

December 2016

# EcoNW

# City of Salem

# Community Priorities

TELEPHONE SURVEY



Prepared by DHM Research

503.220.0575  
239 NW 13<sup>th</sup> Ave #205  
Portland, OR 97209  
[www.dhmresearch.com](http://www.dhmresearch.com)

# Table of contents

INTRODUCTION & METHDOLOGY	2
SUMMARY & OBSERVATIONS	3
KEY FINDINGS	5
APPENDIX	20

# Introduction & Methodology

---

1

From November 30 to December 4, 2016, DHM Research conducted a telephone survey of Salem residents. The purpose of the survey was to assess resident satisfaction with a variety of city services and determine priorities for the future. This is the first of two telephone surveys, the results of which will guide and support Salem's strategic planning process.

**Research Methodology:** The telephone survey consisted of 450 residents and took approximately 20 minutes to complete. This is a sufficient sample size to assess resident opinions generally and to review findings by multiple subgroups, including age, gender, and area of the city.

Respondents were contacted by a live interviewer from a list of registered voters, which included cell phones. 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 and gender to ensure a representative sample.

**Statement of Limitations:** Any sampling of opinions or attitudes is subject to a margin of error. The margin of error is a standard statistical calculation that represents differences between the sample and total population at a confidence interval, or probability, calculated to be 95%. This means that there is a 95% probability that the sample taken for 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 +/- 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 three decades. The firm is nonpartisan and independent and specializes in research projects to support public policy making.

# Summary & Observations

## 2

**Residents are positive about the direction of Salem and are satisfied with services the City provides.**

- Two-thirds of Salem resident say things in the city are headed in the right direction (66%).
  - This figure is among the highest for communities in Oregon, and in line with other suburban cities of Salem's size.
- Nearly all residents are very or somewhat satisfied with services provided by the City generally, including emergency services, parks and recreation, water and sewer, and more (92%).
  - Furthermore, most residents believe their area of Salem receives its fair share of services (83%), although residents in North Salem are less likely to agree they receive a fair share (75%).
- Most individual services were also rated highly, and included core services, public works, courts, and urban development, among others. Of the 14 services tested, ten services received a satisfaction rating of 70% or higher.

**Satisfaction is highest for core services like police and fire, parks, and the public library.**

- Police, fire, ambulance, and 911 service received the highest satisfaction rating, and 88% of residents say they are satisfied with emergency services.
- Parks and recreation and the Salem public library follow close behind, with 85% satisfaction each.
- These three service areas often rank among the highest in communities across Oregon.

**Housing and transportation are top concerns for Salem residents, and many would like to see improvements in transportation maintenance.**

- When asked in an open-ended format what issue is most important for city leaders to address, 21% of residents mentioned an issue related to housing or homelessness. This is a 13-percentage point increase since this question was asked in May 2016.
  - Meanwhile, residents are split as to whether they are satisfied with the job the City is doing in ensuring affordable housing. While 41% of residents say they are satisfied the City's efforts, 41% say they are dissatisfied.
  - Additionally, 14% of residents mentioned affordable housing when asked what city service is most in need of improvement.
- Transportation services, including *roads, potholes, and infrastructure; traffic; an additional bridge; and public transportation* were mentioned by 20% of residents, collectively, as the most important issue for city leaders to address.
  - Furthermore, when asked in an open-ended format what issue is most in need of improvement, nearly three in ten residents pointed to transportation maintenance (28%).
  - Despite the need for additional work in this area, most residents are satisfied with various transportation services. Overall, 70% of residents say they are satisfied the maintenance of city streets and 72% say they are satisfied with on- and off-street parking.

**Residents are predominately satisfied with the value of services received for their taxes paid, and some indicate they would be willing to pay more if service levels increased.**

- Overall, 71% of residents say they are very or somewhat satisfied with the value they receive from their tax dollars. Most residents say they are somewhat satisfied (54%).
- Six in ten residents also say they would be willing to pay more in taxes and fees if certain, unspecified services were certain to improve (62%).
- Meanwhile, when asked if the City should raise taxes and increase services or keep tax rates at their current level and potentially cut services, residents were split. A plurality of residents support increasing taxes (44%), but nearly as many say taxes should remain at their current level (42%).
- Support for tax increases is highest among Democrats, women, and residents under 35. High support for tax increases is typical from these demographic groups.

**Residents find it relatively easy to find the information they need or to do business with City, but many have a harder time connecting with their city leaders.**

- Nearly two-thirds of residents say doing business with the City, like paying a bill or getting a permit, is very or somewhat easy to do (64%).
- Nearly half of residents say it is also easy to find the information necessary to resolve a city issue (49%). Satisfaction is diminished due to a large percentage of residents who weren't sure (25%).
- Some residents say it is difficult to have their concerns heard by city leaders (27%).
  - Independents, members of minor parties, and non-affiliated voters are the most likely to express difficulty (34%).
  - These voters are also the most likely to say they aren't sure whether connecting with leaders would be easy or difficult, indicating they may not have ever tried (35%).

**When it comes to planning for Salem's future, most residents envision more walkable neighborhoods that mix housing, retail, and services.**

- A majority of residents would prefer to see multifamily housing near City Center (56%). Others would like to see more single-family homes near the outskirts of the city (33%).
- Six in ten residents also say that they would prefer walkable neighborhoods that mix shops, housing, and services (60%). Conversely, three in ten say they would rather have residential neighborhoods separate from other services (30%).
- However, when it comes to getting around, residents are split. While 49% say city planners should encourage residents to walk, bike, or take public transportation, 46% say the City should prioritize road capacity for future drivers.
  - Residents under 35 are more likely to prefer encouraging multimodal transportation than residents 55 and older (58% to 48%). However, residents 55 and older are more likely to prefer walkable neighborhoods that mix shops and retail than younger residents (63% to 58%).

# Key Findings

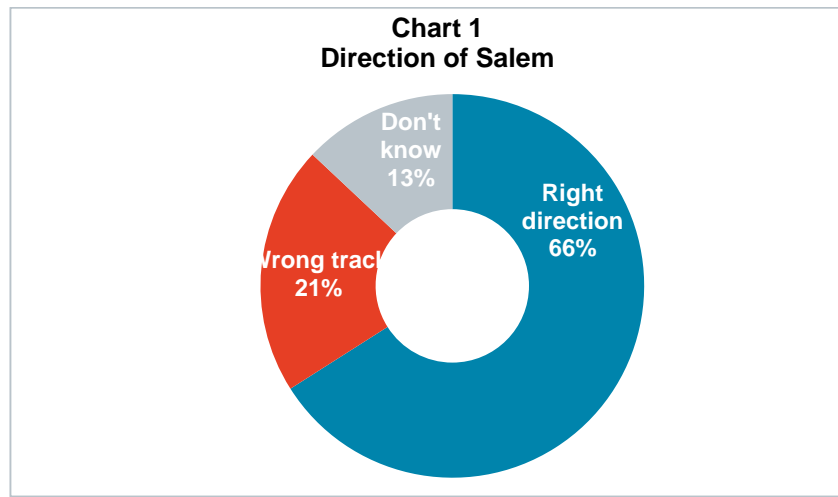
## 3

DHM Research conducted a telephone survey of 450 Salem residents to gauge satisfaction with city services and to determine future priorities. This is the first of two telephone surveys, the results of which will guide and support Salem's strategic planning process.

### 3.1 WARM UP & GENERAL MOOD

#### **Salem residents are positive about the direction the city is headed.**

Two-thirds of Salem residents believe the city is headed in the right direction, while one in five say it is off on the wrong track (Q1). This result is consistent with the positivity seen in other suburban communities of comparable population across Oregon.



Source: DHM Research, December 2016

Residents who have lived in Salem the longest are the most positive, and those who are newer to the area are the least positive. Specifically, 68% of residents who have lived in the community for more than ten years say things are headed in the right direction, compared to 57% of residents who moved to the area in the last five years.

