

# John Day & Canyon City Income Survey 2018 Report



Survey Research Lab



Report prepared for  
**The City of John Day, Oregon**

Submitted  
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By

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# Executive Summary

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The City of John Day worked with the Survey Research Lab (SRL) at Portland State University (PSU) to conduct a community income survey of the residents of John Day and Canyon City to determine eligibility for Department of Housing and Urban Development (HUD) grants to fund community improvement projects. SRL staff and trained volunteers recruited by the City of John Day conducted surveys by mail, phone, and door-to-door with 362 families living in the service area, resulting in an overall response rate of 77.4%. The survey found that 209 families representing 461 residents of John Day are low or moderate-income (LMI) according to the census criteria outlined by the HUD. The results of the survey revealed that 57.3% of residents of the City of John Day and Canyon City as being LMI, which is above than the 51% threshold required to apply for Community Development Block Grants (CDBG) to fund infrastructure improvements.

# Methodology

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The total population of the City of John Day is 1,735 and Canyon city is 705 people for a total population of approximately 2440 people living in an estimated 1036 households occupied by owners or tenants within the service area for the sewer system (Attachment A). This income survey is based on a random sample of all households, including those in both single-family and multifamily dwellings. The goal of receiving a minimum 284 completed surveys from the service area was used to ensure a 95% confidence interval with a  $\pm 5\%$  sampling error; any additional completed surveys only increase the validity of the results. The SRL randomly selected 312 households (the target of 284 plus 10% oversample) as the initial sample to be recruited to participate in the income survey.

Using the list of household addresses of sewer customers provided by the City of John Day, the SRL used a random number generator to assign each of the 1036 households a random ID. The ID was then used to rank each household from lowest to highest, and the first 312 households were the initial sample for the survey. If the replacement of nonresponders was needed, they were selected from this list in the same manner as is recommended according to HUD guidelines.

Before data collection started, sewer customers of the City of John Day and Canyon City received notification about the survey in a variety of ways. First, flyers (Attachment B) were posted to let the residents know that a survey was being conducted. Second, the following notice was placed into the local paper

The City of John Day

To apply for funds to finance sewer system upgrades, the City must provide certain demographic information to the State of Oregon. Portland State University (PSU) will be assisting the City to conduct a confidential survey. If you receive a survey in the mail, please fill it out and return to PSU as soon as possible to help us apply for funding for the improvements.

The data collection approach used for this income survey was a three-phase process. For the initial phase, a postcard (Attachment C) was sent to each randomly selected household that informs the household of the survey and gives them a web address and unique PIN (e.g., a four-digit code) to complete the survey online.

The second phase started approximately two weeks after the postcards had been sent. A physical copy of the survey (Attachment E) was mailed to the randomly selected households that had not filled out the survey online. The survey was mailed with a cover letter (Attachment D) explaining the purpose of the survey and a postage-paid return envelope addressed to the SRL at Portland State University. The SRL imprinted the name and address only on the outside envelope of the mailing and on the cover letter that is entirely separate from the survey. Each survey was coded with the unique PIN that protected the confidentiality of the respondent's data. The SRL is the only one to possess a

master list of unique identifiers matched to customer names and addresses, and this was used for tracking purposes only. As surveys were received, they were tracked based on the unique identifier to know which households responded to the survey. The customer's responses to the survey items were never directly linked to their personal information to ensure confidentiality was maintained throughout the survey process. Survey responses were also reviewed for completeness and, if any data was unclear or could not be used, the household was contacted by phone (if a phone number exists in the customer file from the City) or the household was included in the door-to-door phase of data collection.

The third phase involved door-to-door data collection as the minimum number of 237 completed surveys was not achieved during the initial mail phase of data collection. These in-person surveys were conducted with the households that did not respond to the postcard or mail survey. A minimum of three attempts, once in the morning, once in the afternoon, and once in the evening, was made at each non-responding household. During this phase more than the minimum of 237 completed surveys were gathered after the mailing which only increases the response rate and improves the validity of the results.

