

Metro Charter Committee
P O Box 9236 - Portland, OR 97207

56

COMMUNITY ATTITUDE SURVEY

for

WASHINGTON COUNTY BOARD OF COMMISSIONERS
HILLSBORO, OREGON

Conducted by

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INTRODUCTION

The Washington County Board of Commissioners place a high value on communicating with their constituents - the residents and voters of Washington County, Oregon. In 1985, prior to shaping Washington County's County 2000 plan to rationalize its role in the future delivery of services in the County, the Board of Commissioners consulted with its citizens through a community wide survey in which almost 400 residents from throughout the county shared their opinions on a variety of topics.

Now, five years into the execution of its County 2000 policy, the opinions of Washington County citizens are again being solicited to determine if any major mid-course corrections in the implementation of County 2000 are needed.

We appreciate the assistance and support provided by the County Administrator and members of his staff in the development and execution of this survey.

METHODOLOGY

The County, following an open bid process, contracted with Western Attitudes Incorporated to conduct a Community Attitude Survey involving at least 400 county residents. Questions for this survey were developed by Western Attitudes in consultation with County staff. A copy of the questionnaire is included with this report.

The survey was conducted by telephone during the last two weeks of March 1991, using a randomly generated list of telephone numbers for registered voters residing within the County. In all, 426 responses were tabulated. A sample of this size will usually provide a margin of error of less than $\pm 5\%$ at the 95% confidence level. Survey responses were tabulated and the Appendix to the principal report, on file with the County Administrator, contains tables, cross-tabbed to show how various groups responded to each question. In reviewing the detail on these pages and throughout the report, it should be pointed out that, as the size of the sample under review diminishes, the potential margin of sampling error is likely to increase. The report also contains a "verbatim" record of closing comments made by respondents which will provide the reader with an unscientific, but none the less interesting, sampling of the "mood of the people". In addition, a series of graphs depicting survey results are also included.

Where relevant, reference is made in the report to the 1985 survey of county residents which consisted of in-home interviews with 392 adult residents, geographically dispersed throughout the county.

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EXECUTIVE SUMMARY

In a 1985 survey, county residents identified the encouragement of economic growth as the top priority for County Commissioners to work on. In 1991, after five years of sustained economic growth, the top priority of county residents is now to come to grips with the impacts of that growth in the community.

Quality of Life

Generally, people are pleased with the quality of life in Washington County. 56% of those who have lived there for more than five years believe it has remained the same, or improved over that time. On a scale of 1-10, seven out of ten people rate their quality of life as a 7 or better. But there are warning signs - a significant number, 41%, believe the quality of life has deteriorated over the past five years and, while a rating of 7 is still good, in 1985, eight out of ten people rated it as 7 or better.

Growth

Three-quarters of the respondents believe that the Washington County area is growing too fast. Yet a majority, 59%, are satisfied with the rate of growth in the neighborhoods where they live.

Public confidence in Washington County's general growth management efforts is a potential issue of concern. 53% are less than satisfied with these efforts while 45% regard them as satisfactory. Here again, there is a higher level of satisfaction about growth management in neighborhood areas, two-thirds of the people indicating satisfaction with these efforts.

Transportation system improvements and better traffic management will be keys in addressing citizen concerns about growth. Roads and traffic impacts are the primary ways in which people are personally most affected by the growth that is occurring in the county. People also associate current pressures on schools as an effect of growth in the county. While there was very little call for affordable housing, many respondents commented on the proliferation of apartments as one of the most visible indications of growth.

A majority of respondents, 56%, perceive the Board of County Commissioners as pro-growth.

Annexation

The County's current policy of encouraging people in unincorporated areas, who want higher levels of service, to become part of a city or service district, enjoys strong support from 65% of the people.

When asked if they have a preference for who should provide services to developing unincorporated areas, 27% suggest contracting with the county (enhanced service districts), 25% have no preference, 21% have no opinion, 15% suggest special service districts and only 10% prefer annexation to an existing city.

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Over 70% of the unincorporated area residents have no interest at all in annexation. 19% may be interested sometime in the future, primarily to get city services and 10%, most of whom live around Beaverton, are currently interested in pursuing annexation.

Government Services

By an 86% to 80% margin, more people today are satisfied with the local government services they receive, than were satisfied in 1985. This would suggest that service dissatisfaction is not at the root cause of citizen unrest with government in Washington County.

Not surprisingly, services rated highly are police and fire services (including sheriff's patrol), water, parks, sewer and libraries. This is almost identical with 1985 ratings, with the exception that schools ranked higher at that time.

Respondents are dissatisfied with roads, public safety, land use planning and schools. In a rating of County-provided services, higher marks were given for sheriff's patrol and animal control, lower marks for county roads maintenance and land use planning. Compared to 1985, Aging Services and Animal Control ratings have improved while ratings for Mental Health and Public Health services have declined.

Ballot Measure 5

A majority believe it is very important to maintain existing service levels, even in light of budget adjustments following the passage of Ballot Measure 5. Priorities do emerge however. 85% believe it is very important to maintain existing levels of public safety and justice services, 60% say its very important to maintain health and human services at existing levels, while 50% place high importance on maintaining growth management services at current levels.

As might be expected, almost three-quarters, (71%), support increasing fees on development as a way to maintain the existing level of growth management services offered by the county.

Respondents split evenly, 47% each, on the issue of support or opposition on a statewide sales tax to replace property taxes lost by schools and other local governments as a result of Ballot Measure 5. The electorate remains skeptical about the measure's real impacts and about whether government has really heard the message pro-BM5 supporters were sending.

Regional issues

33% of the respondents express no real preference for which type of government should provide area-wide services such as water, sewer and parks. A further 28% have no opinion on the question, which appears to reinforce the notion that people are more interested in the service itself, than in who provides that service.

The concept of "Willamette County", one large urban county for the Portland metropolitan area, is strongly opposed by a very high 82%, primarily because it would be too large.

Priorities for County government

The most important issues facing Washington County Commissioners over the next year are identified as:

- * Roads and traffic issues (20%)
- * Schools issues (20%)
- * Dealing with growth related impacts (17%)
- * Measure 5 implementation and budgeting (11%)
- * Crime/drugs (11%)

(This is in contrast to 1985, when the three top priorities were economic growth, tax reform and crime/vandalism.)

1991 priorities emerge as the direct result of the successful accomplishment of 1985's top priority - the sustained economic growth the county has enjoyed over the past five years has now generated a new set of issues to be addressed. People now are asking that corrective action be taken to mitigate the negative impacts associated with the rate of growth e.g. congested traffic conditions, inadequately maintained roads, overcrowding in schools. Unfortunately, this comes at a time when the overall level of confidence in government is low and people are generally unwilling to contribute more in taxes to fund infrastructure and other improvements necessary to relieve growth pressures.

DEMOGRAPHIC PROFILE OF RESPONDENTS

As the reader reviews this report, it is important to keep in mind the profile of those whose opinions are being presented here.

Q1. Length of Residence in Washington County

Under 5 years	17%
6-10 years	13%
Over 10 years	70%

Seven out of every ten persons interviewed have lived in the county for more than 10 years. West county city residents and people from the unincorporated areas are more likely to be longer term residents. Also, the older the person, the more likely they are to be long time residents.

Q12. Location of residence

West County Cities	22%
Beaverton	19%
East County Cities	22%
Unincorporated areas	37%

West County Cities include Forest Grove, Gaston, Banks, Hillsboro, Cornelius and North Plains. East County Cities are Tigard, King City, Portland, Tualatin, Wilsonville and Sherwood.

Q44. Zip Code Areas

West County	29%
Mid County	29%
East County	42%

This table aggregates the incorporated and unincorporated respondents for each area. West county is the area west of Beaverton, mid-county is Beaverton and its surrounding unincorporated area in the 97005-7 zip codes and east county includes the area to the east and south of Beaverton.

Q26. Age

35 and Under	23%
36-55	43%
Over 55	34%

Q27. Homeowner/Renter

Homeowner	86%
Renter	14%

Q28. Annual Household Income

\$35,000 & Under	42%
\$35,001-\$50,000	31%
Over \$50,000	27%

Q29. Gender

Male	47%
Female	53%

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SURVEY OVERVIEW

O1. Length of residence in Washington County

Under 2 years	3%
2-5 years	14%
6-10 years	13%
Over 10 years	70%

QUALITY OF LIFE ISSUES

O2. Quality of Life

People who have lived in the County for more than five years were asked if the quality of life in Washington County had improved, stayed about the same, or gotten worse over that time. Over half, (56%), indicate that it has either stayed the same or improved, while 41% believe it has gotten worse.

Improved	22%
Stayed the same	34%
Gotten worse	41%
Don't know	2%

Longer term residents and those from the mid-county area around Beaverton are more inclined to believe the quality of life has *gotten worse*. People from west county cities and younger people are more likely to say their quality of life has *improved*, while residents in the unincorporated area, particularly in east county, and those people earning higher incomes, (over \$50,000), believe things have stayed pretty much *the same*.

O3. Rating the overall quality of life in Washington County

Overall, the County is regarded as a good place to live. Asked to rate the overall quality of life in the county on a 10 point scale, where 1 is poor and 10 is excellent, almost 70% rated it as a 7 or higher, the median response being 7.1.

(In its 1985 survey, almost 80% had rated it as a 7 or higher, for a median response to a similar question of 7.9. This would appear to suggest that county residents feel some deterioration in their overall quality of life during the five year period. Not that this is surprising. When asked, in the 1985 survey, to indicate what would likely happen to their quality of life by 1990, 38% felt that it would indeed be lower).

	<u>1990</u>	<u>1985</u>
1	1%	1%
3	3%	0%
4	2%	3%
5	13%	7%
6	13%	9%
7	32%	20%
8	26%	35%
9	6%	15%
10	5%	8%

The shorter the period of residence in Washington County, the higher a person is likely to rate the overall quality of life in the county. The further east one goes in the county, the more likely people are to give higher ratings. Older people are more inclined than younger people to rate quality of life higher, as are people on higher incomes.

GROWTH ISSUES

Q4. Growth rates in the County

Asked if they believe the Washington County area is growing too slow, about right or too fast, three-quarters of the respondents said the county is growing "too fast", while only 24% believe it to be about right or too slow.

(In 1985, 58% of those surveyed had agreed with the statement that "Washington County was growing too fast" while 40% disagreed with the statement. 70% of the respondents to the 1985 survey agreed with the statement that "Washington County officials should adopt special land use policies to encourage economic growth". In fact, economic growth was identified as the most important issue to address in Washington County at that time).

Now, five years later, resolving the impacts of that economic growth has emerged as the top issue for the County to deal with in 1991.

Too slow	2%
About right	22%
Too fast	75%
Don't know	1%

Recent arrivals, (under five years), are more inclined to say that growth in the county is *about right*. However, those who have been here between 6-10 years are the group most likely to say the area is growing *too fast*.

Among those who have been here over ten years and who describe the overall quality of life in the area as improving, there is a much larger percentage, (38%), who feel that the rate of growth is *about right*. Among those who said the area has *gotten worse*, there is also a correspondingly higher percentage, (86%), who say that the area is growing *too fast*.

Residents in west county are more likely to believe growth in the county is *about right*, (30%), while those in the mid-county area are most strident in their view that growth is occurring at *too fast* a rate, (83%).

Younger people, (under 35), are more inclined to see the rate of growth as *about right* (27%), while those in the 36-55 age group are more likely to see it as *too fast*, (81%). By a 77% to 72% margin, women are more likely than men to view the rate of growth in the county as *too fast*.

Q5. Growth rates in local neighborhoods

Respondents were asked to indicate if the rate of growth in their local neighborhoods was too slow, about right or too fast. A majority, 56%, indicated that it was about right.

Too slow	3%
About right	56%
Too fast	39%
Don't know	3%

People who have been here the shortest amount of time, are more apt to say that their neighborhoods are growing *too fast*.

Among those who believe the quality of life has improved, or stayed about the same, there is a much greater sense that their neighborhoods are growing *about right*. However, those who believe quality of life has gotten worse are more inclined to view neighborhood growth as happening *too fast*, (49%).

West county residents are more apt to view neighborhood growth as *about right*, (70%), while those in mid-county are much more likely to believe neighborhood growth is happening *too fast*, (55%).

Older people i.e. those over 55, are more inclined to believe neighborhood growth rates are *about right*, (65%), while those in the 36-55 age group are more likely to view such growth as *too fast*, (45%).

Q6. Growth management in the County

In response to the question "Is growth in Washington County being managed in a very satisfactory, satisfactory or not very satisfactory way", 53% gave the answer "not very satisfactory", while 45% are satisfied with the way in which growth issues are being addressed.

Very satisfactory	3%
Satisfactory	42%
Not very satisfactory	53%
Don't know	2%

Relative newcomers are more likely to believe growth is being managed in a *satisfactory* manner, (49%), as do those who believe the quality of life in the county has improved over the past five years, (55%). However, for those who see the quality of life deteriorating, a high 70% believe growth is being managed in an *unsatisfactory* manner.

Residents of cities in west and east county are more likely to be *satisfied* with growth management efforts, (47% and 51%). On the other hand, Beaverton residents are more inclined to be skeptical about growth management, 68% registering a *not very satisfactory* response.

People over 55 years of age and those with incomes under \$35,000 are more inclined to view growth management efforts as *satisfactory*, while the 36-55 age group and those with higher levels of income are more likely to regard efforts as *not very satisfactory*.

Q7. Growth management in neighborhoods

Two-thirds of the respondents are satisfied with the way growth is being managed in the neighborhood where they live.

Very satisfactory	5%
Satisfactory	61%
Not very satisfactory	30%
Don't know	4%

Groups *most satisfied* with growth management efforts at their neighborhood level are those who have been here between 6-10 years (70%), those who believe the quality of life has improved (70%), or stayed the same (66%), over the past five years, people who live in west county (76%), those who are over 55 (68%), and people on lower incomes (69%).

Those more likely to regard efforts as *not very satisfactory* include people who think the quality of life is deteriorating (40%), those who live in mid-county (49%), and those in the 36-55 age group (39%).

Q8. How are people most affected by growth

Almost two-thirds of the respondents cite roads and traffic related impacts as the way they are personally most affected by the growth that is occurring in the county.

Roads & traffic	63%
Schools	14%
Taxes	5%
Decrease in Q.O.L.	5%
Other	13%

Roads and traffic are an even bigger issue for those who believe quality of life has remained about the same (67%), for residents of east county cities (79%) and for those over 55 (71%). Males, more than females, express concern about roads and traffic (66% to 61%)

Concern about *schools* is more evident among those who have been in the county less than 10 years (25% among those between 6-10 years), among those who believe that the quality of life has improved (20%) and among those under 55 (19%). Here, more females than males express concern (18% to 10%).

Q9. Perception of Commission's position on growth

A majority of respondents, 58%, believe the elected officials on the Washington County Board of Commissioners are generally pro-growth.

(Based on the desires expressed in the 1985 survey, this perception is positive, indicating that the Commissioners have responded well to their constituent's wishes. While that response was the appropriate one for the mid-1980's, the challenge now is to make the correct assessment about constituent values today and implement policy adjustments as necessary).

Pro-growth	56%
Neutral on growth	13%
Anti-growth	3%
Don't know	26%

Commissioners are perceived as *pro-growth* by 65% of those who believe the quality of life is deteriorating, 71% of those from mid-county and 64% of those with incomes over \$50,000.

ANNEXATION ISSUES

Q10. County Policy on growth outside cities

Respondents were asked the following question. "Growth in areas of the county outside the boundaries of existing cities increases the demand for services like public safety and road maintenance. The County's current policy is that these areas should become part of a city or special service district if they want higher levels of service. Do you agree or disagree with this policy?" In response, almost two-thirds, 65%, say they agree with this policy.

