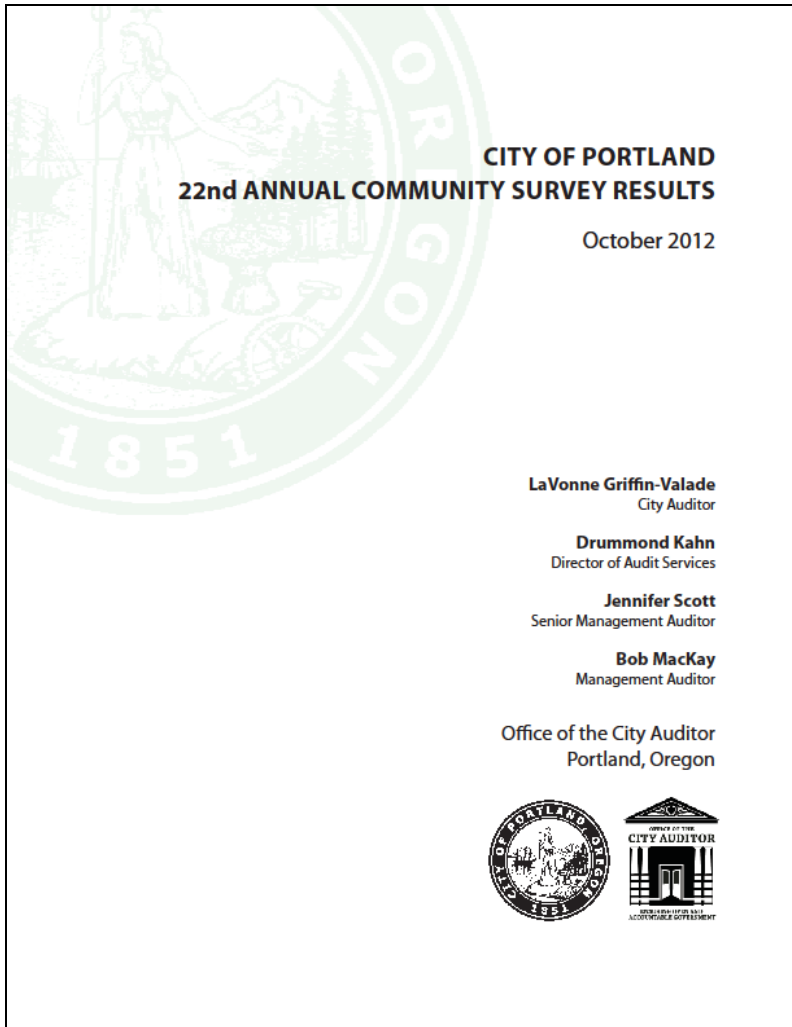


The Community Survey



PNIAF
Portland, OR
March 6, 2013

Jennifer Scott and Bob MacKay
Audit Services Division
Office of the City Auditor, Portland

Portland's Community Survey

- Annual survey of resident satisfaction with City services
- Random sample of about 10,000 households
- Consulted with bureaus when developing questions
- Results communicated in public report
 - Data reported in narrative, graphs, charts and maps
 - Comparisons between neighborhood coalitions and changes in responses over five years



The Community Survey is not

- An audit – no recommendations made and usually no cause is attributed
- No auditee, so no outside review or response letter
- A report that provides answers about why residents feel the way they do



History

- Conducted since 1990
- Previously conducted with Multnomah County and other Cities
- Previously part of Service Efforts and Accomplishments (SEA) Report
- Even with changes in survey design and questions, core questions have remained consistent



Project Timeline

- Early April – Initiate Project
- Mid-April – Order mailing list and format for printing
- June 1 – First post card mailed
- June 5 – First survey mailed
- End of June – Reminder post card mailed
- Mid-July – Reminder survey mailed and data entry temp starts work
- Mid-Aug – Data entry cut off, SPSS runs and data into pivot tables
- September – Analyze data, write chapters and index work papers
- Mid to late October – Release survey report



Many parties involved

- City Printing & Distribution
- US Postal Service
- Experian
- Data entry temporary employee
- Three Auditors & Public Information Coordinator
- Audit Services Director and City Auditor
- Media
- Thousands of Portland residents!



