



2012 City of West Linn Services-Values-Priorities Survey

Conducted by

CFM Strategic Communications



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

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- **Assess satisfaction with city services**
- **Identify priorities for 2013 planning**
- **Identify community values**
- **Assess opinions and concerns about Stafford and the UGB**
- **Determine preference for economic development**
- **Identify communication sources and uses**

- Online survey
 - Conducted November 14 to 25, 2012
 - N=324
 - Participation from emails lists from the city and CFM and via West Linn Wednesdays
 - Research and engagement, not statistically valid
 - Areas defined by neighborhoods:
 - **East:** Bolton, Robinwood
 - **Central East:** Skyline Ridge, Marylhurst , Hidden Springs , Rosemont Summit
 - **Central South:** Parker Crest, Savanna Oaks, BHT, Sunset
 - **South:** Willamette

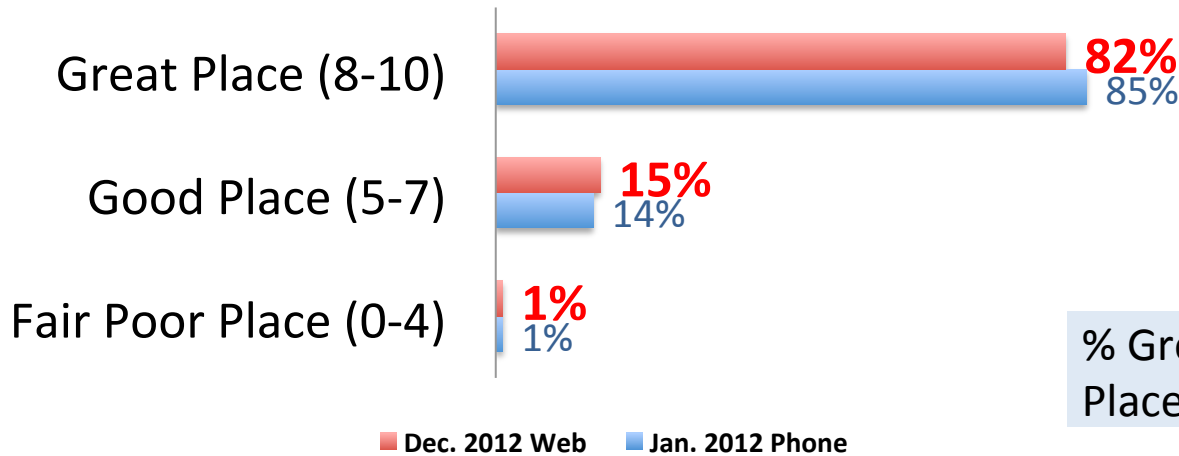


OPINIONS AND PERCEPTIONS



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 Phone	2012 web
% Great Place	78%	80%	85%	82%

% 8,9,10

Almost all residents rate West Linn as a great place to live.

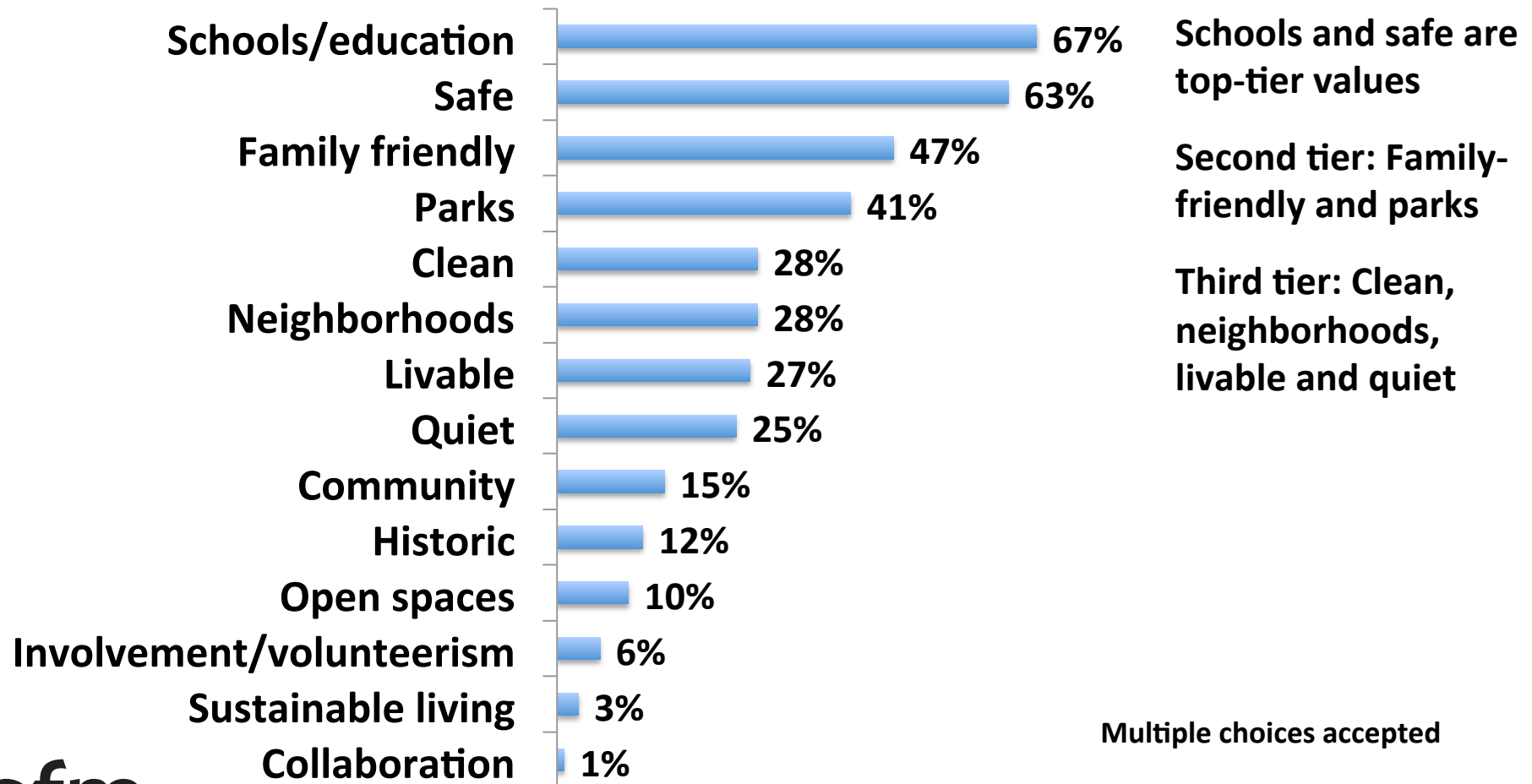
Ratings vary by area:

