

**CITY OF LAKE OSWEGO  
2005 COMMUNITY ASSESSMENT**

**SURVEY RESEARCH**

**Conducted for:  
City of Lake Oswego**

**Data Collected January & February 2005**

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**CAMPBELL  
DELONG  
RESOURCES, INC.**

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## INTRODUCTION

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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 a traditional manner.

In 1996, to balance its other means of gathering information, the City of Lake Oswego conducted its first telephone survey of residents. The 1998, 2000, and 2003 reports presented updates on that initial survey and provided comparisons over time. 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 1996, 1998, 2000, and 2003 Community Assessments with the present survey.

The Community Assessment 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 instead supplements, 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](mailto:Marthad@cdri.com). Within the City, questions can be directed [Douglas Schmitz, City Manager](#), (503) 635-0215 or email [djs@ci.oswego.or.us](mailto:djs@ci.oswego.or.us).



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## EXECUTIVE SUMMARY

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### METHODS

A total of 400 residents of the City of Lake Oswego 18 years of age or older were interviewed by telephone. Interviewing took place January 28 through February 7, 2005.

### RESEARCH RESULTS

#### Resident Profile

1. Over half of respondents have lived in Lake Oswego more than 10 years. The mean length of residency is 17 years.
2. Eight in ten own their own homes.
3. Average age of respondents is 54.

#### Quality of Life in Lake Oswego

4. Quality of life ratings continue to be high. Average rating in 2003 is 8.6, the highest we have seen.
5. Many residents continue to believe the quality of life in Lake Oswego will decline over the next 10 years. However, the overall average rating for quality of life 10 years in the future is 8.0, the highest mean rating we have seen.
6. The feeling of safety is the most important factor when choosing to live in Lake Oswego. The City is meeting or exceeding expectations on all attributes – *“Feeling of safety,” “Quality schools,” “Natural beauty,”* and *“Small-town feeling.”*
7. Education now tops the list for suggested priorities for City Council, followed by growth management. However, none of the areas identified by the City Council as priorities generate a high level of interest.

#### Satisfaction with City Government

8. Two-thirds rate their overall satisfaction with the local government as high, a significant improvement over 2003. The average rating is 3.8 on a scale of 1 to 5.

9. Residents provide a 3.7 average rating when asked to rate the job performance of the City's elected officials, again on a scale of 1 to 5.
10. Downtown improvement continues to be the City action with which residents most often agree. However, as in previous surveys, less than one-third of respondents can recall agreeing with any specific action taken by the City.
11. As in the past, about one-third of residents mention a City action they disagree with. Among those with a concern, this year's key complaints include zoning and development and the tree ordinance.
12. Two-thirds of respondents approve of the current course the City Council is setting, more than in 2003.
13. Residents are likely to agree with the changes occurring downtown. There is less agreement about lack of affordable housing, diversity.
14. Shopping/restaurants receive most mentions when residents are asked what they like most about the changes in downtown Lake Oswego. Traffic tops the list of things they don't like.

#### **Satisfaction with City Services**

15. Ratings for most basic city services have gone up significantly since 2003.
16. Residents continue to rate most recreational services highly.

#### **Recreational Facilities & Possible Centennial Projects**

17. Only about one-third display strong support for building a community center.
18. Support is not strong for the City investing tax dollars for the operation & maintenance of the Municipal Golf Course.
19. Residents see the most value in continuing the development of the neighborhood pathway system.
20. There is support for placing the continuation of the pathway system and additional open spaces on the 2006 ballot.

#### **Attitudes Toward Transportation Issues**

21. Public transit usage among residents has remained about the same as in 2003, with 8 in 10 saying they seldom or never use public transportation.
22. Four in ten respondents say that streetcar service between Lake Oswego and Portland would increase their use of mass transit.



### **Civic Participation**

23. The Farmers' Market (81%) continues to be by far the most widely-attended City event. Summer Concerts (48%) and the 4th of July celebration (38%) are also popular events.
24. Nearly all Lake Oswego adults are registered to vote and voted in the last general election.
25. As in the past, most residents have not attended a neighborhood association meeting in the last year.
26. More than one-half (56%) have served as a volunteer in the past year, but significantly fewer volunteered their time in Lake Oswego than in 2003.

### **Information Sources**

27. *Hello L.O.* continues to be the most widely consulted source for City information. The *Lake Oswego Review* receives the most mentions as the most important information source.
28. Most residents do not watch City Council meetings on cable television.
29. Over half of residents regularly or occasionally receive communications from their neighborhood associations.
30. Six in ten Lake Oswego residents have high-speed Internet access in their home. Only 14% do not have any type of Internet access at home.

### **Resident Demographics**

31. Most residents who are employed work outside Lake Oswego.
32. The typical Lake Oswego household has two adults and no children.
33. Mountain Park, Lake Grove, and Palisades continue to be the neighborhoods in which respondents are most likely to be living.
34. Lake Oswego residents continue to be very well educated; 7 in 10 have at least a college degree and one-quarter have a master's degree or higher.

### **KEY CONCLUSIONS & RECOMMENDATIONS**

- 1. Citizens appear to be more satisfied than ever with the City of Lake Oswego.**
- 2. If Council believes that a community center would be a valuable community asset, it will have to work to build greater support.**
- 3. Residents appear to be more agreeable to smaller-scale projects.**
- 4. Consider ways for the City to show support for the schools.**



## METHODS

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### 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 2005 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 fifth telephone survey conducted by Campbell DeLong Resources, Inc. for the City of Lake Oswego. The first was conducted in 1996, the second in 1998, the third in 2000, and the fourth in 2003. Throughout this report, where appropriate, comparisons are made between previous years' 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 28, 2005, and was completed by February 7, 2005. This is the same general timeframe in which the 1996, 1998, and 2000 surveys were conducted. The 2003 survey was conducted in April and May 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.

<b>SEGMENT</b>	<b>SAMPLE SIZE</b>
▶ Total.....	400
▶ Length of time lived in Lake Oswego	
• Less than 10 years.....	162
• Ten years or more.....	238
▶ Quality of life	
• Rates living in Lake Oswego today an 8, 9, or 10 .....	346
• 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) .....	27
▶ Satisfaction with local government	
• Rates satisfaction with local government a 4 or 5.....	262
• Rates satisfaction a 1, 2, or 3.....	127
▶ Location of employment	
• Works at home or somewhere in Lake Oswego .....	81
• Works in Portland .....	77
• Works in Washington County .....	23
▶ Children in home	
• No children under 18 living at home.....	276
• Has children under the age of 18 living at home.....	124
▶ Registered to vote.....	377

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- ▶ Age
  - 18-34 ..... 34
  - 35-54 ..... 161
  - 55 or older..... 183
  
- ▶ Education
  - College degree or more..... 284
  - No college degree ..... 108
  
- ▶ Gender
  - Male ..... 200
  - Female ..... 200
  
- ▶ Support for potential projects
  - Rates building community center a 4 or 5 ..... 145
  - Rates purchasing land for open space a 4 or 5 ..... 169
  - Rates continuing development of neighborhood pathway system a 4 or 5 ..... 200

## RESEARCH RESULTS

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### 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. MAJORITY OF RESPONDENTS ARE LONG-TERM LAKE OSWEGO RESIDENTS.

Similar to results from past years, over half of respondents have lived in Lake Oswego for 10 years or more. Relatively few residents are newcomers – a little less than 3 in 10 have lived in Lake Oswego for five years or less.

Since this survey began over nine years ago, there has been a gradual but steady increase in the number of long-term residents, with the average length of residence now at 17 years, up from 13 years back in 1996. Clearly, there is much stability in the resident base in Lake Oswego.

#### AVERAGE LENGTH OF RESIDENCY IN LAKE OSWEGO NOW 17 YEARS

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

Length of residency	1996 total n=400	1998 total n=400	2000 total n=400	2003 total n=400	2005 total n=400
5 years or less	38%	34%	30%	33%	28%
Less than 1 year	7%	5%	6%	7%	4%
1-2 years	12%	14%	11%	13%	10%
3-5 years	19%	16%	13%	14%	15%
6-10 years	20%	22%	20%	16%	18%
11-20 years	18%	22%	20%	22%	24%
Over 20 years	24%	22%	28%	28%	30%
21-40 years	20%	18%	23%	21%	21%
Over 40 years	4%	4%	5%	8%	9%
<b>Mean</b>	<b>13 years</b>	<b>14 years</b>	<b>15 years</b>	<b>16 years</b>	<b>17 years</b>

**B. MOST ADULT RESIDENTS OWN THEIR OWN HOME.**

As in 2003, 8 in 10 respondents (81%) own their homes. As noted in previous reports, Lake Oswego residents report a significantly higher percentage of home ownership than we typically find in the City of Portland.

**8 IN 10 OWN THEIR HOMES**

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

<b>Home ownership</b>	<b>1996 total n=400</b>	<b>1998 total n=400</b>	<b>2000 total n=400</b>	<b>2003 total n=400</b>	<b>2005 total n=400</b>
Own home	76%	76%	77%	81%	81%
Rent home	23%	23%	21%	18%	18%
Don't know/refused	1%	1%	2%	2%	2%



**C. THE AVERAGE AGE OF RESPONDENTS IS 54.**

The average age for respondents in the current study is 54, significantly older than in prior 2003, when the average age was 51. This average age is older than we see in Portland.

As with length of residency, there continues to be a significant increase since 1996 in the number of Lake Oswego residents ages 55 and over. This is to be expected given the unusually high number of residents who have been living in Lake Oswego for long periods of time, as well as the aging of the baby boom generation.

**NUMBER OF OLDER RESIDENTS  
CONTINUES TO GROW**

Q: *What is your age, please?*

<b>Age</b>	<b>1996 total n=400</b>	<b>1998 total n=400</b>	<b>2000 total n=400</b>	<b>2003 total n=400</b>	<b>2005 total n=400</b>
18-34	18%	13%	14%	14%	9%
18-24	4%	3%	5%	5%	4%
25-34	14%	10%	9%	9%	5%
35-54	50%	53%	47%	44%	40%
35-44	24%	19%	21%	19%	16%
45-54	26%	35%	27%	25%	24%
55 and over	26%	29%	33%	37%	46%
55-64	12%	14%	16%	19%	23%
65 and over	14%	15%	18%	19%	23%
Refused	4%	5%	6%	5%	6%
<b>Mean age</b>	<b>48 years</b>	<b>50 years</b>	<b>50 years</b>	<b>51 years</b>	<b>54 years</b>

## 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 very positively. Almost 9 in 10 adult residents (87%) rate the quality of life in Lake Oswego on the high end of the scale – an 8, 9, or 10. This year, only 3% rate Lake Oswego's quality of life a 5 or less.

The mean rating for 2005 is 8.6, the highest we have seen and an improvement of two-tenths of a point over 2003. There continues to be an improvement in the percentage of residents who provide the highest rating of "10" – 31% do so, up from 28% in 2003 and at the same level as 1996 (33%).

The mean ratings among all of the segments included in the printout are generally similar, with a couple of exceptions:

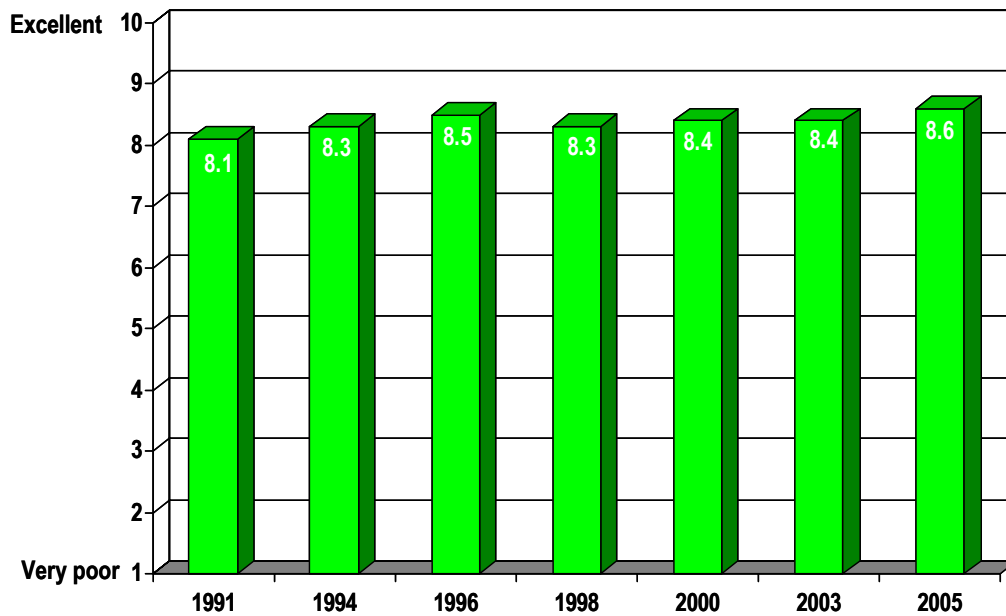
- ▶ **As in the past, women tend to rate quality of life higher than do men.** Women are more likely than men to rate Lake Oswego a "10" (38% versus 25%), resulting in a significantly higher average rating (8.8 versus 8.5).
- ▶ **Those in the 35-54 age range generate the lowest mean rating of the age segments.** This group provides a rating of 8.5, compared to an 8.7 among those age 18 to 34 and an 8.8 among those who are 55 years or older.
- ▶ **Interestingly, those who work from home or in Lake Oswego provide a lower quality of life rating than do those who work elsewhere.** This segment provides an average rating of 8.4, while those who work in Washington County provide a mean rating of 8.6 and those who work in Portland provide an 8.7.
- ▶ **Support for local government translates to high ratings.** Those satisfied with local government rate the quality of life significantly higher than do those unhappy with how Lake Oswego is being run (8.9 versus 8.1 average ratings). This is similar to what we saw in 2003.

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

## LAKE OSWEGO RESIDENTS OFFER VERY HIGH QUALITY OF LIFE AVERAGE RATING OF 8.6

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.*



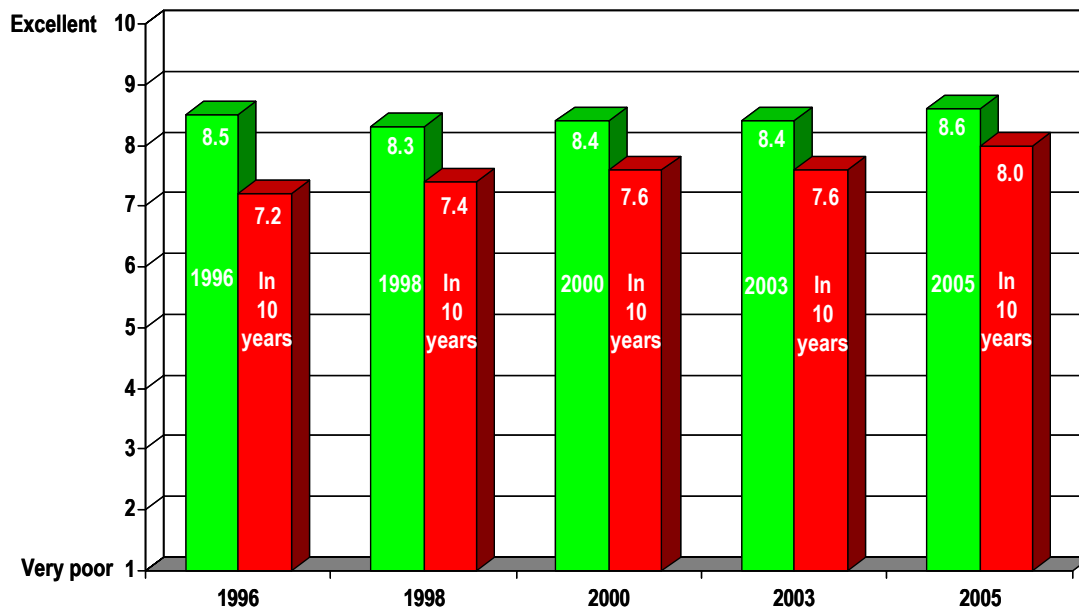
**B. RESIDENTS CONTINUE TO DISPLAY SOME CONCERN THAT THE QUALITY OF LIFE IN LAKE OSWEGO WILL DECLINE OVER THE NEXT 10 YEARS.**

While residents are quite happy with the quality of life offered by Lake Oswego today, there continues to be some concern that the quality of life offered by Lake Oswego will decline over the next 10 years. When asked to rate the quality of life that they expect Lake Oswego will offer 10 years from now, most residents give a lower rating than they did for the quality of life offered today. However, we are seeing an upward trend in the mean ratings, from a low of 7.2 in 1996 to 8.0 today, the highest we have seen. Some differences by segment include:

- ▶ **Longer-term residents display greater concern that the quality of life will decline.** Residents who have lived in Lake Oswego for 10 years or more provide a mean rating of 7.9 when asked to rate the quality of life in Lake Oswego in 10 years. In contrast, shorter-term residents generate an average rating of 8.2.
- ▶ **As with present quality of life ratings, satisfaction with local government impacts future quality of life ratings.** Those who are currently satisfied with local government give a mean rating of 8.4 for Lake Oswego’s quality of life in the future, while those who are not satisfied provide a much lower rating of 7.3.
- ▶ **Younger residents are much more optimistic about the future.** These residents provide a very high 8.4 rating for quality of life in 10 years, while those in the 35 to 54 age range provide a 7.9 and those 55 and older generate an 8.0.

**FUTURE QUALITY OF LIFE IN LAKE OSWEGO RECEIVES HIGHEST RATINGS EVER**  
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. A FEELING OF SAFETY, NATURAL BEAUTY AND THE QUALITY OF SCHOOLS ARE ALL KEY REASONS RESIDENTS CHOSE TO LIVE IN LAKE OSWEGO. THE CITY IS MEETING OR EXCEEDING EXPECTATIONS ON ALL THREE.**

During the focus groups held with Lake Oswego residents in the Fall of 2004, residents consistently identified four reasons they originally chose to live in Lake Oswego – “*Feeling of safety*,” “*Quality schools*,” “*Natural beauty*,” and “*Small-town feeling*.” In order to quantify this finding, in a new series of questions for 2005, respondents were asked the importance of the four reasons when they were choosing whether to live in Lake Oswego. Residents were also asked to indicate how satisfied they are with how well Lake Oswego is currently meeting their need in each of these areas. These questions are important because they give the City and its officials a clear signal as to how well it is meeting the needs that are most basic to City residents.

