

# Bend Community Survey January 2015

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# Overview & today's objectives

- Review how residents' attitudes and assessment of city performance.
- Review satisfaction level of residents living in Bend.

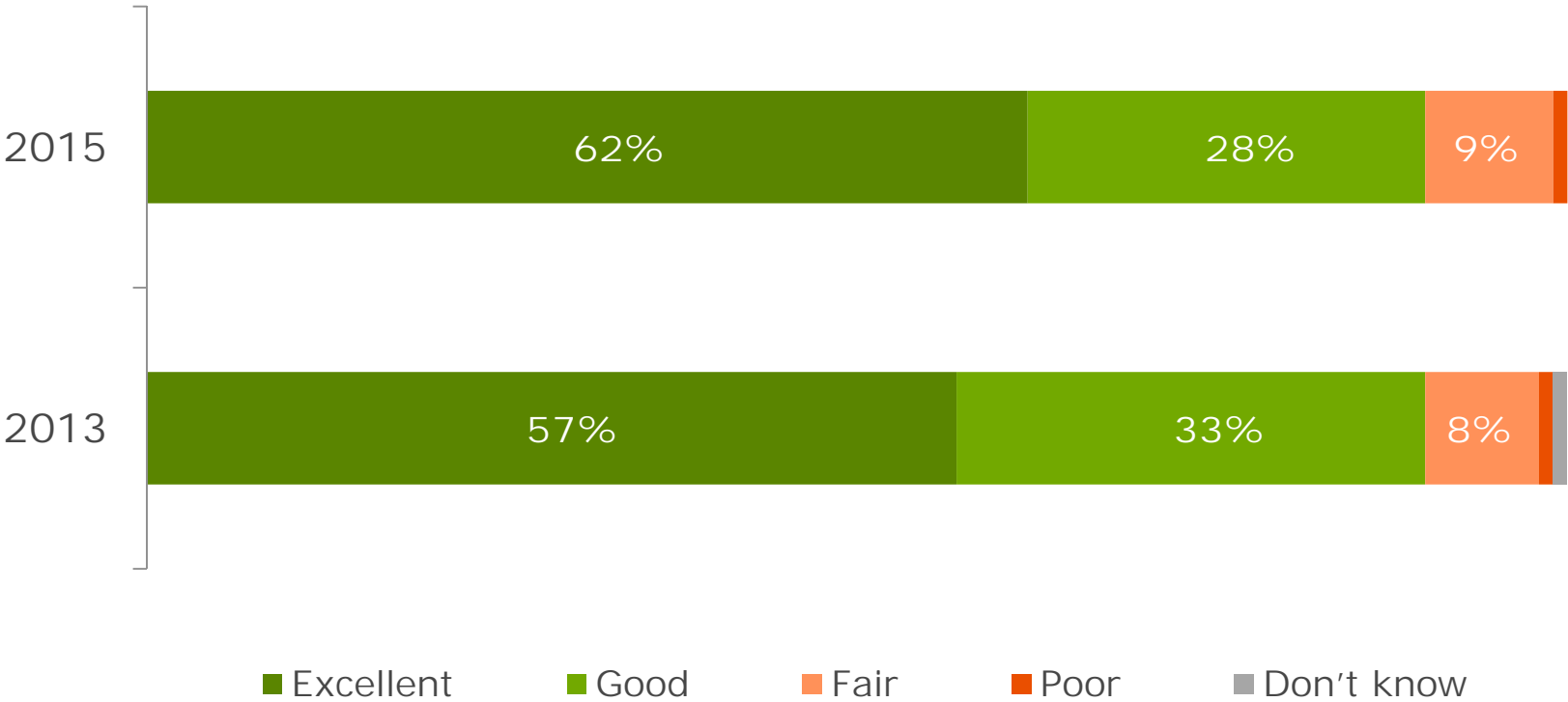
# Methodology

- Telephone survey of 400 Bend residents
  - Land line and cell phone sample
- Conducted December 11-15, 2014
- Averaged 12 minutes in length
- Quotas for age and gender
- Margin of error +/- 4.9%, at 95% confidence level

# Key Findings

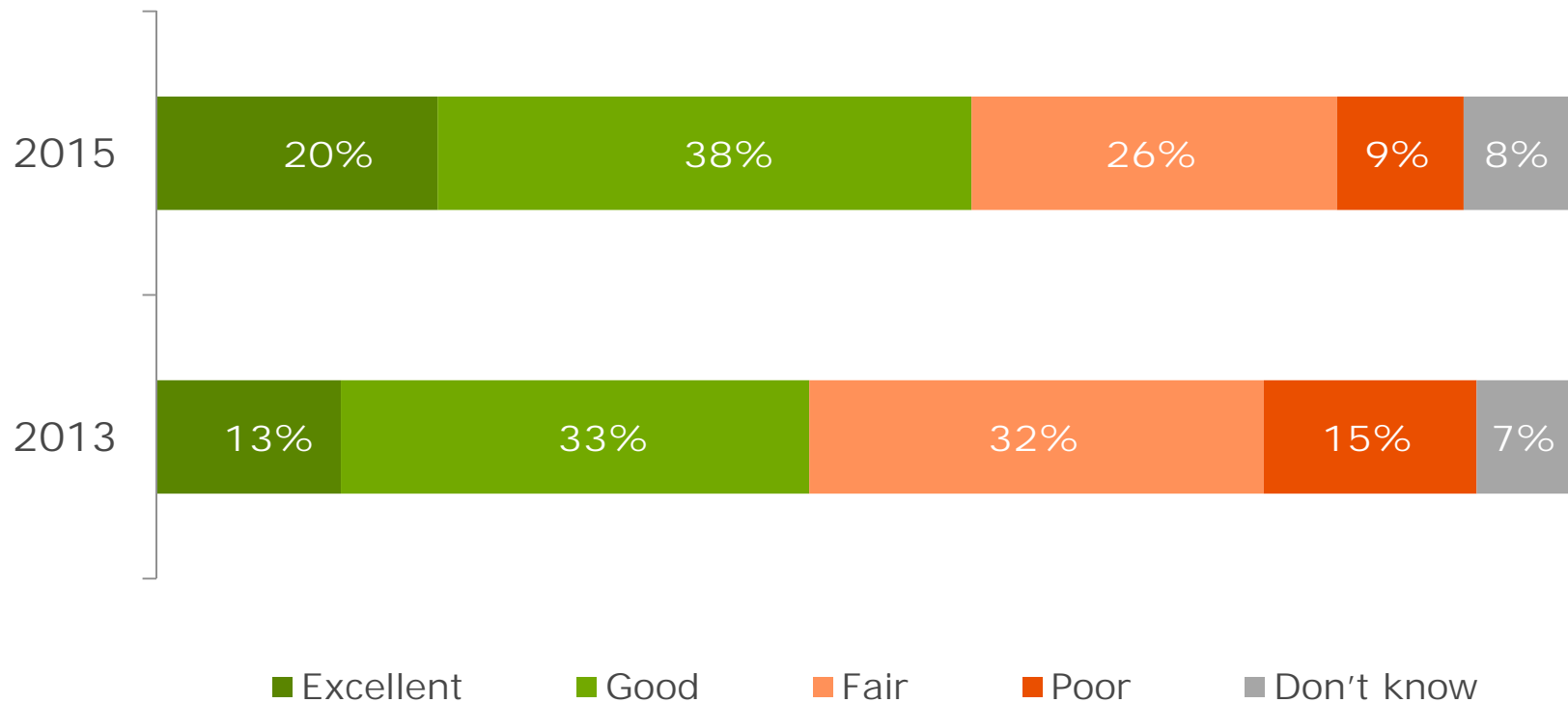
# Bend residents continue to rate Bend highly as a place to live

