



PREPARED FOR:

CITY OF WEST LINN

Community Telephone Survey

December 2013

PREPARED BY:

DHM RESEARCH

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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 behaviors regarding communications with the City.

Research Design: Between December 13 and 18, 2013 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.

For a representative sample, quotas were set by age and gender. 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 & OBSERVATIONS

Residents feel that the City of West Linn is a good place to live.

- On a 0-10 scale (very poor-excellent), residents overall gave the City a mean score of 8.4 as a place to live.
- Ratings for the City of West Linn as a place to live were uniformly high across all demographic groups.

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

- 76% of residents said they were either very or somewhat satisfied with the job the City does communicating with the public.
- 77% said the City does a very good or good job advertising events, programs, and community meetings. Similarly high scores were given to the City for their performance:
 - Providing opportunities for community members to share their input (70%).
 - Explaining the goals of events, programs, and community meetings (65%).
 - Listening to community input (59%).
 - Explaining how community feedback will be used in decision-making (55%).
- Younger residents (those ages 18-34) tended to provide higher overall approval scores than their older counterparts for the City's communication efforts.
- When provided the opportunity to give final feedback to the City on how they can better communicate with the public, the most common response was *satisfied/no feedback*.

Less than one-half (48%) felt that the City does a very good or good job explaining what decisions can be influenced by the public, a potential area of focus for upcoming City communication efforts.

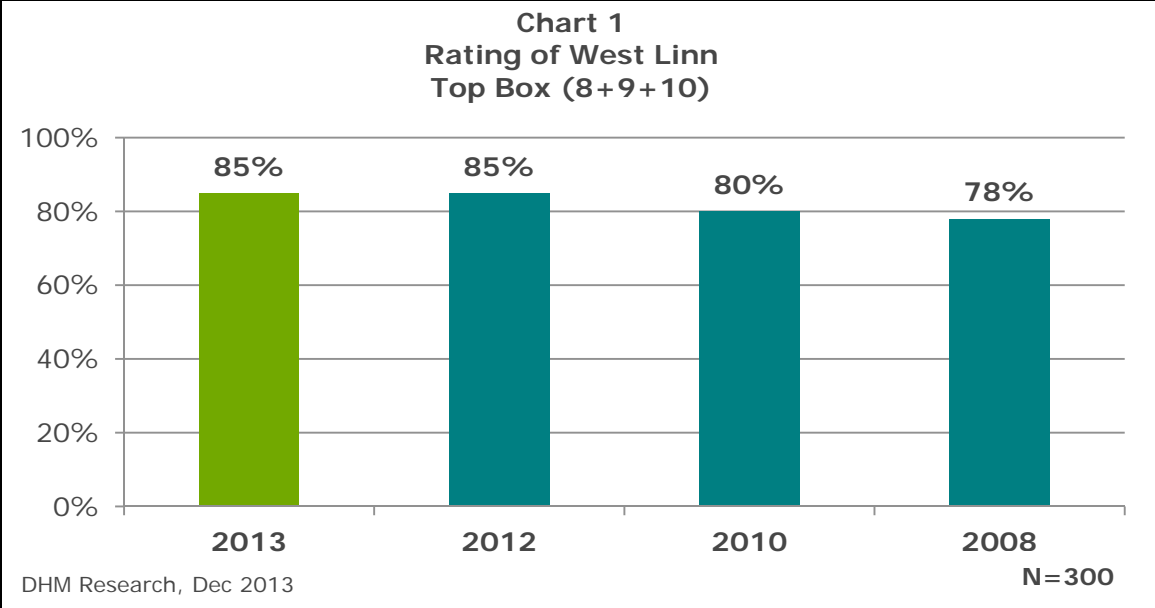
Visitation of the City's website is high among residents, most of whom rate the website positively.

- Two-thirds (64%) of residents had visited the City's website in the past year.
- When asked in an open-ended format what sources they use to get information about the City, the top response was the *City website* (39%).
 - This was followed by *West Linn Tidings* (26%) and *newspaper ads* (23%).
- Among residents who had visited the website, 89% rated the website as very good or good.
- The most popular reason for having visited the website was to look up *scheduled events in the community*.
- When prioritizing a list of methods for communicating with the public that the City could allocate time and money for, residents showed the highest preference for *email notices to residents who sign up with the City* and the *City website*.

