



CITY OF MILWAUKIE






2022 Milwaukie Community Survey

*Results from a Survey of Milwaukie Residents
Conducted March 12-April 11, 2022*

FM3
RESEARCH

OPINION
RESEARCH
& STRATEGY

Survey Methodology

Dates	March 12-April 11, 2022
Survey Type	Dual-mode Resident Survey
Research Population	Residents of Milwaukie ages 18+
Total Interviews	520 overall, inclusive of oversamples yielding 56 Latino respondents and 55 people of color who are not Latino
Margin of Sampling Error	±4.9% at the 95% Confidence Level
Contact Method(s)	 Telephone Calls  Email Invitations  Text Invitations
Data Collection Mode(s)	 Telephone Interviews  Online Interviews
Languages	English and Spanish

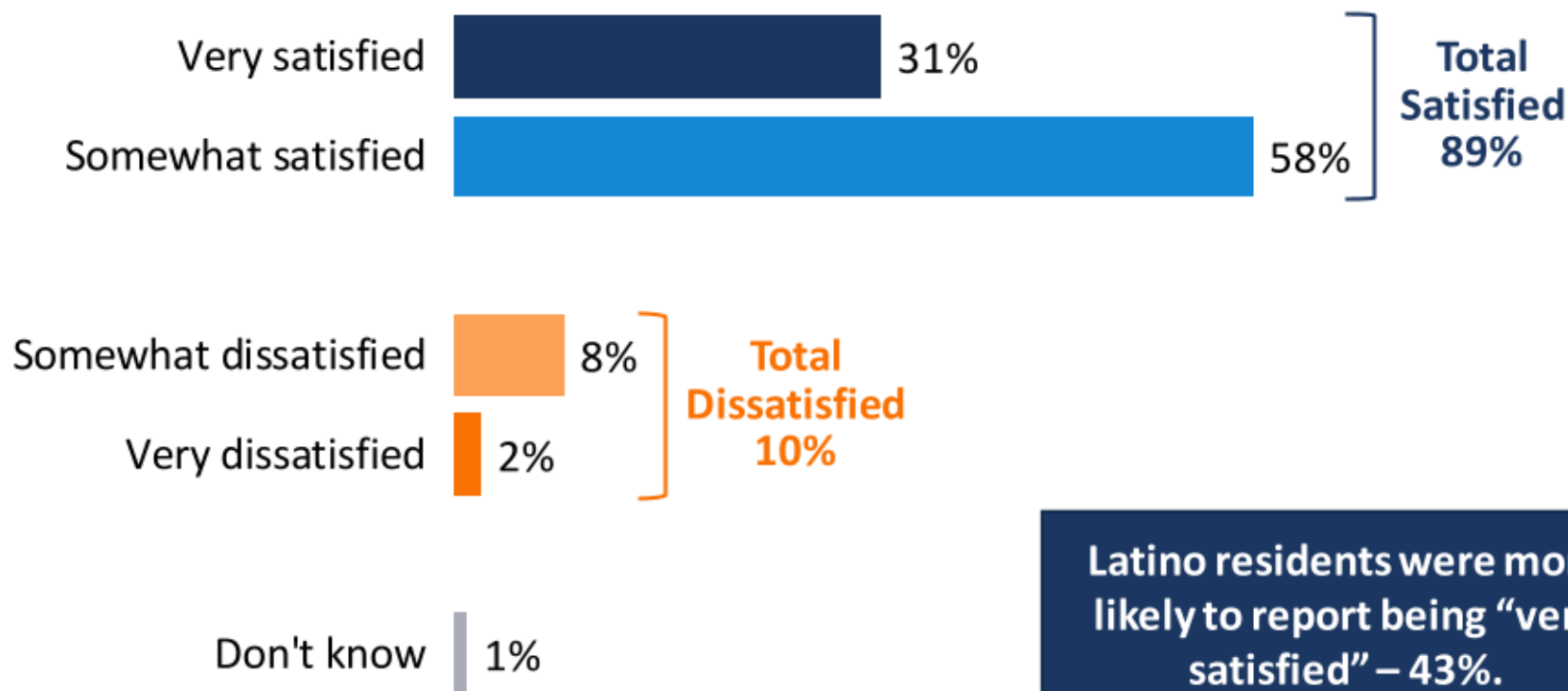
(Note: Not All Results Will Sum to 100% Due to Rounding)



Key Issues Facing the City

Nearly nine in ten residents are satisfied with Milwaukie's quality of life.

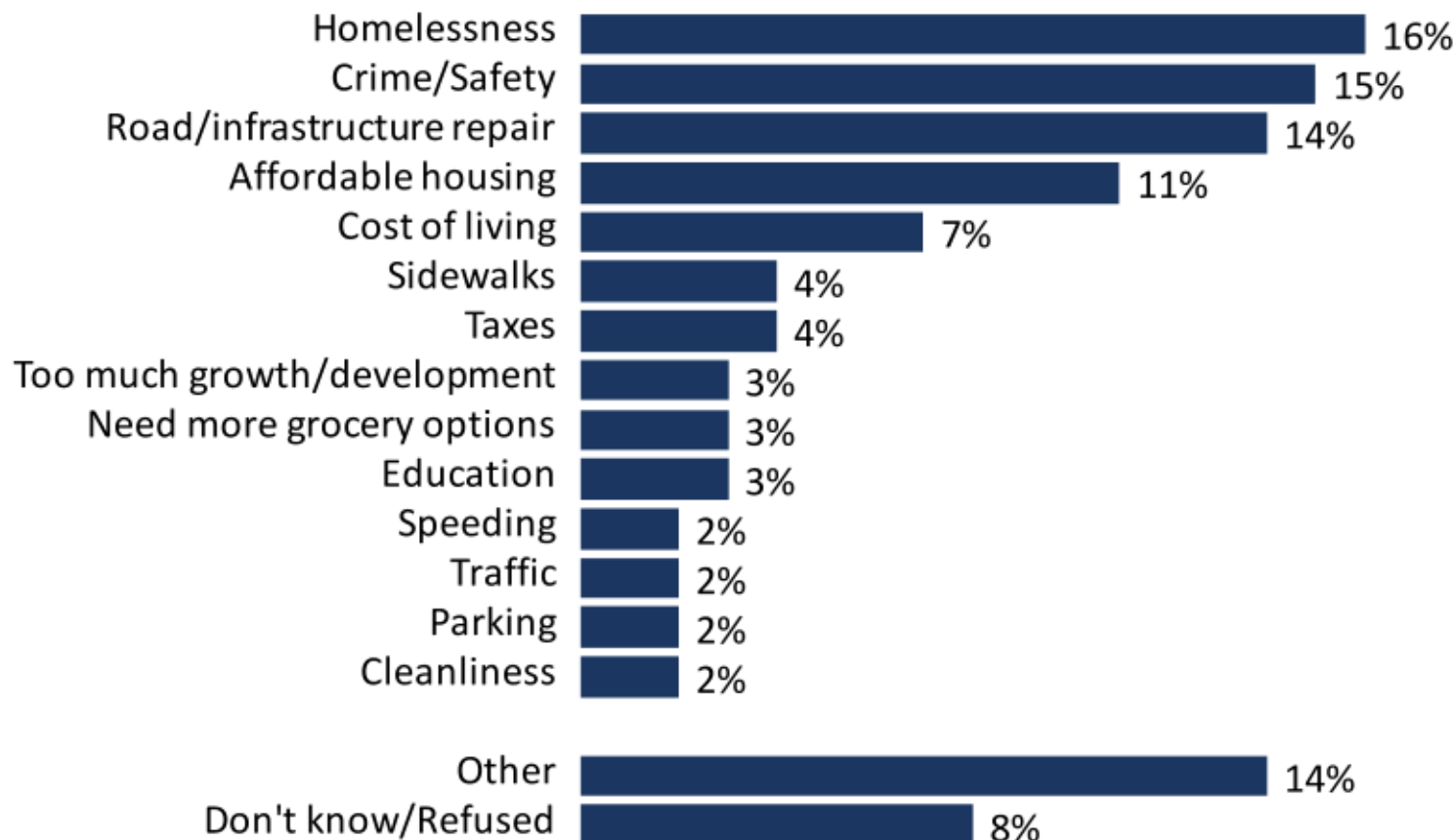
Please tell me how satisfied you are with the overall quality of life in Milwaukie: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied.



Top issues they want the City to address included homelessness, crime and roads.

For you personally, what is the single most important issue for the City of Milwaukie to address over the next year?

(Open-ended; Top 2% and Above Responses Shown)



Verbatim Responses on Most Important Issue

Bringing some business and vibrancy to downtown.

Protecting existing trees instead of removing them for multipurpose paths and new houses.

The poor condition of streets and roads.

Street parking, communication about work going on in the streets. Why don't they finish one section before starting another?

Overbuilding and the resulting traffic/parking problems.

Maintaining public pride in our city services, educational development, and supporting the people working in our community.

Keeping citizens safe and costs down.

Streets have too many potholes.

Housing affordability.

Address any homeless camps that appear within city limits.

Number of grocery stores is too few.

