

September 2018

City of Salem 2018 Survey

TELEPHONE SURVEY



Prepared by DHM Research

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Introduction & Methodology

1

From September 5–10, 2018, DHM Research conducted a survey of Salem residents. The purpose of the survey was to assess residents' satisfaction with City services, communications, and residents' values related to growth and funding. To track changes in opinion, the survey benchmarked several questions from previous surveys.

Research Methodology: The telephone survey consisted of 450 Salem residents and took approximately 15 minutes to complete. This is a sufficient sample size to assess residents' opinions generally and to review findings by multiple subgroups.

Respondents were contacted by a live interviewer from a list of registered voters, which included cell phones.¹ The survey was administered in both English and 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 city to be representative of Salem's adult population.

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 $\pm 4.6\%$.

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.

¹ Due to Oregon's Motor Voter law, approximately 90% of eligible Oregonians are registered to vote.

Summary & Observations

2

Overall, Salem residents remain positive about the City and the services it provides. However, there is a moderate decline in those feeling that the Salem is “headed in the right direction.”

Residents say that many core aspects of life in Salem are easy and that they are overwhelmingly satisfied with services offered by the City (91%). Two-thirds are satisfied with the value they get for their services and even more say that their area gets a fair share of the pie. The mean satisfaction for specific services is slightly higher than in the past two years, with core offerings such as emergency services, parks and recreation, and street lighting rated particularly well. Residents also express high levels of satisfaction with cultural offerings.

While satisfaction with a range of specific services has increased, fewer residents feel that the Salem is headed in the right direction. Just over half (53%) say Salem is headed in the right direction, as compared in 62% in 2017 and 66% in 2016.

Homelessness and housing affordability remain the top issues, followed by transportation.

Homelessness is again the most important issue for residents, with even more listing it as such than in the past two years. While satisfaction with affordable housing is up, a majority remain less than satisfied with the City's coordination of *social services to serve needs of homeless in our community*. A plurality listed these social services or affordable housing as the City service most in need of improvement.

Residents also consider transportation issues to be important, including road maintenance, public transportation, traffic, and infrastructure improvements. While two-thirds are satisfied with transportation-related maintenance and traffic, few are very satisfied. Residents call for improvements to street and infrastructure maintenance, and they identify this area as their top priority for future investments.

Residents are more willing to support revenue for priority services and long-term investments.

Presented with information detailing Salem's budget constraints, residents are split between preferring an increase in revenue to maintain service levels and keeping taxes and fees the same while reducing City offerings.

Two-thirds of residents would support an increase in taxes or fees to improve their priority issues: homelessness, affordable housing, and transportation. Nearly as many are on board with a temporary increase in property taxes to fund long-term investments such as maintaining and replacing City equipment, systems, buildings, and roads. Supportive residents generally call for a monthly increase of property taxes of under \$10 (83%). Republicans and older residents are less supportive of increased revenue for priority issues or long-term investments.

Interacting with City government poses challenges for some, especially those with low socioeconomic status.

Residents indicate more challenges with finding information about City planning, finding information to resolve a City issue, and having concerns heard by City leaders. Residents from north/northeast Salem, those with lower incomes and education feel that their concerns are less heeded than others.

Over the past six months few residents have attended an open house, community, or project-related meeting (18%), submitted a comment on a City project or initiative (16%), or attended a City Council meeting (9%). Those with higher socioeconomic status—particularly those with incomes of at least \$100K—are significantly more engaged by each measure. For example, while 24% of those with the highest incomes had attended a City Council meeting only 2% of those with incomes under \$50K had done so.

Residents are split as to the efficacy of Salem’s communications and rely on a wide range of sources for information about the City

Salem residents predominantly categorize the level of communications they receive from the City as *enough so that I know what I need to know* (38%) or *not very often* (48%), with higher income residents more likely to say they get the information they need. Just 1% say that the City communicates with the *too frequently*. They are split between thinking the information they get is easy to understand or that it’s not clear why they should care. Residents who are satisfied with the level of communications they receive are also more satisfied with the quality of information.

A plurality of residents (44%) learn about City events, projects, and news by way of digital channels such as the internet, social media, and email. Other popular sources of information are newspaper and other print media (26%), television (13%), and word of mouth (9%). As DHM Research analysis often shows, younger people are significantly more likely to use digital means of communication. For example, engagement with the City by way of social media is significantly higher among younger residents. Those who are satisfied with the amount of information they receive from the City are more likely to list official mail and email updates as a source of information, suggesting that these channels can be effective.

Key Findings

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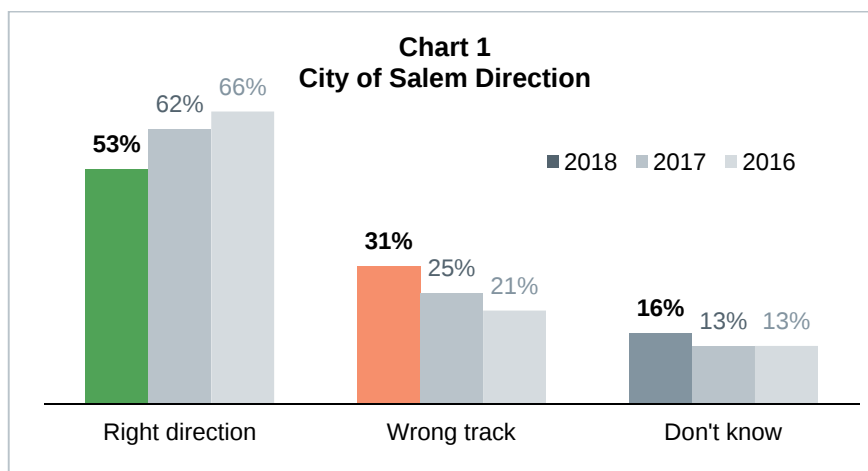
Salem residents were surveyed about their satisfaction with City services, communications, and residents' values related to growth and funding. The following report describes overall results and demographic differences by area of the city, age, gender, and other subgroups. Where possible, results are benchmarked to surveys conducted in December 2016 and December 2017.

3.1 General Mood

A majority of Salem residents are optimistic about the city's direction.

Just over half of the city's residents feel Salem is moving in the right direction, while almost one-third feel the city is off on the wrong track. The share of residents who think Salem is moving in the right direction decreased by nine percentage points, continuing a downward trend observed in last year's survey.

DHM Research has asked right direction/wrong track in twelve communities in Oregon and Washington since 2017. Right direction percentages have ranged from 39% to 76%, with a mean of 59%. Right direction percentages have generally been higher in suburban communities. They tended to be lowest in communities where residents say that housing and homelessness are the most important issues to address.



Source: DHM Research, September 2018

As DHM Research results often show, there are large divides in optimism by political affiliation. While 70% of Democrats and 56% of members of minor parties and non-affiliated residents (NAV/Other) think Salem is headed in the right direction, 35% of Republicans hold this view. Attitudes among Republicans showed the largest year-over-year decline. In 2017, 65% of Republicans said that Salem was headed in the right direction.

Those with higher incomes tend to be more positive than those with lower incomes: 72% of those making at least \$100K say Salem is headed in the right direction, as compared to 27% of residents with incomes under \$25K.

Homelessness continues to be the main issue for Salem residents.

One-third of residents consider homelessness and poverty the most important issue they want City officials to address. Taken together, 18% are concerned with transportation issues such as *roads, potholes, infrastructure, an additional bridge, public transportation, and traffic*. This was an open-ended question in which survey respondents could have offered any issue that came to their minds.

Table 1
Most Important Issue in Salem



Source: DHM Research, September 2018

While homelessness was the top concern in 2017 (26%) and 2016 (17%), even more residents list it as the most important issue for elected officials in Salem to do something about in 2018. Water issues are the largest concern for 3%, likely related to issues with cyanotoxins in the early summer of 2018.

Concerns about homelessness are significantly higher among those with incomes of \$100K or more (59%) than other residents (25–36%). Lower income residents, people of color, and renters have elevated concerns about crime and drugs.

