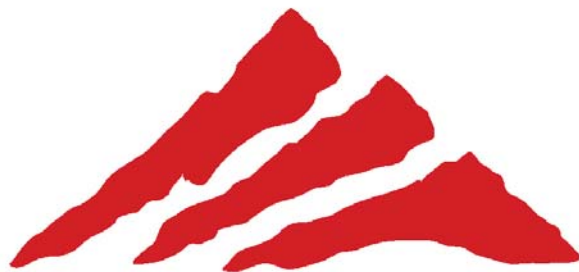


*Mt. Hood Community College
Image Study*

Perceptions and Dimensions:
A Public Policy Survey

October 2008



MT. HOOD
COMMUNITY COLLEGE

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EXECUTIVE SUMMARY

Over the last five years, Mt. Hood Community College has experienced a steady decline in enrollment; this decline has been particularly noticeable in the “traditional” courses offered. Additionally, a recent bond campaign for \$58.8 million was defeated by voters (55% voted opposed the bond). In response to this declining enrollment and the rejection of a capital improvement bond by the voters, the institution has determined that it must have an understanding of district residents’ perceived image of MHCC.

A summary of the November 2006 Election MHCCD Voting report was distributed to the District Board of Education. The numbers sum up voters’ reactions to a number of bond measures – a resounding “No”. Which leaves us still asking, why do our voters believe us not to be worthy of a \$37 per year investment? Or asking in another way: What is it our voters care about? What is important to them? If MHCC is to bring value to our constituents, where do we add value?

This study which was done with the research firm, Moore Information, attempted to get at the value question – what can MHCC do to bring value to our constituents? Are the values different in each of our five zones? If we understand the value profile(s) of our district, we will be able to better serve their needs and should expect, in return, their support in the future.

People often have very different ideas about how to solve problems; particularly complex problems that involve judgment. These differences often originate in different views, or perspectives, that people have of the world. A perspective is a lens through which the world is viewed. This lens provides both a way of seeing and a way of not seeing. A broader appreciation of different perspectives may enable decision makers to recognize objectives that may not have been so evident when first confronting a

situation. A perspective is constructed from one’s experiences, values, and beliefs.

The word “value” has taken on many meanings. We define individual values to mean deeply held beliefs on dimensions such as society, religion, power, and aesthetics. These dimensions are not exclusive of each other, but complementary. That is, a person may be both religious and socially oriented, but that is not to say the person does not support a political agenda or appreciate the power of a mathematical theorem. Most people, however, do have one or two value dimensions they favor most, and any of these dimensions may take precedence in a specific context. These dimensions create an individual’s value profile. With an understanding and appreciation of these dimensions in the community college district come more productive information gathering, better communication, and enhanced models which may ultimately lead to the development of better alternatives from which to choose a solution.

The Mt. Hood Community College Department of Research and Planning constructed a survey to assess district residents’ attitudes and perceptions towards ten issues (the economy, safety, transportation, family / social programs, leisure, healthcare, pre K-12 education, higher education, housing, and the environment). For each issue area, residents were asked a series of questions to obtain: locus of control (local, state, national), priority (very low to very high), performance (very poor to very good), and satisfaction (very dissatisfied to very satisfied). Issue areas were then ranked by asking respondents to allocate an imaginary budget of \$1,000.

Regarding locus of control, it is interesting to note that the community college (Higher Education) is not a local issue, but is considered to be a state issue. The priority issues identified as the highest level of concern are: Safety, Healthcare, the Economy and Pre K-12 education. The lowest priority items are Leisure, Family/

Social, and Housing. Two of the highest priority items, Healthcare and the Economy, had the lowest performance ratings. Ranking the lowest in satisfaction is a high priority issue, Pre K-12 education along with Family / Social issues.

Considering the Priority/Performance and Priority/Satisfaction data, Higher Education received a “Keep Up the Good Work” rating. Effort was made to determine the importance of each of the issue areas relative to the others by using a Rank Order. On a scale of one to ten, with one being the highest rank and ten, the lowest, Higher Education ranks number seven. What does this mean for the community college?

Higher education was more likely than any other issue area to be identified as controlled by the state; district residents do not appear to have ownership in or take responsibility for the college district. There is a need for the college to re-connect with its community. A scan of the issues ranked higher than Higher Education (number seven) reveals that there is an association with most of those issues that are perceived as higher priorities. The college has the opportunity to build bridges and to form partnerships. Considering the fact that 30% of district residents surveyed indicated they had attended some other college indicates that the college needs to hone its competitive edge. The report concludes with Recommended Actions.

Introduction

The purpose of this research project is to assist leaders and decision makers in understanding and appreciating the perspectives of citizens in their community college district relative to social and public or governmental services, including public education (K-12) and public postsecondary education. Mt. Hood Community College has not successfully floated a bond levy in 27 years. Leadership suggested that a deeper understanding of the citizens in the district was needed.

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Objectives

Objective 1

Assess MHCC district residents' attitudes and perceptions towards a number of issues generally perceived as being addressed by government and social services and determine if attitudes and perceptions were different based on the district zone of residence.

- Ten issues were identified (see Table 1).
- For each issue area, respondents were asked a series of questions to obtain:
 - Locus of Control – Local, State, National*
 - Priority – Very Low, Low, Neither/Nor, High, Very High*
 - Performance – Very Poor, Poor, Neither/Nor, Good, Very Good*
 - Satisfaction – Very Dissatisfied, Dissatisfied, Neither/Nor, Satisfied, Very Satisfied*
- Issue areas were ranked by asking respondents to allocate an imaginary budget of \$1,000.

Objective 2

Determine consumption of higher education services and perceptions of Portland Metro Area Community College Service Districts.

- Respondents were asked if they or anyone in their household had attended a Portland Metro Community College; if so, they were asked to identify the college(s) attended.
- Respondents were asked to identify the college district that served their neighborhood.
- Respondents were asked to rate the (1) services provided and (2) perceptions of value of the district they identified.

Methodology

MHCC contracted with Moore Information: Opinion Research, Strategic Analysis (with offices in Portland, OR and Washington, D.C.) to conduct a telephone survey. The survey instrument was developed by the MHCC Department of Research and Planning. Moore Information conducted the telephone interviews on behalf of MHCC, providing the college with a preliminary analysis and the data collected for local analysis purposes.

Survey script and protocols are provided in Appendix A.

A sample of 400 district residents were contacted via telephone and interviewed to complete the survey between June 14 and June 16, 2007. The sample captured the district zone of the residents; an approximately equal number of residents were contacted from each of the five zones (Table A).

Table A: Distribution of Respondents by MHCC District Zone

School District Zone	Percent of Sample
Zone 1	21%
Zone 2	25%
Zone 3	19%
Zone 4	18%
Zone 5	18%

Figure 1 under Appendix A provides a legal description and map of the MHCC district boundaries. The zones are described in detail below.

Study Area Demographics

Demographic questions were asked to assure the sample was representative of the MHCC District Population. Results of these questions are presented in Table 2. Where data are available, comparisons to the actual district population are presented. These data are based on zip codes from within the district and were provided by Claritas, Inc. for a separate study.

- For age, the data indicate that younger people (ages 18-34 and 35-44) were slightly under-represented in the study. People in age groups over 44 were slightly over-represented.
- For education level, people with lower education levels (no high school diploma or high school diploma) were under-represented; people with some college no degree through people with advanced degrees were slightly over-represented.
- A substantial number of respondents (12%) refused to provide household income. Where data regarding income are available, the sample was relatively similar to the population as a whole.

Results

Objective 1

Locus of Control – Respondents were provided a description of the issue area and asked if they perceived the agency primarily responsible for it to be at the National, State or Local level.

- National – The Economy
- State – Higher Education, Family/Social Services, Pre K-12 Education, Environment, Healthcare
- Local – Safety, Leisure, Transportation, Housing

Priority – respondents were asked if they perceived the issue to be a Very Low, Low, Neither Low nor High, High, or Very High Priority. The rankings are based on a scale of 1 to 5 with 1 indicating Very Low and 5 indicating Very High.

- Based on mean scores Safety (4.15), Healthcare (4.05), Economy (3.99), and Pre K-12 Education (3.97) had the highest mean priority ratings.
- Leisure (3.59), Family/Social (3.59) and Housing (3.76) had the lowest mean priority ratings

Performance – respondents were asked if they perceived the agency primarily responsible for the issue area was doing a Very Poor, Poor, Neither Poor nor Good, Good, or Very Good job. The rankings are based on a scale of 1 to 5 with 1 indicating Very Poor and 5 indicating Very Good.

- Performance mean scores were generally lower than priority mean ratings.
- Leisure (3.41), Safety (3.39), Transportation (3.21), and Environment (2.96) had the highest mean performance scores.
- Healthcare (2.51) and Economy (2.58) had the lowest mean performance ratings

Satisfaction – respondents were asked if they were Very Dissatisfied, Dissatisfied, Neither Dissatisfied nor Satisfied, Satisfied, or Very Satisfied with regard to the issue area. The rankings are based on a scale of 1 to 5 with 1 indicating Very Dissatisfied and 5 indicating Very Satisfied.

- Satisfaction mean scores paralleled performance mean scores.
- Leisure (3.62), Safety (3.42), Environment (3.17), and Transportation (3.15) had the highest mean satisfaction scores.
- Pre K-12 Education (2.76) and Family/Social (2.76) had the lowest mean satisfaction ratings

The Economy

- Results of questions associated with the economy are presented in Table 3.
- All Zones had a majority of respondents indicating that the economy was primarily controlled at the national level. Zone 5 was slightly more likely to indicate it was controlled nationally than any other zone. Over 57% of Zone 5 respondents indicated the economy was controlled nationally; the next highest was

Zone 1 with 49% perceiving that the economy is controlled at the national level.

- There was general agreement across zones that the economy was a high priority. Overall, 72.5% of respondents indicated that the economy was a “High” or “Very High” priority. The mean score for priority rating was 3.99; Zone 3 rated the economy highest with a mean priority score of 4.07, Zone 5 rated the economy lower than the other zones with a mean priority score of 3.93.
- Perceptions of how well the agency primarily responsible for the economy performed were much lower than the priority scores. Overall 18.9% of respondents indicated that the agency was doing a “Good” or “Very Good” job; 46.8% or respondents indicated the agency was doing a “Poor” or “Very Poor” job. Mean rating scores ranged from a high of 2.73 (Zone 4) to a low of 2.36 (Zone 1).
- Satisfaction scores for the economy were slightly better than the performance scores. Overall, 27.4% of respondents indicated they were “Satisfied” or “Very Satisfied” with the economy; 35.7% indicated they were “Dissatisfied” or “Very Dissatisfied.” Mean satisfaction scores ranged from a low of 2.66 (Zone 1) to a high of 2.96 (Zone 3).

Safety

- Results of questions associated with safety are presented in Table 4.
- All Zones had a majority of respondents indicating that safety was primarily controlled at the local level. Over 70% of respondents – regardless of zone – indicated safety was controlled locally.
- Based on mean scores, safety had the highest priority ratings of the identified issue areas. Overall, 76.0% of respondents indicated that safety was a “High” or “Very High” priority. The mean score for priority rating was 4.15; Zone 4 rated safety highest with a mean priority score of 4.27, Zone 3 rated safety lower than the other zones with a mean priority score of 4.07.
- Perceptions of how well the agency primarily responsible for safety performed were lower

than the priority scores. Overall 46.6% of respondents indicated that the agency was doing a “Good” or “Very Good” job; 17.6% of respondents indicated the agency was doing a “Poor” or “Very Poor” job. Mean rating scores ranged from a high of 3.51 (Zone 1) to a low of 3.31 (Zone 3).

- Satisfaction scores for safety were similar to the performance scores. Overall, 49.0% of respondents indicated they were “Satisfied” or “Very Satisfied” with safety issues; 16.6% indicated they were “Dissatisfied” or “Very Dissatisfied.” Mean satisfaction scores ranged from a low of 3.33 (Zone 2) to a high of 3.65 (Zone 1).

Transportation

- Results of questions associated with transportation are presented in Table 5.
- All Zones had a majority of respondents indicating that transportation was primarily controlled at the local level. Over 59% of respondents – regardless of zone – indicated transportation was controlled at the local level.
- Overall, 69.3% of respondents indicated that transportation was a “High” or “Very High” priority. The mean score for priority rating was 3.90; Zone 3 rated transportation highest with a mean priority score of 4.03, Zones 1 and 2 rated transportation lower than the other zones with mean priority scores of 3.79.
- Perceptions of how well the agency primarily responsible for the transportation performed were lower than the priority scores. Overall 44.5% of respondents indicated that the agency was doing a “Good” or “Very Good” job; 25.7% of respondents indicated the agency was doing a “Poor” or “Very Poor” job. Mean rating scores ranged from a high of 3.40 (Zone 3) to a low of 2.98 (Zone 2).
- Satisfaction scores for transportation were similar to the performance scores. Overall, 41.0% of respondents indicated they were “Satisfied” or “Very Satisfied” with safety issues; 27.5% indicated they were “Dissatisfied” or “Very Dissatisfied.” Mean satisfaction scores

ranged from a low of 2.92 (Zone 2) to a high of 3.35 (Zone 4).

Family/Social

- Results of questions associated with family/ social issues are presented in Table 6.
- Family/Social issues were considered by a majority of respondents to be controlled at the state level. Over 60% of respondents – regardless of zone – indicated family / social issues were controlled at the state level.
- Overall, 56.3% of respondents indicated that family / social issues were a “High” or “Very High” priority. The mean score for priority rating was 3.59; Zone 5 rated family / social issues highest with a mean priority score of 3.78, Zones 2 and? rated the family / social issues lower than the other zones with mean priority scores of 3.42.
- Perceptions of how well the agency primarily responsible for the family / social issues performed were much lower than the priority scores. Overall 21.0% of respondents indicated that the agency was doing a “Good” or “Very Good” job; 40.2% of respondents indicated the agency was doing a “Poor” or “Very Poor” job. Mean rating scores ranged from a high of 2.98 (Zone 5) to a low of 2.54 (Zone 2).
- Satisfaction scores for family / social issues were slightly higher than the performance scores. Overall, 24.2% of respondents indicated they were “Satisfied” or “Very Satisfied” with family/social issues; 38.6% indicated they were “Dissatisfied” or “Very Dissatisfied.” Mean satisfaction scores ranged from a low of 2.61 (Zone 1) to a high of 2.92 (Zone 5).

Leisure

- Results of questions associated with leisure are presented in Table 7.
- Leisure issues were considered by a majority of respondents to be controlled at the local level. Over 71% of respondents – regardless of zone – indicated leisure issues were controlled at the local level.
- Overall, 52.5% of respondents indicated that leisure issues were a “High” or “Very High”

priority. The mean score for priority rating was 3.59; Zone 5 rated leisure highest with a mean priority score of 3.74, Zone 2 rated the leisure lower than the other zones with mean priority score of 3.40.

- Perceptions of how well the agency primarily responsible for the leisure issues performed were slightly lower than the priority scores. Overall 52.5% of respondents indicated that the agency was doing a “Good” or “Very Good” job; 13.2% of respondents indicated the agency was doing a “Poor” or “Very Poor” job. Mean rating scores ranged from a high of 3.56 (Zone 4) to a low of 3.24 (Zone 2).
- Satisfaction scores for leisure issues were higher than the performance scores. Overall, 59.0% of respondents indicated they were “Satisfied” or “Very Satisfied” with leisure issues; 13.2% indicated they were “Dissatisfied” or “Very Dissatisfied.” Mean satisfaction scores ranged from a low of 3.46 (Zone 2) to a high of 3.72 (Zone 3).

Healthcare

- Results of questions associated with healthcare are presented in Table 8.
- There were differing opinions among respondents related to the control of Healthcare issues. Although over 46% of respondents – regardless of zone – indicated healthcare was controlled at the state level, 38% indicated that healthcare was a national issue and over 20% indicated it was a local issue.
- Overall, 70.8% of respondents indicated that healthcare issues were a “High” or “Very High” priority. The mean score for priority rating was 4.05 (only safety had a higher mean priority rating); Zone 4 rated healthcare highest with a mean priority score of 4.29 (the highest mean priority rating of any issue area), Zone 2 rated the healthcare lower than the other zones with a mean priority score of 3.87.
- Perceptions of how well the agency primarily responsible for the leisure issues performed were lower than the priority scores. Overall

20.1% of respondents indicated that the agency was doing a “Good” or “Very Good” job; 48.5% of respondents indicated the agency was doing a “Poor” or “Very Poor” job. Mean rating scores ranged from a high of 2.84 (Zone 4) to a low of 2.31 (Zone 5).

- Satisfaction scores for healthcare issues were higher than the performance scores. Overall, 44.6% indicated they were “Dissatisfied” or “Very Dissatisfied” with healthcare issues; 33.9% of respondents indicated they were “Satisfied” or “Very Satisfied.” Mean satisfaction scores ranged from a low of 2.56 (Zone 2) to a high of 3.29 (Zone 4).

Pre K-12 Education

- Results of questions associated with Pre K-12 Education are presented in Table 9.
- Pre K-12 Education issues were considered by a majority of respondents to be controlled at the state level. Over 56% of respondents – regardless of zone – indicated Pre K-12 Education was controlled at the state level. A high percentage of respondents (41.9% overall) also indicated that Pre K-12 Education was a local issue; two zones had more respondents indicating this was a local issue. Zone 3 and Zone 4 were more likely to indicate that this was a local issue with 52.9% and 51.5% of respondents (respectively) indicating this was a local issue.
- Overall, 65.8% of respondents indicated that Pre K-12 Education issues were a “High” or “Very High” priority. The mean score for priority rating was 3.97; Zone 3 rated Pre K-12 Education highest with a mean priority score of 4.20, Zone 2 rated Pre K-12 Education lower than the other zones with a mean priority score of 3.79.
- Perceptions of how well the agency primarily responsible for the Pre K-12 Education issues performed were substantially lower than the priority scores. Overall 41.1% of respondents indicated the agency was doing a “Poor” or “Very Poor” job and only 22.8% of respondents indicated that the agency was doing a “Good”

or “Very Good” job;. Mean rating scores ranged from a high of 2.87 (Zone 4) to a low of 2.48 (Zone 5).

- Satisfaction scores for Pre K-12 Education issues were similar to the performance scores. Overall, 22.1% of respondents indicated they were “Satisfied” or “Very Satisfied” with healthcare issues; 38.1% indicated they were “Dissatisfied” or “Very Dissatisfied.” Mean satisfaction scores ranged from a low of 2.55 (Zone 5) to a high of 2.99 (Zone 3).

Higher Education

- Results of questions associated with Higher Education are presented in Table 10.
- Higher Education issues were considered by a majority of respondents to be controlled at the state level. Over 76% of respondents – regardless of zone – indicated Higher Education was controlled at the state level.
- Overall, 67.5% of respondents indicated that Higher Education issues were a “High” or “Very High” priority. The mean score for priority rating was 3.89; Zone 4 rated Higher Education highest with a mean priority score of 4.07, Zone 2 rated Higher Education lower than the other zones with a mean priority score of 3.74.
- Perceptions of how well the agency primarily responsible for the Higher Education issues performed were much lower than the priority scores. Overall 39.8% of respondents indicated the agency was doing a “Poor” or “Very Poor” job and 29.5% of respondents indicated that the agency was doing a “Good” or “Very Good” job. Mean rating scores ranged from a high of 3.11 (Zone 4) to a low of 2.79 (Zone 5).
- Satisfaction scores for Higher Education issues were slightly higher than the performance scores. Overall, 35.9% of respondents indicated they were “Satisfied” or “Very Satisfied” with Higher Education issues; 26.8% indicated they were “Dissatisfied” or “Very Dissatisfied.” Mean satisfaction scores ranged from a low of 2.95 (Zone 2) to a high of 3.25 (Zone 3).

Housing

- Results of questions associated with Housing are presented in Table 11.
- Housing issues were considered by a majority of respondents to be controlled at the local level. Over 58% of respondents – regardless of zone – indicated Housing was controlled at the local level.
- Overall, 63.6% of respondents indicated that Housing issues were a “High” or “Very High” priority. The mean score for priority rating was 3.76; Zone 3 rated Housing highest with a mean priority score of 3.97, Zone 5 rated Housing lower than the other zones with mean priority score of 3.57.
- Perceptions of how well the agency primarily responsible for the Housing issues performed were much lower than the priority scores. Overall 19.8% of respondents indicated that the agency was doing a “Good” or “Very Good” job; 36.6% of respondents indicated the agency was doing a “Poor” or “Very Poor” job. Mean rating scores ranged from a high of 2.82 (Zone 2) to a low of 2.55 (Zone 5).
- Satisfaction scores for Housing issues were slightly higher than the performance scores. Overall, 32.6% of respondents indicated they were “Dissatisfied” or “Very Dissatisfied” 31% indicated they were “Satisfied” or “Very Satisfied” with Higher Education issues. ” Mean satisfaction scores ranged from a low of 2.76 (Zone 5) to a high of 3.06 (Zone 3).

Environment

- Results of questions associated with Environment are presented in Table 12.
- There was little agreement among respondents related to the control of Environment issues. A majority of respondents, over 49%, perceived Environment issues to be controlled at the state level. However, close to a third of respondents 32.1% indicated the environment was controlled at the national level and 31.9% indicated the environment was controlled locally.

- Overall, 66.9% of respondents indicated that Environmental issues were a “High” or “Very High” priority. The mean score for priority rating was 3.88; Zone 1 rated environmental issues highest with a mean priority score of 4.07, Zone 5 rated environmental issues lower than the other zones with mean priority score of 3.59.
- Perceptions of how well the agency primarily responsible for the environmental issues performed were evenly split. Overall 32.7% of respondents indicated that the agency was doing a “Good” or “Very Good” job; 31.1% of respondents indicated the agency was doing a “Poor” or “Very Poor” job. Mean rating scores ranged from a high of 2.77 (Zone 2) to a low of 3.19 (Zone 4).
- Satisfaction scores for Environmental issues were higher than the performance scores. Overall, 40.2% of respondents indicated they were “Satisfied” or “Very Satisfied” with Environmental issues; 24.4% indicated they were “Dissatisfied” or “Very Dissatisfied.” Mean satisfaction scores ranged from a low of 2.98 (Zone 2) to a high of 3.30 (Zones 1 and 4).

Comparison of All Issue Areas

- Comparisons of the issue areas by the four areas of interest are presented in Figures 2 and 3. The percent of respondents identifying each level of government responsible for the issue area is presented. For Priority, Performance, and Satisfaction, mean scores were plotted on the bar charts.
- With regard to the Locus of Control, it is apparent that one level of government was considered by respondents to be most responsible for each issue area. The Economy and Healthcare had less agreement among respondents as to which level of government was most responsible.
- Safety issues had the highest mean priority score; respondents were most likely to give safety high priority scores. Family/Social Services and Leisure received the lowest priority scores.

- Leisure received the highest performance score of any issue area. Safety was the second highest priority scores. Healthcare received the lowest performance score.
- Satisfaction scores were similar to performance scores; Leisure received the highest mean satisfaction score. However, Family/Social Services and Pre K-12 Education received identical mean satisfaction scores (2.76 for each) and were the lowest among the ten issue areas.

Importance / Performance

Importance / Performance analysis was developed in the mid-1970s by John A. Martilla and John C. James as an easily applied technique for prioritizing issues. The analysis involves two separate questions for respondents to answer. The first question asks them to rate the previously discussed issues in terms of their importance (in the case of this survey, respondents were asked to rate the issues in terms of their priority). The second question asks respondents to rate the issues in terms of its performance. Average scores for each item are presented in the form of a scatterplot. The chart is broken into four quadrants: (1) “Keep Up the Good Work,” (2) “Concentrate Here,” (3) “Low Priority,” and (4) “Possible Overkill.” Features and services that fall into the “Keep Up the Good Work” quadrant are identified as both important (high priority) and performing well. Issues falling into the “Concentrate Here” quadrant are identified as important (high priority) but not performing well. Issues that fall into the “Low Priority” quadrant are identified as not important and not performing well. Finally, features and services that fall into the “Possible Overkill” quadrant are identified as not important but performing very well. Where the X and Y axes cross and, consequently, the size of each quadrant is an arbitrary decision. For this study, grand mean scores were calculated for the priority items and the performance items. These grand mean scores were used as a baseline for determining where the X and Y axes should cross.

- The overall Priority/Performance chart is presented in Figure 2.
- Based on the Priority/Performance chart, three issue areas fell into the “Concentrate Here” quadrant: (1) Healthcare, (2) Economy, and (3) Pre K-12 Education.
- Four issue areas fell into the “Keep Up the Good Work” quadrant: (1) Safety, (2) Transportation, (3) Higher Education, and (4) Environment.
- Two issues fell into the “Low Priority” quadrant: (1) Housing and (2) Family/Social.
- One issue fell into the “Possible Overkill” quadrant: Leisure.
- For comparative purposes, a second scatterplot for Priority/Satisfaction is presented in Figure 3; although satisfaction scores are higher, there is little difference in the results.
- Housing moved from the “Low Priority” quadrant to the “Possible Overkill” quadrant.
- Sheffe’s Post Hoc Test revealed respondents that indicated the Environment was primarily a national level responsibility rated performance much lower than respondents indicating it was a State or Local responsibility.

Performance and Locus of Control

Additional analyses were conducted to examine if there were differences in performance scores based on the perceived locus of control for each issue. Analysis of Variance was conducted to determine if there were differences in the performance scores based on which level of government was perceived as primarily responsible for the identified issues. If the ANOVA revealed significant differences, Sheffe’s Post Hoc Test for differences in mean scores was conducted to determine where the differences were. Results of the ANOVA and –where appropriate – Sheffe’s Post Hoc Test are presented in Table 13.

- Statistically significant differences were found for two of the issue areas: (1) Healthcare ($F=4.627$, Sig. $<.010$) and (2) The Environment ($F=11.878$, Sig. $<.000$).
- Sheffe’s Post Hoc Test revealed respondents that indicated Healthcare was primarily controlled at the National level rated performance lower than respondents that indicated the issue was controlled at the State level.

Rank Order of Issues

Effort was made to determine the importance of each of the issue areas relative to the others. In order to make this assessment, respondents were asked to allocate an imaginary budget of \$1,000 dollars to each of the issue areas. Calculating mean budget distributions provided an indication of how important each of the issue areas was to the respondents. Table B presents results of the budget distribution by zone.

- Based on the mean budget allocations, the top five issue areas for the district as a whole were: (1) Healthcare, (2) Economy, (3) Safety, (4) Pre K-12 Education, and (5) Family/Social Issues. Within each zone, the distributions shifted slightly but the top five were consistent. Family / Social issues were the one exception; for Zone 2, this issue area dropped to seventh in the ranking and was replaced by Transportation.
- Higher Education was generally ranked seventh in the list with a mean budget allocation of \$69.75. Zone 2 allocated fewer dollars to higher education dropping it to eighth; Zone 3 allocated the fewest dollars to higher education ranking it tenth in the list of issue areas.

Results

Objective 2

The goal for objective 2 was to determine the consumption of higher education services and perceptions of Portland Metro Area Community College Service Districts.

- A surprisingly high number of respondents (70.3%) indicated that either they or someone else in their household had attended a Portland Metro Community College. Zone 5 respondents were least likely to indicate that they or someone in their household had attended college (62.0%). Zone 1 respondents were most likely to indicate they or someone in their household had attended college (75.9%)

Of those that indicated either they or someone else in the household had attended a college:

- 69.8% indicated they had attended Mt. Hood Community College.
- 22.4% indicated they had attended Portland Community College.
- 5.7% indicated they had attended Clackamas Community College.

