

C I T Y O F T I G A R D

Respect and Care | Do the Right Thing | Get it Done



Tigard Levy and Bond Advisory Task Force

Meeting #3 Community Priorities

September 21, 2017

Welcome and Introductions

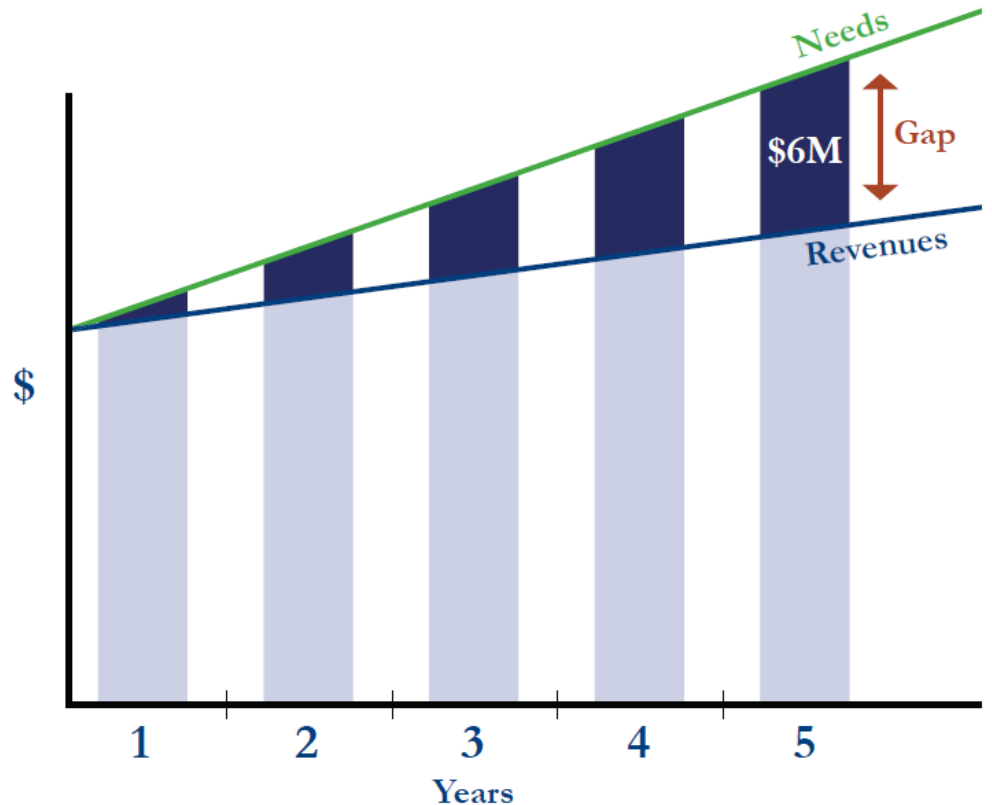


Recap Meeting #2

1. **Get Worse**
(no additional resources)
2. **Continue to Provide Good Service**
(requires new resources)
3. **Get Better**
(requires new resources)



More revenue is needed to keep up with **current service** levels.



Recap Meeting #2-Values to Guide Decisions

- ▶ Affordability
- ▶ Balanced and targeted
- ▶ Sustainable
- ▶ Livability (parks, art, recreation, library)
- ▶ Jobs
- ▶ Reinvestment
- ▶ Public Safety
- ▶ Education – community engagement and communications
- ▶ Improve Diversity
- ▶ Infrastructure
- ▶ Access to Services
- ▶ Essential Services
- ▶ Tangible

Electronic Polling

On a scale of 1 (not important) to 7 (very important) how important is this value to guide decisions?

1	2	3	4	5	6	7
Not important						Very important

Affordability

0% 1. Not important

0% 2. ...

0% 3. ...

23% 4. ...

8% 5. ...

15% 6. ...

54% 7. Very important

Mean = 6.00

Public Safety

0% 1. Not important

7% 2. ...

7% 3. ...

7% 4. ...

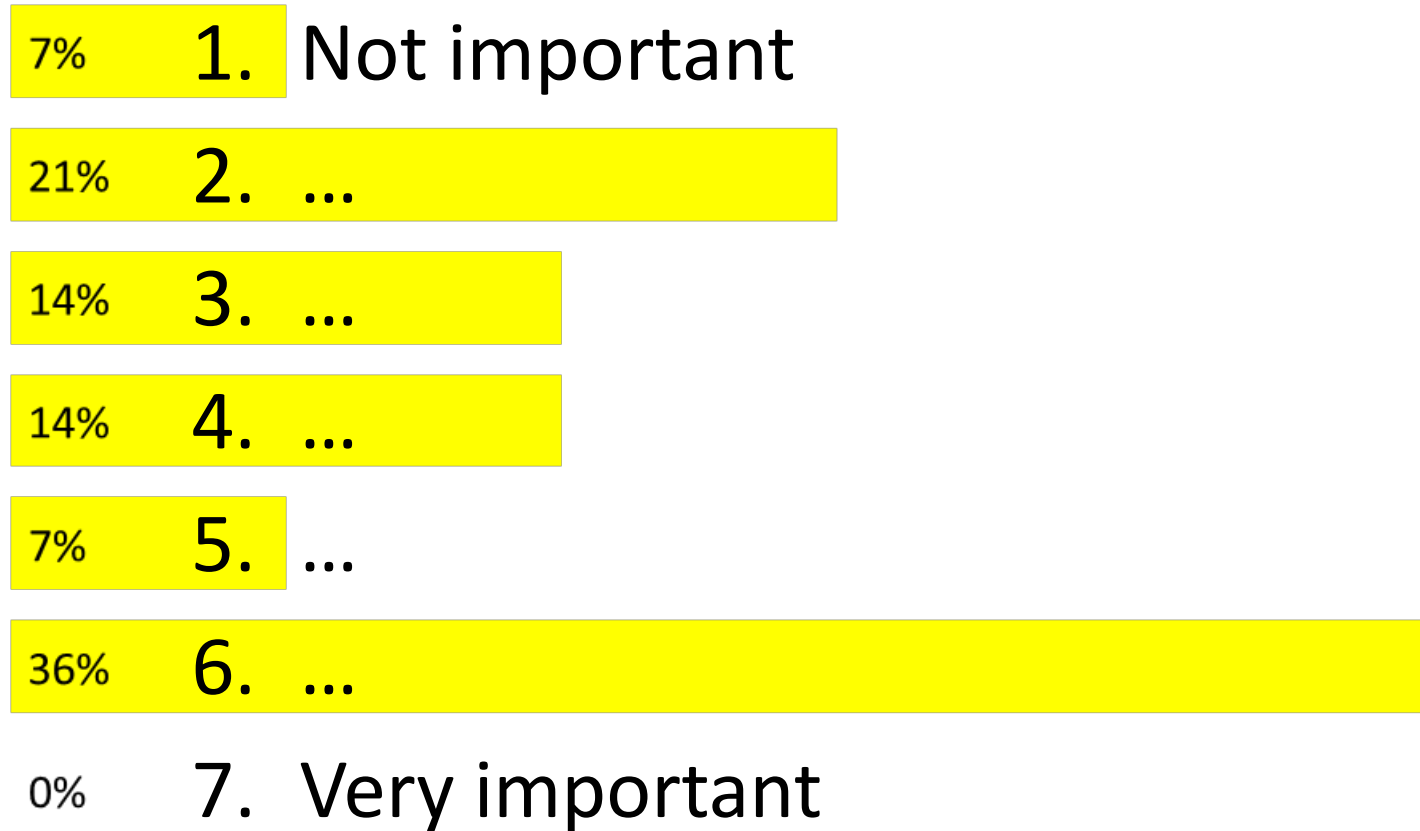
43% 5. ...