Agree	65%
Disagree	19%
Don't know	16%

6-10 year residents (75%), residents of Beaverton (75%) and mid-county (70%), those under 35 (71%) and those with incomes between \$35-50,000 (73%) are even more inclined to *agree* with this approach.

West county residents (31%) and unincorporated area residents (25%) are more likely to *disagree* with the county's current policy.

Q11. Servicing growth in unincorporated areas

Respondents were then asked "If residents in these growth areas want additional services do you have a preference for whether they should annex to an existing city, form a special service district, form a new city or contract for additional services with the county. 27% expressed a preference for contracting with the county, while 25% had no preference.

(In 1985, respondents were asked a similar question - "As more development occurs in the unincorporated parts of the county, who should provide the services the county is currently providing: the county, residents of the developing area, existing cities by annexation, or newly formed cities". 32% felt the county should continue providing services; 25% thought the residents of the area should do it; 16% favored annexation to existing cities; 13% supported new cities and 14% were undecided).

Annex to existing city	10%
Form special district	15%
Form new city	2%
Contract with county	27%
No preference	25%
Don't know	21%

Annexation drew greater support among those who see the quality of life improving (20%), among west county city residents (13%), and among the 36-55 age group.

Special district formation is more acceptable to west county residents (24%), and those over 55 (20%).

Contracting with the county is more appealing to 6-10 year residents (32%), and those from west county (37%). People who believe quality of life is deteriorating are also more inclined to favor contracting with the county (31%).

East county residents are more likely not to have a preference (32%), and to have a higher percentage of don't know respondents (27%).

Among residents of the unincorporated areas, 26% have no preference, 25% don't know and 20% would prefer to contract with the county.

Q12. Place of residence

Respondents were drawn from throughout the county. The following table lists respondents from the cities identified and aggregates those from non-city areas. Cities in the south-east sector of the county may be under-represented in this sample, while that section of the City of Portland, within Washington County, may be over-represented.

Forest Grove, Gaston, Barris	6%
Hillsboro, Cornelius, North Plains	16%
Beaverton	20%
Tigard, King City	11%
Portland	8%
Other cities	3%
Unincorporated area residents	37%

Not surprisingly, the *Beaverton* area has a larger representation of people who have been here less than 10 years (28% of those under 6 years and 30% of those between 6-10 years). *Tigard/King City* also has a higher percentage of those under 6 years (18%). The *unincorporated area* accounts for a higher than average percentage of over 10 year residents (42%).

Forest Grove/Gaston/Banks has more (13%) of those who say the quality of life has improved, while *unincorporated area* residents are more likely to view conditions as staying the same (46%).

Beaverton respondents are more likely to be younger (27% under 35) and more male responses are recorded in *Beaverton* (25%). *Hillsboro/Cornelius/North Plains* respondents are more likely to be older (21% of those over 65 came from there) and to have lower incomes (21% also). The *unincorporated areas* account for 43% of those in the 36-55 age group and 53% of those with incomes over \$50,000.

Q13. Unincorporated area residents views on annexation

Unincorporated area residents were asked to indicate their level of interest in future annexation to a city. 71% say they have no interest in annexing to any city.

Currently interested	10%
Might be in future	19%
No interest at all	71%

Current interest is more apparent among those who have been here less than 10 years (15%), those from around the *Beaverton* area (15%) and among those with incomes over \$50,000 (15%). Almost all of the respondents who are currently interested see *Beaverton* as the city they are most likely to annex to.

Future interest is more common among those who have been here 6-10 years (46%), those around the *Beaverton* area (32%), those under 35 (26%) and those in the \$35-50,000 income bracket (34%). The major interest in annexing is to acquire city services and, for most of these people, *Beaverton* is the city of choice.

Most resistant to the idea of annexing are west county residents (87%), people over 55 (76%), and those on lower incomes (79%).

ATTITUDES ABOUT GOVERNMENT SERVICES

Q14. Satisfaction levels for local government services

70% of the respondents indicate they are satisfied with the local government services they receive in their area.

	<u>1990</u>	<u>1985</u>
Very satisfied	16%	20%
Satisfied	70%	60%
Not very satisfied	12%	15%
Don't know	2%	5%

In comparison with the 1985 survey, more residents are generally satisfied today (86% - 16% very satisfied and 70% satisfied) than were five years ago (80%). Thus it would seem that service dissatisfaction is not at the root of any citizen unrest with government in Washington County.

Those more likely to be *very satisfied* with local government services are people who see their quality of life improving (28%), non-city residents (21%), and those with incomes over \$50,000 (26%).

Those more likely to give *satisfied* rankings include recent arrivals (75%), those who see quality of life remaining the same (79%) and Beaverton residents (84%).

When *very satisfied* and *satisfied* ratings are combined, the highest scores are provided by those who have been here less than 6 years (93%), those who believe the quality of life has stayed the same (94%), Beaverton and east county cities (92%) and those with incomes over \$50,000 (90%).

More likely to rate services as *not very satisfactory* are those who see the quality of life deteriorating (22%), west county residents (22%) and those in the mid-income bracket of \$36-50,000 (18%).

Q15. Local government services that rate highly

When asked to name one local government service they are particularly satisfied with, almost half of the respondents (48%) either failed or declined to answer the question. Among those who do identify a service, 59% named a public safety function, either police - about two-thirds - or fire services - one-third.

Public safety	59%
Water	6%
Libraries	5%
Parks	5%
Sewer	5%
Other	20%

(In 1985, similar rankings were recorded. Public safety - police, fire, sheriff and 911 topped the list, followed by Parks, Water & Sewer and Schools. Schools have dropped appreciably in ranking over the five year period).

Interestingly, among those more apt to cite satisfaction with *public safety* are people who believe the quality of life has gotten worse (64%). Others expressing satisfaction with public safety services are mid-county residents (73%), Beaverton residents (68%), unincorporated area residents (65%), those over 55 and those with incomes under \$35,000 (65% each) and females (64%).

Q16. Local government services that rate poorly

Here again, only 40% of the respondents answered this question, but a clear area of concern is the condition of roads and traffic in the county, mentioned by 44% of the respondents answering this question.

(In 1985, Roads/highways and police topped the list of services people were dissatisfied with, so the basic issues of concern remain focused in those two areas).

Roads	44%
Public safety	15%
Land Use Planning	9%
Schools	8%
Other	24%

Road conditions are more likely to be a concern for more recent arrivals (56%), Beaverton residents (55%), and residents of east county cities (59%) and those over 55 (53%).

Public safety is more of an issue with younger people (21% of those under 35) and those with lower incomes (20%).

Q17. Rating county services

Respondents were read a list of services provided by Washington County and asked to indicate if the county does a very satisfactory, satisfactory or not very satisfactory job of providing that service. Highest *satisfaction* ratings are given for sheriff's patrol (80%) and dog control (79%); highest *not very satisfactory* levels are recorded for county roads maintenance (57%) and county land use planning (50%). For a number of services there is a very high *don't know* count registered, indicating these services are provided for a specific population and don't necessarily directly impact the general population of the county e.g. mental health, public health, juvenile justice, aging services.

(Not all of these services were rated in the 1985 survey. For those that were, ratings have improved for Aging Services and Animal Control and gotten worse for Mental and Public Health services. Unfortunately, the data does not allow us to determine whether these ratings reflect concern about deterioration in services themselves or concern about cutbacks in what people perceive to be very necessary services).

BALLOT MEASURE 5 ADJUSTMENTS

Q18. Maintaining existing service levels

Asked to indicate how important it is to maintain existing service levels in three selected areas as the county adjusts its budget in response to Ballot Measure 5, respondents generally want service levels maintained, although some sense of priority emerges. 85% believe it is very important to maintain existing levels in *public safety and justice services*, 60% say its very important to maintain service levels in *health and human services*, while 50% say its very important to maintain *growth management efforts* at their current levels.

Q19. Support for fee increases on development to maintain existing growth management services

Almost three-quarters, (71%), of the respondents support increasing fees on development in order to maintain the existing level of growth management services offered by the county.

Support	71%
Oppose	18%
Don't know	11%

Support is stronger among those who have been here 6-10 years (80%), those who see the quality of life improving (79%), residents of Beaverton (78%) and the unincorporated areas (77%), those in the 36-55 age group (78%) and those with incomes over \$50,000 (82%).

Q20. Position on a replacement sales tax

Respondents are evenly split on the issue of a statewide sales tax to replace property tax revenues that schools and other local governments will lose because of Ballot Measure 5. Many people don't yet buy the horror stories that are supposed to accompany the passage of BM5; nor do they believe that local government has heard the message that supporters of BM5 sought to convey. The relatively small number of *don't know* voters on this question indicates that most people have positions fixed on the issue and that, in reality, not much has changed since the vote on Ballot Measure 5 in November, 1990.

Support	47%
Oppose	47%
Don't know	6%

Support is stronger among 6-10 year residents (54%), Beaverton residents (53%), and those with incomes over \$50,000 (56%). *Opposition* is more likely among those who think the quality of life has gotten worse (54%), west county residents (52%) and those on lower incomes (52%).

REGIONAL ISSUES

Q21. Provision of area wide services

Respondents were asked if they had a preference for the type of government that should provide area wide services such as water, sewer and parks. They were told that services could be provided by cities, the county, Metro or special service districts. 33% indicated that they have no preference for who delivers services, while 28% don't have an opinion on who should provide these services.

Cities	13%
County	9%
Metro	6%
Special districts	11%
No preference	33%
Don't know	28%

Those who are more likely *not to have a preference* for the form of government that provides area wide services include unincorporated area residents (40%), east county residents (38%), those under 35 (39%), those with incomes over \$50,000 (41%) and females (38%).

Those more likely *not to have an opinion* are short term residents (35% of those under 6 years), those who believe the quality of life has stayed the same (34%), east county city residents (35%) and those on lower incomes (33%).

Support is higher among west county cities for either *cities* (25%), or the *county* (17%), to provide these services.

Q22. Willamette County

Respondents were asked the question "It has been suggested that Washington County should be combined with Multnomah and Clackamas Counties to create one large urban county. Based on what you know today, do you support or oppose this idea?". By a very large majority, (82% in opposition), Washington County residents reject this notion.

Support	12%
Oppose	82%
Don't know	6%

Opposition is even higher in west county (91%).

Q23. Arguments against and for one large urban county

Asked to indicate why they responded as they did to the previous question, the primary concern of respondents opposing the idea is that the surviving urban county would be too large and that it would impose additional costs on Washington County residents. The primary argument in favor is the opportunity to streamline government by avoiding duplication and thereby cutting costs.

Too large	46%
Cut duplicate costs	9%
Local control lost	6%
Don't want other costs	12%
Cost transfers	3%
Other	23%

COUNTY GOVERNMENT

Q24. The most important priority for County government

Respondents were asked to name the one most important issue the Washington County Board of Commissioners should be working on in the next twelve months. 15% failed to answer the question and, of those who did, resolving roads and traffic issues (20%), assisting resolution of school issues (20%) and dealing with growth related impacts (17%) were identified as the major challenges facing the Commission.

(In 1985, the three most important issues in Washington County at that time were considered to be Economic Growth - making sure it happened (20%), Tax Reform in General - people wanting their property taxes cut (18%) and Crime and Vandalism - stiffer penalties and better protection (15%).

Traffic/roads	20%
Land use planning	9%
Growth	17%
Crime/drugs	11%
Measure 5/budgeting	11%
Quality of life issues	5%
Schools	20%
Light rail	3%
Other	5%

In one way or another, the three major issues in 1991 can be directly related to the successful accomplishment of 1985's top priority i.e. the impacts of sustained economic growth in Washington County.

For those who have been here less than 6 years, dealing with growth (23%) and schools (28%), are important priorities. For 6-10 year residents, its traffic (26%), growth (23%) and schools (34%). Long term residents are more concerned about traffic, budgets and land use planning issues.

Residents of west county cities are more inclined to place emphasis on schools (25%) land use planning (15%) and other issues. Beaverton residents express more concern about roads/traffic (23%) and growth (23%), while unincorporated area residents focus more attention on Measure 5 adjustments (17%).

For those under 35, schools are more of an issue (26%); for those between 36-55, dealing with growth is more important (22%); for those over 55, its traffic/roads (26%), crime/drugs (16%) and dealing with Measure 5 and the budget (17%).

Q25. Information sources about the County

The Oregonian newspaper is clearly the dominant form of communication most people use to get information about the county. Cable television was mentioned specifically by less than 1% of the respondents, although it is likely that the rating for local television includes both cable transmission of county activities and events and local network news stories about the county. It should also be noted that many respondents receive information from more than one of these sources. For this survey, only the first response offered was recorded.

(In the 1985 survey, where respondents could identify more than one source, The Oregonian was also the primary source, mentioned by 64%, 23% mentioned the News-Times, 19% The Argus (local newspapers), 43% mentioned television, 12% said radio and a further 10% said word of mouth. Government publications were mentioned by 8%).

The Oregonian newspaper	53%
Local newspapers	21%
Radio	3%
Local television	13%
Other	10%

The Oregonian is mentioned more by people who have been here 6-10 years (62%), by east county residents (64%), by unincorporated area residents (61%) and by those under 35 (60%).

Local newspapers are likely to be more of an information source for those who see improvement in the quality of life (27%), west county residents (38%), and those in the 36-45 age group (26%).

DEMOGRAPHICS

Q26. Age of Respondents

The median average age of respondents is 46 years of age.

Under 25	6%
25-35	17%
36-55	43%
Over 55	34%

There were proportionately more newcomers in the 25-35 age group (28% under 6 years residence in the county), while those who have been here between 6-10 years are also more likely to be in the 25-35 age group (30%), or the 36-55 group (48%). More of the residents who have been here over 10 years are over 55 (42%).

Among those who believe the quality of life has improved, 23% are in the 26-35 age group, while 39% of those who say its gotten worse are over 55.

By area of residence there are proportionately more respondents who are under 25 from the Beaverton (12%) and East county cities (11%). There are proportionately more people in the 36-55 age group from Beaverton (49%), from the unincorporated areas (50%) and from the mid-county area (55%), while those over 55 have a greater representation among those from west county cities (39%) and the east county area (41%).

In the 36-55 age group there are more people with incomes between \$35-50,000 (51%) and over \$50,000 (58%). There are proportionately more people with incomes below \$35,000 among the over 55 age group (47%) and also more males (39%).

Q27. Home ownership

As expected, the great majority of respondents are homeowners.

Own	86%
Rent	14%

Homeowners are more likely to have even greater representation in the following groups - 10+ year residents, those who see quality of life as either staying the same or deteriorating, unincorporated area residents, those over 55 and those with higher levels of income.

Renters are more prevalent among newcomers, Beaverton residents, those under 35 and those with lower incomes.

Q28. Annual Household Income

The median household income for the scale used in this survey was \$39,200.

Under \$15,000	6%
\$15-35,000	36%
\$35-50,000	31%
\$50-75,000	20%
Over \$75,000	7%

The median ranged from \$34,600 in West county cities to \$44,500 for unincorporated area residents.

Q29. Gender

47% of the respondents were male, 53% female. There were proportionately more males among the 6-10 year group (54%), Beaverton residents (60%) and those over 55 (54%). Females made up a larger percentage of those who see the quality of life improving (58%), those from west county cities (59%) and those in 36-55 age group (58%).

Q30. Zip Code Address

Zip code addresses were included to provide a means for aggregating city and non-city residents into sections of the county.

