



2020 Parks Improvement Bond Voter Survey

Survey research conducted January 2020



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METHODS

- ▶ Objectives:
 - ✓ Assess likely level of support for potential bond
 - ✓ Identify how best to communicate bond's benefits
- ▶ Telephone interviews with registered voters. 62% of interviews conduct on cell phones
- ▶ List source: Registered voters in City
- ▶ Sample size: 251. Worst-case reliability $\pm 6.2\%$.

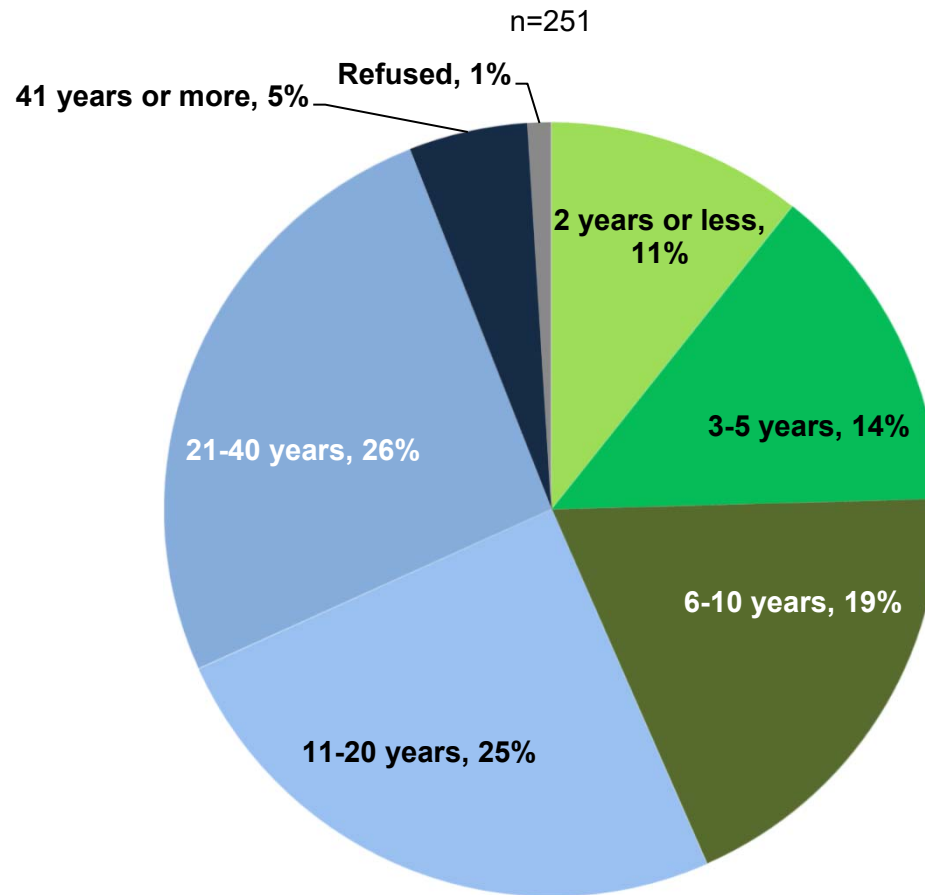
- ▶ Respondent criteria:
 - ✓ Lives in City of Tualatin
 - ✓ Self-described as voter – 69% vote in every election; 23% in Primary & General; 8% Presidential only
 - ✓ Gender balanced (51%/49% male/female)
- ▶ Interviews conducted January 2-16, 2020

RESEARCH RESULTS

Respondent demographics

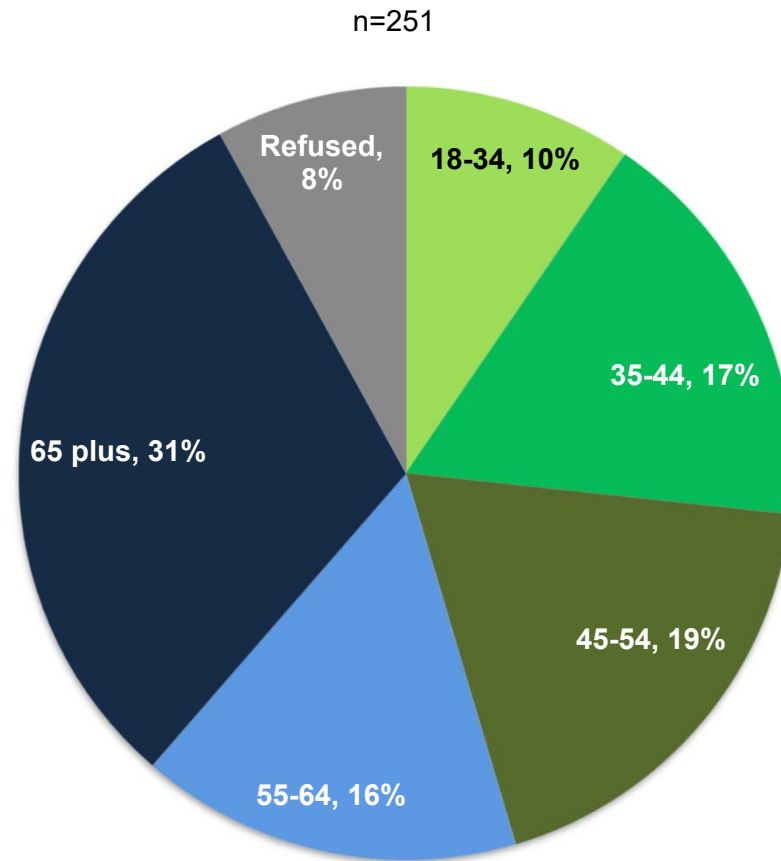
Many voters are relatively new to Tualatin. Average is 21 years; median is 15 years

Q: How long have you lived in the City of Tualatin?



