City of Central Point, OR 2019 Resident Survey

Council Presentation

Date: March 14, 2019

Overview

- This is an "executive summary"
  - A final report containing detailed results for all questions is in draft form and should be completed by the end of the March

- What's covered
  - Who we talked to (Methodology / Outcome)
  - 5-Star Rating
  - Things enjoyed most about Central Point
  - Key Drivers (How to "move the needle")
  - Funding of City services and facilities
  - Police and Safety
  - Parks and Recreation

Who we talked to

Methodology and Outcomes

Methodology

- Address-Based Sample (ABS) and mixed mode data collection
  - ABS ensures complete coverage of all households in Central Point regardless of phone coverage
  - Different outreach methods (mail, email, and phone) increases response rates, notably among harder to reach populations (e.g., low income, renters, younger residents)

Address only (no phone)
- Invitation and reminder mailed
- Emails sent if email available
- Surveys completed online or inbound phone call
- Incentive (choice of $5 water bill or $5 discount on city-run recreation program) given to those who completed survey online and inbound call

Address + phone contact
- Email invitation sent if email available, surveys completed online
- Outbound calls to sample of phone numbers; focus on cell phone
- Incentive given to those who completed survey online (email invite); no incentive for outbound calls

Outcomes

- A total of 1,054 surveys were completed
  - The is significantly larger than our target (n=400) and increases the reliability of the results for the total sample and for key subgroups (e.g., neighborhood / district, key demographic segments)

	2016	2018
Online	295	745
Phone	216	232*
Total	511	977
Margin of Error (95% confidence level)	4.3%	3.1%

Six of these calls were inbound calls
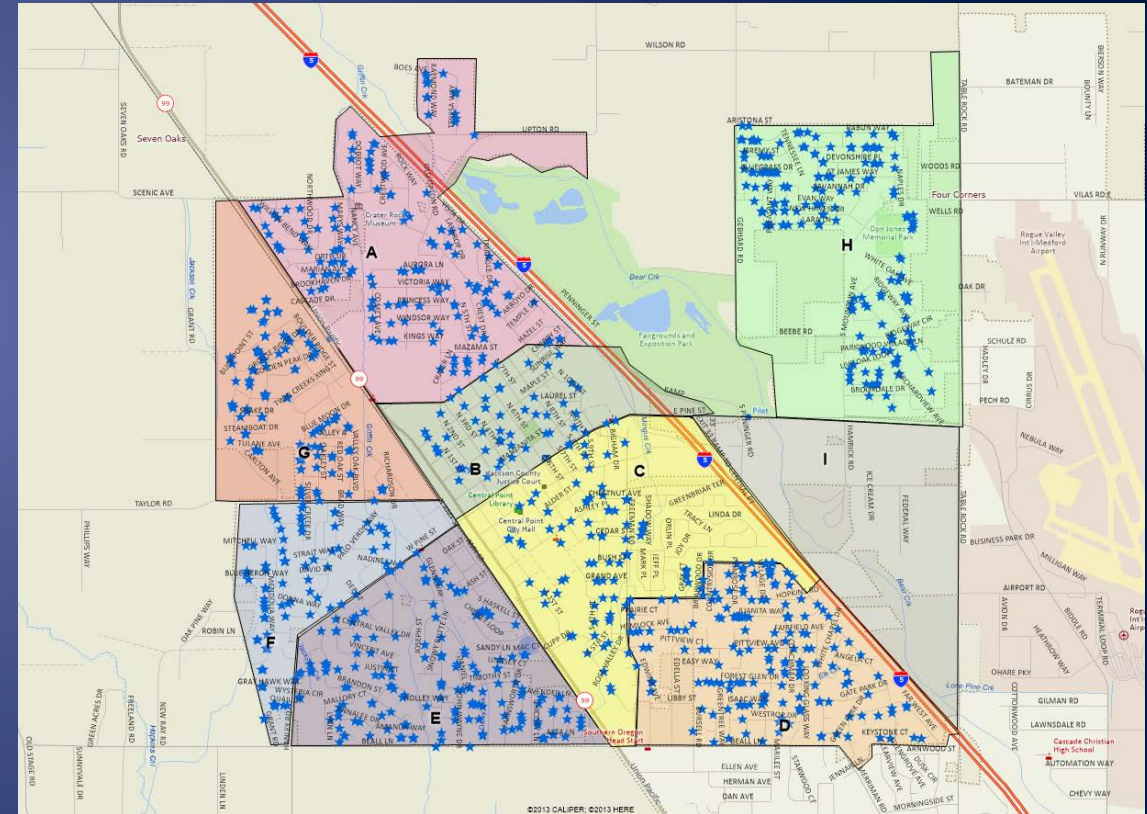
Sample sizes (n) are unweighted

Sample Demographics

- Sample demographics were monitored during data collection to ensure that key segments were represented

- Data are weighted to address non-response bias and to ensure that responses represent Central Point's diverse population

	2019 Central Point Survey (unweighted)	2019 Central Point Survey (weighted)	Central Point Population*
Gender			
Male 18+	42%	46%	46%
Female 18+	58%	54%	54%
Age**			
18 – 34	14%	23%	23%
35 – 54	30%	38%	38%
55 plus	56%	39%	39%
Race / Ethnicity			
White Alone	87%	84%	83%
Not White Alone	13%	16%	17%
Annual Household Income			
Less than $35,000	18%	24%	39%
$35,000 or Greater	82%	76%	61%
Children in Household			
None	72%	64%	67%
One or more	28%	36%	33%
Home Ownership			
Own	83%	76%	61%
Rent	17%	24%	39%

*Source for population figures 2013-2017 American Community Survey 5-year estimates
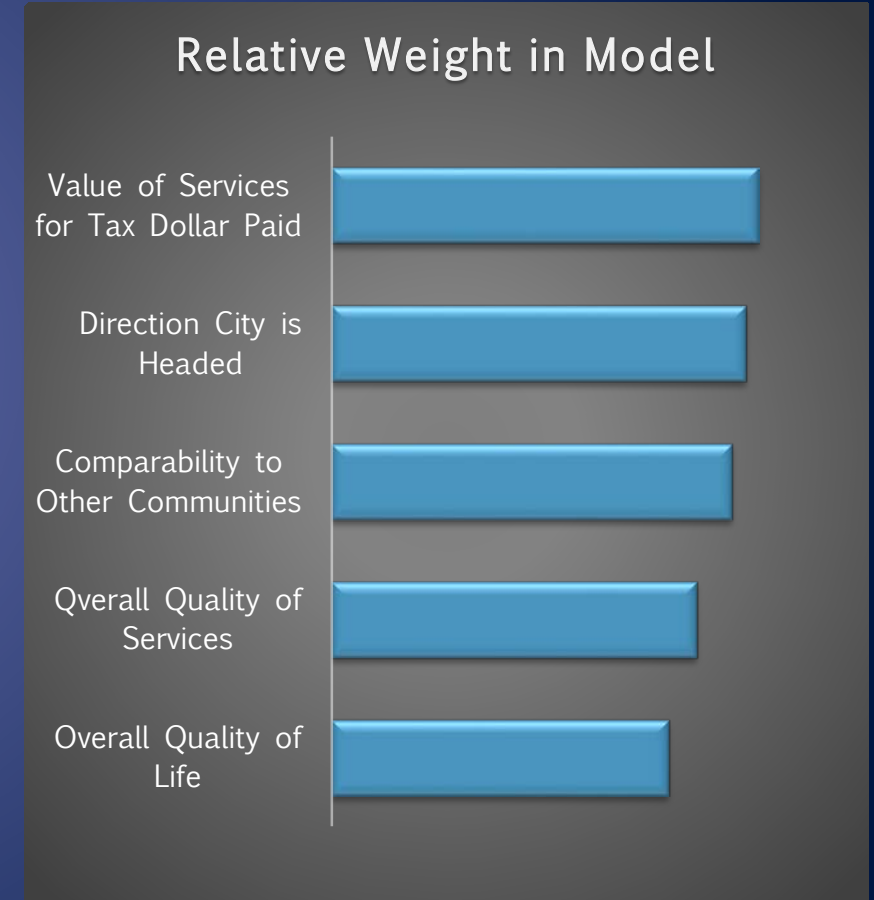**Age based on % of population 18+ who are head(s) of household

