



The National Community Survey™

Tualatin, OR

*Community Livability Report
2020*



POWERED BY POLCO

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The National Community Survey™
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The NCS™ is presented by NRC in collaboration with ICMA.

NRC is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

About The NCS™

The National Community Survey™ (The NCS™) report is about the “livability” of Tualatin. The phrase “livable community” is used here to evoke a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions considering ten central facets of a community:

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts and Culture
- Inclusivity & Engagement



The Community Livability Report provides the opinions of a representative sample of 570 residents of the City of Tualatin. The margin of error around any reported percentage is 4% for all respondents and the response rate for the 2020 survey was 17%. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.

Overview of Results

Residents applaud streets and have seen improvements in traffic flow and car travel.

Residents' were very pleased with streets and evaluations of street repair, street cleaning, and street lighting were exceptional and higher than the national benchmarks. Residents' ratings of traffic flow on major streets and ease of travel by car improved from 2016 to 2020. About 8 in 10 respondents positively reviewed ease of walking, while 6 in 10 favorably rated ease of public parking, ease of travel by car, ease of travel by bicycle, and bus or transit services. Similar to levels observed in comparison communities nationwide, about 6 in 10 residents reported walking or biking instead of driving, 4 in 10 reporting carpooling, and one-quarter had used public transportation.

Community members are pleased with Community Design, but declines in some ratings could be areas of concern.

At least 7 in 10 survey participants favorably reviewed the overall appearance of Tualatin, their neighborhood as a place to live, well-designed neighborhoods, and the preservation of the historical or cultural character of the community. About 6 in 10 Tualatin residents gave high marks to the overall design or layout of Tualatin's residential and commercial areas, the overall quality of new development, well-planned residential growth, public places, and code enforcement; these ratings were on par with comparison communities. However, respondents' reviews of the overall quality of new development, the overall appearance of Tualatin, and public places declined from 2016 to 2020.

Survey participants value the Economy in Tualatin.

About 8 in 10 community members favorably rated the overall economic health of Tualatin. Assessments of Tualatin as a place to work, employment opportunities, and the overall quality of business and services establishments in Tualatin (improved from 2016 to 2020) were outstanding and higher than the national benchmarks. Similar to comparison communities across the country, roughly two-thirds of respondents gave high marks to economic development, the variety of business and service establishments in Tualatin, and shopping opportunities (declined from 2016 to 2020). However, fewer Tualatin residents believed the economy would have a positive impact on their income in 2020 compared to 2016, possibly highlighted by the COVID-19 crisis.

Tualatin residents' trust in City Government is high.

At least 7 in 10 Tualatin residents gave high marks to the City being honest, treating all residents fairly, the overall customer service by Tualatin employees, and the City generally acting in the best interest of the community; these ratings were higher than the national averages. In 2020, more residents positively rated the job Tualatin government does at welcoming resident involvement and being honest compared to 2016. About 7 in 10 respondents reported that they considered the City website to be a major source for obtaining information about the City of Tualatin government and its activities, events, and services.

Facets of Livability

Ratings of importance were compared to ratings of quality to help guide City staff and officials with decisions on future resource allocation and strategic planning areas. When competition for limited resources demands that efficiencies or cutbacks be instituted, it is wise not only to know what facets are deemed most important to residents' quality of life, but which among the most important are perceived to be of relatively lower quality in your community. It is these facets of community livability – more important facets perceived as being of lower quality – to which attention needs to be paid first.

		QUALITY		
		LOWER	SIMILAR	HIGHER
IMPORTANCE	HIGHER			
	SIMILAR	<ul style="list-style-type: none"> • Mobility 	<ul style="list-style-type: none"> • Economy • Community Design • Utilities • Safety • Parks and Recreation • Health and Wellness 	<ul style="list-style-type: none"> • Natural Environment
	LOWER		<ul style="list-style-type: none"> • Education, Culture, and the Arts • Inclusivity and Engagement 	

FIGURE 1: QUALITY OF FACETS OF LIVABILITY- SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2016 to 2020	2020 rating
Overall economic health of Tualatin	↔	↔	83%
Overall quality of the transportation system in Tualatin	↓	↔	60%
Overall design or layout of Tualatin's residential and commercial areas	↔	↔	61%
Overall quality of the utility infrastructure in Tualatin	↔	*	85%
Overall feeling of safety in Tualatin	↔	↔	86%
Overall quality of natural environment in Tualatin	↑	↔	91%
Overall quality of parks and recreation opportunities	↔	*	89%
Overall health and wellness opportunities in Tualatin	↔	↔	81%
Overall opportunities for education, culture, and the arts	↔	↓	61%
Residents' connection and engagement with their community	↔	*	62%

FIGURE 2: IMPORTANCE OF FACETS OF LIVABILITY- SUMMARY

Percent essential or very important	Comparison to benchmark	Change 2016 to 2020	2020 rating
Overall economic health of Tualatin	↔	↔	91%
Overall quality of the transportation system in Tualatin	↔	↓	85%
Overall design or layout of Tualatin's residential and commercial areas	↔	↔	75%
Overall quality of the utility infrastructure in Tualatin	↔	*	83%
Overall feeling of safety in Tualatin	↔	↔	89%
Overall quality of natural environment in Tualatin	↔	↔	87%
Overall quality of parks and recreation opportunities	↔	*	83%
Overall health and wellness opportunities in Tualatin	↔	↑	76%
Overall opportunities for education, culture, and the arts	↓	↔	69%
Residents' connection and engagement with their community	↓↓	↓	64%

Legend

↑↑ Much higher

↑ Higher

↔ Similar

↓ Lower

↓↓ Much lower

* Not available

Quality of Life

Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all.

OVERALL QUALITY OF LIFE IN Tualatin

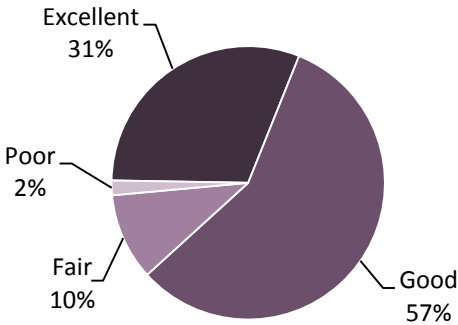


FIGURE 3: QUALITY OF LIFE IN TUALATIN

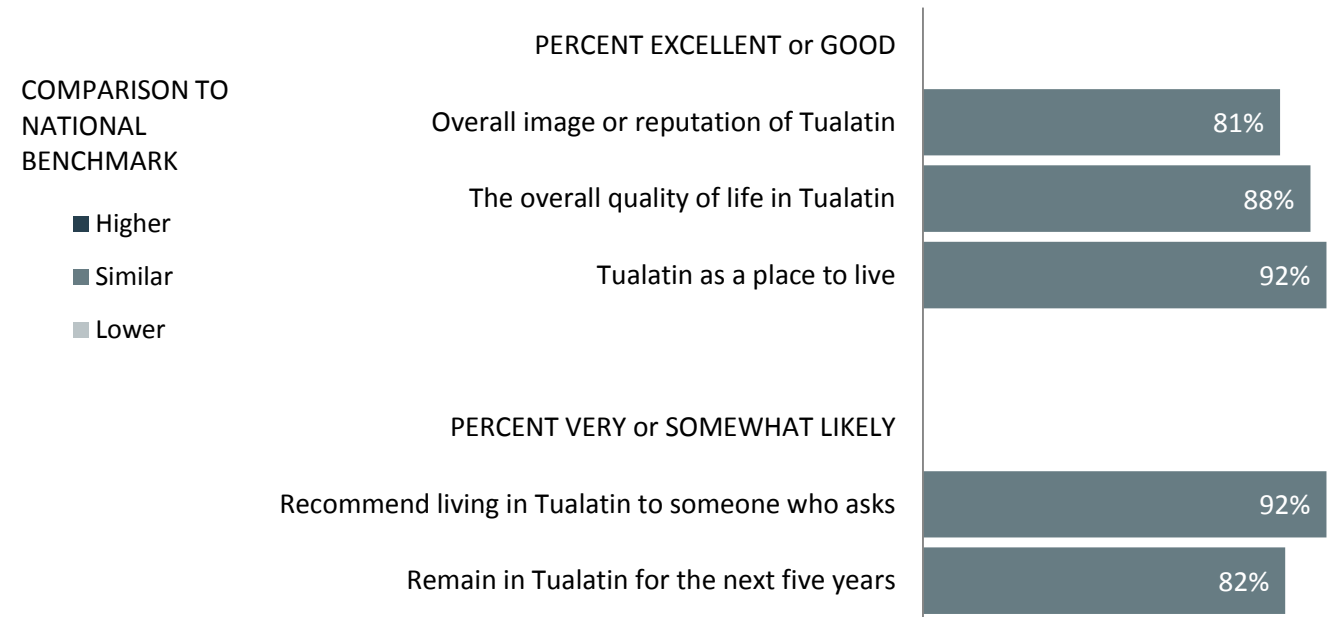


FIGURE 4: QUALITY OF LIFE IN TUALATIN - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2016 to 2020	2020 rating
Overall image or reputation of Tualatin	↔	↔	81%
The overall quality of life in Tualatin	↔	↔	88%
Tualatin as a place to live	↔	↔	92%

FIGURE 5: RECOMMEND TUALATIN - SUMMARY

Percent very or somewhat likely	Comparison to benchmark	Change 2016 to 2020	2020 rating
Recommend living in Tualatin to someone who asks	↔	↔	92%
Remain in Tualatin for the next five years	↔	↔	82%

Governance

Strong local governments produce results that meet the needs of residents while making the best use of available resources, and are responsive to the present and future needs of the community as a whole.