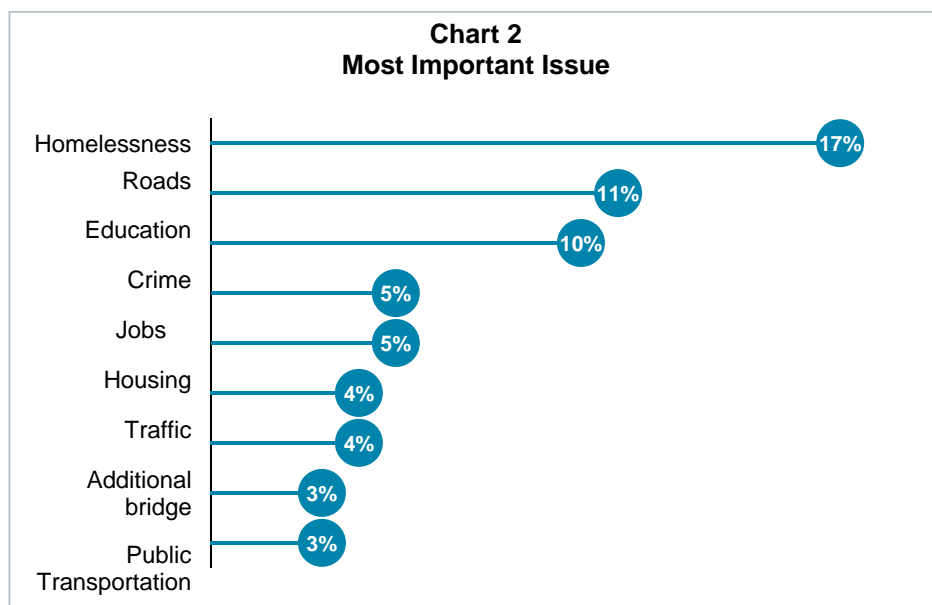
Democrats tend to be more positive than Republicans. Three-quarters of Democrats said things are headed in the right direction (75%), while just over half of Republicans agreed (55%). Independent voters, members of minor parties, and those not affiliated with any party fell in the middle, and 63% were positive about the direction of the city.

Throughout the survey, residents who identify as Latino or Hispanic were often more positive than residents who identify as white. Indeed, Latino residents were much more likely to be positive, and 80% of these residents said things in the city are headed in the right direction.

## Residents are increasingly focused on homelessness, poverty, and affordable housing, while transportation remains a key issue.

Respondents were asked to explain in their own words the most important issue they would like their city elected officials to address (Q2). The most common responses were related to *homelessness and poverty*, along with several respondents who mentioned *affordable housing*, bringing the total number of responses related to homeless or housing to 21%.

Transportation was another top issue area, and many residents mentioned not only *roads, potholes, and infrastructure*, but also *traffic and congestion*, the need for an *additional bridge*, and public transportation for a total of 20% of all responses.



Source: DHM Research, December 2016

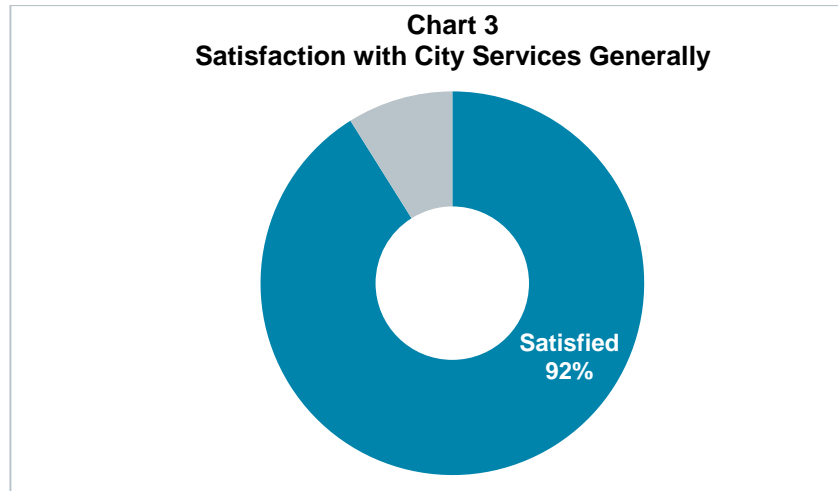
This same question was asked in March 2016 in the City of Salem Police Facility Survey. Since that time, the proportion of residents who mentioned homeless or housing increased 13 percentage points. Meanwhile, the proportion of residents who mentioned transportation-related issues decreased 4 percentage points over the same period. These results likely mean that transportation remains as important as ever, but that housing is also top of mind for residents.

Residents from West Salem were the most likely to mention *homeless and poverty* (28%) by area of the city, and residents who joined the community in the last five years were also more likely to mention *homelessness and poverty* (32%). Concerns about all other issues were spread evenly across demographic groups.

## 3.2 SATISFACTION WITH EXISTING SERVICES

### Residents are highly satisfied with Salem's core services, environmental protection, and arts and culture.

More than nine in ten Salem residents expressed satisfaction with city services overall (Q3).



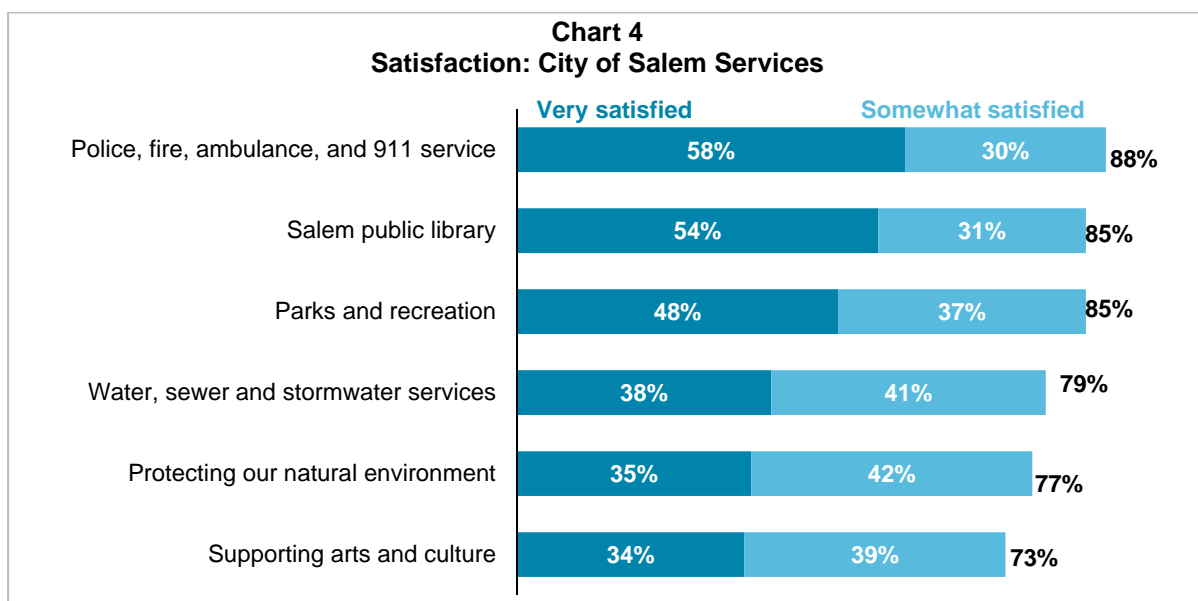
Source: DHM Research, December 2016

Satisfaction rates declined with age. Residents under 35 were the most satisfied (95%), while those 55 and older were the least satisfied overall (89%). However, residents 55 and older were the most likely of any group to describe themselves as very satisfied with city services (50%), as opposed to just somewhat satisfied (39%). A majority of residents in other age groups described themselves as only somewhat satisfied.

Latino residents were more satisfied than white residents (98% to 92%), and those who identify as neither white nor Latino were the least satisfied (86%).

Residents were later asked whether they believe their area of the city receives its fair share of services (Q31). Residents who felt their area was not getting its fair share were, predictably, less satisfied (76%) than those who felt their area does receive its fair share (95%). *For more results about residents who don't feel as though their area of the city receives its fair share of services, see 3.4 Equity Issues.*

The individual service with the highest satisfaction ratings was police, fire, ambulance, and 911 service (Q4). Following closely were the Salem public library (Q6) and parks and recreation (Q7). It is common to see residents most satisfied with these three services, regardless of where they live.



