December 13, 2022

To: City of Bend
From: Michelle Neiss, DHM Research
Re: City of Bend Community Perceptions Survey, #01152

INTRODUCTION & METHODOLOGY

From December 1-6, 2022, DHM Research conducted a hybrid phone and text-to-online survey of Bend residents. The purpose of the survey was to assess satisfaction with City services, benchmark attitudes to previous years, and gather feedback on emerging priorities. Results will be used to help plan strategic goals for the next biennium.

Research Methodology: The hybrid phone and text-to-online survey consisted of 400 responses and took approximately 12 minutes to complete. This is a sufficient sample size to assess voter opinions generally and to review findings by multiple subgroups, including age, gender, and voter record.

Respondents were contacted from multiple lists which may include a list of registered voters; a landline household list compiled from public records and consumer lists; and a cellular consumer list based off of cell and cable consumer information matched to publicly available address information. Telephone respondents were contacted by a live interviewer and text-to-online respondents received a text invitation directing them to an online survey. The survey was available in English and in Spanish. In gathering responses, a variety of quality control measures were employed, including questionnaire pre-testing and validation. Quotas were set by age, gender, and area of the county to ensure a representative sample.

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 +/- 4.9%.

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 2022
December 1st – 6th, 2022
Hybrid phone and text-to-online survey; 12 minutes
N=400; margin of error ±4.9%
DHM Research
#01152

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]**

As needed:
- We are not trying to sell you anything.
- The survey should only take a few minutes and I think you will find the questions interesting.
- Your answers are strictly confidential.

[Telephone only] If at any time you are unsure of your answer, just let us know.

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	2022 n=400	2020 n=305	2018 n=300	2014 n=400
Excellent	21%	36%	37%	62%
Good	49%	52%	47%	28%
Fair	21%	11%	13%	9%
Poor	6%	1%	1%	1%
Very poor	2%	n=1	1%	--
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	2022 n=400	2020 n=305	2018 n=300	2014 n=400
A	7%	14%	17%	22%
B	36%	51%	43%	47%
C	31%	22%	29%	22%
D	18%	8%	5%	6%
F	6%	2%	3%	1%
Don't know	3%	3%	3%	1%

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

Response category	n=400
Social Issues (Net)	**58%**
Homelessness/hunger	36%
Housing/affordable housing	25%
Healthcare/poor access to healthcare	2%
Race relations	<1%
Other social issues	<1%
Transportation (Net)	**20%**
Roads & congestion (Subnet)	*12%*
Traffic congestion	9%
Road repair/maintenance	4%
Build new roads, expand roads	1%
Other general roads/bridges/ construction	<1%
Public transportation (General)	*4%*
Other transportation (Subnet)	*5%*
Bicycle issues	2%
Other	4%
Growth/Overdevelopment (Net)	**13%**
Manage growth/Too much development	7%
Overpopulation/too many people moving in	4%
Upkeep of infrastructure	2%
Land use	2%
Changes due to new people	<1%
Sewer/cost to install	<1%
Economy/Jobs (Net)	**11%**
Cost of living/Inflation	9%
Economy, general	2%
Jobs/unemployment	1%
Wages – living wages, increased wages	<1%
Other (Economy/Jobs)	--
Government & Taxes (Net)	**9%**
Bad government/politicians	6%
High taxes/property taxes	2%
Mismanage money	1%
Other	<1%
Crime/public safety	8%
Drugs/Addiction	3%
Environment	3%

Response category	n=400
School issues (Net)	**1%**
Fund schools/education	1%
Open schools	--
Other school issues	1%
Gun laws/Measure 114	1%
COVID/Pandemic	--
Other	1%
None/nothing/refused	1%
Don't know/Need more information	1%

