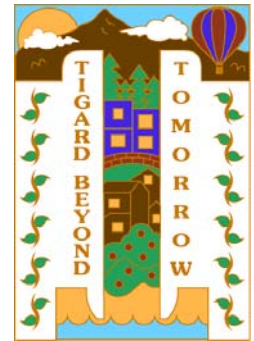


Tigard Beyond Tomorrow 2004 Community Survey Results Executive Overview



The 2004 survey shows several themes and some new or emerging themes for our community. Following is an alphabetical list of those themes the reader will observe in the survey responses.

- ✓ **Access to pathways, sidewalks, street system and mass transit**
- ✓ **Community appearance**
- ✓ **Community center/gathering place**
- ✓ **Density and growth related issues**
- ✓ **Downtown development**
- ✓ **Environmental protection**
- ✓ **Open space, greenway & tree protection**
- ✓ **Park and recreational opportunities**
- ✓ **Safety**
- ✓ **Traffic congestion**
- ✓ **Two-way communication between City and citizens**

General Demographics – The demographic section provides a “picture” of those responding to the survey.

Gender information shows a majority of females (61%) responding to the survey. It is noted that responses received through the City’s web site were slightly higher from men (6%) than the other response avenues.

Age demographic spread of survey responders is comparable to the 2000 census. 67% of the responders are between the ages of 36 and 64.

Length of time in the community responses show a fairly even split with residents living in the community between one and ten years (49%) and those who have lived here eleven or more years (46%).

Race demographics for the survey response are not as comparable to the 2000 census data as was the age category. Very few responses were received from the Asian and Hispanic ethnic groups in our community. A more concentrated effort to engage races other than white is needed to better represent the growing diversity of the community.

Location in the community is the last of the demographic questions included in the 2004 survey. Responses were received from all areas of the community including the unincorporated areas in Metzger and on Bull Mountain. A little over half of the respondents report they live in areas 3 and 6 (see map on page 1 in the detailed results section of this report).

Neighborhood Characteristics – Review of the residential and commercial area characteristics that are important to our community.

Residential Neighborhood Characteristics

| Quality | Very & Somewhat Important | Somewhat and Very Unimportant |
|---|---------------------------|-------------------------------|
| Small lot size (Less than 7,500 sq. ft.) | | 70% |
| Large lot size (7,500 sq. ft. and larger) | 83% | |
| Small neighborhood parks within half a mile of home | 82% | |
| Undeveloped open space/greenways within half mile of home | 84% | |
| Variety of housing types within new developments (single family, row housed, apartments, etc.) | | 54% |
| Maintain existing lot sizes within established neighborhoods | 87% | |
| Pedestrian and bike paths | 89% | |
| Neighborhood traffic management | 92% | |
| Compatibility between existing and new developments | 92% | |

This chart shows neighborhood compatibility (between existing and new) along with traffic management as the highest qualities desired by respondents. It also shows there were two cases where the qualities listed were unimportant to the community; small lot size at 70% and a variety of housing types within new developments at 54%.

When asked what “other” residential neighborhood characteristics were very important, three themes emerged. Responses have been grouped into the theme categories below.

1. **Density and growth related issues.** These comments raised such issues as row houses, small lots and too much growth being issues in the residential neighborhoods.
2. **Environmental protection.** Mature trees or preservation of trees was a major theme in this area along with the desire for natural or green ways. Parks were also mentioned as being needed.
3. **Enhanced sidewalks and mass transit.** Sidewalks, pedestrian crossings and more accessible mass transit were noted.

A new **emerging theme** in this survey was the concern about property maintenance needing to be a higher priority. This is a theme that was not seen in the community surveys in 1993, 1997 or 2000.

Commercial Neighborhood Characteristics

| Quality | Very & Somewhat Important | Somewhat and Very Unimportant |
|--|---------------------------|-------------------------------|
| A complimentary appearance unique to each area in the City | 67% | |
| A complimentary identifying feature shared by all areas in the City | 50% | 50% |
| Pedestrian and bike path access | 87% | |

It is clear that access by foot and bike are very important to commercial areas. It is also somewhat important that there is a unique appearance to each area in the City. However, when asked if it was important to have identifying features shared by all areas, there was an even split between responders.

When asked what “other” commercial neighborhood characteristics were important there were two themes seen in the responses. Responses have been grouped into those theme categories below.

1. **Appearance.** The majority of comments in this section dealt with the appearance or upkeep in commercial areas. Whether the suggestion was “more flowers” or “upkeep of older buildings” the comment by one responder was; “We don’t need to look like a picture postcard, let’s just look loved.” Again, a new **emerging theme** in this survey is that of appearance and upkeep of properties.
2. **Access.** The next most mentioned issue for commercial property was that of access; pedestrian, traffic flow and mass transit.

