

March 8, 2010

**To:** Barney & Worth, Inc.

**From:** Davis, Hibbitts & Midghall, Inc. (DHM)

**Re:** Lake Oswego-Tigard Water Partnership Telephone Survey

## I. INTRODUCTION & METHODOLOGY

Davis, Hibbitts & Midghall, Inc. (DHM) conducted a telephone survey of voters living in the Lake Oswego and Tigard water service areas. The purpose of the survey was to assess voters' perceptions of their drinking water generally and to determine community knowledge and support of the Lake Oswego-Tigard Water Partnership. This telephone survey is part of a larger research project that includes two focus groups with voters living in the Lake Oswego and Tigard water service areas.

**Research Methodology.** Between February 19 and February 22, 2010, DHM conducted a telephone survey of 600 voters living in the Lake Oswego and Tigard water service areas that took an average of 16 minutes to administer. A stratified (rather than proportional) sample was used. A total of 300 voters were interviewed in each service area and quotas were set by age and gender to assure representative samples.

Service area results are reported based on the actual sample (n=300) in each service area allowing for more valid comparisons. The Lake Oswego-Tigard partnership service area results (n=600) are weighted to reflect the population of voters within the combined service area, thus, giving more weight to Tigard (57%) than Lake Oswego (43%). Both the 300 and 600 sample sizes are sufficient to review findings by multiple subgroups including gender, age, and area.

**Statement of Limitations.** Any sampling of opinions or attitudes is subject to a margin of error, which represents the difference between a sample of a given population and the total population (here, voters in the Lake Oswego and Tigard water service areas). For a sample size of 600, if the respondents answered 90% one way and 10% the other, the margin would be +/- 2.4%. If they answered a particular question in the proportion of 50% each way the margin of error would be +/-4.0%. For a sample size of 300, the 90%-50% margins of error are +/- 3.4% and +/-5.7%.<sup>1</sup>

In gathering responses, DHM employed a variety of quality control measures, including questionnaire pre-testing and validations.

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<sup>1</sup> The reason for the differences lie in the fact that when response categories are relatively even in size, each is numerically smaller and thus slightly less able-on a statistical basis- to approximate the larger population. These plus-minus error margins represent differences between the sample and total population at a confidence interval, or probability, calculated to be 95%. This means that there is a 95% probability that the sample taken for this study would fall within the stated margins of error if compared with the results achieved from surveying the entire population.

## II. OBSERVATIONS AND CONCLUSIONS

*Lake Oswego and Tigard voters agree with each other far more often than they differ; however, differences may provide guidance for targeted communications*

- Voters in both service areas:
  - Are equally highly satisfied with their drinking water service
  - Give high marks to their cities for providing safe drinking water
  - Believe safe drinking water, protecting streams that supply water, and providing an adequate supply of drinking water are very important
  - Provide similar ratings for the job their cities are doing in working to maintain and preserve the city's drinking water source, promoting water conservation, and providing reasonable rates
  - Say Bull Run is the best drinking water source
  - Mostly (about half) drink water from the tap (even though Tigard voters are less likely to mention good taste as the reason they are satisfied with their water service provider)
  - Have heard about the Partnership mostly through print media, and especially their local newspaper
  - Have the same level of support for the Partnership – with three in 10 strongly supporting and slightly more indicating somewhat support (total: 64%)
  - A majority (55%) in both areas say they would strongly or somewhat support a water rate increase to support the Partnership project
  - Offer the importance of maintaining clean, safe drinking water as the top reason to support the Partnership
  - Agree on the best four prompted reasons to support the plan – assure a healthy economy, protect the Clackamas River and other natural resources, share costs of needed upgrades, and reduce expected rise in water rates over the long term
- Tigard voters:
  - Give their city higher marks for customer service and keeping them informed
  - More often offer no problems as a reason they are satisfied with their water service
  - Rate several reasons to support the Partnership higher, including conservation measures are not enough, ends Tigard's search for a stable water source, and the project is overseen by elected representatives
  - Rate higher the reason to oppose that there is already enough money to solve these water system problems
- Lake Oswego voters:
  - Are more likely to have heard of the Partnership Agreement
  - Are less satisfied with customer service and being kept informed
  - Are more likely to say their water tastes good as a reason why they are satisfied with their water service
- Based on differences:
  - Communications in Tigard might focus more on general education about the Partnership Agreement, how treating Clackamas River water will create safe and good tasting drinking water, and underscore the city's good customer service record
  - Communications in Lake Oswego might emphasize changes in customer service and efficiency; these voters seem more skeptical of their local government

***Survey findings are generally consistent with the earlier focus group discussions***

- Common concerns include having safe and clean drinking water, maintaining an adequate supply, and water conservation
- Both focus group and survey results show a similar high level of satisfaction with drinking water service
- Residents are mostly uninformed about the source of their drinking water; however, survey findings indicate Lake Oswego voters demonstrate more awareness of their water source
- Bull Run is the #1 choice as a drinking water source, especially in Lake Oswego

***What voters value most about their water service is clean and safe drinking water, water source protection, and ensuring a reliable and adequate future supply***

- Safe water comes up consistently as very important to these voters, including the most-mentioned reason to support the Partnership
- However, the “safest possible” drinking water “at any cost” is not as important
- Protecting the stream that supplies drinking water and providing an adequate supply are rated about as important as treating drinking water so that it is safe

***Lake Oswego and Tigard water service providers have goodwill on which to build, but voters in both service areas lack knowledge and awareness in a number of areas***

- There are high satisfaction levels with their water service providers, especially about what matters most to them – providing safe and good tasting drinking water
- There is modest support for the Partnership among those who have heard of it
- There are very high don’t know responses in a variety of areas, including:
  - 41% do not know their city’s water source
  - 32% do not have an opinion about their provider’s customer service responsiveness
  - 27% don’t know whether to support or oppose the Partnership
  - 26% do not have an opinion about what is the best water source
  - 22% don’t know how to rate the job their provider is doing in working to maintain and preserve the city’s drinking water source
  - 22% don’t know how to rate the reason to support that the primary source of drinking water for both service areas would be the Clackamas River; a similar 20% don’t know how to rate this as a reason to oppose
- Higher don’t know responses are often more common among females; depending on the issue, they also are more common among youngest and oldest, less and most affluent, and shortest and longest resident voters

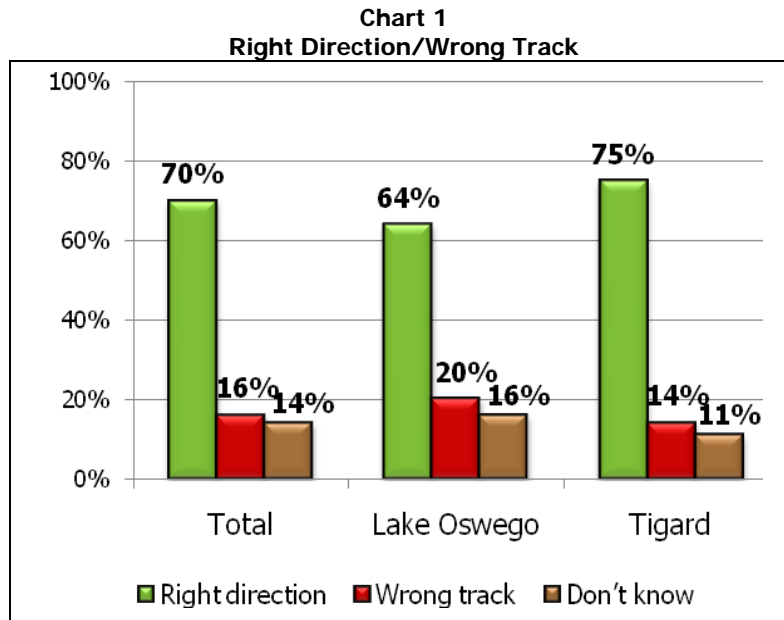
***There are several areas of potential vulnerability***

- Support for a rate increase is soft, with strong support under 20%
- Lake Oswego voters have apparent frustration with customer service
- Voters in both service areas believe Bull Run is the best water source
- There are concerns about Clackamas River water – it rates quite low as the best drinking water source and ranks at the bottom as a reason both to support and to oppose the Partnership

### III. KEY FINDINGS

#### A. General Issues

Overall, seven in 10 say their city is headed in the right direction. Tigard voters (75%) are more likely to say right direction than Lake Oswego voters (64%) (Q1).



Source: Davis, Hibbitts, & Midghall, Inc. (DHM), February 2010

Responses are similar across demographic subgroups with little to no significant differences.

We then asked, open-ended, what voters think is the *biggest issue facing their city* (Q2).

*“Fix the roads.”*

*“Transportation, I think the bus system is not very good and it's hard to get around.”*

*“They've raised water rates, doubled and tripled them, which is difficult for older people on a fixed income.”*

*“Jobs for people; so many people are out of work.”*

*“Lack of open space, lack of parks.”*

There are a variety of responses, mostly centering on issues related to transportation (e.g. congestion, road repairs, public transit), government generally (e.g. spending, taxes), education, land use (e.g. development, planning), and the economy (e.g. business development, jobs).

**Table 1  
Biggest Issue Facing City**

<b>Response Category</b>	<b>Total N=600</b>	<b>LO Serv. Area N=300</b>	<b>Tigard Serv. Area N=300</b>
Infrastructure repairs- roads/sidewalks/street lights	13%	9%	16%
Traffic congestion	10%	2%	16%
Government spending	7%	11%	4%
High taxes	7%	7%	7%
Education- general	5%	7%	4%
Education funding	5%	6%	4%
Parks and recreation	5%	2%	7%
Do something with West End building	3%	7%	0%
Development/construction in areas	3%	2%	4%
Fixing I-99	3%	0%	5%
Public transit- light rail/buses	3%	3%	3%
Protecting the environment	3%	4%	2%
Business development	3%	3%	3%
Job creation	2%	2%	3%
Land zoning/planning	2%	3%	1%
Listening to citizens	2%	3%	1%
Downtown revitalization	2%	1%	3%
Fixing sewer system	2%	4%	0%
Balancing budget	2%	3%	1%
Building community center	2%	2%	1%
All other responses	1% or less	1% or less	1% or less
Nothing/none/refused	9%	10%	8%
Don't know	10%	8%	12%

Source: Davis, Hibbitts, & Midghall, Inc. (DHM), February 2010

Tigard voters are more likely than Lake Oswego voters to mention both infrastructure repairs (16% v. 9%) and traffic congestion (16% v. 2%), while Lake Oswego voters mention government spending more often (11% v. 4%). High utility costs are specifically mentioned by only six respondents, five from Lake Oswego. Nearly two in 10 respond either nothing or don't know.

### **B. Water Service Generally**

We asked, without prompting, *who provides water service to their home* (Q3).

*"City of Portland."*

*"Part of it comes from Bull Run, part from the Willamette."*

*"I think it's the Tualatin Water District; it comes through Tigard and sourced out of Bull Run."*

*"That is the west end facility I believe or it's Tualatin."*

*"Clackamas County Water District."*

*"Tigard water bureau."*

Over half (55%) of voters in each service area identify their respective cities as the provider of drinking water service to their home.

**Table 2  
Provides Drinking Water**

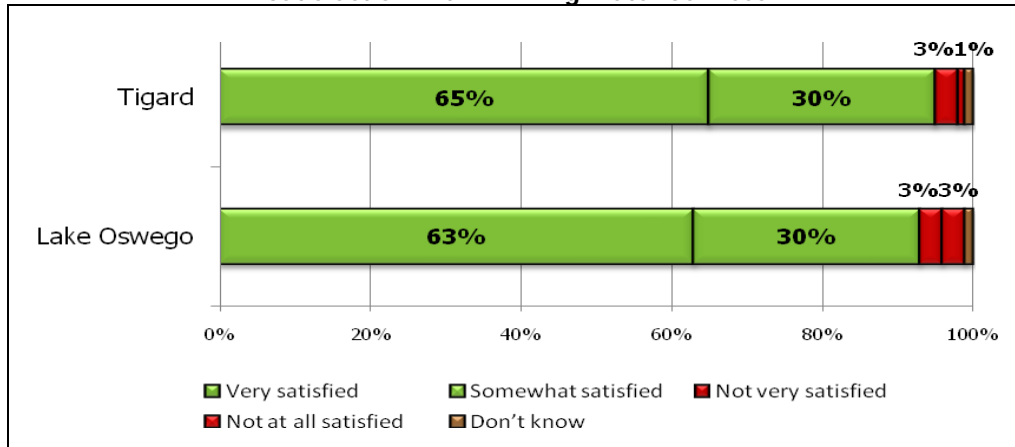
Response Category	LO Serv. Area N=300	Tigard Serv. Area N=300
City of Tigard	0%	55%
City of Lake Oswego	55%	1%
City (unspecified)	14%	5%
Bull Run	5%	11%
Tualatin River	1%	5%
Clackamas River	7%	1%
Clean/Clear Water Services	1%	4%
Portland	1%	4%
All other responses	1% or less	1% or less
Nothing/none/refused	1%	0%
Don't know	14%	15%

Source: Davis, Hibbitts, & Midghall, Inc. (DHM), February 2010

In response to this question, some respondents identify the water *source*, mentioning Bull Run and the Tualatin and Clackamas Rivers most often. While only 15% answer don't know, that number would be higher if we consider incorrect responses (e.g. Tualatin River, Beaverton).