Residents were asked to rate the importance of each of the reasons for choosing Lake Oswego on a scale of 1 to 10, with a 1 being not important at all and a 10 being a very important reason for choosing to live in Lake Oswego.

As could be anticipated from the focus group results, the top three reasons all receive very high and very similar ratings. “*Feeling of safety*” receives the highest mean rating, an 8.0. “*Natural beauty*” receives a 7.9 mean rating, and residents generate a 7.8 mean rating for “*Quality schools*.” Less important is “*Small-town feeling*,” with a 6.9. Other results include:

- ▶ **Women provide higher ratings on all reasons except schools.** Safety (8.4) and natural beauty (8.4) appear to be the reasons that are most important to women when making the decision to live in Lake Oswego. Surprisingly, the quality of schools (7.7) is less important to women than either safety or natural beauty. For men, however, the quality of schools is the highest rated reason (7.9), while safety (7.5) and natural beauty (7.5) are both less important. The small-town feel is the least important of the four reasons rated for both women (7.3) and men (6.5).
- ▶ **For those with children, the quality of schools is the key reason for moving to Lake Oswego.** For those residents with children, the quality of schools is a much more important reason for moving to Lake Oswego than any other. Quality of schools is rated 8.8 by these residents while safety (7.8), natural beauty (7.5), and small-town feel (6.6) are all significantly less important. For those without children, however, the feeling of safety (8.1) and the natural beauty of Lake Oswego (8.1) are most important while schools (7.2) and the small-town feel are secondary (7.0).
- ▶ **Again, those who are satisfied with local government are different from those who are not.** Residents who are satisfied with how Lake Oswego is currently run rate all reasons higher than do those who are not satisfied with local government. For example, those who are satisfied with local government generate a rating of 8.2 for “*Feeling of safety*” while those who are not satisfied provide a 7.5 average rating for this reason.

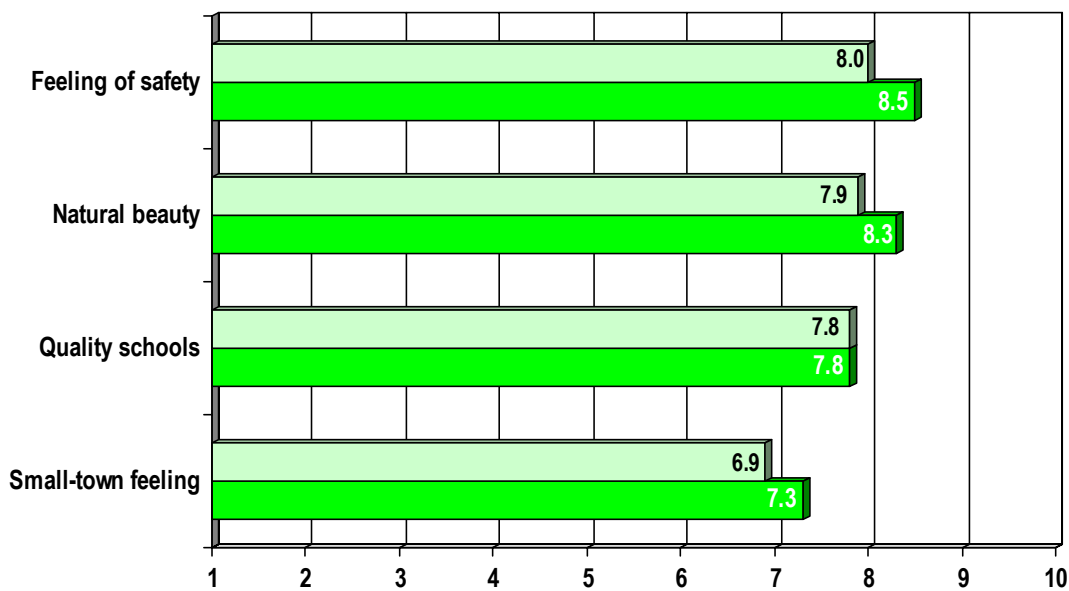
After rating the importance of each reason, residents were then asked to rate, using a 1 to 10 scale again, how well Lake Oswego is currently satisfying their needs in each area.

For the most part, residents are very satisfied with how Lake Oswego is meeting their needs in these areas. When looking at the segments, for example, for “Feeling of safety,” “Natural beauty,” and “Small-town feeling,” no segment provides a lower rating for satisfaction than they do for importance.

This is not the case, however, for the “Quality schools” attribute. While most segments do give higher satisfaction ratings than importance ratings, several segments provide ratings that suggest that Lake Oswego residents are concerned about the ability of the community to meet their needs in this area. Perhaps most importantly, those with children provide a much lower satisfaction rating (8.2) than the importance rating (8.8) on quality of schools. This is, of course, a concern, as ideally the City would want schools that exceed parents’ expectations. Other segments that provide lower satisfaction than importance ratings for schools include longer-term residents, those who are not satisfied with their local government, and those who support the building of a community center.

**LAKE OSWEGO PERFORMS VERY WELL ON  
SATISFYING REASONS FOR CHOOSING LO**  
n=400

- Q: *There are many reasons why people choose to live in a specific town or area. Please tell me how important each of the following reasons were when you originally chose to live in Lake Oswego. Please use a 1 to 10 scale, where a 1 is not important at all and a 10 is very important, a primary reason why you originally chose to live in Lake Oswego.*
- Q: *And how satisfied are you today with how well Lake Oswego meets your need to live in a town that offers each of these characteristics? Use the 1 to 10 scale again. A 1 means Lake Oswego currently does a very poor job and a 10 means it does an excellent job meeting your needs in this area.*



In a separate question, residents were asked if there are any other key reasons why they originally chose to live in Lake Oswego. No new reason is identified by more than 1 in 10, a good indication that the four reasons included in the ratings represent the main reasons for choosing Lake Oswego. Responses that receive mentions from 1 in 10 residents include close to place of employment (11%), convenient location (10%), and proximity to Portland (10%).

### **CLOSE TO JOB, LOCATION, CLOSE TO PORTLAND TOP MENTIONS FOR OTHER REASONS CHOSE TO LIVE IN LAKE OSWEGO**

Q: *In addition to these reasons, are there any other key reasons why you originally chose to live in Lake Oswego?*

<b>Other key reasons for choosing to live in Lake Oswego</b>	<b>2005 Total n=400</b>
Close to place of employment	11%
Convenient location	10%
Proximity to Portland	10%
Family/friends in area	9%
Grew up in Lake Oswego	6%
Lake	5%
Higher property values	3%
More affordable/desirable housing	3%
More rural setting	3%
Overall quality of life	3%
Others, 2% or less	20%
No other reasons/don't know	29%

**D. RESIDENTS ARE MOST LIKELY TO SAY THE POLICE DEPARTMENT IS WHAT CONTRIBUTES TO LAKE OSWEGO BEING A SAFE PLACE TO LIVE.**

To gain more insight into what residents means when they cite “safety” as a reason they came to Lake Oswego, residents were asked for their opinion on what factors contribute to making Lake Oswego a safe place to live.

Having a good police force is the number-one mention, with 47%. Aspects of Lake Oswego that contribute to a sense of community are mentioned by one-third of respondents, including neighbors knowing each other (17%), a sense of community (9%), and resident involvement in the community (5%). In addition, about one-quarter of residents cite the type of people who live in Lake Oswego as a factor in the safety of the community – 14% cite the high socioeconomic status of residents and 12% cite the quality of people who live in Lake Oswego.

**POLICE DEPARTMENT CITED AS CONTRIBUTING TO LAKE OSWEGO’S SAFETY**

Q: *In a number of other forums, residents have said that one of the reasons they like living in Lake Oswego is the feeling of safety it provides. In your opinion, what aspects, if any, of the Lake Oswego community contribute most to making it a safe place to live?*

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

<b>Aspects of Lake Oswego that contribute to making it a safe place to live</b>	<b>2005 Total n=400</b>
<b>Good police force</b>	<b>47%</b>
<b>Sense of community</b>	<b>31%</b>
Neighbors know one another	17%
Sense of community	9%
Resident involvement in community	5%
<b>Residents</b>	<b>26%</b>
Higher socioeconomic status of residents	14%
Quality of residents	12%
<b>Low crime rate</b>	<b>7%</b>
<b>Fire department</b>	<b>7%</b>
<b>Distance from Portland/isolated</b>	<b>5%</b>
<b>Active city government</b>	<b>3%</b>
Others, 2% or less	13%
Don't know	13%



**E. RESIDENTS AGAIN PLACE EDUCATION AT THE TOP OF PRIORITY LIST FOR CITY COUNCIL, FOLLOWED BY GROWTH MANAGEMENT.**

When asked in an open-ended question what should be the top priorities of the Lake Oswego City Council over the next two years, the most frequently mentioned issue is education, as it was in 2003. Education is cited by 23% of the respondents – down significantly from 28% in 2003, yet still the top mention for the perceived key issue facing Lake Oswego today. The second key issue is growth management, an issue that has often been among the top priorities, mentioned by 10% of residents surveyed. These two issues are the only ones with at least 10% of mentions as top priorities.

**EDUCATION, GROWTH OFTEN CITED AS 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	2005 total n=400
Schools/education	23%
Growth management	10%
Downtown development	8%
Developing more parks	8%
Maintaining quality of life	7%
Traffic	7%
Crime/public safety	7%
Transportation	5%
Maintaining/improving city services	5%
Lake water quality	4%
Business development	4%
Improve library	3%
Money management	3%
More recreational activities	3%
Pool	2%
Fewer taxes/fees	2%
Tree ordinance	2%
Others, 1% or less	14%
Nothing/don't know	14%

## F. THERE IS NOT STRONG SUPPORT AMONG RESIDENTS FOR ANY ONE PRIORITY ON THE LIST DEVELOPED BY CITY COUNCIL.

After asking on an open-ended basis what the top priorities of City Council should be, respondents were read a list of possible priorities the City Council is considering and asked which ones, if any, they believe should be a priority. The options read include:

- ▶ *Pursue redevelopment of the Foothills area located between Highway 43 and the Willamette River.*
- ▶ *Devise strategies for neighborhood planning and community livability.*
- ▶ *Adopt the Lake Grove Village Center Implementation Plan.*
- ▶ *Continue the redevelopment of downtown Lake Oswego.*

Overall, residents do not display strong support for any one of the priorities listed by City Council. The possible priority that residents are most likely to cite as a top priority is continuing the redevelopment of downtown, with 37%. About the same percentage (34%) agree that devising strategies for neighborhood planning should be a priority.

The next level down is the adoption of the Lake Grove Village Center Implementation Plan (24%) and pursuing the redevelopment of Foothills (23%).

One in ten residents (11%) say none of the listed options should be a priority.

When looking at differences by segment, results include:

- ▶ **Support for continuing the redevelopment of downtown is strongest among those with children, those in the 18 to 34 age range, and men.** Almost one-half of those with children in the home (48%) say that downtown redevelopment should be a priority. In comparison, only 32% of those without children in the home believe this should be a priority. Four in ten men believe downtown redevelopment should be a priority (42%, compared to 32% of women).

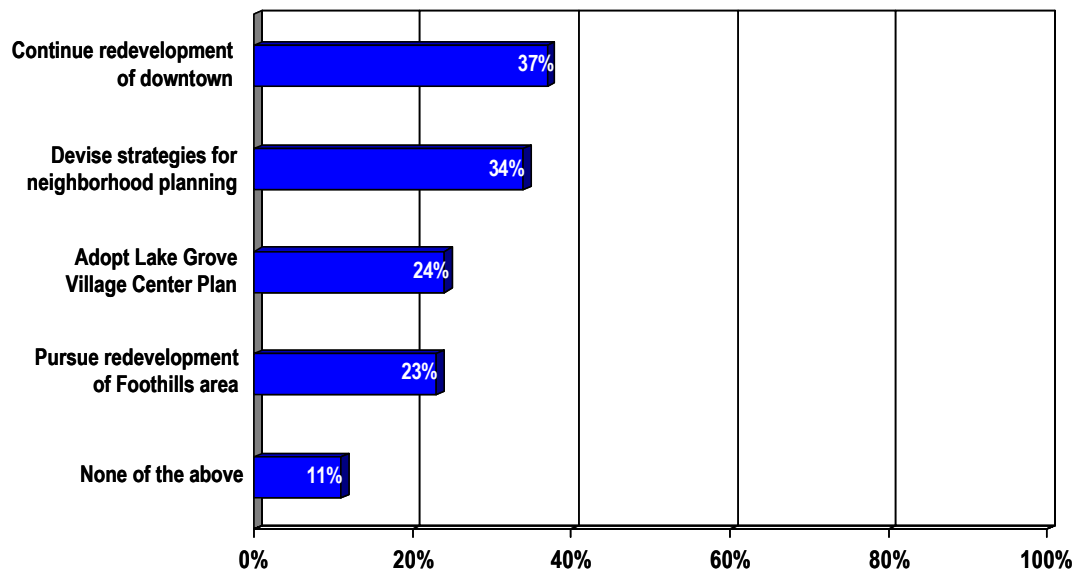
Support for continued downtown redevelopment decreases with age. While 47% of those 18 to 34 believe this should be a priority, this percentage declines to 40% among those 35 to 54 and 33% for those 55 and older.

- ▶ **Some segments are more likely to say that none of the options should be a City Council priority.** These segments include longer-term residents (14%), those who are not satisfied with their local government (19%), and those who work out of their home or in Lake Oswego (15%).

**DOWNTOWN DEVELOPMENT, NEIGHBORHOOD PLANNING  
RECEIVE MOST SUPPORT AS COUNCIL PRIORITY,  
BUT GET SUPPORT FROM ONLY ONE-THIRD OF RESIDENTS**  
n=400

Q: *The Lake Oswego City Council has identified the following four areas as possible priorities. First, I will read you the entire list. Then please tell me which, if any, you believe should be the City Council's top priority over the next two years.*

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



### III. Satisfaction with City Government

#### A. OVERALL SATISFACTION WITH THE QUALITY OF LOCAL GOVERNMENT IS UP.

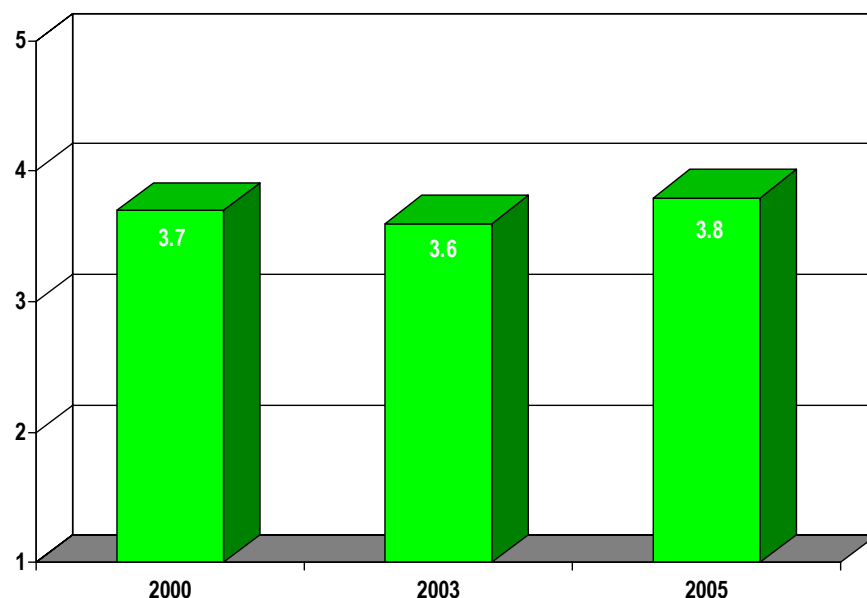
As in 2000 and 2003, residents were asked to rate their overall satisfaction with Lake Oswego’s local government, using a 1 to 5 scale. On the scale a 1 is very *dissatisfied* with the quality of local government and a 5 is very satisfied with the quality of local government. Significantly more rated their satisfaction with local government highly than in 2003, giving local government a 4 or 5 rating. Today two-thirds of residents provide a 4 or 5 rating, compared with 57% in 2003. As a result, fewer provide the neutral “3” rating – one-quarter, compared with 4 in 10 in 2003 and 2000. Fewer rate their satisfaction only a 1 or 2 on the scale as well, from 12% in 2003 to 7% today. This results in the highest overall mean rating for satisfaction with local government that we have seen in the three studies in which we have asked this question – a 3.8.

The only significant differences in government satisfaction ratings across segments are lower average ratings among, interestingly, those who work from home or in Lake Oswego (3.6).

#### RESIDENTS APPEAR TO BE INCREASINGLY SATISFIED WITH THEIR LOCAL GOVERNMENT

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. MOST RATE THE JOB PERFORMANCE OF THE MAYOR AND CITY COUNCIL VERY HIGHLY.**

In addition to rating their satisfaction with their local government, residents were asked to rate their satisfaction, again on a 1 to 5 scale, with the job performance of the City’s elected officials – the Mayor and members of the City Council.