## Bend as a Place to Live

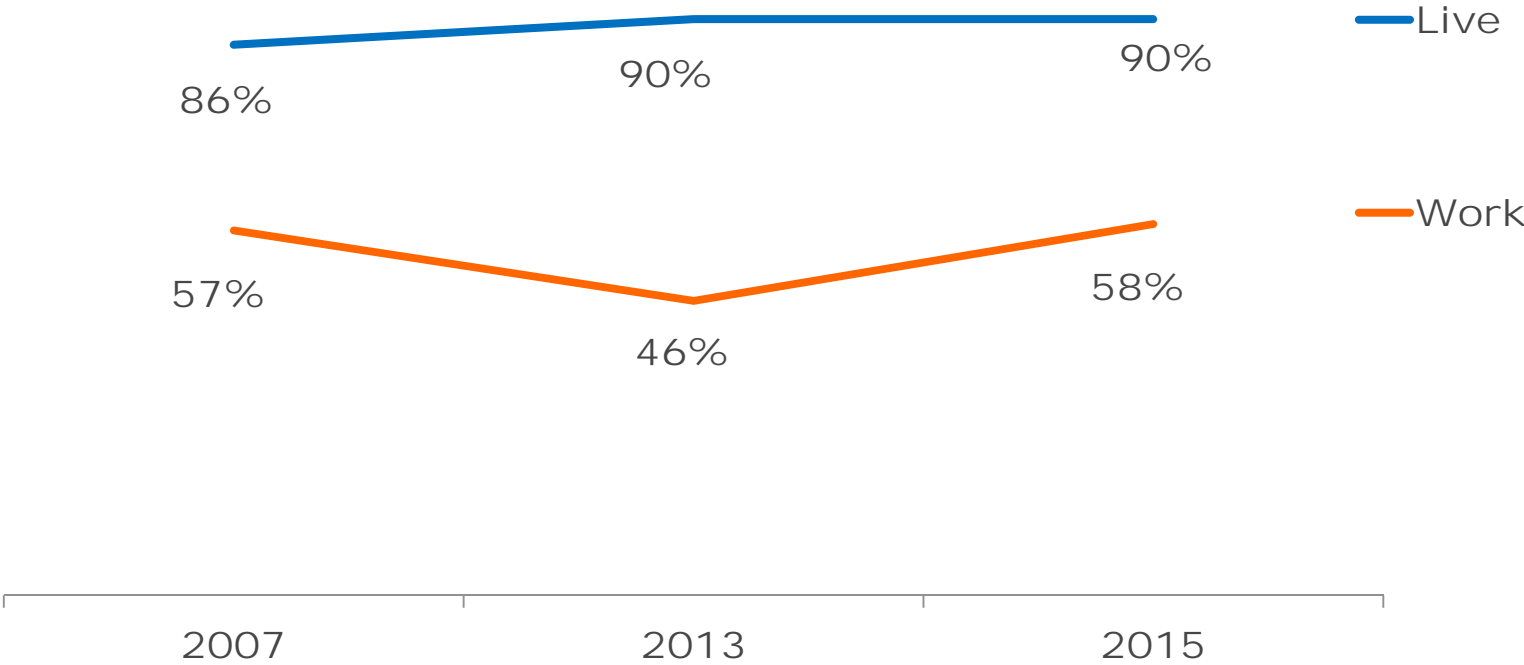


# Feelings on Bend as a place to work have improved

## Bend as a Place to Work

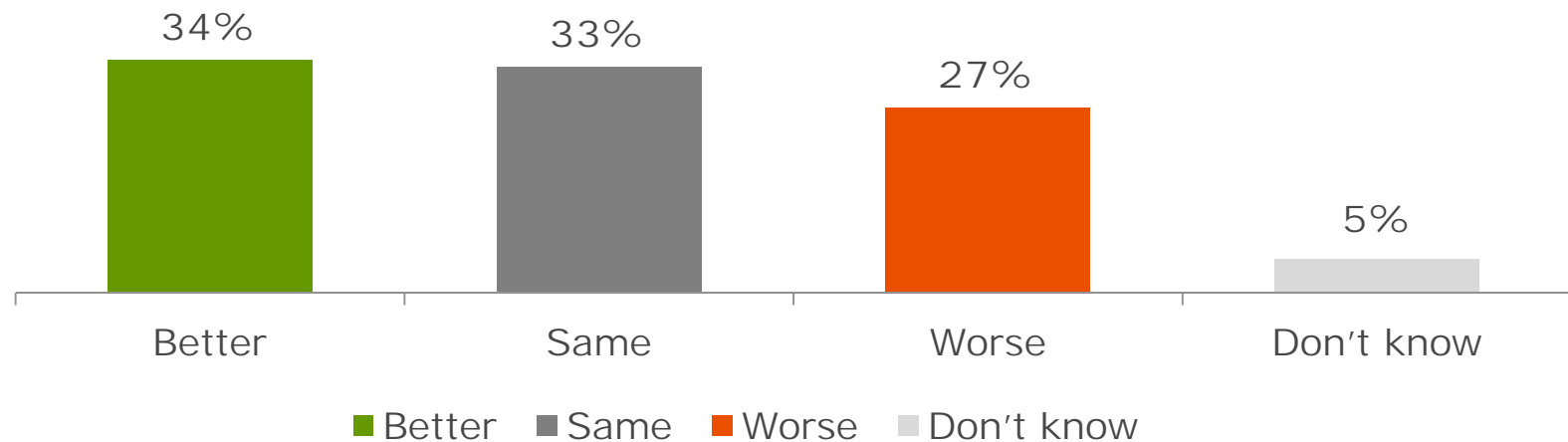


# Bend as a Place to Live and Work (Excellent + Good)



# Feelings on Bend as a place to live 10 years from now varied

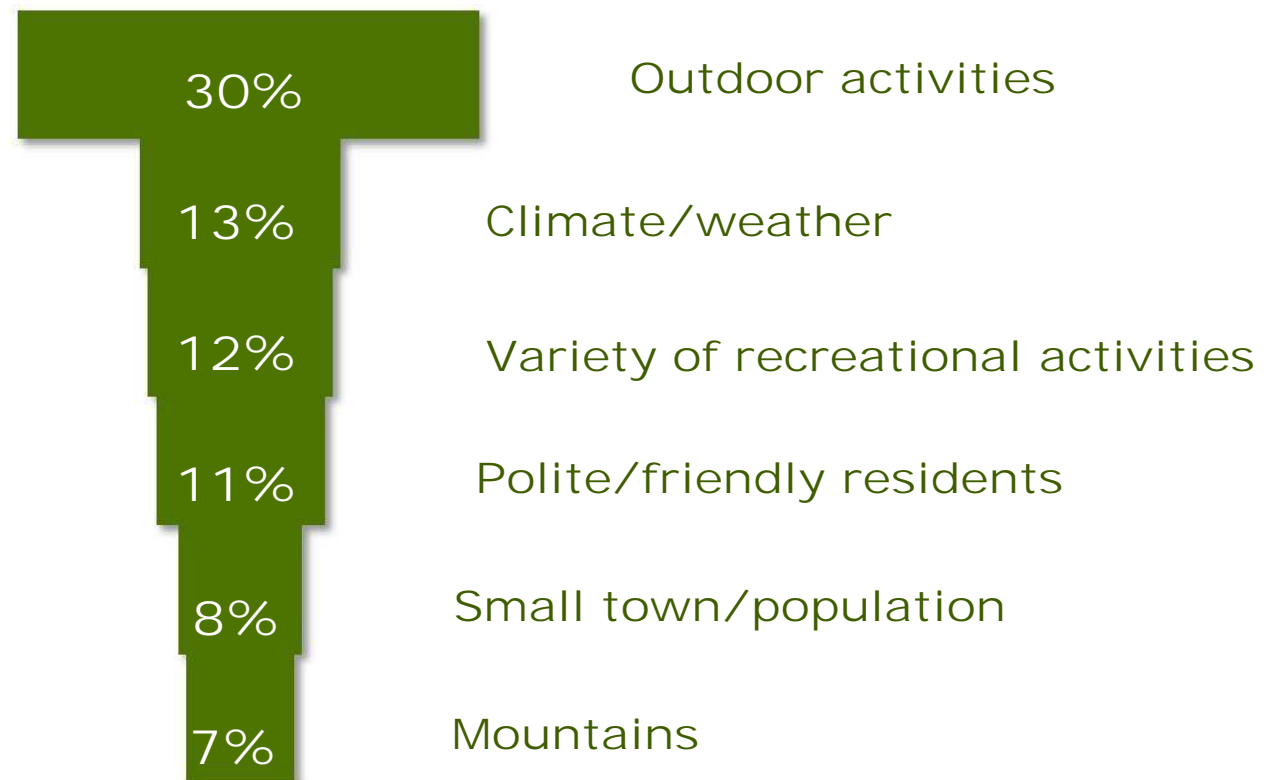
