



# 2021 Livability Survey Summary

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# Survey History

- Utilized to gather feedback on city services.
- Distributed every two years – started in 1998.
- Distribution has increased over the years, however, responses continue to average about 700.
- 2021 survey received 752 responses; 10% higher than the last survey.
  - 380 returned with utility bills
  - 372 completed online
- Publicized in the Forest Grove FYI (Utility Bill), City website, Social media and City ad in News Times.

# DEMOGRAPHICS

- The majority of responses continue to come from persons over 55 (55%).

Age	%
Under 30	5
31 to 45	22
46 to 55	16
Over 55	55

# DEMOGRAPHICS

- The majority of responses continue to come from long-time residents of 10+ years (56%)

Years of Residency	%
Less than 1 year	4
1 to 3 years	14
4 to 6 years	13
7 to 10 years	10
10+ years	56

# DEMOGRAPHICS

- The majority of responses continue to come from homeowners (83%)

Place of Residency	%
Homeowner	83
Rent Apartment	10
Lease/Rent Home	5
Live on Campus	.13

# DEMOGRAPHICS

- New this year was the question in what area the respondents lived. The majority of responses indicate the northwest area of the city (43%).
- The last column shows the % of residents that live in these areas based on the census track.

Location	%	% of City by Census Track
Northwest	43	42
Southwest	16	10
Northeast	14	24
Southeast	18	23
Outside City	3	Not Calculated

# DEMOGRAPHICS

- New this year was a question about ethnicity. This data will assist with future outreach efforts. Demographics are based on the census track.

Ethnicity	Responses	%	City Demographics
White	627	83	82.3
Hispanic / Latino	43	6	23.1
Native American / Alaska Native	10	1	0.3
Black / African-American	6	0.8	0.6
Asian / Pacific Islander	15	2	2.8
Other	31	4	7.3

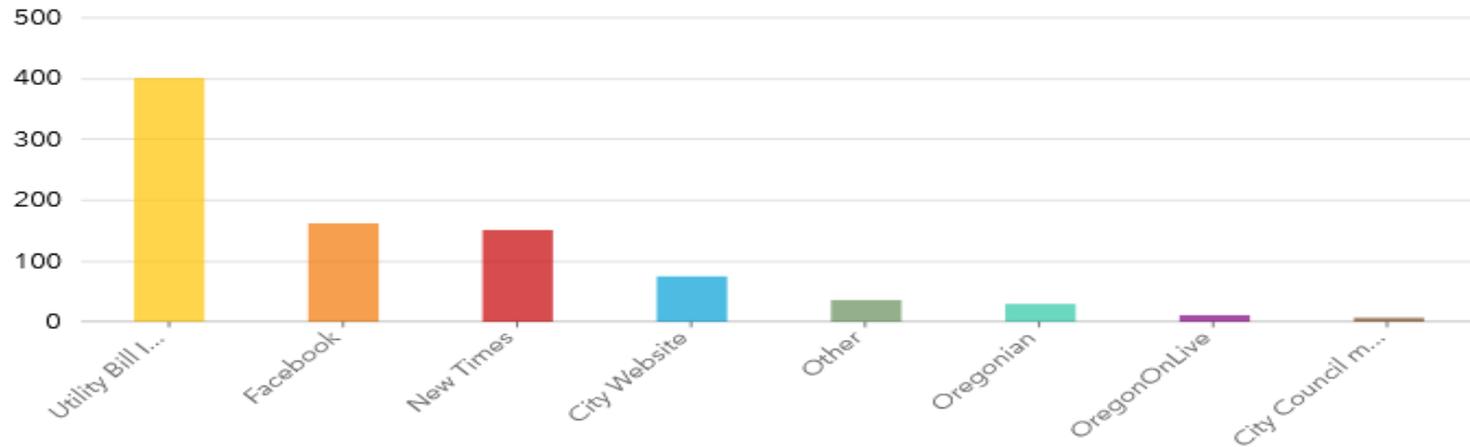
# PRIMARY INFORMATION SOURCE

- The primary source of information for city government continued to be the FYI Forest Grove which is inserted into the monthly utility bill.
- For the first time, Facebook moved ahead of the News Times.
  - FYI Forest Grove is mailed to 9,862 households monthly.
  - The City has 7 Facebook pages and 31,000+ followers.
  - City website had 52,382 page views for February 1 to March 15, 2021
- This is likely a reflection of an increase in Facebook followers and Facebook posts.
- The City will consider this in the outreach strategy for the coming year.

Source	%
Utility Bills	53
Facebook	22
News Times	20
Website	10
Word of mouth	5
Oregonian	4
OregonLive	2
Cable TV	1

• • What are your top two sources of information regarding City of Forest Grove?

Column Bar



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Other response  Empty categories

Answers	Count	Percentage
Utility Bill Inserts	402	53.46%
Facebook	163	21.68%
New Times	152	20.21%
City Website	76	10.11%
Other	37	4.92%
Oregonian	31	4.12%
OregonOnLive	12	1.6%
City Council meetings on Cable TV (TVCTV Channel 30)	8	1.06%

Answered: 735 Skipped: 17

# CITY SERVICES RANKING

- Respondents asked to rank performance in core city services.
- Questions have remained the same since 2006 to assure a consistent baseline for measuring performance.
- Rankings are from 1 (very poorly) to 7 (very well).
- 2021 Average Overall Ranking was the highest ever at 5.50.
- Previous rankings:
  - 2021 – 5.50
  - 2018 – 5.36
  - 2016 – 5.43
  - 2014 – 5.47
  - 2012 – 5.47
  - 2010 – 5.45
  - 2008 – 5.47
  - 2006 – 5.39

