

Community Satisfaction Survey



**PATINKIN
RESEARCH
STRATEGIES**



- **A survey of n=1032 residents of the City of Milwaukie was conducted. This includes:**
 - A survey of n=500 residents conducted by telephone using professional interviewers. A voter file sample was used and interviews were conducted May 1st through May 7th, 2017.
 - An online survey of n=532 residents conducted via Survey Monkey. Survey responses included in this report are from May 1st through May 11th, 2017.
- **The margin of error for the sample as a whole is plus or minus 3.0 percentage points at the 95% level of confidence. The margin of error for subgroups varies and is higher.**
- **Throughout this report we refer to “younger” and “older” residents. Younger residents are under age 55 and older residents are age 55 and up.**



Overarching Findings and the Lay of the Land



Overarching findings:



- **Note: the data reflected in this analysis includes responses from both a sample of residents contacted exclusively via telephone and another sample reflecting combined data from the telephone and an online survey. The end result are slightly nuanced and include different findings on a few specific issues—particularly those that are revenue related. A few notes about these samples:**
 - The telephone survey is a better statistical reflection of residents as a whole. Quotas were used to ensure that we talked to a representative sampling of major subgroups identified in the latest census information available. This includes age, gender, educational attainment and race. The end result is a younger, less wealthy, even gender split and less well-educated sample. Attitudinally, these residents are less involved, getting much of their information about the City from TV news and local newspapers.
 - The online survey was weighted to reflect the most recent census information available. However, survey respondents before weighting tended to be slightly more female, older, better educated and more wealthy. Attitudinally, these residents are more involved, with a significant number saying they get information about the City from the Pilot or from social media.
 - While we find that responses to many of the questions asked of both groups are similar and within margin of error, there are a few places where they diverge. Most importantly, we see this divergence around fiscal issues. Telephone only responses should be viewed as a better reflection of how residents as a whole start out on these issues (more divided). Combined data responses lean more supportive of raising additional revenues, however, City leaders should keep in mind that these are the proverbial “loudest” voices in the room. We delve deeper into this nuance during the course of the presentation and analysis.

Overarching findings, Cont'd.:



- In a good example of the occasional divergence between the telephone and online samples, when asked to identify the most important issue they confront in their community, respondents place different emphasis based on sample type. Online responses prioritize “street maintenance” (34%), while telephone responses focus on “taxes” (25%). All other responses are within margin of error.
- Overall, residents express satisfaction with the quality of services provided (83% net satisfied). Though over six in 10 (63%) say they are only “somewhat satisfied.” This should not be taken as critique. In our experience, this is more likely a function of residents not paying as much attention and, as a result, being less willing to weigh in with any particular intensity on the subject.
- There is, however, some nuance when respondents are asked to weigh in on distinct services. In combined data, residents are most satisfied with public safety, management of community events, provision of utilities and dissemination of important information regarding policies and current events with seven in 10 or more saying they are satisfied with these services.
- Residents are particularly divided over street maintenance, enforcement of City codes and the creation of housing affordability. Online survey respondents tended to be more dour than those contacted via phone. Though keep in mind that even here those who expressed “satisfaction” outpaced “not satisfied” responses by double-digits. The notable exception is street maintenance (50% satisfied; 47% not satisfied)—a sore spot for online respondents as we saw in open-ended questioning.
- Satisfaction with services, as a whole or based on issue, is impacted depending on subgroup type. Those more satisfied with City service delivery tend to be younger and have lived in the community a shorter period of time. Those less satisfied are older and have been in the community for a longer period of time. This divide repeats itself on multiple issue fronts.

Overarching findings, Cont'd.:

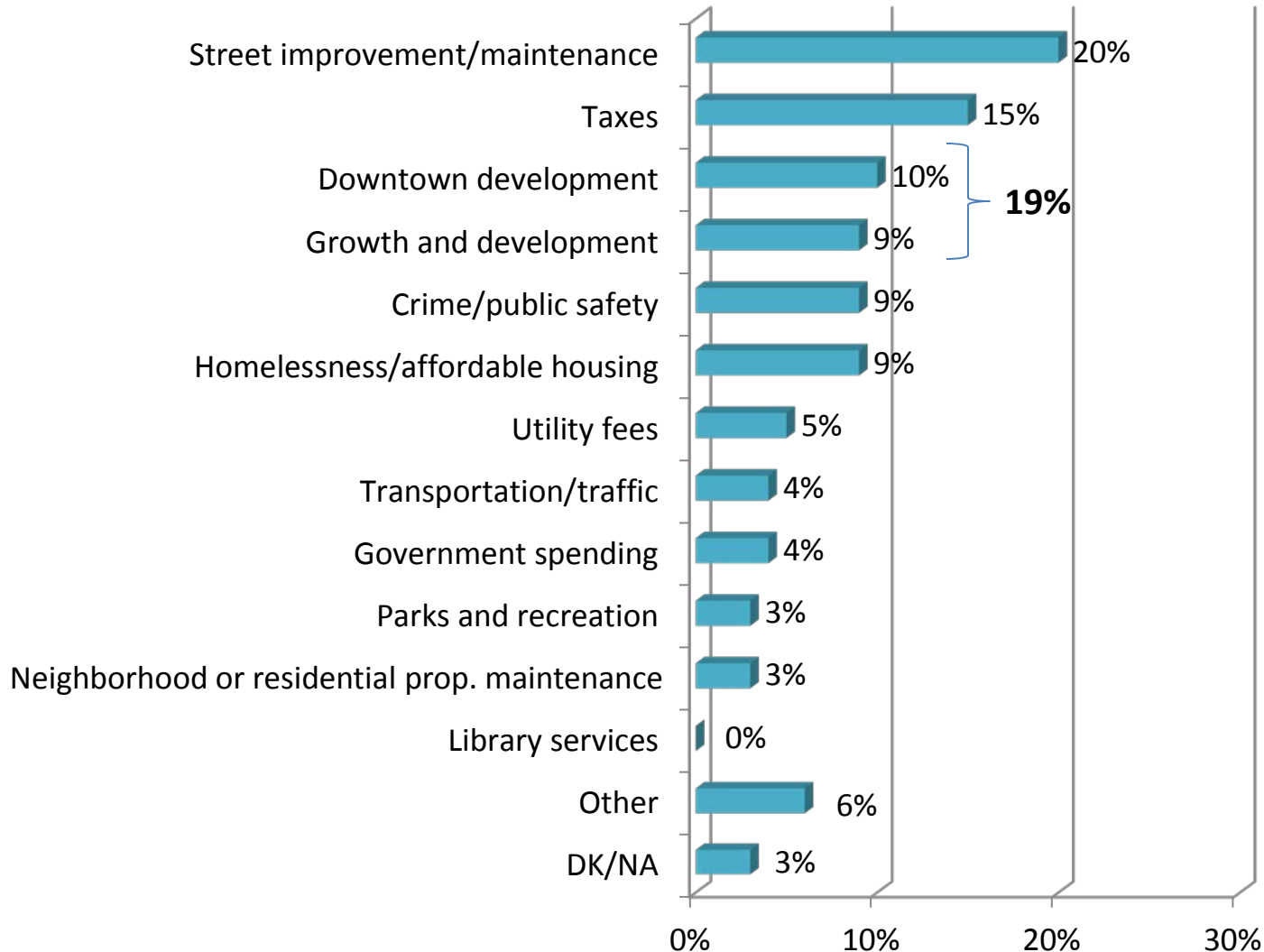


- Residents are also satisfied with how the City spends taxpayer dollars (61% net satisfied; 24% net not satisfied). We see light intensity on this question. Only 12% say they are “very satisfied,” while only six percent say they are “not satisfied at all.” In our view, this again reflects the fact that residents are not paying as much attention to City issues—not an abnormal finding.
- As with satisfaction with services provided, perceptions of how the City spends taxpayer dollars are predicated on subgroup type. Those who have been in the community for a shorter period of time and younger residents are more satisfied. Those who have been in the community the longest and are over age 55 are less satisfied (keep in mind that double digit margins of the latter two groups express satisfaction).
- City departments get rave reviews from survey respondents. Double-digit margins provide a “net positive” rating for every department tested. The Police Department is the most revered (77% net positive). The last on the list is Community Development with only 48% providing a positive review. This said, Community Development’s lower positive rating is not reflected in an uptick in negative reviews. Rather, it’s a function of fewer people being aware of its work—23% say they don’t know enough to weigh in, a significantly higher number than the other departments tested.
- As we progress through the survey results and analysis, you’ll note specific issue areas that show divides within the community. However, we want to end this section by noting that, overall, residents are very satisfied with the services provided by the City, with its individual departments, and how the City spends taxpayer dollars. Well done.

When asked, respondents are all over the map regarding top priorities for the city



That said, street improvements and taxes come out on top.



*For you personally, what is the single most important issue for the Milwaukie City Council to address over the next year? **Combined data***

Street improvements are the top priority from the online survey, while taxes come out on top for the phone survey



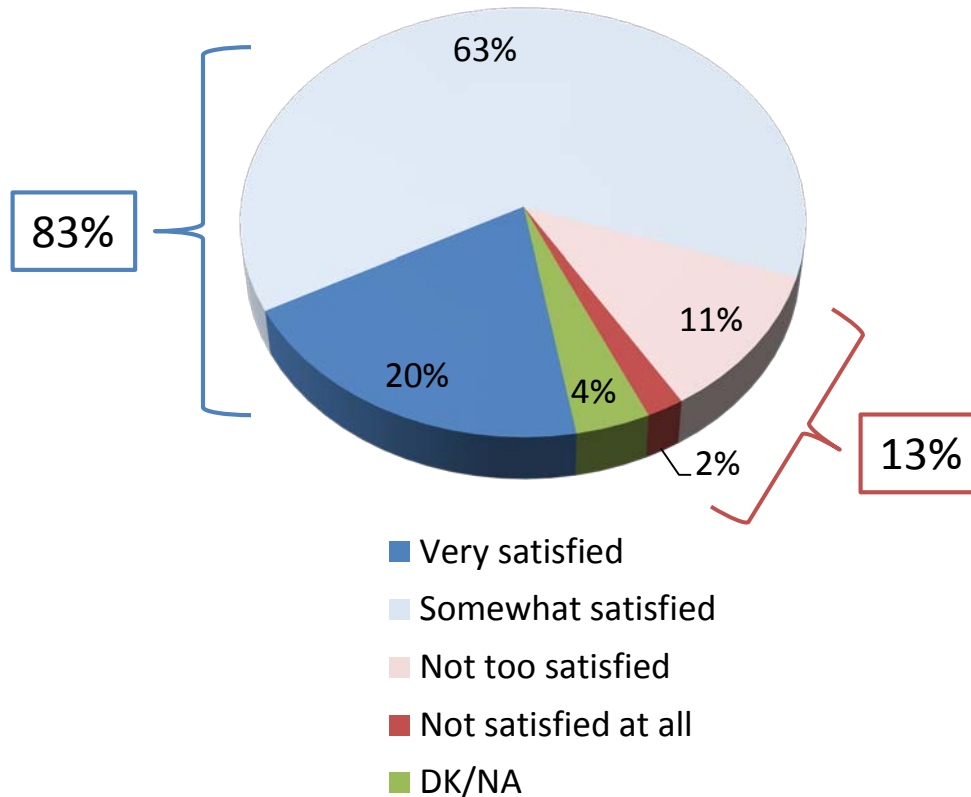
	<i>Phone sample</i>	<i>Online sample</i>	<i>Combined</i>
Street improvement/maintenance	9%	34%	20%
Taxes	25%	2%	15%
Downtown development	10%	11%	10%
Growth and development	7%	12%	9%
Crime/public safety	12%	6%	9%
Homelessness/affordable housing	10%	7%	9%
Utility fees	6%	4%	5%
Transportation/traffic	4%	3%	4%
Government spending	6%	1%	4%
Parks and recreation	4%	3%	3%
Neighborhood or residential property maintenance	2%	3%	3%
Library services	1%	0%	0%

For you personally, what is the single most important issue for the Milwaukie City Council to address over the next year?

Over eight-in-10 are satisfied with the quality of services provided by the city



That said, the intensity of feeling is muted with only one-in-five indicating that they are “very satisfied.” This is not surprising. Unless facing an urgent issue, respondents typically opt for the less intense response.



Generally speaking, how satisfied are you with the quality of services provided by the City of Milwaukie? **Combined data**

Where residents land on quality of services:



Keep in mind that very few respondents, regardless of sample type, express dissatisfaction with the quality of services provided by the city more generally.

Most likely to be net “satisfied”

• Resident under 5 years	91%
• Ages 18-34	91%
• HH Income \$40K-\$60K	89%
• News from local newspapers	89%
• News from social media	88%
• Young men	88%
• All residents	83%

Most likely to be net “not satisfied”

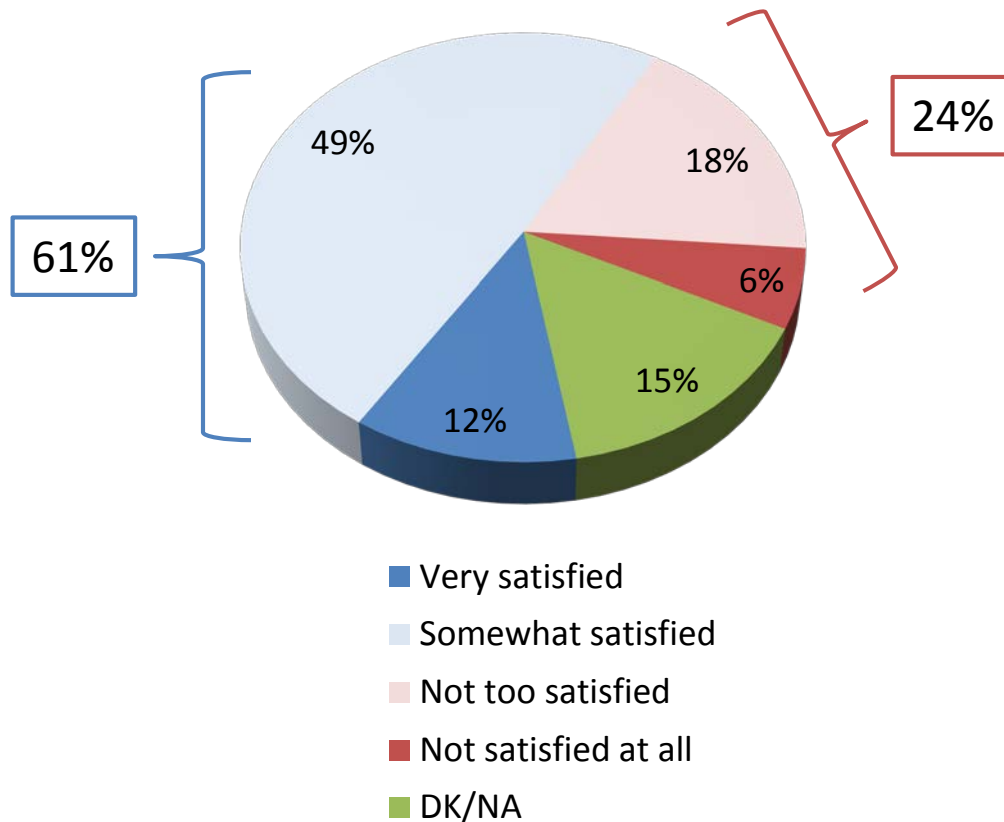
• Older men	19%
• Ages 65+	19%
• Resident more than 20 years	19%
• No college men	19%
• Over 55, no college	19%
• HH Income <\$40K	18%
• All residents	13%

*Generally speaking, how satisfied are you with the quality of services provided by the City of Milwaukie? **Combined data***

Six-in-10 are satisfied with how the city spends taxpayer dollars



Again, the intensity of feeling is muted with only one-in-10 indicating they are “very satisfied.” Just under a quarter are unsatisfied.



