

2019 Portland Insights Survey

*City Budget Office
September 18th, 2019*



The Power of Citywide Surveys

**Cities across the country are
increasingly using surveys in order to:**

- ✓ Shape organizational priorities
- ✓ Create feedback loop for program improvement
- ✓ Identify emerging trends
- ✓ Track improvement over time
- ✓ Bring objective information into otherwise subjective discussions



Portland Insights Survey Project Goals

PROJECT HISTORY:

- One-time resources in FY 2018-19 to implement a citywide satisfaction survey

PROJECT GOALS:

- Continue and build upon value of Auditor's Survey
- Address methodological concerns
- Ensure data is usable and accessible to Council and bureaus



Survey Usefulness

What The Survey Tells Us

- Perception of City services, satisfaction, and budget priorities from *8,000+ Portlanders*
- Illuminates citywide patterns and trends in a new dataset
- Responses available by race, geography, age, gender identity, disability status + residency

What The Survey Can't Tell Us


- Not a random sample of Portlanders
- Cannot tell us what *all* Portlanders think/feel
- Overrepresentation of certain groups
- Responses don't always tell us the "why" behind the data

Overview of Survey Process + Design



Survey Approach

- ✓ Online, Opt-in
- ✓ Available to the whole Portland community
- ✓ Community Data Fellows: *Student + Community Canvassers*



2019 Portland Community Insights Survey

1. If yes, how many years have you lived in the city of Portland?

1 to 5 years

11%

Prev Next

Citywide Engagement + Processes

- ✓ Citywide Stakeholder Input + Final Review
- ✓ OEHR Expanded Demographics Section
- ✓ Privacy Policy Review
- ✓ Advisory Body Testing + Review

Outreach Strategy

✓ Digital outreach (City + community networks)

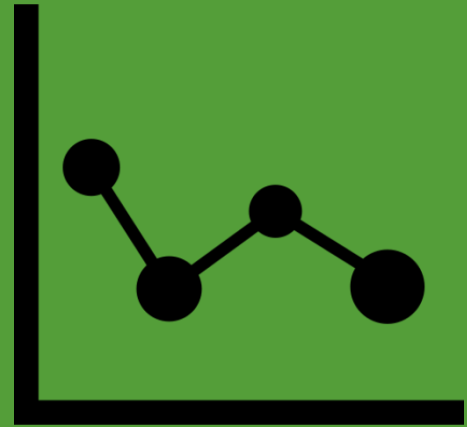
- Mayor + Commissioner offices
- City PIOs + bureau liaisons
- Distribution lists to community orgs.
- Earned media

✓ Community Data Fellows

✓ Physical fliers (libraries, community meetings)



2019 Portland Insights Survey Results!



Respondent Overview

- 8,814 total complete responses
- 9% of surveys conducted by *Community Data Fellows*
- Ability to draw individual conclusions for several demographic populations + geographies
- **Overrepresentation** of white, older, female, higher income, and more educated populations

Community Sentiment

A majority of respondents are satisfied with Portland as a place to live, raise children, work or go to school, and be part of a community.



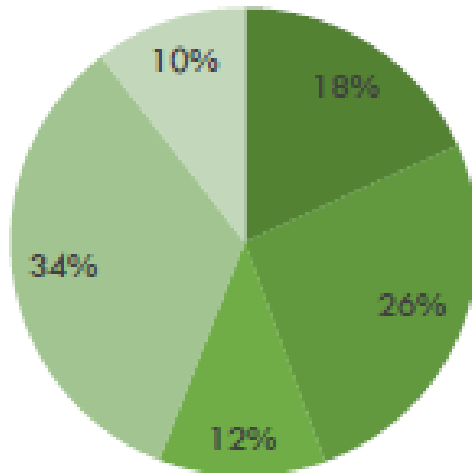
Respondents, regardless of race and age, chose **increasing housing affordability and addressing homelessness** as a top budget priority.



Optimism about the future of Portland **is mixed**.

Respondents with disabilities and those who have lived in the City longer **are less optimistic** about Portland's future.

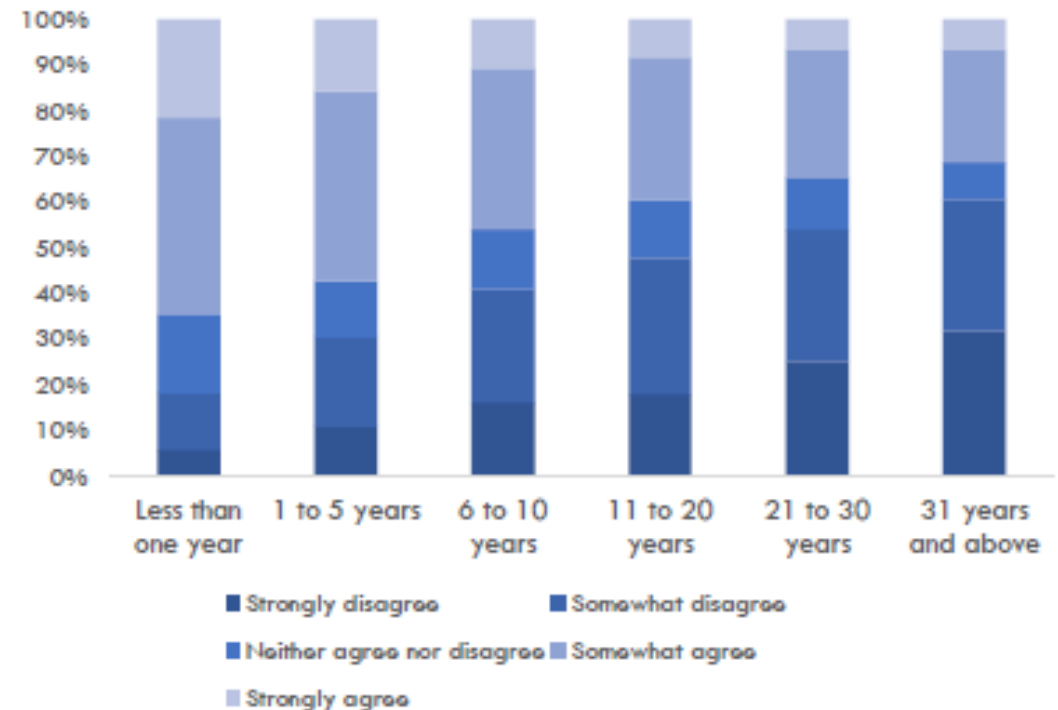
Overall, I feel positive about the future of Portland



- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

Citywide (weighted)

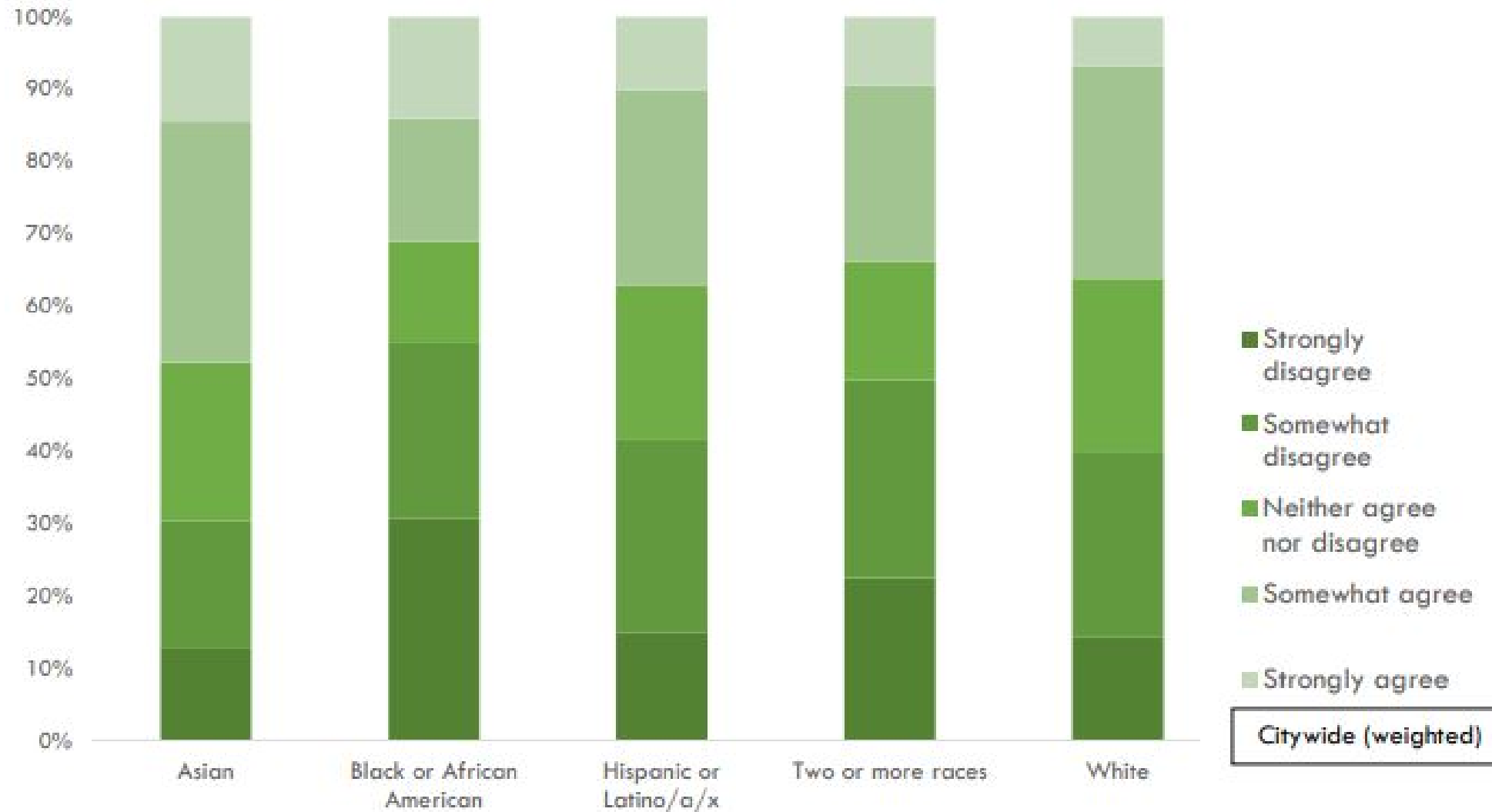
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PROGRESS ON RACIAL EQUITY

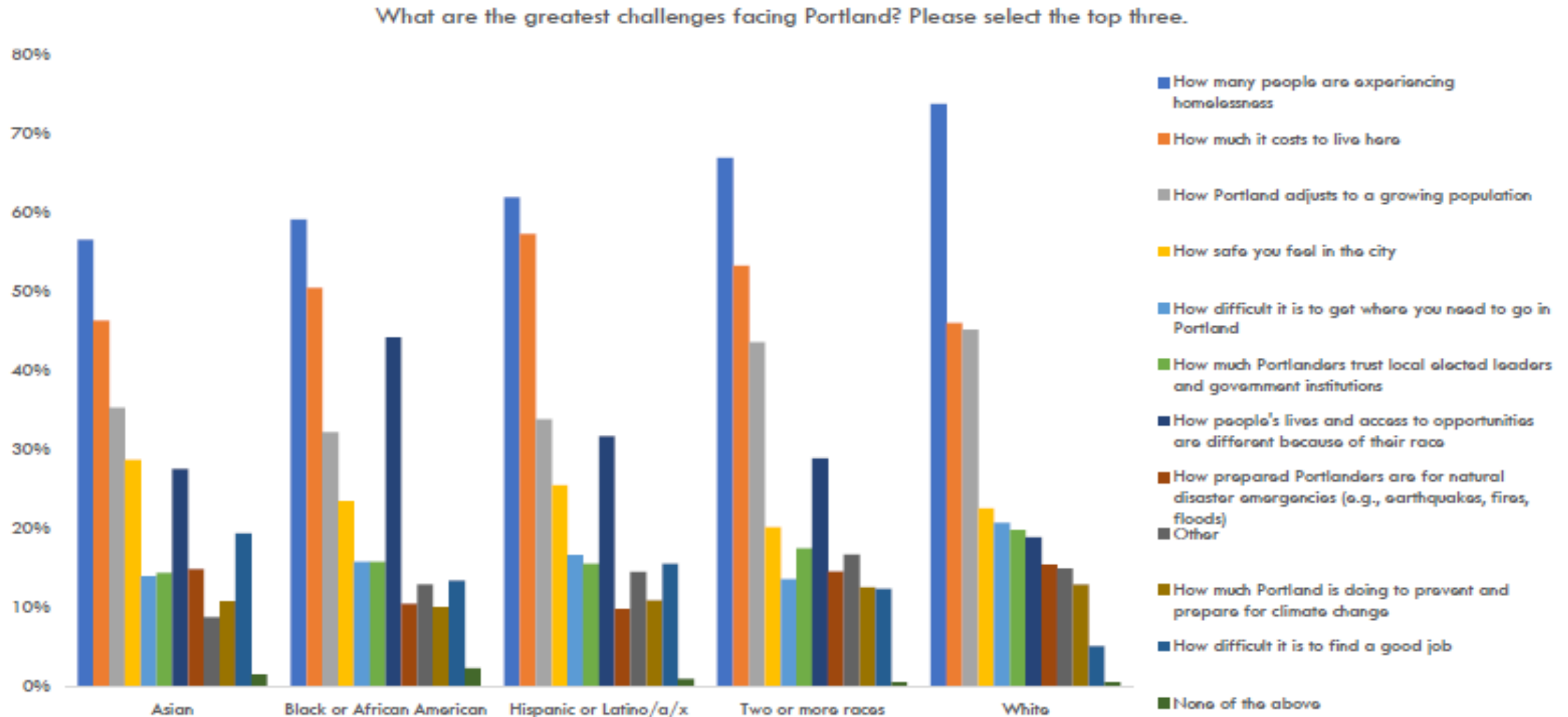
In Portland, we are making progress on becoming a city where a person's outcomes are not based on their race.

