

City of Bend Community Survey

December 2018



Research Purpose

- Measure changes in resident attitudes over time
- Assess the City's performance in providing certain services
- Identify current resident priorities and preferences for funding services



Methodology

- Telephone survey of 300 residents in the City of Bend
- Conducted December 4–10, 2018; 12 minutes to complete
- Quotas set and data weighted by age, gender, and race/ethnicity to ensure a representative sample
- Margin of error $\pm 5.7\%$
- Due to rounding, some totals may differ by ± 1 from the sum of separate responses.

Key Takeaways: Satisfaction and Priorities

- Residents continue to believe that Bend is a good place to live but concerns about affordable housing and transportation have grown.
- Satisfaction with city services is high, especially when it comes to public safety and drinking water.
- Residents say the most urgent priorities—like affordable housing and long-term planning—are also the most important to fund.

Key Takeaways: Current Issues

- When it comes to new housing, residents prefer single-family homes or options like duplexes to traditional multi-family apartments. Ideally, housing would be located in walkable neighborhoods.
- When it comes to transportation, residents are primarily concerned with traffic. Road quality is also important to many.

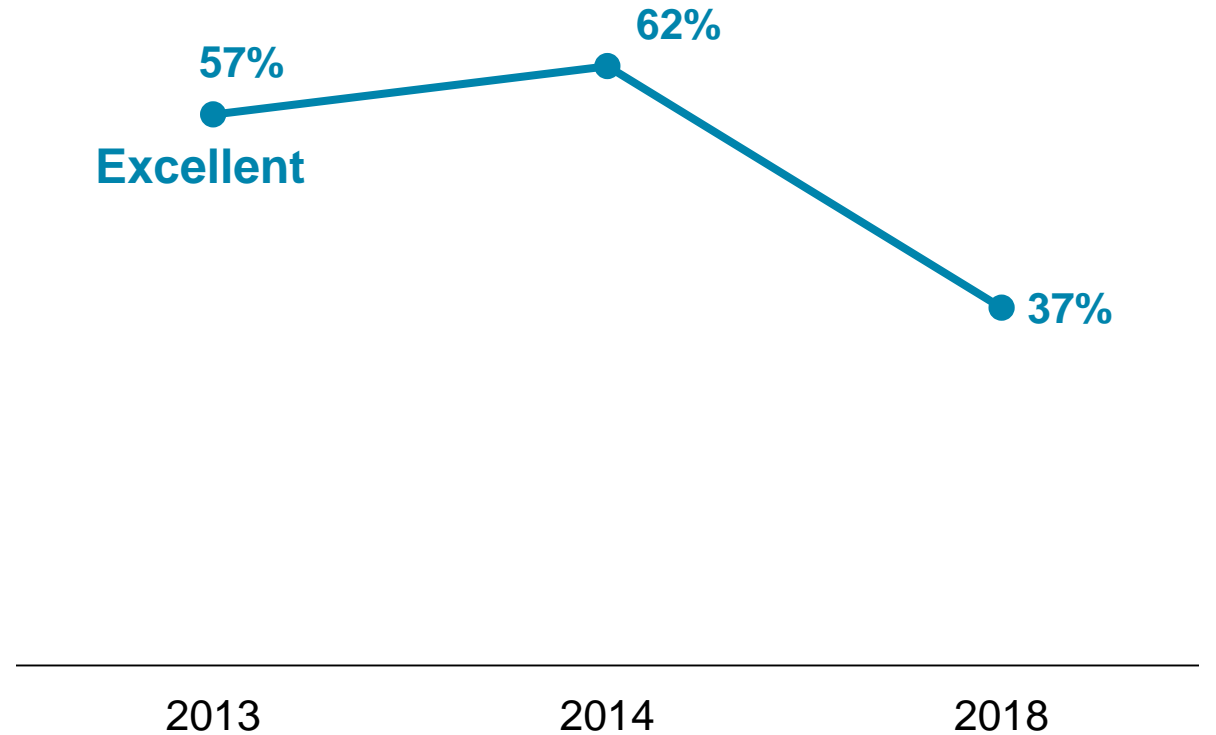
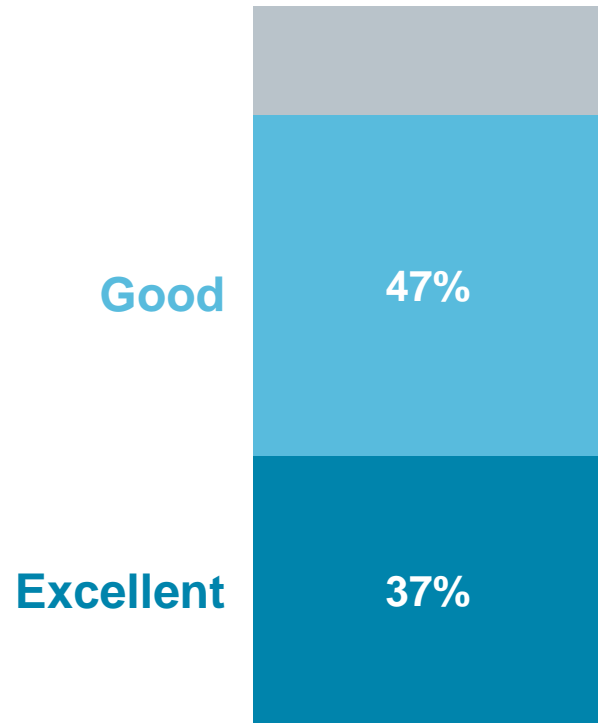
Key Takeaways: Communications

- Local newspapers are the most relied-upon source of information about the City of Bend, followed by television.
- Residents under 55 are more reliant on social media and the web for keeping up with the City, whereas residents 55 and older are more reliant on television and newspapers. These differences reflect national and statewide trends.

Perceptions of Bend

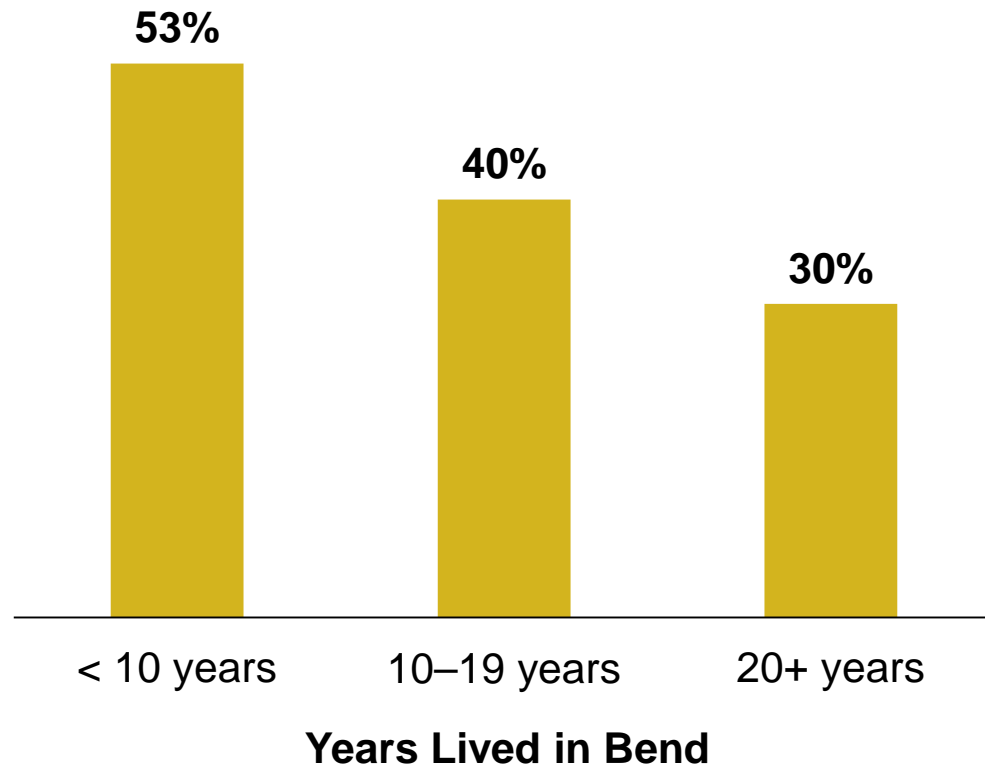
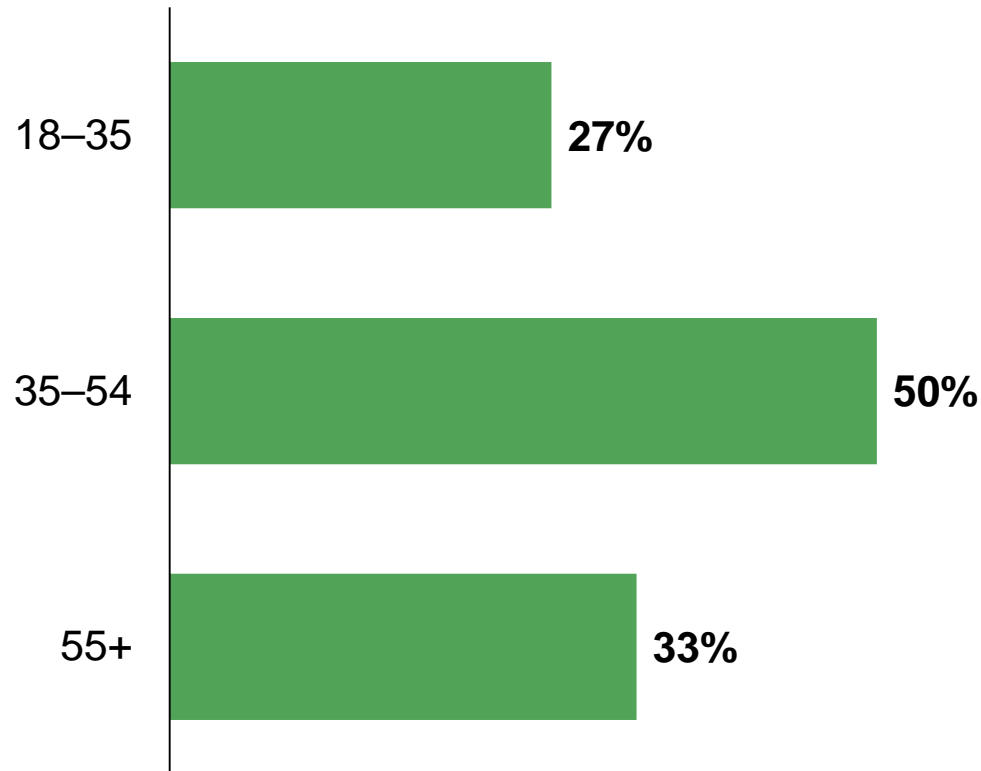


Residents believe Bend is a good place to live, but their positivity has softened over the past four years.





Middle-aged residents and those newer to Bend are the most likely to say it is an excellent place to live.





Residents say local leaders should work to improve transportation and affordable housing.

40% Roads and congestion

27% Affordable housing

10% Managing growth

7% Overpopulation

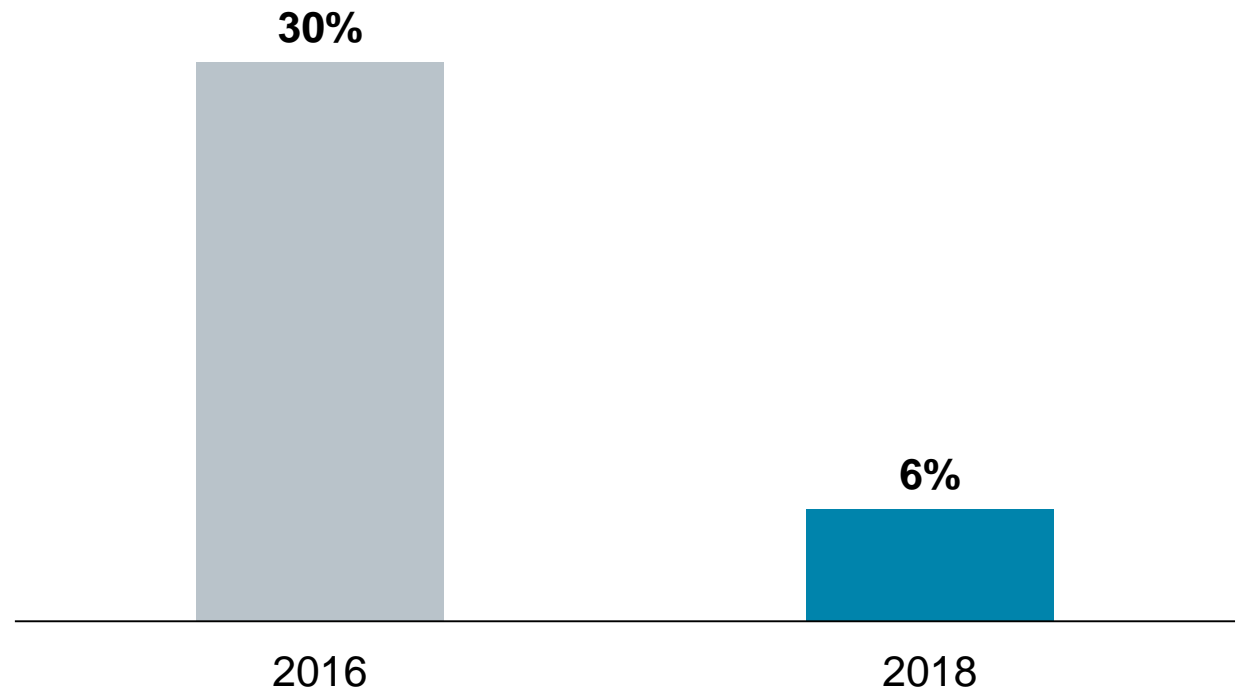
5% Upkeep of infrastructure



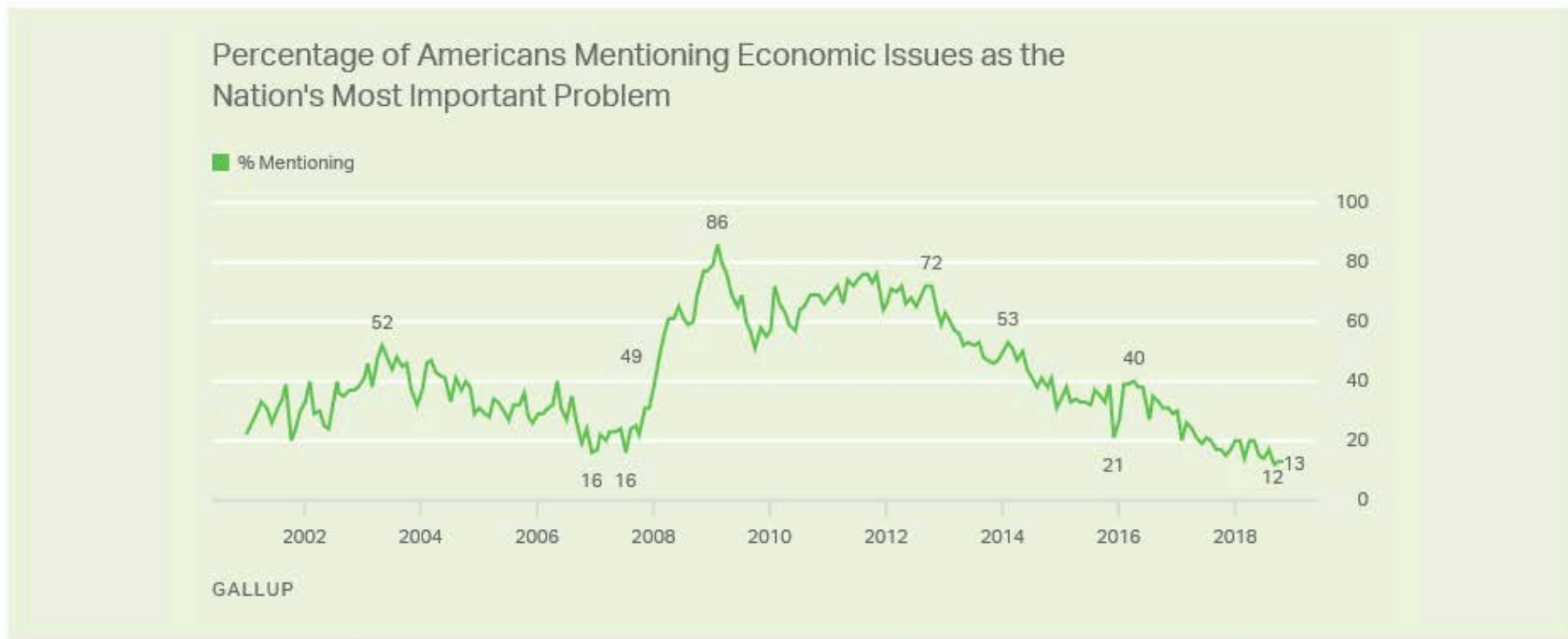
Jobs and the economy are now a second-tier issue. This issue has fallen in importance statewide.

