



City of
Vancouver
Washington, USA

Strategic Assessment Survey

Intercept
Research
Corporation

May, 2007

Research Methodology

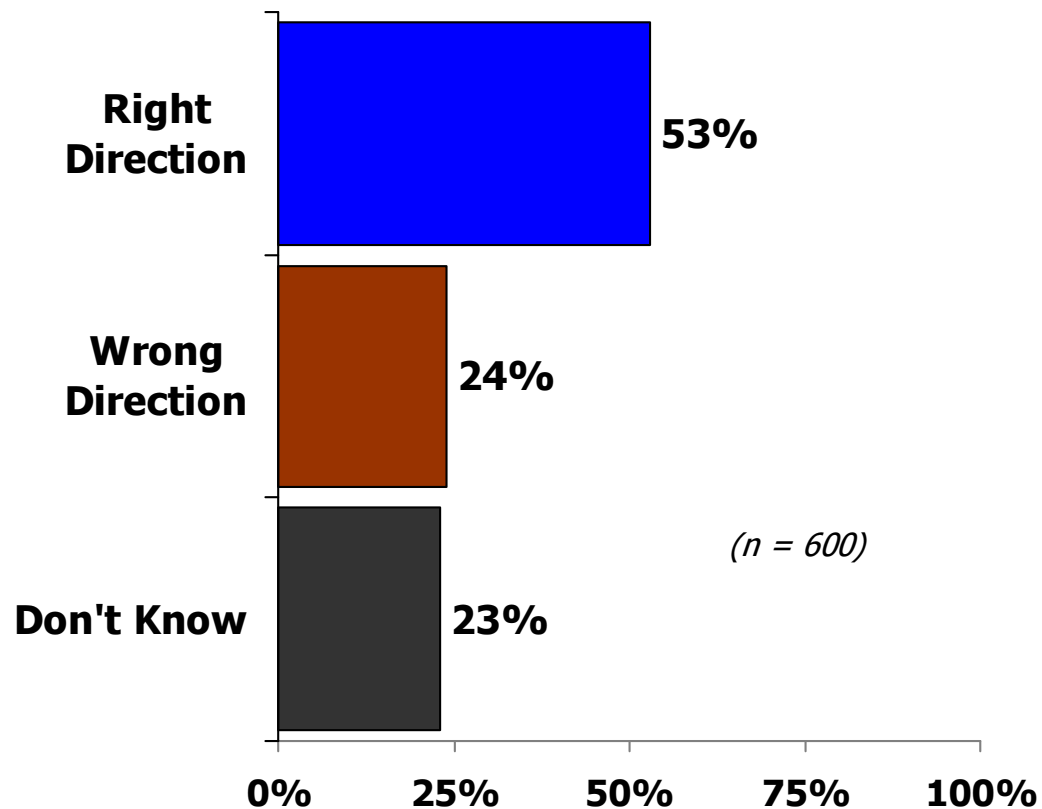
- *Telephone interviewing with 600 randomly selected respondents 18 years of age or older residing in the city of Vancouver, Washington.*
- *Sample Distribution:*

	<i>Sample Size</i>
■ West of I-5	126
■ Between I-5 and I-205	224
■ East of I-205	250
- *Surveys were conducted with equal numbers of male (300) and female (300) respondents.*
- *Data was collected April 20 through May 3, 2007.*
- *All functions related to the collection, processing and reporting of the survey data were completed in-house by Intercept Research Corporation.*
- *The margin of sampling error for the total sample is +/- 4%.*

Question: *When you think of or visualize the city of Vancouver today, what comes to your mind?*
(Multiple Response)

<i>Responses Mentioned Most Frequently</i>	<i>(n = 600)</i>
Out of control growth/overpopulated/overdeveloped/growing too fast/too crowded	22%
Positive growth/change/progress/no longer a small town/developing own identity	17%
It's a small town/homey/family-oriented/quiet/peaceful/comfortable	12%
Its livability/wonderful/nice/good place to live/work	12%
Revitalizing/improving/renovating/cleaning up downtown/Esther Short Park	10%
Traffic congestion/too much/too many cars/need more mass transit/light rail/bus system	9%
Physical beauty/environment/river/water/trees/greenery/beautiful views	8%
Bedroom community of Portland/suburb/doesn't have its own identity	6%
Park system/many/new/good parks/trails/bike paths/walkways/greenspaces	4%
Poor/incompetent/unresponsive/corrupt leadership/government	4%

Question: *Do you believe Vancouver is headed in the right or wrong direction?*



Question: *Why do you say Vancouver is headed in the right direction? (Multiple Response)*

<i>Responses Mentioned Most Frequently</i>	<i>(n = 316)</i>
Positive growth/development/vibrant/progressive/up and coming	25%
Revitalizing/renovating/improving/downtown/Esther Short Park	22%
Developing/attracting new business/economic development	18%
Good/competent/responsive/leadership/good mayor/city council	13%
Good job of managing/handling/addressing growth of the area	10%
Good livability/quality of life/it's a good place to live/attractive	9%
Good land use decisions/zoning/strategy	9%
Good/improving transportation system/streets/roads/planning for light rail	8%
Good/added/new parks/trails/bike paths	8%

Question: *Why do you say Vancouver is headed in the wrong direction? (Multiple Response)*

<i>Responses Mentioned Most Frequently</i>	<i>(n = 144)</i>
Growth is out of control/overdeveloped/becoming too big/overpopulated/crowded	45%
Poor/insufficient/misdirected planning for the future/infrastructure/services	20%
Poor/unresponsive/incompetent/ineffective/city government/mayor	17%
Spend money unwisely/foolishly/poor priorities/unnecessary	14%
Loss of farmland/green spaces/open space to sprawl/expansion/overdevelopment	12%
Taxes/property taxes/fees too high/increases	9%
Traffic congestion	7%
Too much high density housing/building too much low-income/multi-family housing	6%

Question: *What is the single most pressing issue the City must address in the next five years?*

<i>Responses Mentioned Most Frequently</i>	<i>(n = 600)</i>
Traffic congestion/control/transportation planning	20%
Growth/manage/plan for/limit/provide adequate infrastructure/stop sprawl	17%
I-5 commute/travel between Portland and Vancouver/bridge improvements/additions	12%
Mass transit/more/improve/add light rail/more buses	7%
Maintain/repair/improve roads/streets	5%
Don't know	9%

Question: *What other issues or trends does the City need to pay attention to as we plan for the future?*
(Multiple Response)

<i>Responses Mentioned Most Frequently</i>	<i>(n = 600)</i>
Growth/manage/plan for/limit/provide adequate infrastructure/stop sprawl	16%
Traffic congestion/control/transportation planning	12%
Schools/maintain quality/prevent overcrowding/adequately fund	10%
Mass transit/more/improve/add light rail/more/frequent buses	9%
I-5 commute/travel between Portland and Vancouver/bridge improvements/additions	8%
Maintain/repair/improve roads/streets	6%
Crime/lower crime rate/increase in the threat of crime/violence	6%
Develop/create more/good paying/family wage jobs	5%
Don't know	16%

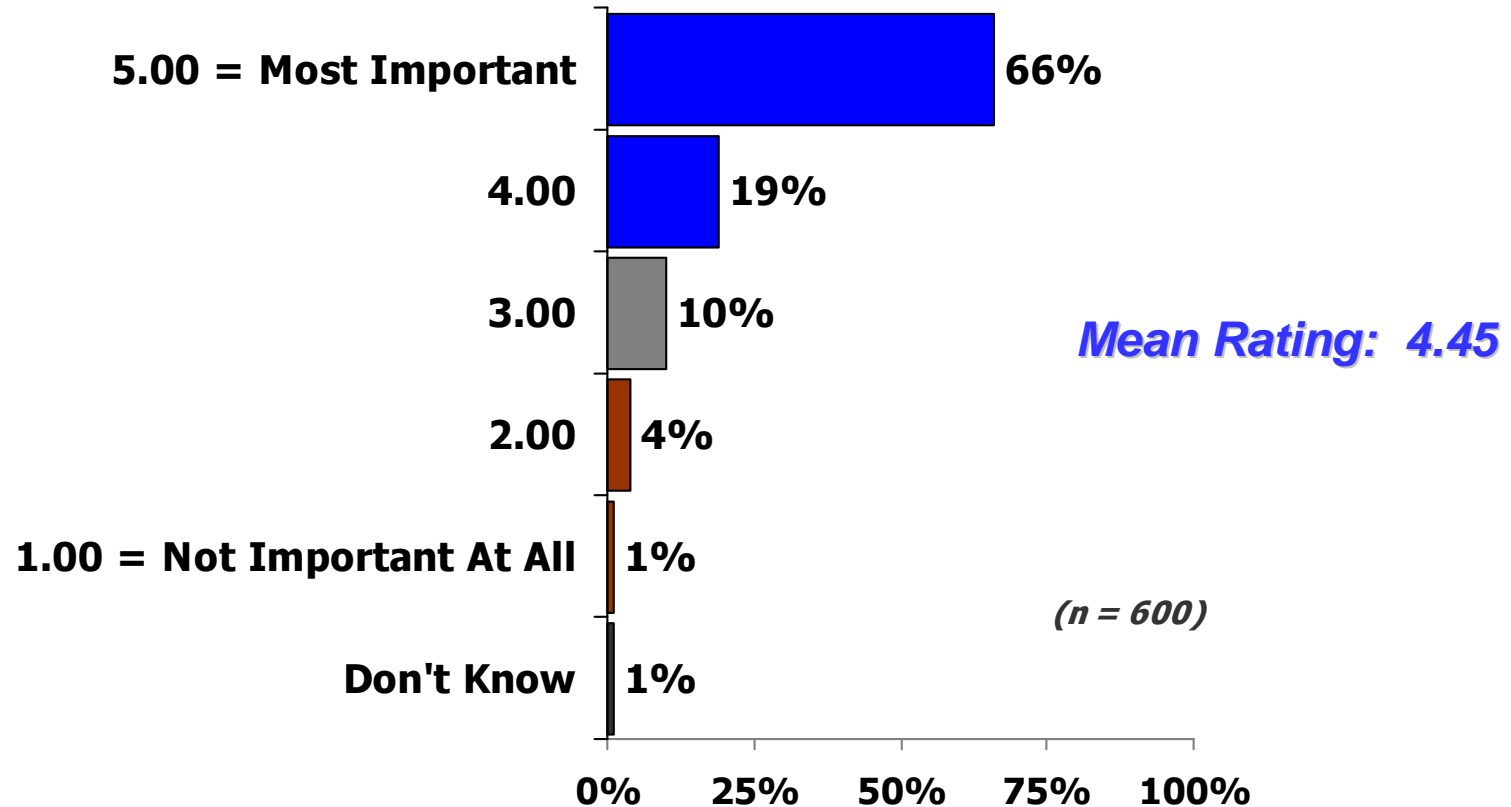
Question: *What hopes or dreams do you have for our city as we plan for the future? (Multiple Response)*

