

December 2017

# City of Salem

# Community Priorities

TELEPHONE SURVEY



Prepared by DHM Research

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# Introduction & Methodology

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From December 7 to 13, 19, 2017, DHM Research conducted a survey of Salem residents. The purpose of the survey was to assess residents' satisfaction with City services and their values related to development. To track changes in opinion, the survey benchmarked several questions from previous surveys.

**Research Methodology:** The telephone survey consisted of 457 Salem residents and took approximately 15 minutes to complete. This is a sufficient sample size to assess residents' opinions generally and to review findings by multiple subgroups.

Respondents were contacted by a live interviewer from a list of registered voters, which included cell phones. The survey was administered in both English and Spanish. In gathering responses, a variety of quality control measures were employed, including questionnaire pre-testing and validation. Quotas were set by age, gender, and area of the city to ensure a representative sample.

**Statement of Limitations:** Any sampling of opinions or attitudes is subject to a margin of error. The margin of error is a standard statistical calculation that represents differences between the sample and total population at a confidence interval, or probability, calculated to be 95%. This means that there is a 95% probability that the sample taken for this study would fall within the stated margin of error if compared with the results achieved from surveying the entire population. The margin of error for this survey is  $\pm 4.6\%$ .

**DHM Research Background:** DHM Research has been providing opinion research and consultation throughout the Pacific Northwest and other regions of the United States for 40 years. The firm is nonpartisan and independent and specializes in research projects to support public policy making.

# Summary & Observations

## 2

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### **Salem residents are optimistic about the city's future and satisfied with city government.**

A strong majority of residents feel that Salem is moving in the right direction, and positivity is high across demographic groups.

A notable nine in ten residents approve of City services in general. When it comes to specific services, satisfaction is high for those typically considered to be the “basics” of good government, such as emergency services. Residents also have a measure of trust in the City to spend public dollars for the public good, and a majority are satisfied with the value they receive for the taxes they pay.

### **Homelessness, housing affordability, and transportation are top-of-mind issues for residents.**

Concern about homelessness has grown rapidly over the past year and a half. It now tops education, traffic, roads, and taxes as an issue residents want their leaders to address. Homelessness and housing affordability are top concerns for residents of all demographics.

Traffic congestion and roads are less urgent concerns, but are issues residents contend with on a daily basis. Residents widely agree that driving at peak hours is difficult, and dissatisfaction with the City's performance maintaining roads and other infrastructure is relatively high. In residents' minds, maintenance may be linked to crowded roads and general difficulty traveling in the city.

### **Satisfaction remains high, but residents' positive opinions are softer than they were in 2016.**

Since 2016, overall approval has remained high. However, satisfaction has softened almost across the board: residents are more often thinking of the City as *somewhat* satisfactory rather than *very* satisfactory.

This minor downturn may be driven by negativity around the issue areas residents are currently most concerned about: affordable housing, homelessness, and street maintenance. Residents' evaluations of how well the City addresses these issues have fallen as their concern has grown. As residents encounter these problems in their own lives, they may be drawing conclusions about the adequacy of government's response.

While the declines in positive marks are broad, and should be taken seriously, they are also often within the margin of error. Future surveys will monitor if this is the start of a trend or statistical blip.

### **Residents are more likely to favor raising new revenue if it addresses the issues they care about.**

In the face of budget constraints, a narrow plurality of residents prefer that the City raise taxes rather than reduce services. However, residents are more in favor of raising revenue if they know it goes to their priority issue. A majority of residents would be willing to pay more if they could be certain the money would improve the City service they feel is most in need of improvement—primarily homelessness, road maintenance, and affordable housing services. However, this willingness has fallen since 2016.

### **Some groups struggle more to communicate with City government.**

While tasks such as paying bills or applying for permits are generally considered to be easy, sizeable minorities of residents say they have had a difficult time finding information or having their concerns heard by City leadership. Throughout the survey, young people, residents in north/northeast Salem, and those not affiliated with a major party, report feeling less engaged and may have less trust that Salem is treating them fairly.

### **Residents want walkable neighborhoods that include businesses and dense housing—at least in the abstract.**

Residents overwhelmingly want Salem neighborhoods to include easy access to businesses and services; less than three in ten would prefer to see residential neighborhoods segregated from business.

A plurality of about four in ten residents would also prefer to site new apartment or condo complexes within residential neighborhoods. About as many residents would prefer to see new complexes elsewhere, either concentrated among major roads or on the edges of the city.

Strong majorities support a variety of regulations on new multi-family complexes, including parking minimums and aesthetic requirements. Support for these policies indicates that Salem residents are sensitive to these new complexes' impact on their neighborhoods.

## **Recommendations & Next Steps**

### **Communicate what the City is doing to address residents' biggest concerns.**

Residents come in contact with homelessness, high housing costs, and transportation difficulties in their daily lives, but the work the City does to mitigate these problems is not always visible. Talking about specific solutions to these challenges can communicate how the City is already putting tax dollars to work, and may increase residents' support for increasing funding down the road.

### **Learn more about how residents want their city to grow.**

Many residents like the idea of mixed-use, mixed-density neighborhoods—but wanting to see multifamily housing in a neighborhood is not necessarily the same as wanting to see it in *my* neighborhood. Further research and engagement may clarify where residents are sensitive to the changes to come.

### **Share results and meaningfully engage residents across the city.**

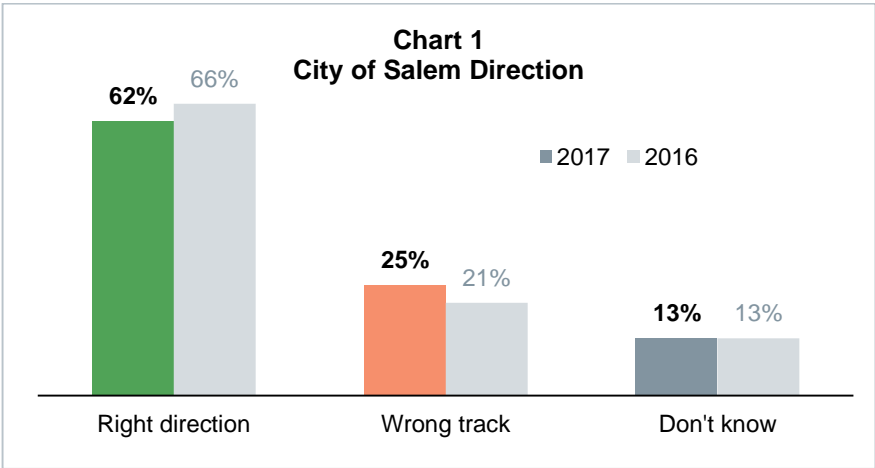
The City can continue to engage the public by sharing the results of this survey and inviting residents across the city to give input. Outreach strategies may be especially effective among groups, such as young people and those in north/northeast Salem, who tend to feel less able to communicate with government.

Salem residents were surveyed about their satisfaction with City services and their values around growth and development. The following report describes topline results and demographic differences by region, age, gender, and other subgroups. Where possible, results are benchmarked to a DHM Research survey conducted in December 2016.

### 3.1 General mood

#### Salem residents are optimistic about the city’s direction.

Over six in ten residents feel that Salem is moving in the right direction, while about a quarter feel the city is off on the wrong track. This level of positivity is similar to recent DHM Research results in Tigard, Oregon, and Clark County, Washington. The share of residents who think Salem is moving in the right direction decreased by four percentage points, from 66% in 2016; however, this change is within the margin of error.



Source: DHM Research, December 2017

Levels of positivity are largely similar across the city; no major demographic group has less than 50% *right direction* responses. South Salem residents are more positive about the city’s future (65%) than those in other areas of the city (59–60%). Republicans and Democrats have similar levels of optimism (65% for both), while members of minor parties and non-affiliated residents (NAV/other) are less positive (57%).

## Homelessness is now a dominant issue for the city.

More than a quarter of residents consider homelessness and poverty the most important issue they want City officials to address. Other concerns include traffic congestion, affordable housing, and education—but no issue other than homelessness exceeds 10% of residents.

Chart 2  
Most Important Issue in Salem



Source: DHM Research, December 2017

The dominance of homelessness as an issue is new. The share of residents saying it is a top issue has increased dramatically in recent years, from 17% in December 2016 and from 7% in May 2016. In comparison, concerns about education and road maintenance have decreased four and six percentage points from this time last year.

