

**CITY OF LAKE OSWEGO
COMMUNITY ASSESSMENT III
SURVEY RESEARCH**

Conducted for the City of Lake Oswego

Research conducted January 2000

**CAMPBELL
DELONG
RESOURCES, INC.**

CDRI 612

INTRODUCTION

Citizens of Lake Oswego can provide their input about issues facing the City in a number of ways. They may attend and provide public comment at City Council meetings, Budget Committee meetings, and at a number of other public meetings on various topics throughout the year. Citizens with the interest and time can also volunteer on a number of commissions or committees. In addition, because Lake Oswego remains a small community, some residents still stop elected officials and City staff members on the street or in the grocery store to voice their opinions.

For the City, all of these ways of gathering comments can be very effective. However, typically it is a small, select group of citizens who have the time and energy to provide input in these ways. "Average" citizens, busy with their own lives, are often concerned with the issues being discussed by the City but do not always have the time or the knowledge necessary to provide input in traditional manners.

In 1996, to balance its other means of gathering information, the City of Lake Oswego conducted its first telephone survey of residents. A 1998 report presented an update on that initial survey and provided many comparisons with the 1996 survey. Today, along with the results of questions aimed at gathering information about new issues facing the City and its residents, this report presents an opportunity for the City to compare results from the past two reports with the present survey.

The Community Survey provides the City with the full range of opinions that exist, not just the opinions of its more vocal or active citizens. The individuals whose responses make up the data for this report are a scientifically selected random sample of residents over the age of 18. The survey does not attempt to replace, but rather to supplement, the more traditional methods the City uses to gather information from its citizens.

The report is divided into the following sections:

- ▶ *Methods*, describing how the research was conducted.
- ▶ *Research Results*, outlining the findings from the research.
- ▶ *Conclusions & Recommendations*, including suggested action steps based on the research.
- ▶ *Appendix*, including a copy of the questionnaire, the data printout showing the data divided into 23 segments, and additional comments from respondents.

If you have questions or comments about this research, contact [Martha DeLong at Campbell DeLong Resources, Inc.](#), (503) 221-2005, or e-mail Marthad@cdri.com. Within the City, questions can be directed to [Kris Hitchcock, Director of Information Services](#), at (503) 699-7474.

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EXECUTIVE SUMMARY

METHODS

A total of 400 residents of the City of Lake Oswego were interviewed by telephone. Interviewing took place from January 5 to January 9, 2000.

RESEARCH RESULTS

Respondent profile

1. Half of respondents have lived in Lake Oswego more than 10 years. The mean is 15 years.
2. Most (77%) own their own homes.
3. Average age of respondents is 50.

Quality of Life in Lake Oswego

4. Quality of life ratings continue to be high. Average rating in 2000 is 8.4, one-tenth of a point higher than in 1998.
5. Most residents continue to believe the quality of life in Lake Oswego will decline over the next 10 years. However, the mean rating for quality of life in 10 years continues to improve since 1996, indicating that residents are feeling more positive about the future of Lake Oswego.
6. Residents indicate that improving streets and dealing with growth and development should be the City's top priorities.

Satisfaction with City Services

7. Overall, about half of respondents indicate they are satisfied with Lake Oswego's government.
8. Four City services are frequently mentioned as outstanding – police, library, fire, and park maintenance.
9. Ratings for most basic City services remain close to 1998 levels. Planning and street maintenance are again the two services with the lowest ratings.

10. Residents often rate recreational services highly.
11. Residents often say they are unable to rate services. This is especially true for services that are designed to serve only a segment of the population, for example, the Adult Community Center. “Don’t know” responses were not included in any service rating.
12. Downtown improvement continues to be the City action residents most often agree with.
13. Residents most often disagreed with City actions relating to property development.

Response to Possible City Projects

14. Residents are split on the importance of a new recreation center. One-third rate it a top priority.
15. About the same number of people support a new main library as support the establishment of a branch library.
16. Most residents do not support the leasing of Luscher Farms to a golf course developer.
17. About the same number of people support cat licensing as oppose it.

Attitudes Toward Growth

18. Residents want the City to continue to oppose urbanization of the Stafford area.
19. If the City is required to expand into the Stafford area, the preferred density would be 3 units per acre or less.

Attitudes Towards Transportation Issues

20. Public transit usage among Lake Oswego residents is very low. Half of respondents say that a light rail system between Lake Oswego and Portland would increase their use of public transportation.
21. About 8 in 10 residents say they are at least somewhat supportive of a *feasibility study* for a commuter rail system to connect Lake Oswego with Beaverton and Wilsonville.
22. A 3-cent gas tax and bonds gather the most support as a means of funding street maintenance. However, support has declined since 1996 for both of these means of financing.

Reaction to the Concept of Salaries for Mayor and City Council

23. Residents are more likely to support a salary for the Mayor than for City Council members. Level of support is about the same in 1998 — half support a salary for the Mayor, 4 in 10 support salaries for Council members.

Information Sources

24. Residents most often use traditional sources –*Lake Oswego Review*, *Hello L.O.*, and *The Oregonian* – to gather information about City actions.
25. *Lake Oswego Review* continues to be the most important source of information about City actions.
26. Most residents do not watch City Council meetings on television.
27. Seven in 10 residents have not attended a neighborhood association meeting in the last year. Few recall regularly getting information from their neighborhood association.
28. Most residents have a personal computer in their home capable of accessing the Internet.

Resident Demographics

29. Most residents who are employed work outside Lake Oswego. The percentage working in Lake Oswego or at home is growing.
30. There are few families in Lake Oswego with more than two children. Only 44% have any children under the age of 18 living at home.
31. Mountain Park, Lake Grove, and Palisades continue to be the neighborhoods most often cited as the location of respondents homes.
32. Almost all adult residents of Lake Oswego are registered to vote, and most are likely to vote in general elections.
33. Lake Oswego residents continue to be well-educated. Most have at least a college degree.

CONCLUSIONS & RECOMMENDATIONS

1. **The City of Lake Oswego should have two priorities – responding to issues relating to growth and building a consensus on how to fund street maintenance.**
2. **Consensus must be built around the location and type of library expansion or it is unlikely that any money measures to fund expansion will be approved.**
3. **The City should not offer Luscher Farms to a golf course developer and should carefully consider if it is worth the effort to build a new recreation facility and to license cats.**

METHODS

RESEARCH OBJECTIVES

The City of Lake Oswego periodically surveys its residents in order to understand the attitudes and opinions of the citizens living within the community. Specific objectives of the 2000 Community Survey are the following:

- ▶ Continue to use a survey that assesses the opinions and attitudes of residents on the range of services offered by the City as well as on issues the City faces today and will face in the future.
- ▶ Use a methodology for the survey that provides accurate results and can be easily repeated on a periodic basis.
- ▶ Develop a written report and oral presentation that will assist the City Council and staff in understanding the findings from the research.

RESEARCH DESIGN/SAMPLE RELIABILITY

A telephone methodology was used to survey a random sample of 400 residents of Lake Oswego. This is the third telephone survey conducted by Campbell DeLong Resources, Inc. for the City of Lake Oswego. The first was conducted in 1996 and the second in 1998. Throughout this report, where appropriate, comparisons are made between the 1996 and 1998 findings and findings from the current research.

The worst-case reliability for a sample of 400 is $\pm 4.9\%$.

In reviewing sampling reliability information, remember the following:

- ▶ Worst-case reliability assumes a question with two answers with responses distributed 50/50. For example, half say “yes” and half say “no.” It also assumes a large universe.
- ▶ The worst-case reliability stated above is calculated at the 95% confidence level. This means that if many samples of 400 were taken, for example, in 95% of the samples the survey results would not vary from the sample mean by more than $\pm 4.9\%$.

- ▶ Reliability improves as the distribution of the responses moves away from a 50/50 split. This means the sampling error will be much less for a 90/10 distribution than for a 50/50 distribution.

INTERVIEW SCHEDULE

Interviewing began on January 5, 2000, and was completed by January 9, 2000. The 1998 survey was conducted in January of that year. The 1996 survey was conducted in February and March of that year.

LIST SOURCE/SCREENING CRITERIA

Respondents were drawn from a random sample of telephone numbers. All potential respondents were led through a screening process to ensure each met the following criteria:

- ▶ Lives within the Lake Oswego city limits.
- ▶ No one in the household serves on an advisory board, a commission, or the City Council for the City of Lake Oswego. No one in the household works for a market research organization.
- ▶ Is over the age of 18.
- ▶ A 50/50 male/female split was maintained.

COMPUTER PROCESSING

All interviewing took place using a computer-aided telephone interviewing system (CATI). A cross-tabulation program was used to sort the data into 23 market segments. A copy of the data printout is located in the Appendix of this report.

The information on the next two pages delineates the market segments identified in the printout, along with the number of respondents in each segment. Segment sizes vary where not all respondents were asked the question listed.

| SEGMENT | SAMPLE SIZE |
|---|-------------|
| ▶ Total..... | 400 |
| ▶ Length of time lived in Lake Oswego | |
| • Less than 10 years | 171 |
| • Ten years or more | 223 |
| ▶ Quality of life | |
| • Rates living in Lake Oswego today an 8, 9, or 10..... | 324 |
| • Believes there will be a serious decline in the quality of life in Lake Oswego in the next 10 years (3-point difference between the rating for quality of life today and the quality of life 10 years from now) | 44 |
| ▶ Satisfaction with local government | |
| • Rates satisfaction with local government a 4 or 5..... | 223 |
| • Rates satisfaction a 1, 2, or 3..... | 160 |
| ▶ Location of employment | |
| • Works at home or somewhere in Lake Oswego..... | 84 |
| • Works in Portland..... | 91 |
| • Works in Washington County | 48 |
| ▶ Children in home | |
| • No children under 18 living at home..... | 258 |
| • Has children under the age of 18 living at home | 133 |
| ▶ Registered to vote | 362 |

- ▶ Age
 - 18-34.....55
 - 35-54.....189
 - 55 plus133
- ▶ Education
 - College degree or more.....271
 - No college degree120
- ▶ Gender
 - Male200
 - Female200
- ▶ Response to finance priorities
 - Supports building new recreation center (rates it a 4 or 5).....146
 - Supports establishment of branch library159
 - Supports construction of new main library150
 - Supports commuter rail study188

RESEARCH RESULTS

I. Resident Profile

This section provides a brief profile of the individuals whose responses make up the data for this report. It also provides comparisons between data from prior surveys and the current data.

A. OVER HALF OF RESPONDENTS HAVE LIVED IN LAKE OSWEGO MORE THAN 10 YEARS.

Of the respondents in the current database, 56% have lived in Lake Oswego for 10 years or more. As would be expected, there is little change between the results to this question in 1996 and 1998 and the current results.

There is a slight tendency for 2000 respondents to have lived in Lake Oswego for a longer period of time than 1996 and 1998 respondents. However, this difference is not statistically significant at the 95% confidence level – the standard used by most market researchers to note statistical significance.

AVERAGE LENGTH OF RESIDENCY IN LAKE OSWEGO NOW 15 YEARS

Q: *How long have you lived in the City of Lake Oswego?*

| Length of time | 1996 total n=400 | 1998 total n=400 | 2000 total n=400 |
|------------------|------------------------|------------------------|------------------------|
| 5 years or less | 38% | 34% | 30% |
| Less than 1 year | 7% | 5% | 6% |
| 1-2 years | 12% | 14% | 11% |
| 3-5 years | 19% | 16% | 13% |
| 6-10 years | 20% | 22% | 20% |
| 11-20 years | 18% | 22% | 20% |
| Over 20 years | 24% | 22% | 28% |
| 21-40 years | 20% | 18% | 23% |
| Over 40 years | 4% | 4% | 5% |
| Mean | 13 years | 14 years | 15 years |

B. MOST ADULT RESIDENTS OWN THEIR OWN HOME.

As in previous surveys, a substantial majority – 77% – of respondents say they own their own homes. As noted in the 1996 report, this is a higher percentage than we typically find in the City of Portland. Based on research conducted by Campbell DeLong Resources, Inc. for the Portland Water Bureau and Portland Bureau of Environmental Services, two-thirds of Portland residents own their own homes.

AS IN 1996 & 1998, THREE-QUARTERS OWN THEIR OWN HOMES

Q: *Do you own or rent your current home?*

| Home ownership | 1996 total n=400 | 1998 total n=400 | 2000 total n=400 |
|-----------------------|---------------------------------|---------------------------------|---------------------------------|
| Own home | 76% | 76% | 77% |
| Rent home | 23% | 23% | 21% |
| Don't know / refused | 1% | 1% | 2% |

C. THE AVERAGE AGE OF RESPONDENTS IS 50.

The average age for respondents in the current study is 50, the same as in 1998. The average age for both 1998 and 2000 is also a little older than we see in Portland, where the average age of adults is 45.

AVERAGE AGE OF RESPONDENTS IS 50, THE SAME AS IN 1998

Q *What is your age, please?*

| Age | 1996 total n=400 | 1998 total n=400 | 2000 total n=400 |
|-----------------|---------------------------------|---------------------------------|---------------------------------|
| 18-34 | 18% | 13% | 14% |
| 18-24 | 4% | 3% | 5% |
| 25-34 | 14% | 10% | 9% |
| 35-54 | 50% | 53% | 47% |
| 35-44 | 24% | 19% | 21% |
| 45-54 | 26% | 35% | 27% |
| 55 and over | 26% | 29% | 33% |
| 55-64 | 12% | 14% | 16% |
| 65 and over | 14% | 15% | 18% |
| Refused | 4% | 5% | 6% |
| Mean age | 48 years | 50 years | 50 years |

II. Quality of Life in Lake Oswego

A. QUALITY OF LIFE RATINGS FOR LAKE OSWEGO CONTINUE TO BE HIGH.

When asked to rate the quality of life in Lake Oswego on a 1 to 10 scale, residents continue to respond with unusually high numbers compared to other cities we have researched. As in prior years, 8 in 10 adult residents rate the quality of life in Lake Oswego on the high end of the scale – an 8, 9, or 10. Only 3% rate Lake Oswego’s quality of life a 5 or less.

