

City of Moro

Income Survey

Summary Report



July 2025



Report Prepared for:

City of Moro
Sherman County, Oregon

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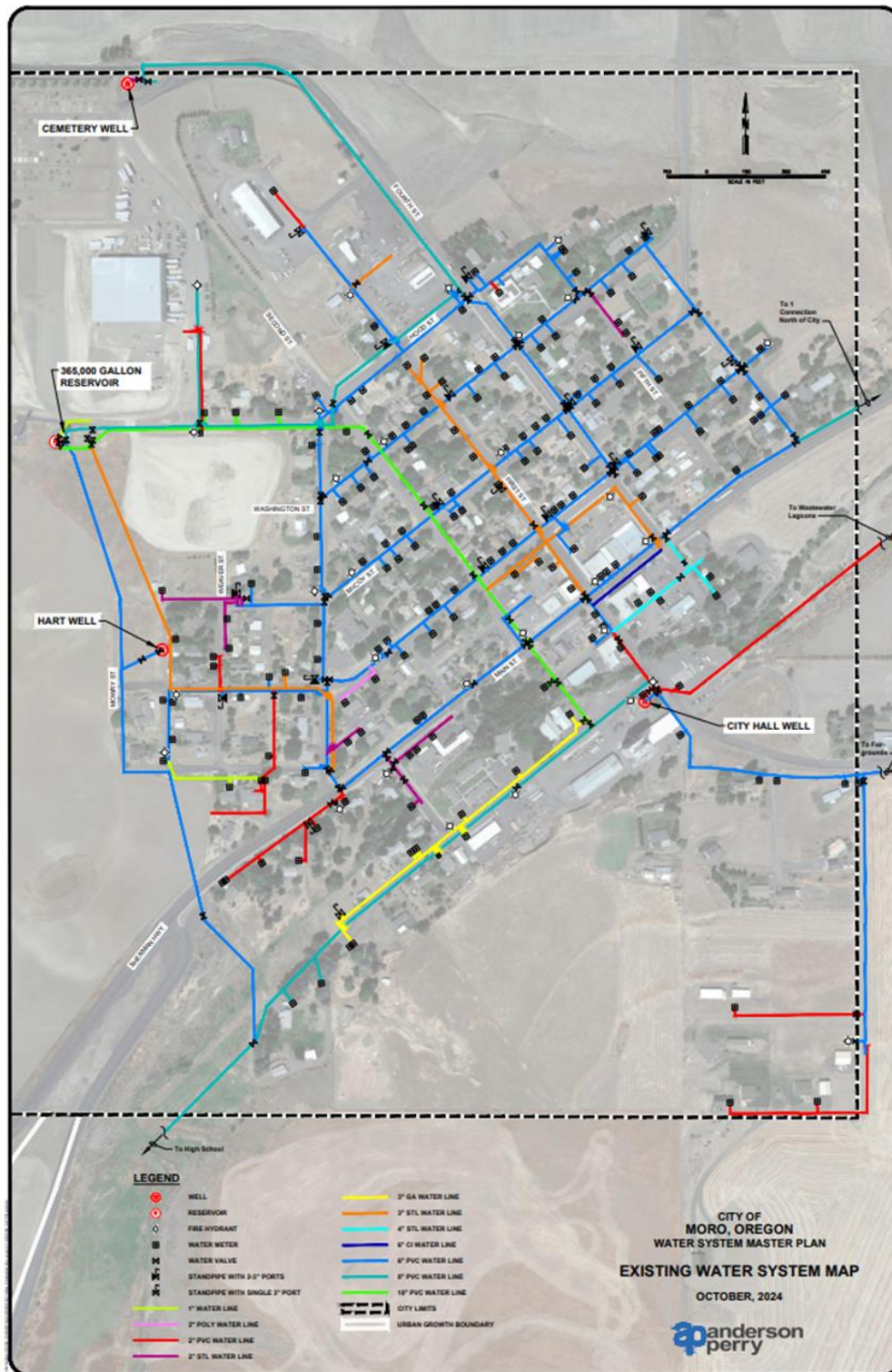
Executive Summary

