Friends for Local Control

Community Survey

Research Methodology

- *Telephone interviews were conducted with 300 randomly selected voters of the proposed Oak Lodge Community.*

- *An equal number of males (150) and females (150) were interviewed for the survey.*

- *Data was collected May 9 through 21, 2011.*

- *All functions related to the collection, processing and reporting of the survey data were completed in-house by Intercept Research Corporation.*

- *The reliability for a sample of this size is (plus or minus) 5.8% computed at the 95% confidence level.*
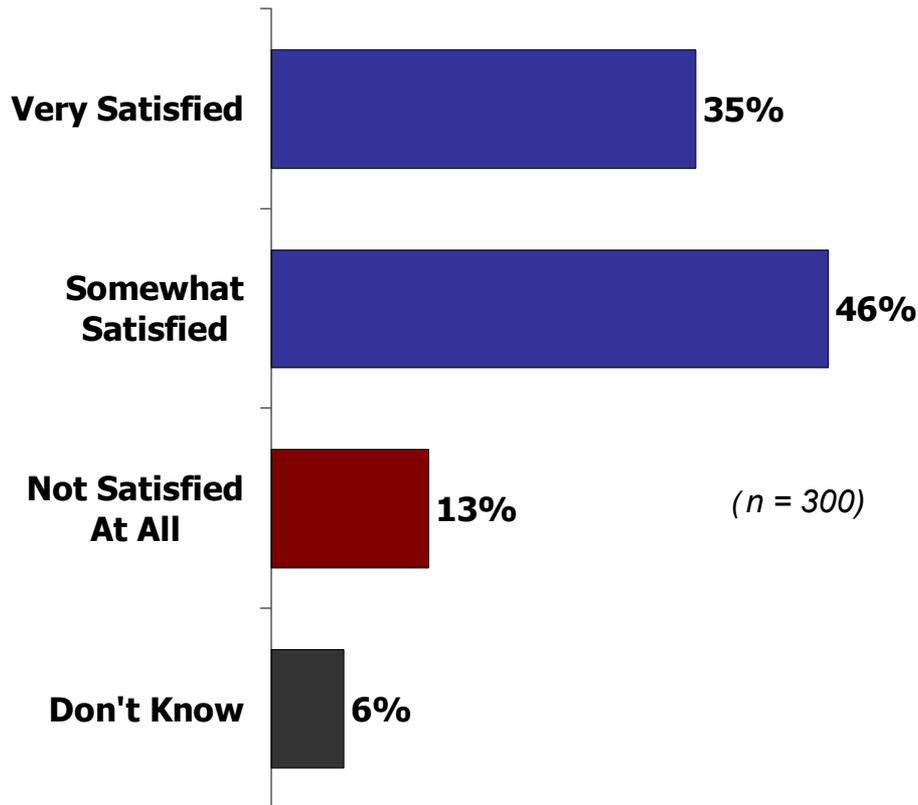
Survey Findings

Oak Lodge Livability Features

Question: *What do you think are some of the features of this area that make it an attractive place to live?*

Unaided/Multiple Response	(n = 300)
Lots of trees/very green/beautiful/natural/environment	20%
It's quiet/peaceful	17%
Close to the river	17%
Close to Portland/downtown	13%
Good/friendly/nice people/neighbors/residents/feeling of community	12%
Good/convenient location/centrally located/accessible/to everything	12%
Good/convenient/close to shopping/stores	11%
Good/nice neighborhoods	11%
Rural/country setting/non-urban	10%
Good schools/district/education	10%
Don't know	5%

Satisfaction With Growth, Planning and Public Services

Question: *Would you say you are very satisfied, somewhat satisfied, or not satisfied at all with the level of growth, planning and public services in this area?*

- Very Satisfied — 35%
- Somewhat Satisfied — 46%
- Not Satisfied At All — 13%
- Don't Know — 6%

(n = 300)

- Four out of five (81%) survey respondents are somewhat satisfied (46%) or very satisfied (35%) with the area's level of growth, planning and public services.
  - Respondents under 35 years of age (46%), those earning less than $50,000 (43%) and those opposed to incorporating the area as a city (42%) are more likely to be very satisfied.
- Only 13% are not satisfied at all.

Primary Reasons for Dissatisfaction With the Area's Level of Growth, Planning and Public Services

Question: *Why are you not completely satisfied with the level of growth, planning and public services in this area? (Asked of those responding "somewhat satisfied," "not satisfied at all" and "don't know.")*

Unaided/Multiple Response	*(n = 196)*
Lack of maintenance/infrastructure concerns/roads/bridges	16%
Too much/overdevelopment/growth/high-density housing	15%
Politics/government in general/is annoying inadequate/too much control	12%
Lack of/inadequate planning/vision/leadership	12%
Wasted tax money/fiscal mismanagement/budget issues	11%
Inadequate/lack of public services/police/fire	7%
Slow/long commutes/ too much traffic/poor traffic control/transportation planning	7%
Poor/inadequate/incompetent county government	7%
Don't know	16%

Perception of Local Government Oversight

Question: *What local governing body oversees this community?*

Unaided/Multiple Response	(n = 300)
Clackamas County/Commissioners	71%
Milwaukie/City/Council/Mayor	8%
Metro	1%
Oak Grove/Community Council/Citizen Group	1%
Gladstone/City	1%
Not Sure	20%

- An overwhelming majority (71%) believe Clackamas County is the governing body that oversees the community.
- One out of five residents (20%) is unsure.
  - Particularly those under 35 years of age (38%), those earning less than $30,000 (30%), renters (29%), those in favor of incorporating (30%) and unlikely voters (28%).