Responses are evenly split on whether Portland is making progress on racial equity, with differences across demographic groups.



CHALLENGES FACING PORTLAND

Homelessness is perceived as the **top challenge** facing Portland, and “How much it costs to live here” is the second most cited challenge



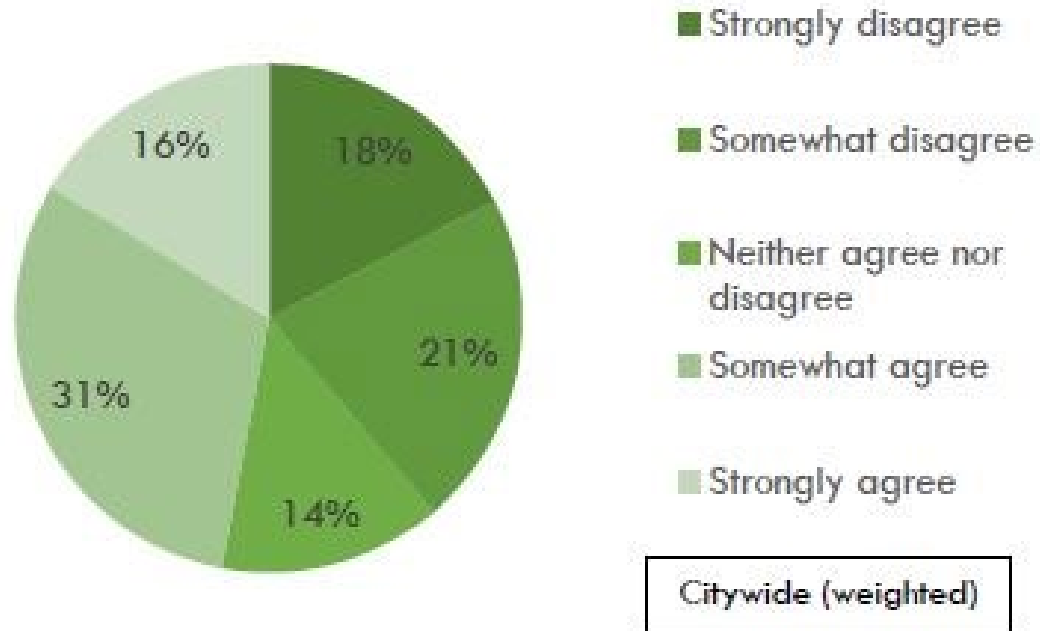
POWER TO INFLUENCE DECISIONS + ACCESS TO INFORMATION



Housing + Economic Development

JOBS AND SELF-SUFFICIENCY

I can find a job in Portland that pays enough to support myself and my family.



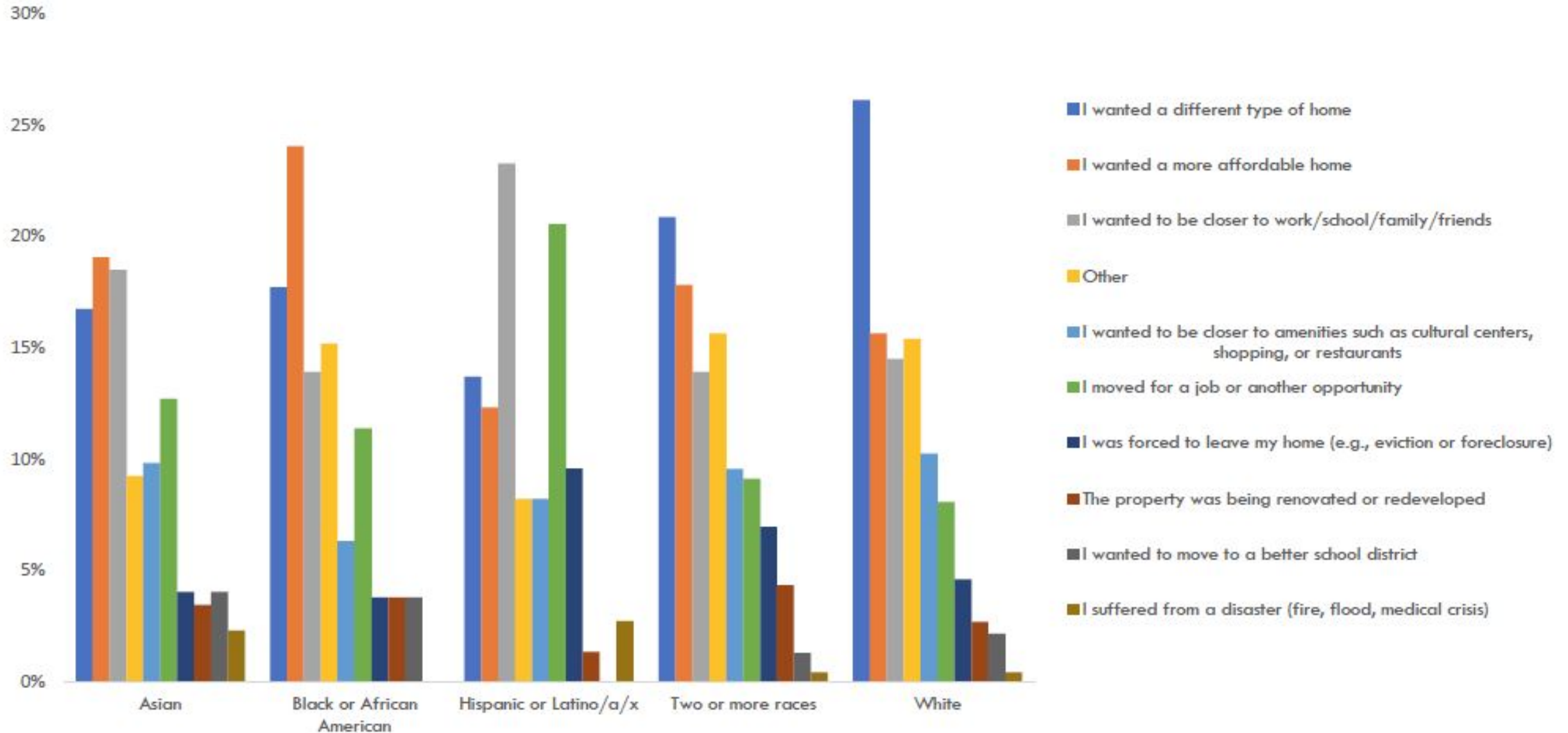
47% of respondents agree they can find a sufficiently-paying job and **39%** disagree.