West county zip codes	29%
Mid-county zip codes	29%
East county zip codes	42%

A SELECTION OF VERBATIM COMMENTS FROM RESPONDENTS

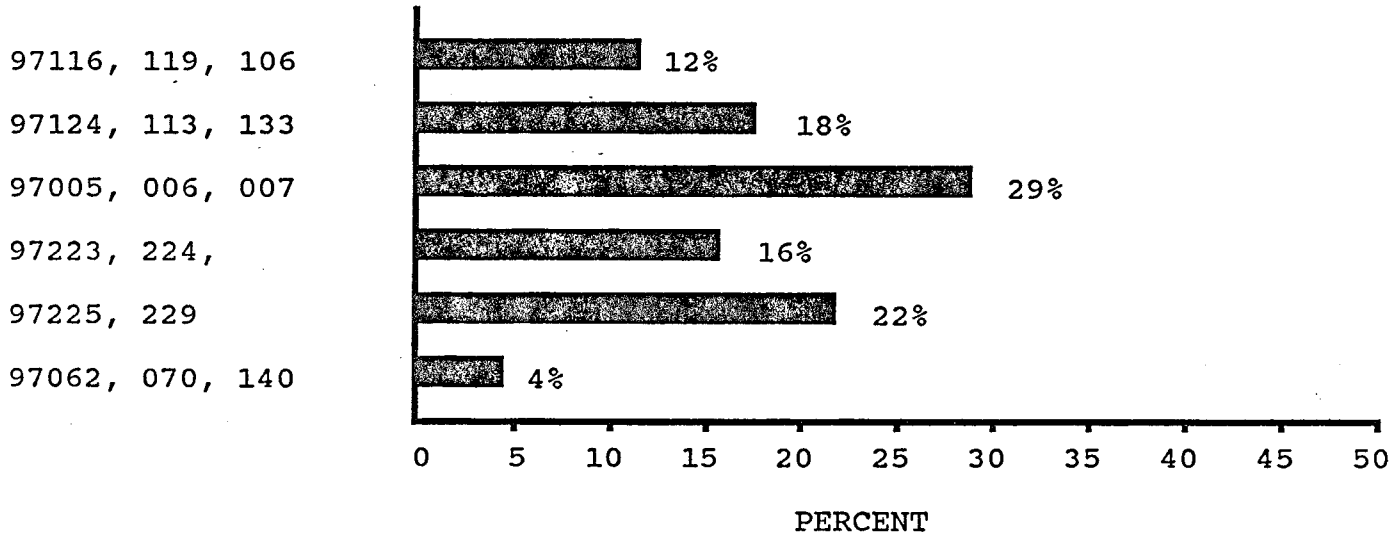
- * Year round schools to utilize buildings, education and teachers time.
- * Bottom line - mergers, consolidations and remove unions from government agencies
- * Concerned that government will now try and punish the taxpayers.
- * Let Aloha incorporate. Have builders pay for new infrastructure.
- * Have schools open year round.
- * Budget better within your limits.
- * County is doing a good job. Metro is a negative example of bigness.
- * The number of assistants on government staff should be cut. Call a moratorium on growth as San Diego has done.
- * County was very helpful in setting up a road barrier on my street.
- * Concerned about farmlands.
- * Apartments recently built in our neighborhood look like military barracks.
- * No parks and recreation areas in Tigard worth taking kids to.
- * Police don't respond and tell me to go to Tigard. Tigard sends me back to Washington County. My road is full of potholes.
- * Scholl's Ferry Road is really getting congested.
- * Stop the influx of people somewhat.
- * I want no part of Multnomah County
- * Must do something about roads. Too much waste in government. Stop crying over Measure 5.
- * Very concerned about preservation of natural resources, wetlands etc.
- * Need cat as well as dog control.
- * Public officials don't really want to admit what Measure 5 really wants - lower taxes. Too many people on payroll.
- * Don't want Multnomah County problems.
- * Apathy of government officials. They don't care to listen.
- * Needs to be better monitoring of school administrators.
- * There are diverse needs between rural and urban areas.
- * No way do I want Multnomah County
- * Immigrants seem to get more attention than permanent residents.
- * Our road is non-dedicated and county won't take care of it yet there are 25 homes on it. County doesn't care about outlying areas.
- * Large apartment complexes a problem
- * Can't get information from county government.
- * Schools are terribly overcrowded.
- * Recently moved from Phoenix and growth problems here are not as great as there.
- * No more catered school picnics please.
- * New people coming in are not paying their fair share of local taxes.
- * Moratorium on new building needed. No new taxes.
- * Do something about traffic.
- * Too many taxes, retired income does not go up. Dogs get left and they charge the people if they keep them.
- * Need mass transit.
- * Cluster plan - apartments in one area, private residences in another, commercial and industrial large and well-separated.
- * City Hall Tigard very good, responsive. Without notice, 440 apartments were put up half a block away.

- * Watch out for gangs.
- * Cut people not programs. Get back to basics.
- * Reduce program spending.
- * Cut people not services.
- * Zoning is inconsistent. No planning for traffic.
- * Better crime rate and tax base than other counties.
- * Too many apartment houses. Not enough roads.
- * Abide by Measure 5. Need to make some major overhauls in service areas but government is not listening.
- * Water report for home purchase was held up by County.
- * Too many apartment buildings in my neighborhood.
- * Want to see impact of Ballot Measure 5 before I vote (on sales tax). Police remain around station too much.
- * Too much emphasis on parks and recreation and not enough on roads.
- * Cut waste in government.
- * Don't believe you got the Measure 5 message yet.
- * Apartment buildings are lowering the value of our home.
- * Cut administration costs in government.
- * Police are stationary, not moving about, not very polite. Low rent apartments in up-scale neighborhood - they were misled.
- * Children are not receiving an adequate education.
- * My neighborhood is surrounded with new apartment construction.
- * Freeway system must be improved.
- * Too many apartments
- * Too many house rentals. Schools hurting.
- * Need a ring road around the county.
- * DEQ is not fair. One side of our street is in, the other out.
- * Police overlap. Three cops patrolling on 185th, sometimes four when the state comes in.
- * Never thought I'd consider a sales tax.
- * Tighten belts.
- * Fix old roads. Quit building roads that go nowhere.
- * Tighten belt.
- * Protect farmland.
- * Happy with 911 program. Need more juvenile programs.
- * I don't know and I don't care.
- * Very upset with family services organization.
- * Cut administration.

APPENDIX

WASHINGTON COUNTY COMMUNITY ATTITUDE SURVEY

CHART 30: WHAT IS THE POSTAL ZIP CODE NUMBER FOR RESPONDENT?



Compiled by Western Attitudes Inc., April 1991

WASHINGTON COUNTY SURVEY
2-22-91

"Hello, I'm _____ calling from Western Attitudes, an Oregon public opinion survey company. This is not a sales call. We'd like to get your ideas on some issues affecting the future of Washington County. Do you have about 10 minutes now to share your opinion with us? (If No) "Would you like me to call back later?" (If Yes, arrange time).

Qualifying Question

Are you over the age of eighteen and a resident of Washington County? (If yes, continue. If no, ask if there is someone in the household who is and if you can speak with that person.)

Q1 . How long have you lived in Washington County?

1. Less than 2 years (Skip to Q3)
2. 2 to 5 years (Skip to Q3)
3. 6 to 10 years
4. More than 10 years

Q2 . (If 3 or 4 in previous question) Do you feel the quality of life in Washington County has improved, stayed about the same or gotten worse over the past five years?

1. Improved
2. Stayed about the same
3. Gotten worse
4. Don't know

Q3 . On a scale of 1-10, where 1 is poor and 10 is excellent, how would you rate the overall quality of life in Washington County today?

1 2 3 4 5 6 7 8 9 10

Q4 . Do you believe the Washington County area is growing too slow, about right or too fast?

1. Too slow
2. About right
3. Too fast
4. Don't know

Q5 . What about the neighborhood where you live. Is it growing too slow, about right or too fast?

1. Too slow
2. About right
3. Too fast
4. Don't know

Q6 . Do you believe growth in Washington County is being managed in a very satisfactory, satisfactory, or not very satisfactory way?

1. Very satisfactory
2. Satisfactory
3. Not very satisfactory
4. Don't know

Q7. How satisfied are you with the way in which growth is being managed in the neighborhood where you live? READ 1-3.

1. Very satisfied
2. Satisfied
3. Not very satisfied
4. Don't know

Q8. How are you personally most affected by the growth that is occurring in the county? (Don't read)

1. Jobs
2. Roads and traffic
3. Schools
4. Business opportunities
5. Better shopping
6. Other _____

Q9. Do you believe the elected officials on the Washington County Board of Commissioners are generally pro-growth, neutral on growth or anti-growth?

1. Pro-growth
2. Neutral
3. Anti-growth
4. Don't know

Q10. Growth in areas of the county outside the boundaries of existing cities increases the demand for services like public safety and road maintenance. The County's current policy is that these areas should become part of a city or special service district if they want higher levels of service. Do you agree or disagree with this policy?

1. Agree
2. Disagree
3. Don't know

Q11. If residents in these growth areas want additional services do you have any preference for whether they should (READ 1-4) (Rotate)

1. Annex to an existing city
2. Form special service districts,
3. Form a new city, or
4. Contract with the county to receive more services
5. No preference
6. Don't know

Q12. Do you live inside the boundaries of a city? If Yes, identify which one (1-7) and go to Q14. If No, mark 8 and continue with next question.

1. Forest Grove/Gaston/Banks
2. Hillsboro/Cornelius/North Plains
3. Beaverton
4. Tigard/King City
5. Portland
6. Tualatin/Durham
7. Wilsonville/Sherwood
8. No.
9. Don't know

Q13. (If #8 in previous question) I'm going to read you three short statements. Please tell me which one best reflects your views about annexation. (READ) (Probe for additional information)

1. I am currently interested in annexing to a city
Which one? _____
2. I might be interested sometime in the future in annexing to a city
Why? _____
Which one? _____
3. I have no interest in annexing to any city.
Are there any circumstances under which you might be

interested? _____

Now, a few questions about government services.

Q14. On the whole, how satisfied are you with the local government services you receive in your area? READ 1-3

1. Very satisfied
2. Satisfied
3. Not very satisfied
4. Don't know

Q15. Can you name one local government service you are particularly satisfied with? (Enter first one mentioned)

Q16. Is there any one local government service you are particularly dissatisfied with? (Enter first one mentioned)

Q17. Now I'd like to focus on services provided by Washington County. Do you believe the County does a very satisfactory (= 1), satisfactory (= 2), or not very satisfactory job (= 3) of delivering the following services?. (Don't know = 4) (Rotate)

1. Sheriff's patrol
2. Criminal prosecution
3. Maintenance of county roads
4. Land use planning in non-city areas
5. Mental Health services
6. Public Health services
7. Juvenile justice
8. Aging services
9. Dog control

Q18. As the county adjusts its budget in response to Ballot Measure 5, how important is it to maintain existing service levels in? (READ 1-3) (1 = Very important, 2 = somewhat important, 3 = not very important)

1. Public Safety and Justice services
2. Health & Human services
3. Growth management services

Q19. Would you support or oppose increasing fees on development in order to maintain the existing level of growth management services offered by the county?

1. Yes
2. No
3. Don't know

Q20. If you were voting today, would you support or oppose a statewide sales tax to replace property tax revenues that schools and other local governments will lose because of Ballot Measure 5?

1. Yes
2. No
3. Don't know

Q21. Do you have a preference for the type of government that should provide area wide services such as water, sewer and parks. These services can be provided by cities, the county, Metro, or special service districts?

1. Cities
2. County
3. Metro
4. Special service districts
5. Don't know
6. No preference

Q22. It has been suggested that Washington County should be combined with Multnomah and Clackamas Counties to create one large urban county. Based on what you know today, do you support or oppose this idea?

1. Support
2. Oppose
3. Don't know

Q23. (If 1 or 2 in previous question) Why is that? _____

Q24. If you could name only one, what is the most important issue the Washington County Board of Commissioners should be working on in the next twelve months?

Q25. Where do you get most of your information about County government?

Don't read. (Note first one mentioned)

1. The Oregonian newspaper
2. A local newspaper (name) _____
3. Cable TV
4. Radio
5. Local television news
6. Citizen participation organizations
7. Other _____

Now, some final questions for demographic purposes only. The information you provide will be confidential and will not be identified with you in any way.

Q26. Is your age? READ

1. Under 25
2. 26 to 35
3. 36 to 55
4. Over 55

Q27. Do you own or rent your principal place of residence?

1. Own
2. Rent

Q28. What was your approximate total household income in 1990? READ

1. Under \$15,000
2. \$15 to 35,000
3. \$36 to 50,000
4. \$51 to 75,000
5. Over \$75,000

THANK YOU FOR SHARING YOUR OPINION WITH US.

Q29. Gender (Do not ask. Tell from voice)

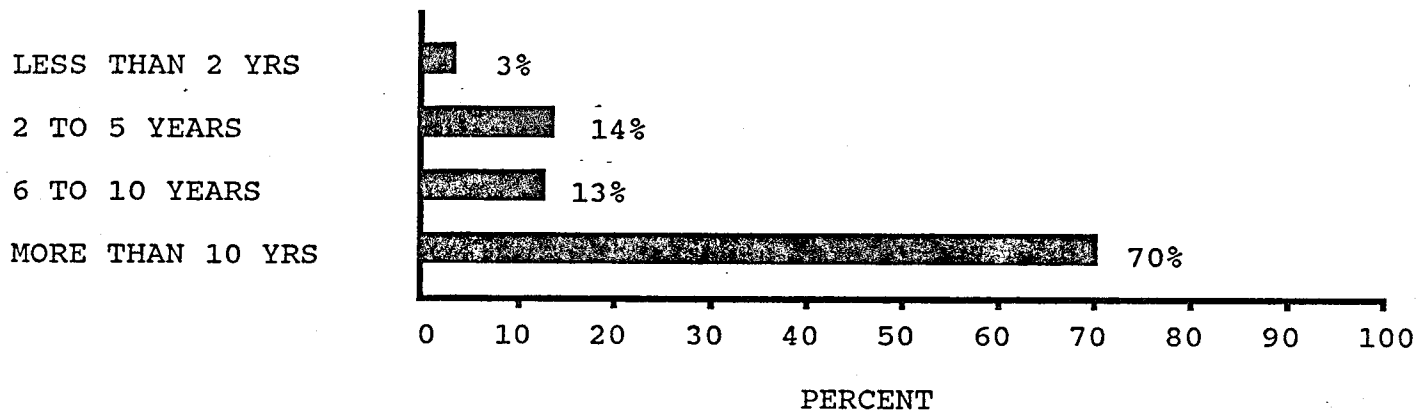
1. Male
2. Female

Q30. What is the postal zip code area number for where respondent lives? (Do not ask. Note from calling sheet)

97 _____

WASHINGTON COUNTY COMMUNITY ATTITUDE SURVEY

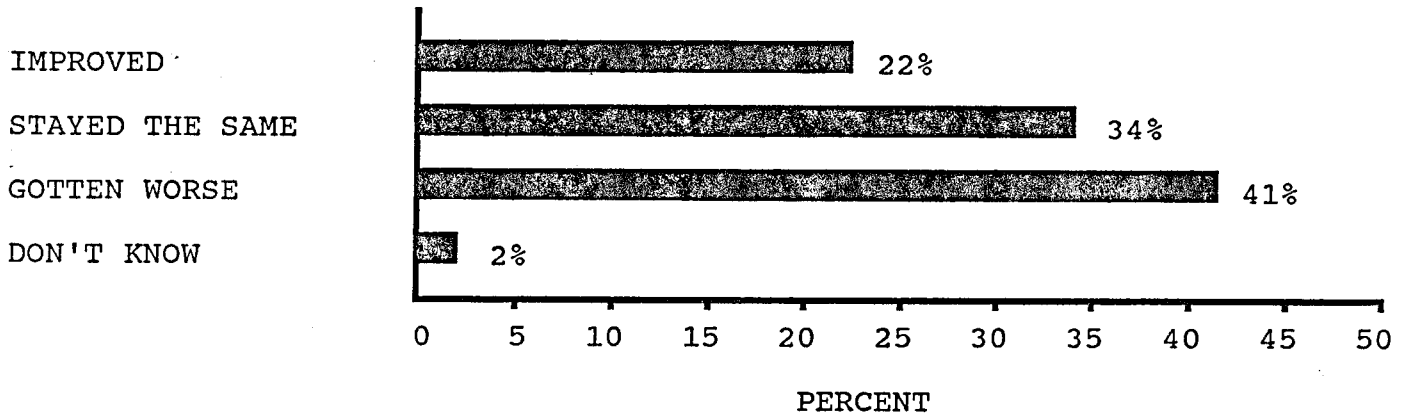
CHART 1: HOW LONG HAVE YOU LIVED IN WASHINGTON COUNTY?



