

December 11, 2024

**To:** City of Bend

**From:** Tony Iaccarino, DHM Research

**Re:** City of Bend Community Perceptions Survey, #01435

## Introduction and Methodology

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From December 2 – 8, 2024, DHM Research conducted a 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 Bend residents and took approximately 12 minutes to complete. This is a sufficient sample size to assess residents' opinions generally and to review findings my multiple subgroups including age, gender, race, education level, income, and area of the City.

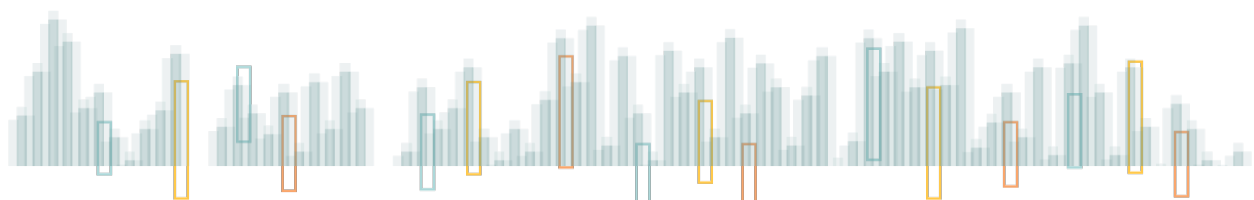
Respondents were contacted from a list of registered voters. Telephone respondents were contacted by a live interviewer, and text-to-online respondents received a text invitation directing them to an online survey. In gathering responses, a variety of quality control measures were employed, including questionnaire pre-testing and validation. Quotas were set by age, gender, race, and education level; and the data was weighted by income 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 the 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:  $\pm 4.9\%$

### 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 2024**  
**December 2 - 8, 2024**  
**Random sample survey**  
**12 minutes**  
**N=400; margin of error  $\pm 4.9\%$**   
**DHM Research**  
**#01435 (random sample survey)**

S1. What language would you like to take the survey in?

Response category	n=400
English	96%
Spanish	4%

## INTRODUCTION

Hi, my name is \_\_\_ and I'm calling to ask some questions about important issues in the City of Bend. 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.

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

## WARM-UP

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

Response category	2024 n=400	2022 n=400	2020 n=305	2018 n=300
<b>Total Excellent/Good</b>	<b>81%</b>	<b>70%</b>	<b>88%</b>	<b>84%</b>
Excellent	29%	21%	36%	37%
Good	52%	49%	52%	47%
Fair	15%	21%	11%	13%
<b>Total Poor/Very poor</b>	<b>3%</b>	<b>8%</b>	<b>1%</b>	<b>2%</b>
Poor	3%	6%	1%	1%
Very poor	1%	2%	<1%	1%
Don't know	--	1%	--	<1%

## GOVERNMENT PERFORMANCE AND PRIORITIES

- 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	2024 n=400	2022 n=400	2020 n=305	2018 n=300
<b>A+B</b>	<b>54%</b>	<b>43%</b>	<b>65%</b>	<b>60%</b>
A	11%	7%	14%	17%
B	43%	36%	51%	43%
C	28%	31%	22%	29%
D	12%	18%	8%	5%
F	5%	6%	2%	3%
Don't know	2%	3%	3%	3%

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
<b>Social Issues (Net)</b>	<b>64%</b>
Homelessness, general	30%
Cost and availability of housing	23%
Homelessness, nuisance	5%
Homelessness, need for services	5%
Increase diversity	1%
<b>Transportation (Net)</b>	<b>31%</b>
Traffic congestion	15%
Road repair / maintenance	4%
Other general roads / bridges / construction	3%
Improved public transportation	2%
Upkeep of infrastructure	2%
Build new roads, expand roads	1%
Business development	2%
Bike safety, more lanes	1%
Bike lanes, less	1%
<b>Growth/Overdevelopment (Net)</b>	<b>14%</b>
Manage growth / Too much development	11%
Promote urban density	1%
Overpopulation / Too many people moving in	1%
Land use	<1%
<b>Economy/Jobs (Net)</b>	<b>9%</b>
Cost of living / Inflation	6%
High utility bills	1%
Economy, general	<1%
Jobs / Unemployment	<1%
<b>Government and Taxes (Net)</b>	<b>5%</b>
High taxes / Property taxes	2%
Ineffective / Unresponsive government / politicians	1%
Mismanage money	1%
Streamline permitting	<1%
Environment	4%
Crime / Public safety	2%
<b>Education (Net)</b>	<b>2%</b>
Education, general	<1%
Education, funding	<1%
Drugs / Addiction	1%
Healthcare / Poor access to healthcare	1%
Other	4%
None / nothing	<1%
Don't know	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, and 5 is excellent, how would you rate the city on providing these services?

