

April 2017

City of Tigard Funding Proposal

TELEPHONE SURVEY



Prepared by DHM Research

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Introduction & Methodology

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From March 31 to April 3, 2017, DHM Research conducted a telephone survey of Tigard voters. The purpose of the survey was to assess support for a possible temporary property tax level to maintain City services at their current levels.

Research Methodology: The telephone survey consisted of 300 Tigard voters and took approximately 22 minutes to complete. This is a sufficient sample size to assess voter opinions generally and to review findings by multiple subgroups, including age, gender, and political party.

Respondents were contacted by a live interviewer from a list of registered voters, which included cell phones. In gathering responses, a variety of quality control measures were employed, including questionnaire pre-testing and validation. Quotas were set by age, gender, political party and precinct to ensure a representative sample.

Statement of Limitations: Any sampling of opinions or attitudes is subject to a margin of error. The margin of error is a standard statistical calculation that represents differences between the sample and total population at a confidence interval, or probability, calculated to be 95%. This means that there is a 95% probability that the sample taken for this study would fall within the stated margin of error if compared with the results achieved from surveying the entire population. The margin of error for this survey is $\pm 5.7\%$.

DHM Research Background: DHM Research has been providing opinion research and consultation throughout the Pacific Northwest and other regions of the United States for over three decades. The firm is nonpartisan and independent and specializes in research projects to support public policy making.

Summary & Observations

2

Tigard voters are highly satisfied with the quality of life in their city.

- Most voters believe the quality of life in Tigard is good or excellent (87%), and this opinion is shared broadly across demographic groups.
- Furthermore, 72% of voters believe the quality of life in Tigard is either remaining the same or improving. Those who say it is improving are likely to point to positive changes the City has instituted, including redevelopment of downtown Tigard.

Voters are interested in engaging with the City in a public conversation about finances.

- More than four in five voters support the City in reaching out to residents about Tigard's budgetary issues (82%).
- As shown in the results regarding a temporary tax increase, voters respond positively to additional information about the City's needs for more revenue to maintain current service levels.
- In open-ended questions, some voters commented that the City has shown that it values public engagement and that additional town halls would be appreciated.

Although voters initially oppose a temporary property tax increase to maintain current service levels, additional information about potential cuts has a significant and positive impact on opinions.

- In the initial test, fewer than three in ten voters support a temporary property tax increase to maintain service levels (29%). More than one in four voters aren't sure whether they would support the tax (27%), a very high figure for a tax increase.
- In the re-test, still less than half of voters support a temporary tax (47%). However, the 18-percentage point increase in support is significant. The percentage of voters who don't know whether they would support the tax drops to 9%. The number of voters opposed stays the same (44%).
- Voters explained in their comments that additional information, such as the amount and duration of the tax, would be critical in deciding whether they would support it. Those who were opposed were most likely to cite personal finances or existing high taxes as the reason for their opposition (56%).
- Ultimately, parents are most supportive of a temporary property tax increase in the re-test (59%).
- There is also majority support among women, voters under 30, renters, voters with incomes of \$50,000-\$100,000 per year, and those from Precinct 405 (51-56%).
- The voters most opposed to a temporary tax are Republicans, seniors, and voters from Precinct 400 (53-58% opposed).

Police and public safety are the top priority for voters when it comes to maintaining service levels, but parks and recreation are also important to many voters.

- Nearly three-quarters of voters say it is most important to maintain the budget for police and public safety (73%).
- Nearly six in ten voters say they would support a temporary tax increase to prevent *reassigning police officers who monitor sex offenders in the community to patrol*, as well as *reassigning police officers who investigate unsolved crimes to patrol* (57% each).
- Although only 8% of voters said maintaining current service levels for parks and recreation is the top priority, about six in ten voters said they would support a temporary tax increase to prevent two cuts to parks and recreation service: *charging higher fees or cutting funding for recreation programs, such as arts classes, youth sports leagues, after-school programming, and organized activities for seniors* (58%) and *reducing funding for the maintenance of city park* (57%).

Irrespective of support for a temporary property tax increase, it is clear that voters believe their quality of life would be diminished if the City made significant cuts to key services.

- Although there is not strong support for a temporary property tax increase, voters agree that major cuts to basic city services would have a negative impact on their quality of life.
- While 87% of voters say the quality of life in Tigard is currently good or excellent, just 44% say the quality of life in the city would be good or excellent if significant cuts were made to police and public safety.
- Similarly, 46% of voters think the quality of life in the city would be good or excellent if significant cuts were made to parks and recreation.

It will be important for voters to hear from local business leaders and public safety officials, like the Chief of Police, as well as city officials, as they learn more about Tigard's budgetary concerns.

- Voters show a clear preference for certain messengers when it comes to learning more about the City's finances.
- Small business owners are considered the most trusted source of information on the topic, and 82% of voters say it would be important to hear from these community leaders.
- Most voters also want to hear from Tigard's Chief of Police, reflecting the importance of police and public safety services (82%).
- The mayor and city councilors are also important voices to the conversation, and 79% of voters say it would be somewhat or very important to hear from these officials.

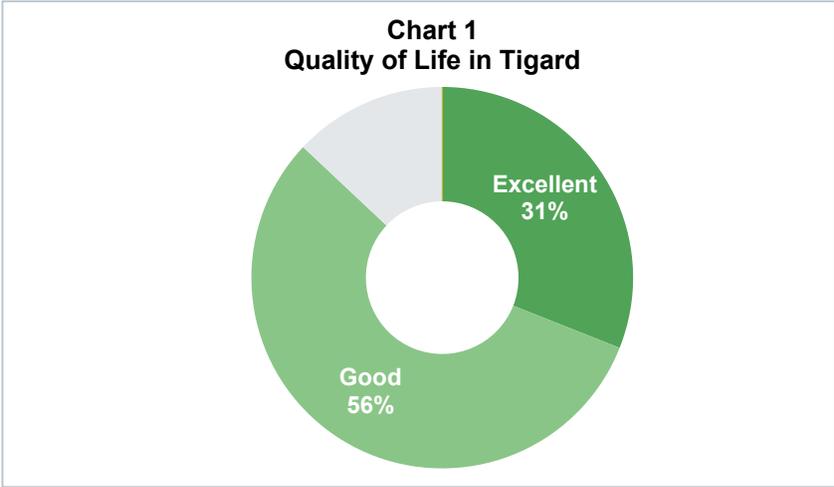
Key Findings

DHM Research conducted a telephone survey of 300 Tigard voters to assess support for a possible temporary property tax to maintain city services at their current levels.

3.1 QUALITY OF LIFE

Tigard voters report their quality of life is very good, and most believe the quality of life in their city is staying the same or improving.

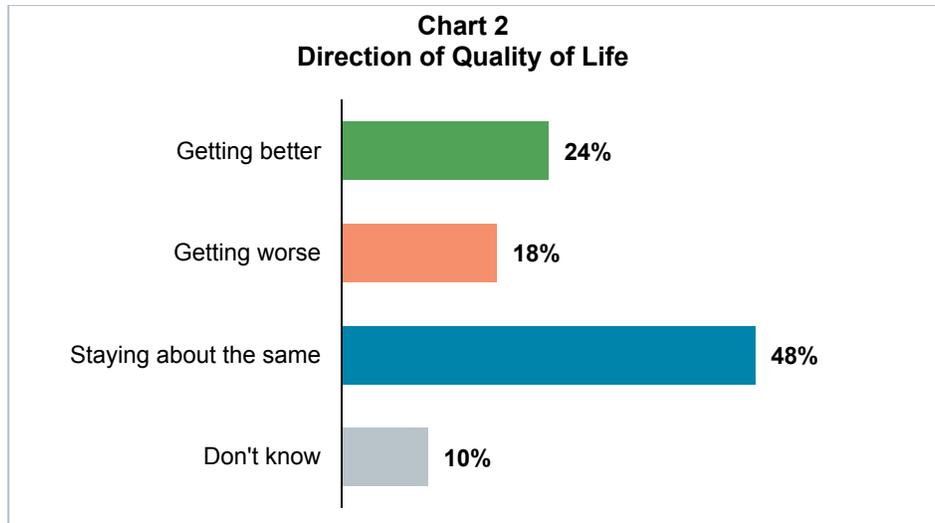
Overall, nearly nine in ten voters said the quality of life in Tigard is good or excellent (87%) (Q1). Three in ten voters said their quality of life is excellent.



