



MVVB Project: Telephone Survey Findings

CITY OF SPRINGFIELD OREGON

APRIL 6, 2020



2020 Community Telephone Survey Results

Telephone Survey Methodology

- 400 interviews completed with Springfield residents
- Conducted between January 24 and February 19, 2020
- 54% response rate
- Plus or minus 4.9% confidence interval

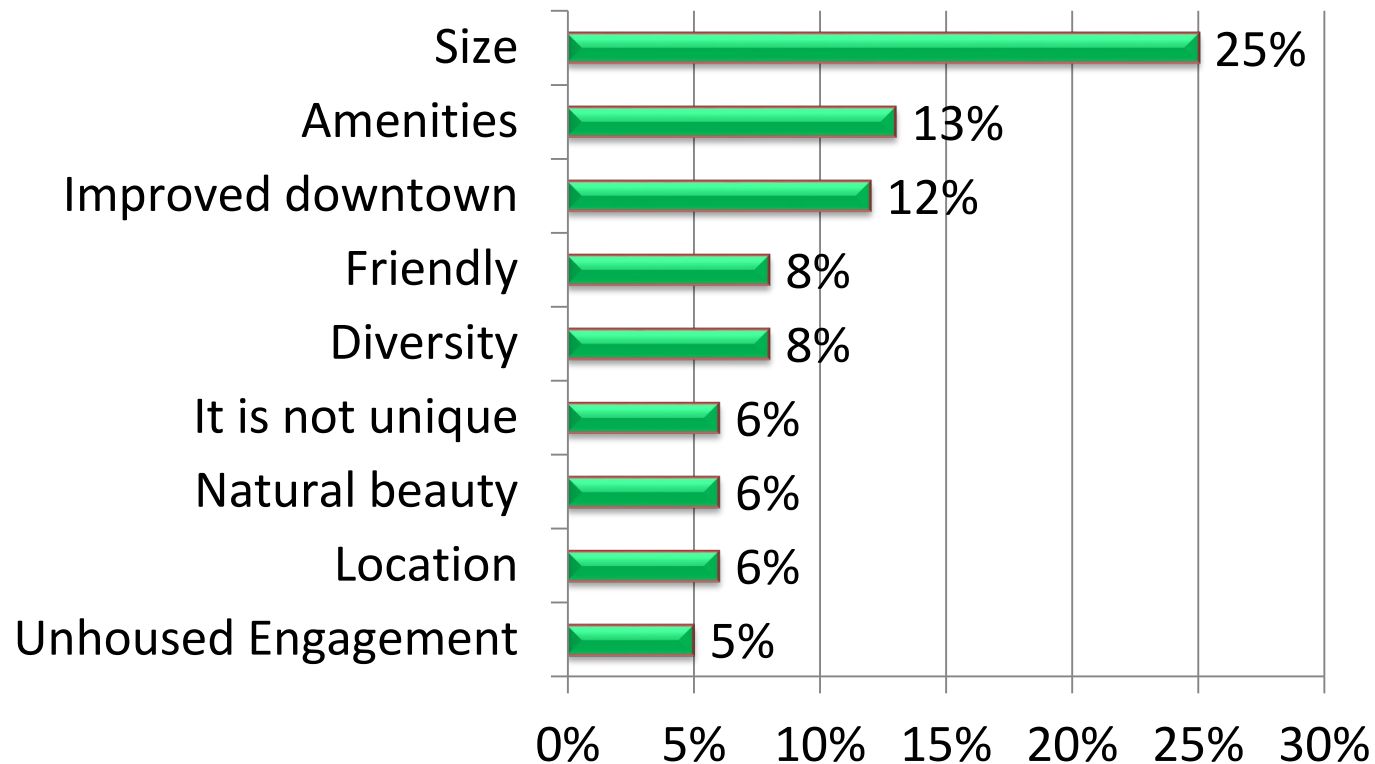


2020 Community Telephone Survey Results

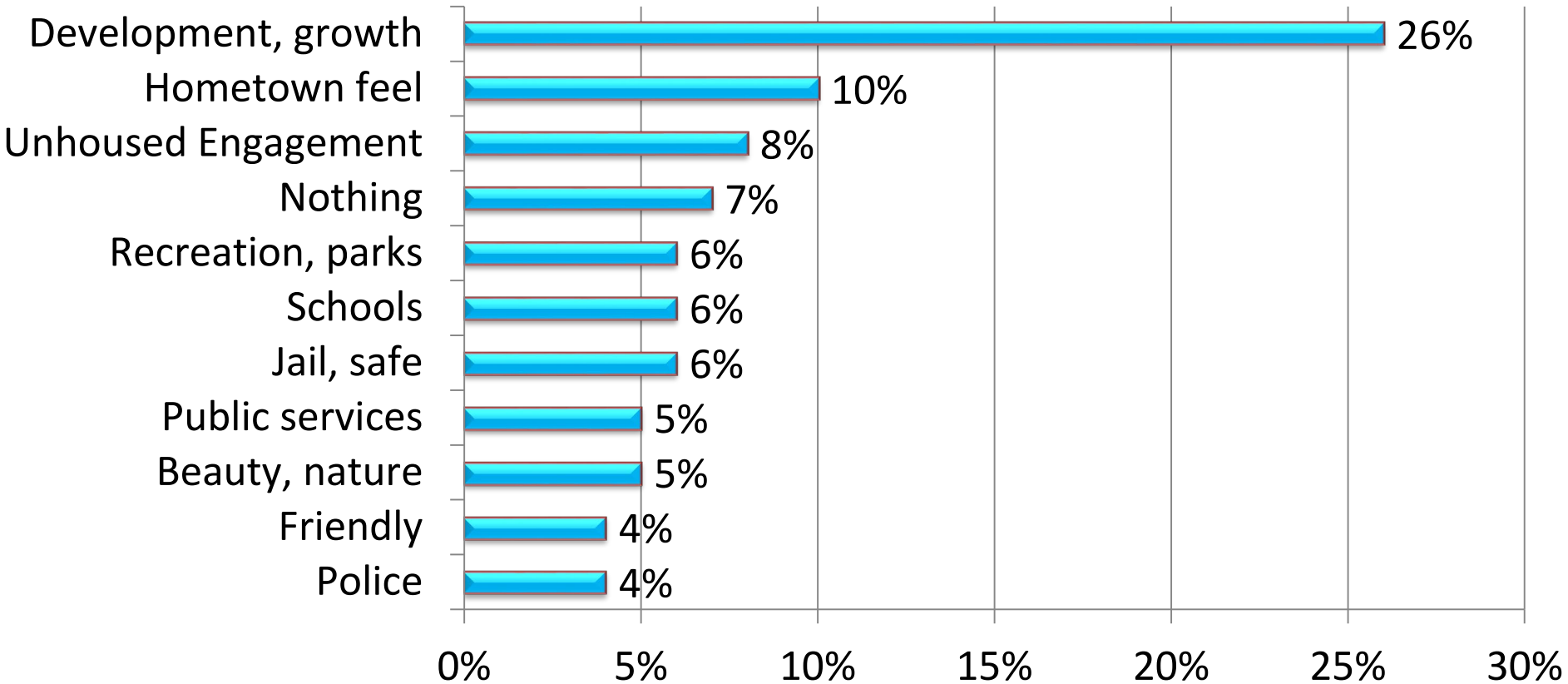
Analysis of Data

2020 Community Telephone Survey Results

What Makes Springfield Unique?

