



2023



**TUALATIN
COMMUNITY
SURVEY**

The National Community Survey reports the “livability” of Tualatin

- MOBILITY
- COMMUNITY DESIGN
- INCLUSIVITY & ENGAGEMENT
- HEALTH & WELLNESS
- ECONOMY
- UTILITIES
- PARKS & RECREATION
- NATURAL ENVIRONMENT
- EDUCATION, ARTS, & CULTURE
- SAFETY



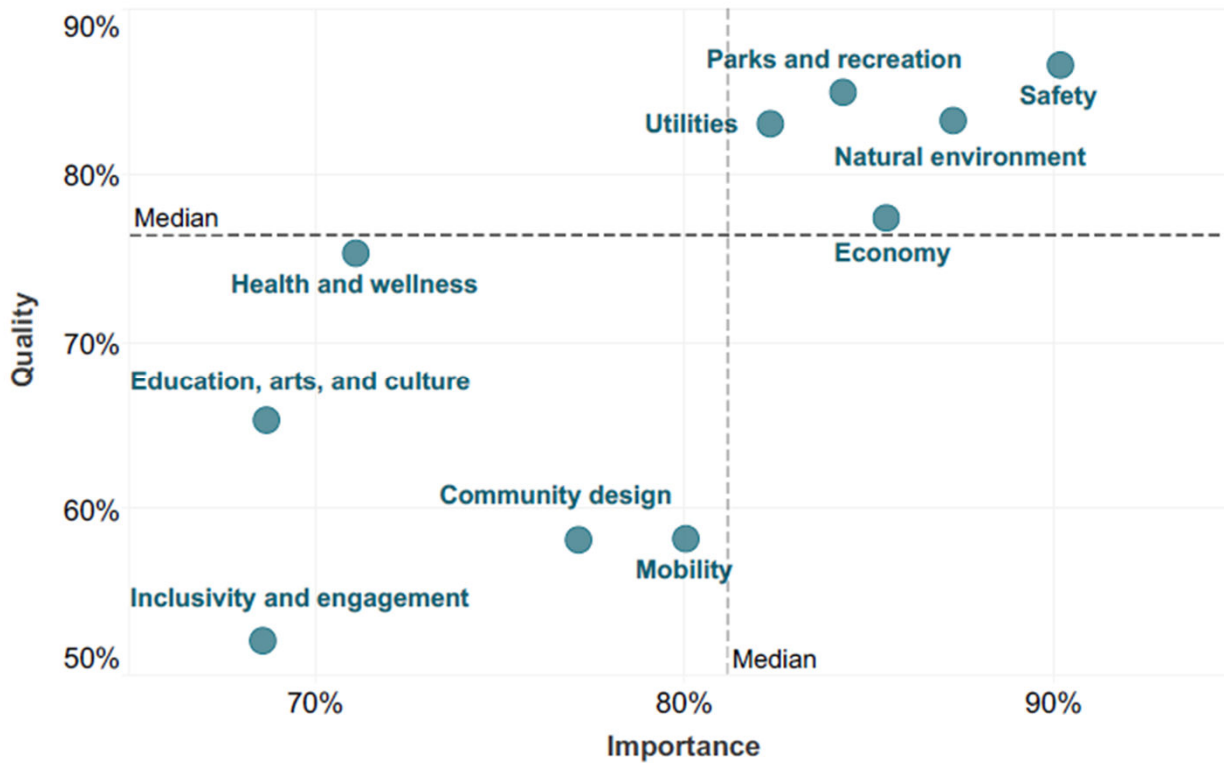
Survey Methodology

- Response rate of 13%
- 359 returned surveys
- Collected between September 1, 2023 and November 12, 2023
- Random sampling of 2,800 households (3% undeliverable)
- 5.2% margin of error (95% confidence interval)
- Results were weighted so that the demographic profile of respondents was representative of the demographic profile of adults in Tualatin

What is in the report?

