

THE NCSTM
The National Citizen SurveyTM

Corvallis, OR

Trends over Time

2015



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 2015 ratings for the City of Corvallis to its previous survey results in 2008, 2009, 2010 and 2011. Additional reports and technical appendices are available under separate cover.

Trend data for Corvallis 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 six percentage points between the 2011 and 2015 surveys, otherwise the comparison between 2011 and 2015 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 Corvallis for 2015 generally remained stable. Of the 90 items for which comparisons were available, 66 items were rated similarly in 2011 and 2015, 16 items showed a decrease in ratings and 8 showed an increase in ratings. Notable trends over time included the following:

- Ratings for Economy across all pillars showed an upward trend with residents rating economic development, shopping opportunities and the economy having a positive impact on income higher in 2015 than in 2011.
- Within the pillar of Governance, Mobility ratings for street repair, street lighting and sidewalk maintenance were lower in 2015 than in 2011, while ratings for other Mobility services were similar to those in 2011.
- Ratings for Community Engagement within the pillars of Governance and Participation decreased from 2011. Residents rated the overall direction Corvallis is taking, the value of services for taxes paid and welcoming citizen engagement lower in 2015 than in 2011. Ratings for sense of community attended a local public meeting and volunteered also decreased from 2011 to 2015.

The National Citizen Survey™

Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)					2015 current rating compared to 2011	Comparison to benchmark				
	2008	2009	2010	2011	2015		2008	2009	2010	2011	2015
Overall quality of life	90%	91%	88%	88%	89%	Similar	Much higher	Much higher	Much higher	Much higher	Similar
Overall image	86%	89%	90%	87%	84%	Similar	Much higher	Much higher	Much higher	Much higher	Higher
Place to live	94%	95%	93%	92%	95%	Similar	Much higher	Much higher	Much higher	Much higher	Higher
Neighborhood	81%	82%	83%	78%	81%	Similar	Higher	Similar	Higher	Similar	Similar
Place to raise children	88%	89%	90%	85%	86%	Similar	Much higher	Much higher	Much higher	Much higher	Similar
Place to retire	74%	78%	73%	68%	78%	Higher	Much higher	Much higher	Much higher	Higher	Higher
Overall appearance	86%	89%	85%	86%	87%	Similar	Much higher	Much higher	Much higher	Much higher	Higher

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)					2015 current rating compared to 2011	Comparison to benchmark				
		2008	2009	2010	2011	2015		2008	2009	2010	2011	2015
Safety	Overall feeling of safety	NA	NA	NA	NA	90%	NA	NA	NA	NA	NA	Similar
	Safe in neighborhood	97%	97%	96%	97%	97%	Similar	Much higher	Much higher	Much higher	Much higher	Similar
	Safe downtown area	96%	97%	95%	96%	97%	Similar	Much higher	Much higher	Much higher	Much higher	Similar
	Overall ease of travel	NA	NA	NA	NA	79%	NA	NA	NA	NA	NA	Similar
	Paths and walking trails	87%	88%	90%	86%	88%	Similar	Much higher	Much higher	Much higher	Much higher	Higher
	Ease of walking	87%	94%	92%	86%	91%	Similar	Much higher	Much higher	Much higher	Much higher	Much higher
	Travel by bicycle	89%	92%	93%	86%	84%	Similar	Much higher	Much higher	Much higher	Much higher	Much higher
	Travel by public transportation	NA	NA	NA	NA	64%	NA	NA	NA	NA	NA	Higher
	Travel by car	73%	77%	77%	69%	65%	Similar	Much higher	Much higher	Much higher	Much higher	Similar
Mobility	Public parking	NA	NA	NA	NA	34%	NA	NA	NA	NA	NA	Lower
	Traffic flow	56%	65%	61%	53%	63%	Higher	Much higher	Much higher	Much higher	Higher	Similar
Natural Environment	Overall natural environment	92%	88%	92%	91%	95%	Similar	Much higher	Much higher	Much higher	Much higher	Higher
	Cleanliness	84%	87%	89%	81%	86%	Similar	Much higher	Much higher	Much higher	Much higher	Similar
	Air quality	86%	84%	85%	86%	88%	Similar	Much higher	Much higher	Much higher	Much higher	Higher
Built Environment	Overall built environment	NA	NA	NA	NA	71%	NA	NA	NA	NA	NA	Similar
	New development in Corvallis	49%	56%	61%	52%	45%	Similar	Lower	Similar	Higher	Lower	Similar