The in-person data collection was conducted by volunteers identified by the city and trained in standardized data collection techniques by the SRL, to ensure the unbiased collection of income surveys. All volunteers participating in the collection of data for this project signed the survey certification form (Attachment F) and also fill out a conflict of interest form (Attachment G) each household was approached by an interviewer who provided the household member with a paper survey on a clipboard. The prospective respondent was informed of the purpose of the survey using the Door-to-Door survey script (Attachment H), the interviewer answered any questions the person had and provided the respondent with an envelope in which s/he can seal their completed survey to ensure that it was protected from view until the SRL receives it for data entry. If the household was being contacted because their mailed survey had unclear or incomplete information, the interviewer reviewed the paper survey with the household member to complete or correct any of the information.

After all of the 362 completed surveys had been gathered, the SRL entered the data into SPSS (Statistical Package for the Social Sciences) and prepared it for analysis. The percentage of low/moderate income persons was determined for the service area using the calculations outlined in the worksheet included in the HUD Notice CPD-14-013<sup>1</sup>. The SRL provided the City of John Day with this final report of the findings so that they can proceed with the CDBG funding request as appropriate. The SRL also gave the City a cleaned, deidentified (i.e., stripped of all unique identifiers) raw data file in Excel for their records.

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<sup>1</sup> US Department of Housing and Urban Development Office Community Planning and Development (2014). Notice CPD-14-013, p. 23.

# Results

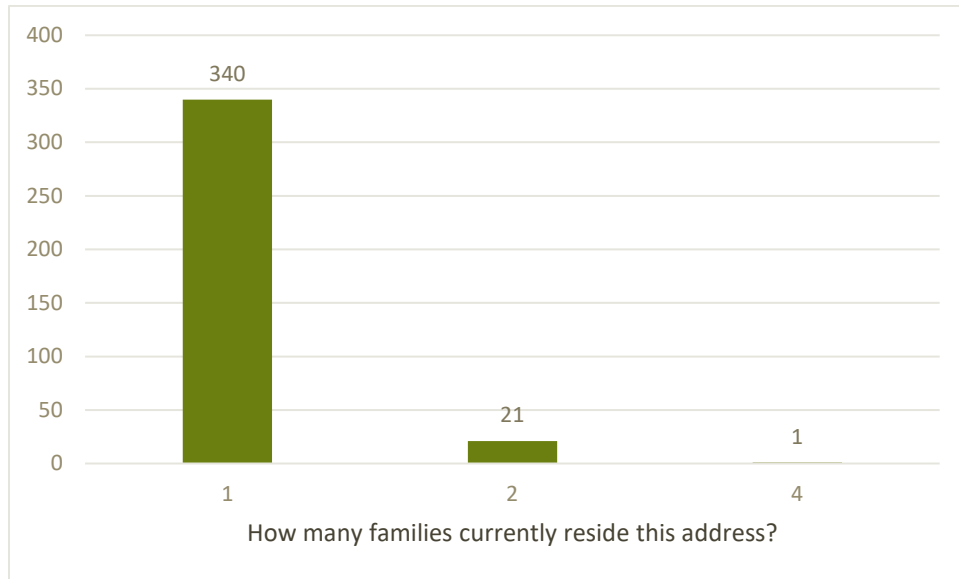
The SRL received completed surveys from 362 families out of the 468 households in the City of John Day and Canyon City that the SRL and city volunteers contacted to participate in the survey, which represents a response rate of 77.4%. Calculating the proportion of low or moderate-income (LMI) persons was done using the criteria outlined in the worksheet included in the HUD Notice CPD-14-013<sup>2</sup>. This LMI worksheet calculation is used when conducting a survey using a random sample of the community, as done in this study. As outlined in Table 1, this method starts with both the estimated total number of families in the service area (n=1036) and total families interviewed (n=362) interviewed. Then the total number of persons in families interviewed who are LMI (n=461), is divided by the total number of persons in all families interviewed (n=805). Using this method, *the City of John Day and Canyon City has an estimated 57.3% LMI persons*, which is above the 51% threshold necessary to apply for a Community Development Block Grant.

