



# LANE COUNTY, OREGON 2009



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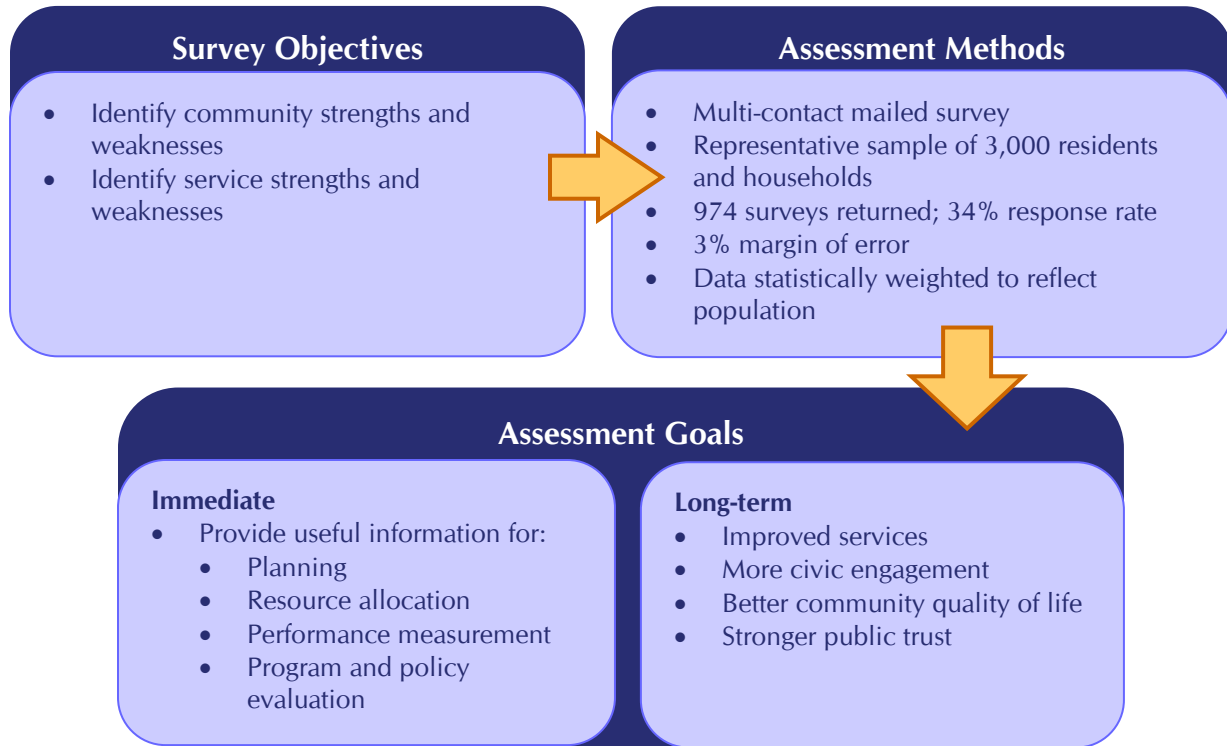
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## SURVEY BACKGROUND

### ABOUT THE NATIONAL CITIZEN SURVEY™

The National Citizen Survey™ (The NCS) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided by local government. The survey results may be used by staff, elected officials and other stakeholders for community planning and resource allocation, program improvement and policy making.

FIGURE 1: THE NATIONAL CITIZEN SURVEY™ METHODS AND GOALS



The NCS focuses on a series of community characteristics and local government services, as well as issues of public trust. Resident behaviors related to civic engagement in the community also were measured in the survey.

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS



The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage-paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 974 completed surveys were obtained, providing an overall response rate of 34%. Typically, the response rates obtained on citizen surveys range from 25% to 40%.

The National Citizen Survey™ customized for Lane County was developed in close cooperation with local jurisdiction staff. Lane County selected items from a menu of questions about services and community problems and provided the appropriate letterhead and signatures for mailings. Lane County also augmented The National Citizen Survey™ basic service through a variety of options including a custom set of benchmark comparisons, crosstabulation of results, an open-ended question and several policy questions.

## UNDERSTANDING THE RESULTS

As shown in Figure 2, this report is based around respondents' reports about eight larger categories: community quality, community design, public safety, environmental sustainability, recreation and wellness, community inclusiveness, civic engagement and public trust. Each section begins with residents' ratings of community characteristics and is followed by residents' ratings of service quality. For all evaluative questions, the percent of residents rating the service or community feature as "excellent" or "good" is presented. To see the full set of responses for each question on the survey, please see Appendix A: Complete Survey Frequencies.

### Margin of Error

It is customary to describe the precision of estimates made from surveys by a "level of confidence" and accompanying "confidence interval" (or margin of error). A traditional confidence level, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the estimates made from the survey results. The confidence interval for the Lane County survey is no greater than plus or minus three percentage points around any given percent reported for the entire sample (974 completed surveys). A 95% confidence interval indicates that for every 100 random samples of this many residents, the population response to that question would be within the stated interval 95 times. For example, if 75% of residents rate a service as "excellent" or "good," then the 5% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 70% and 80%

### Comparing Survey Results

Certain kinds of services tend to be thought better of by residents in many communities across the country. For example, public safety services tend to be received better than transportation services by residents of most American counties. Where possible, the better comparison is not from one service to another in Lane County, but from Lane County services to services like them provided by other jurisdictions.

### Benchmark Comparisons

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. Most jurisdictions in NRC's database conduct surveys every two years or more frequently. NRC makes every effort to maintain the most up to date and comprehensive comparative database possible. No data older than five years is used. Lane County chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (populations of 200,000 or more). A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the Lane County Survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons were available, Lane County results were noted as being "above" the benchmark, "below" the benchmark or "similar to" the benchmark. This evaluation of "above," "below" or "similar to" comes from a statistical comparison of Lane County's rating to the benchmark.

## **“Don’t Know” Responses and Rounding**

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select more than one answer. When the total exceeds 100% in a table for a multiple response question, it is because some respondents did select more than one response. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of percentages being rounded to the nearest whole number.

For more information on understanding The NCS report, please see Appendix B: Survey Methodology.

## EXECUTIVE SUMMARY

This report of Lane County survey provides the opinions of a representative sample of residents about community quality of life, service delivery, civic participation and unique issues of local interest. A periodic sounding of resident opinion offers staff, elected officials and other stakeholders an opportunity to identify challenges and to plan for and evaluate improvements and to sustain services and amenities for long-term success.

Most residents experience a good quality of life in Lane County and believe the county is a good place to live. The overall quality of life in Lane County was rated as “excellent” or “good” by 67% of respondents. Almost all report they plan on staying in Lane County for the next five years.

A variety of characteristics of the community was evaluated by those participating in the study. The characteristics receiving the most favorable ratings were opportunities to volunteer, recreational opportunities, quality of overall natural environment, and the availability of paths and walking trails in Lane County. The characteristics receiving the least positive ratings were employment opportunities, availability of affordable quality child care, and the availability of affordable quality housing.

Ratings of community characteristics were compared to the benchmark database. Of the 26 characteristics for which comparisons were available, 12 were above the benchmark comparison, two were similar to the benchmark comparison and 12 were below.

Residents in Lane County were civically engaged. While only 25% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 97% had provided help to a friend or neighbor. A majority had volunteered their time to some group or activity in Lane County, which was higher than the benchmark.

In general, survey respondents demonstrated mild trust in local government. Less than half rated the overall direction being taken by Lane County as “good” or “excellent.” This was lower than the benchmark. Those residents who had interacted with an employee of Lane County in the previous 12 months gave high marks to those employees. Most rated their overall impression of employees as “excellent” or “good.”

On average, residents gave somewhat favorable ratings to many local government services. Most of the County services rated were able to be compared to the benchmark database. Of the 30 services for which comparisons were available, four were above the benchmark comparison, two were similar to the benchmark comparison and 24 were below.

A Key Driver Analysis<sup>1</sup> was conducted for Lane County which examined the relationships between ratings of each service and ratings of Lane County's services overall. Those key driver services that correlated most strongly with residents' perceptions about overall county service quality have been identified. By targeting improvements in key services, Lane County can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality.

Services found to be most strongly correlated with ratings of overall service quality from the Lane County Key Driver Analysis were:

- County parks
- Sheriff services
- Public information services
- Lane County open space
- Land use, planning and zoning
- Snow removal
- Health services

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<sup>1</sup> For a detailed description of Key Driver Analysis, please see page 46.

## COMMUNITY RATINGS

### OVERALL COMMUNITY QUALITY

Overall quality of community life may be the single best indicator of success in providing the natural ambience, services and amenities that make for an attractive community. The National Citizen Survey™ contained many questions related to quality of community life in Lane County – not only direct questions about quality of life overall and in neighborhoods, but questions to measure residents’ commitment to Lane County. Residents were asked whether they planned to move soon or if they would recommend Lane County to others. Intentions to stay and willingness to make recommendations provide evidence that Lane County offers services and amenities that work.

Many of Lane County’s residents gave favorable ratings to their neighborhoods and the community as a place to live. Further, most reported they would recommend the community to others and plan to stay for the next five years.

FIGURE 3: RATINGS OF OVERALL COMMUNITY QUALITY

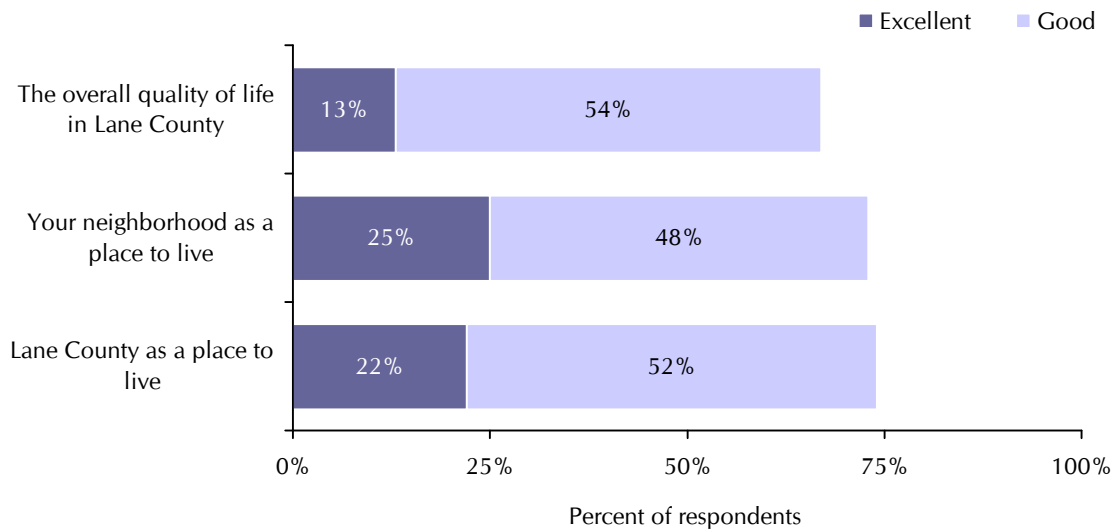


FIGURE 4: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY

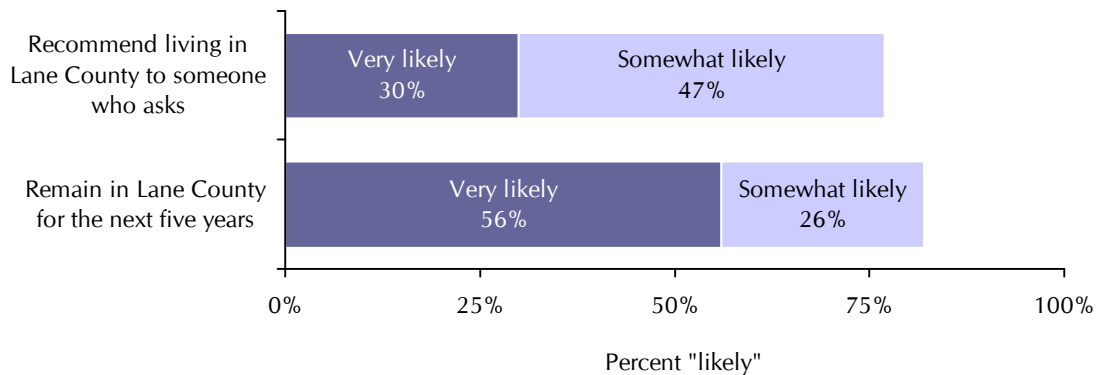


FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

	National comparison	Populations 200,000 or more comparison
The overall quality of life in Lane County	Below	Below
Your neighborhood as a place to live	Below	Similar
Lane County as a place to live	Below	Below
Remain in Lane County for the next five years	Similar	Above
Recommend living in Lane County to someone who asks	Below	Above

## COMMUNITY DESIGN

### Transportation

The ability to move easily throughout a community can greatly affect the quality of life of residents by diminishing time wasted in traffic congestion and by providing opportunities to travel quickly and safely by modes other than the automobile. High quality options for resident mobility not only require local government to remove barriers to flow but they require government programs and policies that create quality opportunities for all modes of travel.

Residents responding to the survey were given a list of six aspects of mobility to rate on a scale of “excellent,” “good,” “fair” and “poor.” Ease of walking in Lane County was given the most positive rating, followed by ease of bicycle travel. These ratings tended to be higher than the benchmarks.

FIGURE 6: RATINGS OF TRANSPORTATION IN COMMUNITY

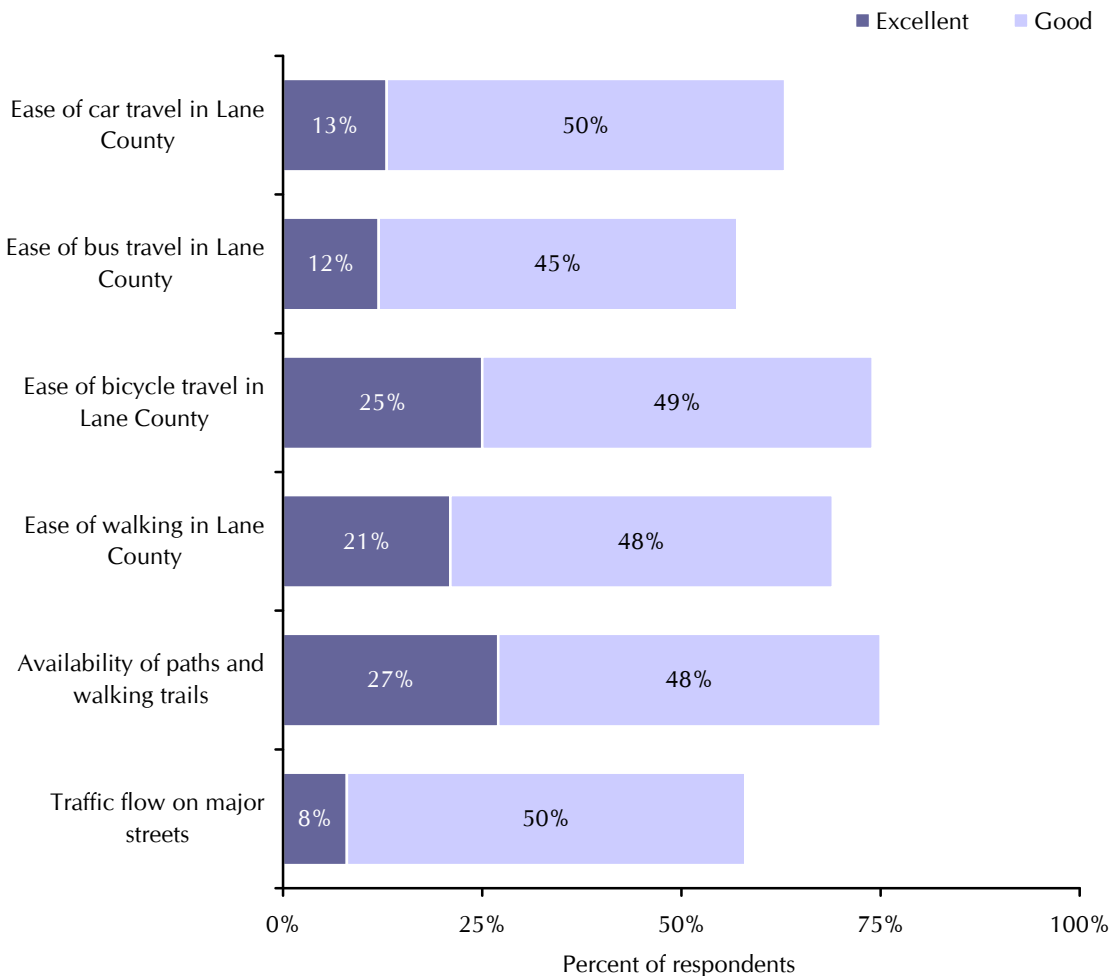


FIGURE 7: COMMUNITY TRANSPORTATION BENCHMARKS

	National comparison	Populations 200,000 or more comparison
Ease of bus travel in Lane County	Above	Above
Ease of car travel in Lane County	Above	Above
Ease of walking in Lane County	Above	Above
Ease of bicycle travel in Lane County	Above	Above
Availability of paths and walking trails	Above	Above
Traffic flow on County roads	Above	Above

Three transportation services were rated in Lane County. As compared to most communities across America, ratings tended to be a mix of positive and negative: bus or transit services were above the benchmark, road repair and snow removal on County roads and highways were below the benchmarks.

FIGURE 8: RATINGS OF TRANSPORTATION AND PARKING SERVICES

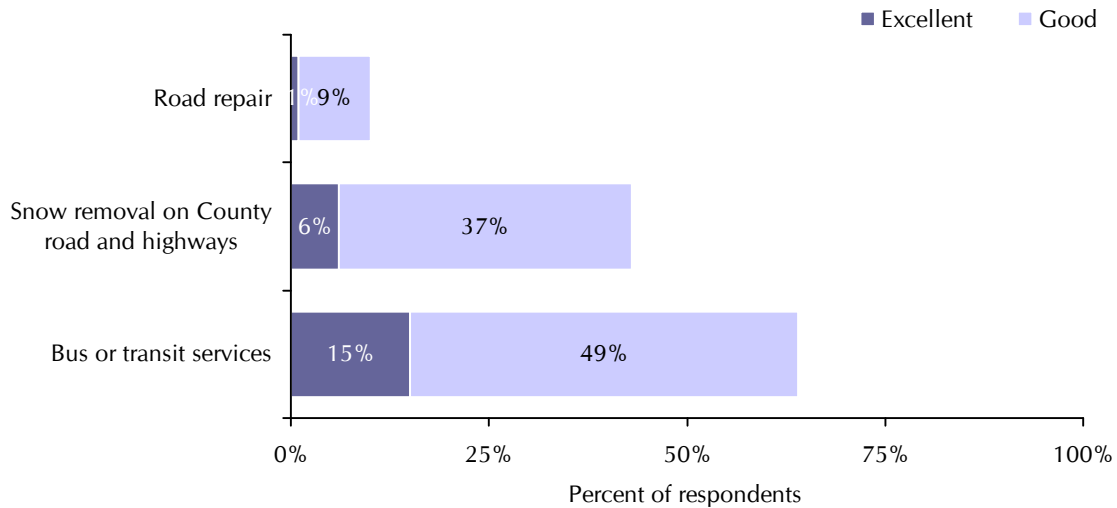


FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	National comparison	Populations 200,000 or more comparison
Road repair	Below	Below
Snow removal on County roads and highways	Below	Below
Bus or transit services	Above	Above

By measuring choice of travel mode over time, communities can monitor their success in providing attractive alternatives to the traditional mode of travel, the single-occupied automobile. When asked how they typically traveled to work, single-occupancy (SOV) travel was the overwhelming mode of use. However, 4% of work commute trips were made by transit, 6% by bicycle and 4% by foot.

FIGURE 10: FREQUENCY OF BUS USE IN LAST 12 MONTHS

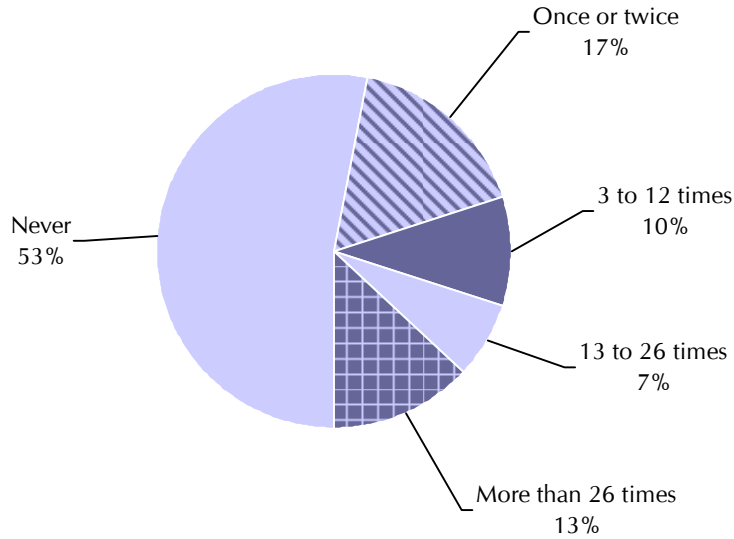
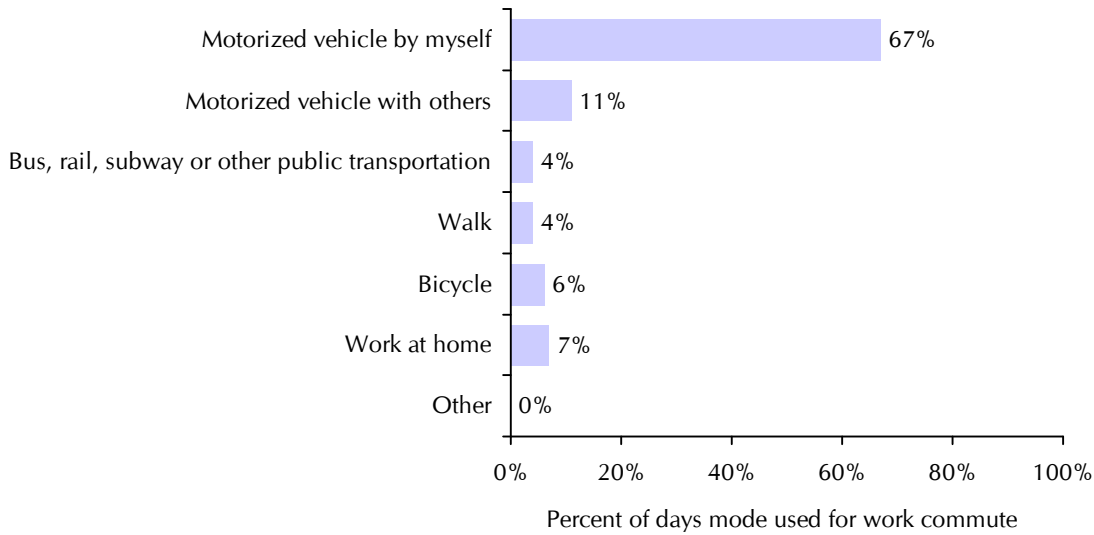


FIGURE 11: FREQUENCY OF BUS USE BENCHMARKS

	National comparison	Populations 200,000 or more comparison
Ridden a local bus within Lane County	Above	Above

FIGURE 12: MODE OF TRAVEL USED FOR WORK COMMUTE



## Housing

Housing variety and affordability are not luxuries for any community. When there are too few options for housing style and affordability, the characteristics of a community tilt heavily to a homogeneous palette, often of well-off residents. While this may seem attractive to a community, the absence of affordable townhomes, condominiums, mobile homes, single family detached homes and apartments means that in addition to losing the vibrancy of diverse thoughts and lifestyles, the community loses the service workers that sustain all communities – police officers, school teachers, house painters and electricians. These workers must live elsewhere and commute in at great personal cost and to the detriment of traffic flow and air quality. Furthermore lower income residents who can sustain in a community with mostly high cost housing pay so much of their income to rent or mortgage that little remains to bolster their own quality of life or local business.