OVERALL CONFIDENCE IN Tualatin GOVERNMENT

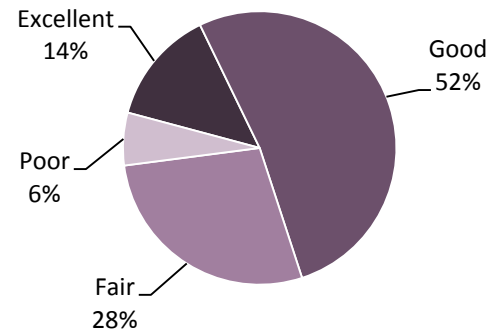


FIGURE 6: GOVERNMENT PERFORMANCE AND SERVICES

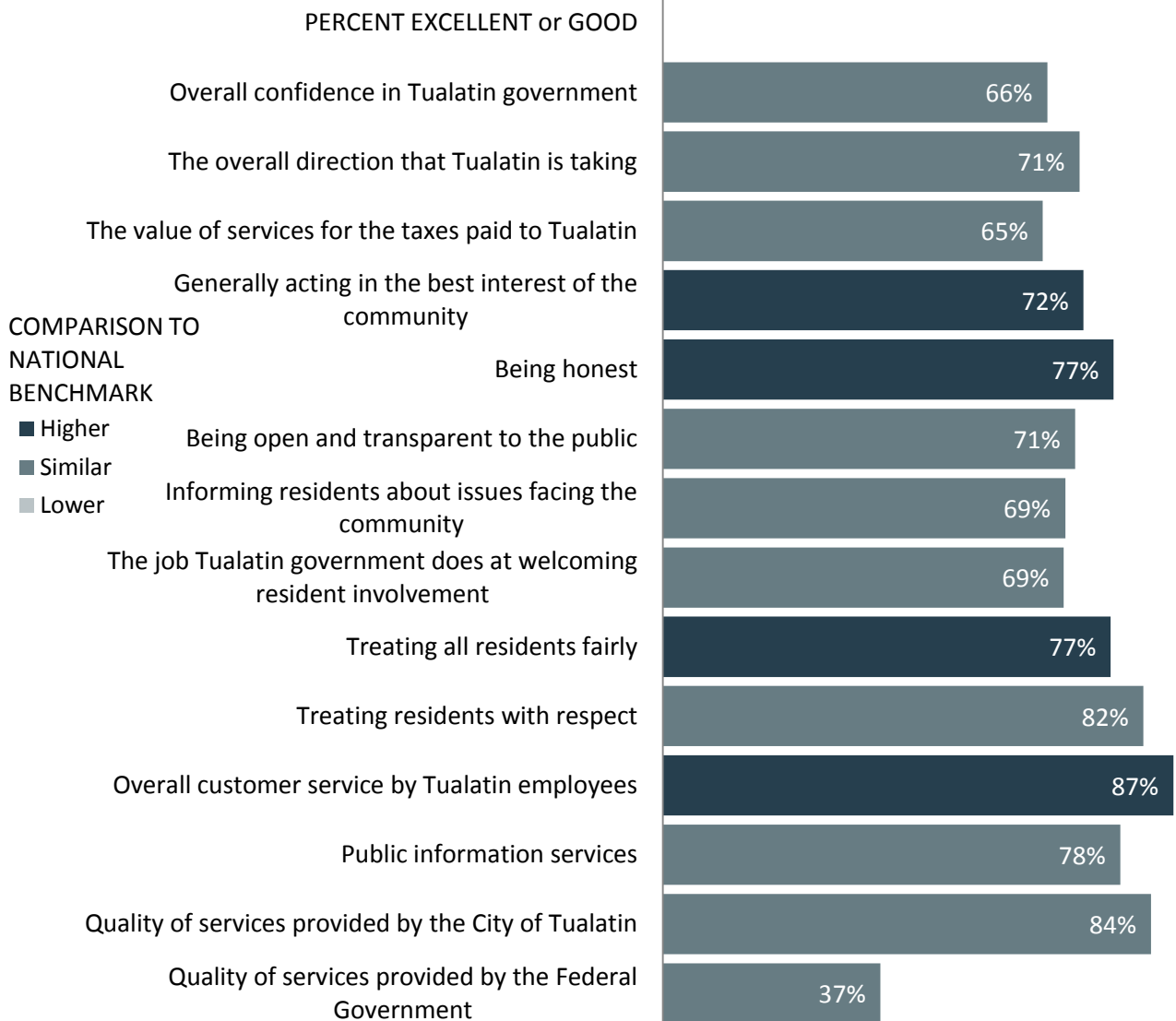


FIGURE 7: GOVERNMENT PERFORMANCE AND SERVICES - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2016 to 2020	2020 rating
Overall confidence in Tualatin government	↔	↔	66%
The overall direction that Tualatin is taking	↔	↔	71%
The value of services for the taxes paid to Tualatin	↔	↔	65%
Generally acting in the best interest of the community	↑	↔	72%
Being honest	↑	↑	77%
Being open and transparent to the public	↔	*	71%
Informing residents about issues facing the community	↔	*	69%
The job Tualatin government does at welcoming resident involvement	↔	↑	69%
Treating all residents fairly	↑	↔	77%
Treating residents with respect	↔	*	82%
Overall customer service by Tualatin employees	↑	↔	87%
Public information services	↔	↔	78%
Quality of services provided by the City of Tualatin	↔	↔	84%
Quality of services provided by the Federal Government	↔	↔	37%

Legend

↑↑ Much higher

↑ Higher

↔ Similar

↓ Lower

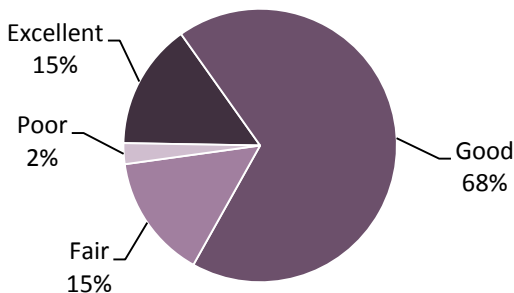
↓↓ Much lower

* Not available

Economy

Local governments work together with private and nonprofit businesses, and with the community at large, to foster sustainable growth, create jobs, and promote a thriving local economy.

OVERALL ECONOMIC HEALTH OF Tualatin



What impact, if any, do you think the economy will have on your family income in the next 6 months?