3. | KEY FINDINGS

3.1 | West Linn as a Place to Live

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 2012, 2010, and 2008.¹



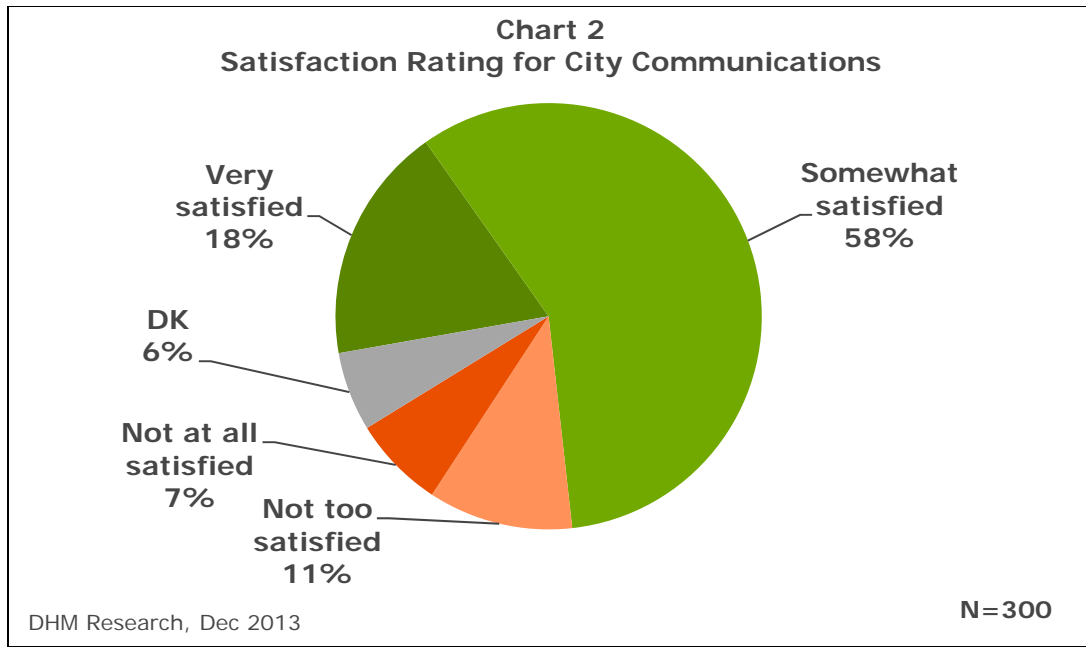
Residents rated the City of West Linn highly as a place to live, with an overall mean score of 8.4 and 85% providing a “top-box” rating of 8+9+10. This was identical to 2012, and a modest gain from 2010 (80%) and 2008 (78%).

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 7.5. When looking at ethnicity, whites provided higher scores for the city than non-whites (8.5 vs. 7.5 mean scores). There were also differences in intensity of approval for the City among age groups, as those ages 18-34 and 35-54 gave higher “top-box” ratings than those ages 55+ (91% and 88% vs. 79%).

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

3.2 | Communicating with the City

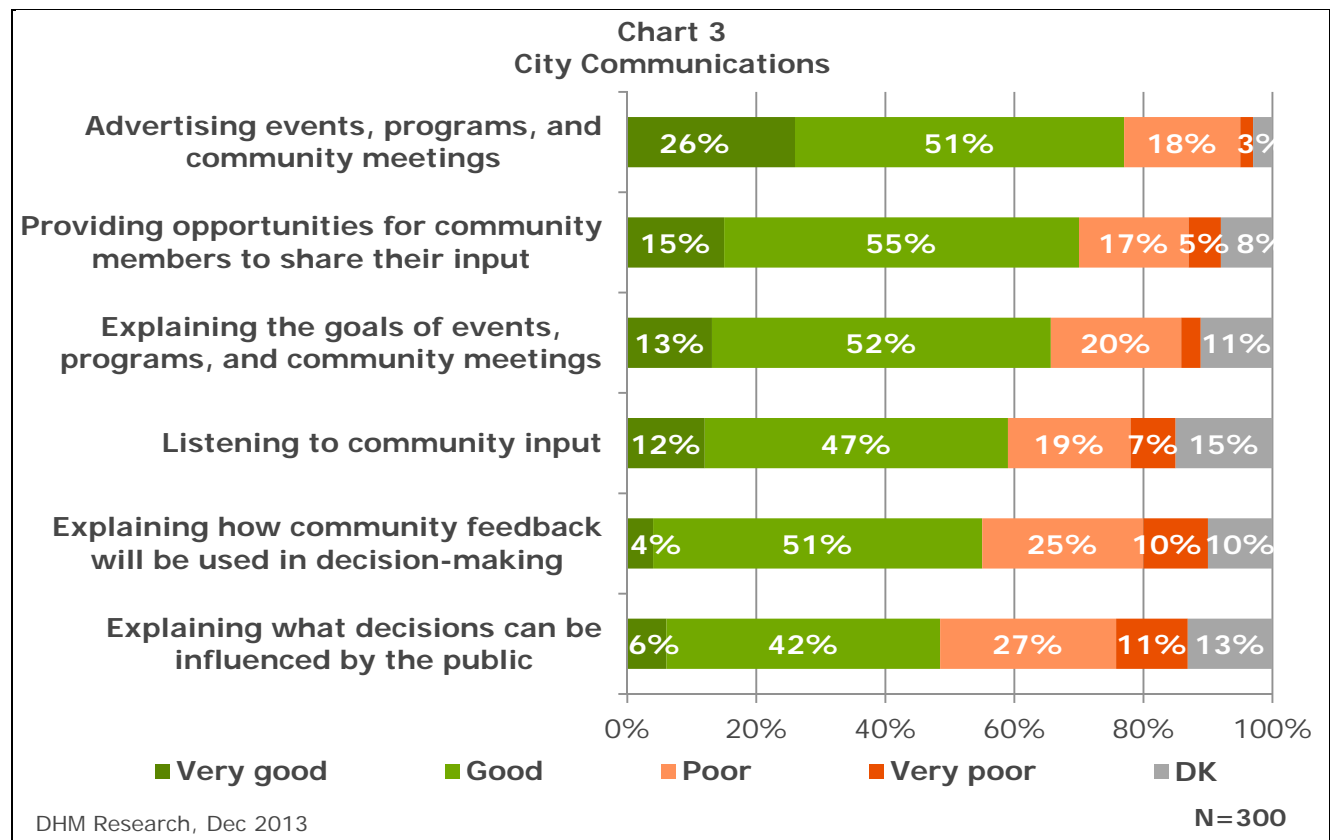
Residents were asked how satisfied they are with the job the City does in communicating with the public: very satisfied, somewhat satisfied, not too satisfied, or not at all satisfied (Q2).



Overall satisfaction (very/somewhat) with the City's performance in communicating with the public was high, with 76% providing a positive rating. Only 18% registered dissatisfaction, while less than one in ten (6%) were unsure.