Source: DHM Research, April 2017

More than eight in ten voters in nearly every demographic group agreed that the quality of life in Tigard is good or excellent. The most satisfied voters were those with high incomes of \$100,000 per year or more and college graduates (96% each). Nearly every voter from Precinct 409 reported a good or excellent quality of life (98%).

Voters also believe that the quality of life in Tigard is either remaining consistent or improving (72%) (Q2). About half of voters say it is staying the same (48%), but nearly one in four say it is getting better (24%).



Source: DHM Research, April 2017

A plurality of nearly every demographic group felt the city’s quality of life is staying the same, except for voters who earn between \$25,000 and \$49,999 per year. A plurality of these voters said the quality of life is getting better (39%), while many said it is staying the same (31%).

Voters 65 and older were more likely to report that the quality of life in Tigard is staying the same than that it is improving or getting worse (51%). However, seniors were the most likely of any demographic group to provide a negative response, and 28% said the quality of life in the city is getting worse.

Among the plurality of voters who said their quality of life is staying the same, most didn’t provide specifics as to why they held that opinion (Q5). Rather, they shared a general sense that *things have not changed* (55%). About one in ten of these voters said they *have no complaints* (11%).

“I have resided here for several years, I have watched things change with the times, but our values stay the same.”
–Female Republican, 65 or older

“Because things here are progressive, but within reason.”
–Male Democrat, 45-64

“It is not getting worse except traffic on 99. Nice neighborhoods, and services are kept up.”
–Female Republican, 65 or older

“Everything’s smooth and I don’t see any major changes, good or bad.”
–Male Democrat, 18-29

Those who said things are improving pointed generally to improvements within the city, and they believed *the City was addressing their concerns* (41%) (Q3). About one in ten specifically pointed to *road, street, or traffic improvements* (12%).

“A progressive city, Tigard encourages its citizens to attend regular city council meeting.”
–Female Democrat, 45-64

“I guess I have seen a lot of initiative to improve life in Tigard.”
–Female non-affiliated voter, 18-29

“Downtown is becoming active and busier.”
–Female Republican, 65 or older

Those who said things were getting worse were likely to point to *increased traffic* (48%) (Q4). Similarly, more than one in four of these voters pointed to *growth, increased development, and overcrowding* (27%). Some also cited *crime* (11%), and an increased cost of living, including *utility costs* (10%) and *increased housing costs* (9%).

“Too much development all around Tigard. Too much traffic.”
–Female non-affiliated voter, 65 or older

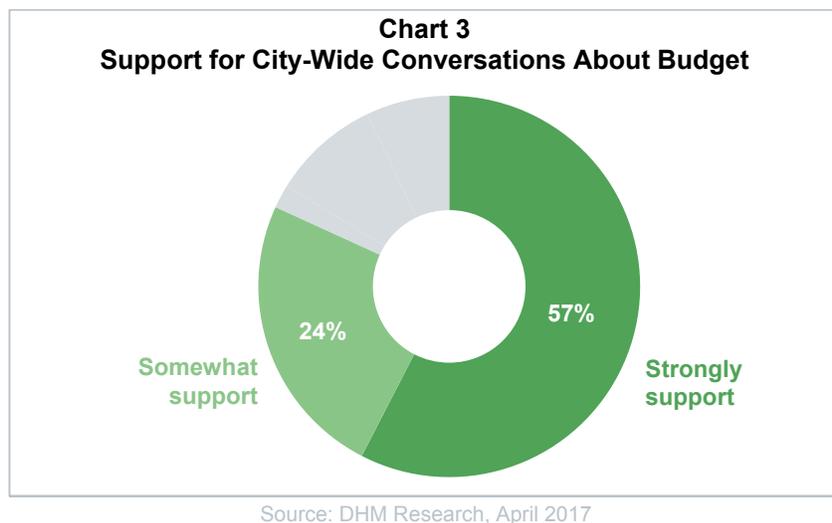
“Traffic, and filling all the green spaces with housing.”
–Female Democrat, 30-44

“We lost our small-town feel. I feel like we are in the general Portland area.”
–Male Democrat, 18-29

3.2 SUPPORT FOR FUNDING

Voters support a community conversation led by the City of Tigard to discuss financial challenges and solutions.

There was strong support among voters for a city-wide conversation about Tigard’s finances (82%) (Q6).

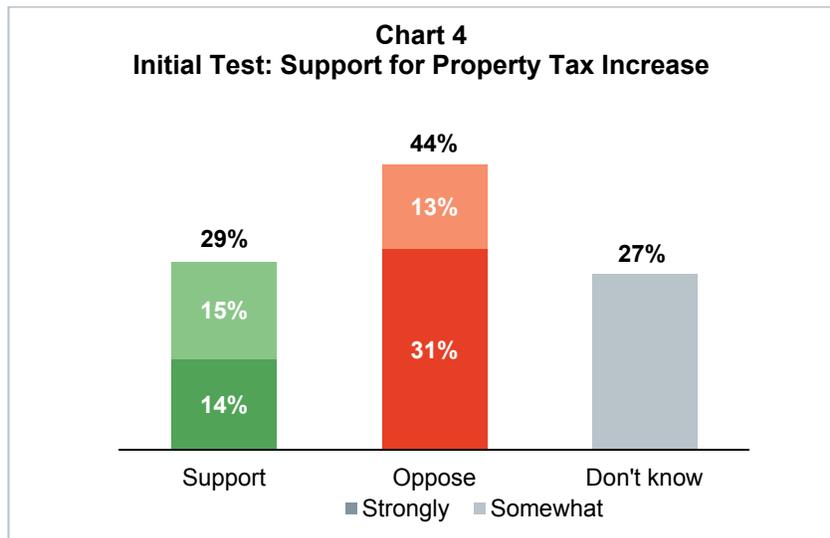


At least seven in ten voters from every demographic group supported such outreach (70% or more). Strong support for such conversations exceeded 52% for all groups except high school graduates (44%).

As discussed in greater detail throughout this report, a conversation with voters about the City's challenges in retaining current service levels is likely to have a positive and measurable impact in voters' understanding of the issues.

Initial support for a temporary property tax increase is weak, and more than one in four voters don't know where they stand on the issue.

Without any additional information about Tigard's continued ability to retain current service levels, fewer than three in ten voters supported a temporary property tax increase (29%) (Q7). Those who did support the increase were evenly split between strongly supporting the proposal and only somewhat supporting it. Importantly, more than one in four voters didn't have an initial opinion. This is a high figure for a tax increase and reflects voters' need additional information.

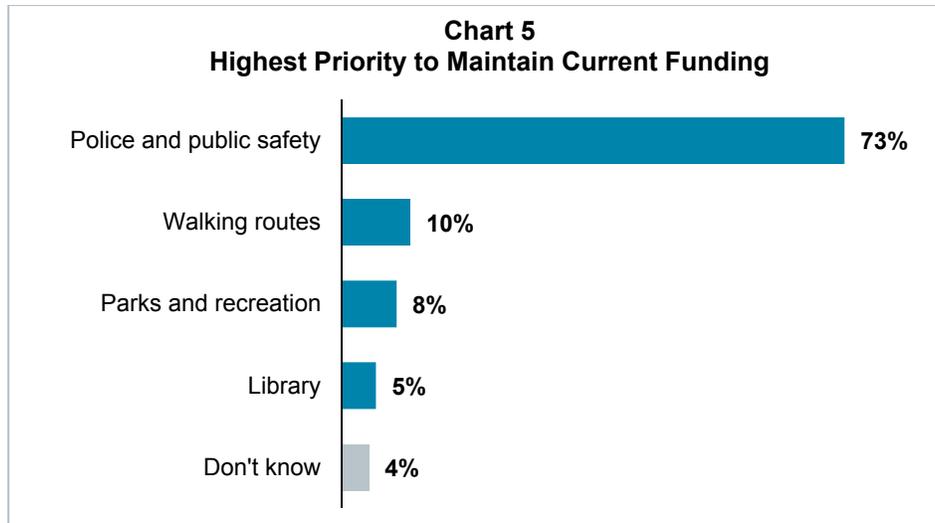


Source: DHM Research, April 2017

Initially, voters with incomes of \$75,000 per year or more and voters with children under 18 in the household (parents) were the most supportive (41%-46%). On the other side, Republicans and seniors exhibited the strongest opposition (59%, 57%). Nearly half of all seniors strongly opposed a temporary property tax increase in the initial test (48%).