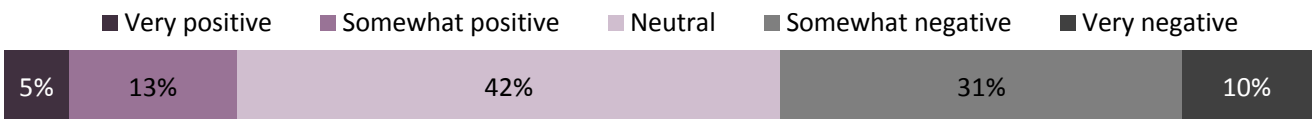


FIGURE 8: ECONOMIC HEALTH

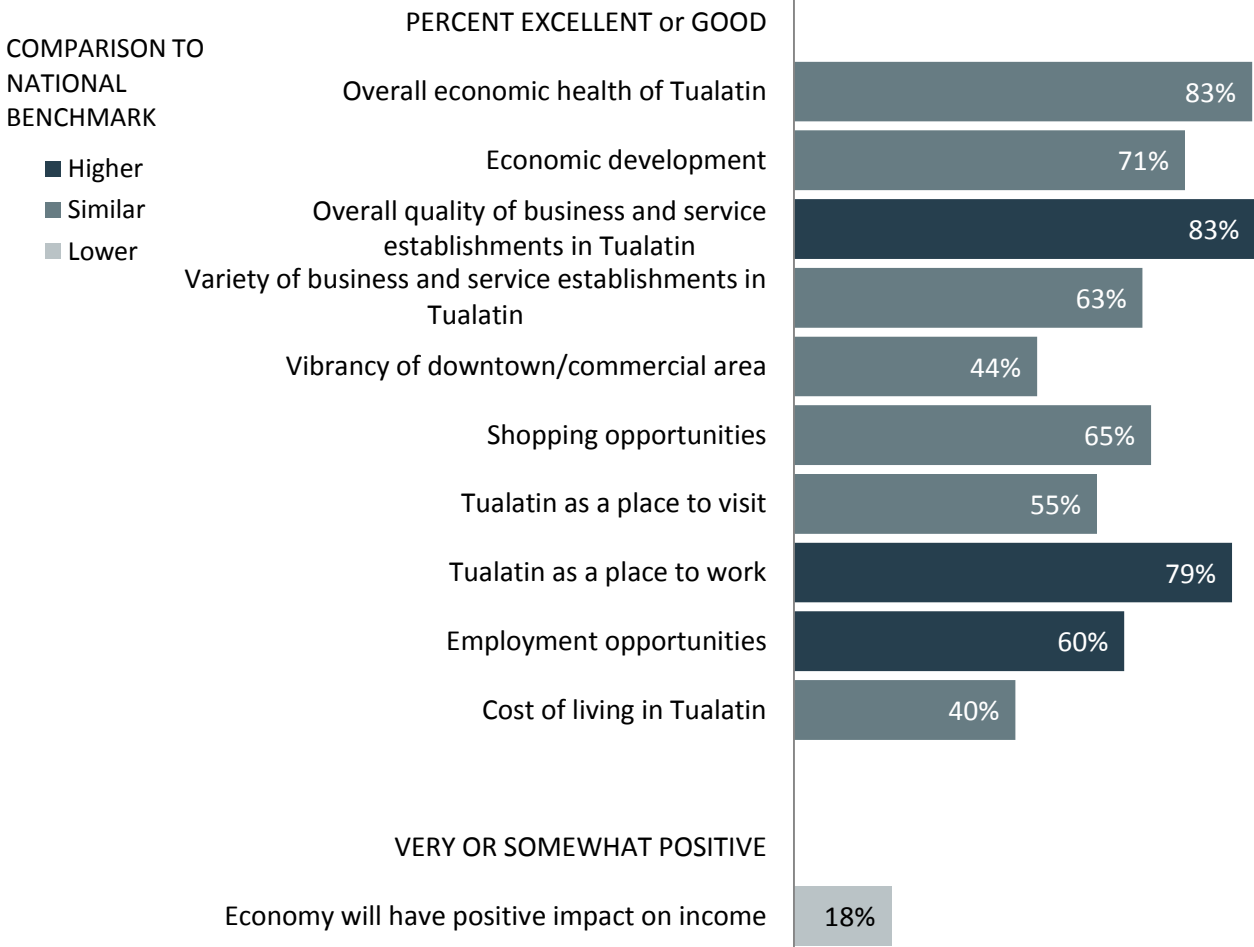


FIGURE 9: ECONOMIC HEALTH - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2016 to 2020	2020 rating
Overall economic health of Tualatin	↔	↔	83%
Economic development	↔	↔	71%
Overall quality of business and service establishments in Tualatin	↑	↑	83%
Variety of business and service establishments in Tualatin	↔	*	63%
Vibrancy of downtown/commercial area	↔	↔	44%
Shopping opportunities	↔	↓	65%
Tualatin as a place to visit	↔	↔	55%
Tualatin as a place to work	↑	↔	79%
Employment opportunities	↑	↔	60%
Cost of living in Tualatin	↔	↔	40%

FIGURE 10: ECONOMIC IMPACT - SUMMARY

Percent very or somewhat positive	Comparison to benchmark	Change 2016 to 2020	2020 rating
Economy will have positive impact on income	↓	↓	18%

FIGURE 11: HOUSING COST - SUMMARY

Percent for whom housing costs are NOT 30% or more of household income	Comparison to benchmark	Change 2016 to 2020	2020 rating
NOT experiencing housing costs stress	↓	↔	58%

Legend

↑↑ Much higher

↑ Higher

↔ Similar

↓ Lower

||

↓↓ Much lower

* Not available

Mobility

The ease with which residents can move about their communities, whether for commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work and play in the community.

OVERALL QUALITY OF THE TRANSPORTATION SYSTEM IN Tualatin

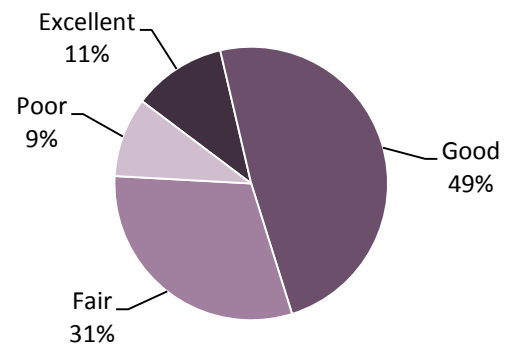


FIGURE 12: MOBILITY IN TUALATIN

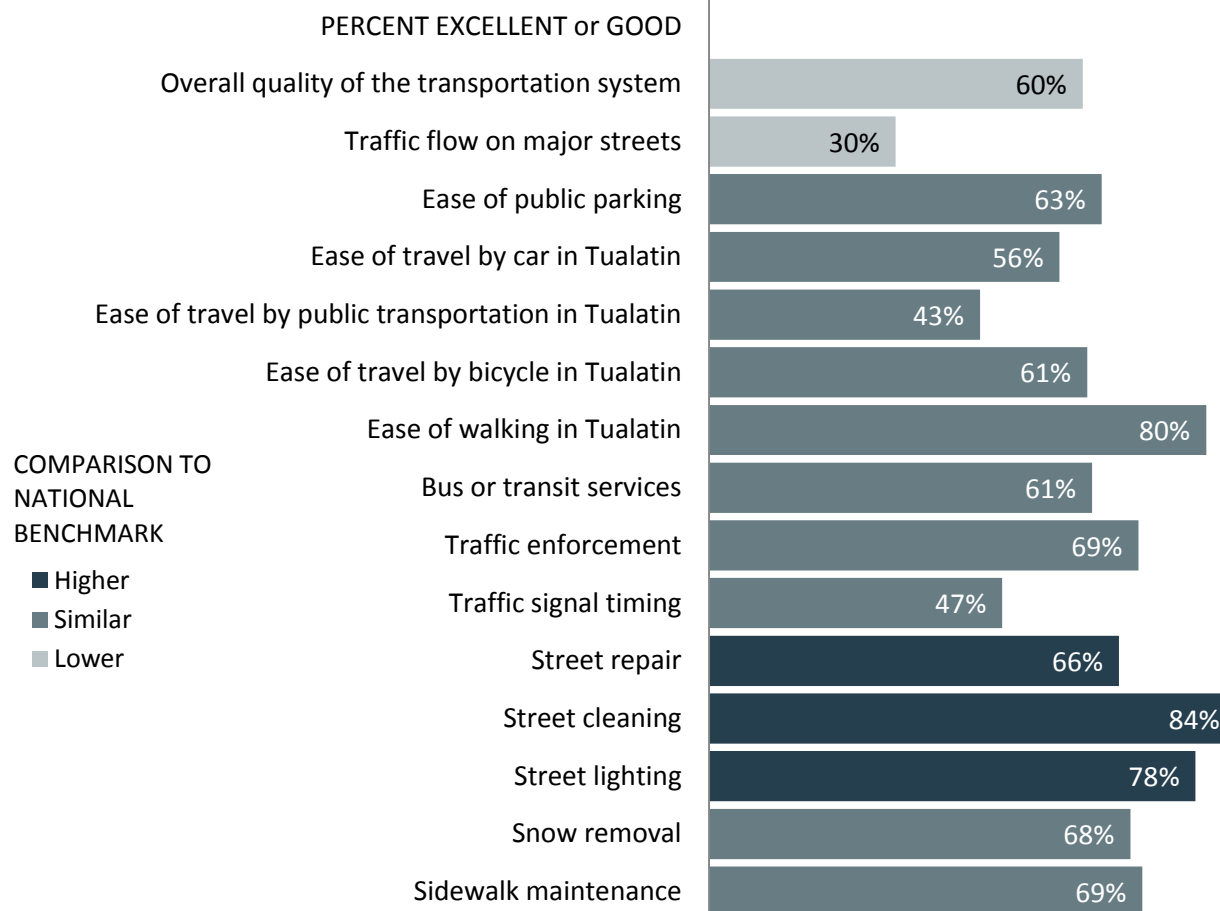


FIGURE 13: USE OF ALTERNATIVE TRANSPORTATION MODES

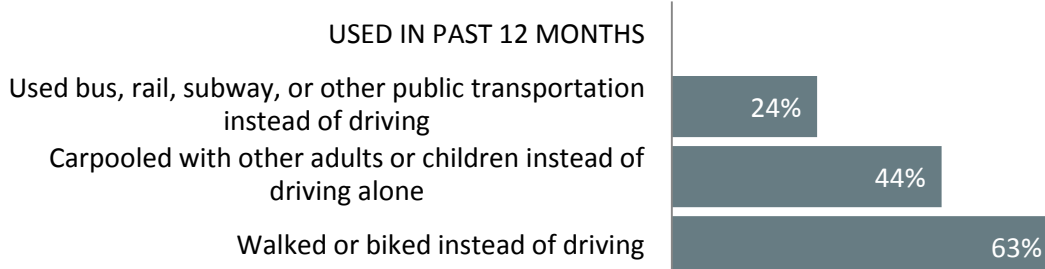


FIGURE 14: MOBILITY IN TUALATIN - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2016 to 2020	2020 rating
Overall quality of the transportation system in Tualatin	↓	↔	60%
Traffic flow on major streets	↓	↑	30%
Ease of travel by car in Tualatin	↔	↑	56%
Ease of travel by public transportation in Tualatin	↔	↔	43%
Ease of travel by bicycle in Tualatin	↔	↔	61%
Ease of walking in Tualatin	↔	↔	80%
Ease of public parking	↔	↔	63%
Bus or transit services	↔	↓	61%
Traffic enforcement	↔	↔	69%
Traffic signal timing	↔	↔	47%
Street repair	↑	↔	66%
Street cleaning	↑	↔	84%
Street lighting	↑	↔	78%
Snow removal	↔	↔	68%
Sidewalk maintenance	↔	↔	69%

FIGURE 15: USE OF ALTERNATIVE TRANSPORTATION MODES - SUMMARY

Percent who did this in past 12 months	Comparison to benchmark	Change 2016 to 2020	2020 rating
Used bus, rail, subway, or other public transportation instead of driving	↔	↔	24%
Carpooled with other adults or children instead of driving alone	↔	↔	44%
Walked or biked instead of driving	↔	↔	63%

Legend

↑↑ Much higher

↑ Higher

↔ Similar

↓ Lower

↓↓ Much lower

* Not available

Community Design

A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces.