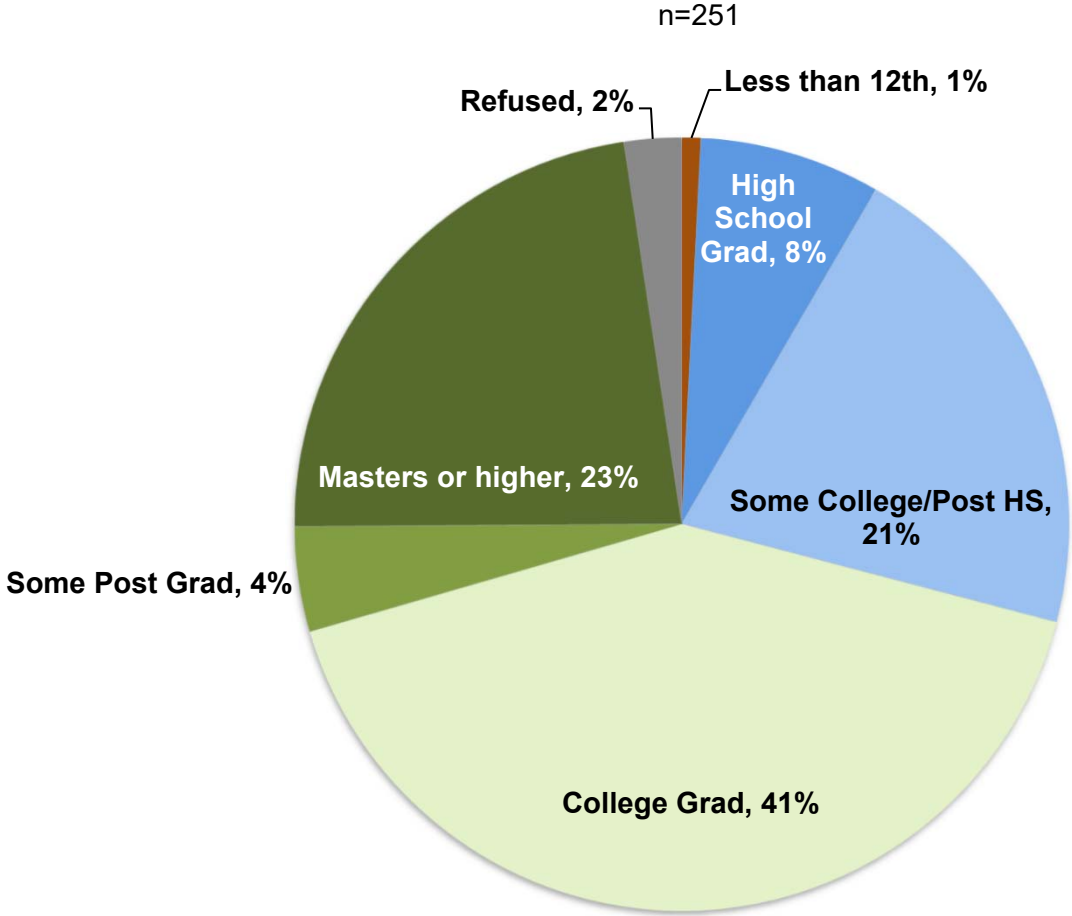
As expected, voters are also older.
Both average & median is 55 years

Q: What is your age, please?



Voters are well-educated — most have at least some post-secondary education

Q: *What is the last year of education you had the opportunity to complete?*

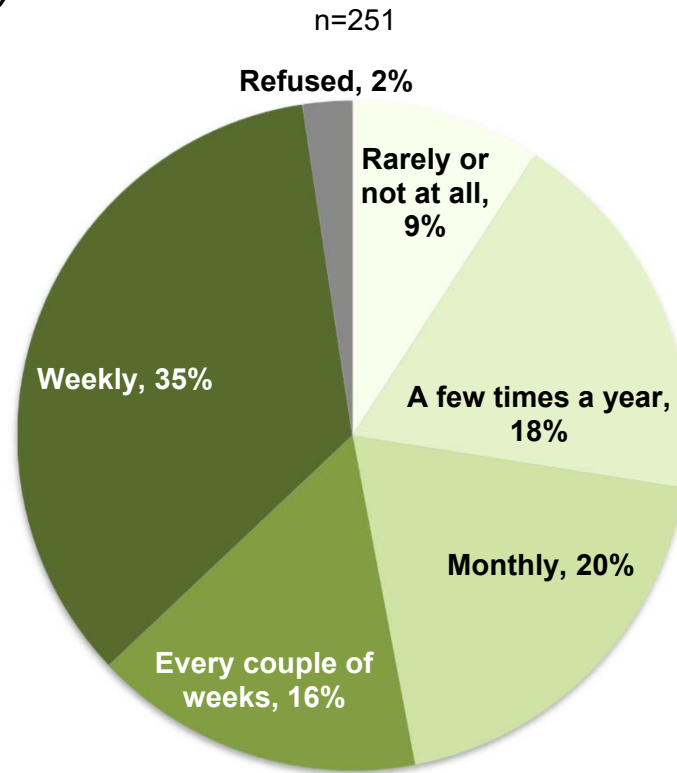


Other demographics: About half have a dog, a third children at home & 8 in 10 are homeowners

- ▶ Homeownership: 81% own home
- ▶ Children under 18: 34% have children in home
- ▶ Dog ownership: 45% have a dog

Half of voters indicate household visits to a City park at least every couple of weeks

Q: In the last year, how often has anyone in your household visited a City of Tualatin park or recreation facility?



Reaction to bond request

INITIAL “ASK” WORDING

Now I am going to ask some questions about a parks-improvement bond the City of Tualatin is considering placing on the ballot this year. The \$30 million, 20-year bond would fund city-wide improvements to Tualatin’s parks, playing fields, community trails, and river-access.