East (71%), Central East (88%), Central South (92%), South (87%).



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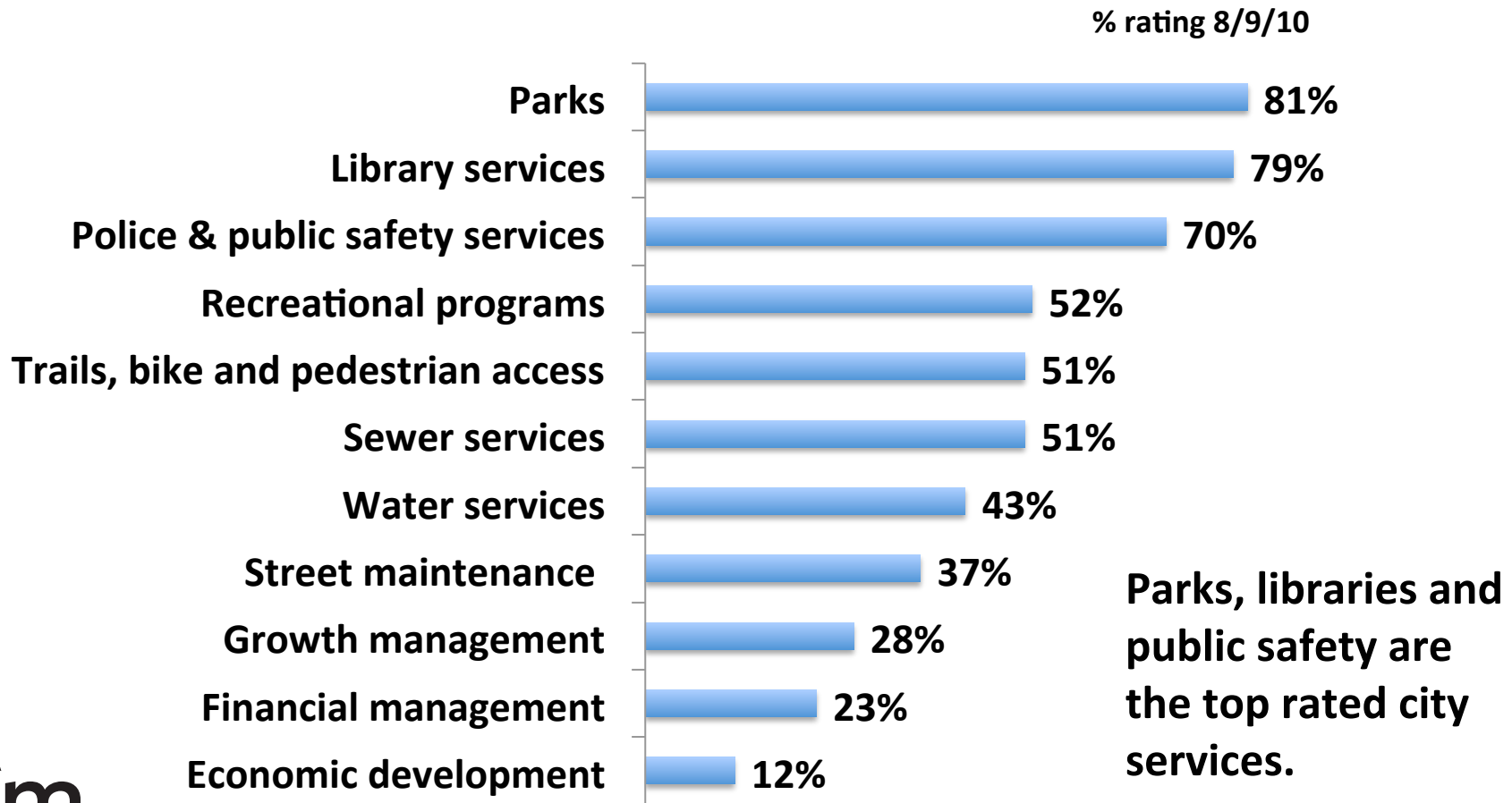
Some members of the West Linn community have suggested the following words or phrases as representing or describing the City's core values. Among this list, which three or four words do you think best represent core values for the City of West Linn?