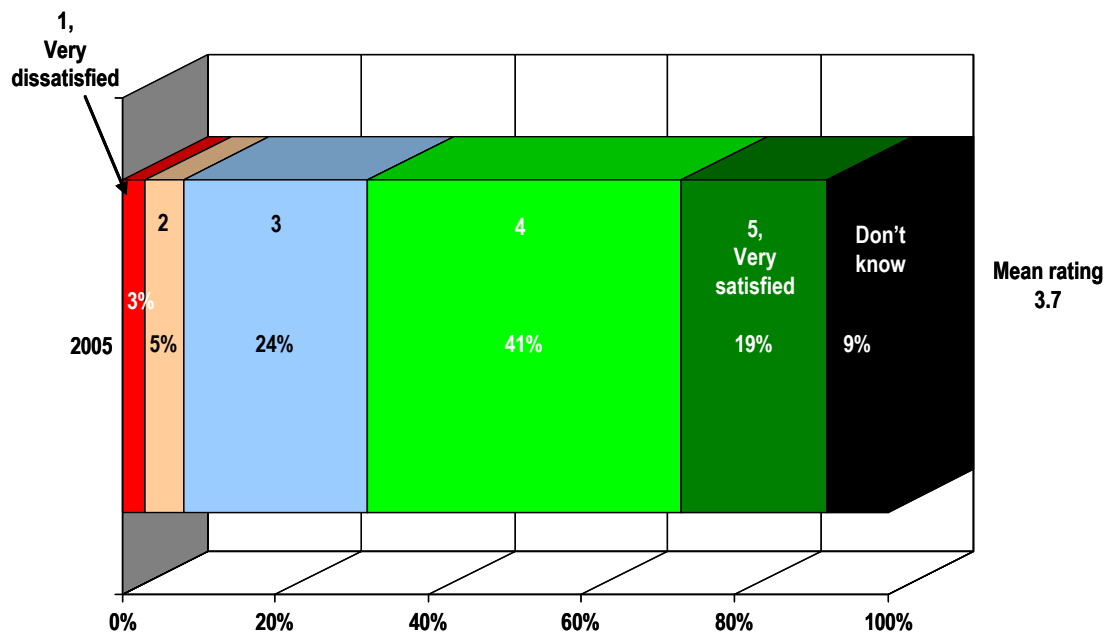
Overall, residents appear to be quite satisfied with the job performance of the City’s elected officials – 6 in 10 provide a 4 or 5 rating (60%). Fewer than 1 in 10 rate elected officials’ job performance poorly, giving a 1 or 2 rating (8%). One-quarter (23%) provide a neutral rating of 3. The mean rating for job performance is 3.7.

Segments that are likely to provide higher average ratings include those who do not have children in the home (3.8), women (3.9), and those who work in Washington County (3.9). Interestingly, those who are 35 to 54 provide a much lower average rating on elected officials’ job performance (3.6) than do either those who are 18 to 34 years of age or those who are 55 or older (both 3.9).

**VERY FEW DISSATISFIED WITH PERFORMANCE OF CITY’S ELECTED OFFICIALS**

n=400

Q: Again using a 1 to 5 scale, I would like you to rate your satisfaction with the job performance of the City of Lake Oswego’s elected officials – the Mayor and the members of the City Council. On the scale a 1 is very dissatisfied with the job performance of the City’s elected officials and a 5 is very satisfied with the job performance of the City’s elected officials. Using the 1 to 5 scale, how would you rate your satisfaction with the job performance of the City of Lake Oswego’s elected officials?



**C. AS IN THE PAST, DOWNTOWN IMPROVEMENTS CONTINUE TO BE THE CITY ACTION WITH WHICH RESIDENTS MOST OFTEN AGREE.**

Residents were asked which, if any actions the City has taken in the last year they recall strongly agreeing with. First it is important to note that only 3 in 10 recall any specific action they strongly agree with.

Among those citing an action they agree with, the category of downtown development (34%) is most likely to be cited. Respondents also frequently mention park development and improvement (28%). These results are similar to 2000 and 2003 results. All other actions are mentioned by fewer than 1 in 10 respondents.

As noted in previous reports, the responses to this open-ended question vary widely from year to year, and for the sake of clarity, the table only shows results for the current year.

**RESIDENTS OFTEN AGREE WITH CITY ACTIONS REGARDING DOWNTOWN DEVELOPMENT, PARKS DEVELOPMENT & 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=120
Downtown redevelopment	34%
Park improvements/development	28%
Strict zoning	7%
Tree ordinance	6%
Sign ordinance	6%
Road/traffic improvements	5%
Approval of Avamere	4%
Supporting schools	3%
Others, 2% or less	24%

**D. RESIDENTS MOST OFTEN DISAGREE WITH CITY ACTIONS RELATING TO ZONING AND DEVELOPMENT AND THE TREE ORDINANCE.**

City residents were also asked to identify any City actions they recall disagreeing with. As in the past, about one-third of residents mention an action that they disagreed with – essentially the same as recall agreeing with an action.

Zoning and development top the list of concerns – 23% of residents who recall disagreeing with a City action mention this type of issue. Other actions near the top of the disapproval list include the tree ordinance (15% each), as well as the sign ordinance (10%). Approval of the Avamere retirement community and downtown development are mentioned by about 1 in 10 respondents (9% and 8%, respectively).

No other actions are mentioned by more than a handful of residents who disagreed with a City action.

**RESIDENTS DISAGREE WITH VARIETY OF CITY ACTIONS, MOST OFTEN ZONING & DEVELOPMENT ISSUES**

**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=132
Zoning/development	23%
Tree ordinance	15%
Sign ordinance	10%
Approval of Avamere	9%
Downtown development	8%
Not enough lake cleanup	5%
Roads/traffic	5%
School renovations	4%
More taxes/fees	3%
Others, 2% or less	31%

**E. MOST RESIDENTS CONTINUE TO APPROVE OF THE CURRENT COURSE CITY COUNCIL IS TAKING.**

After being asked about specific actions they agreed or disagreed with, residents were asked whether they approve of the current course the City Council is setting for Lake Oswego.

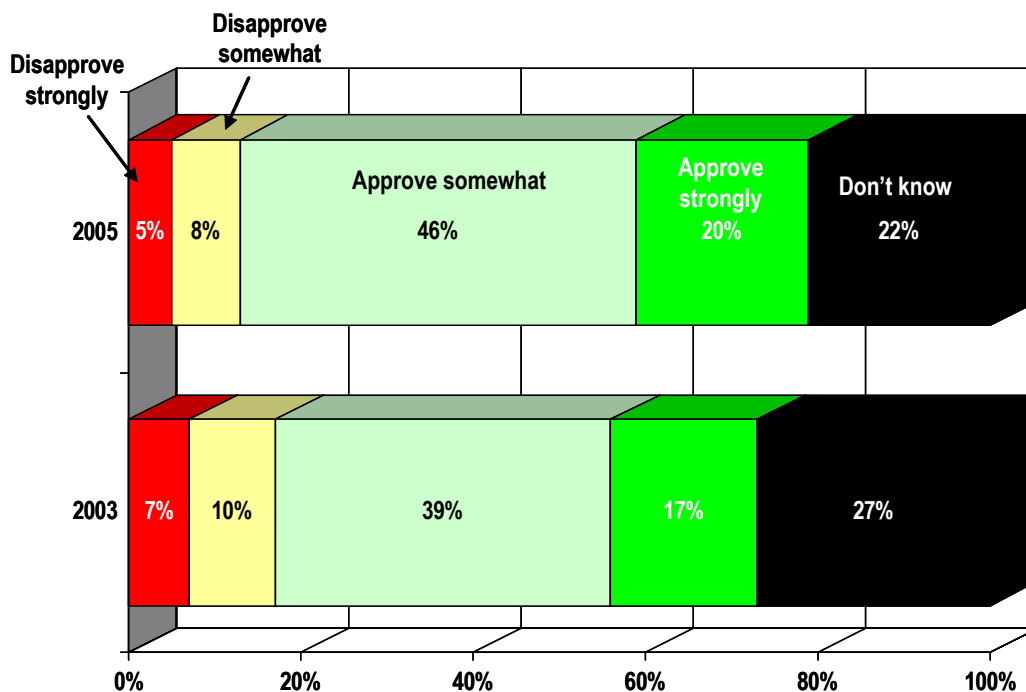
Two-thirds of respondents approve of the City Council’s current course – 66% agree somewhat or strongly that the City Council is setting the right course for Lake Oswego. This is significantly higher than in 2003, when just over one-half (56%) approved of the course City Council was setting. About 1 in 10 respondents say they disapprove or strongly disapprove of City Council’s current course. Also this year we see slightly fewer residents who say they do not know if they approve or disapprove of the current course that City Council is taking (22%).

Segments of the sample with significantly lower approval ratings are longer-term residents and men (each with 16% who disapprove somewhat or strongly). In addition, not surprisingly, those who are currently not satisfied with their local government also have higher disapproval ratings (31%), as do those who believe the quality of life in Lake Oswego will decline in the next 10 years (33%).

**APPROVAL OF COURSE CITY COUNCIL IS SETTING MUCH HIGHER THAN IN 2003**

n=400

Q: *Would you say you approve or disapprove of the current course the City Council is setting for the City?*





**F. RESIDENTS OFTEN AGREE WITH STATEMENTS ABOUT LIKING THE CHANGES OCCURRING DOWNTOWN, OPPORTUNITIES TO GET INVOLVED IN LAKE OSWEGO, AND REDEVELOPMENT OF LAKE GROVE. LESS AGREEMENT SEEN ABOUT AFFORDABLE HOUSING AND DIVERSITY.**

Respondents were asked whether they agree or disagree with five statements related to City actions and quality of life issues:

- ▶ *I like the changes which are occurring in downtown Lake Oswego.*
- ▶ *I am concerned about the lack of affordable housing in the Lake Oswego area.*
- ▶ *The City should begin the re-development of the Lake Grove business area.*
- ▶ *Lake Oswego would be a better place to live if there was greater diversity.*
- ▶ *There are plenty of opportunities in Lake Oswego for residents to get involved in local government.*

Overall, at least one-half of residents agree at least somewhat with all the statements. Responses to the individual statements include:

- ▶ **Of all the statements, residents most likely to agree with the changes occurring in downtown Lake Oswego.** Almost 6 in 10 strongly agree with the statement “*I like the changes which are occurring in downtown Lake Oswego*” (59%). Another one-quarter agree somewhat with this statement (27%). This is the highest percentage of agreement of all of the statements read to respondents.

Results among segments are similar, with one exception. Those who are not satisfied with local government are far less likely to agree with this statement (72%) than are those who are satisfied with local government (92%).

- ▶ **Residents also very likely to agree that there are plenty of opportunities to get involved in local government.** Three-quarters of residents (78%) agree at least somewhat that Lake Oswego provides plenty of opportunities to get involved. Groups that are less likely to agree with this statement are those who have lived in Lake Oswego for less than 10 years (69% somewhat or strongly agree, compared with 84% of longer-term residents), those who do not have a college degree (68%, versus 80% of those with at least a college degree), and those who are not satisfied with local government (66%, in comparison to 85% of those who are satisfied).
- ▶ **Fewer agree that the City should begin redevelopment of the Lake Grove business area.** More than 6 in 10 residents agree that the Lake Grove business area redevelopment should begin (64%). As a result, more residents are likely to disagree at least somewhat with this statement than either the downtown changes or involvement opportunities statements. One-quarter disagree at least somewhat with this statement (27%), and of these, 12% disagree strongly.

Segments that are particularly likely to agree with this statement include those who are satisfied with their local government, those who currently rate the quality of life highly, and those who work in Washington County.

- ▶ **One-third disagree with the statement “Lake Oswego would be a better place to live if there were greater diversity.”** There is less agreement when residents are asked if Lake Oswego would be better if there were greater diversity. Six in ten agree somewhat (27%) or strongly (32%) that Lake Oswego would benefit from greater diversity. One-third (32%), on the other hand, disagree somewhat (18%) or strongly (15%) with this statement. Those that are more likely to agree with this statement include:
  - **Shorter-term residents.** Those who have lived in Lake Oswego for fewer than 10 years are in more agreement with this statement (64% at least agree somewhat) than are longer-term residents (56%).
  - **Those with children in the home.** Two-thirds of this segment agree at least somewhat (66%) with this statement, compared with 56% of those who do not have children under the age of 18 in the home.
  - **Younger residents.** Agreement with this statement decreases with age. While three-quarters of those in the 18 to 34 age range agree at least somewhat with this statement (74%), this percentage declines to 64% among those age 35 to 54 and down to 52% among those who are at least 55 years of age.
  
- ▶ **Residents are least likely to agree with the statement “I am concerned with the lack of affordable housing in the Lake Oswego area.”** This statement has the lowest percentage of residents who say they agree somewhat or agree strongly with it – one-half (50%), with 28% saying they strongly agree. Four in ten disagree with this statement (40%), either somewhat (22%) or strongly (18%). When looking at the segments, the only significant difference is that women are much more likely to at least agree somewhat with this statement (57%) than are men (46%).

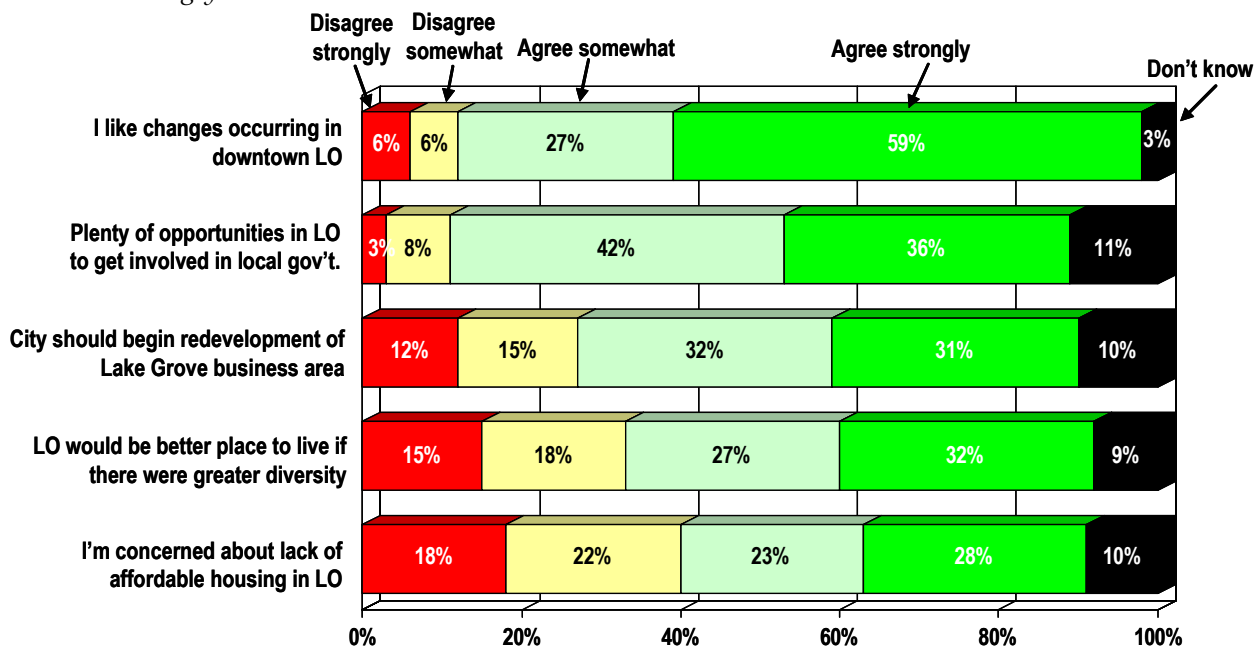
## RESIDENTS VERY LIKELY TO AGREE STRONGLY WITH THE CHANGES TO DOWNTOWN LAKE OSWEGO

n=400

Q: Now I am going to read you a series of statements. After each, please tell me whether you agree or disagree with the statement.

- ▶ I like the changes which are occurring in downtown Lake Oswego.
- ▶ I am concerned about the lack of affordable housing in the Lake Oswego area.
- ▶ The City should begin the re-development of the Lake Grove business area.
- ▶ Lake Oswego would be a better place to live if there was greater diversity.
- ▶ There are plenty of opportunities in Lake Oswego for residents to get involved in local government.

Would you say you agree or disagree with (STATEMENT)? Do you agree (disagree) with it somewhat, or strongly?



**G. WHEN ASKED WHAT THEY LIKE ABOUT THE CHANGES IN DOWNTOWN LAKE OSWEGO, SHOPPING/RESTAURANTS RECEIVES THE MOST MENTIONS.**

In new questions for 2005, respondents were asked both what they like and don't like about the changes that are happening in downtown Lake Oswego.

The shopping is the number-one mention among respondents – 26% say they like the shopping that is now available. Another 15% mention the restaurants. Almost 2 in 10 (16%) say they like the fact that downtown Lake Oswego is becoming the city's center or a village town center. Other aspects of downtown Lake Oswego that garner at least 1 in 10 mentions are Lake View Village itself (14%), Millennium Park and other park improvements (12%), and that the changes are visually appealing (12%).

**SHOPPING, RESTAURANTS TOP LIST OF MENTIONS OF WHAT RESIDENTS LIKE ABOUT CHANGES IN LAKE OSWEGO**

Q: *Thinking just about downtown Lake Oswego, specifically what, if anything do you like about the changes that have taken place in downtown Lake Oswego?*

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

<b>What like about changes in downtown Lake Oswego</b>	<b>2005 Total n=400</b>
<b>Shopping/restaurants</b>	<b>41%</b>
Shopping	26%
Restaurants	15%
Becoming city center/village	16%
Lake View Village	14%
Millennium Park/more park space	12%
Visually appealing	12%
Public art	8%
Farmers Market	8%
Buildings/architecture	6%
Parking	6%
Pedestrian friendly	6%
More updated/modern	5%
Landscaping	5%
Pleasant environment	3%
Access to lake	2%
Others, single mentions	8%
Don't know	11%

**H. WHEN ASKED WHAT THEY DON'T LIKE ABOUT CHANGES IN DOWNTOWN LAKE OSWEGO, INCREASED TRAFFIC TOPS THE LIST.**

When asked what they don't like about the changes in downtown Lake Oswego, most residents say they don't know or that there isn't anything they don't like (54%). Of those who specifically mention something they don't like, traffic tops the list of mentions, with 14% citing this issue. Nothing else garners 1 in 10 mentions, but other top issues cited include the shopping center is too upscale (7%), lack of parking (5%), and that downtown's appearance is not attractive (5%).