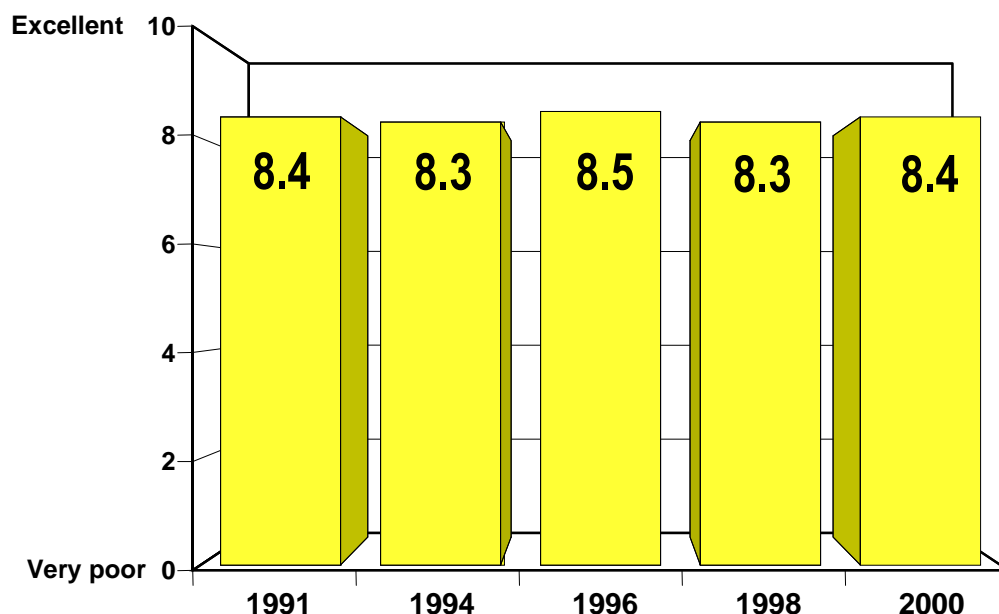
The mean rating for 2000 is 8.4. This is one-tenth of a percent higher than in 1998. However, there continues to be a decline in the percentage of residents who provide the highest rating – a “10.” The percentage of respondents who rate the quality of life in Lake Oswego a “10” is down from one-third in 1996 to only 21% of 2000 respondents.

The mean ratings among all of the segments included in the printout are very similar.

The 1991 and 1994 ratings are from mail surveys conducted by the City during those years.

LAKE OSWEGO RESIDENTS CONTINUE TO RATE QUALITY OF LIFE AS HIGH n=400

Q: *First, overall, how do you rate Lake Oswego as a place to live? Please use a 1 to 10 scale. A 1 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.*



B. MOST RESIDENTS CONTINUE TO BELIEVE THE QUALITY OF LIFE IN LAKE OSWEGO WILL DECLINE OVER THE NEXT 10 YEARS.

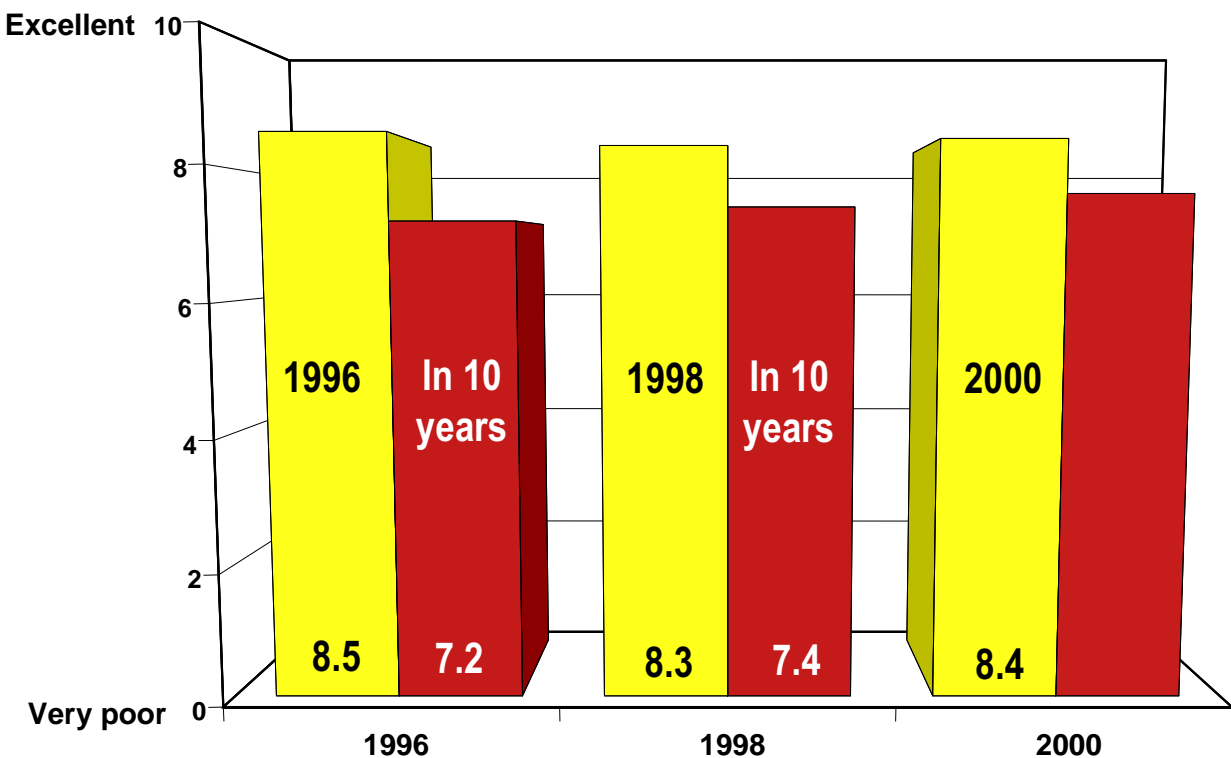
While residents are generally happy with the quality of life offered by Lake Oswego today, there continues to be a concern that there will be a major reduction in the quality of life offered by Lake Oswego over the next 10 years. When asked to give their impressions of the quality of life that Lake Oswego will offer 10 years from now, most residents provide a lower rating than they did for the quality of life offered today.

While many appear to be concerned about the quality of life in Lake Oswego in 10 years, overall residents seem to be more hopeful than in 1996 or 1998. The mean rating for the quality of life 10 years from now has increased from 7.2 in 1996 to 7.4 in 1998 to 7.6 today.

The mean ratings across the demographic groups are very similar.

RESIDENTS CONTINUE TO BECOME MORE HOPEFUL ABOUT THE FUTURE OF THE QUALITY OF LIFE IN LAKE OSWEGO
n=400

Q: Now we want to get your impression of how, if at all, the quality of life will change in Lake Oswego over the next decade. Ten years from now, what kind of place do you think Lake Oswego will be to live? Again use a 1 to 10 scale, where 1 is a very poor place and 10 is an excellent place to live.



C. RESIDENTS BELIEVE TWO ISSUES SHOULD BE THE TOP PRIORITIES OF THE CITY COUNCIL – IMPROVING ROADS & TRAFFIC AND GROWTH CONTROL & CITY PLANNING.

When residents were asked in an open-ended question what should be the top priorities of the Lake Oswego City Council over the next 2 years, two issues stand out. The first is improving roads and traffic, mentioned by 29% of the respondents. The second is growth control and city planning, mentioned by 27% of residents surveyed. Other issues mentioned frequently by residents are downtown renovation (20%), education and school funding (18%), and increasing green spaces and parks (14%).

RESPONDENTS OFTEN SAY ROAD IMPROVEMENT & TRAFFIC, GROWTH CONTROL & CITY PLANNING SHOULD BE TOP PRIORITIES

Q: *Over the next two years, what do you believe should be the top priorities of the Lake Oswego City Council?*

Note: Table adds to more than 100% due to multiple mentions.

| Issue | 2000 total n=400 |
|-----------------------------------|------------------|
| Road improvement & traffic | 29% |
| Growth control & city planning | 27% |
| Downtown renovation | 20% |
| Education and school funding | 18% |
| Additional green spaces and parks | 14% |
| Library system improvement | 9% |
| Small business assistance | 7% |
| Crime reduction | 3% |
| More youth/teen programs | 3% |
| Wise use of tax money | 3% |
| Lower taxes | 3% |
| Improve police department | 3% |
| Better bus system | 3% |
| Others, 2% or less | 15% |

III. Satisfaction with City Services

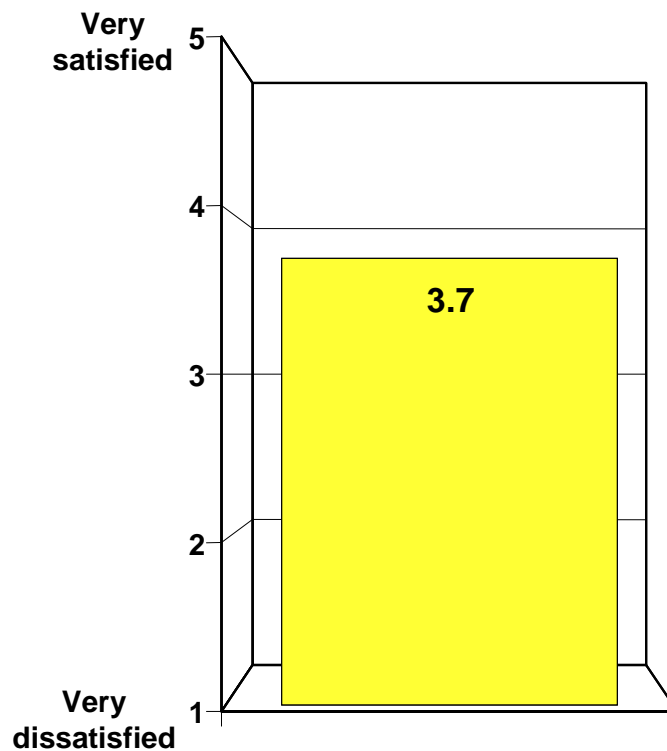
A. OVERALL, RESIDENTS OF LAKE OSWEGO ARE GENERALLY SATISFIED WITH THEIR LOCAL GOVERNMENT.

For the in 2000, residents were asked to rate their overall satisfaction with their local government using a 1 to 5 scale. On the scale a 1 is very dissatisfied with the quality of local government and a 5 is very satisfied with the quality of local government. Over half of respondents (56%) rate their satisfaction with the local government as high – giving local government a 4 or 5 rating. Only 5% of respondents rate their satisfaction a 1 or 2 on the scale. However, 4 in 10 provide the neutral "3" rating. This results in a mean rating of 3.7 for satisfaction with local government.

OVERALL SATISFACTION WITH LOCAL GOVERNMENT EARNS 3.7 RATING

n=400

Q: *First, I want you to rate your overall satisfaction with your local government. This time please use a 1 to 5 scale. On the scale a 1 is very dissatisfied with the quality of your local government and a 5 is very satisfied with the quality of your local government. Using the 1 to 5 scale, how would you rate your satisfaction with local government?*



B. FOUR CITY SERVICES ARE FREQUENTLY MENTIONED AS OUTSTANDING — POLICE, LIBRARY, FIRE, AND PARK MAINTENANCE

When residents were asked which services provided by the City they consider outstanding or deserving of special mention, three services that stood out in the two previous surveys are again at the top of the list. Of residents interviewed in 2000, 17% mention the police department as outstanding. The library and fire department are each cited by 12%. In addition, park maintenance is also mentioned by 12% of the residents surveyed.

There are some fluctuations worth noting. The *police* percentage is the same as in 1998, while the percentages for *fire* and *library* are down from 1998. The decline for the fire department — 5 percentage points — is statistically significant at the 95% confidence level. The decline for the library, while four percentage points, is not statistically significant. Park maintenance, on the other hand, has shown a steady increase over the three studies, beginning with 6% mentioning this service as outstanding in 1996, doubling to 12% in 2000.

POLICE, FIRE, LIBRARY, AND PARK MAINTENANCE TOP LIST OF OUTSTANDING SERVICES

Q: Which, if any, of the services I just mentioned, or any other services provided by the City, do you believe is outstanding or deserving of special mention?

Note: Table adds to more than 100% due to multiple mentions.

| Service | 1996 total n=400 | 1998 total n=400 | 2000 total n=400 |
|---------------------------|------------------------|------------------------|------------------------|
| Police department | 17% | 17% | 17% |
| City library | 14% | 16% | 12% |
| Fire department | 12% | 17% | 12% |
| Park maintenance | 6% | 9% | 12% |
| Adult Community Center | 4% | 6% | 6% |
| Youth recreation | 3% | 5% | 6% |
| Create parks, open spaces | n/a | n/a | 6% |
| Adult recreation | 3% | 6% | 5% |
| City beautification | n/a | n/a | 4% |
| Street maintenance | — | 4% | 3% |
| Others, 2% or less | 16% | 9% | 6% |
| None | 33% | 39% | 31% |

B. RATINGS FOR MOST BASIC CITY SERVICES REMAIN CLOSE TO 1998 LEVELS.

In addition to rating City government overall, Lake Oswego residents also rated specific City services using the same 1 to 5 scale. Although both ratings are down slightly from 1998, ratings for fire and police top the list of basic services. The mean rating for the fire department is down to 4.5 from 4.6 in 1996 and 1998. The police department, rated 4.2 in the two previous surveys, is rated 4.1 in 2000. The rating for water, sewage, and drainage services is only slightly lower than fire and police at 3.8. Only the planning department and street maintenance – which related to the issues Lake Oswego residents believe should be the City's top priorities – are well below the 4.0 mark, at 3.2 and 3.4, respectively.