Response category	Mean	Top box (4+5)	Don't know
4. Police and fire service			
2024, n=400	4.0	68%	7%
2022, n=400	3.8	62%	4%
2020, n=305	4.2	81%	2%
2018, n=300	4.2	80%	2%
5. ***Water service			
2024, n=400	4.1	70%	5%
6. ***Maintaining City transportation system			
2024, n=400	3.0	26%	15%
7. Building, planning, and permitting service			
2024, n=400	2.5	14%	19%
2022, n=400	2.5	17%	8%
2020, n=305	2.9	22%	10%
2018, n=300	2.8	22%	11%

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.

Response category	Low	Medium	High	Urgent	NET High + Urgent	Don't know
8. Drinking water service						
2024, n=400	11%	32%	45%	7%	<b>52%</b>	4%
2022, n=400	14%	37%	36%	8%	<b>44%</b>	5%
2020, n=305	25%	32%	37%	2%	<b>39%</b>	4%
2018, n=300	25%	28%	34%	8%	<b>42%</b>	5%
9. Street maintenance						
2024, n=400	5%	30%	51%	13%	<b>64%</b>	0%
2022, n=400	6%	42%	41%	11%	<b>52%</b>	1%
2020, n=305	10%	36%	45%	8%	<b>53%</b>	2%
2018, n=300	2%	27%	48%	20%	<b>68%</b>	2%
10. Sidewalks and bike lanes						
2024, n=400	31%	38%	25%	6%	<b>31%</b>	0%
2022, n=400	31%	38%	22%	7%	<b>29%</b>	2%
2020, n=305	19%	42%	28%	9%	<b>37%</b>	2%
2018, n=300	25%	39%	28%	6%	<b>34%</b>	2%

Response category	Low	Medium	High	Urgent	NET High + Urgent	Don't know
11. Increase availability of affordable housing						
2024, n=400	14%	25%	27%	33%	<b>61%</b>	1%
2022, n=400	14%	24%	25%	36%	<b>61%</b>	1%
2020, n=305	14%	16%	34%	34%	<b>68%</b>	2%
2018, n=300	12%	21%	27%	39%	<b>63%</b>	1%
12. Police Department services						
2024, n=400	12%	40%	40%	6%	<b>45%</b>	2%
2022, n=400	11%	34%	38%	15%	<b>53%</b>	2%
2020, n=305	16%	38%	39%	7%	<b>46%</b>	<1%
2018, n=300	11%	45%	34%	7%	<b>41%</b>	2%
13. Fire Department services						
2024, n=400	9%	34%	47%	8%	<b>55%</b>	3%
2022, n=400	8%	35%	44%	9%	<b>53%</b>	5%
2020, n=305	10%	35%	49%	6%	<b>55%</b>	<1%
2018, n=300	12%	33%	44%	7%	<b>51%</b>	4%
14. ***Stormwater and wastewater services						
2024, n=400	21%	50%	21%	2%	<b>23%</b>	6%
15. Long-range community planning						
2024, n=400	8%	29%	37%	24%	<b>60%</b>	3%
2022, n=400	7%	28%	35%	27%	<b>62%</b>	3%
2020, n=305	7%	25%	48%	15%	<b>63%</b>	5%
2018, n=300	5%	29%	38%	26%	<b>64%</b>	2%
16. ***Strategies to address climate change						
2024, n=400	37%	26%	20%	16%	<b>36%</b>	1%

## BUDGET

17. Now please tell me which ONE service you feel the city should prioritize to fund?

Response category	2024 n=400	2022 n=400	2020 n=305	2018 n=300
Increase availability of affordable housing	35%	37%	42%	35%
Long-range community planning	23%	22%	22%	24%
Street maintenance	14%	8%	11%	19%
Police Department services	10%	17%	11%	6%
Sidewalks and bike lanes	5%	4%	5%	1%
Fire Department services	5%	4%	4%	3%
***Strategies to address climate change	4%	--	--	--
Drinking water services	2%	3%	1%	3%
***Stormwater and wastewater services	1%	--	--	--
Don't know	1%	2%	3%	3%

## TRANSPORTATION

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

Response category	2024 n=400	2022 n=400	2020 n=305	2018 n=300
<b>Total Excellent/Good</b>	<b>65%</b>	<b>62%</b>	<b>67%</b>	<b>54%</b>
Excellent	4%	6%	3%	5%
Good	61%	56%	64%	49%
<b>Total Poor/Very poor</b>	<b>34%</b>	<b>37%</b>	<b>33%</b>	<b>45%</b>
Poor	29%	29%	28%	42%
Very poor	5%	8%	5%	3%
Don't know	<1%	1%	n=1	1%

19. \*\*\*How would you rate pedestrian and bike safety in Bend?

