

2013 City of Lake Oswego Community Survey



Conducted by



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Phase two was an online survey among 2,170 City residents conducted April 8 to April 15, 2013. The City and CFM compiled a list 13,181 unique email addresses for City residents from various City sources. Up to three invitations were sent to each valid address, unless a person had completed the survey or opted-out. For quality control purposes, each email included a hyperlink to the survey with a unique PIN that permitted only one completed survey per link. Additionally, open-access links to the survey were posted on the City website and social media pages and was distributed in the April 12, 2013 Lake Oswego School District e-newsletter. Screening questions were used to ensure the participant was a City resident. A total of 1,674 surveys were completed from controlled emails and 496 through open-access links. Results for the online survey are included in the questionnaire with percentage results.

Among the 2,170 residents who completed the online survey, 2,080 did not participate in the phone survey, 53 were interviewed by phone, and 37 weren't sure. Results from the online survey are not statistically valid.

Definitions for area descriptions used in the report are:

Area	Combined neighborhoods
East	Evergreen, First Addition/Forest Heights, Foothills, Glenmorrie, Hallinan Heights, Lakewood, Mary's Woods, Marylhurst, Old Town
West	Bryant, Holly Orchard, Lake Forest, Lake Grove, Waluga, Westlake
North	Forest Highlands, John's Woods, Lakeview Summit/Village on the Lake, Mountain Park, North Shore/Country Club, Red Fox Hills, Uplands
South	Blue Heron, McVey/South Shore, Palisades, Westridge

Summary

Perceptions of Lake Oswego

Residents continue to be impressed with the City of Lake Oswego.

- Overall, residents rate the City 8.6, on a ten-point scale, as a place to live.
- Ratings have been consistent since 2005.
- Almost all residents say the City of Lake Oswego has maintained its identity as the region's population has increased.

Nevertheless, overall satisfaction with the City of Lake Oswego local government continues to slip.

- Residents rate satisfaction with local government a 3.3 on a five-point scale, down .5 since 2005.
- “The City has done a good job” and “it is more supportive and responsive to the residents” were the primary reasons people said they were satisfied with City government.
- On the other hand, “improper budgeting and spending” was the primary reason people were less than satisfied with local government.
- CFM has found that opinions and satisfaction with other local governments have slipped during the past five to eight years. While declining ratings are not unique to Lake Oswego, City government should engage the community to determine why satisfaction continues to decline and to identify ways to improve satisfaction with its efforts.

Financial Issues

Opinions of the City's financial management are mixed.

- A majority (52%) of residents agree the City of Lake Oswego makes efficient use of tax dollars, while just over a third (36%) disagree.
- Opinions about financial management are identical to 2010 results but not as positive as opinions found in 2008.

A solid majority says the City is putting about the right amount of emphasis on ten of 13 City departments, programs and facilities, but a close review of some areas is warranted.

- Generally speaking, residents think City support is about right for public safety (police, fire and rescue), special events, parks and open space maintenance, parks and recreation programs and classes, programs for people age 50 or older, and water, sewer and storm drainage.
- A large share of residents said more emphasis should be placed in five areas: communication with citizens, street maintenance, City public library, youth programs and economic development.
- Conversely, a large share say less emphasis is needed for the City indoor tennis center and “planning, zoning and permits.”

The City should review and evaluate its efforts and support in those areas where residents say more or less emphasis is needed.

Residents are most likely to prefer reducing City services and their costs to equal revenue to address expected budget shortfalls. Cutting services and taxes and maintaining services and raising taxes were less popular options.

- Half the City’s residents agreed that some services should be cut or eliminated to increase funding on core services, such as police, fire, sewer or streets. What services should be cut and to what extent was not mentioned.

Regulations and Planning

At least half of City residents say regulations are meeting community needs in five of seven areas: neighborhood character and design, building codes and standards, streams and wetlands, commercial signs, and industrial and commercial businesses. Few residents say regulations are not strong enough in any area.

- People have mixed opinions whether regulations on sensitive lands meet needs or are too strong, and a majority said tree regulations are too strong.
- A review of City regulations is probably warranted considering the large share of residents who say all regulations tested are too strong.
- How regulations are described can impact opinions. Residents had different perceptions whether regulations met needs or were too strong when the phrases “streams and wetlands” and “sensitive lands” were



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used. Both refer to similar things. These results indicate clear, concise and easy to understand descriptions are needed to accurately assess public opinion regarding regulations.

Shops and restaurants are the type of services residents are most likely to prefer in the North Anchor redevelopment project, followed by a library, space for arts and culture, and parking.

Information Sources

The *Lake Oswego Review* and the Hello LO newsletter dominated as the most popular sources of information about the City's government. However, residents use a variety of other sources for information.

- These results indicate the City cannot rely on just one or two media sources to inform and educate the community about what is happening in City Hall.

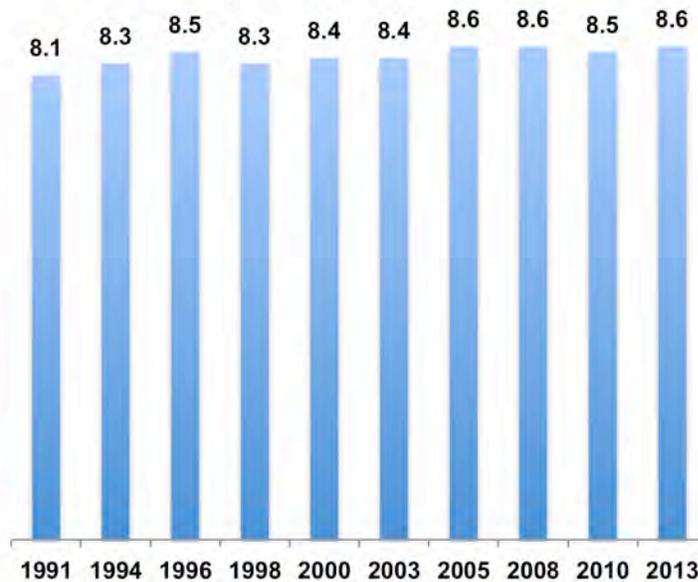
SURVEY RESULTS

Quality of Life

Residents continue to give the City of Lake Oswego high marks as a place to live. When residents were asked to rate the City as a place to live using a ten-point scale, overall ratings averaged 8.6. Similar results were found in the 2005, 2008 and 2010 community surveys. Ratings were similar among all demographic groups, ranging from a high of 8.9 among women to a low of 8.3 among residents of 11 to 15 years.