14% 6. ...

21% 7. Very important

Mean = 5.14

Improve Diversity



Mean = 4.00

Infrastructure

0% 1. Not important

0% 2. ...

8% 3. ...

8% 4. ...

15% 5. ...

38% 6. ...

31% 7. Very important

Mean = 5.77

Livability (parks, art, recreation, library)

0% 1. Not important

8% 2. ...

15% 3. ...

0% 4. ...

8% 5. ...

15% 6. ...

54% 7. Very important

Mean = 5.69

Jobs

0% 1. Not important

0% 2. ...

8% 3. ...

15% 4. ...

23% 5. ...

38% 6. ...

15% 7. Very important

Mean = 5.38

Reinvestment

0% 1. Not important

7% 2. ...

7% 3. ...

29% 4. ...

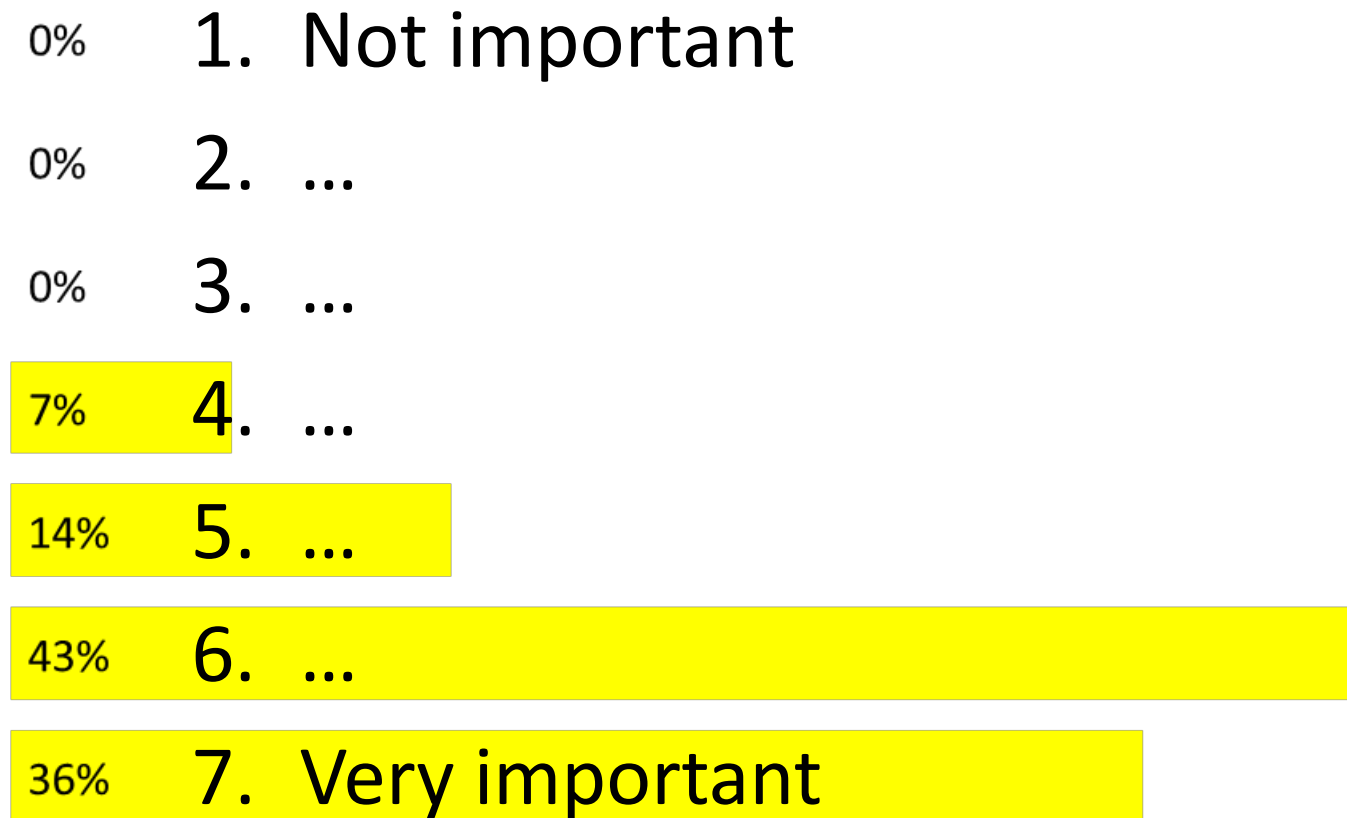
21% 5. ...

21% 6. ...