Rating Quality of Services

Rate the quality of these 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

%8-9-10

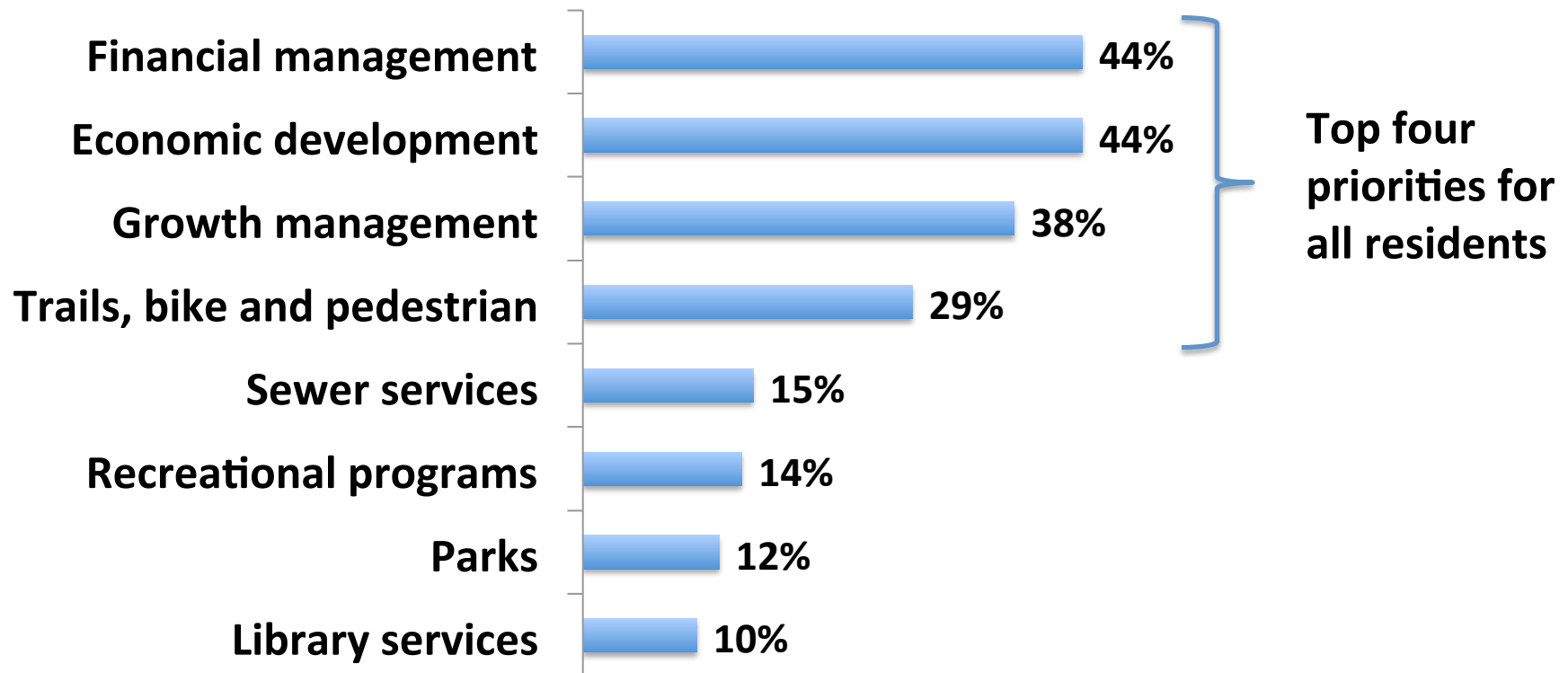
	2008	2012 Phone	2012 Web
Parks	62%	73%	81%
Library services	63%	71%	79%
Police & public safety services	61%	73%	70%
Recreational programs	37%	40%	52%
Trails, bikes and pedestrian access	--	--	51%
Sewer services	--	65%	51%
Water services	--	69%	43%
Street maintenance	30%	39%	37%
Growth management	23%	29%	28%
Financial management	--	23%	23%
Economic development	26%	19%	12%

Ratings for quality of services are similar to 2012 phone survey, except sewer and water services.

As a rule, ratings for services are higher in the Central East and Central South areas, and lower in the East and South.



Which of the following do you consider as top priorities for the City of West Linn to work on in 2013?





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.	86%	10%	80%+ agree
The City of West Linn should engage in sustainable environmental practices.	84%	13%	70% + agree
The City of West Linn keeps its promises to voters.	57%	21%	A majority of all groups agree, except East resident (49% agree)
The City of West Linn makes efficient use of tax dollars.	55%	27%	All residents more likely to agree





Trends: Specific Activities

Trends: Total agree	2010 Phone	2012 Phone	2012 Web
The City of West Linn does a good job of protecting trees and the natural environment.	79%	83%	86%
The City of West Linn should engage in sustainable environmental practices.	85%	83%	84%
The City of West Linn keeps its promises to voters.	43%	58%	57%
The City of West Linn makes efficient use of tax dollars.	46%	51%	55%

