

# City of Tualatin Parks Bond Survey

June 2022



CITY OF  
**TUALATIN** OREGON

**d h m**  
RESEARCH

## Research purpose

- Assess voter support for a potential November 2022 bond measure to fund parks, trails, and river access in Tualatin.
- Determine which possible park projects that voters most prioritize.
- Evaluate messages supporting the bond.

## Methodology

- Phone and text-to-online survey of N=300 Tualatin voters
- Conducted June 16–21, 2022; 11 minutes to complete
- Quotas were set by age, gender, and political party to ensure a representative sample
- Margin of error  $\pm 5.7\%$
- Due to rounding, some totals may differ by  $\pm 1$  from the sum of separate responses.

## Key takeaways

**Tualatin voters are moderately optimistic** about the direction the city is headed.

**A majority say they would vote for the \$25 million bond measure.** From 50% support in an initial test, support increases to 61% with more information about cost and what the measure will fund.

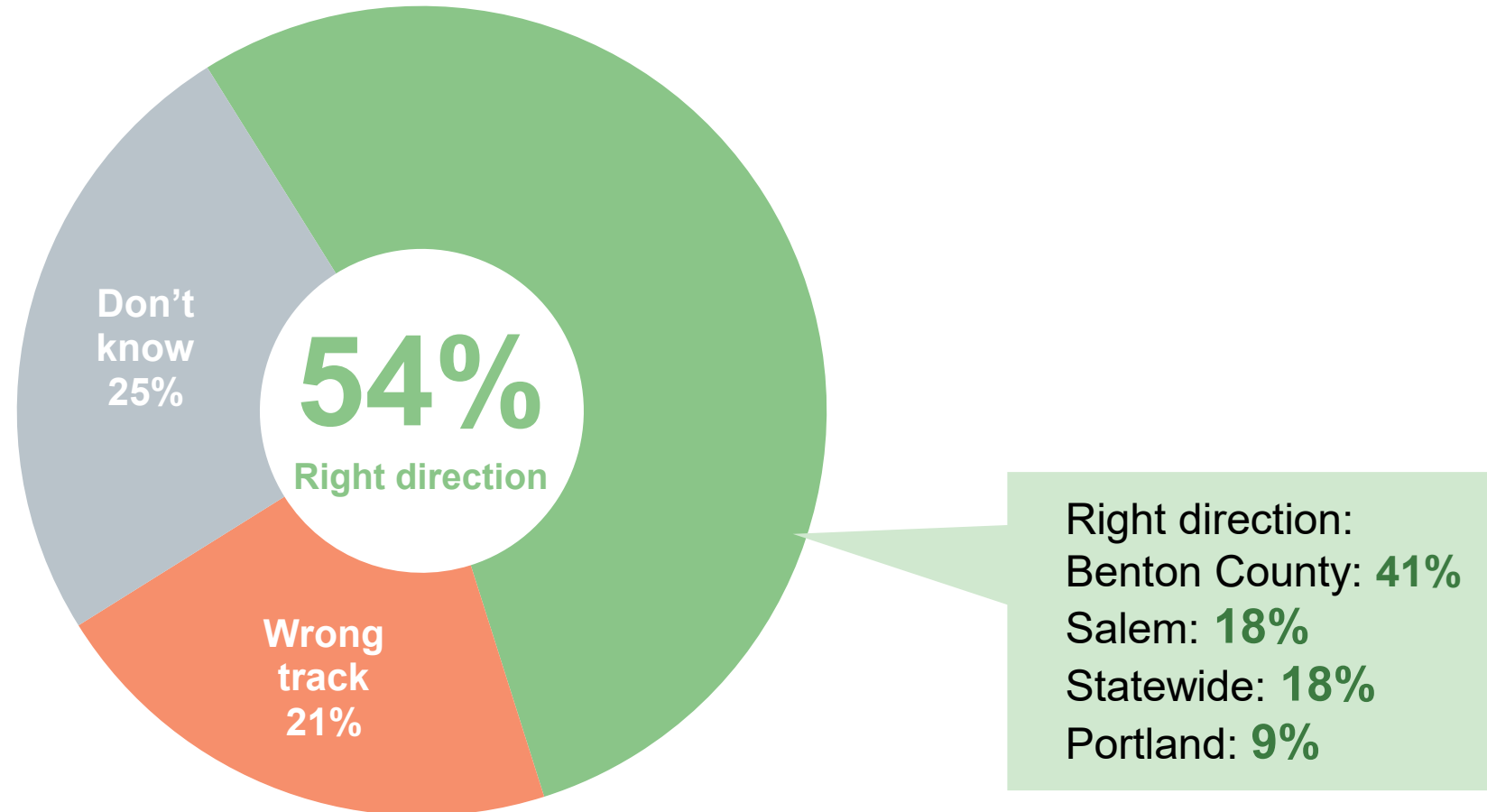
**Voters are favorable toward projects funded by the bond.** They especially like the east-west trail corridor.

**Young voters are more enthusiastic about the bond projects.** Older voters may not see themselves using new trails and amenities, and their support for the bond appears slightly softer.