**OF THOSE WHO GIVE SPECIFIC RESPONSE, TRAFFIC TOPS LIST OF MENTIONS OF WHAT RESIDENTS DON'T LIKE ABOUT CHANGES IN LAKE OSWEGO**

Q: *Thinking just about downtown Lake Oswego, specifically what, if anything do you dislike about the changes that have taken place in downtown Lake Oswego?*

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

<b>What don't like about changes in downtown Lake Oswego</b>	<b>2005 Total n=400</b>
Traffic	15%
Shopping center is too upscale	7%
Lack of parking	5%
Don't like appearance	5%
Too much art/don't like art	4%
Not enough small businesses	3%
Development happened too slowly	3%
Expense to city	2%
Others, 1% or less	13%
Nothing/don't know	54%

## IV. Satisfaction with City Services

### A. RATINGS FOR BASIC CITY SERVICES HAVE GONE UP SIGNIFICANTLY SINCE 2003.

Respondents were asked to rate specific City services using a 1 to 5 scale, where a 1 is very dissatisfied with the quality of the City service and a 5 is very satisfied with the quality of the service.

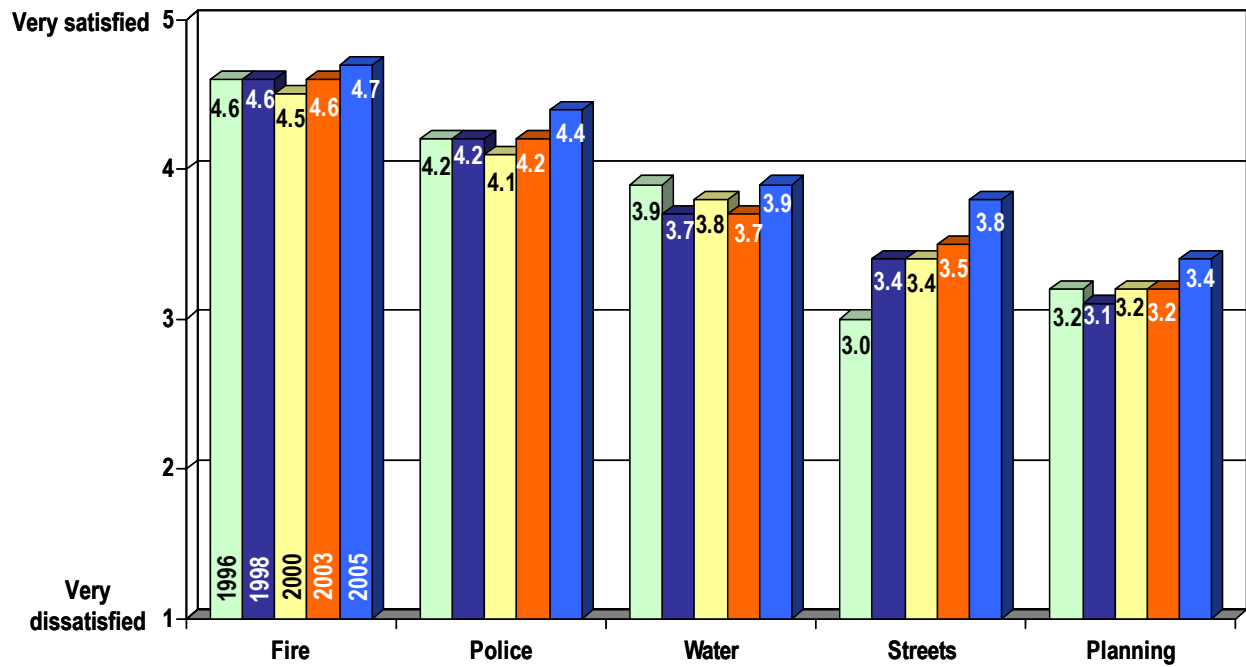
Looking first at basic services, all ratings have gone up since 2003. In fact, with the exception of water, sewer, and storm drainage services, ratings for basic services are at all-time highs. The average rating for water is the same as in 1996 (3.9). With an average rating of 4.7, the fire department continues to enjoy the highest ratings of any City service, as it has each of the previous four times we have conducted this survey. The police department earns a rating of 4.4, while water garners a 3.9 and street maintenance receives a mean rating of 3.8. Rounding out basic services is the planning department, for which respondents provide an average rating of 3.4, up from 3.2 in 2003.

Ratings are relatively uniform across all segments, with a few exceptions. As we have seen in responses to other questions throughout this survey, those who are not satisfied with local government provide significantly lower ratings than do those who are satisfied. For example, those who are not satisfied with local government generate a mean rating of 4.5 for the fire department, compared with a 4.8 among those who are satisfied with local government. In addition, women provide slightly higher ratings for all basic city services than do men.

## RATINGS FOR BASIC SERVICES AT ALL-TIME HIGHS

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.



**B. RESIDENTS CONTINUE TO RATE MOST RECREATIONAL SERVICES HIGHLY.**

When looking at recreational services, we see that ratings are about the same as in 2003. However, the mean rating for the library has gone up significantly since 2003, from 4.3 to 4.5 today. The library has consistently received average ratings that are second only to the fire department.

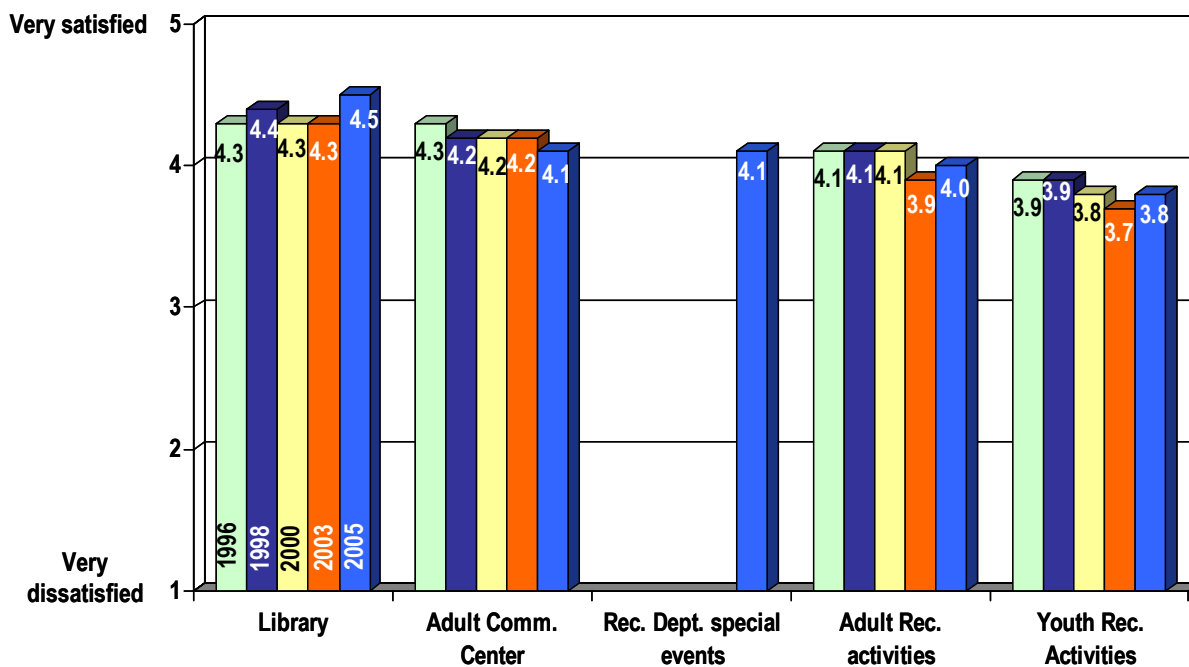
In 2003, there was a significant decline in the average ratings for both adult activities and youth activities sponsored by the Recreation Department. Today, these ratings are up slightly – for example, the mean rating for Recreation Department adult activities fell from 4.1 in 2000 to 3.9 in 2003. Today, rating for this service is up to 4.0. Special events put on by the Recreation Department, which has not been rated in the past, receives an average rating of 4.1.

As with basic services, those who are satisfied with their local government and women provide higher ratings for recreational services.

**RATINGS FOR MOST RECREATIONAL SERVICES ABOUT THE SAME AS IN 2003**

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. CREATING PARKS & OPEN SPACES, PARK MAINTENANCE RATED VERY HIGHLY.**

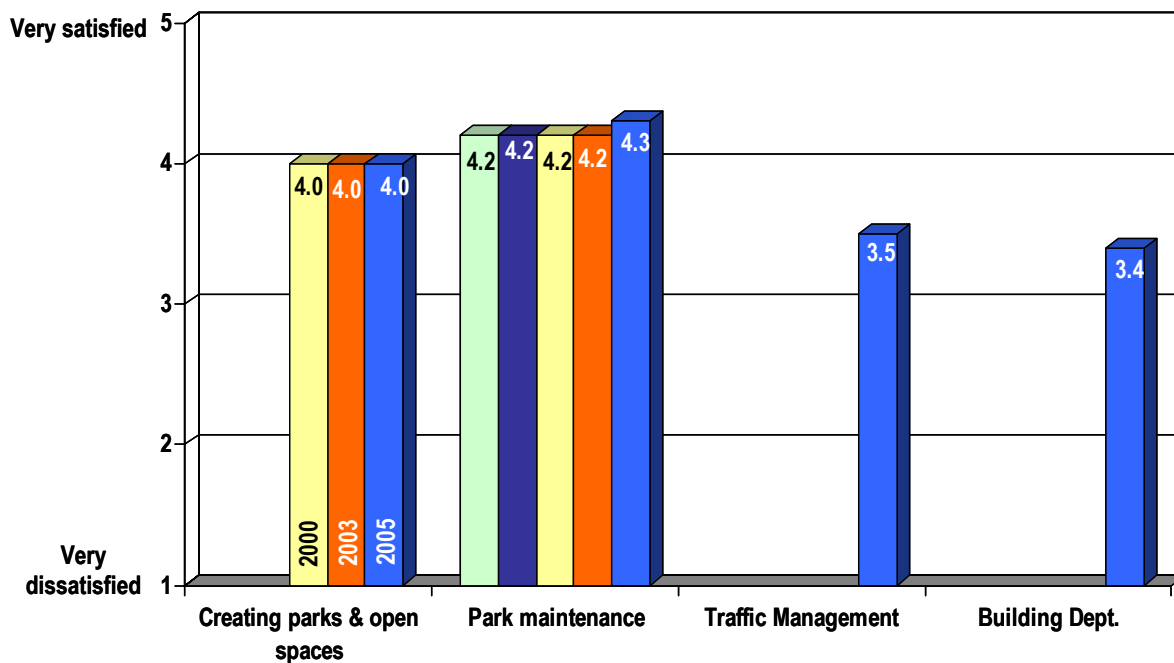
Park maintenance receives a high average rating of 4.3. Residents provide a mean rating of 4.0 for creating parks and open spaces, the same rating it has received since 2000, when it was added to the list of services to be rated.

New this year to the list of services is Traffic Management and the Building Department. Along with the Planning Department, both of these services receive ratings that are lower than the average for all City services. Traffic Management receives a mean rating of 3.5, and for the Building Department residents provide a 3.4 mean rating.

**TRAFFIC MANAGEMENT, BUILDING DEPARTMENT  
AMONG LOWEST-RATED CITY SERVICES**

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.



#### D. LEVEL OF “DON’T KNOW” RESPONSES FOR RATING SERVICES HAS DECREASED SINCE 2003.

As in previous surveys, the level of “*don’t know*” responses varies considerably within the service (mean ratings are based only on those who provided some type of rating). The services at the top of the “*don’t know*” list continue to be those which by design serve only one segment of residents or are not widely used by the community at any given time, such as the Adult Community Center (28% don’t know), building department (26% don’t know) youth/teen recreation (27% don’t know).

It does appear, however, that residents are becoming more aware of services, as the levels of “*don’t know*” responses have declined. For example, the service with the highest percentage of “*don’t knows*” is the Adult Community Center. This percentage has declined to 28%, down from 45% in 2003.

#### 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	2003 % don’t know n=400	2005 % don’t know n=400
Adult Community Center	38%	42%	38%	45%	28%
Building Department	n/a	n/a	n/a	n/a	27%
Recreation department youth and teen activities	26%	31%	27%	36%	26%
Recreation department adult activities	21%	28%	23%	28%	18%
Planning department	19%	19%	18%	20%	15%
Special events put on by Recreation Department	n/a	n/a	n/a	n/a	11%
Fire department	12%	15%	13%	13%	7%
Water, sewer, & drainage services	4%	6%	5%	10%	6%
City library	6%	11%	11%	6%	4%
Park maintenance	4%	7%	5%	4%	3%
Creating parks and open spaces	n/a	n/a	5%	4%	3%
Police department	3%	5%	4%	6%	3%
Traffic Management	n/a	n/a	n/a	n/a	3%
Street maintenance	.5%	2%	1%	1%	1%

## V. Recreational Facilities & Possible Centennial Projects

### A. ONLY ABOUT ONE-THIRD DISPLAY STRONG SUPPORT FOR BUILDING A COMMUNITY CENTER.

During the Lake Oswego Resident focus groups last fall, support was voiced for the City building a community center. In order to gauge the level of support on a quantitative level for a community center, residents were asked to rate their support for a Lake Oswego community center on a scale of 1 to 5, with a 1 being not supportive at all and a 5 indicating being very supportive of the project.

Results show that support for a community center among residents is lukewarm at best. Only about one-third of residents rate their support for this project a 4 or a 5 (36%). On the other end of the scale, almost half indicate they are not supportive of a community center, with 3 in 10 giving a 1 rating and another 15% providing a rating of 2. This leaves only 16% for the fence sitters who provide a rating of 3. The mean rating is a 2.8.

Differences by segment include:

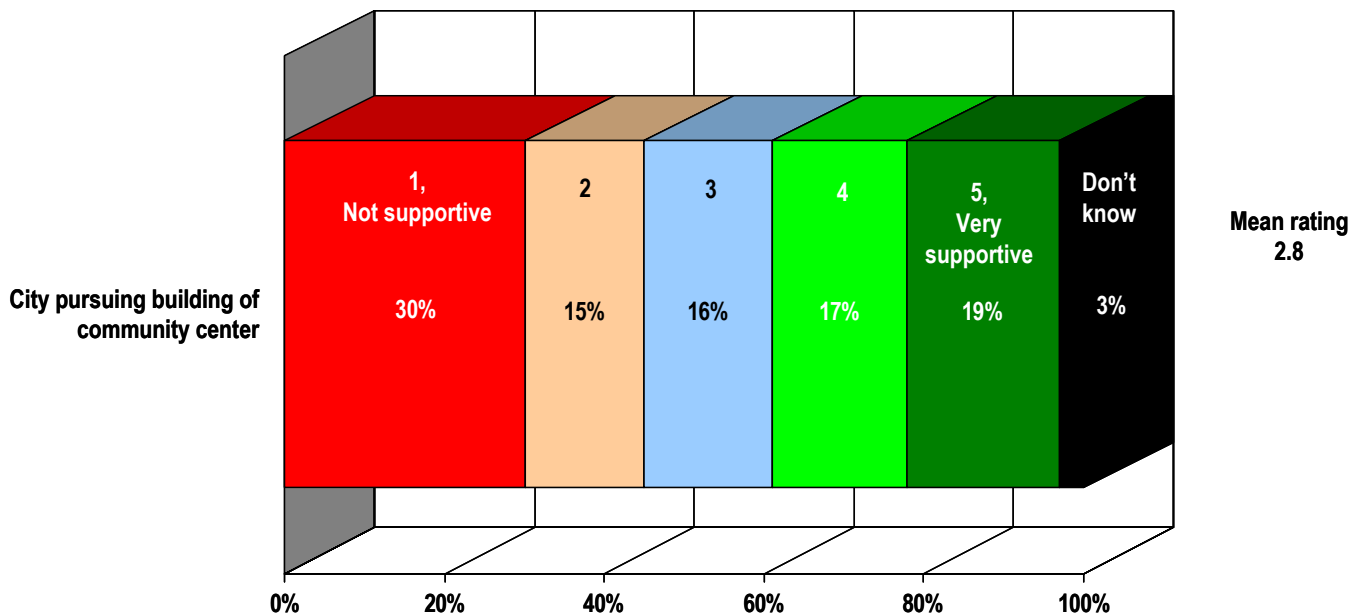
- ▶ **Women are more supportive than men.** The mean rating for support for a community center is 3.1 among women, compared with a 2.5 among men.
- ▶ **Those with children are more supportive of building a community center.** Those with children in the home clearly see more value to Lake Oswego embarking on building a community center than do those without children – those with children provide a mean rating of 3.2, versus a 2.6 among those without children.
- ▶ **Support for the community center is lower among those 55 years of age or older.** This segment generates a mean rating of 2.6, compared with a 3.0 for those age 35 to 54 and 3.1 among those in the 18 to 34 age range. Longer-term residents – those who have lived in Lake Oswego for at least 10 years – also are not as supportive as those who have lived in the city for less than 10 years.
- ▶ **Those with at least a college degree provide a higher mean rating than do those who do not have a college degree.** Residents who are college graduates have a mean rating of 2.9, compared to their counterparts' average rating of 2.7.
- ▶ **Not surprisingly, those who are not satisfied with their local government are less supportive of a community center.** Overall, it is clear that those who are not satisfied with their local government are less satisfied with city services and are not very supportive of projects undertaken by the City. This trend continues when looking at recreational facilities. The mean rating among this segment is 2.5, compared to a 3.0 among those who are satisfied with their local government.

## MEAN RATING FOR BUILDING COMMUNITY CENTRAL A NEUTRAL 2.8

n=400

Q: *The City Council is considering construction of a community center designed to serve residents of all ages. The center could include recreational facilities, swimming pools, classrooms, and meeting spaces. The cost for such a center is estimated at \$27 million. This would result in an annual cost to taxpayers of \$162 per year for a house with an assessed value of \$300,000.*

*While we realize you would need more information to make a final decision, in general, how supportive are you of the City pursuing the building of a community center? Again using the "1" to "5" scale. On the scale a "1" indicates you are not supportive at all and a "5" indicates you are very supportive.*



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**B. THERE IS LITTLE STRONG SUPPORT FOR THE CITY INVESTING TAX DOLLARS IN THE OPERATION AND MAINTENANCE OF THE MUNICIPAL GOLF COURSE.**

Respondents were also asked for their level of support for the City using tax money to help operate and maintain the Municipal Golf Course. Few are very supportive of this concept – only one-quarter of residents (26%) rate their support a 4 or 5. Fully one-third of residents give the lowest rating of 1 (33%), and 14% rate their level of support as a 2. Two in ten provide a neutral rating of 3 (21%). The mean rating is 2.6.