The survey of Lane County residents asked respondents to reflect on the availability of affordable housing as well as the variety of housing options. The availability of affordable housing was rated as “excellent” or “good” by 24% of respondents. The rating of perceived affordable housing availability was worse in Lane County than the ratings, on average, in comparison jurisdictions.

FIGURE 13: RATINGS OF HOUSING IN COMMUNITY

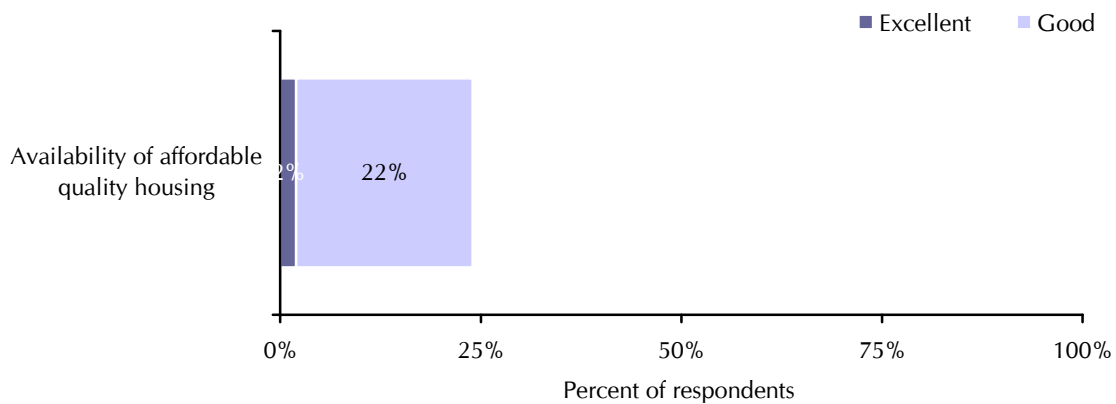


FIGURE 14: HOUSING CHARACTERISTICS BENCHMARKS

	National comparison	Populations 200,000 or more comparison
Availability of affordable quality housing	Below	Below

To augment the perceptions of affordable housing in Lane County, the cost of housing as reported in the survey was compared to residents' reported monthly income to create a rough estimate of the proportion of residents of Lane County experiencing housing cost stress. About 46% of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 15: PROPORTION OF RESPONDENTS WHOSE HOUSING COSTS ARE "AFFORDABLE"

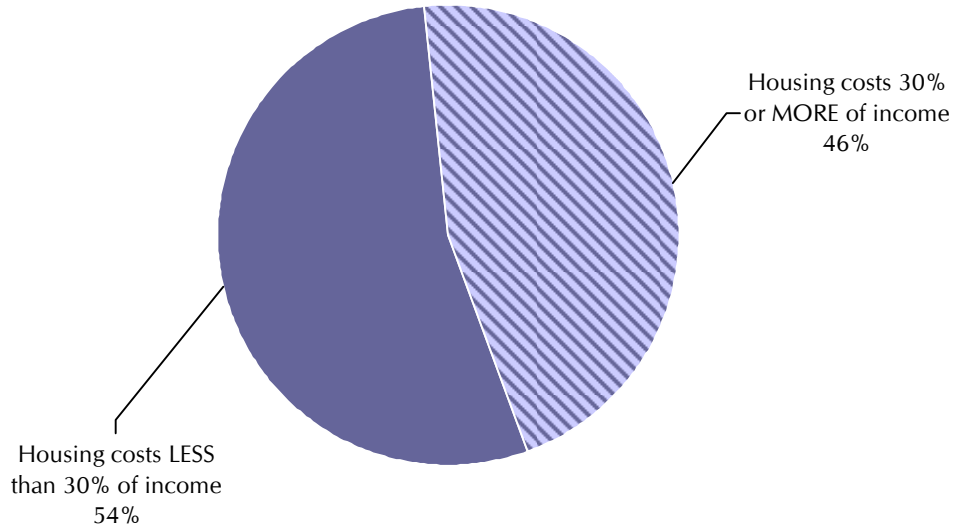


FIGURE 16: HOUSING COSTS BENCHMARKS

	National comparison	Populations 200,000 or more comparison
Experiencing housing costs stress (housing costs 30% or more of income)	Above	Above

## Land Use and Zoning

Community development contributes to a feeling among residents and even visitors of the attention given to the speed of growth, the location of residences and businesses, the kind of housing that is appropriate for the community and the ease of access to commerce, green space and residences. Even the community's overall appearance often is attributed to the planning and enforcement functions of the local jurisdiction. Residents will appreciate an attractive, well-planned community. The NCS questionnaire asked residents to evaluate the quality of new development, the appearance of Lane County and the speed of population growth. Problems with the appearance of property were rated, and the quality of land use planning, zoning and code enforcement services were evaluated.

The overall quality of new development in Lane County was rated as excellent by 3% of respondents and as good by an additional 30%. The overall appearance of Lane County was rated as "excellent" or "good" by 59% of respondents and was lower than the benchmarks. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in Lane County, 61% thought they were a "major" or "moderate problem. The services of land use, planning and zoning, code enforcement (weeds, abandoned buildings, etc), animal control were rated below the benchmarks.

FIGURE 17: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT"

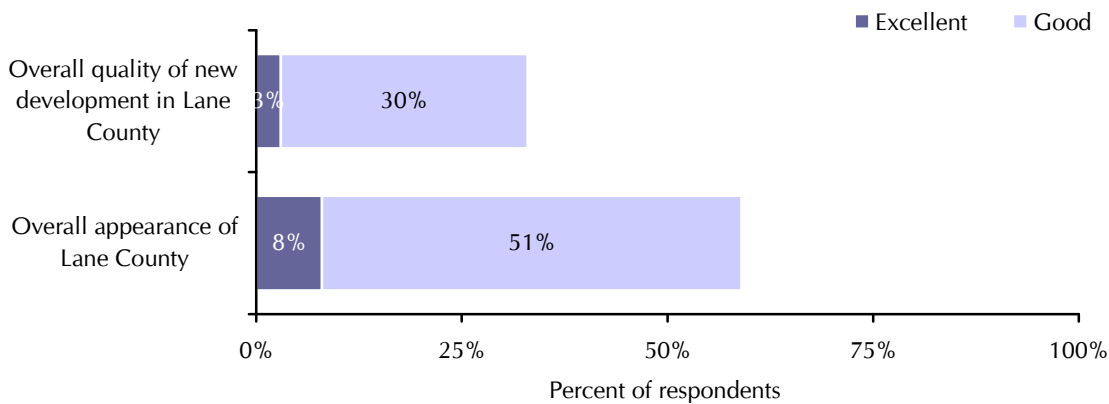


FIGURE 18: BUILT ENVIRONMENT BENCHMARKS

	National comparison	Populations 200,000 or more comparison
Overall quality of new development in Lane County	Below	Below
Overall appearance of Lane County	Below	Below

FIGURE 19: RATINGS OF POPULATION GROWTH

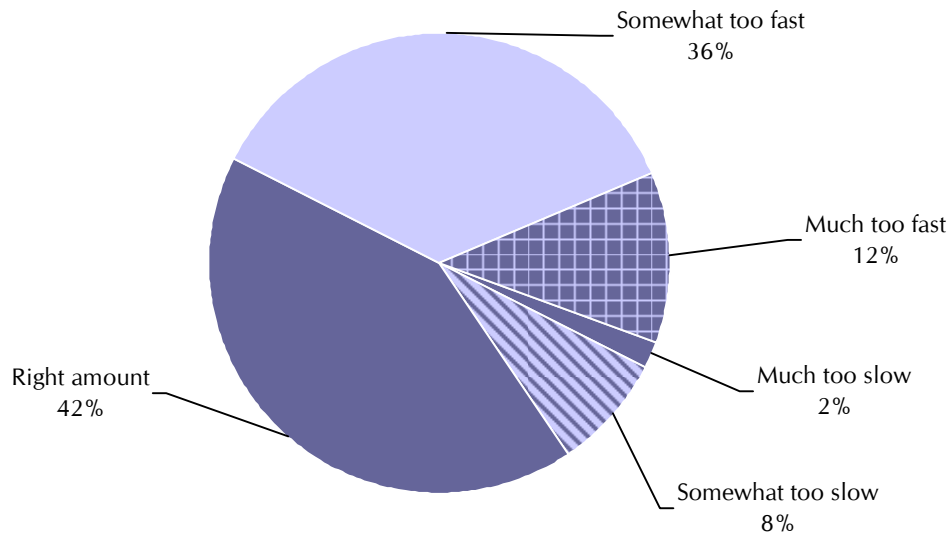


FIGURE 20: POPULATION GROWTH BENCHMARKS

	National comparison	Populations 200,000 or more comparison
Population growth seen as too fast	Similar	Below

FIGURE 21: RATINGS OF NUISANCE PROBLEMS

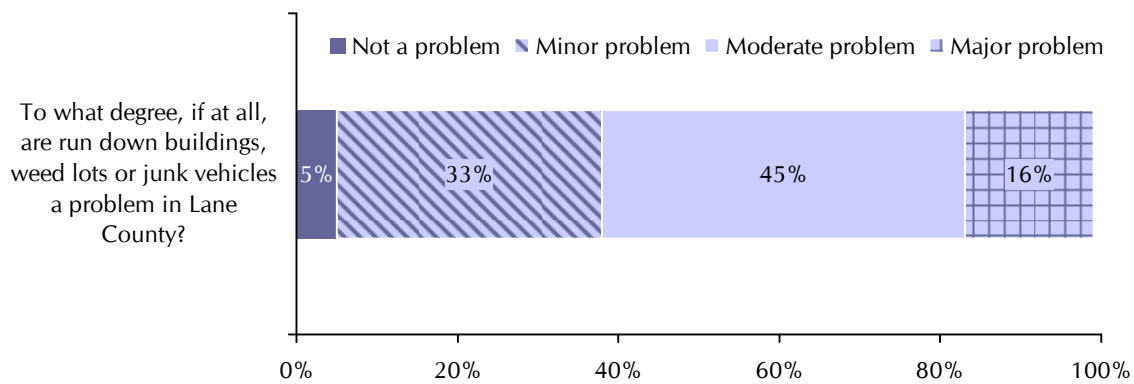


FIGURE 22: NUISANCE PROBLEMS BENCHMARKS

	National comparison	Populations 200,000 or more comparison
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Lane County?	Similar	Similar

FIGURE 23: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES

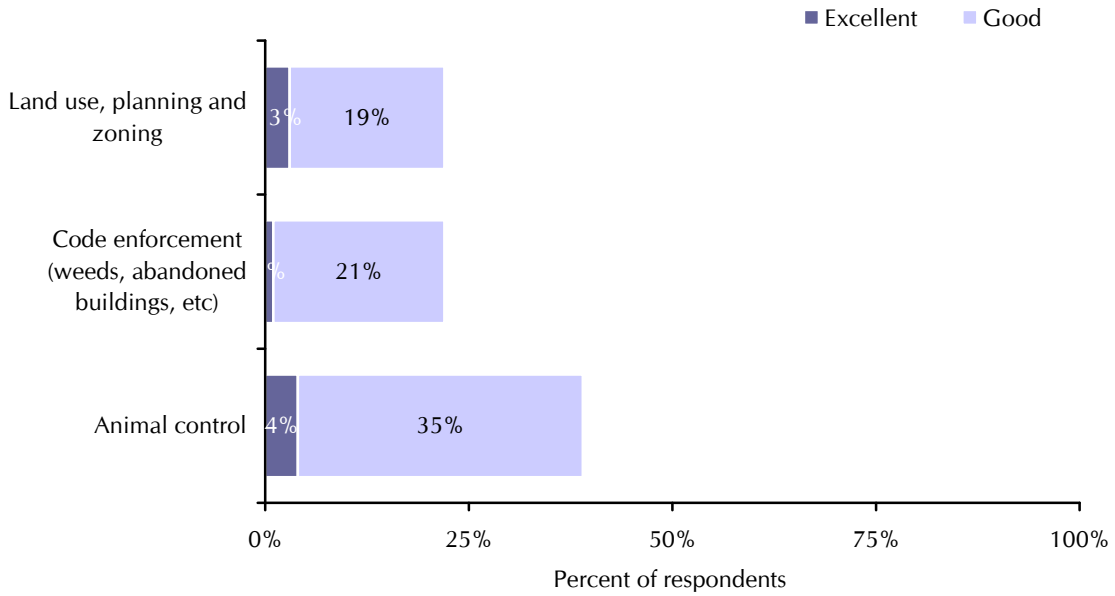


FIGURE 24: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	National comparison	Populations 200,000 or more comparison
Land use, planning and zoning	Below	Below
Code enforcement (weeds, abandoned buildings, etc)	Below	Below
Animal control	Below	Below

## ECONOMIC SUSTAINABILITY

The health of the economy may color how residents perceive their environment and all the services that local government delivers. In particular, a strong or weak local economy will shape what residents think about job and shopping opportunities. Just as residents have an idea about the speed of local population growth, they have a sense of how fast job and shopping opportunities are growing.

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated features were shopping opportunities and overall quality of business and service establishments in Lane County. Receiving the lowest rating was employment opportunities.

FIGURE 25: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES

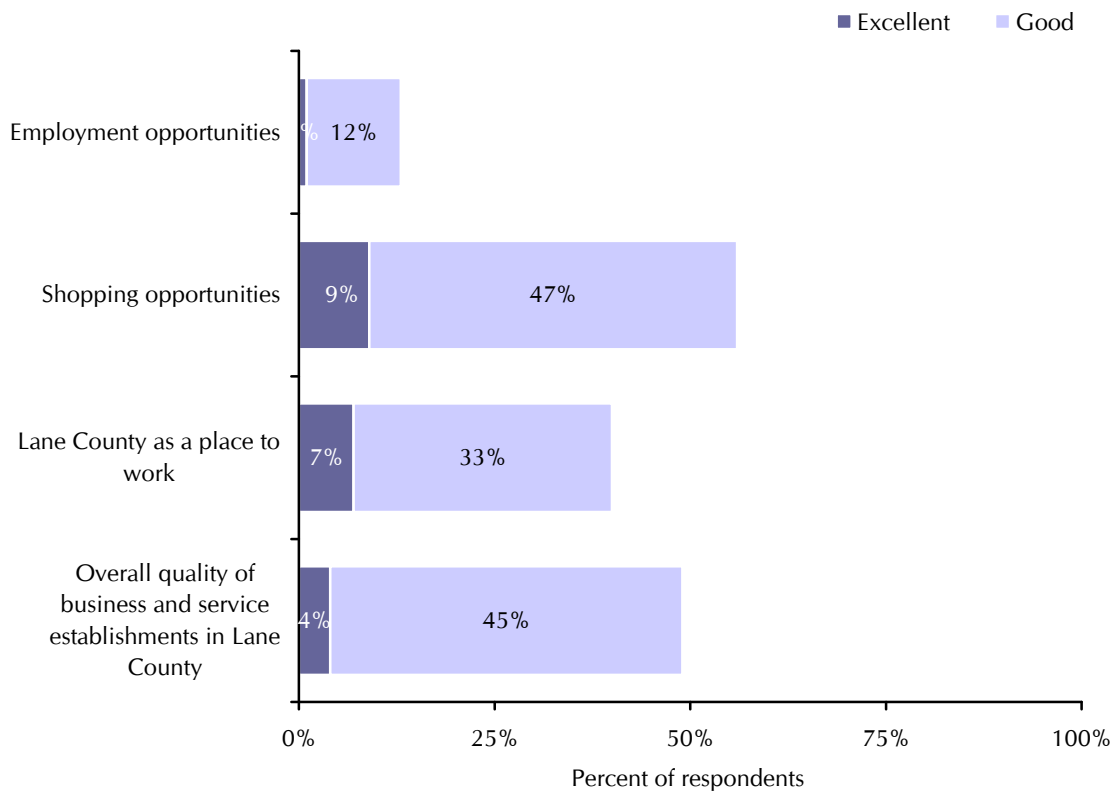


FIGURE 26: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	National comparison	Populations 200,000 or more comparison
Employment opportunities	Below	Below
Shopping opportunities	Above	Below
Lane County as a place to work	Below	Below
Overall quality of business and service establishments in Lane County	Not available	Not available

When asked to evaluate the rate of job growth in Lane County, 94% responded that it was “too slow,” while 38% reported retail growth as “too slow.” More, Fewer residents in Lane County compared to other jurisdictions believed that retail growth was too slow and more residents believed that job growth was too slow.

FIGURE 27: RATINGS OF RETAIL AND JOB GROWTH

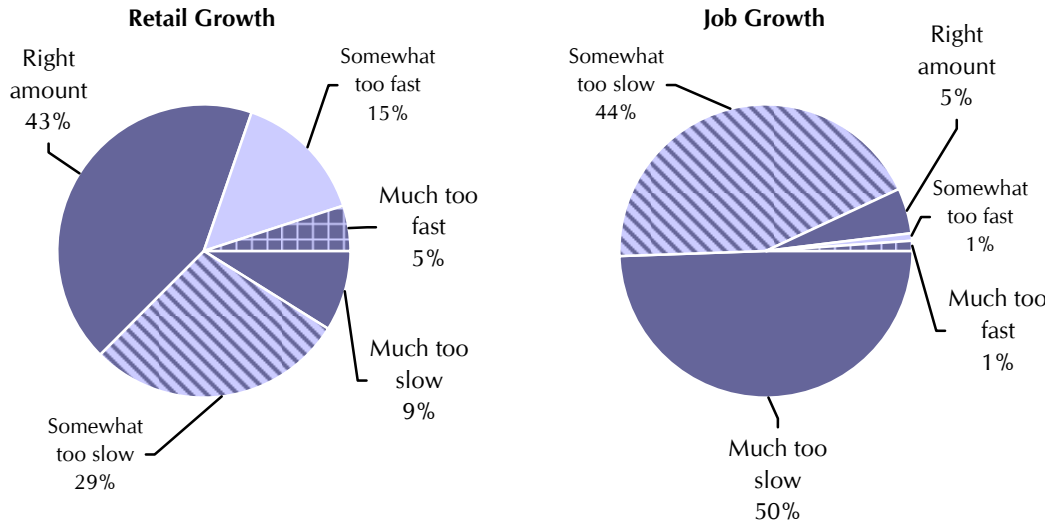


FIGURE 28: RETAIL AND JOB GROWTH BENCHMARKS

	National comparison	Populations 200,000 or more comparison
Retail growth seen as too slow	Above	Above
Jobs growth seen as too slow	Above	Above

FIGURE 29: RATINGS OF ECONOMIC DEVELOPMENT SERVICES

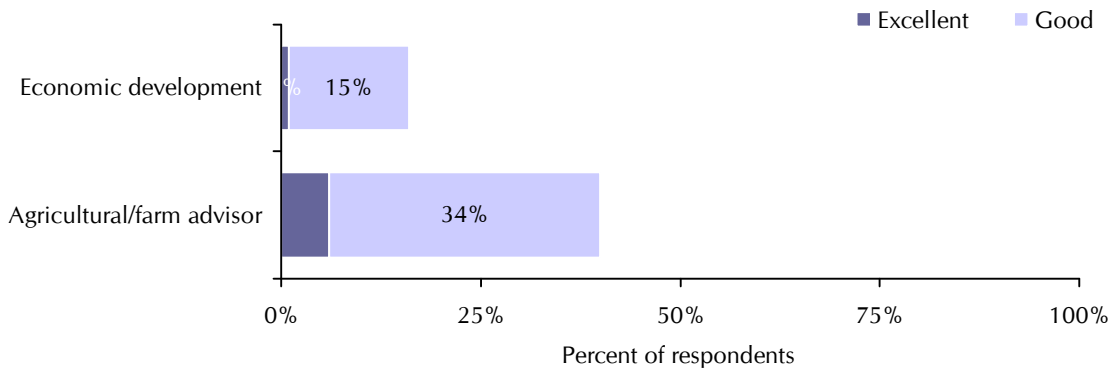


FIGURE 30: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	National comparison	Populations 200,000 or more comparison
Economic development	Below	Below
Agricultural/farm advisor	Below	Below

Residents were asked to reflect on their economic prospects in the near term. Seven percent of Lane County residents expected that the coming six months would have a “somewhat” or “very” positive impact on their family, while 70% felt that the economic future would be “somewhat” or “very” negative. The percent of residents with an optimistic outlook on their household income was less than comparison jurisdictions.

