

CITY OF FOREST GROVE 2012 CITIZEN ATTITUDE SURVEY SUMMARY REPORT

Response Rate and Demographics

There were a total of 837 respondents to the 2012 Citizen Attitude Survey which included 163 online responses which was the largest online response since the survey has been available online. The total responses are also an increase from the 2010 Survey with 710 responses, 2008 Survey with 613 responses and the 2006 Survey with 602 responses.

The categories for residency and age were adjusted in the survey; however, proportionally, the demographics were found to be similar to previous years with the larger group of respondents coming from the older population and long-time residents as indicated below:

Residency in Forest Grove

2012 Years of Residency	2012 Percentage	2010 Years of Residency	2010 Percentage	2012 Place of Residency	2012 Percentage
Less than 1 yr	7	0 to 4 years	24	Homeowner	75
1 to 3 years	13	5 to 9 years	17	Rent Apartment	15
4 to 6 years	11	10 to 19 years	20	Lease home	9
7 to 10 years	11	20 to 29 years	13	Live w/family	11
10+ years	57	30 to 39 years	12	Live on campus	0
		40 to 49 years	6		
		50 to 59 years	4		
		60 + years	4		

Age

Age	2012 Percentage	Age	2010 Percentage
Under 30	8	18 to 34	15
31 to 45	21	35 to 44	13
46 to 55	18	45 to 60	33
Over 55	52	61 +	39

Primary Information Source

The following table reflects the respondents' primary source of information regarding City of Forest Grove government:

Source	2012 Percentage	2010 Percentage
Utility Bills	46	25
News Times	28	22
Website	6	3
Argus	6	3
Oregonian	5	3
Facebook	3	0.5
Cable TV	1	1

City Service Responses

The following is a summary of the response data for City Services. It incorporates 33 items (3 new items since 2010) that ask the respondent to rank how well they believe the City is doing in providing the service. The ranking scale is from 1 (very poorly) to 7 (very well). Respondents may also indicate “don’t know” on an item. The results indicate the total number of respondents per item, the item’s average score compared to the 2010 average score.

SERVICE / FACILITY ITEM	# Responses	2012 Average Score	2010 Score
Fire response	355	6.25	6.17
Emergency medical response	403	6.22	6.13
Electricity	723	6.10	6.12
Sanitary sewer	643	6.07	5.94
Utility billing customer service	648	6.05	6.09
Drinking water	704	6.03	5.92
Library customer service	574	5.97	5.90
Fire prevention programs	337	5.91	5.92
Library materials available for checkout	565	5.81	5.64
Timeliness of police response	480	5.78	5.59
Passport services	183	5.78	5.86
Quality of police response	482	5.67	5.50
Aquatic Center programs	413	5.65	5.71
Parking signs and markings	700	5.56	5.34
Street cleaning	741	5.55	5.51
Traffic control (signs, pavement markings, signals)	737	5.50	5.35
Storm drainage; localized flooding prevention/followup	606	5.48	5.52
Communication (website, facebook, utility bill inserts, newspaper ads, etc.)	636	5.47	
Leaf pickup	656	5.44	5.48
Parks and trails	625	5.42	5.41
Library open hours	570	5.40	5.29
Street lighting	738	5.37	5.46
Aquatic Center open hours	407	5.31	
Municipal court	147	5.27	5.35
Landscaping and street tree trimming	717	5.25	5.24
Parking enforcement	396	5.16	5.09
Crime prevention programs	288	5.16	4.95
Downtown parking	705	5.13	4.95
Bike lanes	610	5.13	5.03
Street repair and surfaces	736	4.88	4.62
Other permits & licenses (business license, parking permits, etc)	228	4.53	
Enforcement of codes (e.g. junk cars, noise, zoning and nuisance)	500	4.52	4.51
Building permits, planning permits, other development assistance	260	4.25	4.62

The City's Public Safety Advisory Committee asked for assistance from the citizens to measure the perception of safety and public safety improvement areas in downtown, neighborhoods, schools and Forest Grove overall.

DOWNTOWN: Compared to 2010, respondents feel safer in downtown and indicated that improvement was needed in the area of graffiti.