How satisfied are you with how the City of Milwaukie spends the tax dollars it receives?
Combined data

Where residents land on city spending:



Most likely to be net “satisfied”

- News from local newspapers 76%
- Resident <5 years 73%
- Ages 18-34 71%
- Young men 70%
- HH Income \$40K-\$80K 69%
- News from local network news 67%
- Renters 66%

- All residents 61%

Most likely to be net “not satisfied”

- Resident 20+ years 36%
- Over age 55 29%

- All residents 24%

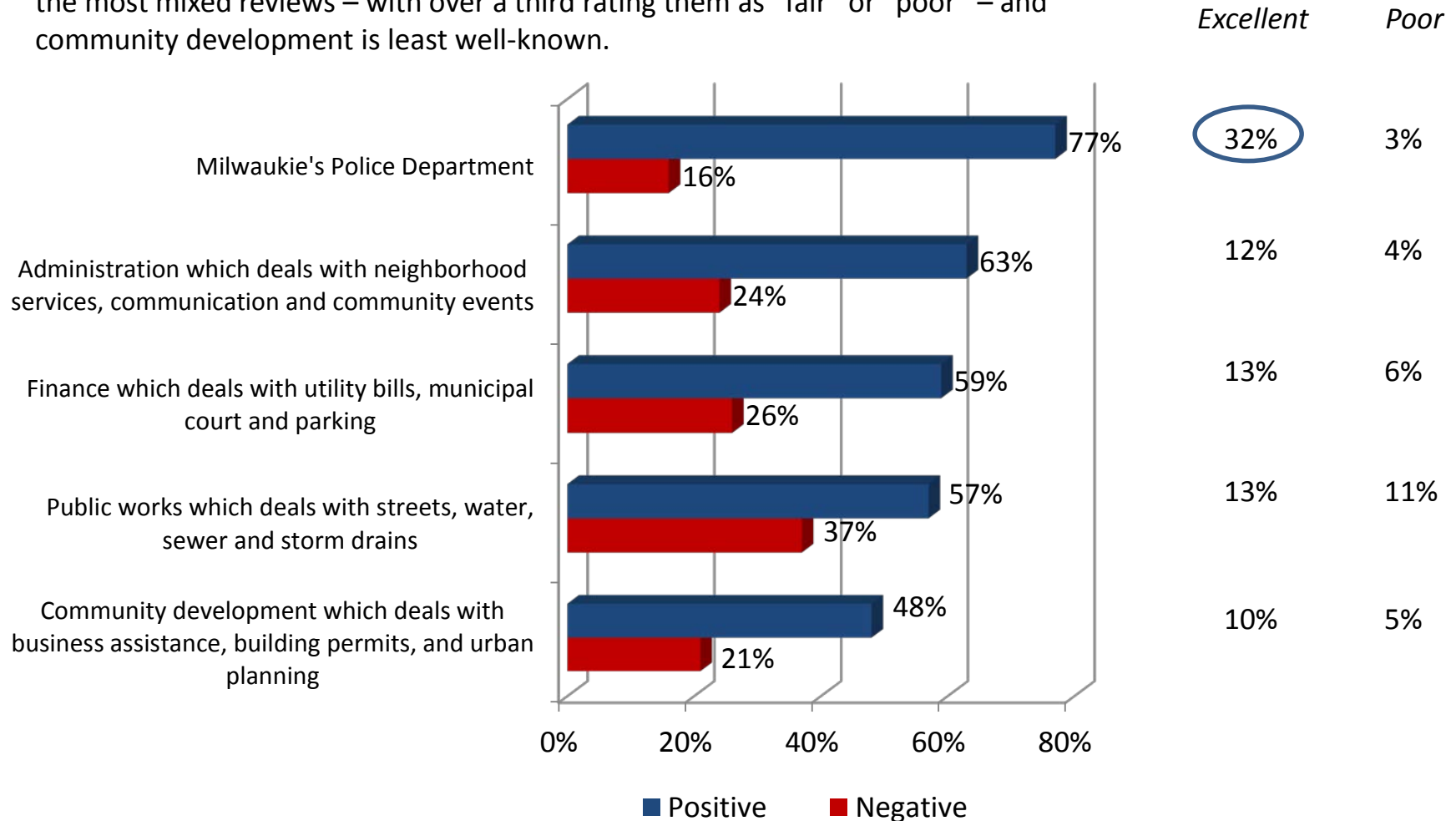
< *Double-digit margins of both “not satisfied” subgroups indicate they are satisfied with how the City spends tax dollars.*

How satisfied are you with how the City of Milwaukie spends the tax dollars it receives?
Combined data

The Milwaukie PD receives rave reviews



All city departments receive good marks among those familiar. Public works receives the most mixed reviews – with over a third rating them as “fair” or “poor” – and community development is least well-known.



Job performance ratings—Combined data



Perceptions of City Events

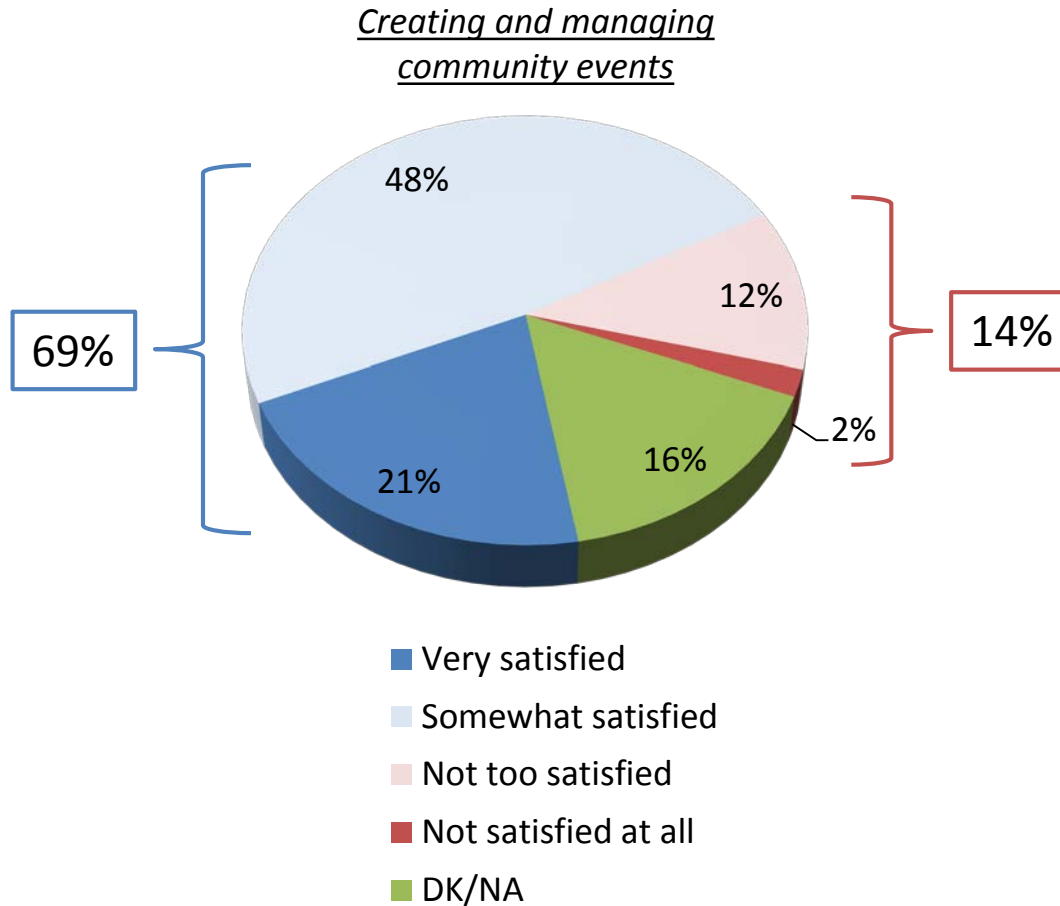


Perceptions of City Events:



- **Nearly seven in 10 (69%) express satisfaction with how community events are created and managed. Of these, 21% say they are “very satisfied.” Only 14% express dissatisfaction. By any measure, these are good reviews.**
- **Respondents were most satisfied with “Library Events.” This said near majorities express satisfaction with all other events tested. Very few say they are “dissatisfied.”**
- **Given that just under one-half say they have “never heard” of the events, or are “unsure” how to rate them, a potential to-do item for the future could be increased outreach.**
- **Six-in-10 survey respondents say they have heard of “Milwaukie Daze.” About 38% of the sample as a whole indicate they have attended a Milwaukie Daze event in the past.**
- **After a brief description of the Milwaukie Daze event, as well as the cost taxpayers would take on in order to bring the event back, a majority (52%) support having the City take over. Around one-third (35%) oppose the idea. Support, however, is extremely light with only one in five (20%) saying they support the idea “strongly.” To be clear, while residents like the concept—particularly those who have attended the event in the past—these numbers are not indicative of a groundswell in support.**
- **Long-term residents (6-20 years), women, older college-educated residents and those with household incomes over \$80K are the most supportive of bringing back Milwaukie Daze. Shorter term residents (under five years), those under age 34 and men are the most likely to oppose the idea.**

Seven-in-10 are satisfied with community events overall

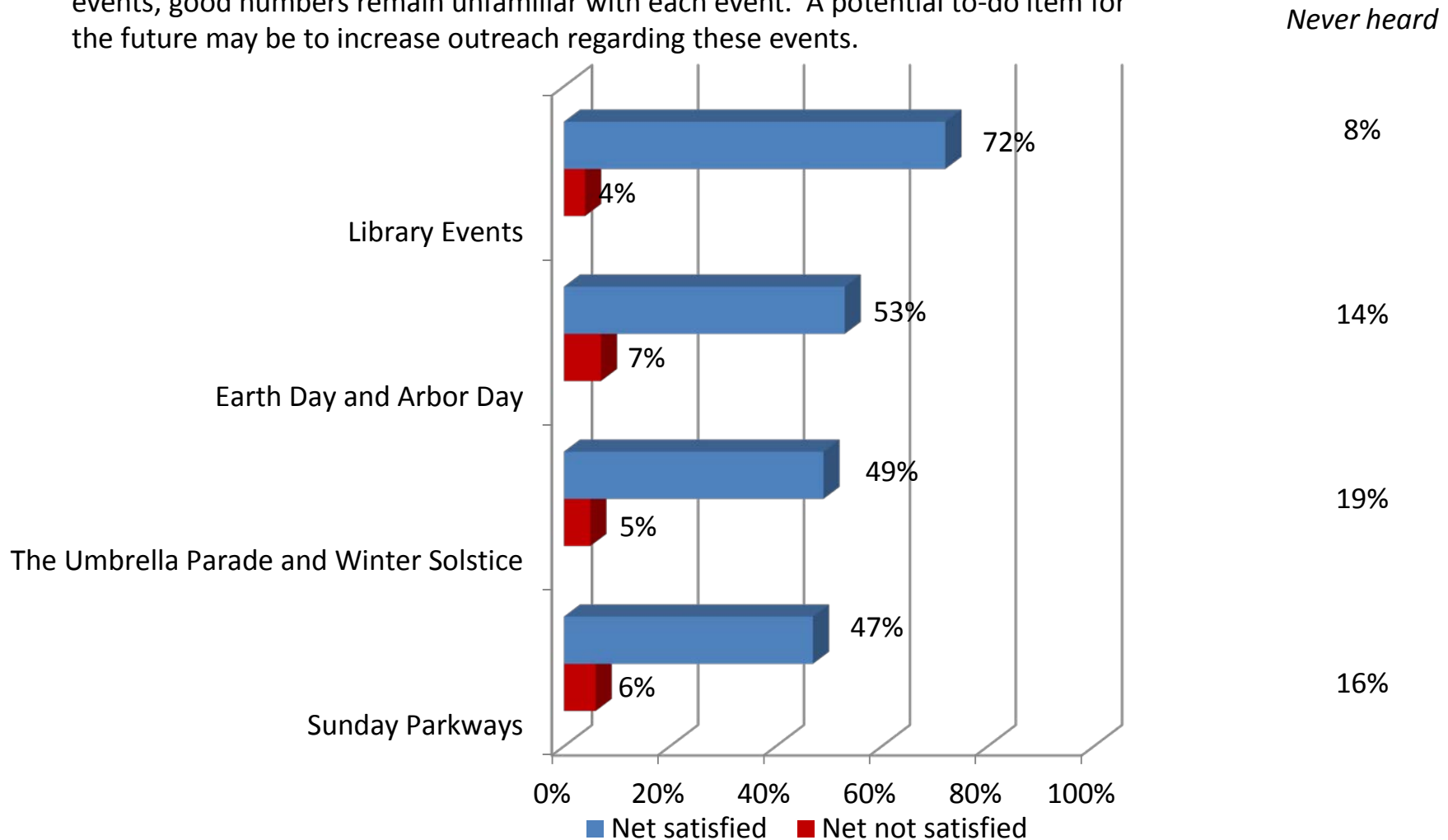


*I'm going to read you some different services provided by the City of Milwaukie. After each, please tell me how satisfied you are with each service. **Combined data***

Residents are most satisfied with library events



Around half are satisfied with every city event tested. With the exception of library events, good numbers remain unfamiliar with each event. A potential to-do item for the future may be to increase outreach regarding these events.

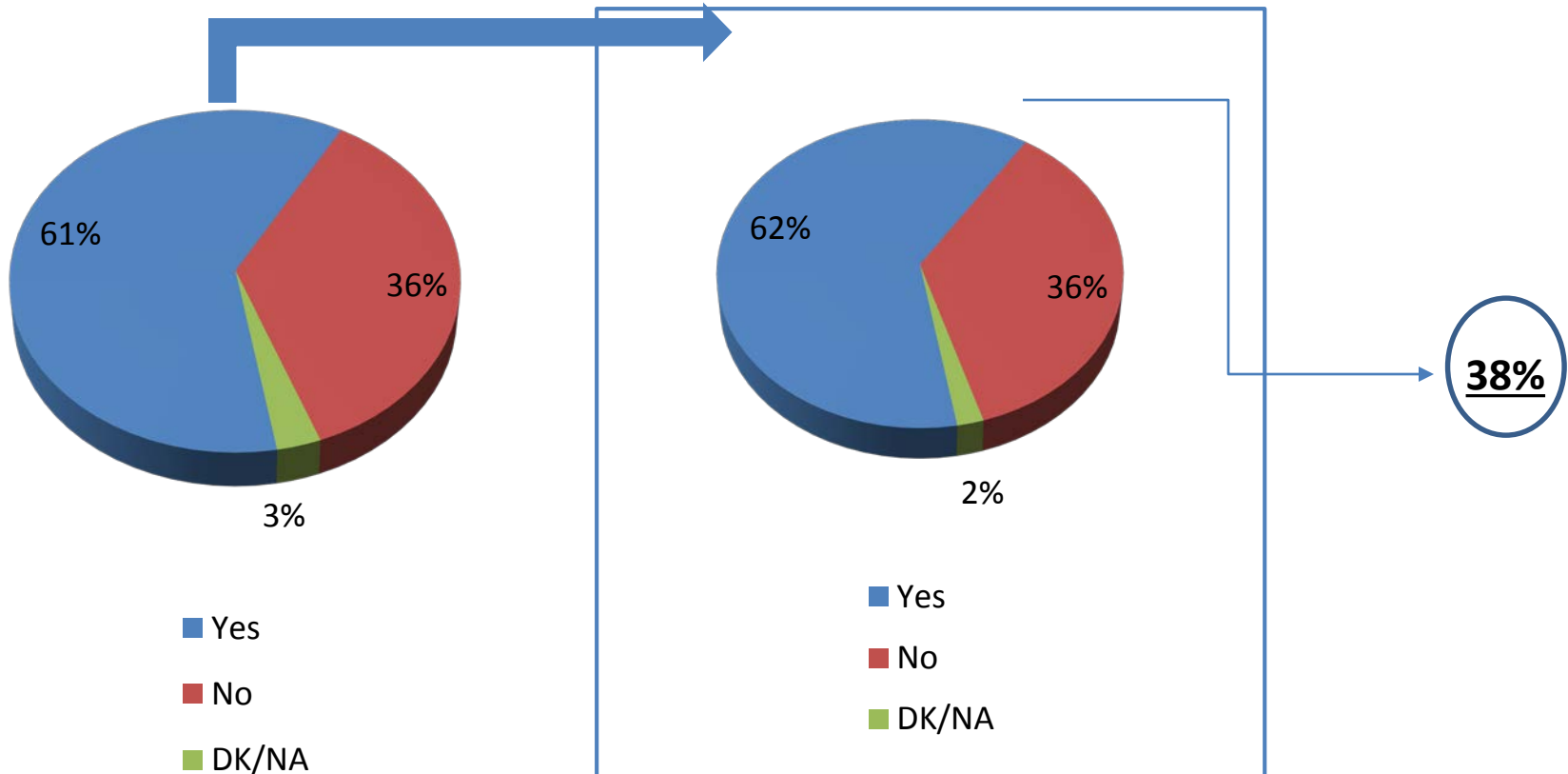


*I'm going to read you a list of events that take place within the City of Milwaukie. After each, please tell me how satisfied you are with that event. **Combined data***

Six-in-10 have heard of Milwaukie Daze



Of those who have heard of it, six-in-10 have previously attended Milwaukie Daze. In total, around four in 10 report having attended Milwaukie Daze events.