Demographic Differences: Overall satisfaction decreased with age (18-34: 87%; 35-54: 80%; 55+: 65%). When looking at ethnicity, non-whites showed higher overall satisfaction than whites (87% vs. 74%). It should be noted that those ages 18-34 and non-whites (both 87%) were the demographic groups that awarded the City its highest overall satisfaction ratings, while those ages 55+ and residents with a high school diploma or less education (both 65%) gave the City its lowest satisfaction ratings.

Residents were read a list of aspects related to how the City communicates with the public and were asked to rate the City's performance in each (Q3-8).

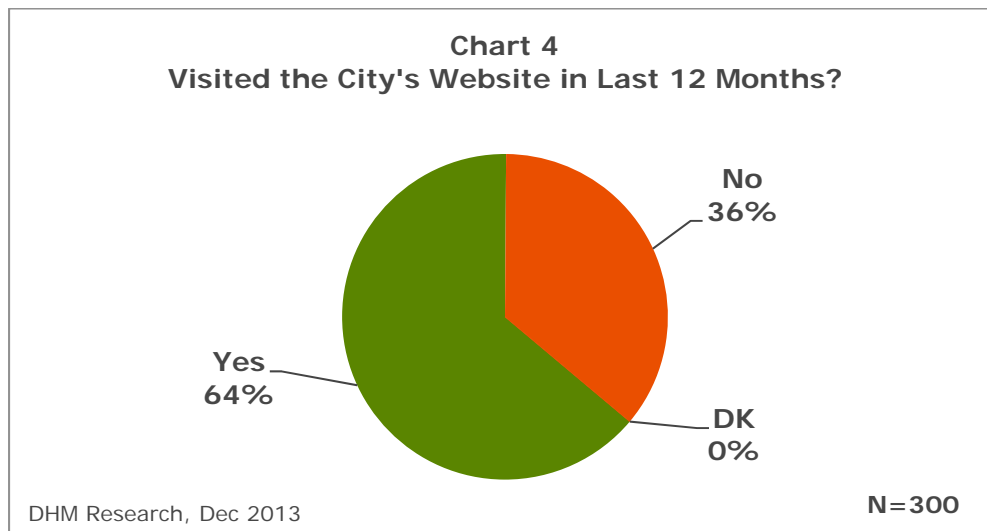


The City received the highest overall approval (very good/good) scores for its performance in *advertising events, programs, and community meetings* (77%); *providing opportunities for community members to share their input* (70%); and *explaining the goals of events, programs, and community meetings* (65%). Only one aspect of City communications received an overall approval score under 50%: *explaining what decisions can be influenced by the public* (48%). However, all aspects of City communications registered a positive rating from a plurality of residents.

Demographic Differences: Younger residents (those ages 18-34) tended to provide higher overall approval scores than their older counterparts, with notably high scores for *explaining the goals of events, programs, and community meetings* and *providing opportunities for community members to share their input* (100% for both). The lowest-rated aspect of City communications, *explaining what decisions can be influenced by the public*, received a rating of 31% from non-whites (compared to 51% among whites).

3.3 | City Website

Residents were asked if they had visited the City's website in the last year (Q9).



Nearly two-thirds (64%) of residents had visited the City's website in the last year, compared to roughly one-third (36%) who had not. Not a single resident was unsure whether they had visited the City's website.

Demographic Differences: Visitation of the City's website was twice as high among those with children under the age of 18 in the household compared to those without (88% vs. 44%). When looking at ethnicity, visitation of the website was significantly higher among whites than non-whites (66% vs. 45%). Outside of those with children under the age of 18 in the home, visitation of the website was highest among those ages 35-54 (79%), those with a college degree or more education (73%), and newer residents of the City of West (0-5 years in the City) (72%).

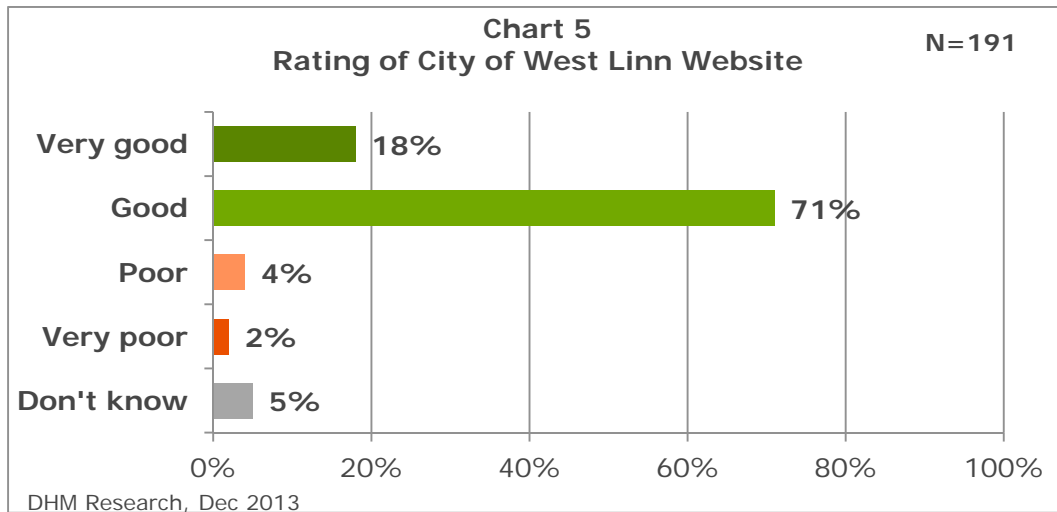
Residents who said they had visited the City's website in the last year were provided the open-ended opportunity to describe what they had used the website for (Q10). Below are the most common responses given²:

- *Scheduled events in the community* (28%)
- *Information—general* (10%)
- *Water treatment information/to pay my water bill* (10%)
- *Don't know* (10%)

Demographic Differences: There were no significant demographic differences.