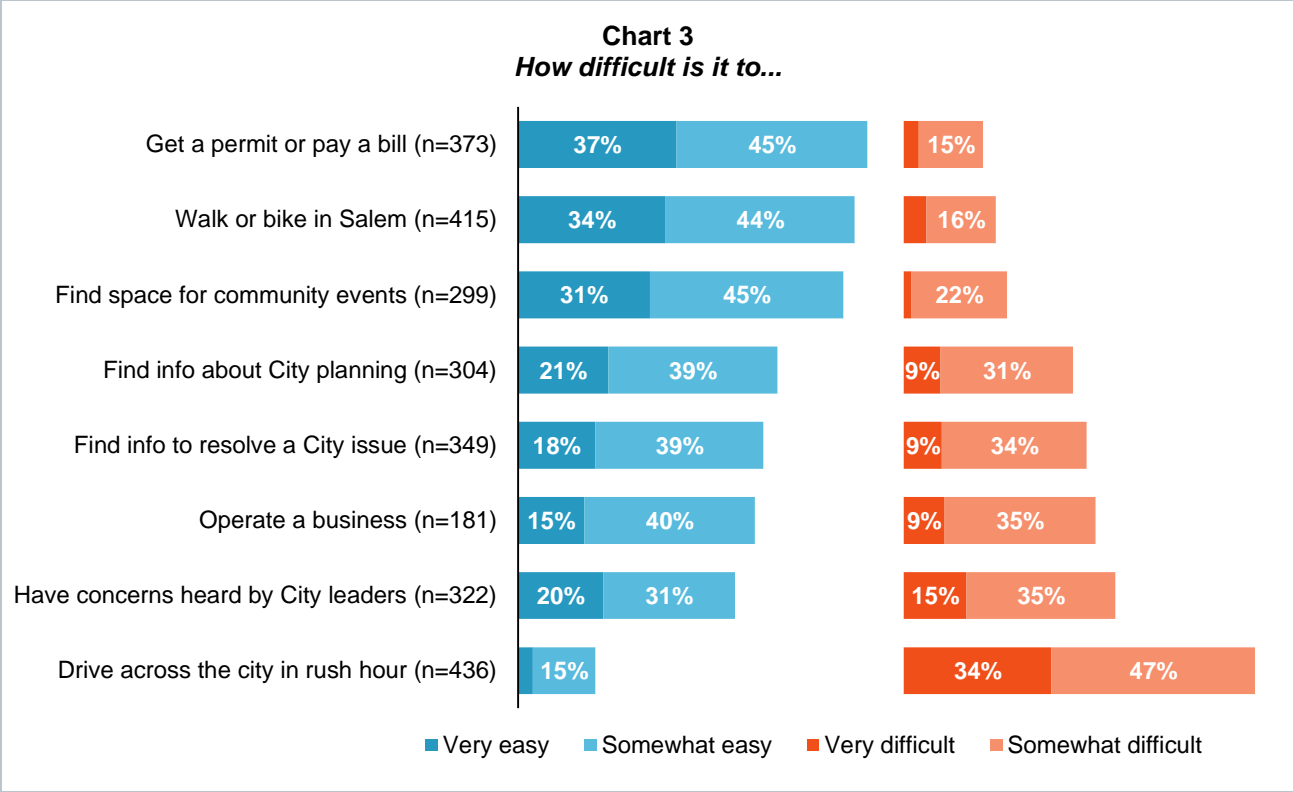
Homelessness is an especially strong priority for young people, those living in north/northeast Salem, people with lower incomes, renters, and Democrats. Renters are also more concerned about affordable housing, likely because rising prices impact them most immediately. The top issue for west Salem residents is building a third bridge over the Willamette River (22%).

## 3.2 Living in Salem

### Residents find it relatively easy to conduct many parts of everyday life in Salem.

*Getting a permit or paying a bill, walking and biking, and finding space for community events* are all seen as easy to complete by strong majorities of residents who have experience with them (76–82%). Most residents who find these activities difficult say they are *somewhat* rather than *very* difficult.

For most of these everyday tasks, levels of ease are consistent across demographic groups. Finding space for community events is slightly more difficult for south Salem residents (69% easy vs. 77% overall). Republicans report having a harder time getting a permit or paying a bill and finding space for community events.



Source: DHM Research, December 2017

**Communicating with the City is harder for some community members.**

Some residents report having more of a difficult time communicating with City government—whether *finding information to resolve a City issue*, *finding information about City planning*, or *having concerns heard by City leaders*. More say these activities are easy than say they are hard, but there are sizeable minorities of residents who have attempted to complete each one and found it difficult (39–49% difficult).

Since 2016, there has been an eight-percentage-point increase in the share of residents who consider having their concerns heard difficult, and a nine-point increase in the share who say finding information to resolve a City issue is difficult.

West Salem residents, as well as people with higher incomes, have the easiest time making themselves heard and finding information compared to other residents. Young people and renters are more likely to have encountered difficulties when communicating the City.

In addition, *operating a business* is seen as easy by a little over half of residents who have experience in this area (55%, n=181). While the sample of residents who gave a response about operating a business in Salem is small, Democrats appear to consider this activity easier (70%) than Republicans or NAV/other residents (51–56%).

**Rush-hour traffic is widely seen as difficult.**

A strong majority of residents say *driving across town during peak traffic hours* is difficult (82%), and over a third say it is *very difficult*. While it is perhaps unsurprising that rush hour isn't seen as an effortless part



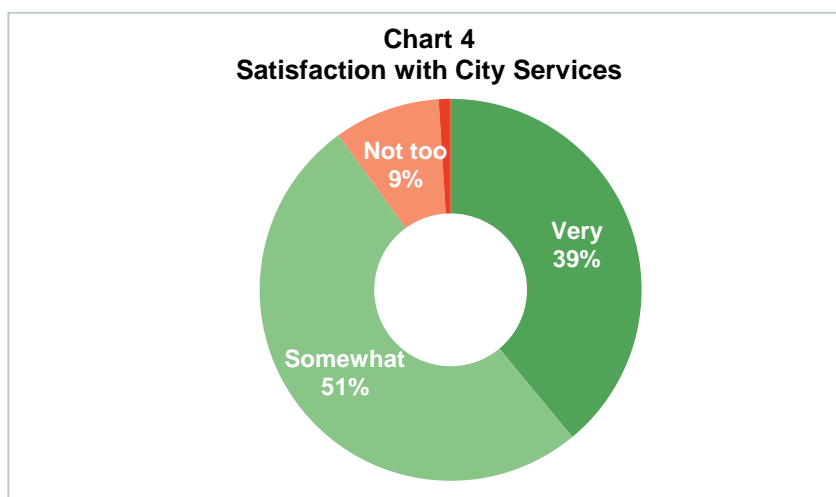
of daily life, this result can be read as an indicator of dissatisfaction with traffic conditions overall. Since 2016, there has been a seven-point increase in the share of residents who say driving during rush hour is difficult.

People over 55 are slightly more likely to say this question does not apply to them (9%), likely because some are retired. But older people who do have experience driving during rush hour have intense opinions on this topic, with nearly half (45%) saying it is *very* difficult. Younger people under 35 are more likely to say rush hour traffic is only *somewhat* difficult.

### 3.3 Service satisfaction

**Salem residents are satisfied with City services, though there are gaps when it comes to streets, affordable housing, and homelessness.**

Nine in ten residents are generally satisfied (90%) with the services the City provides. This result is similar to 2016, though positivity has softened slightly: while 44% were *strongly* satisfied last year, 39% are *strongly* satisfied today.

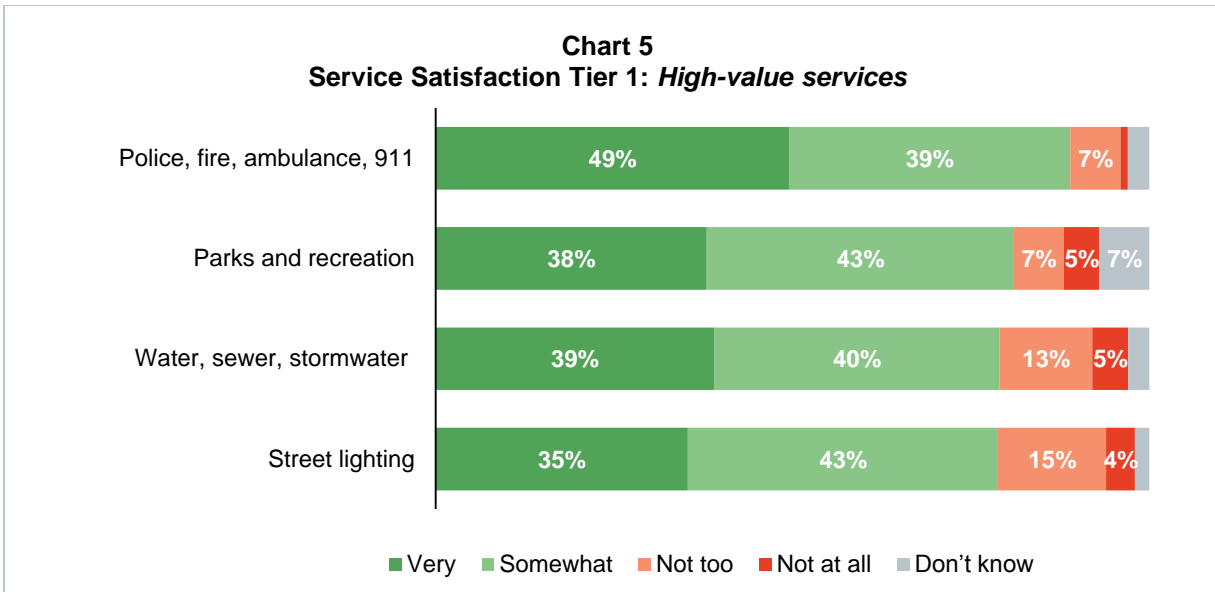


Source: DHM Research, December 2017

Looking at specific service areas, residents are most satisfied with some of the most basic amenities provided by the City. Nearly nine in ten are satisfied with *police, fire, ambulance, and 911* services (88%); around eight in ten are satisfied with *parks and recreation* (81%), *water sewer, and stormwater* services (79%), and *street lighting* (79%). These are services that people typically consider highly important for government to provide.

