



**MOORE INFORMATION**

OPINION RESEARCH • STRATEGIC ANALYSIS

# **City of Gladstone Voters**

August 2010

# Methodology

## **Sample**

294 interviews among a representative sample of voters in the City of Gladstone, Oregon

## **Method**

Telephone interviews conducted  
July 29-August 3, 2010

## **Sampling Error**

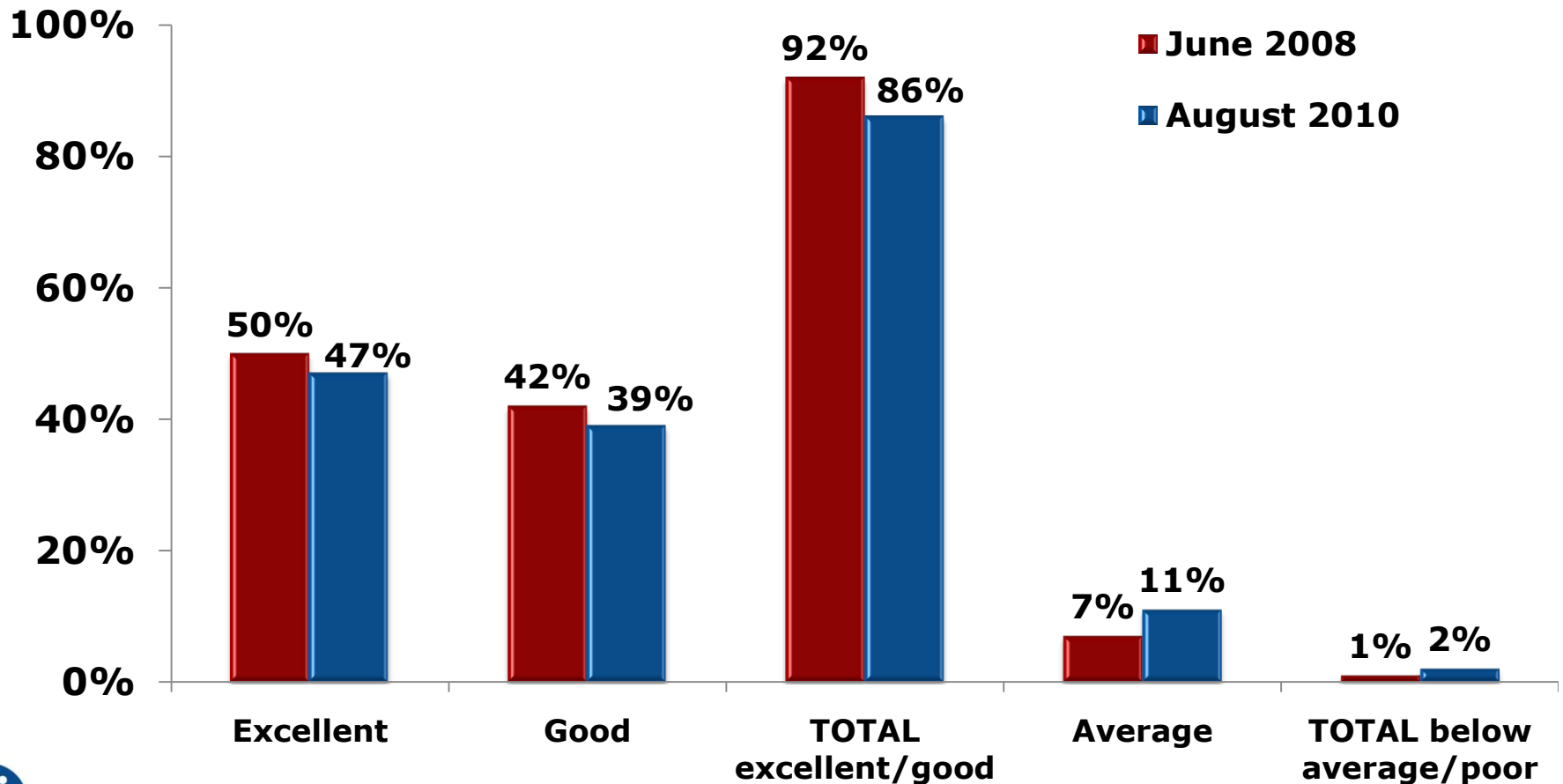
Plus or minus 6% at the 95% confidence level

# Perceptions of Gladstone



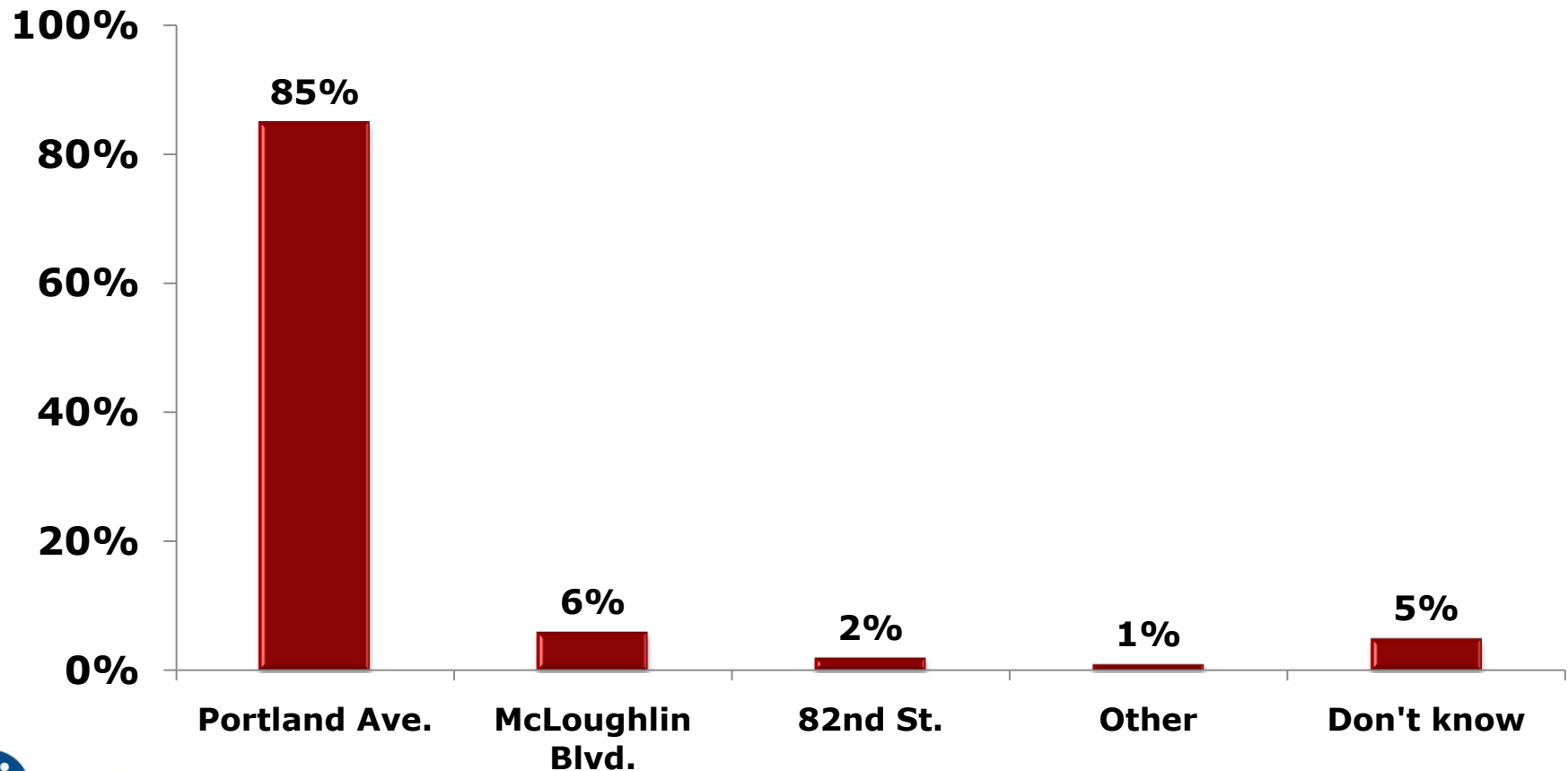
# Gladstone Rates Highly as a Place to Live

"In general, how would you rate the City of Gladstone as a place to live, as an excellent, good, average, below average or poor place to live?" (Q1)



# The Perceived “Center” of Gladstone is Portland Avenue

“In your opinion, which one of the following locations would you say is the ‘center’ of Gladstone?”  
(Q30)