+

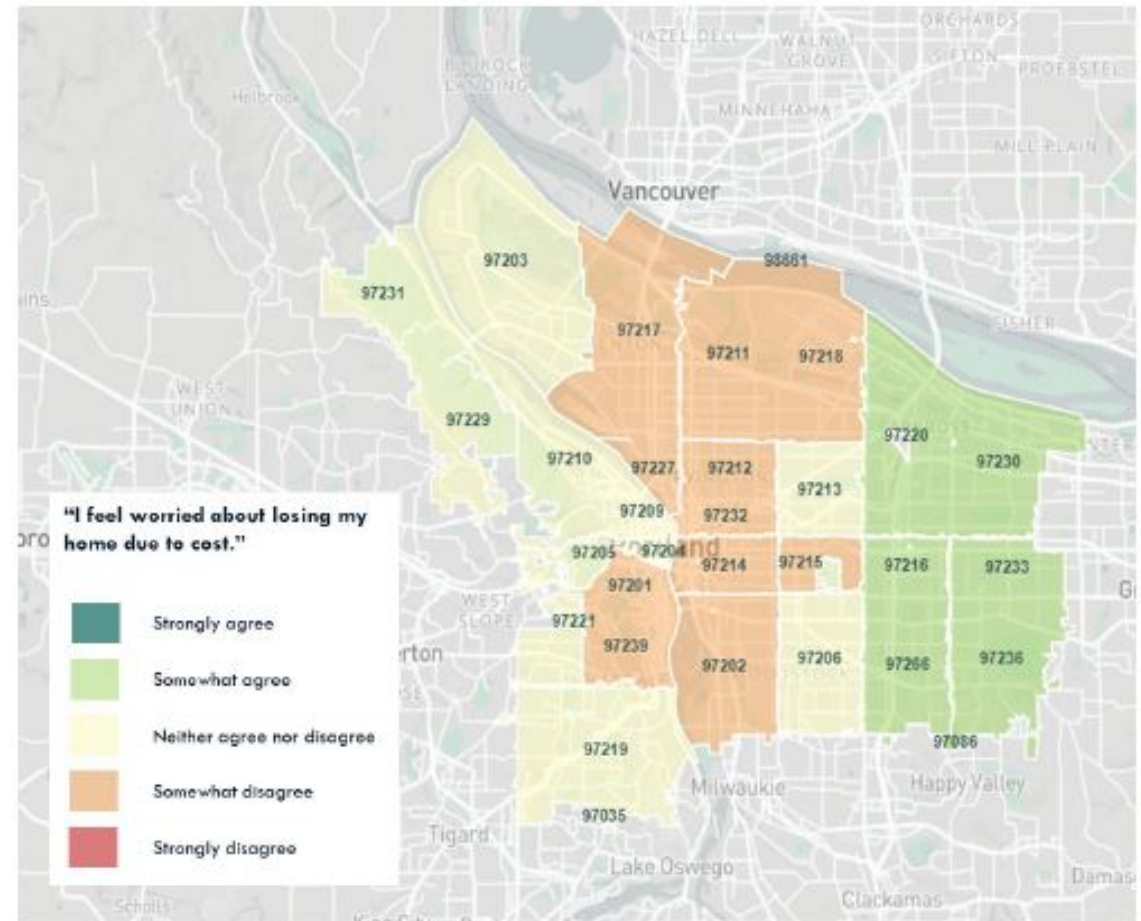
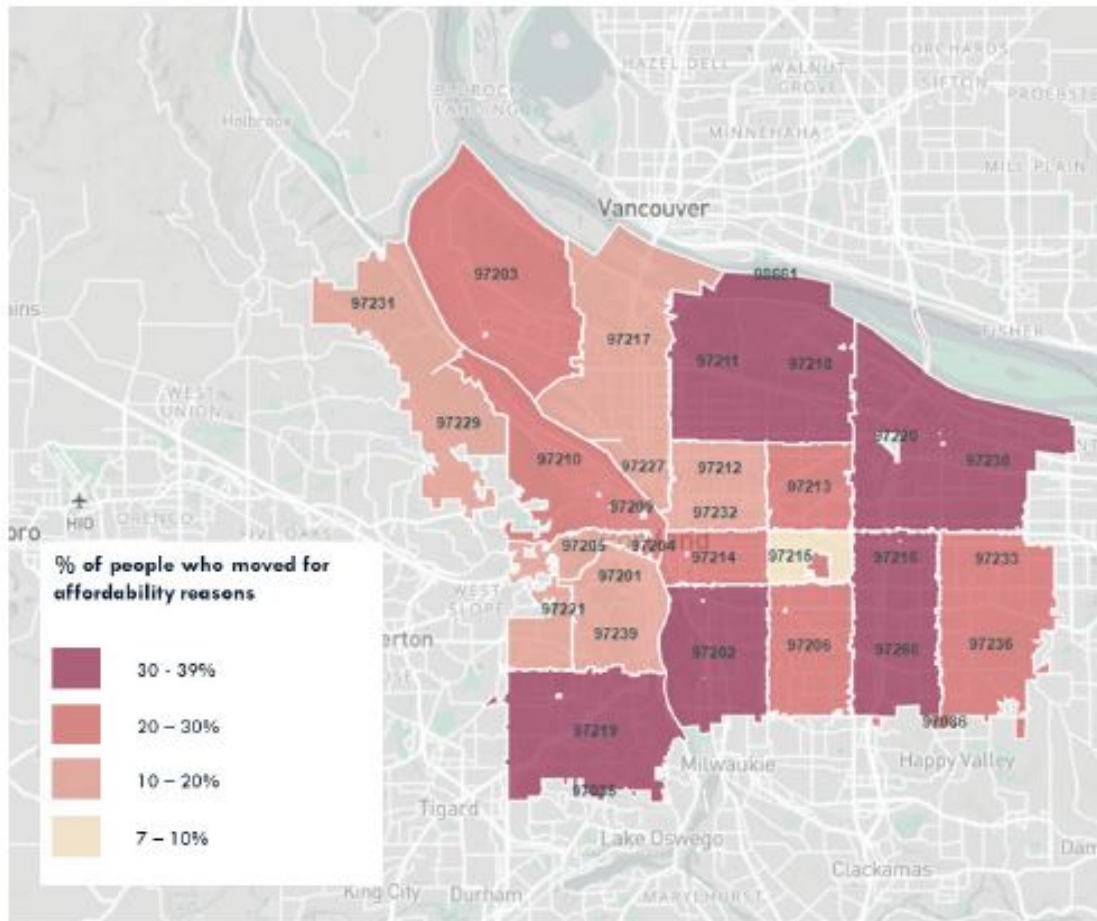
*More than **40%** of respondents in every race and residency length group identified the **high cost of living** as a top challenge.*

