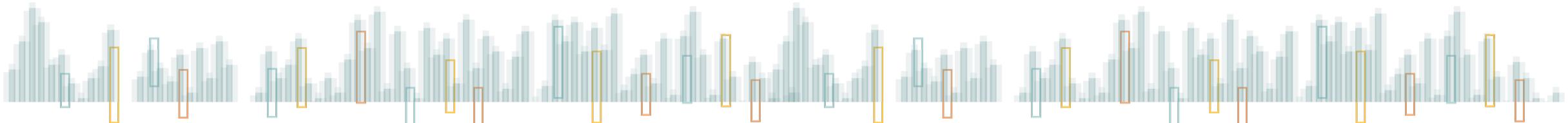




CITY OF BEND

City of Bend Community Survey

December 2024



Research purpose

- Assess satisfaction with City services
- Benchmark attitudes to previous years
- Gather feedback on emerging priorities
- Provide results to help inform City Council goals for the next biennium



Methodology

- Hybrid phone and text-to-online survey of N=400 Bend voters
- Conducted December 2-8, 2024; 12 minutes to complete
- Quotas set by age, gender, race, and education level; data weighted by income to ensure a representative sample
- Margin of error $\pm 4.9\%$
- Due to rounding, some totals may differ by ± 1 from sum of separate responses

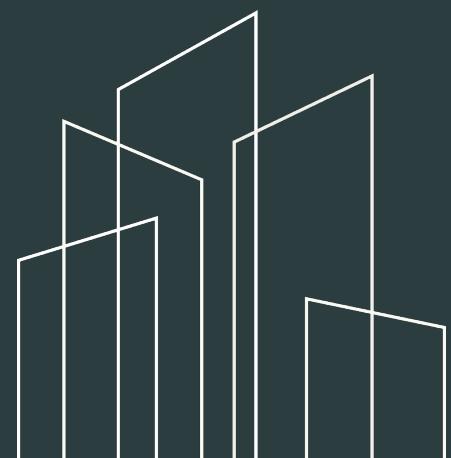


Methodology - Online opt-in survey

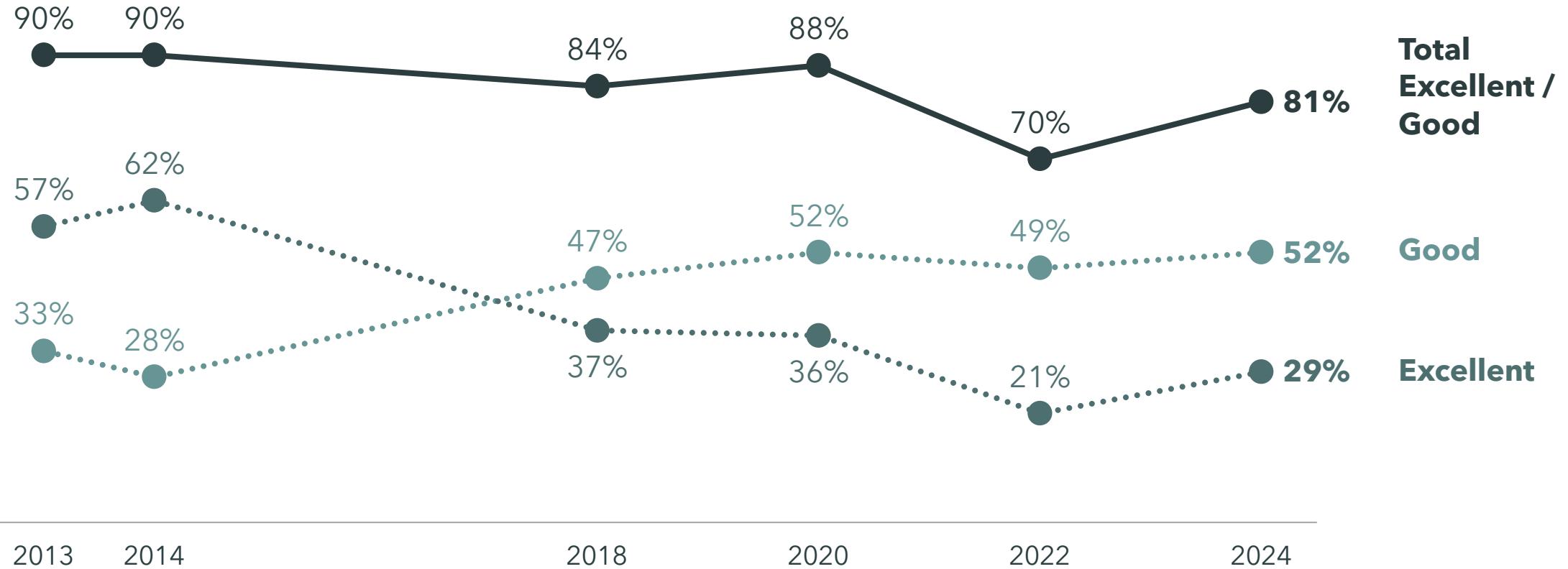
- Online survey of N=1,335 Bend residents
- Conducted December 9 - 27, 2024
- Participants self-selected into the survey; margin of error cannot be calculated with confidence
- Available in Spanish and English



