

December 13, 2018

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

## INTRODUCTION & METHODOLOGY

From December 4–10, 2018 DHM Research conducted a telephone survey of 300 residents residing in Bend, Oregon. The goals of the survey were to measure changes in resident attitudes over time, to assess the City's performance in providing certain services, and to identify current resident priorities.

**Research Methodology:** The telephone survey consisted of 300 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.

Respondents were contacted by a live interviewer from a list of registered voters, which included cell phones. In gathering responses, a variety of quality control measures were employed, including questionnaire pre-testing and validation. Quotas were set by age, gender, and race/ethnicity to ensure a representative sample. Responses are weighted to Census demographics for the City.

**Statement of Limitations:** Any sampling of opinions or attitudes is subject to a margin of error. The margin of error is a standard statistical calculation that represents differences between the sample and total population at a confidence interval, or probability, calculated to be 95%. This means that there is a 95% probability that the sample taken for this study would fall within the stated margin of error if compared with the results achieved from surveying the entire population. The margin of error for this survey is +/- 5.7%.

**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.

**Bend Community Survey 2018**  
**December 4–10, 2018**  
**N=300; Bend general population**  
**12 minutes; margin of error +/- 5.6%**  
**DHM Research #00815**

\*\*\*Indicates new question.

Introduction: Hi, my name is \_\_\_\_ and I'm calling to ask some questions about important City of Bend issues. I'm not selling anything, and this shouldn't take too long. (Anyone age 18+ qualifies)

**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 excellent, good, fair, poor, or very poor?

Response Category	2018 n=300	2014 n=400	2013 n=400
Excellent	37%	62%	57%
Good	47%	28%	33%
Fair	13%	9%	8%
Poor	1%	1%	1%
Very poor	1%	--	--
<b>(DO NOT READ)</b> Don't know	<1%	<1%	1%

**GOVERNMENT PERFORMANCE AND PRIORITIES**

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	2018 n=300	2014 n=400	2013 n=400
A	17%	22%	11%
B	43%	47%	49%
C	29%	22%	30%
D	5%	6%	7%
F	3%	1%	2%
<b>(DO NOT READ)</b> Don't know	3%	1%	1%

3. \*\*\*What is the most important issue in Bend that you would like your local government leaders to do something about? (Open, probe for specifics)

Response Category	n=300
<b>Transportation (Net)</b>	<b>46%</b>
<i>Roads &amp; congestion (Subnet)</i>	<i>40%</i>
Traffic congestion	22%
Road repair, maintenance	16%
Build new roads, expand roads	6%
<i>Public transportation (Subnet)</i>	<i>4%</i>
<i>Other transportation (Subnet)</i>	<i>2%</i>
<b>Social Issues (Net)</b>	<b>29%</b>
Housing, affordable housing	27%
Homelessness, hunger	3%
<b>Growth, Overdevelopment (Net)</b>	<b>22%</b>
Manage growth, too much development	10%
Overpopulation, too many people moving in	7%
Upkeep of infrastructure	5%
All other growth categories	2% or less
<b>Economy, jobs (Net)</b>	<b>6%</b>
Economy cost of living	3%
All other economy	2% or less
<b>School issues (Net)</b>	<b>5%</b>
Fund schools, education	4%
Other school issues	1%
<b>Government and taxes (Net)</b>	<b>4%</b>
All other responses	2% or less
None, nothing, refused	3%
Don't know, need more information	2%

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
<b>4. Police and fire service</b>				
	2018	4.2	80%	2%
	2014	8.1	72%	2%
	2013	7.4	57%	2%
<b>5. Drinking water service</b>				
	2018	4.3	77%	4%
	2014	8.3	76%	1%
	2013	7.2	52%	4%
<b>6. Sewer service</b>				
	2018	3.6	54%	6%
	2014	7.4	52%	8%

Response Category		Mean	Top Box (4+5)	(DNR) Don't know
<b>7. Maintaining City streets*</b>				
	2018	2.8	23%	--
	2014	5.7	20%	<1%
	2013	6.0	22%	1%
<b>8. Building, planning, and permitting service</b>				
	2018	2.8	22%	11%
	2014	6.1	25%	8%

\*In 2013 and 2014, this question read, “maintaining existing City streets and sidewalks.”