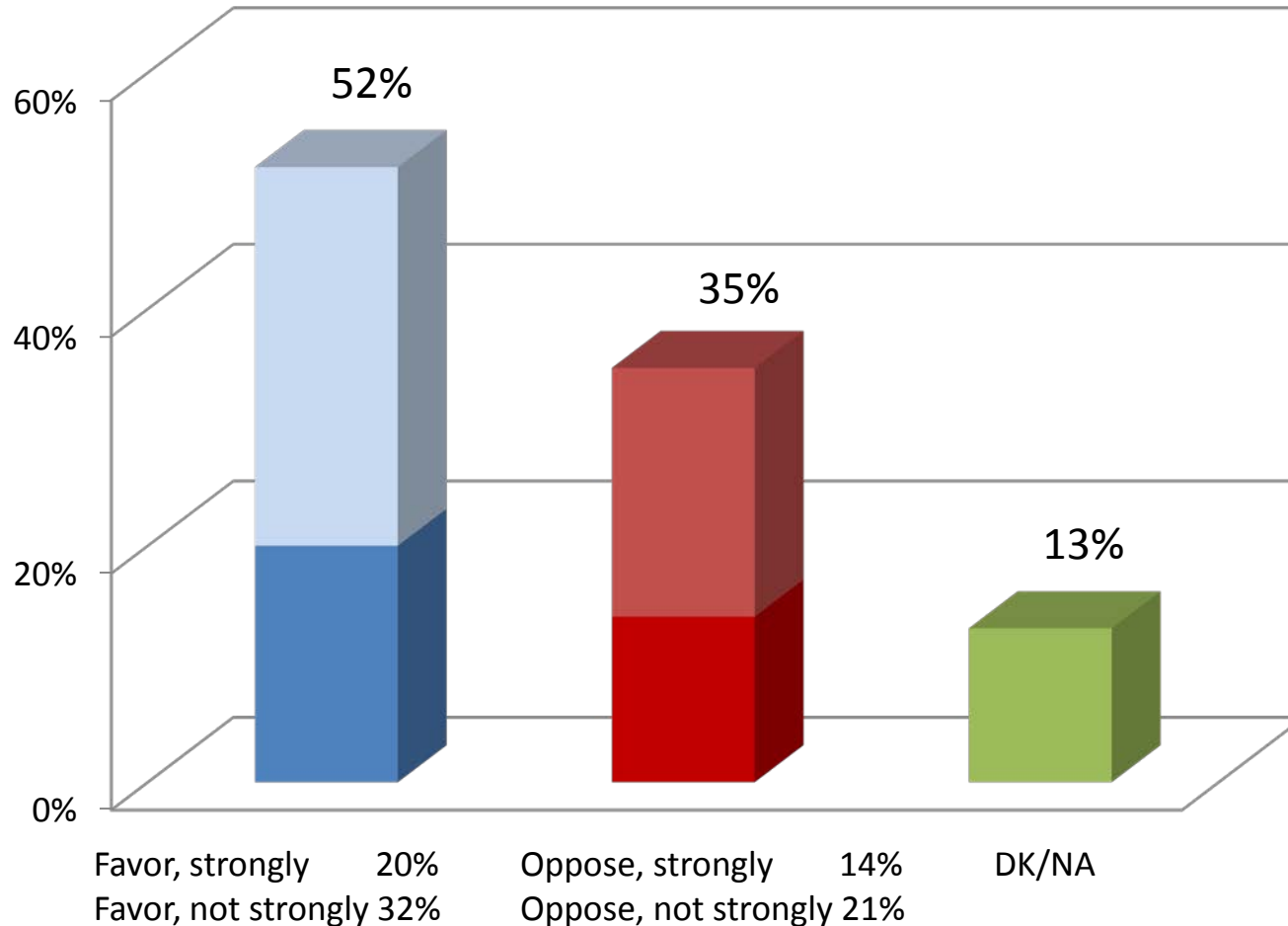
Have you ever heard of an event called Milwaukie Daze?
Combined data

Did you ever attend a Milwaukie Daze event?
Note: asked only among those who had heard of Milwaukie Daze [n=630]

A majority support the city bringing back Milwaukie Daze



Just over a third oppose the concept. Again, opinions are fairly lightly held, with one-in-five or fewer holding strong opinions either way.



Some people have suggested that since the non-profit organization that previously hosted Milwaukie Daze has discontinued the event, the City of Milwaukie should step in, bring it back and host it on an annual basis. Milwaukie Daze was a summer event that involved a parade, small carnival, fireworks show, and a community fair. It would cost the City of Milwaukie approximately \$50,000 to produce. Having heard this, would you favor or oppose the City of Milwaukie bringing back Milwaukie Daze or aren't you sure? Do you feel that way strongly or not so strongly?

Combined data

Where residents land on the city bringing back Milwaukie Daze:



Most likely to “favor”

- Resident 6-20 years 59%
- College women 59%
- News from The Pilot 59%
- Over 55, college+ 58%
- HH Income \$80K+ 58%
- Kids @ home 57%
- Ages 45-64 57%
- All residents 52%

Most likely to “oppose”

- POC 54%
- News from neighbors, friends or family 48%
- Resident <5 years 46%
- News from local papers 42%
- Men 42%
- Ages 18-34 41%
- All residents 35%

Most likely to be undecided

- News from social media 21%
- Over 55, no college 20%
- HS or less 20%
- Resident 21+ years 19%
- News from local network TV news 19%
- No college women 18%
- All residents 13%

*Some people have suggested that since the non-profit organization that previously hosted Milwaukie Daze has discontinued the event, the City of Milwaukie should step in, bring it back and host it on an annual basis. Milwaukie Daze was a summer event that involved a parade, small carnival, fireworks show, and a community fair. It would cost the City of Milwaukie approximately \$50,000 to produce. Having heard this, would you favor or oppose the City of Milwaukie bringing back Milwaukie Daze or aren't you sure? Do you feel that way strongly or not so strongly? **Combined data***



Perceptions of Growth and Development



Perceptions of growth and development:



- **The community is in strong agreement that more needs to be done to revitalize Milwaukie’s downtown (75% net yes) and neighborhood commercial and industrial lands that are not located downtown (74% net yes). Pluralities indicate they feel this way “strongly” in both cases. This should be considered as a priority moving forward given the breadth and depth of support.**
- **Top three priorities for downtown revitalization should be space for restaurants, housing and mixed use housing/retail spaces. Responses diverge on this question based on sample type. Phone interviewees place a high emphasis on more housing downtown (40%). Online respondents divide between retail for business exclusively, or mixed use housing/retail. Our view: a safe middle ground would focus on mixed use housing / retail.**
- **Divergence on this question is also predicated on length of residence. If you’ve lived in the city for under five years, there’s a slight preference (33%) for an emphasis on housing only. Residents who have lived in the City over six years are evenly divided between the top three items mentioned above. It’s worth noting that that if you’re older (i.e. lived in the city for 21 years or more), you’re more likely than others to want additional parking (13%).**
- **A plurality are satisfied with the City’s role in creating affordable housing (45% net satisfied; 30% net not satisfied). It’s worth noting that opinions are lightly held on this topic and a substantial portion of residents are unable to weigh in (25%).**
- **Perceptions of housing affordability vary based on subgroup type. Shorter term residents (<5 years), those under age 55 and college educated respondents are the most satisfied with efforts to create housing affordability. Longer term residents (20+ years), older respondents and less well educated participants are less satisfied.**

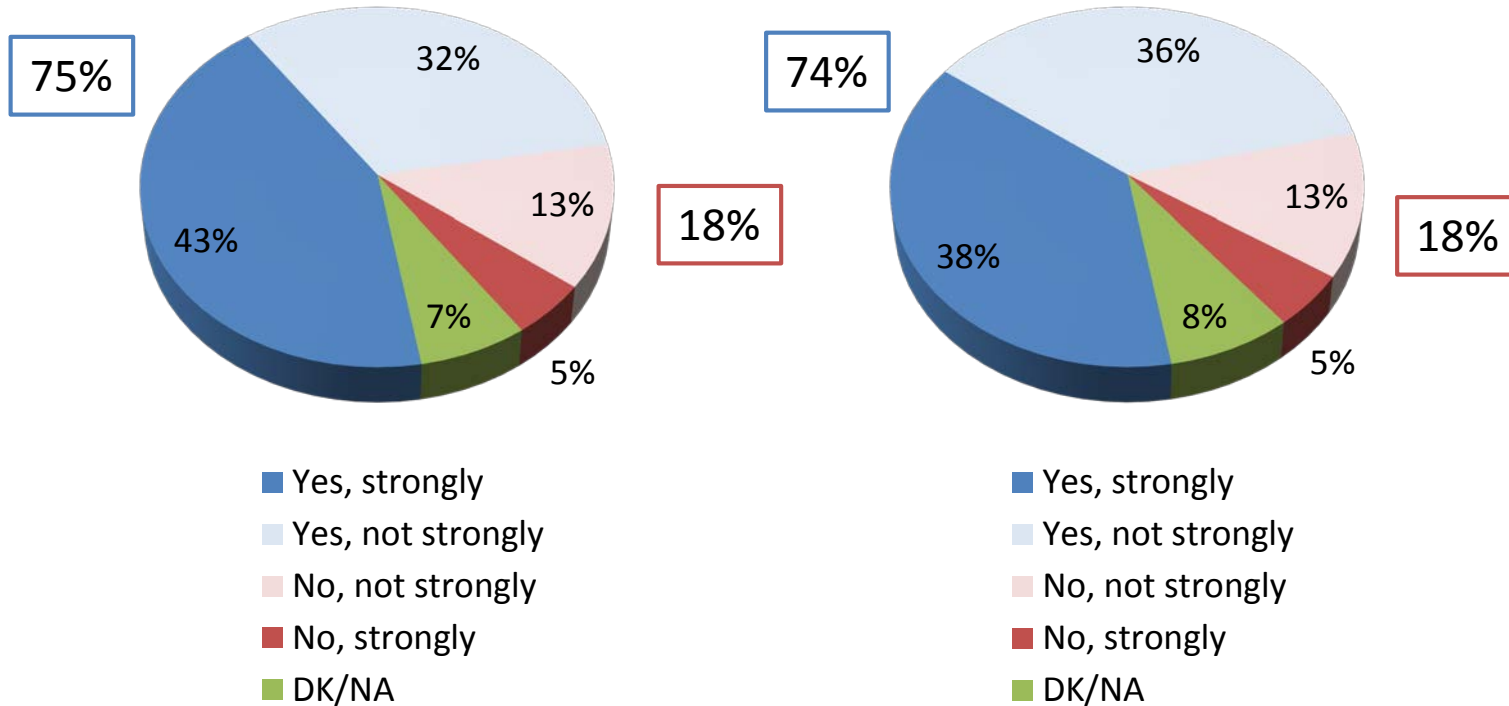


- **Regardless of how City residents feel about existing efforts to create more affordable housing within the City, three-quarters (76%) say it's important "to work to create more affordable housing in the City." Another eight-in-10 (84%) want to see the City partner more with private industry "to create job opportunities for City residents." Both of these perceptions lend themselves well to respondents' prioritization of revitalization efforts in the downtown core and outer neighborhoods.**
- **An important note: how revitalization impacts neighborhood feel is a divisive subject. Respondents are fairly evenly distributed between those who want to preserve the look and feel of neighborhoods and those who support efforts to build more housing types at varying prices as well as permitting smaller infill lots, etc.**
- **Perceptions on this issue are impacted by length of residence. Newer residents lean slightly towards developing more housing at varying prices. Older residents express a preference for the preservation of neighborhood feel.**
- **An important nuance during debate will be sample type. The more involved online sample has a strong preference for the preservation of neighborhood feel (45% strongly). The telephone only sample (remember, better reflective of City opinion as a whole) is very evenly divided and intensity among this group is not weighted either way. This issue reflects one of the greatest divides we see between sample types over the course of the survey.**

Three quarters believe that more needs to be done to revitalize both downtown and neighborhood commercial and industrial lands



Around four-in-10 feel that way strongly. Revitalization is clearly a high priority for city residents.



*Generally speaking, do you believe that more needs to be done to revitalize Milwaukee's downtown? **Combined data***

*Generally speaking, do you believe that more needs to be done to revitalize Milwaukee's neighborhood commercial and industrial lands that are not located downtown? **Combined data***

Intensity of feeling regarding downtown revitalization is predicated to a certain extent by length of residence



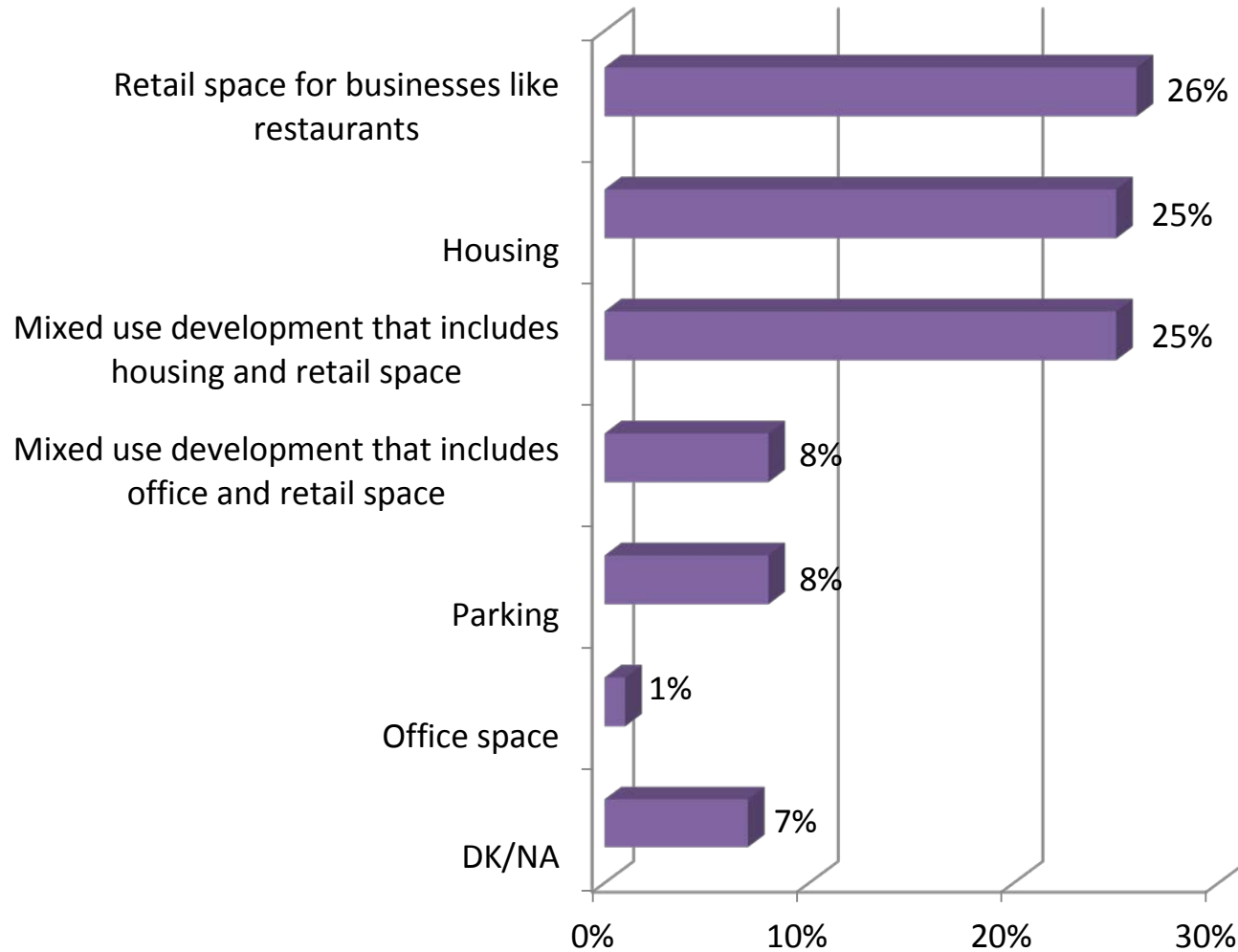
However, regardless of length of residence, two-thirds or more say they it's a good idea to focus on revitalization efforts.

	<i>Yes</i>	<i>No</i>
Resident <5 years	88%	10%
Resident 6-20 years	73%	20%
Resident 21+ years	67%	22%
All residents	74%	18%

*Generally speaking, do you believe that more needs to be done to revitalize Milwaukie's downtown? **Combined data***

***Note: Similar opinions prevail for revitalization of neighborhood commercial and industrial areas that are not located downtown.*

Residents would like to see more retail and housing in downtown Milwaukie



*I am going to ready you a list of development project types and I would like you to tell me which one you think should be the biggest priority for Milwaukie's downtown. **Combined data***

Phone respondents have a preference for housing, while online respondents are divided between retail and mixed use



Based on these findings, we recommend encouraging the development of retail/housing mixed use space that has a high proportion of housing.

	<i>Phone sample</i>	<i>Online sample</i>	<i>Combined</i>
Retail space for business like restaurants	22%	31%	26%
Housing	40%	6%	25%
Mixed use development that includes housing and retail space	18%	34%	25%
Mixed use development that includes office and retail space	4%	13%	8%
Parking	6%	10%	8%
Office space	2%	0%	1%

I am going to ready you a list of development project types and I would like you to tell me which one you think should be the biggest priority for Milwaukee's downtown.

Short term residents want to prioritize housing



Long term residents are most likely to say parking is a priority.

