Portland Insights Survey Results

August 2, 2023 | **City Budget Office**

Team

City Budget Office

- Ruth Levine
  Citywide Performance Manager

- Ning Jiang
  Communications & Community Engagement Analyst

- Lillian Nguyen
  Citywide Performance Management Lead

Portland State University
Regional Research Institute for Human Services

- Debi Elliott, PhD

- Mary Oschwald, PhD

Agenda

- Survey overview
- Highlights of survey results
- Next steps

WHAT & WHY

WHAT: Community satisfaction & priority survey

o How well we are doing?

o How can we better meet community needs?

o Tool used by cities around the country

o Updates prior citywide surveys done by Auditor and CBO

WHY: Evidence-based decision making

o Support budget & policy decisions with representative, generalizable data

o Track satisfaction and priorities over time to provide continuous feedback

o Create avenues for community feedback focused on those with less access

HOW? Survey + Focus Groups

- **Conducted biennially, in alternate years**

    - Survey in 2022

    - Focus Groups in 2023

- **Partnered with Regional Research Institute (RRI)** at Portland State University

- **Updated questions and methods** from 2019 CBO pilot survey

Survey: Hybrid Sampling

Mail-based survey
(probability sample)

- By invitation only
- Randomly selected households
- Online, on paper, or on the phone

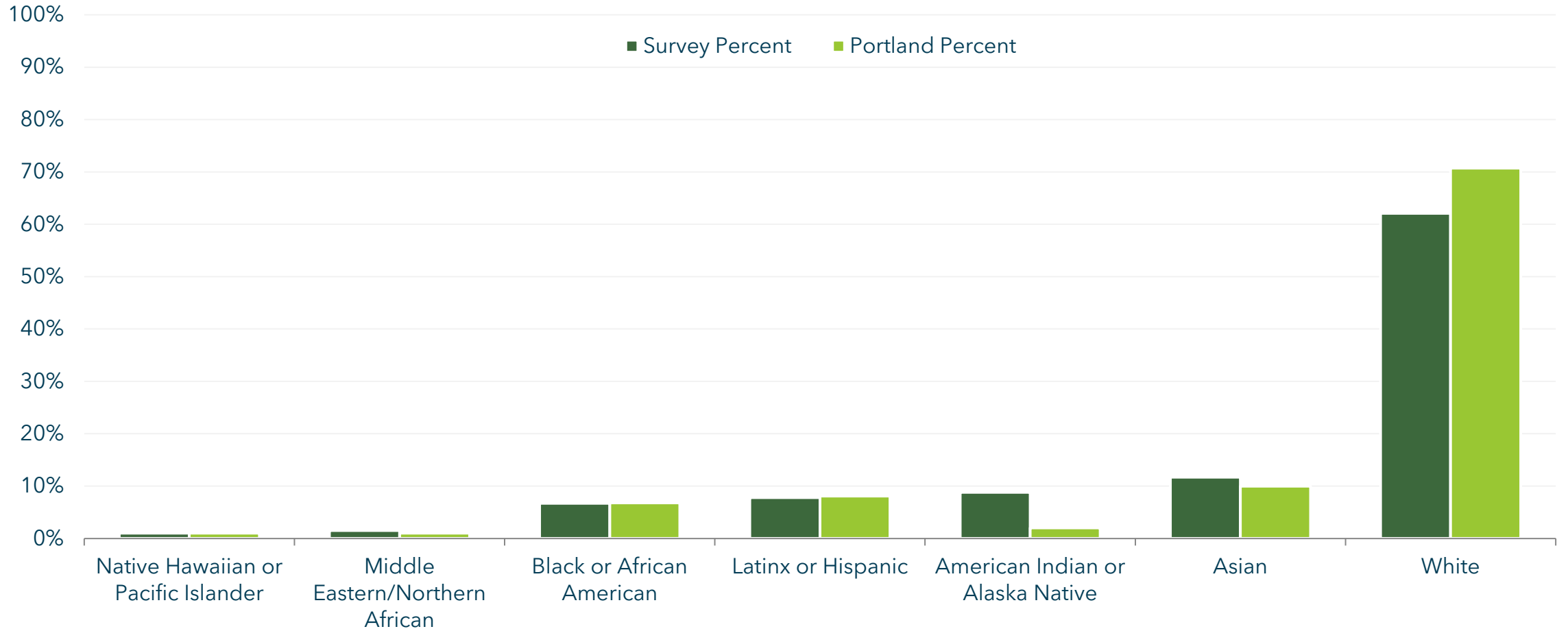## Outreach-based Survey
(non-probability sample)

- Opt-in
- Community-based organizations
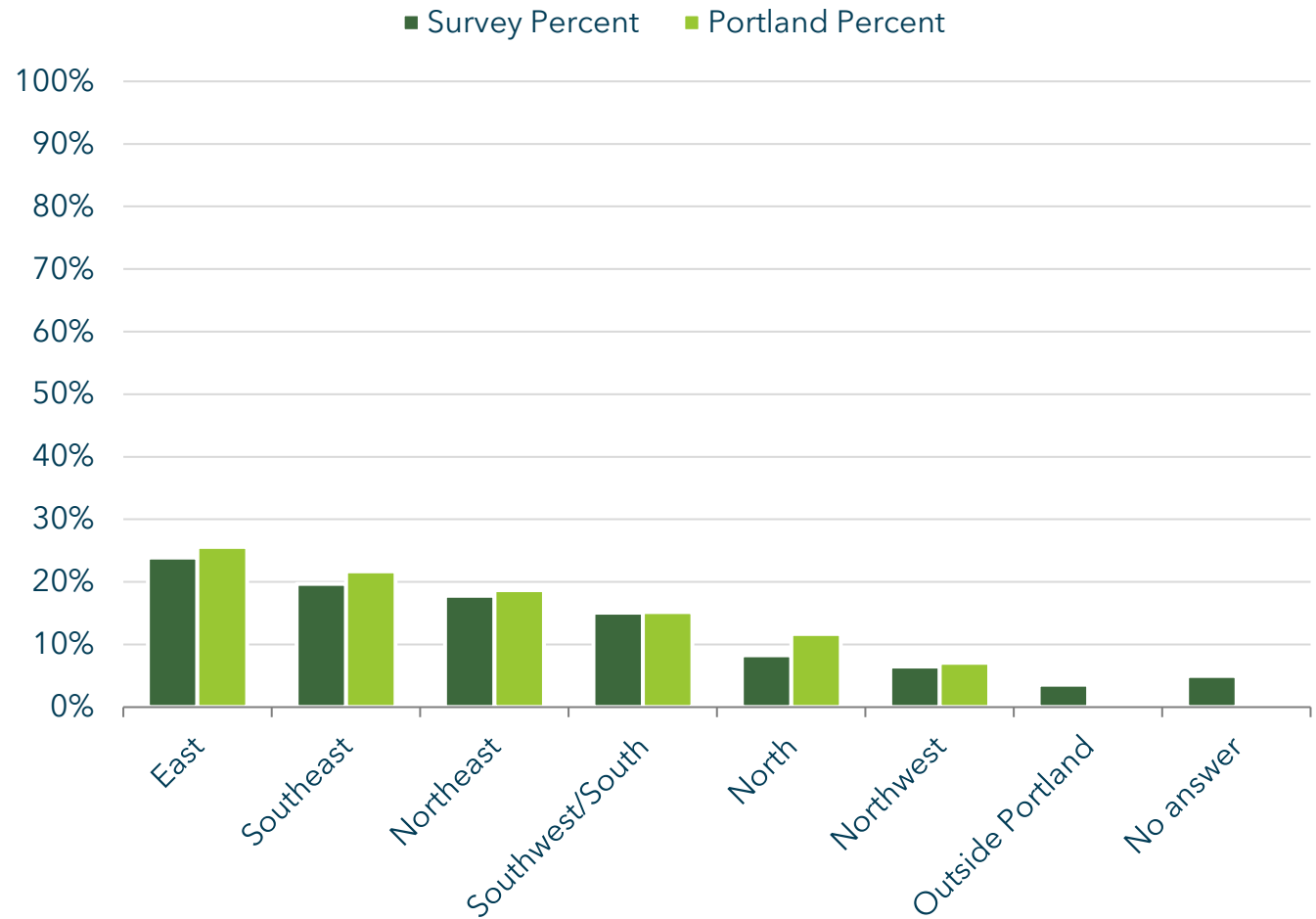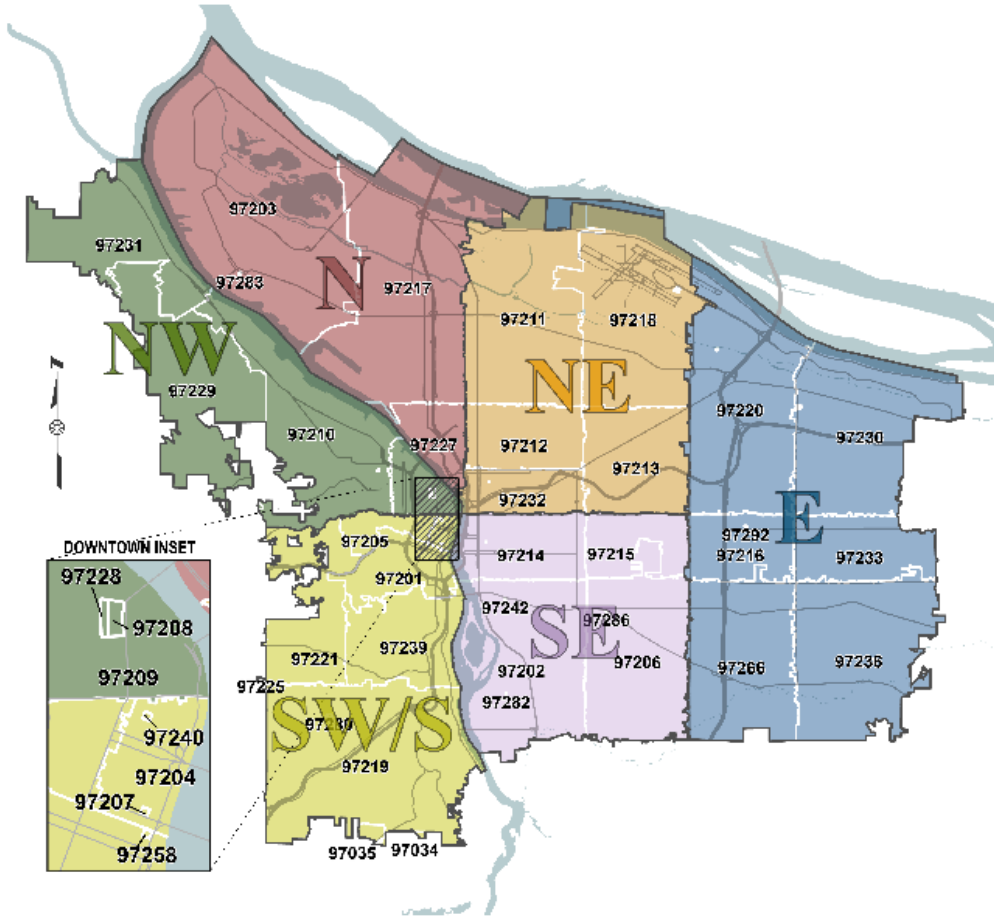- Online, on paper, or on the phone

Results

- **Representative and generalizable results**
  - Randomized sampling, oversampling, & weighting
  - Closely reflect the demographic diversity of Portland
  - Can be generalized to the Portland population as a whole

- **5,290 valid and completed responses**
  - People living in Portland
  - People who moved out of Portland within last 5 years
  - 16+ years old
  - Completed more than 70% of questions

- **16% responded in:**
  - Spanish, Russian, Ukrainian, Vietnamese, and Chinese

Racial and ethnic distribution reflects diversity of Portland

Legend: Survey Percent, Portland Percent

Categories (x-axis): Native Hawaiian or Pacific Islander, Middle Eastern/Northern African, Black or African American, Latinx or Hispanic, American Indian or Alaska Native, Asian, White