² See verbatim document for complete open-ended responses.

Residents who said they had visited the City's website in the last year were asked to rate the website as very good, good, poor, or very poor (Q11).



Residents rated the City's website highly, with nine in ten (89%) of those who had used the website in the past year rating the website as either very good or good. Less than one in ten provided a negative rating.

Demographic Differences: Overall positive ratings (very good/good) were higher than 80% across all demographic groups, with notably high scores from those ages 18-34 (100%) and residents with a high school diploma or less education (also 100%). Overall positive ratings decrease with age, from 100% of those ages 18-34 to 90% of those ages 35-54 and 82% of those ages 55+.

Those who rated the City's website as very poor or poor were provided the open-ended opportunity to explain why (Q12). Below are the most common responses given³:

- *Hard to navigate* (N=8)
- *Don't have same access as Portland* (N=2)

Demographic Differences: There were no significant demographic differences.

³ See verbatim document for complete open-ended responses.

3.4 | Informational Sources

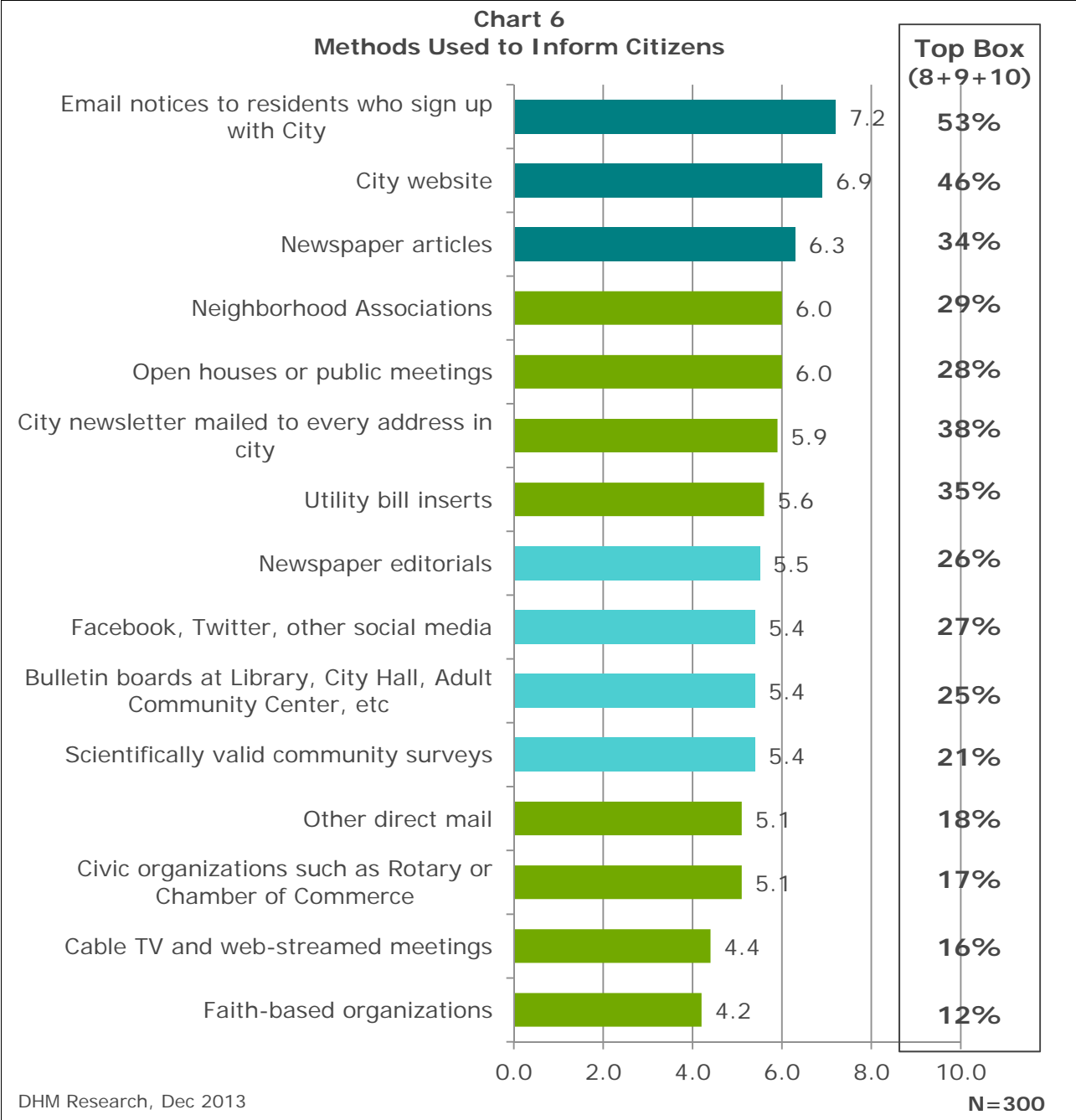
Residents were provided the open-ended opportunity to identify what sources they use to get information about the City (Q13). Below are the most common responses given:

- *City website* (39%)
- *West Linn Tidings* (26%)
- *Newspaper ads* (23%)
- *City paper newsletter (included with utility bill)* (12%)
- *Word of mouth* (12%)

In the 2012 West Linn Community Survey, *West Linn Tidings* was the top-rated source of information, while the *City website* was rated fifth.