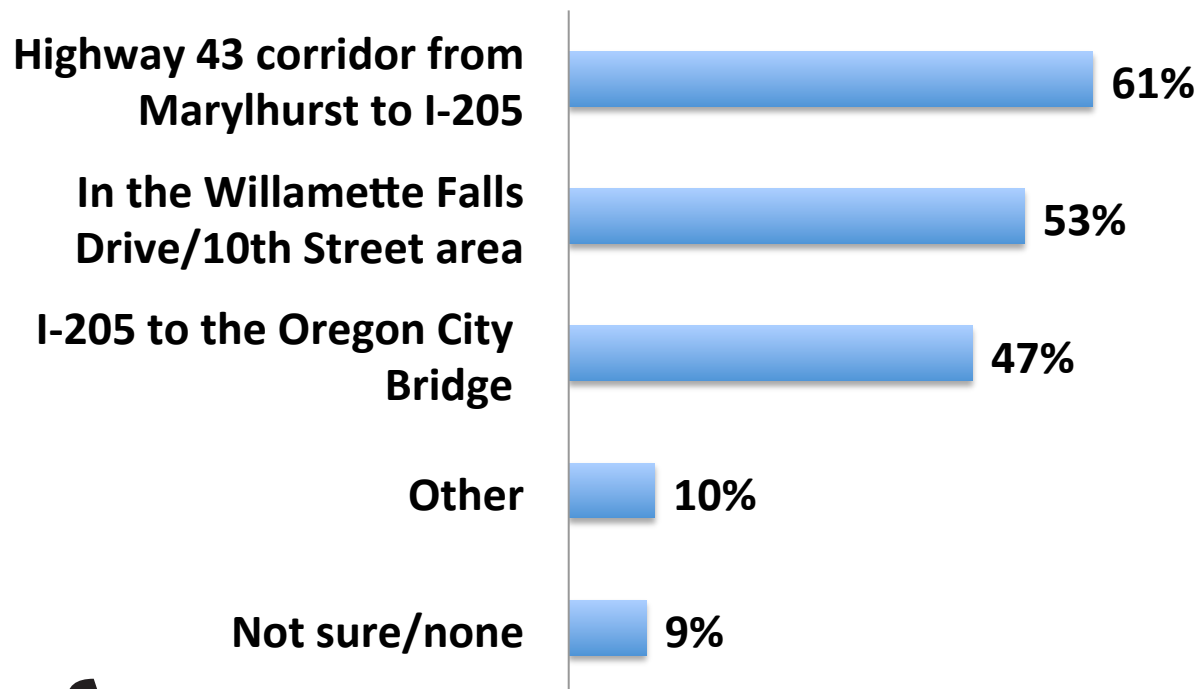
Perceptions for environmental protection, keeping promises and financial management have improved since 2010.

Agreement with keeping promises and using tax dollars is higher in the Central areas than in the East or South.



90% agree the City of West Linn should actively encourage economic development in existing commercial areas in the City.

In which of the following areas of the City should the City of West Linn encourage commercial economic development?

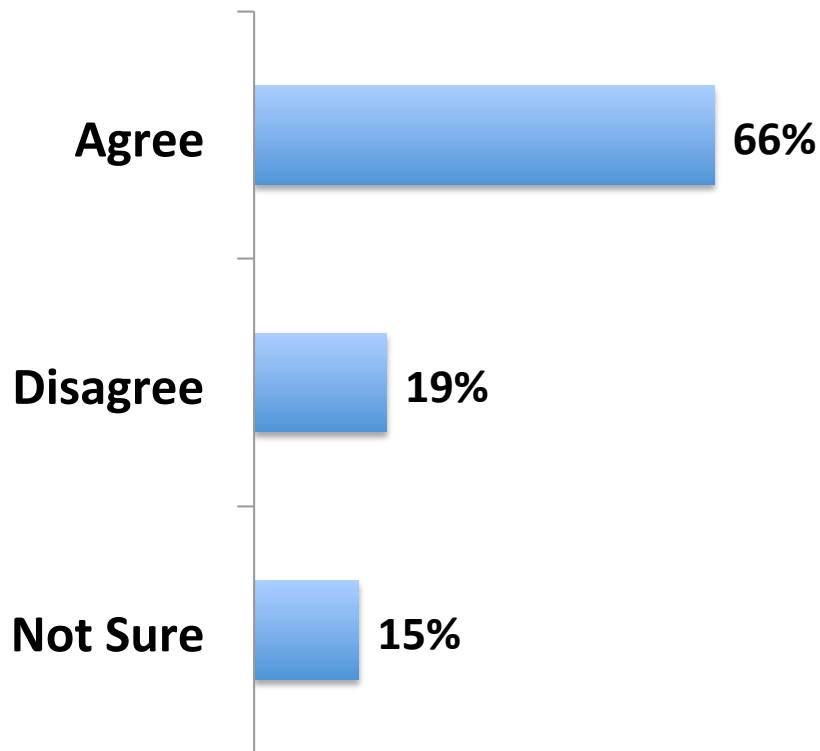


	East	Central East	Central South	South
Highway 43 corridor from Marylhurst to I-205	60%	61%	67%	53%
In the Willamette Falls Drive/10th Street area	43%	59%	61%	62%
I-205 to the Oregon City Bridge	51%	54%	35%	49%

Preferences vary by area.

Stafford Area Development

To what extent do you agree or disagree with the following statement? If the Stafford area is brought into the Urban Growth Boundary, the City of West Linn should be responsible for planning and regulating development.

