual Population 24,771*
BHT	3% (10)	3%
Bolton	12% (47)	13%
Hidden Springs	12% (47)	13%
Marylhurst	6% (23)	3%
Parker Crest	3% (12)	4%
Robinwood	8% (33)	13%
Rosemont Summit	3% (12)	7%
Skyline Ridge	2% (6)	2%
Sunset	10% (38)	10%
Savanna Oaks (T.B.)	7% (26)	9%
Willamette	17% (68)	23%
Unsure	17% (85)	

*Figure last updated 2008

West Linn Attitudes Context

West Linn as a Place to Live

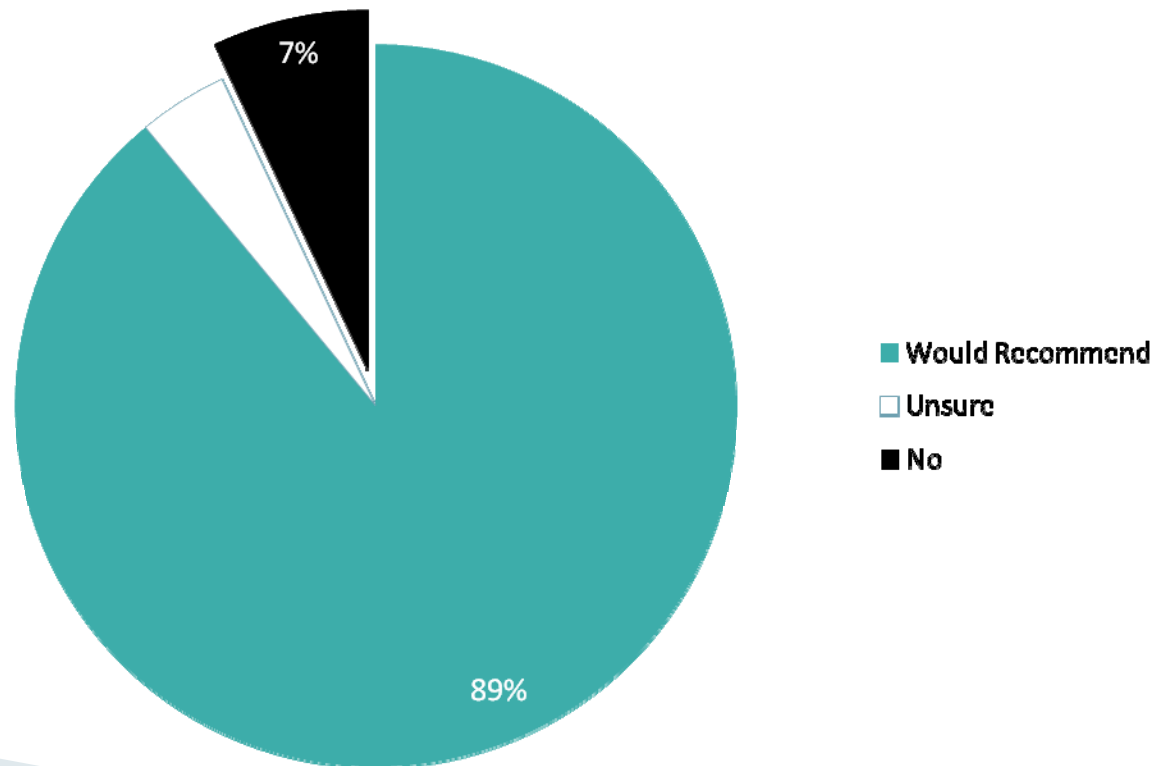
- Residents again rate West Linn as a great place to live – “top box” 80% for 2010.



Q: Overall, how do you rate West Linn as a place to live? Please use a 0 to 10 scale. A 0 indicates a very poor place to live, and a 10 indicates an excellent place to live?

City of West Linn Recommendation

- Nearly nine-in-ten (89%) would recommend the City of West Linn to friends or relatives as a place to live.