These voters are quite satisfied with their drinking water service (Q4).

**Chart 2  
Satisfaction with Drinking Water Services**



Source: Davis, Hibbitts, & Midghall, Inc. (DHM), February 2010

Findings are nearly identical for Lake Oswego and Tigard. Over six in ten (64%) overall are *very* satisfied, and a near unanimous 95% are a combined *very/somewhat* satisfied. Residents of 11-20 and 21+ years (68%, 66%) are more likely to respond *very* satisfied than residents of 6-10 years (52%).

Respondents then offer the *reasons they are satisfied with their drinking water provider* (Q6).

*"It tastes good. Really good water."*

*"It's just clean and it's reliable."*

*"I don't have any negative things to report."*

*"Wonderful water."*

Good taste and lack of any problems come out on top as reasons to be satisfied. See Table 3.

**Table 3**  
**Why Satisfied with Services**

Response Category	Total N=567	LO Serv. Area N=280	Tigard Serv. Area N=285
Good quality/tastes good	47%	59%	39%
Never had any problems/complaints	27%	20%	32%
Clean water	17%	16%	18%
Dependable service	15%	13%	16%
Expensive	8%	7%	8%
Good price	5%	6%	5%
Safe to drink/healthy	3%	4%	3%
Satisfied but can have bad/dirty taste	3%	5%	2%
Plentiful	3%	2%	3%
Chemical free	2%	1%	3%
Satisfied but needs fluoride	2%	1%	2%
Use a filter	2%	3%	1%
All other responses	1% or less	1% or less	1% or less
Nothing/none/refused	2%	3%	1%
Don't know	1%	1%	1%

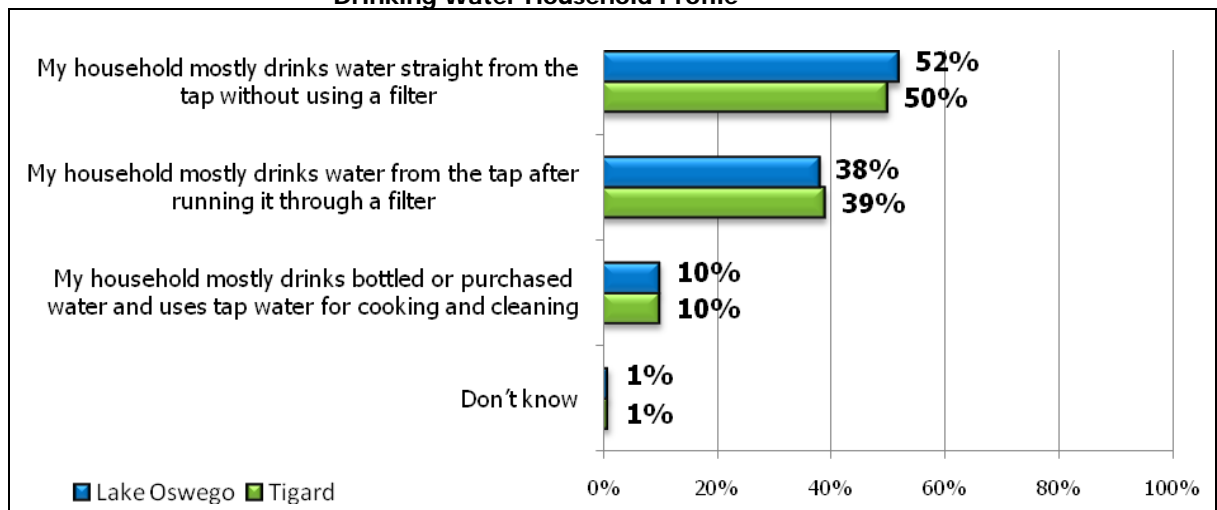
Source: Davis, Hibbitts, & Midghall, Inc. (DHM), February 2010

Lake Oswego voters compared to Tigard voters more often mention good quality/tastes good (59% v. 39%), while Tigard voters are more likely to mention never had any problems (32% v. 20%). Other than these differences, responses are very similar for the two service areas. There are no significant subgroup variations.

We also asked the small number of respondents (n=29) why they are not satisfied (Q5). While expense and bad taste are the top two mentions, the sample size is too small to be significant.

Tigard and Lake Oswego voters give essentially the same responses to *how they drink water in their household* (Q7).

**Chart 3**  
**Drinking Water Household Profile**

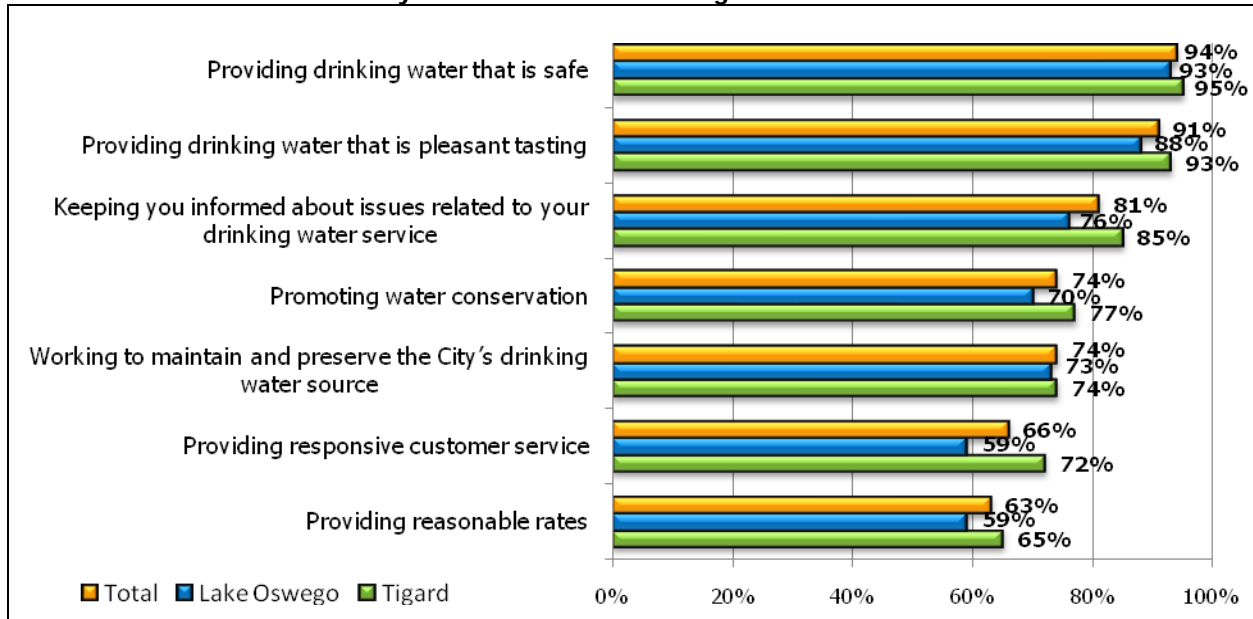


Source: Davis, Hibbitts, & Midghall, Inc. (DHM), February 2010

Consistent with their satisfaction with how their water tastes, half (51%) of respondents say their households drink water from the tap without using a filter. Nearly four in ten (39%) filter their tap water. Only 10% drink bottled water. Responses are the same across all subgroups, except that ages 55+ (57%) say tap water without filters more often than ages 35-54 (47%), and ages 35-54 (42%) use filtered water more than ages 55+ (34%).

We then asked respondents to rate how good a job their city is doing with seven different aspects of providing water service (Q8-Q14).

**Chart 4**  
**Very Good/Good Job Providing Water Service**



Source: Davis, Hibbitts, & Midghall, Inc. (DHM), February 2010

*Providing drinking water that is safe* and *providing drinking water that is pleasant tasting* constitute the top tier. For each, 42% - 45% of voters in both service areas rate their provider as doing a *very good* job. The combined very good/good ratings are at or above 91% (Lake Oswego voters give taste a combined rating of 88%, not a significant difference).

For *safe drinking water*, while there are some variations, the rating across all subgroups is still near consensus. Ages 35-54 (96%) give a better combined rating to safe water than ages 55+ (91%), as do those with incomes of \$100K+ (97%) compared to the lowest income (91%). There are no notable variations for *water that is pleasant tasting*.

The next highest rated job is *keeping them informed about issues related to their drinking water service*. There is a notable difference between the two service areas – Tigard voters give a higher combined very good/good rating (85%) than Lake Oswego voters (76%). Voters responsible for paying the utility bill rate this aspect higher (84% v. 72%), as do those with the shortest (86%) and longest (85%) length of residency compared to those with 11-20 years (76%). Ages 55+ say *very good* job (35%) more than all other age groups. Don't know responses are highest among ages 18-34 (16%), those not responsible for the utility bill (14%), and those with 6-10 years of residency (14%).



The next two aspects are rated nearly the same – *working to maintain and preserve the city’s drinking water source* and *promoting water conservation* – both with a combined 74% very good/good job rating. For both, there are no significant differences between the two service areas. However, we note a fairly high 22% don’t know response.

There are more variations for *promoting water conservation*. Higher job ratings are given by females (78% v. 70%), ages 35-54 (79% v. ages 18-34: 61%), residents of 21+ years (79% v. 11-20 years: 69%), and those with incomes of \$50K-\$100K (85% v. \$50K or less: 70%, \$100K+: 72%).

The lowest job ratings are for *providing responsive customer service* and *providing reasonable rates*. Tigard voters (72%) rate *customer service* notably higher than Lake Oswego (59%). Ages 55+ (27%) again give a higher *very good* job rating than ages 35-54 (20%), as do residents of 21+ years (28% v. 6-10 years: 15%). Nearly one-third (32%) respond don’t know, with Lake Oswego (37%) notably higher than Tigard (27%).

For *providing reasonable rates*, combined good job ratings are not significantly different between the two service areas. However, Lake Oswego voters (26%) give a notably higher combined very poor/poor job rating than Tigard voters (18%), as do those responsible for the utility bill (24% v. 15%). Combined good job ratings are higher among residents of up to 10 years (69% v. 11-20 years: 55%). While overall don’t know responses are at 16%, this response is higher among ages 18-34 (29%), those not responsible for the utility bill (25%), and residents of 11-20 years (22%).

### C. Drinking Water Sources

We asked respondents, unprompted, from where their *water service providers get their water* (Q15).

*“Primarily Bull Run watershed, back up well, Egg Lake, Tualatin River.”*

*“Clackamas River I think.”*

*“Tualatin River I think.”*

*“I think it’s mostly from Portland and in the summer it switches to Beaverton.”*

A relatively small number of voters in both service areas indicate clarity about their water source.