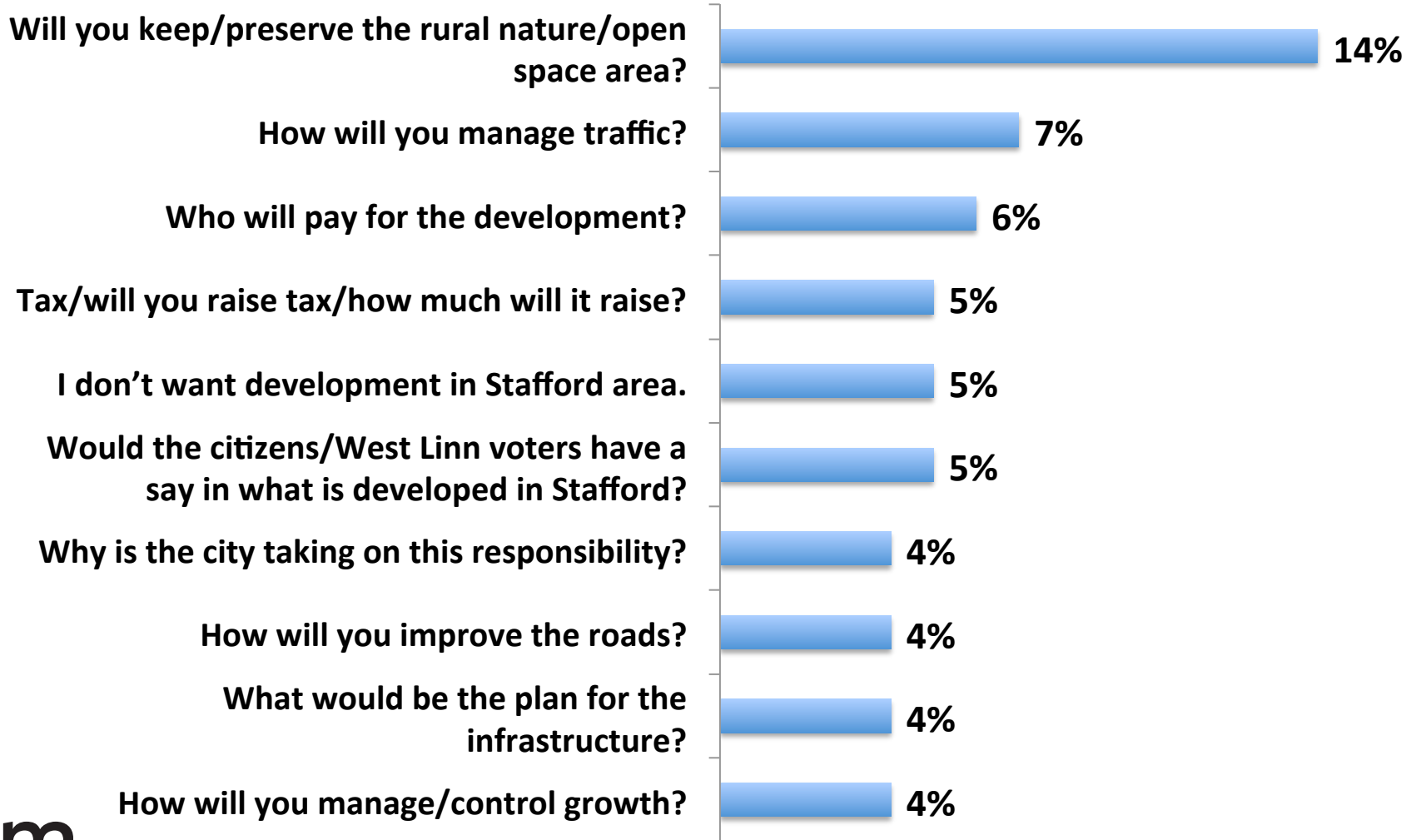


By more than a three to one margin, residents agree the city should be responsible for planning and regulating development if Stafford is incorporated into the UGB. But people have lots of questions. (see next page)



Questions about Stafford Development

Top 10 of 30 questions.