- 6% **Economy, jobs**
- 4% Fund schools, education
- 4% Public transportation
- 4% Government, taxes

All Oregon voters: jobs and the economy is a top issue in gubernatorial election



Nationally, economic issues have fallen drastically as a priority in the past several years.

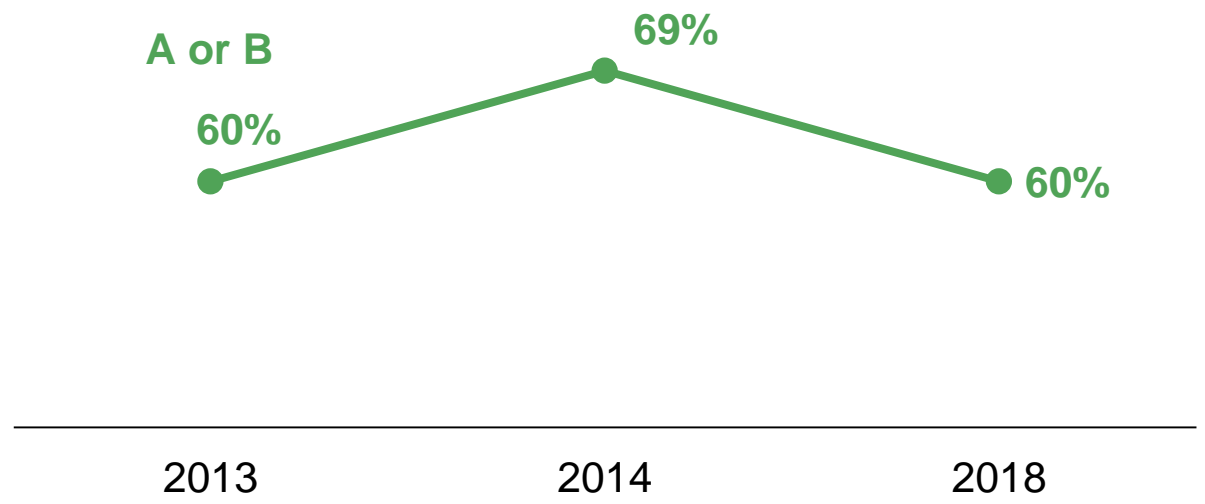
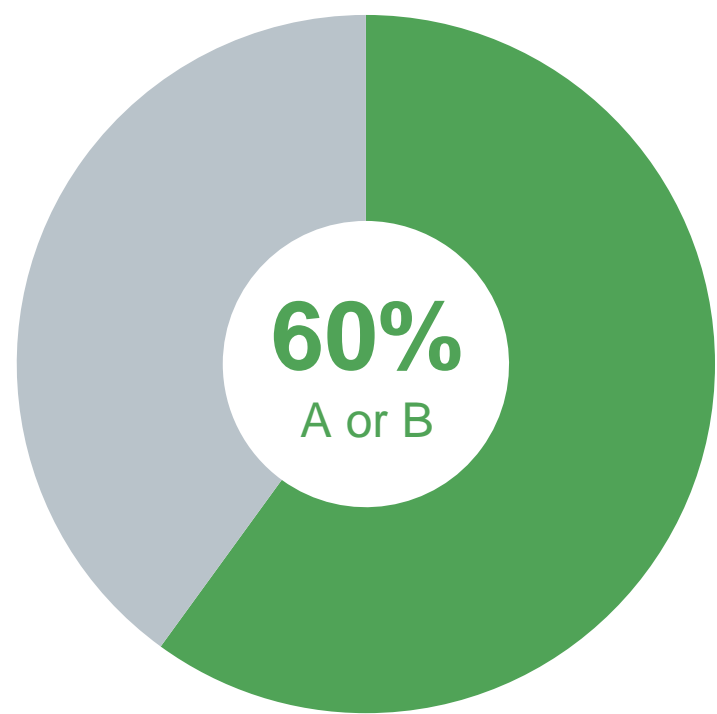


Source: Gallup

Government performance

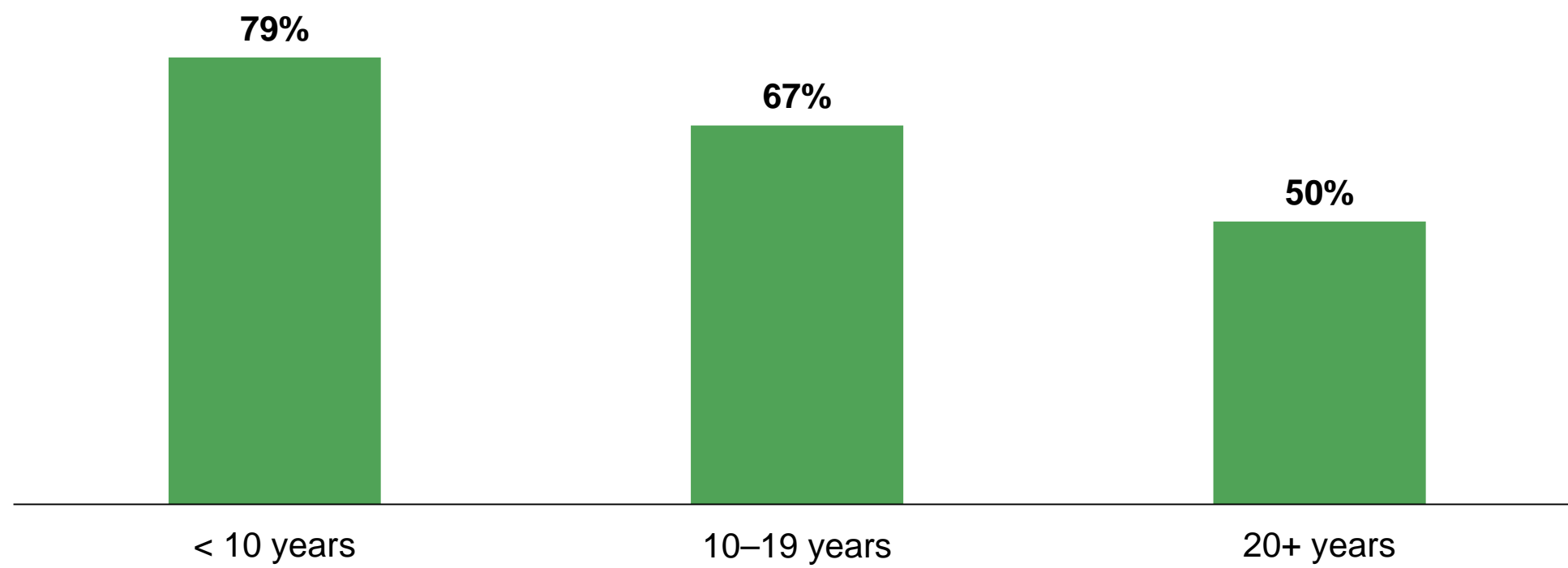


A majority of residents continue to rate the City's performance as above average.



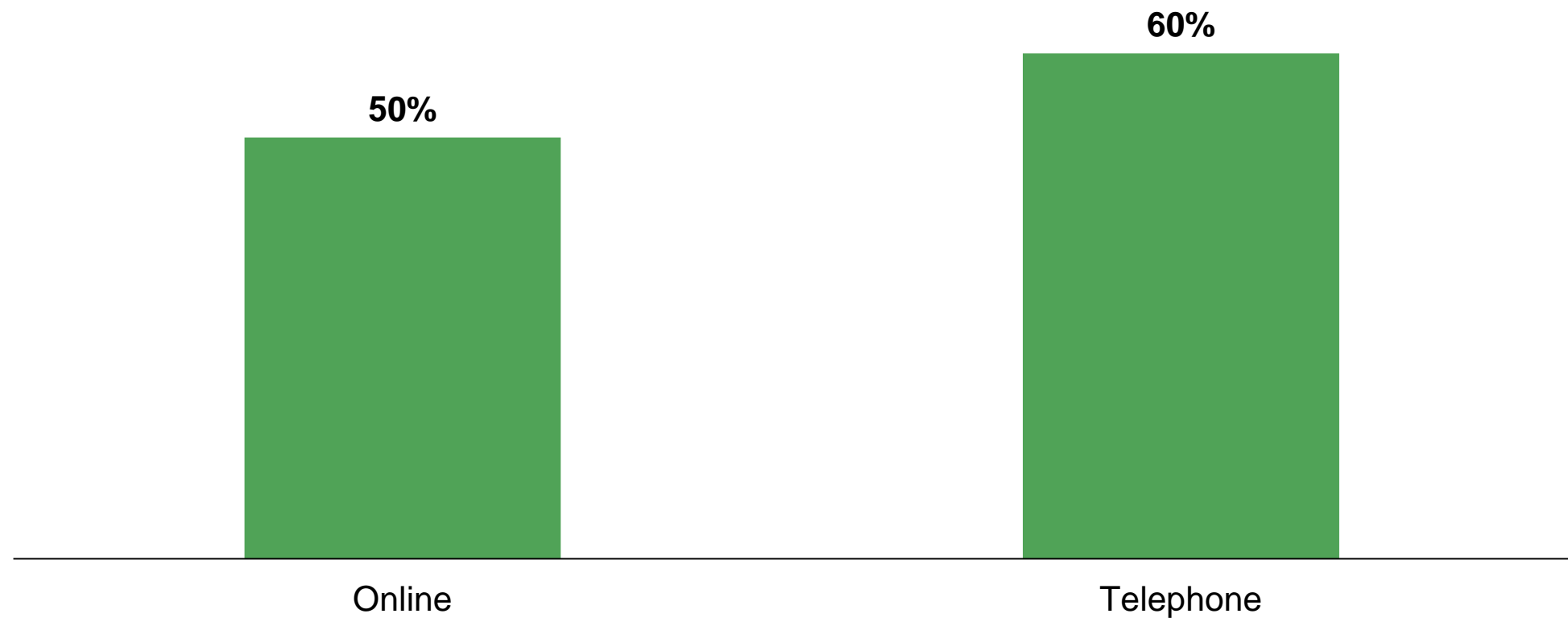


Newer residents are more likely than longer-term residents to give the City an A or B grade on its performance.



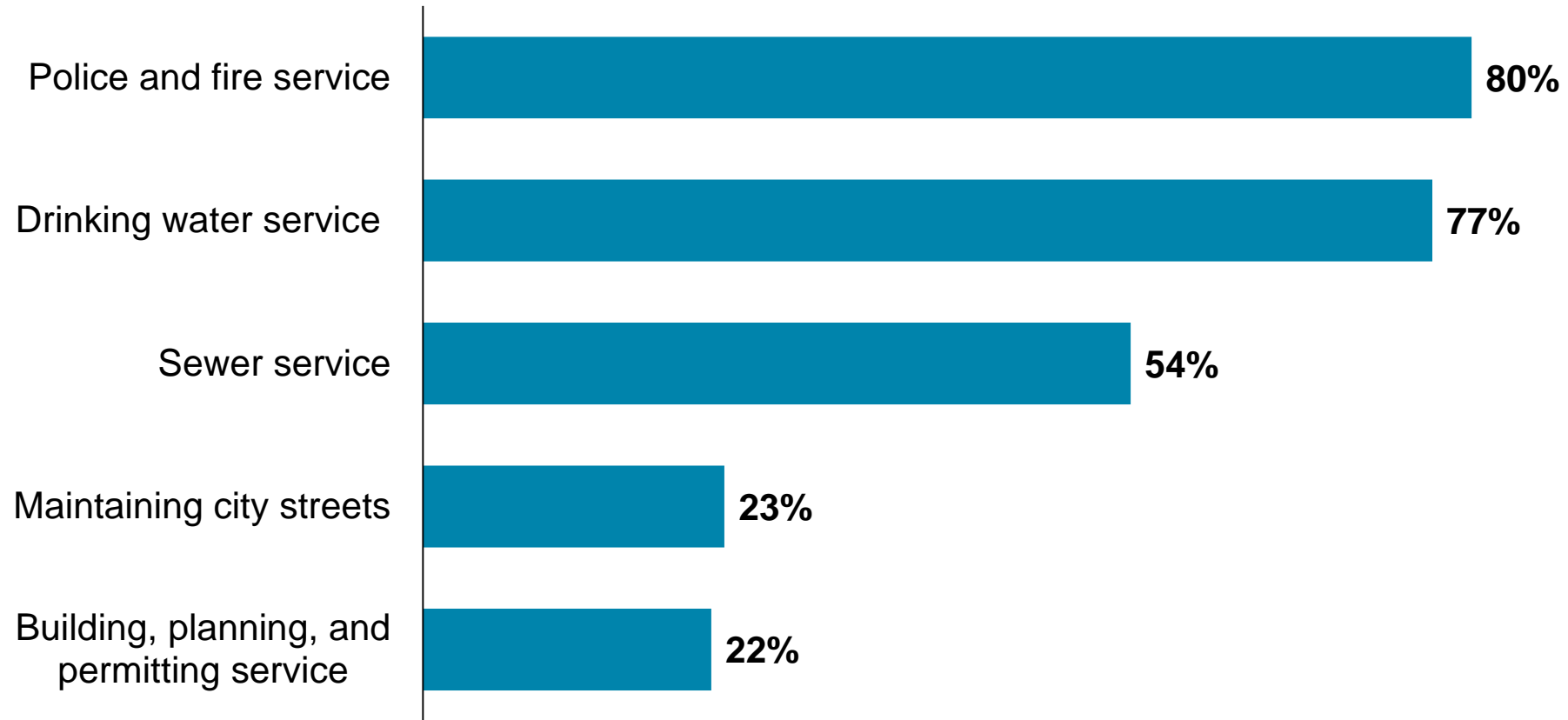


Online participants were less likely to grade the City's performance as an A or B.