The National Citizen Survey™

		Percent rating positively (e.g., excellent/good, very/somewhat safe)					2015 current rating compared to 2011	Comparison to benchmark				
		2008	2009	2010	2011	2015		2008	2009	2010	2011	2015
	Affordable quality housing	25%	35%	36%	26%	20%	Similar	Lower	Similar	Similar	Much lower	Lower
	Housing options	45%	50%	51%	43%	42%	Similar	Lower	Similar	Lower	Much lower	Lower
	Public places	NA	NA	NA	NA	76%	NA	NA	NA	NA	NA	Similar
Economy	Overall economic health	NA	NA	NA	NA	72%	NA	NA	NA	NA	NA	Similar
	Vibrant downtown/commercial area	NA	NA	NA	NA	61%	NA	NA	NA	NA	NA	Similar
	Business and services	55%	61%	66%	62%	63%	Similar	Similar	Similar	Similar	Similar	Similar
	Cost of living	NA	NA	NA	NA	25%	NA	NA	NA	NA	NA	Lower
	Shopping opportunities	32%	32%	34%	28%	37%	Higher	Much lower	Much lower	Much lower	Much lower	Lower
	Employment opportunities	25%	24%	25%	21%	29%	Similar	Similar	Similar	Similar	Lower	Similar
	Place to visit	NA	NA	NA	NA	61%	NA	NA	NA	NA	NA	Similar
	Place to work	65%	65%	61%	61%	66%	Similar	Much higher	Higher	Higher	Higher	Similar
	Health and wellness	NA	NA	NA	NA	90%	NA	NA	NA	NA	NA	Higher
	Mental health care	NA	NA	NA	NA	47%	NA	NA	NA	NA	NA	Similar
Recreation and Wellness	Preventive health services	64%	67%	72%	69%	70%	Similar	Much higher	Much higher	Much higher	Higher	Similar
	Health care	50%	56%	65%	50%	68%	Higher	Higher	Much higher	Much higher	Similar	Higher
	Food	70%	72%	75%	73%	73%	Similar	Much higher	Much higher	Much higher	Much higher	Similar
	Recreational opportunities	79%	81%	80%	78%	83%	Similar	Much higher	Much higher	Much higher	Much higher	Higher
	Fitness opportunities	NA	NA	NA	NA	87%	NA	NA	NA	NA	NA	Higher
	Religious or spiritual events and activities	86%	86%	85%	83%	87%	Similar	Much higher	Much higher	Much higher	Higher	Similar
	Cultural/arts/music activities	64%	78%	70%	72%	73%	Similar	Much higher	Much higher	Much higher	Much higher	Higher
	Adult education	NA	NA	NA	NA	85%	NA	NA	NA	NA	NA	Higher
Education and Enrichment	K-12 education	79%	82%	83%	79%	82%	Similar	Much higher	Much higher	Much higher	Much higher	Similar
	Child care/preschool	35%	33%	53%	36%	47%	Higher	Similar	Similar	Much higher	Lower	Similar
	Social events and activities	80%	87%	83%	80%	66%	Lower	Much higher	Much higher	Much higher	Much higher	Similar
Community Engagement	Neighborliness	NA	NA	NA	NA	66%	NA	NA	NA	NA	NA	Similar

The National Citizen Survey™

	Percent rating positively (e.g., excellent/good, very/somewhat safe)					2015 current rating compared to 2011	Comparison to benchmark				
	2008	2009	2010	2011	2015		2008	2009	2010	2011	2015
Openness and acceptance	71%	71%	77%	74%	68%	Similar	Much higher	Much higher	Much higher	Much higher	Similar
Opportunities to participate in community matters	81%	81%	82%	72%	74%	Similar	Much higher	Much higher	Much higher	Much higher	Similar
Opportunities to volunteer	90%	89%	93%	84%	83%	Similar	Much higher	Much higher	Much higher	Much higher	Similar