Central Point's 5-Star Rating

How do you "stack-up"?
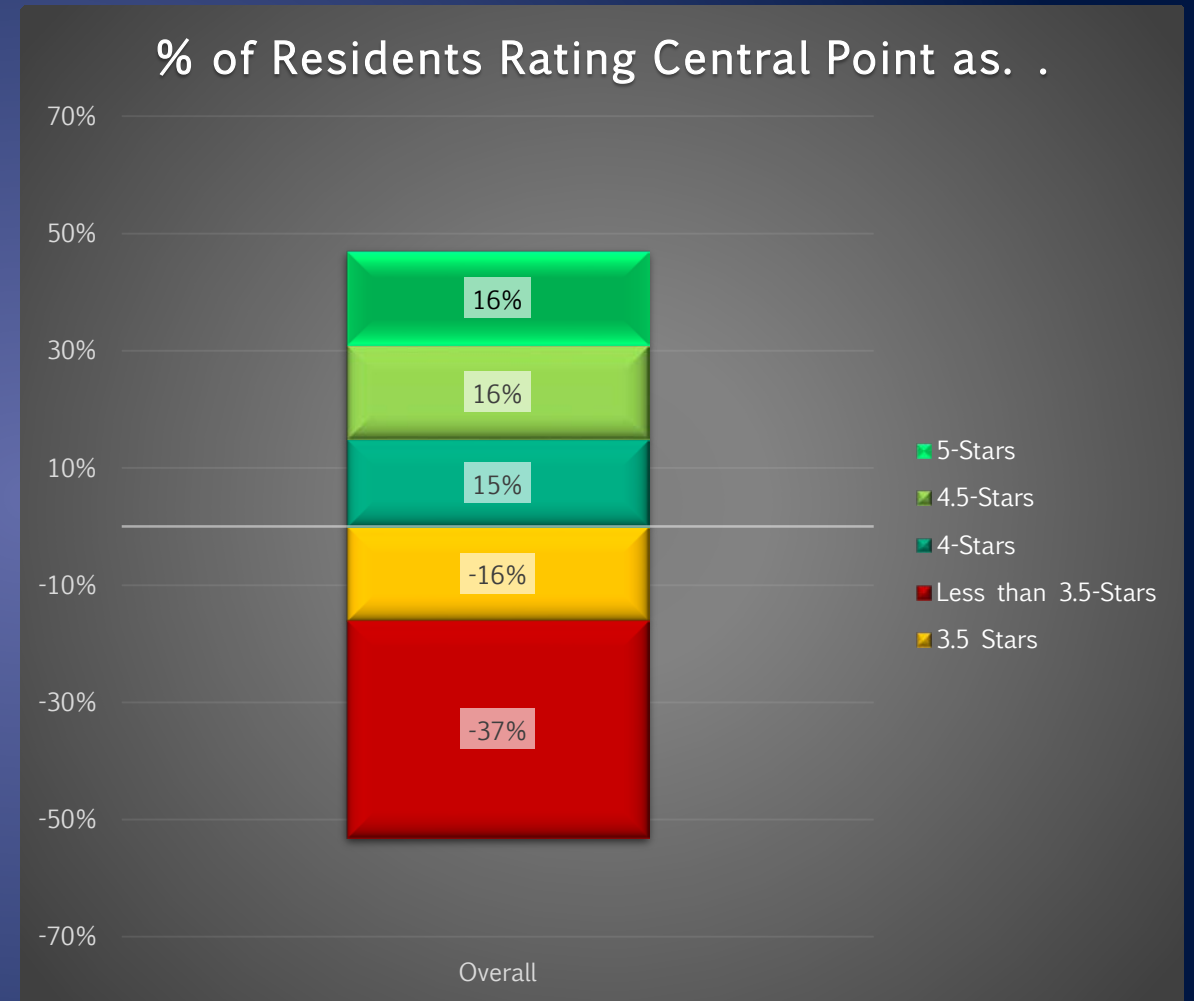
5-Star Rating: Overview

- The-5-Star Rating is a composite index that captures the essence of how well a city meets the critical needs and expectations of its residents and uses a robust theoretical and mathematical model
  - It is based on a weighted sum of five questions
  - Results for these 5 questions can be benchmarked against other cities nationwide, in the Pacific Northwest, within the State of Washington, and with other comparable communities

Relative Weight in Model

Value of Services for Tax Dollar Paid

Direction City is Headed

Comparability to Other Communities

Qverall Quality of Services

Overall Quality of Life
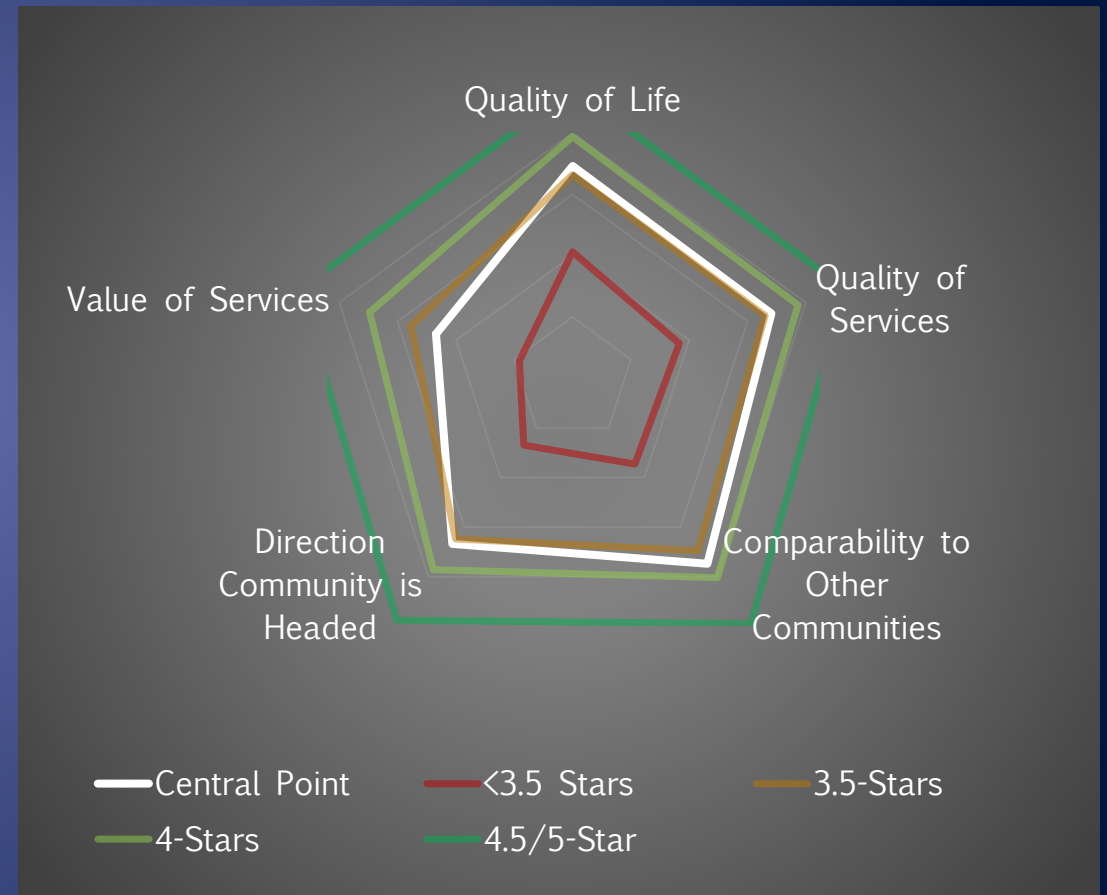
5-Star Rating: Results

