

**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

**McMinnville, OR**  
Community Livability Report

2016



**NRC**  
National Research Center Inc

2955 Valmont Road Suite 300  
Boulder, Colorado 80301  
n-r-c.com • 303-444-7863



*Leaders at the Core of Better Communities*

777 North Capitol Street NE Suite 500  
Washington, DC 20002  
icma.org • 800-745-8780

# Contents

About..... 1  
Quality of Life in McMinnville ..... 2  
Community Characteristics ..... 3  
Governance ..... 5  
Participation ..... 7  
Special Topics..... 9  
Conclusions ..... 14



The National Citizen Survey™  
© 2001-2016 National Research Center, Inc.

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

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

# About

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

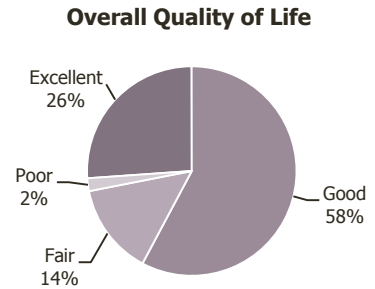
Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement).

The Community Livability Report provides the opinions of a representative sample of 831 residents of the City of McMinnville. The margin of error around any reported percentage is 3% for the entire sample. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.



# Quality of Life in McMinnville

Most residents rated the quality of life in McMinnville as excellent or good. This rating was similar to quality of life ratings seen in other communities nationwide (see Appendix B of the *Technical Appendices* provided under separate cover).



Shown below are the eight facets of community. The color of each community facet summarizes how residents rated it across the three sections of the survey that represent the pillars of a community – Community Characteristics, Governance and Participation. When most ratings across the three pillars were higher than the benchmark, the color for that facet is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

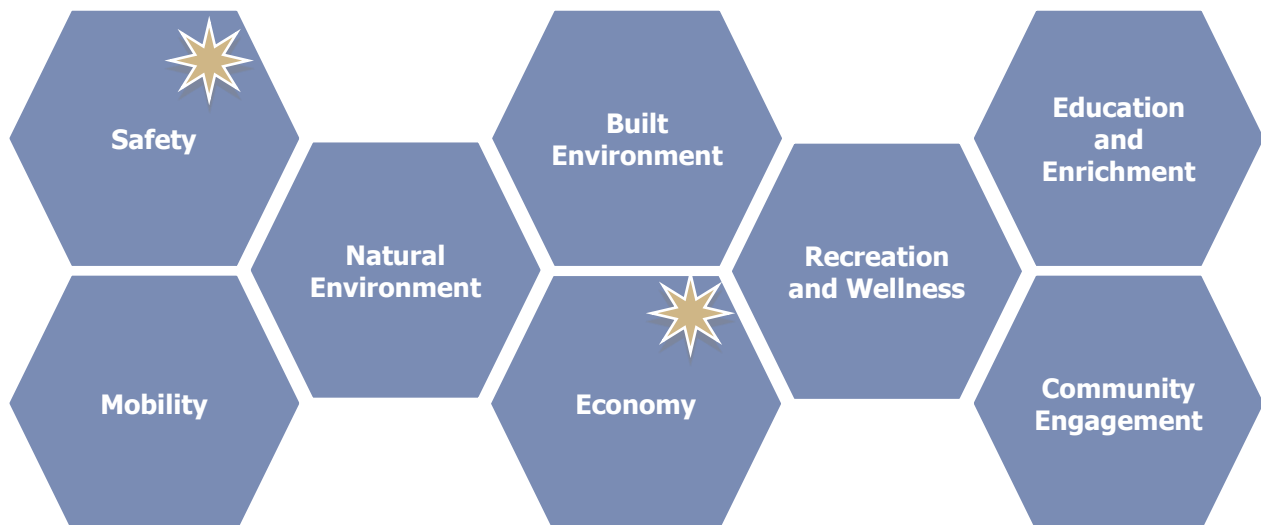
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Safety and Economy as priorities for the McMinnville community in the coming two years. Ratings for all facets were positive and similar to other communities. This overview of the key aspects of community quality provides a quick summary of where residents see exceptionally strong performance and where performance offers the greatest opportunity for improvement. Linking quality to importance offers community members and leaders a view into the characteristics of the community that matter most and that seem to be working best.

Details that support these findings are contained in the remainder of this Livability Report, starting with the ratings for Community Characteristics, Governance and Participation and ending with results for McMinnville’s unique questions.

## Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

- \* Most important



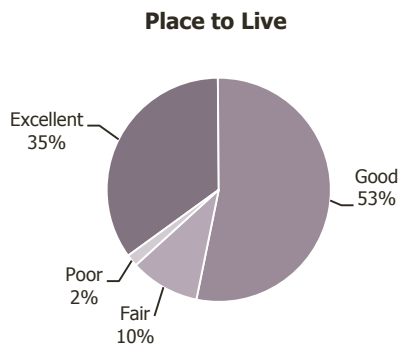
# Community Characteristics

*What makes a community livable, attractive and a place where people want to be?*

Overall quality of community life represents the natural ambience, services and amenities that make for an attractive community. How residents rate their overall quality of life is an indicator of the overall health of a community. In the case of McMinnville, 88% rated the city as an excellent or good place to live. Respondents' ratings of McMinnville as a place to live were similar to ratings in other communities across the nation.

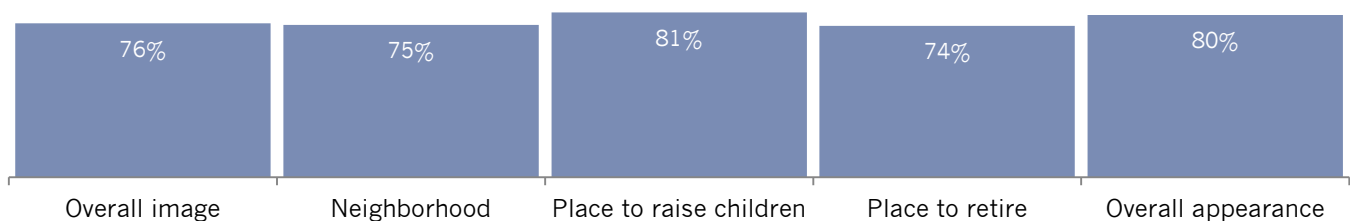
In addition to rating the city as a place to live, respondents rated several aspects of community quality including McMinnville as a place to raise children and to retire, their neighborhood as a place to live, the overall image or reputation of McMinnville and its overall appearance. About three-quarters of respondents gave excellent or good ratings to the overall image of McMinnville, their neighborhood as a place to live and the city as a place to retire. The overall appearance of McMinnville and the city as a place to raise children were favorably rated by about 4 in 5 participants. All of these aspects of community quality were similar to the national benchmark comparisons.

Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. Aspects of Community Characteristics tended to be similar to the national benchmark comparisons. Every aspect within the facets of Safety and Natural Environment was rated positively by at least three-quarters of participants and were similar to the benchmarks. Ratings in the facet of Mobility ranged from a low of 36% excellent or good for travel by public transportation to a high of 79% excellent or good for ease of walking; all of these ratings were similar ratings seen in comparison communities. Most aspects within Built Environment were strong and similar to the benchmark comparisons; however, ratings for affordable quality housing and housing options were lower in McMinnville than in other communities nationwide. Ratings within the facet of Economy tended to be mixed. More than 7 in 10 participants awarded high marks to McMinnville as a place to work and to the vibrancy of the City's downtown/commercial area, which are both higher than the benchmarks. However, only about 2 in 5 respondents rated shopping opportunities in McMinnville favorably, which is lower than ratings seen in comparison communities. Most aspects within the facets of Education and Enrichment and Community Engagement were given positive ratings by at least half of residents and were similar the benchmarks; the only exception was the availability of affordable quality childcare/preschool, which was rated lower in McMinnville than in other communities across the country.



Percent rating positively (e.g., excellent/good)

Comparison to national benchmark  
 ■ Higher ■ Similar ■ Lower



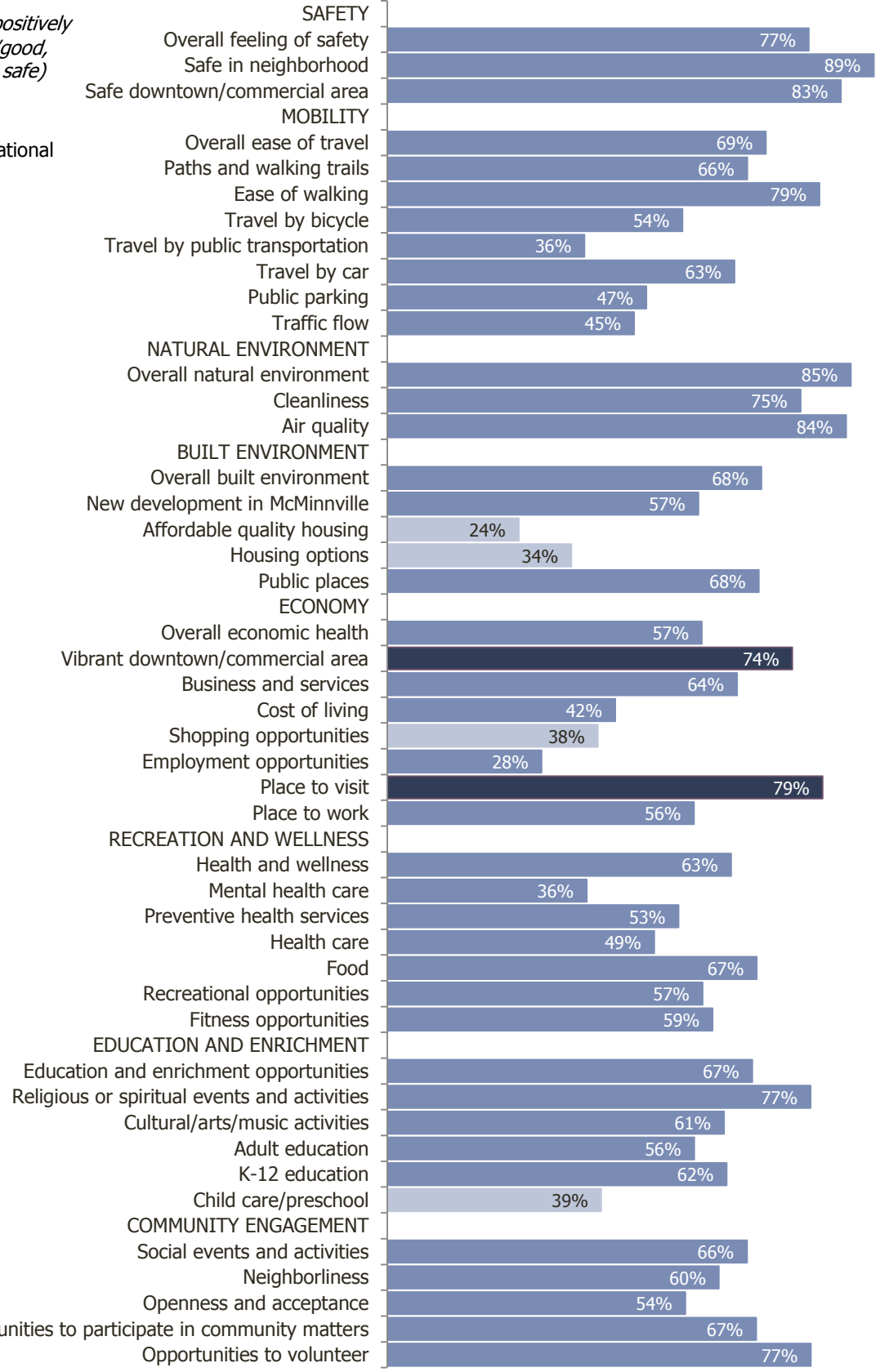
# The National Citizen Survey™

Figure 1: Aspects of Community Characteristics

*Percent rating positively  
(e.g., excellent/good,  
very/somewhat safe)*

Comparison to national  
benchmark

- Higher
- Similar
- Lower



# Governance

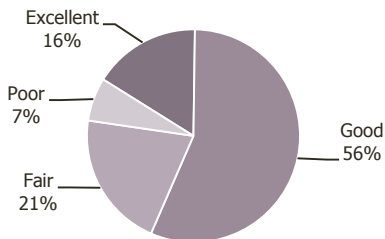
*How well does the government of McMinnville meet the needs and expectations of its residents?*

The overall quality of the services provided by McMinnville as well as the manner in which these services are provided are a key component of how residents rate their quality of life. About three-quarters of respondents gave favorable ratings to the quality of services provided by the City of McMinnville, while about one-third gave positive ratings to the Federal Government. Both ratings were similar to the national benchmarks.

Survey respondents also rated various aspects of McMinnville’s leadership and governance. Ratings for all aspects of McMinnville’s leadership and governance were similar to ratings reported in comparison communities. About half of residents gave excellent or good ratings to the value of services for taxes paid, confidence in the City government, acting in the best interest of McMinnville, being honest and treating all residents fairly. Fifty-seven percent of residents gave high marks to the overall direction McMinnville is taking, and nearly three-quarters of respondents gave favorable ratings to the customer service provided by City of McMinnville employees.

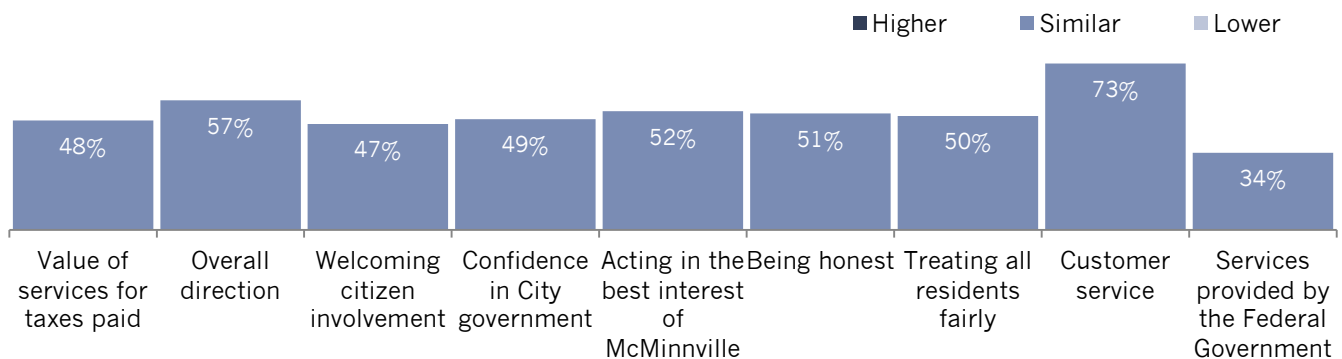
Respondents evaluated over 30 individual services and amenities available in McMinnville. Overall, ratings for McMinnville services and amenities were generally strong and similar to the national benchmarks. Top-rated services included fire, ambulance/EMS services, garbage collection, yard waste pick-up, drinking water, sewer services, power (electric and/or gas) utility, utility billing, City parks and public libraries, which all received favorable ratings from at least 4 in 5 respondents. Crime prevention, emergency preparedness, snow removal and sidewalk maintenance were rated positively by only about half of respondents or less and were lower than the benchmarks. It is noteworthy that ratings improved from 2011 to 2016 for snow removal, but declined for crime prevention and sidewalk maintenance (see the *Trends over Time* report provided under a separate cover for more detail).

## Overall Quality of City Services



Percent rating positively (e.g., excellent/good)

Comparison to national benchmark



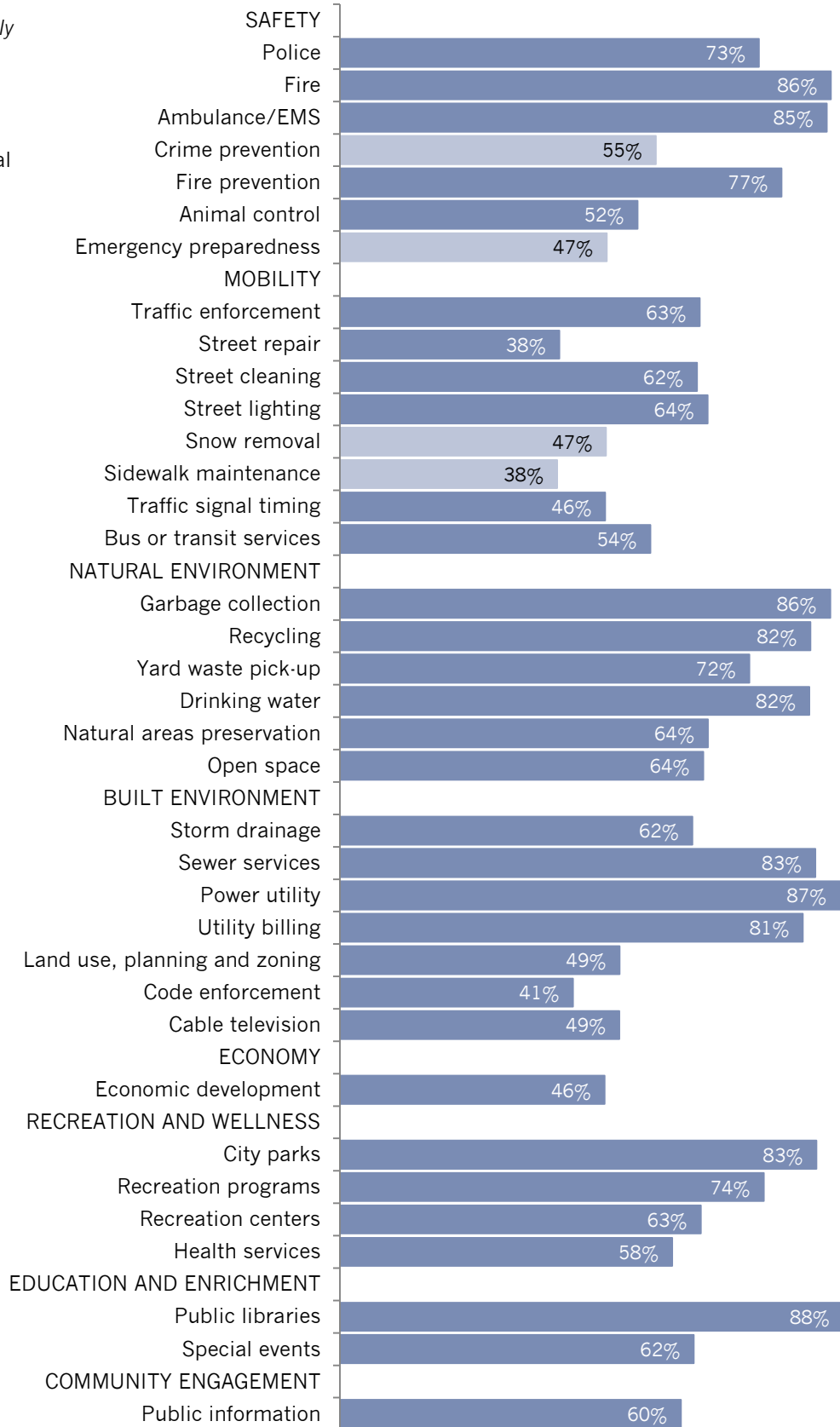
# The National Citizen Survey™

Figure 2: Aspects of Governance

Percent rating positively  
(e.g., excellent/good)

Comparison to national  
benchmark

- Higher
- Similar
- Lower



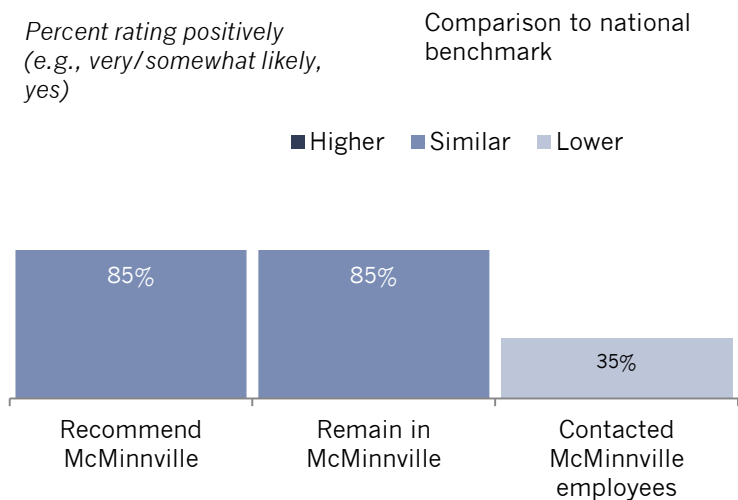
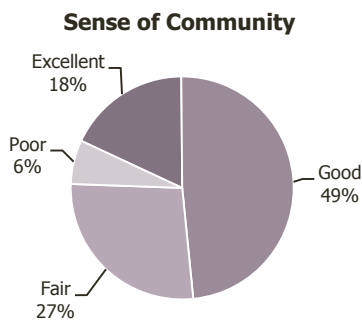


# Participation

## *Are the residents of McMinnville connected to the community and each other?*

An engaged community harnesses its most valuable resource, its residents. The connections and trust among residents, government, businesses and other organizations help to create a sense of community, a shared sense of membership, belonging and history. About two-thirds of residents gave an excellent or good rating to the sense of community in McMinnville, which was similar to the national benchmark. Eighty-five percent of respondents reported both that they plan to remain in McMinnville for the coming 5 years and that they would recommend living in the city to someone who asked; the proportion of residents who would recommend living in McMinnville declined from 2011 to 2016. About one-third of participants had contacted a McMinnville employee in the 12 months prior the survey, which is lower than the benchmark comparison.

The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Levels of participation in McMinnville tended to be similar to levels seen in other communities across the U.S.; however, there were two notable exceptions. Residents' reported rates of recycling at home that were higher than the national benchmarks, while rates of using public transportation instead of driving were lower than the benchmark. About 7 in 10 or more McMinnville residents did NOT report a crime and were NOT the victim of a crime in the 12 months prior to the survey. About 6 in 10 respondents had walked or biked instead of driving and about 4 in 10 had carpooled instead of driving alone. Within Natural Environment, about 7 in 10 respondents reported making efforts to conserve water, and about 4 in 5 reported making efforts to have their homes more energy efficient. A majority of respondents had NOT observed a code violation and were NOT under housing cost stress; it is noteworthy that the rate of residents who reported that they were NOT under housing cost stress increased from 2011 to 2016. Within Economy, almost all respondents (97%) reported purchasing goods or services in McMinnville, while about one quarter indicated that the economy will have a positive impact on their income in the coming 6 months. A majority of respondents reported participating in most aspects of Recreation and Wellness and Community Engagement, with 3 in 5 or more indicating that they visited a City park, participated in moderate or vigorous physical activity and used McMinnville public libraries or their services. Within the facet of Community Engagement, at least 4 in 5 respondents had talked or visited with their neighbors, done a favor for a neighbor, read or watched local news and voted in local elections.



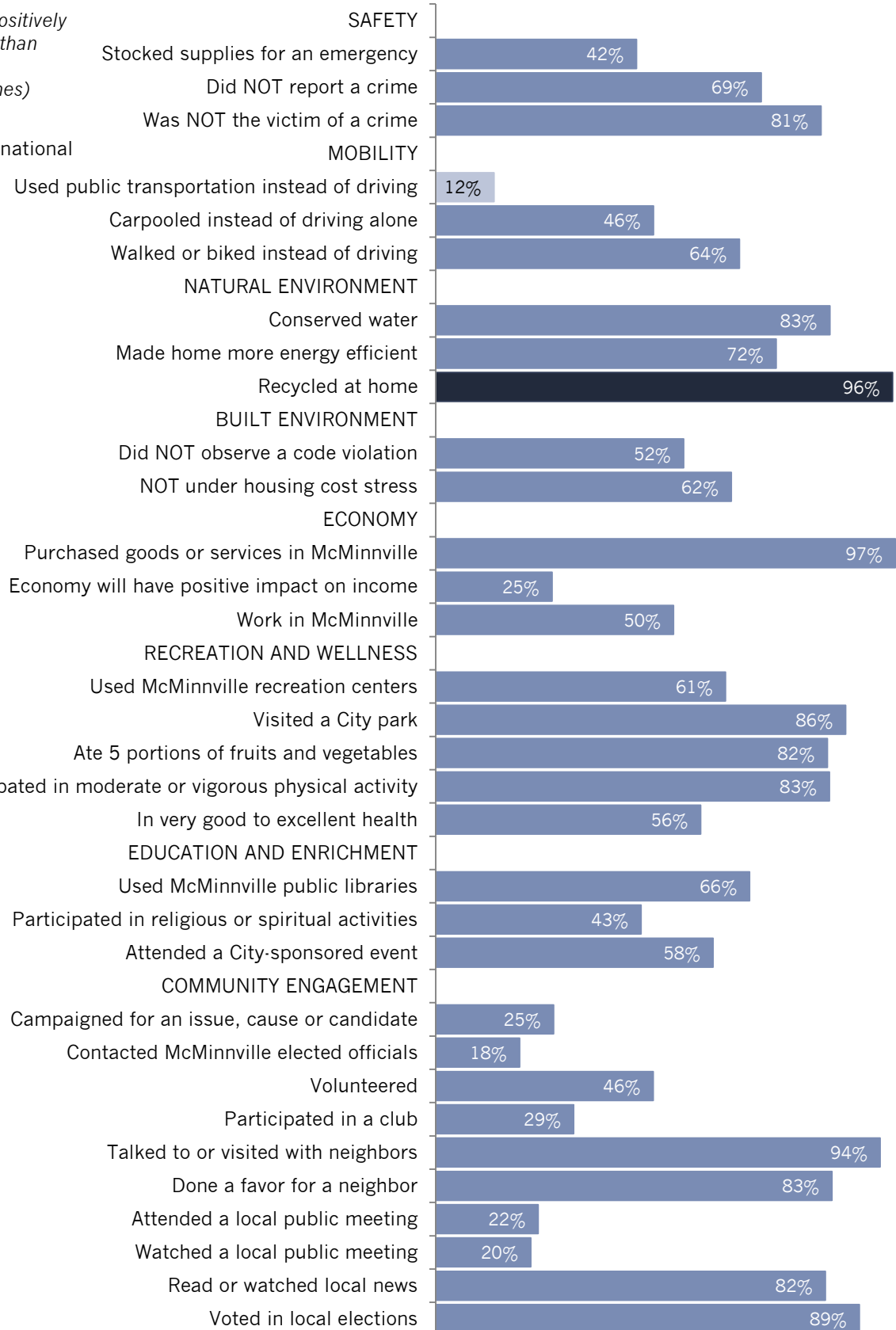
# The National Citizen Survey™

Figure 3: Aspects of Participation

Percent rating positively  
(e.g., yes, more than  
once a month,  
always/sometimes)

Comparison to national  
benchmark

- Higher
- Similar
- Lower

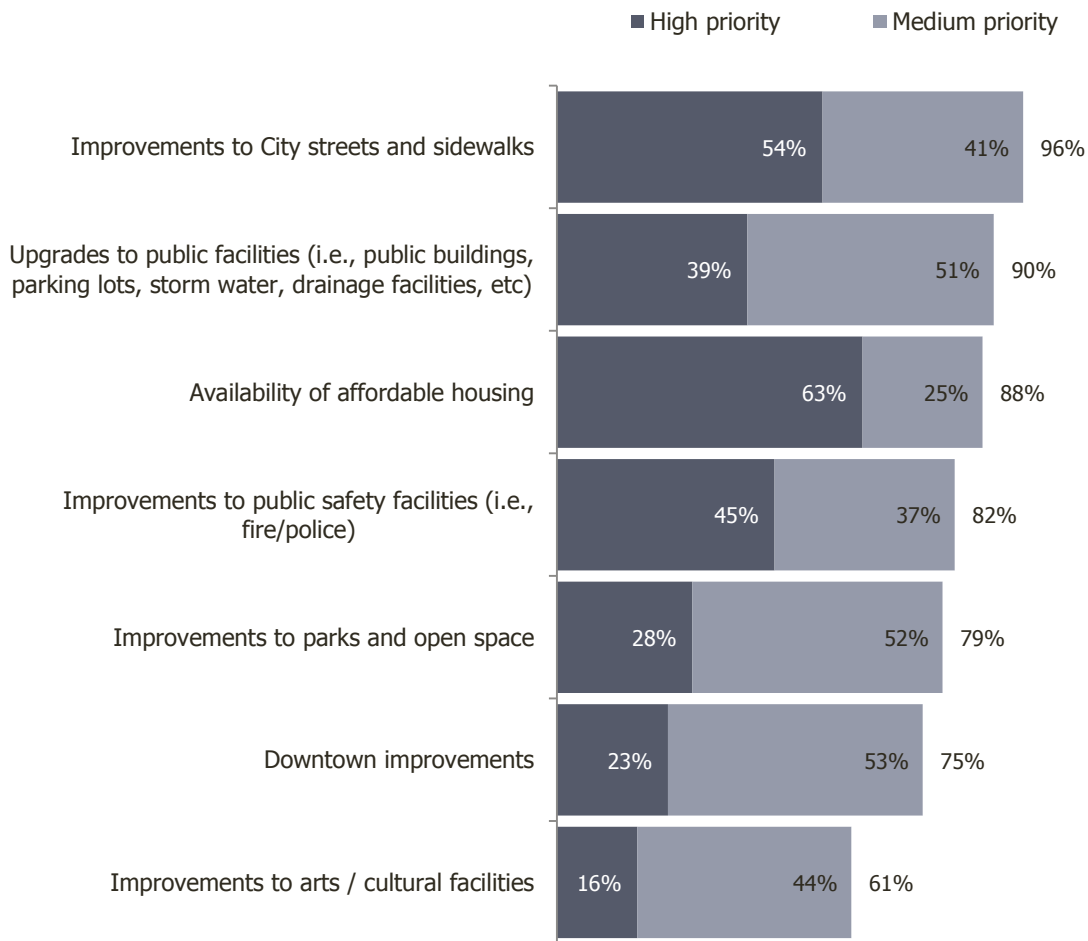


# Special Topics

The City of McMinnville included four questions of special interest on The NCS, as well as one open-ended question where residents could write down a response in their own words. The first special interest question asked residents how much of a priority it should be for the City to address various issues. About 9 in 10 respondents indicated that improvements to City streets and sidewalks, upgrades to public facilities and the availability of affordable should be high or medium priorities for the City. It is especially noteworthy that a majority of respondents (63%) reported that the availability of affordable housing should be a high priority for McMinnville.

