



Tualatin Parks Funding Final Opinion Research Results *and Next Steps*



Barney & Worth, Inc.



DHM Research

City Council – April 25, 2022

Agenda

Opinion Research Results: *Latest News*

- Telephone Survey
- Online Survey
- Conclusions

Questions / Discussion

Funding Measure – *Success Formula & Game Plan*

2022 Election Calendar

Opinion Research

*Combines qualitative and quantitative methods
over 2+ years*

January 2020	Campbell Delong telephone survey (251 residents)
2020	Tualatin Community Survey (570 residents)
November 2021	Stakeholder interviews (18)
November 2021	Focus groups (2 groups, 23 participants)
February – March, 2022	Telephone Survey (302 registered voters)
February – March, 2022	Online Survey (890)

DHM Telephone Survey Results

Transportation remains top issue for voters (36%), followed by crime (13%) and affordable housing (10)%

80% of voters are satisfied with park and recreation services.

- Down from 95% satisfied in 2016
- “Very satisfied” lowest among tested city services

DHM Telephone Survey Results

Top parks funding priorities

- Upgrade lighting, restrooms, and safety features at existing parks (54% high priority)
- Construct new walking and biking trails that connect parks, schools, and shopping areas (49% high priority)

Improving existing parks and trails is a higher priority than creating new parks and trails in areas of the city that do not have them (51% vs. 32%)

DHM Telephone Survey Results

Effective support messages

- Tualatin is blessed with natural areas and wildlife. This bond measure will ensure that these are protected and that they are accessible to everyone. (79% good reason)
- Tualatin should be a fun place to live and for children to grow up. Investing in our parks will bring many years of joy and happiness to the people who live here. (75%)
- The bond will fund new walking and biking trails for recreation and to connect parks, schools, and shopping. This will make it easier to move safely around the city without getting stuck in traffic. (72%)

Core messaging themes: connections, accessibility, nature, children, joy, and transportation benefits

The National Sour Mood

For the First Time Since 1972, More Americans Say They're Not Too Happy vs. Very Happy



Source: New York Times 2/20/22

But Not So Sour in Tualatin

	Right Direction	Wrong Track
Tualatin (2017)	76%	16%
Tualatin (2022)	51%	19%
Salem (Jan 2022)	18%	62%
Portland (Dec 2021)	9%	83%
Statewide (Feb 2022)	18%	73%

Online Survey Results

Who participated?

- *890 respondents!*
- All 7 CIOs represented
- 89% use parks several times per week or month
- Most are parents of school age children
- Long-time residents: 5+ years (74%)
- Activities: walk, bike or run (92%), observe nature (59%), walk dog (55%), play organized sports (41%), use playgrounds (48%)

Online Survey Results

What's important?

Value: Improve parks / trails citywide (64%)

Priority Projects:

1. System of connecting trails (61%)
2. Partner with schools on sports fields (35%)
3. Set aside land for future (35%)
4. Tualatin River central access point for canoes and kayaks (35%)
5. Lighting for sports fields and courts (34%)
6. More nature parks and natural areas (34%)

Online Survey Results

Solid support for parks funding measure

41% Strongly support

28% Support with questions / reservations

24% Need more information

7% Will not support

Opinion Research – Conclusions

Priorities Still 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 – Conclusions

Priorities Still Seem Clear

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

Opinion Research – Conclusions

The “Ask” Needs to be Right-Sized

	Yes	No
1 st Test (no amount)	48%	45%
2 nd Test (\$125/year)	44%	50%
Final Test (after reasons for / against)	46%	49%

Source: DHM Telephone Survey, February – March 2022



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 more than voters are ready to support

“Right-Size” the Funding Request

What typical homeowners would pay*

Monthly		Annually
\$5.38	\$20 million	\$65
\$6.73	\$25 million	\$81
\$8.08	\$30 million	\$97
\$10.23	\$38 million	\$123

Too much!

*Based on \$280,000 taxable value

Matching Projects to the Funding Request

	\$20 million	\$30 million	\$40 million	\$50 million
Connected Trails				
Tualatin River Greenway	•	•	•	•
Little Woodrose	•	•	•	•
Koeller Wetland	•	•	•	•
Ice Age			•	•
Park Upgrades				
Atfalati	•	●	●	●
Veterans Plaza		•	•	•
Stoneridge		•	•	•
Tualatin Community Park		•	•	●
Play Equipment / Splashpad				
Ibach	•	•	•	•
Jurgens		•	•	•
Atfalati		•	•	•
Natural Areas / Parks				
Sweek Woods	•	•	•	•
Jurgens Park Expansion		•	•	•
Land Aquisition		•	•	•
Multi-Use Grass Areas				
School Partnerships	•	•	•	•
City Fields	•	•	•	•
River Access				
TCP Water Access Plaza	•	•	•	•

Spreading Projects Citywide



Tualatin River Access



Game Plan

- ✓ Sharpen the ask
- ✓ Develop a crowd-sourced project list and map
- ✓ Launch a branded public education campaign
- ✓ Identify leadership; organize a grassroots movement
- ✓ Capitalize on the Tualatin Moving Forward brand
- ✓ Draft a solid ballot title
- ✓ *Get out the vote!*

Tualatin
MOVING FORWARD 
PARKS
Connecting Parks—Paths—and People



Tualatin
MOVING FORWARD
PARKS

Better Parks
Better Paths
*Something for
Everyone*



2022 Election Calendar

January	Launch Grassroots Campaign
February – March	Online Survey
February – March	Telephone Survey
March – April	Refine Funding Options/Messaging
April 25	City Council Discussion
April – October	Grassroots Public Engagement
April – May	Develop Funding Request
May 17	Primary Election
May – June	Draft Ballot Title, etc.
July – August	City Council Action
August – September	File Ballot Measure
August – October	Public Education (under ORS)
November 8, 2022	Election Day



Questions / Discussion