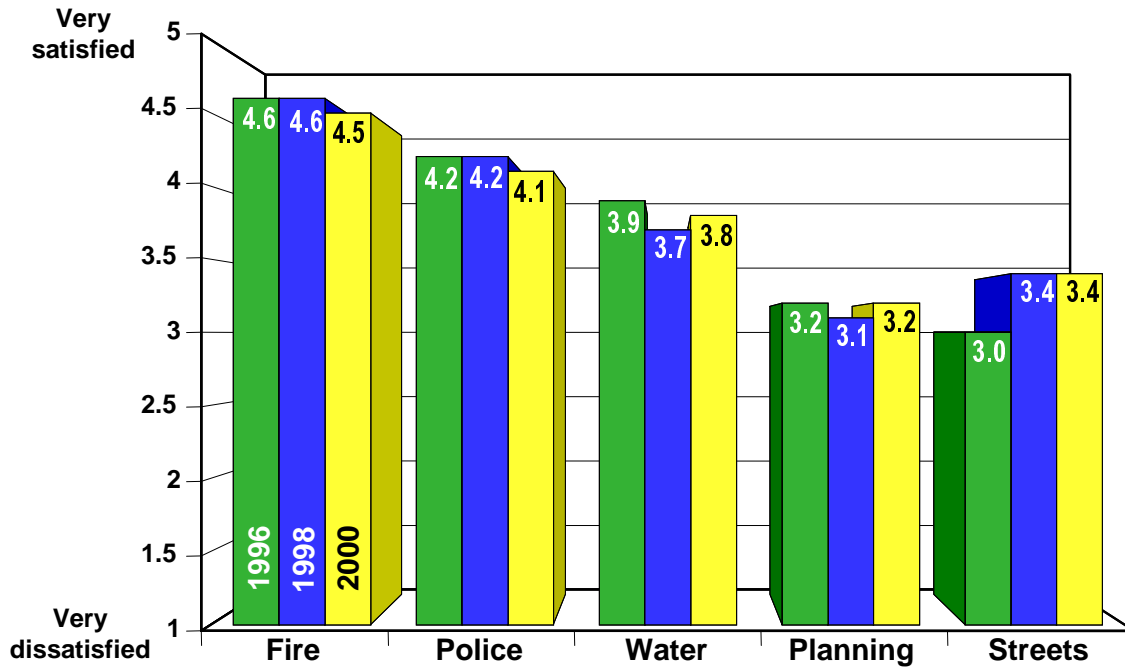
There are some differences worth noting when comparing the 1998 ratings with the current ratings:

- ▶ **The rating for water, sewer, and drainage services is slightly higher than in 1998.** The rating for these services had fallen from a high of 3.9 in 1996 to 3.7 in 1998. However, in 2000, the rating climbs to 3.8, regaining half of its 1998 loss.
- ▶ **The planning department rating is back to its 1996 level.** In the 1998 report, we noted that the decline in rating for the planning department from 1996 to 1998 was important to watch, as that rating was already one of the lowest. The current rating is back up to 3.2, the same as in 1996.
- ▶ **Street maintenance maintains its 1998 level.** In 1998, street maintenance was up significantly from 3.0 in 1996 to 3.4. The 2000 rating remains at the 3.4 level.

RATINGS FOR MOST BASIC SERVICES STAY THE SAME

n=400

Q: Now we want your opinion on the quality of a variety of services provided by the City of Lake Oswego. I will read you a list of services. Please rate each service on a scale of 1 to 5. On the scale a 1 is again the bottom of the scale, very dissatisfied with the quality of the service, and a 5 is the top of the scale, very satisfied with the quality of the service.



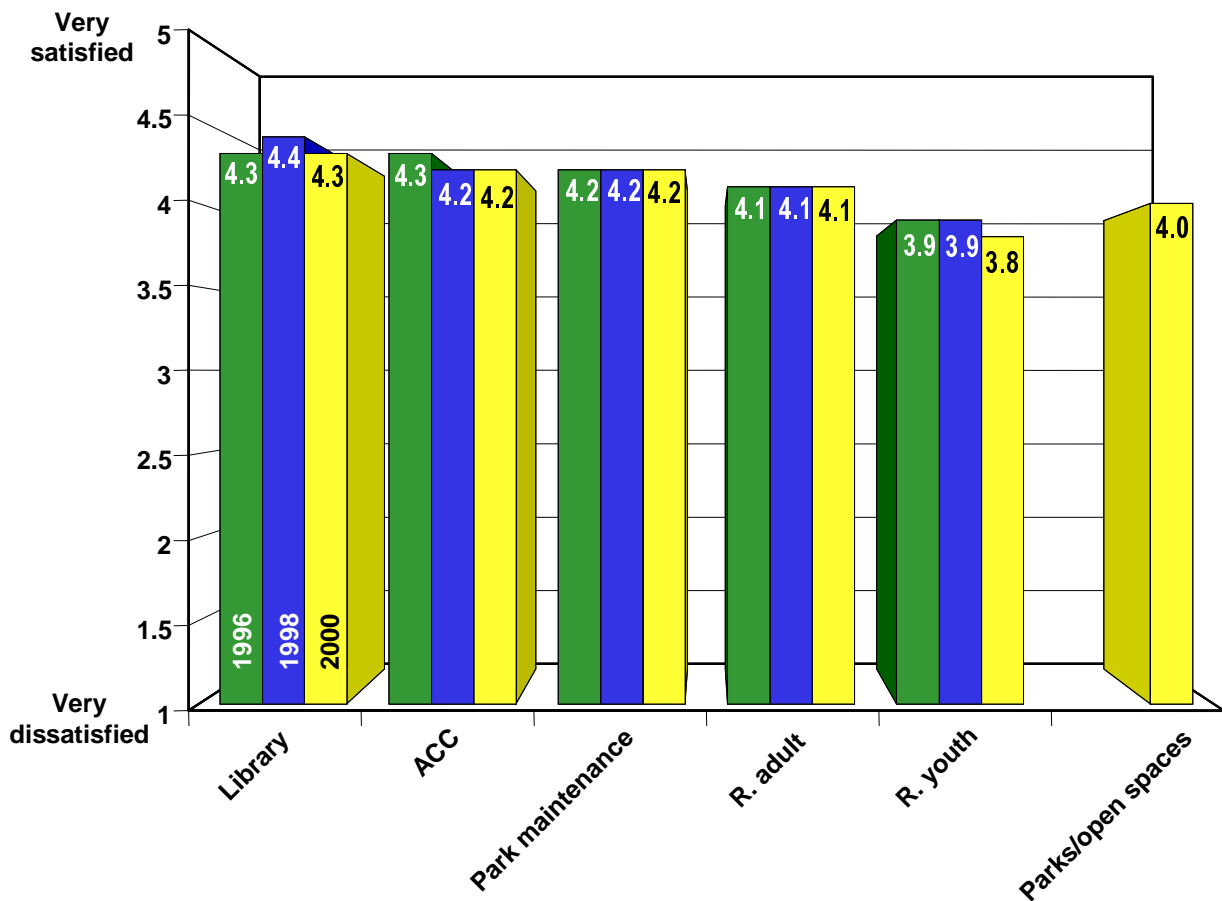
C. RESIDENTS OFTEN RATE RECREATIONAL SERVICES HIGHLY.

Of the six recreational services that residents were asked to rate, only one – recreational programs for youth – falls below the 4.0 level, with a rating of 3.8. Very similar mean ratings are provided for all other recreational services. The City library is at the 1996 level of 4.3, down from 4.4 in 1998. The Adult Community Center maintains its 1998 rating of 4.2. Park maintenance has a rating of 4.2, the same rating as 1996 and 1998. Recreational services for adults also maintains the same rating – 4.1 – in 2000 as in 1996 and 1998.

In 2000 residents were asked to rate one service, the creation of parks and open spaces, that had not been rated in previous surveys. The mean rating for this service is 4.0, slightly below established recreational services such as the library and the Adult Community Center, but slightly higher than youth programs. The percentage of respondents who rate this service highly, a 4 or 5, is 70%.

RATINGS FOR RECREATIONAL SERVICES REMAIN HIGH

n=400



D. RESIDENTS OFTEN SAY THEY ARE UNABLE TO RATE SERVICES.

As in 1998, the level of “*don't-know*” responses varies considerably with the service (mean ratings are based only on those who provided some type of rating). Those services heading the “*don't know*” list continue to be, not surprisingly, the services that generally are designed to serve only one segment of residents, such as the Adult Community Center. However, as noted in 1998, generating support for any expansion or improvement of the services with high levels of don't-know responses faces an initial hurdle of expanding awareness of what the programs currently offer.

In 1998, it was noted that the percentage of respondents who say they don't know how to rate most services was up from 1996. Today, the level of don't-know responses for most services is back down, typically to around 1996 levels. However, the decreases are not statistically significant. In 1998, there was a significant increase in the “don't know” responses in three areas – City library, park maintenance, and adult recreational activities. As noted in that report, the level of “don't know” responses should be a matter of concern, since that may signal a decline in use of these services and a resulting decline in community support for the programs. In 2000, the levels of “don't know” responses for two of the three – park maintenance and adult recreational activities – are back down to 1996 levels. However, the library still has the same percentage of “don't know” responses as in 1998 (11%). This is of particular note since the City is currently considering expanding or improving this service in the near future.

MANY SAY THEY ARE UNABLE TO RATE A NUMBER OF SERVICES

% don't know

| Service | 1996 % don't know n=400 | 1998 % don't know n=400 | 2000 % don't know n=400 |
|--|----------------------------------|----------------------------------|----------------------------------|
| Adult Community Center | 38% | 42% | 38% |
| Recreation department youth and teen activities | 26% | 31% | 27% |
| Recreation department adult activities | 21% | 28% | 23% |
| Planning department | 19% | 19% | 18% |
| Fire department | 12% | 15% | 13% |
| City library | 6% | 11% | 11% |
| Water, sewer, & drainage services | 4% | 6% | 5% |
| Park maintenance | 4% | 7% | 5% |
| Creating parks and open spaces | n/a | n/a | 5% |
| Police department | 3% | 5% | 4% |
| Street maintenance | .5% | 2% | 1% |

E. DOWNTOWN IMPROVEMENT CONTINUES TO BE THE CITY ACTION RESIDENTS MOST OFTEN AGREE WITH.

Residents were asked if they recall any actions the City had taken in the last year that they specifically agreed with. As in 1998, one-third of those responding to the question mention downtown improvement as a City action they agreed with. Millennium Park also generated many positive comments, cited by 27% of residents who responded to this question. Respondents also frequently mentioned the creation of more parks (22%) and the library downtown (17%). Road improvement is the only other category that generates comments by 1 in 10 residents who responded to this question.

It was noted in 1998 that building a table to compare the responses from prior surveys is really not possible – the responses are often so different year to year on this question that only a few categories are the same. For example, in 1996, the leading category was buying parks and preserving natural settings (22%). In 1998 preservation of open spaces was an issue that fewer residents were concerned with, with the closest categories to buying parks being “*environmental: spaces and coyotes*” (9%) and “*skateboard park*” (6%). However, as noted above, in 2000 parks are again near the top of the list of City actions that residents agree with (22%).

In reviewing the responses to this question, it is important to note that only 27% of residents – the same as in 1998 – provided *any* response to this question. The vast majority did not cite any City action they particularly agreed with.

**RESIDENTS OFTEN AGREE WITH CITY ACTIONS
TAKEN REGARDING DOWNTOWN IMPROVEMENT**

based only on those who recalled agreeing with at least one issue

Q: *In the last year, do you recall strongly agreeing with any specific action taken by the City of Lake Oswego? What was the action?*

Note: Table adds to more than 100% due to multiple mentions.

| Action | Agree with City action n=109 |
|---|---|
| Downtown improvement | 32% |
| Millennium Park | 27% |
| Creation of parks | 22% |
| Library downtown | 17% |
| Road improvement | 10% |
| Creation/ improvement of athletic fields | 5% |
| Limit new construction | 4% |
| Tree cutting policy | 3% |
| Others, 2% or less | 15% |
| Don't know | 1% |

F. RESIDENTS MOST OFTEN DISAGREE WITH CITY ACTIONS RELATING TO PROPERTY DEVELOPMENT.

Development tops the list of City actions respondents most often *disagree* with. Overall, 28% of those who provide any response to the question “*In the last year, do you recall strongly disagreeing with any specific action taken by the City of Lake Oswego?*” mention property development.

Other issues that top the list of City actions people *disagree* with are also frequently mentioned as actions people *agree* with, including the following:

- ▶ **More people disagree with the library decision than agreed with it.** Of the residents citing a City action they *agree* with, 17% mention the City library. However, more of those who disagree with a recent City action – 23% – cite the library. The library therefore appears to be an issue for which resident consensus has not yet been built.
- ▶ **More people recall agreeing with downtown improvement than disagreeing with it.** Of those *disagreeing* with a City action, 17% mention downtown development. However, more people agree with actions taken regarding downtown improvement (32%) than disagree (17%).

No other actions are mentioned by more than a handful of residents.

In the 1998 report it was noted that there was a significant *decline* in the percentage of residents who mentioned an action they recalled disagreeing with, from one-third in 1996 to one-quarter. Today, this percentage is back up to one-third.

**RESIDENTS MOST OFTEN DISAGREE WITH
CITY ACTIONS TAKEN REGARDING PROPERTY DEVELOPMENT**

based only on those who recall *disagreeing* with at least one issue

Q: *And in the last year, do you recall strongly disagreeing with any specific action taken by the City of Lake Oswego? What was the action?*

Note: Table adds to more than 100% due to multiple mentions.

| Action | Disagree with City action n=127 |
|----------------------|--|
| Property development | 28% |
| Library decision | 23% |
| Downtown improvement | 17% |
| Waste of tax money | 7% |
| Traffic issues | 6% |
| Tree cutting policy | 6% |
| Millennium Park | 4% |
| Others, 2% or less | 20% |

IV. Response to Possible City Projects

A. RESIDENTS ARE DIVIDED ON WHAT PRIORITY A NEW RECREATION CENTER SHOULD HAVE.

Residents were asked to rate the priority for a new multi-use recreation center on a scale of 1 to 5, where a 1 is the lowest possible priority – they don't believe the City Council should be working on the project – and a 5 is the highest possible priority – they believe it should be the City Council's top priority.