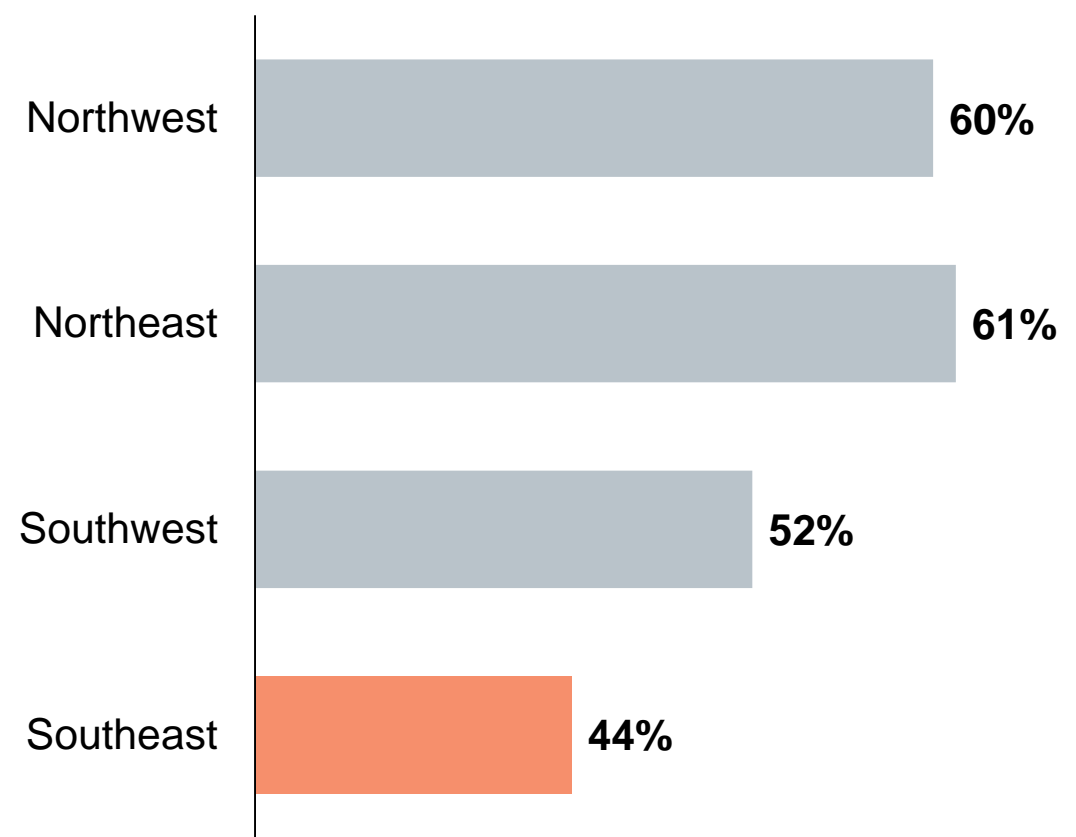


Satisfaction is highest when it comes to public safety services and drinking water.





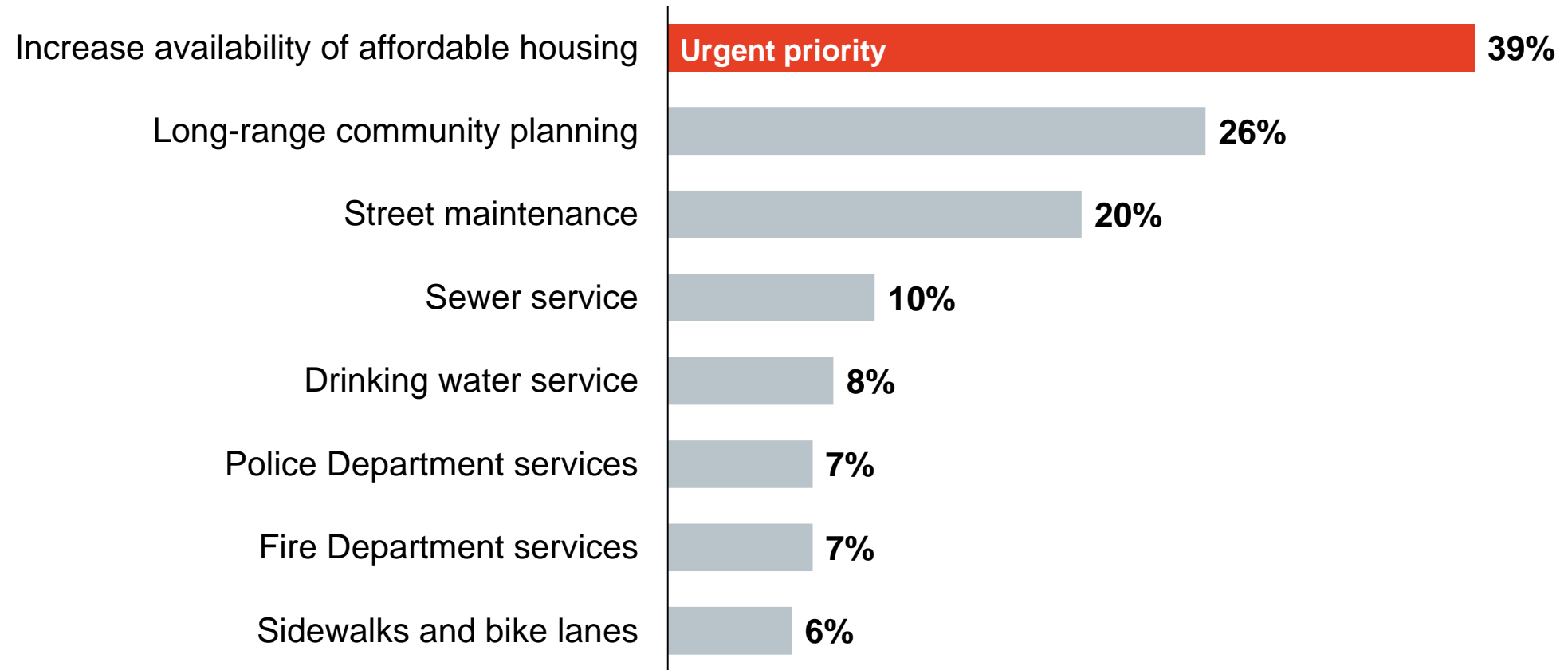
Southeast Bend residents are noticeably less satisfied with sewer service.



Priorities and budget

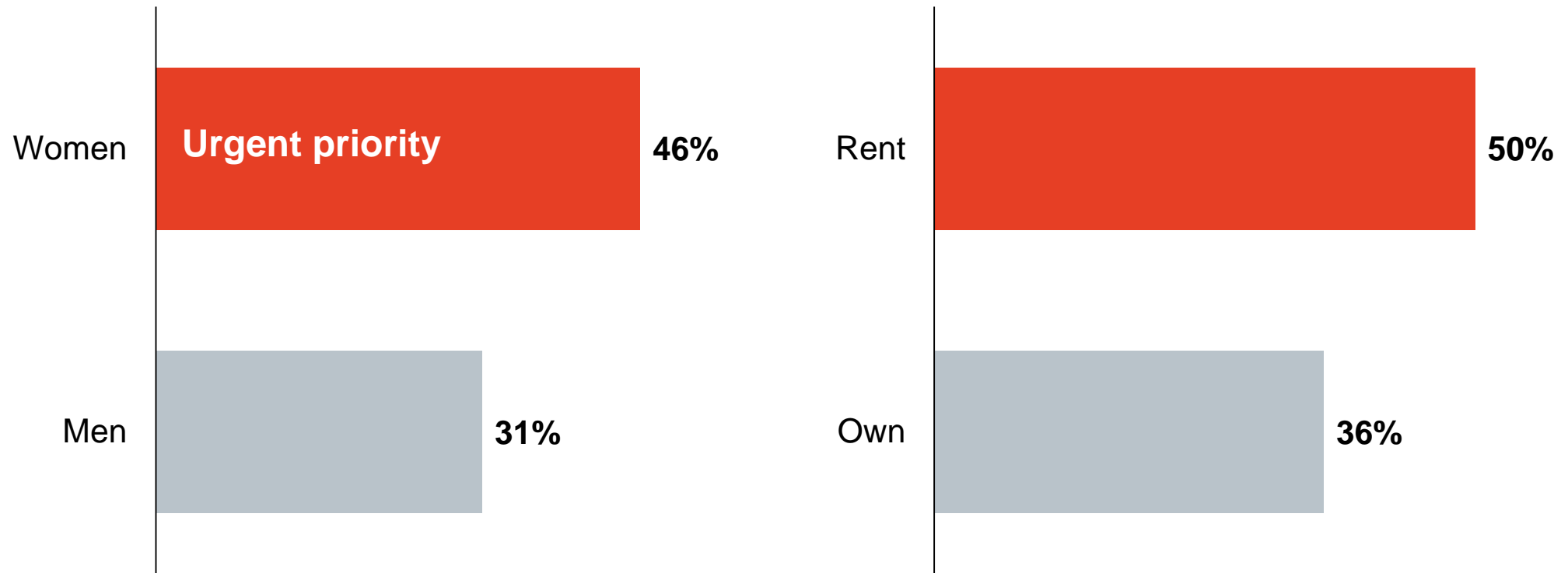


From a list of priorities, residents say increasing the availability of affordable housing is most urgent.



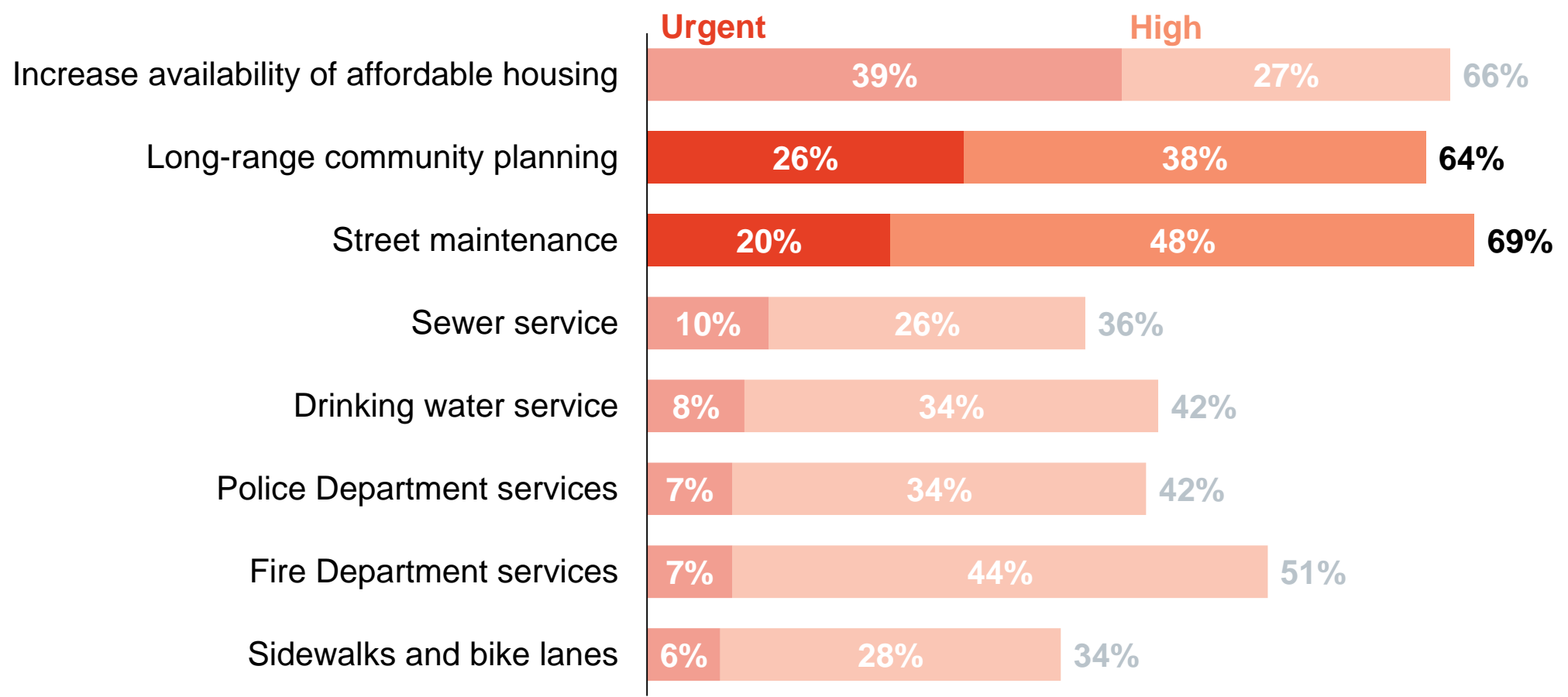


Half of renters and nearly half of women say affordable housing is an urgent priority to fund.



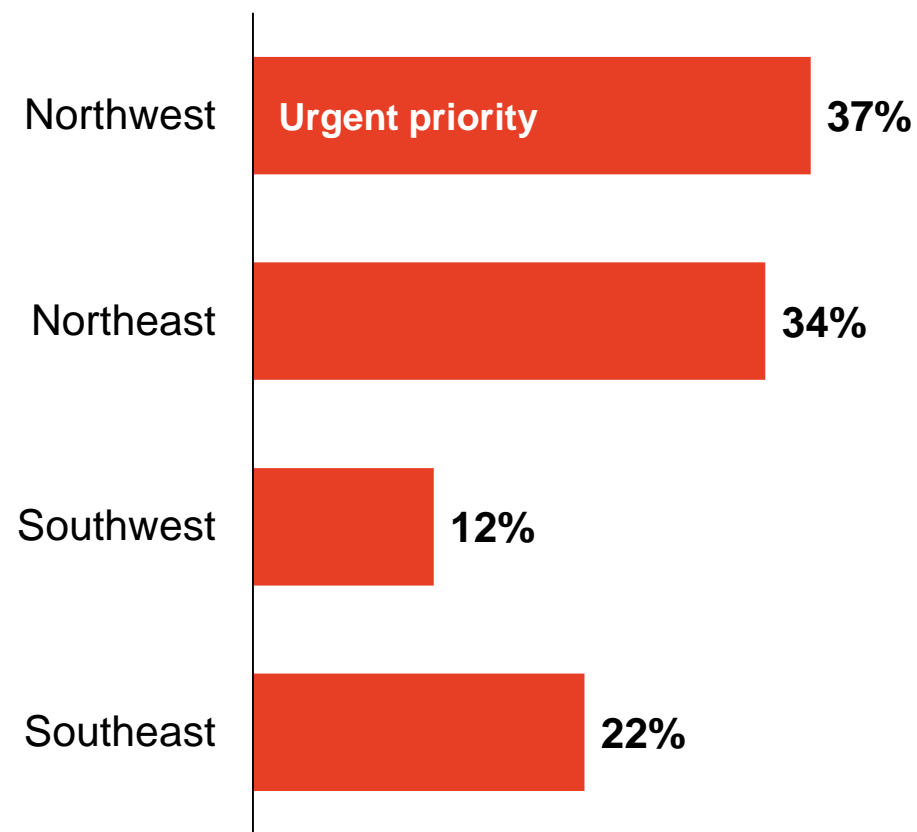


Long-range planning and street maintenance are also top priorities for the next ten years.