Satisfaction levels for these services are high across demographic groups. People of color tend to give lower ratings (62–82%) than white people (82–92%). NAV/other residents give softer positive evaluations than members of either major party.

Residents' feelings about water, sewer and stormwater services, as well as street lighting, vary according where they live in the city: west Salem residents are more satisfied (85–88%) than north/northeast or south Salem residents (77–78%).

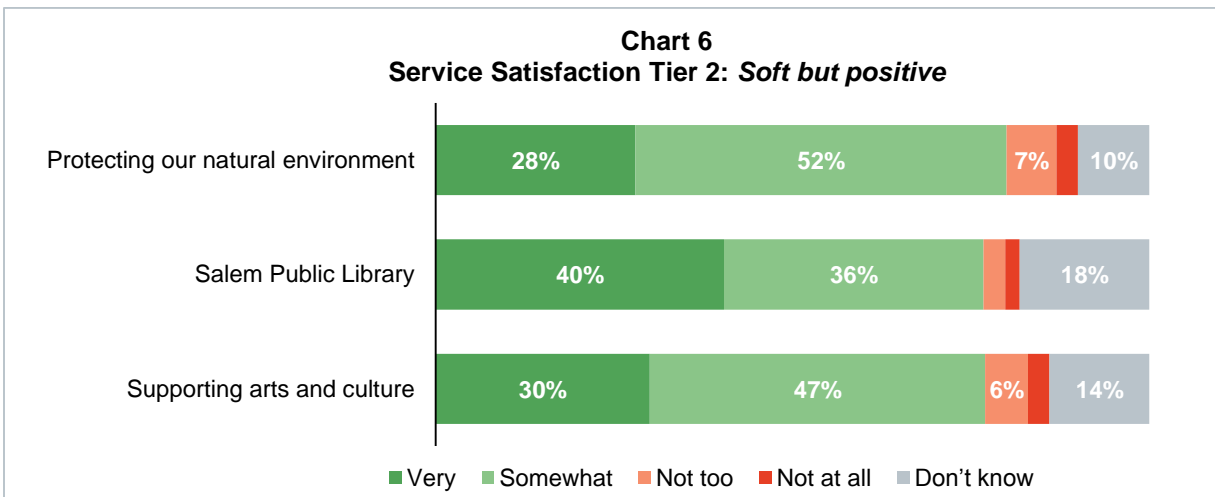


Source: DHM Research, December 2017

Just under eight in ten residents are satisfied with *protecting our natural environment* (79%), the *Salem Public Library* (77%), and the City's support for *arts and culture* (77%). These services are less familiar to some city residents, with *don't know* responses of 10%–18%.

Feelings about environmental protection and arts and culture are relatively soft (28–30% *very* satisfied). Satisfaction with these services is consistent across demographic groups, though Democrats are more satisfied with support for arts and culture than Republicans or NAV/other residents.

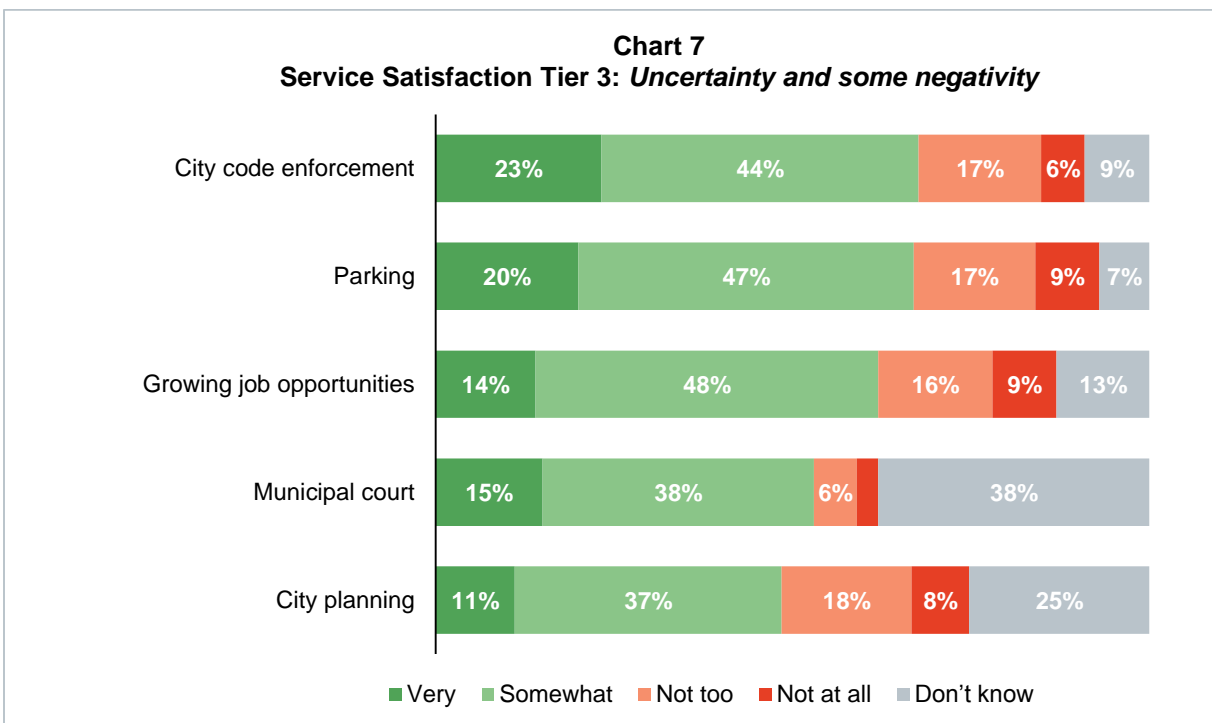
While the public library has fairly high *don't know* responses (18%), it also has among the highest *very* satisfied ratings of all the services tested (40%). The residents most positive about the library are Democrats, people with four-year college degrees, and older people. While there has been an eight-point decrease in satisfaction with the public library from 2016, there has been no increase in the library's low dissatisfied ratings—instead, the share of residents saying they don't know has increase nine points.



Source: DHM Research, December 2017

Around half or more residents are satisfied with *enforcement of city codes* (68%), *parking structures and on-street parking* (68%), *growing job opportunities in the local economy* (62%), *municipal court* (53%), and *city planning and development review* (49%). Satisfaction with these services is soft (11–23% very satisfied). The municipal court is simply unfamiliar to many residents (38% don't know), while the other services have slightly elevated levels of negative ratings (23–26%).