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WASHINGTON COUNTY COMMUNITY ATTITUDE SURVEY

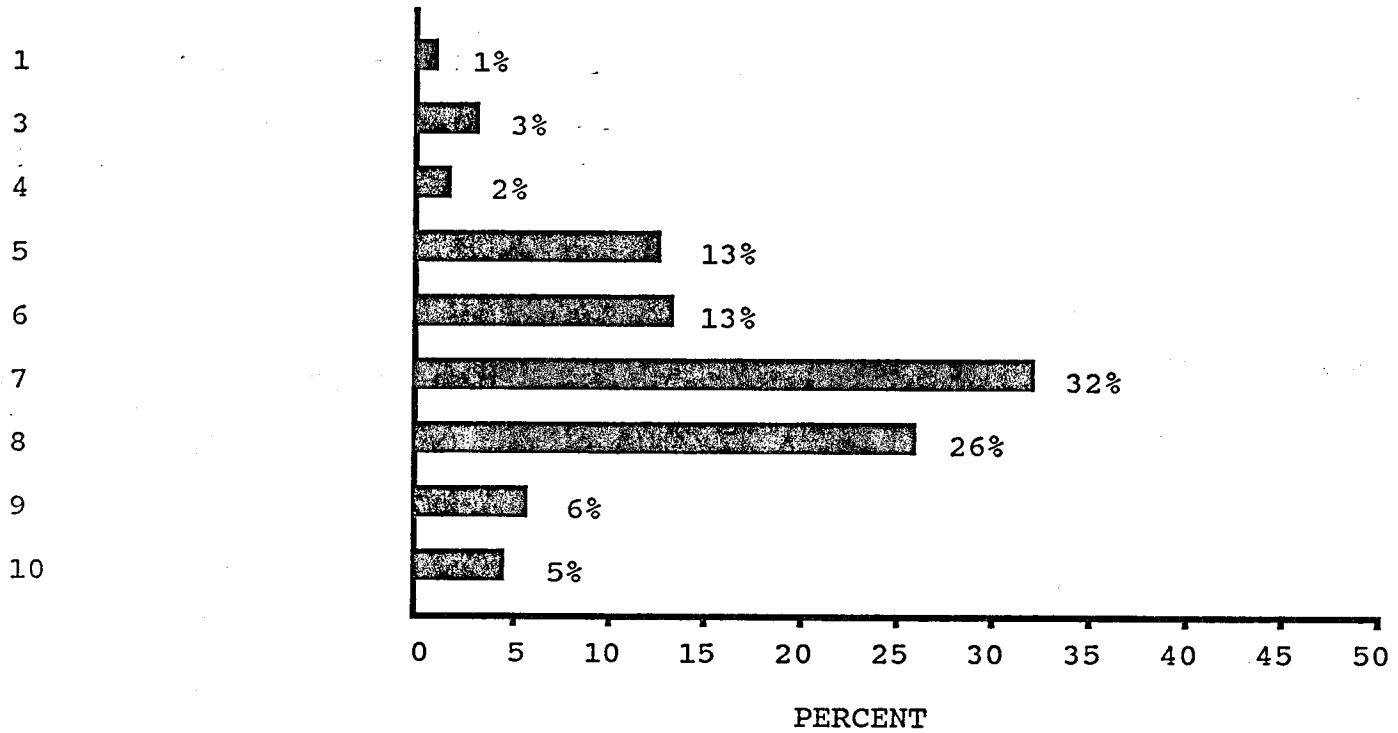
CHART 2: HAS THE QUALITY OF LIFE IN WASHINGTON COUNTY IMPROVED, STAYED ABOUT THE SAME OR GOTTEN WORSE OVER THE PAST FIVE YEARS?



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WASHINGTON COUNTY COMMUNITY ATTITUDE SURVEY

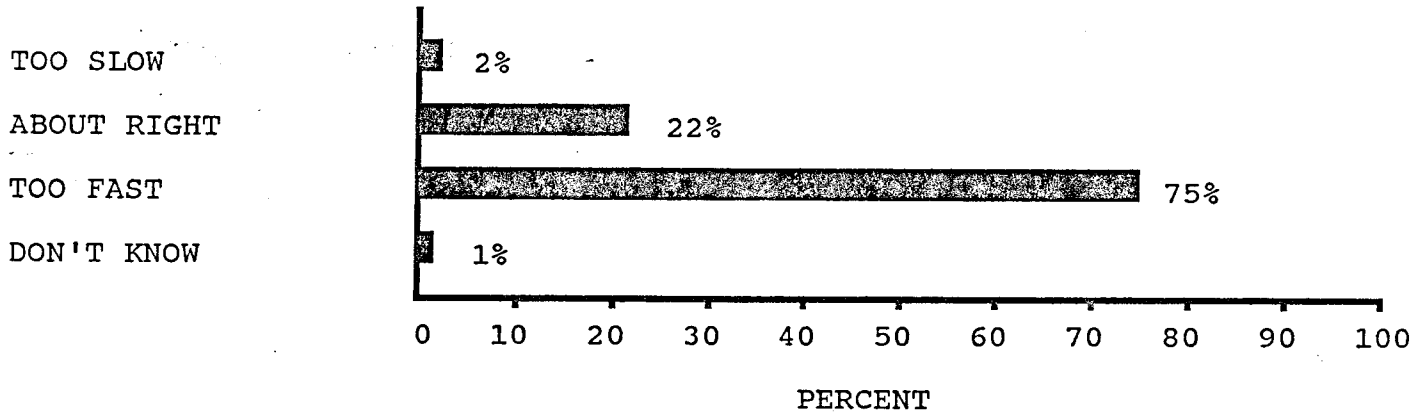
CHART 3: ON A SCALE OF 1-10, WHERE 1 IS POOR AND 10 IS EXCELLENT, HOW WOULD YOU RATE THE OVERALL QUALITY OF LIFE IN WASHINGTON COUNTY?



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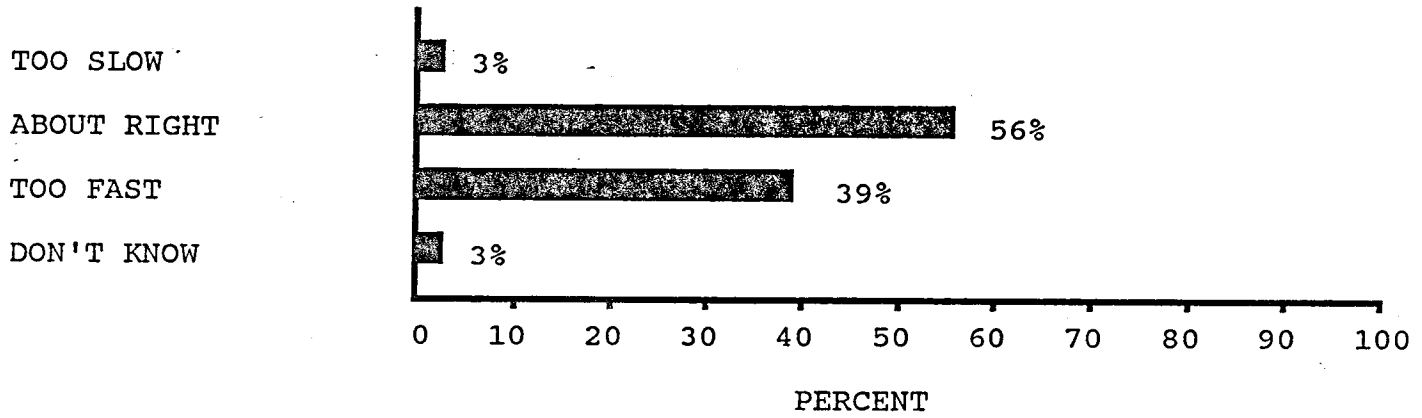
CHART 4: DO YOU BELIEVE THE WASHINGTON COUNTY AREA IS GROWING TOO SLOW, ABOUT RIGHT OR TOO FAST?



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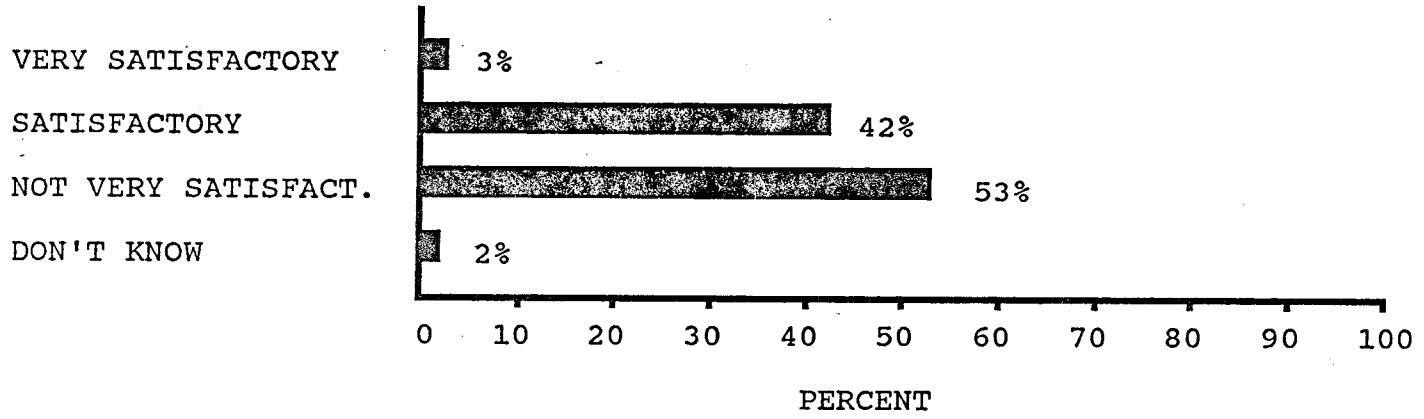
CHART 5: IS THE NEIGHBORHOOD AREA WHERE YOU LIVE GROWING TOO SLOW, ABOUT RIGHT OR TO FAST?



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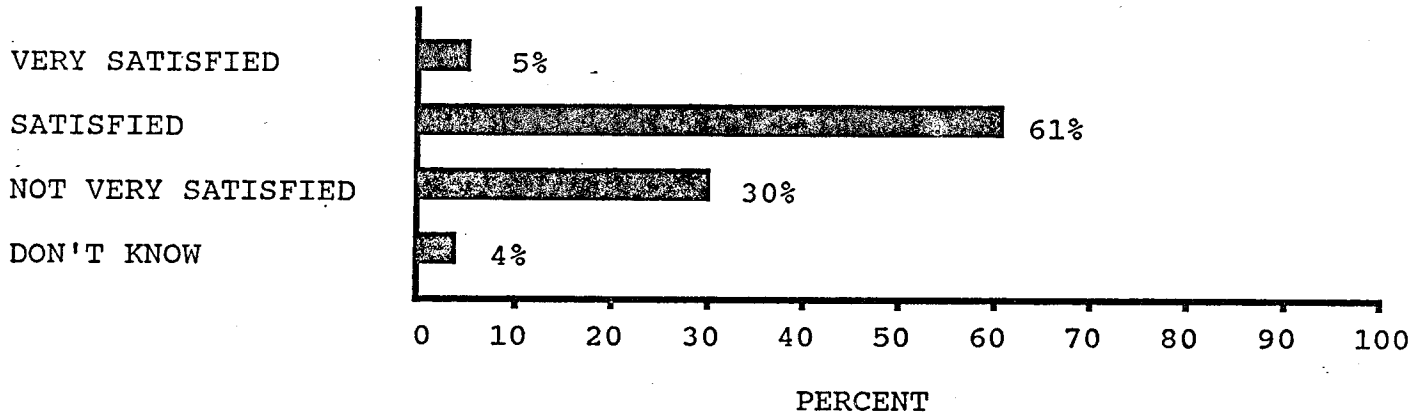
CHART 6: IS GROWTH IN WASHINGTON COUNTY BEING MANAGED IN A VERY SATISFACTORY, SATISFACTORY OR NOT VERY SATISFACTORY WAY?



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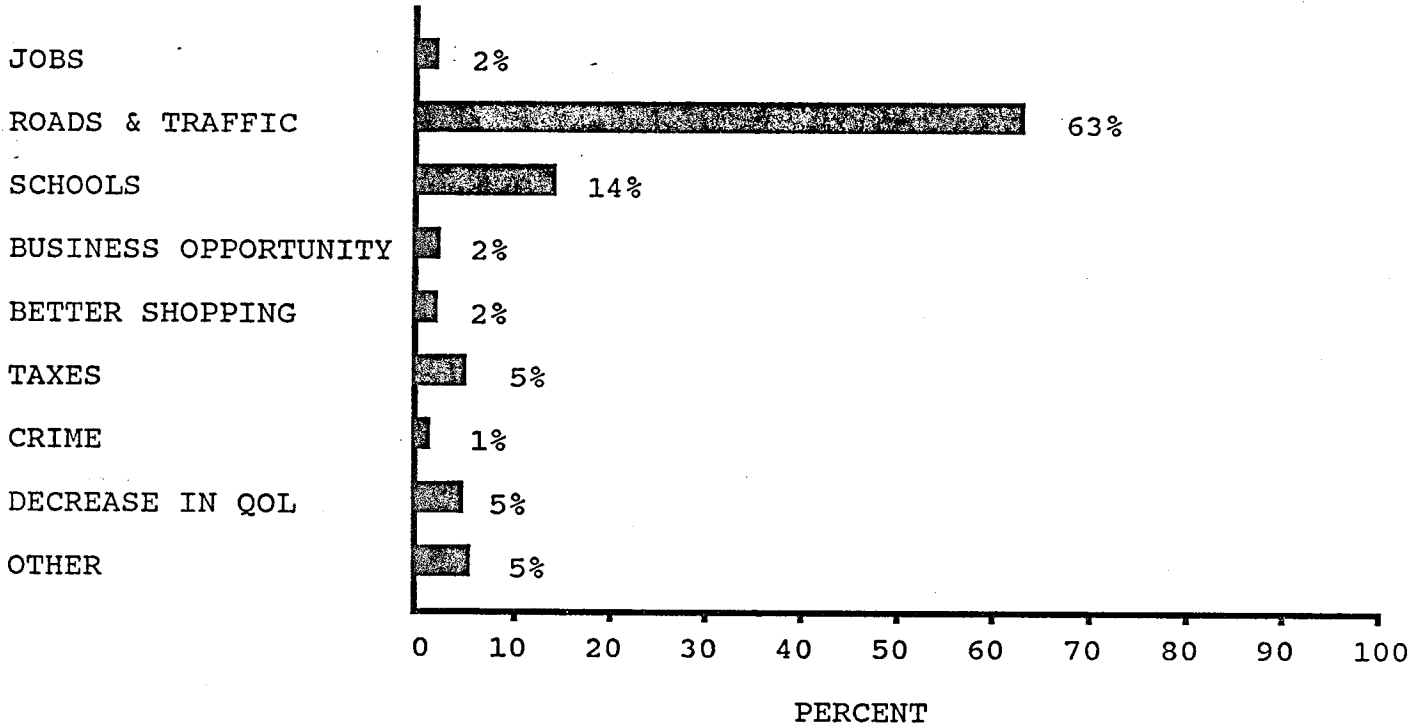
CHART 7: HOW SATISFIED ARE YOU WITH THE WAY IN WHICH GROWTH IS MANAGED IN THE NEIGHBORHOOD WHERE YOU LIVE?



