

**CITY OF LAKE OSWEGO  
2003 COMMUNITY ASSESSMENT**

**SURVEY RESEARCH**

**Conducted for:  
City of Lake Oswego**

**Data Collected April & May 2003**

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**CAMPBELL  
DELONG  
RESOURCES, INC.**

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CDRI 657



## 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 traditional manners.

In 1996, to balance its other means of gathering information, the City of Lake Oswego conducted its first telephone survey of residents. The 1998 and 2000 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, and 2000 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 rather to supplement, the more traditional methods the City uses to gather information from its citizens.

The report is divided into the following sections:

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

If you have questions or comments about this research, contact [Martha DeLong at Campbell DeLong Resources, Inc.](#), (503) 221-2005, or e-mail [Marthad@cdri.com](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 were interviewed by telephone. Interviewing took place April 25<sup>th</sup> through May 5, 2003.

### **RESEARCH RESULTS**

#### **Resident profile**

1. Over half of respondents have lived in Lake Oswego more than 10 years. The mean length of residency is 16 years.
2. A growing majority (81%) own their own homes.
3. Average age of respondents is 51.

#### **Quality of Life in Lake Oswego**

4. Quality of life ratings continue to be high. Average rating in 2003 is 8.4, the same as in 2000.
5. Many residents continue to believe the quality of life in Lake Oswego will decline over the next 10 years. The overall average rating for quality of life 10 years in the future is 7.6, the same as in the 2000 survey.
6. Education now tops the list for suggested priorities for City Council, followed closely by traffic/street maintenance.

#### **Satisfaction with City Government**

7. Very similar to 2000, over half of respondents (57%) rate their satisfaction with the local government as high. The average rating is 3.6.
8. 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.

9. As in 2000, about one-third of residents mention any City action they disagree with. Among those with a concern, this year's key complaints include school funding mismanagement and traffic.
10. A majority of respondents approve of the current course the City Council is setting.
11. Many give positive ratings for accessibility of City officials and staff.
12. Downtown beautification efforts are rated positively by an overwhelming 90% of citizens surveyed. Over three-quarters of respondents like the changes occurring downtown.
13. Residents strongly support the City's efforts to preserve the Stafford area.

### **School Funding**

14. The majority of respondents consider raising additional funds for schools of extreme importance.
15. A narrow majority supports raising City taxes to support schools. However, another 3 in 10 say school funding is important, but do *not* think the City should raise taxes.
16. There is no consensus on preferred type of City tax for schools. Among those who would support new taxes, responses are split fairly evenly among four possible revenue options.

### **Attitudes Towards Transportation Issues**

17. Public transit usage among residents has increased since 2000, with only 78% saying they seldom or never ride public transportation. The major growth has been in monthly ridership.
18. Just under half of respondents (47%) say that rail service between Lake Oswego and Portland would increase their use of mass transit.
19. There is significant support for implementing a streetcar system between Lake Oswego and Portland. Most would ride the streetcar on an occasional basis, not for daily commuting.

### **Tree Removal Program**

20. One-third of respondents say they have applied for a tree permit.
21. The vast majority agree tree protection adds to community ambiance.
22. A substantial majority (73%) are either somewhat or very supportive of the current tree removal rules.

### **Satisfaction with City Services**

23. Four City services are frequently mentioned as outstanding – police, park maintenance, library, and fire.



24. Ratings for most basic City services are similar to 2000 levels, with fire, police, and the library receiving the highest ratings. Residents also continue to rate most recreational services highly.
25. Residents often say they are unable to rate services.
26. Swimming, paths/trails, and fitness facilities are the main leisure opportunities perceived as needing improvement. However, none of these are mentioned by more than 2 in 10.

### **Civic Participation**

27. The Farmers' Market (79%) is by far the most widely-attended City event. The 4th of July celebration (46%) and Sounds of Summer concerts (39%) are the second-most popular events.
28. Nearly all Lake Oswego adults are registered to vote and voted in the last general election.
29. Most residents have not attended a neighborhood association meeting in the last year.
30. Six in 10 residents have served as volunteers, most often at schools and other local organizations.

### **Information Sources**

31. *Hello L.O.* continues to be the most widely consulted source for City information. Use of the City website has jumped to 21%, making the Internet as important a source for information about the City as television.
32. Most residents do not watch City Council meetings on cable television.
33. Over half of residents regularly or occasionally receive communications from their neighborhood associations. The number of respondents who claim they never receive communications has declined from 30% to 25%.
34. Nearly all residents (85%) have a personal computer that can access the Internet in their home.

### **Resident Demographics**

35. Most residents who are employed work outside Lake Oswego.
36. The typical Lake Oswego household has two adults and no children.
37. Mountain Park, Lake Grove, and Palisades continue to be the most frequently mentioned neighborhoods.
38. Lake Oswego residents continue to be very well educated; nearly three-quarters have at least a college degree and 3 in 10 have a master's degree or higher.

## CONCLUSIONS & RECOMMENDATIONS

1. For the most part, citizens are satisfied with how the City of Lake Oswego operates.
2. Residents are very concerned about education funding, with many urging the City to play an active part in finding the solution.
3. Transit use has risen slightly, and the time maybe ripe for a streetcar or other type of rail service between Lake Oswego and Portland.
4. Recreation and leisure opportunities are rated highly, though swimming and fitness facilities are perceived as somewhat lacking.
5. Civic involvement is high and increased communication bodes well for the future.

## 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 2003 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 fourth telephone survey conducted by Campbell DeLong Resources, Inc. for the City of Lake Oswego. The first was conducted in 1996, the second in 1998, and the third in 2000. 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 April 25, 2003, and was completed by May 5, 2003. The 1996 survey was conducted in February and March of that year. The 1998 and 2000 surveys were conducted in January of those years.

### LIST SOURCE/SCREENING CRITERIA

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

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

### COMPUTER PROCESSING

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

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

### SEGMENT

### SAMPLE SIZE

- ▶ Total..... 400

- ▶ Length of time lived in Lake Oswego
  - Less than 10 years..... 184
  - Ten years or more..... 212
- ▶ Quality of life
  - Rates living in Lake Oswego today an 8, 9, or 10 ..... 318
  - 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)..... 38
- ▶ Satisfaction with local government
  - Rates satisfaction with local government a 4 or 5..... 227
  - Rates satisfaction a 1, 2, or 3..... 150
- ▶ Location of employment
  - Works at home or somewhere in Lake Oswego ..... 80
  - Works in Portland ..... 90
  - Works in Washington County ..... 34
- ▶ Children in home
  - No children under 18 living at home..... 266
  - Has children under the age of 18 living at home..... 126
- ▶ Registered to vote..... 365
- ▶ Age
  - 18-34 ..... 55
  - 35-54 ..... 176
  - 55 plus ..... 148
- ▶ Education
  - College degree or more..... 289
  - No college degree ..... 105

- ▶ Gender
  - Male ..... 200
  - Female ..... 200
  
- ▶ Importance of raising additional funds for schools
  - High importance (rates it a 4 or 5) ..... 289
  - Neutral (rates it a 3)..... 31
  - Low importance (rates it a 1 or 2) ..... 56

## 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.

Since this survey began over seven 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 16 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 16 YEARS

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

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

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

More respondents than ever – 81% – are homeowners. The current percentage is a significant increase over the 1996-98 levels of homeownership. As noted in previous reports, Lake Oswego residents report a significantly higher percentage than we typically find in the City of Portland. In research conducted in 2003 by Campbell DeLong Resources, Inc. for the City of Portland, approximately two-thirds of Portland residents own their homes.

**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>
Own home	76%	76%	77%	81%
Rent home	23%	23%	21%	18%
Don't know/refused	1%	1%	2%	2%



**C. THE AVERAGE AGE OF RESPONDENTS IS 51.**

The average age for respondents in the current study is 51, a slight increase since 2000. These average ages are older than we see in Portland, where the average age of adults surveyed in 2003 is 46.

There has been 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>
18-34	18%	13%	14%	14%
18-24	4%	3%	5%	5%
25-34	14%	10%	9%	9%
35-54	50%	53%	47%	44%
35-44	24%	19%	21%	19%
45-54	26%	35%	27%	25%
55 and over	26%	29%	33%	37%
55-64	12%	14%	16%	19%
65 and over	14%	15%	18%	19%
Refused	4%	5%	6%	5%
<b>Mean age</b>	<b>48 years</b>	<b>50 years</b>	<b>50 years</b>	<b>51 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 with unusually high numbers compared to other cities we have researched. As in prior years, 8 in 10 adult residents rate the quality of life in Lake Oswego on the high end of the scale – an 8, 9, or 10. This year, only 2% rate Lake Oswego's quality of life a 5 or less.

The mean rating for 2003 is 8.4, the same as in 2000. There has been a healthy rebound in the percentage of residents who provide the highest rating – a "10." The percentage of respondents who rate the quality of life in Lake Oswego a "10" was 21% in 2000 and in the current survey is 28% – not quite as high as in 1996 when 33% rated the quality of life in Lake Oswego a "10", but a statistically significant improvement.

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

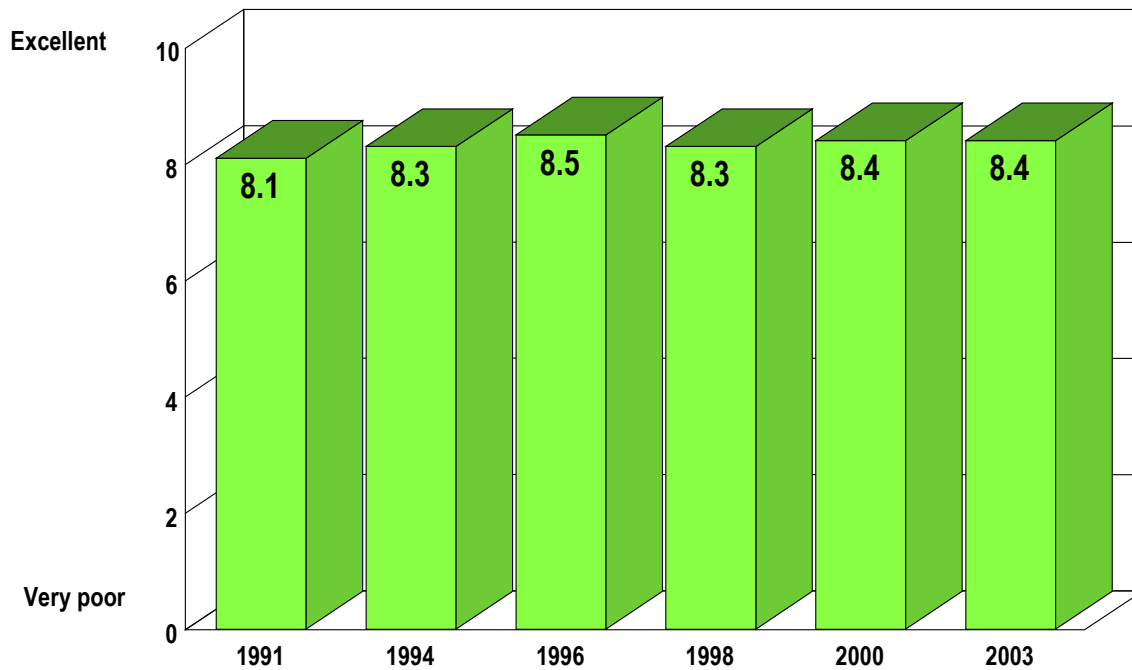
- ▶ **Women tend to rate quality of life much higher than do men.** Women are far more likely than men to rate Lake Oswego a "10" (36% versus 20%), resulting in a significantly higher average rating (8.7 versus 8.1).
- ▶ **Support for schools, local government translates to high ratings.** The large majority of respondents who consider additional school funding of high importance rate the quality of life an 8.5 on average, while the small group who do not support additional school funding give only a 7.9. Similarly, those satisfied with local government rate the quality of life significantly higher than do those unhappy with how Lake Oswego is being run (8.8 versus 7.9 average ratings).

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

## LAKE OSWEGO RESIDENTS CONTINUE TO BE VERY PLEASED WITH THE QUALITY OF LIFE THE CITY OFFERS

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.**

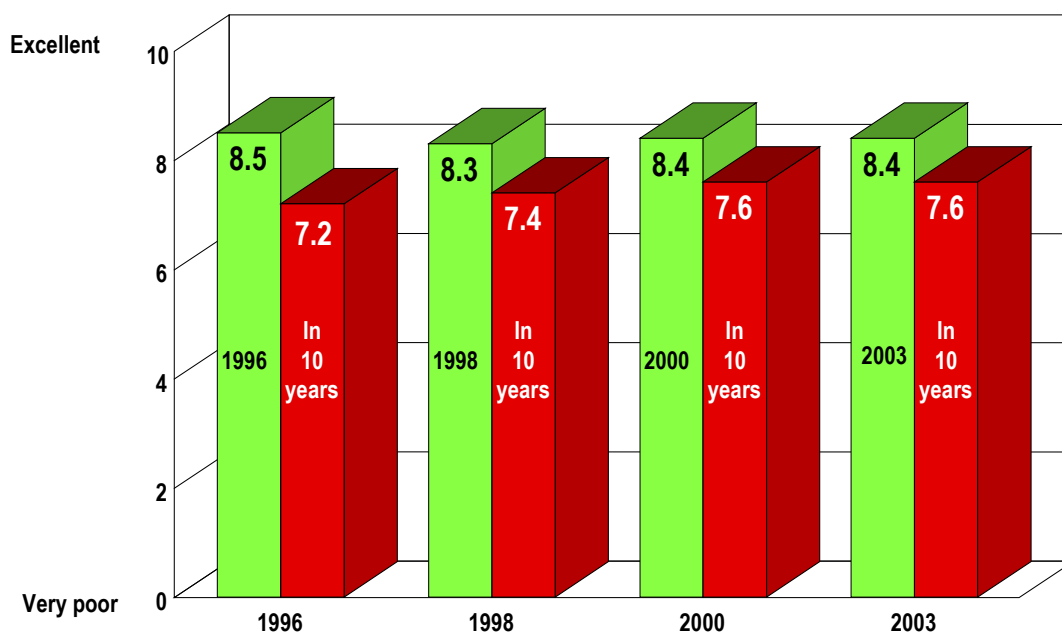
While residents are quite happy with the quality of life offered by Lake Oswego today, there continues to be some concern that the quality of life offered by Lake Oswego will decline over the next 10 years. When asked to rate the quality of life that they expect Lake Oswego will offer 10 years from now, most residents give a lower rating than they did for the quality of life offered today. The overall average rating is 7.6, the same as in the 2000 survey.

However, this should not be interpreted as widespread pessimism. The strongest drop-off in ratings occurs among specific subgroups of the sample who have misgivings about the City’s current situation and thus would be expected to feel more negative about the City’s future. For example, those who are not satisfied with local government give an average rating of only 6.9 for quality of life 10 years from now, compared to an 8.1 among those who are currently satisfied with local government. Similarly, those who do not support additional school funding give a 10-year rating of only 6.8, compared to a 7.8 among those who support additional funding for local schools.

In general, as noted in the previous report, residents do seem to be more hopeful than in the late 1990s. The mean rating for the quality of life 10 years from now has increased from 7.2 back in 1996 and 7.4 in 1998.

**SOME WORRY ABOUT FUTURE QUALITY OF LIFE IN LAKE OSWEGO**  
n=400

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



**C. EDUCATION NOW TOPS THE PRIORITY LIST FOR CITY COUNCIL, FOLLOWED CLOSELY BY TRAFFIC/STREET MAINTENANCE.**

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. Education is cited by 28% of the respondents – up significantly from 18% in 2000, replacing growth management as the perceived key issue facing Lake Oswego today.

The second key issue is the perennial concern with traffic and street maintenance issues, mentioned by 24% of residents surveyed. Other issues mentioned frequently by residents are ongoing concerns regarding development: downtown development/renovation (17%), growth management (12%), and increasing green spaces and parks (8%).