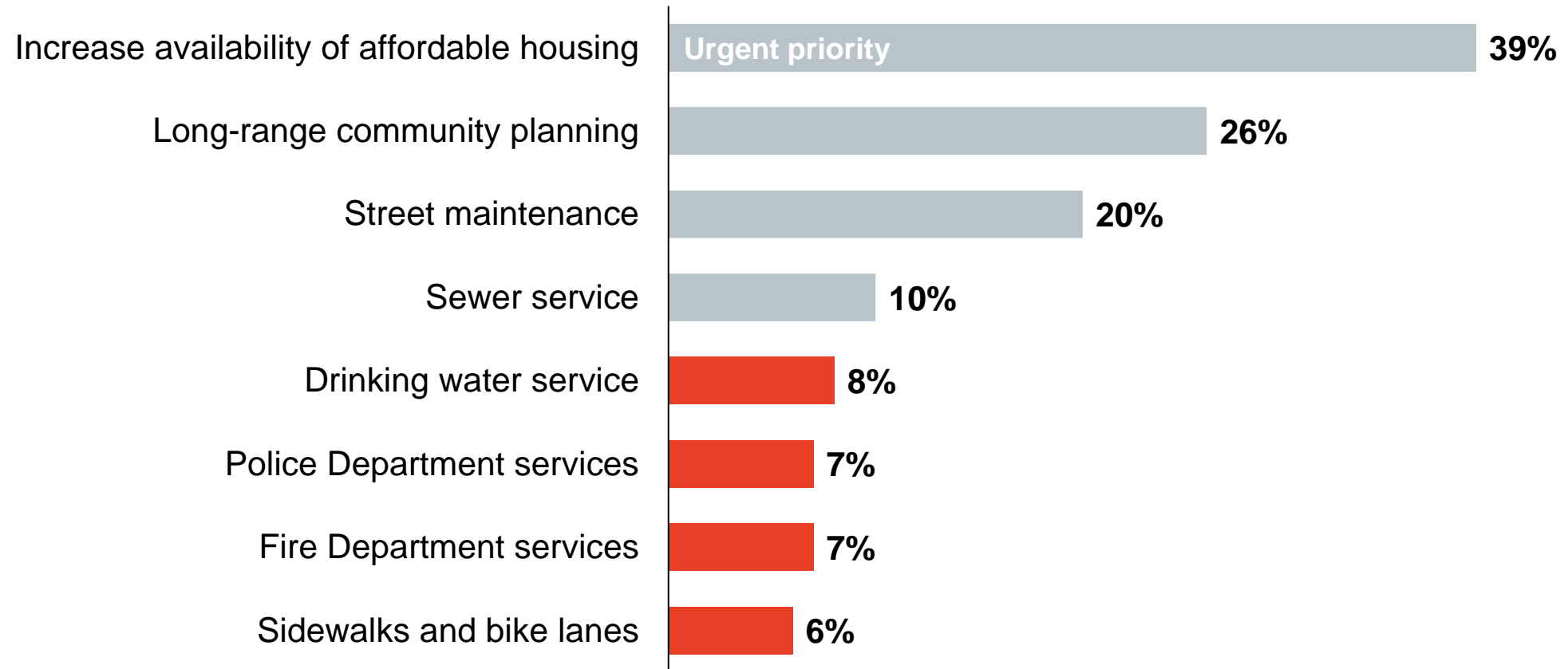


Residents on the northern side of Bend are more likely to say that long-range community planning is urgent.



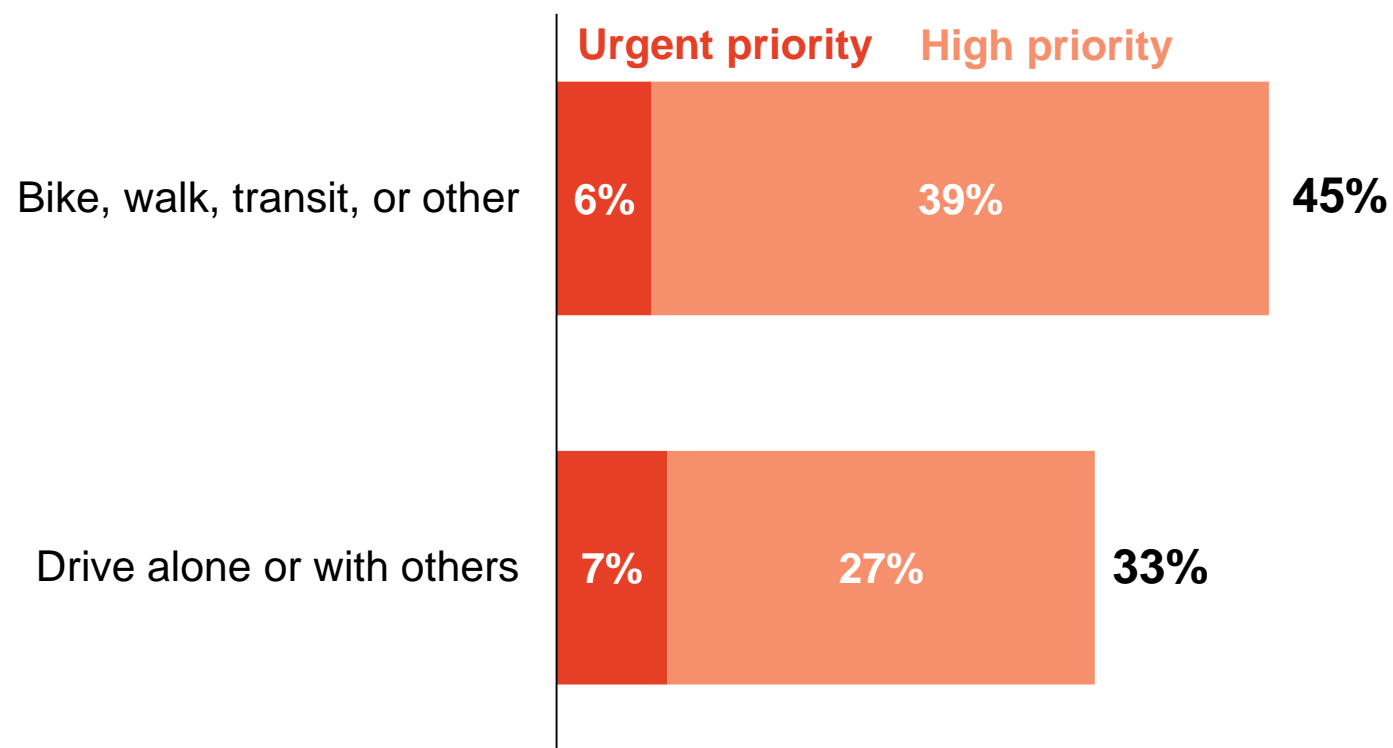


Public safety, drinking water, and sidewalks and bike lanes are lower priorities.



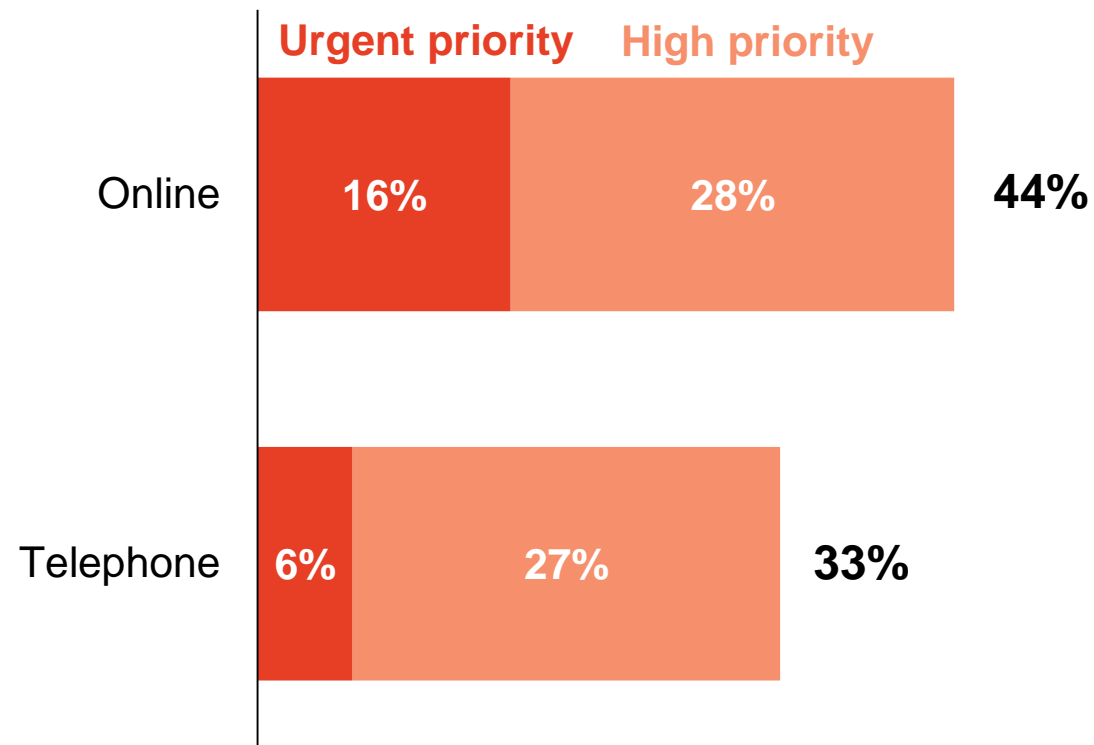


Those who mainly use alternative transportation believe sidewalks and bike lanes are more important.



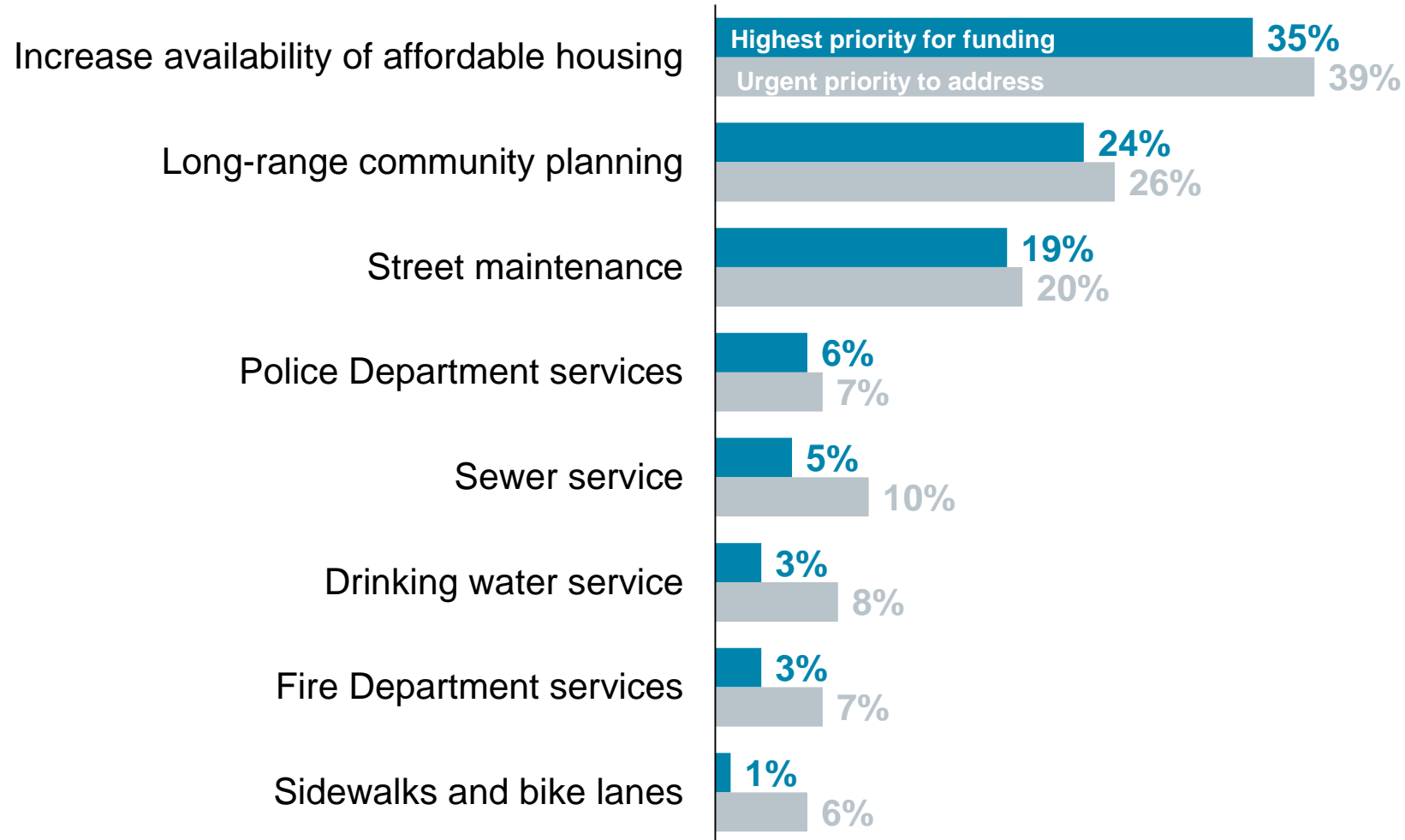


Similarly, online participants were more likely to say sidewalks and bike lanes are an urgent or high priority.