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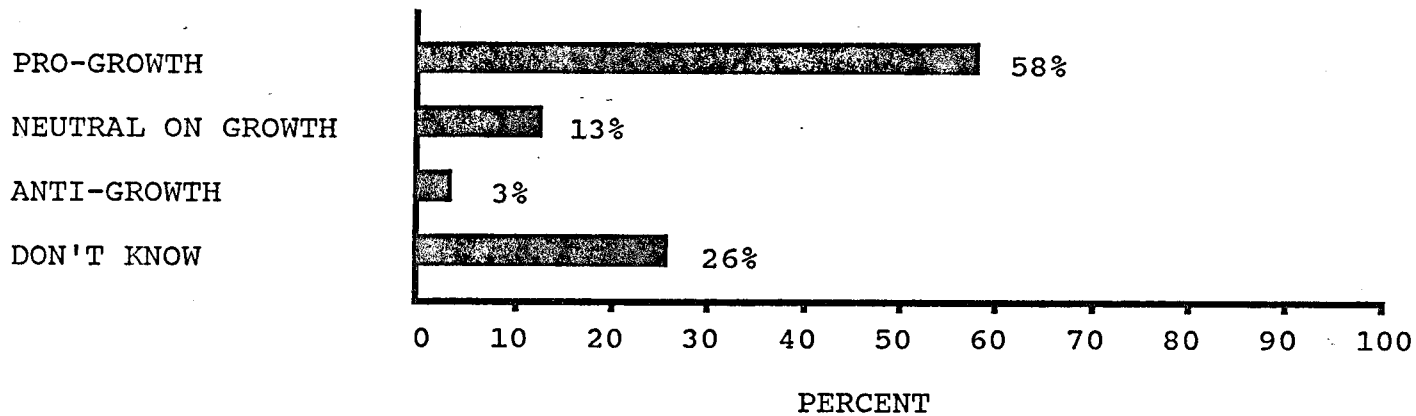
CHART 8: HOW ARE YOU PERSONALLY MOST AFFECTED BY THE GROWTH THAT IS OCCURING IN THE COUNTY?



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WASHINGTON COUNTY COMMUNITY ATTITUDE SURVEY

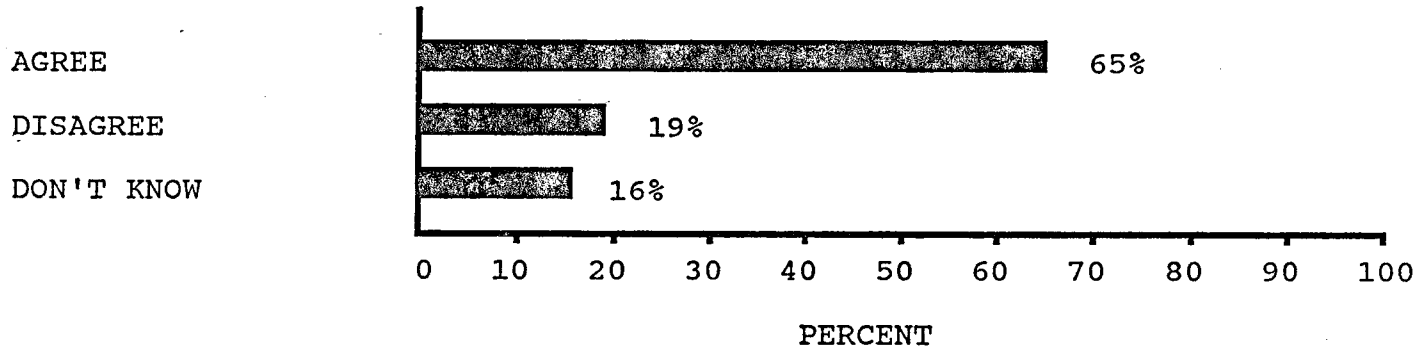
CHART 9: DO YOU BELIEVE THE ELECTED OFFICIALS ON THE WASHINGTON COUNTY BOARD OF COMMISSIONERS ARE GENERALLY PRO-GROWTH, NEUTRAL ON GROWTH OR ANTI-GROWTH?



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WASHINGTON COUNTY COMMUNITY ATTITUDE SURVEY

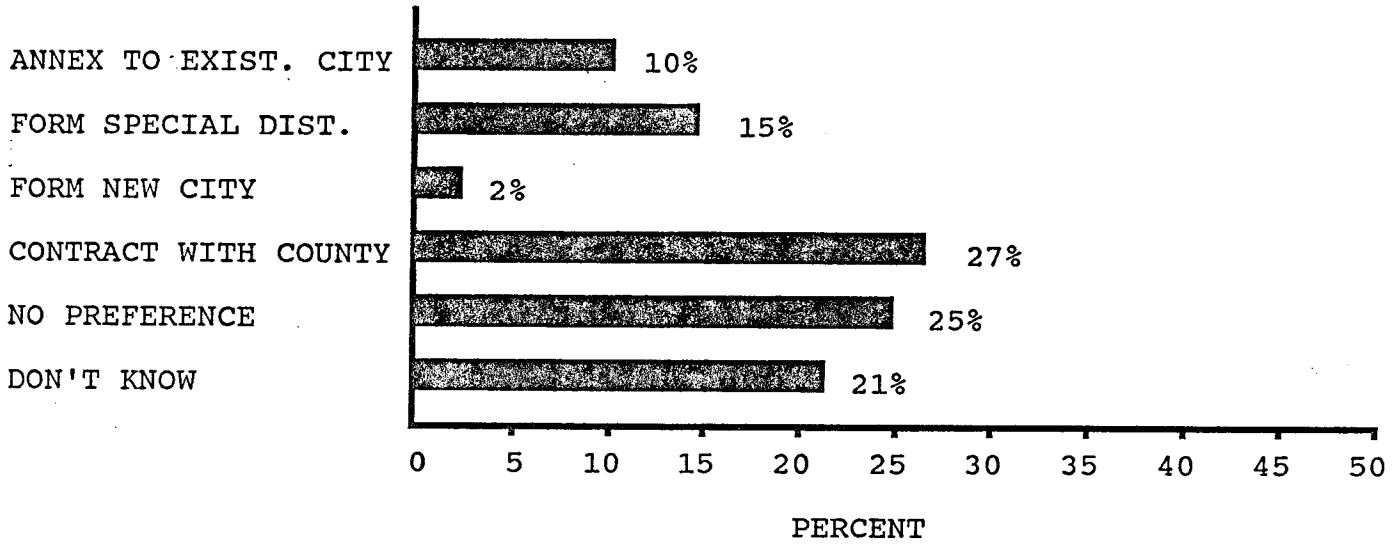
CHART 10: GROWTH OUTSIDE CITIES INCREASES THE DEMAND FOR SERVICES. COUNTY'S CURRENT POLICY IS THAT THESE AREAS SHOULD BECOME PART OF A CITY OR SPECIAL SERVICE DISTRICT TO GET THESE SERVICES. AGREE OR DISAGREE?



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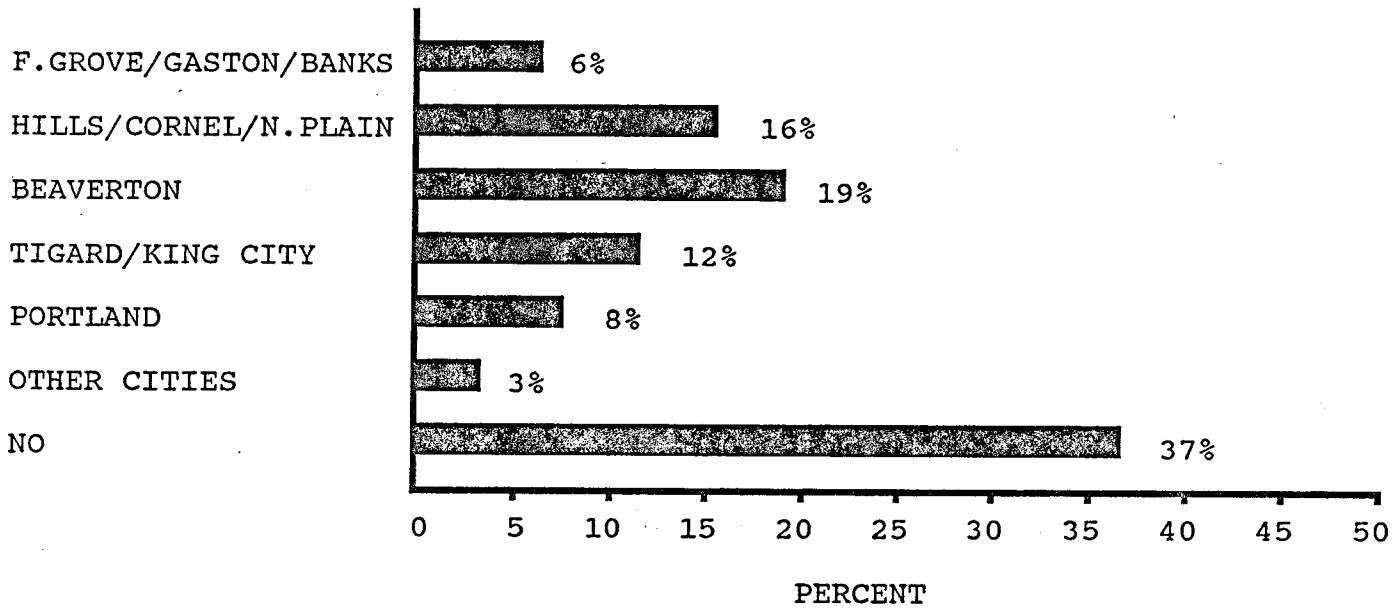
CHART 11: IF RESIDENTS IN THESE GROWTH AREAS WANT ADDITIONAL SERVICES, DO YOU HAVE ANY PREFERENCE FOR WHETHER THEY SHOULD.



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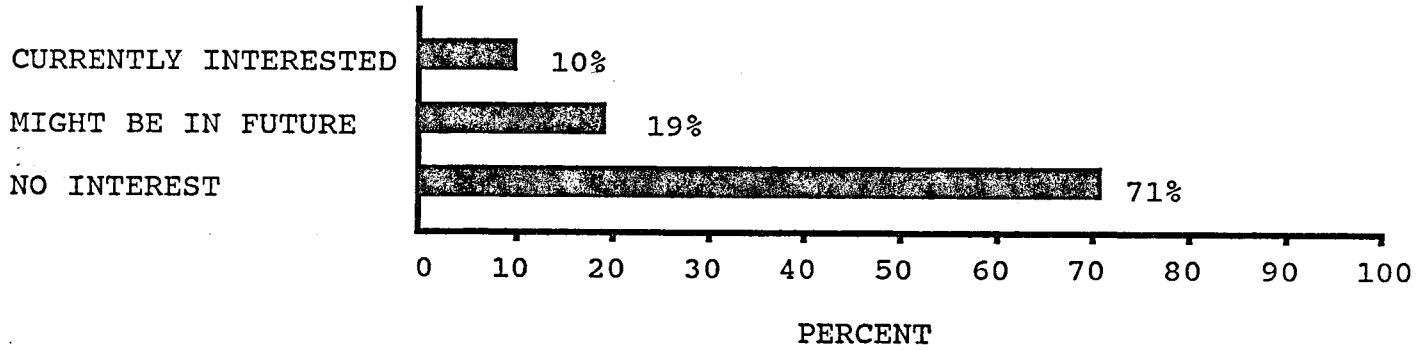
CHART 12: DO YOU LIVE INSIDE THE BOUNDARIES OF A CITY?



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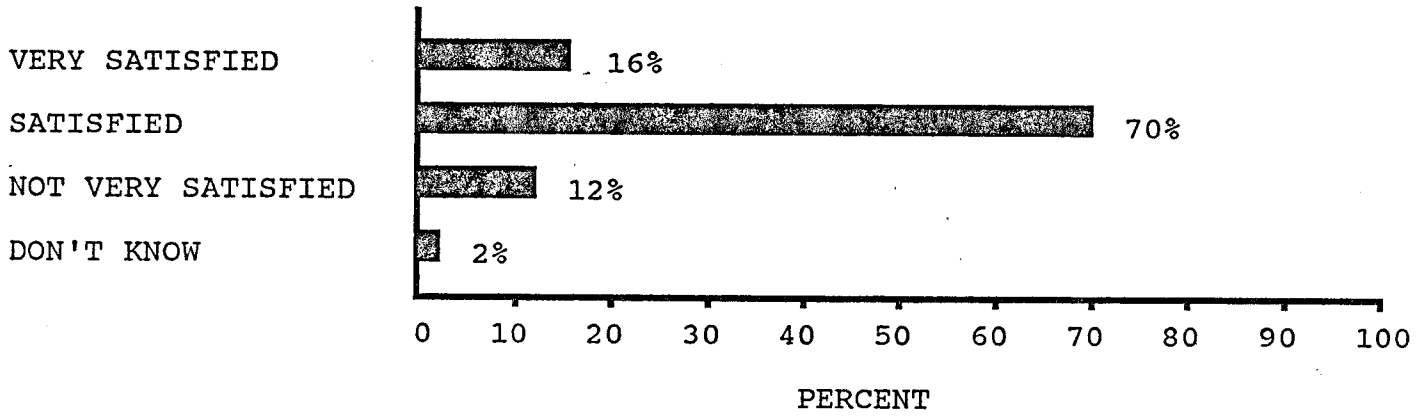
CHART 13: PLEASE TELL ME WHICH OF THE FOLLOWING THREE STATEMENTS BEST REFLECTS YOUR VIEWS ABOUT ANNEXATION?



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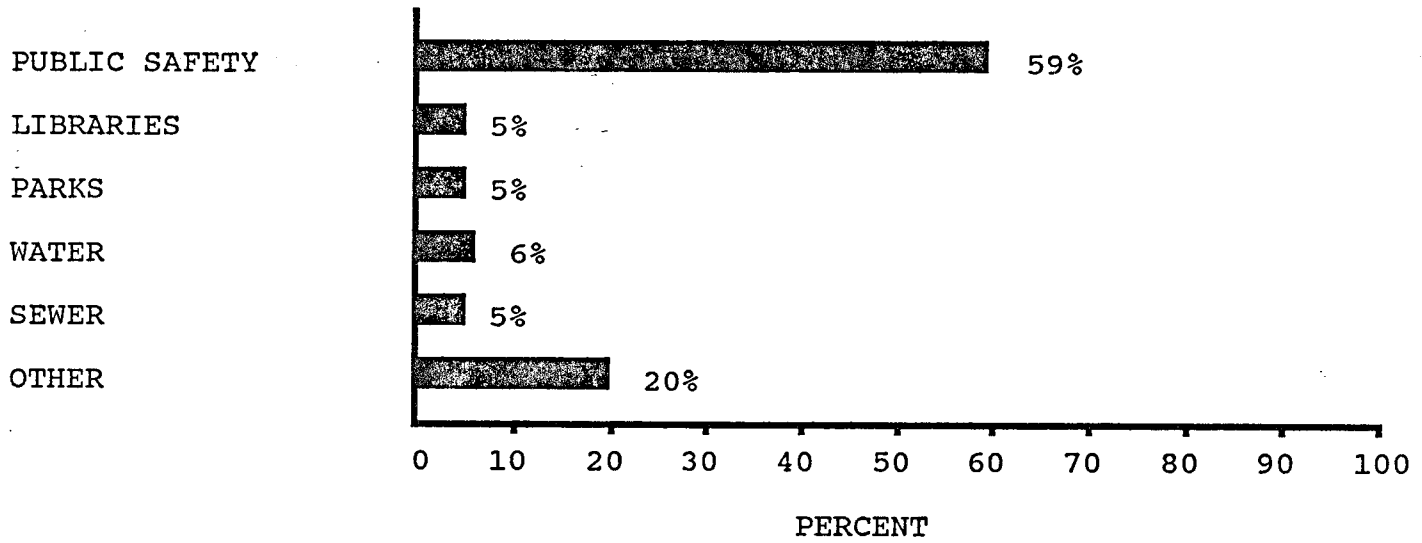
CHART 14: ON THE WHOLE, HOW SATISFIED ARE YOU WITH LOCAL GOVERNMENT SERVICES YOU RECIEVE IN YOUR AREA?