OVERALL DESIGN OR LAYOUT OF Tualatin'S RESIDENTIAL AND COMMERCIAL AREAS

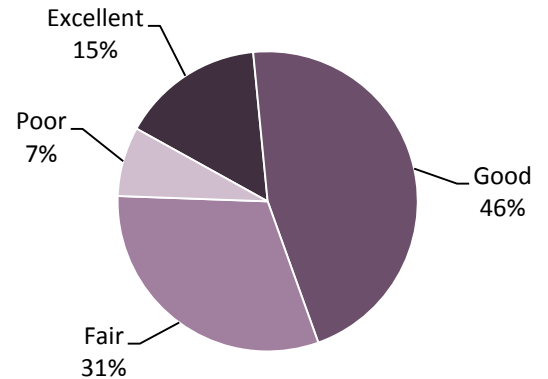


FIGURE 16: COMMUNITY DESIGN

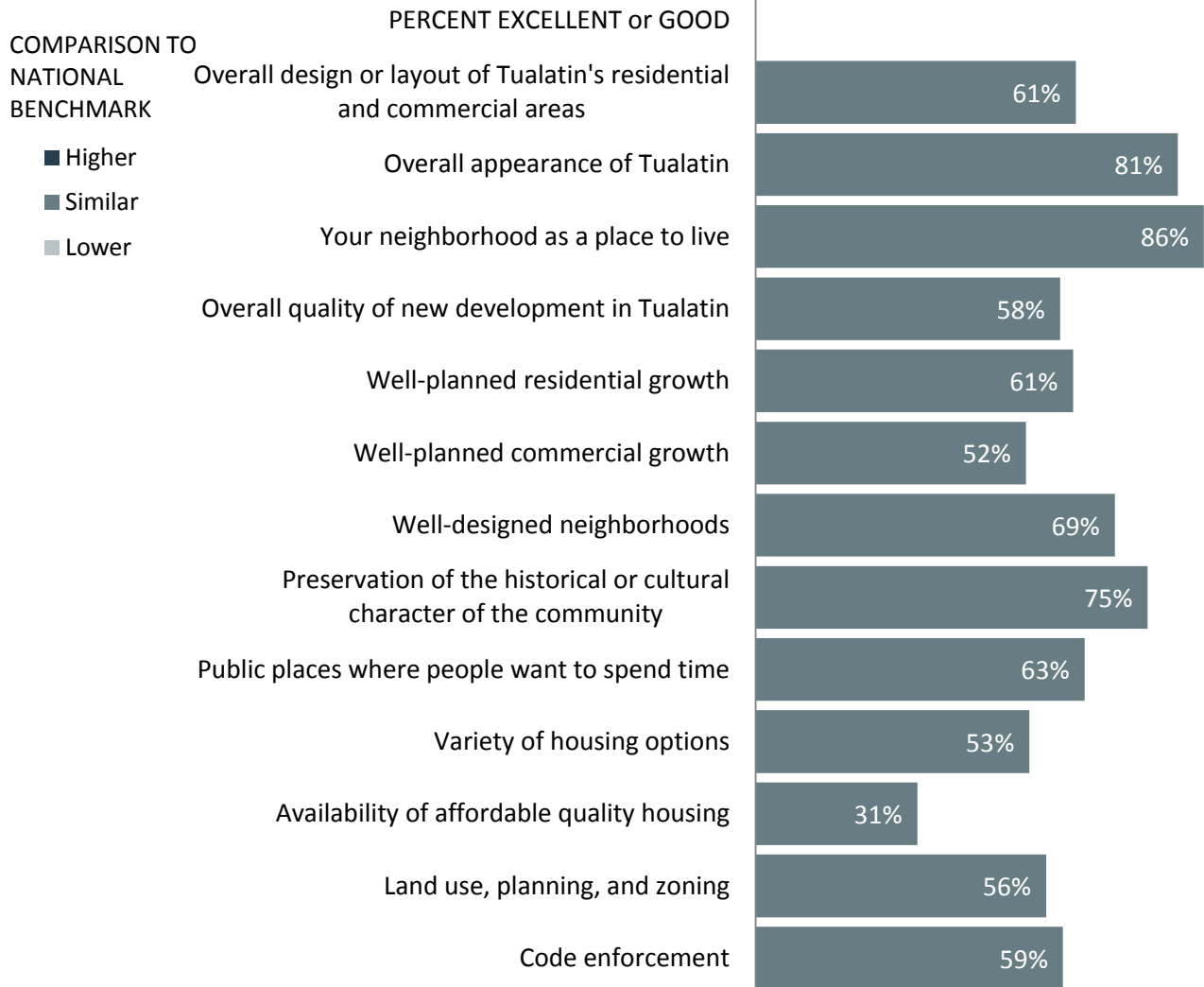


FIGURE 17: COMMUNITY DESIGN - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2016 to 2020	2020 rating
Overall design or layout of Tualatin's residential and commercial areas	↔	↔	61%
Overall appearance of Tualatin	↔	↓	81%
Your neighborhood as a place to live	↔	↔	86%
Overall quality of new development in Tualatin	↔	↓	58%
Well-planned residential growth	↔	*	61%
Well-planned commercial growth	↔	*	52%
Well-designed neighborhoods	↔	*	69%
Preservation of the historical or cultural character of the community	↔	*	75%
Public places where people want to spend time	↔	↓	63%
Variety of housing options	↔	↔	53%
Availability of affordable quality housing	↔	↔	31%
Land use, planning, and zoning	↔	↔	56%
Code enforcement	↔	↔	59%

Legend

↑↑ Much higher

↑ Higher

↔ Similar

↓ Lower

↓↓ Much lower

* Not available

Utilities

Services such as water, gas, electricity, and internet access play a vital role in ensuring the physical and economic health and well-being of the communities they serve.

OVERALL QUALITY OF THE UTILITY INFRASTRUCTURE IN Tualatin

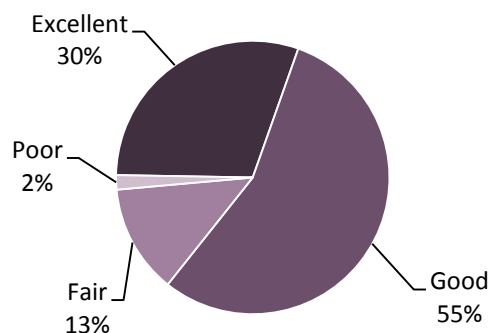


FIGURE 18: UTILITES

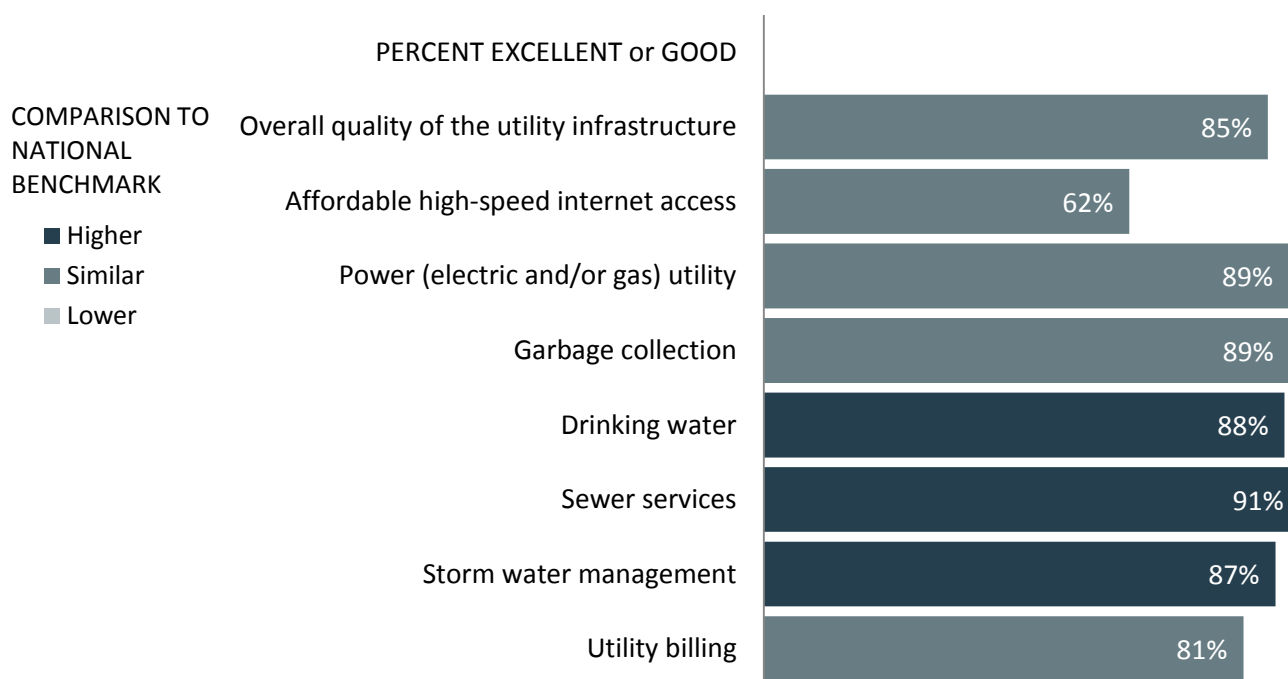


FIGURE 19: UTILITES - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2016 to 2020	2020 rating
Overall quality of the utility infrastructure in Tualatin	↔	*	85%
Affordable high-speed internet access	↔	*	62%
Power (electric and/or gas) utility	↔	↔	89%
Garbage collection	↔	↔	89%
Drinking water	↑	↔	88%
Sewer services	↑	↔	91%
Storm water management	↑	↔	87%
Utility billing	↔	↔	81%

Legend

↑↑ Much higher

↑ Higher

↔ Similar

↓ Lower

↓↓ Much lower

* Not available

Safety

Public safety is often the most important task facing local governments. All residents should feel safe and secure in their neighborhoods and in the greater community, and providing robust Safety-related services is essential to residents' quality of life.