Geographic distribution reflects populations in neighborhoods across the city
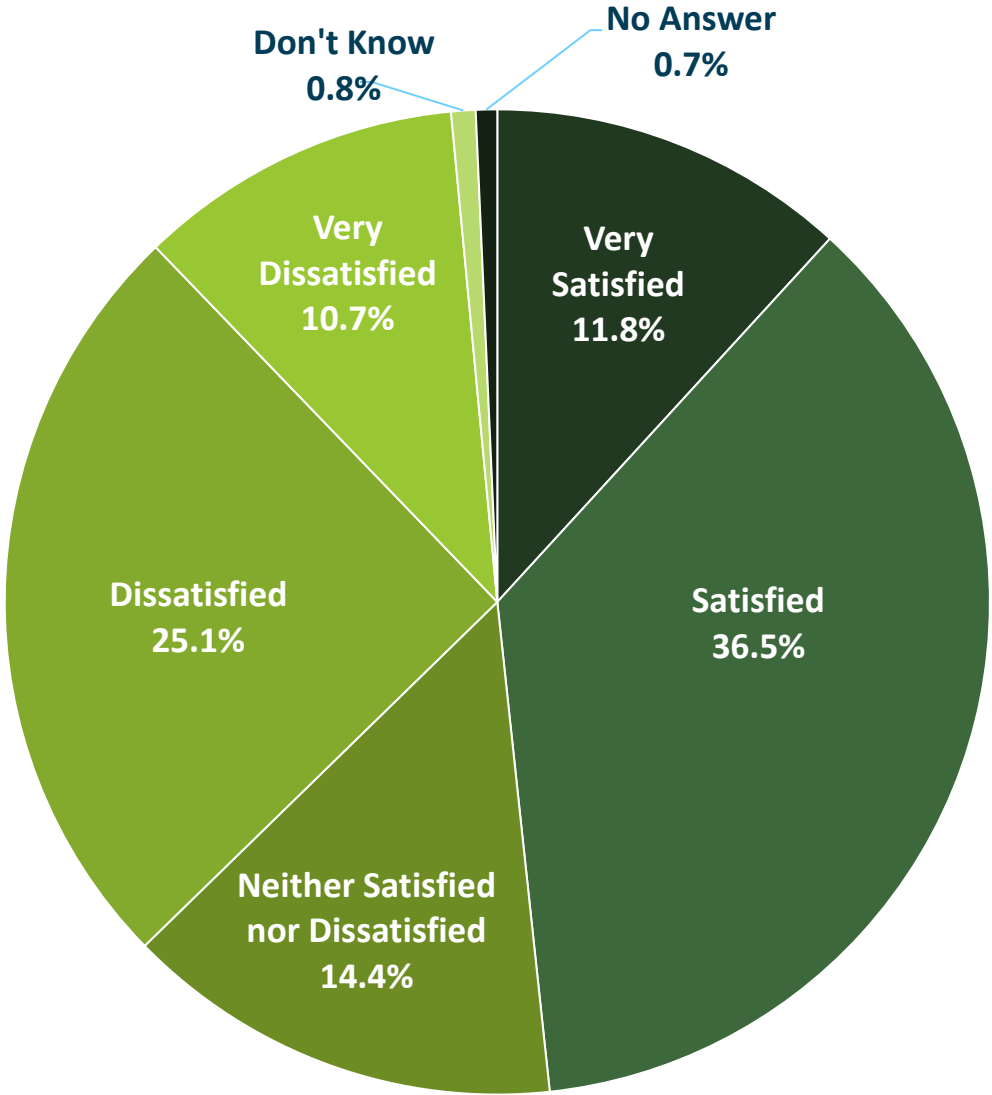
Highlights of Survey Findings

More at www.portland.gov/insights

47 total questions:
- 15 citywide questions
- 19 operational bureau questions
- 13 demographic questions

Satisfaction with Portland as a place to live

- A little under half were satisfied or very satisfied

- About a third were dissatisfied or very dissatisfied

Don't Know 0.8%

No Answer 0.7%

Very Satisfied 11.8%

Satisfied 36.5%

Neither Satisfied nor Dissatisfied 14.4%

Dissatisfied 25.1%

Very Dissatisfied 10.7%

East Portlanders are less satisfied with Portland as a place to live

N
53%

NW
49%

NE
51%

E
35%

SE
56%

SW/S
54%

100%

0%

Percent **Satisfied/Very Satisfied** with
Portland as a Place to Live
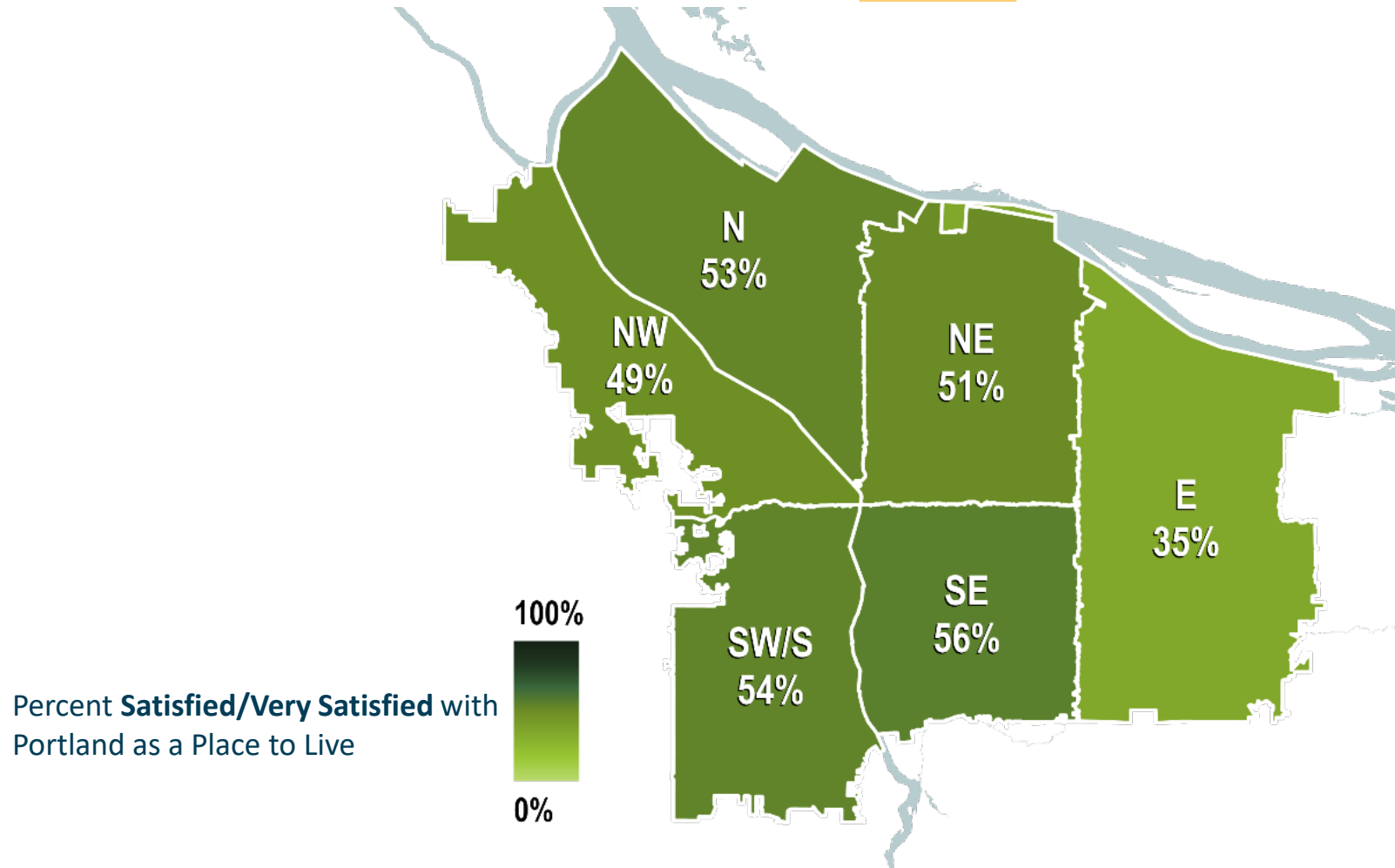
Transgender and other gender Portlanders are more satisfied with Portland as a place to live
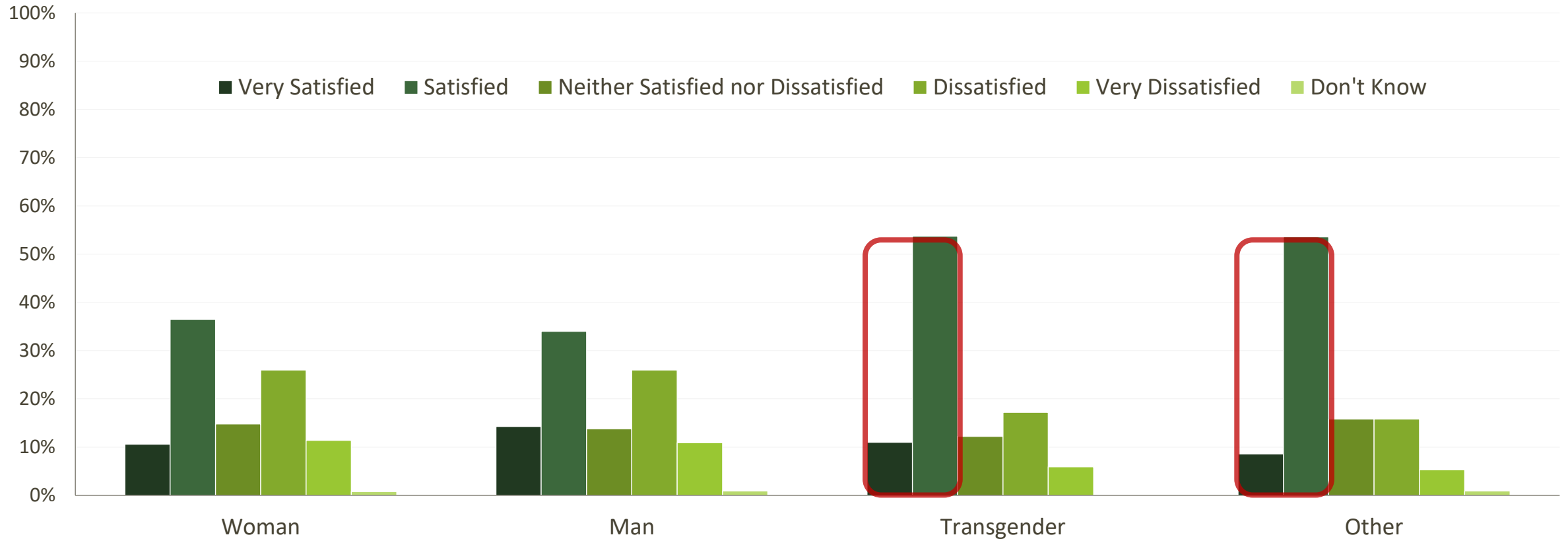
Greatest challenge facing Portland

Top 3 challenges:

- Homelessness
- Cost of Living
- Community Safety

Pie chart showing the greatest challenge facing Portland:
- Homelessness 44.5%
- Cost of Living 21.8%
- Community Safety 19.5%
- Discrimination Based on Race 3.6%
- Preventing/Preparing for Climate Change 3.4%
- Other 4.0%
- No Answer 3.3%
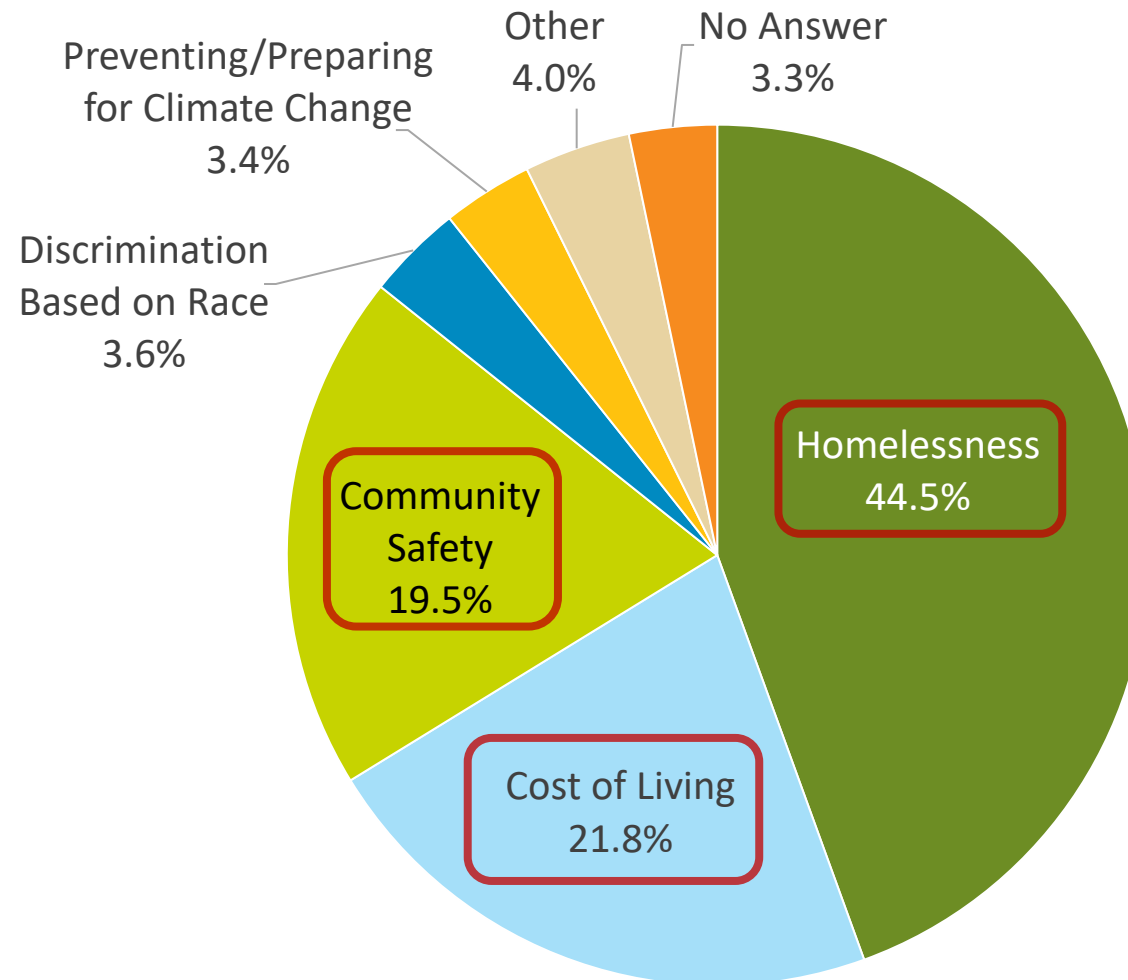
Community safety is the second biggest concern in East Portland, surpassing cost of living
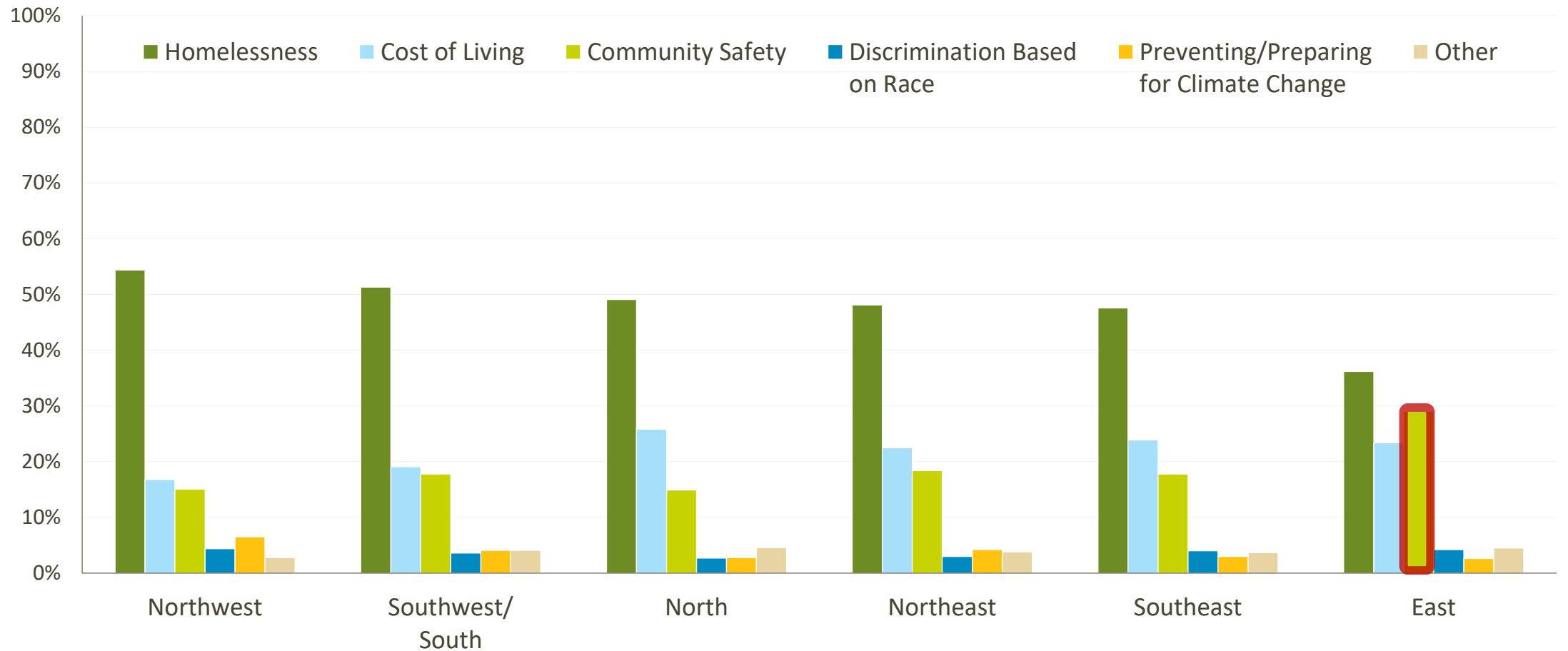
Cost of living is the top concern for American Indian/Alaska Native, Black/African American & Native Hawaiian/Pacific Islanders

Legend: Homelessness · Cost of Living · Community Safety · Discrimination Based on Race · Preventing/Preparing for Climate Change · Other
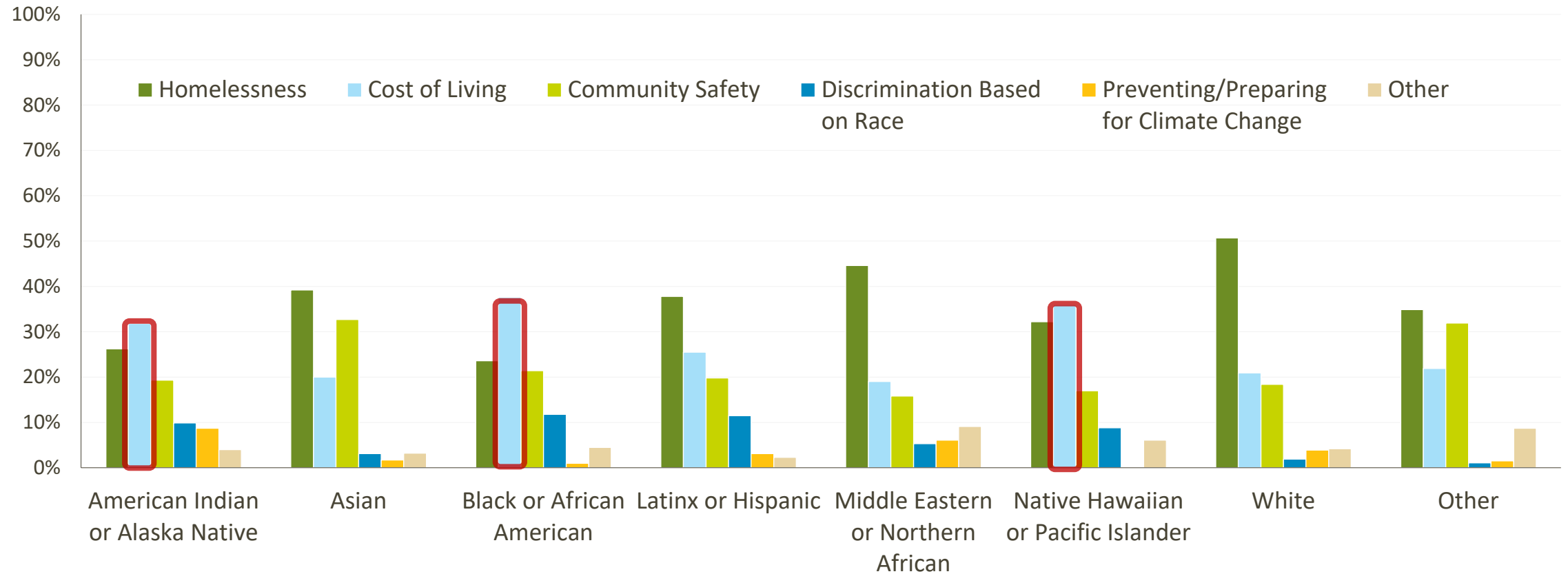
Most important City service to fund

- Nearly half chose affordable housing/ homeless services

- A quarter chose Safety Services

Environmental Protection
3.1%

Other
2.9%

Art and Culture
1.4%

City Bldg Maintenance
0.3%

No Answer
1.9%

Economic Support for Individuals/Small Businesses
4.1%

Parks, Community Centers, Recreation Programs
4.7%

Streets, Sidewalks, Transportation
6.9%

Safety Services (Police, Fire, 9-1-1, Violence Prevention)
25.2%

Affordable Housing/ Homeless Services
49.5%
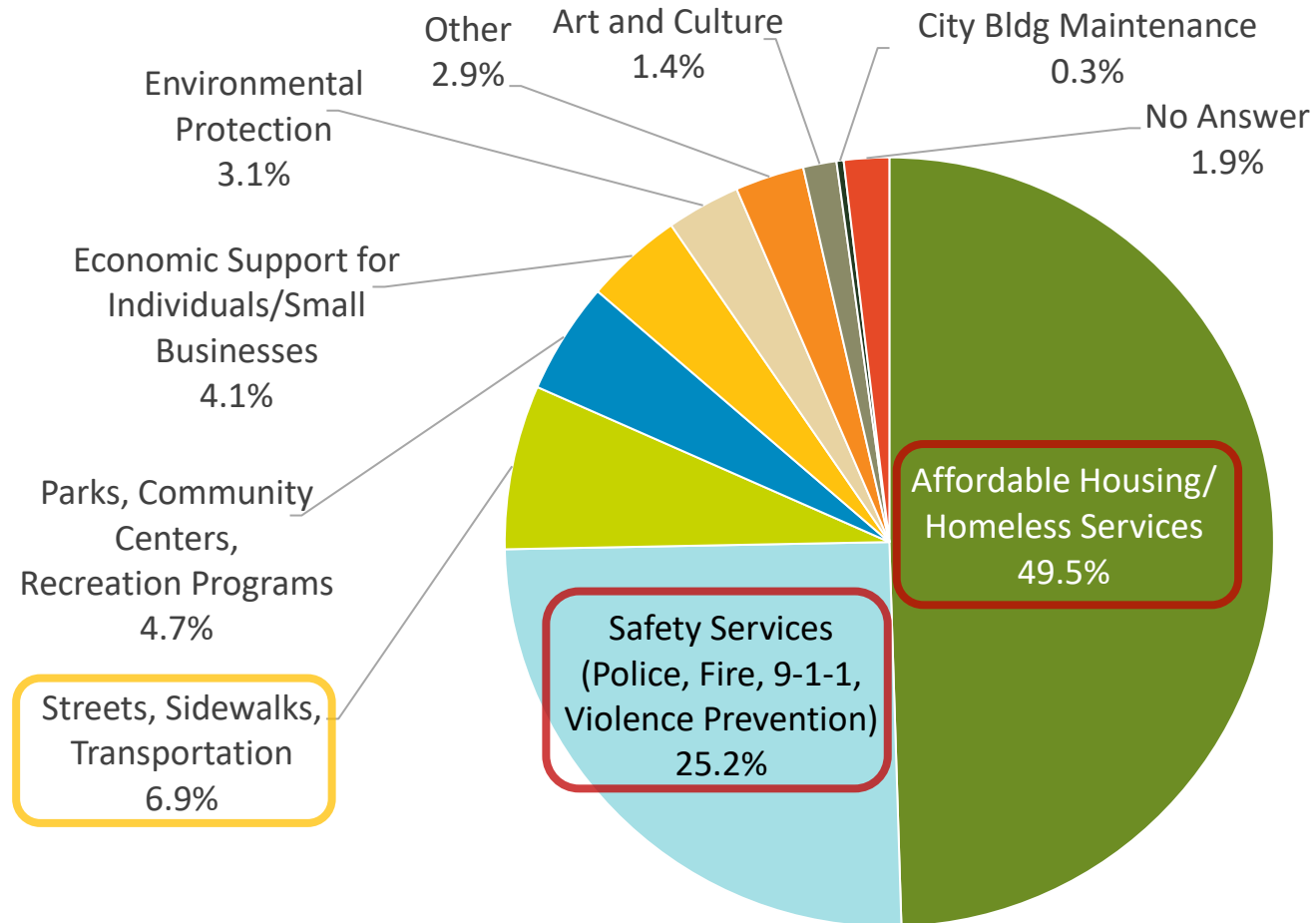
Most important service: Relative importance varies across race/ethnicity