- Central Point is a 4-Star community
  - Just under half of Central Point residents give the city a rating of 4-Stars or higher and one-third rate Central Point as a 4.5 or 5-Star city.

% of Residents Rating Central Point as. .

Legend
5-Stars
4.5-Stars
4-Stars
Less than 3.5-Stars
3.5 Stars

16%
16%
15%
-16%
-37%

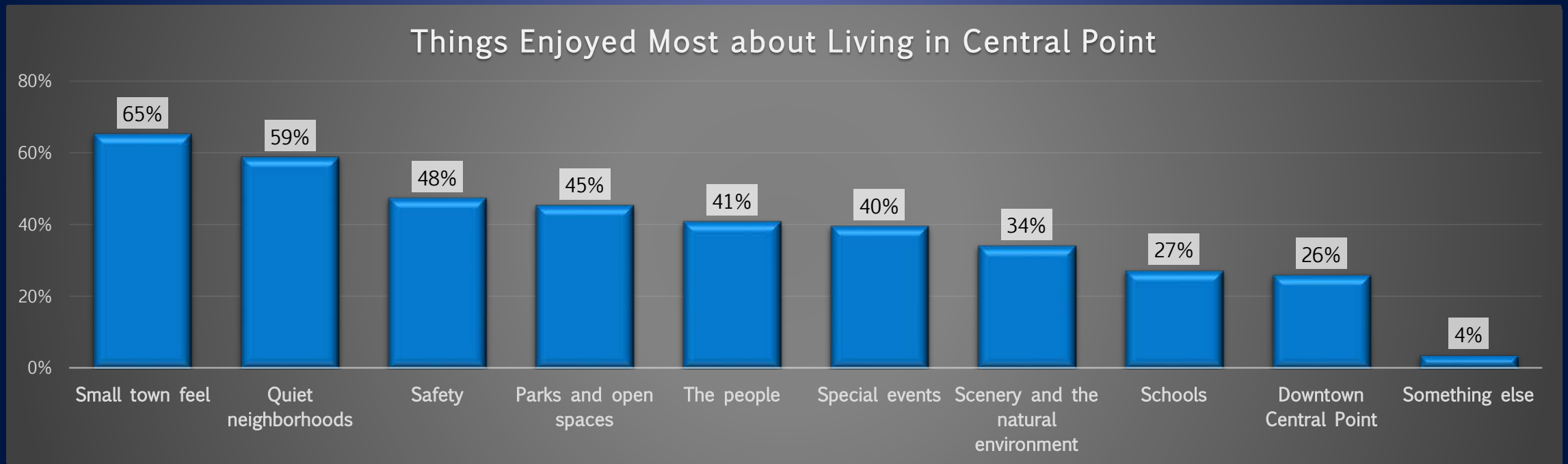Overall

5-Star Rating: Benchmarked

- When benchmarked against other 4-Star communities nationwide, Central Point. . .

  - Performs similarly regarding quality of life and comparability to other communities,
  - But performs similar to a 3.5 start community in terms of the value of services for tax-dollar paid

Quality of Life

Quality of Services

Comparability to Other Communities

Direction Community is Headed

Value of Services

——Central Point ——<3.5 Stars ——3.5-Stars
——4-Stars ——4.5/5-Star

Things Enjoyed Most about Living in Central Point

Things Enjoyed Most About Central Point

- Selected most often was the small-town feel followed closely by quiet neighborhoods.
- Next on the rung was safety, parks and open spaces, the people, and special events.
- Less often inclusions were the natural environment, schools, and downtown.

Things Enjoyed Most about Living in Central Point

Category	Percentage
Small town feel	65%
Quiet neighborhoods	59%
Safety	48%
Parks and open spaces	45%
The people	41%
Special events	40%
Scenery and the natural environment	34%
Schools	27%
Downtown Central Point	26%
Something else	4%

GQ1— Which of the following do you enjoy most about living in Central Point? (multiple select, sum may add to >100%)

Things Enjoyed by Neighborhood

- Residents in different neighborhoods find value in different things, especially those living in Area G who are most likely to mention enjoying quiet neighborhoods, safety, and parks and open spaces.

- Residents Area C are most likely to mention special events.