**Table 4**  
**Where the City Gets Its Water**

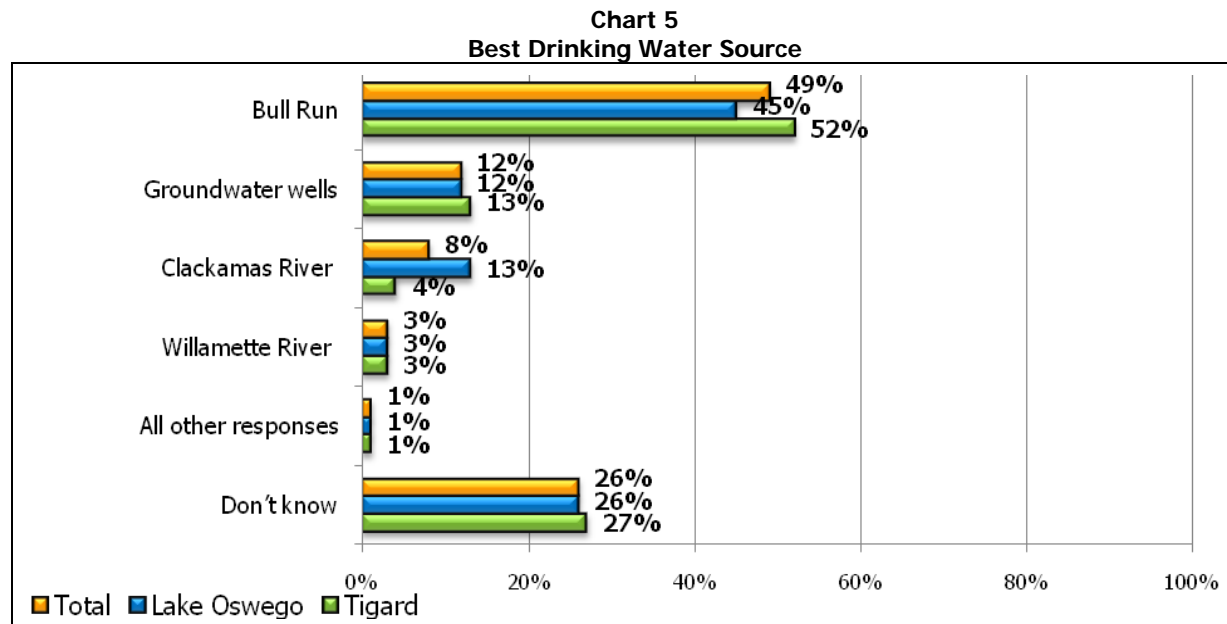
<b>Response Category</b>	<b>Total N=600</b>	<b>LO Serv. Area N=300</b>	<b>Tigard Serv. Area N=300</b>
Bull Run	27%	14%	36%
Clackamas River	13%	28%	1%
Tualatin River	4%	7%	1%
Willamette River	3%	4%	3%
Portland	3%	0%	5%
Reservoir	2%	2%	2%
All other responses	1% or less	1% or less	1% or less
Nothing/none/refused	1%	1%	1%
Don't know	41%	39%	44%

Source: Davis, Hibbitts, & Midghall, Inc. (DHM), February 2010

Tigard voters mention Bull Run notably more often than Lake Oswego voters (36% v. 14%) and Lake Oswego voters more often mention the Clackamas River, the second highest mention (28% v. 1%).

Other mentions include the Tualatin and Willamette Rivers and Portland. A high 41% say don't know, with notably higher don't know responses by females (48% v. 34%), ages 18-34 (61% v. ages 35-55+: range of 32% to 40%), and those not responsible for the utility bill (56% v. 37%).

We then asked respondents which of four drinking water sources is the best (Q16).



Source: Davis, Hibbitts, & Midghall, Inc. (DHM), February 2010

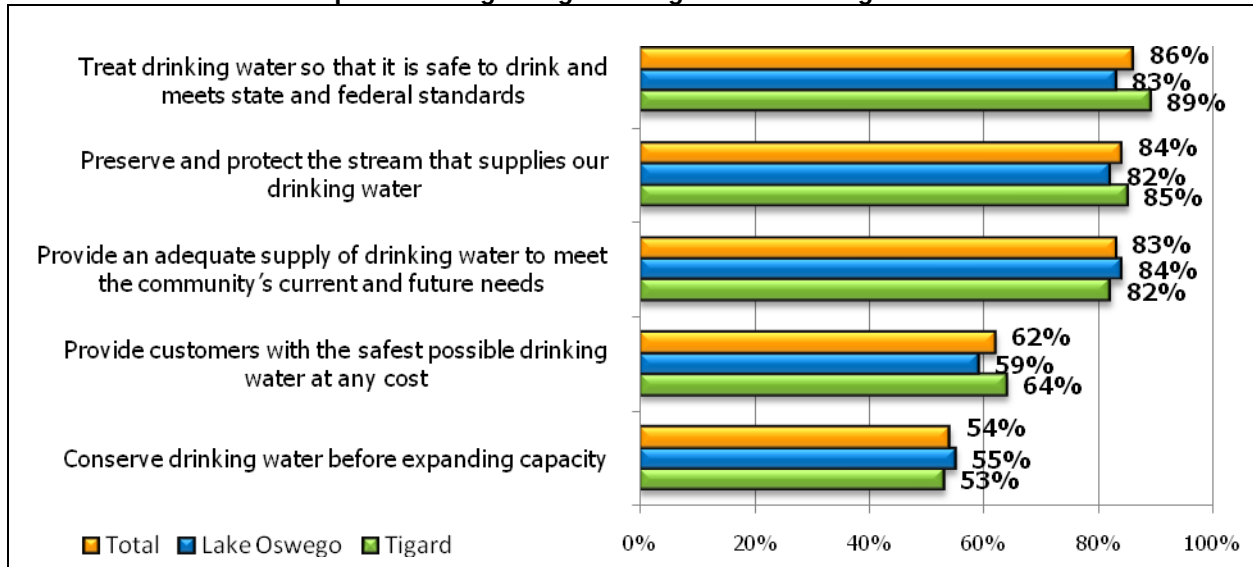
There are no significant differences between the two service areas except for the Clackamas River, with Lake Oswego (13%) selecting this source more often than Tigard (4%). Nearly half (49%) say Bull Run is the best source. A quarter (26%) respond don't know, with highest don't know responses by females (31%), ages 18-34 (42%), those not responsible for the utility bill (35%), and residents of 5 years or less (44%).

Older voters choose Bull Run more often (ages 35-54: 52%, ages 55+: 56% v. ages 18-34: 27%), as do those responsible for the utility bill (53% v. 37%) and longer term residents (6-21+ years: range of 49% to 58% v. 5 years or less: 29%). Groundwater wells (12%) rank a far second and are chosen more often by ages 18-54 (18-34: 21%, 35-54: 16% v. 55+: 5%). In addition to Lake Oswego voters, the Clackamas River (8%) is chosen as the best source more by ages 55+ (12% v. 35-54: 5%) and residents of 21+ years (15% v. up to 20 years: range of 3% to 6%).

We asked those who chose a best source (n=443) to select the second best source (Q17). The top three remain the same but fall in this rank order: groundwater wells (24%), Clackamas River (22%), and Bull Run (19%), with 19% don't know.

Our final question about water sources asked respondents to rate (scale of 1=not important to 7=very important) the importance of each of five statements regarding drinking water (Q18-Q22). There were no significant differences between Lake Oswego and Tualatin for any of the statements. Chart 6 shows high importance ratings (6+7) for each of the statements.

**Chart 6**  
**Importance Regarding Drinking Water – Rating of 6+7**



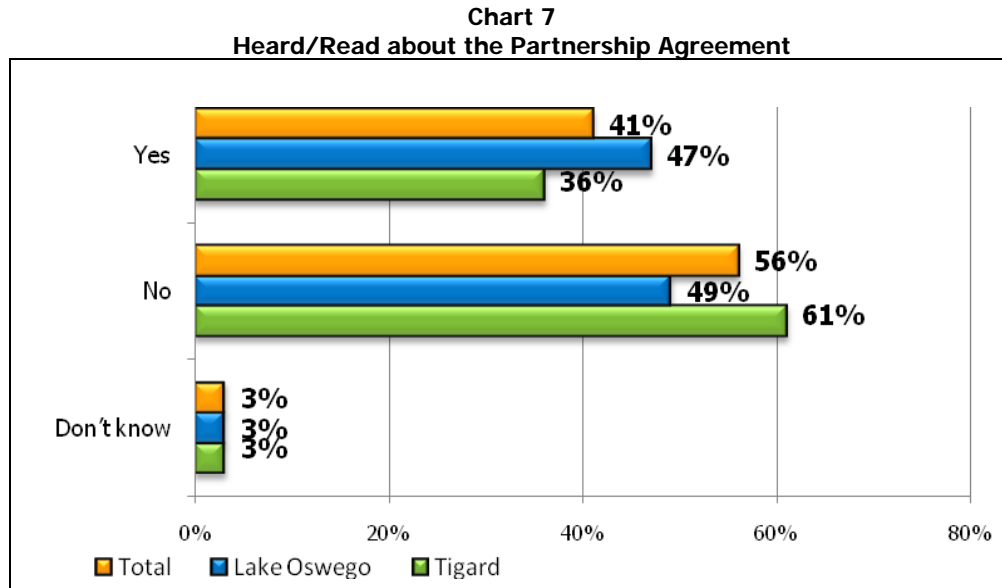
Source: Davis, Hibbitts, & Midghall, Inc. (DHM), February 2010

Over eight in 10 in both service areas rate each of the top three statements at a 6 or 7 – *treat drinking water so that it is safe to drink and meets standards* (total: 86%), *preserve and protect the stream that supplies our drinking water* (84%), and *provide an adequate supply of drinking water to meet the community's current and future needs* (83%). Looking at means, there are no significant subgroup variations.

Voters rate the two other statements somewhat lower – *provide customers with the safest possible drinking water at any cost* (62%) and *conserve drinking water before expanding capacity* (54%). The former has no notable subgroup variations. For the latter, females rate *conserve drinking water* higher than males (5.9 v. 5.4), as do those with lower incomes (\$50K or less: 5.9, \$50K-\$100K: 5.8 v. \$100K+: 5.3).

#### D. Lake Oswego/Tigard Partnership Agreement Generally

Fewer than half of all respondents have *heard or read anything about the Lake Oswego/Tigard Partnership Agreement to share drinking water resources and costs* (Q23).



Lake Oswego voters (47%) are more likely than Tigard voters (36%) to have heard of the agreement; 61% of Tigard voters and 49% of Lake Oswego voters say they had not. Ages 55+ (52% v. ages 18-34: 25%, ages 35-54: 38%), those responsible for the utility bill (46% v. 26%), and longer term residents (11-20 years: 41%, 21+ years: 52% v. 6-10 years: 30%) were all more likely to have heard of the agreement. Three-quarters (75%) of ages 18-34 and 70% of those not responsible for the utility bill have not heard of it.

For those who had heard about the partnership (n=245), we asked, unprompted, *what they had read or heard about it* (Q24).

*“Just that they were combining services.”*

*“It's a long term partnership sharing capitol expenses and resources.”*

*“They're planning to combine supplies.”*

*“That it was an opportunity to disassociate itself with the Portland water source so the city of Tigard has more control of its own destiny as far as water goes.”*

*“Something about they were trying to clean river water.”*

*“Costly, but it did make sense.”*

Table 5 shows the most-mentioned responses.

**Table 5  
Heard/Read about Partnership**

<b>Response Category</b>	<b>Total N=245</b>	<b>LO Serv. Area N=142</b>	<b>Tigard Serv. Area N=108</b>
Just know about a partnership/it exists/it's happening	35%	33%	38%
Just read it in the paper/newsletter/mailer	16%	19%	13%
Tigard and Lake Oswego joining together	12%	17%	9%
Sharing costs/cheaper	11%	14%	8%
Sharing water	9%	12%	6%
Good idea/in favor	6%	4%	7%
Lake Oswego selling water to Tigard	4%	6%	2%
Getting water from Willamette River	4%	2%	7%
Getting water from Clackamas River	3%	2%	4%
Bad idea/not in favor	2%	2%	2%
Expansion of current system	2%	2%	2%
Getting water from Tualatin	2%	2%	2%
All other responses	1% or less	1% or less	1% or less
Nothing/none/refused	1%	1%	2%
Don't know	11%	8%	13%

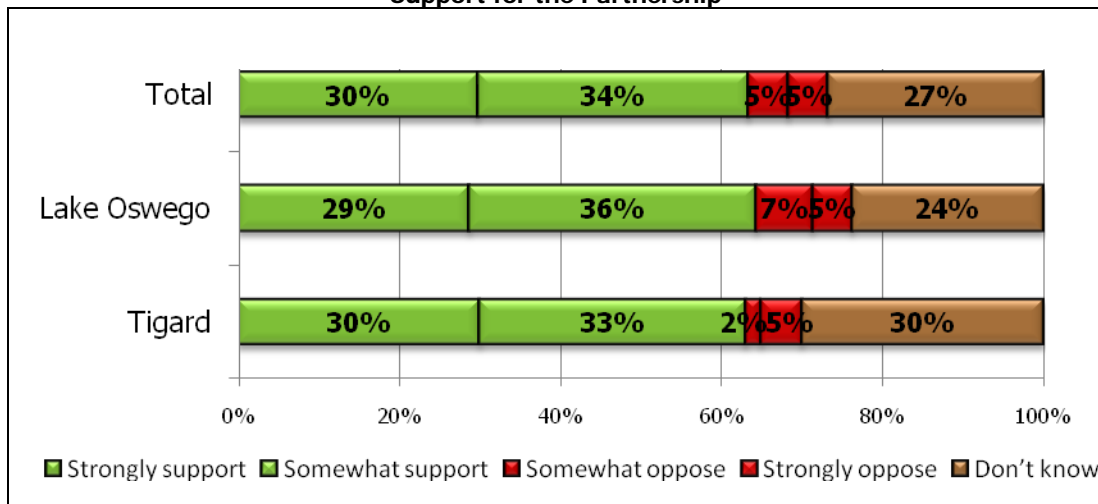
Source: Davis, Hibbitts, & Midghall, Inc. (DHM), February 2010

The highest ranked category is a general “just know about it” response (35%), with females more likely to say this (41% v. 29%). Overall, 16% report they read about it in the paper or in a newsletter/mailer, with ages 18-34 (40% v. ages 55+: 11%) and those not responsible for the utility bill (31% v. 13%) giving this response more often. One in ten (11%) respond don’t know.