Demographic Differences: Usage of the *City website* was higher among those ages 18-34 (41%) and 35-54 (54%) as compared to those ages 55+ (18%). Usage of the City website was also significantly higher among those with children under the age of 18 in the household compared to those without (58% vs. 22%).

Residents were read a list of methods that the City of West Linn can use to inform residents about issues that are important to the community and they were asked how they would like the City to prioritize its resources to ensure that the public is informed in a timely fashion. The rating scale was 0-10, with 0 meaning that method was a low priority, and 10 meaning it was a high priority (Q14-28).



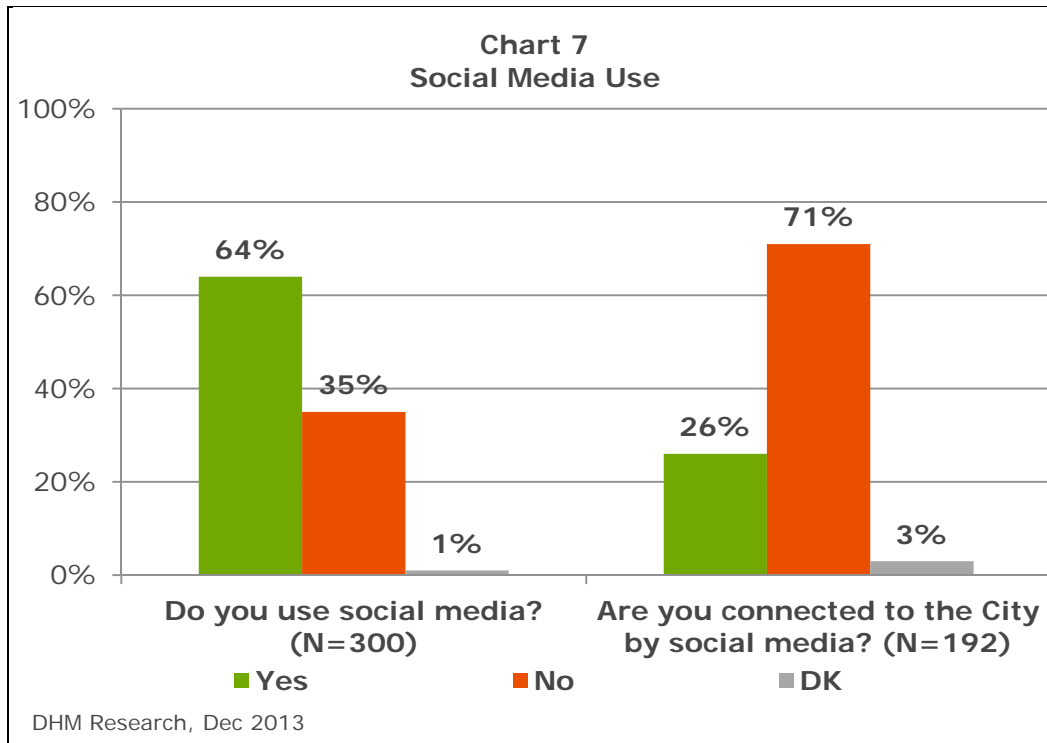
The most-prioritized methods for communicating with the public were *email notices to residents who sign up with the City* (7.2 mean score); *City website* (6.9); and *newspaper articles* (6.3). The highest intensity of prioritization was given to *email notices to residents who sign up with the City* (53% "top-box" rating) and *City website* (46%).

Demographic Differences: The most-prioritized method, *email notices to residents who sign up with the City*, received its highest ratings from those ages 35-54 (7.9 mean score; 61% "top-box"). The second-most-prioritized method, *City website*, also received its highest ratings from those ages 35-54 (7.8 mean score; 62% "top-box" rating). It should be noted

that *email notices to residents who sign up with the City* received the highest mean scores provided by all age groups.

3.5 | Social Media Use

Residents were asked if they use social media such as Facebook, Twitter, or LinkedIn (Q29). Those who said they were connected were asked if they're connected with the City (Q30).



Roughly two-thirds (64%) of residents use social media such as Facebook, Twitter, or LinkedIn, compared to one-third (35%) who do not. This is similar to what was shown in the 2012 West Linn Community Survey. Of those residents who said they use social media, 26% said they were connected with the City, which equates to 17% of the total West Linn population.

Demographic Differences: Those ages 18-34 and 35-54 were more than twice as likely to use social media overall than those 55 and over (77% and 81% vs. 36%). Those ages 35-54 showed the highest overall rate of social media use. Females were more likely to use social media overall (68% vs. 60%). Social media use was also higher among those with children under the age of 18 in the household compared to those without (76% vs. 54%), and among whites versus non-whites (66% vs. 50%). When looking at demographic groups in terms of who had the highest rates of connectivity with the City, the highest rates were among those ages 35-54 (37%), as well as residents who have lived in the City for 0-5 years (also 37%).