14% 7. Very important

Mean = 4.86

Education – community engagement and communications



Mean = 6.07

Balanced and targeted

0% 1. Not important

0% 2. ...

0% 3. ...

0% 4. ...

38% 5. ...

31% 6. ...

31% 7. Very important

Mean = 5.92

Sustainable

0% 1. Not important

0% 2. ...

0% 3. ...

7% 4. ...

14% 5. ...

21% 6. ...

57% 7. Very important

Mean = 6.29

Access to Services

0% 1. Not important

0% 2. ...

0% 3. ...

8% 4. ...

38% 5. ...

23% 6. ...

31% 7. Very important

Mean = 5.77

Essential Services

0% 1. Not important

0% 2. ...

0% 3. ...

0% 4. ...

15% 5. ...

31% 6. ...

54% 7. Very important

Mean = 6.38

Tangible

0% 1. Not important

0% 2. ...

0% 3. ...

15% 4. ...

15% 5. ...

23% 6. ...

46% 7. Very important

Mean = 6.00

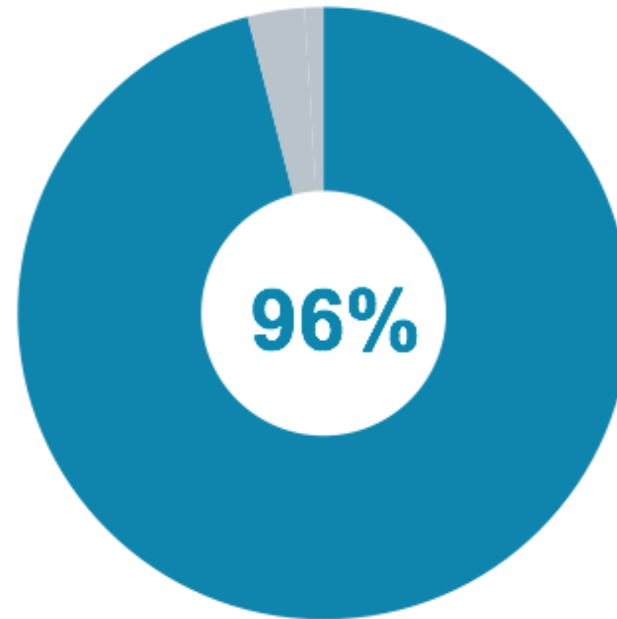
Background Information

- ▶ City of Tigard Demographics
- ▶ Public Opinion Research Results: Service Priorities

TIGARD IS A HAPPY PLACE

- Approval ratings for the city couldn't be better
- That makes things harder

Chart 3
Tigard Residents Satisfied with Services Overall

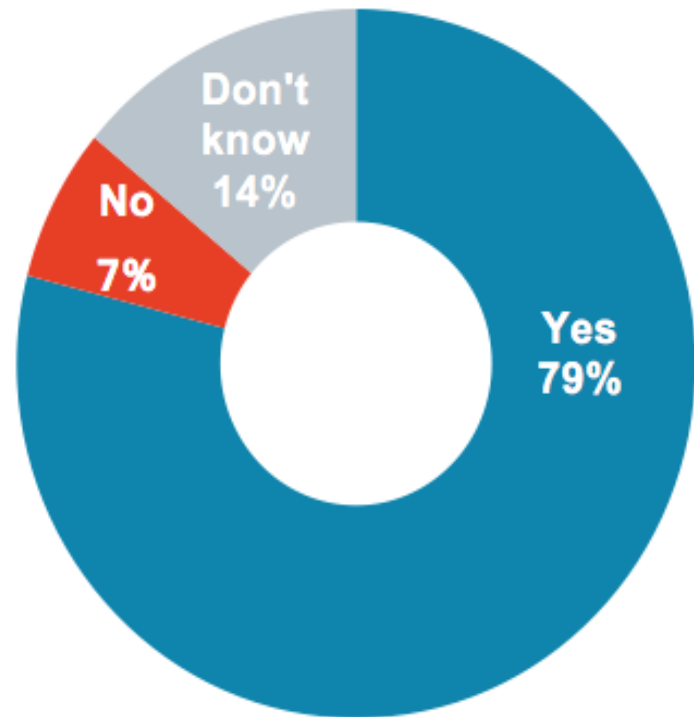


Source: DHM Research, January 2017

LOW AWARENESS

- People believe the city is well-resourced
- Previous efficiencies have covered up system issues

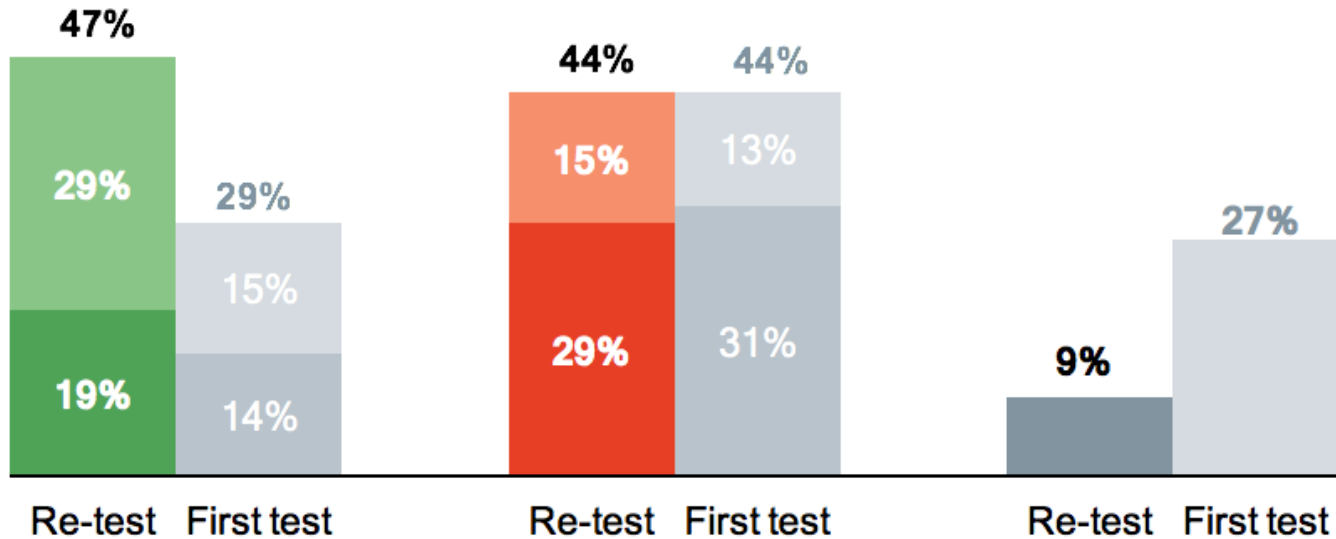
Chart 8
Is Tigard's Revenue Enough to Maintain Service Levels?