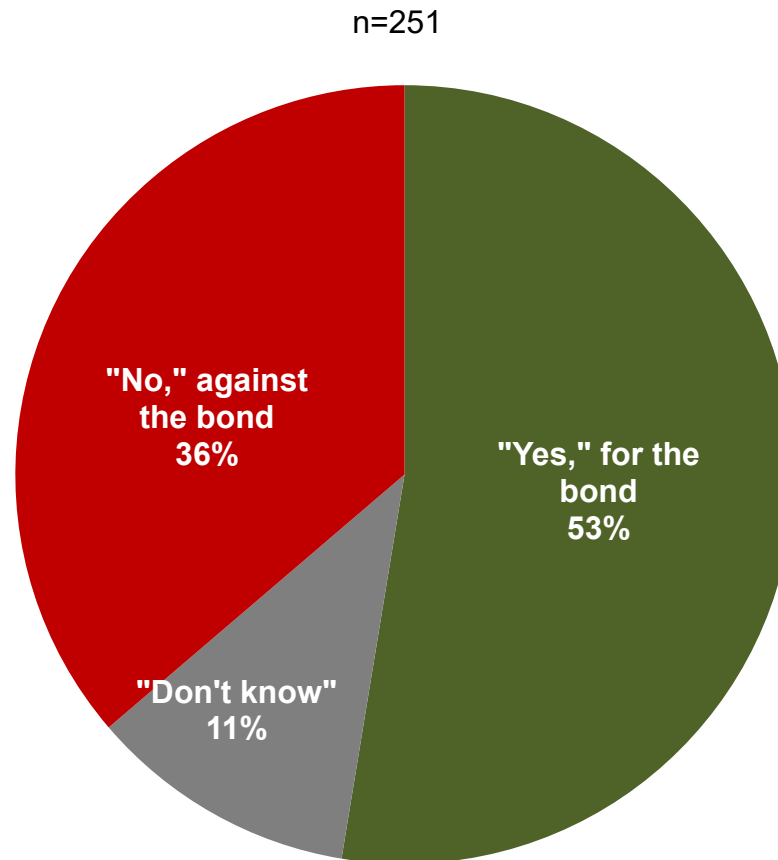
A “yes” vote would result in a property tax rate of 40¢ per thousand of assessed value, *not market value*. For property assessed at \$250,000, the cost would be \$100 per year.

If the bonds are approved, they will be payable from taxes on property ownership that are not subject to the limits of sections 11 and 11B in Article 11 of the Oregon Constitution.

THREE VOTING QUESTIONS

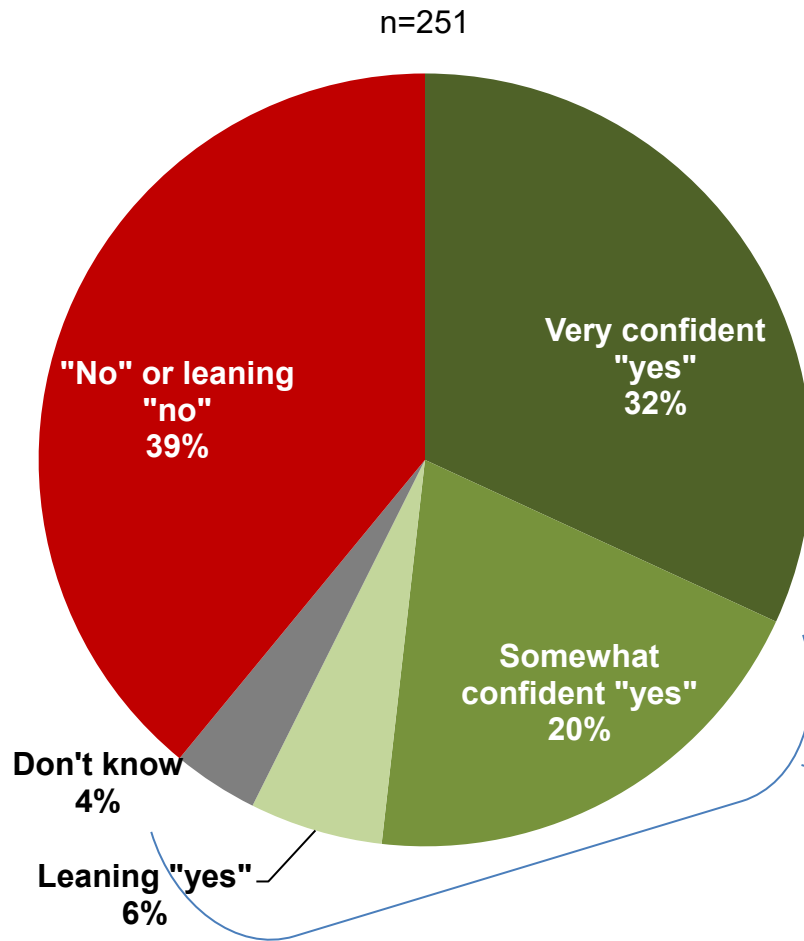
- ▶ If the election were held today, would you vote “yes” for the City of Tualatin’s parks improvement bond or “no” against the bond?
- ▶ ***If “don’t know:”*** If you had to make a decision today, would you say you are leaning toward voting *for* or *against* the City of Tualatin’s parks improvement bond?
- ▶ ***If “yes:”*** The bond measure would be on the ballot in May of 2020 at the earliest and other funding measures may be on the ballot. How strong is your support for the City of Tualatin’s parks improvement bond?

Initial support by only 53% of voters
(actual “yes” almost always lower than “initial yes”)



- ▶ Voter segments more likely to initially indicate they would vote “yes:”
 - ✓ **Visited a park at least every couple of weeks in last year.** 65% “yes” if visit regularly compared to 42% “yes” if fewer visits
 - ✓ **Younger voters.** 60% “yes” among voters under 65 compared to 47% “yes” if 65+
 - ✓ **Children in the household.** Of those with a child under 18 at home, 62% “yes”
 - ✓ No difference based on gender, dog ownership, or level of education.