If the City must make cuts, voters would prefer that police and public safety services remain at current service levels.

Nearly three-quarters of voters said that if the City must make budget cuts, *police and public safety* should remain the highest priority for maintaining current service levels (Q8).



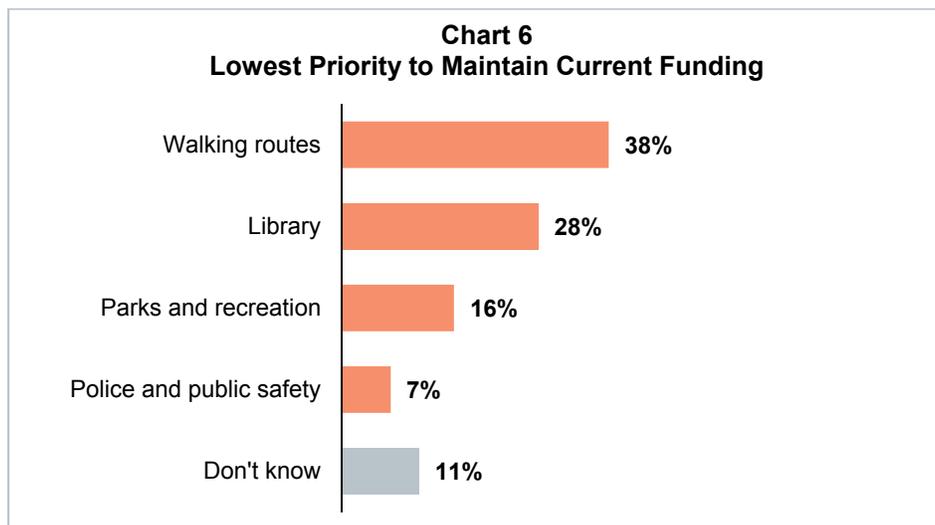
Source: DHM Research, April 2017

The preference for protecting public safety funding was clear across demographic groups, and these results are consistent with Tigard’s recent survey results about voter priorities.

Other priorities failed to garner more than 10% support as a top-priority, but there were some differences in how demographic groups responded to other services. One in six parents said their top funding priority was *walking routes to schools*—a priority also linked to public safety (17%). Both Democrats and Republicans were more concerned with *parks and recreation* than non-affiliated voters (10-12%, compared to 1%).

A plurality of Tigard voters say walking routes to schools and elsewhere is their lowest priority for maintaining service levels.

Overall, voters said that *walking routes to schools and to connect neighborhoods, parks, and open spaces* were the lowest priority for maintaining current service levels (Q9). Many voters also suggested the library should be the lowest priority for funding of these four.

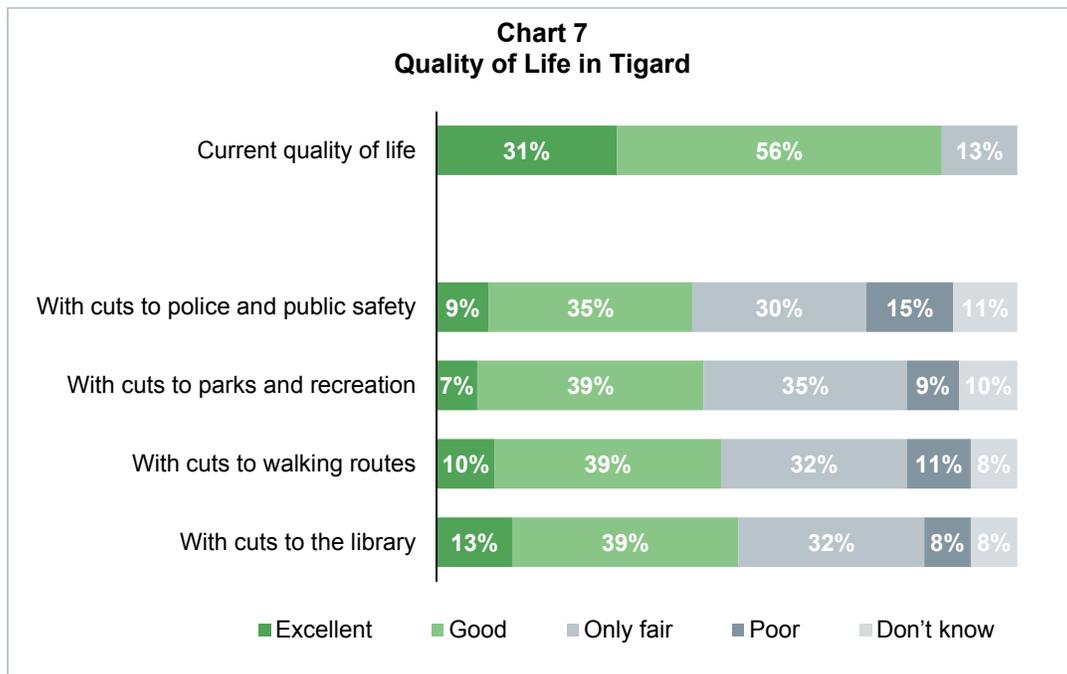


Source: DHM Research, April 2017

Pluralities of most demographic groups put *walking routes* at the bottom of their priority list, but the library was the lowest priority for a plurality of voters with incomes of \$100,000 per year or more, non-affiliated voters, men, and those with some college education (35-40%). No demographic group believed *police and public safety* should be the lowest funding priority.

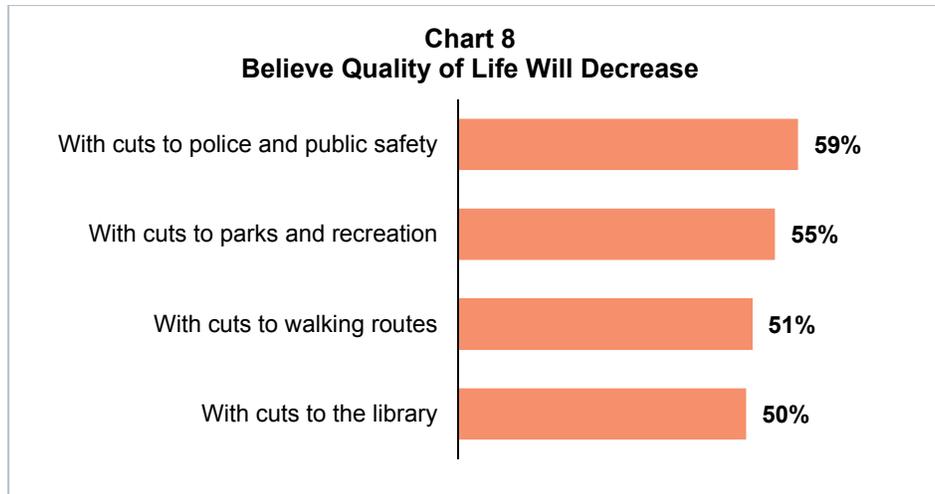
Although most Tigard voters oppose a property tax increase, they recognize that significant cuts to services are likely to have a negative impact on their quality of life.

Voters' evaluations of the quality of life in Tigard sank dramatically when they considered significant cuts to four key service areas (Q10-13). Whereas initially, nearly nine in ten voters said the quality of life in Tigard was good or excellent, just 44-51% said their life would be good or excellent after significant cuts were made to these services.