**EDUCATION, TRAFFIC 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.**

<b>Issue</b>	<b>2003 total n=400</b>
Education	28%
Traffic, street maintenance	24%
Development, renovation	17%
Growth management	12%
Develop parks, open spaces	8%
Quality of life	7%
Money management	6%
Crime/safety	6%
Environment	5%
Maintain/improve infrastructure	5%
Taxes	4%
Transportation	4%
More pedestrian safety/trails	4%
Activities for youths/senior citizens	3%
Communicate more with citizens	3%
Others, 2% or less	10%
Don't know	9%

### III. Satisfaction with City Government

#### A. RESIDENTS OF LAKE OSWEGO CONTINUE TO BE GENERALLY SATISFIED WITH THEIR LOCAL GOVERNMENT.

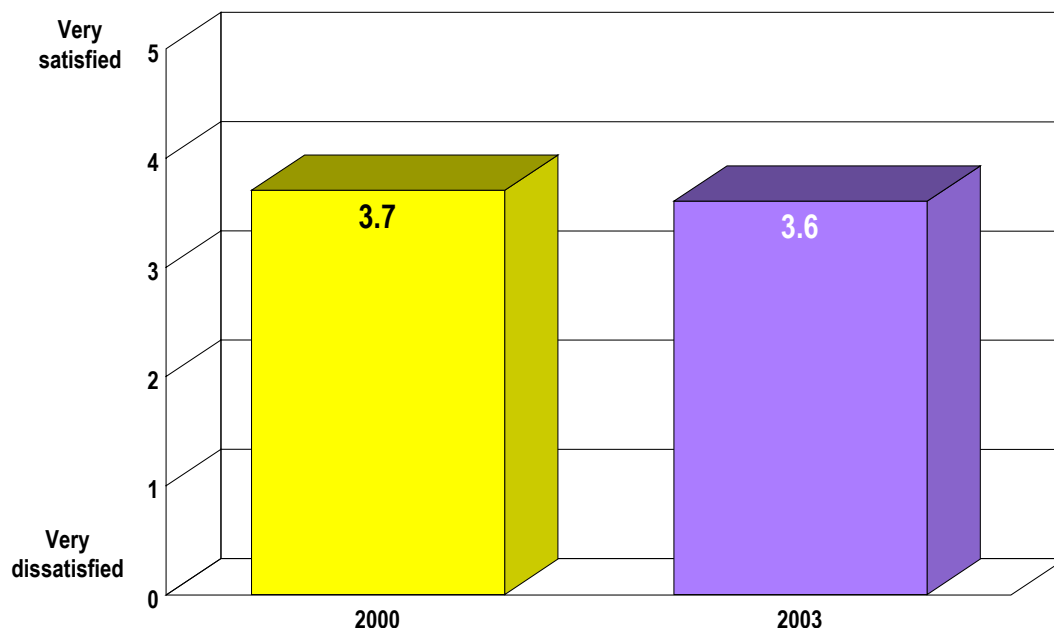
As in 2000, residents were asked to rate their overall satisfaction with Lake Oswego’s local government, using a 1 to 5 scale. On the scale a 1 is very dissatisfied with the quality of local government and a 5 is very satisfied with the quality of local government. Very similar to 2000, over half of respondents (57%) rate their satisfaction with the local government as high – giving local government a 4 or 5 rating. As in 2000, 4 in 10 provide the neutral "3" rating. However, there is a significant increase in those who rate their satisfaction only a 1 or 2 on the scale, from 5% in 2000 to 12% today. This results in a slightly lower overall mean rating of 3.6 for satisfaction with local government

The only significant differences in government satisfaction ratings across segments are lower average ratings among the “naysayers:” those who think the City’s livability will decline over the next 10 years (3.3) and those who do not support additional funding for local schools (2.9).

#### 2003 & 2000 LOCAL GOVERNMENT SATISFACTION RATINGS VERY SIMILAR

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

Residents were asked if they recall agreeing with any specific actions the City had taken in the last year, and if so to describe the action that they agreed with. As in previous surveys, less than one-third of respondents can recall agreeing with any specific action taken.

Among those citing an action they agree with, the broad category of downtown development (35%) is the City action most likely to be cited. Respondents also frequently mention parks/open spaces (22%, virtually identical to 2000 results). The related category of “*beautifying, renovating*” garners another 11%.

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. Top mentions in 2000 focused on a more specific aspect of downtown development, the then-new Millennium Park (27%).

**RESIDENTS OFTEN AGREE WITH CITY ACTIONS REGARDING DOWNTOWN DEVELOPMENT, CONSERVING PARKS/OPEN SPACES**

**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=122
Downtown development	35%
Parks/open spaces conservation	21%
Beautifying, renovating	11%
New retail, restaurants	8%
School bonds	7%
Farmers’ Market	7%
Waterfront, Millennium Park	7%
Artwork, Art center	3%
Hiking trails	3%
Others, 2% or less	16%
Don’t know	2%

**C. RESIDENTS MOST OFTEN DISAGREE WITH CITY ACTIONS RELATING TO SCHOOL FUNDING OR TRAFFIC.**

City residents were also asked to identify any City actions they recall disagreeing with. As in 2000, about one-third of residents mention any action that they disagreed with. Last time development dominated the list of concerns, with 28% mentions. This time, however, responses are split among a variety of issues. School funding mismanagement, an entirely new complaint, receives 14% mentions. Traffic issues are also cited by 14%. Other actions near the top of the disapproval list include parks/open spaces conservation and the tree ordinance (12% each), as well as downtown development (12%).

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

As in the past, issues that top the list of City actions people disagree with are also frequently mentioned as actions people agree with. In particular, those who are unhappy about downtown development are far outnumbered by those who approve of the City's actions in this area, by roughly a 3 to 1 margin. The margin is much slimmer when it comes to parks/open spaces conservation, as only slightly more citizens approve than disapprove of City actions in this area.



## RESIDENTS DISAGREE WITH VARIETY OF CITY ACTIONS, MOST OFTEN SCHOOL FUNDING, TRAFFIC

**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=140
School funding mismanagement	14%
Traffic issues	14%
Parks/open spaces conservation	12%
Tree ordinance	12%
Downtown development	12%
Construction	11%
Artwork, art center	7%
Beautifying, renovating	5%
Sign ordinance	5%
UGB/zoning issues	4%
New library	3%
Others, 2% or less	13%
Don't know	2%

**D. MAJORITY OF RESIDENTS APPROVE OF THE CURRENT COURSE CITY COUNCIL IS TAKING.**

In a new question for 2003, 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.

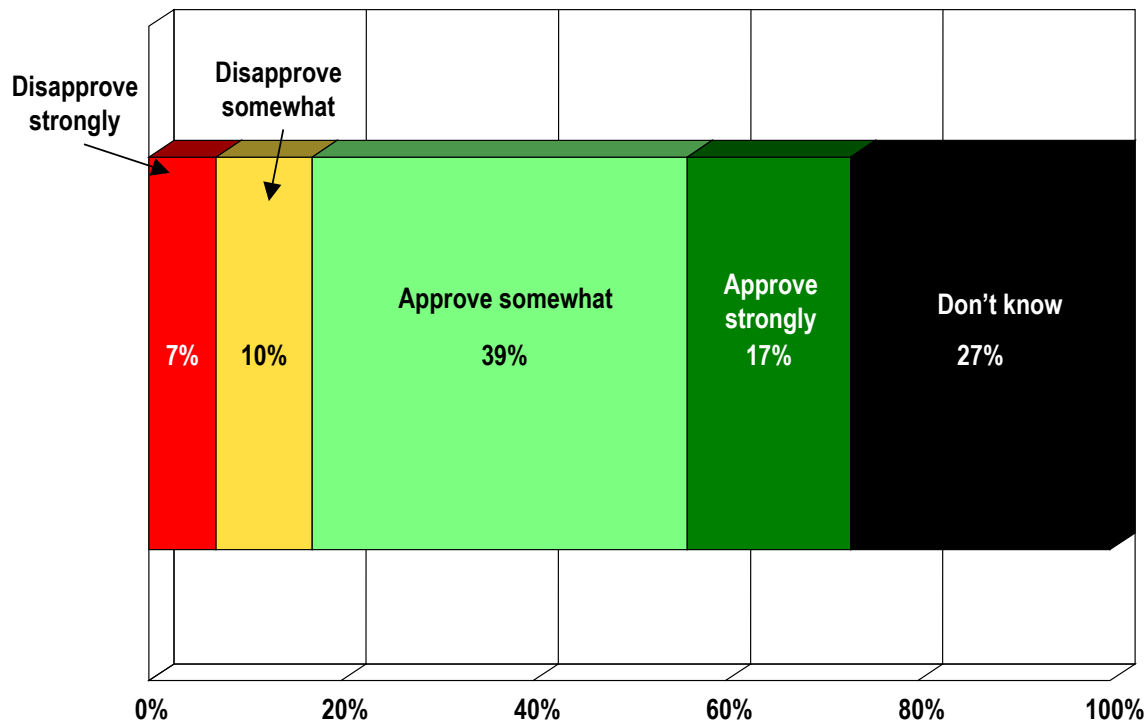
The majority of respondents approve of the City Council’s current course – 56% agree somewhat or strongly that the City Council is setting the right course for Lake Oswego. Overall, less than 2 in 10 residents disapprove of the Council’s current course, which is impressive given how many potential areas for complaint citizens can find. The only segments of the sample with significantly lower approval ratings are those who also indicate they are not satisfied with local government and those who do not support additional school funding.

Of greater concern than the number of residents who don’t agree with the direction of the current City Council are the number who “don’t know” whether they agree or disagree with the Council. Consistent with how few citizens offer specific actions with which they agree or disagree, 3 in 10 respondents are unable to say whether they approve or disagree of what the City Council is doing.

**MOST APPROVE OF COURSE CITY COUNCIL IS SETTING**

n=400

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



**E. MANY GIVE POSITIVE RATINGS FOR ACCESSIBILITY OF CITY OFFICIALS AND STAFF.**

In two additional new questions in 2003, residents were asked to rate the accessibility of Lake Oswego’s elected officials and of City staff, using a 1 to 5 scale. On the scale a 1 is very dissatisfied with accessibility of local government officials/staff, and a 5 is very satisfied with their accessibility.

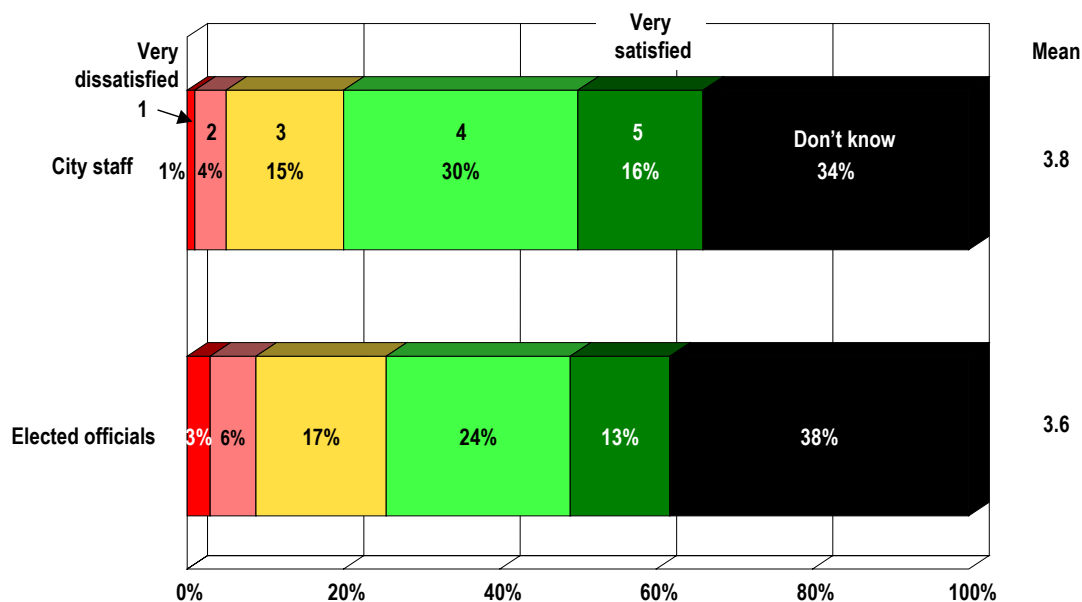
Residents who provide a rating are much more likely to give a positive rating, either a 4 or 5. Positive ratings for accessibility are significantly more likely for staff than for elected officials (46% versus 37%). Only a handful of respondents rate accessibility low, giving only a 1 or 2. This is excellent, since a high number of negative ratings would have been a major concern.

However, for both officials and staff, over one-third of respondents are unable to give a rating. The “don’t know” response is slightly higher for the Council than it is for City staff (38% versus 34%). This level of “don’t knows” is likely understandable since relatively few citizens have occasion to contact City officials or staff.

**VERY FEW DISSATISFIED WITH  
ACCESSIBILITY OF CITY STAFF, OFFICIALS**  
n=400

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

*And on the same 1 to 5 scale, how would you rate the accessibility of members of the staff of the City of Lake Oswego?*



## F. MOST RESIDENTS PLEASED WITH BEAUTIFICATION EFFORTS, CHANGES IN DOWNTOWN.

Respondents were asked whether they agree or disagree with two statements related to City actions:

- ▶ *“The efforts of the America in Bloom citizen’s committee, the Chamber of Commerce’s hanging flower basket program, and the City’s beautification efforts add to the quality of life in Lake Oswego.”*
- ▶ *“I like the changes which are occurring in downtown Lake Oswego.”*

Both statements receive a strong positive response, with a majority of respondents agreeing somewhat or strongly. The beautification efforts, in particular, are rated positively by an overwhelming 90% of citizens surveyed. Over three-quarters of respondents like the changes occurring in downtown.

Although responses are fairly uniform across the various segments of the sample, there are a few exceptions, as follows:

- ▶ **Beautification efforts receive especially strong support from seniors and women.** Older residents are by far the biggest fans of City beautification efforts: 80% of those 55 and over strongly agree that the floral projects add to quality of life in Lake Oswego, compared to just 49% of those ages 18 to 34. Women, too, are especially pleased with the beautification efforts (79% strongly approve).
- ▶ **Changes in downtown are especially pleasing to residents with children.** Segments most likely to strongly agree with the changes occurring in downtown Lake Oswego include those with children (56%), those with a college degree or more (51%), and women (50% strongly agree with the changes in downtown).
- ▶ **Less enthusiasm among anti-government segments.** Not surprisingly, while still overall positive, those who are dissatisfied with local government are less likely to be supportive of the changes in downtown and the beautification efforts. For example, 66% of those dissatisfied with government strongly agree the beautification efforts, compared to 76% of those satisfied with government. There is similar negativity regarding downtown changes and the beautification efforts among those who think livability will decrease in the future, and among those who do not support additional school funding.

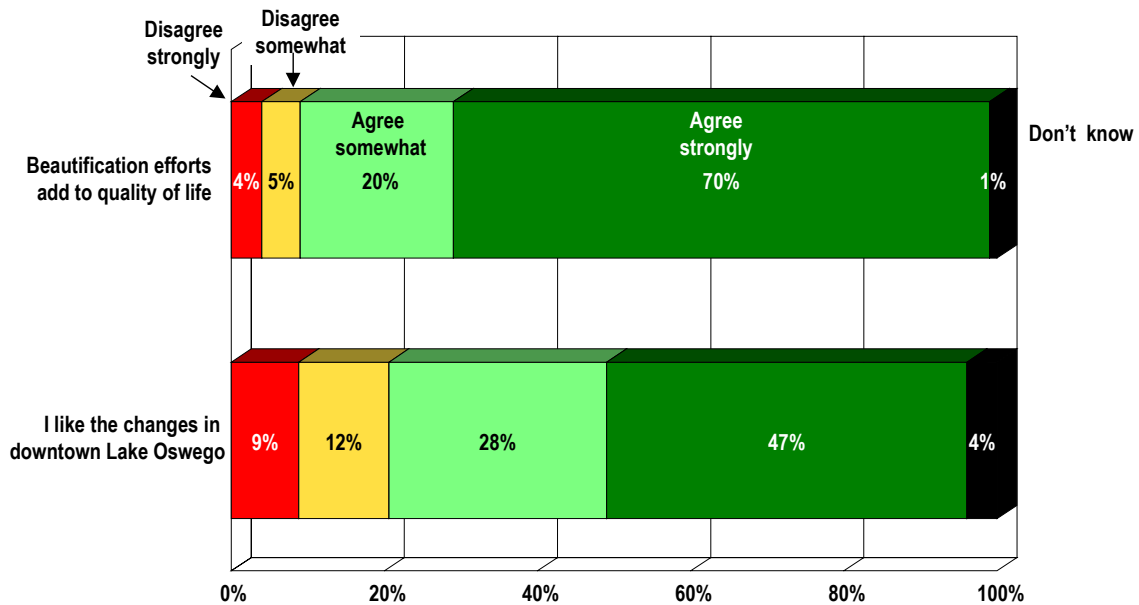
## RESIDENTS APPRECIATE BEAUTIFICATION PROGRAMS, DOWNTOWN IMPROVEMENTS

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.
- ▶ The efforts of the America in Bloom citizen’s committee, the Chamber of Commerce’s hanging flower basket program, and the City’s beautification efforts add to the quality of life in Lake Oswego.