Table B. Issue Area Budget Distribution by Zone

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Total
Healthcare	\$141.27 (2)	\$154.36 (2)	\$134.28 (3)	\$143.54 (2)	\$158.52 (1)	\$146.67 (1)
The Economy	\$111.27 (4)	\$156.97 (1)	\$167.73 (2)	\$134.65 (3)	\$117.14 (4)	\$138.42 (2)
Safety	\$116.58 (3)	\$122.45 (4)	\$168.93 (1)	\$120.56 (5)	\$151.01 (2)	\$134.68 (3)
Pre K-12 Education	\$144.04 (1)	\$143.28 (3)	\$91.51 (5)	\$146.88 (1)	\$123.17 (3)	\$130.81 (4)
Family/Social	\$110.48 (5)	\$79.65 (7)	\$103.27 (4)	\$126.32 (4)	\$110.70 (5)	\$104.39 (5)
Transportation	\$95.23 (6)	\$93.69 (5)	\$83.73 (6)	\$85.56 (6)	\$78.89 (6)	\$88.05 (6)
Higher Education	\$78.98 (7)	\$67.27 (8)	\$56.00 (10)	\$78.61 (7)	\$67.93 (7)	\$69.75 (7)
Environment	\$70.06 (8)	\$85.51 (6)	\$61.47 (8)	\$58.47 (8)	\$59.79 (10)	\$68.36 (8)
Housing	\$66.27 (9)	\$52.12 (9)	\$74.01 (7)	\$55.56 (9)	\$66.79 (8)	\$62.38 (9)
Leisure	\$65.84 (10)	\$44.70 (10)	\$59.07 (9)	\$49.86 (10)	\$66.06 (9)	\$56.50 (10)

- 2.1% identified some other college or indicated they did not know which college had been attended.
- Zone 3 respondents were least likely to indicate they had attended MHCC (63.3%).
- Zone 1 respondents were most likely to indicate they had attended MHCC (81.0%).

When asked which college district served their neighborhood:

- 84% of respondents indicated Mt. Hood Community College.
- 8% indicated Portland Community College.
- 2% indicated they were served by Clackamas Community College.
- 5% did not know or identified some other college district.
- Zone 4 respondents were least likely to indicate that they were served by MHCC (69.4%).
- Zone 1 respondents were most likely to indicate they were served by MHCC (96.4%).

Rating of services provided by the community college districts were generally positive:

- Of the respondents indicating they were served by MHCC, 68.0% indicated its services were Good or Very Good.
- Of the respondents indicating they were served by PCC, 63.6% indicated its services were Good or Very Good.
- Of the respondents indicating they were served by Clackamas, 22% indicated its services were Good or Very Good (note a small portion of respondents identified Clackamas as their district).

Perceived value of services provided by the community college districts was similar:

- Of the respondents that indicated they were served by MHCC, 77.6% indicated it was a Good or Very Good Value.
- Of the respondents that indicated they were served by PCC, 69.7% indicated it was a Good or Very Good Value.
- For respondents indicating they were served by Clackamas, 66.6% indicated it was a Good or Very Good Value.

Conclusions and Discussion

- Higher education was more likely than any other issue area to be identified as controlled by the state; district residents do not appear to have ownership in or take responsibility for the college district.
- As a priority, higher education had a mean score that placed it sixth out of the ten issue areas; interestingly, there is an association with most of the issues that are perceived as higher priorities.
- Higher education performance scores were moderate; the fact the Pre K-12 Education is perceived as a lower performing issue area (and that it is a higher priority) makes it a difficult hurdle.
- A surprisingly high number of respondents indicated they or another member of their household had attended a Portland Metro Community College; there is general awareness of the services these institutions provide.
- The proportion of respondents indicating that they attended some community college other than MHCC is a concern, 30% of district residents surveyed indicated they had attended some other college.
- The overwhelming majority of respondents indicated that they were served by the MHCC District; however, 16% of respondents believed they were served by some other district or did not know which district served them. This is problematic and must be addressed.
- Interestingly, higher education has direct links with the three priority areas identified as “Concentrate Here” issues; (1) Healthcare, (2) Economy, and (3) Pre K-12 Education.

Recommended Actions

Reconnect with District residents and businesses.

- Develop agenda for post-secondary education across a broad spectrum of power and influence
- MHCC should develop communications strategies and talking points that address its links to these other issue areas.
- Work more closely with Pre K-12 Education agencies.
- Create talking points related to direct links higher education has with the three priority issue areas identified as “Concentrate Here” issues; (1) Healthcare, (2) Economy, and (3) Pre K-12 Education.

Address the competitive nature of post-secondary education in the Portland metro area.

- Brand/Market survey

Appendix A

List of Figures

Mt. Hood Community College Boundary Legal Description

Zone 1

Eastern boundary is the Township-Range line between Ranges 8 and 9 E, from Township 2 N at the Columbia River to 2 S at the Clackamas County Line. The southern boundary moves west along the county line to 282nd, then north to Powell Valley Road, following the Gresham city border line east and north, then west on Lusted Road, then across 282nd to where the city line meets Powell and Arrow Creek Lane. Going west on Powell to Barnes Road, south to 14th Ave, and west to HWY 26, northwest as it becomes Burnside Road, through to Eastman Parkway, south to Division, and west to Wallula, following it as it becomes 212th and north to Stark, west to 202nd, north to Glisan, east 2 blocks to the Fairview city border line. Following the city line from Glisan to Oregon Street, 201st, 1-84 across to Sandy, along Fairview Lake Way and Interlachen Lane to the Columbia River, which is the northern MHCC boundary.

Zone 2

The eastern boundary follows the east Hood River County boundary south and west to the Clackamas County Line, west along the southern MHCC District boundary to Tong Road, north through Hwy 212 to Wyeast Avenue north to Sunnyside Road, east to Hwy 212 and then 222nd Avenue, north to Bohna Park Road, east to 242nd, north to the Multnomah County Line, west to Regner Road and along the Gresham city border line west to Rodlun Road. Go north to Butler, east to Towle, north to Eastman and Towle again to Powell, east to Wallula, north to Division, east to Eastman, north to Burnside, east to Hwy 26, southeast to east to Barnes Road, north to Powell, and east to Arrow Creek. Follow the Gresham city border line due east to cross 282nd and then Lusted Road, and due south to Powell Valley Road, and then east to 282nd, move south on 282nd to the Clackamas County Line and then east until the Township-Range line between

Range 8 & 9 E, north to the Township-Range line between Township 1 & 2 S, then east to the east Hood River County Line.

Zone 3

The eastern boundary is the city line between Gresham and Fairview: south along Interlachen Lane and Fairview Lake Way, due south to Sandy Blvd, then south to 1-84, west to 201 St., south to Oregon Street, east then south to where the city line meets Glisan. Southern boundary runs along Glisan, west to 202nd, south to Stark, west to 188th, north to Glisan, west to 162nd, south to Stark, west to 148th, south to Main Street, west to 139th, north to Stark, west to 122nd, north to Halsey, west to 102nd, south to Glisan, west to 1-205, and then north to I-84, as it goes west to the western MHCC District boundary, and north to the Columbia River.

Zone 4

Starting where the western MHCC District boundary meets 1-84, east to 1-205, south to Glisan, east to 102nd then north to Halsey, east to 122nd, south to Stark, east to 139th, south to Main Street, east to 148th, north to Stark, east to 162nd, south to Powell and west to 157th. At 157th it cuts due south and follows Powell Butte Park's boundary west and then south until 145th, where it intersects the Springwater Trail Corridor, then moves west along it to 122nd, south to Foster, and west to 112th, which then takes it south to the southern MHCC District boundary.

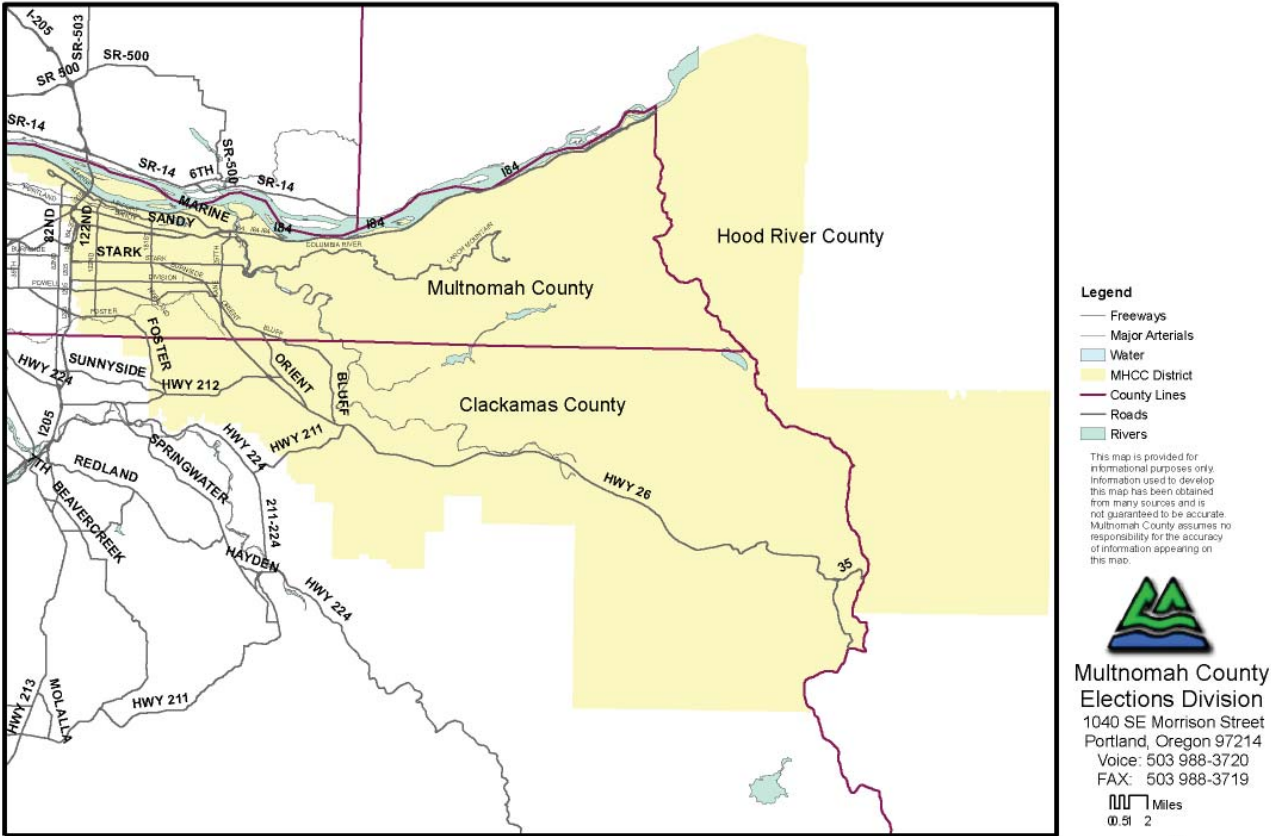
Zone 5

The western boundary starts where Mt Scott Blvd meets the Clackamas County Line, moves north to 1 12th, and north to Foster, east to 122nd, north to the Springwater Trail Corridor, and then east to 145th. Following around the Powell Butte Park's boundary north and then east to where it meets 158th, then north to Powell, east to 162nd, and north to Stark, it follows the Gresham City

boundary due north to Glison. Moving east on Glison to 188th, south to Stark, and east to 212th until it becomes Wallula and meets Powell, west on Powell to Towle, south via Eastman Parkway to Towle again, south to Butler, west to Rodlun Rd, and south to the Gresham city border line. Following the city line east to Regner, south to the Clackamas County Line, east to 242nd, south to Bohna Park Road, west to 222nd, south to Hwy 212, and then west to Sunnyside Road, which leads west to the outer MHCC District Boundary.

Figure 1: MHCC District Map

Mt. Hood Community College Boundary



Produced by Multnomah Co. Elections 2/2006

Figure 2: Priority/Performance

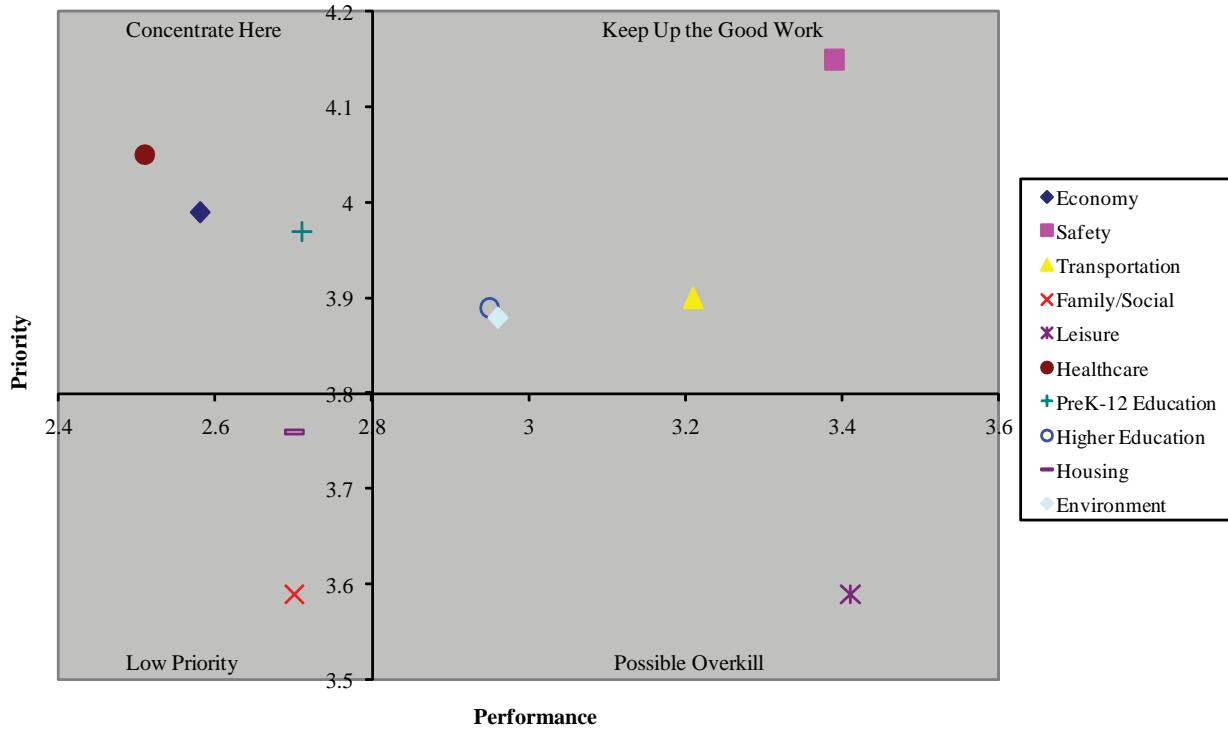
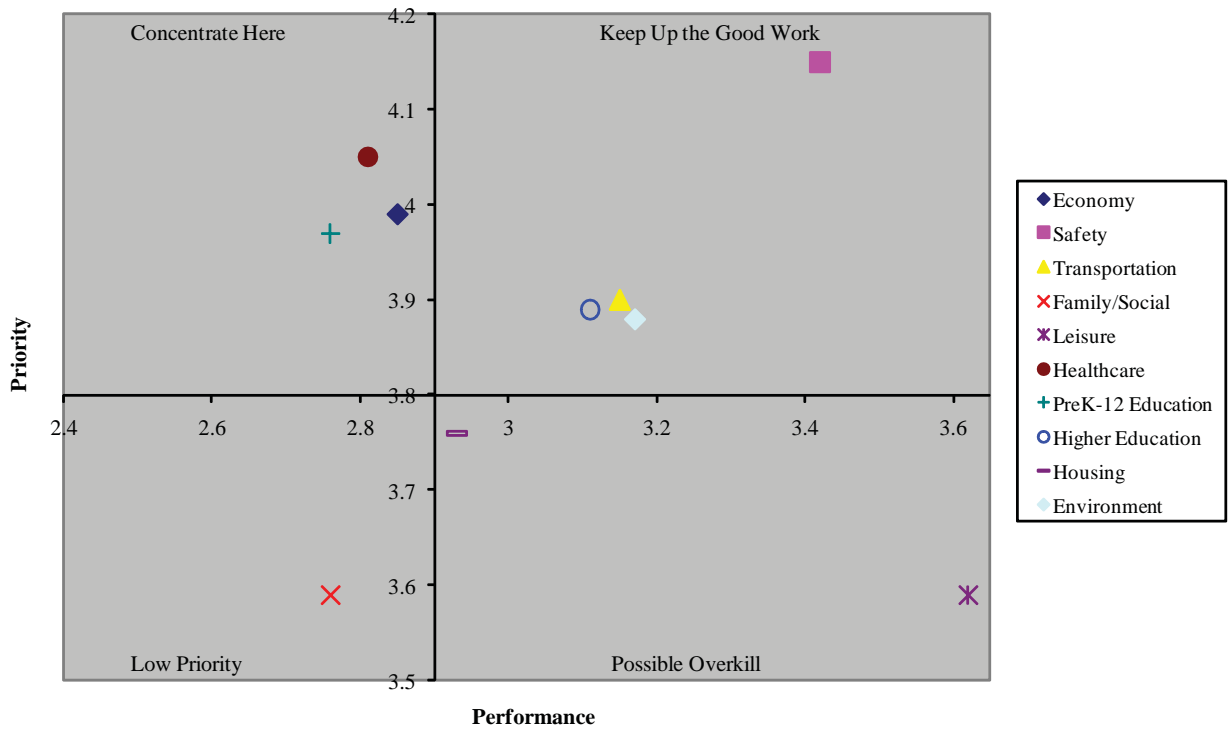


Figure 3: Priority/Satisfaction



Appendix B

List of Tables

Table 1. Issue Areas Addressed by Government Social Services Areas

The Economy – Living wage jobs are readily available; people can afford to purchase the things that are important to them.
Safety – People feel safe where they live and work; there is confidence that emergencies will be addressed quickly and with competence.
Transportation – Roads are well planned out and maintained; people can get where they need to go efficiently either by personal or public transportation.
Family/Social – Programs are available for people who desire access to family, counseling, welfare and other social services.
Leisure – There are abundant opportunities to pursue activities of interest, enjoy parks, and learn new information; recreation is readily available and affordable.
Healthcare – People have access to medical services; healthcare is available and affordable regardless of economic status.
Pre K-12 Education – Quality education is available to everybody. Pre K-12 schools are adequately funded, are accessible, and meet students’ needs.
Higher Education – Quality higher education is available to everybody. Colleges and Universities are adequately funded, are accessible, and meet students’ needs.
Housing – Affordable housing is readily available. People from all socio-economic levels can find a place to call home.
Environment – The environment is clean, protected, and well maintained; pollution is not an issue and people are environmentally conscious.

Table 2. Results of Demographic Questions

A. How many children under the age of 18 are living with you?	27% Have at least one child under 18	
B. Do you have any children/dependents currently attending College / University?	17% have a child attending college/university	54% In Portland
24% In Oregon		
22% Out of State		
C. In what year were you born? Age	Sample	Census
18-34	18%	23%
35-44	12%	15%
45-54	24%	15%
55-59	13%	6%
60-64	10%	6%
65+	22%	11%
Refused	2%	-
D. What is your highest level of education?	Sample	Census
Less than High School	2%	17%
High School Diploma	22%	27%
Some College (no Degree)	35%	28%
Associates	9%	7%
Bachelors	19%	15%
Masters	8%	4%
PhD	3%	2%
Refused	3%	-
E. Was your annual household income for last year...	Sample	Census
Less than \$25,000	13%	21%
\$25,000 to \$34,999	9%	12%
\$35,000 to \$49,999	16%	18%
\$50,000 to \$74,999		22%
\$75,000 or more	28%	27%
Refused	12%	-
F. Did you vote in last November's Election?	86% Yes 11% No 3% Refused	
G. Gender (By Observation)	47% Male 53% Female	

Table 3. Results of Economy Questions by Zone

A. The Economy – Living wage jobs are readily available; people can afford to purchase the things that are important to them.						
Is the economy primarily controlled at the _____ Level?						
	Local	State	National			
Zone 1	24.1%	32.9%	49.4%			
Zone 2	34.0%	30.9%	48.9%			
Zone 3	31.4%	37.1%	41.4%			
Zone 4	29.4%	41.2%	44.1%			
Zone 5	29.7%	18.8%	57.8%			
Total	29.9%	32.3%	48.3%			
Note: Totals do not add to 100% as respondents could indicate more than one level was responsible for the issue area.						
On a scale from 1 to 5 where 1 is “Very Low” and 5 is “Very High,” how would you rate the Economy as a priority?						
	Mean	Very Low	Low	Neutral	High	Very High
Zone 1	3.99	4.9%	6.1%	18.3%	26.8%	43.9%
Zone 2	4.01	5.1%	6.1%	14.3%	31.6%	42.9%
Zone 3	4.07	1.3%	10.7%	13.3%	29.3%	45.3%
Zone 4	3.96	2.8%	5.6%	18.3%	39.4%	33.8%
Zone 5	3.93	2.9%	10.0%	18.6%	28.6%	40.0%
Total	3.99	3.5%	7.6%	16.4%	31.1%	41.4%
On a scale from 1 to 5 where 1 is “Very Poor” and 5 is “Very Good,” how would you rate the job the agency primarily responsible for the Economy is doing?						
	Mean	Very Poor	Poor	Neutral	Good	Very Good
Zone 1	2.36	27.2%	27.2%	30.9%	12.3%	2.5%
Zone 2	2.59	17.5%	27.8%	37.1%	13.4%	4.1%
Zone 3	2.54	17.6%	33.8%	30.9%	11.8%	5.9%
Zone 4	2.73	10.6%	27.3%	42.4%	18.2%	1.5%
Zone 5	2.71	17.6%	26.5%	29.4%	20.6%	5.9%
Total	2.58	18.4%	28.4%	34.2%	15.0%	3.9%
On a scale from 1 to 5 where 1 is “Very Dissatisfied” and 5 is “Very Satisfied,” how would you rate your satisfaction with the Economy?						
	Mean	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
Zone 1	2.66	19.5%	19.5%	41.5%	14.6%	4.9%
Zone 2	2.84	12.1%	23.2%	40.4%	17.2%	7.1%
Zone 3	2.96	13.3%	18.7%	37.3%	20.0%	10.7%
Zone 4	2.90	11.6%	23.2%	31.9%	30.4%	2.9%
Zone 5	2.91	10.0%	27.1%	31.4%	24.3%	7.1%
Total	2.85	13.4%	22.3%	37.0%	20.8%	6.6%

Table 4. Results of Safety Questions by Zone

B. Safety – People feel safe where they live and work; there is confidence that emergencies will be addressed quickly and with competence.						
Is Safety primarily controlled at the _____ Level?						
	Local	State	National			
Zone 1	78.8%	18.8%	8.8%			
Zone 2	71.9%	25.0%	12.5%			
Zone 3	83.8%	17.6%	5.4%			
Zone 4	81.4%	20.0%	5.7%			
Zone 5	70.6%	25.0%	8.8%			
Total	77.1%	21.4%	8.5%			
Note: Totals do not add to 100% as respondents could indicate more than one level was responsible for the issue area.						
On a scale from 1 to 5 where 1 is “Very Low” and 5 is “Very High,” how would you rate Safety as a priority?						
	Mean	Very Low	Low	Neutral	High	Very High
Zone 1	4.17	3.7%	6.1%	11.0%	28.0%	51.2%
Zone 2	4.11	1.0%	6.1%	17.2%	32.3%	43.4%
Zone 3	4.07	5.3%	6.7%	16.0%	20.0%	52.0%
Zone 4	4.27			22.9%	27.1%	50.0%
Zone 5	4.17	1.4%	7.1%	15.7%	24.3%	51.4%
Total	4.15	2.3%	5.3%	16.4%	26.8%	49.2%
On a scale from 1 to 5 where 1 is “Very Poor” and 5 is “Very Good,” how would you rate the job the agency primarily responsible for Safety is doing?						
	Mean	Very Poor	Poor	Neutral	Good	Very Good
Zone 1	3.51	3.7%	11.0%	34.1%	32.9%	18.3%
Zone 2	3.34	4.1%	15.5%	36.1%	30.9%	13.4%
Zone 3	3.31	9.5%	13.5%	31.1%	28.4%	17.6%
Zone 4	3.42	4.3%	10.1%	39.1%	31.9%	14.5%
Zone 5	3.37	4.2%	11.3%	39.4%	33.8%	11.3%
Total	3.39	5.1%	12.5%	35.9%	31.6%	15.0%
On a scale from 1 to 5 where 1 is “Very Dissatisfied” and 5 is “Very Satisfied,” how would you rate your satisfaction with the Safety?						
	Mean	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
Zone 1	3.65	4.9%	7.3%	28.0%	37.8%	22.0%
Zone 2	3.33	6.2%	11.3%	39.2%	29.9%	13.4%
Zone 3	3.35	12.0%	13.3%	24.0%	39.3%	21.3%
Zone 4	3.39	8.5%	7.0%	38.0%	29.6%	16.9%
Zone 5	3.38	5.6%	7.0%	42.3%	33.8%	11.3%
Total	3.42	7.3%	9.3%	34.3%	32.1%	16.9%

Table 5. Results of Transportation Questions by Zone

C. Transportation – Roads are well planned out and maintained; people can get where they need to go efficiently either by personal or public transportation.						
Is Transportation primarily controlled at the _____ Level?						
	Local	State	National			
Zone 1	63.3%	31.6%	8.9%			
Zone 2	53.6%	45.4%	7.2%			
Zone 3	66.2%	32.4%	5.6%			
Zone 4	60.0%	37.1%	14.3%			
Zone 5	57.4%	38.2%	8.8%			
Total	59.7%	37.4%	8.8%			
Note: Totals do not add to 100% as respondents could indicate more than one level was responsible for the issue area.						
On a scale from 1 to 5 where 1 is “Very Low” and 5 is “Very High,” how would you rate Transportation as a priority?						
	Mean	Very Low	Low	Neutral	High	Very High
Zone 1	3.79	2.4%	8.5%	25.6%	34.1%	29.3%
Zone 2	3.79	5.2%	8.2%	18.6%	38.1%	29.9%
Zone 3	4.03	2.7%	5.3%	21.3%	28.0%	42.7%
Zone 4	4.00	4.2%	4.2%	19.7%	31.0%	40.8%
Zone 5	3.93	5.7%	4.3%	15.7%	40.0%	34.3%
Total	3.90	4.1%	6.3%	20.3%	34.4%	34.9%
On a scale from 1 to 5 where 1 is “Very Poor” and 5 is “Very Good,” how would you rate the job the agency primarily responsible for Transportation is doing?						
	Mean	Very Poor	Poor	Neutral	Good	Very Good
Zone 1	3.20	14.6%	12.2%	26.8%	31.7%	14.6%
Zone 2	2.98	15.5%	16.5%	32.0%	26.8%	9.3%
Zone 3	3.40	8.3%	9.7%	33.3%	30.6%	18.1%
Zone 4	3.34	4.3%	21.4%	22.9%	38.6%	12.9%
Zone 5	3.19	11.8%	11.8%	33.8%	30.9%	11.8%
Total	3.21	11.3%	14.4%	29.8%	31.4%	13.1%
On a scale from 1 to 5 where 1 is “Very Dissatisfied” and 5 is “Very Satisfied,” how would you rate your satisfaction with Transportation?						
	Mean	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
Zone 1	3.07	13.6%	13.6%	33.3%	30.9%	8.6%
Zone 2	2.92	14.3%	19.4%	35.7%	21.4%	9.2%
Zone 3	3.33	6.9%	16.7%	25.0%	38.9%	12.5%
Zone 4	3.35	4.3%	21.7%	24.6%	33.3%	15.9%
Zone 5	3.17	10.0%	14.3%	37.1%	25.7%	12.9%
Total	3.15	10.3%	17.2%	31.5%	29.5%	11.5%