## Bend as a Place to Live in 10 Years





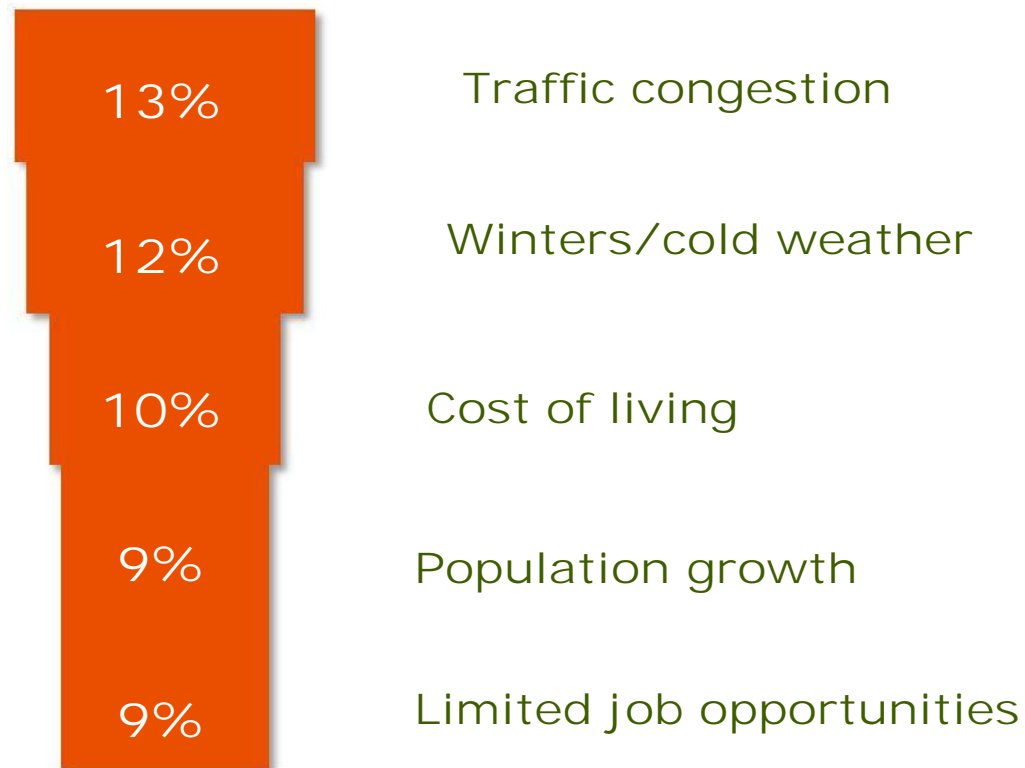
# Over 90% of responses are related to the environment, outdoors, and recreation

What do you like most about living in Bend?



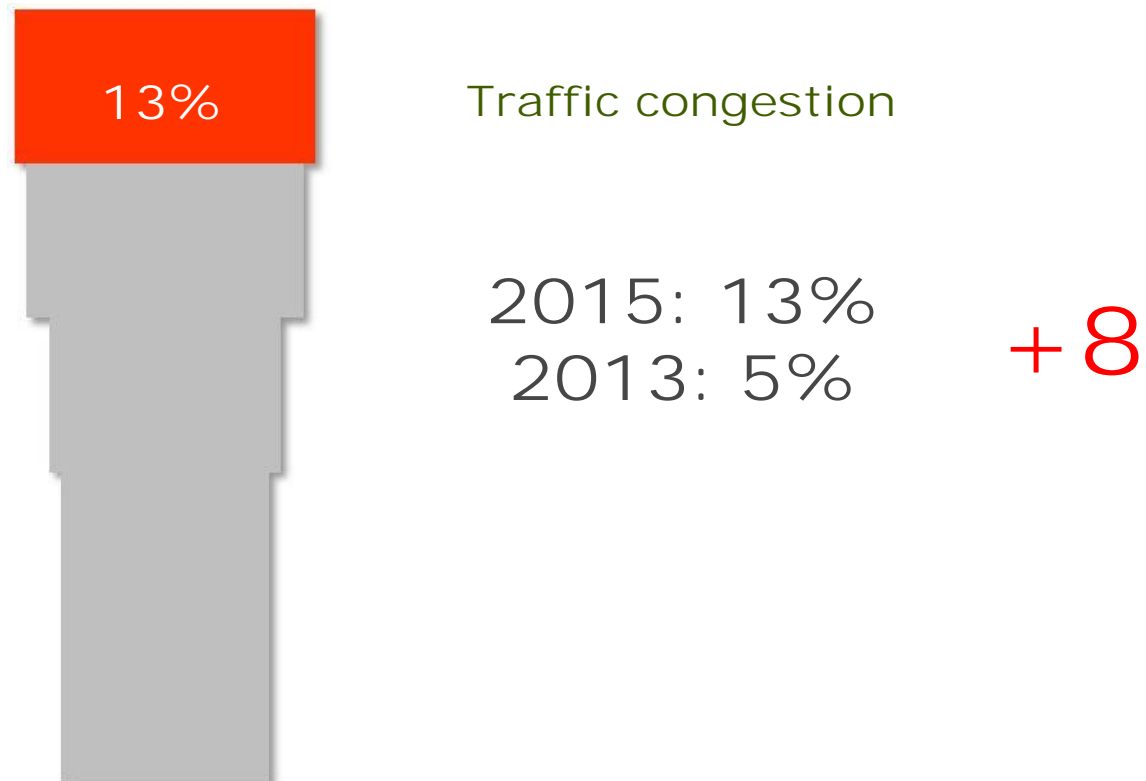
# Congestion and weather are least liked aspects of the City

What do you like least about living in Bend?