3 in 10 are “*very confident*” they will support the bond in May; 3 in 10 are Fence Sitters



Fence Sitters are Voters who may support the bond but are not firmly committed to a “yes” vote, so may change mind. Getting information to **Fence Sitters** typically key to success

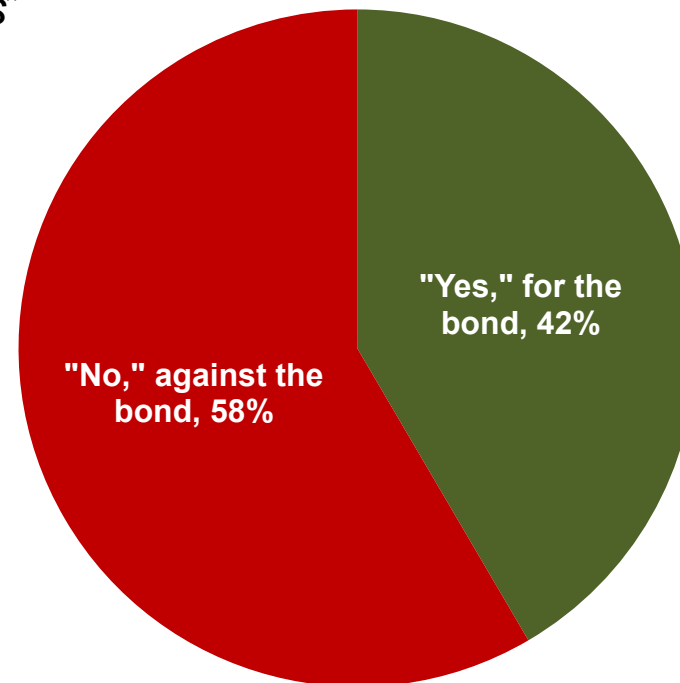
Fence Sitters = 29%
Somewhat confident (19.9%) + Leaning “yes” (5.6%) + Don’t know (3.6%)

- ▶ Only demographic segment more likely to be “very confident yes” are those who have visited a park at least every couple of weeks in last year:
 - ✓ 68% of “yes voters” who are regular park visitors indicate they are “very confident” of their “yes” vote, compare to just 48% of “yes voters” who are less frequent park visitors.

Projection indicates 40¢ parks bond will be difficult to pass

Projection Assumptions:

- √All “*very confident*” voters (32%) will vote “yes”
- √1/3 of Fence Sitters (10%) will vote “yes”



Reaction to bond facts

Now I am going to read you a series of factual statements regarding the City of Tualatin's parks improvement bond. Regardless of how you currently believe you will vote, please rate how useful the information seems to you in clarifying whether or not you will vote for the bond. For each statement please tell me whether it is very useful, somewhat useful, not especially useful information regarding the bond.

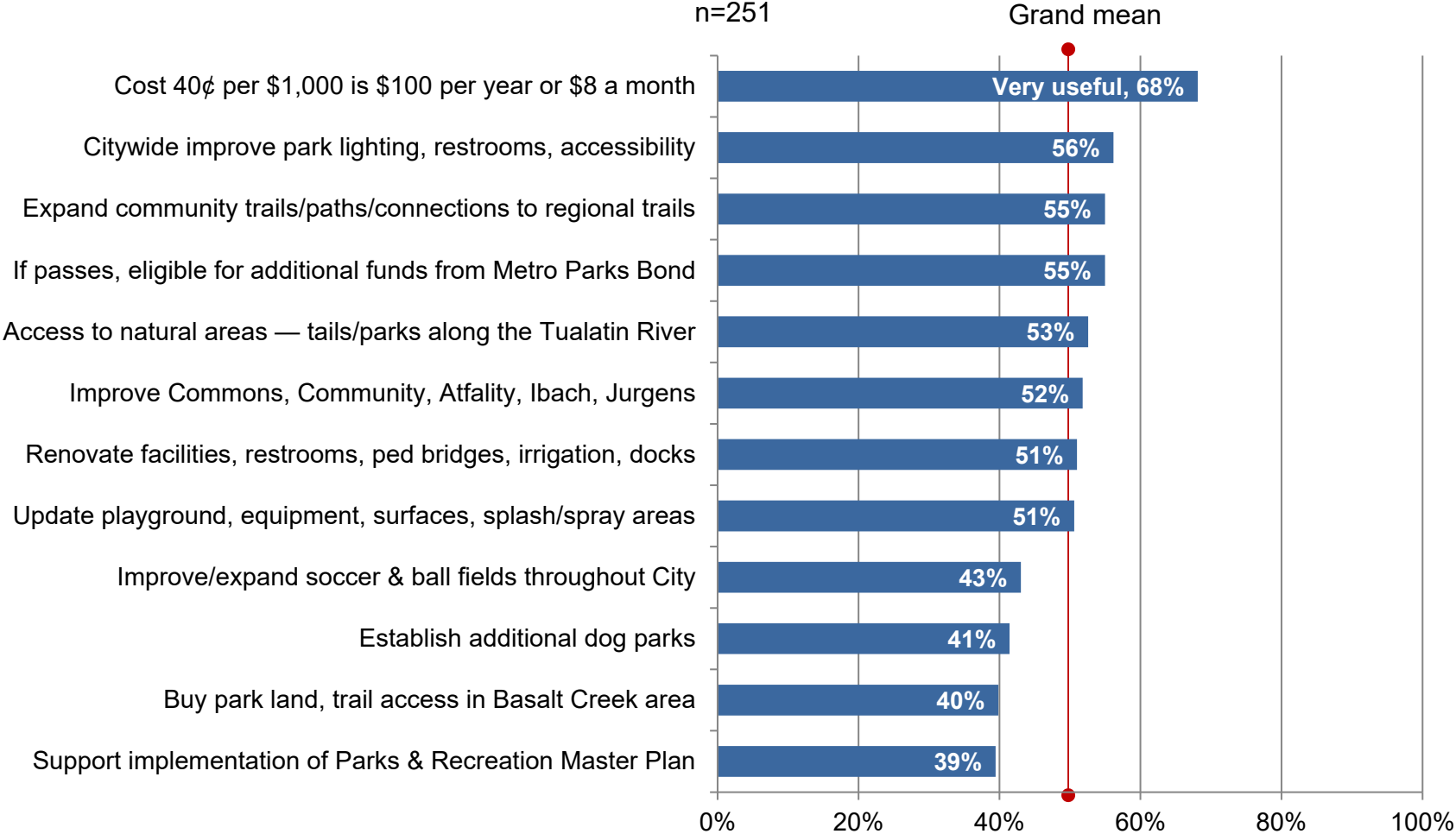
(Abbreviated statements shown in charts.
For complete context, see full text of fact statements.)