FIGURE 31: RATINGS OF PERSONAL ECONOMIC FUTURE

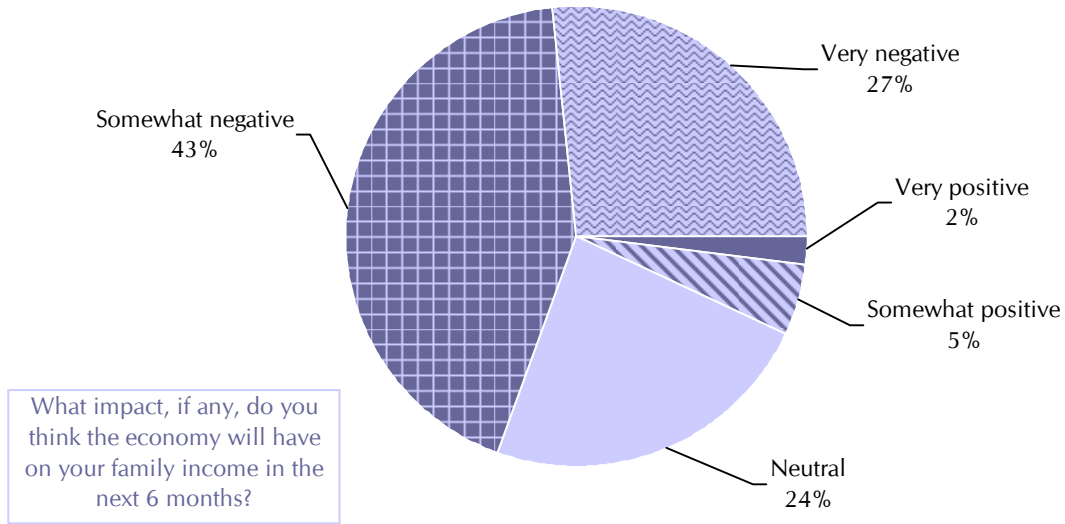


FIGURE 32: PERSONAL ECONOMIC FUTURE BENCHMARKS

	National comparison	Populations 200,000 or more comparison
Positive impact of economy on household income	Below	Below

## PUBLIC SAFETY

Safety from violent or property crimes creates the cornerstone of an attractive community. No one wants to live in fear of crime, fire or natural hazards and communities in which residents feel protected or unthreatened are communities that are more likely to show growth in population, commerce and property value.

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. About 48% percent of those completing the questionnaire said they felt “very” or “somewhat” safe from violent crimes and 61% felt “very” or “somewhat” safe from environmental hazards. Daytime sense of safety was better than nighttime safety and neighborhoods felt safer than downtown.

FIGURE 33: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY

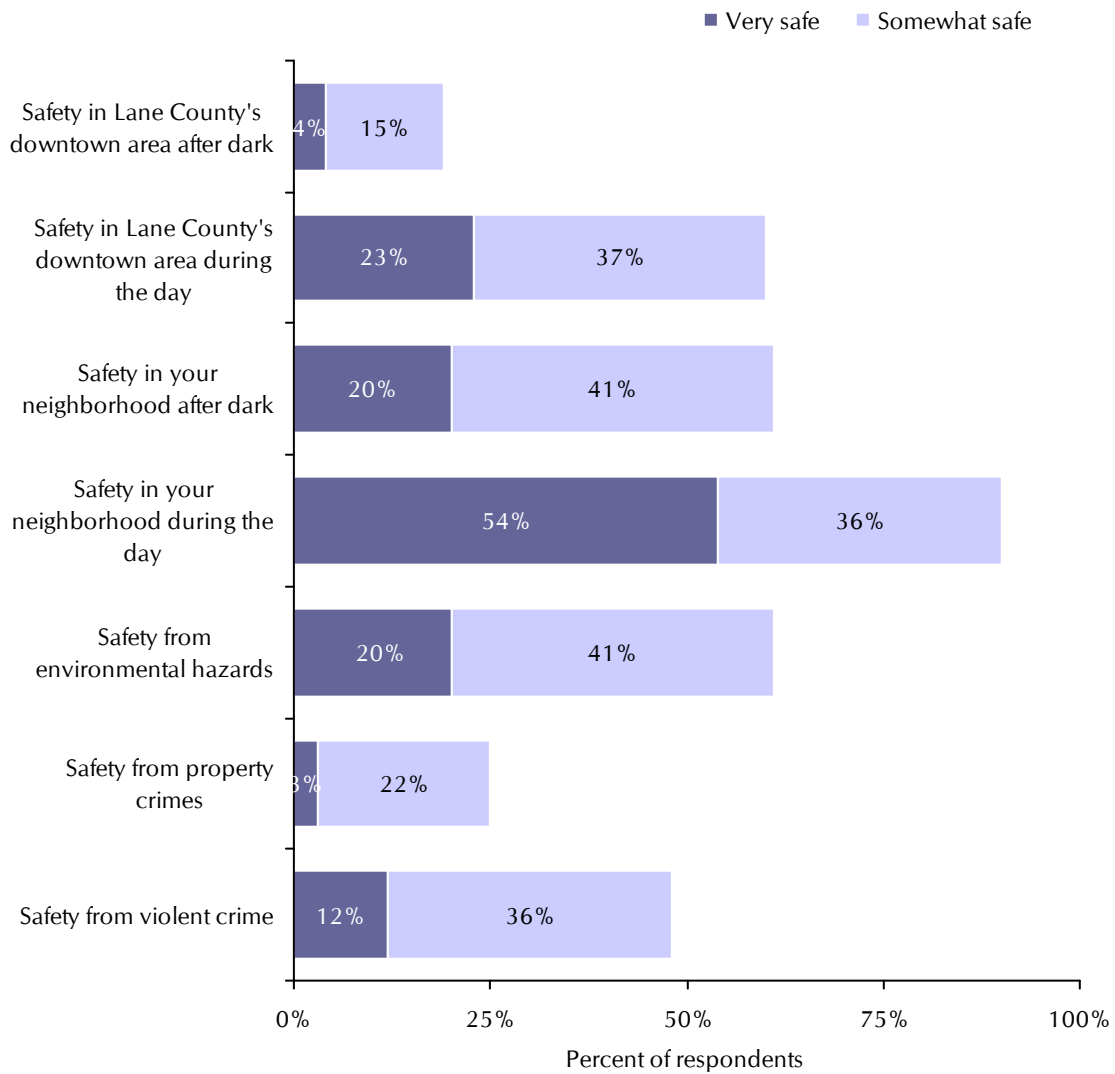


FIGURE 34: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	National comparison	Populations 200,000 or more comparison
Safety in your neighborhood during the day	Similar	Above
Safety in your neighborhood after dark	Below	Similar
Safety in Lane County's downtown area during the day	Below	Below
Safety in Lane County's downtown area after dark	Below	Below
Safety from violent crime (e.g., rape, assault, robbery)	Below	Below
Safety from property crimes (e.g., burglary, theft)	Below	Below
Environmental hazards, including toxic waste	Below	Below

As assessed by the survey, 25% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 70% had reported it to police. Compared to other jurisdictions more Lane County residents had been victims of crime in the 12 months preceding the survey and fewer residents had reported their most recent crime victimization to the police.

FIGURE 35: CRIME VICTIMIZATION AND REPORTING

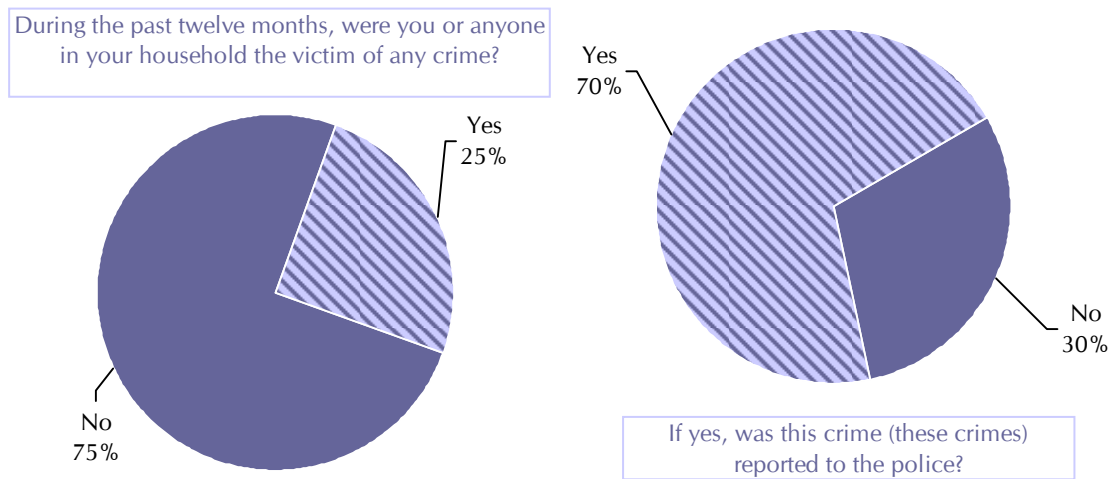


FIGURE 36: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	National comparison	Populations 200,000 or more comparison
Victim of crime	Above	Above
Reported crimes	Below	Below

Residents rated six County public safety services; of these, none were rated above the benchmark comparisons and four were related below both benchmark comparisons. Fire services and fire prevention and education received the highest ratings and while below the national benchmark, were similar to the custom comparison. Emergency preparedness and crime prevention received the lowest ratings.

FIGURE 37: RATINGS OF PUBLIC SAFETY SERVICES

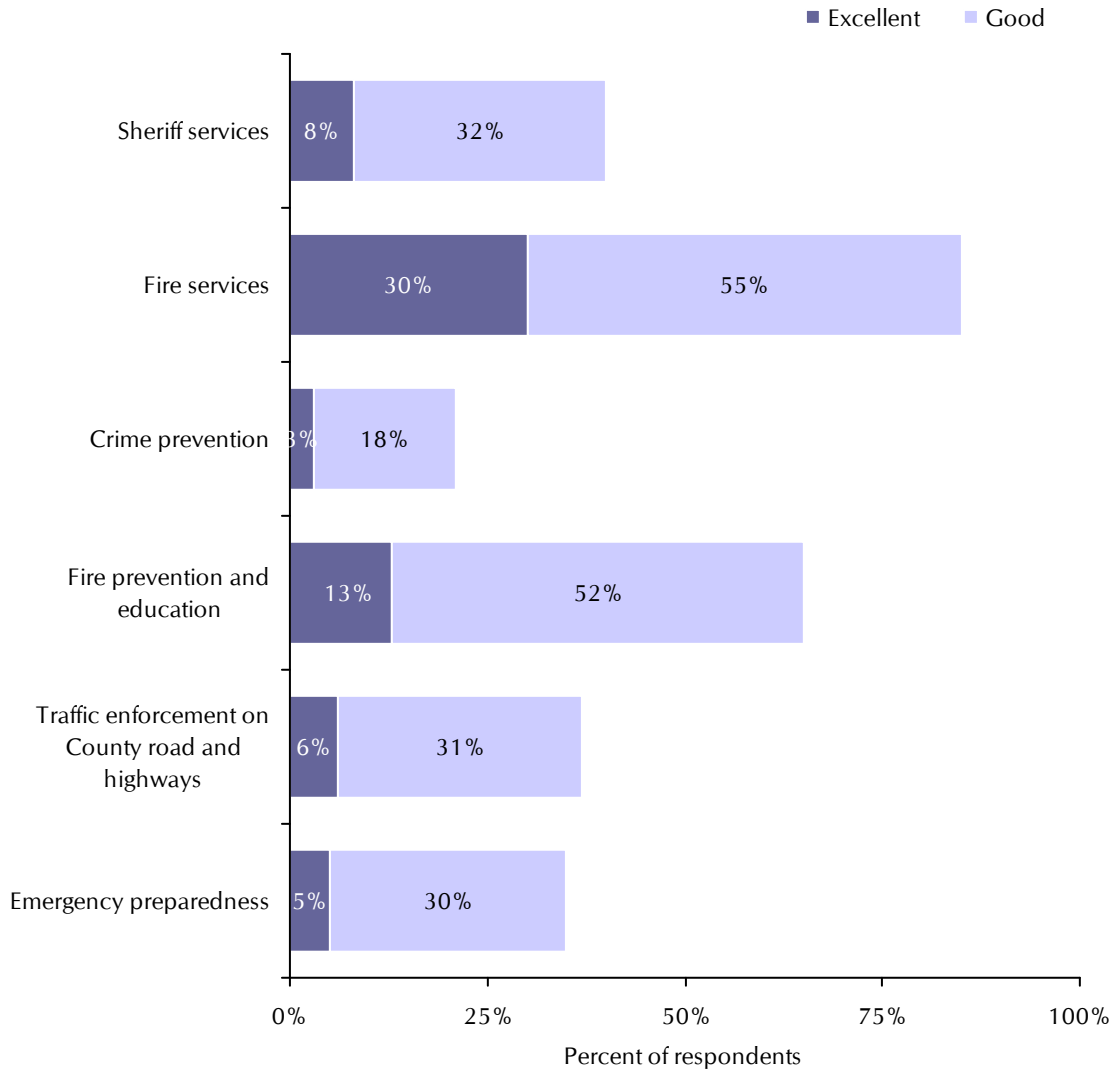


FIGURE 38: PUBLIC SAFETY SERVICES BENCHMARKS

	National comparison	Populations 200,000 or more comparison
Sheriff services	Below	Below
Fire services	Below	Similar
Crime prevention	Below	Below
Fire prevention and education	Below	Similar
Traffic enforcement on County roads and highways	Below	Below
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Below	Below

## ENVIRONMENTAL SUSTAINABILITY

Residents value the aesthetic qualities of their hometowns and appreciate features such as overall cleanliness and landscaping. In addition, the appearance and smell or taste of the air and water do not go unnoticed. These days, increasing attention is paid to proper treatment of the environment. At the same time that they are attending to community appearance and cleanliness, cities, counties, states and the nation are going “Green.” These strengthening environmental concerns extend to trash haul, recycling, sewer services, the delivery of power and water and preservation of open spaces. Treatment of the environment affects air and water quality and, generally, how habitable and inviting a place appears.

Residents of Lane County were asked to evaluate their local environment and the services provided to ensure its quality. The overall quality of the natural environment was rated as “excellent” or “good” by 74% of survey respondents. Quality of overall natural environment received the highest rating, and it was similar to the national benchmark and above the custom benchmark.

FIGURE 39: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT

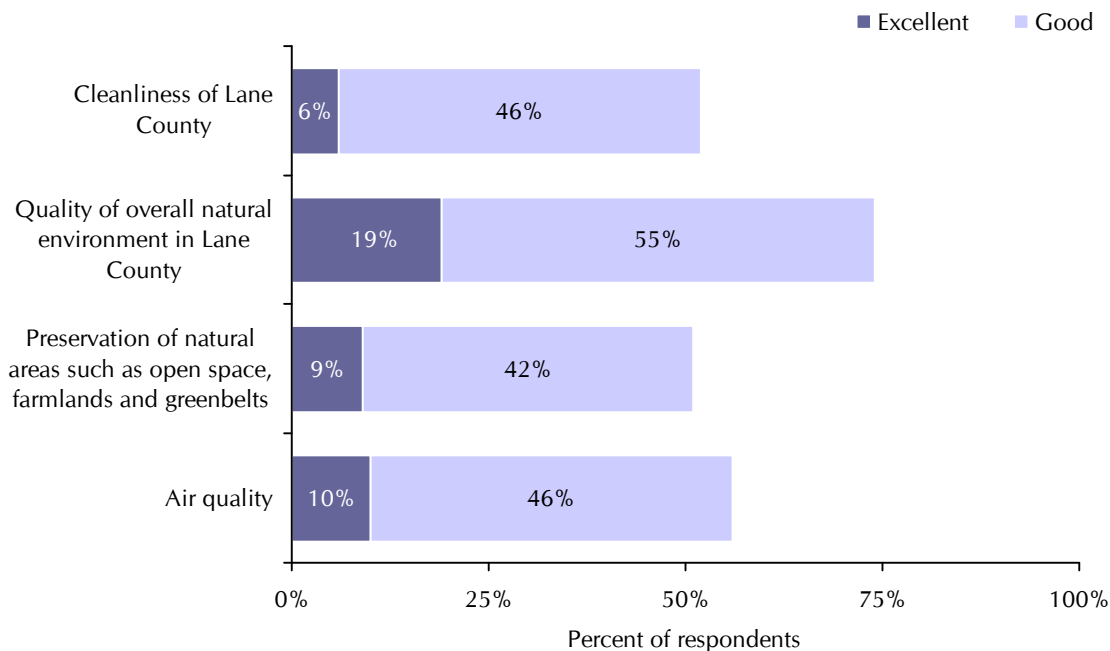


FIGURE 40: COMMUNITY ENVIRONMENT BENCHMARKS

	National comparison	Populations 200,000 or more comparison
Cleanliness of Lane County	Below	Similar
Quality of overall natural environment in Lane County	Similar	Above
Preservation of natural areas such as open space, farmlands and greenbelts	Below	Similar
Air quality	Below	Similar

Resident recycling was greater than recycling reported in comparison communities.

FIGURE 41: FREQUENCY OF RECYCLING IN LAST 12 MONTHS

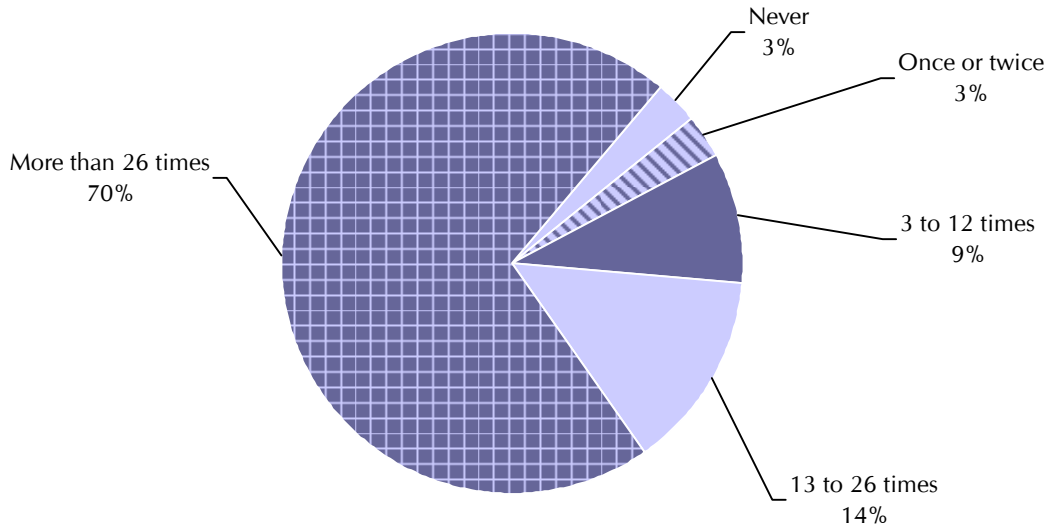


FIGURE 42: FREQUENCY OF RECYCLING BENCHMARKS

	National comparison	Populations 200,000 or more comparison
Recycled used paper, cans or bottles from your home	Above	Above

Of the two utility services rated by those completing the questionnaire, both were higher than the benchmark comparisons.

FIGURE 43: RATINGS OF UTILITY SERVICES

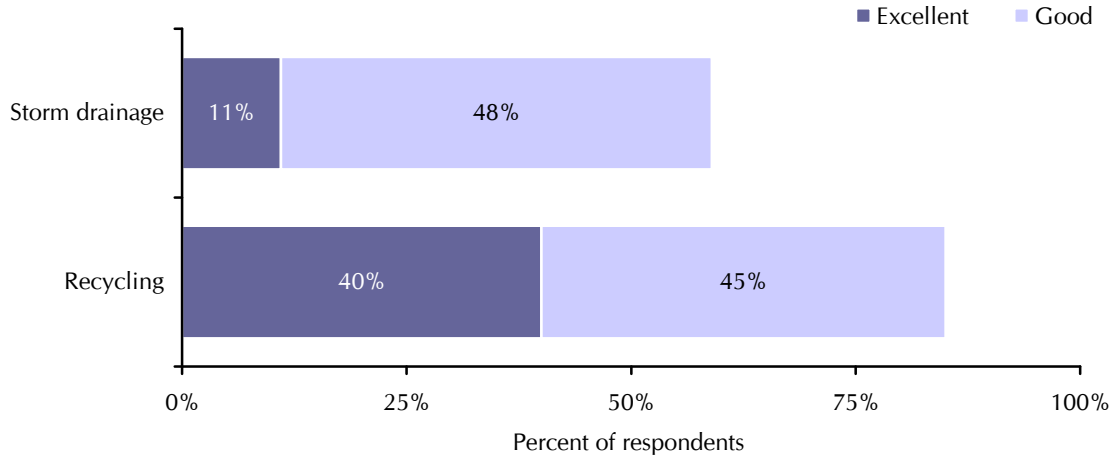


FIGURE 44: UTILITY SERVICES BENCHMARKS

	National comparison	Populations 200,000 or more comparison
Storm drainage	Above	Above
Recycling	Above	Above

## RECREATION AND WELLNESS

### Parks and Recreation

Quality parks and recreation opportunities help to define a community as more than the grind of its business, traffic and hard work. Leisure activities vastly can improve the quality of life of residents, serving both to entertain and mobilize good health. The survey contained questions seeking residents' perspectives about opportunities and services related to the community's parks and recreation services.

Recreation opportunities in Lane County were rated somewhat positively as were services related to parks and recreation. Recreational opportunities were rated higher than the benchmarks. Availability of historic sites received the lowest rating and was lower than the national benchmark.