- The National Research Center'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 Community Survey
- Custom benchmark (cities in western region with populations less than 75,000)
- Local trends from previous surveys in 2010, 2013, 2016, and 2020

Quality-Importance Matrix



Key Takeaways

- Quality of life is high
- Trust in Tualatin government is high
- Residents value City services and our utilities are award winning
- Tualatin is a safe and welcoming community
- Residents are concerned about growth and economic development
- Tualatin is becoming less affordable, especially in housing
- Traffic remains a major concern, but improvements to the transportation system are helping



The quality of life in Tualatin is high

91% Rate Tualatin as an excellent/good place to live

90% Rate their neighborhood as an excellent/good place to live

89% Would recommend living in Tualatin

92% Rate Tualatin as an excellent/good place to raise children

89% Rate the overall quality of life as excellent/good



Trust in Tualatin government is high

72%

Rate Tualatin government as being open and transparent to the public

72%

Rate Tualatin government performance as excellent/good in acting in the best interest of the community

72%

Rate the overall direction that Tualatin is taking to be excellent/good

78%

Rate Tualatin's government as excellent/good at being honest

81%

Rate Tualatin government as excellent/good at treating residents fairly

85%

Rate Tualatin government as excellent/good at treating residents with respect

Residents value City services

85% Rate the overall customer service by Tualatin employees as excellent/good

76% Rate public information services as excellent/good

84% Rate police/sheriff services as excellent/good

83% Rate parks and recreation opportunities as excellent/good

91% Rate the public library as excellent/good



And our utilities are award winning!

93% Rate the quality of drinking water as excellent/good

93% Rate the quality of sewer services as excellent/good

90% Rate the quality of storm water management as excellent/good

85% Overall quality of the utility infrastructure as excellent/good



**2021 VOICE OF THE PEOPLE
AWARD FOR EXCELLENCE AND
TRANSFORMATION IN UTILITIES**

Tualatin is a safe and welcoming community

87% Rate the overall feeling of safety as excellent/good

94% Feel very or somewhat safe in your neighborhood during the day

92% Feel very or somewhat safe in Tualatin's downtown/commercial area during the day

91% Feel very or somewhat safe from violent crime

70% Rate Tualatin as excellent/good at valuing/respecting residents from diverse backgrounds



77% Rate Tualatin as excellent/good at making all residents feel welcome

71% Rate Tualatin as excellent/good at openness and acceptance of the community toward people of diverse backgrounds

Residents are concerned about growth

49% Rate well-planned residential growth as excellent/good

45% Rate well-planned commercial growth as excellent/good

47% Rate the overall quality of new development as excellent/good



And economic development

77% Rate the overall economic health as excellent/good

61% Rate the quality of economic development as excellent/good

72% Rate the overall quality of business and service establishments as excellent/good

49% Rate the variety of business and service establishments as excellent/good

36% Rate the vibrancy of downtown/commercial area as excellent/good



Tualatin is becoming less affordable

36% Rate the cost of living in Tualatin as excellent/good

51% Rate the availability of affordable quality food as excellent/good

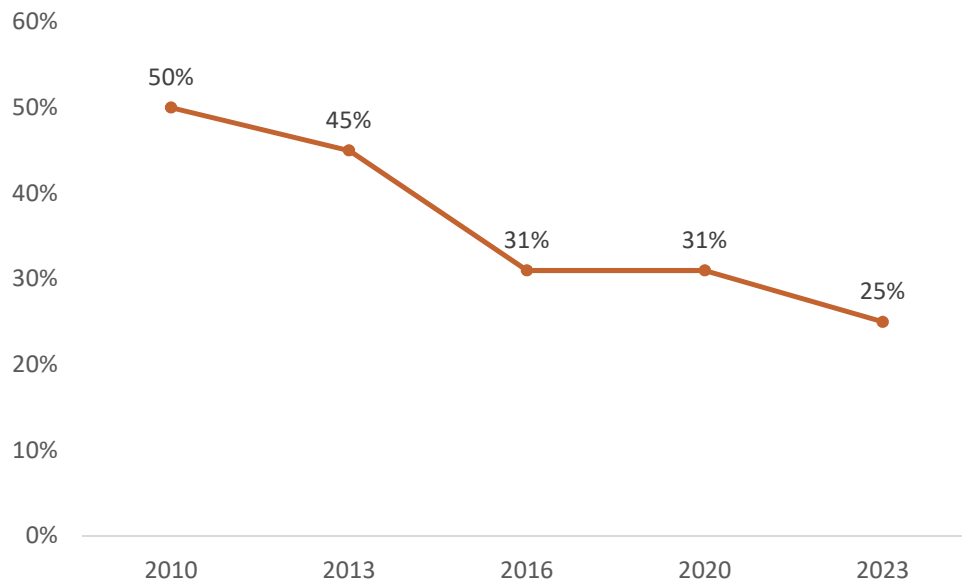
63% Rate the availability of affordable quality medical care as excellent/good

47% Rate the availability of affordable quality mental health care as excellent/good