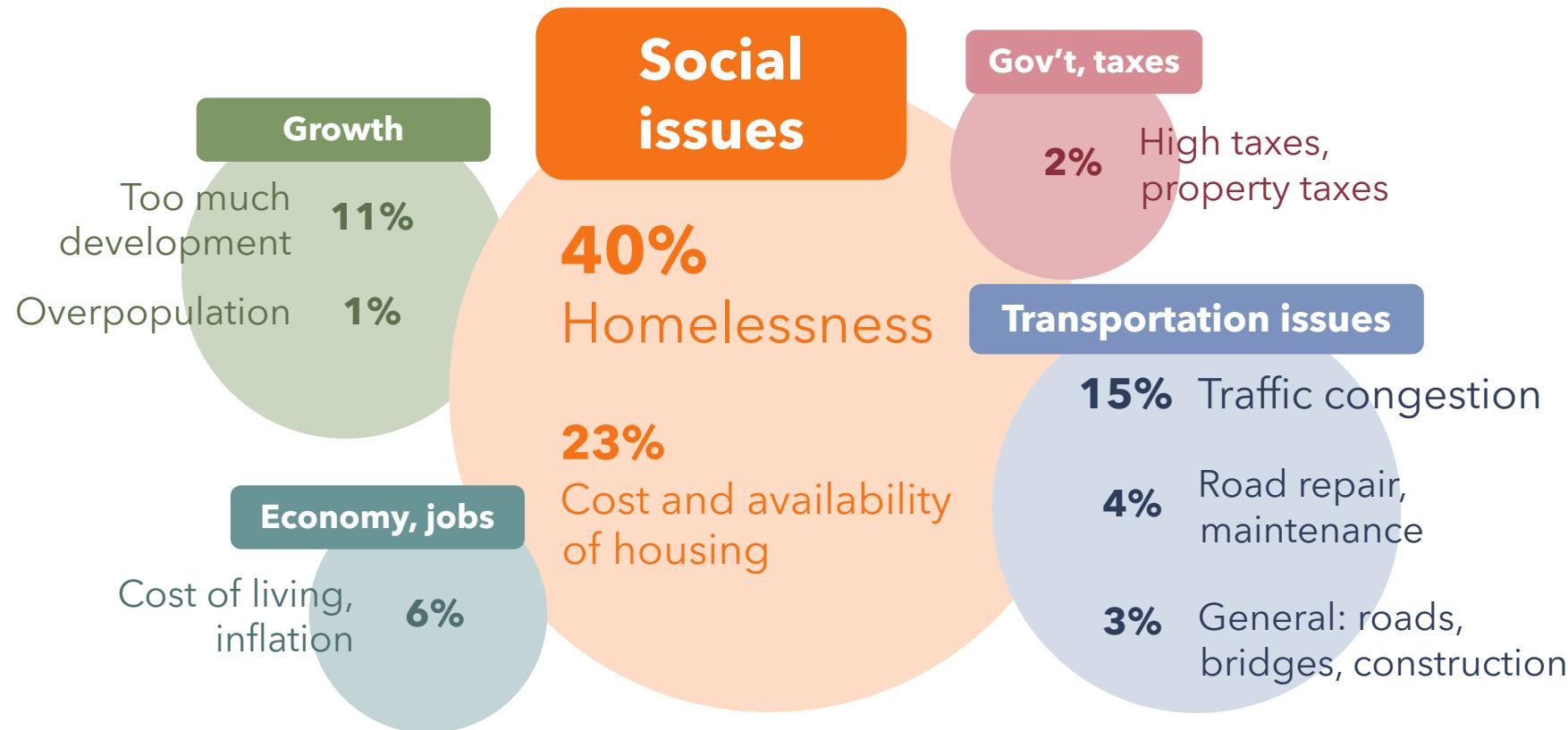
General mood



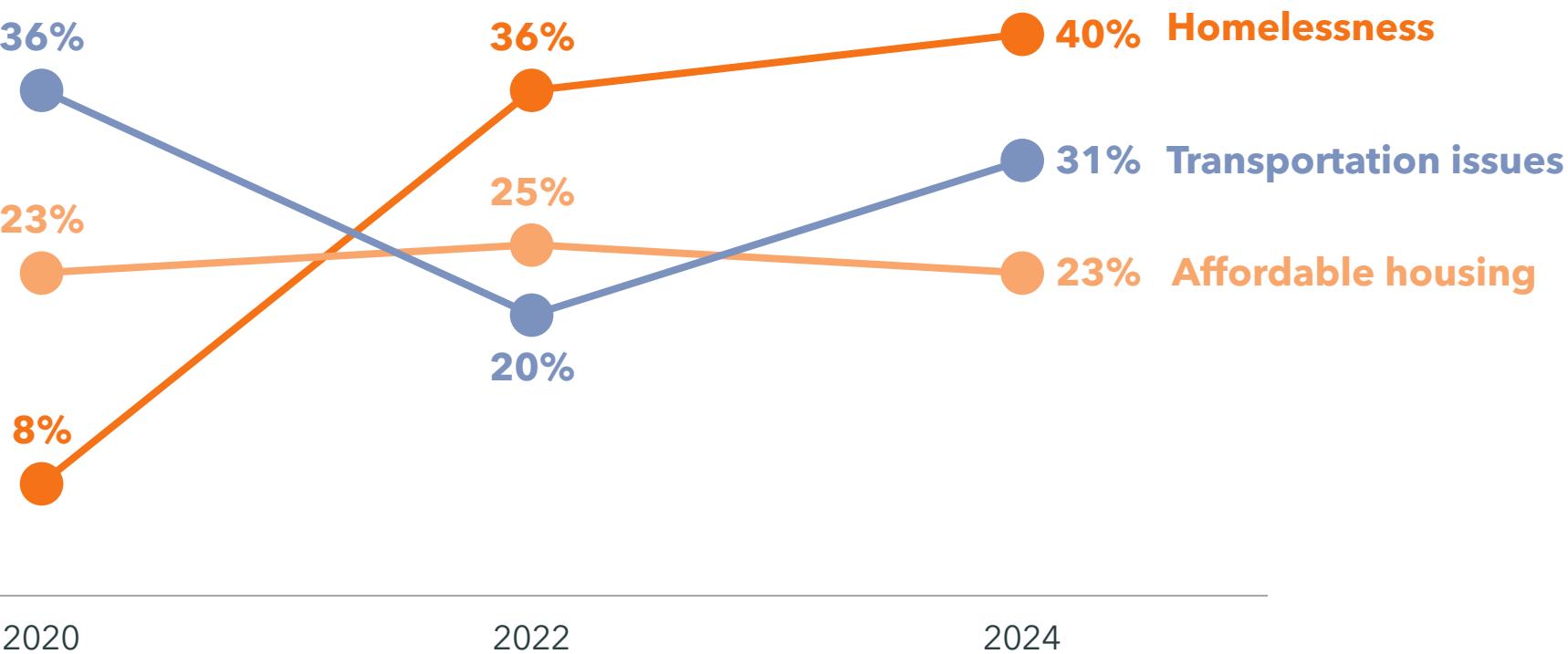
Perceptions of quality of life in Bend have improved following a decline in 2022.



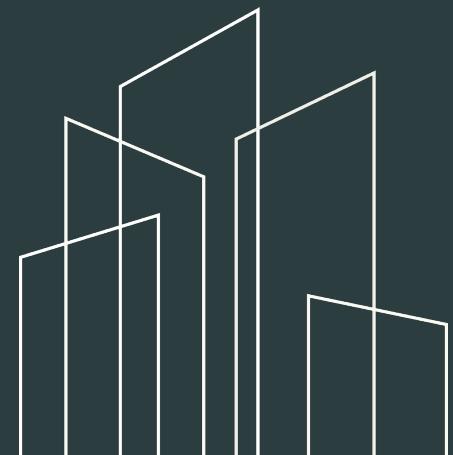
Homelessness, housing affordability, and traffic congestion are top issues that residents want local leaders to address.