Things Enjoyed Most about Central Point by Neighborhood
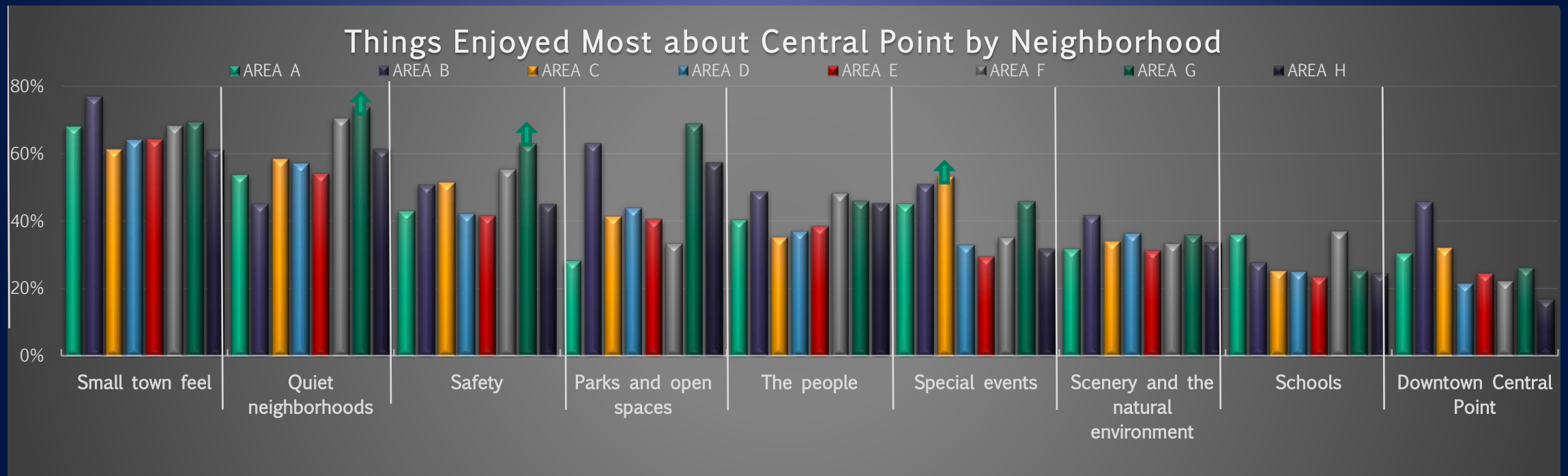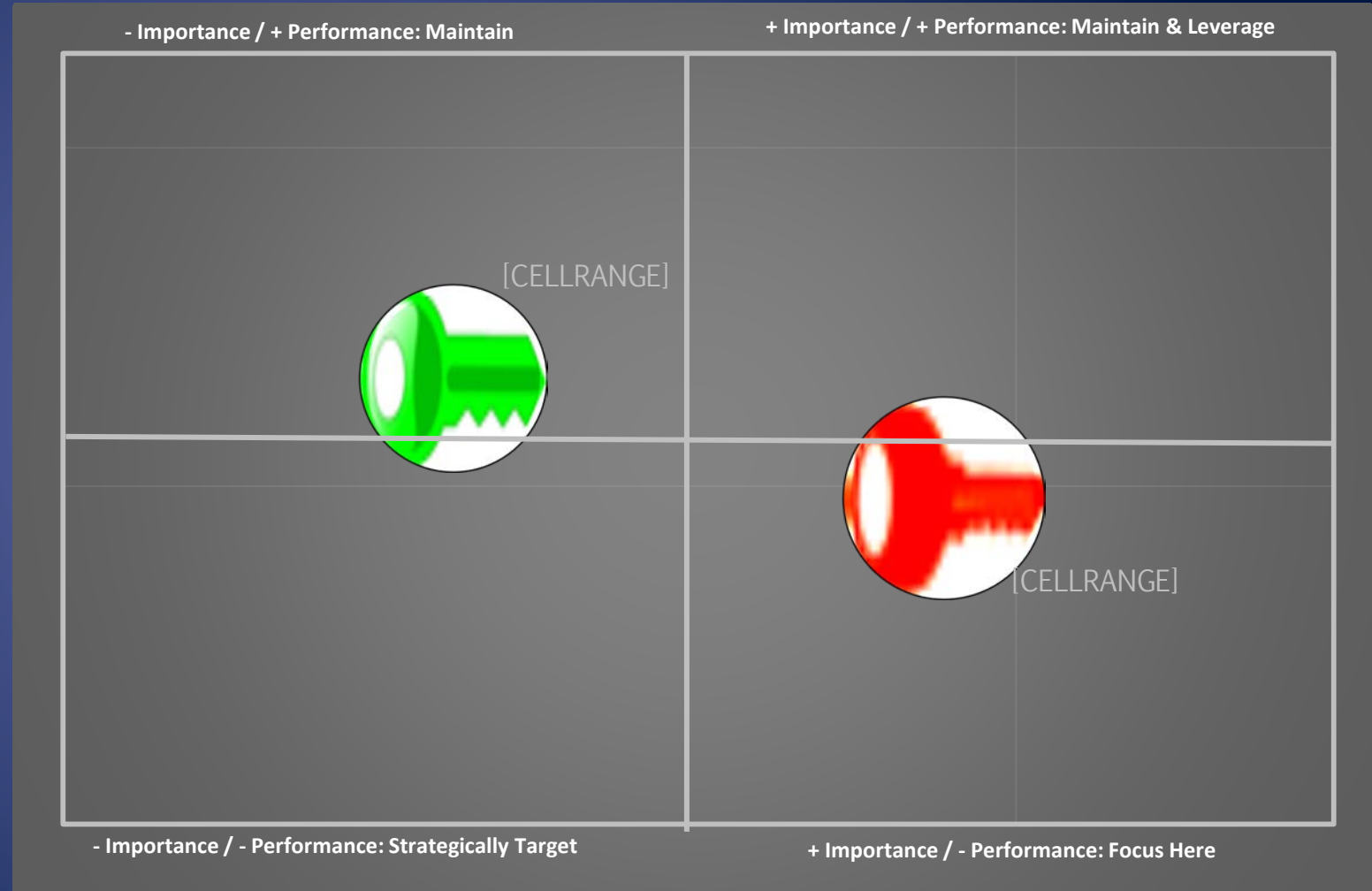
Key Drivers Analysis

How to "Move the Needle"

Overview of the Analysis

- Respondents rated Central Point on 10 different attributes that could be applied to this model
  - These attributes are grouped into two dimensions and an overall score was computed for each
- Regression analysis was used to determine which dimensions have the greatest impact on Central Point's 5-Star rating
  - A similar approach was used to identify the impact of the individual factors within each dimension
- Key Drivers Analysis looks at relationships between the overall dimensions or the attributes within each dimension and Central Point's 5-Star Rating and identifies those that have the greatest influence on Central Point's 5-Star Rating
- Community strengths and areas of focus are identified based on these key drivers and the quality ratings
  - Strengths are those aspects of service that are key drivers of Central Point's overall rating that receive above average ratings
  - Areas of focus are key drivers that receive below-average ratings for service

