dhm R E S E A R C H
DAVIS HIBBITTS & MIDGHALL INC.

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January 15, 2019

To: Anne Aurand, City of Bend
From: Michelle Neiss, Anne Buzzini, DHM Research
Re: City of Bend Community Survey—Online Results, #00815

INTRODUCTION & METHODOLOGY

From December 10, 2018 to January 6, 2019, DHM Research conducted an online survey of 1,914 Bend residents. The survey provided an opportunity for all interested residents to provide feedback to the City by answering the same questions that appeared in a statistically valid telephone survey.

Research Methodology: The online survey consisted of 1,914 Bend residents and took approximately 12 minutes to complete. This is a sufficient sample size to assess resident opinions generally and to review findings by multiple subgroups, including age, gender, and area of the city.

The City of Bend made the survey available on their website and promoted the survey on social media and with local media outlets.

Statement of Limitations: Community engagement surveys do not rely on random sampling and therefore, a margin of error cannot be calculated with confidence. Differences found between demographic groups should be interpreted cautiously as possible differences.

DHM Research Background: DHM Research has been providing opinion research and consultation throughout the Pacific Northwest and other regions of the United States for over 40 years. The firm is nonpartisan and independent and specializes in research projects to support public policy making.

DIFFERENCES BETWEEN ONLINE AND TELEPHONE SURVEY

An online version of the community survey was offered to all residents in Bend, to ensure that all interested parties had the opportunity to share feedback with the City. The City of Bend promoted the online version of the survey, which was made available from December 10, 2018 to January 6, 2019. A link to the survey appeared on the City website, and KTVZ shared a link to the survey in news articles and on social media.

Online community surveys made available to the general public create a valuable research opportunity that is distinct from statistically valid research. Attitudes expressed in this type of research may not accurately reflect the entire population, but the differences between an online community survey and one conducted with a representative sample of residents may show important details about community opinions.

The demographics of residents in the online survey differ noticeably from the demographics of the statistically valid sample—for which DHM set quotas and weighted the data to match US Census demographics. Online survey takers were disproportionately female (56% compared to 52%) and were more likely to hold a graduate degree (36% compared to 20%). These differences reflect the response bias of opt-in surveys generally.

Notably, residents in the online survey were also more likely to rely on multimodal transportation. Overall, 6% of online respondents indicated that they bike as their main mode of transportation, compared to just 1% of telephone respondents. There was also a slight increase in the proportion of respondents who walk for their main mode of transportation in the online survey (5% compared to 3%).

Northwest Bend residents also made up a larger proportion of the online survey—36% compared to 25% in the telephone survey.

These demographic differences are important to keep in mind when evaluating differences in attitudes between the two surveys. Notably, there are few differences at all—most differences represent a measure of degree or intensity, and many differences fall within the margins of error.

Residents who took the online survey were more likely to feel passionately about issues like sidewalks and bike lanes. Indeed, 44% of online respondents said this is an urgent or high priority, compared to 33% of telephone respondents. Additionally, 11% of online respondents said that sidewalks and bike lanes is the *one* service the City should fund—compared to just 1% of telephone respondents. These differences are likely due to the greater representation of residents who walk and bike as a main mode of transit in the online survey.

Online respondents were also more likely to rely on certain sources of information for news about the City of Bend. Due to the opt-in nature of the online survey, this reflects an expected self-selection bias. Residents who are more informed and engaged are more likely to hear about, and participate in, these types of surveys. Online respondents were much more likely to rely on local newspapers, television, radio, and *The Bend Current* than telephone survey respondents.

Online respondents exhibited diminished positivity about the City's overall performance as well as satisfaction with individual services. Few online participants gave the City an A grade compared to telephone respondents (7% vs. 17%), although the proportion of B grades was the same (43% each). Satisfaction with individual services was diminished, and the greatest declines were in regard to sewer service (43% vs. 54%) and building, planning, and permitting (13% vs 22%). These differences may reflect differing demographic, or it may reflect the propensity of residents with a complaint or grievance to be more motivated to take a survey of this type.

The differences between these two samples may help inform the impact of public comment in the future. Residents who proactively sought to share their opinion in the community survey are likely to be more informed about city issues and that may color their views. Importantly, more engaged residents tend to contact their elected leaders and appear more frequently at City Council meetings. Comparing the statistically valid results to those of the online survey can provide a useful comparison and shed light on how the loudest voices may differ from the public at large. Put another way, councilors may hear from residents who share opinions like those seen in the online survey, but opinions citywide may be more closely reflected in the telephone survey results.

Bend Community Survey 2018
December 10, 2018–January 6, 2019
Community Engagement, Promoted by City
12 minutes
DHM Research
#00815

S1. Please select your language / Por favor seleccione su idioma.