The primary source of information for those who had heard of the partnership was some type of print media, mostly newspapers (Q25). Some mention a local newspaper generally (39%), while others name specific papers such as the *Lake Oswego Review* (15%), *The Oregonian* (14%), and the *Tigard Times* (7%). Understandably, Lake Oswego voters named their local paper more often and the same for Tigard. City newsletters (15%) and mailers/flyers (10%) are the second most mentioned type of print media.

We ended our general questioning about the partnership by asking if respondents oppose or support the partnership based on what they knew at the time (Q26).

**Chart 8  
Support for the Partnership**

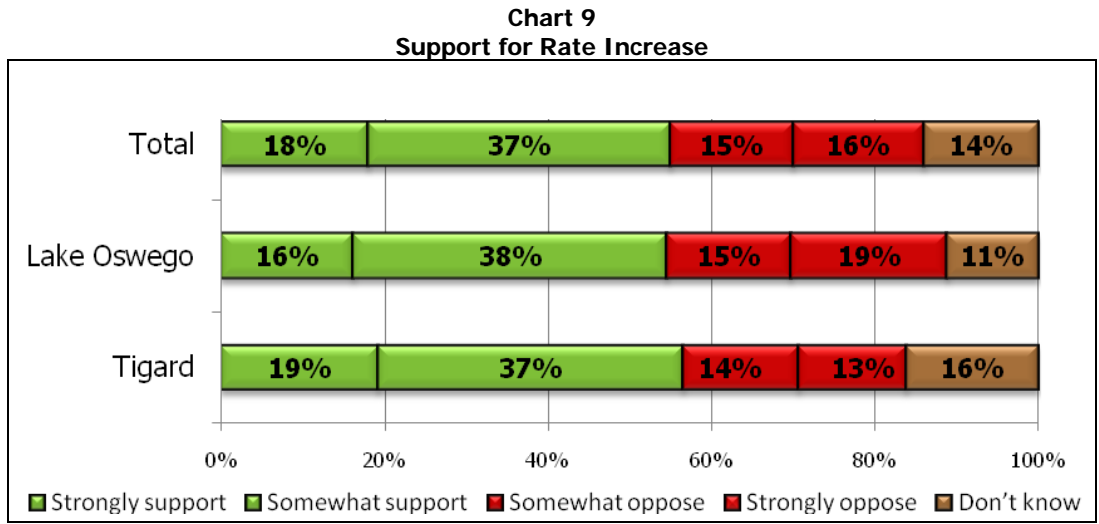


Source: Davis, Hibbitts, & Midghall, Inc. (DHM), February 2010

Over six in ten (64%) overall say they either strongly (30%) or somewhat (34%) support the partnership. Sentiment among Lake Oswego and Tigard voters is essentially the same. Over a quarter (27%) say don't know. Responses are similar across all subgroups.

**E. Attitudes Toward Rate Increase**

We read a short description of the Lake Oswego-Tigard Water Partnership to each voter and then asked, if they were assured the money were spent wisely, would they oppose or support an increase in what they pay for water to support expanding Lake Oswego's existing drinking water infrastructure so that it can serve both Lake Oswego and Tigard (Q27).



Source: Davis, Hibbitts, & Midghall, Inc. (DHM), February 2010

A small majority (55%) would strongly (18%) or somewhat (37%) support a water rate increase. These numbers are far below the overall support for the partnership. Notably, responses are similar between Lake Oswego and Tigard and across all subgroups, except that residents of 6+ years are more likely to say *strongly* oppose (6-21+ years: range of 16% - 21% v. 5 years or less: 6%).

Among supporters (n=331), we asked for their reasons, unprompted (Q29).

- "I think it would be a good partnership and it would secure a steady water source."*
- "If I have the right information and the money was spent right and they were near capacity then sure I would support it."*
- "Because it is important to have clean drinking water."*
- "It makes sense to have a joint venture. I just think it makes sense to work together."*

The top reason they offer focuses on maintaining clean, safe drinking water.

**Table 6**  
**Reasons to Support**

<b>Response Category</b>	<b>Total N=245</b>	<b>LO Serv. Area N=142</b>	<b>Tigard Serv. Area N=108</b>
Important/necessary to maintain clean, safe drinking water	37%	38%	36%
Shared cost and resources/more economical	18%	16%	19%
Need more information before making a decision	17%	17%	16%
Adequate supply of water	12%	8%	16%
Support but concerned about expense of project	9%	9%	9%
Good investment for community	9%	8%	10%
Upgrade/expand current system	8%	11%	6%
As long as the money is spent as said	7%	5%	8%
Good idea	4%	2%	6%
Provide drinking water for future generations	4%	2%	5%
Keep up with population growth	3%	6%	1%
All other responses	1% or less	1% or less	1% or less
Nothing/none/refused	0%	1%	0%
Don't know	3%	4%	2%
Important/necessary to maintain clean, safe drinking water	37%	38%	36%

Source: Davis, Hibbitts, & Midghall, Inc. (DHM), February 2010

For the top three reasons, there are no significant differences between Lake Oswego and Tigard voters. Residents of 11-20 years mention the importance of *clean, safe drinking water* more often than those with 5 years or less (47% v. 29%). There are no subgroup variations for the second highest mention – *shared cost and resources is more economical*. We note that a related reason - this is a *good investment for the community* – is mentioned by an additional 9%. The third ranked reason – *need more information* – is offered more often by ages 35-54 (21% v. ages 55+: 12%) and the fourth – *adequate supply of water* – comes up more often among Tigard voters (16% v. 8%) and shortest and longest term residents (5 years or less: 21%, 21+ years: 13% v. 6-10 years: 4%).

We also asked opponents (n=185) for their reasons (Q28).

*“We are already paying enough.”*

*“I just want to focus on my own community and Oswego focus on theirs. They can afford it, we can't.”*

*“Because I don't trust the efficiency of government spending.”*

*“I don't agree paying more money for Lake Oswego's water.”*

*“We can hardly afford our water bill right now.”*

Table 7 shows the reasons to oppose mentioned most often.

**Table 7  
Reasons to Oppose**

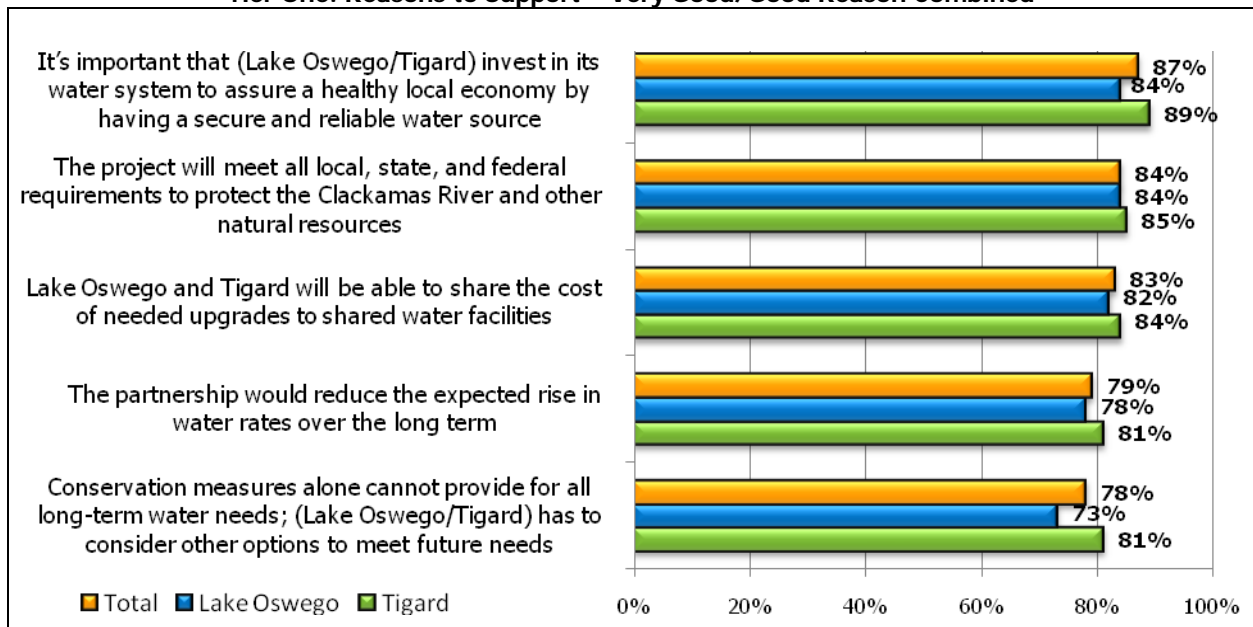
Response Category	Total N=185	LO Serv. Area N=115	Tigard Serv. Area N=83
Cost increase, cannot afford/do not want	59%	62%	57%
Each city/county should take care of their own	13%	12%	14%
Need more information/don't know enough about it	13%	9%	16%
Money won't be spent/handled wisely	6%	7%	4%
Don't want to drink water from a lake/river	3%	1%	5%
Happy with the system the way it is	2%	4%	1%
Have plenty of water	2%	4%	1%
Lake Oswego should pay the excess/pay more	2%	1%	3%
City of Tigard should be responsible	2%	3%	1%
All other responses	1% or less	1% or less	1% or less
Nothing/none/refused	1%	2%	0%
Don't know	0%	1%	0%

Source: Davis, Hibbitts, & Midghall, Inc. (DHM), February 2010

Nearly six in 10 opponents say they *cannot afford or do not want to pay more*. Responses are consistent across all subgroups, except that residents of 6-10 years mention the *cost increase/cannot afford* this more often than those of 21+ years (71% v. 49%). *Each city/county should take care of their own* and *need more information* rank second in frequency (13% each).

We then presented respondents with a list of nine prepared reasons and asked if each is a very good, good, poor, or very poor reason to support the plan (Q30-Q38). The reasons are grouped into three tiers.

**Chart 10  
Tier One: Reasons to Support – Very Good/Good Reason Combined**



Source: Davis, Hibbitts, & Midghall, Inc. (DHM), February 2010

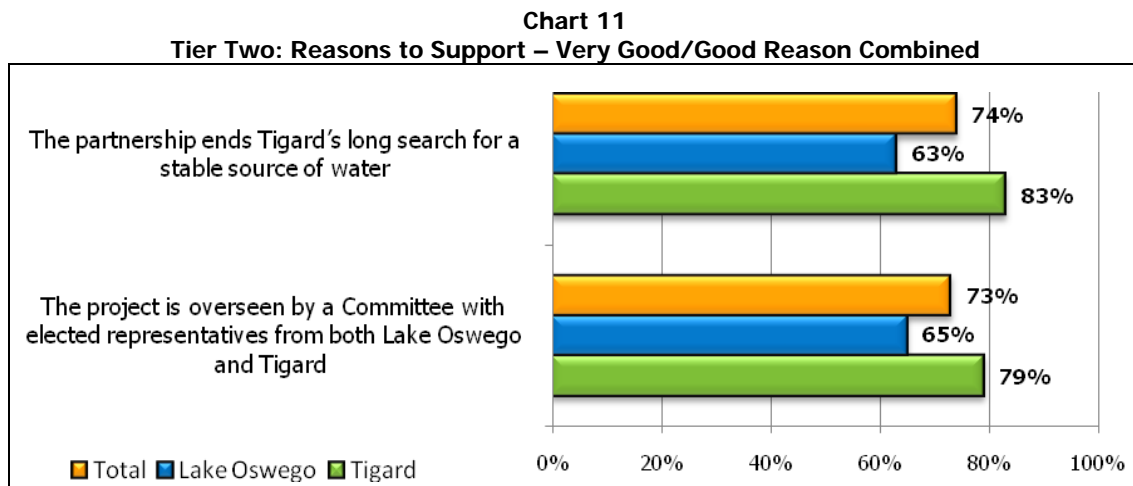


The five reasons in the top tier are rated as a very good/good reason by 78% up to 87% of all respondents. Good reason ratings for the top four in this tier are similar between the two water service areas.

For the fifth reason in the top tier – *conservation measures alone cannot provide for all long-term water needs; Lake Oswego/Tigard has to consider other options to meet future needs* – Tigard voters (81%) are more likely to think this reason is very good/good than Lake Oswego voters (73%) and Lake Oswego voters (18%) say it is a very poor/poor reason more often than Tigard voters (11%).

