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June 2, 2022

To: City of Salem
From: DHM Research
Re: Community Improvement Bond Survey, #01111

INTRODUCTION & METHODOLOGY

From May 25-May 28, 2022, DHM Research conducted a survey of Salem voters. The purpose of the survey was to assess voter support for a potential community improvement bond and to evaluate voters' project priorities.

Research Methodology: The survey consisted of 425 Salem registered voters and took approximately 12 minutes to complete. This is a sufficient sample size to assess voter opinions generally and to review findings by multiple subgroups.

Survey respondents were contacted from a voter list. A hybrid approach was used, in which respondents had opportunities to complete the survey by phone and online. Landline respondents were contacted by a live interviewer. Cellphone respondents, were contacted either by a live interviewer or via text with a link to complete the survey online. In gathering responses, a variety of quality control measures were employed, including questionnaire pre-testing and validation. Quotas were set by age, gender, race, ward, education, and party affiliation to match the demographic profile of November 2022 likely voters.

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 $\pm 4.8\%$.

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.

INITIAL FINDINGS

While the uninformed ballot test support is tepid, support increases to about 60% once voters learn that the bond measure will not increase property tax rates and they learn about the projects that would be funded.

- Upon reading voters the ballot title only, 46% of voters support the measure while 49% oppose it.
- Support immediately jumps to 57% once voters learn that the measure will not increase property tax rates. It increases further, to 60%, once they hear more about the projects funded.

Among the categories of projects, voters are most positive about maintaining streets and sidewalks and replacing aging fire equipment. (% more supportive of the measure)

- 64% - \$132 million for street maintenance and repairs
- 63% - \$26 million to replace aging fire engines and equipment
- 58% - \$25 million for sidewalk maintenance and pedestrian safety improvements

Voters find messages about the bond measure convincing (% very + good reason to support)

- 70% - The measure would fund critical public infrastructure improvements without increasing property tax rates.
- 66% - Most of the money raised from this measure would be invested in repairing and maintaining Salem's streets, bridges, and sidewalks.
- 59% - If this measure passes, the City of Salem commits to not asking voters to support another bond measure until this community improvement bond is spent down, which would be about a decade.

Voters are less supportive of a bond package that funded dedicated bike lanes with reductions in other infrastructure projects.

- Support drops to 49% when voters are presented with this bond option.

**City of Salem
Community Improvement Bond Measure Survey
May 25 – 28, 2022**

**City of Salem Voters
N=425; ±4.8% margin of error
12 minutes**

**DHM Research
Project #01111**

INTRODUCTION

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.

VOTER MOOD

1. Overall, how satisfied are you with your quality of life in Salem?

Response category	n=425
Very satisfied	22%
Somewhat satisfied	43%
Somewhat dissatisfied	21%
Very dissatisfied	13%
[Don't read] Don't know	1%

2. What is the most important issue that you would like the City of Salem to do something about?
[Open]

Response category	2022 n=425	2021 n=400
Homelessness, poverty	60%	58%
Crime, drugs	12%	3%
Environment	9%	1%
Affordable housing	8%	2%
Police enforcement, traffic violations	5%	3%
Roads, potholes, infrastructure	5%	2%
Inflation/gas prices/ cost of living	5%	--
Mental health issue	4%	--
Traffic, congestion	3%	2%
Police reform	3%	--
Additional bridges	2%	1%
Promote businesses, downtown development	2%	2%
Education, funding, class sizes	2%	2%
Gun control	2%	--
Growth/ development	2%	2%
All other responses	1% or less	1% or less
None	4%	1%
Other	4%	1% or less
Don't know	2%	2%

INITIAL BALLOT MEASURE TEST

The City of Salem is considering putting on the ballot the following measure in November 2022. Please **[phone: listen] [text: read]** as it is exactly as it could appear on your ballot.

*Shall City of Salem issue up to \$300,000,000 **[read: 300 million dollars]** in general obligation bonds for streets, fire equipment, parks, and public safety? If the bonds are approved, they would be payable from taxes on property or property ownership that are not subject to the limits of sections 11 and 11b, Article XI of the Oregon Constitution.*

3. If the election was today, would you vote “yes” to support the measure, or “no” to oppose it? **[Wait, ask if certain/lean]**

Response category	n=425
Yes, certain	23%
Yes, lean toward	23%
No, lean toward	12%
No, certain	27%
[Don't read] Don't know	15%

Here is additional information about the measure.