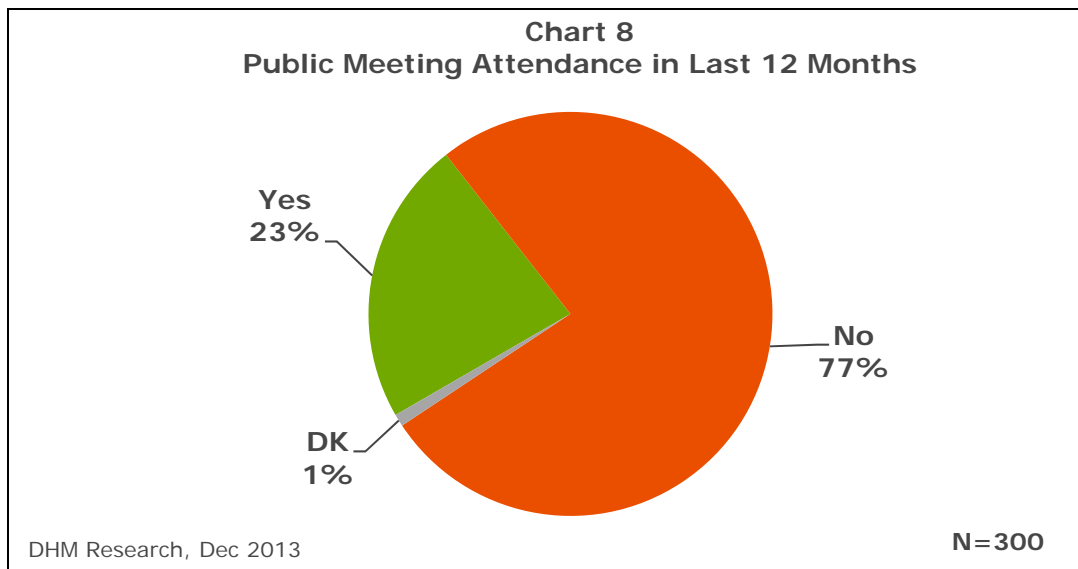
Those who were not connected with City on social media were provided the open-opportunity to explain why (Q31). Below are the most common responses given⁴:

- *I don't use social media/I don't use social media that often (28%)*
- *Wasn't aware of the city's social media status (24%)*
- *No interest (23%)*
- *Haven't thought about it, never offered to me (13%)*

Demographic Differences: There were no significant demographic differences.

3.6 | Public Meetings

Residents were asked if they had attended a public meeting in West Linn in the last year. This included any meeting of the City Council, Planning Commission, Advisory Board, or a Neighborhood Association (Q32).

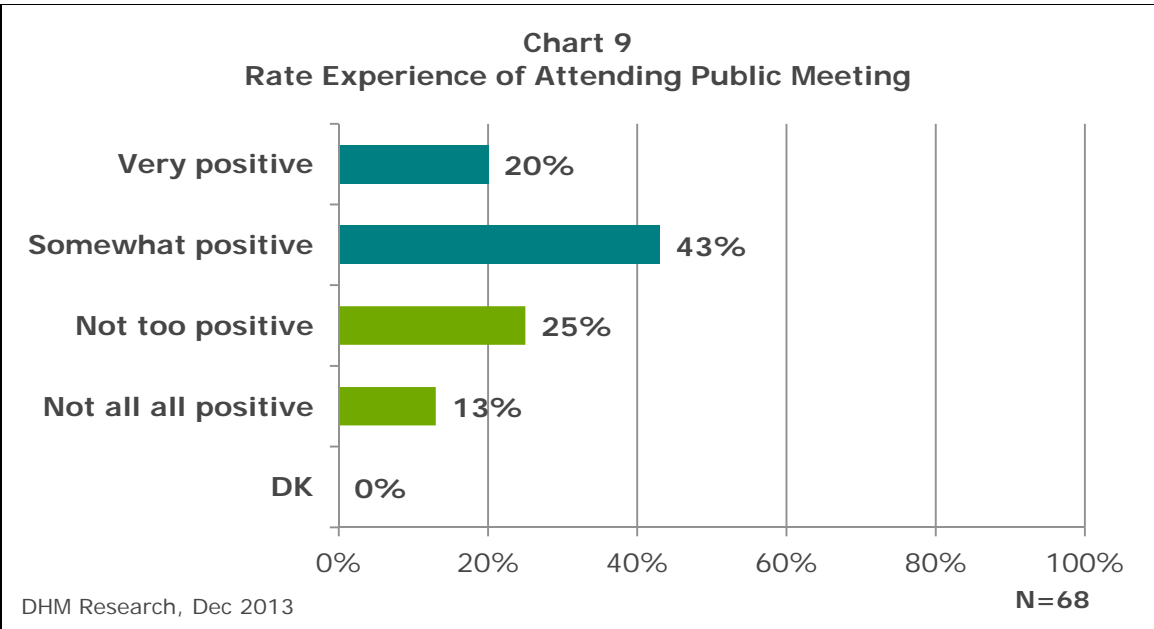


Only one in four (23%) had attended a public meeting in the last year, while three-fourths (77%) had not. This is similar to what was shown in the 2012 West Linn Community Survey.

Demographic Differences: Public meeting attendance was highest among those ages 55+ (31%) and those with a college degree or more education (28%).

⁴ See verbatim document for complete open-ended responses.

Residents who had attended a public meeting in the last year were asked to rate their experience as very positive, somewhat positive, not too positive, or not at all positive (Q33).



Nearly two-thirds (63%) of those who had attended a public meeting in the last year rated their experience as either very or somewhat positive, compared to 38% who provided a negative rating for their experience.

Demographic Differences: Females tended to rate their experiences as slightly more positive than males (66% vs. 59%).