Source: DHM Research, April 2017

By another metric, more than half of voters reported a more negative perception of the quality of life in Tigard than they had initially reported at the beginning of the survey when faced with significant cuts to services. These figures include voters whose opinion of the quality of life moved down the scale, for example, voters changed their opinion from excellent to good or only fair to poor. These figures also include those who had previously said they didn't know how they would rate the quality of life in Tigard, but when faced with cuts, said it would be only fair or poor.



Source: DHM Research, April 2017

Police and Public Safety

Significant cuts to police and public safety were most impactful on voters' evaluations of their future quality of life in Tigard (Q10). Nearly six in ten voters said their quality of life would be worse when facing these cuts (59%) and just 44% believed the quality of life in Tigard would be good or excellent after such cuts. The voters most likely to have changed their opinion for the worse were those 45 to 64 years old, non-affiliated voters, homeowners, and voters from Precincts 400, 405, and 409. Between 64% and 70% of these voters believed Tigard's quality of life would decline if the City made significant cuts to the public safety budget.

Parks and Recreation

Voters also reported a significant decline in anticipated quality of life in Tigard if significant budget cuts were made to parks and recreation (Q11). Overall, 46% of voters believed the quality of life in Tigard would be good or excellent after major cuts. More than six in ten voters in several demographic groups said the quality of life in Tigard would decline after such cuts, including voters with incomes of \$50,000-\$100,000, high school graduates, voters in Precincts 400 and 409, voters under 30, and non-affiliated voters (65-70%).

Walking Routes to School and to Connect Neighborhoods, Parks, and Open Spaces

If significant cuts are made to walking routes in Tigard, about half of voters anticipate the quality of life in the city would be good or excellent (49%) (Q13). More than half of voters reported a drop in satisfaction when faced with these cuts (51%). The groups most likely to have expressed a decline in satisfaction were voters from Precincts 400 and 409, those with incomes of \$25,000-\$75,000 per year, and voters under 30 (56-64%).

Tigard Public Library

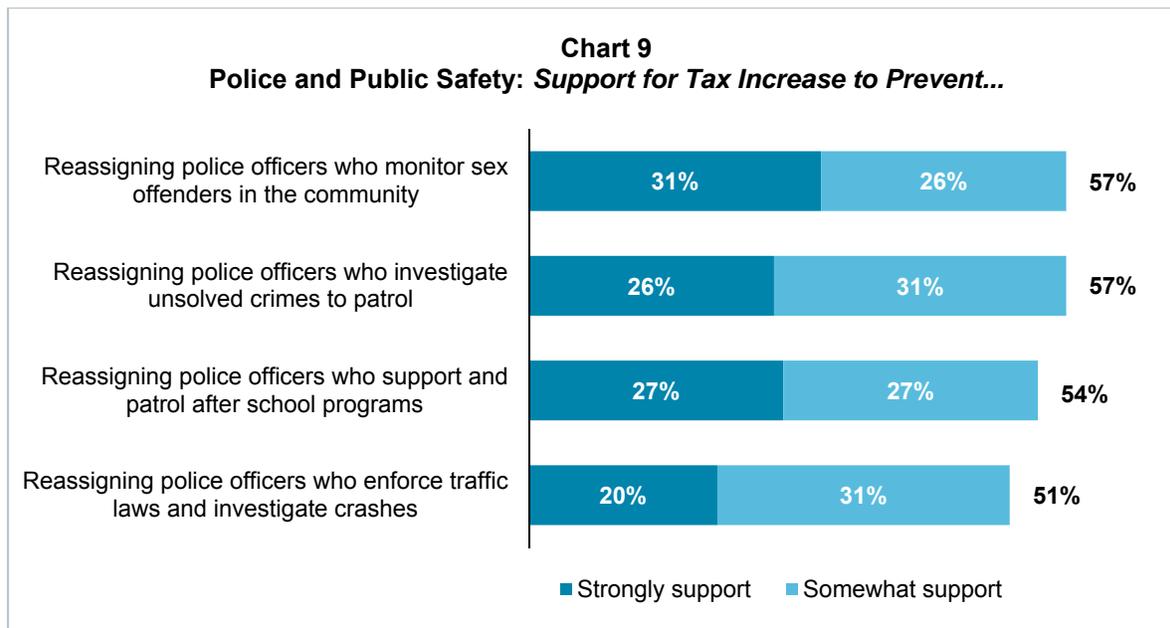
Although significant cuts to the library had the least impact on voters of any service, cuts to the library still precipitated a major change in attitudes (Q12). Only a scant majority of voters believed the quality of life in Tigard would be good or excellent if the library's budget were largely reduced (51%), and half of voters changed their opinion about the quality of life in the city considering such cuts (50%). The voters most

likely to have changed their opinion were voters from Precincts 400 and 409, those with incomes of \$50,000-\$75,000 per year, and high school graduates (61-67%).

Voters are most likely to support a temporary tax increase to prevent cuts to police and public safety services and parks and recreation.

Police and Public Safety

A majority of voters said they would support a temporary property tax increase to avoid four specific cuts to the police and public safety budget (Q14-17). Voters were most concerned about reassigning officers who investigate unsolved crimes and those who monitor sex offenders in the community.



Source: DHM Research, April 2017

When it came to *reassigning police officers who monitor sex offenders in the community to patrol*, nearly every demographic group was more likely to support a temporary tax increase than oppose it (48-77%) (Q15). The one exception was voters with incomes of \$25,000-\$50,000 per year, who were equally likely to support and oppose a tax increase (48% each).

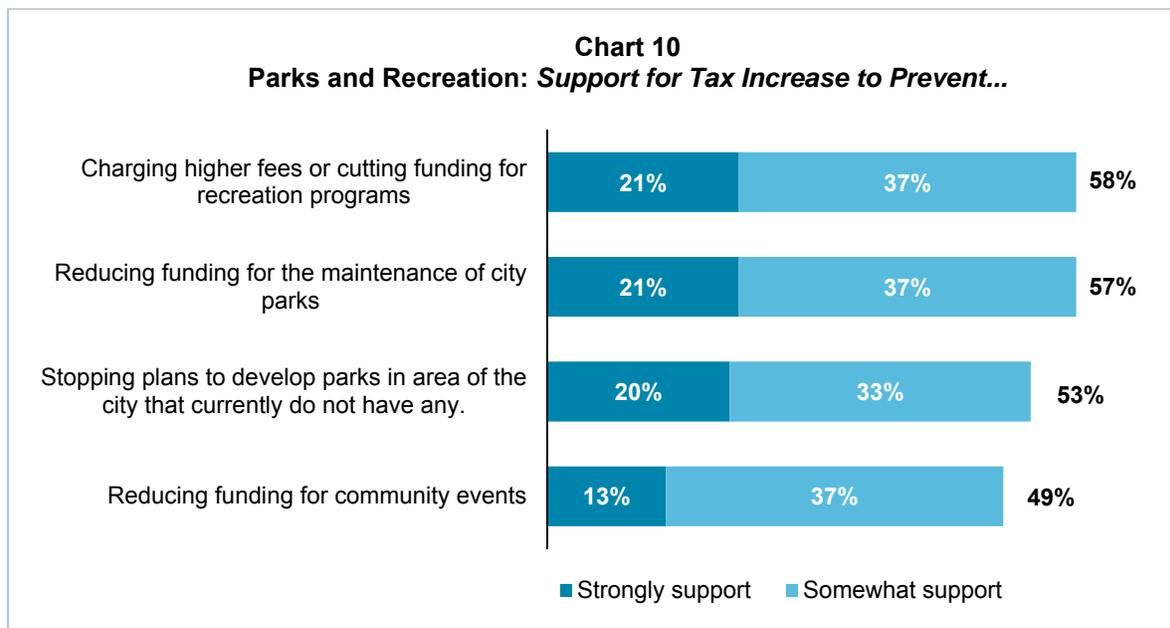
Results were similar for *reassigning police officers who investigate unsolved crimes to patrol* (Q14). To prevent this service cut, most demographic groups were more likely to support a temporary tax increase than oppose it, but two groups did oppose it. More than half of voters under 30 and those living in Precinct 400 opposed a tax increase for this purpose (52%, 59%). Because the sample size in Precinct 400 was small (N=36), results should be interpreted as possible differences.