Response Category	n=1909
English	99%
Español	1%

2018 Community Survey

Thank you for taking the time to answer these survey questions. The City of Bend wants to get your feedback about our City and various services we provide. Your input is very important and will help to inform City decisions on issues that are important to the community. We value your candid responses. If you have recently answered these questions on the phone, we thank you for your time. This survey is intended for those who were not contacted earlier, to give everyone an opportunity to share their opinions.

This survey may take up to 10 minutes to complete and will be available until December 22. Your responses are completely confidential and no name or identifying information will be associated with your responses. The online survey is being hosted by an independent, third-party research firm, DHM Research. DHM will also collect and analyze the results.

Thank you for providing your feedback!
City of Bend

2018 Community Survey (Spanish version)

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Thank you for providing your feedback!
City of Bend

WARM-UP

1. I'd like to start with a question about quality of life. Would you say Bend, as a place to live, is:

Response Category	Online n=1909	Phone n=300
Excellent	35%	37%
Good	50%	47%
Fair	12%	13%
Poor	2%	1%
Very poor	2%	1%
I'm not sure	<1%	<1%

GOVERNMENT PERFORMANCE AND PRIORITIES

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2. If you were to give the City of Bend a grade for its performance, would you give it an A, meaning excellent, a B for above average, a C for average, a D for below average, or F for failing?

Response Category	Online n=1909	Phone n=300
A	7%	17%
B	43%	43%
C	34%	29%
D	10%	5%
F	3%	3%
I'm not sure	2%	3%

3. ***What is the most important issue in Bend that you would like your local government leaders to do something about? **(Open comment box)**

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How would you rate the City of Bend in each of the following areas? Using a scale of 1 to 5, where 1 is very poor, 3 is neutral, 5 is excellent, how would you rate the city on providing these services? **(Rotate)**

Response Category		Mean	Top Box (4+5)	(DNR) Don't know
4. Police and fire service				
	Online	**4.1**	72%	6%
	Phone	**4.2**	80%	2%
5. Drinking water service				
	Online	**4.2**	73%	6%
	Phone	**4.3**	77%	4%
6. Sewer service				
	Online	**3.5**	43%	12%
	Phone	**3.6**	54%	6%

Response Category	Mean	Top Box (4+5)	(DNR) Don't know
7. Maintaining City streets			
Online	**2.7**	24%	<1%
Phone	**2.8**	23%	--
8. Building, planning, and permitting service			
Online	**2.6**	13%	15%
Phone	**2.8**	22%	11%

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Over the next 10 years, Bend will be facing many issues. The City won't be able to do everything and must identify priorities. I'd like to read a list of services we provide. Should the City give each of the following a low priority, medium priority, high priority, or urgent priority? Please be selective in your rating as funding is limited and remember that we're talking about priorities over the next 10 years. You may have other priorities, but please limit your answers for now to just these issues. **(Rotate questions)**

Response Category	Low	Medium	High	Urgent	I'm not sure
9. Drinking water service					
Online	16%	39%	34%	3%	7%
Phone	25%	28%	34%	8%	5%
10. Street maintenance					
Online	3%	29%	49%	18%	1%
Phone	2%	27%	48%	20%	2%
11. Sidewalks and bike lanes					
Online	21%	33%	28%	16%	1%
Phone	25%	39%	28%	6%	2%
12. Increase availability of affordable housing					
Online	15%	26%	25%	33%	1%
Phone	12%	21%	27%	39%	1%
13. Police Department services					
Online	9%	40%	40%	6%	4%
Phone	11%	45%	34%	7%	2%
14. Fire Department services					
Online	7%	37%	44%	6%	5%
Phone	12%	33%	44%	7%	4%
15. Sewer service					
Online	15%	48%	22%	4%	10%
Phone	18%	42%	26%	10%	4%
16. Long-range community planning					
Online	5%	19%	42%	32%	2%
Phone	5%	29%	38%	26%	2%

BUDGET

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17. Now please tell me which ONE service you feel the city should prioritize to fund? **(Rotate items)**

Response Category	Online n=1909	Phone n=300
Drinking water service	2%	3%
Street maintenance	15%	19%
Sidewalks and bike lanes	11%	1%
Increase availability of affordable housing	27%	35%
Police Department services	8%	6%
Fire Department services	5%	3%
Sewer service	2%	5%
Long-range community planning	27%	24%
I'm not sure	2%	1%

TRANSPORTATION

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18. What is the most important transportation issue that you would like your local government leaders to do something about **(Open comment box)**?

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19. How would you rate the condition of roads and streets in Bend?

Response Category	Online n=1909	Phone n=300
Excellent	3%	5%
Good	50%	49%
Poor	37%	42%
Very poor	9%	3%
I'm not sure	1%	1%

GROWTH

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20. How concerned are you with traffic, parking, noise, and crowds?