Source: DHM Research, December 2016



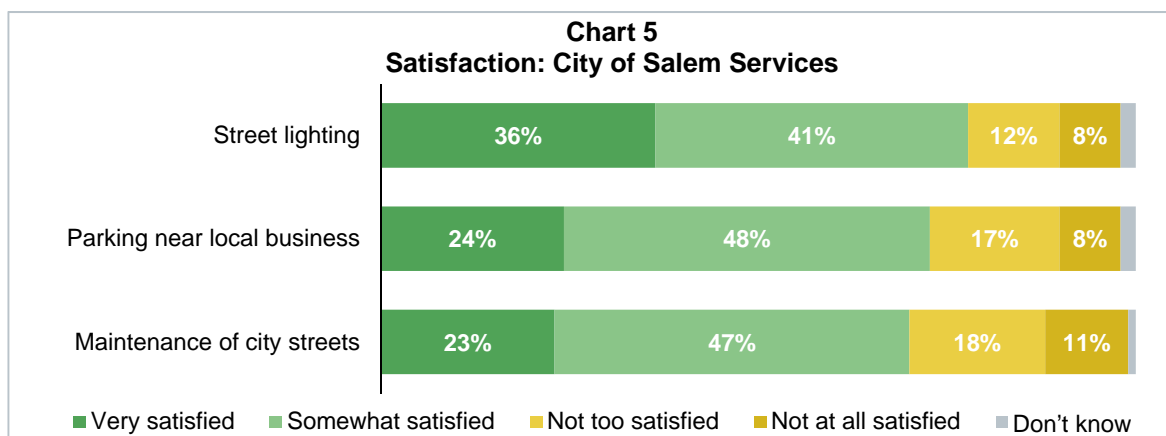
Satisfaction for these services was high among all demographic groups. Residents who have called Salem home for more than a decade were more satisfied with the top services—police and fire, the library, and parks—than residents who moved to Salem in the last five years. These differences ranged from 8 to 14 percentage points.

Satisfaction was also high for water, sewer, and stormwater services (Q8), protecting Salem’s natural environment (Q16), and supporting arts and culture in the city (Q17). Satisfaction for these services was high across demographic groups.

As with overall satisfaction, those who feel their area of the city doesn’t get its fair share of services were less satisfied with specific services. The deficit ranged from 10 percentage points for police and fire to 23 percentage points for environmental protection.

### Although residents indicate they are satisfied with certain transportation services, many cite transportation maintenance as a top area for improvement.

A strong majority of residents are satisfied with specific transportation services, including street lighting, parking, and maintenance of city streets (Q14, Q12, Q5).



Residents under 35 are particularly satisfied with street, sidewalk, and bridge maintenance (78%), although most of these residents say they are only somewhat satisfied (58%).

By quadrant, residents from West and South Salem are the most satisfied with such maintenance (74% and 75%), while those in North Salem are the least satisfied (61%). The difference between these areas is statistically significant. Few respondents (23) were from East Salem, which fell in the middle in terms of satisfaction with maintenance (66%). In the subsequent survey, East Salem residents may be over-sampled to ensure a larger sample size.

The difference in satisfaction between residents who feel their area of the city receives its fair share of services and those who don’t is stark with respect to street maintenance. While 75% of those who think their area gets an appropriate level of service were satisfied, just 41% of those who disagree were satisfied. This is the largest difference between these two groups of any city service tested. *For more results about residents who don’t feel as though their area of the city receives its fair share of services, see 3.4 Equity Issues.*

Most residents were also satisfied with street lighting and their parking options near local businesses. Overall, 78% of residents expressed satisfaction with street lighting and 72% were satisfied with parking, both on- and off-street. There were few demographic differences, although men were more satisfied with street lighting than women (80% to 75%). Although residents from West Salem were the least satisfied

with parking options (66%, compared to 71-74% for other quadrants), these residents were the most satisfied with street lighting (88%, compared to 62-77% for other quadrants).

Despite general satisfaction with these three transportation issues, four in ten residents suggested a transportation item when asked which service in the city is most in need of improvement (39%) (Q18). The most popular response among these was *maintenance of city streets* (28%), but *street lighting* (5%), *parking* (5%), and *public transportation* (1%) were also mentioned. More than half the residents who feel their area does not receive its fair share of services said the city should focus on improving one of these services first (52%).

In contrast, 14% of residents mentioned *affordable housing*, even though it garnered the lowest satisfaction rating of any service. These results may indicate that residents believe there is more opportunity for the city to improve transportation than housing.

### **Residents are split as to whether the city is adequately ensuring access to affordable housing.**

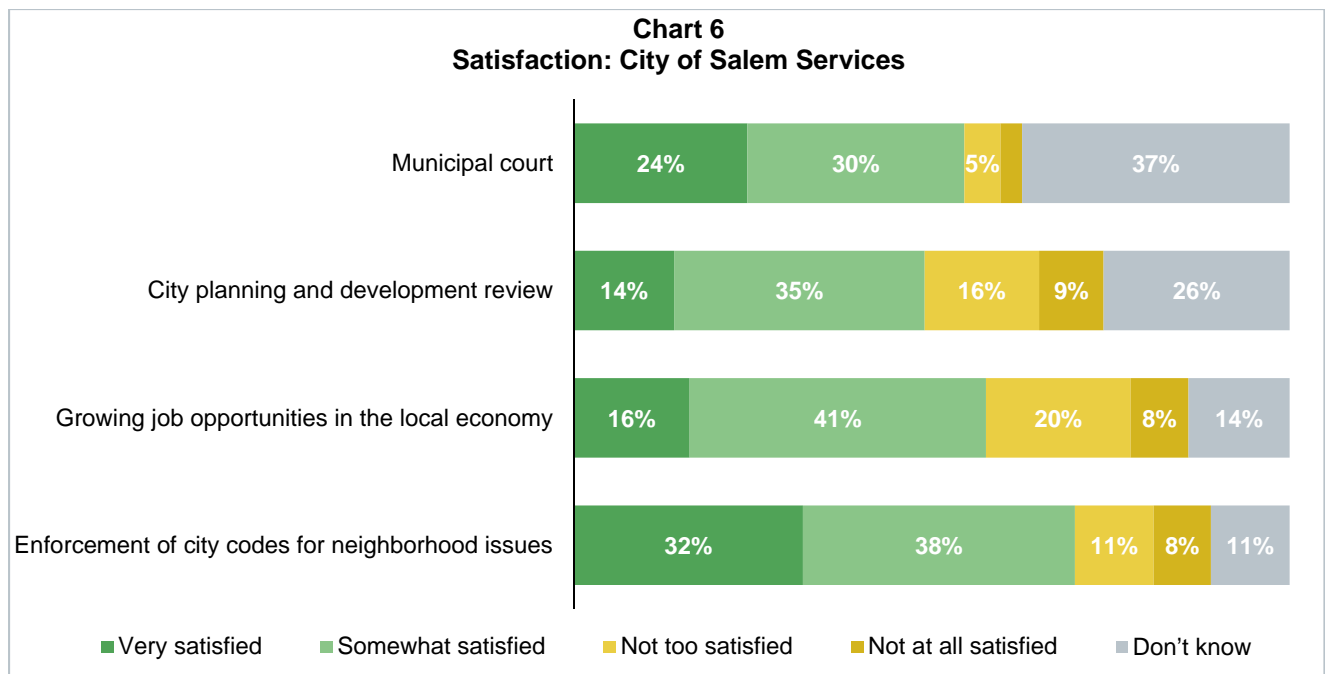
Ensuring access to affordable housing for residents of all income levels was the service with the lowest satisfaction (Q9). Residents who had an opinion on the subject were evenly split: 41% said they were satisfied with the city's efforts in this regard, and 41% expressed dissatisfaction. The remaining 18% said they didn't know.

Residents 55 and older were less satisfied than those 54 and younger (38% to 44%). There was only a slight difference between those who own their home (42%) and those who rent (39%).

Residents with incomes of \$75,000 per year or more were more satisfied than those making less (44% to 37-42% for other brackets) but the differences were not statistically significant. The largest difference was between residents of different educational backgrounds. High school graduates were significantly more satisfied (58%) than those with some college experience (38%) or a college degree (36%).