Table 6. Results of Family / Social Questions by Zone

D. Family/Social – Programs are available for people who desire access to family, counseling, welfare, and other social services.						
Are Family/Social Programs primarily controlled at the _____ Level?						
	Local	State	National			
Zone 1	32.0%	61.3%	10.7%			
Zone 2	32.6%	66.3%	8.7%			
Zone 3	33.8%	66.2%	9.2%			
Zone 4	43.9%	53.0%	13.6%			
Zone 5	37.5%	51.6%	18.8%			
Total	35.6%	60.2%	11.9%			
Note: Totals do not add to 100% as respondents could indicate more than one level was responsible for the issue area.						
On a scale from 1 to 5 where 1 is “Very Low” and 5 is “Very High,” how would you rate Family/Social Programs as a priority?						
	Mean	Very Low	Low	Neutral	High	Very High
Zone 1	3.61	8.8%	13.8%	20.0%	22.5%	35.0%
Zone 2	3.42	8.6%	18.3%	21.5%	25.8%	25.8%
Zone 3	3.52	8.2%	12.6%	30.1%	17.8%	31.5%
Zone 4	3.70	4.5%	17.9%	19.4%	28.4%	32.8%
Zone 5	3.78	2.9%	8.7%	24.6%	34.8%	29.0%
Total	3.59	6.8%	13.9%	23.0%	25.7%	30.6%
On a scale from 1 to 5 where 1 is “Very Poor” and 5 is “Very Good,” how would you rate the job the agency primarily responsible for Family/Social Programs is doing?						
	Mean	Very Poor	Poor	Neutral	Good	Very Good
Zone 1	2.66	23.3%	20.5%	30.1%	19.2%	6.8%
Zone 2	2.54	19.6%	27.2%	37.0%	12.0%	4.3%
Zone 3	2.68	15.0%	21.7%	45.0%	16.7%	1.7%
Zone 4	2.69	12.5%	29.7%	40.6%	10.9%	6.3%
Zone 5	2.98	9.4%	18.8%	43.8%	20.3%	7.8%
Total	2.70	16.4%	23.8%	38.8%	15.6%	5.4%
On a scale from 1 to 5 where 1 is “Very Dissatisfied” and 5 is “Very Satisfied,” how would you rate your satisfaction with Family/Social Programs?						
	Mean	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
Zone 1	2.61	23.0%	24.3%	28.4%	17.6%	6.8%
Zone 2	2.70	19.6%	19.6%	38.0%	17.4%	5.4%
Zone 3	2.90	9.7%	24.2%	38.7%	21.0%	6.5%
Zone 4	2.74	12.3%	27.7%	41.5%	10.8%	7.7%
Zone 5	2.92	12.9%	17.7%	40.3%	22.6%	6.5%
Total	2.76	16.1%	22.5%	37.2%	17.7%	6.5%

Table 7. Results of Leisure Questions by Zone

E. Leisure – There are abundant opportunities to pursue activities of interest, enjoy parks, and learn new information; recreation is readily available and affordable.						
Is Leisure primarily controlled at the _____ Level?						
	Local	State	National			
Zone 1	67.1%	30.4%	5.1%			
Zone 2	69.4%	29.6%	7.1%			
Zone 3	74.6%	28.4%	4.5%			
Zone 4	77.6%	23.9%	10.4%			
Zone 5	71.4%	30.2%	0.0%			
Total	71.7%	28.6%	5.6%			
Note: Totals do not add to 100% as respondents could indicate more than one level was responsible for the issue area.						
On a scale from 1 to 5 where 1 is “Very Low” and 5 is “Very High,” how would you rate Leisure as a priority?						
	Mean	Very Low	Low	Neutral	High	Very High
Zone 1	3.68	1.2%	7.4%	40.7%	23.5%	27.2%
Zone 2	3.40	2.0%	18.2%	34.3%	28.3%	17.2%
Zone 3	3.70	4.1%	2.7%	32.4%	40.5%	20.3%
Zone 4	3.49	5.9%	13.2%	29.4%	29.4%	22.1%
Zone 5	3.74	4.3%	5.7%	32.9%	25.7%	31.4%
Total	3.59	3.3%	9.9%	34.2%	29.3%	23.2%
On a scale from 1 to 5 where 1 is “Very Poor” and 5 is “Very Good,” how would you rate the job the agency primarily responsible for Leisure is doing?						
	Mean	Very Poor	Poor	Neutral	Good	Very Good
Zone 1	3.49	5.2%	7.8%	33.8%	39.0%	14.3%
Zone 2	3.24	7.4%	12.6%	37.9%	32.6%	9.5%
Zone 3	3.49	4.3%	10.0%	34.3%	35.7%	15.7%
Zone 4	3.56	3.1%	3.1%	43.8%	34.4%	15.6%
Zone 5	3.34	10.4%	9.0%	31.3%	34.3%	14.9%
Total	3.41	6.2%	8.8%	36.2%	35.1%	13.7%
On a scale from 1 to 5 where 1 is “Very Dissatisfied” and 5 is “Very Satisfied,” how would you rate your satisfaction with Leisure?						
	Mean	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
Zone 1	3.67	6.1%	6.1%	23.2%	43.9%	20.7%
Zone 2	3.46	8.1%	7.1%	33.3%	33.3%	18.2%
Zone 3	3.72	7.0%	4.2%	25.4%	36.6%	26.8%
Zone 4	3.71	4.4%	7.4%	30.9%	27.9%	29.4%
Zone 5	3.57	8.8%	5.9%	25.0%	39.7%	20.6%
Total	3.62	7.0%	6.2%	27.8%	36.3%	22.7%

Table 8. Results of Healthcare Questions by Zone

F. Healthcare – People have access to medical services; healthcare is available and affordable regardless of economic status.						
Is Healthcare primarily controlled at the _____ Level?						
	Local	State	National			
Zone 1	19.2%	41.1%	43.8%			
Zone 2	12.1%	49.5%	45.1%			
Zone 3	24.2%	48.5%	31.8%			
Zone 4	26.2%	52.5%	34.4%			
Zone 5	26.2%	43.1%	35.4%			
Total	20.8%	46.9%	38.8%			
Note: Totals do not add to 100% as respondents could indicate more than one level was responsible for the issue area.						
On a scale from 1 to 5 where 1 is “Very Low” and 5 is “Very High,” how would you rate Healthcare as a priority?						
	Mean	Very Low	Low	Neutral	High	Very High
Zone 1	3.94	4.9%	14.6%	9.8%	23.2%	47.6%
Zone 2	3.87	7.1%	10.2%	17.3%	19.4%	45.9%
Zone 3	4.13	4.2%	6.9%	15.3%	19.4%	54.2%
Zone 4	4.29	2.8%	4.2%	11.1%	25.0%	56.9%
Zone 5	4.10	2.9%	12.9%	8.6%	22.9%	52.9%
Total	4.05	4.6%	9.9%	12.7%	21.8%	51.0%
On a scale from 1 to 5 where 1 is “Very Poor” and 5 is “Very Good,” how would you rate the job the agency primarily responsible for Healthcare is doing?						
	Mean	Very Poor	Poor	Neutral	Good	Very Good
Zone 1	2.45	28.9%	23.7%	27.6%	13.2%	6.6%
Zone 2	2.33	29.9%	26.8%	26.8%	13.4%	3.1%
Zone 3	2.72	23.6%	11.1%	41.7%	16.7%	6.9%
Zone 4	2.84	17.6%	22.1%	33.8%	11.8%	14.7%
Zone 5	2.31	35.7%	20.0%	28.6%	8.6%	7.1%
Total	2.51	27.4%	21.1%	31.3%	12.8%	7.3%
On a scale from 1 to 5 where 1 is “Very Dissatisfied” and 5 is “Very Satisfied,” how would you rate your satisfaction with Healthcare?						
	Mean	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
Zone 1	2.70	28.4%	19.8%	17.3%	22.2%	12.3%
Zone 2	2.56	25.8%	24.7%	26.8%	13.4%	9.3%
Zone 3	2.99	16.4%	23.3%	21.9%	21.9%	16.4%
Zone 4	3.29	13.2%	19.1%	16.2%	27.9%	23.5%
Zone 5	2.61	22.4%	26.9%	23.9%	20.9%	6.0%
Total	2.81	21.8%	22.8%	21.5%	20.7%	13.2%

Table 9. Results of Pre K-12 Education Questions by Zone

G. Pre K-12 Education – Quality education is available to everybody. Pre K-12 schools are adequately funded, are accessible, and meet students’ needs.						
Is Pre K-12 Education primarily controlled at the _____ Level?						
	Local	State	National			
Zone 1	35.1%	66.2%	6.5%			
Zone 2	33.0%	60.8%	11.3%			
Zone 3	52.9%	47.1%	8.6%			
Zone 4	51.5%	48.5%	10.6%			
Zone 5	41.5%	56.9%	7.7%			
Total	41.9%	56.5%	9.1%			
Note: Totals do not add to 100% as respondents could indicate more than one level was responsible for the issue area.						
On a scale from 1 to 5 where 1 is “Very Low” and 5 is “Very High,” how would you rate Pre K-12 Education as a priority?						
	Mean	Very Low	Low	Neutral	High	Very High
Zone 1	3.94	4.9%	8.5%	20.7%	19.5%	46.3%
Zone 2	3.79	10.3%	6.2%	19.6%	21.6%	42.3%
Zone 3	4.20	2.9%	5.7%	20.0%	11.4%	60.0%
Zone 4	4.14	4.3%	4.3%	20.3%	14.5%	56.5%
Zone 5	3.84	7.1%	11.4%	18.6%	15.7%	47.1%
Total	3.97	6.2%	7.2%	19.8%	17.0%	49.7%
On a scale from 1 to 5 where 1 is “Very Poor” and 5 is “Very Good,” how would you rate the job the agency primarily responsible for Pre K-12 Education is doing?						
	Mean	Very Poor	Poor	Neutral	Good	Very Good
Zone 1	2.84	16.5%	19.0%	38.0%	17.7%	8.9%
Zone 2	2.59	17.9%	30.5%	30.5%	16.8%	4.2%
Zone 3	2.76	11.8%	32.4%	29.4%	20.6%	5.9%
Zone 4	2.87	12.9%	18.6%	44.3%	17.1%	7.1%
Zone 5	2.48	26.2%	18.5%	40.0%	12.3%	3.1%
Total	2.71	17.0%	24.1%	36.1%	17.0%	5.8%
On a scale from 1 to 5 where 1 is “Very Dissatisfied” and 5 is “Very Satisfied,” how would you rate your satisfaction with Pre K-12 Education?						
	Mean	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
Zone 1	2.85	13.6%	18.5%	45.7%	13.6%	8.6%
Zone 2	2.61	16.0%	30.9%	34.0%	14.9%	4.3%
Zone 3	2.99	8.7%	23.2%	40.6%	15.9%	11.6%
Zone 4	2.86	14.5%	18.8%	43.5%	13.0%	10.1%
Zone 5	2.55	20.9%	23.9%	35.8%	17.9%	1.5%
Total	2.76	14.7%	23.4%	39.7%	15.0%	7.1%

Table 10. Results of Higher Education Questions by Zone

H. Higher Education – Quality higher education is available to everybody. Colleges and Universities are adequately funded, are accessible, and meet students’ needs.						
Is Higher Education primarily controlled at the _____ Level?						
	Local	State	National			
Zone 1	20.3%	70.9%	11.4%			
Zone 2	6.2%	85.6%	11.3%			
Zone 3	17.4%	76.8%	11.6%			
Zone 4	18.5%	76.9%	16.9%			
Zone 5	20.9%	67.2%	17.9%			
Total	15.9%	76.1%	13.5%			
Note: Totals do not add to 100% as respondents could indicate more than one level was responsible for the issue area.						
On a scale from 1 to 5 where 1 is “Very Low” and 5 is “Very High,” how would you rate Higher Education as a priority?						
	Mean	Very Low	Low	Neutral	High	Very High
Zone 1	3.86	6.3%	8.8%	18.8%	25.0%	41.3%
Zone 2	3.74	6.1%	6.1%	25.3%	33.3%	29.3%
Zone 3	3.93	1.3%	12.0%	21.3%	22.7%	42.7%
Zone 4	4.07	2.9%	7.1%	12.9%	34.3%	42.9%
Zone 5	3.89	4.3%	12.9%	14.3%	27.1%	41.4%
Total	3.89	4.3%	9.1%	19.0%	28.7%	38.8%
On a scale from 1 to 5 where 1 is “Very Poor” and 5 is “Very Good,” how would you rate the job the agency primarily responsible for Higher Education is doing?						
	Mean	Very Poor	Poor	Neutral	Good	Very Good
Zone 1	2.94	14.1%	21.8%	28.2%	28.2%	7.7%
Zone 2	2.91	11.5%	14.6%	53.1%	13.5%	7.3%
Zone 3	3.01	7.4%	13.2%	52.9%	23.5%	2.9%
Zone 4	3.11	7.7%	18.5%	40.0%	23.1%	10.8%
Zone 5	2.79	19.7%	21.2%	25.8%	27.3%	6.1%
Total	2.95	12.1%	17.7%	40.8%	22.5%	7.0%
On a scale from 1 to 5 where 1 is “Very Dissatisfied” and 5 is “Very Satisfied,” how would you rate your satisfaction with Higher Education?						
	Mean	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
Zone 1	3.19	10.1%	19.0%	30.4%	22.8%	17.7%
Zone 2	2.95	11.6%	17.9%	42.1%	21.1%	7.4%
Zone 3	3.25	7.4%	8.8%	47.1%	25.0%	11.8%
Zone 4	3.22	5.9%	20.6%	33.8%	25.0%	14.7%
Zone 5	2.98	13.6%	18.2%	31.8%	28.8%	7.6%
Total	3.11	9.8%	17.0%	37.2%	24.2%	11.7%

Table 11. Results of Housing Questions by Zone

I. Housing – Affordable housing is readily available. People from all socio-economic levels can find a place to call home.						
Is Housing primarily controlled at the _____ Level?						
	Local	State	National			
Zone 1	56.6%	32.9%	13.2%			
Zone 2	54.2%	35.4%	16.7%			
Zone 3	67.7%	27.7%	10.8%			
Zone 4	57.4%	41.2%	17.6%			
Zone 5	57.8%	31.3%	12.5%			
Total	58.3%	33.9%	14.4%			
Note: Totals do not add to 100% as respondents could indicate more than one level was responsible for the issue area.						
On a scale from 1 to 5 where 1 is “Very Low” and 5 is “Very High,” how would you rate Housing as a priority?						
	Mean	Very Low	Low	Neutral	High	Very High
Zone 1	3.79	6.1%	12.2%	15.9%	28.0%	37.8%
Zone 2	3.76	9.2%	8.2%	20.4%	22.4%	39.8%
Zone 3	3.97	1.4%	13.9%	15.3%	25.0%	44.4%
Zone 4	3.69	8.5%	7.0%	22.5%	31.0%	31.0%
Zone 5	3.57	11.4%	11.4%	18.6%	25.7%	32.9%
Total	3.76	7.4%	10.4%	18.6%	26.2%	37.4%
On a scale from 1 to 5 where 1 is “Very Poor” and 5 is “Very Good,” how would you rate the job the agency primarily responsible for Housing is doing?						
	Mean	Very Poor	Poor	Neutral	Good	Very Good
Zone 1	2.62	23.4%	22.1%	29.9%	18.2%	6.5%
Zone 2	2.82	11.8%	21.5%	45.2%	16.1%	5.4%
Zone 3	2.75	14.1%	21.9%	43.8%	15.6%	4.7%
Zone 4	2.75	15.9%	14.5%	52.2%	13.0%	4.3%
Zone 5	2.55	24.2%	13.6%	48.5%	10.6%	3.0%
Total	2.70	17.6%	19.0%	43.6%	14.9%	4.9%
On a scale from 1 to 5 where 1 is “Very Dissatisfied” and 5 is “Very Satisfied,” how would you rate your satisfaction with Housing?						
	Mean	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
Zone 1	2.83	20.7%	18.3%	29.3%	20.7%	11.0%
Zone 2	2.98	15.6%	12.5%	40.6%	20.8%	10.4%
Zone 3	3.06	7.1%	22.9%	40.0%	17.1%	12.9%
Zone 4	3.04	17.4%	13.0%	29.0%	29.0%	11.6%
Zone 5	2.76	15.2%	21.2%	42.4%	15.2%	6.1%
Total	2.93	15.4%	17.2%	36.3%	20.6%	10.4%

Table 12. Results of Environmental Questions by Zone

J. Environment – The environment is clean, protected, and well maintained; pollution is not an issue and people are environmentally conscious.						
Is the Environment primarily controlled at the _____ Level?						
	Local	State	National			
Zone 1	20.3%	53.2%	31.6%			
Zone 2	31.6%	51.0%	31.6%			
Zone 3	37.1%	44.3%	32.9%			
Zone 4	36.2%	53.6%	33.3%			
Zone 5	35.7%	45.7%	31.4%			
Total	31.9%	49.7%	32.1%			
Note: Totals do not add to 100% as respondents could indicate more than one level was responsible for the issue area.						
On a scale from 1 to 5 where 1 is “Very Low” and 5 is “Very High,” how would you rate the Environment as a priority?						
	Mean	Very Low	Low	Neutral	High	Very High
Zone 1	4.07	3.6%	6.0%	15.7%	28.9%	45.8%
Zone 2	3.90	6.1%	5.1%	21.2%	28.3%	39.4%
Zone 3	3.85	8.1%	4.1%	21.6%	27.0%	39.2%
Zone 4	3.97	2.8%	5.6%	26.8%	21.1%	43.7%
Zone 5	3.59	12.7%	8.5%	19.7%	25.4%	33.8%
Total	3.88	6.5%	5.8%	20.9%	26.4%	40.5%
On a scale from 1 to 5 where 1 is “Very Poor” and 5 is “Very Good,” how would you rate the job the agency primarily responsible for the Environment is doing?						
	Mean	Very Poor	Poor	Neutral	Good	Very Good
Zone 1	2.96	12.0%	19.3%	34.9%	27.7%	6.0%
Zone 2	2.77	16.7%	21.9%	33.3%	24.0%	4.2%
Zone 3	3.03	12.3%	17.8%	35.6%	23.3%	11.0%
Zone 4	3.19	5.9%	16.2%	39.7%	29.4%	8.8%
Zone 5	2.89	18.2%	12.1%	39.4%	22.7%	7.6%
Total	2.96	13.2%	17.9%	36.3%	25.4%	7.3%
On a scale from 1 to 5 where 1 is “Very Dissatisfied” and 5 is “Very Satisfied,” how would you rate your satisfaction with the Environment?						
	Mean	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
Zone 1	3.30	9.6%	13.3%	28.9%	33.7%	14.5%
Zone 2	2.98	10.3%	18.6%	39.2%	26.8%	5.2%
Zone 3	3.29	8.2%	16.4%	26.0%	37.0%	12.3%
Zone 4	3.30	4.3%	15.7%	38.6%	28.6%	12.9%
Zone 5	3.00	14.3%	10.0%	44.3%	24.3%	7.1%
Total	3.17	9.4%	15.0%	35.4%	30.0%	10.2%

Table 13. Results of ANOVA. Performance Ratings by Locus of Control

Issue Area	F	Sig		
The Economy	1.204	.301		
Safety	.159	.853		
Transportation	1.295	.275		
Family / Social Services	2.772	.064		
Leisure	1.403	.247		
Healthcare	4.627	.010		
Sheffe's Post Hoc Test	Mean Difference	Std. Error	Sig.	
Local	State	.026	.176	.989
	National	.430	.182	.063
State	Local	-.026	.176	.989
	National	.404	.146	.023
National	Local	-.430	.182	.063
	State	-.404	.146	.023
Pre K–12 Education	.450	.638		
Higher Education	.737	.479		
Housing	.741	.478		
Environment	11.878	.000		
Sheffe's Post Hoc Test	Mean Difference	Std. Error	Sig.	
Local	State	-.162	.132	.471
	National	.504	.149	.004
State	Local	.162	.132	.471
	National	.667	.138	.000
National	Local	-.504	.149	.004
	State	-.667	.138	.000

Table 14. Attended A Portland Metro Community College

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Total
Respondent	50.6%	50.5%	42.7%	43.1%	43.7%	46.5%
Household Member	25.3%	24.2%	22.7%	27.8%	18.3%	23.8%
Total Attended	75.9%	74.7%	65.4%	70.9%	62.0%	70.3%
None	20.5%	23.2%	33.3%	29.2%	38.0%	28.2%
Don't Know	3.6%	2.0%	1.3%			1.5%

Table 15. Which Portland Metro College Attended

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Total
MHCC	81.0%	70.3%	63.3%	54.9%	77.3%	69.8%
PCC	14.3%	18.9%	28.6%	41.2%	11.4%	22.4%
CCC	1.6%	9.5%	6.1%	3.9%	6.8%	5.7%
Other	3.2%	1.4%	2.0%		4.5%	2.1%

Table 16. District Identified as Serving Respondent's Neighborhood

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Total
MHCC	96.4%	81.8%	74.7%	69.4%	95.8%	83.8%
PCC	1.2%	4.0%	16.0%	20.8%	1.4%	8.3%
CCC		8.1%			1.4%	2.3%
Other	2.4%	6.1%	9.3%	9.7%	1.4%	5.8%

Table 17. Rate Services by Identified District

	MHCC	PCC	CCC	Other	Total
Very Poor	1.2%				1.1%
Poor	1.5%	3.0%			1.6%
Neutral	17.6%	21.2%	22.2%		17.9%
Good	36.7%	39.4%		50.0%	36.1%
Very Good	31.3%	24.2%	22.5%		30.3%
Don't Know/Refused	11.6%	12.1%	55.6%	50.0%	12.9%

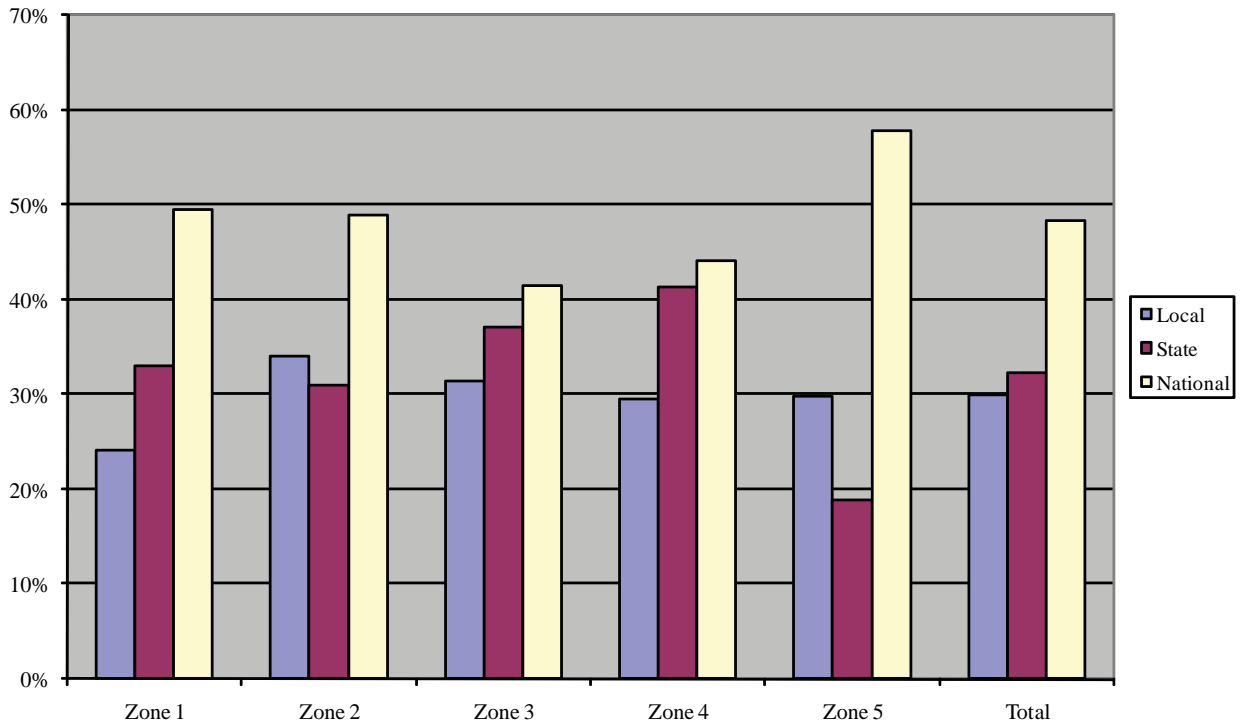
Table 18. Rate Value by Identified District

	MHCC	PCC	CCC	Other	Total
Very Poor	2.1%				1.8%
Poor	1.2%	6.1%			1.6%
Neutral	12.5%	12.1%	11.1%		12.4%
Good	38.2%	30.3%	22.2%	50.0%	37.2%
Very Good	39.4%	39.4%	44.4%		39.3%
Don't Know/Refused	6.6%	12.1%	22.2%	50.0%	7.7%