Table 3: Governance General

	Percent rating positively (e.g., excellent/good)					2015 current rating compared to 2011	Comparison to benchmark				
	2008	2009	2010	2011	2015		2008	2009	2010	2011	2015
Services provided by Corvallis	82%	90%	82%	85%	80%	Similar	Much higher	Much higher	Much higher	Much higher	Similar
Customer service	79%	81%	85%	87%	74%	Lower	Much higher	Much higher	Much higher	Much higher	Similar
Value of services for taxes paid	64%	63%	63%	69%	59%	Lower	Similar	Higher	Much higher	Much higher	Similar
Overall direction	61%	69%	65%	62%	51%	Lower	Similar	Higher	Much higher	Higher	Similar
Welcoming citizen involvement	66%	66%	67%	67%	54%	Lower	Similar	Higher	Much higher	Much higher	Similar
Confidence in City government	NA	NA	NA	NA	58%	NA	NA	NA	NA	NA	Similar
Acting in the best interest of Corvallis	NA	NA	NA	NA	63%	NA	NA	NA	NA	NA	Similar
Being honest	NA	NA	NA	NA	68%	NA	NA	NA	NA	NA	Similar
Treating all residents fairly	NA	NA	NA	NA	60%	NA	NA	NA	NA	NA	Similar
Services provided by the Federal Government	33%	48%	47%	39%	47%	Similar	Similar	Much higher	Higher	Similar	Similar

Table 4: Governance by Facet

	Percent rating positively (e.g., excellent/good)					2015 current rating compared to 2011	Comparison to benchmark					
	2008	2009	2010	2011	2015		2008	2009	2010	2011	2015	
Safety	Police	79%	78%	83%	81%	80%	Similar	Similar	Similar	Similar	Similar	Similar
	Fire	95%	96%	97%	98%	93%	Similar	Higher	Higher	Similar	Similar	Similar
	Ambulance/EMS	94%	94%	96%	98%	96%	Similar	Much higher	Higher	Higher	Higher	Similar
	Crime prevention	72%	78%	76%	73%	79%	Similar	Higher	Much higher	Much higher	Higher	Similar
	Fire prevention	87%	85%	85%	90%	82%	Lower	Much higher	Much higher	Higher	Higher	Similar

