

## CLACKAMAS COUNTY BOARD OF COUNTY COMMISSIONERS

### Study Session Worksheet

**Presentation Date:** 5/13/2014 **Approx Start Time:** 2:30 p.m. **Approx Length:** 60 Min

**Presentation Title:** NCPRD Master Plan Update and Governance

**Department:** North Clackamas Parks & Recreation District

**Presenters: Staff:** Gary Barth - Director NCPRD, Chris Storey, NCPRD Legal Counsel

**Other Invitees:** Dave Metz, Fairbank, Maslin, Maullin, Metz & Associates – Public Opinion Research & Strategy. NCPRD Senior Management Team and Advisors: Laura Zentner, Jeroen Kok, Carl Switzer, Karen Tolvstad. District Advisory Board Members.

#### **WHAT ACTION ARE YOU REQUESTING FROM THE BOARD?**

Direction on whether NCPRD should advance the aspirational master plan as described to the Board in June 2013 which calls for an *increased level of funding to meet the needs of District residents and reformation of the District as an independent Parks & Recreation District.*

#### **EXECUTIVE SUMMARY:**

NCPRD initiated an update of its 2004 Master Plan in May 2012. As part of that effort, the District found that there was a material gap between the expectations set forth in the 2004 master plan and the district's ability to deliver. *This gap arose from the fact that the 2004 master plan's assumptions -- that the district would be reformed at a higher rate and that there would be two general obligation bond measures passed to support projects -- were never approved.*

Staff deliberately set the goal that this updated Master Plan, and the Capital Improvement Plans developed under it, would reflect accurate assumptions regarding resources and deliverables. *In implementing this approach, two different master plan philosophies were developed: the status quo and the aspirational.*

Under the status quo plan, NCPRD would remain a county service district at its current permanent tax rate of \$0.5382 per thousand of assessed value. Under this scenario the District will not be able to maintain its existing assets in a safe or quality manner or continue to provide the level of services currently offered in the future.

Under the aspirational plan, NCPRD would be better able to repair, replace and refurbish its existing assets, maintain and enhance programs and services and fund targeted new capital asset development. In particular, the Level of Service analysis and community engagement identified several underserved areas that are still lacking park assets.

These two options were presented to the district's advisory board, which unanimously voted to support the *aspirational approach.*

These options were then presented to the NCPRD Board in June 2013 and the Board voted unanimously to pursue the "aspirational" path forward in finalizing a Master Plan

for Board review and adoption in the spring of 2014. Consistent with that Board direction, the District has been moving forward with its Master Planning process and keeping on a timeline that included frequent Board check-ins. The draft Master Plan has been completed and published and is going through a final vetting process, including online review currently underway and the recent poll results being presented at this study session.

The original timeline presented in June 2013 considered the potential of a vote of District residents to implement the higher funding level necessary to support an aspirational Master Plan as early as November 2014, if approved by the Board.

The Board last met on March 25, 2014 where District staff presented information about a possible change in governance. Included was a formal recommendation from the District Advisory Board which voted 8-0 with one abstention in support of the District seeking voter approval to reform NCPRD as a Special Park & Recreation District under ORS 266 at a higher permanent rate to be determined by additional research. Staff also provided input from the City Councils of Milwaukie and Happy Valley, two cities that are within the current boundaries of NCPRD. Happy Valley provided conditional support but had several issues that they wanted addressed before they would support a reformation effort, mainly around the source and use of Park System Development Charges (SDC's). NCPRD staff continues to work with the City of Happy Valley to address their issues. The Milwaukie City Council voted 5-0 in support of a reformation effort at a higher permanent rate consistent with the DAB recommendation.

At that March 25, 2014 study session, the Board directed staff to continue pursuing reformation of the District as a Special District under ORS 266. The Board also directed staff to conduct polling of District residents to determine voter support for the reformation of the District as a Special District and to further determine the maximum tax rate voters would be willing to support for that reformed District, after which staff would return with the polling information for final Board action.

Staff contracted with the Trust for Public Lands (TPL) to assist in this polling effort to test the master plan findings and assumptions. TPL has specialized expertise in voter issues related to parks, natural areas and open spaces and were key participants in several successful park and open space ballot measures in Oregon in recent years. TPL engaged the Public Opinion Research & Strategy polling firm of Fairbank, Maslin, Maullin, Metz & Associates (FM3) to conduct the polling of likely voters among District residents regarding District governance and funding. Dave Metz of FM3 will be present at the study session to present the polling results.

The polling results were supportive of the Master Plan recommendation to increase the District funding and reform the District as an independent Special Parks & Recreation District under ORS 266. Nearly 90% of those polled support placing the new District formation with increased funding on the ballot for voters to decide. Specifically, with respect to the Master Plan's key findings, the polling found:

- Master Plan finding: High degree of satisfaction with current services
  - Polling result: 72% gave the District a favorable rating
- Master Plan finding: Funding is not adequate for maintenance and capital needs

- Polling result: 60% supported increased funding before hearing full rationale for the proposal; rose to 67% once full rationale was provided
- Master Plan finding: If seeking an increase in funding, District should also consider reforming as a Special District under ORS266
  - Polling result: 67% support increased funding and an independent district
- Master Plan finding: Survey found willingness to pay additional funds for more programs, activities and facilities
  - Polling result: 64% support an increase of \$0.20/1,000 AV; 51% support a \$0.40/1,000 AV increase after presented a scenario for seven more neighborhood parks -- this is very strong approval given that only 25% of respondents rated new neighborhood parks as a top priority for new operating funds

Overall the survey shows strong support for implementing the aspirational master plan with a revised governance structure at a higher rate. The polling tested a package of new capital projects as possible enhancements to any funding proposal. The polling indicated however that new capital projects are not critical for support of an increase in operational funding. The polling does support an emphasis on improved programming and a high level of maintenance for existing facilities and natural areas.

Given these results, staff strongly believes that a proposal that focuses on the articulated priorities would substantially increase support for increased funding at or slightly above the \$0.40/1,000 range. The polling results do not support any rate above \$1.00/1,000 AV, and staff does not recommend pursuing any increase at or above that level.

Staff was scheduled to report back to the City of Milwaukie regarding potential compression issues on May 6th, and had received the polling information the day prior. A condensed version of the polling results was shared with the Milwaukie City Council along with the compression analysis. After this presentation, the City Council reiterated its support for the reformation of NCPRD as a 266 at a higher rate. Staff has shared the poll results with City of Happy Valley staff and is scheduled to meet with the District Advisory Board on May 14th.

**FINANCIAL IMPLICATIONS (current year and ongoing):**

If the Board approves moving forward with a ballot measure to reform NCPRD as a Special District under ORS 266 then detailed feasibility analyses will be completed in May 2014 using a proposed maximum tax rate no greater than \$0.99 per thousand. This rate is suggested by the polling to be the upper end of an acceptable permanent maximum rate for the new District.

**LEGAL/POLICY REQUIREMENTS:**

*Governance and/or funding changes require detailed steps which are highlighted in the Regulatory Timeline provided in this packet. A new district must be formed for either Options B or C presented below.*

### **PUBLIC/GOVERNMENTAL PARTICIPATION:**

There has been and will continue to be extensive public engagement as well as involvement of the NCPRD District Advisory Board and the cities of Milwaukie and Happy Valley as an integral part of the Master Plan update project.

### **OPTIONS:**

- **A. Status Quo – No Change in Governance or Funding:** The first option is for NCPRD to remain as it is now; a county service district under ORS 451 with a maximum permanent tax rate of \$0.5382 per thousand AV. This option would not enable the District to pursue an aspirational plan and would result in a probable reduction in programs and services and decline in the quality and condition of existing capital assets over time, and limit the ability to provide for any new programs, services or assets in the future
- **B. Change in Governance Only.** Seek voter approval to form a new Special Parks & Recreation District under ORS 266, governed by a dedicated and independent board elected from among District residents, at the current permanent rate of \$0.5382 per thousand AV for the life of the new District. The permanent rate could never change without again forming a new District. This option would resemble the first option in that it would likely result in a decline in programs, services and facilities over time and not enable the District to pursue the aspirational plan. The new district board could propose reformation at a higher permanent rate in the future in much the same fashion. However, such an issue would again go through the BCC as the boundary commission of the county for decision prior to referral to voters.
- **C. Change in Funding and Governance.** Seek voter approval to form a new Special Parks & Recreation District under ORS 266, governed by a dedicated and independent board elected from District residents, at a higher permanent rate not to exceed \$0.99 per thousand of AV with an initial rate of \$0.74, a \$0.20 increase over the permanent rate of the existing District. Any future increase from \$0.74, up to but not exceeding the recommended maximum permanent rate of \$0.99, would be subject to an advisory vote of District voters. This is the only option that would help achieve the goals of the District's aspirational master plan.

