

THE NCS™

The National Community Survey™

Tualatin, OR

Trends Over Time

2020



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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

International City/County Management Association
777 North Capitol Street NE Suite 500
Washington, DC 20002
icma.org • 800-745-8780

About Trends Over Time

The National Community 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 considering ten central facets of a community:

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts and Culture
- Inclusivity & Engagement

This report discusses trends over time, comparing the 2020 ratings for the City of Tualatin to its previous survey results in 2010, 2013, and 2016. Additional reports and technical appendices are available under separate cover.



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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.

Understanding the Tables

Trend data for Tualatin represent important comparison data and should be examined for improvements or declines¹. 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 seven percentage points between the 2016 and 2020 surveys, otherwise the comparisons between 2016 and 2020 are noted as being "similar." Additionally, the benchmark comparisons for the current survey results are presented for reference.

Overall, ratings in Tualatin for 2020 generally remained stable. Of the 119 items for which comparisons were available, 98 items were rated similarly in 2016 and 2020, 12 items showed a decrease in ratings and seven showed an increase in ratings. Notable trends over time included the following:

- Within the facet of Mobility, ratings for traffic flow on major streets and ease of travel by car in Tualatin improved from 2016 to 2020; however, evaluations of bus or transit services declined over this time.
- From 2016 to 2020, survey respondents gave less positive assessments to the overall quality of new development in Tualatin, the overall appearance of Tualatin, and public places where people want to spend time.
- Since 2016, fewer Tualatin residents assigned positive reviews to opportunities to attend special events and festivals, opportunities to attend cultural/arts/music activities, and overall opportunities for education, culture, and the arts.
- Within the facet of Economy, from 2016 to 2020, fewer community members believed the economy would have a positive impact on their income in the six months after the survey. Additionally, respondents were less likely to favorably rate shopping opportunities. However, more survey participants assigned favorable reviews to the overall quality of business and service establishments in Tualatin.
- In 2020, more residents gave high marks to the City being honest and the job Tualatin government does at welcoming resident involvement.

¹ In 2020, The NCS survey was updated to include new and refreshed items. Consequently, some of the trends may be impacted due to wording modifications that could have potentially altered the meaning of the item for the respondent.

Table 1: Quality of Life

Quality of Life Items Percent rating positively (e.g., excellent/good, very/somewhat likely)	2010	2013	2016	2020	2020 rating compared to 2016	Comparison to benchmark
Overall image or reputation of Tualatin	79%	80%	83%	81%	Similar	Similar
The overall quality of life in Tualatin	84%	83%	90%	88%	Similar	Similar
Tualatin as a place to live	91%	88%	94%	92%	Similar	Similar
Recommend living in Tualatin to someone who asks	95%	90%	91%	92%	Similar	Similar
Remain in Tualatin for the next five years	87%	83%	83%	82%	Similar	Similar

Table 2: Governance

Governance Items Percent rating positively (e.g., excellent/good)	2010	2013	2016	2020	2020 rating compared to 2016	Comparison to benchmark
Overall confidence in Tualatin government	NA	NA	69%	66%	Similar	Similar
The overall direction that Tualatin is taking	71%	70%	69%	71%	Similar	Similar
The value of services for the taxes paid to Tualatin	58%	62%	61%	65%	Similar	Similar
Generally acting in the best interest of the community	NA	NA	69%	72%	Similar	Higher
Being honest	NA	NA	67%	77%	Higher	Higher
Being open and transparent to the public	NA	NA	NA	71%	NA	Similar
Informing residents about issues facing the community	NA	NA	NA	69%	NA	Similar
The job Tualatin government does at welcoming resident involvement	62%	69%	61%	69%	Higher	Similar
Treating all residents fairly	NA	NA	71%	77%	Similar	Higher
Treating residents with respect	NA	NA	NA	82%	NA	Similar
Overall customer service by Tualatin employees	85%	78%	86%	87%	Similar	Higher
Public information services	73%	83%	74%	78%	Similar	Similar
Quality of services provided by the City of Tualatin	85%	83%	89%	84%	Similar	Similar
Quality of services provided by the Federal Government	36%	38%	NA	37%	Similar	Similar