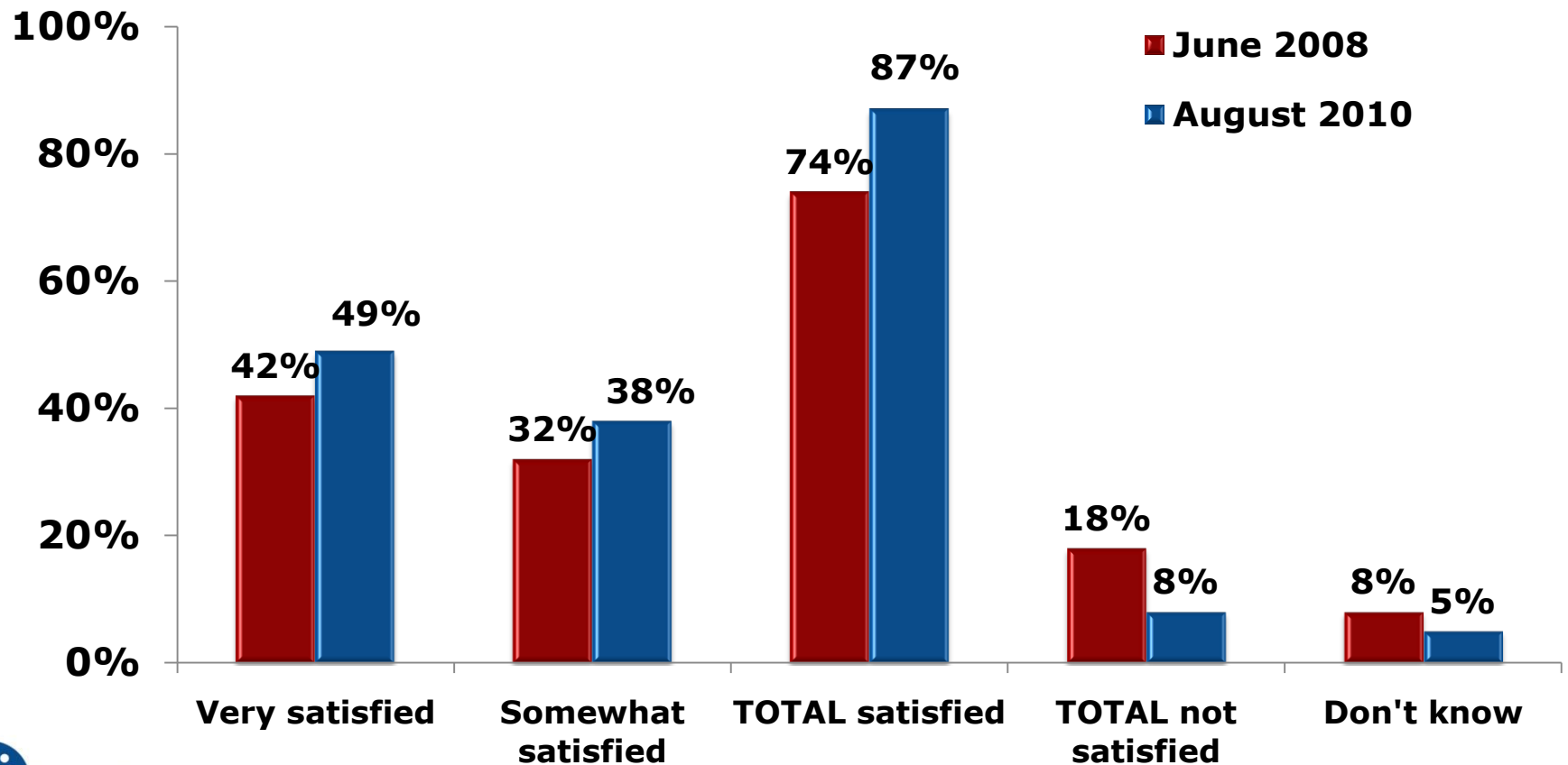


# Evaluating Gladstone City Services



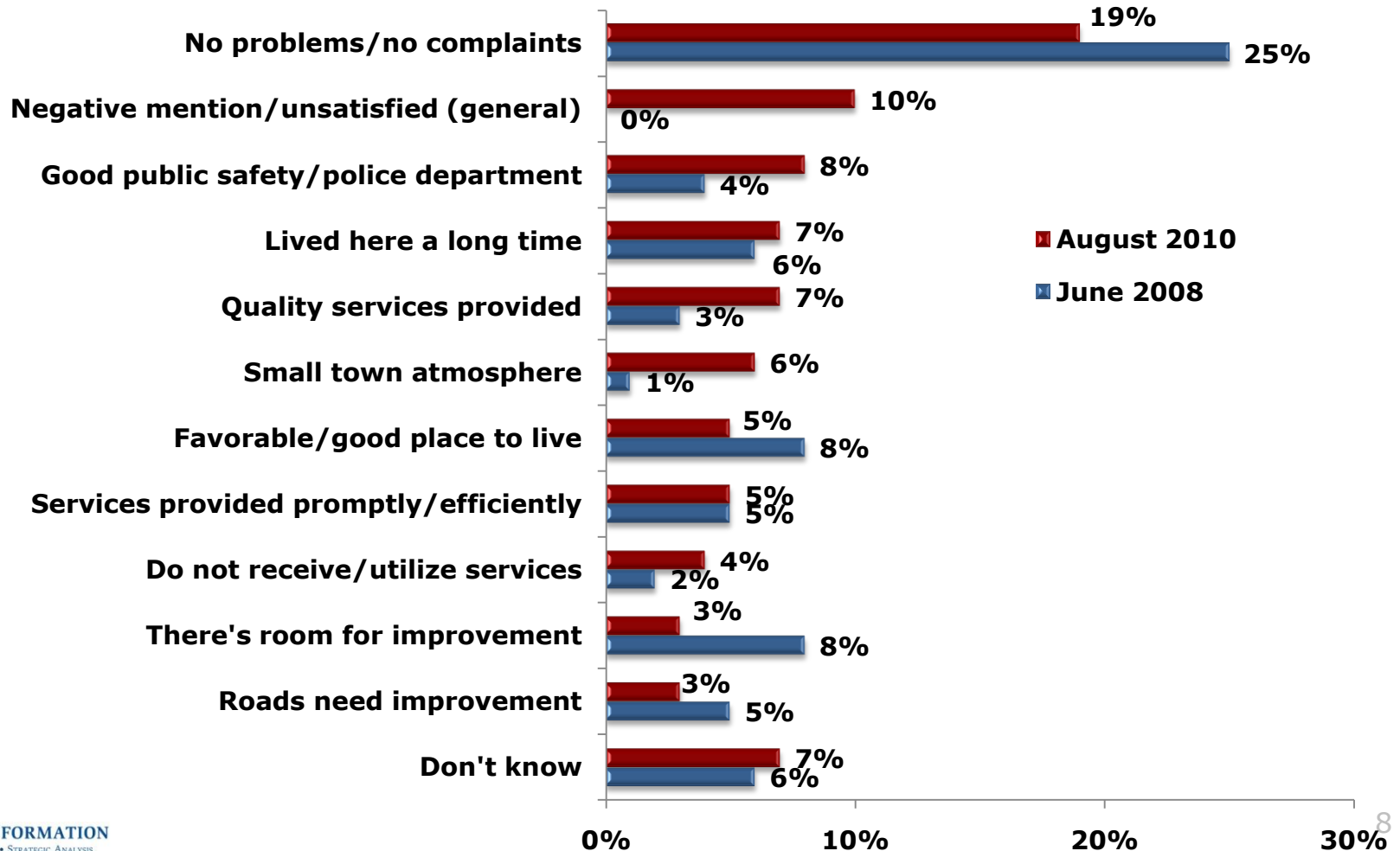
# Satisfaction with City Services is High

"Overall, how satisfied are you with the services provided by the City of Gladstone? Would you say you are very satisfied, somewhat satisfied, not too satisfied or not satisfied at all?" (Q2)



# Why Satisfied?

IF VERY/SOMEWHAT SATISFIED: "Why do you say that?" (Q3,N=257)





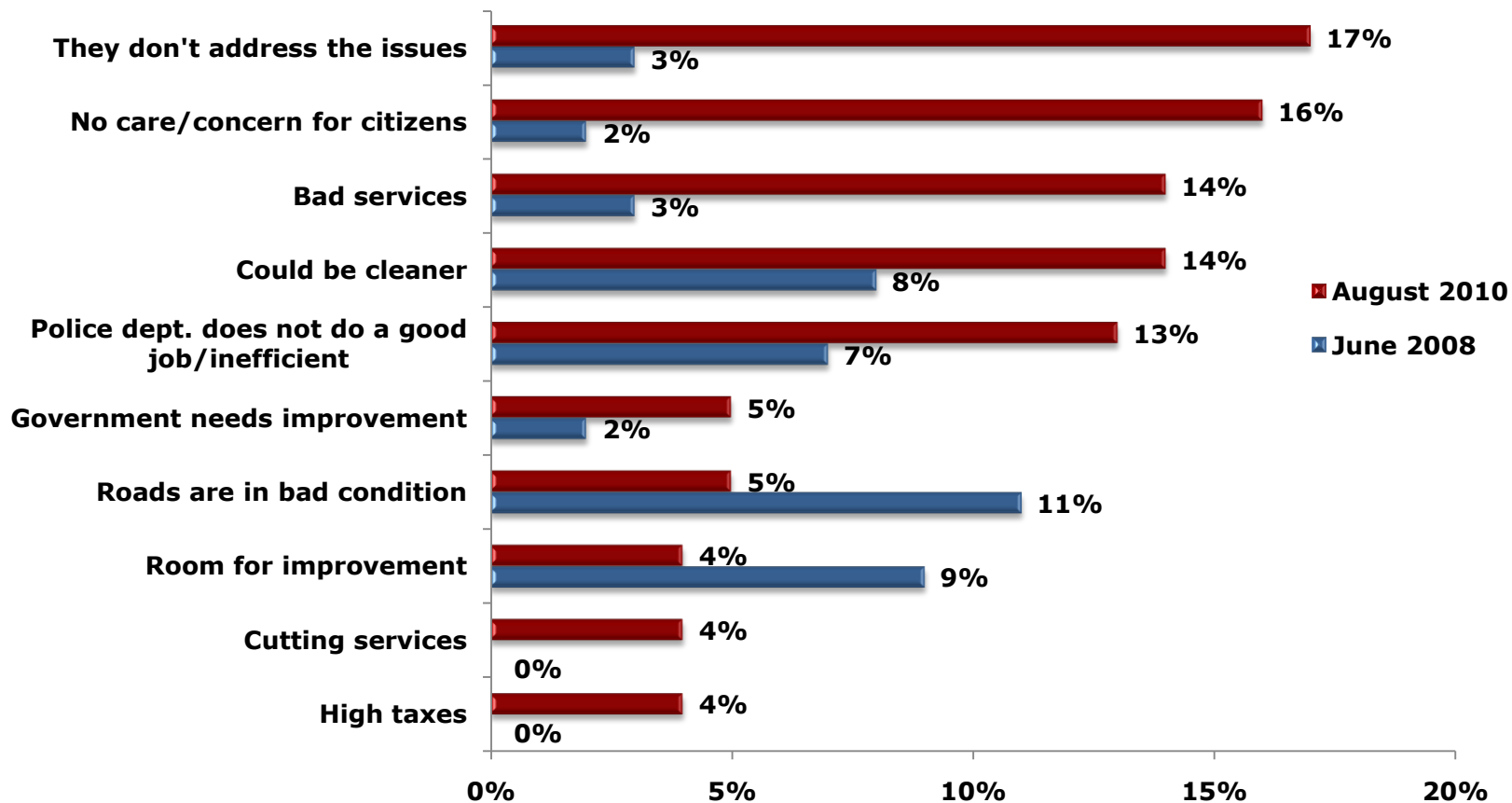
# Why “Very” or “Somewhat” Satisfied?

IF VERY/SOMEWHAT SATISFIED: “Why do you say that?” (Q3)

	<b>Very satisfied (N=145)</b>	<b>Somewhat satisfied (N=113)</b>
No problems/no complaints	28%	8%
Lived here a long time	12%	1%
Quality services provided	9%	4%
Favorable/good place to live	8%	1%
Services provided promptly/efficiently	7%	1%
Good public safety/police department	7%	10%
Small town atmosphere	6%	6%
Beautification of the city/trash pick up	3%	--
Do not receive/utilize services	2%	5%
Negative mention/unsatisfied (general)	1%	21%
There's room for improvement	1%	7%
Roads need improvement	--	7%