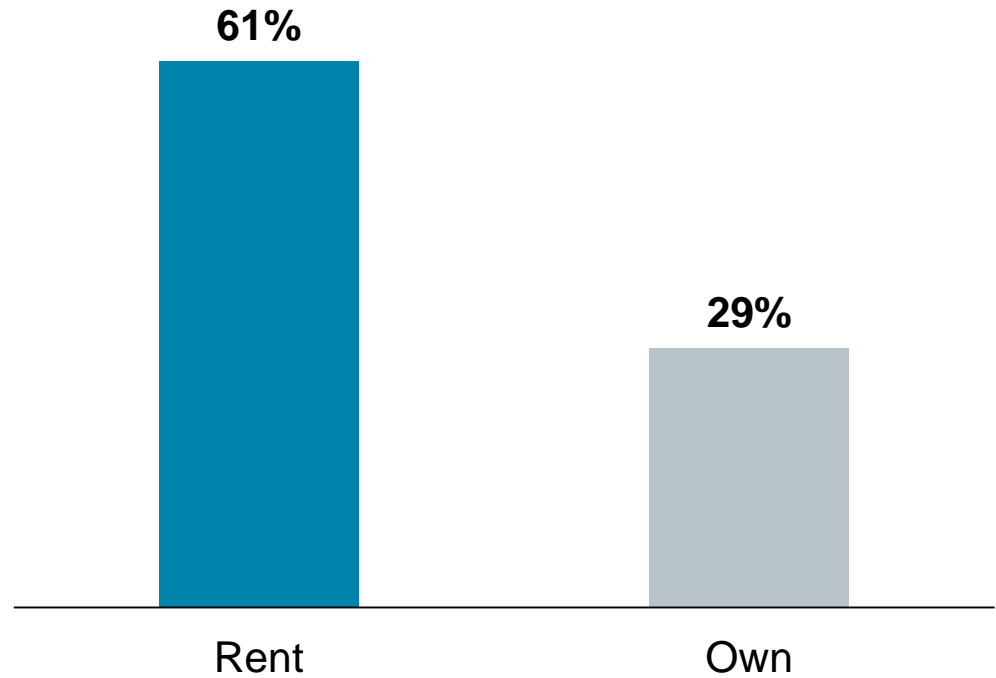
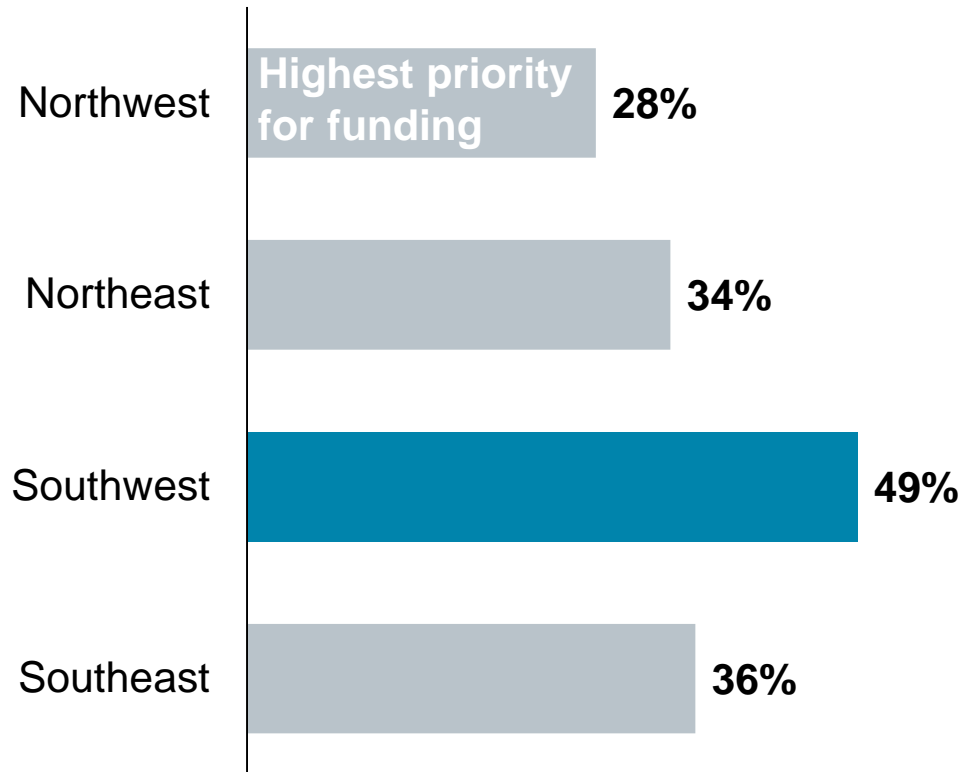


Residents' priorities for funding reflect the relative urgency of affordable housing, planning, and streets.





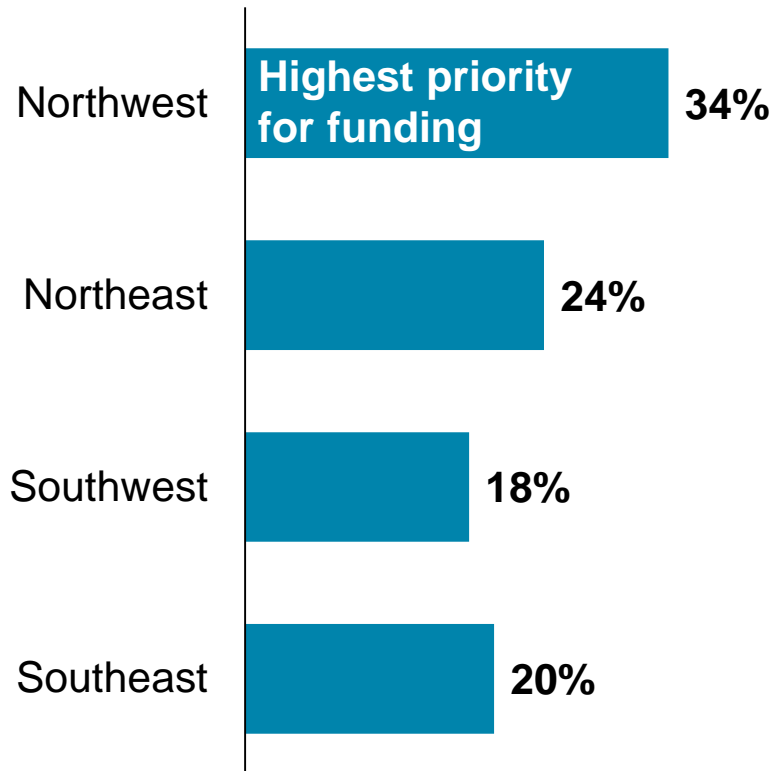
Half of residents in Southwest Bend and six in ten renters say affordable housing funding should be a high priority.



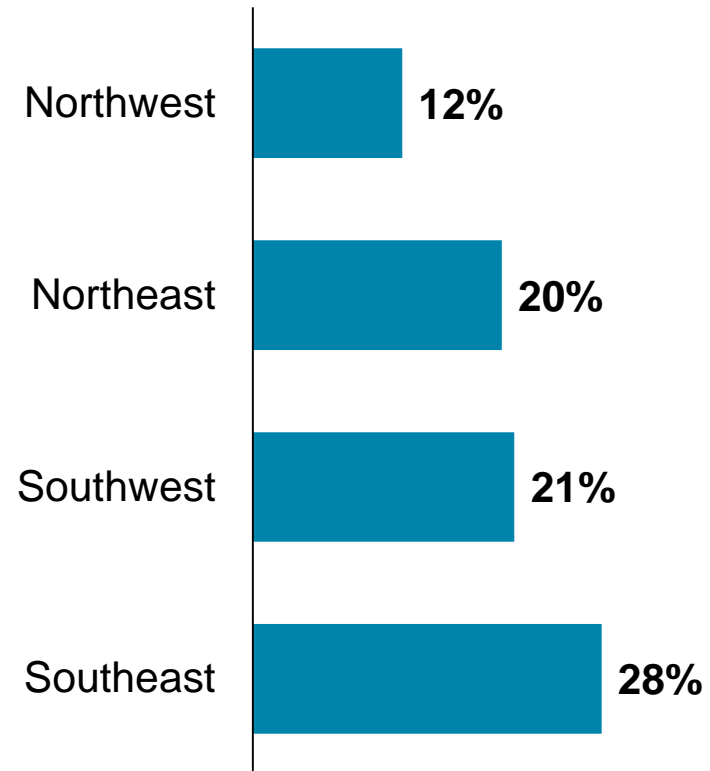


Whereas Northwest residents hope for more funding for planning, Southeast residents want better roads.

Long-range Community Planning



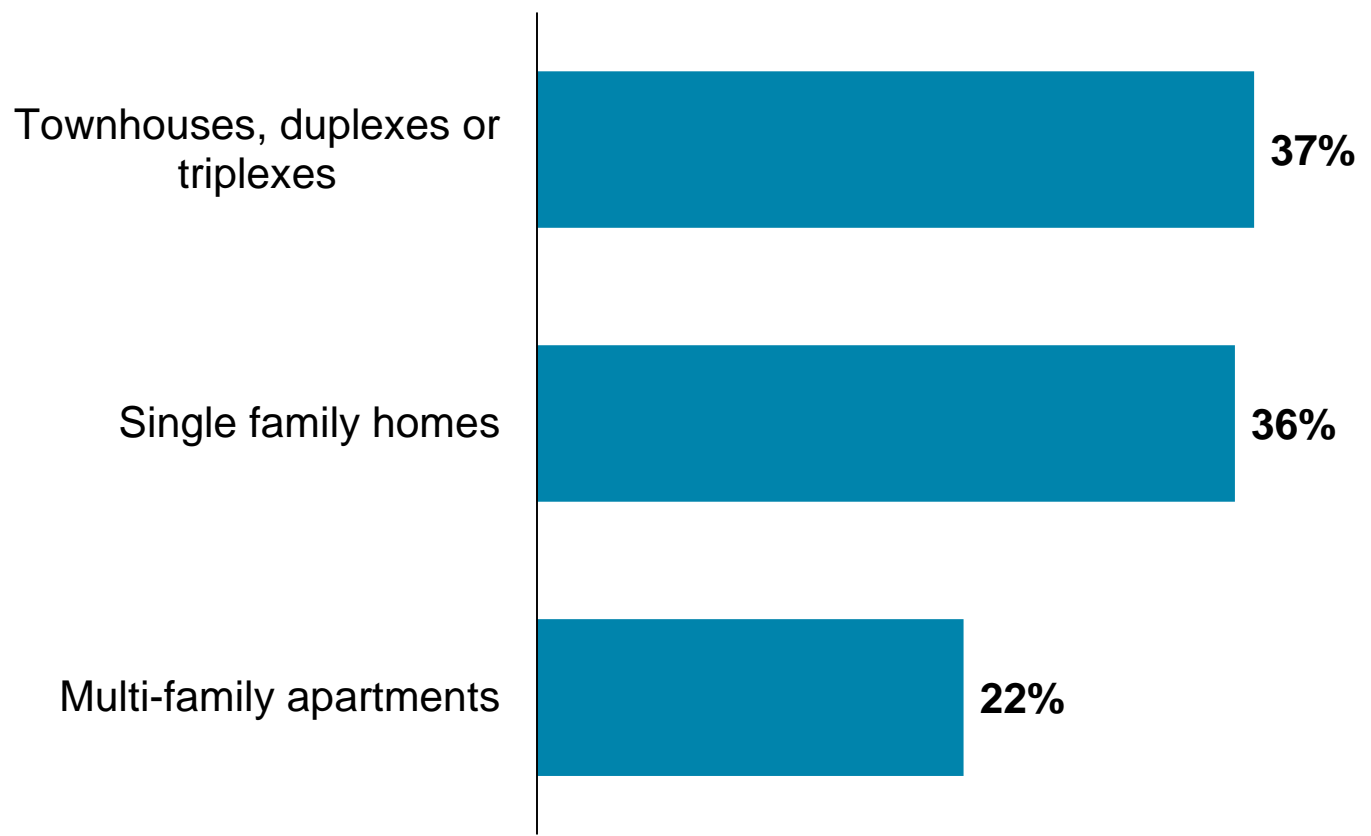
Street Maintenance



Affordable housing

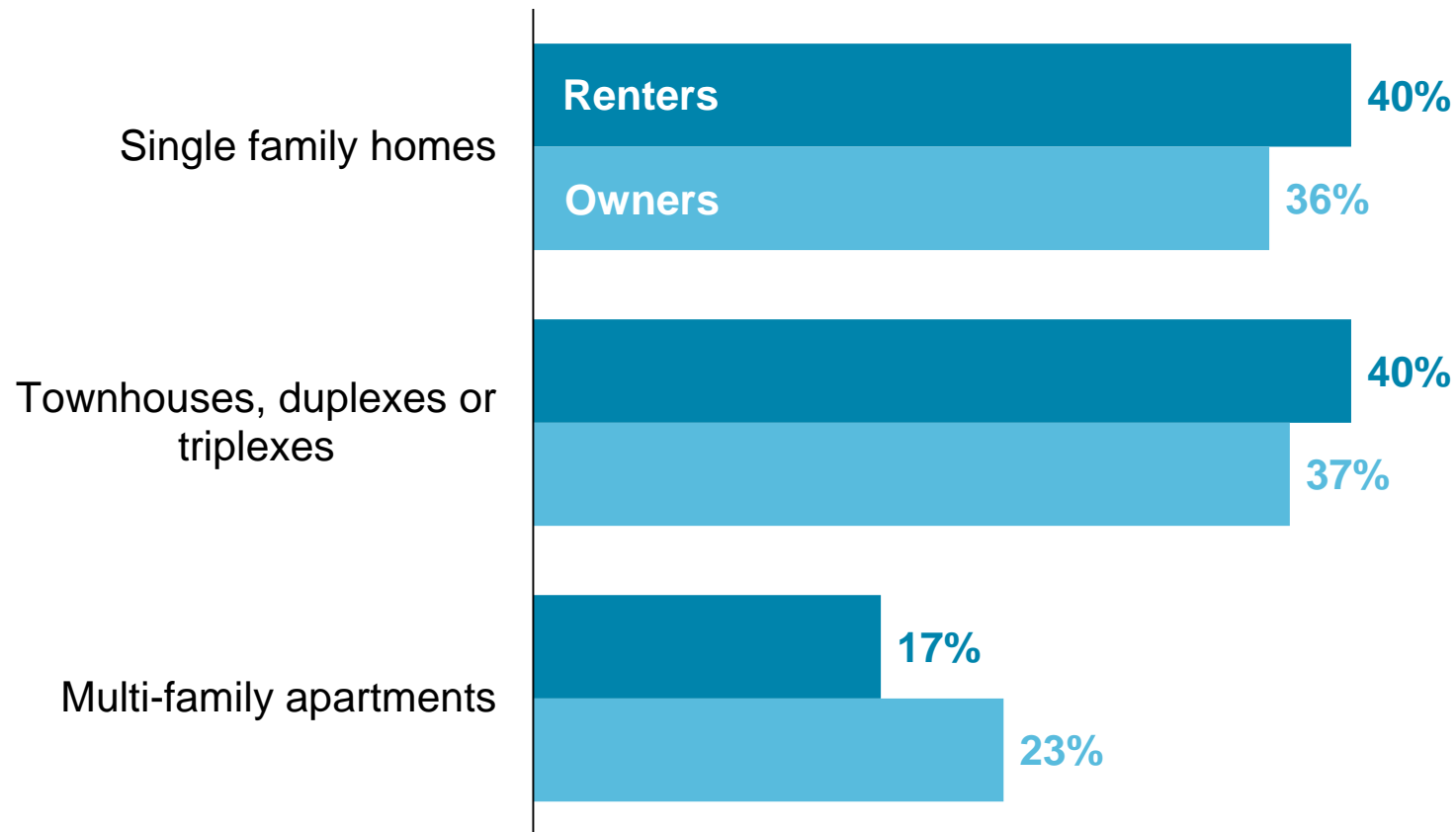


Residents think the community most needs duplexes, townhouses, and single family homes.