Quality of Life

Q2: Overall, how do you rate Lake Oswego as a place to live?
Please use a "0" to "10" scale, with zero meaning very poor place to live, and 10 an excellent place to live.

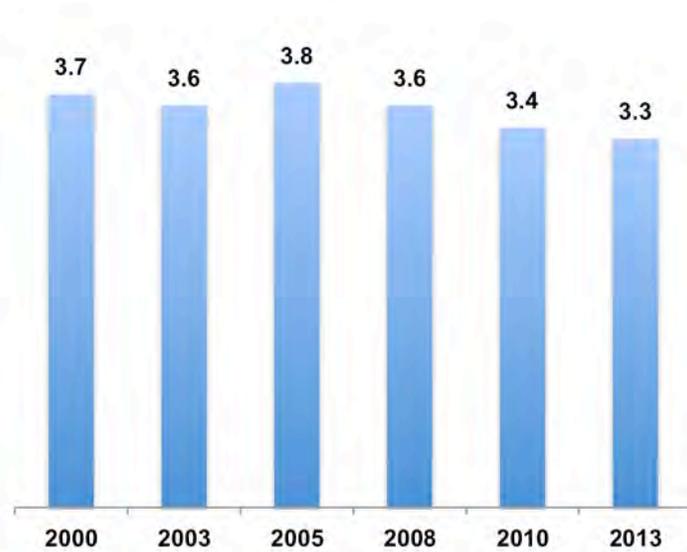


Satisfaction with City Government

When asked to rate the overall satisfaction with the City of Lake Oswego, local government residents gave an average rating of 3.3, based on a five-point scale. Ratings have declined steadily during the past eight years, dropping from a high rating of 3.8 in 2005. Satisfaction ratings were similar among all demographic groups

Satisfaction with City Government

Q3: Now, I would like you to rate your overall satisfaction with your City of Lake Oswego local government. This time use a five-point scale with one being very dissatisfied and five being very satisfied with the quality of your local government.

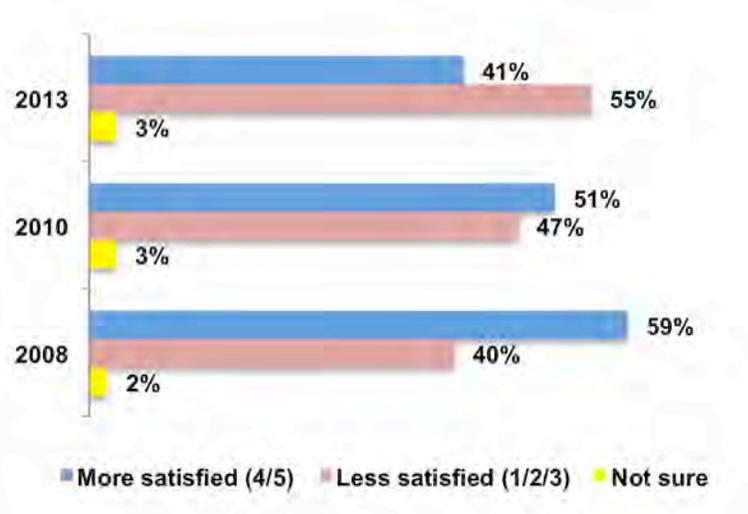


ranging from a low of 3.0 among residents in the South¹ to a high of 3.6 among residents in the North.

¹ Refer to the introduction for definitions of areas used in the report.

It may be easier for some readers to understand the change in satisfaction with local government by using percentage responses. Since 2008, top-two ratings (4/5), on a five-point scale, have dropped 18 points to 41% from 59%. Conversely, the

Satisfaction with City Government: Trends



share of residents who gave lower ratings (1/2/3), on a five-point scale, increased 15 points from 40% in 2008 to 55% in 2013.

Top-Two Rating Trends: 2008 to 2013

	2008	2013	Change
All	59%	41%	-18
Men	55%	35%	-20
Female	64%	47%	-17
Resident 10 or less	50%	42%	-8
Resident 11 years +	55%	40%	-15

Top-two satisfaction ratings have declined in all demographic groups.

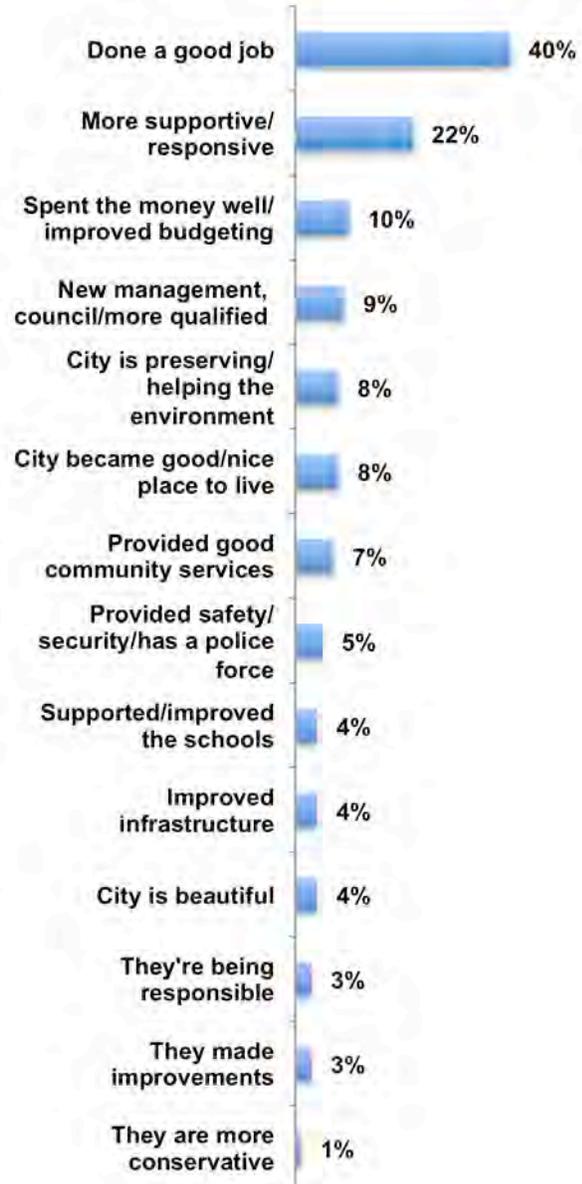
The declining performance ratings are not unique to Lake Oswego. CFM has found that satisfaction and performance ratings for local government, school districts and for other institutions have declined during the past five years. Similar trends have been found in national studies.