### **Residents are more satisfied than dissatisfied with other services, although many aren't sure.**

The other services tested earned varying levels of satisfaction from residents. For each of these services, more than 10% of residents weren't sure about the level of service provided by the city.



Source: DHM Research, December 2016

Residents were the least sure about Salem's municipal court (Q10). Even though more than one-third of residents didn't have an opinion, satisfaction with the court remained high, and fewer than one in ten residents expressed dissatisfaction (9%). Residents who have lived in Salem for fewer than five years were the least likely to have an opinion, and 61% of these residents said they didn't know.

Many residents were also unsure about services related to city planning and development review (Q11). More than one-quarter said they didn't know how the city was doing, while one-quarter of residents were dissatisfied with this service (25%). Residents with some college experience or a degree were significantly more likely to express dissatisfaction than those with a high school diploma or less (28% to 15%).

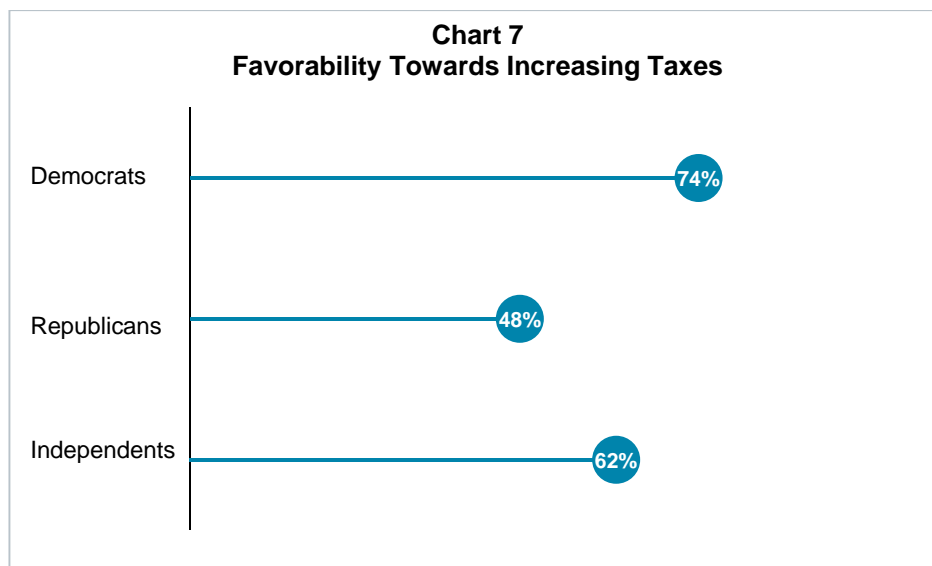
Residents were more likely to have an opinion about Salem's role in growing job opportunities in the local economy (Q15), but still, more than one in ten weren't sure. Those with an opinion were nearly twice as likely to express satisfaction (57%) than to say they weren't satisfied (29%). Residents over 55 were the least likely to have an opinion on the matter (25%).

One in ten residents weren't sure about the city's enforcement of codes for neighborhood issues, like noise violations, yard upkeep, and other nuisances (Q13). However, most residents were satisfied (70%), while one in five were dissatisfied (19%). South Salem residents (65%) were less satisfied than residents from other quadrants (71-85%). Additionally, Latino residents (85%) were significantly more satisfied than white residents (70%) or those identifying as another race or ethnicity (58%).

### **Nearly two-thirds of residents exhibit some willingness to pay more in taxes if it will lead to service improvements they desire.**

Overall, 62% of residents said they would be willing to pay more in taxes to improve the service they offered up as most in need of improvement (Q19). Again, 39% of residents mentioned transportation as the issue most in need of improvement, and many suggested affordable housing (14%). These results, which are not responses to specific, proposed tax increases, are likely an overestimation. In the second telephone survey, residents will have the opportunity to respond to more specific proposals regarding particular city services, which will provide greater clarity on willingness to pay.

The residents most willing to support an increase in taxes to pay for these services were younger and more likely to be Democrats—results typical of any tax increase.



Source: DHM Research, December 2016

Differences by political party were significant. Nearly three-quarters of Democrats indicated such a willingness, compared to less than half of Republicans. Independent party voters, voters of minor parties, and non-affiliated voter fell between the two parties—another typical result.

Differences by age were not statistically significant, but support declined with age. While two-thirds of those under 35 said they would pay more if their preferred service were certain to improve (67%), fewer residents 35-54 agreed (63%). Those 55 and older were the least likely to exhibit willingness to pay more, although a majority were willing to do so (57%).

Residents who later indicated they are satisfied with the value received for their tax dollars (Q28) were more likely to indicate a willingness to pay more in taxes for improved services than those who are already dissatisfied with the value received. While 68% of those satisfied with the value of their tax dollars said they would pay more to improve critical services, fewer than half of dissatisfied residents agreed (46%).

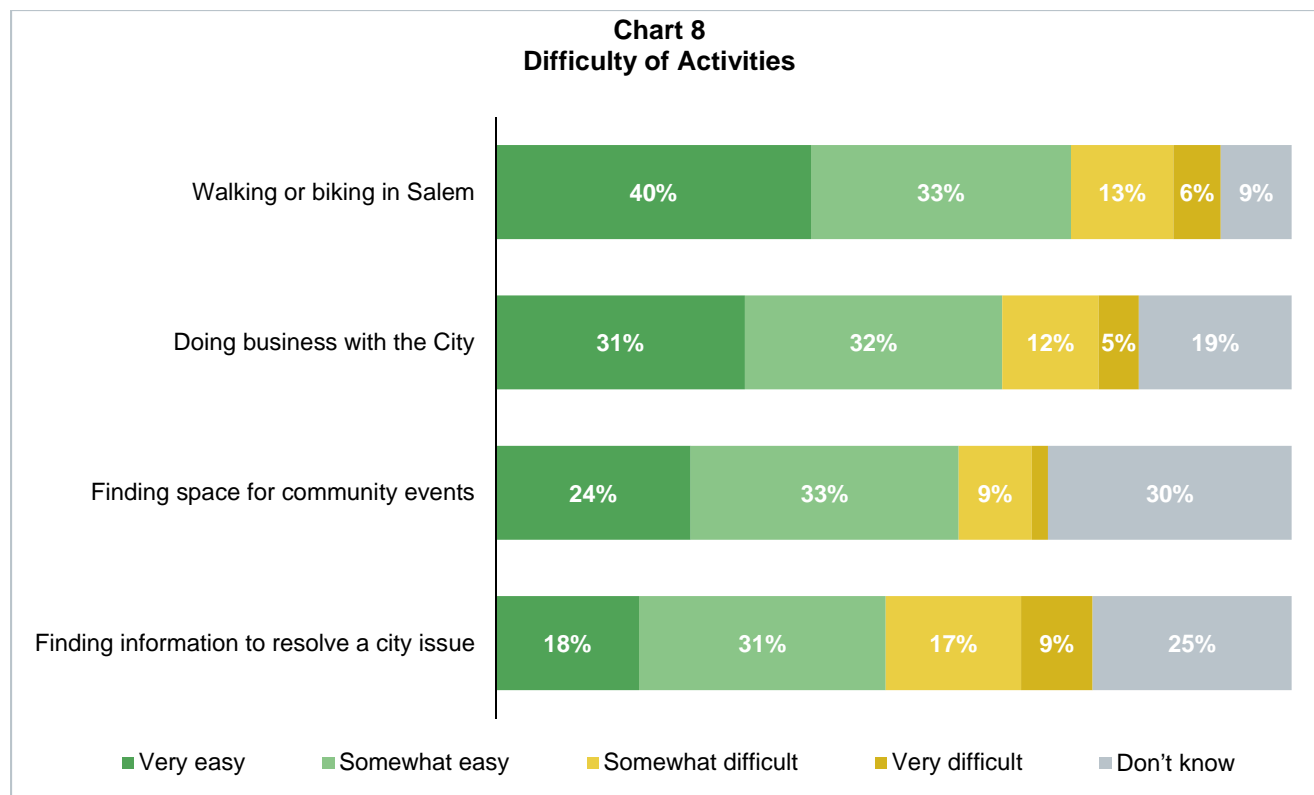
Similarly, residents who feel their area receives its fair share of services were more willing to pay (64%) than those who feel their area doesn't receive a fair share (49%). There were no significant differences by quadrant of the city, which each area ranging from 60-65% in willingness to pay more for service improvements.