Overall Key Drivers and Performance

- Both dimensions have a significant impact on resident's overall opinions of Central Point though residents weight Physical Attributes more than they do Government Performance
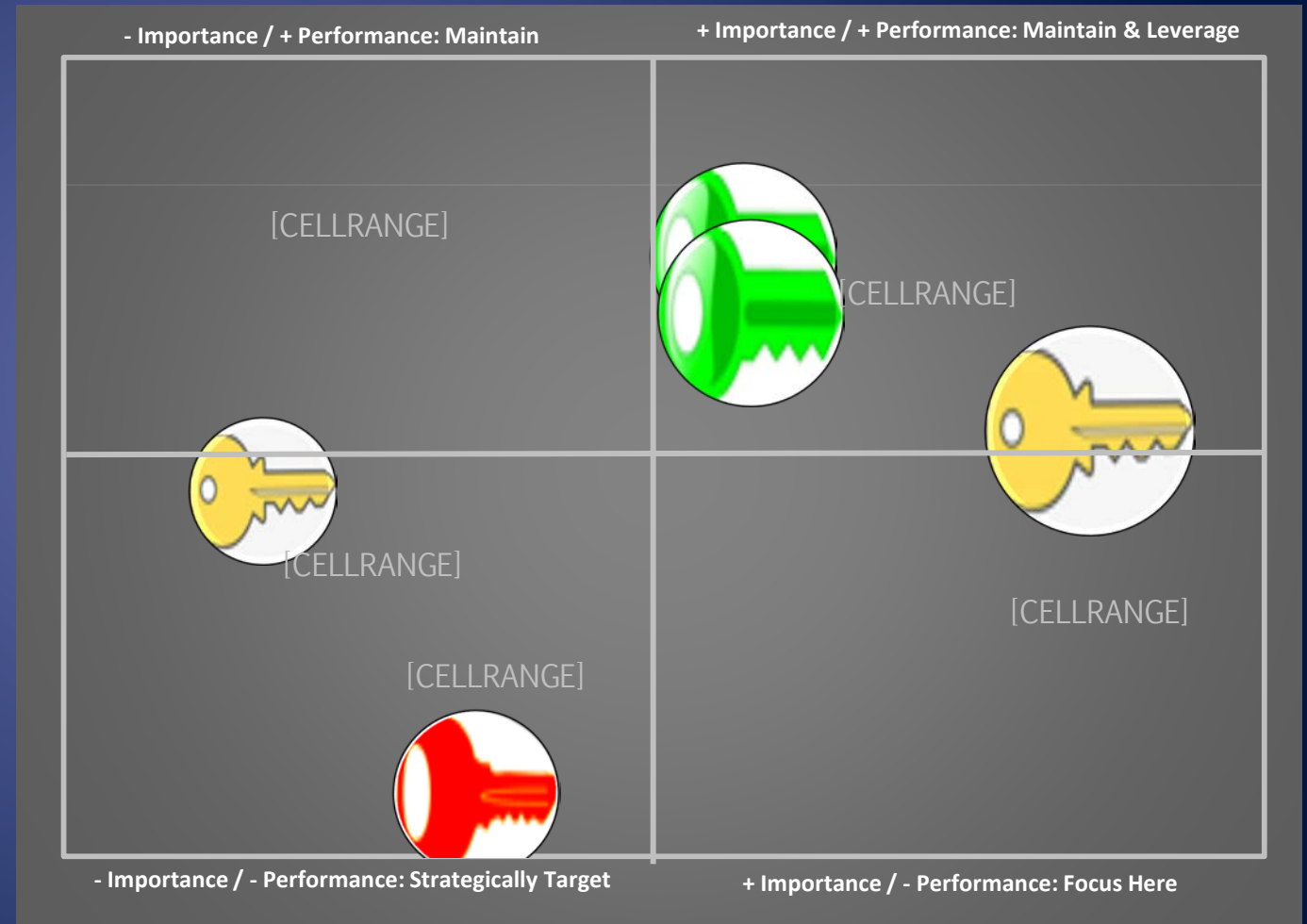
Key = signifies key driver of 5-star rating; red key = below-average performance; yellow key = average performance; green key = above-average performance

- Importance / + Performance: Maintain

+ Importance / + Performance: Maintain & Leverage

[CELLRANGE]

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- Importance / - Performance: Strategically Target

+ Importance / - Performance: Focus Here

Physical Attributes: Key Drivers and Performance

There are five attributes in the physical attributes bucket

- All are key drivers of Central Point's overall rating
  - Overall physical appearance of the City is the most significant driver and receives an rating
  - While less important, traffic flow is the area that could use the most improvement.
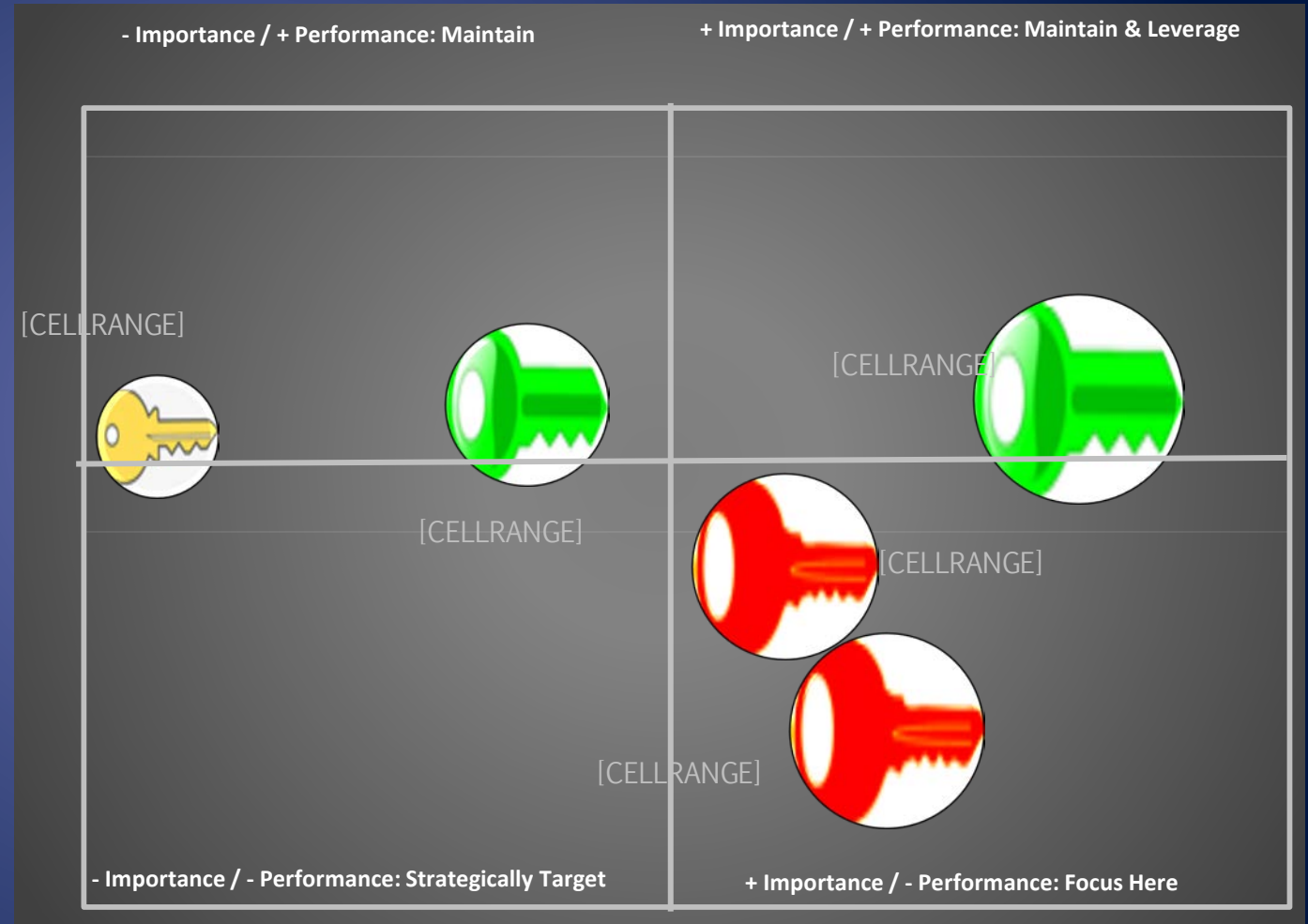
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- Importance / - Performance: Strategically Target

+ Importance / - Performance: Focus Here

Government: Key Drivers and Performance

Five aspects of government performance were evaluated

- All are significant drivers of Central Point's overall rating
  - Confidence in police department to provide a safe and secure community has the greatest impact, and receives the highest rating within this group.
  - Areas of focus are the ease of contacting Council members and keeping residents informed. Both are of high importance with relatively low ratings.