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



**G. RESIDENTS STRONGLY SUPPORT THE CITY’S EFFORTS TO PRESERVE THE STAFFORD AREA.**

In the 2000 survey, three-quarters of respondents supported the City’s decision to oppose Metro’s designation of the Stafford area as an urban reserve and the expansion of the Urban Growth Boundary south of the City.

A follow-up question in the current survey shows that support for preserving the Stafford area has grown even stronger in the wake of the City’s successful efforts: over 8 in 10 respondents support the preservation effort, and only 1 in 10 are opposed.

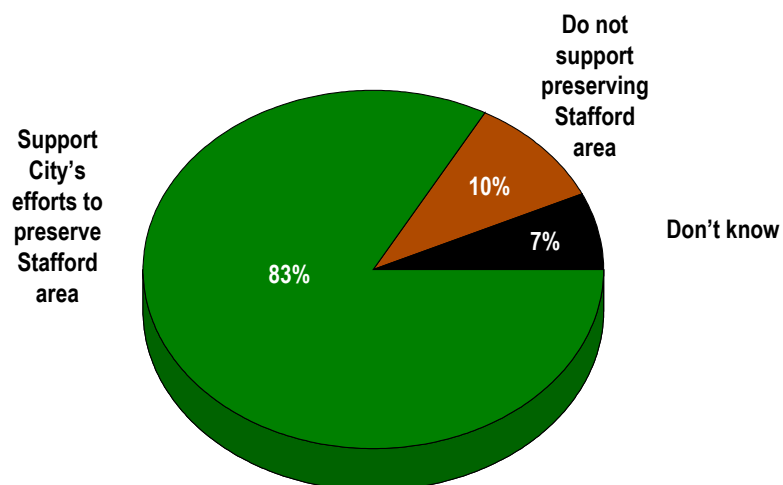
Segments of the sample with particularly strong support for the Stafford preservation efforts include: newer residents (87% yes among those living in Lake Oswego less than 10 years); younger residents (87% yes among those 18 to 34); those satisfied with local government (86% yes); those with a college degree (86%); and those who support additional school funding (84%). In addition – though not statistically significant due to small sample size – it is interesting that 91% of respondents who commute to work in the sprawl of Washington County support the preservation efforts.

The counterparts of the above segments, though less strongly enthusiastic, still support the preservation efforts by a wide margin. For example, even among those who say they are dissatisfied with local government, an impressive 78% support the City’s Stafford preservation efforts.

**RESIDENTS SUPPORT PRESERVATION OF STAFFORD AREA**

n=400

Q: *During the last year, the City of Lake Oswego successfully opposed expansion of the urban growth boundary to include approximately 4,000 acres in the Stafford area immediately south of the city. Do you support the City’s efforts to preserve this area?*



## IV. School Funding

### A. MOST RESPONDENTS CONSIDER RAISING ADDITIONAL FUNDS FOR LAKE OSWEGO SCHOOLS TO BE OF EXTREME IMPORTANCE.

A series of questions on public school funding are new for the 2003 Community Assessment. In the first question, residents were read a brief description of the current funding situation, and then asked to rate the importance of *raising additional funds* so that the Lake Oswego School District can maintain its current programs. A scale of “1” to “5” was used, where a “1” is not important at all and a “5” is of extreme importance.

Most Lake Oswego residents believe it is important to raise additional funds to maintain current programs at the Lake Oswego School District. The mean rating among respondents for the importance of maintaining school funding was 4.1, with over half giving the highest possible rating. As can be seen on the graphic on the next page, only about 2 in 10 respondents are negative or neutral on the importance of raising additional funds for Lake Oswego schools.

As one would expect, support for raising additional funds to maintain the current level of school funding is especially high among those with children in their household (4.5 mean importance rating), women (4.3), younger residents (4.4), and those satisfied with local government (4.4). However, in *all* segments of the sample, the majority of respondents support the idea of raising additional funds to maintain school programs. Among residents without children living in their household, for example, 50% give a 5 rating and the mean is 4.0; results are nearly identical among those ages 55 and up.

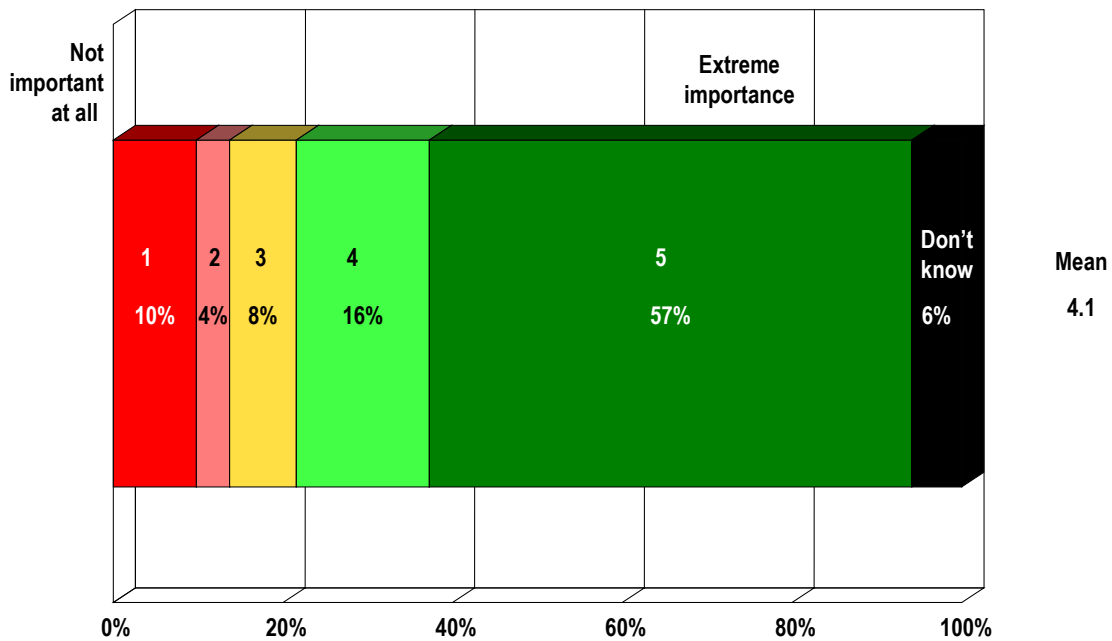
It is also worth noting that relatively few residents — 6% — say they “*don't know*” in response to this question. Clearly this is an issue that most residents have thought about and about which they often have strong opinions.

## RAISING FUNDS TO MAINTAIN SCHOOL PROGRAMS CONSIDERED HIGHLY IMPORTANT

**n=400**

**Q:** *The bulk of the funding for the Lake Oswego School District comes from the State of Oregon. Based on current State projections for the next school year, the District will need to cut between \$4 million and \$8 million from the \$49 million dollar budget originally proposed for the 2003-2004 school year if additional funding sources are not identified.*

*For the District to maintain its current educational programs, additional funds will have to be raised. How important do you believe it is to raise additional funds so that the District can maintain its current programs? Again, use a 1 to 5 scale where a "1" is not important at all and a "5" is of extreme importance.*





**B. A NARROW MAJORITY SUPPORTS THE CITY OF LAKE OSWEGO RAISING TAXES TO SUPPORT SCHOOLS.**

Residents who rated the importance of raising additional funds for Lake Oswego schools a 3, 4, or 5 were asked if the City should assist the schools by raising new tax revenue. The results shown on the graphic below are based over the total sample, showing the level of support in the context of all residents, including those who gave a low importance rating for raising additional funds for Lake Oswego schools.

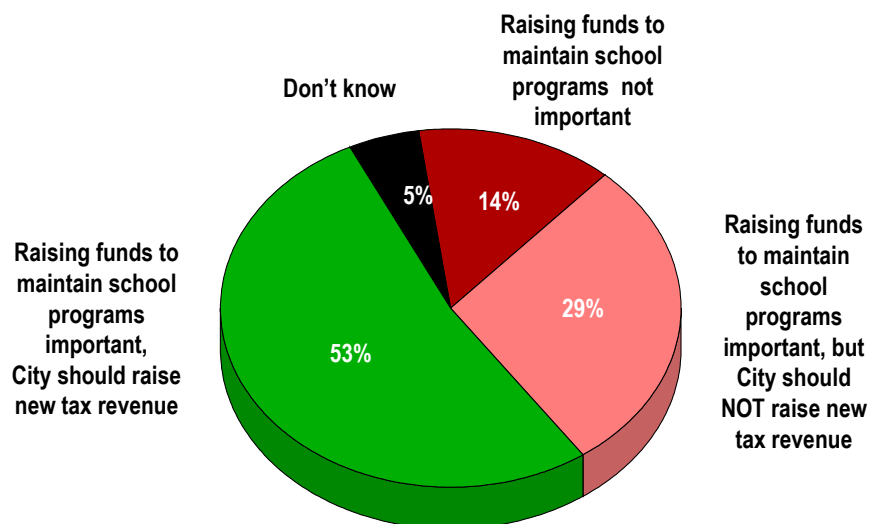
Just over half of the total sample of residents think school funding is important and also support the idea of the *City* raising taxes to help local schools. However, another three in ten say school funding is important, but do *not* think it is the City’s responsibility to raise taxes in order to provide those funds.

The strongest support for raising City taxes to assist schools is found among those with children in their household (67%), those satisfied with local government (60%), and those ages 35 to 54, the prime parenting years (59%). Notably, there is also strong support for raising new taxes for schools among the small segment of residents worried that Lake Oswego’s livability will decline over the next 10 years (58%).

**ABOUT HALF OF RESIDENTS SUPPORT THE CITY OF LAKE OSWEGO RAISING TAXES TO HELP FUND SCHOOLS**

n=400

Q: IF RATING IS 3, 4, OR 5: Should the City assist the Lake Oswego School District by raising new tax revenues?



**C. NO CONSENSUS ON PREFERRED TYPE OF TAX FOR SCHOOLS.**

Respondents who supported the idea of the City raising additional revenue for schools were asked which, if any, of the following options they would recommend the City consider adopting:

- ▶ *The City asking voters to approve an additional amount of property tax to support extra-curricular activities. This would be in addition to the City's permanent tax rate.*
- ▶ *An income tax on all workers who live within the City of Lake Oswego.*
- ▶ *Pursue legislation in Salem to repeal the real estate transfer tax prohibition and, if successful, institute a real estate transfer tax within the City.*
- ▶ *The City increasing its current unappropriated property tax rate in 2003 & transferring money to the Lake Oswego School District to help pay for extra-curricular activities.*

The order in which the options were read to respondents was “randomized” to avoid response bias.

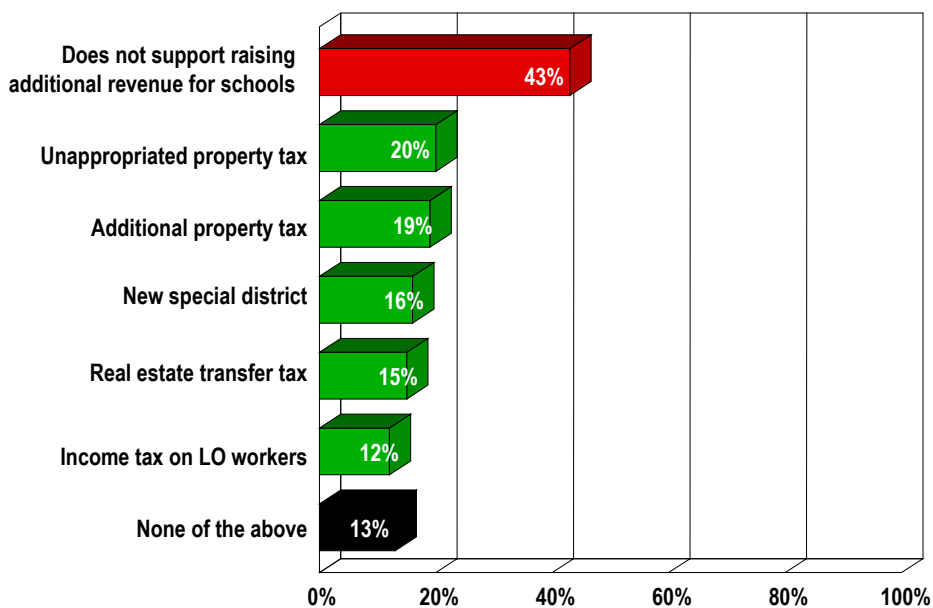
As the graphic shows, there is no consensus about which of these options would be most acceptable. Among those who would support new taxes, responses are split fairly evenly among the four described options. At the same time, a little over 4 in 10 already indicated they do not support any type of new City tax for schools. Also, about 1 in 10 say they don't recommend any of the options read to them.

**RESIDENTS SPLIT OVER BEST TAX OPTION FOR SCHOOLS**

n=400

Multiple responses allowed

Q: Which, if any, of the following options would you recommend the City consider on behalf of the School District?



## V. Attitudes Toward Transportation Issues

### A. PUBLIC TRANSIT USAGE AMONG LAKE OSWEGO RESIDENTS HAS INCREASED.

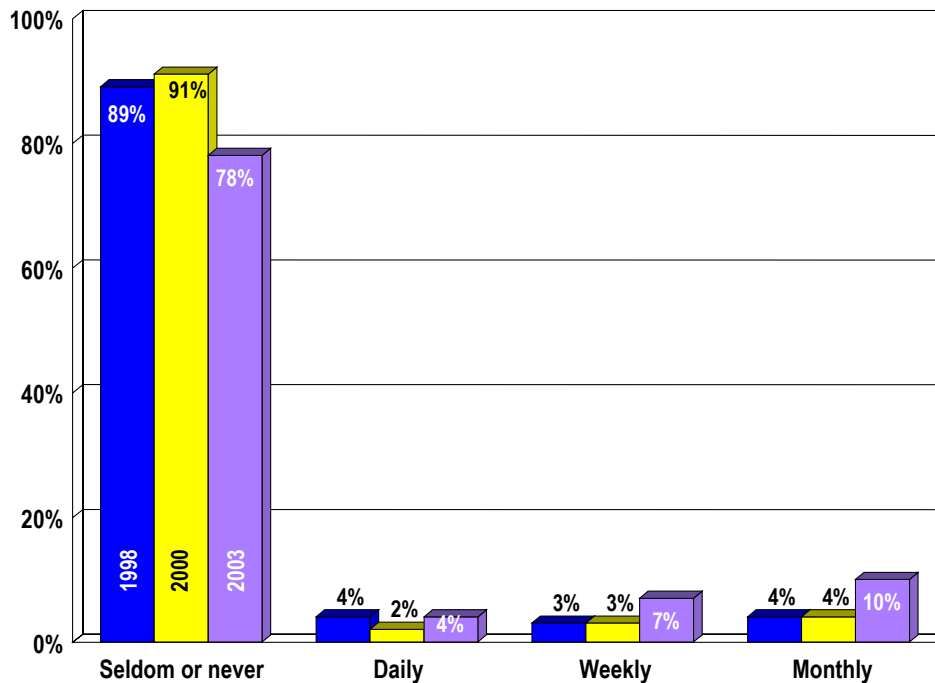
In the 2000 survey, when asked how often they personally ride public transportation, the overwhelming majority of Lake Oswego residents – 91% – said they seldom or never ride public transportation. Today, there has been a significant change, with only 78% saying they seldom or never ride public transportation. The major growth has been in monthly ridership, which has jumped from 4% to 10%, a statistically significant increase.