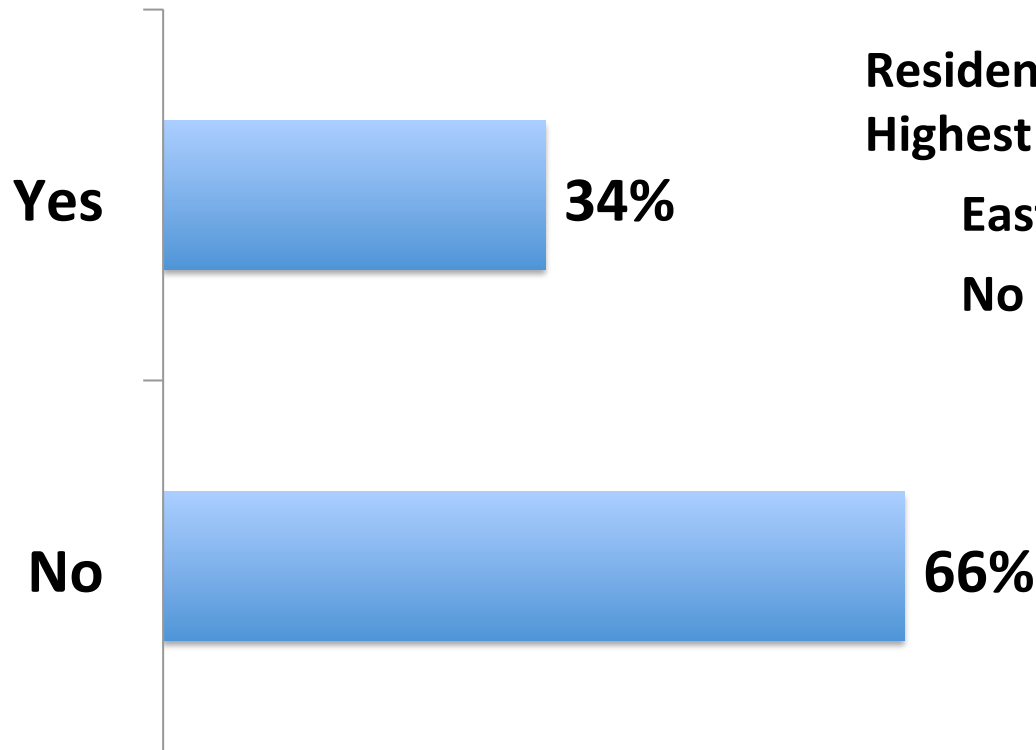


ACTIVITIES AMONG RESIDENTS



Attend City Meetings

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

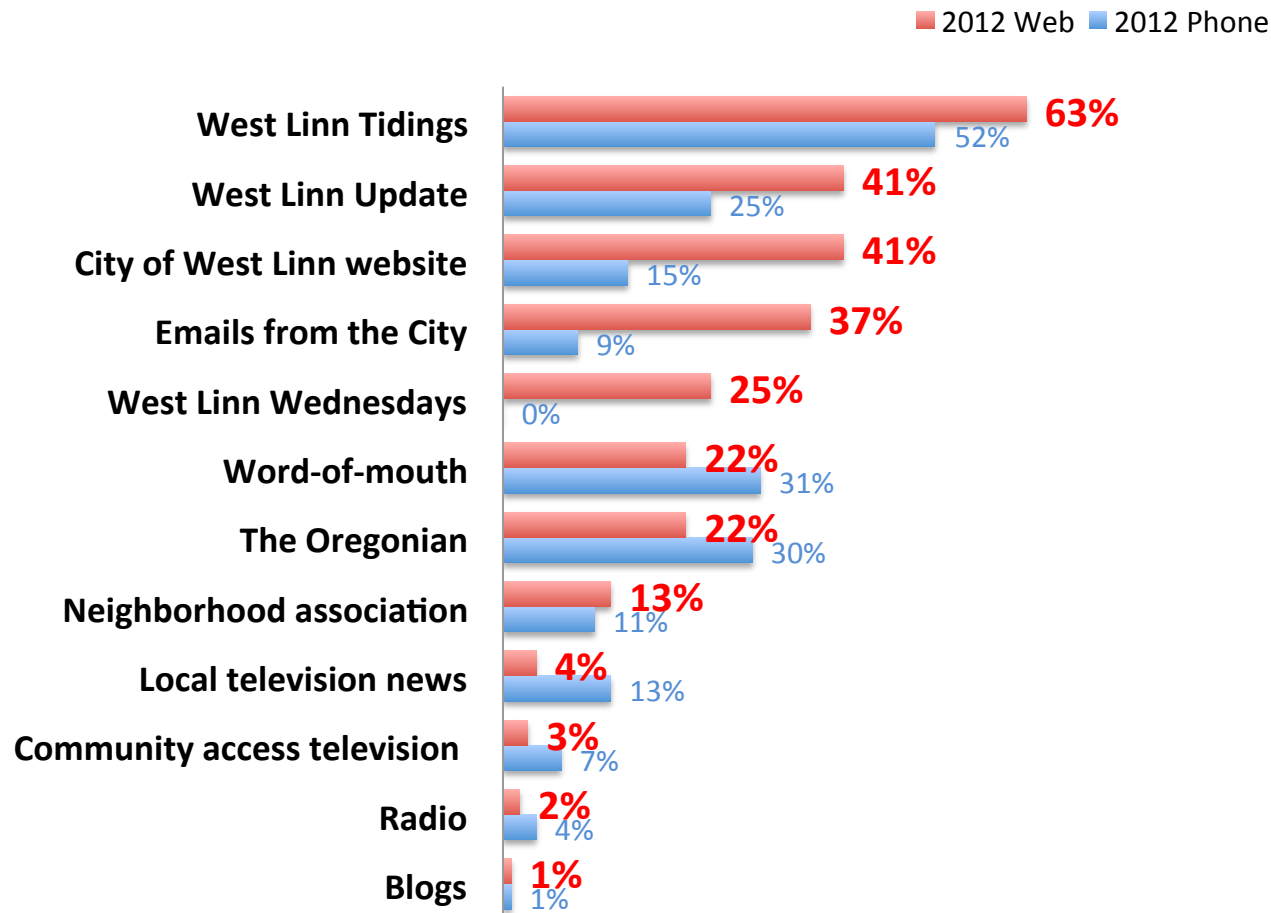


Residents attend city meetings/events.
Highest participation:

- East residents 47%
- No children at home 40%

Information Sources

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



Residents get information about the city from a variety of sources.