Why Satisfied

People satisfied with City government (4/5) were asked why they gave the City that rating. The most frequently volunteered reason people rated satisfaction with local City government a four or five was “done a good job” (40%), followed by “more supportive/responsive to the people/community” (22%). Nothing else was mentioned by more than 10%. With a few exceptions, it is difficult to determine if people are commenting on current or previous council activity. The next community survey should provide better insights about satisfaction with the current Council.

Why Satisfied

Q4: Why are you satisfied with your City of Lake Oswego government?
(If rated 4/5, n=163)

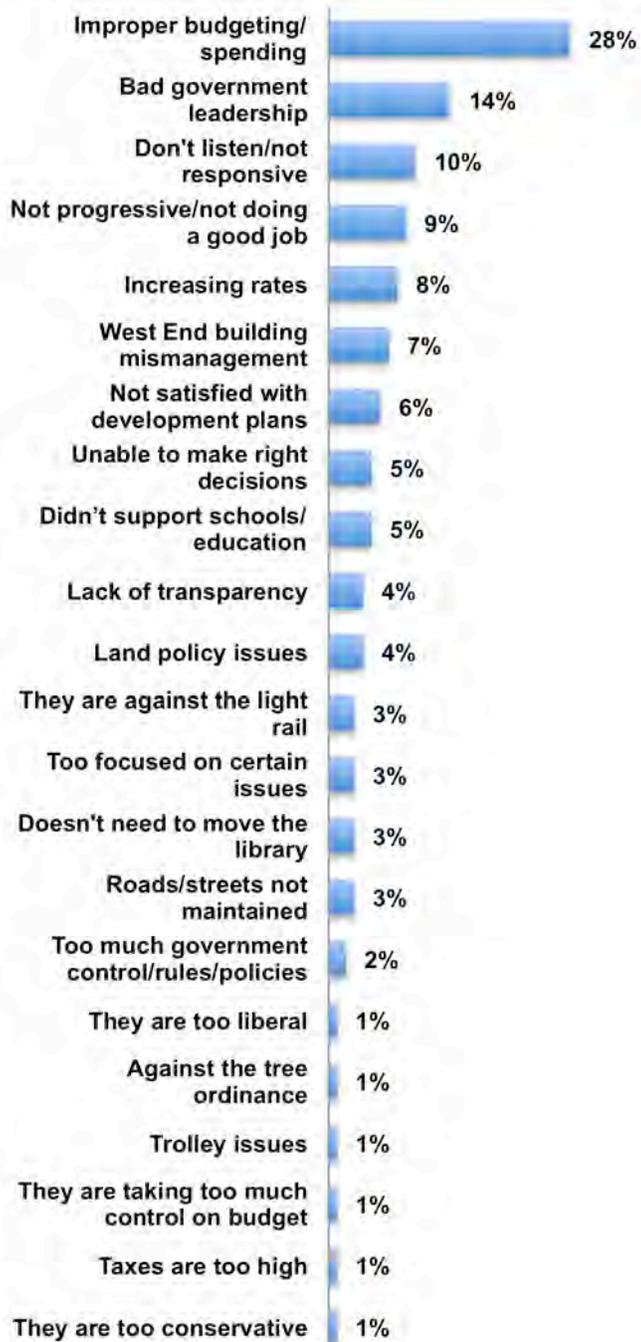


Why Dissatisfied

On the other hand, those who gave lower satisfaction ratings for local government (1/2/3) were asked why they were dissatisfied. “Improper budgeting/spending” (28%) was the primary reason residents said they were less than satisfied followed by bad government leadership (14%) and “don’t listen/not responsive” (10%). Nothing else was volunteered by more than 9%. Again, it is difficult to determine what comments refer to current or past events. The next community survey will provide better insights.

Why Dissatisfied

Q 5: Why are you dissatisfied with your City of Lake Oswego government? (If rated 1/2/3, n=219)

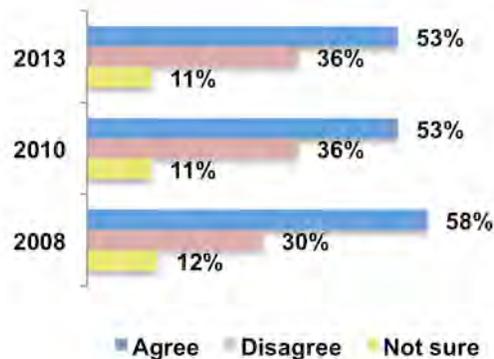


Perception of Efficiency

When residents were asked if they agreed or disagreed with the statement, “The City of Lake Oswego currently makes efficient use of tax dollars,” 53% agreed and 36% disagreed, while 11% were not sure. Similar results were found in the 2010 community survey, but the percent agreeing was five-points lower than results found in the 2008 survey. Readers should note, the word “currently” was used in the 2013 question but not the 2008 or 2010 survey.

Perceptions of Efficiency

Q6: Do agree or disagree: The City of Lake Oswego currently makes efficient use of tax dollars? *
 Previous years did not include the word “currently.”



Residents more likely to agree with the statement reside in the North area (69% agree), those age 35 to 44 years (67%), City residents ten years or less (61%) and the West area residents (60%). Residents in the South area (55% disagree) were the only demographic group where a majority disagreed with the statement.



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Areas of Emphasis

Residents were asked if the City should place more emphasis, has about the right emphasis or place less emphasis on 13 City departments, programs or facilities. A majority of residents said the City was putting about the right amount of emphasis in 10 of the 13 areas. On face value, it appears the community is comfortable with current city efforts in most areas but a closer assessment suggests a large share of the community may want more or less emphasis in several areas.

Areas of Emphasis

Q 7-19: To provide priorities and funding guidelines to the Lake Oswego City Council, please tell me if you think the City should place more emphasis, less emphasis or currently has about the right emphasis for each of the following City services.

	More emphasis	Currently right emphasis	Less emphasis	Difference More/Less
Police, fire and rescue services	8%	85%	5%	+3
Special events such as the Farmer's Market, Summer Concerts, and 4th of July Parade	10%	80%	9%	+1
Maintenance of parks and open space	14%	75%	9%	+5
Parks & Recreation programs and classes	16%	71%	10%	+6
Services and programs for adults age 50 years or older	12%	64%	10%	+2
Communication with citizens	32%	63%	3%	+29
Street maintenance	36%	60%	3%	+33
City public library	29%	59%	10%	+19
Services and programs for youth	27%	57%	5%	+22
Water, sewer, & storm drainage services	20%	57%	17%	+3
Planning, zoning and permits	16%	46%	27%	-9
Economic development	32%	45%	15%	+17
The City indoor tennis center	9%	31%	33%	-22

Ranked by "right emphasis," "not sure" responses excluded.