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# Funding of City Services and Facilities

Financial Priorities

- Top tier functions are: Police and safety services and Maintaining roads and sidewalks

- Second tier functions are: Attracting new industries and businesses, Street improvements, Efficient and effective local government, Improv and maintain the physical parks system.

- Functions regarding Recreation programs, Special events, and Tourism are given very low priority among residents.
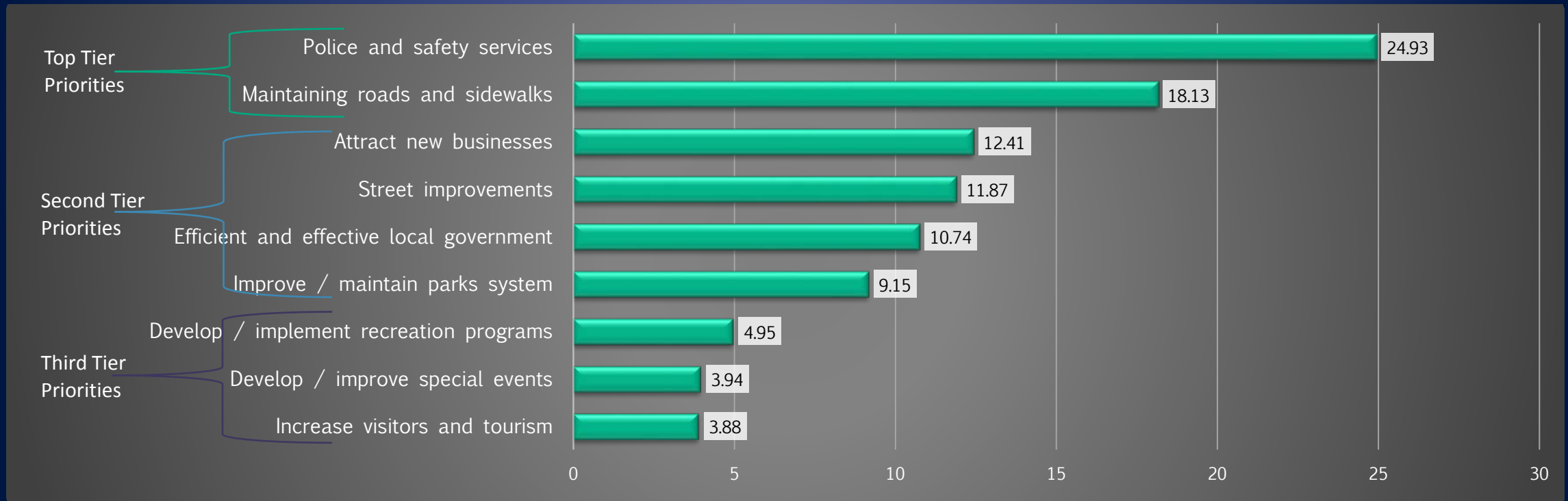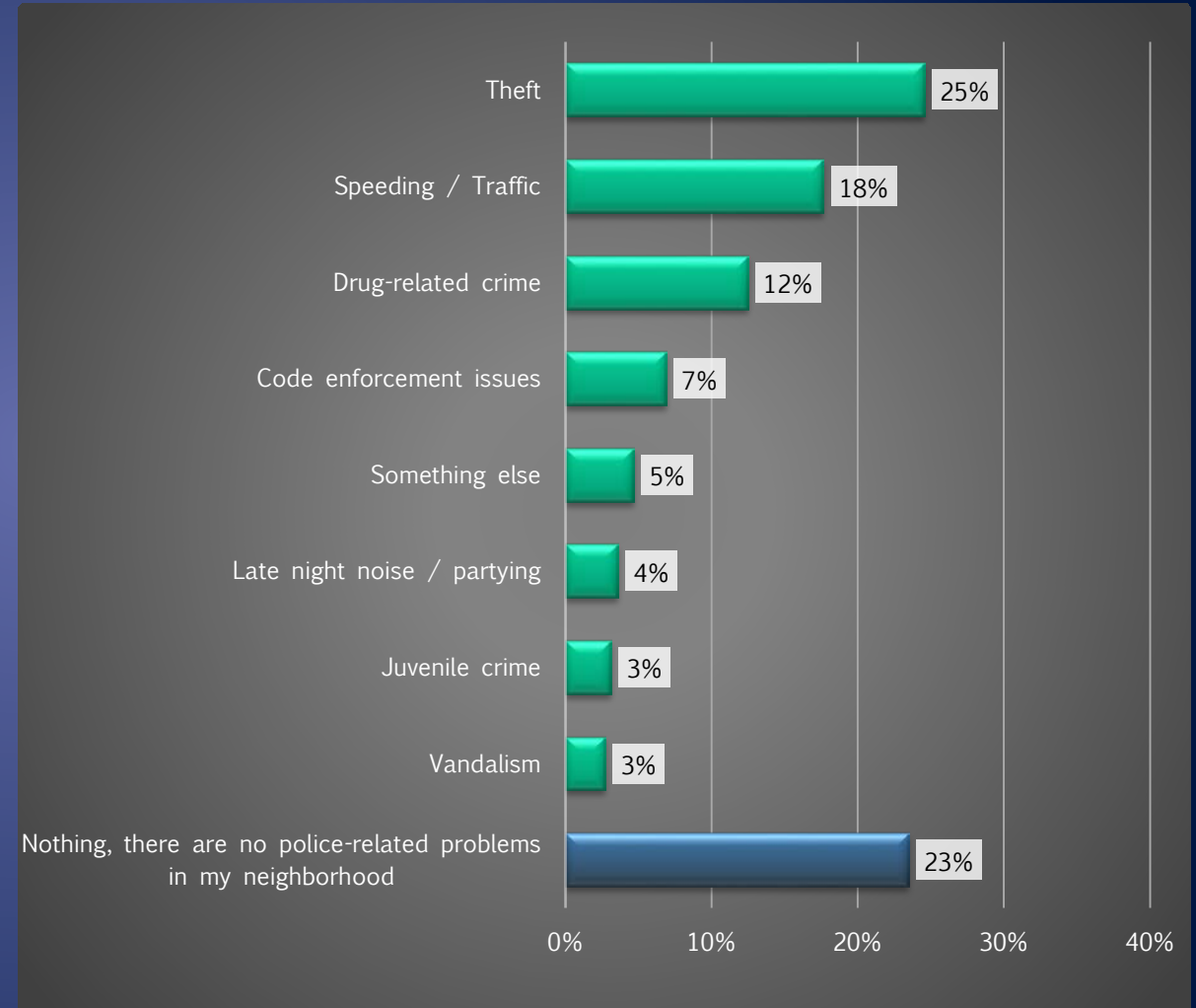
Revitalization Efforts

- Overall, improvements to the Highway 99 Corridor South of Pine is the highest ranked revitalization effort, though this is substantially less important to residents living in Area B or H.

- The other item to note is the strong importance of the East Pine Street and Interchange planning among residents in Area H.