**Table 1. Low-and-Moderate Income Based on Random Sample Approach**

1. Estimated total number of families in the service area	1036
2. Total number of families interviewed	362
3. Total number of persons in the families interviewed	805
4. Total number of persons in the families interviewed who are low- and moderate-income persons	461
5. Divide Line 4 by Line 3	0.573
6. Percentage of LMI persons in the service area	57.3%

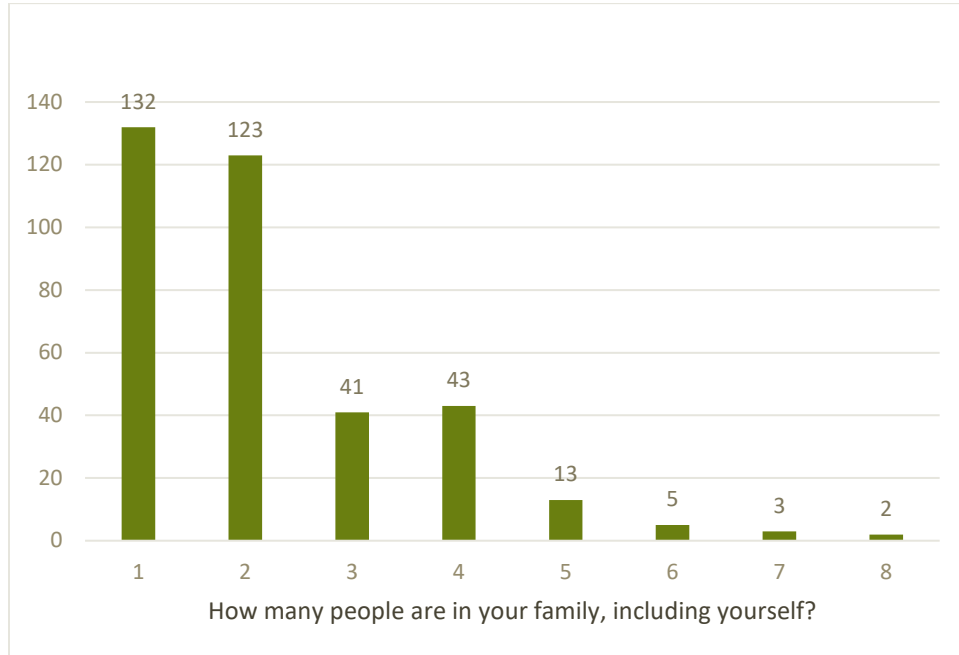
<sup>2</sup> US Department of Housing and Urban Development Office Community Planning and Development (2014). Notice CPD-14-013, p. 23.

### Question 1: How many families currently reside this address?



The vast majority of respondents reported only a single family living in their household, with 93.9% (n=340) being single family and another 6.1% (n=22) reporting two families or more living in the household.