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The community perceived the City is putting the right about of effort in the areas of public safety (police, fire and rescue), special events, parks and open space maintenance, parks and recreation programs and classes, programs for people age 50 or older, and water, sewer and storm drainage. In each area a majority said the city is putting the right amount of emphasis and about an equal share say more or less emphasis is needed.

More emphasis should be considered in five areas: communication, street maintenance, the library, services and programs for youth and economic development. In each of these areas, a majority or plurality said the city is putting the right emphasis on each but a significantly larger share wants more emphasis on each than those who want less.

Less emphasis should be considered in the areas of “planning, zoning and permits” and the City tennis center. For both a significantly larger share wants less emphasis than those who want less.

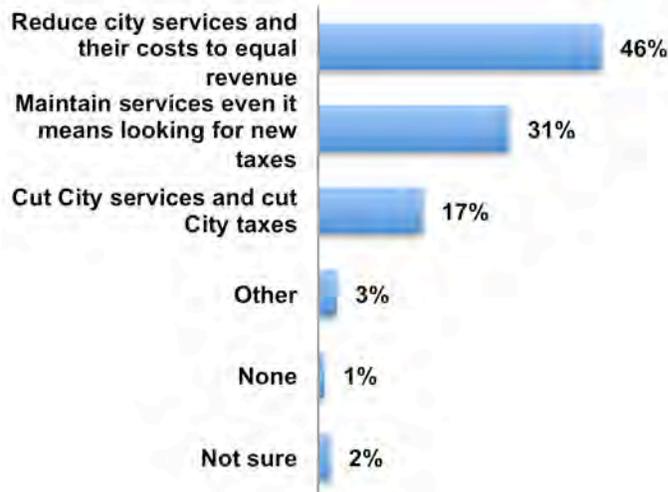
Overall, these results suggest residents are generally pleased with the support the City gives to six of 13 departments and services. For the remainder, a closer review by the City is warranted to determine if more or less emphasis should be placed on each.

Financial Planning

Residents were told the City would experience a budget shortfall in three to five years because operating costs are rising faster than revenues. With this in mind, residents were asked which of three discrete actions they would prefer the City take to maintain a balanced budget while providing City services and maintaining the community's quality of life.

Financial Planning

Q20: Based on projections, the City of Lake Oswego will experience a budget deficit within three to five years because operating costs are rising faster than revenues. Which one of the following three actions would you prefer the City Council take to maintain a balanced budget, provide City services and maintain the quality of the community?



Among the three options, reducing City services and their costs to equal revenue (46%) was the most popular, followed by maintaining services even if it means looking for new taxes (31%). Fewer residents were interested in cutting City service and cutting City taxes (17%).

All demographic groups preferred cutting services to equal revenues over other options, except those age 65+ who were equally divided between reducing services (37%) and maintaining services even if it means looking for new taxes (36%).

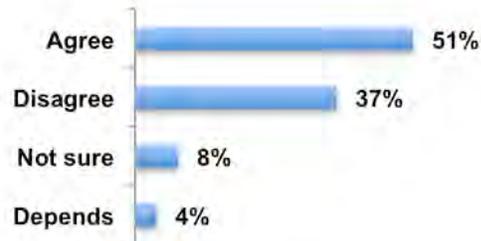
Funding Core Services

In order to fund increased spending on core services, such as police, fire, sewer and streets, 51% agree, while 37% disagree, the City should cut or eliminate some services. All demographic groups were more likely to agree with the

statement, except East area residents and City residents of 11 to 15 years. Both were evenly divided. Readers should note the question did not state which services should be reduced or the amount of the budget reduction.

Funding Core Services

Would you agree or disagree the City of Lake Oswego should cut or eliminate some services in order to increase spending on core services, such as police, fire, sewer and streets?





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Perceptions of City Regulations

Residents were asked if they thought City regulations in seven areas are not strong enough, meet

community needs or are too strong. At least half said regulations are meeting community needs for five of seven areas: neighborhood character and design, building codes and standards, streams and wetlands, commercial signs and industrial and commercial business.

Less than half said regulations meet City needs for sensitive lands. A majority said tree regulations were too strong.

While a majority of residents say regulations are meeting needs, there are significant differences between those who think rules are not strong enough and those who say rules are too strong in all areas. These results suggest a closer review of regulations is warranted in all areas tested.

Perceptions of City Regulations

Q22-28 Government uses a variety of regulations, such as zoning, building codes and permitting, to maintain community character and values. In each of the following areas, do you think current regulations by the City of Lake Oswego meet the needs of the community, are not strong enough, or are too strong to meet community needs and expectations in each of the following areas?

	Not strong enough	Meet the needs	Too strong	Difference not strong/ too strong
Neighborhood character and design regulations	6%	64%	23%	-17
Building codes and standards	5%	60%	25%	-20
Regulations on streams and wetlands*	9%	58%	21%	-12
Regulations on commercial signs	5%	53%	30%	-25
Industrial and commercial business regulations	7%	50%	19%	-12
Regulations on sensitive lands*	8%	44%	33%	-25
Tree regulations	6%	39%	51%	-45

Ranked by "meets needs." "Not sure" excluded. * Phrase testing.

Regulations on streams and wetlands and sensitive lands are similar. Both descriptions were used to assess if different phrases for the same area of regulations would affect public opinion. In this case, residents were more likely to perceive regulations were meeting community needs and less likely to perceive regulations were too strong with the phrase “streams and wetlands” than they were with the phrase “sensitive lands,” so how regulations are described can impact opinions.

Community Identity

Almost everyone agrees (95%) the City of Lake Oswego has maintained its own identity as the region’s population has grown.

□

Community Identity

Q29: Would you agree or disagree the City of Lake Oswego has maintained its own community identity as the region’s population has increased?



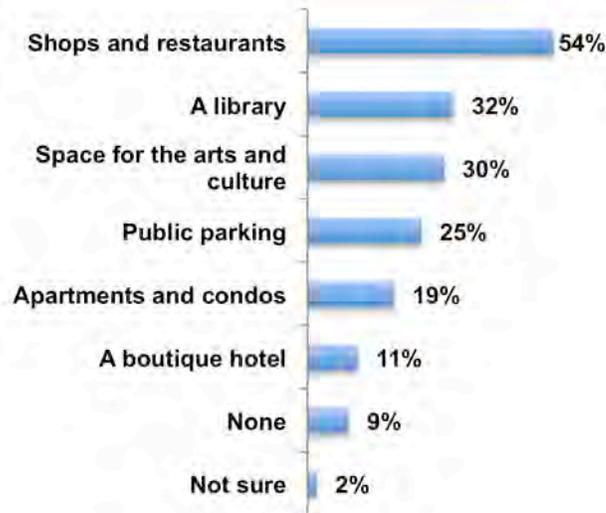
Preferred Development in North Anchor

Residents were asked which of six services and features they would prefer in the North Anchor redevelopment project to complement previous development in the downtown Lake Oswego area.