Note: In 2013 and 2014, the scale provided was 1–10. The top box figures refer to (8+9+10) for those years.

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)**

Response Category		Low	Medium	High	Urgent	(DNR) Don't know
<b>9. Drinking water service</b>						
	2018	25%	28%	34%	8%	5%
	2014	16%	35%	39%	8%	3%
	2013	6%	24%	54%	14%	2%
<b>10. Street maintenance*</b>						
	2018	2%	27%	48%	20%	2%
	2014	5%	39%	45%	11%	1%
	2013	8%	52%	33%	6%	1%
<b>11. ***Sidewalks and bike lanes</b>						
	2018	25%	39%	28%	6%	2%
<b>12. ***Increase availability of affordable housing</b>						
	2018	12%	21%	27%	39%	1%
<b>13. Police Department services*</b>						
	2018	11%	45%	34%	7%	2%
	2014	8%	31%	50%	10%	1%
	2013	5%	35%	49%	10%	1%
<b>14. Fire Department services*</b>						
	2018	12%	33%	44%	7%	4%
	2014	4%	29%	54%	13%	<1%
	2013	3%	33%	52%	11%	1%
<b>15. Sewer service*</b>						
	2018	18%	42%	26%	10%	4%
	2014	11%	44%	34%	7%	4%
	2013	12%	40%	36%	9%	4%

Response Category	Low	Medium	High	Urgent	(DNR) Don't know
16. ***Long-range community planning					
2018	5%	29%	38%	26%	2%

\*In 2013 and 2014, services were described slightly differently as follows: “repair and maintain drinking water infrastructure;” “repair and maintain existing city streets and sidewalks,” “maintain service levels in the Police Department;” “maintain service levels in the Fire Department;” and “repair and improve the sewer infrastructure.”

## BUDGET

17. I'd like to read the same list. Please tell me which ONE service you feel the city should prioritize to fund? **(Rotate items)**

Response Category	2018 n=300	2014 n=400
Increase availability of affordable housing	35%	--
Long-range community planning	24%	--
Street maintenance*	19%	20%
Police Department services	6%	16%
Sewer service	5%	7%
Drinking water service	3%	14%
Fire Department services	3%	11%
<b>(DNR) Don't know</b>	3%	--
Sidewalks and bike lanes	1%	--

\*In 2013 and 2014 response category read, “repair and maintain existing city streets and sidewalks.”

## TRANSPORTATION

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

Response Category	n=300
<b>Traffic and roads (Net)</b>	<b>62%</b>
Traffic and congestion	33%
Maintain infrastructure	16%
Expand infrastructure	15%
All other traffic and roads	2% or less
<b>Public transportation (Net)</b>	<b>26%</b>
Extend bus service, more areas covered, buses	15%
Public transportation general	8%
All other public transportation	1%
<b>Safety (Net)</b>	<b>6%</b>
Pedestrians and bikes	4%
All other safety	2% or less
All other responses	Less than 1%
None, nothing, refused	5%
Don't know, need more information	1%

19. Would you rate the condition of roads and streets in Bend as excellent, good, poor, or very poor?

Response Category	2018 n=300	2014 n=400
Excellent	5%	2%
Good	49%	50%
Poor	42%	41%
Very poor	3%	6%
<b>(DNR)</b> Don't know	1%	1%

**GROWTH**

20. \*How concerned are you with traffic, parking, noise, and crowds? Would you say you are very concerned, somewhat concerned, not too concerned or not at all concerned?