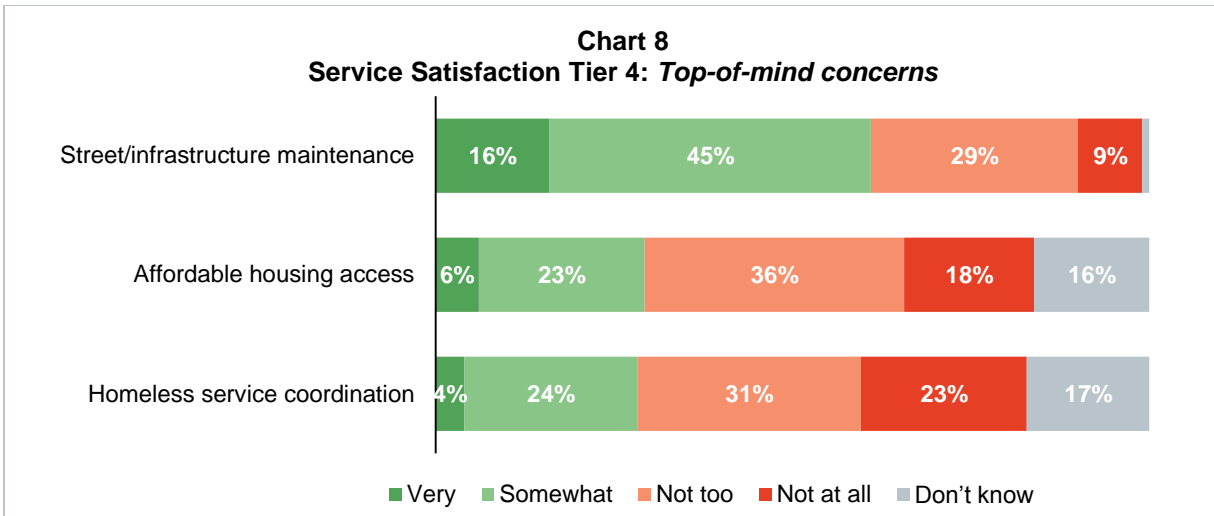
Residents under 35 are more satisfied with parking in Salem than their older counterparts (72% vs. 65–66%). When it comes to how the City grows job opportunities, homeowners and west Salem residents tend to either be satisfied or say they don't know enough to have an opinion; renters, who may be more economically vulnerable, are more often dissatisfied (33% vs. 25% overall).



Source: DHM Research, December 2017

Dissatisfaction is highest when it comes to services that address the top-of-mind issues facing the city: homelessness, housing, and transportation. While a majority (61%) is satisfied with the City's *maintenance of city streets, sidewalks, and bridges*, it also has among the highest negative ratings (38%). People with four-year degrees have higher levels of dissatisfaction (42%), as do NAV/other residents.

Less than a third of residents are satisfied with how well the city *ensures that residents of all income levels have access to affordable housing* (30%) and *coordinates social services to serve the needs of the homeless in our community* (29%). Majorities disapprove of the job the city is doing in these areas (54%, 55%).



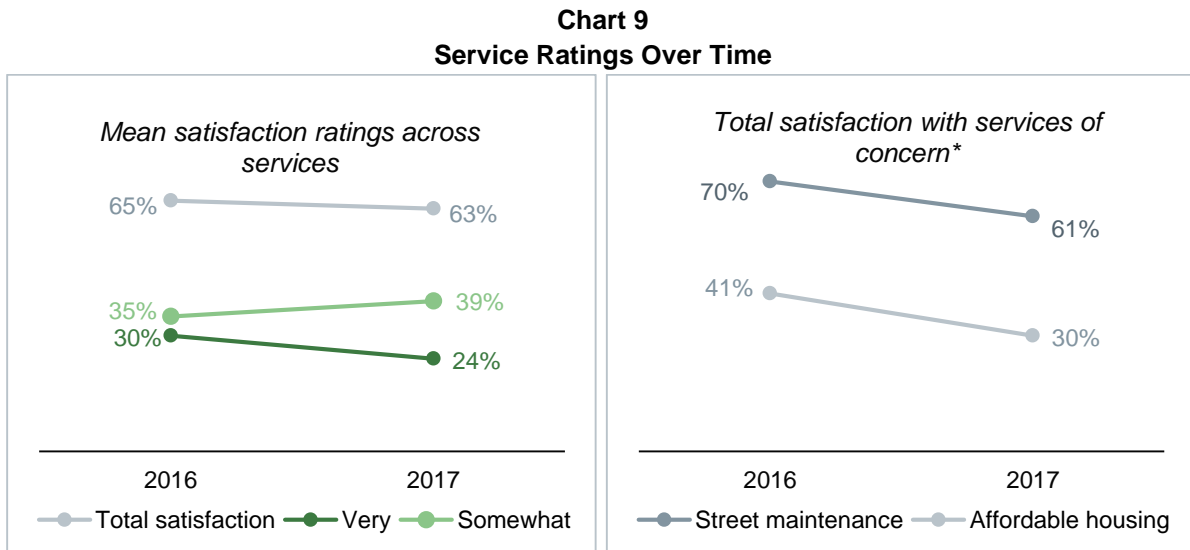
Source: DHM Research, December 2017

Affordable housing is a major concern to every demographic group. Women, young people under 35, Democrats, NAV/other residents, and renters have especially high rates of disapproval (58–65%). People with incomes above \$100K are most approving of how the City is handling affordable housing; people 35 and over and residents of west Salem tend to be unsure rather than positive.

There are few major demographic differences when it comes to satisfaction with the City’s homelessness services, though young people under 35 are especially likely to be *not at all* satisfied (33%).

**Satisfaction remains high, but it has softened from 2016.**

Since 2016, satisfaction with the City has remained high, and most services saw no change in overall satisfaction. However, there has been an overall softening of levels of approval: residents are more often viewing services as *somewhat* satisfactory rather than *very* satisfactory.



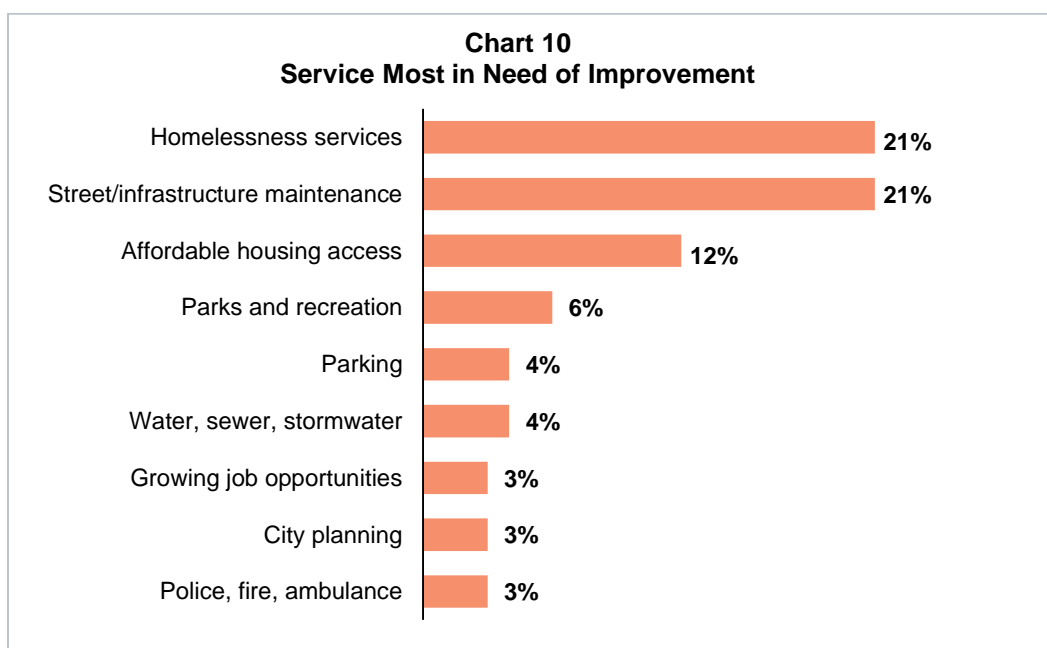
\*Coordinating social services to serve the needs of the homeless was tested for the first time in 2017.

Source: DHM Research, December 2017

This minor downturn may be driven by some of the services that residents are currently most concerned about. Overall satisfaction with affordable housing access is down 12 percentage points, and street maintenance is down nine points. Satisfaction with another transportation-related service, parking, has decreased five percentage points. The 2016 survey did not ask residents about their level of satisfaction with homelessness services.

**Residents want to see improvements to the services addressing the biggest challenges facing the City.**

Asked which of the City’s services they believe are most in need of improvement, residents again focus on homelessness, street and infrastructure maintenance, and affordable housing access. Democrats and residents with four-year degrees are highly concerned about homelessness services. People 55 and over prioritize street maintenance over homelessness services.



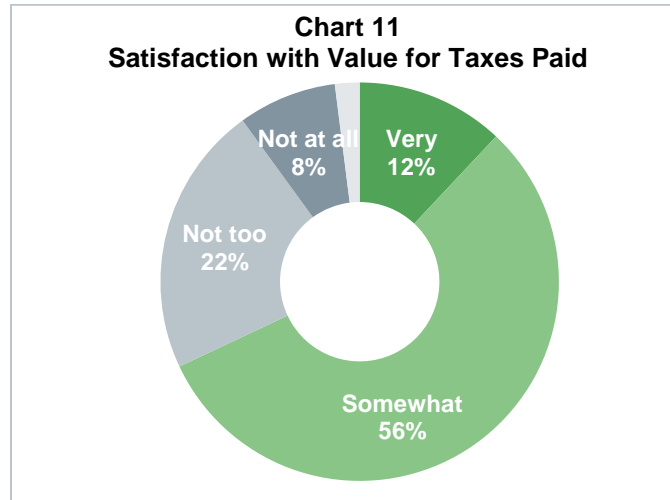
Source: DHM Research, December 2017

The share of residents who prioritize improving street maintenance has decreased from 2016 by seven points. However, this difference may simply be a displacement effect: as more residents prioritize homelessness, which was not included in the 2016 survey, fewer prioritize maintenance or other issues. The proportion of residents who believe affordable housing is most in need of improvement has remained unchanged (14% to 12%).