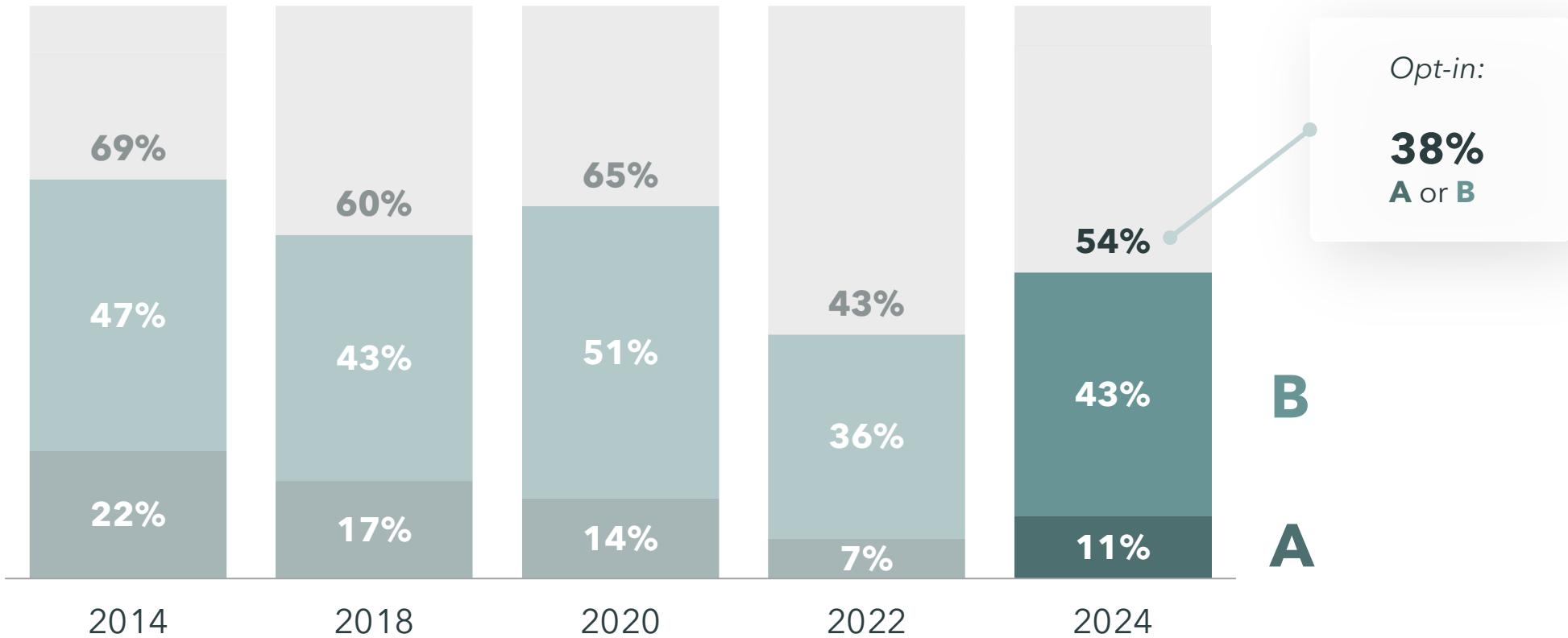
Homelessness, transportation, and affordable housing remain the most pressing issues. Concerns about transportation have grown since 2022.



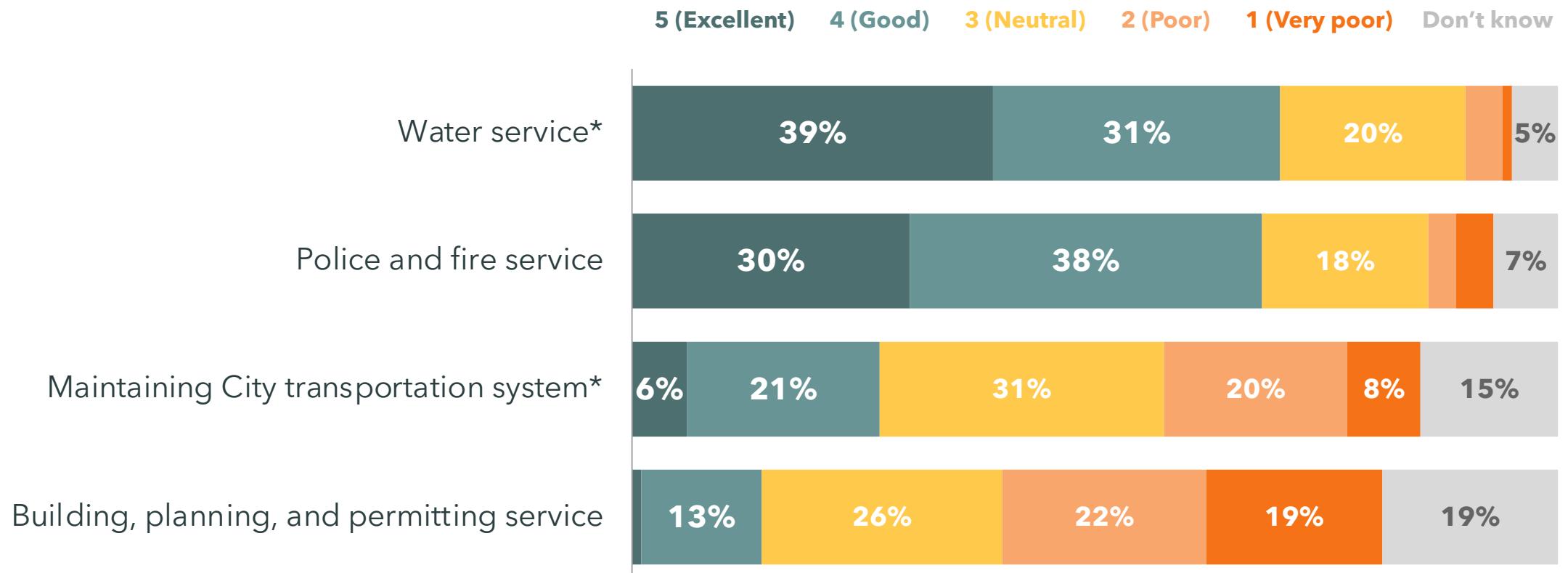
City performance



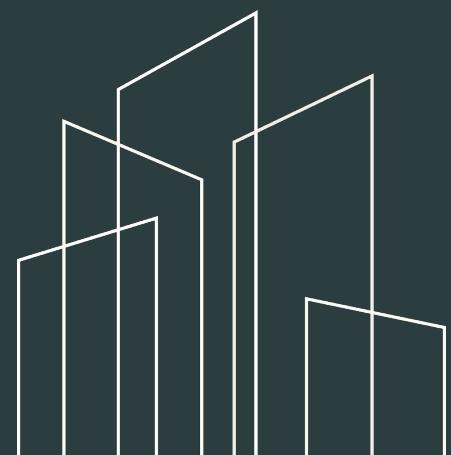
Over half of residents give the City A or B grades for its performance, rebounding after a drop in 2022.