Looking at subgroup variations, we find that shorter-term residents (5 years or less: 92% v. 21+: 83%) rate the top-ranked reason *invest in its water system* higher. *Sharing the cost* is more appealing as a good reason to males (87% v. 79%), ages 18-34 (90% v. ages 55+: 79%), and residents of 5 years or less (93% v. 11-20: 80%, 21+: 79%). *Reducing the expected rise in rates over the long term* rates higher among ages 35-54 (82% v. 55+: 75%) and residents of up to 10 years (5 or less: 87%, 6-10: 85% v. 21+: 76%). Males (82% v. 74%), residents of 5 years or less (88% v. 11-21+: 75%) and highest income (84% v. \$50K or less: 74%) give higher ratings to the reason that *conservation measures alone cannot provide for long-term water needs*.

The second tier responses are below.

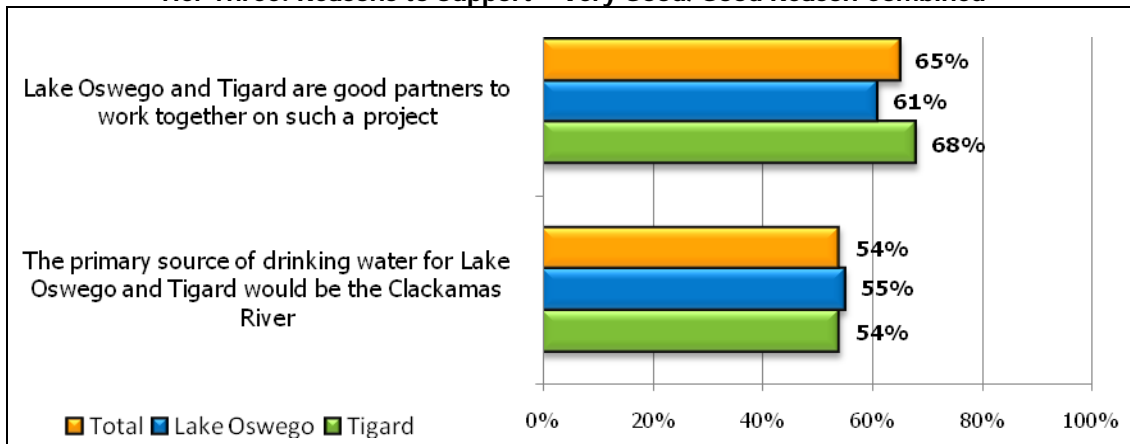


Source: Davis, Hibbitts, & Midghall, Inc. (DHM), February 2010

There are significant differences between the two service areas in ratings for the two reasons in this second tier. Tigard voters rate both higher than Lake Oswego voters – the *partnership ends Tigard's long search for a stable source of water* higher than Lake Oswego (83% v. 64%) and the *project is overseen by a committee of elected representatives from both Lake Oswego and Tigard* (79% v. 65%). For the latter, shortest term residents also give higher ratings (83% v. 6-10: 70%, 11-20: 69%).

The third and final tier is in the following chart.

**Chart 12**  
**Tier Three: Reasons to Support – Very Good/Good Reason Combined**

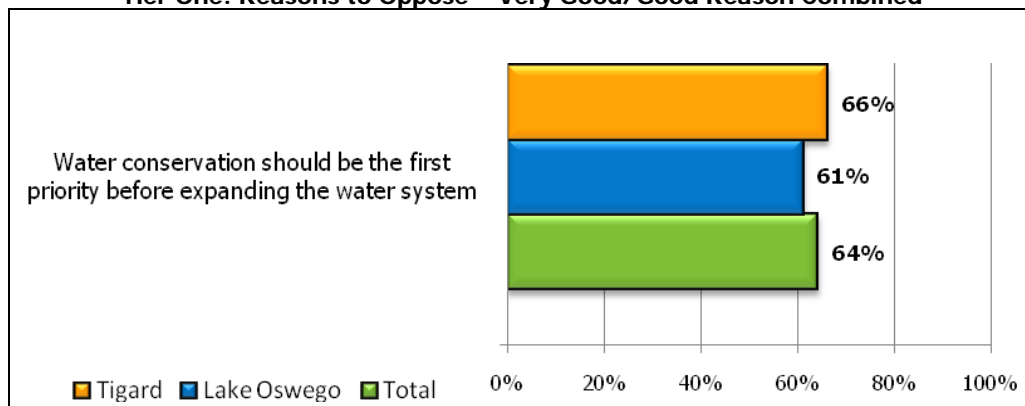


Source: Davis, Hibbitts, & Midghall, Inc. (DHM), February 2010

There are no notable differences between the two service areas for the two lowest rated reasons. A fairly high 18% respond don't know to the reason *Lake Oswego and Tigard are good partners to work together on such a project*. An even higher 22% say don't know when asked to rate the reason *the primary source of drinking water for Lake Oswego and Tigard would be the Clackamas River*, with highest don't know responses from females (30%). For the latter reason, males rate this reason notably higher than females (64% v. 44%).

We also asked respondents to rate reasons to oppose the plan (Q39-Q45).

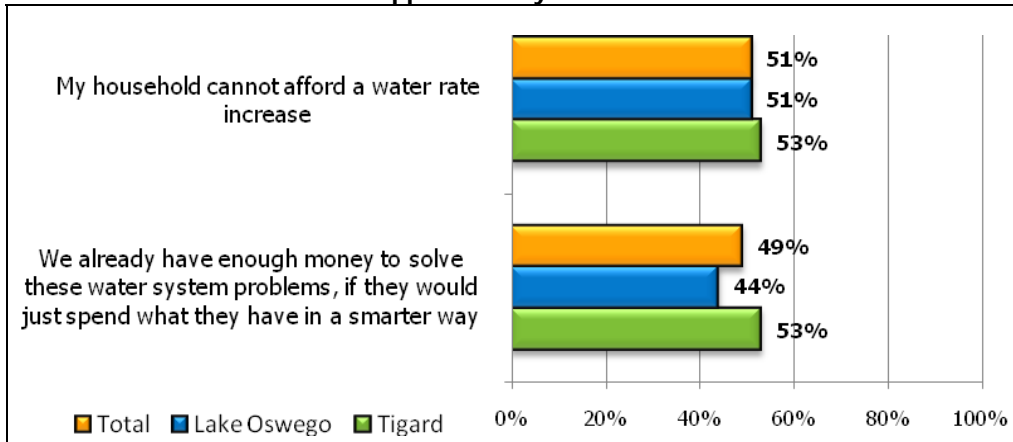
**Chart 13**  
**Tier One: Reasons to Oppose – Very Good/Good Reason Combined**



Source: Davis, Hibbitts, & Midghall, Inc. (DHM), February 2010

Overall, ratings for reasons to oppose are lower than for the reasons to support, within tier one, top-ranked reason – *water conservation should be the first priority before expanding the water system* – considered a very good/good reason to oppose by 64% of all respondents. This reason receives higher ratings from ages 18-34 (79% v. 35-54: 62%, 55+: 59%).

**Chart 14**  
**Tier Two: Reasons to Oppose – Very Good/Good Reason Combined**

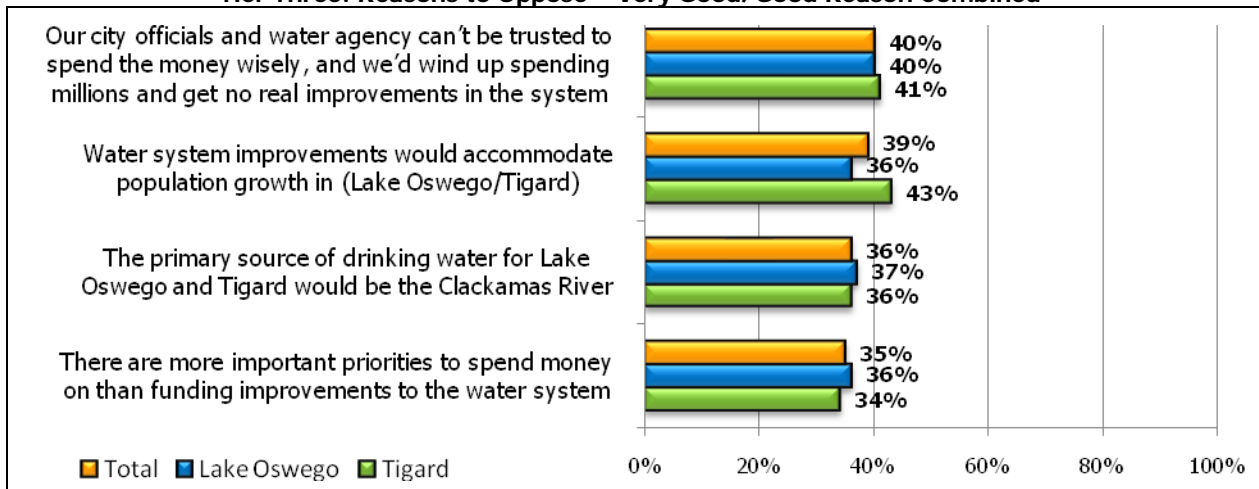


Source: Davis, Hibbitts, & Midghall, Inc. (DHM), February 2010

As we would expect, the youngest age group (69% v. 35-54: 51%, 55+: 46%) and lowest income voters (59% v. \$100K+: 46%) give a higher rating to *my household cannot afford a water rate increase*, as do residents of 21+ years (58% v. 11-20: 46%).

The only reason that demonstrates a significant difference between the two service areas is *we already have enough money to solve these water system problems*. Tigard voters (54%) rate this reason higher than Lake Oswego voters (44%), as do ages 18-34 (66% v. 35-54: 49%, 55+: 43%). There also are higher don't know responses among ages 55+ (20%) and lowest income (19%).

**Chart 15**  
**Tier Three: Reasons to Oppose – Very Good/Good Reason Combined**



Source: Davis, Hibbitts, & Midghall, Inc. (DHM), February 2010

There are no notable subgroup variations for the next ranked reason to oppose – *our city officials and water agency can't be trusted to spend the money wisely*, although females (16%) and lowest income (14%) have higher don't know responses. Ratings for the reason that *water system improvements would accommodate population growth in Lake Oswego/Tigard* are consistent across all subgroups, except that those not responsible for the utility bill rate this higher (49% v. 37%).

The two lowest-rated reasons to oppose receive just a bit more than one-third saying they are very good/good reasons. Two in ten (20%) respond don't know when asked to rate the reason *the primary source of drinking water for Lake Oswego and Tigard would be the Clackamas River*, with even higher don't know responses from females (27% v. 14%), shorter term residents (5 or less: 29%, 6-10: 24%) and those with incomes of \$50K-\$100K (24%). This reason to oppose is rated higher by longer term residents (6-21+ years: range of 36% to 44% v. 5 years or less: 19%).

*There are more important priorities to spend money on than funding improvements to the water system* is rated as a reason to oppose by ages 18-34 (48% v. 55+: 29%) and those not responsible for the utility bill (43% v. 32%). Two in ten respond don't know.

**Lake Oswego-Tigard Water Partnership Survey**  
**February, 2010; N=600\* voters (N=300 Lake Oswego area, N= 300 Tigard area)**  
**Davis, Hibbitts & Midghall, Inc. (DHM)**

Hello, my name is \_\_\_\_\_ and I am calling on behalf of DHM, a firm that conducts opinion research in the state of Oregon. We are not trying to sell anything. Your opinions are important and we would like to ask you a few questions about local government services. May I please speak to \_\_\_\_\_ **[MUST SPEAK TO NAME ON LIST. IF UNAVAILABLE, SCHEDULE CALLBACK]**

1. All in all, would you say that things in **(CITY NAME FROM SAMPLE)** are headed in the right direction or are things pretty much off on the wrong track?

Response Category	Total N=600	LO Serv. Area N=300	Tigard Serv. Area N=300
Right direction	70%	64%	75%
Wrong track	16%	20%	14%
Don't know	14%	16%	11%

2. What would you say is the biggest issue facing **(CITY NAME FROM SAMPLE)** today that you would like to see your local government officials work on improving?