Reasons to Recommend WL

Cloud text analysis of “why” people recommend West Linn:

Reasons to Recommend	Percent
Good Schools	36%
Nice & Safe	13%
Friendly People	11%
Peaceful / Quiet	9%

Verbatim Reasons “Why” Recommend West Linn

- Schools are good and neighborhoods are crime free. Police department does a good job and it feels safe here.
- I Think it is very safe, clean and beautiful.
- Nice. Lots of parks. Safe community. Friendly people.
- A lot to offer. Education is good. City Manager is good. Half of the City Council is good. The library and location near Portland is good.
- I like it. Small community. Nice. No city issues. Less crime here.
- The people. Friendly happy people live here. Lots of green spaces. Parks. A lot of parks. I like the way the neighborhood streets look. Easy to drive on streets and trees and gardens are pleasing to the eye.

Importance of Services

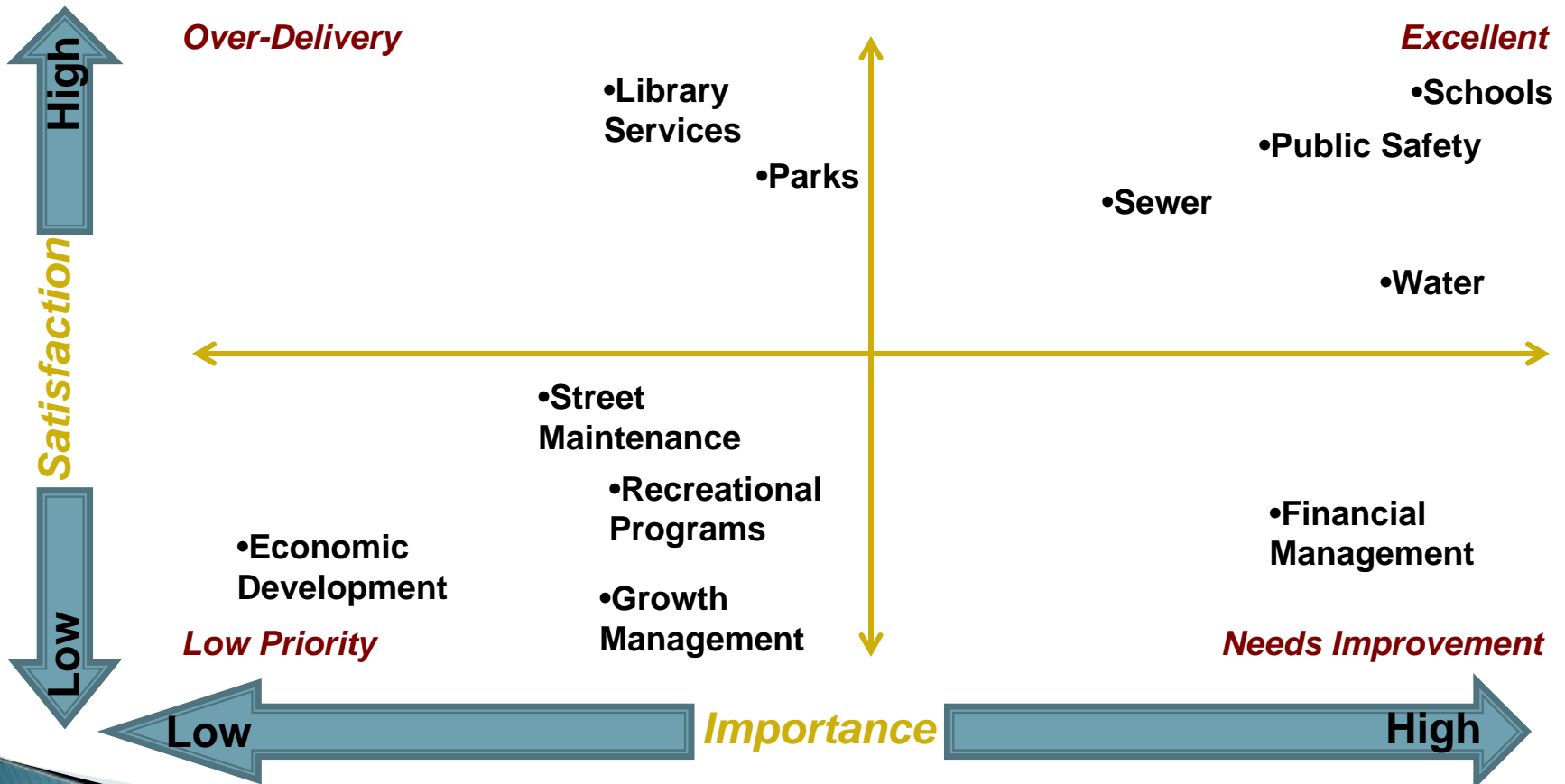
The following compares the “top box” (8-10 ratings) importance for 2008 compared to 2010. The importance of Growth Management has decreased significantly.

