

Portland Parks & Recreation Bond Survey
May 2014; N=800, Likely Voters (3&4 of 4's and recently registered),
Portland City-wide
15 minutes; +/-3.5% margin of error
DHM Research

Hello, my name is _____ from DHM Research, a Portland opinion research firm. We're not selling anything. I have some questions for you about the future of your community. The survey should take only a few minutes and I think you will find the questions interesting. Your answers are strictly confidential.

Warm Up

I'd like to start by asking you to rate some programs and services provided by the City of Portland. For each, indicate if you feel the quality of the program or service is very good, good, poor, or very poor. **(Randomize Q1-Q4)**

Response Category	Very good	Good	Poor	Very poor	Don't know
1. Parks and recreation	32%	55%	8%	1%	4%
2. Affordable housing	6%	30%	35%	10%	19%
3. Police and public safety	21%	61%	12%	2%	3%
4. Planning and sustainability	15%	48%	16%	5%	16%

I'd now like to ask you about the quality and condition of a few City of Portland parks facilities. Again, for each, please rate the condition of the facility as very good, good, poor, or very poor. **(Randomize Q5-Q9)**

Response Category	Very good	Good	Poor	Very poor	Don't know
5. Pioneer Courthouse Square	30%	51%	7%	2%	11%
6. Forest Park	28%	41%	4%	1%	26%
7. Neighborhood playgrounds	19%	56%	11%	2%	12%
8. Trails and bridges	16%	55%	12%	2%	15%
9. Restrooms	5%	32%	26%	9%	28%

Initial Test

Next, I would like to ask you about a measure that you may be asked to vote on in the November election. Listen closely, and then tell me if you would support or oppose the measure:

10. **[Split Sample A]** "Title: Improve park safety, accessibility; build playgrounds, trails, facilities; issue bonds.

Shall Portland repair, build park facilities, playgrounds, trails; issue \$68,000,000 bonds (estimated to maintain current tax rate); require audits? If the bonds are approved, they will be payable from taxes on property or property ownership that are not subject to the limits of sections 11 and 11b, Article Eleven of the Oregon Constitution."

If the election were today, would you support or oppose this measure? **(Wait and ask strongly or somewhat)**

Response Category	N=400
Support, strongly	26%
Support, somewhat	22%
Oppose, somewhat	15%
Oppose, strongly	26%
(DON'T ASK) Don't know	12%

11. **[Split Sample B]** "Title: Preserve natural area access, trails; build playgrounds, facilities; issue bonds.

Shall Portland preserve natural area access; build playgrounds, facilities; issue \$68,000,000 bonds (estimated to maintain current tax rate); require audits? If the bonds are approved, they will be payable from taxes on property or property ownership that are not subject to the limits of sections 11 and 11b, Article Eleven of the Oregon Constitution."

If the election were today, would you support or oppose this measure? **(Wait and ask strongly or somewhat)**

Response Category	N=400
Support, strongly	22%
Support, somewhat	24%
Oppose, somewhat	15%
Oppose, strongly	23%
(DON'T ASK) Don't know	15%

12. (If yes on Q10/Q11) Why would support the measure? (open)

Split Sample A

Response Category	N=189
Important to maintain/support parks	33%
Improvements/Needed/Necessary	21%
Need parks for children/All to enjoy/For families	19%
Community/Livability/Value of facilities	16%
Supports measure	11%
Keep the, safe	8%
Taxes will not increase	7%
Need additional funding	3%
Worth of money/Affordable cost	2%
All other responses	1% or less
Undecided/Need more information	0%
Don't know	1%

Split Sample B

Response Category	N=184
Important to maintain/support parks	38%
Improvements/Needed/Necessary	20%
Need parks for children/All to enjoy/For families	18%
Community/Livability/Value of facilities	12%
Taxes will not increase	7%
Supports measure	5%
Keep the, safe	4%
Need additional funding	3%
Worth of money/Affordable cost	1%
Am an environmentalist	1%
All other responses	1% or less
Undecided/Need more information	1%
Don't know	2%

13. (If no on Q10/Q11) Why would you oppose the measure? (open)

Split Sample A

Response Category	N=164
No more taxes/Don't know what it will cost	53%
Government/Waste/Not spent as promised/Need better money management	14%
Other things more important/Priorities	11%
Too much money/Costly	7%
No more spending/Bad economy/Don't have money for it now	6%
Have enough money not for this	5%
Unfair to homeowner	3%
Spend too much on parks already	1%
All other responses	1% or less
Undecided/Need more information	3%
Don't know	1%

Split Sample B

Response Category	N=154
No more taxes/Don't know what it will cost	52%
Government/Waste/Not spent as promised/Need better money management	11%
Other things more important/Priorities	10%
No more spending/Bad economy/Don't have money for it now	10%
Too much money/Costly	6%
Parks in good shape now/Unnecessary	4%
Have enough money not for this	3%
Spend too much on parks already	3%
Unfair to homeowner	0%
All other responses	3% or less
Undecided/Need more information	6%
Don't know	1%