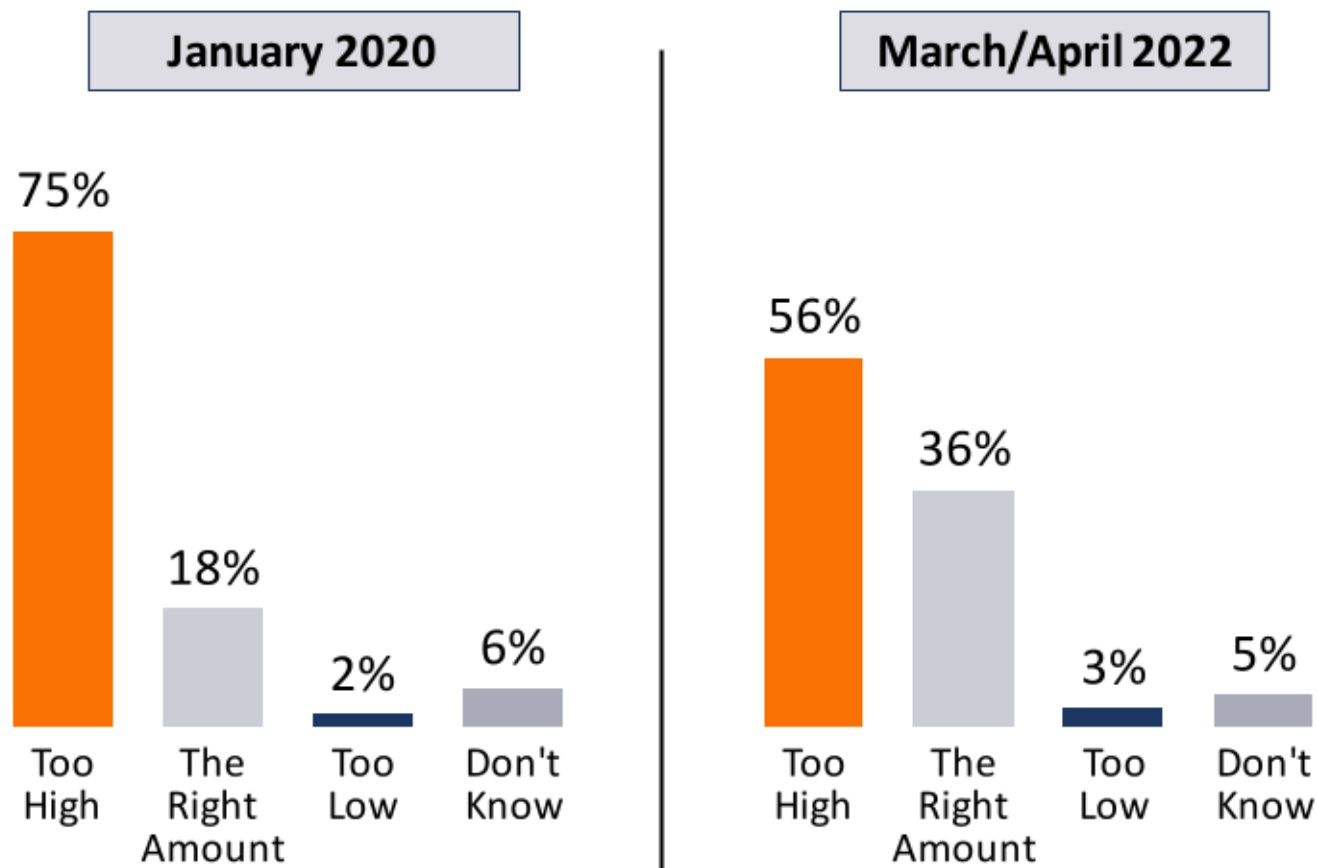
Traffic safety. Crack down on speeding and continue to add more sidewalks on the east side of town.

People driving too fast in neighborhoods with no concern for walkers or bikers.

The influx of homeless people ... makes people feel less safe.

A majority of residents feels housing costs are too high – but fewer overall than in 2020.

In general, do you think the cost of housing in the city of Milwaukie is: too high, the right amount, or too low?



Non-Latino people of color are especially likely to see housing prices as too high (64%), as are renters (65%) and those in lower-income households (79%).



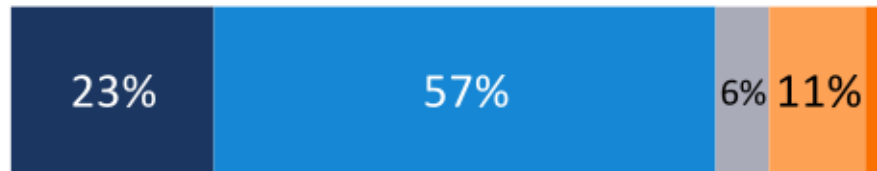
Views of City Services

Residents broadly approve of the quality of City services, how the City engages with residents, and how the City spends tax dollars.

■ Strng. Appr. ■ Smwt. Appr. ■ Don't Know ■ Smwt. Disappr. ■ Strng. Disappr.

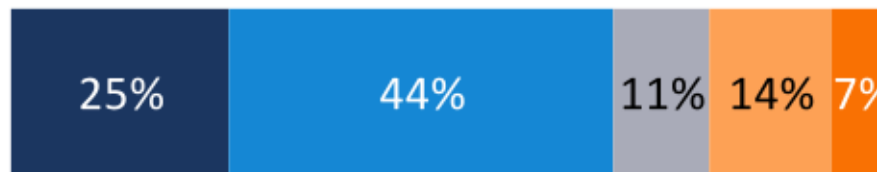
Total Appr. **Total Disappr.**

The quality of services provided by the City of Milwaukie



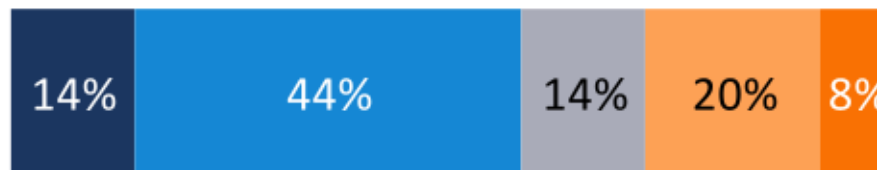
79% **15%**

How the City of Milwaukie seeks input from residents on plans and projects on Engage Milwaukie and other platforms



69% **21%**

How the City of Milwaukie spends the tax dollars it receives



58% **28%**

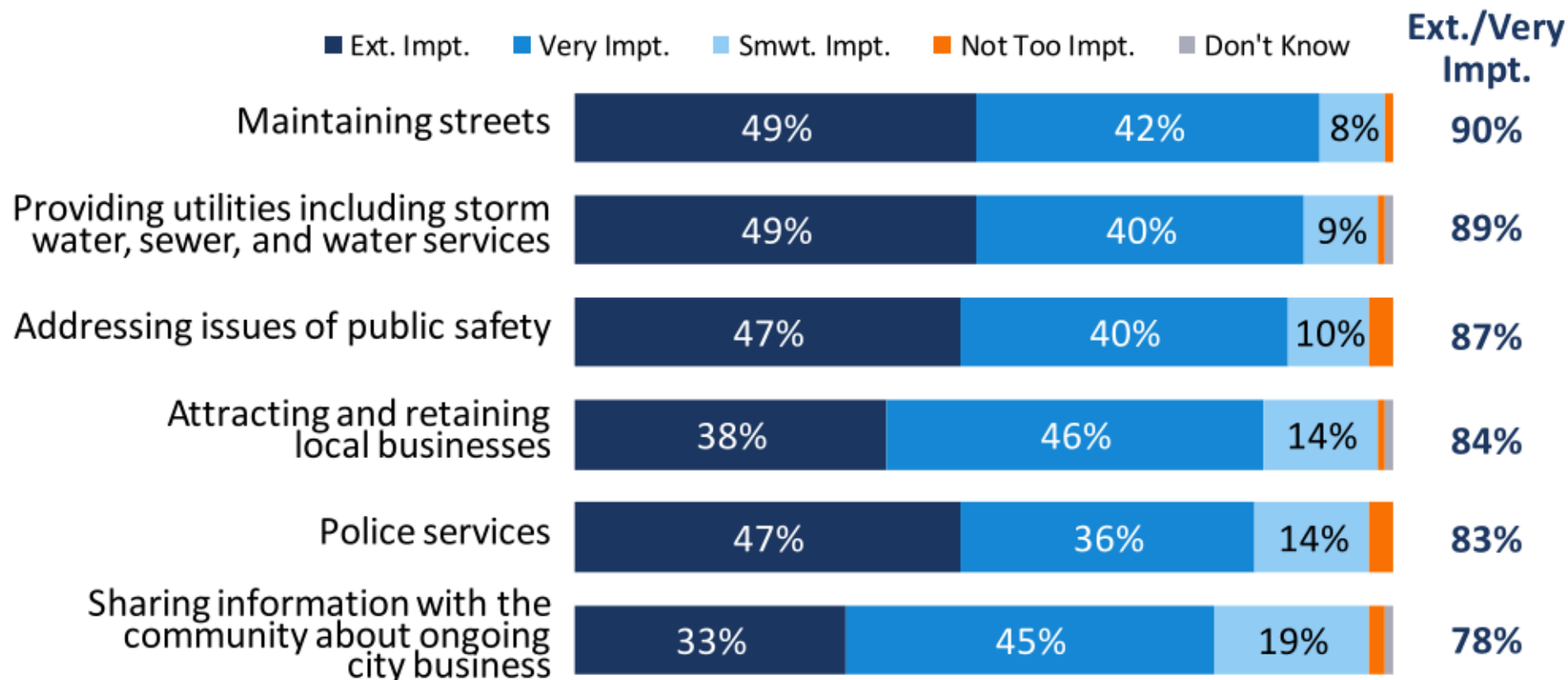
Assessing City Services in Detail



- In order to evaluate City services in more detail, we asked residents two questions about 13 key services:
- *How important is the service to making Milwaukie a good place to live?*
- *Are you satisfied or dissatisfied with that service?*
- Because not every resident uses every service, we also show results just for those with an opinion on satisfaction either way.
- Then, by comparing responses on these two metrics of importance and informed satisfaction, we can look at areas where the City is doing well (higher importance, higher satisfaction) and places with a particular need for improvement (higher importance, lower satisfaction).
- The following slides show results for each question and how the results compare.

Residents see street maintenance, utility services, and public safety as critical services.

