



Tualatin Parks Funding Opinion Research Results *and Beyond*



Barney & Worth, Inc.



DHM Research

Agenda

Opinion Research Results: 2020–2021

Funding Measure – *Success Formula*

2022 Election Calendar

City Council Questions / Discussion

Opinion Research

*Combines qualitative and quantitative methods
over two years*

January 2020	Campbell Delong telephone survey (251 residents)
2020	Tualatin Community Survey (570 residents)
November 2021	Stakeholder interviews (18)
November 20, 2021	Focus groups (2 groups, 23 participants)

2020 Tualatin Community Survey

Library and Parks Contribute to Quality of Life

City Services Excellent/Good
95% Library
88% Parks
88% Drinking water
87% Police
84% Overall

Tualatin Quality of Life				
92%	92%	90%	88%	86%
Place to Live	Recommend to Others	Place to Raise Children	Overall	My Neighborhood

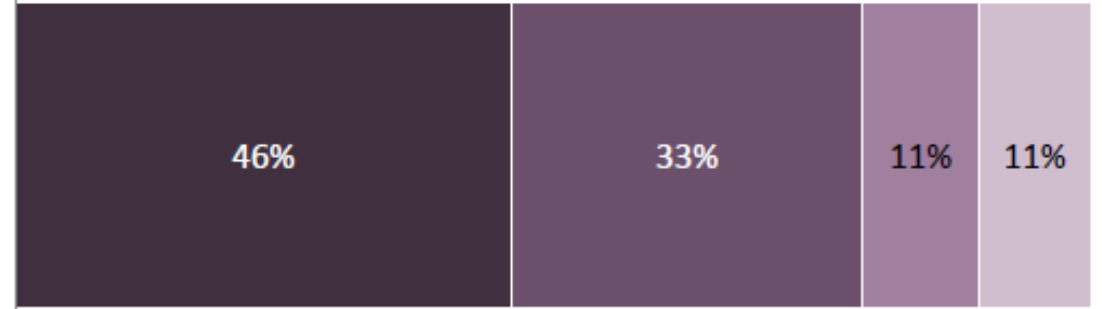
Top Issues: affordable housing, the economy, traffic

2020 Tualatin Community Survey

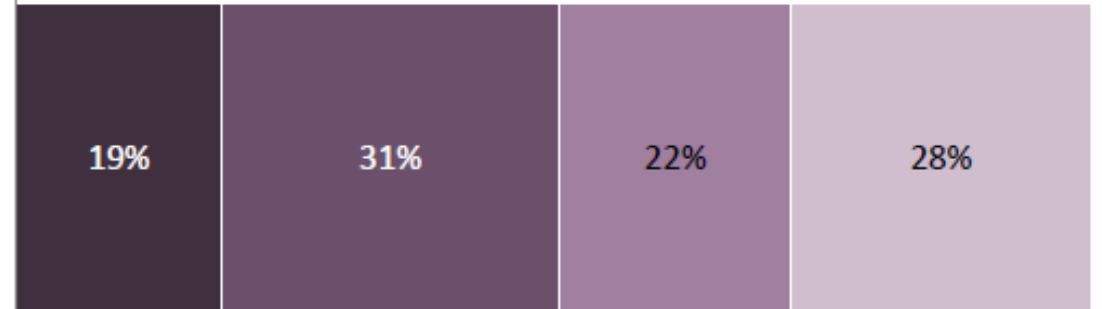
Results show potential support for funding measure