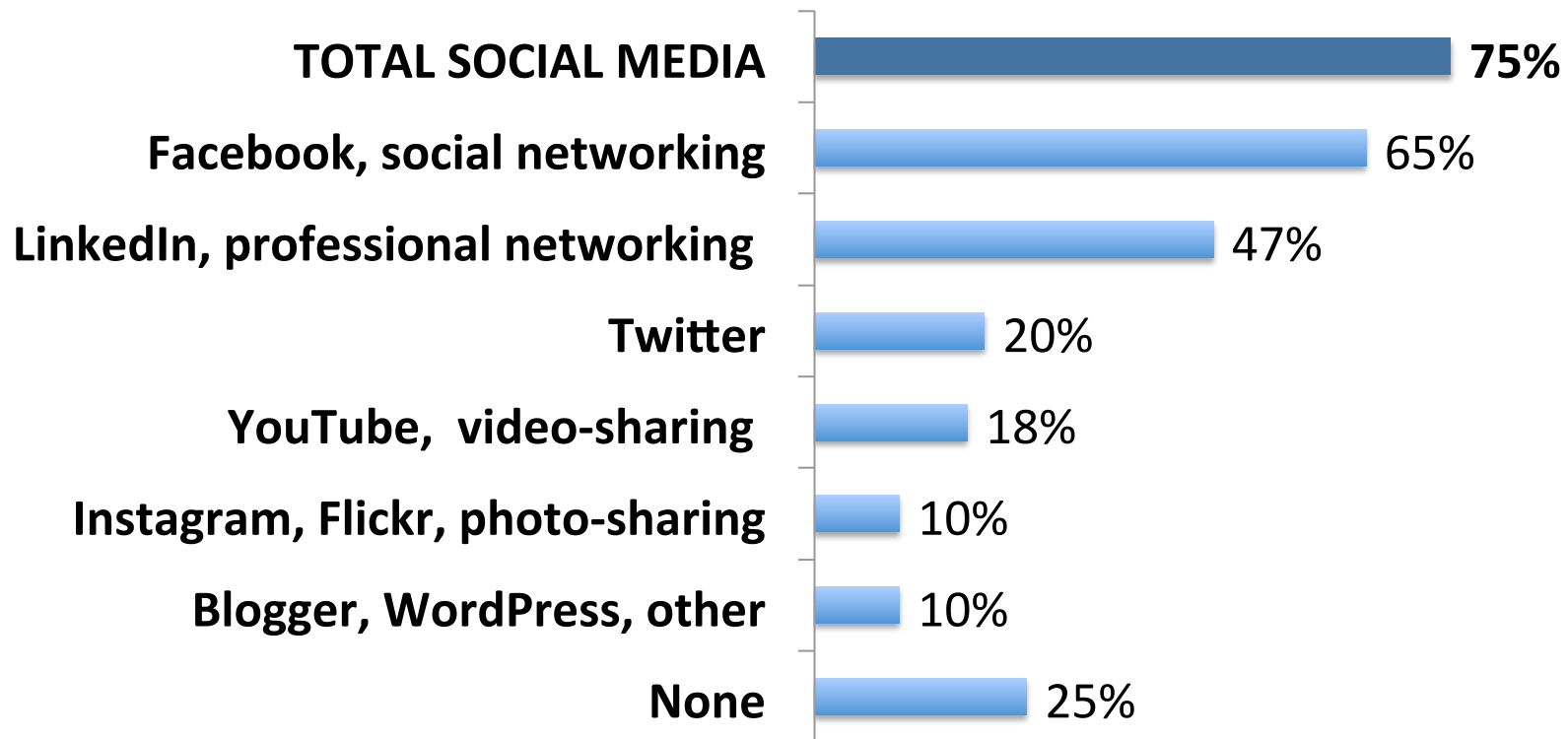
Information sources are split evenly between traditional media (87%) and City sources (80%).

National research finds people rely on seven or more sources for information.

The City of West Linn media account for four of the top five sources of information.

Multiple responses accepted

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



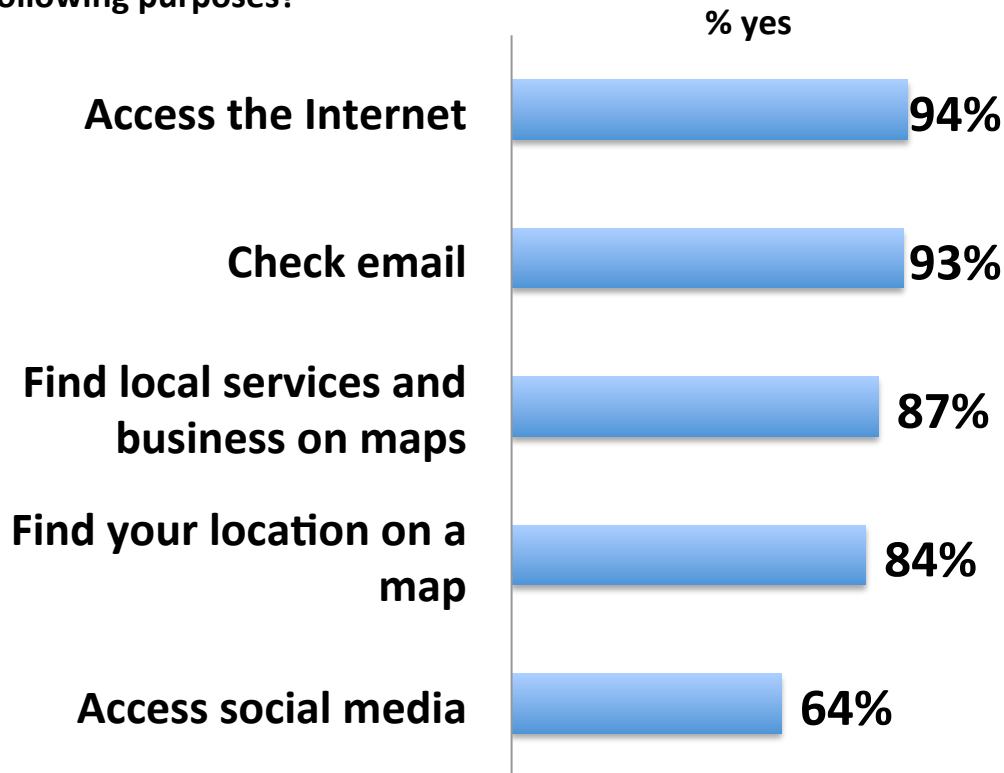
Use of social media is widespread and varied.

Smartphones and QR Codes

64% use a smartphone.



Do you use your smartphone for any of the following purposes?