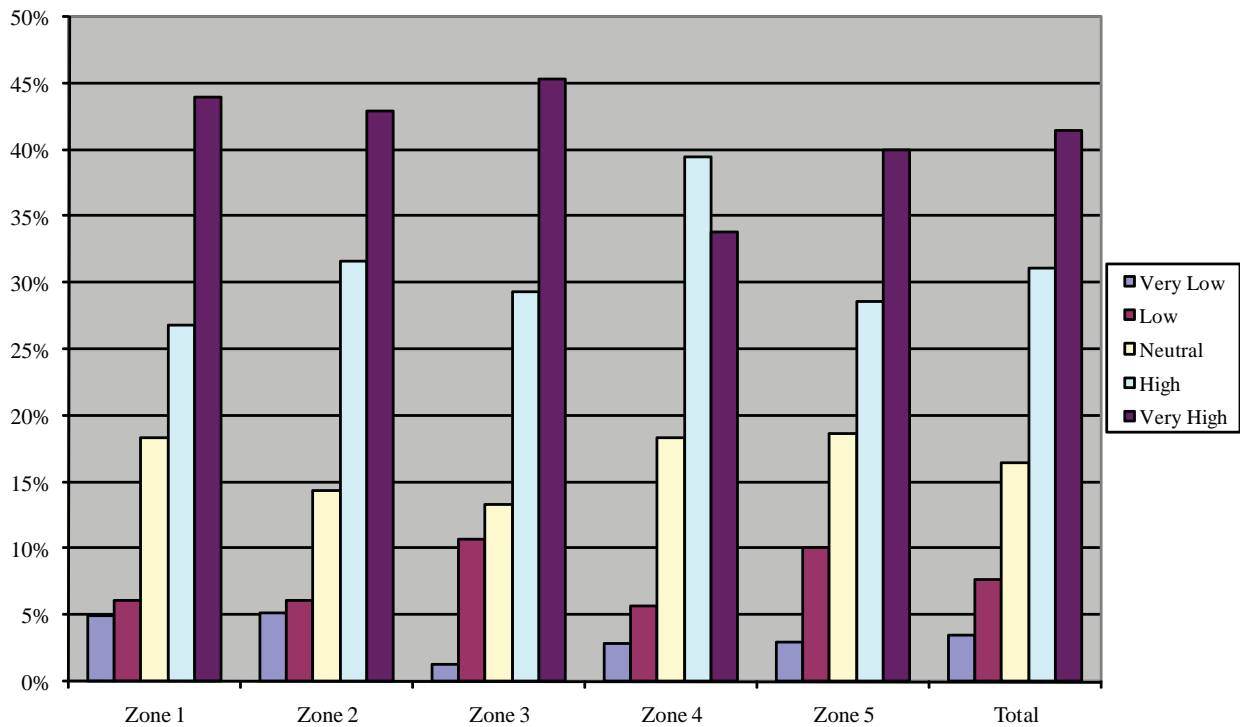
Appendix C

List of Charts

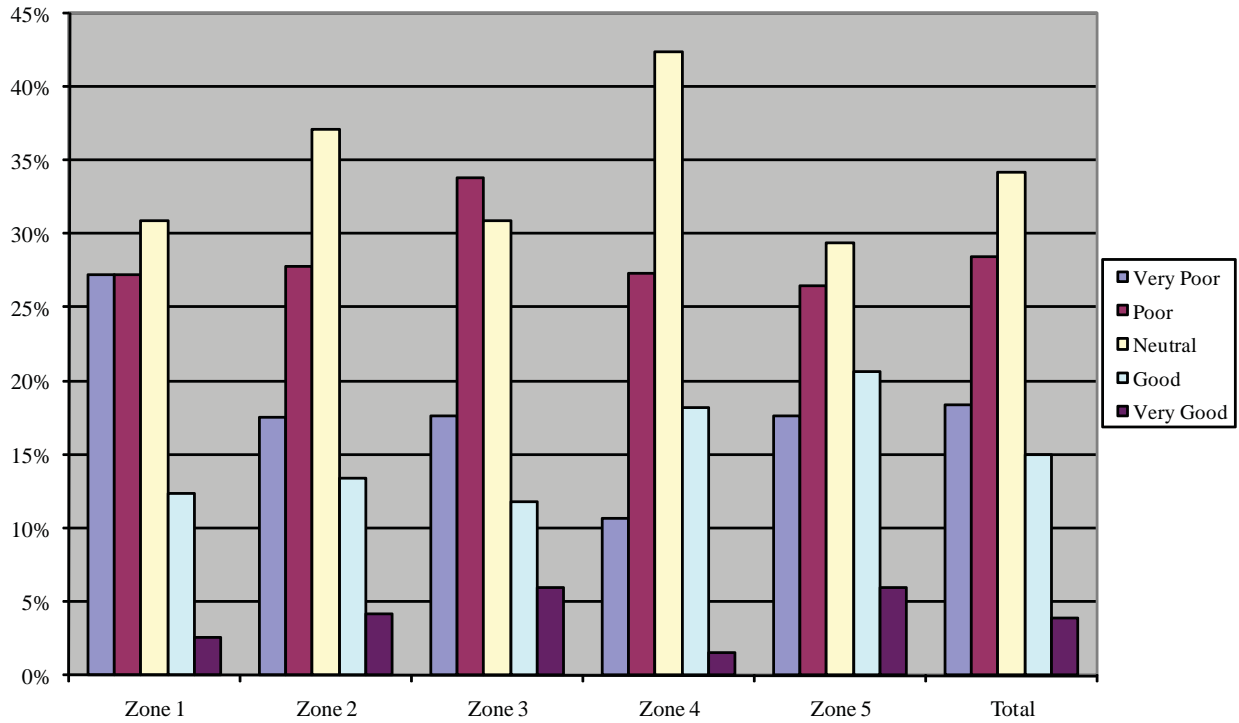
Economy Locus of Control by Zone



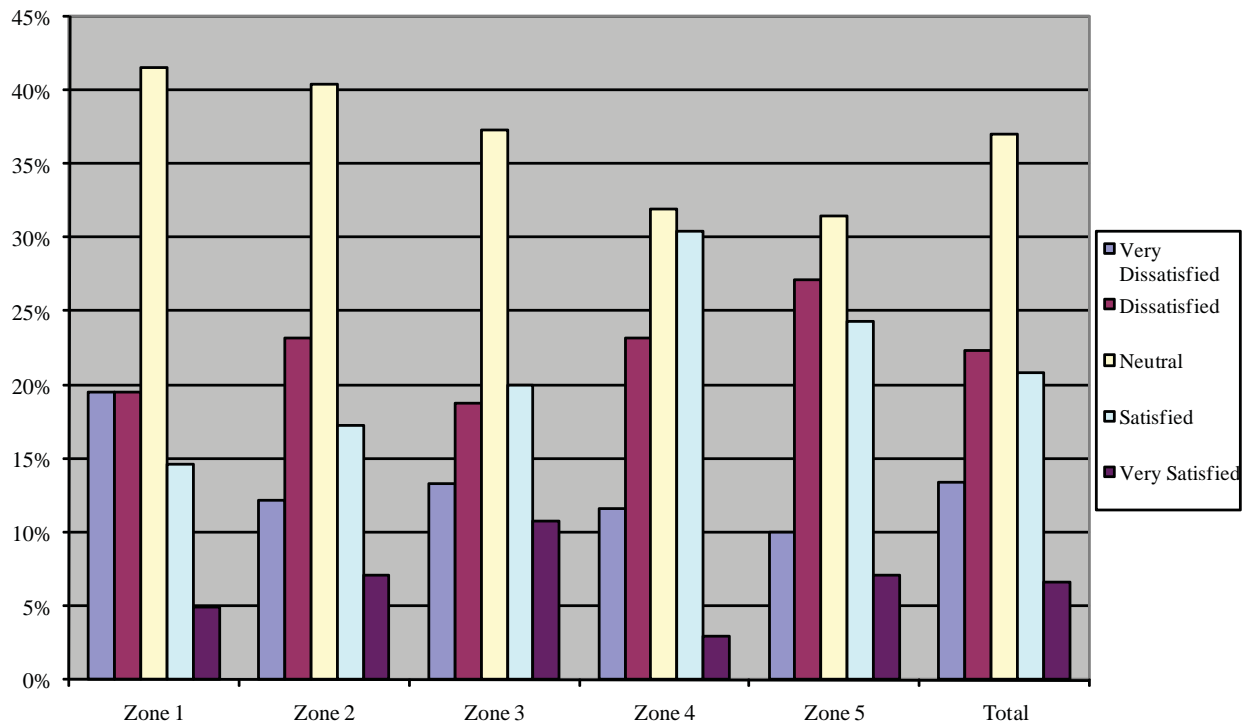
Economy Priority by Zone



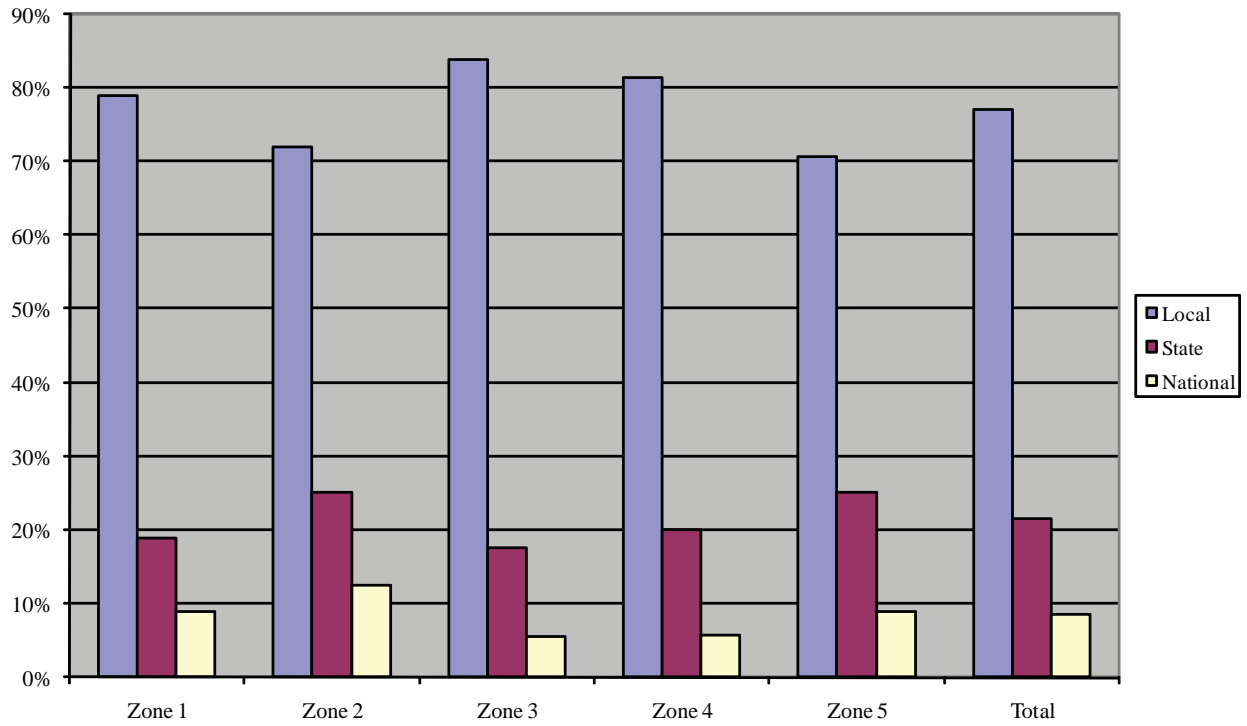
Economy Performance by Zone



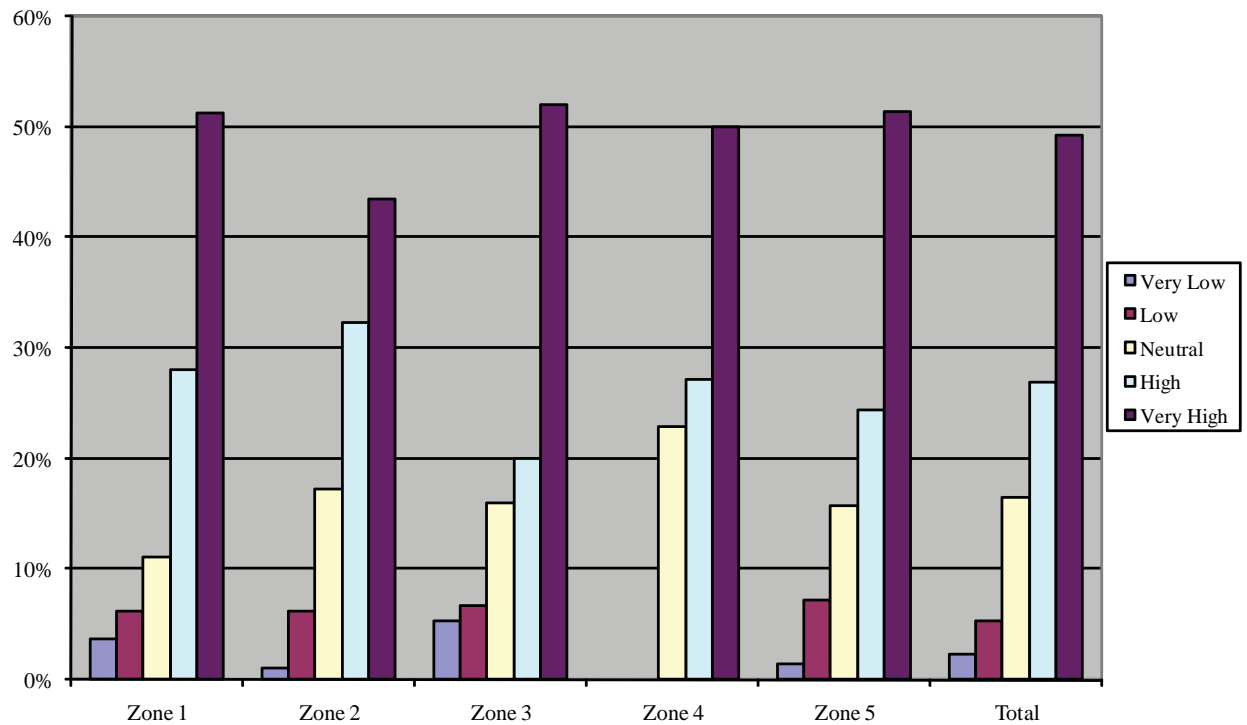
Economy Satisfaction by Zone



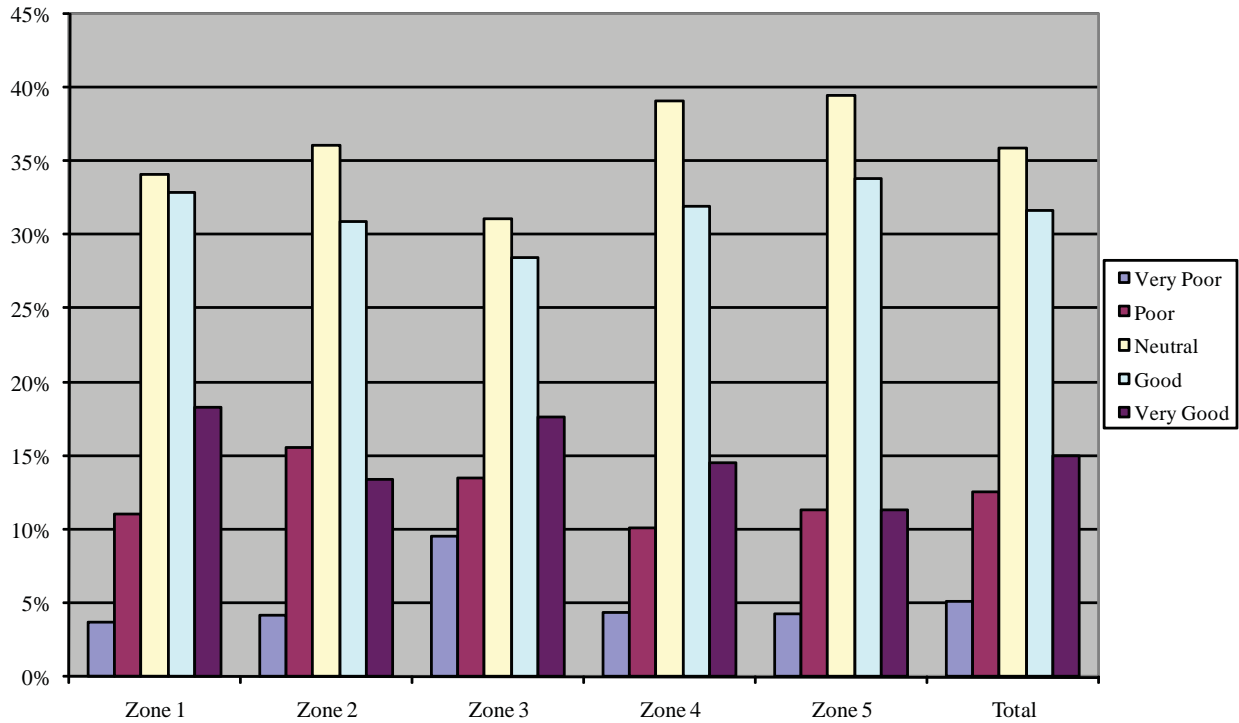
Safety Locus of Control by Zone



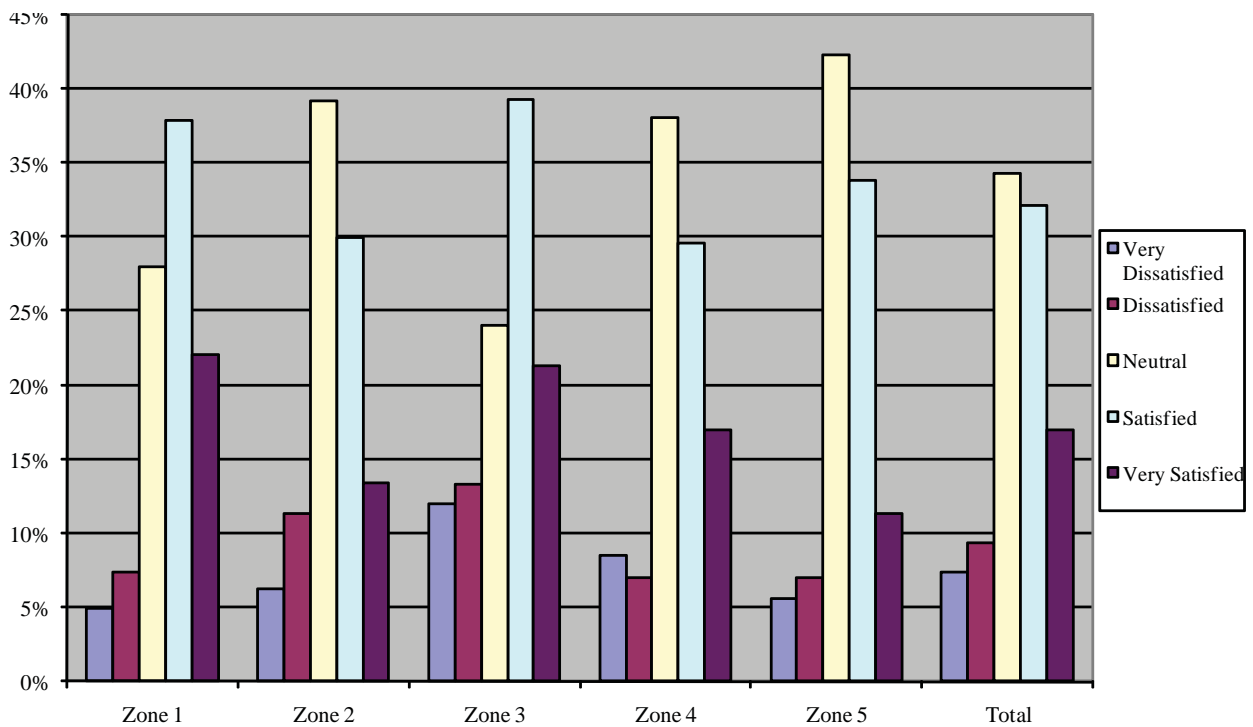
Safety Priority by Zone



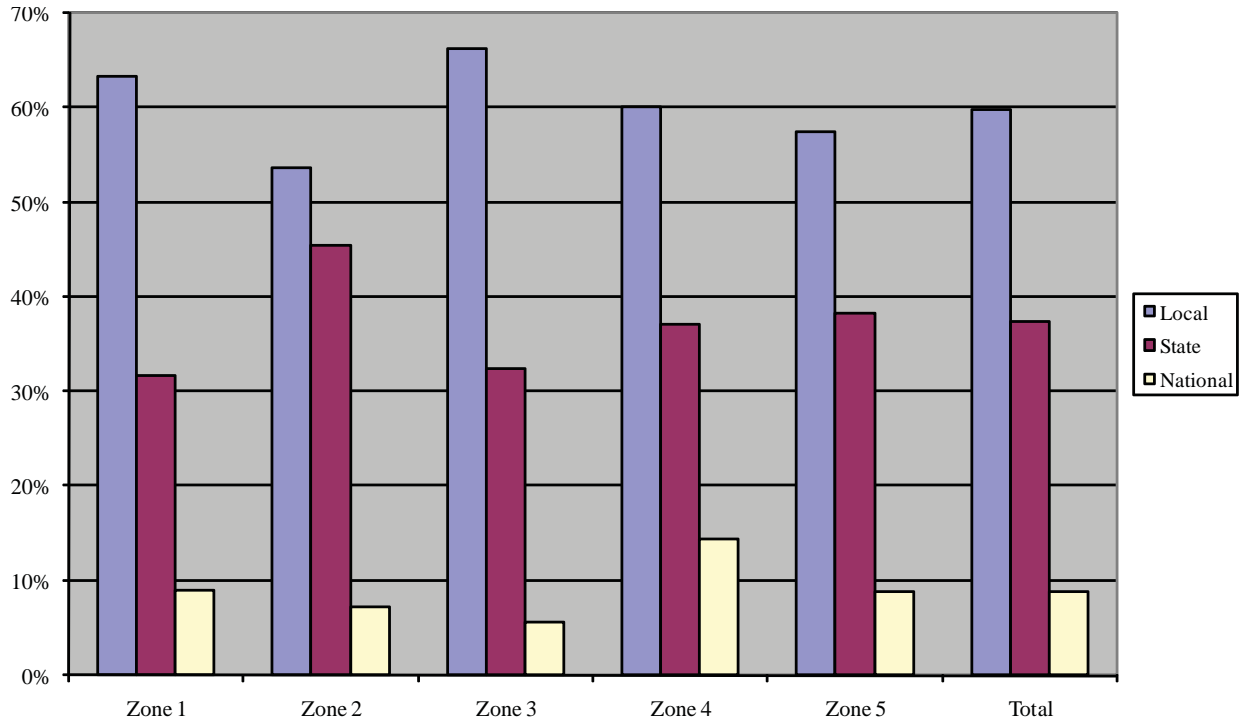
Safety Performance by Zone



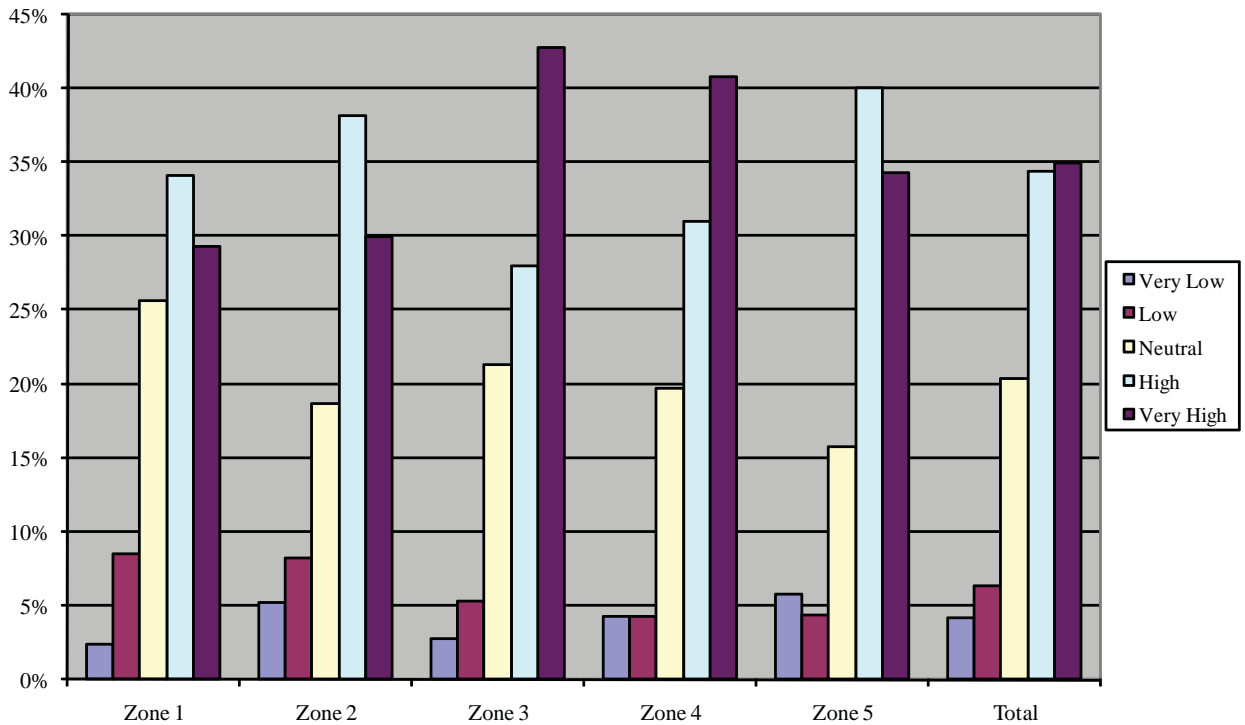
Safety Satisfaction by Zone



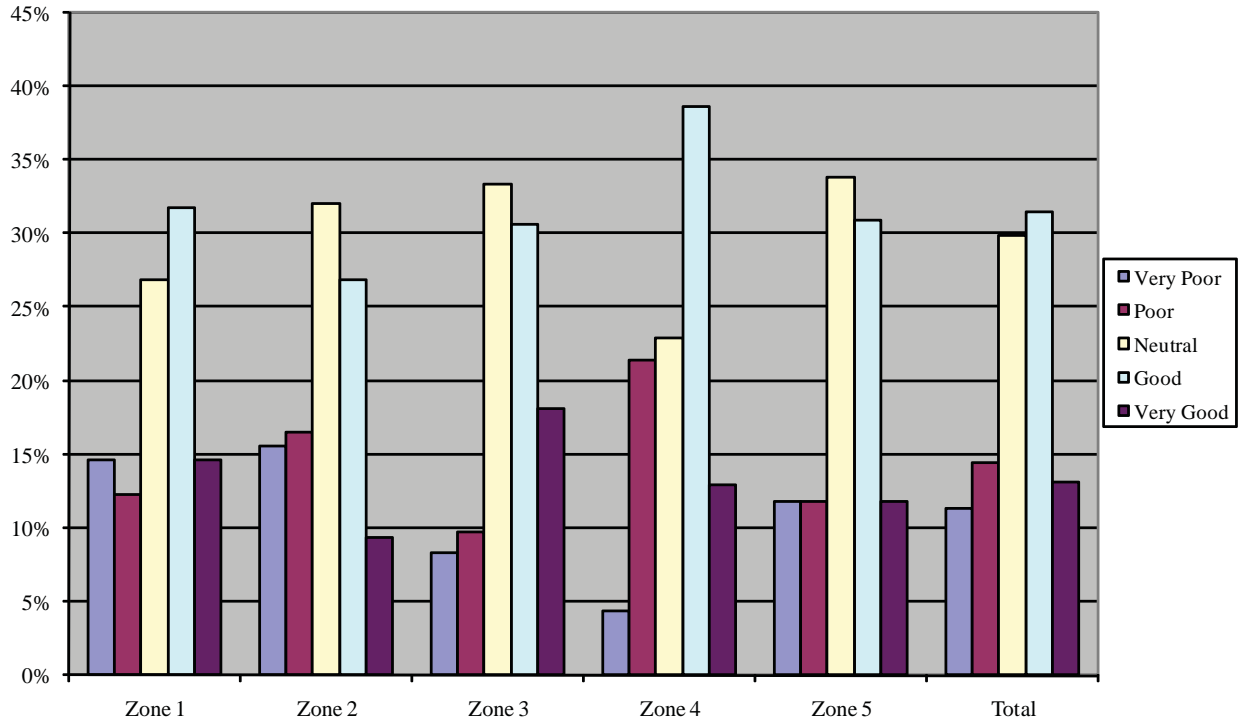
Transportation Locus of Control by Zone



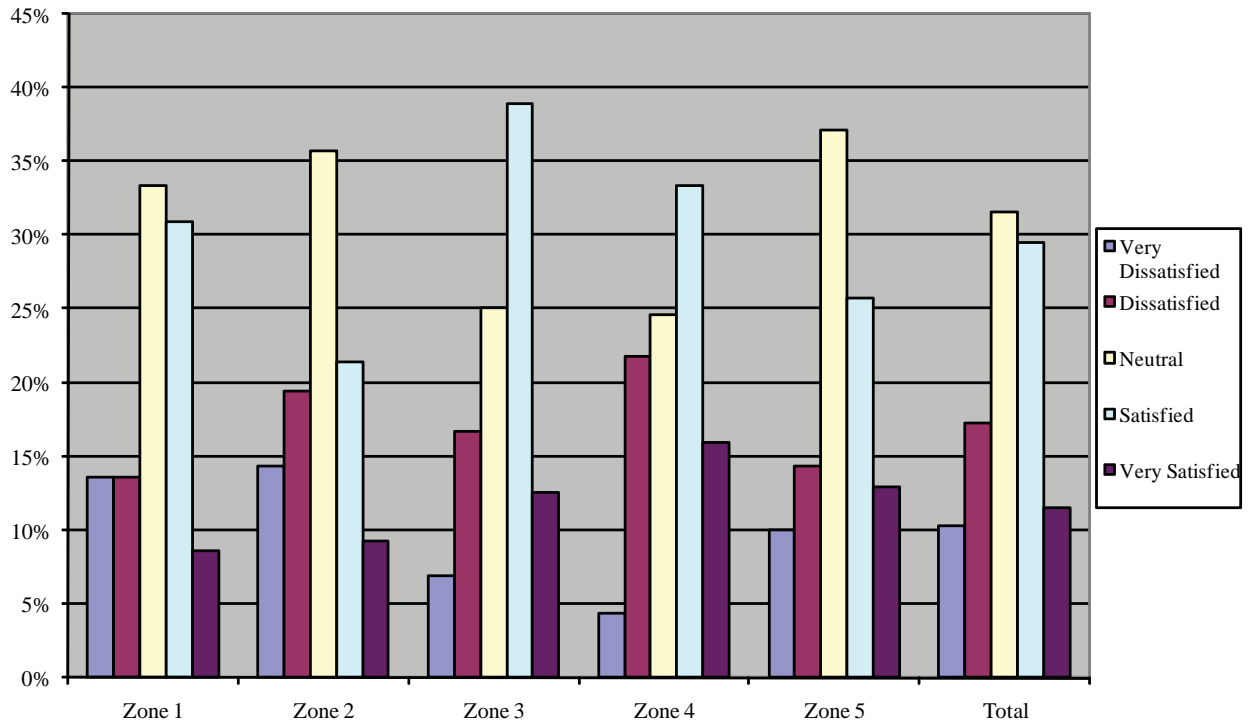