■ Strongly support ■ Somewhat support ■ Somewhat oppose ■ Strongly oppose

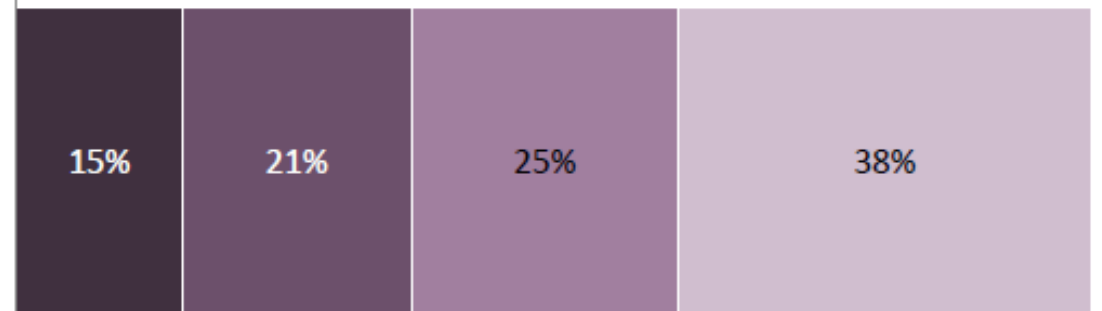
Develop a proposal for a property tax levy or bond for maintaining our parks amenities and then place the question on the ballot for voters to decide



Add a fee to each utility bill, with the amount to be determined and approved by City Council, to pay for maintaining our parks amenities



Do not ask property owners or utility rate payers to pay more even if it means reducing or removing amenities



Stakeholder Interviews

Highlights – November 2021

- Community leaders are generally supportive of parks and funding
- Park system deficiencies are obvious to most (but not all)
- **There's agreement on funding priorities:** trails, upgrading existing parks, deferred maintenance and safety.
- **The \$5/month utility fee is no longer an issue** – but stakeholders agree it's not enough
- **Advice:** an affordable bond measure and grassroots campaign that offers “something for everyone”

Focus Groups

November 20, 2021

- Two groups; 2 hours each; 23 participants total
- Random participant selection proportionate to voter pool
- Combines written exercises and discussion
- Sessions videotaped; written analysis in summary report



Focus Groups

Highlights – “Parks and Trails Connect Us”

- The leading issue is still traffic. (Parks are not mentioned.)
- Most participants are satisfied with City services, including parks. “They are well-maintained” and “adequate”.
- However, Tualatin’s parks suffer from comparisons with nearby communities.
- Few know which agency operates Tualatin’s parks or how they are funded.
- Participants aren’t initially supportive of a bond measure. They point to other, higher priorities.
- Support improves when voters are assured the funding measure includes their priorities. The acceptable price point for homeowners appears to be \$75 to \$200 per year.

Opinion Research

Priorities Seem Clear

Money Allocated to Parks Goals

1. Create a **walkable, bikeable** community with **interconnected trails**.
2. **Maintain parks** and promote high quality customer service
3. **Expand access** to parks to parts of the community that lack them.

Importance of Park Investments

1. Connected trails
2. Upgrades to existing parks
3. “Nature parks,” natural areas, wildlife viewing
4. River access
5. Playground equipment
6. Large lawns for multiple use



Opinion Research

Priorities Seem Clear

- Priority projects for “swing voters”: **connected trails, park renovation, playground equipment**
- Least popular projects: dog parks, buy land, improve/expand playfields, implement Parks Master Plan (all participants agree)



