

CITY OF FOREST GROVE 2014 CITIZEN ATTITUDE SURVEY SUMMARY REPORT

Response Rate and Demographics

There were a total of 738 respondents to the 2014 Citizen Attitude Survey which included 79 online responses. The total number of responses was a decrease from the 2012 Survey with 837 responses; however, the average number of responses for the last five surveys including 2014 is 700.

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

Years of Residency	2014 Percentage	2012 Percentage	Place of Residency	2014 Percentage	2012 Percentage
Less than 1 yr	6	7	Homeowner	81	75
1 to 3 years	13	13	Rent Apartment	12	15
4 to 6 years	11	11	Lease home	6	9
7 to 10 years	10	11	Live w/family	1	11
10+ years	60	57	Live on campus	0.1	0
			Rent a room	0.4	

Age

Age	2014 Percentage	2012 Percentage
Under 30	8	8
31 to 45	20	21
46 to 55	17	18
Over 55	55	52

Primary Information Source

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

Source	2014 Percentage	2012 Percentage
Utility Bills	48	46
News Times	26	28
Website	4	6
Argus	4	6
Oregonian	5	5
Facebook	4	3
Cable TV	2	1
Other: FG Leader	2	
Word of mouth	3	

City Service Responses

The following is a summary of the response data for City Services. Respondents were asked 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 ranking each item and the item’s average score compared to the 2012 average score.

SERVICE / FACILITY ITEM	# Responses	2014 Average Score	2012 Score
Quality of fire response	365	6.24	6.25
Electricity	624	6.13	6.10
Timeliness of emergency medical response	369	6.11	6.22
Drinking water	629	6.02	6.03
Utility billing customer service	544	6.00	6.05
Sanitary sewer	573	5.97	6.07
Library customer service	488	5.95	5.97
Fire prevention programs	319	5.90	5.91
Library materials available for checkout	479	5.86	5.81
Street cleaning	641	5.81	5.55
Quality of police response	409	5.72	5.67
Leaf pickup	556	5.68	5.44
Street lighting	635	5.66	5.37
Timeliness of police response	392	5.63	5.78
Passport services	182	5.60	5.78
Storm drainage; localized flooding prevention/followup	530	5.57	5.48
Library open hours	493	5.56	5.40
Aquatic Center programs	362	5.50	5.65
Parking signs and markings	606	5.45	5.56
Parks and trails	564	5.45	5.42
Municipal court	138	5.38	5.27
Communication (website, facebook, utility bill inserts, newspaper ads, etc.)	554	5.38	5.47
Traffic control (signs, pavement markings, signals)	635	5.35	5.50
Aquatic Center open hours	350	5.28	5.31
Landscaping and street tree trimming	613	5.28	5.25
Crime prevention programs	311	5.14	5.16
Bike lanes	557	5.11	5.13
Parking enforcement	352	5.06	5.16
Downtown parking	608	4.96	5.13
Street repair and surfaces	644	4.70	4.88
Other permits & licenses (business license, parking permits, etc)	224	4.42	4.53
Enforcement of codes (e.g. junk cars, noise, zoning and nuisance)	454	4.38	4.52
Building permits, planning permits, other development assistance	246	4.25	4.25

The City also asked for assistance from the citizens to measure the perception of medical marijuana dispensaries, promotion of sustainable practices, and livability of Forest Grove overall.

MEDICAL MARIJUANA DISPENSARIES: 41% of the respondents are very concerned about having dispensaries in Forest Grove and 43% this it is very important to ban the dispensaries.

HOW CONCERNED ARE YOU ABOUT HAVING MEDICAL MARIJUANA DISPENSARIES IN FOREST GROVE?	# of Responses	Percent
1 being not very concerned	234	32
2	46	7
3	74	10
4	59	8
5 being very concerned	302	41
Don't know	17	2

HOW IMPORTANT DO YOU THINK IT IS TO BAN MEDICAL MARIJUANA DISPENSARIES IN FOREST GROVE?	# of Responses	Percent
1 being not very important	251	34
2	44	6
3	60	8
4	40	6
5 being very important	316	43
Don't know	22	3

GROVELINK: Respondents are familiar with GroveLink bus service but 91% of them have never ridden it.

ARE YOU FAMILIAR WITH GROVELINK?	# of Responses	Percent
Yes	485	79
No	128	21

HOW OFTEN DO YOU RIDE GROVELINK?	# of Responses	Percent
Daily	9	1.3
1 to 2 times weekly	13	1.9
1 to 2 times monthly	40	5.8
Never	624	91.0

SUSTAINABLE PRACTICES: Responses were mixed when it came to the City promoting sustainable practices if it meant increases to the cost of service.

CURBSIDE FOOD RECYCLING?	# of Responses	Percent	GROVELINK BUS SERVICE	# of Responses	Percent
YES	160	30	YES	386	58
NO	641	70	NO	284	42
MORE COMMUNITY GARDENS	# of Responses	Percent	LED STREET LIGHTING	# of Responses	Percent
YES	318	47	YES	366	55
NO	352	53	NO	302	45
PLASTIC BAG BAN	Responses	Percent			
YES	247	36			
NO	447	64			

LIVABILITY OVERALL: Of those responding, 81% agreed that things in the City of Forest Grove were headed in the right direction

	# of Responses	Percent
Strongly Agree	72	11
Agree	464	70
Disagree	91	14
Strongly Disagree	34	5

IMPORTANT ISSUES FOR THE MAYOR AND CITY COUNCIL TO ADDRESS OVER THE NEXT YEAR:

After compiling all the responses for the Top Three Important Issues from the Citizen Survey, there were three main issues that received the most comments from citizens.

- 1) Economic development was by far the most frequent response, discussing bringing in new business particularly in the downtown district, maintaining businesses that are already here, and creating a diverse economic community that represents the population of Forest Grove.
- 2) Streets and transportation were the next most mentioned issue. This includes comments regarding the state of street repairs, signage, sidewalks, parking, Light Rail and concerns with Highway 47.
- 3) Lastly, safety and crime issues were the third most mentioned issue from the survey. This includes general public safety, gangs, crime, and drugs.

SUGGESTIONS TO MAKE FOREST GROVE A BETTER PLACE TO LIVE:

These same three themes were found upon analysis of the responses to “How would you make Forest Grove a better place to live?” Economic development, including job creation, continued to have the most number of comments, followed by safety, and transportation, which included Light Rail and Grovelink related responses.

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.