Transportation Priority by Zone



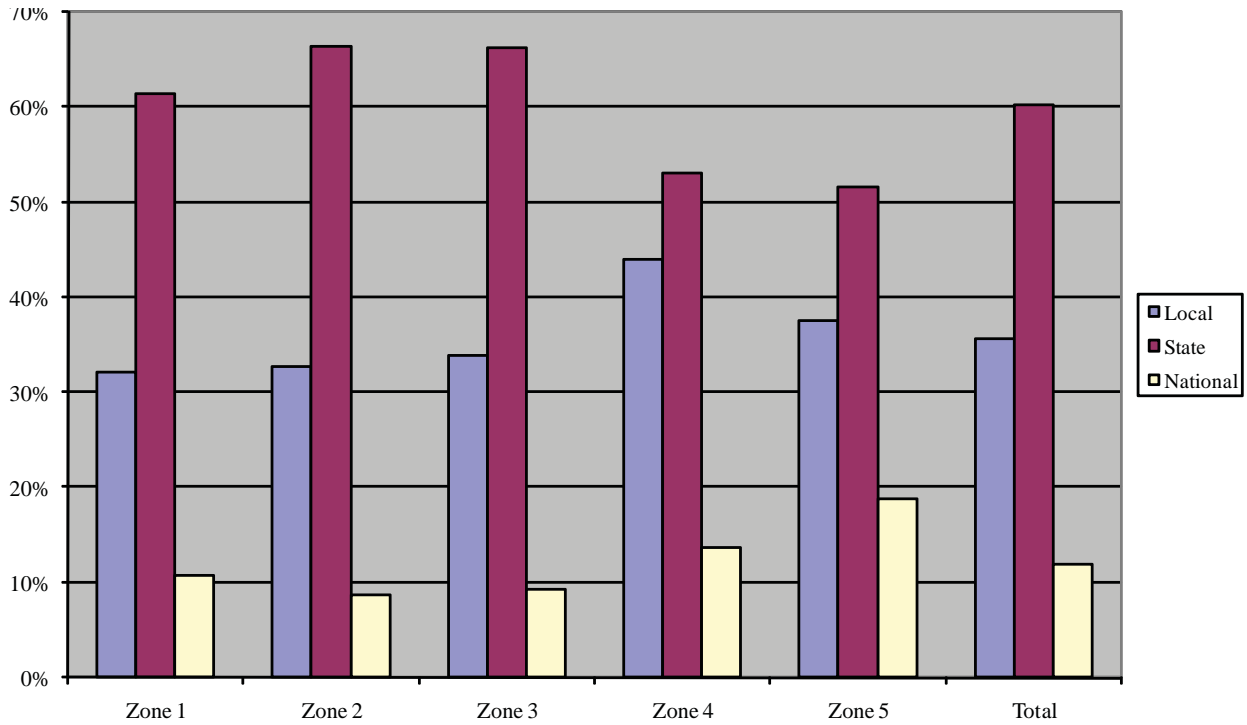
Transportation Performance by Zone



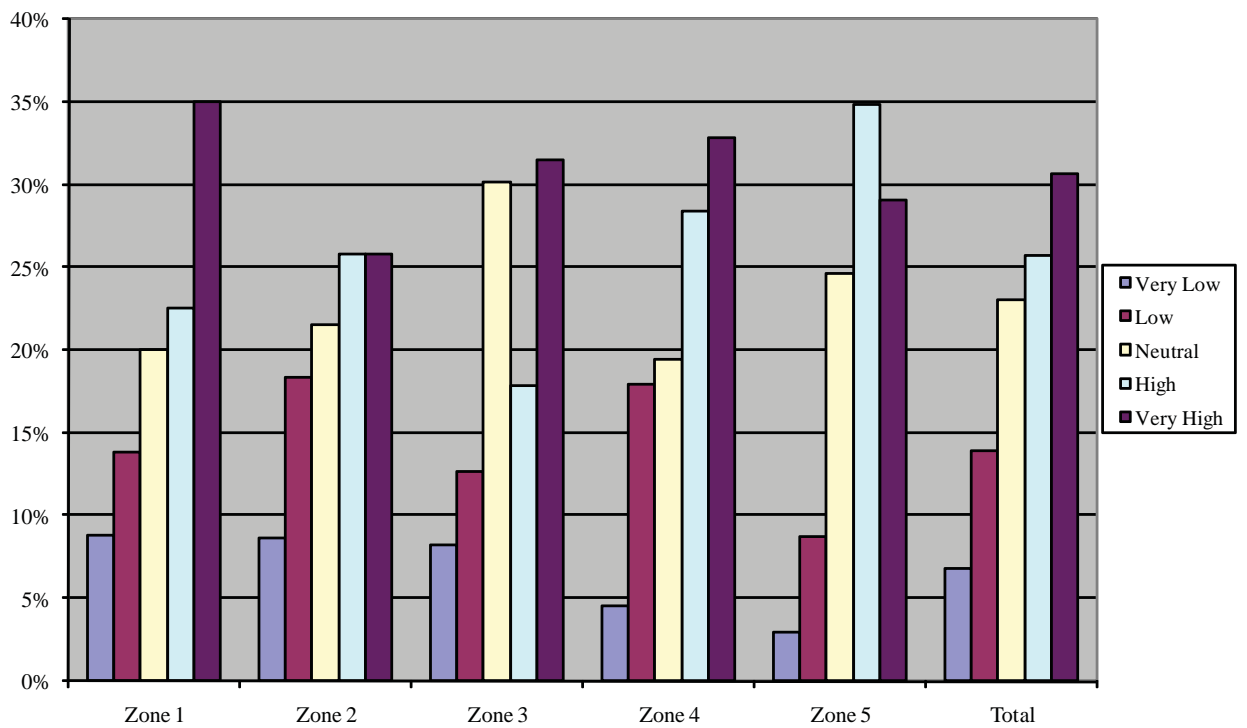
Transportation Satisfaction by Zone



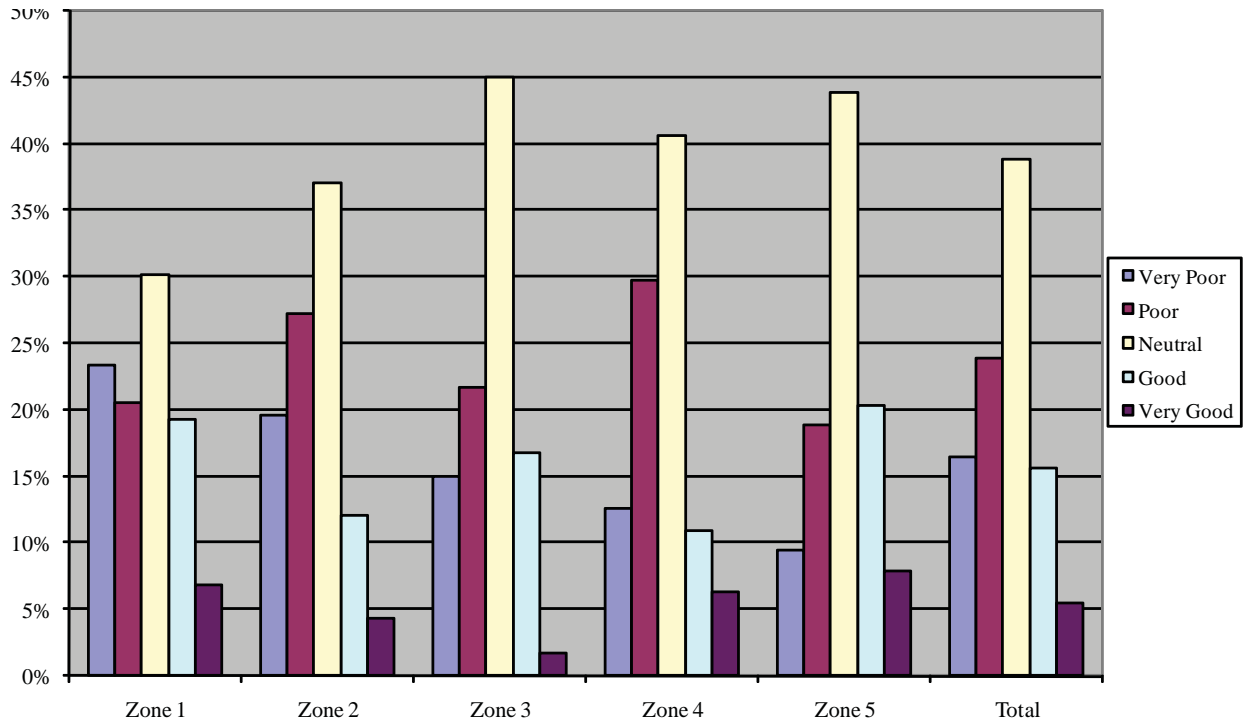
Family/Social Locus of Control by Zone



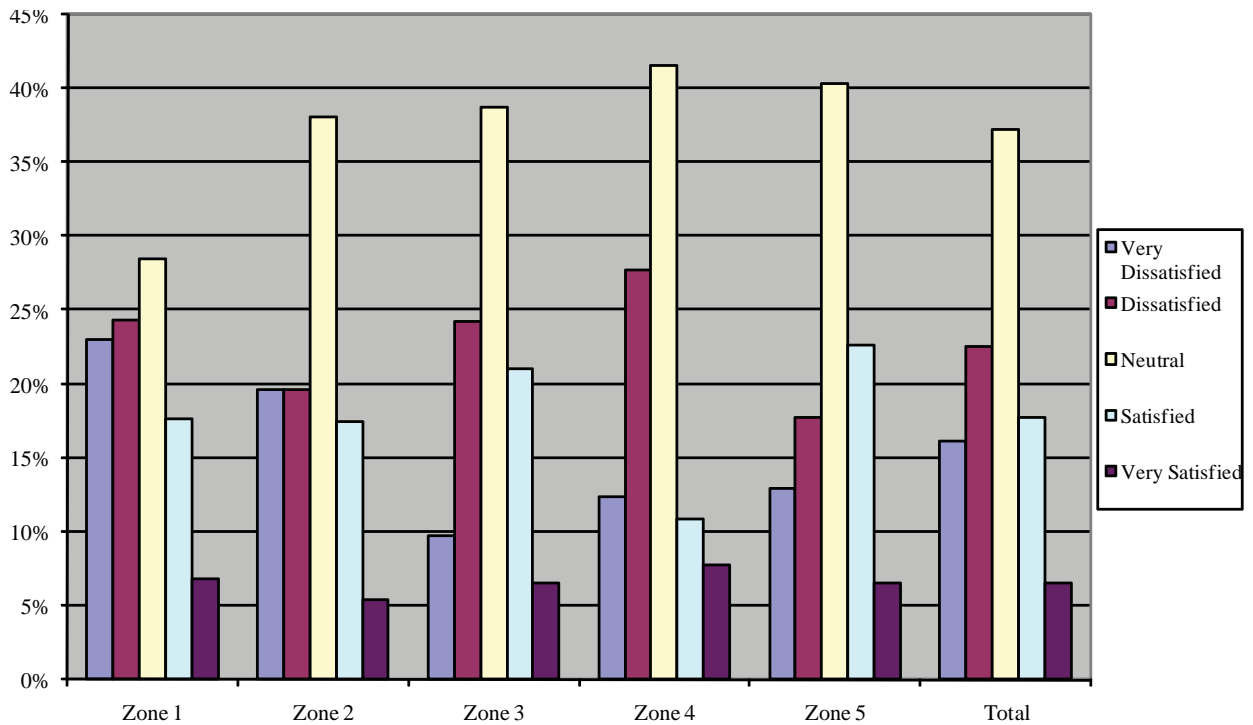
Family/Social Priority by Zone



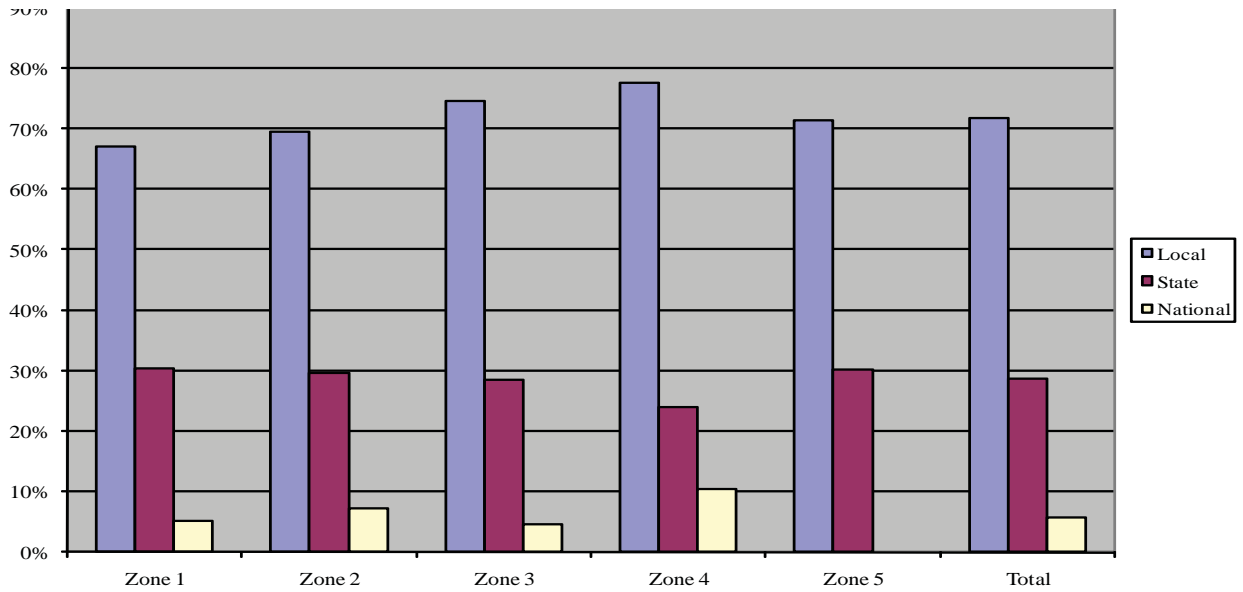
Family/Social Performance by Zone



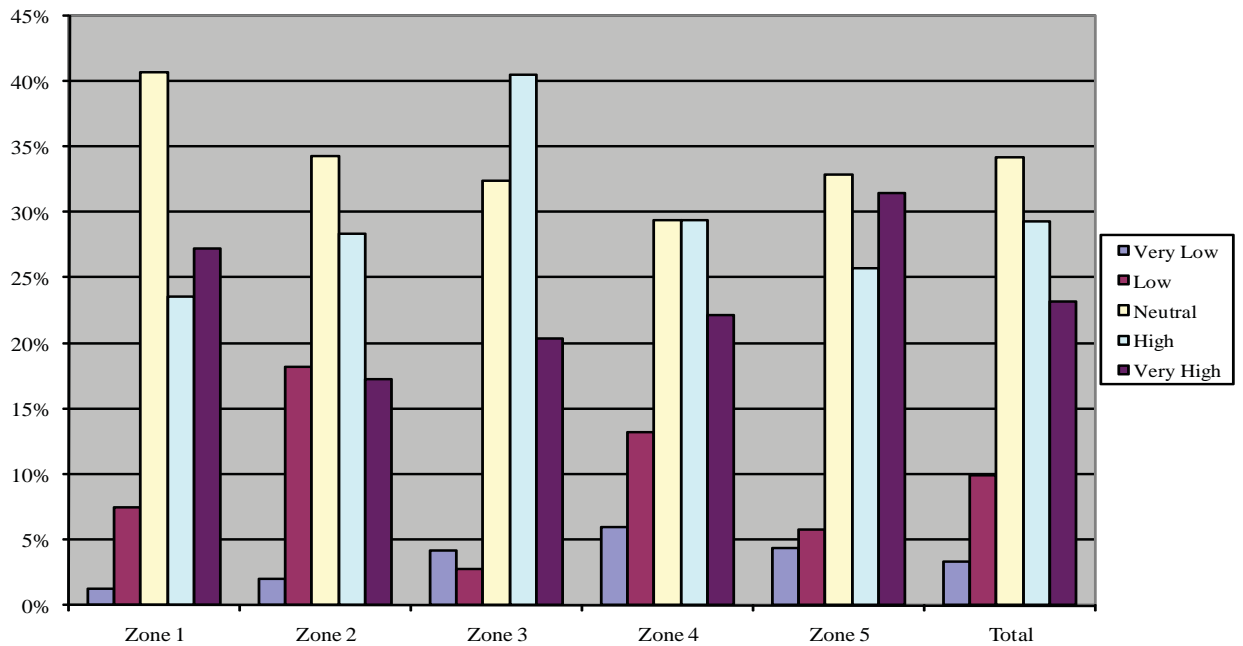
Family/Social Satisfaction by Zone



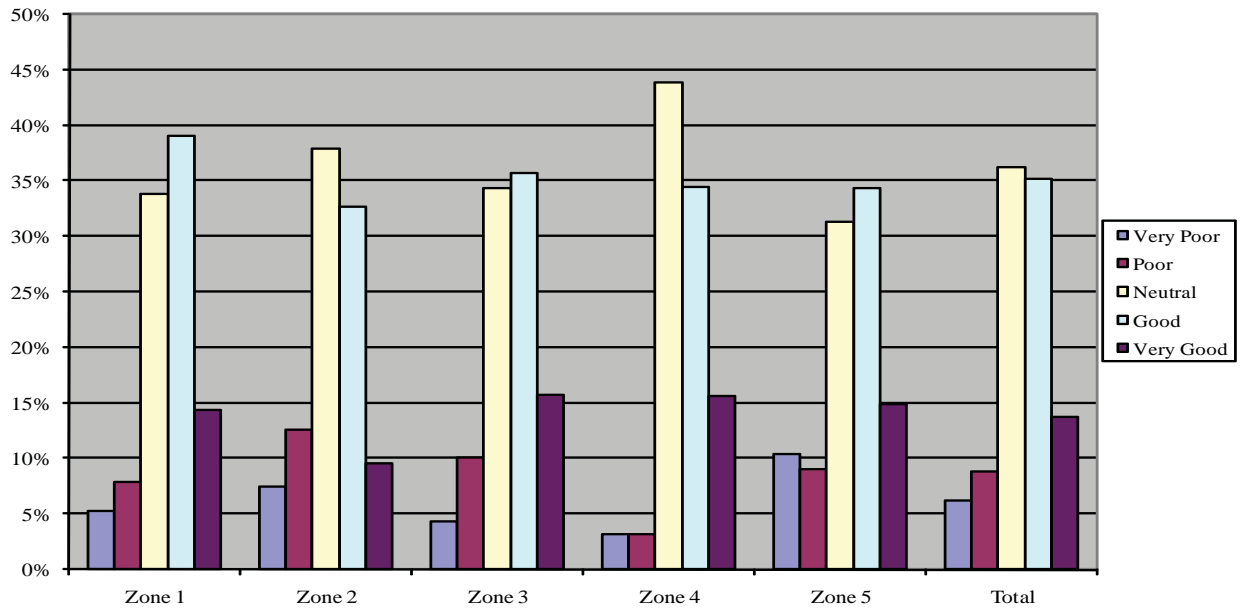
Leisure Locus of Control by Zone



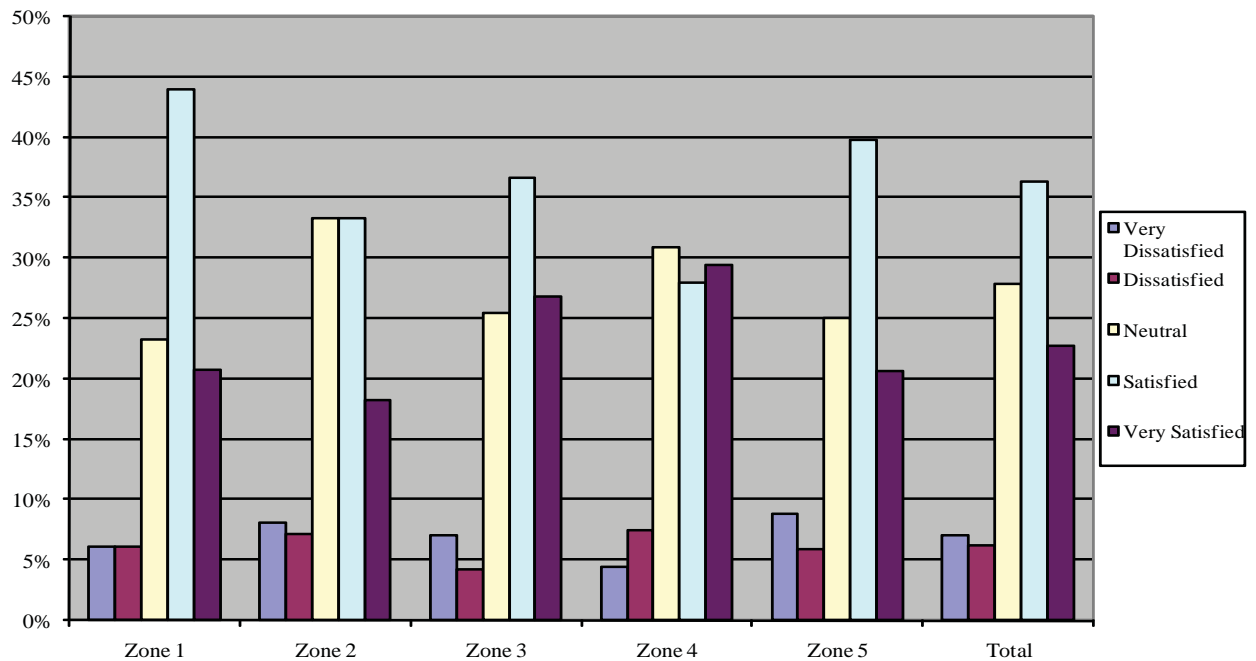
Leisure Priority by Zone



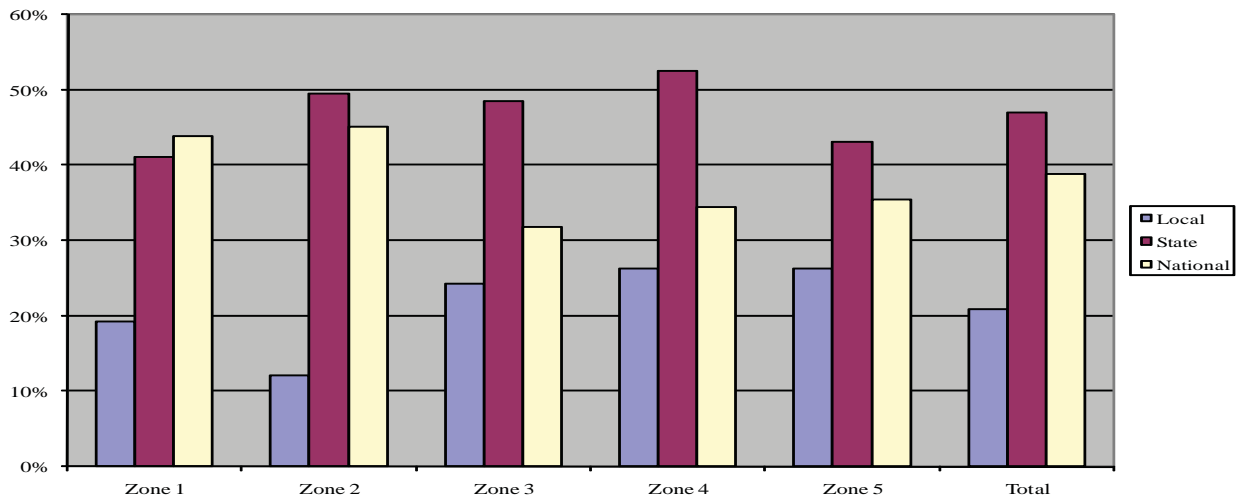
Leisure Performance by Zone



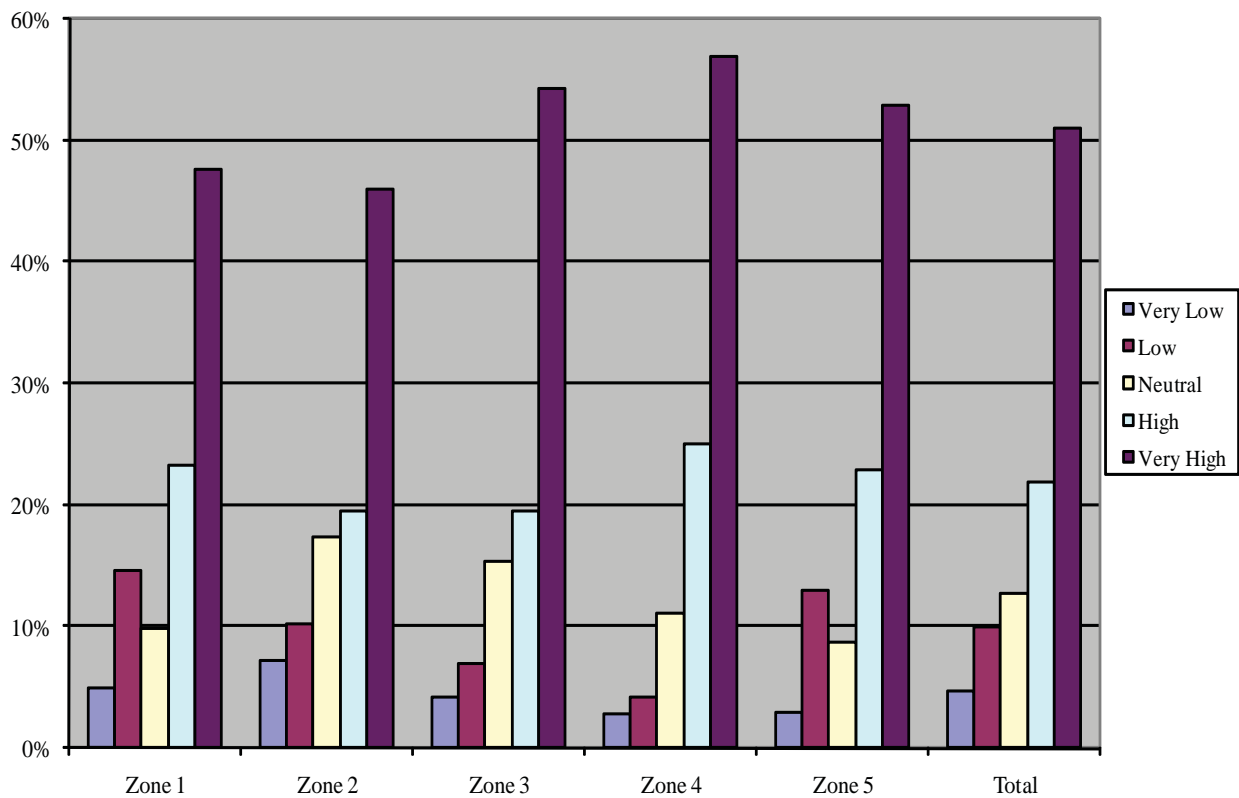