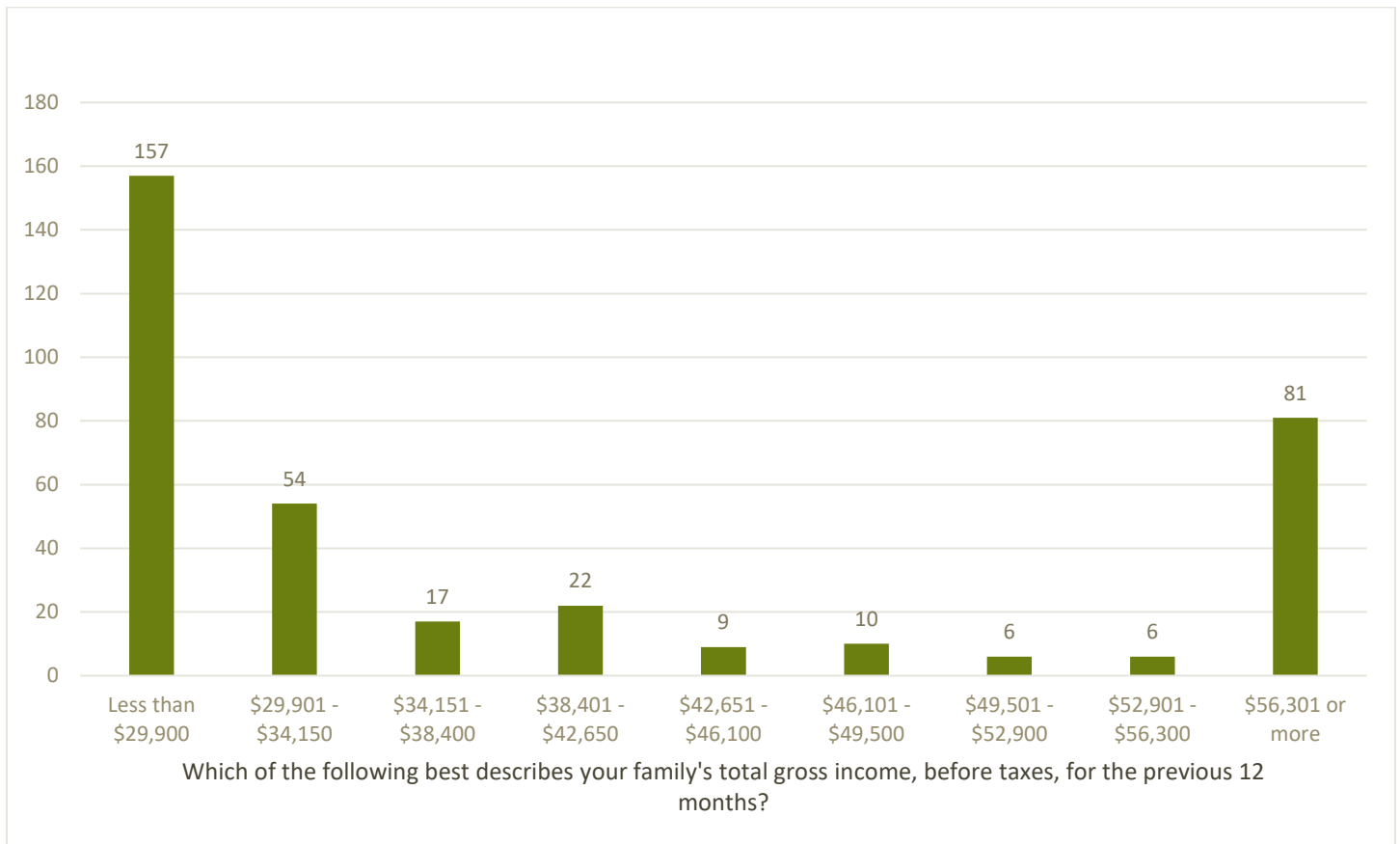
## Question 2: How many people are in your family, including yourself?



Overall, 70.4% (n=255) of respondents reported a family size of two or less. Families with three to five members represented 23.2% (n=84), and families with five or more members were 6.4% (n=23) of the respondents to the survey.



**Question 3: Which of the following *best* describes your family’s total gross income, before taxes, for the previous 12 months?**



The most common response to the question “Which of the following *best* describes your family’s total gross income, before taxes, for the previous 12 months?” was less than \$29,900 with 43.4% (n=157) of respondents reporting this. The \$56,301 or more category was the second most common with 22.4% (n=81).