Source: DHM Research, January 2017

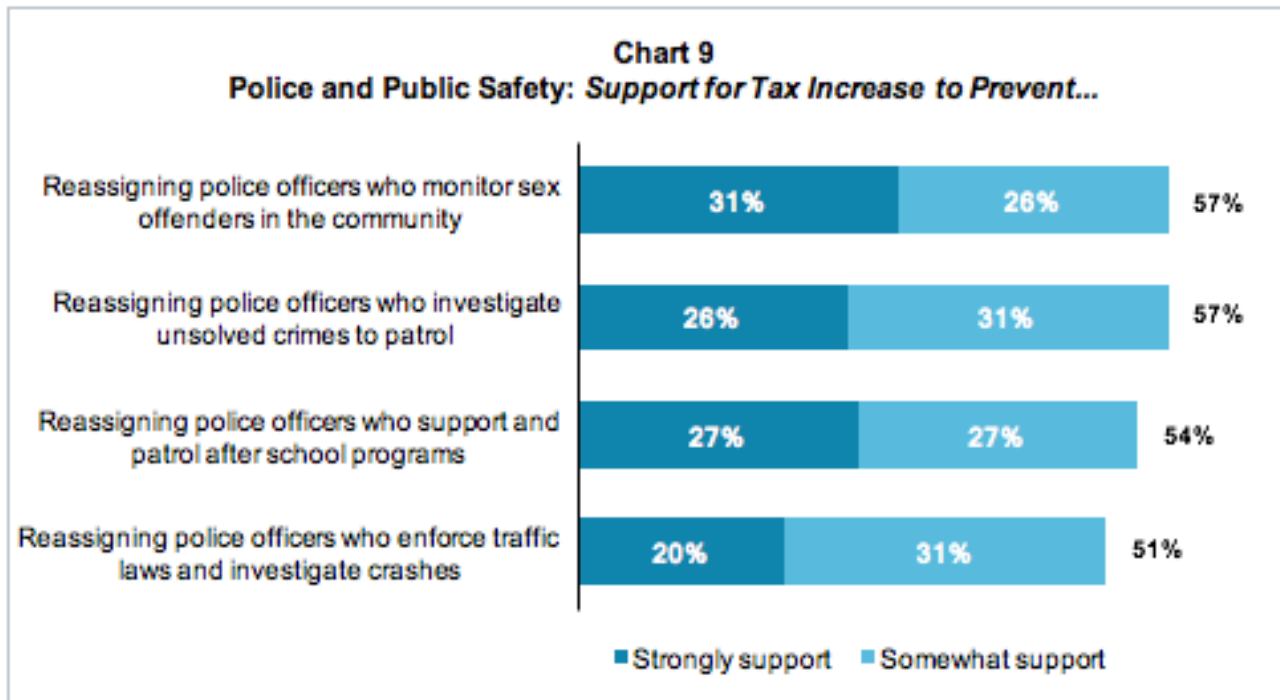
SUPPORT FOR PROPERTY TAX INCREASE?