	<i>Residents <5 years</i>	<i>6-20 years</i>	<i>21+ years</i>
Retail space for business like restaurants	27%	27%	24%
Housing	33%	23%	19%
Mixed use development that includes housing and retail space	27%	25%	23%
Mixed use development that includes office and retail space	6%	9%	9%
Parking	3%	8%	13%
Office space	1%	2%	2%

*I am going to ready you a list of development project types and I would like you to tell me which one you think should be the biggest priority for Milwaukee's downtown. **Combined data***

In open-ended responses residents express a desire for more retail space downtown



“Making downtown more inviting and vibrant. We need good restaurants, bars, and events. Milwaukie has a negative stigma and without investments no one will venture here to spend their money, day, or evening.”

“Make the downtown more socially active by adding restaurants, shopping, and events.”

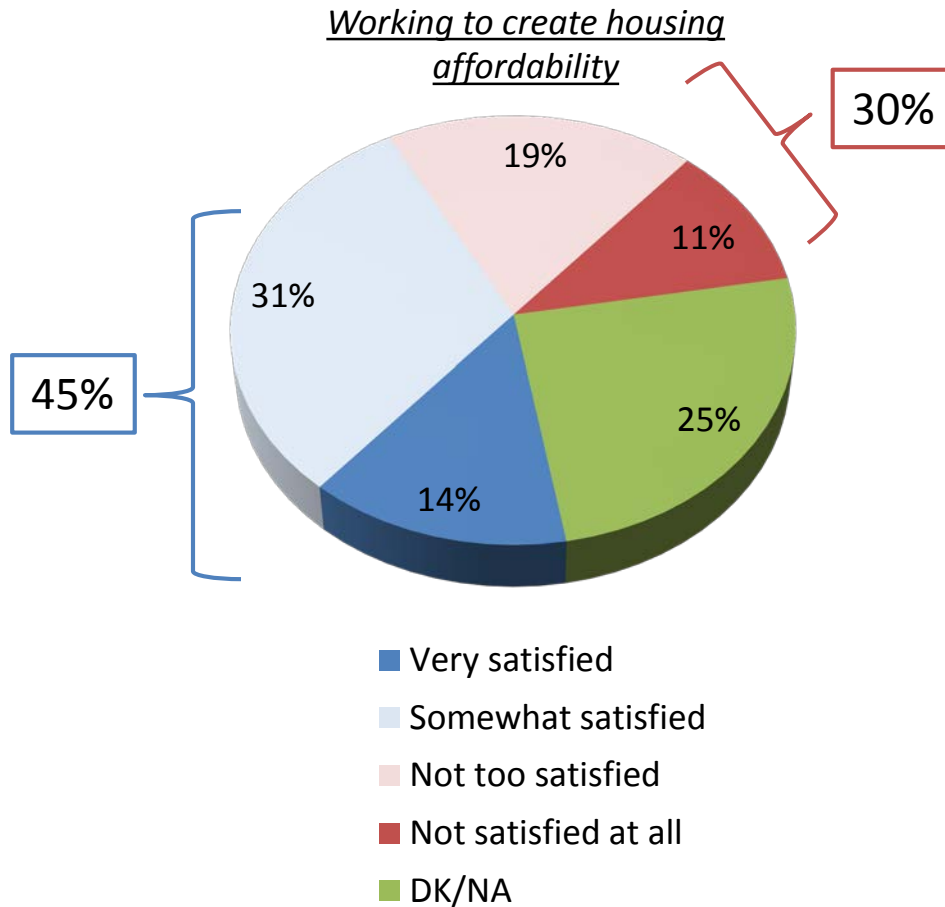
“A decent grocery store, Milwaukie has been a food desert since Safeway left.”

For you personally, what is the single most important issue for the Milwaukie City Council to address over the next year?

A slim plurality are satisfied with the city's role in creating affordable housing



It is worth noting that this is the weakest issue area tested. Three-in-10 are unsatisfied and a quarter are unable to weigh in either way.



*I'm going to read you some different services provided by the City of Milwaukie. After each, please tell me how satisfied you are with each service. **Combined data***

Satisfaction with housing affordability is impacted by length of residence, age, educational attainment and household income



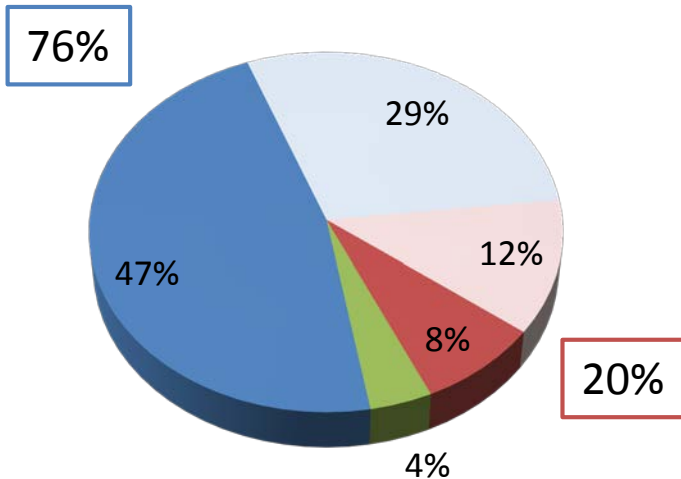
	<i>Net satisfied</i>	<i>Net not satisfied</i>	<i>Net satisfied margin</i>
Resident <5 years	58%	18%	+40
Resident 6-20 years	45%	32%	+13
Resident 20+ years	34%	38%	- 4
Under age 55	49%	28%	+21
Over age 55	41%	32%	+9
No college education	42%	33%	+9
College+	50%	26%	+24
HH income <\$40K	44%	39%	+5
HH income \$40K - \$80K	56%	25%	+31
HH income >\$80K	38%	30%	+8
All residents	45%	30%	+15

*I'm going to read you some different services provided by the City of Milwaukee. After each, please tell me how satisfied you are with each service. **Combined data***

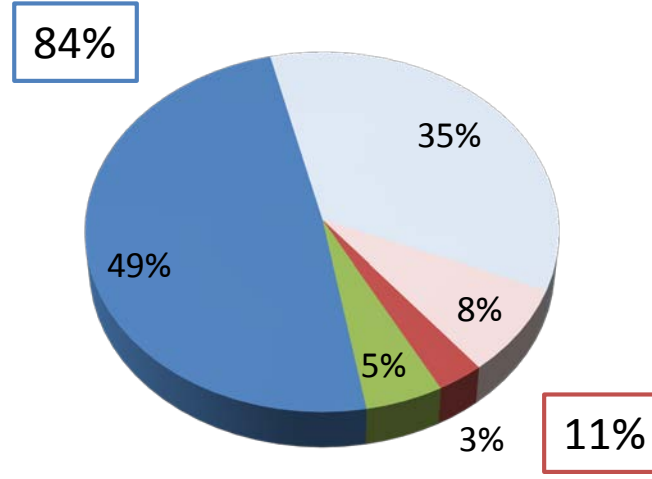
Nearly half indicate it is very important for the city to create affordable housing and job opportunities



Three quarters or more rate it as net “important.” The regional conversation about cost of living has clearly made its way into Milwaukie.



- Very important
- Somewhat important
- Not too important
- Not important at all
- DK/NA



- Very important
- Somewhat important
- Not too important
- Not important at all
- DK/NA

*How important do you think it is for the Milwaukie City Council to work to create more affordable housing in the city? **Combined data***

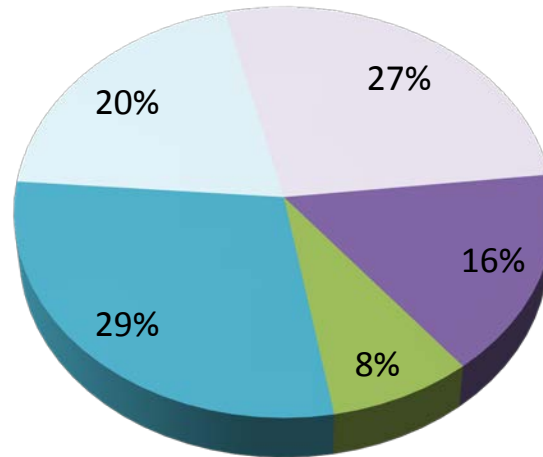
*How important do you think it is for the City of Milwaukie to partner with private industry to create more job opportunities for its residents? **Combined data***

Residents are very divided over the trade off between housing affordability and the “feel” of neighborhoods



[STATEMENT 1] SOME PEOPLE/OTHER PEOPLE say that the City should focus on preserving the look and feel of our neighborhoods. The City should work to ensure that future development focuses on single-family homes and maintains our average lot size of seven thousand square feet.

Net Statement 1: 49%



- Statement 1, strongly
- Statement 1, not strongly
- Statement 2, not strongly
- Statement 2, strongly
- DK/NA

[STATEMENT 2] SOME PEOPLE/OTHER PEOPLE say that the City should focus on working with developers to build more housing types at varying prices. With rising housing costs across the Portland Metro area, we should prioritize families being priced out of housing over preserving our current housing density. This could mean permitting smaller infill lots and creating more duplexes and triplexes as well as four or five story apartment buildings.

Net Statement 2: 43%

I'm going to read you two points of view regarding growth and development in the City of Milwaukie:

Having heard this, which opinion do you agree with more even if neither is exactly right?

Combined data

Length of residence plays a role in opinion



A majority of those who have lived in Milwaukie for five or fewer years prefer developing more housing at varying prices.

	<i>Statement 1: Preserve existing neighborhood feel</i>	<i>Statement 2: Develop more housing types at varying prices</i>
Resident <5 years	46%	51%
Resident 6-20 years	49%	42%
Resident 21+ years	54%	35%
All residents	49%	43%

I'm going to read you two points of view regarding growth and development in the City of Milwaukie:

Having heard this, which opinion do you agree with more even if neither is exactly right?

Combined data

Varying concerns and priorities regarding development are evident in open-ended responses:



Keep small town character:

“Livability. Having good roads, not overcrowding the city, good parks, keeping the small town feel.”

“Milwaukie historical preservation. Keep Milwaukie Milwaukie, not a subdivision of Portland.”

“Building homes too close and out of character with the old homes within the neighborhoods. More and more giant houses are popping up and towering over our quaint beautiful homes. Milwaukie is special for a reason don't let it turn into California.”

Mixed perspective:

“Bringing in more small businesses to downtown Milwaukie, keeping out chains and large corporations. Making it a unique and vibrant city, without losing the small town charm. Keeping rents livable!”

Address the need for affordable housing:

“Housing prices that will include availability to all income levels, especially affordable housing for lower income families.”

“Affordable safe family and community appropriate housing.”

“Building more multi-story housing in the downtown area. The parking lots across from city hall are used heavily and the Sunday market is thriving. Where will the market go?”

For you personally, what is the single most important issue for the Milwaukie City Council to address over the next year?



Perceptions of Property Maintenance

Perceptions of property maintenance:



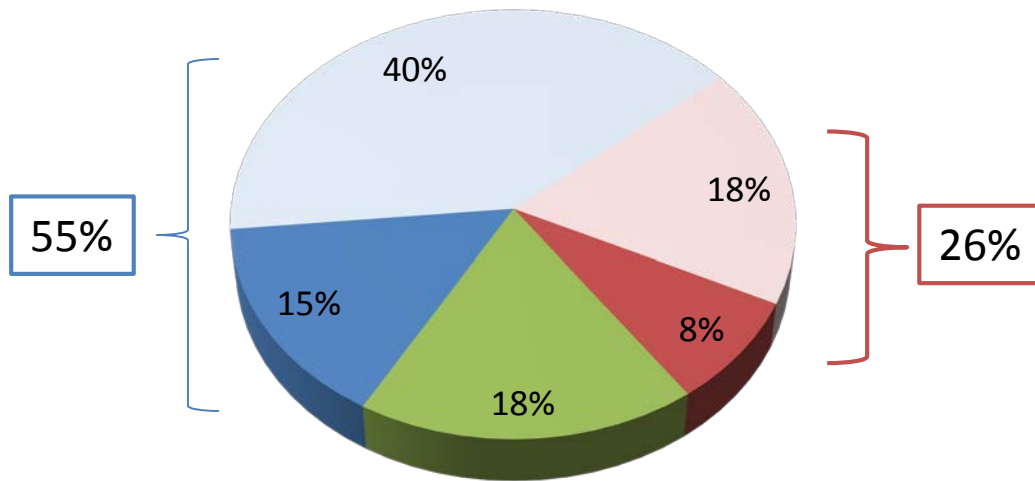
- A majority (55%) are satisfied with enforcement of City codes and property maintenance. Only one-quarter (26%) express dissatisfaction—and opinion of this group is lightly held (8% not satisfied at all).
- In addition, a majority (53%) say that City codes for property maintenance are “about right.” There is no wellspring of discontent on this issue.
- This said, three-quarters of residents (75%) are supportive of the recruitment of an additional compliance officer. We want to be clear here: we recognize that the question itself tested an inflated backlog of complaints. HOWEVER, given the large amount of information provided outside of the backlog data-point and the large number expressing support, we believe there would likely still be majority approval of the concept if the question were asked differently.

A majority are satisfied with enforcement of city codes and property maintenance standards



However, a substantial plurality are only “somewhat satisfied,” an indication they believe more could be done.

Enforcing city codes and property maintenance standards



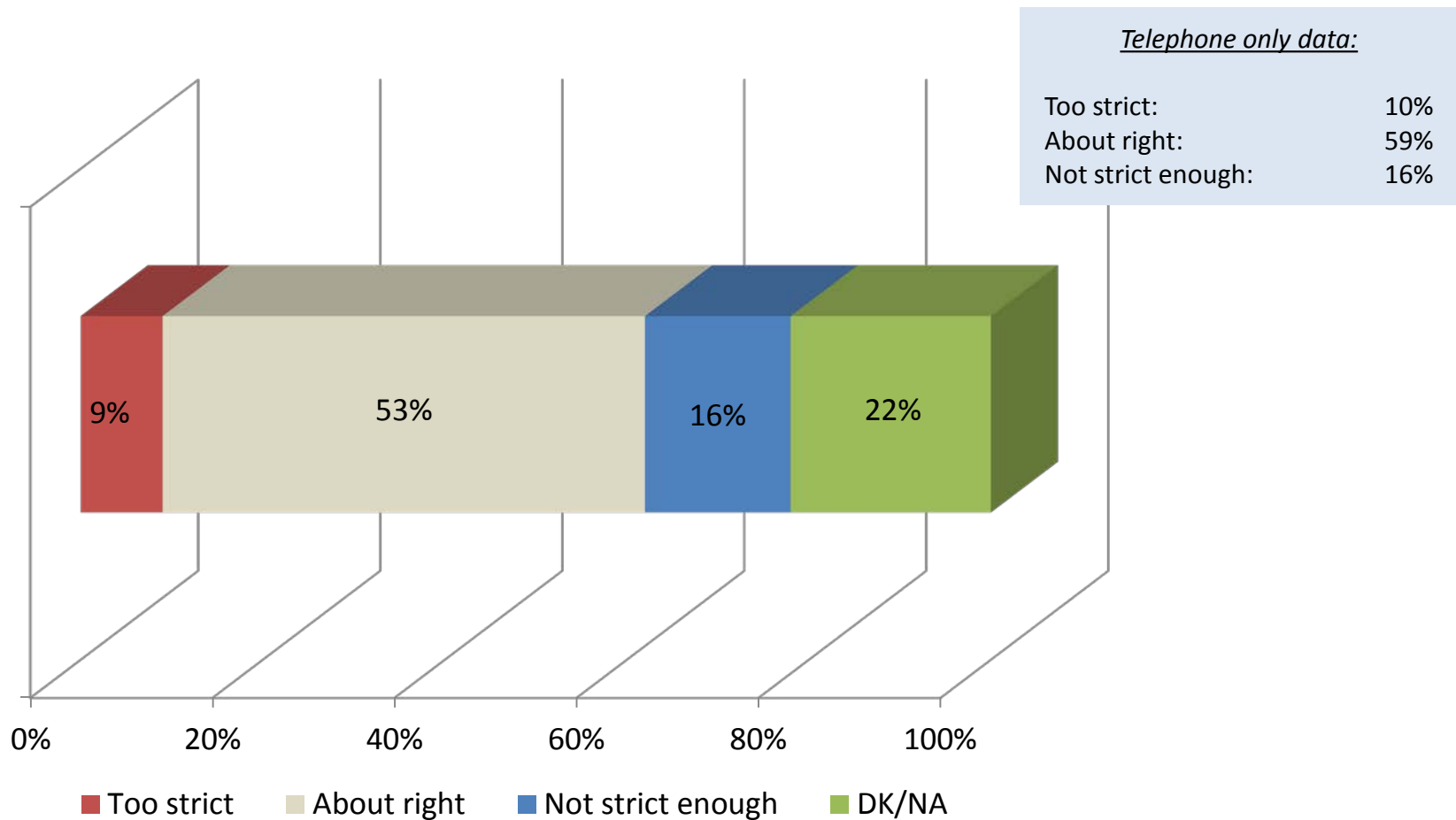
- Very satisfied
- Somewhat satisfied
- Not too satisfied
- Not satisfied at all
- Not sure

Most likely to say “somewhat satisfied”