<i>Responses Mentioned Most Frequently</i>	<i>(n = 600)</i>
Growth is controlled/well managed/limited/no sprawl/grows in a positive/sustainable way	12%
Livability/is retained/improved/quality of life/is sustained/continues	10%
City is safe/crime rate is low/meth/drug use is lessened	10%
Retains its “small town”/friendly feel/welcoming	9%
Vancouver has its own identity/not viewed as a suburb/bedroom community of Portland	5%
The quality of schools/is maintained/improved/well-funded	4%
That we continue on the same/current path/plan/agree with what we’re doing	4%
Economy continues to grow/continue to attract business/industry	4%
Don’t know	24%

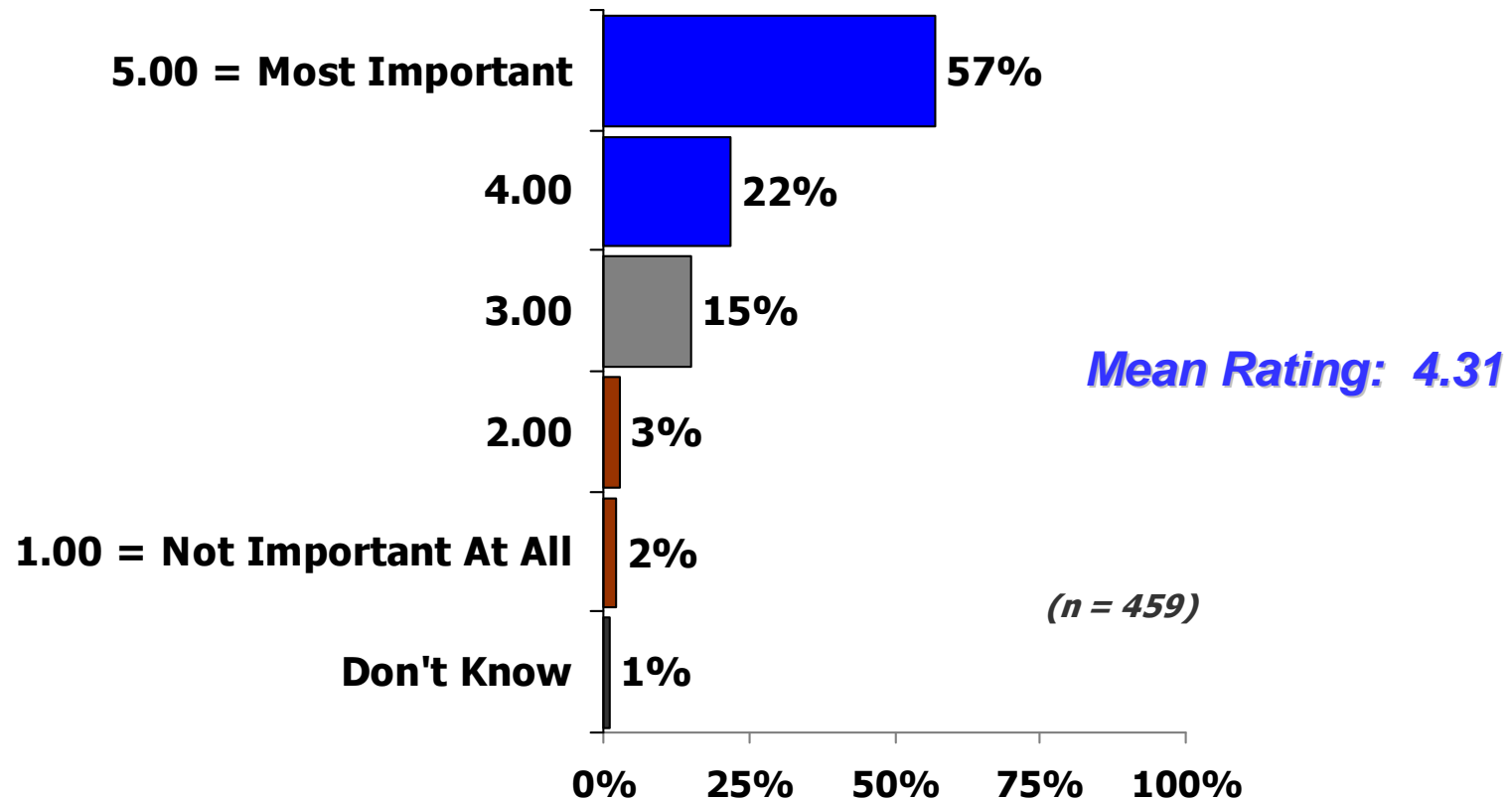
Evaluation of Concerns for the Future

Question: *I would like you to evaluate a variety of challenges facing the city in the next five years. On a scale of one to five, with five - "most important," and one - "not important at all," how important are these concerns to the future of Vancouver:*