Figure 4: City Priorities

*How much of a priority, if any, should it be for the City to address each of the following in the next five years?*

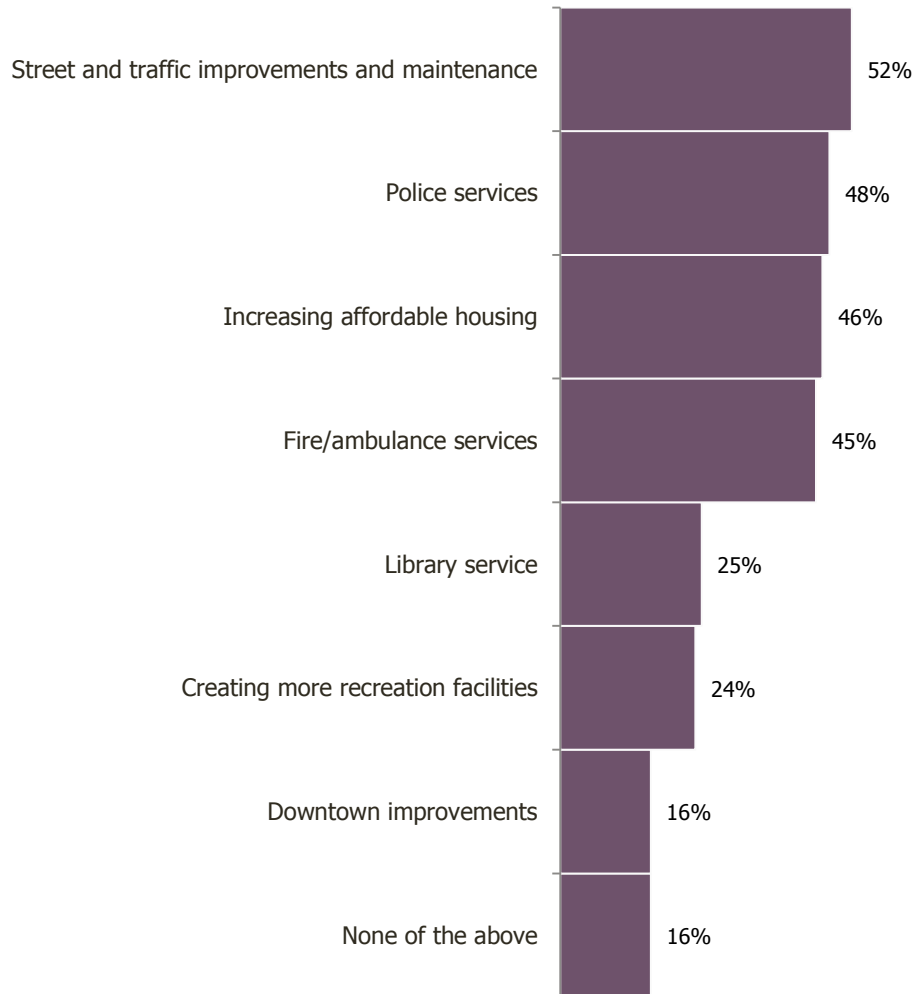


## The National Citizen Survey™

Residents were next asked to select all City projects that they would be willing to fund with additional taxes. About half of respondents indicated that they would support street and traffic improvements. More than 2 in 5 indicated that they would be willing to pay an additional tax to fund police services, increase affordable housing and fire/ambulance services. Sixteen percent of respondents reported that they would not support an increase in taxes for any of the proposed City projects.

Figure 5: Support for Additional Taxes to Fund City Projects

*Which of the following projects are you willing to fund with additional taxes (please select all that apply):*



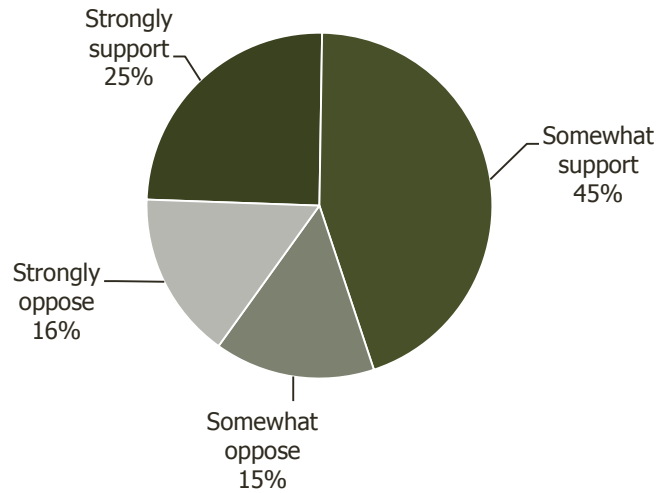
Total may exceed 100% as respondents could select more than one option.

The National Citizen Survey™

The next special interest question asked residents to indicate to what extent they would support increasing the availability of housing in McMinnville through the construction of more apartments, condos and townhomes. About 7 in 10 participants reported that they would strongly or somewhat support an increase in housing density through the construction of more apartments, condos and townhomes

Figure 6: Support for Increased Housing Density

*To increase the availability of housing within McMinnville, how strongly would you support, if at all, increasing the density of housing through apartment, condo or townhome developments?*

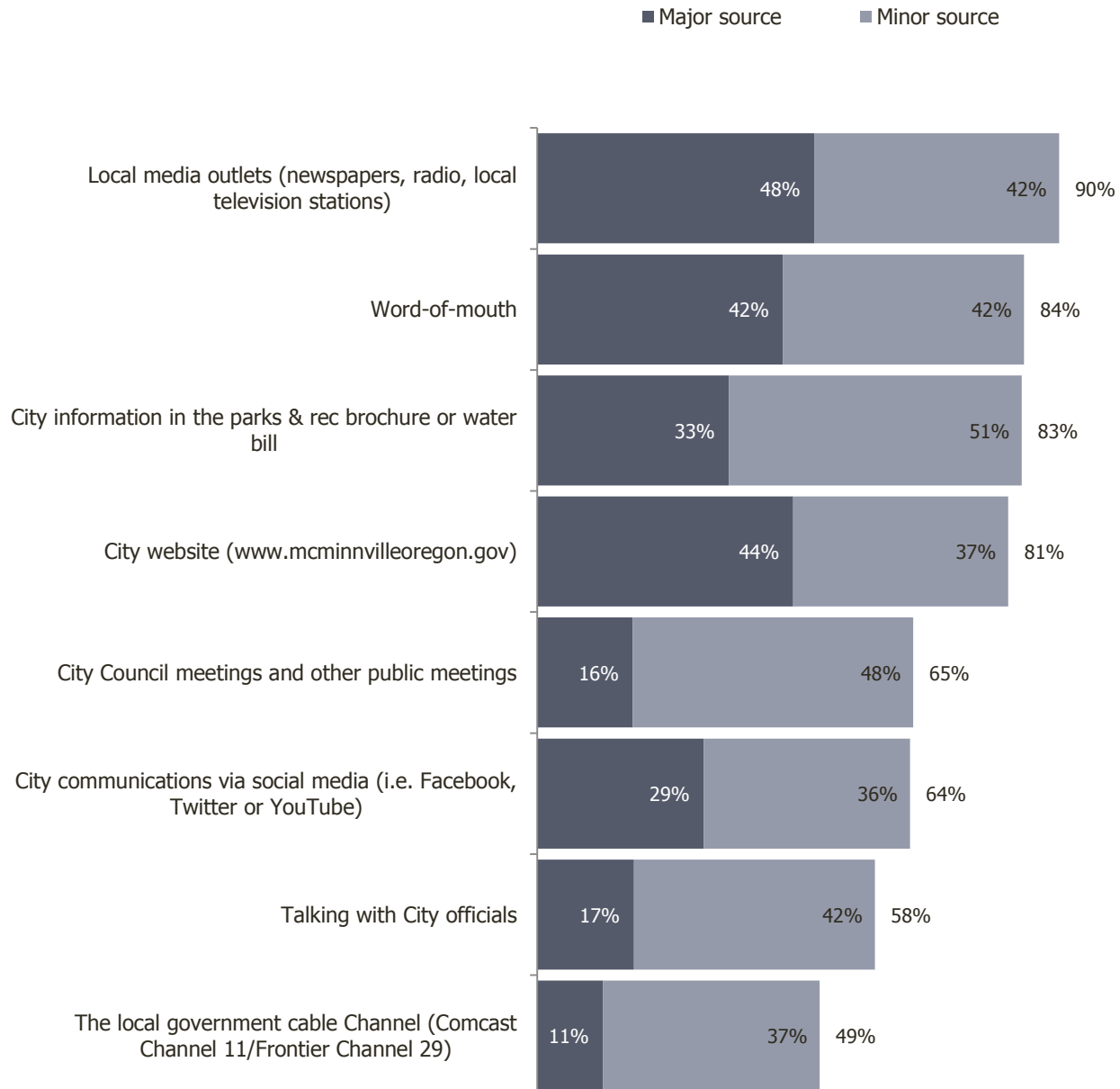


## The National Citizen Survey™

The fourth special interest question asked respondents to indicate if various sources of information about the City were major, minor or not sources of information. About 9 in 10 participants reported that local media outlets were major or minor sources of information. The City website, City information in the parks and recreation brochure or water bill and word-of-mouth were reported to be major or minor sources of information by about 8 in 10 respondents.

Figure 7 Source of City Information

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

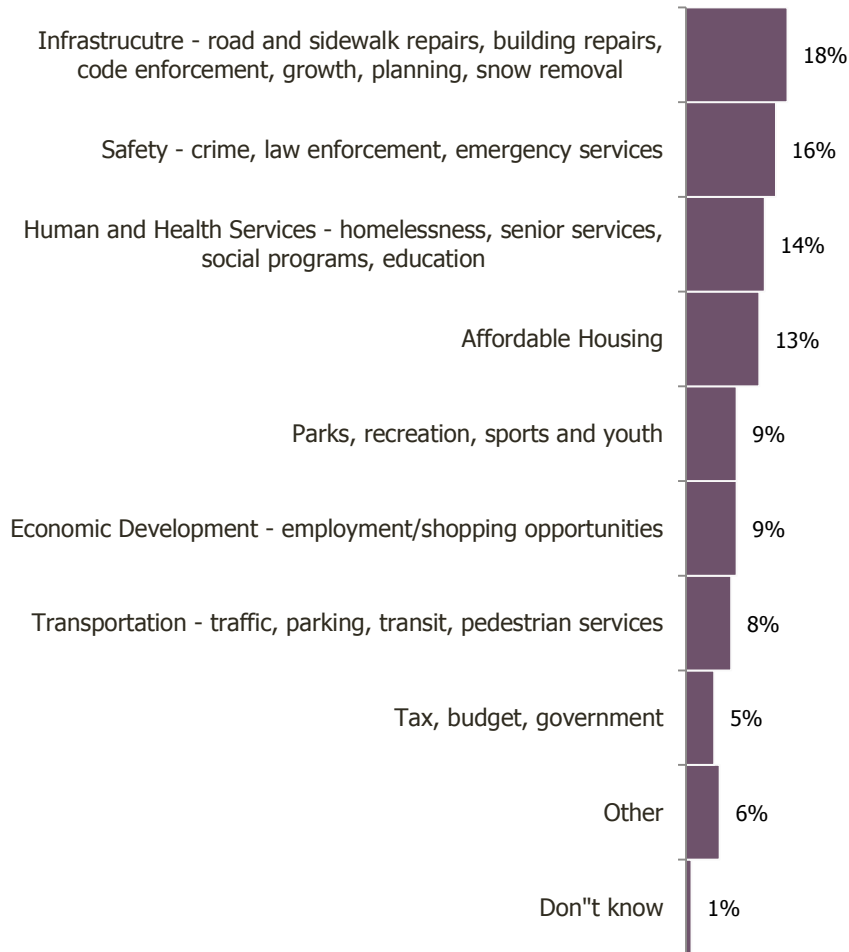


## The National Citizen Survey™

McMinnville's open-ended question asked residents to write down a single issue they would like the City Council to prioritize in the next five years. The verbatim responses were categorized by topic area and those topics are reported in the chart below with the percent of responses given in each category. Of the respondents who wrote in a response, the most frequently cited issues were related to City infrastructure (for the full verbatim responses, see the *Open End Report* under separate cover).

Figure 8 Top City Council Priorities

*What single community need or issue would you like the City Council to prioritize in the next five years?*



Total may exceed 100% as respondents could select more than one option.

# Conclusions

## **McMinnville residents enjoy a high quality of life.**

At least 4 in 5 residents rated the overall quality of life in McMinnville and the city as a place to live as excellent or good; these ratings were stable over time and similar to the national benchmark comparisons. Ratings for other aspects that enhance quality of life, such as their neighborhoods as places to live, McMinnville as place to raise children and the overall image and appearance of McMinnville were rated positively by about three-quarters of respondents and were generally similar to ratings seen in comparison communities. Additionally, more than 4 in 5 respondents reported that they would recommend McMinnville to someone who asked and plan to remain in the community for the next five years.

## **Safety is a top priority for the McMinnville residents.**

Residents identified Safety as a top priority for the McMinnville community in the coming two years. About three-quarters of respondents gave excellent or good ratings to the overall feeling of safety in the city, while about 9 in 10 gave favorable ratings to the feeling of safety in their neighborhoods; both of these ratings were similar to ratings seen in other communities. Safety-related services also tended to receive strong ratings that were similar to other communities. At least 7 in 10 respondents awarded high marks to police, fire, ambulance/EMS and fire prevention services; however, emergency preparedness and crime prevention services were rated positively by only about half of survey participants and were lower in McMinnville than in other communities nationwide. Further, ratings for crime prevention and fire services declined from 2011 to 2016. About 7 in 10 or more McMinnville residents did NOT report a crime and were NOT the victim of a crime in the 12 months prior to the survey. When asked to name a single community issue that the City Council should prioritize in the next five years, the second most commonly reported response was a safety-related issue.

## **The Economy is an important and positive feature of the community.**

About 9 in 10 survey participants indicated that the Economy should be a main focus area for the McMinnville community in the coming two years. Ratings within Economy tended to be strong and similar to ratings seen in other communities. The overall economic health of McMinnville was rated positively by about 6 in 10 respondents. More than 7 in 10 participants gave excellent or good ratings to McMinnville as a place to work and to the vibrancy of the City's downtown/commercial area, which are higher than ratings seen in other communities across the nation. However, only about 4 in 10 respondents gave favorable ratings to shopping opportunities, which is lower than the national benchmark comparison. Almost all residents reported that they had purchased goods or services in McMinnville and about half reported working in the city.

## **Ratings for McMinnville's Built Environment were generally strong, but residents see room for improvement in affordable housing.**

McMinnville residents tended to give favorable ratings to aspects of Built Environment, and these ratings tended to be similar to ratings reported in comparison communities. About two-thirds of respondents favorably rated the overall built environment in the City and public places where people like to spend time, and about 8 in 10 gave high marks to Built Environment-related services like sewer services, the power utility and utility billing. However, less than 2 in 5 respondents gave excellent or good ratings to the availability of affordable quality housing and housing options in McMinnville; both of these ratings were lower than ratings seen elsewhere and declined from 2011 to 2016. More than 8 in 10 respondents indicated that the availability of affordable housing should be at least a medium priority for the City in the coming five years; it is noteworthy that 63% of these respondents reported that affordable housing should be a high priority for the City. McMinnville residents were supportive of proposed solutions to the lack of affordable housing in the City: about 7 in 10 respondents reported that they would strongly or somewhat support an increase in housing density through the construction of more apartments, condos and townhomes, and 46% of respondents reported that they would support an additional tax to help support more affordable housing.



# THE NCS<sup>TM</sup>

The National Citizen Survey<sup>TM</sup>

## McMinnville, OR

Dashboard Summary of Findings

2016



**NRC**  
National Research Center Inc

2955 Valmont Road Suite 300  
Boulder, Colorado 80301  
n-r-c.com • 303-444-7863

**ICMA**

*Leaders at the Core of Better Communities*

777 North Capitol Street NE Suite 500  
Washington, DC 20002  
icma.org • 800-745-8780

# Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report summarizes McMinnville’s performance in the eight facets of community livability with the “General” rating as a summary of results from the overarching questions not shown within any of the eight facets. The “Overall” represents the community pillar in its entirety (the eight facets and general).

By summarizing resident ratings across the eight facets and three pillars of a livable community, a picture of McMinnville’s community livability emerges. Below, the color of each community facet summarizes how residents rated each of the pillars that support it – Community Characteristics, Governance and Participation. When most ratings were higher than the benchmark, the color is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

Ratings tended to be similar to the national benchmark comparisons across every facet in all three pillars of Community Livability. Within Community Characteristics, two aspects were rated higher and four aspects were rated lower in McMinnville than in comparison communities. Most aspects within Governance were similar to the benchmarks, but four aspects were rated lower than the national benchmark comparisons. Rates of participation were generally similar to rates seen in comparison communities; however, one aspect was higher than the benchmark and two were lower.

Figure 1: Dashboard Summary

	Community Characteristics			Governance			Participation		
	Higher	Similar	Lower	Higher	Similar	Lower	Higher	Similar	Lower
Overall	2	46	4	0	42	4	1	33	2
General	0	7	0	0	3	0	0	2	1
Safety	0	3	0	0	5	2	0	3	0
Mobility	0	8	0	0	6	2	0	2	1
Natural Environment	0	3	0	0	6	0	1	2	0
Built Environment	0	3	2	0	7	0	0	2	0
Economy	2	5	1	0	1	0	0	3	0
Recreation and Wellness	0	7	0	0	4	0	0	5	0
Education and Enrichment	0	5	1	0	2	0	0	3	0
Community Engagement	0	5	0	0	8	0	0	11	0

Legend	
	Higher
	Similar
	Lower

# The National Citizen Survey™

Figure 2: Detailed Dashboard

	Community Characteristics	Trend	Benchmark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
General	Overall appearance	↔	↔	80%	Customer service	↔	↔	73%	Recommend McMinnville	↓	↔	85%
	Overall quality of life	↔	↔	84%	Services provided by McMinnville	↔	↔	73%	Remain in McMinnville	↔	↔	85%
	Place to retire	↔	↔	74%	Services provided by the Federal Government	↔	↔	34%	Contacted McMinnville employees	↓	↓	35%
	Place to raise children	↔	↔	81%								
	Place to live	↔	↔	88%								
	Neighborhood	↔	↔	75%								
	Overall image	↔	↔	76%								
Safety	Overall feeling of safety	*	↔	77%	Police	↔	↔	73%	Was NOT the victim of a crime	↔	↔	81%
	Safe in neighborhood	↔	↔	89%	Crime prevention	↓	↓	55%	Did NOT report a crime	*	↔	69%
	Safe downtown/commercial area	↓	↔	83%	Fire	↓	↔	86%	Stocked supplies for an emergency	*	↔	42%
					Fire prevention	↔	↔	77%				
					Ambulance/EMS	↔	↔	85%				
					Emergency preparedness	↔	↓	47%				
Mobility	Traffic flow	↔	↔	45%	Traffic enforcement	↔	↔	63%	Carpooled instead of driving alone	*	↔	46%
	Travel by car	↔	↔	63%	Street repair	↑	↔	38%	Walked or biked instead of driving	*	↔	64%
	Travel by bicycle	↔	↔	54%	Street cleaning	↔	↔	62%	Used public transportation instead of driving	*	↓	12%
	Ease of walking	↔	↔	79%	Street lighting	↑	↔	64%				
	Travel by public transportation	*	↔	36%	Snow removal	↑	↓	47%				
	Overall ease travel	*	↔	69%	Sidewalk maintenance	↓	↓	38%				
	Public parking	*	↔	47%	Traffic signal timing	↓	↔	46%				
	Paths and walking trails	↑	↔	66%	Bus or transit services	↓	↔	54%				
Natural Environment	Overall natural environment	↑	↔	85%	Garbage collection	↔	↔	86%	Recycled at home	↔	↑	96%
	Air quality	↔	↔	84%	Recycling	↓	↔	82%	Conserved water	*	↔	83%
	Cleanliness	↔	↔	75%	Yard waste pick-up	↔	↔	72%	Made home more energy efficient	*	↔	72%
					Drinking water	↔	↔	82%				
					Open space	*	↔	64%				
Built Environment	New development in McMinnville	↔	↔	57%	Natural areas preservation	↔	↔	64%				
	Affordable quality housing	↓	↓	24%	Sewer services	↔	↔	83%	NOT experiencing housing cost stress	↑	↔	62%
	Housing options	↓	↓	34%	Storm drainage	↔	↔	62%	Did NOT observe a code violation	*	↔	52%
	Overall built environment	*	↔	68%	Power utility	↔	↔	87%				
	Public places	*	↔	68%	Utility billing	*	↔	81%				
					Land use, planning and zoning	↑	↔	49%				
					Code enforcement	↔	↔	41%				
				Cable television	↓	↔	49%					

**Legend**

↑↑ Much higher    ↑ Higher    ↔ Similar    ↓ Lower    ↓↓ Much lower    \* Not available

# The National Citizen Survey™

	Community Characteristics	Trend	Benchmark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
Economy	Overall economic health	*	↔	57%	Economic development	↑	↔	46%	Economy will have positive impact on income	↑	↔	25%
	Shopping opportunities	↔	↓	38%					Purchased goods or services in McMinnville	*	↔	97%
	Employment opportunities	↑	↔	28%					Work in McMinnville	*	↔	50%
	Place to visit	*	↑	79%								
	Cost of living	*	↔	42%								
	Vibrant downtown/commercial area	*	↑	74%								
	Place to work	↔	↔	56%								
Recreation and Wellness	Business and services	↔	↔	64%								
	Fitness opportunities	*	↔	59%	City parks	↓	↔	83%	In very good to excellent health	*	↔	56%
	Recreational opportunities	↑	↔	57%	Recreation centers	↓	↔	63%	Used McMinnville recreation centers	↔	↔	61%
	Health care	↔	↔	49%	Recreation programs	↔	↔	74%	Visited a City park	↔	↔	86%
	Food	↔	↔	67%	Health services	↔	↔	58%	Ate 5 portions of fruits and vegetables	*	↔	82%
	Mental health care	*	↔	36%					Participated in moderate or vigorous physical activity	*	↔	83%
	Health and wellness	*	↔	63%								
Education and Enrichment	Preventive health services	↔	↔	53%								
	K-12 education	*	↔	62%	Public libraries	↔	↔	88%	Used McMinnville public libraries	↓	↔	66%
	Cultural/arts/music activities	↑	↔	61%	Special events	*	↔	62%	Participated in religious or spiritual activities	*	↔	43%
	Child care/preschool	↔	↓	39%					Attended a City-sponsored event	*	↔	58%
	Religious or spiritual events and activities	↔	↔	77%								
	Adult education	*	↔	56%								
Community Engagement	Overall education and enrichment	*	↔	67%								
	Opportunities to participate in community matters	↔	↔	67%	Public information	↔	↔	60%	Sense of community	↔	↔	66%
	Opportunities to volunteer	↔	↔	77%	Overall direction	↔	↔	57%	Voted in local elections	↑	↔	89%
	Openness and acceptance	↔	↔	54%	Value of services for taxes paid	↓	↔	48%	Talked to or visited with neighbors	*	↔	94%
	Social events and activities	↔	↔	66%	Welcoming citizen involvement	↓	↔	47%	Attended a local public meeting	↔	↔	22%
	Neighborhoodliness	*	↔	60%	Confidence in City government	*	↔	49%	Watched a local public meeting	*	↔	20%
					Acting in the best interest of McMinnville	*	↔	52%	Volunteered	↓	↔	46%
					Being honest	*	↔	51%	Participated in a club	↓	↔	29%
					Treating all residents fairly	*	↔	50%	Campaigned for an issue, cause or candidate	*	↔	25%
									Contacted McMinnville elected officials	*	↔	18%
								Read or watched local news	*	↔	82%	
								Done a favor for a neighbor	*	↔	83%	

**Legend**

↑↑ Much higher    ↑ Higher    ↔ Similar    ↓ Lower    ↓↓ Much lower    \* Not available

**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

**McMinnville, OR**  
Comparisons by Geographic Subgroups  
2016



2955 Valmont Road Suite 300  
Boulder, Colorado 80301  
n-r-c.com • 303-444-7863



*Leaders at the Core of Better Communities*

777 North Capitol Street NE Suite 500  
Washington, DC 20002  
icma.org • 800-745-8780

# Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. This report discusses differences in opinion of survey respondents by City Ward.

Responses in the following tables show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who attended a public meeting more than once a month. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between ward are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they have been shaded grey.

The margin of error for this report is generally no greater than plus or minus three percentage points around any given percent reported for the entire sample (831 completed surveys). For each ward, the margin of error rises to approximately plus or minus seven percentage points since sample sizes were approximately 176 for Ward 1, 444 for Ward 2 and 211 for Ward 3. Notable differences between ward included the following:

- Residents who lived in Ward 1 and Ward 3 tended to give lower ratings for their neighborhoods as places to live than residents from Ward 2. Ward 1 residents tended to rate aspects of Safety, including the overall feeling of safety in McMinnville, more positively than residents of Ward 2. Where significant differences occurred, residents of Ward 1 tended to give lower ratings to aspects of Economy than their counterparts.
- Within the pillar of Governance, residents in Ward 2 tended to give lower ratings to aspects of Safety and Recreation and Wellness, including to police/sheriff services, animal control and recreation programs or classes, when compared to residents in other wards. However, residents of Ward 2 awarded higher marks than their counterparts to aspects of Natural Environment and Built Environment, including garbage collection, drinking water and sewer services.
- Residents who lived in Wards 2 and 3 were more likely than residents of Ward 1 to have contacted the City of McMinnville for help or information in the 12 months prior to the survey. Respondents from Ward 3 were less likely than their counterparts to have NOT been a victim of crime in the 12 months prior to the survey. Where statistically significant differences occurred, residents of Ward 2 reported higher rates of participation than their counterparts in aspects of Recreation and Wellness. Ward 2 residents also reported higher levels of participation for many Community Engagement activities including volunteering time to some group/activity in McMinnville, participating in a club, attending a local public meeting and voting in local elections.
- When asked about community focus areas, residents from Ward 1 tended to place a higher importance on the overall ease of getting to the places you usually have to visit compared to survey participants in Ward 2 and 3.
- Participants from Ward 1 and Ward 3 were more likely than their counterparts to indicate that improvements to parks and open space, improvements to arts/cultural facilities and the availability of affordable housing should be high or medium priorities for the City in the next five years.
- Respondents in Ward 2 were less likely to at least somewhat support increasing the availability of housing within McMinnville through apartment, condo or townhome developments.