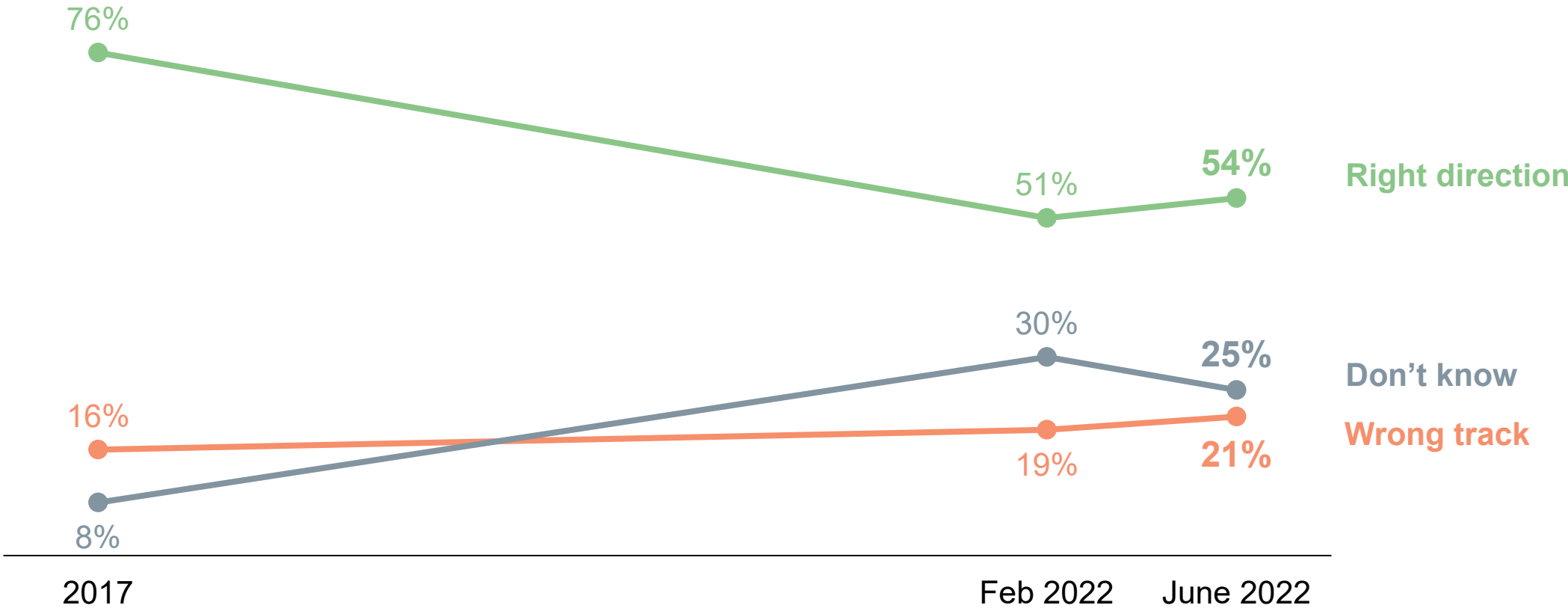
**Messages that focus on community and quality of life** are the most convincing reasons to support. Democrats and women are especially supportive of these messages and are top supporters.

# **General mood and initial tests**

# Tualatin voters are fairly optimistic about the city's direction.



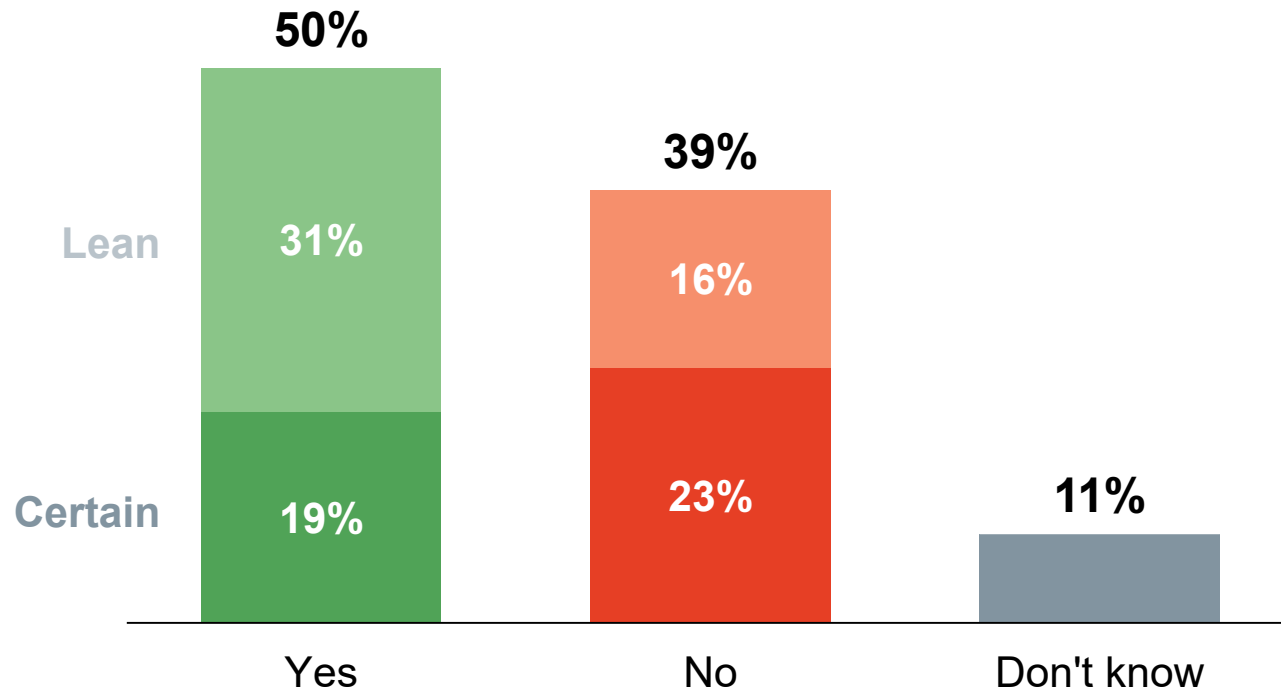
# Positivity remained steady since February 2022.