### **Residents are able to conduct many activities in the city with ease, such as doing business with the city, finding space for community events, and finding the information they need.**

Residents are generally satisfied with their ability to walk or bike in the city, and this was viewed as the easiest of all activities tested (Q21). Overall, 73% of residents said it was very or somewhat easy to walk or bike in the city.

Residents under 35 were significantly more likely to describe walking and biking through town as easy to do (81%), while those 35-54 were less likely to agree (72%). Residents 55 and older were the least likely to agree (65%).

Residents from North Salem were the least likely by area to agree that walking and biking around the city is easy to do (65%). In other areas, 75-77% of residents said it was easy to do.



Source: DHM Research, December 2016

Residents also said it is easy to do business with the city, such as paying bills and obtaining permits (64%) (Q22). Residents 55 and older were the most likely of any group to say they weren't sure how easy it was to do such activities (28%).

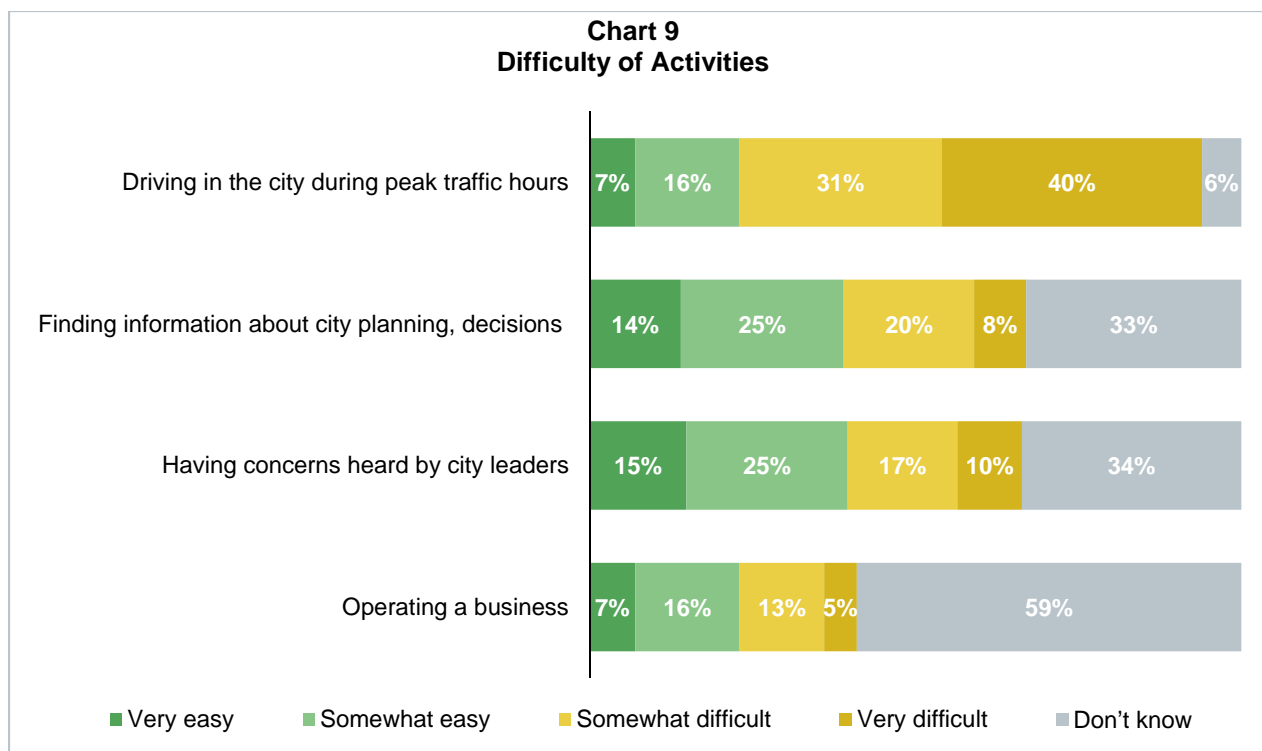
Most residents also said it was easy to find a space for community events (57%), even though nearly one-third of residents weren't sure (Q23). Again, residents 55 and older were the most likely to say they weren't sure (43%).

Nearly half of residents said it's easy to find the information they need to resolve city issues (49%) (Q26). Remaining residents were split between describing this activity as difficult and saying they didn't know (26% and 25%).

### **Other activities, like understanding how city decisions are made and connecting with city leaders, are viewed as more challenging.**

Consistent with their opinions about the need for transportation improvements, more than half of residents said it was difficult to drive across the city during peak traffic hours (Q20).

Residents from West Salem were significantly more likely to describe this activity as difficult (79%), compared to those from South Salem (66%).



Residents were split about the ease of finding information about city planning and how decisions are made (Q24). A plurality indicated this was easy to do (39%), but one-third weren't sure (33%). Nearly three in ten said it was difficult (28%). College graduates were the most likely to say finding such information is difficult (36%), compared to 14% of high school graduates who said it is difficult. Meanwhile, nearly half of high school graduates weren't sure (44%).

Results were similar when it came to having concerns heard by city leaders (Q25). A plurality of residents said it was easy to do (40%), while more than one-quarter described difficulty in doing so (27%). More than one-third just didn't know (34%). Democrats and Republicans were more likely to describe voicing their opinions as easy (46% and 44%), but Independent and other voters weren't so confident (31%). More than one-third of Independent and other voters said it was difficult to be heard (34%), and another 35% said they didn't know. Nearly half of residents who feel their area of the city does not receive its fair share of services said it was difficult to be heard by city leaders (45%).

Few residents were able to offer an opinion about the ease of operating a business in Salem (Q27). More than half of all residents said they weren't sure (59%), and those who did have an opinion were somewhat split. About one-quarter of residents said it was somewhat or very easy to operate a business in Salem (23%). The remaining 18% said it would be somewhat or very difficult. While six in ten Latino residents said they didn't know (60%), three in ten said operating a business in Salem is difficult (30%). Republicans were the most likely of any demographic group to describe operating a business in Salem as easy (31%).

### 3.3 RESOURCES FOR CITY SERVICES

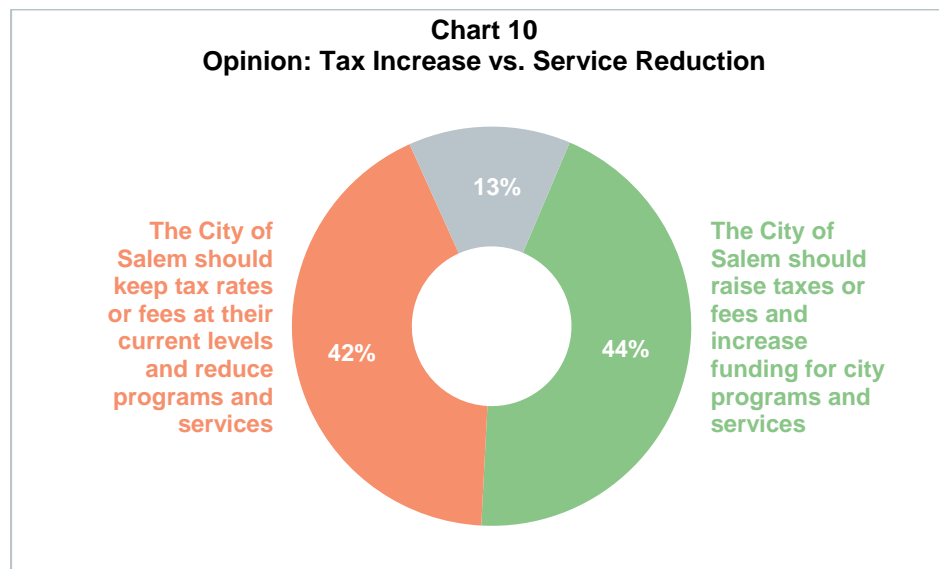
#### **Residents are somewhat satisfied with the value they receive for the taxes and fees they pay, but they are split as to whether the city should raise taxes or reduce services.**

A plurality of residents described themselves as somewhat satisfied with the value they receive for their city taxes paid (54%) (Q28). Additionally, one in six described themselves as very satisfied (17%). Fewer than one-quarter of residents expressed dissatisfaction (24%). Most of these dissatisfied residents termed their opinion as not too satisfied (17%), while fewer than one in ten said they were not at all satisfied (7%).