The National Citizen Survey™

Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	City Wards			Overall
	Ward 1	Ward 2	Ward 3	
The overall quality of life in McMinnville	83%	84%	85%	84%
Overall image or reputation of McMinnville	76%	75%	76%	76%
McMinnville as a place to live	88%	88%	89%	88%
Your neighborhood as a place to live	71%	80%	71%	75%
McMinnville as a place to raise children	82%	83%	77%	81%
McMinnville as a place to retire	77%	74%	73%	74%
Overall appearance of McMinnville	83%	78%	79%	80%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Wards			Overall
	Ward 1	Ward 2	Ward 3	
Overall feeling of safety in McMinnville	83%	69%	82%	77%
In your neighborhood during the day	95%	86%	86%	89%
In McMinnville's downtown/commercial area during the day	89%	76%	86%	83%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Wards			Overall
	Ward 1	Ward 2	Ward 3	
Overall ease of getting to the places you usually have to visit	67%	66%	75%	69%
Traffic flow on major streets	44%	40%	52%	45%
Ease of public parking	48%	44%	50%	47%
Ease of travel by car in McMinnville	62%	63%	66%	63%
Ease of travel by public transportation in McMinnville	35%	37%	36%	36%
Ease of travel by bicycle in McMinnville	50%	51%	61%	54%
Ease of walking in McMinnville	78%	81%	77%	79%
Availability of paths and walking trails	68%	67%	62%	66%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Wards			Overall
	Ward 1	Ward 2	Ward 3	
Quality of overall natural environment in McMinnville	87%	84%	84%	85%
Air quality	88%	84%	80%	84%
Cleanliness of McMinnville	79%	75%	73%	75%

The National Citizen Survey™

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Wards			Overall
	Ward 1	Ward 2	Ward 3	
Overall "built environment" of McMinnville (including overall design, buildings, parks and transportation systems)	72%	70%	62%	68%
Public places where people want to spend time	64%	67%	71%	68%
Variety of housing options	32%	37%	31%	34%
Availability of affordable quality housing	23%	25%	23%	24%
Overall quality of new development in McMinnville	55%	56%	59%	57%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Wards			Overall
	Ward 1	Ward 2	Ward 3	
Overall economic health of McMinnville	58%	59%	55%	57%
McMinnville as a place to work	60%	52%	57%	56%
McMinnville as a place to visit	74%	80%	83%	79%
Employment opportunities	21%	31%	32%	28%
Shopping opportunities	36%	37%	43%	38%
Cost of living in McMinnville	38%	42%	44%	42%
Overall quality of business and service establishments in McMinnville	67%	61%	65%	64%
Vibrant downtown/commercial area	66%	76%	78%	74%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Wards			Overall
	Ward 1	Ward 2	Ward 3	
Health and wellness opportunities in McMinnville	66%	58%	66%	63%
Fitness opportunities (including exercise classes and paths or trails, etc.)	55%	61%	60%	59%
Recreational opportunities	54%	55%	63%	57%
Availability of affordable quality food	61%	69%	71%	67%
Availability of affordable quality health care	42%	50%	52%	49%
Availability of preventive health services	51%	54%	54%	53%
Availability of affordable quality mental health care	36%	35%	38%	36%



The National Citizen Survey™

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Wards			Overall
	Ward 1	Ward 2	Ward 3	
Overall opportunities for education and enrichment	67%	66%	67%	67%
Availability of affordable quality child care/preschool	35%	38%	44%	39%
K-12 education	64%	61%	61%	62%
Adult educational opportunities	56%	55%	57%	56%
Opportunities to attend cultural/arts/music activities	64%	62%	59%	61%
Opportunities to participate in religious or spiritual events and activities	76%	78%	77%	77%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Wards			Overall
	Ward 1	Ward 2	Ward 3	
Opportunities to participate in social events and activities	65%	65%	67%	66%
Opportunities to volunteer	77%	78%	77%	77%
Opportunities to participate in community matters	63%	68%	69%	67%
Openness and acceptance of the community toward people of diverse backgrounds	53%	56%	53%	54%
Neighborliness of residents in McMinnville	61%	61%	60%	60%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	City Wards			Overall
	Ward 1	Ward 2	Ward 3	
The City of McMinnville	76%	68%	76%	73%
The value of services for the taxes paid to McMinnville	49%	44%	53%	48%
The overall direction that McMinnville is taking	53%	54%	64%	57%
The job McMinnville government does at welcoming citizen involvement	49%	45%	46%	47%
Overall confidence in McMinnville government	49%	45%	53%	49%
Generally acting in the best interest of the community	52%	52%	52%	52%
Being honest	54%	49%	52%	51%
Treating all residents fairly	50%	48%	53%	50%
Overall customer service by McMinnville employees (police, receptionists, planners, etc.)	79%	66%	76%	73%
The Federal Government	42%	28%	35%	34%

The National Citizen Survey™

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	City Wards			Overall
	Ward 1	Ward 2	Ward 3	
Police/Sheriff services	76%	68%	78%	73%
Fire services	94%	78%	89%	86%
Ambulance or emergency medical services	91%	81%	85%	85%
Crime prevention	56%	53%	57%	55%
Fire prevention and education	84%	73%	76%	77%
Animal control	58%	41%	61%	52%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	47%	43%	52%	47%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	City Wards			Overall
	Ward 1	Ward 2	Ward 3	
Traffic enforcement	70%	59%	61%	63%
Street repair	40%	41%	34%	38%
Street cleaning	64%	62%	62%	62%
Street lighting	63%	68%	60%	64%
Snow removal	52%	46%	42%	47%
Sidewalk maintenance	44%	41%	29%	38%
Traffic signal timing	47%	47%	45%	46%
Bus or transit services	46%	59%	56%	54%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	City Wards			Overall
	Ward 1	Ward 2	Ward 3	
Garbage collection	80%	91%	84%	86%
Recycling	78%	87%	80%	82%
Yard waste pick-up	73%	74%	67%	72%
Drinking water	81%	89%	75%	82%
Preservation of natural areas such as open space, farmlands and greenbelts	67%	62%	65%	64%
McMinnville open space	65%	63%	63%	64%

The National Citizen Survey™

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	City Wards			Overall
	Ward 1	Ward 2	Ward 3	
Storm drainage	60%	70%	52%	62%
Sewer services	77%	90%	81%	83%
Power (electric and/or gas) utility	82%	92%	87%	87%
Utility billing	77%	86%	79%	81%
Land use, planning and zoning	52%	50%	45%	49%
Code enforcement (weeds, abandoned buildings, etc.)	46%	36%	42%	41%
Cable television	51%	49%	47%	49%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	City Wards			Overall
	Ward 1	Ward 2	Ward 3	
Economic development	50%	45%	45%	46%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	City Wards			Overall
	Ward 1	Ward 2	Ward 3	
City parks	80%	83%	87%	83%
Recreation programs or classes	79%	68%	77%	74%
Recreation centers or facilities	65%	62%	63%	63%
Health services	59%	56%	61%	58%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	City Wards			Overall
	Ward 1	Ward 2	Ward 3	
Public library services	89%	88%	86%	88%
City-sponsored special events	67%	60%	59%	62%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	City Wards			Overall
	Ward 1	Ward 2	Ward 3	
Public information services	61%	60%	57%	60%

The National Citizen Survey™

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Wards			Overall
	Ward 1	Ward 2	Ward 3	
Sense of community	66%	67%	67%	66%
Recommend living in McMinnville to someone who asks	84%	85%	85%	85%
Remain in McMinnville for the next five years	86%	87%	81%	85%
Contacted the City of McMinnville (in-person, phone, email or web) for help or information	25%	39%	38%	35%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Wards			Overall
	Ward 1	Ward 2	Ward 3	
Was NOT the victim of a crime	85%	83%	76%	81%
Did NOT report a crime	72%	67%	68%	69%
Stocked supplies in preparation for an emergency	40%	44%	42%	42%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Wards			Overall
	Ward 1	Ward 2	Ward 3	
Walked or biked instead of driving	62%	62%	68%	64%
Carpooled with other adults or children instead of driving alone	45%	45%	47%	46%
Used bus, rail, subway or other public transportation instead of driving	9%	10%	18%	12%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Wards			Overall
	Ward 1	Ward 2	Ward 3	
Recycle at home	96%	99%	93%	96%
Made efforts to make your home more energy efficient	67%	72%	75%	72%
Made efforts to conserve water	94%	78%	80%	83%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Wards			Overall
	Ward 1	Ward 2	Ward 3	
NOT under housing cost stress	66%	63%	58%	62%
Did NOT observe a code violation	59%	48%	51%	52%

The National Citizen Survey™

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Wards			Overall
	Ward 1	Ward 2	Ward 3	
Purchase goods or services from a business located in McMinnville	95%	98%	97%	97%
Economy will have positive impact on income	23%	24%	26%	25%
Work in McMinnville	49%	50%	52%	50%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Wards			Overall
	Ward 1	Ward 2	Ward 3	
Used McMinnville recreation centers or their services	60%	62%	61%	61%
Visited a neighborhood park or City park	87%	85%	87%	86%
Eat at least 5 portions of fruits and vegetables a day	80%	83%	84%	82%
Participate in moderate or vigorous physical activity	79%	88%	80%	83%
Reported being in "very good" or "excellent" health	47%	61%	58%	56%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Wards			Overall
	Ward 1	Ward 2	Ward 3	
Used McMinnville public libraries or their services	69%	61%	70%	66%
Participated in religious or spiritual activities in McMinnville	39%	45%	45%	43%
Attended a City-sponsored event	56%	59%	59%	58%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Wards			Overall
	Ward 1	Ward 2	Ward 3	
Campaigned or advocated for an issue, cause or candidate	25%	28%	21%	25%
Contacted McMinnville elected officials (in-person, phone, email or web) to express your opinion	21%	15%	18%	18%
Volunteered your time to some group/activity in McMinnville	42%	51%	42%	46%
Participated in a club	16%	39%	28%	29%
Talked to or visited with your immediate neighbors	97%	90%	95%	94%
Done a favor for a neighbor	82%	81%	88%	83%
Attended a local public meeting	20%	27%	17%	22%
Watched (online or on television) a local public meeting	14%	23%	22%	20%
Read or watch local news (via television, paper, computer, etc.)	83%	85%	78%	82%
Vote in local elections	88%	95%	83%	89%

The National Citizen Survey™

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	City Wards			Overall
	Ward 1	Ward 2	Ward 3	
Overall feeling of safety in McMinnville	93%	91%	88%	90%
Overall ease of getting to the places you usually have to visit	83%	72%	73%	76%
Quality of overall natural environment in McMinnville	77%	66%	79%	73%
Overall "built environment" of McMinnville (including overall design, buildings, parks and transportation systems)	72%	65%	73%	70%
Health and wellness opportunities in McMinnville	85%	72%	83%	79%
Overall opportunities for education and enrichment	86%	73%	84%	80%
Overall economic health of McMinnville	91%	90%	86%	89%
Sense of community	85%	79%	84%	82%

Table 29: Question 14

How much of a priority, if any, should it be for the City to address each of the following in the next five years? (Percent rating as "High priority" or "Medium priority").	City Wards			Overall
	Ward 1	Ward 2	Ward 3	
Upgrades to public facilities (i.e., public buildings, parking lots, storm water, drainage facilities, etc.)	91%	89%	91%	90%
Improvements to parks and open space	84%	75%	81%	79%
Improvements to public safety facilities (i.e., fire/police)	73%	86%	84%	82%
Improvements to City streets and sidewalks	99%	92%	97%	96%
Improvements to arts / cultural facilities	61%	54%	68%	61%
Availability of affordable housing	91%	83%	90%	88%
Downtown improvements	74%	78%	73%	75%

Table 30: Question 16

	City Wards			Overall
	Ward 1	Ward 2	Ward 3	
To increase the availability of housing within McMinnville, how strongly would you support, if at all, increasing the density of housing through apartment, condo or townhome developments?	77%	62%	72%	69%

The National Citizen Survey™

Table 31: Question 17

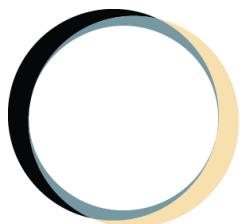
Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services?(Percent rating as "Major source" or "Minor source").	City Wards			Overall
	Ward 1	Ward 2	Ward 3	
City website (www.mcminnvilleoregon.gov)	87%	78%	80%	81%
Local media outlets (newspapers, radio, local television stations)	93%	90%	87%	90%
The local government cable Channel (Comcast Channel 11/Frontier Channel 29)	50%	48%	48%	49%
City information in the parks & rec brochure or water bill	89%	76%	86%	83%
City Council meetings and other public meetings	70%	68%	56%	65%
Talking with City officials	66%	58%	51%	58%
City communications via social media (i.e. Facebook, Twitter or YouTube)	65%	65%	62%	64%
Word-of-mouth	82%	84%	85%	84%

**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

# McMinnville, OR

Trends over Time

2016



**NRC**  
National Research Center Inc

2955 Valmont Road Suite 300  
Boulder, Colorado 80301  
n-r-c.com • 303-444-7863

**ICMA**

*Leaders at the Core of Better Communities*

777 North Capitol Street NE Suite 500  
Washington, DC 20002  
icma.org • 800-745-8780



# Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents' opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report discusses trends over time, comparing the 2016 ratings for the City of McMinnville to its previous survey results in 2011. Additional reports and technical appendices are available under separate cover.

Trend data for McMinnville represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Meaningful differences between survey years have been noted within the following tables as being "higher" or "lower" if the differences are greater than five percentage points between the 2011 and 2016 surveys, otherwise the comparison between 2011 and 2016 are noted as being "similar." Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in McMinnville for 2016 generally remained stable. Of the 88 items for which comparisons were available, 56 items were rated similarly in 2011 and 2016, 19 items showed a decrease in ratings and 13 showed an increase in ratings. Notable trends over time included the following:

- Within the pillar of Community Characteristics, ratings increased from 2011 to 2016 for the availability of paths and walking trails, the overall natural environment, employment opportunities, recreational opportunities and opportunities to attend cultural, arts and music activities. Ratings for feelings of safety in McMinnville's downtown/commercial area, the availability of affordable quality housing and housing options declined over time.
- Ratings for land and use, zoning and planning and economic development, both aspects of Governance, increased from 2011 to 2016. Several aspects of Mobility, including street repair and street lighting, also improved over time. However, ratings for other aspects of Mobility like sidewalk maintenance, traffic signal timing and bus or transit services declined from 2011 to 2016. Ratings also decreased for eight other aspects of Governance, including crime prevention, fire services, City parks, the value of services for taxes paid and the job the City does at welcoming citizen involvement.
- Rates of Participation were generally stable over time; however, there were a few notable exceptions. Compared to 2011, more residents in 2016 reported that the economy will have a positive impact on their income in the next six months, more reported voting in local elections and more residents were not under housing cost stress. However, fewer residents reported using McMinnville public libraries, volunteering, participating in a club and contacting McMinnville employees. Fewer residents also reported that they would recommend living in McMinnville to someone who asked in 2016.

The National Citizen Survey™

Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)		2016 rating compared to 2011	Comparison to benchmark	
	2011	2016		2011	2016
Overall quality of life	81%	84%	Similar	Similar	Similar
Overall image	77%	76%	Similar	Much higher	Similar
Place to live	89%	88%	Similar	Higher	Similar
Neighborhood	77%	75%	Similar	Lower	Similar
Place to raise children	82%	81%	Similar	Higher	Similar
Place to retire	76%	74%	Similar	Much higher	Similar
Overall appearance	82%	80%	Similar	Much higher	Similar

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)		2016 rating compared to 2011	Comparison to benchmark	
		2011	2016		2011	2016
Safety	Overall feeling of safety	NA	77%	NA	NA	Similar
	Safe in neighborhood	92%	89%	Similar	Higher	Similar
	Safe downtown/commercial area	93%	83%	Lower	Much higher	Similar
Mobility	Overall ease of travel	NA	69%	NA	NA	Similar
	Paths and walking trails	58%	66%	Higher	Similar	Similar
	Ease of walking	76%	79%	Similar	Much higher	Similar
	Travel by bicycle	58%	54%	Similar	Much higher	Similar
	Travel by public transportation	NA	36%	NA	NA	Similar
	Travel by car	64%	63%	Similar	Much higher	Similar
	Public parking	NA	47%	NA	NA	Similar
	Traffic flow	48%	45%	Similar	Higher	Similar
	Overall natural environment	79%	85%	Higher	Higher	Similar
Natural Environment	Cleanliness	79%	75%	Similar	Much higher	Similar
	Air quality	79%	84%	Similar	Much higher	Similar
Built Environment	Overall built environment	NA	68%	NA	NA	Similar
	New development in McMinnville	61%	57%	Similar	Similar	Similar
	Affordable quality housing	39%	24%	Lower	Similar	Lower
	Housing options	58%	34%	Lower	Similar	Lower
	Public places	NA	68%	NA	NA	Similar
Economy	Overall economic health	NA	57%	NA	NA	Similar
	Vibrant downtown/commercial area	NA	74%	NA	NA	Higher
	Business and services	62%	64%	Similar	Similar	Similar
	Cost of living	NA	42%	NA	NA	Similar
	Shopping opportunities	38%	38%	Similar	Much lower	Lower
	Employment opportunities	15%	28%	Higher	Much lower	Similar

The National Citizen Survey™

		Percent rating positively (e.g., excellent/good, very/somewhat safe)		2016 rating compared to 2011	Comparison to benchmark	
		2011	2016		2011	2016
	Place to visit	NA	79%	NA	NA	Higher
	Place to work	52%	56%	Similar	Lower	Similar
Recreation and Wellness	Health and wellness	NA	63%	NA	NA	Similar
	Mental health care	NA	36%	NA	NA	Similar
	Preventive health services	53%	53%	Similar	Lower	Similar
	Health care	46%	49%	Similar	Much lower	Similar
	Food	64%	67%	Similar	Higher	Similar
	Recreational opportunities	50%	57%	Higher	Much lower	Similar
	Fitness opportunities	NA	59%	NA	NA	Similar
	Religious or spiritual events and activities	79%	77%	Similar	Similar	Similar
	Cultural/arts/music activities	46%	61%	Higher	Much lower	Similar
	Adult education	NA	56%	NA	NA	Similar
Education and Enrichment	K-12 education	NA	62%	NA	NA	Similar
	Child care/preschool	35%	39%	Similar	Lower	Lower
	Social events and activities	61%	66%	Similar	Similar	Similar
	Neighborliness	NA	60%	NA	NA	Similar
Community Engagement	Openness and acceptance	56%	54%	Similar	Lower	Similar
	Opportunities to participate in community matters	65%	67%	Similar	Similar	Similar
	Opportunities to volunteer	79%	77%	Similar	Much higher	Similar

Table 3: Governance General

	Percent rating positively (e.g., excellent/good)		2016 rating compared to 2011	Comparison to benchmark	
	2011	2016		2011	2016
Services provided by McMinnville	78%	73%	Similar	Higher	Similar
Customer service	76%	73%	Similar	Much higher	Similar
Value of services for taxes paid	58%	48%	Lower	Much higher	Similar
Overall direction	58%	57%	Similar	Much higher	Similar
Welcoming citizen involvement	55%	47%	Lower	Much higher	Similar
Confidence in City government	NA	49%	NA	NA	Similar
Acting in the best interest of McMinnville	NA	52%	NA	NA	Similar
Being honest	NA	51%	NA	NA	Similar
Treating all residents fairly	NA	50%	NA	NA	Similar
Services provided by the Federal Government	36%	34%	Similar	Lower	Similar

The National Citizen Survey™

Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)		2016 rating compared to 2011	Comparison to benchmark		
		2011	2016		2011	2016	
Safety	Police	75%	73%	Similar	Similar	Similar	
	Fire	92%	86%	Lower	Similar	Similar	
	Ambulance/EMS	89%	85%	Similar	Similar	Similar	
	Crime prevention	61%	55%	Lower	Lower	Lower	
	Fire prevention	80%	77%	Similar	Similar	Similar	
	Animal control	NA	52%	NA	NA	Similar	
	Emergency preparedness	42%	47%	Similar	Much lower	Lower	
Mobility	Traffic enforcement	66%	63%	Similar	Similar	Similar	
	Street repair	32%	38%	Higher	Much lower	Similar	
	Street cleaning	66%	62%	Similar	Much higher	Similar	
	Street lighting	58%	64%	Higher	Similar	Similar	
	Snow removal	35%	47%	Higher	Much lower	Lower	
	Sidewalk maintenance	45%	38%	Lower	Lower	Lower	
	Traffic signal timing	52%	46%	Lower	Similar	Similar	
	Bus or transit services	61%	54%	Lower	Much higher	Similar	
	Garbage collection	89%	86%	Similar	Much higher	Similar	
	Recycling	88%	82%	Lower	Much higher	Similar	
Natural Environment	Yard waste pick-up	69%	72%	Similar	Similar	Similar	
	Drinking water	83%	82%	Similar	Much higher	Similar	
	Natural areas preservation	60%	64%	Similar	Similar	Similar	
	Open space	NA	64%	NA	NA	Similar	
	Storm drainage	63%	62%	Similar	Higher	Similar	
	Sewer services	83%	83%	Similar	Much higher	Similar	
Built Environment	Power utility	89%	87%	Similar	Much higher	Similar	
	Utility billing	NA	81%	NA	NA	Similar	
	Land use, planning and zoning	43%	49%	Higher	Similar	Similar	
	Code enforcement	39%	41%	Similar	Lower	Similar	
	Cable television	56%	49%	Lower	Similar	Similar	
	Economy	Economic development	32%	46%	Higher	Much lower	Similar
	Recreation and Wellness	City parks	89%	83%	Lower	Much higher	Similar
Recreation programs		76%	74%	Similar	Higher	Similar	
Recreation centers		71%	63%	Lower	Similar	Similar	
Health services		58%	58%	Similar	Lower	Similar	
Special events		NA	62%	NA	NA	Similar	
Education and Enrichment	Public libraries	88%	88%	Similar	Higher	Similar	
Community Engagement	Public information	64%	60%	Similar	Similar	Similar	

The National Citizen Survey™

Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2016 rating compared to 2011	Comparison to benchmark	
	2011	2016		2011	2016
Sense of community	71%	66%	Similar	Much higher	Similar
Recommend McMinnville	91%	85%	Lower	Much higher	Similar
Remain in McMinnville	86%	85%	Similar	Much higher	Similar
Contacted McMinnville employees	48%	35%	Lower	Much lower	Lower

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2016 rating compared to 2011	Comparison to benchmark	
		2011	2016		2011	2016
Safety	Stocked supplies for an emergency	NA	42%	NA	NA	Similar
	Did NOT report a crime	NA	69%	NA	NA	Similar
	Was NOT the victim of a crime	85%	81%	Similar	Similar	Similar
Mobility	Used public transportation instead of driving	NA	12%	NA	NA	Lower
	Carpooled instead of driving alone	NA	46%	NA	NA	Similar
	Walked or biked instead of driving	NA	64%	NA	NA	Similar
Natural Environment	Conserved water	NA	83%	NA	NA	Similar
	Made home more energy efficient	NA	72%	NA	NA	Similar
	Recycled at home	96%	96%	Similar	Much higher	Higher
Built Environment	Did NOT observe a code violation	NA	52%	NA	NA	Similar
	NOT under housing cost stress	53%	62%	Higher	Much lower	Similar
Economy	Purchased goods or services in McMinnville	NA	97%	NA	NA	Similar
	Economy will have positive impact on income	16%	25%	Higher	Similar	Similar
	Work in McMinnville	NA	50%	NA	NA	Similar
Recreation and Wellness	Used McMinnville recreation centers	64%	61%	Similar	Much higher	Similar
	Visited a City park	89%	86%	Similar	Much higher	Similar
	Ate 5 portions of fruits and vegetables	NA	82%	NA	NA	Similar
	Participated in moderate or vigorous physical activity	NA	83%	NA	NA	Similar
	In very good to excellent health	NA	56%	NA	NA	Similar
Education and Enrichment	Used McMinnville public libraries	75%	66%	Lower	Higher	Similar
	Participated in religious or spiritual activities	NA	43%	NA	NA	Similar
	Attended a City-sponsored event	NA	58%	NA	NA	Similar
Community Engagement	Campaigned for an issue, cause or candidate	NA	25%	NA	NA	Similar
	Contacted McMinnville elected officials	NA	18%	NA	NA	Similar

The National Citizen Survey™

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2016 rating compared to 2011	Comparison to benchmark	
	2011	2016		2011	2016
Volunteered	56%	46%	Lower	Much higher	Similar
Participated in a club	35%	29%	Lower	Higher	Similar
Talked to or visited with neighbors	NA	94%	NA	NA	Similar
Done a favor for a neighbor	NA	83%	NA	NA	Similar
Attended a local public meeting	22%	22%	Similar	Much lower	Similar
Watched a local public meeting	NA	20%	NA	NA	Similar
Read or watched local news	NA	82%	NA	NA	Similar
Voted in local elections	80%	89%	Higher	Much higher	Similar



**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

## McMinnville, OR

Open Ended Responses

2016



**NRC**

National Research Center Inc

2955 Valmont Road Suite 300  
Boulder, Colorado 80301  
n-r-c.com • 303-444-7863

**ICMA**

*Leaders at the Core of Better Communities*

777 North Capitol Street NE Suite 500  
Washington, DC 20002  
icma.org • 800-745-8780

# Contents

Summary ..... 1

Verbatim Responses to Open Ended Question ..... 2



The National Citizen Survey™  
© 2001-2016 National Research Center, Inc.

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

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



# Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. This report includes the verbatim responses to an open ended question included on The NCS 2016 survey for McMinnville. Additional reports and the technical appendices are available under separate cover.

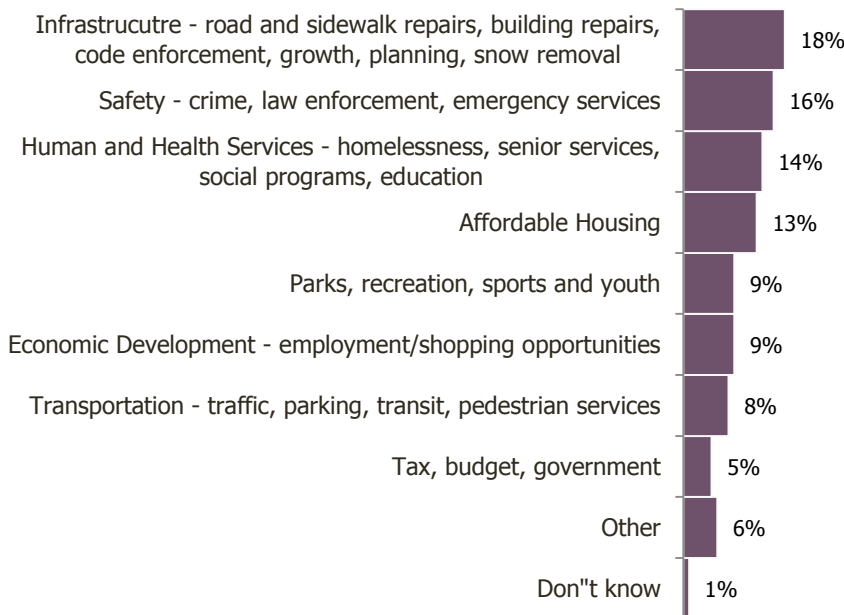
Respondents were asked to record their opinions about the top community for the City Council to address in the coming five years the following question:

- What single community need or issue would you like the City Council to prioritize in the next five years?

The verbatim responses were categorized by topic area and those topics are reported in the following chart with the percent of responses given in each category. Because some comments from residents covered more than a single topic, those verbatim responses are grouped by the first topic listed in each comment whenever a respondent mentioned more than a single topic.

Results from the open-ended question are best understood by reviewing the frequencies that summarize responses as well as the actual verbatim responses themselves. A total of 831 surveys were completed by McMinnville residents; of these, 555 respondents wrote in responses for the open-ended question. About 1 in 5 respondents cited a City infrastructure-related issue as their top priority for the City Council. Other commonly cited needs were safety-related issues (reported by 16% of respondents), human and health services concerns (14%) and affordable housing (13%).

Figure 1: Top City Council Priorities  
*What single community need or issue would you like the City Council to prioritize in the next five years?*



Total may exceed 100% as respondents could select more than one option.

# Verbatim Responses to Open Ended Question

The following pages contain the respondents' verbatim responses as written on the survey and have not been edited for spelling or grammar. Responses have been organized by coded topic areas.

## What single community need or issue would you like the City Council to prioritize in the next five years?

Infrastructure - road and sidewalk repairs, building repairs, code enforcement, growth, planning, snow removal

- 2nd Street sure needs work.
- addressing the speed limit on Alexandria St as there are quite a few school age children and a lot of cars appear to be speeding. Potential danger as there are no lights or crosswalks.
- All light signals need a left turn! Better cheaper sit down dining restaurants no more fast food, get the teenagers off the streets, they need a free center with activities for all.
- Build sidewalks where they are currently missing.
- City street lights, traffic lines printing (traffic bumps!). More/better crosswalks on Adams, Baker and Hwy 99 shopping area around Safeway/ Walmart/ Wines.
- City streets (mainly east of 99 (Baker St)), traffic signals on N&S 99 (Baker St) need to stay green longer for cross traffic on 2nd Street.
- City streets.
- Cleaning up Ford Street! Faster police response.
- Closing part of 3rd Street, brick the road and open to food, theatre, meeting areas etc. Like in Kansas City or Jerusalem. This would invigorate downtown, be a draw to the city & preserve downtown viability.
- Community strategic, planning and infrastructure - We have many areas to focus (safety, affordable housing, homelessness plan, parks and livability, downtown and NE Gateway development), having a strategic plan to coordinate efforts and investment on all of these fronts is critical. They are all interconnected.
- Condition of streets & bridges.
- Continue upgrades to all city streets fund the creation of designated pickleball courts.
- Demands on community from increasing population.
- Downtown street improvements sorely needed.
- Downtown, enhancement signage locating drainage, sidewalks, sign control, parking. Could be a real star on visitor tours more than know. Much more attention to overall community [?]. one trees we are.
- Drainage.
- Ease of travel through McMinnville & street improvement.
- Finish repairs of streets we voted for.
- Finish street repairs.
- Fix there streets.
- Fixing city streets and sidewalks.
- Fixing our streets & adding turn lanes/lights.
- Fixing sidewalks downtown (spots unsafe for disabled). Stop washing stones on Bcary or put in curb and gutter. Air quality needs to find the company &/or communities doing the offensive mell [?]. avenue and NE them.
- Fixing streets & sidewalks.
- Get the junk parked cars off the streets. Enforce the muffler laws on cars & trucks.
- Getting projects underway and completed from the bond passed a year ago.
- Government's job is to provide infrastructure, public safety, and uphold the laws equally to the residents. Remove the red tape for business.
- Guidelines or perhaps educating these businesses for yard maint., crews, blowing yard debris into our streets - needs to be picked up and hauled away not blown onto someone else's property or into the streets. Sidewalks on properties next to schools - i.e. McDonald - very dangerous near football field. (Happy one section was added this past summer).