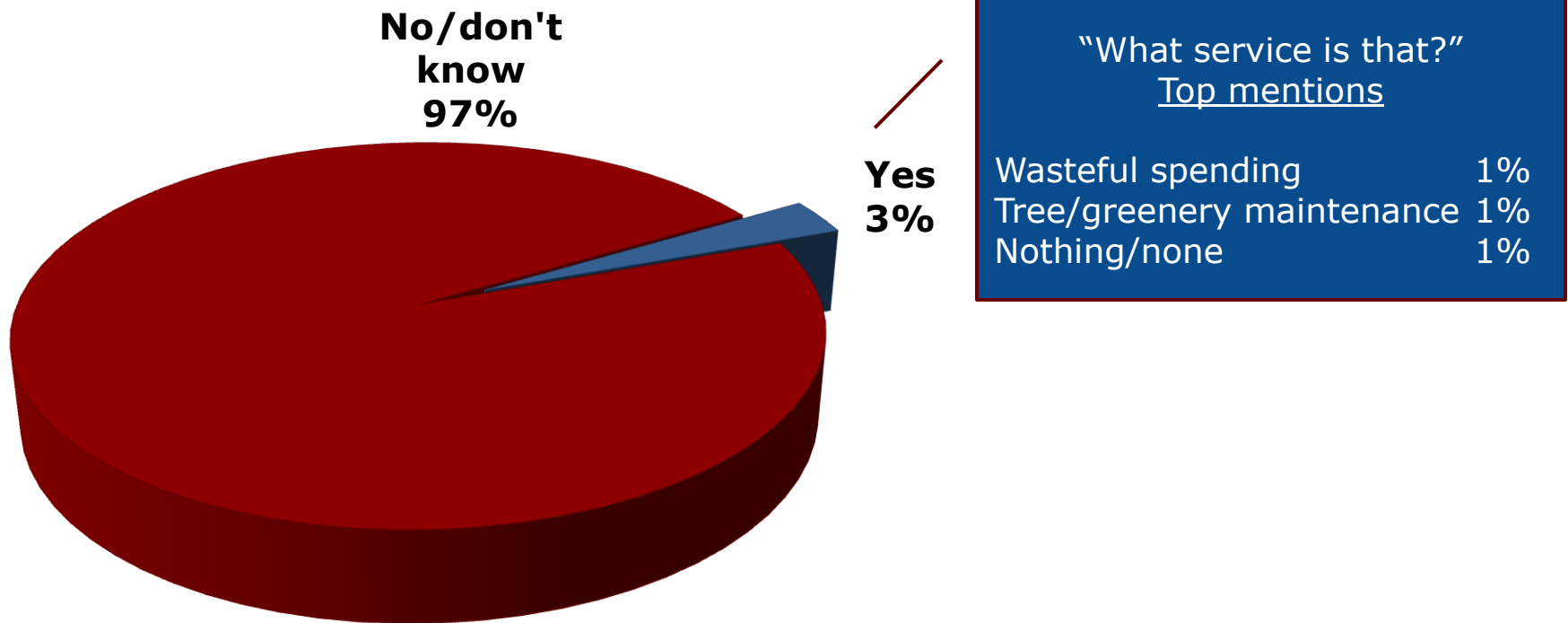
# Why Not Satisfied?

IF NOT TOO/NOT AT ALL SATISFIED: "Why do you say that?" (Q4, N=22)



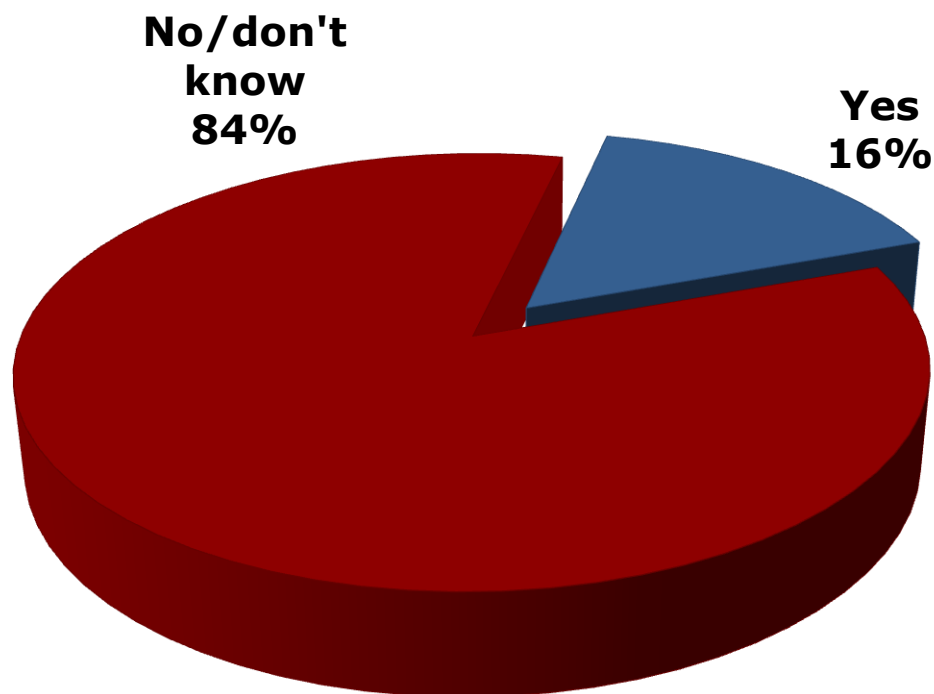
# Unnecessary City Services?

"Is there any service the City currently provides, that you do not think is necessary?" (Q5)



# Need for New City Services?

"Is there any service the City does not currently provide, that you do think is necessary?" (Q6)

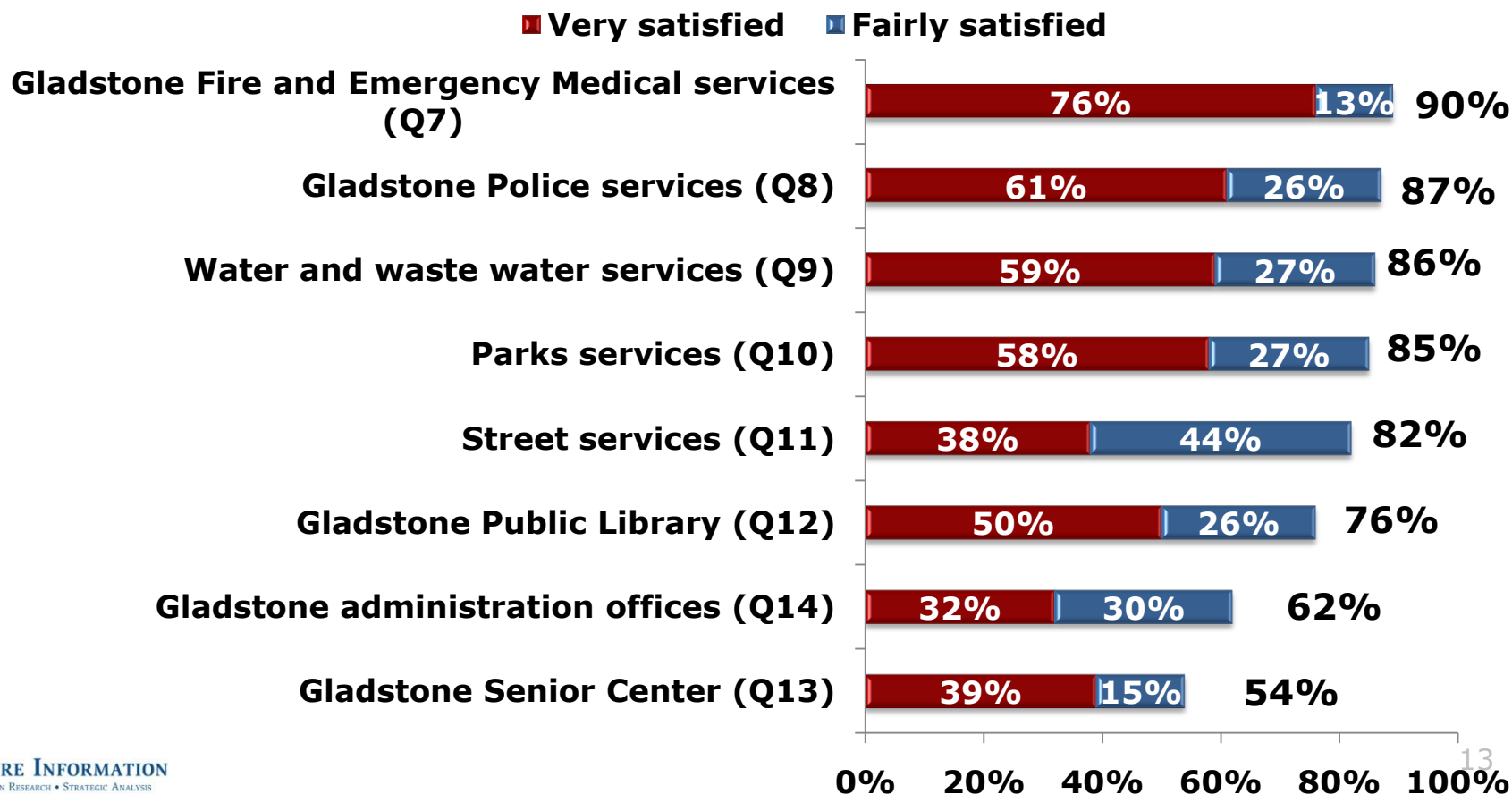


## "What service is that?" Top mentions

Road/street maintenance	5%
Stricter police/law enforcement	2%
Tree/greenery maintenance	2%
Animal control	2%

# Satisfaction with City Services

"I would like to ask you to rate your level of satisfaction with each of the following services the City of Gladstone provides to its residents. For each, please tell me if you would say you are very satisfied, fairly satisfied, not too satisfied or not satisfied at all with that service."