**RECOMMENDATION:**

Based on recommendations from the NCPRD District Advisory Board and the City of Milwaukie, now supported by favorable polling results from likely voters within the District, staff recommends the NCPRD Board pursue Option C above –seek an increase in funding and change of governance through a vote of District residents on the November 2014 ballot. This recommendation is the culmination of a two year Master Plan update process and is consistent with the recommendation made a decade ago as a result of the previous master plan update.

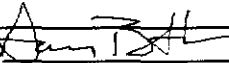
If the Board chooses this option, staff would be directed to immediately implement the project plan and follow prescribed tasks and timelines that are required for a ballot measure to form a new Parks District under ORS 266. Critical, time-sensitive next steps include Resolutions from the Milwaukie and Happy Valley City Councils requesting inclusion in the new District boundaries which is required before the NCPRD requests District formation from the Board of County Commissioners in their capacity as the Boundary Commission no later than June 19, 2014. Also required by mid to late June is the New District boundary description and the economic feasibility analysis.

Staff has known of these tasks and deadlines since the June 2013 Board study session and is prepared to meet them if given the approval to move forward.

**ATTACHMENTS:**

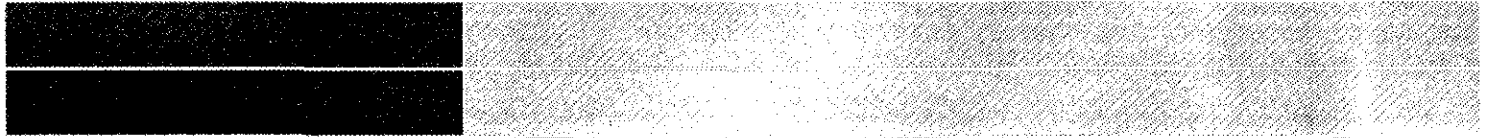
- Regulatory Timeline
- Polling Questionnaire
- Polling Result Presentation

**SUBMITTED BY:**

Division Director/Head Approval \_\_\_\_\_  
Department Director/Head Approval  Director NCPRD  
County Administrator Approval \_\_\_\_\_ Administrator NCPRD

For information on this issue or copies of attachments, please contact Lisa Meurs @ 503-742-4344

**New District Formation  
Regulatory Timing  
Provided by County Counsel**



Board approves aspirational plan with proposed new max tax rate for new District

Last possible date for NCPRD Board governing-body resolution

Last possible date for hearing

Last day to submit election material

Vote (new tax rate; new district; old NCPRD merges into new NCPRD)



May

June

8.19

Happy Valley and Milwaukie City Councils adopt resolutions

CC Approves petition for formation of a new district and files with County Clerk

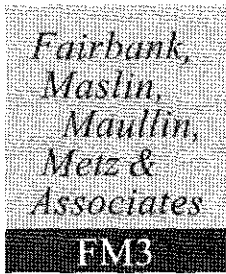
Last possible date for 2<sup>nd</sup> hearing

Election materials completed and filed

Economic feasibility report and boundary descriptions completed



**NORTH CLACKAMAS**  
PARKS & RECREATION DISTRICT



**NORTH CLACKAMAS PARK AND RECREATION DISTRICT SURVEY**  
**220-3689**  
**FINAL**

Hello, I'm \_\_\_\_\_ from F-M-3, a public opinion research company. We are not telemarketers trying to sell anything, or ask for a donation of any type. We're conducting a public opinion survey about issues that concern residents in your area. May I speak to \_\_\_\_\_? **(MUST SPEAK WITH VOTER LISTED. VERIFY THAT THE VOTER LIVES AT THE ADDRESS LISTED--OTHERWISE TERMINATE.) (IF NOT AVAILABLE, ASK WHEN IT WOULD BE CONVENIENT TO CALL AGAIN.)**

A. Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering yourself or others? **(IF NOT ON A CELL PHONE, ASK: Do you own a cell phone?)**

- Yes, cell and can talk safely ----- 1
- Yes, cell and cannot talk safely ----- **TERMINATE**
- No, not on cell, but own one ----- 2
- No, not on cell and do not own one ----- 3
- (DON'T READ) DK/NA/REFUSED ----- TERMINATE**

**(ASK QB ONLY IF CODES 1 OR 2 IN QA)**

B. Would you say you use your cell phone to make and receive all of your phone calls, most of your phone calls, do you use your cell phone and home landline phone equally, or do you mostly use your home landline phone to make and receive calls?

- All cell phone ----- 1
- Mostly cell phone ----- 2
- Cell and landline equally ----- 3
- Mostly landline ----- 4
- (DON'T READ) DK/NA ----- 5**

**(RESUME ASKING ALL RESPONDENTS)**

1. I am going to read you a list of some organizations that are active in public life. After you hear the name of each one, please tell me whether you have a favorable or unfavorable opinion of that organization. If you have never heard of it, or if do not have enough information to have an opinion, you can tell me that too. **(IF FAVORABLE/ UNFAVORABLE, ASK: "Is that very (FAVORABLE/ UNFAVORABLE) or just somewhat?")**

**NEVER HEARD OF/**

	<b>VERY FAV</b>	<b>SMWT FAV</b>	<b>SMWT UNFAV</b>	<b>VERY UNFAV</b>	<b>HEARD OF</b>	<b>NO OPIN/ DK/NA</b>	<b>TOT FAV</b>	<b>TOT UNFAV</b>
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**(RANDOMIZE)**

- [ ]a. The Clackamas County Board of Commissioners ----- 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6
- [ ]b. The North Clackamas Parks and Recreation District ----- 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6

2. Now I would like to tell you more about one of these agencies that serves your community, the North Clackamas Parks and Recreation District. The District was formed in 1990 to enhance parks, open

spaces and recreational opportunities in the North Clackamas County area – including the Cities of Milwaukie and Happy Valley, as well as unincorporated areas. The original ballot measure creating the District set out specific goals which it has since accomplished: creating an aquatic park, ten new neighborhood parks, nine miles of trails, 75 acres of natural areas, and expanding recreational programs. How important would you say that the services provided by the North Clackamas Park and Recreation District are to you: extremely, very somewhat, or not too important?

- Extremely important ----- 1
- Very important ----- 2
- Somewhat important ----- 3
- Not too important ----- 4
- (DON'T READ) DK/NA ----- 5**

3. Now let me give you some more information about the District's funding. The District currently collects a tax of 54 cents on every one thousand dollars of assessed property value, which equates to about eleven dollars a month on a 250 thousand dollar house; that tax has not been increased since the District's creation in 1990, and all the money it raises is used to maintain the existing system. As the community has grown over the last two decades, the District's funding has not allowed it to keep pace with additional parks, trails, open spaces and recreational programs. Having heard this, would you say that the District has a great need, some need, a little need, or no need for additional funds?