Reducing Traffic Congestion

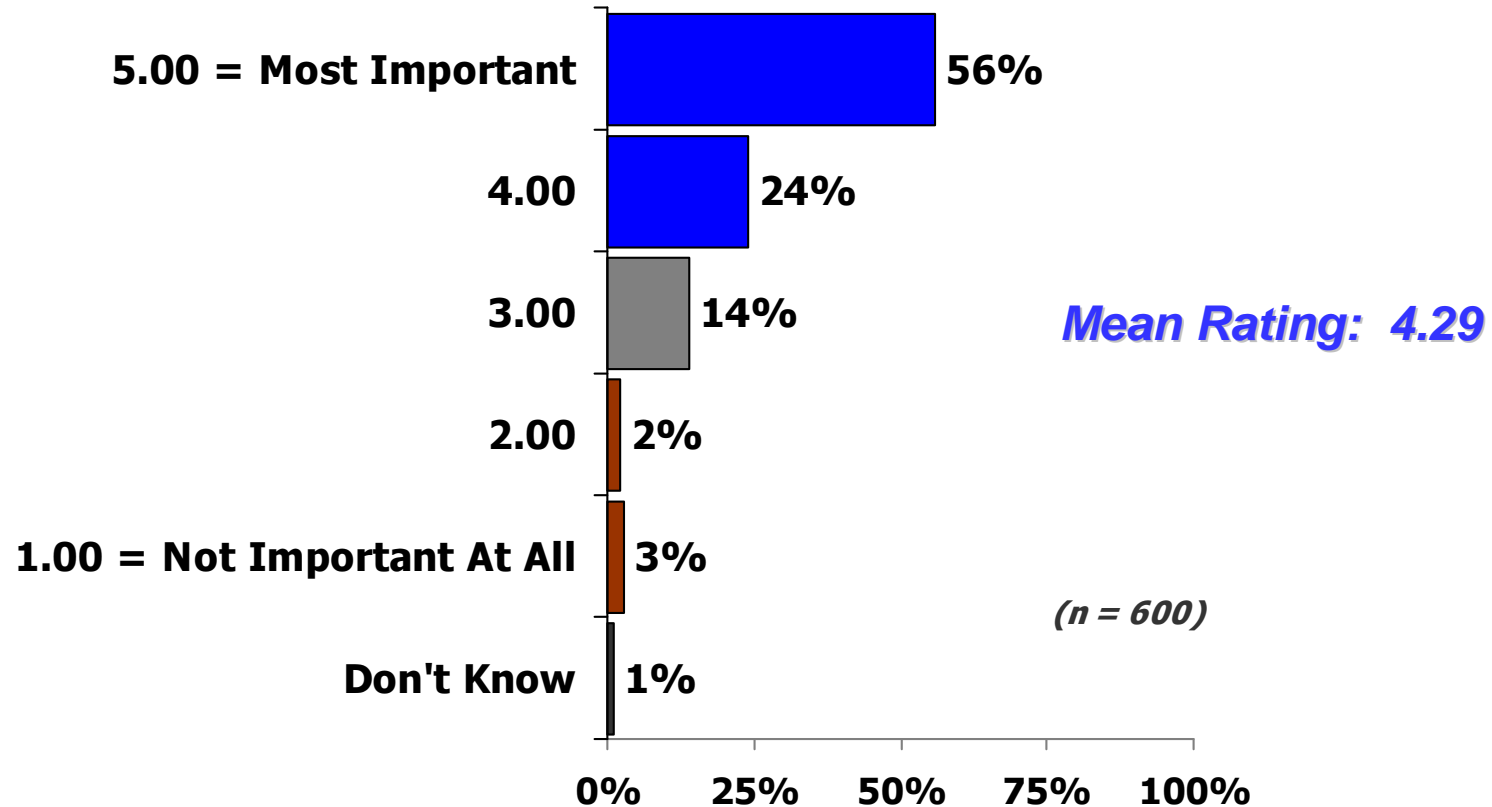


Police Protection and Patrols

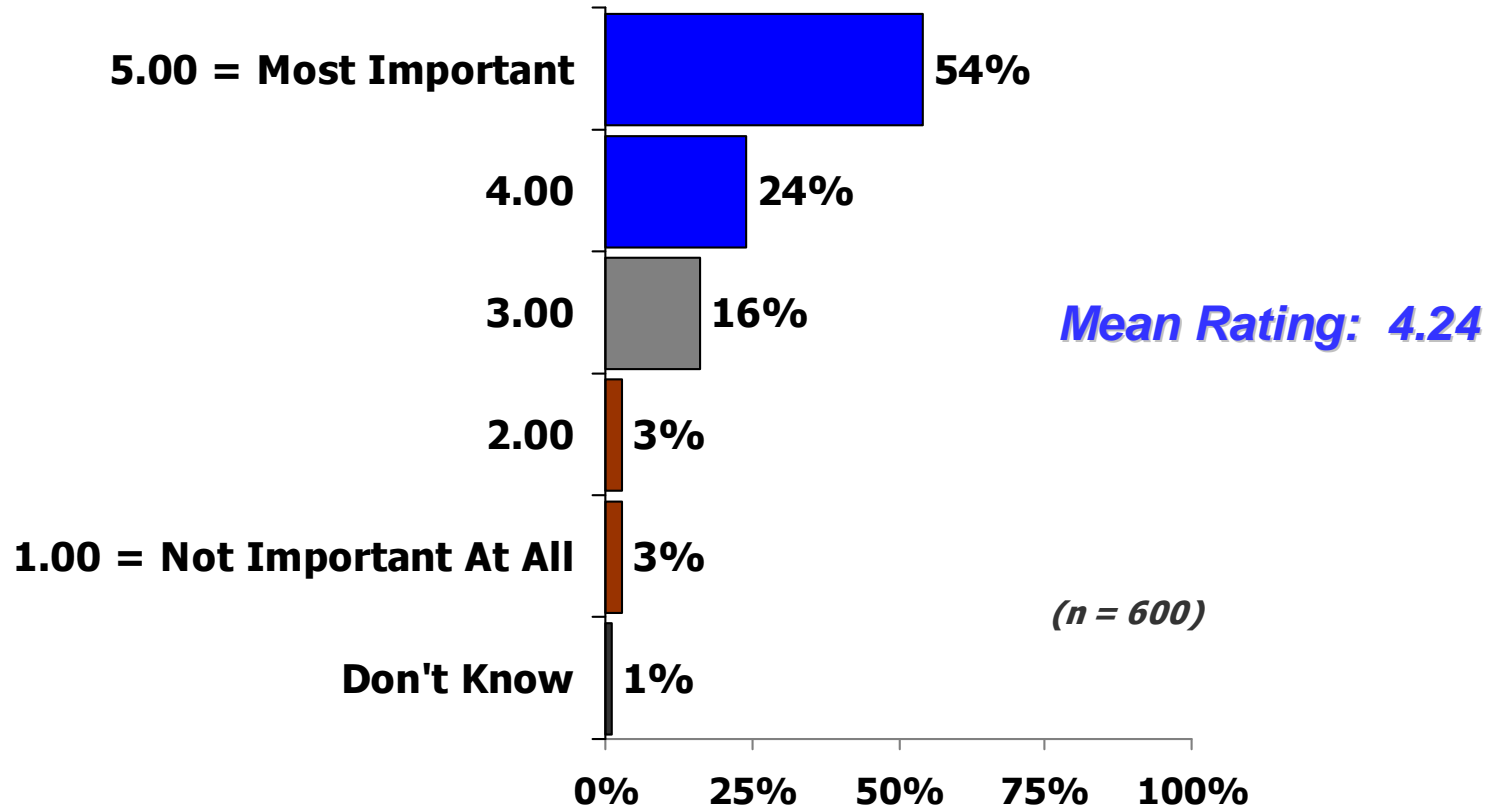


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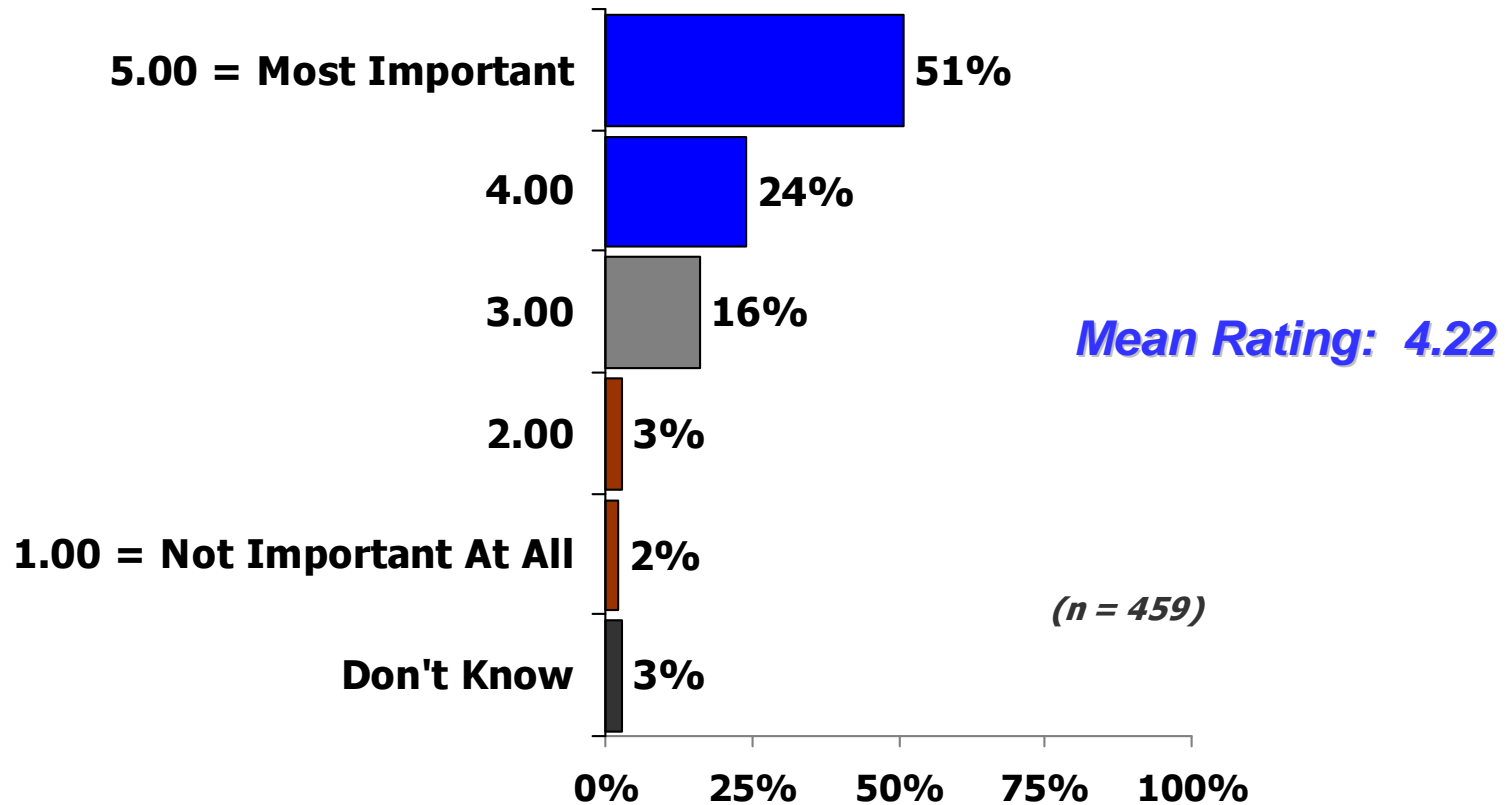
Community Planning and Controlling Growth



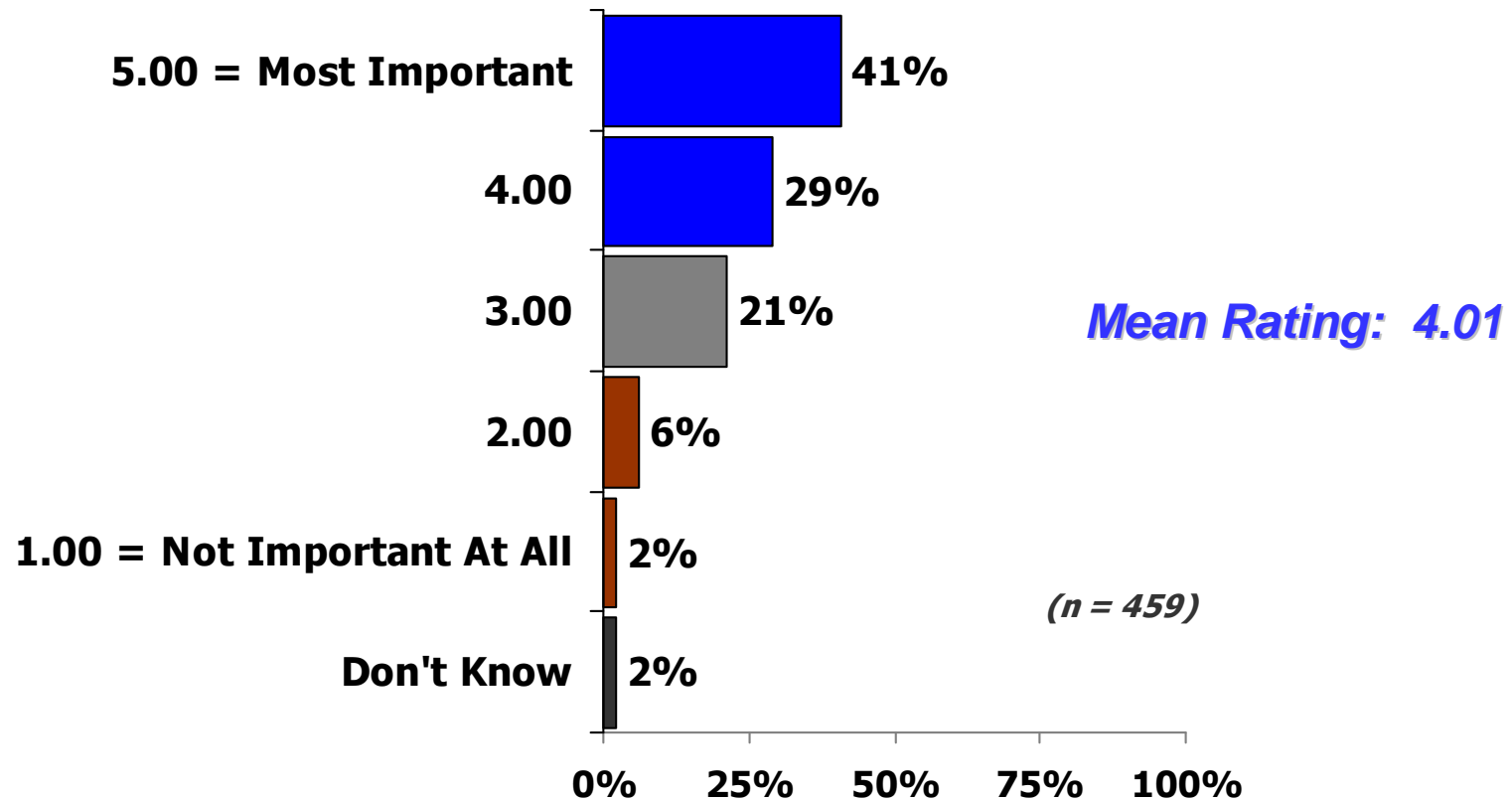
Creating Jobs and Encouraging More Business Development