The National Citizen Survey™

		Percent rating positively (e.g., excellent/good)					2015 current rating compared to 2011	Comparison to benchmark					
		2008	2009	2010	2011	2015		2008	2009	2010	2011	2015	
	Animal control	65%	71%	75%	68%	76%	Similar	Similar	Higher	Much higher	Higher	Similar	
	Emergency preparedness	60%	48%	63%	59%	46%	Lower	Lower	Lower	Similar	Similar	Similar	
Mobility	Traffic enforcement	61%	63%	67%	62%	57%	Similar	Similar	Similar	Similar	Similar	Similar	
	Street repair	50%	57%	55%	49%	37%	Lower	Higher	Much higher	Much higher	Higher	Similar	
	Street cleaning	80%	82%	82%	78%	73%	Similar	Much higher	Much higher	Much higher	Much higher	Similar	
	Street lighting	64%	63%	70%	66%	54%	Lower	Higher	Similar	Higher	Similar	Similar	
	Snow removal	61%	51%	61%	58%	27%	Lower	Similar	Much lower	Similar	Similar	Much lower	
	Sidewalk maintenance	55%	60%	68%	52%	49%	Similar	Higher	Higher	Much higher	Similar	Similar	
	Traffic signal timing	61%	69%	63%	61%	56%	Similar	Much higher	Much higher	Much higher	Much higher	Similar	
	Bus or transit services	72%	76%	67%	76%	73%	Similar	Much higher	Much higher	Much higher	Much higher	Higher	
	Natural Environment	Garbage collection	89%	94%	89%	92%	93%	Similar	Much higher	Much higher	Higher	Much higher	Similar
		Recycling	89%	94%	89%	89%	88%	Similar	Much higher	Much higher	Much higher	Much higher	Higher
Yard waste pick-up		87%	93%	88%	89%	90%	Similar	Much higher	Much higher	Much higher	Much higher	Higher	
Drinking water		78%	78%	82%	82%	84%	Similar	Much higher	Much higher	Much higher	Much higher	Higher	
Natural areas preservation		74%	78%	79%	83%	77%	Similar	Much higher	Much higher	Much higher	Much higher	Higher	
Open space		NA	NA	NA	NA	73%	NA	NA	NA	NA	NA	Similar	
Built Environment	Storm drainage	76%	79%	80%	77%	70%	Similar	Much higher	Much higher	Much higher	Much higher	Similar	
	Sewer services	85%	88%	90%	86%	88%	Similar	Much higher	Much higher	Much higher	Much higher	Higher	
	Power utility	NA	NA	84%	87%	83%	Similar	NA	NA	Much higher	Much higher	Similar	
	Utility billing	NA	NA	NA	NA	75%	NA	NA	NA	NA	NA	Similar	
	Land use, planning and zoning	52%	57%	56%	55%	42%	Lower	Much higher	Much higher	Much higher	Much higher	Similar	
	Code enforcement	47%	54%	57%	55%	45%	Lower	Similar	Much higher	Much higher	Higher	Similar	

The National Citizen Survey™

		Percent rating positively (e.g., excellent/good)					2015 current rating compared to 2011	Comparison to benchmark				
		2008	2009	2010	2011	2015		2008	2009	2010	2011	2015
Economy	Cable television	63%	61%	63%	58%	40%	Lower	Much higher	Much higher	Higher	Similar	Similar
	Economic development	43%	39%	46%	38%	47%	Higher	Lower	Similar	Similar	Similar	Similar
Recreation and Wellness	City parks	94%	92%	96%	96%	89%	Similar	Much higher	Much higher	Much higher	Much higher	Similar
	Recreation programs	86%	88%	87%	87%	84%	Similar	Much higher	Much higher	Much higher	Much higher	Similar
	Recreation centers	NA	NA	NA	NA	85%	NA	NA	NA	NA	NA	Similar
	Health services	74%	76%	77%	76%	74%	Similar	Much higher	Much higher	Much higher	Much higher	Similar
	Special events	NA	NA	NA	NA	68%	NA	NA	NA	NA	NA	Similar
Education and Enrichment	Public libraries	90%	90%	92%	93%	92%	Similar	Much higher	Much higher	Much higher	Much higher	Higher
Community Engagement	Public information	74%	77%	82%	78%	74%	Similar	Much higher	Much higher	Much higher	Much higher	Similar

Table 5: Participation General

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)					2015 current rating compared to 2011	Comparison to benchmark				
		2008	2009	2010	2011	2015		2008	2009	2010	2011	2015
Sense of community		78%	82%	79%	79%	68%	Lower	Much higher	Much higher	Much higher	Much higher	Similar
Recommend Corvallis		91%	92%	89%	92%	85%	Similar	Much higher	Much higher	Higher	Much higher	Similar
Remain in Corvallis		77%	74%	74%	81%	74%	Similar	Lower	Lower	Much lower	Similar	Similar
Contacted Corvallis employees		54%	46%	47%	37%	30%	Similar	Lower	Much lower	Much lower	Much lower	Much lower

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)					2015 current rating compared to 2011	Comparison to benchmark				
		2008	2009	2010	2011	2015		2008	2009	2010	2011	2015
Safety	Stocked supplies for an emergency	NA	NA	NA	NA	34%	NA	NA	NA	NA	NA	Similar
	Did NOT report a crime	NA	NA	NA	NA	83%	NA	NA	NA	NA	NA	Similar
	Was NOT the victim of a crime	83%	86%	86%	83%	86%	Similar	Similar	Similar	Similar	Lower	Similar
Mobility	Used public transportation instead of driving	NA	NA	NA	NA	50%	NA	NA	NA	NA	NA	Much higher