- Hwy 99 - green it up; make it more walkable, bus shelters paint crosswalks at more intersections. Some streets are too narrow for parking on both sides & 2 way traffic - 12th St.
- Hwy 99W is an eyesore; more learning opportunities for adults.
- If planning more housing, there needs to be a better plan (on any plan) to improve traffic flow.
- If there is any money left out of the 40 million dollar bond that was until in, get the streets fixed and not bother with the near subdivision and work on the streets that were in this town for over 45 years, that was [?] past & the traffic pattern.
- Improve access to city center for west side residence.
- Improve sidewalks in downtown areas, on Third Street.
- Improve streets.
- Improvements to streets and sidewalks.
- Improving roads and the timing of traffic signal. There also need to be a turn signal by the highway on 2nd right next to the fire station
- Improving the streets
- Improving walkability/bike lanes and enforcing existing laws (speed limits, stopping at crosswalks, no texting!) that increase safety. I get hit or see others incl. school children on Davis who have to cross with no sidewalk on portion or cross walk in middle. Nearly get hit at least once a week.
- In 2014, we passed a measure to upgrade city streets, signal lights, lane improvement, bridges to this day, nothing has been done. Do your job and fix it and stop wasting our money!!
- Increase diversity and improve streets. Speed bumps in high traffic neighborhoods (i.e. Cleveland).
- Increasing commercial and residential land use areas
- Infrastructure - roads & sidewalks.
- Left Tom Lane at Hwy 99 & Cypress.
- Left turn signal light at 2nd & Adams/Baker.
- Maintain streets & sidewalks buildings. Safety of people & no dogs in the downtown area to squat stinks! No beggars or thieves! Keep our downtown image safe & clean!
- Make Chuck Colvin Ford put in sidewalk just like everyone else!!! 99W.
- Marijuana legalization & proliferation of access along Hwy 99 is right now changing the feel of McMinnville. So sad, what have you done?? Expect safety/ crime issues/ mental health issues/ homeless issues to escalate. So sad. Welcome to Denver. Don't feel safe anymore. Try walking McMinnville.
- Overcrowding of schools, city roads, infrastructure.
- Pave the main city street & remove pot holes.
- pedestrian and bike trails, lanes
- Properly develop all city streets and sidewalks. Also, addressing the needs of the homeless and how to better handle the influx of its population.
- Pruning tree branches so stop signs are visible for 200+ feet.
- Put a streetlight at the intersection of the 18 & SE Cruickshank Rd.
- Put outhouses (even portables) along walkways and other areas where runners and walkers frequent.
- Removal of the benches/kiosks on third street. They are not needed and only attract people who are a burden on the police and business owners
- Remove restaurant from seating on city sidewalks on 3rd St.
- Rental properties not up to code: roof, paint & too many damn cars parked on the lawn. Drug traffic & theft on 8th St decreasing our property value. Tieback Homes no siding in 10 years!!!
- Repair streets that our taxes were increased for yards and houses kept clear of garbage & unkept yards.
- Repair the streets, enforce crime prevention.
- Repair the streets.
- Repair unsafe sidewalks! Spruce up a repair McMinnville's oldest park (the one with the pool & library). It's upkeep is disappointing.
- Road & street improvement.
- Road and street pavement repairs, sidewalk repairs.
- Road repairs.
- Roads (falling apart & not maintained) & traffic (Baker & Adams mid afternoon is horrible).
- Roads and traffic flow.

- Roads.
- Roads.
- Safety of all city sidewalks, look at the sidewalks in front of Izzy's & Staples - uneven poor safety.
- Shutting down third street and making 2nd and 4th street one way. Marking one side of street for emergency vehicles.
- Side walks improvements. Better police service to help all in need or help to keep us safe. Thank you.
- Sidewalk maintenance and improvement.
- Sidewalks!!! They are either blocked, broken, or non-existent all over town. NE 27th & McDonald St (across from schools) as examples.
- Sidewalks, tree growth (control root system eroding sidewalks).
- Slow down growth so infrastructure isn't overwhelmed and sense of community is completely gone. Growth has lots of disadvantages. Too much traffic on highway & at shopping centers. (Doesn't feel safe).
- Stop spending money on building parks and improve the roads and bridges instead.
- Street & side walk repair - The corner of Wallace & Star Mill is very hazardous - We need relief for the traffic congestion at 2nd and Baker near library, police dept. etc.
- Street & traffic improvement & maintenance.
- Street and road improvements.
- Street and sidewalk repairs.
- Street and traffic improvements/maintenance, safe walkways across Hwys for school students (ex) Grandhaven - McDonald St to Patton and back.
- Street improvement in sewer repair area.
- Street improvement, roads are bad.
- Street improvements, on going downtown homeless - safety, I no longer go as I am tired of feeling harassed. Allow "big box" such as Target, Costco so travel out of the area would not be required.
- Street improvements.
- Street lighting in older residential areas.
- Street maintenance then police & fire & rescue services.
- Street maintenance.
- Street maintenance.
- Street repair and maintenance. Immediate repair of bridge on Three mile lane.
- Street repair.
- Street repairs, housing availability and affordability.
- Street ride on 3rd street rude, no enforcement of skateboarders on the sidewalk.
- Street/highway maintenance.
- Streets & sidewalks improvements & maintenance.
- Streets & walkways, clean up abandon housing old housing dist. safety.
- Streets and roads upgrades.
- Streets.
- Structuring a long term plan for McMinnville growth taking into account boundaries and expected population growth, zoning, expected traffic needs, transportation. I'd like to see some web page where the citizens can refer to these plans, know what the city should look like in ten, twenty and thirty years time.
- Testing of water fountains for lead in public buildings.
- The infrastructure of the roads. You can't add more density of population without adding or expanding roads. Traffic has gotten worse in McMinnville.
- There is no public restroom in downtown other than private businesses! When you gotta go, you gotta go!
- Third St sidewalks smoothed out and removal of sandwich board advertisements!
- Town widening streets 4 mirrors.
- Traffic and road improvements ongoing.
- Traffic light at 8th & Lafayette St instead of 5th Ave.
- Traffic lights at difficult intersections, availability of drug addiction rehab programs.
- Tree roots making sidewalks uneven thus increasing the danger of falling/injury to individuals.
- Upgrade 2nd, 3rd & 4th and downtown side streets - storm damage, s.walks, grate trees, way finding, underground utilities. Follow the 2005 plan.

- Use prisoners to cut weeds, pour consent for sidewalks where there are none now. Tree trimming in some areas needs help. More police to patrol.
- We pay taxes to repair the city streets? Why isn't it being done?

#### Safety - crime, law enforcement, emergency services

- "Single family dwellings" should be enforced!! - gangs.
- (1) Many members of police I've encountered are part of a good-old-boy network strongly tied through places last me Church on the Hill that makes it impossible to feel safe (Carver, Dean, etc). (2) Gangs and drugs are a much bigger issue than I see the shools and city admitting and addressing.
- 1) Public safety (fire & police staffing/ facilities). 2) Drugs & homelessness.
- A safe environment for all residents.
- Addressing the issue of the hostile/violent members of the homeless community. They're harming the city. More affordable housing opportunities.
- Animal control - far too many dogs nuisance barking. It's a quality of life issue. Need some authority to address it.
- Better police and fire. More protection.
- Better police assistance and better police leadership.
- City security.
- Cleaning up the rampid drug use at public parks.
- Crack down on gangs.
- Creating a vibrant downtown free of crime /vandalism for both day & night activities.
- Crime.
- Do something to fund drug treatment to get rid of the meth problem around here. Get rid of the meth and reduce the crime / increase safety.
- Drug trafficking & manufacturing gangs - public safety - traffic.
- Eliminating gang activity. Enforcing speed limit in school zones by issuing more tickets, and visibility of speed checks by radar.
- Emergency preparedness against both natural and man-made disasters. But I don't really know what steps have already been taken.
- Emergency preparedness for community.
- Emergency preparedness.
- Emergency response & shelters.
- Emergency services
- Emergency services.
- Fire and ambulance
- Fire and police
- Fire/police services
- Gang enforcement.
- Gang related activity and graffiti.
- Getting our police force level higher, adding police officers.
- Hiring more police officers.
- I would like to see a similar review board for the police department.
- Improvement in NE MCM for crime, vacant houses.
- Increase ratio of police officers to population.
- increase staffing and equipment for mcminnville fire. one inadequately staff fire apparatus for fire response is not sufficient.
- Increase the community's safety by expanding Police, Fire, and EMS size and capacity. With the current population of McMinnville there is not a safe ratio of Fire, EMS, and Police to safely patrol and respond to the needs of this community.
- Increase the police in SW Westvale (Perhaps 410 SW Westvale Street).
- Increased vandalism and transients in city owned land in my neighborhood in woods behind our house on Cypress St. Patrols to curb drinking and drug activity.
- Keep it as safe and crime-free as possible.

- Keep pace with needs of community in the area of public safety (police/fire).
- Law Enforcement
- Law Enforcement and dealing with the severe and growing gang population and crime in the city. The police do not have enough personnel to deal with the growing population.
- Law enforcement keep drugs and zombie houses free from homeless vandalism & drug houses.
- Less crimes.
- Mac Police needs to accept diversity & unite our community as a whole. No racial profiling!!
- Make McMinnville a safer place to live and affordable to live.
- Making the police responsible and ensuring they follow through with all jobs presented to them as they currently do not.
- More Police and Fire employees. Both departments cannot keep functioning at their current levels. Enough of allocating money towards art and the downtown corridor. The city needs more funds in the public safety sector.
- Need more ambulance & fire services. We are way behind and it's going to kill some one.
- Police and fire
- police and fire
- Police and fire support.
- Police conduct.
- police drug team in full force
- Police support.
- Police, fire/ems, and infrastructure(streets/parking)
- police/fire, streets, affordable housing, jobs and business development
- Public safety - cameras, equipment, training-personnel.
- Public safety - Fire & EMS response improvement. Better access to outlying areas.
- Public Safety Police/Fire
- Public Safety Police/Fire/Ambulance
- Public safety and McMinnville's sharp decline into a city where people detest working. Not because of the place or people, but because of the work conditions.
- Public safety overall. Police and fire. Homelessness.
- Public safety should be primary focus after ignoring it for a decade or better
- Public Safety solely
- Public safety! Police and then fire
- Public safety!!!
- Public safety, better planning.
- Public safety.
- Public safety.
- Public Safety. More then one fire station and more police officers.
- Public safety/affordable housing.
- Public Safety-police, fire, and ambulance services.
- Public Safety to meet the demand of growth and tourism
- Raise the police officer per thousand ratio to a better than average level.
- Safety - gang issues.
- Safety - gang violence - drugs.
- Safety - health care.
- Safety & parks.
- Safety and affordable housing
- Safety for our families while in parks, walking & shopping. This used to be a safe city, now we cannot feel safe. Vagrants - graffiti and lack of respect for personal property.
- Safety, affordable housing.
- Safety/beauty downtown, library services.
- The lack of staffing in both the police department and fire department. How can they do preventative work when they have to answer back to back calls all day long with no time for lunch breaks. Their quality and care is bound to suffer at some time due t the sheer number of calls they must respond too. Officers of high quality

will start to leave this area secondary to being overworked. This city used to be a coveted department particularly with law enforcement. Now no one wants to work here.

- The need for more safety. I've lived here 14 years. It's just my opinion. I moved here from Newberg. I'd worked in Beaverton schools 14 years and then 12 years in Yamhill County. I loved McMinnville schools. My oldest son received scholarship to Linfield also when I moved. There did not seem like there was as much crime. I feel more surveillance police at night. Thank you!
- We have a drug house in our neighborhood - Police know this, but nothing seems to be done to clean it up. (SW Hawthorne St) something should be done with cat population. Too many run wild.
- We need to get the shootings and the drug problem under control. There's a lot of places that should have sidewalks that don't. There's potholes and messed up spots in roads that are so bad you either get your tires knocked out of alignment or you get to fix a part on your car. I wish there was more opportunities to socialize for people who are introverts. There needs to be a dog control for here; Yamhill County dog control does not have enough resources or staff for the inflation that has occurred. There's an entire section of road that needs to be repaved because it's sunk in that's located between Rite Aid and New to You. I want McMinnville to be as nice and peaceful as it was when I was a kid. I want criminals to understand they aren't welcome here. I want this place to be family friendly again.
- We would like immediate action to curtail the drug problem in McMinnville. We feel the city is not addressing the problem in a timely manner. The homeless addicts are saturating the downtown area and the local neighborhoods. The Co-op church is not being a good neighbor by enabling the heroin addicts. It is tarnishing the reputation of the city of McMinnville.

#### Human and Health Services - homelessness, senior services, social programs, education

- Address the homeless issue.
- Assimilate hispanics. Supply homeless shelter.
- Better health & wellness center. (Bend has the best I've seen).
- Better vocational opportunities in high schools, better clinic for low-income folk, healthier school meals for all children in public schools. Better information about voting opportunities.
- Build a new High School!
- Constructively deal with the onslaught of new homeless street people who have arrived since the well-intentioned but poorly thought-out actions of our "people of faith". I think we have become well intentioned "enablers" and risk killing the goose that lays the golden eggs
- Correcting the homeless problem McMinnville has.
- Develop inter cultural opportunities.
- Don't know. Maybe improved plans for homeless.
- Education, jobs, affordable housing and affordable daycare
- Education: Academic, tech training.
- Ending homelessness in a kind and humane way.
- Enhance or encourage anti drug & anti alcohol education.
- Ensuring the homeless population does not increase and become problematic. I lived in the Portland Metro area and left there because of the ridiculous homeless epidemic and nothing being done about it by city officials.... i.e allowing it and not doing anything to protect the actual taxpayers who had to deal with it.
- Finding a building for homeless people to go instead of dundering[?] our street corners.
- Fix Homelessness in the City. There are many people living in their cars and pan handling on the streets.
- Funding mental health better, I've been a victim of a crime twice new by homeless people that needed help. So tired of it!
- Getting rid of the growing number of homeless and or drug users on Third St and surrounding streets. Making Third St a smoke free environment.
- Getting sketchy/bad people off of 3rd St. or decreasing the amount of homeless people in the downtown area.
- Give more attention to the Senior Center. It almost appears as a 'for profit org'. Also not aware most there 'seniors' do not go out at night. Also many cannot afford the fees. This should be considered a 'social service'.
- Having 2 high schools, each with a smaller population. Availability of housing.
- Help senior citizens to have rides to doctor & hospital even though you are not on the Oregon Health Plan. Sometimes we are not able to drive to these places. Even if you have too much money to qualify. We still need to get there. We had a problem with this already.

- Homeless & panhandling.
- Homeless & vagrants downtown is a major deterrent to enjoying downtown & spending time/money there.
- Homeless community's
- Homeless issue.
- Homeless issues.
- Homeless people.
- Homeless people.
- Homeless population near churches and downtown.
- Homeless reach out centers - help centers. Campsites designated away from in town.
- Homeless shelters & mental support health for disadvantages.
- HOMELESS SITUATION CRIME BECAUSE OF IT
- Homeless, drugs, gangs, young people's needs & street kids, more police visible.
- Homeless.
- Homeless.
- Homelessness
- Homelessness & crime. Really question the need for recreational Marijuana shops. It is a health hazard & contributes to criminal activity. It is a bad influence on our youth, just like smoking cigarettes are. Drug use of any kind gives the community a negative appearance & reputation!
- Homelessness / lack of affordable rental housing.
- Homelessness.
- Homelessness.
- Homelessness.
- Homelessness.
- Homelessness.
- Homelessness.
- Homelessness.
- Homelessness.
- Housing for the homeless.
- Housing for the homeless.
- I feel there needs to be a bigger or more homeless shelters.
- If McMinnville lets homeless get started like Portland you are done!-prioritize?
- Improve usage of parks for seniors & disabled.
- Increased Homeless in the downtown areas! It's getting out of control and becoming a Mecca for the homeless population. Not safe!
- Jobs and housing for adults with developmental disabilities.
- Mental health & substance abuse support for our homeless community members. Affordable housing for low income and working class families.
- More resources for the homeless/needy. Let's try to rid or contain the huge heroin addiction we have going on in our community.
- Need more education facilities/schools for high school education.
- Our future for our children. Education and future jobs for our children - (quality imp).
- Our homeless issue & urban sprawl.
- Pan handlers- loitering, homeless downtown/safety.
- Please where people sleeping on the streets have a place to go to put their tents up and feel safe.
- Remove homeless from downtown. So customers & shopowners feel safe & secure.
- Schools - smaller class sizes, better support for high needs kids, more class choices/opportunities at high school/middle school level, more after school choices for parents/kids.
- Shelter the homeless.
- Support for at risk youth.
- The city of McMinnville should have a Latino/Hispanic group to advise and to be involved in the decision-making of the city. There is a lack of services geared toward Latinos and opportunities for engagement/ cultural, educational opportunities are lackin as well as a lack of personnel who are Latino and who can understand and work effectively across cultures. I would like to see, and I would love to be part of a group who



can meet monthly with the city council and mayor and/or attend city council meeting where Latino issues and needs are discussed and taken into consideration and to work toward common goals. A great example is the city of Hillsboro, Oregon who involved all of its citizens in the vision of a city and even has an event honoring the Latino ontributions. In talking to latino community members there is a longing and a need to voice our opinions/concerns and our wanting to work alongside the community in finding solutions to issues and problems that affect us as a Latino community. More emphais should be put into bringing us/reaching out to the Latino community and serving them as we are residents and taxpayers. We feel that as taxpayers, we should be represented by the city council and mayor and that our voices and concerns should be voiced nd heard. There is a lack of services across the city government at all levels geared for Latinos and Spanish-speaking Latinos as there is a lack of signage in both languages at various city wide buildings, such as Library, Swimming pools, parks, etc.

- The homeless and drug issues.
- The homeless count is rising - making pot more accessible isn't going to help that issue who thought of allowing pot shops into McMinnville? We didn't need them!!
- The homeless people downtown & the mess they leave. Third St is unsafe & filthy because of them.
- The homeless situation is getting out of hand. It's everywhere, in town not good. Parks are getting worse. They need somewhere else to go.
- The homeless situation needs taken care of. They need to have a safe place to go.
- The quickly growing homeless population. The drugs, littering, stealing from my yard/porch, yelling/fighting mainly by me churches near 3rd St.
- We need to have housing, mental and health services for our homeless community right away.
- What could be none for people that are homeless.
- Work to actually improve the schools so that my children, don't have to go through the hard times I did.

#### Affordable Housing

- (Affordable housing), (homelessness).
- Adequate low income housing - street & sidewalk improvements.
- Affordable and low-income housing.
- Affordable housing - we do need to address the multiple causes of homelessness.
- Affordable housing & it's positive effects.
- Affordable housing and mental health care access.
- Affordable housing and mental health services.
- Affordable housing areas that are kept up (not like Fenton St). Nicer apartments like those near Redmond Hill Rd. Create nicer trailer parks unlike the one west of the [?].
- Affordable housing to lessen homeless community.
- Affordable housing which would decrease the homeless issue (mental health opportunities as well would help).
- Affordable housing! We are retired with we hope enough money to live comfortably. There are many in Mac who need an affordable place to live!
- Affordable housing, homeless shelter & transitional housing with more support of alcohol/drug & mental health & dental/medical care.
- Affordable housing, more help for the homeless.
- Affordable housing, more recreation/shopping facilities.
- Affordable housing, rents are increased randomly at will.
- Affordable housing, sidewalk repair.
- Affordable housing, traffic relief.
- Affordable housing.
- Affordable housing.
- Affordable housing.
- Affordable housing.
- Affordable housing.
- Affordable housing.
- Affordable housing.
- Affordable housing.
- Affordable housing.
- Affordable housing.

- Affordable housing.
- Affordable housing.
- Affordable housing.
- Affordable housing.
- Affordable housing.
- Affordable housing.
- Affordable housing.
- Affordable housing.
- Affordable housing.
- Affordable housing. Enforcing use of bike helmets.
- Affordable single family homes.
- Capping rent increases and anything but their own personal agenda.
- Cost-efficient housing
- Eradicate modular housing.
- Housing
- Housing
- Housing - affordable, less homeless. Less access to drugs (heroin, etc).
- Housing - move the UGB so we can build.
- Housing - too many run-down neighborhoods.
- Housing affordable.
- Housing for low income and affordable housing. More jobs in McMinnville, living wage jobs!
- Housing in the area of apartment, etc. Renting is on a 2-yr wait list. Employment, jobs are hard to get here.
- Housing!
- Housing, affordable! Jobs, decent pay for all ages, traffic lights!!
- Housing, schools.
- Housing.
- Housing.
- Housing.
- Housing. My rent keeps going up!
- Housings & homeless.
- Increasing affordable housing.
- Low cost homes/rent and not packed like a Sardine! People need room!
- Low cost housing for low income people end homeless. Thank goodness for people like Toth.
- Low income housing!
- Low income housing.
- More affordable housing and restaurants with parking spaces, not downtown. Less people from other states moving in.
- Over building leads to sub standard housing.
- Real affordable housing with rent control.
- The lack of affordable housing for all income levels not just low income families.
- To address the housing shortage for full-time working professionals. I hope that "affordable" housing is not just going to focus on the population who qualifies for Section 8. As we continue to attract businesses the offer positions with good living wags, we should make sure that individuals are able to live and spend in McMinnville, rather than commuting from another community.
- To not allow new housing developments to construct such narrow streets. I live on the west end of second street. Brand new streets here are so narrow that once cars are parked on both sides, one can barely squeeze through. There is a REAL concern about safety also. These neighborhoods are home to many young children and our streets are a real safety concern....Thx
- To stop rent raises and to get rid of the meth and heroin dealers.

#### Parks, recreation, sports and youth

- Activity center for the pre teens & teenagers to keep them off the streets & have something to do besides gang groups!

- Affordable activities for youths in parks & rec & schools. To much pay to play attitude.
- An easily accessible location inside for kids (6th-12th grade) to be out of the weather, comfortably visit where they could have drink, vending machines (sandwiches, chips, something to drink, fresh fruit or fruit cups, nuts and selection of foods that they would choose for themselves). Music of their choice, tables and chairs, games (cards, chess, backgammon, cribbage). Open 12noon - 12midnight 7 days a wk.
- As I took this survey along with some things I recently tried to do, I feel something is competing for people's time for involvement in activities at the various sports and recreational facilities. Something has changed over the last few years. I used to ear about many common activities such as pickup basketball, ping pong, and other sports going on all of the time. Now, the recreational center seems to be a ghost of its past self. I also used to hear more music opportunities in various places. Now, it seems like the wineries are all the rage. It makes me wonder if the winery and brewery focus has detracted a great deal of opportunities from many of us who don't consume alcohol. It is the main factor that is leading me to move away. I don't mind people wh want to drink alcohol, but I don't care for it either. And economically, while a boon for a few, it seems a bane for many.
- Athletic facility for the town, have you seen how nice Lincoln city's is?
- Avoiding urban sprawl - preserving wide-open spaces and farmland.
- Better bathroom services in parks.
- Better parts and trail systems.
- Better recreational facilities
- Bike trails.
- Building a sports facility (SYL facility) for teens. Not enough outlets for teens.
- Building a YMCA-type facility for families & teens.
- Creating more recreation facilities.
- I would like a focus on sustainable development that keeps intact the open space and natural areas around the city. I know affordable housing is important (I've been looking to buy a house for a year), but it's also important to keep the character of thisplace intact. Sprawl is ugly. I would love to see a change in the housing code to allow dwarf goats on lots smaller than a half acre. Thank you!
- I would like to see a pet friendly environment in Parks! Also dog training offered through Parks and Rec. And a solid environmental plan for the south of McMinnville.
- I'd like to see an outdoor public pool that is affordable to many families in the community.
- Improve recreation facilities like public pool/city parks.
- Improve the parks & provide more funding for maintenance of such.
- Improvement on affordable recreational activities for kids
- Indoor play area for kids 10 & under in the winter months.
- More parkland & open space.
- More parks, green areas, walking paths.
- More pickleball courts.
- More places for teens. We have to many wine shops. Lets focus on our kids, give them more opportunities.
- More safe recreation for teenagers. Not all kids are into sports.
- New Rec Center (especially swimming pool).
- Our community needs places/ activities/ programs for out teen youth.
- Outdoor recreation - biking trails, river/lake access fishing, etc.
- Preservation of natural areas - open space, farmlands, greenbelts.
- Providing more recreational community events or activities such as sports for special needs children.
- Remodeling/updating community center building.
- Safe walking/running trails.
- Some type of program for teens such as clubs, work or volunteer program. Support system for teens. A program for homeless to meet needs of housing work, health, food, freeze on rent to help keep people in housing.
- Tennis courts, outdoor swim pool YMCA type!
- The library and pool being open longer would be great. Opening a preschool with discounted tuition for families willing to do a service for the community would get people more involved and educate who otherwise wouldn't.
- Walking and biking trails.

- Would like to see the City Library open longer hours. Also would like to see a complete makeover of the city pool - the last time was over 30 yrs ago!

### Economic Development - employment/shopping opportunities

- A local Costco!
- Adding more opportunity for employment. Adding affordable housing. Addressing mental issues problems.
- Affordable rental housing.
- Art & culture facilities.
- Arts & cultural facility.
- As many jobs as possible for people who need work.
- Attracting business to our community i.e. (Fred Meyer or Costco) would create jobs and revenue.
- Attracting new business growth.
- Bring a Costco into town, more family sit down restaurants to outer parts of town rather than 3rd Street.
- Bring a craft supply store (like Michaels) into McMinnville!!
- Bring in a Costco or outlet mall for shopping. Many friends & neighbors drive out of town to shop at Costco. Keep business local with more variety. Shopping downtown is catered to tourists not local communities. Also improve streets.
- Bring in bigger bus. Like = Costco.
- Bring more businesses to the community, not Marijuana growers or distributors but shops with merchandise such as clothing products for the home, crofting supplies, gardening. Business that would provide better job opportunities.
- Building a Costco, we need better and more shopping!
- Clean-up downtown. Overall impression could be improved, which in turn would grow businesses & revenue.
- Commercial development along Hill road.
- Costco in town.
- Costco in town.
- Costco, decent restaurants instead of yuppie places on 3rd St. Fix Adams/Baker/2nd St intersection.
- Economic growth and development
- Economic growth, new job opportunities, incentivizing businesses, attracting new companies.
- Encourage more development business & housing.
- Expanding city limits to allow more affordable residential building lots.
- Expanding the urban growth boundary.
- Fill up all of our empty stores!
- Getting Fred Meyer here and better clothing stores. Shopping is poor here.
- Getting some decent store & restaurants in town. Like Fred Meyer. There's no decent shopping for food, clothes, etc. Elmer's Restaurant, Sizzler.
- Good paying jobs, bringing in more industry which equates to better paying jobs, people being able to buy a home and pay into property tax system to grow our city.
- Growing McMinnville with more modern stores, & schools. Hiring more police officer to keep the community safe and building more homes, & cutting down property taxes.
- Have raise health service. Fred Meyers grocery store. Drive to Salem we shop & eat get gas etc.
- I do not want McMinnville's power & water resources to be given away to other cities and communities that are near to us. This is one reason I've lived here for 35 yrs.
- I work in Tualatin (26 miles) because I cannot find a job in McMinnville that pays enough, or even find a job in McMinnville.
- Improvements of arts and culture. (A venue for live performance for example).
- Incentives for business/job opportunities.
- Job opportunities with good paying wages. We also need more shopping ops - Trader Joe's, Costco, etc.
- Job opportunities. More shopping choices. Bring jobs & options. Please let there be more than Walmart.
- Jobs
- Jobs with good wages rather than minimum wage.
- Jobs! Creating more jobs at a livable wage! Until then help provide subsidies for shelter and food.
- Jobs.

- Lack of decent jobs in this town.
- Lafayette/Riverside development & transit Hill Road West acreage - 2nd High School.
- Let Costco or one like it build, more restaurant chains, more emphasis on street repair - Baker & Adams and 12th St between Baker & Adams. Just a few that need attention.
- McMinnville needs less wineries & more shopping opportunities. You have to go at least 25-30 miles for decent shopping. Most people do not have the extra means & cost to travel that far. There are 25 small places to shop, & with the growth that is happening, there should also be growth in some decent stores.
- More economic development in this town #1.
- More effort to attract businesses that residents currently travel outside of city limits to purchase goods (i.e Costco).
- More family restaurants that don't cater to the wine industry. Encourage Costco, Fred Meyer, Target or?? to come to Mac. Pave streets on the east side of town!
- More quality affordable family restaurants - too many fast food places & high priced cuisine/wine dining places cater more to your local people & not so much to the tourists.
- More stores and restaurants! Ex: Target, Applebees, Buffalo Wild Wings.
- Need more choices of restaurants, such as steak houses or buffet.
- Obtaining Costco and/or Fred Meyer stores.
- Planned development (particularly housing density) which will severely impact road congestion and street parking. Several roadways in the city incur parking on both sides, which do not allow for cars to pass. Cause = dense living!
- Quality mid-price dining/ better stores for shopping.
- Residential businesses in neighborhoods ruin the liveability of the neighborhood - destroy quality of life!
- Small business assistance.
- Stop so many wineries coming in and get back to community who can shop on 3rd St but tourists not McMinn dwellers.
- Supporting growth of small business in McMinnville with programs for business education, etc.
- Urban growth boundaries.
- We need better restaurants have enough first food. We need a Costco or other big store. Leave the Landfill alone.
- We need some more industry to bring in more jobs.
- Why they haven't pushed getting Costco here.
- Would like to see more stores for shopping. All McMinnville seems to do any thing dealing with just wine - that seems to be their only concern. Not every one likes wine or drink. Get more things also for.