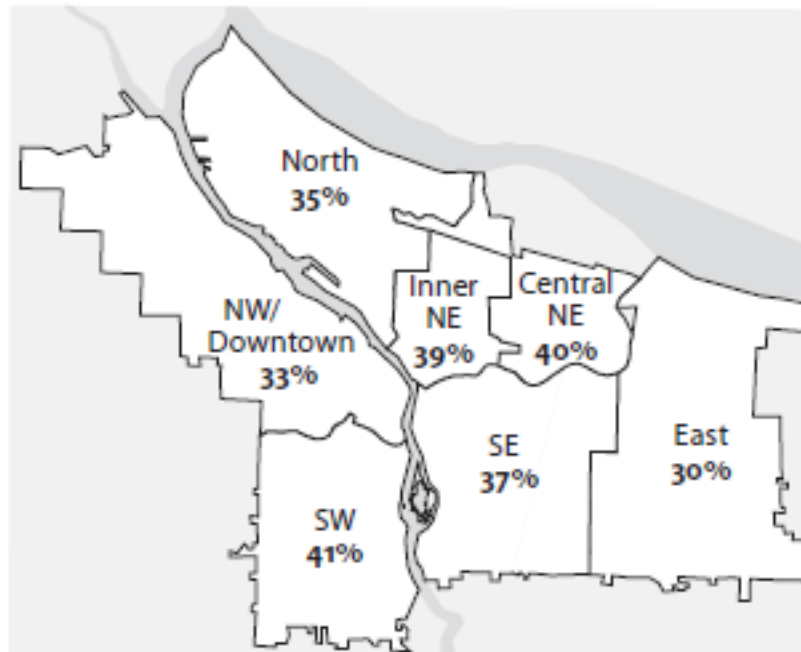
Mailing list

- Purchase from commercial vendor
- Order sample using defined geographies
- Vendor randomizes to our specifications
- Still get returns from 'bad' addresses

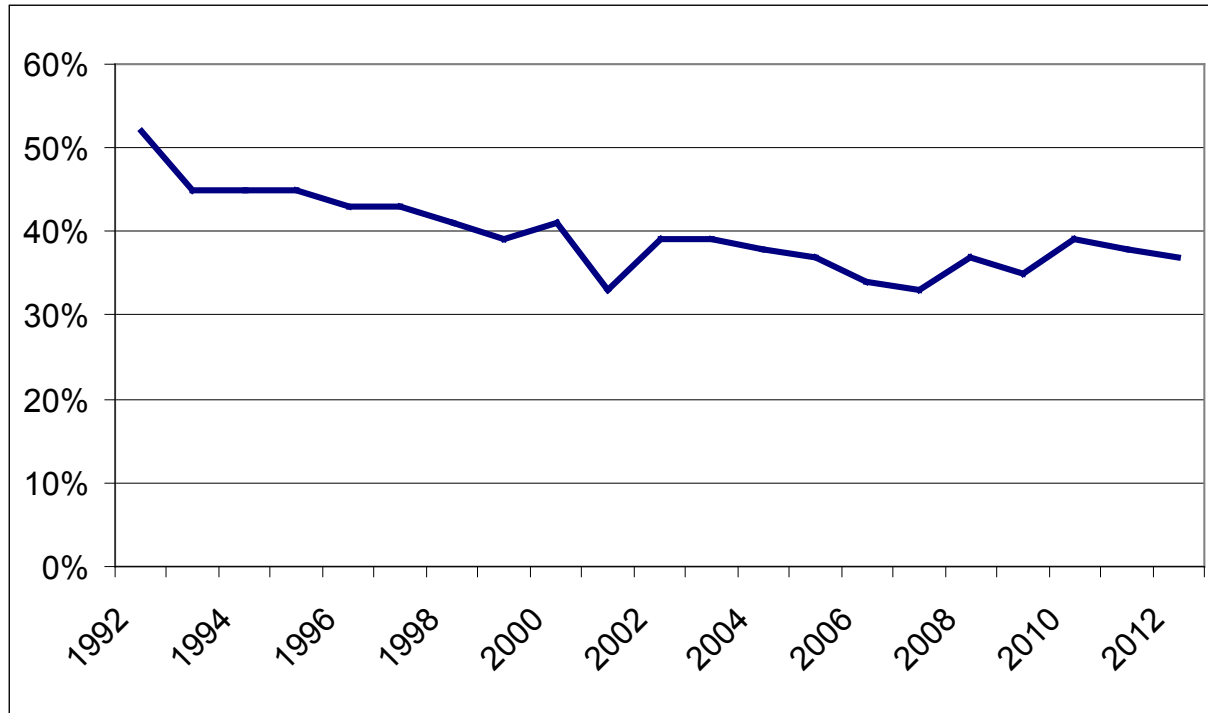


7 Neighborhood coalitions

2012 COMMUNITY SURVEY RESPONSE RATE BY NEIGHBORHOOD COALITION AREAS



City response rates over time



Response rate challenges

- Survey fatigue
 - Competition from other City bureaus, other governments, political, & market research surveys in different formats
- Community-wide vs. targeted audience
- Representativeness of respondents