# CITY SERVICES RANKING

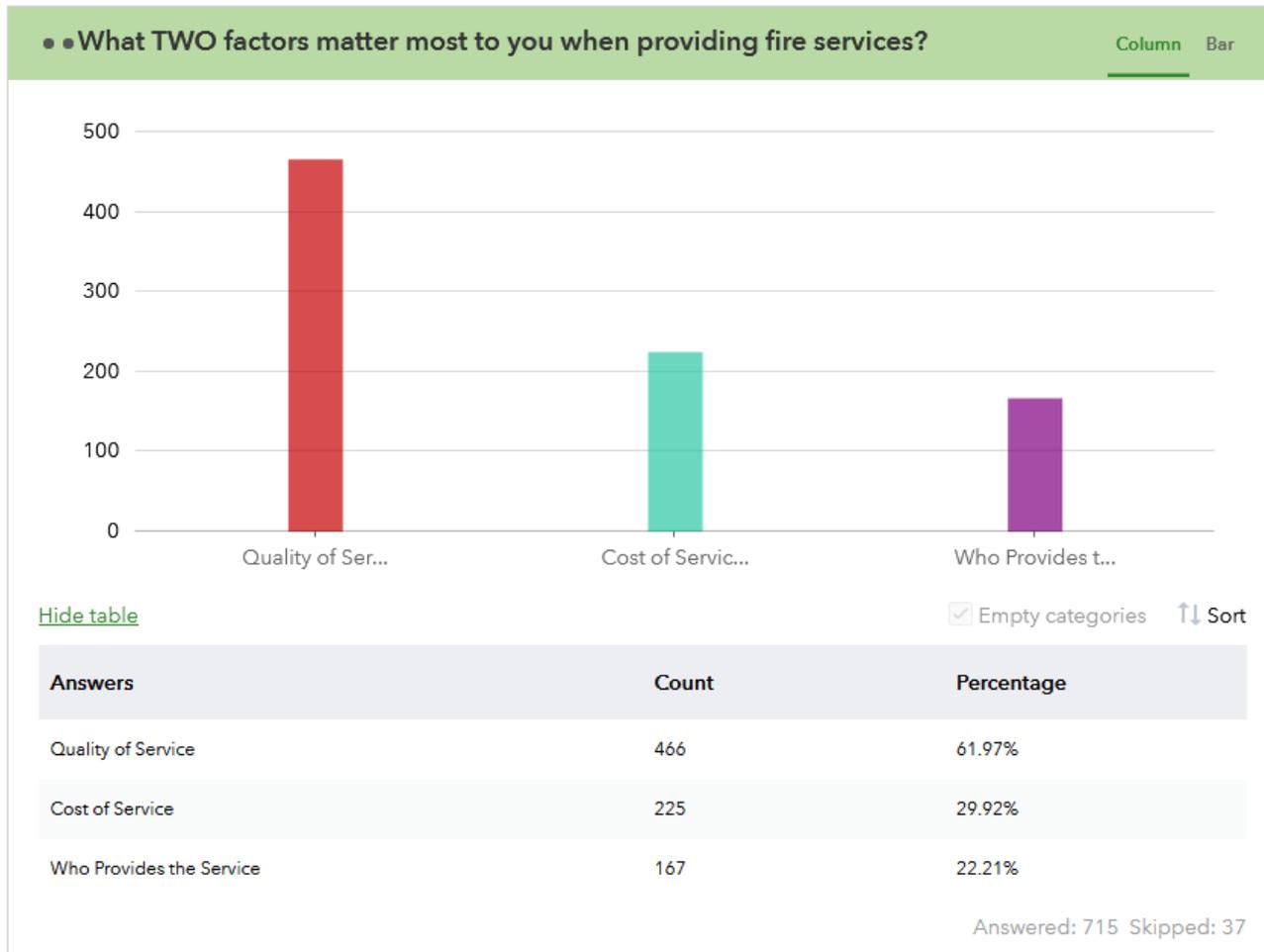
- There are 33 City Service Ranking Categories
  - 26 services ranked higher (more well)
  - 7 services ranked lower (less well)
- Top three increases (5-10% increase):
  - Downtown parking
  - Municipal Court
  - Permits and licenses
- Top three declines (3-7% decrease):
  - Crime prevention programs
  - Aquatic Center open hours
  - Quality of Police response
- Possible explanations for declines:
  - COVID restrictions mandated Aquatic Center closure.
  - Recent police issues impacted police rankings.

# GENERAL QUESTIONS

- In addition to the standard numerical questions about city services, the survey includes a couple open-ended questions of current interest.
- This years open-ended questions were about Fire Service and the top three priorities the city should address.
- The city received 715 responses to the Fire Services question and 653 responses to the top three priorities question.

# FIRE SERVICES

**FIRE SERVICES**: The two factors that matter most in providing fire service was the Quality of service (62%) and the Cost of service (30%). Who provides the service mattered the least (22%).



# TOP THREE ISSUES

In an open-ended question, the top three reoccurring issues were:

- Working on solutions for the homeless population
- Supporting small business and economy
- Assuring infrastructure and maintaining roads

Receiving numerous mentions were:

- Support for police
- Police accountability
- Police training to meet culture sensitivity
- Affordable housing and increasing rent costs
- Not enough enforcement of speeding and traffic control

# SUMMARY AND NEXT STEPS

- The trend is positive – highest number of responses and highest ranking since the survey started.
- This is especially encouraging during a pandemic.
- Results highlight areas that warrant closer service and/or policy examination. Respondents rating services a 1, 2 or 3 were asked to explain their reason for the rating which will be shared with staff.
- Results will be briefed to staff and posted on website.
- Past surveys have contributed to change. Some examples include parking, code enforcement, and service changes.