# Initial bond tests

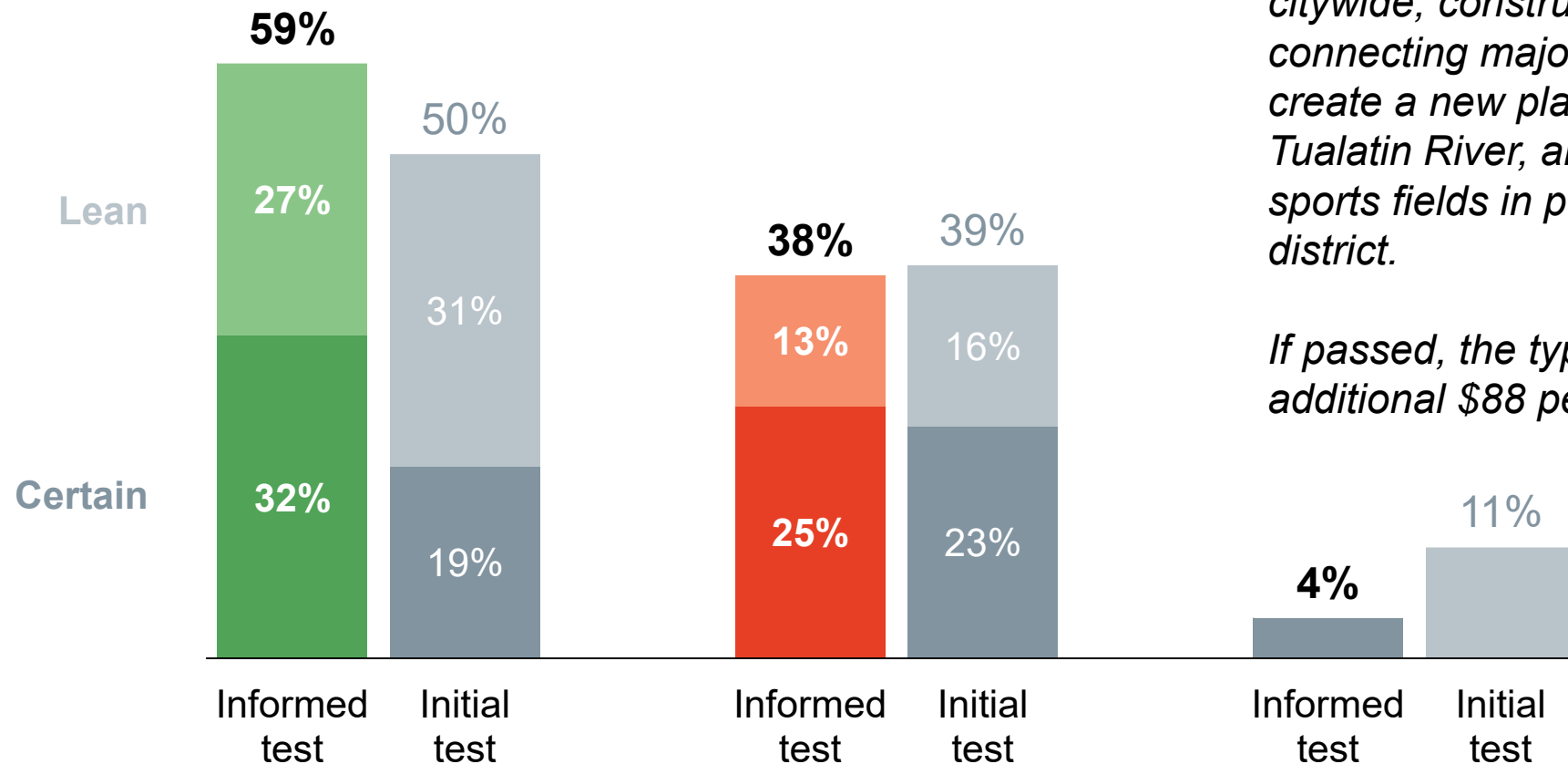


# In an initial test, about half of voters support a \$25 million bond for parks trails and river access.



*Shall the City of Tualatin issue up to \$25,000,000 in general obligation bonds for parks, trails, and Tualatin River access? If the bonds are approved, they would be payable from taxes on property or property ownership that are not subject to the limits of sections 11 and 11b, Article XI of the Oregon Constitution.*

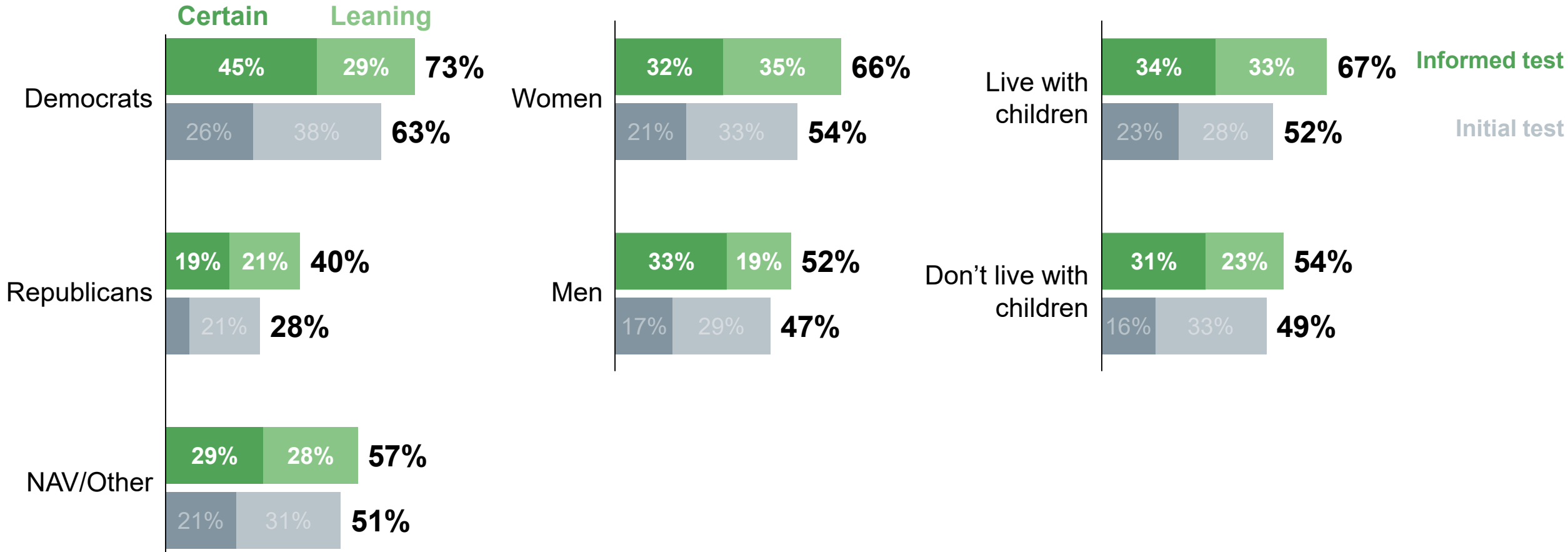
# With basic information about cost to taxpayers and what the bond will fund, support increases to about 60%. The level of opposition does not change.