Legend:
- Affordable Housing/ Homeless Services
- Parks, Community Centers, Recreation Programs
- Art and Culture
- Safety Services
- Economic Support for Individuals/ Small Businesses
- City Building Maintenance
- Streets, Sidewalks, Transportation
- Environmental Protection
- Other

Categories: American Indian or Alaska Native, Asian, Black or African American, Latinx or Hispanic, Middle Eastern or Northern African, Native Hawaiian or Pacific Islander, White, Other

East Portlanders prioritize safety services more than those in other geographic areas

Legend:
- Affordable Housing/ Homeless Services
- Parks, Community Centers, Recreation Programs
- Art and Culture
- Safety Services
- Economic Support for Individuals/ Small Businesses
- City Building Maintenance
- Streets, Sidewalks, Transportation
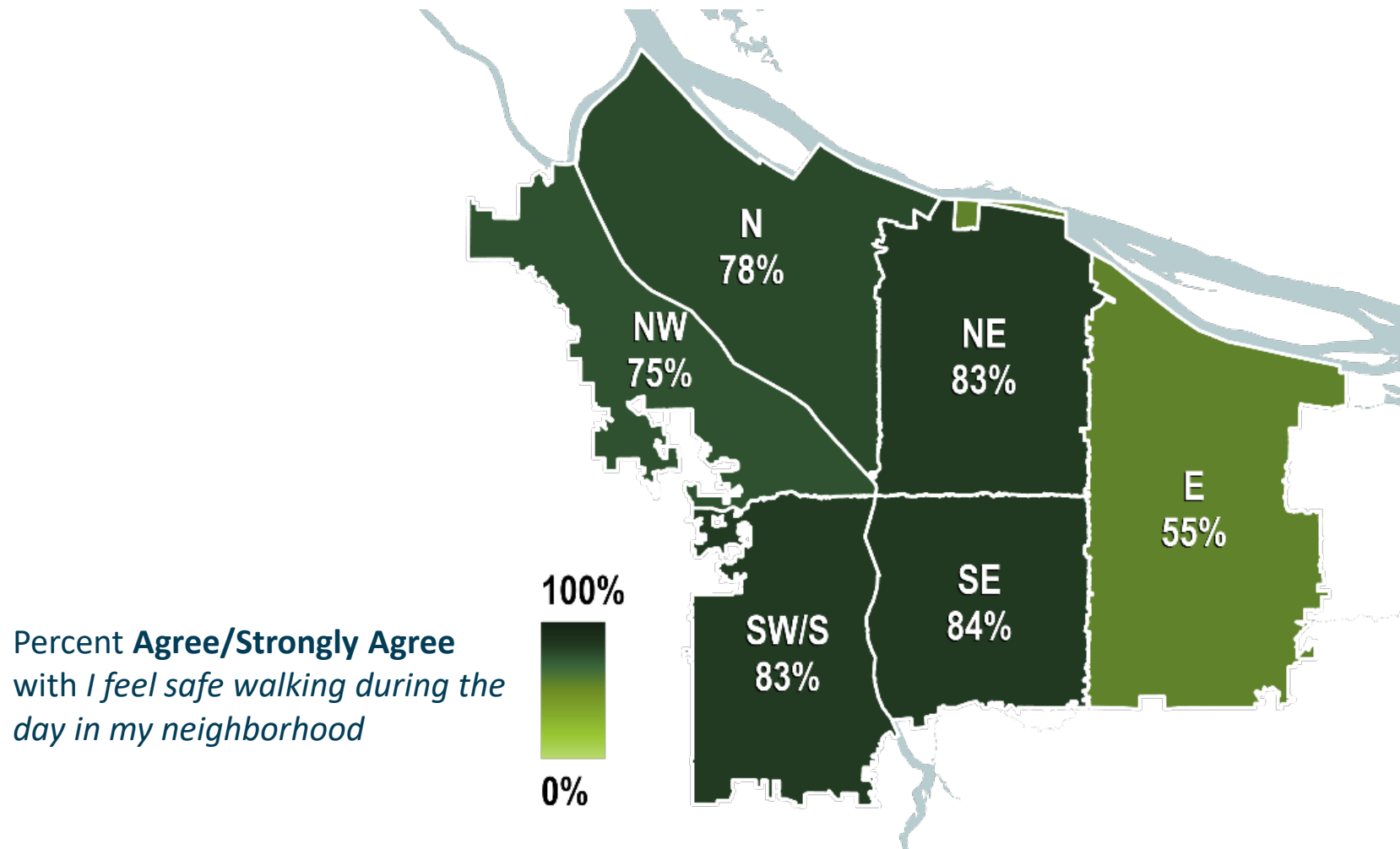- Environmental Protection
- Other
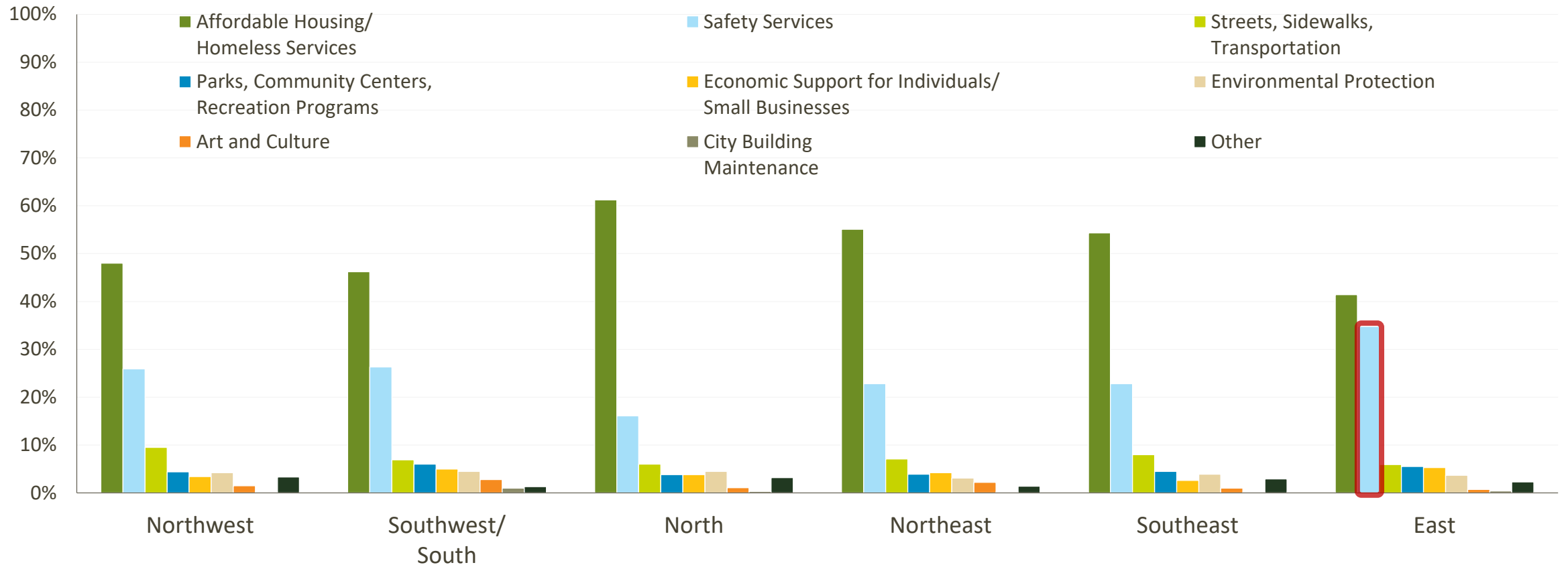
"I feel safe walking" in my neighborhood vs. the central city, day vs. night

- 3 / 4 of Portlanders feel safe in their own neighborhoods during the day

- Less than half feel safe in the central city during the day

74%

14%

41% 42%

43% 36%

12%

72%

My neighborhood (DAY)

My neighborhood (NIGHT)

Central city (DAY)

Central city (NIGHT)

■ Agree or strongly agree   ■ Disagree or strongly disagree

20
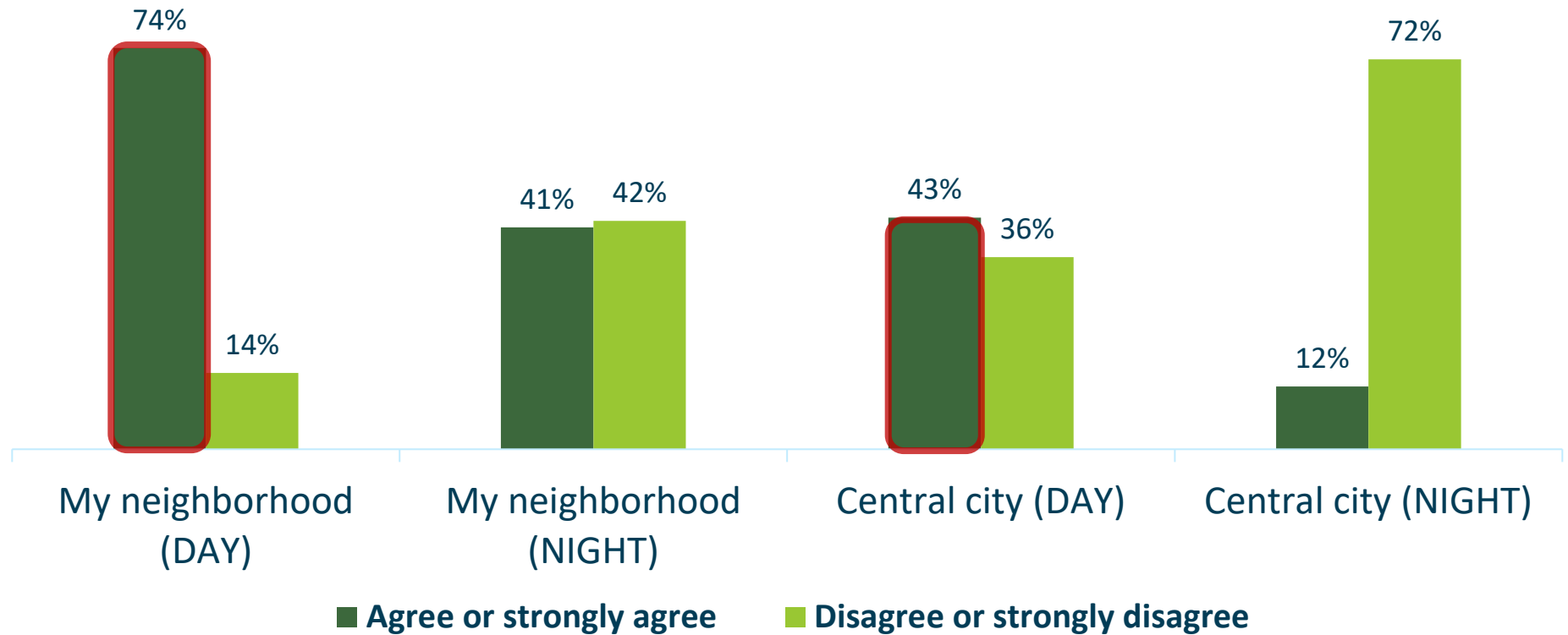
East Portlanders feel least safe walking during the day in their own neighborhood