	2010	2008
Police & Public Safety	81%	76%
Schools	79%	78%
Financial Management	71%	--
Water Services	71%	--
Sewer Services	68%	--
Parks	64%	59%
Growth Management	57%	64%
Library Services	56%	55%
Street Maintenance	54%	56%
Economic Development	38%	33%
Recreational Programs	36%	33%

Note: Water, Sewer and Financial Management not asked in 2008.

Performance vs. Importance Map

Over-Delivery – High Satisfaction and Low Importance
Low Priority – Low Satisfaction and Low Importance
Excellent – High Satisfaction and Importance
Needs Improvement – High Importance and Low Satisfaction



Q. Performance – Where “0” means “poor” and “10” means “excellent,” how would you rate the quality of ...?

Q. Importance – Where “0” means “of no importance” and “10” means “extremely important,” how would you rate ...?

Environment & Sustainability

In 2008, and in 2010, sustainable environmental practices score highest among elements measured.

	Agree	Disagree	Net
The City should engage in sustainable environmental practices	85%	10%	75
The City does a good job of protecting trees and the natural environment	79%	14%	65

Information Delivery

Approximately four fifths of WL residents know where to get information and feel they are getting enough information from the City.

	Agree	Disagree	Net
I know where to get information on City issues	84%	14%	70
I receive enough information from the City	79%	18%	61

- There appears to be little or no statistical difference in answers to this question by gender or age.

City Perceptions

Perceptions that “The City of West Linn keeps its promises to voters” decreases significantly (43% agree from 60% agree in 2008).

	Agree	Disagree	Net
City staff treat residents with respect	68%	12%	56
City staff are knowledgeable	54%	17%	37
The City of West Linn makes efficient use of tax dollars	46%	36%	10
The City of West Linn keeps its promises to voters	43%	41%	2
Management of the City of West Linn has improved over the past 5 years	36%	41%	-5

- Note that nearly a third (30%) “don’t know” if the “City Staff are Knowledgeable” and roughly one fifth (18%-23%) “don’t know” on the remaining City Administration elements above.

Police Facilities

There is significant support for a new police station. Most are unaware and need an education about the safety and efficiency of the old facilities.

	Agree	Disagree	Net
Police officers have a safe and secure facility	54%	24%	30
It is important to West Linn to have a new police station	50%	33%	17

Note:

- Only 3% of verbatim responses about “what the City Council should focus on” had mentions of the police department. Even fewer about building a police station.

Neighborhood Association

Most West Linn residents greet their neighbors by name and 1/3 attend HOA or neighborhood meetings.

	Agree	Disagree	Net
I know many of my neighbors and often greet them by name	84%	15%	69
My neighborhood association plays an important role in West Linn	46%	31%	15
I have attended an HOA or neighborhood association meeting in the past year	34%	64%	-30