Newspaper readers	52%
High school or less	47%
Milw. Hgts–Waverly–Ardwld	47%
Under 50, no college	46%
People of color	45%
Hector Campbell	45%

*I’m going to read you some different services provided by the City of Milwaukie. After each, please tell me how satisfied you are with each service. **Combined data***

Regardless of sample type residents indicate that existing city code for property maintenance is “about right”



Generally speaking, do you think the city codes for property maintenance are too strict, about right or not strict enough? **Combined data**

Those who have lived in the City for the least amount of time tend to be the most happy with property maintenance codes



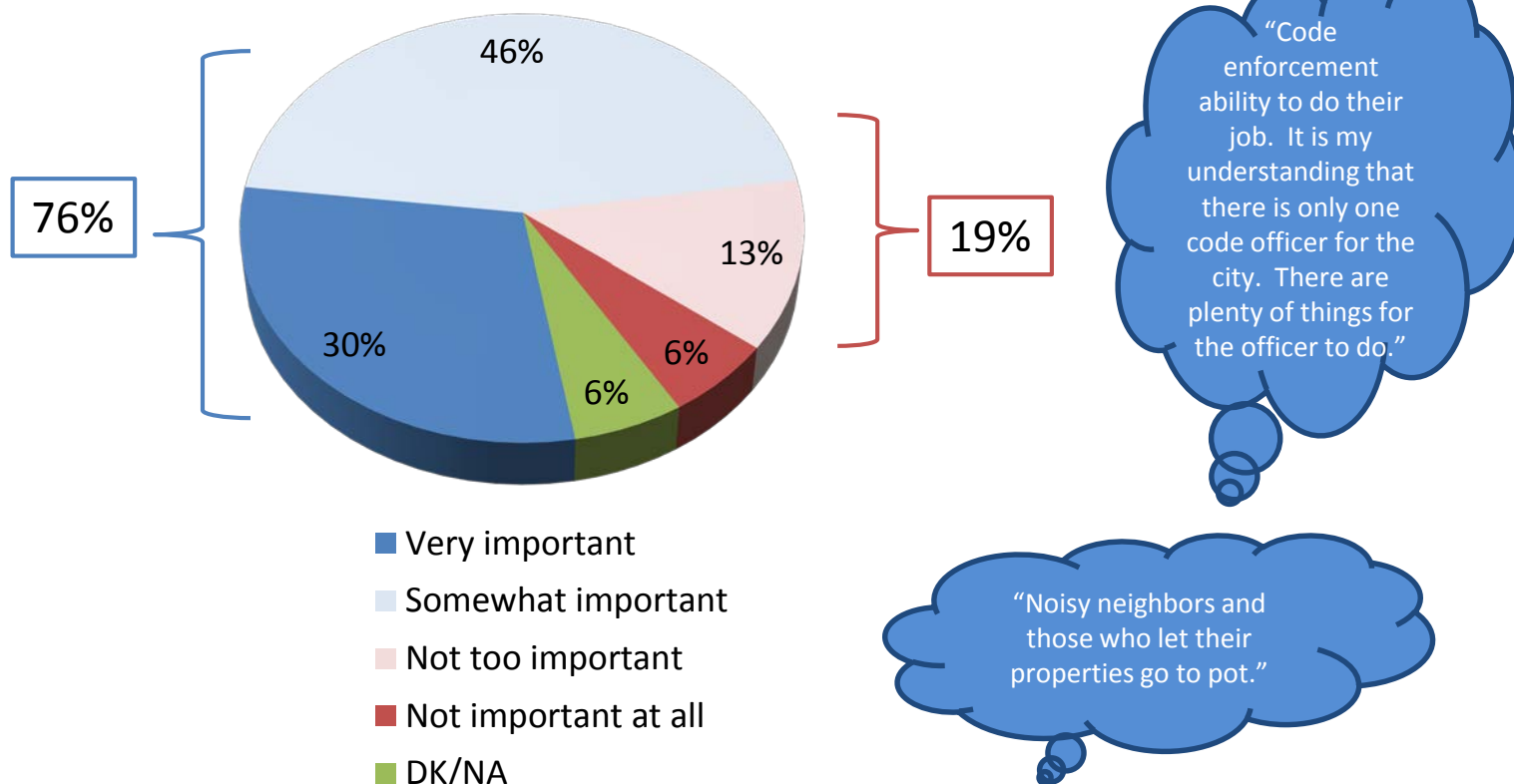
	<i>Too strict</i>	<i>About right</i>	<i>Not strict enough</i>	<i>DK/NA</i>
Resident <5 years	5%	59%	14%	21%
Resident 6-20 years	10%	52%	17%	21%
Resident 20+ years	11%	50%	19%	21%
All residents	9%	53%	16%	22%

*Generally speaking, do you think the city codes for property maintenance are too strict, about right or not strict enough? **Combined data***

Residents support the recruitment of an additional compliance officer



While the question wording highlighting a backlog of complaints is inaccurate, we still believe residents would support an increase in code enforcement—even a drop of 25-points (unlikely to happen) would sustain a majority in favor of the idea.



*Right now, the City of Milwaukee has only one officer responsible for responding to residential property maintenance code violations and complaints. Violations include tall grass, vegetation blocking streets or sidewalks, and the accumulation of debris, junk, and inoperable vehicles on properties. There is now a backlog of 868 complaints. Having heard this, how important do you think it is for the Milwaukee City Council to increase funding to hire an additional compliance officer in order to more quickly respond to city code violations? **Combined data***



Perceptions of City Utilities, Streets and Sidewalks





- **Street maintenance is another divisive subject. One-half (50%) report being satisfied, while slightly fewer (45%) are dissatisfied. As noted earlier, these opinions are, to a certain extent, predicated on sample type.**
- **However, perceptions and divides on this issue run deeper than just how respondents were contacted. One of the biggest predictors of opinion on the issue is length of residence. A substantial majority (65%) of City residents of less than five years say they are satisfied with street maintenance. On the other hand, residents of over 20 years provide a majority (58%) who are dissatisfied. Those in the middle (6-20 years) are more evenly split.**
- **A significant majority (79%) express satisfaction with the delivery of major utilities such as storm water, sewer and water services. A majority (55%) are also inclined to say the cost of those services is “about right.” Length of residence, age, household income and educational attainment all present divides on this issue.**
- **Interestingly, when respondents are told the actual cost the average household pays for utilities, those how say the price is “too high” or the “right amount” stay statistically flat.**
- **What’s more, when respondents are asked if they’re willing to pay more in order to better maintain side streets and enhance street safety residents stay in their respective corners with 53% saying they are “willing to pay more” and 40% saying they are “unwilling to pay more.”**
- **Keep in mind that this is one of the fiscal issues identified earlier where we see a difference in opinion based on sample mode. While the combined data set shows a slim majority in favor (53%), the telephone only sample demonstrates a clear divide (47% willing; 44% unwilling). Should the City move forward on this issue, an education effort will be necessary.**

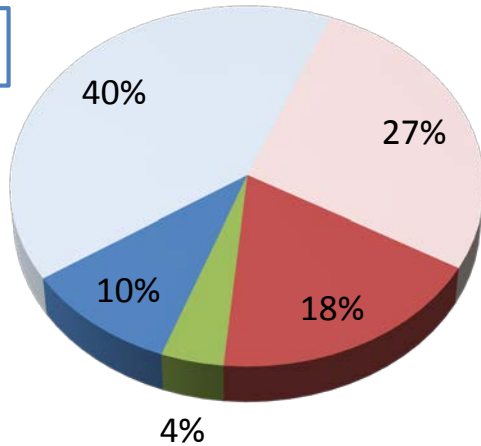
Residents are divided over how street maintenance is going in the City



They're happier with work done on pedestrian facilities and bike lanes.

Maintaining streets

50%

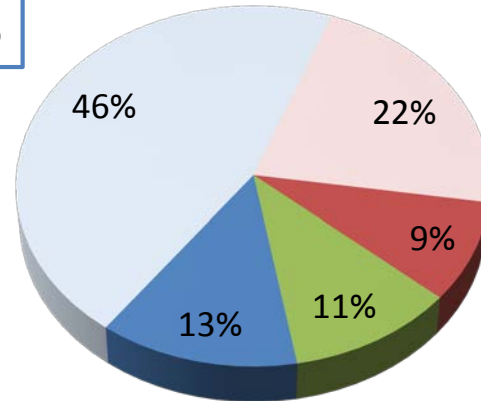


- Very satisfied
- Somewhat satisfied
- Not too satisfied
- Not satisfied at all
- DK/NA

Creating safe pedestrian facilities and bike lanes

59%

45%



31%

- Very satisfied
- Somewhat satisfied
- Not too satisfied
- Not satisfied at all
- DK/NA

I'm going to read you some different services provided by the City of Milwaukie. After each, please tell me how satisfied you are with each service. **Combined data**

Those who have lived in the City for the least amount of time tend to be the most happy with street maintenance



Long time residents have the opposite view—they're not satisfied.

<i>Maintaining streets</i>	<i>Net satisfied</i>	<i>Net not satisfied</i>
Resident <5 years	65%	33%
Resident 6-20 years	51%	44%
Resident 20+ years	37%	58%
All residents	51%	45%

Most likely to say "satisfied" with street maintenance

TV news viewers	66%
Ages 18-34	66%
Resident <5 years	65%
Social media consumers	64%
Own home <2 years	63%
News from family/friends	60%
Men under age 55	60%
HH Income \$40K - \$80K	59%
Renters	56%
College graduates	56%

Most likely to say "not satisfied" with street maintenance

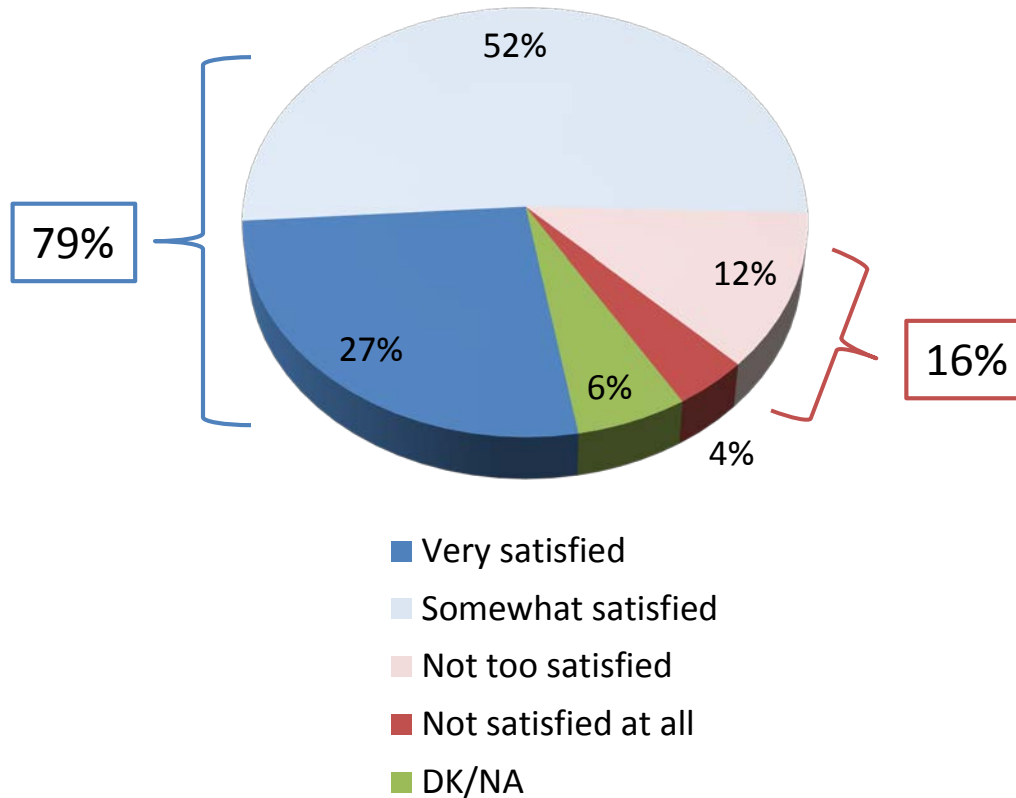
Milwaukie Pilot readers	61%
Own home for 20+ years	59%
City resident for 20+ years	58%
HH income over \$80K	58%
Own home for 11-20 years	53%
Some college education	50%
Post graduates	50%
Over age 55	50%

Combined data

Residents are pleased with storm water, sewer and water services



Providing utilities including storm water, sewer, and water services

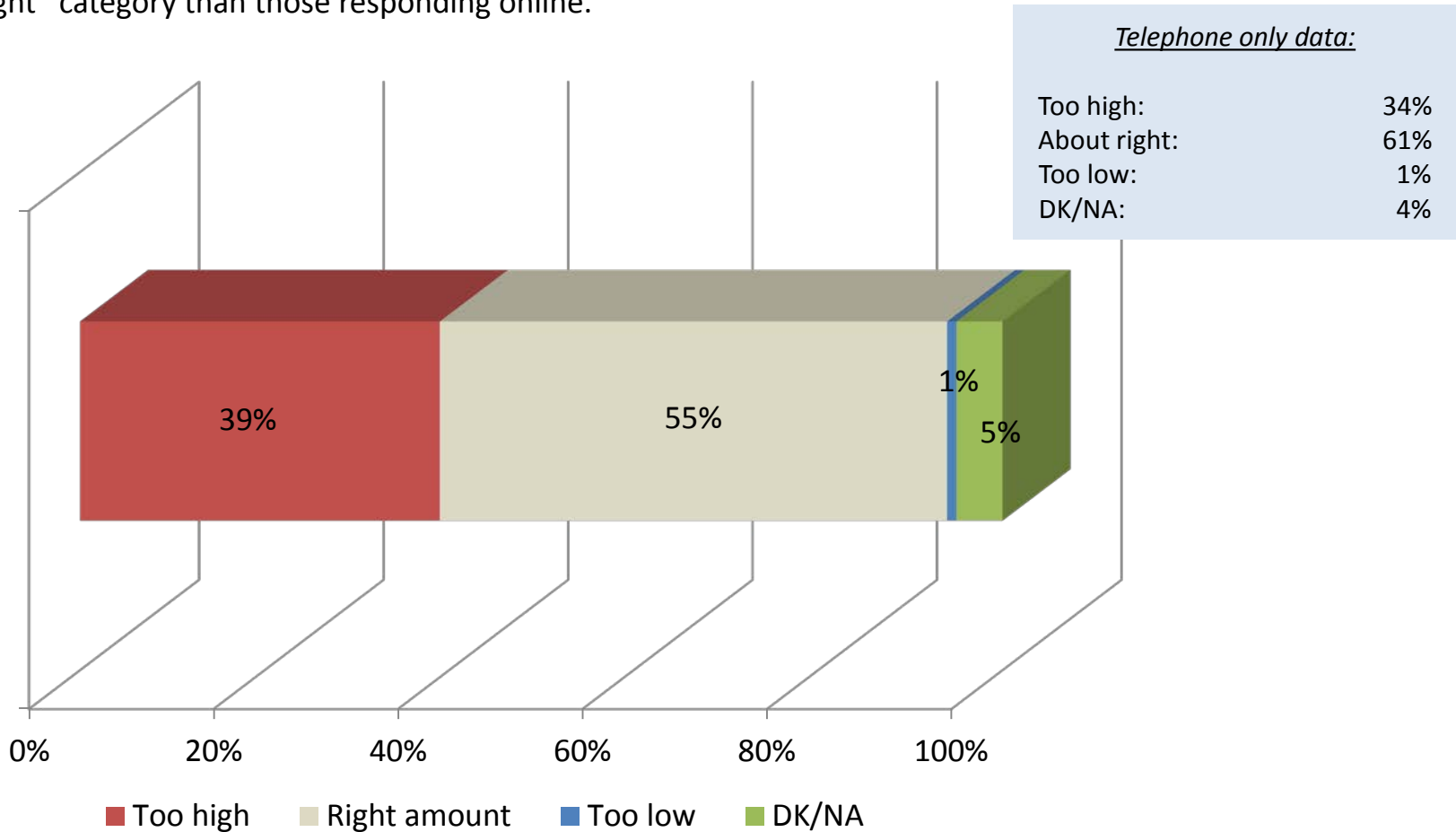


*I'm going to read you some different services provided by the City of Milwaukie. After each, please tell me how satisfied you are with each service. **Combined data***

Regardless of sample type, a majority of residents are inclined to say utility costs are “about right”



Though telephone respondents were slightly more inclined to fall into the “about right” category than those responding online.