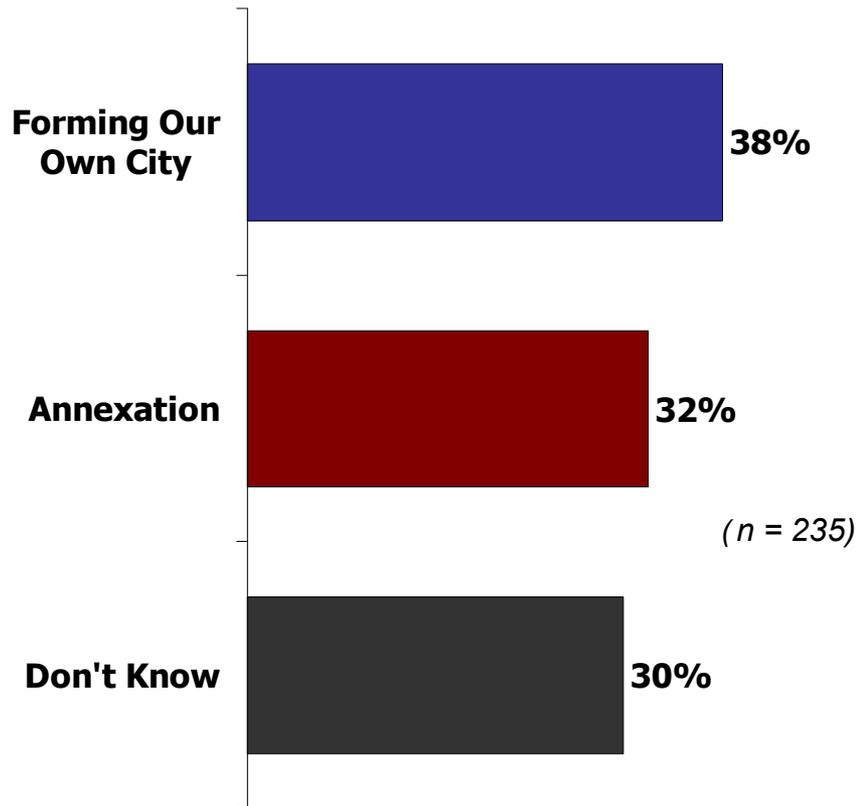# Preference for Future Government Oversight

Question: *Residents living in this area will have the opportunity to decide how they will be governed in the future and who will determine issues related to planning, growth and services. Based on what you know or have heard, which of the following would you prefer for the future of this area?*

Aided/Single Response	*(n = 300)*
Keep the area unincorporated	66%
Annex the area into the city of Milwaukie	10%
Incorporate the area as a city	7%
Annex the area into the city of Gladstone	4%
Don't know	12%

- Two out of three residents (66%) prefer that the area be kept unincorporated.
  - Particularly those with an annual household income of under $30,000 (76%).
- Fewer than one in 10 (7%) residents support incorporating the area as a city.

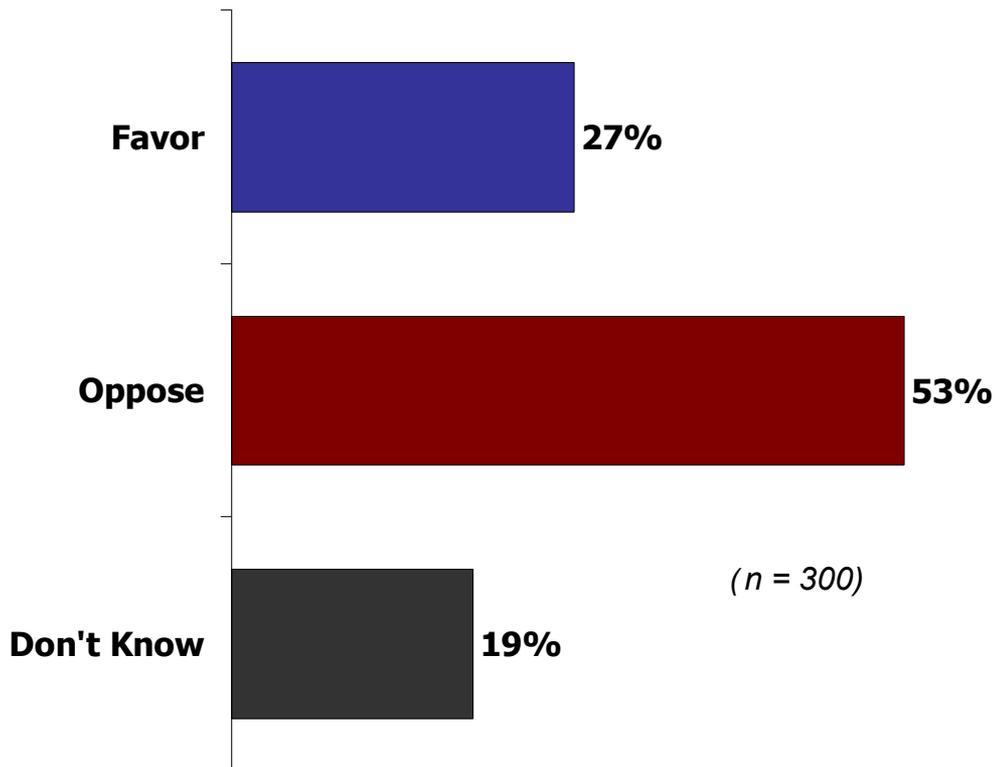# Preference for Incorporation or Annexation

Question: *If you had to choose between annexation into an existing city or forming our own city, which would you prefer? (Asked of those who prefer to keep the area unincorporated and those who are unsure.)*

Forming Our Own City — 38%

Annexation — 32%

(n = 235)

Don't Know — 30%

- Respondents are slightly more likely to prefer forming a city (38%) rather than annexation into an existing city (32%).
  - Respondents under 55 years of age (50%), those with an annual household income of $30,000 and over (42%) and renters (56%) are more likely to prefer forming a city.
- A significant number (30%) are unsure.

Support for Incorporation

Question: *Some people have suggested that this area should be incorporated as a city in order to improve streets, increase public safety, create local control, improve planning and code enforcement, and control growth. Based on anything you know or may have heard, would you favor or oppose incorporating this area as a city?*

Favor — 27%

Oppose — 53%

Don't Know — 19%

(n = 300)

