



TUALATIN COMMUNITY SURVEY

2023

In 2023, we conducted a community survey to gauge residents' opinions on the livability of Tualatin.

Understanding the needs of our community is crucial to ensuring resident satisfaction, high livability standards, and planning for the future. For this reason, we partner with the National Research Center powered by Polco to conduct the statistically-valid National Community Survey™. Our last survey was in 2020. We anticipate the next survey will be launched in 2026.

Between September 1, 2023, and November 12, 2023, we randomly sampled 2,800 households, conducting surveys in both English and Spanish. The results were weighted to ensure that the demographic profile of respondents accurately represented the adult population in Tualatin. Additionally, we provided a web survey option so that everyone had the chance to participate. This report presents a comprehensive summary of the responses received during this survey period.

Key Takeaways

- Quality of life is high
- Trust in Tualatin government is high
- Residents value City services and our utilities are award winning
- Tualatin is a safe and welcoming community
- Residents are concerned about growth and economic development
- Tualatin is becoming less affordable, especially in housing
- Traffic remains a major concern, but improvements to the transportation system are helping

71%

Inclusion Matters!

71% rate openness and acceptance of the community toward people of diverse backgrounds as excellent/good as compared to 62% saying the same in the 2020 survey.

- 77% rate making all residents feel welcome as excellent/good
- 60% rate attracting people from diverse backgrounds as excellent/good
- 70% rate valuing/respecting people from diverse backgrounds as excellent/good

Quality of Life is High

91% Rate Tualatin as an excellent/good place to live

89% Rate the overall quality of life as excellent/good

92% Rate Tualatin as an excellent/good place to raise children

90% Rate their neighborhood as an excellent/good place to live

Residents Value City Services

85% Rate customer service by Tualatin employees as excellent/good

93% Rate the quality of drinking water as excellent/good

93% Rate the quality of sewer services as excellent/good

84% Rate police/sheriff services as excellent/good

83% Rate parks and recreation opportunities as excellent/good

91% Rate the public library as excellent/good

Award Winning Utilities

2021 Voice of the People Award for excellence and transformation in utilities



For more info please see: tualatinoregon.gov/tualatin-community-survey

A Safe City



87% Rate the overall feeling of safety as excellent/good

94% Feel safe in Tualatin's downtown/ commercial area during the day

92% Feel safe in their neighborhood during the day

91% Feel safe from violent crime



Tualatin Opportunities for Improvement



Housing

Survey respondents reported low satisfaction with housing and cost of living in Tualatin. In addition, only 47% of respondents rated the overall quality of new development as excellent/good.

- Residents express a need for a variety of housing and affordable housing
- The cost of living in Tualatin is high

Traffic

Tualatin Moving Forward, the 20 million transportation bond which was approved in 2018, officially wrapped at the end of 2023. Those changes have begun to improve some of residents' transportation concerns, but there are still opportunities for improvement to traffic flow.

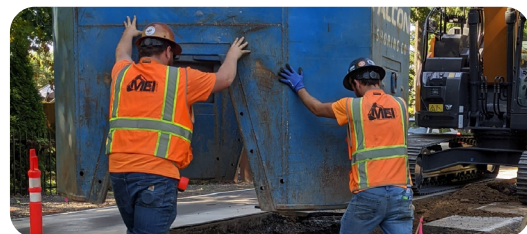
- Residents express a desire for better traffic flow on major streets
- Residents would like to see improved ease of travel by public transit

Economy

While most residents find the overall quality of economic development, and business and service establishments as above average, there is still room for creating a vibrant downtown in Tualatin, as well as broadening the variety of business and service establishments.

- Residents seek a more vibrant downtown
- Residents express an interest in a wider variety of businesses

View the full
survey results



For more info please see: tualatinoregon.gov/tualatin-community-survey