

CLACKAMAS COUNTY BOARD OF COUNTY COMMISSIONERS

Study Session Worksheet

Presentation Date: 1/27/15 **Approx. Start Time:** 10 a.m. **Approx. Length:** 60 min.
Presentation Title: NCPRD Ballot Measure Survey Results
Department: Public and Government Affairs
Presenters: Gary Schmidt and Dylan Blaylock, Public & Government Affairs
Other invitees: Gary Barth, Business & Community Services

WHAT ACTION ARE YOU REQUESTING FROM THE BOARD?

No action is requested. This session is informational only. The Board of County Commissioners (BCC) will receive information about a survey of stakeholders assessing the outcome of Ballot Measure 3-451, which was defeated by North Clackamas Parks and Recreation District (NCPRD) voters in November 2014.

EXECUTIVE SUMMARY:

At the request of County Administration, Public and Government Affairs, in consultation with Business and Community Services, conducted a post-election, unscientific web survey to gauge input from stakeholders assessing the outcome of Ballot Measure 3-451, which would have changed the governance structure of the North Clackamas Parks and Recreation District (NCPRD) and established a new, higher permanent tax rate to fund operations and capital projects. The online survey included 24 participants from three interested groups:

- NCPRD District Advisory Board members.
- Candidates for the independent NCPRD Board.
- Members of the Board of the Friends of the Milwaukie Center.

Survey participants overwhelmingly believed the proposed 35¢ tax increase (per \$1000 of assessed home value) being too high was the primary reason the ballot measure failed. Participants also cited “significant” secondary concerns that included:

- Respondents believed the ballot measure was too sweeping in scope. and might have been more successful without certain elements.
- Lack of information about the allocation of funds from the higher tax rate.
- Potential inequality between cities and unincorporated areas for NCPRD services.
- Concerns about the tax increase on those with fixed incomes.

Respondents believed that supporters found the ballot measure appealing because of the prospective park improvements and expansion.

FINANCIAL IMPLICATIONS (current year and ongoing):

N/A

LEGAL/POLICY REQUIREMENTS:

N/A

NCPRD Ballot Measure Survey Results

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PUBLIC/GOVERNMENTAL PARTICIPATION:

N/A

OPTIONS:

None

RECOMMENDATION:

None

ATTACHMENTS:

Summary Analysis of NCPRD Ballot Measure 3-451 post-election survey.

SUBMITTED BY:

Division Director/Head Approval _____

Department Director/Head Approval s/Gary Schmidt _____

County Administrator Approval _____

<p>For information on this issue or copies of attachments, please contact Gary Schmidt at 503-742-5908</p>
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Survey Analysis: The Results of Measure 3-451

In November 2014, Measure 3-451, which concerned the possible autonomy of the North Clackamas Parks & Recreation District (NCPRD) and the election of Board Members, failed to pass. PGA was subsequently tasked with conducting a survey about the measure, and reached out to all members of three distinct groups:

- Eight of nine current members of the District Advisory Board (DAB) of NCPRD participated in the survey
- Seven of eight candidates whose names appeared on the ballot for the new NCPRD Board participated in the survey
- Nine of 13 members of the Board of the Friends of the Milwaukie Center participated in the survey

Please note: Those individuals who both currently sit on the District Advisory Board AND were candidates whose name appeared on the ballot were only counted as being members of the first group (DAB) for the purposes of this survey.

PGA constructed a form via Survey Monkey and asked multiple times (via email) for participants to complete the survey, which was open from Dec. 15-29. Response was high, giving the survey a total universe of 24 participants.

Below are select key findings of the survey results, both from the perspective of the total universe of respondents and broken down by the three contingents (for some answers). This section is followed by the raw data/answers to survey questions for the universe and each contingent. ***(Please note that the percentage of respondents detailed below for each question are based on the total number of people who answered that specific question, NOT the total amount of individuals who participated in the survey.***)

Key Findings

1.) The survey's first question asked respondents, prior to being presented with any other information or reasons, why they believed the measure failed.

Twenty-one individuals responded to this question. Three common themes emerged:

- Seven respondents (33%) stated concerns about the 35 cent property tax raise (being too high)
- Seven respondents (33%) cited issues involving the ballot being confusing or complicated
- Six respondents (29%) mentioned a lack of voter knowledge

Other sentiments that were shared by more than one respondent include the disorganization of the campaign behind the initiative (2), and the lack of strong BCC support (2).

2.) Respondents were provided several reasons as to why citizens who voted to pass the measure did so. They were asked to label the given reasons as either having a

“significant” impact, “slight” impact, or no effect on these voters whatsoever (to vote “yes”).

- Only two responses were selected by more than 50% of respondents as having a “significant” impact for passage. These were:
 - “The measure would have initiated major capital projects such as the Milwaukie Riverfront Park, Happy Valley Community Center, and other additional parks.” (70%, 16 respondents).
 - “The measure would have improved existing parks, include the addition of off-lease dog areas, water play areas, and community gardens.” (52%, 12 respondents).

Notably, all eight current DAB-members selected the “major capital projects” reason as having a “significant” impact. Six of those same respondents listed “NCPRD currently has the lowest tax funding rate of all comparable parks districts in the State of Oregon” as having a “significant” impact.

Only the “improved existing parks” reason was selected by at least one-half (four) of the candidates contingent as having a “significant” impact.

- Many more responses were provided (written-in) by recipients as reasons why individuals voted for passage. Many individuals cited specific project improvements (such as upgrades to the Milwaukie Center) not listed in the survey options.