Shops and restaurants (54%) were the most popular additions, followed by a library (32%), space for arts and culture (30%), public parking (25%), apartments and condos (19%) and a boutique hotel (11%).

Preferred Development in North Anchor

Q 30: The City of Lake Oswego Redevelopment Agency has purchased property in downtown near B Avenue and State Street and First Street to create what is called the North Anchor redevelopment project. The project would complement past downtown redevelopment projects. Financing and market conditions are unknown factors. All things considered, which of the following would you like included in the downtown area near B Avenue and State and First Streets?



Multiple responses accepted.

The order of importance for each option was similar among demographic groups with the following exceptions:

- Residents age 18 to 34: Library (50%), arts and culture (42%), shops/restaurants (33%).
- Residents age 65+: Shops/restaurants (44%), parking (36%).
- North residents: Shops/restaurants (58%), arts/culture (41%).

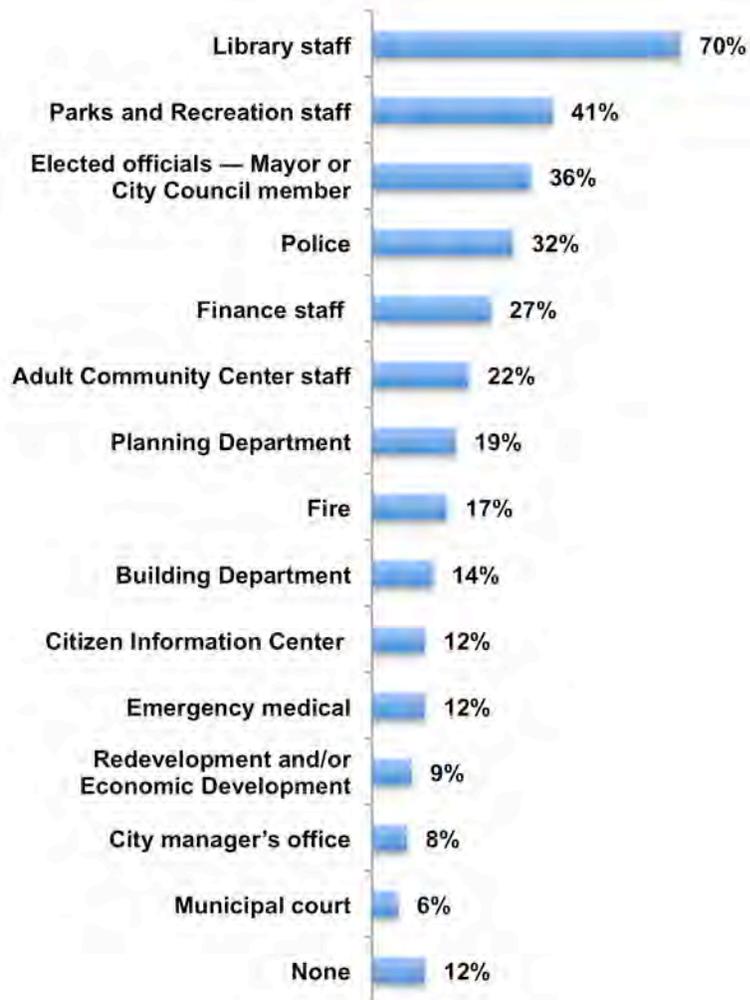
Contact with City Staff and Officials

Residents were read a list of City officials, staff and departments and asked which, if any, they'd had contact with during the past year. Nearly 90% of all residents had contact with at least one City official, staff or department. The largest share of residents had contact with library staff, followed by parks and recreation staff, elected officials and police. At least 10% had contact with other departments.

Results from previous surveys are not included because responses were read in 2013 but volunteered in previous surveys.

Contact with City Staff and Officials

Q31: The following is a list of City officials, staff and departments. As I read the list please tell me if you have had contact with a City employee or official from each during the past year.



Multiple responses accepted.

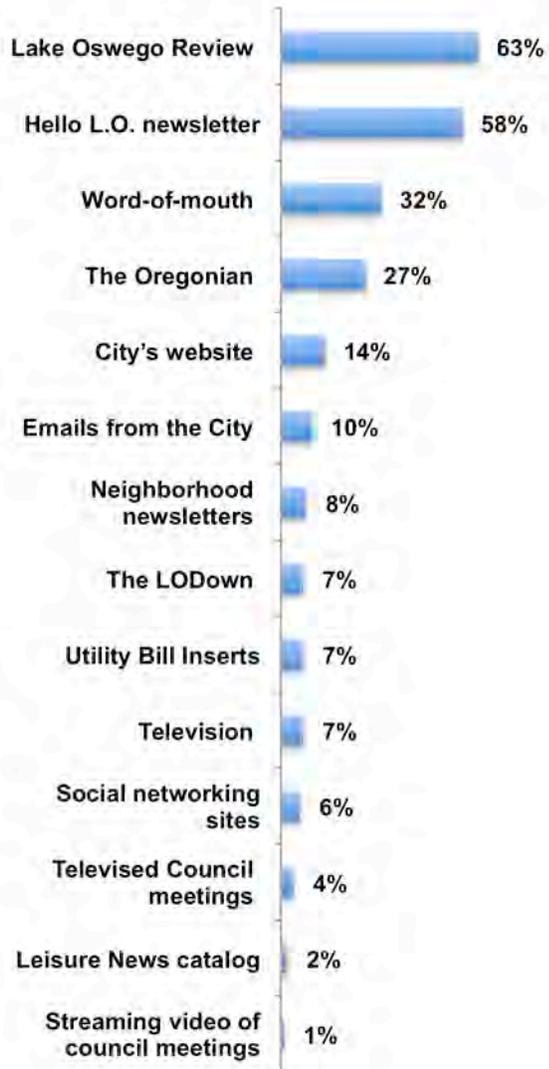
Information Sources

Residents were read a list of media and asked which were their main sources of information about local government. The *Lake Oswego Review* (63%) and Hello LO (58%) dominated as the two most popular sources. At least one in ten citizens chose word of mouth (32%), *The Oregonian* (27%), the City's website (14%) and emails from the City (10%) for local news. The rank order of sources used for information was similar among all demographic groups, except those age 18 to 34 who are significantly more likely to use social media for news.

