

City of Tigard Funding Proposal Survey



Presentation to City Council
April 24, 2017



Research purpose

- To assess voter support for a temporary property tax levy
- To assess the specific City programs and services that voters are most willing to fund
- To determine the most important messengers about the City's finances and a possible property tax measure

Methodology

- 300 City of Tigard registered voters
- Randomly contacted by telephone, including both landline and cellphones
- Quotas set by age, gender, and political affiliation
- $\pm 5.7\%$ margin of error
- Fielded March 31-April 3, 2017

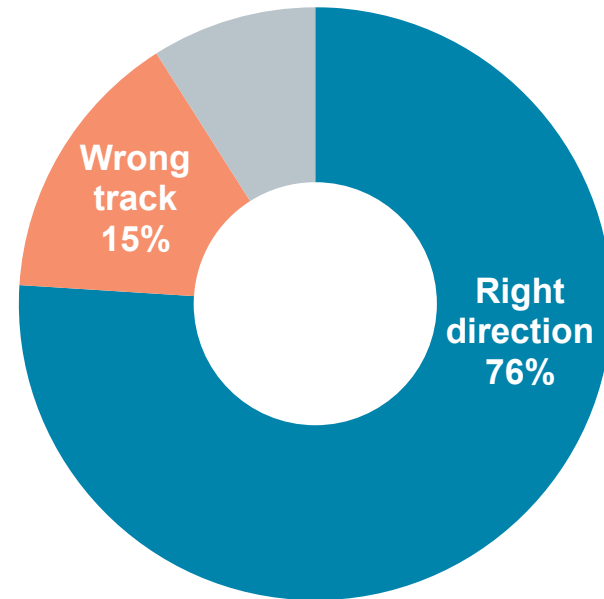
Quality of life

Tigard voters are very positive about the City

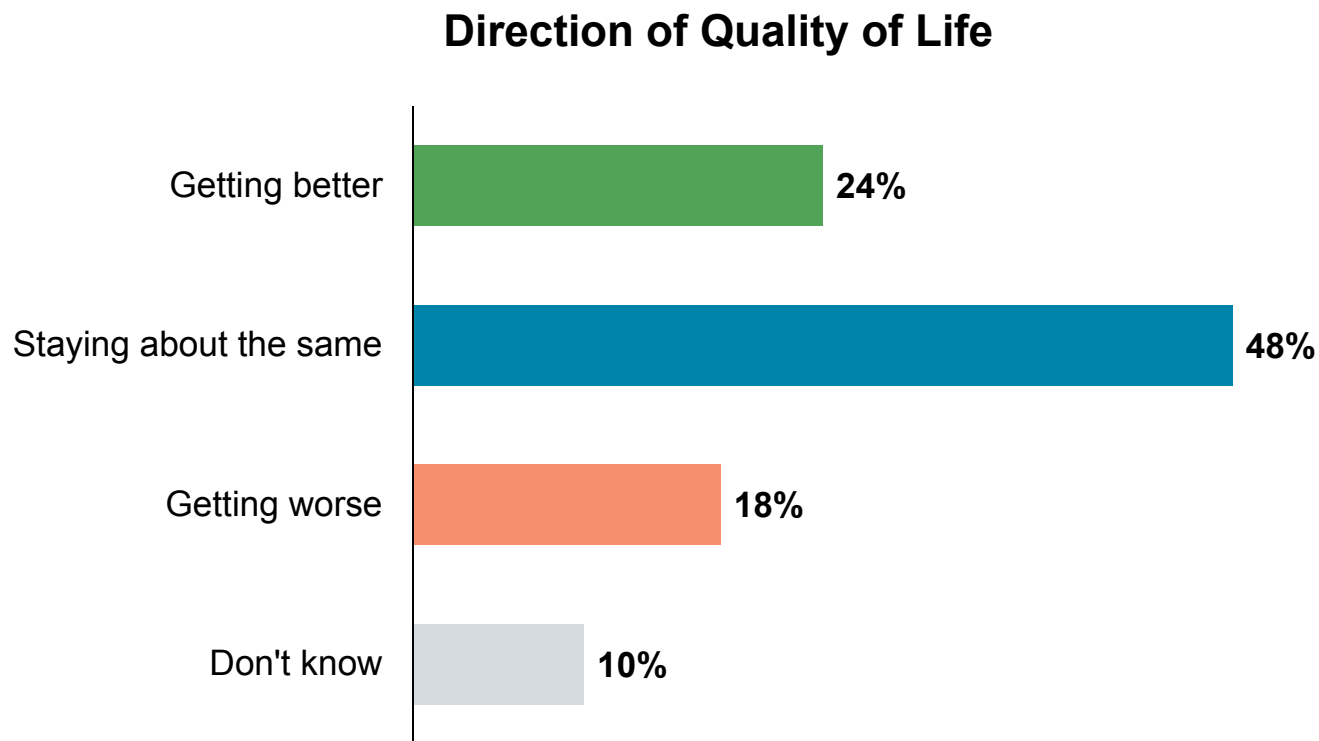
Quality of Life in Tigard: April 2017



Direction of Tigard: January 2017



Most voters feel that quality of life has remained high or is improving



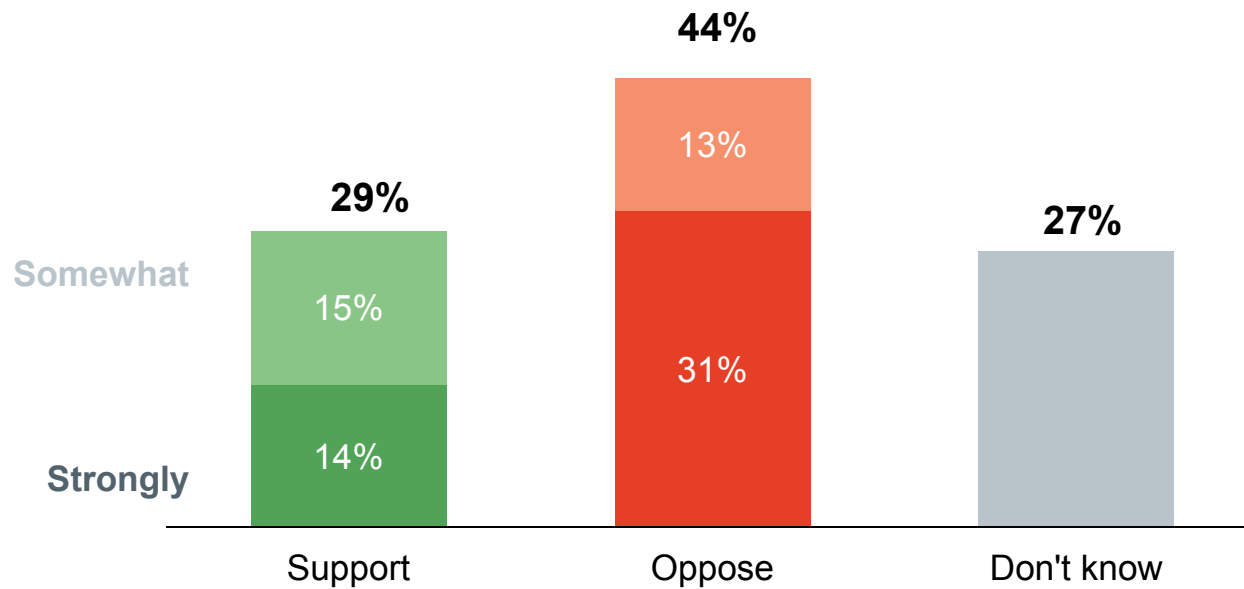
Support for funding

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 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 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.

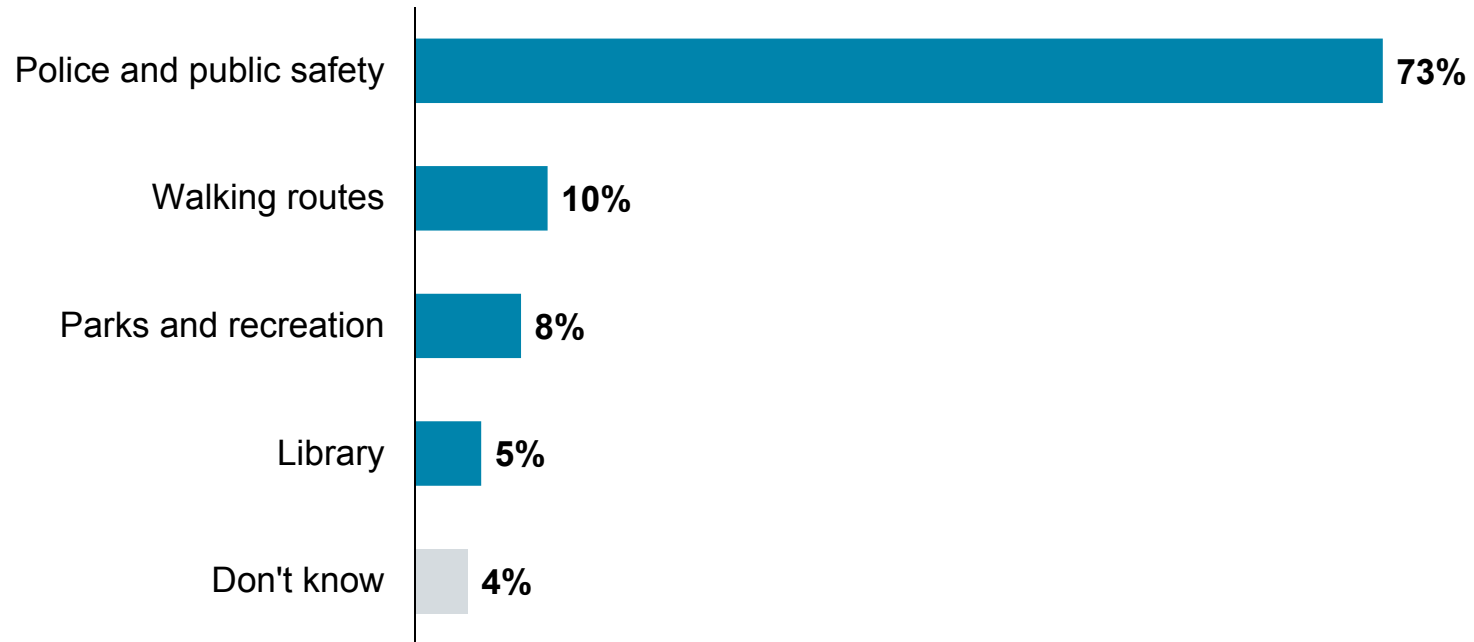
Knowing the background, just 3 in 10 support a temporary property tax increase