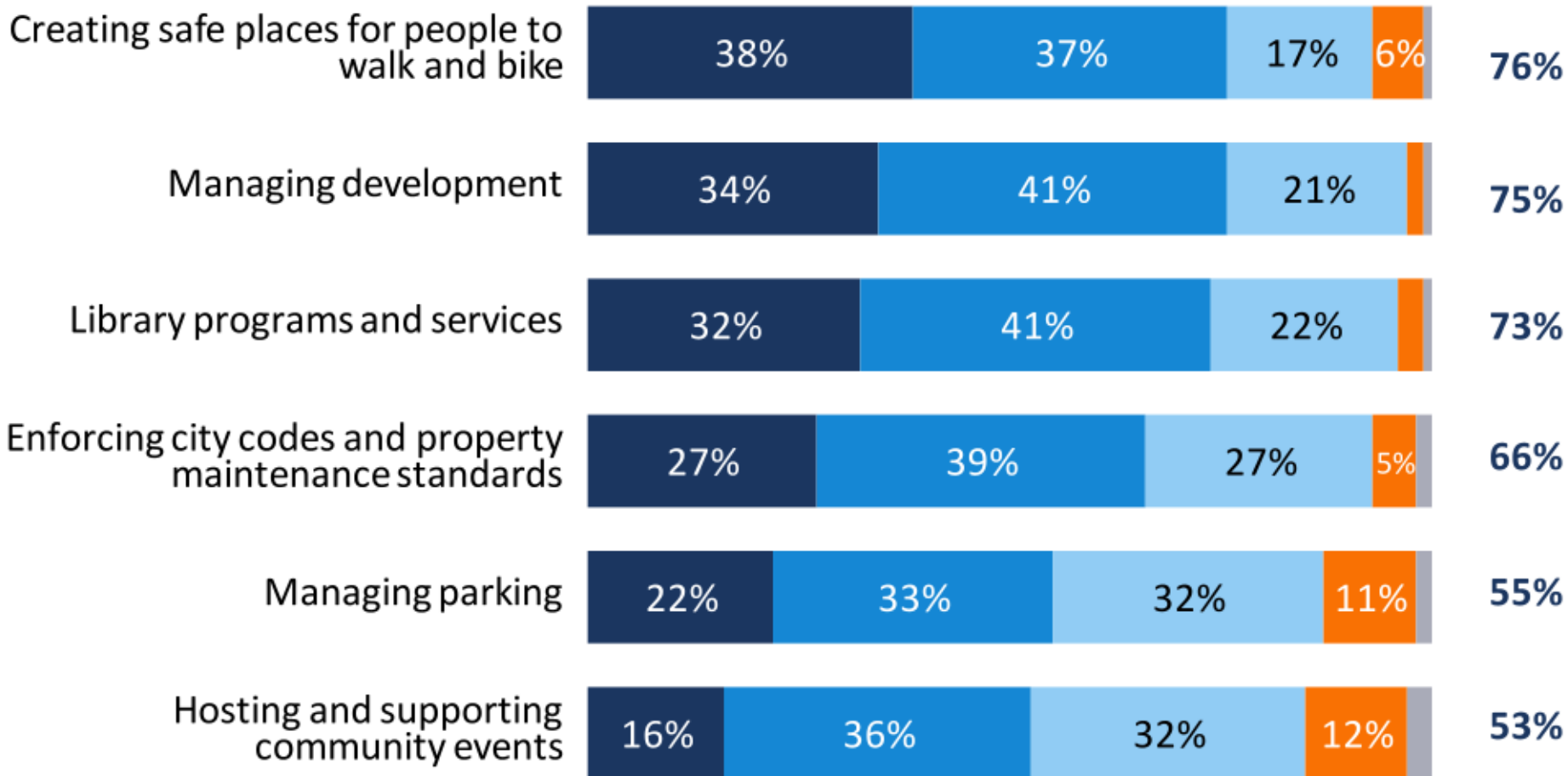
Let me ask you about some specific City services provided to Milwaukie residents. Please tell me how important each service is to making Milwaukie a good place to live: extremely important, very important, somewhat important, or not too important. If you have no opinion or don't know about a service I mention to you, you can tell me that too.



Majorities also highly value things like managing development and parking.

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know

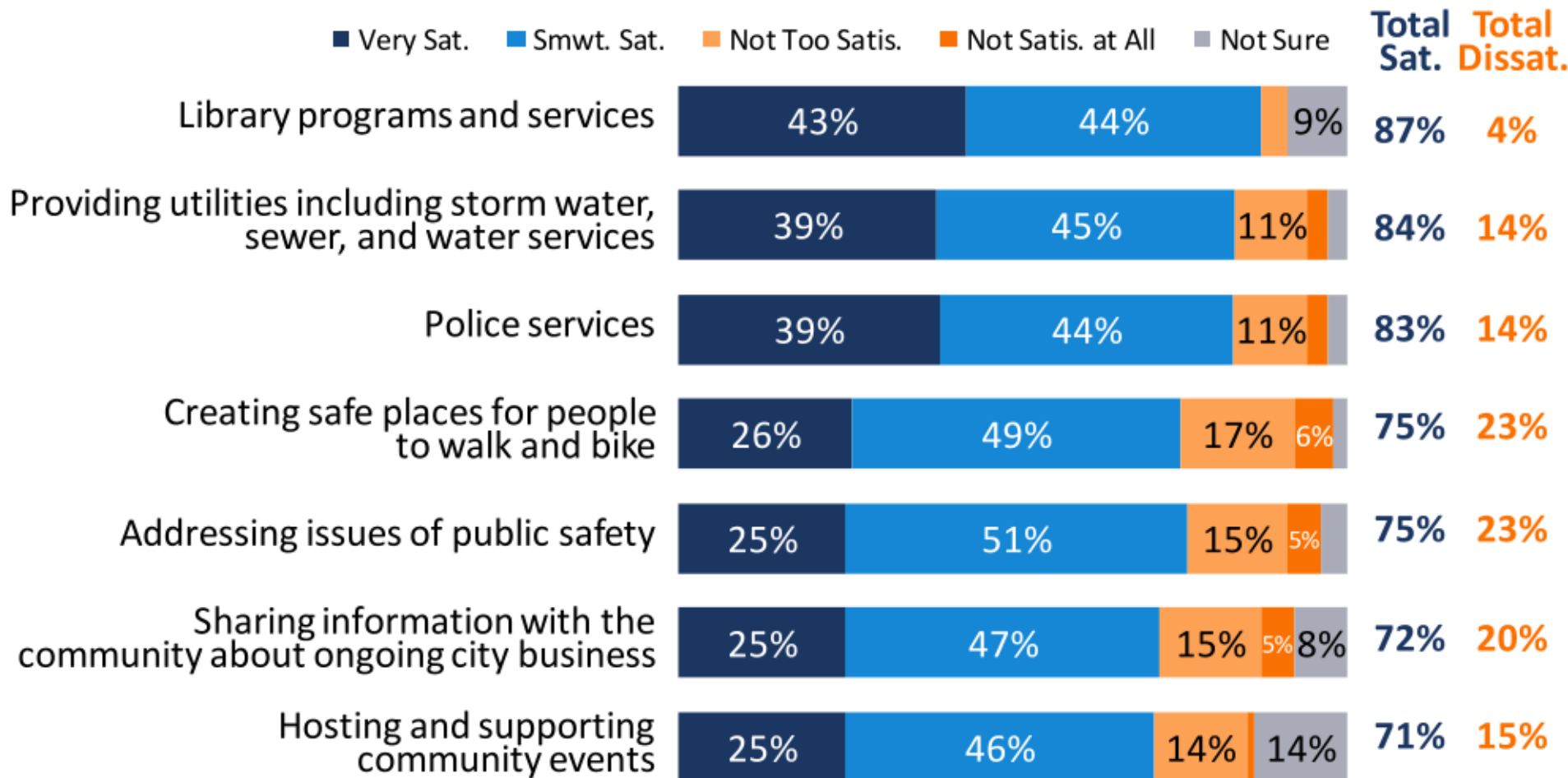
Ext./Very Impt.



Q4. Let me ask you about some specific City services provided to Milwaukie residents. Please tell me how important each service is to making Milwaukie a good place to live: extremely important, very important, somewhat important, or not too important. If you have no opinion or don't know about a service I mention to you, you can tell me that too.

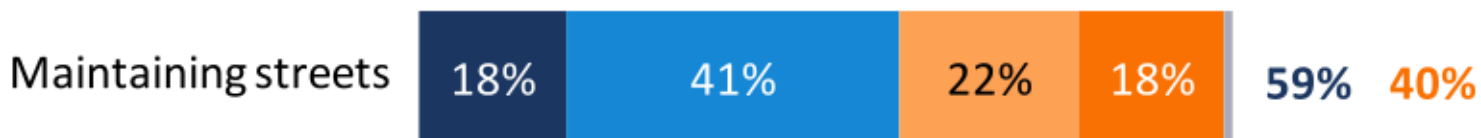
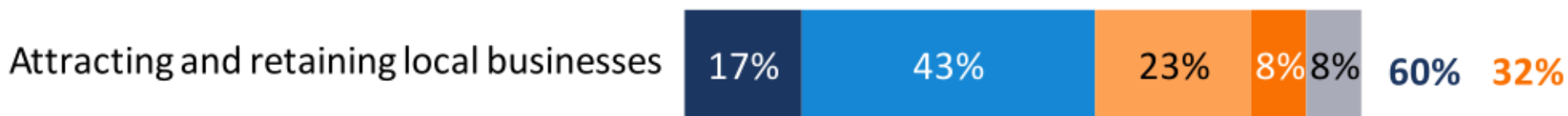
Residents are most satisfied with libraries, utilities, and police services.

I am going to read you the same list of services. Please tell me how satisfied you are with each service. Are you very satisfied, somewhat satisfied, not too satisfied, or not satisfied at all?