Chart 14
Re-Test: Support for Property Tax Increase



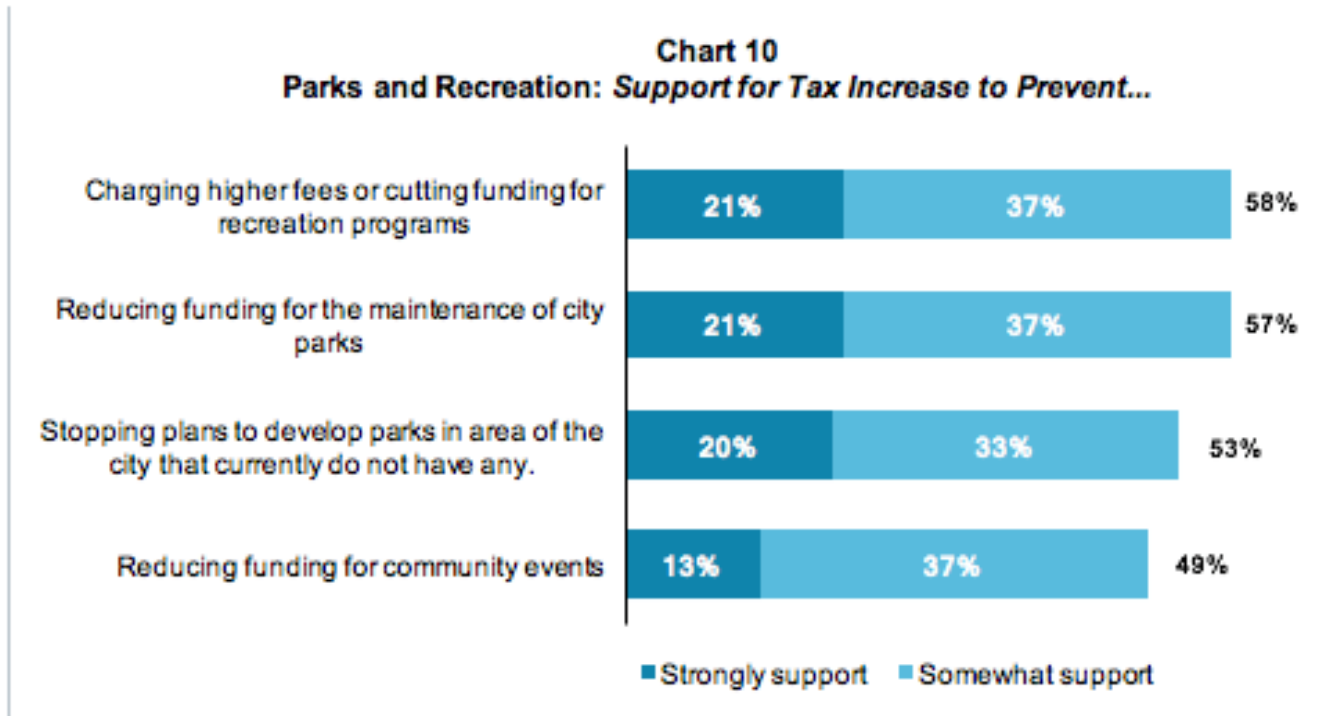
Source: DHM Research, April 2017

KNOWING WHAT'S AT RISK MATTERS



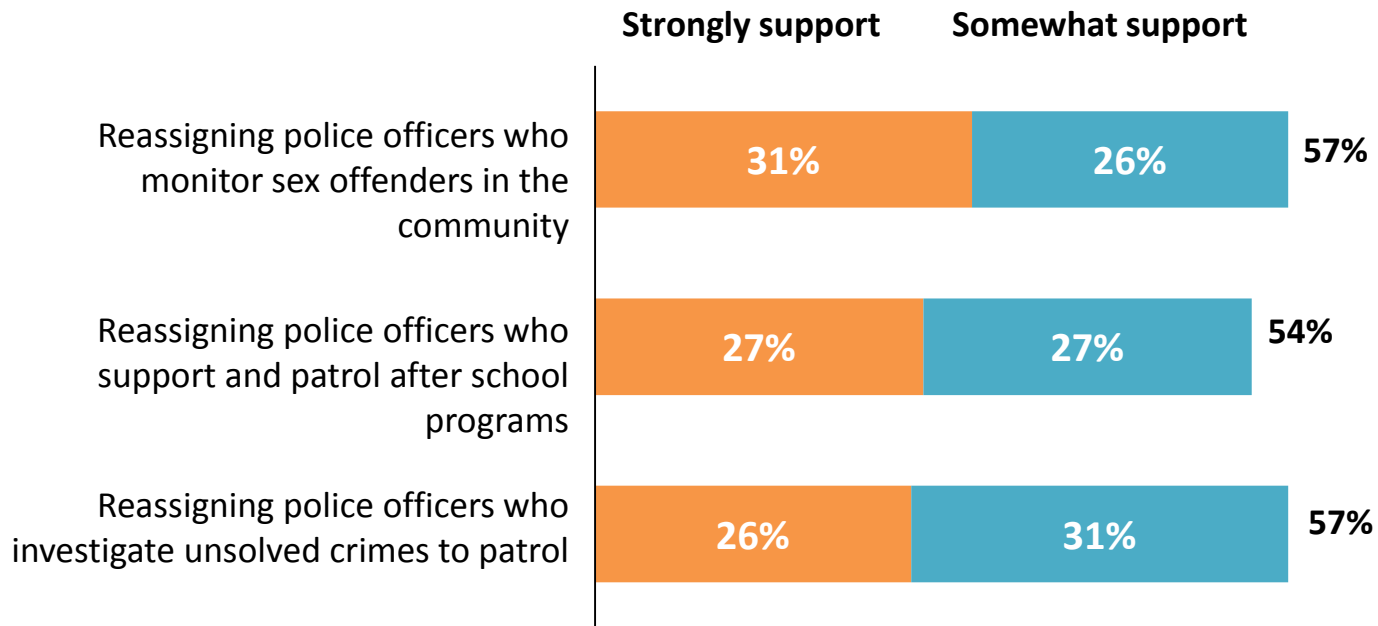
Source: DHM Research, April 2017

KNOWING WHAT'S AT RISK MATTERS

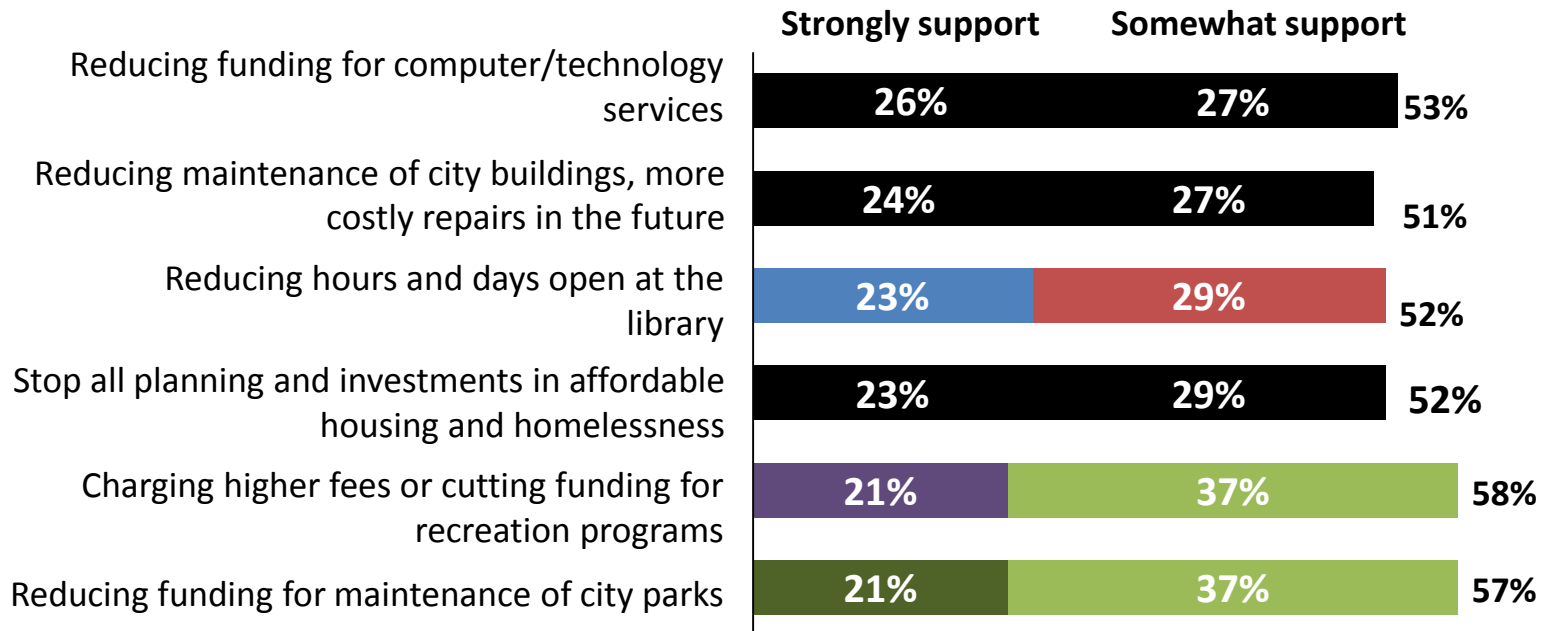


Source: DHM Research, April 2017