*The bond measure would improve parks citywide, construct a new trail corridor connecting major community destinations, create a new place for public access to the Tualatin River, and fund new and improved sports fields in partnership with the school district.*

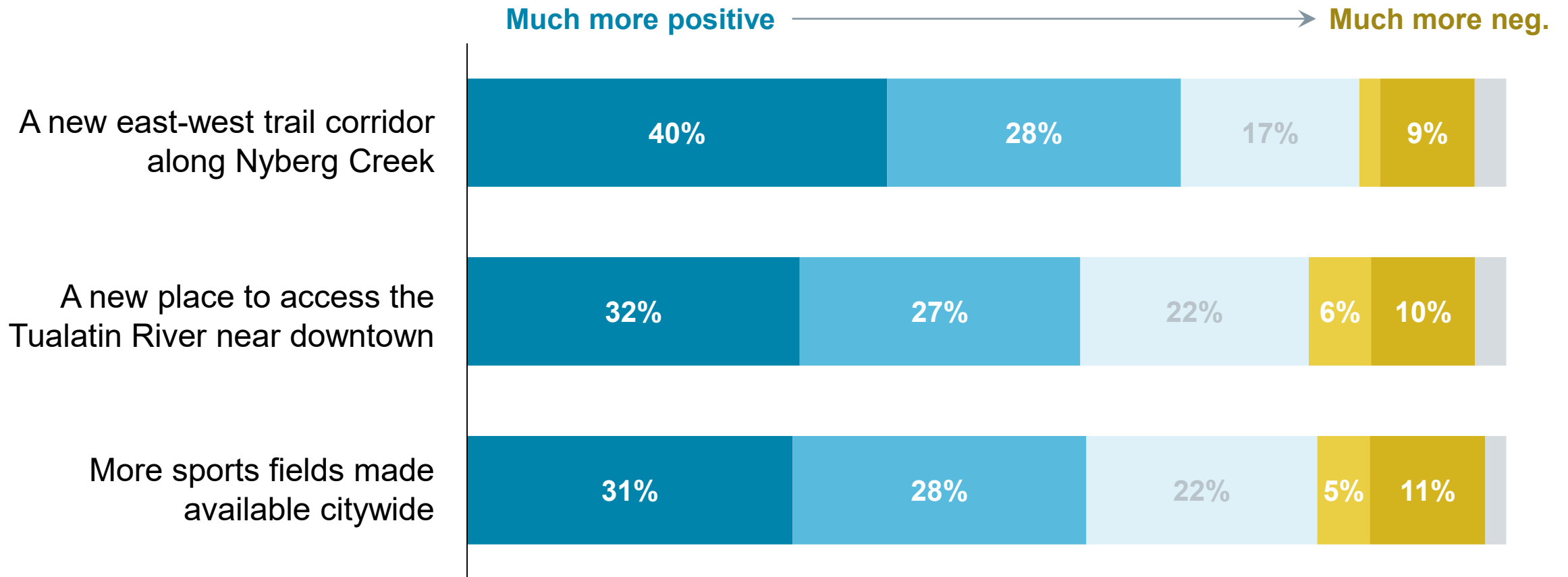
*If passed, the typical household would pay an additional \$88 per year in property taxes.*