HOW OFTEN VISIT DO YOU VISIT DOWNTOWN?	# of Responses	Percent
Every day- (I live downtown)	57	9
Every day – (I work downtown)	28	5
Several times/week	200	33
Once a week	87	14
Several times/month	142	23
Less than once/month	78	13
Other	15	2

HOW SAFE DO YOU FEEL DOWNTOWN?	# of Responses	Percent	2010 %
Very Safe	482	59	39
Somewhat	272	33	39
Not very	17	2	7
No opinion	47	6	15

PUBLIC SAFETY IMPROVEMENT AREAS IN DOWNTOWN	# of Responses	Percent
Graffiti	225	48
Gangs	176	38
Traffic (speeders)	176	38
Vandalism	151	32
Lighting	134	29
Traffic (crosswalks / stop signs)	127	27
Bicycle safety	102	22
Jaywalkers	92	20

NEIGHBORHOOD: Respondents felt safer in their neighborhoods compared to 2010 with the highest need for improvement in neighborhood traffic and speeding vehicles.

HOW SAFE DO YOU FEEL IN YOUR NEIGHBORHOOD?	# of Responses	Percent	2010 %
Very Safe	401	49	41
Somewhat	362	45	39
Not very	39	5	11
No opinion	9	1	9

PUBLIC SAFETY IMPROVEMENT AREAS IN NEIGHBORHOOD	# of Responses	Percent
Traffic / speeders	322	61
Burglary	207	39
Drugs	186	35
Vandalism	139	26
Home invasion	115	22

Gangs	100	19
Other	99	19
Squatters	65	12
Fire hazards	27	5
Health hazards	23	4

NEIGHBORHOOD WATCH: Respondents were not very familiar with whether neighborhoods had active watch programs or the names of coordinators or block captains and were not very interested in getting assistance to start a watch program in their neighborhood.

ACTIVE IN YOUR NEIGHBORHOOD?	# of Responses	BLOCK CAPTAIN NAMES		ASSIST TO START		
		Percent	Percent	Percent	Percent	
YES	160	20	87	13	105	17
NO	641	80	585	87	504	83

SCHOOLS: Of those responding, 80% did not have children in school in Forest Grove. Of those that did, they rated their safety at school and during their commute as safe with a few concerns.

CHILDREN ATTENDING SCHOOL IN FOREST GROVE?	# of Responses	Percent
Yes	161	20
No	629	80

HOW SAFE ARE CHILDREN AT SCHOOL?	# of Responses	Percent
Very Safe	70	33
Somewhat	80	37
Not very	21	10
No opinion	43	20

HOW SAFE IS COMMUTE TO SCHOOL?	# of Responses	Percent
Very Safe	71	32
Somewhat	87	40
Not very	20	9
No opinion	41	19

FOREST GROVE OVERALL: Respondents indicated areas of Forest Grove where they did not feel safe or places where public safety could be improved.

PUBLIC SAFETY IMPROVEMENT AREAS IN FOREST GROVE	# of Responses	Percent
City parks	285	31
Trails	187	20
Walking, jogging or bicycling around FG	155	17
Certain intersections	124	13
Crossing streets	119	13
Vicinity of schools	41	4
Shopping / dining in Forest Grove	20	2

PUBLIC SAFETY RESPONSE: While a majority of the respondents had not used the services of Police or Fire departments, over 70% of those that had called reported satisfaction with the response. Overall, if there was a concern or issue, 96% of all respondents were comfortable calling on the City’s Police or Fire departments.

HAVE YOU CALLED POLICE?	# of Responses	Percent
9-1-1	180	22
Directly	268	33
No	357	44
HOW SATISFIED WITH CALL & POLICE RESPONSE?	# of Responses	Percent
Extremely Satisfied	177	39
Satisfied	181	40
OK, but could have been better	66	14
Not Satisfied	32	7
HAVE YOU CALLED FIRE?	# of Responses	Percent
9-1-1	107	13
Directly	69	8
No	642	78
HOW SATISFIED WITH CALL & FIRE RESPONSE?	# of Responses	Percent
Extremely Satisfied	129	70
Satisfied	48	26
OK, but could have been better	3	2
Not Satisfied	3	2
ARE YOU COMFORTABLE CALLING POLICE/FIRE IF NEEDED?	# of Responses	Percent
Yes	790	96
No	29	4

The City of Forest Grove appreciates the responses received from the citizens and will continue to strive to make Forest Grove a place where families and businesses thrive.