As in past surveys, those most likely to use public transit include Portland workers (11% ride daily, a return to 1998 levels) as well as younger residents. Those *least* likely to ever use mass transit include Washington County commuters (91% seldom or never), those ages 55 and up (86%), those without a college degree (86%), and women (82%).

### WHILE USE IS UP SIGNIFICANTLY, MOST LAKE OSWEGO RESIDENTS CONTINUE TO SELDOM USE PUBLIC TRANSPORTATION

n=400

Q: How often do you personally ride public transit?



**B. NEARLY HALF OF RESPONDENTS SAY THAT RAIL SERVICE BETWEEN LAKE OSWEGO AND PORTLAND WOULD INCREASE THEIR TRANSIT USE.**

Just under half of respondents (47%) say that rail service between Lake Oswego and Portland would increase their use of mass transit – a slight but not significant decline from 2000. The addition of rail service continues to be the transit improvement that would have the largest effect on the number of Lake Oswego residents who use public transportation. However, suggested improvements related to frequency of service receive an increased number of mentions, with at least 1 in 10 residents saying that more frequent day, evening, or rush hour service would help increase their transit use.

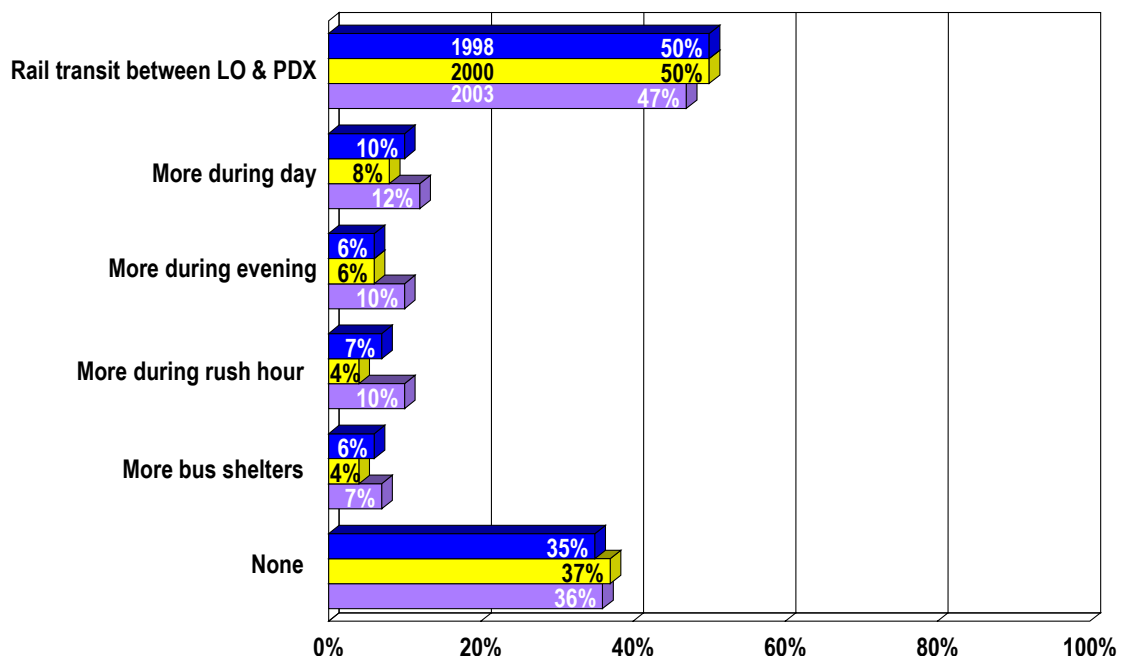
Segments appearing to be the *likeliest* potential users for rail service to Portland include:

- ▶ **Newer residents:** 54% of those living in Lake Oswego less than 10 years say rail service would increase their transit use, compared to 42% of long-term residents.
- ▶ **Those who work from home or in Lake Oswego:** 53% say rail service would increase their transit use, compared to 49% of those working in Portland. This seemingly contradictory response is consistent with results in 2000. It appears that rail appeals to as much to occasional or recreational riders as to daily commuters.
- ▶ **Younger residents:** 51% of those 18 to 34 and 35 to 54 say availability of rail would increase their transit use, compared to 43% of those 55 and up.
- ▶ **Residents with more education:** 50% of those with a college degree or more say rail service would increase their transit use, compared to 41% of those who do not have a college degree.

**MANY RESIDENTS APPEAR WILLING TO TRY LIGHT RAIL**

n=400

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



**C. MAJORITY ARE VERY SUPPORTIVE OF STREETCAR BETWEEN LAKE OSWEGO AND PORTLAND.**

There is significant support for implementing a streetcar system between Lake Oswego and Portland. When read a brief description of the concept and asked how supportive they are of a streetcar system between Lake Oswego and Portland, 58% say they are very supportive and another 26% say they are somewhat supportive. Only 14% of respondents say they are not supportive at all of the streetcar concept.

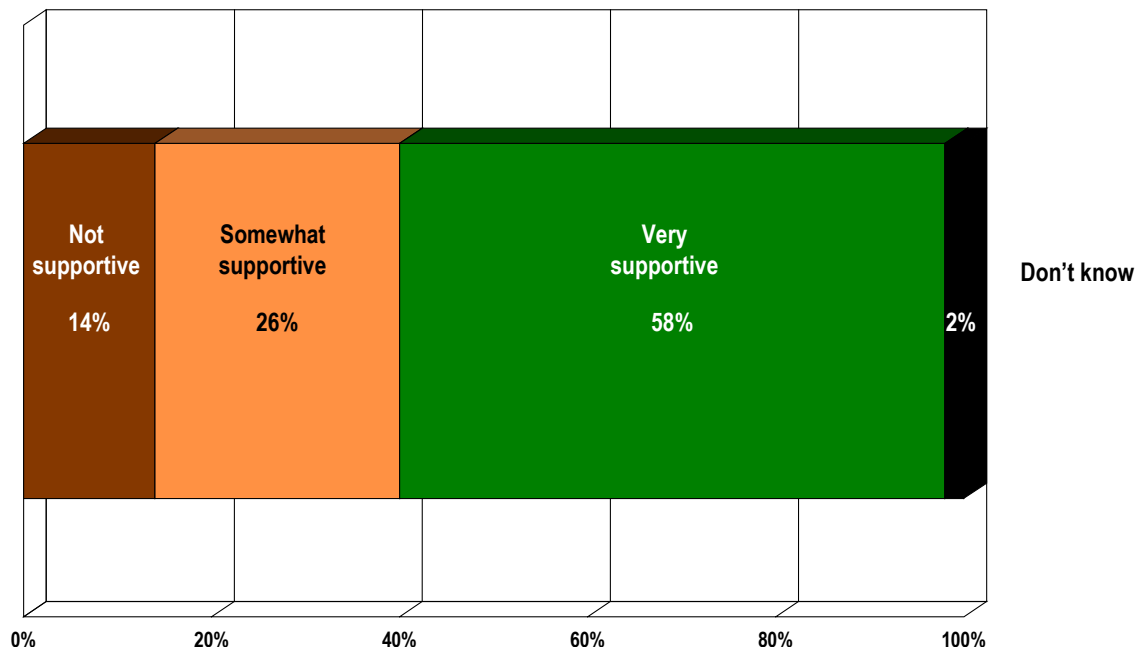
As with “rail transit between downtown Lake Oswego and downtown Portland” in the prior question, those who work from home or in Lake Oswego are the most enthusiastic of any segment about a streetcar between Lake Oswego and Portland – 7 in 10 say they are very supportive of the streetcar idea. Again, it appears the streetcar appeals to occasional users more than daily commuters – 54% of those who work in Portland are very supportive, which while still fairly strong, is one of the lowest levels of support of any segment.

As with public transit in general, other segments with strong support for the streetcar concept include younger residents and those newer in town. Although male respondents are more likely to be using mass transit, when it comes to streetcars, women are more interested than men (62% of women are very supportive, compared to 54% of men.)

**STRONG SUPPORT FOR STREETCAR TO PORTLAND**

n=400

Q: *There has been discussion of implementing a streetcar system between Lake Oswego and Portland. The streetcar would use the current trolley line that runs from Lake Oswego to downtown Portland and would connect with the Portland streetcar system, making a seamless connection with downtown Portland’s current streetcar system that runs between Portland State University and NW 23<sup>rd</sup> Avenue. How supportive are you of the implementation of a streetcar system between Lake Oswego and Portland? Would you say you are very supportive, somewhat supportive, or not supportive at all of a streetcar system between Lake Oswego and Portland?*



**D. MOST WOULD RIDE THE STREETCAR ON AN OCCASIONAL BASIS, NOT FOR DAILY COMMUTE.**

Despite the strong support for implementing streetcar service between Lake Oswego, barely 1 in 10 residents expect they would ride a streetcar daily. However, a majority of respondents say they would ride at least weekly or monthly. Even among segments least inclined to use public transit – for example, residents over 55, and commuters to Washington County – a majority would ride the streetcar at least monthly.

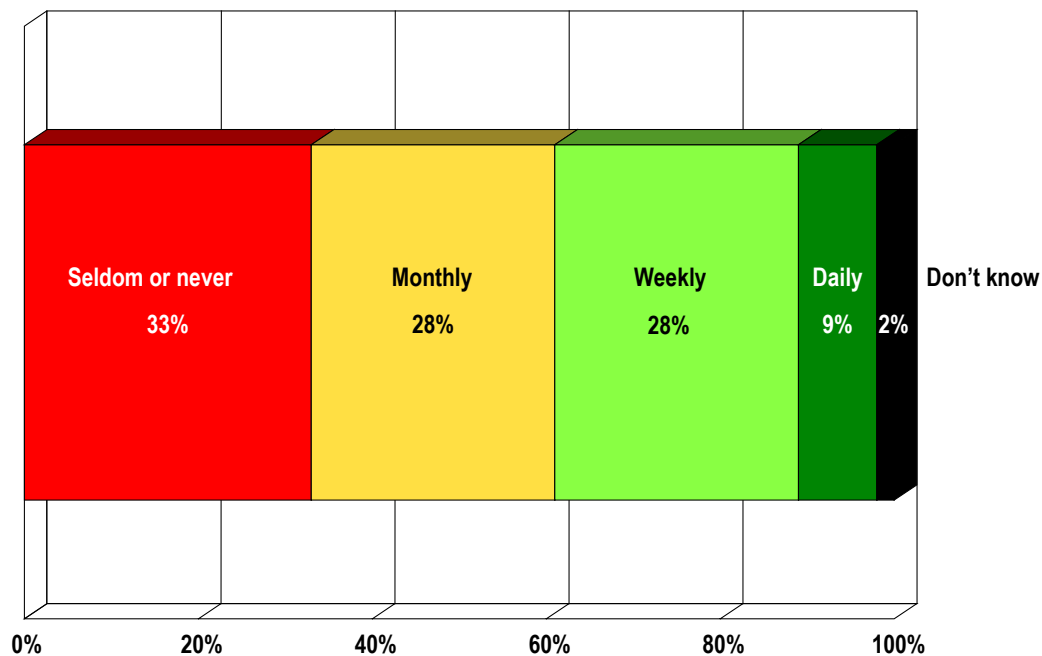
Not surprisingly, *daily* streetcar use is most likely among those who work in Portland (19%). Other likely frequent riders include both young adults (51% combined weekly or daily use among those 18 to 34) and middle-aged adults (15% daily use is expected among those ages 35 to 54, the highest daily use of any segment other than Portland commuters).

Respondents who work from home or in Lake Oswego are surprisingly likely to ride the streetcar daily (13%). In fact, those working from home or in Lake Oswego are the most likely of any segment to use the streetcar at least some of the time – only 23% say they would seldom or never ride a streetcar between Lake Oswego and Portland – less than any other segment.

**MOST WOULD USE STREETCAR, BUT NOT ON A DAILY BASIS**

n=400

Q: Assuming the streetcar ran every 15 minutes from 6 a.m. until midnight, how often would you personally use a streetcar between Lake Oswego and Portland? Would you use it . . . ?



## VI. Tree Removal Program

### A. MOST RESIDENTS HAVE NOT HAD OCCASION TO APPLY FOR TREE REMOVAL.

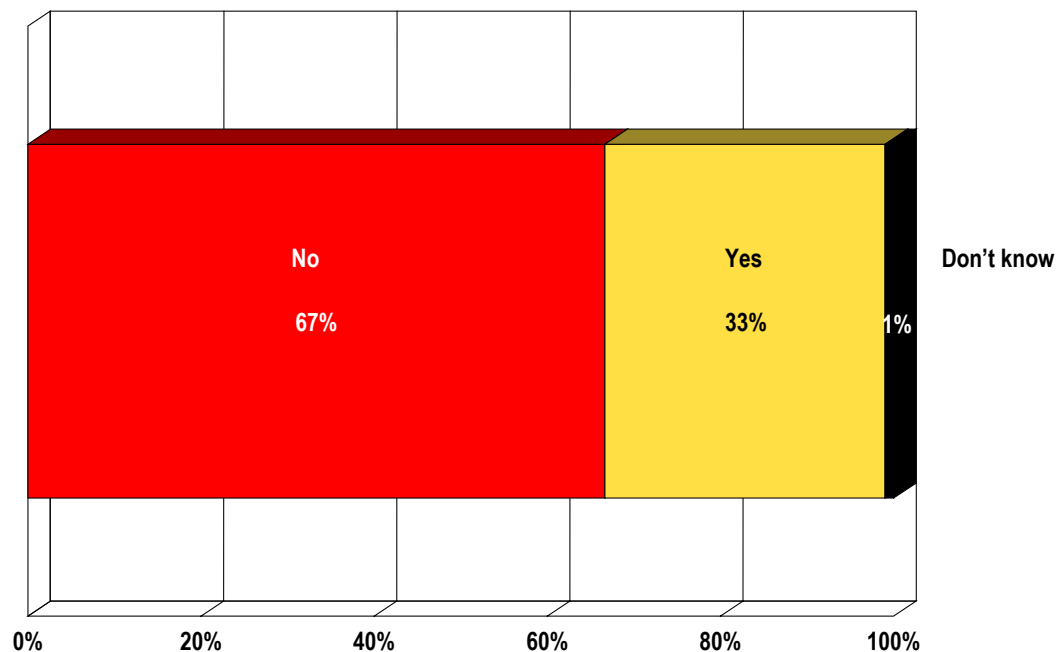
In the first of a series of questions regarding tree removal, respondents were asked if they or anyone in their household have ever applied for a City permit to remove a tree. As shown below, one-third of respondents say they have applied for a tree removal permit.

As one would expect, long-term and older residents are by far the most likely to have had occasion to deal with tree removal: 47% of those living in Lake Oswego over 10 years, and 42% of those ages 55 and up, have applied for a tree permit, compared to just 17% of those living here for less than 10 years and 11% of those ages 18 to 34. Additionally, it is interesting that one of the segments most likely to have applied for a tree removal permit (42%) are those who believe the livability of Lake Oswego will decline over the next 10 years.