- Great need ----- 1
- Some need ----- 2
- Little need ----- 3
- No need ----- 4
- (DON'T READ) DK/NA ----- 5**

4. I am going to read you a list of specific projects that the District could carry out if additional funding were available; all have been identified as needs in the District's 10-year master plan. Recognizing that there would not necessarily be enough funding for all such projects, please tell me how important it is to you that that project be funded: extremely important, very important, somewhat important, or not important. **(RANDOMIZE)**

- |   | <u>EXT.</u>  | <u>VERY</u>  | <u>SWMT</u>  | <u>NOT</u>   | <b>(DON'T</b> | <b>EXT/</b>  |
|---|--------------|--------------|--------------|--------------|---------------|--------------|
|   | <u>IMPT.</u> | <u>IMPT.</u> | <u>IMPT.</u> | <u>IMPT.</u> | <b>READ)</b>  | <b>VERY</b>  |
|   |              |              |              |              | <u>DK/NA</u>  | <u>IMPT.</u> |
| <input type="checkbox"/> a. Preventing cuts in park and recreation services ----- | 1            | 2            | 3            | 4            | 5             |              |
| <input type="checkbox"/> b. Repairing and maintaining existing parks -----        | 1            | 2            | 3            | 4            | 5             |              |

**(SPLIT SAMPLE A ONLY)**

- |  |   |   |   |   |   |
|--|---|---|---|---|---|
| <input type="checkbox"/> c. Developing major destination parks to serve the whole District ----- | 1 | 2 | 3 | 4 | 5 |
|--|---|---|---|---|---|



	<u>EXT.</u>	<u>VERY</u>	<u>SWMT</u>	<u>NOT</u>	<u>(DON'T</u>	<u>EXT/</u>
	<u>IMPT.</u>	<u>IMPT.</u>	<u>IMPT.</u>	<u>IMPT.</u>	<u>READ)</u>	<u>VERY</u>
					<u>DK/NA</u>	<u>IMPT.</u>
[ ]d. Creating new neighborhood parks throughout the District-----	1	2	3	4	5	
[ ]e. Preserving open space and natural areas-----	1	2	3	4	5	
[ ]f. Providing fitness and wellness programs to help improve residents' health-----	1	2	3	4	5	

**(SPLIT SAMPLE B ONLY)**

[ ]g. Providing off-leash dog parks-----	1	2	3	4	5	
[ ]h. Providing transportation services for seniors-----	1	2	3	4	5	
[ ]i. Providing after-school programs for youth-----	1	2	3	4	5	
[ ]j. Protecting land around rivers, creeks and lakes-----	1	2	3	4	5	
[ ]k. Improving and completing walking, hiking and biking trails throughout the district-----	1	2	3	4	5	

**(RESUME ASKING ALL RESPONDENTS)**

5. Now I would like to ask about another issue. Even though the District serves only about one-third of Clackamas County's population, it is overseen by the County Board of Commissioners. The District's citizen advisory board has recommended re-forming the District as a separate parks district, independent of County government. If that change were made, the District would be run by a board of directors who live within its North Clackamas County boundaries; are elected by and accountable to District voters; and are only responsible for focusing on park and recreation services. Most other urban parks district in Oregon are structured as independent districts.

Would you support or oppose this proposal to re-form the North Clackamas Park and Recreation District as a district independent of the county? **(IF SUPPORT/OPPOSE ASK:)** "Is that strongly **(SUPPORT/OPPOSE)** or just somewhat?"

Strongly support-----	1
Somewhat support-----	2
Somewhat oppose-----	3
Strongly oppose-----	4
<b>(DON'T READ) DK/NA-----</b>	<b>5</b>

6. Next, to provide adequate service to local residents, the District's citizen advisory board recommends adding seven new parks, providing major enhancements to three others, and expanding services like the recreational programming to include new youth, teen and senior programs. The District could add these new parks and services with an additional tax rate equaling an additional eight dollars per month on a 250 thousand dollar home, which could be phased in over time. Would you support or oppose providing this increased funding for the North Clackamas Park and Recreation District? (IF SUPPORT/OPPOSE ASK:) "Is that strongly (SUPPORT/OPPOSE) or just somewhat?"

- Strongly support ----- 1
- Somewhat support ----- 2
- Somewhat oppose ----- 3
- Strongly oppose ----- 4
- (DON'T READ) DK/NA ----- 5

**(ASK Q7 ONLY IF CODES 2-5 IN Q6)**

7. And suppose the additional tax charged were only four dollars per month on a 250 thousand dollar home, with a reduced list of park and recreation improvements. In that case, would you support or oppose providing this increased funding for the North Clackamas Park and Recreation District? (IF SUPPORT/OPPOSE ASK:) "Is that strongly (SUPPORT/OPPOSE) or just somewhat?"

- Strongly support ----- 1
- Somewhat support ----- 2
- Somewhat oppose ----- 3
- Strongly oppose ----- 4
- (DON'T READ) DK/NA ----- 5

**(RESUME ASKING ALL RESPONDENTS)**

8. Next, providing the additional park and recreation services I have described would require re-forming the District, in the process setting a maximum tax rate that can never be increased without re-forming the District again. To keep up with expected growth over the life of the District, the District's citizen advisory board has recommended setting a maximum tax higher than the initial eight dollars per month; that maximum rate would be phased in over the long-term. Would you be willing or unwilling to consider a long-term, maximum rate... (INSERT ITEM a). (FOLLOW-UP BY ASKING: How about a tax rate of...) (IF WILLING/UNWILLING, ASK): "Would you be very (WILLING/UNWILLING) to pay that amount, or just somewhat?" (DO NOT ROTATE; READ IN ORDER)

	VERY WILLING	S.W. WILLING	S.W. UNWILL	VERY UNWILL	(DK/ NA)
a. Equal to an average increase of 16 dollars per month -----	1	2	3	4	5
b. Equal to an average increase of 12 dollars per month -----	1	2	3	4	5

9. Next, I am going to read a list of conditions that could be attached to the re-formation of the District, to ensure fiscal accountability to taxpayers. After I read each one, please tell me whether you would be more likely or less likely to support re-formation of the District if that condition were included. **(IF MORE/LESS LIKELY, ASK: Is that much MORE/LESS LIKELY or just somewhat?) (RANDOMIZE)**

	<u>MUCH MORE LIKELY</u>	<u>SWMT MORE LIKELY</u>	<u>SWMT LESS LIKELY</u>	<u>MUCH LESS LIKELY</u>	<u>(NO DIFF.)</u>	<u>(DK/NA)</u>	<u>TOT MORE LIKELY</u>	<u>TOT LESS LIKELY</u>
<input type="checkbox"/> a. Requiring a committee of local citizens review all expenditures-----	1	2	3	4	5	6		
<input type="checkbox"/> b. Requiring a vote of all District residents before any new rate increase is phased in-----	1	2	3	4	5	6		
<input type="checkbox"/> c. Making all District taxes and spending available for review on the Internet-----	1	2	3	4	5	6		

10. To re-form the Park and Recreation District and raise additional revenue to fund its services, the Clackamas County Commission would need to place a measure on the ballot for a public vote. Which of the following statements about this issue comes closest to your opinion: **(ROTATE)**

The County Commission should place this measure on the ballot, to give voters a chance to decide whether or not they want to form an independent park district-----1

**OR**

The County Commission should keep this measure off the ballot and prevent a public vote-----2

(DON'T READ) Both -----3

(DON'T READ) Neither -----4

(DON'T READ) DK/NA/Refused -----5

11. Next, here is a statement from people who support re-forming the District to provide enhanced funding for parks and recreation. Supporters say that since the District was created over 20 years ago, its tax rate has never been increased – and it is the lowest of all comparable districts in the state. The rate needs to be adjusted to prevent cuts in park and recreation services, and maintain the high-quality service residents expect. Investing in parks and recreational facilities is critical to our local quality of life; will help to keep property values high; will conserve land critical to preserving water quality; and will preserve our legacy of beautiful rivers, streams, natural areas and wildlife habitat for future generations.

Having heard this: would you support or oppose re-forming the North Clackamas Park and Recreation District as an independent Park District, in order to secure additional funding for park and recreation services in North Clackamas County? **(IF SUPPORT/OPPOSE ASK:)** “Is that strongly **(SUPPORT/OPPOSE)** or just somewhat?”