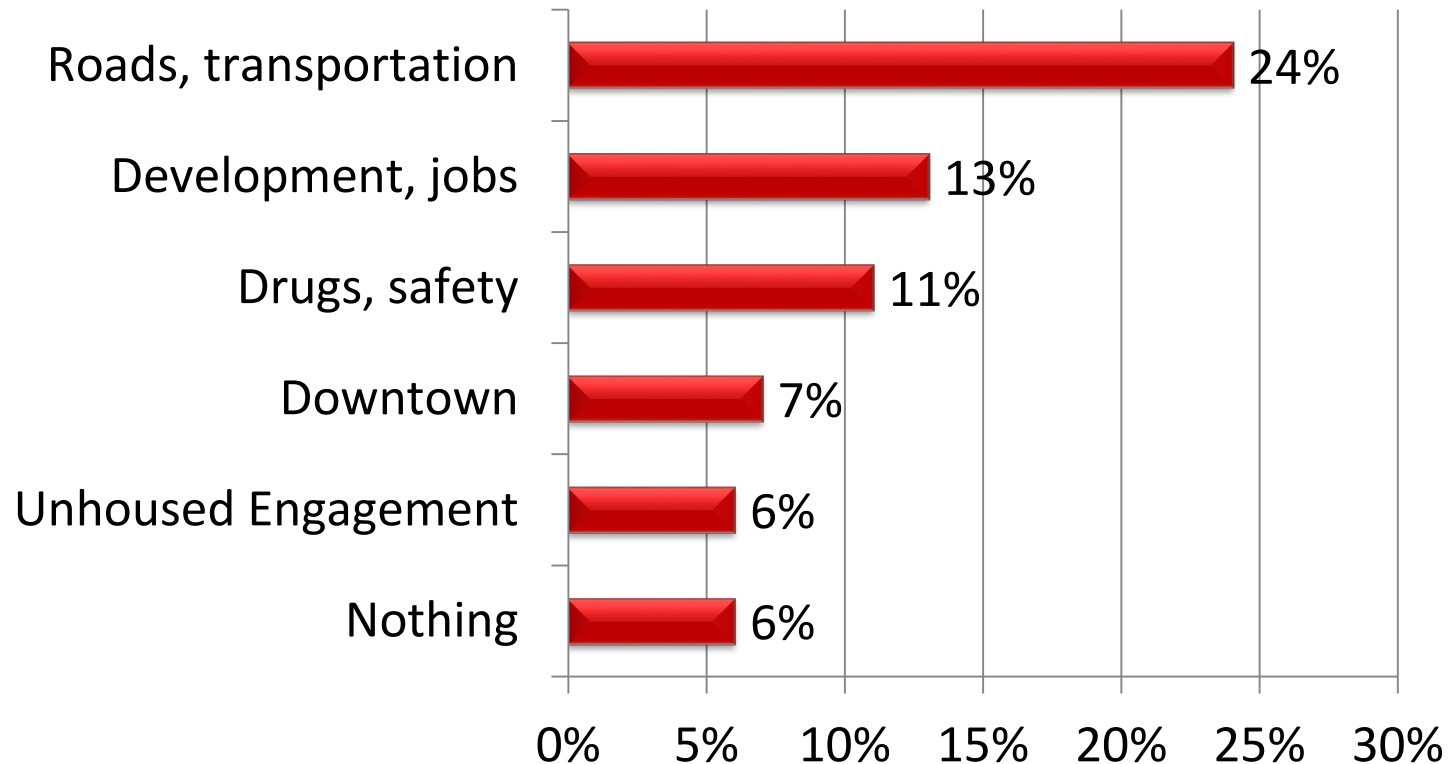


2020 Community Telephone Survey Results

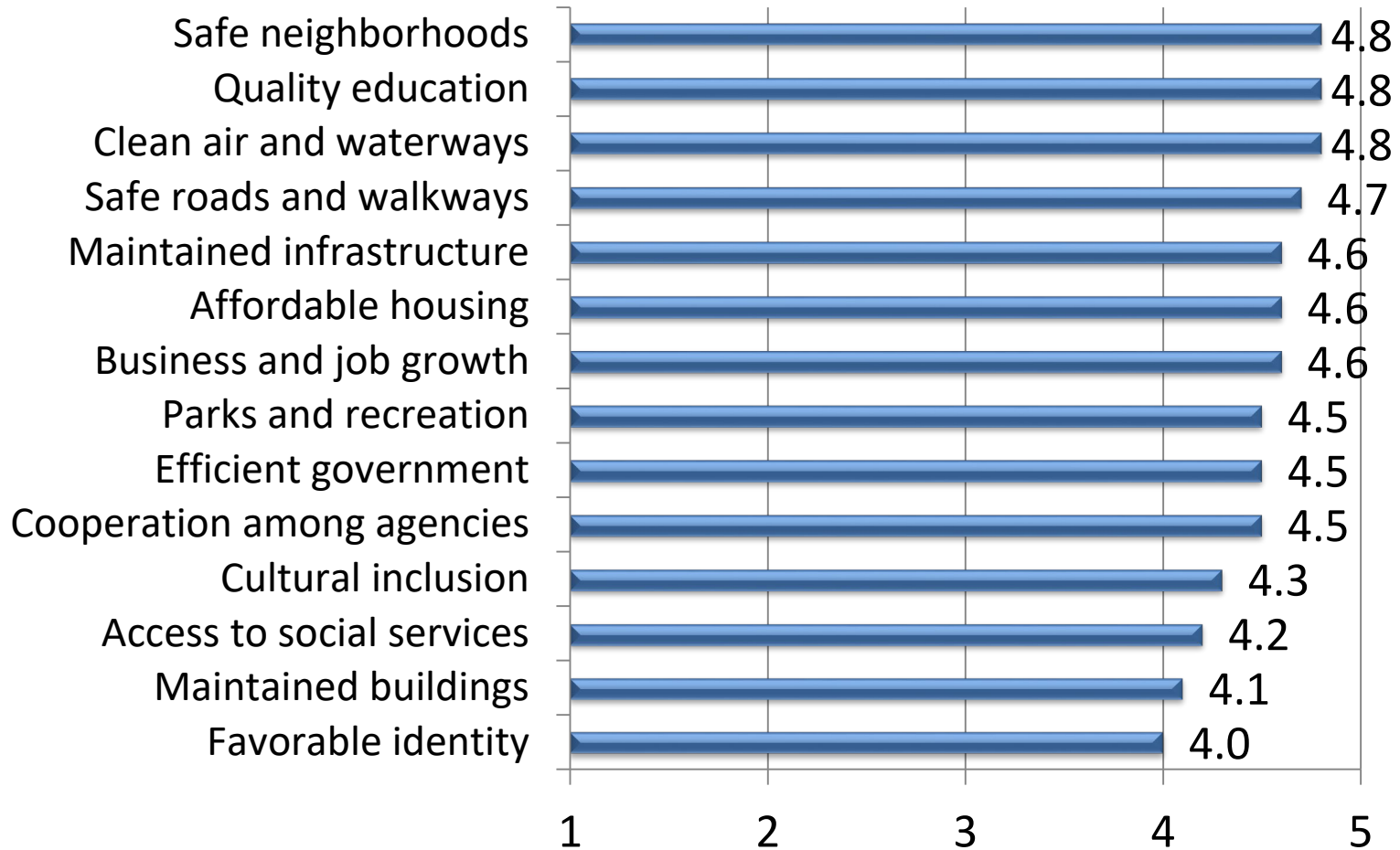