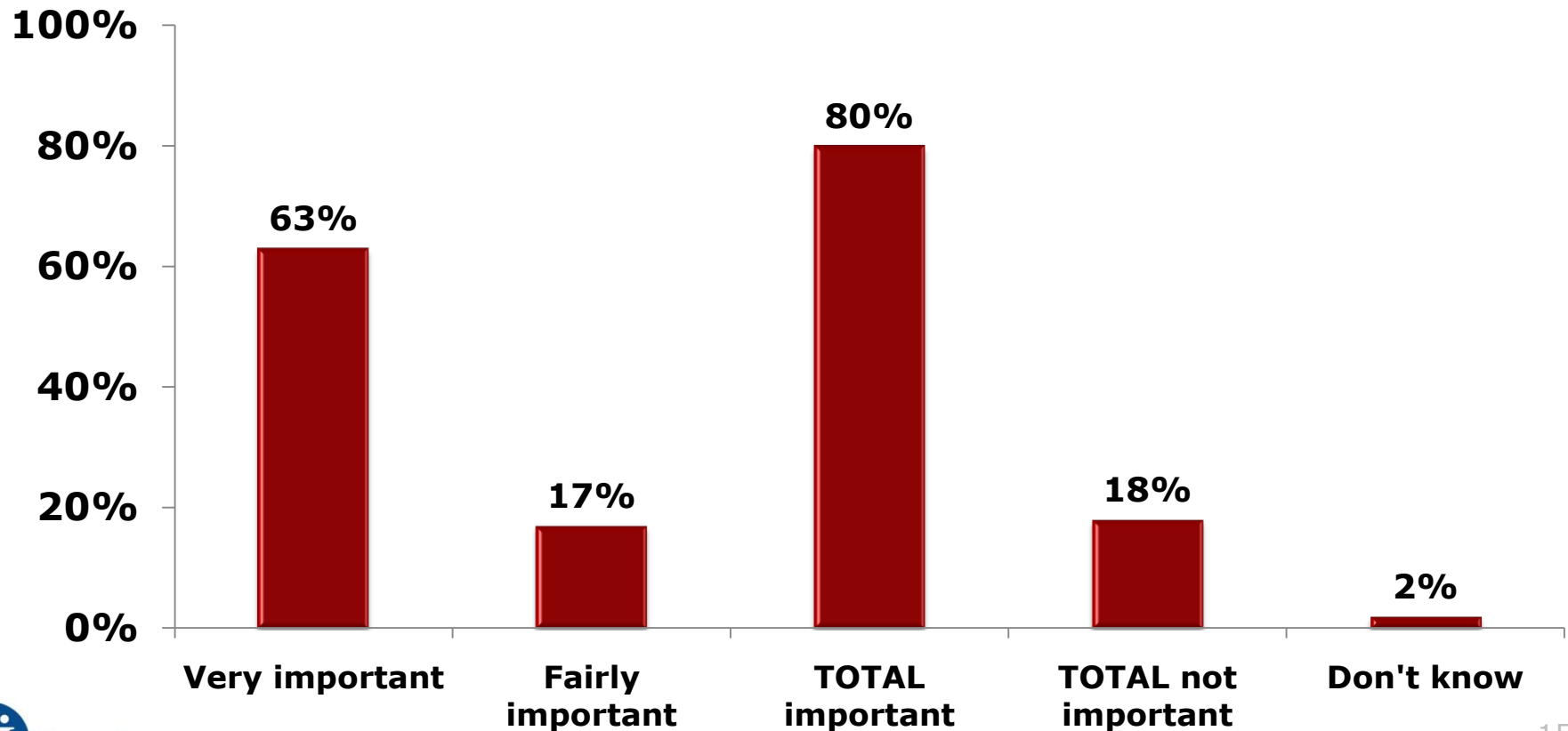


# Satisfaction with Fire/Emergency and Police Services: *Historic Trends*

	Very satisfied	Fairly satisfied	TOTAL satisfied	TOTAL not satisfied
<b>Gladstone Fire and Emergency Medical services</b>				
August 2010	76%	13%	90%	3%
June 2008	74%	18%	92%	2%
<b>Gladstone Police services</b>				
August 2010	61%	26%	87%	10%
June 2008	62%	28%	91%	5%

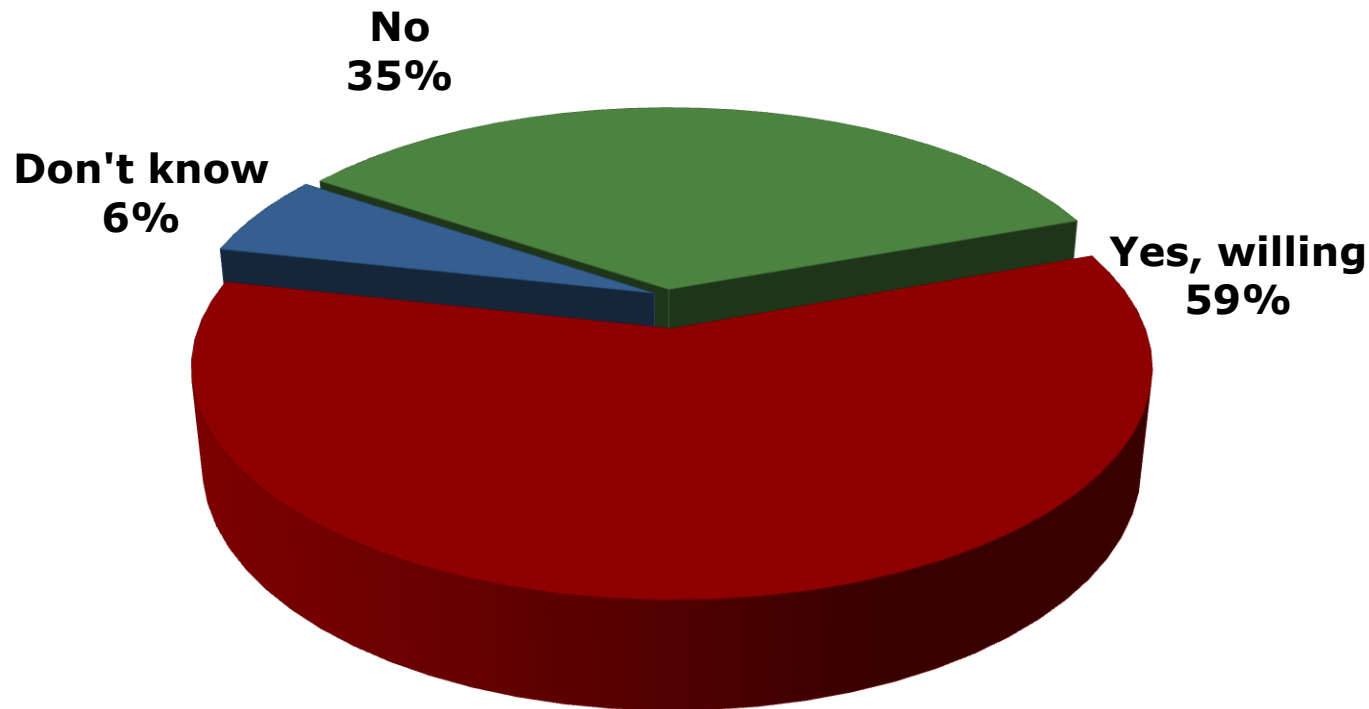
# Importance of the Gladstone Leaf Pick Up Program

"Now I would like to ask you about Gladstone's leaf pick up program in the Fall, when city crews pick up leaves in designated neighborhoods in town. How important is it to you personally that this program continues?" (Q15)



# Willingness to Pay for the Leaf Pick Up Program

IF VERY/FAIRLY IMPORTANT: "Currently there is no charge for this program, would you be willing to pay a fee of approximately \$6.00 per year in order to keep this program?" (Q16, N=235)



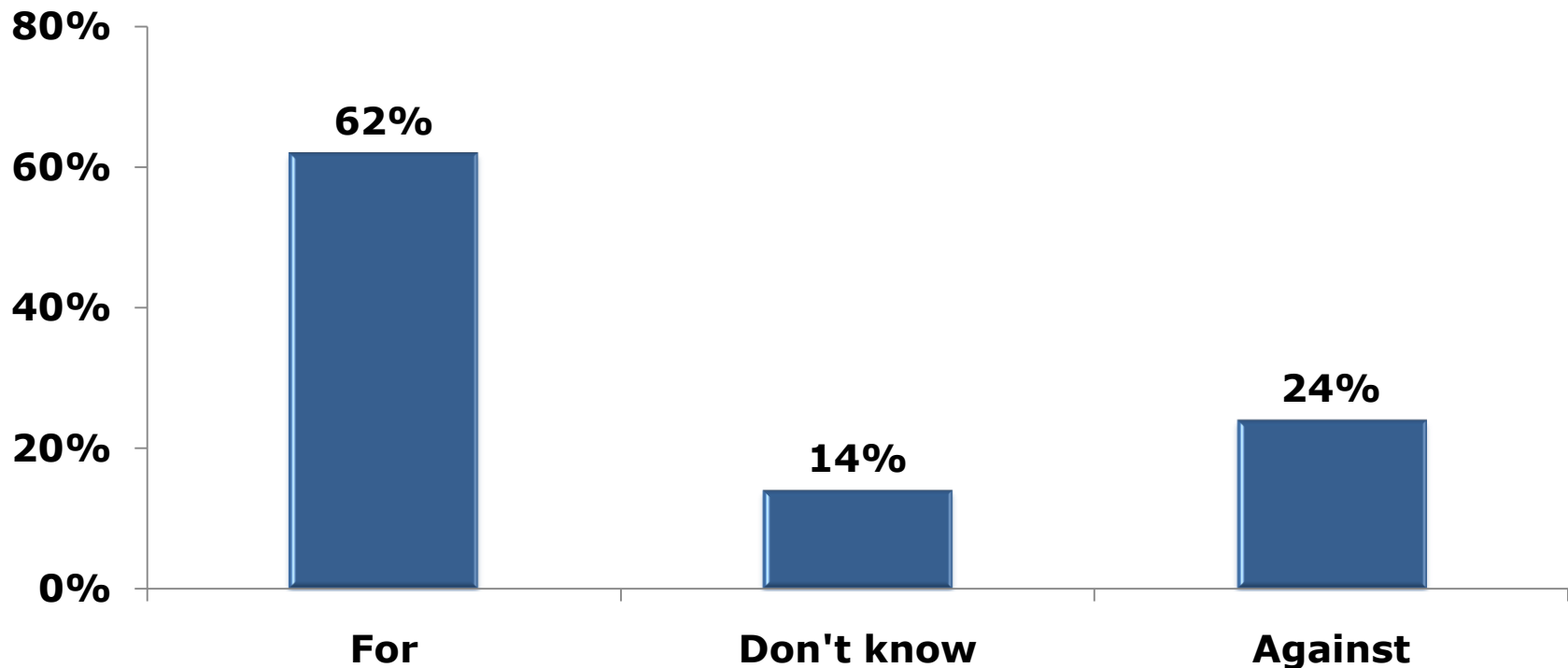


# Potential Funding Proposals



# Funding New Library/Combining Service Areas with Urban Renewal Funds/Clackamas Co. Contribution

"Thinking now about public library services, are you for or against Gladstone using Urban Renewal Funds and a 20% contribution from Clackamas County to fund a new library for the Gladstone community that would merge the Gladstone library service area with the Oak Grove library service area?" (Q17)



# Funding New Library/Combining Service Areas with Urban Renewal Funds/Clackamas Co. Contribution: *Key Subgroups -1*

	For	Don't know	Against	Net for
<b>All voters</b>	62%	14%	24%	+38%
<b>Gender</b>				
Men	59%	13%	28%	+31%
Women	65%	15%	20%	+45%
<b>Age</b>				
18-44	62%	9%	29%	+33%
45-54	75%	13%	13%	+62%
55+	58%	17%	26%	+32%
<b>Party</b>				
Republicans	57%	18%	25%	+32%
Democrats	69%	10%	21%	+48%
Ind./others	57%	16%	28%	+29%