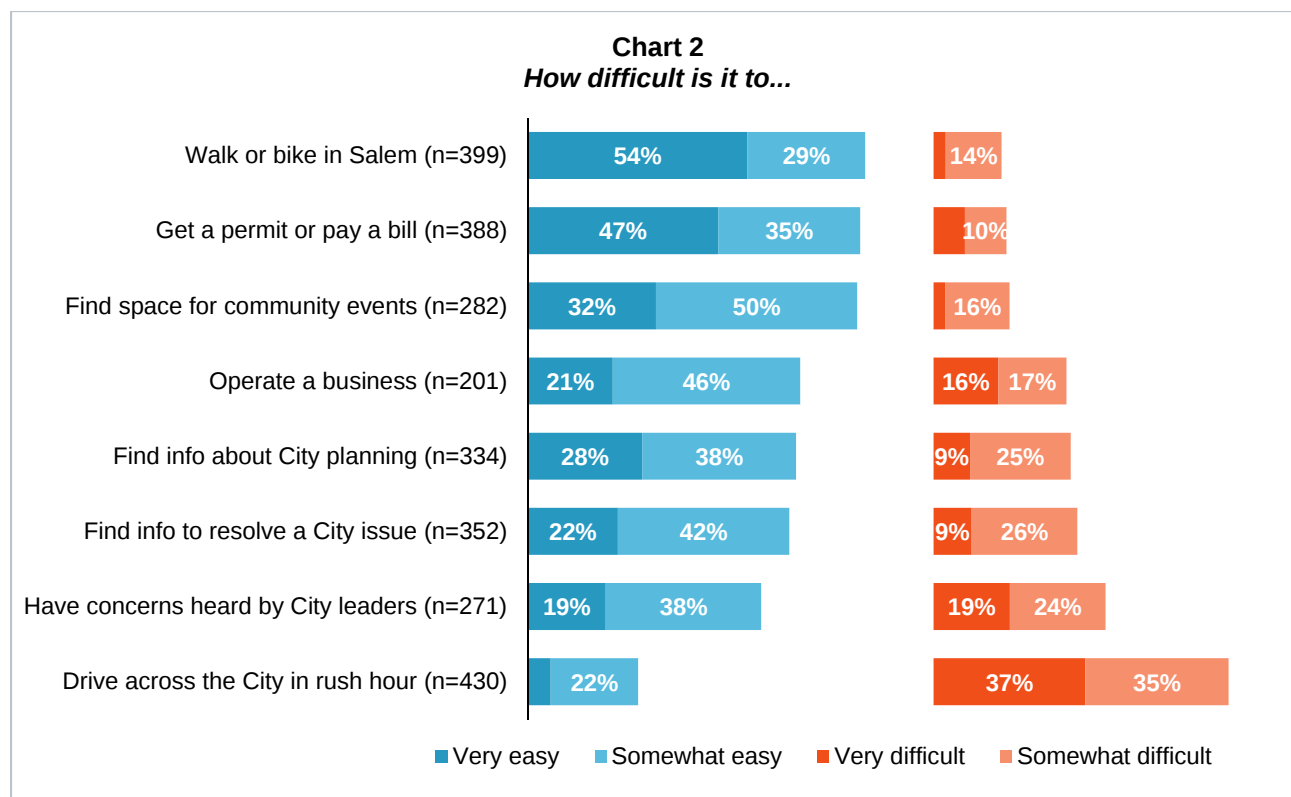
3.2 Living in Salem

Most everyday tasks are seen as easy to conduct by Salem residents.

Walking or biking, getting a permit or paying a bill, and finding space for community events in Salem are all seen as easy activities by strong majorities of residents who have experience with them (81–83%). Almost none say any of these three activities are very difficult.

For most of these everyday tasks, levels of ease are consistent across demographic groups. Younger people tend to be more likely to have experience with each. Republicans are more likely to say it's difficult to get a permit or pay a bill, whereas those with higher incomes have more experience doing so.

Two-thirds of those with experience say *operating a business* in Salem is easy. Those with incomes of at least \$75K and residents under 55 are more likely to have experience operating a business.



Source: DHM Research, September 2018

Rush-hour traffic continues to be a challenge for Salem residents.

A strong majority of residents with experience doing so say *driving across town during peak traffic hours* is difficult (73%), with 37% indicating high levels of difficulty. Difficulties with traffic have returned to levels similar to those seen in 2016 (75%) after a spike in 2017 (82%).

People of color in Salem are more likely to say traffic is difficult than white residents. As with 2017, older people are more likely to categorize traffic as *very difficult* while those under 35 say it is *somewhat difficult* more often.

While mostly positive, some say communicating with the City is difficult.

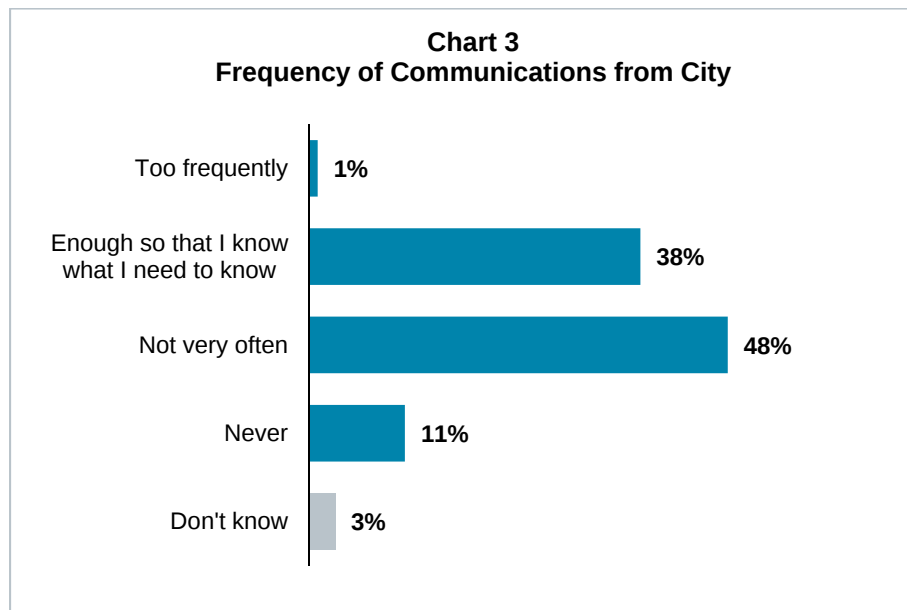
Some residents report having more of a difficult time communicating with City government—whether *finding information about City planning*, *finding information to resolve a City issue*, or *having concerns heard by City leaders*. More say these activities are easy than say they are hard, but there are sizeable minorities of residents who have attempted to complete each one and found it difficult (34–42% difficult). After a slight increase in the difficulty of residents having concerns heard and finding information to resolve City issues, levels have returned to those seen in 2016.

Those under 35 say getting information from the City is easier than older residents, particularly when it comes to information about planning and how decisions are made. Residents living in north/northeast Salem and Republicans say it is more difficult to have their concerns heard by City leaders. Those with higher incomes are more likely to have experience voicing their concerns and to say doing so is easy.

3.3 Communicating with the City

Residents are split as to the frequency and quality of information they receive from the City.

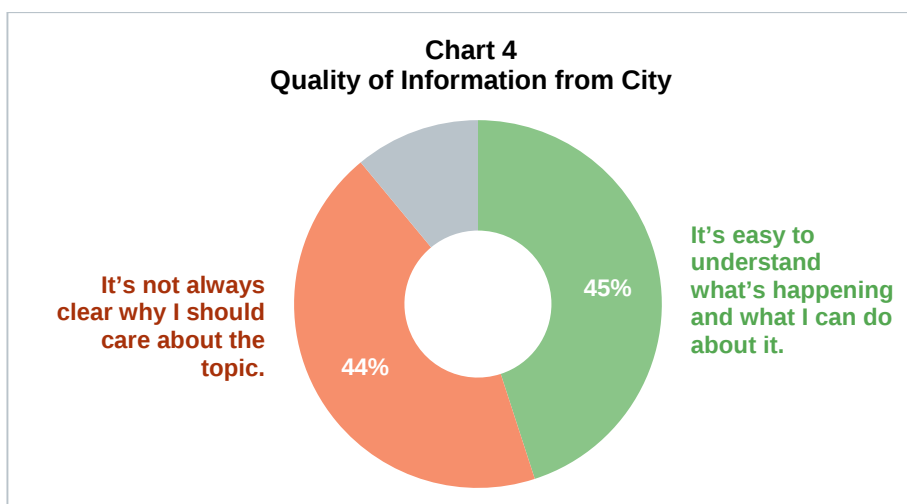
A plurality of 48% categorize the frequency at which the City of Salem communicates with them as *not very often*, though a significant minority are satisfied with the level of communications. Almost no residents say the City communicates *too frequently*.



Source: DHM Research, September 2018

Those with incomes over \$75K say they get enough information at a higher rate. Residents over 35 are more likely to say they never receive communications from the City.

Residents are also split between categorizing the quality of information they receive from the city as *easy to understand* and *not always clear*.



Source: DHM Research, September 2018

Among those who say they get enough communications from the City, 70% say that information from the City is easy to understand. Those who categorize the frequency of communication from the City as *not very often* (34%) or *never* (13%) are much less likely to view such information as easy to understand.

Residents get information about and engage with the City in a multitude of ways.

The most common means by which residents learn about city events, projects, and news are newspapers and other media, the internet, and television. In all, 44% rely on digital communications such as the internet, social media, or email. Few explicitly mentioned official City communications.

Table 2
How have you learned about city events, projects, and news?