- Residents are twice as likely to oppose (53%) rather than favor (27%) incorporating the area as a city.
  - Respondents under 55 years of age (35%) and renters (39%) and unlikely voters (36%) are more likely to favor incorporating the area as a city.
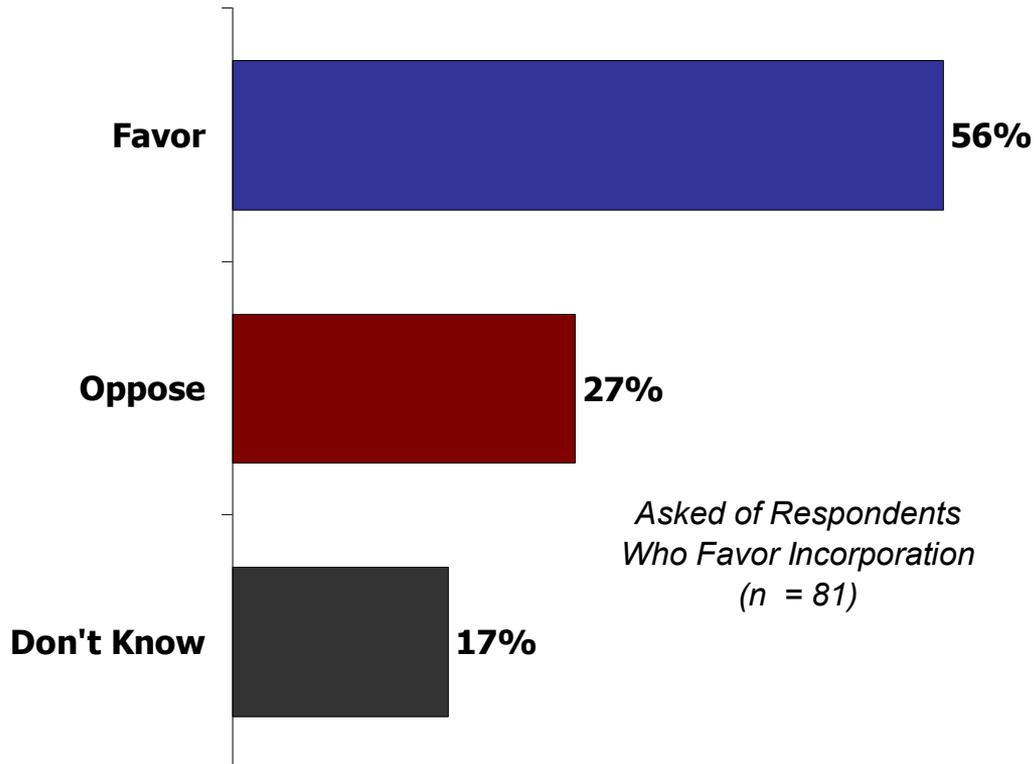- Approximately one in five (19%) are undecided.

Reasons in Support of Incorporation

Question: *Why do you favor incorporating the area as a city?*

Unaided/Multiple Response	(n = 81)
Create/better local control	23%
To stay independent/have our own identity/be our own city/area	23%
Would improve public services	23%
Would have a stronger voice/more input	20%
Improve/maintain streets/roads	19%
Good way to finance/pay for things/get more done/accomplished	12%
It's a good idea/we need it/it's time to take this step/to improve our community	12%
To avoid annexation/don't want to become part of Milwaukie	10%
Better planning	10%
Don't know	5%

Effect of Establishing a Tax Rate/Property Tax Increase

Question: *Would you still favor incorporating this area as a city if you knew that a permanent tax rate would be established to provide essential services, and that your property tax could increase by one dollar per $1,000 of assessed value? For example, a home valued at $100,000 would be assessed an additional $100 per year in property taxes.*

Favor — **56%**

Oppose — **27%**

Don't Know — **17%**

*Asked of Respondents
Who Favor Incorporation
(n = 81)*

- Residents who support incorporation are twice as likely to favor (56%) rather than oppose (27%) incorporation knowing that a permanent tax rate would be established.
  - Residents in favor tend to be 35 to 54 years of age (66%), those earning $50,000 or more (67%) and likely voters (62%).
- Seventeen percent (17%) are are undecided.

Reasons for Opposing Incorporation

Question: *Why do you not support incorporating the area as a city?*

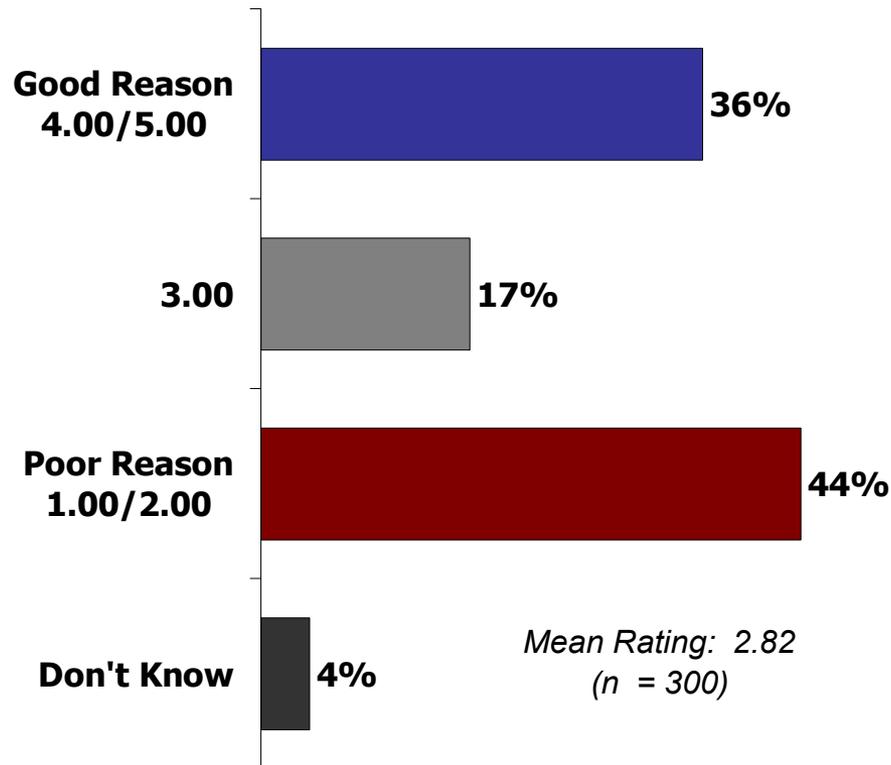| Unaided/Multiple Response	(n = 218)
Would increase taxes/cost more/too much/waste of money/too expensive	41%
Would just be more government/too many rules/regulations/bureaucracy	24%
I like things the way they are/don't want a change	18%
Lack of information/specifics/need to know more about it	17%
Our roads/water/services are already good/might be worse if we incorporate	15%
It's unnecessary/we don't need it	11%
Won't work/there are no benefits/to incorporation	9%
Dislike/distrust government/politicians	5%
Don't know	5%

Evaluation of Message Effectiveness

Question: *Regardless of how you personally feel about this issue, I'd like to read you several reasons why someone might favor incorporating this area as a city.*

Using a scale of one to five, with 5.00 - "a very good reason," and 1.00 - "a very poor reason," please evaluate each of the following reasons in favor of incorporating this area as a city.