Full Text of Bond Statements

[The order of statements was randomized during the survey — that is, statements were not read in the same order each time. For reporting purposes, the order shown below matches the order shown on the following graphic and bold emphasis has been added.]

- ▶ If approved, the bonds would result in a property tax rate of **40¢ per thousand of assessed value**, *not market value*. For property assessed at \$250,000, the cost would be \$100 per year or about \$8 a month.
- ▶ Bond funds would pay for updates and improvements to existing parks **citywide, including adding lighting, renovating restrooms, and improving accessibility** for all residents.
- ▶ Bond funds would be used to expand **Tualatin’s community trails and multi-use paths** and to complete connections to regional trail systems such as the Tualatin River Greenway Trail and the Ice Age Tonquin Trail.
- ▶ If the Bond passes, the City would be eligible for additional **funds from the recently passed Metro Parks Bond**, increasing funding from Metro for park improvements in Tualatin.
- ▶ Bond funds would be used to improve access to natural areas, such as **trail and park access along the Tualatin River**.
- ▶ If the bond passes, equipment and **facility improvements are anticipated at parks throughout the City**, including Tualatin Commons and Community, Atfality, Ibach, and Jurgens Parks.
- ▶ Funds from the bond would be used to **replace or renovate aging infrastructure** including facilities, restrooms, pedestrian bridges, irrigation systems, and boat docks.
- ▶ Bond funds would pay for renovations and updates to **children’s playgrounds**, including new equipment, safety surfaces, and splash-pads or spray areas.
- ▶ Bond funds would allow the City **to improve and expand available soccer and ball fields** throughout the City.
- ▶ Funds from the bond would allow the City to establish additional **dog parks**.
- ▶ Bond funds would help pay for the purchase of park land and community trail access in the **Basalt Creek area**.
- ▶ Based on extensive community input, the City has adopted a **Parks and Recreation Master Plan**. Bond funds would be used to support implementation of this plan.

Most useful fact relates to cost, followed by basic improvements, trails, & Metro funds

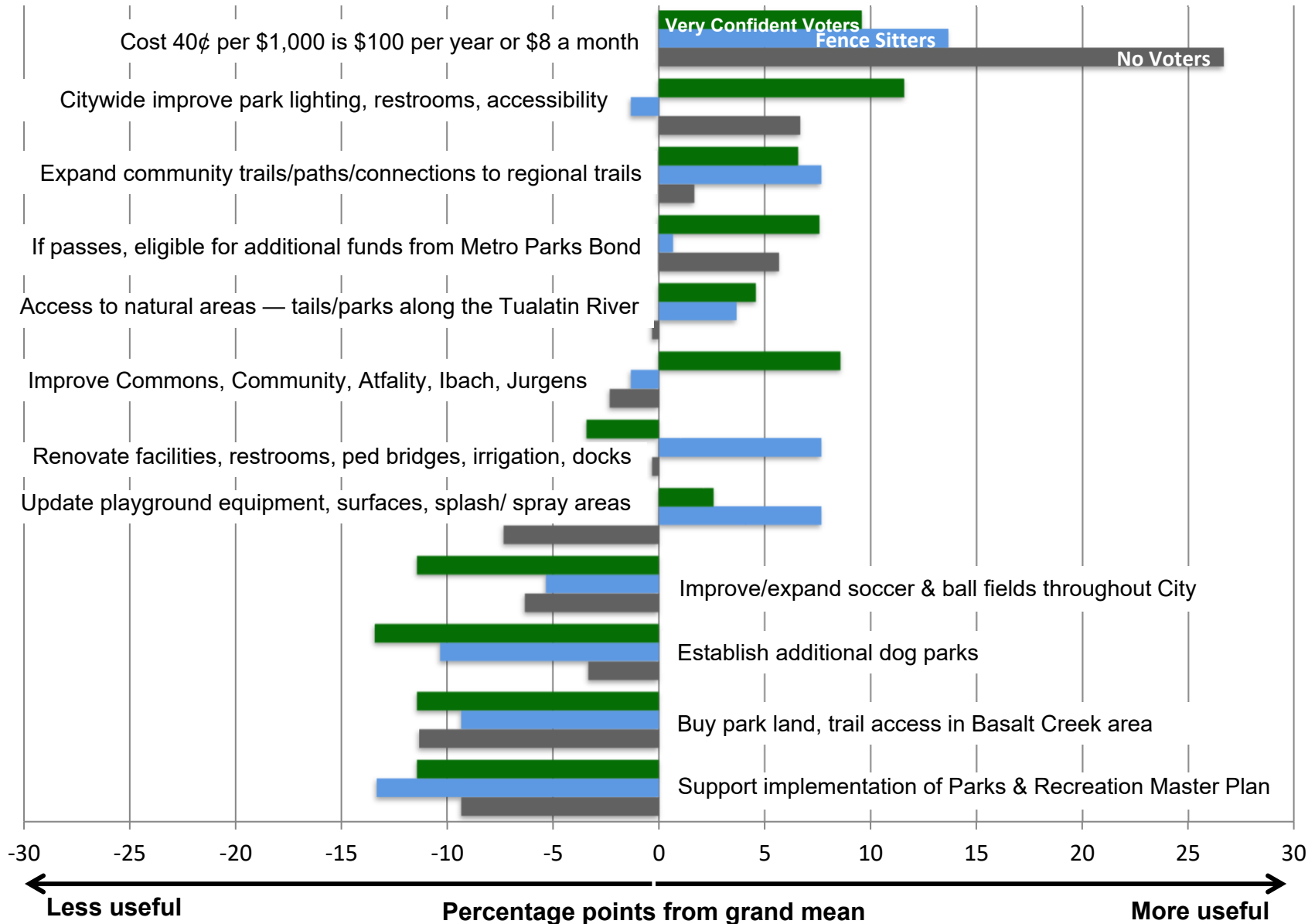


Normalize data to identify key messages

- ▶ Tendency for individuals or groups to rate all items higher or lower. Grand mean of very useful ratings by segment:
 - ✓ Very Confident (71%), Fence Sitters (54%), No (30%)
- ▶ To address issue, normalize data. 2 steps:
 - ✓ Determine “grand mean” – average of averages – for each segment
 - ✓ Determine how far above or below each statement’s rating is from grand mean
- ▶ Higher above grand mean, more important to communicate.