Resident use of County parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. The percent of residents that participated in a recreation program or activity in Lane County was greater than the percent of users in comparison jurisdictions. Similarly, those who had visited a neighborhood or Lane County park was higher than in comparison jurisdictions.

FIGURE 45: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES

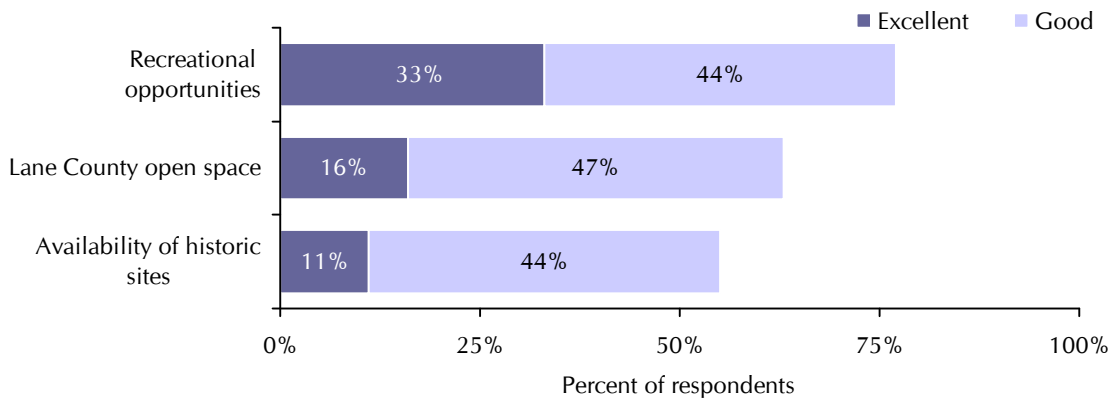


FIGURE 46: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Populations 200,000 or more comparison
Recreational opportunities	Above	Above
Lane County open space	Below	Similar
Availability of historic sites	Below	Not available

FIGURE 47: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES

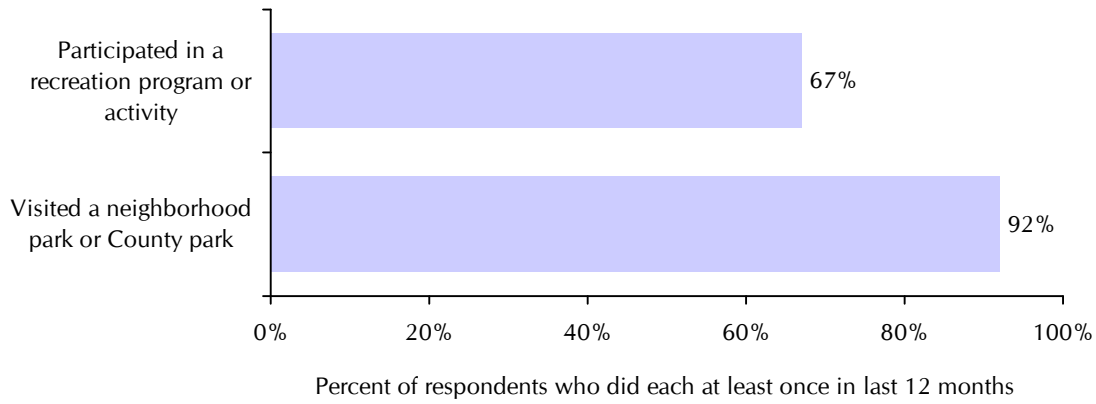


FIGURE 48: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	National comparison	Populations 200,000 or more comparison
Participated in a recreation program or activity	Above	Above
Visited a neighborhood park or County park	Above	Above

FIGURE 49: RATINGS OF PARKS AND RECREATION SERVICES

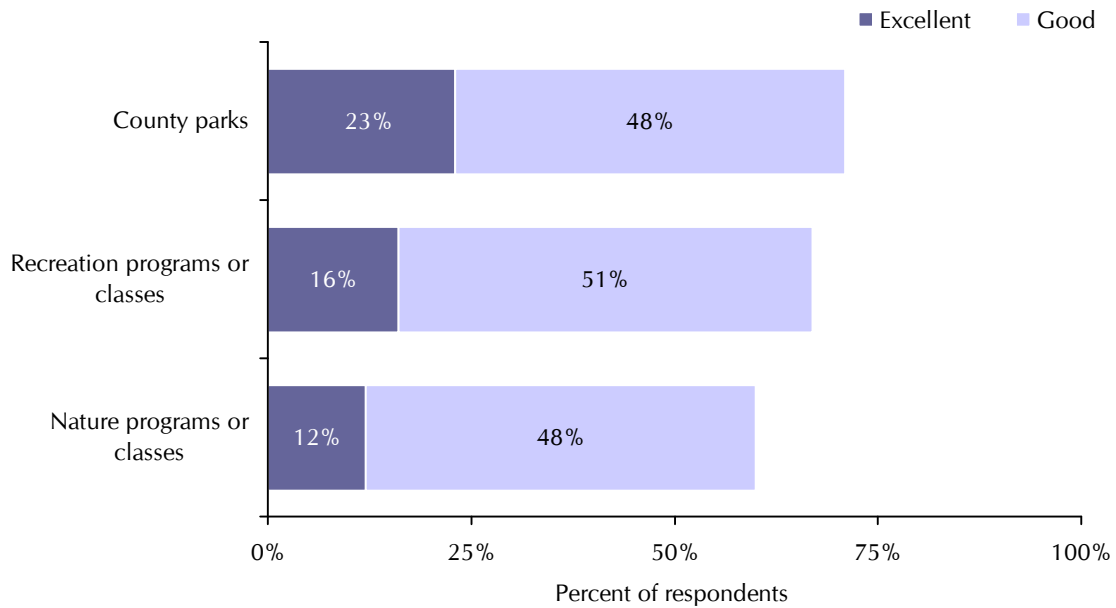


FIGURE 50: PARKS AND RECREATION SERVICES BENCHMARKS

	National comparison	Populations 200,000 or more comparison
County parks	Below	Similar
Recreation programs or classes	Similar	Similar
Nature programs or classes	Below	Not available

## Culture, Arts and Education

A full service community does not address only the life and safety of its residents. Like an individual who drudges to the office and returns home, a community that pays attention only to the life sustaining basics becomes insular, dreary and uninspiring to business and individuals. In the case of communities without thriving culture, arts and education opportunities, the magnet that attracts those who might consider relocating there is vastly weakened. Cultural, artistic, social and educational services elevate the opportunities for personal growth among residents. In the survey, residents were asked about the quality of opportunities to participate in cultural and educational activities.

Opportunities to attend cultural activities was rated as “excellent” or “good” by 67% of respondents. Educational opportunities were rated as “excellent” or “good” by 67% of respondents. Compared to the benchmark data, educational opportunities were above the nation and similar to the custom comparison, while cultural activity opportunities were rated above the benchmark comparisons.

FIGURE 51: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES

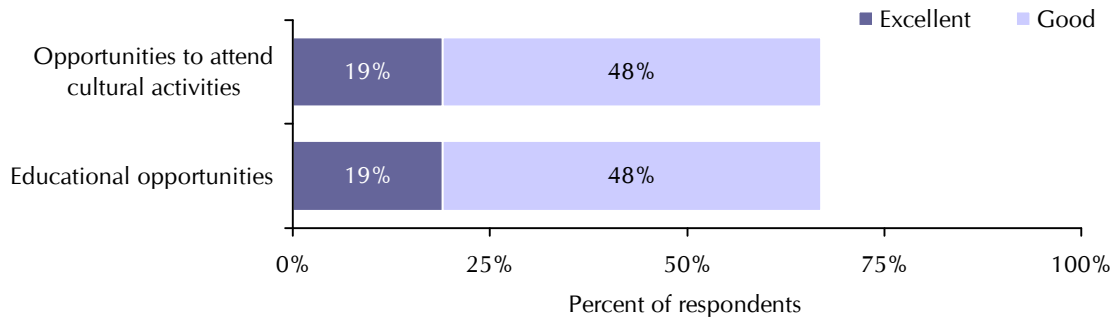


FIGURE 52: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Populations 200,000 or more comparison
Opportunities to attend cultural activities	Above	Above
Educational opportunities	Above	Similar

## Health and Wellness

Healthy residents have the wherewithal to contribute to the economy as volunteers or employees and they do not present a burden in cost and time to others. Although residents bear the primary responsibility for their good health, local government provides services that can foster that well being and that provide care when residents are ill.

Residents of Lane County were asked to rate the community’s health services as well as the availability of health care, high quality affordable food and preventive health care services. Among Lane County residents, 5% rated affordable quality health care as “excellent” while 28% rated it as “good.” Those ratings were below the ratings of comparison communities.

FIGURE 53: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES

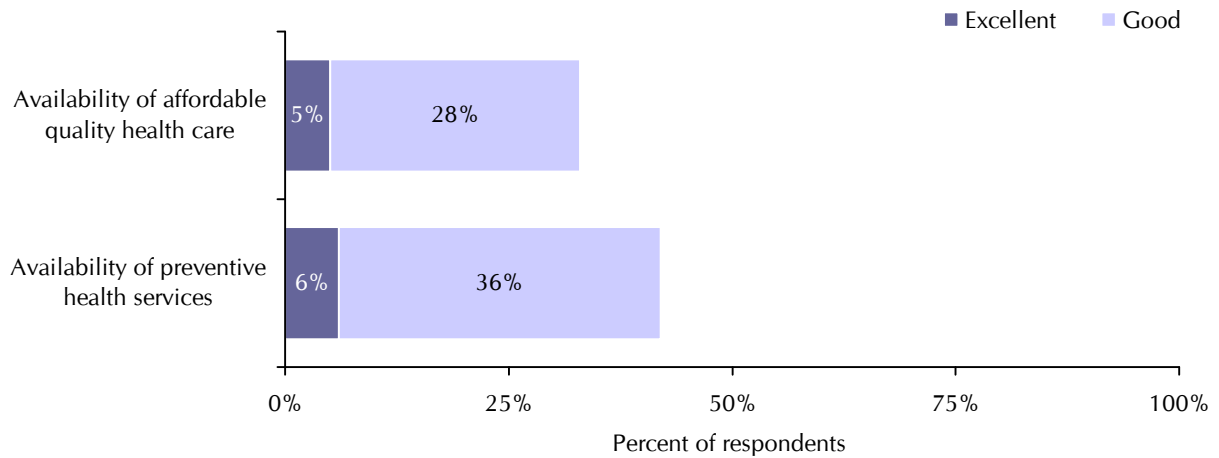


FIGURE 54: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	National comparison	Populations 200,000 or more comparison
Availability of affordable quality health care	Below	Below
Availability of preventive health services	Below	Not available

FIGURE 55: RATINGS OF HEALTH AND WELLNESS SERVICES

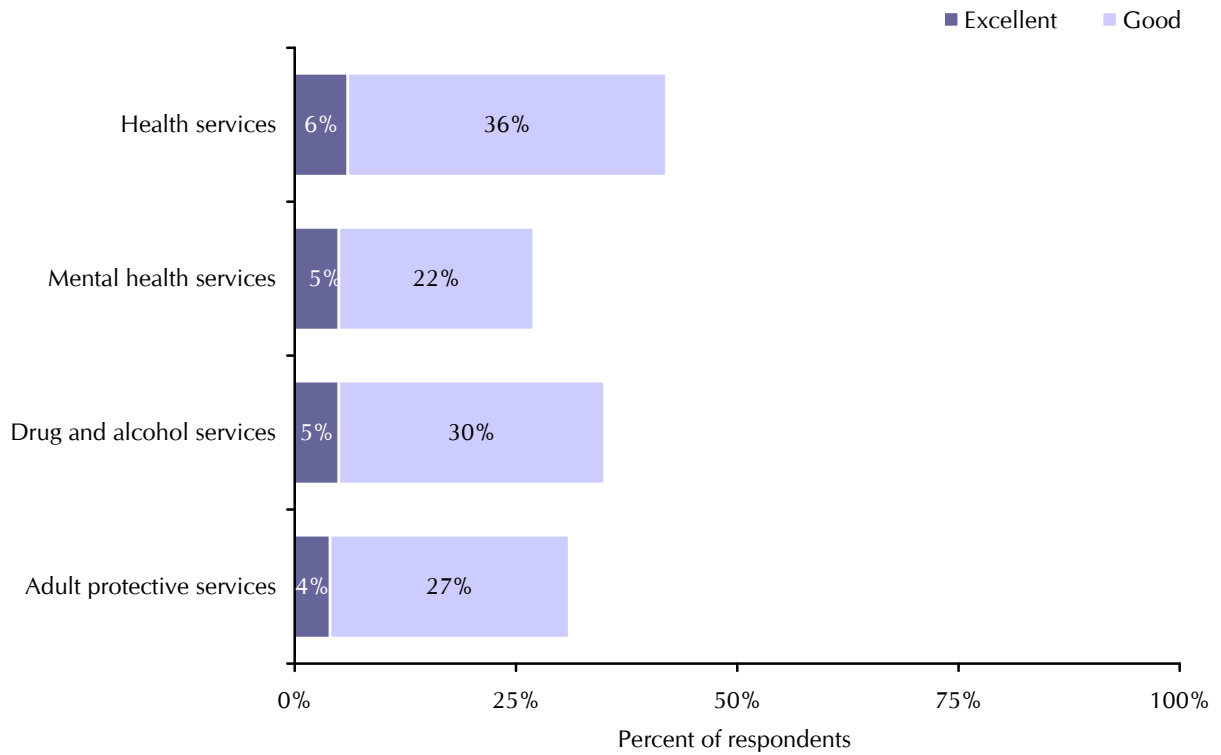


FIGURE 56: HEALTH AND WELLNESS SERVICES BENCHMARKS

	National comparison	Populations 200,000 or more comparison
Health services	Below	Below
Mental health services	Below	Below
Drug and alcohol services	Below	Below
Adult protective services	Below	Below

## COMMUNITY INCLUSIVENESS

Diverse communities that include among their residents a mix of races, ages, wealth, ideas and beliefs have the raw material for the most vibrant and creative society. However, the presence of these features alone does not ensure a high quality or desirable space. Surveyed residents were asked about the success of the mix: the sense of community, the openness of residents to people of diverse backgrounds and the attractiveness of Lane County as a place to raise children or to retire. They were also questioned about the quality of services delivered to various population subgroups, including older adults, youth and residents with few resources. A community that succeeds in creating an inclusive environment for a variety of residents is a community that offers more to many.

A moderate percentage of residents rated Lane County as an excellent or good place to raise kids and a moderate percentage rated it as an “excellent” or “good” place to retire. Some residents felt that the local sense of community was “excellent” or “good.” A similar percentage of survey respondents felt Lane County was open and accepting towards people of diverse backgrounds. Availability of affordable quality child care was rated the lowest by residents and was lower than the benchmark.

FIGURE 57: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS

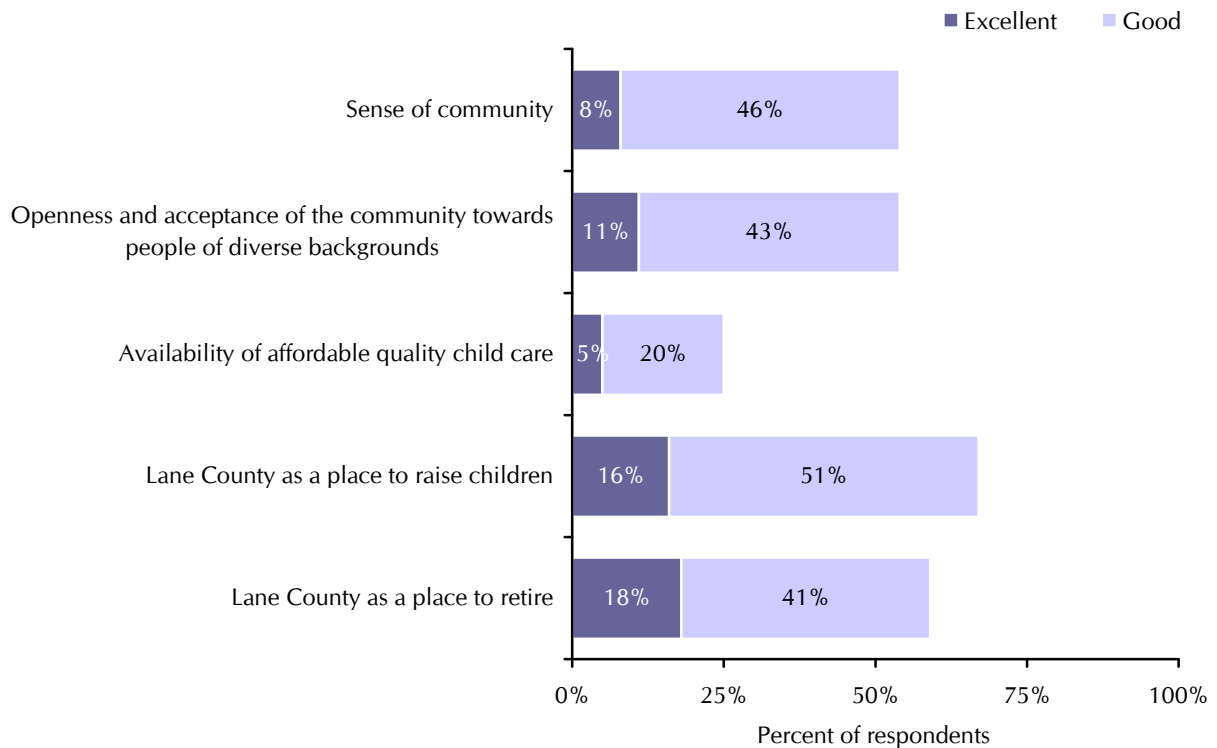


FIGURE 58: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	National comparison	Populations 200,000 or more comparison
Sense of community	Below	Similar
Openness and acceptance of the community towards people of diverse backgrounds	Below	Similar
Availability of affordable quality child care	Below	Below
Lane County as a place to raise children	Below	Similar
Lane County as a place to retire	Similar	Similar

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 38% to 49% with ratings of “excellent” or “good.” Services to low-income people were similar to the nation and above the custom benchmark while services to seniors and youth were below the benchmarks.

FIGURE 59: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS

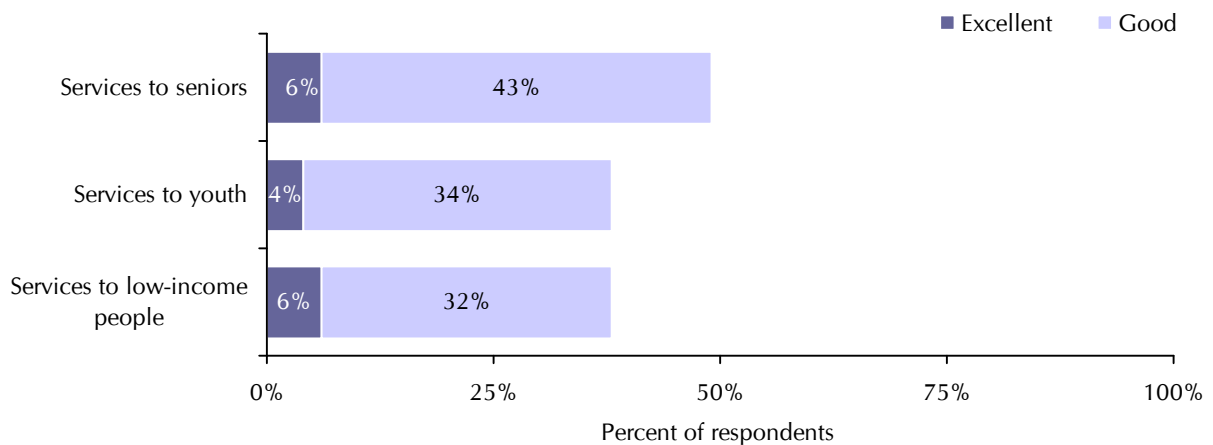


FIGURE 60: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	National comparison	Populations 200,000 or more comparison
Services to seniors	Below	Below
Services to youth	Below	Below
Services to low-income people	Similar	Above

## CIVIC ENGAGEMENT

Government leaders, elected or hired, cannot run a jurisdiction alone and a jurisdiction cannot run effectively if residents remain strangers with little to connect them. Staff and elected officials require the assistance of local residents whether that assistance comes in tacit approval or eager help; and commonality of purpose among the electorate facilitates policies and programs that appeal to most and causes discord among few. Furthermore, when neighbors help neighbors, the cost to the community to provide services to residents in need declines. When residents are civically engaged, they have taken the opportunity to participate in making the community more livable for all. The extent to which local government provides opportunities to become informed and engaged and the extent to which residents take those opportunities is an indicator of the connection between government and populace. By understanding residents' level of connection to, knowledge of and participation in local government, the County can find better opportunities to communicate and educate citizens about its mission, services, accomplishments and plans. Communities with strong civic engagement may be more likely to see the benefits of programs intended to improve the quality of life of all residents and therefore would be more likely to support those new policies or programs.

## CIVIC ACTIVITY

Respondents were asked about the perceived community volunteering opportunities and their participation as citizens of Lane County. Survey participants rated the volunteer opportunities in Lane County favorably. Opportunities to attend or participate in community matters were rated less favorably.

The rating for opportunities to participate in community matters was similar to the national comparison while the rating for opportunities to volunteer was above both comparisons.