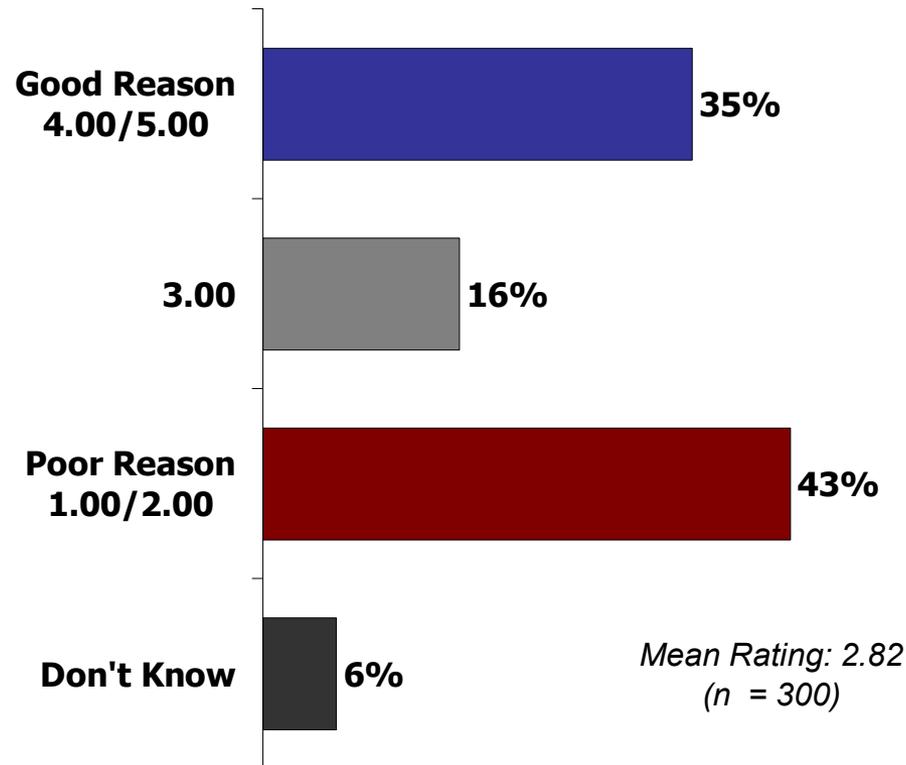# Evaluation of Message Effectiveness *(Continued)*

Question: *Incorporating the Oak Lodge area as a city will create a local government with city leaders and officials elected from your neighborhood, directly accountable to voters?*

Good Reason 4.00/5.00	36%
3.00	17%
Poor Reason 1.00/2.00	44%
Don't Know	4%

Mean Rating: 2.82 (n = 300)

- Thirty-six percent (36%) believe this is a very good reason (5.00 rating – 22%) or a good reason (4.00 – 14%) to support incorporation.

- Forty-four percent (44%) believe this is a very poor reason (1.00 rating – 32%) or a poor reason (2.00 – 12%) to support incorporation.
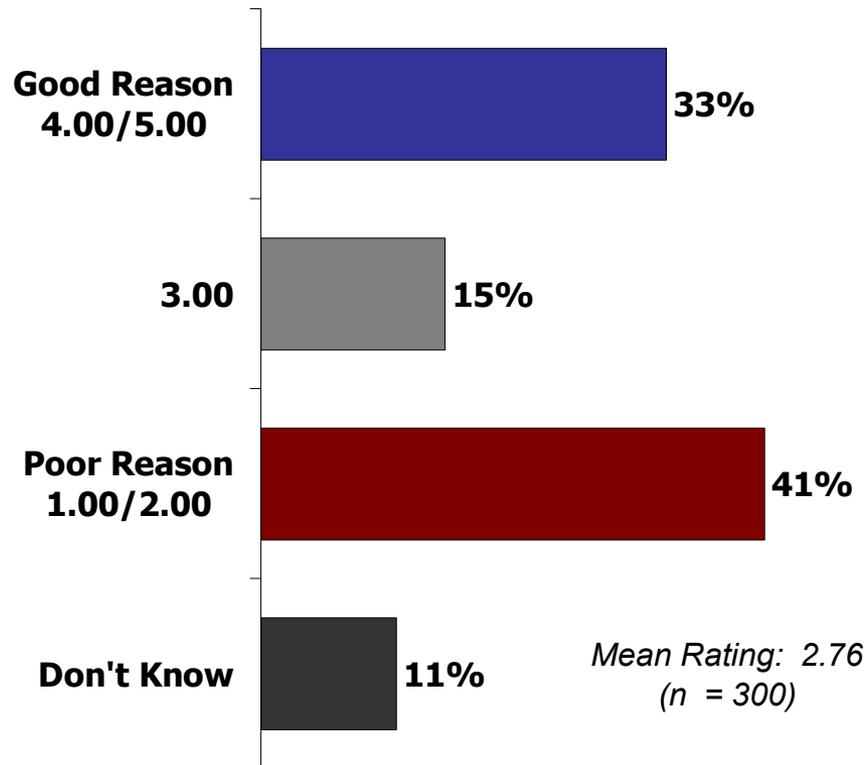
Evaluation of Message Effectiveness *(Continued)*

Question: *Incorporating the Oak Lodge area as a city will improve public safety, street maintenance and other essential governmental services?*

Mean Rating: 2.82
(n = 300)

- Thirty-five percent (35%) believe this is a very good reason (5.00 rating – 21%) or a good reason (4.00 – 14%) to support incorporation.

- Forty-three percent (43%) believe this is a very poor reason (1.00 rating – 30%) or a poor reason (2.00 – 13%) to support incorporation.

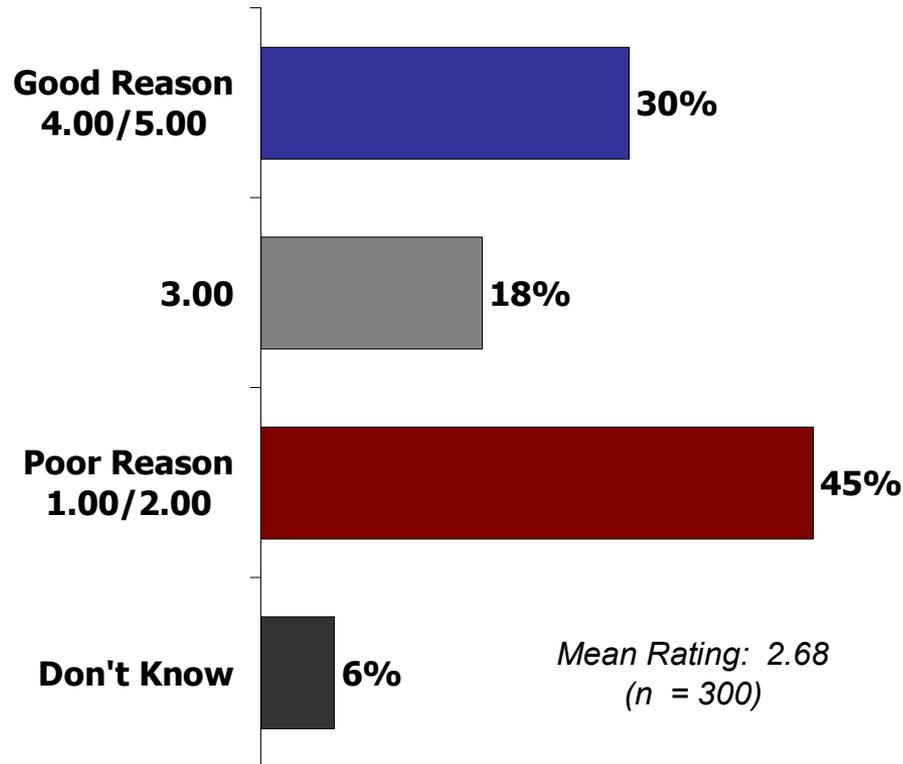# Evaluation of Message Effectiveness *(Continued)*