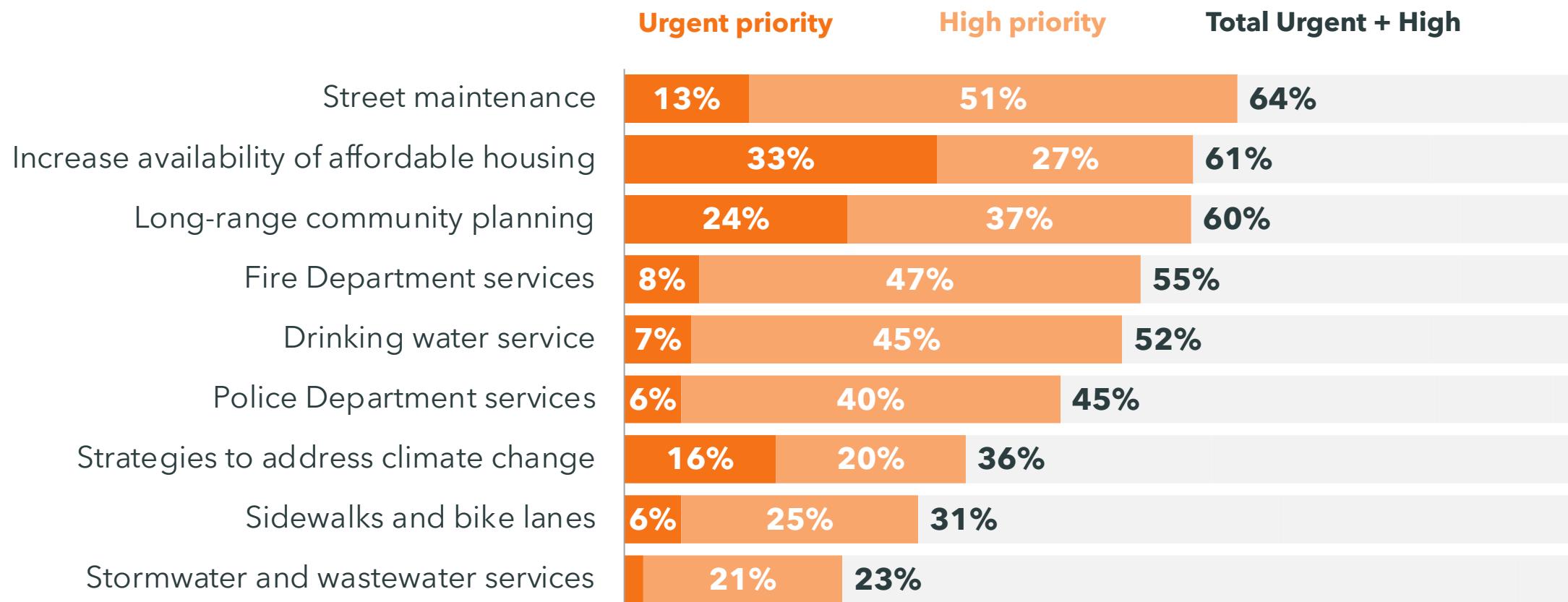
Residents rate Bend most favorably in providing water, police, and fire services.



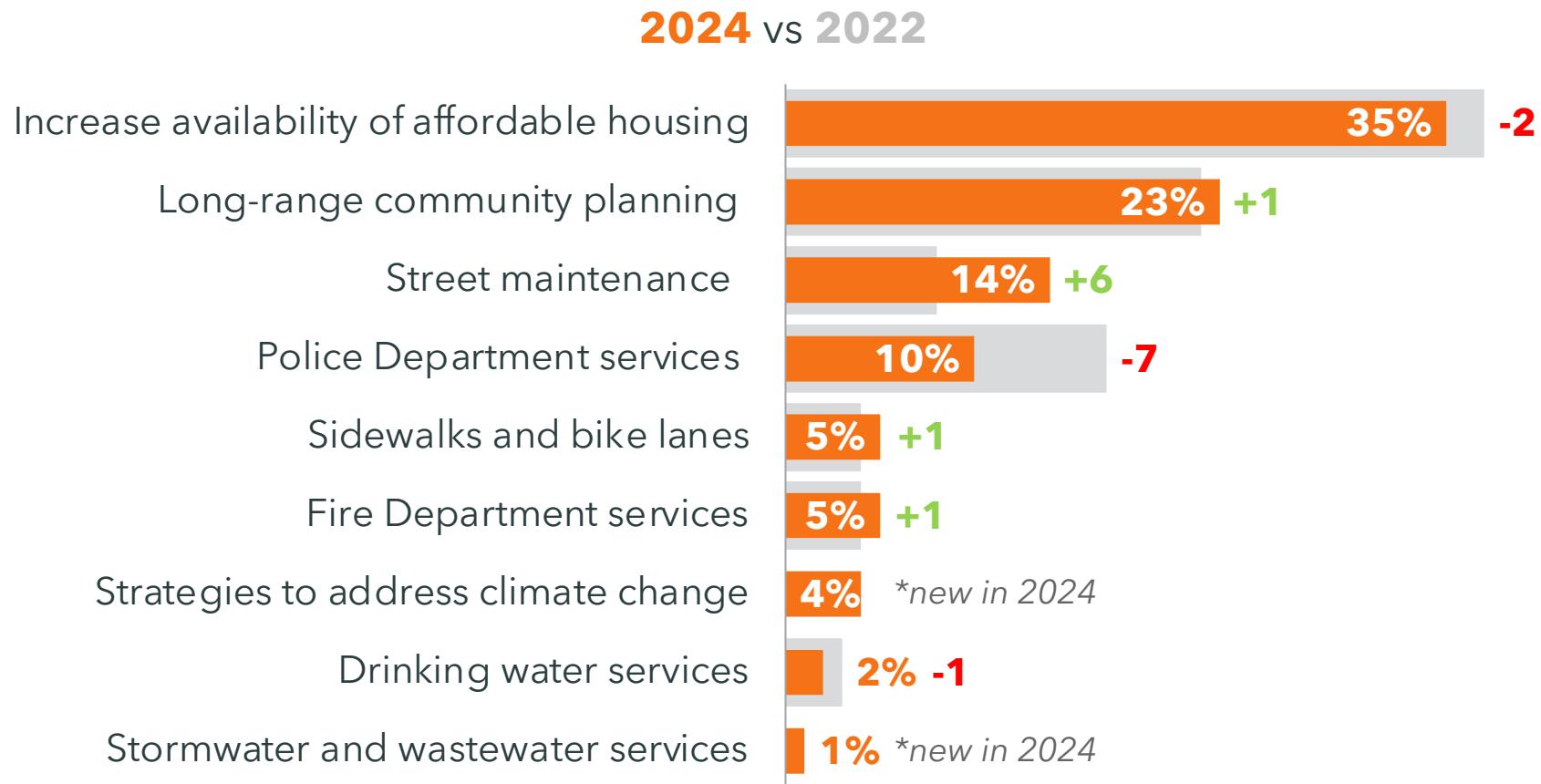
Budget & service priorities



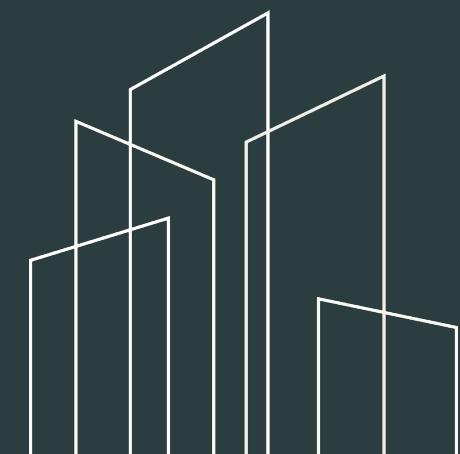
Residents view street maintenance, affordable housing, and long-range planning as the highest priorities for the next 10 years.