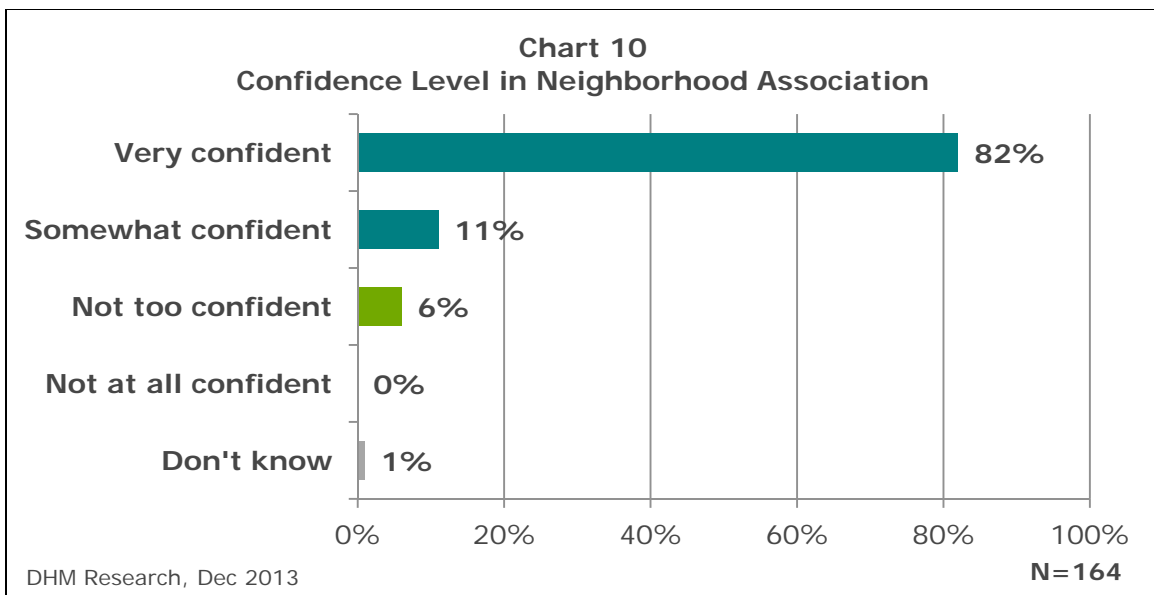
Residents were asked in an open-ended manner if they knew what neighborhood associate they belong to (Q34). Below are the most common responses given:

- *Don't know/refused* (45%)
- *Robinwood* (14%)
- *Hidden Springs* (10%)

In the 2012 West Linn Community Survey, the most common response was also *don't know*.

Demographic Differences: Responses of *don't know/refused* were highest among residents who have lived in the City of West Linn for 0-5 years (88%) and a high school diploma or less education (85%).

Residents who identified a neighborhood association (and did not say *don't know/refused*) were asked how confident they were in their answer: very confident, somewhat confident, not too confident, or not at all confident (Q35).



More than nine ten (93%) said they were either very or somewhat confident that the neighborhood association they identified was correct.

Demographic Differences: There were no significant demographic differences.

Lastly, residents were provided the open-ended opportunity to give feedback to City on how they can better communicate with the public (Q36). Below are the most common responses given⁵:

- *Satisfied/no feedback* (18%)
- *Online contact/email/social media* (12%)
- *Communicate with the public/be more involved with the community* (10%)

Demographic Differences: There were no significant demographic differences.

⁵ See verbatim document for complete open-ended responses.

4. | ANNOTATED QUESTIONNAIRE

West Linn Survey
December 2013; N=300; RDD + Cell Phone; Gen pop (18+)
Survey length: 15 minutes; Margin of error +/-5.7%

Hello, I'm _____ from DHM Research, a public opinion research company. I am not trying to sell you anything. We're conducting a survey about issues that concern individuals in your area. May I speak to _____? **[SPEAK TO NAME ON LIST. IF UNAVAILABLE, SCHEDULE CALL BACK]**

1. 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.⁶

Response Category	DHM 2013 N=300	2012 N=350	2010 N=350	2008 N=350
Top Box (8+9+10)	85%	85%	80%	78%
Mean	8.4	N/A	N/A	N/A
Don't know	0%	N/A	N/A	N/A

Next, we'd like to ask you about your preferences and experiences when it comes to communicating with the West Linn city government.

2. 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	N=300
Very satisfied	18%
Somewhat satisfied	58%
Not too satisfied	11%
Not at all satisfied	7%
Don't know	6%

For each of the following, please rate how well the City communicates with the residents of West Linn as very good, good, poor, or very poor. **(Randomize Q3-8)**

Response Category, N=300	Very good	Good	Poor	Very Poor	Don't know
3. Advertising events, programs, and community meetings	26%	51%	18%	2%	3%
4. Explaining the goals of events, programs, and community meetings	13%	52%	20%	3%	11%
5. Explaining how community feedback will be used in decision-making	4%	51%	25%	10%	10%
6. Explaining what decisions can be influenced by the public	6%	42%	27%	11%	13%
7. Providing opportunities for community members to share their input	15%	55%	17%	5%	8%
8. Listening to community input	12%	47%	19%	7%	15%

⁶ Benchmarked from City of West Linn Community Survey, conducted in 2012, 2010, and 2008.

9. Have you visited the City's website in the last 12 months?

Response Category	N=300
Yes	64%
No	36%
Don't know	0%

10. If "yes" to Q9. What did you use the website for? (Open; probe for up to 3 answers)

Response Category	N=191
Scheduled events in the community	28%
Information – General	10%
Water treatment information/To pay my water bill	10%
Information about local parks	7%
Library information	6%
Contact Public Works	4%
City Council information	4%
All other responses	3% or less
Nothing/None	0%
Don't know	10%

11. If "yes" to Q9. Overall, how would you rate the City of West Linn's website: very good, good, poor, or very poor?

Response Category	N=191
Very good	18%
Good	71%
Poor	4%
Very poor	2%
Don't know	5%

12. If "Poor/Very Poor" on Q11. Why do you rate the City's website as (answer to Q11)? (Open; probe for up to 3 answers)

Response Category	N=11
Hard to navigate	8 people
Don't have same access as Portland	2 people
All other responses	1 person
Nothing/None	0%
Don't know	0%