The City of Moro, Oregon worked with the Regional Research Institute for Human Services (RRI) at Portland State University (PSU) to conduct a community income survey of City residents to determine eligibility for Department of Housing and Urban Development (HUD) grant funding to implement major improvements to the water system. A census approach was used to conduct a door-to-door household survey of all families living in the service area. Of the 161 families, 132 completed a survey for an overall response rate of 82.0%. The survey found that 152 out of an estimated 429 residents of the City of Moro are low or moderate-income (LMI) according to the U.S. Census criteria outlined by the Department of Housing and Urban Development (HUD). The results of the survey revealed that ***35.43% of city residents are LMI***, which is below the 51% threshold required to apply for Community Development Block Grant (CDBG) funds for infrastructure improvements.

Background Information

Service Area

Moro is located in Central Oregon in Sherman County. The City of Moro is hoping to secure funding for a US Department of Housing and Urban Development (HUD) Community Development Block Grant (CDBG) project to implement major improvements to the city's water system. The service area includes all of the households served by the water system as depicted in the following map.



Project Description

The City of Moro had the goal of applying for a Community Development Block Grant to fund its recently updated water master plan. The master plan details the areas of improvements that are needed across each of the water supply, storage, and distribution systems of Moro's water system. Funding would specifically cover a new reservoir and transmission line, a new well and pump station, replacement of water meters, hydrants, GIS development, and the replacement of aging water lines. All of these components are costly and without financial support of a Community Development Block Grant, Moro leaders are unable to accomplish the necessary updates on their own. This would seriously affect the well-being of current and future residents of Moro given the necessity of a functional water system.

Income Survey Approach

Sample

The City of Moro worked with the Regional Research Institute for Human Services (RRI) at Portland State University (PSU) to develop an accurate list of all residents who would benefit from the proposed water system improvement project. Records of all residential customers were provided to RRI. That original customer list included 150 residential properties (single- and multi-family homes) that are occupied by residents for the majority of the year. Due to the small size of the population, a census approach to conducting the survey was implemented in which all households were included in the survey. This approach requires a minimum response rate of 80%, or 120 completed surveys. During the course of data collection, some properties were identified as vacant or nonexistent, and a number of additional properties and families were identified that were not in the original sample list. The final count included 161 families, resulting in needing at least 129 completed surveys.

Methodology

The approach involved in-person data collection, first through an open house at city hall and second through door-to-door surveying at all remaining households by trained data collectors from PSU. Before in-person data collection was initiated, Moro residents were notified about the survey in a few ways. The City sent postcards advertising the survey to all mailbox holders in Moro as well as posted information to the City's social media pages and website. For the methods of notification, the content of the message included any or all of the following (depending on the method and space available):

In partnership with researchers from Portland State University, we will be conducting a confidential demographic survey of the City of Moro soon. The survey is necessary because we are applying for a Community Development Block Grant to improve many aspects of our city's water system. Part of the application requires providing the State with a current estimate of the income of Moro residents. The survey will be conducted through door-to-door contacts by trained Portland State University staff to give everyone a chance to participate. The survey is voluntary, completely confidential, and will only take two minutes. You will not write your name on the survey or the return envelope, and your name will not be tied to your answers in any way. The survey is very important and we are asking for your help by completing the survey when you are approached by our door-to-door data collectors. Please help support and improve our community for all of us and our future generations. If you have any questions, you can contact Brittany Wood, City of Moro Administrator, at 541-565-3535 or morocityhall@cityofmoro.net.