Asked to select one priority, most residents choose affordable housing. Street maintenance has increased as a priority while police services have decreased.

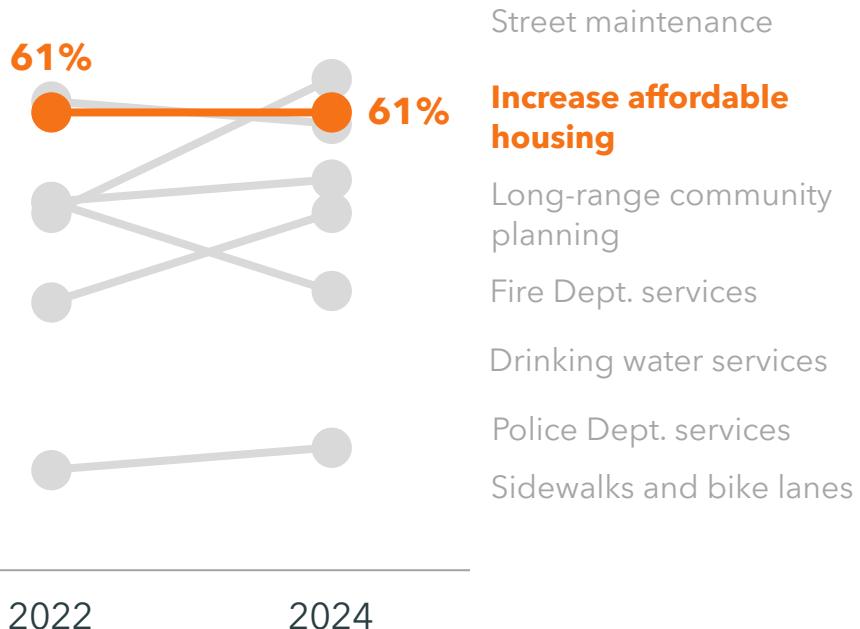


Housing



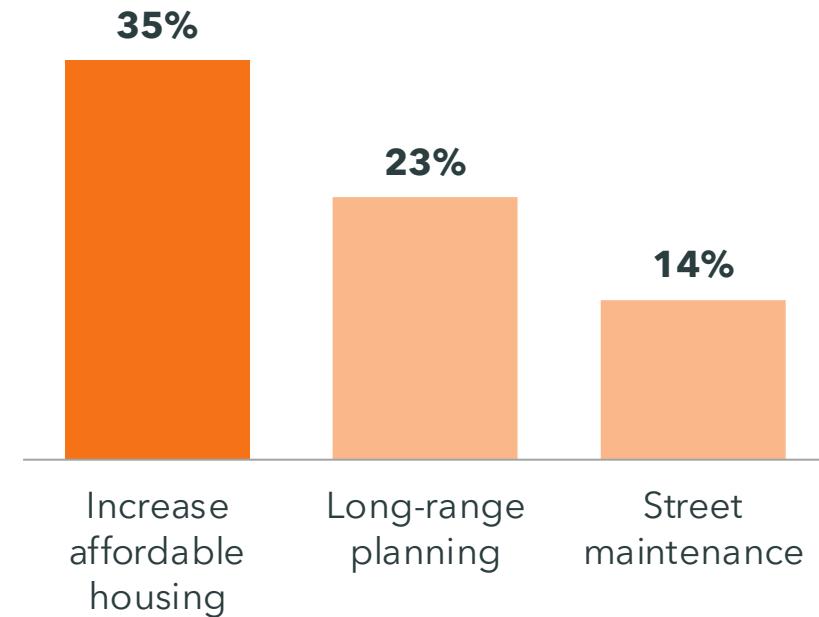
Increasing affordable housing in Bend continues to be a top priority for residents.

Priorities for the next 10 years: % **Urgent/high priority**

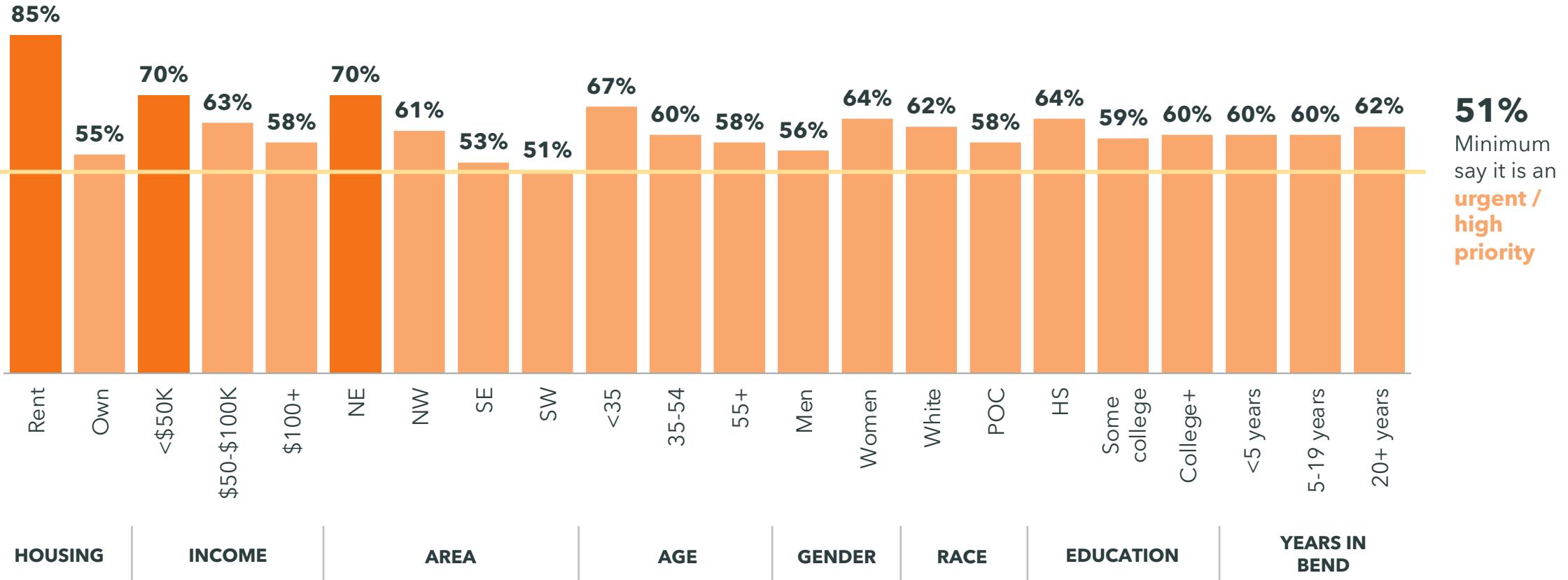


Which ONE should the City prioritize to fund?