# Increases by gender, party, and children in household.

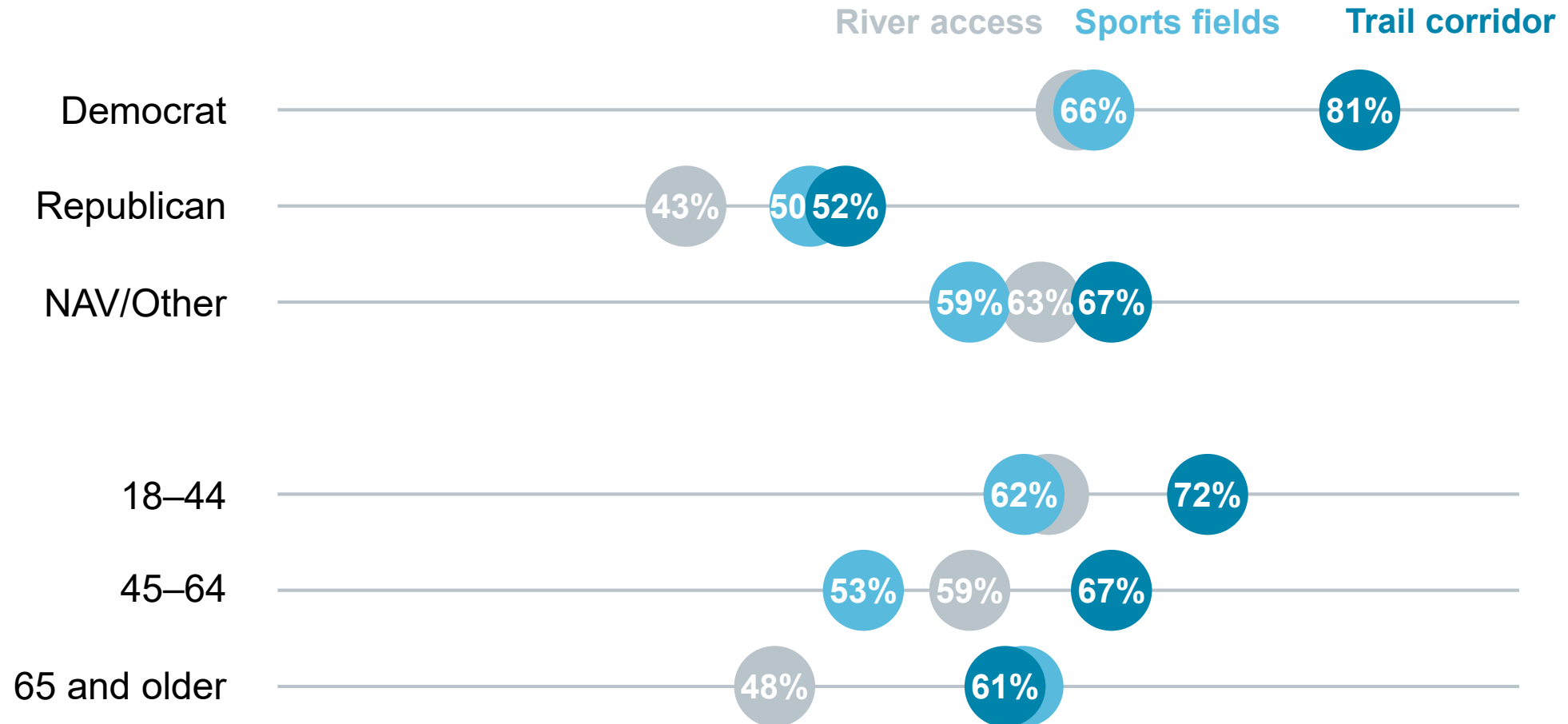


# **Bond projects**

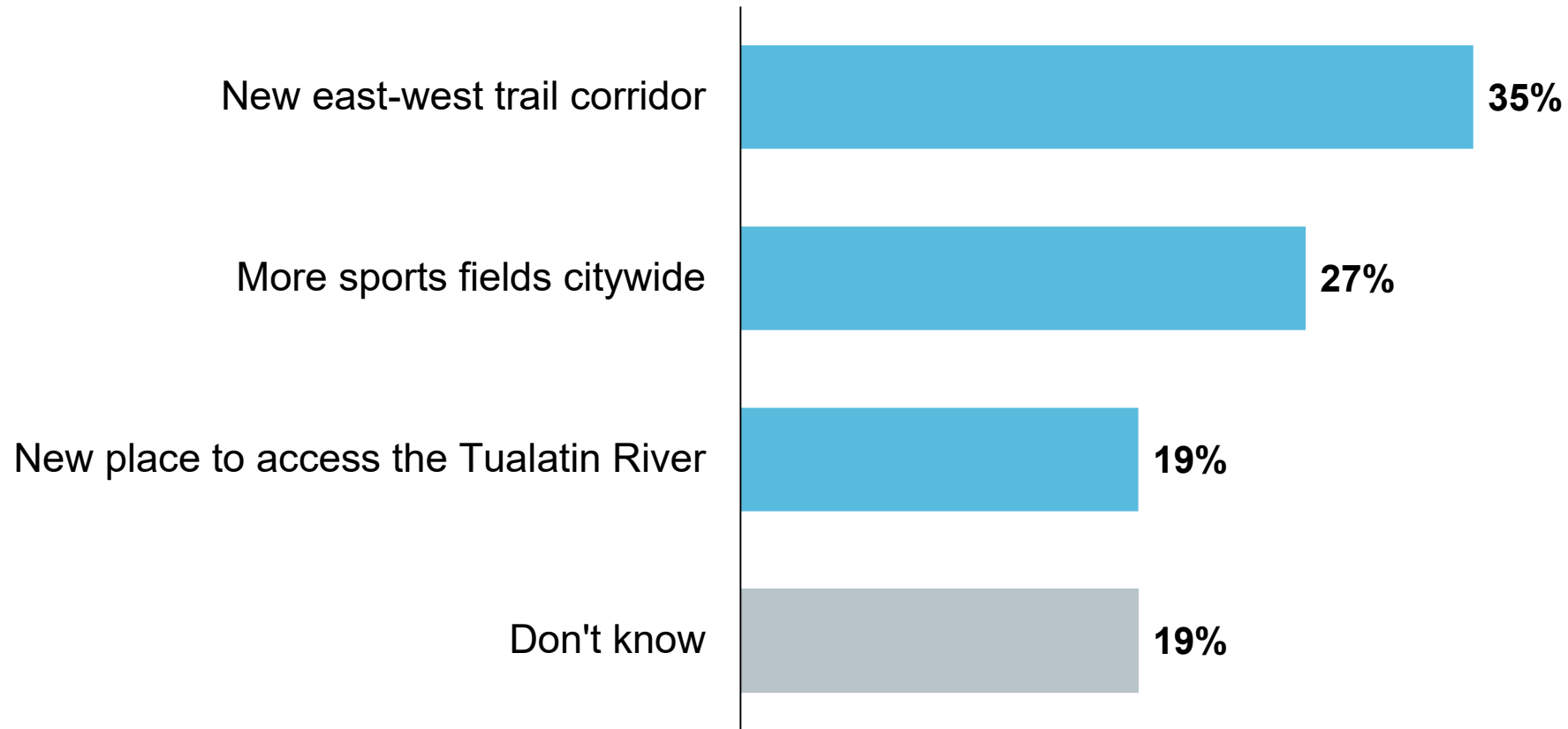
# Voters have positive impressions of the projects identified in the bond measure.



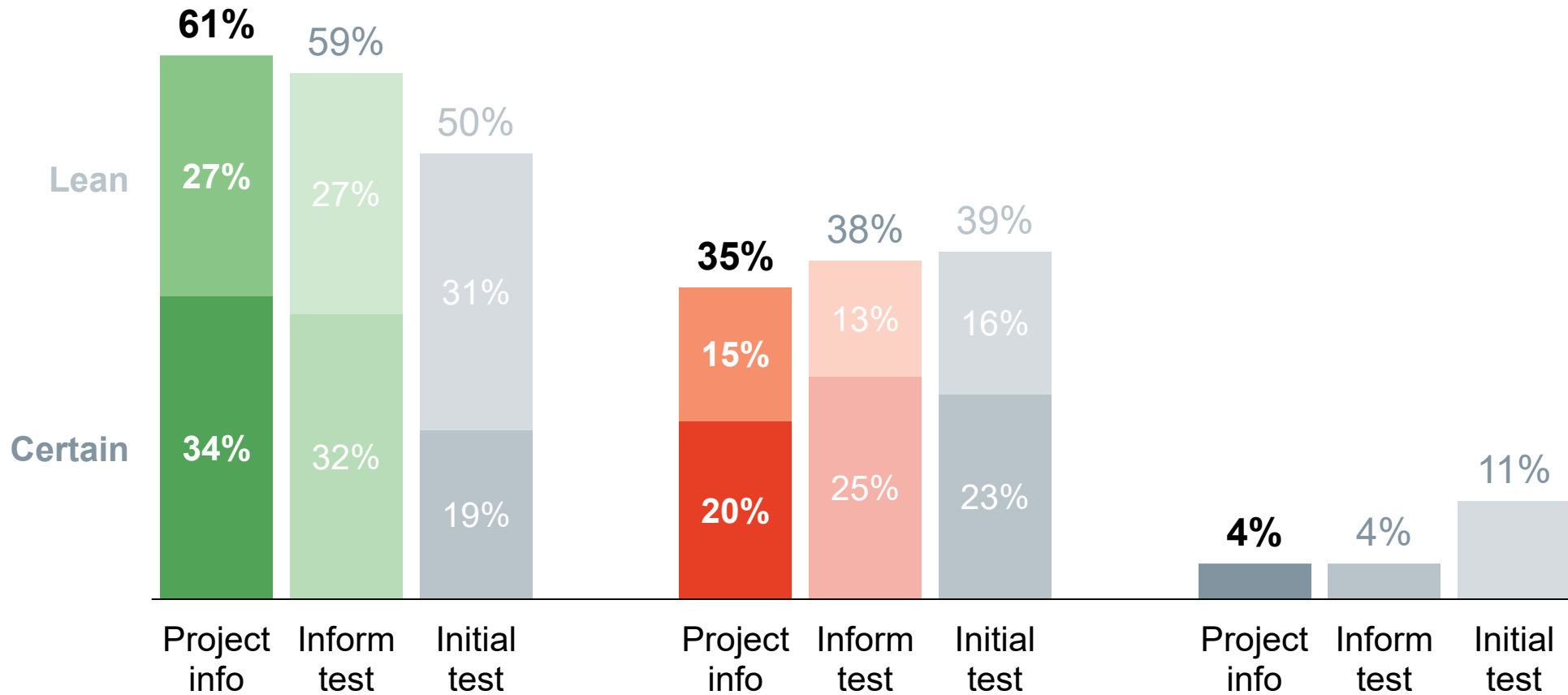
# The trail corridor gets high marks across subgroups—especially Democrats and young people.