FIGURE 61: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES

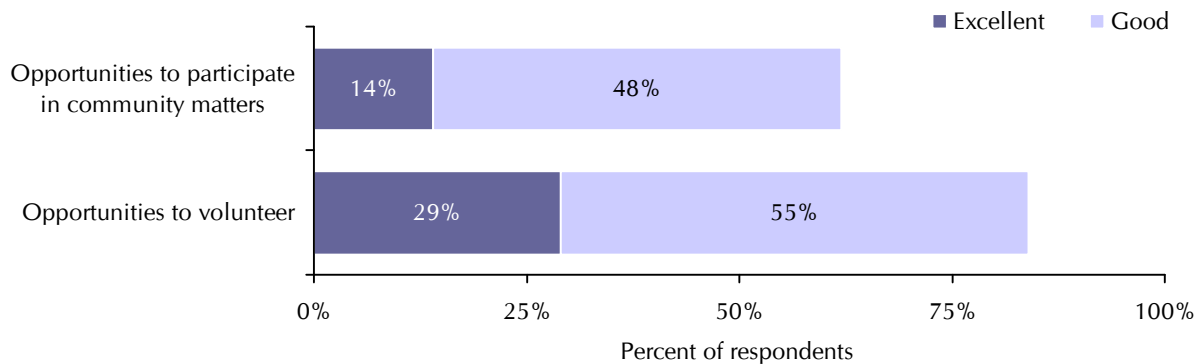


FIGURE 62: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Populations 200,000 or more comparison
Opportunities to participate in community matters	Similar	Not available
Opportunities to volunteer	Above	Above

Most of the participants in this survey had not attended a public meeting or participated in a club in the 12 months prior to the survey, but the vast majority had helped a friend. The participation rates of these civic behaviors were compared to the rates in other jurisdictions. Watched a meeting of local elected officials or other local public meeting on cable television showed similar rates of involvement; while volunteerism, participation in a club or civic group and providing help to a friend or neighbor showed higher rates. Attendance of public meetings showed lower rates of community engagement.

FIGURE 63: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES

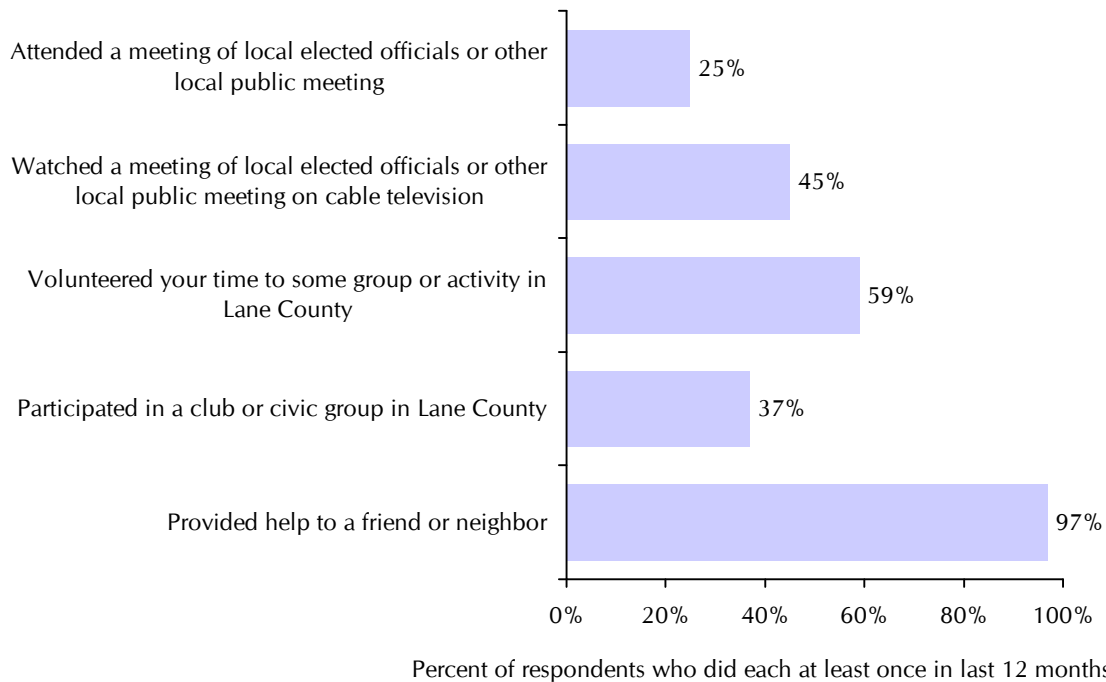


FIGURE 64: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Populations 200,000 or more comparison
Attended a meeting of local elected officials or other local public meeting	Below	Below
Watched a meeting of local elected officials or other local public meeting on cable television	Similar	Similar
Volunteered your time to some group or activity in Lane County	Above	Above
Participated in a club or civic group in Lane County	Above	Not available
Provided help to a friend or neighbor	Above	Not available

Lane County residents showed the largest amount of civic engagement in the area of electoral participation. Eighty-nine percent reported they were registered to vote and 86% indicated they had voted in the last general election. This rate of self-reported voting was higher than comparison communities.

FIGURE 65: REPORTED VOTING BEHAVIOR

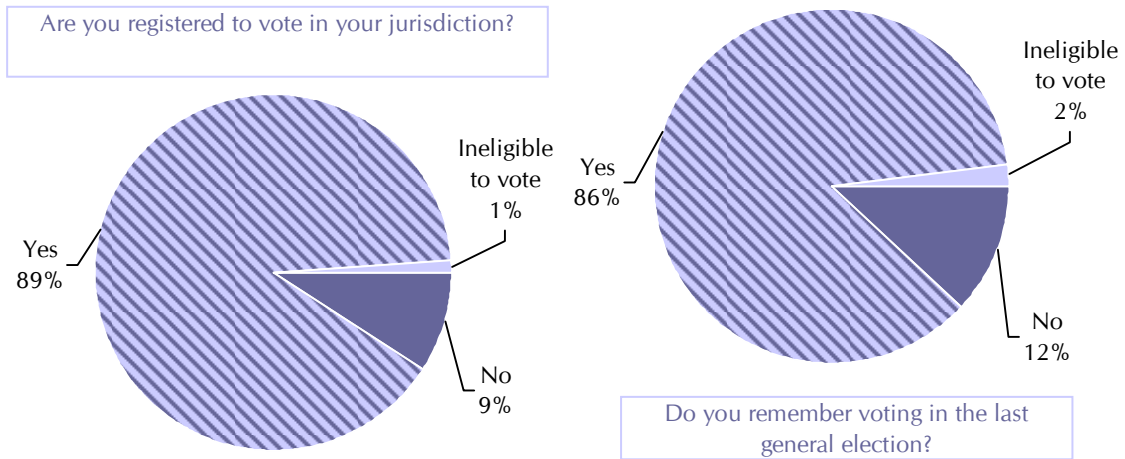


FIGURE 68: VOTING BEHAVIOR BENCHMARKS

	National comparison	Populations 200,000 or more comparison
Registered to vote	Above	Above
Voted in last general election	Above	Above

## Information and Awareness

Those completing the survey were asked about their use and perceptions of various information sources and local government media services. When asked whether they had visited the Lane County Web site in the previous 12 months, 46% reported they had done so at least once. Public information services were rated unfavorably compared to benchmark data.

FIGURE 66: USE OF INFORMATION SOURCES

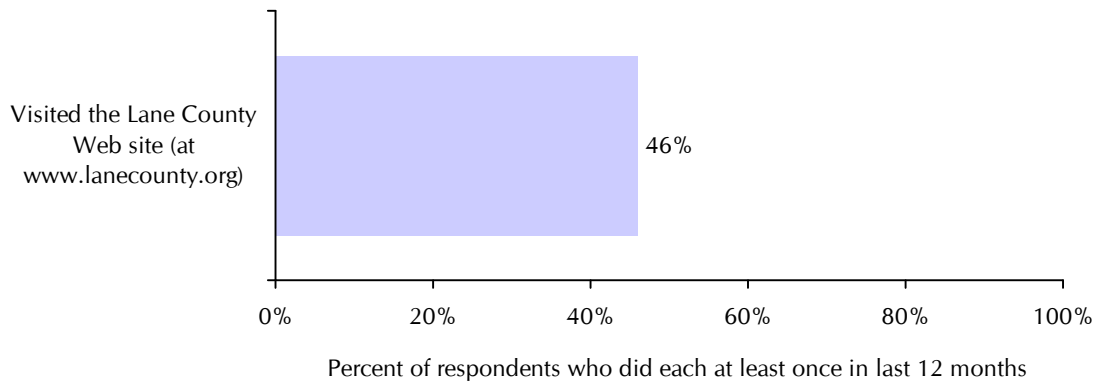


FIGURE 67: USE OF INFORMATION SOURCES BENCHMARKS

	National comparison	Populations 200,000 or more comparison
Visited the Lane County Web site	Below	Not available

FIGURE 68: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION

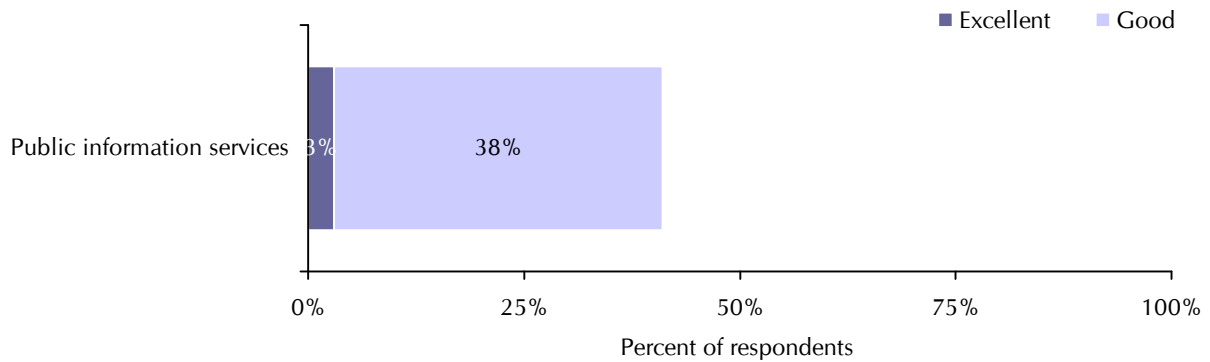


FIGURE 69: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	National comparison	Populations 200,000 or more comparison
Public information services	Below	Below

## Social Engagement

Opportunities to participate in social events and activities was rated as “excellent” or “good” by 67% of respondents and was above the national benchmark.

FIGURE 70: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES

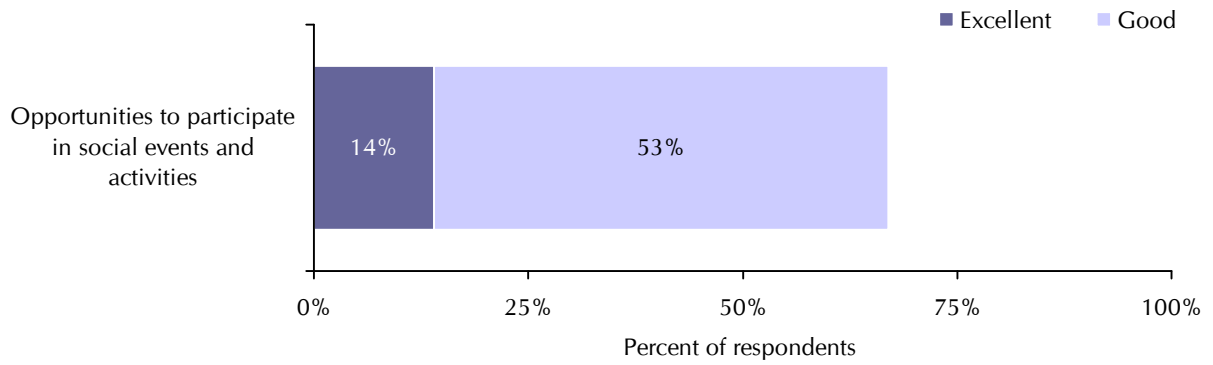


FIGURE 71: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Populations 200,000 or more comparison
Opportunities to participate in social events and activities	Above	Not available

Residents in Lane County reported a fair amount of neighborliness. More than 81% indicated talking or visiting with their neighbors once a month or more frequently. This amount of contact with neighbors was less than the amount of contact reported in other communities.

FIGURE 72: CONTACT WITH IMMEDIATE NEIGHBORS

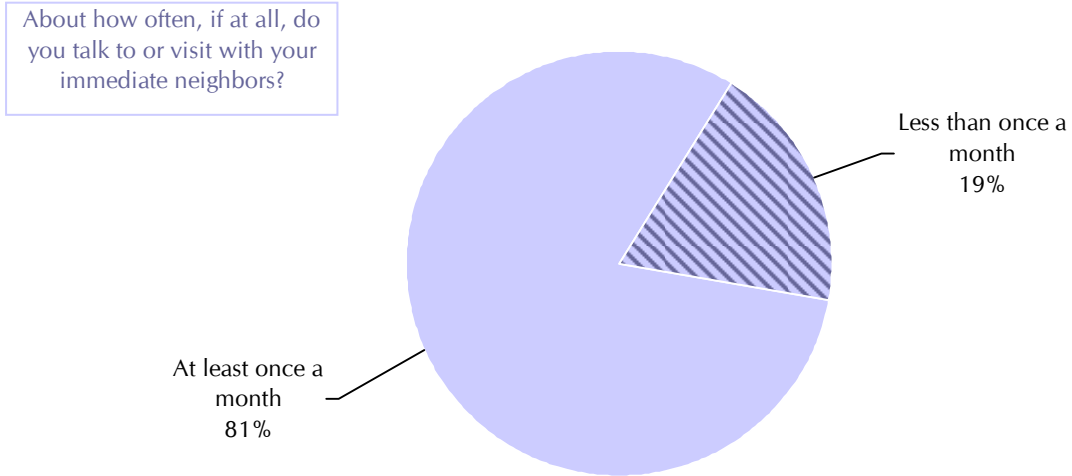


FIGURE 73: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

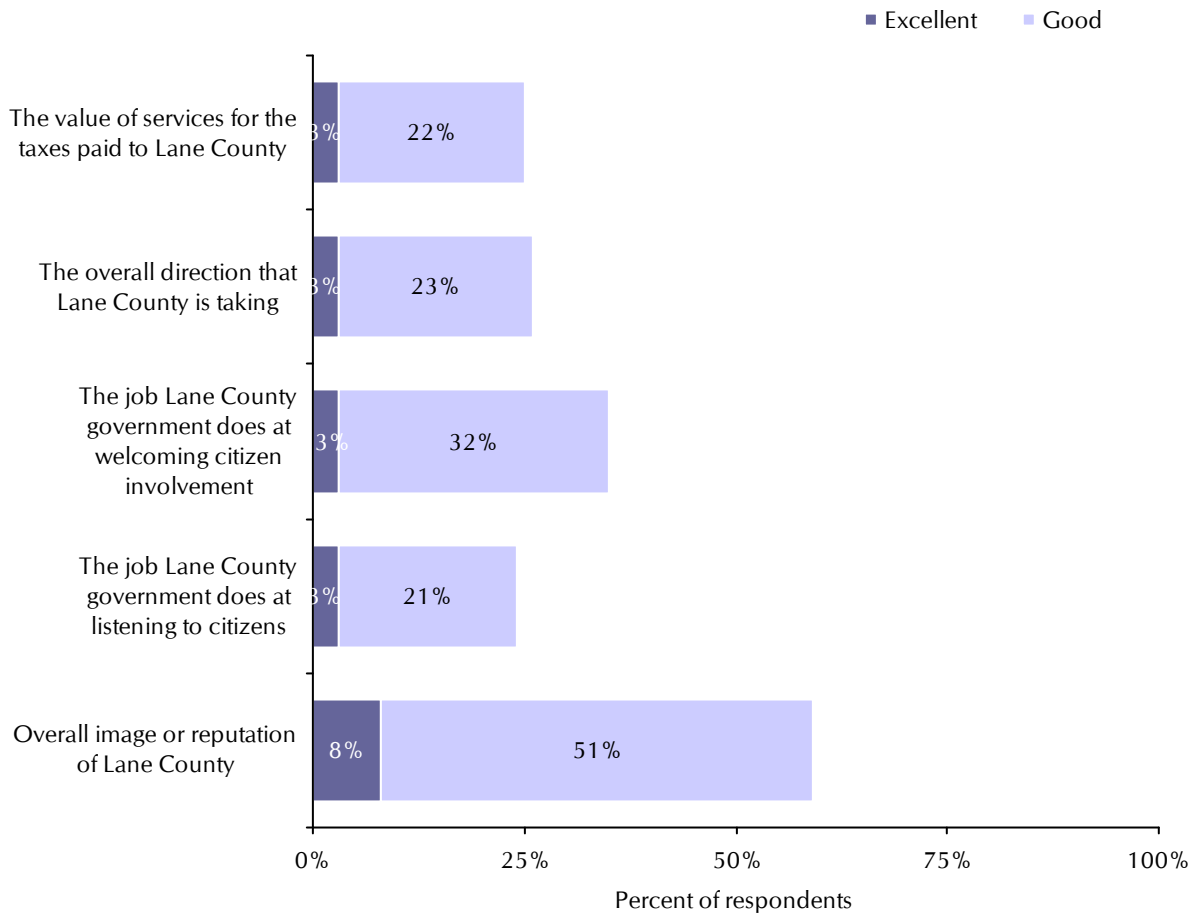
	National comparison	Populations 200,000 or more comparison
Has contact with neighbors at least once per month	Below	Not available

## PUBLIC TRUST

When local government leaders are trusted, an environment of cooperation is more likely to surround all decisions they make. Cooperation leads to easier communication between leaders and residents and increases the likelihood that high value policies and programs will be implemented to improve the quality of life of the entire community. Trust can be measured in residents' opinions about the overall direction Lane County is taking, their perspectives about the service value their taxes purchase and the openness of government to citizen participation. In addition, resident opinion about services provided by Lane County could be compared their opinion about services provided by the state and federal governments. If residents find nothing to admire in the services delivered by any level of government, their opinions about Lane County may be colored by their dislike of what all levels of government provide.

Less than half of respondents felt that the value of services for taxes paid was "excellent" or "good." When asked to rate the job Lane County does at listening to citizens, 24% rated it as "excellent" or "good." Of these five ratings all were below the benchmark.

FIGURE 74: PUBLIC TRUST RATINGS



The National Citizen Survey™ by National Research Center, Inc.

FIGURE 75: PUBLIC TRUST BENCHMARKS

	National comparison	Populations 200,000 or more comparison
The value of services for the taxes paid to Lane County	Below	Below
The overall direction that Lane County is taking	Below	Below
The job Lane County government does at welcoming citizen involvement	Below	Below
The job Lane County government does at listening to citizens	Below	Below
Overall image or reputation of Lane County	Below	Below

On average, residents of Lane County gave the highest evaluations to their own local government and the lowest average rating to federal government. The overall quality of services delivered by Lane County was rated as “excellent” or “good” by 41% of survey participants. Lane County’s rating was below the benchmarks when compared to other communities.

FIGURE 76: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS

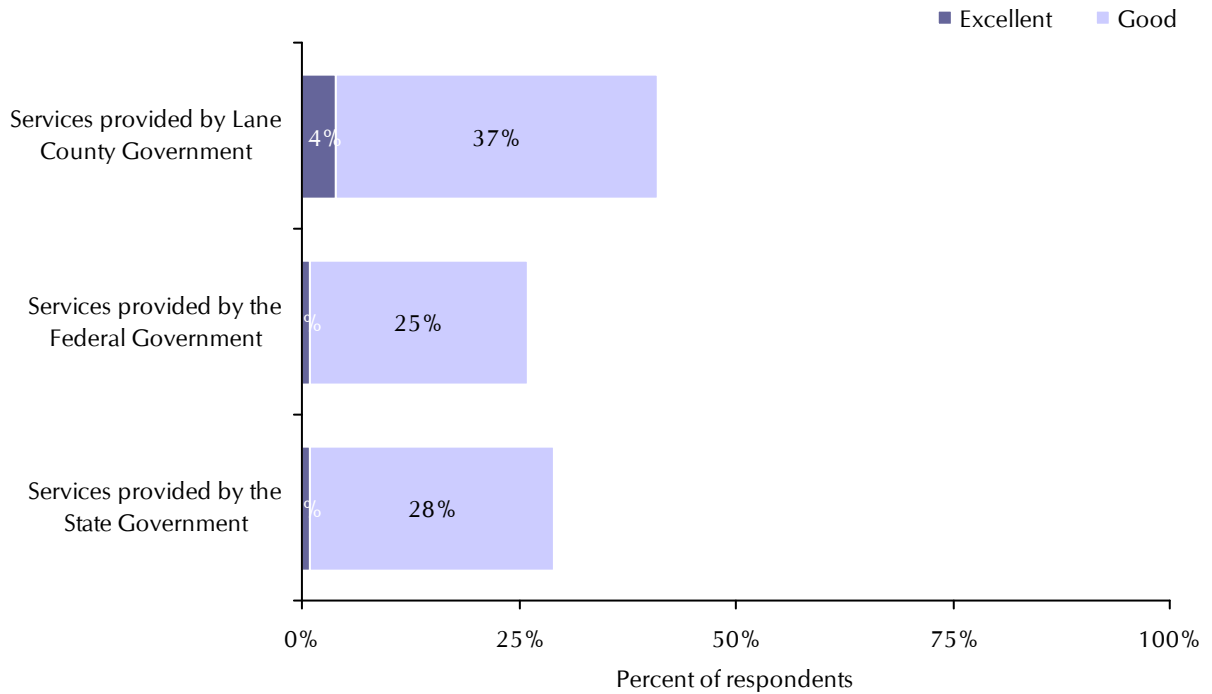


FIGURE 77: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	National comparison	Populations 200,000 or more comparison
Services provided by Lane County	Below	Below
Services provided by the Federal Government	Below	Below
Services provided by the State Government	Below	Below

## Lane County Employees

The employees of Lane County who interact with the public create the first impression that most residents have of Lane County. Front line staff who provide information, assist with bill paying, collect trash, create service schedules, fight fires and crime and even give traffic tickets are the collective face of Lane County. As such, it is important to know about residents' experience talking with that "face." When employees appear to be knowledgeable, responsive and courteous, residents are more likely to feel that any needs or problems may be solved through positive and productive interactions with Lane County staff.

Those completing the survey were asked if they had been in contact with a County employee either in person or over the phone in the last 12 months; the 51% who reported that they had been in contact (a percent that is lower than the benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. County employees were rated positively; 67% of respondents rated their overall impression as "excellent" or "good."