The mean rating among respondents for a new recreation center was 2.9, slightly below the middle of the scale. As can be seen on the graphic on the next page, only one-third of residents currently show solid support for a new recreation center, rating it a 4 or 5. However, slightly more – 4 in 10 – rate the project at the low end of the scale.

Support for the new recreation center is strongest among certain segments of residents: those who operate a home-based business or work in Lake Oswego (mean rating 3.3); those employed in Portland (3.3); and those with children in the home (3.3). Support for the center is weakest among respondents age 55 or over (2.6).

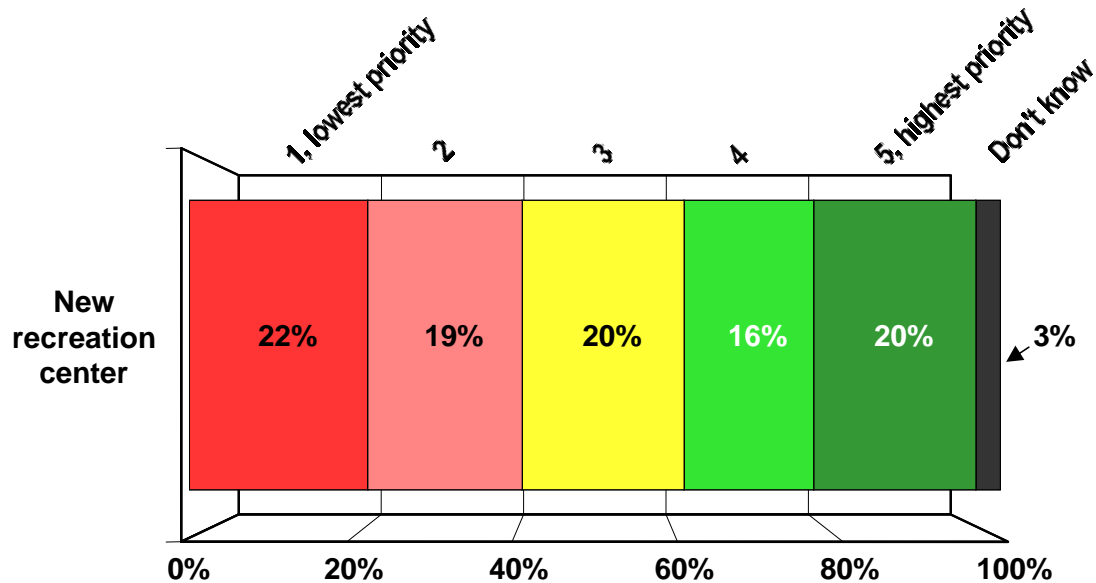
In 1998, a similar question was put before City residents about the possibility of a new aquatic complex. In that year, 22% of residents rated the priority of a new aquatic complex a 4 or 5. Although the question was worded differently in 2000, there does appear to be increased support for a new recreational facility. However, how much is due to wording changes and how much is due to an actual increase in interest in the project is unclear.

ONE-THIRD OF RESIDENTS SUPPORT NEW RECREATION CENTER

n=400

Q: The Lake Oswego City Council is currently considering the building of a new multi-use recreation center, including a swimming pool. The approximate construction cost for a recreation center is \$10 million. The \$10 million cost to property tax payers would add \$34 per \$100,000 of property value.

Using a 1 to 5 scale, please tell me what priority you believe a new recreation center should have. On the scale a 1 is the lowest possible priority – you do not believe the City Council should be working on this project. A 5 is the highest possible priority – you believe the City Council should give this project its top priority.



B. ABOUT THE SAME NUMBER OF PEOPLE SUPPORT A NEW MAIN LIBRARY AS SUPPORT THE ESTABLISHMENT OF A BRANCH LIBRARY.

Residents were asked if they favored the establishment of a branch library, which would be initially less expensive to construct but over time more costly to operate, or the construction of a new main library, which is more expensive to construct initially but over time less expensive to operate. As with the library responses to the question on City actions residents agree or disagree with, results for this question show that no consensus has been formed in Lake Oswego over this issue. About the same percentage favor the establishment of a branch library (40%) as favor a new library (38%).

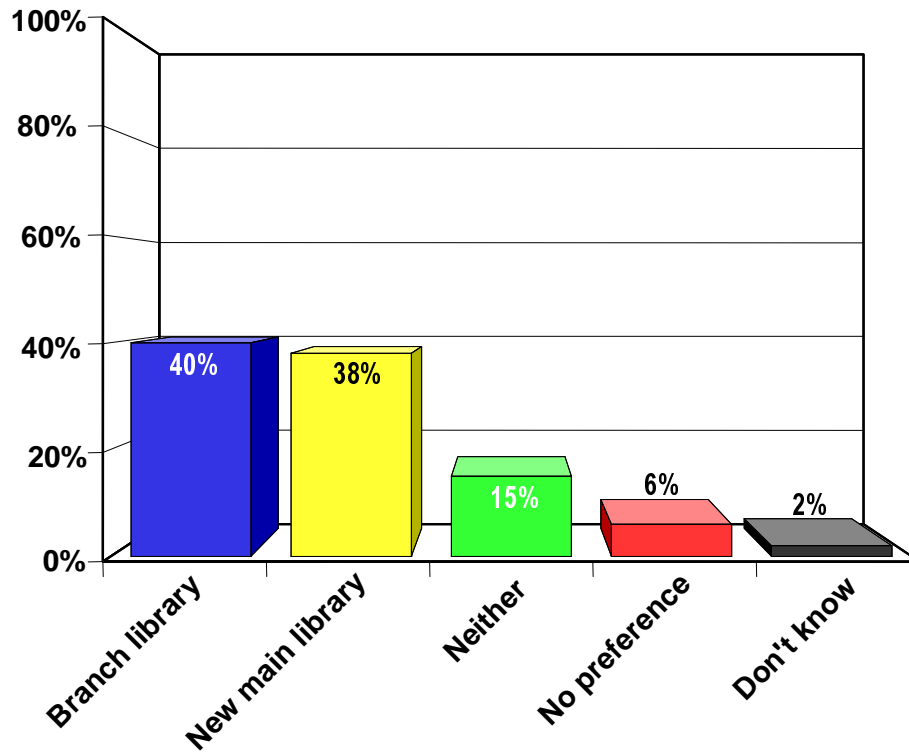
It is important to note that 15% of residents say they support neither option, indicating that most residents are at least somewhat supportive of some library action. However, the final plan will likely heavily influence how this issue fares at the polls.

Support for a new main library is strongest among those respondents who have lived in Lake Oswego for less than 10 years, those employed in Portland, and those age 18-34. The establishment of a branch library found the most favor among those employed in the home or Lake Oswego and residents over the age of 55.

MOST RESIDENTS SUPPORT SOME TYPE OF LIBRARY ACTION

n=400

Q: *The City is considering the building of a new library. In considering a new library, the City Council could choose between constructing a new main library or establishing a branch library. A branch library is initially less expensive to construct, but over time it is more costly to operate. While more expensive initially to construct, over time a new main library is less expensive to operate. Which, if either, of these approaches do you favor, establishment of a branch library or a new main library?*



C. MOST RESIDENTS DO NOT SUPPORT THE LEASING OF LUSCHER FARMS TO A GOLF COURSE DEVELOPER.

The City of Lake Oswego owns 90 acres, known as Luscher Farms, for which a multi-use master plan has been approved. During the survey, residents were told of a suggestion to lease Luscher Farms to a golf course developer. They were also told that if this happened, the “other” recreational uses identified in the Luscher Farms master plan would not be implemented. Residents were then asked how supportive they were of leasing the Luscher Farms area to a golf course developer.

Results show that most residents do not support this type of action by the City. Two-thirds of respondents said they are not supportive at all of leasing Luscher Farms to a golf course developer, and only 9% said they are very supportive of the idea.

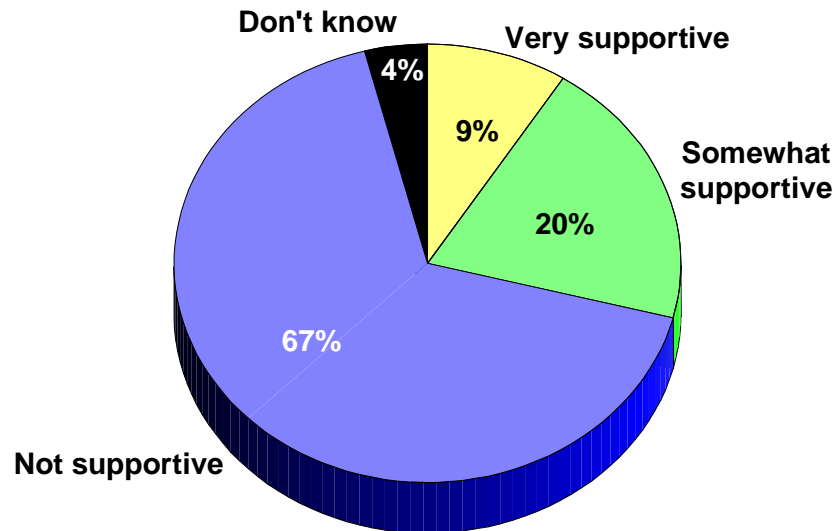
Among women, the percentage who are not supportive of this project jumps to 75%. The male segment is the group most supportive of the project, with 13% saying they are very supportive of leasing to the golf course developer.

It is interesting to note that in 1998 only one-quarter of residents indicated that implementation of the Luscher Farms Master Plan should be a high priority for the City. At the same time, 45% provided ratings indicating they believed the project should have been a low priority or they did not believe the City Council should have been working at all on the project. Based on the current response, while residents may still not believe that Luscher Farms should be a City priority, they do not want the property turned over to a golf course developer.

FEW RESIDENTS SUPPORT LEASING OF LUSCHER FARMS TO GOLF COURSE DEVELOPER

n=400

Q: *The City of Lake Oswego currently owns approximately 90 acres, commonly known as Luscher Farms, at the intersection of Stafford Road and Rosemount. The City Council approved a multi-use master plan for most of this acreage. This plan incorporates the preservation of the historic farmland, as well as recreational uses. No money is currently allocated to fund implementation of this plan. It has been suggested that the City lease this acreage to a golf course developer for the purpose of developing and operating a new golf course. If the property is leased to a golf course developer, other recreational uses identified in the master plan would not be implemented. How supportive are you of the concept of leasing the land to a golf course developer? Are you very supportive, somewhat supportive, or not supportive at all of the City leasing this land to a golf course developer?*



D. ABOUT THE SAME NUMBER OF PEOPLE SUPPORT CAT LICENSING AS OPPOSE IT.

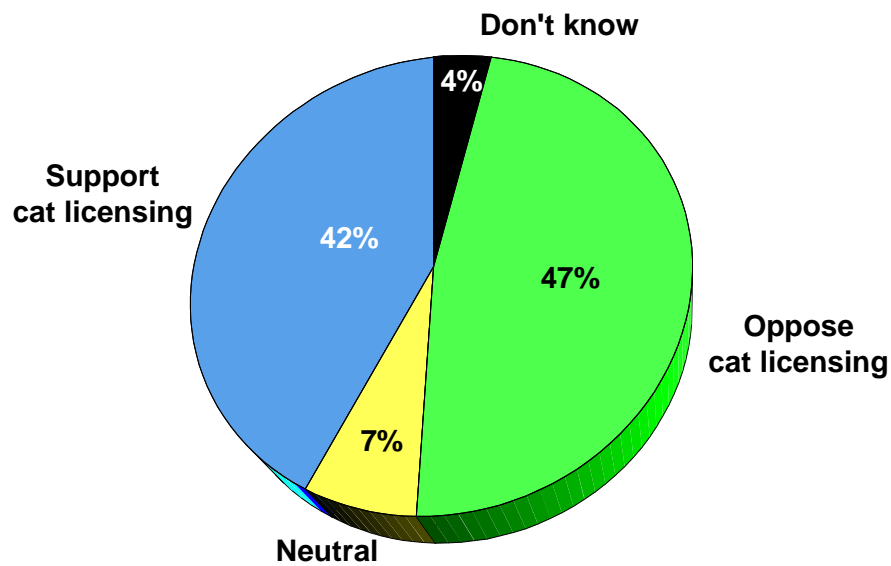
When asked if they would support the licensing of cats within the City of Lake Oswego, 42% of respondents said they would support cat licensing and 47% of respondents said they would oppose it.

Clearly, there must be some consensus building if the City is to successfully implement a cat licensing program. The City may want to investigate how current cat owners feel about this issue, as they would be directly affected by a cat licensing program.

SOME SUPPORT FOR CAT LICENSING, BUT NO MAJORITY

n=400

Q: *From time to time it has been suggested to the City Council that a program to license cats be initiated. A cat licensing program would assist in managing the feral cat population within the City. There would be costs associated with this program, although these figures have not as yet been determined. Would you support or oppose the licensing of cats within the city of Lake Oswego?*



V. Attitudes Toward Growth

A. RESIDENTS WANT THE CITY TO CONTINUE TO OPPOSE URBANIZATION OF THE STAFFORD AREA.

Three-quarters of respondents support the City’s decision to oppose Metro’s designation of the Stafford area as an urban reserve and the expansion of the Urban Growth Boundary to include 843 acres south of the City.

