



Phase II Survey
Results as of August 30, 2010

Findings from the Phase II survey results.

6,541 surveys – 5,702 mail-in, 839 online

Survey statements for the Draft 2035 Objectives are at the end of the summary.

Observations

- Overall, most of objectives are “On The Right Track” based on a composite score of “Just Right” plus “Not Aggressive Enough”. Only 4 out of 22 objectives scored less than a 70% rating.
- The Top Priorities ranking is based on an open ended question in which respondents were asked to write down the number of their top three priorities out of the objectives that were presented. See the attachment for the full text for each objective.

On The Right Track

1. Healthy Watersheds
2. Maintenance First
3. Raising the Bar
4. Sense of Safety
5. Greenhouse Gas Emissions

Top Priorities

1. More Living Wage Jobs
2. Raising the Bar
3. Maintenance First
4. Sense of Safety
5. Healthy Watersheds

- Survey responses from People of Color¹ only represented 12% of responses, significantly less than the 26% of Portland’s population. The responses were weighted to account for this gap, but there was no change in the Top Priorities.

Total	People of Color	Weighted Results
1. More Living Wage Jobs	1. More Living Wage Jobs	1. More Living Wage Jobs
2. Raising the Bar	2. Raising the Bar	2. Raising the Bar
3. Maintenance First	3. Sense of Safety	3. Maintenance First
4. Sense of Safety	4. Higher Education	4. Sense of Safety
5. Healthy Watersheds	5. Housing	5. Healthy Watersheds

- Cross-tabulation analysis of the results based on Race/Ethnicity and Household Income characteristics show some shifts in relative priorities.

Top Priorities

People of Color	Low Income²	Low Income/People of Color³
1. More Living Wage Jobs	1. More Living Wage Jobs	1. More Living Wage Jobs
2. Raising the Bar	2. Housing	2. Housing
3. Sense of Safety	3. Healthy Watersheds	3. Higher Education
4. Higher Education	4. Higher Education	4. Educational Equity
5. Housing	5. Raising the Bar	5. Healthy Watersheds

¹ “People of Color” are respondents other than “White/Caucasian” or “No Response”.

² “Low Income” is lowest income category – households earning less than \$20,000 per year.

³ “Low Income/People of Color” represent a relatively low sample size of 157 responses.

- Different geographic districts⁴ show a similar consistency in relative priorities:

Top Priorities

North	Northeast	East	Southeast	West	Central City
More Living Wage Jobs	Raising the Bar	Sense of Safety	More Living Wage Jobs	Raising the Bar	More Living Wage Jobs
Raising the Bar	More Living Wage Jobs	Raising the Bar	Raising the Bar	More Living Wage Jobs	Raising the Bar
Higher Education	Greenhouse Gas Emissions	More Living Wage Jobs	Greenhouse Gas Emissions	Maintenance First	Sustainable Transportation
Healthy Watersheds	Maintenance First	Maintenance First	Sustainable Transportation	Sense of Safety	Housing
Healthy & Affordable Food	Healthy Watersheds	Healthy Watersheds	Maintenance First	Healthy Watersheds	Greenhouse Gas Emissions

Respondents were given an opportunity to list any objectives that they thought were missing or ones that needed to be changed. Many of the respondents used the space to offer general comments:

- Most controversial issues: Diversion of sewer contract savings for green streets (bike lanes) and community policing
- More comments about disc golf, Sellwood Bridge, dog parks, and MLS soccer than CRC (2)
- Many people are impatient and do not understand why the objectives, which are expressed in terms of targets for 2035, will take 25 years to accomplish. This is the underlying theme to many of the comments related to "Not Agressive Enough" ratings.
- A thread of comments related to the City's role and relationship to other agencies (especially schools) and personal choices/behavior – implying that it is not a City function to get involved in these matters.

Missing Issues most often mentioned in written comments:

- Historic preservation
- Toxics - air/noise/light pollution
- Homelessness
- Earthquake/disaster preparedness
- Recycling (plastics) and composting.
- Health care and mental health services

⁴ Geographic districts are based on ONI Neighborhood Coalition boundaries sorted by zip code, so there is not always precise alignment. The biggest discrepancies came with some of the zip code boundaries that overlap between West Portland and the Central City, in which responses were assigned to West Portland.