City’s Active Role in Commercial Concerns – The next section of the survey asked the community in which activities the City should take an active role.

| Quality | Very & Somewhat Important | Somewhat and Very Unimportant |
|---|---------------------------|-------------------------------|
| Retaining existing businesses? | 92% | |
| Attracting new businesses? | 88% | |
| Redeveloping/reenergizing Tigard’s Downtown area (Main Street)? | 81% | |
| Revitalizing existing commercial areas outside of Tigard’s Downtown area? | 77% | |
| Beautifying existing commercial areas? | 90% | |

The respondents were very clear in saying that the City should take an active role in all areas of retaining and attracting new businesses, and beautifying the existing commercial areas. When asked about the revitalizing Tigard’s downtown area and those areas outside of the downtown area, it was still clear that a high percentage of responders want this to be an active City role.

When asked what “other” areas the City should take an active role in, there were two “important” themes observed. Responses have been grouped into those two theme categories below.

1. **Appearance.** Again, this issue is a common theme in the 2004 survey with the majority of comments here pertaining to beautification, parks and trees.
2. **Traffic.** The next most mentioned issue was that of traffic. This included comments about 99W, traffic congestion and planning for future traffic.

Leisure Time Activities – The citizen-based Vision Task Force wanted to know from the community what leisure time activities were important to be available in the Tigard area. Below are the top four.

1. **Recreation – Organized Opportunities** – Comments received show recreation centers, a recreation department or a park & recreation district are a high priority for responders. There were several comments about a public swimming pool being available with some respondents wanting this indoor and some outdoor. This particular comment may have been influenced by the survey being completed during summer months. Generally, remarks were not clear as to whether park and recreation services were to be provided through a new district or City department or

through an existing provider (i.e., Tualatin Hills Park and Rec. District) working in the Tigard area. Any of these options normally requires additional revenue to provide the service. The desire for more park and recreation opportunities in Tigard was a common theme in the 2000 community survey. In 2000, the Tigard voters defeated a ballot measure to create a park & recreation district. This is an area the citizen-based Vision Task Force should review.

2. **Greenways and Parks** – Green open space and parks (large and small) are always a consistent theme in Tigard in the 2004 survey and surveys in the past. The desire for open space and parks is also seen later in this survey with comments about density increasing and the need for “space” becoming more necessary for quality of life. The 2004 Park & Recreation Survey respondents also addressed this as a most important issue.
3. **Bike/Walk Ways** – Biking and walking was the third theme under this question with this also being noted as part of the family activities that are important.
4. **Community Events** – The fourth theme raised in survey comments was the desire for more community or neighborhood events. A community center with cultural, music and art events. This theme is another **emerging theme** in this survey which calls for more “sense of community” being created in Tigard. This theme will be seen again as one considers the survey as a whole. The 2004 Park & Recreation Survey respondents also addressed the need for a community center as a most important issue.

This question in the survey saw some areas of the community that did not identify one or more of the top four themes as important. Area 5 wanted park and recreation opportunities but was the only area that did not want additional public pool access. Area 5 also provided no comments about parks and greenways or bike/walk ways being a form of leisure time activity. Area 4 expressed no interest in community events or cultural activities in Tigard.

Volunteerism and Volunteer Activities – The next major area of questions in the survey addressed whether volunteerism was important, if people volunteered in the community and what more could be done to encourage them to volunteer.

90% of the respondents to the survey reported they believe volunteerism is an important part of promoting a community’s identity.

Respondents then shared what they do when volunteering in the community. Working in schools was the answer given by almost one-third of the responders. About one-fourth said they did general “helping” type work in the community. Each of the following categories received about one-fifth of the responders comments: City of Tigard or Library volunteering, age specific activities (youth and senior), environmental efforts and church.

The survey then asked what would encourage the respondent to volunteer in the community. Responses have been grouped into two major theme categories below.

1. **Time Constraints.** These included more time needed by the respondent to volunteer or flexibility of the days/hours required by the place using volunteers.
2. **Knowledge of Volunteer Opportunities.**

Tigard's Identity – This area in the survey was broken down into two questions.

What is Tigard's identity today was the first question in this area. Responses have been grouped into seven major theme categories below.

1. **Traffic Congestion.** This included congestion, lack of traffic flow, and too many traffic signals.
2. **Portland Suburb.** This was sometimes a positive statement and sometimes seen as negative.
3. **No Identity.** This was also answered as “not sure.”
4. **99W/Strip Malls.** While traffic congestion was the first identified identity for Tigard today, 99W and its traffic congestion and strip malls was often identified separately from the first theme.
5. **Density.** This was also addressed as overcrowding.
6. **Small Town.** This was typically stated as a positive.
7. **Open Space.** This also included parks and green space. There was almost an even split between people who believed Tigard was known for its many parks and green areas and those who believed the community was known for not having enough.