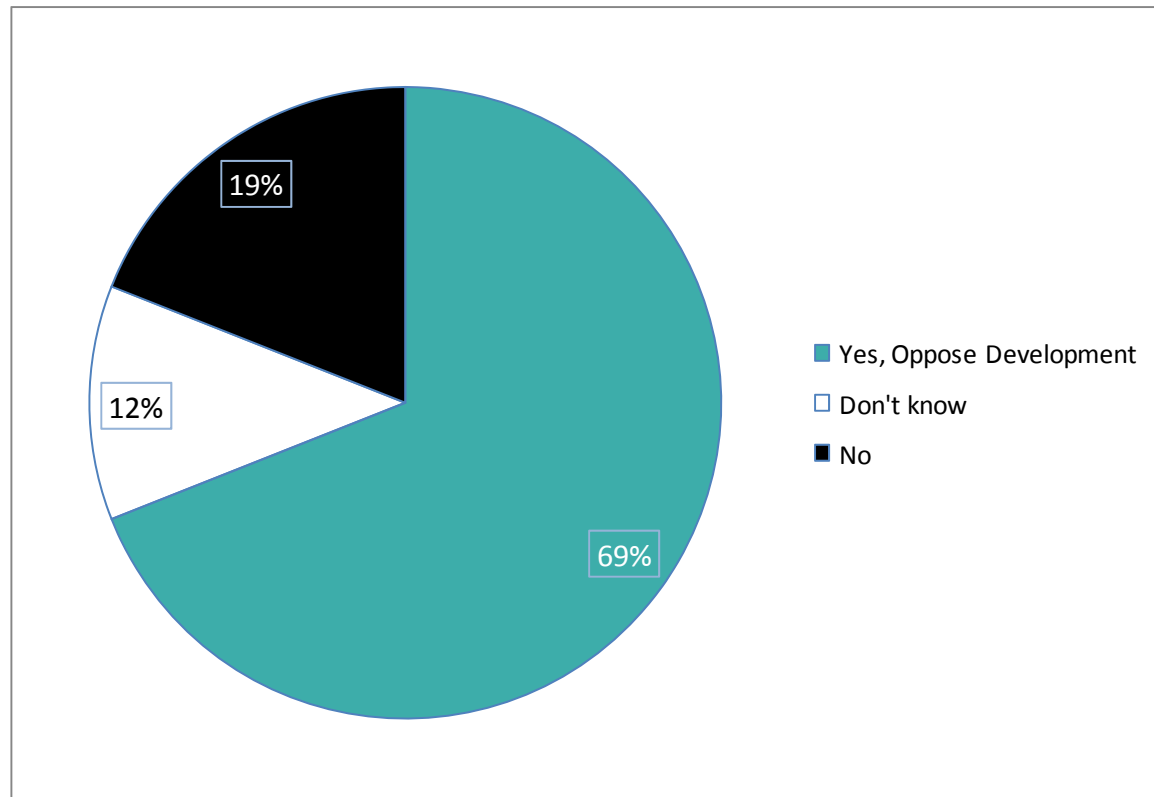
Involvement

The following table shows different areas of community involvement and gives clues to effective outreach channels. We'd encourage increased frequency of electronic communications with these groups.

	Agree	Disagree	Net
I am actively involved in my church	39%	60%	-21
I am interested in volunteer service with the City of West Linn	36%	59%	-23
Our household is actively involved in sports groups	33%	66%	-33
I volunteer for a local PTA or school	27%	72%	-45
I have attended a City Meeting (Council, Planning Commission, etc.) in the past year	18%	83%	-65
I am actively involved in a civic group such as Rotary or Lions Club	16%	83%	-67

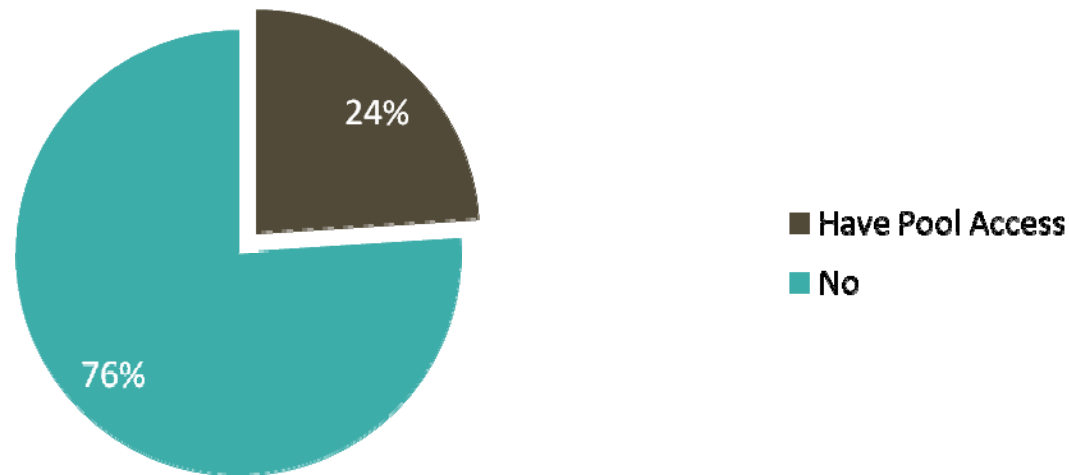
Support Opposition of Stafford Area Development

- Two thirds (69%) support the City of West Linn's continued opposition to urban development in the Stafford area. More than one in ten (12%) "don't know" if the Stafford area should be developed.