Switching gears, do you think the cost of utilities in the City of Milwaukie is too high, the right amount or too low? **Combined data**

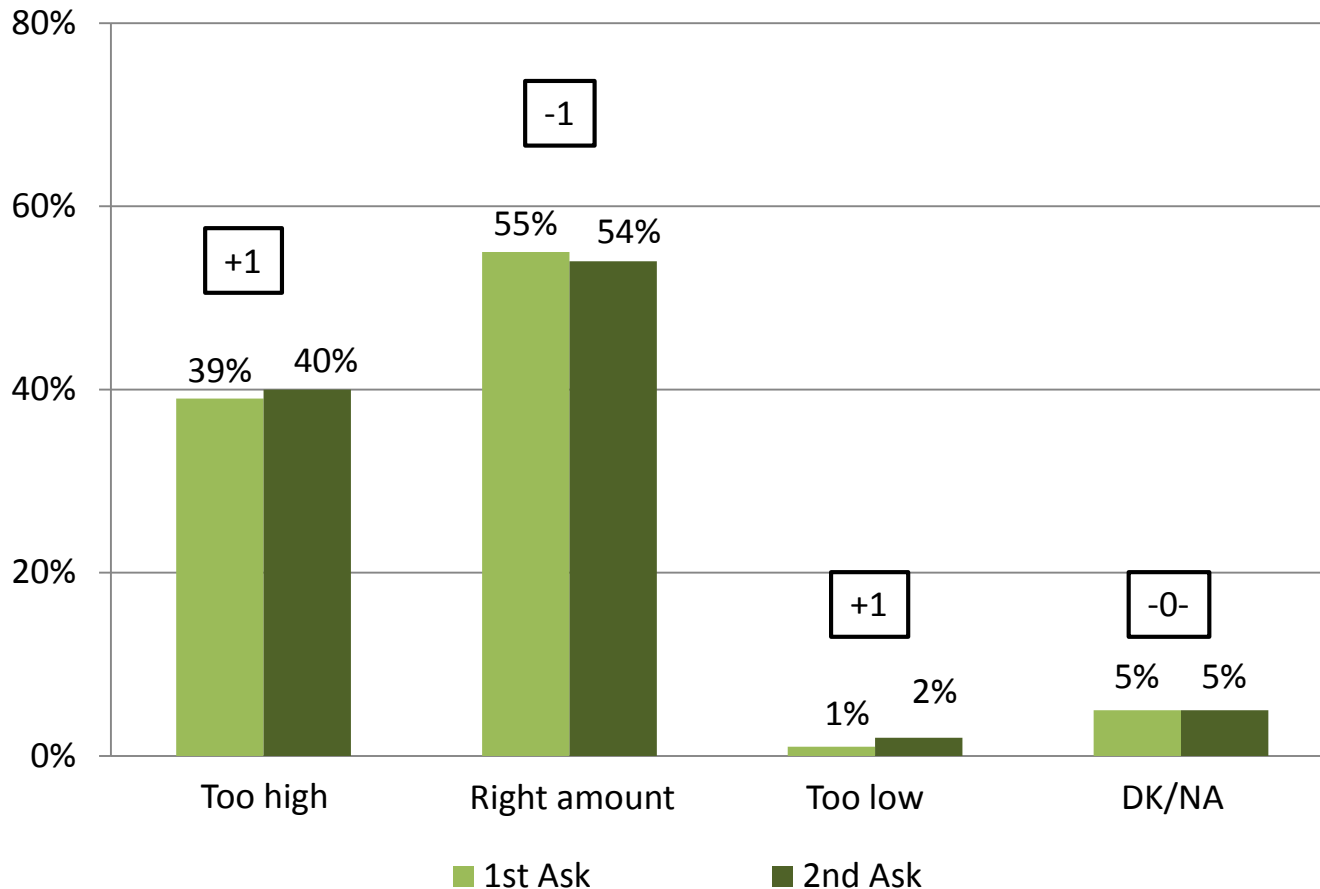
Big divides over perception of utility costs based on length of residency, age, educational attainment and household income



	<i>Too high</i>	<i>Right amount</i>	<i>Right amount margin</i>
Resident <5 years	21%	73%	+52
Resident 6-20 years	43%	53%	+10
Resident 20+ years	53%	41%	- 12
Under age 55	33%	61%	+28
Over age 55	47%	47%	-0-
No college education	46%	48%	+2
College+	30%	63%	+33
HH income <\$40K	52%	43%	- 9
HH income >\$40K	34%	60%	+26
All residents	39%	55%	+16

*Switching gears, do you think the cost of utilities in the City of Milwaukie is too high, the right amount or too low? **Combined data***

No real change in response when residents are told how much they pay, on average, in utility fees

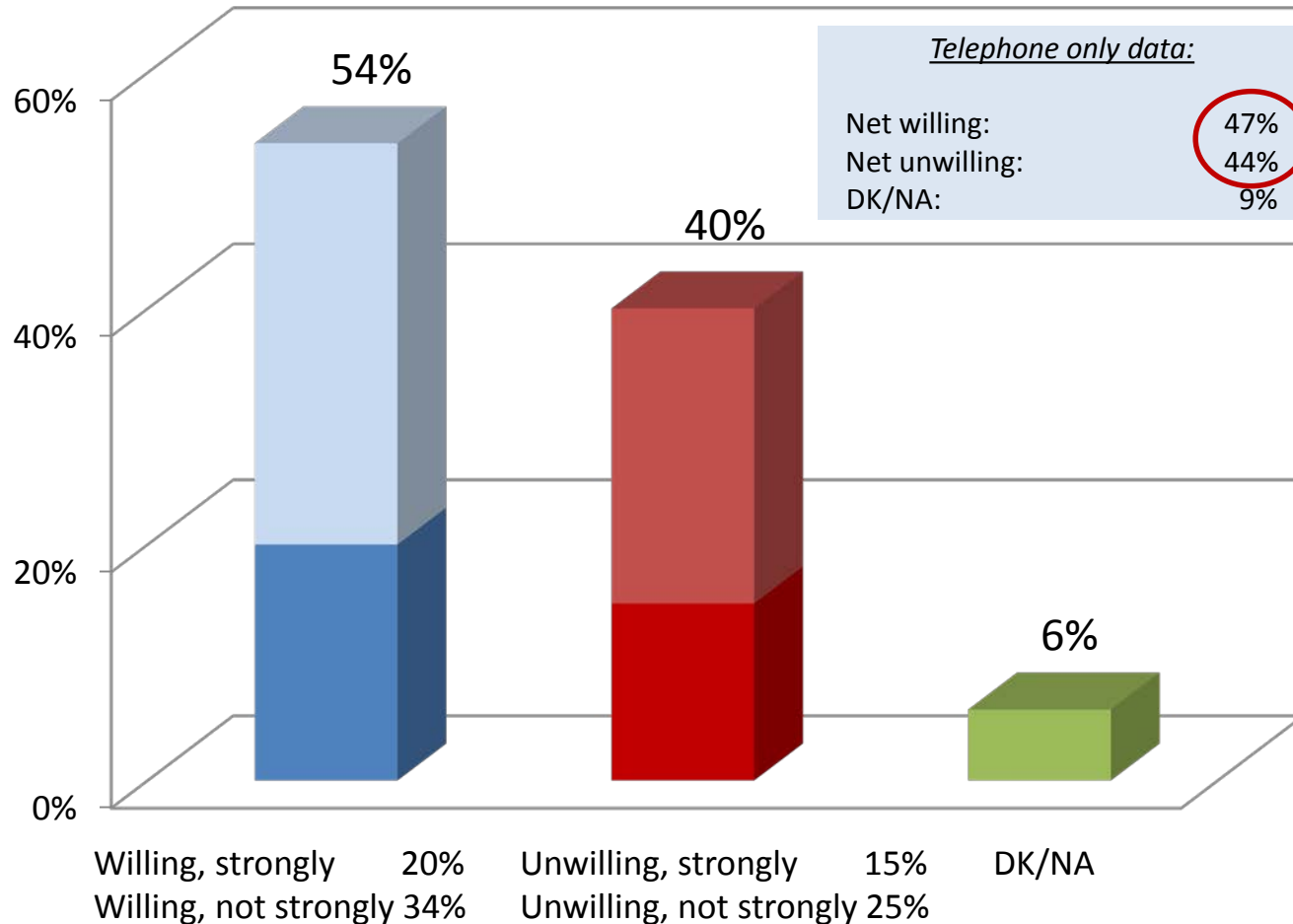


*Right now, the average City of Milwaukie utility bill for a single-family household is \$110.52. This includes water, wastewater, storm water, street and transportation system charges. Having heard this, do you think the cost of utilities in the City of Milwaukie is too high, the right amount or too low? **Combined data***

Residents evince lukewarm support for an increase in utility fees for better side street maintenance and pedestrian enhancements



Be aware that intensity of support and opposition is limited—meaning an education effort would be needed. In addition, residents in the telephone sample were much more divided—indicating a good amount of outreach is necessary if the City goes down this road.



Would you be willing to pay more in fees if it meant side streets were better maintained and street safety was improved by adding sidewalks and crosswalks throughout the city?

Combined data

Willingness to increase utility fees is based on length of residence, age, educational attainment, gender and household income



	<i>Net willing</i>	<i>Net unwilling</i>	<i>Net willing margin</i>
Resident <5 years	62%	37%	+25
Resident 6-20 years	55%	37%	+18
Resident 20+ years	45%	48%	- 3
Under age 55	56%	37%	+19
Over age 55	50%	45%	+5
No college education	47%	45%	+2
College+	62%	35%	+27
HH income <\$80K	48%	46%	+2
HH income >\$80K	71%	28%	+43
Men	51%	44%	+7
Women	56%	37%	+19
All residents	54%	40%	+14

< Household income has a big role to play in willingness to increase utility fees.

*Would you be willing to pay more in fees if it meant side streets were better maintained and street safety was improved by adding sidewalks and crosswalks throughout the city? **Combined data***

Respondents outlined a mix of issues related to street maintenance and improvements



Prioritize road maintenance

- “Roads are on the cusp of failure.”
- “The roads. I love on Wood Ave and the road is atrocious.”
- “Road maintenance in neighborhood streets. Not bike paths.”
- “Quality of city roads which took a beating during this past winter on top of their already poor condition.”

Holistic road maintenance / safety / active transit concerns

- “Pedestrian and biking safety. Improve neighborhood sidewalks, especially around schools.”
- “The roads are horrible in neighborhood areas. Sidewalks would also improve a lot of areas.”
- “Safe roads, paths, sidewalks intersections for bicycling and walking.”
- “create, improve and maintain bike paths and sidewalks due to increased traffic on roadways including neighborhood streets.”

For you personally, what is the single most important issue for the Milwaukie City Council to address over the next year?



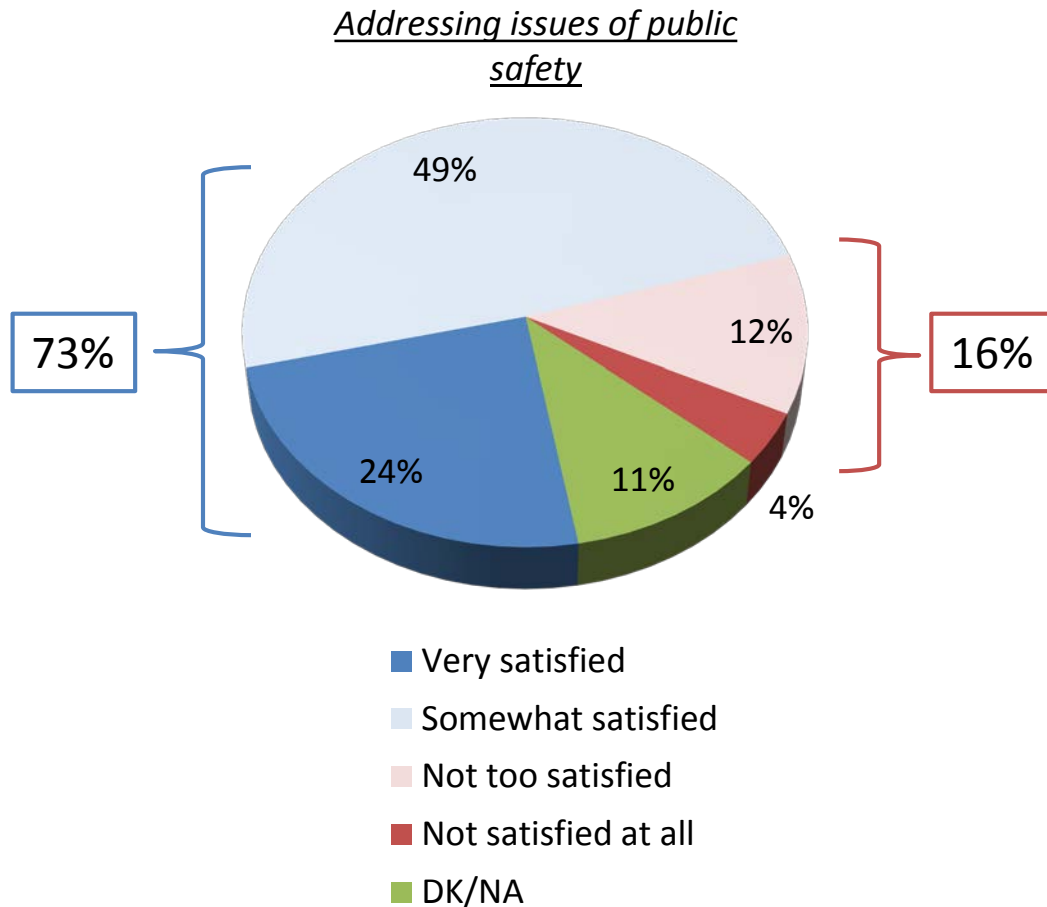
Perceptions of Public Safety and City Parks





- Residents are very satisfied with the services provided by their police department and give the organization rave reviews. This organization gets the closest to “beloved” status of any that we tested in this survey.
- Respondents lean in favor of increasing property taxes to support increased park services. A majority (53%) favor the notion, while only 38% are opposed. It should be noted that the telephone only data set shows a more divided resident base (46% favor; 41% oppose) on this fiscal issue. City leaders should tread carefully here if it’s something they wish to pursue.
- It’s also worth noting that should this issue go to ballot it faces an uphill challenge. We typically like to see ballot language (something we did not test) begin with support in the mid to high 50s and “strong” support at around 40%. “Strong” opposition should be muted, at around 25%. This question meets only one of these three key indicators of initiative success.
- To be clear: we do not want the above bullet point to be seen as a firm “no” to parks expansion. However, we do want to emphasize that given the light intensity (on either side of the issue) it’s incumbent on the City to embark on an education effort that firmly explains why this action is necessary. Residents are clearly open to a discussion, but they need more information before making a decision whether or not to jump on board.
- As we’ve seen on previous fiscal issues, there are some clear divides present among City residents. The newest residents are firmly in favor (63%), while those who have lived in the City the longest are divided (42% favor; 46% opposed).

Nearly three-quarters say they are satisfied with how the city addresses public safety issues



*I'm going to read you some different services provided by the City of Milwaukie. After each, please tell me how satisfied you are with each service. **Combined data***

Information about the existing parks and recreation system:



Let me tell you about the way parks are managed in the City of Milwaukie:

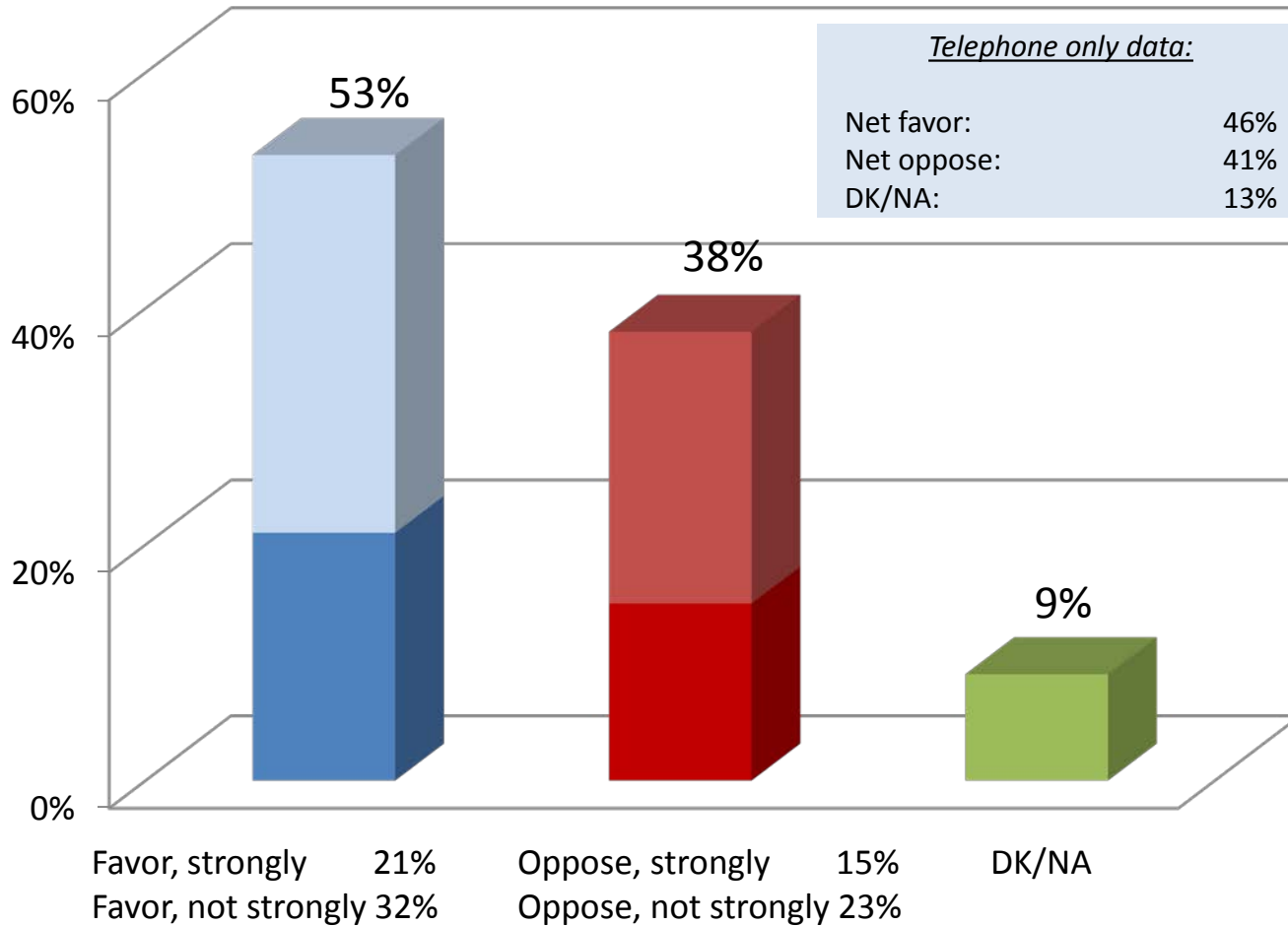
The City of Milwaukie is currently included in a special tax district – known as NCPRD – that encompasses all of Milwaukie and portions of unincorporated Clackamas County. NCPRD is responsible for the operations and maintenance of the city's parks and recreation services. Taxpayers in the City of Milwaukie currently pay \$0.54 per \$1,000 of assessed value for these park services. In order to develop new parks and provide parks and recreation services that are similar to cities like Gresham, Oregon City and West Linn, it may be necessary to increase parks funding by an additional \$0.35 per \$1,000 of assessed value.