Response Category	Total N=600	LO Serv. Area N=300	Tigard Serv. Area N=300
Infrastructure repairs- roads/sidewalks/street lights	13%	9%	16%
Traffic congestion	10%	2%	16%
Government spending	7%	11%	4%
High taxes	7%	7%	7%
Education- general	5%	7%	4%
Education funding	5%	6%	4%
Parks and recreation	5%	2%	7%
Do something with West End building	3%	7%	0%
Development/construction in areas	3%	2%	4%
Fixing I-99	3%	0%	5%
Public transit- light rail/buses	3%	3%	3%
Protecting the environment	3%	4%	2%
Business development	3%	3%	3%
Job creation	2%	2%	3%
Land zoning/planning	2%	3%	1%
Listening to citizens	2%	3%	1%
Downtown revitalization	2%	1%	3%
Fixing sewer system	2%	4%	0%
Balancing budget	2%	3%	1%
Building community center	2%	2%	1%
All other responses	1% or less	1% or less	1% or less
Nothing/none/refused	9%	10%	8%
Don't know	10%	8%	12%

\*The n=600 is weighted proportionately for Tigard Service Area (57%) and Lake Oswego Service Area (43%)

3. To the best of your knowledge, who provides drinking water service to your home? **(OPEN, PROBE FOR RESPONSES)**

Response Category	Total N=600	LO Serv. Area N=300	Tigard Serv. Area N=300
City of Tigard	32%	0%	55%
City of Lake Oswego	24%	55%	1%
The City (unspecified)	9%	14%	5%
Bull Run	8%	5%	11%
Tualatin River	3%	1%	5%
The Clackamas River	3%	7%	1%
Clean/Clear Water Services	2%	1%	4%
Portland	2%	1%	4%
All other responses	1% or less	1% or less	1% or less
Nothing/none/refused	0%	1%	0%
Don't know	15%	14%	15%

4. Overall, are you not at all satisfied, not very satisfied, somewhat satisfied, or very satisfied with your drinking water service?

Response Category	Total N=600	LO Serv. Area N=300	Tigard Serv. Area N=300
Not at all satisfied	2%	3%	1%
Not very satisfied	3%	3%	3%
Somewhat satisfied	30%	30%	30%
Very satisfied	64%	63%	65%
Don't know	1%	1%	1%

5. **(IF NOT SATISFIED TO Q4) Why? (OPEN, PROBE FOR RESPONSES)**

Response Category	Total N=29 responses	LO Serv. Area N=18 responses	Tigard Serv. Area N=13 responses
Expensive	10	8	3
Tastes bad/quality bad	9	5	5
No fluoride	4	1	3
Don't drink water	3	1	2
Dirty water	2	3	0
Chlorinated	2	1	1
Other	5	3	2
Nothing/none/refused	2	0	2
Don't know	1	1	0

6. (IF SATISFIED TO Q4) Why? (OPEN, PROBE FOR RESPONSES)

Response Category	Total N=567	LO Serv. Area N=280	Tigard Serv. Area N=285
Good quality/tastes good	47%	59%	39%
Never had any problems/complaints	27%	20%	32%
Clean water	17%	16%	18%
Dependable service	15%	13%	16%
Expensive	8%	7%	8%
Good price	5%	6%	5%
Safe to drink/healthy	3%	4%	3%
Satisfied but can have bad/dirty taste	3%	5%	2%
Plentiful	3%	2%	3%
Chemical free	2%	1%	3%
Satisfied but needs fluoride	2%	1%	2%
Use a filter	2%	3%	1%
All other responses	1% or less	1% or less	1% or less
Nothing/none/refused	2%	3%	1%
Don't know	1%	1%	1%

7. Which of the following best describes your household? (READ & ROTATE LIST, ACCEPT ONE RESPONSE)

Response Category	Total N=600	LO Serv. Area N=300	Tigard Serv. Area N=300
My household mostly drinks water straight from the tap without using a filter	51%	52%	50%
My household mostly drinks water from the tap after running it through a filter	39%	38%	39%
My household mostly drinks bottled or purchased water and uses tap water for cooking and cleaning	10%	10%	10%
Don't know	1%	1%	1%

The City of Lake Oswego (FOR CITY OF LAKE OSWEGO PRECINCTS) /The City of Tigard (FOR TIGARD PRECINCTS) provide water service in your community. I would like to ask you about some specific aspects of the water service that the city provides to you as a customer. Please tell me if you think they are doing a very poor job, a poor job, a good job, or a very good job in each of the following areas? (ROTATE Q8-Q14)

Response Category	Very poor job	Poor job	Good job	Very good job	DK
<b>Providing drinking water that is safe (q9)</b>					
Total, N=600	1%	2%	51%	43%	4%
LO Service Area, N=300	1%	1%	48%	45%	6%
Tigard Service Area, N=300	1%	2%	53%	42%	3%

Response Category	Very poor job	Poor job	Good job	Very good job	DK
<b>Providing drinking water that is pleasant tasting (q10)</b>					
Total, N=600	1%	6%	47%	44%	2%
LO Service Area, N=300	2%	9%	46%	42%	2%
Tigard Service Area, N=300	1%	4%	48%	45%	2%
<b>Keeping you informed about issues related to your drinking water service (q12)</b>					
Total, N=600	1%	10%	53%	28%	9%
LO Service Area, N=300	2%	13%	46%	30%	9%
Tigard Service Area, N=300	0%	7%	58%	27%	9%
<b>Working to maintain and preserve the City's drinking water source (q14)</b>					
Total, N=600	0%	4%	49%	25%	22%
LO Service Area, N=300	1%	4%	46%	27%	22%
Tigard Service Area, N=300	0%	3%	51%	23%	22%
<b>Promoting water conservation (q13)</b>					
Total, N=600	2%	11%	50%	24%	13%
LO Service Area, N=300	2%	15%	46%	24%	12%
Tigard Service Area, N=300	1%	8%	54%	23%	13%
<b>Providing responsive customer service (q11)</b>					
Total, N=600	0%	2%	44%	22%	32%
LO Service Area, N=300	1%	3%	39%	20%	37%
Tigard Service Area, N=300	0%	1%	48%	24%	27%
<b>Providing reasonable rates (q8)</b>					
Total, N=600	5%	17%	52%	11%	16%
LO Service Area, N=300	8%	19%	46%	13%	14%
Tigard Service Area, N=300	3%	15%	56%	9%	17%

15. Would you happen to know where the City of Lake Oswego (**FOR CITY OF LAKE OSWEGO PRECINCTS**) /The City of Tigard (**FOR TIGARD PRECINCTS**) gets its water from? If you don't know, or aren't sure, just let me know. (**RECORD RESPONSE**)

Response Category	Total N=600	LO Serv. Area N=300	Tigard Serv. Area N=300
Bull Run	27%	14%	36%
Clackamas River	13%	28%	1%
Tualatin River	4%	7%	1%
Willamette River	3%	4%	3%
Portland	3%	0%	5%
Reservoir	2%	2%	2%
All other responses	1% or less	1% or less	1% or less
Nothing/none/refused	1%	1%	1%
Don't know	41%	39%	44%



16. Which of the following is the best drinking water source? **(READ & ROTATE LIST, RECORD ONE RESPONSE)**

Response Category	Total N=600	LO Serv. Area N=300	Tigard Serv. Area N=300
Bull Run	49%	45%	52%
Groundwater wells	12%	12%	13%
Clackamas River	8%	13%	4%
Willamette River	3%	3%	3%
All other responses	1% or less	1% or less	1% or less
Don't know	26%	26%	27%

17. What is the second best source? **(READ & ROTATE LIST, RECORD ONE RESPONSE)**

Response Category	Total N=443	LO Serv. Area N=223	Tigard Serv. Area N=220
Groundwater wells	24%	17%	30%
Clackamas River	22%	33%	13%
Bull Run	19%	21%	17%
Trask River	7%	5%	8%
Tualatin River	6%	4%	8%
Willamette River	3%	2%	4%
Don't know	19%	17%	21%

Using a scale of 1 to 7, where 1 is not important and 7 is very important, how would you rate the following statements? **(ROTATE Q18-Q22)**

Response Category	Mean	6+7	DK
<b>Treat drinking water so that it is safe to drink and meets state and federal standards (q20)</b>			
Total, N=600	6.5	86%	1%
LO Service Area, N=300	6.4	83%	1%
Tigard Service Area, N=300	6.6	89%	1%
<b>Preserve and protect the stream that supplies our drinking water (q18)</b>			
Total, N=600	6.4	84%	2%
LO Service Area, N=300	6.4	82%	2%
Tigard Service Area, N=300	6.5	85%	1%
<b>Provide an adequate supply of drinking water to meet the community's current and future needs (q22)</b>			
Total, N=600	6.4	83%	1%
LO Service Area, N=300	6.4	84%	1%
Tigard Service Area, N=300	6.4	82%	2%
<b>Provide customers with the safest possible drinking water at any cost (q21)</b>			
Total, N=600	5.9	62%	4%
LO Service Area, N=300	5.8	59%	5%
Tigard Service Area, N=300	6.0	64%	3%
<b>Conserve drinking water before expanding capacity (q19)</b>			
Total, N=600	5.6	54%	8%
LO Service Area, N=300	5.6	55%	9%
Tigard Service Area, N=300	5.6	53%	8%

23. In 2008, the cities of Lake Oswego and Tigard formally endorsed a partnership agreement for sharing drinking water resources and costs. Have you read or heard anything about this?

Response Category	Total N=600	LO Serv. Area N=300	Tigard Serv. Area N=300
Yes	41%	47%	36%
No	56%	49%	61%
Don't know	3%	3%	3%

24. (IF YES TO Q24) What did you read or hear about this partnership? (OPEN, PROBE FOR RESPONSES)

Response Category	Total N=245	LO Serv. Area N=142	Tigard Serv. Area N=108
Just know about a partnership/it exists/it's happening	35%	33%	38%
Just read it in the paper/newsletter/mailer	16%	19%	13%
Tigard and Lake Oswego joining together	12%	17%	9%
Sharing costs/cheaper	11%	14%	8%
Sharing water	9%	12%	6%
Good idea/in favor	6%	4%	7%
Lake Oswego selling water to Tigard	4%	6%	2%
Getting water from Willamette River	4%	2%	7%
Getting water from Clackamas River	3%	2%	4%
Bad idea/not in favor	2%	2%	2%
Expansion of current system	2%	2%	2%
Getting water from Tualatin	2%	2%	2%
All other responses	1% or less	1% or less	1% or less
Nothing/none/refused	1%	1%	2%
Don't know	11%	8%	13%

25. **(IF YES TO Q24)** What was your source of information about this partnership? **(OPEN, PROBE FOR RESPONSES)**

Response Category	Total N=245	LO Serv. Area N=142	Tigard Serv. Area N=108
Local newspaper	39%	42%	37%
Lake Oswego Review	15%	29%	1%
The Oregonian	14%	12%	16%
City newsletter	13%	8%	17%
Mailers/flyers	10%	6%	13%
Tigard Times	7%	1%	14%
Word of mouth	5%	6%	4%
Television	4%	3%	6%
Online	3%	4%	3%
Radio	3%	2%	4%
City council meeting	2%	4%	1%
Hello Lake Oswego Newsletter	2%	5%	0%
The Bulletin	2%	2%	2%
Other	6%	3%	9%
Don't know	4%	3%	4%

26. **(IF YES TO Q24)** Based on what you now know, do you oppose or support this partnership? **(WAIT AND ASK)** Is that strongly or somewhat?

Response Category	Total N=245	LO Serv. Area N=142	Tigard Serv. Area N=108
Strongly oppose	5%	5%	5%
Somewhat oppose	5%	7%	2%
Somewhat support	34%	36%	33%
Strongly support	30%	29%	30%
Don't know	27%	24%	30%

27. **(ASK ALL)** In a moment I will ask some specific questions about the partnership, but first let me read you a description of it.