**Asked to choose the project that will do most to improve quality of life, a plurality pick the trail corridor. Two in ten aren't sure.**



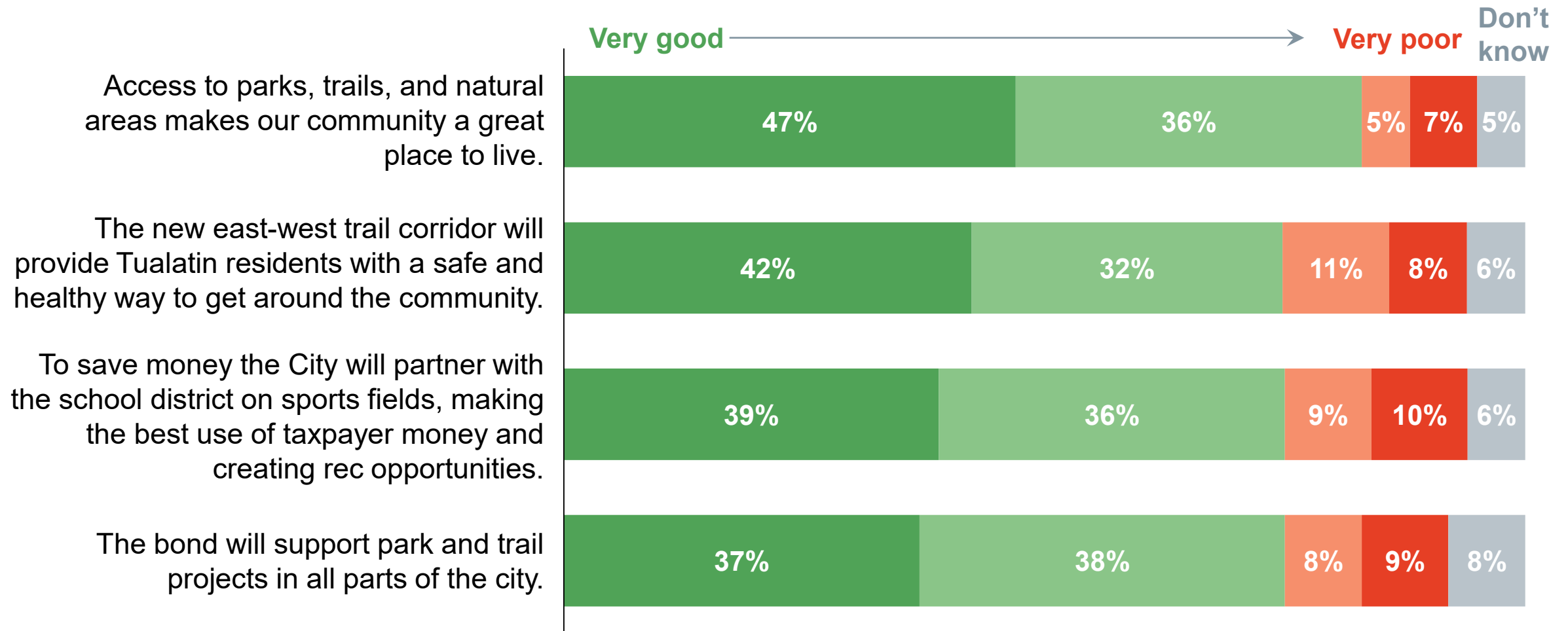
# With more information about projects the bond will fund, strong opposition decreases slightly.