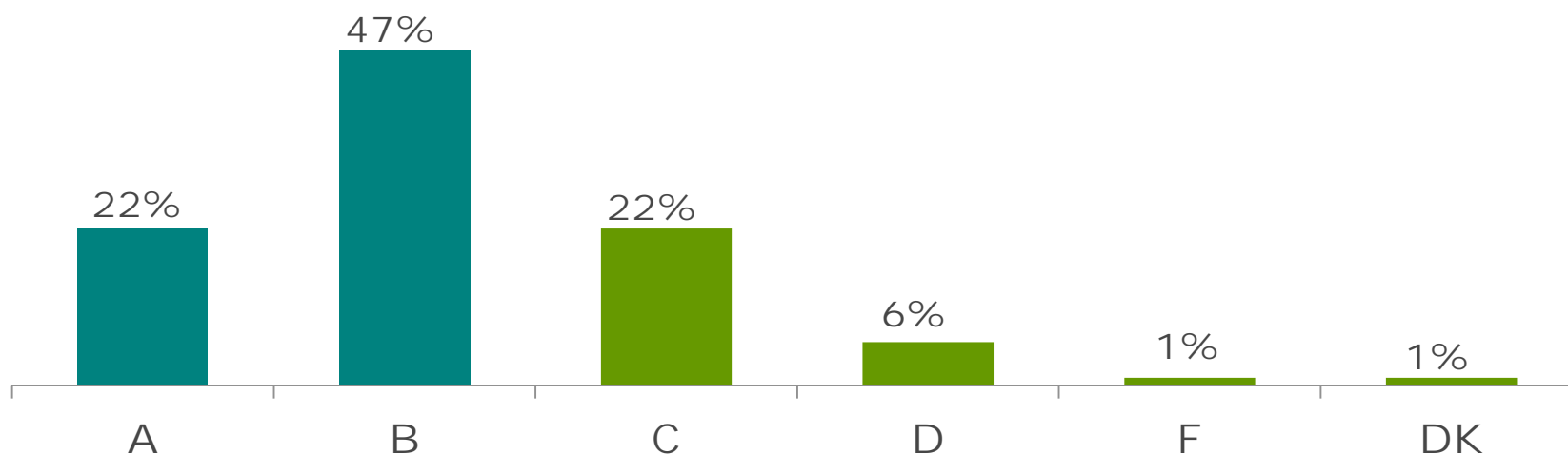
# Unprompted, traffic congestion has increased as a least liked aspect in Bend

What do you like least about living in Bend?