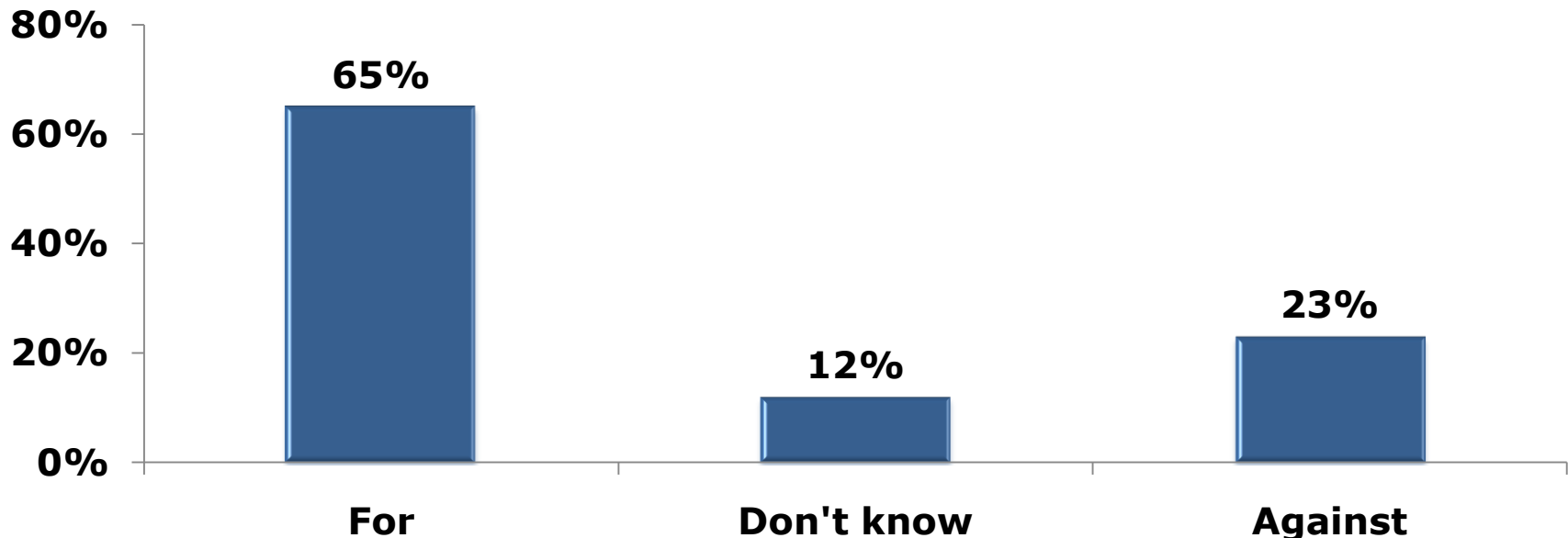
# Funding New Library/Combining Service Areas with Urban Renewal Funds/Clackamas Co. Contribution: *Key Subgroups -2*

	For	Don't know	Against	Net for
<b><i>All voters</i></b>	62%	14%	24%	+38%
<b><i>Precinct</i></b>				
31/32	49%	16%	34%	+15%
33	57%	19%	23%	+34%
34	71%	13%	16%	+55%
38/39	66%	11%	24%	+42%
<b><i>Rate Gladstone as place to live</i></b>				
Excellent	73%	15%	13%	+60%
Good	53%	17%	31%	+22%
<b><i>Library card holder?</i></b>				
Yes	64%	13%	23%	+41%
No	69%	9%	22%	+47%

# Funding New Library/Combining Service Areas Results in Increased Operating Funds

"Currently the Gladstone library service area operates on a budget of approximately \$550,000 a year. If the Gladstone library service area were to merge with the Oak Grove library service area, Gladstone would receive approximately \$1.4 million for operations.

Knowing this, are you for or against Gladstone using Urban Renewal Funds and a 20% contribution from Clackamas County to fund a new library for the Gladstone community that would merge the Gladstone library service area with the Oak Grove library service area?" (Q18)



# Funding New Library/Combining Service Areas Results in Increased Operating Funds: *Key Subgroups -1*

	For	Don't know	Against	Net for
<b><i>All voters</i></b>	65%	12%	23%	+42%
<b><i>Gender</i></b>				
Men	63%	9%	28%	+35%
Women	66%	15%	19%	+47%
<b><i>Age</i></b>				
18-44	74%	3%	23%	+51%
45-54	73%	13%	15%	+58%
55+	59%	14%	26%	+33%
<b><i>Party</i></b>				
Republicans	60%	15%	25%	+35%
Democrats	70%	11%	19%	+51%
Ind./others	59%	12%	29%	+30%

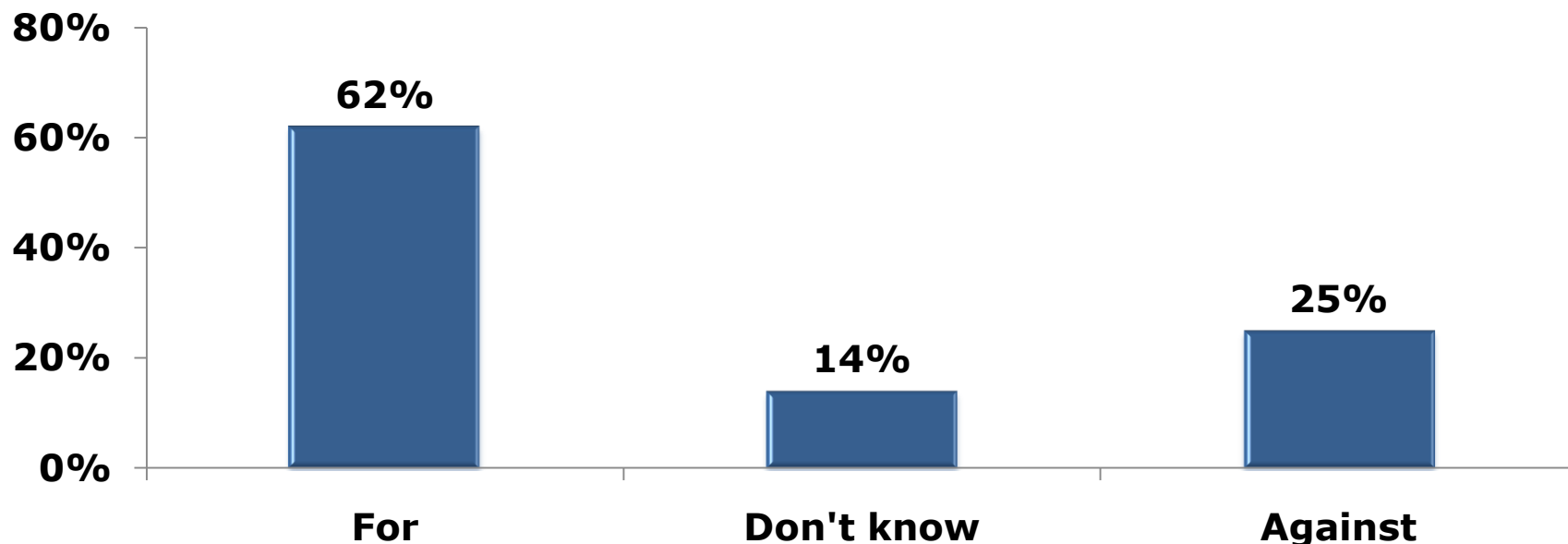
# Funding New Library/Combining Service Areas Results in Increased Operating Funds: *Key Subgroups -2*

	For	Don't know	Against	Net for
<b><i>All voters</i></b>	65%	12%	23%	+42%
<b><i>Precinct</i></b>				
31/32	51%	20%	29%	+22%
33	63%	16%	21%	+42%
34	71%	9%	20%	+51%
38/39	67%	9%	23%	+44%
<b><i>Rate Gladstone as place to live</i></b>				
Excellent	73%	12%	15%	+58%
Good	58%	16%	27%	+31%
<b><i>Library card holder?</i></b>				
Yes	63%	11%	26%	+37%
No	78%	6%	16%	+62%

# Funding New Library/Combining Service Areas and City Would Manage Operations/Finances

"If a new library were built, the City of Gladstone would manage operation and finances of the new library and use some library district operating revenues to ensure everyone in the merged service area contributes to the construction of the new library.

Knowing this, are you for or against Gladstone using Urban Renewal Funds and a 20% contribution from Clackamas County to fund a new library for the Gladstone community that would merge the Gladstone library service area with the Oak Grove library service area?" (Q19)





# Funding New Library/Combining Service Areas and City Would Manage Operations/Finances: *Key Subgroups -1*

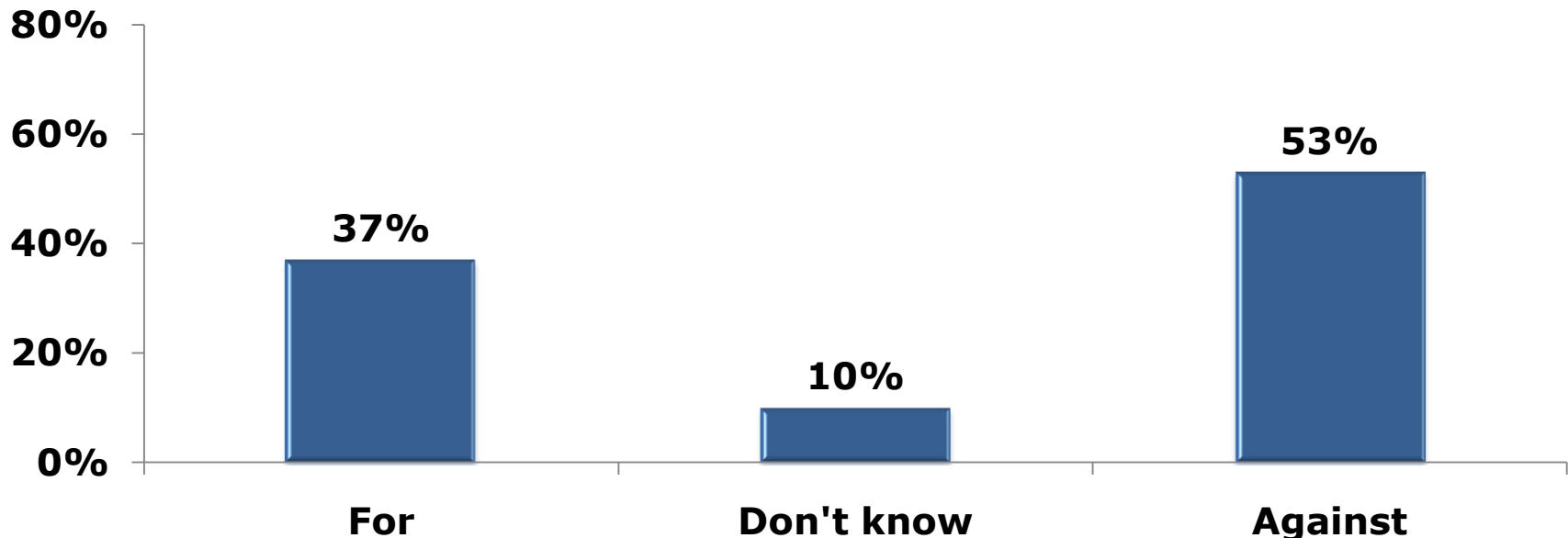
	For	Don't know	Against	Net for
<b>All voters</b>	62%	14%	25%	+37%
<b>Gender</b>				
Men	58%	11%	31%	+27%
Women	65%	16%	19%	+46%
<b>Age</b>				
18-44	72%	2%	26%	+46%
45-54	70%	12%	18%	+52%
55+	56%	18%	26%	+30%
<b>Party</b>				
Republicans	58%	15%	28%	+30%
Democrats	65%	14%	21%	+44%
Ind./others	60%	10%	30%	+30%

# Funding New Library/Combining Service Areas and City Would Manage Operations/Finances: *Key Subgroups -2*

	For	Don't know	Against	Net for
<b><i>All voters</i></b>	62%	14%	25%	+37%
<b><i>Precinct</i></b>				
31/32	49%	19%	32%	+17%
33	63%	17%	20%	+43%
34	69%	11%	20%	+49%
38/39	62%	11%	27%	+35%
<b><i>Rate Gladstone as place to live</i></b>				
Excellent	67%	15%	18%	+49%
Good	59%	13%	28%	+31%
<b><i>Library card holder?</i></b>				
Yes	60%	13%	27%	+33%
No	71%	8%	21%	+50%