This measure would replace existing bond payments. If passed, property tax rates would stay at their current rates. If the measure fails, property taxes would decrease \$90 per year for the typical household with an assessed value of \$200,000 and the City of Salem would not make these improvements to streets, fire, parks, and public safety.

4. Knowing this, if the election was today, would you vote “yes” to support the measure, or “no” to oppose it? **[Wait, ask if certain/lean]**

Response category	n=425
Yes, certain	33%
Yes, lean toward	24%
No, lean toward	9%
No, certain	24%
[Don't read] Don't know	10%

MEASURE COMPONENTS

The following are project types and estimated amounts that this measure would fund. For each, indicate if knowing this makes you much more positive, somewhat more positive, neither positive nor negative, somewhat more negative, or much more negative about the measure. **[Randomize]**

Response category	n=425	Much more positive	Somewhat more positive	Neither positive nor negative	Somewhat more negative	Much more negative	[Don't read] Don't know
5. \$132 million for streets maintenance and improvements		33%	31%	15%	6%	10%	5%
6. \$25 million for sidewalk maintenance and pedestrian safety improvements		31%	27%	17%	8%	12%	5%
7. \$39 million for earthquake safety improvements to the Civic Center		14%	21%	25%	12%	21%	6%
8. \$29 million for park upgrades in neighborhoods across the city		28%	27%	17%	8%	15%	5%
9. \$26 million to replace aging fire engines and equipment		29%	34%	17%	6%	9%	5%
10. \$18 million for upgraded critical computer systems and cybersecurity upgrades		20%	28%	22%	9%	15%	5%
11. \$14 million to purchase land for future fire stations		21%	27%	25%	10%	12%	6%
12. \$8 million to purchase land for future libraries and affordable housing		30%	24%	13%	9%	19%	5%

Now knowing more about the project types and estimated amounts, please consider the ballot measure again.

Shall City of Salem issue up to \$300,000,000 [read: 300 million dollars] in general obligation bonds for streets, fire equipment, parks, and public safety? If the bonds are approved, they would be payable from taxes on property or property ownership that are not subject to the limits of sections 11 and 11b, Article XI of the Oregon Constitution.

13. If the election was today, would you vote “yes” to support the measure, or “no” to oppose it? **[Wait, ask if certain/lean]**

Response category	n=425
Yes, certain	32%
Yes, lean toward	28%
No, lean toward	10%
No, certain	22%
[Don't read] Don't know	8%

SIGNATURE PROJECTS

Next, the following are some of the specific projects that this measure would fund. For each, indicate if knowing this makes you much more positive, somewhat more positive, neither positive nor negative, somewhat more negative, or much more negative about the measure. **[Rotate transportation, parks, and land purchase. Randomize within.]**

Transportation

Here are some of the street, sidewalk, and pedestrian projects. **[Randomize]**

Response category	n=425	Much more positive	Somewhat more positive	Neither positive nor negative	Somewhat more negative	Much more negative	[Don't read] Don't know
14. In West Salem, start construction for Marine Drive. This new two-lane street would run from Harritt Drive to Taybin Road and include a separated pedestrian path that connects to Wallace Marine Park.		23%	21%	23%	11%	16%	6%
15. In south Salem, upgrades to Pringle Road and McGilchrist Street to improve traffic flow, add new bike lanes, and improve pedestrian crossings.		26%	30%	17%	9%	14%	4%
16. In northeast Salem, upgrades to Fisher Road to improve traffic flow, add new bike lanes, and improve pedestrian crossings.		22%	26%	21%	10%	16%	4%

Parks

Here are a some of the parks projects **(Randomize)**

Response category n=425	Much more positive	Somewhat more positive	Neither positive nor negative	Somewhat more negative	Much more negative	[Don't read] Don't know
17. In West Salem, new playground equipment, picnic shelters, and renovate softball fields at Minto-Brown Island and Orchard Heights parks.	32%	23%	16%	10%	15%	4%
18. In south Salem, upgrade playground equipment and build new multiuse sport courts at Morningside Park.	26%	27%	18%	10%	15%	5%
19. In northeast Salem, upgrade multi-use sport courts at Hoover Park, renovate baseball and soccer fields at Gear Park, and build new restrooms at Northgate Park.	29%	25%	17%	9%	15%	5%

Land purchases

Here are some other projects around Salem.