Most groups also showed support for a tax increase to prevent *reassigning police officers who support and patrol school programs to patrol* (Q17). All but three demographic groups showed support of 50% or greater to avoid these cuts. A plurality of men supported a tax increase (48%), and two groups were opposed. More than half of voters from Precinct 400 opposed a tax increase for this purpose (56%), along with 48% of seniors. Notably, one in three voters over 65 strongly opposed a tax increase for this purpose (33%).

Support was softest for a tax increase to prevent *reassigning police officers who enforce traffic laws and investigate crashes to patrol* (Q16). Although some demographic groups indicated fairly strong support, many groups supported this tax increase only by a plurality. The strongest supporters were those with incomes of \$75,000-\$100,000, voters 45-64, and parents (59-66%). Democrats and women were also quite supportive (58% each). The groups opposed included men, voters under 30, non-affiliated voters, and renters (50-52%). Voters in Precinct 400 were especially opposed (66%).

Parks and Recreation

Many voters were supportive of a temporary property tax increase to avoid cuts to Tigard’s existing recreation programs and park maintenance (Q24-27).



Source: DHM Research, April 2017

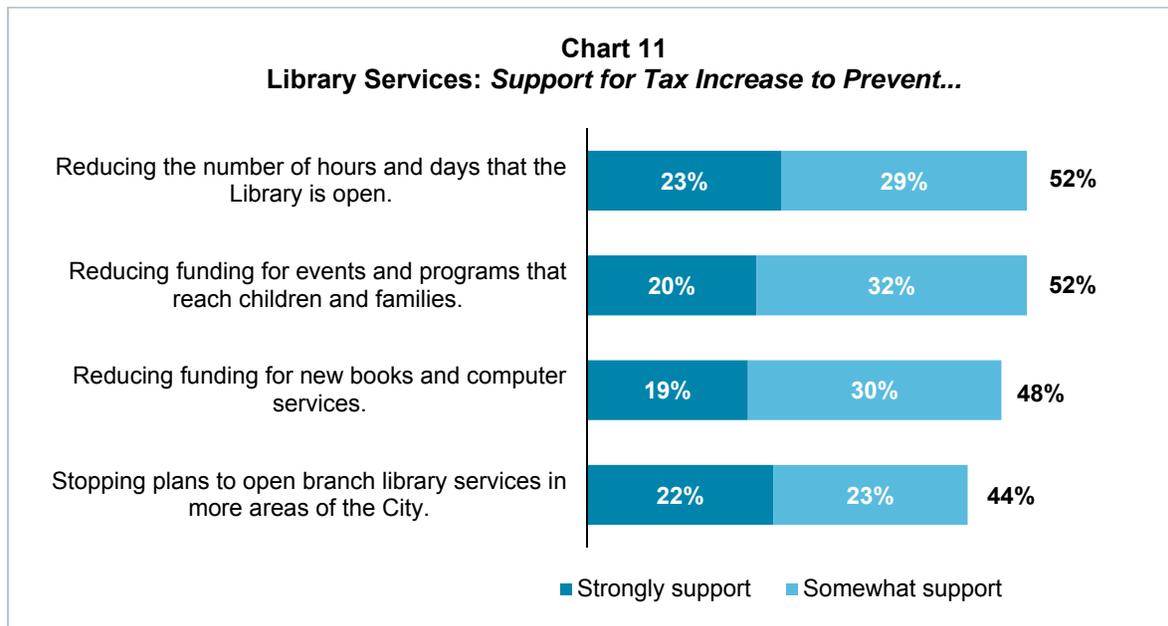
Voters were most sensitive to the prospect of the City *charging higher fees or cutting funding for recreation programs, such as arts classes, youth sports leagues, after-school programming, and organized activities for seniors* (Q27). Those most supportive of a tax increase to prevent these cuts were voters under 30, renters, and non-affiliated voters (72-76%). More than six in ten voters in every income bracket under \$100,000 per year also supported a tax increase for this purpose (60-66%).

The voters most opposed to this tax increase were seniors and Republicans (51-54%). Although Republicans were more opposed overall, seniors were more intense in their opposition, and 35% said they strongly opposed a tax increase to prevent these cuts.

The results were similar for the other potential cuts to parks and recreation, and support for lesser priorities was diminished somewhat evenly across demographic groups (Q24-26). Throughout this series, those most supportive of temporary tax increases to prevent cuts were voters under 30 (sometimes joined by those 30-45), as well as non-affiliated voters, parents, and those with incomes of less than \$100,000 per year. Throughout the series, those most opposed were 65 and older and Republican.

Tigard Public Library

Two potential cuts to the City's library motivated a soft majority of voters to support a temporary tax increase, but less than half of voters thought expanding services in other parts of the city warranted a tax increase (Q20-23).



Source: DHM Research, April 2017

The strongest and broadest support for a tax increase was to prevent *reducing the number of hours and days that the Library is open* (Q20). Most demographic groups showed majority support for a tax increase for this purpose, including nearly two-thirds of voters 30-44 and those with incomes of \$50,000-\$100,000 per year (63%). Again, Republicans and seniors were the most opposed to a tax increase for this purpose (56% each), and about four in ten seniors strongly opposed the idea (39%).

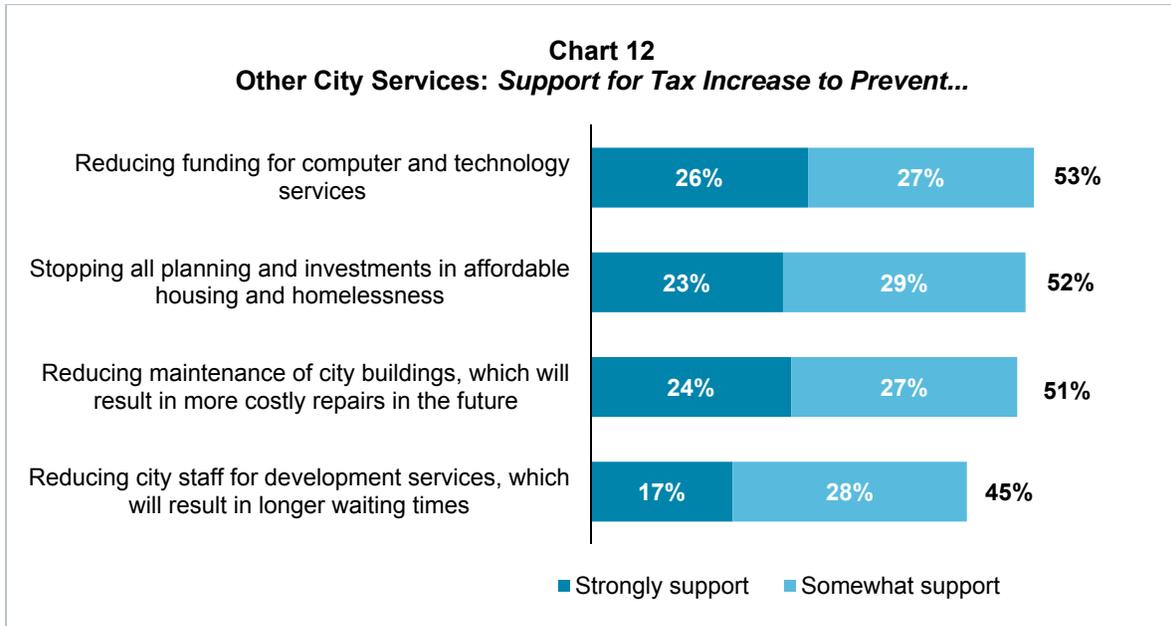
More than half of Tigard voters also showed support for a tax increase to prevent *reducing funding for events and programs that reach children and families* (Q22). Once again, voters 30-44 were among the most supportive, along with non-affiliated voters, college graduates, and those with incomes of \$75,000-\$100,000 per year (58-61%). And once again, Republicans and seniors were the most opposed (55% opposed).