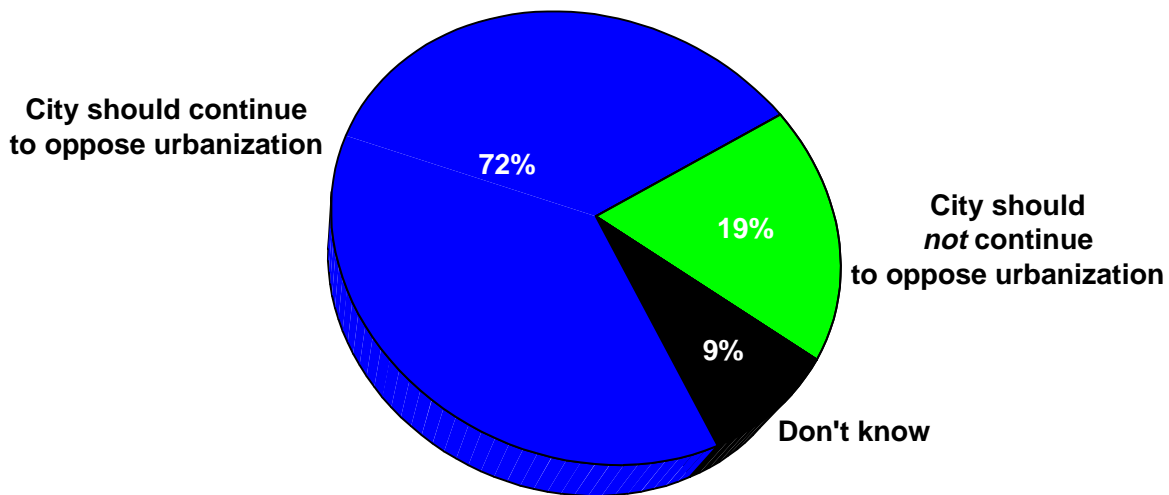
In 1996, half of residents advocated no expansion in the North Stafford area, while 39% said they supported some, but not a major, expansion in the area, and only 8% supported a major expansion. In 1998, the percentage of residents advocating no expansion dropped to one-third, while 44% supported some expansion, and 14% advocated a major expansion, an increase but still constituting a minority of residents.

Based on the response to the City opposing Metro’s approach to the Stafford area, it appears that most residents believe that Metro’s current expansion proposal is a major expansion and so should continue to be opposed by the City.

RESIDENTS OPPOSE URBANIZATION OF STAFFORD AREA

n=400

Q: *The City of Lake Oswego has opposed Metro’s decisions to designate 2,000 acres in the Stafford area as urban reserve and to expand the Urban Growth Boundary to include 843 acres immediately south of the City. The City has appealed these decisions to the State Land Use Board of Appeal. The urban reserve decision is pending before the State Court of Appeals and the Urban Growth Boundary decision is pending before the Land Use Board of Appeals. Do you believe the City of Lake Oswego should continue to oppose urbanization of the Stafford area?*



B. IF THE CITY IS REQUIRED TO EXPAND INTO THE STAFFORD AREA, THE PREFERRED DENSITY IS 3 UNITS PER ACRE OR LESS.

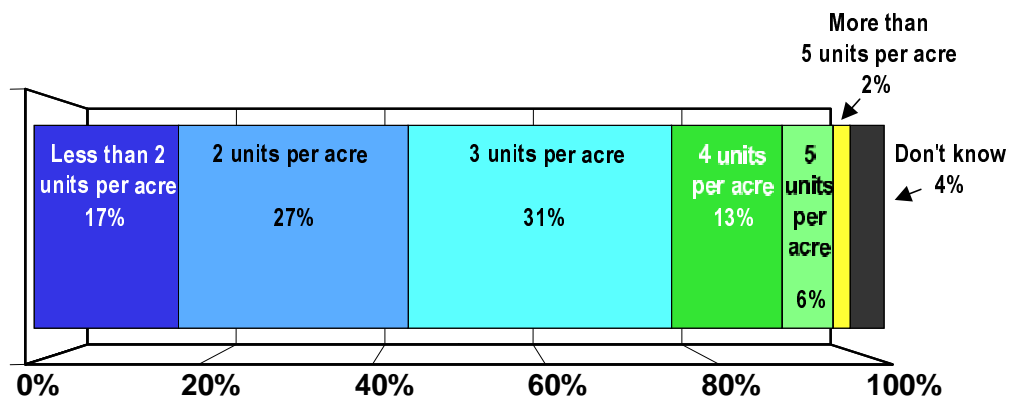
If the City of Lake Oswego is required to expand into the Stafford area, three-quarters of residents believe the density requirement should be 3 acres or less — in keeping with the current average units per acre in Lake Oswego of 2.2. Only 8% of respondents would support a density of 5 or more units per acre, the density requirements of Metro.

**METRO DENSITY REQUIREMENTS
WOULD RESULT IN AN AVERAGE OF 5.3 UNITS PER ACRE**

n=400

Q: Metro density requirements for the area to be added to the Urban Growth Boundary would result in an average of 5.3 dwellings per acre. Currently, the average density in Lake Oswego is 2.2 units per acre. If the City is required to expand into the Stafford area, which one of the following residential densities would you support?

- ▶ Greater than 5 units per acre
- ▶ 5 units per acre
- ▶ 4 units per acre
- ▶ 3 units per acre
- ▶ 2 units per acre
- ▶ Less than 2 units per acre



VI. ATTITUDES TOWARD TRANSPORTATION ISSUES

A. PUBLIC TRANSIT USAGE AMONG LAKE OSWEGO RESIDENTS IS VERY LOW.

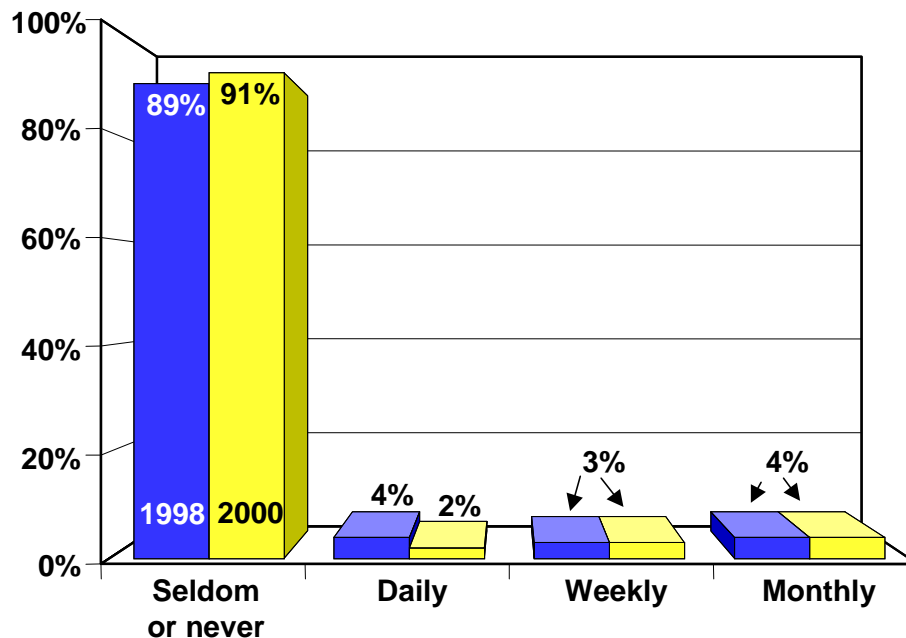
When asked how often they personally ride public transportation, the vast majority of Lake Oswego residents – 91% – say they seldom or never ride public transportation. Only 2% say they ride on a daily basis, 3% say they ride weekly, and 4% say they ride at least once a month. Comparing results to 1998 show that, if anything, ridership of public transportation is down slightly.

While these responses are consistent across all segments, it is worth noting that 8% of Lake Oswego residents who work in Portland say they ride the bus on a daily basis. This is down from 11% in 1998. In addition, 5% of respondents age 18-34 say they take public transit daily, compared to 2% of those age 35-54 and 1% of those over 55.

LAKE OSWEGO RESIDENTS SELDOM USE PUBLIC TRANSPORTATION

n=400

Q: How often do you personally ride public transit?



B. HALF OF RESPONDENTS SAY THAT LIGHT RAIL BETWEEN LAKE OSWEGO AND PORTLAND WOULD INCREASE THEIR USE OF PUBLIC TRANSPORTATION.

The addition of light rail between Lake Oswego and Portland continues to be the only transit improvement that would have a major effect on the number of Lake Oswego residents who use public transportation. All other suggested improvements that could be made result in only a handful of residents saying the change would lead to their increased use of public transportation.

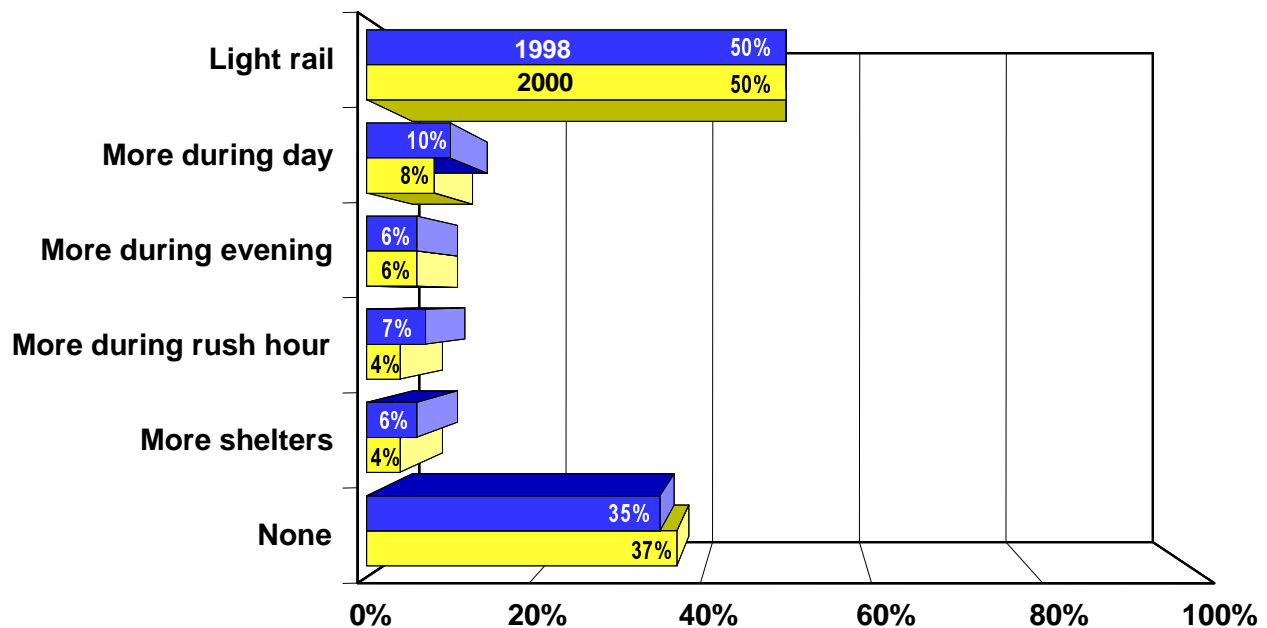
One interesting difference by segment is that residents age 35-54 are more likely to say light rail will increase their use of public transportation. Compared to 49% of those age 18-34 and 45% of those over 55, 56% of respondents age 35-54 say light rail would increase their use of public transit. In 1998, it appeared that younger residents (age 18-34) were more interested in light rail.

Interestingly, of those residents who say that light rail will increase their use of public transportation, there is no significant difference between those who work in the home or Lake Oswego and those who commute to Portland.

MANY RESIDENTS APPEAR WILLING TO TRY LIGHT RAIL

n=400

Q: Which, if any, of the following do you think would lead you to increase how much you use public transportation?



C. ABOUT 8 IN 10 RESIDENTS SAY THEY ARE AT LEAST SOMEWHAT SUPPORTIVE OF A FEASIBILITY STUDY FOR A COMMUTER RAIL SYSTEM CONNECTING LAKE OSWEGO WITH BEAVERTON AND WILSONVILLE.

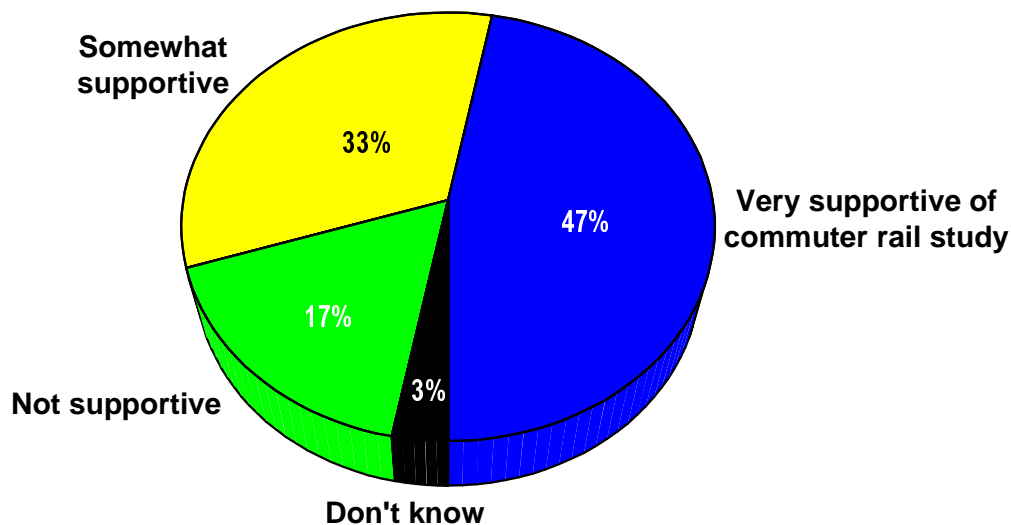
There appears to be significant support for the City at least studying the idea of a west side commuter rail line. When asked how supportive they are of the City of Lake Oswego participating in a feasibility study for a commuter rail line between Beaverton and Wilsonville, 47% say they are very supportive. In addition, 33% say they are somewhat supportive. Only 17% say they are not supportive. Only 3% say they are not supportive at all of a study.