Leisure Satisfaction by Zone



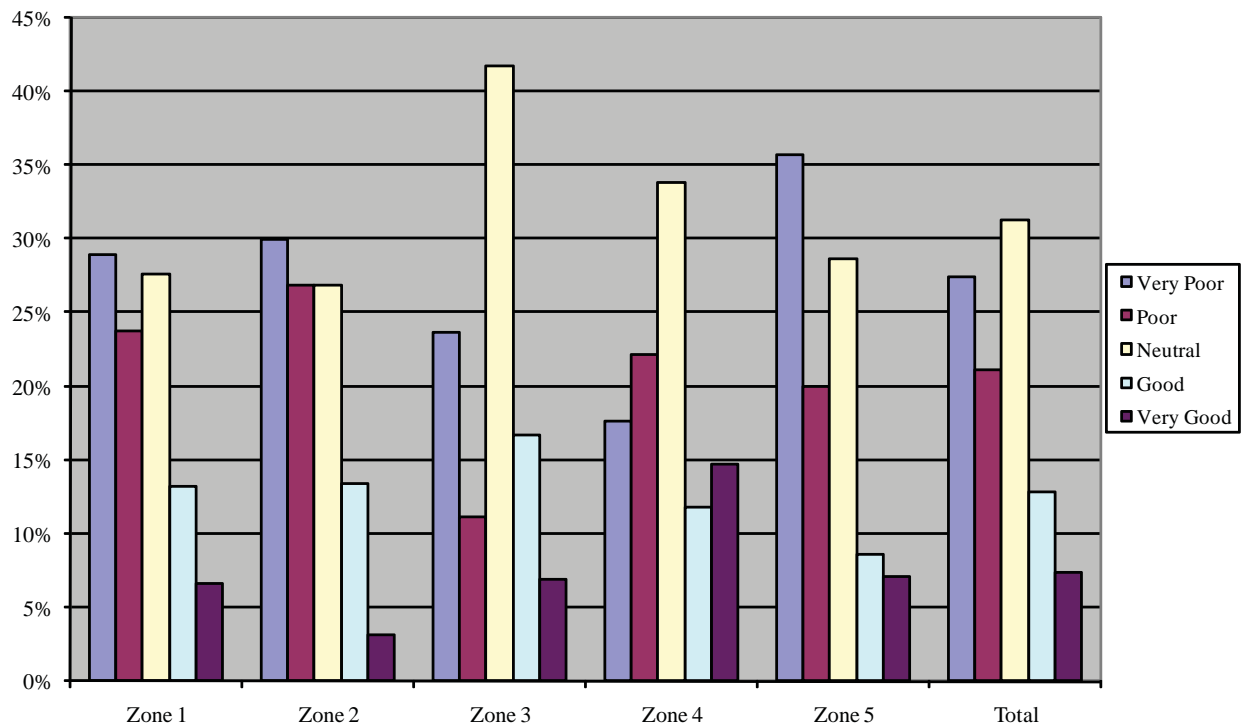
Healthcare Locus of Control by Zone



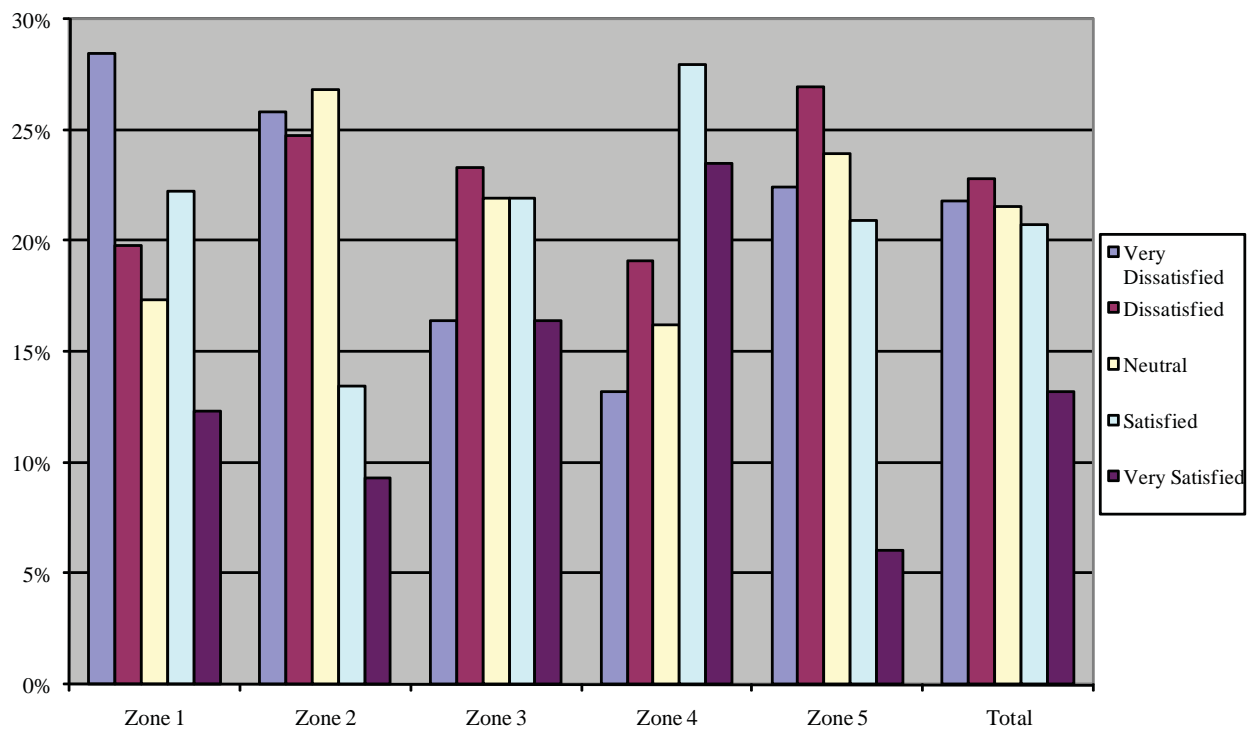
Healthcare Priority by Zone



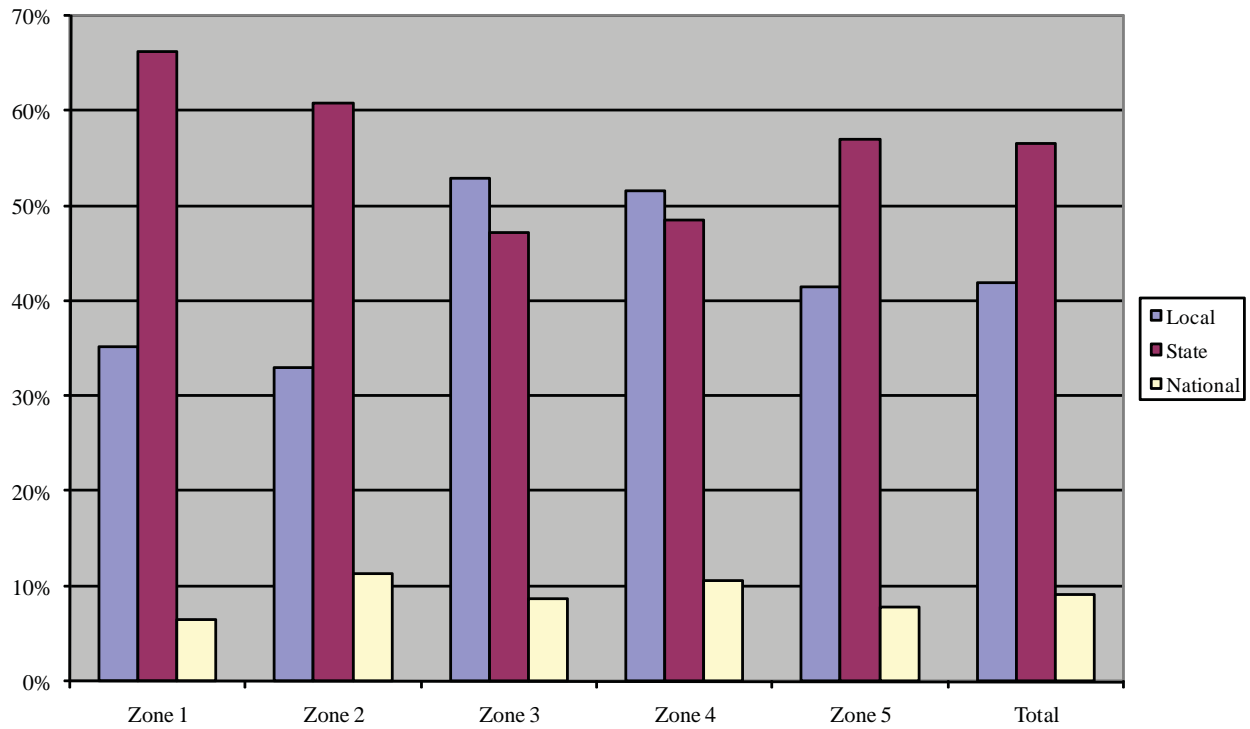
Healthcare Performance by Zone



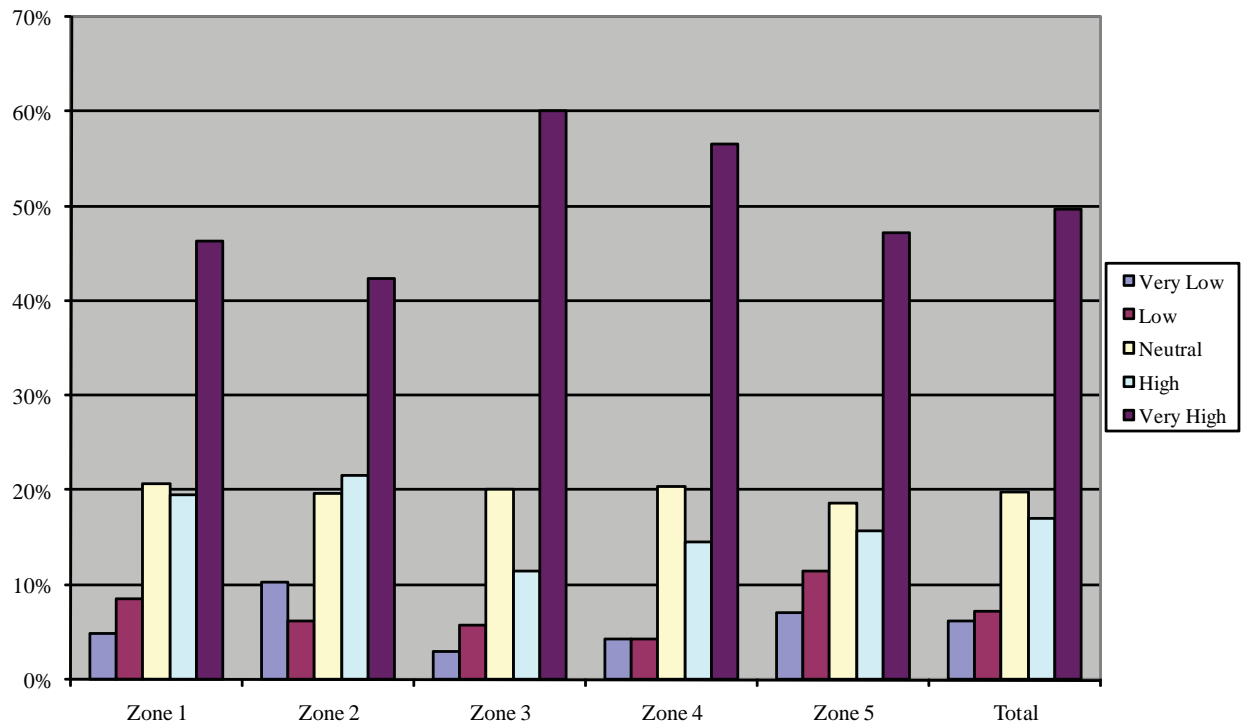
Healthcare Satisfaction by Zone



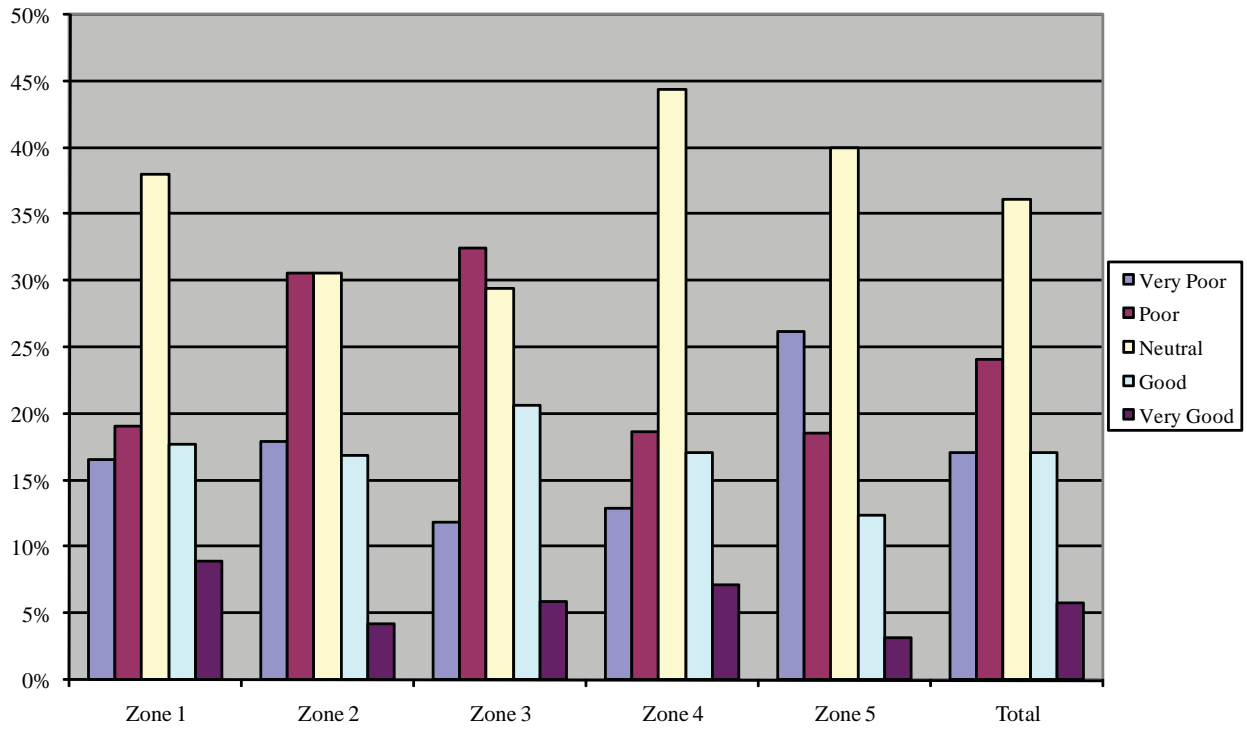
Pre K-12 Education Locus of Control by Zone



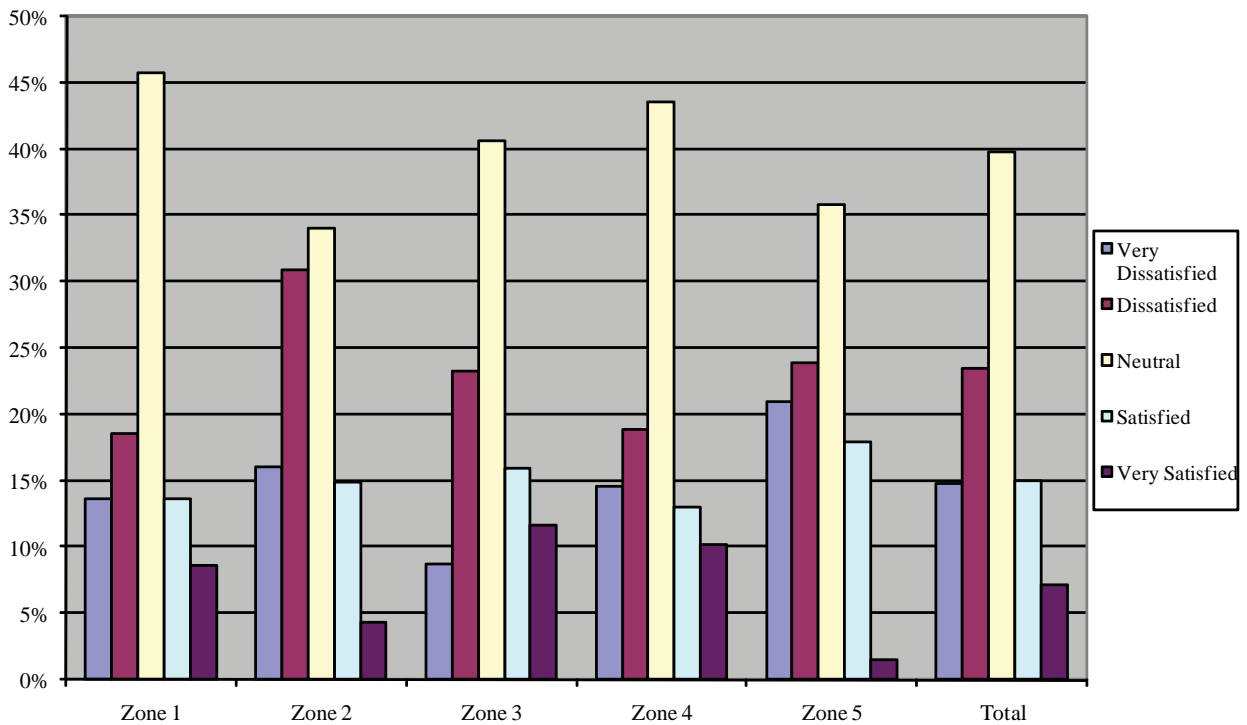
Pre K-12 Education Priority by Zone



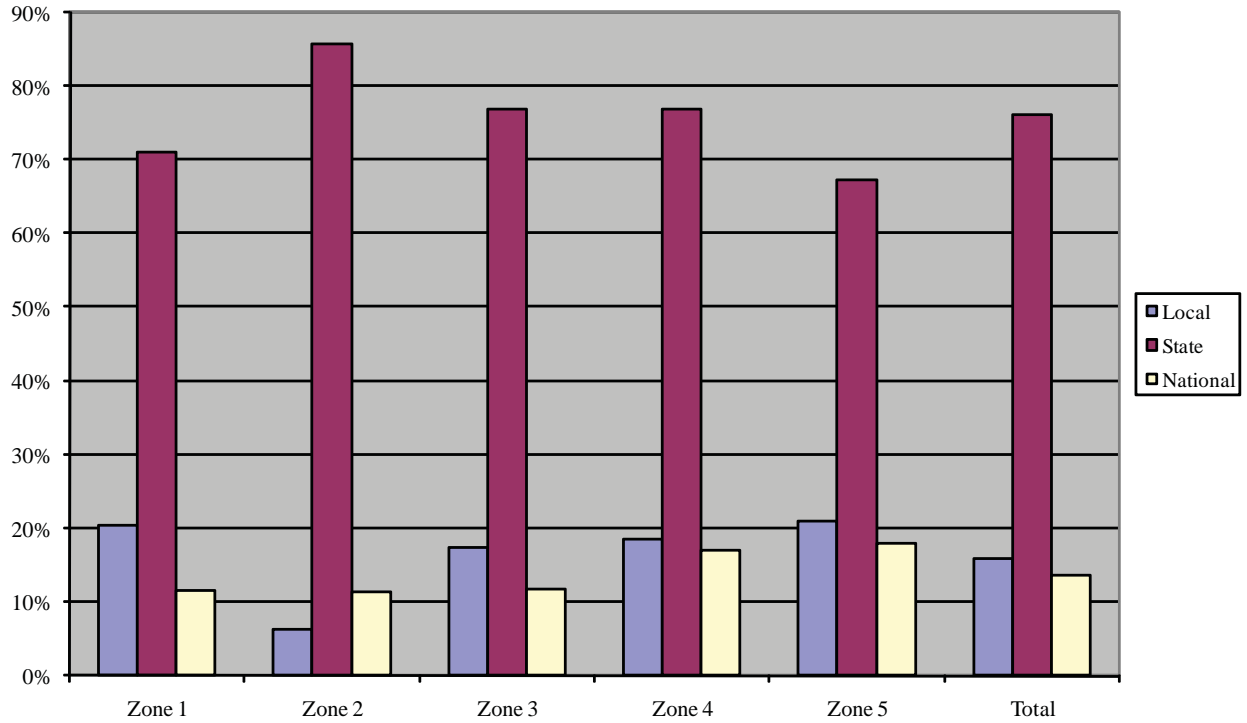
Pre K-12 Education Performance by Zone



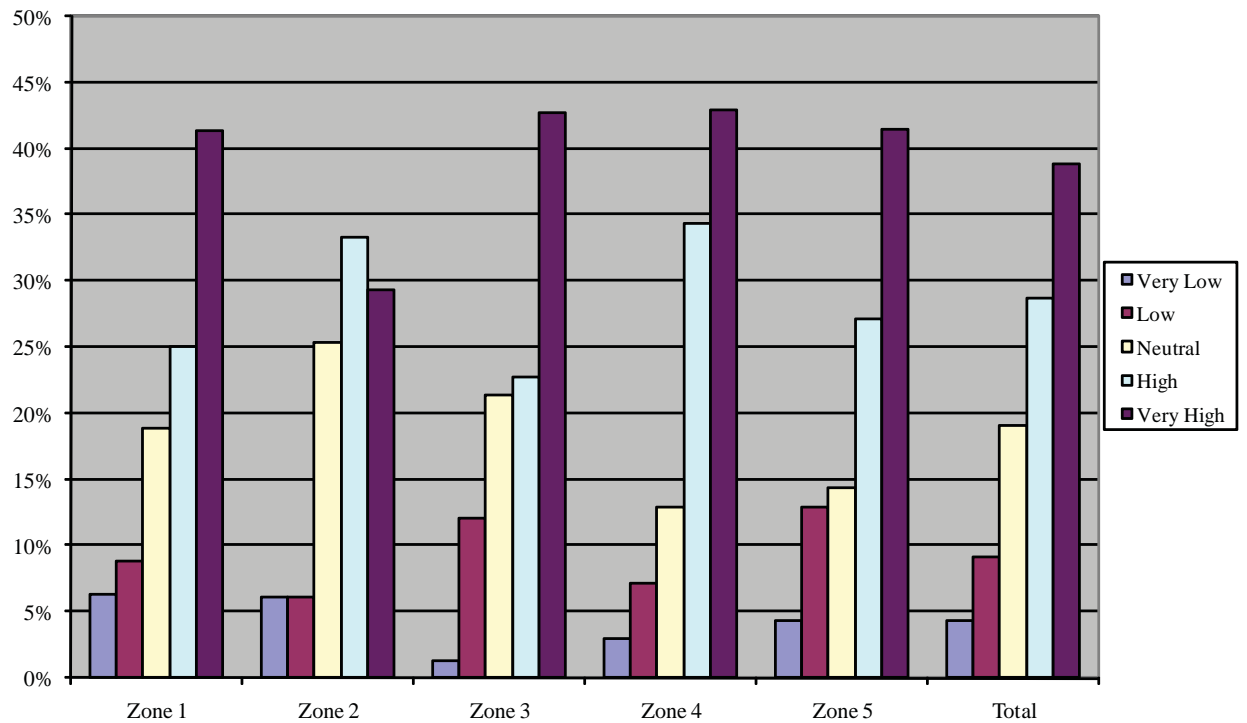
Pre K-12 Education Satisfaction by Zone



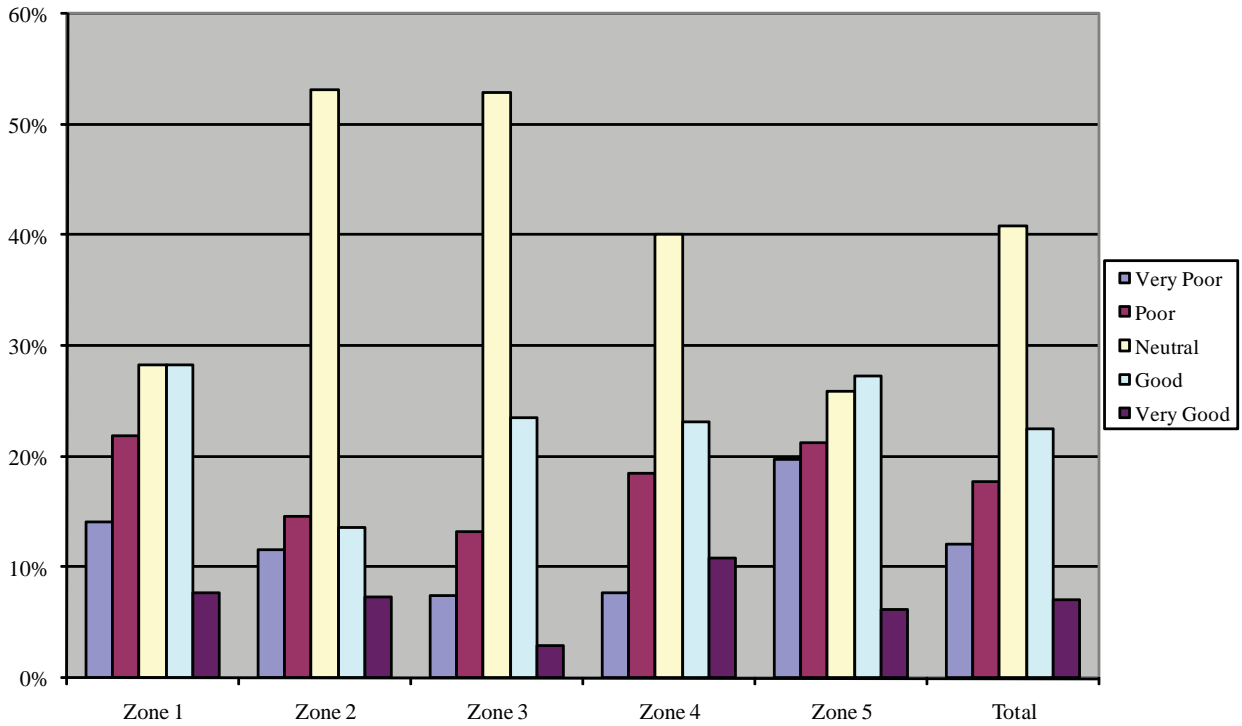
Higher Education Locus of Control by Zone