14. **(If don't know on Q10/Q11)** Is there anything that you'd like to know that would help you make up your mind? **(open)**

Split Sample A

Response Category	N=47
Need more information/Will research myself/Need specifics	43%
How much will it cost/Taxes/How funded	20%
No/Nothing	12%
Where/which parks/Trail/What are the priorities	5%
How the money will be used	2%
All other responses	2% or less
Undecided/Need more information	4%
Don't know	4%

Split Sample B

Response Category	N=62
Need more information/Will research myself/Need specifics	47%
How much will it cost/Taxes/How funded	34%
No/Nothing	5%
Where/which parks/Trail/What are the priorities	5%
How the money will be used	2%
All other responses	2% or less
Undecided/Need more information	0%
Don't know	10%

15. This measure would replace an expiring general obligation bond which was used to fund improvements to Portland Parks. If the new measure passed there would be no increase in property tax rates. If it does not pass, the annual property tax rates paid by the typical household with an Assessed Value of about \$150,000 could decrease by about \$13.

Now, knowing this, if the election were held today would you support or oppose the measure? **(Wait and ask strongly or somewhat)**

Response Category	N=800
Support, strongly	40%
Support, somewhat	28%
Oppose, somewhat	10%
Oppose, strongly	15%
(DON'T ASK) Don't know	7%

Portland City Council and Parks Commissioner Amanda Fritz have not yet decided to refer a bond measure to the voters. They are seeking feedback from community members like you determine if they believe it is a priority and what projects would be the most urgent to fund.

I'd now like to ask you about some of the projects a parks bond measure COULD fund. For each, please tell me if funding that project would make you much more, somewhat more, somewhat less, or much less likely to support a parks bond measure. **(Randomize Q16 – Q23)**

Response Category	Much more	Smwt more	Smwt less	Much less	DK
16. If repairs are made to Pioneer Courthouse Square that fix major leaks in the public spaces below the steps, cracks in the columns and other urgent structural issues	34%	34%	16%	10%	6%
17. If the funding pays for the replacement of 20-30 existing playground structures that are nearing the end of their useful life and will be at risk for safety concerns in the next 10 years	42%	32%	12%	9%	5%
18. If the funding pays for the replacement of playgrounds and community center structures to make them accessible to people with disabilities	43%	33%	11%	8%	6%
19. If the funding pays for critical upgrades at maintenance facilities at Mt. Tabor and Delta Park to protect worker safety	34%	35%	14%	10%	8%
20. [Split sample A, N=400] If failing trails and bridges in the regional trail system are repaired and improved	36%	34%	14%	10%	6%
21. [Split sample B, N=400] If failing trails and bridges in Forest Park are repaired and improved	38%	34%	13%	7%	8%
22. If community swimming pools are renovated to prevent emergency closures, and repairs are made to stop water leaks and extend their useable life--improving water conservation and energy efficiency	39%	36%	11%	9%	6%
23. If energy efficiency measures were addressed in Community Centers that allowed for long-term savings and improved performance so that less money goes to pay for utility bills and more goes to fund recreation programs	39%	34%	13%	9%	5%

24. Are there any other priorities for City of Portland parks that you think should be considered? **(Open, probe for specifics)**

Response Category	N=800
No/None/Nothing/Can't think of anything	41%
Better bathrooms/Cleaner/Open year round	6%
Better maintenance/Grass/Trees/Existing facilities	6%
Police/Public safety	5%
Streets/Potholes/Jobs/Education/Homeless	4%
Safe	4%
Expand/Add more	4%
Give priority to East/Southeast county	4%
Need repairs/Improvements	3%
Programs/Family oriented/Fitness/Obesity	3%
Don't spend money properly/Wasteful	3%
All other responses	2% or less
Undecided/Need more information	0%
(DON'T ASK) Don't know	5%

Statements about the Measure

I'd now like to read to you reasons that some people have for supporting a parks bond measure. For each please tell me if you feel it is a very good, good, poor, or very poor reason. **(Randomize Q25 –Q34)**

Response Category	Very good	Good	Poor	Very poor	Don't know
25. Because this bond replaces expiring bonds, it will not change the property tax rate you are paying today	52%	30%	7%	7%	5%
26. We can make critical repairs and address safety and access issues in our parks without increasing property tax rates from what they are now	46%	37%	6%	6%	4%
27. Previous generations of Portlanders made sacrifices to invest in the parks we enjoy today. By making these critical repairs, we will protect our parks for our children and future generations	41%	39%	10%	6%	3%
28. Pioneer Courthouse Square is Portland's living room, but its structure is failing and it's starting to show its age. After 30 years of continuous service, it's time to make needed repairs and so it's safe for us locals and welcoming to our visitors	38%	38%	14%	7%	4%
29. Portland Parks & Recreation has been a good steward of park resources—this doesn't cost us any more money and it supports our parks system	43%	38%	10%	6%	3%