Added an extra “contact”

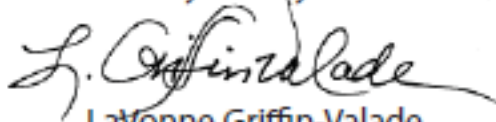
June 2012

Dear Resident,

Your household should have recently received a survey from the Portland City Auditor's Office asking your opinions on the City's delivery of services.

Thank you for taking the time to complete this important survey, as your answers help inform City government decision-making. If you have not yet completed the survey, please take a moment to do so and mail it back. If you have misplaced the survey, a replacement will arrive in the mail shortly.

Thank you very much.



LaVonne Griffin-Valade
Portland City Auditor



The survey is complete!

2012 Portland Community Survey
For each question, darken the one bubble that best fits your opinion, like this: ●, with a black or blue pen if possible.

1. How safe would you feel walking alone during the day:

- in your neighborhood? (Very Safe)
- in the park closest to you? (Very Safe)
- downtown? (Very Safe)

How safe would you feel walking alone at night:

- in your neighborhood? (Very Safe)
- in the park closest to you? (Very Safe)
- downtown? (Very Safe)

2. Do you know where to get assistance if you want to start or join a community group that works on crime issues?

YES NO

3. Did anyone break into, or burglarize, your home during the last 12 months?

YES NO

If yes: Was it reported to the police?

YES NO

4. Did anyone break into, or attempt to break into, any vehicles belonging to your household in the last 12 months?

YES NO

If yes: Was it reported to the police?

YES NO

5. How do you rate the City of Portland's efforts to regulate conduct of Portland police officers:

- Internal Police Bureau efforts? (Very Good)
- Auditor's Independent Police Review Division efforts? (Very Good)

Did you call 9-1-1 for an emergency in the last 12 months?

UP TO 1 MONTH UP TO 1 WEEK UP TO 3 DAYS 1 DAY NO SUPPLIES

How do you rate the services you received on the phone from 9-1-1 calltaker?

VERY GOOD GOOD NEUTRAL BAD

Remove returns prior to further mailings (bad addresses and completed)



Method/Analysis

- Enter survey responses into database
- Random check of data entry
- Clean data
- Run frequencies, tables, crosstabs, and combine valid results into positive, neutral, and negative responses
- 5 years trend data placed in pivot tables
- Run significance testing on trend data
- Report writing



How we structure our report

- Summary with highlights from the chapters
- Service area chapters
 - Overview
 - Data table
 - Trends
- Survey Methodology
- Data tables
- Survey instrument



How we report the data

Service area data tables

Resident ratings of Public Utility services

(percent very good or good)

	2008	2009	2010	2011	2012
Water	79%	80%	77%	71%	73%
Sewer	57%	55%	48%	46%	51%
Storm drainage	49%	48%	42%	41%	45%