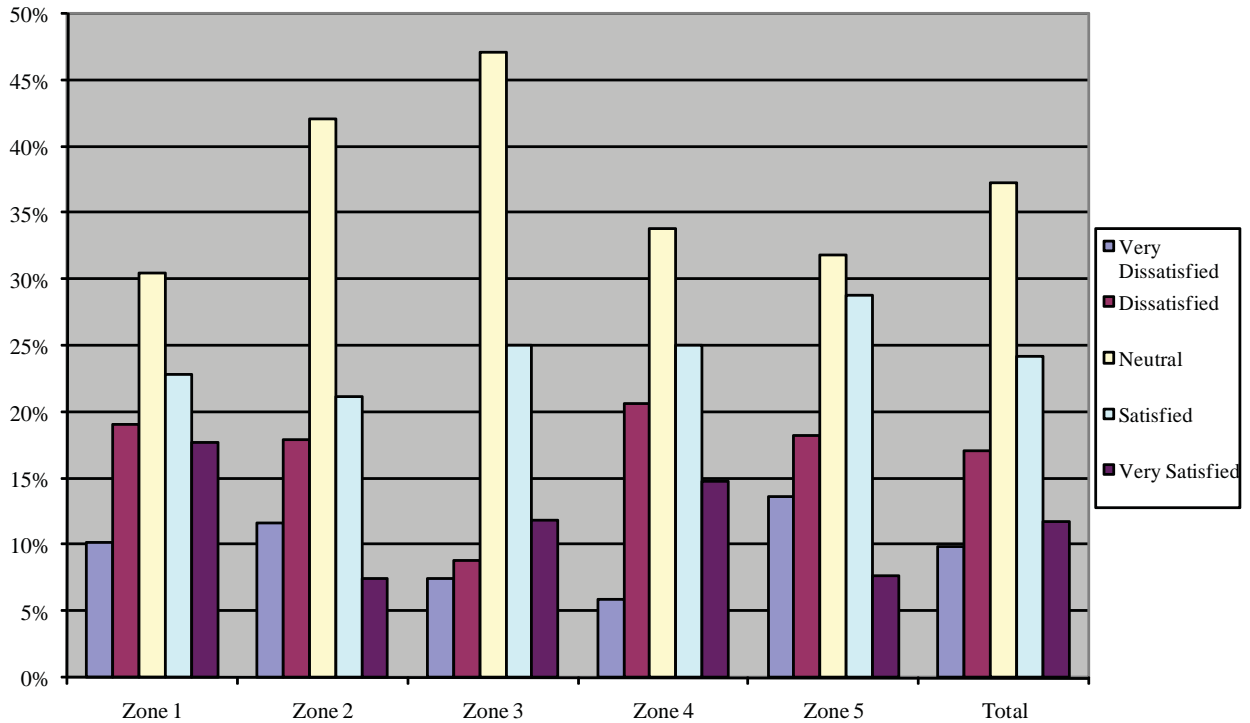
Higher Education Priority by Zone



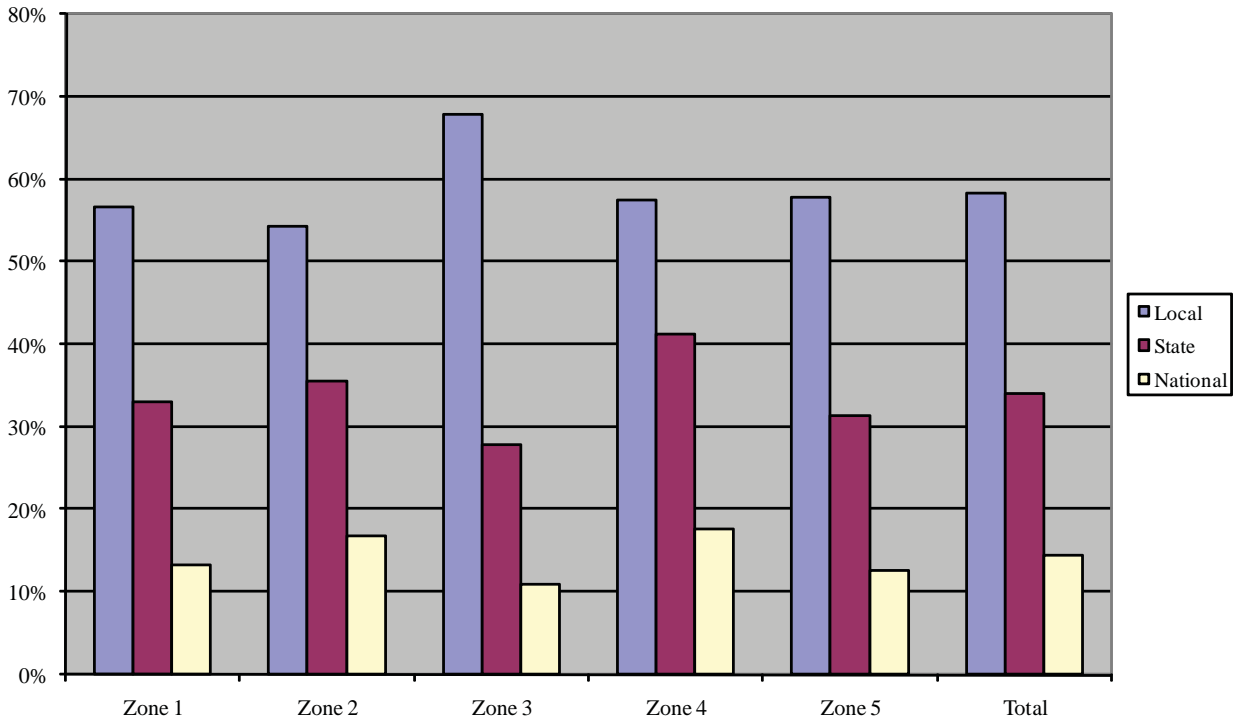
Higher Education Performance by Zone



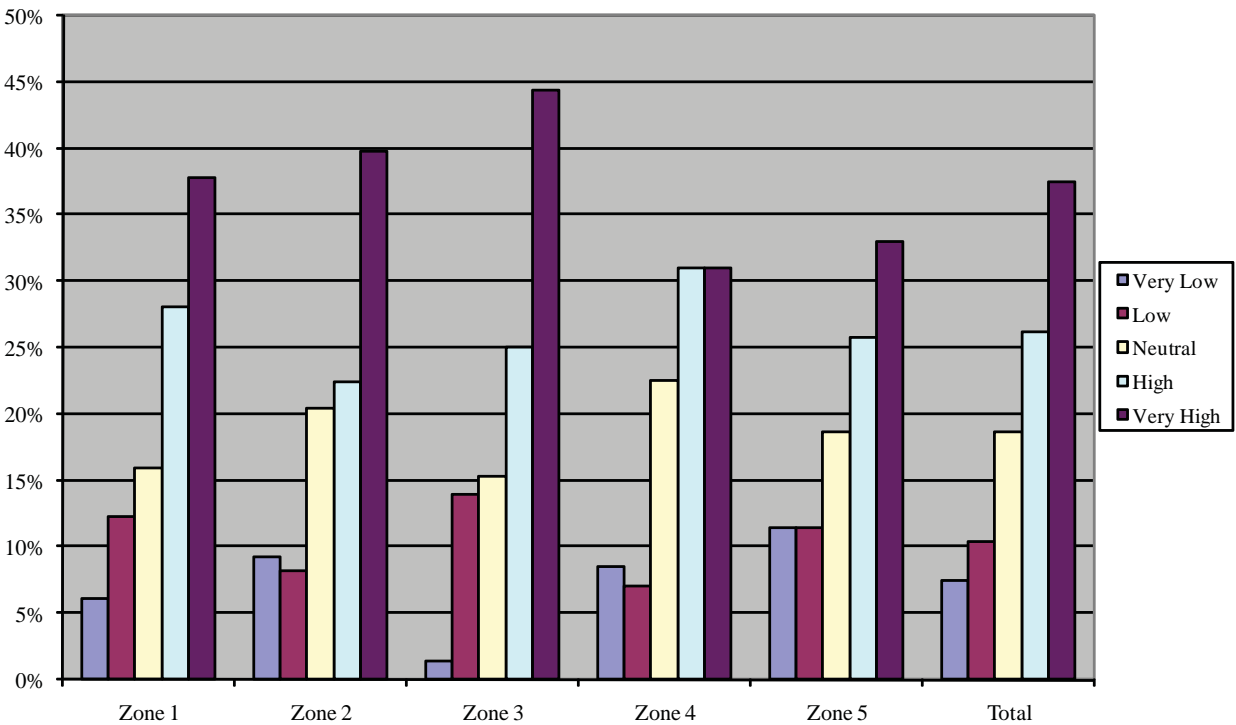
Higher Education Satisfaction by Zone



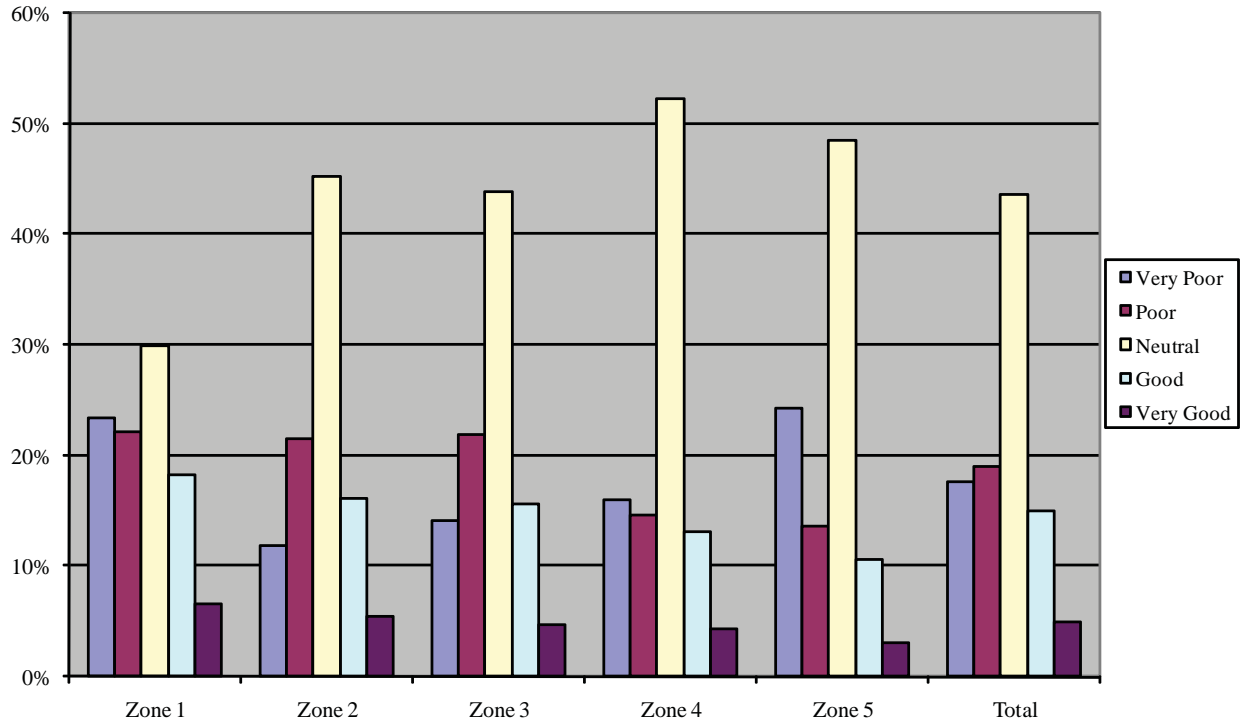
Housing Locus of Control by Zone



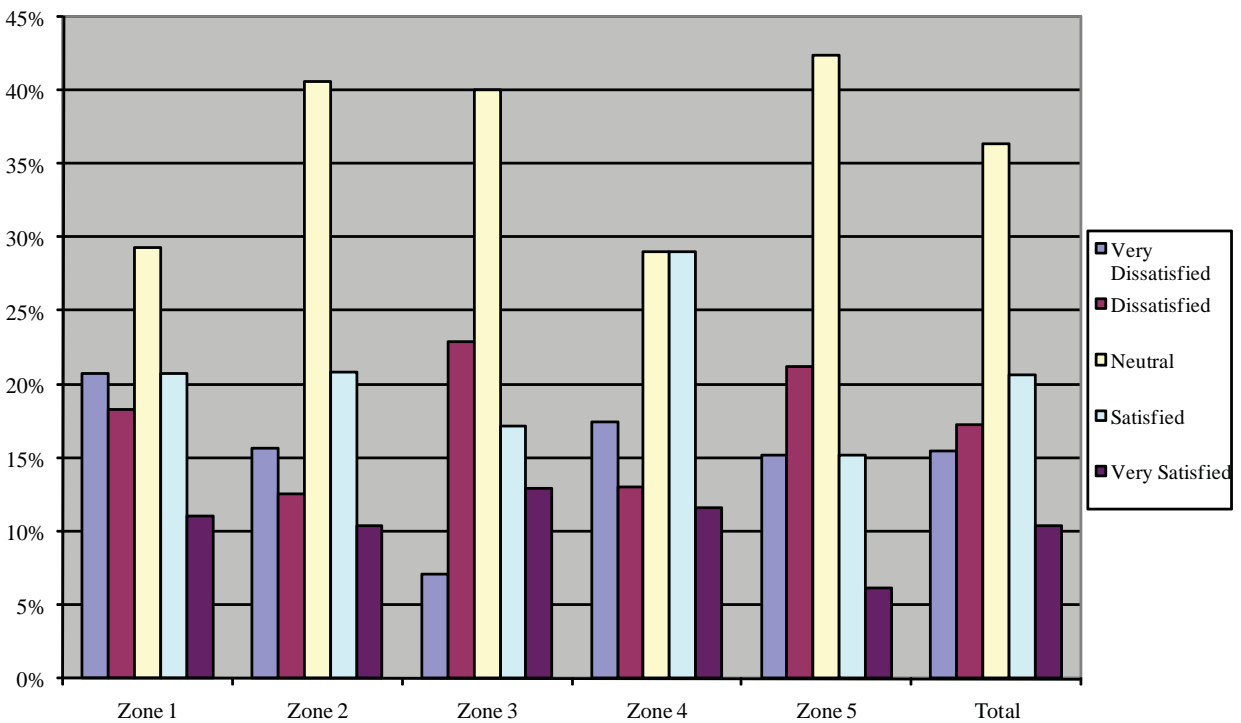
Housing Priority by Zone



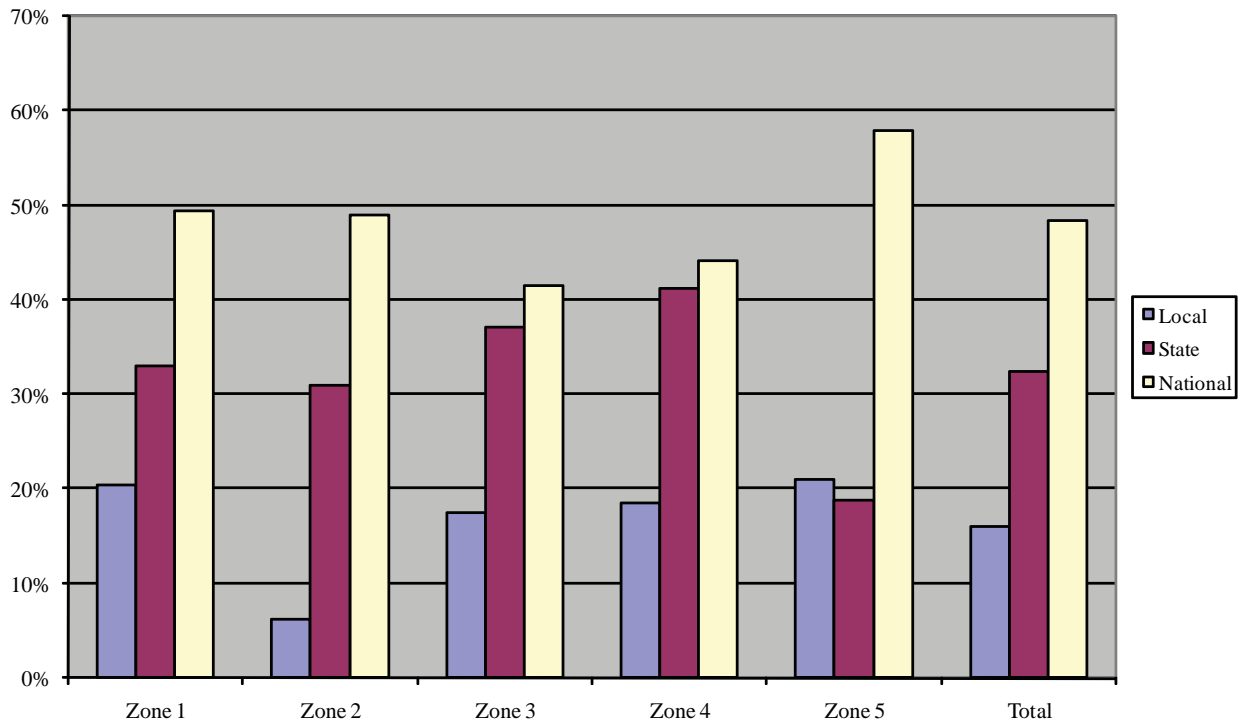
Housing Performance by Zone



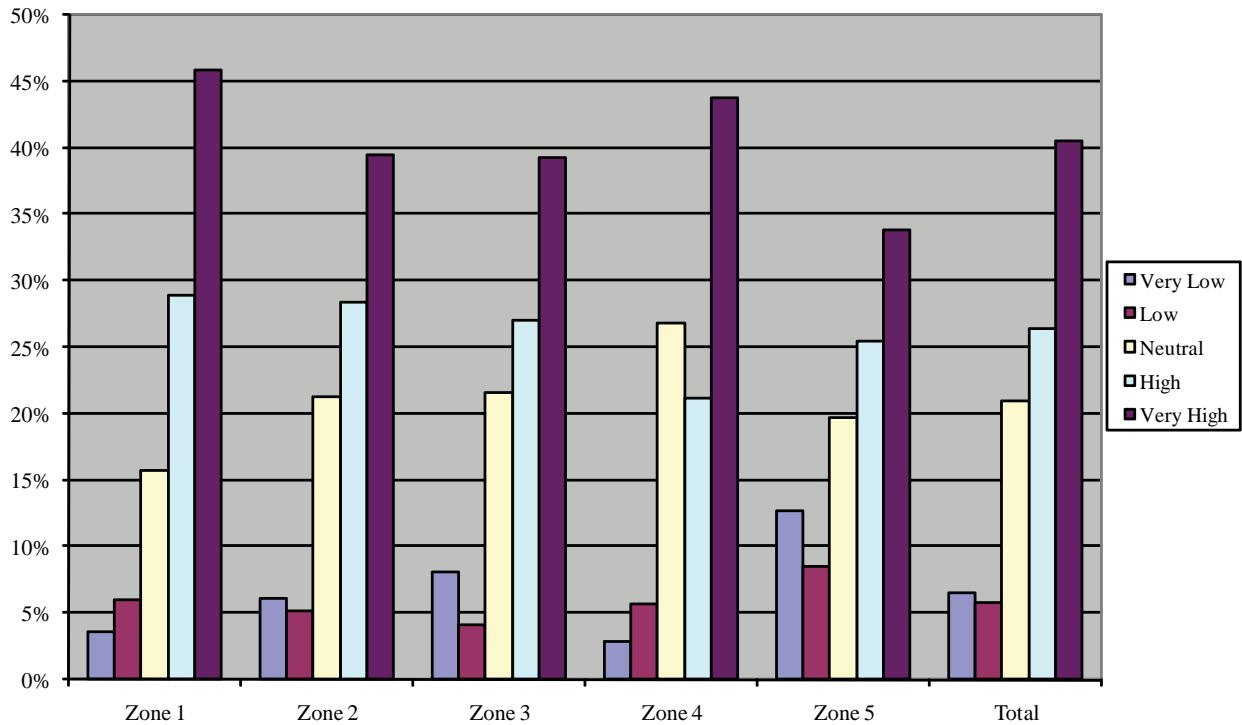
Housing Satisfaction by Zone



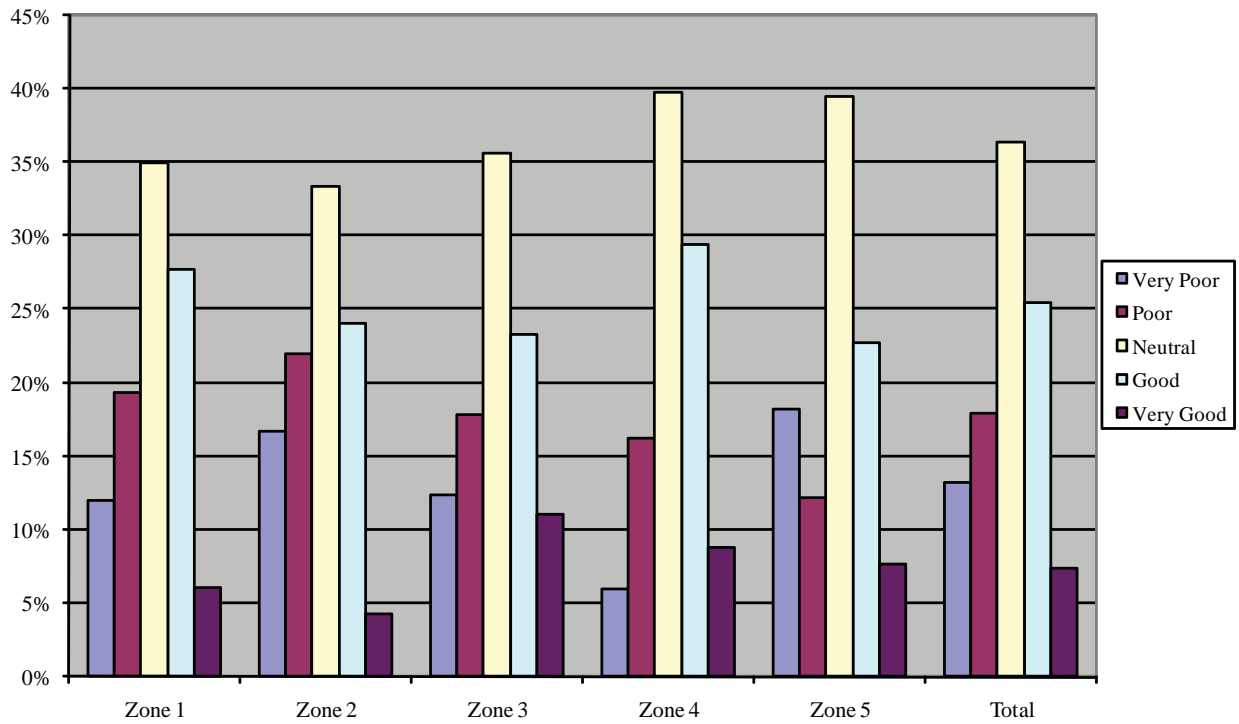
Environment Locus of Control by Zone



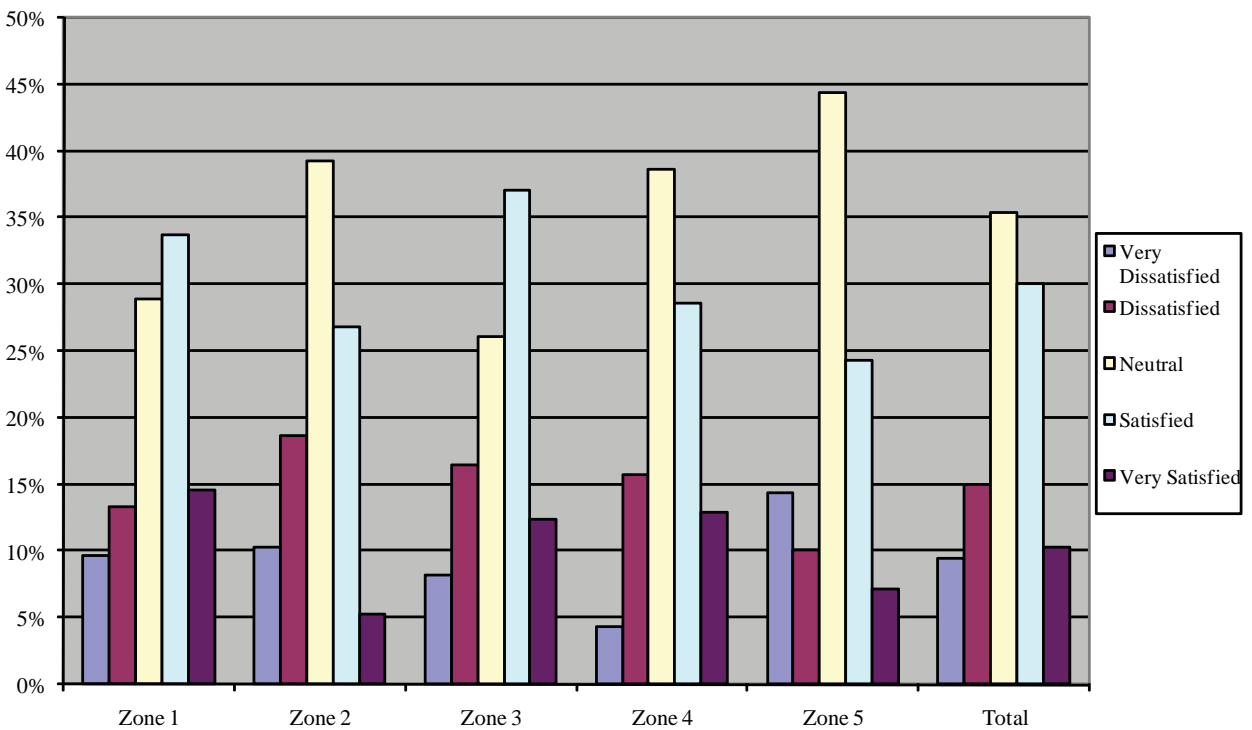
Environment Priority by Zone



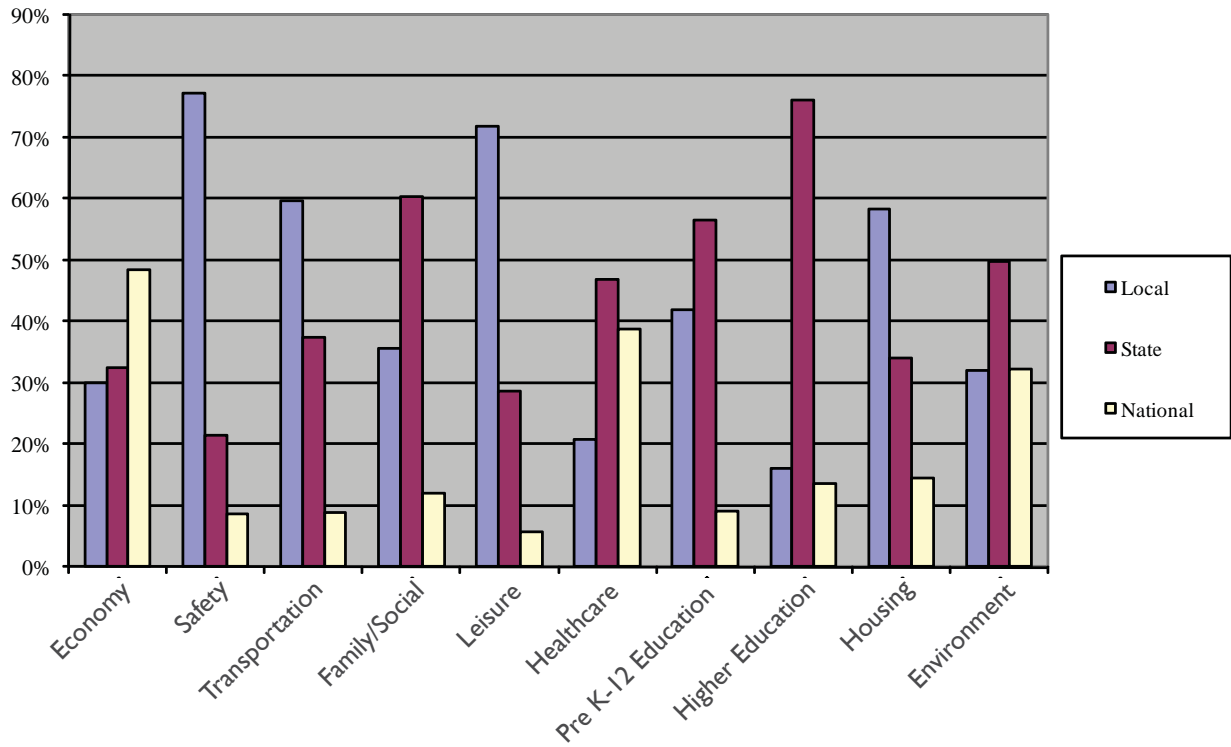
Environment Performance by Zone



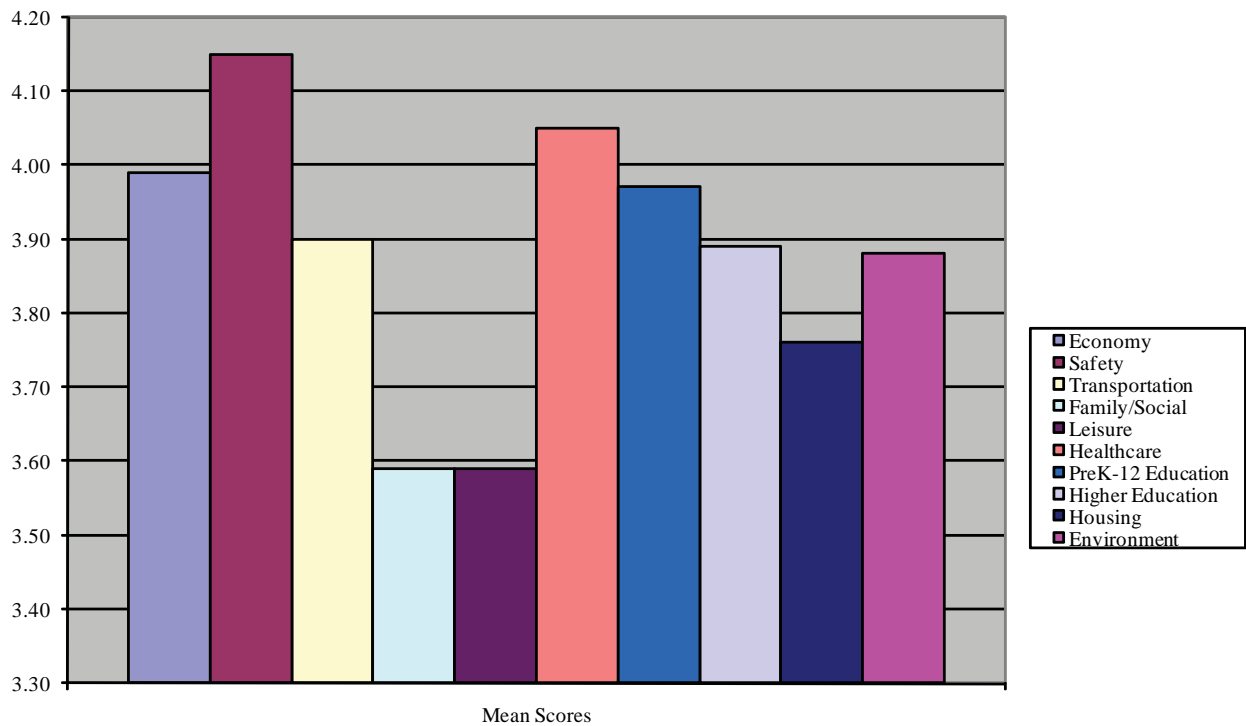
Environment Satisfaction by Zone



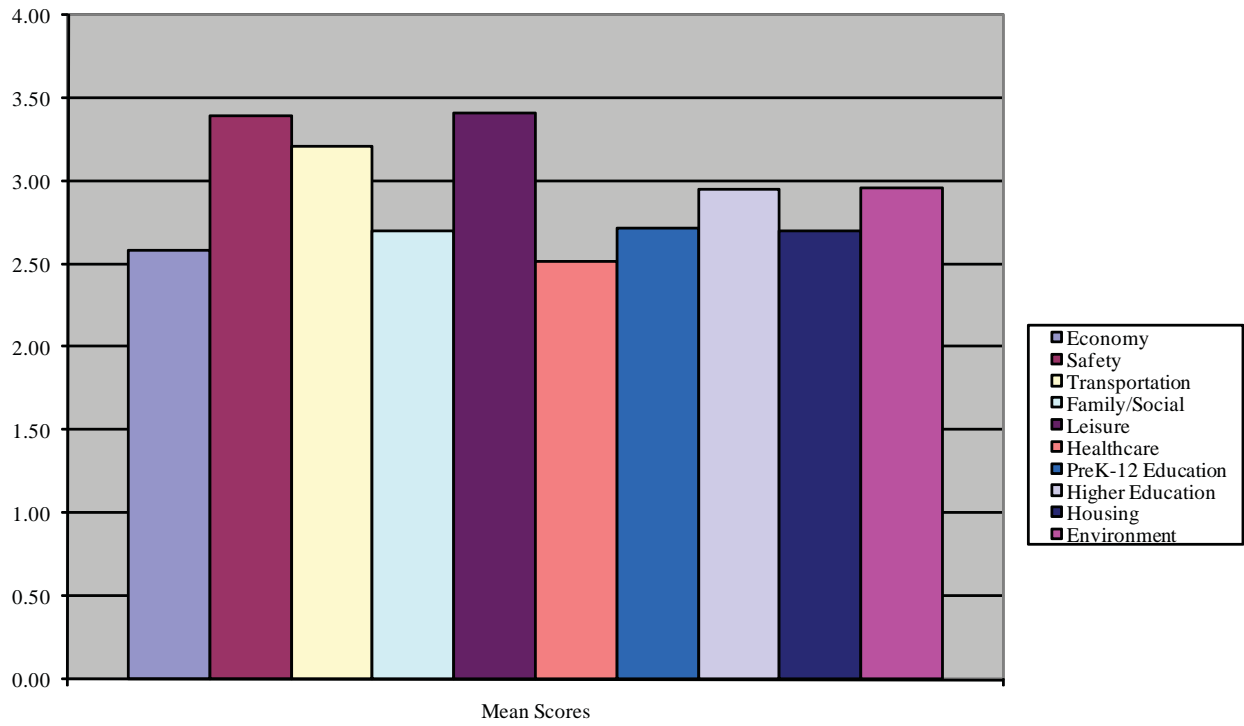
Locus of Control by Issue Area



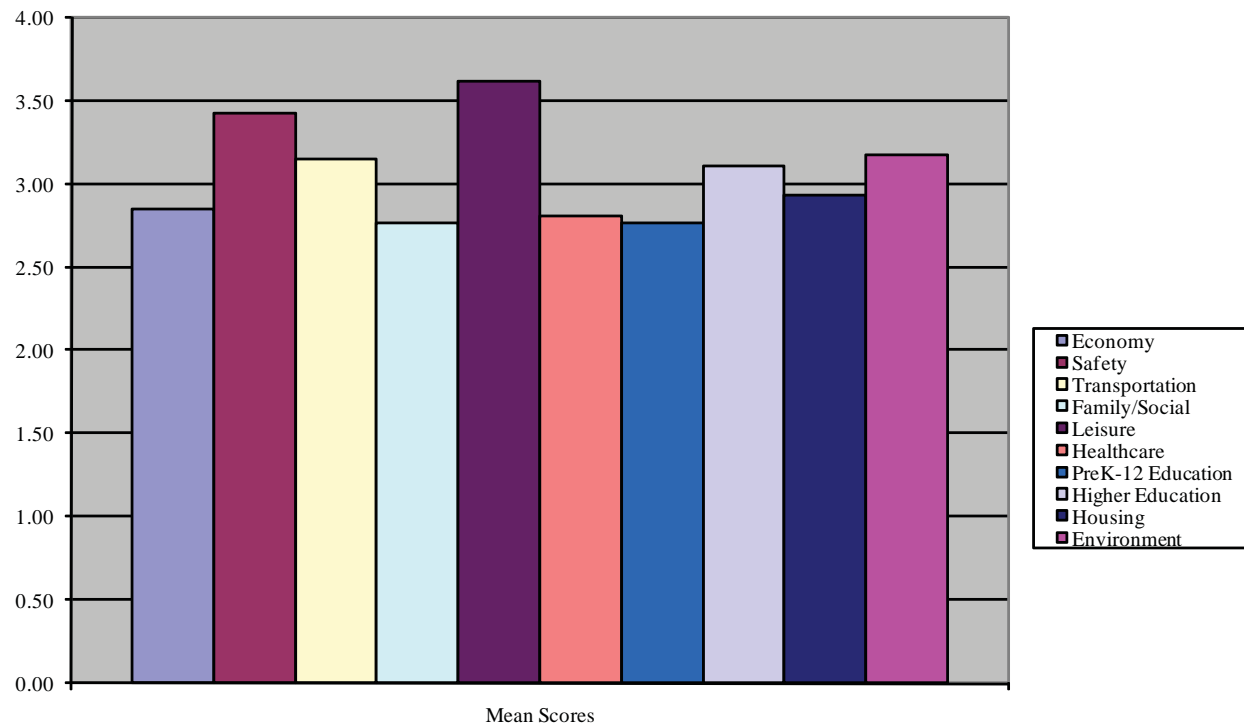
Priority by Issue Area



Performance by Issue Area



Satisfaction by Issue Area



Appendix D

Survey Script

Start Time:	End Time:
Enter Zone for this Respondent <i>(Do not ask respondent)</i>	_____ (1 – 5)

Note: Italics are instructions and should not be read to the respondent.

Hello, my name is (FIRST and LAST NAME), of Moore Associates, a public opinion research firm. We are conducting a survey among residents regarding issues in your community and would like to include your views in the study. I assure you we are only seeking opinions and there will be no attempt to sell you anything or solicit a donation.

1) I'd like to start by asking you some questions regarding your neighborhood in general.

A. Compared to one year ago, would you say your neighborhood is <i>(Read Responses and Check appropriate Response)</i>	<input type="checkbox"/> Worse <input type="checkbox"/> The Same <input type="checkbox"/> Better
B. When considering the future of the Portland Metro Area, is it heading in the <i>(Read Responses and Check appropriate Response)</i>	<input type="checkbox"/> Wrong Direction <input type="checkbox"/> Right Direction <input type="checkbox"/> Uncertain about the Direction

2) I'd like to read a series of statements related to issues important to people in the Portland Metro Area. For each issue, I'll read a series of questions related to it. Please provide your initial impressions related to each question and think about the issue in terms of the neighborhood where you live.

Note: For each control question; if the respondent indicates more than one level of control, check appropriate boxes then ask:

Of the two [three] levels you identified, which has the most direct impact on you or your neighborhood?

Circle the agency that has the most direct impact; if both/all have equal impact circle all identified.

A. The Economy – Living wage jobs are readily available; people can afford to purchase the things that are important to them.	
Is the economy primarily controlled at the Local <input type="checkbox"/> State <input type="checkbox"/> or National <input type="checkbox"/> Level? <input type="checkbox"/> DK (Check appropriate box. DK if Respondent Doesn't Know)	
On a scale from 1 to 5 where 1 is "Very Low" and 5 is "Very High," how would you rate the Economy as a priority? (Circle Appropriate Response)	1 2 3 4 5 DK
On a scale from 1 to 5 where 1 is "Very Poor" and 5 is "Very Good," how would you rate the job the agency primarily responsible for the Economy is doing? (Circle Appropriate Response)	1 2 3 4 5 DK
On a scale from 1 to 5 where 1 is "Very Dissatisfied" and 5 is "Very Satisfied," how would you rate your satisfaction with the Economy? (Circle Appropriate Response)	1 2 3 4 5 DK
B. Safety – People feel safe where they live and work; there is confidence that emergencies will be addressed quickly and with competence.	
Is safety primarily controlled at the Local <input type="checkbox"/> State <input type="checkbox"/> or National <input type="checkbox"/> Level? <input type="checkbox"/> DK (Check appropriate box. DK if Respondent Doesn't Know)	
On a scale from 1 to 5 where 1 is "Very Low" and 5 is "Very High," how would you rate Safety as a priority? (Circle Appropriate Response)	1 2 3 4 5 DK
On a scale from 1 to 5 where 1 is "Very Poor" and 5 is "Very Good," how would you rate the job the agency primarily responsible for Safety is doing? (Circle Appropriate Response)	1 2 3 4 5 DK
On a scale from 1 to 5 where 1 is "Very Dissatisfied" and 5 is "Very Satisfied," how would you rate your satisfaction with Safety? (Circle Appropriate Response)	1 2 3 4 5 DK
C. Transportation – Roads are well planned out and maintained; people can get where they need to go efficiently either by personal or public transportation.	
Is accessibility primarily controlled at the Local <input type="checkbox"/> State <input type="checkbox"/> or National <input type="checkbox"/> Level? <input type="checkbox"/> DK (Check appropriate box. DK if Respondent Doesn't Know)	
On a scale from 1 to 5 where 1 is "Very Low" and 5 is "Very High," how would you rate Transportation as a priority? (Circle Appropriate Response)	1 2 3 4 5 DK
On a scale from 1 to 5 where 1 is "Very Poor" and 5 is "Very Good," how would you rate the job the agency primarily responsible for Transportation is doing? (Circle Appropriate Response)	1 2 3 4 5 DK
On a scale from 1 to 5 where 1 is "Very Dissatisfied" and 5 is "Very Satisfied," how would you rate your satisfaction with Transportation issues? (Circle Appropriate Response)	1 2 3 4 5 DK

D. Family/Social – Programs are available for people who desire access to family, counseling, welfare, and other social services.	
Are social programs primarily controlled at the Local <input type="checkbox"/> State <input type="checkbox"/> or National <input type="checkbox"/> Level? <input type="checkbox"/> DK (Check appropriate box. DK if Respondent Doesn't Know)	
On a scale from 1 to 5 where 1 is "Very Low" and 5 is "Very High," how would you rate Family/Social Issues as a priority? (Circle Appropriate Response)	1 2 3 4 5 DK
On a scale from 1 to 5 where 1 is "Very Poor" and 5 is "Very Good," how would you rate the job the agency primarily responsible for Family/Social Issues is doing? (Circle Appropriate Response)	1 2 3 4 5 DK
On a scale from 1 to 5 where 1 is "Very Dissatisfied" and 5 is "Very Satisfied," how would you rate your satisfaction with Family/Social Issues? (Circle Appropriate Response)	1 2 3 4 5 DK
E. Leisure – There are abundant opportunities to pursue activities of interest, enjoy parks, and learn new information; recreation is readily available and affordable.	
Is Leisure primarily controlled at the Local <input type="checkbox"/> State <input type="checkbox"/> or National <input type="checkbox"/> Level? <input type="checkbox"/> DK (Check appropriate box. DK if Respondent Doesn't Know)	
On a scale from 1 to 5 where 1 is "Very Low" and 5 is "Very High," how would you rate Leisure as a priority? (Circle Appropriate Response)	1 2 3 4 5 DK
On a scale from 1 to 5 where 1 is "Very Poor" and 5 is "Very Good," how would you rate the job the agency primarily responsible for Leisure is doing? (Circle Appropriate Response)	1 2 3 4 5 DK
On a scale from 1 to 5 where 1 is "Very Dissatisfied" and 5 is "Very Satisfied," how would you rate your satisfaction with Leisure opportunities? (Circle Appropriate Response)	1 2 3 4 5 DK
F. Healthcare – People have access to medical services; healthcare is available and affordable regardless of economic status.	
Is Healthcare primarily controlled at the Local <input type="checkbox"/> State <input type="checkbox"/> or National <input type="checkbox"/> Level? <input type="checkbox"/> DK (Check appropriate box. DK if Respondent Doesn't Know)	
On a scale from 1 to 5 where 1 is "Very Low" and 5 is "Very High," how would you rate Healthcare as a priority? (Circle Appropriate Response)	1 2 3 4 5 DK
On a scale from 1 to 5 where 1 is "Very Poor" and 5 is "Very Good," how would you rate the job the agency primarily responsible for Healthcare is doing? (Circle Appropriate Response)	1 2 3 4 5 DK
On a scale from 1 to 5 where 1 is "Very Dissatisfied" and 5 is "Very Satisfied," how would you rate your satisfaction with Healthcare? (Circle Appropriate Response)	1 2 3 4 5 DK

G. Pre K-12 Education – Quality education is available to everybody. Pre K-12 schools are adequately funded, are accessible, and meet students’ needs.	
Is Pre K-12 Education primarily controlled at the Local <input type="checkbox"/> State <input type="checkbox"/> or National <input type="checkbox"/> Level? <input type="checkbox"/> DK (Check appropriate box. DK if Respondent Doesn’t Know)	
On a scale from 1 to 5 where 1 is “Very Low” and 5 is “Very High,” how would you rate Pre K-12 Education as a priority? (Circle Appropriate Response)	1 2 3 4 5 DK
On a scale from 1 to 5 where 1 is “Very Poor” and 5 is “Very Good,” how would you rate the job the agency primarily responsible for Pre K-12 Education is doing? (Circle Appropriate Response)	1 2 3 4 5 DK