The National Citizen Survey™

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)					2015 current rating compared to 2011	Comparison to benchmark				
		2008	2009	2010	2011	2015		2008	2009	2010	2011	2015
	Carpooled instead of driving alone	NA	NA	NA	NA	60%	NA	NA	NA	NA	NA	Higher
	Walked or biked instead of driving	NA	NA	NA	NA	80%	NA	NA	NA	NA	NA	Much higher
Natural Environment	Conserved water	NA	NA	NA	NA	75%	NA	NA	NA	NA	NA	Similar
	Made home more energy efficient	NA	NA	NA	NA	68%	NA	NA	NA	NA	NA	Similar
	Recycled at home	99%	99%	98%	97%	98%	Similar	Much higher	Much higher	Much higher	Much higher	Higher
Built Environment	Did NOT observe a code violation	NA	NA	NA	NA	59%	NA	NA	NA	NA	NA	Similar
	NOT under housing cost stress	66%	58%	52%	54%	57%	Similar	Higher	Lower	Much lower	Much lower	Similar
Economy	Purchased goods or services in Corvallis	NA	NA	NA	NA	98%	NA	NA	NA	NA	NA	Similar
	Economy will have positive impact on income	6%	9%	12%	10%	28%	Higher	Much lower	Much lower	Lower	Much lower	Similar
	Work in Corvallis	NA	NA	NA	NA	58%	NA	NA	NA	NA	NA	Higher
Recreation and Wellness	Used Corvallis recreation centers	58%	60%	59%	60%	63%	Similar	Similar	Higher	Similar	Higher	Similar
	Visited a City park	96%	95%	94%	96%	94%	Similar	Much higher	Much higher	Much higher	Much higher	Higher
	Ate 5 portions of fruits and vegetables	NA	NA	NA	NA	86%	NA	NA	NA	NA	NA	Similar
	Participated in moderate or vigorous physical activity	NA	NA	NA	NA	91%	NA	NA	NA	NA	NA	Similar
	In very good to excellent health	NA	NA	NA	NA	68%	NA	NA	NA	NA	NA	Similar
Education and Enrichment	Used Corvallis public libraries	83%	81%	81%	72%	73%	Similar	Much higher	Much higher	Much higher	Similar	Similar
	Participated in religious or spiritual activities	NA	NA	NA	NA	37%	NA	NA	NA	NA	NA	Lower
	Attended a City-sponsored event	NA	NA	NA	NA	58%	NA	NA	NA	NA	NA	Similar
Community Engagement	Campaigned for an issue, cause or candidate	NA	NA	NA	NA	21%	NA	NA	NA	NA	NA	Similar
	Contacted Corvallis elected officials	NA	NA	NA	NA	12%	NA	NA	NA	NA	NA	Similar
	Volunteered	64%	64%	61%	61%	51%	Lower	Much higher	Much higher	Much higher	Much higher	Similar

The National Citizen Survey™

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)					2015 current rating compared to 2011	Comparison to benchmark				
	2008	2009	2010	2011	2015		2008	2009	2010	2011	2015
Participated in a club	44%	45%	41%	41%	36%	Similar	Much higher	Much higher	Much higher	Much higher	Similar
Talked to or visited with neighbors	NA	NA	NA	NA	84%	NA	NA	NA	NA	NA	Similar
Done a favor for a neighbor	NA	NA	NA	NA	72%	NA	NA	NA	NA	NA	Similar
Attended a local public meeting	29%	25%	20%	24%	16%	Lower	Similar	Lower	Much lower	Lower	Similar
Watched a local public meeting	26%	25%	21%	18%	11%	Similar	Much lower	Much lower	Much lower	Much lower	Much lower
Read or watched local news	NA	NA	NA	NA	74%	NA	NA	NA	NA	NA	Lower
Voted in local elections	95%	80%	81%	78%	88%	Higher	Much higher	Higher	Higher	Higher	Higher