Percent **Agree/Strongly Agree** with *I feel safe walking during the day in my neighborhood*

100%

0%

N
78%

NW
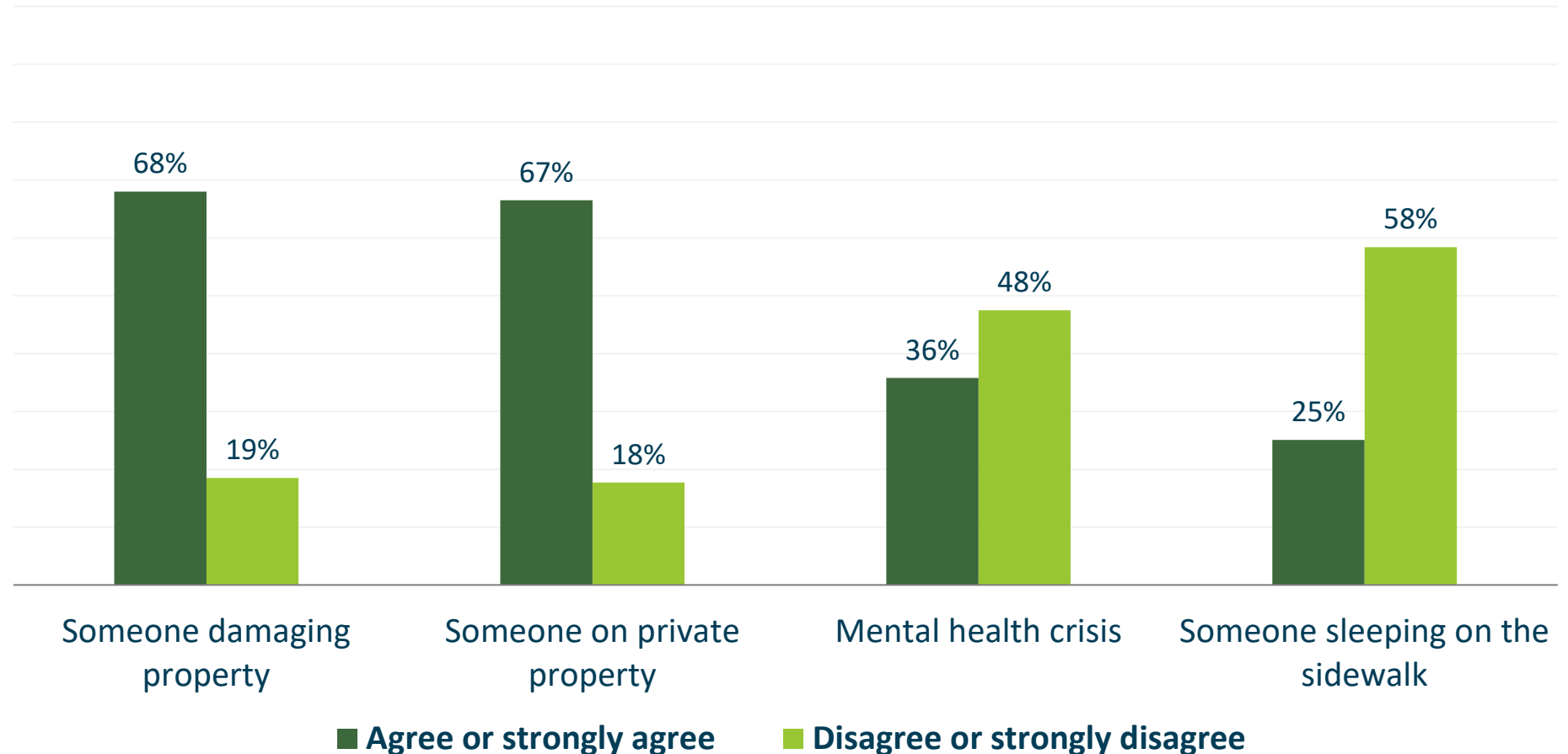75%

NE
83%

E
55%

SW/S
83%

SE
84%

Armed police should respond to 911 calls about…

More agreed with
- Someone damaging property
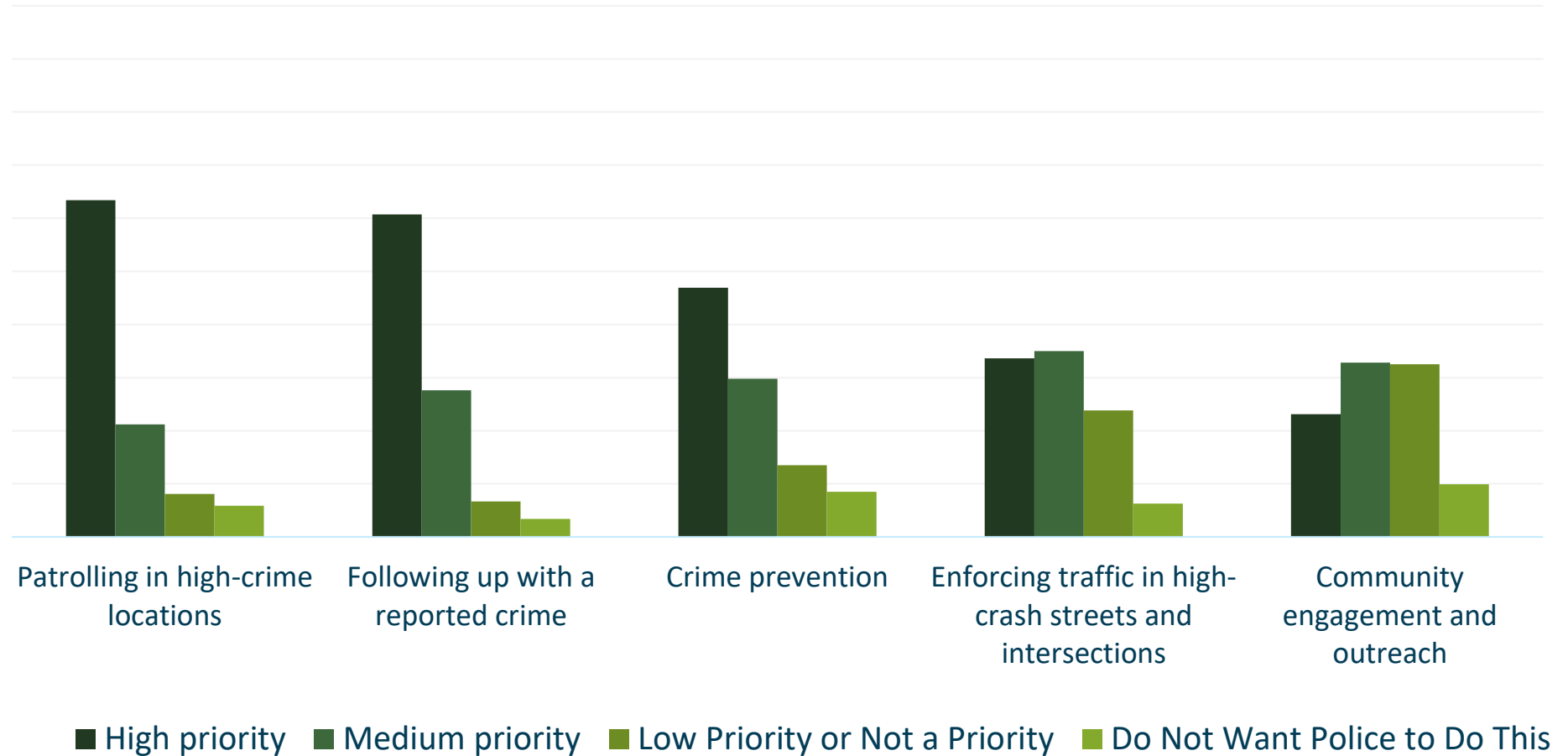- Someone on private property

Fewer agreed with
- Mental health crisis
- Someone sleeping on sidewalk

	Someone damaging property	Someone on private property	Mental health crisis	Someone sleeping on the sidewalk
Agree or strongly agree	68%	67%	36%	25%
Disagree or strongly disagree	19%	18%	48%	58%

■ **Agree or strongly agree** ■ **Disagree or strongly disagree**

Other than 911 responses, armed police should prioritize:

Portlanders ranked these as the highest priorities for armed police:

- Patrolling in high-crime locations

- Following up on reported crimes

Categories (x-axis): Patrolling in high-crime locations | Following up with a reported crime | Crime prevention | Enforcing traffic in high-crash streets and intersections | Community engagement and outreach

Legend: ■ High priority ■ Medium priority ■ Low Priority or Not a Priority ■ Do Not Want Police to Do This

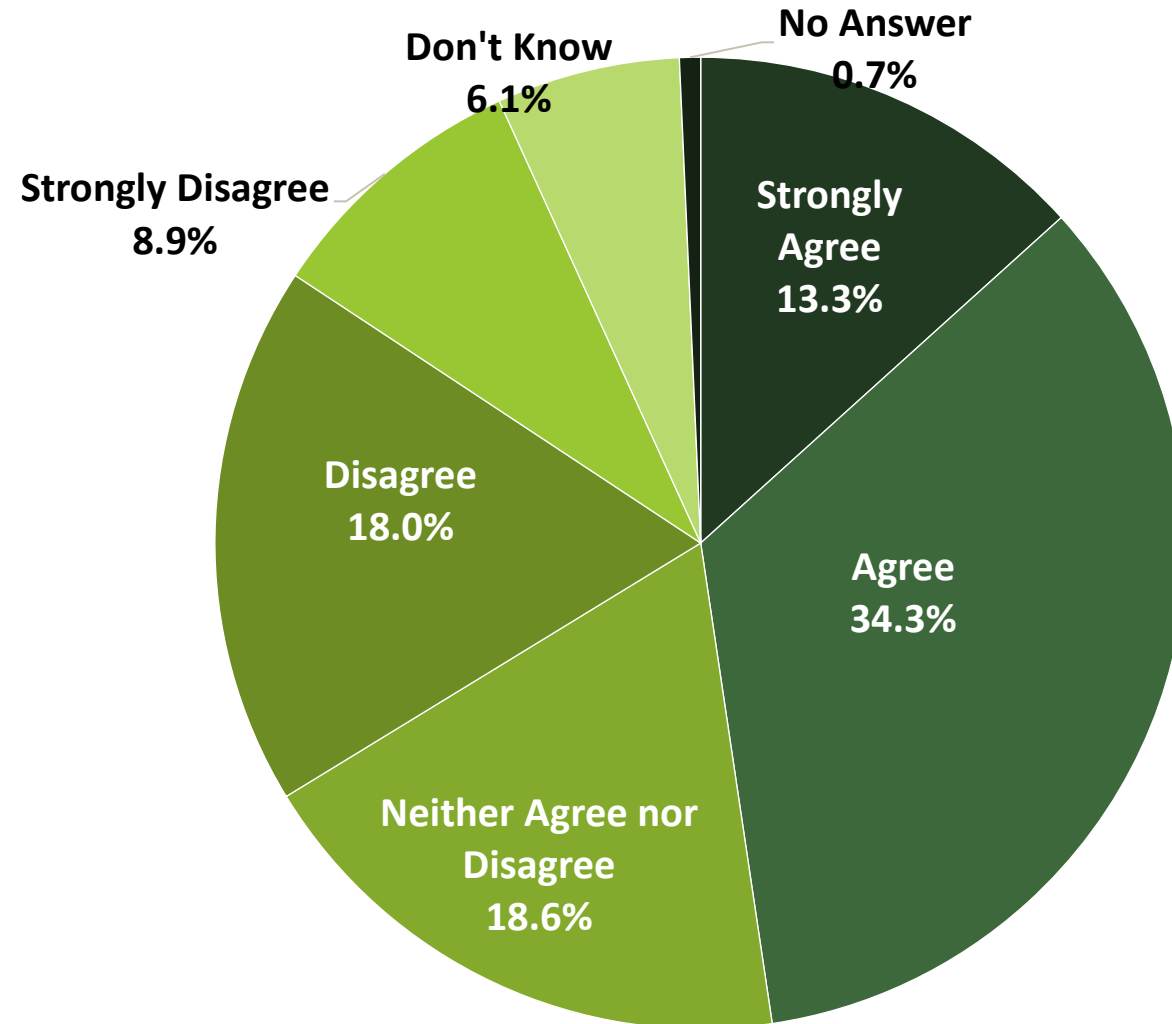Homelessness solutions residents support building in their neighborhood