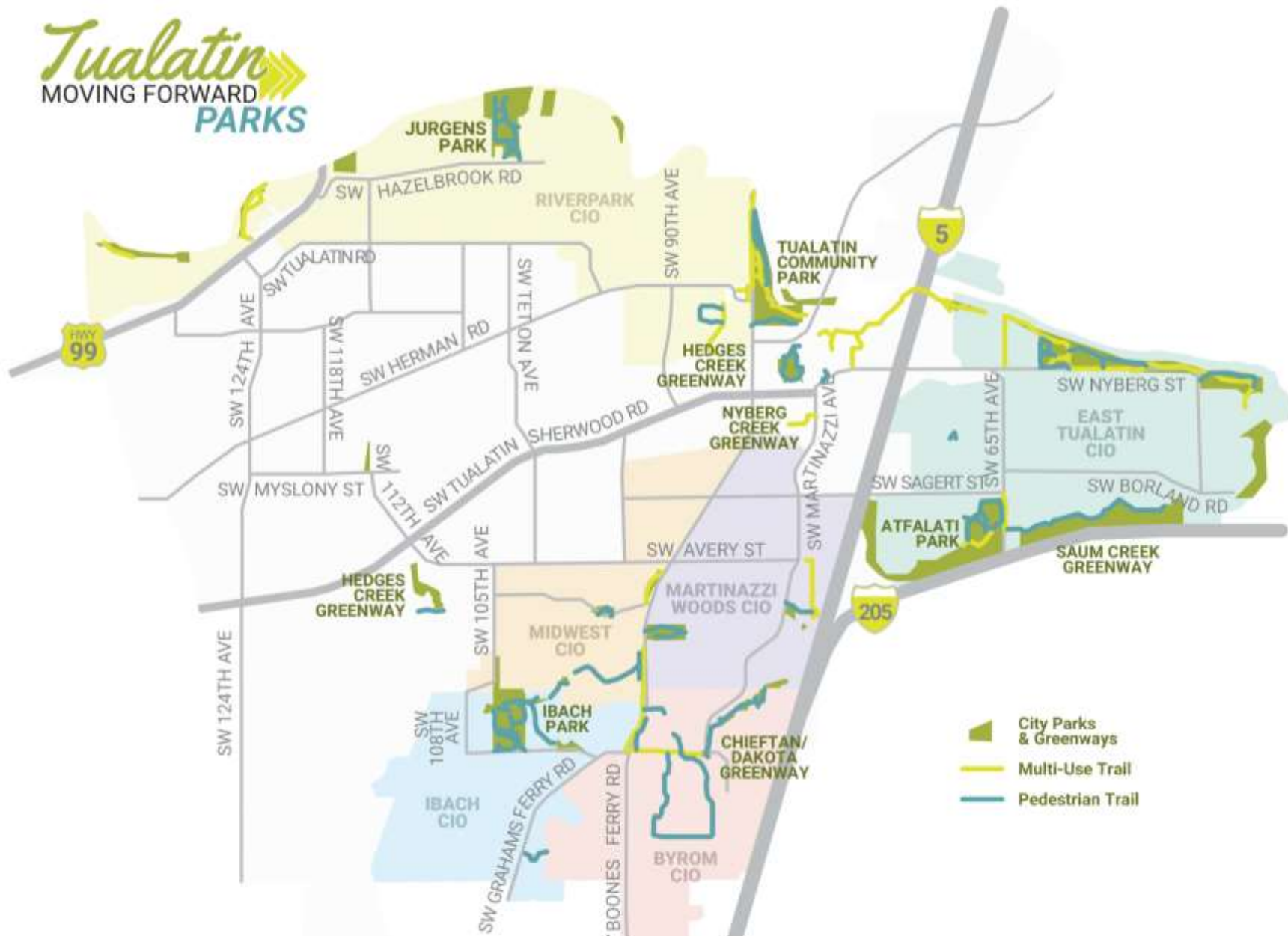
5,300 “Yes” Votes – *Success Formula*

1. Community-driven; authentic public engagement
2. Something for everyone
3. Include voters’ priority projects
4. Be mindful:
 - Most residents *do not regularly visit parks*
 - Most think *our parks are in good condition*
5. “Right-size” the funding ask; not too much for voters to support

Tualatin
MOVING FORWARD
PARKS
Connecting Parks—Paths—and People



Tualatin
MOVING FORWARD
PARKS



2022 Election Calendar

January	Launch Grassroots Campaign
February	Refine Funding Options/Messaging
March	Telephone Survey
April – October	Grassroots Public Engagement
April – May	Develop Funding Request
May 17	Primary Election
May – June	Draft Ballot Title, etc.
August	City Council Action
September	File Ballot Measure
August – October	Public Education (under ORS)
November 8, 2022	Election Day



City Council Discussion

**Thank
You!**