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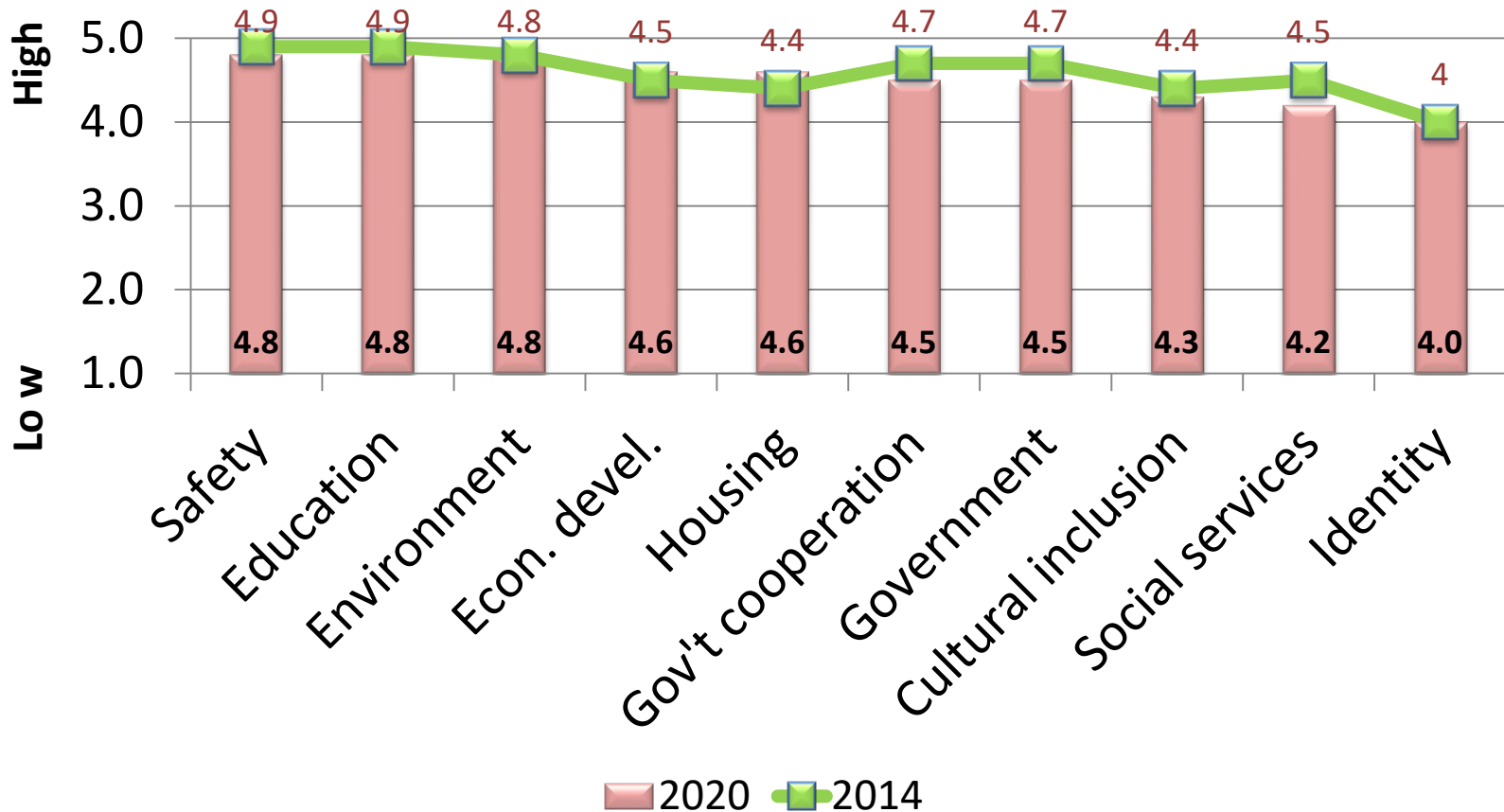
What Would Make Springfield Better?