On a scale from 1 to 5 where 1 is “Very Dissatisfied” and 5 is “Very Satisfied,” how would you rate your satisfaction with the Pre K-12 Education? (Circle Appropriate Response)	1 2 3 4 5 DK
H. Higher Education – Quality higher education is available to everybody. Colleges and Universities are adequately funded, are accessible, and meet students’ needs. Is Higher Education primarily controlled at the Local <input type="checkbox"/> State <input type="checkbox"/> or National <input type="checkbox"/> Level? <input type="checkbox"/> DK (Check appropriate box. DK if Respondent Doesn’t Know)	
On a scale from 1 to 5 where 1 is “Very Low” and 5 is “Very High,” how would you rate Higher Education as a priority? (Circle Appropriate Response)	1 2 3 4 5 DK
On a scale from 1 to 5 where 1 is “Very Poor” and 5 is “Very Good,” how would you rate the job the agency primarily responsible for Higher Education is doing? (Circle Appropriate Response)	1 2 3 4 5 DK
On a scale from 1 to 5 where 1 is “Very Dissatisfied” and 5 is “Very Satisfied,” how would you rate your satisfaction with Higher Education? (Circle Appropriate Response)	1 2 3 4 5 DK
I. Housing – Affordable housing is readily available. People from all socio-economic levels can find a place to call home.	
Are Housing issues primarily controlled at the Local <input type="checkbox"/> State <input type="checkbox"/> or National <input type="checkbox"/> Level? <input type="checkbox"/> DK (Check appropriate box. DK if Respondent Doesn’t Know)	
On a scale from 1 to 5 where 1 is “Very Low” and 5 is “Very High,” how would you rate Housing as a priority? (Circle Appropriate Response)	1 2 3 4 5 DK
On a scale from 1 to 5 where 1 is “Very Poor” and 5 is “Very Good,” how would you rate the job the agency primarily responsible for Housing is doing? (Circle Appropriate Response)	1 2 3 4 5 DK
On a scale from 1 to 5 where 1 is “Very Dissatisfied” and 5 is “Very Satisfied,” how would you rate your satisfaction with Housing? (Circle Appropriate Response)	1 2 3 4 5 DK

J. Environment – The environment is clean, protected, and well maintained; pollution is not an issue and people are environmentally conscious.	
Are environmental issues primarily controlled at the Local <input type="checkbox"/> State <input type="checkbox"/> or National <input type="checkbox"/> Level? <input type="checkbox"/> DK <i>(Check appropriate box. DK if Respondent Doesn't Know)</i>	
On a scale from 1 to 5 where 1 is “Very Low” and 5 is “Very High,” how would you rate the Environment as a priority? <i>(Circle Appropriate Response)</i>	1 2 3 4 5 DK
On a scale from 1 to 5 where 1 is “Very Poor” and 5 is “Very Good,” how would you rate the job the agency primarily responsible for the Environment is doing? <i>(Circle Appropriate Response)</i>	1 2 3 4 5 DK
On a scale from 1 to 5 where 1 is “Very Dissatisfied” and 5 is “Very Satisfied,” how would you rate your satisfaction with the Environment? <i>(Circle Appropriate Response)</i>	1 2 3 4 5 DK

3) Now I'd like to review each of the issue areas one more time. The issue items were:
(READ LIST IN BOLD).

If you had an imaginary budget of \$1,000 (that is, you could only spend a total of \$1,000), how much would you allocate to each area? If you would like me to repeat the description of any particular issue area, let me know when we get to it.

Rotate Order of List (A-J). Enter amount allocated and provide the amount of the budget left.

A. The Economy – Living wage jobs are readily available; people can afford to purchase the things that are important to them.	\$ _____
B. Safety – People feel safe where they live and work; there is confidence that emergencies will be addressed quickly and with competence.	\$ _____
C. Transportation – Roads are well planned out and maintained; people can get where they need to go efficiently either by personal or public transportation.	\$ _____
D. Family/Social – Programs are available for people who desire access to family, counseling, welfare and other social services.	\$ _____
E. Leisure – There are abundant opportunities to pursue activities of interest, enjoy parks, and learn new information; recreation is readily available and affordable.	\$ _____
F. Healthcare – People have access to medical services; healthcare is available and affordable regardless of economic status.	\$ _____
G. Pre K-12 Education – Quality education is available to everybody. Pre K-12 schools are adequately funded, are accessible, and meet students' needs.	\$ _____
H. Higher Education – Quality higher education is available to everybody. Colleges and Universities are adequately funded, are accessible, and meet students' needs.	\$ _____
I. Housing – Affordable housing is readily available. People from all socio-economic levels can find a place to call home.	\$ _____
J. Environment – The environment is clean, protected, and well maintained; pollution is not an issue and people are environmentally conscious.	\$ _____

Make sure the totals add to \$1,000

Use a calculator and after an amount is given, provide respondent with the amount left in the budget and the number of issues/areas remaining.

Use the next page to record comments made by the respondent about the issues. Do not prompt for comments.

Please record comments related to the issues

Economy	
Safety	
Transportation	
Family/Social	
Leisure	
Healthcare	
Pre K-12 Education	
Higher Education	
Housing	
Environment	

4) Now I'd like to ask just a few questions about Community Colleges in the Portland Metro Area.

<p>A. Have you or another member of your household taken a course at any Portland Metro Community College?</p>	<input type="checkbox"/> Respondent <input type="checkbox"/> Household Member <i>If above checked, go to B</i> <input type="checkbox"/> No <input type="checkbox"/> Don't Know/Refused
<p><i>(Ask only if respondent indicated that he/she or a household member attended a Portland Metro Community College)</i></p> <p>B. Which community college did you/the household member take a course?</p>	<input type="checkbox"/> MHCC <input type="checkbox"/> PCC <input type="checkbox"/> DK <input type="checkbox"/> Clackamas <input type="checkbox"/> Other: _____ <i>(Write-in College)</i>
<p>C. Community Colleges in Oregon are designed to serve residents within a specified boundary or district; there are three districts within the Portland Metro Area: Portland CC, Mt. Hood CC, and Clackamas CC. Do you know which college district serves your neighborhood?</p>	<input type="checkbox"/> MHCC <input type="checkbox"/> PCC <input type="checkbox"/> DK <input type="checkbox"/> Clackamas <input type="checkbox"/> Other: _____ <i>(Write-in College)</i>
<p>On a scale from 1 to 5 where 1 is "Terrible" and 5 is "Outstanding", <i>If respondent doesn't know or can't answer, circle DK.</i></p>	<p style="text-align: center;">Terrible Outstanding</p>
<p>D. How would you rate the services provided by [INSERT ID'ed DISTRICT FROM C] to its residents?</p>	<p style="text-align: center;">1 2 3 4 5 DK</p>
<p>E. Using the same scale, how would you rate the value of [INSERT ID'ed DISTRICT FROM C]?</p>	<p style="text-align: center;">1 2 3 4 5 DK</p>

5) I just have a few more questions that are to be used for statistical purposes only.

A. How many children under the age of 18 are living with you?	_____ (Enter number of children)
B. Do you have any children/dependents currently attending College / University?	<input type="checkbox"/> Yes Where? <input type="checkbox"/> No <input type="checkbox"/> In Portland <input type="checkbox"/> In Portland <input type="checkbox"/> Out of State
C. In what year were you born?	_____ (Enter year)
D. What is your highest level of education?	<input type="checkbox"/> Less than High School <input type="checkbox"/> High School Diploma <input type="checkbox"/> Some College (no Degree) <input type="checkbox"/> Associates <input type="checkbox"/> Bachelors <input type="checkbox"/> Masters <input type="checkbox"/> PhD
E. Was your annual household income for last year...	<input type="checkbox"/> Less than \$25,000 <input type="checkbox"/> \$25,000 to \$34,999 <input type="checkbox"/> \$35,000 to \$49,999 <input type="checkbox"/> \$50,000 to \$74,999 <input type="checkbox"/> \$75,000 or more <input type="checkbox"/> Refused
F. Did you vote in last November's Election?	<input type="checkbox"/> Yes <input type="checkbox"/> No

That concludes the survey. Thank you for your time and opinions.

These questions were asked at the beginning of the survey as warm up questions. The results are presented here for continuity. In Hindsight the questions should have been asked again at the end of the survey to identify change in response after more careful consideration of the detailed issues addressed in the survey.

1) I'd like to start by asking you some questions regarding your neighborhood in general.

A. Compared to one year ago, would you say your neighborhood is	Worse 22% The Same 59% Better 17% Don't Know 2%
B. When considering the future of the Portland Metro Area, is it heading in the	Wrong Direction 31% Right Direction 25% Uncertain About the Direction 44%