- Strongly support ----- 1
- Somewhat support ----- 2
- Somewhat oppose ----- 3
- Strongly oppose ----- 4
- (DON'T READ) DK/NA ----- 5**

**THESE ARE MY FINAL QUESTIONS, AND THEY ARE FOR CLASSIFICATION PURPOSES ONLY.**

12. How long have you lived in Clackamas County? **(OPEN-END; CODE APPROPRIATE CATEGORY)**

- Less than 5 years ----- 1
- 6-10 years ----- 2
- 11-20 years ----- 3
- 21-30 ----- 4
- 31 or more years ----- 5
- (DON'T READ) Don't know/Refused ----- 6**

13. How often do you visit or use a park, open space or recreation area or trail in North Clackamas County?

- Almost every day ----- 1
- Several times a week ----- 2
- Several times a month ----- 3
- Several times a year ----- 4
- Almost never ----- 5
- Never ----- 6
- (DON'T READ) DK/NA ----- 7**

14. Do you own or rent your home?

- Yes ----- 1
- No ----- 2
- (DON'T READ) DK/NA/REFUSED ----- 3**

15. I don't need to know the exact amount, but I'm going to read you some categories for household income. Would you please stop me when I have read the category indicating the total combined income for all the people in your household before taxes in 2013?

\$30,000 and under -----	1
\$30,001 - \$60,000 -----	2
\$60,001 - \$90,000 -----	3
\$90,000 - \$120,000 -----	4
More than \$120,000 -----	5
(DON'T READ) Refused -----	6

**THANK AND TERMINATE**

<b>Sex: By observation</b>	Male -----	1
	Female -----	2

<b>Party: From List</b>	Democrat -----	1
	Republican -----	2
	Non-Affiliated -----	3
	Other -----	4

**FLAGS**

P08 -----	1
G08 -----	2
P10 -----	3
G10 -----	4
P12 -----	5
G12 -----	6
BLANK -----	7

**AGE**

18-29 -----	1
30-39 -----	2
40-49 -----	3
50-64 -----	4
65-74 -----	5
75+ -----	6

**CITY**

Milwaukie -----	1
Happy Valley -----	2
Other -----	3
Unincorporated -----	4



# Support for Establishing an Independent North Clackamas Park and Recreation District

*Key Findings from a Voter Survey Conducted  
April 30 – May 4, 2014*

220-3869

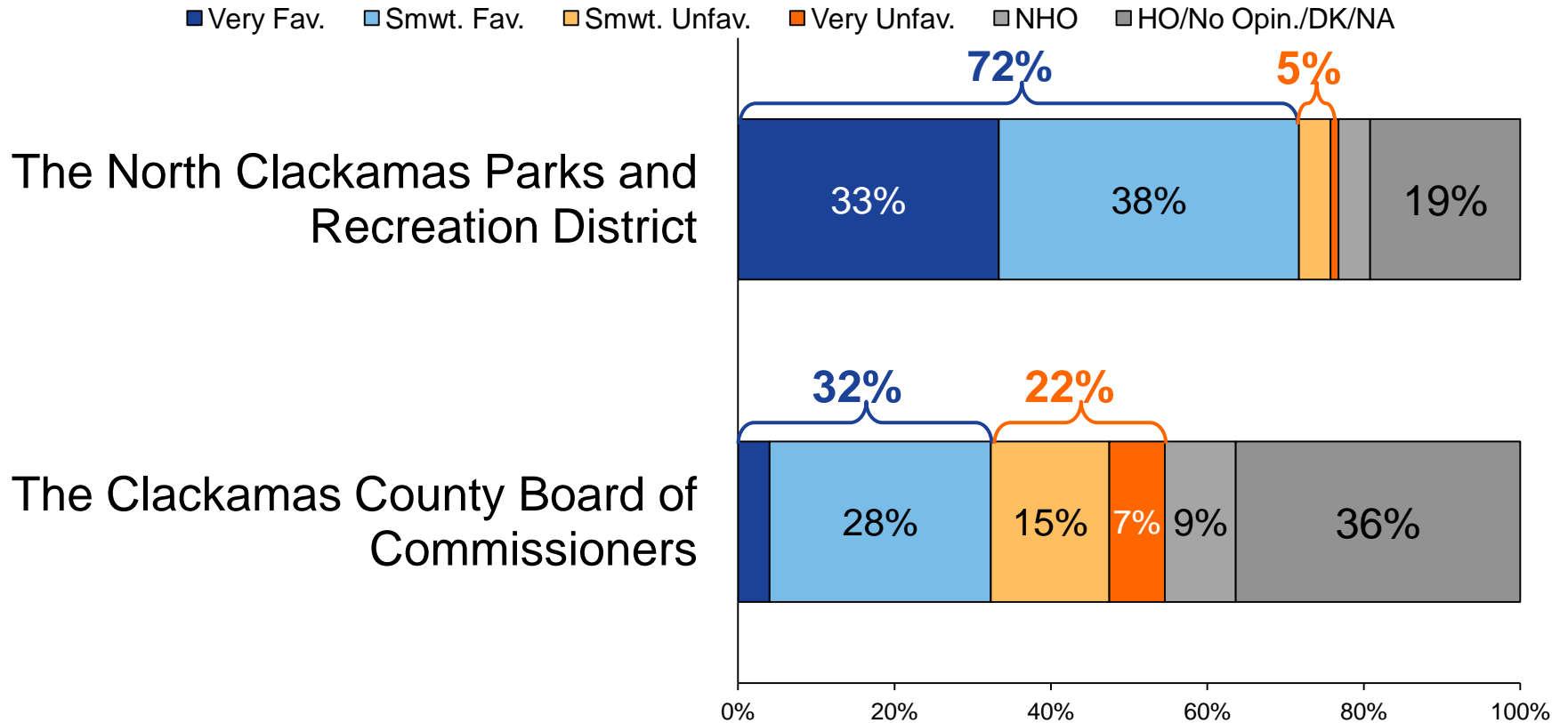
*Fairbank, Maslin, Maullin, Metz & Associates - FM3*  
*Public Opinion Research & Strategy*

SANTA MONICA • OAKLAND • MADISON • MEXICO CITY

# Methodology

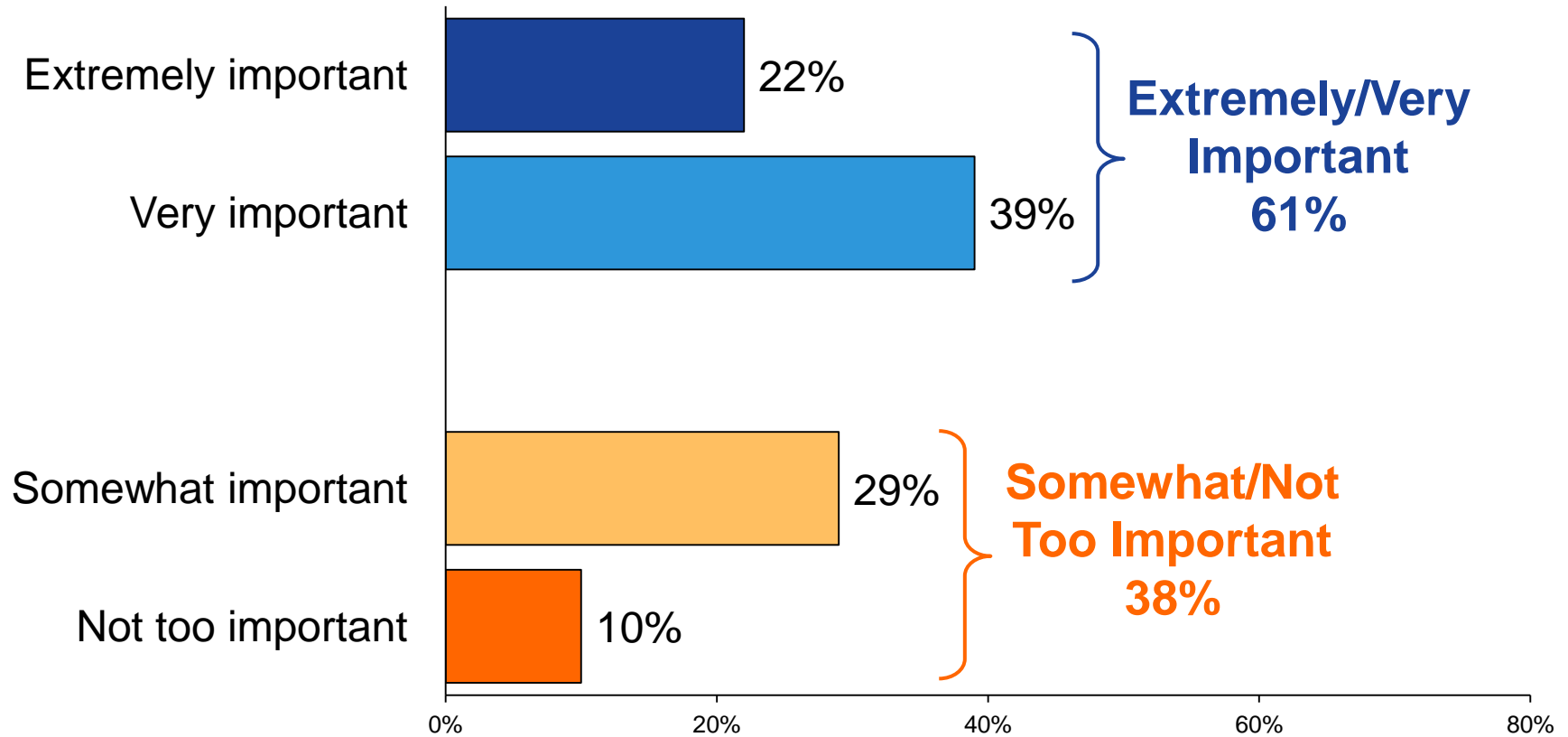
- Telephone survey of 401 randomly-selected North Clackamas Park and Recreation District voters likely to cast ballots in November 2014
  - *Interviews were conducted via landline and cell phones*
  - *Survey was conducted April 30 – May 4, 2014*
- The margin of sampling error is +/-4.9 % at the 95% confidence level
  - *Margins of error for population subgroups will be higher*
  - *Some percentages do not sum to 100% due to rounding*