Question: *Incorporating the Oak Lodge area as a city will result in substantial additional money for the community via shared revenues only available to cities?*

Good Reason 4.00/5.00	33%
3.00	15%
Poor Reason 1.00/2.00	41%
Don't Know	11%

Mean Rating: 2.76 (n = 300)

- Thirty-three percent (33%) believe this is a very good reason (5.00 rating – 16%) or a good reason (4.00 – 17%) to support incorporation.
- Forty-one percent (41%) believe this is a very poor reason (1.00 rating – 29%) or a poor reason (2.00 – 12%) to support incorporation.
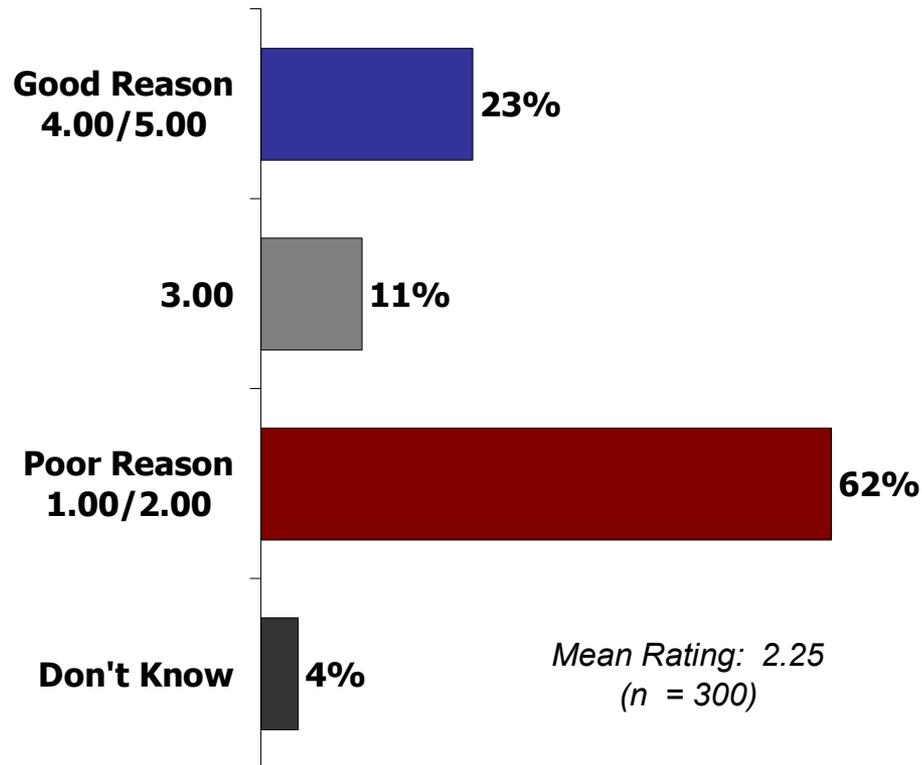
Evaluation of Message Effectiveness *(Continued)*

Question: *Incorporating the Oak Lodge area as a city will ensure local control in zoning regulations, building restrictions and code enforcement?*

Good Reason 4.00/5.00 — 30%

3.00 — 18%

Poor Reason 1.00/2.00 — 45%

Don't Know — 6%

Mean Rating: 2.68
(n = 300)

- Thirty percent (30%) believe this is a very good reason (5.00 rating – 18%) or a good reason (4.00 – 12%) to support incorporation.

- Forty-five percent (45%) believe this is a very poor reason (1.00 rating – 34%) or a poor reason (2.00 – 11%) to support incorporation.
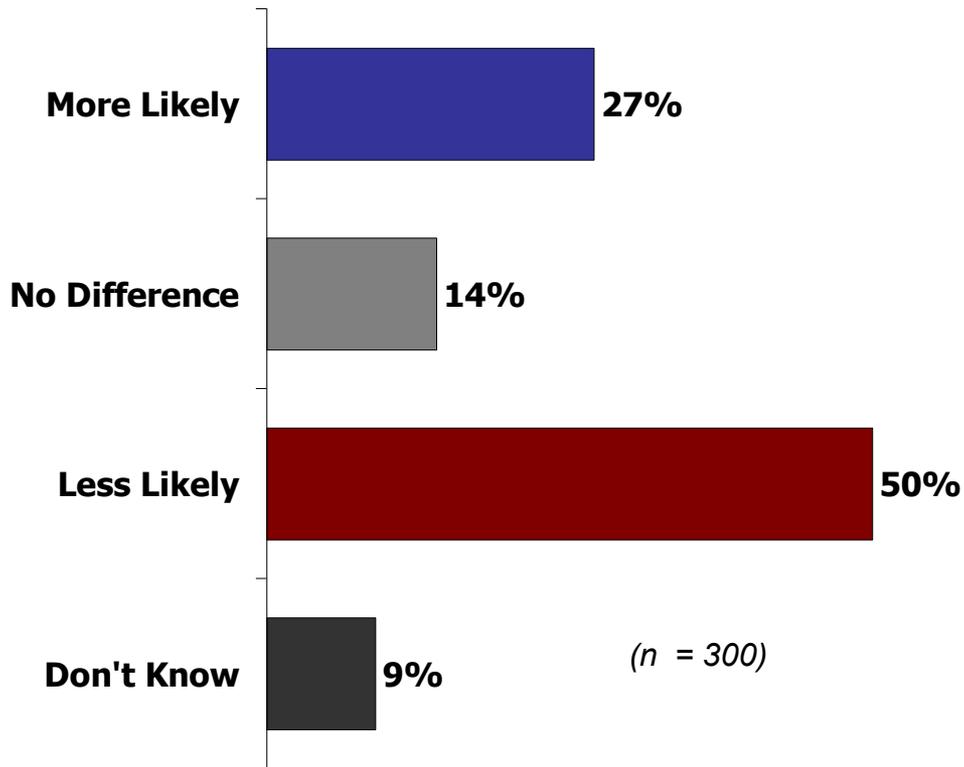
Evaluation of Message Effectiveness *(Continued)*