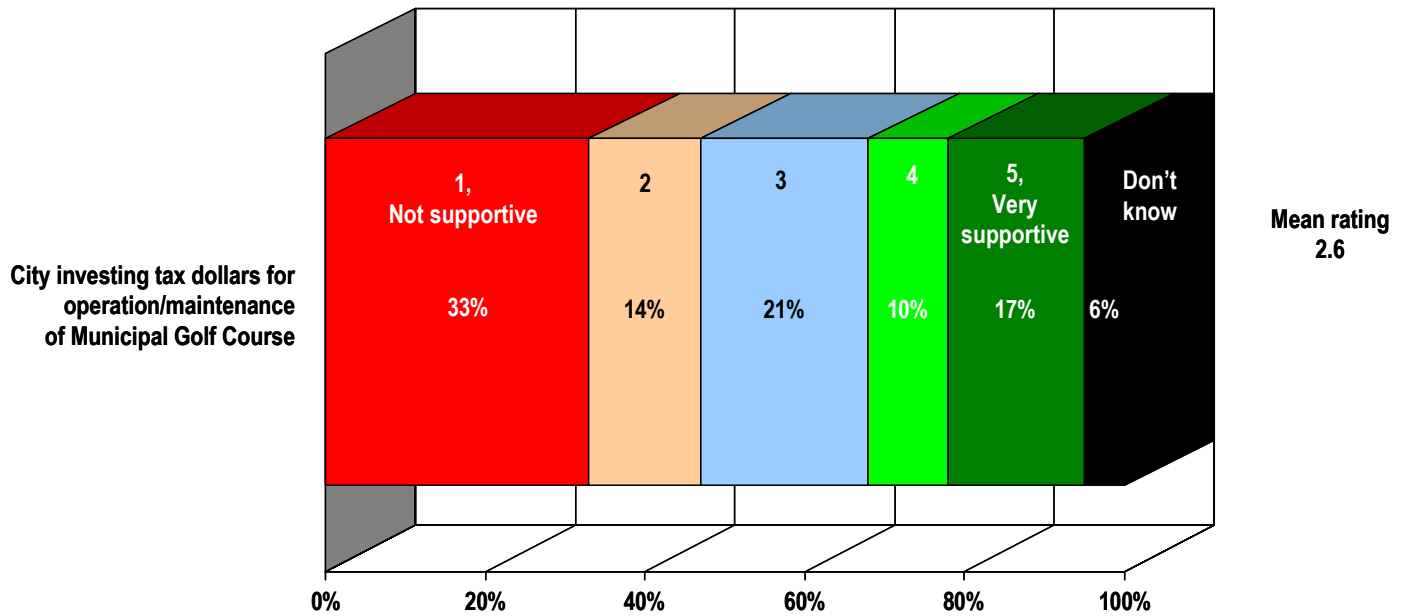
There are some differences by segment. However, note that among no segment does the average rating rise to even 3.0. Other results include:

- ▶ **Support for this project is higher among those 35 years of age or older.** Those over the age of 35 generate a mean rating of 2.7, compared with a 2.3 for those age 18 to 34. Longer-term residents – those who have lived in Lake Oswego for at least 10 years – also are more supportive (2.7) than are those who have lived in the city for less than 10 years (2.5).
- ▶ **As with the community center, those with at least a college degree provide a higher mean rating than do those who do not have a college degree.** Residents who are college graduates have a mean rating of 2.7, compared to their counterparts' average rating of 2.3.
- ▶ **Those who work in Portland generate a higher average rating for City support of the golf course.** Interestingly, those who work in Portland provide a higher rating for this project (2.9) than do those who work in Washington County (2.6) or those who work out of their home or in Lake Oswego (2.3).
- ▶ **Again, those who are not satisfied with their local government are less supportive.** The mean rating among this segment is 2.3, compared to a 2.8 among those who are satisfied with their local government.

## ALMOST HALF ARE NOT SUPPORTIVE OF USING CITY FUNDS TO OPERATE GOLF COURSE

n=400

Q: *Now I have a question about the Municipal Golf Course. The City of Lake Oswego currently owns and operates an 18-hole, par 3 golf course located on Stafford Road. The Golf Course has been self-supporting. However, due to a significant reduction in the number of people using the course over the past several years, the City may need to use \$3 to \$5 million in tax revenues over the next 10 years to operate and maintain the course. How supportive are you of the City investing tax dollars in the operation and maintenance of the Municipal Golf Course?*



### C. RESIDENTS SEE THE MOST VALUE IN CONTINUING THE NEIGHBORHOOD PATHWAY SYSTEM.

After the questions about recreational facilities, respondents were then read a list of three possible Centennial projects – continued development of neighborhood pathways, purchase of additional open space land, and city-wide improvement projects – and asked to rate each project’s value to the community on a scale of 1 to 5. Information on the anticipated cost of each project was included in the project description read to respondents. Results include:

- ▶ **Of the three possible projects, the highest value is seen in continuing the development of the neighborhood pathway system.** This project receives a 3.3 mean rating. One-half of residents provide a 4 or 5 rating when asked to rate the value of this project to the community. Almost 3 in 10 see this project as having little value, providing a 1 or 2 rating (28%), and 2 in 10 provide a neutral rating of 3 (22%).
- ▶ **Purchasing open space/park land receives a 3.1 mean rating.** Four in ten residents give a rating of 4 or 5 for this project (42%). At the other end of the spectrum, one-third (35%) give a 1 or 2 rating.
- ▶ **The lowest-rated possible project is city-wide neighborhood improvement projects.** This project receives a value rating of 2.8, with one-third (32%) rating the value of this project a 4 or 5 and 4 in 10 (40%) giving it a 1 or a 2.
- ▶ **Shorter-term residents and those who are satisfied with local government see greater value in all the possible projects.** These segments provide higher ratings than do longer-term residents and those who are not satisfied with local government.
- ▶ **Those who work from home or in Lake Oswego provide lower value ratings for all the possible projects.** Place of employment continues to impact response, with those who work from home or in Lake Oswego seeing less value in the possible Centennial projects. For example, this segment provides a 3.4 rating for the neighborhood pathway system, while those who work in Portland or Washington County generate a 3.6 rating.
- ▶ **Those with children in the home and those with at least a college degree provide higher ratings for neighborhood pathways and purchasing open space land.** For city-wide neighborhood improvement projects, these segments provide the same mean ratings as those without children and those without a college degree.

In reviewing the responses to this question, it is likely important to note that the value of the project to the community declines as the monetary cost increases.

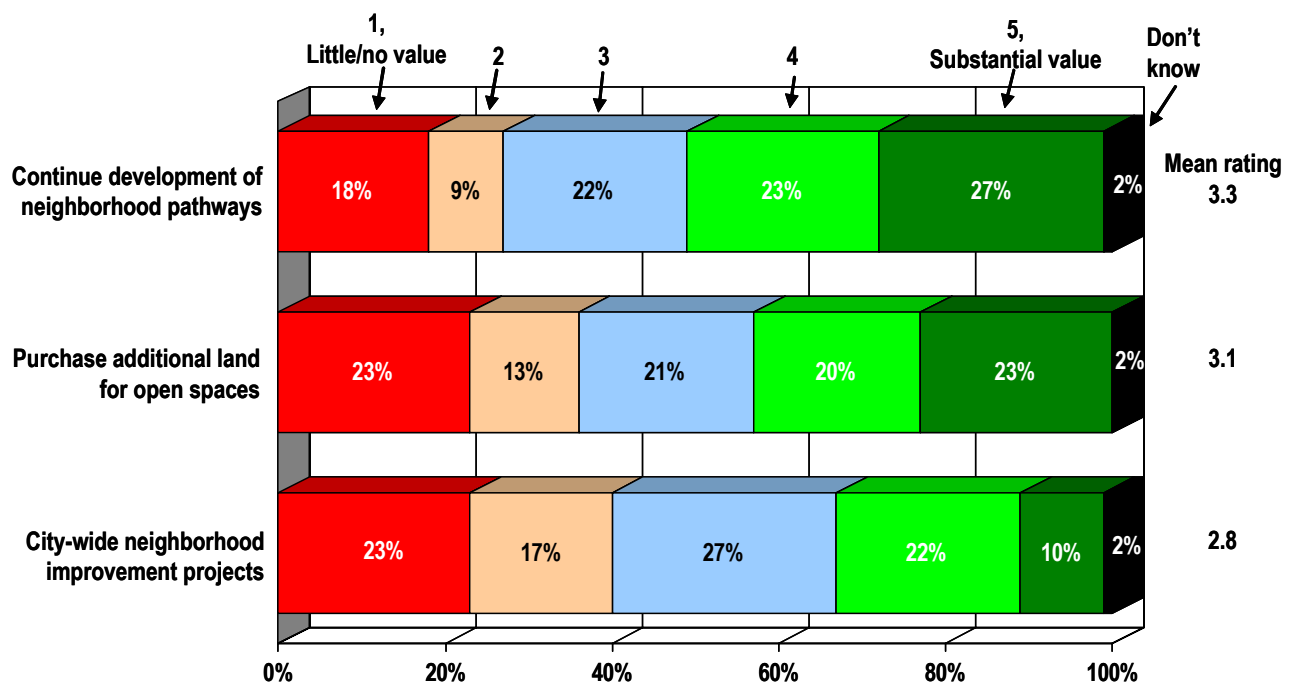
## OF POSSIBLE CENTENNIAL PROJECTS, CONTINUING DEVELOPMENT OF NEIGHBORHOOD PATHWAYS HAS MOST SUPPORT

n=400

Q: In order to honor the City of Lake Oswego's 100<sup>th</sup> anniversary in 2010, the City is considering putting a bond measure on the ballot in 2006 to fund one or more community improvement projects. I am going to read you a list of three possible projects, including a brief project description and the annual cost to property taxpayers. All costs are based on bonds that are repaid over 20 years.

First, I want you to indicate your perception of the value to the community of the City undertaking this project. Please use the 1 to 5 scale again, where a 1 means of little or no value to the community and a 5 is substantial value to the community if the project is implemented. After you have completed ratings of each project, I will ask you which, if any, projects you believe should be placed on the ballot in 2006.

- ▶ Continue development of the neighborhood pathway system. Cost of \$2 million dollars. Annual cost of to property taxpayers of \$12 per year for a house with an assessed value of \$300,000.
- ▶ Purchase additional land for open spaces and parks in and around the Lake Oswego area. Amount to be spent not to exceed \$10 million. Annual cost to property taxpayers of \$60 per year for a house with an assessed value of \$300,000.
- ▶ City-wide neighborhood improvement projects. Example of possible projects include new parks or improvements to existing parks, additional pathways, and traffic management projects. Amount to be spent not to exceed \$30 million. Annual cost to property taxpayers of \$180 per year for a house with an assessed value of \$300,000.





**D. THERE IS SUPPORT FOR PLACING THE CONTINUATION OF THE PATHWAY SYSTEM AND ADDITIONAL OPEN SPACES ON THE 2006 BALLOT.**

Once respondents had rated the value of each of the possible Centennial projects, they were asked which one, if any, should be on the 2006 ballot for funding. Then respondents were asked if any of the other projects should be on the ballot.

Results show that almost half or more than half support placing two of the three potential projects on the ballot. Support is greatest for placing the neighborhood pathway continuation of the ballot. One-third say that if any one project is placed on the ballot it should be the neighborhood pathways and an additional 2 in 10 say the pathways should be on the ballot in addition to their first choice.

Interest is only slightly lower for voting on additional funds for the purchase of more open space land. Three in 10 pick this project as their first choice for the ballot and the percentage increases to just under half – 49% – when the second mentions are added.

Interest is lower for the city-wide neighborhood improvements. Only 22% pick this project as their first choice and the percentage rises to only 43% when the other mentions are added in.

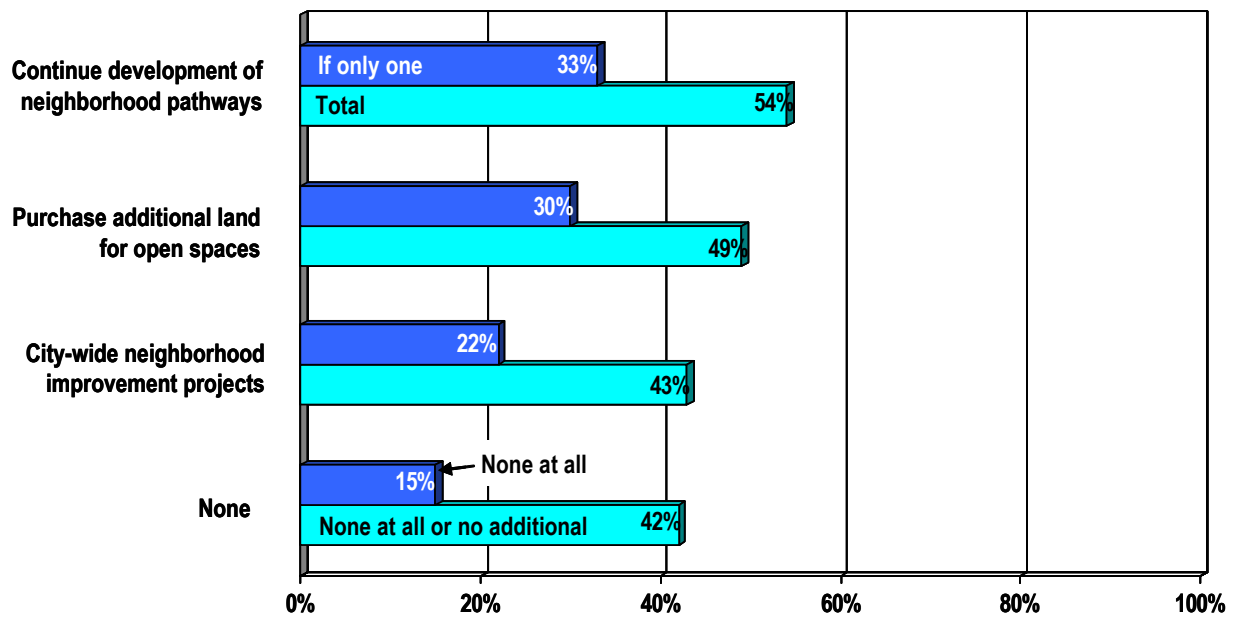
Overall residents appear to be supportive of at least one Centennial project being included on the ballot in 2006. Only 15% say none of the projects, while a much larger portion – 42% – either want no projects or only one project on the ballot.

## OVER HALF BELIEVE THE NEIGHBORHOOD PATHWAYS SHOULD BE PLACED ON THE BALLOT

n=400

Q: Assuming the City Council decided to ask for voter approval of bonds to fund just one of these projects in 2006, which, one, if any, do you believe should be on the ballot?

And which, if any, of the other projects do you believe the City Council should also include as part of a bond measure in 2006?



## VI. Attitudes Toward Transportation Issues

### A. PUBLIC TRANSIT USAGE AMONG LAKE OSWEGO RESIDENTS HAS REMAINED ABOUT THE SAME AS IN 2003.

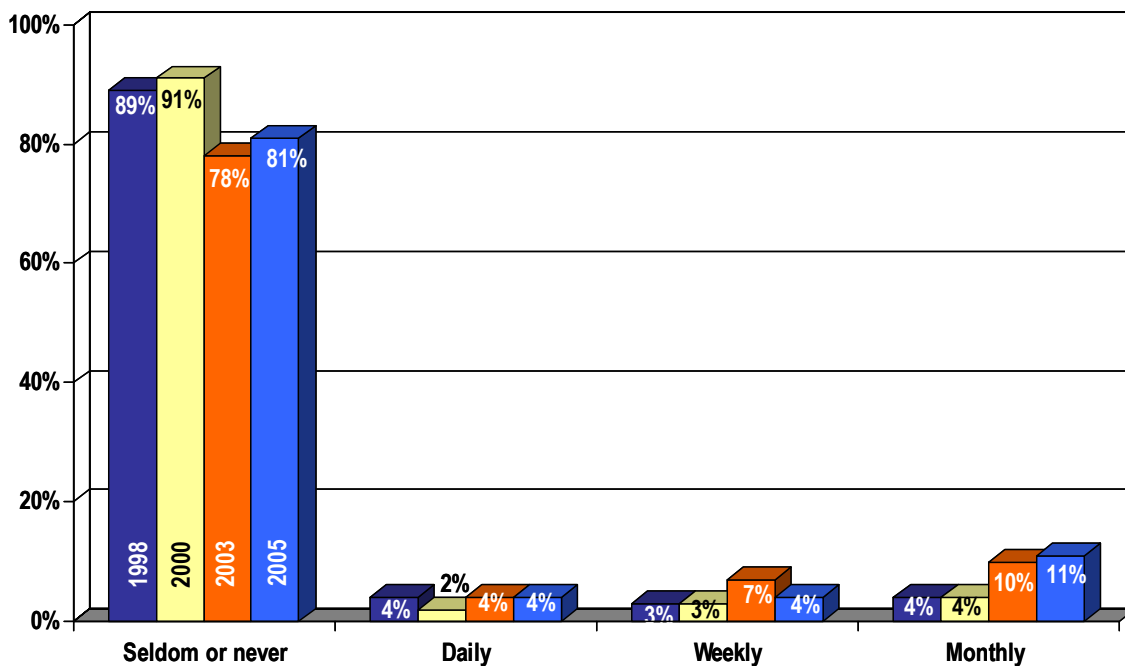
The vast majority of Lake Oswego residents seldom or never ride public transit (81%). This is about the same level as what we saw in 2003 (78%), although ridership continues to be higher than in the past when 89% (1998) and 91% (2000) said they seldom or never use public transit.

As in past surveys, those most likely to use public transit include Portland workers (70% seldom or never use transit). Those who are satisfied with local government are also more likely to use transit (79% seldom or never, compared with 84% of those who are not satisfied with local government). There are no other significant differences when looking at the segments.