Table 3: Economy

Economy Items Percent rating positively (e.g., excellent/good, very/somewhat positive)	2010	2013	2016	2020	2020 rating compared to 2016	Comparison to benchmark
Overall economic health of Tualatin	NA	NA	78%	83%	Similar	Similar
Economic development	50%	54%	69%	71%	Similar	Similar
Overall quality of business and service establishments in Tualatin	68%	67%	75%	83%	Higher	Higher
Variety of business and service establishments in Tualatin	NA	NA	NA	63%	NA	Similar
Vibrancy of downtown/commercial area	NA	NA	50%	44%	Similar	Similar
Shopping opportunities	65%	62%	74%	65%	Lower	Similar
Tualatin as a place to visit	NA	NA	55%	55%	Similar	Similar
Tualatin as a place to work	58%	66%	76%	79%	Similar	Higher
Employment opportunities	27%	40%	56%	60%	Similar	Higher
Cost of living in Tualatin	NA	NA	38%	40%	Similar	Similar
Economy will have positive impact on income	16%	21%	32%	18%	Lower	Lower
NOT experiencing housing costs stress	59%	70%	64%	58%	Similar	Lower

Table 4: Mobility

Mobility Items Percent rating positively (e.g., excellent/good, yes in the last 12 months)	2010	2013	2016	2020	2020 rating compared to 2016	Comparison to benchmark
Overall quality of the transportation system in Tualatin	NA	NA	54%	60%	Similar	Lower
Traffic flow on major streets	23%	29%	16%	30%	Higher	Lower
Ease of travel by car in Tualatin	41%	50%	40%	56%	Higher	Similar
Ease of travel by public transportation in Tualatin	51%	47%	46%	43%	Similar	Similar
Ease of travel by bicycle in Tualatin	52%	51%	67%	61%	Similar	Similar
Ease of walking in Tualatin	69%	67%	76%	80%	Similar	Similar
Ease of public parking	NA	NA	60%	63%	Similar	Similar
Bus or transit services	64%	49%	68%	61%	Lower	Similar
Traffic enforcement	62%	66%	64%	69%	Similar	Similar
Traffic signal timing	50%	53%	44%	47%	Similar	Similar
Street repair	61%	58%	69%	66%	Similar	Higher
Street cleaning	81%	87%	85%	84%	Similar	Higher
Street lighting	74%	75%	83%	78%	Similar	Higher
Snow removal	31%	60%	66%	68%	Similar	Similar

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Mobility Items Percent rating positively (e.g., excellent/good, yes in the last 12 months)	2010	2013	2016	2020	2020 rating compared to 2016	Comparison to benchmark
Sidewalk maintenance	59%	70%	66%	69%	Similar	Similar
Used bus, rail, subway, or other public transportation instead of driving	NA	NA	27%	24%	Similar	Similar
Carpooled with other adults or children instead of driving alone	NA	NA	48%	44%	Similar	Similar
Walked or biked instead of driving	NA	NA	65%	63%	Similar	Similar

Prior to 2020, 'Overall quality of the transportation system' was 'Overall ease of getting to the places you usually have to visit'. Differences in ratings may be at least partially attributable to changes in question wording and should be interpreted cautiously.

Table 5: Community Design

Community Design Items Percent rating positively (e.g., excellent/good)	2010	2013	2016	2020	2020 rating compared to 2016	Comparison to benchmark
Overall design or layout of Tualatin's residential and commercial areas	NA	NA	61%	61%	Similar	Similar
Overall appearance of Tualatin	81%	79%	89%	81%	Lower	Similar
Your neighborhood as a place to live	83%	82%	89%	86%	Similar	Similar
Overall quality of new development in Tualatin	68%	69%	70%	58%	Lower	Similar
Well-planned residential growth	NA	NA	NA	61%	NA	Similar
Well-planned commercial growth	NA	NA	NA	52%	NA	Similar
Well-designed neighborhoods	NA	NA	NA	69%	NA	Similar
Preservation of the historical or cultural character of the community	NA	NA	NA	75%	NA	Similar
Public places where people want to spend time	NA	NA	77%	63%	Lower	Similar
Variety of housing options	69%	62%	57%	53%	Similar	Similar
Availability of affordable quality housing	50%	45%	31%	31%	Similar	Similar
Land use, planning, and zoning	48%	56%	54%	56%	Similar	Similar
Code enforcement	57%	58%	58%	59%	Similar	Similar

Table 6: Utilities

Utilities Items Percent rating positively (e.g., excellent/good)	2010	2013	2016	2020	2020 rating compared to 2016	Comparison to benchmark
Overall quality of the utility infrastructure in Tualatin	NA	NA	NA	85%	NA	Similar
Affordable high-speed internet access	NA	NA	NA	62%	NA	Similar