*The Lake Oswego-Tigard Water Partnership will upgrade and expand Lake Oswego's existing drinking water infrastructure so that it can serve both communities. Lake Oswego's water supply system is near capacity and key facilities need expansion and upgrades. Tigard needs a secure, dependable water source. Both cities want to keep water affordable for their customers and sharing the cost of new infrastructure to serve both communities does that.*

If you were assured the money was spent wisely, would you oppose or support an increase in what you pay for water to support expanding Lake Oswego's existing drinking water infrastructure so that it can serve both Lake Oswego and Tigard? **[Ask: Is that strongly or somewhat oppose/support]**

Response Category	Total N=600	LO Serv. Area N=300	Tigard Serv. Area N=300
Strongly oppose	16%	19%	13%
Somewhat oppose	15%	15%	14%
Somewhat support	37%	38%	37%
Strongly support	18%	16%	19%
Don't know	14%	11%	16%

**28. (IF OPPOSED TO Q27) Why? (OPEN, PROBE FOR RESPONSES)**

Response Category	Total N=185	LO Serv. Area N=105	Tigard Serv. Area N=83
Cost increase, cannot afford/do not want	59%	62%	57%
Each city/county should take care of their own	13%	12%	14%
Need more information/don't know enough about it	13%	9%	16%
Money won't be spent/handled wisely	6%	7%	4%
Don't want to drink water from a lake/river	3%	1%	5%
Happy with the system the way it is	2%	4%	1%
Have plenty of water	2%	4%	1%
Lake Oswego should pay the excess/pay more	2%	1%	3%
City of Tigard should be responsible	2%	3%	1%
All other responses	1% or less	1% or less	1% or less
Nothing/none/refused	1%	2%	0%
Don't know	0%	1%	0%

**29. (IF SUPPORT TO Q27) Why? (OPEN, PROBE FOR RESPONSES)**

Response Category	Total N=245	LO Serv. Area N=142	Tigard Serv. Area N=108
Important/necessary to maintain clean, safe drinking water	37%	38%	36%
Shared cost and resources/more economical	18%	16%	19%
Need more information before making a decision	17%	17%	16%
Adequate supply of water	12%	8%	16%
Support but concerned about expense of project	9%	9%	9%
Good investment for community	9%	8%	10%
Upgrade/expand current system	8%	11%	6%
As long as the money is spent as said	7%	5%	8%
Good idea	4%	2%	6%
Provide drinking water for future generations	4%	2%	5%
Keep up with population growth	3%	6%	1%
All other responses	1% or less	1% or less	1% or less
Nothing/none/refused	0%	1%	0%
Don't know	3%	4%	2%

Now, I would like to read some reasons to support the plan. For each reason, please tell me if it is a very poor, poor, good, or very good reason to support the plan. (ROTATE Q30-Q38)

Response Category	Very poor reason	Poor reason	Good reason	Very good reason	DK
<b>It's important that (Lake Oswego/Tigard) invest in its water system to assure a healthy local economy by having a secure and reliable water source (q36)</b>					
Total, N=600	2%	7%	52%	35%	3%
LO Service Area, N=300	4%	9%	47%	37%	3%
Tigard Service Area, N=300	1%	6%	55%	34%	3%
<b>The project will meet all local, state, and federal requirements to protect the Clackamas River and other natural resources (q32)</b>					
Total, N=600	2%	8%	51%	33%	5%
LO Service Area, N=300	3%	8%	53%	31%	5%
Tigard Service Area, N=300	1%	8%	50%	35%	6%
<b>Lake Oswego and Tigard will be able to share the cost of needed upgrades to shared water facilities (q31)</b>					
Total, N=600	3%	8%	59%	24%	6%
LO Service Area, N=300	3%	8%	55%	27%	5%
Tigard Service Area, N=300	2%	7%	62%	22%	7%
<b>The partnership would reduce the expected rise in water rates over the long term (q34)</b>					
Total, N=600	3%	9%	48%	31%	8%
LO Service Area, N=300	4%	8%	48%	30%	11%
Tigard Service Area, N=300	2%	11%	49%	32%	6%
<b>Conservation measures alone cannot provide for all long-term water needs; (Lake Oswego/Tigard) has to consider other options to meet future needs (q35)</b>					
Total, N=600	2%	11%	57%	21%	9%
LO Service Area, N=300	4%	14%	53%	20%	9%
Tigard Service Area, N=300	1%	10%	59%	22%	8%
<b>The partnership ends Tigard's long search for a stable source of water (q30)</b>					
Total, N=600	3%	14%	52%	22%	9%
LO Service Area, N=300	5%	22%	47%	16%	9%
Tigard Service Area, N=300	2%	7%	57%	26%	8%
<b>The project is overseen by a Committee with elected representatives from both Lake Oswego and Tigard (q33)</b>					
Total, N=600	4%	16%	56%	17%	7%
LO Service Area, N=300	8%	19%	49%	16%	8%
Tigard Service Area, N=300	2%	13%	61%	18%	7%
<b>Lake Oswego and Tigard are good partners to work together on such a project (q38)</b>					
Total, N=600	3%	14%	51%	14%	18%
LO Service Area, N=300	3%	16%	49%	12%	20%
Tigard Service Area, N=300	3%	13%	53%	15%	16%
<b>The primary source of drinking water for Lake Oswego and Tigard would be the Clackamas River (q37)</b>					
Total, N=600	6%	18%	46%	8%	22%
LO Service Area, N=300	6%	16%	46%	9%	23%
Tigard Service Area, N=300	6%	19%	46%	8%	22%

Now, here are some reasons to oppose the plan. For each reason I read, please tell me if it is a very poor, poor, good, or very good reason to oppose the plan. (ROTATE Q39-Q45)

Response Category	Very poor reason	Poor reason	Good reason	Very good reason	DK
<b>Water conservation should be the first priority before expanding the water system (q45)</b>					
Total, N=600	5%	25%	50%	14%	6%
LO Service Area, N=300	5%	28%	46%	15%	5%
Tigard Service Area, N=300	5%	23%	52%	14%	6%
<b>My household cannot afford a water rate increase (q39)</b>					
Total, N=600	6%	35%	35%	16%	7%
LO Service Area, N=300	4%	37%	34%	17%	8%
Tigard Service Area, N=300	8%	33%	37%	16%	7%
<b>We already have enough money to solve these water system problems, if they would just spend what they have in a smarter way (q43)</b>					
Total, N=600	8%	28%	33%	16%	14%
LO Service Area, N=300	9%	30%	28%	16%	16%
Tigard Service Area, N=300	8%	27%	37%	16%	12%
<b>Our city officials and water agency can't be trusted to spend the money wisely, and we'd wind up spending millions and get no real improvements in the system (q41)</b>					
Total, N=600	13%	36%	27%	13%	11%
LO Service Area, N=300	12%	36%	26%	14%	12%
Tigard Service Area, N=300	13%	36%	29%	12%	10%
<b>Water system improvements would accommodate population growth in (Lake Oswego/Tigard) (q44)</b>					
Total, N=600	8%	42%	34%	5%	10%
LO Service Area, N=300	10%	45%	32%	4%	9%
Tigard Service Area, N=300	7%	39%	37%	6%	11%
<b>The primary source of drinking water for Lake Oswego and Tigard would be the Clackamas River (q40)</b>					
Total, N=600	9%	34%	28%	8%	20%
LO Service Area, N=300	10%	35%	29%	8%	18%
Tigard Service Area, N=300	9%	34%	28%	8%	22%
<b>There are more important priorities to spend money on than funding improvements to the water system (q42)</b>					
Total, N=600	10%	45%	27%	8%	10%
LO Service Area, N=300	12%	43%	30%	6%	9%
Tigard Service Area, N=300	8%	47%	25%	9%	11%

The following questions are for demographic purposes only.

46. Is your age between (READ LIST) MUST MEET QUOTAS FOR TIGARD, N=300 & LAKE OSWEGO, N=300)

Response Category	Total N=600	LO Serv. Area N=300	Tigard Serv. Area N=300
18-24	6%	4%	8%
25-34	11%	9%	13%
35-54	43%	44%	42%
55-64	18%	18%	18%
65 and above	21%	22%	19%
Refused	1%	2%	0%

47. Do you currently own or rent your home?

Response Category	Total N=600	LO Serv. Area N=300	Tigard Serv. Area N=300
Rent	27%	29%	27%
Own	68%	67%	69%
Refused	4%	4%	4%

48. Are you the person responsible for paying the utility bills for your household?

Response Category	Total N=600	LO Serv. Area N=300	Tigard Serv. Area N=300
Yes	76%	73%	78%
No	23%	25%	22%
Refused	2%	3%	1%

49. How many people, including yourself, live in your household?

Response Category	Total N=600	LO Serv. Area N=300	Tigard Serv. Area N=300
1	17%	13%	20%
2	31%	36%	28%
3	16%	17%	16%
4	19%	19%	20%
5	10%	9%	11%
6 or more	3%	3%	3%
Refused	3%	4%	2%

50. How many years have you lived in (CITY FROM SAMPLE)

Response Category	Total N=600	LO Serv. Area N=300	Tigard Serv. Area N=300
Less than 1 year	1%	1%	1%
2-5 years	15%	12%	17%
6-10 years	21%	20%	22%
11-20 years	32%	29%	34%
More than 20 years	29%	35%	24%
Refused	2%	3%	2%

51. Is your total household income before taxes (READ LIST)

Response Category	Total N=600	LO Serv. Area N=300	Tigard Serv. Area N=300
Less than \$30,000	7%	5%	9%
Between \$30,000 and \$50,000	14%	12%	16%
Between \$50,000 and \$75,000	12%	9%	15%
Between \$75,000 and \$100,000	16%	15%	16%
Between \$100,000 and \$150,000	15%	18%	13%
More than \$150,000	14%	18%	12%
Refused	21%	23%	19%

52. Gender (BY OBSERVATION) MUST BE GENDER QUOTAS FOR TIGARD, N=300 & LAKE OSWEGO, N=300

Response Category	Total N=600	LO Serv. Area N=300	Tigard Serv. Area N=300
Male	50%	49%	51%
Female	50%	51%	49%

53. Area (BASED ON S1)

Lake Oswego service area	N=300
City of Lake Oswego	100%

Tigard service area	N=300
Tigard	71%
Bull Mountain	9%
King City	7%
Durham	2%
Unincorporated/blank	10%



**Q2: What would you say is the biggest issue facing Lake Oswego/Tigard today that you would like to see your local government officials work on improving?**

- Traffic improvements. The general movement of the traffic is very slow at times.
- Improving 99w
- Continue Hwy 99, six-lane it, I hate driving downtown. Do whatever it takes to fix it.
- Improvement of the roads.
- The street improvement.
- The streets. Some of them have potholes and it's not real good for my car.
- Roads, maintenance on the roads aren't good
- Better pedestrian safe walking for all residents. Sidewalks would be nice. A pass to connect to communities.
- Roads street are falling apart that it
- Fixing the roads.
- Streets patches aren't very good
- A little bit of street maintenance. Where I live we have a lot of Water runoff problems
- I think the light rail on the railroad needs to be set aside funding for that and the state should admit the area is growing and supply transportation
- Bus lanes, busses coming closer to where I live so I can ride it.
- Transportation. It needs to be better organized and operated. It sucks. It's not being helpful to my needs. That's it.
- Having the max train connect to Portland
- Transportation, I think the bus system is not very good and it's hard to get around
- Employment.
- People having more jobs and working at least 40 hours a week
- Jobs for people so many people are out of work
- I would like to see more parks in our area.
- Sewage interceptor, east end building.
- The west end building planning.
- I don't have any major complaints my major wish is that we use the west end building to house the library and the civic center its currently just sitting there
- Zoning
- The biggest thing would be the building permits and things like that. They are very restrictive.
- The roads are good, I think there's not a great deal that I'm aware of, bad decision on buying a community center
- Land usage
- Sensitive lands; the city is placing unnecessary restrictions on private lands because they need particular trees and so on
- The costs of living here and decisions made about the West-Inn building. And the kind of attitude that our council has.
- Protecting rural areas from development
- Too continue to preserve the land, with new development.
- Lack of open space, lack of parks.
- Utility rates water and sewer cost
- They've raised water rates, doubled and tripled them, which is difficult for older people on a fixed income.

**Q3: To the best of your knowledge, who provides drinking water service to your home?**

- It comes from the Bull Run water district
- Bull mountain run
- I know we get it, I'm not sure it's a Bull Run water from that shed, I'm not sure if it's from the city of Tigard I'm not sure.
- Bull Run. Tigard water district maybe
- Comes out of Bull Run through the Clackamas County.
- Part of it comes from bull run, part from the Willamette
- The city of Lake Oswego
- Well that is another thing that can be improved. It comes through Lake Oswego.
- Lake Oswego
- I heard Lake Oswego and Tigard signed an agreement
- I think it comes from the city of Lake Oswego and the Clackamas river
- Tigard water bureau
- The Clackamas River
- I pay for it through the water and sewage company but it comes from the Clackamas river
- City water and I believe it's the Clackamas River and treated by the Lake Oswego water facility.
- City of Portland
- Portland water service.
- Clean water services.
- Queen water services in Tigard.
- Clear water something like that.
- General water services, city of Lake Oswego
- Clean water and city of Tigard.
- Lake grove water district
- River grove water
- Lake Grove water district. Maybe city of Oswego
- Tualatin valley water services
- I think it's the Tualatin water district it comes through Tigard and sourced out of Bull Run.
- Clackamas county water district.
- I do believe there's a public utility like the water bureau. It's city water.
- I thought that we got it from the city of Beaverton half of the year.
- I'm assuming pride disposal is the only water bill I'm getting.
- Lake Oswego water authority
- Wolf creek
- Filter our own
- The city of West End
- We use the water from the refrigerator
- Lake public works
- We buy it from the store
- The water reservoir.
- River grove water district I think
- That is the west end facility I believe or it's Tualatin.