Having heard this, would you favor or oppose increasing funding by an additional \$0.35 per \$1,000 of assessed value in order to develop new parks and increase the quality of parks and recreation services to levels similar to cities like Gresham, Oregon City and West Linn? Do you feel that way strongly or not so strongly?

Tepid support for an increase in property taxes to fund parks enhancements



Intensity of support is light, though so is opposition. Residents contacted via telephone lean in favor but do not provide a majority.



Having heard this, would you favor or oppose increasing funding by an additional 35 cents per one thousand dollars of assessed value in order to develop new parks and increase the quality of parks and recreation services to levels similar to cities like Gresham, Oregon City and West Linn? Do you feel that way strongly or not so strongly?

Combined data

Again, age, length of residence, household income, educational attainment and gender predicate support and opposition to a fiscal issue—in this case parks enhancements



	<i>Net favor</i>	<i>Net oppose</i>	<i>Net favor margin</i>
Resident <5 years	63%	34%	+29
Resident 6-20 years	55%	35%	+20
Resident 20+ years	42%	46%	- 4
Under age 55	57%	33%	+24
Over age 55	47%	45%	+2
No college education	45%	42%	+3
College+	62%	34%	+28
HH income <\$60K	46%	43%	+3
HH income \$60K - \$80K	54%	39%	+15
HH income >\$80K	69%	30%	+39
Men	47%	43%	+4
Women	58%	34%	+24
All residents	53%	38%	+15

*Having heard this, would you favor or oppose increasing funding by an additional 35 cents per one thousand dollars of assessed value in order to develop new parks and increase the quality of parks and recreation services to levels similar to cities like Gresham, Oregon City and West Linn? **Combined data***

The limited open-ends focusing on parks express support for more opportunities for kids to play and community to gather



“A outdoor water park.”

“Parks & community centers for kids.”

“More family kid friendly.”

“Milwaukie needs a skate park.”

Access and community building. I like the way Milwaukie is growing, and I want to keep our community healthy and strong by making sure we're serving everyone, everyone feels welcome, and everyone is encouraged to join in.

For you personally, what is the single most important issue for the Milwaukie City Council to address over the next year?



CITY COUNCIL Mayor Mark Gamba Shane Abma Lisa Batey Angel Falconer Wilda Parks



Joel Bergman Recognized as Milwaukie's Volunteer of the Year for 2016

Perceptions of City Communications



Residents are satisfied with city outreach about events and policy discussions

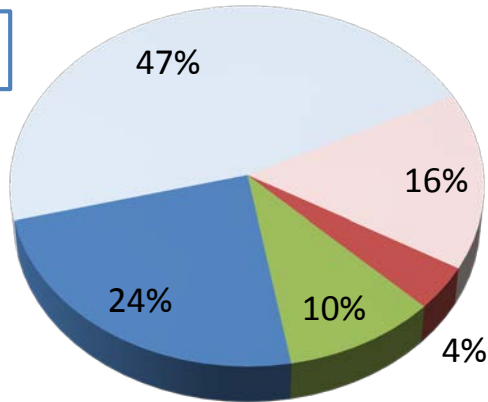


While residents provide a majority who are satisfied with the city's ability to listen to input, perceptions are weak on this point and many are unsure.

Informing the community about current events and policy discussions

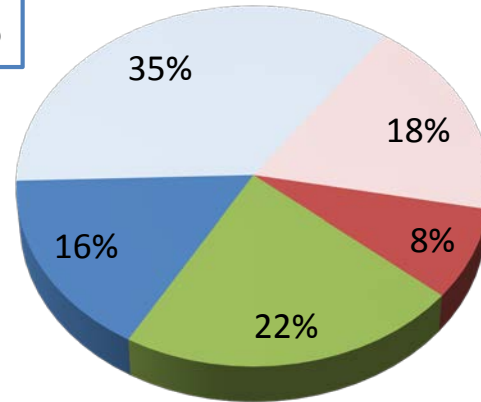
Listening to community input

71%



- Very satisfied
- Somewhat satisfied
- Not too satisfied
- Not satisfied at all
- DK/NA

51%



- Very satisfied
- Somewhat satisfied
- Not too satisfied
- Not satisfied at all
- DK/NA

20%

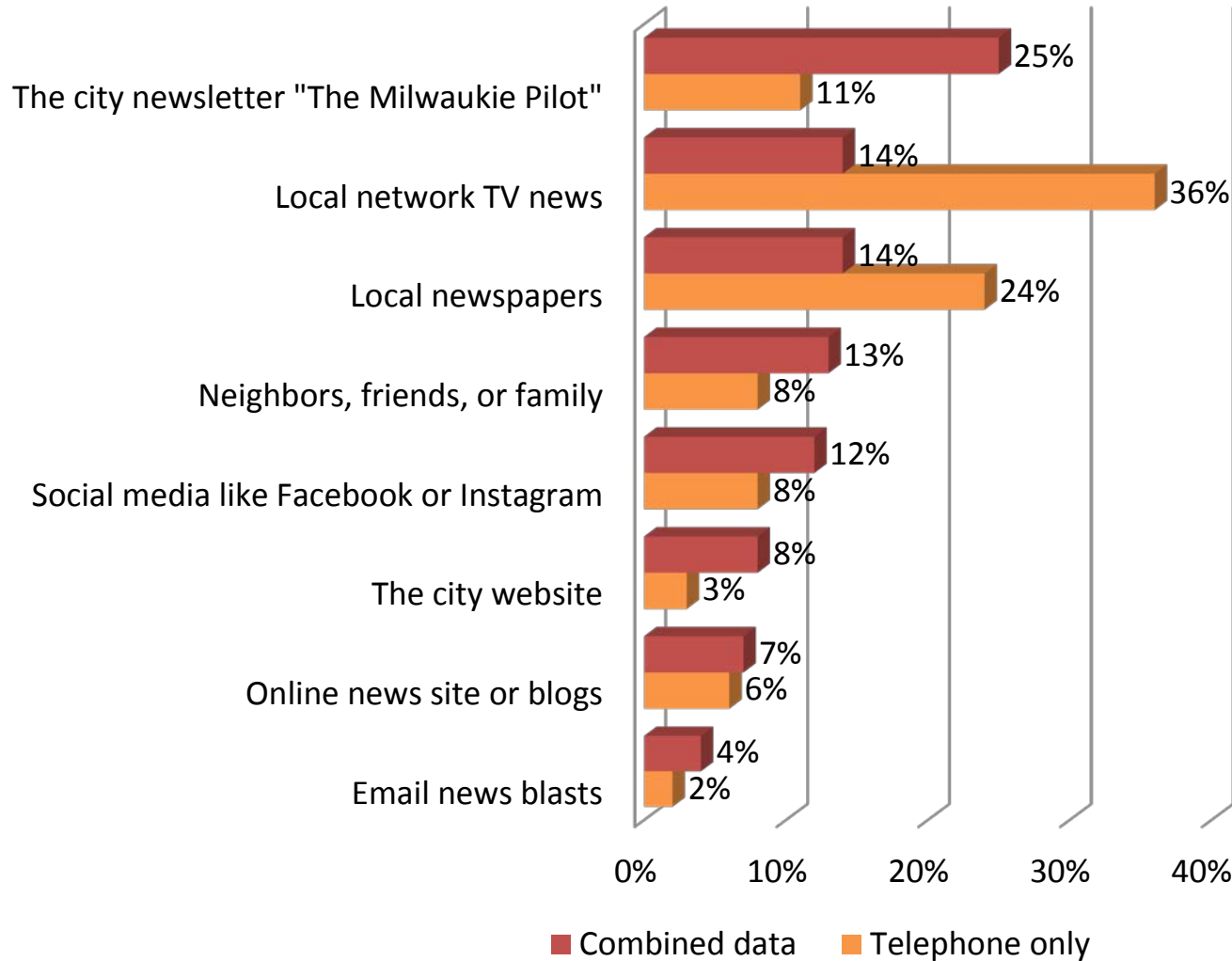
26%

*I'm going to read you some different services provided by the City of Milwaukie. After each, please tell me how satisfied you are with each service. **Combined data***

Online respondents much more likely to get city news from the Pilot



Telephone interviewees less connected, get news from TV and newspapers.



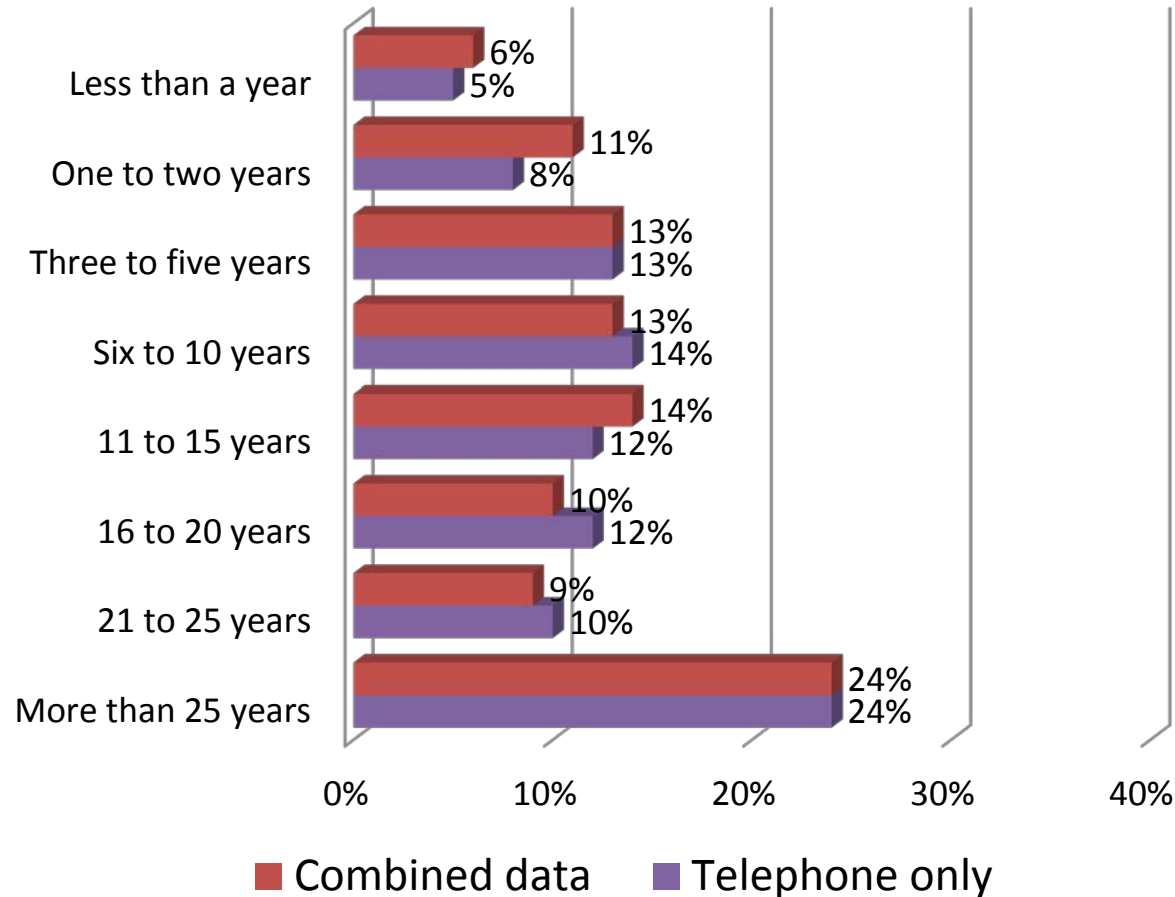
*From which of the following sources do you generally get most of your news about the City of Milwaukie? **Combined data***



Demographics



Length of residence:



Lived in city for less than five years

People of color	52%
Under age 55	47%
HH income \$40K - \$60K	42%
Renters	41%
HH income over \$80K	36%

Lived in city between 6 to 20 years

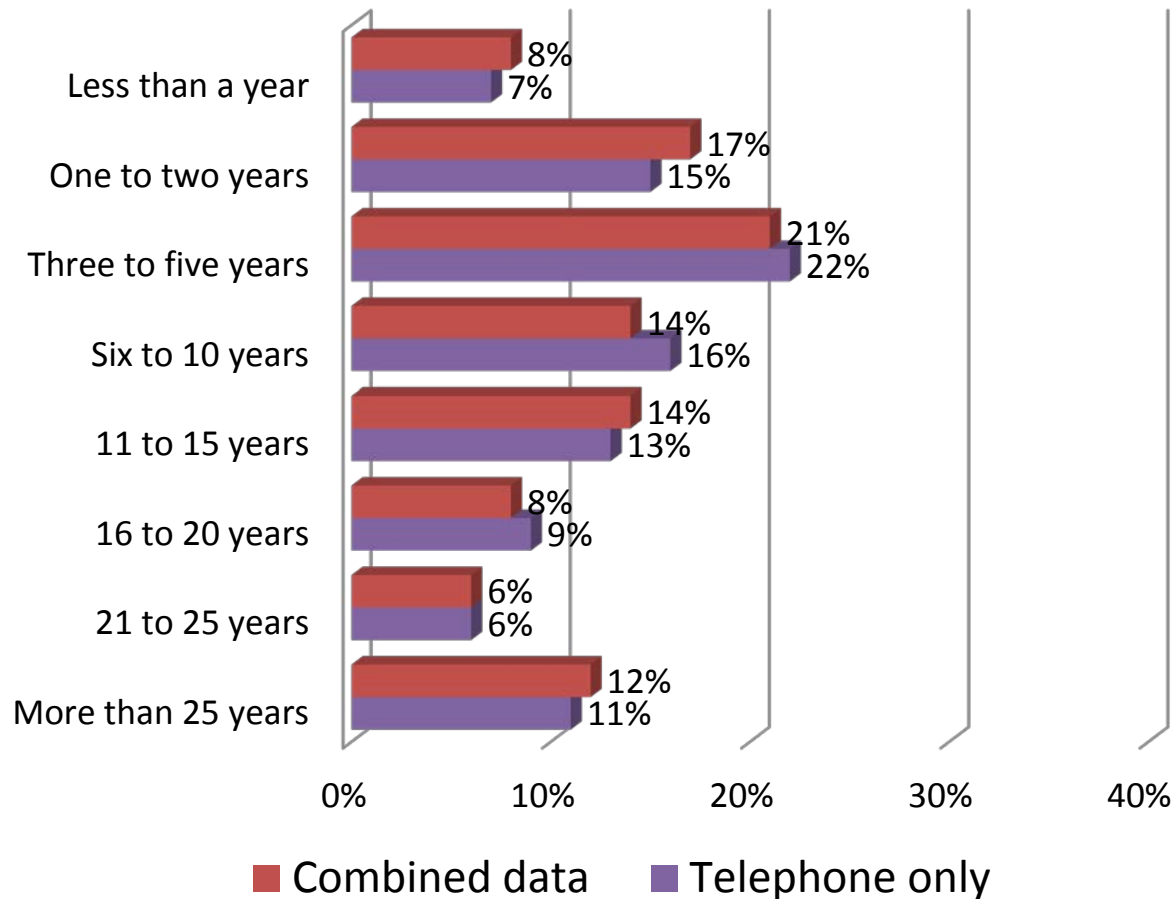
Ages 45-64	45%
Parents of kids <18	44%

Lived in city over 20 years

Over age 55	50%
No college	41%
HH income <\$40K	41%
No kids @ home	39%
News from family/friends	38%