THERE IS SUPPORT FOR A COMMUTER RAIL FEASIBILITY STUDY

n=400

Q: Agencies in Washington County are working on a proposed commuter rail line between the west side light rail line in Beaverton and downtown Wilsonville. The proposed line would use an existing freight rail track. That freight track intersects in Tualatin with a freight rail track that runs from McMinnville to Milwaukie through Lake Oswego. How supportive are you of the City joining with other agencies to study the feasibility of connecting Lake Oswego to a commuter rail system along these lines?

Would you say you are very supportive, somewhat supportive, or not supportive at all of the City studying the feasibility of connecting Lake Oswego to this commuter rail system?



D. A 3-CENT GAS TAX AND BONDS GATHER THE MOST SUPPORT AS A MEANS OF FUNDING STREET MAINTENANCE, BUT INTEREST IN A UTILITY FEE IS UP.

While in earlier questions residents display concern about the condition of Lake Oswego's streets, there continues to be no consensus on a means to fund an expanded street maintenance program. Residents were asked which, if any, of a list of four possible funding sources they would support as a means of raising additional funds for street maintenance. Possible sources suggested to residents include a 5-year special property tax levy, a 3-cent gas tax, voter-approved general obligation bonds, and a street utility fee billed to each household every two months. Respondents could support as many of these options as they wish or could name other options.

As in 1998, none of the options garner overwhelming approval. Greatest support is shown for the voter-approved bonds and the 3-cent gas tax for Lake Oswego. Each of these is supported by about one-third of residents. However, support for both these options is down significantly from 1996 and 1998 levels. The level of support for a gas tax is 32%, down somewhat from 36% in 1998 and 46% in 1996. The level of support for bonds is 31%, down significantly from 37% in 1998 and 36% in 1996.

A street utility fee gathers much more support than in 1998, when it was first offered as an alternative. The level of support for a street utility fee was 9% in 1998. In 2000, this question was reworded to include the proposed amount of \$4.50 each month that would be billed to households every two months. Current support for a street utility fee is up significantly, to 19%. A 5-year special property tax levy, a new option in 2000, is supported by 11% of residents.

Looking at the demographic segments does not reveal strong support for any of the options within any segment. Among the age groups, younger residents show the most support for the street utility fee (36%), compared to 19% of those age 35-54 and 13% of those 55 or older. Older residents prefer a bond measure (38%). In 1998, given that they may have been spending more on gas than other segments, it was not surprising that those who worked in Portland favored a bond measure (43%) over a gas tax (28%). In 2000, that segment supports a gas tax (34%) about as much as they support a bond measure (33%).

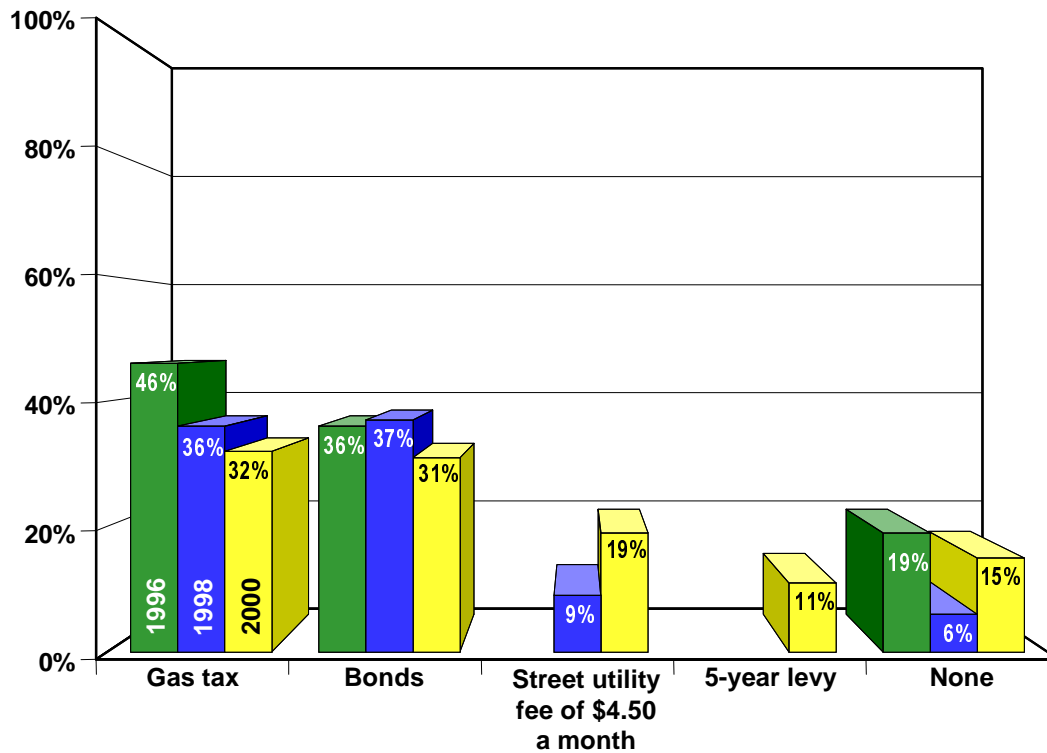
The percentage of respondents who said that no alternative is acceptable is up from 6% in 1998 to 15% today. This percentage is close to that of 1996 when 19% indicated that none of the options presented were acceptable.

BONDS, GAS TAX GATHER MOST SUPPORT, BUT NO OPTION APPROVED BY A MAJORITY

n=400

Q: Annual State funding for City street maintenance is insufficient to meet the need. Additional funding is necessary to properly maintain the streets within the City of Lake Oswego. Assuming that additional funds are necessary, which, if any, of the following would you support as a source of those funds?

- ▶ 5-year special property tax levy
- ▶ 3-cent gas tax for Lake Oswego
- ▶ General obligation bonds approved by the voters, repaid with tax dollars
- ▶ Street utility fee of approximately \$4.50 each month, billed to each household every two months



VII. Reaction to Concept of Salaries for Mayor and City Council

A. RESIDENTS ARE MORE LIKELY TO SUPPORT A SALARY FOR THE MAYOR THAN FOR CITY COUNCIL MEMBERS.

Residents were asked if they would support a salary for City Council members in the range of \$800 a month and if they would support a salary for the Mayor of \$1,600 a month. Salaries for City Council members and for the Mayor were presented as separate questions and the order of the questions was rotated – half of respondents were asked for their reaction to a salary for the Mayor first and half were asked their reaction to salaries for City Council members first.

Given that the level of compensation for elected officials is almost always controversial, it is probably not surprising that there is no overwhelming support for salaries for either the Mayor or City Council members. However, a slight majority – 52% – do support a salary for the Mayor in the \$1,600 range. In addition, it is also important to note that there is significantly more support for salaries for the Mayor than there is for salaries for Council members. Only 43% of residents support salaries for Council members in the \$800 range.

In 1998, residents were also asked if they supported salaries for the Mayor and the City Council, but they were given a salary range rather than a specific amount. For the Mayor, residents were asked if they supported a salary in the range of \$1,600 to \$2,000 a month and asked if they supported a salary for the City Council in the amount of \$800 to \$1,200 a month. As the 1998 and 2000 responses are very similar, it appears that providing a specific amount at the bottom of the range provided in 1998 did not change the response to the concept of mayoral and Council salaries.

There are some interesting differences when looking at the demographic segments:

- ▶ **Men are more likely than women to support salaries for both the Mayor and the City Council.** As in the previous survey, there is a decided gender gap when looking at support for salaries for the Mayor and Council members. For the Mayor, 47% of women support a salary, while 58% of men support a salary. Only 35% of women support a salary for Council members compared to 51% of men.
- ▶ **Newer residents are more likely to support salaries for both the Mayor and Council members.** Those who have lived in the area less than 10 years tend to be more likely to support both a mayoral salary (60%) and a salary for Council members (50%). In contrast, longer-term residents support a salary for the Mayor at a level of 47% and support a salary for Council members at a level of 37%. However, as with other segments, their support of Council members' salaries is significantly lower than their support for a Mayor's salary.

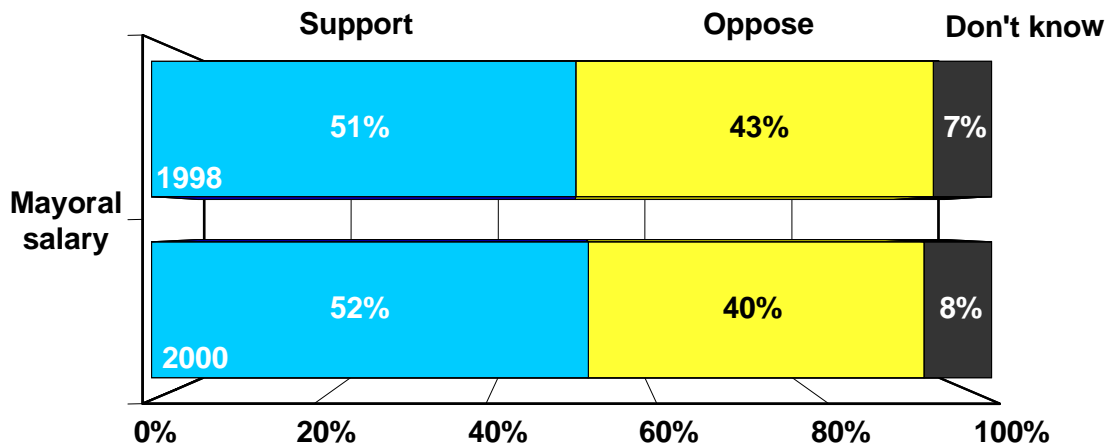
- ▶ **College graduates are more supportive of salaries for both the Mayor and Council members.** While 58% of college graduates support a salary for the Mayor, only 42% of non-college graduates support a mayoral salary. In addition, college graduates support salaries for City Council at a level of 49%, compared to 29% of non-college graduates.

RESIDENTS MORE SUPPORTIVE OF SALARIES FOR MAYOR THAN COUNCIL MEMBERS

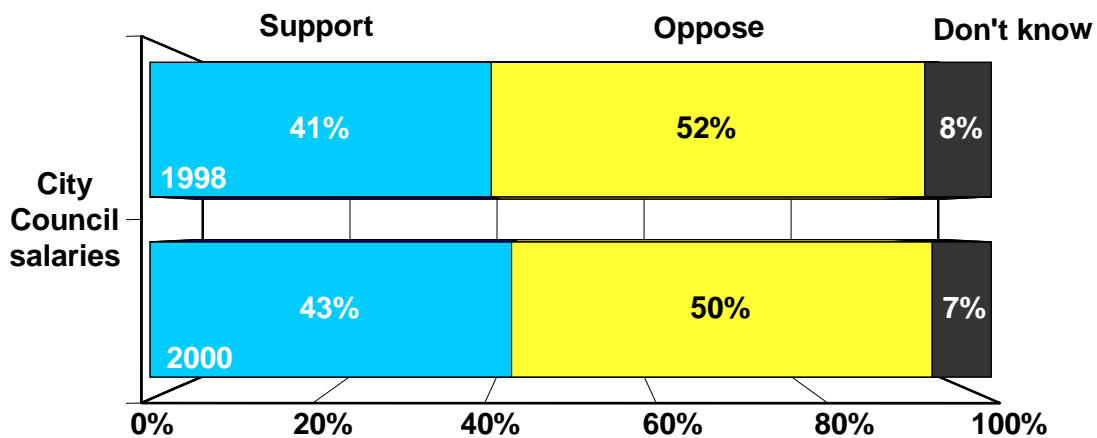
n=400

Q: *Currently the City Charter does not allow City Council members to receive a salary for their service on the City Council. Council members do receive a stipend of approximately \$110 a month. The Mayor receives a stipend of approximately \$246 a month.*

Do you support or oppose a salary for the Mayor in the range of \$1,600 a month?



Do you support or oppose a salary for City Council members in the range of \$800 a month?



VIII. Information Sources

A. RESIDENTS MOST OFTEN CONSULT TRADITIONAL SOURCES TO GATHER INFORMATION.

Residents were asked which sources of information, from a list read to them, they use to gather information about City issues. The sources consulted most often by respondents are traditional sources – *Lake Oswego Review*, the City's newsletter, *Hello L.O.*, *The Oregonian*, word of mouth, and television.

In 2000, the source of information cited most often is *Hello L.O.* (76%), up significantly from 56% in 1998. Other sources that are frequently cited are *The Oregonian* (62%) and the *Lake Oswego Review* (61%). Word of mouth, which only 37% of respondents in 1998 said they used as a source of information, is cited by 48% today. As in 1998, one-third of residents consult television as an information source. One new medium added to the list this year makes an impressive first showing. Neighborhood newsletters are cited by one-third of respondents as an information source. City Council meetings on television are cited by 17%, almost as many as radio (19%). There has been virtually no change in the amount of people who are using the City's web page as an information source (7%).