What would you like Tigard's identity to be was the second question in this area. Responses in this area were much more difficult to place into specific theme categories. There were responses that housing was affordable and unaffordable; good schools, a family place to live while others wanted to move. However, overall the reader will see that respondents want the Tigard community to be as follows (please note these are listed in alphabetical order):

- ✓ Beautification of the community
- ✓ Downtown/old town developed with a clean upgraded look
- ✓ Friendly, family community
- ✓ Gathering place (community center)
- ✓ Growth would be controlled
- ✓ Open space, parks, greenways and trees protected and maintained
- ✓ Safe and clean
- ✓ Small town atmosphere maintained
- ✓ Traffic congestion reduced

Another **emerging theme** from this question centered on the creation or enhancement of the sense of community or Tigard being a destination. One respondent said it this way: “A place to go to, not a place to have to go through.” Again, the 2004 Park & Recreation Survey respondents also addressed the need for a community center as a most important issue.

Communication - How Well Does the City Do? – The survey next explores how well the City keeps the community informed about City issues, whether people know how to participate in the decision-making process, whether the City is responsive to community concerns and how the City could improve in these areas.

How well does the City keep you informed about City issues?

Responses were grouped into 5 categories based on the number of comments indicating satisfaction from very well to not well at all.

| Very Well | Reasonably Well | Average | Not Very Well | Not Well At All |
|-----------|-----------------|---------|---------------|-----------------|
| 28% | 41% | 20% | 8% | 3% |

Respondents as a whole expressed satisfaction (average) to praise for how well the City does keeping them informed about City issues. 11% did not feel the City should get high marks in this area.

The City's newsletter *Cityscape* was acknowledged as an excellent way to get information mailed out to the community. Many comments requested this be used more to share information.

Do you believe the City provides ample opportunities for people to participate and influence decisions made by the City?

61% of the respondents answered yes and 39% answered no. The City can do better in providing ample opportunities for participation in decisions. It was noted that answers to this question received on the web showed only a 57% yes response with the *Cityscape* responders providing a 63% yes response.

How could the City improve in the area of providing ample opportunities to participate and influence decisions made by the City?

There were several suggestions in this area and the reader is encouraged to review the comments, however, overall the community shared the following comments (listed in alphabetical order):

- ✓ Communication to provide information and garner the community's input (more, earlier, continued)
- ✓ Earlier input in the decision-making process
- ✓ Listen to and hear the citizens' input before decisions are made

How responsive is the City to your concerns?

Responses to this question registered a total of 59% responsive and 41% unresponsive.

| Very Responsive | Somewhat Responsive | Somewhat Unresponsive | Very Unresponsive |
|-----------------|---------------------|-----------------------|-------------------|
| 14% | 46% | 19% | 21% |

How could the City improve in the area of being more responsive?

There were several suggestions in this area and the reader is encouraged to review the comments, however, 2-way communication, listening and hearing citizens' input before a decision is made and providing various methods to share information and receive community input were seen as themes.

What are the most effective ways for you to get information about City events, issues, codes, etc.? Following are the top three most effective ways (respondents were asked to check the top three ways):

| Communication Method | Percentage of response |
|---|------------------------|
| Postal Service – mailed notices & Cityscape Newsletter | 28.55% |
| City's Website www.ci.tigard.or.us - (including project updates, Cityscape Newsletter, etc.) | 17.50% |
| Tigard Times Newspaper | 16.30% |
| Oregonian Newspaper | 14.55% |

Area 6 selected another newspaper as important to them and that was the Regal Courier. Since this area has the Summerfield retirement community, this can be another tool for reaching that section of the community.

An **emerging theme** in this section of the survey was the increased use of the City's website as a source for information. In the 2000 community survey, the Internet was only 6% of the response when asked what would be the most effective way to reach people with information

about the City. Now, four years later the internet/website ranked as the second most effective way for respondents to receive information about City issues.

Most Important Issues Facing Our Community – The survey concludes with a question about the most important issue today for the Tigard community. There are over 16 pages of responses to that question. These responses have been grouped into two categories with items 1-3 receiving almost once again as many comments as the last three.

1. **Traffic Congestion.** This included congestion, lack of traffic flow, and too many traffic signals. 99W traffic was mentioned about one-third of the time when traffic was addressed.
2. **Growth.** These were also identified as density, control or manage growth, and overdeveloped or overcrowded conditions.
3. **Environmental Preservation.** Many comments were seen addressing the preservation or need for more open space, greenways, trees and parks.
- - - - -
4. **Downtown.** There was much interest in development of a downtown area with a central identity or gathering place for the community.
5. **Community Appearance.** These comments addressed private and public areas and the condition or maintenance of areas. This also included litter concerns.
6. **Safety.** There were comments about safety in the community, crime and drugs being a concern. There was a desire for more police or more police presence in neighborhoods.

Many common threads were woven through the comments in this section and they are listed in alphabetical order below:

- ✓ Community and family activities
- ✓ Creative and open approach to issues
- ✓ Destination community
- ✓ Develop only as infrastructure can handle the increased load
- ✓ Listen and hear the citizens