Initial Test: Property Tax Increase



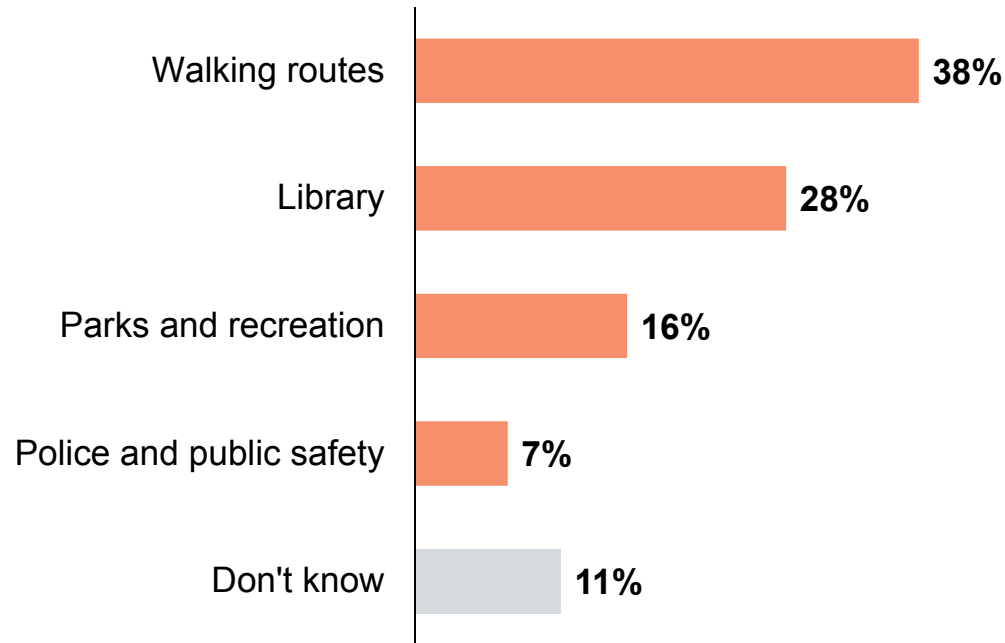
Voters highest priority is to maintain funding levels for police and public safety

Highest Priority to Maintain Current Funding



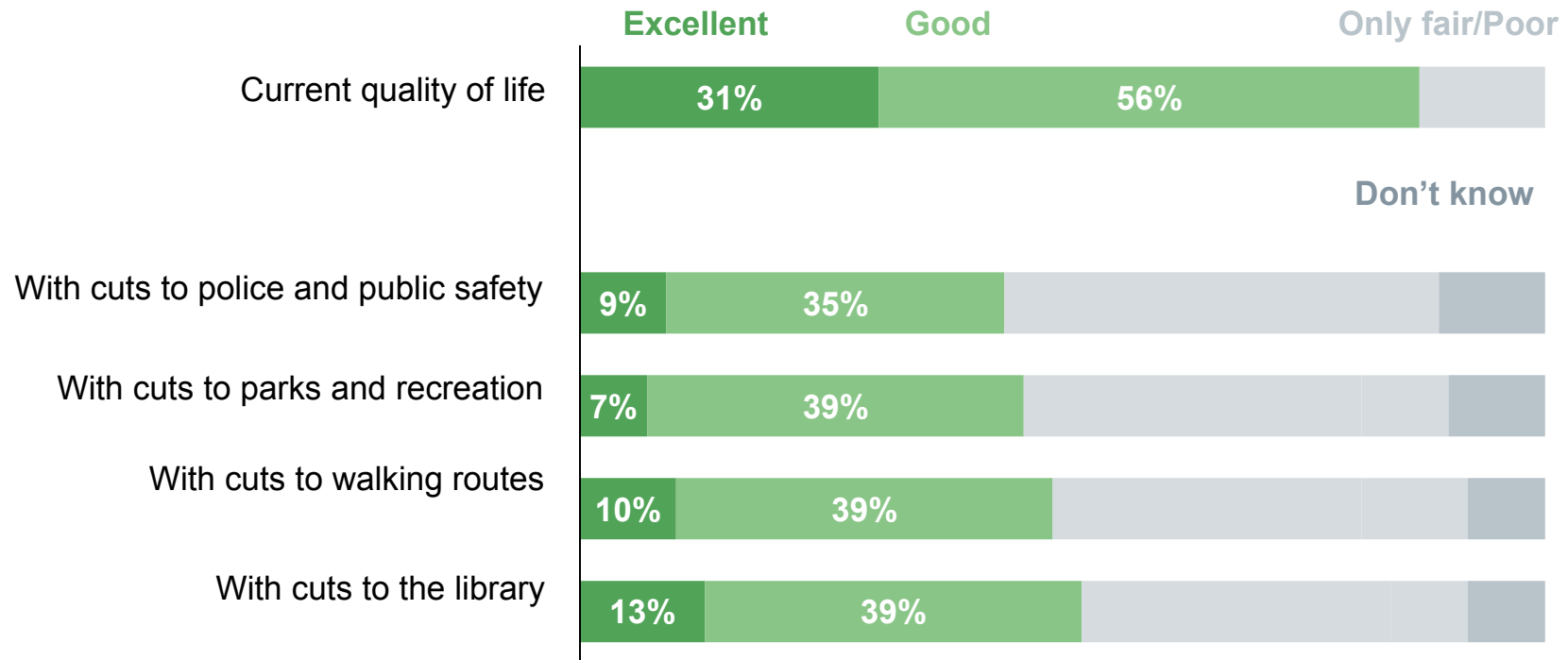
Walking routes are lowest funding priority