The in-person data collection was conducted by trained staff members from PSU. The data collection process was expected to occur over 3 days. An open house at city hall was held the first afternoon, at which residents could complete a survey based on their home address. This was followed by door-to-door data collection at all households that did not complete a survey at the open house. Up to three attempts were made at each household while PSU was in Moro. Additionally, the City of Moro collaborated with PSU to complete supplemental follow-up phone calls with the households that PSU was unable to connect with.

during the initial 3-day data collection effort. A supplemental door-to-door data collection effort was then undertaken by PSU staff to achieve the 80% response rate necessitated by this methodology. All persons collecting surveys signed the Survey Certification Form (Attachment A) agreeing to collect surveys in an appropriate and ethical manner. They were also required to sign a Conflict of Interest Form (Attachment B) to ensure compliance with regulations regarding CDBG funding as found at 24 CFR 570.611 so that there was no undue benefit to persons or their affiliates involved in conducting the survey.

For all in-person data collection, a data collector first informed residents of the purpose of the survey using the Door-to-Door Survey Script (Attachment C) and by giving them a survey information sheet (Attachment D). The data collector then gave the resident a paper survey (Attachment E) on a clipboard, answered any questions the person had, and provided them with an envelope in which they sealed their completed survey to ensure that it will be protected from view. In instances where more than one family lived in a household, data collectors used extra questionnaires they had with them for the additional family. The same ID number assigned to that address was used with the addition of “-2” appended to the end of the ID. If no one was available at a household during the door-to-door component, that household was recontacted later that day, the next day, or the final day PSU data collectors were in Moro using the same door-to-door method. Continued oversight of any additional attempts with the nonresponse households ensured that each household received a maximum of three attempts.

Results

After the data collection phases, a total of 132 surveys were completed out of the total sample of 161 households for an overall response rate of 82.0%. In addition, the refusal rate was 12.4% (n=20) and the nonresponse rate was 5.6% (n=9). Data collection was conducted May 8, 2025 through June 26, 2025.

Low- and Moderate-Income Proportion

Calculating the proportion of low- and moderate-income (LMI) persons was done using the criteria outlined in the worksheet included in the HUD Notice CPD-14-013¹. Calculating LMI when conducting a survey using a census approach involves taking the number of people who are found to be LMI from survey results and dividing by the total population of the service area.

The total number of people in households that completed the survey was 352, with an average family size of 2.67. Due to the count of households determined through the comprehensive in-person data collection and the US Census data for small communities being highly inaccurate (422 ± 82^2), the total population for the service area needed to be calculated based on the data from the survey. To estimate how many people lived in the additional 29 households that did not complete a survey (i.e., either refused [n=20] or did not participate [n=9]), the RRI used the standard procedure of mean substitution. Using this procedure, the average family size of the responding households is applied to those households that did not complete a survey. This method resulted in an estimated 77 people who did not participate in the survey, for a total population of 429. Using this figure, along with other results from the survey, the percentage of LMI residents in Moro, Oregon is **35.43%** (Table 1).

Table 1: Low- and Moderate-Income Based on Census Approach	
1. Estimated Total Number of Families in the Service Area	161
2. Total Number of Families Surveyed	132
3. Estimated Total Population of Service Area	429
4. Total Number of People in the Families Surveyed Who are Low- and Moderate-Income (LMI)	152
5. Total Number of People Who Are LMI Out of the Total Number of People in the Families Surveyed (line 4/line3)	.3543
6. Percentage of LMI People in the Service Area (line 5 x 100)	35.43%