Tax increases to avoid the other two potential cuts did not garner support from most voters. Although several demographic groups showed support for a tax increase to prevent *reducing funding for new books and computer services*, few groups broke 60% support (Q21). On the other hand, opposition from key groups was strong, including 67% of Republicans and 60% of seniors.

Only a handful of demographic groups showed support for a tax increase to avoid *stopping plans to open branch library services in more areas of the city* (Q23). Among them were voters under 45, non-affiliated voters, and those with incomes of \$50,000-\$100,000 per year (54-62%). Several groups were split or leaned toward opposing a tax increase for this purpose, and Republicans and seniors remained opposed (63%, 61%).

Other City Services

Voters expressed soft support for tax increases to avoid cuts to a variety of other city services (Q28-31).

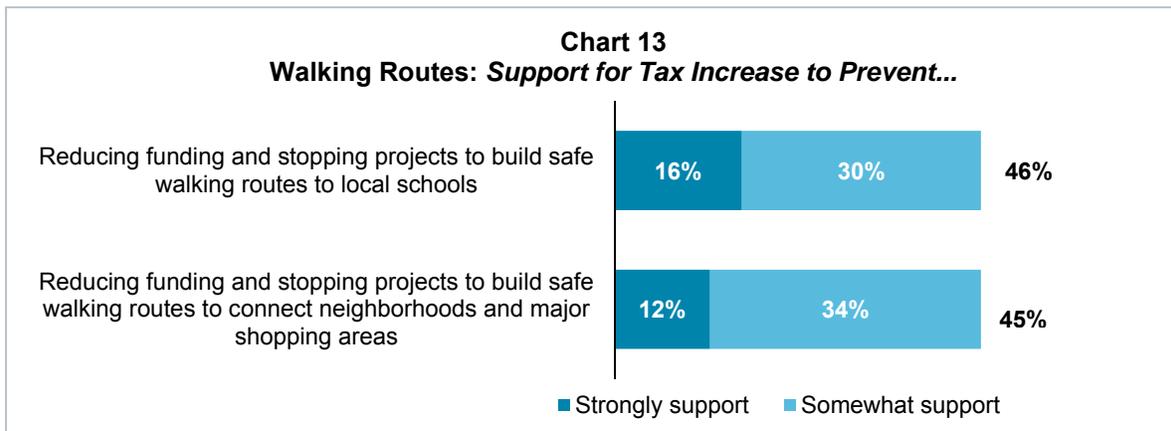


Source: DHM Research, April 2017

For each service, demographic differences were largely similar. Voters under 30 were consistently among the most supportive, along with renters, and often, Democrats. As with previous potential service cuts, those most opposed included Republicans, seniors, and sometimes voters from Precinct 400.

Walking Routes

Tax increases to prevent cuts to walking routes in Tigard earned support from less than half of voters (Q18, Q19).



Source: DHM Research, April 2017

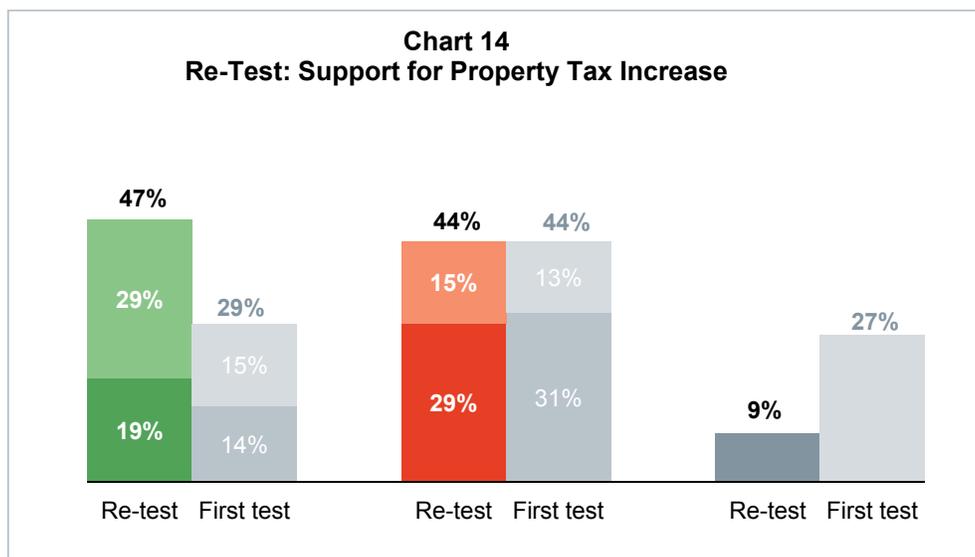
Most demographic groups were more likely to oppose tax increases for these purposes than to support them, but there were a few exceptions. Voters under 30 and those from Precinct 404 both showed strong support for tax increases for each purpose (63-72%). Additionally, voters with incomes of less than \$75,000 per year were more likely to support tax increases for these two services than they were to oppose them (49-60%).

Opposition in several demographic groups outpaced Republicans, while seniors remained among the most opposed. Voters who opposed tax increases to prevent cuts to walking routes included not only Republicans and voters 65 and older, but also those 45-64, as well as homeowners, voters with incomes of \$100,000 per year or more, and voters from Precinct 402. As with other services, about four in ten seniors strongly opposed tax increases for these two issues (41-43%).

3.3 FUNDING RE-TEST

Although fewer than half of voters support a temporary tax increase after learning more about the potential cuts to city services, support did increase dramatically with this additional information.

Support for a temporary property tax increase to maintain existing service levels grew 18 percentage points after voters learned more about potential cuts without a tax increase (Q32).



Source: DHM Research, April 2017

Support grew among voters in every single demographic group, from seven points to 30 points. Notably, the smallest increase was among voters with incomes of \$75,000-\$100,000 per year, and these voters were the group most supportive of a temporary tax increase in the initial test. The largest increases were among low-income voters, women, and non-affiliated voters. Support among women increased from 28% in the initial test to 53% in the re-test, and support among non-affiliated voters jumped from 22% in the initial test to 47% in the re-test. Support among voters with incomes of less than \$25,000 per year skyrocketed from 16% to 46%, but the sample size for this group was rather small (N=20).

Several other demographic groups saw increases of 20 percentage points or greater, including voters under 30 (+21), 30-44 year olds (+22), renters (+22), voters from Precinct 405 (+24), and voters with incomes of \$50-75,000 per year (+21).

Ultimately, parents were most supportive of a temporary property tax increase in the re-test (59%). Women, voters under 30, renters, voters with incomes of \$50,000-\$100,000 per year, and those from Precinct 405 all expressed majority support (51-56%).

Supporters explained that the most compelling reason to support a temporary property tax increase was simply to *maintain their quality of life* (51%) (Q33). More than one in four pointed specifically to *public safety* (28%), and others pointed to *necessary services generally* (15%).

“These services are vital to keeping our community safe and maintained.”

–Male Republican, 18-29

“I would say to continue to have police services at current level or better. Maintain services for children and seniors.”

–Female Republican, 45-64

“We need to continue going in the right direction in our community as a whole and if this is a step to making it better overall, then it needs to be done.”

–Female Democrat, 45-64

Those most opposed were Republicans and voters from Precinct 400 (54%, 58% opposed). Other groups that expressed majority opposition included men, seniors, and voters with incomes of \$25,000-\$50,000 per year (51-53%). The most intense opposition came from Republicans, seniors, and men, and more than one-third of voters in each of these groups said they strongly opposed a tax increase (36-39%).

Those opposed to a tax increase were most likely to point to their own financial burden, and said taxes were *already too high and they couldn't afford it* (56%) (Q34). About one in four voters mentioned either that the *City needs to budget better* (14%) or that *government wastes money* (10%). One in ten said they *needed more information*, like the amount of the tax and its duration, before they could support it (10%).

“I oppose because it's never temporary, for one, and second, the city should be using our tax dollars more efficiently.”

–Male Republican, 65 or older

“City officials need to manage the funds they have. If this is a crisis, they should take a pay cut and not cut police services.”