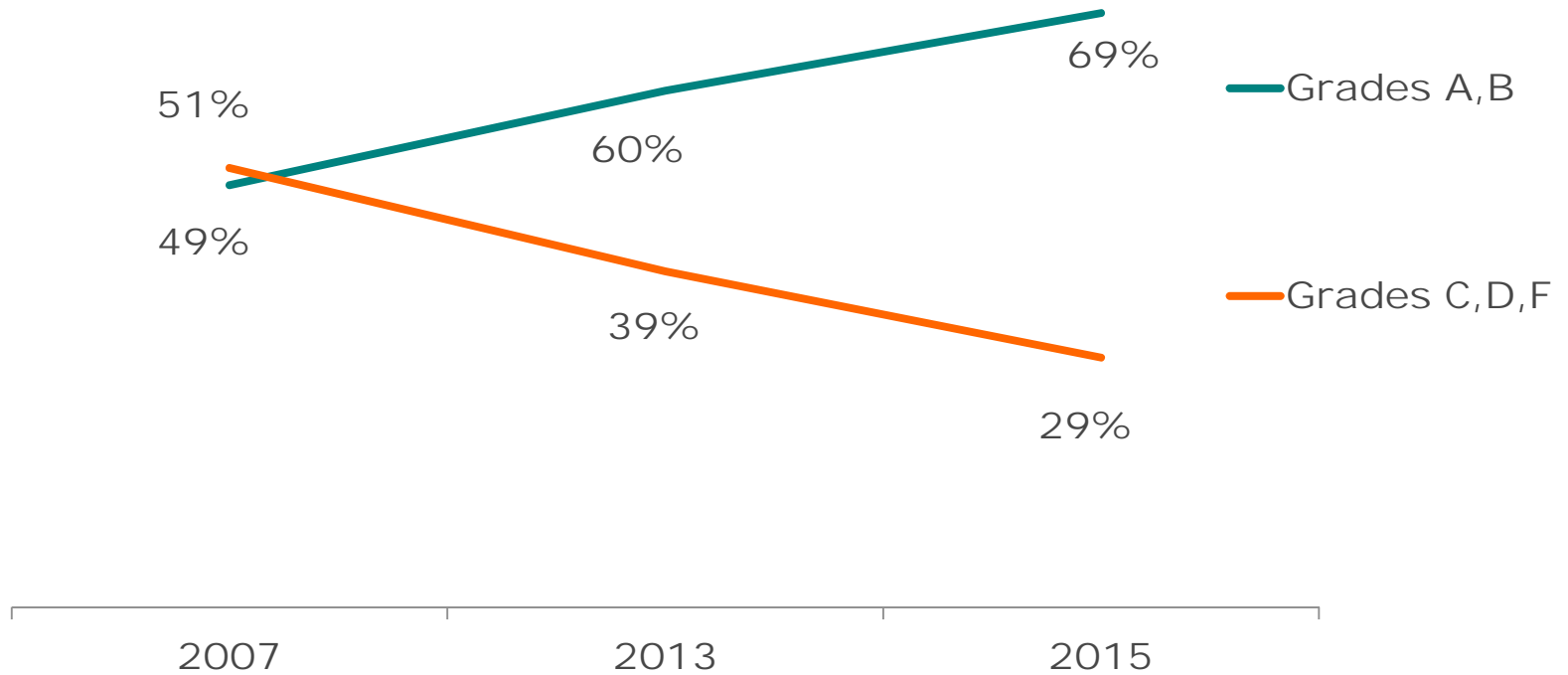


# Nearly 70% grade the city 'A' or 'B' for performance

## Grade for City Performance

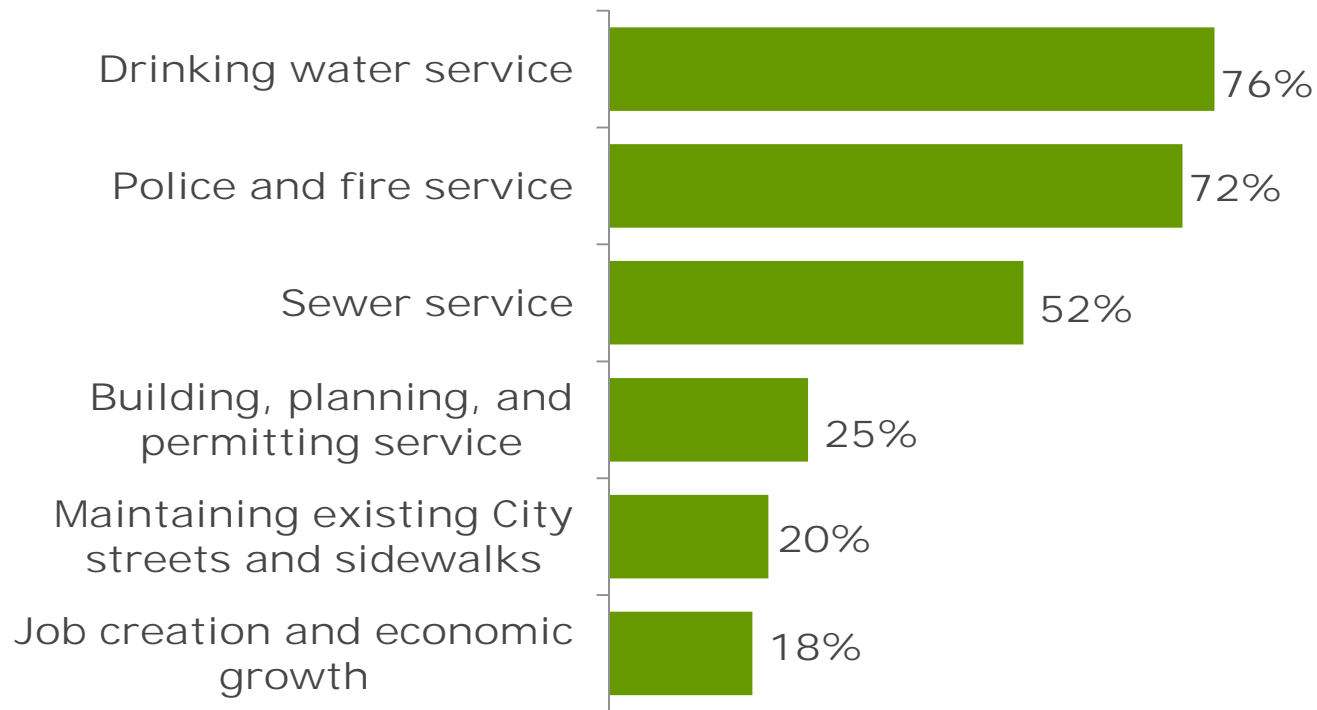


# Grade for City's performance



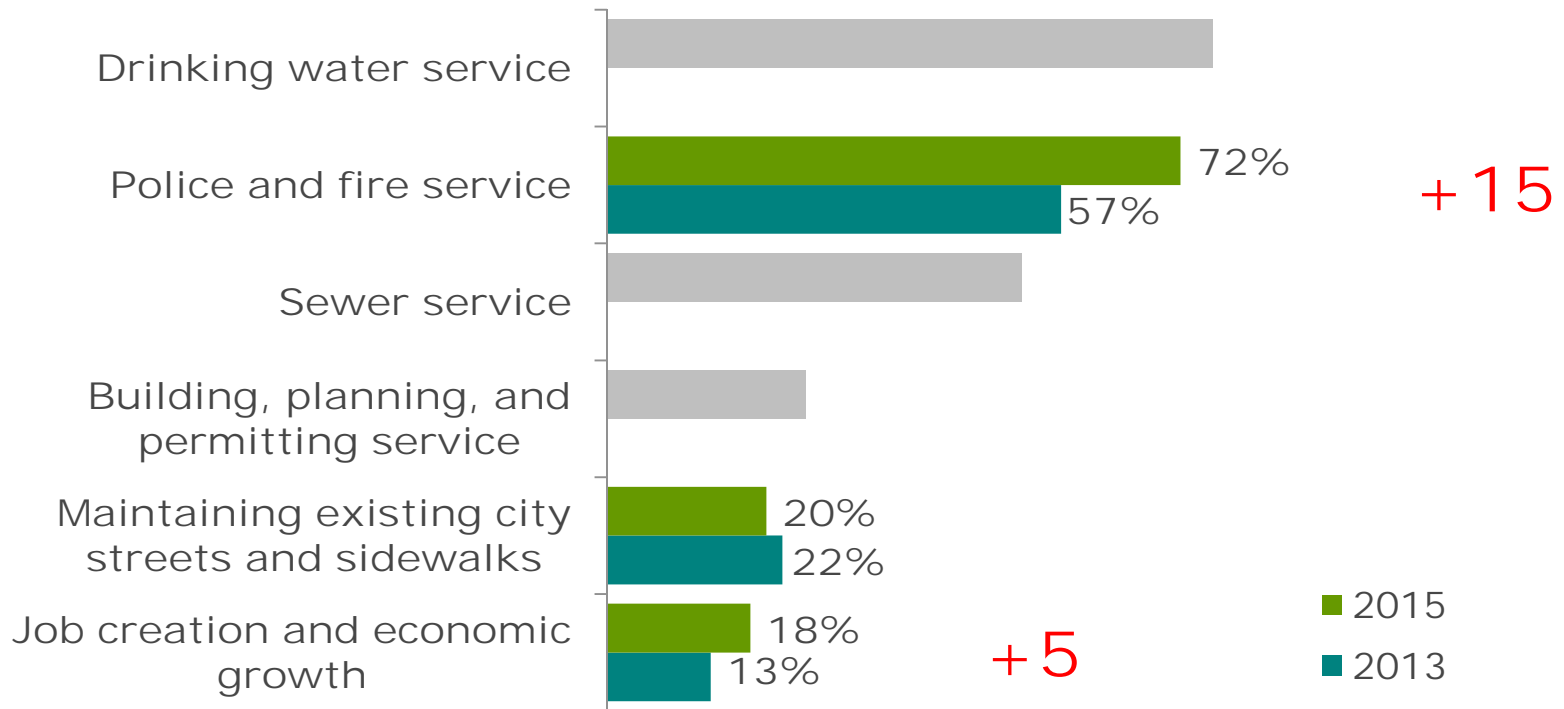
# Highest performance rating was given to drinking water service and police and fire service