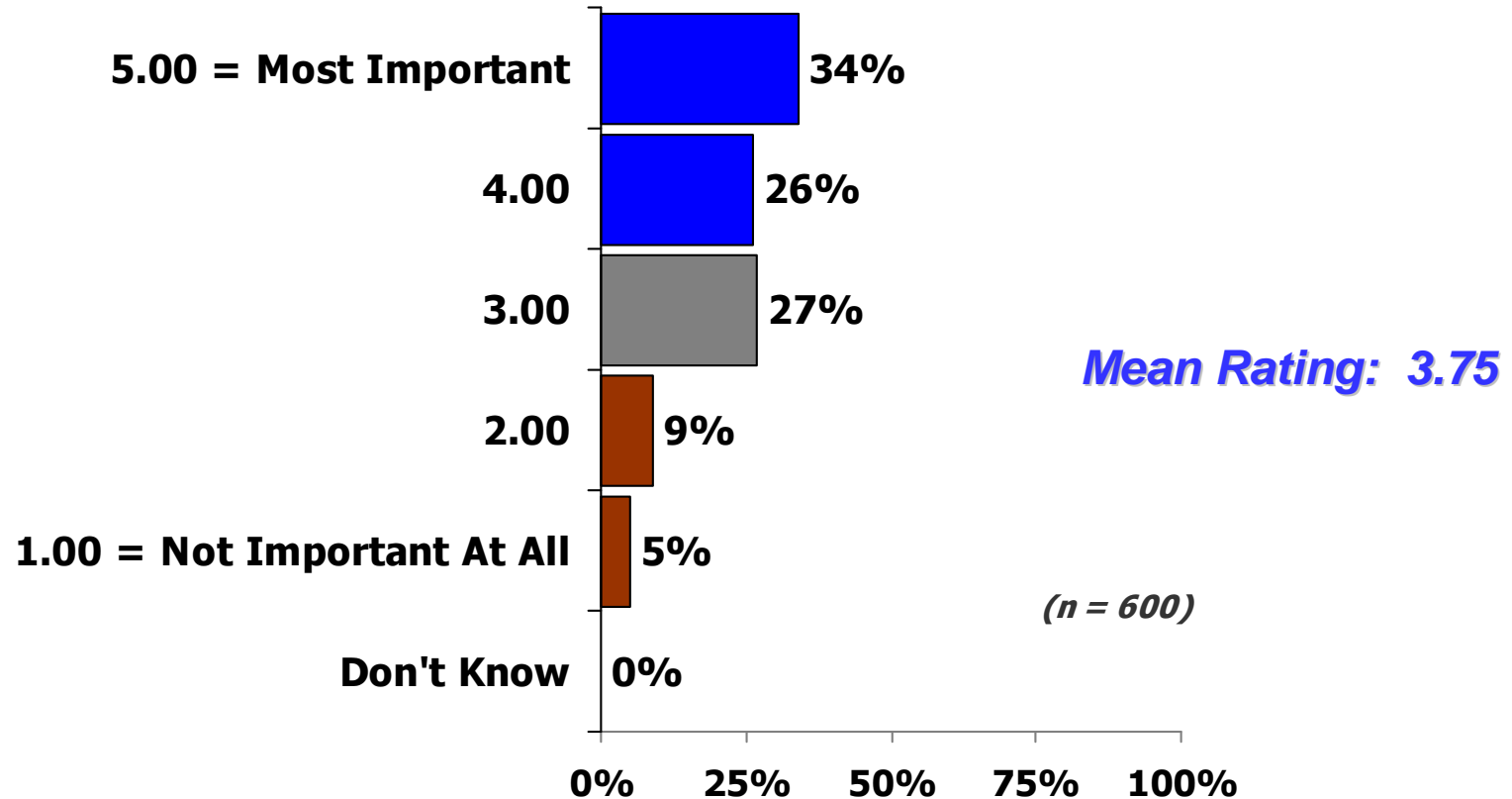
Emergency Medical Response



Fire Protection and Prevention

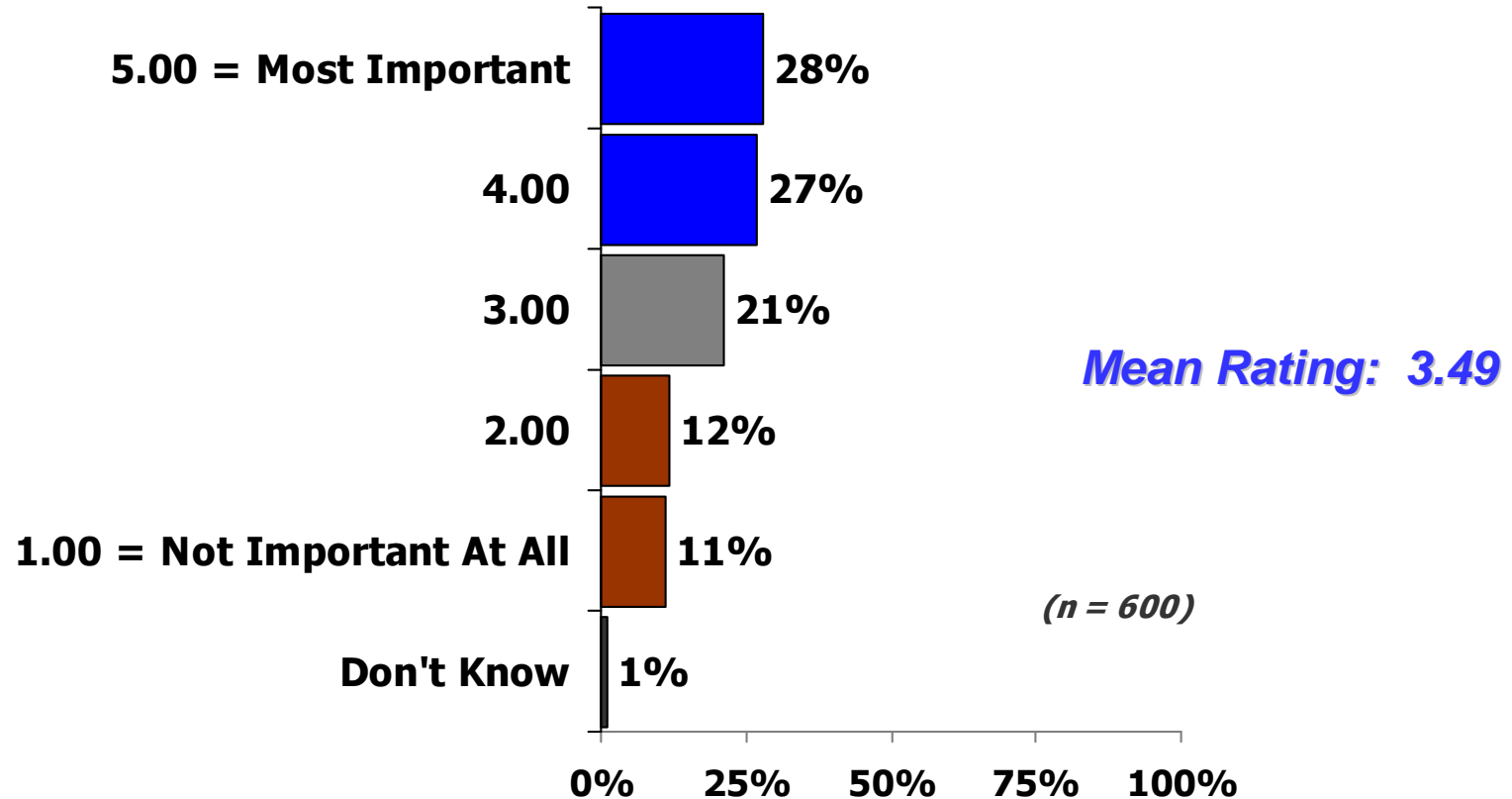


Increasing Parks and Green Spaces



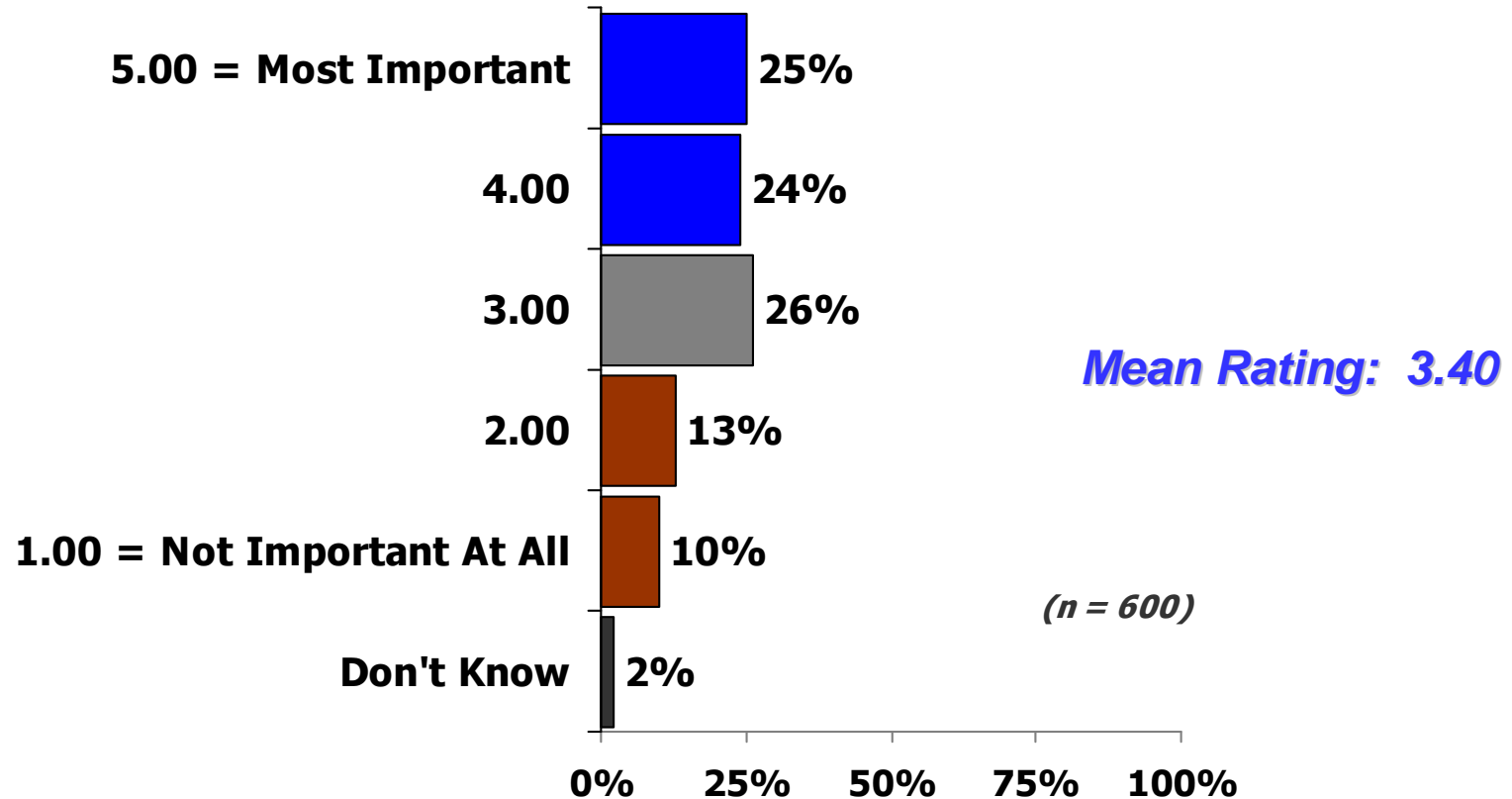
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Revitalization of the Downtown Area