Top 3



Majorities across all key groups believe increasing affordable housing is a priority for the next 10 years, especially renters, lower-income, and NE residents.

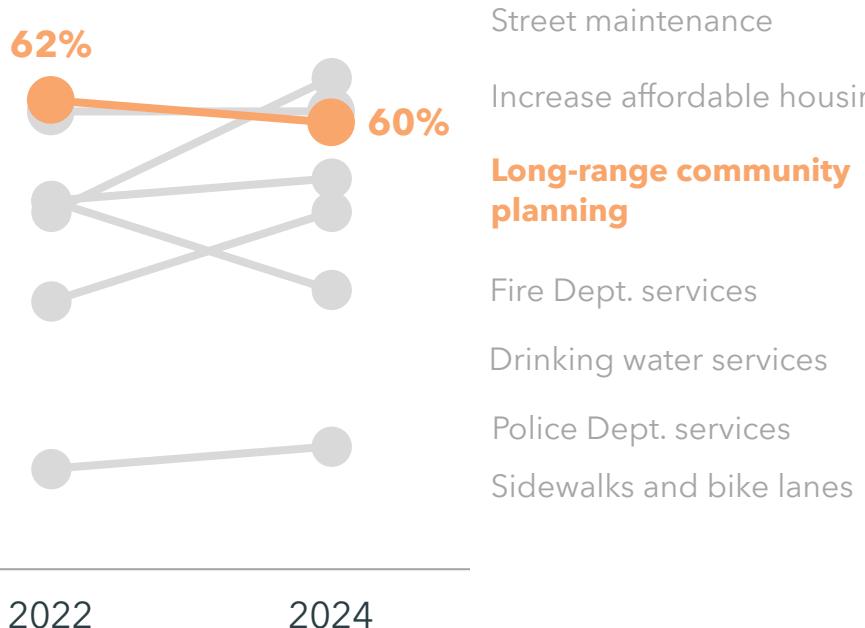


Growth



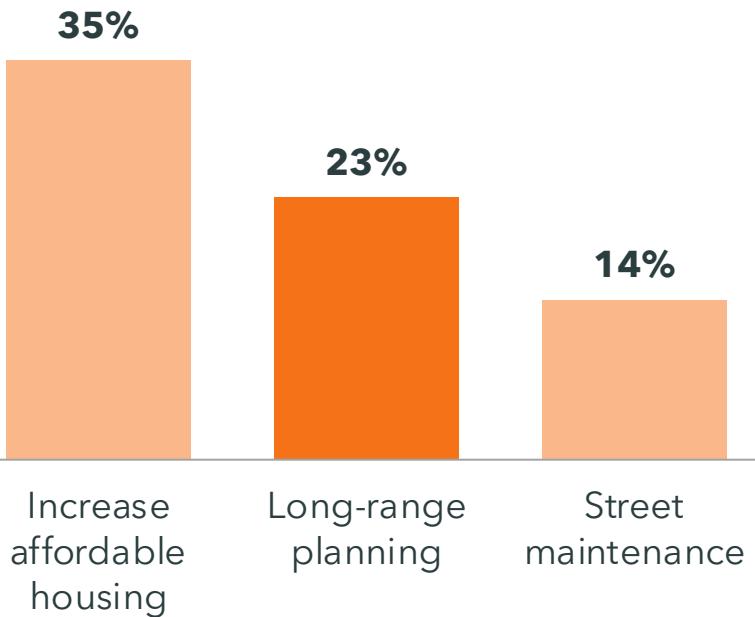
Along with affordable housing, long-range community planning is a consistently high priority for residents.

Priorities for the next 10 years: % **Urgent/high priority**

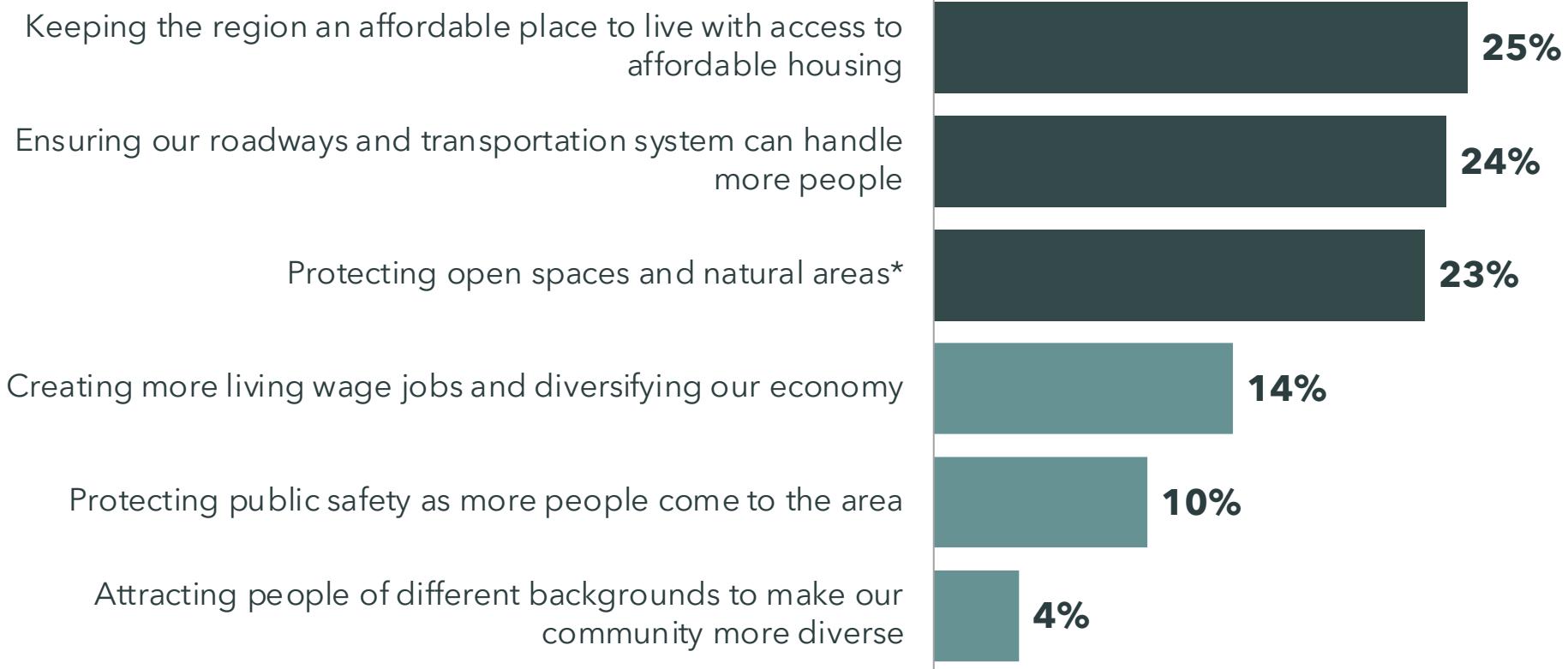


Which ONE should the City prioritize to fund?