Democrats were the most satisfied with the value of their tax dollars, and 78% said they were very or somewhat satisfied. Republicans were slightly less satisfied (70%), and Independent and other voters were the least satisfied (67%).

Residents from South Salem were the most satisfied by geographic area (74%), while residents from East Salem (66%) and North Salem (67%) were slightly less satisfied. West Salem residents fell in the middle (70%).

Despite satisfaction with the value of their tax dollars, residents were split as to whether the city should raise taxes and fees to increase services or keep current tax rates and potentially cut services and programs (Q29).

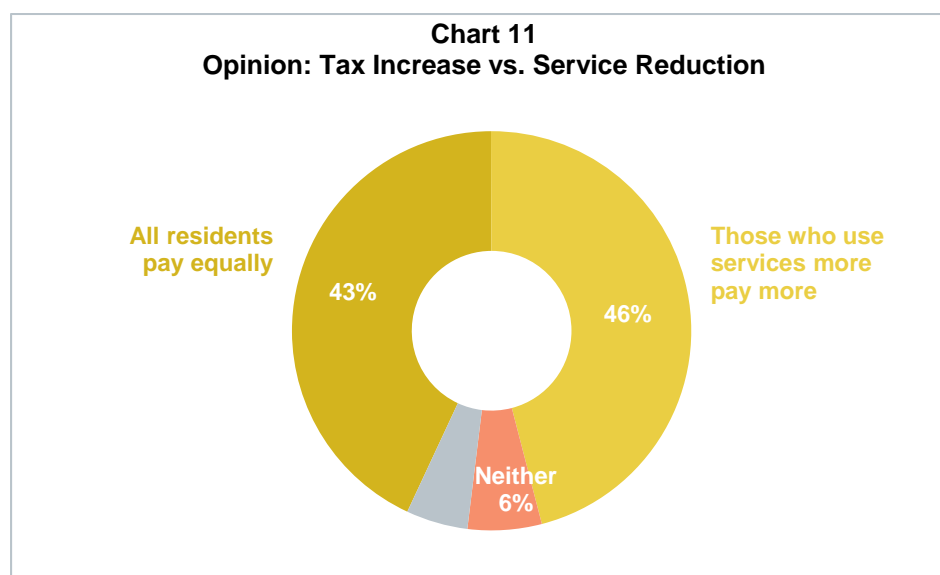


Source: DHM Research, December 2016

As is typical, the residents most in favor of raising taxes were more likely to be young, female, and registered Democrats. Residents under 35 were more likely to say the city should raise taxes (50%) than those 35 and older (42%). Women were significantly more likely than men to desire more services even if it meant raising taxes (50% to 39%). Democrats were the group most in favor of raising taxes to increase services (60%), and were twice as likely to support this plan of action than Republicans (30%). Independent and other voters fell between the two major parties (41%). Renters were also somewhat more likely than homeowners to support an increase in taxes for increased services (50% to 43%).

There was no difference in support for raising taxes between residents who described themselves as very satisfied with the value or their tax dollars and those who described themselves as only somewhat satisfied (53%).

**Opinions were also split as to whether residents should share in the cost of services equally, or whether those who use services more should pay more.**



Source: DHM Research, December 2016

The split in opinion as to whether all residents should pay equally for city services or whether those who use services should pay more was distributed evenly among demographic groups. However, a scant majority of residents under 35 and those 55 and older preferred a usage-based system (50% each). These residents were joined by those from West Salem (50%) and Republicans (51%).

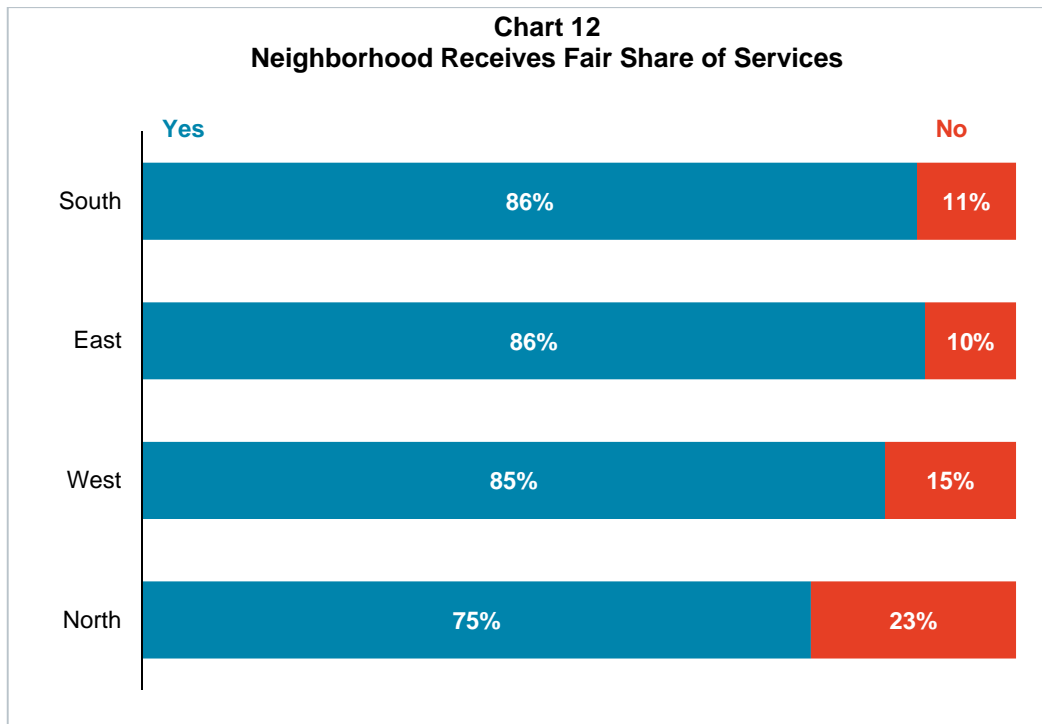
Conversely, half of residents who feel their area of the city does not receive its fair share of services think that all residents should pay equally (50%). The second telephone survey will delve deeper into willingness to pay, when residents will have the opportunity to respond to more concrete proposals. *For more results about residents who don't feel as though their area of the city receives its fair share of services, see 3.4 Equity Issues, below.*

### 3.4 EQUITY ISSUES

**Most residents believe their part of the community receives its fair share of services and that services are generally distributed equitably.**

Overall, more than eight in ten residents believe their area of the city receives its fair share of services (83%) (Q31).





Source: DHM Research, December 2016

Residents from North Salem are the least likely to feel as though they are receiving their fair share of services. The difference between North Salem and South Salem residents is statistically significant.

Women were significantly more likely than men to feel their area gets a fair share of services (88% to 78%), and Latino residents were significantly more likely than white residents to feel the same way (93% to 83%).

Although the vast majority of residents feel their own area gets a fair share of services, there is a perception that services are not distributed fairly citywide (Q32). Just over half of residents think services are distributed fairly across the entire city (54%). Nearly one-third of residents said services are not fairly distributed across the city (32%), and 14% weren't sure.

Again, North Salem residents were the least likely to agree that services are distributed equally (51%), although the difference between North Salem residents and residents from other areas (52-58%) was not significant.