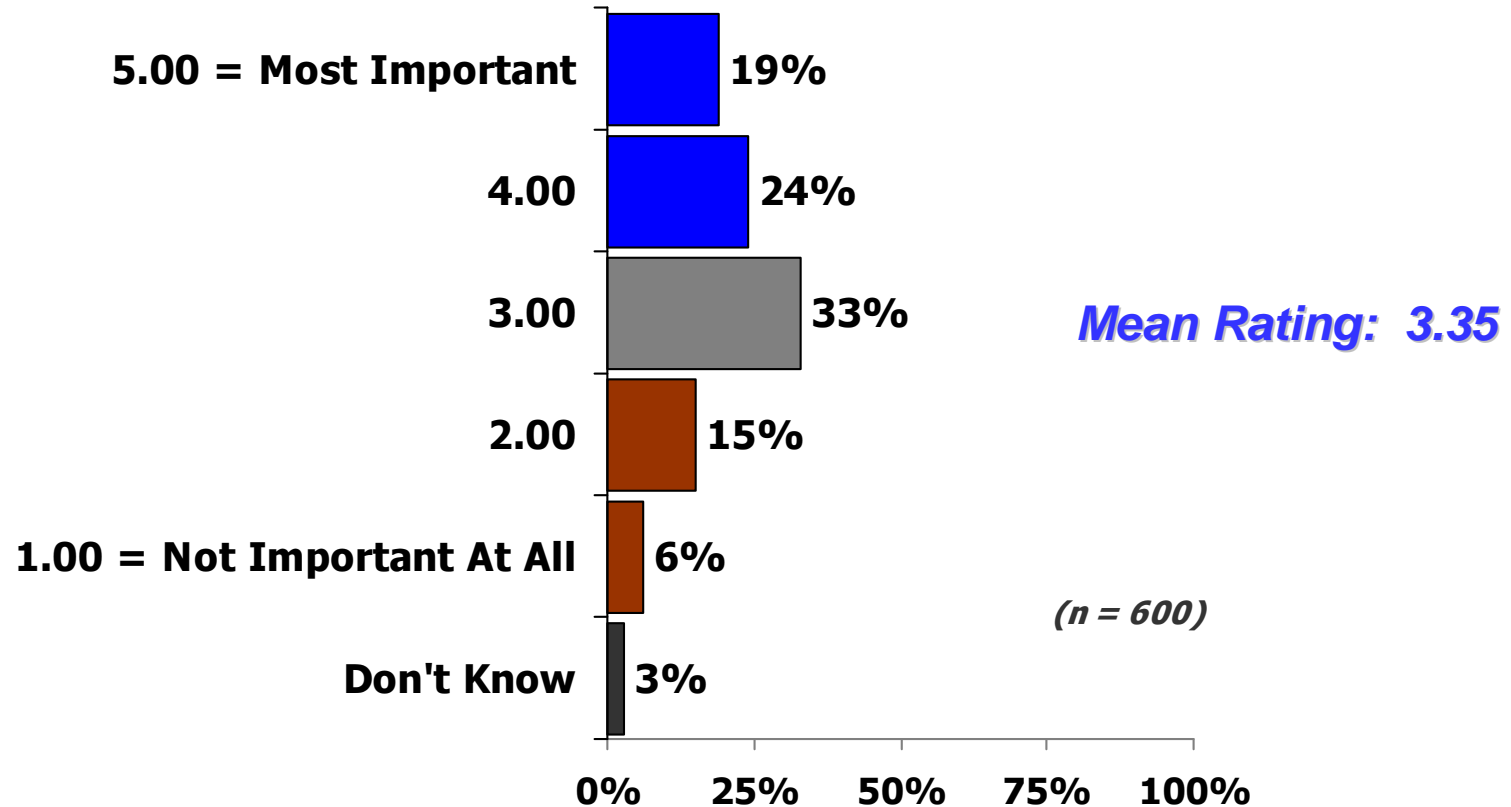


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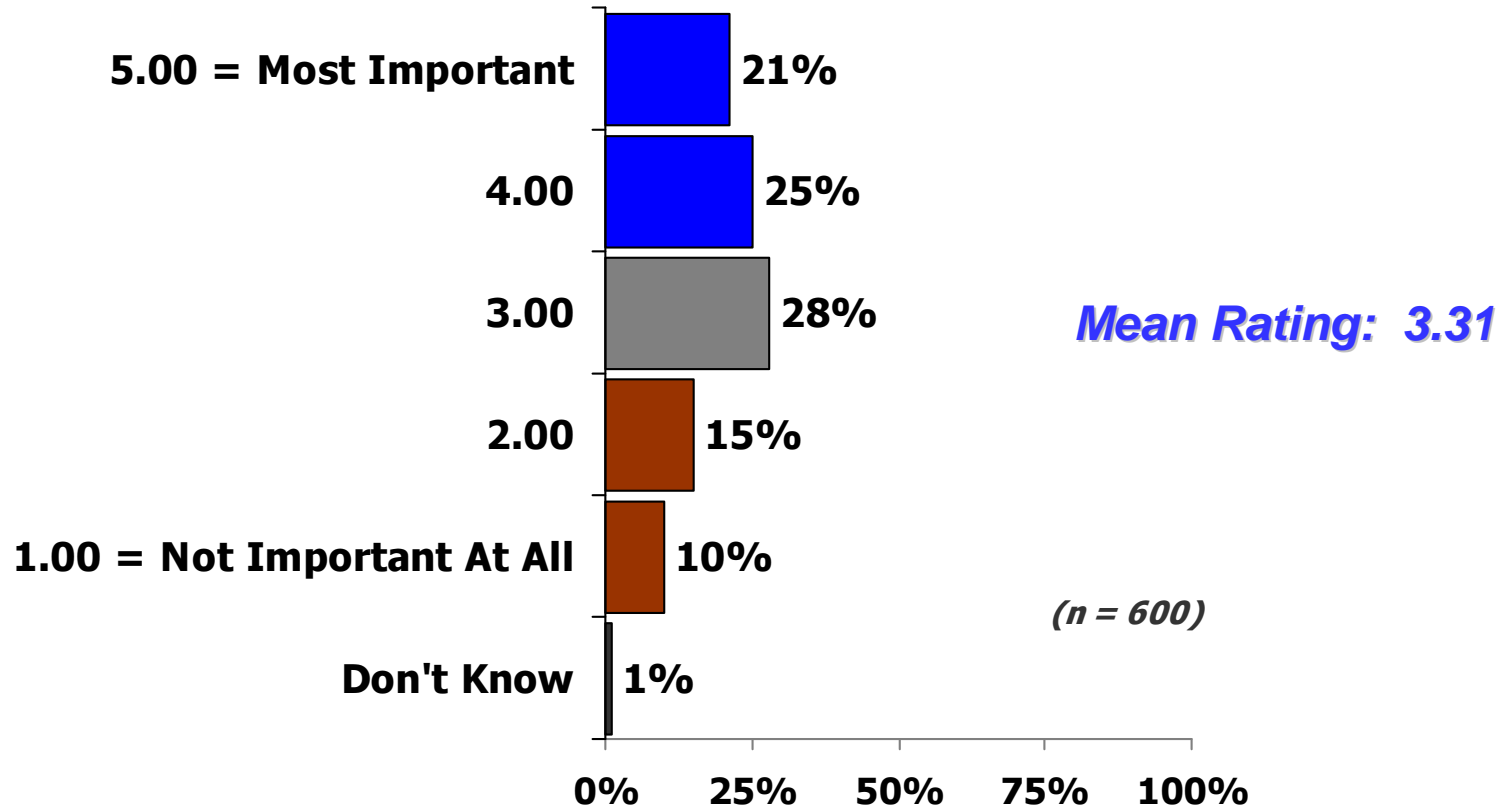
Continued Redevelopment of Vancouver's Waterfront