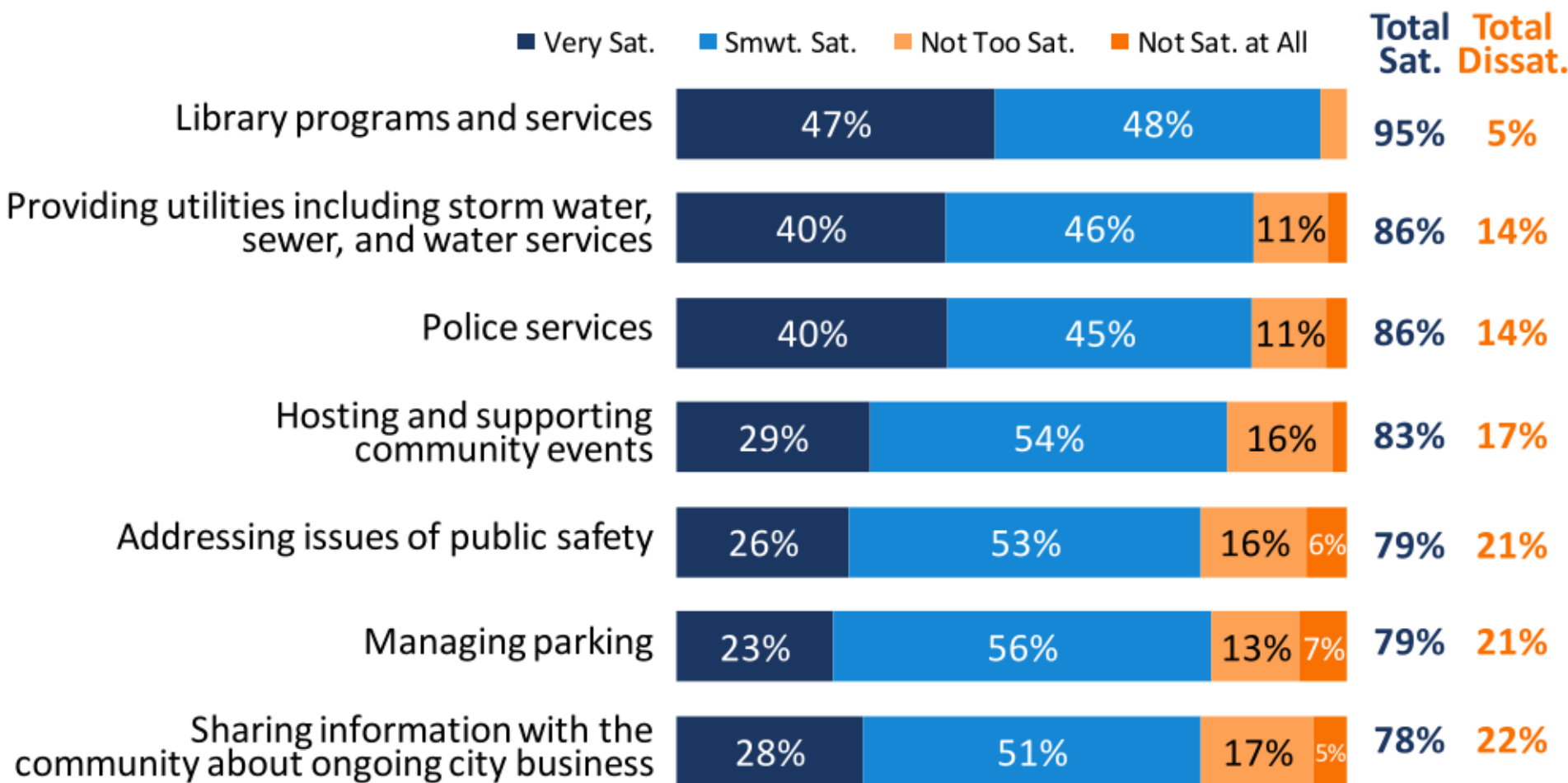
They see a bit more room for improvement in street maintenance and business retention.

■ Very Sat.
■ Smwt. Sat.
■ Not Too Satis.
■ Not Satis. at All
■ Not Sure
Total Sat.
Total Dissat.



Removing those who don't know services well enough to rate them, we see library, utility and police services are especially highly rated.

(Informed Satisfaction Ratings)

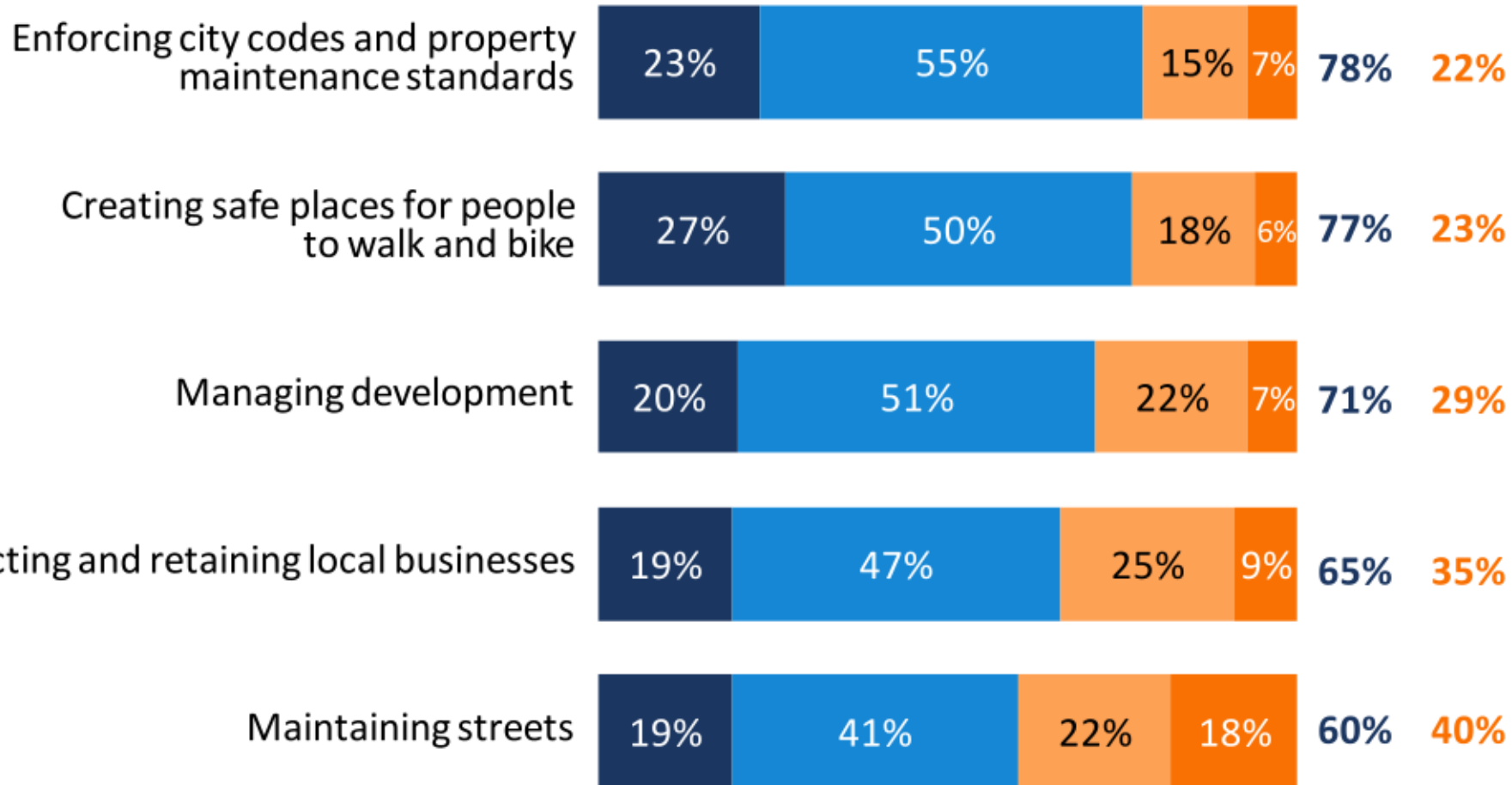


Satisfaction is lower for street maintenance.

(Informed Satisfaction Ratings)

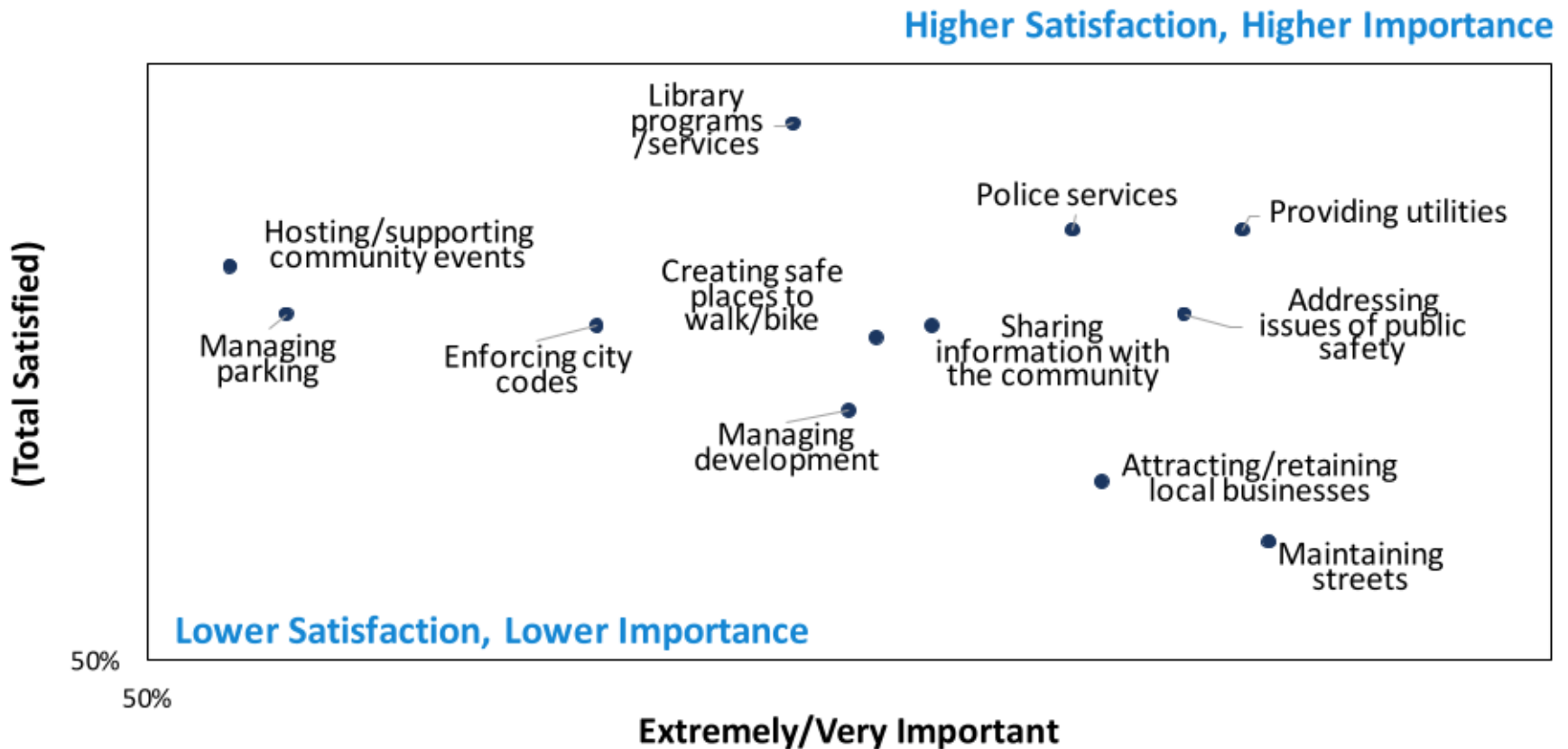
■ Very Sat. ■ Smwt. Sat. ■ Not Too Sat. ■ Not Sat. at All

Total Sat. **Total Dissat.**



Satisfaction and importance are both relatively high for utilities and public safety.