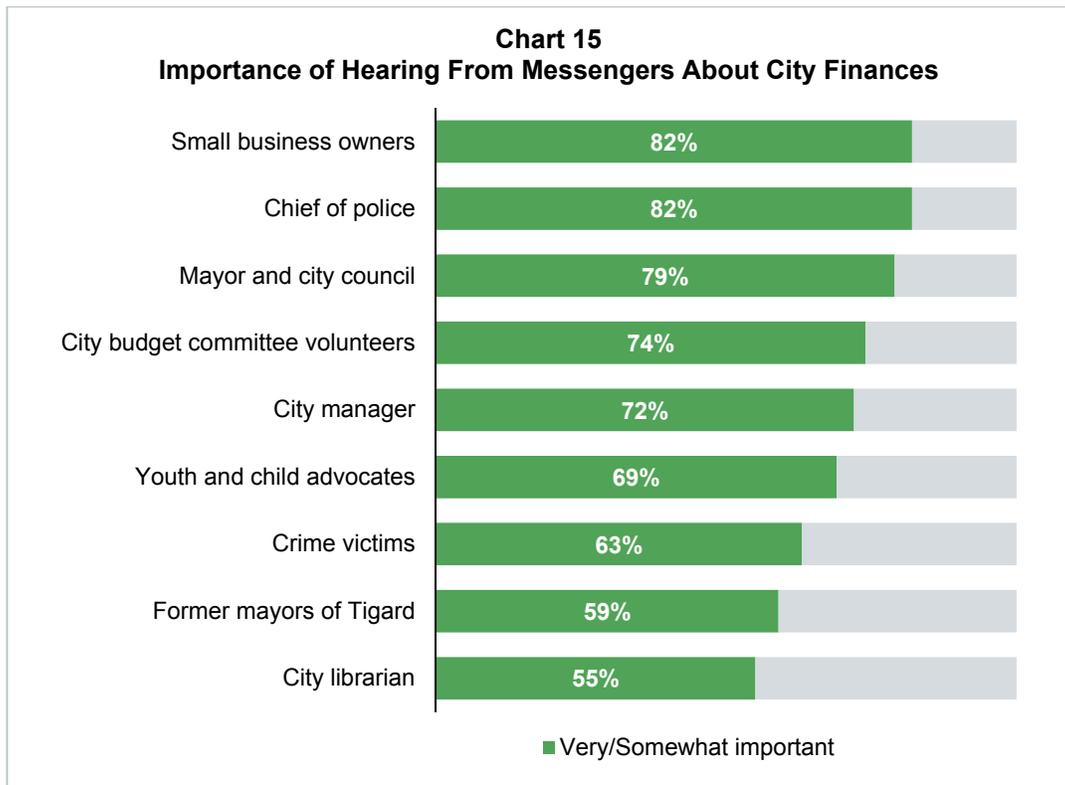
–Female non-affiliated voter, 65 or older

“[I oppose a temporary tax increase] because I don't know how much it will be. I'm not a property owner and rent for one bedroom here is so expensive already. So if they raise the property taxes, that means my rent is going up also.”

–Female Democrat, 30-44

3.4 MESSENGERS

Voters' responses show that there are some messengers who are likely to be much more trustworthy on Tigard's finances than others (Q35-43). Voters said it would be most important to hear from small business owners, public safety representatives, elected officials, and citizens who serve on the budget committee.



Source: DHM Research, April 2017

Small business owners are trusted messengers on nearly every issue, and Tigard's finances are no exception (Q41). More than eight in ten residents say it is important to hear from small business owners when considering a property tax measure. Non-affiliated voters especially want to hear from them (93%), as do parents (90%). Small business owners are also the most important messengers from the list for Republicans and seniors (81%, 76%).

The Chief of Police is also a trusted source among the vast majority of voters (Q37). Parents were equally likely to trust the Chief as small business owners (90%), and Republicans and seniors also said her voice would be important (79%, 74%).

Tigard's mayor and city councilors should also be a part of the conversation (Q35). These voices were especially important to voters under 30 and renters (96%, 95%). However, many seniors—who are already among the most likely to oppose a tax increase—were less concerned with hearing from elected officials. Although 62% of seniors said it would be important to hear from the mayor and councilors, 22% said it was not at all important, making seniors the least interested group in these voices.

Overall, parents said it was most important to hear from citizen volunteers on the City's budget committee (92%) (Q43). Although all other demographic groups said it was important to hear from these residents (59-82%), no other group was quite so emphatic.

For the remaining messengers, there were no notable demographic differences. Few residents had suggestions for other messengers, but some thought the City ought to *hold a town hall*, so residents could hear from each other and from the City (8%).

**City of Tigard Survey 2 – Funding Proposal
March 31-April 2, 2017
N=300; ±5.7% margin of error
22 minutes**

**DHM Research
Project #00520**

QUALITY OF LIFE

In this survey, I will ask about your experiences living in the City of Tigard.

1. All things considered, how would you rate your quality of life in Tigard: excellent, good, only fair, or poor?

Response Category	N=300
Excellent	31%
Good	56%
Only fair	13%
Poor	0%
(DON'T READ) Don't know	0%

2. Do you think that the quality of life in Tigard is getting better, getting worse, or is it staying about the same?

Response Category	N=300
Getting better	24%
Getting worse	18%
Staying about the same	48%
(DON'T READ) Don't know	10%

3. **(If Q2 'getting better')** Why do you say it is getting better? **(Open)**

Response Category	N=71
Working on improvements/ Issues/ Concerns	41%
Improve community/ Awareness/ Quality of life	29%
Road/ Street/ Traffic improvements	12%
All other responses	8% or less
Don't know	1%

4. (If Q2 'getting worse) Why do you say it is getting worse? (Open)

Response Category	N=55
Traffic is getting worse/Increased	48%
Growth/ Development/ Overcrowding	27%
Crime	11%
Cost of living/ Utility costs	10%
All other responses	9% or less
Don't know	0%

5. (If Q2 'staying the same) Why do you say it is staying the same? (Open)

Response Category	N=144
Don't see any or many changes/ Stays the same	55%
Quiet small community/ No complaints	11%
Lack of development/ Improvements	7%
Some better/ Some not	5%
Worse traffic	4%
Fast/ Some growth	4%
All other responses	3% or less
Don't know	6%

SUPPORT FOR FUNDING

Let me give you some background about property taxes in the City of Tigard.

In the 1990's Oregon voters passed constitutional amendments that capped the total amount of local property taxes and limited how quickly property tax rates can rise. A maximum tax rate was set for each city that cannot be exceeded without a vote of the people. The City of Tigard has one of the lowest rates in the Portland metro area.

Since these amendments have passed, costs for everything have risen and Tigard's population has grown by more than twenty-five percent. Tigard's City Council and the citizen budget committee have determined that without additional revenue the City will need to reduce funding for existing services or eliminate them completely.

6. Knowing this, do you support or oppose the City of Tigard engaging community residents in city-wide conversations about its finances? (Wait and ask strongly/somewhat)

Response Category	N=300
Strongly support	57%
Somewhat support	24%
Somewhat oppose	2%
Strongly oppose	9%
(DON'T READ) Don't know	7%

7. To maintain existing service levels, the City of Tigard is considering asking voters to approve a five-year property tax increase. Based on what you now know, would you support or oppose a five-year property tax increase? **(Wait and ask strongly/somewhat)**

Response Category	N=300
Strongly support	14%
Somewhat support	15%
Somewhat oppose	13%
Strongly oppose	31%
(DON'T READ) Don't know	27%

Without a new source of revenue, the City of Tigard cannot continue to provide programs and services at their current levels.

Through community engagement and other research, Tigard has heard from residents that traffic congestion is a high priority. In this survey, we want to learn more about the additional priorities that you want City leaders to consider when making any decisions about its budget.

Tigard's largest budget areas affected by declining revenues items are...

- Police and public safety
- Parks and recreation
- Library
- Walking routes to schools and to connect neighborhoods, parks and open spaces.

8. If the City of Tigard had to make budget cuts, which of these do you think is the highest priority to maintain current funding levels?