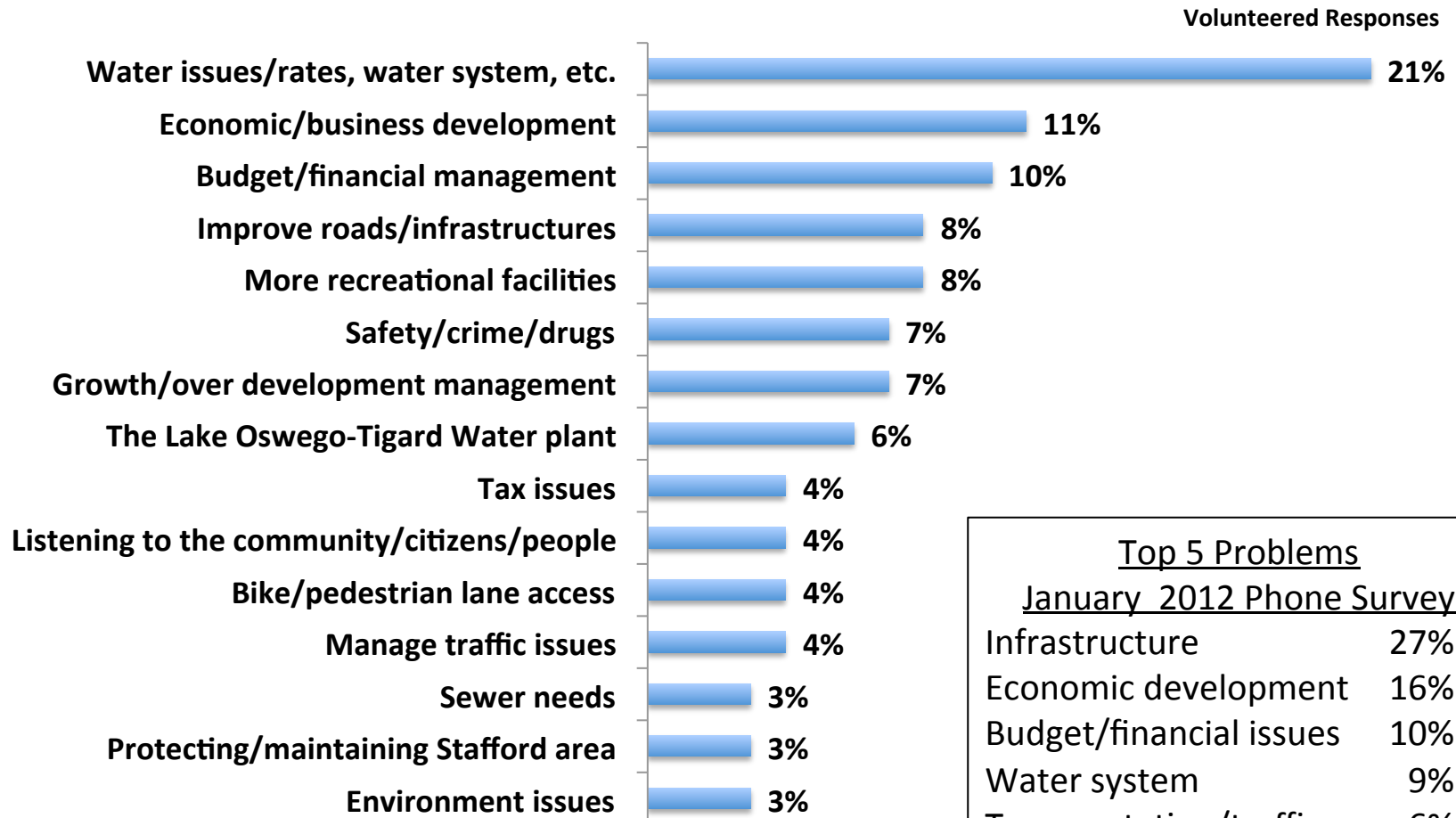
37% use QR codes.

High smartphone ownership and high QR code use suggests there may be an opportunity for the City to use QR codes to share information.



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?



<u>Top 5 Problems</u>	
<u>January 2012 Phone Survey</u>	
Infrastructure	27%
Economic development	16%
Budget/financial issues	10%
Water system	9%
Transportation/traffic	6%



KEY FINDINGS

- Almost everyone considers West Linn a great place to live.
 - City services get high marks, especially parks, library and public safety.
 - Ratings for services are similar to those from previous surveys except water and sewer services.
 - Core values – education, safe, family friendly, parks – match highly rated services.
- Among eight issues, financial management, development, growth and connectivity via trails, bikes, walkways rate the top priorities for the city.
 - Yet, top of mind, water-related issues are most frequently volunteered at the most important problem.

- People want the City to encourage commercial development in the three existing commercial areas.
- Two-in-three residents want the City responsible for planning and development of the Stafford area, if it is included in the UGB.
 - However, people have lots of questions about the design and who will pay for development.
- Residents are engaged! A third have attended a public meeting.
- People rely on multiple media sources to stay informed about city activities.
 - City and traditional media sources are equally important.

Demographic Characteristics

Gender	
Male	45%
Female	55%
Age	
18 to 34	5%
35 to 44	23%
45 to 54	21%
55 to 64	25%
65+	19%
Length of Residence	
< 5 years	11%
5 to 10 years	28%
11 to 15 years	17%
>15 years	40%
Children at home	
Yes	43%
No	54%

Where people live	
Robinwood	16%
Hidden Springs	13%
Sunset	10%
Willamette	13%
Bolton	11%
Rosemont Summit	6%
Marylhurst	6%
Skyline Ridge	3%
Savannah Oaks	2%
BHT	1%
Parker Crest	2%
Other	9%
Don't know	11%



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