# Street Scape Project

"On another subject, are you for or against a Portland Avenue Street Scape project costing \$14 million to improve and enhance the downtown Gladstone area by making improvements such as complete street reconstruction, widened, raised sidewalks, intersection improvements, tree-medians and landscaped parking strips, buried utility lines, enhanced connections to Trolley Trail and the Clackamas Riverfront area, and a plaza-like public area?" (Q20)



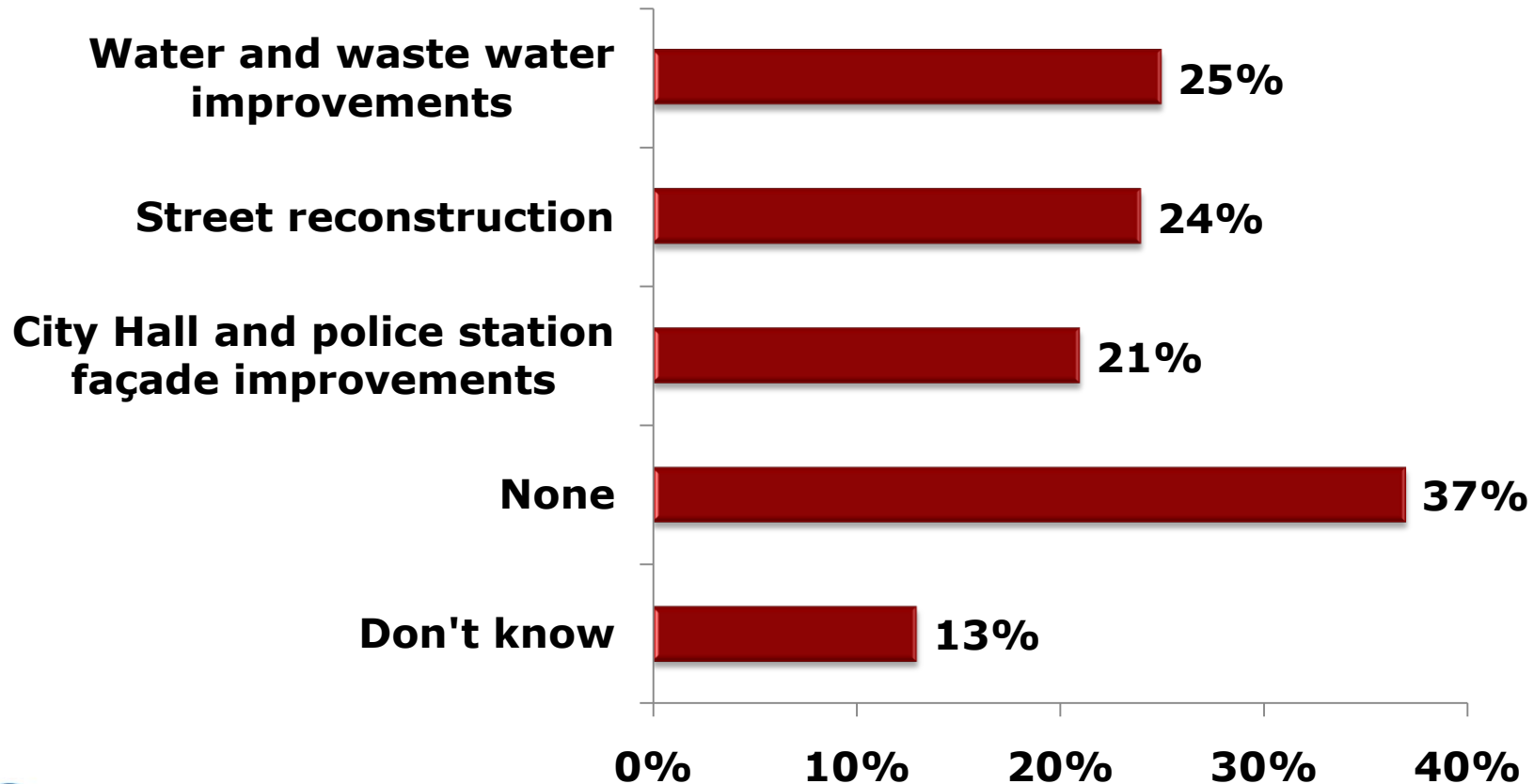
# Street Scape Project:

## *Key Subgroups*

	For	Don't know	Against	Net for
<b>All voters</b>	37%	10%	53%	-16%
<b>Gender</b>				
Men	41%	6%	54%	-13%
Women	34%	14%	53%	-19%
<b>Age</b>				
18-44	54%	6%	40%	+14%
45-54	47%	12%	41%	+6%
55+	29%	10%	61%	-32%
<b>Party</b>				
Republicans	29%	10%	62%	-33%
Democrats	43%	9%	48%	-5%
Ind./others	39%	13%	48%	-9%

# Priority Use for Urban Renewal Funds

"In your opinion, should any of the following projects have priority use of the Urban Renewal Funds over both the new library and the Portland Avenue Street Scape project?" (Q21)



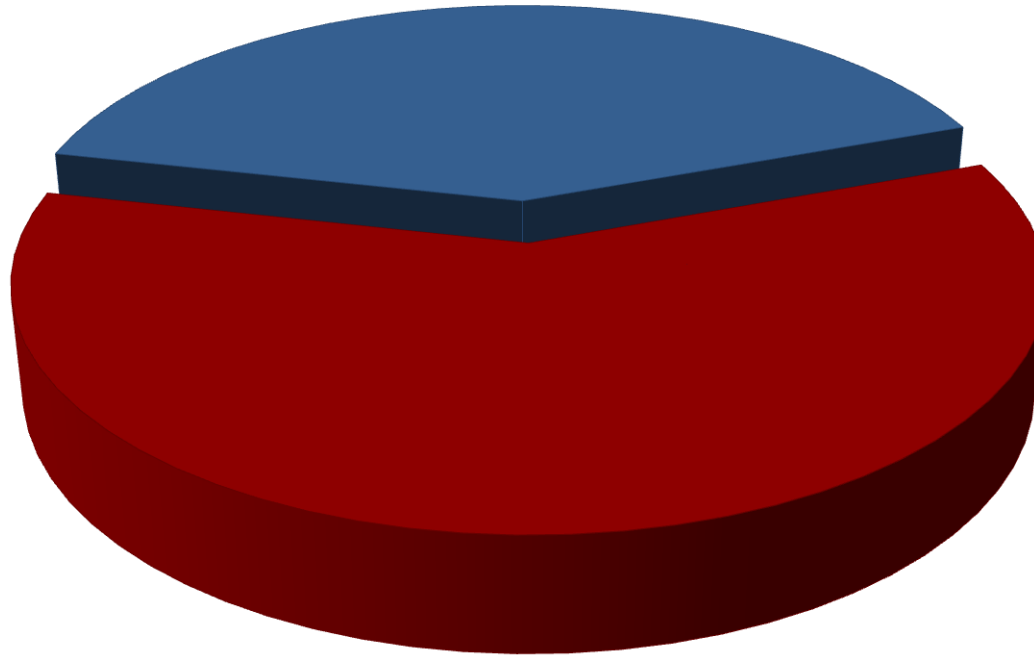
# City Centennial

A large, stylized number '100' rendered in a 3D, metallic style with red and white outlines. The numbers are set against a soft, glowing red and white circular background.

# Awareness of Gladstone Centennial

"Are you aware or not aware that the City of Gladstone will celebrate its 100-year Centennial next year?" (Q22)

**No, not  
aware/don't  
know  
41%**



**Yes, aware  
59%**

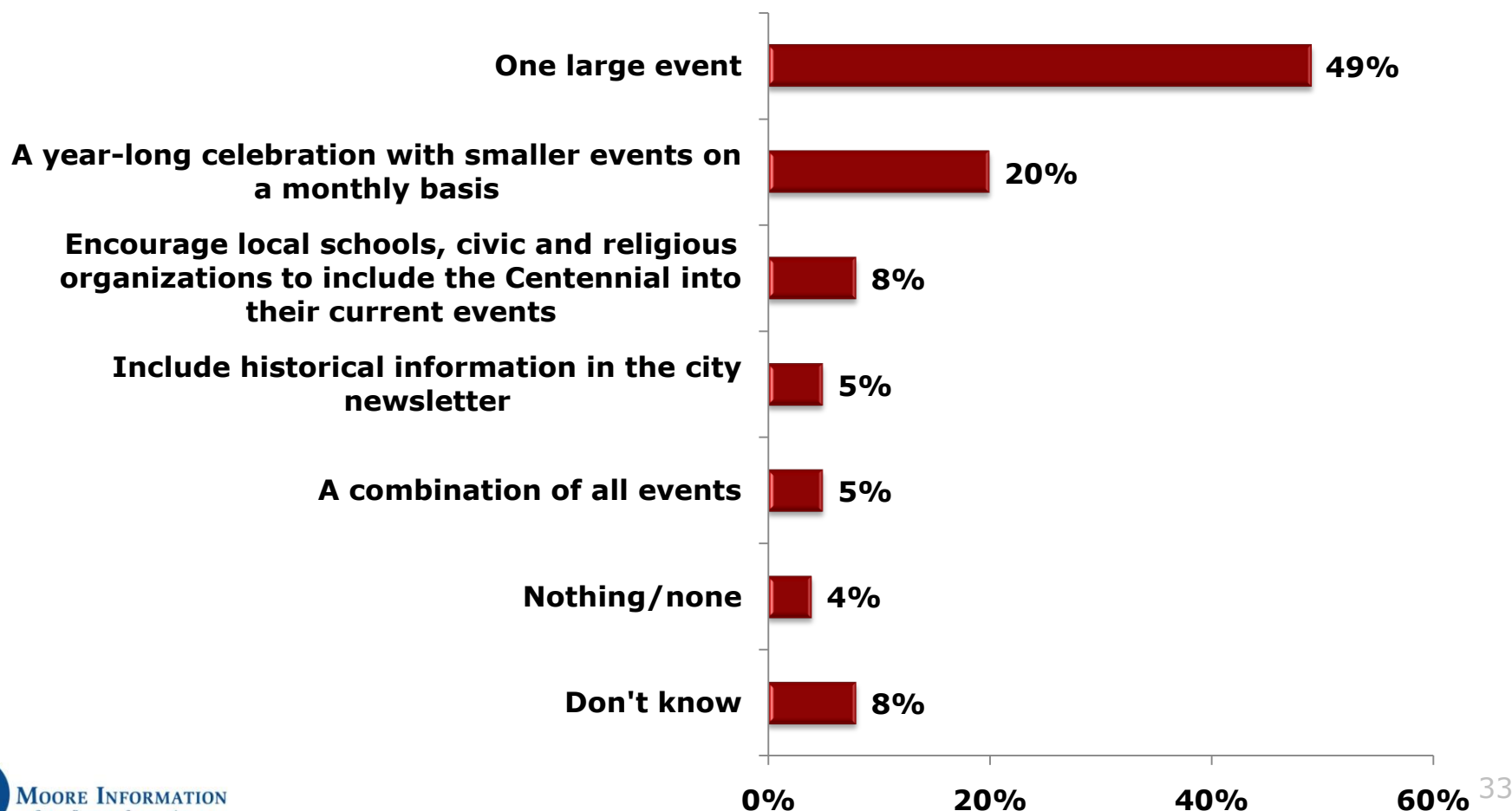
# Awareness of Gladstone Centennial: *Key Subgroups*