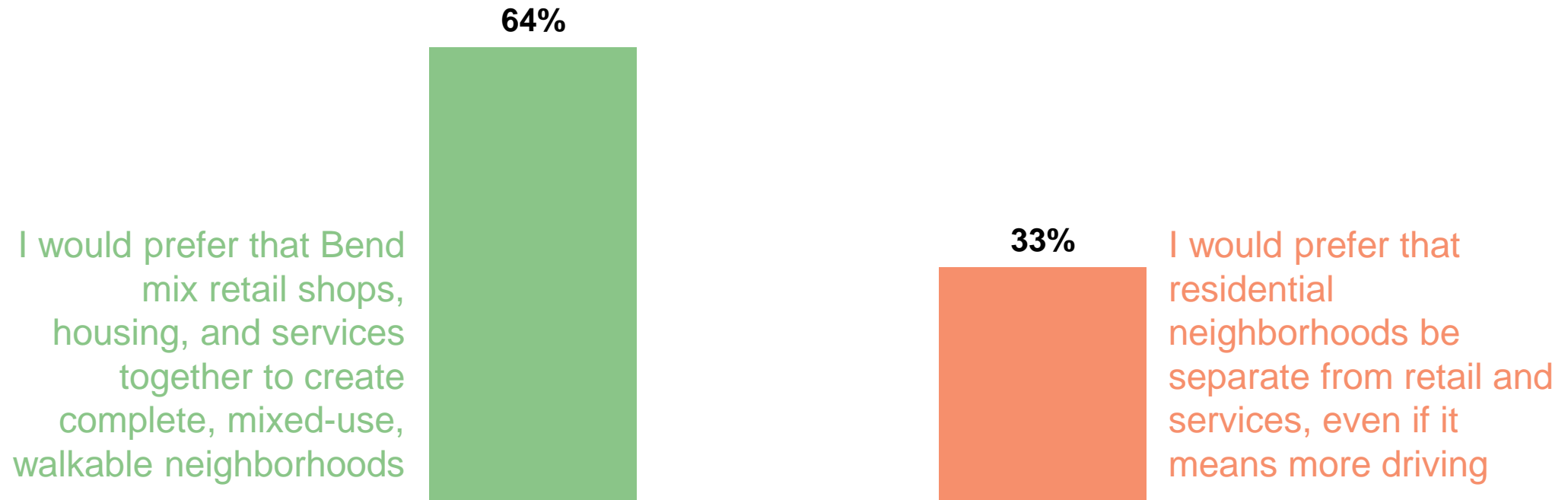


Renters and homeowners share similar preferences, but renters are slightly less likely to want more apartments.



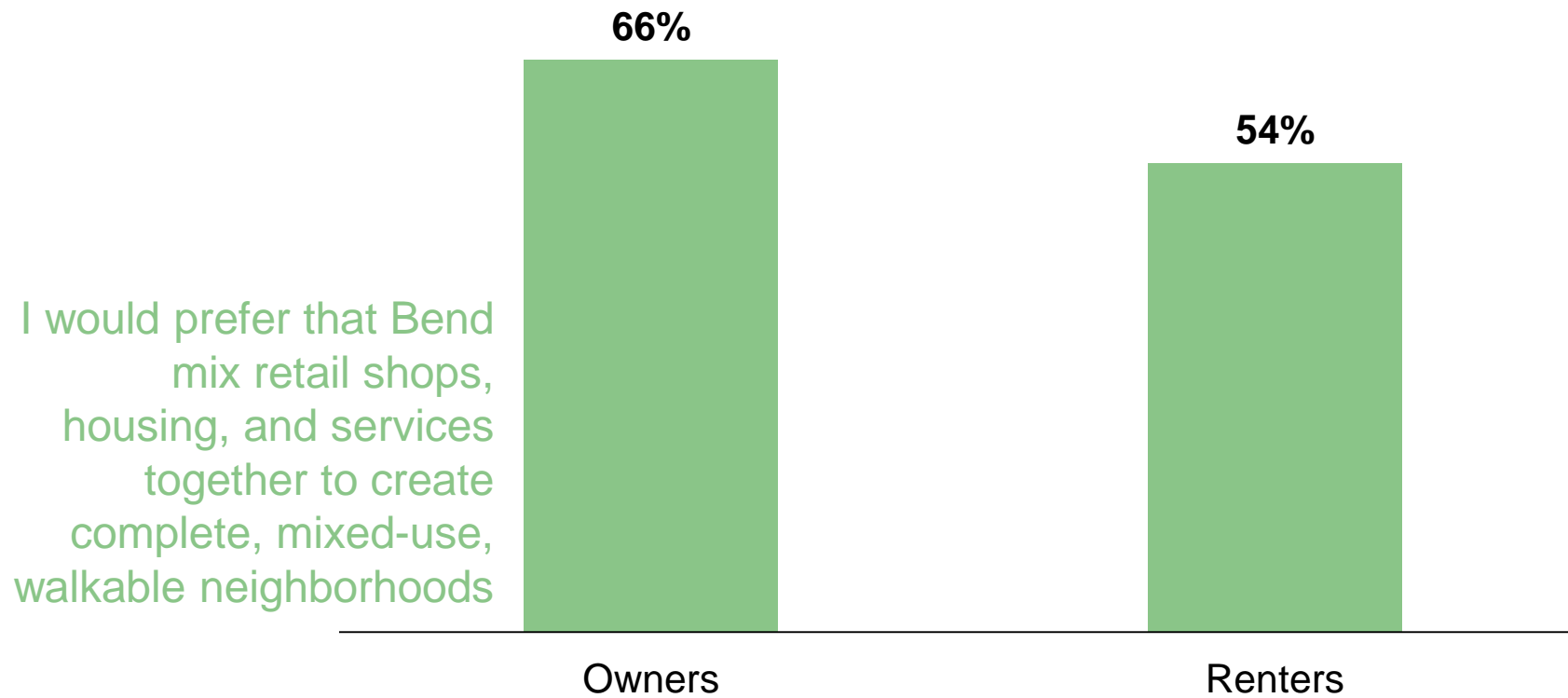


Residents prefer mixed-use neighborhoods by a margin of two to one.





Homeowners and renters both favor mixed-used neighborhoods, but homeowners do so more strongly.



Transportation



When it comes to transportation, residents expect traffic reduction and better roads. Some want more transit.

33% Traffic and congestion

16% Road repair, potholes

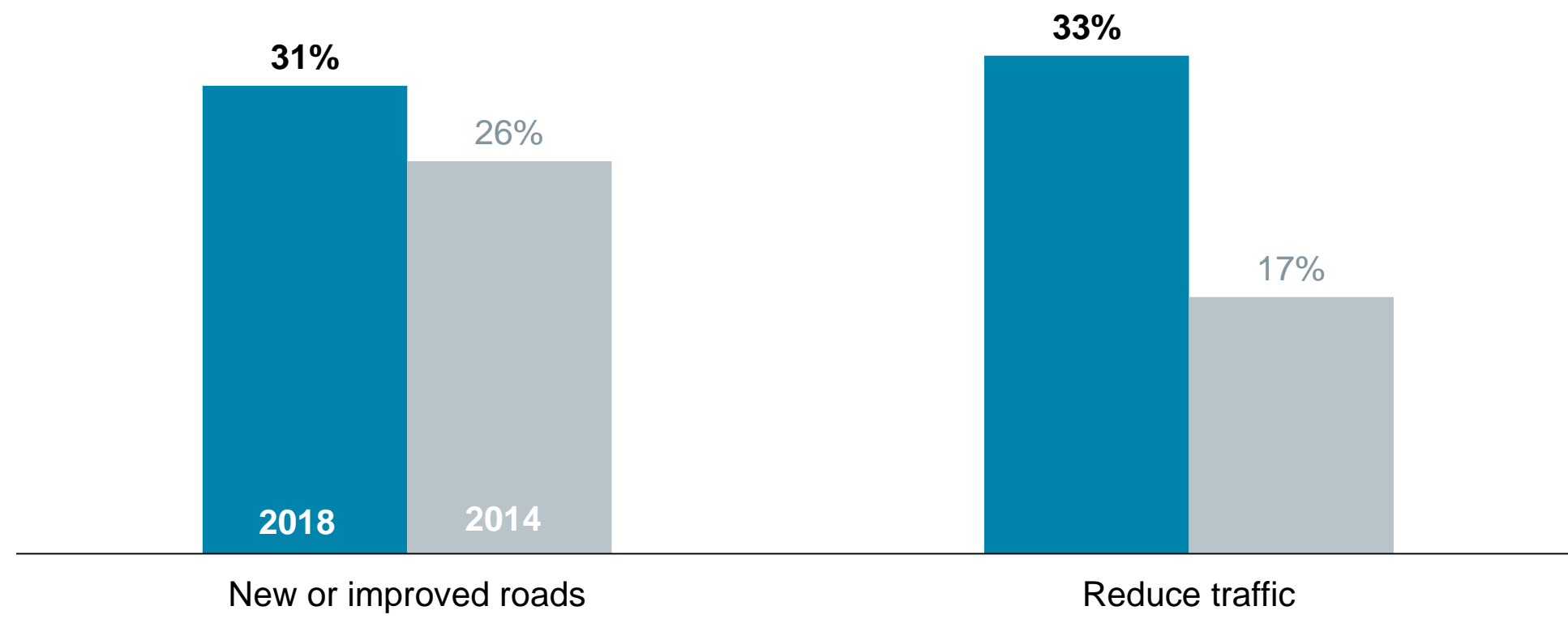
15% New roads, add lanes

15% Expand bus service

8% Other public transit

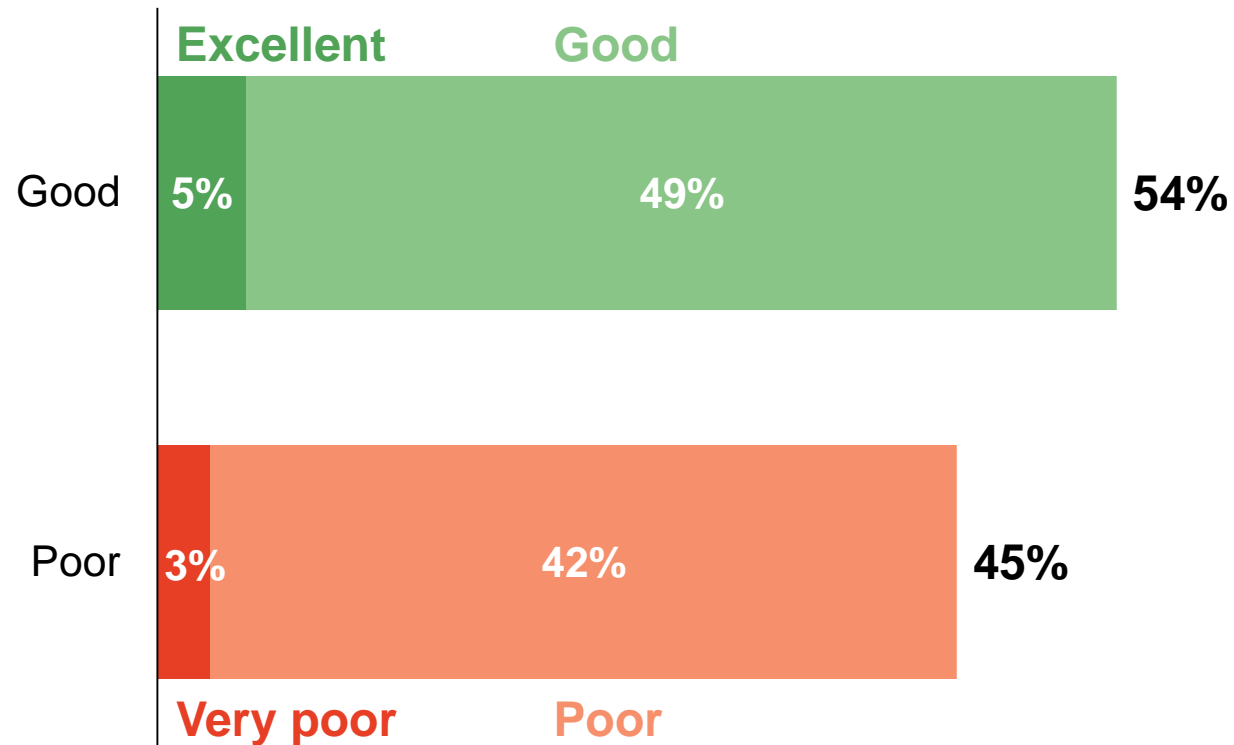


The desire for *new or improved roads* and *traffic reduction* has grown significantly in four years.



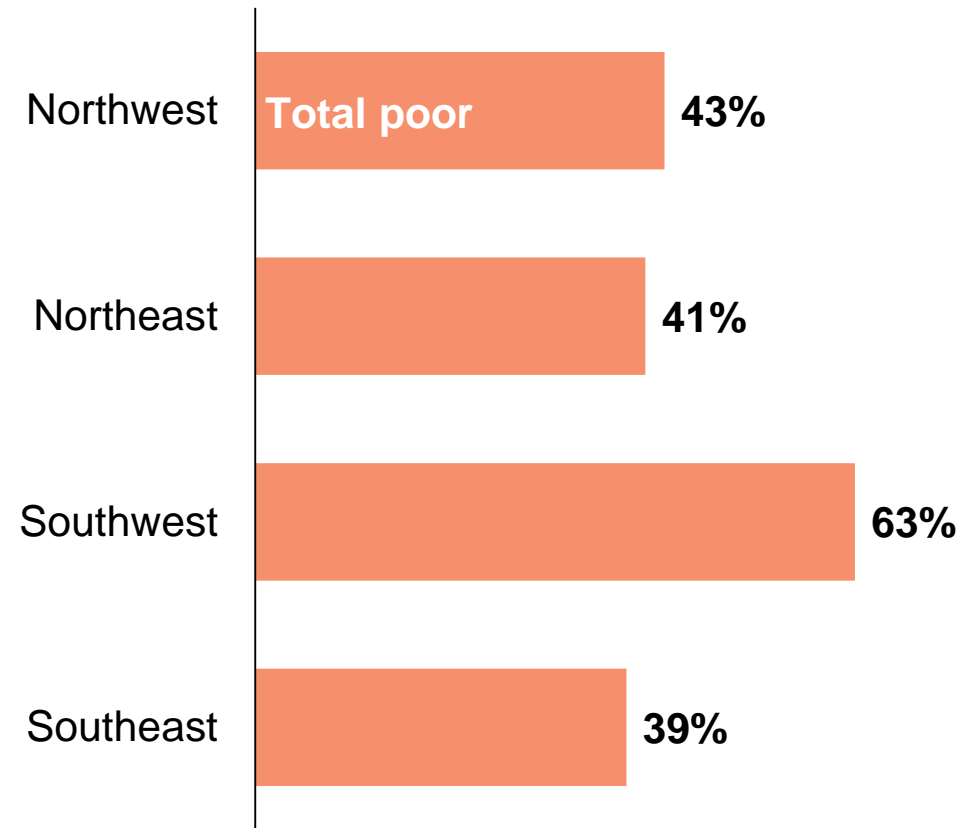


Residents are split in deeming the condition of Bend's roads as good or poor.