Question: *Incorporating the Oak Lodge area as a city is essential in order to maintain the livability of the community?*

- Twenty-three percent (23%) believe this is a very good reason (5.00 rating – 13%) or a good reason (4.00 – 10%) to support incorporation.
- Sixty-two percent (62%) believe this is a very poor reason (1.00 rating – 46%) or a poor reason (2.00 – 16%) to support incorporation.

Effect of Messages on Support for Incorporation

Question: *After hearing the reasons I have just read, are you more likely or less likely to support incorporating this area as a city?*

Response	Percentage
More Likely	27%
No Difference	14%
Less Likely	50%
Don't Know	9%

(n = 300)

- Twenty-seven percent (27%) are more likely to support incorporating the area as a city after hearing messages in support of incorporation.
  - Particularly those under 35 years of age (54%).
- One-half (50%) are less likely to support incorporation after hearing the messages.

Primary Sources of Community Information

Question: *Where do you usually get information about issues affecting your community?*

Unaided/Multiple Response	(n = 300)
Newspaper – *The Oregonian*	53%
Word-of-mouth/neighbors/citizens/friends/relatives	36%
Television	30%
Newspaper – *Clackamas Review*	22%
Internet	17%
Community/planning meetings	15%
Radio	13%
Other newspaper	13%
Direct mail/mailings	5%

- Newspapers are mentioned most often as a source of information about issues affecting the community.
  - Particularly females (75%), those 55 years of age and older (76%), homeowners (71%) and those opposed to incorporation (76%).
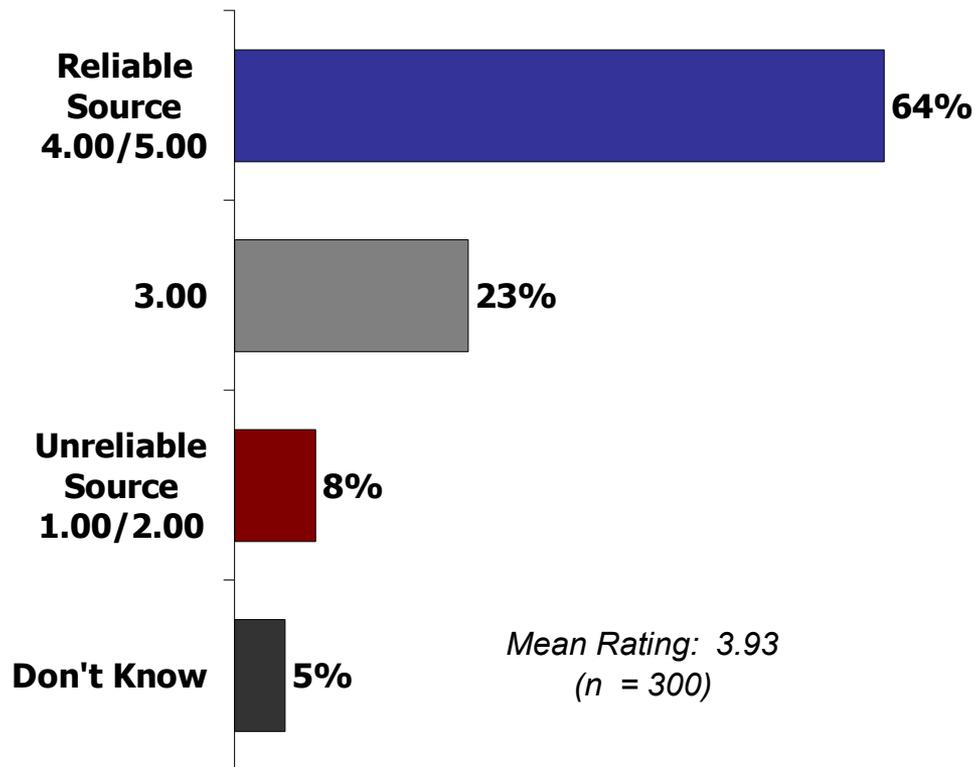
Reliability of Information Sources

Question: *Some organizations and individuals may speak out on the issue of incorporating the area as a city.*

On a scale of one to five, with 5.00 - that the organization or individual is a "very reliable source of information," and 1.00 - that the organization or individual is a "very unreliable source of information," please evaluate each of the following:
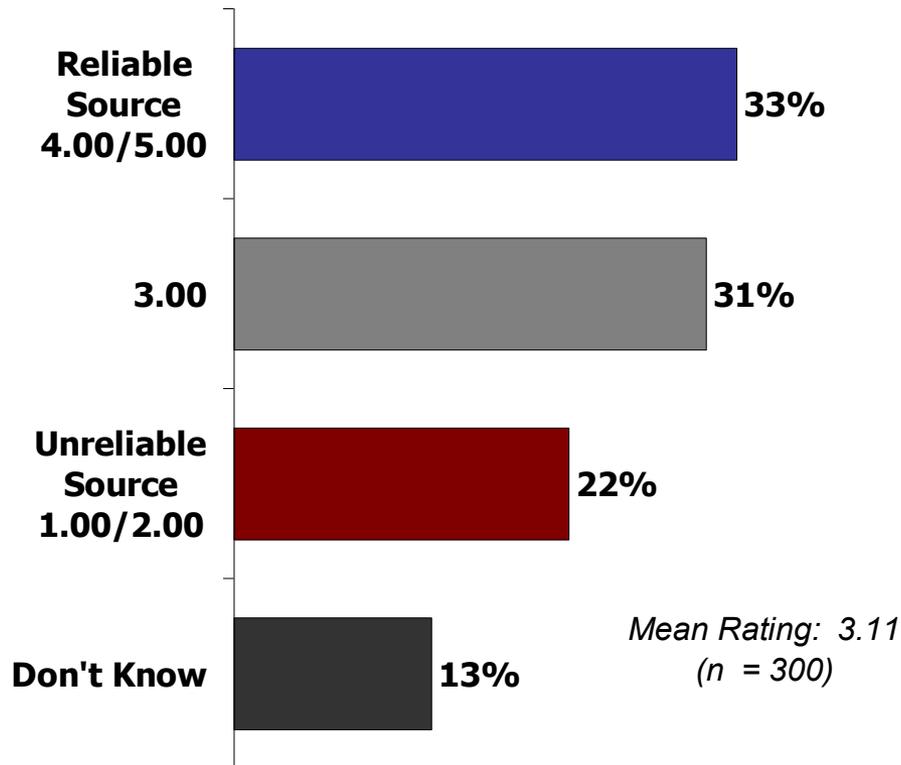
Reliability of Information Sources *(Continued)*