# Voters have high awareness of NCPRD, and 72% give the District a favorable rating.



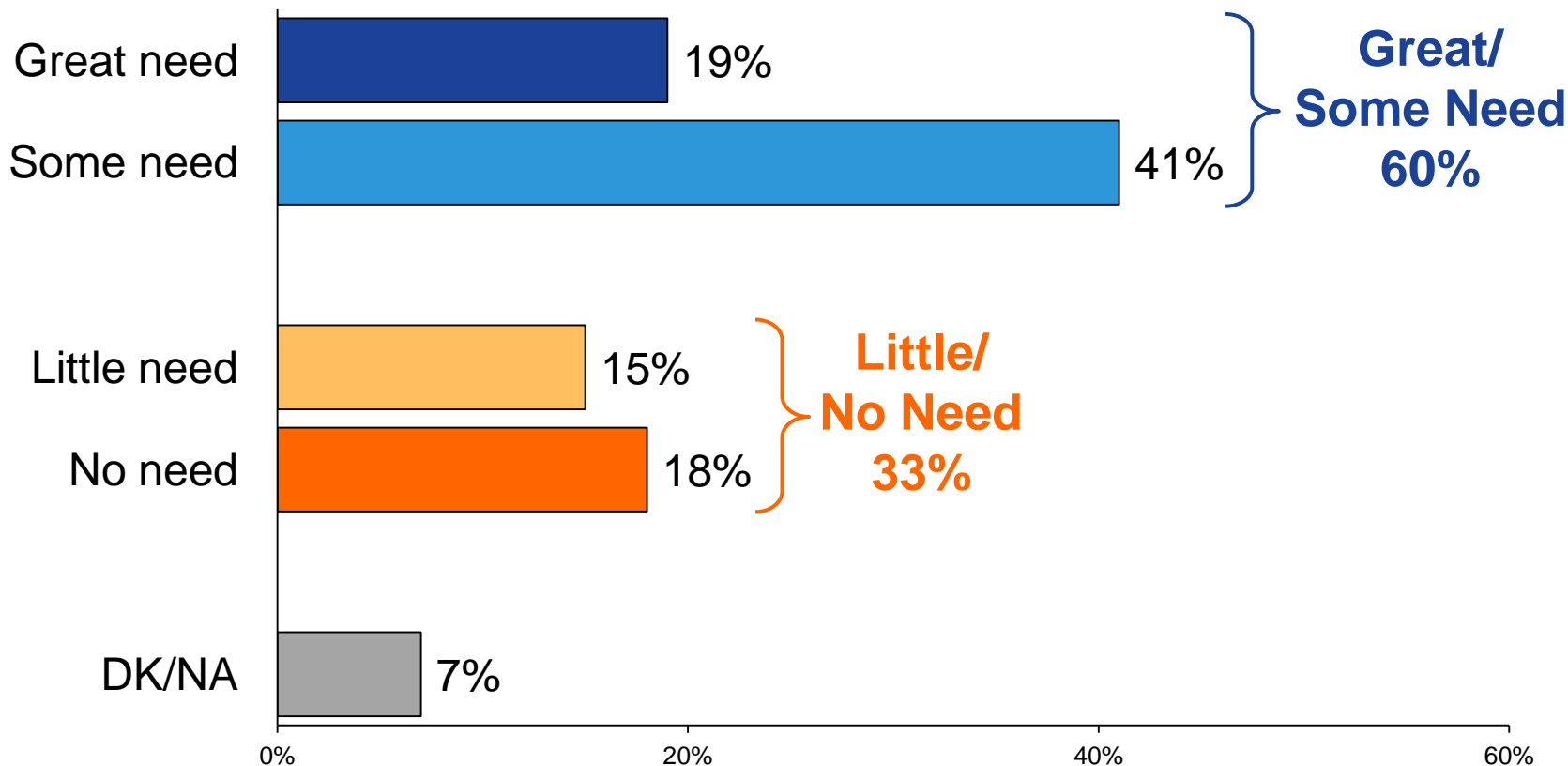


# 61% of voters say that the District's mission is "extremely or very important" to them.

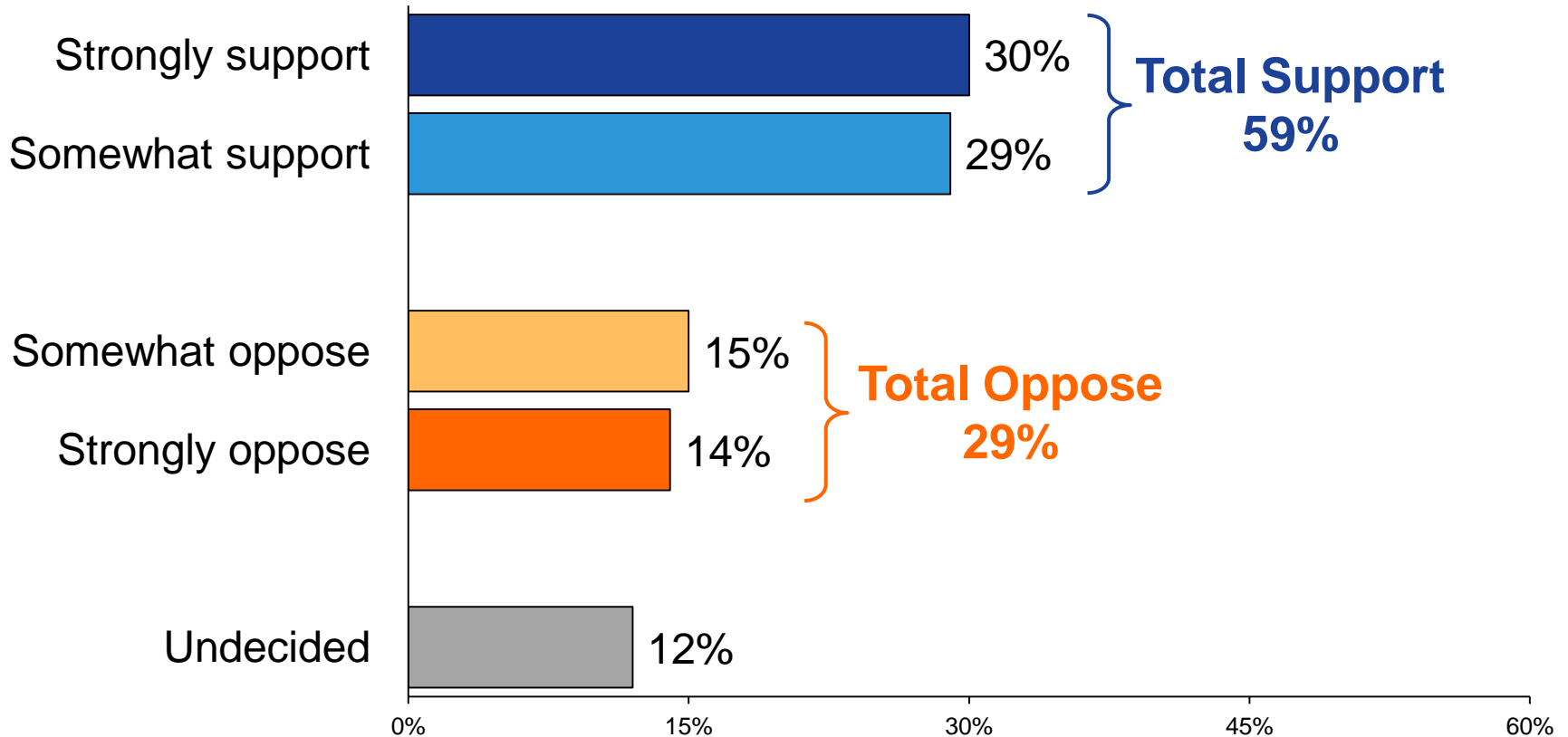


# After hearing about the District's current funding, most voters agree that there is a need for additional funds.