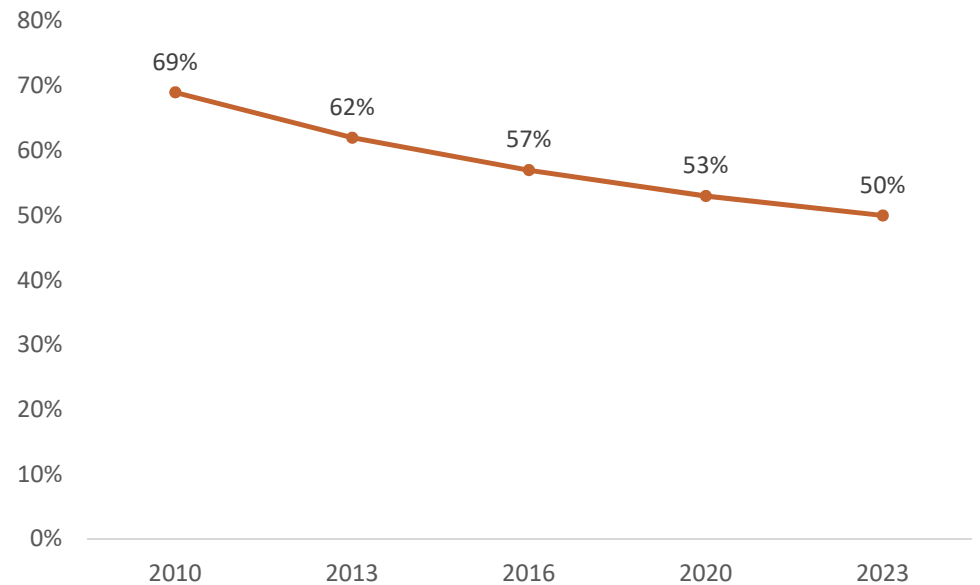


Especially in housing

25% Rate the availability of affordable quality housing as excellent/good



50% Rate the variety of housing options as excellent/good



Traffic remains a concern, but improvements to the transportation system are helping

27% Rate traffic flow on major streets as excellent/good

76% Rate the ease of public parking as excellent/good

77% Walked or biked instead of driving

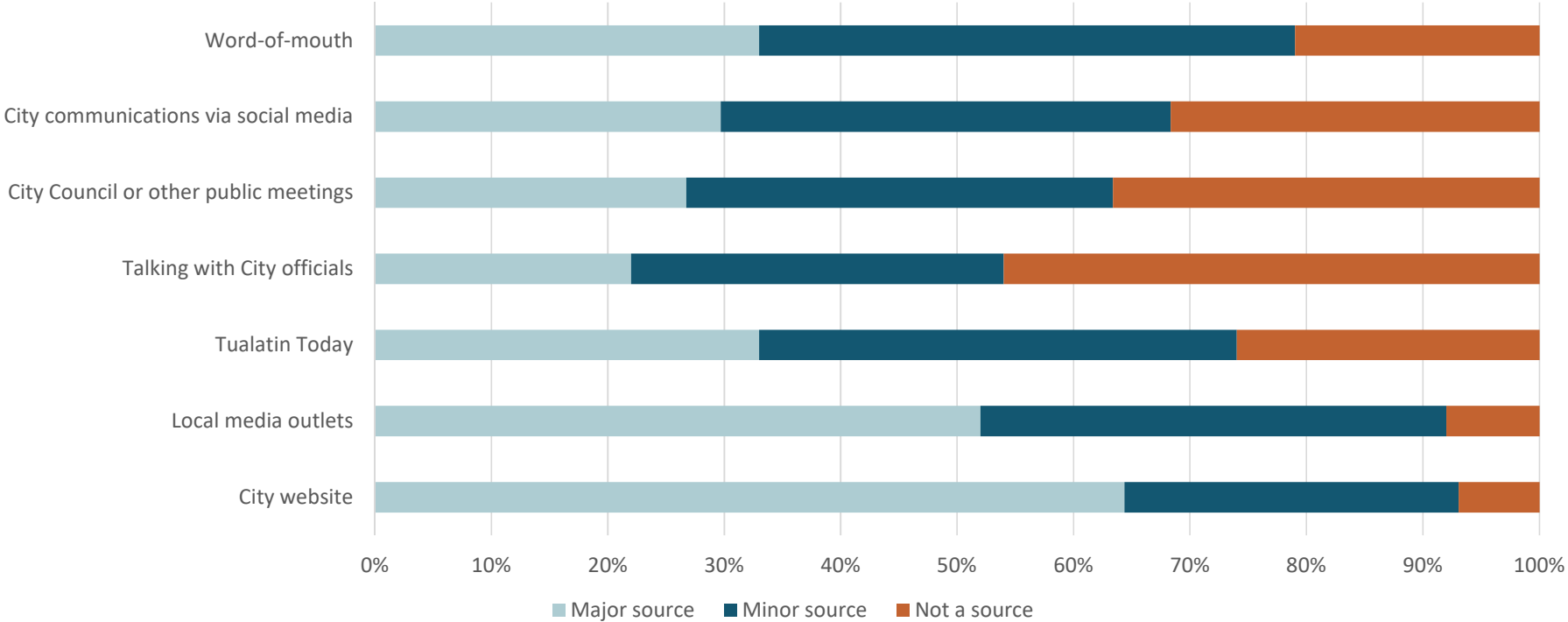
68% Rate the quality of street repair as excellent/good