Response Category	Online n=1909	Phone n=300
Very concerned	44%	41%
Somewhat concerned	34%	38%
Not too concerned	17%	15%
Not at all concerned	4%	6%
I'm not sure	<1%	1%

COMMUNICATIONS

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21. Where do you get information about City issues in Bend? Click on all that apply.

Response Category	Online n=1909	Phone n=300
Local newspaper (daily *Bend Bulletin* or *The Source Weekly*)	72%	48%
Other newspaper	4%	3%
City government's e-newsletter (eNews, The Bend Current)	28%	9%
TV	50%	44%
Radio	22%	15%
City social media (Facebook, Twitter, Instagram)	45%	17%
City website	24%	20%
Friends, family	37%	19%
Other **[open text box]**	11%	1% or less
I'm not sure [**Exclusive**]	1%	1%

[new page]

22. What would you like to hear more about from the City of Bend? (**Open comment box**)

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23. How much impact do you think people like you can have in making Bend a better place to live?

Response Category	Online n=1909	Phone n=300
A big impact	25%	21%
A moderate impact	37%	39%
A small impact	28%	27%
No impact at all	8%	10%
I'm not sure	2%	3%

AFFORDABLE HOUSING

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24. What type of housing options should Bend officials prioritize? Even if you think all of these are important, we'd like to hear which one you think the community needs most. **[rotate options]**

Response Category	Online n=1909	Phone n=300
Single-family homes	29%	36%
Multi-family apartments	18%	22%
Attached housing, such as duplexes, triplexes, or townhomes	39%	37%
I'm not sure	12%	5%

25. Which of the following do you prefer? **[rotate options]**

Response Category	Online n=1909	Phone n=300
I would prefer that Bend mix retail shops, housing, and services together to create complete, mixed-use, walkable neighborhoods.	73%	64%
I would prefer that residential neighborhoods be separate from retail and services, even if it means more driving.	22%	33%
I'm not sure	5%	3%

DEMOGRAPHICS

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These last few questions are to make sure we have a valid sample of the community. It's important that we collect answers to all of these questions. Your information is completely confidential and anonymous.

26. How many years have you lived in Bend? **(Open text box, autocode as)**

Response Category	Online n=1909	Phone n=300
less than 5	24%	3%
5–9	18%	12%
10–19	26%	32%
20+	28%	52%
I prefer not to say	4%	1%

27. Do you rent or own your home?

Response Category	Online n=1909	Phone n=300
Rent	17%	18%
Own	80%	81%
I prefer not to say	2%	1%

28. Do you live in the Northwest, Southwest, Northeast, or Southeast area of Bend?
    Please use the location where Highway 97 and Colorado Avenue meet as a reference point to divide the city into quadrants.

Response Category	Online n=1909	Phone n=300
Northwest	36%	25%
Southwest	16%	21%
Northeast	27%	26%
Southeast	18%	24%
I prefer not to say	3%	4%

29. For most days of the week, is your main mode of transportation by: **(read list)**

Response Category	Online n=1909	Phone n=300
Driving in a car or truck alone	69%	72%
Driving in a car or truck with others	18%	20%
Bicycle	6%	1%
Walking	5%	3%
Bus or public transportation	1%	2%
Other mode **[open text box]**	2%	2%
I prefer not to say/I'm not sure	1%	1%

30. What is your age? **(Open text box, autocode in below categories.**

Response Category	Online n=1909	Phone n=300
Under 18	n=2	--
18–24	2%	8%
25–34	12%	21%
35–54	39%	35%
55–64	19%	10%
65+	23%	26%
I prefer not to say	5%	1%
No answer	n=5	--

31. What's the highest level of education you've obtained?

Response Category	Online n=1909	Phone n=300
Less than high school	n=3	1%
High school diploma	3%	16%
Some college	17%	27%
College degree	42%	35%
Graduate/professional school	36%	20%
I prefer not to say	2%	n=1

32. Do you describe your gender as:

Response Category	Online n=1909	Phone n=300
Male	38%	47%
Female	56%	52%
Non-binary or gender non-conforming	1%	1%
Other **[open text box]**	n=8	--
I prefer not to say	4%	n=1

33. ***Which of the following best describes your race or ethnicity? Click on all that apply.

Response Category	Online n=1909	Phone n=300
African	n=4	1%
Asian/Pacific Islander	1%	1%
Black/African American	n=7	1%
Hispanic/Latino	3%	7%
Middle Eastern/North African	n=4	--
Native American/American Indian	1%	3%
White/Caucasian	86%	86%
Other [open text box]	1%	1%
I'm not sure [Exclusive]	n=2	1%
I prefer not to say [Exclusive]	9%	3%

Thank you for your time!