Top 3 solutions supported:

- Substance abuse/mental health clinics
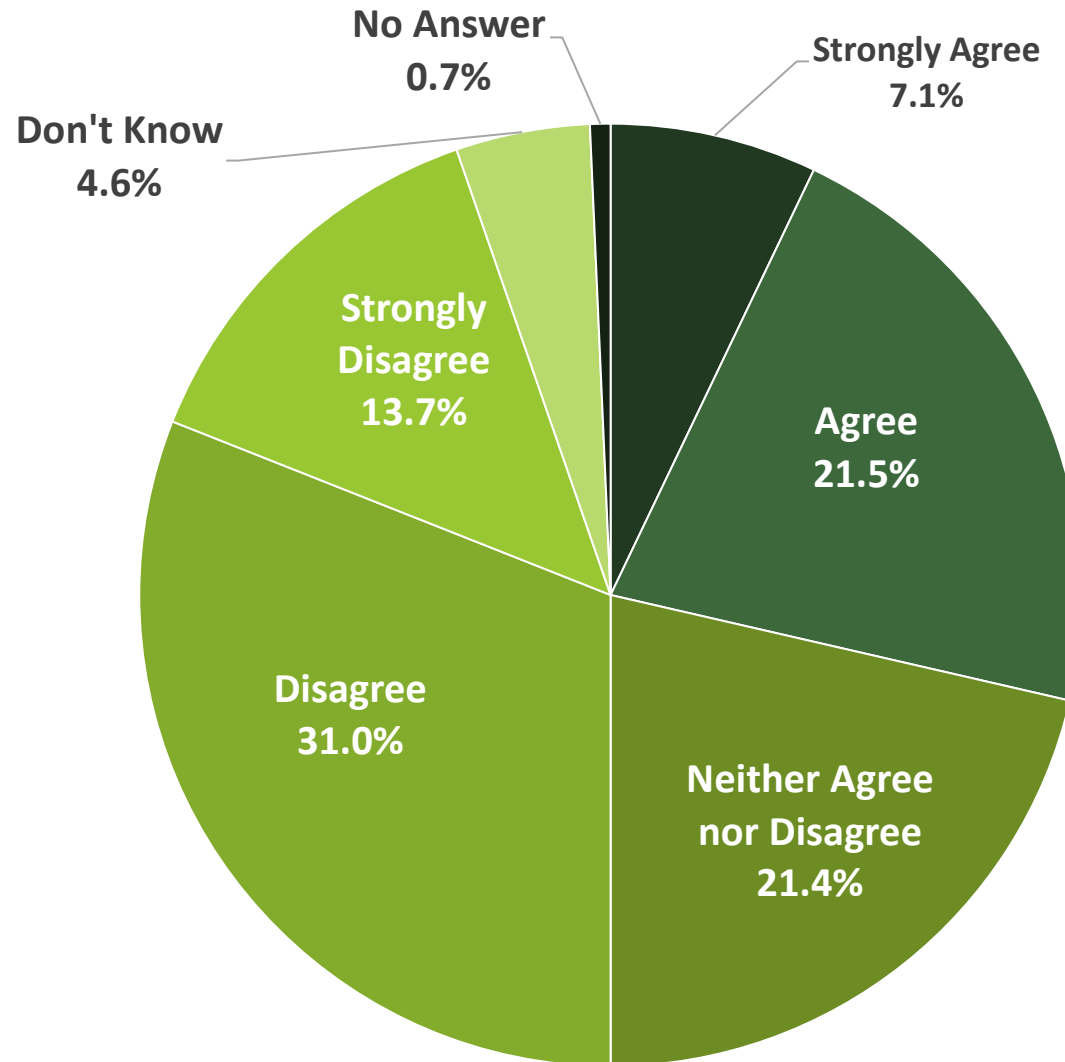- Subsidized apartments
- Indoor shelters
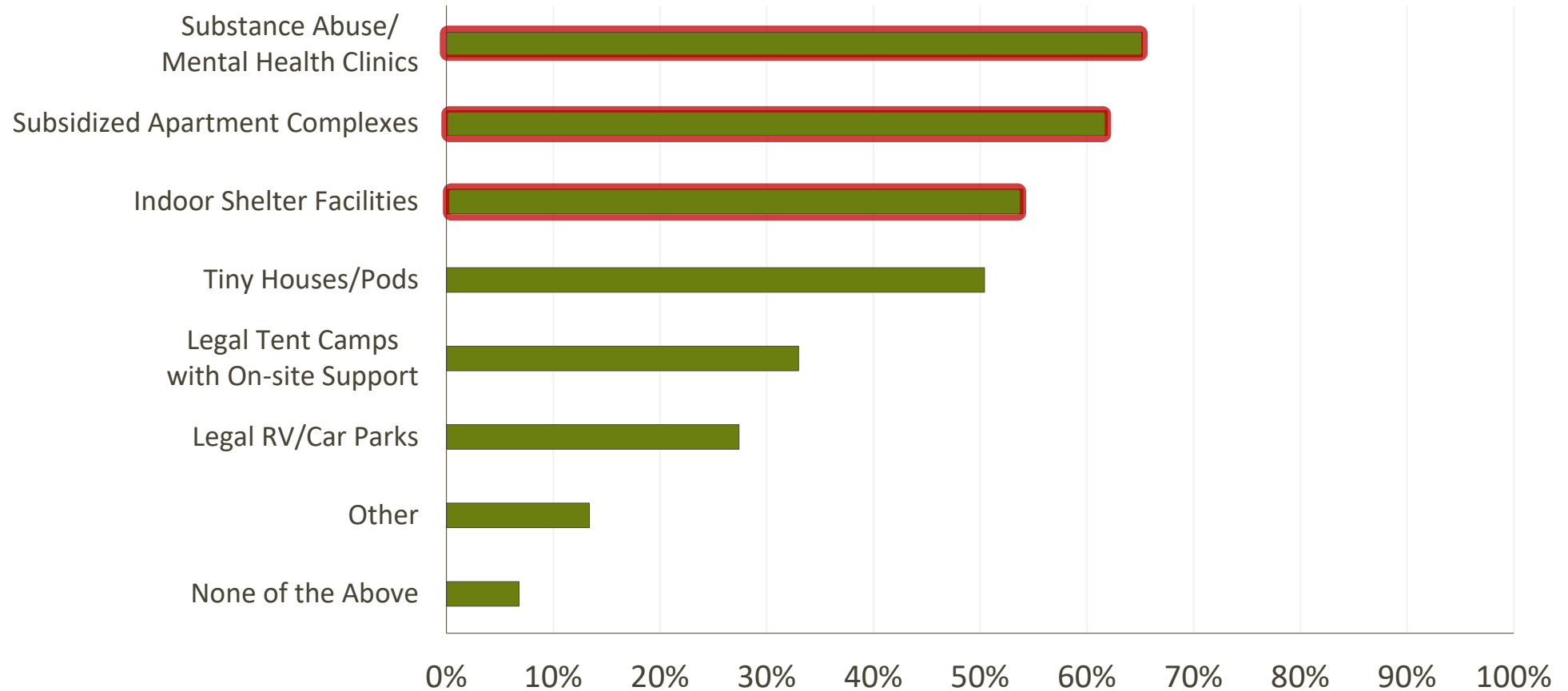
"I'm able to find a job that pays enough to support myself and/or my family"

- 48% agreed or strongly agreed
- 27% disagreed or strongly disagreed
- Results only include 18- to 72-year-olds

No Answer
0.7%

Don't Know
6.1%

Strongly Disagree
8.9%

Strongly Agree
13.3%

Disagree
18.0%

Agree
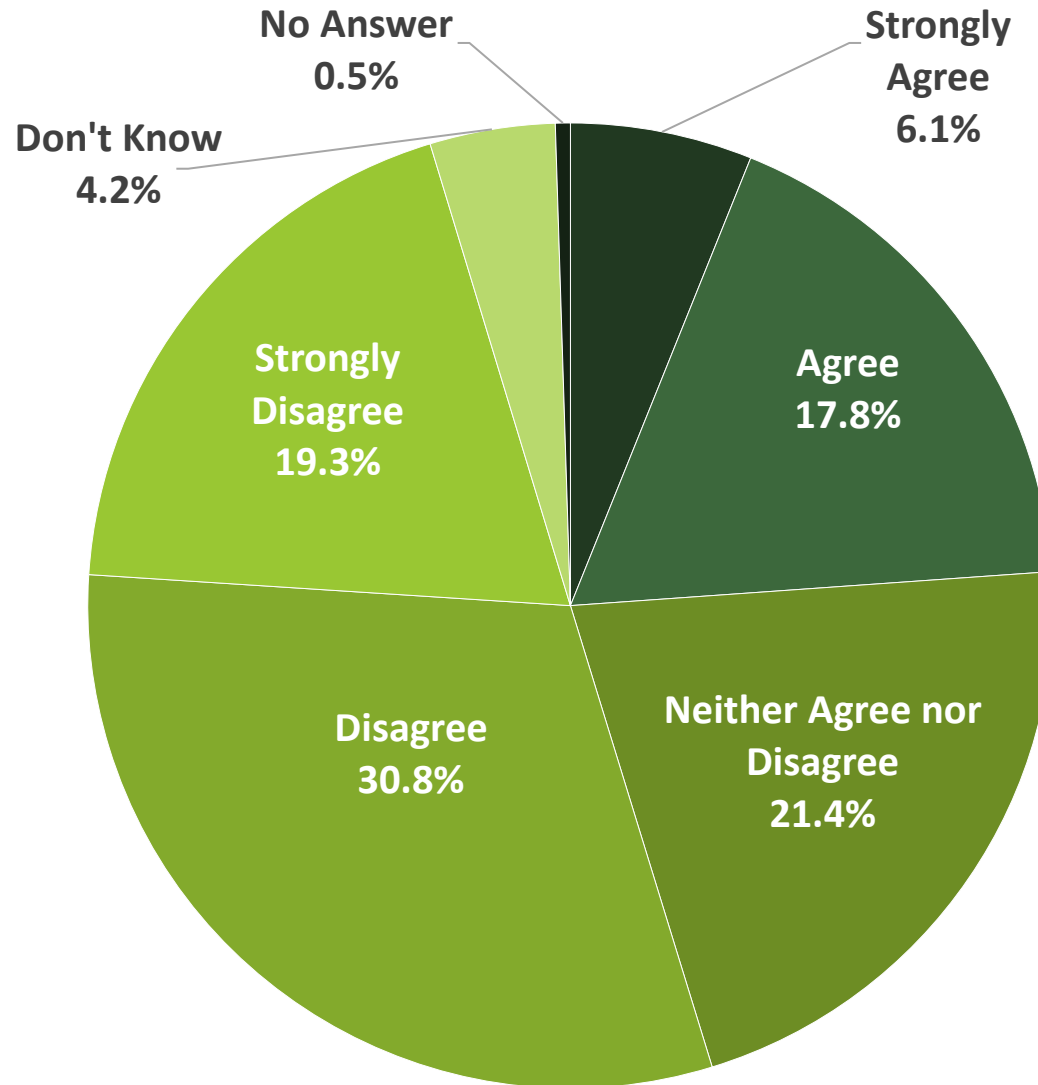34.3%

Neither Agree nor Disagree
18.6%

"Anyone can succeed and thrive in Portland regardless of identity"