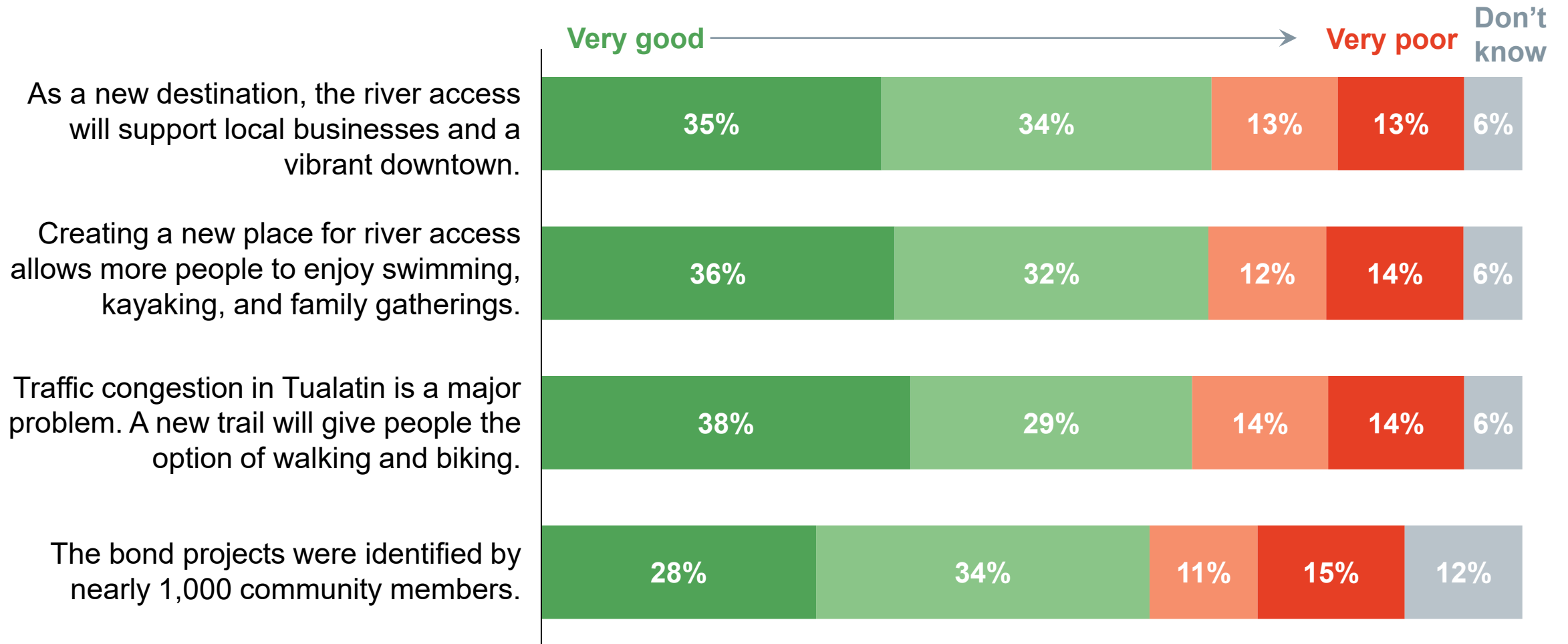


# **Messaging**

# Top support messages focus on the community benefits of parks and trails.

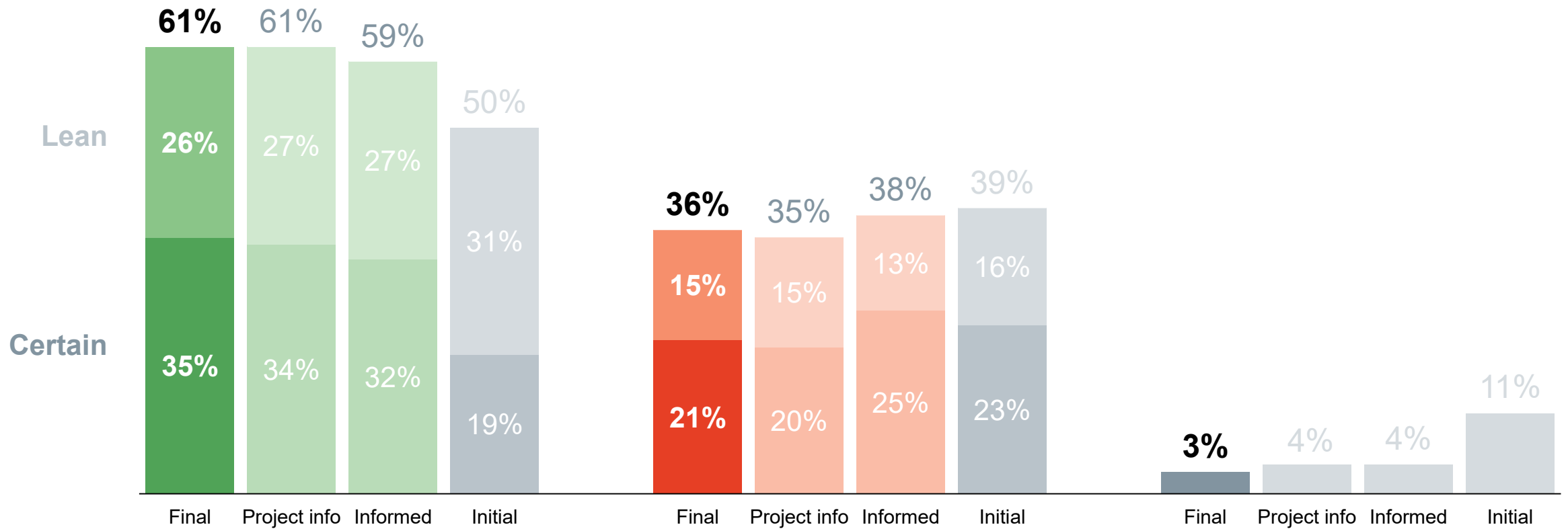


# Messages about business development, river access, and congestion also receive high marks.

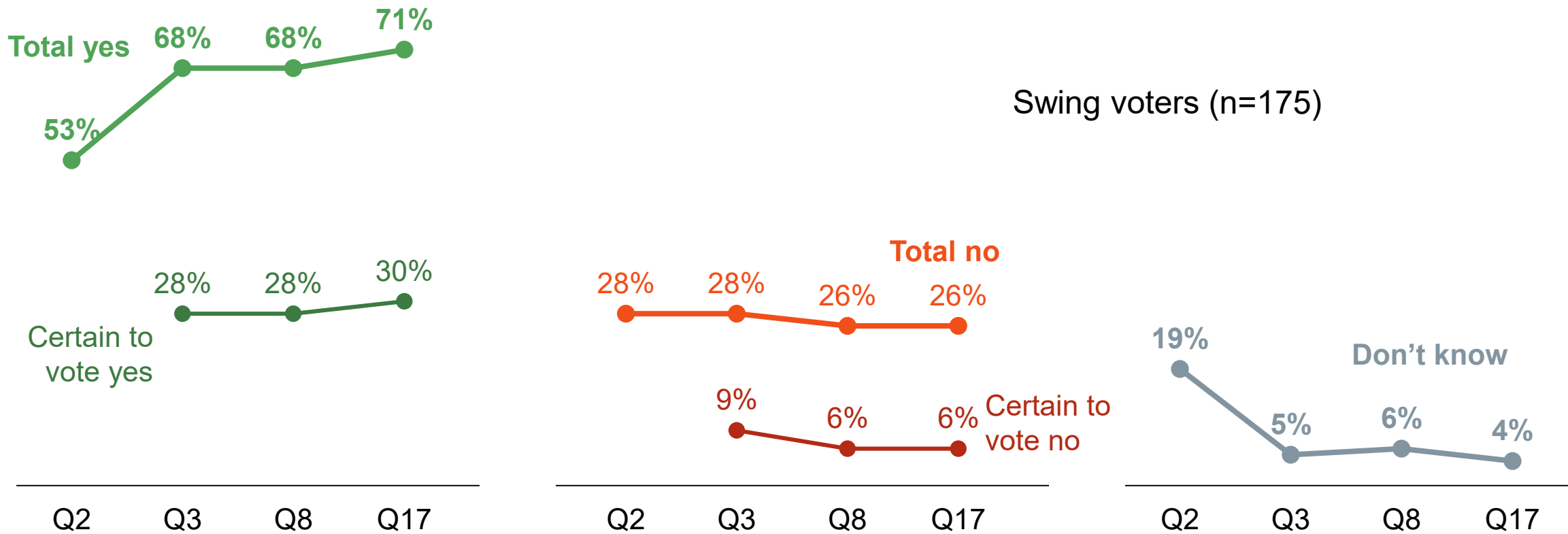


**Final test**

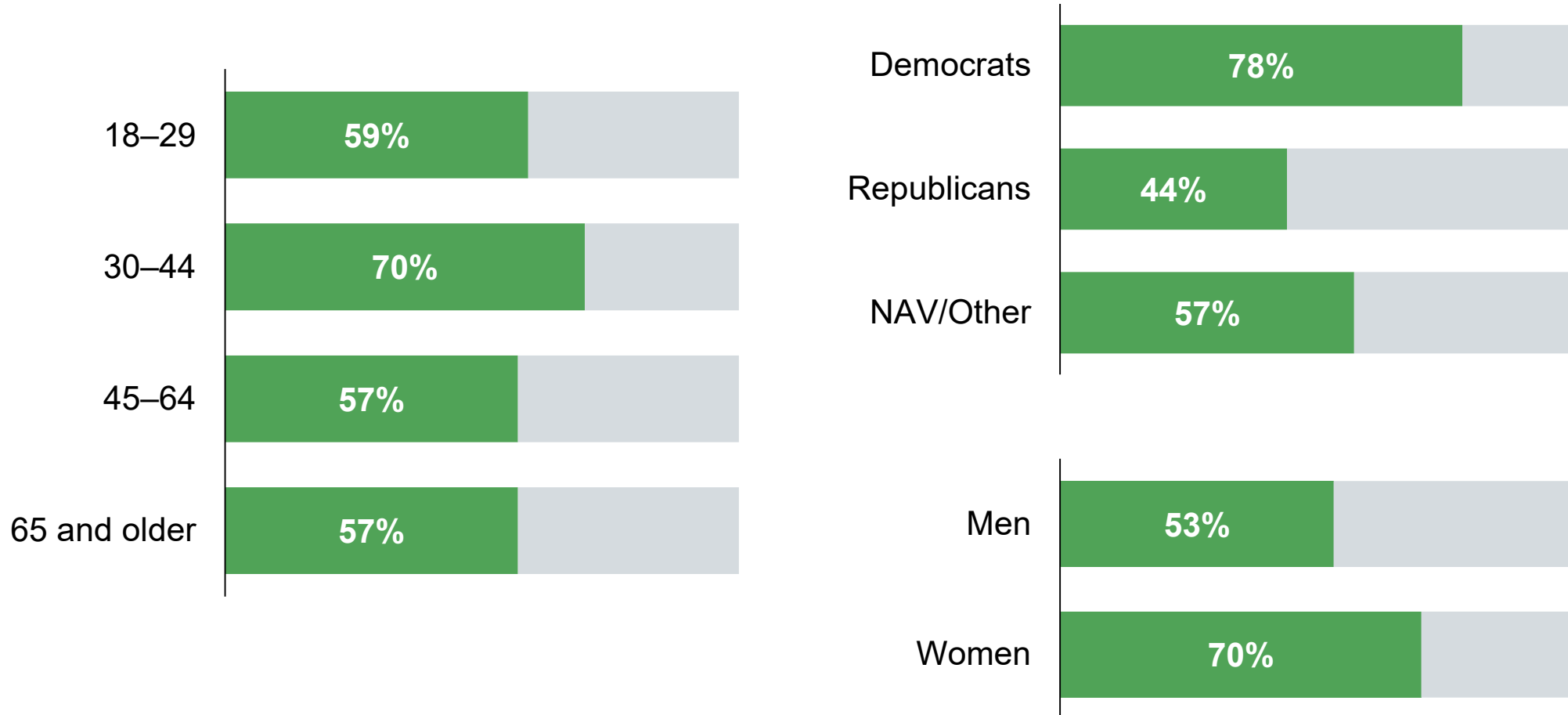
# After hearing the messaging, support for the bond remains at about six in ten.



# Among swing voters, support increased over the course of the survey, but opposition levels remained about the same.



# Younger voters, Democrats, and women are the measure's most consistent supporters.

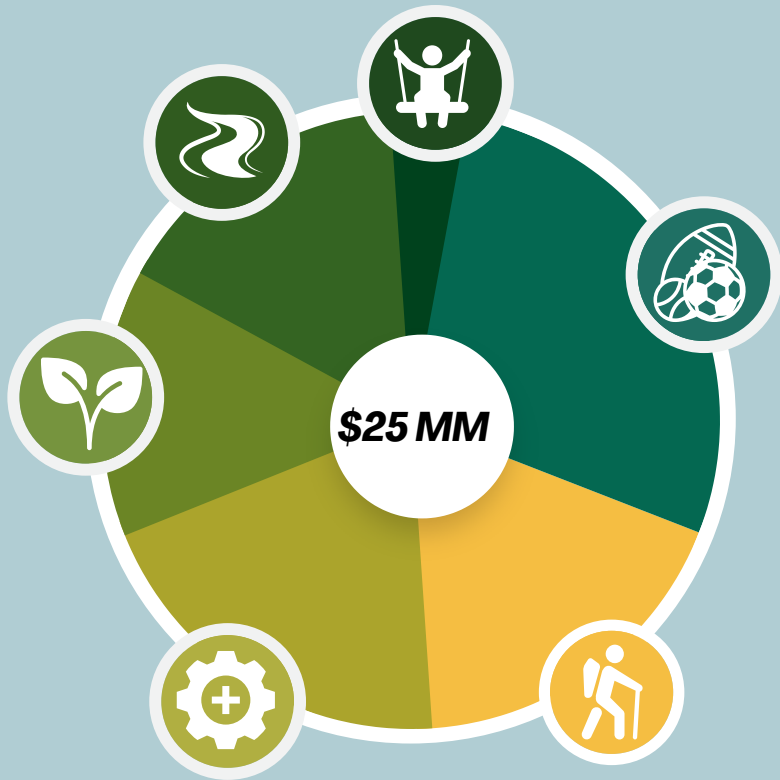




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**TRAIL CONNECTIONS** *Est. \$4.5 MM*  
 NEW TRAIL AT NYBERG CREEK



**NEW RIVER ACCESS** *Est. \$4 MM*  
 DOWNTOWN TUALATIN



**ATHLETIC FIELDS** *Est. \$7 MM*  
 IMPROVEMENTS



**UPGRADES** *Est. \$5 MM*  
 TO EXISTING PARKS



**NATURAL AREAS** *Est. \$3.5 MM*  
 ACQUIRE & PROTECT



**PLAY EQUIPMENT** *Est. \$1 MM*  
 IMPROVEMENTS





# NEW RIVER ACCESS





# TRAIL CONNECTIONS





# ATHLETIC FIELDS & PARTNERSHIPS





# NEXT STEPS

- Staff requests direction on moving forward
- Should staff return in August for for City Council to take action?