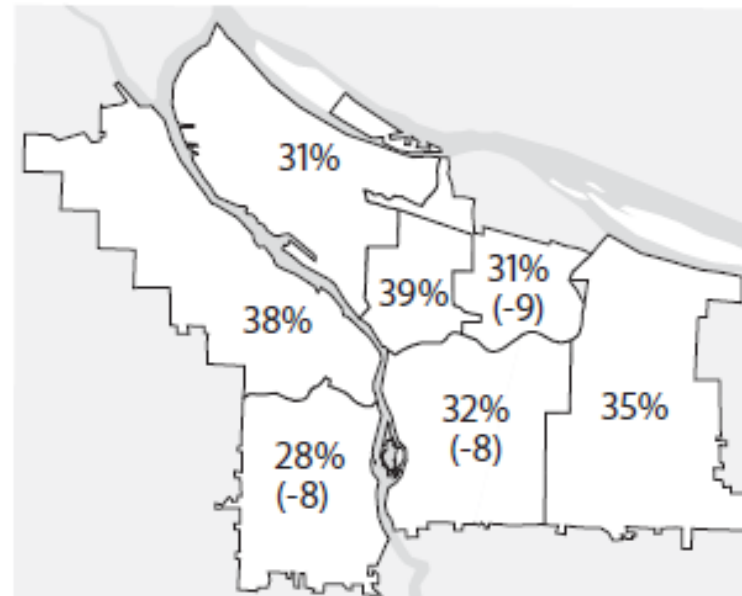


How we report the data

narrative and maps

In 2012, 33 percent of residents citywide rated City street maintenance services positively, an eight percentage point decline from 2008. Ratings were also lower in the Southwest, Southeast, and Central Northeast neighborhood coalitions from 2008.

Rating of city street maintenance as very good or good
(and change since 2008)



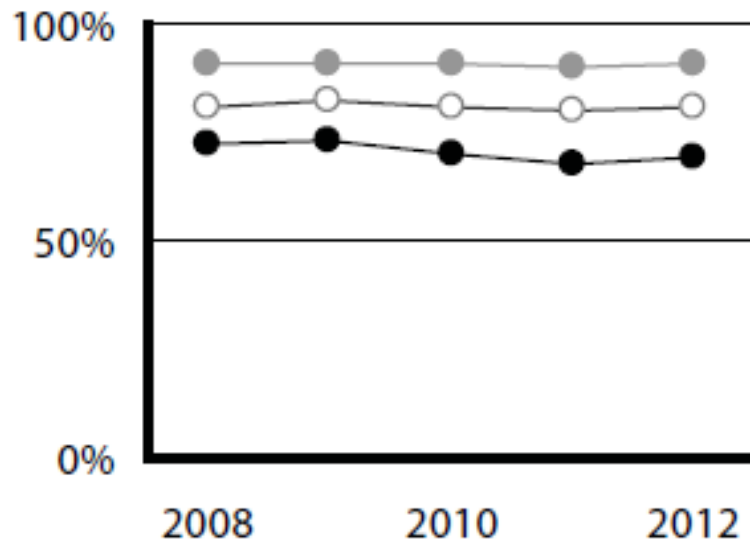
How we report the data

narrative and graphs

Rating of safety during day

(percent very safe or safe)

● Neighborhood ○ Park ● Downtown



Residents reported feeling about as safe in their neighborhoods, parks, and downtown during the day as they did in 2008. In 2012, 91 percent of residents felt safe in their neighborhood during the day, 81 percent felt safe in their closest park, and 69 percent felt safe downtown.

How we report the data

In data table at the back of the report, we report all the data for current year and citywide for the previous four years

- 22** How do you rate your neighborhood on:
- Housing affordability?
 - Very good
 - Good
 - Neutral
 - Bad
 - Very bad

	SW	NW/ Downtown	N	NE		SE	E	City Total	Prior City totals			
				Inner	Central				2011	2010	2009	2008
Very good	6%	5%	8%	5%	7%	4%	7%	6%	5%	5%	6%	5%
Good	42%	29%	47%	35%	45%	38%	47%	40%	39%	41%	39%	34%
Neutral	33%	32%	30%	32%	32%	35%	32%	32%	34%	32%	30%	30%
Bad	16%	28%	13%	24%	14%	20%	11%	18%	19%	18%	22%	24%
Very bad	3%	5%	2%	5%	2%	3%	3%	3%	4%	3%	4%	6%
	(528)	(431)	(449)	(505)	(513)	(476)	(372)	(3,284)	(3,521)	(3,436)	(2,980)	(3,096)



How we use the survey report

- When selecting audit topics
 - Ratings of garbage cost and quality decreased year after new City composting program
 - Residents in East Portland historically rate services lower than other parts of the City
- To provide context in audit reports
 - Recent street paving audit notes that resident ratings of street maintenance were low in 2012



Other bureaus use of survey report

- For budget requests
- In presentations and publications
- Marketing/promoting a specific program
- In strategic plan



Media Coverage of Survey report

KATU.com - Portland, Oregon

[Print this article](#)

Survey: Portlanders losing patience with garbage service



Biziournal logo

Auditor: Portlanders keen on livability, down on government

Portland Business Journal by Andy Giegerich, Bu



Auditor's Survey Finds Portlanders Feel Good About Portland

OPB | Oct. 30, 2012 2:03 p.m. | Portland, Oregon

OregonLive.com
Everything Oregon

Portland composting report puts positive spin on auditor's findings: Portland City Hall roundup

Time for some Portland trash talk

THE OREGONIAN • FRIDAY, NOVEMBER 2, 2012

Those who want weekly garbage pickup should demand a change. It might work

Survey knocks garbage service

By BETH SLOVIC
THE OREGONIAN

did in 2008," the report noted. Among east Portland residents, 20 percent of respondents reported vis- favorable park daily or weekly, com- citywide.