Summary of Survey Items

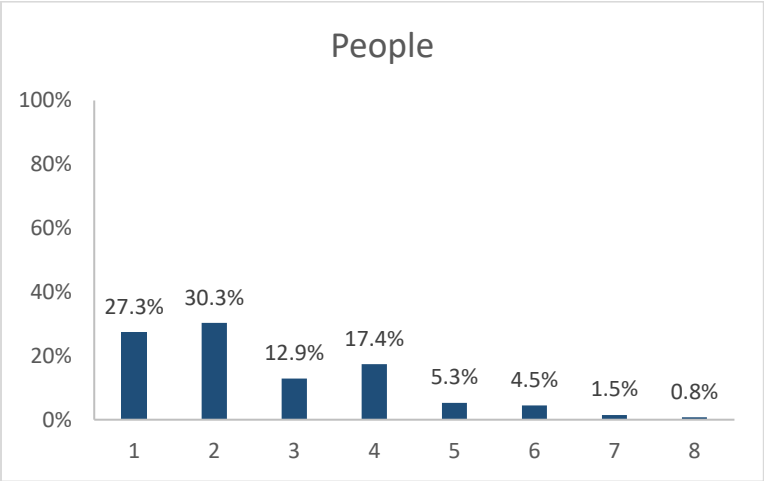
Each of the individual survey items are represented in the following paragraphs and figures. All of the families (100.0%, n=132) lived in a residence that included only one family. To assist respondents in answering this question, the following HUD definition was provided on the survey: A family is defined 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.

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

² U.S. Census Bureau, U.S. Department of Commerce. "Age and Sex." American Community Survey, ACS 5-Year Estimates Subject Tables, Table S0101, 2023, <https://data.census.gov/table/ACSST5Y2023.S0101?g=160XX00US4150000>. Accessed on June 30, 2025.

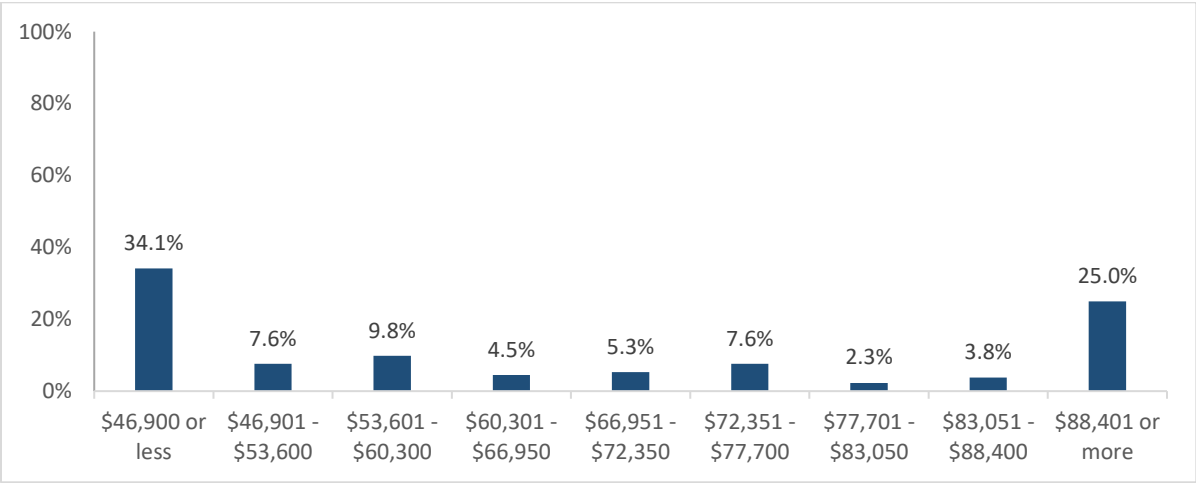
Figure 1 shows that the largest proportion of households had two people (30.3%), followed by one person (27.3%), with no family comprised of more than 8 people.

Figure 1: How many people are in your family including yourself?⁵



In order to determine a household’s income, ranges provided by the HUD FY 2025 Income Limits Documentation System for Sherman County Oregon were used. As seen in Figure 2, the largest proportion of families had the lowest income range (34.1%), followed by those with the highest income range (25.0%), followed by the third lowest income range (9.8%). The remaining income ranges fell between 2.3% and 7.6% of households.