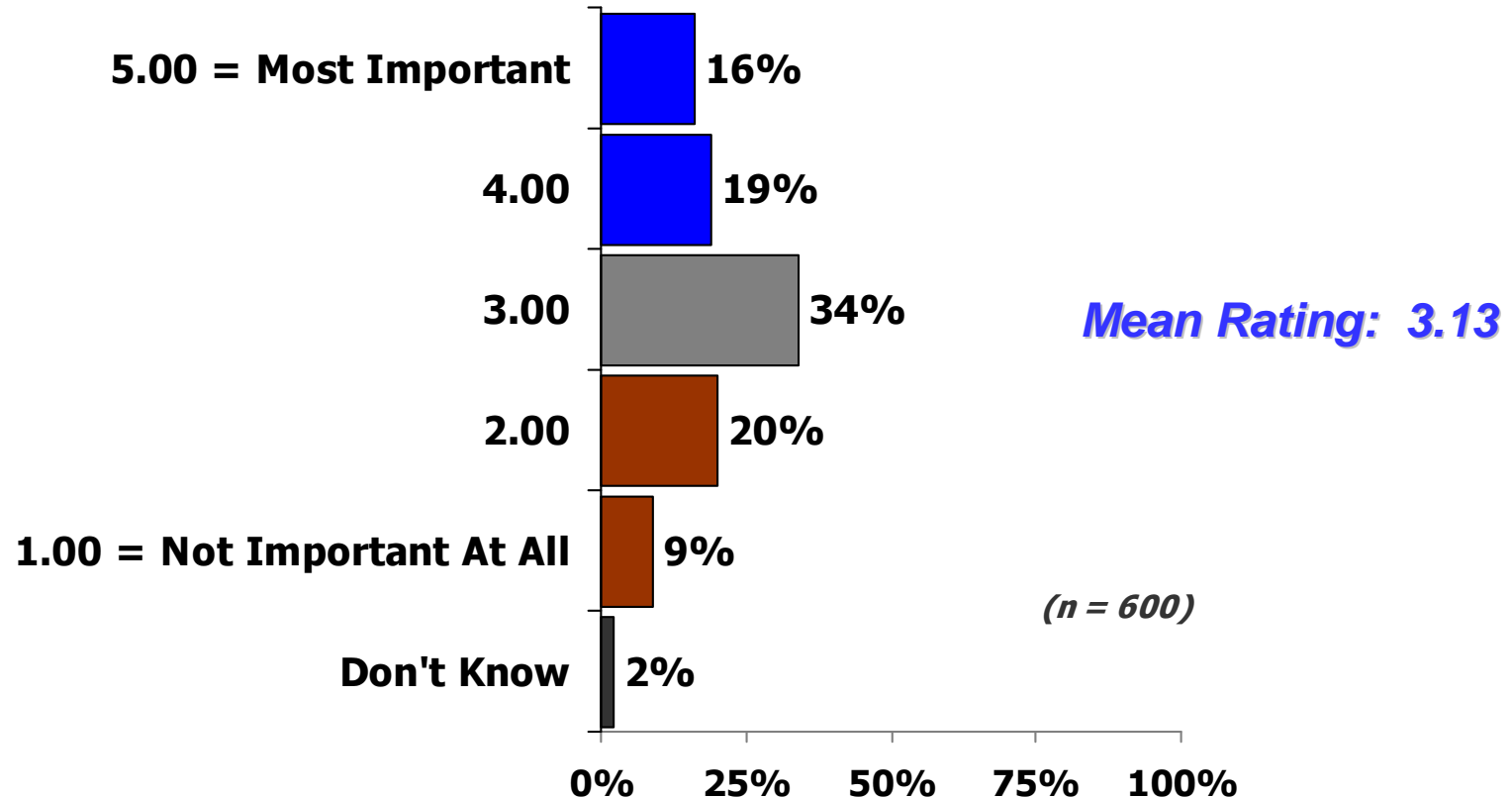
Adding More Recreation Programs



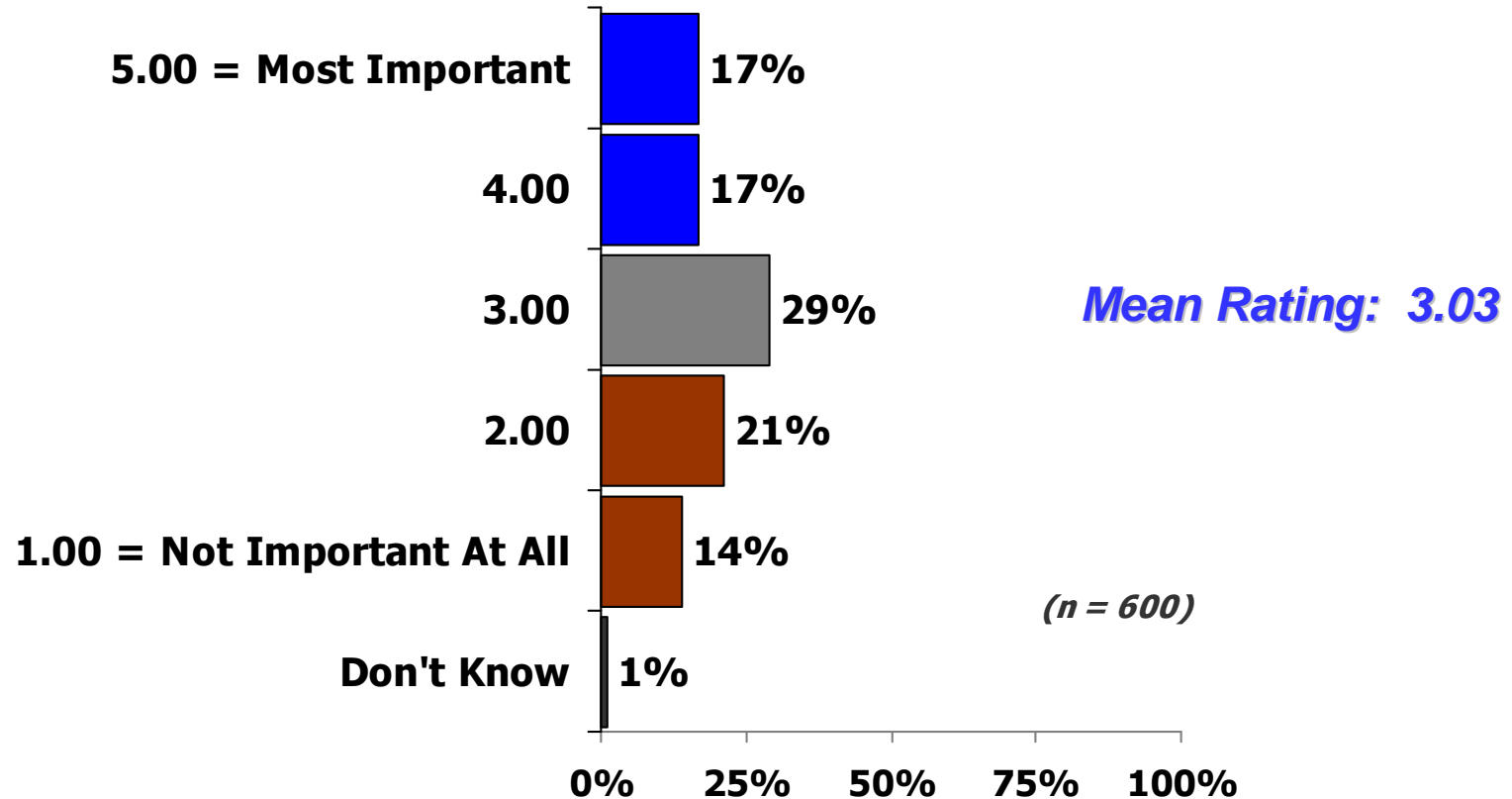
Adding More Walking Trails and Bike Lanes



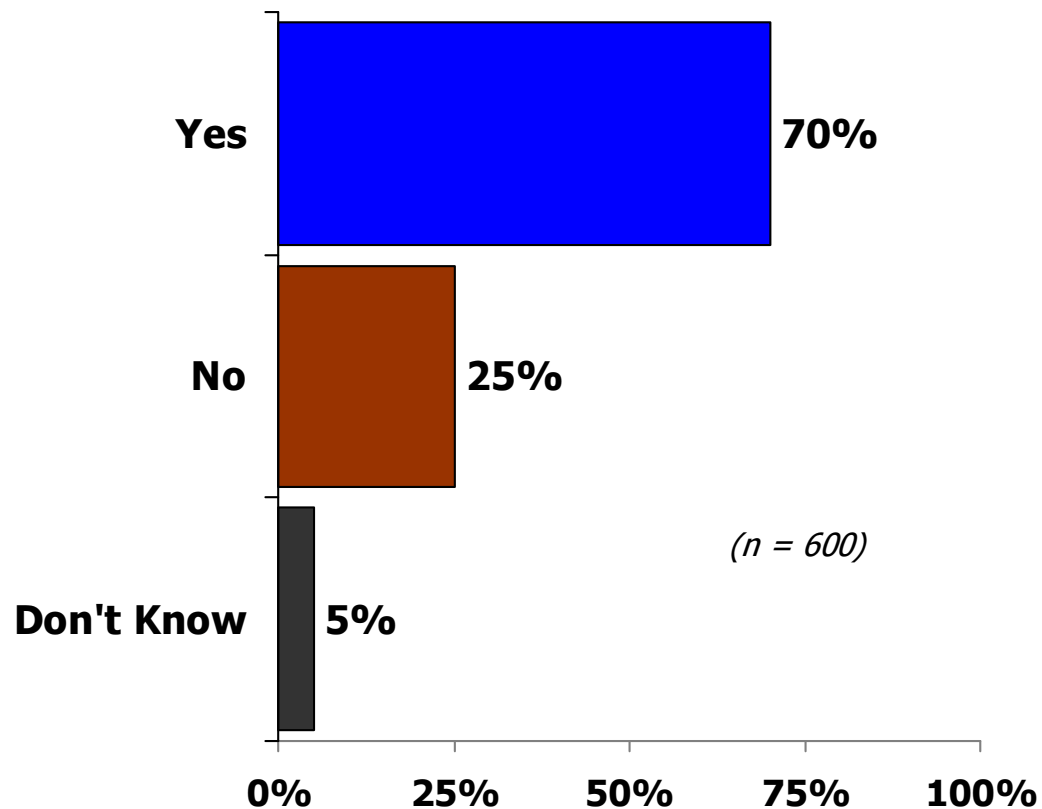
Adding Recreation Facilities



Adding Special Events Such as Concerts, Fairs and 4th of July Activities



Question: *Thinking about City of Vancouver services and facilities, do you feel you are getting your money's worth for your tax dollar or not?*