REASONS FOR MOVING WITHIN THE LAST TWO YEARS

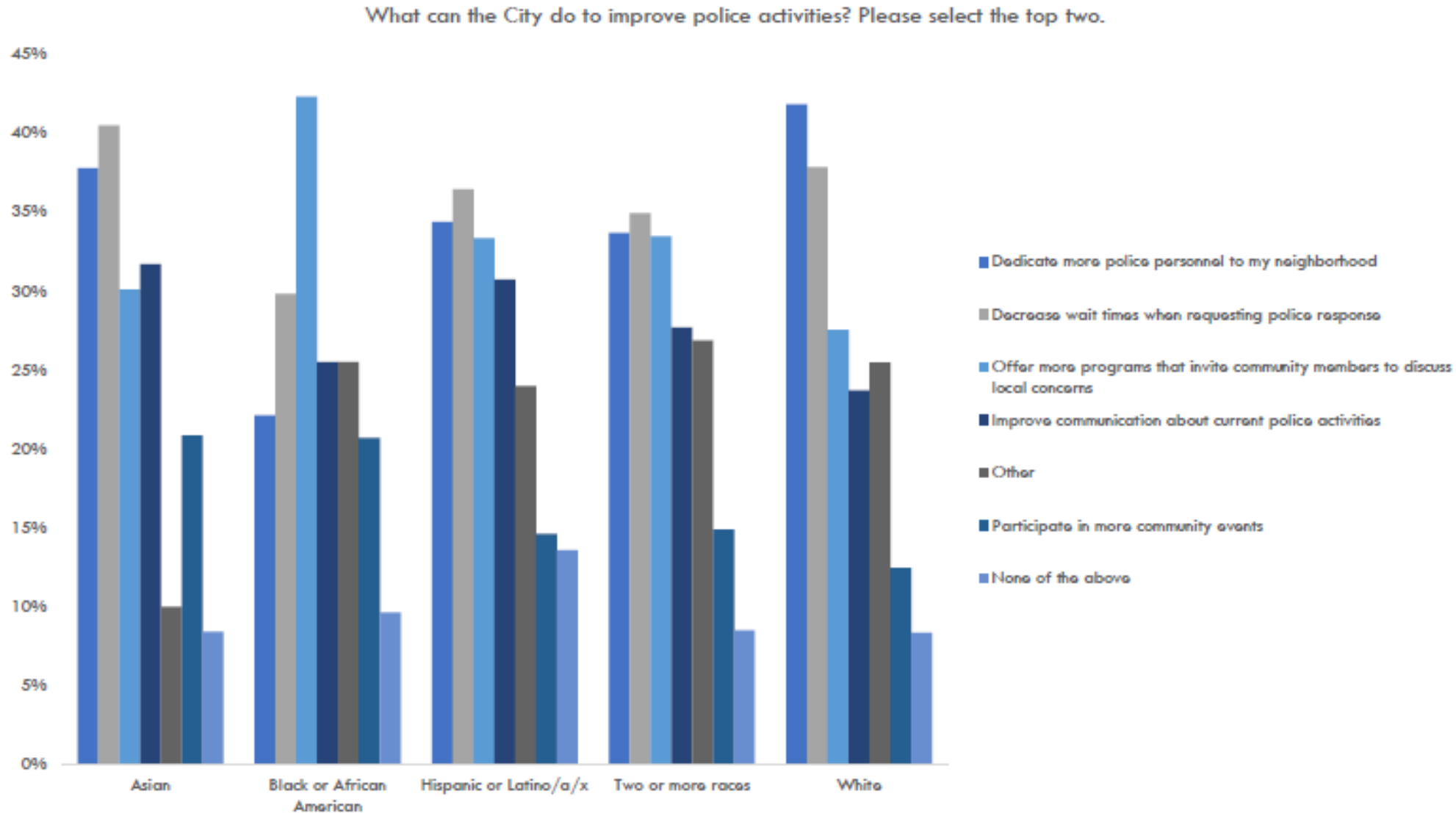
If yes, what were the top reasons you moved? Choose all that apply.



Northeast and East Portland respondents were more likely to indicate that they moved because of *affordability issues* and are worried *about losing their homes due to cost*.