	<u>% Yes, aware</u>
<b><i>All voters</i></b>	59%
<b><i>Gender/age</i></b>	
Men 18-54	63%
Men 55+	64%
Women 18-54	48%
Women 55+	60%
<b><i>Party</i></b>	
Republicans	66%
Democrats	60%
Ind./others	40%



# Voters Prefer One Large Event for Centennial Celebration

"The city plans to celebrate its Centennial with a public celebration. Which one of the following celebration ideas and events appeals to you most?" (Q23)

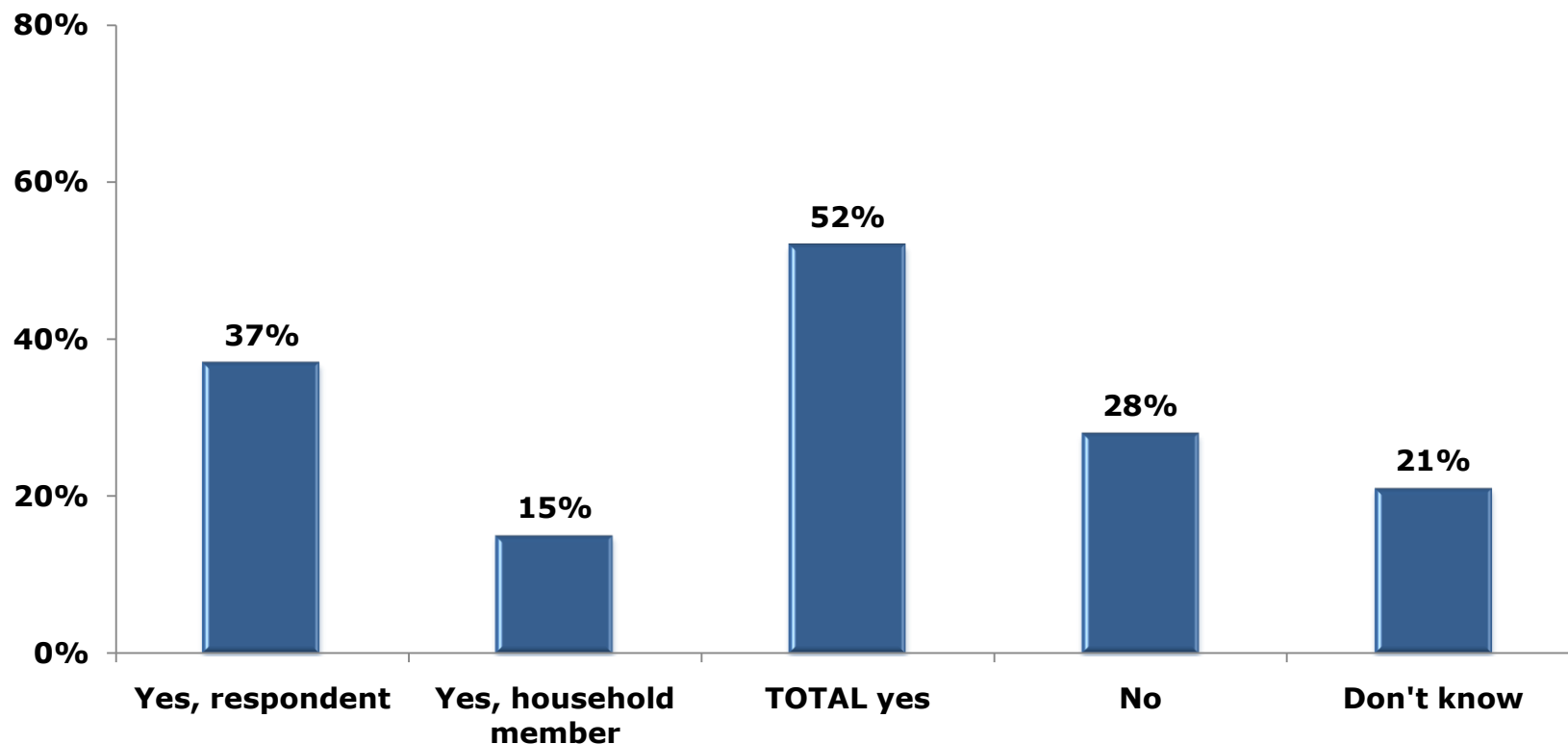


# Library Usage



# Library Card Holders

"Do you or does someone in your household have a Gladstone Public Library or Clackamas County library card?" (Q24)



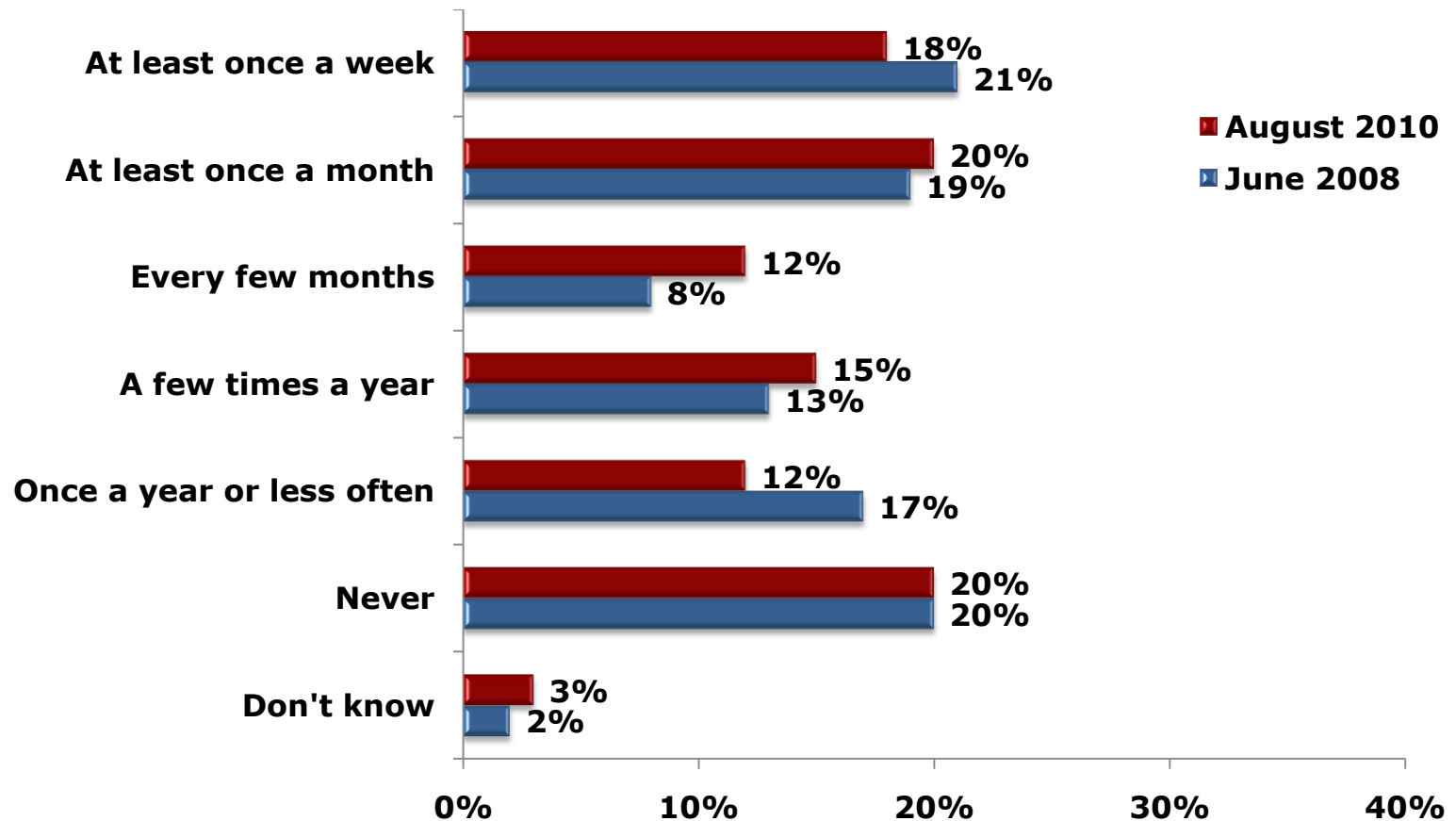
# Library Card Holders:

## *Key Subgroups*

	<u>% Yes</u>
<b>All voters</b>	52%
<b>Gender/age</b>	
Men 18-54	58%
Men 55+	46%
Women 18-54	43%
Women 55+	58%
<b>Precinct</b>	
31/32	46%
33	49%
34	56%
38/39	52%
<b>Party</b>	
Republicans	47%
Democrats	50%
Ind./others	69%

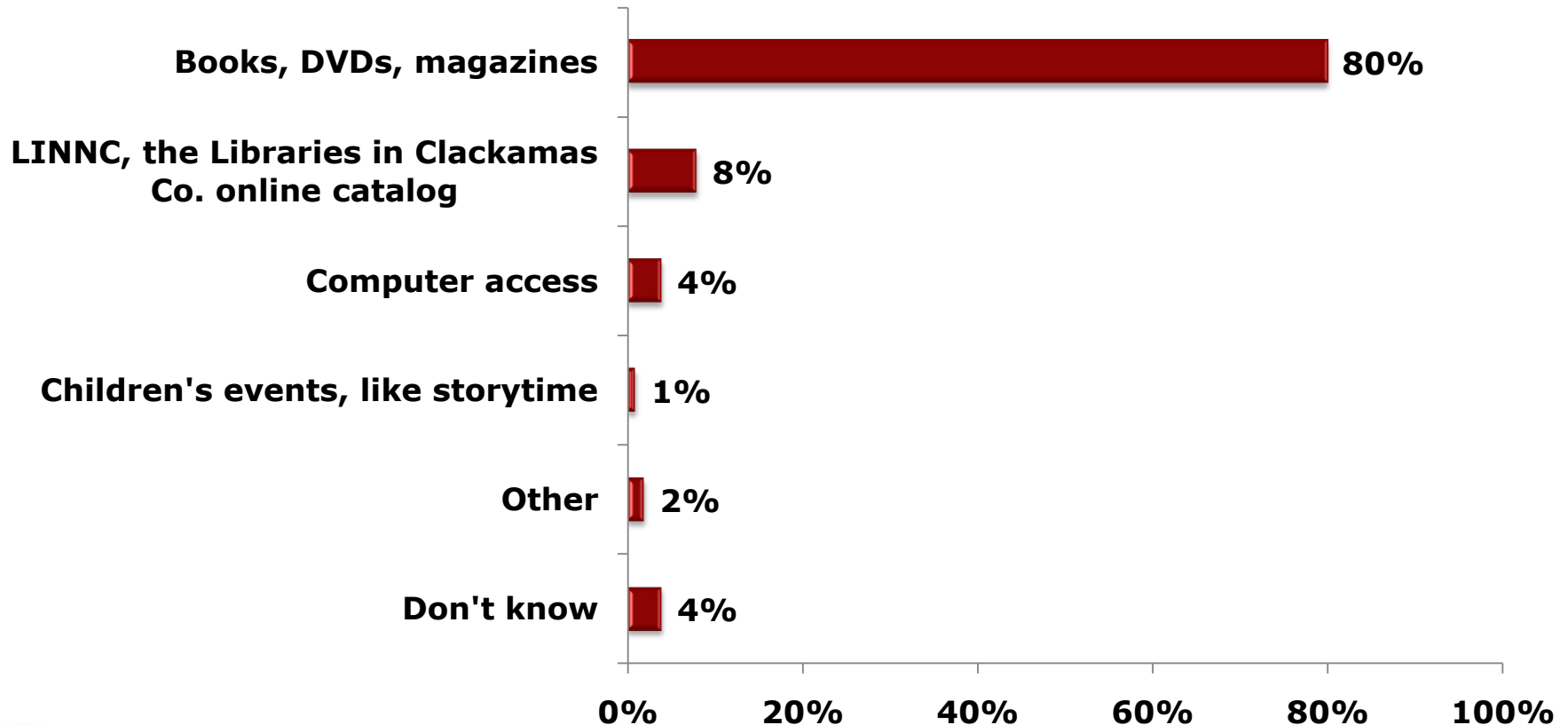
# Gladstone Public Library Usage

"How often do you or someone in your household visit the Gladstone Public Library?" (Q25)