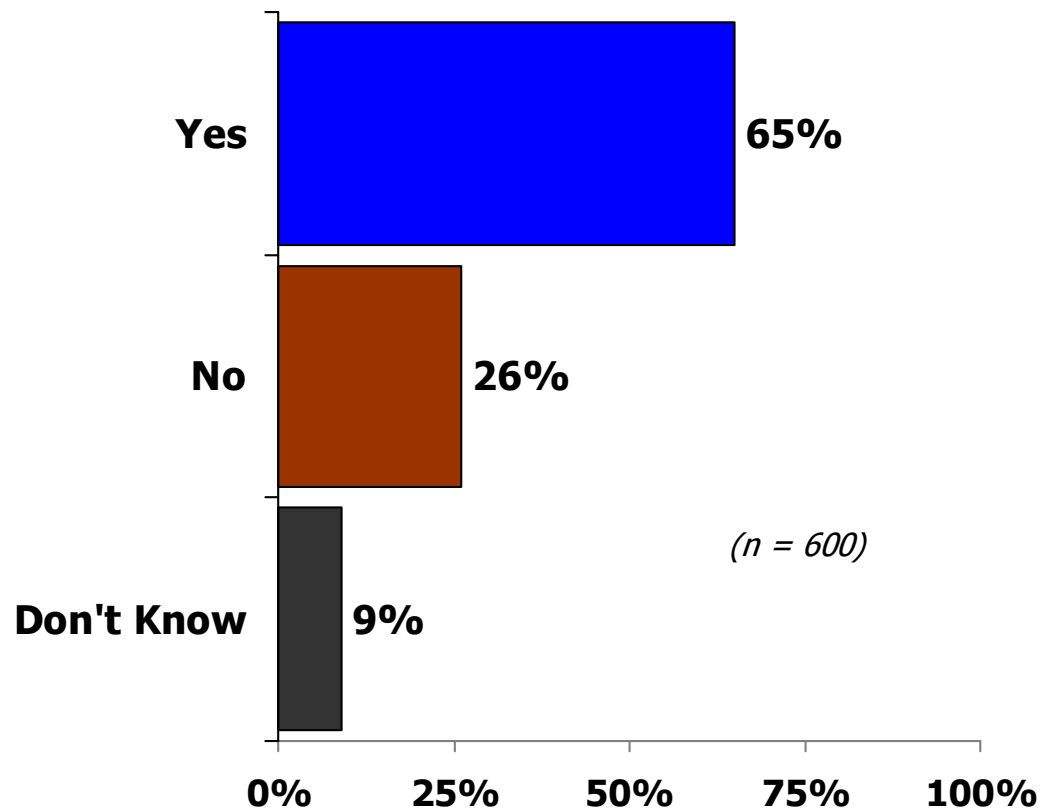
Question: *If you could live in any city other than Vancouver, where would it be?*

<i>Responses Mentioned Most Frequently</i>	<i>(n = 600)</i>
Other City in Washington	5%
Portland, Oregon	5%
Seattle, Washington	4%
Other City in California	3%
Other City in Oregon	3%
San Diego, California	3%
Spokane, Washington	2%
Other U.S. City	2%
Other City in Hawaii	2%
None/no other city/prefer Vancouver	18%
Don't know	17%

Question: *What makes this other city attractive to you?*
(Multiple Response)

<i>Responses Mentioned Most Frequently</i>	<i>(n = 386)</i>
Connections to family/friends/live there/born/grew up there	23%
Small town/community/rural/less crowded/quiet/quaint	23%
Climate/weather/seasons	21%
Access to/on water/waterfront/ocean	12%
Cultural activities/art/museum/theater	10%
Physical/beauty/views/trees/greenery	6%
Outdoor activities/recreation opportunities	6%
Entertainment activities/variety of things to do	6%
Growing/vibrant economy/availability of jobs	5%
Friendly/nice people	5%

Question: *Do you think light rail should be brought to Vancouver?*



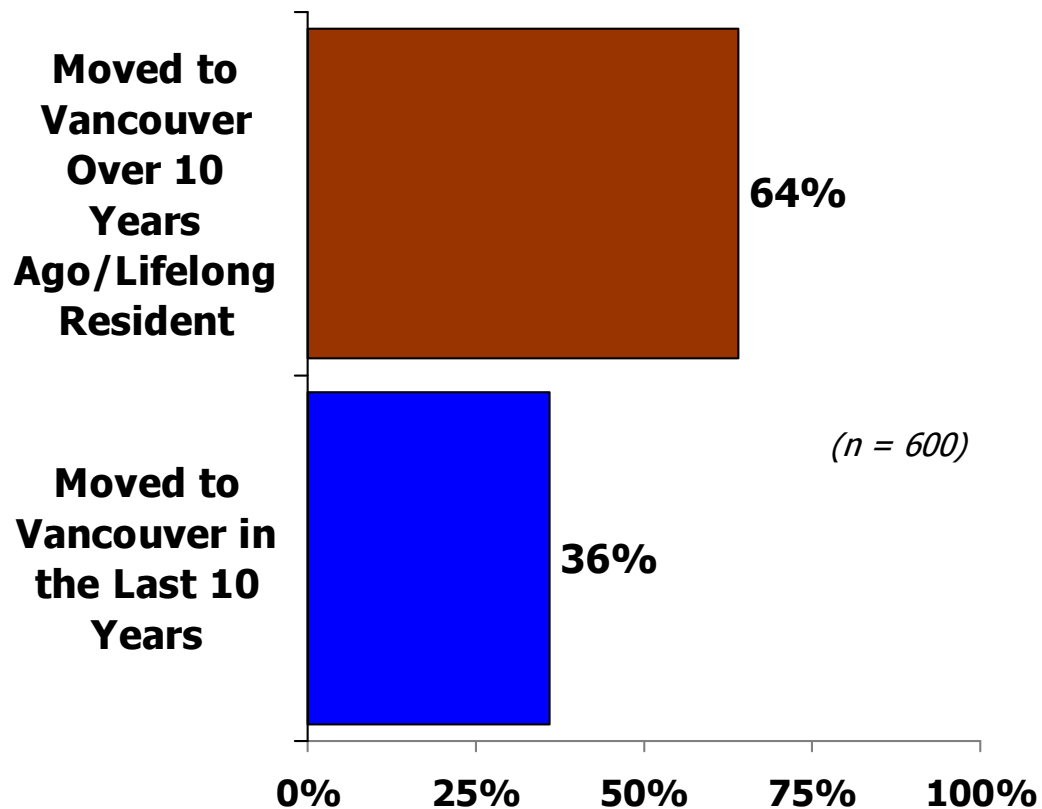
Question: *Why do you think light rail should be brought to Vancouver? (Multiple Response)*

<i>Responses Mentioned Most Frequently</i>	<i>(n = 390)</i>
Would reduce traffic/congestion/bring traffic relief	54%
Improve access to Portland/easy/convenient/connectivity	28%
Efficient means of travel/mass transit/good option	21%
Good for/environment/ecological benefits/would reduce pollution	17%
Necessary for Vancouver to grow/develop	9%
Would reduce dependence on gas/fuel/oil	8%
More people would use mass transit	5%
Would ease parking problems in downtown Vancouver	1%
Would help to revitalize downtown Vancouver	1%

Question: *Why don't you think light rail should be brought to Vancouver? (Multiple Response)*

<i>Responses Mentioned Most Frequently</i>	<i>(n = 154)</i>
Too expensive/the cost is too high	29%
Not worth the cost/benefit/waste of money/prefer other alternatives	25%
Not necessary/we don't need it	19%
Low ridership/usage	18%
Not a priority for spending tax dollars	10%
Limited accessibility	7%
Would cause traffic problems	4%
Unsafe	4%
Would bring crime/violence/drugs/to Vancouver/from Portland	2%