## **Attachments**

Attachment A: Maps of the City of John Day Service Boundaries

Attachment B: Community Income Survey Notice Flyer

Attachment C: Survey Post Card

Attachment D: Survey Cover Letter

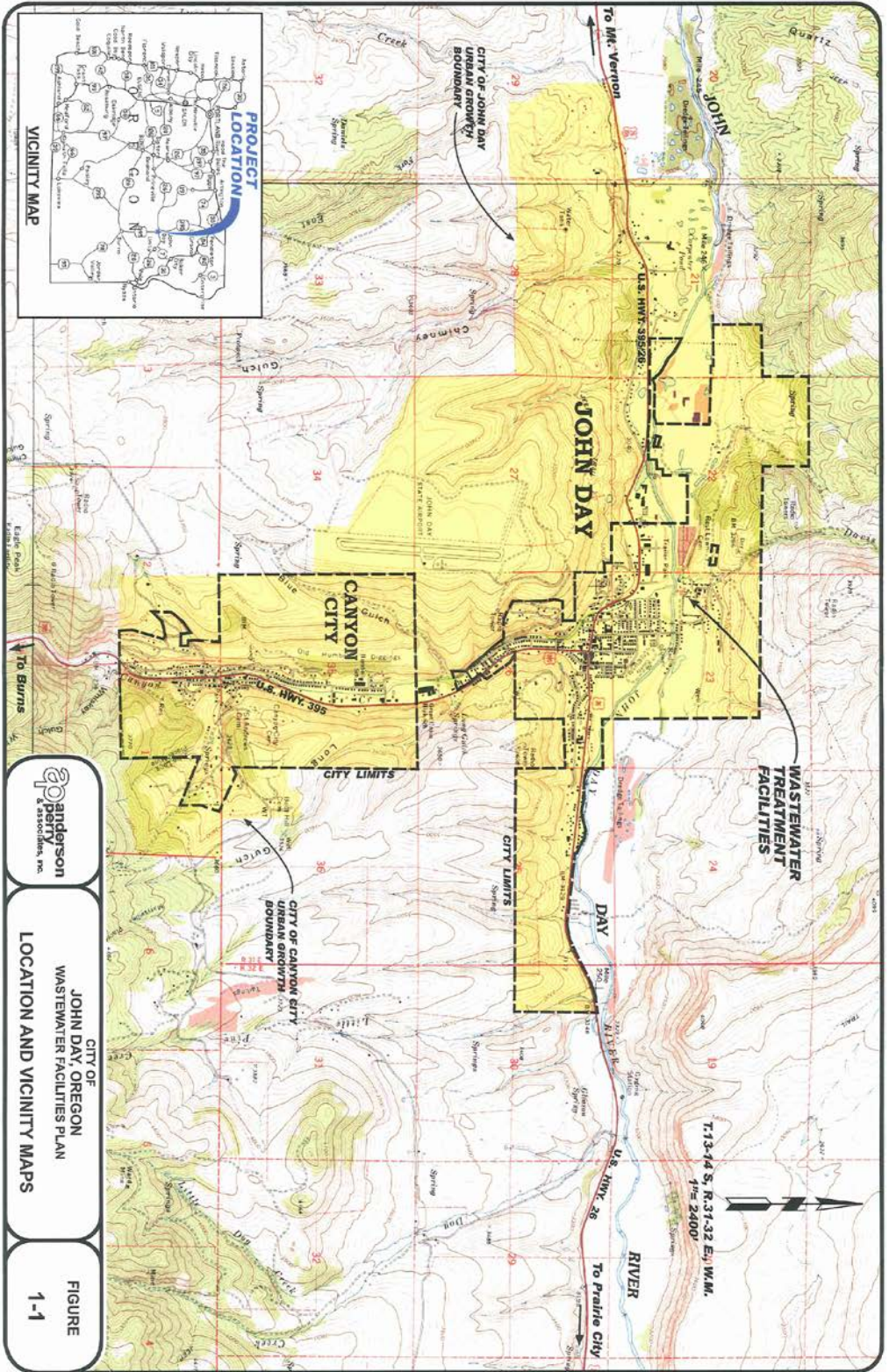
Attachment E: City of John Day Demographic Survey Instrument

Attachment F: Survey Certification Form

Attachment G: Conflict of Interest Form

Attachment H: City of John Day Door-to-Door Survey Script

**Attachment A:  
Maps of the City of John Day Service Area Boundaries**



**JOHN DAY, OREGON  
WASTEWATER FACILITIES PLAN**

**FIGURE  
1-1**

**anderson  
permy  
& associates, inc.**

**Attachment B:**  
Community Income Survey Notice Flyer

# Survey happening this winter!!!



During the months of November and December, **Portland State University** will be mailing surveys to select households in John Day & Canyon City!

**The survey is needed so the City can apply** for state and federal funds to improve the area wastewater system.

The survey is **voluntary** and will only take a few minutes.

The information you provide will be kept strictly **confidential**.