80% Rate the quality of street lighting as excellent/good

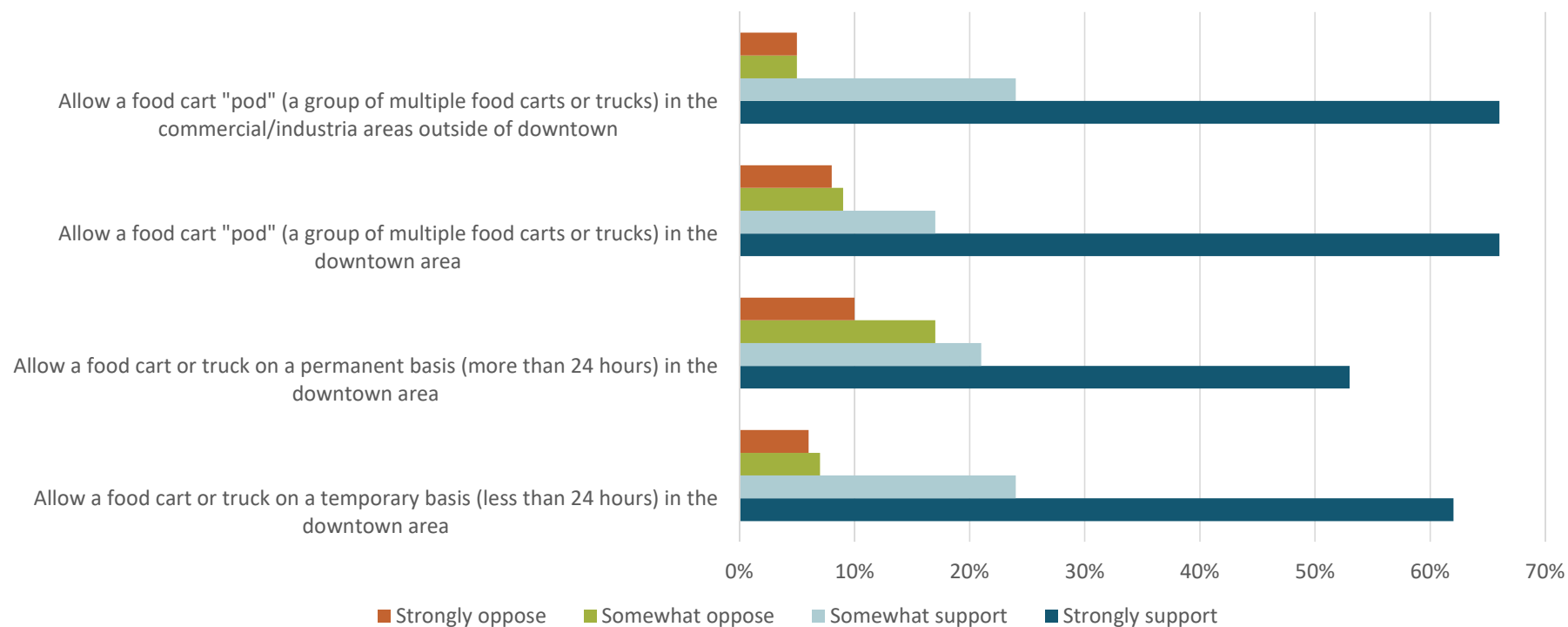
79% Rate the quality of sidewalk maintenance as excellent/good



How much of a source are the following for obtaining information about the City?



Residents strongly support expanding options for food carts





**COMMENTS &
QUESTIONS**