Opinions by voter segments

Very confident yes n=80; Fence sitters n=73; No voters n=98



- ▶ Overall, it is rare to see the cost statement so high on the list of “very useful” ratings for all segments
 - ✓ The benefits described do not resonate with enough voters as a good value for the cost anticipated.

- ▶ Not surprisingly, regular park users more likely to rate all statements “very useful”
- ▶ Statement on cost of bond to property taxpayers especially useful to those:
 - ✓ With children under 18 (80% very useful)
 - ✓ Under 65 (75%)
 - ✓ With a college degree (73%)
- ▶ Those with children more interested in playgrounds (65% very important) than soccer & ball fields (45%).

Statements improve “yes” voter confidence, change opinion of some “unsure” or “no” voters

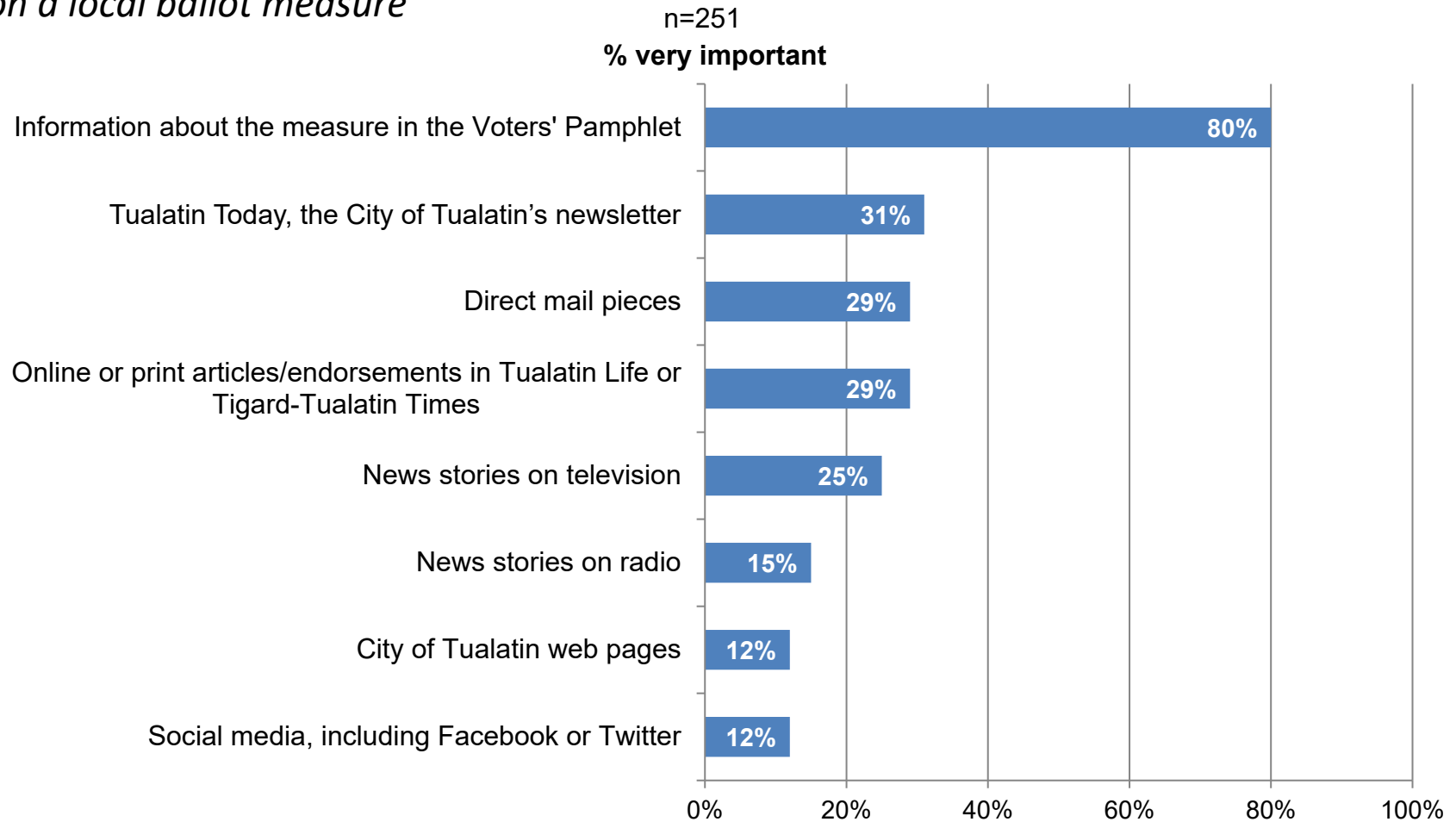
After bond statements read...

- ▶ Some who initially said “no” or “unsure” change to saying “yes” — a theoretic 8-point swing toward initial “yes” overall (from 53% to 61%)
- ▶ Percentage of respondents who are “very confident” of “yes” vote rises from 32% to 43%
- ▶ Real-world change likely to be less because not all voters will receive all information.

Information sources

Voters' Pamphlet key information source

Q: Now I want you to think specifically about how you learn about local elections. I am going to read you a list of possible sources of information. Please tell me if each source of information is very, somewhat, or not important when you are deciding how to vote on a local ballot measure



CONCLUSIONS & RECOMMENDATIONS

▶ A 40¢ per thousand Parks Improvement Bond will be difficult to pass

- ✓ Only a third of voters are very confident they would support the Bond
- ✓ Older voters, who are most likely to vote, are less supportive
- ✓ Not enough voters perceive a benefit worth the cost. All segments place cost statement at or near top of their “very useful” ratings — not typical of better-supported money measures.