## Performance Ratings (8-10)



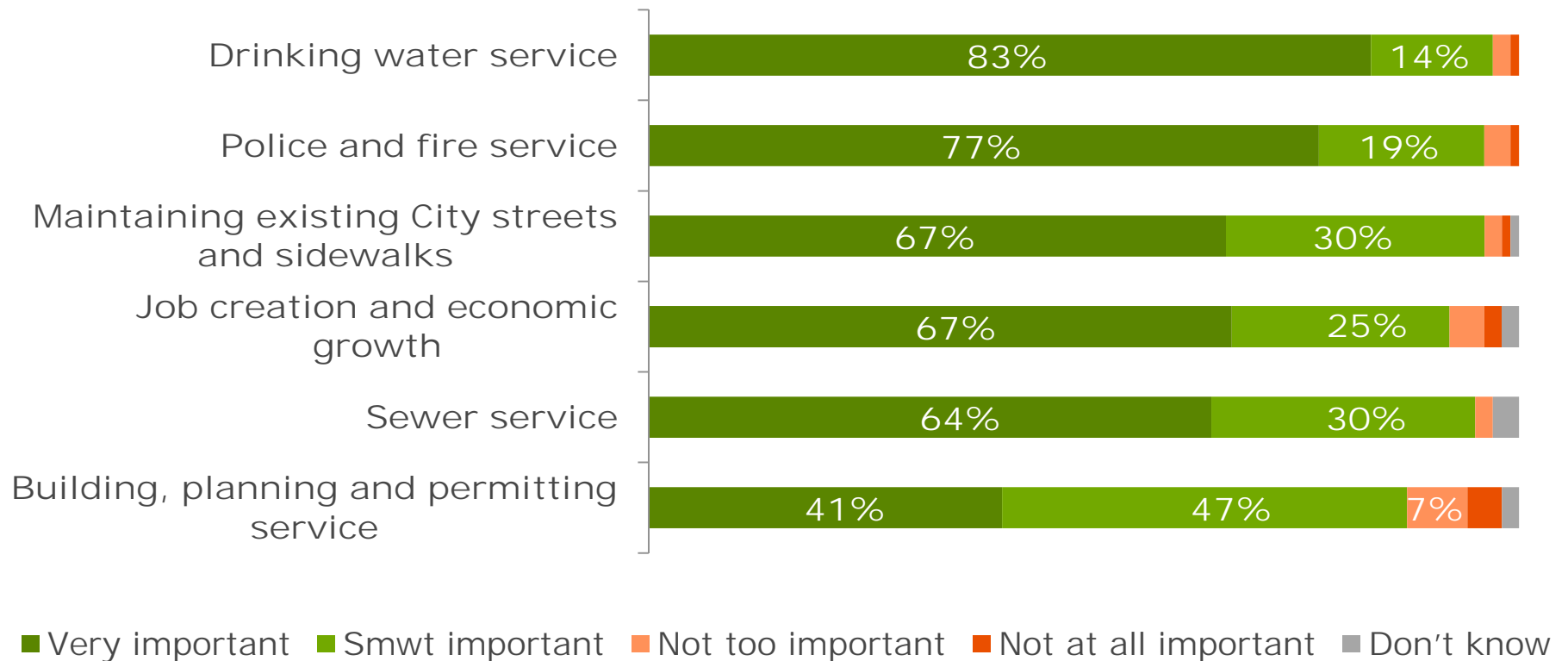
# Ratings for public safety services and job creation have improved