#### Transportation - traffic, parking, transit, pedestrian services

- 1a. Reroute auto traffic off 3rd street!! 1b. Continuous bicycle lanes traversing east-west & north-south.
- Allocate all public spending for bus service and public transportation and parking lots. NO NEW CONSTRUCTION OF ANY KIND OTHERWISE. Return to The Commons - that is The Public Domain the bus service and the City Council so that both are no longer privatized. Complete transparency of all public records and complete public access to all city records without having to make an appointment and be "supervised." - which means - digitizing it all and putting it all on-line and searchable on demand. Demilitarize the police department, make drug testing for steroids and other stimulants mandatory, test all current and future applicants to screen for narcissistic and sociopathic personality traits, and mandate daily yoga and meditation. Getting rid of all conflicts of interest of elected officials, and the administration in Planning Dept so that the developers no longer plan any development. Completely decouple all influence of the developers from all public policy-making. Use the power of Eminent Domain to condemn all rental properties and turn them into private family housing under an Urban Homesteading Act. The City needs to keep its mitts off grass-roots democratic actions like Neighborhood Associations or it will find itself in Federal Court up against the ACL.
- Better schedule buses.
- Buses/public transportation.
- Downtown parking: shorten certain yellow curbs! Re-route huge trucks away from 3rd street. Better doctors.
- Encourage light rail to Yamhill County.
- Finish bypass!

- Mass transit.
- McMinnville is becoming a large city and traffic congestion is becoming a major issue, especially of the intersection of 99W and 2nd Street. I have witnessed on several occasions where our public safety services can not leave their facilities due to traffic be in backed up. When lives are on the line there can't be wasted time because of traffic.
- More parking for 3rd street visitors. Annex Westward Community to bring them public water.
- My biggest safety concern in McMinnville (and elsewhere) is the hazard of distracted drivers. This is a much bigger concern than ticketing "speeders" in so-called "school zones". Enforcement needs to address the multitude of drivers managing their phones.
- Need to let the buses run longer and later, Sat, Sundays for more people to get to the stores and to work.
- Parking in downtown area.
- Public transportation (buses); routes are limited to a few major streets, difficult for people who can't walk far to use the bus. No shelters on most of the stops, this a rainy climate.
- Public transportation.
- Street expansion and associated traffic control
- The traffic is terrible in city limits. You need to find a way to ease it.
- Traffic congestion.
- Traffic flow & light timing.
- Traffic flow & parking.
- Traffic flow and parking downtown.
- Traffic flow is a joke - one or more street signal turn & no one is there - others are so short at rush hour is can be backed up 3 blocks, because only 4 or 5 cars can go thru at a time.
- Traffic flow, downtown parking.
- Traffic flow, mostly Baker St & Adams.
- Traffic flow, then housing, then bringing in new business.
- Traffic flow.
- Traffic issue on 2nd St and 99W and housing/rent is super expensive.
- Traffic issues.
- Traffic on Lafayette Ave.
- Traffic patterns on the downtown area, especially 2nd St.
- Traffic problem.
- Traffic! Solutions.
- Traffic, parks, A/P, outlets, farmers mkts.
- Traffic, the leaves.
- Traffic.
- Transportation (LE), bus service (more), housing (affordable).
- Transportation (which will bring more diverse industry out here!). Making city more walkable. Continue transit. Consider train service, etc. to Portland.
- Transportation development.
- Transportation needs.
- Transportation to provide easier ways seniors and non-drivers can get around-very important.
- Transportation within McMinnville and surrounding communities, e.g, those along the Highway 99 corridor. I feel isolated living here!
- Variety of transportation.

#### Tax, budget, government

- Consider limiting or reducing the number of pot shops. Do we really need 7 within our city limits???
- Control property taxes. Housing is already expensive, the high property taxes make owning a home even harder.
- Costs of food and materials are rising faster that cost of living for social security checks.
- Create invitations to project committees of McMinnville residents could increase good will and feelings of ownership in a more intimate setting that perhaps McMinnville residents could have meaningful input and be heard.

- Cut back on taxes! Stop relying on bonds as a major money source!
- Efficient use of taxes.
- Find a good city manager.
- Keep taxes & bond measures down!
- Lower property taxes.
- Lower taxes and the burden on its citizens. The council seems to POUR money into parks which I consider to be ok during times of affluence, however not as it is today. We are hurting and the middle class is tired of giving, giving, giving to those who chose not to contribute. Side note. I really dislike the seeming plan to put tons of money in the pocket of those on the council, ie. builders and developers by swapping out land deemed to remain undeveloped, for subdivisions that overwhelm the interior streets with a variety of cars making it impassable to the emergency services if God forbid they are needed. My street, Summerfield, would be impossible for a fire truck to help us at the end of the culdesac. How this plan was approved is beyond my comprehension. People these days, for unknown reasons to me, fill their garages with junk and leave their multiple cars out on the street. Times that with any single family event at any given time and the cars are everywhere making it dangerous as well as the frustration to navigate.
- Lower taxes on housing and lower rent payments.
- Lowering property taxes. Keeping utility cost low. Keeping us safe when "The Really Big One" hits.
- Make the sewer cheaper and the lights and water too.
- Making the City General Service employees feel like the city is a great place to work again, giving them raises instead of giving unions all the benefits. General Service employees live in the community and have suffered years of "no raises or freezes" while unions continue with increased wages.
- Minimize tax increase.
- Minimize wasteful spending and efficiently utilize current tax revenues to fund major infrastructure improvements and maintenance projects. Do it without bonds.
- More doctors - less property tax - hard for seniors to have tax go up with no cola or low cola.
- No further property tax increases. Appropriately use the money collected better. Quit developing all of the farmland to housing projects where the houses are 5 feet apart.
- Not using public resources for "politically correct" causes, like the "environment".
- Open city government that treats newcomers with respect.
- Property tax breaks for senior citizens so that they can remain in their homes after retirement.
- Property taxes are high. There should be some relief by other means, as on sales of toys of the "well healed".
- Reduce taxes.
- Reducing taxes.
- Replace new city manager - she sucks.
- Seeing that any new bond measures are only proposed and sold only after existing bonds have been paid. Overall economy has not improved enough to allow additional tax burdens.
- Spending our tax money wisely, we already pay too much.
- Stabilize the property tax increases!
- Stop taxing us to death - or you won't have any citizens left.
- Take care of your city employees. Pay them a competitive wage and provide reasonable out of pocket health insurance. There has been a mass exodus of long time City employees in the past few years. You cannot replace someone's 10, 15, 20+ years of service to the City. Years of service to McMinnville should be valued. Treat ALL employees fairly.
- Take waste out of the processes of city admin by implementing lean and reducing property taxes. "Lean in govt".
- Water, taxes. My experience with small claims court and judge Longfellow very disappointing & shitcan his ass.
- We have a very divided city Council. Too much name - calling and turf fighting.

## Other

- Address the weed problem. McMinnville must be the Dandelion Capital of Oregon.
- Air pollution.
- Air quality - particularly the smell of the Landfill. We live near downtown and some mornings/days when I walk out of my house, if the wind blows the wrong way, rather than smelling fresh air, it stinks! People will not want to shop, wine taste, or stay somewhere that stinks; they will not want to buy homes in my neighborhood.
- Burn codes.
- Closing of dump
- Closing the dump.
- Decrease the city dumps - Trash mtn.
- Diversity in our community.
- Garbage dump - No expansion.
- Gay people.
- Have better people who work together.
- How to get rid of tweakers in your neighborhood?
- I find it so unappealing the different toxic smells that I smell in McMinnville. Is it the landfill Recology? Same industry?
- Improvements.
- Make parents & children aware and teach them pride in a clean home and grounds - respect to all around them. It is not a responsibility of the town but of the individuals themselves. If do not have TV cable etc or internet unable to afford these and early AM - 3am to 6am radio (local) is not monitored by live and is not reliable
- Make your surveys shorter and more to the point.
- McMinnville
- Need better (alot better) air quality in Lafayette Street area. Stop street sweeping on gravel streets doesn't do anything. Make sure streets near and around schools have curb and gutters (no gravel). Need a store (like 8 Hopke or Kohs) to compete against Walmart.
- Racial equality - serve the hispanic community as much as the white community.
- Save farm land.
- Sense of community - our town is very diverse and I still see much disparity in socio-economic and race relations in our "community-sponsored" events.
- Support the McMinnville community.
- Stop expansion of the dump!
- Stop nationalizing private neighborhoods.
- Stop off campus living by Linfield college students. They are ruining our family neighborhoods with their trash and lack of courtesy to tax paying residents!!!!
- Support homeward bound pets.
- The co-op ministries. They support drug abuse, enable drug use, and don't provide church service. Shut em down.
- There is a large problem with illegal immigrants who commit multiple crimes & get no punishment. We need tougher regulations on letting them out. I'm a believer in deportation!
- There is a vibrant cadre of young professionals in Mac who take pride in the place we live, continuing local support of downtown community activities is essential to keeping that social fabric tight as the city continues to grow and evolve.
- Use more social media outlets to advertise community events & functions.
- Waste disposal.
- Why do many M.D's leave McMinnville and foreign doctor's partially replace them?



## Don't know

- Don't know at this time.
- Don't know.
- Don't know.
- Haven't lived here long enough to make a comment.
- Just moved here, so have no opinion.
- N/A
- So many - unsure.
- Too new to this community to know of its needs.
- Unsure.



**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

# McMinnville, OR

Technical Appendices

2016



**NRC**  
National Research Center Inc

2955 Valmont Road Suite 300  
Boulder, Colorado 80301  
n-r-c.com • 303-444-7863

**ICMA**

*Leaders at the Core of Better Communities*

777 North Capitol Street NE Suite 500  
Washington, DC 20002  
icma.org • 800-745-8780

# Contents

Appendix A: Complete Survey Responses .....	1
Appendix B: Benchmark Comparisons .....	21
Appendix C: Detailed Survey Methods .....	30
Appendix D: Survey Materials .....	35



The National Citizen Survey™  
© 2001-2016 National Research Center, Inc.

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

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

# Appendix A: Complete Survey Responses

## Responses excluding “don’t know”

The following pages contain a complete set of responses to each question on the survey, excluding the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 1: Question 1

Please rate each of the following aspects of quality of life in McMinnville:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
McMinnville as a place to live	35%	N=286	53%	N=438	10%	N=83	2%	N=14	100%	N=821
Your neighborhood as a place to live	31%	N=254	44%	N=359	21%	N=169	4%	N=37	100%	N=820
McMinnville as a place to raise children	30%	N=221	51%	N=372	16%	N=118	3%	N=22	100%	N=732
McMinnville as a place to work	19%	N=135	37%	N=261	32%	N=224	12%	N=88	100%	N=708
McMinnville as a place to visit	35%	N=274	45%	N=352	18%	N=138	3%	N=25	100%	N=789
McMinnville as a place to retire	33%	N=237	42%	N=301	20%	N=148	5%	N=37	100%	N=724
The overall quality of life in McMinnville	26%	N=214	58%	N=473	14%	N=116	2%	N=16	100%	N=818

Table 2: Question 2

Please rate each of the following characteristics as they relate to McMinnville as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in McMinnville	18%	N=145	59%	N=471	14%	N=114	9%	N=72	100%	N=801
Overall ease of getting to the places you usually have to visit	23%	N=182	46%	N=363	26%	N=209	5%	N=36	100%	N=790
Quality of overall natural environment in McMinnville	26%	N=203	58%	N=456	13%	N=105	2%	N=16	100%	N=780
Overall "built environment" of McMinnville (including overall design, buildings, parks and transportation systems)	13%	N=101	55%	N=436	27%	N=215	4%	N=35	100%	N=788
Health and wellness opportunities in McMinnville	16%	N=121	47%	N=362	29%	N=223	8%	N=64	100%	N=771
Overall opportunities for education and enrichment	16%	N=123	50%	N=377	28%	N=211	5%	N=41	100%	N=752
Overall economic health of McMinnville	9%	N=64	49%	N=356	33%	N=245	9%	N=68	100%	N=732
Sense of community	18%	N=138	49%	N=374	27%	N=209	6%	N=49	100%	N=771
Overall image or reputation of McMinnville	22%	N=175	53%	N=418	19%	N=148	6%	N=44	100%	N=786

Table 3: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
	%	N	%	N	%	N	%	N	%	N
Recommend living in McMinnville to someone who asks	43%	N=340	42%	N=328	10%	N=80	5%	N=39	100%	N=788
Remain in McMinnville for the next five years	61%	N=471	24%	N=183	8%	N=63	7%	N=54	100%	N=772

Table 4: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	61%	N=484	27%	N=216	5%	N=37	4%	N=29	3%	N=23	100%	N=790
In McMinnville's downtown/commercial area during the day	45%	N=354	37%	N=292	9%	N=71	6%	N=44	3%	N=20	100%	N=780

The National Citizen Survey™

Table 5: Question 5

Please rate each of the following characteristics as they relate to McMinnville as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	5%	N=37	40%	N=315	37%	N=290	18%	N=139	100%	N=781
Ease of public parking	7%	N=58	40%	N=307	36%	N=275	17%	N=133	100%	N=774
Ease of travel by car in McMinnville	14%	N=111	49%	N=379	30%	N=234	6%	N=50	100%	N=773
Ease of travel by public transportation in McMinnville	8%	N=30	28%	N=100	33%	N=120	31%	N=112	100%	N=363
Ease of travel by bicycle in McMinnville	11%	N=59	43%	N=231	34%	N=185	12%	N=64	100%	N=539
Ease of walking in McMinnville	23%	N=174	56%	N=424	17%	N=128	4%	N=33	100%	N=759
Availability of paths and walking trails	21%	N=150	45%	N=320	24%	N=169	11%	N=77	100%	N=716
Air quality	27%	N=210	56%	N=430	13%	N=101	3%	N=24	100%	N=765
Cleanliness of McMinnville	19%	N=152	56%	N=437	21%	N=162	4%	N=30	100%	N=781
Overall appearance of McMinnville	21%	N=166	58%	N=455	18%	N=140	2%	N=17	100%	N=779
Public places where people want to spend time	19%	N=139	49%	N=368	26%	N=193	6%	N=48	100%	N=748
Variety of housing options	7%	N=50	26%	N=188	35%	N=246	32%	N=226	100%	N=710
Availability of affordable quality housing	6%	N=40	18%	N=123	33%	N=222	43%	N=296	100%	N=681
Fitness opportunities (including exercise classes and paths or trails, etc.)	15%	N=112	44%	N=320	33%	N=240	8%	N=57	100%	N=728
Recreational opportunities	11%	N=82	46%	N=342	31%	N=230	11%	N=84	100%	N=739
Availability of affordable quality food	22%	N=171	45%	N=349	24%	N=184	9%	N=68	100%	N=773
Availability of affordable quality health care	12%	N=92	36%	N=268	37%	N=277	14%	N=103	100%	N=740
Availability of preventive health services	12%	N=83	41%	N=289	35%	N=244	12%	N=85	100%	N=700
Availability of affordable quality mental health care	10%	N=51	26%	N=128	30%	N=146	34%	N=167	100%	N=492

Table 6: Question 6

Please rate each of the following characteristics as they relate to McMinnville as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	8%	N=32	31%	N=122	35%	N=137	26%	N=104	100%	N=395
K-12 education	18%	N=102	44%	N=242	30%	N=168	8%	N=43	100%	N=556
Adult educational opportunities	12%	N=71	44%	N=262	34%	N=202	10%	N=60	100%	N=595
Opportunities to attend cultural/arts/music activities	16%	N=108	45%	N=299	29%	N=194	9%	N=62	100%	N=664
Opportunities to participate in religious or spiritual events and activities	28%	N=165	50%	N=297	20%	N=120	3%	N=17	100%	N=599
Employment opportunities	6%	N=39	22%	N=134	46%	N=285	25%	N=156	100%	N=614
Shopping opportunities	8%	N=59	31%	N=233	40%	N=302	22%	N=165	100%	N=758
Cost of living in McMinnville	7%	N=54	35%	N=263	42%	N=322	16%	N=123	100%	N=761
Overall quality of business and service establishments in McMinnville	10%	N=73	54%	N=408	31%	N=230	6%	N=43	100%	N=754
Vibrant downtown/commercial area	25%	N=190	49%	N=366	23%	N=170	4%	N=27	100%	N=753
Overall quality of new development in McMinnville	10%	N=62	47%	N=308	32%	N=211	11%	N=72	100%	N=654
Opportunities to participate in social events and activities	14%	N=97	52%	N=359	29%	N=200	6%	N=40	100%	N=696
Opportunities to volunteer	26%	N=165	51%	N=324	20%	N=129	2%	N=16	100%	N=634
Opportunities to participate in community matters	20%	N=115	48%	N=279	27%	N=161	5%	N=32	100%	N=587
Openness and acceptance of the community toward people of diverse backgrounds	12%	N=76	43%	N=277	32%	N=210	13%	N=87	100%	N=651
Neighborliness of residents in McMinnville	14%	N=104	46%	N=337	31%	N=229	8%	N=60	100%	N=730

The National Citizen Survey™

Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	17%	N=131	83%	N=641	100%	N=772
Made efforts to make your home more energy efficient	28%	N=216	72%	N=549	100%	N=765
Observed a code violation or other hazard in McMinnville (weeds, abandoned buildings, etc.)	52%	N=398	48%	N=365	100%	N=763
Household member was a victim of a crime in McMinnville	81%	N=622	19%	N=145	100%	N=767
Reported a crime to the police in McMinnville	69%	N=527	31%	N=242	100%	N=768
Stocked supplies in preparation for an emergency	58%	N=445	42%	N=326	100%	N=770
Campaigned or advocated for an issue, cause or candidate	75%	N=577	25%	N=190	100%	N=768
Contacted the City of McMinnville (in-person, phone, email or web) for help or information	65%	N=503	35%	N=267	100%	N=770
Contacted McMinnville elected officials (in-person, phone, email or web) to express your opinion	82%	N=633	18%	N=136	100%	N=769

Table 8: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in McMinnville?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used McMinnville recreation centers or their services	13%	N=96	17%	N=133	31%	N=235	39%	N=297	100%	N=761
Visited a neighborhood park or City park	19%	N=149	30%	N=229	37%	N=284	14%	N=105	100%	N=766
Used McMinnville public libraries or their services	13%	N=96	22%	N=167	31%	N=239	34%	N=258	100%	N=760
Participated in religious or spiritual activities in McMinnville	13%	N=96	15%	N=118	15%	N=116	57%	N=434	100%	N=765
Attended a City-sponsored event	3%	N=20	10%	N=73	46%	N=352	42%	N=316	100%	N=761
Used bus, rail, subway or other public transportation instead of driving	4%	N=30	2%	N=17	6%	N=46	88%	N=670	100%	N=763
Carpooled with other adults or children instead of driving alone	13%	N=98	15%	N=112	18%	N=141	54%	N=414	100%	N=764
Walked or biked instead of driving	21%	N=161	20%	N=152	23%	N=174	36%	N=275	100%	N=762
Volunteered your time to some group/activity in McMinnville	12%	N=94	13%	N=101	20%	N=156	54%	N=415	100%	N=767
Participated in a club	7%	N=50	12%	N=93	10%	N=77	71%	N=537	100%	N=757
Talked to or visited with your immediate neighbors	41%	N=315	30%	N=229	23%	N=175	6%	N=49	100%	N=769
Done a favor for a neighbor	20%	N=154	26%	N=203	37%	N=286	17%	N=127	100%	N=770

Table 9: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	1%	N=10	3%	N=23	17%	N=129	78%	N=589	100%	N=751
Watched (online or on television) a local public meeting	2%	N=13	6%	N=44	13%	N=95	80%	N=610	100%	N=763

The National Citizen Survey™

Table 10: Question 10

Please rate the quality of each of the following services in McMinnville:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Police/Sheriff services	25%	N=170	49%	N=334	17%	N=119	9%	N=65	100%	N=687
Fire services	38%	N=236	48%	N=304	10%	N=62	4%	N=28	100%	N=629
Ambulance or emergency medical services	36%	N=229	49%	N=308	11%	N=67	4%	N=27	100%	N=630
Crime prevention	10%	N=57	45%	N=261	28%	N=160	17%	N=98	100%	N=576
Fire prevention and education	20%	N=117	57%	N=335	18%	N=105	5%	N=29	100%	N=585
Traffic enforcement	11%	N=73	52%	N=343	26%	N=171	11%	N=75	100%	N=661
Street repair	7%	N=49	32%	N=231	36%	N=264	25%	N=185	100%	N=730
Street cleaning	13%	N=99	49%	N=360	30%	N=219	8%	N=58	100%	N=736
Street lighting	12%	N=92	52%	N=382	27%	N=201	8%	N=61	100%	N=736
Snow removal	9%	N=45	37%	N=182	35%	N=172	18%	N=89	100%	N=487
Sidewalk maintenance	6%	N=44	32%	N=225	39%	N=278	23%	N=161	100%	N=708
Traffic signal timing	7%	N=48	40%	N=285	36%	N=257	18%	N=128	100%	N=719
Bus or transit services	9%	N=33	45%	N=161	28%	N=99	18%	N=63	100%	N=356
Garbage collection	30%	N=212	56%	N=403	11%	N=82	3%	N=20	100%	N=717
Recycling	30%	N=221	52%	N=379	12%	N=85	6%	N=44	100%	N=729
Yard waste pick-up	24%	N=126	47%	N=243	18%	N=94	10%	N=53	100%	N=515
Storm drainage	14%	N=91	48%	N=320	28%	N=186	10%	N=70	100%	N=667
Drinking water	38%	N=282	44%	N=319	13%	N=94	5%	N=38	100%	N=732
Sewer services	26%	N=177	57%	N=396	14%	N=97	3%	N=20	100%	N=689
Power (electric and/or gas) utility	42%	N=310	46%	N=337	11%	N=83	1%	N=10	100%	N=740
Utility billing	34%	N=249	47%	N=347	14%	N=106	5%	N=35	100%	N=737
City parks	37%	N=268	46%	N=331	15%	N=109	1%	N=10	100%	N=719
Recreation programs or classes	22%	N=130	52%	N=300	20%	N=114	6%	N=36	100%	N=581
Recreation centers or facilities	17%	N=105	46%	N=276	29%	N=176	8%	N=47	100%	N=604
Land use, planning and zoning	10%	N=47	39%	N=188	37%	N=177	14%	N=68	100%	N=480
Code enforcement (weeds, abandoned buildings, etc.)	8%	N=41	33%	N=177	38%	N=202	22%	N=115	100%	N=536
Animal control	9%	N=45	43%	N=224	28%	N=146	20%	N=101	100%	N=516
Economic development	8%	N=43	38%	N=204	40%	N=213	14%	N=73	100%	N=533
Health services	11%	N=71	47%	N=298	33%	N=211	9%	N=55	100%	N=634
Public library services	32%	N=203	56%	N=352	11%	N=69	1%	N=7	100%	N=630
Public information services	12%	N=63	47%	N=245	31%	N=160	9%	N=49	100%	N=518
Cable television	12%	N=63	37%	N=201	31%	N=170	20%	N=107	100%	N=542
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	7%	N=29	40%	N=172	33%	N=141	20%	N=88	100%	N=430
Preservation of natural areas such as open space, farmlands and greenbelts	13%	N=80	51%	N=301	24%	N=141	12%	N=70	100%	N=591
McMinnville open space	11%	N=65	53%	N=318	28%	N=170	8%	N=50	100%	N=602
City-sponsored special events	11%	N=65	51%	N=299	31%	N=181	7%	N=43	100%	N=588
Overall customer service by McMinnville employees (police, receptionists, planners, etc.)	19%	N=127	54%	N=355	18%	N=121	9%	N=57	100%	N=660

The National Citizen Survey™

Table 11: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
The City of McMinnville	16%	N=117	56%	N=404	21%	N=149	7%	N=47	100%	N=717
The Federal Government	6%	N=39	28%	N=179	40%	N=256	27%	N=172	100%	N=646

Table 12: Question 12

Please rate the following categories of McMinnville government performance:	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to McMinnville	7%	N=44	41%	N=266	38%	N=246	14%	N=89	100%	N=645
The overall direction that McMinnville is taking	9%	N=58	48%	N=329	29%	N=200	14%	N=92	100%	N=679
The job McMinnville government does at welcoming citizen involvement	10%	N=53	37%	N=204	35%	N=191	19%	N=104	100%	N=552
Overall confidence in McMinnville government	8%	N=50	41%	N=271	35%	N=228	17%	N=111	100%	N=659
Generally acting in the best interest of the community	10%	N=63	42%	N=277	34%	N=220	14%	N=93	100%	N=653
Being honest	10%	N=61	41%	N=245	33%	N=197	16%	N=95	100%	N=599
Treating all residents fairly	9%	N=55	41%	N=259	34%	N=212	16%	N=101	100%	N=627

Table 13: Question 13

Please rate how important, if at all, you think it is for the McMinnville community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in McMinnville	53%	N=397	38%	N=287	9%	N=66	1%	N=7	100%	N=756
Overall ease of getting to the places you usually have to visit	24%	N=181	51%	N=386	21%	N=159	3%	N=26	100%	N=753
Quality of overall natural environment in McMinnville	28%	N=207	46%	N=341	22%	N=167	4%	N=31	100%	N=746
Overall "built environment" of McMinnville (including overall design, buildings, parks and transportation systems)	24%	N=179	46%	N=342	28%	N=207	3%	N=22	100%	N=750
Health and wellness opportunities in McMinnville	35%	N=263	44%	N=330	17%	N=131	3%	N=24	100%	N=748
Overall opportunities for education and enrichment	37%	N=275	43%	N=325	17%	N=127	3%	N=22	100%	N=749
Overall economic health of McMinnville	46%	N=347	43%	N=321	11%	N=81	0%	N=2	100%	N=751
Sense of community	36%	N=272	46%	N=346	16%	N=122	2%	N=12	100%	N=752

Table 14: Question 14

How much of a priority, if any, should it be for the City to address each of the following in the next five years?	High priority		Medium priority		Not at priority		Total	
Upgrades to public facilities (i.e., public buildings, parking lots, storm water, drainage facilities, etc.)	39%	N=289	51%	N=377	10%	N=75	100%	N=742
Improvements to parks and open space	28%	N=205	52%	N=381	21%	N=152	100%	N=739
Improvements to public safety facilities (i.e., fire/police)	45%	N=330	37%	N=277	18%	N=135	100%	N=742
Improvements to City streets and sidewalks	54%	N=403	41%	N=307	4%	N=31	100%	N=741
Improvements to arts / cultural facilities	16%	N=122	44%	N=327	39%	N=291	100%	N=739
Availability of affordable housing	63%	N=469	25%	N=187	12%	N=93	100%	N=749
Downtown improvements	23%	N=169	53%	N=392	25%	N=184	100%	N=746



The National Citizen Survey™

Table 15: Question 15

Which of the following projects are you willing to fund with additional taxes (please select all that apply):	Percent	Number
Street and traffic improvements and maintenance	52%	N=377
Fire/ambulance services	45%	N=331
Police services	48%	N=348
Creating more recreation facilities	24%	N=174
Downtown improvements	16%	N=117
Library service	25%	N=183
Increasing affordable housing	46%	N=339
None of the above	16%	N=117
<b>Total</b>	<b>100%</b>	<b>N=731</b>

Total may exceed 100% as respondents could select more than one option.