Response category	2024 n=400
<b>Total Excellent/Good</b>	<b>65%</b>
Excellent	12%
Good	54%
<b>Total Poor/Very poor</b>	<b>31%</b>
Poor	26%
Very poor	5%
Don't know	4%

## GROWTH

20. Right now, what should the City of Bend's biggest priority be for better managing its growth?

Response category	2024 n=400	2022 n=400	2020 n=305
Keeping the region an affordable place to live with access to affordable housing	25%	28%	32%
Ensuring our roadways and transportation system can handle more people	24%	20%	21%
***Protecting open spaces and natural areas	23%	--	--
Creating more living wage jobs and diversifying our economy	14%	14%	22%
Protecting public safety as more people come to the area	10%	13%	10%
Attracting people of different backgrounds to make our community more diverse	4%	5%	5%
Don't know	<1%	2%	1%

## HOUSING

21. 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]**

Response category	2024 n=400	2022 n=400
***Support construction of lower- and middle-income housing through incentives	40%	--
Create programs and services to help middle class residents better afford housing	37%	31%
Provide housing for specific vulnerable groups of people, such as senior citizens or families with children	26%	31%
Make it easier to build more housing in Bend	20%	22%
Provide financial support for new affordable housing developments	14%	16%
None of these	14%	15%
Don't know	6%	2%



## CLIMATE

22. \*\*\*Here is a list of things the City of Bend could be doing at the local level to address climate change. Which TWO do you think should be the top priorities?

Response category	n=400
Encouraging energy efficiency in new homes and buildings and supporting energy efficient upgrades to existing homes and buildings	49%
Reducing waste in construction and demolition, and helping residents both prevent waste and recycle and compost the waste they do create	38%
Transitioning the entire community to renewable energy for all power needs	23%
Reducing emissions from transportation by promoting electric vehicle adoption, ridesharing, walking, biking, and transit	23%
None of these	20%
Don't know	4%

## COMMUNICATIONS AND ENGAGEMENT

23. Where do you get information about City issues in Bend? Indicate ALL that apply.

Response category	2024 n=400	2022 n=400	2020 n=305	2018 n=300
Local newspaper (daily Bend Bulletin or The Source Weekly)	59%	51%	41%	48%
Friends/Family	44%	39%	11%	19%
TV	43%	40%	45%	44%
City social media (Facebook, X, Instagram)	34%	30%	21%	17%
City Website	27%	24%	12%	20%
City government's e-newsletter (eNews, The Bend Current)	24%	19%	9%	9%
Radio	21%	21%	21%	15%
Nextdoor	21%	17%	3%	--
***Neighborhood District (formerly known as Neighborhood Association)	21%	21%	7%	--
Other newspaper mentions	12%	13%	4%	3%
***City-hosted events	12%	--	--	--
Reddit	1%	1%	--	--
Other	7%	11%	11%	1% or less
Don't know	2%	3%	2%	1%

24. \*\*\*\*How do you engage with the City of Bend? Indicate ALL that apply.

Response category	n=400
Following City updates through social media or e-newsletters	56%
Providing feedback on City policies or projects	32%
Attending City events	26%
Participating in public meetings or forums	23%
Volunteering on a City advisory committee	3%
Other	8%
Don't know	16%

## 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.

25. How many years have you lived in Bend?

Response category	n=400
less than 5	17%
5-9	23%
10-19	25%
20+	35%
Don't know	n=1

26. Do you rent or own your home, or do you have a different arrangement?

Response category	n=400
Rent	19%
Own	78%
Different arrangement	4%
Prefer not to say	n=1

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

Response category	n=400
Northwest	34%
Southwest	17%
Northeast	29%
Southeast	18%
Prefer not to say	2%

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

Response category	n=400
Driving in a car or truck alone	73%
Driving in a car or truck with others	19%
Bicycle	4%
Walking	3%
Bus or public transportation	1%
Other mode	n=1
Don't know	n=1

29. What is your age?

Response category	n=400
18-24	4%
25-34	21%
35-54	36%
55-64	14%
65+	24%
Prefer not to say	1%

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

Response category	n=400
Less than high school	2%
High school diploma	20%
Some college	33%
College degree	27%
Graduate/professional school	18%
Prefer not to say	0%

31. How do you describe your gender?

Response category	n=400
Man	48%
Woman	50%
Non-binary or gender non-conforming	2%
Another way <b>[Open]</b>	0%
Prefer not to say	n=1

32. Which category best describes your 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	5%
\$25,000 to less than \$50,000	9%
\$50,000 to less than \$75,000	16%
\$75,000 to less than \$100,000	19%
\$100,000 to less than \$150,000	18%
\$150,000 or more	31%
Prefer not to say	3%

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

Response category	n=400
African	0%
Asian/Pacific Islander	4%
Black/African American	1%
Hispanic/Latino	9%
Middle Eastern/North African	1%
Native American/American Indian	2%
White/Caucasian	84%
Other	2%
Not sure	1%
Prefer not to say	3%
<b>White Alone</b>	<b>79%</b>
<b>People of Color</b>	<b>17%</b>

## CLOSING

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