(Informed Satisfaction Ratings)



Q4. Let me ask you about some specific City services provided to Milwaukee residents. Please tell me how important each service is to making Milwaukee a good place to live: extremely important, very important, somewhat important, or not too important. If you have no opinion or don't know about a service I mention to you, you can tell me that too.

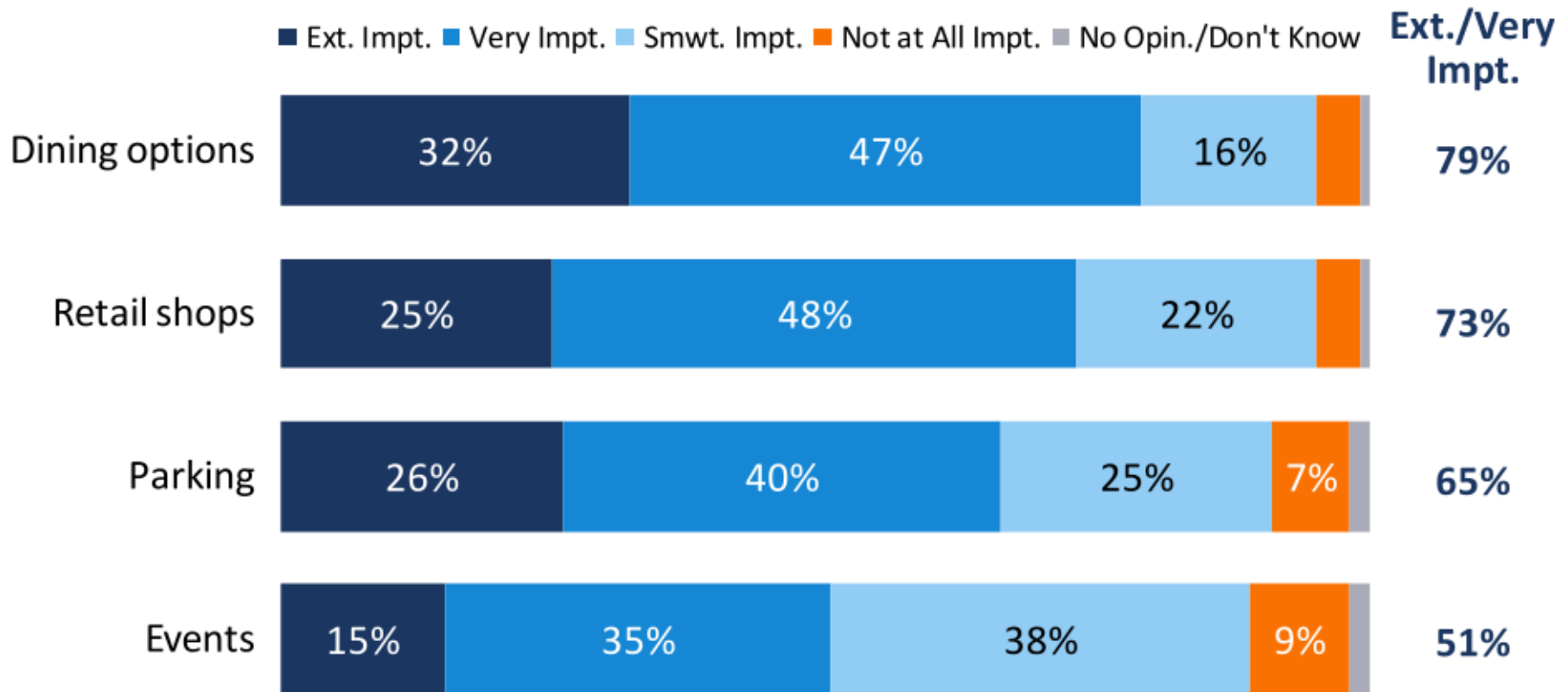
Q5. I am going to read you the same list of services. Please tell me how satisfied you are with each service. Are you very satisfied, somewhat satisfied, not too satisfied, or not satisfied at all?



Views of Downtown

Residents especially value dining options and retail shops for Milwaukie's downtown.

I am going to read you a list of types of shops and services that could be added to Milwaukie's downtown. Please tell me whether addressing that is extremely important, very important, somewhat important or not at all important. If you have no opinion, you can tell me that too.



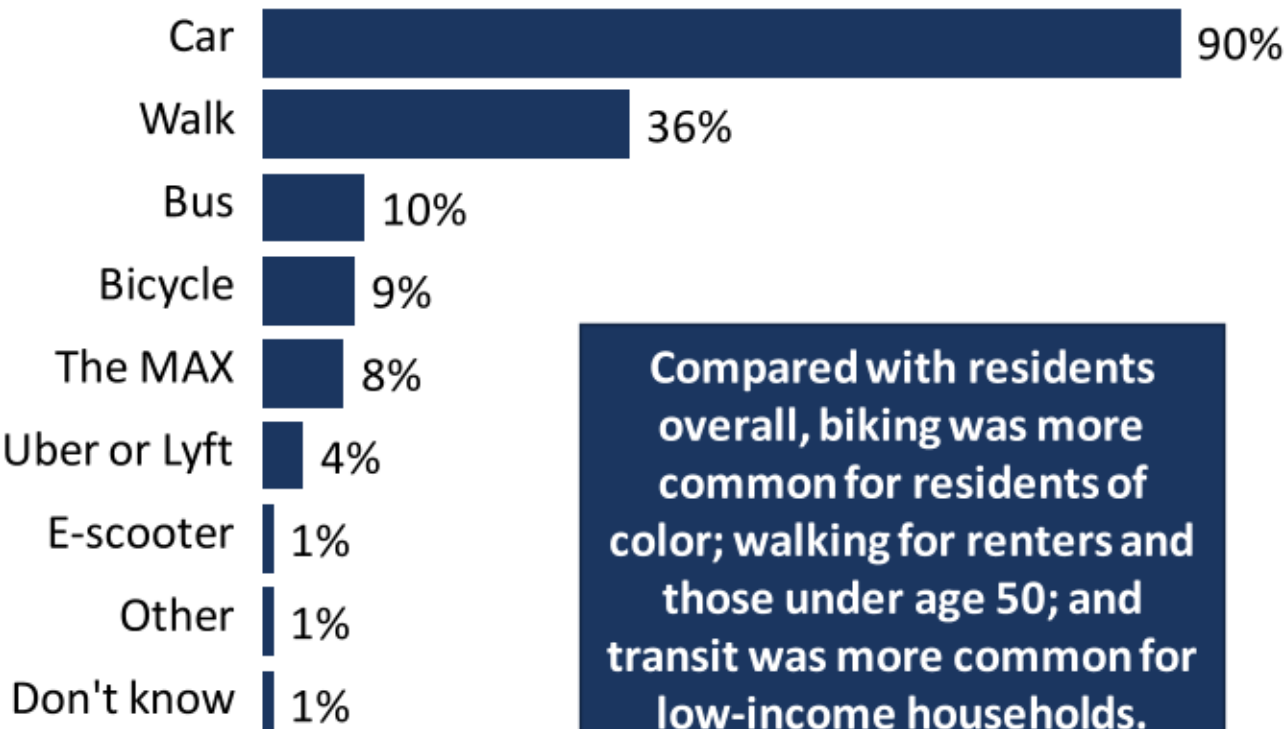
Nine in ten get to and from downtown by car; more than one-third walk there.

Which of the following transportation options do you use most frequently to travel to and from downtown Milwaukee?

(Multiple Responses Accepted)



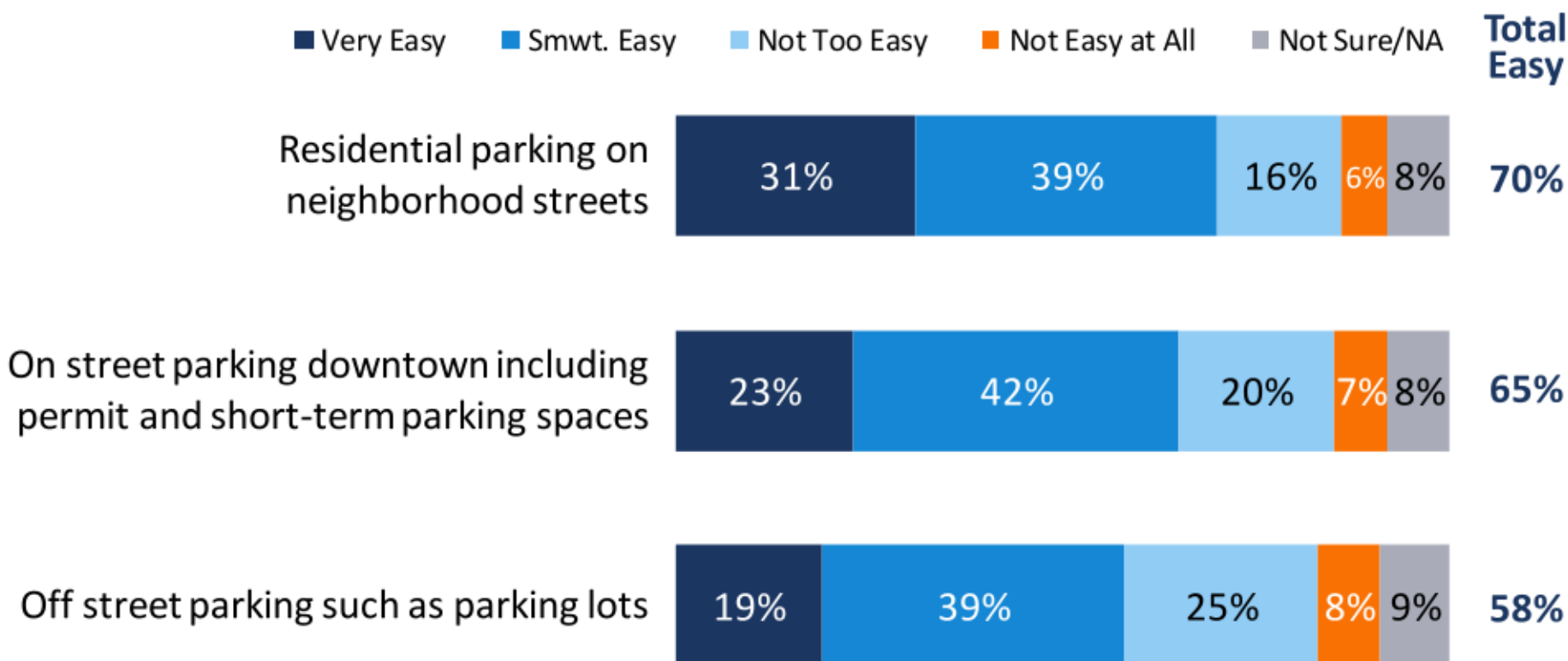
TRI MET
MAX



Compared with residents overall, biking was more common for residents of color; walking for renters and those under age 50; and transit was more common for low-income households.