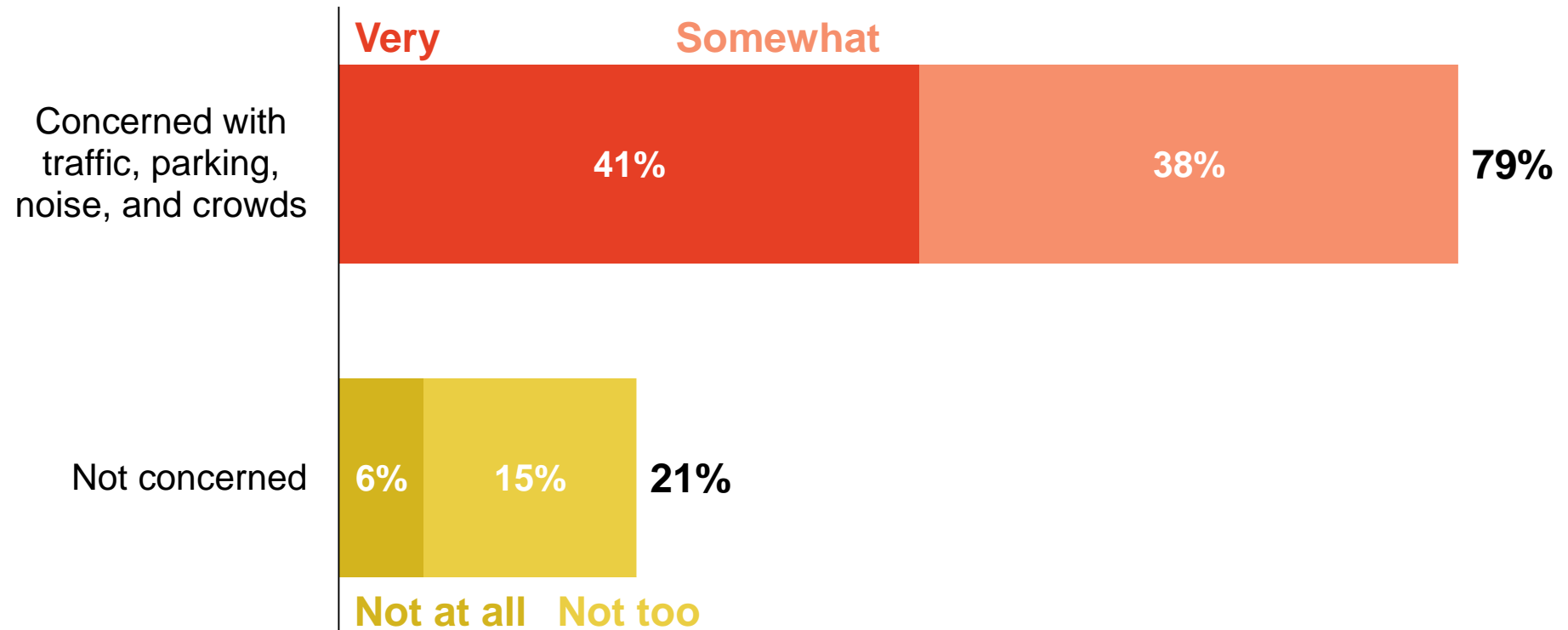
Southwest Bend residents are the most likely to describe the roads as poor or very poor.



Growth and development

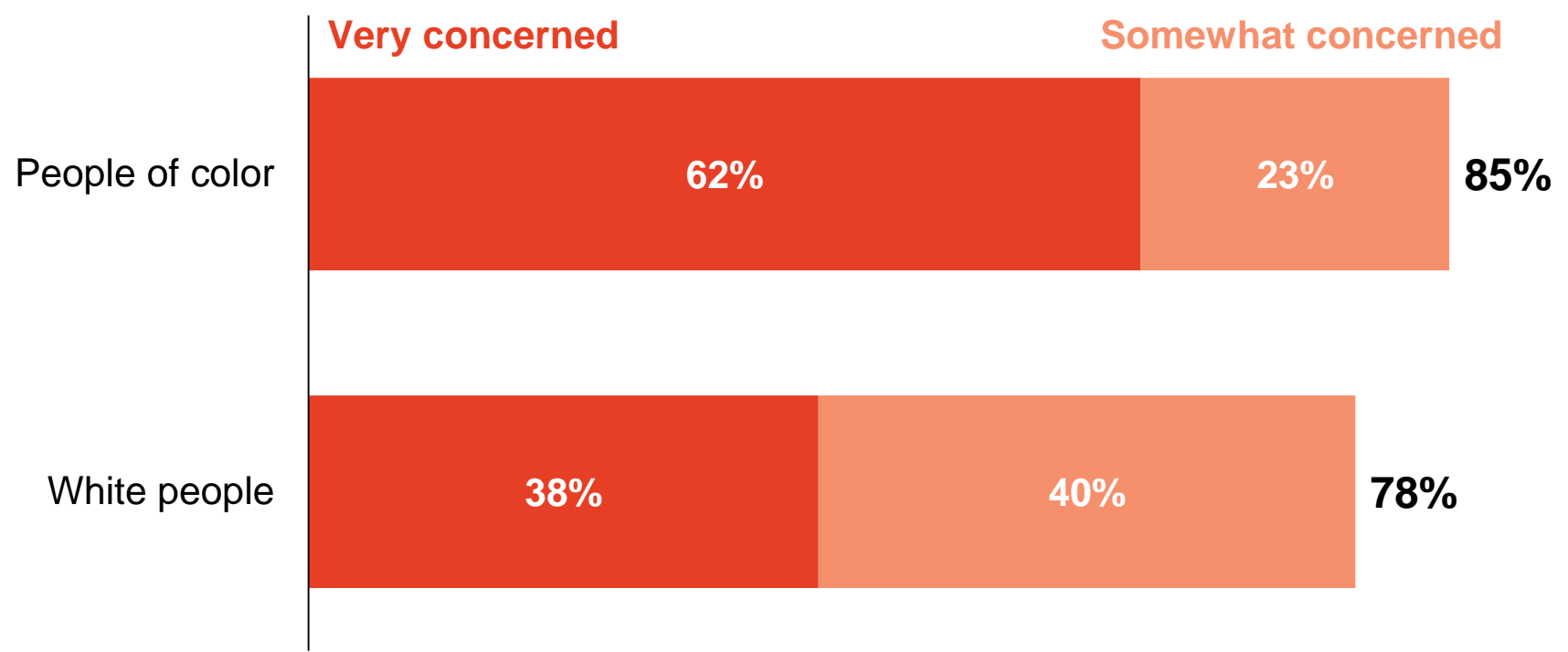


Eight in ten residents express some concern about the impacts of growth. Four in ten are *very concerned*.





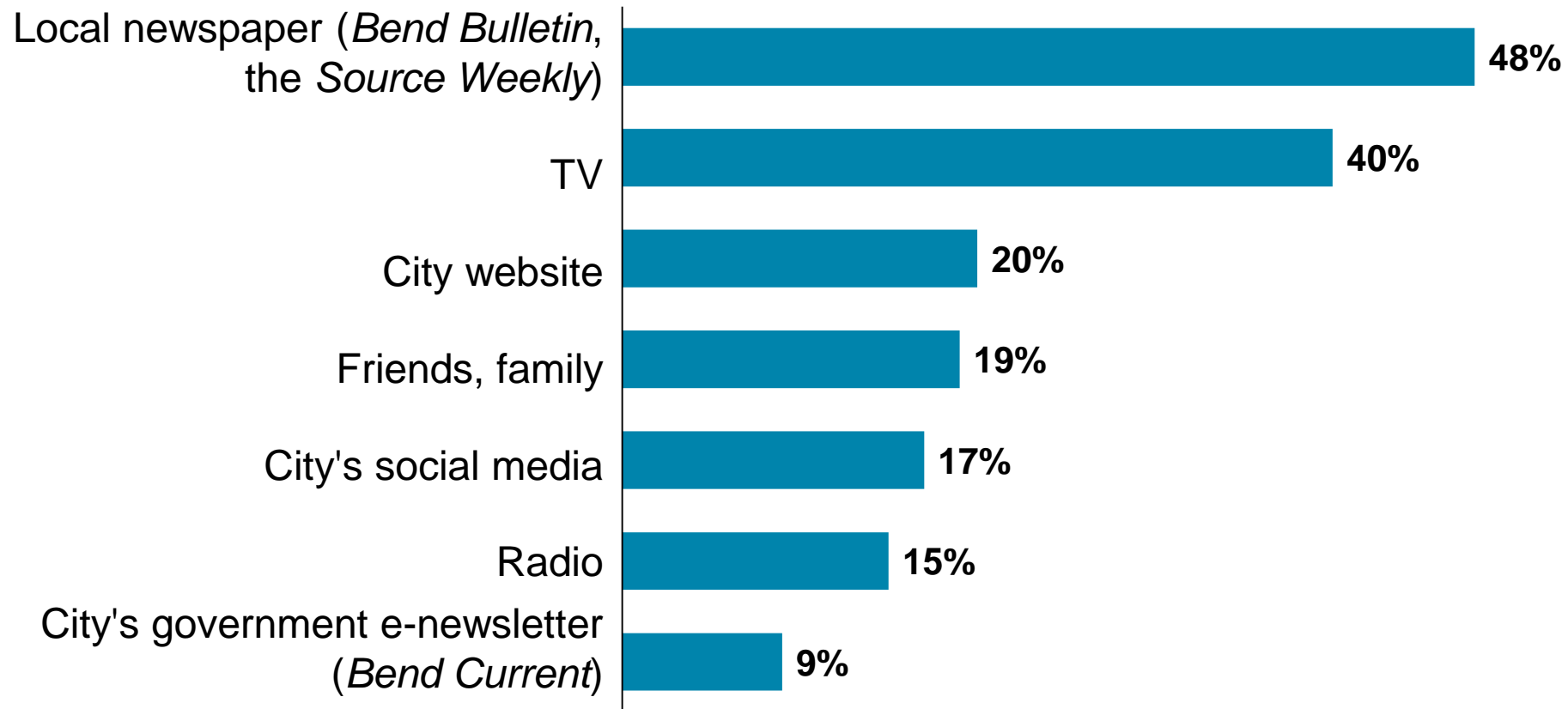
Residents of color are more somewhat concerned about traffic, parking, noise, and crowds.



Communications preferences

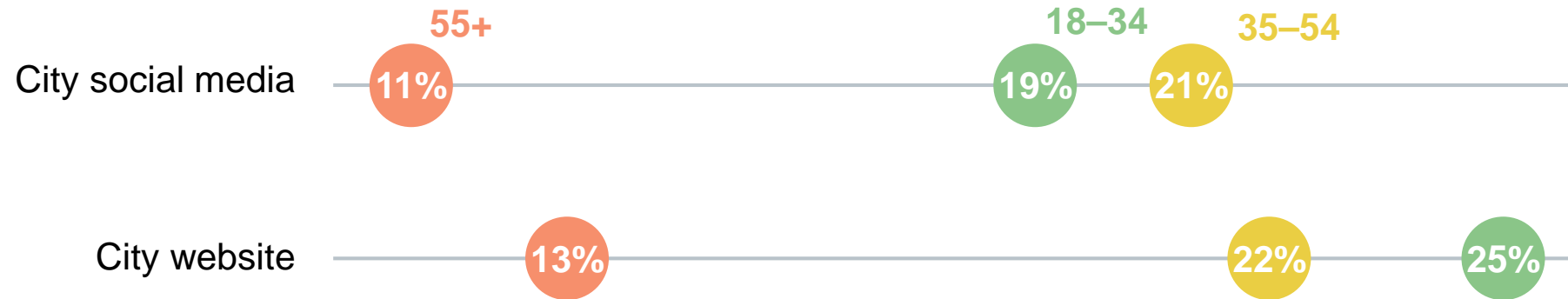


Residents are most likely to name local newspapers and TV stations are their source of information about Bend.



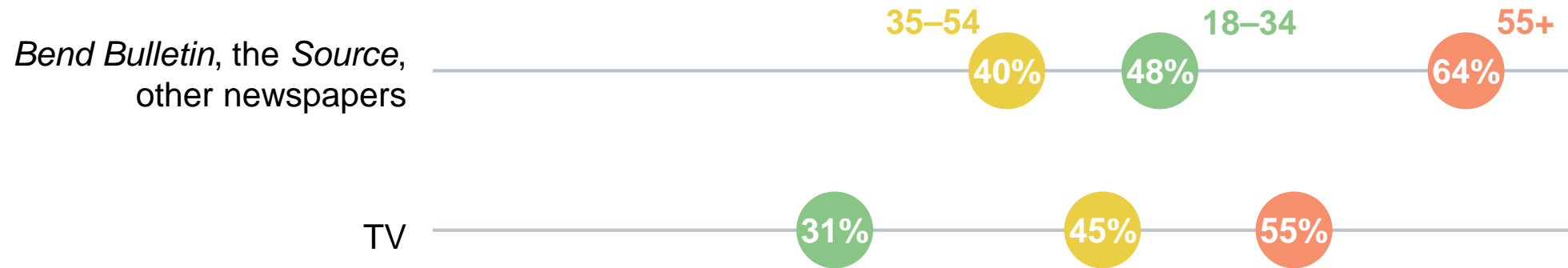


Residents under 55 are more reliant on digital sources like social media and the City's website.



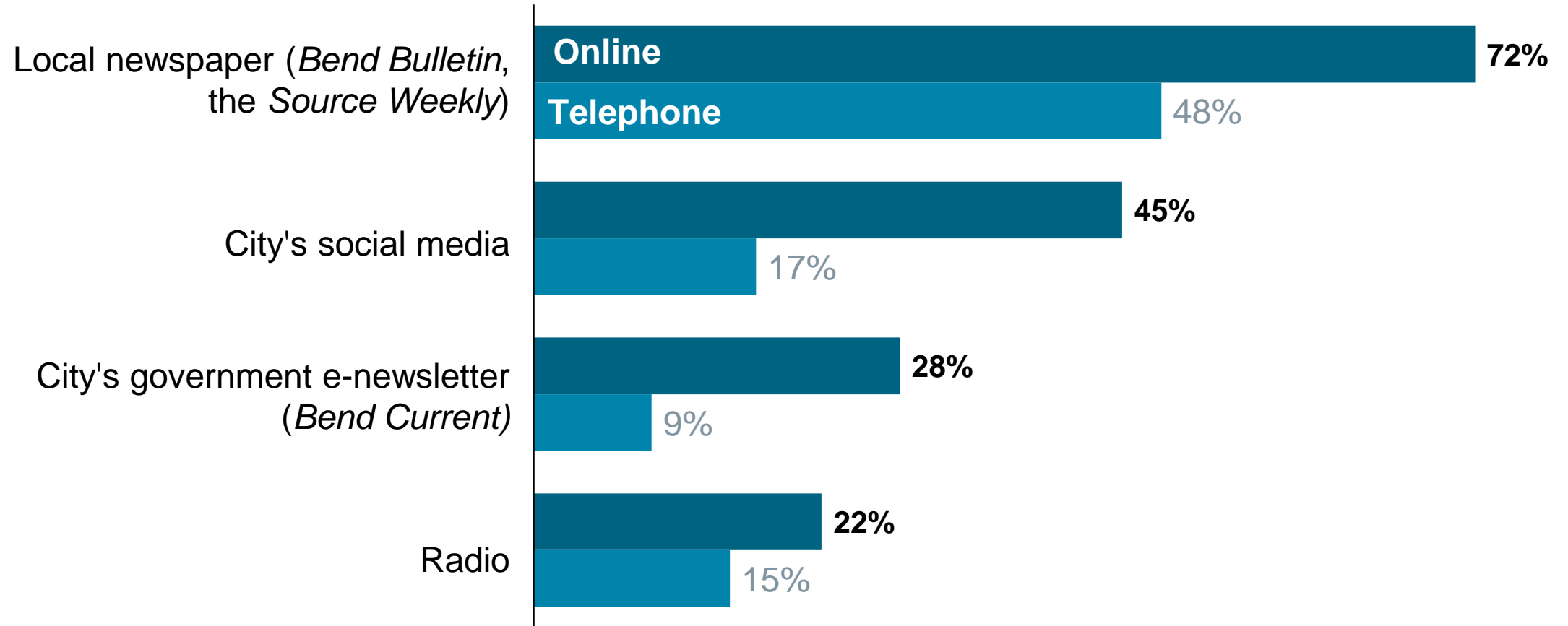


Meanwhile, residents 55 and older prefer local TV and newspapers.