Pool Access

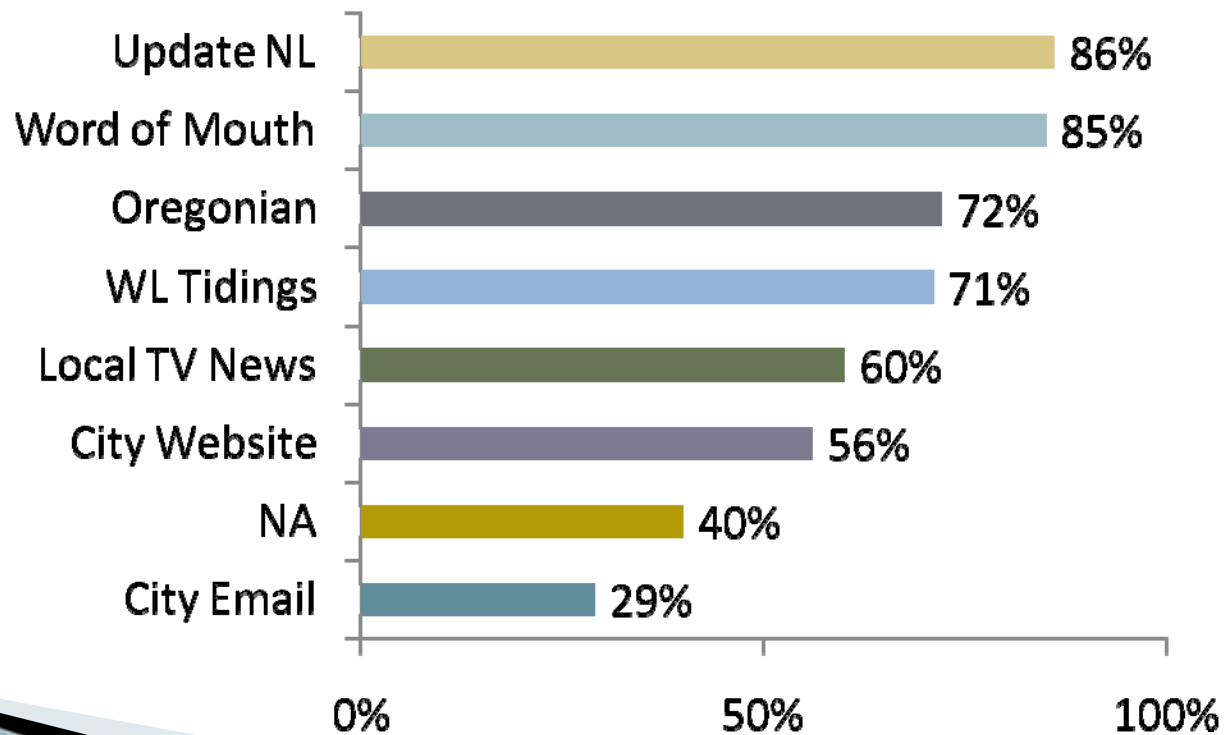
- Overall, nearly half (46%) agree (27%) or strongly agree (19%) the City should build and maintain a City pool.
- Approximately one quarter (24%) of residents report access to a swimming pool In West Linn. Only 15% of those with access to a pool also think the city should build one.



- Those with a high school diploma are among the least likely to have access to a pool (14%).
- Those who rent are slightly more likely to have access to a pool (29%).