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? **[Randomize]**

Response Category		Mean	Top Box (4+5)	Not sure
4. Police and fire service				
	2022	3.8	62%	4%
	2020	4.2	81%	2%
	2018	4.2	80%	2%
	2014	8.1	72%	2%
5. Drinking water service				
	2022	4.0	67%	6%
	2020	4.5	84%	4%
	2018	4.3	77%	4%
	2014	8.3	76%	1%
6. Sewer service				
	2022	3.7	50%	10%
	2020	4.2	75%	8%
	2018	3.6	54%	6%
7. Maintaining City streets*				
	2022	3.0	36%	1%
	2020	3.0	34%	--
	2018	2.8	23%	--
	2014	5.7	20%	<1%
8. Building, planning, and permitting service				
	2022	2.5	17%	8%
	2020	2.9	22%	10%
	2018	2.8	22%	11%
	2014	6.1	25%	8%

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. **[Randomize]**

Response Category	Low	Medium	High	Urgent	Not sure
9. Drinking water service					
2022	14%	37%	36%	8%	5%
2020	25%	32%	37%	2%	4%
2018	25%	28%	34%	8%	5%
2014	16%	35%	39%	8%	3%
10. Street maintenance					
2022	6%	42%	41%	11%	1%
2020	10%	36%	45%	8%	2%
2018	2%	27%	48%	20%	2%
2014	5%	39%	45%	11%	1%
11. Sidewalks and bike lanes					
2022	31%	38%	22%	7%	2%
2020	19%	42%	28%	9%	2%
2018	25%	39%	28%	6%	2%
12. Increase availability of affordable housing					
2022	14%	24%	25%	36%	1%
2020	14%	16%	34%	34%	2%
2018	12%	21%	27%	39%	1%
13. Police Department services					
2022	11%	34%	38%	15%	2%
2020	16%	38%	39%	7%	<1%
2018	11%	45%	34%	7%	2%
2014	8%	31%	50%	10%	1%
14. Fire Department services					
2022	8%	35%	44%	9%	5%
2020	10%	35%	49%	6%	<1%
2018	12%	33%	44%	7%	4%
2014	4%	29%	54%	13%	<1%
15. Sewer service					
2022	15%	48%	24%	3%	10%
2020	24%	36%	28%	4%	9%
2018	18%	42%	26%	10%	4%
2014	11%	44%	34%	7%	4%
16. Long-range community planning					
2022	7%	28%	35%	27%	3%
2020	7%	25%	48%	15%	5%
2018	5%	29%	38%	26%	2%

BUDGET

15. Now please tell me which ONE service you feel the city should prioritize to fund? **[Randomize]**

Response category	2022 n=400	2020 n=305	2018 n=300	2014 n=400
Increase availability of affordable housing	37%	42%	35%	--
Long-range community planning	22%	22%	24%	--
Police Department services	17%	11%	6%	16%
Street maintenance	8%	11%	19%	20%
Sidewalks and bike lanes	4%	5%	1%	--
Fire Department services	4%	4%	3%	11%
Drinking water service	3%	1%	3%	14%
Sewer service	2%	1%	5%	7%
Don't know	2%	3%	3%	--

TRANSPORTATION

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

Response category	2022 n=400	2020 n=305	2018 n=300	2014 n=400
Excellent	6%	3%	5%	2%
Good	56%	64%	49%	50%
Poor	29%	28%	42%	41%
Very poor	8%	5%	3%	6%
Don't know	1%	n=1	1%	1%

GROWTH

17. Right now, what should the City of Bend's biggest priority be for better managing its growth? **[Randomize]**

Response category	n=400
Keeping the region an affordable place to live with access to affordable housing.	28%
Ensuring our roadways and transportation system can handle more people.	20%
Protecting public safety as more people come to the area.	17%
Creating more living wage jobs and diversifying our economy.	14%
Protecting scenic vistas and ability to view the surrounding landscape.	13%
Attracting people of different backgrounds to make our community more diverse.	5%
Don't know	2%

18. ***Here is a list of things the City of Bend could be doing to address homelessness. Which two do you think should be the top priorities? **[Allow up to two responses] [Randomize 1–5]**

Response category	n=400
Work with the County to ensure access to mental health and addiction services	53%
Provide grants to non-profits to provide services to people experiencing homelessness	25%
Provide shelters for vulnerable populations	24%
Create additional organized camp facilities for people experiencing homelessness	20%
Provide safe parking spaces where people can sleep in their vehicles	10%
None of these	15%
Don't know	3%