Table 16: Question 16

To increase the availability of housing within McMinnville, how strongly would you support, if at all, increasing the density of housing through apartment, condo or townhome developments?	Percent	Number
Strongly support	25%	N=168
Somewhat support	45%	N=304
Somewhat oppose	15%	N=102
Strongly oppose	16%	N=106
<b>Total</b>	<b>100%</b>	<b>N=680</b>

Table 17: Question 17

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:	Major source		Minor source		Not a source		Total	
	Percent	N	Percent	N	Percent	N	Percent	N
City website (www.mcminnvilleoregon.gov)	44%	N=314	37%	N=266	19%	N=135	100%	N=715
Local media outlets (newspapers, radio, local television stations)	48%	N=346	42%	N=308	10%	N=74	100%	N=727
The local government cable Channel (Comcast Channel 11/Frontier Channel 29)	11%	N=80	37%	N=266	51%	N=364	100%	N=711
City information in the parks & rec brochure or water bill	33%	N=237	51%	N=364	17%	N=120	100%	N=721
City Council meetings and other public meetings	16%	N=116	48%	N=343	35%	N=250	100%	N=710
Talking with City officials	17%	N=117	42%	N=295	42%	N=296	100%	N=708
City communications via social media (i.e. Facebook, Twitter or YouTube)	29%	N=204	36%	N=255	36%	N=256	100%	N=715
Word-of-mouth	42%	N=304	42%	N=300	16%	N=117	100%	N=721

The National Citizen Survey™

Table 18: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	1%	N=9	3%	N=19	5%	N=38	23%	N=172	68%	N=518	100%	N=756
Purchase goods or services from a business located in McMinnville	2%	N=12	2%	N=12	9%	N=68	58%	N=438	30%	N=224	100%	N=755
Eat at least 5 portions of fruits and vegetables a day	2%	N=17	15%	N=114	34%	N=252	35%	N=259	14%	N=106	100%	N=747
Participate in moderate or vigorous physical activity	2%	N=19	15%	N=109	33%	N=249	34%	N=254	16%	N=118	100%	N=749
Read or watch local news (via television, paper, computer, etc.)	6%	N=43	12%	N=93	21%	N=158	30%	N=228	31%	N=231	100%	N=753
Vote in local elections	6%	N=48	4%	N=33	10%	N=73	17%	N=131	62%	N=466	100%	N=751

Table 19: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	15%	N=116
Very good	40%	N=303
Good	32%	N=243
Fair	9%	N=65
Poor	3%	N=24
Total	100%	N=752

Table 20: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	5%	N=38
Somewhat positive	19%	N=146
Neutral	52%	N=389
Somewhat negative	19%	N=139
Very negative	5%	N=37
Total	100%	N=748

Table 21: Question D4

What is your employment status?	Percent	Number
Working full time for pay	54%	N=408
Working part time for pay	9%	N=65
Unemployed, looking for paid work	4%	N=28
Unemployed, not looking for paid work	2%	N=15
Fully retired	31%	N=237
Total	100%	N=752

The National Citizen Survey™

Table 22: Question D5

Do you work inside the boundaries of McMinnville?	Percent	Number
Yes, outside the home	46%	N=319
Yes, from home	4%	N=30
No	50%	N=348
Total	100%	N=698

Table 23: Question D6

How many years have you lived in McMinnville?	Percent	Number
Less than 2 years	13%	N=100
2 to 5 years	19%	N=145
6 to 10 years	15%	N=110
11 to 20 years	19%	N=144
More than 20 years	34%	N=257
Total	100%	N=756

Table 24: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	58%	N=437
Building with two or more homes (duplex, townhome, apartment or condominium)	30%	N=223
Mobile home	9%	N=65
Other	3%	N=24
Total	100%	N=749

Table 25: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	40%	N=297
Owned	60%	N=443
Total	100%	N=740

Table 26: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	4%	N=32
\$300 to \$599 per month	13%	N=97
\$600 to \$999 per month	28%	N=204
\$1,000 to \$1,499 per month	34%	N=247
\$1,500 to \$2,499 per month	16%	N=115
\$2,500 or more per month	5%	N=36
Total	100%	N=731

The National Citizen Survey™

Table 27: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	64%	N=477
Yes	36%	N=270
Total	100%	N=747

Table 28: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	68%	N=508
Yes	32%	N=240
Total	100%	N=748

Table 29: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	23%	N=165
\$25,000 to \$49,999	24%	N=173
\$50,000 to \$99,999	32%	N=232
\$100,000 to \$149,999	14%	N=101
\$150,000 or more	6%	N=47
Total	100%	N=719

Table 30: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	85%	N=631
Yes, I consider myself to be Spanish, Hispanic or Latino	15%	N=110
Total	100%	N=741

Table 31: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	2%	N=16
Asian, Asian Indian or Pacific Islander	2%	N=15
Black or African American	1%	N=4
White	87%	N=650
Other	11%	N=82

Total may exceed 100% as respondents could select more than one option.

The National Citizen Survey™

Table 32: Question D15

In which category is your age?	Percent	Number
18 to 24 years	7%	N=55
25 to 34 years	21%	N=153
35 to 44 years	15%	N=109
45 to 54 years	18%	N=133
55 to 64 years	13%	N=94
65 to 74 years	15%	N=108
75 years or older	12%	N=93
Total	100%	N=746

Table 33: Question D16

What is your sex?	Percent	Number
Female	54%	N=400
Male	46%	N=343
Total	100%	N=743

Table 34: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	70%	N=525
Land line	18%	N=135
Both	12%	N=92
Total	100%	N=752

The National Citizen Survey™

Responses including “don’t know”

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 35: Question 1

Please rate each of the following aspects of quality of life in McMinnville:	Excellent		Good		Fair		Poor		Don't know		Total	
McMinnville as a place to live	35%	N=286	53%	N=438	10%	N=83	2%	N=14	0%	N=0	100%	N=821
Your neighborhood as a place to live	31%	N=254	44%	N=359	21%	N=169	4%	N=37	0%	N=1	100%	N=821
McMinnville as a place to raise children	27%	N=221	46%	N=372	14%	N=118	3%	N=22	10%	N=83	100%	N=815
McMinnville as a place to work	17%	N=135	32%	N=261	28%	N=224	11%	N=88	12%	N=95	100%	N=803
McMinnville as a place to visit	34%	N=274	43%	N=352	17%	N=138	3%	N=25	3%	N=24	100%	N=813
McMinnville as a place to retire	29%	N=237	37%	N=301	18%	N=148	5%	N=37	11%	N=87	100%	N=810
The overall quality of life in McMinnville	26%	N=214	58%	N=473	14%	N=116	2%	N=16	0%	N=2	100%	N=820

Table 36: Question 2

Please rate each of the following characteristics as they relate to McMinnville as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall feeling of safety in McMinnville	18%	N=145	59%	N=471	14%	N=114	9%	N=72	0%	N=0	100%	N=802
Overall ease of getting to the places you usually have to visit	23%	N=182	46%	N=363	26%	N=209	5%	N=36	0%	N=1	100%	N=791
Quality of overall natural environment in McMinnville	26%	N=203	58%	N=456	13%	N=105	2%	N=16	1%	N=7	100%	N=787
Overall "built environment" of McMinnville (including overall design, buildings, parks and transportation systems)	13%	N=101	55%	N=436	27%	N=215	4%	N=35	1%	N=4	100%	N=792
Health and wellness opportunities in McMinnville	15%	N=121	46%	N=362	28%	N=223	8%	N=64	3%	N=22	100%	N=793
Overall opportunities for education and enrichment	16%	N=123	48%	N=377	27%	N=211	5%	N=41	5%	N=39	100%	N=790
Overall economic health of McMinnville	8%	N=64	45%	N=356	31%	N=245	9%	N=68	7%	N=58	100%	N=790
Sense of community	18%	N=138	48%	N=374	27%	N=209	6%	N=49	2%	N=15	100%	N=786
Overall image or reputation of McMinnville	22%	N=175	53%	N=418	19%	N=148	6%	N=44	1%	N=7	100%	N=792

Table 37: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in McMinnville to someone who asks	43%	N=340	41%	N=328	10%	N=80	5%	N=39	1%	N=5	100%	N=792
Remain in McMinnville for the next five years	60%	N=471	23%	N=183	8%	N=63	7%	N=54	2%	N=19	100%	N=791

Table 38: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	61%	N=484	27%	N=216	5%	N=37	4%	N=29	3%	N=23	0%	N=1	100%	N=791
In McMinnville's downtown/commercial area during the day	45%	N=354	37%	N=292	9%	N=71	6%	N=44	3%	N=20	1%	N=8	100%	N=788

The National Citizen Survey™

Table 39: Question 5

Please rate each of the following characteristics as they relate to McMinnville as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	5%	N=37	40%	N=315	37%	N=290	18%	N=139	0%	N=2	100%	N=783
Ease of public parking	7%	N=58	39%	N=307	35%	N=275	17%	N=133	1%	N=7	100%	N=780
Ease of travel by car in McMinnville	14%	N=111	49%	N=379	30%	N=234	6%	N=50	1%	N=6	100%	N=779
Ease of travel by public transportation in McMinnville	4%	N=30	13%	N=100	16%	N=120	15%	N=112	53%	N=405	100%	N=767
Ease of travel by bicycle in McMinnville	8%	N=59	30%	N=231	24%	N=185	8%	N=64	30%	N=231	100%	N=769
Ease of walking in McMinnville	23%	N=174	55%	N=424	16%	N=128	4%	N=33	2%	N=16	100%	N=775
Availability of paths and walking trails	19%	N=150	41%	N=320	22%	N=169	10%	N=77	8%	N=61	100%	N=777
Air quality	27%	N=210	56%	N=430	13%	N=101	3%	N=24	1%	N=9	100%	N=774
Cleanliness of McMinnville	19%	N=152	56%	N=437	21%	N=162	4%	N=30	0%	N=1	100%	N=782
Overall appearance of McMinnville	21%	N=166	58%	N=455	18%	N=140	2%	N=17	0%	N=2	100%	N=781
Public places where people want to spend time	18%	N=139	47%	N=368	25%	N=193	6%	N=48	4%	N=29	100%	N=777
Variety of housing options	6%	N=50	24%	N=188	32%	N=246	29%	N=226	9%	N=70	100%	N=780
Availability of affordable quality housing	5%	N=40	16%	N=123	29%	N=222	38%	N=296	12%	N=91	100%	N=772
Fitness opportunities (including exercise classes and paths or trails, etc.)	14%	N=112	41%	N=320	31%	N=240	7%	N=57	7%	N=51	100%	N=779
Recreational opportunities	11%	N=82	44%	N=342	29%	N=230	11%	N=84	5%	N=41	100%	N=780
Availability of affordable quality food	22%	N=171	45%	N=349	24%	N=184	9%	N=68	1%	N=7	100%	N=779
Availability of affordable quality health care	12%	N=92	34%	N=268	35%	N=277	13%	N=103	5%	N=42	100%	N=782
Availability of preventive health services	11%	N=83	37%	N=289	31%	N=244	11%	N=85	10%	N=75	100%	N=775
Availability of affordable quality mental health care	7%	N=51	16%	N=128	19%	N=146	21%	N=167	37%	N=286	100%	N=778

Table 40: Question 6

Please rate each of the following characteristics as they relate to McMinnville as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	4%	N=32	16%	N=122	18%	N=137	14%	N=104	48%	N=361	100%	N=756
K-12 education	13%	N=102	32%	N=242	22%	N=168	6%	N=43	27%	N=204	100%	N=760
Adult educational opportunities	9%	N=71	35%	N=262	27%	N=202	8%	N=60	22%	N=163	100%	N=758
Opportunities to attend cultural/arts/music activities	14%	N=108	39%	N=299	26%	N=194	8%	N=62	13%	N=95	100%	N=759
Opportunities to participate in religious or spiritual events and activities	22%	N=165	39%	N=297	16%	N=120	2%	N=17	22%	N=167	100%	N=766
Employment opportunities	5%	N=39	18%	N=134	38%	N=285	21%	N=156	19%	N=145	100%	N=759
Shopping opportunities	8%	N=59	30%	N=233	39%	N=302	21%	N=165	2%	N=12	100%	N=770
Cost of living in McMinnville	7%	N=54	34%	N=263	42%	N=322	16%	N=123	1%	N=10	100%	N=771
Overall quality of business and service establishments in McMinnville	9%	N=73	53%	N=408	30%	N=230	6%	N=43	2%	N=16	100%	N=770
Vibrant downtown/commercial area	25%	N=190	48%	N=366	22%	N=170	4%	N=27	2%	N=17	100%	N=770
Overall quality of new development in McMinnville	8%	N=62	40%	N=308	28%	N=211	9%	N=72	14%	N=110	100%	N=763
Opportunities to participate in social events and activities	13%	N=97	47%	N=359	26%	N=200	5%	N=40	9%	N=70	100%	N=766
Opportunities to volunteer	22%	N=165	43%	N=324	17%	N=129	2%	N=16	17%	N=126	100%	N=760
Opportunities to participate in community matters	15%	N=115	37%	N=279	22%	N=161	4%	N=32	21%	N=159	100%	N=746
Openness and acceptance of the community toward people of diverse backgrounds	10%	N=76	36%	N=277	28%	N=210	11%	N=87	15%	N=111	100%	N=762
Neighborliness of residents in McMinnville	14%	N=104	44%	N=337	30%	N=229	8%	N=60	4%	N=33	100%	N=763

The National Citizen Survey™

Table 41: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	17%	N=131	83%	N=641	100%	N=772
Made efforts to make your home more energy efficient	28%	N=216	72%	N=549	100%	N=765
Observed a code violation or other hazard in McMinnville (weeds, abandoned buildings, etc.)	52%	N=398	48%	N=365	100%	N=763
Household member was a victim of a crime in McMinnville	81%	N=622	19%	N=145	100%	N=767
Reported a crime to the police in McMinnville	69%	N=527	31%	N=242	100%	N=768
Stocked supplies in preparation for an emergency	58%	N=445	42%	N=326	100%	N=770
Campaigned or advocated for an issue, cause or candidate	75%	N=577	25%	N=190	100%	N=768
Contacted the City of McMinnville (in-person, phone, email or web) for help or information	65%	N=503	35%	N=267	100%	N=770
Contacted McMinnville elected officials (in-person, phone, email or web) to express your opinion	82%	N=633	18%	N=136	100%	N=769

Table 42: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in McMinnville?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used McMinnville recreation centers or their services	13%	N=96	17%	N=133	31%	N=235	39%	N=297	100%	N=761
Visited a neighborhood park or City park	19%	N=149	30%	N=229	37%	N=284	14%	N=105	100%	N=766
Used McMinnville public libraries or their services	13%	N=96	22%	N=167	31%	N=239	34%	N=258	100%	N=760
Participated in religious or spiritual activities in McMinnville	13%	N=96	15%	N=118	15%	N=116	57%	N=434	100%	N=765
Attended a City-sponsored event	3%	N=20	10%	N=73	46%	N=352	42%	N=316	100%	N=761
Used bus, rail, subway or other public transportation instead of driving	4%	N=30	2%	N=17	6%	N=46	88%	N=670	100%	N=763
Carpooled with other adults or children instead of driving alone	13%	N=98	15%	N=112	18%	N=141	54%	N=414	100%	N=764
Walked or biked instead of driving	21%	N=161	20%	N=152	23%	N=174	36%	N=275	100%	N=762
Volunteered your time to some group/activity in McMinnville	12%	N=94	13%	N=101	20%	N=156	54%	N=415	100%	N=767
Participated in a club	7%	N=50	12%	N=93	10%	N=77	71%	N=537	100%	N=757
Talked to or visited with your immediate neighbors	41%	N=315	30%	N=229	23%	N=175	6%	N=49	100%	N=769
Done a favor for a neighbor	20%	N=154	26%	N=203	37%	N=286	17%	N=127	100%	N=770

Table 43: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	1%	N=10	3%	N=23	17%	N=129	78%	N=589	100%	N=751
Watched (online or on television) a local public meeting	2%	N=13	6%	N=44	13%	N=95	80%	N=610	100%	N=763

Table 44: Question 10

Please rate the quality of each of the following services in McMinnville:	Excellent		Good		Fair		Poor		Don't know		Total	
Police/Sheriff services	23%	N=170	44%	N=334	16%	N=119	9%	N=65	8%	N=64	100%	N=751
Fire services	31%	N=236	40%	N=304	8%	N=62	4%	N=28	16%	N=123	100%	N=753
Ambulance or emergency medical services	30%	N=229	41%	N=308	9%	N=67	4%	N=27	17%	N=127	100%	N=757
Crime prevention	8%	N=57	35%	N=261	21%	N=160	13%	N=98	23%	N=172	100%	N=748
Fire prevention and education	16%	N=117	45%	N=335	14%	N=105	4%	N=29	22%	N=161	100%	N=746
Traffic enforcement	10%	N=73	46%	N=343	23%	N=171	10%	N=75	12%	N=89	100%	N=750



The National Citizen Survey™

Please rate the quality of each of the following services in McMinnville:	Excellent		Good		Fair		Poor		Don't know		Total	
Street repair	7%	N=49	31%	N=231	35%	N=264	25%	N=185	3%	N=22	100%	N=752
Street cleaning	13%	N=99	48%	N=360	29%	N=219	8%	N=58	2%	N=17	100%	N=753
Street lighting	12%	N=92	51%	N=382	27%	N=201	8%	N=61	2%	N=12	100%	N=748
Snow removal	6%	N=45	24%	N=182	23%	N=172	12%	N=89	34%	N=255	100%	N=742
Sidewalk maintenance	6%	N=44	30%	N=225	37%	N=278	21%	N=161	6%	N=46	100%	N=754
Traffic signal timing	7%	N=48	38%	N=285	35%	N=257	17%	N=128	3%	N=22	100%	N=741
Bus or transit services	4%	N=33	21%	N=161	13%	N=99	8%	N=63	52%	N=392	100%	N=748
Garbage collection	28%	N=212	54%	N=403	11%	N=82	3%	N=20	4%	N=31	100%	N=748
Recycling	29%	N=221	50%	N=379	11%	N=85	6%	N=44	3%	N=26	100%	N=755
Yard waste pick-up	17%	N=126	32%	N=243	12%	N=94	7%	N=53	31%	N=234	100%	N=749
Storm drainage	12%	N=91	43%	N=320	25%	N=186	9%	N=70	11%	N=83	100%	N=750
Drinking water	37%	N=282	42%	N=319	12%	N=94	5%	N=38	3%	N=21	100%	N=753
Sewer services	23%	N=177	53%	N=396	13%	N=97	3%	N=20	9%	N=64	100%	N=753
Power (electric and/or gas) utility	41%	N=310	45%	N=337	11%	N=83	1%	N=10	2%	N=14	100%	N=754
Utility billing	33%	N=249	46%	N=347	14%	N=106	5%	N=35	2%	N=17	100%	N=754
City parks	36%	N=268	44%	N=331	14%	N=109	1%	N=10	5%	N=36	100%	N=755
Recreation programs or classes	17%	N=130	40%	N=300	15%	N=114	5%	N=36	23%	N=170	100%	N=751
Recreation centers or facilities	14%	N=105	37%	N=276	24%	N=176	6%	N=47	19%	N=139	100%	N=744
Land use, planning and zoning	6%	N=47	25%	N=188	24%	N=177	9%	N=68	35%	N=262	100%	N=742
Code enforcement (weeds, abandoned buildings, etc.)	6%	N=41	24%	N=177	27%	N=202	15%	N=115	29%	N=215	100%	N=751
Animal control	6%	N=45	30%	N=224	19%	N=146	14%	N=101	31%	N=234	100%	N=751
Economic development	6%	N=43	28%	N=204	29%	N=213	10%	N=73	28%	N=205	100%	N=738
Health services	9%	N=71	40%	N=298	28%	N=211	7%	N=55	15%	N=114	100%	N=748
Public library services	27%	N=203	47%	N=352	9%	N=69	1%	N=7	16%	N=121	100%	N=751
Public information services	8%	N=63	33%	N=245	21%	N=160	7%	N=49	31%	N=229	100%	N=747
Cable television	9%	N=63	27%	N=201	23%	N=170	14%	N=107	27%	N=199	100%	N=740
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	4%	N=29	23%	N=172	19%	N=141	12%	N=88	42%	N=312	100%	N=742
Preservation of natural areas such as open space, farmlands and greenbelts	11%	N=80	40%	N=301	19%	N=141	9%	N=70	20%	N=152	100%	N=743
McMinnville open space	9%	N=65	43%	N=318	23%	N=170	7%	N=50	19%	N=144	100%	N=746
City-sponsored special events	9%	N=65	41%	N=299	25%	N=181	6%	N=43	20%	N=149	100%	N=737
Overall customer service by McMinnville employees (police, receptionists, planners, etc.)	17%	N=127	48%	N=355	16%	N=121	8%	N=57	10%	N=75	100%	N=735

Table 45: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The City of McMinnville	15%	N=117	53%	N=404	20%	N=149	6%	N=47	6%	N=43	100%	N=760
The Federal Government	5%	N=39	24%	N=179	34%	N=256	23%	N=172	14%	N=107	100%	N=753

The National Citizen Survey™

Table 46: Question 12

Please rate the following categories of McMinnville government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to McMinnville	6%	N=44	36%	N=266	33%	N=246	12%	N=89	14%	N=105	100%	N=750
The overall direction that McMinnville is taking	8%	N=58	44%	N=329	27%	N=200	12%	N=92	9%	N=71	100%	N=750
The job McMinnville government does at welcoming citizen involvement	7%	N=53	27%	N=204	25%	N=191	14%	N=104	26%	N=198	100%	N=749
Overall confidence in McMinnville government	7%	N=50	36%	N=271	31%	N=228	15%	N=111	12%	N=88	100%	N=747
Generally acting in the best interest of the community	8%	N=63	37%	N=277	29%	N=220	12%	N=93	13%	N=96	100%	N=749
Being honest	8%	N=61	33%	N=245	26%	N=197	13%	N=95	20%	N=148	100%	N=747
Treating all residents fairly	7%	N=55	34%	N=259	28%	N=212	13%	N=101	17%	N=125	100%	N=752

Table 47: Question 13

Please rate how important, if at all, you think it is for the McMinnville community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in McMinnville	53%	N=397	38%	N=287	9%	N=66	1%	N=7	100%	N=756
Overall ease of getting to the places you usually have to visit	24%	N=181	51%	N=386	21%	N=159	3%	N=26	100%	N=753
Quality of overall natural environment in McMinnville	28%	N=207	46%	N=341	22%	N=167	4%	N=31	100%	N=746
Overall "built environment" of McMinnville (including overall design, buildings, parks and transportation systems)	24%	N=179	46%	N=342	28%	N=207	3%	N=22	100%	N=750
Health and wellness opportunities in McMinnville	35%	N=263	44%	N=330	17%	N=131	3%	N=24	100%	N=748
Overall opportunities for education and enrichment	37%	N=275	43%	N=325	17%	N=127	3%	N=22	100%	N=749
Overall economic health of McMinnville	46%	N=347	43%	N=321	11%	N=81	0%	N=2	100%	N=751
Sense of community	36%	N=272	46%	N=346	16%	N=122	2%	N=12	100%	N=752

Table 48: Question 14

How much of a priority, if any, should it be for the City to address each of the following in the next five years?	High priority		Medium priority		Not at priority		Total	
Upgrades to public facilities (i.e., public buildings, parking lots, storm water, drainage facilities, etc.)	39%	N=289	51%	N=377	10%	N=75	100%	N=742
Improvements to parks and open space	28%	N=205	52%	N=381	21%	N=152	100%	N=739
Improvements to public safety facilities (i.e., fire/police)	45%	N=330	37%	N=277	18%	N=135	100%	N=742
Improvements to City streets and sidewalks	54%	N=403	41%	N=307	4%	N=31	100%	N=741
Improvements to arts / cultural facilities	16%	N=122	44%	N=327	39%	N=291	100%	N=739
Availability of affordable housing	63%	N=469	25%	N=187	12%	N=93	100%	N=749
Downtown improvements	23%	N=169	53%	N=392	25%	N=184	100%	N=746

The National Citizen Survey™

Table 49: Question 15

Which of the following projects are you willing to fund with additional taxes (please select all that apply):	Percent	Number
Street and traffic improvements and maintenance	52%	N=377
Fire/ambulance services	45%	N=331
Police services	48%	N=348
Creating more recreation facilities	24%	N=174
Downtown improvements	16%	N=117
Library service	25%	N=183
Increasing affordable housing	46%	N=339
None of the above	16%	N=117
<b>Total</b>	<b>100%</b>	<b>N=731</b>

Total may exceed 100% as respondents could select more than one option.

Table 50: Question 16

To increase the availability of housing within McMinnville, how strongly would you support, if at all, increasing the density of housing through apartment, condo or townhome developments?	Percent	Number
Strongly support	23%	N=168
Somewhat support	41%	N=304
Somewhat oppose	14%	N=102
Strongly oppose	14%	N=106
Don't know	8%	N=63
<b>Total</b>	<b>100%</b>	<b>N=743</b>

Table 51: Question 17

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:	Major source		Minor source		Not a source		Total	
	Percent	N	Percent	N	Percent	N	Percent	N
City website (www.mcminnvilleoregon.gov)	44%	N=314	37%	N=266	19%	N=135	100%	N=715
Local media outlets (newspapers, radio, local television stations)	48%	N=346	42%	N=308	10%	N=74	100%	N=727
The local government cable Channel (Comcast Channel 11/Frontier Channel 29)	11%	N=80	37%	N=266	51%	N=364	100%	N=711
City information in the parks & rec brochure or water bill	33%	N=237	51%	N=364	17%	N=120	100%	N=721
City Council meetings and other public meetings	16%	N=116	48%	N=343	35%	N=250	100%	N=710
Talking with City officials	17%	N=117	42%	N=295	42%	N=296	100%	N=708
City communications via social media (i.e. Facebook, Twitter or YouTube)	29%	N=204	36%	N=255	36%	N=256	100%	N=715
Word-of-mouth	42%	N=304	42%	N=300	16%	N=117	100%	N=721

Table 52: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
Recycle at home	1%	N=9	3%	N=19	5%	N=38	23%	N=172	68%	N=518	100%	N=756
Purchase goods or services from a business located in McMinnville	2%	N=12	2%	N=12	9%	N=68	58%	N=438	30%	N=224	100%	N=755
Eat at least 5 portions of fruits and vegetables a day	2%	N=17	15%	N=114	34%	N=252	35%	N=259	14%	N=106	100%	N=747
Participate in moderate or vigorous physical activity	2%	N=19	15%	N=109	33%	N=249	34%	N=254	16%	N=118	100%	N=749
Read or watch local news (via television, paper, computer, etc.)	6%	N=43	12%	N=93	21%	N=158	30%	N=228	31%	N=231	100%	N=753
Vote in local elections	6%	N=48	4%	N=33	10%	N=73	17%	N=131	62%	N=466	100%	N=751

The National Citizen Survey™

Table 53: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	15%	N=116
Very good	40%	N=303
Good	32%	N=243
Fair	9%	N=65
Poor	3%	N=24
Total	100%	N=752

Table 54: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	5%	N=38
Somewhat positive	19%	N=146
Neutral	52%	N=389
Somewhat negative	19%	N=139
Very negative	5%	N=37
Total	100%	N=748

Table 55: Question D4

What is your employment status?	Percent	Number
Working full time for pay	54%	N=408
Working part time for pay	9%	N=65
Unemployed, looking for paid work	4%	N=28
Unemployed, not looking for paid work	2%	N=15
Fully retired	31%	N=237
Total	100%	N=752

Table 56: Question D5

Do you work inside the boundaries of McMinnville?	Percent	Number
Yes, outside the home	46%	N=319
Yes, from home	4%	N=30
No	50%	N=348
Total	100%	N=698

Table 57: Question D6

How many years have you lived in McMinnville?	Percent	Number
Less than 2 years	13%	N=100
2 to 5 years	19%	N=145
6 to 10 years	15%	N=110
11 to 20 years	19%	N=144
More than 20 years	34%	N=257
Total	100%	N=756

The National Citizen Survey™

Table 58: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	58%	N=437
Building with two or more homes (duplex, townhome, apartment or condominium)	30%	N=223
Mobile home	9%	N=65
Other	3%	N=24
Total	100%	N=749

Table 59: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	40%	N=297
Owned	60%	N=443
Total	100%	N=740

Table 60: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	4%	N=32
\$300 to \$599 per month	13%	N=97
\$600 to \$999 per month	28%	N=204
\$1,000 to \$1,499 per month	34%	N=247
\$1,500 to \$2,499 per month	16%	N=115
\$2,500 or more per month	5%	N=36
Total	100%	N=731

Table 61: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	64%	N=477
Yes	36%	N=270
Total	100%	N=747

Table 62: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	68%	N=508
Yes	32%	N=240
Total	100%	N=748

The National Citizen Survey™

Table 63: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	23%	N=165
\$25,000 to \$49,999	24%	N=173
\$50,000 to \$99,999	32%	N=232
\$100,000 to \$149,999	14%	N=101
\$150,000 or more	6%	N=47
Total	100%	N=719

Table 64: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	85%	N=631
Yes, I consider myself to be Spanish, Hispanic or Latino	15%	N=110
Total	100%	N=741

Table 65: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	2%	N=16
Asian, Asian Indian or Pacific Islander	2%	N=15
Black or African American	1%	N=4
White	87%	N=650
Other	11%	N=82

Total may exceed 100% as respondents could select more than one option.

Table 66: Question D15

In which category is your age?	Percent	Number
18 to 24 years	7%	N=55
25 to 34 years	21%	N=153
35 to 44 years	15%	N=109
45 to 54 years	18%	N=133
55 to 64 years	13%	N=94
65 to 74 years	15%	N=108
75 years or older	12%	N=93
Total	100%	N=746

Table 67: Question D16

What is your sex?	Percent	Number
Female	54%	N=400
Male	46%	N=343
Total	100%	N=743

The National Citizen Survey™

Table 68: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	70%	N=525
Land line	18%	N=135
Both	12%	N=92
Total	100%	N=752

## Appendix B: Benchmark Comparisons

### Comparison Data

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on The National Citizen Survey™. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. The City of McMinnville chose to have comparisons made to the entire database.

### Interpreting the Results

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, four columns are provided in the table. The first column is McMinnville’s “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” “essential” and “very important,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month. The second column is the rank assigned to McMinnville’s rating among communities where a similar question was asked. The third column is the number of communities that asked a similar question. The final column shows the comparison of McMinnville’s rating to the benchmark.

In that final column, McMinnville’s results are noted as being “higher” than the benchmark, “lower” than the benchmark or “similar” to the benchmark, meaning that the average rating given by McMinnville residents is statistically similar to or different (greater or lesser) than the benchmark. More extreme differences are noted as “much higher” or “much lower.”