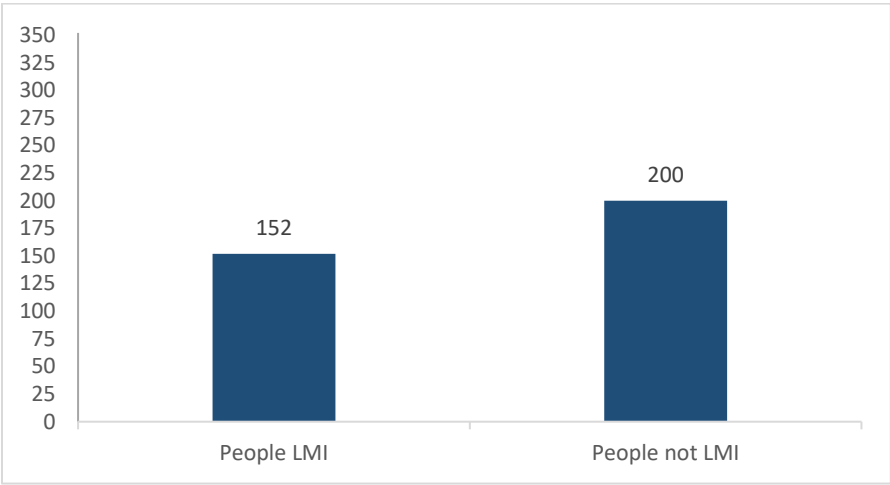
Figure 2: Which of the following best describes your family’s total gross income, before taxes, for the previous 12 months?³



³ The following HUD definition was provided on the survey: 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 and other sources. This also includes unemployment and disability compensation, worker’s compensation and severance pay, and welfare assistance payments.

As seen in figure 3, this distribution of household incomes and sizes produced 152 people reporting low-to-middle income and 200 people falling above this income threshold.

Figure 3: Moro Residents Who Are LMI & Not LMI



Attachments

Attachment A: Survey Certification Form

Attachment B: Conflict of Interest Form

Attachment C: Moro Door-to-Door Survey Script

Attachment D: Moro Survey Information Sheet

Attachment E: Moro Valley Community Demographic Survey

Attachment A: Survey Certification Form

Income Survey Certification – Moro, Oregon

I hereby certify that, to the best of my knowledge, all information found in the income survey forms is 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 (IFA) financing programs as determined appropriate by IFA, a Division of Business Oregon.

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

Surveyor 1: _____ (Please Print)	Signature: _____ (Date)
Surveyor 2: _____ (Please Print)	Signature: _____ (Date)
Surveyor 3: _____ (Please Print)	Signature: _____ (Date)
Surveyor 4: _____ (Please Print)	Signature: _____ (Date)
Surveyor 5: _____ (Please Print)	Signature: _____ (Date)
Surveyor 6: _____ (Please Print)	Signature: _____ (Date)
Surveyor 7: _____ (Please Print)	Signature: _____ (Date)
Surveyor 8: _____ (Please Print)	Signature: _____ (Date)

NOTE: If there are more than eight (8) surveyors, this form should be copied and the remaining surveyors should sign accordingly.

Chief Elected Official: _____ (Please Print)	Signature: _____ (Date)
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Attachment B: Conflict of Interest Form

Data Collection Conflict of Interest Disclosure Form Moro, Oregon

_____ I have no conflict of interest to report

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

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

Signature

Printed Name

Date

Attachment B: City of Moro Door-to-Door Survey Script

Hello, this is _____ and I am helping the City of Moro conduct a survey that is necessary to apply for free funds to improve our water systems by building a new reservoir and transmission line, and a new well and pump station. Funds will also go towards the replacement of water meters, hydrants, GIS development and the replacement of aging water lines. Part of the county's application requires summarizing demographic information of Moro residents. Will you take a few minutes to fill out the survey?