19. ***Here is a list of things the City of Bend could be doing to address housing affordability. Which two do you think should be the top priorities? **[Allow up to two responses] [Randomize 1–5]**

Response category	n=400
Provide housing for lower- and middle-income Bend residents	34%
Provide housing for specific vulnerable groups of people, such as senior citizens or families with children	31%
Create programs and services to help middle class residents better afford housing	31%
Make it easier to build more housing in Bend	22%
Provide financial support for new affordable housing developments	16%
None of these	15%
Don't know	2%

20. ***I'm going to read you two statements. Please tell me which one of the following statements comes closer to your point of view: **[Rotate]**

Response category	n=400
The City of Bend's plan to address housing affordability and houselessness needs to prioritize creating the facilities needed to address the problem: shelters and affordable housing	29%
The City of Bend's plan to address housing affordability and houselessness needs to prioritize providing the social services needed to address the problem, such as counseling, housing, case management, financial education, and life skills	58%
Don't know	13%

COMMUNICATIONS

21. Where do you get information about City issues in Bend? Indicate all that apply. **[Randomize 1–10]**

Response category	2022 n=400	2020 n=305	2018 n=300	2014 n=400	2013 n=400
Local newspaper (daily Bend Bulletin or The Source Weekly)	51%	41%	48%	50%	60%
TV	40%	45%	44%	49%	53%
Friends/Family	39%	11%	19%	18%	28%
City social media (Facebook, Twitter, Instagram)	30%	21%	17%	--	--
City Website	24%	12%	20%	21%	28%
Neighborhood association	21%	7%	--	--	--
City government's e-newsletter (eNews, The Bend Current)	19%	9%	9%	--	--
Nextdoor App	17%	3%	--	--	--
Other newspaper mentions	13%	4%	3%	--	--
Reddit	1%	--	--	--	--
Other	11%	11%	1% or less	3% or less	4% or less
Don't know	3%	2%	1%	3%	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.

22. How many years have you lived in Bend?

Response category	n=400
less than 5	12%
5–9	20%
10–19	27%
20+	40%
Don't know	1%

23. Do you rent or own your home?

Response category	n=400
Rent	22%
Own	76%
Prefer not to say	2%

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

Response category	n=400
Northwest	22%
Southwest	20%
Northeast	30%
Southeast	25%
Prefer not to say	3%

25. For most days of the week, what is your main mode of transportation**?**

Response category	n=400
Driving in a car or truck alone	74%
Driving in a car or truck with others	19%
Bicycle	2%
Walking	4%
Bus or public transportation	--
Other mode	1%
Don't know	1%

26. What is your age? **[If refused: Into which of the following groups does your age fall? Read list].**

Response category	n=400
18–24	2%
25–34	26%
35–54	35%
55–64	13%
65+	24%
Prefer not to say	n=1

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

Response category	n=400
Less than high school	3%
High school diploma	20%
Some college	33%
College degree	26%
Graduate/professional school	17%
Prefer not to say	1%

28. Do you describe your gender as:

Response category	n=400
Male	47%
Female	51%
Non-binary or gender non-conforming	1%
Don't know	--
Refused	n=2

29. Which category best describes your 2021 gross household income, before taxes? Remember to include everyone living in your household. Your best estimate will do.

Response category	n=400
Less than $25,000	3%
$25,000 to less than $50,000	11%
$50,000 to less than $75,000	17%
$75,000 to less than $100,000	18%
$100,000 to less than $150,000	21%
$150,000 or more	24%
Refused	6%

30. Which of the following best describes your race or ethnicity? Choose all that apply. **[Allow for multiple responses]**

Response category	n=400
African	2%
Asian/Pacific Islander	3%
Black/African American	n=2
Hispanic/Latino	9%
Middle Eastern/North African	1%
Native American/American Indian	2%
White/Caucasian	85%
Other	2%
Don't know	1%
Refused	2%

CLOSING PAGE

Thank you for your time! Findings are shared with the Bend City Council to influence their goals for the next two years.