

CITY OF FOREST GROVE 2018 CITIZEN ATTITUDE SURVEY SUMMARY REPORT

Response Rate and Demographics

There were a total of 683 respondents to the 2018 Citizen Attitude Survey which included 230 online responses. The total number of responses in 2016 was 676 and 2014 was 738 responses.

The demographics were found to be similar to previous years with the larger group of respondents coming from persons over 55 and long-time residents as indicated below:

Age

Age	2018 Percent	2016 Percent	2014 Percent
Under 30	4	6	8
31 to 45	20	26	20
46 to 55	19	16	17
Over 55	56	51	55

Residency in Forest Grove

Years of Residency	2018 Percent	2016 Percent	2014 Percent
Less than 1 yr	4	5	6
1 to 3 years	14	12	13
4 to 6 years	11	9	11
7 to 10 years	8	11	10
10+ years	62	63	60

Place of Residency	2018 Percent	2016 Percent	2014 Percent
Homeowner	84	83	81
Rent Apartment	9	7	12
Lease home	5	7	6
Live w/family	1	1	1
Live on campus	0	0	0.1
Rent a room	0.6	0.3	0.4

Primary Information Source regarding City of Forest Grove government:

Source	2018 Percent	2016 Percent	2014 Percent
Utility Bills	81	78	48
News Times	45	48	26
Website	19	19	4
OregonLive	4	7	4
Oregonian	8	11	5
Facebook	29	27	4
Cable TV	2	2	2
Word of mouth	5	7	3

City Service Responses

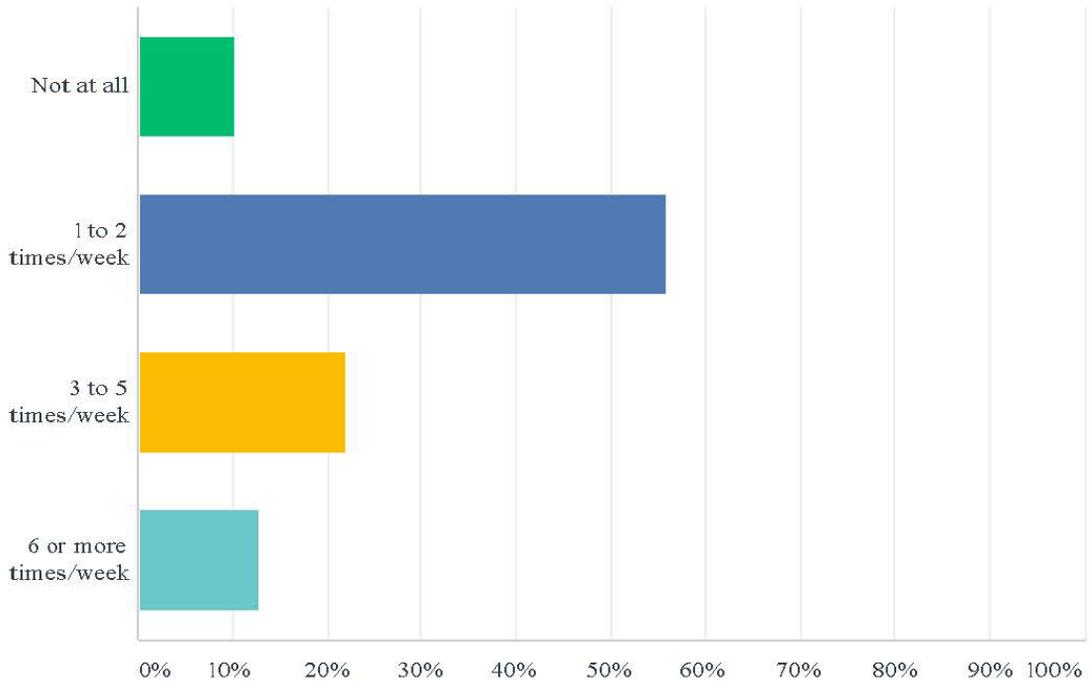
The following is a summary of the response data for City Services. Respondents were asked to rank how well they believe the City is doing in providing the service. The ranking scale is from 1 (very poorly) to 7 (very well). Respondents may also indicate “don’t know” on an item. The results indicate the total number of respondents ranking each item and the item’s average score compared to the 2016 average score.