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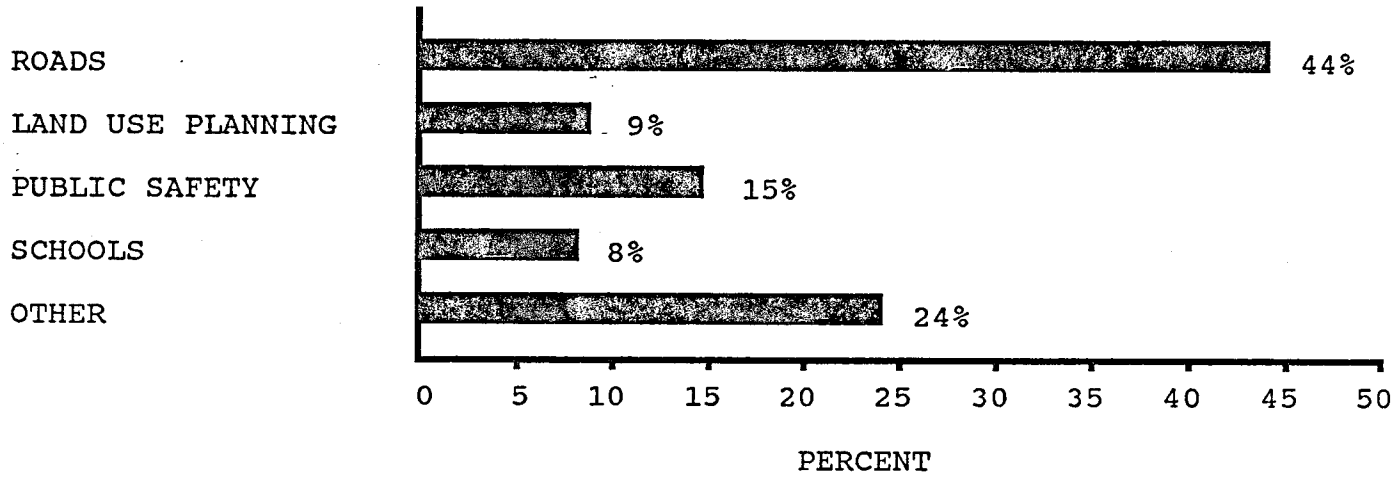
CHART 15: NAME ONE LOCAL GOVERNMENT SERVICE YOU ARE PARTICULARLY SATISFIED WITH?



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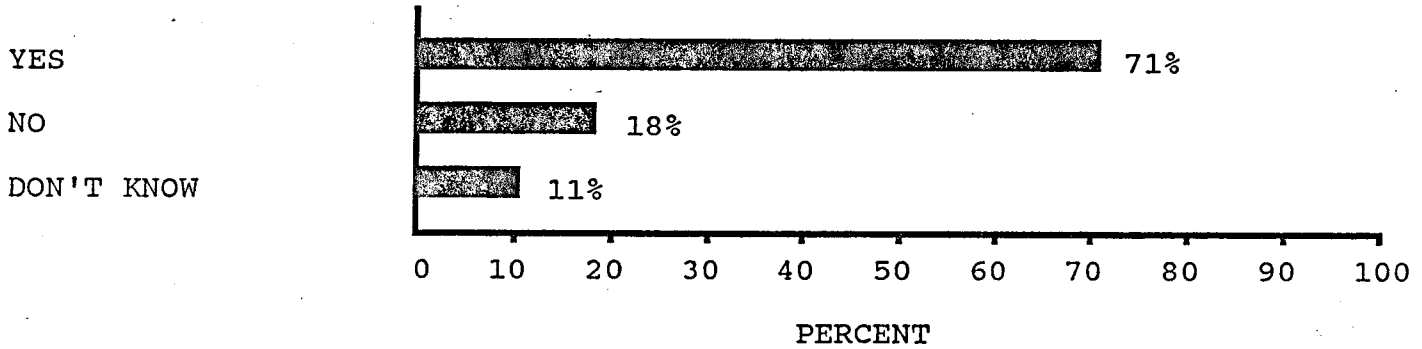
CHART 16: IS THERE ANY ONE LOCAL GOVERNMENT SERVICE YOU ARE PARTICULARLY DISSATISFIED WITH?



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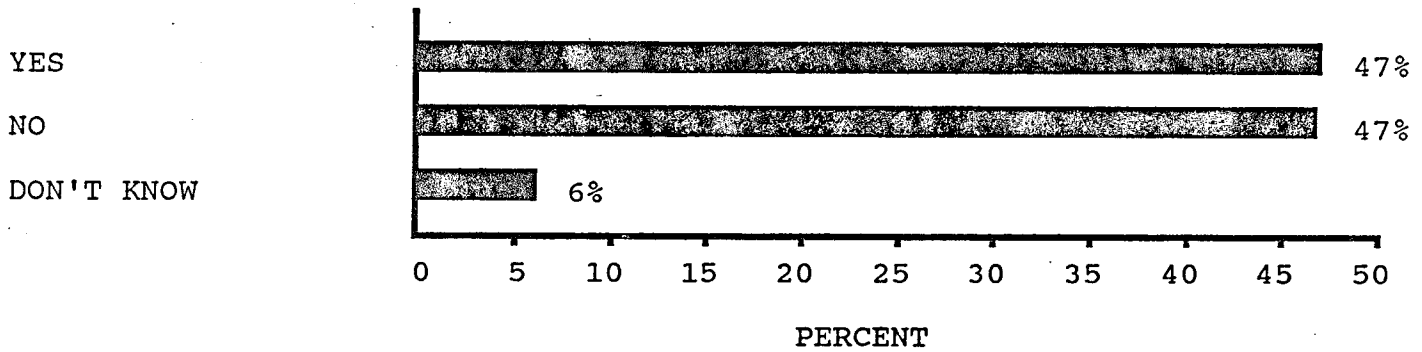
CHART 19: WOULD YOU SUPPORT OR OPPOSE INCREASING FEES ON DEVELOPMENT IN ORDER TO MAINTAIN THE EXISTING LEVEL OF GROWTH MANAGEMENT SERVICES OFFERED BY THE COUNTY?



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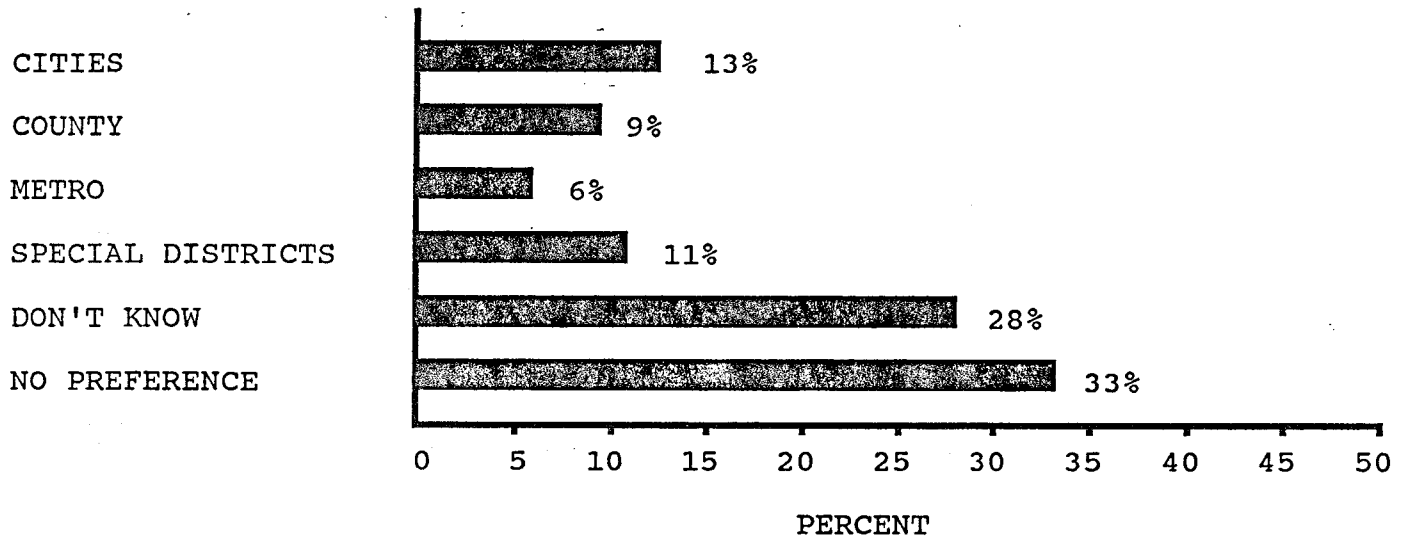
CHART 20: IF YOU WERE VOTING TODAY, WOULD YOU SUPPORT OR OPPOSE A STATEWIDE SALES TAX TO REPLACE PROPERTY TAX REVENUES THAT SCHOOLS AND OTHER LOCAL GOVERNMENTS WILL LOSE BECAUSE OF BALLOT MEASURE 5?



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WASHINGTON COUNTY COMMUNITY ATTITUDE SURVEY

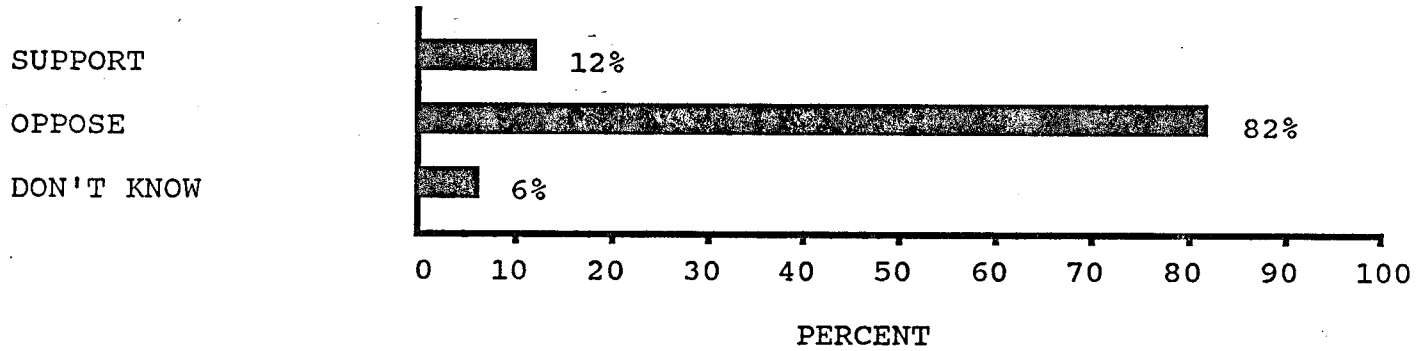
CHART 21: DO YOU HAVE A PREFERENCE FOR THE TYPE OF GOVERNMENT THAT SHOULD PROVIDE AREA WIDE SERVICES SUCH AS WATER, SEWER AND PARKS. SERVICES CAN BE PROVIDED BY CITIES, THE COUNTY, METRO OR SPECIAL DISTRICTS?



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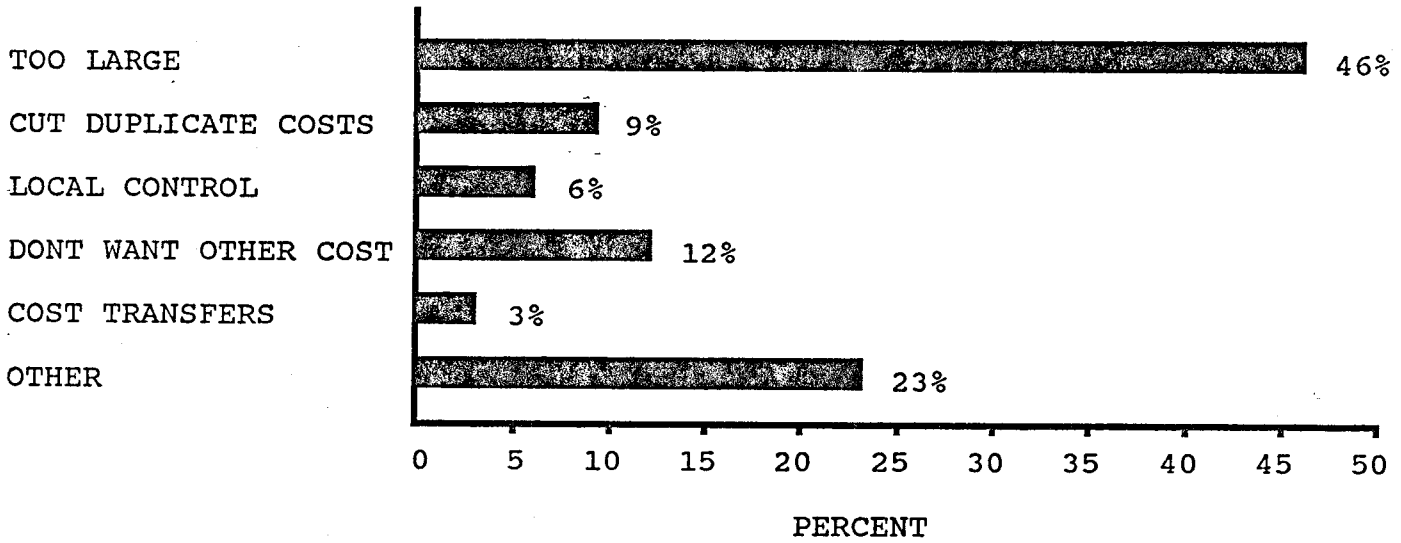
CHART 22: IT HAS BEEN SUGGESTED THAT WASHINGTON COUNTY SHOULD BE COMBINED WITH MULTNOMAH AND CLACKAMAS COUNTIES TO CREATE ONE LARGE URBAN COUNTY. BASED ON WHAT YOU KNOW TODAY, DO YOU SUPPORT OR OPPOSE THIS IDEA?