City of WL Information Sources

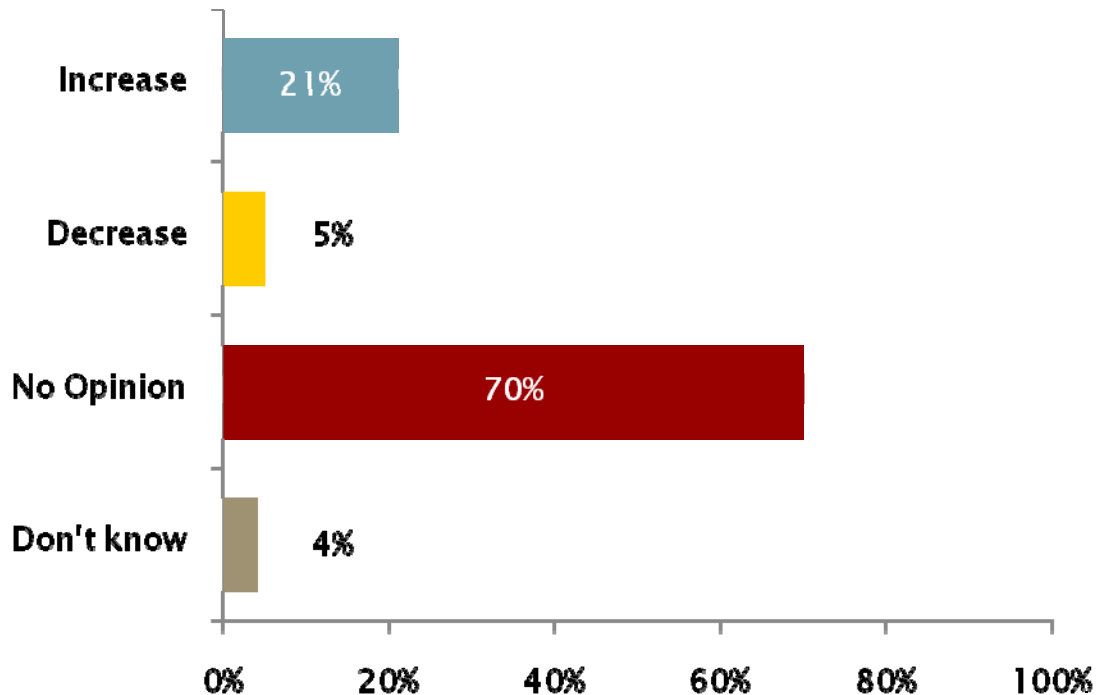
- ▶ Nearly nine in ten (86%) report the Update newsletter as an information source. This is a very high readership rate for a newsletter. The Tidings and Oregonian tie as a reported source.
- ▶ Use of the City's website has significantly improved from 32% ('08) to 56%.
- ▶ Investment in electronic and web communications (SMS, SM, RSS, Email) likely can save the city in the long run because WL residents are info tech savvy.



Note: Multiple mention question.

Social Media Use

- Nearly all (95%) feel the City should increase its use of social media (21%) or have no opinion/unsure (74%).
- People who use Blogs as information sources are much more likely to say the City should increase their use of Social Media (47%).



Q: The City currently uses the internet and social media websites 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, decrease, or do you have no opinion, as to whether the City should increase or decrease the use of these services?

Education Comparison

West Linn is well educated when compared to the rest of Oregon. West Linn's education level is very similar to Lake Oswego where 24% have a graduate degree.

	West Linn	Oregon
Less than High School	1%	18%
College Degree	64%	42%
Graduate degree	22%	15%

Note: Percentages will not add to 100% because of those with “some college” are excluded and because of overlap among those with college and graduate degrees.

Desired Businesses or Services

- ▶ Just over two fifths (41%) find nothing lacking in West Linn.

Q: What businesses or services are lacking in West Linn that you wish were available?

Reasons to Recommend	Percent
Swimming Pool	14%
Restaurants	11%
Community Center	6%
Hardware	4%
Grocery	3%
Trader Joes	3%

Other mentions include a hotel, bookstore, drug store, bakery, theatre, fitness center and a bowling alley.

Focus for City Council

Q: And finally, what do you believe is the single most important issue West Linn's City Council needs to address over the next year?

- Tending to the Stafford Triangle area and limiting growth.
- Transportation. No good bus service or shuttle service for the elderly.
- Traffic. Growth.
- Replace the Mayor. She has no credibility. Oregonian and Tidings stories about her. Negative history.
- Having Mayor that cooperates w/ City Council. She (the Mayor) gives ultimatums to Council. She is not showing up for meetings.
- City Government that would work together. A city Pool.
- Learn how to get along. The fighting is embarrassing on the front page of the Oregonian. I would like concentration on sidewalks and streets.
- Balanced budget. Financial responsibility.
- Getting along-they fight I watch channel 30 and I am not happy with it. Street side and street repair.