2020 Community Telephone Survey Results

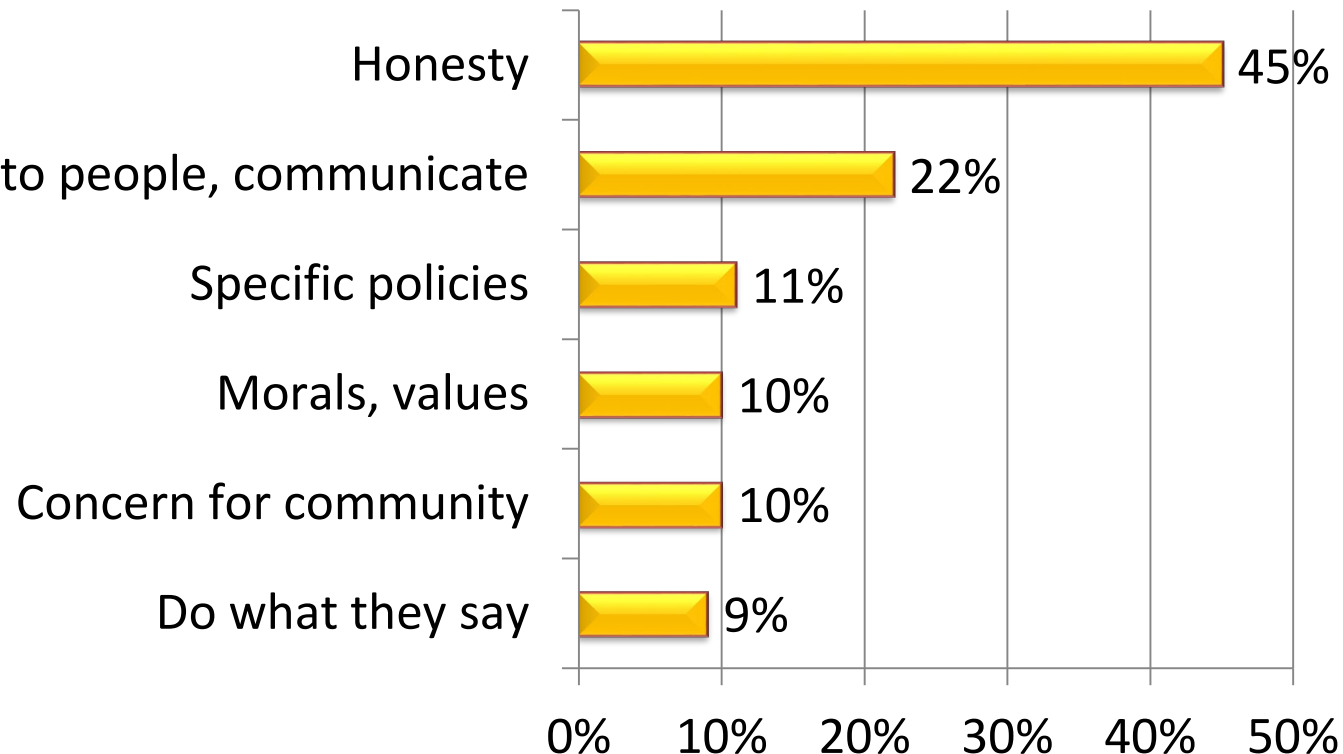


2020 Community Telephone Survey Results



2020 Community Telephone Survey Results

Qualities Desired in a Local Elected Official



2020 Community Telephone Survey Results

Key Findings

2020 Community Telephone Survey Results

Key Findings

- Small size, hometown feeling, sense of community make Springfield unique
- Residents are most proud of downtown redevelopment
- Pedestrian safety and road improvements would make Springfield better
- All tested community values are between “very” and “extremely” important

2020 Community Telephone Survey Results

Key Findings

MOST important community values:

- Safe neighborhoods
 - Quality education
 - Clean air and waterways
 - Safe roads and walkways
-
- Honesty is most important quality in an elected official



QUESTIONS?