Results from previous surveys are not included because media sources were read in 2013 and people were allowed to choose up to three. Responses were volunteered in previous surveys.

Information Sources

Q32: What are your main sources of information about the City of Lake Oswego's government?



Up to three choices were accepted.



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Characteristics of Participants

The following are the demographic characteristics of residents interviewed by this project. Demographic results are not weighted.

Gender		
Male	50%	
Female	50%	
Age	Survey results	Census
18 to 34 years	3%	16%
35 to 44 years	11%	16%
45 to 54 years	21%	23%
55 to 64 years	30%	24%
65 years +	35%	21%

Length of residence	
10 years or less	26%
11 to 15 years	15%
16 years +	58%
Children at home	
Yes	29%
No	71%
Landline/Cell phone	
Landline	96%
Cell phone	4%

Neighborhoods			
Mountain Park	10%	McVey/South Shore	2%
Westlake	10%	Red Fox Hills	2%
Palisades	9%	Uplands	2%
Lake Grove	8%	Waluga	2%
Bryant	5%	Foothills	1%
First Addition/Forest Hills	5%	John's Woods	1%
Glenmorrie	3%	Lakeview Summit/ Village on the Lake	1%
Westridge	3%	Blue Heron	1%
Forest Highlands	2%	Evergreen	1%
Hallinan Heights	2%	Mary's Woods	1%
Holly Orchard	2%	North Shore/Country Club	1%
Lake Forest	2%	Old Town	1%
Lakewood	2%	Other	14%
Marylhurst SE	2%		



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Online Survey

In addition to the phone survey, residents were given an opportunity to complete the same questionnaire online. Objectives for the online survey were to provide guidelines to city decision makers on key issues, to gather information from a larger share of the community and the engage residents in local issues.

The online survey exceeded expectations. A total of 2,170 people participated. Of these, at least 2,080 did not participate in the phone. Access to the survey was provided by email invitation and through City website and social media links. Controls were established for email participation, allowing just one response per email. No participations limits were established for open access sites.

As a rule, results from the online survey were almost identical to the phone survey for Lake Oswego as a place to live, satisfaction with local government and efficient use of tax dollars. Results for other questions varied by a percentage points but guidelines for funding priorities and regulations were similar in both the phone and online survey. Other similarities included sources of information and area of residence. Online participants were more likely to have contact with city staff, officials or departments, were somewhat younger and more recent residents to the City than those from the phone survey. A higher percentage of women participated online but participation in the phone survey was controlled to ensure an equal number of men and women participated.

Results from the phone and online surveys are included with the questionnaire found in the report. The online survey results were separated based on those people who responded from email invitations (online controlled) and those who responded via City website and social media options (online open).



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This questionnaire includes responses from the 2013 City of Lake Oswego Community Survey for both phone and online surveys. Results for the phone survey are weighted to reflect the age distribution of the community for all questions except those regarding demographic information. Online results are not weighted.

Lake Oswego 2013 Community Survey
 (Phone: N=400)
 (Online Controlled: N=1,674)
 (Online Open: N=496)

Hello, this is _____ from CFM Strategic Communications calling on behalf of the City of Lake Oswego. We are conducting a survey for the City among residents to help plan for the future and learn more about citizen's points of view. May I please speak with a (male/female) household member who is 18 years of age or older?

S1. To the best of your knowledge, do you live inside or outside the City limits of Lake Oswego?

Inside ->CONTINUE
 Outside/Unsure ->POLITELY TERMINATE

1. GENDER BY OBSERVATION

	Phone	Online Controlled	Online Open
Male	50%	38%	44%
Female	50%	62%	56%

(* Questions asked in previous City surveys.)

2. *Overall, how do you rate Lake Oswego as a place to live? Please use a "0" to "10" scale, with Zero meaning very poor place to live, and 10 an excellent place to live. RECORD.

	Very Poor 0	1	2	3	4	5	6	7	8	9	Excellent 10	Not sure 11
Phone	<1%	--	<1%	--	1%	1%	2%	11%	30%	25%	29%	<1%
Online Controlled	--	--	--	<1%	--	2%	3%	11%	30%	27%	27%	--
Online Open	--	--	--	1%	1%	3%	4%	12%	27%	26%	24%	--



3. *Now, I would like you to rate your overall satisfaction with your City of Lake Oswego local government. This time use a five-point scale with one being very dissatisfied and five being very satisfied with the quality of your local government.

4.

	Very dissatisfied 1	2	3	4	Very satisfied 5	Not sure 6
Phone	5%	16%	33%	28%	13%	5%
Online Controlled	6%	15%	28%	31%	10%	10%
Online Open	8%	19%	25%	28%	11%	8%

IF R6 in Q3: Go to Q6



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5. *IF R4/5 in q 3: Why are you satisfied with your City of Lake Oswego government?

	Phone	Online Controlled	Online Open
Done a good job/things went well/satisfied with them	40%	21%	17%
More supportive/responsive to the people/community	22%	18%	21%
Spent the money well/ Improved budgeting	10%	10%	19%
Had new management/changes in the council/leaders/more qualified for the position	9%	9%	16%
City became good/nice place to live	8%	7%	7%
City is clean/preserving/helping the environment	8%	10%	3%
Provided good community services (library, farmer's market, etc.)	7%	9%	7%
Provided safety/security/has a police force	5%	14%	7%
City became beautiful/pretty/attractive	4%	8%	4%
Improvements/developments with infrastructures	4%	6%	3%
Supported/improved the school/education	4%	9%	7%
They made improvements/progress	3%	5%	3%
They are more conservative	3%	1%	3%
They're being responsible/doing what they are suppose to do	3%	2%	3%
Well maintained/kept (roads/parks, etc.)	--	6%	4%
Positive mention about staff (polite/friendly, etc.)	--	5%	5%
Good decision making/forward thinking	--	5%	4%
They are transparent/provide information to the public	--	4%	3%
Proactive/involved/works on issues facing the community	--	2%	3%
Has vision/ goals for the future	--	3%	1%
Good/excellent fire departments	--	2%	2%
Good planning	--	2%	1%
Improving the quality of life for residents	--	2%	--
Good/great facilities/amenities	--	2%	1%
They are well balanced	--	1%	3%
Became a family oriented place	--	1%	1%
They are efficient	--	1%	1%
Good communication	--	1%	2%
Working on the issues regarding Foothills development	--	1%	1%
Reducing rates (water/sewer, etc.)	--	1%	2%
Support for youth/kids	--	1%	1%
Improvements on the water system	--	1%	1%
They support cultural events/programs	--	1%	--
Worked on issues regarding private property	--	1%	--
Well organized	--	1%	--
They are accessible	--	1%	--
None/not satisfied	--	2%	5%
Other	--	1%	6%
Not sure	5%	2%	3%



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6. *IF R 1/2/3 in Q3: Why are you dissatisfied with your City of Lake Oswego government?