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Utilities Items Percent rating positively (e.g., excellent/good)	2010	2013	2016	2020	2020 rating compared to 2016	Comparison to benchmark
Power (electric and/or gas) utility	84%	85%	87%	89%	Similar	Similar
Garbage collection	84%	92%	88%	89%	Similar	Similar
Drinking water	84%	83%	86%	88%	Similar	Higher
Sewer services	88%	86%	87%	91%	Similar	Higher
Storm water management	74%	79%	81%	87%	Similar	Higher
Utility billing	NA	NA	82%	81%	Similar	Similar

Table 7: Safety

Safety Items Percent rating positively (e.g., excellent/good, very/somewhat safe)	2010	2013	2016	2020	2020 rating compared to 2016	Comparison to benchmark
Overall feeling of safety in Tualatin	NA	NA	91%	86%	Similar	Similar
Police/Sheriff services	87%	83%	87%	87%	Similar	Similar
Crime prevention	73%	69%	81%	83%	Similar	Similar
Animal control	63%	72%	77%	83%	Similar	Higher
Ambulance or emergency medical services	94%	92%	91%	94%	Similar	Similar
Fire services	95%	93%	95%	94%	Similar	Similar
Fire prevention and education	79%	80%	84%	82%	Similar	Similar
Emergency preparedness	44%	49%	56%	71%	Higher	Similar
In your neighborhood during the day	96%	96%	97%	97%	Similar	Similar
In Tualatin's downtown/commercial area during the day	94%	94%	93%	95%	Similar	Similar
From property crime	70%	74%	NA	83%	NA	Similar
From violent crime	89%	87%	NA	90%	NA	Similar
From fire, flood, or other natural disaster	NA	NA	NA	84%	NA	Similar

Table 8: Natural Environment

Natural Environment Items Percent rating positively (e.g., excellent/good)	2010	2013	2016	2020	2020 rating compared to 2016	Comparison to benchmark
Overall quality of natural environment in Tualatin	81%	87%	87%	91%	Similar	Higher
Cleanliness of Tualatin	88%	84%	88%	85%	Similar	Similar
Water resources	NA	NA	NA	69%	NA	Similar
Air quality	84%	80%	89%	86%	Similar	Similar
Preservation of natural areas	69%	74%	76%	78%	Similar	Higher

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Natural Environment Items Percent rating positively (e.g., excellent/good)	2010	2013	2016	2020	2020 rating compared to 2016	Comparison to benchmark
Tualatin open space	NA	NA	72%	75%	Similar	Higher
Recycling	84%	91%	89%	79%	Lower	Similar
Yard waste pick-up	84%	92%	90%	87%	Similar	Similar

Table 9: Parks and Recreation

Parks and Recreation Items Percent rating positively (e.g., excellent/good)	2010	2013	2016	2020	2020 rating compared to 2016	Comparison to benchmark
Overall quality of parks and recreation opportunities	NA	NA	NA	89%	NA	Similar
Availability of paths and walking trails	66%	64%	83%	82%	Similar	Higher
City parks	95%	94%	92%	88%	Similar	Similar
Recreational opportunities	53%	62%	76%	72%	Similar	Similar
Recreation programs or classes	71%	84%	76%	73%	Similar	Similar
Recreation centers or facilities	72%	73%	74%	67%	Similar	Similar
Fitness opportunities	NA	NA	83%	82%	Similar	Similar

Table 10: Health and Wellness

Health and Wellness Items Percent rating positively (e.g., excellent/good, excellent/very good)	2010	2013	2016	2020	2020 rating compared to 2016	Comparison to benchmark
Overall health and wellness opportunities in Tualatin	NA	NA	81%	81%	Similar	Similar
Health services	71%	84%	84%	84%	Similar	Higher
Availability of affordable quality health care	64%	69%	77%	80%	Similar	Higher
Availability of preventive health services	61%	68%	73%	80%	Similar	Higher
Availability of affordable quality mental health care	NA	NA	52%	56%	Similar	Similar
Availability of affordable quality food	63%	67%	70%	70%	Similar	Similar
In very good to excellent health	NA	NA	73%	69%	Similar	Similar

Table 11: Education, Arts, and Culture

Education, Arts, and Culture Items Percent rating positively (e.g., excellent/good)	2010	2013	2016	2020	2020 rating compared to 2016	Comparison to benchmark
Overall opportunities for education, culture, and the arts	NA	NA	72%	61%	Lower	Similar
Opportunities to attend cultural/arts/music activities	41%	48%	64%	54%	Lower	Similar
Opportunities to attend special events and festivals	NA	NA	76%	66%	Lower	Similar
Community support for the arts	NA	NA	NA	62%	NA	Similar
Public library services	91%	93%	92%	95%	Similar	Higher
Availability of affordable quality child care/preschool	43%	50%	60%	62%	Similar	Similar
K-12 education	79%	85%	87%	82%	Similar	Similar
Adult educational opportunities	NA	NA	57%	56%	Similar	Similar