**Q5: Why are you not very/not at all satisfied with your drinking water service?**

- It taste bad and there are particles of stuff that we find in the drinking water.
- It seems change every season. The flavor and all that.
- Because it taste crummy and has a bad taste to it.
- Poor taste
- Because the water doesn't taste that good, unless it's real cold, it could be better.
- Tastes like crap.
- The reasons are is that the water is cloudy and certain times of the year it does not taste very good and leaves a residue.
- It tastes bad I can taste chemicals
- Because the rate keeps increasing
- I think it's tainted.
- Because they charge for separately and a fee for it rather than getting it from your property tax.
- Because of the extra charges.
- I think that the price is out of line. To expensive
- We do not need higher rate increases for the water that we use.
- Overly expensive sewage charge. Nothing else.
- Because the price of water is already high.
- Both water and sewer has doubled this past year price wise.
- Is too expensive no matter how little I use I get a surcharge not for water consumption but for charges I don't know they are about 75% of the bill it's outrageous
- Because our water is so expensive and uh not necessarily myself but talking to elderly people sometimes they run into difficulty with their billing and the water company is not workable with any problems they have.
- Because it does not have fluoride in it, and most cities do.
- No fluoride in water children need fluoride
- Too much chlorine in the water I buy my own in 5 gallon jugs
- Because I don't drink out of the tap I use a filter
- We use our own anyways.
- Because I have a lot of problems with my water ,it smells and they have to come out and flush the pipes
- It's tied to the sewers and have been running fees through the roof
- First of all, there's a very expensive project going on and it was put before the voters in a strange way, and now my water bill is unbelievably high. It's so ridiculous.
- Doesn't have fluoride and use filter for taste
- Don't really know because she has not lived there very long

### Q6: Why are you very/somewhat satisfied with your drinking water service?

- I don't buy bottle water it's fine
- Because its good clean water
- It tastes good. Really good water
- Well it's good quality water
- The quality of the water is good.
- It's the taste and the quality of the water
- It doesn't it have a bad taste.
- It tastes good and the color is good
- Wonderful water.
- Because I've lived other places where the water tastes bad and smells bad. The water here tastes well and smells good. There's nothing that's crossed my mind that concerns me. Nothing else
- It tastes fine and haven't had an issue
- The water is good, and she has had no problems.
- Because I've never thought about water but it seems to be the best that it can be. I've never had a bad experience, so it's got to be okay. That's it.
- It's just clean and it's reliable.
- Because the water is clean and running
- Just cause of the cost of my bill.
- Rates are not too high and it seems fine
- When turn faucet on get good water
- I don't have any negative things to report.
- Because it could be clearer. Also a plan on how to get water in the future. There is no plan on the water source. There is no long term source.
- We're still in Bull Run and we're not getting water out of the Willamette River.
- The water comes from Bull Run.
- As far as I know the Bull Run reservoir, so we have very good drinking water here.
- We had a billing issue that wasn't resolved to my satisfaction
- I think the water pressure is low but I'm not home all the time to compare it to what is normal
- Sticking with the Portland water
- Well you hear things about the water system
- Because I don't want them to buy water that has been processed from the Willamette river, because I don't believe they can effectively clean it
- They are the only bill that I actually have to pay in person they don't have any system set up for automatic payment
- Every now and then big black goop comes from water not all the time just every now and again
- I think they're planning for the future and the quality of the water is good, comes from a good source, that's about it.
- Because it doesn't corrode all my pipes, and it doesn't taste too bad. Nothing else.
- I well, I know it's going to go way up because of the sewer but we need the sewer so it's got to happen. But it's very clean water. I don't think it's very expensive but I think it's going to go up. I think it's reasonable.
- Communicate good and no problem with the water that's it
- I think there are so many chemicals in it. I don't drink it because it doesn't taste good to me.
- I had a water line break and they were not very accommodating and the quality of the water seems to have changed in a negative way.

**Q15: Would you happen to know where the City of Lake Oswego/Tigard gets its water from? If you don't know, or aren't sure, just let me know.**

- Bull Run.
- The Bull Run reservoir
- I thought Bull Run, but I'm not sure. I hear it comes from other places than just that.
- Bull Run Water Shed, in combination with Tigard and the Clackamas River.
- Portland's bull run water shed
- Primarily Bull Run Water Shed, back up well, Egg Lake, Tualatin River.
- Bull mountain reservoir
- Bull run
- Half of its from bull run and half of it is from the Willamette
- Clackamas river
- Clackamas river
- They get it from the Clackamas river
- I am not sure where it gets its water is it Clackamas River, I don't know.
- Clackamas River I think.
- From the Clackamas river
- Clackamas river
- Tualatin River I think
- A combination of the Willamette Tualatin
- The Tualatin river
- I think it's from the Tualatin River.
- Portland water district.
- Front the Bull Run and the city of Portland
- I believe some of the water is from the City of Portland but to what degree I don't know.
- Portland and different sources
- I think it's mostly from Portland and in the summer it switches to Beaverton
- From Portland and the Bull Run water system.
- The city of Portland.
- Portland Oregon
- I don't believe it's a reservoir, like in the Portland area.
- Not at all sure. I think Willamette but not sure.
- The Willamette
- I think the Willamette river
- I think it's from multiple sources depending on the time of year, I know some parts get it from the same source of Beaverton
- City of Beaverton in the summer
- Haag lake
- It comes from a number of different sources that they use.
- Contract in a pool with other towns to share water
- It seems to me that we get it from another city.

**Q24: What did you read or hear about Lake Oswego and Tigard partnership to share drinking water resources and costs?**

- That they were merging.
- They were planning to serve both cities that was the partnership
- Has been adopted from Tigard and lake Oswego and implementing a plan
- They're planning to combine supplies
- I heard that Lake Oswego is going to increase its capacity to treat water and Tigard is buying in
- That they would be working together in providing water resources for both Tigard and Oswego
- They're trying to make it happen, that they would put their resources together and have a joint system
- That they are going to be a partnership to try to get the drinking water form a river
- Just that there were combining services.
- That Tigard and Lake Oswego are looking to share a partnership as far as the water. Nothing else
- It's a long term partnership sharing capitol expenses and resources.
- Going to join and share water, help Tigard get water from Clackamas, share resources, pipelines pumps.
- That they are working together to make Oswego to get water from the Clackamas river as I understand. I read this from the local newspaper
- Both of the water treatment were reaching capacity, so they decided to combine
- Heard that type were going to try to pull some resource and share some water plant to provide another source of water
- Just that it was going to happen
- I just remember the partnership being brought up some time back. I didn't hear anything besides that.
- I just heard they were combining.
- Just that the agreement was signed and Tigard was taking responsibility for redoing the plant in Oswego
- In the local paper, the Oregonian.
- It was one of those things I read in the paper and read it and said "oh, ok, I don't need to remember much of this right now" and little did I know, I get this phone call.
- What it comes down to is that Tigard has already bought water from Portland and they just raise the cost of water without Tigard input so the 2 cities have decided to share to source and the cost while Tigard buys the water at a particular cost
- That it was an opportunity to disassociate itself with the Portland water source so the city of Tigard has more control of its own destiny as far as water goes
- I heard that we were looking at outside sources, but that was about it.
- Most of Washington County works on the drinking water situations.
- Up to the voters.
- That they would have a water board and the directorship would alternate yearly.
- That we were going to get our water from Tigard
- I work for a consulting firm
- Were considering using river water
- There is two different opinions and also some disagreement
- Something about they were trying to clean river water.
- I read it in the library and I don't know too much but I thought it was a good thing.
- Costly, but it did make sense

**Q25: What was your source of information about this partnership?**

- Bulletin city sent out.
- The bulletin
- Lake Oswego bulletin and Lake Oswego review
- Oregonian local news paper
- The newspaper that's it
- It was reported in the paper, don't remember which one.
- Newspapers
- The newspaper, the local news, and the local newsletter.
- Newspaper and city paper and the small paper in the mail
- The newspaper and mailings
- The Lake Oswego review
- News paper. Oregonian
- The Oregonian and the review.
- Oregonian and city of Tigard news letter.
- An 8 page newsletter about it.
- I think it was the City Newsletter
- The bulletin that I get from the city.
- We'll it was reading material from the city
- Attend city council meeting and reading newspaper
- City Council meetings, committee meetings, public speakers, local news paper, and city publishing's
- City council meeting, mailing to my home and in newspaper and education video about the supply of water here.
- Local hello lo newsletter.
- The city newsletter called hello L.O.
- Hello Lake Oswego.
- I think I read it online in the paper.
- Online in the Oregonian, and in the newsletter that they send out.
- I read about it online and saw it on TV.
- Water bureau city of Tigard
- To provide the best water source at the best price
- Public review
- King city newspaper
- Probably the times newspaper or maybe the Oregonian newspaper or maybe the Tigard Water District newsletter, I can't remember which one it was.
- It was about the partnership but I can't remember where I read it.

## Q28: Based on what you now know, why do you oppose this partnership?

- Because of the cost. We already are bearing the cost of a new sewer
- Don't want to pay more
- Oswego is quite a distance away and it would be expensive. It would be expensive very expensive.
- Because of the bill, they always have an excuse
- It is not a good agreement and its going to cause an over abundance and the land owners don't want it there in the first place and an excessive rate of 150 increase. And in a down economy with people living in such tight needs any rate raise could cause
- I don't agree paying more money for Lake Oswego's water.
- I already pay enough.
- Because they always want to suck from taxpayers
- Because I don't believe they would keep the cost the same
- We can hardly afford our water bill right now
- We are already paying enough.
- Because it would seem that should there city should see about other ways to get water instead of raising rate
- Already pay enough for water.
- Don't want increase in water rates
- Because they already charge too much
- Our bill has doubled if they want to do some sort of partnership I do think they need to make the cost more reasonable.
- I don't want pay more
- I just want to focus on my own community and Oswego focus on theirs. They can afford it, we can't.
- They are a richer community and our taxes are high already. If they're the ones getting the benefit then they should get more of the cost.
- If Tigard cannot supply water to their population then they need to limit their customers, they need to put a moratorium on their customers, stop getting new customers in, because they developed land and all the rest of the residence have to pay for it.
- If we at capacity providing our own we should maintain what we have
- Because I think Lake Oswego is known for being a more expensive community, they can increase their own tax base. It should go along with their tax base. If we're both paying for it now, they're trying to get Tigard to use Clackamas River water.
- Because I don't trust the efficiency of government spending.
- Because I don't think they spend the money wisely
- Just because I think Lake Oswego likes to spend money. I don't think they spend money wisely. They have high standards and they would spend ridiculous amounts of money to accomplish it. That's it.
- Lake Oswego's in a much higher tax bracket they should pay for it
- I don't trust that Lake Oswego would spend the money wisely between both communities
- I do not think that it needs to be done
- The city has gone through project after project and its out of control
- I don't accept the options and we just need to teach people to treat water like it's not something you waste. I am at the limit with the amount of property tax I will pay and I don't think that people who are disconnected from financial pressures that I
- I think there should be drinking water and then water for toilets and stuff



## Q29: Based on what you now know, why do you support this partnership?

- Let's face it, if we don't have water, we don't have anything.
- It's important to have drinking water: because everyone needs water to live.
- Because that is important to have clean drinking water.
- Because it's an important resource order. We have seen in cities like Portland when they had infections in water like e-coli. We need to make sure we have clean water. It's important that we spend money for clean water.
- Because water is important for people to drink and the local communities need that that's why I would support it.
- Well, I think we need to improve what water we have.
- I have seen where other partnerships have not turned out well, that's why I'm kind of hesitant.
- I think that we need to have some joint cooperation among cities to help them and ourselves
- I think it would be a good partnership and it would secure a steady water source.
- Guess the cost the cost will be spared out among the two cities to upgrade the system
- Because it would help both towns but the cost would have to come down.
- I believe sharing the cost is a great idea.
- We do share the same water supply and it comes from the same place. Like a tributary to the Rio Grande
- I think the cooperative is a good thing but I'm not sure but I think it will also be a source of income for Tigard paying with and to us for water
- Because I think we will need more water in the future.
- Because it would provide a longer term of access to water
- Haven't given it much thought I would need more info
- Cause I like to read more about it
- I'd need a little more information on it. We need to expand the infrastructure and I'm ok with the partnership
- They have not convinced me that we have an adequate water supply
- If I have the right information and the money was spent right and they were near capacity then sure I would support it.
- Because I don't know all the facts but it sounds good.
- They would have to justify increase and would be better if they could do without increase
- Doing a good thing can lead to many cost
- Just one big community one people one world
- They way it was worded it sound like Lake Oswego would have to pay for Tigard to join in
- Because the infrastructure is already they and we don't have to start from scratch
- Because the way in which Lake Oswego has figured out to do this project is working with Tigard and if that is there's a way they figured out how to do it I would support it.
- Tigard's facing problems. And there water source is going to get cut off. It makes sense to have a joint venture. I just think it makes sense to work together. If the forecast are right of global warming than we are going to be facing water problems. Nothing
- Lake Oswego is a wealthy area and if you can team up with someone with a lot of money you can't really go wrong.
- Sounds reasonable but I don't want to end up with a lesser product and need to understand it more
- Cause I like Tigard and I want to keep running water