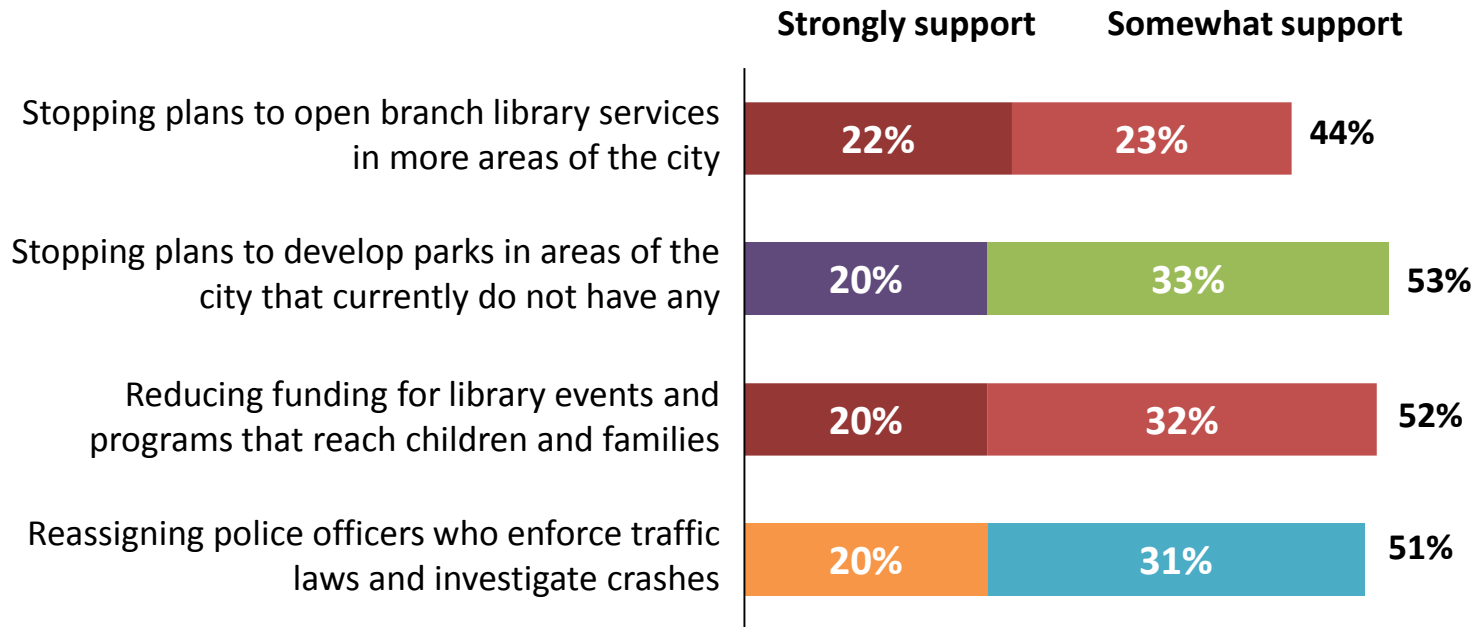
Strongest support: *maintain funding for police services*



Moderate support: *“other city services,” maintaining library hours, parks upkeep and programs*



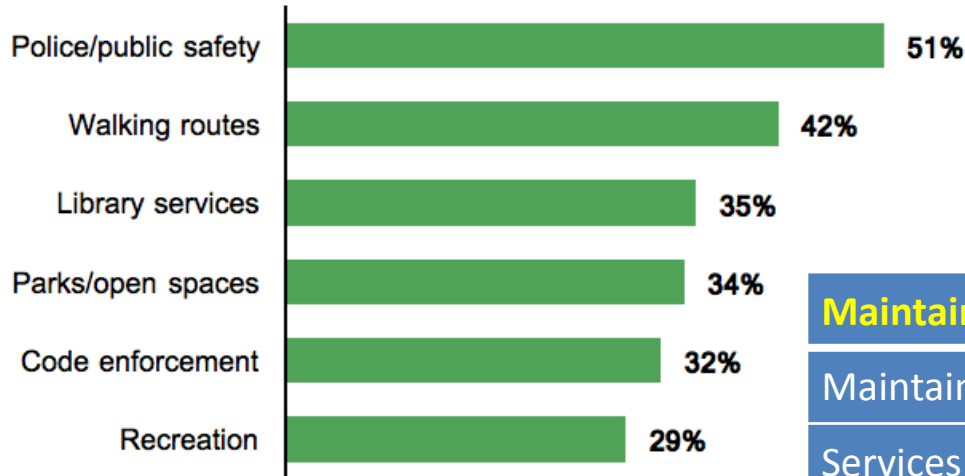
Moderate support for parks, additional library branch, library programs