- ▶ Moving forward, remember that voters make decisions about supporting money measures based on 3 factors:
 - ✓ Perceived community benefit of intended purpose
 - ✓ Trust in funded organization to use tax dollars wisely
 - ✓ Degree of personal economic optimism.

- ▶ Before referring money measure to voters, revise based on research & other analysis to focus community benefit, adjust cost
 - ✓ Dog parks, sports fields, land acquisition, not valued as much as community trails, multi-use paths, lighting, & other tested improvements
 - ✓ The combination of added clarity in benefit & lower cost may offer better chance of passage
 - ✓ Plan on spending up to a year prior to the vote communicating vision/benefit to voters.

- ▶ In putting together a communications plan, remember that passage of any money measure is more likely if efforts include:
 - ✓ Clear description of key benefits on ballot title & explanatory statement in Voters' Pamphlet
 - ✓ Presentations on facts about the measure to all possible local forums, including service clubs, homeowner associations, senior services
 - ✓ Proactive meetings with local media about the money measure
 - ✓ Mailings describing useful facts about the proposal to all voters.

For answers to questions or
more information, contact:

Campbell DeLong Resources, Inc.

Martha DeLong, MarthaD@cdri.com

John Campbell, John@cdri.com

(503) 221-2005

APPENDIX

CITY OF TUALATIN
2020 PARKS IMPROVEMENT BOND RESEARCH
895

DATE _____

PHONE NUMBER _____

RESPONDENT NAME _____

INTERVIEWER _____

REASONS FOR TERMINATION

- Gender quota Q1
- Does not live in City of Tualatin Q2
- Not a registered voter..... Q3
- Rarely votes Q4

INTRODUCTION

(TO RANDOM HOUSEHOLD RESPONDENT:) Hello, I'm (FIRST AND LAST NAME) from Campbell DeLong Resources. We are conducting a brief study on *local* government. May I please speak with a (male/female) household member who is a registered voter? **(IF NECESSARY: The survey will take no more than 12 minutes to complete.) IF NOT AVAILABLE, MAKE CALLBACK APPOINTMENT FOR FIRST POSSIBLE TIME.**

AS NECESSARY: This is strictly research. We are not selling anything, and your name will not be associated with your comments.

IF ASKING FOR MALE RESPONDENT: I need to speak to a male in the household because we need to interview an equal number of men and women and we have already reached our quota for women.

(TO NEW HOUSEHOLD RESPONDENT:) Hello, I'm (FIRST AND LAST NAME) from Campbell DeLong Resources. We are conducting a brief study on *local* government. **(IF NECESSARY: The survey will take no more than 12 minutes to complete.)**

AS NECESSARY: This is strictly research. We are not selling anything, and your name will not be associated with your comments.

SCREENING

First, I have just a couple of questions to determine if you are the appropriate person to talk with.

1. **GENDER. RECORD. DO NOT ASK. CHECK QUOTAS. AN APPROXIMATE 50/50 MALE/FEMALE QUOTA**
 - Male1 **CONTINUE**
 - Female2 **CONTINUE**
 - Unable to determine.....3 **CONTINUE**

2. What is your ZIP code? **RECORD. CONFIRM SAME AS VOTER REGISTRATION LIST.**

97062 1

Other ZIP code, specify _____

ZIP CODE PROVIDED MUST MATCH ZIP CODE IN VOTER REGISTRATION LIST OR BE ZIP CODE LISTED ABOVE

IF REFUSES ZIP CODE SAY: We need this information just to confirm that you live in a specific area. This information is strictly confidential and will not be associated with your name or provided to other organizations. **IF CONTINUES TO REFUSE, POLITELY DISCONTINUE.**

3. Are you registered to vote in Oregon? **RECORD ONE ONLY.**

Yes 1 **CONTINUE**

No 2 **POLITELY DISCONTINUE**

DO NOT READ: Don't know 9 **POLITELY DISCONTINUE**

4. Which one of the following statements *best* describes how often you typically vote. **READ CATEGORIES IN ORDER. RECORD ONE ONLY.**

Every election, including all off-year May and November elections, no matter what's on the ballot 1 **CONTINUE**

Consistently in major May primaries and November general elections and sometimes in others 2 **CONTINUE**

In Presidential general elections, but less frequently in others 3 **CONTINUE**

Rarely in any election..... 4 **POLITELY DISCONTINUE**

DO NOT READ: Don't know 9 **POLITELY DISCONTINUE**

ATTITUDES TOWARD BOND

Now I am going to ask some questions about a parks improvement bond the City of Tualatin is considering placing on the ballot this year. The \$30 million, 20-year bond would fund city-wide improvements to Tualatin’s parks, playing fields, community trails, and river-access.

A “yes” vote would result in a property tax rate of 40¢ per thousand of assessed value, *not market value*. For property assessed at \$250,000, the cost would be \$100 per year.

If the bonds are approved, they will be payable from taxes on property ownership that are not subject to the limits of sections 11 and 11B in Article 11 of the Oregon Constitution.

[Only if respondent asks for meaning of the preceding sentence: What I can tell you is that the statement is required to appear on every bond measure placed on a ballot in Oregon, so that language would appear with the ballot description.]