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WASHINGTON COUNTY COMMUNITY ATTITUDE SURVEY

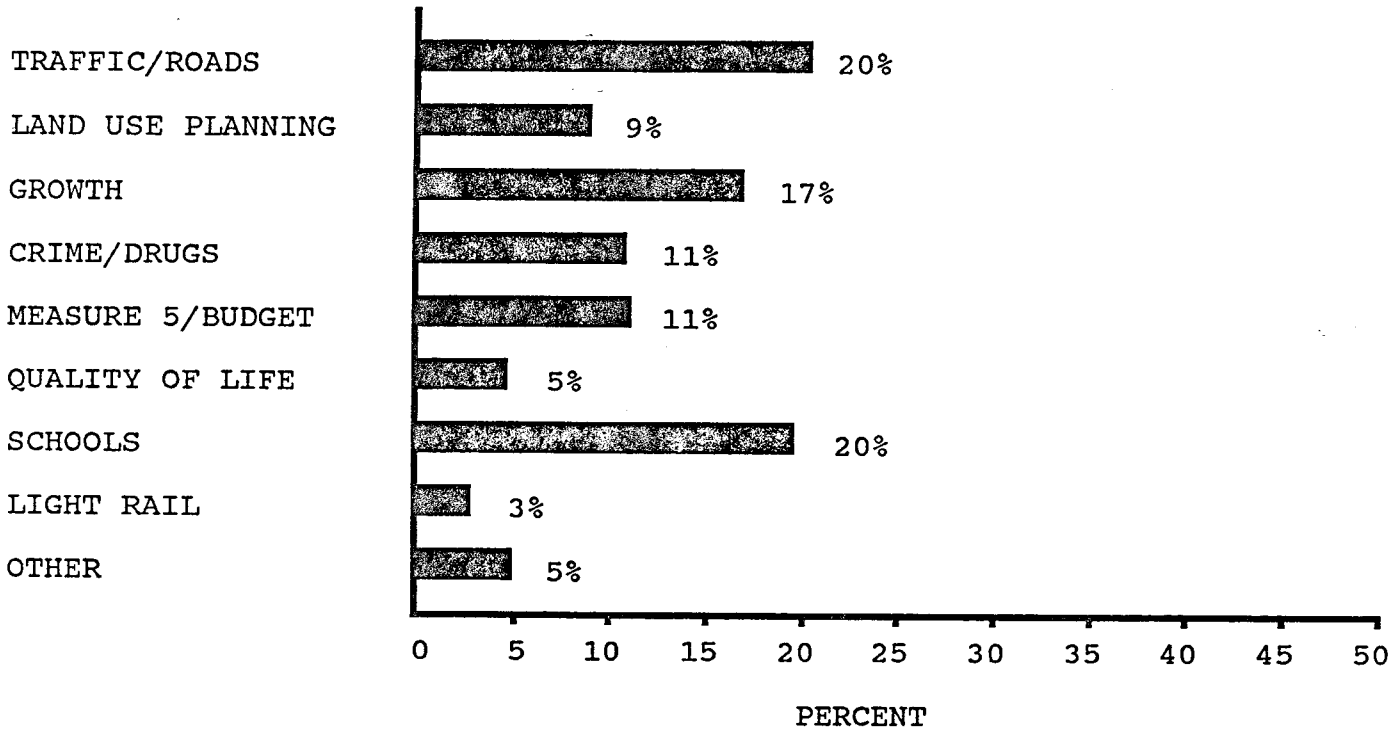
CHART 23: WHY DID YOU RESPOND AS YOU DID IN Q22?



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WASHINGTON COUNTY COMMUNITY ATTITUDE SURVEY

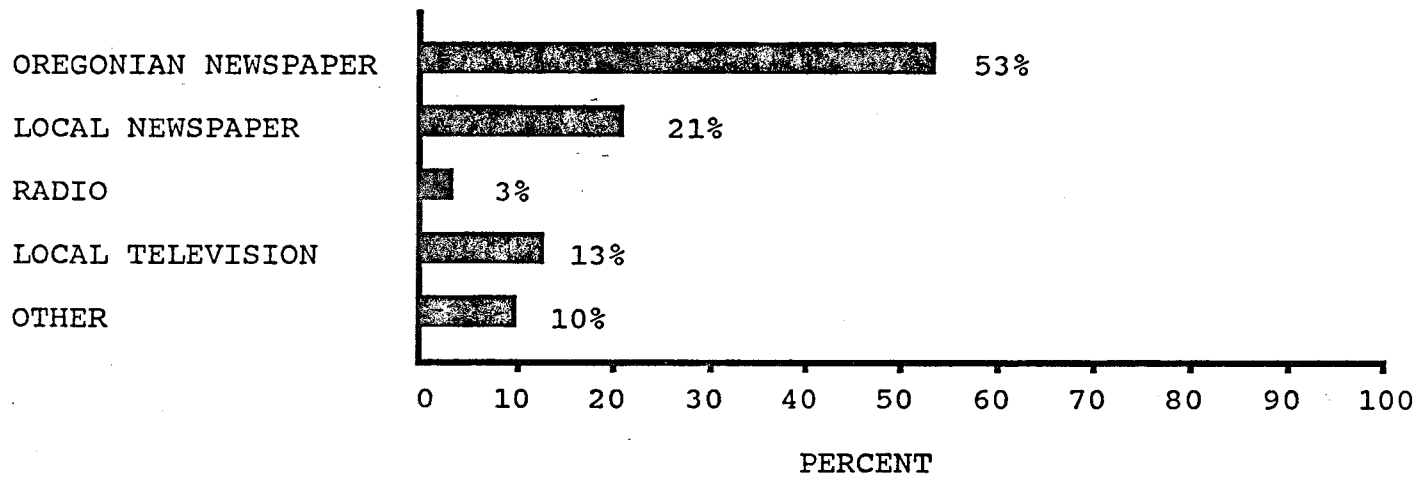
CHART 24: IF YOU COULD NAME ONLY ONE, WHAT IS THE MOST IMPORTANT ISSUE THE WASHINGTON COUNTY BOARD OF COMMISSIONERS SHOULD BE WORKING ON IN THE NEXT TWELVE MONTHS?



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WASHINGTON COUNTY COMMUNITY ATTITUDE SURVEY

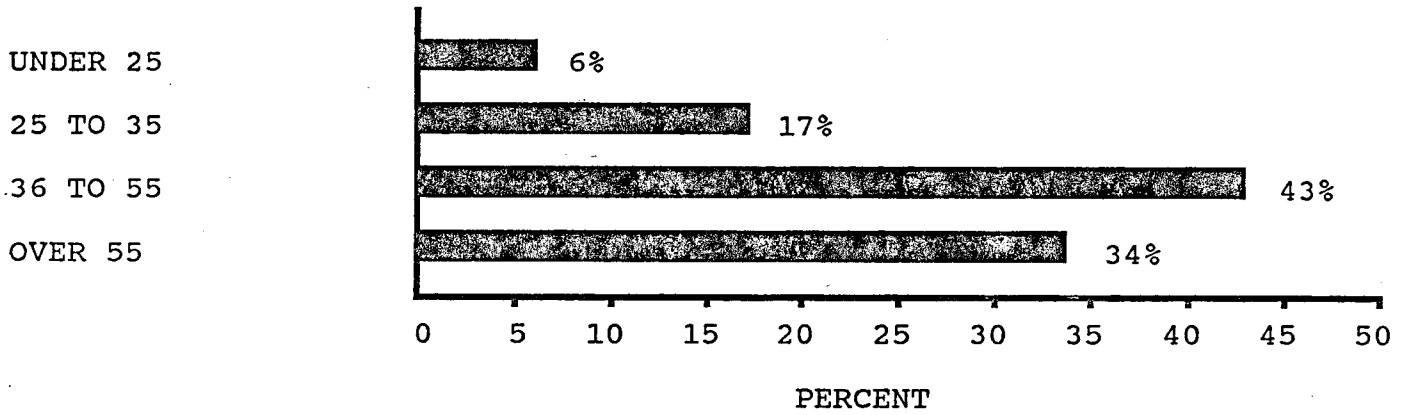
CHART 25: WHERE DO YOU GET MOST OF YOUR INFORMATION ABOUT COUNTY GOVERNMENT?



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WASHINGTON COUNTY COMMUNITY ATTITUDE SURVEY

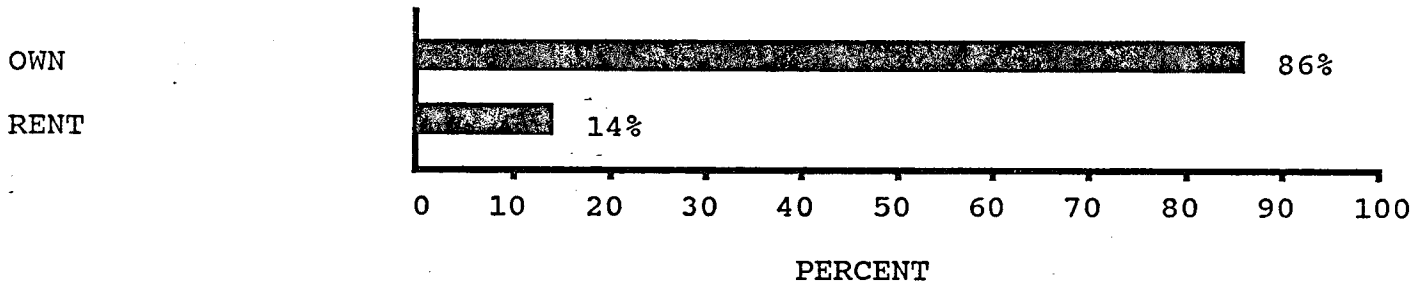
CHART 26: IS YOUR AGE?



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WASHINGTON COUNTY COMMUNITY ATTITUDE SURVEY

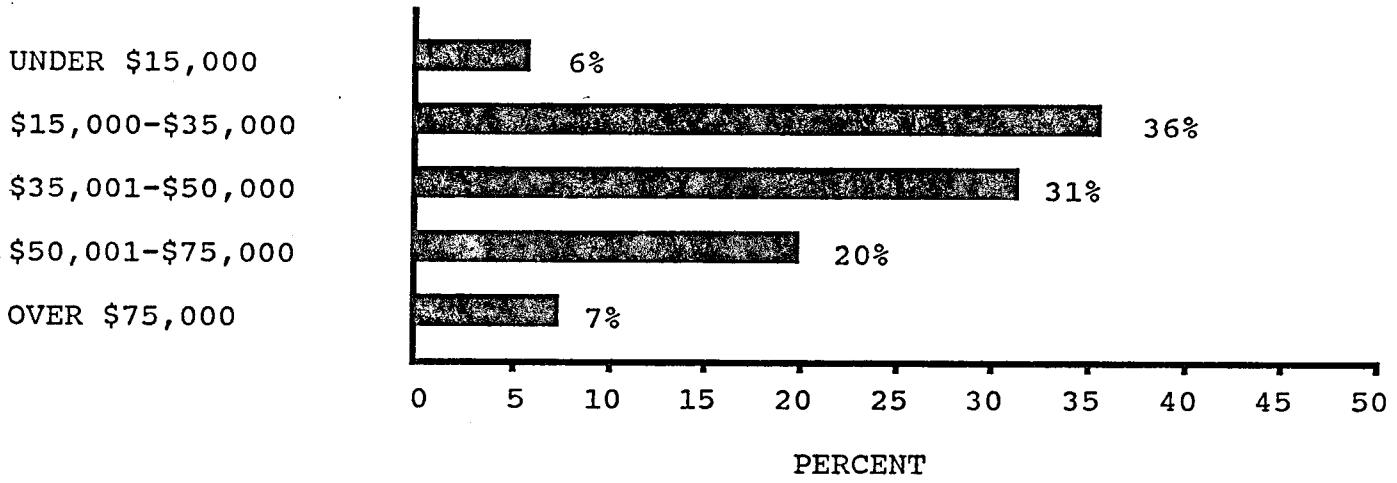
CHART 27: DO YOU OWN OR RENT YOUR PRINCIPAL PLACE OF RESIDENCE?



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WASHINGTON COUNTY COMMUNITY ATTITUDE SURVEY

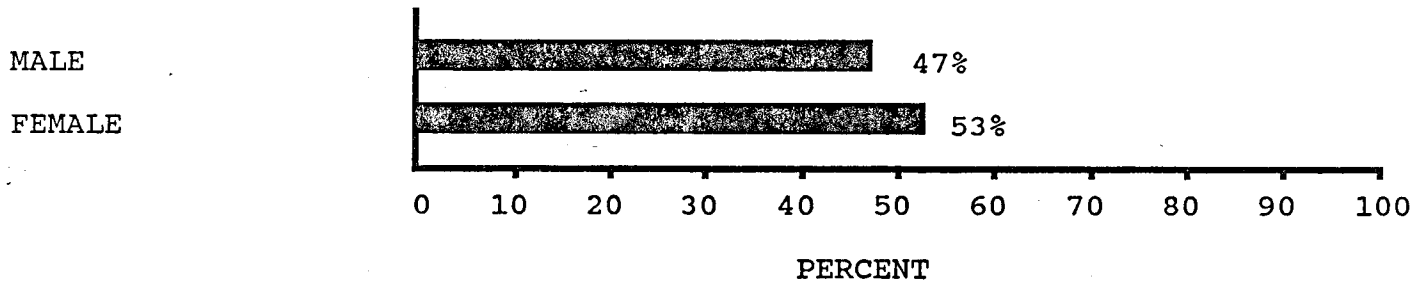
CHART 28: WHAT WAS YOUR APPROXIMATE TOTAL HOUSEHOLD INCOME IN 1990?



Compiled by Western Attitudes Inc., April 1991

WASHINGTON COUNTY COMMUNITY ATTITUDE SURVEY

CHART 29: GENDER



Compiled by Western Attitudes Inc., April 1991

draft

A Conversation With Oregon

The Stakes Are High

In the months ahead, Oregonians — by action or inaction — will decide the character of their state for the 1990s and beyond. Passage of Measure 5 raises three urgent questions: What kind of place do we want Oregon to be? What level of public services do we want and need? And how should we pay for those services? The answers are critical. The stakes could not be higher. Oregon's future is at risk.

Let's Start Talking

Oregonians will not be sold answers to these questions. They want to talk the issues over. They want to understand their choices and work together to build a consensus on the future.

We Need Your Involvement

To give Oregonians this opportunity, Governor Roberts is sponsoring a Conversation With Oregon. But she can't have the Conversation unless you and other Oregon leaders help frame the discussion. She needs your energy and commitment in this effort. This paper explains what she proposes to do and how you can help.

Deciding What We Want And How To Pay For It

to be cut dramatically. Measure 5 also limits the revenues local government can raise for police, fire, parks and other services. Altogether, it will profoundly influence the scope and quality of public services and the very character of the state for decades to come.

In the wake of Measure 5, the public attitude about government and public expenditures can best be described as concerned, wary, and distrustful. While many people believe replacement revenues will be required to maintain services they want, many others see this as an opportunity to review our direction and to take the opportunity to cut government duplication and improve efficiency before any new revenue sources are tapped.

In this situation, throwing any measure onto the ballot is very risky. Chances are, any effort which presumes to know what voters want or will do is an exercise in futility. Worse, it may feed public cynicism and deplete public trust.

Instead, we need to talk to citizens about changes needed for a balanced, fair, broad-based tax program providing adequate long-term revenue and fiscal stability. And the discussion must connect with larger questions about Oregon's future and the scope of public services for the state.

Oregonians will not be "sold" an answer to the state's fiscal problems by a promotional campaign. They want to talk things over, to be involved and consulted. A Conversation With Oregon will allow them to do that.

The Public Is Skeptical

Oregon Needs a Dialogue

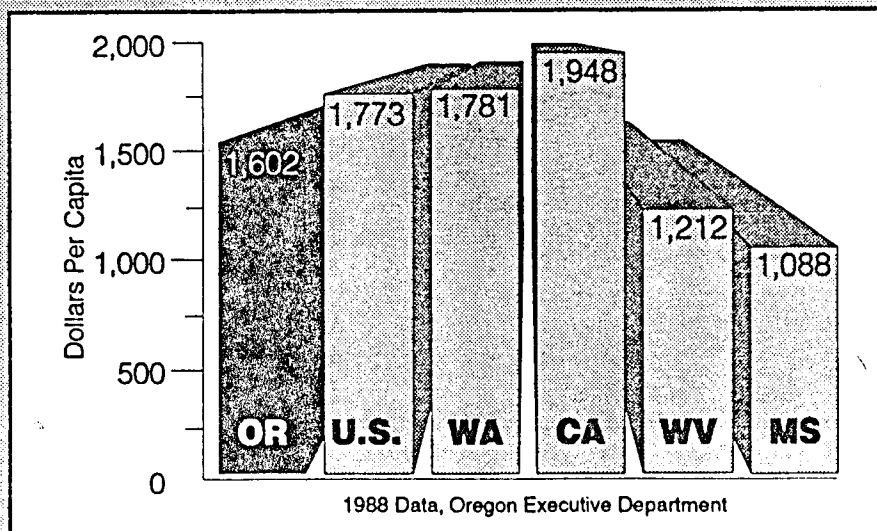


Figure 2

...But Taxes Overall Were Near National Average

The Setting

The Perennial Issue

Oregonians have long been dissatisfied with the tax system that pays for public services. Yet they have been unable to agree upon an alternative. The "preference ballot" in the last May primary offers a case in point. Voters agreed by more than three to one that the current system of public finance needs to be changed. However, none of the possible alternatives for tax reform came close to commanding majority support.