## Performance Ratings (8-10)



# Drinking water service and public safety services were seen as most important

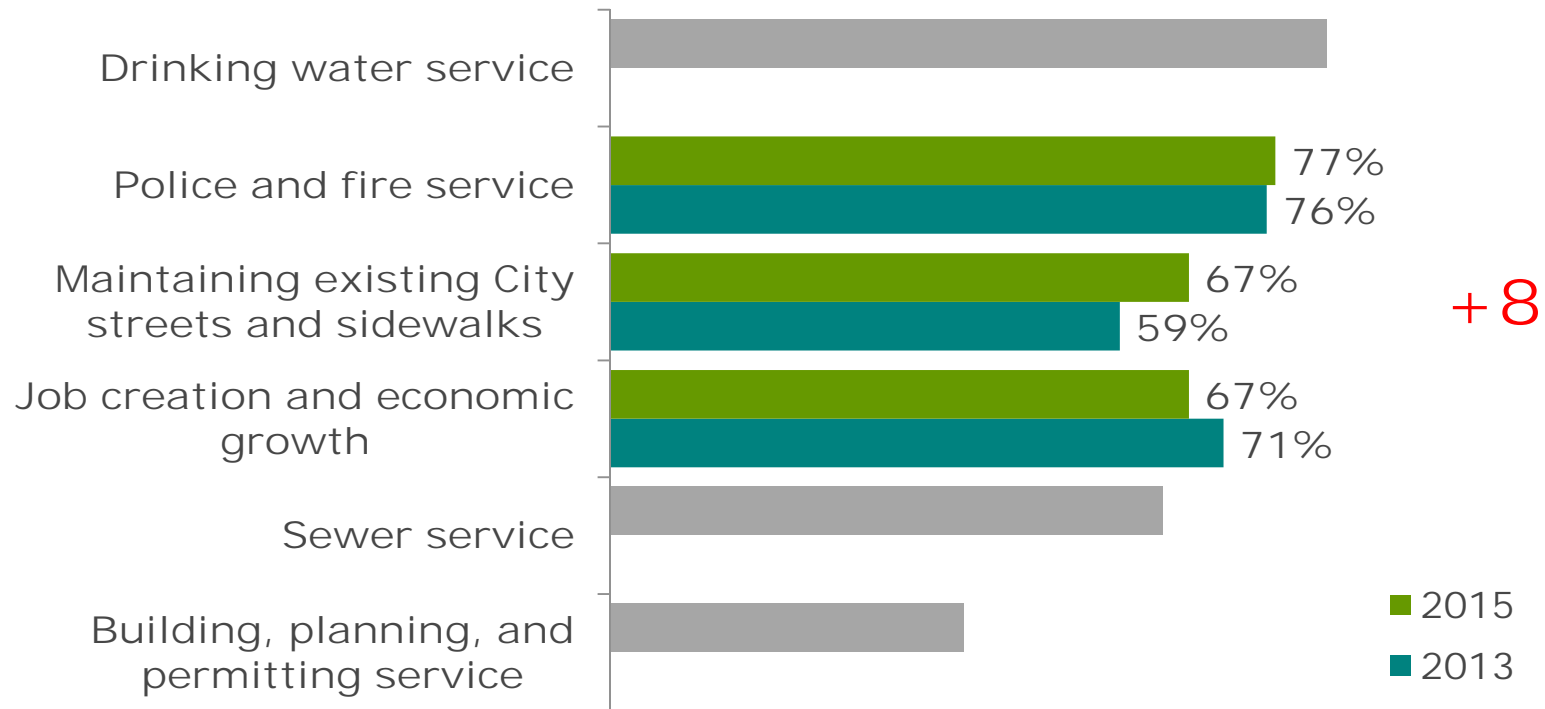
## Importance of Spending Tax Dollars





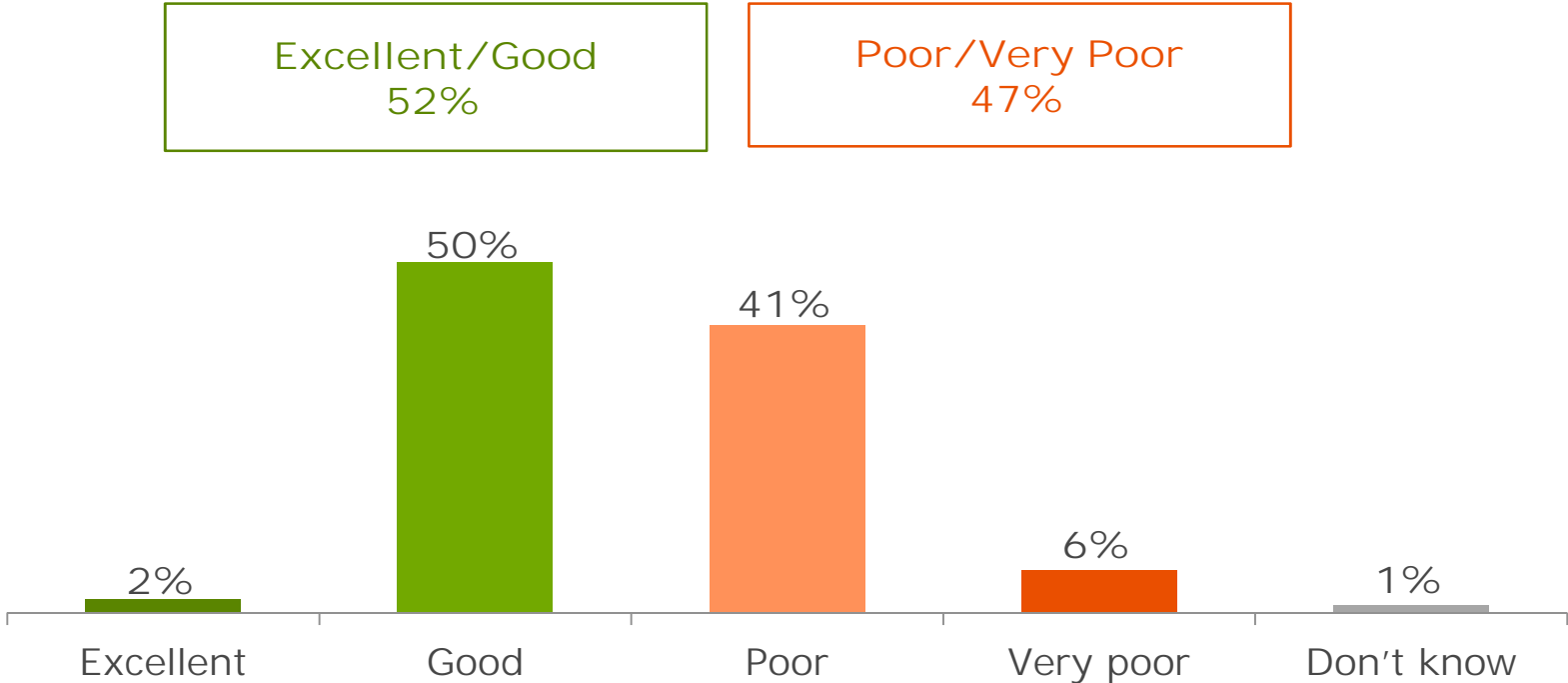
# Importance from maintaining city streets and sidewalks has increased

## Importance of Spending Tax Dollars (Very Important)



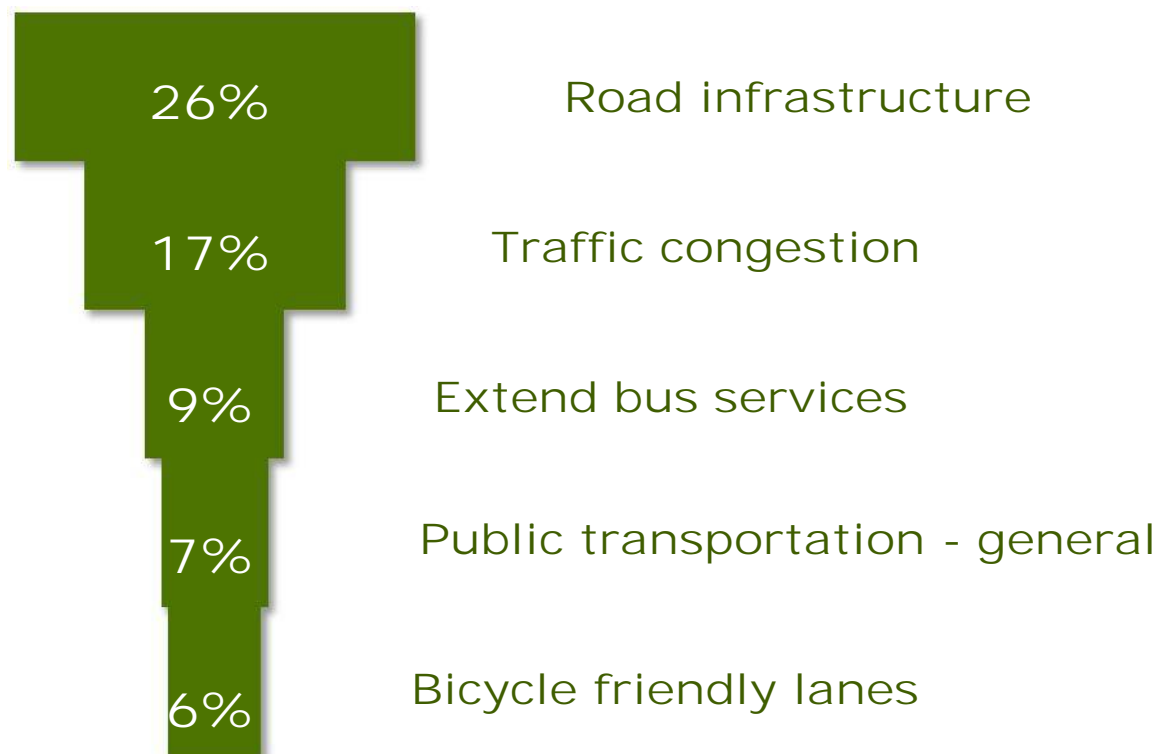
# Residents are split on their opinions on the condition of roads in Bend

## Conditions of Roads in Bend



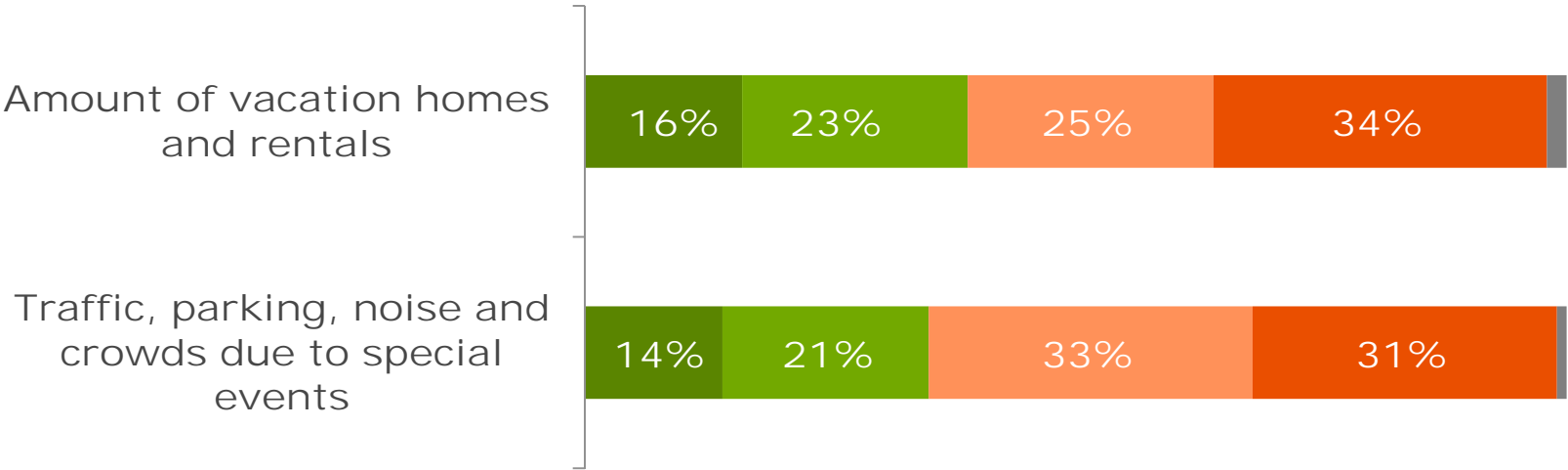
# Infrastructure and congestion are top of mind transportation issues for residents