HOW TO IMPROVE POLICE ACTIVITIES



Black respondents placed discussing local concerns with police as their highest priority

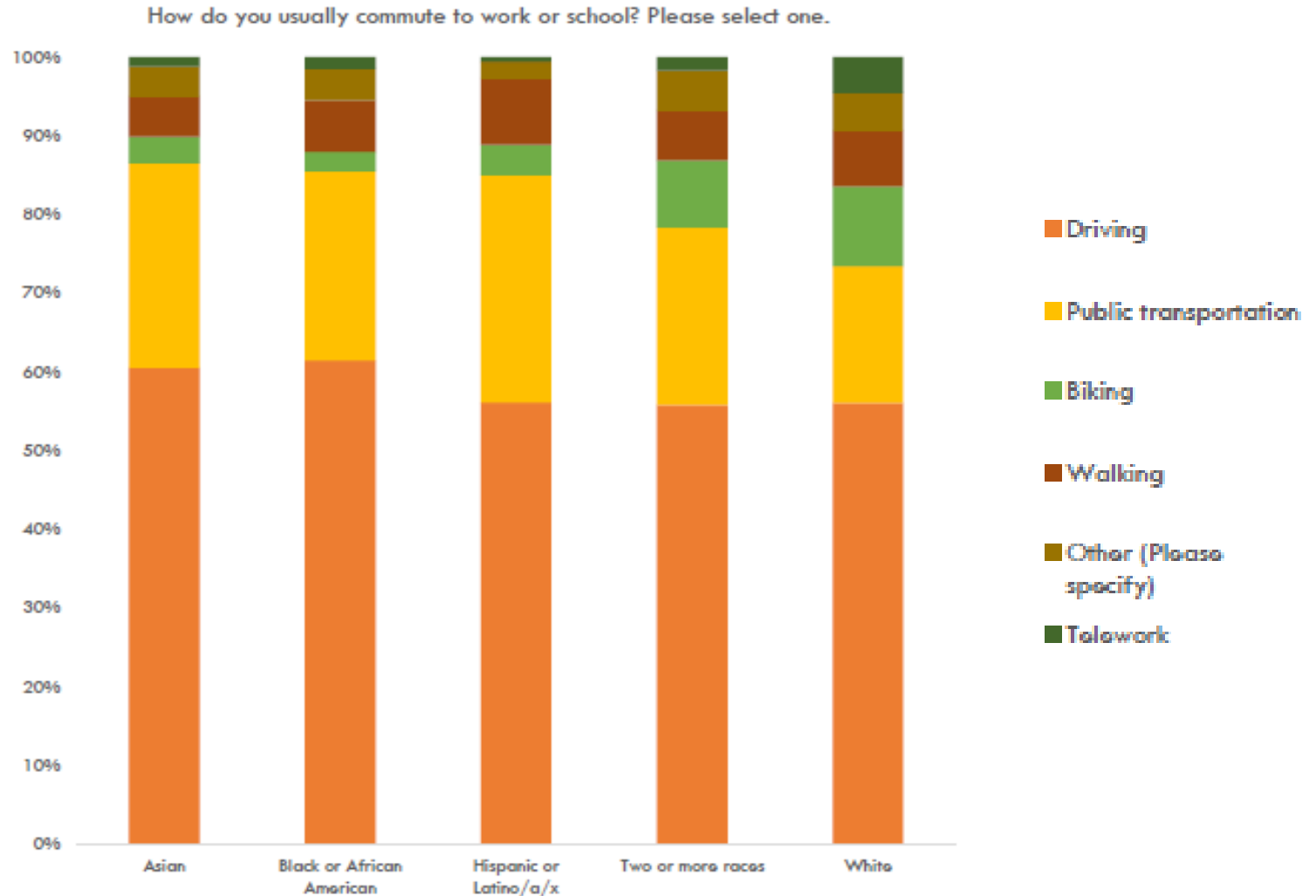
White respondents chose increased police personnel in their neighborhoods

Decreased wait times ranked highly in all race groups

Infrastructure

COMMUTING & TRANSIT USE

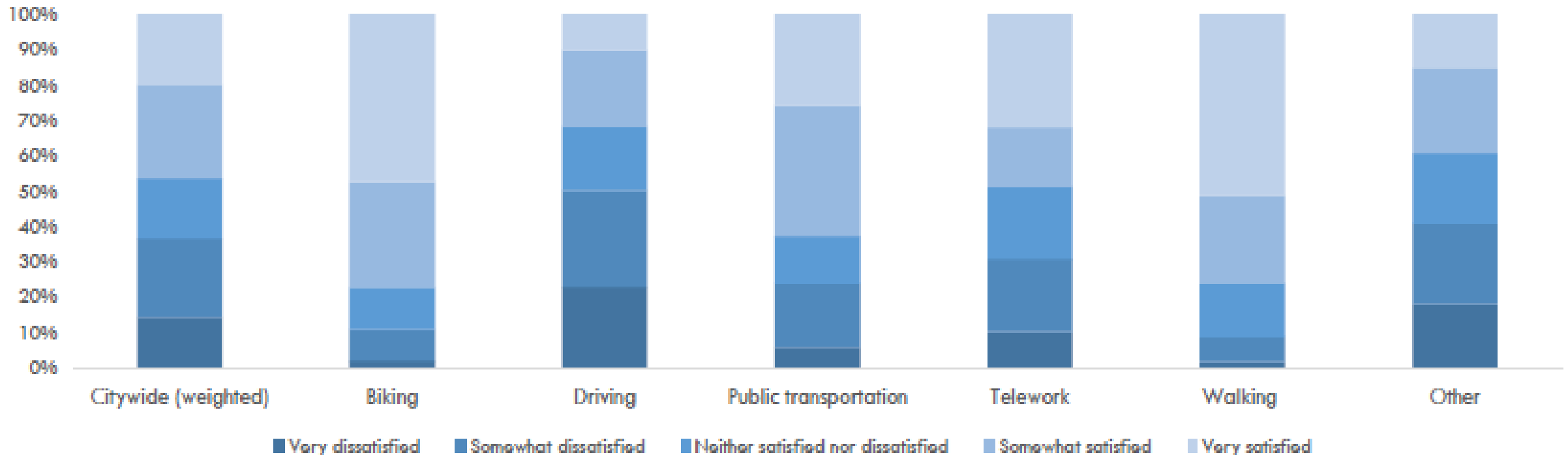
Communities of color + young and senior respondents, value Portland's *public transit*. Communities of color are also more likely to use public transit.