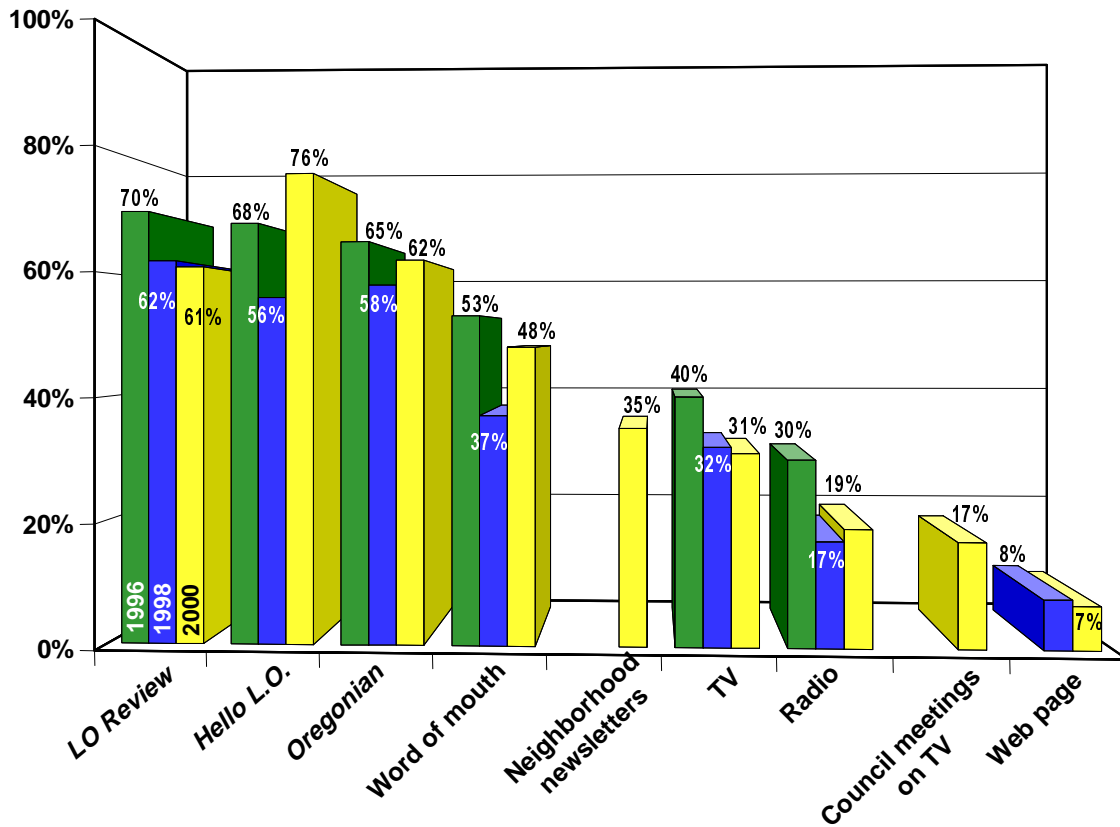
It is interesting to note that the *Lake Oswego Review*, the source mentioned most often in 1996, appears to have declined in importance. In 1996, 70% named it as a source. In 1998 only 62% cited the *Lake Oswego Review*, and in 2000 that percentage is only 61%.

By employing as many media as possible, the City can most effectively communicate information on key City issues. While residents do consult traditional information sources most often, it is important to pay attention to new sources of information that are being used by residents, such as Council meetings on cable television.

RESIDENTS MOST OFTEN USE TRADITIONAL MEDIA AS AN INFORMATION SOURCE

n=400

Q: From which of the following sources do you receive information about the City of Lake Oswego's government?



B. LAKE OSWEGO REVIEW CONTINUES TO BE THE MOST IMPORTANT SOURCE OF INFORMATION ABOUT CITY ACTIONS.

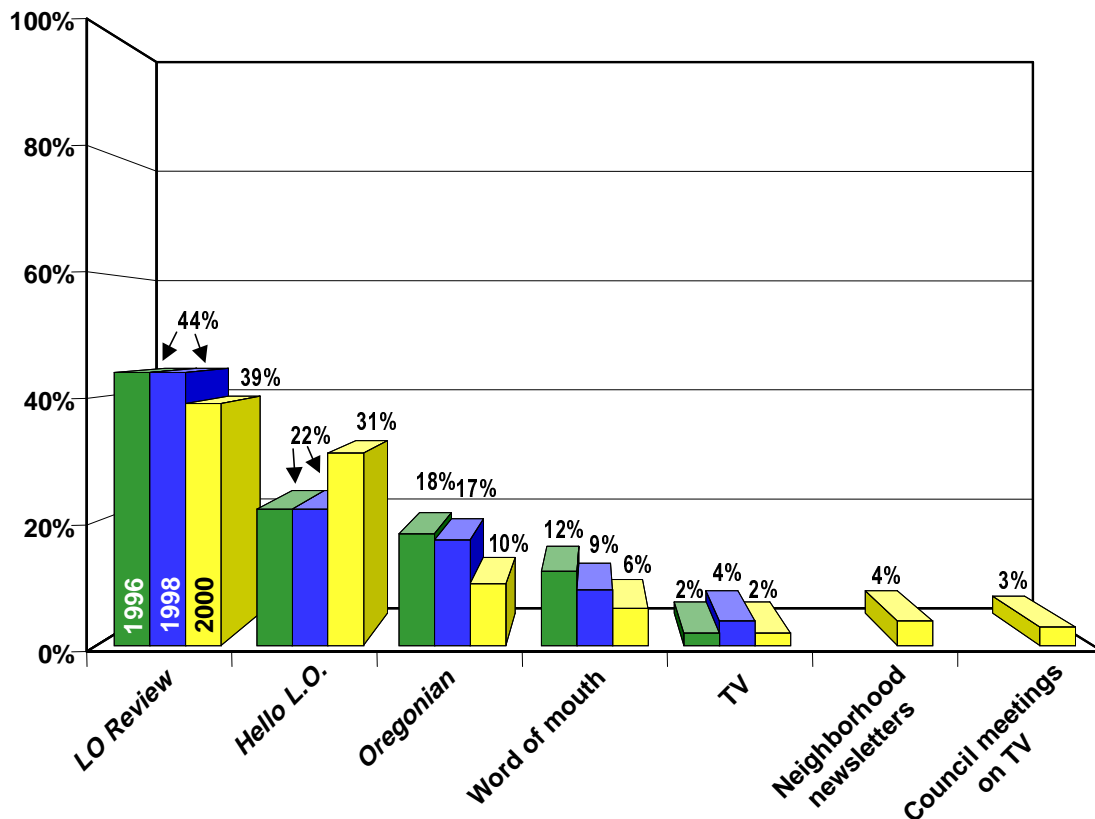
The response to the question about which one source residents receive the *most* information about the City from is very consistent among all surveys. Even though the percentage of resident citing it as a source of information is down, the *Lake Oswego Review* is cited most often as the *most information* source of information about the City (39%), while 31% mentioned *Hello L.O.*, up significantly from 22% in 1996 and 1998. The three print media – *The Review*, *Hello L.O.*, and *The Oregonian* – are clearly the dominant media from this perspective, with 8 in 10 respondents mentioning one of these three as their most important information source.

While a third of respondents mention neighborhood newsletters as a source of information, only 4% use it as their most important source of gathering information. The percentage of residents who cite City Council meetings on television as their most important source is 3%.

RESIDENTS USE PRINT MEDIA MOST OFTEN AS AN INFORMATION SOURCE

n=400

Q: *And from which source do you receive the most information about the City of Lake Oswego’s government?*



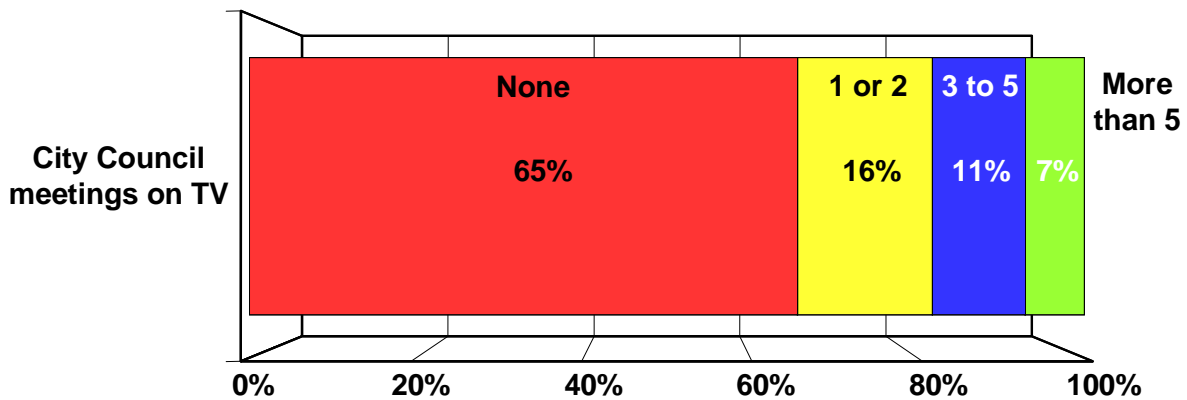
C. MOST RESIDENTS DO NOT WATCH CITY COUNCIL MEETINGS ON TELEVISION.

Lake Oswego City Council meetings are broadcast once a month on cable television. In 2000, residents were asked how many times in the past year they had watched a Council meeting. Two-thirds of residents respond that they have not viewed any in the past year. A quarter of respondents have watched 5 or fewer meetings; only 7% have watched six or more meetings.

**MOST RESIDENTS HAVE NOT WATCHED
A CITY COUNCIL MEETING ON TV IN THE LAST YEAR**

n=400

Q: *Once a month Lake Oswego City Council meetings are broadcast on cable television. In the past year, how many times have you watched a City Council meeting on cable television?*



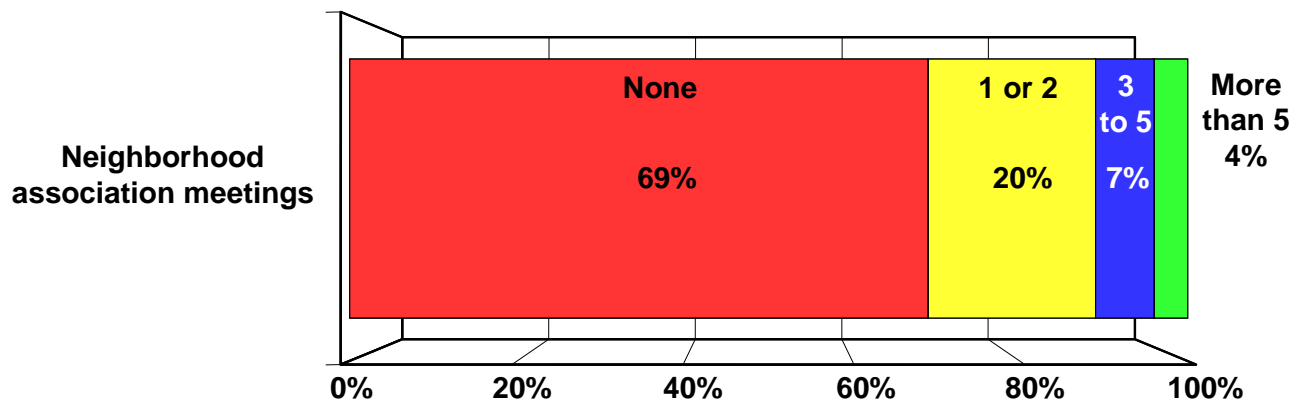
D. SEVEN IN 10 RESIDENTS HAVE NOT ATTENDED A NEIGHBORHOOD ASSOCIATION MEETING IN THE LAST YEAR.

Residents were asked how many neighborhood association meetings they have attended in the last year. Only one-third have attended any meetings at all. Two in 10 say they have attended one or two meetings in the past year, while only about 1 in 10 appear to regularly attend neighborhood association meetings.

MOST RESIDENTS HAVE NOT ATTENDED A NEIGHBORHOOD ASSOCIATION MEETING IN THE LAST YEAR

n=400

Q: *In the past year how many, if any, neighborhood association meetings have you attended?*



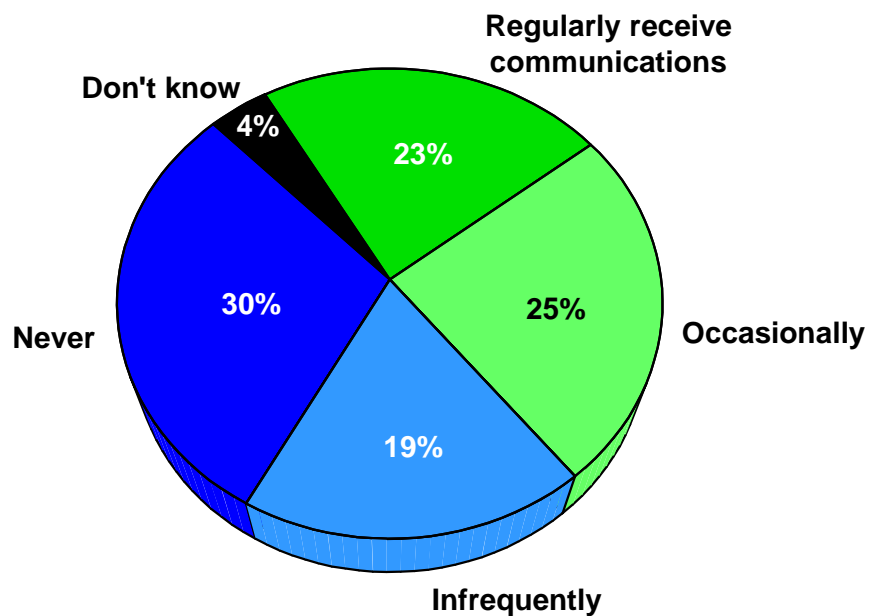
E. HALF OF RESIDENTS RECALL REGULARLY OR OCCASIONALLY RECEIVING COMMUNICATIONS FROM THEIR NEIGHBORHOOD ASSOCIATIONS.

When residents were asked how often they receive communications from their neighborhood associations, only 23% say they regularly receive communications. Another one-quarter of respondents say they receive communications occasionally. However, half of residents indicate they rarely if ever receive information from their neighborhood associations; 2 in 10 say they infrequently receive communications, while 30% say they never receive communications from their neighborhood associations.