Response Category	2018 n=300
Very concerned	41%
Somewhat concerned	38%
Not too concerned	15%
Not at all concerned	6%
<b>(DNR)</b> Don't know	1%

**COMMUNICATIONS**

21. Where do you get information about City issues in Bend? **(Check all that apply. DO NOT READ LIST)**

Response Category	2018 n=300	2014 n=400	2013 n=400
Local newspaper (daily Bend Bulletin or The Source Weekly)*	48%	50%	60%
TV	44%	49%	53%
City Website	20%	21%	28%
Friends/Family	19%	18%	28%
City social media (Facebook, Twitter, Instagram)	17%	--	--
Radio	15%	14%	17%
City government's e-newsletter (eNews, The Bend Current)	9%	--	--
Other newspaper mentions	3%	--	--
All other responses	1% or less	3% or less	4% or less
<b>(DNR)</b> Don't know	1%	3%	3%

\*In 2013 and 2014, response category read: "newspaper."

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

Response Category	n=300
<b>Housing and homelessness (Net)</b>	<b>16%</b>
Housing	15%
Homeless	2%
<b>Growth (Net)</b>	<b>14%</b>
Plans for future growth	13%
Cost to developers	1%
<b>Transportation (Net)</b>	<b>13%</b>
Roads, repairs, snow removal	7%
Traffic, congestion	7%
All other transportation	1% or less
<b>Outreach and communications (Net)</b>	<b>11%</b>
Information, what's going on, improvements	5%
City planning and information	4%
All other outreach	3% or less
<b>Government and taxes (Net)</b>	<b>7%</b>
Budget, money issues, how spent	4%
All other government and taxes	2% or less
Too much growth, too crowded, stop promoting city	4%
Infrastructure	4%
All other responses	3% or less
None, nothing, refused	25%
Don't know	3%

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

Response Category	2018 n=300
A big impact	21%
A moderate impact	39%
A small impact	27%
No impact at all	10%
<b>(DNR)</b> I'm not sure	3%

#### AFFORDABLE HOUSING

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	2018 n=300
Single family homes	36%
Multi-family apartments	22%
Attached housing, such as duplexes, triplexes, or townhomes	37%
<b>(DNR)</b> Don't know	5%

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

Response Category	2018 n=300
I would prefer that Bend mix retail shops, housing, and services together to create complete, mixed-use, walkable neighborhoods.	64%
I would prefer that residential neighborhoods be separate from retail and services, even if it means more driving.	33%
<b>(DNR)</b> Don't know	3%

## DEMOGRAPHICS

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, record number)

Response Category	n=300
less than 5	3%
5-9	12%
10-19	32%
20+	52%
<b>(DNR)</b> Refused	1%

27. Do you rent or own your home?

Response Category	n=300
Rent	18%
Own	81%
<b>(DNR)</b> Refused	1%

28. Do you live in the Northwest, Southwest, Northeast, or Southeast area of Bend?

Response Category	n=300
Northwest	25%
Southwest	21%
Northeast	26%
Southeast	24%
<b>(DNR)</b> Refused	4%

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

Response Category	n=300
Driving in a car or truck alone	72%
Driving in a car or truck with others	20%
Bicycle	1%
Walking	3%
Bus or public transportation	2%
Other mode (specify)	2%
<b>(DNR)</b> Refused	1%



30. What is your age? **(IF REFUSED: Into which of the following groups does your age fall? READ LIST).**

Response Category	n=300
18–24	8%
25–34	21%
35–54	35%
55–64	10%
65+	26%
(DON'T READ) Refused	1%

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

Response Category	n=300
Less than high school	1%
High school diploma	16%
Some college	27%
College degree	35%
Graduate/professional school	20%
(DON'T READ) Refused	n=1

32. Do you describe your gender as:

Response Category	n=300
Male	47%
Female	52%
Non-binary or gender non-conforming	1%
(DON'T READ) Don't know	--
(DON'T READ) Refused/Missing	n=1

33. \*\*\*Which of the following best describes your race or ethnicity? **(allow for multiple responses)**

Response Category	n=300
African	1%
Asian/Pacific Islander	1%
Black/African American	1%
Hispanic/Latino	7%
Middle Eastern/North African	--
Native American/American Indian	3%
White/Caucasian	86%
Other	1%
(DON'T READ) Don't know	1%
(DON'T READ) Refused/Missing	3%