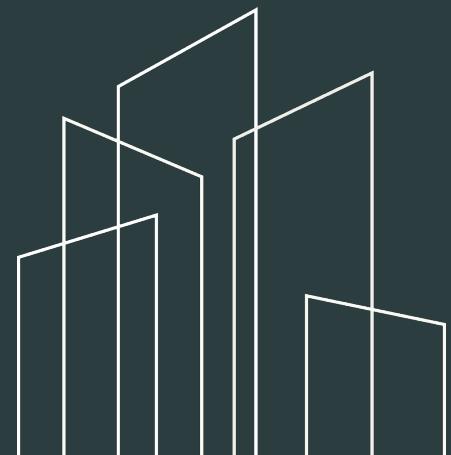
Top 3



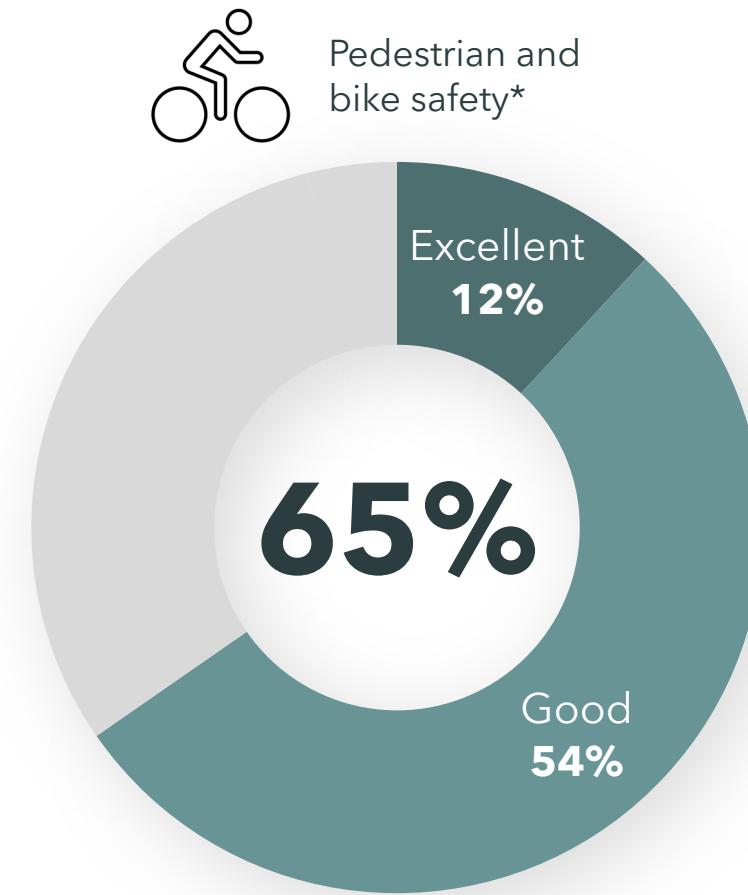
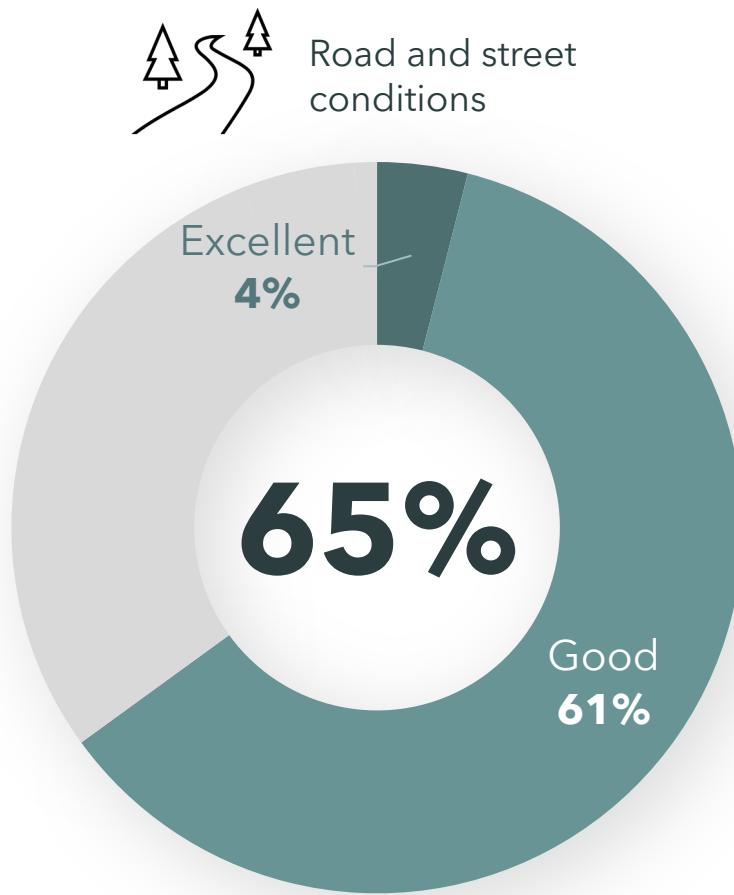
In order to manage growth, residents say the top priorities should be housing affordability, managing transportation, and protecting open spaces.