26%	Newspaper or media
17%	Internet
13%	Television, news broadcast
10%	Social media (general)
9%	Word of mouth
8%	Mail (general)
7%	Facebook
6%	City website
5%	Email update from City

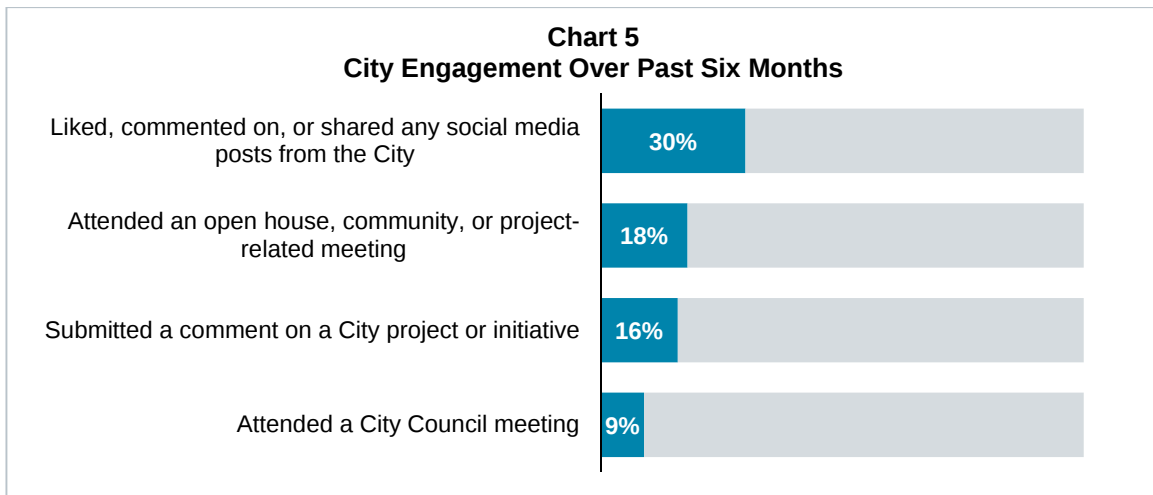
Source: DHM Research, September 2018

As seen elsewhere in DHM Research findings, age correlates with communications preferences. Those 55 and older are particularly reliant on newspapers and print media (46%) in comparison to residents ages 35–54 (23%) and 18–34 (9%). Younger residents more often use digital means of communications.

White residents are more likely than people of color to get information about City business by way of newspapers and print media. Residents with incomes under \$50K get information from the television and news broadcasts more often than residents with higher incomes.

Those who said they get enough information from the City more frequently listed mail and email updates from the City as the means by which they had learned about city events, projects, and news.

Over the past six months, residents are most likely to have *liked, commented on, or shared any social media posts from the City*. Slightly fewer have *attended an open house, community, or project related meeting or submitted a comment on a City project or initiative*. Fewer than one in ten have *attended a City Council meeting* over that time period.



Source: DHM Research, September 2018

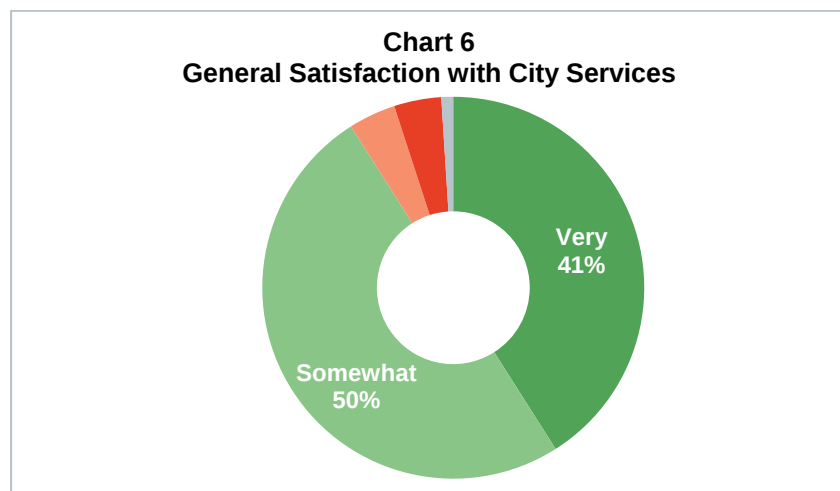
As elsewhere, large differences by age are seen with regards to digital engagement. Nearly half of those ages 18–34 had engaged with the City via social media over the past six months (44%), as compared to 30% of those ages 35–54, and 17% of older residents.

Residents with higher socio-economic status by way of education and income tend to be more likely to have done each of these methods of engaging with the City in the past six months. For example, among residents with incomes of \$100K or higher, 24% had attended a City Council meeting and 33% had attended an open house, community, or project-related meeting whereas 2% and 8% respectively of those with incomes under \$50K had done so.

3.4 Service Satisfaction

In all, Salem residents continue to be overwhelmingly satisfied with services offered by the City.

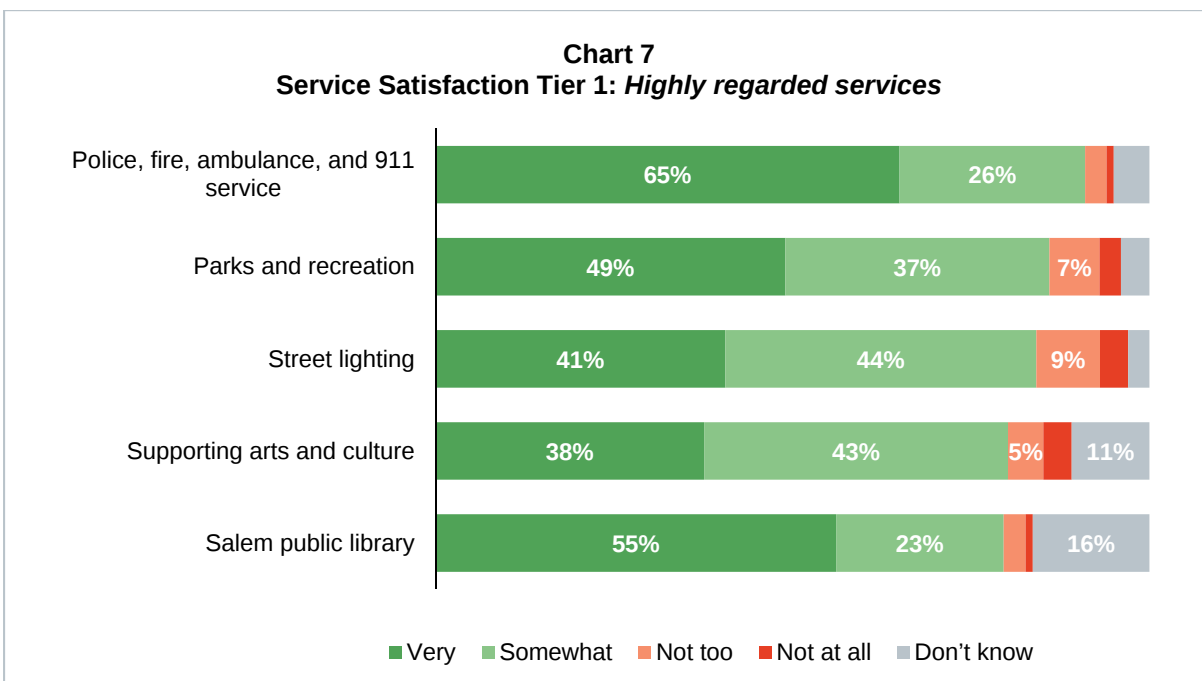
Nine in ten residents are generally satisfied (91%) with the services the city provides. This result is consistent with those dating back to 2016.



Source: DHM Research, September 2018

Residents are most satisfied with certain essential services and cultural offerings.

Salem residents are most satisfied with *police, fire, ambulance, and 911 service* in the City, with two-thirds very satisfied. Satisfaction levels are also high for *parks and recreation*, and *street lighting*. Residents are nearly as satisfied with the City's support for *arts and culture* and with the *Salem public library*, though fewer have exposure to these offerings. This is especially true for the library, which received the second highest very satisfied rating of all services tested even though 16% are unsure.



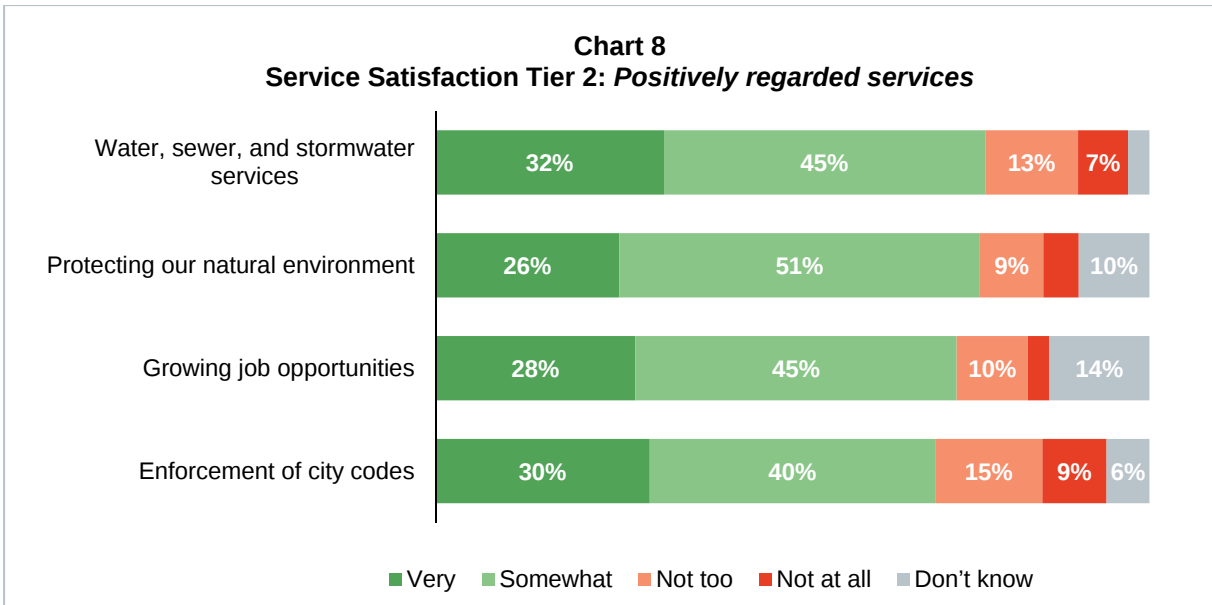
Source: DHM Research, September 2018

Satisfaction levels for the police and other emergency services are similarly high across all key demographic groupings. Those with lower socio-economic status tend to be less satisfied with streetlights in Salem.