Lowest Priority to Maintain Current Funding



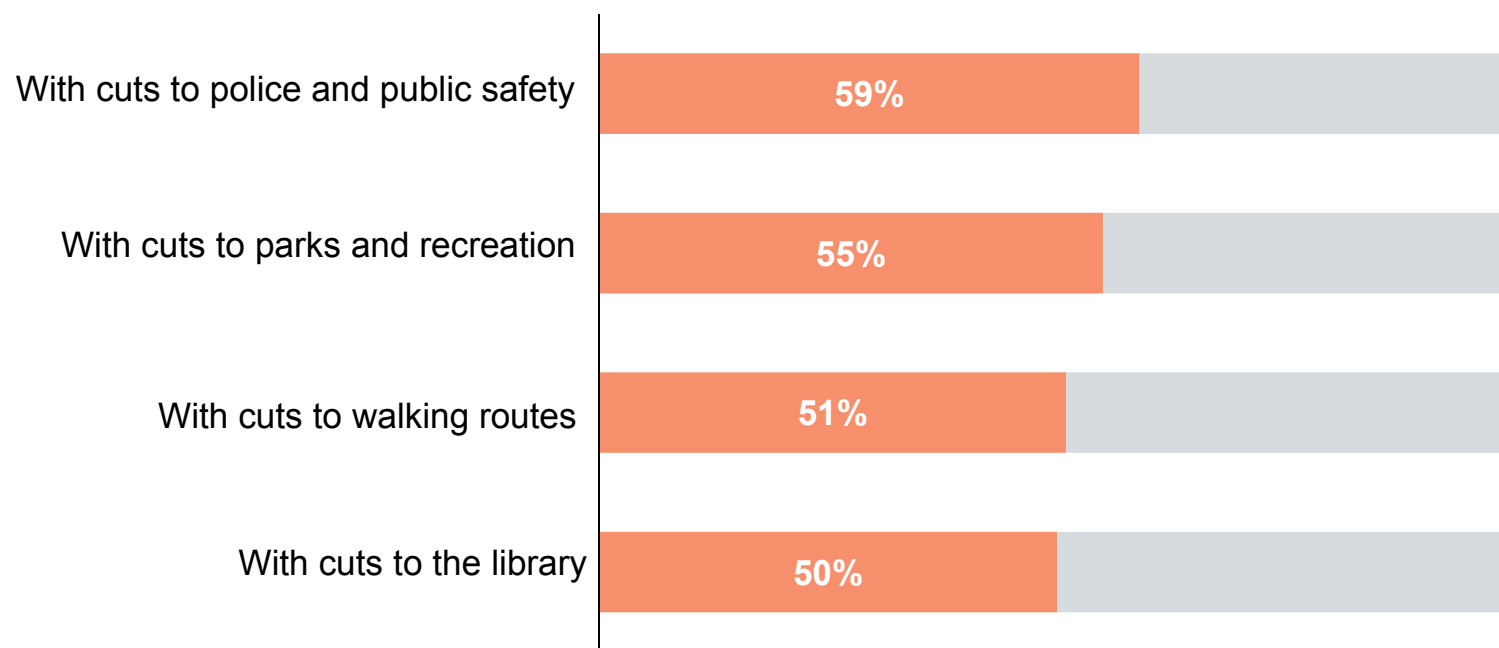
Voters believe that their quality of life will decline if funding is cut for key City programs and services

Quality of Life with Changes to Funding



Voters believe that their quality of life will decline if funding is cut for key City programs and services