- About half disagree or strongly disagree
- About a third agree or strongly agree

Pie chart:
- No Answer 0.7%
- Strongly Agree 7.1%
- Don't Know 4.6%
- Agree 21.5%
- Strongly Disagree 13.7%
- Neither Agree nor Disagree 21.4%
- Disagree 31.0%

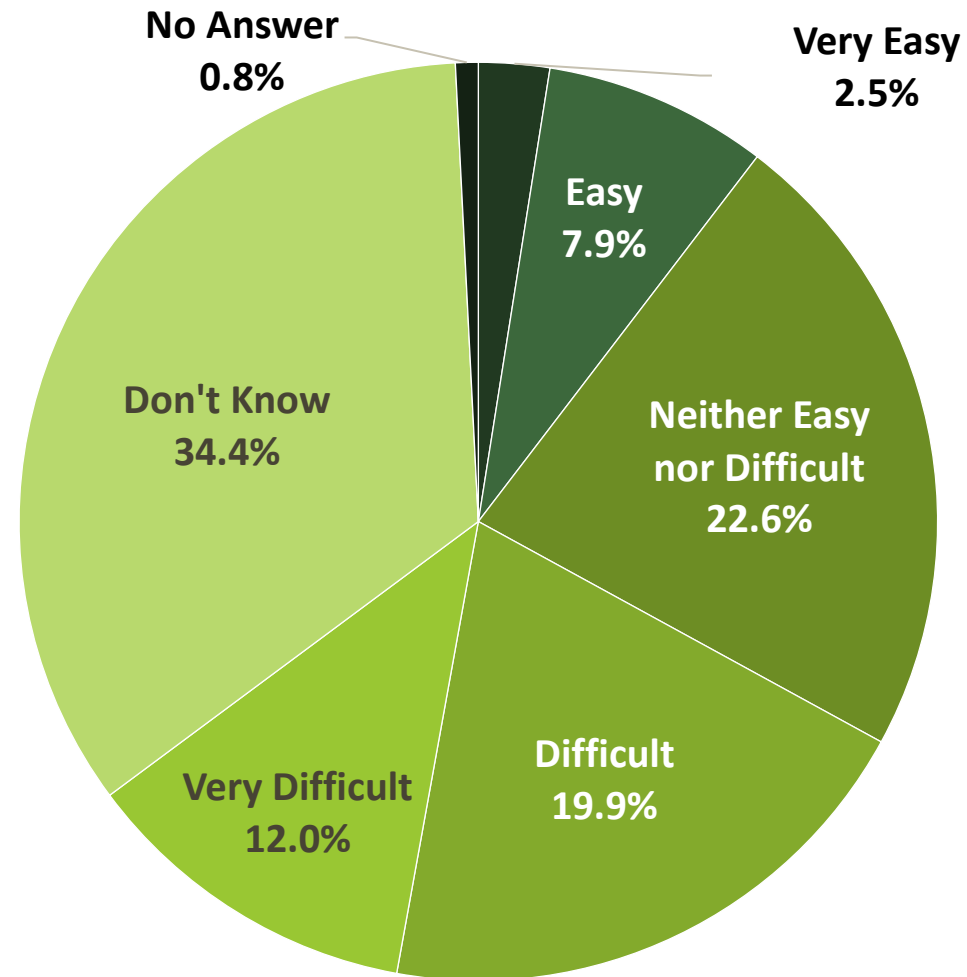"Portland has an effective government"

- 24% agreed or strongly agreed
- 50% disagreed or strongly disagreed

No Answer 0.5%
Don't Know 4.2%
Strongly Agree 6.1%
Agree 17.8%
Neither Agree nor Disagree 21.4%
Disagree 30.8%
Strongly Disagree 19.3%

Ease of contacting the City

- 10% find it easy or very easy

- 32% find it difficult or very difficult

- 34% don't know

No Answer 0.8%

Very Easy 2.5%

Easy 7.9%

Neither Easy nor Difficult 22.6%

Difficult 19.9%

Very Difficult 12.0%

Don't Know 34.4%

Next steps

Use data to inform budget priorities & proposals

Identify community priorities

- Example: Cost of living is the top concern for Black/African American, Native American, & Pacific Islander Portlanders

Set strategic targets

- Example: Increase percentage of Black/African American, Native American & Pacific Islander Portlanders who are not cost burdened

Inform budget proposals

- Example: Seek targeted affordability proposals from bureaus

Conduct more robust research on priority questions

Example: How does cost of living impact different communities differently, and what are the levers the City could pull to support those communities?

Insights data
- Greatest challenge
- Ability to find a job with sufficient pay
- Need housing or utility bill assistance
- Had technology challenges

Other City data
- Utility bill data
- Affordable housing data
- Job training data

National research
- Census data
- Literature on impacts of cost of living

Focus groups

Fall 2023

- Qualitative data to capture lived experiences and values

- Drill deeper into survey answers

Next survey

Spring 2024

- Same sampling approach

- More targeted outreach

- Modified questions: Evergreen vs. Adaptive

Thank you!

Appendix

Community Partners

- Community Engagement Liaisons

- East Portland Action Plan

- Immigrant and Refugee Community Organization (IRCO)

- The Miracles Club

- Multnomah Youth Commission

- Native American Youth and Family Center (NAYA)

- Portland All Nations Canoe Family

- Somali Cultural and Arts Center

- WomenFirst Transition and Referral Center

- City's affinity groups*
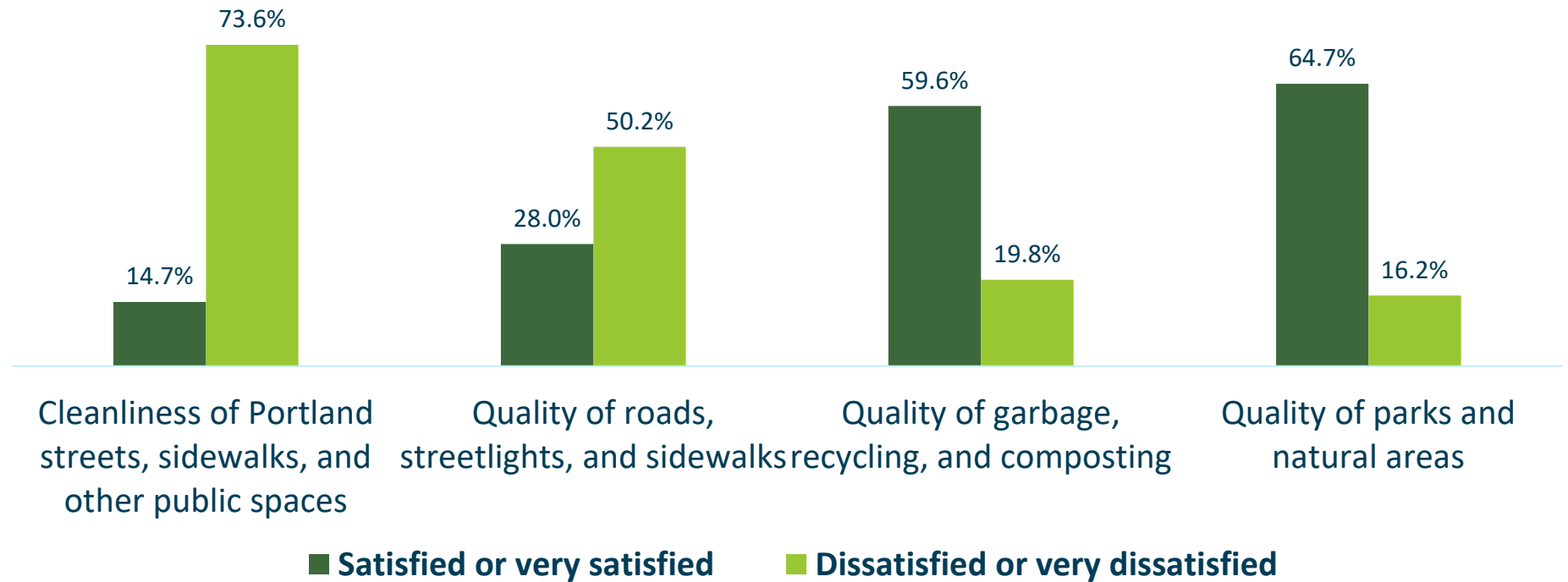
- Neighborhood/District Associations*

*affiliated with the City

Satisfaction | City services

Satisfied
- Garbage/ recycling/ composting
- Parks

Dissatisfied
- Cleanliness
- Quality of roads, streetlights, and sidewalks

Chart data:

Category	Satisfied or very satisfied	Dissatisfied or very dissatisfied
Cleanliness of Portland streets, sidewalks, and other public spaces	14.7%	73.6%
Quality of roads, streetlights, and sidewalks	28.0%	50.2%
Quality of garbage, recycling, and composting	59.6%	19.8%
Quality of parks and natural areas	64.7%	16.2%

■ **Satisfied or very satisfied**   ■ **Dissatisfied or very dissatisfied**

Reasons for moving out of Portland

- Affordable housing is the top reason

- Small sample size (102). NOT representative.

More Affordable Home — 37.3%
Closer to Work, School, Family, Friends — 34.3%
Job or Other Opportunity — 19.6%
Better School Districts — 15.7%
Public Safety/Violence — 10.8%
Other — 7.8%
Homelessness Issues — 6.9%
Personal — 5.9%
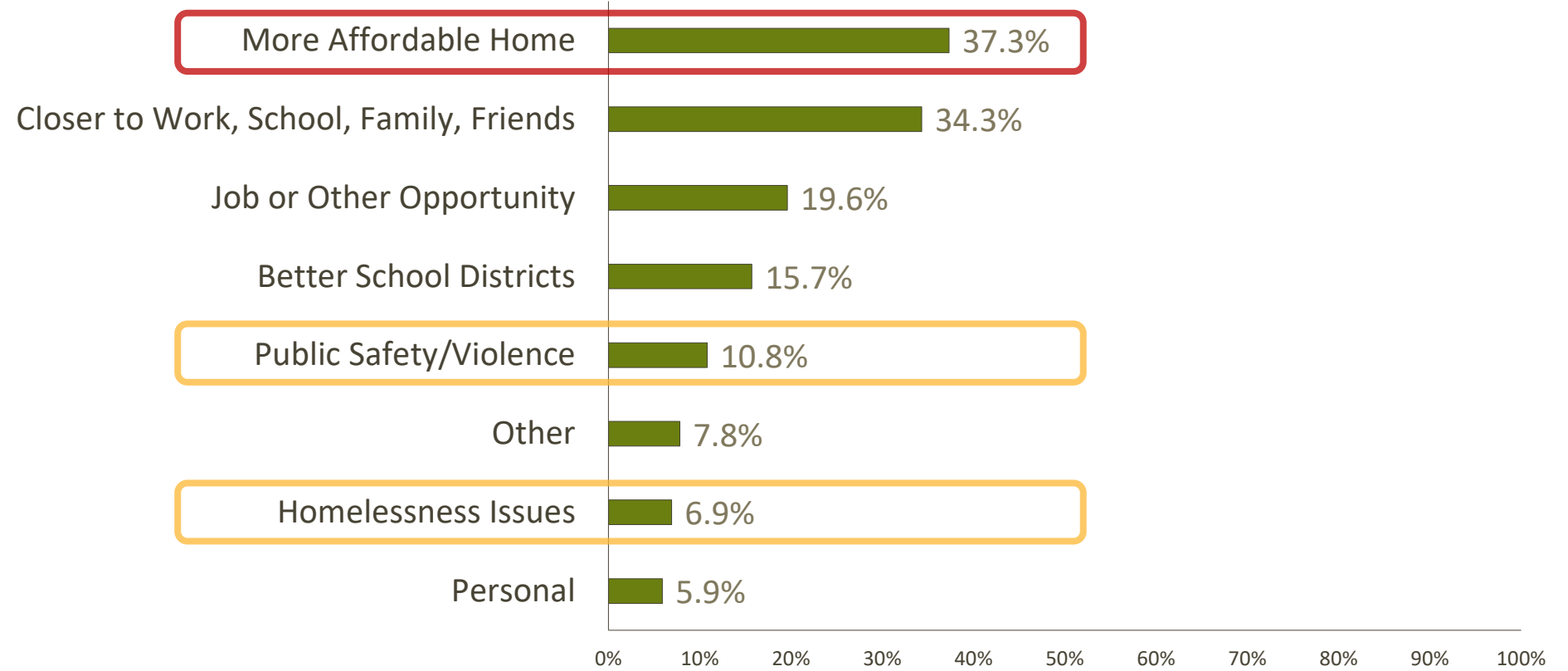
Ways to make it easier to contact the City