Republicans are more likely than those with other political affiliations to be unsure about the City's support for arts and culture and the state of the Salem public library. Residents under 35 are very satisfied with the City's support for the arts (53%) more than older residents (30%).

While still high, satisfaction is slightly softer for a suite of other core City services.

Residents are also satisfied with *water, sewer, and stormwater services* (77%), *protecting our natural environment* (76%), *growing job opportunities* (72%), and *enforcement of city codes* (69%) in Salem. They are more likely to say they don't know much about the City's efforts to protect the environment and growing job opportunities.



Source: DHM Research, September 2018

Strength of satisfaction with water, sewer, and stormwater services fell, though overall levels are consistent with past surveys. Those with lower socio-economic status say they are more satisfied with water-related services. Residents from west Salem and Democrats are more likely to be very satisfied than others.

When it comes to protecting Salem's natural environment, people of color are more dissatisfied (25%) than white residents (10%). Republicans are more likely to be unsure than those of other political affiliation.

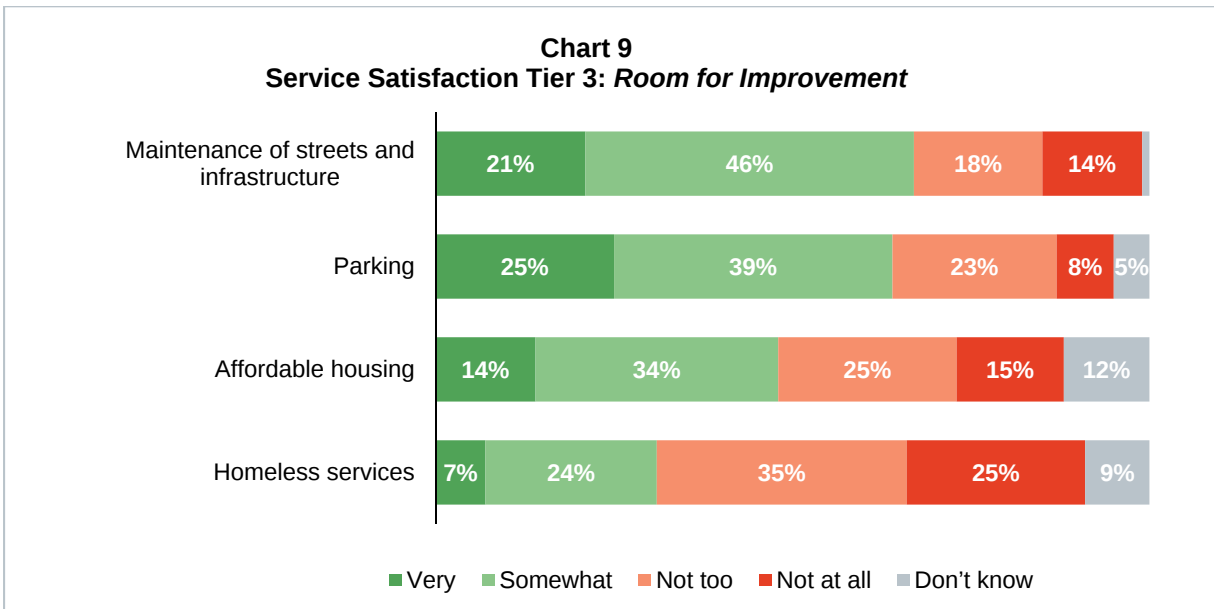
Satisfaction with the City's support for the local economy is up 15 percentage points from 57% in 2016. Residents under 35 are more satisfied (84%), and while those ages 35–54 and older are similarly dissatisfied, the oldest age cohort is more unsure of the state of the local economy. People of color are more satisfied (88%) than white people (65%), largely due to differences in uncertainty rather than dissatisfaction. Those with a high school degree or less are also more satisfied (87%) than residents with further educational attainment (67%).

Democrats (81%) are more satisfied than Republicans (58%) with the City's enforcement of codes.

Residents are less satisfied with services related to transportation, housing, and homelessness.

Elsewhere in the survey, residents listed homelessness and transportation issues as top concerns. Satisfaction is slightly lower for both services related to transportation, at 67% for *maintenance of street and infrastructure* and 64% for *parking*. In both cases, about a third are dissatisfied.

Residents see further room for improvement when it comes to affordable housing and homeless services. About equal proportions are satisfied and dissatisfied with the City *ensuring that residents of all income levels have access to affordable housing*. A majority of 60% are less than satisfied with *coordinating social services to serve needs of homeless in our community*, nearly doubling the proportion of those who are satisfied.



While there are no notable statistically significant differences for maintenance of streets and infrastructure, the data suggest people of color and residents of north Salem may be less satisfied.

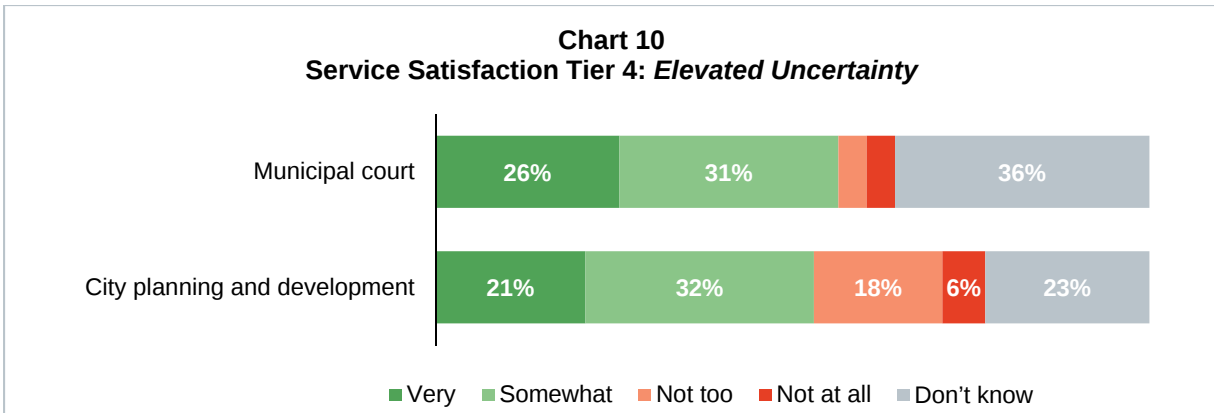
More residents are not satisfied with parking in 2018 (31%) than in 2017 (26%). People of color are *not too* or *not at all satisfied* (47%) more often than white people (27%).

Satisfaction with affordable housing increased from 30% in 2017 to 48% in 2018. Men are more satisfied than women, as are people of color in comparison to white people. Residents under 35 are twice as satisfied with the City's efforts regarding affordable housing (71%) than older residents (36%). West Salem residents are more satisfied (63%) than others (44%)

Residents with a high school degree or less (53%) and those making less than \$25K annually (57%) are much more satisfied with social services to serve the needs of homeless community members than those with higher socio-economic status. People of color are more positive (46%) than white people (26%) about the services provided.

Residents are less familiar with Salem's municipal court and planning and development review.

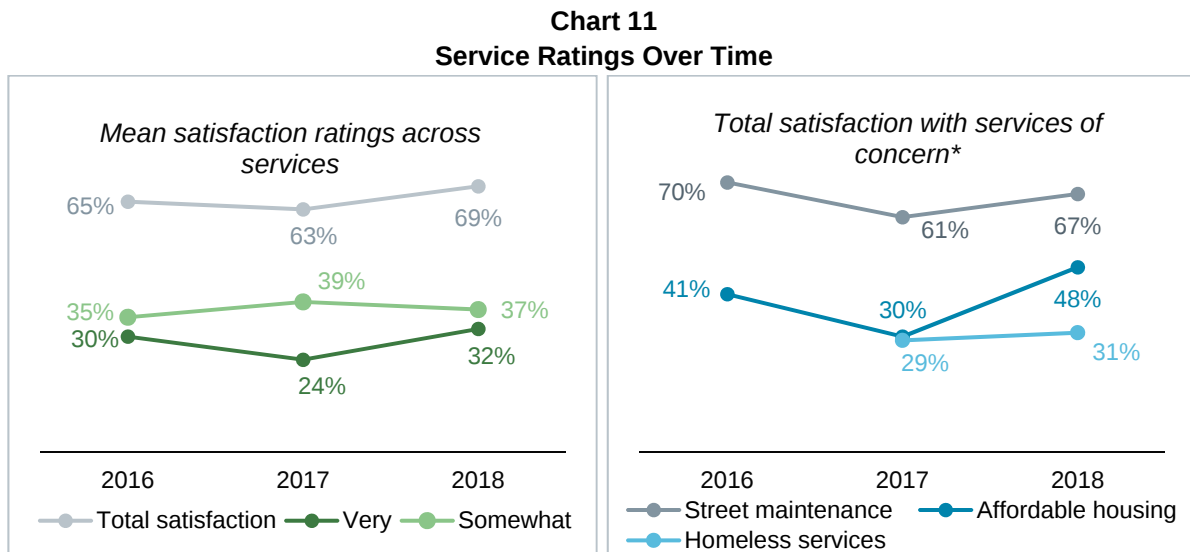
While a majority are satisfied with Salem's *municipal court*, over a third are unfamiliar with this service. The City's *planning and development review* is also less well known than other services. These results may suggest that residents are less likely to have direct experience with these services.