### MOST LAKE OSWEGO RESIDENTS CONTINUE TO SELDOM USE PUBLIC TRANSPORTATION

n=400

Q: How often do you personally ride public transit, including buses, light rail, streetcar, or senior transit?



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**B. A STREETCAR BETWEEN LAKE OSWEGO AND PORTLAND WOULD HAVE LARGEST EFFECT ON THE NUMBER OF RESIDENTS WHO USE PUBLIC TRANSPORTATION.**

Four in 10 respondents (41%) say that streetcar service between downtown Lake Oswego and downtown Portland would increase their use of public transportation. In the past, respondents were asked whether light rail service between Lake Oswego and Portland would increase their use of mass transit. The 41% who say a streetcar would increase their public transit use is significantly less than the 47% in 2003 who said light rail would increase their use of public transit. Transit options that receive at least 1 in 10 mentions as likely increasing the respondent's use of mass transit include more frequent buses in the evening hours (12%) and during the day (11%), and more convenient bus stops (10%), a response category added this year.

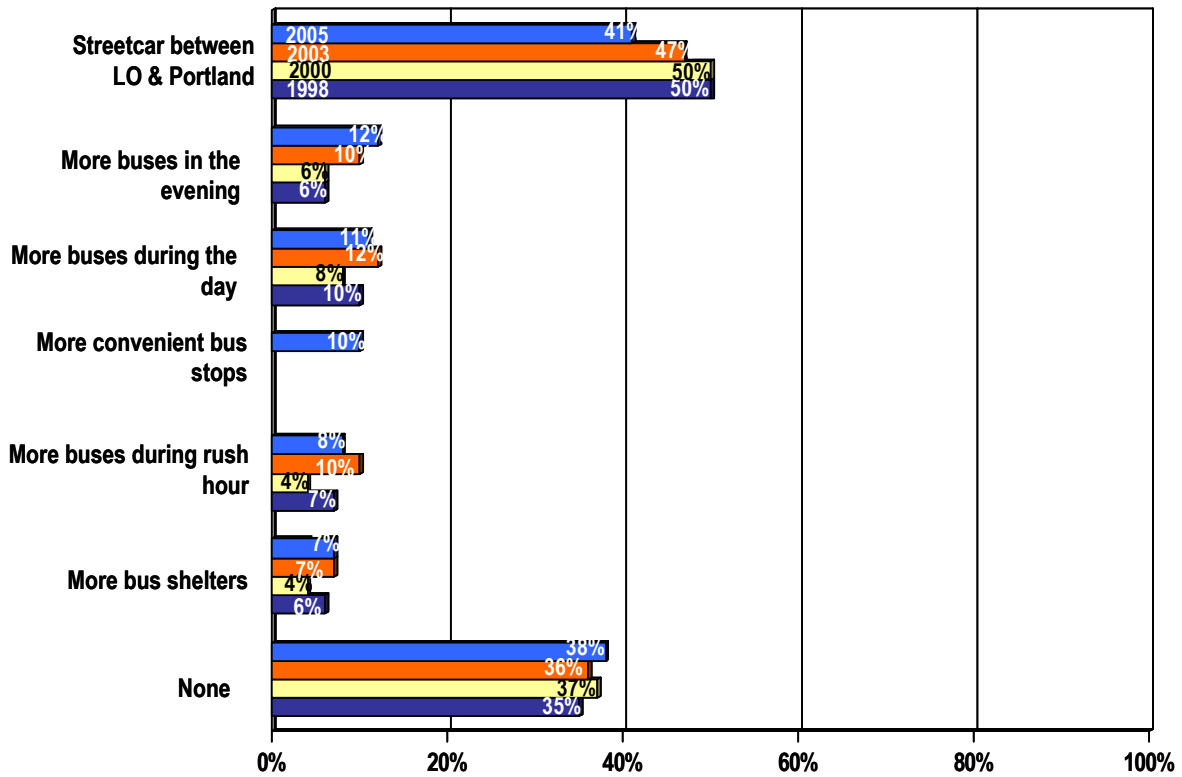
Segments appearing to be the *likeliest* potential users for street car service to Portland include:

- ▶ **Newer residents:** As in the past, newer residents are more likely to say rail or streetcar service will increase their transit use. One-half of those living in Lake Oswego less than 10 years (49%) say rail service would increase their transit use, compared to 36% of long-term residents.
- ▶ **Those who work in Portland:** In the past, those who work from home or in Lake Oswego were more likely to say rail service would increase their public transit use than were those who work in Portland. Today, it is those who work in Portland who are more likely to say streetcar service would increase transit use (48%, compared to 41% of those who work in Lake Oswego).
- ▶ **Younger residents:** 48% of those under the age of 55 say availability of streetcar service would increase their transit use, compared to 37% of those 55 and up.

## STREETCAR ONLY OPTION LIKELY TO SUBSTANTIALLY INCREASE USE OF PUBLIC TRANSPORTATION

n=400

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



## VII. Civic Participation

### A. WEEKLY FARMERS' MARKET CONTINUES TO BE THE MOST WIDELY-ATTENDED CITY EVENT BY FAR.

As in 2003, residents were read a list of City-sponsored events and asked which, if any, they have attended in the past year. The Farmers' Market, with 8 in 10 mentions, is by far the most frequently attended City event. This is about the same level of attendance at the Farmers' Market as in 2003. As a weekly event that runs from spring into fall, the Market is in a category by itself. Summer concerts are attended by about one-half (48%) and are the second-most popular events, followed by the 4th of July celebration (38%). Two in 10 residents say they attended the Tree Lighting (20%). Other events with at least 10% of mentions are the Classic Car Show (16%), the Antique Faire (14%), and Movies in the Park (12%).

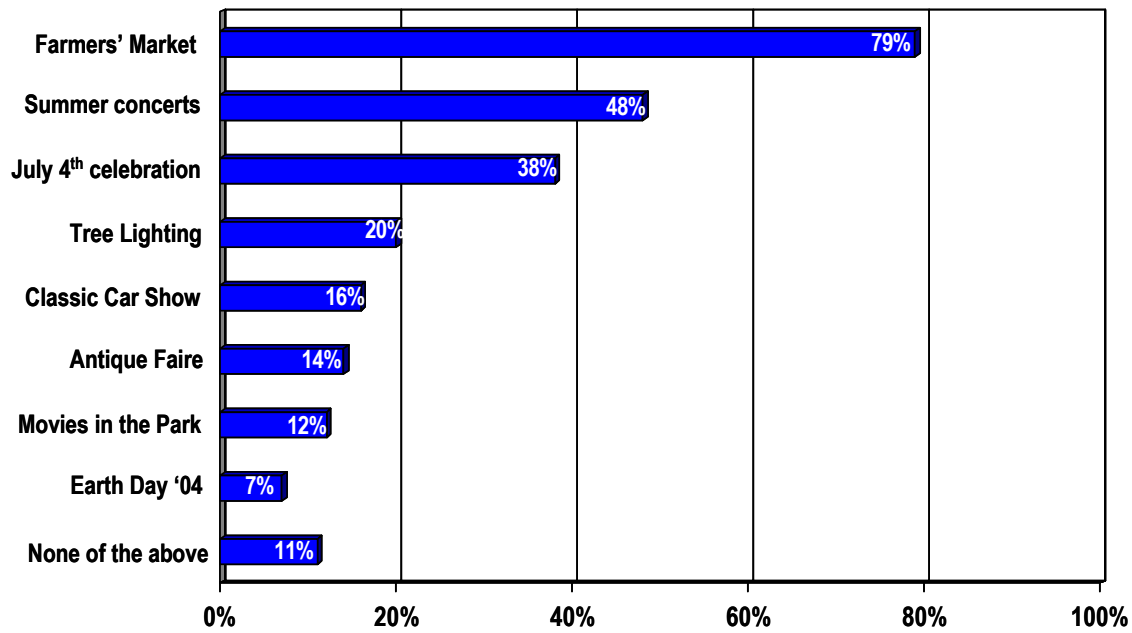
Though the overall ranking of events is similar across the various segments of the sample, there are differences in relative levels of attendance. In general, demographic segments most likely to attend City-sponsored events include middle-aged respondents, those with children living at home, long-term residents, and those who are satisfied with local government. Details include:

- ▶ **Middle-aged adults continue to be most likely age group to attend summer concerts.** As we saw in 2003, residents ages 35 to 54 give the highest mentions of any age group for summer concert events. More than one-half of middle-aged respondents attended summer concerts (54%), compared to 43% of elders and 35% of younger adults.
- ▶ **Families with children are significantly more likely to attend summer concerts, 4<sup>th</sup> of July celebration, and the Tree Lighting.** For example, more than one-half of this segment attended summer concerts (53%), compared with 45% of those without children in the home.

## FARMERS' MARKET AGAIN TOPS LIST OF CITY EVENTS ATTENDED

n=400

Q: Which, if any, of the following City-sponsored events have you attended in the past year?



**B. NEARLY ALL LAKE OSWEGO ADULTS ARE REGISTERED TO VOTE AND VOTED IN THE LAST GENERAL ELECTION.**

As in past surveys, 9 in 10 residents of Lake Oswego are registered to vote. Not surprisingly, given that the most recent election was a close Presidential election, 98% of Lake Oswego’s registered voters say they voted in the last election.

As in the past, the level of voter registration, as well as actual voting, increases significantly with age. Of those in the 18 to 34 age range, 85% are registered to vote, a significant increase from 2003, when only 71% were registered to vote. Registration jumps to 95% among those ages 35 to 54 and tops out at 97% among those ages 55 and up. For both of these older age groups, the level of registration has increased slightly since 2000. Those without a college degree are also significantly less likely to be registered to vote (89%) in comparison to those with at least a college degree (97%).

**MORE THAN 9 IN 10 ADULT RESIDENTS ARE REGISTERED VOTERS**

Q: *Are you a registered voter?*

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

<b>Voter</b>	<b>1996 total n=400</b>	<b>1998 total n=400</b>	<b>2000 total n=400</b>	<b>2003 total n=400</b>	<b>2005 total n=400</b>
<b>Registered voter</b>	<b>92%</b>	<b>90%</b>	<b>91%</b>	<b>91%</b>	<b>94%</b>
Voted in last general election	84%	80%	76%	86%	98%
Did not vote	9%	9%	14%	5%	2%
Not registered	8%	10%	8%	9%	5%



**C. AS IN THE PAST, MOST RESIDENTS HAVE NOT ATTENDED A NEIGHBORHOOD ASSOCIATION MEETING IN THE LAST YEAR.**

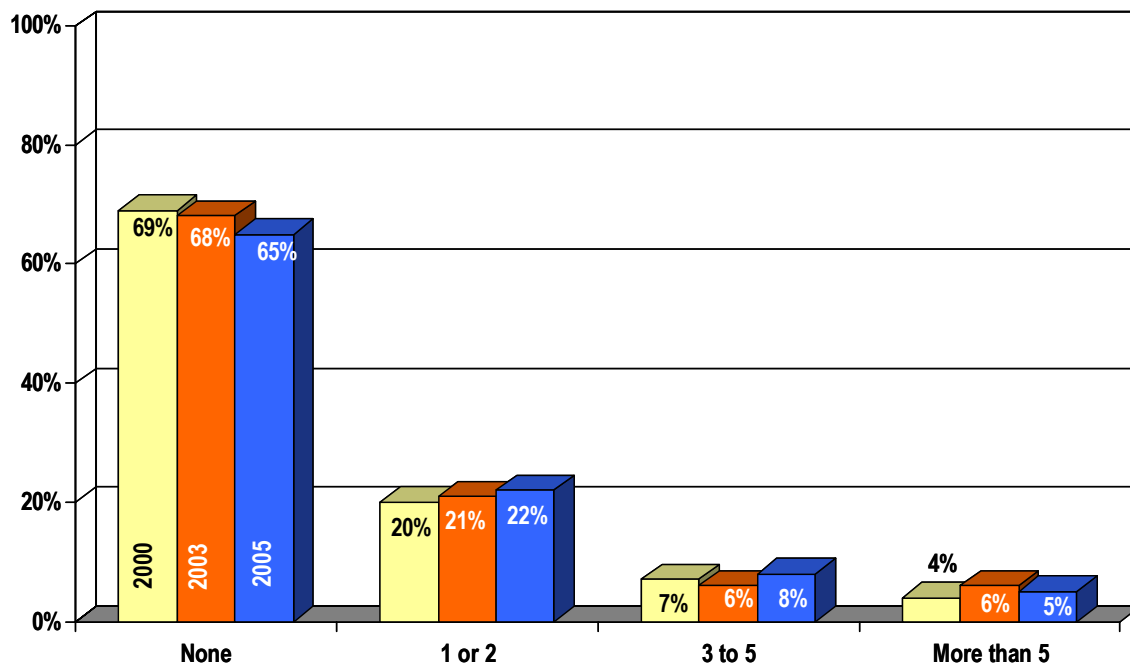
Residents were asked how many neighborhood association meetings they have attended in the last year. As in the past, only one-third have attended any meetings at all (35%). Two in 10 say they have attended one or two meetings in the past year (22%), and a little more than 1 in 10 indicate they regularly attend neighborhood association meetings (13%) by saying they have attended three or more neighborhood meetings.

As with voting, the likelihood of attending neighborhood meetings increases once residents move into the 35-plus age category. Only 21% of those ages 18 to 34 have attended any meetings, although this is a significant increase since 2003, when 11% of this segment had attended a meeting. In contrast, 39% of those ages 35 to 54 and 36% of those 55 and up have attended at least one neighborhood meeting. Attendance at neighborhood meetings is also more likely among men – 41% have attended a neighborhood association meeting, versus 29% of women.

**TWO-THIRDS 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?*



**D. MOST RESIDENTS HAVE SERVED AS VOLUNTEERS IN THE PAST YEAR.**

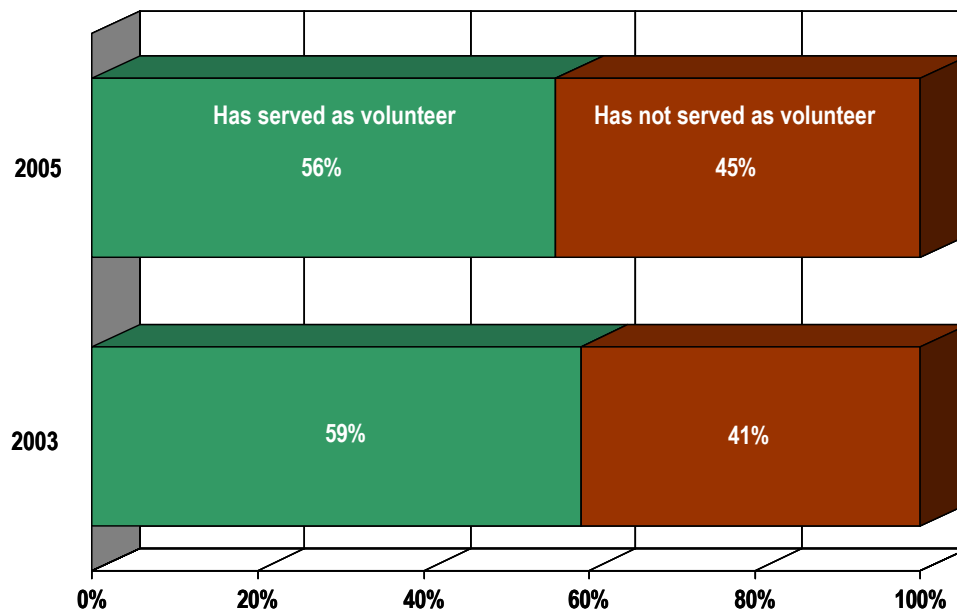
Residents were asked a series of questions regarding volunteerism. Overall, more than one-half of residents say they have volunteered their time in the past year (56%), about the same level as we saw in 2003 (59%).

Unlike what we saw in 2003, when levels of volunteerism varied widely across the segments, this year volunteerism levels are relatively similar across all segments of the sample. There are a couple of differences, however. Those with at least a college degree are much more likely to have volunteered in the past year (60%) than are those without a college degree (47%). In addition, those who work from home or in Lake Oswego (63%) and those who work in Portland (69%) are much more likely to have volunteered than those who work in Washington County (39%).

**MAJORITY HAVE SERVED AS VOLUNTEERS**

n=400

Q: *In the past year, have you volunteered your time with any non-profit organizations or government-sponsored programs?*



**E. SIGNIFICANTLY FEWER VOLUNTEERED THEIR TIME TO LOCAL LAKE OSWEGO ORGANIZATIONS THAN IN 2003.**

Those who have volunteered in the last year were also asked what percentage of their volunteer work was done for organizations in Lake Oswego. One-half of those who volunteered their time in the past year did not volunteer for any organizations in Lake Oswego. This percentage is significantly higher than what we saw in 2003, when only one-third of residents were not volunteering in Lake Oswego.