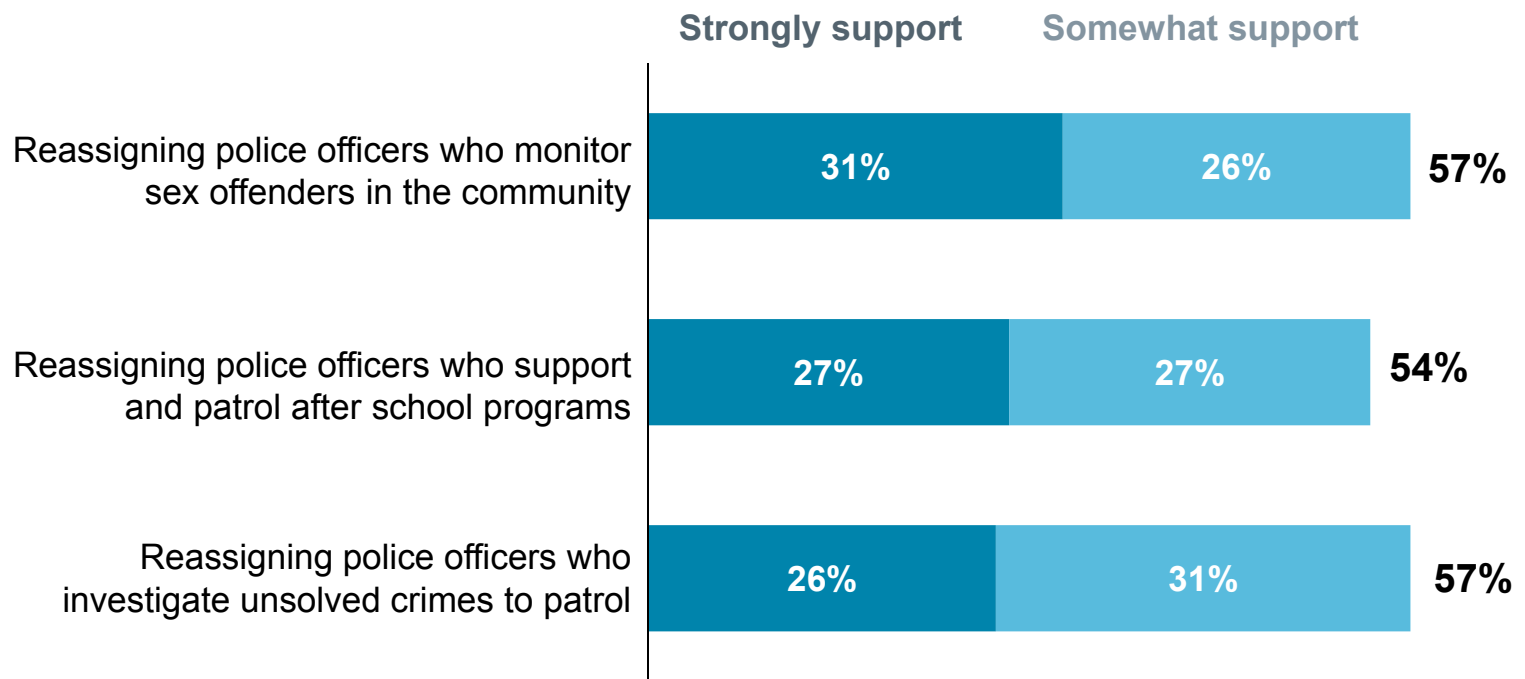
Believe Quality of Life will Decrease



Services

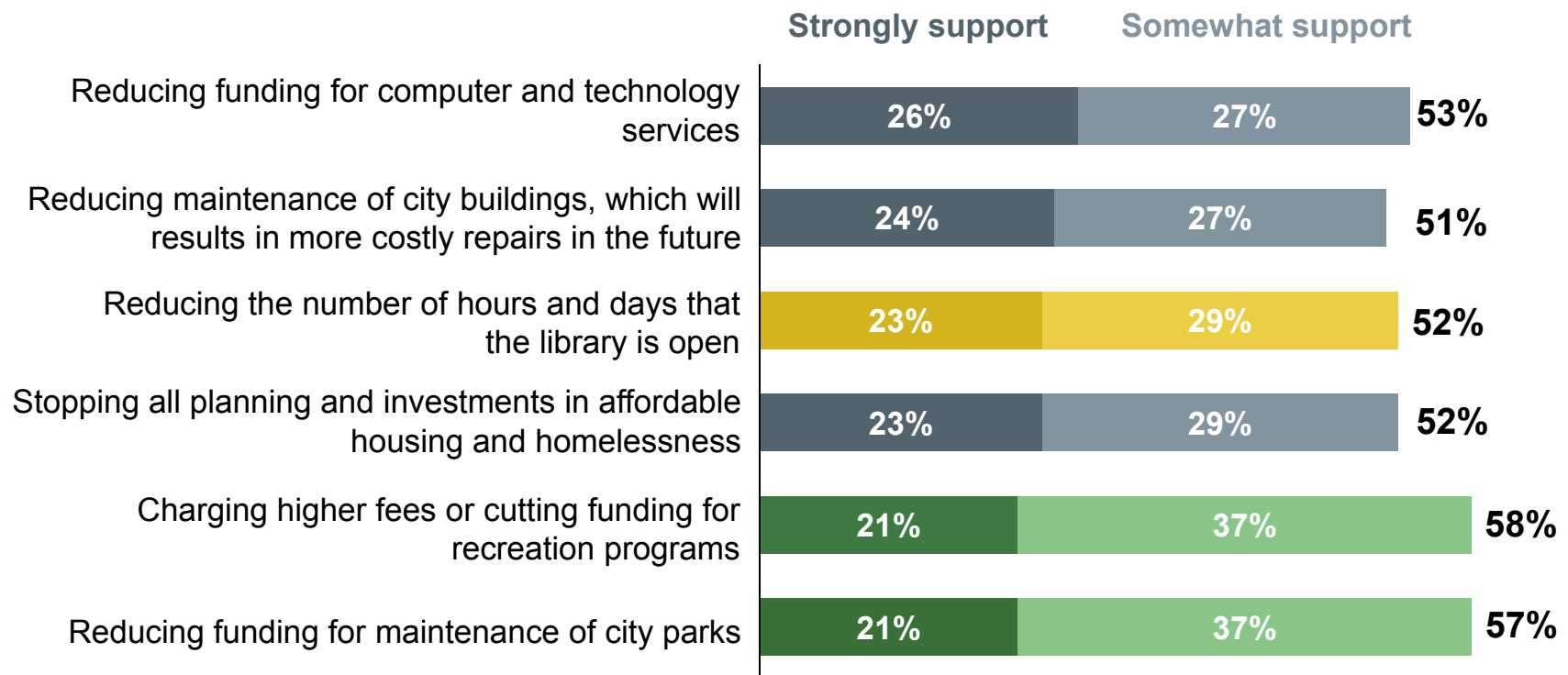
Strongest support is to maintain funding for police services

Top Tier: Support for Tax Increase to Prevent...