5A. If the election were held today, would you vote “yes” for the City of Tualatin’s parks improvement bond or “no” against the bond? **RECORD ONE ONLY.**

- Yes, for the bond 1 **SKIP TO 5C**
- No, against the bond 2 **SKIP TO 6**
- DO NOT READ:** Don’t know 9 **ASK 5B**

5B. **IF DON’T KNOW IN 5A:** If you had to make a decision today, would you say you are leaning toward voting *for* or *against* the City of Tualatin’s parks improvement bond? **RECORD ONE ONLY.**

- Leaning toward yes 1
- Leaning toward no 2
- DO NOT READ:** Don’t know 9

GO TO Q6

5c. **IF YES IN 5A:** The bond measure would be on the ballot in May of 2020 at the earliest and other funding measures may be on the ballot. How strong is your support for the City of Tualatin’s parks improvement bond? Would you say you are *very* confident, *somewhat* confident, or *not* confident that you will vote for this bond? **RECORD ONE ONLY.**

- Very confident 1 Not confident 3
- Somewhat confident 2 **DO NOT READ:** Don’t know 9

USEFULNESS OF INFORMATION

6. **ASK ALL:** Now I am going to read you a series of factual statements regarding the City of Tualatin’s parks improvement bond. Regardless of how you currently believe you will vote, please rate how *useful the information seems to you* in clarifying whether or not you will vote for the bond. For each statement please tell me whether it is *very useful*, *somewhat useful*, *not especially useful* information regarding the bond. **READ, RANDOMIZE LIST**

VERY SOMEWHAT NOT DK

- a. If approved, the bonds would result in a property tax rate of 40¢ per thousand of assessed value, *not market value*. For property assessed at \$250,000, the cost would be \$100 per year or about \$8 a month 1 2 3 9
- b. Bond funds would help pay for the purchase of park land and community trail access in the Basalt Creek area 1 2 3 9
- c. Bond funds would pay for updates and improvements to existing parks citywide, including adding lighting, renovating restrooms, and improving accessibility for all residents 1 2 3 9
- d. Bond funds would pay for renovations and updates to children’s playgrounds, including new equipment, safety surfaces, and splash-pads or spray areas..... 1 2 3 9
- e. If the Bond passes, the City would be eligible for additional funds from the recently passed Metro Parks Bond, increasing funding from Metro for park improvements in Tualatin..... 1 2 3 9
- f. Bond funds would allow the City to improve and expand available soccer and ball fields throughout the City 1 2 3 9
- g. Bond funds would be used to expand Tualatin’s community trails and multi-use paths and to complete connections to regional trail systems such as the Tualatin River Greenway Trail and the Ice Age Tonquin Trail..... 1 2 3 9
- h. Bond funds would be used to improve access to natural areas, such as trail and park access along the Tualatin River..... 1 2 3 9
- i. Based on extensive community input, the City has adopted a Parks and Recreation Master Plan. Bond funds would be used to support implementation of this plan 1 2 3 9
- j. Funds from the bond would allow the City to establish additional dog parks 1 2 3 9
- k. If the bond passes, equipment and facility improvements are anticipated at parks throughout the City, including Tualatin Commons and Community, Atfality, Ibach, and Jurgens Parks..... 1 2 3 9
- l. Funds from the bond would be used to replace or renovate aging infrastructure including facilities, restrooms, pedestrian bridges, irrigation systems, and boat docks 1 2 3 9

7a. **ASK ONLY OF THOSE WHO SAY “NO” OR “DON’T KNOW” IN Q5A:** As I noted before, all of the statements I just read are true. Now that you have been provided with this information, if the election were held today, would you vote “yes” for the City of Tualatin’s parks improvement bond or “no” against bond? **RECORD ONE ONLY.**

Yes, for the bond.....1

No, against the bond2

DO NOT READ: Don’t know9

SKIP TO 8

7b. **IF “YES” IN 5A:** As I noted before, all of the statements I just read are true. Now that you have been provided with this information, how strong is your support for the City of Tualatin’s parks improvement bond? Would you say you are *very* confident, *somewhat* confident, or *not* confident that you will vote for this bond? **RECORD ONE ONLY.**

Very confident 1

Not confident 3

Somewhat confident..... 2

DO NOT READ: Don’t know 9

INFORMATION SOURCES

8. Now I want you to think specifically about how you learn about local elections. I am going to read you a list of possible sources of information. Please tell me if each source of information is very, somewhat, or not important when you are deciding how to vote on a local ballot measure. **READ AND ROTATE LIST.**

		VERY	SOMEWHAT	NOT	DK
a. Online or print articles and endorsements in <i>Tualatin Life</i> or the <i>Tigard-Tualatin Times</i>	1.....	2	3 9
b. News stories on radio.....	1.....	2	3 9
c. News stories on television	1.....	2	3 9
d. Direct mail pieces.....	1.....	2	3 9
e. Social media, including Facebook or Twitter.....	1.....	2	3 9
f. Information about the measure in the Voter’s Pamphlet.....	1.....	2	3 9
g. City of Tualatin web pages.....	1.....	2	3 9
h. Tualatin Today, the City of Tualatin’s newsletter.....	1.....	2	3 9

DEMOGRAPHICS

Now I have a few final questions to help classify your responses.

9. In the last year, how often has anyone in your household visited a City of Tualatin park or recreation facility? Would you say weekly, every couple of weeks, monthly, a few times a year, or less than that?

Weekly 1
Every couple of weeks 2
Monthly..... 3
Few times a year 4
Less than a few times a year 5
Don't know/don't remember 9

10. How long have you lived in the City of Tualatin? **RECORD IN YEARS. (IF LESS THAN ONE YEAR, RECORD AS "LESS THAN ONE YEAR.")**

_____ **YEARS**
LESS THAN ONE YEAR 98

DO NOT READ: Don't remember/don't know/refused 99

11. Do you own or rent your current home?

Own 1
Rent 2
Refused 9

12. Do you have any children under the age of 18 currently living in your home?

Yes 1
No 2
Refused 9

13. Do you currently have a dog?

Yes 1
No 2
Refused 9

14. What is your age, please? **RECORD.**

_____ **YEARS**

15. And what is the last year of education you had the opportunity to complete? **RECORD. READ LIST ONLY IF NECESSARY.**

- Less than 12th grade (not a high school graduate).. 1
- High school graduate 2
- Some college or other post-secondary education.... 3
- College graduate..... 4
- Some post-graduate..... 5
- Master's degree or higher 6
- Refused..... 9

VERIFY AND RECORD RESPONDENT FIRST NAME AND PHONE NUMBER. Thank you very much for participating in this survey.