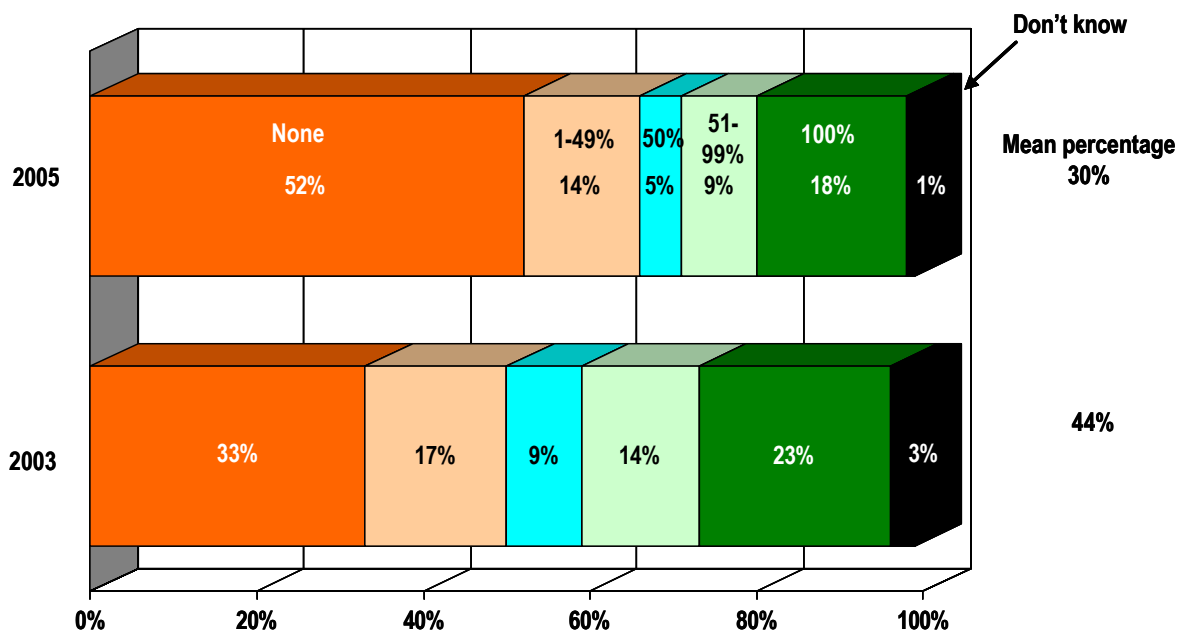
Segments most likely to volunteer locally include: long-term residents (53% do at least some local volunteering, compared to 40% among newer residents) and those who work in Lake Oswego (49% do their volunteering locally, compared to 38% for Portland workers and 44% among Washington County workers). Parents with children, given their focus on schools, are also highly likely to be local volunteers (64% do at least some local volunteering, compared to 40% among volunteers without children). In addition, those 35 and older are more likely to volunteer in Lake Oswego (50%) than are those 18 to 34 (35%). Finally, higher-educated residents are more likely to volunteer in Lake Oswego (55%, compared with 25% of those without a college degree).

**MORE NOT VOLUNTEERING THEIR TIME TO LO ORGANIZATIONS**

n=222

Based on those who have volunteered their time in the past year

Q: What percentage, if any, of your volunteer work was done for organizations in Lake Oswego?



## VIII. Information Sources

### A. HELLO L.O. CONTINUES TO BE THE MOST WIDELY CONSULTED SOURCE OF CITY INFORMATION.

Residents were asked which sources of information, from a list read to them, they use to gather information about City issues. Since 2000, *Hello L.O.* has been the most-often used source of information about the City, and that trend continues today, with 67% of residents consulting this source. However, it is important to note that readership of *Hello L.O.* is down from a high of 73% in 2003.

The second most often used information source is the *Lake Oswego Review*. Six in 10 get information from the *Lake Oswego Review*, about the same percentage that we saw in 2003. Rounding out the top information sources is *The Oregonian* (48%). As with *Hello L.O.*, use of *The Oregonian* as an information source about Lake Oswego has declined significantly since 2003 – down from 57% in 2003.

Looking at the next tier of information sources, we see that word-of-mouth and neighborhood newsletters have both declined significantly as information sources – 4 in 10 have gained information about the City through word-of-mouth, down from 52% in 2003, and 3 in 10 have gotten information through neighborhood newsletters, down from 41% in 2003. Television is also down slightly, to 18%.

Use of the City website has decreased significantly, to 14% from 21% in 2003. However, this percentage is still twice what we saw in 2000 and 1998. We continue to see a decline in televised City Council meetings (12%, down from 14% in 2003 and 17% in 2000). Radio remains at about the same level today (11%) as in 2003 (12%).

Findings when looking at the segments include:

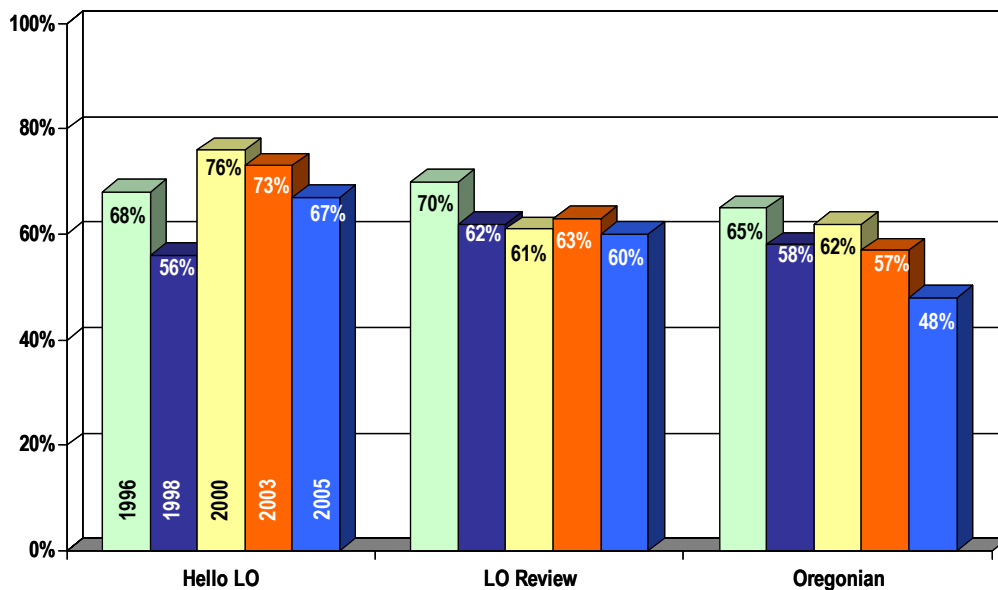
- ▶ **Those who are satisfied with local government tend to consult a wider variety of sources.** This segment is more likely than are those who are not satisfied with local government to consult *Hello L.O.*, the *Lake Oswego Review*, *The Oregonian*, and neighborhood newsletters.
- ▶ **Those with children in the home consult *Hello L.O.*, the *Lake Oswego Review*, & the City website more often.** Those without more children are more likely to use neighborhood newsletters as an information source.
- ▶ **Gender impacts information sources.** Overall, men are more likely to consult more information sources than are women. However, women are significantly more likely to consult *Hello L.O.* as an information source (72%) than are men (63%).

- ▶ Those who are most likely to use the City website include newer residents, those with children in the home, those under the age of 55, and men. For example, 20% of men say they use the City website as a source of information, compared with just 8% of women.

### ALTHOUGH READERSHIP IS DOWN, HELLO L.O. CONTINUES TO BE TOP SOURCE FOR CITY INFORMATION

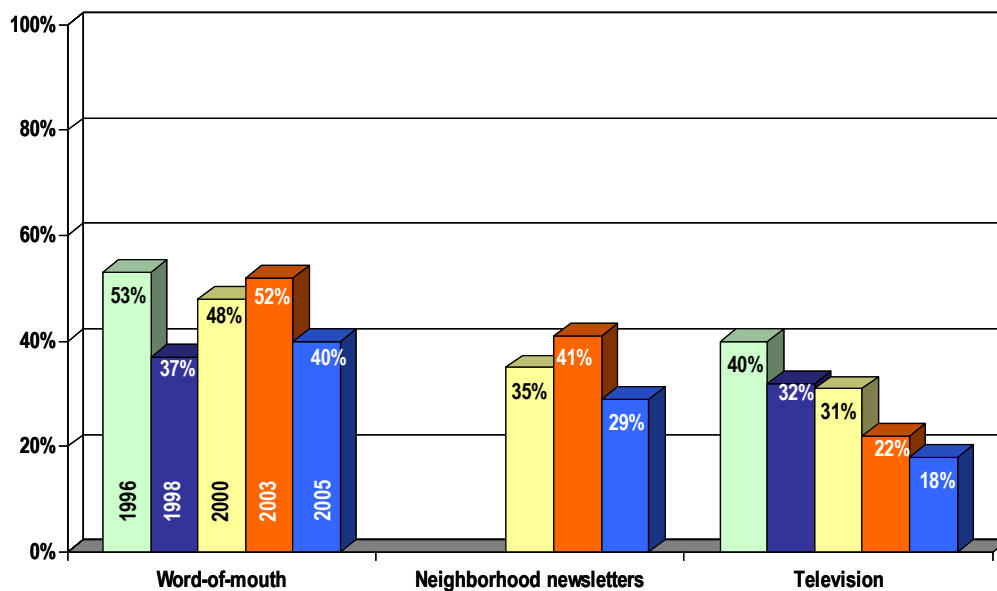
n=400

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



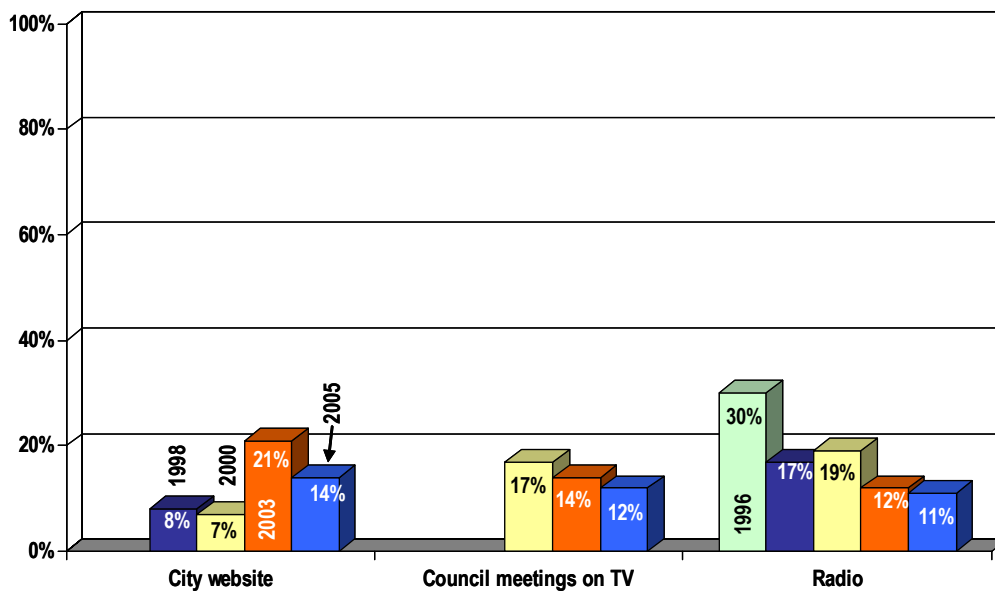
### WORD-OF-MOUTH, NEIGHBORHOOD NEWSLETTERS DOWN SHARPLY AS CITY INFORMATION SOURCES

n=400



## USE OF CITY WEBSITE AS INFORMATION SOURCE IS DOWN SIGNIFICANTLY

n=400



### B. THE LAKE OSWEGO REVIEW IS BACK IN TOP SPOT AS MOST IMPORTANT SOURCE OF INFORMATION ABOUT CITY ACTIONS.

Residents were also asked from which *one* source they receive the most information. Responses are only shown for those sources receiving at least 10% mentions this year.

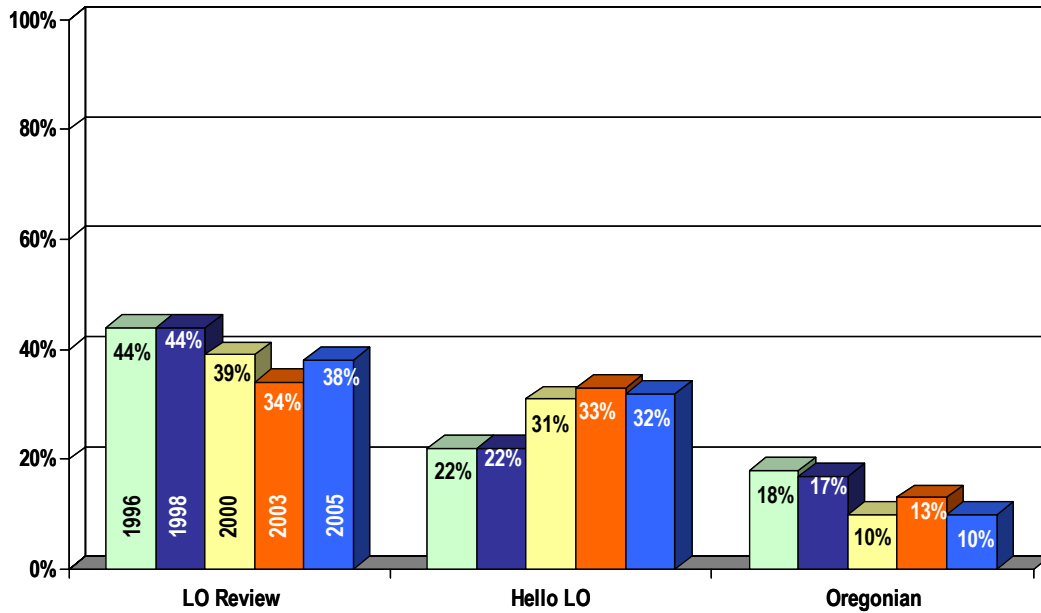
After a significant decrease in mentions between 2000 (39%) and 2003 (34%), the *Lake Oswego Review* is back this year to 2000 levels (38%) and is the most important information source. *Hello L.O.* is mentioned by one-third of residents (32%), essentially the same as in 2003 (33%).

The *Oregonian* (10%) is the only other media outlet with significant mentions as a key source of information about Lake Oswego government. Sources such as word-of-mouth, the City website, neighborhood newsletters, television, and radio are currently supplemental rather than critical information sources – all are mentioned by 6% or fewer respondents.

## LAKE OSWEGO REVIEW IS MOST IMPORTANT INFORMATION SOURCE ABOUT CITY

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.**

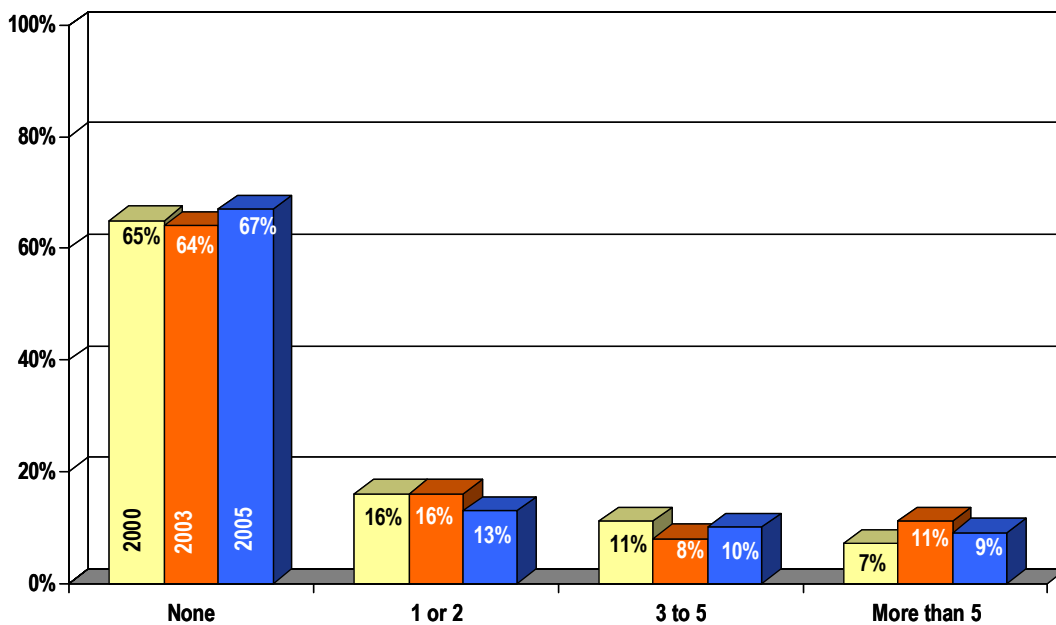
Lake Oswego City Council meetings are broadcast on cable television. As in 2000 and 2003, when residents are asked how many times in the past year they had watched a Council meeting, about two-thirds say they have not viewed any in the past year.

Among those who have watched any Lake Oswego City Council meetings, one or two meetings remains the most common response (13%). The mean number of Council meetings watched is 1.6.

**RESIDENTS CONTINUE TO BE UNLIKELY TO HAVE WATCHED A CITY COUNCIL MEETING ON CABLE 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. AS IN THE PAST, ONE-HALF OF RESIDENTS REGULARLY OR OCCASIONALLY RECEIVE COMMUNICATIONS FROM THEIR NEIGHBORHOOD ASSOCIATIONS.**

When residents were asked how often they receive communications from their neighborhood associations, one-quarter say they regularly receive communications and another 28% say they occasionally do. While we still see about one-half regularly or occasionally receiving communications (54%), essentially the same as in 2003, there has been a decrease in the number who are receiving communications *regularly* (26%, down from 32% in 2003) and an increase in those who say they *occasionally* receive communications from their neighborhood associations (28% in 2005, up from 20% in 2003). The percentage of those who say they *infrequently* (19%) or *never* (24%) receive communications is about the same as in 2003.

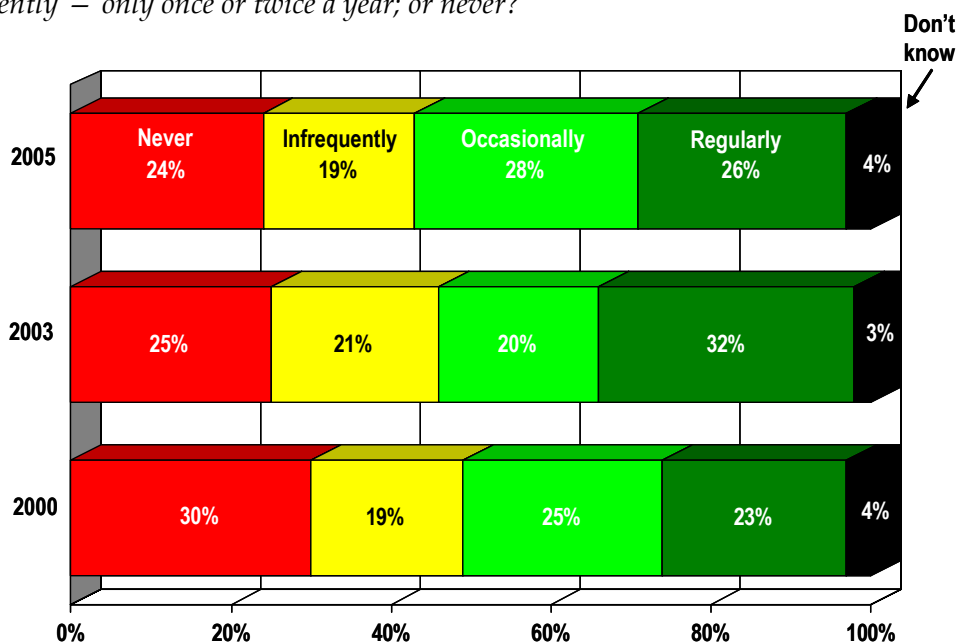
Interestingly, as we saw in 2003, the segment of the sample most likely to say they regularly receive neighborhood association communications is those who work in Portland – 34%, compared to just 27% among those who work from home or in Lake Oswego and 13% of those who work in Washington County. Additionally, men are more likely than are women to say they regularly receive communications (30%, versus 22% among women).