If you would like to learn more about the planned water system improvements, please contact Nick Green, City Administrator at:  
**Phone:** 541-575-0028      **email:** cityofjohnday@grantcounty-or.gov

If you have any questions about the survey, please contact Cameron Mulder at Portland State University at:  
**Phone:** 503-725-9525      **email:** mulder@pdx.edu





## Attachment C: Survey Post Card

Dear <<Salutation>>,

The City of John Day is hoping to apply for funding to **finance improvements to the area wastewater system** that serves your home. As part of the application, the City must provide certain demographic information about its customers to the State of Oregon. The City have asked Portland State University's Survey Research Lab, to collect that information on their behalf and you have been **randomly selected to participate in a very brief survey!**



The survey takes just a few minutes, and is voluntary. You'll be getting this survey in the mail next week, or you can complete it online now at:

[www.johnday-canyoncitysurvey.com](http://www.johnday-canyoncitysurvey.com) | Log in with Survey ID: <<PIN>>

**Your participation is appreciated!** If you have any questions, please call 503-725-9525 or email [srlweb@pdx.edu](mailto:srlweb@pdx.edu).

Sincerely,

Debi Elliott, Ph.D.  
Director, PSU Survey Research Lab



This survey is being conducted by the PSU Survey Research Lab on behalf of the City of John Day.

## Attachment D: Survey Cover Letter



Portland  
State  
UNIVERSITY

**Survey Research Lab**

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**City of John Day**

450 East Main Street

John Day, Oregon 97845

**Nick Green**

City Administrator

Phone 541-575-0028

Email

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Web [www.cityofjohnday.com](http://www.cityofjohnday.com)



November 29, 2017

«CustomerName»

«ServiceAddress»

Dear «CustomerName»,

The City of John Day is hoping to apply for Community Development Block Grant funding to **finance improvements to the area wastewater system** that serves your home. As part of the application, the City must provide certain demographic information about its customers to the State of Oregon in summary form. The City has asked us, Portland State University's Survey Research Lab, to collect that information on their behalf. I am writing you because you have been **randomly selected to participate in the very brief survey.**

The survey should be completed by you or someone else who is familiar with the size of your family and your family's annual income for the last 12 months. **The survey will take just 2 minutes, and is completely voluntary and confidential.** Your responses will not be connected with your name or address. Please fill out the survey and use the postage paid envelope

**[www.johnday-canyoncitysurvey.com](http://www.johnday-canyoncitysurvey.com)**

Log in with Survey ID: <<PIN>>

provided. If you would prefer to complete the survey online, please visit:

The City is hopeful that applying for this grant will give your community the funds it needs upgrade and improve the city water system. **If the project is funded, there will be no tax dollars or tax increase associated with financing the improvements.** Your time and participation in this survey are greatly appreciated!

Sincerely,

Debi Elliott, Ph.D

Director, PSU Survey Research Lab

**Attachment E:**  
**City of John Day Demographic Survey Instrument**

## John Day & Canyon City Community Demographic Survey

The Cities of John Day and Canyon City may be applying for federal funds to assist with improvements to the city wastewater system. As part of the application for these funds the John Day and Canyon City must provide certain demographic information to the State of Oregon. In order to satisfy this requirement, we would like you to take a moment of your time to answer a few simple questions about your household.

The information that you provide will be kept strictly **confidential** and **your responses will not be connected with your name or address**. If the project is authorized, there will be **no tax dollars or tax increase associated with financing of the wastewater system improvements**.

1. How many ***families*** currently reside at this address? \_\_\_\_\_ *families*

*(A **family** is defined as all persons living in the same household who are related by birth, marriage or adoption, including related dependent persons over 65 or working dependent children over 18.)*

*If there is more than one family at this address, each family should complete a separate survey.*

2. How many people are in your ***family***, including yourself? \_\_\_\_\_ *people*

*(If you are single with no dependents please put 1.)*

3. Which of the following ***best*** describes your ***family's total Gross Income***, before taxes, for the previous 12 months?