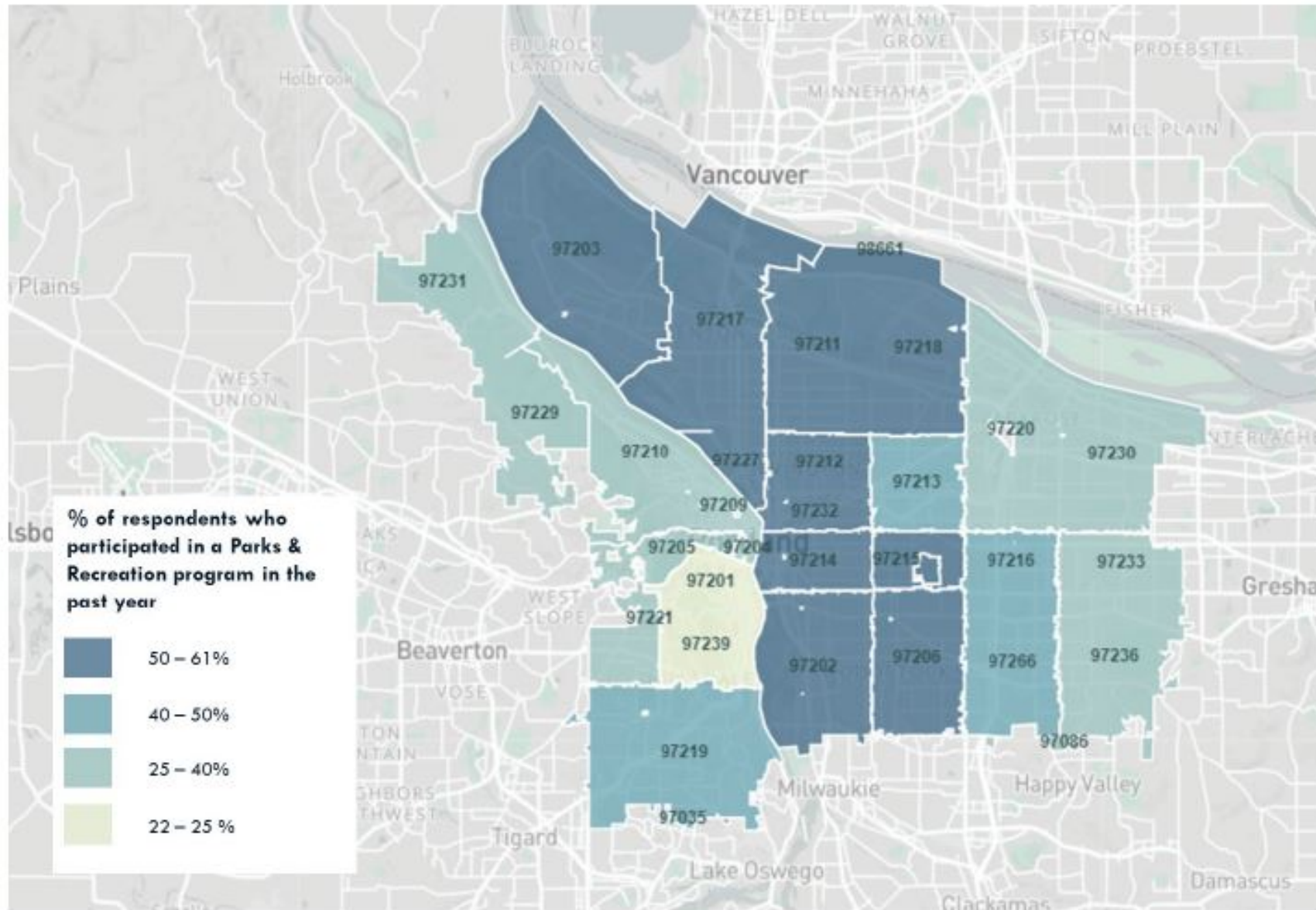


Two-thirds of respondents feel that traffic or crowding is worse than last year.

Drivers are least satisfied with all aspects of their daily commutes.

Compared to last year, how satisfied or dissatisfied are you with the reliability (e.g., length and predictability) of your daily commute?





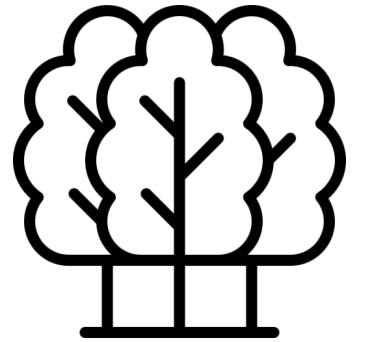
97% of respondents reported visiting a park or natural area in the last year

+

50% of respondents participated in a parks program in the past year.

Nature + Parks

- Most respondents (70%) are satisfied with the *safety and cleanliness* of Portland's parks.
 - Satisfaction is lowest in East Portland.
- Respondents want the City to improve recreation programs by making them:
 - *More welcoming to people of different cultures*
 - *More affordable*



Future Survey Improvements

- Increase canvassing operations to ensure more *representative sample*
- Strengthen community and City relationships to conduct *outreach*
- Adjust timing of survey to better align with *City budget process*
- Follow up with *qualitative research* on priority areas
- *Adjust questions* as necessary to gain additional insights

Opportunities from the 2019 Portland Insights Survey



FY 2020-21 Budget Development

ACTION: Connect survey findings to FY 2020-21 Budget Development

EXAMPLES:

- Consider survey data in budget conversations for FY 2020-21
- Engage BACs with data to enhance findings
- CBO to include data in budget and performance analyses

RESULT: Budget priorities and investment decisions are informed by a greater number of Portlanders' opinions and preferences.

Address Calls-to-Action

ACTION: Commissioners work with bureau leadership to address calls-to-action

EXAMPLES:

- *Identify how current bureau programs and services address key survey findings*
- *Consider further policy, program, or fiscal “levers” to improve outcomes*

RESULT: Community input influences program design; bolsters feedback loop for City services.

Improve Community Data Collection

ACTION: Promote improved community engagement data collection and sharing across City bureaus.

EXAMPLES:

- *Continue and improve the Portland Insights Survey*
- *Continued investment in Citywide data governance*
- *Explore regional partnerships for community surveying*

RESULT: Increased utility of community engagement efforts and coordination between bureaus, decreased community engagement fatigue.

Adopt Citywide Evaluation Framework

ACTION: Implement Citywide evaluation for significant investments and high-priority programs

EXAMPLES:

- *Dissatisfaction with the City's response to homelessness despite significant program expansion.*
- *Racial disparities in access to jobs, despite economic development programming specifically for communities of color.*

Is progress in these areas a matter of scale or approach?