Long-Time Residents of the Oak Lodge Area

Reliable Source 4.00/5.00 — 64%
3.00 — 23%
Unreliable Source 1.00/2.00 — 8%
Don't Know — 5%

Mean Rating: 3.93
(n = 300)

- Sixty-four percent (64%) believe this is a very reliable source (5.00 rating – 35%) or a reliable source (4.00 – 29%) of information.

- Eight percent (8%) believe this is a very unreliable source (1.00 rating – 2%) or an unreliable source (2.00 – 6%) of information.

Reliability of Information Sources *(Continued)*

Community Leaders

Reliable Source 4.00/5.00 — 33%
3.00 — 31%
Unreliable Source 1.00/2.00 — 22%
Don't Know — 13%

Mean Rating: 3.11
(n = 300)

- Thirty-three percent (33%) believe this is a very reliable source (5.00 rating – 7%) or a reliable source (4.00 – 26%) of information.

- Twenty-two percent (22%) believe this is a very unreliable source (1.00 rating – 8%) or an unreliable source (2.00 – 14%) of information.

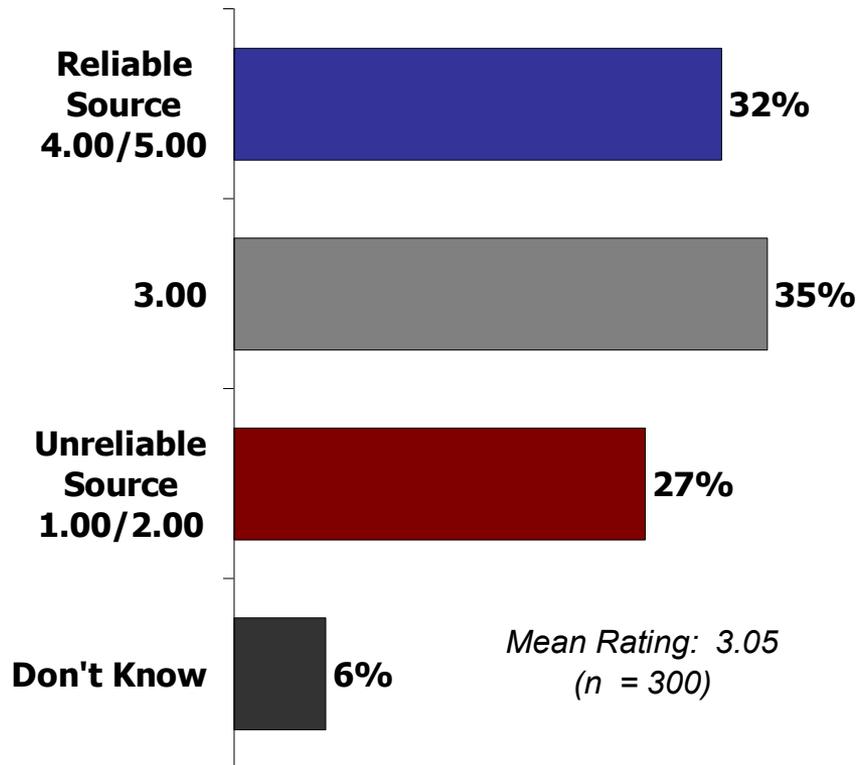# Reliability of Information Sources *(Continued)*

Local Business Leaders

Reliable Source 4.00/5.00 — 32%

3.00 — 35%

Unreliable Source 1.00/2.00 — 27%

Don't Know — 6%

Mean Rating: 3.05
(n = 300)

- Thirty-two percent (32%) believe this is a very reliable source (5.00 rating – 9%) or a reliable source (4.00 – 23%) of information.