Benchmark Database Characteristics	
Region	Percent
New England	3%
Middle Atlantic	5%
East North Central	15%
West North Central	13%
South Atlantic	22%
East South Central	3%
West South Central	7%
Mountain	16%
Pacific	16%
Population	Percent
Less than 10,000	10%
10,000 to 24,999	22%
25,000 to 49,999	23%
50,000 to 99,999	22%
100,000 or more	23%



## National Benchmark Comparisons

Table 69: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in McMinnville	84%	223	418	Similar
Overall image or reputation of McMinnville	76%	164	315	Similar
McMinnville as a place to live	88%	207	359	Similar
Your neighborhood as a place to live	75%	207	282	Similar
McMinnville as a place to raise children	81%	193	346	Similar
McMinnville as a place to retire	74%	81	325	Similar
Overall appearance of McMinnville	80%	148	325	Similar

Table 70: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in McMinnville	77%	198	270	Similar
	In your neighborhood during the day	89%	240	323	Similar
	In McMinnville's downtown/commercial area during the day	83%	205	275	Similar
Mobility	Overall ease of getting to the places you usually have to visit	69%	116	190	Similar
	Availability of paths and walking trails	66%	144	282	Similar
	Ease of walking in McMinnville	79%	85	263	Similar
	Ease of travel by bicycle in McMinnville	54%	137	269	Similar
	Ease of travel by public transportation in McMinnville	36%	104	161	Similar
	Ease of travel by car in McMinnville	63%	160	274	Similar
	Ease of public parking	47%	108	155	Similar
Natural Environment	Traffic flow on major streets	45%	208	321	Similar
	Quality of overall natural environment in McMinnville	85%	101	250	Similar
	Cleanliness of McMinnville	75%	146	249	Similar
Built Environment	Air quality	84%	97	226	Similar
	Overall "built environment" of McMinnville (including overall design, buildings, parks and transportation systems)	68%	77	180	Similar
	Overall quality of new development in McMinnville	57%	151	256	Similar
	Availability of affordable quality housing	24%	239	276	Lower
	Variety of housing options	34%	228	250	Lower
Economy	Public places where people want to spend time	68%	86	173	Similar
	Overall economic health of McMinnville	57%	114	185	Similar
	Vibrant downtown/commercial area	74%	30	169	Higher
	Overall quality of business and service establishments in McMinnville	64%	141	246	Similar
	Cost of living in McMinnville	42%	105	181	Similar
	Shopping opportunities	38%	203	267	Lower
	Employment opportunities	28%	174	284	Similar
	McMinnville as a place to visit	79%	53	195	Higher
	McMinnville as a place to work	56%	204	324	Similar
	Recreation and Wellness	Health and wellness opportunities in McMinnville	63%	130	182
Availability of affordable quality mental health care		36%	119	156	Similar
Availability of preventive health services		53%	155	211	Similar
Availability of affordable quality health care		49%	173	235	Similar
Availability of affordable quality food		67%	102	212	Similar
	Recreational opportunities	57%	210	277	Similar

The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Fitness opportunities (including exercise classes and paths or trails, etc.)	59%	132	174	Similar
	Overall opportunities for education and enrichment	67%	109	182	Similar
Education and Enrichment	Opportunities to participate in religious or spiritual events and activities	77%	95	182	Similar
	Opportunities to attend cultural/arts/music activities	61%	124	266	Similar
	Adult educational opportunities	56%	100	163	Similar
	K-12 education	62%	174	242	Similar
	Availability of affordable quality child care/preschool	39%	195	229	Lower
		Opportunities to participate in social events and activities	66%	104	233
Community Engagement	Neighborliness of McMinnville	60%	99	175	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	54%	190	261	Similar
	Opportunities to participate in community matters	67%	88	248	Similar
	Opportunities to volunteer	77%	68	239	Similar

Table 71: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of McMinnville	73%	257	405	Similar
Overall customer service by McMinnville employees (police, receptionists, planners, etc.)	73%	237	339	Similar
Value of services for the taxes paid to McMinnville	48%	246	370	Similar
Overall direction that McMinnville is taking	57%	181	290	Similar
Job McMinnville government does at welcoming citizen involvement	47%	198	285	Similar
Overall confidence in McMinnville government	49%	113	182	Similar
Generally acting in the best interest of the community	52%	111	181	Similar
Being honest	51%	109	174	Similar
Treating all residents fairly	50%	108	179	Similar
Services provided by the Federal Government	34%	172	226	Similar

Table 72: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police/Sheriff services	73%	329	415	Similar
	Fire services	86%	287	342	Similar
	Ambulance or emergency medical services	85%	246	318	Similar
	Crime prevention	55%	282	322	Lower
	Fire prevention and education	77%	184	257	Similar
	Animal control	52%	267	311	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	47%	232	255	Lower
	Traffic enforcement	63%	239	337	Similar
	Street repair	38%	271	381	Similar
	Street cleaning	62%	166	291	Similar
Mobility	Street lighting	64%	127	288	Similar
	Snow removal	47%	236	274	Lower
	Sidewalk maintenance	38%	245	297	Lower
	Traffic signal timing	46%	157	233	Similar
	Bus or transit services	54%	116	199	Similar

The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Natural Environment	Garbage collection	86%	206	325	Similar
	Recycling	82%	190	331	Similar
	Yard waste pick-up	72%	164	246	Similar
	Drinking water	82%	61	310	Similar
	Preservation of natural areas such as open space, farmlands and greenbelts	64%	129	236	Similar
	McMinnville open space	64%	87	166	Similar
Built Environment	Storm drainage	62%	211	324	Similar
	Sewer services	83%	112	298	Similar
	Power (electric and/or gas) utility	87%	8	151	Similar
	Utility billing	81%	14	164	Similar
	Land use, planning and zoning	49%	136	275	Similar
	Code enforcement (weeds, abandoned buildings, etc.)	41%	241	340	Similar
	Cable television	49%	110	178	Similar
Economy	Economic development	46%	154	259	Similar
Recreation and Wellness	City parks	83%	118	305	Similar
	Recreation programs or classes	74%	153	312	Similar
	Recreation centers or facilities	63%	171	257	Similar
	Health services	58%	138	184	Similar
Education and Enrichment	City-sponsored special events	62%	136	196	Similar
	Public library services	88%	163	318	Similar
Community Engagement	Public information services	60%	196	261	Similar

Table 73: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	66%	132	281	Similar
Recommend living in McMinnville to someone who asks	85%	164	255	Similar
Remain in McMinnville for the next five years	85%	120	247	Similar
Contacted McMinnville (in-person, phone, email or web) for help or information	35%	246	280	Lower

Table 74: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	42%	46	160	Similar
	Did NOT report a crime to the police	69%	153	177	Similar
	Household member was NOT a victim of a crime	81%	224	248	Similar
Mobility	Used bus, rail, subway or other public transportation instead of driving	12%	98	145	Lower
	Carpooled with other adults or children instead of driving alone	46%	53	168	Similar
	Walked or biked instead of driving	64%	56	173	Similar
Natural Environment	Made efforts to conserve water	83%	70	164	Similar
	Made efforts to make your home more energy efficient	72%	136	164	Similar
	Recycle at home	96%	43	233	Higher
Built Environment	Did NOT observe a code violation or other hazard in McMinnville	52%	91	169	Similar
	NOT experiencing housing costs stress	62%	175	229	Similar

The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Economy	Purchase goods or services from a business located in McMinnville	97%	94	171	Similar
	Economy will have positive impact on income	25%	154	231	Similar
	Work inside boundaries of McMinnville	50%	56	171	Similar
Recreation and Wellness	Used McMinnville recreation centers or their services	61%	72	215	Similar
	Visited a neighborhood park or City park	86%	99	246	Similar
	Eat at least 5 portions of fruits and vegetables a day	82%	98	166	Similar
	Participate in moderate or vigorous physical activity	83%	116	170	Similar
	In very good to excellent health	56%	141	169	Similar
	Used McMinnville public libraries or their services	66%	104	215	Similar
Education and Enrichment	Participated in religious or spiritual activities in McMinnville	43%	109	181	Similar
	Attended City-sponsored event	58%	65	173	Similar
	Campaigned or advocated for an issue, cause or candidate	25%	52	157	Similar
Community Engagement	Contacted McMinnville elected officials (in-person, phone, email or web) to express your opinion	18%	76	171	Similar
	Volunteered your time to some group/activity in McMinnville	46%	79	237	Similar
	Participated in a club	29%	88	216	Similar
	Talked to or visited with your immediate neighbors	94%	47	169	Similar
	Done a favor for a neighbor	83%	64	163	Similar
	Attended a local public meeting	22%	104	238	Similar
	Watched (online or on television) a local public meeting	20%	141	204	Similar
	Read or watch local news (via television, paper, computer, etc.)	82%	139	172	Similar
	Vote in local elections	89%	22	231	Similar

Communities included in national comparisons

The communities included in McMinnville’s comparisons are listed on the following pages along with their population according to the 2010 Census.

Airway Heights city, WA .....	6,114	Arvada city, CO .....	106,433
Albany city, OR .....	50,158	Asheville city, NC .....	83,393
Albemarle County, VA.....	98,970	Ashland city, OR .....	20,078
Albert Lea city, MN.....	18,016	Ashland town, MA .....	16,593
Alexandria city, VA.....	139,966	Ashland town, VA.....	7,225
Algonquin village, IL.....	30,046	Aspen city, CO .....	6,658
Aliso Viejo city, CA .....	47,823	Athens-Clarke County, GA .....	115,452
Altoona city, IA .....	14,541	Auburn city, AL .....	53,380
American Canyon city, CA.....	19,454	Auburn city, WA.....	70,180
Ames city, IA .....	58,965	Augusta CCD, GA .....	134,777
Andover CDP, MA.....	8,762	Aurora city, CO .....	325,078
Ankeny city, IA .....	45,582	Austin city, TX .....	790,390
Ann Arbor city, MI.....	113,934	Avon town, CO .....	6,447
Annapolis city, MD .....	38,394	Bainbridge Island city, WA.....	23,025
Apache Junction city, AZ.....	35,840	Baltimore city, MD.....	620,961
Apple Valley town, CA .....	69,135	Bartonville town, TX.....	1,469
Arapahoe County, CO .....	572,003	Battle Creek city, MI.....	52,347
Arkansas City city, AR.....	366	Bay City city, MI.....	34,932
Arlington County, VA.....	207,627	Baytown city, TX.....	71,802

The National Citizen Survey™

Bedford city, TX.....	46,979	Clovis city, CA.....	95,631
Bedford town, MA.....	13,320	College Park city, MD.....	30,413
Bellevue city, WA.....	122,363	College Station city, TX.....	93,857
Bellingham city, WA.....	80,885	Colleyville city, TX.....	22,807
Beltrami County, MN.....	44,442	Collinsville city, IL.....	25,579
Benbrook city, TX.....	21,234	Columbia city, SC.....	129,272
Bend city, OR.....	76,639	Columbia Falls city, MT.....	4,688
Bettendorf city, IA.....	33,217	Columbus city, WI.....	4,991
Billings city, MT.....	104,170	Commerce City city, CO.....	45,913
Blaine city, MN.....	57,186	Concord city, CA.....	122,067
Bloomfield Hills city, MI.....	3,869	Concord town, MA.....	17,668
Bloomington city, MN.....	82,893	Coon Rapids city, MN.....	61,476
Blue Springs city, MO.....	52,575	Copperas Cove city, TX.....	32,032
Boise City city, ID.....	205,671	Coronado city, CA.....	18,912
Boone County, KY.....	118,811	Corvallis city, OR.....	54,462
Boulder city, CO.....	97,385	Creve Coeur city, MO.....	17,833
Bowling Green city, KY.....	58,067	Cross Roads town, TX.....	1,563
Bozeman city, MT.....	37,280	Dacono city, CO.....	4,152
Brentwood city, MO.....	8,055	Dade City city, FL.....	6,437
Brentwood city, TN.....	37,060	Dakota County, MN.....	398,552
Brighton city, CO.....	33,352	Dallas city, OR.....	14,583
Brighton city, MI.....	7,444	Dallas city, TX.....	1,197,816
Bristol city, TN.....	26,702	Danville city, KY.....	16,218
Broken Arrow city, OK.....	98,850	Dardenne Prairie city, MO.....	11,494
Brookfield city, WI.....	37,920	Davenport city, IA.....	99,685
Brookline CDP, MA.....	58,732	Davidson town, NC.....	10,944
Broomfield city, CO.....	55,889	Decatur city, GA.....	19,335
Brownsburg town, IN.....	21,285	Del Mar city, CA.....	4,161
Burien city, WA.....	33,313	Delaware city, OH.....	34,753
Burleson city, TX.....	36,690	Delray Beach city, FL.....	60,522
Cabarrus County, NC.....	178,011	Denison city, TX.....	22,682
Cambridge city, MA.....	105,162	Denton city, TX.....	113,383
Cannon Beach city, OR.....	1,690	Denver city, CO.....	600,158
Cañon City city, CO.....	16,400	Derby city, KS.....	22,158
Canton city, SD.....	3,057	Des Moines city, IA.....	203,433
Cape Coral city, FL.....	154,305	Des Peres city, MO.....	8,373
Cape Girardeau city, MO.....	37,941	Destin city, FL.....	12,305
Carlisle borough, PA.....	18,682	Dothan city, AL.....	65,496
Carlsbad city, CA.....	105,328	Douglas County, CO.....	285,465
Carroll city, IA.....	10,103	Dover city, NH.....	29,987
Cartersville city, GA.....	19,731	Dublin city, CA.....	46,036
Cary town, NC.....	135,234	Dublin city, OH.....	41,751
Casper city, WY.....	55,316	Duluth city, MN.....	86,265
Castine town, ME.....	1,366	Duncanville city, TX.....	38,524
Castle Pines North city, CO.....	10,360	Durham city, NC.....	228,330
Castle Rock town, CO.....	48,231	Durham County, NC.....	267,587
Cedar Hill city, TX.....	45,028	Eagan city, MN.....	64,206
Cedar Rapids city, IA.....	126,326	Eagle town, CO.....	6,508
Celina city, TX.....	6,028	East Baton Rouge Parish, LA.....	440,171
Centennial city, CO.....	100,377	East Grand Forks city, MN.....	8,601
Chambersburg borough, PA.....	20,268	East Lansing city, MI.....	48,579
Chandler city, AZ.....	236,123	Eau Claire city, WI.....	65,883
Chandler city, TX.....	2,734	Eden Prairie city, MN.....	60,797
Chanhassen city, MN.....	22,952	Edgerton city, KS.....	1,671
Chapel Hill town, NC.....	57,233	Edgewater city, CO.....	5,170
Charles County, MD.....	146,551	Edina city, MN.....	47,941
Charlotte city, NC.....	731,424	Edmond city, OK.....	81,405
Charlotte County, FL.....	159,978	Edmonds city, WA.....	39,709
Charlottesville city, VA.....	43,475	El Cerrito city, CA.....	23,549
Chattanooga city, TN.....	167,674	El Dorado County, CA.....	181,058
Chesterfield County, VA.....	316,236	El Paso city, TX.....	649,121
Chippewa Falls city, WI.....	13,661	Elk Grove city, CA.....	153,015
Citrus Heights city, CA.....	83,301	Elk River city, MN.....	22,974
Clackamas County, OR.....	375,992	Elko New Market city, MN.....	4,110
Clarendon Hills village, IL.....	8,427	Elmhurst city, IL.....	44,121
Clayton city, MO.....	15,939	Encinitas city, CA.....	59,518
Clearwater city, FL.....	107,685	Englewood city, CO.....	30,255
Cleveland Heights city, OH.....	46,121	Erie town, CO.....	18,135
Clinton city, SC.....	8,490	Escambia County, FL.....	297,619
Clive city, IA.....	15,447	Estes Park town, CO.....	5,858

The National Citizen Survey™

Fairview town, TX.....	7,248	Hutto city, TX.....	14,698
Farmersville city, TX.....	3,301	Hyattsville city, MD.....	17,557
Farmington Hills city, MI.....	79,740	Independence city, MO.....	116,830
Fayetteville city, NC.....	200,564	Indian Trail town, NC.....	33,518
Fishers town, IN.....	76,794	Indianola city, IA.....	14,782
Flower Mound town, TX.....	64,669	Iowa City city, IA.....	67,862
Forest Grove city, OR.....	21,083	Irving city, TX.....	216,290
Fort Collins city, CO.....	143,986	Issaquah city, WA.....	30,434
Fort Lauderdale city, FL.....	165,521	Jackson County, MI.....	160,248
Fort Smith city, AR.....	86,209	James City County, VA.....	67,009
Fort Worth city, TX.....	741,206	Jefferson County, NY.....	116,229
Fountain Hills town, AZ.....	22,489	Johnson City city, TN.....	63,152
Franklin city, TN.....	62,487	Johnston city, IA.....	17,278
Fredericksburg city, VA.....	24,286	Jupiter town, FL.....	55,156
Fremont city, CA.....	214,089	Kansas City city, KS.....	145,786
Friendswood city, TX.....	35,805	Kansas City city, MO.....	459,787
Fruita city, CO.....	12,646	Keizer city, OR.....	36,478
Gahanna city, OH.....	33,248	Kenmore city, WA.....	20,460
Gaithersburg city, MD.....	59,933	Kennedale city, TX.....	6,763
Galveston city, TX.....	47,743	Kennett Square borough, PA.....	6,072
Gardner city, KS.....	19,123	Kettering city, OH.....	56,163
Geneva city, NY.....	13,261	Key West city, FL.....	24,649
Georgetown city, TX.....	47,400	King City city, CA.....	12,874
Germantown city, TN.....	38,844	King County, WA.....	1,931,249
Gilbert town, AZ.....	208,453	Kirkland city, WA.....	48,787
Gillette city, WY.....	29,087	Kirkwood city, MO.....	27,540
Glendora city, CA.....	50,073	Knoxville city, IA.....	7,313
Glenview village, IL.....	44,692	La Mesa city, CA.....	57,065
Globe city, AZ.....	7,532	La Plata town, MD.....	8,753
Golden city, CO.....	18,867	La Porte city, TX.....	33,800
Golden Valley city, MN.....	20,371	La Vista city, NE.....	15,758
Goodyear city, AZ.....	65,275	Lafayette city, CO.....	24,453
Grafton village, WI.....	11,459	Laguna Beach city, CA.....	22,723
Grand Blanc city, MI.....	8,276	Laguna Hills city, CA.....	30,344
Grand Island city, NE.....	48,520	Laguna Niguel city, CA.....	62,979
Grants Pass city, OR.....	34,533	Lake Forest city, IL.....	19,375
Grass Valley city, CA.....	12,860	Lake Oswego city, OR.....	36,619
Greenville city, NC.....	84,554	Lake Stevens city, WA.....	28,069
Greenwich town, CT.....	61,171	Lake Worth city, FL.....	34,910
Greenwood Village city, CO.....	13,925	Lake Zurich village, IL.....	19,631
Greer city, SC.....	25,515	Lakeville city, MN.....	55,954
Guilford County, NC.....	488,406	Lakewood city, CO.....	142,980
Gunnison County, CO.....	15,324	Lakewood city, WA.....	58,163
Hailey city, ID.....	7,960	Lane County, OR.....	351,715
Haines Borough, AK.....	2,508	Lansing city, MI.....	114,297
Hallandale Beach city, FL.....	37,113	Laramie city, WY.....	30,816
Hamilton city, OH.....	62,477	Larimer County, CO.....	299,630
Hanover County, VA.....	99,863	Las Vegas city, NV.....	583,756
Harrisburg city, SD.....	4,089	Lawrence city, KS.....	87,643
Harrisonburg city, VA.....	48,914	Lee's Summit city, MO.....	91,364
Harrisonville city, MO.....	10,019	Lehi city, UT.....	47,407
Hayward city, CA.....	144,186	Lenexa city, KS.....	48,190
Henderson city, NV.....	257,729	Lewis County, NY.....	27,087
Herndon town, VA.....	23,292	Lewiston city, ID.....	31,894
High Point city, NC.....	104,371	Lewisville city, TX.....	95,290
Highland Park city, IL.....	29,763	Libertyville village, IL.....	20,315
Highlands Ranch CDP, CO.....	96,713	Lincoln city, NE.....	258,379
Holland city, MI.....	33,051	Lindsborg city, KS.....	3,458
Honolulu County, HI.....	953,207	Little Chute village, WI.....	10,449
Hooksett town, NH.....	13,451	Littleton city, CO.....	41,737
Hopkins city, MN.....	17,591	Livermore city, CA.....	80,968
Hopkinton town, MA.....	14,925	Lone Tree city, CO.....	10,218
Hoquiam city, WA.....	8,726	Long Grove village, IL.....	8,043
Horry County, SC.....	269,291	Longmont city, CO.....	86,270
Hudson city, OH.....	22,262	Longview city, TX.....	80,455
Hudson town, CO.....	2,356	Lonsdale city, MN.....	3,674
Hudsonville city, MI.....	7,116	Los Altos Hills town, CA.....	7,922
Huntersville town, NC.....	46,773	Louisville city, CO.....	18,376
Hurst city, TX.....	37,337	Lynchburg city, VA.....	75,568
Hutchinson city, MN.....	14,178	Lynnwood city, WA.....	35,836

## The National Citizen Survey™

Macomb County, MI.....	840,978	Olympia city, WA.....	46,478
Manhattan Beach city, CA.....	35,135	Orland Park village, IL.....	56,767
Manhattan city, KS.....	52,281	Oshkosh city, WI.....	66,083
Mankato city, MN.....	39,309	Oshtemo charter township, MI.....	21,705
Maple Grove city, MN.....	61,567	Otsego County, MI.....	24,164
Marshfield city, WI.....	19,118	Oviedo city, FL.....	33,342
Martinez city, CA.....	35,824	Paducah city, KY.....	25,024
Marysville city, WA.....	60,020	Palm Beach Gardens city, FL.....	48,452
Matthews town, NC.....	27,198	Palm Coast city, FL.....	75,180
McAllen city, TX.....	129,877	Palo Alto city, CA.....	64,403
McDonough city, GA.....	22,084	Papillion city, NE.....	18,894
McMinnville city, OR.....	32,187	Paradise Valley town, AZ.....	12,820
Menlo Park city, CA.....	32,026	Park City city, UT.....	7,558
Mercer Island city, WA.....	22,699	Parker town, CO.....	45,297
Meridian charter township, MI.....	39,688	Parkland city, FL.....	23,962
Meridian city, ID.....	75,092	Pasadena city, CA.....	137,122
Merriam city, KS.....	11,003	Pasco city, WA.....	59,781
Mesa County, CO.....	146,723	Pasco County, FL.....	464,697
Miami Beach city, FL.....	87,779	Pearland city, TX.....	91,252
Miami city, FL.....	399,457	Peoria city, AZ.....	154,065
Middleton city, WI.....	17,442	Peoria city, IL.....	115,007
Midland city, MI.....	41,863	Peoria County, IL.....	186,494
Milford city, DE.....	9,559	Pflugerville city, TX.....	46,936
Milton city, GA.....	32,661	Phoenix city, AZ.....	1,445,632
Minneapolis city, MN.....	382,578	Pinehurst village, NC.....	13,124
Mission Viejo city, CA.....	93,305	Piqua city, OH.....	20,522
Modesto city, CA.....	201,165	Pitkin County, CO.....	17,148
Monterey city, CA.....	27,810	Plano city, TX.....	259,841
Montgomery County, VA.....	94,392	Platte City city, MO.....	4,691
Monticello city, UT.....	1,972	Plymouth city, MN.....	70,576
Monument town, CO.....	5,530	Pocatello city, ID.....	54,255
Mooreville town, NC.....	32,711	Polk County, IA.....	430,640
Morristown city, TN.....	29,137	Pompano Beach city, FL.....	99,845
Morrisville town, NC.....	18,576	Port Orange city, FL.....	56,048
Morro Bay city, CA.....	10,234	Portland city, OR.....	583,776
Mountain Village town, CO.....	1,320	Post Falls city, ID.....	27,574
Mountlake Terrace city, WA.....	19,909	Powell city, OH.....	11,500
Murphy city, TX.....	17,708	Prince William County, VA.....	402,002
Naperville city, IL.....	141,853	Prior Lake city, MN.....	22,796
Napoleon city, OH.....	8,749	Pueblo city, CO.....	106,595
Needham CDP, MA.....	28,886	Purcellville town, VA.....	7,727
New Braunfels city, TX.....	57,740	Queen Creek town, AZ.....	26,361
New Brighton city, MN.....	21,456	Radnor township, PA.....	31,531
New Hanover County, NC.....	202,667	Ramsey city, MN.....	23,668
New Orleans city, LA.....	343,829	Raymond town, ME.....	4,436
New Smyrna Beach city, FL.....	22,464	Raymore city, MO.....	19,206
New Ulm city, MN.....	13,522	Redmond city, WA.....	54,144
Newberg city, OR.....	22,068	Rehoboth Beach city, DE.....	1,327
Newport city, RI.....	24,672	Reno city, NV.....	225,221
Newport News city, VA.....	180,719	Reston CDP, VA.....	58,404
Newton city, IA.....	15,254	Richmond city, CA.....	103,701
Noblesville city, IN.....	51,969	Richmond Heights city, MO.....	8,603
Nogales city, AZ.....	20,837	Rifle city, CO.....	9,172
Norcross city, GA.....	9,116	Rio Rancho city, NM.....	87,521
Norfolk city, VA.....	242,803	River Falls city, WI.....	15,000
North Port city, FL.....	57,357	Riverside city, CA.....	303,871
North Richland Hills city, TX.....	63,343	Riverside city, MO.....	2,937
Northglenn city, CO.....	35,789	Roanoke County, VA.....	92,376
Novato city, CA.....	51,904	Rochester Hills city, MI.....	70,995
Novi city, MI.....	55,224	Rock Hill city, SC.....	66,154
O'Fallon city, IL.....	28,281	Rockville city, MD.....	61,209
O'Fallon city, MO.....	79,329	Rogers city, MN.....	8,597
Oak Park village, IL.....	51,878	Rolla city, MO.....	19,559
Oakland city, CA.....	390,724	Roselle village, IL.....	22,763
Oakley city, CA.....	35,432	Rosemount city, MN.....	21,874
Ogdensburg city, NY.....	11,128	Rosenberg city, TX.....	30,618
Oklahoma City city, OK.....	579,999	Roseville city, MN.....	33,660
Olathe city, KS.....	125,872	Round Rock city, TX.....	99,887
Old Town city, ME.....	7,840	Royal Oak city, MI.....	57,236
Olmsted County, MN.....	144,248	Saco city, ME.....	18,482

## The National Citizen Survey™

Sahuarita town, AZ .....	25,259	Tamarac city, FL .....	60,427
Salida city, CO .....	5,236	Temecula city, CA .....	100,097
Sammamish city, WA .....	45,780	Tempe city, AZ .....	161,719
San Anselmo town, CA .....	12,336	Texarkana city, TX .....	36,411
San Antonio city, TX .....	1,327,407	The Woodlands CDP, TX .....	93,847
San Carlos city, CA .....	28,406	Thornton city, CO .....	118,772
San Diego city, CA .....	1,307,402	Thousand Oaks city, CA .....	126,683
San Francisco city, CA .....	805,235	Tigard city, OR .....	48,035
San Jose city, CA .....	945,942	Tracy city, CA .....	82,922
San Juan County, NM .....	130,044	Trinidad CCD, CO .....	12,017
San Marcos city, CA .....	83,781	Tualatin city, OR .....	26,054
San Marcos city, TX .....	44,894	Tulsa city, OK .....	391,906
San Rafael city, CA .....	57,713	Twin Falls city, ID .....	44,125
Sanford city, FL .....	53,570	Tyler city, TX .....	96,900
Sangamon County, IL .....	197,465	Umatilla city, OR .....	6,906
Santa Clarita city, CA .....	176,320	University Park city, TX .....	23,068
Santa Fe County, NM .....	144,170	Upper Arlington city, OH .....	33,771
Santa Monica city, CA .....	89,736	Urbandale city, IA .....	39,463
Sarasota County, FL .....	379,448	Vail town, CO .....	5,305
Savage city, MN .....	26,911	Vancouver city, WA .....	161,791
Schaumburg village, IL .....	74,227	Ventura CCD, CA .....	111,889
Scott County, MN .....	129,928	Vernon Hills village, IL .....	25,113
Scottsdale city, AZ .....	217,385	Vestavia Hills city, AL .....	34,033
Seaside city, CA .....	33,025	Victoria city, MN .....	7,345
Sevierville city, TN .....	14,807	Vienna town, VA .....	15,687
Shawnee city, KS .....	62,209	Virginia Beach city, VA .....	437,994
Sheboygan city, WI .....	49,288	Wake Forest town, NC .....	30,117
Sherborn town, MA .....	4,119	Walnut Creek city, CA .....	64,173
Shoreview city, MN .....	25,043	Washington County, MN .....	238,136
Shorewood city, MN .....	7,307	Washington town, NH .....	1,123
Shorewood village, IL .....	15,615	Washougal city, WA .....	14,095
Shorewood village, WI .....	13,162	Watauga city, TX .....	23,497
Sierra Vista city, AZ .....	43,888	Wauwatosa city, WI .....	46,396
Sioux Center city, IA .....	7,048	Waverly city, IA .....	9,874
Sioux Falls city, SD .....	153,888	Weddington town, NC .....	9,459
Skokie village, IL .....	64,784	Wentzville city, MO .....	29,070
Snellville city, GA .....	18,242	West Carrollton city, OH .....	13,143
South Lake Tahoe city, CA .....	21,403	West Chester borough, PA .....	18,461
Southborough town, MA .....	9,767	West Des Moines city, IA .....	56,609
Southlake city, TX .....	26,575	Western Springs village, IL .....	12,975
Spokane Valley city, WA .....	89,755	Westerville city, OH .....	36,120
Spring Hill city, KS .....	5,437	Westlake town, TX .....	992
Springboro city, OH .....	17,409	Westminster city, CO .....	106,114
Springfield city, MO .....	159,498	Weston town, MA .....	11,261
Springville city, UT .....	29,466	White House city, TN .....	10,255
St. Augustine city, FL .....	12,975	Wichita city, KS .....	382,368
St. Charles city, IL .....	32,974	Williamsburg city, VA .....	14,068
St. Cloud city, FL .....	35,183	Willowbrook village, IL .....	8,540
St. Cloud city, MN .....	65,842	Wilmington city, NC .....	106,476
St. Joseph city, MO .....	76,780	Wilsonville city, OR .....	19,509
St. Louis County, MN .....	200,226	Winchester city, VA .....	26,203
St. Louis Park city, MN .....	45,250	Windsor town, CO .....	18,644
Stallings town, NC .....	13,831	Windsor town, CT .....	29,044
State College borough, PA .....	42,034	Winnetka village, IL .....	12,187
Steamboat Springs city, CO .....	12,088	Winston-Salem city, NC .....	229,617
Sterling Heights city, MI .....	129,699	Winter Garden city, FL .....	34,568
Sugar Grove village, IL .....	8,997	Woodbury city, MN .....	61,961
Sugar Land city, TX .....	78,817	Woodland city, CA .....	55,468
Suisun City city, CA .....	28,111	Wrentham town, MA .....	10,955
Summit city, NJ .....	21,457	Wyandotte County, KS .....	157,505
Summit County, UT .....	36,324	Yakima city, WA .....	91,067
Sunnyvale city, CA .....	140,081	York County, VA .....	65,464
Surprise city, AZ .....	117,517	Yorktown town, IN .....	9,405
Suwanee city, GA .....	15,355	Yountville city, CA .....	2,933
Tacoma city, WA .....	198,397		
Takoma Park city, MD .....	16,715		



## Appendix C: Detailed Survey Methods

The National Citizen Survey (The NCS™), conducted by National Research Center, Inc., was developed to provide communities an accurate, affordable and easy way to assess and interpret resident opinion about important local topics. Standardization of common questions and survey methods provide the rigor to assure valid results, and each community has enough flexibility to construct a customized version of The NCS.