*(**Gross Family Income** is defined as income before taxes for all members of one family in the previous twelve months. Income can be derived from salaries, investments, self-employment, farming income after farm expenses are subtracted from farm sales, and any other sources. This also includes unemployment and disability compensation, worker's compensation and severance pay, and welfare assistance payments.)*

***[Please Select ONLY One]***

- ☐ **Less than \$29,900**
- ☐ \$29,901 - \$34,150
- ☐ \$34,151 - \$38,400
- ☐ \$38,401 - \$42,650
- ☐ \$42,651 - \$46,100
- ☐ \$46,101 - \$49,500
- ☐ \$49,501 - \$52,900
- ☐ \$52,901 - \$56,300
- ☐ \$56,301 or more

***Thank You!***

***Please fold this survey and put it into the envelope provided***

If you would like to learn more about the planned water system improvements, please contact **Nick Green**, City Manager of John Day, at (541) 575-0028 or [cityofjohnday@grantcounty-or.gov](mailto:cityofjohnday@grantcounty-or.gov)

If you have any questions about the survey, please contact **Cameron Mulder** at Portland State University Survey Research Lab, at 503-725-9525 or [mulder@pdx.edu](mailto:mulder@pdx.edu).



## Attachment F: Survey Certification Form

### INCOME SURVEY CERTIFICATION

I hereby certify that, to the best of my knowledge, all information found in all income survey forms pertaining thereto, are correct and has been gathered in an appropriate and ethical manner. I also understand that the intentional falsification of any survey information may result in the disqualification of the applicant's immediate eligibility and possible future eligibility of Infrastructure Finance Authority financing programs as determined appropriate by the Infrastructure Finance Authority, a Division of Business Oregon.

I hereby acknowledge that I have read and understand the above paragraph:

Surveyor 1: \_\_\_\_\_ Signature: \_\_\_\_\_  
(Please Print) (Date)

Surveyor 2: \_\_\_\_\_ Signature: \_\_\_\_\_  
(Please Print) (Date)

Surveyor 3: \_\_\_\_\_ Signature: \_\_\_\_\_  
(Please Print) (Date)

Surveyor 4: \_\_\_\_\_ Signature: \_\_\_\_\_  
(Please Print) (Date)

Surveyor 5: \_\_\_\_\_ Signature: \_\_\_\_\_  
(Please Print) (Date)

**Note:** If there are more than five (5) surveyors, this form should be copied, and the remaining surveyors should sign accordingly.

Chief Elected Official: \_\_\_\_\_ Signature: \_\_\_\_\_  
(Please Print) (Date)

## Attachment G: Conflict of Interest Form

### Data Collection Conflict of Interest Discloser Form City of John Day

\_\_\_\_\_ I have no conflict of interest to report

\_\_\_\_\_ I have the following conflict of interest to report (please specify):

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By signing this form, I understand the implications of this policy.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Date

**Attachment H:**  
**City of John Day Door-to-Door Survey Script**  
**City of John Day Door-to-Door Survey Script**

Hello, my name is \_\_\_\_\_ and I am a volunteer working with the City conduct a survey that will assist with applying for government funds to improve the city waste water system. Part of the application process requires demographic information about the residents of John Day and Canyon City. Will you take a few minutes to fill out the survey?

***[If Yes]***

Great! Here is the survey and a privacy envelope to put the survey in when you are finished filling it out. Just to let you know, the survey defines a few things in very specific ways. Those definitions are included with the relevant items on the survey. If you have any questions, let me know and I will do my best to answer them.

***[If No]***

This survey is very important for the City and will help determine if we qualify for funds to help improve the drinking water system. Could you take a moment to look at the questions and see if you feel comfortable answering them?

***[If still No]***

Thank you for your time.

**Definitions**

***Family:*** All persons living in the same household who are related by birth, marriage or adoption, including related dependent persons over 65 or working dependent children over 18.

***Household:*** All persons who occupy a housing unit, regardless of their relationship to each other.

***Gross Family Income:*** Income before taxes for all members of one family in the previous twelve months. Income can be derived from salaries, investments, self-employment, farming and other sources. Gross income before taxes when applied to farm income means the figure that results when the farm expenses are subtracted from farm sales. Gross income also includes unemployment and disability compensation, worker's compensation and severance pay, and welfare assistance payments.