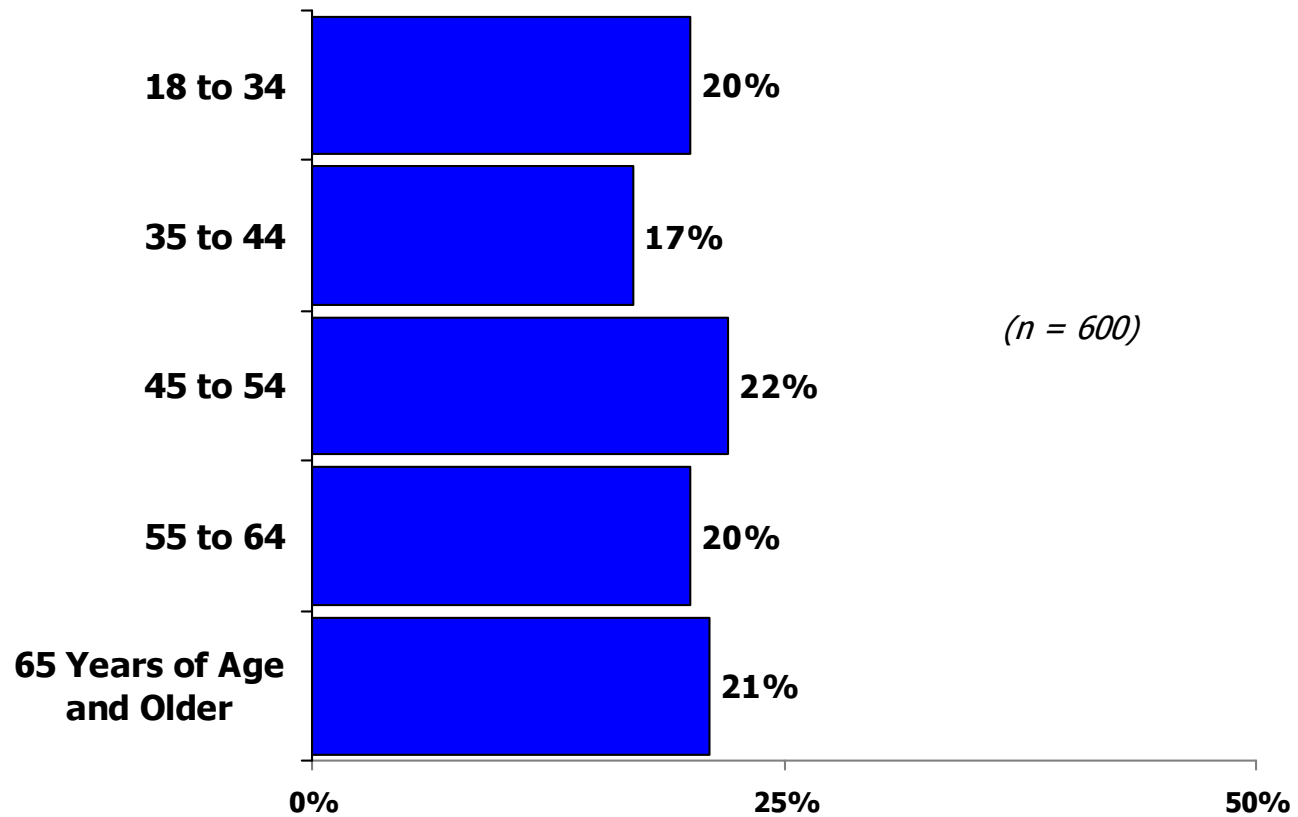
Vancouver Residency



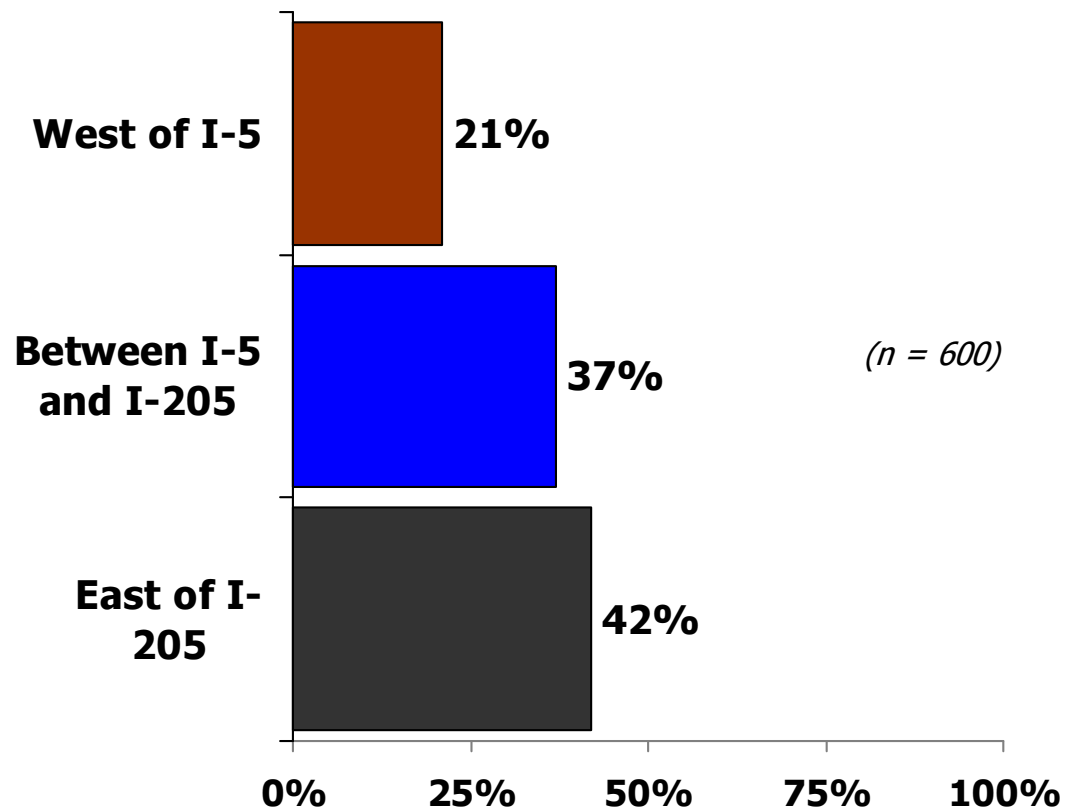
Question: *If you moved to Vancouver in the past ten years, why did you move here? (Multiple Response)*

<i>Responses Mentioned Most Frequently</i>	<i>(n = 214)</i>
Family/friends/relatives	41%
Employment	30%
Affordable cost of living	15%
Education/school system	9%
Small-town atmosphere	7%
Tax system	6%
Scenic beauty/open/green spaces	6%
Safety/low crime rate	4%

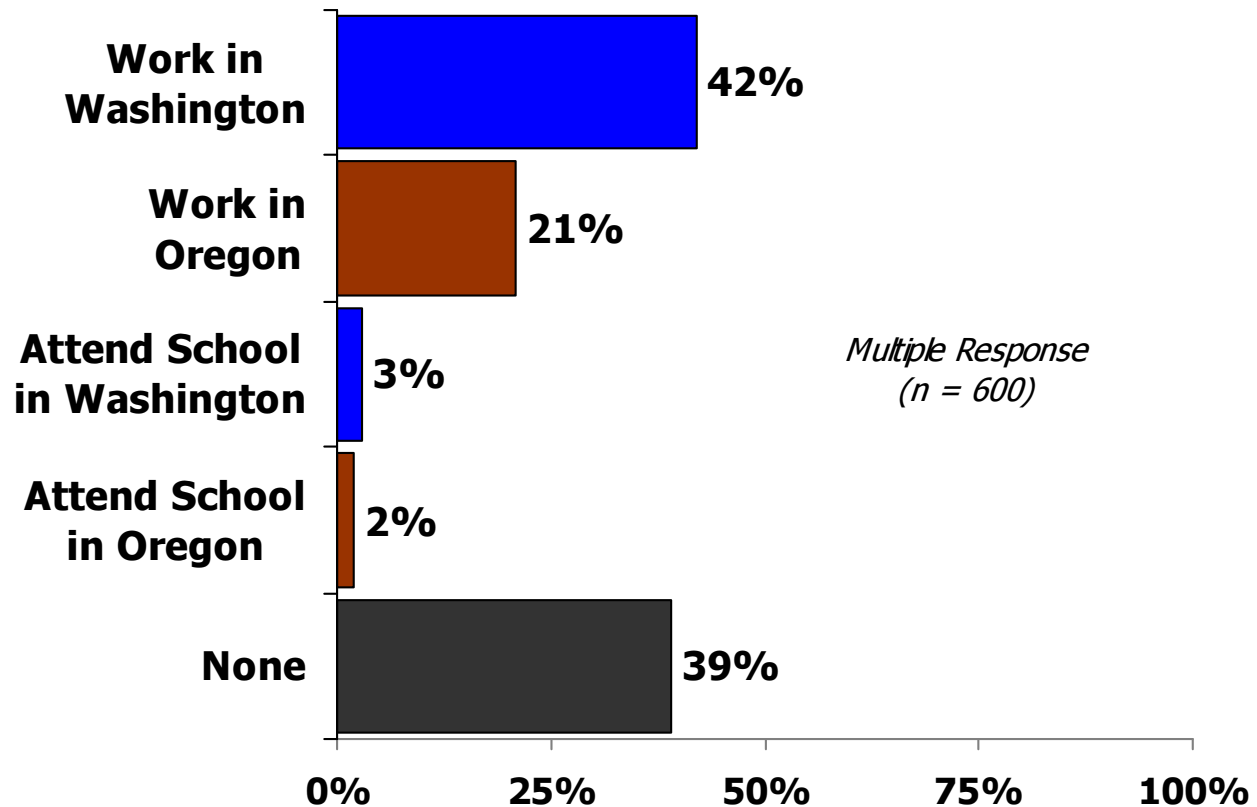
Respondent Age



Question: *Is your residence located west of I-5, between I-5 and I-205, or east of I-205?*



Question: *Do you work or go to school in Oregon or Washington?*





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Strategic Assessment Survey

Summary

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Top-of-Mind Perceptions

- 22% of Vancouver residents think of or visualize the city as growing in a negative way:
 - Out of control growth/overpopulated/over-developed/growing too fast/too crowded.
- 17% of Vancouver residents think of or visualize the city as growing in a positive way:
 - Positive growth/change/progress/no longer a small town/developing its own identity.

Right/Wrong Direction

- Approximately one-half (53%) of those surveyed believe Vancouver is headed in the **right** direction.

Reasons for this **positive** outlook include:

- Positive growth/development/vibrant/progressive/up and coming (25%),
- Revitalizing/renovating/improving/downtown/Esther Short Park (22%),
- Developing/attracting new business/economic development (18%),
- Good/competent/responsive/leaders/good mayor/city council (13%),
- Good job of managing/handling/addressing growth of the area (10%).

Right/Wrong Direction

- Approximately one in four (24%) residents surveyed believes Vancouver is headed in the **wrong** direction.

Reasons for this **negative** outlook include:

- Growth is out of control/over-developed/becoming too big/crowded/overpopulated (45%),
- Poor/insufficient/misdirected planning for the future/infrastructure/services (20%),
- Poor/unresponsive/incompetent/ineffective/city government/mayor (17%),
- Budgeting/spend money unwisely/foolishly/poor priorities/unnecessary (14%),
- Loss of farmland/green spaces/open space to sprawl/expansion/overdevelopment (12%).

Most Pressing Issues for Vancouver in the Next Five Years

- Traffic congestion/control/transportation planning (20%),
- Growth/manage/plan for/limit/provide adequate infrastructure/stop sprawl (17%).

Hopes and Dreams for the Future of Vancouver

- Growth is controlled/well managed/limited/grows in a positive/sustainable way/no sprawl (12%),
- Livability/retained/improved/quality of life/is sustained/continues (10%),
- City is safe/crime rate is low/meth/drug use is lessened (10%),
- Vancouver retains its “small town”/friendly feel/continues to be welcoming (9%).

Evaluation of Concerns for the Future

- Of the 13 challenges evaluated, **Reducing Traffic Congestion** is considered most important to the future of Vancouver over the next five years (85%).

<i>“Important”/ 4.00 and 5.00 Ratings Combined</i>	
Reducing Traffic Congestion	85%
Police Protection and Controls	80%
Community Planning and Controlling Growth	80%
Creating Jobs and Encouraging More Business Development	78%
Emergency Medical Response	75%
Fire Protection and Prevention	69%
Increasing Parks and Green Spaces	60%

Evaluation of Concerns for the Future

- Of the 13 challenges evaluated, **Adding Recreation Facilities** (35%) and **Adding Special Events** (35%) are considered least important to the future of Vancouver over the next five years.

<i>“Important”/ 4.00 and 5.00 Ratings Combined</i>	
Revitalization of the Downtown Area	55%
Continued Redevelopment of Vancouver’s Waterfront	48%
Adding More Recreation Programs	42%
Adding More Walking Trails and Bike Lanes	46%
Adding Recreation Facilities	35%
Adding Special Events, Concerts, Fairs and 4th of July Activities	35%

Value for the Tax Dollar

- Seven out of 10 (70%) residents of Vancouver feel they are getting their money's worth for their tax dollars.

Preference for Other City

- When asked *“If you could live in any city other than Vancouver, where would it be?”* respondents mention 205 cities, including 33 cities outside the U.S.
- 18% indicate they prefer only Vancouver and 17% have no opinion.

The primary features of other cities to which respondents are **most attracted** include:

- Connections to family/friends/live there/born/grew up there (23%),
- Small town/community/rural/less crowded/quiet/quaint (23%),
- Climate/weather/seasons (21%).

Light Rail

- Approximately two out of three (65%) residents surveyed believe light rail should be brought to Vancouver.

Primary reasons for **supporting** light rail include:

- Would reduce traffic/congestion/bring traffic relief (54%),
- Would improve access to Portland/easy/convenient/connectivity (28%),
- Efficient means of travel/mass transit/good option (21%),
- Good for the environment/ecological benefits/would reduce pollution (17%).



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