### 3.4 Funding for city services

#### Most residents feel they are getting an adequate return on their tax dollars.

Echoing their overall satisfaction with City services, a strong majority of residents (68%) are satisfied with the value they receive for the taxes they pay, indicating a level of trust in how the City is spending taxpayer dollars. Most residents are *somewhat* satisfied (56%). Overall satisfaction is similar to 2016 results (71%), though the share of residents who are *very* satisfied has shrunk slightly, from 17% to 12%.

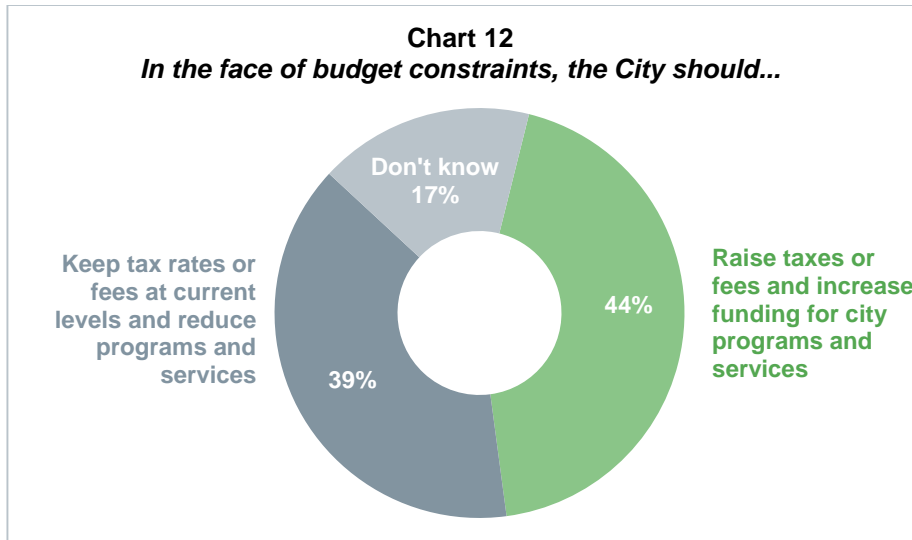


Source: DHM Research, December 2017

West Salem residents and Democrats are most satisfied with the value of their tax dollars.

#### Residents are split as to whether Salem should raise more revenue to pay for services.

Given the information that the City is facing budget constraints, a plurality of residents (44%) prefer that Salem *raise taxes or fees and increase funding for services*, while slightly fewer (39%) prefer the City *keep taxes or fees at their current levels*, even if that means reducing services. Nearly one in five (17%) don't know which they prefer. The share of residents willing to see taxes and fees go up is unchanged from 2016 (44%).

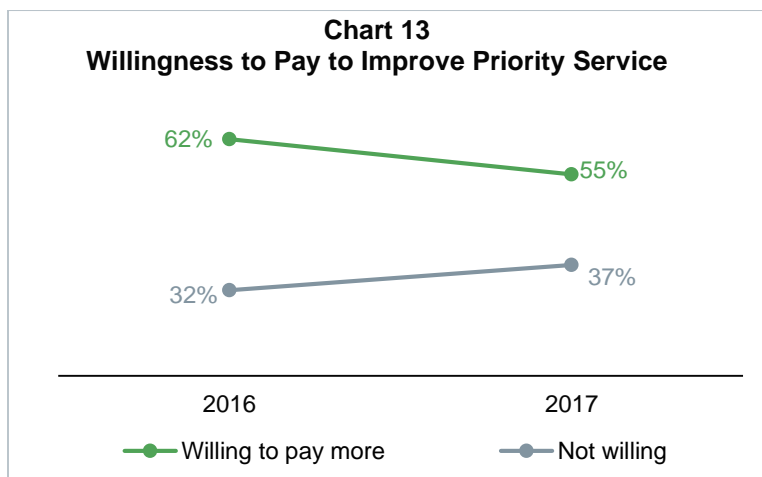


Source: DHM Research, December 2017

Budget preferences differ strongly by party: six in ten Democrats (60%) believe the City should raise taxes, while a similarly strong majority of Republicans think the City should reduce programs and services. NAV/other residents are about evenly split. A majority of young people under 35 believe the City should raise taxes, while those 55 and older strongly favor cutting services. Renters are also in favor of raising taxes or fees (59%).

In the context of specific high-priority services, residents come down more strongly on the side of raising new revenue. Thinking about the City service they believe is most in need of improvement—primarily homelessness, road maintenance, and affordable housing services—a majority of residents (55%) would be willing to pay more in taxes in fees if they could be certain the service would improve. About four in ten (37%) would not be willing to pay more for their most urgent service priority.

There are again strong differences by party, with nearly seven in ten Democrats saying they would be willing to pay more in order to see their priority service improved. NAV/other residents lean towards being willing to pay more (52%), while Republicans are far more likely to say they are not. Renters are again strongly in favor of raising more revenue.



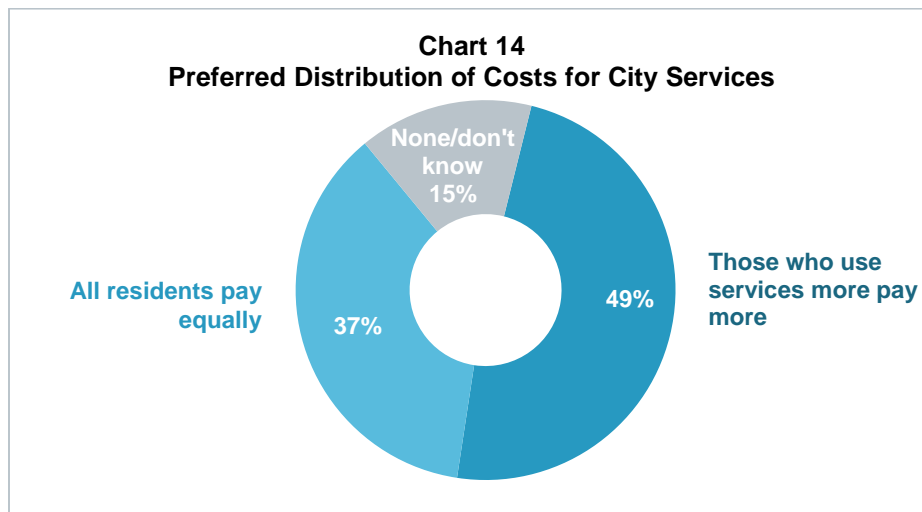
Source: DHM Research, December 2017

While willingness to raise taxes for services *in general* has not changed, willingness to pay for priority services has decreased from 2016, when 62% said they were willing to pay more. This change occurred at the same time that resident satisfaction with two priority services, affordable housing and street maintenance, has decreased.

### 3.5 Equity

#### **A plurality of residents think residents should pay for services on more of a fee-for-use basis.**

About half prefer that residents who use services more should pay more, while around four in ten prefer that all residents pay equally. Since 2016, there has been a slight shift towards away from a model where all residents pay regardless of use, from 43% in 2016 to 37% in 2017.



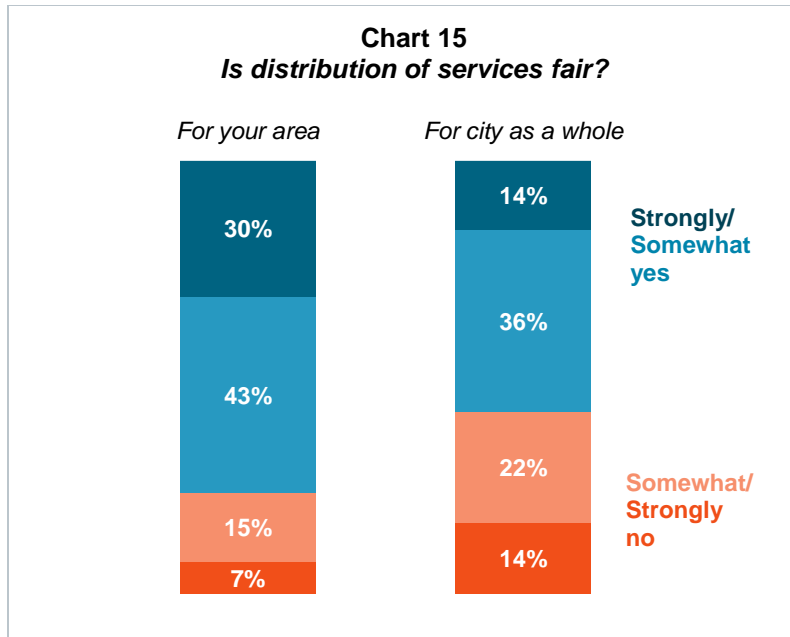
Source: DHM Research, December 2017

Republicans strongly favor a fee-for-use model (60%). Men and south Salem residents are also more likely to believe people who use services more should pay more.