Source: DHM Research, September 2018

Satisfaction across all service areas is higher than that in 2017 or 2016.

After a softening of levels of satisfaction in the 2017 survey, results indicate approval slightly higher than that seen in 2016. Even among areas of concern such as street maintenance and affordable housing overall satisfaction rose slightly.

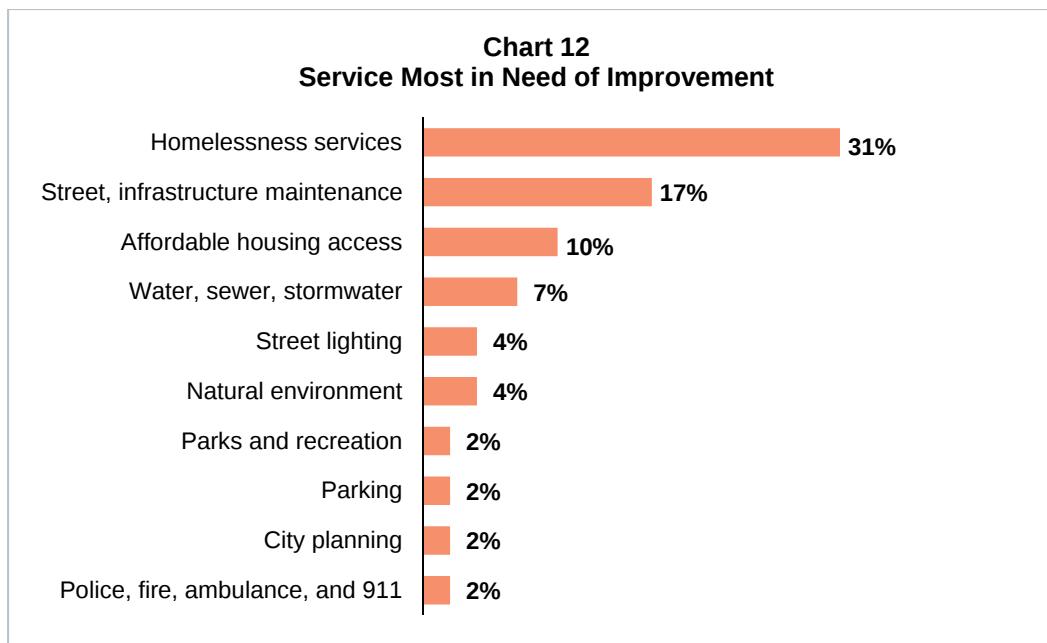


*Coordinating social services to serve the needs of the homeless was tested for the first time in 2017.

Source: DHM Research, September 2018

Residents still see room for improvement among services addressing areas of concern.

Asked which City service is in need of the most improvement, residents focus on familiar issues: homelessness, street and infrastructure maintenance, and affordable housing access. Mentions of homelessness and social services increased from 23% to 31% over the past year.



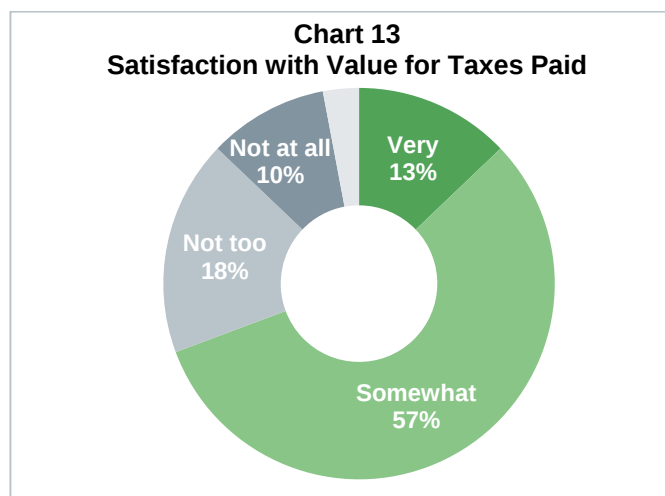
Source: DHM Research, September 2018

People with higher incomes—particularly those making at least \$100K (52%)—call for improvements to homeless services more often. A similar trend is seen with regards to residents with higher educational attainment. People of color prioritize improvements to maintenance of streets and infrastructure (32%) more than white people (13%); for people of color, this kind of maintenance is more important than homeless services (12%).

3.5 Funding and Investments

Most residents are satisfied with the value received for taxes and fees paid to the City.

Over two-thirds are satisfied with the value of services they receive from Salem, with most residents *somewhat satisfied* (57%). Results are consistent with past surveys.

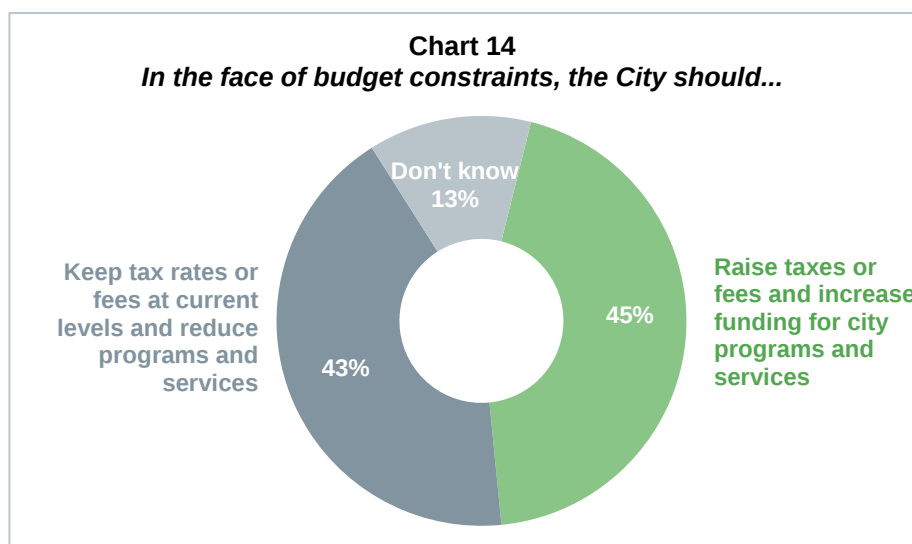


Source: DHM Research, September 2018

There are large disparities by political affiliation, with 84% of Democrats and 71% of NAV/Other residents satisfied in comparison to 50% of Republicans. Unsurprisingly, those who are very satisfied with services overall are more likely to be satisfied with the value received than those who are less satisfied overall.

Residents remain split as to how the City of Salem should respond to budget constraints.

After being told the *City of Salem may no longer be able to provide the same level of service without more revenue*, residents were asked how they prefer the City respond. About equal proportions advocate for increasing *funding for city programs and services* and reducing *programs and services*. No notable changes are seen in responses to this question from the past three years.

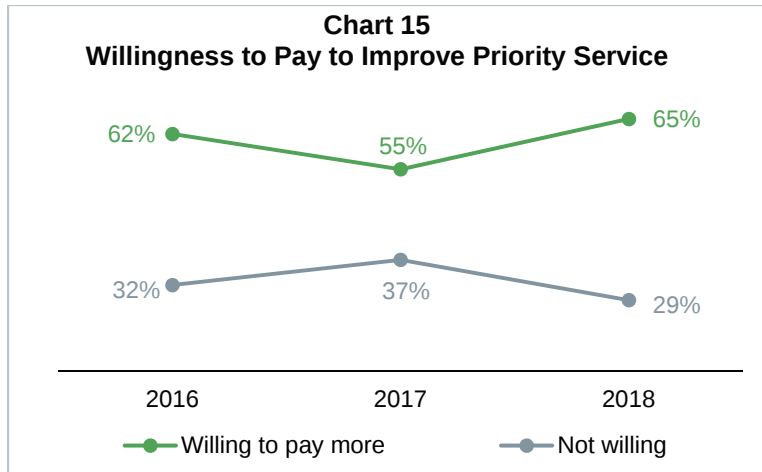


Source: DHM Research, September 2018

Residents who are very satisfied with City services are more likely to call for increased funding (57%). Budget preferences differ strongly by party: seven in ten Democrats (71%) want the City to raise taxes, while nearly as many Republicans prefer the City reduce programs and services (65%) and NAV/Other residents are split between the two options. Those with at least a four-year degree clearly favor raising taxes and fees (52%), whereas a majority of those with lower educational attainment call for reductions in programs and services (54%). Those with the lowest and highest incomes are more likely to support revenue increases. Renters also favor higher taxes and fees (64%), while a slight majority of home owners call for adjustments to services (50%).

Residents are more likely to support increased revenue for improvements to priority services.

Two-thirds of residents (65%) are willing to *pay more in local taxes or fees* if service areas they see in need of improvement were certain to improve. As noted elsewhere, the top priority areas are services for homeless residents (31%), maintenance of streets and infrastructure (17%), and ensuring residents have access to affordable housing (10%). Even if their biggest concern was addressed, 29% would not be willing to pay more in local taxes or fees. After a dip in willingness to pay for priority services in 2017, results are again in line with those seen in 2016.