Top 2:

- Information access

- Responsiveness to community input

Make Information Easier to Find

Prove that Community's Thoughts Lead to Changes

Ensure Accessibility for People with Disabilities

Provide Language Translation/Interpretation

Respect/Welcome People Like Me

Something Else

Nothing

Improve Staff Response/Hire More Staff

No Answer

0%   10%   20%   30%   40%   50%   60%   70%

38

Barriers to accessing technology

A total of 28% had trouble:

- Could not afford fast internet, cell data, and/or devices

- Devices too slow/need repair

- Something else

No Answer
2%

Had issues with internet/smart phone/tablet/laptop
28%

No Issues
70%
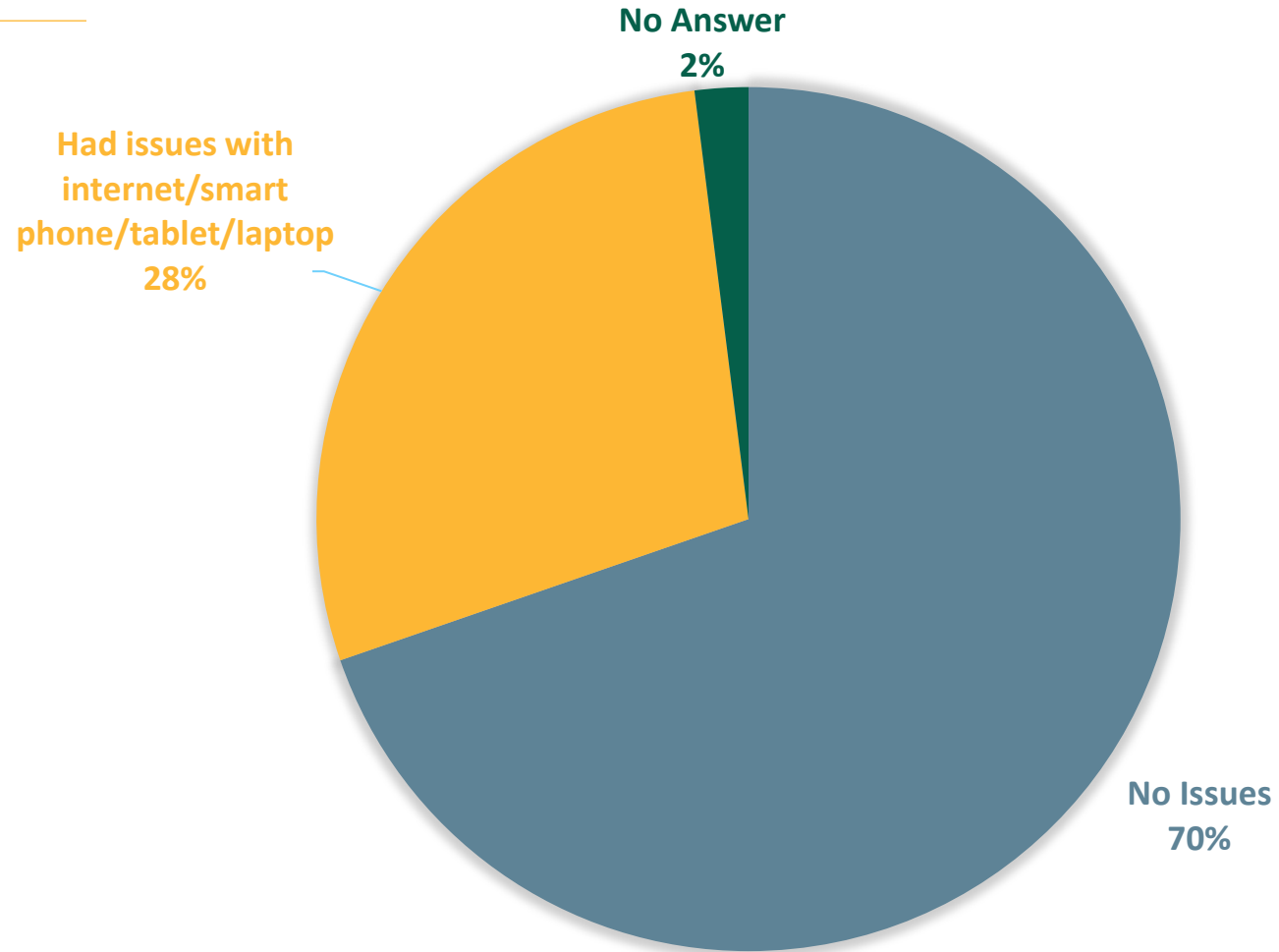
More Women, Transgender, and other genders disagreed that "anyone can succeed and thrive regardless of identity"
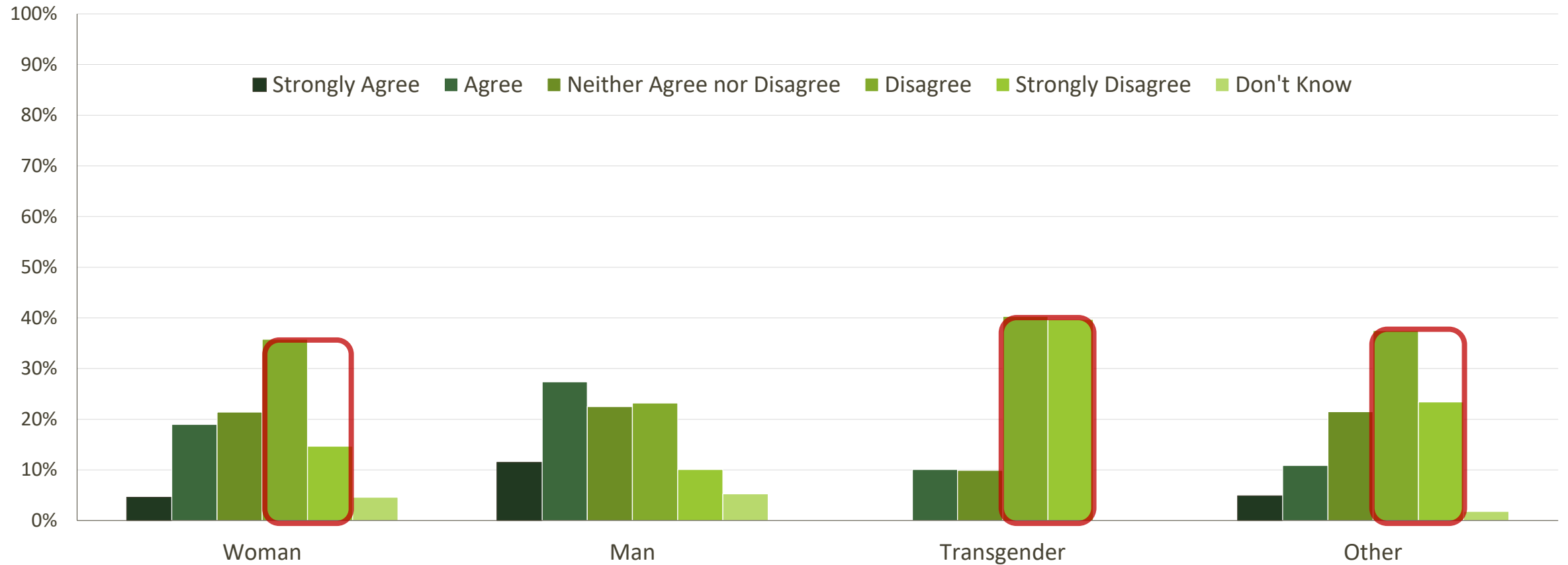
More Black/African American and White Portlanders disagreed that "anyone can succeed and thrive regardless of identity"
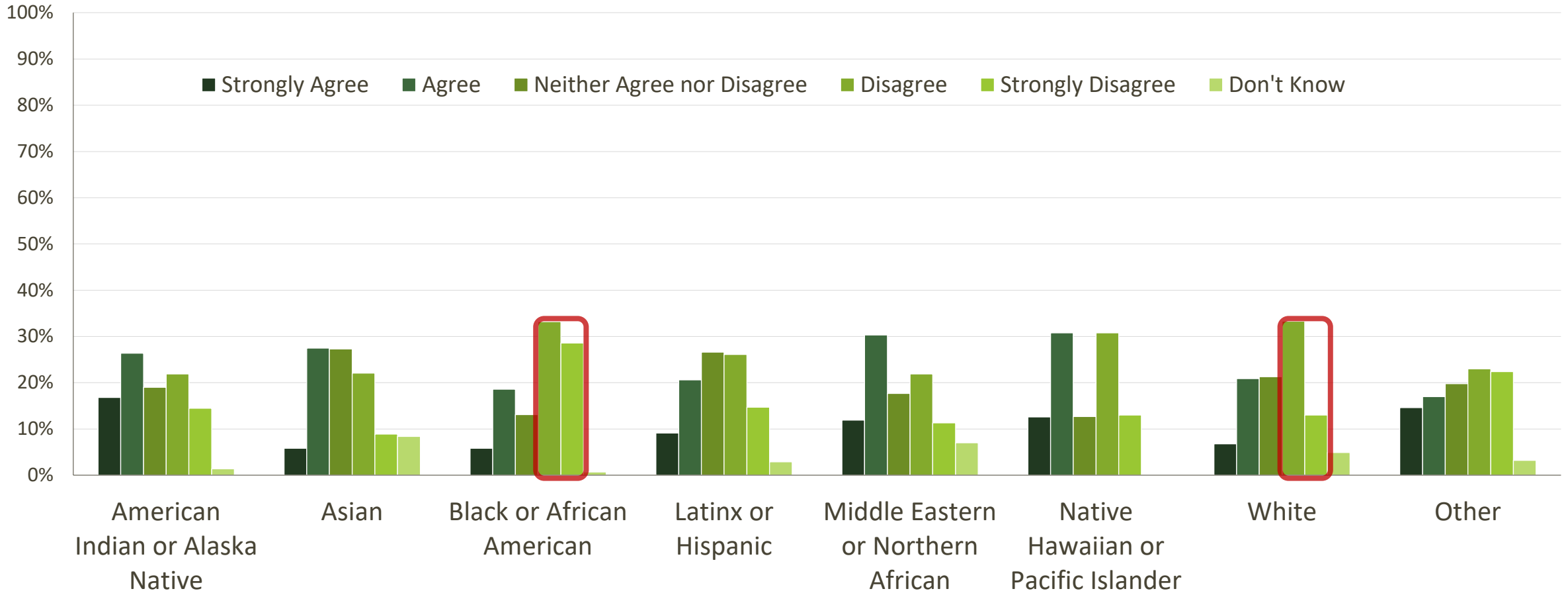
Survey: Reasons for Hybrid Sampling

Methodologically sound

- Modern approaches to surveying support combining probability and non-probability samples

- Statistical weighting is used to reduce sample bias

Inclusion of underrepresented groups

- It is extremely difficult to reach underrepresented communities via phone, mail, or web modalities in randomized sampling

- Non-probability sampling is more effective for some groups

Oversampling in randomized surveys is challenging

- Oversampling with random selection is costly and is commonly insufficient