#### **Most residents agree funding is distributed across the city equitably, but impressions of fairness are down.**

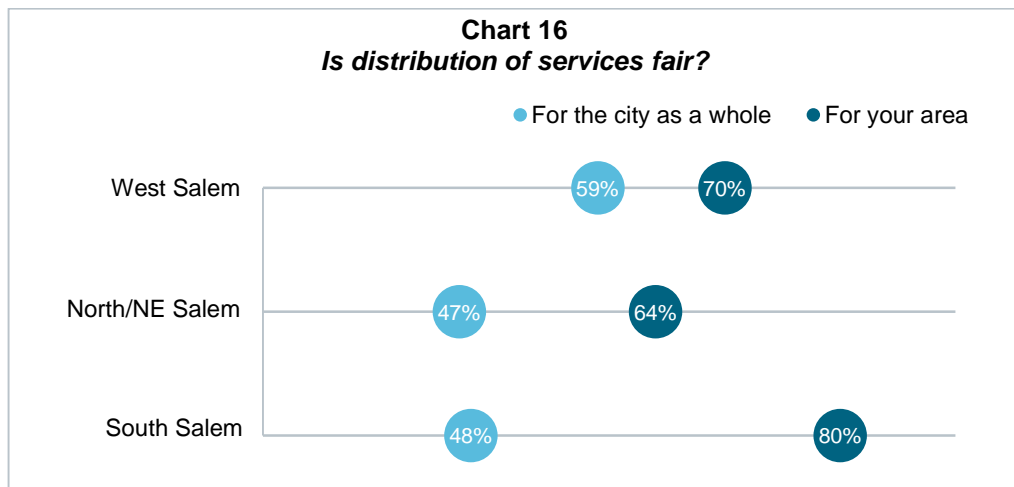
A strong majority (73%) of residents feels that their area of the city receives its fair share of city services. Fewer (50%) feel the city as a whole has an equitable distribution of services.





Source: DHM Research, December 2017

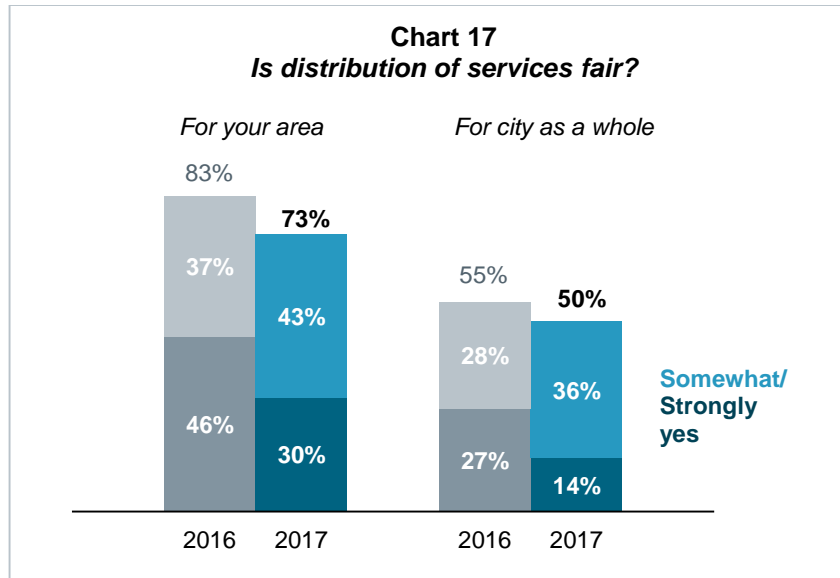
Young people under 35, NAV/other residents, and people of color all tend to have less confidence in how services are distributed in Salem.



Source: DHM Research, December 2017

There are also major differences in perception according to where in the city residents live:

- South Salem residents overwhelmingly feel that their area gets its fair share of services but also have more doubts than other areas of the city about the fairness of distribution overall.
- West Salem residents, on the contrary, are less likely than average to feel their area gets its due, but most confident in the system as a whole.
- North/northeast Salem residents have lower confidence in both the fairness for their own neighborhood and for the city as a whole.



Source: DHM Research, December 2017

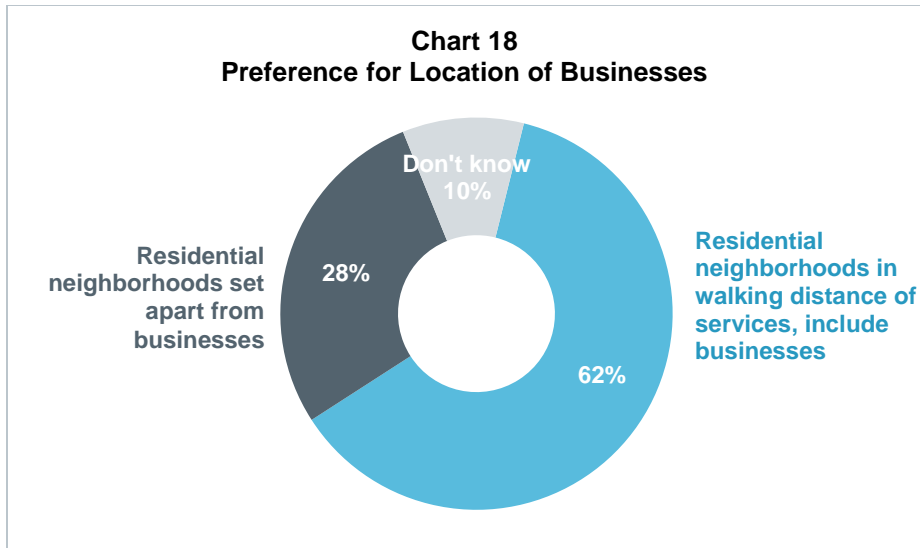
Residents are more skeptical this year about fairness. There has been a ten-point decrease in the share of residents who feel their area gets its fair share of services, with a 16-point drop in the share who *strongly* agree. Positivity about fairness across the city as a whole has decreased less (down five points overall), but there has been a 13-point decrease in the share who *strongly* agree services are distributed fairly, indicating some doubt.

### 3.6 Growth and the future

#### Salem residents want walkable neighborhoods.

A strong majority of residents say their vision of Salem includes neighborhoods that are *within walking distance of everyday services or would include small-scale businesses* (62%) rather than *residential neighborhoods set apart from businesses* (28%). In a series of questions asked in 2016, similar majorities of residents preferred mixing shops and services with residential neighborhoods rather than segregating uses.

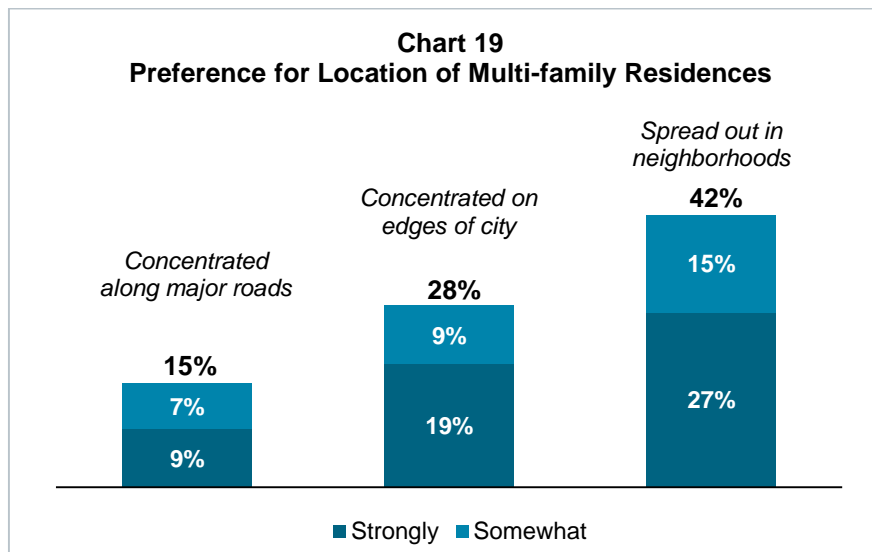
Majorities of each demographic group prefer walkable neighborhoods, with women, young people, and Democrats strongly in favor (66–70%).