OVERALL FEELING OF SAFETY IN Tualatin

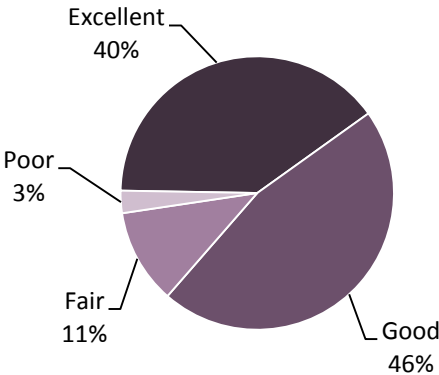


FIGURE 20: SAFETY IN TUALATIN

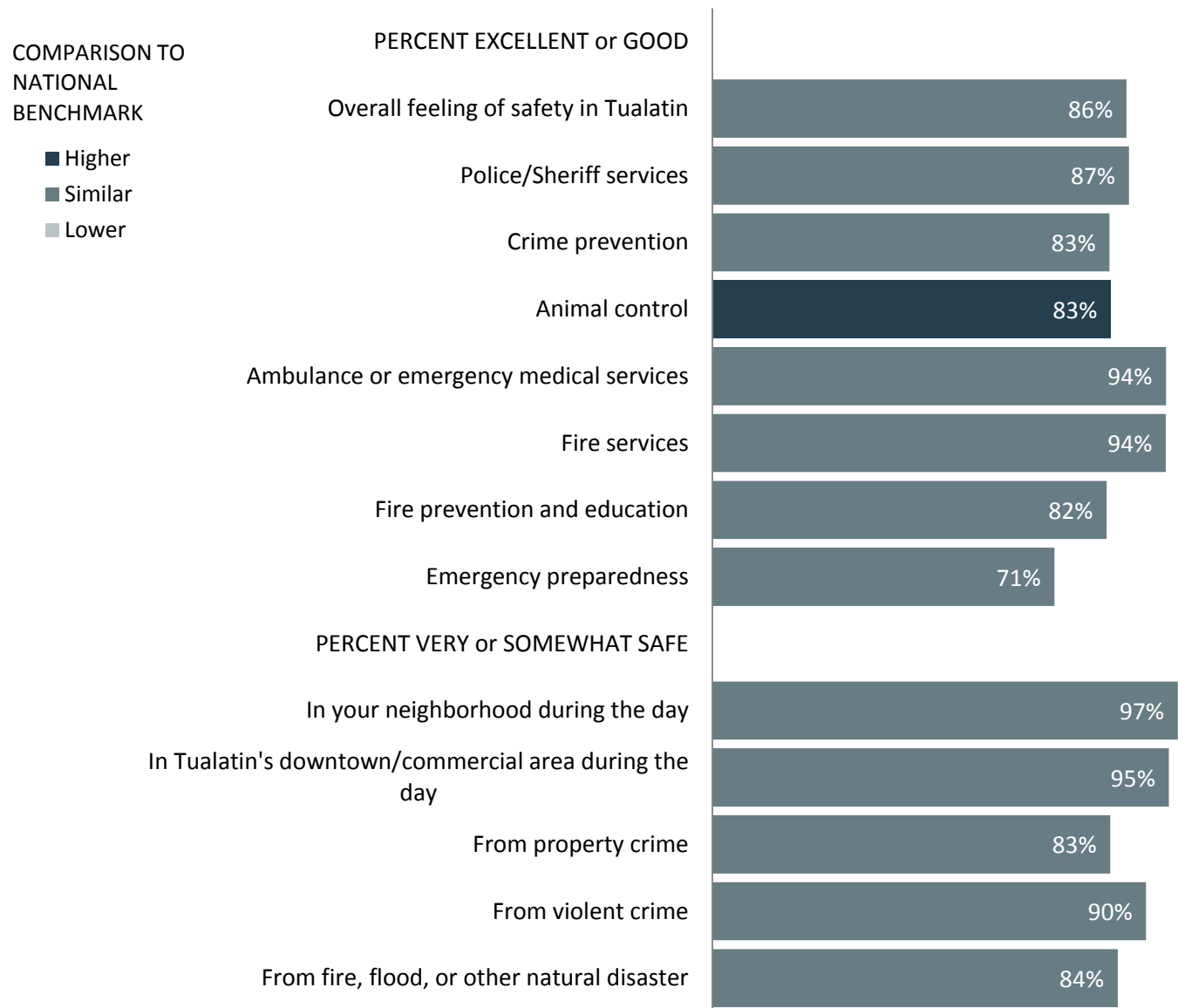


FIGURE 21: SAFETY-RELATED SERVICES - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2016 to 2020	2020 rating
Overall feeling of safety in Tualatin	↔	↔	86%
Police/Sheriff services	↔	↔	87%
Crime prevention	↔	↔	83%
Animal control	↑	↔	83%
Ambulance or emergency medical services	↔	↔	94%
Fire services	↔	↔	94%
Fire prevention and education	↔	↔	82%
Emergency preparedness	↔	↑	71%

FIGURE 22: FEELINGS OF SAFETY- SUMMARY

Percent who feel very or somewhat safe	Comparison to benchmark	Change 2016 to 2020	2020 rating
In your neighborhood during the day	↔	↔	97%
In Tualatin's downtown/commercial area during the day	↔	↔	95%
From property crime	↔	*	83%
From violent crime	↔	*	90%
From fire, flood, or other natural disaster	↔	*	84%

Legend

↑↑ Much higher

↑ Higher

↔ Similar

↓ Lower

↓↓ Much lower

* Not available

Natural Environment

The natural environment plays a vital role in the health and well-being of residents. The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life.

OVERALL QUALITY OF NATURAL ENVIRONMENT IN Tualatin

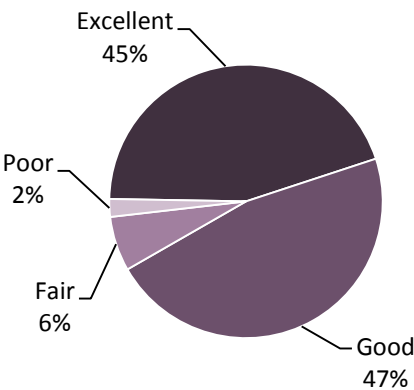


FIGURE 23: NATURAL ENVIRONMENT

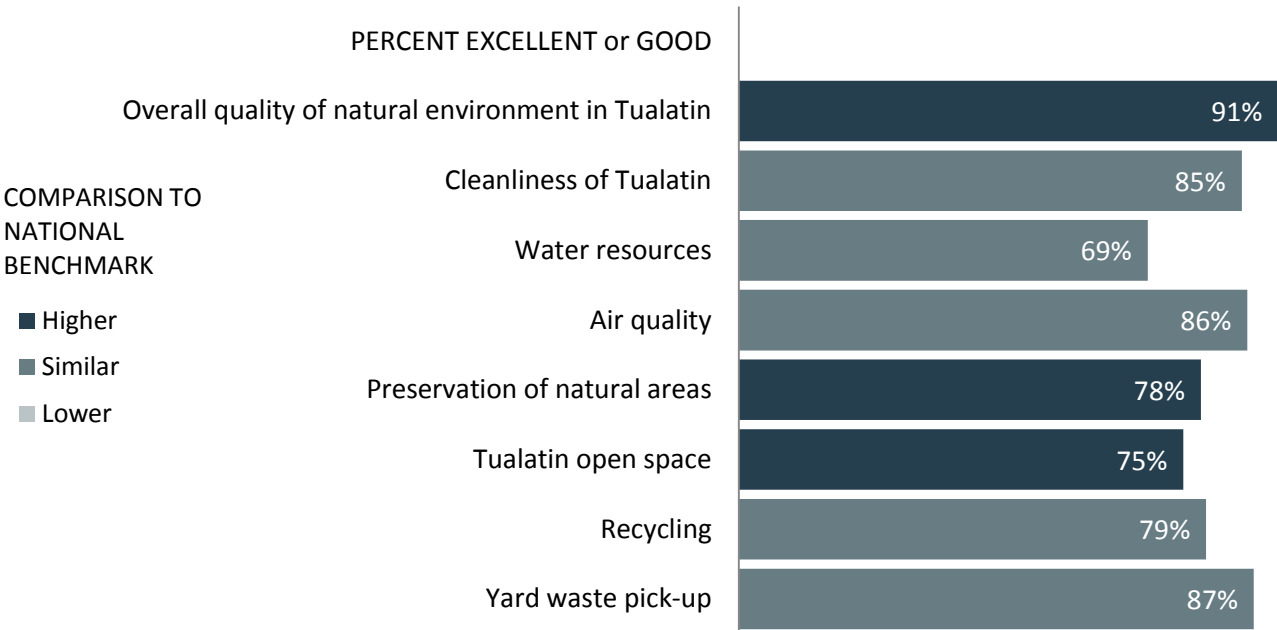


FIGURE 24: NATURAL ENVIRONMENT - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2016 to 2020	2020 rating
Overall quality of natural environment in Tualatin	↑	↔	91%
Cleanliness of Tualatin	↔	↔	85%
Water resources	↔	*	69%
Air quality	↔	↔	86%
Preservation of natural areas	↑	↔	78%
Tualatin open space	↑	↔	75%
Recycling	↔	↓	79%
Yard waste pick-up	↔	↔	87%

