

## Executive Summary

### ***Summary of the Methodology***

PP&R staff worked collaboratively with the Survey Research Lab at Portland State University to survey randomly selected members of Portland's population. The survey objectives were to use the data to generalize to all Portlanders, analyze for differences among neighborhood coalitions, and evaluate for differences between aggregated Portlanders of color and white Portlanders.

A total of 1,697 online surveys were completed. An additional 306 surveys were completed by phone, through SRL interviewers. Weighting (an adjustment factor) was performed for age, gender, income, neighborhood coalition, and race/ethnicity. The total number of usable responses for this survey was 2,003, resulting in a margin of error of  $\pm 2.19\%$ . Both the number of respondents and the margin of error exceeded targets identified at the outset of the project.

### ***Summary of Survey Findings***

***Parks/Natural Areas*** – Nearly all respondents (94%) reported visiting a park or natural area at least once in the past twelve months. Fifty percent of respondents visited at least weekly and 34% visited more than once a week. Among those that did visit, 86% rated the overall quality as “Good” or “Excellent”. The top barriers to park visitation were “Not enough time” (46%) and “Concern for safety” (30%). Respondents showed a strong willingness to travel outside of their neighborhood for display gardens or arboretums (85%). They also indicated a preference for having community gardens in their neighborhood with 31% reporting they would use them only if in their neighborhood. Skateparks were the amenity least likely to be used at all by respondents (71%).

***Recreation*** - Forty percent of respondents reported participating in recreation programming in the past twelve months. Among those who participated in a program, 87% rated the overall quality as “Good” or “Excellent”. The most common cited barriers to program participation were “Not aware of programs” and “Not enough time” (51% and 46%, respectively). Cost was the fifth most common barrier at 22%, a significant increase from the 2008 survey when only 8% of respondents identified it as a barrier. When participants were asked to rate the importance of recreation programs, outdoor arts and culture events ranked the highest with an average score of 3.8 out of five. Golf programs and motorsport events at PIR were ranked the lowest with 1.8 out five. Non-motorsport events at PIR were also ranked low with an average score of 2.0.

***Urban Forestry***- When compared to previous PP&R surveys, this survey was the first to include division specific questions for Urban Forestry (UF). Survey respondents were asked their level of satisfaction with the number of street trees in their neighborhood. Citywide, 64% of respondents were “Satisfied” or “Completely Satisfied”. Comparisons among neighborhood coalitions show residents of West Portland were far more satisfied with the quantity of street trees in their neighborhood (71%-73%) than those east of the river, specifically those in the northeast (55%-58%). Seventy percent of respondents were not aware that PP&R managed park and street trees. When participants were asked to rate the importance of several UF goals, managing the health of trees in the forests in the city ranked the highest with an average score of 4.7 out of five.

***Long-Term Planning***- There were two questions designed to assess the level of importance of PP&R spending and priorities. Among the items listed for potential spending, the three highest ranked items

tied with an average score of 4.4 out of five: developing new parks in neighborhoods that don't currently have easy access to one, restoring and improving the environmental health of existing park lands, and repairing existing park buildings, facilities, and community centers. Converting existing fields to synthetic turf to extend the playing season ranked lowest with 2.7 out of five.

Among the items listed for long-term priorities, maintaining existing parks, natural lands, and facilities ranked the highest with an average score of 4.6 out of five. Buying undeveloped land for future use rated the lowest at 3.9. A trend seen throughout both list of items is a high rating for items involving the maintenance and improvement of existing assets and a relatively lower rating of items that focused on the acquisition of new assets. The exception to this trend is the acquisition of assets related to providing parks and recreation facilities in areas that currently do not have easy access to PP&R services.