### ONE-THIRD HAVE APPLIED FOR A TREE REMOVAL PERMIT

n=400

Q: *Whether or not a permit was issued, have you or anyone in your household ever applied for a permit from the City of Lake Oswego to remove a tree?*



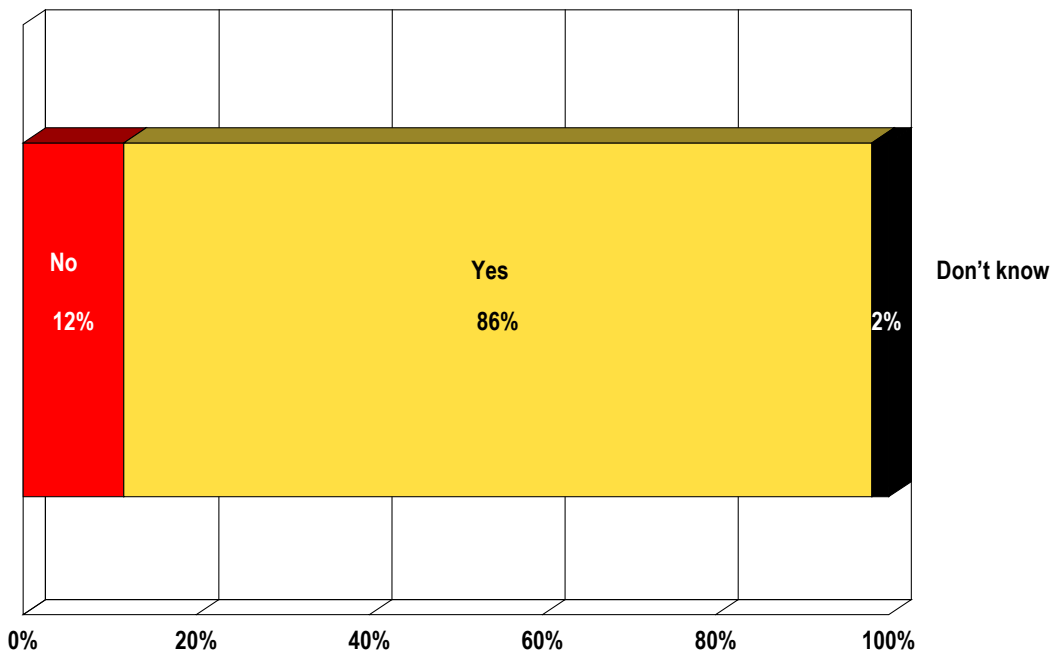
**B. VAST MAJORITY AGREE TREE PROTECTION ADDS TO COMMUNITY AMBIANCE.**

When asked if the protection of trees adds to Lake Oswego’s ambiance, nearly 9 in 10 respondents say “yes.” Although agreement with this statement is very high across the board, those who are renters are more likely to believe tree protection adds to ambiance of the community (94%) than do homeowners (85%) – likely because homeowners are more likely to have dealt with the rules regarding tree protection. At the same time, those most likely to be renters – those ages 18 to 34 – are also very likely to agree with the statement (93%). Not surprisingly, there is much weaker agreement with the ambiance statement among those who are not satisfied with local government (79% say “yes”).

**STRONG BELIEF PROTECTING TREES HAS POSITIVE IMPACT ON THE COMMUNITY**

n=400

Q: Does the protection of trees within the City add to the ambiance of the community?





**C. MAJORITY OF RESIDENTS ARE AT LEAST SOMEWHAT SUPPORTIVE OF THE CURRENT TREE REMOVAL RULES.**

In a final question on tree removal, respondents were asked how supportive they are of the City’s current tree removal rules.

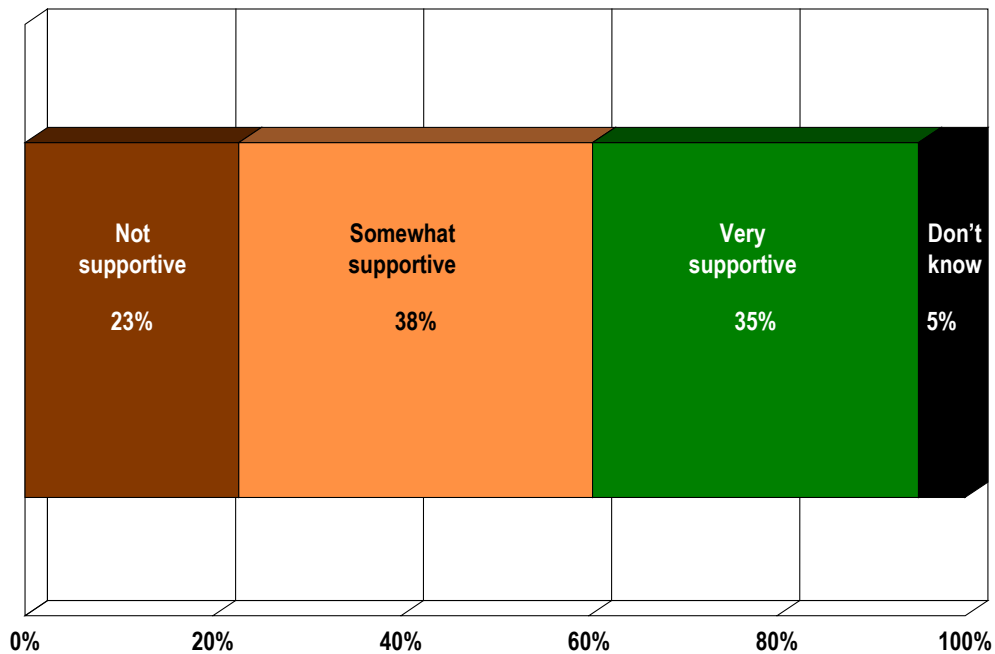
A substantial majority (73%) are either somewhat (38%) or very supportive (35%) of the current tree removal rules. Even among those dissatisfied with local government, only one-third are not supportive at all of the tree removal rules. However, there are differences between homeowners, who are more likely to deal with the rules, and renters. Among homeowners, 32% are very supportive of the rules, 39% are somewhat supportive, and 26% are not supportive at all. Among renters, however, half are very supportive, one-third are somewhat supportive, and only 1 in 10 are not supportive at all.

In addition, support for the tree removal rules declines as the length of time the resident has lived in the City – and the likelihood of homeownership – increases: 43% of those living in Lake Oswego less than 10 years are very supportive, compared to just 27% of long-term residents.

**TREE REMOVAL RULES  
ACCEPTABLE TO MOST**

n=400

Q: *The City of Lake Oswego currently has rules that govern whether or not a tree can be removed. How supportive are you of the current tree removal rules? Would you say you are very supportive, somewhat supportive, or not supportive at all of the current rules?*



## VII. Satisfaction with City Services

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

When residents are asked which services provided by the City they consider outstanding or deserving of special mention, three services that stood out in previous surveys are once again at the top of the list: police (21%), library (14%), and fire (14%). In addition, park maintenance is mentioned as outstanding by 15% of the residents surveyed, and has more than doubled in mentions since 1996. Park maintenance is now second only to police among the most-praised City services; its increased standing will be important to track in future surveys. Indeed, outstanding mentions are up for all four top services, with the largest percentage point increase for police (from 17% to 21%).

As in 2000, only 3 in 10 respondents say *no* City services are outstanding. This is consistent across all segments of the sample.

### POLICE MAINTAIN LEAD AMONG OUTSTANDING SERVICES

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

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

Service	1996 total n=400	1998 total n=400	2000 total n=400	2003 total n=400
Police department	17%	17%	17%	21%
City library	14%	16%	12%	14%
Fire department	12%	17%	12%	14%
Park maintenance	6%	9%	12%	15%
Adult Community Center	4%	6%	6%	5%
Youth recreation	3%	5%	6%	3%
Create parks, open spaces	n/a	n/a	6%	6%
Adult recreation	3%	6%	5%	3%
City beautification	n/a	n/a	4%	4%
Street maintenance	—	4%	3%	2%
Others, 2% or less	16%	9%	6%	12%
None	33%	39%	31%	32%

## B. RATINGS FOR MOST BASIC CITY SERVICES ARE SIMILAR TO 2000 LEVELS.

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, ratings have not changed significantly since the last survey. In three areas – fire, police, and streets – ratings are up slightly since 2000. With a 4.6 average rating, the fire department continues to enjoy the highest ratings of any City service.

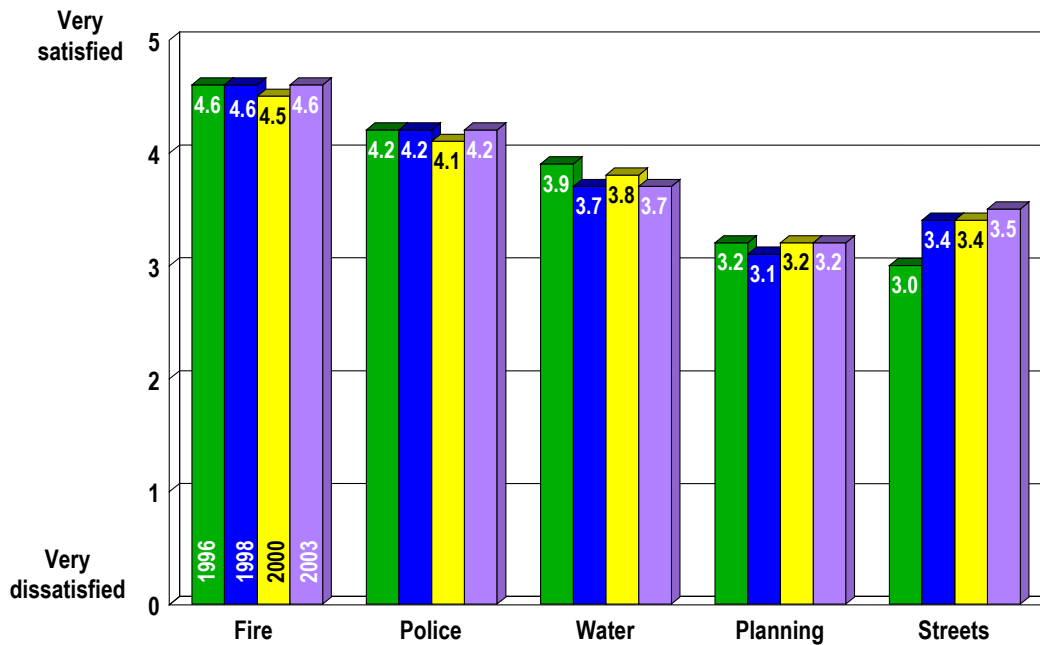
There are some differences worth noting when comparing ratings over time, as well as within segments of the current sample:

- ▶ **Residents split sharply in satisfaction levels.** As one would expect, ratings for City services differ significantly between those who are satisfied overall with City government and those who are not. For every service, there is a significant gap in ratings (at least half a point) between the satisfied and dissatisfied camps. Among basic services, the widest gaps in average ratings between the satisfied and dissatisfied segments are for the planning department (3.7 versus 2.3) and for police (4.5 versus 3.7).
- ▶ **Support for fire & police uniformly high.** The rating for the fire department is back at 4.6, and police back to 4.2, after experiencing slight dips in 2000. All segments of Lake Oswego residents have a similarly high level of satisfaction with the fire and police departments, although overall satisfied citizens give by far the highest marks (4.8 for fire and 4.5 for police).
- ▶ **Water levels down slightly.** Ratings for water, sewer, & storm drainage services dip back to 3.7 after rising slightly in 2000. It will be important to track this in the next survey to see if a downward trend develops or if water ratings even out.
- ▶ **Planning holds steady.** The current rating is 3.2, roughly the same since 1996. While there does not appear to be a downward trend, this remains the lowest score for any City service.
- ▶ **Street maintenance continues to gain ground.** In 1998, street maintenance ratings rose significantly from 3.0 to 3.4. This year ratings increase again, to a new high of 3.5.

## RATINGS FOR MOST BASIC SERVICES REMAIN HIGH

n=400

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



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

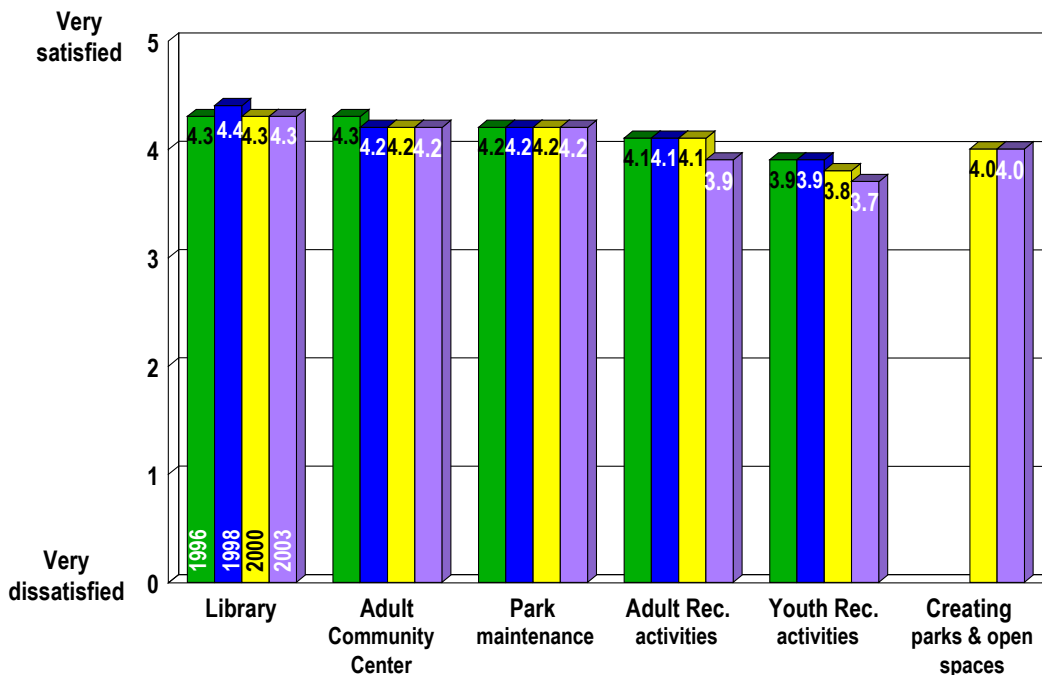
For the first time, 2 of the 6 recreational services that residents were asked to rate – recreational programs for youth (3.7) and for adults (3.9) – fall below the 4.0 level. The apparent downward trend in the perceived quality of the City’s adult and youth recreational services will need to be watched carefully in future surveys. The ratings for other recreational services are unchanged since 2000. At a steady 4.3, the quality rating for Lake Oswego’s library is second only to the fire department among City services.

As with basic services, there is a sharp divide based on whether the respondent is generally satisfied with City government. Even the universally popular library, for example, has a perceived quality gap: the library receives a stellar 4.5 rating from those who say they are overall satisfied with local government, but a significantly lower 4.0 from those dissatisfied. The recreational services where the gap is widest between satisfied and dissatisfied segments are youth/teen activities (4.1 versus 3.2) and creating parks & open spaces (4.3 versus 3.4).

**RATINGS FOR MOST RECREATIONAL SERVICES REMAIN HIGH**

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. RESIDENTS OFTEN SAY THEY ARE UNABLE TO RATE SERVICES.

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, such as the Adult Community Center (45% don’t know) and youth/teen recreation (36% don’t know). As noted in previous reports, in order to generate support for any expansion or improvement of the services with high levels of don’t-know responses, the City must first expand awareness of those programs.

Looking at trends in awareness of services over time, most of the services show an increase in the level of “*don’t know*” since 2000, and in fact, of the 5 with the highest levels of “*don’t know*” responses, 4 have reached new highs since the surveys began in 1996. For the three least-known programs – Adult Community Center, youth/teen recreation, and adult recreation – the growing lack of awareness is a concern.

#### 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
Adult Community Center	38%	42%	38%	45%
Recreation department youth and teen activities	26%	31%	27%	36%
Recreation department adult activities	21%	28%	23%	28%
Planning department	19%	19%	18%	20%
Fire department	12%	15%	13%	13%
City library	6%	11%	11%	6%
Water, sewer, & drainage services	4%	6%	5%	10%
Park maintenance	4%	7%	5%	4%
Creating parks and open spaces	n/a	n/a	5%	4%
Police department	3%	5%	4%	6%
Street maintenance	.5%	2%	1%	1%

**E. SWIMMING, FITNESS FACILITIES TYPE OF RECREATIONAL ACTIVITIES WITH LOWEST LEVEL OF SATISFACTION.**

In a new set of questions to assess recreational needs, respondents were asked to rate their satisfaction with a variety of recreational and leisure opportunities provided by the City.