Parks and Recreation

"There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment."
 - National Recreation and Park Association

OVERALL QUALITY OF PARKS AND RECREATION OPPORTUNITIES IN Tualatin

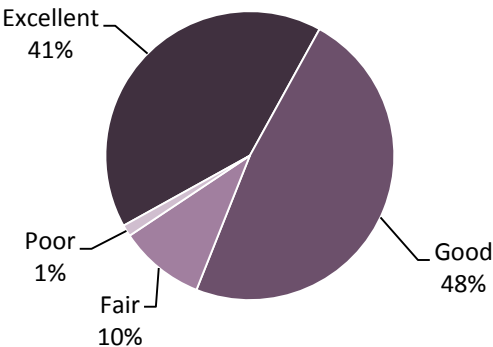


FIGURE 25: PARKS AND RECREATION



FIGURE 26: PARKS AND RECREATION - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2016 to 2020	2020 rating
Overall quality of parks and recreation opportunities	↔	*	89%
Availability of paths and walking trails	↑	↔	82%
City parks	↔	↔	88%
Recreational opportunities	↔	↔	72%
Recreation programs or classes	↔	↔	73%
Recreation centers or facilities	↔	↔	67%
Fitness opportunities	↔	↔	82%

Health and Wellness

The characteristics of and amenities available in the communities in which people live has a direct impact on the health and wellness of residents, and thus, on their quality of life overall.

HEALTH AND WELLNESS OPPORTUNITIES IN Tualatin

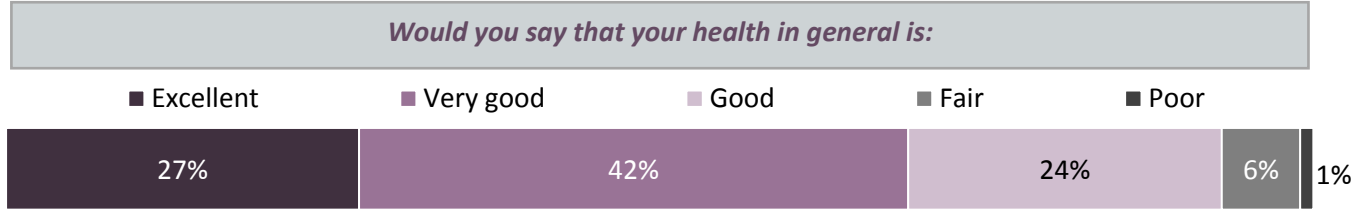
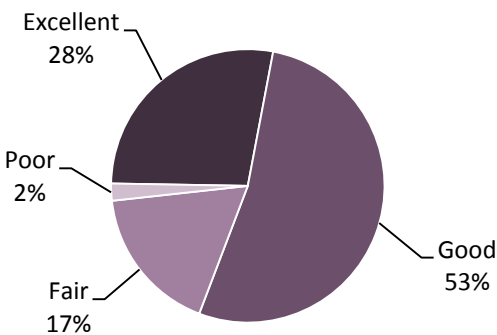


FIGURE 27: HEALTH AND WELLNESS

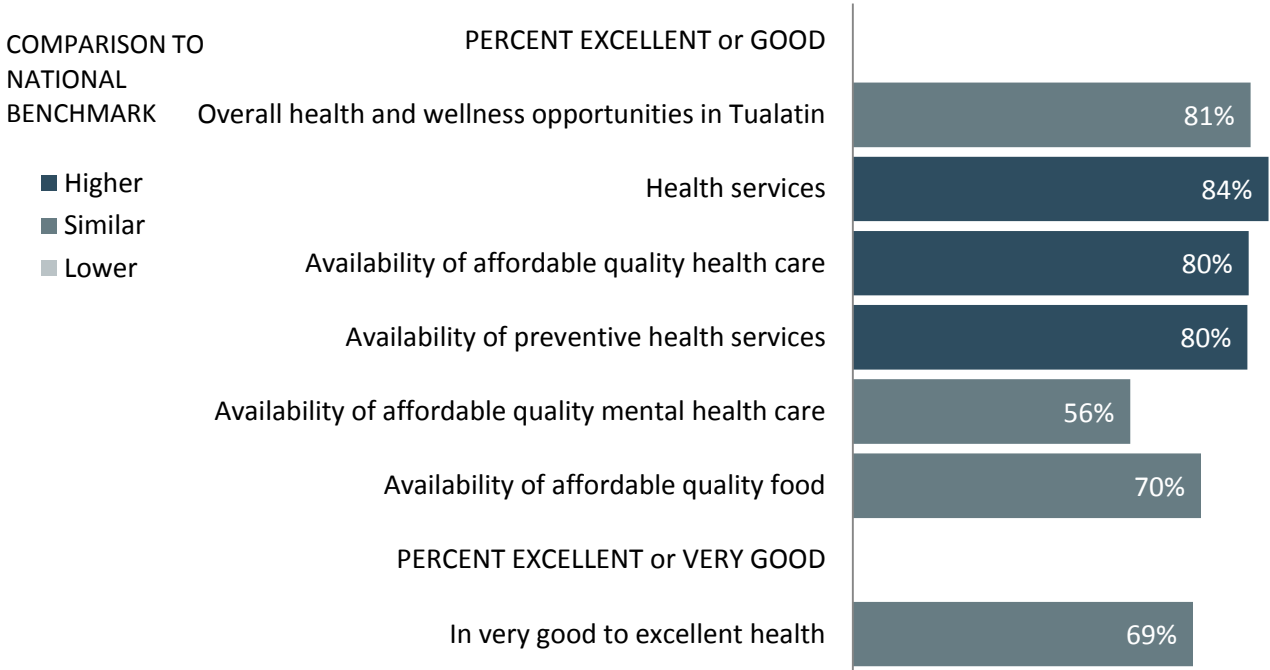


FIGURE 28: HEALTH AND WELLNESS - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2016 to 2020	2020 rating
Overall health and wellness opportunities in Tualatin	↔	↔	81%
Health services	↑	↔	84%
Availability of affordable quality health care	↑	↔	80%
Availability of preventive health services	↑	↔	80%
Availability of affordable quality mental health care	↔	↔	56%
Availability of affordable quality food	↔	↔	70%

FIGURE 29: PERSONAL HEALTH - SUMMARY

	Comparison to benchmark	Change 2016 to 2020	2020 rating
In very good to excellent health	↔	↔	69%

Legend

↑↑ Much higher

↑ Higher

↔ Similar

↓ Lower

↓↓ Much lower

* Not available

Education, Arts, and Culture

Participation in the arts, in educational opportunities, and in cultural activities is linked to increased civic engagement, greater social tolerance, and enhanced enjoyment of the local community.