**Outreach and Marketing-** Survey participants were asked to evaluate the methods used to get information about PP&R. The most commonly used method is through a friend or word of mouth (76%), followed by the PP&R website (66%). Public meetings were the form of communication that respondents were least likely to use. A total of 84% of the respondents knew about public meetings, but only 12% reported using them. Twenty-five percent of respondents were not aware of PP&R's catalog of activities, the highest percentage among any of the forms of communication. When asked about their preferences for acquiring PP&R related information, 70% of respondents favored the PP&R website, followed by the catalog of activities (62%). Public meetings rated the lowest method, with only 18% preferring to get information from it.

**Comments-** Of the 2,003 respondents, 601 provided additional comments at the end of the questionnaire. Comments represented both constructive criticism and positive feedback. The constructive criticism was varied in the reasons for the concern and often included specific information (such as issues at certain parks or with certain programs). The concerns most commonly voiced were homelessness (and related issues), issues concerning dogs: leash laws, waste pick-up, and off leash areas, park appearance and maintenance (trash pick-up, clean and functioning restrooms, etc.), and needs for improving and building a variety of sports amenities.

The positive comments were also numerous. They did not vary as much as the constructive criticism and were not as specific. Instead, they expressed a general appreciation for the variety of programs, Forest Park, the survey and opportunity for public input, and the overall aesthetic that parks and trees bring to the Portland landscape. Overall, positive comments were often sentimental, viewing PP&R as an unwavering institution for families and the community.

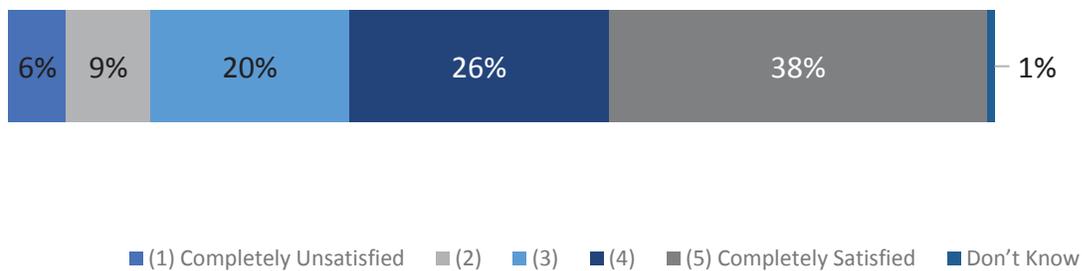
## Urban Forestry

This is the first time PP&R's Urban Forestry (UF) had division specific questions included in a bureau-wide survey. Respondents were asked to rate their satisfaction with the number of street trees in their neighborhood and then to respond if they knew that UF managed street trees. The final question in this section was designed to capture a respondent's feeling of importance for each of a variety of areas that UF manages.

**Satisfaction of Street Tree Quantity-** *On a scale from 1 to 5, with "1" being "Completely Unsatisfied" and "5" being "Completely Satisfied", how satisfied are you with the number of trees that line the streets in your neighborhood?*

Among those who answered this question (n=2,002), 64% were "Satisfied" or "Completely satisfied" (Figure 13). Six percent of respondents were "Completely unsatisfied". When the responses were treated as continuous numbers, the average response was 3.8.

**Figure 13. Level of satisfaction with street tree quantity**



**PP&R as Manager of Street Trees -** *Did you know that Portland Parks & Recreation is responsible of managing the trees in parks and the trees that line the street?*

Of the 2,003 respondents, an overwhelming majority (70%) did not know that PP&R managed park and street trees.

**Development of priorities for Urban Forestry-** Please rate how important you think each of the following Portland Parks & Recreation goals are on a scale of 1 to 5 with “1” meaning it is “Not at All Important” and “5” meaning it is “Very Important”.

Though respondents often did not know that PP&R were responsible for tree management, they still felt “Managing the health of trees and forest in the city” to be extremely important, scoring an average 4.7 out of 5. (Figure 14). “Creating and enforcing a regulatory program for trees” had the lowest average score (3.7). The average response for all items was above the average of 3.0 – indicating that all goals were considered important to respondents.