13. **(Ask all)** What sources do you use to get information about the City? **(Probe for up to 3 answers; DO NOT READ LIST)**

Response Category	N=300
City website	39%
West Linn Tidings	26%
Newspaper ads	23%
City paper newsletter (included with utility bill)	12%
Word of mouth	12%
Other media	8%
City email newsletter	7%
Facebook	6%
Through community organizations (churches, civic groups, Chamber of Commerce, etc.)	5%
Written materials (posters, postcards)	4%
Neighborhood Associations	4%
Public access television of City meetings	3%
Oregonian	3%
Google	3%
All other responses	2% or less
Nothing/None	0%
Don't know	4%

The following are ways that the City of West Linn can inform residents about issues that are important to the community. With limited time and money, they would like your input on how to prioritize City resources to ensure that the public is informed in a timely fashion. Please use a “0” to “10” scale. A “0” is the bottom of the scale, meaning a low priority, and a “10” is the top of the scale, meaning a high priority. Try not to give the highest ratings for all options, please be selective. **(Randomize Q14-28)**

Response Category, N=	Top Box (8+9+10)	Mean	Don't know
14. Open houses or public meetings	28%	6.0	2%
15. Scientifically-valid community surveys	21%	5.4	10%
16. City website	46%	6.9	5%
17. Newspaper editorials	26%	5.5	5%
18. Newspaper articles	34%	6.3	2%
19. City newsletter mailed to every address in West Linn	38%	5.9	1%
20. Facebook, Twitter and other social media	27%	5.4	6%
21. Email notices to residents who sign up with the City	53%	7.2	6%
22. Utility bill inserts	35%	5.6	3%
23. Bulletin boards at Library, City Hall, Adult Community Center, etc.	25%	5.4	1%
24. Other direct mail	18%	5.1	3%
25. Civic organizations, such as local Rotary club or Chamber of Commerce	17%	5.1	7%
26. Neighborhood Associations	29%	6.0	2%
27. Faith-based organizations	12%	4.2	8%
28. Cable TV and web-streamed meetings	16%	4.4	4%

29. Do you use social media such as Facebook, Twitter, or LinkedIn?

Response Category	N=300
Yes	64%
No	35%
Don't know	1%

30. If "yes" to Q29. Are you connected with the City on social media?

Response Category	N=192
Yes	26%
No	71%
Don't know	3%

31. If "no" to Q30. Why not? (Open; probe for up to 3 answers)

Response Category	N=137
I don't use social media/I don't use social media that often	28%
Wasn't aware of the city's social media status	24%
No interest	23%
Haven't thought about it, never offered to me	13%
I haven't visited yet	7%
Other	6%
Nothing/none	0%
Don't know	1%

32. (Ask all) Have you attended a public meeting in West Linn in the last 12 months? This could include any meeting of the City Council, Planning Commission, Advisory Board, or a Neighborhood Association.

Response Category	N=300
Yes	23%
No	77%
Don't know	1%

33. If "yes" to Q32. How would you rate that experience: would you say it was very positive, somewhat positive, not too positive, or not at all positive?

Response Category	N=68
Very positive	20%
Somewhat positive	43%
Not too positive	25%
Not at all positive	13%
Don't know	0%

34. **(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
Robinwood	14%
Hidden Springs	10%
Sunset	7%
Willamette	5%
Bolton	4%
Skyline Ridge	4%
Savanna Oaks	4%
Rosemont Summit	3%
BHT	2%
Marylhurst	1%
Parker Crest	1%
Don't know/Refused	45%

35. **(For those who provided an answer other than "don't know/refused" for Q34)** Would you say you are very confident, somewhat confident, not too confident, or not at all confident that **(answer to Q34)** is your neighborhood association?

Response Category	N=164
Very confident	82%
Somewhat confident	11%
Not too confident	6%
Not at all confident	0%
Don't know	1%

36. **(Ask all)** Lastly, do you have any other feedback about how the City of West Linn can better communicate with the public? **(Open; probe for up to 3 answers)**

Response Category	N=300
Satisfied/no feedback	18%
Online contact/email/social media	12%
Communicate with the public/be more involved with the community	10%
Provide newsletters	6%
All other responses	2% or less
Don't know	3%

The following questions are for statistical purposes only. Each demographic question is optional, but we appreciate your responses. Remember, no identifying information will be associated with any of your responses to this survey.

37. Gender **(BY OBSERVATION)**

Response Category	N= 300
Male	48%
Female	52%

38. Age **(DON'T ASK; RECORD FROM SAMPLE)**

Response Category	N= 300
Under 18 (Online only)	N/A
18-34	20%
35-54	44%
55+	36%

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

Response Category	N= 300
Less than high school	0%
High school diploma	11%
Some college	26%
College degree	36%
Graduate/professional school	23%
Refused	4%

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

Response Category	N= 300
0-5 years	17%
6-10 years	26%
More than 10 years	54%
Refused	3%

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

Response Category	N= 300
Yes	43%
No	53%
Refused	3%

42. Cell phone **[from sample]**

Response Category	N= 300
Yes	16%
No	84%

43. Which of the following best describes your ethnicity?

Response Category	N=300
White/Caucasian	84%
African American/Black	0%
Hispanic/Latino	0%
Asian/Pacific Islander	3%
Native American/American Indian	1%
Other	7%
Refused	5%

44. How were you directed to the survey? **(Online survey only)**

Response Category	N=300
City Website	N/A
Facebook	N/A
Twitter	N/A
LinkedIn	N/A
West Linn Wednesday email	N/A
Library update email	N/A
Business community updates email	N/A
Other	N/A
Refused	N/A