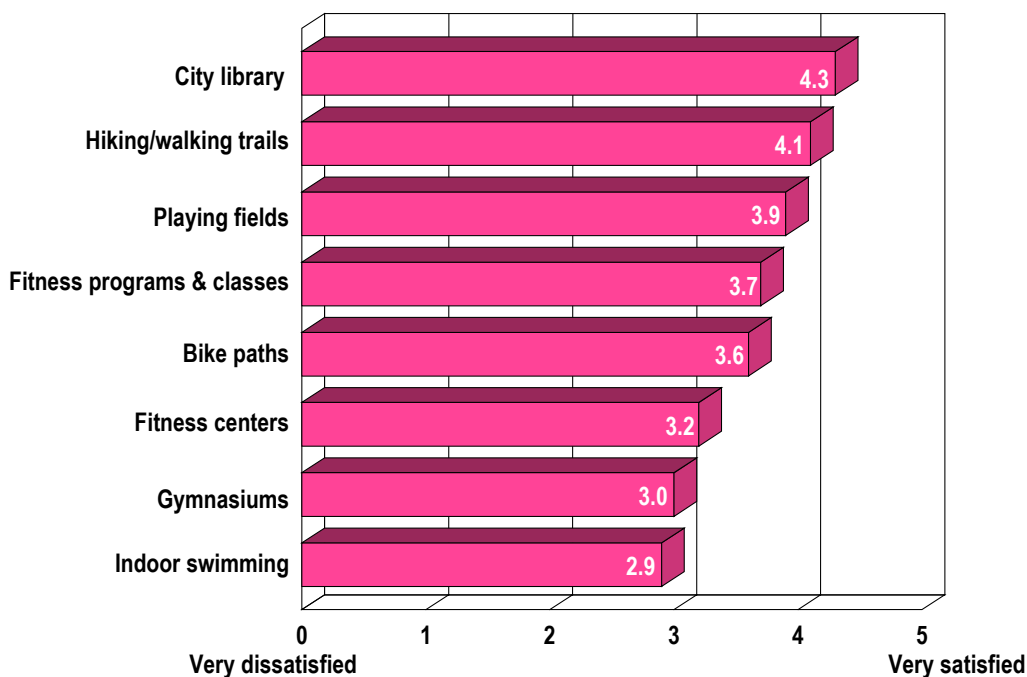
As the graphic shows, the library enjoys the highest average satisfaction ratings of any leisure activity, with a 4.3 average rating. Most other options receive respectable ratings, ranging from 3.6 to 4.1. The lowest satisfaction ratings are for fitness centers (3.2), gymnasiums (3.0), and indoor swimming (2.9). Additional details:

- ▶ **Baby boomers are the least satisfied with leisure options.** In every area except the library, adults ages 35 to 54 have lower satisfaction ratings than both younger and older residents. For example, the average rating among 18 to 34 year olds for fitness centers is 3.6, and those 55 and up a 3.4; but among those 35 to 54, the rating is 2.9.
- ▶ **Anti-government segment also unhappy with leisure options.** Not surprisingly, as with ratings of City services, those dissatisfied with local government consistently give significantly higher lower satisfaction ratings for leisure opportunities than do those who are pleased with City government.

**LOW SATISFACTION RATINGS  
FOR SWIMMING, FITNESS OPPORTUNITIES**

n=400

Q: First, I would like you to rate, again on a 1 to 5 scale, your current satisfaction with a variety of recreational and leisure time opportunities provided by the City of Lake Oswego. On the scale a 1 is very dissatisfied and a 5 is very satisfied currently with each type of recreational opportunities. Using the 1 to 5 scale, how would you rate your satisfaction with ...?



In a follow-up question, residents were asked which new or improved recreational or leisure options, if any, they would like to see the City provide. As shown on the table below, nearly half of respondents do not suggest any new or improved recreational or leisure time opportunities. Among those who do offer a suggestion, no one idea receives the lion’s share of mentions, a good indication that developing any new facilities will likely be difficult at this time. The most common responses related to swimming (18% combined mentions), paths/trails (14%), and new sports facilities (13%).

### MANY ARE UNABLE TO SUGGEST NEW OR IMPROVED LEISURE OPPORTUNITIES

Q: *What new or improved recreational and leisure time opportunities, if any, would you like to see the City of Lake Oswego provide?*

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

Suggestion for improved recreation/leisure opportunity	2003 total n=400
Don't know	46%
Swimming-related	18%
Lap pool	6%
Family/leisure pool with water slides	5%
Pool, non-specific	5%
Aquatic sports	2%
Paths/trails	14%
More bike paths	9%
More hiking/walking trails	6%
Sports facilities	13%
More playing fields	4%
Gymnasium/basketball courts	3%
Youth center	2%
Indoor tennis courts	2%
Skate park	1%
Tennis courts, non-specific	1%
Fitness programs/equipment	5%
More fitness programs & classes	3%
Weight room/fitness equipment	2%
More open space	3%
Other, 2% or less	17%



## VIII. Civic Participation

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

In a new question for 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. As a weekly event that runs from spring into fall, the Market is in a category by itself. The 4th of July celebration (46%) and Sounds of Summer concerts (39%) are the second-most popular events, followed by the Summer Splash (30%) and Lakefest concerts (28%).

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 those ages 35 to 54, those with children living at home, women, college graduates, long-term residents, and those who think livability will decline over the next 10 years. Details include:

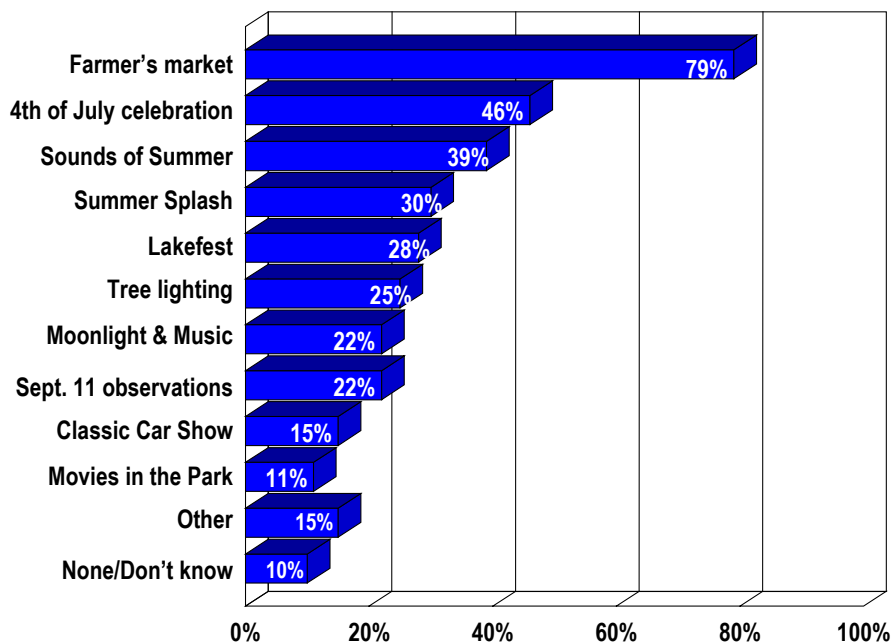
- ▶ **Middle-aged adults big on 4th of July, Sounds of Summer.** With the exception of the Farmers' Market, which is most popular among older residents (82% attendance among those 55 and up, versus 78% of those 35 to 54 and 71% of those 18 to 34), residents ages 35 to 54 give the highest mentions of any age group for City-sponsored events. For example, 57% of middle-aged respondents attended the 4th of July celebration, compared to 41% of elders and 25% of younger adults. Similarly, the Sounds of Summer concert series is mentioned by 45% of middle-aged respondents, but 35% of elders and only 27% of younger adults. The middle-aged group also gives significantly higher mentions than other age groups for the three other concert series and the Tree Lighting.
- ▶ **Families with children also flock to 4th of July, Sounds of Summer.** Respondents with children in their home – most of whom are in the 35 to 54 age group – are also especially likely to have attended the 4th of July celebration (60%) and Sounds of Summer (46%). At all other events, there is little or no difference in attendance between those with and without children.
- ▶ **Women are the more likely attendees at most events.** Though the differences are not huge, women report higher levels of attendance than men at nearly all events. For example, 82% of female respondents say they attended a Farmers' Market in the past year, compared to 75% of males. The only exceptions are the 4th of July celebration, attended by roughly equal numbers of men and women; and the Classic Car Show, where true to stereotype, men outnumber women by a nearly 2 to 1 margin (20% versus 11%).

- ▶ **College graduates more likely to attend the top events.** For all of the most popular City-sponsored events, respondents with college degrees are more likely to attend than those with lower levels of educational attainment. For example, 80% of those with college degrees have shopped at the Farmers' Market, compared to 74% of those without degrees. Most notably, there is a significant attendance gap for the 4th of July celebration (49% of college graduates, versus 37% of those without degrees). The only exception is the Classic Car Show, which college graduates are significantly *less* likely to attend (13% versus 22%).
- ▶ **Long-term residents more likely to attend civic events.** Not surprisingly, those who have lived in Lake Oswego for 10 years or more tend to be more likely to take part in local events. For example, 50% of long-term residents attended the 4th of July celebration, compared to 41% of those who have lived in town less than 10 years.
- ▶ **Those concerned about future decline are likely attendees.** The small but distinctive group of respondents who think Lake Oswego's livability will decline significantly are much more likely than the sample as a whole to attend civic events. For example, 87% of this group has patronized the Farmers' Market; 55% participated in the 4th of July celebration; and a healthy 42% attended the Lakefest concert. These folks may be worried about the future, but they are deeply involved in local life.

### FARMERS' MARKET TOPS LIST OF 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. In a slight increase over previous surveys, nearly all of those registered to vote say they voted in the last general 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, 71% are registered to vote, down from 80% in 2000 – a trend that should be a major concern. 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.

The pattern is similar when it comes to actual voting, although in all age groups the percentage who voted is up sharply since 2000. This is likely due to the timing of the surveys: the 2000 survey took place after an off-year general election. Among those registered in each age group, 69% of 18 to 34 voted, increasing to 96% of those 35 to 54, and an impressive 99% of those ages 55 and up.

**9 OUT OF 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>Registered voter</b>	<b>92%</b>	<b>90%</b>	<b>91%</b>	<b>91%</b>
Voted in last general election	84%	80%	76%	86%
Did not vote	9%	9%	14%	5%
Not registered	8%	10%	8%	9%

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

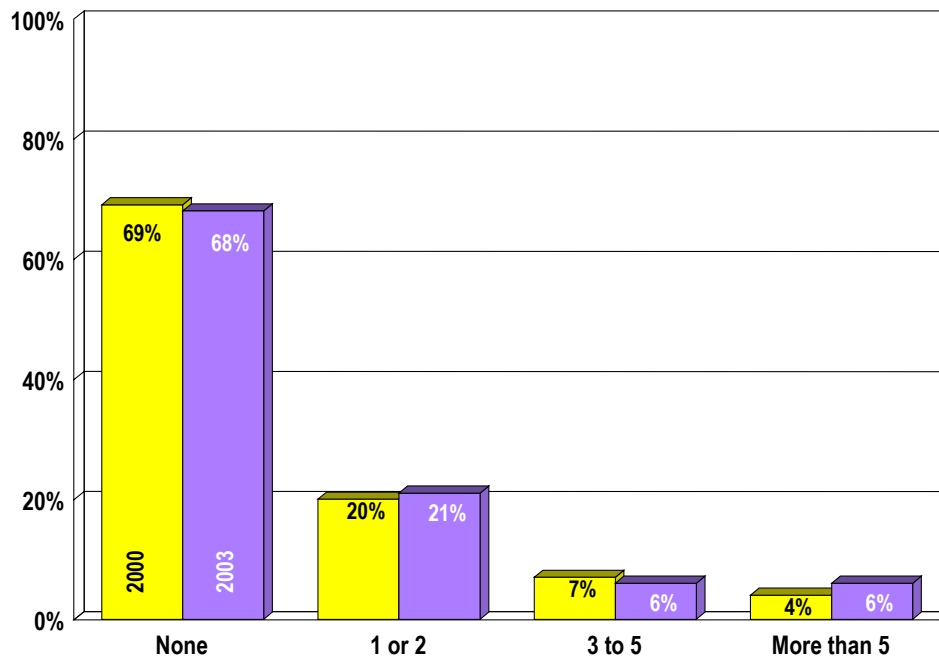
Residents were asked how many neighborhood association meetings they have attended in the last year. As in 2000, only one-third have attended any meetings at all. Less than 2 in 10 say they have attended one or two meetings in the past year (down slightly from 2000), while a steadfast 1 in 10 regularly attend neighborhood association meetings.

As with voting, the likelihood of attending neighborhood meetings increases with age. Only 11% of those ages 18 to 34 have attended any meetings, compared to 32% of those ages 35 to 54 and 39% of those 55 and up. Attendance at neighborhood meetings is also somewhat more likely among those with a college degree, as well as those who have lived in Lake Oswego for less than 10 years.

**7 IN 10 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. SIX IN TEN RESIDENTS HAVE SERVED AS VOLUNTEERS.**

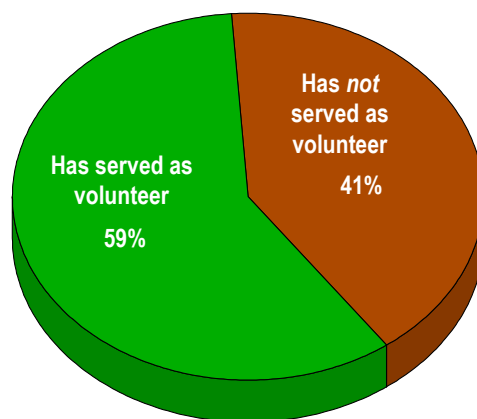
Residents were asked a series of questions regarding volunteerism. Overall, 6 in 10 residents say they have volunteered their time in the past year. However, there are distinct differences between demographic segments in their level of volunteerism. Segments of the population *most likely* to serve as volunteers include:

- ▶ **Those with children.** Given that schools are the most common recipient of volunteer time, it's no surprise that residents with children are far more likely to serve as volunteers than those without children (70% versus 53%).
- ▶ **Middle-aged residents.** Again, this is the segment most likely to be parents of young children and school volunteering likely is the reason they dominate. The middle-aged group is most likely of any age range to volunteer (66%), followed by those 55 and up (53%), with those 18 to 34 trailing at 49%.
- ▶ **Those with college degrees.** Since higher levels of education translate to higher incomes, it may be that this group tends to be more able to afford to contribute their time. In any case, 64% of those with college degrees have volunteered in the past year, compared to 42% of those without college degrees.
- ▶ **Women.** Likely due to the efforts of those middle-aged moms, women residents are more likely than men to have volunteered in the past year (63% versus 55%).
- ▶ **Long-term residents.** Respondents who have lived in Lake Oswego 10 years or more are significantly more likely than newcomers to be “*giving back*” to the community (63% versus 53% have volunteered).

**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. VOLUNTEERS TYPICALLY HELP OUT SCHOOLS AND OTHER LOCAL ORGANIZATIONS.

Those who have volunteered their time in the last year were read a list of types of organizations and asked for which they have given time. Although responses are spread across the array of options, schools (34%), neighborhood/community associations (29%), hunger/homeless (28%), and faith-based organizations (26%) receive the most mentions. Details include:

- ▶ **Parents most likely to be helping schools.** Nearly 6 in 10 (56%) of residents with children at home volunteered in schools, compared to just 21% of residents without children in their home. There is a similar difference by age group, with those 35 to 54 far more likely to be school volunteers (42%) than are those age 55 or older (29%) or younger adults (19%). Additionally, it is worth noting that only 9% of those who consider school funding of low importance have volunteered at local schools in the last year.
- ▶ **Younger adults most likely to be church volunteers.** Faith-based volunteering is the top mention among those 18 to 34 (37%), followed by neighborhood associations and hunger/homeless (26% each). Younger adults are also more likely than other age groups to be volunteering for environmental groups (30%) and for disabled persons (22%).
- ▶ **Volunteers who are dissatisfied with local government tend to be widely involved.** While no more likely than other residents to serve as volunteers, those volunteers who are also dissatisfied with local government give slightly more mentions for each type of organization, indicating strong commitment among this often opinionated group. For example, 37% of those dissatisfied with local government volunteer in schools, compared to 30% of those satisfied with government. Additionally, 30% of those dissatisfied with local government volunteer for faith-based organizations, compared to 23% of those satisfied with government. The only type of organization for which dissatisfied folks are *less* likely to volunteer than those satisfied with government is environmental groups (15% versus 22%).