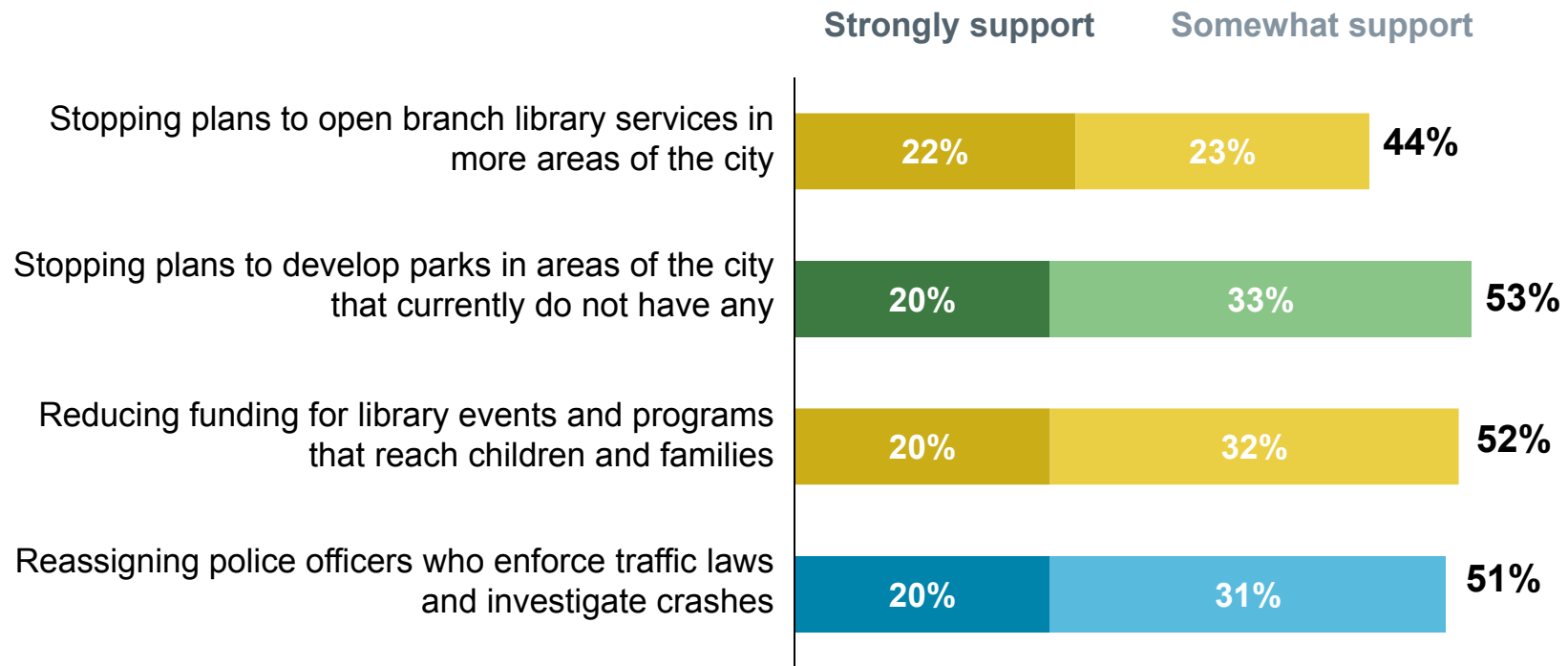
Moderate support for “other city services,” maintaining library hours, parks upkeep and programming

Second Tier: Support for Tax Increase to Prevent...



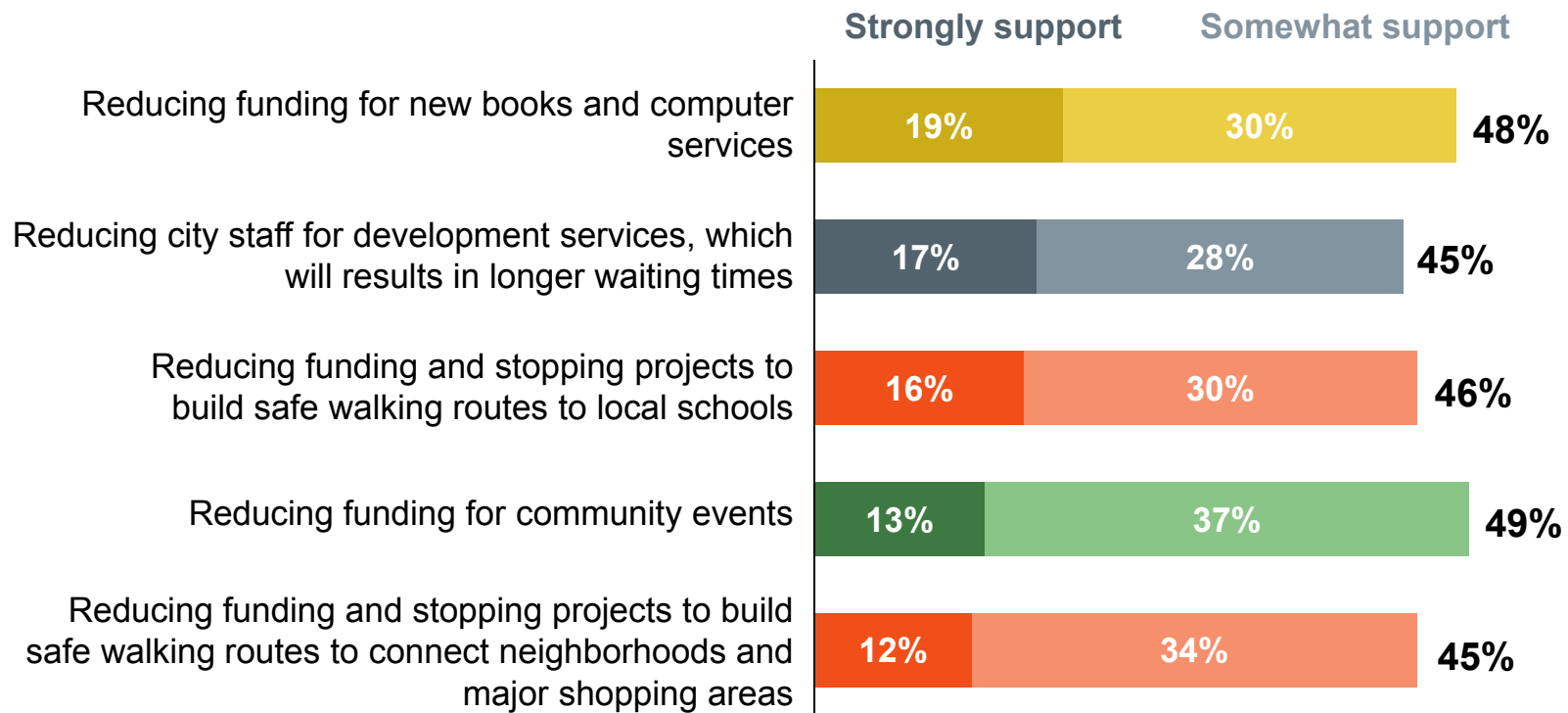
Moderate support for additional library branches and parks