Most believe it is easy to park downtown, particularly in residential areas.

I am going to read you a list types of parking that exist in downtown Milwaukee. Please tell me how easy it is for you personally to be able to find that type of parking in downtown Milwaukee. Is it very easy, somewhat easy, not too easy, or not easy at all to find that type of parking in downtown Milwaukee?

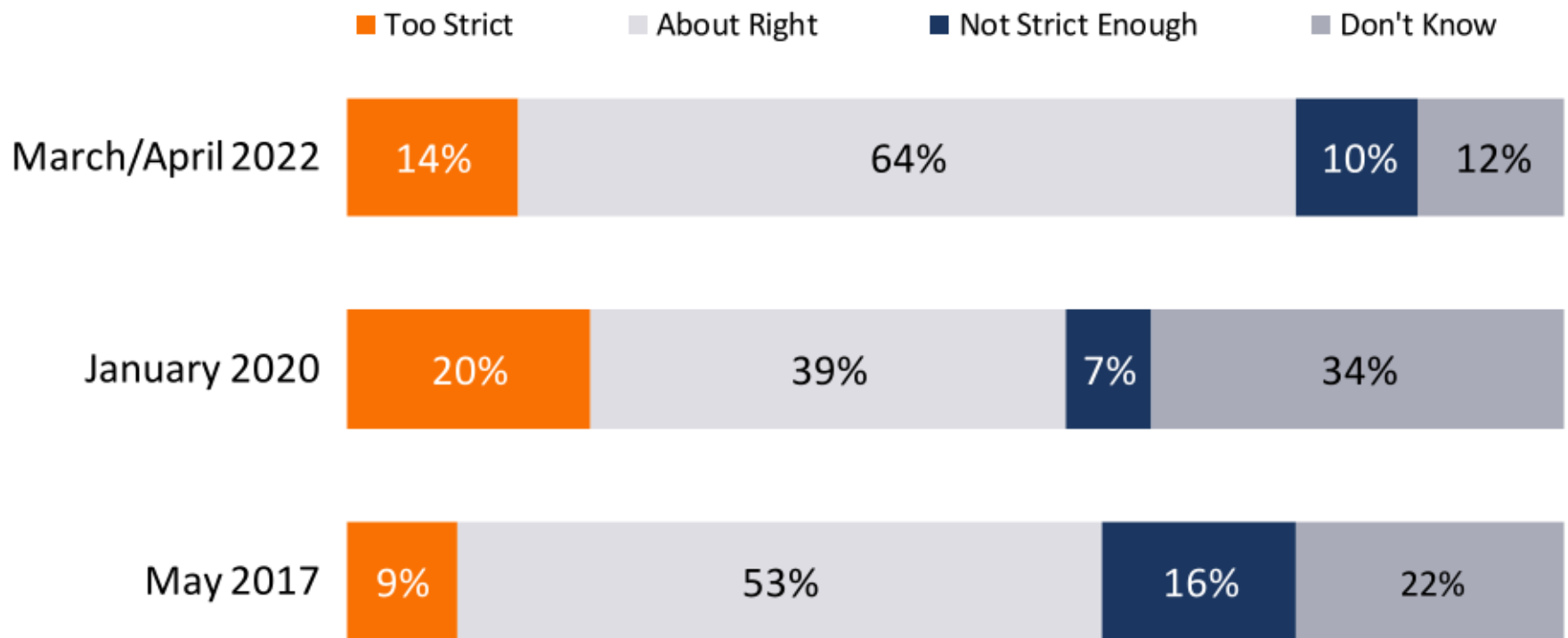




Streets and Property Maintenance

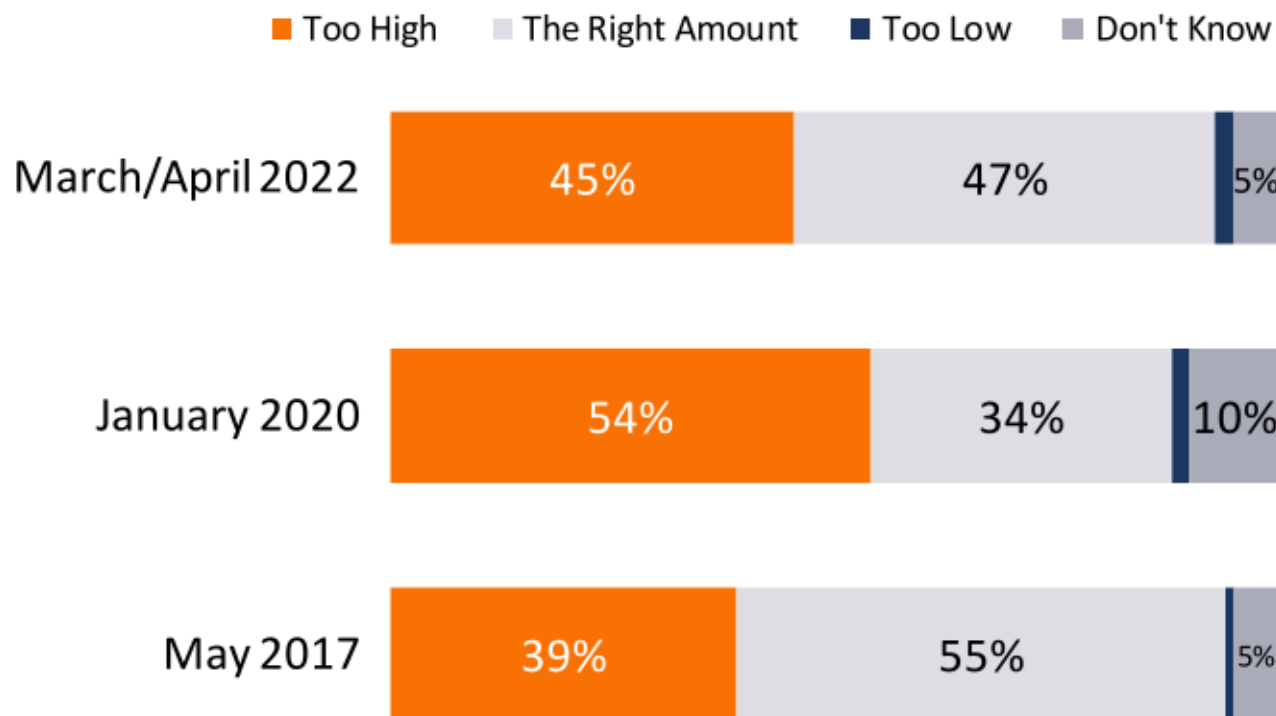
Nearly two-thirds believe city codes for property maintenance are about right.

Generally speaking, do you think the city codes for property maintenance are: too strict, about right, or not strict enough?



Residents are split on utility costs – nearly as many say they are too high as say they are about right.

Switching gears, do you think the cost of utilities in the City of Milwaukie is: too high, the right amount, or too low?



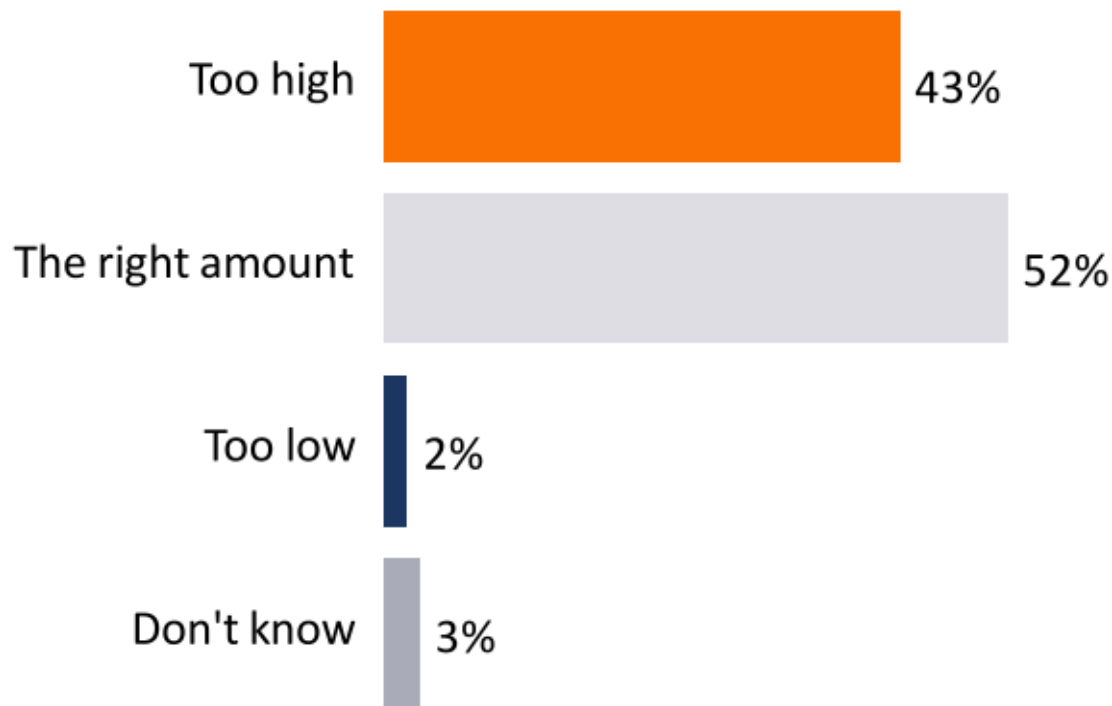
Residents of color, including Latinos, are especially likely to see utility costs as too high.

71% of low-income households think these costs are too

Upon hearing the average utility bill and what is provided, a slim majority says the amount is “about right.”

Right now the average City of Milwaukie utility bill for a single-family household is \$135. This includes water, wastewater, storm water, street, and transportation system charges.

Having heard this, do you think the cost of utilities in the City of Milwaukie is: too high, the right amount, or too low?