- Twenty-seven percent (27%) believe this is a very unreliable source (1.00 rating – 10%) or an unreliable source (2.00 – 17%) of information.
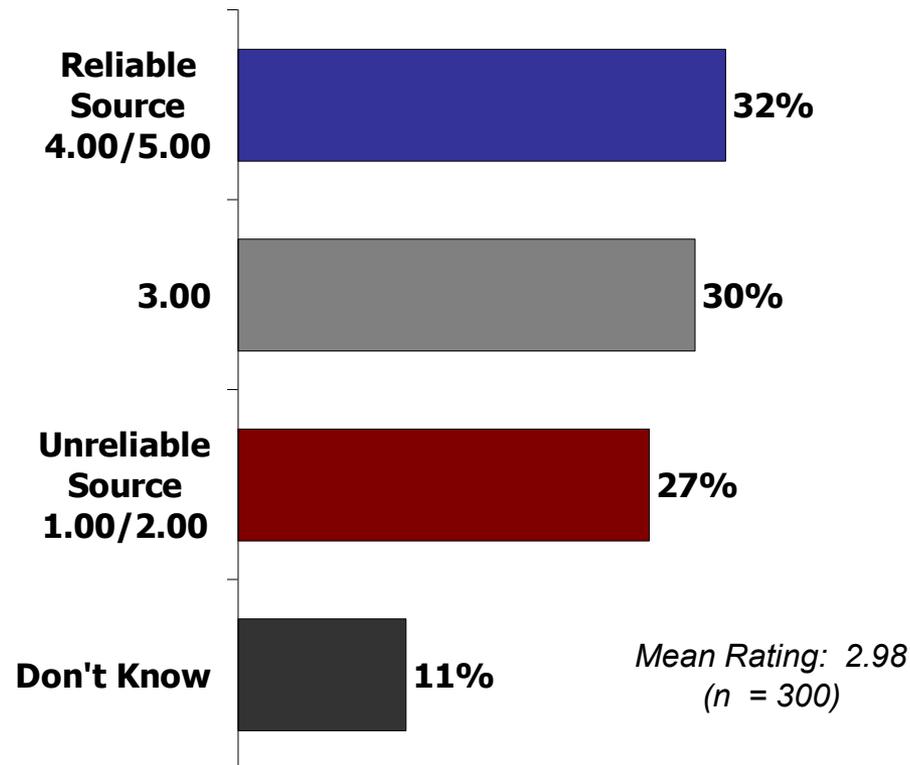
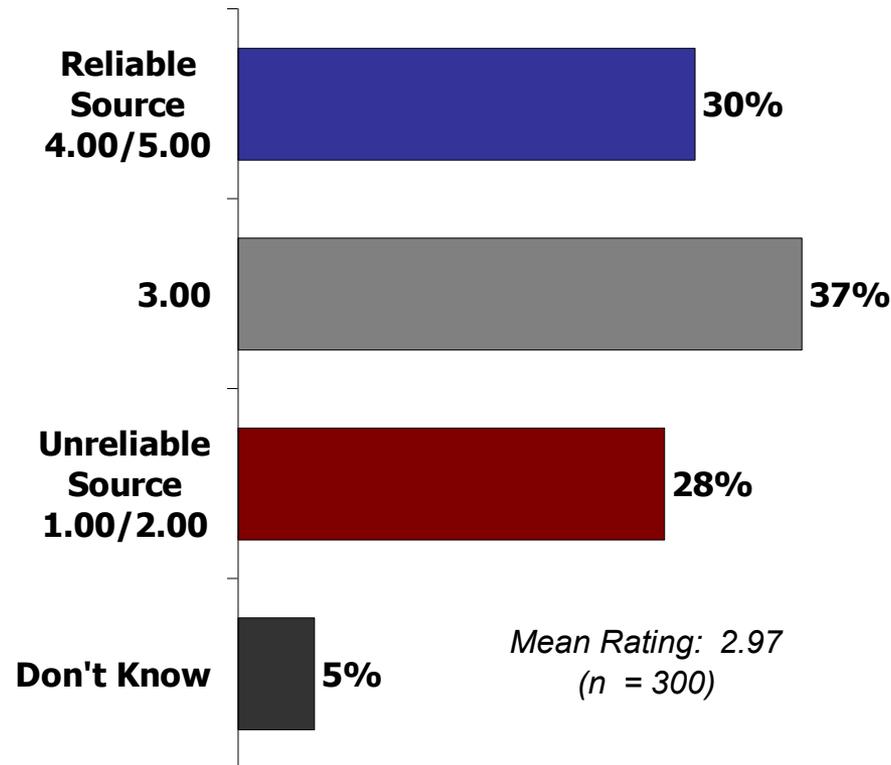# Reliability of Information Sources *(Continued)*

Citizen Planning Organizations

- Thirty-two percent (32%) believe this is a very reliable source (5.00 rating – 7%) or a reliable source (4.00 – 25%) of information.

- Twenty-seven percent (27%) believe this is a very unreliable source (1.00 rating – 15%) or an unreliable source (2.00 – 12%) of information.

Reliability of Information Sources *(Continued)*

Newspapers

Chart categories:
- Reliable Source 4.00/5.00 — 30%
- 3.00 — 37%
- Unreliable Source 1.00/2.00 — 28%
- Don't Know — 5%

Mean Rating: 2.97
(n = 300)

- Thirty percent (30%) believe this is a very reliable source (5.00 rating – 8%) or a reliable source (4.00 – 22%) of information.

- Twenty-eight percent (28%) believe this is a very unreliable source (1.00 rating – 14%) or an unreliable source (2.00 – 14%) of information.

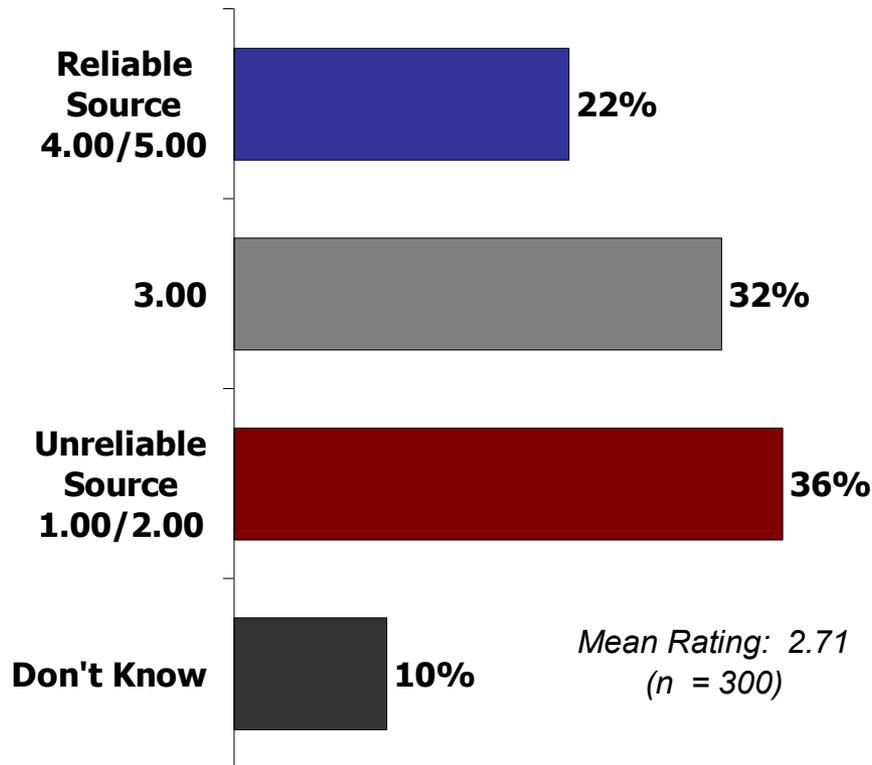# Reliability of Information Sources *(Continued)*

County Commissioners

Reliable Source 4.00/5.00 — 22%

3.00 — 32%

Unreliable Source 1.00/2.00 — 36%

Don't Know — 10%

Mean Rating: 2.71
(n = 300)

- Twenty-two percent (22%) believe this is a very reliable source (5.00 rating – 4%) or a reliable source (4.00 – 18%) of information.

- Thirty-six percent (36%) believe this is a very unreliable source (1.00 rating – 17%) or an unreliable source (2.00 – 19%) of information.

Sample Profile

Respondent Age	(n = 300)
18 to 34	12%
35 to 54	30%
55 and Over	58%

Sample Profile

(Continued)

Household Income	(n = 300)
Under $30,000	18%
$30,000 to $75,000	50%
$75,000 or more	18%

Sample Profile

(Continued)

Domicile	*(n = 300)*
Own	86%
Rent	14%

Friends for Local Control

Community Survey