Third Tier: Support for Tax Increase to Prevent...



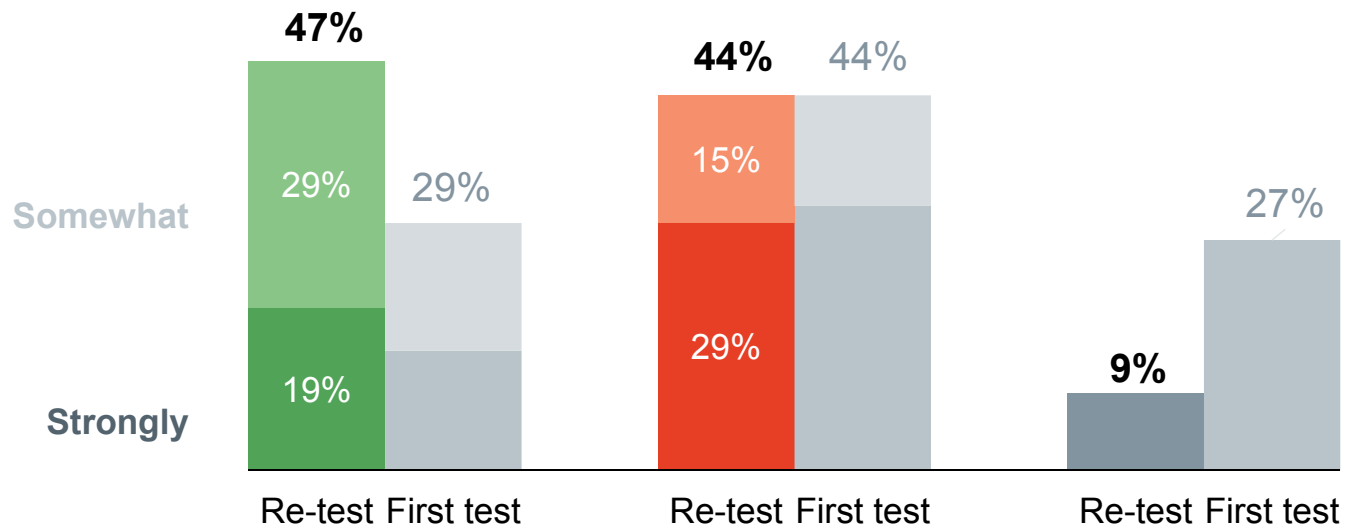
Least support is for safe walking routes

Fourth Tier: Support for Tax Increase to Prevent...



Voter support for a temporary property tax levy increases 19-points after learning about the risks to existing programs and services