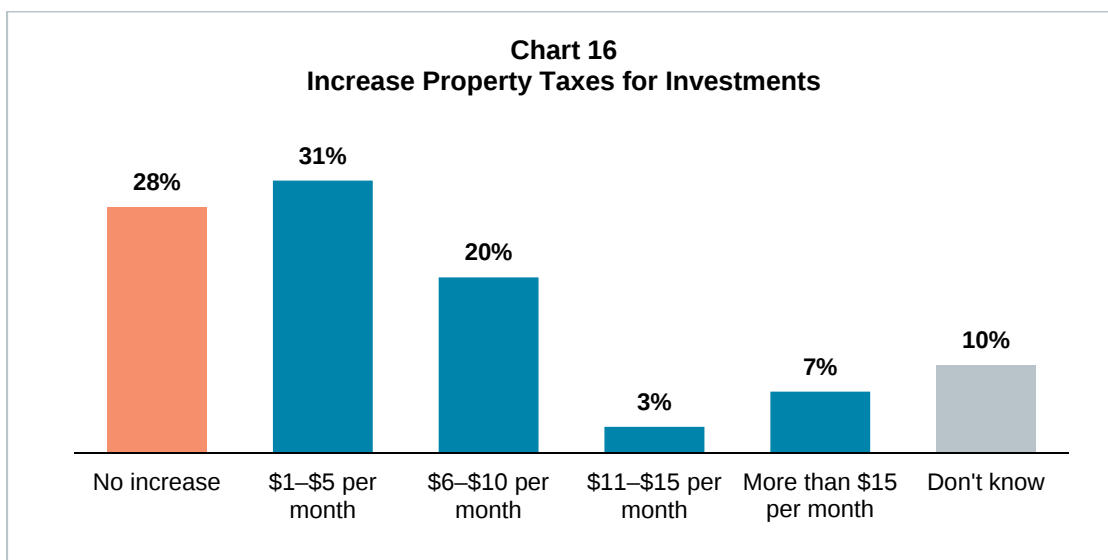


Source: DHM Research, September 2018

While 85% of Democrats would pay more in order to see their priority service improved, 62% of NAV/Other residents and 48% of Republicans are willing to do so. There are also large differences by age, with 77% of those 18–34, 67% of those 35–54, and 49% of older residents calling for increased taxes for services in need of improvement. West Salem residents are more willing to pay more in local taxes and fees (80%) than those living elsewhere (61%).

A strong majority would be willing to pay more in property taxes to make long-term investments.

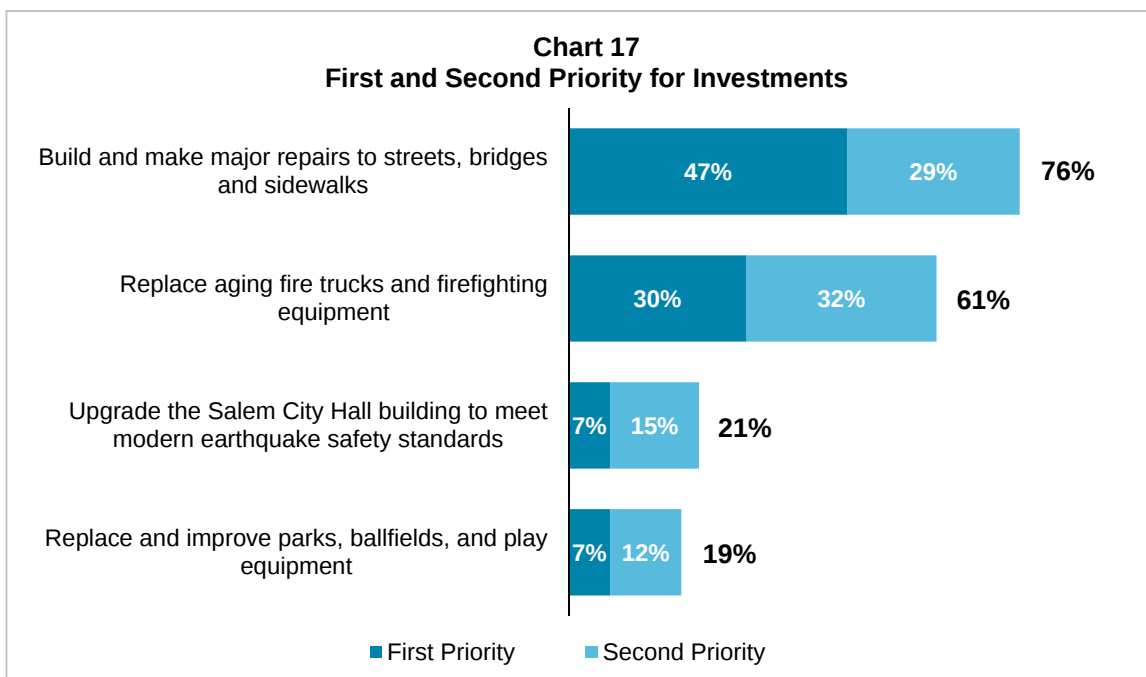
Residents were presented with information about the City of Salem maintaining and replacing equipment, systems, buildings, and roads using revenue generated by temporary increases to property taxes. Afterwards, 62% said they would support at least some increase, with one in ten (11%) willing to increase property taxes by more than \$10 dollars a month. Three in ten are opposed to temporarily increasing property taxes for this purpose.



Source: DHM Research, September 2018

Residents prioritize investments in streets, infrastructure, and firefighting equipment.

Nearly half of residents listed building and making major repairs to *streets, bridges and sidewalks* as their highest priority among listed investments, making it the clear top priority. *Replacing aging fire trucks and firefighting equipment* was given by 30% as their most urgent priority. Less than one in ten prioritize seismic upgrades to City Hall or improvements to parks and recreation infrastructure.



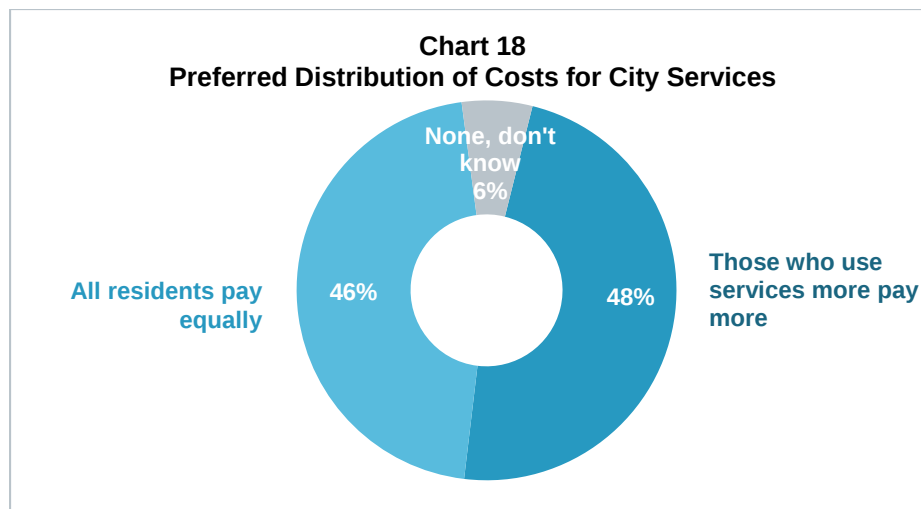
Source: DHM Research, September 2018

While the two highest priorities for investment are clear across all demographics, women prioritize firefighting equipment (41%) more so than men (18%).

3.6 Equity in Salem

There's no consensus as to whether services should be paid for by all residents equally or based on their usage.

Equal proportions prefer that residents who use services more pay more, or that all residents pay equally for City services. After a slight decline in preference for equal pay in 2017, residents are again split between the two options.

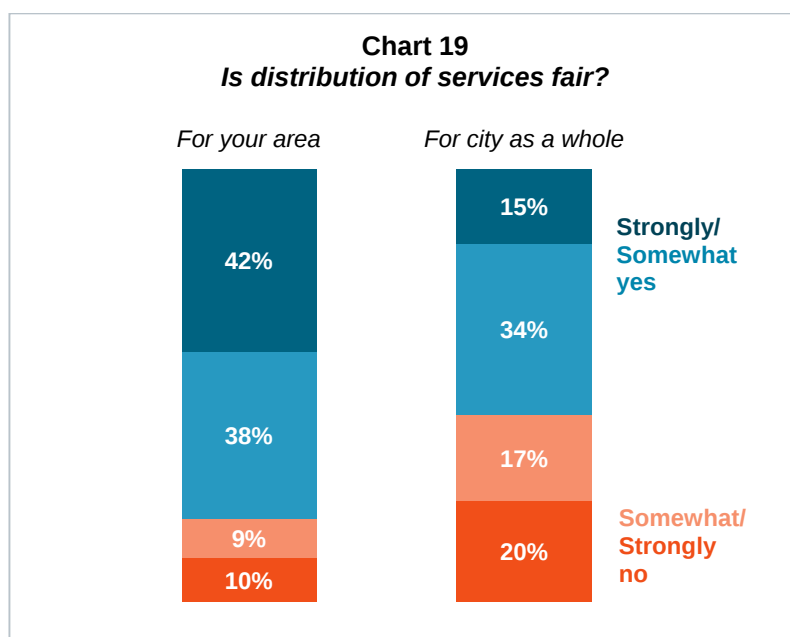


Source: DHM Research, September 2018

Nearly two-thirds of people of color prefer that all residents pay equally (63%), whereas just over half of white residents (54%) call for those who use services more to pay more. Renters also indicate a strong preference for equal pay (64%) and homeowners a less strong preference for a fee-for-use model (52%). North/Northeast residents prefer equal pay (55%) more than their counterparts who live elsewhere (41%).