PUBLIC OPINION: Services and...quality of life

Chart 7

Resident Willingness to Pay More for Improved Services



Source: DHM Research, January 2017

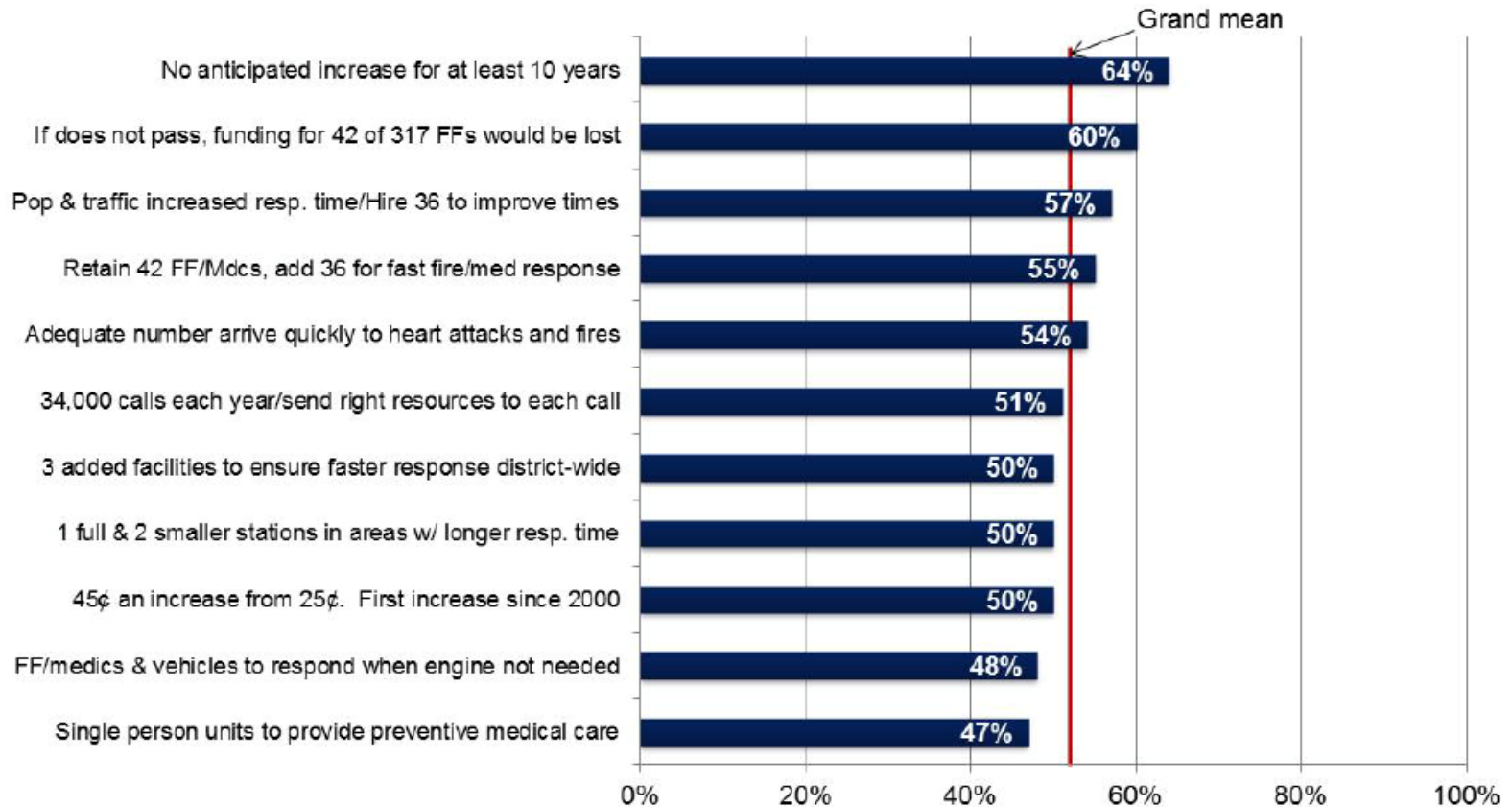
Q33. In your opinion, what it is the most important reason to maintain existing service levels?

Maintain quality of life	51%
Maintain public safety	28%
Services are needed	15%
Will be more expensive later	4%
No need to start new projects	4%
All other responses	3% or less
Don't know	6%

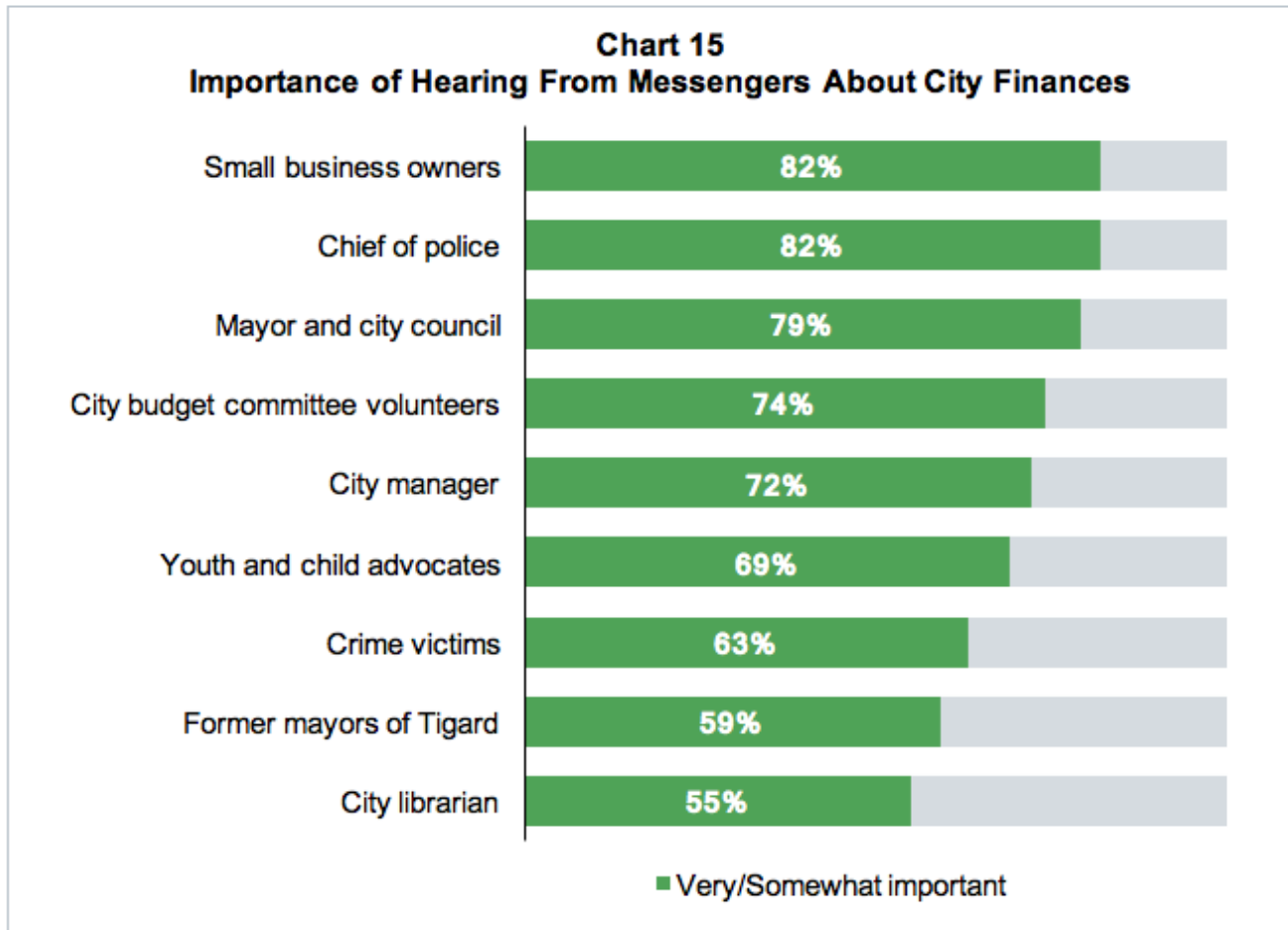
CONSTRUCTING THE LEVY (TVFR)