[If Yes:]

Thank you! The survey is ***completely confidential*** and will take only about 2 minutes. ***Your name will never be connected to your answers*** and the information you provide will not be shared with anyone. Your answers will be combined with those provided by everyone else who responds to the survey. A summary of the income estimate of Moro residents will be given to the City by Portland State University. The PSU research team will be the only ones who will see your responses to the survey, but your answers will never be connected to your name.

[If No]

This survey is very important for the City of Moro and will help determine if your community qualifies for funding to help improve your water system. It is just 3 short questions and your privacy is completely protected. I will give you an envelope to seal the survey into, so your answers will not be visible. We need to get a minimum number of completed surveys to meet the requirements. Would you be willing to do it for the possibility that the City could apply for funds to improve our water systems?

[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.

Attachment D: City of Moro Survey Information Sheet

City of Moro Demographic Survey Information

Purpose

The City of Moro is applying for a Community Development Block Grant (free federal funds) to the water supply, storage facilities, and distribution systems. Specific improvements to the water systems include a new reservoir and transmission line, a new well and pump station, the replacement of water meters, hydrants, GIS development and the replacement of aging water lines.

As a part of the application, we need to provide the State of Oregon with a current estimate of the average income of our residents. A team from Portland State University (PSU) is working with the City of Moro and is going door-to-door to collect **confidential surveys that include this information.**

The Survey

The survey asks just three questions that are required to determine the overall income level of residents in the City of Moro. The questions are:

- 1) How many families currently reside at this address?
- 2) How many people are in your family?
- 3) Which of the following [income ranges] best describes your family's total gross income, before taxes, for the previous 12 months?

Voluntary and Confidential

The survey is **voluntary**, but the City hopes that you are willing to complete it to help support and improve our community for all of us and our future generations. In order to ensure complete and valid information, we need **at least** 130 completed surveys from our community.

The information that you provide will be kept strictly **confidential** and your responses will not be connected to your name or address. After you complete the survey, you will seal it in a privacy envelope so your answers are not visible to the data collector. The sealed envelopes will be sent to PSU for processing. They have safely completed many of these survey projects for other communities throughout Oregon. The small team of researchers is committed to protecting your information and privacy.

Questions?

If you have any questions about the survey, please contact **Deb Elliott** at Portland State University, Regional Research Institute, at 503-725-5198 or elliottd@pdx.edu.

If you would like to learn more about the need for city water improvements, please **contact Brittany Wood, City of Moro Administrator**, at 541-565-3535 or morocityhall@cityofmoro.net.

Attachment E: City of Moro Demographic Survey

City of Moro Community Demographic Survey

The City of Moro is applying for federal funds to improve and update its water system. As part of the application for these funds, the City must provide summary demographic information to the State of Oregon. To satisfy this requirement, we would like you to take a moment of your time to answer a few simple questions about your household. Your answers will be combined with all other households and summarized in total counts and percentages in a final report given to the City of Moro.

The information that you provide will be kept strictly **confidential** and **your responses will not be connected to your name or address**. *Please do NOT write your name or address on this form.*

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 and other sources. This also includes unemployment and disability compensation, worker's compensation and severance pay, and welfare assistance payments.)

Please Select ONLY One: ☐ \$46,900 or less
☐ \$46,901 - \$53,600
☐ \$53,601 - \$60,300
☐ \$60,301 - \$66,950
☐ \$66,951 - \$72,350
☐ \$72,351 - \$77,700
☐ \$77,701 - \$83,050
☐ \$83,051 - \$88,400
☐ \$88,401 or more

Thank You!

Please fold this survey and put it into the envelope provided by the data collector.

If you have any questions about the survey, please contact **Deb Elliott** at Portland State University, Regional Research Institute, at 503-725-5198 or elliottd@pdx.edu.

If you would like to learn more about the need for water system improvements, please **contact Brittany Wood, City of Moro Administrator**, at 541-565-3535 or morocityhall@cityofmoro.net.