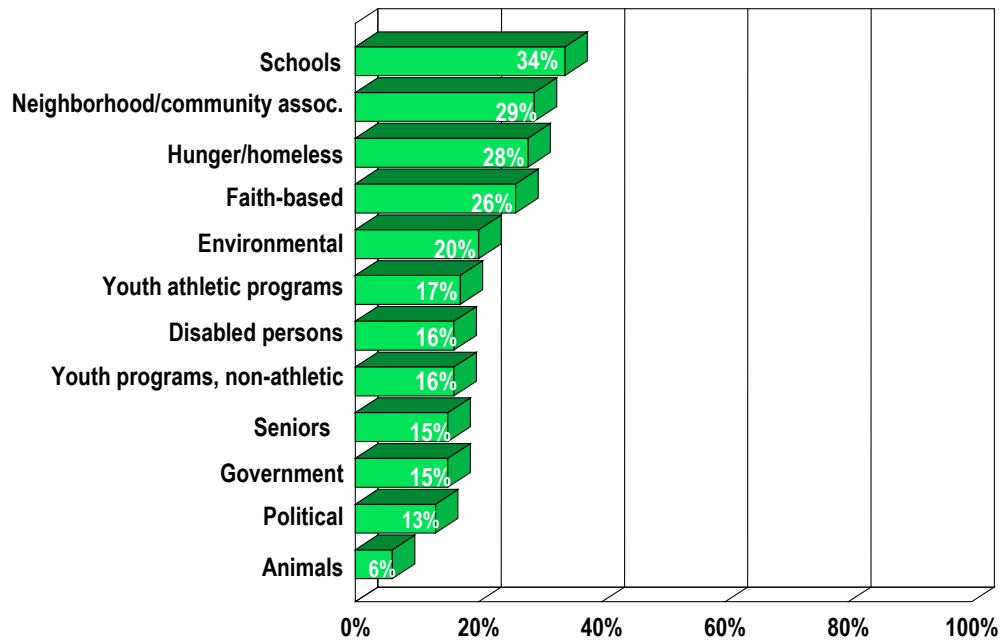
## MANY HELP AT SCHOOLS, IN NEIGHBORHOODS

n=235

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

Note: Adds to more than 100% due to multiple mentions.

Q: For which of the following types of non-profit organizations have you volunteered?



**F. MOST WHO VOLUNTEER GIVE AT LEAST SOME OF THEIR VOLUNTEER HOURS TO ORGANIZATIONS LOCATED IN LAKE OSWEGO.**

Those who have volunteered in the last year were also asked what percentage of their volunteer work was done for organizations in Lake Oswego. As shown on the chart below, about two-thirds of the volunteers say at least some of their volunteer work takes place in Lake Oswego and over 2 in 10 volunteer exclusively at the local level.

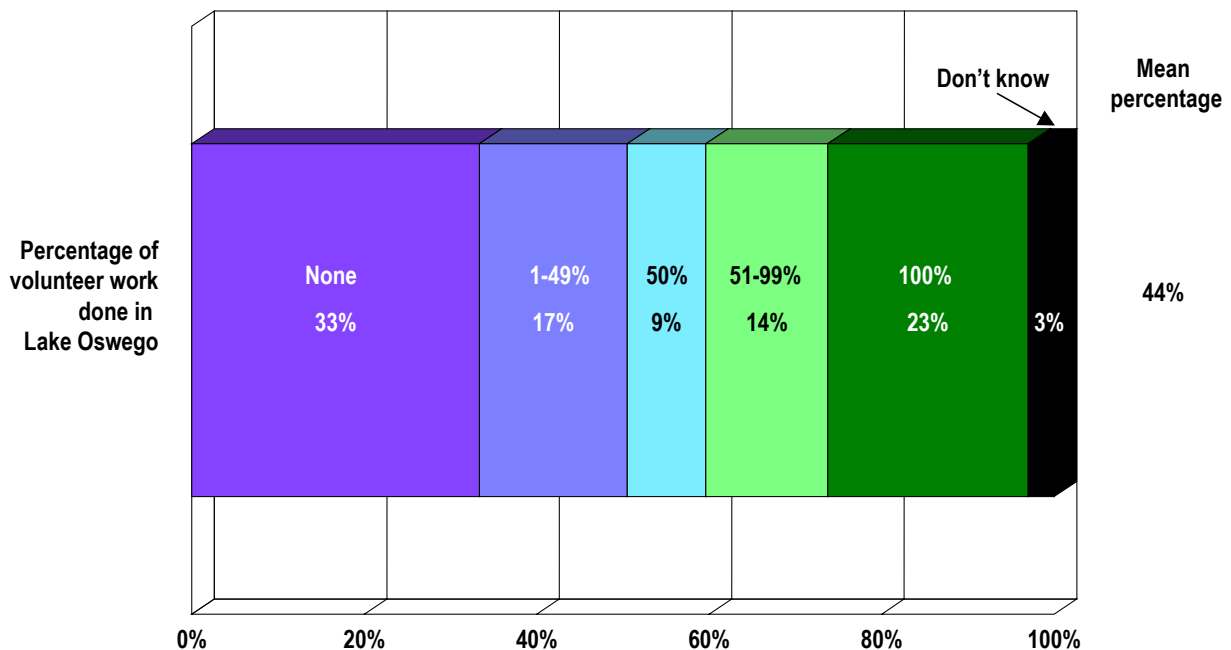
Segments most likely to volunteer locally include: long-term residents (74% do at least some local volunteering, compared to 56% among newer residents); and, not surprisingly, those who work in Lake Oswego (74% do their volunteering locally, compared to 59% for Portland workers and 56% among Washington County workers). Parents with children, given their focus on schools, are also highly likely to be local volunteers (76% do at least some local volunteering, compared to 60% among volunteers without children). Additionally, the older the resident gets, the more likely he or she is to volunteer close to home: only 48% of those 18 to 34 do any local volunteering, jumping to 67% among those 35 to 54 and 71% among those 55 and up.

**MANY VOLUNTEER THEIR TIME TO LOCAL ORGANIZATIONS**

n=235

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?*





## IX. 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. Responses are provided on two graphics: the first includes mass media and word-of-mouth – over which the City has little control; the second graphic provides results for those information sources produced by the City.

Looking first at sources not managed by the City, the *Lake Oswego Review* (63%) has regained its lead over the *Oregonian* (57%) as a source of local information. Word-of-mouth (52%) has increased significantly over the past few surveys; residents appear to be talking more amongst themselves about local issues. Both television (22%) and radio (12%) have declined steeply as sources of information about City government.

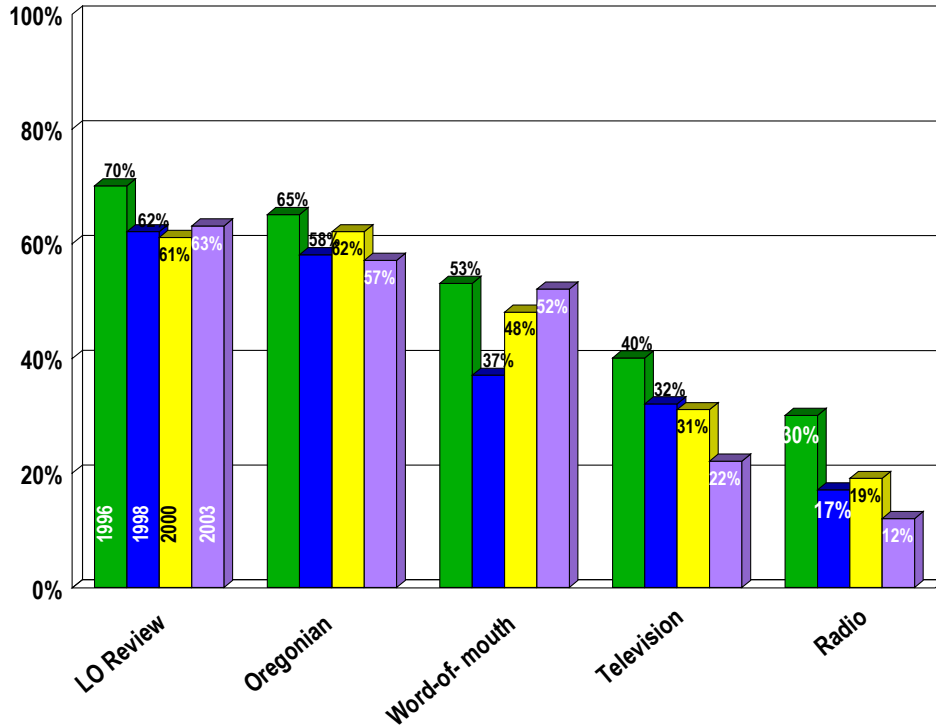
Among sources managed by the City, *Hello L.O.* dominates (73%), and indeed is the top information source overall. Neighborhood newsletters continue to increase in importance as information sources (41% mentions, up from 35% in 2000). Most notably, use of the City website has jumped sharply to 21%, making the Internet as important a source for information about City business as television.

Not surprisingly, those segments most likely to mention a variety of information sources are those who are more likely to be involved citizens, including long-term residents, those over the age of 35, and those with a college degree.

## AMONG MASS MEDIA, LAKE OSWEGO REVIEW IS TOP SOURCE

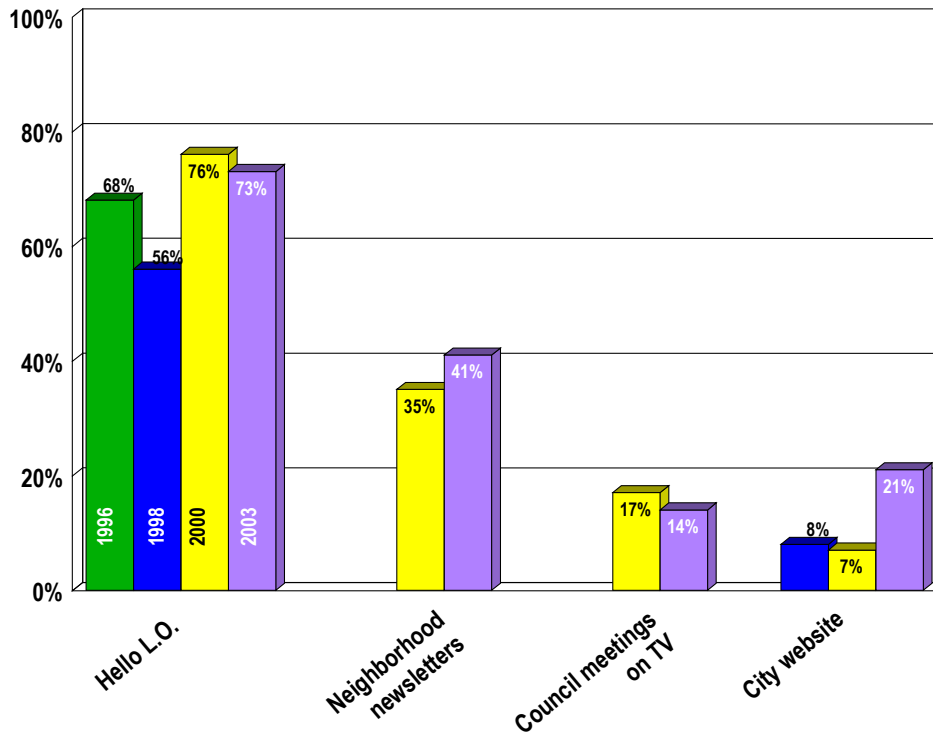
n=400

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



## HELLO L.O. KEY AMONG CITY-MANAGED OUTLETS, BUT WEBSITE ON THE RISE

n=400



**B. HELLO L.O. AND LAKE OSWEGO REVIEW NOW SHARE THE TOP SPOT AS MOST IMPORTANT SOURCES 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 in any year.

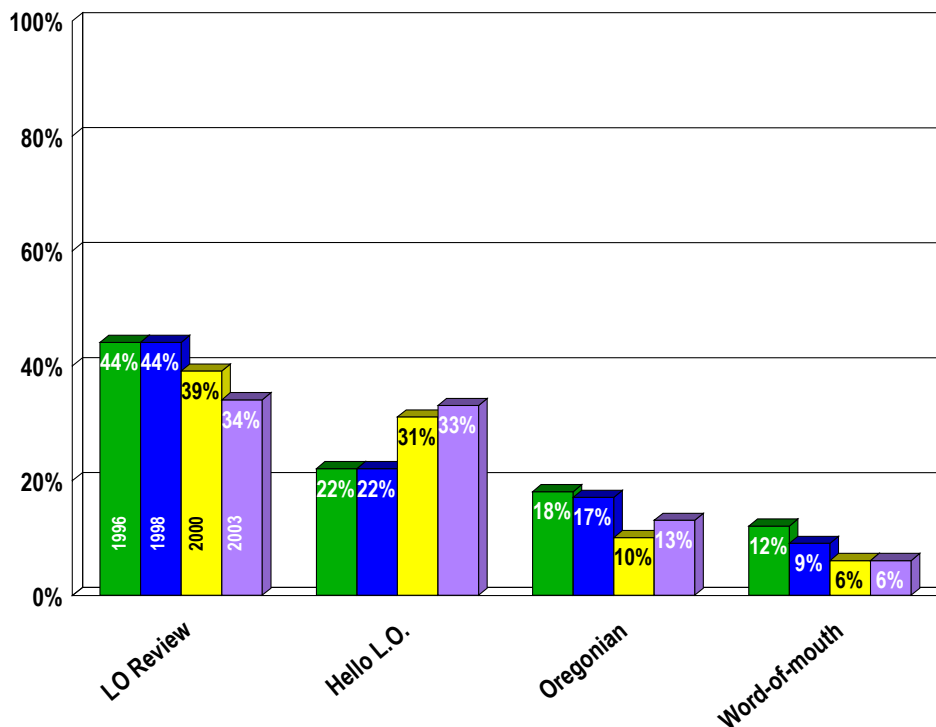
*Hello L.O.* has enjoyed a steady increase since 1996 as the most important information source, while the *Lake Oswego Review* has declined steadily; the two publications are now virtually even.

The *Oregonian* (13%) 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 and the City website, while increasingly important parts of the mix, are currently supplemental rather than critical information sources.

**LAKE OSWEGO REVIEW, HELLO L.O. TOP 2 INFORMATION SOURCES**

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.**

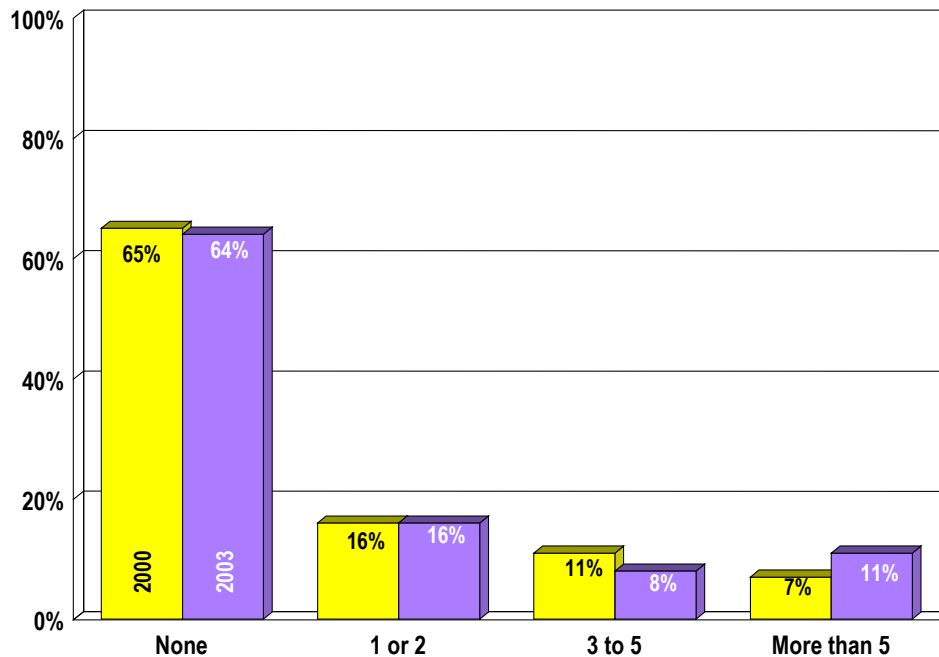
Lake Oswego City Council meetings are broadcast on cable television. As in 2000, when residents are asked how many times in the past year they had watched a Council meeting, just under two-thirds say they have not viewed any in the past year.

Among those who have watched any Lake Oswego City Council meetings, one or two meetings remains the most common response (16%). However, there has been a significant increase in the number of frequent watchers – those who have watched 5 or more Council meetings in the last year – up to 11% of residents. Most of these residents watch between 6 and 12 City Council meetings per year.