Segments most likely to say they *never* receive communications from neighborhood associations include those ages 18 to 34 (41%) and those who have been living in Lake Oswego for less than 10 years (29%).

**MOST SAY THEY ARE RECEIVING REGULAR OR OCCASIONAL 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?



**E. MOST LAKE OSWEGO RESIDENTS HAVE HIGH-SPEED INTERNET ACCESS IN THEIR HOME.**

In a re-worded question for 2005, respondents were asked if they have Internet access and what type of Internet access they have. Six in 10 residents report they have high-speed Internet access – such as cable or DSL – in their home. One-quarter have dial-up access (24%) and 14% say they do not currently have Internet access in their home.

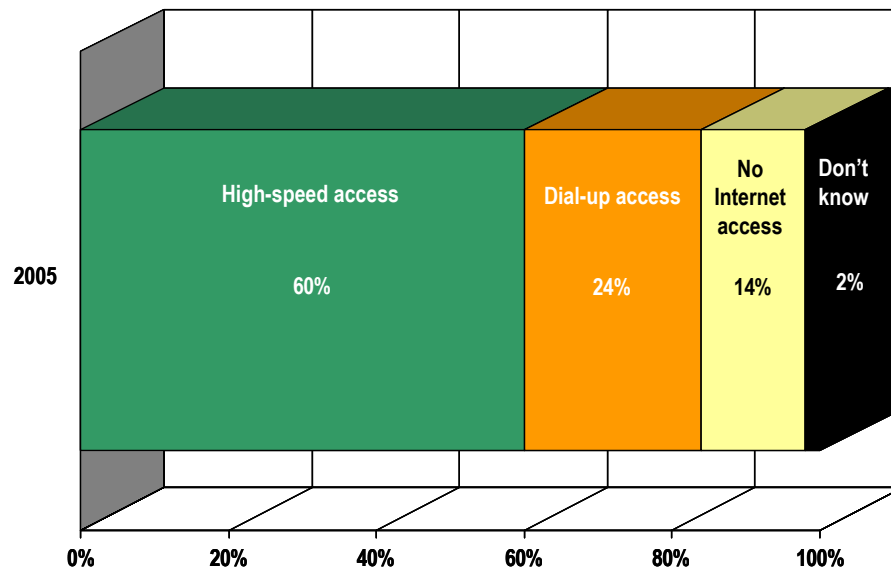
Segments of the sample that are more likely to have high-speed access include those under the age of 55 (70%), those with children in the home (80%), newer residents (66%), those with at least a college degree (69%), and men (70%).

In 2003, residents were simply asked if they had Internet access in their home. Comparing the results of 2003 with current data we see that overall, the rate of Internet access is the same in 2005 (84%) as in 2003 (85%).

**6 IN 10 HAVE HIGH-SPEED INTERNET ACCESS AT 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.

An increasing number of residents over the age of 18 are not employed (44%), up from 34% in 2003. However, most of these residents are in the 55-plus age category, as we have seen in the past, and so the data indicate that an increasing number of Lake Oswego residents are retired. In addition, however, the recession and Oregon's high unemployment rate appears to have finally caught up with younger Lake Oswegans – just 53% are currently working, compared with 76% in 2003. Among Lake Oswegans ages 35 to 54, 84% are currently employed, the same percentage as in both 2000 and 2003. As in previous surveys, employment is far more likely among residents with a college degree (61%) than among residents without a college degree (45%). Men are also more likely (65%) to be working than are women (47%).

Residents are most likely to be working outside Lake Oswego. The number of residents who work outside Lake Oswego, most commonly in Portland, has held steady over the past several years.

### UNEMPLOYMENT REMAINS UNCOMMON AMONG WORKING-AGE RESIDENTS

Q: *Are you currently 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	2003 total n=400	2005 total n=400
Not currently employed	28%	28%	35%	34%	44%
<b>Work in Lake Oswego</b>	<b>22%</b>	<b>26%</b>	<b>21%</b>	<b>21%</b>	<b>20%</b>
Lake Oswego	15%	18%	14%	14%	12%
Work at home	7%	8%	7%	7%	9%
<b>Portland</b>	<b>23%</b>	<b>26%</b>	<b>23%</b>	<b>23%</b>	<b>19%</b>
Downtown Portland	10%	14%	12%	15%	10%
Other Portland location	13%	12%	11%	8%	10%
Tualatin	10%	1%	4%	1%	1%
Beaverton	8%	5%	4%	6%	4%
Hillsboro	N/A	N/A	2%	2%	2%
South of Lake Oswego (Salem, West Linn, Wilsonville)	4%	3%	2%	2%	2%
Others	3%	9%	7%	8%	8%

**B. THE TYPICAL LAKE OSWEGO HOUSEHOLD HAS TWO ADULTS AND NO CHILDREN.**

Respondents were asked how many people live in their household, and how many of these are children. Most residents live alone (24%) or with one other person in their household (40%). The average number of people in the household is 2.4.

Seven in ten respondents (69%) do not have children under 18 in the home. Since 1996, when 63% of households did not have children, there has been a steady increase in the percentage of Lake Oswego households without school-age or younger children. Of residents with children at home, most are families with no more than one or two children.

**TYPICAL HOUSEHOLD HAS 1 OR 2 PERSONS**

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

<b>Number of people</b>	<b>1996 total n=400</b>	<b>1998 total n=400</b>	<b>2000 total n=400</b>	<b>2003 total n=400</b>	<b>2005 total n=400</b>
1	14%	24%	23%	21%	24%
2	41%	33%	39%	37%	40%
3	20%	18%	14%	16%	15%
4	20%	17%	16%	15%	16%
5	4%	7%	5%	7%	5%
6 or more	2%	1%	2%	1%	1%
<b>Mean number of people in home</b>	<b>2.7</b>	<b>2.6</b>	<b>2.5</b>	<b>2.5</b>	<b>2.4</b>

**7 IN 10 DO NOT HAVE CHILDREN IN THE HOME**

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

<b>Number of children</b>	<b>1996 total n=400</b>	<b>1998 total n=400</b>	<b>2000 total n=400</b>	<b>2003 total n=400</b>	<b>2005 total n=400</b>
No children	63%	65%	65%	67%	69%
1 child	16%	14%	14%	11%	12%
2 children	16%	16%	14%	14%	15%
3 children	3%	5%	4%	6%	4%
4 or more children	2%	1%	1%	2%	1%

**C. MOUNTAIN PARK, LAKE GROVE, AND PALISADES CONTINUE TO BE THE MOST FREQUENTLY MENTIONED NEIGHBORHOODS.**

Mountain Park continues to be the most frequently mentioned neighborhood, with 15% of mentions. As in previous surveys, about 1 in 10 live in Lake Grove (12%) or Palisades (10%). A long list of other neighborhoods receive a handful of mentions each.

**MOUNTAIN PARK, LAKE GROVE, PALISADES  
ARE MOST FREQUENTLY MENTIONED NEIGHBORHOODS**

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

<b>Neighborhood</b>	<b>1996 total n=400</b>	<b>1998 total n=400</b>	<b>2000 total n=400</b>	<b>2003 total n=400</b>	<b>2004 total n=400</b>
Mountain Park	21%	21%	17%	15%	15%
Lake Grove	13%	12%	9%	11%	12%
Palisades	12%	9%	10%	11%	10%
First Addition	7%	6%	7%	6%	5%
Springbrook Park/Uplands	2%	1%	5%	5%	4%
Hallinan Heights	4%	3%	2%	2%	3%
Oswego Pointe	N/A	N/A	2%	2%	3%
Forest Hills	2%	4%	4%	2%	2%
Glenmorrie	N/A	2%	3%	2%	2%
Lakewood	3%	2%	2%	4%	2%
Mary's Woods	N/A	N/A	N/A	N/A	2%
Old Town	N/A	N/A	N/A	N/A	2%
Westlake	2%	3%	2%	3%	2%
Red Fox Hills	N/A	N/A	N/A	2%	2%
Evergreen	N/A	N/A	2%	2%	2%
Others, 1% or less	9%	21%	21%	23%	26%
Don't know	9%	10%	14%	11%	8%

**D. LAKE OSWEGO RESIDENTS ARE BECOMING EVEN MORE WELL-EDUCATED.**

Residents of Lake Oswego have consistently reported very high levels of education attainment compared to residents of the City of Portland. In Portland, typically 4 in 10 residents have at least a college degree. Among residents of Lake Oswego, however, 7 in 10 have at least a college degree (71%) . In Portland about 1 in 10 have a master's degree or higher, while in Lake Oswego one-quarter (26%) have a master's degree or higher.

**7 IN 10 ADULTS IN LAKE OSWEGO HAVE  
AT LEAST A COLLEGE DEGREE**

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

<b>Level of education</b>	<b>1996 total n=400</b>	<b>1998 total n=400</b>	<b>2000 total n=400</b>	<b>2003 total n=400</b>	<b>2005 total n=400</b>
Not a high school grad	1%	1%	1%	2%	2%
High school grad	9%	8%	7%	6%	7%
Some college/post-secondary	20%	24%	22%	18%	19%
College graduate	38%	29%	35%	32%	37%
Some post-grad work	10%	12%	7%	10%	9%
Master's degree or higher	22%	25%	26%	30%	26%

## KEY CONCLUSIONS/RECOMMENDATIONS

The following are conclusions and recommendations from Campbell DeLong Resources, Inc. They are based on the current Community Assessment and research conducted for the City of Lake Oswego and other public agencies by Campbell DeLong Resources, Inc. As our judgments, of course, they are subject to refinement, development, and additional layers of interpretation.

### **1. CITIZENS APPEAR TO BE MORE SATISFIED THAN EVER WITH THE CITY OF LAKE OSWEGO.**

Based on the 2005 Community Assessment Survey, the citizens of Lake Oswego are very pleased with the current operation of the City – in many cases as satisfied as they have ever been. Findings that support this conclusion include:

- ▶ Quality of life ratings are the highest we have seen since this was first measured in a City mail-out survey in 1991 – an average of 8.6 on a 10-point scale. There also continues to be an increase in the number of respondents who rate the quality of life in Lake Oswego a perfect “10” – 3 in 10 residents do so in the current assessment, and almost 9 in 10 provide a rating on the high end of the scale – an 8, 9, or 10.
- ▶ Although quality of life ratings for 10 years in the future are lower than present ratings, residents still provide the highest rating ever – an average of 8.0. Even with the increase in positive ratings for the current quality of life, today we also see the smallest gap between present and future quality of life ratings of since we began asking both questions in 1996.
- ▶ When asked how the City is doing at meeting expectations on the key reasons residents originally moved to Lake Oswego – “*Feeling of safety,*” “*Quality schools,*” “*Natural beauty,*” and “*Small-town feeling*” – ratings indicate the City is exceeding expectations for safety, natural beauty, and small-town feeling. The only area of possible concern is the one the City does not have direct control over – the quality of the schools.
- ▶ Two-thirds of residents provide high ratings of 4 or 5 when asked to rate their satisfaction with local government (66%). The mean rating is a 3.8, the highest rating we have seen since we added this question in 2000.

- ▶ Residents also rate their satisfaction with the job performance of the Mayor and City Council highly, providing a mean rating of 3.7 on a 5-point scale and 60% giving a 4 or 5 rating. In addition, two-thirds approve somewhat (46%) or strongly (20%) of the current course that Council is setting for the City of Lake Oswego.
- ▶ Satisfaction ratings for City services continue to be high, and many – fire, police, water, streets, planning, library, and park maintenance – receive the highest ratings ever.

**2. IF COUNCIL BELIEVES THAT A COMMUNITY CENTER WOULD BE A VALUABLE COMMUNITY ASSET, IT WILL HAVE TO WORK TO BUILD GREATER SUPPORT.**

At this point in time, support is only lukewarm for building a community center in Lake Oswego. Only one-third of residents provide a 4 or 5 rating indicating they support the concept of building a community center and a larger percentage – 45% – indicate they do not support the concept at this time, providing a 1 or 2 rating. As a result, almost all of those who gave a neutral “3” rating (16%) or say they don’t know if they support a community center (3%) will have to be converted into supporters of a community center in order for the City to pass a bond measure to fund the building of such a center. Clearly if City Council believes that building a community center would be of great value to the community, it will have to work to build the kind of support that will be necessary for a bond measure to pass.

During the Centennial focus group research, residents were asked what kind of information the City would need to provide in order to build support among the community. These findings provide insight into what the City Council and the City will need to provide in order to make a community center a reality, including:

- ▶ **Consensus among City leaders.** Residents in all five groups said that it is important that the Mayor and all members of the City Council voice their unanimous support for the community center. By presenting a united front, Council can reassure residents that the community center will be designed to enrich *all* City residents.
- ▶ **A true community center.** Residents said that it would be important that the center be a true community center – complete with meeting halls and classrooms – instead of a center for physical recreation only.
- ▶ **An accurate picture of what will be built and what it will cost.** Perhaps because of the still-fresh issue of cost overruns at the high schools, residents also say it is important, prior to placing the bond measure on the ballot, to communicate exactly what will be included in the center and how much it will cost.
- ▶ **An understanding of where the funds to operate the center will come from.** Finally, a number of Lake Oswego residents in the groups questioned how the *operation*, not



just the building, of a community center would be funded. This key question will have to be answered satisfactorily before any bond measure to fund the building of the center has a chance of passage.

### **3. RESIDENTS APPEAR TO BE MORE AGREEABLE TO SMALLER-SCALE PROJECTS.**

When asked about the value to the community of three possible Centennial projects – the continued development of the neighborhood pathways system, purchase of additional open space land, and a series of city-wide neighborhood projects – residents indicate the value placed on two of the projects, pathways and open space, while not overwhelming, is stronger than the support received for the community center. Continuing the development of the neighborhood pathway system receives a mean rating of 3.3, with one-half providing a rating of 4 or 5 and just over one-half saying that this project should appear on the 2006 ballot. Purchasing additional land for open spaces and parks in and around the City receives a rating of 3.1, with 4 in 10 providing a 4 or 5 rating and just under one-half of residents saying this project should be on the 2006 ballot. Support for the third project, a series of city-wide neighborhood improvement projects, is lowest, with a mean rating of 2.8, only one-third of residents providing a 4 or 5 rating and only 43% saying the project should be placed on the 2006 ballot.

While residents were not asked if their rating was related to the estimated cost of the project, support for the three projects declines as the cost for each project increases. The highest-rated proposed Centennial project is also the one with the lowest cost – respondents were told that continuing the development of the neighborhood pathway system is estimated to cost taxpayers \$2 million and would add only \$12 a year to the property tax bill for a house assessed at \$300,000. Purchasing additional land for open spaces and parks in and around the City, which ranks second, was cited as more expensive to taxpayers – an approximately additional \$60 per year on a home with an assessed value of \$300,000. The project with the lowest rating, city-wide neighborhood improvement projects, is also by far the most expensive, cited as costing about \$180 per year for a \$300,000 home. (Note that the cost for the neighborhood parks project is in the same ballpark as the community center and that it generates a “value” rating that is very similar to the “support” rating for the community center.)

It would seem, then, that Lake Oswego residents, at least at the current time, are most likely to believe that it is appropriate for the City to pursue projects that require fewer tax dollars.

If the City decides to move ahead with either the neighborhood pathways or the addition of more open space land, it must, of course, work to build support in the community. However, it appears that this would be much easier to do than generating support for the community center. Showcasing smaller projects and how they have enriched the community – such as Millennium Park and continued improvements to it – should encourage support for similarly-scaled proposed projects. Promoting the addition of the Brewster Rogerson Clematis Collection to the Luscher Farm site, for example, could

generate excitement and support within the community as it demonstrates the City's willingness to support improvements that are a benefit to the community but do not require a large commitment of tax dollars.

Remember, also, that many participants in the Centennial focus groups volunteered that improving at least visual access to Oswego Lake would be a logical Centennial project and would offer substantial benefit to the community. Beginning a dialogue with the Lake Corporation about improving at least visual lake access for more residents we suspect will meet with approval by many Lake Oswego residents.

#### **4. CONSIDER WAYS FOR THE CITY TO SHOW SUPPORT FOR THE SCHOOLS.**

Results show that overall, City residents believe the City is meeting expectations on the "quality schools" attribute. However, the City does *not* appear to be doing so among those who have children in the home. When asked to rate the importance of this reason for choosing to live in Lake Oswego, parents provide a very high 8.8 rating. However, when rating how well the City is meeting this need, they generate a much lower rating of 8.2. Ideally, of course, the City would want to be at least meeting this expectation among those with children. In addition, when asked what the priority for the City should be, residents continue, as they did in 2003, to be most likely to volunteer the schools as a top priority. Therefore, it would be beneficial for the City to consider ways to show support for the schools.

We realize that the schools are not within the jurisdiction of the City or the City Council. However, residents do look to the City Council to provide community leadership on issues of importance to the community. The quality of the city's schools clearly fits this description.

This survey does not include information on just how residents believe the City should demonstrate its support for its schools. It does suggest, however, that the City should be in communication with the Lake Oswego School District and working with the District and the School Board to ensure that the quality of the community's schools is maintained. In addition, the City should be communicating its effort to resident so they are aware that the City understands the importance of providing top-quality schools to the community and that it is doing what it can to support Lake Oswego schools.

## APPENDIX

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**ADDITIONAL COMMENTS**



**QUESTIONNAIRE**





**PRINTOUT**