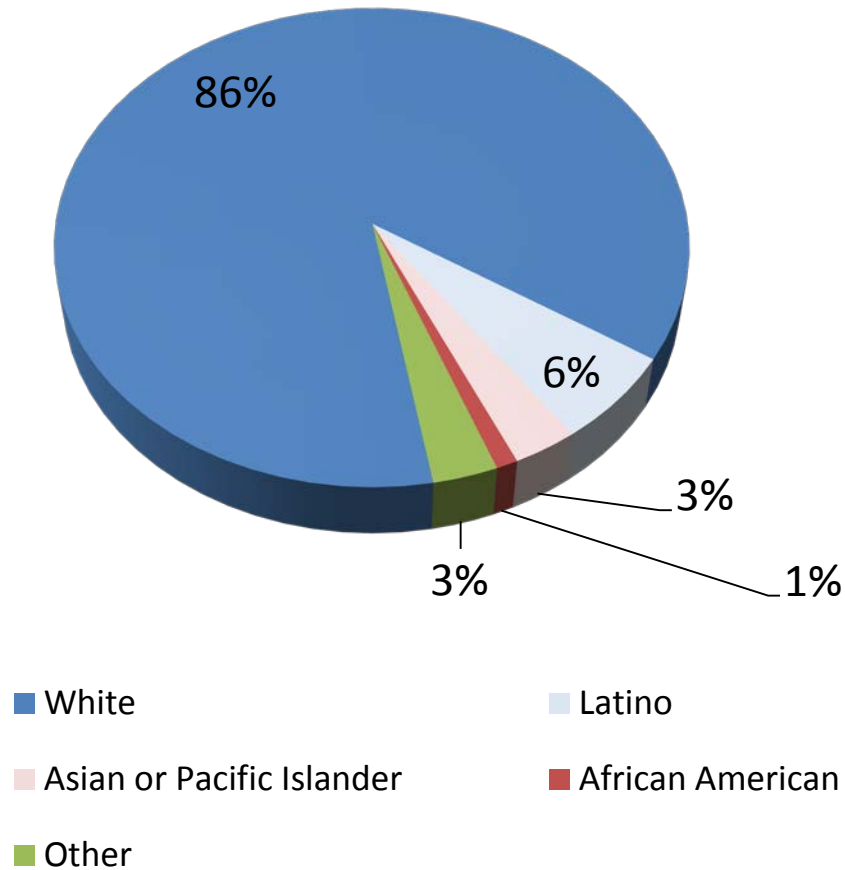
How long have you lived in the City of Milwaukee?

Length of residence at current home:



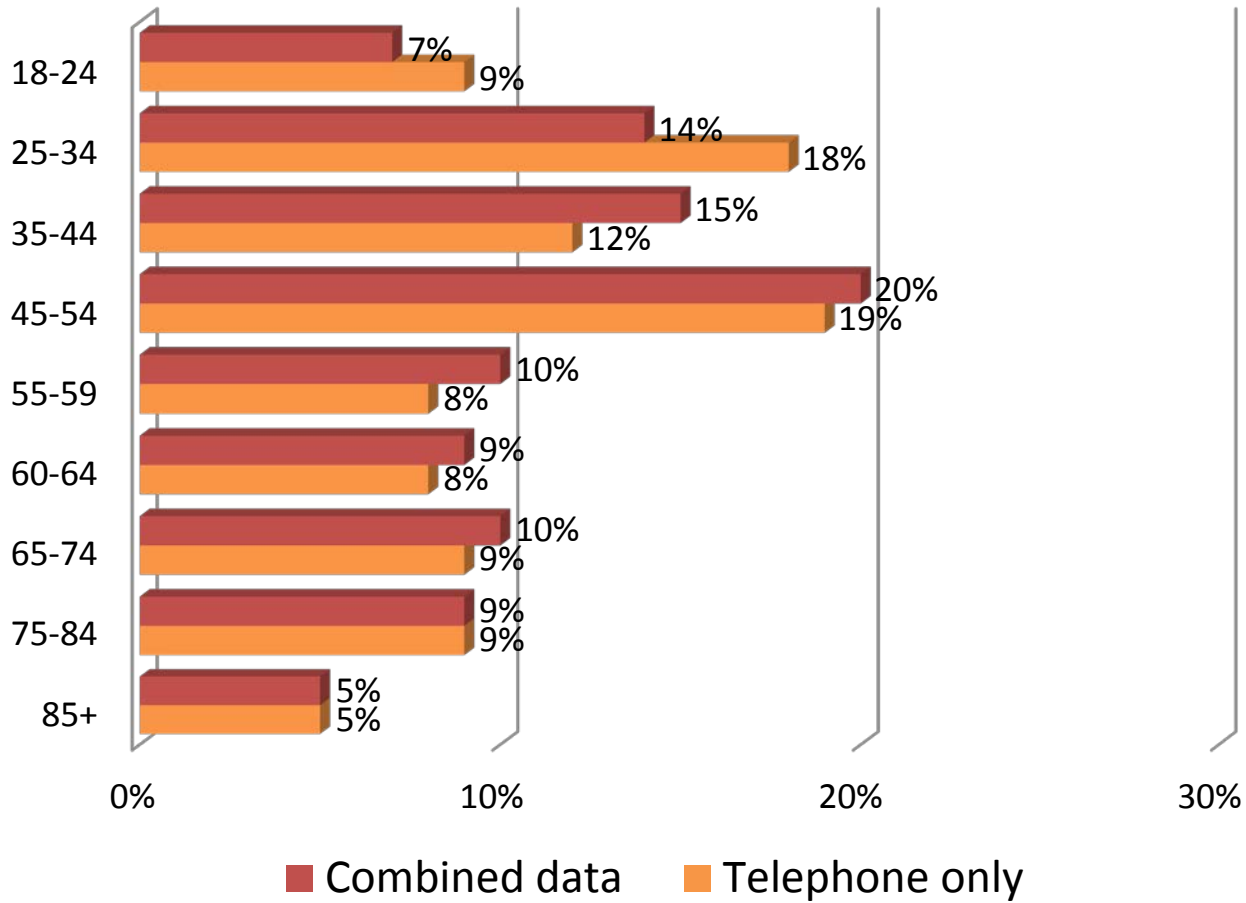
And how long have you lived at your current home within the City of Milwaukee?

Race / Ethnicity:



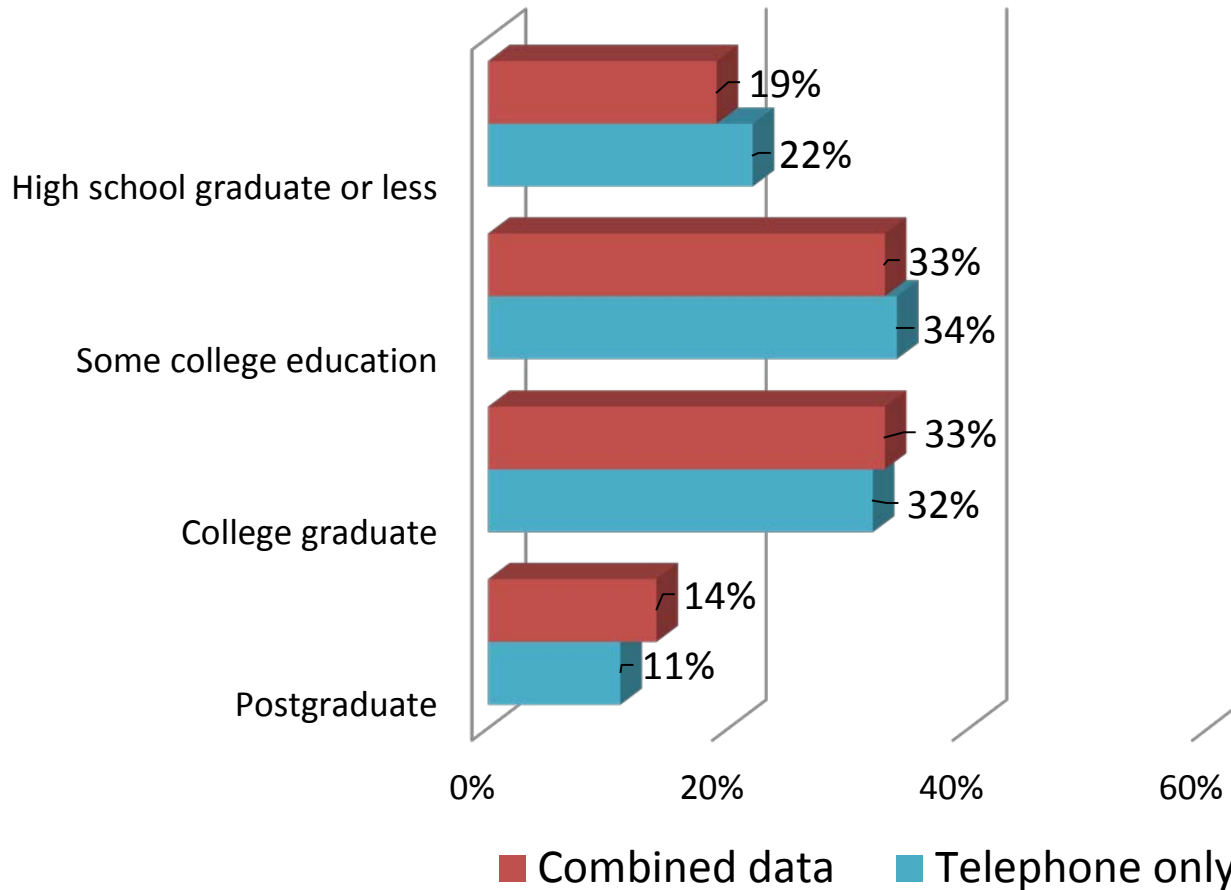
*Do you come from an Hispanic, Latino, or a Spanish-speaking background? [IF NO:] What is your race or ethnic identity? **Combined data***

Age:



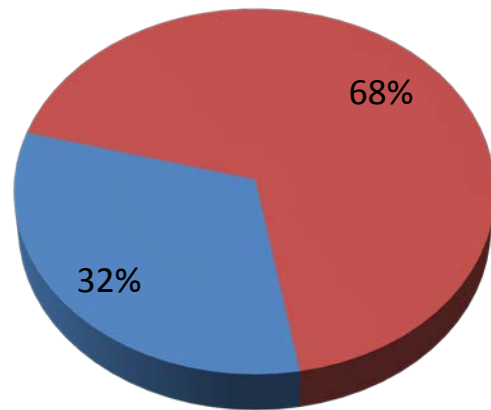
What is your age?

Educational attainment:



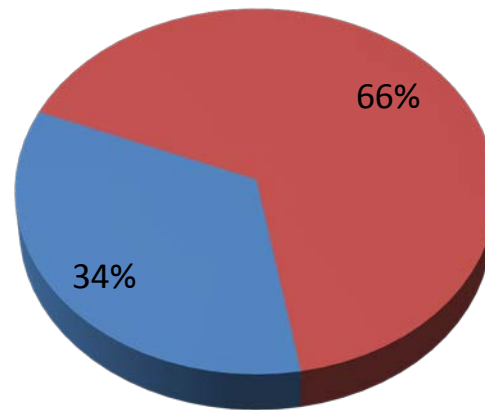
What was the last level of education that you completed?

Parental status:



■ Yes
■ No

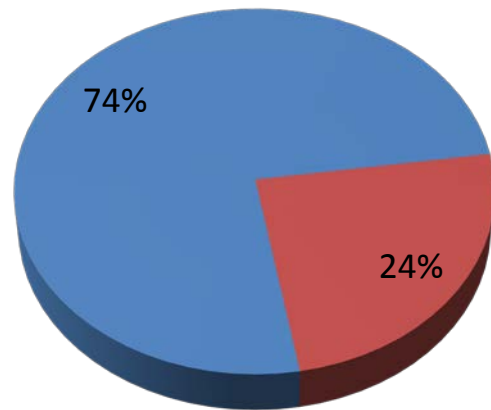
Telephone only sample



■ Yes
■ No

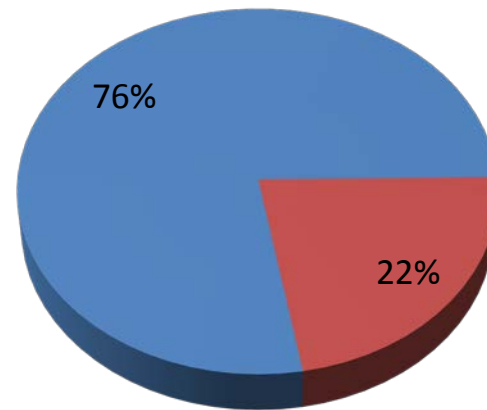
Combined data

Home ownership:



■ Yes
■ No

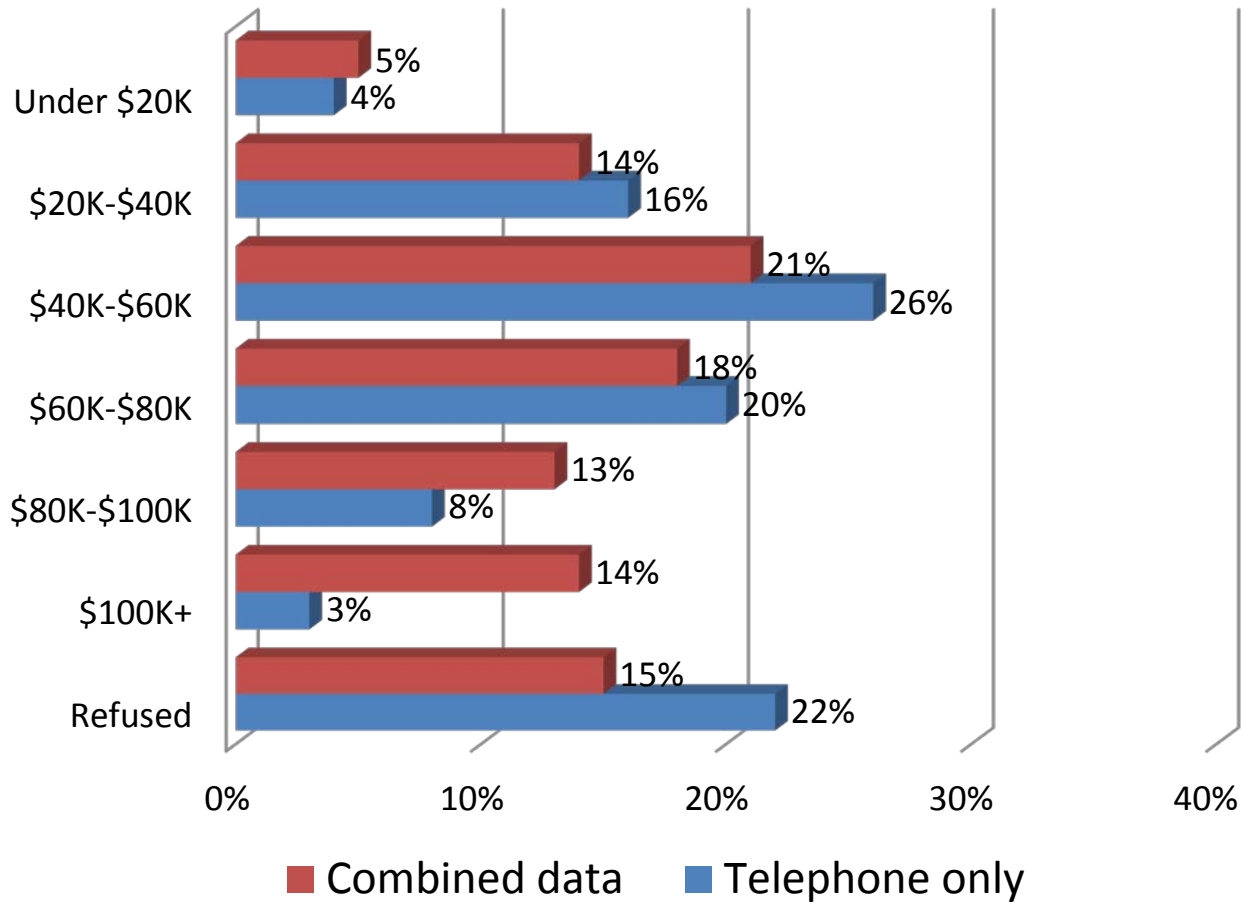
Telephone only sample



■ Yes
■ No

Combined data

Average salary:



In which of the following ranges does your family income fall?