Revitalization Efforts by Neighborhood
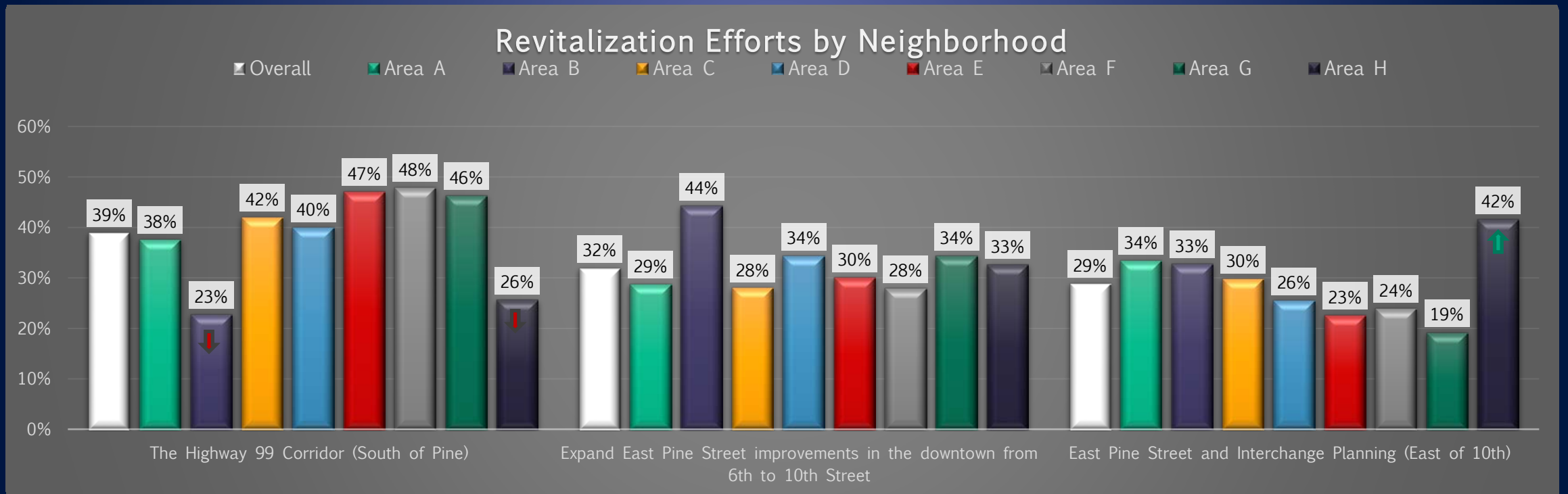
Police and Safety

Police-Related Issues

- Twenty-three percent of Central Point residents state that there are no serious police-related problems in their neighborhood.

- The same number of residents feel that issues relating to theft are the most serious issues.
  - This is followed by speeding or traffic related issues and drug-related crime.

Theft — 25%
Speeding / Traffic — 18%
Drug-related crime — 12%
Code enforcement issues — 7%
Something else — 5%
Late night noise / partying — 4%
Juvenile crime — 3%
Vandalism — 3%
Nothing, there are no police-related problems in my neighborhood — 23%
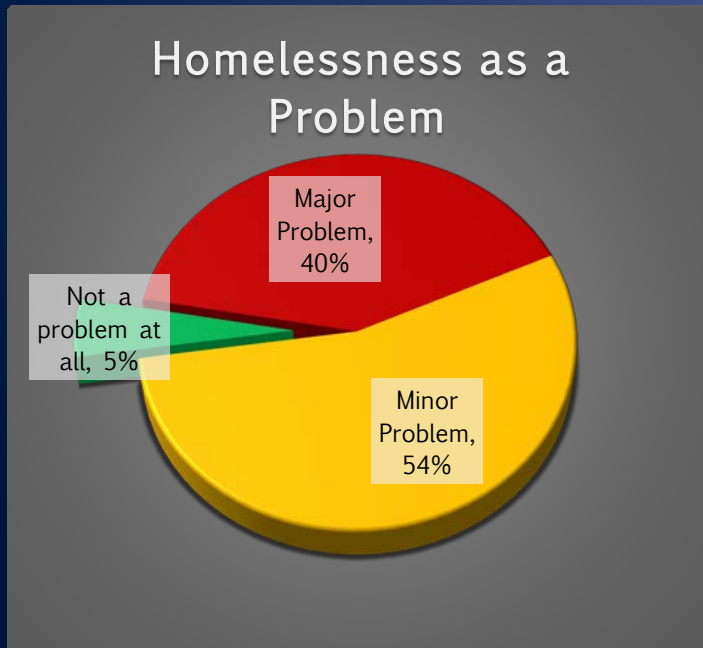
0%   10%   20%   30%   40%

Professionalism of and Confidence in Police

- All residents were asked to rate the professionalism of Central Point's police officers as well as their confidence in their ability o provide a safe and secure community
  - The police receive outstanding scores in both areas
  - There is high agreement across all residents regardless of geographic or demographic differences
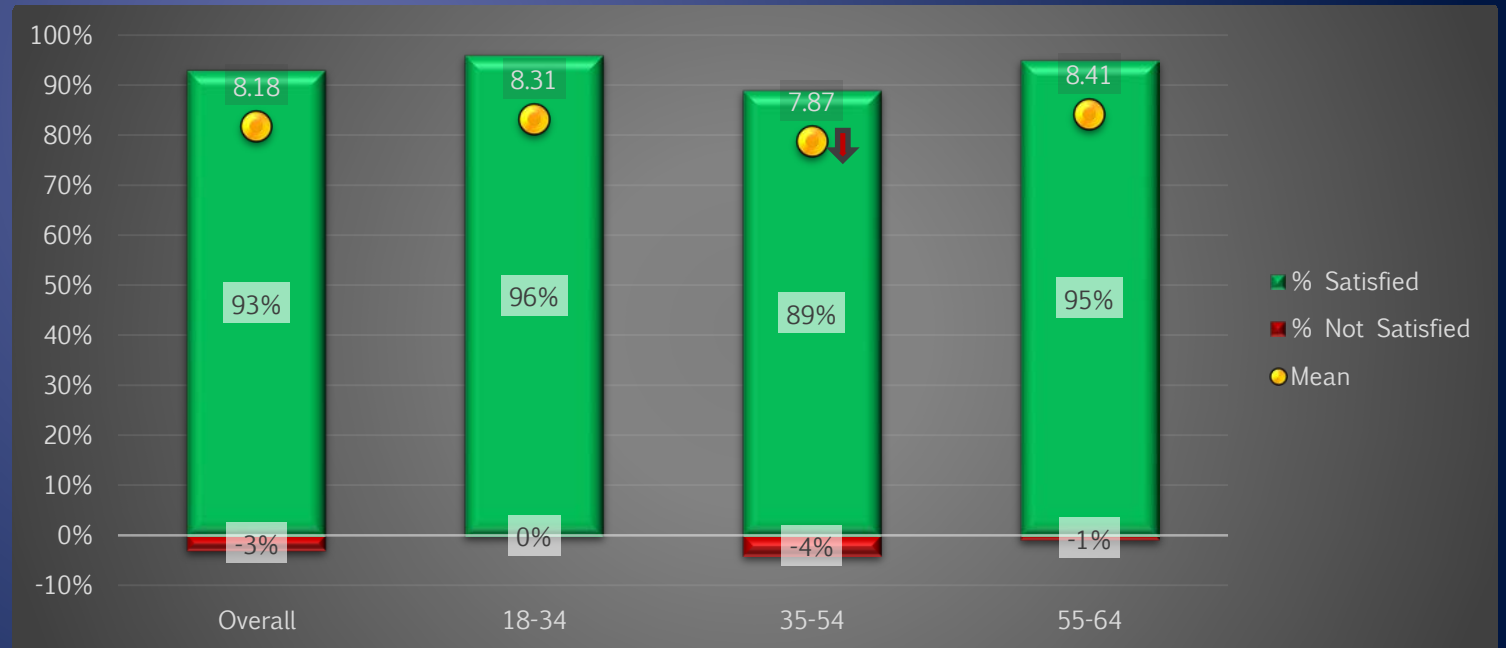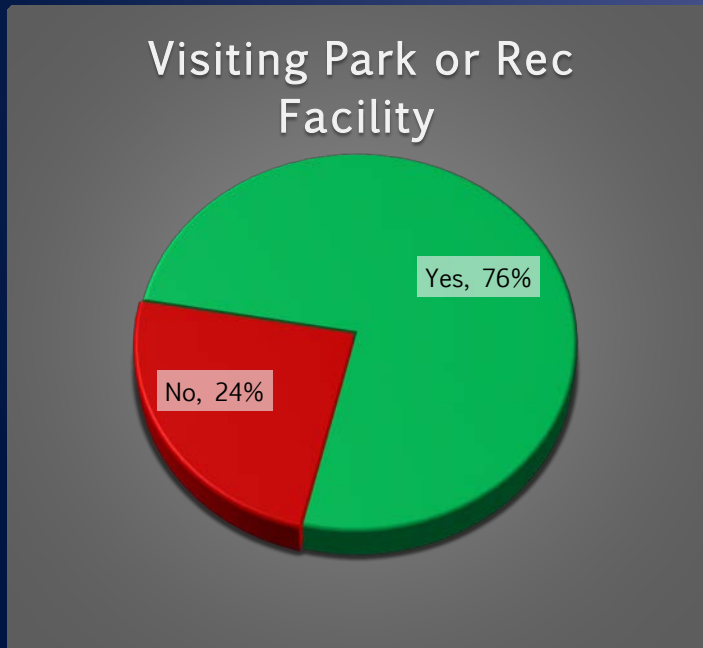
Homelessness