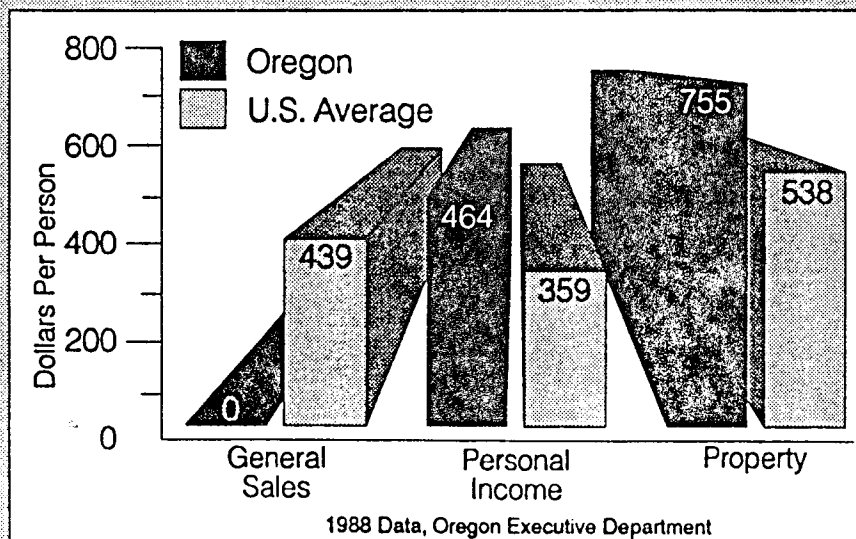
Citizen frustration with the tax system boiled over with the passage of Ballot Measure 5 in the November 1990 election. Faced with climbing property values and high tax rates, 52 percent of voters chose to impose limits to the level of property taxes — limits which phase in over a five-year period.

Unfinished Business

Measure 5 made it clear that Oregonians want to reduce their property taxes, which today are among the highest in the nation. What remains unclear is how voters feel about the size and scope of government, and their willingness to support another source of revenue to pay for services.

Measure 5 does much more than reduce property taxes. As Figures 1 through 5 illustrate, tax levels —and the levels of public services —will decline significantly over the next five years. Although these reductions are relatively modest in the first two years, by 1993 Measure 5 will fundamentally change Oregon's fiscal position. Because the state general fund must be used to replace property tax dollars lost to school funding, allocations for higher education, human services, corrections and other programs will need

Figure 1
Prior to Ballot Measure 5, Oregon Property Taxes were High...



The Conversation

Over the next nine months, we propose an unprecedented effort to converse with voters, listen to their concerns, and provide information. The aim of the Conversation is to reach agreement among Oregonians about the level of public services they want and the tax system to pay for those services.

Assumptions

The Conversation starts and ends with Oregon voters. It is built on three assumptions:

1. The underlying aims of the state — a strong, diverse economy, a well-educated citizenry, and a quality of life characterized by healthy vital communities and a clean environment — are shared by the vast majority of Oregonians.

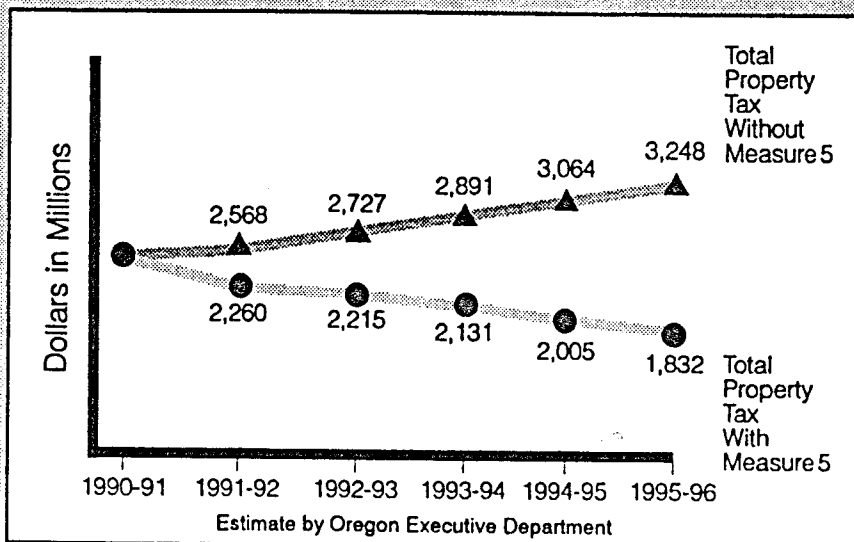
2. Oregonians are willing to pay for public services to achieve Oregon's aims, if they are convinced that the money spent will not be squandered and that the taxes are raised fairly.

3. Oregonians want to talk over the tax structure to pay for those services. And they need information to make an informed choice.

The proposal itself is simple, but the execution will be demanding:

Rather than confront voters with a packaged tax proposal promoted through a media blitz, we need to take the time to construct a measure which pays for services that Oregonians want, which satisfies their demands, and which gives them the reassurance they need.

Figure 3
Measure 5 Will Lead to Substantial Property Tax Savings...



We have imposed a demanding schedule for the Conversation, which will be carried out in three phases. By the end of this process every citizen should have had the opportunity to express his or her viewpoint (more than once, if necessary) and to receive information needed to reach a conclusion on government spending and taxes.

After the Conversation is completed and a tax proposal has been reviewed with the voters, the proposal will then be presented to the Legislature.

Now more than ever, government at all levels must improve program effectiveness and efficiency. The public knows that the private sector has made extraordinary steps in recent years to stay competitive. The public sector must as well. Governor Roberts has initiated several steps to improve the performance of state government.

Declaring that this is not "business as usual," she has created a prudent reserve, frozen the number of state managers, and asked for review of every vacant job slot.

She has also formed a task force to examine the effectiveness of state government and reshape it for the 1990s and beyond. Her expectations: Accountability measures and continuous productivity and performance improvement will be built into every state program. Unnecessary duplication and overlap will be eliminated.

Local governments and schools are also encouraged to undertake such reviews in the months ahead.

These efforts will connect with the Conversation. Government leaders and employees will be asked to listen to voter concerns about public service delivery and make adjustments accordingly.

The Schedule Is Demanding

Other Measures Must Accompany Revenue Reform

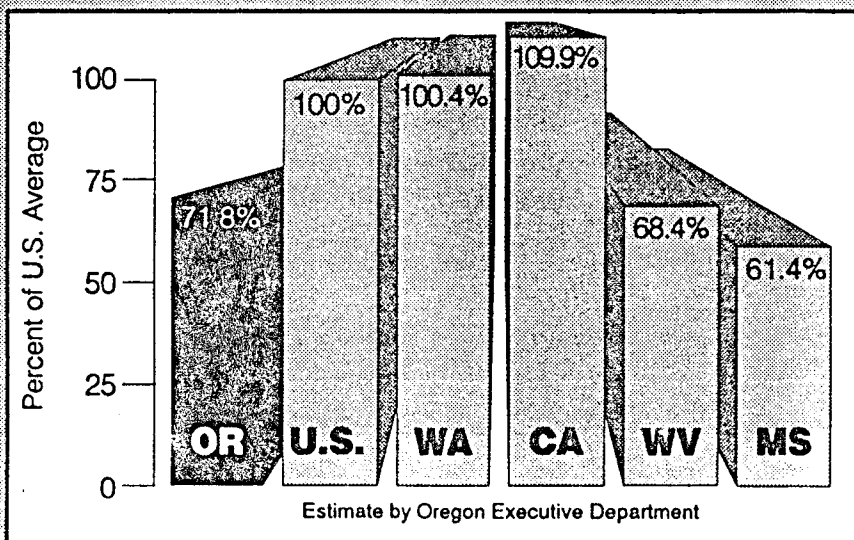


Figure 4

...And Oregon Taxes Will Drop Far Below the National Average by 1995

Process & Schedule

Phase I Preparation June 1 - Labor Day

Research and develop materials to help frame the Conversation. Through preliminary interviews, identify key citizen concerns to address in the Conversation. Solicit support for the Conversation.

- Focus groups
- Individual interviews
- Request for support and assistance from citizens/groups.

Phase II The Conversation September 1991 to January 1992

Initiate discussion among voters in every corner of the state. Clarify voter attitudes about the scope of government services and the level of taxes needed to pay for those services. Increase voter understanding of the size and scope of state and local government and of the choices involved in a tax overhaul. Establish criteria on what the voters expect in any tax overhaul package.

- Hold regional meetings statewide to brief Oregonians on the process and enlist their participation in the conversation. Forums:
- Community workshops and town hall meetings
 - TV/radio round tables and call-ins
 - One-on-one door-to-door conversations
 - Information mailers with return questionnaires
 - 800 phone call in
 - Phone polling to check voter reactions.

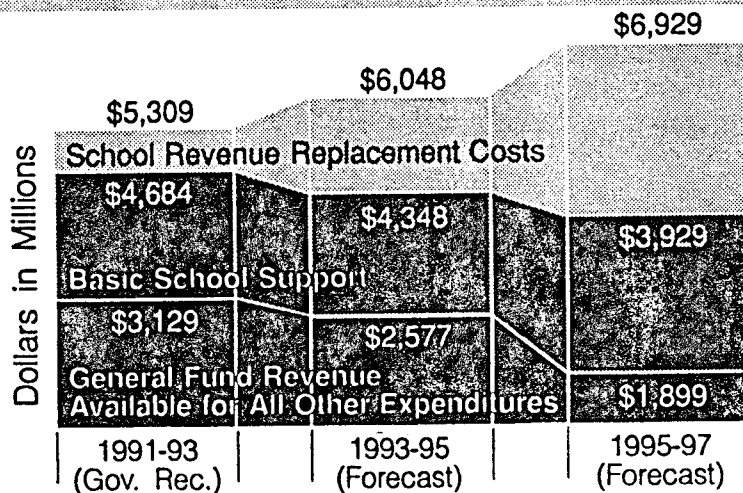
Phase III Public Review*

Develop a proposal for government service levels (and any related proposals for changes in government scope or structure). Recommend a tax structure to pay for those services. Seek the views of Oregonians on those proposals.

- Questionnaire mailer to those who have participated in Phase II
- Town meetings and workshops.

*A package may emerge from the Conversation that could be taken directly to the Legislature. More likely, specific proposals will need to be tested with voters. If an early consensus emerges, a measure might be ready for the May ballot. The schedule will depend upon when voters are ready.

Figure 5
Big Cuts in
Services May
Result



*Assumed to remain constant at 29.3% of General Fund Revenue

How You Can Help

To make the Conversation With Oregon a success, Governor Roberts needs your support and assistance. To give every Oregonian the opportunity to participate, you will be called on to help throughout the process.

Some of the roles you can play:

- Assistance in organizing community workshops, one-on-one interviews, focus groups and other forms of conversation
- Development of media tools to explain the process to Oregonians
- Financial support for the effort.

Please let Governor Roberts know you will take part in the Conversation With Oregon.

OREGON STATE CAPITOL
SALEM, OREGON
97310

JOINT LEGISLATIVE COMMITTEE ON OREGON'S FUTURE

With the new state budget nearly completed and with the Legislative Session's adjournment fast approaching, it is time to turn our planning to Oregon's future beyond the 1991-93 biennium. The Oregon legislature needs to construct an understandable roadmap that will direct us to the future Oregonians want. In constructing this roadmap, a few elements are of paramount importance. First and foremost, we must reform Oregon's public finance system. Oregonians have long disliked their public finance system but have never been able to agree on the method of reform. Nonetheless, with the passage of ballot Measure 5, Oregon's public finance reform has begun. As this reform continues to evolve, it will need to be directed to achieve the desired economic growth and development goals that a majority of Oregonians desire. A major legislative committee must be formed to aid in this process and pull together all the various elements that will make up the roadmap to Oregon's future.

The Joint Legislative Committee on Oregon's Future will have a membership of 12, chaired by the President of the Senate and Vice-chaired by the Speaker of the House. In addition, it will include the majority and minority leader of both chambers and the chairpersons of the House and Senate Revenue Committees. With Oregon's long-term future at stake, there is no more important interim legislative task than the construction of the roadmap to Oregon's future. This strong, non-partisan committee will play an important leadership role in reaching this objective.

WORKPLAN
ROADMAP TO OREGON'S FUTURE

The construction of the roadmap will need to assimilate a variety of diverse elements, such as:

1. Evaluation of state government's organization and structure. This process will begin with the Governor's Task Force on Government Structure. As this committee develops alternative methods of delivering state services, the legislative committee will evaluate the impact on governance and their future cost savings.
2. Preliminary construction of the state's 1993-95 state budget. This will require cooperation between the legislative branch and the executive branch of government to effectively analyze public service levels beyond the 1991-93 biennium.
3. Evaluation of Oregon's new school distribution formula. The development of a new distribution formula by the 1991 Legislature (SB 814) was the first step toward state government assuming major responsibility for funding elementary/secondary education as dictated by Ballot Measure 5. The Legislative committee will evaluate the long-term consequences of the new formula.
4. Monitoring changes in Oregon's primary and secondary education reform program. With the passage of HB 3565 we have launched the largest single reform in educational programs since World War II. The legislative committee will evaluate its impact on the future of our children and their role in the labor force beyond the year 2000.
5. Evaluation of city and county governments restructuring and refinancing efforts. Cities and counties are setting in motion an independent effort to analyze their future roles and methods of delivering public service. The legislative committee will evaluate alternative roles for local government in delivering public services in the future.
6. Understanding the "Conversation" with Oregonians and its resulting financial reform implications. A more complete picture of the financial reform Measure 5 has set in motion will unfold through the governor's conversation with citizens. The legislative committee will aid in the evaluation and interpretation of the citizen's message in this conversation. The committee will evaluate the message to see if there is a relationship between the funding needs of state government, local government, the existing tax structure, and the citizens' vision of the future of Oregon.

7. Development of public finance alternatives that are consistent with the values and goals of Oregonians. This will entail not only public financial alternatives, but analysis of the impact of these alternatives on taxpayers, tax groups, tax levels, and governance.
8. Preparation for a tax reform ballot measure to be proposed for referral to Oregonians during this interim. This may well include government restructuring issues as well as tax issues. The ultimate evolution of public finance reform begun by ballot Measure 5 will necessarily involve other ballot measures. Either through initiative or legislative action, Oregonians will continue to decide how their system of government should change.

Suggested Timeline

1991

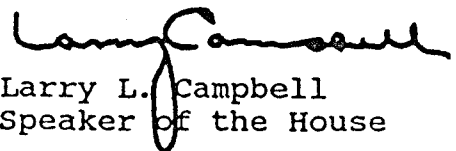
July	Staff develops committee workplan.
August	Committee adopts workplan.
September	Committee reviews initial data and identifies options related to Items 1 through 4.
October	Committee reviews initial data and identifies options related to items 5 and 6.
Dec/Jan	Committee develops analysis of public finance alternatives and related program/service impact.

1992

Feb/Mar	Review effects of property tax reform implementation. Committee develops recommendation regarding state budget options, tax alternatives, and restructuring of state government and elementary/secondary education.
April 1	Committee issues final report.



John Kitzhaber, M.D.
President of the Senate



Larry L. Campbell
Speaker of the House