This information increased the overall share saying utilities are at the “right amount” by five points.

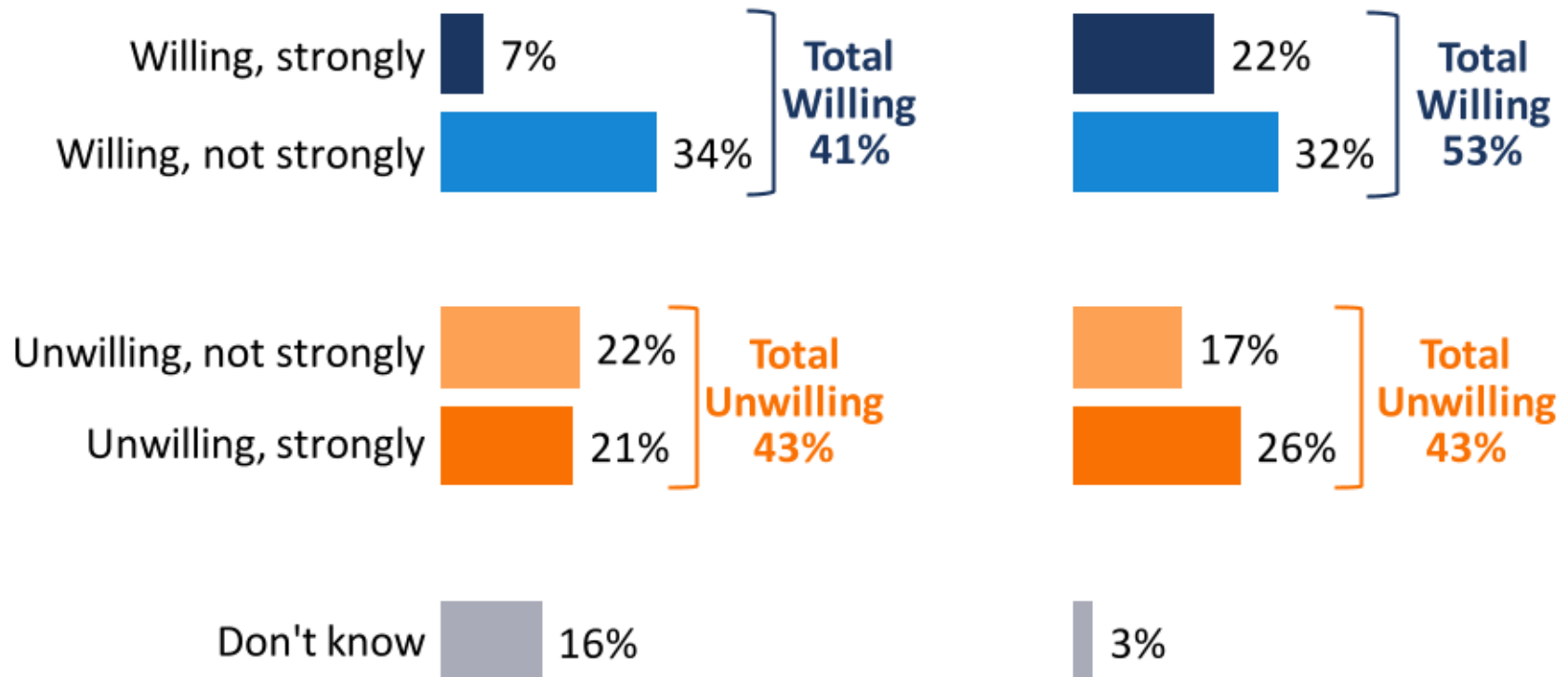
For residents of color and low-income residents, the share saying “the right amount” increased by at least 10 points with this context.

In principle, a majority is willing to pay for maintenance of side streets.

Would you be willing or unwilling to pay more in fees for increased maintenance of side streets?

January 2020

March/April 2022

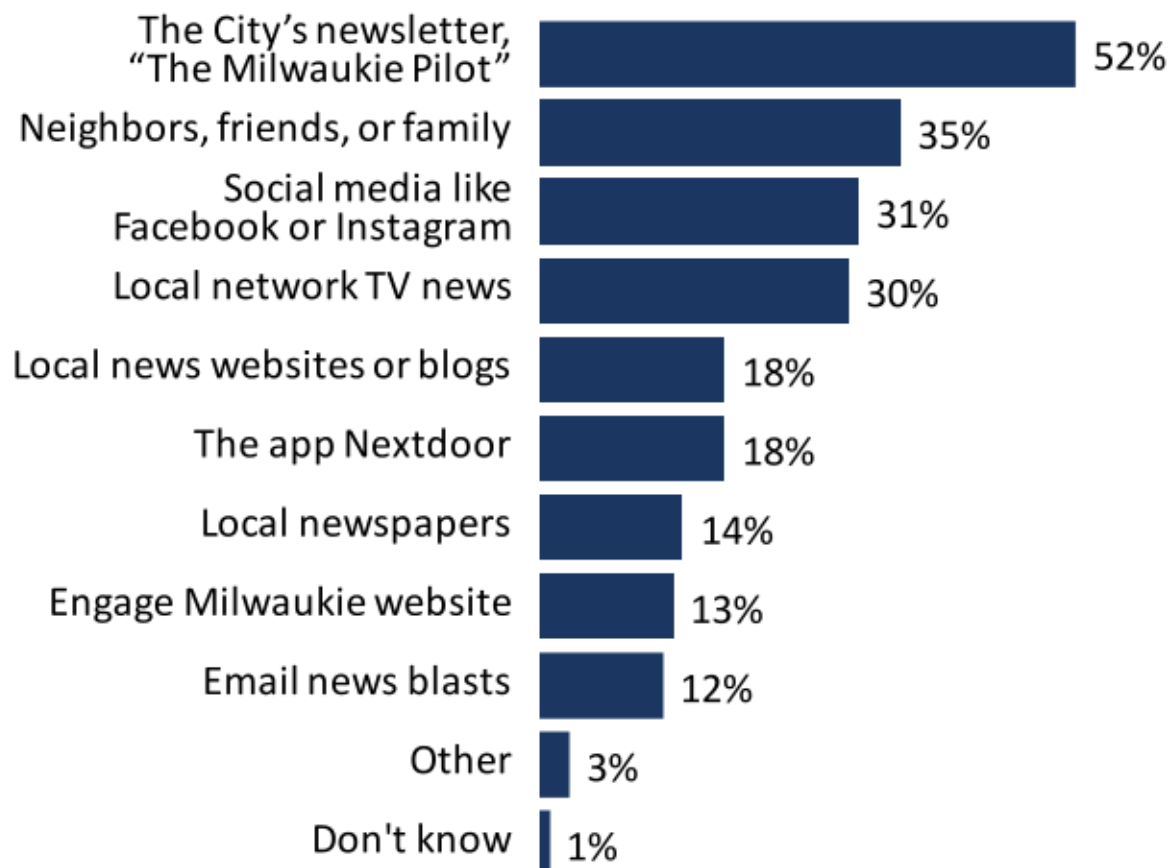




Communication with City Government

Many residents get City news from *The Milwaukie Pilot*, neighbors and social media.

*From which of the following sources do you generally get most of your news about the City of Milwaukie?
(Multiple Responses Accepted)*



Younger residents and residents of color are more likely to say they get news from social media.

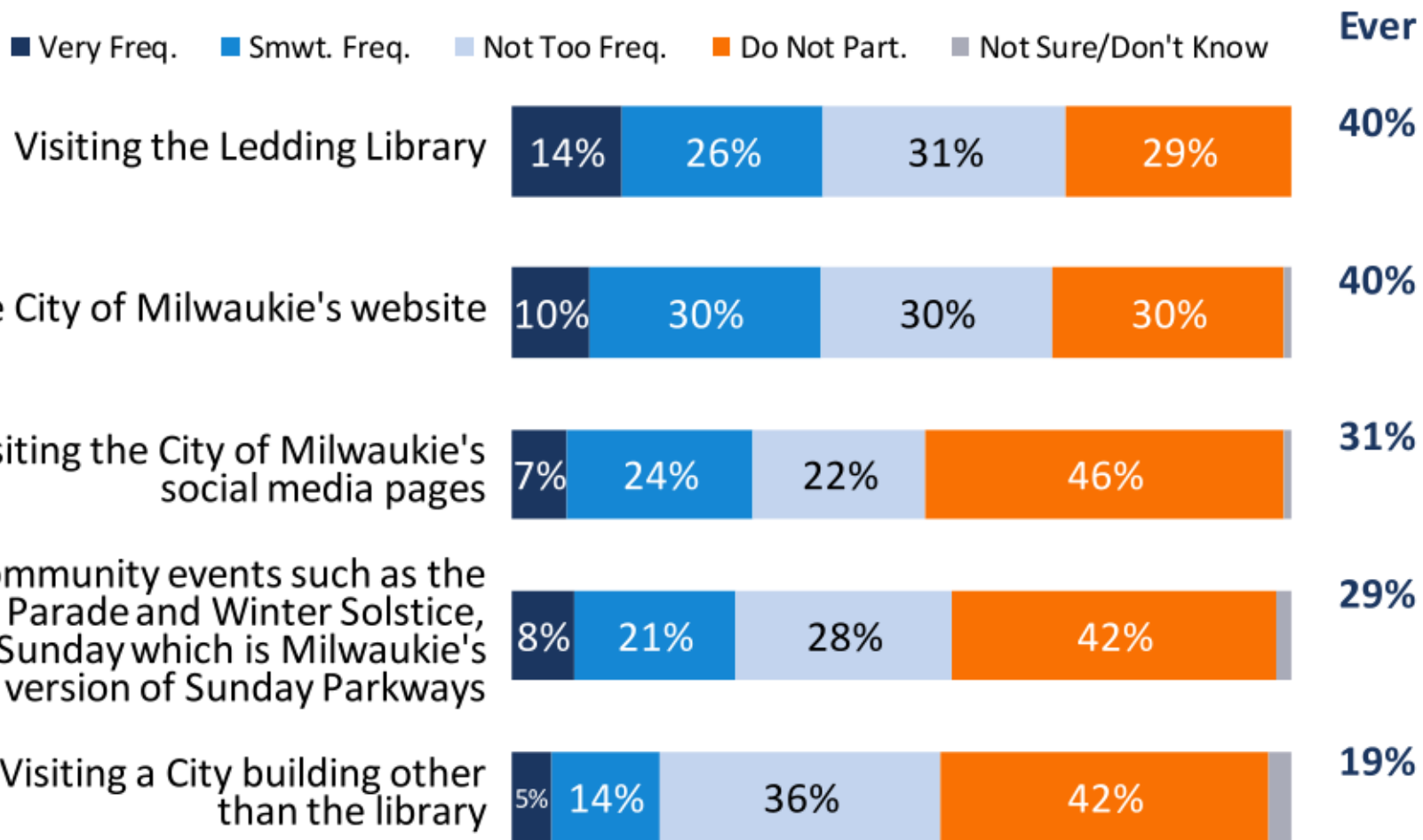
Residents in the lowest and highest income brackets rely more on The Milwaukie Pilot; middle-income households said they look to social media more.