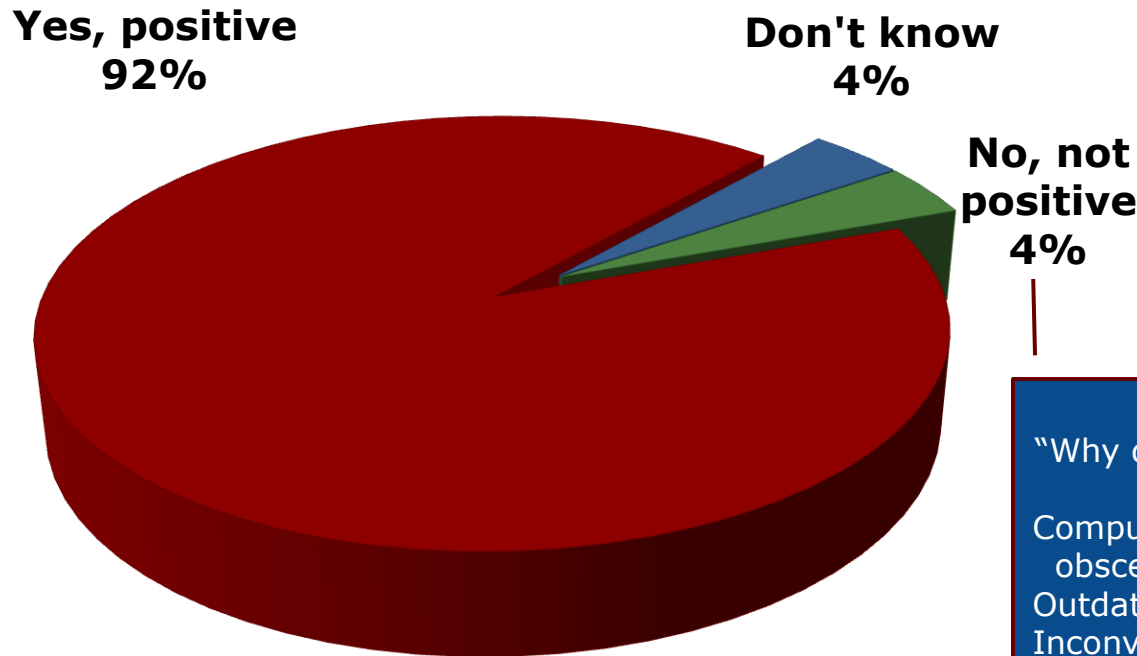
# Most Widely Used Library Services

IF LIBRARY USER: "What library services do you use most often?"  
(Q26, N=224)



# Experiences with Library are Mostly Positive

IF LIBRARY USER: "Are these visits to the Gladstone Public Library generally positive experiences, or not?" (Q27, N=224)



IF NOT POSITIVE:  
"Why do you say that?" (Q28, N=9)

Computer protection against  
obscene material (2 people)  
Outdated/old technology (2 people)  
Inconvenient location (1 person)  
Poor selection of books (1 person)  
Not handicap accessible (1 person)  
Library fines (1 person)  
None/nothing (1 person)

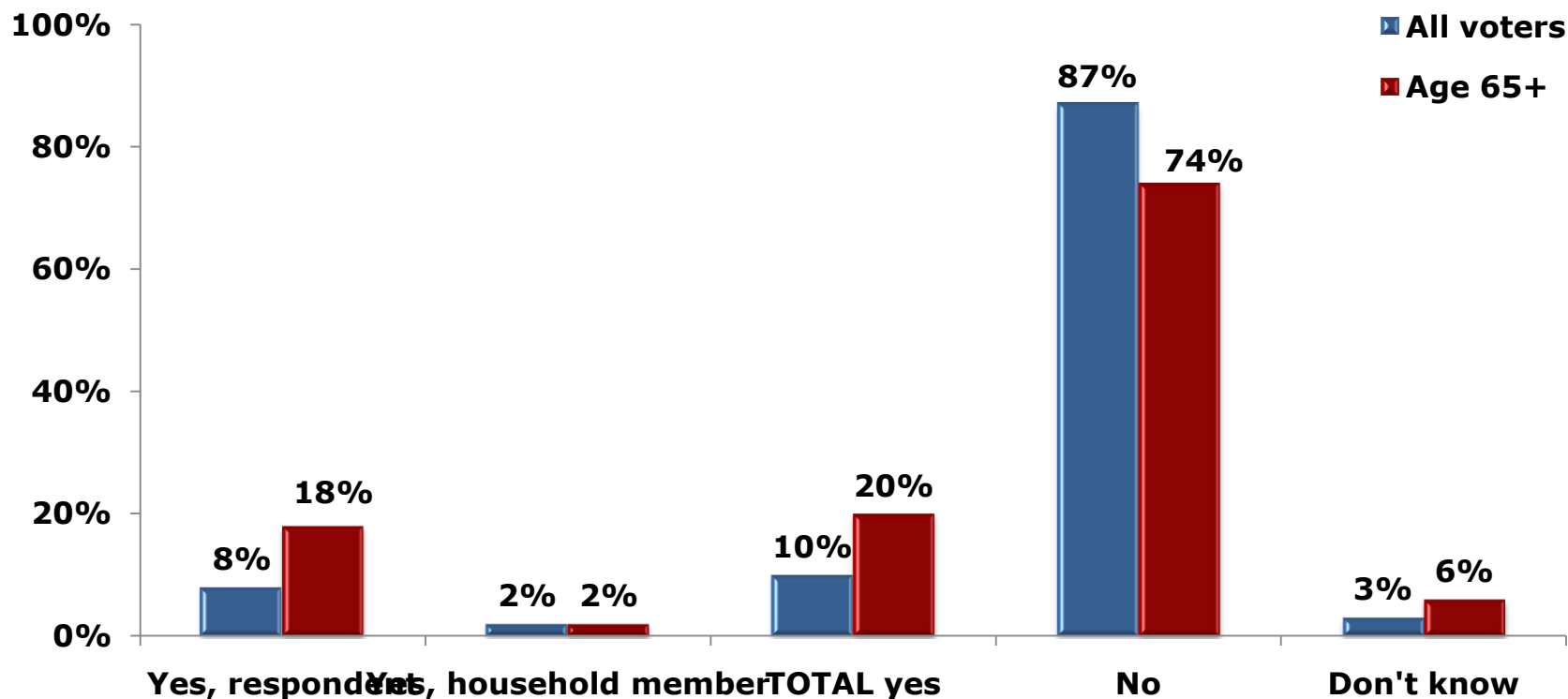
# Senior Center Services





# Gladstone Senior Center Services

"Do you or does someone in your household receive services from the Gladstone Senior Center?"  
(Q29)



# Summary and Highlights



# Summary and Highlights -1:

## *Widespread Satisfaction with City Services*

- Most voters (86%) rate Gladstone as either an “excellent” or “good” place to live. Results in the June 2008 survey were similar (92% gave an “excellent” or “good” rating)
- Nearly nine-in-ten voters (87%) are “satisfied” with services provided by the City. Satisfaction with city services today is higher than in 2008 (when 74% were satisfied)
- All eight services tested received positive ratings from voters. However, the services receiving the highest satisfaction ratings include:
  - ✓ Gladstone Fire and Emergency Services (76% “very” satisfied)
  - ✓ Gladstone Police services (61%)
  - ✓ Water and waste water services (59%)
  - ✓ Parks services (58%)

# Summary and Highlights -2:

## *Voters Positive About Necessity of Current City Services*

- Fully 80% of voters say it is important that the leaf pick up program continue, including 63% who rate it “very” important
- A majority of voters who say the program is important are willing to pay a \$6 fee per year in order to keep the program
- Voters are also positive when asked about the necessity of services provided by the City:
  - Fully 97% do not believe the City is providing any services that are not necessary
  - Fully 84% do not see any gaps in services provided by the City. Just 16% believe the City should be providing a service it doesn’t currently provide. Top mentions included, road/street maintenance, stricter police/law enforcement, tree/greenery maintenance and animal control

# **Summary and Highlights -3:**

## ***Library Funding Proposals Favored By More than Six-in-Ten Voters***

- By a 62-24% margin, voters favor using Urban Renewal Funds and a 20% contribution from Clackamas County to fund a new library and merge the Gladstone and Oak Grove service areas
- Support for this proposal did not change significantly when voters learned the following:
  - Merging library service areas would increase Gladstone's library operations budget from \$550,000 per year to \$1.4 million per year (65% for, 23% against)
  - The City of Gladstone would manage operation and finances of the new library and use some library district operating revenues to ensure everyone in the merged service area contributes to the construction of the new library (62% for, 25% against)

# Summary and Highlights -4:

## *Urban Renewal Funds*

- Voters oppose (by a 53-37% margin), a potential proposal to fund a \$14 million Portland Avenue Street Scape project to improve and enhance the downtown Gladstone area
- A plurality (37%) of City voters do not believe street reconstruction, water and waste water improvements or City Hall and police station façade improvements should have priority use of Urban Renewal Funds over both the new library and Portland Ave. Street Scape project

# Summary and Highlights -5:

## *Other Issues*

- A majority (59%) of City voters are aware of Gladstone's Centennial next year
  - Voters prefer one large event for the public celebration
- A majority of voters (52%) live in a household with a Gladstone Public Library or Clackamas County library card
- A wide majority visit the library at least a few times a year, including 38% who visit at least once a month
  - Library visitors use the library most often for books, DVDs and magazines (80% use these library services most often)
  - 92% describe their visits to Gladstone Public Library as positive
- Just 10% of the city's voters receive services from the Gladstone Senior Center
  - 20% of voters age 65+ report they or someone in their household receives services from senior center