Response category n=425	Much more positive	Somewhat more positive	Neither positive nor negative	Somewhat more negative	Much more negative	[Don't read] Don't know
20. In northeast Salem and south Salem, purchase land that will be used to build two branch libraries, with affordable housing, once funding is secured.	32%	23%	13%	10%	18%	5%
21. In northeast Salem and southeast Salem, purchase land and construct fire stations to improve response times.	30%	30%	18%	8%	10%	4%

Once again, knowing about these specific projects consider the ballot measure again.

Shall City of Salem issue up to \$300,000,000 [read: 300 million dollars] in general obligation bonds for streets, fire equipment, parks, and public safety? If the bonds are approved, they would be payable from taxes on property or property ownership that are not subject to the limits of sections 11 and 11b, Article XI of the Oregon Constitution.

22. If the election was today, would you vote “yes” to support the measure, or “no” to oppose it? **[Wait, ask if certain/lean]**

Response category	n=425
Yes, certain	32%
Yes, lean toward	28%
No, lean toward	9%
No, certain	21%
[Don't read] Don't know	9%

Do you agree or disagree with the following statements? **[Randomize. Wait to ask strongly/somewhat]**

Response category	n=425	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know
23. The area of Salem where I live will get its fair investments from this bond measure.		18%	30%	18%	20%	14%
24. The bond is focused on the most important public infrastructure needs in Salem.		16%	32%	19%	24%	9%

COMMUNICATIONS

The following are statements that some people make to support the measure. For each, indicate if you think it is a very good, good, poor, or very poor reason. **[Randomize]**

Response category n=425	Very good	Good	Poor	Very poor	Don't know
25. Most of the money raised from this measure would be invested in repairing and maintaining Salem's streets, bridges, and sidewalks.	30%	36%	11%	12%	11%
26. The measure would fund critical public infrastructure improvements without increasing property tax rates.	37%	33%	9%	12%	9%
27. If this measure passes, the City of Salem commits to not asking voters to support another bond measure until this community improvement bond is spent down, which would be about a decade.	28%	31%	14%	15%	11%

BICYCLE OPTION

Finally, the following is a change that the City of Salem is considering making to the measure.

Allocating \$10 million to dedicated bicycle lanes separated from traffic. This change would not increase the total amount of the measure. Instead, the funds would come from reductions in spending for other public infrastructure projects.

28. If the City made this change, would you vote "yes" to support the measure, or "no" to oppose it?
[Wait, ask if certain/lean]

Response category	n=425
Yes, certain	23%
Yes, lean toward	26%
No, lean toward	12%
No, certain	30%
[Don't read] Don't know	8%

DEMOGRAPHICS

29. Do you describe your gender as:

Response category	n=425
Male	49%
Female	49%
Non-binary or gender non-conforming	2%
[Don't read: Phone only] Refused/Missing	1%

30. Age **[Don't ask, record from sample]**

Response category	n=425
18–29	14%
30–44	26%
45–64	31%
65+	29%

31. Which of the following best describes your race or ethnicity? **[Allow for multiple responses]**

Response category	n=425
Asian/Pacific Islander	4%
Black/African/African American	3%
Hispanic/Latino	10%
Native American/American Indian	3%
White/Caucasian	74%
Other	8%
[Don't read] Don't know	1%
[Don't read: Phone only] Refused/Missing	1%

32. Party **[Don't ask, record from sample]**

Response category	n=425
Democrat	38%
Republican	26%
Other	7%
Non-affiliated	29%

33. Area of the city **[Don't ask, record from sample]**

Response category	n=425
Ward 1	12%
Ward 2	10%
Ward 3	12%
Ward 4	15%
Ward 5	11%
Ward 6	9%
Ward 7	15%
Ward 8	16%

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

Response category	n=425
Less than high school	1%
High school diploma/GED	21%
Some college/2-year degree	44%
College degree/4-year degree	17%
Graduate/professional school	16%
[Don't read: Phone only] Refused/Missing	n=2

35. Which category best describes your 2021 gross household income, before taxes? Remember to include everyone living in your household. Your best estimate will do.

Response category	n=425
Less than \$25,000	13%
\$25,000 to less than \$50,000	14%
\$50,000 to less than \$75,000	21%
\$75,000 to less than \$100,000	15%
\$100,000 to less than \$150,000	18%
\$150,000 or more	15%
[Don't read: Phone only] Refused/Missing	3%

36. Do you rent or own your home?

Response category	n=425
Rent	29%
Own	62%
I have a different arrangement	8%
[Don't read: Phone only] Refused/Missing	1%