Attending meetings, submitting feedback on the website, and contacting electeds are the most common forms of contact with government.

Below is a list of methods that some City of Milwaukie residents use to participate in City government or give their opinion to City decision-makers. Please indicate if you personally have used that method to participate or give your opinion to the City of Milwaukie.



Two in five say they visit the library or the City website.



Q19. I am going to read you a list of ways that some people interact with the City of Milwaukie. Please tell me how frequently you personally participate in that particular activity. Do you participate very frequently, somewhat frequently, not too frequently, or do you not participate in that activity at all? If you aren't sure, you can tell me that, too.

The shares who visit the website and library have grown since 2020, but the share who report attending City events has declined.

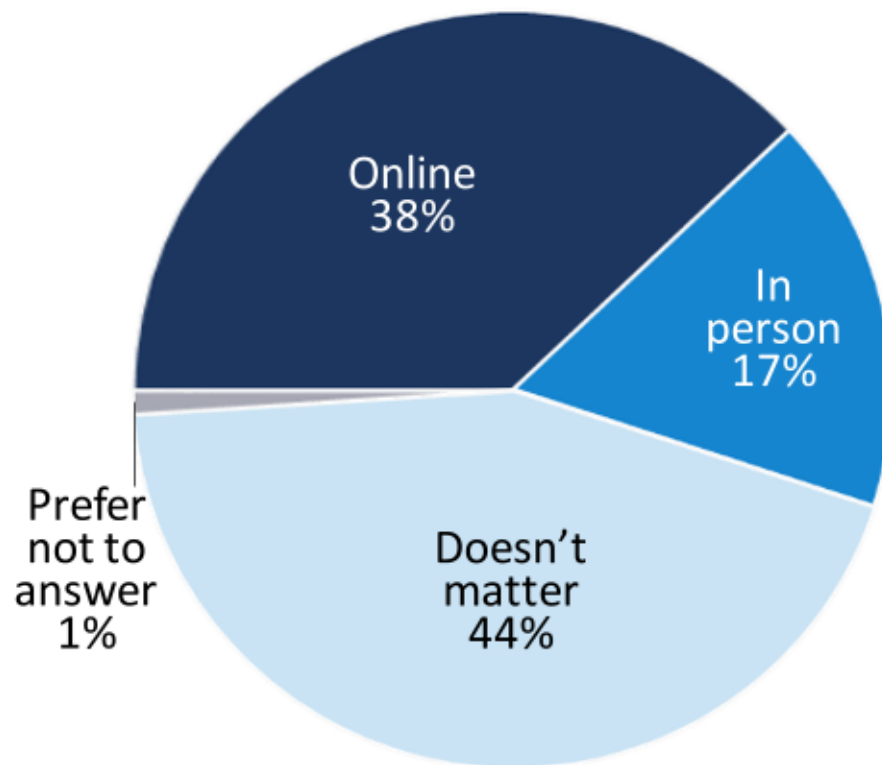
(Ever)

Interaction with the City of Milwaukie	January 2020	March/ April 2022	Difference
Visiting the City of Milwaukie's website	21%	40%	+19%
Visiting the Ledding Library	29%	40%	+11%
*Attending community events such as the Umbrella Parade and Winter Solstice, CAREFREE Sunday which is Milwaukie's version of Sunday Parkways	46%	29%	-17%

Q19. I am going to read you a list of ways that some people interact with the City of Milwaukie. Please tell me how frequently you personally participate in that particular activity. Do you participate very frequently, somewhat frequently, not too frequently, or do you not participate in that activity at all? If you aren't sure, you can tell me that, too. *Worded Slightly Different in the January 2020 Survey

A plurality of residents have no preference between in-person and online contact.

*When it comes to interacting with the City, do you prefer to do so online or in-person?
If it doesn't matter, you can tell me that too.*

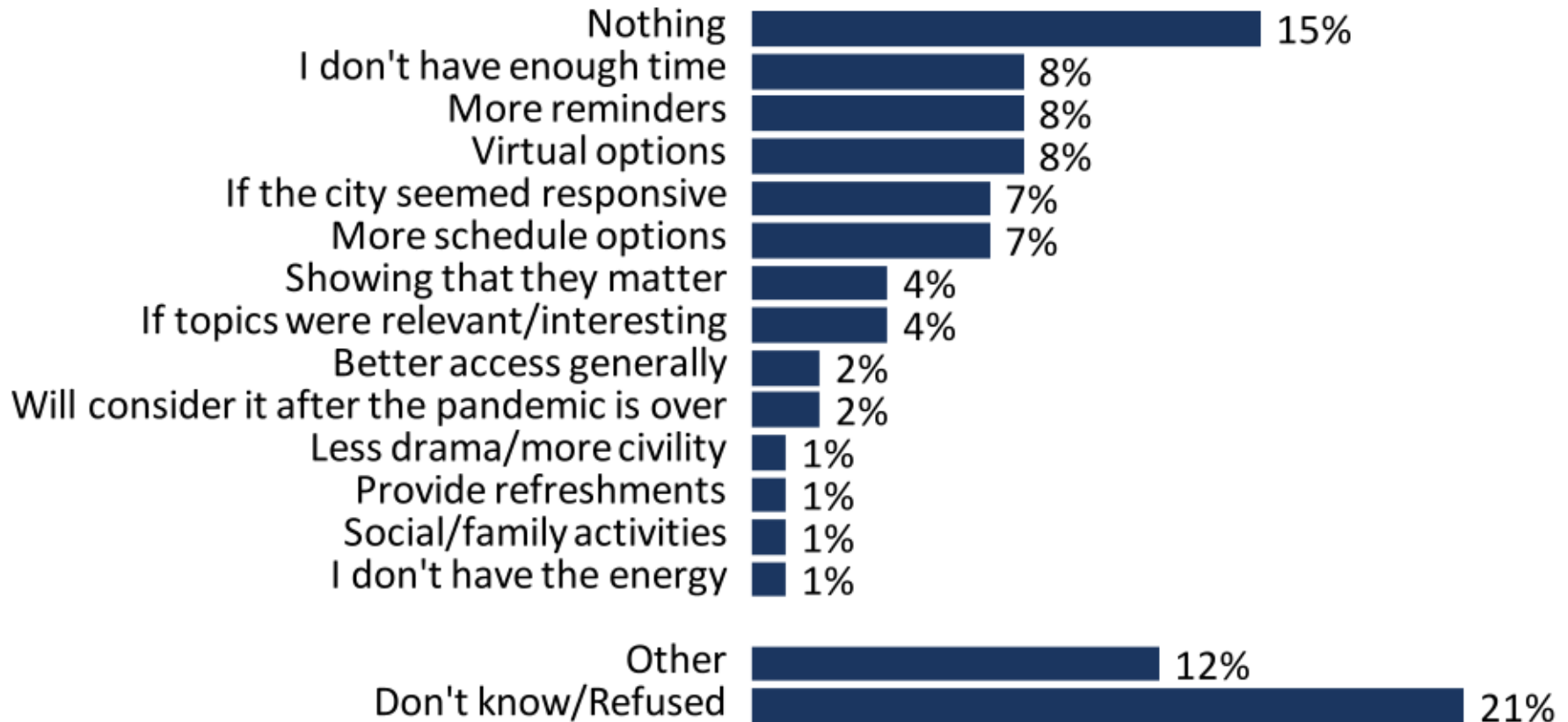


Younger residents and homeowners are a bit more likely to prefer online interactions, but a plurality still says they have no preference.

Barriers to participation in City government vary widely – for many it is lack of interest.

As you may know, the City has many meetings, boards, and other events designed to invite residents to share their opinions and priorities. Regardless of how often you participate in these types of events now, what would make you more likely to participate in these types of events?

(Open-ended)



Verbatim Responses on Barriers to Participation

If they were downtown at the same time as other events, like the Farmers Market or First Friday, so it was convenient to stop by one on the way to the other, when I'm already downtown.

If I saw real change for the residents' benefit happening.

I like they are held in evenings. Zooming in has been awesome. I want that to continue, as a person with a kid it has allowed me to attend so much more.

I would participate if the outcome was not predictable. The results of the meetings for public input show that government does not listen to public input.

If it were outdoors with fun family activities.

Being notified about them would be a good start.

Nothing, they don't really listen anyway. It's all politics.

If they were more accessible than the last several years. If they were more to the point and structured and less of a community meet and greet at a park or in a parking lot.

Allow residents to submit opinions and priorities remotely and candidly.



Conclusions

Conclusions

- In general, residents are satisfied with quality of life and approve of the City's work providing City services, spending tax dollars and seeking public input.
- Road repairs, homelessness, crime and housing costs are key concerns that residents would like the City to address. Notably, 56% believe housing costs are too high – a bit lower than in prior years, but especially driven by concern among renters and lower-income households.
- The services residents value most include street maintenance, attracting/retaining local businesses, police services, public safety and utilities. They are largely satisfied with many of these, with room for improvement on attracting and retaining local businesses and maintaining roads.
- Most say property maintenance codes are about right, and while most are aware of the new tree code relatively few know “a great deal” about it.
- A majority is willing to pay more in fees for side street maintenance.
- By a very narrow margin residents believe utility costs are at the right amount and hearing the average figure and what it pays for increases that slightly to a majority. Cost-sensitivity is higher among low-income households and people of color.

**For more information,
contact:**



**OPINION
RESEARCH
& STRATEGY**

1999 Harrison St., Suite 2020
Oakland, CA 94612
Phone (510) 451-9521
Fax (510) 451-0384

Dave Metz

Dave@FM3research.com

Miranda Everitt

Miranda@FM3research.com