CITY OF TUALATIN
Staff Report

City of Tualatin

TO:	Honorable Mayor and Members of the City Council
THROUGH:	Sherilyn Lombos, City Manager
FROM:	Megan George, Assistant to the City Manager
DATE:	August 24, 2020

SUBJECT:
2020 Tualatin Community Survey.

EXECUTIVE SUMMARY:
The City contracted with the National Research Center to conduct the National Community Survey™ (NCS) for the fourth time in Tualatin this year. The NCS assesses the "livability" of Tualatin based on statistically valid survey results from residents in the community. The NCS was selected for a variety of reasons:

- NCS is part of a proven performance measurement program used nationwide and is the only community survey endorsed by ICMA and the National League of Cities.
- NCS provides benchmark comparisons to their entire database of over 600 communities nationwide and custom benchmark comparisons to communities in the west with populations between 10,000 – 75,000.
- NCS provides a non-scientific web survey in addition to the statistically valid survey, which opened the opportunity to all residents to rate the City's services.
- Tualatin conducted the NCS in 2010, 2013, and 2016, so data can be benchmarked with previous years.

The NCS captures resident's opinions considering ten central facets of community: (1) Economy; (2) Mobility; (3) Community design; (4) Utilities; (5) Safety; (6) Natural Environment; (7) Parks and Recreation; (8) Health and Wellness; (9) Education, Arts, and Culture; and (10) Inclusivity and Engagement. The *Community Livability Report* (attached) highlights resident feedback in each of those areas compared to the results from 2016 and the national benchmark.

The National Research Center prepared four reports, currently in draft form, which are included as attachments. Following the council's discussion, staff will direct the National Research Center to finalize the reports.

ATTACHMENTS:

- Community Livability Report
- Technical Appendices

- Trends Over Time
- Supplemental Online Survey Results