Residents think their area of the Salem gets its fair share of services but are more skeptical about distribution of services across the City as a whole.

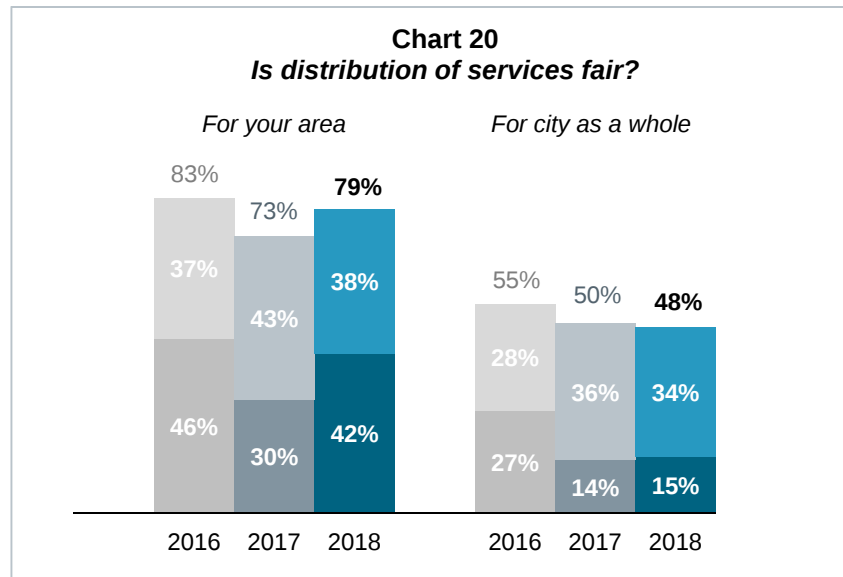
Over three-quarters (79%) of residents feel their area receives its fair share of City services, as compared to just under half (48%) who believe their distribution is fair across Salem as a whole. Residents are also more uncertain about the allocation of services citywide (15% as compared to 2%).



Source: DHM Research, September 2018

South Salem residents (89%) say their area gets its fair share of services more of than those in west (74%) or north/northeast (69%) Salem. Men are more likely to think distribution of services across the City is fair (59%) than women are (37%).

After a dip in 2017, belief in the fairness of services allocated to a resident's specific area rebounded whereas declines in perceptions of fairness with regards to citywide distribution of services persisted.



Source: DHM Research, September 2018

Appendix

4

City of Salem Community Priority Survey
September 5–10, 2018
N=450 Salem residents
15 minutes; margin of error ±4.6%

Hello, my name is _____ from [name of fielding house]. I have some questions about your community (specify if possible).

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.

*Denotes new question in 2018

WARM UP & GENERAL MOOD

1. All in all, would you say things in Salem are headed in the right direction, or are things off on the wrong track?

Response Category	2018 n=450	2017 n=457	2016 n=450
Right direction	53%	62%	66%
Wrong track	31%	25%	21%
(DON'T READ) Don't know	16%	13%	13%

2. What is the most important issue that you would like City of Salem elected officials to do something about? **(Open)**

Response Category	2018 n=450	2017 n=457	2016 n=450
Homelessness, poverty	33%	26%	17%
Roads, potholes, infrastructure	7%	5%	11%
Education, funding, class sizes	4%	5%	10%
Additional bridge	4%	5%	3%
Crime, drugs	4%	1%	5%
Public transportation	4%	2%	3%
Traffic, congestion	3%	8%	4%
Water issues	3%	--	--
Affordable housing	2%	7%	4%
High taxes, property taxes	2%	5%	1%
None/Nothing	6%	4%	7%
All other responses	2% or less	4% or less	2% or less
Don't know	6%	5%	6%

SATISFACTION WITH EXISTING SERVICES

3. The City of Salem provides many services and facilities: police and fire protection, ambulance services, street maintenance, parks and recreation, water and sewer and more. In general, how satisfied are you with the services provided by the City of Salem: very satisfied, somewhat satisfied, not too satisfied, or not at all satisfied?

Response Category	2018 n=450	2017 n=457	2016 n=450
Very satisfied	41%	39%	44%
Somewhat satisfied	50%	51%	48%
Not too satisfied	4%	9%	5%
Not at all satisfied	4%	1%	3%
(DON'T READ) Don't know	1%	--	1%

Now, I will read to you a list of community services in Salem. For each, please tell me if you are very satisfied, somewhat satisfied, not too satisfied, or not at all satisfied. **(Rotate Q4-Q18)**

Response Category		Very satisfied	Somewhat satisfied	Not too satisfied	Not at all satisfied	Don't know
4. Police, fire, ambulance, and 911 service						
	2018	65%	26%	3%	1%	5%
	2017	49%	39%	7%	1%	3%
	2016	58%	30%	4%	4%	5%
5. Maintenance of city streets, sidewalks and bridges						
	2018	21%	46%	18%	14%	1%
	2017	16%	45%	29%	9%	1%
	2016	23%	47%	18%	11%	1%
6. Salem public library						
	2018	55%	23%	3%	1%	16%
	2017	40%	36%	3%	2%	18%
	2016	54%	31%	4%	2%	9%
7. Parks and recreation						
	2018	49%	37%	7%	3%	4%
	2017	38%	43%	7%	5%	7%
	2016	48%	37%	8%	4%	3%
8. Water, sewer, and stormwater services						
	2018	32%	45%	13%	7%	3%
	2017	39%	40%	13%	5%	3%
	2016	38%	41%	10%	7%	4%
9. Ensuring that residents of all income levels have access to affordable housing						
	2018	14%	34%	25%	15%	12%
	2017	6%	23%	36%	18%	16%
	2016	14%	27%	24%	16%	18%
10. Municipal court						
	2018	26%	31%	4%	4%	36%
	2017	15%	38%	6%	3%	38%
	2016	24%	30%	5%	3%	37%

Response Category		Very satisfied	Somewhat satisfied	Not too satisfied	Not at all satisfied	Don't know
11. City planning and development review						
	2018	21%	32%	18%	6%	23%
	2017	11%	37%	18%	8%	25%
	2016	14%	35%	16%	9%	26%
12. Parking structures and on-street parking near local business						
	2018	25%	39%	23%	8%	5%
	2017	20%	47%	17%	9%	7%
	2016	24%	48%	17%	8%	2%
13. Enforcement of city codes for issues such as noise, yard upkeep, and other nuisances						
	2018	30%	40%	15%	9%	6%
	2017	23%	44%	17%	6%	9%
	2016	32%	38%	11%	8%	11%
14. Street lighting						
	2018	41%	44%	9%	4%	3%
	2017	35%	43%	15%	4%	2%
	2016	36%	41%	12%	8%	2%
15. Growing job opportunities in the local economy						
	2018	28%	45%	10%	3%	14%
	2017	14%	48%	16%	9%	13%
	2016	16%	41%	20%	8%	14%
16. Protecting our natural environment						
	2018	26%	51%	9%	5%	10%
	2017	28%	52%	7%	3%	10%
	2016	35%	42%	13%	4%	7%
17. Supporting arts and culture						
	2018	38%	43%	5%	4%	11%
	2017	30%	47%	6%	3%	14%
	2016	34%	39%	10%	2%	15%
18. Coordinating social services to serve needs of homeless in our community						
	2018	7%	24%	35%	25%	9%
	2017	4%	24%	31%	23%	17%
	2016	--	--	--	--	--

19. I just read a list of services to you. What one service would you say is most in need of improvement?
(Open)

Response Category	2018 n=450	2017 n=457	2016 n=450
Social services, homeless assistance	31%	23%	2%*
Maintenance of streets, sidewalks, and bridges	17%	21%	28%
Ensuring residents have access to affordable housing	10%	12%	14%
Water, sewer, stormwater services	7%	4%	5%
Street lighting	4%	2%	5%
Protecting our natural environment	4%	1%	2%
Parks and recreation	2%	6%	4%
Parking structures and on-street parking	2%	4%	5%

Response Category	2018 n=450	2017 n=457	2016 n=450
City planning and development review	2%	3%	4%
Police, fire, ambulance and 911 service	2%	3%	7%
None, nothing	1%	3%	4%
All other responses	2% or less	2% or less	1% or less
Don't know	9%	7%	6%

*Homelessness was not included in the 2016 survey

20. Would you be willing to pay more in local taxes or fees if you knew that service was certain to improve?

Response Category	2018 n=450	2017 n=457	2016 n=450
Yes	65%	55%	62%
No	29%	37%	32%
(DON'T READ) Don't know	6%	8%	6%

Thank you. Now, please tell me if doing the following activities in Salem is very easy, somewhat easy, somewhat difficult, or very difficult. If an activity doesn't apply to you, just let me know. **(Randomize Q21-Q28)**