What is the most important transportation issue?



# Moderate levels of concern are seen for amount of vacation homes and rental and traffic, parking, and crowds due to special events in the City

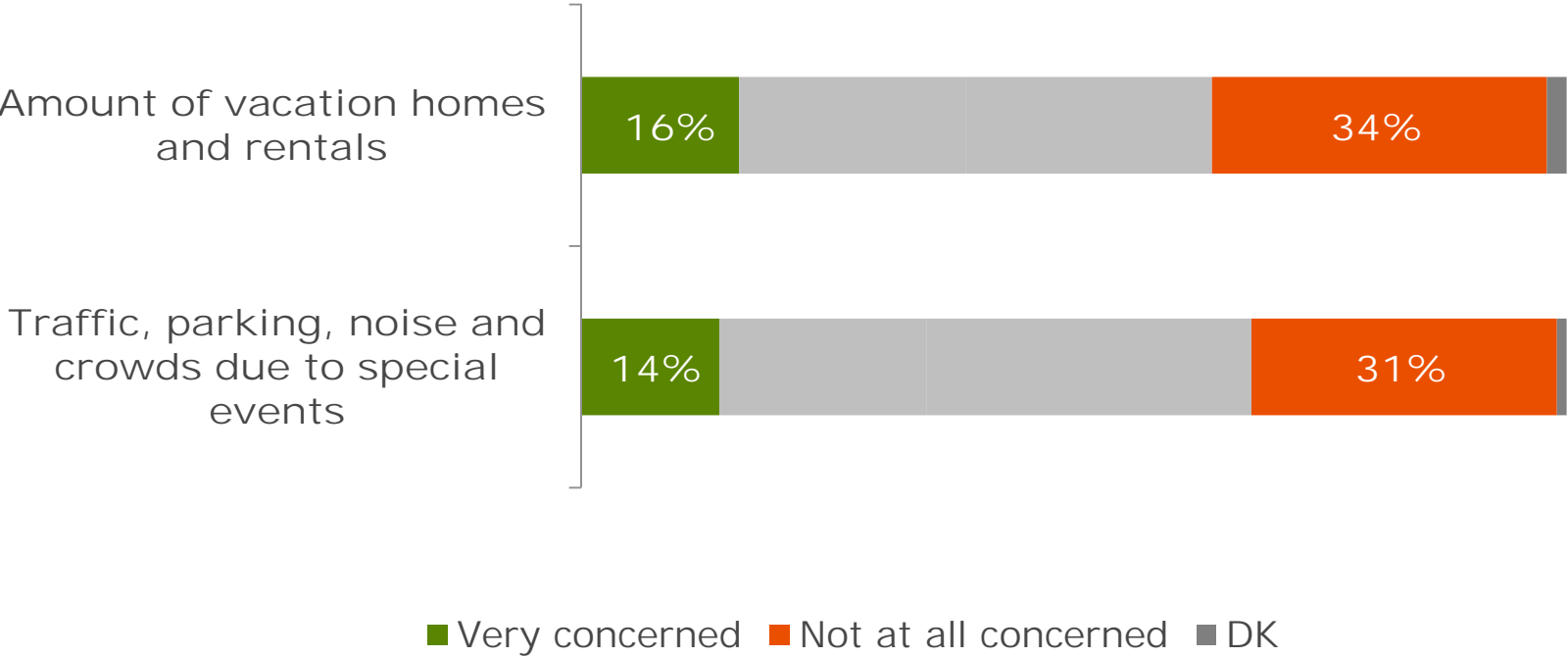
## Level of Concern



■ Very concerned ■ Somewhat concerned ■ Not too concerned ■ Not at all concerned ■ DK

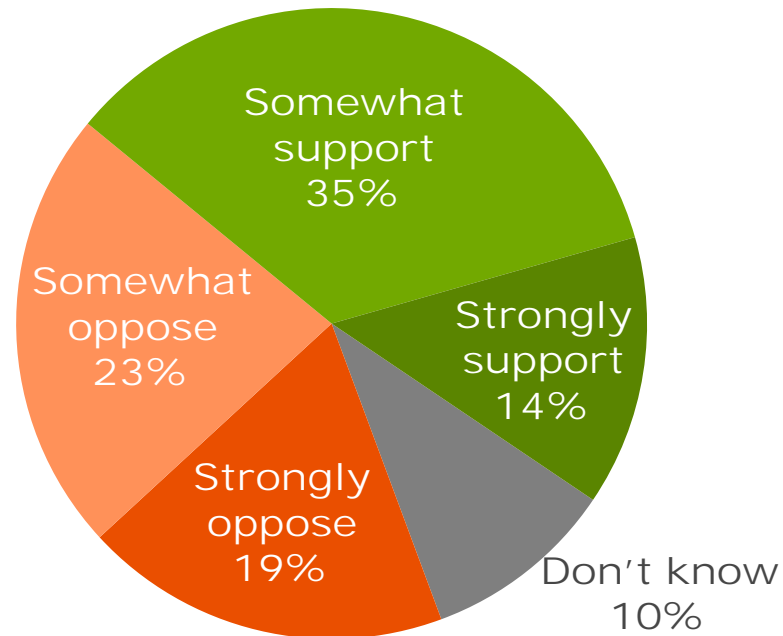
However, residents are twice as likely to be 'not at all concerned' than 'very concerned'

### Level of Concern



Overall, half of residents support public funds being used to address these issues, though most do not feel so strongly

### Support Funding to Address Problems



# What does the research tell us?

- Residents love living in Bend.
  - Almost all mention the environment, outdoors, and recreation when talking about what they like about living in the City. These are core values for what people believe Bend is a great place to live.
- The City is on the right track.
  - Even during the recession the city continued to see high ratings as a place to live and increased ratings on overall performance.
  - Issues most important to residents (drinking water service and public safety) are also the services rated highest in performance.
- Traffic congestion and transportation related issues are an increasing trend worth watching.
  - Traffic congestion was the top mention for least liked aspect of the city.
  - Maintaining existing streets and sidewalks also experienced a significant increase in importance compared to 2013.

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