	Phone	Online Controlled	Online Open
Improper budgeting/spending	28%	26%	27%
Bad government leadership/political fights	14%	21%	19%
They don't listen/not responsive to people's concerns	10%	15%	20%
Not progressive/not doing a good job	9%	10%	6%
Increasing rates (i.e. water bills, etc.)	8%	11%	11%
West End building mismanagement	7%	10%	8%
Not satisfied with the developmental plans	6%	5%	3%
Unsupported schools/education	5%	3%	2%
Unable to make right decisions	5%	4%	6%
Land policy issues/control over private property rights	4%	5%	8%
Lack of transparency/not informing the public what is going on	4%	11%	5%
Roads/streets not maintained	3%	4%	4%
Doesn't need to move the library/Library concern	3%	3%	2%
Too focused on a certain area/focus on unimportant issues	3%	9%	6%
They are against the light rail	3%	2%	1%
Too much government control/too many rules/policies	2%	4%	5%
They are too conservative	1%	2%	1%
Taxes are too high	1%	4%	2%
They are taking too much control on budget	1%	--	--
Trolley issues	1%	1%	--
Against the tree ordinance	1%	4%	3%
They are too liberal	1%	--	--
They are self-service/promoting their own agenda	--	5%	5%
Parks and recreation concerns	--	3%	5%
Not enough public transportation/transit support/streetcar issues	--	3%	3%
Favor wealthy/special interest groups	--	2%	4%
Lack of vision/goal for the future	--	2%	3%
Lack desire to grow with businesses/economy	--	1%	2%
Dysfunctional police force	--	1%	2%
Need better housing plan	--	1%	1%
Purchasing of Safeco building/issues	--	1%	1%
They are cutting programs/services	--	1%	2%
Too many overpaid employees/too much benefits	--	--	2%
None/positive mentions/satisfied	4%	1%	2%
Neutral	4%	1%	2%
Other	7%	4%	6%
Not sure	1%	1%	1%



Please tell me if you agree or disagree with the following statement. WAIT AND ASK: Is that strongly or somewhat agree/disagree?

		Strongly disagree	Somewhat disagree	Somewhat agree	Strongly agree	Not sure
7. The City of Lake Oswego currently makes efficient use of tax dollars.	Phone	14%	22%	40%	13%	11%
	Online Controlled	10%	18%	42%	14%	16%
	Online Open	16%	24%	36%	14%	10%



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To provide priorities and funding guidelines to the Lake Oswego City Council, please tell me if you think the City should place more emphasis, less emphasis or currently has about the right emphasis for each of the following City services. RANDOMIZE

		More emphasis	Currently right emphasis	Less emphasis	Not sure
8. City public library	Phone	29%	59%	10%	2%
	Online Controlled	33%	51%	14%	2%
	Online Open	24%	47%	26%	2%
9. Parks & Recreation programs and classes	Phone	16%	71%	10%	3%
	Online Controlled	18%	67%	11%	4%
	Online Open	16%	57%	22%	4%
10. Police, fire and rescue services	Phone	8%	85%	5%	2%
	Online Controlled	15%	73%	6%	6%
	Online Open	18%	70%	8%	4%
11. Water, sewer, & storm drainage services	Phone	20%	57%	17%	6%
	Online Controlled	18%	57%	14%	12%
	Online Open	20%	53%	17%	10%
12. Services and programs for adults age 50 years or older	Phone	12%	64%	10%	14%
	Online Controlled	17%	60%	11%	12%
	Online Open	14%	52%	18%	15%
13. Street maintenance	Phone	36%	60%	3%	1%
	Online Controlled	39%	53%	4%	4%
	Online Open	48%	45%	5%	2%
14. Maintenance of parks and open space	Phone	14%	75%	9%	2%
	Online Controlled	23%	70%	5%	2%
	Online Open	22%	65%	11%	3%



		More emphasis	Currently right emphasis	Less emphasis	Not sure
15. Special events such as the Farmer's Market, Summer Concerts, and 4 th of July Parade	Phone	10%	80%	9%	1%
	Online Controlled	13%	75%	10%	2%
	Online Open	14%	69%	16%	2%
16. Communication with citizens	Phone	32%	63%	3%	2%
	Online Controlled	30%	61%	5%	4%
	Online Open	37%	51%	8%	3%
17. The City indoor tennis center	Phone	9%	31%	33%	26%
	Online Controlled	13%	23%	45%	19%
	Online Open	11%	21%	55%	13%
18. Planning, zoning and permits	Phone	16%	46%	27%	12%
	Online Controlled	15%	43%	24%	19%
	Online Open	16%	34%	37%	13%
19. Services and programs for youth	Phone	27%	57%	5%	11%
	Online Controlled	26%	53%	8%	13%
	Online Open	26%	50%	15%	10%
20. Economic development	Phone	32%	45%	15%	8%
	Online Controlled	28%	38%	21%	14%
	Online Open	34%	31%	27%	8%



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21. Based on projections, the City of Lake Oswego will experience a budget deficit within three to five years because operating costs are rising faster than revenues. Which one of the following three actions would you prefer the City Council take to maintain a balanced budget, provide city services and maintain the quality of the community?
RANDOMIZE

	Phone	Online Controlled	Online Open
Cut city services and cut city taxes	17%	8%	14%
Reduce city services and their costs to equal revenue	46%	43%	49%
Maintain services even it means looking for new taxes	31%	32%	22%
(DON'T READ) Other	3%	7%	8%
(DON'T READ) None	1%	1%	--
(DON'T READ) Not sure	2%	8%	7%

22. Would you agree or disagree the City of Lake Oswego should cut or eliminate some services in order to increase spending on core services, such as police, fire, sewer and streets?