SERVICE / FACILITY ITEM	# Responses	2018 Average	2016 Average
Quality of fire response	358	6.35	6.31
Timeliness of emergency medical response	382	6.23	6.22
Electricity	629	6.09	6.13
Utility billing customer service	530	6.00	5.99
Sanitary sewer	564	5.99	5.98
Drinking water	626	5.98	5.97
Library customer service	490	5.94	5.89
Library materials available for checkout	488	5.84	5.93
Fire prevention programs	344	5.83	5.92
Timeliness of police response	379	5.67	5.63
Quality of police response	394	5.62	5.68
Library open hours	489	5.62	5.62
Street cleaning	649	5.62	5.60
Passport services	195	5.59	5.74
Storm drainage; localized flooding prevention/followup	543	5.58	5.29
Street lighting	646	5.48	5.42
Leaf pickup	602	5.46	5.47
Communication (website, facebook, utility bill inserts, newspaper ads, etc.)	585	5.44	5.40
Aquatic Center programs	355	5.39	5.56
Traffic control (signs, pavement markings, signals)	637	5.33	5.36
Parks and trails	545	5.28	5.33
Parking signs and markings	601	5.23	5.42
Landscaping and street tree trimming	614	5.13	5.23
Aquatic Center open hours	349	5.12	5.22
Municipal court	114	5.04	5.38
Crime prevention programs	293	5.01	5.00
Bike lanes	517	4.92	4.84
Street repair and surfaces	645	4.65	4.56
Parking enforcement	336	4.57	4.84
Other permits & licenses (business license, parking permits, etc)	157	4.41	4.68
Downtown parking	625	4.37	4.85
Building permits, planning permits, other development assistance	210	4.29	4.36
Enforcement of codes (e.g. junk cars, noise, zoning and nuisance)	456	4.03	4.34

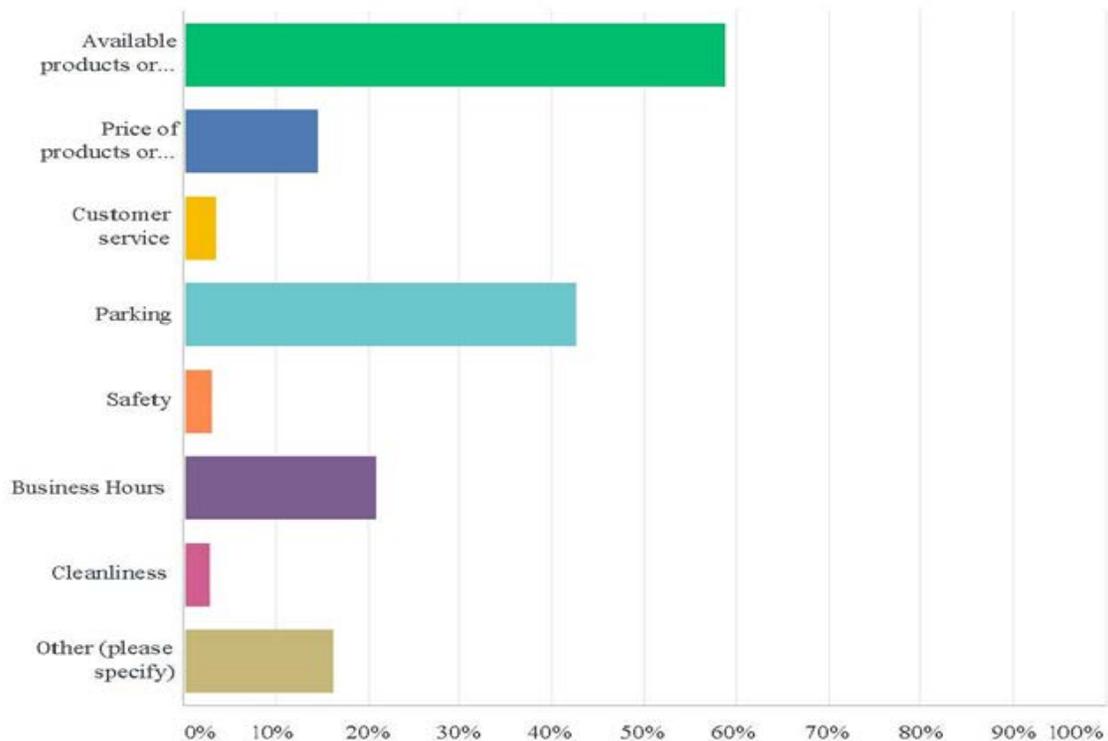
SURVEY QUESTIONS

VISITING DOWNTOWN : Out of 655 respondents, 90% visit downtown Forest Grove 1 to 2 times per week or more. The top three responses that deter visiting downtown Forest Grove were 1) available products or services, 2) parking, and 3) business hours.