OregonLive.com
Everything Oregon

Amanda Fritz and Mary Nolan 'open' to once-a-week trash pickup: Portland City Hall roundup

Published: Tuesday, October 30, 2012, 9:15 AM Updated: Tue: 10:17 AM

By Beth Slovic, The Oregonian



K103fm

Contests | OnAir Blogs | Pics/Video | OnDemand

Survey shows garbage plan not so popular

Tuesday, October 30, 2012

SHARE IT | EMAIL THIS | BOOKMARK



Lessons learned

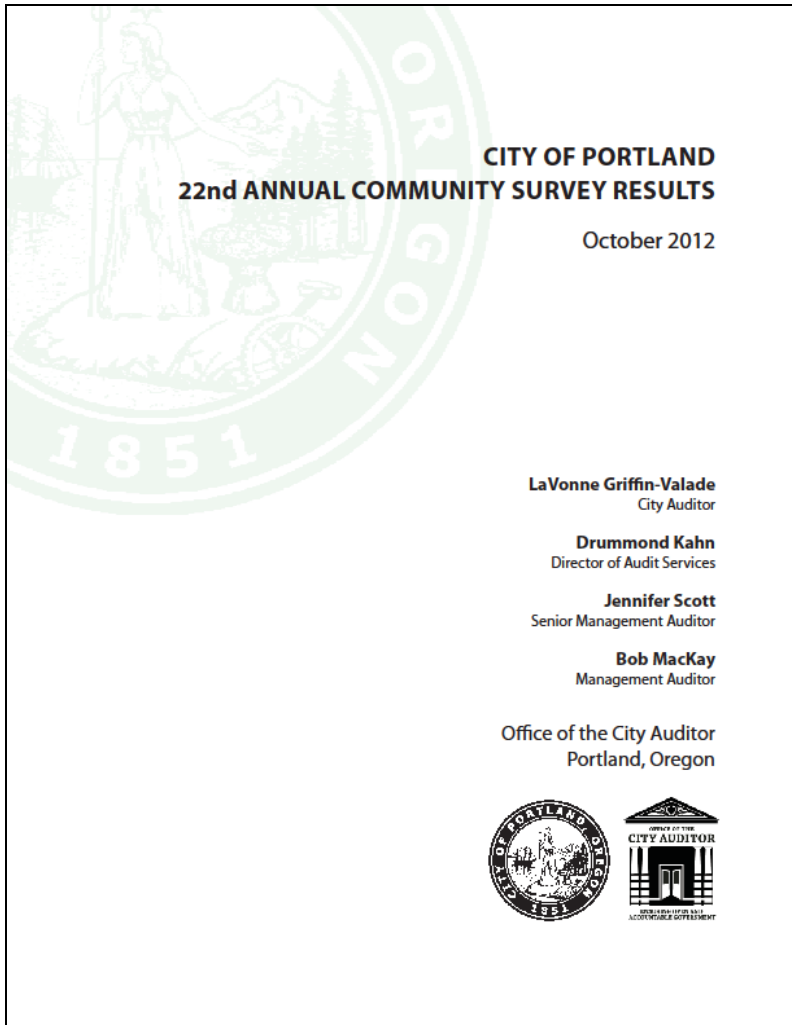
- People over machines for data entry
- Extra contact with residents
- Question design
- Added tracking number
- Added 'please return by' date
- Review what worked/didn't work



Questions?



Contact information



Link to audit report

<http://bit.ly/QKHMOa>

Jennifer Scott

Senior Management Auditor

503.823.3538

Jennifer.Scott@portlandoregon.gov

Bob MacKay

Management Auditor

503.823.3562

Bob.MacKay@portlandoregon.gov

Office of the City Auditor

www.portlandoregon.gov/auditor/auditservices

<http://twitter.com/PortlandAudits>