All Survey Responses (weighted scores)

On the Right Track		Top Priorities	
Healthy Watersheds	89%	More Living Wage Jobs	1597
Maintenance First	87%	Raising the Bar	1534
Raising the Bar	87%	Maintenance First	1130
Sense of Safety	87%	Sense of Safety	1015
Higher Education	82%	Healthy Watersheds	982
Greenhouse Gas Emissions	81%	Greenhouse Gas Emissions	939
Educational Equity	81%	Sustainable Transportation	928
More Living Wage Jobs	79%	Complete Neighborhoods	911
Home Energy Use	79%	Higher Education	903
Arts Education	77%	Housing	872
Equal Employment Opportunity	75%	Healthy & Affordable Food	804
Household Budget	75%	Educational Equity	763
Active & Healthy Lifestyle	74%	Competitive Economy	730
Complete Neighborhoods	72%	Home Energy Use	686
Sustainable Transportation	72%	Arts Education	635
Housing	72%	Active & Healthy Lifestyle	603
Healthy & Affordable Food	71%	Household Budget	444
Participation & Change	70%	Equal Employment Opportunity	321
Access to Recreation	69%	Participation & Change	181
Competitive Economy	67%	Access to Recreation	169
Satisfaction	60%	Satisfaction	102
Arts Attendance	52%	Arts Attendance	66

On the Right Track: Not Aggressive Enough plus Just Right

Not Aggressive Enough

1. Raising the Bar (49%)
2. GHG Emissions (47%)
2. Healthy Watersheds (47%)
4. Maintenance First (43%)
5. Sense of Safety (41%)

Too Aggressive

1. Complete Neighborhoods (17%)
2. Sustainable Transport (15%)
2. Access to Recreation (12%)
4. Healthy Food (10%)
5. Housing (9%)

Should Not Be An Objective

1. Arts Attendance (33%)
2. Satisfaction (23%)
3. Active & Healthy Lifestyle (15%)
4. Participation & Change (13%)
5. Healthy & Accessible Food (13%)

Survey Respondents Profile

Where do you live?

	2008	Phase II	People of Color	Low Income	Low Income People of Color
North	11%	10%	12%	13%	13%
Northeast	19%	20%	19%	15%	12%
East	24%	13%	18%	17%	25%
Southeast	26%	30%	25%	29%	17%
West	13%	22%	17%	17%	19%
Central City	7%	4%	6%	8%	12%
Outside		1%	3%	0%	1%

Note: Central City was undercounted due to zip code overlap with surrounding districts.

What is your household income?

	2008	Phase II	People of Color
Under \$20,000	16%	14%	24%
\$20,000 - \$50,000	30%	33%	31%
\$50,000 - \$100,000	38%	35%	32%
Over \$100,000	16%	18%	14%

What is your race or ethnicity?

	2008	Phase II	Low Income	Low Income People of Color
Asian or Pacific Islander	8%	3%	6%	22%
Native American	4%	2%	4%	13%
White/Caucasian	74%	85%	70%	-
Black/African American	7%	3%	6%	18%
Latino/Hispanic	9%	3%	6%	19%
Mixed/Other	2%	5%	8%	28%

Cross Tabulation Based On Demographics

On the Right Track	All Returns	Weighted	People of Color	Low Income	Low Income People of Color
Healthy Watersheds	89%	89%	87%	87%	83%
Raising the Bar	88%	87%	83%	80%	75%
Maintenance First	87%	87%	83%	83%	75%
Sense of Safety	87%	87%	86%	79%	77%
Greenhouse Gas Emissions	82%	81%	76%	81%	75%
Higher Education	82%	82%	81%	79%	82%
Educational Equity	81%	81%	78%	77%	82%
More Living Wage Jobs	79%	79%	79%	81%	79%
Home Energy Use	79%	79%	77%	80%	78%
Arts Education	78%	77%	74%	76%	76%
Equal Employment Opportunity	75%	75%	73%	74%	76%
Household Budget	74%	75%	76%	79%	82%
Active & Healthy Lifestyle	74%	74%	75%	76%	78%
Complete Neighborhoods	73%	72%	71%	75%	77%
Sustainable Transportation	72%	72%	73%	77%	73%
Housing	72%	72%	73%	78%	77%
Healthy & Affordable Food	72%	71%	71%	74%	71%
Participation & Change	71%	70%	69%	79%	78%
Access to Recreation	69%	69%	68%	69%	70%
Competitive Economy	67%	67%	68%	60%	62%
Satisfaction	60%	60%	61%	62%	67%
Arts Attendance	52%	52%	51%	53%	52%