Source: DHM Research, December 2017

**Many residents want new apartments and condos to be integrated into residential areas, but they are sensitive to the impacts density can have on neighborhoods.**

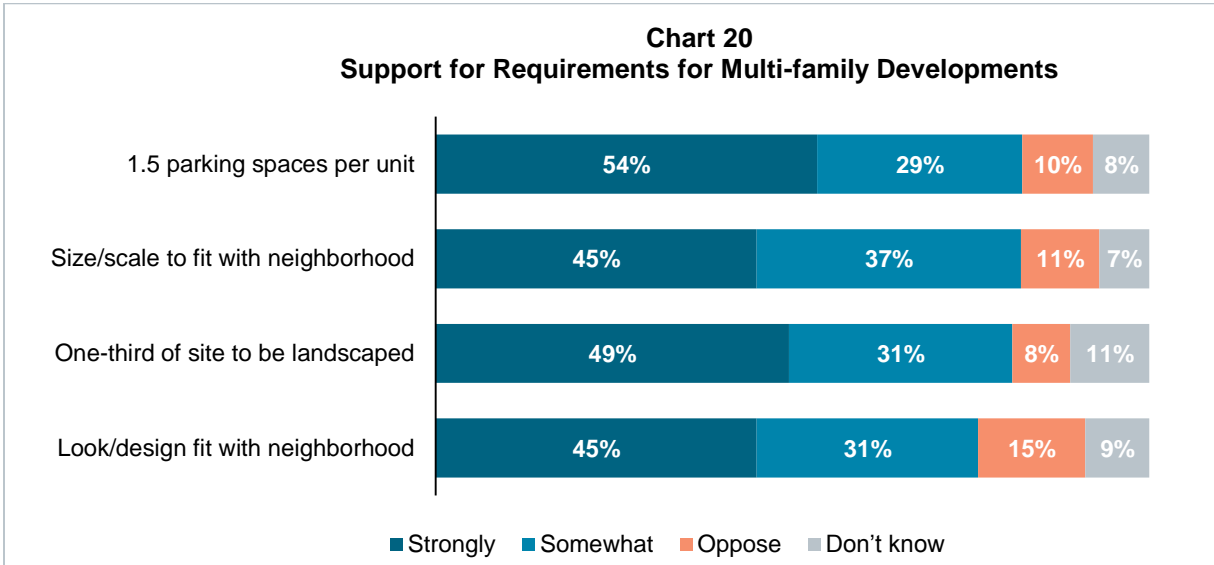
Asked to choose among three options, about four in ten residents prefer that new multi-family complexes be *spread out in small clusters in the city's existing residential neighborhoods* (42%). About as many prefer that multi-family housing either be *concentrated on vacant land on the edges of the city* (28%) or *concentrated along major roads* (15%).



Source: DHM Research, December 2017

Residents of south Salem are slightly more likely to prefer siting multi-family complexes in existing neighborhoods than residents in other parts of the city. Republicans are less in favor of multi-family housing in neighborhoods (38%), and are nearly as likely to prefer it on vacant land on the edges of the city (35%).

Even if residents want to see multi-family developments in residential areas, how these new developments impact their neighbors is a concern. Strong majorities support policies to require parking (82%), size and scale fit (82%), landscaping (81%), and look and design fit (75%). At least four in ten residents *strongly* supports each of these policies.



Source: DHM Research, December 2017

Women, people over 55, people with four-year degrees, and Democrats are especially strong supporters of each of these policies. West Salem residents strongly support parking requirements (90% support) and size and scale fit (86%).

# Appendix

**City of Salem Community Priority Survey**  
**December 7-13, 19, 2017**  
**N=457 Salem residents**  
**15 minutes; margin of error ±4.6%**  
**DHM Research #00630**

Hello, my name is \_\_\_\_\_ from [name of fielding house]. I have some questions about your community (specify if possible).

As needed:

- We are not trying to sell you anything.
- The survey should only take a few minutes and I think you will find the questions interesting.
- Your answers are strictly confidential.

**WARM UP & GENERAL MOOD**

1. All in all, would you say things in Salem are headed in the right direction, or are things off on the wrong track?

Response Category	2017 n=450	2016 n=450
Right direction	62%	66%
Wrong track	25%	21%
<b>(DON'T READ)</b> Don't know	13%	13%

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

Response Category	2017	Dec. 2016	March 2016
Homelessness, poverty	26%	17%	7%
Traffic, congestion	8%	4%	7%
Affordable housing	7%	4%	1%
Education, funding, class sizes	5%	10%	5%
Roads, potholes, infrastructure	5%	11%	12%
Additional bridge	5%	3%	3%
High taxes, property taxes	5%	1%	4%
Jobs, economy	4%	5%	5%
Government, budget, spending	3%	2%	0%
Healthcare	3%	1%	0%
Street lights, sidewalks	2%	3%	2%
Public transportation	2%	3%	7%
Police enforcement, traffic violations, public safety	2%	3%	5%
Crime, drugs	1%	5%	5%
Promote business/downtown development	1%	3%	3%

Response Category	2017	Dec. 2016	March 2016
New police facility	0%	2%	2%
None/Nothing	4%	7%	9%
All other responses	1% or less	2% or less	2% or less
Don't know	5%	6%	1%

### SATISFACTION WITH EXISTING SERVICES

3. The City of Salem provides many services and facilities: police and fire protection, ambulance services, street maintenance, parks and recreation, water and sewer and more. In general, how satisfied are you with the services provided by the City of Salem: very satisfied, somewhat satisfied, not too satisfied, or not at all satisfied?

Response Category	2017	2016
Very satisfied	39%	44%
Somewhat satisfied	51%	48%
Not too satisfied	9%	5%
Not at all satisfied	1%	3%
<b>(DON'T READ)</b> Don't know	0%	1%

Now, I will read to you a list of community services in Salem. For each, please tell me if you are very satisfied, somewhat satisfied, not too satisfied, or not at all satisfied. **(Rotate Q4-Q17)**

Response Category	Very satisfied	Somewhat satisfied	Not too satisfied	Not at all satisfied	Don't know
<b>4. Police, fire, ambulance, and 911 service</b>					
2017	49%	39%	7%	1%	3%
2016	58%	30%	4%	4%	5%
<b>5. Maintenance of city streets, sidewalks and bridges</b>					
2017	16%	45%	29%	9%	1%
2016	23%	47%	18%	11%	1%
<b>6. Salem public library</b>					
2017	40%	36%	3%	2%	18%
2016	54%	31%	4%	2%	9%
<b>7. Parks and recreation</b>					
2017	38%	43%	7%	5%	7%
2016	48%	37%	8%	4%	3%
<b>8. Water, sewer and stormwater services</b>					
2017	39%	40%	13%	5%	3%
2016	38%	41%	10%	7%	4%
<b>9. Ensuring that residents of all income levels have access to affordable housing</b>					
2017	6%	23%	36%	18%	16%
2016	14%	27%	24%	16%	18%
<b>10. Municipal court</b>					
2017	15%	38%	6%	3%	38%
2016	24%	30%	5%	3%	37%
<b>11. City planning and development review</b>					
2017	12%	37%	18%	8%	25%
2016	14%	35%	16%	9%	26%

Response Category	Very satisfied	Somewhat satisfied	Not too satisfied	Not at all satisfied	Don't know
<b>12. Parking structures and on-street parking near local business</b>					
2017	20%	47%	17%	9%	7%
2016	24%	48%	17%	8%	2%
<b>13. Enforcement of city codes for issues such as noise, yard upkeep, and other nuisances</b>					
2017	23%	44%	17%	6%	9%
2016	32%	38%	11%	8%	11%
<b>14. Street lighting</b>					
2017	35%	43%	15%	4%	2%
2016	36%	41%	12%	8%	2%
<b>15. Growing job opportunities in the local economy</b>					
2017	14%	48%	16%	9%	13%
2016	16%	41%	20%	8%	14%
<b>16. Protecting our natural environment</b>					
2017	28%	52%	7%	3%	10%
2016	35%	42%	13%	4%	7%
<b>17. Supporting arts and culture</b>					
2017	30%	47%	6%	3%	14%
2016	34%	39%	10%	2%	15%
<b>18. ***Coordinating social services to serve needs of homeless in our community</b>					
2017	4%	24%	31%	23%	17%