OVERALL OPPORTUNITIES FOR EDUCATION, CULTURE, AND THE ARTS IN Tualatin

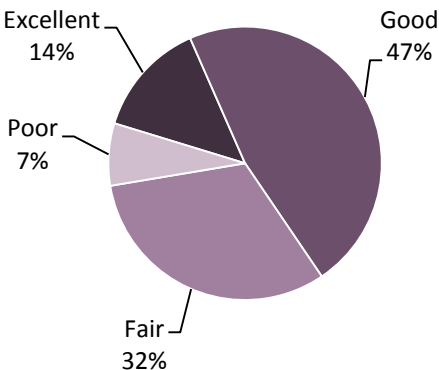


FIGURE 30: EDUCATION, ARTS AND CULTURE

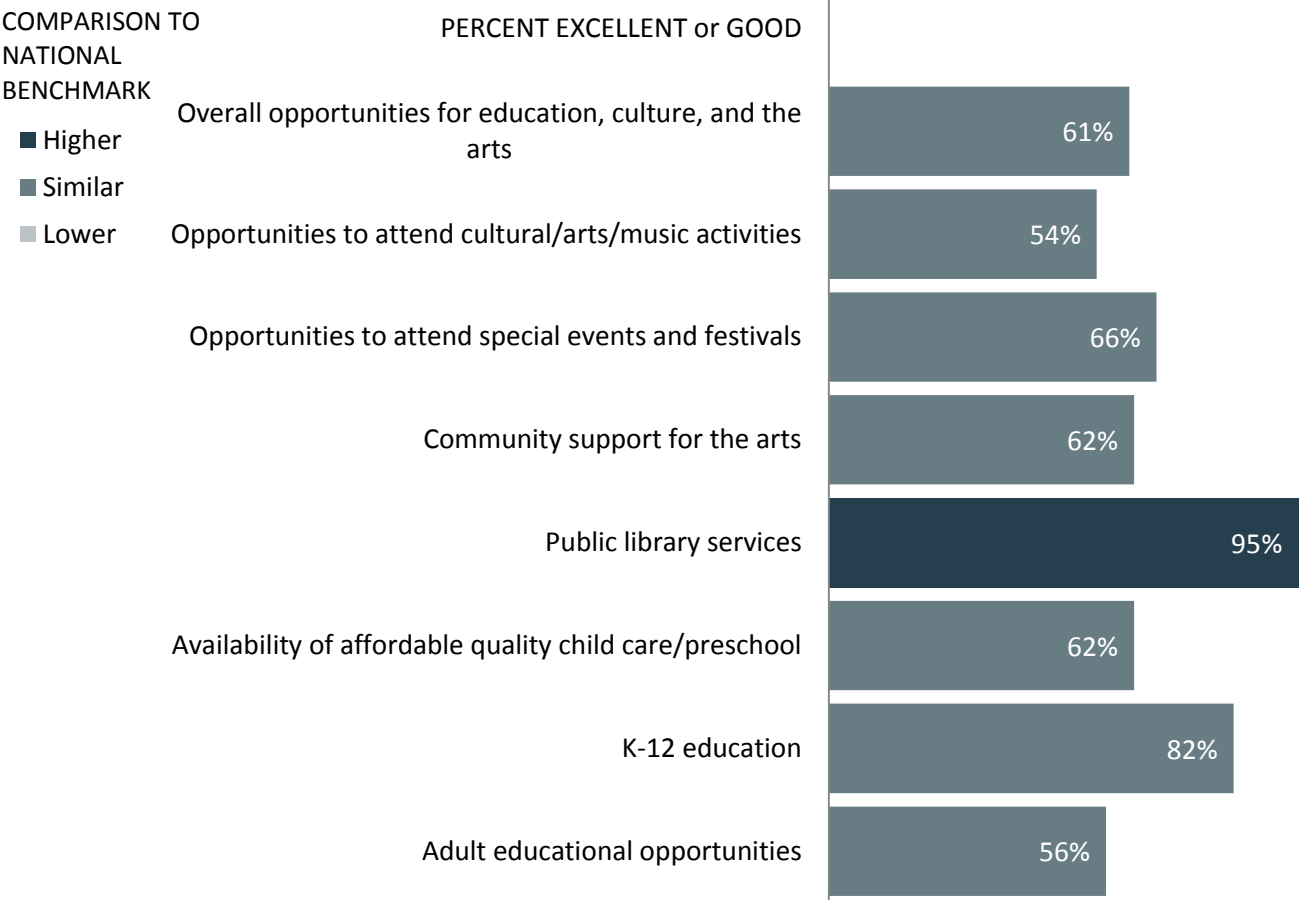


FIGURE 31: EDUCATION, ARTS AND CULTURE - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2016 to 2020	2020 rating
Overall opportunities for education, culture, and the arts	↔	↓	61%
Opportunities to attend cultural/arts/music activities	↔	↓	54%
Opportunities to attend special events and festivals	↔	↓	66%
Community support for the arts	↔	*	62%
Public library services	↑	↔	95%
Availability of affordable quality child care/preschool	↔	↔	62%
K-12 education	↔	↔	82%
Adult educational opportunities	↔	↔	56%

Legend

↑↑ Much higher

↑ Higher

↔ Similar

↓ Lower

↓↓ Much lower

* Not available

Inclusivity and Engagement

Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.

RESIDENTS' CONNECTION AND ENGAGEMENT WITH THEIR COMMUNITY

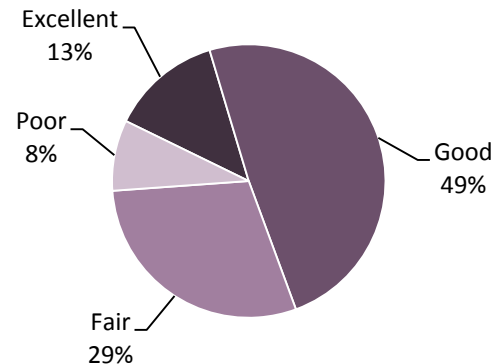


FIGURE 32: INCLUSIVITY & ENGAGEMENT

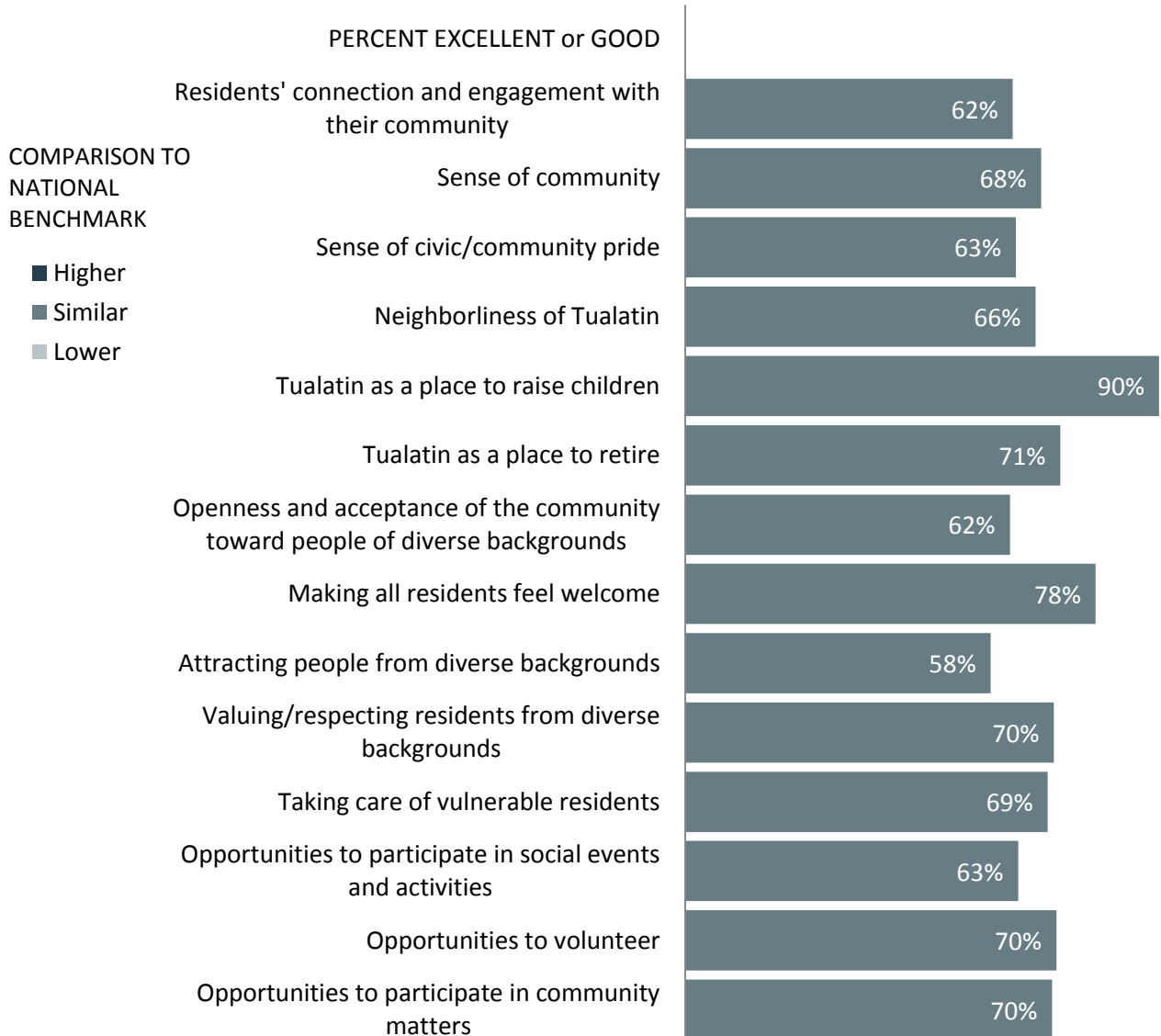


FIGURE 33: INCLUSIVITY & ENGAGEMENT - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2016 to 2020	2020 rating
Residents' connection and engagement with their community	↔	*	62%
Sense of community	↔	↔	68%
Sense of civic/community pride	↔	*	63%
Neighborliness of Tualatin	↔	↔	66%
Tualatin as a place to raise children	↔	↔	90%
Tualatin as a place to retire	↔	↔	71%
Openness and acceptance of the community toward people of diverse backgrounds	↔	↔	62%
Making all residents feel welcome	↔	*	78%
Attracting people from diverse backgrounds	↔	*	58%
Valuing/respecting residents from diverse backgrounds	↔	*	70%
Taking care of vulnerable residents	↔	*	69%
Opportunities to participate in social events and activities	↔	↔	63%
Opportunities to volunteer	↔	↔	70%
Opportunities to participate in community matters	↔	↔	70%