FIGURE 78: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH COUNTY EMPLOYEES IN PREVIOUS 12 MONTHS

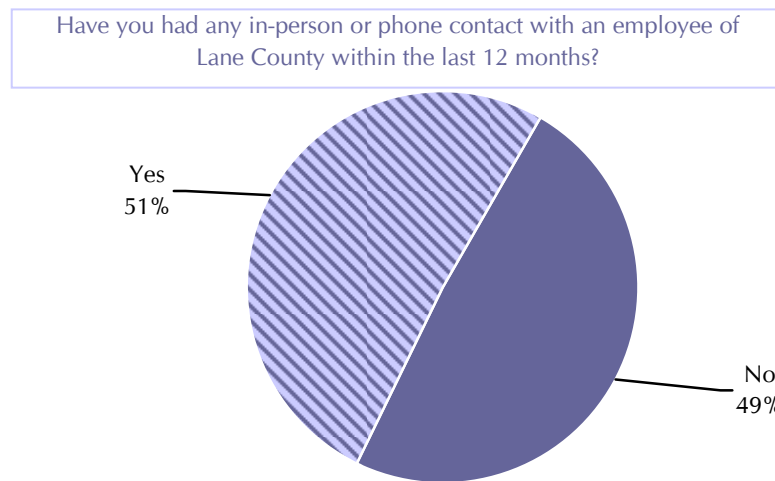


FIGURE 79: CONTACT WITH COUNTY EMPLOYEES BENCHMARKS

	National comparison	Populations 200,000 or more comparison
Had contact with county employee(s) in last 12 months	Below	Below

FIGURE 80: RATINGS OF COUNTY EMPLOYEES (AMONG THOSE WHO HAD CONTACT)

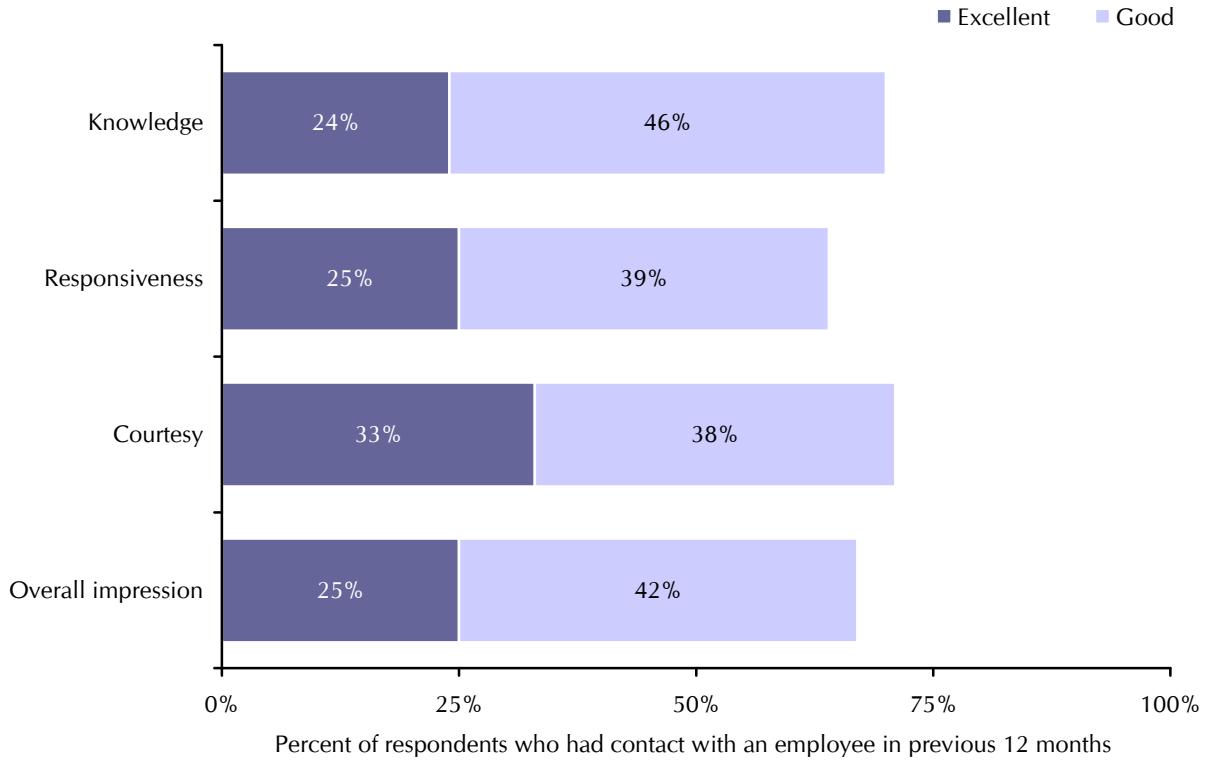


FIGURE 81: RATINGS OF COUNTY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	National comparison	Populations 200,000 or more comparison
Knowledge	Below	Below
Responsiveness	Below	Below
Courtesy	Below	Similar
Overall impression	Below	Similar

## FROM DATA TO ACTION

### RESIDENT PRIORITIES

Knowing where to focus limited resources to improve residents' opinions of local government requires information that targets the services that are most important to residents. However, when residents are asked what services are most important, they rarely stray beyond core services – those directed to save lives and improve safety.

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis. The key drivers that are identified from that analysis do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return, but rather from statistical analyses of the predictors of their behavior. When customers are asked to name the most important characteristics of a good or service, responses often are expected or misleading – just as they can be in the context of a citizen survey. For example, air travelers often claim that safety is the primary consideration in their choice of an airline; yet key driver analysis reveals that frequent flier perks or in-flight entertainment predicts their buying decisions.

In local government core services – like fire protection – invariably land at the top of the list created when residents are asked about the most important local government services. And core services are important. But by using Key Driver Analysis, our approach digs deeper to identify the less obvious, but more influential services that are most related to residents' ratings of overall quality of local government services. Because services focused directly on life and safety remain essential to quality government, it is suggested that core services should remain the focus of continuous monitoring and improvement where necessary – but monitoring core services or asking residents to identify important services is not enough.

A Key Driver Analysis (KDA) was conducted for Lane County by examining the relationships between ratings of each service and ratings of Lane County's overall services. Those key driver services that correlated most highly with residents' perceptions about overall County service quality have been identified. By targeting improvements in key services, Lane County can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality.

Services found to be most strongly correlated with ratings of overall service quality from the Lane County Key Driver Analysis were:

- County parks
- Sheriff services
- Public information services
- Lane County open space
- Land use, planning and zoning
- Snow removal
- Health services

## LANE COUNTY ACTION CHART

The 2009 Lane County Action Chart™ on the following page combines two dimensions of performance:

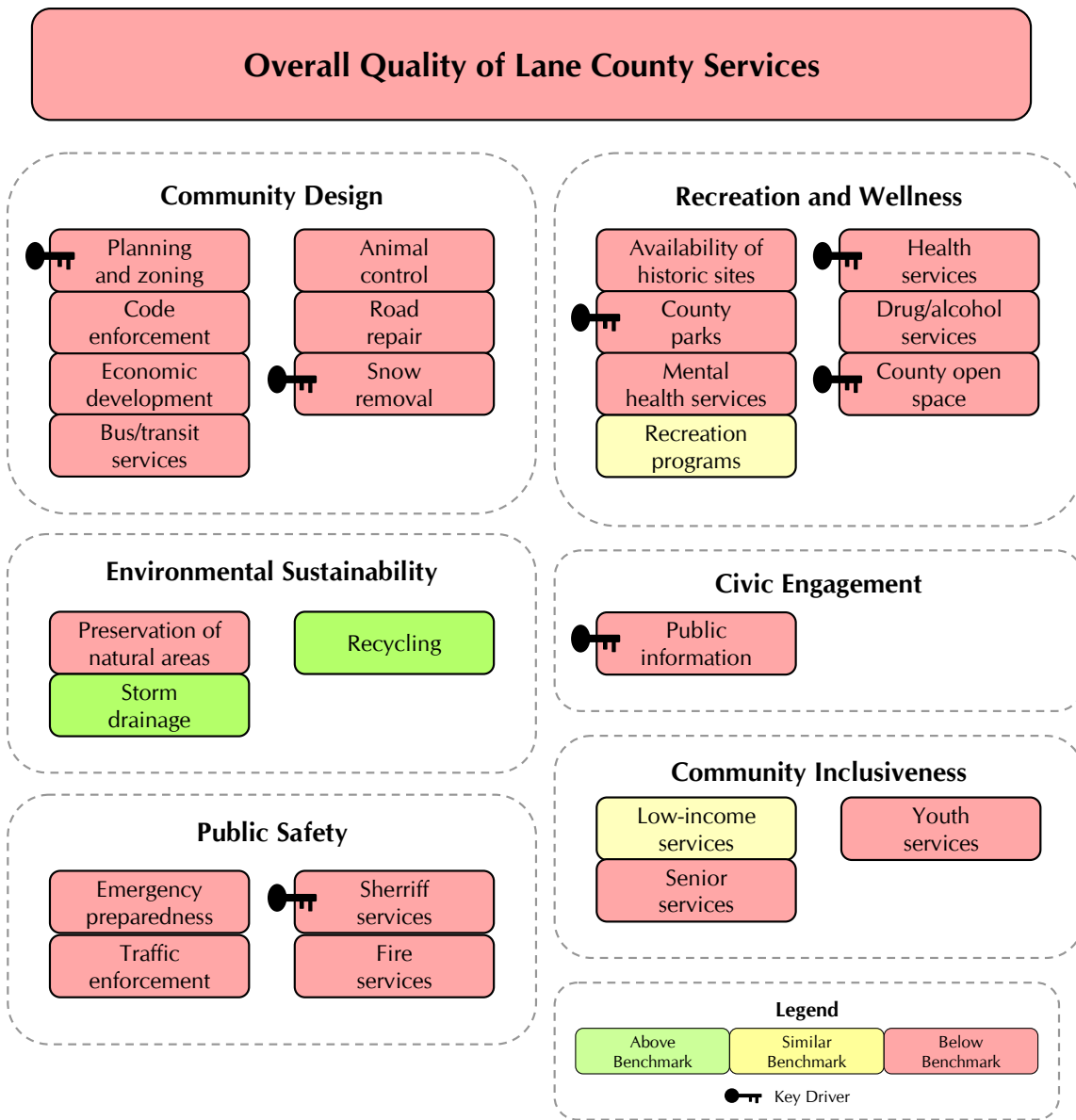
- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black key icon (🔑) next to a service box indicates that service is key (either core or key driver)

Twenty-five Lane County services were included in the KDA for Lane County. Of these, two were above the benchmark, 21 were below the benchmark and two were similar to the benchmark. A key icon (🔑) indicates the seven key drivers.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are trending down or that are not at least similar to the benchmark. In Lane County, all of the key drivers were below the benchmark. More detail about interpreting results can be found in the next section.

Services with a high percent of respondents answering “don’t know” were excluded from the analysis and were considered services that would be less influential. See Appendix A: Complete Survey Frequencies, Frequencies Including “Don’t Know” Responses for the percent “don’t know” for each service.

FIGURE 82: LANE COUNTY ACTION CHART™



The National Citizen Survey™ by National Research Center, Inc.

## Using Your Action Chart™

The key drivers derived for Lane County provide a list of those services that are uniquely related to overall service quality. Those key drivers are marked by key symbols in the action chart. Because key driver results are based on a relatively small number of responses, the relationships or correlations that define the key drivers are subject to more variability than is seen when key drivers are derived from a large national dataset of resident responses. To benefit Lane County, NRC lists the key drivers derived from tens of thousands of resident responses from across the country. This national list is updated periodically so that you can compare your key drivers to the key drivers from the entire NRC data set. Where your locally derived key drivers overlap national key drivers, it makes sense to focus even more strongly on your keys. Similarly, when your local key drivers overlap your core services, there is stronger argument to make for attending to your key drivers that overlap with core services. In the following table, we have listed your key drivers, core services and the national key drivers and we have indicated, with shaded rows, Lane County key drivers that overlap core services or the nationally derived keys.

FIGURE 83: KEY DRIVERS COMPARED

Service	Lane County Key Drivers	National Key Drivers	Core Services
County parks	✓		
Code enforcement			✓
Economic development		✓	
EMS			✓
Fire			✓
Garbage collection			✓
Health services	✓		
Land use planning and zoning	✓	✓	
Lane County open space	✓		
Sheriff services	✓	✓	✓
Public information services	✓	✓	
Public schools		✓	
Sewer			✓
Storm drainage			✓
Snow removal	✓		
Street lighting			
Road repair			✓
Water			✓

## POLICY QUESTIONS

“Don’t know” responses have been removed from the following questions.

Question 18a: Policy Question 1					
Last year, Lane County cut over 100 jobs in public safety, public health, and human services due to the ending of a federal act which provided funding for timber counties. In September, congress approved renewal of these funds, which will provide \$44 million to the County General Fund over four years. Please indicate to what extent you support or oppose the County using the funds for the following items and then indicate which single item should be the top priority for funding.	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Restoring the services cut last year <sup>2</sup>	47%	36%	11%	6%	100%
Paying down debt	30%	50%	13%	6%	100%
Saving the money to maintain current services as long as possible	33%	45%	15%	7%	100%
Saving the money in a "rainy day" reserve for future use	14%	34%	28%	24%	100%

Question 18a: Policy Question 1, Part 2	
Top priority	Percent of respondents
Restoring the services cut last year	48%
Saving the money to maintain current services as long as possible	28%
Paying down debt	17%
Saving the money in a "rainy day" reserve for future use	7%
Total	100%

<sup>2</sup> \***Restoring the services cut last year** - This option included all programs associated with public safety, public health and human services, therefore, no conclusion should be drawn regarding which program or programs among these service categories were ranked as more important.

Policy Question 2 <sup>3</sup>					
Please rate how important, if at all, each of the following aspects of public safety services is to you and then indicate the single most important aspect of public safety:	Essential	Very important	Somewhat important	Not at all important	Total
	Prosecution of crimes	51%	38%	10%	1%
Adequate jail space/beds	41%	39%	17%	3%	100%
Regular patrols of rural areas	29%	39%	27%	6%	100%
Animal control/regulation	10%	23%	54%	14%	100%
Adequate resources available for parole and probation	20%	45%	31%	4%	100%
Adequate resources available for crime investigation	36%	52%	12%	1%	100%
Youth offender detention and supervision	32%	47%	20%	1%	100%

Policy Question 2, Part 2	
Most important	Percent of respondents
Prosecution of crimes	32%
Adequate jail space/beds	26%
Adequate resources available for crime investigation	13%
Youth offender detention and supervision	12%
Regular patrols of rural areas	8%
Adequate resources available for parole and probation	6%
Animal control/regulation	1%
Total	100%

<sup>3</sup> **\*\*Please rate how important, if at all, each of the following aspects of public safety services is to you:** This question only examines public opinion regarding relative priority within public safety, and does not represent any comparisons, philosophical or monetary, between other programs, such as public health or human services.

The items listed for rating represent a subset of a larger group of possible subsets from the previous question 18a. Due to space limitations the survey task force selected only the public safety subset. Options not explored included, but are not limited to, W.I.C., alcohol treatment programs, AIDS testing, Homeless Connect, Extension, etc.

The task requested of respondents and the ratings reported represent residents' perspectives of the relative importance of the options among those presented and are not intended to be a ranking of monetary resource allocation.

Policy Question 3	
Have you visited the County's Web site (at www.lanecounty.org) in the past 12 months?	Percent of respondents
No	67%
Yes	33%
Total	100%

Policy Question 4					
If you visited the Web site, please rate the following aspects of the County's Web site:	Excellent	Good	Fair	Poor	Total
Current information	12%	60%	24%	4%	100%
Appearance	14%	54%	27%	5%	100%
Online services offered	12%	50%	32%	6%	100%
Ease of navigation	13%	42%	32%	13%	100%
Search function	11%	42%	37%	10%	100%

## APPENDIX A: COMPLETE SURVEY FREQUENCIES

### FREQUENCIES EXCLUDING "DON'T KNOW" RESPONSES

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in Lane County:	Excellent	Good	Fair	Poor	Total
Lane County as a place to live	22%	52%	22%	3%	100%
Your neighborhood as a place to live	25%	48%	22%	5%	100%
Lane County as a place to raise children	16%	51%	25%	8%	100%
Lane County as a place to work	7%	33%	35%	25%	100%
Lane County as a place to retire	18%	41%	30%	12%	100%
The overall quality of life in Lane County	13%	54%	27%	6%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Lane County as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	8%	46%	38%	8%	100%
Openness and acceptance of the community towards people of diverse backgrounds	11%	43%	38%	9%	100%
Overall appearance of Lane County	8%	51%	35%	7%	100%
Cleanliness of Lane County	6%	46%	39%	8%	100%
Overall quality of new development in Lane County	3%	30%	45%	22%	100%
Overall quality of business and service establishments in Lane County	4%	45%	39%	12%	100%
Shopping opportunities	9%	47%	33%	10%	100%
Opportunities to attend cultural activities	19%	48%	28%	5%	100%
Recreational opportunities	33%	44%	17%	6%	100%
Employment opportunities	1%	12%	39%	48%	100%
Educational opportunities	19%	48%	26%	7%	100%
Opportunities to participate in social events and activities	14%	53%	30%	4%	100%
Opportunities to volunteer	29%	55%	15%	2%	100%
Opportunities to participate in community matters	14%	48%	31%	6%	100%
Ease of car travel in Lane County	13%	50%	29%	8%	100%
Ease of bus travel in Lane County	12%	45%	30%	13%	100%
Ease of bicycle travel in Lane County	25%	49%	22%	4%	100%
Ease of walking in Lane County	21%	48%	25%	5%	100%
Availability of paths and walking trails	27%	48%	21%	4%	100%
Traffic flow on major streets	8%	50%	35%	7%	100%
Availability of affordable quality housing	2%	22%	46%	29%	100%
Availability of affordable quality child care	5%	20%	44%	31%	100%
Availability of affordable quality health care	5%	28%	32%	36%	100%
Availability of preventive health services	6%	36%	36%	22%	100%
Air quality	10%	46%	35%	9%	100%
Quality of overall natural environment in Lane County	19%	55%	24%	2%	100%
Overall image or reputation of Lane County	8%	51%	32%	9%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Lane County over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	2%	8%	42%	36%	12%	100%
Retail growth (stores, restaurants, etc.)	9%	29%	43%	15%	5%	100%
Jobs growth	50%	44%	5%	1%	1%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Lane County?	Percent of respondents
Not a problem	5%
Minor problem	33%
Moderate problem	45%
Major problem	16%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Lane County:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	12%	36%	22%	22%	7%	100%
Property crimes (e.g., burglary, theft)	3%	22%	18%	33%	25%	100%
Environmental hazards, including toxic waste	20%	41%	24%	11%	4%	100%

Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	54%	36%	5%	3%	1%	100%
In your neighborhood after dark	20%	41%	15%	19%	5%	100%
In Lane County's downtown area during the day	23%	37%	16%	18%	6%	100%
In Lane County's downtown area after dark	4%	15%	15%	36%	30%	100%

Question 7: Crime Victim	
During the past twelve months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	75%
Yes	25%
Total	100%

Question 8: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	30%
Yes	70%
Total	100%

Question 9: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Lane County?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Participated in a recreation program or activity	33%	30%	21%	7%	8%	100%
Visited a neighborhood park or County park	8%	21%	41%	16%	13%	100%
Ridden a local bus within Lane County	53%	17%	10%	7%	13%	100%
Attended a meeting of local elected officials or other local public meeting	75%	18%	7%	1%	0%	100%
Watched a meeting of local elected officials or other local public meeting on cable television	55%	27%	14%	3%	1%	100%
Visited the Lane County Web site (at <a href="http://www.lanecounty.org">www.lanecounty.org</a> )	54%	25%	15%	3%	3%	100%
Recycled used paper, cans or bottles from your home	3%	3%	9%	14%	70%	100%
Volunteered your time to some group or activity in Lane County	41%	25%	15%	7%	11%	100%
Participated in a club or civic group in Lane County	63%	14%	11%	5%	7%	100%
Provided help to a friend or neighbor	3%	17%	43%	19%	18%	100%

Question 10: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	21%
Several times a week	25%
Several times a month	25%
Once a month	10%
Several times a year	10%
Once a year or less	5%
Never	4%
Total	100%

Question 11: Service Quality					
Please rate the quality of each of the following services in Lane County:	Excellent	Good	Fair	Poor	Total
Sheriff services	8%	32%	37%	23%	100%
Fire services	30%	55%	14%	2%	100%
Crime prevention	3%	18%	42%	38%	100%
Fire prevention and education	13%	52%	30%	5%	100%
Traffic enforcement on County road and highways	6%	31%	45%	18%	100%
Road repair	1%	9%	37%	52%	100%
Snow removal on County road and highways	6%	37%	41%	16%	100%
Bus or transit services	15%	49%	26%	10%	100%
Recycling	40%	45%	12%	3%	100%
Storm drainage	11%	48%	34%	7%	100%
County parks	23%	48%	25%	3%	100%
Recreation programs or classes	16%	51%	30%	3%	100%
Lane County open space	16%	47%	32%	5%	100%
Nature programs or classes	12%	48%	34%	6%	100%
Availability of historic sites	11%	44%	37%	8%	100%
Land use, planning and zoning	3%	19%	39%	39%	100%
Code enforcement (weeds, abandoned buildings, etc)	1%	21%	47%	30%	100%
Animal control	4%	35%	42%	20%	100%
Economic development	1%	15%	46%	38%	100%
Health services	6%	36%	40%	18%	100%
Services to seniors	6%	43%	39%	12%	100%
Services to youth	4%	34%	44%	19%	100%
Services to low-income people	6%	32%	42%	19%	100%
Public information services	3%	38%	47%	11%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	5%	30%	43%	22%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	9%	42%	38%	11%	100%
Mental health services	5%	22%	41%	32%	100%
Drug and alcohol services	5%	30%	44%	21%	100%
Adult protective services	4%	27%	53%	16%	100%
Agricultural/farm advisor	6%	34%	48%	13%	100%
Juvenile justice services for youth	4%	27%	44%	24%	100%