On the Right Track: Not Aggressive Enough plus Just Right

Top Priorities	All Returns	Weighted	People of Color	Low Income	Low Income People of Color
More Living Wage Jobs	1	1	1	1	1
Raising the Bar	2	2	2	5	8
Maintenance First	3	3	8	10	15
Sense of Safety	4	4	3	11	10
Healthy Watersheds	5	5	7	3	5
Greenhouse Gas Emissions	6	6	14	8	18
Sustainable Transportation	7	7	17	9	12
Complete Neighborhoods	8	8	10	15	14
Higher Education	9	9	4	4	3
Housing	10	10	5	2	2
Healthy & Affordable Food	11	11	9	6	7
Educational Equity	12	12	6	14	4
Competitive Economy	13	13	11	18	16
Home Energy Use	14	14	16	12	17
Arts Education	15	15	15	13	13
Active & Healthy Lifestyle	16	16	13	16	9
Household Budget	17	17	18	7	6
Equal Employment Opportunity	18	18	12	17	11
Participation & Change	19	19	19	19	19
Access to Recreation	20	20	20	20	20
Satisfaction	21	21	21	21	21
Arts Attendance	22	22	22	22	22

Cross Tabulation Based On Geography

Top Priorities	All Returns	North	NE	East	SE	West	Central City
More Living Wage Jobs	1	1	2	3	1	2	1
Raising the Bar	2	2	1	2	2	1	2
Maintenance First	3	6	4	4	5	3	9
Sense of Safety	4	7	11	1	9	4	7
Healthy Watersheds	5	4	5	5	7	5	6
Greenhouse Gas Emissions	6	12	3	9	3	9	5
Sustainable Transportation	7	13	6	16	4	10	3
Complete Neighborhoods	8	8	10	10	6	8	10
Higher Education	9	3	8	6	10	6	11
Housing	10	11	9	7	8	12	4
Healthy & Affordable Food	11	5	12	8	11	16	8
Educational Equity	12	9	7	15	13	11	12
Competitive Economy	13	15	16	11	16	7	13
Home Energy Use	14	10	13	12	12	15	14
Arts Education	15	14	15	17	14	13	16
Active & Healthy Lifestyle	16	16	14	13	15	14	17
Household Budget	17	17	18	14	17	17	15
Equal Employment Opportunity	18	18	17	18	18	18	18
Participation & Change	19	19	19	19	20	20	19
Access to Recreation	20	20	20	20	19	19	22
Satisfaction	21	21	21	21	21	21	20
Arts Attendance	22	22	22	22	22	22	21

Household Income

	<u>2008</u> <u>Portland</u>	<u>North</u>	<u>NE</u>	<u>East</u>	<u>SE</u>	<u>West</u>	Central <u>City</u>
Under \$20,000	16%	17%	11%	20%	13%	11%	25%
\$20,000 - \$50,000	30%	37%	31%	40%	35%	27%	30%
\$50,000 - \$100,000	38%	34%	38%	34%	35%	34%	28%
Over \$100,000	16%	12%	20%	6%	17%	28%	16%

Race or Ethnicity

	<u>2008</u> <u>Portland</u>	<u>North</u>	<u>NE</u>	<u>East</u>	<u>SE</u>	<u>West</u>	Central <u>City</u>
Asian or Pacific Islander	8%	3%	2%	5%	3%	3%	2%
Native American	4%	2%	1%	2%	2%	2%	3%
White/Caucasian	74%	83%	87%	79%	89%	89%	82%
Black/African American	7%	3%	3%	3%	1%	1%	4%
Latino/Hispanic	9%	3%	2%	5%	1%	1%	5%
Mixed/Other	2%	5%	4%	5%	4%	4%	3%

Phase II Survey Statements

Draft Objectives for 2035: *What kinds of big changes should we aim for?*

1 - Arts Education: Today, Portland Public Schools has only 34 arts specialists for more than 46,000 students. *By 2035: Expand arts education by establishing arts learning programs in all of Portland's K-8 schools.*

2 - Arts Attendance: Today, more than 41% of Oregonians attend art events, well over the national average of 29%. *By 2035: Increase the percentage of Portlanders who attend arts events.*

3 - Complete Neighborhoods: Today, 26% of Portlanders live close enough to parks, businesses, frequent transit service, schools and other amenities to safely and easily walk or bike to meet their daily needs. *By 2035: Increase the percentage of Portlanders who can safely and easily walk or bike to services and amenities to 90%.*