MOST RESIDENTS DO NOT RECEIVE REGULAR COMMUNICATIONS FROM THEIR NEIGHBORHOOD ASSOCIATIONS

n=400

Q: *How often, if at all, do you receive communications from your neighborhood association, including, for example, a neighborhood association newsletter? Do you receive communications from your neighborhood association regularly – about once a month; occasionally – several times a year; infrequently – only once or twice a year; or never?*



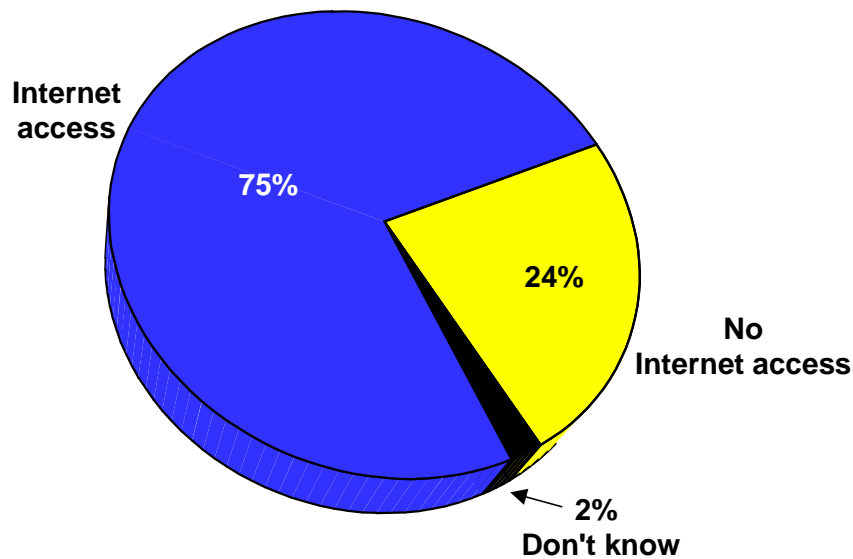
F. MOST RESIDENTS HAVE A PERSONAL COMPUTER THAT CAN ACCESS THE INTERNET IN THEIR HOME .

Three-quarters of respondents say they have a personal computer at home with Internet access. Interestingly, residents with children in the home are far more likely to own a computer with Internet access (95%) than those without children in the home (65%). College graduates are more likely to have personal computers with Internet access (80%) than non-college graduates (67%). Additionally, residents who are 55 or over are far less likely to have Internet access (56%) than residents between the ages of 18-54 (88%).

MOST RESIDENTS CAN ACCESS THE INTERNET FROM HOME

n=400

Q: *Do you currently have a personal computer capable of accessing the Internet in your home?*



IX. Resident Demographics

A. MOST RESIDENTS WHO ARE EMPLOYED WORK OUTSIDE LAKE OSWEGO.

About one-third of residents over the age of 18 are not employed outside the home. Not surprisingly, most of these residents – two-thirds – are in the 55-plus age category. Of those 18 to 34 years of age, 82% are employed. Of those 35 to 54, 84% are employed. However, fewer than half – 37% of those 55 and older – are employed. Employment is also more likely among residents with a college degree (72%) than among residents without a college degree (49%).

Residents are most likely to be working outside Lake Oswego. However, there appears to be a trend of more and more residents being employed in Lake Oswego. There has been a steady increase in the percentage of residents who work in Lake Oswego since 1996, with the percentage currently standing at 33%. Of those residents working outside Lake Oswego, most (35%) work in Portland, either downtown or in other Portland locations.

PERCENTAGE OF THOSE WORKING IN LAKE OSWEGO CONTINUES TO RISE

Q: Are you current employed? Where is your job located? We want to know in what area the job is located, not the name of the business.

| Location of job | 1996 total n=400 | 1998 total n=400 | 2000 total n=400 |
|--|------------------------|------------------------|------------------------|
| Not currently employed | 28% | 28% | 35% |
| Work in Lake Oswego | 22% | 26% | 33% |
| Lake Oswego | 15% | 18% | 22% |
| Work at home | 7% | 8% | 11% |
| Portland | 23% | 26% | 36% |
| Downtown Portland | 10% | 14% | 18% |
| Other Portland location | 13% | 12% | 17% |
| Tualatin | 10% | 1% | 6% |
| Beaverton | 8% | 5% | 6% |
| Hillsboro | N/A | N/A | 3% |
| South of Lake Oswego (Salem, West Linn, Wilsonville) | 4% | 3% | 2% |
| Tigard | N/A | 2% | 4% |
| Others | 3% | 9% | 10% |

B. THERE ARE FEW LARGE FAMILIES IN LAKE OSWEGO.

Over half of the respondents (56%) do not have children in the home. Of the residents with children at home, most have only one or two children.

In 1998, the number of respondents who said they lived alone was up significantly from 14% in 1996 to 24%. This amount changed little in the current survey (23%). This continues to be an important demographic trend to track.

MOST HOUSEHOLDS HAVE 1-2 PERSONS

Q: *How many people, including yourself, live in your home year-round?*

| Number of people | 1996 total n=400 | 1998 total n=400 | 2000 total n=400 |
|--|---------------------------------|---------------------------------|---------------------------------|
| 1 | 14% | 24% | 23% |
| 2 | 41% | 33% | 39% |
| 3 | 20% | 18% | 14% |
| 4 | 20% | 17% | 16% |
| 5 | 4% | 7% | 5% |
| 6 or 7 | 2% | 1% | 2% |
| Mean number of people in home | 2.7 | 2.6 | 2.5 |

NUMBER OF CHILDLESS HOUSEHOLDS IS DOWN

Q: *And how many, if any, of these people are children under the age of 18?*

| Number of children | 1996 total n=400 | 1998 total n=400 | 2000 total n=400 |
|---------------------------|---------------------------------|---------------------------------|---------------------------------|
| No children | 63% | 65% | 56% |
| 1 child | 16% | 14% | 19% |
| 2 children | 16% | 16% | 19% |
| 3 children | 3% | 5% | 6% |
| 4 or 5 children | 2% | 1% | 1% |

C. MOUNTAIN PARK, LAKE GROVE, AND PALISADES CONTINUE TO BE THE NEIGHBORHOODS MOST OFTEN LIVED IN.

While a few new neighborhoods are mentioned this year, the primary neighborhoods cited are very similar to those noted in 1998. Although Mountain Park is still mentioned most often, the percentage of respondents who live in Mountain Park is down slightly from 21% in 1996 and 1998 to 17% in 2000. As in 1998, about 1 in 10 live in Lake Grove or Palisades.

MOUNTAIN PARK CONTINUES TO BE HOME TO THE LARGEST SEGMENT OF RESIDENTS

Q: *What is the name of your neighborhood area or subdivision?*

| Neighborhood | 1996 total n=400 | 1998 total n=400 | 2000 total n=400 |
|--------------------|------------------------|------------------------|------------------------|
| Mountain Park | 21% | 21% | 17% |
| Lake Grove | 13% | 12% | 9% |
| Palisades | 12% | 9% | 10% |
| First Addition | 7% | 6% | 7% |
| Hallinan Heights | 4% | 3% | 2% |
| McVey-South Shore | 4% | 2% | 2% |
| Lakewood | 3% | 2% | 2% |
| Springbrook Park | 2% | 1% | 2% |
| Forest Hills | 2% | 4% | 4% |
| Glenmorrie | N/A | 2% | 3% |
| Westlake | 2% | 3% | 2% |
| Blue Heron | N/A | N/A | 2% |
| Evergreen | N/A | N/A | 2% |
| Oswego Pointe | N/A | N/A | 2% |
| Uplands | N/A | N/A | 2% |
| Others, 1% or less | 9% | 21% | 21% |
| Don't know | 9% | 10% | 14% |

D. ALMOST ALL ADULT RESIDENTS OF LAKE OSWEGO ARE REGISTERED TO VOTE AND MOST ARE LIKELY TO VOTE IN GENERAL ELECTIONS.

As in 1996 and 1998, 9 in 10 residents of Lake Oswego are registered to vote. Also as in the two previous surveys, most of those registered to vote say they voted in the last general election.

Probably not surprisingly, the level of voter registration, as well as actual voting, increases with age. Of those in the 18-34 age range, 80% are registered to vote, compared to 92% of those between the ages of 35 and 54. This percentage is slightly higher for those over the age of 55 (95%).

Of those under 35 who are registered to vote, only a little more than half say they voted in the last general election. By the time residents are 35, however, voting patterns appear to be set. In the 35 to 54 age group, 87% of those registered say they voted in the last general election, and of those over 55 who are registered, 90% voted in the last general election.

9 OUT OF 10 ADULTS ARE REGISTERED VOTERS

Q: *Are you a registered voter?*

And do you happen to recall if you voted in the last general election?

| Voter | 1996 total n=400 | 1998 total n=400 | 2000 total n=400 |
|--------------------------------|---------------------------------|---------------------------------|---------------------------------|
| Registered voter | 92% | 90% | 91% |
| Voted in last general election | 84% | 80% | 84% |
| Did not vote | 9% | 9% | 15% |
| Not registered | 8% | 10% | 8% |

E. LAKE OSWEGO RESIDENTS CONTINUE TO BE A WELL-EDUCATED GROUP.

Residents of Lake Oswego continue to be very well-educated compared to residents of the City of Portland. In Portland, typically one-third of residents have at least a college degree. Among residents of Lake Oswego, however, two-thirds have at least a college degree and one-quarter have a master's degree. These percentages have changed little since the baseline survey in 1996.

**MOST ADULTS IN LAKE OSWEGO HAVE AT
LEAST SOME POST-SECONDARY EDUCATION**

Q: *And what is the last year of education you had the opportunity to complete?*

| Level of education | 1996 total n=400 | 1998 total n=400 | 2000 total n=400 |
|-----------------------------|------------------------|------------------------|------------------------|
| Not a high school grad | 1% | 1% | 1% |
| High school grad | 9% | 8% | 7% |
| Some college/post-secondary | 20% | 24% | 22% |
| College grad | 38% | 29% | 35% |
| Some post-grad work | 10% | 12% | 7% |
| Master's degree or higher | 22% | 25% | 26% |

CONCLUSIONS/RECOMMENDATIONS

The following are conclusions and recommendations from Campbell DeLong Resources, Inc. They are based on the current research and past public opinion research conducted by Campbell DeLong Resources, Inc. As our judgments, they are subject to refinement, development, and additional layers of interpretation.

1. THE CITY OF LAKE OSWEGO SHOULD HAVE TWO PRIORITIES – RESPONDING TO ISSUES RELATING TO GROWTH AND BUILDING A CONSENSUS ON HOW TO FUND STREET MAINTENANCE.

Some things have not changed during the three Community Assessment Surveys that Campbell DeLong Resources, Inc. has conducted for the City of Lake Oswego. For example, the satisfaction ratings for City services have been relatively unchanged over the three surveys. For the most part, this is good news – most services received high ratings in 1996 and 1998 and do so again in 2000. However, it is also important to note that the ratings for the two services residents identify as priorities for the Council were mediocre in 1996 and 1998 and are again mediocre in 2000 – planning and street maintenance.

Clearly residents want the Council to expend as much effort as possible improving its approach to both issues relating to growth and to the maintenance of the City's streets. Both are very important and very emotional issues for residents. As a result, it is possible that the ratings for these services may never be more than "average" since no matter what the City does, it is likely to make at least a portion of residents unhappy about its actions. However, for residents to believe that the Council is working on problems that directly affect the quality of life in Lake Oswego, the Council must continue to actively address both issues.

Residents appear happiest about the City's approach to growth. They currently strongly support the City challenging Metro's actions regarding designation of the Stafford area as an urban reserve and the expansion of the Urban Growth Boundary south of the City. In addition, however, it appears that residents also want the City to actively study and advocate for growth-related transportation issues, including light rail to Portland and the study of a commuter rail system between Beaverton and Wilsonville.

Residents appear less pleased with the City's current approach to street maintenance. Residents identify street maintenance as a priority for the City, but in addition to providing a relatively low satisfaction rating for street maintenance, they are unable to offer any kind of consensus on how better street maintenance should be funded. In fact, support for the two most acceptable means – a gas tax and bonds – has steadily declined since 1996. Currently only one-third of residents support each of these funding options. As we said in our Conclusions & Recommendations in 1998, the City and the City Council must

concentrate their efforts on building a consensus among citizens about how street maintenance is to be funded in order to resolve this issue.

2. CONSENSUS MUST BE BUILT AROUND THE LOCATION AND TYPE OF LIBRARY EXPANSION OR IT IS UNLIKELY THAT ANY MONEY MEASURES TO FUND EXPANSION WILL BE APPROVED.

There are two results in the community survey that illustrate the need for more effort to build a consensus regarding the expansion of the City's library. First, the community is obviously split on the type of library to be built. About half support the building of a new main library and half support a new branch library. Second, when asked what action of the City Council they approved and disapproved of, residents place the library near the top of both lists. Obviously this is an issue that people feel strongly about and there is currently no community consensus about the best approach. As a result, before the City asks its residents to fund an expansion of the library – either a new main library or a new branch library – a clear consensus must be built among library supporters. Then the City must be prepared to clearly communicate the rationale for the decision to all residents.

3. THE CITY SHOULD NOT OFFER LUSCHER FARMS TO A GOLF COURSE DEVELOPER AND SHOULD CAREFULLY CONSIDER IF IT IS WORTH THE EFFORT TO BUILD A NEW RECREATION FACILITY AND TO LICENSE CATS.

There are three other possible City actions that residents provided feedback on in their surveys. The answer to one question – should the City offer Luscher Farms to a golf course developer – is clear from the community's perspective – don't do it. While the survey does not tell the Council what residents want to do with the property, there is no question that the community does not support the idea of turning Luscher Farms into a golf course.

On two other issues the answers are less clear-cut. One-third of residents say that building a new recreation facility should be a priority for the Council. However, 4 in 10 say it should not be a priority. Two in 10 are in the middle and will provide the swing votes for any funding measure. Based on these findings, it appears that gaining voter approval of a bond measure to fund a new recreation facility would likely take a great deal of effort on behalf of the City and Council members.

The idea of licensing cats is also a split decision, with 42% supporting the idea and 47% opposing it. Before tackling this issue, the Council will have to decide whether or not it is worth the effort it will take to build support necessary to make the licensing of cats a successful program.

APPENDIX

ADDITIONAL COMMENTS

QUESTIONNAIRE

PRINTOUT