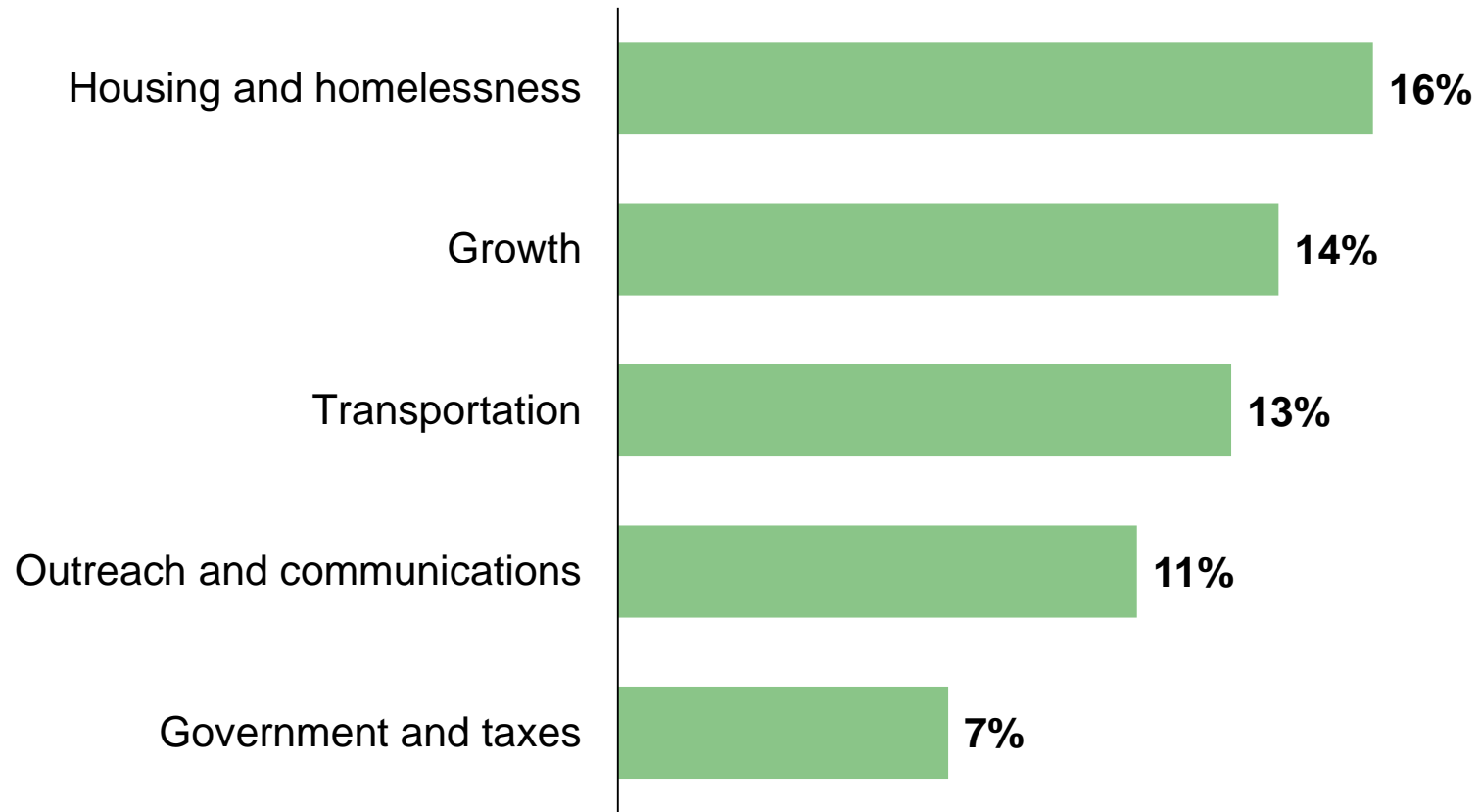


Online respondents are more likely to get information about Bend from papers, TV, radio, and *Bend Current*.



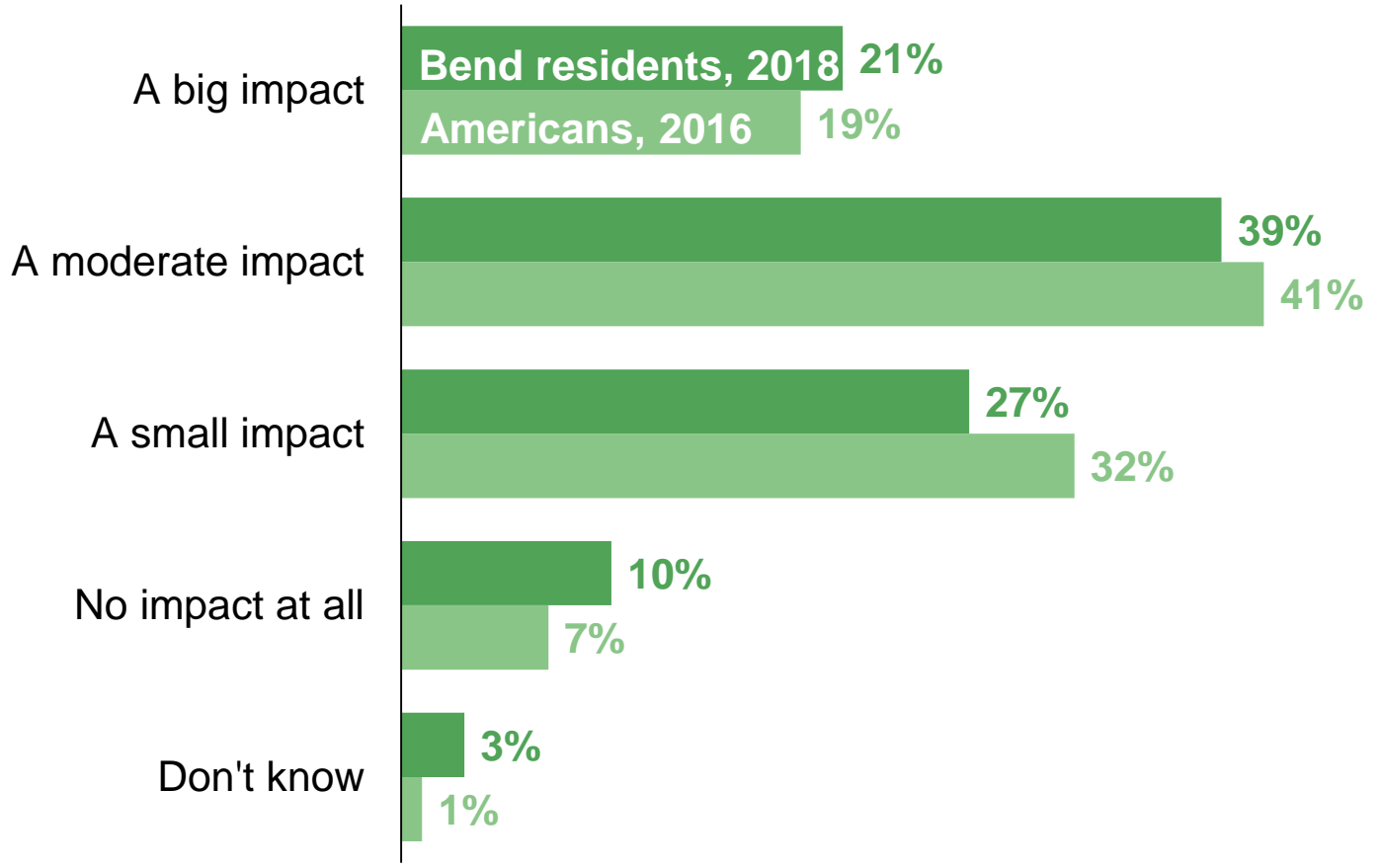


Residents hope to hear from the City about top issues of concern: housing, growth, and transportation.





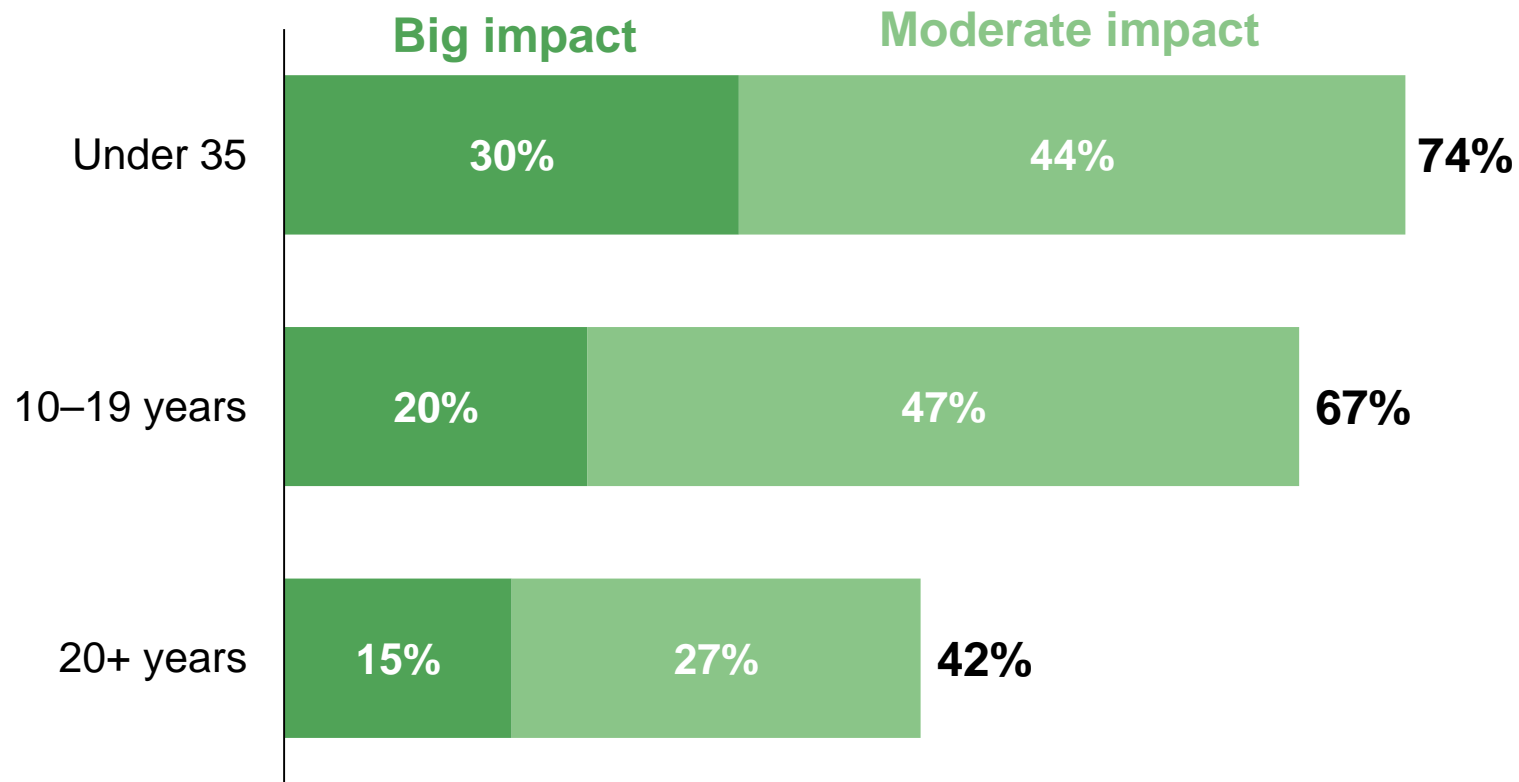
Bend residents think they can have an impact in *making their community a better place to live.*



Source: Pew Research, 2016 Voting Survey

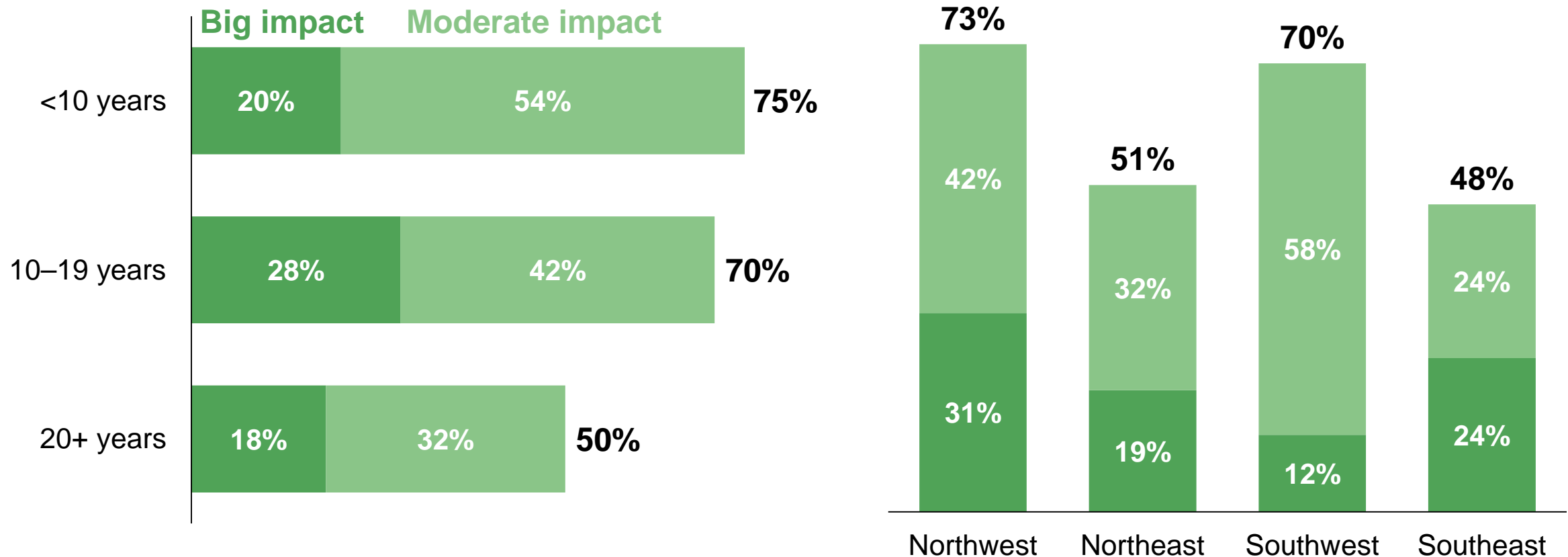


Young residents are more optimistic about their ability to have a big impact.





Newer residents and those living in West Bend are also more likely to say they can make a difference.





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