Response Category	Very good	Good	Poor	Very poor	Don't know
30. The American with Disabilities Act, or ADA, was updated in 2010. An audit of city parks found thousands of barriers in park facilities. The bond will fund removing barriers making our parks and playgrounds more accessible to everyone	46%	35%	9%	6%	3%
31. The bond would repair bridges and trails, preserving access to natural areas and open spaces like Forest Park	42%	37%	11%	6%	4%
32. According to financial analysis, Portland Parks have more than \$365 million in needed maintenance projects over the next 10 years. In the last year, the city has closed play areas because of unsafe playground equipment and trails due to failing bridges. This bond will fund the most critical repairs to ensure our parks, playgrounds and trails stay open and safe	46%	34%	9%	6%	5%
33. More than one-fifth of parks employees work at the Mt. Tabor maintenance facility. The facility suffers from leaking roofs, outdated equipment and other safety issues. The bond would make critical upgrades to the facility to and protect worker safety	37%	41%	12%	6%	4%
34. Portland is renowned for its parks, natural areas and green spaces, all of which is an important factor that contributes to our economy	44%	36%	11%	6%	3%

Reason to Oppose

I would now like to read you a statement about why some people oppose this parks bond measure.

35. We all love parks, but Portland has serious challenges right now that must be addressed first. Our streets are crumbling, barely half our high school students graduate on time, and too many people are out of work. This bond measure is just another example of the city having the wrong priorities. It's time to say no to new taxes until Portland politicians show they can be responsible with our money.

Would you have this as a very good, good, poor, or very poor reason to oppose the bond measure?

Response Category	N=800
Very good reason to oppose	30%
Good reason to oppose	20%
Poor reason to oppose	22%
Very poor reason to oppose	23%
(DON'T ASK) Don't know	4%

Post-test

Sometimes people change their minds about an issue when they learn more about it. I'd like to read the bond measure to you again then ask if you support or oppose it.

36. **[Split Sample A]** "Title: Improve park safety, accessibility; build playgrounds, trails, facilities; issue bonds.

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If the election were today, would you support or oppose this measure? **(Wait and ask strongly or somewhat)**

Response Category	N=400
Support, strongly	41%
Support, somewhat	24%
Oppose, somewhat	11%
Oppose, strongly	19%
(DON'T ASK) Don't know	6%

37. **[Split Sample B]** "Title: Preserve natural area access, trails; build playgrounds, facilities; issue bonds.

"Shall Portland preserve natural area access; build playgrounds, facilities; issue \$68,000,000 bonds (estimated to maintain current tax rate); require audits? If the bonds are approved, they will be payable from taxes on property or property ownership that are not subject to the limits of sections 11 and 11b, Article Eleven of the Oregon Constitution."

If the election were today, would you support or oppose this measure? **(Wait and ask strongly or somewhat)**

Response Category	N=400
Support, strongly	38%
Support, somewhat	26%
Oppose, somewhat	12%
Oppose, strongly	16%
(DON'T ASK) Don't know	8%

Demographics

These last questions are for statistical purposes and to ensure we talk to a representative group of Portlanders.

38. Gender **[DO NOT ASK - RECORD BY OBSERVATION]**

Response Category	N=800
Female	53%
Male	47%

39. Age **(DO NOT ASK From sample)**

Response Category	N=800
18-24	2%
25-34	7%
35-44	10%
45-54	24%
55-64	18%
65-74	20%
75+	19%

40. Area of the city **(DO NOT ASK From sample)**

Response Category	N=800
West side	20%
The River to I-205	50%
East of I-205	30%

41. Political party **(DO NOT ASK From sample)**

Response Category	N=800
Democrat	67%
Republican	16%
Non-affiliated/other	17%

42. Vote history **(DO NOT ASK From sample)**

Response Category	N=800
1, 2, 3 of last 4	36%
4 of last 4	64%

43. Do you have children under the age of 18 in the household?

Response Category	N=800
Yes	25%
No	74%
(Don't Read) Refused	1%

44. Which of the following describes your total household income before taxes in 2013?
Remember to include everyone in your household.

Response Category	N=800
Less than \$30,000	15%
\$30,000-49,999	17%
\$50,000-74,999	20%
\$75,000-99,999	15%
\$100,000 +	12%
(Don't Read) Refused	22%

45. Which is the highest level of education you have achieved?

Response Category	N=800
Less than High School	1%
High School graduate	16%
Some college/technical/2 year degree	28%
4 year college degree	32%
Post graduate	21%
(Don't Read) Refused	2%

46. Which of the following best describes your race or ethnicity? **(allow for multiple responses)**

Response Category	N=800
White/Caucasian	89%
African American/Black	3%
Hispanic/Latino	2%
Asian/Pacific Islander	2%
Native American/American Indian	1%
Other	2%
(Don't Read) Refused	2%

47. How often do you go to parks?

Response Category	N=800
Once or twice a week	32%
Several times a month	29%
A few times a year	30%
Never	9%
(Don't Read) Refused	1%

48. Did we reach you on a cell phone today?

Response Category	N=800
Yes	20%
No	80%