Question 12: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
Lane County	4%	37%	44%	15%	100%
The Federal Government	1%	25%	49%	25%	100%
The State Government	1%	28%	49%	22%	100%

Question 13: Contact with County Employees	
Have you had any in-person or phone contact with an employee of Lane County within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	49%
Yes	51%
Total	100%

Question 14: County Employees					
What was your impression of the employee(s) of Lane County in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	24%	46%	21%	9%	100%
Responsiveness	25%	39%	20%	16%	100%
Courtesy	33%	38%	17%	12%	100%
Overall impression	25%	42%	18%	15%	100%

Question 15: Government Performance					
Please rate the following categories of Lane County government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Lane County	3%	22%	45%	29%	100%
The overall direction that Lane County is taking	3%	23%	43%	32%	100%
The job Lane County government does at welcoming citizen involvement	3%	32%	45%	19%	100%
The job Lane County government does at listening to citizens	3%	21%	42%	35%	100%

Question 16: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Lane County to someone who asks	30%	47%	14%	10%	100%
Remain in Lane County for the next five years	56%	26%	9%	9%	100%

Question 17: Impact of the Economy	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents
Very positive	2%
Somewhat positive	5%
Neutral	24%
Somewhat negative	43%
Very negative	27%
Total	100%

Question 18a: Policy Question 1					
Last year, Lane County cut over 100 jobs in public safety, public health, and human services due to the ending of a federal act which provided funding for timber counties. In September, congress approved renewal of these funds, which will provide \$44 million to the County General Fund over four years. Please indicate to what extent you support or oppose the County using the funds for the following items and then indicate which single item should be the top priority for funding.	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Restoring the services cut last year	47%	36%	11%	6%	100%
Paying down debt	30%	50%	13%	6%	100%
Saving the money to maintain current services as long as possible	33%	45%	15%	7%	100%
Saving the money in a "rainy day" reserve for future use	14%	34%	28%	24%	100%

Question 18a: Policy Question 1, Part 2	
Top priority	Percent of respondents
Restoring the services cut last year	48%
Paying down debt	17%
Saving the money to maintain current services as long as possible	28%
Saving the money in a "rainy day" reserve for future use	7%
Total	100%

Question 18b: Policy Question 2					
Please rate how important, if at all, each of the following aspects of public safety services is to you and then indicate the single most important aspect of public safety:	Essential	Very important	Somewhat important	Not at all important	Total
	Prosecution of crimes	51%	38%	10%	1%
Adequate jail space/beds	41%	39%	17%	3%	100%
Regular patrols of rural areas	29%	39%	27%	6%	100%
Animal control/regulation	10%	23%	54%	14%	100%
Adequate resources available for parole and probation	20%	45%	31%	4%	100%
Adequate resources available for crime investigation	36%	52%	12%	1%	100%
Youth offender detention and supervision	32%	47%	20%	1%	100%

Question 18b: Policy Question 2, Part 2	
Most important	Percent of respondents
Prosecution of crimes	32%
Adequate jail space/beds	26%
Regular patrols of rural areas	8%
Animal control/regulation	1%
Adequate resources available for parole and probation	6%
Adequate resources available for crime investigation	13%
Youth offender detention and supervision	12%
Total	100%

Question 18c: Policy Question 3	
Have you visited the County's Web site (at www.lanecounty.org) in the past 12 months?	Percent of respondents
No	67%
Yes	33%
Total	100%

Question 18d: Policy Question 4					
If you visited the Web site, please rate the following aspects of the County's Web site:	Excellent	Good	Fair	Poor	Total
	Current information	12%	60%	24%	4%
Appearance	14%	54%	27%	5%	100%
Online services offered	12%	50%	32%	6%	100%
Ease of navigation	13%	42%	32%	13%	100%
Search function	11%	42%	37%	10%	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	40%
Yes, full-time	44%
Yes, part-time	15%
Total	100%

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) by myself	67%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	11%
Bus, rail, subway or other public transportation	4%
Walk	4%
Bicycle	6%
Work at home	7%
Other	0%

Question D3: Length of Residency	
How many years have you lived in Lane County?	Percent of respondents
Less than 2 years	9%
2 to 5 years	13%
6 to 10 years	10%
11 to 20 years	19%
More than 20 years	49%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	62%
House attached to one or more houses (e.g., a duplex or townhome)	8%
Building with two or more apartments or condominiums	20%
Mobile home	9%
Other	2%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home...	Percent of respondents
Rented for cash or occupied without cash payment	39%
Owned by you or someone in this house with a mortgage or free and clear	61%
Total	100%

Question D6: Monthly Housing Cost	
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents
Less than \$300 per month	6%
\$300 to \$599 per month	26%
\$600 to \$999 per month	28%
\$1,000 to \$1,499 per month	22%
\$1,500 to \$2,499 per month	14%
\$2,500 or more per month	4%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	73%
Yes	27%
Total	100%

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	75%
Yes	25%
Total	100%

Question D9: Household Income	
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than \$24,999	32%
\$25,000 to \$49,999	32%
\$50,000 to \$99,999	25%
\$100,000 to \$149,000	8%
\$150,000 or more	3%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	98%
Yes, I consider myself to be Spanish, Hispanic or Latino	2%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	3%
Asian, Asian Indian or Pacific Islander	5%
Black or African American	1%
White	93%
Other	3%
Total may exceed 100% as respondents could select more than one option	

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	11%
25 to 34 years	21%
35 to 44 years	12%
45 to 54 years	23%
55 to 64 years	15%
65 to 74 years	10%
75 years or older	9%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	52%
Male	48%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	9%
Yes	89%
Ineligible to vote	1%
Total	100%

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	12%
Yes	86%
Ineligible to vote	2%
Total	100%

### FREQUENCIES INCLUDING “DON’T KNOW” RESPONSES

These tables contain the percentage of respondents for each response category as well as the “n” or total number of respondents for each category, next to the percentage.

Question 1: Quality of Life												
Please rate each of the following aspects of quality of life in Lane County:	Excellent		Good		Fair		Poor		Don't know		Total	
	Lane County as a place to live	22%	216	52%	500	22%	214	3%	30	0%	1	100%
Your neighborhood as a place to live	25%	242	48%	457	22%	210	5%	52	0%	1	100%	962
Lane County as a place to raise children	15%	139	46%	435	22%	209	7%	65	10%	98	100%	946
Lane County as a place to work	7%	66	31%	292	33%	308	23%	217	6%	55	100%	937
Lane County as a place to retire	15%	141	35%	328	26%	243	10%	93	15%	144	100%	948
The overall quality of life in Lane County	13%	123	53%	510	27%	260	6%	56	1%	5	100%	953

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Lane County as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Sense of community	8%	72	45%	428	37%	349	8%	74	3%	30	100%
Openness and acceptance of the community towards people of diverse backgrounds	10%	96	41%	389	36%	346	8%	80	4%	38	100%	949
Overall appearance of Lane County	8%	78	50%	480	35%	330	7%	63	0%	5	100%	956
Cleanliness of Lane County	6%	61	46%	436	39%	369	8%	78	1%	5	100%	949
Overall quality of new development in Lane County	3%	29	28%	266	41%	393	21%	195	7%	66	100%	948
Overall quality of business and service establishments in Lane County	4%	37	44%	417	38%	359	11%	109	3%	31	100%	954
Shopping opportunities	9%	89	47%	446	33%	311	10%	98	1%	8	100%	953
Employment opportunities	1%	11	11%	102	36%	341	45%	426	7%	63	100%	942
Opportunities to volunteer	27%	255	51%	486	14%	130	2%	17	7%	69	100%	957
Opportunities to participate in community matters	13%	118	44%	410	28%	267	6%	54	10%	91	100%	940
Ease of car travel in Lane County	13%	123	49%	468	28%	272	8%	75	2%	17	100%	955
Ease of bus travel in Lane County	10%	95	37%	348	25%	233	11%	103	17%	163	100%	942
Ease of bicycle travel in Lane County	22%	205	43%	409	19%	182	4%	34	12%	114	100%	945
Ease of walking in Lane County	20%	193	46%	438	24%	229	5%	49	4%	38	100%	948
Availability of paths and walking trails	26%	241	46%	433	20%	189	4%	33	5%	46	100%	942
Traffic flow on major streets	7%	67	46%	434	33%	310	7%	64	8%	77	100%	951
Availability of affordable quality housing	2%	17	21%	195	43%	406	27%	258	8%	72	100%	948
Availability of affordable quality child care	3%	27	11%	103	25%	227	18%	162	44%	406	100%	925
Availability of affordable quality health care	4%	40	25%	237	29%	274	33%	307	9%	83	100%	941
Availability of preventive health services	5%	47	31%	298	31%	296	19%	180	13%	128	100%	949
Air quality	10%	95	45%	425	35%	328	9%	83	2%	15	100%	946
Quality of overall natural environment in Lane County	19%	179	54%	509	23%	220	2%	22	2%	20	100%	950
Overall image or reputation of Lane County	8%	72	49%	462	31%	294	9%	87	4%	34	100%	950

Question 3: Growth														
Please rate the speed of growth in the following categories in Lane County over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
	Population growth	1%	14	6%	60	35%	332	29%	281	10%	96	18%	175	100%
Retail growth (stores, restaurants, etc.)	8%	75	26%	246	38%	365	13%	127	4%	40	11%	105	100%	959
Jobs growth	44%	421	38%	367	4%	42	1%	7	1%	5	13%	121	100%	963

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Lane County?	Percent of respondents	Count
Not a problem	5%	46
Minor problem	31%	291
Moderate problem	42%	396
Major problem	15%	139
Don't know	7%	63
Total	100%	936

Question 5: Community Safety														
Please rate how safe or unsafe you feel from the following in Lane County:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	Violent crime (e.g., rape, assault, robbery)	12%	115	36%	341	22%	209	22%	207	7%	62	2%	24	100%
Property crimes (e.g., burglary, theft)	3%	28	21%	205	17%	165	32%	305	24%	235	2%	21	100%	958
Environmental hazards, including toxic waste	19%	177	37%	356	22%	209	10%	101	4%	34	8%	81	100%	958

Question 6: Personal Safety														
Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	In your neighborhood during the day	54%	521	36%	343	5%	52	3%	33	1%	8	0%	4	100%
In your neighborhood after dark	20%	187	41%	389	15%	142	19%	184	5%	48	1%	9	100%	959
In Lane County's downtown area during the day	22%	212	36%	343	15%	147	17%	164	5%	51	4%	36	100%	953
In Lane County's downtown area after dark	4%	37	15%	138	14%	131	34%	324	28%	267	6%	56	100%	953

Question 7: Crime Victim		
During the past twelve months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	74%	705
Yes	25%	238
Don't know	1%	10
Total	100%	953

Question 8: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	29%	74
Yes	69%	177
Don't know	1%	4
Total	100%	255

Question 9: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Lane County?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
	Participated in a recreation program or activity	33%	312	30%	283	21%	201	7%	63	8%	77	100%
Visited a neighborhood park or County park	8%	80	21%	198	41%	392	16%	156	13%	121	100%	948
Ridden a local bus within Lane County	53%	500	17%	157	10%	97	7%	70	13%	121	100%	945
Attended a meeting of local elected officials or other local public meeting	75%	712	18%	168	7%	63	1%	7	0%	4	100%	955
Watched a meeting of local elected officials or other local public meeting on cable television	55%	520	27%	260	14%	135	3%	27	1%	13	100%	954
Visited the Lane County Web site (at www.lanecounty.org)	54%	502	25%	230	15%	141	3%	31	3%	26	100%	931
Recycled used paper, cans or bottles from your home	3%	27	3%	31	9%	87	14%	134	70%	664	100%	944
Volunteered your time to some group or activity in Lane County	41%	389	25%	233	15%	143	7%	70	11%	107	100%	943
Participated in a club or civic group in Lane County	63%	593	14%	131	11%	104	5%	48	7%	68	100%	944
Provided help to a friend or neighbor	3%	33	17%	157	43%	408	19%	185	18%	167	100%	950

Question 10: Neighborliness		
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents	Count
Just about everyday	21%	200
Several times a week	25%	234
Several times a month	25%	233
Once a month	10%	99
Several times a year	10%	98
Once a year or less	5%	48
Never	4%	39
Total	100%	951

Question 11: Service Quality												
Please rate the quality of each of the following services in Lane County:	Excellent		Good		Fair		Poor		Don't know		Total	
	Sheriff services	6%	58	26%	247	30%	279	19%	179	18%	172	100%
Fire services	25%	235	46%	431	12%	109	1%	12	17%	157	100%	944
Crime prevention	2%	20	15%	144	35%	329	32%	297	16%	151	100%	940
Fire prevention and education	10%	93	39%	366	23%	212	4%	33	24%	226	100%	930
Traffic enforcement on County road and highways	5%	50	27%	256	40%	371	16%	152	11%	105	100%	934
Road repair	1%	13	9%	81	36%	333	50%	471	4%	36	100%	934
Snow removal on County road and highways	5%	46	32%	296	35%	331	14%	132	14%	130	100%	936
Bus or transit services	12%	115	40%	373	22%	201	8%	73	18%	171	100%	933
Recycling	39%	371	44%	414	11%	107	3%	26	2%	22	100%	939
Storm drainage	9%	87	42%	394	30%	280	6%	54	13%	119	100%	935
County parks	22%	206	45%	425	24%	221	3%	29	6%	53	100%	934
Recreation programs or classes	11%	106	37%	347	22%	204	2%	22	27%	257	100%	936
Lane County open space	11%	106	33%	310	22%	209	3%	30	30%	280	100%	935
Nature programs or classes	7%	66	27%	256	20%	185	3%	31	42%	394	100%	932
Availability of historic sites	8%	74	32%	295	27%	252	6%	55	27%	255	100%	931
Land use, planning and zoning	2%	19	14%	133	29%	268	29%	266	26%	238	100%	923
Code enforcement (weeds, abandoned buildings, etc)	1%	10	16%	145	35%	323	22%	207	26%	242	100%	927
Animal control	3%	27	29%	268	34%	320	16%	151	17%	162	100%	928
Economic development	1%	9	12%	115	38%	353	32%	292	17%	156	100%	925
Health services	6%	53	32%	297	36%	333	16%	148	11%	103	100%	933
Services to seniors	4%	40	30%	276	27%	252	8%	76	31%	289	100%	933
Services to youth	3%	24	24%	221	31%	287	13%	124	29%	265	100%	921
Services to low-income people	5%	44	24%	224	32%	300	15%	138	24%	221	100%	927
Public information services	3%	23	29%	269	36%	335	9%	79	23%	213	100%	920
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	3%	30	19%	173	27%	250	13%	124	38%	349	100%	925

Question 11: Service Quality												
Please rate the quality of each of the following services in Lane County:	Excellent		Good		Fair		Poor		Don't know		Total	
	Preservation of natural areas such as open space, farmlands and greenbelts	7%	69	35%	325	31%	289	9%	88	17%	159	100%
Mental health services	3%	32	14%	132	26%	240	20%	189	36%	332	100%	924
Drug and alcohol services	3%	29	20%	181	28%	263	14%	125	35%	327	100%	923
Adult protective services	2%	18	15%	134	28%	260	9%	79	47%	431	100%	923
Agricultural/farm advisor	2%	18	12%	107	17%	153	4%	40	65%	598	100%	916
Juvenile justice services for youth	2%	21	15%	139	25%	228	13%	125	45%	414	100%	926

Question 12: Government Services Overall												
Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
	Lane County	4%	36	35%	323	41%	381	14%	126	7%	66	100%
The Federal Government	1%	10	22%	204	43%	403	22%	208	11%	105	100%	930
The State Government	1%	10	25%	232	44%	405	20%	185	11%	100	100%	932

Question 13: Contact with County Employees		
Have you had any in-person or phone contact with an employee of Lane County within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
No	49%	457
Yes	51%	470
Total	100%	926

Question 14: County Employees												
What was your impression of the employee(s) of Lane County in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
	Knowledge	24%	121	44%	227	21%	105	9%	45	3%	15	100%
Responsiveness	24%	121	38%	194	19%	97	16%	81	3%	17	100%	511
Courtesy	33%	167	37%	188	16%	83	12%	62	2%	12	100%	511
Overall impression	25%	125	40%	205	18%	90	15%	74	3%	13	100%	507

Question 15: Government Performance												
Please rate the following categories of Lane County government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	The value of services for the taxes paid to Lane County	3%	27	19%	175	38%	354	25%	229	16%	145	100%
The overall direction that Lane County is taking	3%	24	20%	185	37%	344	27%	256	14%	127	100%	936
The job Lane County government does at welcoming citizen involvement	3%	25	25%	229	35%	324	15%	138	23%	217	100%	933
The job Lane County government does at listening to citizens	2%	21	17%	154	33%	312	28%	257	20%	190	100%	934

Question 16: Recommendation and Longevity												
Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
	Recommend living in Lane County to someone who asks	29%	277	46%	433	14%	130	9%	88	2%	23	100%
Remain in Lane County for the next five years	54%	513	25%	241	8%	79	9%	81	4%	36	100%	950

Question 17: Impact of the Economy		
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents	Count
Very positive	2%	15
Somewhat positive	5%	45
Neutral	24%	224
Somewhat negative	43%	410
Very negative	27%	259
Total	100%	952

Question 18a: Policy Question 1												
Last year, Lane County cut over 100 jobs in public safety, public health, and human services due to the ending of a federal act which provided funding for timber counties. In September, congress approved renewal of these funds, which will provide \$44 million to the County General Fund over four years. Please indicate to what extent you support or oppose the County using the funds for the following items and then indicate which single item should be the top priority for funding.	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
	Restoring the services cut last year	44%	406	34%	307	11%	99	6%	51	6%	50	100%
Paying down debt	28%	250	46%	412	12%	107	6%	52	8%	76	100%	896
Saving the money to maintain current services as long as possible	30%	272	41%	376	14%	125	7%	59	8%	75	100%	908
Saving the money in a "rainy day" reserve for future use	13%	115	32%	286	25%	229	22%	201	8%	73	100%	904

Question 18a: Policy Question 1, Part 2		
Top priority	Percent of respondents	Count
Restoring the services cut last year	48%	311
Paying down debt	17%	111
Saving the money to maintain current services as long as possible	28%	180
Saving the money in a "rainy day" reserve for future use	7%	44
Total	100%	646

Question 18b: Policy Question 2												
Please rate how important, if at all, each of the following aspects of public safety services is to you and then indicate the single most important aspect of public safety:	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
	Prosecution of crimes	50%	466	37%	345	10%	93	1%	6	2%	17	100%
Adequate jail space/beds	40%	372	38%	350	17%	159	3%	29	2%	22	100%	933
Regular patrols of rural areas	28%	263	38%	351	27%	247	6%	52	2%	17	100%	929
Animal control/regulation	9%	87	22%	208	52%	488	14%	127	2%	23	100%	933
Adequate resources available for parole and probation	19%	180	43%	407	29%	275	4%	36	4%	40	100%	938
Adequate resources available for crime investigation	35%	329	51%	477	11%	106	1%	5	2%	21	100%	939
Youth offender detention and supervision	31%	295	46%	431	19%	182	1%	5	3%	29	100%	942

Question 18b: Policy Question 2, Part 2		
Most important	Percent of respondents	Count
Prosecution of crimes	32%	190
Adequate jail space/beds	26%	156
Regular patrols of rural areas	8%	49
Animal control/regulation	1%	9
Adequate resources available for parole and probation	6%	36
Adequate resources available for crime investigation	13%	77
Youth offender detention and supervision	12%	73
Total	100%	590

Question 18c: Policy Question 3		
Have you visited the County's Web site (at www.lanecounty.org) in the past 12 months?	Percent of respondents	Count
No	66%	608
Yes	33%	304
Don't know	1%	12
Total	100%	924

Question 18d: Policy Question 4												
If you visited the Web site, please rate the following aspects of the County's Web site:	Excellent		Good		Fair		Poor		Don't know		Total	
	Current information	11%	38	57%	189	23%	76	3%	12	6%	20	100%
Appearance	13%	44	52%	174	25%	85	5%	16	5%	16	100%	336
Online services offered	11%	38	46%	153	30%	99	5%	18	8%	28	100%	336
Ease of navigation	12%	41	40%	134	31%	103	13%	43	4%	15	100%	336
Search function	10%	33	37%	123	33%	110	9%	29	12%	41	100%	336

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	40%	383
Yes, full-time	44%	423
Yes, part-time	15%	147
Total	100%	953

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) by myself	67%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	11%
Bus, rail, subway or other public transportation	4%
Walk	4%
Bicycle	6%
Work at home	7%
Other	0%

Question D3: Length of Residency		
How many years have you lived in Lane County?	Percent of respondents	Count
Less than 2 years	9%	85
2 to 5 years	13%	125
6 to 10 years	10%	97
11 to 20 years	19%	183
More than 20 years	49%	469
Total	100%	960

Question D4: Housing Unit Type		
Which best describes the building you live in?	Percent of respondents	Count
One family house detached from any other houses	62%	594
House attached to one or more houses (e.g., a duplex or townhome)	8%	75
Building with two or more apartments or condominiums	20%	193
Mobile home	9%	82
Other	2%	19
Total	100%	964

Question D5: Housing Tenure (Rent/Own)		
Is this house, apartment or mobile home...	Percent of respondents	Count
Rented for cash or occupied without cash payment	39%	361
Owned by you or someone in this house with a mortgage or free and clear	61%	574
Total	100%	935

Question D6: Monthly Housing Cost		
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents	Count
Less than \$300 per month	6%	59
\$300 to \$599 per month	26%	246
\$600 to \$999 per month	28%	262
\$1,000 to \$1,499 per month	22%	209
\$1,500 to \$2,499 per month	14%	130
\$2,500 or more per month	4%	34
Total	100%	941

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	73%	702
Yes	27%	258
Total	100%	960

Question D8: Presence of Older Adults in Household		
Are you or any other members of your household aged 65 or older?	Percent of respondents	Count
No	75%	722
Yes	25%	235
Total	100%	957

Question D9: Household Income		
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents	Count
Less than \$24,999	32%	293
\$25,000 to \$49,999	32%	296
\$50,000 to \$99,999	25%	237
\$100,000 to \$149,000	8%	79
\$150,000 or more	3%	25
Total	100%	930

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	98%	921
Yes, I consider myself to be Spanish, Hispanic or Latino	2%	22
Total	100%	943

Question D11: Race		
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	3%	29
Asian, Asian Indian or Pacific Islander	5%	43
Black or African American	1%	9
White	93%	885
Other	3%	33
Total may exceed 100% as respondents could select more than one option		

Question D12: Age		
In which category is your age?	Percent of respondents	Count
18 to 24 years	11%	103
25 to 34 years	21%	198
35 to 44 years	12%	111
45 to 54 years	23%	222
55 to 64 years	15%	144
65 to 74 years	10%	95
75 years or older	9%	89
Total	100%	960

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	52%	499
Male	48%	457
Total	100%	955

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	9%	89
Yes	89%	852
Ineligible to vote	1%	12
Don't know	1%	9
Total	100%	962

Question D15: Voted in Last General Election		
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents	Count
No	12%	113
Yes	86%	825
Ineligible to vote	2%	21
Don't know	1%	5
Total	100%	964

## APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The National Citizen Survey™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The National Citizen Survey™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The National Citizen Survey™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

### SURVEY VALIDITY

The question of survey validity has two parts: 1) how can a jurisdiction be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire jurisdiction. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the jurisdiction to receive the survey. A random selection ensures that the households selected to receive the survey are similar to the entire population. A non-random sample may only include households from one geographic area, or from households of only one type.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member, thus appealing to the recipients' sense of civic responsibility.
- Providing a self-addressed, postage-paid return envelope.
- Offering the survey in Spanish when appropriate and requested by County officials.
- Using the most recent available information about the characteristics of jurisdiction residents to weight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for

service quality play a role as well as the “objective” quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident’s report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward “oppressed groups,” likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents’ tendency to report what they think the “correct” response should be.