Table 12: Inclusivity and Engagement

Inclusivity and Engagement Items Percent rating positively (e.g., excellent/good)	2010	2013	2016	2020	2020 rating compared to 2016	Comparison to benchmark
Residents' connection and engagement with their community	NA	NA	NA	62%	NA	Similar
Sense of community	64%	66%	63%	68%	Similar	Similar
Sense of civic/community pride	NA	NA	NA	63%	NA	Similar
Neighborliness of Tualatin	NA	NA	66%	66%	Similar	Similar
Tualatin as a place to raise children	85%	88%	93%	90%	Similar	Similar
Tualatin as a place to retire	60%	59%	68%	71%	Similar	Similar
Openness and acceptance of the community toward people of diverse backgrounds	63%	69%	62%	62%	Similar	Similar
Making all residents feel welcome	NA	NA	NA	78%	NA	Similar
Attracting people from diverse backgrounds	NA	NA	NA	58%	NA	Similar
Valuing/respecting residents from diverse backgrounds	NA	NA	NA	70%	NA	Similar
Taking care of vulnerable residents	NA	NA	NA	69%	NA	Similar
Opportunities to participate in social events and activities	54%	65%	68%	63%	Similar	Similar
Opportunities to volunteer	67%	73%	76%	70%	Similar	Similar
Opportunities to participate in community matters	64%	74%	66%	70%	Similar	Similar

Table 13: Participation

Participation Items Percent having done each in last 12 months, or having done each a few times a week or more	2010	2013	2016	2020	2020 rating compared to 2016	Comparison to benchmark
Contacted Tualatin for help or information	55%	47%	32%	36%	Similar	Similar
Contacted Tualatin elected officials to express your opinion	NA	NA	10%	12%	Similar	Similar
Attended a local public meeting	17%	19%	12%	16%	Similar	Similar
Watched (online or on television) a local public meeting	27%	24%	8%	11%	Similar	Lower
Volunteered your time to some group/activity in Tualatin	33%	34%	29%	26%	Similar	Lower
Campaigned or advocated for an issue, cause or candidate	NA	NA	15%	10%	Similar	Lower
Voted in your most recent local election	NA	NA	NA	76%	NA	Similar
Access the internet from your home using a computer, laptop or tablet computer	NA	NA	NA	94%	NA	Similar
Access the internet from your cell phone	NA	NA	NA	93%	NA	Similar
Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	NA	NA	NA	76%	NA	Similar
Use or check email	NA	NA	NA	96%	NA	Similar
Share your opinions online	NA	NA	NA	30%	NA	Similar
Shop online	NA	NA	NA	51%	NA	Similar

Table 14: Focus Areas

Focus Areas Percent rating each as "essential" or "very important"	2010	2013	2016	2020	2020 rating compared to 2016	Comparison to benchmark
Overall economic health of Tualatin	NA	NA	89%	91%	Similar	Similar
Overall quality of the transportation system in Tualatin	NA	NA	94%	85%	Lower	Similar
Overall design or layout of Tualatin's residential and commercial areas	NA	NA	75%	75%	Similar	Similar
Overall quality of the utility infrastructure in Tualatin	NA	NA	NA	83%	NA	Similar
Overall feeling of safety in Tualatin	NA	NA	90%	89%	Similar	Similar
Overall quality of natural environment in Tualatin	NA	NA	82%	87%	Similar	Similar
Overall quality of parks and recreation opportunities	NA	NA	NA	83%	NA	Similar
Overall health and wellness opportunities in Tualatin	NA	NA	61%	76%	Higher	Similar

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Focus Areas Percent rating each as "essential" or "very important"	2010	2013	2016	2020	2020 rating compared to 2016	Comparison to benchmark
Overall opportunities for education, culture, and the arts	NA	NA	72%	69%	Similar	Lower
Residents' connection and engagement with their community	NA	NA	74%	64%	Lower	Much lower

Prior to 2020, 'Overall quality of the transportation system' was 'Overall ease of getting to the places you usually have to visit'. Differences in ratings may be at least partially attributable to changes in question wording and should be interpreted cautiously.