Response Category	Very easy	Somewhat easy	Somewhat difficult	Very difficult	Doesn't apply
21. Driving from one side of the city to the other during peak traffic hours					
2018	5%	21%	34%	36%	5%
2017	3%	14%	45%	33%	5%
2016	7%	16%	31%	40%	6%
22. Walking or biking in Salem					
2018	48%	26%	12%	3%	11%
2017	31%	40%	15%	5%	9%
2016	40%	33%	13%	6%	9%
23. Doing business with the City, such as getting a permit or paying a bill					
2018	40%	30%	9%	7%	14%
2017	30%	36%	12%	3%	18%
2016	31%	32%	12%	5%	19%
24. Finding space for community events					
2018	20%	31%	10%	2%	38%
2017	20%	30%	15%	1%	35%
2016	24%	33%	9%	5%	30%
25. Finding information about city planning and how decisions are made					
2018	21%	28%	19%	7%	26%
2017	14%	26%	21%	6%	33%
2016	14%	25%	20%	8%	33%
26. Having your concerns heard by city leaders					
2018	12%	23%	14%	11%	40%
2017	14%	22%	24%	10%	29%
2016	15%	25%	17%	10%	34%

Response Category	Very easy	Somewhat easy	Somewhat difficult	Very difficult	Doesn't apply
27. Finding the information you need to resolve a city issue					
2018	17%	33%	20%	7%	22%
2017	14%	30%	26%	7%	24%
2016	18%	31%	17%	9%	25%
28. Operating a business					
2018	9%	21%	8%	7%	55%
2017	6%	16%	14%	4%	61%
2016	7%	16%	13%	5%	59%

COMMUNICATIONS

These next questions are about how the City of Salem communicates with residents of the community.

29. *How frequently does the City of Salem communicate with you? Would you say...

Response Category	n=450
Too frequently	1%
Enough so that I know what I need to know	38%
Not very often	48%
Never	11%
(DON'T READ) Don't know	3%

30. *In the past six months, how have you learned about city events, projects and news? **(open) (provide pre-coded list)**

Response Category	n=450
In the newspaper or media	26%
Internet	17%
Television, news broadcast	13%
Social media outlets (general)	10%
Word of mouth	9%
Mail (general)	8%
Facebook	7%
City website	6%
Email update about a City project or from a City department	5%
Phone calls/text messages/phone apps	4%
Billboard advertisements	4%
Radio broadcasts	3%
None, nothing	3%
All other responses	2% or less
(DON'T READ) Don't know	13%

In the past six months which of the following have you done? **(randomize)**

Response Category	Yes	No	Don't know
31. *Submitted a comment on a City project or initiative	16%	84%	<1%
32. *Liked, commented on, or shared any social media posts from the City	30%	69%	<1%
33. *Attended a City Council meeting	9%	91%	--
34. *Attended an open house, community, or project-related meeting	18%	81%	1%

35. *Which of the following is closer to your opinion about the quality of information you receive from the City? **(rotate statements)**

Response Category	n=450
A. It's easy to understand what's happening and what I can do about it.	45%
B. It's not always clear why I should care about the topic.	44%
C. (Don't read) Neither	7%
(DON'T READ) Don't know	4%

RESOURCES FOR CITY SERVICES

36. The City of Salem funds basic services with taxpayer dollars and fees for services. In general, how satisfied are you with the value received for your taxes and fees paid? Are you very satisfied, somewhat satisfied, not too satisfied, or not at all satisfied?

Response Category	2018 n=450	2017 n=457	2016 n=450
Very satisfied	13%	12%	17%
Somewhat satisfied	57%	56%	54%
Not too satisfied	18%	22%	17%
Not at all satisfied	10%	8%	7%
(DON'T READ) Don't know	3%	2%	5%

37. Due to budget constraints, the City of Salem may no longer be able to provide the same level of service without more revenue. Which of the following statements is closest to your opinion? **(Rotate statements A and B)**

Response Category	2018 n=450	2017 n=457	2016 n=450
A. The City of Salem should raise taxes or fees and increase funding for city programs and services.	45%	44%	44%
B. The City of Salem should keep tax rates or fees at their current levels and reduce programs and services.	43%	39%	42%
(DON'T READ) Don't know	13%	17%	13%

38. To pay for city services, would you prefer that... **(rotate statements A and B)**

Response Category	2018 n=450	2017 n=457	2016 n=450
A. All residents pay equally	46%	37%	43%
B. Those who use services more pay more	48%	49%	46%
DON'T READ) None of these	2%	8%	6%
(DON'T READ) Don't know	5%	7%	5%

EQUITY ISSUES

39. Thinking about the part of Salem where you live, do you feel your area receives its fair share of city services? **(Yes/No; wait, ask strongly/somewhat)**

Response Category	2018 n=450	2017 n=457	2016 n=450
Yes, strongly	42%	30%	46%
Yes, somewhat	38%	43%	37%
No, somewhat	9%	15%	7%
No, strongly	10%	7%	8%
(DON'T READ) Don't know	2%	5%	2%

40. Thinking about the City of Salem as a whole, do you think city services are distributed fairly? **(Yes/No; wait, ask strongly/somewhat)**

Response Category	2018 n=450	2017 n=457	2016 n=450
Yes, strongly	15%	14%	27%
Yes, somewhat	34%	36%	28%
No, somewhat	17%	22%	15%
No, strongly	20%	14%	17%
(DON'T READ) Don't know	15%	14%	14%

FUNDING PRIORITIES

The City of Salem continually reviews the condition of its equipment, systems, buildings, and roads. The City must make long-term plans to maintain and replace these. These investments can be expensive and require the City to temporarily increase property taxes to pay for them. This is similar to a family taking out a mortgage to pay for a home.

40a. *How much, if any, increase in property taxes would you be willing to pay to invest in maintaining and replacing essential city equipment, systems, buildings and roads?

Response Category	n=450
No increase	28%
\$1–\$5 per month	31%
\$6–\$10 per month	20%
\$11–\$15 per month	3%
More than \$15 per month	7%
(DON'T READ) Don't know	10%

I'll now read to you some investments that City of Salem could make, and then ask which you think should be the highest priority. **(randomize)**

- Replace aging fire trucks and firefighting equipment
- Build and make major repairs to streets, bridges and sidewalks
- Replace and improve parks, ballfields, and play equipment
- Upgrade the Salem City Hall building to meet modern earthquake safety standards

41. *Which of these do you think should be the highest priority for the City of Salem?

Response Category	n=450
Replace aging fire trucks and firefighting equipment	30%
Build and make major repairs to streets, bridges and sidewalks	47%
Replace and improve parks, ballfields, and play equipment	7%
Upgrade the Salem City Hall building to meet modern earthquake safety standards	7%
(DON'T READ) None	2%
(DON'T READ) Don't know	7%

42. *Which do you think should be the second highest priority for the City of Salem? **(read list if necessary)**

Response Category	n=450
Replace aging fire trucks and firefighting equipment	32%
Build and make major repairs to streets, bridges and sidewalks	29%
Replace and improve parks, ballfields, and play equipment	12%
Upgrade the Salem City Hall building to meet modern earthquake safety standards	15%
(DON'T READ) None	4%
(DON'T READ) Don't know	7%

DEMOGRAPHICS

43. Do you describe your gender as:

Response Category	n=450
Male	50%
Female	50%
Non-binary or gender non-conforming	n=1
(DON'T READ) Don't know	--
(DON'T READ) Refused/Missing	--

Observed gender (if Q46=3, 98, 99 THEN interviewer code by observation) Observe and record as separate A/B variable for Male or Female. Include as part of overall Male/Female quotas.

Response Category	n=450
Male	50%
Female	50%

44. Age (from sample)

Response Category	n=450
18–24	12%
25–34	21%
35–54	33%
55–64	10%
65+	24%

45. Area of the city (from sample)

Response Category	n=450
West	18%
North/Northeast	35%
South	47%

46. In what area of the city do you live? (read list)

Response Category	n=450
North	25%
South	47%
East	6%
West	15%
(DON'T READ) Refused	7%

47. Political party (from sample)

Response Category	n=450
Democrat	29%
Republican	29%
Independent	14%
Other	4%
Non-affiliated	13%
I am not registered to vote	1%
(DON'T READ) Refused	9%

48. How many years have you lived in Salem?

Response Category	n=450
0–5 years	9%
6–10 years	7%
More than 10 years	79%
(DON'T READ) Refused	5%

49. What is the highest level of education that you have completed?

Response Category	n=450
Less than high school	4%
High school diploma	14%
Some college	28%
College degree	31%
Graduate/professional school	19%
(DON'T READ) Refused	6%

50. Which category best describes your 2017 gross household income, before taxes? Remember to include everyone living in your household. Your best estimate will do.

Response Category	n=450
Less than \$25,000	10%
\$25,000 to less than \$50,000	19%
\$50,000 to less than \$75,000	22%
\$75,000 to less than \$100,000	13%
\$100,000 to less than \$150,000	11%
\$150,000 or more	8%
(DON'T READ) Refused	17%

51. Which of the following best describes your race or ethnicity? **(allow for multiple responses)**

Response Category	n=450
African American/Black	2%
Asian/Pacific Islander	1%
Hispanic/Latino	14%
Native American/American Indian	3%
White/Caucasian	72%
Other	4%
(DON'T READ) Refused	8%

52. Do you rent or own your home?

Response Category	n=450
Rent	21%
Own	67%
Something else	4%
(DON'T READ) Refused	8%

53. Survey language

Response Category	n=450
English	100%
Spanish	n=2