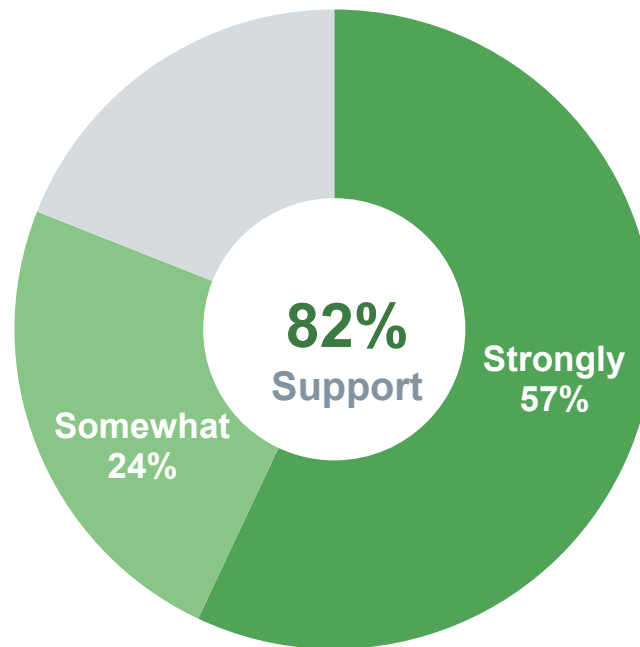
Re-Test: Property Tax Increase



Messengers

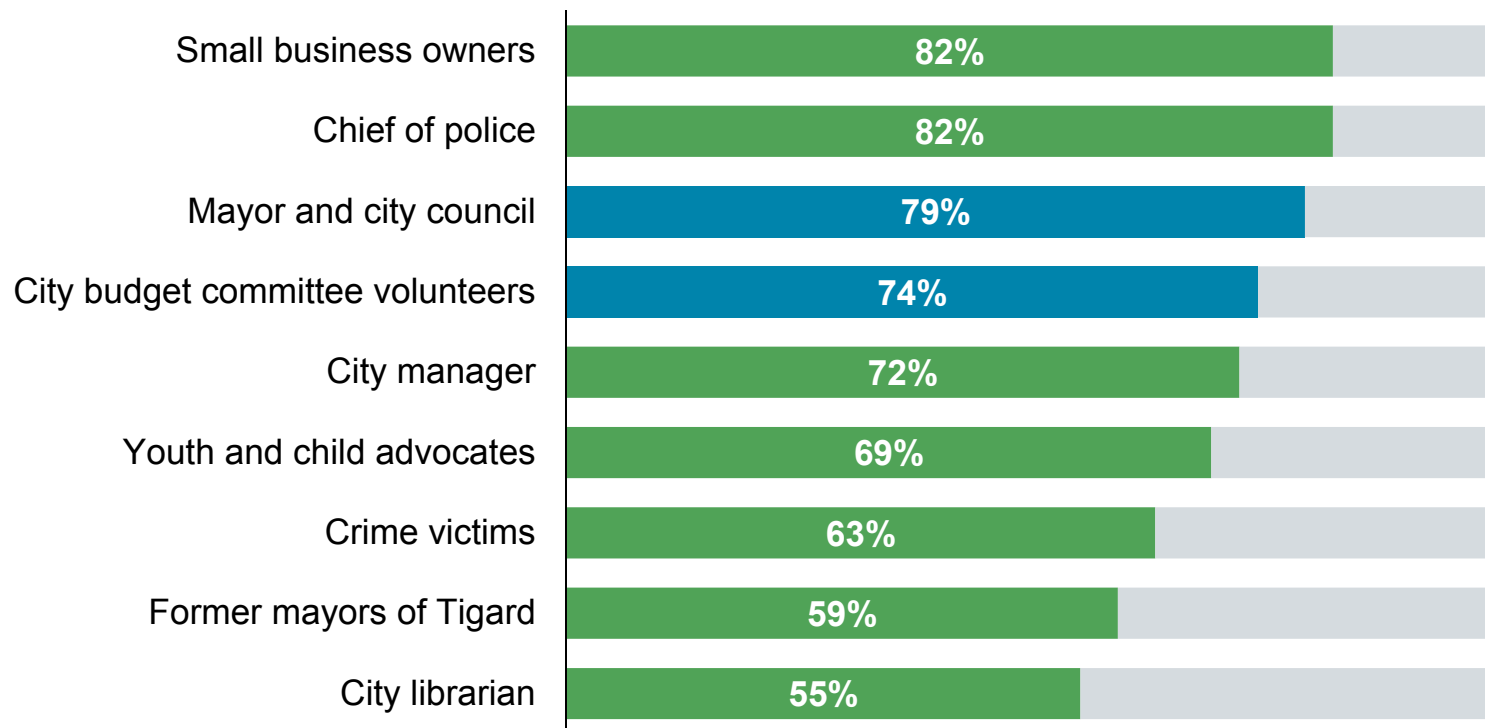
Strong support for more information about the City's finances

Support for City-Wide Conversations About Finance



Many trusted messengers

Important to Hear From Messengers About City Finances



Summary & Recommendations

Summary

- Tigard voters are largely satisfied with the direction of the city and their quality of life.
- Voters tend to be uninformed about the City's finances, and unaware that the without additional funding City programs and services will be cut.
- The combination of satisfaction and lack of awareness leads to limited support for new funding.

Summary

- While most City services are valued, voters highest priority is to protect funding for police and public safety.
- Learning more about potential cuts to City programs and services significantly increases support for a property tax levy.
- The City has many trusted messengers, including the budget committee and city council.

Recommendations

- Education about City's finances is essential.
- Focus communications on what is at risk and how it will effect their quality of life.
- Couple communications with success stories about how Tigard has been a good steward of taxpayer money.

Recommendations

- Effective communication from the City will be:
 - Consistent and persistent
 - Frank and direct. Don't scare, but don't sugarcoat
 - Best delivered from multiple sources, including small business owners and City leaders
 - Have City leaders all on board

Recommendations

- Be clear-eyed about the challenges, but don't fear them
 - Voters value Tigard's low tax rates, as well as its quality of life
 - Voters are cautious about tax increases, but do believe their quality of life will suffer if City services are not maintained at existing levels
 - Support for a property levy grows when voters learn what is at risk
 - Develop a long-term plan and be prepared to follow through



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