Research on the correlation of resident opinion about service quality and “objective” ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC’s own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be “objectively” worse than the highest rated fire services (expenditures per capita, response time, “professional” status of firefighters, breadth of services and training provided). Whether or not some research confirms the relationship between what residents think about a community and what can be seen “objectively” in a community, NRC has argued that resident opinion is a perspective that cannot be ignored by government administrators. NRC principals have written, “If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem.”

## SURVEY SAMPLING

“Sampling” refers to the method by which survey recipients were chosen. All households within Lane County were eligible to participate in the survey; 3,000 were selected to receive the survey. These 3,000 households were randomly selected from a comprehensive list of all housing units within Lane County boundaries. The basis of the list of all housing units was a United States Postal Service listing of housing units within zip codes. Since some of the zip codes that serve Lane County households may also serve addresses that lie outside of the jurisdiction, the exact geographic location of each housing unit was compared to jurisdiction boundaries, using the most current municipal boundary file (updated on a quarterly basis), and addresses located outside of Lane County boundaries were removed from consideration.

To choose the 3,000 survey recipients, a systematic sampling method was applied to the list of households known to be within Lane County. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every Nth one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units.

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

## SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning February 18, 2009. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the county commissioners inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey. Completed surveys were collected over the following five weeks.

## SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

One hundred and seventeen of the postcards were returned as undeliverable because they either had incorrect addresses or were received by vacant housing units. Of the 2,883 households receiving the survey mailings, 974 completed the survey, providing a response rate of 34%. In general, response rates obtained on local government resident surveys range from 25% to 40%.

In theory, in 95 cases out of 100, the results based on the number of responses obtained will differ by no more than three percentage points in either direction from what would have been obtained had responses been collected from all Lane County adults. This difference from the presumed population finding is referred to as the sampling error (or the “margin of error” or 95% confidence interval”). For subgroups of responses, the margin of sampling error is larger. In addition to sampling error, the practical difficulties of conducting any survey of the public may introduce other sources of error. For example, the failure of some of the selected adults to participate in the sample or the difficulty of including all sectors of the population, such as residents of some institutions or group residences, may lead to somewhat different results.

In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders that may affect sample findings. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

## SURVEY PROCESSING (DATA ENTRY)

Completed surveys received by NRC were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; NRC staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

## SURVEY DATA WEIGHTING

The demographic characteristics of the survey sample were compared to those found in the 2006 American Community Survey estimates for Lane County. Sample results were weighted using the population norms to reflect the appropriate percent of those residents in each county’s population. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were housing tenure and gender/age. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in detecting differences of opinion among subgroups
- The historical use of the variables and the desirability of consistently representing different groups over the years

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. A limitation of data weighting is that only 2-3 demographic variables can be adjusted in a single study. Several different weighting “schemes” are tested to ensure the best fit for the data.

The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure their proper representation in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

The results of the weighting scheme are presented in the following table

Lane County Citizen Survey Weighting Table			
Characteristic	Population Norm1	Unweighted Data	Weighted Data
<b>Housing</b>			
Rent home	39%	25%	38%
Own home	61%	75%	62%
Detached unit	70%	78%	70%
Attached unit	30%	22%	30%
<b>Race and Ethnicity</b>			
White alone, not Hispanic	88%	89%	87%
Hispanic and/or other race	12%	11%	13%
<b>Sex and Age</b>			
Female	51%	54%	52%
Male	49%	46%	48%
18-34 years of age	32%	11%	31%
35-54 years of age	35%	28%	35%
55+ years of age	33%	61%	34%
Females 18-34	16%	7%	16%
Females 35-54	18%	14%	18%
Females 55+	18%	33%	18%
Males 18-34	16%	5%	16%
Males 35-54	17%	14%	17%
Males 55+	15%	28%	15%

## SURVEY DATA ANALYSIS AND REPORTING

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions were presented in the body of the report.

### Use of the “Excellent, Good, Fair, Poor” Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is “excellent,” “good,” “fair” or “poor” (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity was one that NRC did not want to dismiss when crafting The National Citizen Survey™ questionnaire, because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, NRC has found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents’ perceptions of quality in favor of their report on the acceptability of the level of service offered).

### “Don’t Know” Responses

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

### Benchmark Comparisons

NRC has been leading the strategic use of surveys for local governments since 1991, when the principals of the company wrote the first edition of what became the classic text on citizen surveying. In *Citizen Surveys: how to do them, how to use them, what they mean*, published by ICMA, not only were the principles for quality survey methods articulated, but both the idea of benchmark data for citizen opinion and the method for gathering benchmark data were pioneered. The argument for benchmarks was called “In Search of Standards.” “What has been missing from a local government’s analysis of its survey results is the context that school administrators can supply when they tell parents how an 80 percent score on the social studies test compares to test results from other school systems...”

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that conducted by NRC with those that others have conducted. The integration methods have been thoroughly described not only in the Citizen Surveys book, but also in *Public Administration Review, Journal of Policy Analysis and Management*. Scholars who

specialize in the analysis of citizen surveys regularly have relied on this work (e.g., Kelly, J. & Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction. *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331- 341). The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in NRC's proprietary databases. NRC's work on calculating national benchmarks for resident opinions about service delivery and quality of life won the Samuel C. May award for research excellence from the Western Governmental Research Association.

### The Role of Comparisons

Benchmark comparisons are used for performance measurement. Jurisdictions use the comparative information to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions, to measure local government performance. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up "good" citizen evaluations, jurisdictions need to know how others rate their services to understand if "good" is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. More important and harder questions need to be asked; for example, how do residents' ratings of fire service compare to opinions about fire service in other communities?

A police department that provides the fastest and most efficient service—one that closes most of its cases, solves most of its crimes and keeps the crime rate low—still has a problem to fix if the residents in the community it intends to protect believe services are not very good compared to ratings given by residents to their own objectively "worse" departments. The benchmark data can help that police department – or any department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. NRC recommends that citizen opinion be used in conjunction with other sources of data about budget, personnel and politics to help managers know how to respond to comparative results.

Jurisdictions in the benchmark database are distributed geographically across the country and range from small to large in population size. Most commonly, comparisons are made to the entire database. Comparisons may also be made to subsets of jurisdictions (for example, within a given region or population category). Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources and practices vary, the objective in every community is to provide services that are so timely, tailored and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride and a sense of accomplishment.

### Comparison of Lane County to the Benchmark Database

Lane County chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (populations of 200,000 or more). A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the Lane County Survey was included in NRC's database and

there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons are available, Lane County results are noted as being “above” the benchmark, “below” the benchmark or “similar to” the benchmark. This evaluation of “above,” “below” or “similar to” comes from a statistical comparison of Lane County’s rating to the benchmark (the rating from all the comparison jurisdictions where a similar question was asked).

## APPENDIX C: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within Lane County.



LANE COUNTY BOARD OF COMMISSIONERS  
PUBLIC SERVICE BUILDING  
125 EAST 8TH AVE.  
EUGENE, OR 97401

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94



LANE COUNTY BOARD OF COMMISSIONERS  
PUBLIC SERVICE BUILDING  
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EUGENE, OR 97401

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Boulder, CO  
Permit NO. 94

Dear Lane County Resident,

Your household has been selected at random to participate in an anonymous citizen survey about Lane County. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,

Your Lane County Board of Commissioners,  
Bill Dwyer, Bill Fleenor  
Rob Handy, Pete Sorenson  
Faye Hills Stewart

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Rob Handy, Pete Sorenson  
Faye Hills Stewart



# Lane County Board of Commissioners

---

Bill Dwyer  
Bill Fleenor  
Rob Handy  
Pete Sorenson  
Faye Hills Stewart

February 2009

Dear Lane County Resident:

Lane County wants to know what you think about our community and local government. You have been randomly selected to participate in Lane County's 2009 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the Lane County Board of Commissioners set benchmarks for tracking the quality of services provided to residents, and your answers will help the Board make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

**To get a representative sample of Lane County residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.**

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call (541) 682-4203.

Please help us shape the future of Lane County. Thank you for your time and participation.

Sincerely,

Bill Dwyer  
Commissioner

Pete Sorenson  
Commissioner

Bill Fleenor  
Commissioner

Faye Hills Stewart  
Commissioner

Rob Handy  
Commissioner



# Lane County Board of Commissioners

---

Bill Dwyer  
Bill Fleenor  
Rob Handy  
Pete Sorenson  
Faye Hills Stewart

March 2009

Dear Lane County Resident:

About one week ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to discard this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. Lane County wants to know what you think about our community and local government. You have been randomly selected to participate in Lane County's Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the Lane County Board of Commissioners set benchmarks for tracking the quality of services provided to residents, and your answers will help the Board make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

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Pete Sorenson  
Commissioner

Bill Fleenor  
Commissioner

Faye Hills Stewart  
Commissioner

Rob Handy  
Commissioner



# Lane County Board of Commissioners

---

Bill Dwyer  
Bill Fleenor  
Rob Handy  
Pete Sorenson  
Faye Hills Stewart

# Lane County 2009 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

**1. Please rate each of the following aspects of quality of life in Lane County:**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Lane County as a place to live.....	1	2	3	4	5
Your neighborhood as a place to live.....	1	2	3	4	5
Lane County as a place to raise children .....	1	2	3	4	5
Lane County as a place to work .....	1	2	3	4	5
Lane County as a place to retire .....	1	2	3	4	5
The overall quality of life in Lane County.....	1	2	3	4	5

**2. Please rate each of the following characteristics as they relate to Lane County as a whole:**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sense of community.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds .....	1	2	3	4	5
Overall appearance of Lane County .....	1	2	3	4	5
Cleanliness of Lane County .....	1	2	3	4	5
Overall quality of new development in Lane County .....	1	2	3	4	5
Overall quality of business and service establishments in Lane County ....	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Opportunities to attend cultural activities.....	1	2	3	4	5
Recreational opportunities .....	1	2	3	4	5
Employment opportunities .....	1	2	3	4	5
Educational opportunities .....	1	2	3	4	5
Opportunities to participate in social events and activities .....	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Ease of car travel in Lane County .....	1	2	3	4	5
Ease of bus travel in Lane County.....	1	2	3	4	5
Ease of bicycle travel in Lane County .....	1	2	3	4	5
Ease of walking in Lane County .....	1	2	3	4	5
Availability of paths and walking trails .....	1	2	3	4	5
Traffic flow on County roads.....	1	2	3	4	5
Availability of affordable quality housing .....	1	2	3	4	5
Availability of affordable quality child care .....	1	2	3	4	5
Availability of affordable quality health care .....	1	2	3	4	5
Availability of preventive health services .....	1	2	3	4	5
Air quality .....	1	2	3	4	5
Quality of overall natural environment in Lane County .....	1	2	3	4	5
Overall image or reputation of Lane County .....	1	2	3	4	5

**3. Please rate the speed of growth in the following categories in Lane County over the past 2 years:**

	<i>Much too slow</i>	<i>Somewhat too slow</i>	<i>Right amount</i>	<i>Somewhat too fast</i>	<i>Much too fast</i>	<i>Don't know</i>
Population growth .....	1	2	3	4	5	6
Retail growth (stores, restaurants, etc.).....	1	2	3	4	5	6
Jobs growth.....	1	2	3	4	5	6

4. To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Lane County?  
 Not a problem     Minor problem     Moderate problem     Major problem     Don't know

5. Please rate how safe or unsafe you feel from the following in Lane County:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
Violent crime (e.g., rape, assault, robbery) .....	1	2	3	4	5	6
Property crimes (e.g., burglary, theft).....	1	2	3	4	5	6
Environmental hazards, including toxic waste.....	1	2	3	4	5	6

6. Please rate how safe or unsafe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day.....	1	2	3	4	5	6
In your neighborhood after dark.....	1	2	3	4	5	6
In Lane County's downtown area during the day .....	1	2	3	4	5	6
In Lane County's downtown area after dark .....	1	2	3	4	5	6

7. During the past twelve months, were you or anyone in your household the victim of any crime?

- No → Go to Question 9     Yes → Go to Question 8     Don't know → Go to Question 9

8. If yes, was this crime (these crimes) reported to the police?

- No     Yes     Don't know

9. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Lane County?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Participated in a recreation program or activity .....	1	2	3	4	5
Visited a neighborhood park or County park .....	1	2	3	4	5
Ridden a local bus within Lane County.....	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting .....	1	2	3	4	5
Watched a meeting of local elected officials or other local public meeting on cable television .....	1	2	3	4	5
Visited the Lane County Web site (at www.lanecounty.org) .....	1	2	3	4	5
Recycled used paper, cans or bottles from your home.....	1	2	3	4	5
Volunteered your time to some group or activity in Lane County.....	1	2	3	4	5
Participated in a club or civic group in Lane County .....	1	2	3	4	5
Provided help to a friend or neighbor .....	1	2	3	4	5

10. About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?

- Just about every day  
 Several times a week  
 Several times a month  
 Once a month  
 Several times a year  
 Once a year or less  
 Never

# Lane County 2009 Citizen Survey

## 11. Please rate the quality of each of the following services in Lane County:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sheriff services .....	1	2	3	4	5
Fire services .....	1	2	3	4	5
Crime prevention .....	1	2	3	4	5
Fire prevention and education .....	1	2	3	4	5
Traffic enforcement on County roads and highways .....	1	2	3	4	5
Road repair .....	1	2	3	4	5
Snow removal on County roads and highways .....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
County parks.....	1	2	3	4	5
Recreation programs or classes .....	1	2	3	4	5
Lane County Open Space .....	1	2	3	4	5
Nature programs or classes .....	1	2	3	4	5
Availability of historic sites .....	1	2	3	4	5
Land use, planning and zoning .....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.) .....	1	2	3	4	5
Animal control .....	1	2	3	4	5
Economic development .....	1	2	3	4	5
Health services .....	1	2	3	4	5
Services to seniors.....	1	2	3	4	5
Services to youth.....	1	2	3	4	5
Services to low-income people .....	1	2	3	4	5
Public information services .....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations) .....	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts .....	1	2	3	4	5
Mental Health services.....	1	2	3	4	5
Drug and Alcohol services .....	1	2	3	4	5
Adult protective services .....	1	2	3	4	5
Agricultural/Farm advisor .....	1	2	3	4	5
Juvenile justice services for youth .....	1	2	3	4	5

## 12. Overall, how would you rate the quality of the services provided by each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Lane County .....	1	2	3	4	5
The Federal Government .....	1	2	3	4	5
The State Government .....	1	2	3	4	5

## 13. Have you had any in-person or phone contact with an employee of Lane County within the last 12 months (including sheriff, receptionists, planners or any others)?

- No → Go to Question 15                       Yes → Go to Question 14

## 14. What was your impression of the employee(s) of Lane County in your most recent contact? (Rate each characteristic below.)

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Knowledge.....	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy .....	1	2	3	4	5
Overall impression.....	1	2	3	4	5

## 15. Please rate the following categories of Lane County government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Lane County .....	1	2	3	4	5
The overall direction that Lane County is taking.....	1	2	3	4	5
The job Lane County government does at welcoming citizen involvement ....	1	2	3	4	5
The job Lane County government does at listening to citizens .....	1	2	3	4	5

**16. Please indicate how likely or unlikely you are to do each of the following:**

	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know
Recommend living in Lane County to someone who asks.....	1	2	3	4	5
Remain in Lane County for the next five years .....	1	2	3	4	5

**17. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:**

- Very positive     
  Somewhat positive     
  Neutral     
  Somewhat negative     
  Very negative

**18. Please check the response that comes closest to your opinion for each of the following questions:**

- a. Last year, Lane County cut over 100 jobs in public safety, public health, and human services due to the ending of a federal act which provided funding for timber counties. In September, congress approved renewal of these funds, which will provide \$44 million to the County General Fund over four years. Please indicate to what extent you support or oppose the County using the funds for the following items and then indicate which single item should be the top priority for funding:**

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't Know	Top priority (mark one)
Restoring the services cut last year.....	1	2	3	4	5	<input type="radio"/>
Paying down debt .....	1	2	3	4	5	<input type="radio"/>
Saving the money to maintain current services as long as possible .....	1	2	3	4	5	<input type="radio"/>
Saving the money in a "rainy day" reserve for future use.....	1	2	3	4	5	<input type="radio"/>

- b. Please rate how important, if at all, each of the following aspects of public safety service is to you and then indicate the single most important aspect of public safety:**

	Essential	Very important	Somewhat important	Not at all important	Don't Know	Most important (mark one)
Prosecution of crimes .....	1	2	3	4	5	<input type="radio"/>
Adequate jail space/beds .....	1	2	3	4	5	<input type="radio"/>
Regular patrols of rural areas .....	1	2	3	4	5	<input type="radio"/>
Animal control/regulation.....	1	2	3	4	5	<input type="radio"/>
Adequate resources available for parole and probation .....	1	2	3	4	5	<input type="radio"/>
Adequate resources available for crime investigation.....	1	2	3	4	5	<input type="radio"/>
Youth offender detention and supervision .....	1	2	3	4	5	<input type="radio"/>

- c. Have you visited the County's Web site at (www.lanecounty.org) in the past 12 months:**

No → Go to Question 18e     
  Yes → Go to Question 18d     
  Don't know → Go to Question 18e

- d. If you visited the Web site, please rate the follow aspects of the County's Web site:**

	Excellent	Good	Fair	Poor	Don't know
Current information.....	1	2	3	4	5
Appearance.....	1	2	3	4	5
Online services offered.....	1	2	3	4	5
Ease of navigation.....	1	2	3	4	5
Search function .....	1	2	3	4	5

- e. What is your five digit zip code? \_\_\_\_\_**

- f. Which three services does Lane County government do the best job of providing?**

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# Lane County 2009 Citizen Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

**D1. Are you currently employed for pay?**

- No → Go to Question D3
- Yes, full time → Go to Question D2
- Yes, part time → Go to Question D2

**D2. During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below? (Enter the total number of days, using whole numbers.)**

- Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) by myself ..... days
- Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults ..... days
- Bus, Rail, Subway or other public transportation ..... days
- Walk ..... days
- Bicycle ..... days
- Work at home ..... days
- Other ..... days

**D3. How many years have you lived in Lane County?**

- Less than 2 years       11-20 years
- 2-5 years               More than 20 years
- 6-10 years

**D4. Which best describes the building you live in?**

- One family house detached from any other houses
- House attached to one or more houses (e.g., a duplex or townhome)
- Building with two or more apartments or condominiums
- Mobile home
- Other

**D5. Is this house, apartment or mobile home...**

- Rented for cash or occupied without cash payment?
- Owned by you or someone in this house with a mortgage or free and clear?

**D6. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?**

- Less than \$300 per month
- \$300 to \$599 per month
- \$600 to \$999 per month
- \$1,000 to \$1,499 per month
- \$1,500 to \$2,499 per month
- \$2,500 or more per month

**D7. Do any children 17 or under live in your household?**

- No       Yes

**D8. Are you or any other members of your household aged 65 or older?**

- No       Yes

**D9. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)**

- Less than \$24,999
- \$25,000 to \$49,999
- \$50,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 or more

**Please respond to both question D10 and D11:**

**D10. Are you Spanish, Hispanic or Latino?**

- No, not Spanish, Hispanic or Latino
- Yes, I consider myself to be Spanish, Hispanic or Latino

**D11. What is your race? (Mark one or more races to indicate what race you consider yourself to be)**

- American Indian or Alaskan Native
- Asian, Asian Indian or Pacific Islander
- Black or African American
- White
- Other

**D12. In which category is your age?**

- 18-24 years               55-64 years
- 25-34 years               65-74 years
- 35-44 years               75 years or older
- 45-54 years

**D13. What is your sex?**

- Female
- Male

**D14. Are you registered to vote in your jurisdiction?**

- No
- Yes
- Ineligible to vote
- Don't know

**D15. Many people don't have time to vote in elections. Did you vote in the last general election?**

- No
- Yes
- Ineligible to vote
- Don't know

Thank you for completing this survey. Please return the completed survey in the postage paid envelope to:  
National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502



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