Answered: 655 Skipped: 28

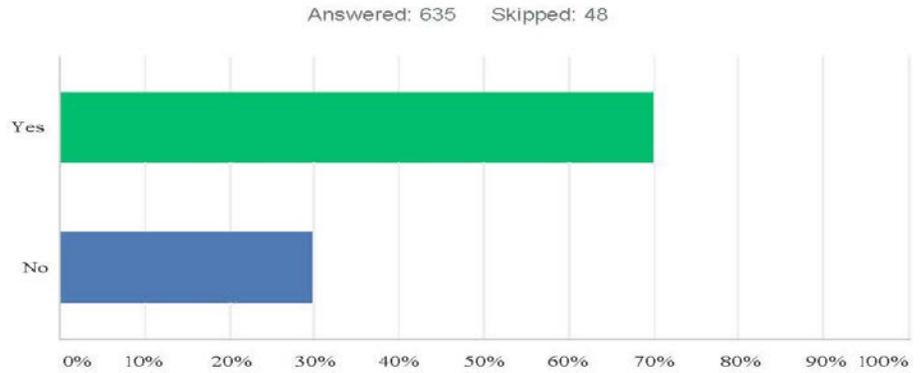


Answered: 537 Skipped: 146



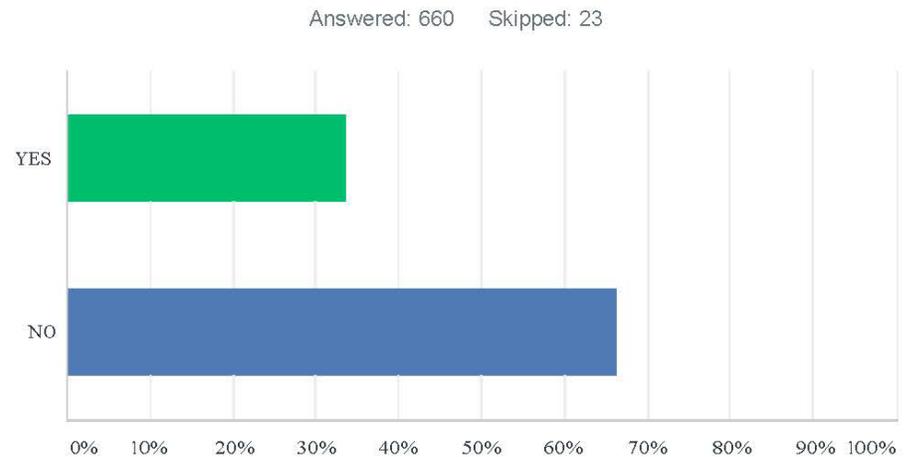
TOWN PLAZA PROJECT:

Out of 635 responses, 70% supported the vision of a flexible town plaza on 21st Avenue between “A” Street and College Way.



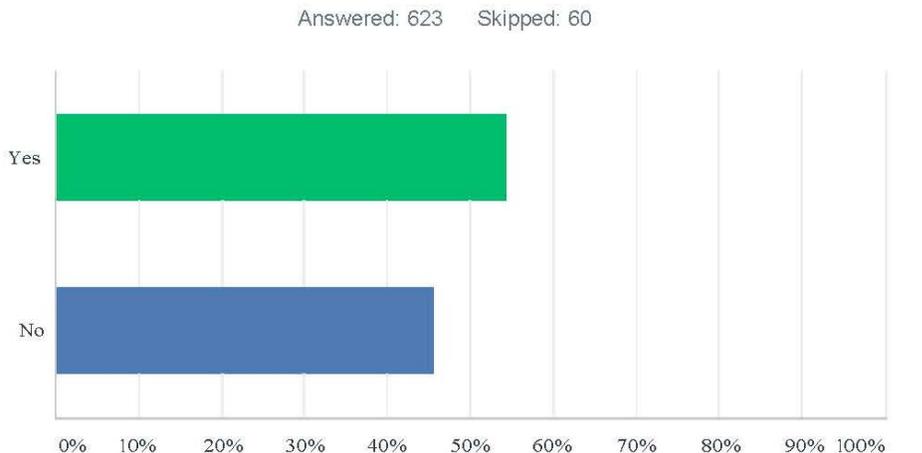
BACKYARD BURNING

BAN: Citizens continue to not support a total ban on backyard burning. Out of 660 respondents, 66.36% did not want the City to ban backyard burning totally compared to 33.64% in favor of the total ban.



NEW POLICE FACILITY:

Out of 623 respondents, 54.41% would support an \$18 million bond for a police facility that would cost about \$0.80 per \$1,000 assessed value or \$180 per year for a house with an assessed value of \$225,000.



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.