RESULT: Ensuring City investments are best positioned to achieve intended outcomes; catalyze new approaches.

Now what?

Using the data + future
of the survey



Post-Survey Reporting & Engagement

- ✓ City Budget Office Internal Workshop
- ✓ Citywide Workshop (August 15th)
- ✓ Report back to Community Data Fellows + Community
- ✓ Open Data – *available for download!*

Next Steps

- Survey data dashboard
- Prior Year Performance Report (PYPR)
- Bureau advisory committees
- Bureau performance measures
- Results based accountability (RBA) framework
- Budget Equity Tool

Thank you!

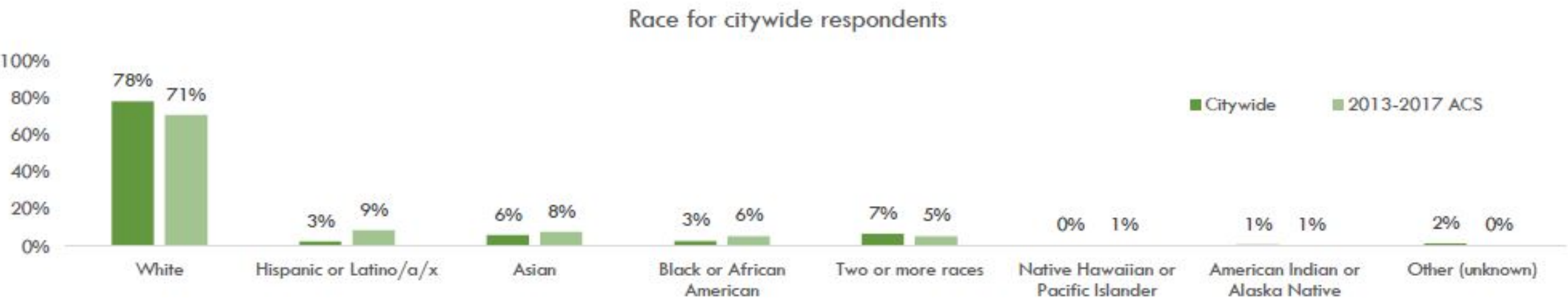
Questions?

Find the Report + Data Online!

<https://www.portlandoregon.gov/cbo/79177>

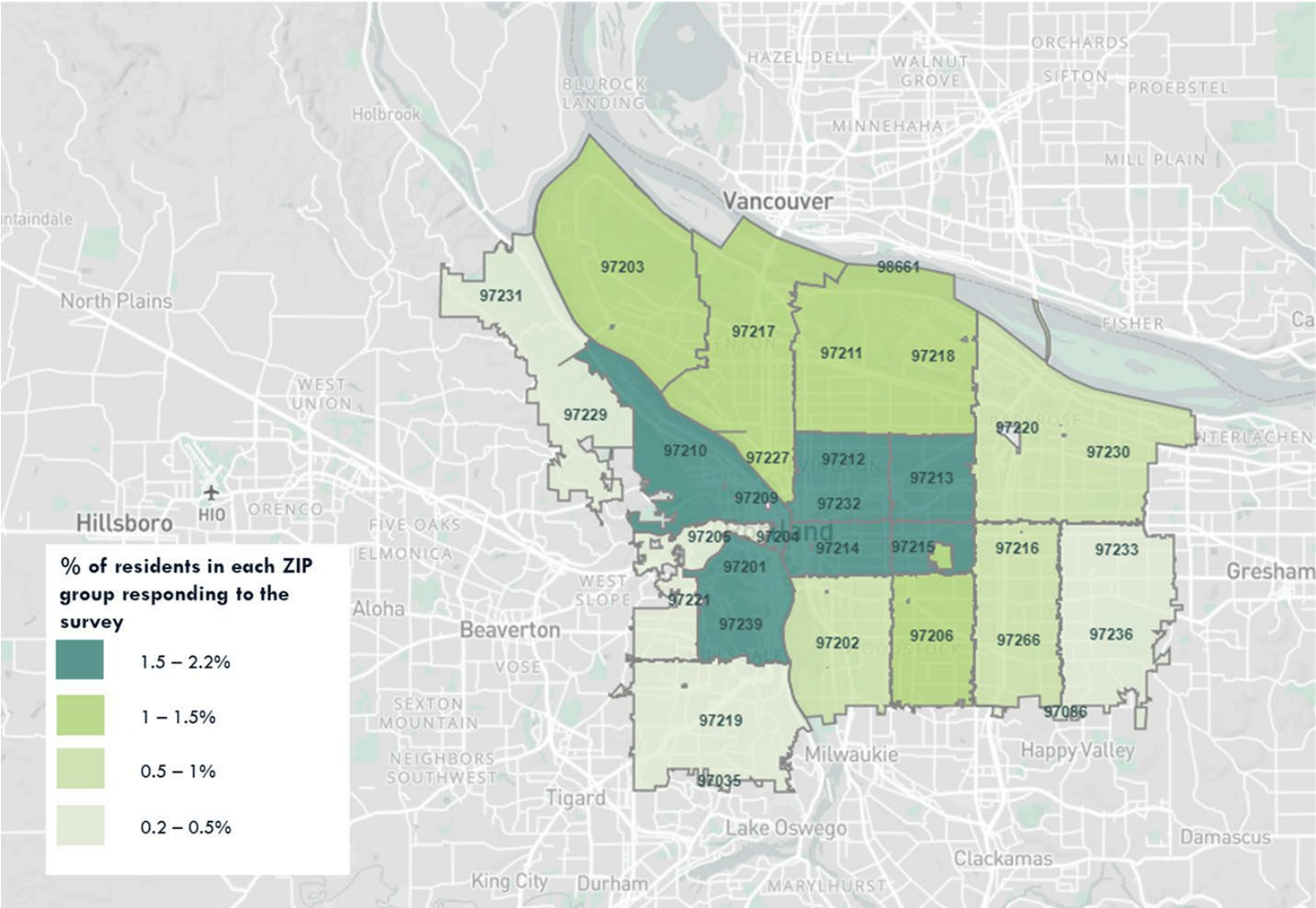
APPENDIX

RESPONDENTS BY RACE, COMPARED TO ACS



RESPONDENTS BY ZIP GROUP

ZIP groups closer to the central city had **more respondents**



CIVIC PARTICIPATION

Did you participate in Portland civic life in the last 12 months by engaging in one of the following activities?