Percent of Voters rating facts "very useful"

January 2014, n=400



KEY MESSENGERS



CORE VALUES

- **Quality of life**
 - Chose to live here because it's easy and good
- **Safe and secure**
 - Don't need to lock doors or worry about walking down the street
- **Community ties**
 - Support for kids, seniors, most vulnerable
- **No big changes, please**



**Tigard: Safe Community,
Sound Future**

Task Force Roundtable Discussions & Electronic Polling Instructions

1. Complete worksheet for that one example
2. Discuss with your group
3. Poll
4. Repeat

Tigard Levy and Bond Advisory Task Force Worksheet
Scenario 3—"Get Better Services" Examples

1. Improve Infrastructure and the Economy

- ✓ 21st Century technology and communications (5G network)
- ✓ Resilient networks and infrastructure
- ✓ Grow small businesses and jobs in urban renewal districts
- ✓ Attract high-end jobs
- ✓ Responsive emergency/disaster management

What do you like about this example? _____

How important are these services to your vision for Tigard? (Circle the number)

1	2	3	4	5	6	7
Not important						Very important

(Discuss with your group.)

2. Fix Transportation Issues

- ✓ SW Corridor Plan
- ✓ Improve traffic congestion
- ✓ New sidewalks

What do you like about this example? _____

How important are these services to your vision for Tigard? (Circle the number)

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Not important						Very important

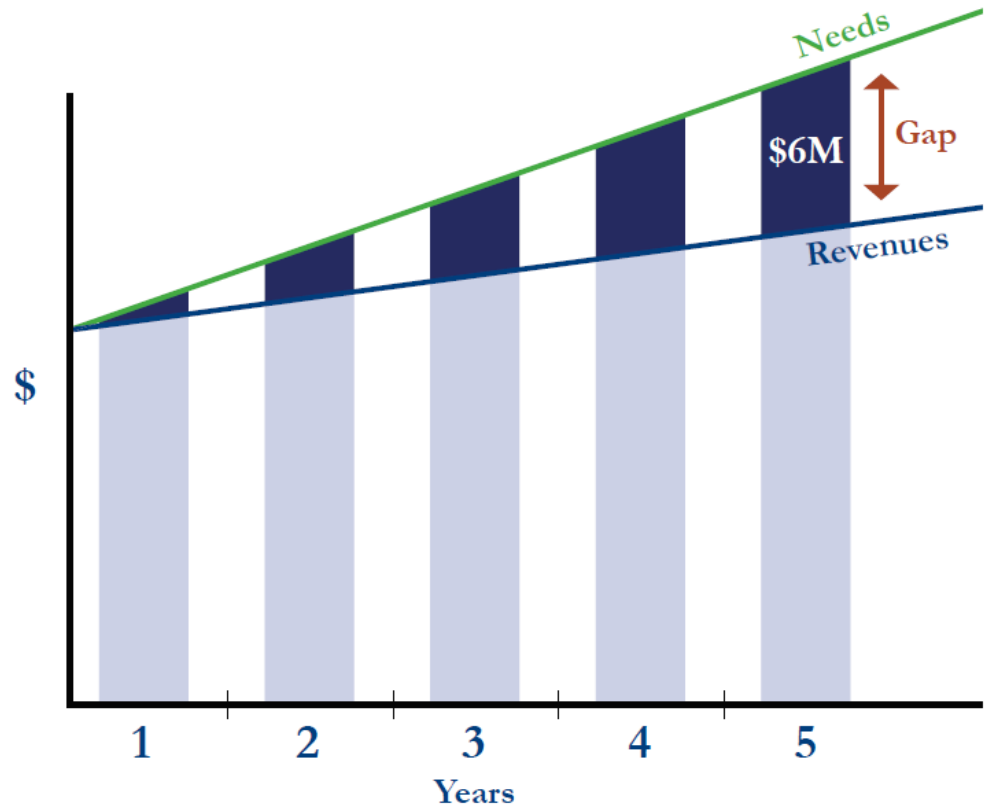
(Discuss with your group.)

Scenario 3—"Get Better Services" Examples

1. **Get Worse**
(no additional resources)
2. **Continue to Provide Good Service**
(requires new resources)
3. **Get Better**
(requires new resources)



More revenue is needed to keep up with **current service** levels.



Next Steps

- ▶ Thursday, October 19 *Meeting #4* **Public Engagement**
- ▶ Thursday, November 16 *Meeting #5* **Recommendations**
- ▶ December **City Council**
- ▶ Thursday, January 18, 2018 **Police Department Tour**