- Nearly all residents feel that homelessness in Central Point is either a minor or major problem. Residents living in Area C and Area H are significantly more likely than other residents to feel homelessness is a major problem.

- Overall, residents indicate each of the three strategies as being somewhat effective in combating homelessness.

- Lower income residents are significantly more likely than other residents to feel that transitional housing and financial assistance are effective means of combating homelessness. Two-thirds of residents in this group feel these measures would be effective vs roughly half of residents of incomes higher than $35,000.

Homelessness as a Problem

Major Problem, 40%
Minor Problem, 54%
Not a problem at all, 5%

Strategies to Combat Homelessness by Income

Overall | <$35k | $35k-<$50k | $50k-<$100k | $100k+

Zoning | Transitional housing | Financial Assistance

Parks and Recreation

Use of and Satisfaction with Parks and Rec Facilities

- Three-quarters of residents have visited a parks and rec facility over the past 12 months. Those most likely to have done so are younger, have children, and/or have higher incomes.

- Nearly all residents are satisfied with their parks and recreation experiences.

Visiting Park or Rec Facility

Yes, 76%
No, 24%

	Overall	18-34	35-54	55-64
Mean	8.18	8.31	7.87	8.41
% Satisfied	93%	96%	89%	95%
% Not Satisfied	-3%	0%	-4%	-1%

- % Satisfied
- % Not Satisfied
- Mean

Construction and Maintenance of Community Center

- There is fairly solid support for building a new community center, however support significantly declines regarding raising the recreation fee by $3 / month to provide long-term funding for the center.
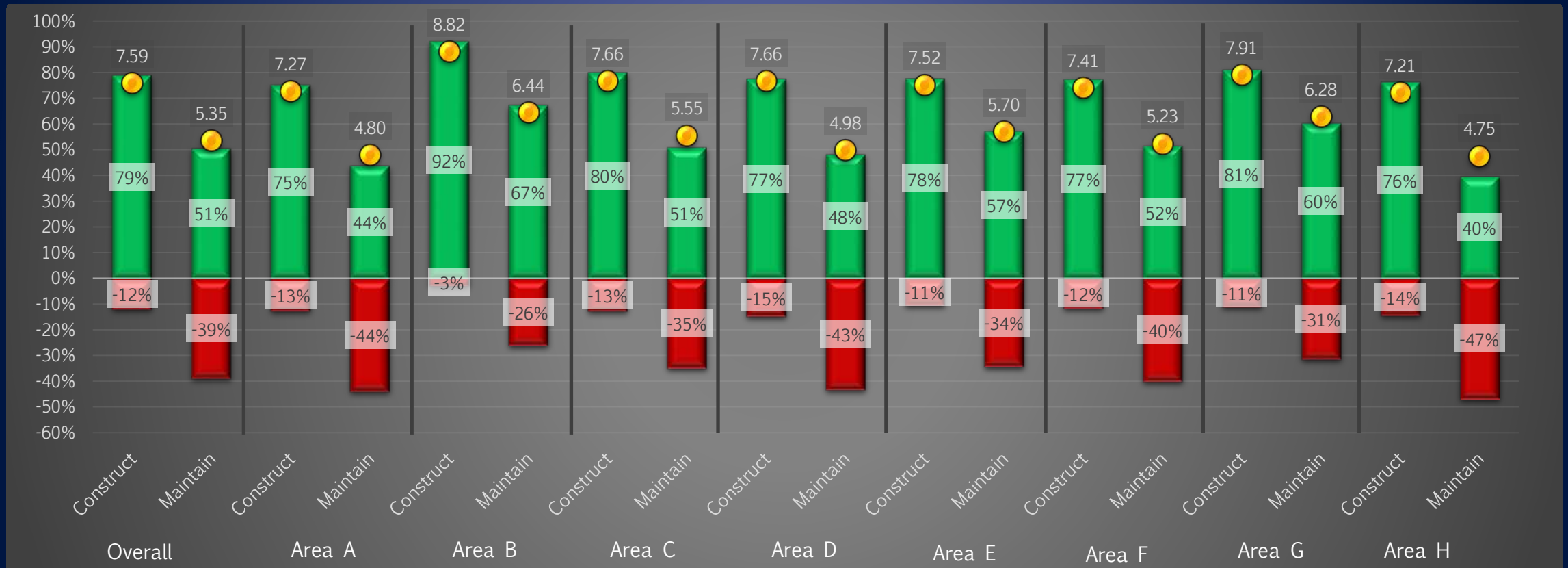
Recap

What we have learned and where we go from here

Take-Aways and Next Steps

- Central Point is a strong 4-Star City
  - Very possible to see real improvement by focusing on ways to help residents understand the   value of the services provided for tax dollars paid

- "Low hanging fruit"
  - Communicate that you have a clear vision / strategy
  - Explore ways to increase visibility/communicability of City staff/council members

- Putting your Money to Work
  - Continued focus on police and safety services
  - Continue funding infrastructure such as roads and sidewalks

- Follow-up and track
  - Do additional, targeted research (focus groups?)
  - Continue to track progress—more frequently?