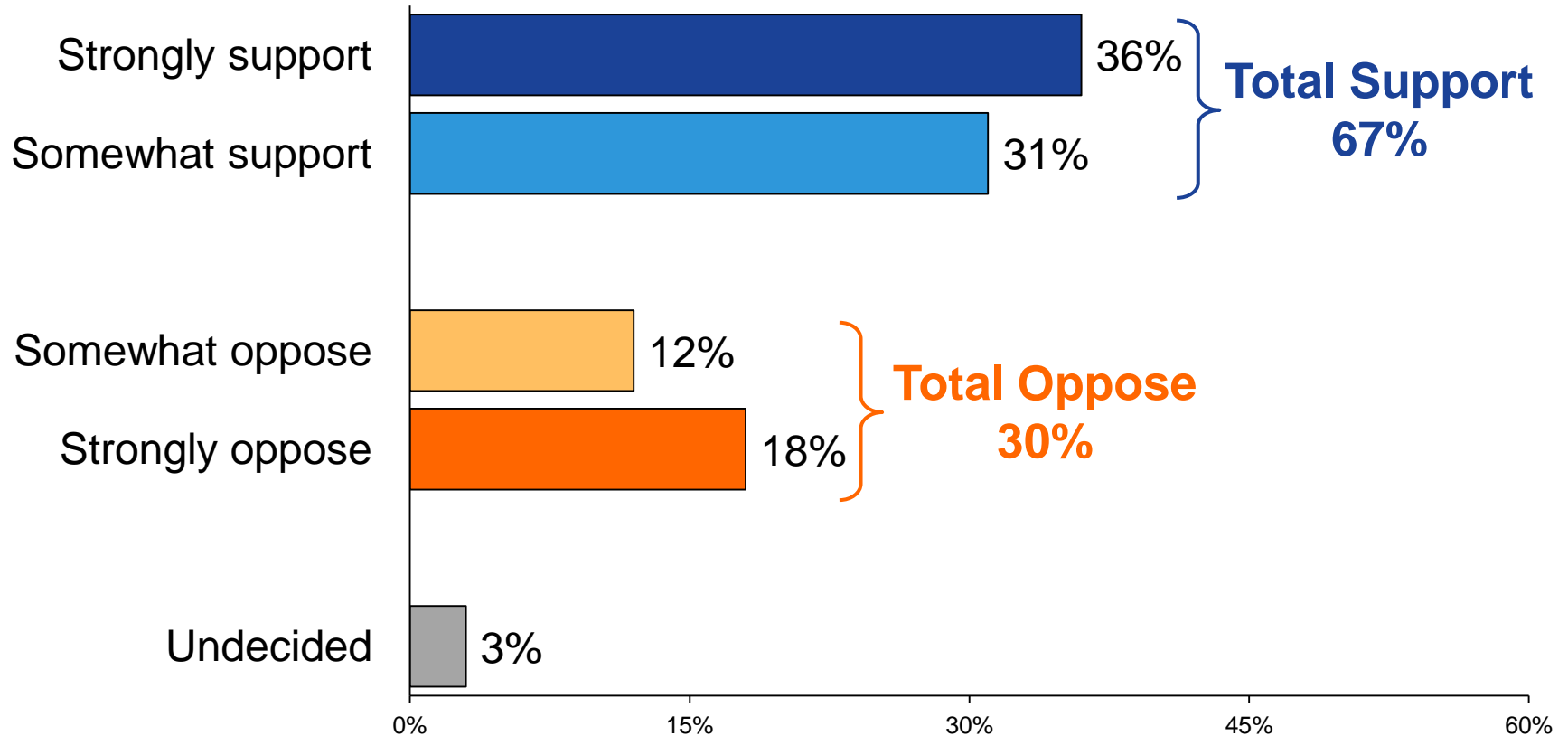
*\$0.54 per thousand, \$11 per month on a \$250,000 home, maintains existing system, never increased, hasn't kept pace with needs*



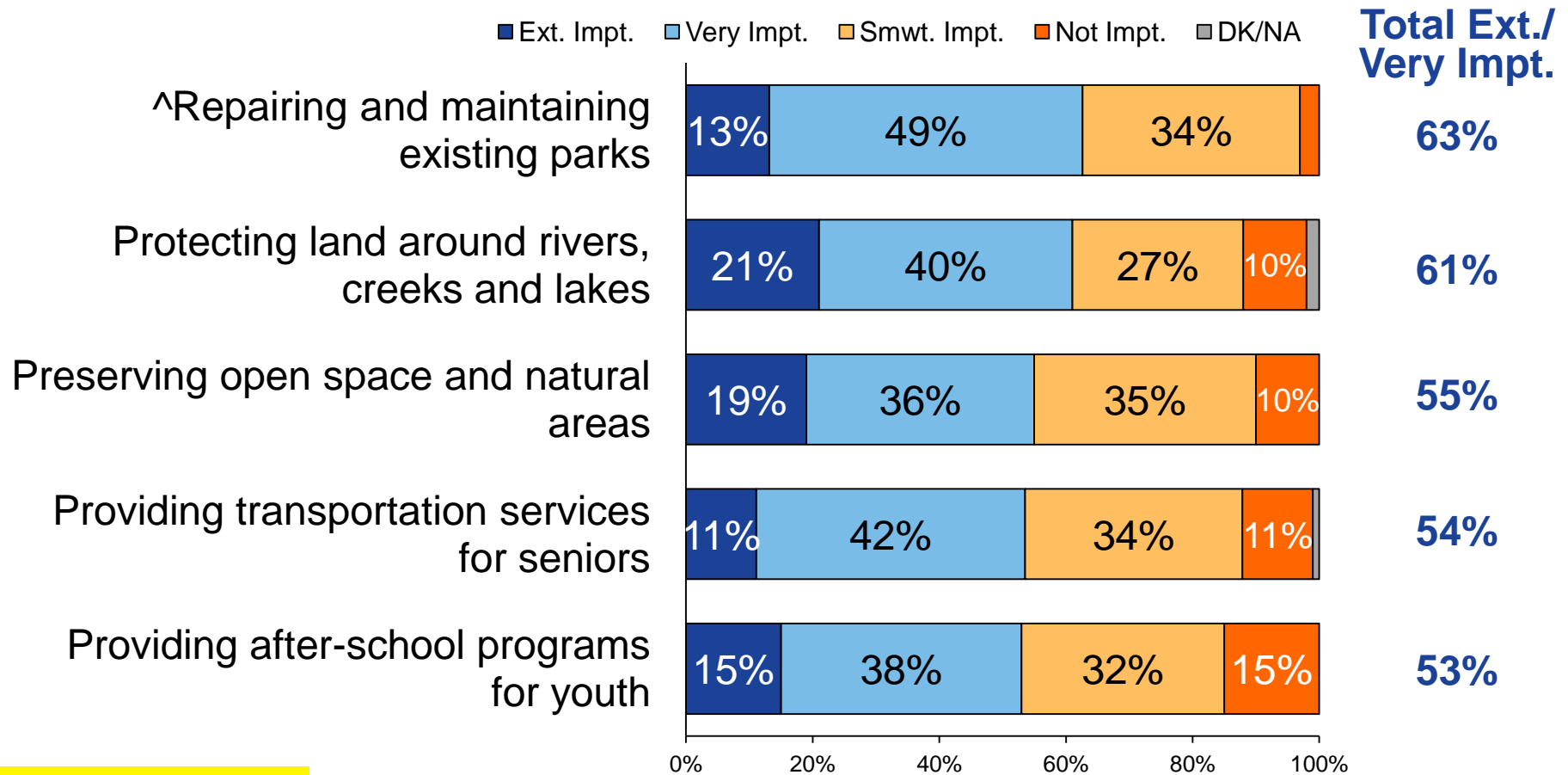
# A majority of voters support the establishment of an independent district.