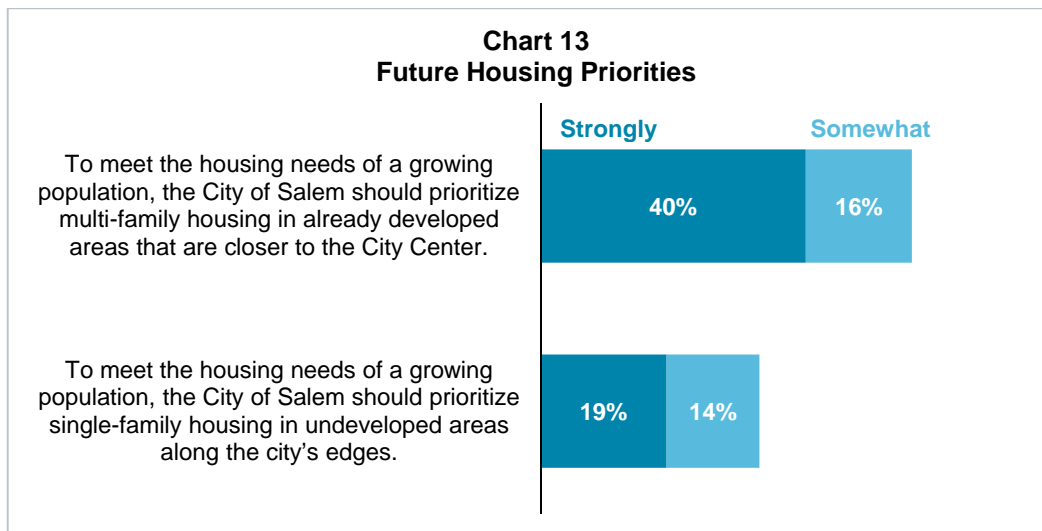
Residents who have lived in Salem for over ten years were the most likely to believe services are distributed fairly (56%), while those who moved to the area in the last five years were less likely to agree (39%). In fact, although 19% of newer residents said they didn't know, a plurality (42%) said that city services were not distributed fairly.

Negative perceptions regarding the distribution of services across the city increased with education. While 64% of high school graduates felt services were distributed fairly, significantly fewer residents with college experience or a degree felt as such (51%).

### 3.5 RESIDENT VALUES

#### **A majority of residents would like to see future growth that prioritizes placing housing near City Center, near retail shops and services.**

More than half of residents would prefer to see Salem add multi-family housing near already developed areas as the city grows (56%) (Q33). One-third disagree and think the City should focus on single-family homes in undeveloped areas near the city's edges (33%).



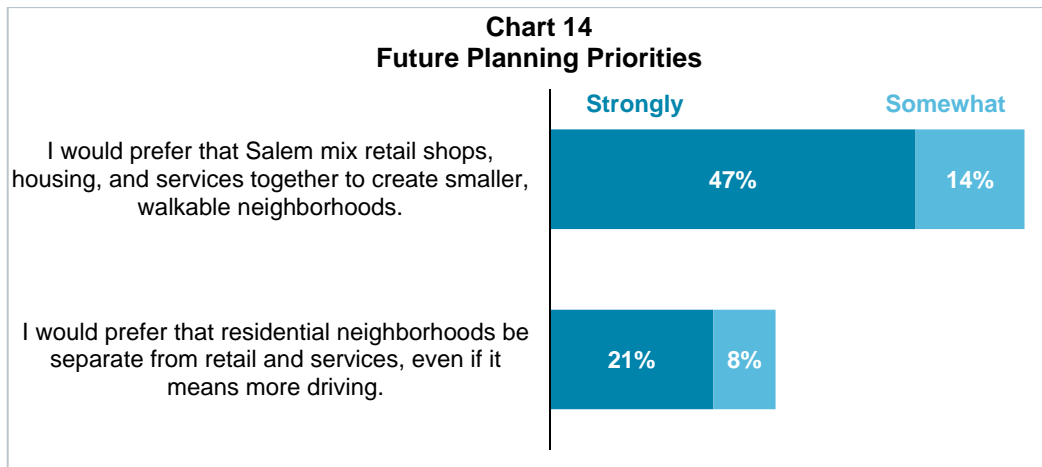
Source: DHM Research, December 2016

Most residents felt similarly, despite living in different areas of town. A majority of residents from North, South, and West Salem preferred multifamily housing near the center of the city (57-58%). Residents in East Salem disagreed, and 60% preferred more single-family housing near the edges of the city. However, the sample size of East Salem residents was small (23), so these results should be interpreted as a possible difference.

Democrats were the group most likely to push for multi-family housing near City Center (64%), although a majority of Republicans (52%) and Independent and other voters (50%) agreed.

Residents 55 and older were also more likely to prioritize housing in already developed areas (61%). Residents from other age groups agreed, but less intensely. Residents under 35 were more likely than those 35-54 to opt for multi-family housing near City Center (56% to 52%).

In addition to prioritizing housing near City Center, most residents would prefer a mix of retail shops, housing, and services that create smaller, walkable neighborhoods (60%) (Q35).



Source: DHM Research, December 2016

Once again, Democrats were the most likely to support a mix of walkable neighborhoods—compared to separate residential neighborhoods—than other voters (66%). Nonetheless, a majority of Republicans (52%) and Independent and other voters (61%) agreed.

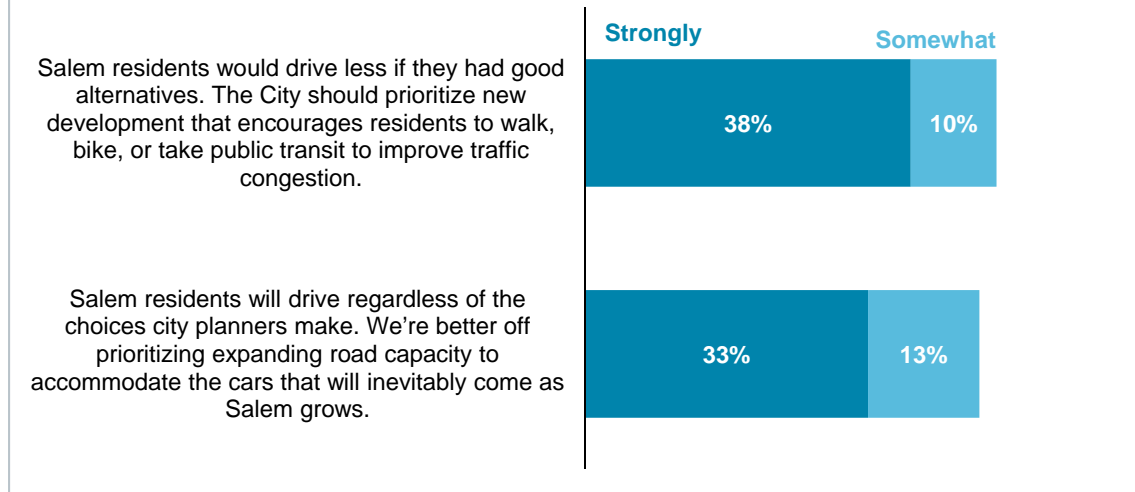
Notably, the oldest residents were the age group most likely to prefer walkable neighborhoods to residential neighborhoods that may require more driving (63%). However, a majority of residents 35-54 agreed (60%), as did residents under 35 (58%).

Differences between residents from different areas of town were slight, and between 58-63% of residents from each quadrant preferred smaller, walkable neighborhoods.

**Not all residents believe that the choices of city planners will change driving behaviors, and would prefer a growth strategy that accommodates residents who prefer to drive rather than walk or bike.**

Although residents expressed a preference for walkable neighborhoods, they were split as to whether city planning should attempt to encourage walking, biking, and public transit or whether the city should assume drivers will continue to drive.

**Chart 15**  
**Future Transportation Priorities**



Source: DHM Research, December 2016

Residents from East and West Salem were more likely to prefer planning that encourages walking, biking, or taking public transportation (64% and 54%). A scant majority of South Salem residents preferred prioritizing road capacity (50%). Those in North Salem were evenly split between the two options (48% each).

Democrats were among the residents who felt strongest that city planning should encourage multimodal transportation (58%). Conversely, 50% of Republicans preferred that the city plan road capacity to meet the needs of future drivers. Independent and other voters were evenly split between the two options (46% each).

Residents under 35 were as likely as Democrats to prefer encouraging multimodal transportation (58%). Residents 35-54 leaned in favor of prioritizing road capacity for drivers (52%) and were less likely to prefer walking, biking, and public transit options (43%). Residents 55 and older were split almost evenly: 48% said the city should encourage multimodal transportation and 46% said the city should prioritize road capacity.

# Appendix

# 4

**EcoNW City of Salem Community Priority Survey**  
**November 30-December 4, 2016; Salem residents**  
**N=450; +/-4.6%**  
**20 minutes**  
**DHM Research**  
**#00481**

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.