	Phone	Online Controlled	Online Open
Agree	51%	36%	46%
Disagree	37%	26%	23%
(DON'T READ) Depends	4%	34%	27%
(DON'T READ) Not sure	8%	4%	4%



Government uses a variety of regulations, such as zoning, building codes and permitting, to maintain community character and values. In each of the following areas, do you think current regulations by the City of Lake Oswego meet the needs of the community, are not strong enough, or are too strong to meet community needs and expectations in each of the following areas?

		Meet the needs	Are not strong enough	Are too strong	Not sure
23. Tree regulations	Phone	39%	6%	51%	4%
	Online Controlled	34%	9%	49%	9%
	Online Open	27%	8%	59%	5%
24. Regulations on commercial signs	Phone	53%	5%	30%	13%
	Online Controlled	60%	7%	16%	17%
	Online Open	56%	8%	22%	14%
25. Building codes and standards	Phone	60%	5%	25%	10%
	Online Controlled	55%	7%	16%	22%
	Online Open	50%	8%	25%	17%
26. Neighborhood character and design regulations	Phone	64%	6%	23%	7%
	Online Controlled	56%	13%	17%	15%
	Online Open	49%	13%	26%	12%
27. Industrial and commercial business regulations	Phone	50%	7%	19%	24%
	Online Controlled	44%	7%	11%	39%
	Online Open	42%	6%	20%	31%
28. Regulations on streams and wetlands	Phone	58%	9%	21%	11%
	Online Controlled	46%	15%	18%	21%
	Online Open	35%	12%	35%	18%
29. Regulations on sensitive lands	Phone	44%	8%	33%	14%
	Online Controlled	37%	13%	29%	22%
	Online Open	28%	11%	46%	15%



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30. Would you agree or disagree the City of Lake Oswego has maintained its own community identity as the region's population has increased?

	Phone	Online Controlled	Online Open
Agree	95%	84%	79%
Disagree	4%	7%	11%
(DON'T READ) Not sure	2%	9%	10%

31. The City of Lake Oswego Redevelopment Agency has purchased property in downtown near B Avenue and State Street and First Street to create what is called the North Anchor redevelopment project. The project would complement past downtown redevelopment projects. Financing and market conditions are unknown factors. All things considered, which of the following would you like included in the downtown area near B Avenue and State and First Streets? ACCEPT UP TO THREE

	Phone	Online Controlled	Online Open
Shops and restaurants	54%	59%	61%
A library	32%	32%	23%
Space for the arts and culture	30%	37%	24%
Public parking	25%	33%	36%
Apartments and condos	19%	26%	27%
A boutique hotel	11%	18%	20%
DON'T READ None	9%	10%	15%
DON'T READ Not sure	2%	5%	5%



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32. The following is a list of City officials, staff and departments. As I read the list please tell me if you have had contact with a City employee or official from each during the past year. **READ & RANDOMIZE. ACCEPT ALL THAT APPLY.**

	Phone	Online Controlled	Online Open
Library staff	70%	75%	65%
Parks and Recreation staff	41%	49%	47%
Elected officials — Mayor or City Council member	36%	28%	43%
Police	32%	34%	40%
Finance staff which handles the city budget, Utility Billing, Dog and Business Licenses, Passports	27%	25%	30%
Adult Community Center staff	22%	25%	20%
Planning Department	19%	22%	26%
Fire	17%	14%	17%
Building Department	14%	17%	17%
Emergency medical	12%	8%	8%
Citizen Information Center	12%	12%	15%
Redevelopment and/or Economic Development	9%	6%	9%
City manager's office	8%	11%	16%
Municipal court	6%	6%	7%
None	12%	5%	7%
DON'T READ Not sure	2%	1%	--



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33. What are your main sources of information about the City of Lake Oswego's government? **READ & RANDOMIZE. ACCEPT UP TO THREE.**

	Phone	Online Controlled	Online Open
<i>Lake Oswego Review</i>	63%	62%	68%
<i>Hello L.O.</i> newsletter	58%	72%	66%
Word-of-mouth	32%	24%	27%
<i>The Oregonian</i>	27%	24%	19%
City's web site	14%	17%	18%
Emails from the City of Lake Oswego that you signed up for	10%	24%	17%
Neighborhood newsletters	8%	8%	7%
Television	7%	2%	1%
Utility Bill Inserts	7%	7%	5%
The e-newsletter, <i>The LODown</i>	7%	17%	7%
Social networking sites such as Facebook and Twitter	6%	3%	13%
Televised Council meetings	4%	6%	7%
Leisure News catalog	2%	2%	1%
Streaming video of council meetings	1%	2%	5%
DON'T READ: Other: SPECIFY	2%	5%	9%
DON'T READ: Don't know	1%	1%	1%

And now just a few questions for statistical purposes:

34. Is your age

	Phone	Online Controlled	Online Open
16 to 17	--	<1%	1%
18 to 34	3%	3%	7%
35 to 44	11%	15%	17%
45 to 54	21%	24%	30%
55 to 64	30%	27%	24%
65+	35%	29%	21%
Refused		2%	1%

35. *How many years have you lived in the City of Lake Oswego?

	Phone	Online Controlled	Online Open
10 years or less	22%	39%	35%
11 to 15 years	15%	14%	15%
More than 15 years	63%	47%	51%



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36. *Do any children under the age of 18 years old live in your household?

	Phone	Online Controlled	Online Open
Yes	29%	36%	46%
No	71%	63%	51%
DON'T READ Refused	<1%	2%	3%

37. *What is the name of your neighborhood area or subdivision? **DON'T READ.**

	Phone	Online Controlled	Online Open
Blue Heron	1%	3%	4%
Bryant	5%	5%	7%
Evergreen	1%	2%	3%
First Addition/Forest Hills	5%	8%	8%
Forest Highlands	2%	3%	5%
Foothills	<1%	2%	1%
Glenmorrie	3%	3%	1%
Hallinan Heights	2%	3%	1%
Holly Orchard	2%	2%	2%
John's Woods	<1%	1%	-
Lake Grove	8%	6%	6%
Lake Forest	2%	1%	1%
Lakeview Summit/Village on the Lake	1%	2%	2%
Lakewood	2%	3%	3%
Mary's Woods	1%	<1%	<1%
Marylhurst	2%	<1%	--
McVey/South Shore	2%	4%	5%
Mountain Park	10%	12%	6%
North Shore/Country Club	1%	2%	4%
Old Town	1%	2%	3%
Palisades	9%	11%	10%
Red Fox Hills	2%	1%	1%
Uplands	2%	4%	3%
Waluga	2%	2%	2%
Westlake	10%	7%	8%
Westridge	3%	3%	5%
Other	14%	5%	6%
Don't know	7%	2%	3%