# However, after hearing the rationale, 67% of likely voters support reforming the District to secure additional funding.

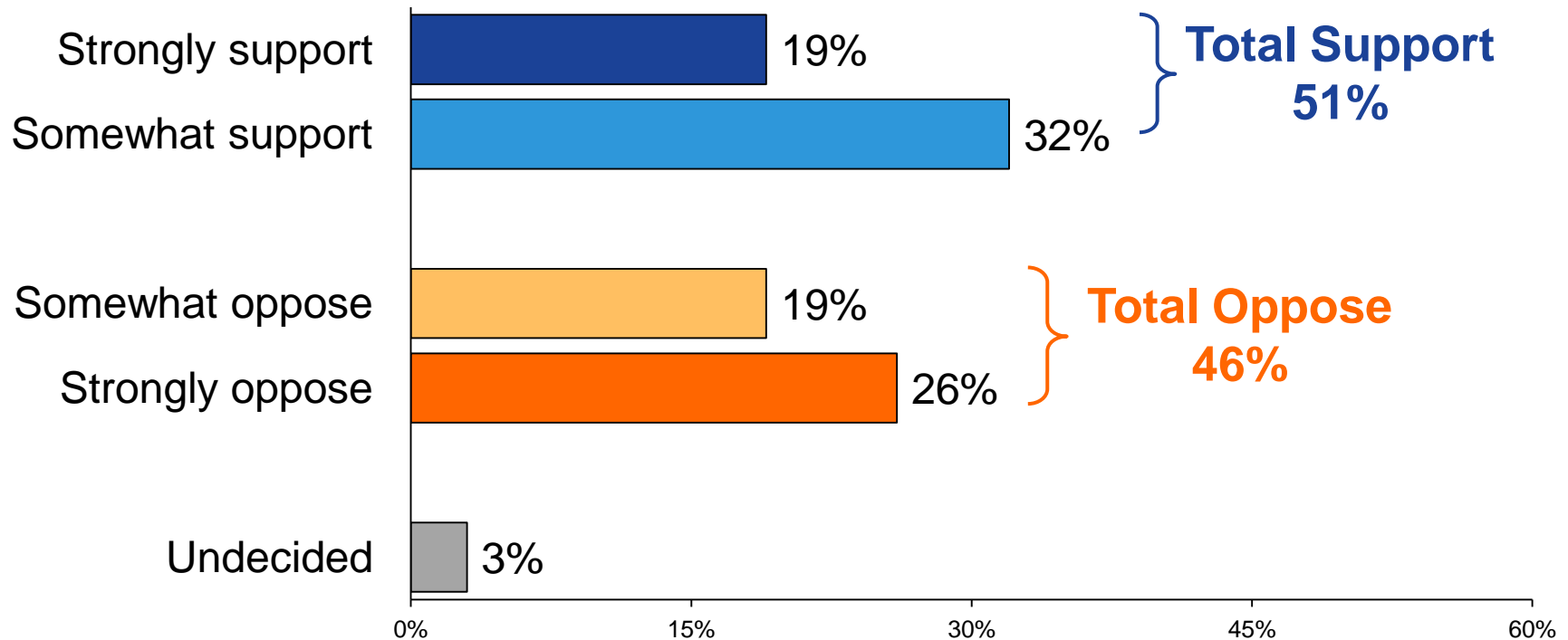


# Voters see maintaining existing parks, protecting natural resources, and preserving open space as top priorities for any new funds.



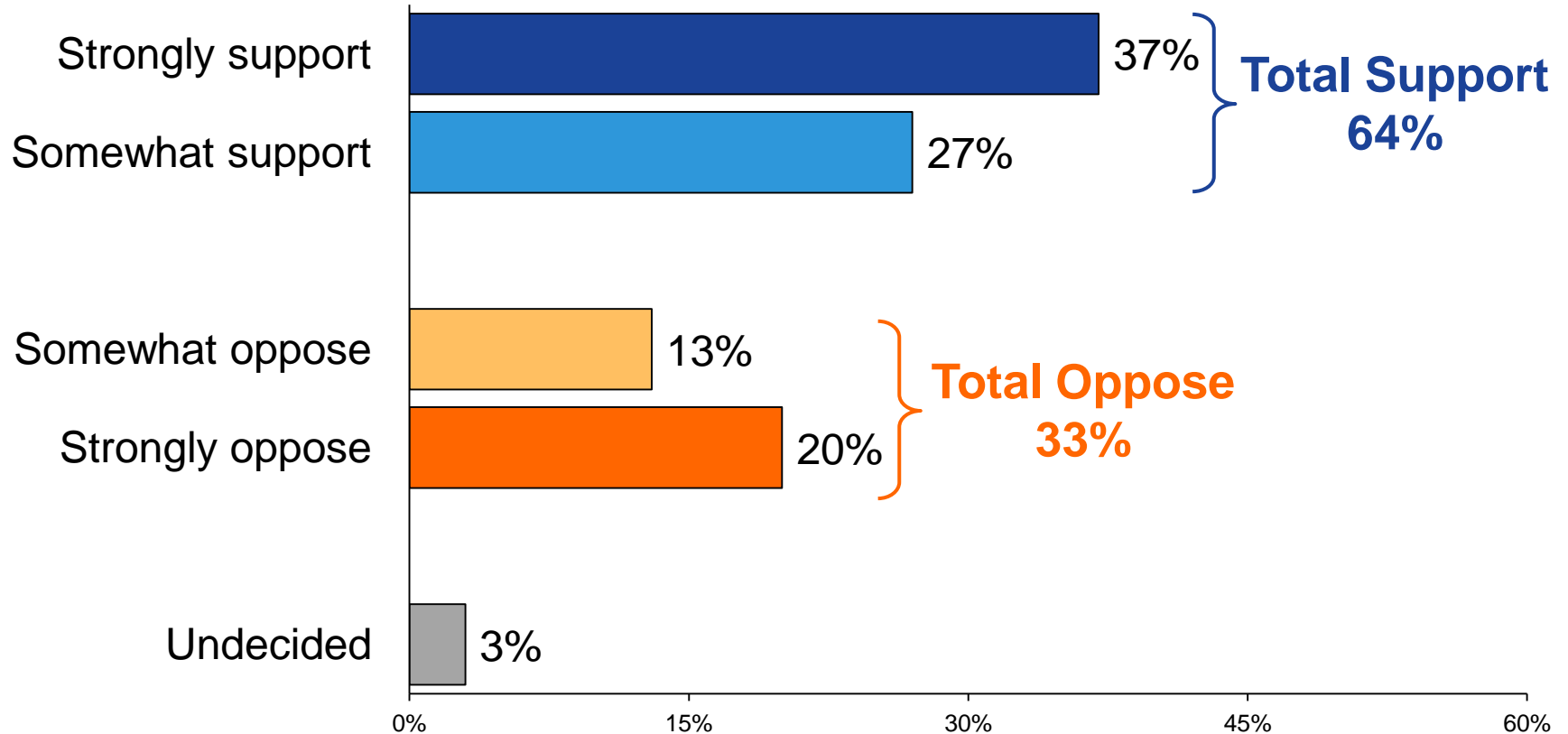
# Even with an emphasis on new parks, most support providing an additional \$8/month to the District.