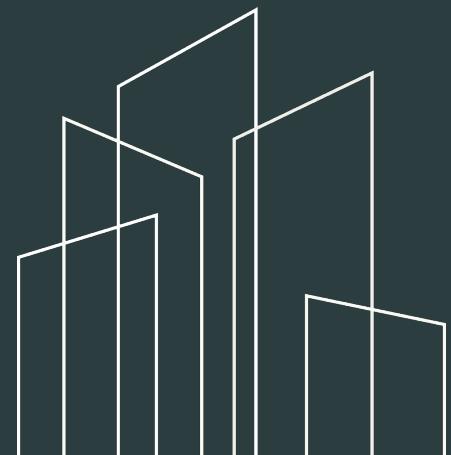
Transportation



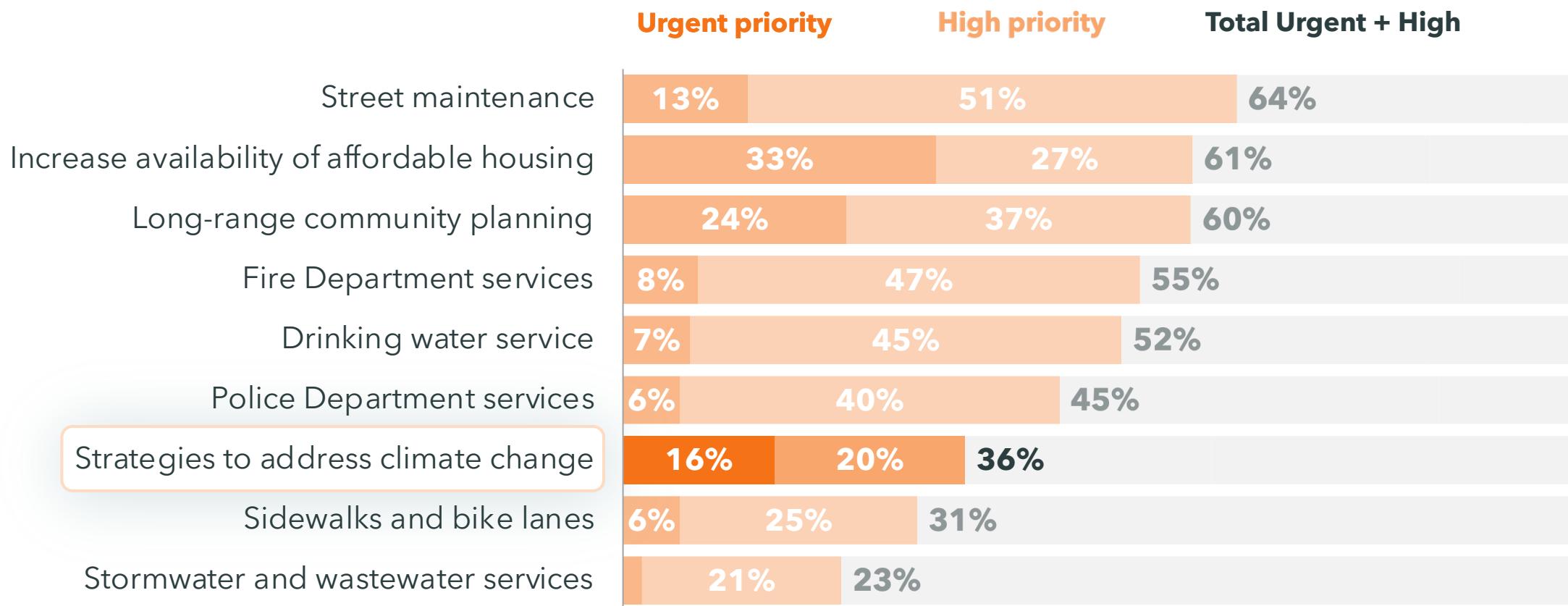
Nearly 2 in 3 residents rate Bend's road conditions and safety for bikes and pedestrians positively.



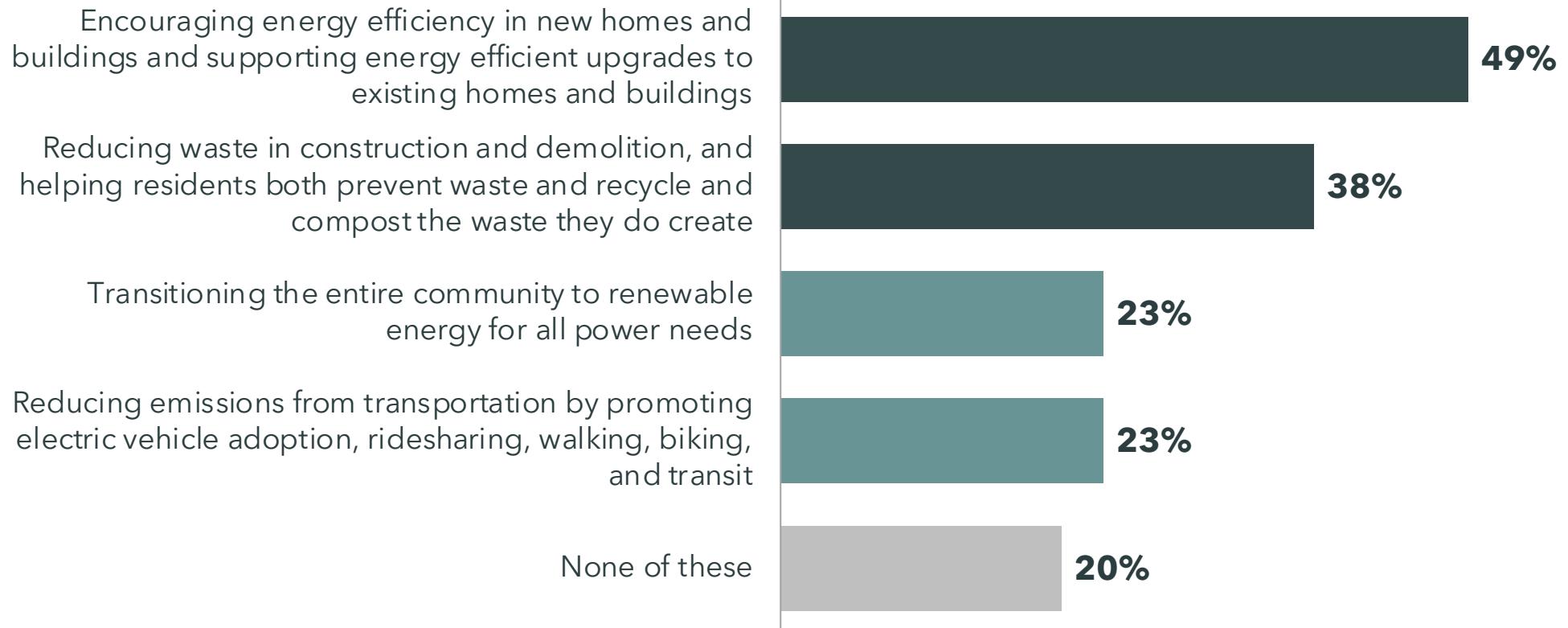
Climate change



Although climate change falls lower on the list of priorities, more than one in three residents view it as an urgent or high priority.



Residents say the best way to address climate locally is to encourage energy-efficient homes, while reducing waste and promoting recycling and composting.





Michelle Neiss

mneiss@dhmresearch.com

Tony Iaccarino

tiaccarino@dhmresearch.com

David Phan

dphan@dhmresearch.com