Results offer insight into residents' perspectives about the community as a whole, including local amenities, services, public trust, resident participation and other aspects of the community in order to support budgeting, land use and strategic planning and communication with residents. Resident demographic characteristics permit comparison to the Census as well as comparison of results for different subgroups of residents. The City of McMinnville funded this research. Please contact Erica Thomas at Erica.Thomas2@mcminnvilleoregon.gov if you have any questions about the survey.

### Survey Validity

The question of survey validity has two parts: 1) how can a community be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire community. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the community to receive the survey to ensure that the households selected to receive the survey are representative of the larger community.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Inviting response in a compelling manner (using appropriate letterhead/logos and a signature of a visible leader) to appeal to recipients' sense of civic responsibility.
- Providing a pre-addressed, postage-paid return envelope.
- Offering the survey in Spanish or other language when requested by a given community.
- Weighting the results to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward "oppressed groups," likelihood of voting for a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality

with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality vary, with some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of firefighters, breadth of services and training provided). Resident opinion commonly reflects objective performance data but is an important measure on its own. NRC principals have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

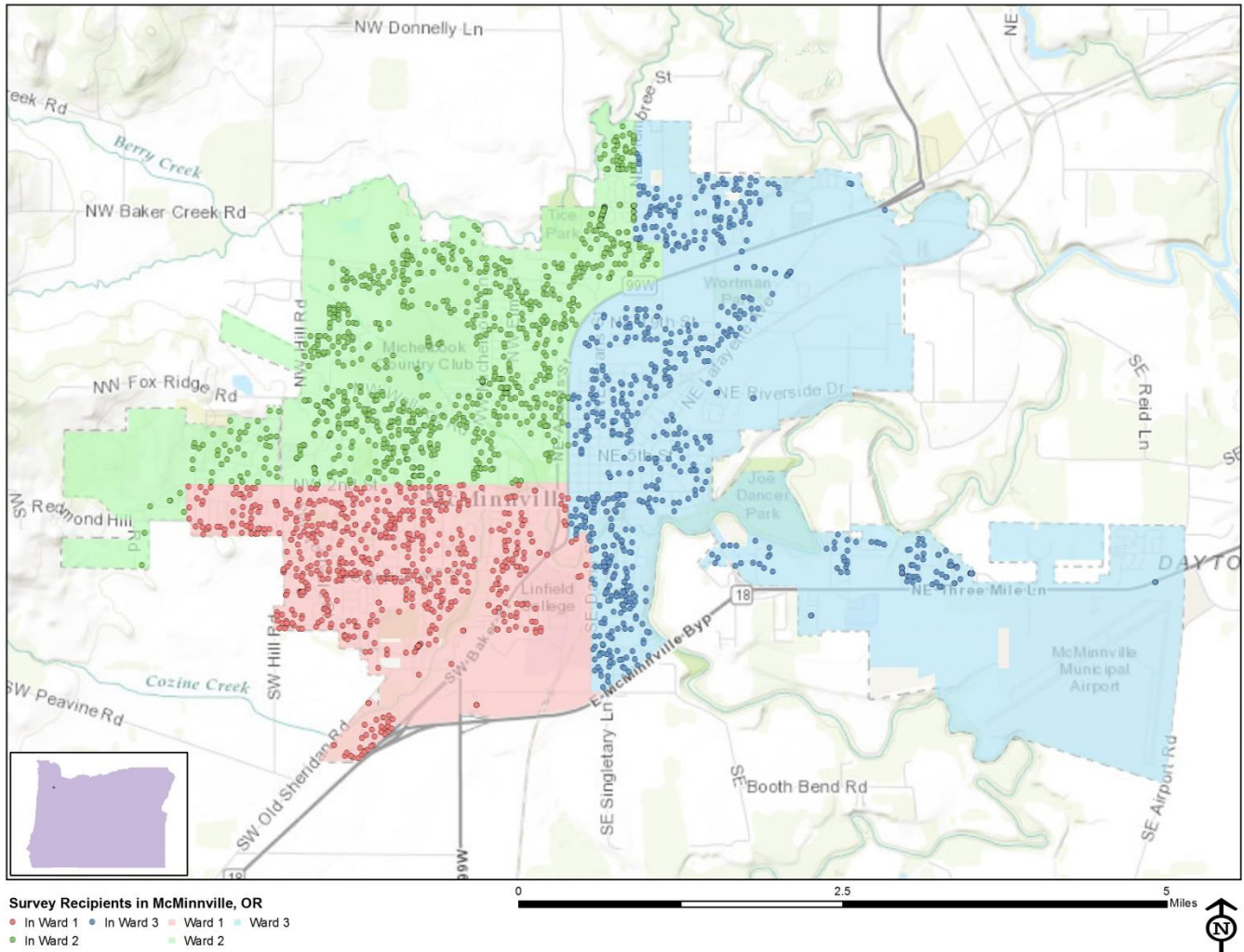
## Survey Sampling

"Sampling" refers to the method by which households were chosen to receive the survey. All households within the City of McMinnville were eligible to participate in the survey. A list of all households within the zip codes serving McMinnville was purchased based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of McMinnville households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file (updated on a quarterly basis) and addresses located outside of the City of McMinnville boundaries were removed from consideration. Each address identified as being within city boundaries was further identified as being within one of the three City Wards.

To choose the 3,000 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible households is culled, selecting every *Nth* one, giving each eligible household a known probability of selection, until the appropriate number of households is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units. Figure 1 displays a map of the households selected to receive the survey. In general, because of the random sampling techniques used, the displayed sampling density will closely mirror the overall housing unit density (which may be different from the population density). While the theory of probability assumes no bias in selection, there may be some minor variations in practice (meaning, an area with only 15% of the housing units might be sampled at an actual rate that is slightly above or below that).

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

Figure 1: Location of Survey Recipients



## Survey Administration and Response

Selected households received three mailings, one week apart, beginning on September 23, 2016. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Mayor inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. Both cover letters contained paragraphs in Spanish instructing residents to complete the survey online if they needed a Spanish copy of the survey. All respondents could opt to take the survey online in English or Spanish. Completed surveys were collected over the following seven weeks.

About 5% of the 3,000 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 2,844 households that received the survey, 831 completed the survey, providing an overall response rate of 29%. Of the 831 completed surveys, 164 were completed online; two of these 164 online surveys were completed in Spanish. Additionally, responses were tracked by City Ward; response rates by Ward ranged from 21% to 44%.

Table 75: Survey Response Rates by Ward

	Number mailed	Undeliverable	Eligible	Returned	Response rate
Ward 1	874	26	848	176	21%
Ward 2	1,092	75	1,017	444	44%
Ward 3	1,034	55	979	211	22%
Overall	3,000	156	2,844	831	29%

### Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions.<sup>1</sup>

The margin of error for the City of McMinnville survey is no greater than plus or minus three percentage points around any given percent reported for the entire sample (831 completed surveys).

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

### Survey Processing (Data Entry)

Upon receipt, completed surveys were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; in this case, NRC would use protocols to randomly choose two of the three selected items for inclusion in the dataset.

All surveys then were entered twice into an electronic dataset; any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed.

### Survey Data Weighting

The demographic characteristics of the survey sample were compared to those found in the 2010 Census and American Community Survey estimates for adults in the City of McMinnville. The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. The characteristics used for weighting were housing tenure (rent or own), housing unit type (attached or detached), race, ethnicity (Hispanic or not Hispanic), sex, age and area. The results of the weighting scheme are presented in the following table.

<sup>1</sup> A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire community is between 71% and 79%. This source of uncertainty is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

The National Citizen Survey™

Table 76: McMinnville, OR 2016 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
<b>Housing</b>			
Rent home	42%	25%	40%
Own home	58%	75%	60%
Detached unit	66%	76%	67%
Attached unit	34%	24%	33%
<b>Race and Ethnicity</b>			
White	86%	90%	85%
Not white	14%	10%	15%
Not Hispanic	83%	95%	85%
Hispanic	17%	5%	15%
<b>Sex and Age</b>			
Female	53%	60%	54%
Male	47%	40%	46%
18-34 years of age	31%	11%	28%
35-54 years of age	33%	25%	33%
55+ years of age	36%	64%	40%
Females 18-34	15%	7%	14%
Females 35-54	17%	15%	18%
Females 55+	20%	38%	22%
Males 18-34	15%	4%	14%
Males 35-54	16%	10%	15%
Males 55+	16%	25%	17%
<b>City Ward</b>			
Ward 1	30%	21%	27%
Ward 2	37%	53%	43%
Ward 3	33%	25%	30%

### Survey Data Analysis and Reporting

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” “essential” and “very important,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

## Appendix D: Survey Materials

Dear McMinnville Resident,

Estimado Residente de McMinnville,

It won't take much of your time to make a big difference!

¡No le tomará mucho de su tiempo para marcar una gran diferencia!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Su hogar ha sido elegido al azar para participar en una encuesta sobre su comunidad. Su encuesta le llegará dentro de pocos días.

Thank you for helping create a better city!

¡Gracias por ayudar a crear una McMinnville mejor!

Sincerely,

Atentamente,



Richard L. "Rick" Olson  
Mayor/Alcalde

Dear McMinnville Resident,

Estimado Residente de McMinnville,

It won't take much of your time to make a big difference!

¡No le tomará mucho de su tiempo para marcar una gran diferencia!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Su hogar ha sido elegido al azar para participar en una encuesta sobre su comunidad. Su encuesta le llegará dentro de pocos días.

Thank you for helping create a better city!

¡Gracias por ayudar a crear una McMinnville mejor!

Sincerely,

Atentamente,



Richard L. "Rick" Olson  
Mayor/Alcalde

Dear McMinnville Resident,

Estimado Residente de McMinnville,

It won't take much of your time to make a big difference!

¡No le tomará mucho de su tiempo para marcar una gran diferencia!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Su hogar ha sido elegido al azar para participar en una encuesta sobre su comunidad. Su encuesta le llegará dentro de pocos días.

Thank you for helping create a better city!

¡Gracias por ayudar a crear una McMinnville mejor!

Sincerely,

Atentamente,



Richard L. "Rick" Olson  
Mayor/Alcalde

Dear McMinnville Resident,

Estimado Residente de McMinnville,

It won't take much of your time to make a big difference!

¡No le tomará mucho de su tiempo para marcar una gran diferencia!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Su hogar ha sido elegido al azar para participar en una encuesta sobre su comunidad. Su encuesta le llegará dentro de pocos días.

Thank you for helping create a better city!

¡Gracias por ayudar a crear una McMinnville mejor!

Sincerely,

Atentamente,



Richard L. "Rick" Olson  
Mayor/Alcalde



230 NE Second Street, McMinnville, Oregon 97128

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94



230 NE Second Street, McMinnville, Oregon 97128

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94



230 NE Second Street, McMinnville, Oregon 97128

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94



230 NE Second Street, McMinnville, Oregon 97128

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94





230 NE Second Street • McMinnville, Oregon 97128-4831 • [www.ci.mcminnville.or.us](http://www.ci.mcminnville.or.us)

October 2016

Dear City of McMinnville Resident:

Please help us shape the future of McMinnville! You have been selected at random to participate in the 2016 McMinnville Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help McMinnville make decisions that affect our city.

**A few things to remember:**

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

[www.n-r-c.com/survey/mcminnville.htm](http://www.n-r-c.com/survey/mcminnville.htm)

If you have any questions about the survey please call 503-434-7405.

Thank you for your time and participation!

Sincerely,

Estimado Residente de la Ciudad de McMinnville:

¡Por favor ayúdenos a moldear el futuro de McMinnville! Usted ha sido seleccionado al azar para participar en la Encuesta de Ciudadanos de McMinnville del 2016.

Por favor tome unos minutos para completar la encuesta adjunta; si usted preferiría completar la encuesta en español, por favor siga las instrucciones abajo para acceder a la encuesta en español por medio de la red. Su participación en esta encuesta es muy importante – especialmente porque su hogar es uno de solamente un número pequeño de hogares que se están encuestando. Sus observaciones le ayudarán a McMinnville tomar decisiones que afectarán a nuestra ciudad.

**Algunas cosas para recordar:**

- **Sus respuestas son completamente anónimas.**
- Para poder escuchar a un grupo diverso de residentes, el adulto de 18 años o más en su hogar que haya celebrado su cumpleaños más recientemente debe completar esta encuesta.
- **Puede devolver la encuesta por correo en el sobre pre-pagado adjunto, o puede completar la encuesta en línea en español en:**

[www.n-r-c.com/survey/mcminnville.htm](http://www.n-r-c.com/survey/mcminnville.htm)

Para la versión en español haga clic en “Español” en la esquina superior a mano derecha.

Si tiene alguna pregunta sobre la encuesta por favor llame al 503-434-7405.

¡Gracias por su tiempo y participación!

Atentamente,

Richard L. “Rick” Olson  
Mayor

**Office of the Mayor**

[mayor@ci.mcminnville.or.us](mailto:mayor@ci.mcminnville.or.us)

(503) 435-5701

FAX (503) 472-4104



230 NE Second Street • McMinnville, Oregon 97128-4831 • [www.ci.mcminnville.or.us](http://www.ci.mcminnville.or.us)

October 2016

Dear City of McMinnville Resident:

Here's a second chance if you haven't already responded to the 2016 McMinnville Citizen Survey! **(If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.)**

Please help us shape the future of McMinnville! You have been selected at random to participate in the 2016 McMinnville Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help McMinnville make decisions that affect our city.

**A few things to remember:**


- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

[www.n-r-c.com/survey/mcminnville2016.htm](http://www.n-r-c.com/survey/mcminnville2016.htm)

If you have any questions about the survey please call 503-434-7405.

Thank you for your time and participation!

Sincerely,

  
Richard L. "Rick" Olson  
Mayor

**Office of the Mayor**  
[mayor@ci.mcminnville.or.us](mailto:mayor@ci.mcminnville.or.us)

(503) 435-5701

FAX (503) 472-4104

Estimado Residente de la Ciudad de McMinnville:

¡Aquí tiene una segunda oportunidad si usted aún no ha respondido a la Encuesta de Ciudadanos de McMinnville del 2016! **(Si usted la completó y la devolvió, le damos las gracias por su tiempo y le pedimos que recicle esta encuesta. Por favor no responda dos veces.)**

¡Por favor ayúdenos a moldear el futuro de McMinnville! Usted ha sido seleccionado al azar para participar en la Encuesta de Ciudadanos de McMinnville del 2016.

Por favor tome unos minutos para completar la encuesta adjunta; si usted preferiría completar la encuesta en español, por favor siga las instrucciones abajo para acceder a la encuesta en español por medio de la red. Su participación en esta encuesta es muy importante – especialmente porque su hogar es uno de solamente un número pequeño de hogares que se están encuestando. Sus observaciones le ayudarán a McMinnville tomar decisiones que afectarán a nuestra ciudad.

**Algunas cosas para recordar:**

- **Sus respuestas son completamente anónimas.**
- Para poder escuchar a un grupo diverso de residentes, el adulto de 18 años o más en su hogar que haya celebrado su cumpleaños más recientemente debe completar esta encuesta.
- **Puede devolver la encuesta por correo en el sobre pre-pagado adjunto, o puede completar la encuesta en línea en español en:**

[www.n-r-c.com/survey/mcminnville2016.htm](http://www.n-r-c.com/survey/mcminnville2016.htm)

Para la versión en español haga clic en "Español" en la esquina superior a mano derecha.

Si tiene alguna pregunta sobre la encuesta por favor llame al 503-434-7405.

¡Gracias por su tiempo y participación!  
Atentamente,

# The City of McMinnville 2016 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

**1. Please rate each of the following aspects of quality of life in McMinnville:**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
McMinnville as a place to live.....	1	2	3	4	5
Your neighborhood as a place to live.....	1	2	3	4	5
McMinnville as a place to raise children.....	1	2	3	4	5
McMinnville as a place to work.....	1	2	3	4	5
McMinnville as a place to visit.....	1	2	3	4	5
McMinnville as a place to retire.....	1	2	3	4	5
The overall quality of life in McMinnville.....	1	2	3	4	5

**2. Please rate each of the following characteristics as they relate to McMinnville as a whole:**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Overall feeling of safety in McMinnville.....	1	2	3	4	5
Overall ease of getting to the places you usually have to visit.....	1	2	3	4	5
Quality of overall natural environment in McMinnville.....	1	2	3	4	5
Overall "built environment" of McMinnville (including overall design, buildings, parks and transportation systems).....	1	2	3	4	5
Health and wellness opportunities in McMinnville.....	1	2	3	4	5
Overall opportunities for education and enrichment.....	1	2	3	4	5
Overall economic health of McMinnville.....	1	2	3	4	5
Sense of community.....	1	2	3	4	5
Overall image or reputation of McMinnville.....	1	2	3	4	5

**3. Please indicate how likely or unlikely you are to do each of the following:**

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in McMinnville to someone who asks.....	1	2	3	4	5
Remain in McMinnville for the next five years.....	1	2	3	4	5

**4. Please rate how safe or unsafe you feel:**

	<i>Very safe</i>	<i>Somewhat safe</i>	<i>Neither safe nor unsafe</i>	<i>Somewhat unsafe</i>	<i>Very unsafe</i>	<i>Don't know</i>
In your neighborhood during the day.....	1	2	3	4	5	6
In McMinnville's downtown/commercial area during the day.....	1	2	3	4	5	6

**5. Please rate each of the following characteristics as they relate to McMinnville as a whole:**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Traffic flow on major streets.....	1	2	3	4	5
Ease of public parking.....	1	2	3	4	5
Ease of travel by car in McMinnville.....	1	2	3	4	5
Ease of travel by public transportation in McMinnville.....	1	2	3	4	5
Ease of travel by bicycle in McMinnville.....	1	2	3	4	5
Ease of walking in McMinnville.....	1	2	3	4	5
Availability of paths and walking trails.....	1	2	3	4	5
Air quality.....	1	2	3	4	5
Cleanliness of McMinnville.....	1	2	3	4	5
Overall appearance of McMinnville.....	1	2	3	4	5
Public places where people want to spend time.....	1	2	3	4	5
Variety of housing options.....	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.).....	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food.....	1	2	3	4	5
Availability of affordable quality health care.....	1	2	3	4	5
Availability of preventive health services.....	1	2	3	4	5
Availability of affordable quality mental health care.....	1	2	3	4	5

**6. Please rate each of the following characteristics as they relate to McMinnville as a whole:**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Availability of affordable quality child care/preschool.....	1	2	3	4	5
K-12 education.....	1	2	3	4	5
Adult educational opportunities.....	1	2	3	4	5
Opportunities to attend cultural/arts/music activities.....	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities.....	1	2	3	4	5
Employment opportunities.....	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Cost of living in McMinnville.....	1	2	3	4	5
Overall quality of business and service establishments in McMinnville.....	1	2	3	4	5
Vibrant downtown/commercial area.....	1	2	3	4	5
Overall quality of new development in McMinnville.....	1	2	3	4	5
Opportunities to participate in social events and activities.....	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5
Neighborliness of residents in McMinnville.....	1	2	3	4	5

**7. Please indicate whether or not you have done each of the following in the last 12 months.**

	<i>No</i>	<i>Yes</i>
Made efforts to conserve water.....	1	2
Made efforts to make your home more energy efficient.....	1	2
Observed a code violation or other hazard in McMinnville (weeds, abandoned buildings, etc.).....	1	2
Household member was a victim of a crime in McMinnville.....	1	2
Reported a crime to the police in McMinnville.....	1	2
Stocked supplies in preparation for an emergency.....	1	2
Campaigned or advocated for an issue, cause or candidate.....	1	2
Contacted the City of McMinnville (in-person, phone, email or web) for help or information.....	1	2
Contacted McMinnville elected officials (in-person, phone, email or web) to express your opinion.....	1	2

**8. In the last 12 months, about how many times, if at all, have you or other household members done each of the following in McMinnville?**

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
Used McMinnville recreation centers or their services.....	1	2	3	4
Visited a neighborhood park or City park.....	1	2	3	4
Used McMinnville public libraries or their services.....	1	2	3	4
Participated in religious or spiritual activities in McMinnville.....	1	2	3	4
Attended a City-sponsored event.....	1	2	3	4
Used bus, rail, subway or other public transportation instead of driving.....	1	2	3	4
Carpooled with other adults or children instead of driving alone.....	1	2	3	4
Walked or biked instead of driving.....	1	2	3	4
Volunteered your time to some group/activity in McMinnville.....	1	2	3	4
Participated in a club.....	1	2	3	4
Talked to or visited with your immediate neighbors.....	1	2	3	4
Done a favor for a neighbor.....	1	2	3	4

**9. Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?**

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
<u>Attended</u> a local public meeting.....	1	2	3	4
<u>Watched</u> (online or on television) a local public meeting.....	1	2	3	4

# The City of McMinnville 2016 Citizen Survey

## 10. Please rate the quality of each of the following services in McMinnville:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police/Sheriff services.....	1	2	3	4	5
Fire services.....	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Fire prevention and education.....	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Street repair.....	1	2	3	4	5
Street cleaning.....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Sidewalk maintenance.....	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up.....	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services.....	1	2	3	4	5
Power (electric and/or gas) utility.....	1	2	3	4	5
Utility billing.....	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Land use, planning and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.).....	1	2	3	4	5
Animal control.....	1	2	3	4	5
Economic development.....	1	2	3	4	5
Health services.....	1	2	3	4	5
Public library services.....	1	2	3	4	5
Public information services.....	1	2	3	4	5
Cable television.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations).....	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts.....	1	2	3	4	5
McMinnville open space.....	1	2	3	4	5
City-sponsored special events.....	1	2	3	4	5
Overall customer service by McMinnville employees (police, receptionists, planners, etc.).....	1	2	3	4	5

## 11. Overall, how would you rate the quality of the services provided by each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The City of McMinnville.....	1	2	3	4	5
The Federal Government.....	1	2	3	4	5

## 12. Please rate the following categories of McMinnville government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to McMinnville.....	1	2	3	4	5
The overall direction that McMinnville is taking.....	1	2	3	4	5
The job McMinnville government does at welcoming citizen involvement.....	1	2	3	4	5
Overall confidence in McMinnville government.....	1	2	3	4	5
Generally acting in the best interest of the community.....	1	2	3	4	5
Being honest.....	1	2	3	4	5
Treating all residents fairly.....	1	2	3	4	5

**13. Please rate how important, if at all, you think it is for the McMinnville community to focus on each of the following in the coming two years:**

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
Overall feeling of safety in McMinnville .....	1	2	3	4
Overall ease of getting to the places you usually have to visit .....	1	2	3	4
Quality of overall natural environment in McMinnville .....	1	2	3	4
Overall “built environment” of McMinnville (including overall design, buildings, parks and transportation systems) .....	1	2	3	4
Health and wellness opportunities in McMinnville.....	1	2	3	4
Overall opportunities for education and enrichment.....	1	2	3	4
Overall economic health of McMinnville.....	1	2	3	4
Sense of community .....	1	2	3	4

**14. How much of a priority, if any, should it be for the City to address each of the following in the next five years?**

	<i>High priority</i>	<i>Medium priority</i>	<i>Not a priority</i>
Upgrades to public facilities (i.e., public buildings, parking lots, storm water, drainage facilities, etc).....	1	2	3
Improvements to parks and open space .....	1	2	3
Improvements to public safety facilities (i.e., fire/police) .....	1	2	3
Improvements to City streets and sidewalks .....	1	2	3
Improvements to arts / cultural facilities.....	1	2	3
Availability of affordable housing.....	1	2	3
Downtown improvements.....	1	2	3

**15. Which of the following projects are you willing to fund with additional taxes (please select all that apply):**

- Street and traffic improvements and maintenance
- Fire/ambulance services
- Police services
- Creating more recreation facilities
- Downtown improvements
- Library service
- Increasing affordable housing
- None of the above

**16. To increase the availability of housing within McMinnville, how strongly would you support, if at all, increasing the density of housing through apartment, condo or townhome developments?**

- Strongly support     Somewhat support     Somewhat oppose     Strongly oppose     Don't know

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

	<i>Major source</i>	<i>Minor source</i>	<i>Not a source</i>
City website (www.mcminnvilleoregon.gov).....	1	2	3
Local media outlets (newspapers, radio, local television stations).....	1	2	3
The local government cable Channel (Comcast Channel 11/Frontier Channel 29).....	1	2	3
City information in the parks & rec brochure or water bill.....	1	2	3
City Council meetings and other public meetings .....	1	2	3
Talking with City officials.....	1	2	3
City communications via social media (i.e. Facebook, Twitter or YouTube) .....	1	2	3
Word-of-mouth .....	1	2	3

**18. What single community need or issue would you like the City Council to prioritize in the next five years?**

---



---

# The City of McMinnville 2016 Citizen Survey

**Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.**

**D1. How often, if at all, do you do each of the following, considering all of the times you could?**

	<i>Never</i>	<i>Rarely</i>	<i>Sometimes</i>	<i>Usually</i>	<i>Always</i>
Recycle at home.....	1	2	3	4	5
Purchase goods or services from a business located in McMinnville.....	1	2	3	4	5
Eat at least 5 portions of fruits and vegetables a day .....	1	2	3	4	5
Participate in moderate or vigorous physical activity .....	1	2	3	4	5
Read or watch local news (via television, paper, computer, etc.).....	1	2	3	4	5
Vote in local elections .....	1	2	3	4	5

**D2. Would you say that in general your health is:**

- Excellent     
  Very good     
  Good     
  Fair     
  Poor

**D3. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:**

- Very positive     
  Somewhat positive     
  Neutral     
  Somewhat negative     
  Very negative

**D4. What is your employment status?**

- Working full time for pay  
 Working part time for pay  
 Unemployed, looking for paid work  
 Unemployed, not looking for paid work  
 Fully retired

**D5. Do you work inside the boundaries of McMinnville?**

- Yes, outside the home  
 Yes, from home  
 No

**D6. How many years have you lived in McMinnville?**

- Less than 2 years       11-20 years  
 2-5 years       More than 20 years  
 6-10 years

**D7. Which best describes the building you live in?**

- One family house detached from any other houses  
 Building with two or more homes (duplex, townhome, apartment or condominium)  
 Mobile home  
 Other

**D8. Is this house, apartment or mobile home...**

- Rented  
 Owned

**D9. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?**

- Less than \$300 per month  
 \$300 to \$599 per month  
 \$600 to \$999 per month  
 \$1,000 to \$1,499 per month  
 \$1,500 to \$2,499 per month  
 \$2,500 or more per month

**D10. Do any children 17 or under live in your household?**

- No       Yes

**D11. Are you or any other members of your household aged 65 or older?**

- No       Yes

**D12. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)**

- Less than \$25,000  
 \$25,000 to \$49,999  
 \$50,000 to \$99,999  
 \$100,000 to \$149,999  
 \$150,000 or more

**Please respond to both questions D13 and D14:**

**D13. Are you Spanish, Hispanic or Latino?**

- No, not Spanish, Hispanic or Latino  
 Yes, I consider myself to be Spanish, Hispanic or Latino

**D14. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)**

- American Indian or Alaskan Native  
 Asian, Asian Indian or Pacific Islander  
 Black or African American  
 White  
 Other

**D15. In which category is your age?**

- 18-24 years       55-64 years  
 25-34 years       65-74 years  
 35-44 years       75 years or older  
 45-54 years

**D16. What is your sex?**

- Female       Male

**D17. Do you consider a cell phone or land line your primary telephone number?**

- Cell       Land line       Both

**Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502**



230 NE Second Street, McMinnville, Oregon 97128

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO.94