**MOST RESIDENTS HAVE NOT 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. IN 2003, OVER HALF OF RESIDENTS REGULARLY OR OCCASIONALLY RECEIVE COMMUNICATIONS FROM THEIR NEIGHBORHOOD ASSOCIATIONS.**

In 2000, when residents were asked how often they receive communications from their neighborhood associations, only 23% said they regularly receive communications. There has been a significant improvement in this area, with 32% now recalling regular communications from neighborhood association and a total of 52% saying they receive communications at least occasionally. The number of residents who claim they never receive communications has declined from 30% to 25%. It will be important to see if this positive trend continues in the next survey.

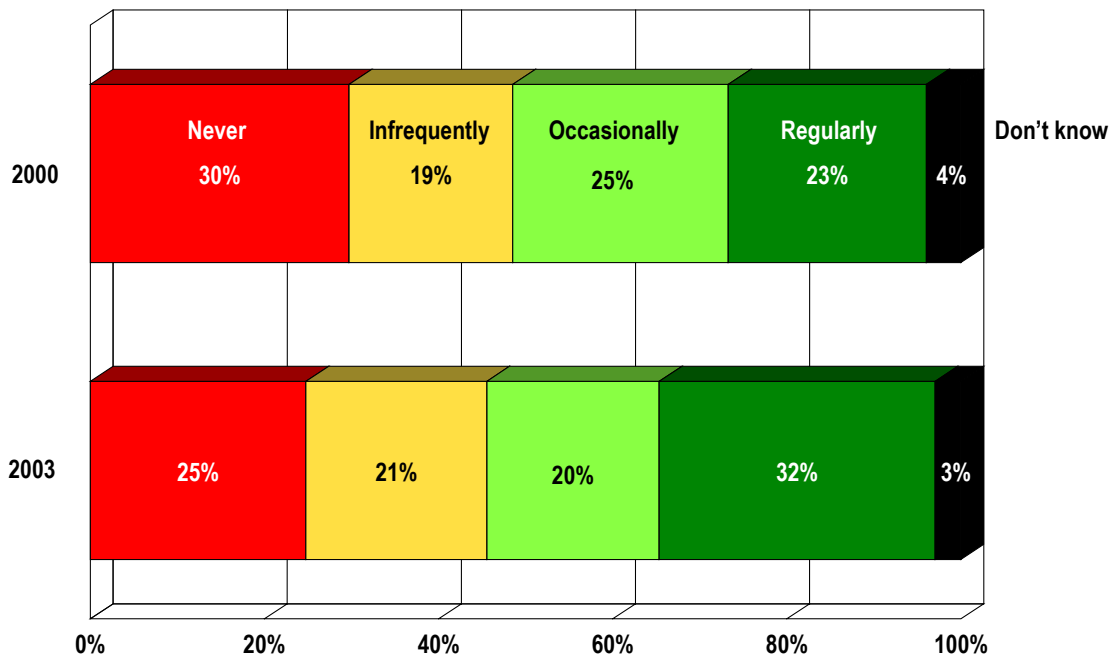
Interestingly, the segment of the sample most likely to say they regularly receive neighborhood association communications is those who work in Portland – 42%, compared to just 25% among those who work from home or in Lake Oswego.

Segments most likely to say they *never* receive communications from neighborhood associations include those ages 18 to 34 (38%); those who have been living in Lake Oswego for less than 10 years (30%), and those who are dissatisfied with local government (29%).

**IMPROVEMENT SEEN IN NUMBER RECALLING REGULAR COMMUNICATIONS FROM THEIR NEIGHBORHOOD ASSOCIATIONS**

n=400

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



**E. NEARLY ALL RESIDENTS HAVE A PERSONAL COMPUTER THAT CAN ACCESS THE INTERNET IN THEIR HOME .**

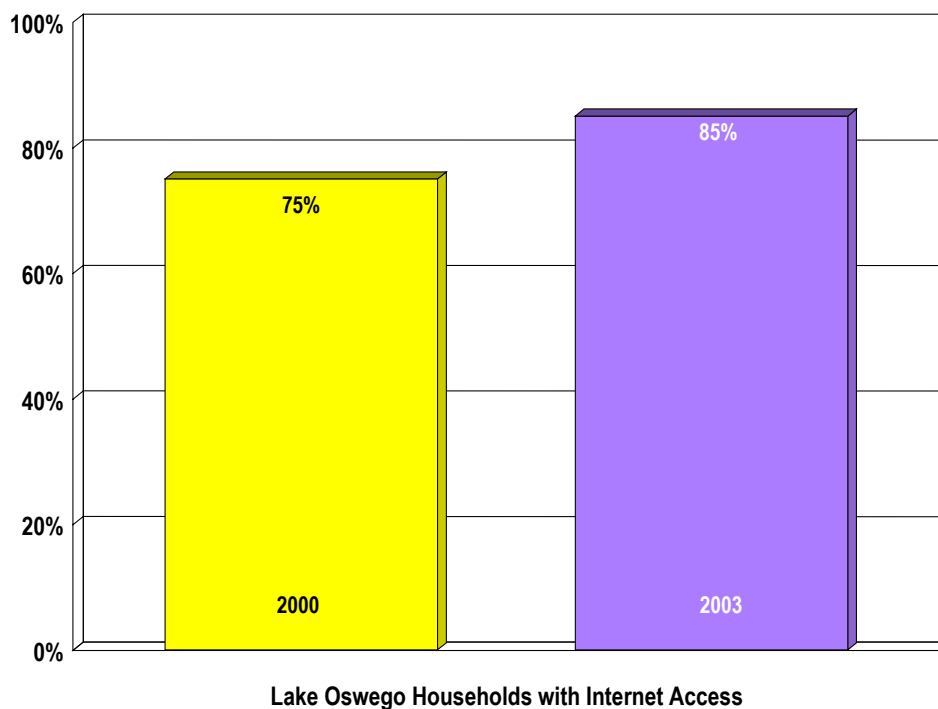
In 2000, three-quarters of respondents said they have a personal computer at home with Internet access. Given the rapid growth in Internet access over the past three years, it's not a surprise that this percentage has continued to increase and now stands at 85% among Lake Oswego residents.

Although Internet access has risen across the board, as in the previous survey, certain segments of the sample are even more likely than others to have Internet access. These include families with children (95%, versus 81% among childless households); younger adults (93% among 18 to 34 year-olds and 94% among those ages 35 to 54, versus 72% among those who are 55+); and college graduates (90%, versus 74% among those with less education). Additionally, it is intriguing that one of the lowest levels of Internet access of any segment (76%) is found among those who think Lake Oswego's quality of life will decline significantly in the next 10 years.

**INTERNET ACCESS FROM THE HOME CONTINUES TO INCREASE**

n=400

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



## X. Resident Demographics

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

As in 2000, about one-third of residents over the age of 18 are not employed outside the home. Most of these residents are in the 55-plus age category. Despite the recession and Oregon's high unemployment rate, only younger Lake Oswegans appear to have been impacted by job loss, with 76% of those 18 to 34 currently working (down slightly from 82% in 2000). Among Lake Oswegans ages 35 to 54, 84% are currently employed, the same percentage as in 2000. As in previous surveys, employment is far more likely among residents with a college degree (72%) than among residents without a college degree (49%).

Residents are most likely to be working outside Lake Oswego. 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
Not currently employed	28%	28%	35%	34%
<b>Work in Lake Oswego</b>	<b>22%</b>	<b>26%</b>	<b>21%</b>	<b>21%</b>
Lake Oswego	15%	18%	14%	14%
Work at home	7%	8%	7%	7%
<b>Portland</b>	<b>23%</b>	<b>26%</b>	<b>23%</b>	<b>23%</b>
Downtown Portland	10%	14%	12%	15%
Other Portland location	13%	12%	11%	8%
Tualatin	10%	1%	4%	1%
Beaverton	8%	5%	4%	6%
Hillsboro	N/A	N/A	2%	2%
South of Lake Oswego (Salem, West Linn, Wilsonville)	4%	3%	2%	2%
Tigard	N/A	2%	2%	3%
Others	3%	9%	7%	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. In 1998, the number of respondents who said they lived alone rose significantly to 24%, from 14% in 1996. This percentage has decreased slightly since then, to 21%, but continues to be an important demographic trend to track as the number of families in Lake Oswego declines and the population ages.

Two-thirds of respondents (67%) do not have children in the home. Of residents with children at home, most are smaller 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>
1	14%	24%	23%	21%
2	41%	33%	39%	37%
3	20%	18%	14%	16%
4	20%	17%	16%	15%
5	4%	7%	5%	7%
6 or more	2%	1%	2%	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>

**MOST HOUSEHOLDS ARE CHILDLESS**

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>
No children	63%	65%	65%	67%
1 child	16%	14%	14%	11%
2 children	16%	16%	14%	14%
3 children	3%	5%	4%	6%
4 or more children	2%	1%	1%	2%



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

Mountain Park continues its steady decline as the most frequently mentioned neighborhood, though at 15% it is still the top mention. As in previous surveys, about 1 in 10 live in Lake Grove or Palisades. 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>
Mountain Park	21%	21%	17%	15%
Lake Grove	13%	12%	9%	11%
Palisades	12%	9%	10%	11%
First Addition	7%	6%	7%	6%
Hallinan Heights	4%	3%	2%	2%
McVey-South Shore	4%	2%	2%	1%
Lakewood	3%	2%	2%	4%
Springbrook Park	2%	1%	2%	3%
Forest Hills	2%	4%	4%	2%
Glenmorrie	N/A	2%	3%	2%
Westlake	2%	3%	2%	3%
Blue Heron	N/A	N/A	2%	2%
Evergreen	N/A	N/A	2%	2%
Oswego Pointe	N/A	N/A	2%	2%
Uplands	N/A	N/A	2%	2%
Others, 1% or less	9%	21%	21%	23%
Don't know	9%	10%	14%	11%

**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, nearly three-quarters have at least a college degree. In Portland about 1 in 10 have a master's degree or higher, while in Lake Oswego 3 in 10 have a master's degree or higher. The number of advanced degree holders has inched up steadily since the baseline survey in 1996. Among residents who work in Portland, an astounding 46% hold a master's degree or above. Relatively lower education levels are found among those who work in Lake Oswego – which likely includes those working in service-sector jobs.

**MOST 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>
Not a high school grad	1%	1%	1%	2%
High school grad	9%	8%	7%	6%
Some college/post-secondary	20%	24%	22%	18%
College grad	38%	29%	35%	32%
Some post-grad work	10%	12%	7%	10%
Master's degree or higher	22%	25%	26%	30%

## KEY CONCLUSIONS/RECOMMENDATIONS

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

### **1. FOR THE MOST PART, CITIZENS ARE SATISFIED WITH HOW THE CITY OF LAKE OSWEGO OPERATES.**

Based on the 2003 Community Assessment Survey, the citizens of Lake Oswego are generally pleased with the current operation of the City. Findings that support this conclusion include:

- ▶ Quality of life ratings continue to be high – an average of 8.4 – and there is an increase in the number of respondents who rate the quality of life in Lake Oswego a perfect “10” – up to almost 3 in 10 residents.
- ▶ The majority of residents – 56% – approve of the City Council’s current course, which in today’s anti-government climate is no small achievement.
- ▶ Ratings for City Council and City staff accessibility are good, although a sizable percentage display their lack of involvement with city government by saying they “*don’t know*” when asked these questions.
- ▶ Satisfaction ratings for City services are mostly unchanged this year. Ratings for key City services, including fire, police, and the library remain excellent – an average of 4.2 or higher on a “1” to “5” scale. Ratings for street maintenance have been slowly climbing up and is now at an average 3.5.
- ▶ Downtown development, though not without critics, is in general perceived as both desirable and successful. Just about everyone likes the floral beautification efforts.
- ▶ Nearly all residents, even those unhappy with City Hall, are pleased with the success of the City efforts opposing the expansion of the Urban Growth Boundary in the Stafford area.

## **2. RESIDENTS ARE VERY CONCERNED ABOUT EDUCATION FUNDING, WITH MANY URGING THE CITY TO PLAY AN ACTIVE PART IN FINDING THE SOLUTION.**

The funding of the City's schools, and the City's role in that effort, is a major concern to residents. Without prompting, and before introducing the topic of education funding, nearly 3 in 10 residents say education should be the City Council's top priority. In addition, the top mention among those disagreeing with City actions is "*school funding mismanagement.*" Subsequent direct questions on school funding reveal a strong belief in the importance of maintaining current levels of school funding, and substantial support for raising additional revenue to maintain school programs.

At the same time, finding a means for the City to assist the Lake Oswego School District with funding will not be easy. A large minority opposes new City taxation for schools – even if they think school funding is important. Just as importantly, there is no agreement on the best means of raising additional funds for local schools. Among those who support the idea of raising City taxes for schools, there is no agreement on which of the suggested types of taxes should be levied.

Much work needs to be done to build consensus around school funding solutions, but clearly interest and concern are there – across the board, not just among those with school-aged children. And a majority of Lake Oswego residents believe the City should be involved in finding the solution.

## **3. TRANSIT USE HAS RISEN SLIGHTLY, AND THE TIME MAYBE RIPE FOR A STREETCAR OR OTHER TYPE OF RAIL SERVICE BETWEEN LAKE OSWEGO AND PORTLAND.**

Although it appears unlikely that the majority of Lake Oswego residents will ever become daily users of mass transit, it is worth noting that occasional use of public transit is on the rise.

As it has been each year when the question is asked, the addition of some type of rail service between Lake Oswego and Portland is identified as the action that is most likely to have a major impact on the use of public transportation. In the current Community Assessment Survey, the streetcar concept is quite well-received. While some Portland commuters say they would use it, it appears that currently the most common expected use of a streetcar would be for occasional or recreational outings. A majority of residents predict monthly or weekly rather than daily use, and there is especially strong support among those who work in Lake Oswego.

For many residents, the rail service at this point may be associated with the purely excursion-oriented Willamette Shores Trolley. A "*regular*" streetcar designed for mass transit, with adequate parking and bus links, can likely overcome this preconception and will appeal to both commuters and casual users. Done right, a streetcar system that

connects to Portland's current streetcar and other transit systems could lure significant numbers of new riders.

#### **4. RECREATION AND LEISURE OPPORTUNITIES ARE RATED HIGHLY, THOUGH SWIMMING AND FITNESS FACILITIES ARE PERCEIVED AS SOMEWHAT LACKING.**

In general, the City's recreational services and opportunities are given high ratings – typically an average of “4” or higher. In many cases, however, residents are unaware of specific programs. The least-known programs are the Adult Community Center, youth/teen recreation, and adult recreation. In addition, satisfaction ratings for youth and adult recreation are just about the only City services for which ratings have slipped. The City may need to take steps to address the public's growing lack of awareness of these programs, as well as decreasing satisfaction among those who are aware.

In general, however, ratings for leisure/recreation opportunities are high, and many residents are unable to suggest improvements in this area. There does seem to be some unmet need for additional swimming pools and fitness facilities. However, given the current economic slump and residents' concerns about adequate school funding, it seems unlikely that funding for a major new recreation/aquatic center would generate the required support within the community at this time.

#### **5. CIVIC INVOLVEMENT IS HIGH AND INCREASED COMMUNICATION BODES WELL FOR THE FUTURE.**

As a group, Lake Oswego citizens – largely prosperous and well-educated homeowners – report an impressive level of civic participation. Nearly all residents vote, especially older residents, and 6 in 10 do volunteer work, often in the local community. City events are well attended by citizens of all ages. The Farmers' Market is obviously a huge success.

We have consistently found that relatively few residents watch Council meetings on television or attend neighborhood meetings. However, in any community it is difficult to get many citizens interested in participating at this level; this is especially true given how contented Lake Oswego residents tend to be with City services. Discussions regarding the need for additional funding for schools may inspire more residents to get involved in local politics.

Finally, the survey shows that citizen communications are in good shape. *Hello L.O.* is the number-one source of information about City issues; word-of-mouth is on the upswing; use of the City's website is increasing; and more citizens report regularly receiving neighborhood newsletters. By improving communications with residents, the City has laid

the groundwork for greater participation in public life, and a community-wide engagement with the issues critical to maintaining Lake Oswego's enviable quality of life.

## APPENDIX

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**ADDITIONAL COMMENTS**



**QUESTIONNAIRE**



**PRINTOUT**