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

Response Category	2017	2016
Homelessness	21%	2%*
Maintenance of streets, sidewalks, and bridges	21%	28%
Ensuring residents have access to affordable housing	12%	14%
Parks and recreation	6%	4%
Parking structures and on-street parking	4%	5%
Water, sewer, storm water services	4%	5%
Police, fire, ambulance, and 911 service	3%	7%
Growing job opportunities in the local economy	3%	6%
City planning and development review	3%	4%
Street lighting	2%	5%
Protecting our natural environment	1%	2%
Enforcement of city codes for nuisances	0%	2%
Salem public library	0%	2%
None/nothing	3%	4%
All other responses	2% or less	1% or less
Don't know	7%	6%

\*Homelessness was not included in the 2016 survey

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

Response Category	2017	2016
Yes	55%	62%
No	37%	32%
<b>(DON'T READ)</b> Don't know	8%	6%

Thank you. Now, please tell me if doing the following activities in Salem is very easy, somewhat easy, somewhat difficult, or very difficult. If an activity doesn't apply to you, just let me know. **(Randomize Q21-Q28)**

Response Category	Very easy	Somewhat easy	Somewhat difficult	Very difficult	Doesn't apply
<b>21. Driving from one side of the city to the other during peak traffic hours</b>					
2017	3%	14%	45%	33%	5%
2016	7%	16%	31%	40%	6%
<b>22. Walking or biking in Salem</b>					
2017	31%	40%	15%	5%	9%
2016	40%	33%	13%	6%	9%
<b>23. Doing business with the City, such as getting a permit or paying a bill</b>					
2017	30%	36%	12%	3%	18%
2016	31%	32%	12%	5%	19%
<b>24. Finding space for community events</b>					
2017	20%	30%	15%	1%	35%
2016	24%	33%	9%	5%	30%
<b>25. Finding information about city planning and how decisions are made</b>					
2017	14%	26%	21%	6%	33%
2016	14%	25%	20%	8%	33%
<b>26. Having your concerns heard by city leaders</b>					
2017	14%	22%	24%	10%	29%
2016	15%	25%	17%	10%	34%
<b>27. Finding the information you need to resolve a city issue</b>					
2017	14%	30%	26%	7%	24%
2016	18%	31%	17%	9%	25%
<b>28. Operating a business</b>					
2017	6%	16%	14%	4%	61%
2016	7%	16%	13%	5%	59%



## RESOURCES FOR CITY SERVICES

29. The City of Salem funds basic services with taxpayer dollars and fees for services. In general, how satisfied are you with the value received for your taxes and fees paid? Are you very satisfied, somewhat satisfied, not too satisfied, or not at all satisfied?

Response Category	2017	2016
Very satisfied	12%	17%
Somewhat satisfied	56%	54%
Not too satisfied	22%	17%
Not at all satisfied	8%	7%
<b>(DON'T READ)</b> Don't know	2%	5%

30. Due to budget constraints, the City of Salem may no longer be able to provide the same level of service without more revenue. Which of the following statements is closest to your opinion? **(Rotate statements A and B)**

Response Category	2017	2016
A. The City of Salem should raise taxes or fees and increase funding for city programs and services.	44%	44%
B. The City of Salem should keep tax rates or fees at their current levels and reduce programs and services.	39%	42%
<b>(DON'T READ)</b> Don't know	17%	13%

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

Response Category	2017	2016
A. All residents pay equally	37%	43%
B. Those who use services more pay more	49%	46%
<b>(DON'T READ)</b> None of these	8%	6%
<b>(DON'T READ)</b> Don't know	7%	5%

## EQUITY ISSUES

32. Thinking about the part of Salem where you live, do you feel your area receives its fair share of city services? **(Yes/No; wait, ask strongly/somewhat)**

Response Category	2017	2016
Yes, strongly	30%	46%
Yes, somewhat	43%	37%
No, somewhat	15%	7%
No, strongly	7%	8%
<b>(DON'T READ)</b> Don't know	5%	2%

33. Thinking about the City of Salem as a whole, do you think city services are distributed fairly?  
**(Yes/No; wait, ask strongly/somewhat)**

Response Category	2017	2016
Yes, strongly	14%	27%
Yes, somewhat	36%	28%
No, somewhat	22%	15%
No, strongly	14%	17%
<b>(DON'T READ)</b> Don't know	14%	14%

## RESIDENT VALUES

The City of Salem has been engaging the community in decisions about maintaining the city's livability as more people move here, including more multifamily housing, such as apartment and condominiums.

34. Where should new multifamily housing be located? **[wait and ask if they feel that strongly or just lean towards their answer] [Randomize]**

Response Category	2017
<b>A. Concentrated along the city's major roads.</b>	
Strongly	9%
Somewhat	7%
<b>B. Concentrated on vacant land on the edges of the city.</b>	
Strongly	19%
Somewhat	9%
<b>C. Spread out in small clusters in the city's existing residential neighborhood</b>	
Strongly	27%
Somewhat	15%
<b>(DON'T READ)</b> None of these options	3%
<b>(DON'T READ)</b> Don't know	11%

35. Which of the following is closer to your vision for the future of Salem? **[Randomize]**

Response Category	2017
Most Salem neighborhoods would be within walking distance of everyday services or would include small-scale businesses within residential areas.	62%
Salem would have distinct residential neighborhoods that were set apart from businesses.	28%
<b>(DON'T READ)</b> Neither	3%
<b>(DON'T READ)</b> Don't know	7%

Next, I am going to ask you about a few possible regulations for these new multifamily developments. Some people feel that these regulations help to maintain a high quality of life in the city, and others worry that they increase the cost of housing. Knowing this, please tell me if you strongly support, somewhat support, somewhat oppose or strongly oppose the following regulations for new multifamily developments:

Response Category	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know
36. Require new multifamily developments to include at least 1.5 parking spaces for each apartment unit.	54%	29%	7%	2%	8%
37. Require the look and design of the new developments fit in with look and design of existing homes in the neighborhood	45%	31%	10%	5%	9%
38. Require the size and scale of new developments fits in with existing homes in the neighborhood	45%	37%	7%	4%	7%
39. Require about one third of new development site to be planted or landscaped	49%	31%	6%	2%	11%

## DEMOGRAPHICS

40. Do you describe your gender as:

Response Category	n=450
Male	49%
Female	50%
Non-binary or gender non-conforming	n=1
(DON'T READ) Don't know	--
(DON'T READ) Refused/Missing	1%

**Observed gender (if Q40=3, 98, 99 THEN interviewer code by observation)** Observe and record as separate A/B variable for Male or Female. Include as part of overall Male/Female quotas.

Response Category	2017	2016
Male	50%	49%
Female	50%	51%

41. What is your age?

Response Category	2017	2016
18–24	6%	9%
25–34	27%	24%
35–54	33%	33%
55–64	11%	10%
65+	22%	18%
(DON'T READ) Refused	1%	6%

42. Area of the City (from sample)

Response Category	2017
West	18%
North/northeast	35%
South	47%

43. In what area of the city do you live? (read list)

Response Category	2017	2016
North	24%	28%
South	42%	40%
East	9%	5%
West	21%	24%
(DON'T READ) Refused	3%	3%

44. What is your political party?

Response Category	2017	2016
Democrat	41%	37%
Republican	19%	24%
Independent	20%	20%
Other	7%	4%
Non-affiliated	8%	9%
I am not registered to vote	1%	2%
(DON'T READ) Refused	4%	4%

45. How many years have you lived in Salem?

Response Category	2017	2016
5 years or less	4%	11%
6–10 years	15%	10%
More than 10 years	80%	77%
(DON'T READ) Refused	n=2	2%

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

Response Category	2017	2016
Less than high school	1%	1%
High school diploma	14%	21%
Some college	31%	26%
College degree	36%	35%
Graduate/professional school	17%	16%
(DON'T READ) Refused	n=1	1%

47. Which category best describes your 2015 gross household income, before taxes? Remember to include everyone living in your household. Your best estimate will do.

Response Category	2017	2016
Less than \$25,000	9%	11%
\$25,000 to less than \$50,000	15%	20%
\$50,000 to less than \$75,000	28%	19%
\$75,000 to less than \$100,000	16%	14%
\$100,000 to less than \$150,000	5%	10%
\$150,000 or more	5%	4%
<b>(DON'T READ)</b> Refused	21%	22%

48. Which of the following best describes your race or ethnicity? **(allow for multiple responses)**

Response Category	2017	2016
African American/Black	3%	2%
Asian/Pacific Islander	2%	1%
Hispanic/Latino	10%	11%
Native American/American Indian	3%	3%
White/Caucasian	78%	77%
Other	3%	5%
<b>(DON'T READ)</b> Refused	4%	3%

49. Do you rent or own your home?

Response Category	2017	2016
Rent	31%	32%
Own	64%	63%
Something else	3%	5%
<b>(DON'T READ)</b> Refused	2%	--

50. Survey language

Response Category	2017	2016
English	98%	98%
Spanish	2%	2%