## 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	N=450
Right direction	66%
Wrong track	21%
<b>(DON'T READ)</b> Don't know	13%

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

Response Category	December 2016	March 2016
Homelessness, poverty	17%	7%
Roads, potholes, infrastructure	11%	12%
Education, funding, class sizes	10%	5%
Crime, drugs	5%	5%
Jobs, economy	5%	5%
Affordable housing	4%	1%
Traffic, congestion	4%	7%
Street lights, sidewalks	3%	2%
Additional bridge	3%	3%
Public transportation	3%	7%

Response Category	December 2016	March 2016
Police enforcement, traffic violations, public safety	3%	5%
Promote business/downtown development	3%	3%
New police facility	2%	2%
High taxes, property taxes	1%	4%
All other responses	2% or less	2% or less
None/nothing	7%	9%
Don't know	6%	1%

### 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	N=450
Very satisfied	44%
Somewhat satisfied	48%
Not too satisfied	5%
Not at all satisfied	3%
<b>(DON'T READ)</b> Don't know	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-Q17)**

Response Category	Very Satisfied	Somewhat Satisfied	Not Too Satisfied	Not at All Satisfied	Don't Know
4. Police, fire, ambulance, and 911 service	58%	30%	4%	4%	5%
5. Maintenance of city streets, sidewalks and bridges	23%	47%	18%	11%	1%
6. Salem public library	54%	31%	4%	2%	9%
7. Parks and recreation	48%	37%	8%	4%	3%
8. Water, sewer and stormwater services	38%	41%	10%	7%	4%
9. Ensuring that residents of all income levels have access to affordable housing	14%	27%	24%	16%	18%
10. Municipal court	24%	30%	5%	3%	37%
11. City planning and development review	14%	35%	16%	9%	26%

Response Category	Very Satisfied	Somewhat Satisfied	Not Too Satisfied	Not at All Satisfied	Don't Know
12. Parking structures and on-street parking near local business	24%	48%	17%	8%	2%
13. Enforcement of city codes for issues such as noise, yard upkeep, and other nuisances	32%	38%	11%	8%	11%
14. Street lighting	36%	41%	12%	8%	2%
15. Growing job opportunities in the local economy	16%	41%	20%	8%	14%
16. Protecting our natural environment	35%	42%	13%	4%	7%
17. Supporting arts and culture	34%	39%	10%	2%	15%

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

Response Category	N=450
Maintenance of streets, sidewalks, and bridges	28%
Ensuring residents have access to affordable housing	14%
Police, fire, ambulance, and 911 service	7%
Growing job opportunities in the local economy	6%
Street lighting	5%
Parking structures and on-street parking	5%
Water, sewer, storm water services	5%
City planning and development review	4%
None/nothing	4%
Parks and recreation	4%
Enforcement of city codes for nuisances	2%
Salem public library	2%
Homelessness	2%
Protecting our natural environment	2%
All other responses	1% or less
Don't know	6%

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

Response Category	N=450
Yes	62%
No	32%
<b>(DON'T READ)</b> Don't know	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 Q20-Q27)**

Response Category	Very Easy	Somewhat Easy	Somewhat Difficult	Very Difficult	Doesn't Apply
20. Driving from one side of the city to the other during peak traffic hours	7%	16%	31%	40%	6%
21. Walking or biking in Salem	40%	33%	13%	6%	9%
22. Doing business with the City, such as getting a permit or paying a bill	31%	32%	12%	5%	19%
23. Finding space for community events	24%	33%	9%	5%	30%
24. Finding information about city planning and how decisions are made	14%	25%	20%	8%	33%
25. Having your concerns heard by city leaders	15%	25%	17%	10%	34%
26. Finding the information you need to resolve a city issue	18%	31%	17%	9%	25%
27. Operating a business	7%	16%	13%	5%	59%

## RESOURCES FOR CITY SERVICES

28. 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	N=450
Very satisfied	17%
Somewhat satisfied	54%
Not too satisfied	17%
Not at all satisfied	7%
<b>(DON'T READ)</b> Don't know	5%

29. 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	N=450
A. The City of Salem should raise taxes or fees and increase funding for city programs and services.	44%



Response Category	N=450
B. The City of Salem should keep tax rates or fees at their current levels and reduce programs and services.	42%
<b>(DON'T READ)</b> Don't know	13%

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

Response Category	N=450
A. All residents pay equally	43%
B. Those who use services more pay more	46%
<b>(DON'T READ)</b> None of these	6%
<b>(DON'T READ)</b> Don't know	5%

## EQUITY ISSUES

31. 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	N=450
Yes, strongly	46%
Yes, somewhat	37%
No, somewhat	7%
No, strongly	8%
<b>(DON'T READ)</b> Don't know	2%

32. 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	N=450
Yes, strongly	27%
Yes, somewhat	28%
No, somewhat	15%
No, strongly	17%
<b>(DON'T READ)</b> Don't know	14%

## RESIDENT VALUES

33. Which of the following statements is closest to your opinion? **(Rotate statements; ask strongly/somewhat)**

Response Category	N=450
a. To meet the housing needs of a growing population, the City of Salem should prioritize multi-family housing in already developed areas that are closer to the City Center.	
Strongly	40%
Somewhat	16%
b. To meet the housing needs of a growing population, the City of Salem should prioritize single-family housing in undeveloped areas along the city's edges.	
Strongly	19%
Somewhat	14%
<b>(DON'T READ)</b> Don't know	11%

34. Which of the following statements comes closest to your opinion? **(Rotate statements; ask strongly/somewhat)**

Response Category	N=450
a. Salem residents would drive less if they had good alternatives. The City should prioritize new development that encourages residents to walk, bike, or take public transit to improve traffic congestion.	
Strongly	38%
Somewhat	10%
b. Salem residents will drive regardless of the choices city planners make. We're better off prioritizing expanding road capacity to accommodate the cars that will inevitably come as Salem grows.	
Strongly	33%
Somewhat	13%
<b>(DON'T READ)</b> Don't know	5%

35. Which of the following statements comes closest to your opinion? **(Rotate statements; ask strongly/somewhat)**

Response Category	N=450
a. I would prefer that Salem mix retail shops, housing, and services together to create smaller, walkable neighborhoods.	
Strongly	47%
Somewhat	14%

Response Category	N=450
b. I would prefer that residential neighborhoods be separate from retail and services, even if it means more driving.	
Strongly	21%
Somewhat	8%
<b>(DON'T READ)</b> Don't know	10%

## DEMOGRAPHICS

### 36. Gender **(By observation)**

Response Category	N=450
Male	49%
Female	51%

### 37. What is your age?

Response Category	N=450
18-24	9%
25-34	24%
35-54	33%
55-64	10%
65+	18%
<b>(DON'T READ)</b> Refused	6%

### 38. In what area of the city do you live? **(read list)**

Response Category	N=450
North	28%
South	40%
East	5%
West	24%
<b>(DON'T READ)</b> Refused	3%

### 39. What is your political party?

Response Category	N=450
Democrat	37%
Republican	24%
Independent	20%
Other	4%
Non-affiliated	9%
I am not registered to vote	2%
<b>(DON'T READ)</b> Refused	4%

40. How many years have you lived in Salem?

Response Category	N=450
0-5 years	11%
6-10 years	10%
More than 10 years	77%
<b>Mean</b>	<b>25.6</b>
<b>(DON'T READ)</b> Refused	2%

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

Response Category	N=450
Less than high school	1%
High school diploma	21%
Some college	26%
College degree	35%
Graduate/professional school	16%
<b>(DON'T READ)</b> Refused	1%

42. Which category best describes your 2015 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	11%
\$25,000 to less than \$50,000	20%
\$50,000 to less than \$75,000	19%
\$75,000 to less than \$100,000	14%
\$100,000 to less than \$150,000	10%
\$150,000 or more	4%
<b>(DON'T READ)</b> Refused	22%

43. 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	11%
Native American/American Indian	3%
White/Caucasian	77%
Other	5%
<b>(DON'T READ)</b> Refused	3%

44. Do you rent or own your home?

Response Category	N=450
Rent	32%
Own	63%
Something else	5%

45. Survey language

Response Category	N=450
English	98%
Spanish	2%