**Figure 14. Average level of importance for Urban Forestry goals**

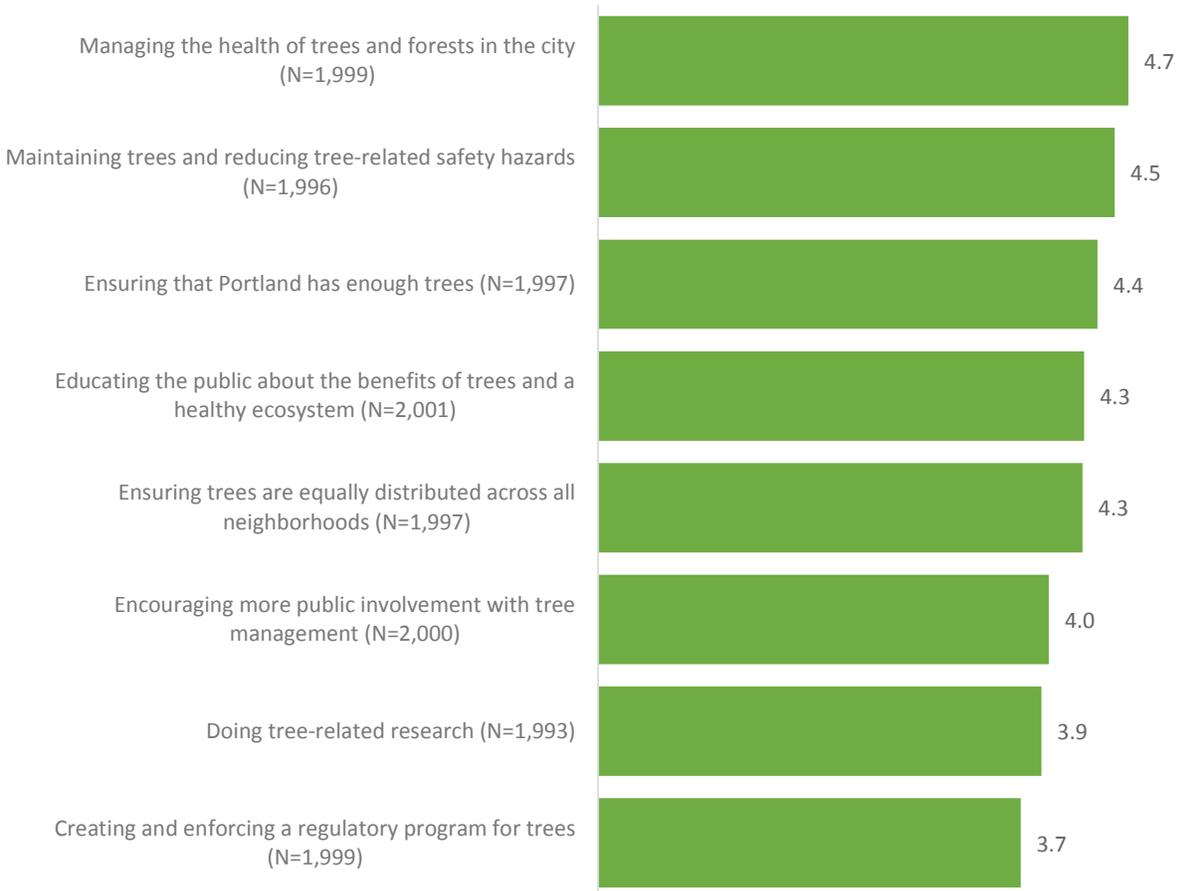


Figure 15 illustrates that 75% of respondents rated “Managing the health of trees and forests in the city” as “5 – Very Important”. All but 5% of the respondents rated it as a “4” or a “5”. Even among the lowest scoring item, “Creating and enforcing a regulatory program for trees”, 68% of respondents rated it as a “4” or “5”.

**Figure 15. Distribution of level of importance for Urban Forestry goals**