To provide adequate service to local residents, the District's citizen advisory board recommends adding **seven new parks**, providing major enhancements to three others, and expanding services like the recreational programming to include new youth, teen and senior programs. The District could add these new parks and services with an additional tax rate equaling an additional \$8 per month on a \$250,000 home, which could be phased in over time. Would you support or oppose providing this increased funding for the North Clackamas Park and Recreation District?



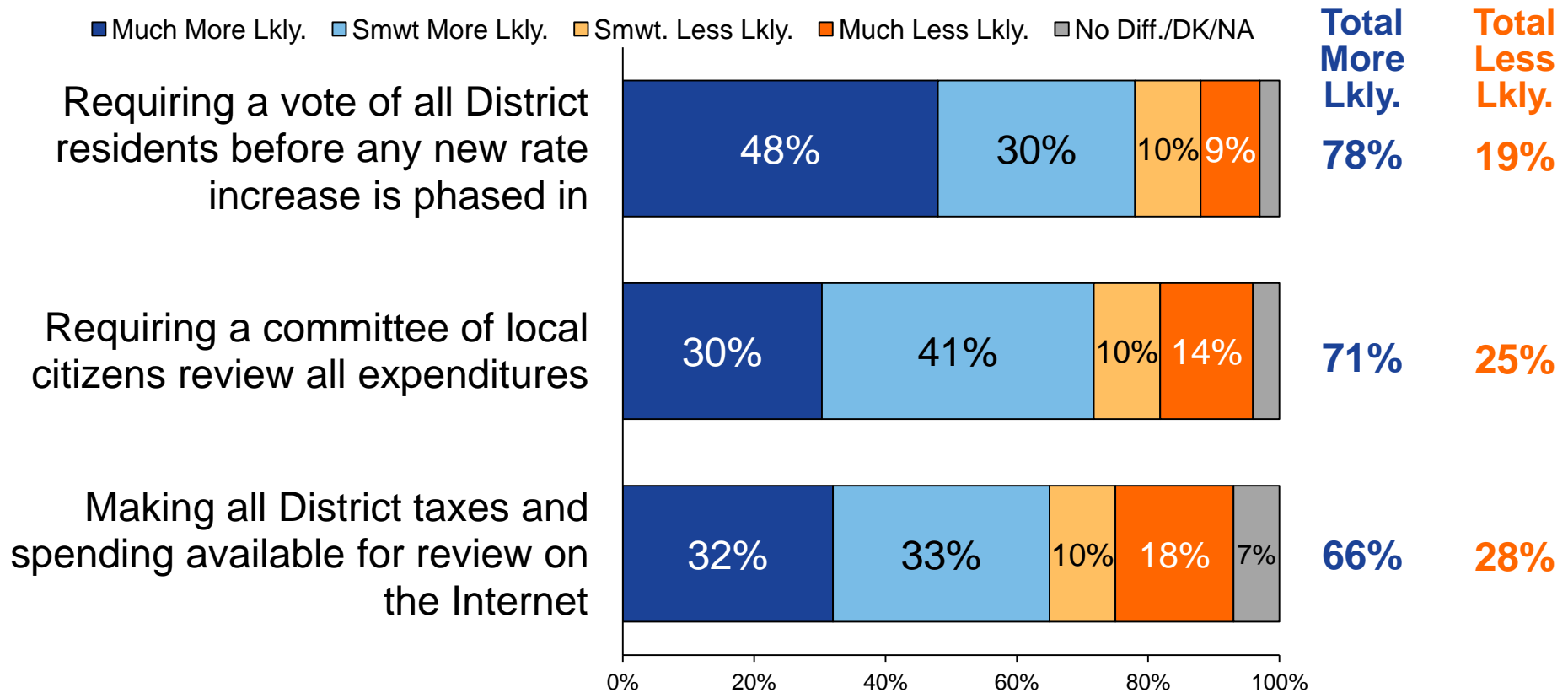
# Close to two-thirds of voters would support a more modest initial tax level.

*And suppose the additional tax charged were only \$4 per month on a \$250,000 home, with a reduced list of park and recreation improvements. In that case, would you support or oppose providing this increased funding for the North Clackamas Park and Recreation District?*



# Additional accountability measures would make many voters more likely to support the proposal.

I am going to read a list of conditions that could be attached to the re-formation of the District, to ensure fiscal accountability to taxpayers. Please tell me whether you would be more likely or less likely to support re-formation of the District if that condition were included.





# Voters are near-unanimous in calling for a public vote.

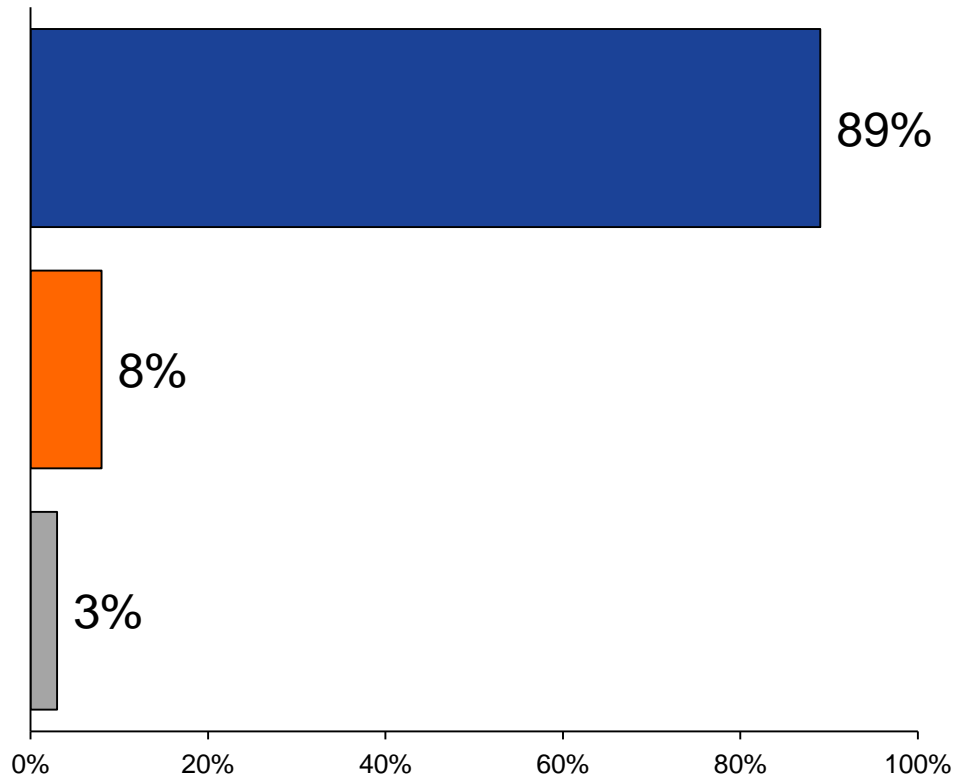
*To re-form the Park and Recreation District and raise additional revenue to fund its services, the Clackamas County Commission would need to place a measure on the ballot for a public vote. Which of the following statements about this issue comes closest to your opinion:*

The County Commission should place this measure on the ballot, to give voters a chance to decide whether or not they want to form an independent park district

**OR**

The County Commission should keep this measure off the ballot and prevent a public vote

Both/Neither/DK/NA/Refused



# Conclusions

- Local voters have overwhelmingly positive perceptions of the North Clackamas Park and Recreation District, and value the services that it provides.
- Most perceive that the District has a need for additional funds.
- More than two-thirds of voters support the idea of re-forming the District to provide independent governance and allow it to raise additional funds.
- A majority of voters are willing to pay as much as \$8 per month to support the proposition as presented.
- This percentage would likely increase when focused on voter's expressed priorities.
- The local electorate is near-unanimous in wanting to see the matter come to a public vote, whatever their position on the issue.

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