4 - Raising the Bar: Today, around 61% of Portland's high school students graduate on time. *By 2035: Achieve a minimum 80% on-time high school graduation rate at all high schools.*

5 - Higher Education: Today, many of Portland's job seekers don't have sufficient skills or training to qualify for job openings. *By 2035: Ensure that vocational training and higher education provide a robust pool of skilled job seekers to match all job openings in each sector.*

6 - Equal Employment Opportunity: According to the 2010 State of Black Oregon report, "The Black male labor force participation rate is about 9 percentage points less than that of White males." *By 2035: Achieve equitable participation in the labor force for Portlanders of all races, ethnicities and genders.*

7 - Educational Equity: In the 2007-08 school year, just over 43% of Latino students enrolled in Portland Public Schools as seniors graduated from high school. *By 2035: Bring the high school graduation rate for Portland's students of color, youth in poverty, and English language learning youth up to that of other students.*

8 - Housing: Today, many of Portland's neighborhoods do not offer a range of affordable and family-friendly housing choices. *By 2035: Increase the range of housing choices so that families have more options. Prioritize new housing development that is affordable to households earning less than half the area median income. (Half the median income is \$34,000 for a family of four).*

9 - Household Budget: Today, many lower income households spend more than 70% of their income on housing and transportation costs. *By 2035: Reduce the combined cost of housing and transportation to less than 45% of median income. This would include locating more new housing close to transit and within walking distance of services.*

10 – Active and Healthy Lifestyle: Today, 55% of Multnomah County adults and 10% of teens are overweight or obese. *By 2035: Create opportunities for active lifestyles and healthy eating, so that at least 60% of adults and 95% of children and teenagers are at a healthy weight.*

11 - Access to Recreation: Today, about 80% of Portlanders live within a ½-mile walking distance of a developed park or natural area. *By 2035: Increase access so that all Portlanders are within a ½-mile walking distance of a park, natural area, trail or greenway.*

12 - Healthy and Affordable Food: Today, 60% of Portlanders live within a ½-mile walking distance of a full service grocery store. *By 2035: Increase access so that 90% of Portlanders are within ½-mile walking distance of a grocery or market that sells affordable healthy and locally grown food.*

13 - Sense of Safety: Currently, 61% of Portlanders citywide report feeling safe walking alone at night in their neighborhoods. Several eastside areas reported a sense of safety as low as 35-48%. *By 2035: Improve safety so that 75% of Portlanders in every neighborhood feel safe walking alone at night.*

14 - More Living Wage Jobs: Today, Portland has a higher unemployment rate and lower median income than comparable West Coast cities. In the past 30 years, only the top 20% of Portland's earners have seen their incomes rise. *By 2035: Raise the income of Portlanders whose incomes have remained flat or declined. Decrease unemployment rates so they are lower than the average West Coast urban area.*

15 - Competitive Economy: In 2008, Portland area export businesses generated \$19.5 billion of income into the regional economy. *By 2035: Improve the competitive position of Portland businesses that buy and sell in global markets, and improve global market access for all Portland businesses. Increase the region's export income by an average annual rate of 5%.*

16 - Satisfaction: We do not currently measure residents' sense of connectedness and satisfaction with their neighborhoods and city. *By 2035: Establish a baseline and increase residents' sense of connectedness and satisfaction throughout Portland.*

17 - Participation and Change: Today civic advisory bodies and commissions generally do not reflect the diversity of Portland. *By 2035: Improve Portlanders' opportunity to participate and capacity to effect change in their community where advisory bodies and commissions reflect Portland's diversity.*

18 - Home Energy Use: Over the past 20 years, household energy use has increased by 19%. *By 2035: Reduce household energy use by at least 25% from current levels.*

19 - Greenhouse Gas Emissions: Today, 15% of local energy comes from renewable sources, such as hydro, wind and solar. *By 2035: Double the percentage of renewal energy sources to 30%.*

20 - Sustainable Transportation: Today, 27% of commute trips are made by sustainable transportation (pedestrian, bicycle, transit). *By 2035: Increase the percentage of sustainable commute trips to 60%.*

21 - Healthy Watersheds: Overall, the health of the Willamette River and its tributaries is improving, but more progress needs to be made. *By 2035: Improve the water quality of at least half of Portland's streams so they are healthy enough for people and salmon.*

22 - Maintenance First: Today, there is a backlog of deferred public facility maintenance (repairs to public buildings, water, sewer, streets, schools). *By 2035: Reduce the maintenance backlog for public facilities by 50%.*