Legend

↑↑ Much higher

↑ Higher

↔ Similar

↓ Lower

↓↓ Much lower

* Not available

FIGURE 34: RESIDENTS' PARTICIPATION LEVELS

COMPARISON TO
NATIONAL
BENCHMARK

- Higher
- Similar
- Lower

PERCENT YES IN LAST 12 MONTHS

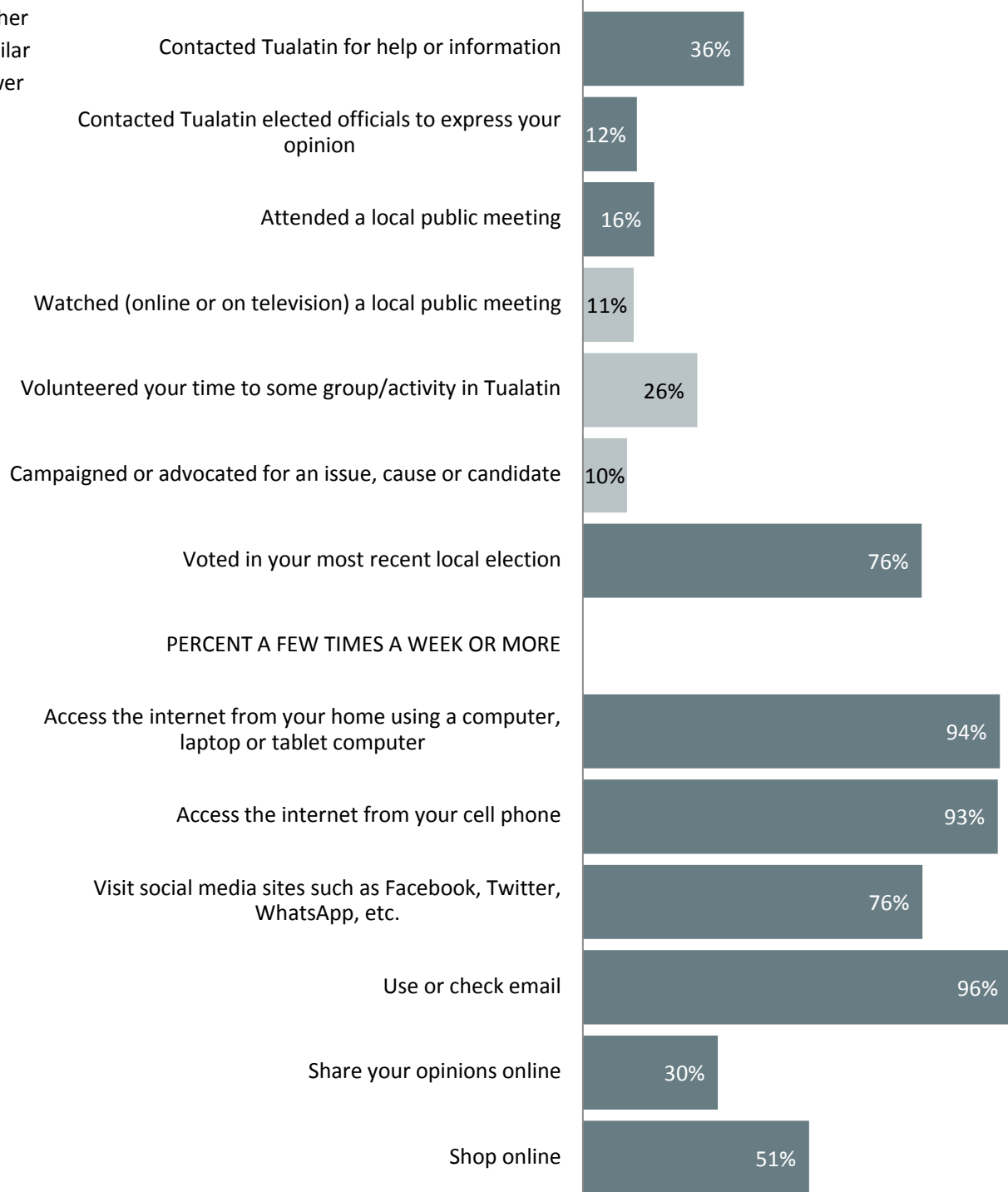


FIGURE 35: RESIDENTS' PARTICIPATION IN LAST 12 MONTHS- SUMMARY

Percent who had done each in last 12 months	Comparison to benchmark	Change 2016 to 2020	2020 rating
Contacted Tualatin for help or information	↔	↔	36%
Contacted Tualatin elected officials to express your opinion	↔	↔	12%
Attended a local public meeting	↔	↔	16%
Watched (online or on television) a local public meeting	↓	↔	11%
Volunteered your time to some group/activity in Tualatin	↓	↔	26%
Campaigned or advocated for an issue, cause or candidate	↓	↔	10%
Voted in your most recent local election	↔	*	76%

FIGURE 36: RESIDENTS' GENERAL USE OF TECHNOLOGY- SUMMARY

Percent who report doing each at least a few times a week	Comparison to benchmark	Change 2016 to 2020	2020 rating
Access the internet from your home using a computer, laptop or tablet computer	↔	*	94%
Access the internet from your cell phone	↔	*	93%
Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	↔	*	76%
Use or check email	↔	*	96%
Share your opinions online	↔	*	30%
Shop online	↔	*	51%

Legend

↑↑ Much higher

↑ Higher

↔ Similar

↓ Lower

↓↓ Much lower

* Not available

Special Topics

FIGURE 37: SUPPORT OR OPPOSITION FOR LEVEL OF PARKS AMENITIES

Many parks amenities are reaching the end of their safe and reliable life (e.g., Brown’s Ferry Community Center building and the playground at Jurgens Park). Without additional funding for renovation or replacement, the City may soon need to close, reduce, or remove park amenities. Knowing this, how much would you support or oppose each of the following actions the City might take?

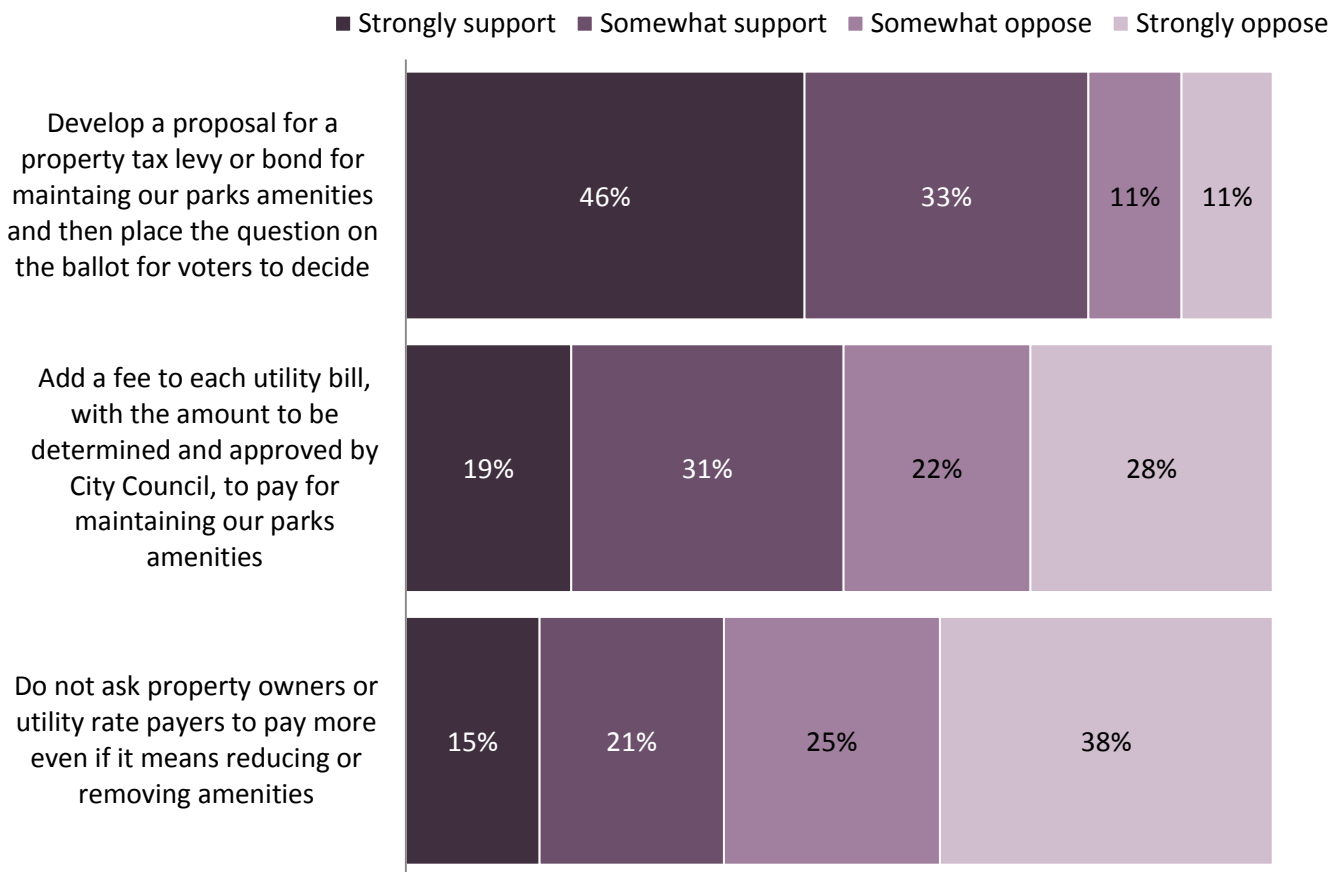


FIGURE 38: SOURCES OF CITY INFORMATION

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City of Tualatin government and its activities, events, and services.