Response Category	N=300
Police and public safety	73%
Parks and recreation	8%
Library	5%
Walking routes to schools and to connect neighborhoods, parks and open spaces	10%
(DON'T READ) Don't know	4%

9. Which is the lowest priority to maintain current service levels?

Response Category	N=300
Police and public safety	7%
Parks and recreation	16%
Library	28%
Walking routes to schools and to connect neighborhoods, parks and open spaces	38%
(DON'T READ) Don't know	11%

Earlier you reported your current quality of life in Tigard as **[Answer from Q1]**.

If the City made significant cuts to **[service in Q10-Q13]** do you think your quality of live in Tigard would be excellent, good, only fair, or poor?

Response Category	Excellent	Good	Only fair	Poor	Don't know
10. Police and public safety	9%	35%	30%	15%	11%
11. Parks and recreation	7%	39%	35%	9%	10%
12. Library	13%	39%	32%	8%	8%
13. Walking routes to schools and to connect neighborhoods, parks and open spaces	10%	39%	32%	11%	8%

SERVICE PRIORITIES

The following are four specific programs and services that the City of Tigard may consider reducing funding for or eliminating without additional revenue. For each, please tell me if you would be likely to support or oppose a temporary increase in your property taxes to prevent cuts to the service.

Police

Let's start with police services. As the City of Tigard's population grows, more police officers are needed on patrol to ensure residents are safe. Without additional revenue, the City will need to re-assign officers that provide special services. Would you support or oppose a temporary property tax increase to prevent... **(Wait and ask strongly/somewhat) (Randomize Q14-Q17)**

Response Category	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose	Don't know
14. Reassigning police officers who investigate unsolved crimes to patrol	26%	31%	20%	17%	6%
15. Reassigning police officers who monitor sex offenders in the community to patrol.	31%	26%	15%	20%	8%
16. Reassigning police officers who enforce traffic laws and investigate crashes to patrol	20%	31%	21%	20%	7%
17. Reassigning police officers who support and patrol after school programs to patrol.	27%	27%	21%	18%	8%

Walking Routes

Next, are walking routes. Would you support or oppose a temporary property tax increase to prevent ...
(Wait and ask strongly/somewhat) (Randomize Q18-Q19)

Response Category	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose	Don't know
18. Reducing funding and stopping projects to build safe walking routes to local schools.	16%	30%	24%	25%	5%
19. Reducing funding and stopping projects to build safe walking routes to connect neighborhoods to each other and to major shopping areas.	12%	34%	21%	28%	6%

Library

Next, is library services. Would you support or oppose a temporary property tax increase to prevent...
(Wait and ask strongly/somewhat) (Randomize Q20-Q23)

Response Category	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose	Don't know
20. Reducing the number of hours and days that the Library is open.	23%	29%	19%	25%	4%
21. Reducing funding for new books and computer services.	19%	30%	22%	24%	6%
22. Reducing funding for events and programs that reach children and families.	20%	32%	18%	22%	8%
23. Stopping plans to open branch library services in more areas of the City.	22%	23%	23%	26%	7%

Parks & Recreation

Next, is parks and recreation services. Would you support or oppose a temporary property tax increase to prevent... (Wait and ask strongly/somewhat) (Randomize Q24-Q27)

Response Category	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose	Don't know
24. Reducing funding for the maintenance of city parks, including mowing, cleaning restrooms, and picking up trash.	21%	37%	18%	21%	3%
25. Stopping plans to develop parks in area of the city that currently do not have any.	20%	33%	19%	23%	6%
26. Reducing funding for community events, such as movies in park and the annual children's Egg Hunt.	13%	37%	22%	25%	5%
27. Charging higher fees or cutting funding for recreation programs, such as arts classes, youth sports leagues, after-school programming, and organized activities for seniors.	21%	37%	15%	22%	5%

Other City Services

And, here are some other City services. Would you support or oppose a temporary property tax increase to prevent... (Wait and ask strongly/somewhat) (Randomize Q28-Q131)

Response Category	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose	Don't know
28. Reducing city staff for development services, which will result in longer waiting times for required city permits.	17%	28%	24%	22%	9%
29. Reducing maintenance of city buildings, which will result in more costly repairs in the future.	24%	27%	22%	19%	8%
30. Reducing funding for computer and technology services, including managing databases for city maps, police records, and city finances.	26%	27%	19%	20%	7%
31. Stopping all planning and investments in affordable housing and homelessness	23%	29%	18%	25%	5%

FUNDING RE-TEST

Sometimes people change their mind when they have more information. Now that you've heard more about programs and services that are funded by the City of Tigard. I would like to ask you again...

32. To maintain existing service levels, would you support or to oppose a temporary property tax increase? **(Wait and ask strongly/somewhat)**

Response Category	N=300
Strongly support	19%
Somewhat support	29%
Somewhat oppose	15%
Strongly oppose	29%
(DON'T READ) Don't know	9%

33. **(If 'support' to Q32)** In your opinion, what it is the most important reason to maintain existing service levels? **(Open)**

Response Category	N=142
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 READ) Don't know	6%

34. **(If 'oppose' to Q32)** Why would you oppose a temporary property tax to maintain existing service levels? **(Open)**

Response Category	N=131
Too many taxes/ Fees/ No more taxes/ Can't afford it	56%
Need to budget better/ Work with what they have	14%
Need to know specifics/ Amount/ Duration	10%
Government waste of money/ Spend wisely	10%
Won't be used as intended	4%
All other responses	3% or less
(DON'T READ) Don't know	2%

MESSENGERS

The following are people and organizations who may speak about the City of Tigard's finances and a possible property tax measure. For each, please tell how important it would be for you to hear from them about this issue: very important, somewhat important, not too important, or not at all important.

(Randomize)

Response Category	Very important	Somewhat important	Not too important	Not at all important	Don't know
35. Mayor and city council	40%	39%	9%	10%	2%
36. City manager	35%	36%	13%	11%	5%
37. Chief of police	46%	35%	7%	10%	2%
38. Former mayors of Tigard	21%	38%	19%	19%	3%
39. City librarian	18%	36%	18%	24%	3%
40. Youth and child advocates	26%	43%	14%	13%	4%
41. Small business owners	35%	47%	9%	7%	2%
42. Crime victims	27%	36%	20%	13%	4%
43. Citizen volunteers on the City's budget committee	34%	40%	10%	11%	5%

44. Is there any other person or organization that is important to hear from about the City of Tigard's finances and a possible property tax measure? **(Open)**

Response Category	N=300
Citizens / Residents/ Hold town hall meetings	8%
Homeowners/ Property tax payers	7%
School board/ District members	4%
All other responses	2% or less
Nothing/ None	68%
(DON'T READ) Don't know	4%

DEMOGRAPHICS

45. Do you describe your gender as: **(Ask)**

Response Category	N=300
Male	50%
Female	50%
Non-binary or gender non-conforming	0%

46. Age **(Record from sample)**

Response Category	N=300
18-29	20%
30-44	26%
45-64	35%
65+	20%

47. Precinct **(Record from sample)**

Response Category	N=300
400	12%
402	26%
404	20%
405	26%
409	16%
411	0%
427	N=2

48. Do you own or rent your home?

Response Category	N=300
Own	67%
Rent	29%
Something else	2%
(DON'T READ) Refused	1%

49. What was your total household income in 2016?

Response Category	N=300
Less than \$25,000	7%
\$25,000 to \$49,999	14%
\$50,000 to \$74,999	16%
\$75,000 to \$99,999	17%
\$100,000 to \$149,999	17%
\$150,000 or more	6%
(DON'T READ) Refused	23%

50. What is the highest level of education you have achieved?

Response Category	N=300
Less than high school	0%
High school diploma	10%
Some college / 2-year degree	40%
College degree / 4-year degree	36%
Graduate/professional school	12%
(DON'T READ) Refused	1%

51. Do any children under age 18 live in your home?

Response Category	N=300
Yes	31%
No	67%
(DON'T READ) Refused	2%

52. Political Party **(RECORD FROM SAMPLE)**

Response Category	N=300
Democrat	40%
Republican	27%
NAV/other	33%