3.) Respondents were provided the same reasons listed in the previous question and then prompted to rank the top three choices they believed had an effect on voters voting to pass the measure. The top two selections for the previous question – the improvement of existing parks, the initiation of capital projects – were the only two ranked in the top three by more than 50% of respondents.

- These two selections were the only two ranked in the top three by a majority of the DAB contingent or the candidate contingent (separately).
- Only two selections were ranked in the top three by a majority of the Milwaukie Friends contingent: the “improved existing parks” and “NCPRD currently has the lowest tax funding rate of all comparable parks districts in the State of Oregon.”

4.) Respondents were then provided several reasons as to why citizens who voted AGAINST the measure did so. They were asked to label the stated reasons as either having a “significant” impact, “slight” impact, or no effect on these voters whatsoever (to vote “no”).

- Five reasons were selected by more than 50% of all respondents as having a “significant” impact. These include:
 - “The additional 35 cent tax increase was too high.” (73%, 16 respondents)

- “The unknown of exactly how new tax revenue would be allocated throughout the district.” (67%, 14 respondents)
- “Voters were not prepared for, ‘turned off’ from, confused by, or didn’t want to vote on both the measure and the members of a new oversight board.” (64%, 14 respondents)
- “Potential inequality in NCPRD services between cities within the district and unincorporated areas within the district.” (64%, 14 respondents)
- “Senior citizens and others on fixed incomes would find the tax rate increase difficult.” (55%, 12 respondents)

At least one-half of the DAB-member contingent voted for each of the five reasons listed above as having a “significant” impact, with the exception of “Senior citizens and others...”

At least one-half of the candidate contingent voted for each of the five reasons listed above as having a “significant” impact, with the exception of “Voters were not prepared for...”

- Many more responses were provided (written-in) by recipients as reasons why individuals voted against passage.

5.) Respondents were provided the same reasons listed in the previous question and then prompted to rank the top three choices they believed had an effect on voters voting against the measure.

- Overwhelmingly, the top selection was “The additional 35 cent tax increase was too high,” which 13 individuals (65%) ranked as the top reason, with two more individuals listing it in the top three (for a total of 75%).
- The only other reason ranked in the top three by more than 50% of respondents was “Voters were not prepared for, ‘turned off’ from, confused by, or didn’t want to vote on both the measure and the members of a new oversight board.” That selection was ranked in the top three by 11 respondents (55%), with four first-place votes.
- Five (of eight) of the DAB-member contingent ranked the tax increase in the top three reasons, whereas six of them ranked the ballot issue.
- Six (of seven) of the candidate contingent ranked the tax increase as the top reason. The other did not rank the reason in the top three.

6.) If Measure 3-451 had only contained a clause establishing a new district with an independent board and did not raise taxes at all, 91% (20) of respondents were either “sure” or felt it was probable that the measure would have passed.

- Seven (of eight) DAB-members believe the measure would have passed given this condition.
- All seven candidates believe the measure would have passed given this condition.

7.) Conversely, if the measure had only raised taxes by 35 cents and did not establish an autonomous board (or elect officials), 68% (15) of respondents were either “sure” or felt it was probable that the measure would not have passed. Another four respondents gave the measure a 50/50 chance of passing in that scenario.

- Six (of seven) candidates believe the measure would not have passed given this condition.

8.) 59% (13) of respondents believed that the measure would have passed if the ballot was exactly the same except for the 35 cent tax raise being lowered (respondents were asked to assume a minimum 5 cent tax increase).

9.) Of those 13 respondents, a majority believed the measure would have at least “probably” passed with raises of 5, 10, or 15 cents. A majority also believed that the measure would have had at least a 50/50 chance of passage at 20 cents. Respondents were less optimistic about a 25 or 30 cent increase.

10.) 64% (14) of respondents believe that the measure would have passed if “more educational outreach about the benefits” had been performed.

- Six (of eight) DAB-members believe the measure would have passed given this condition.

11.) Respondents were posed the following question: “If a campaign, or multiple campaigns, was enacted in the coming year(s) with the goal(s) of eventually establishing a new autonomous NCPRD with an independent elected board, and securing a tax increase, what do you think would be the most important action organizers could take that is different from what was done in 2014?” Twenty respondents provided open-ended answers.

- 55% (11) mentioned that the public education campaign around the measure needed improvement in some form, either from better messaging, additional time to reach voters, more concrete examples of improvements, or a more professional operation.
- Four respondents suggested making the ballot simpler or splitting the issues completely.
- Three respondents mentioned the 35 cent tax rate as being too high.

Survey: The Results of Measure 3-451 (NCPRD Reform)

Q1 Please enter the two-digit code ID that was included in the email.

Answered: 24 Skipped: 0

#	Responses	Date
1	Existing NCPRD Board Mem 15	12/28/2014 11:31 AM
2	Friends of Milwaukie 49	12/28/2014 9:42 AM
3	Existing NCPRD Board Mem 20	12/26/2014 10:07 AM
4	Candidates (Not on Board) 32	12/23/2014 3:59 PM
5	Existing NCPRD Board Mem 19	12/19/2014 4:57 PM
6	Friends of Milwaukie 39	12/19/2014 11:39 AM
7	Candidates (Not on Board) 27	12/18/2014 8:28 PM
8	Friends of Milwaukie 42	12/18/2014 5:56 PM
9	Friends of Milwaukie 40	12/18/2014 4:04 PM
10	Existing NCPRD Board Mem 21	12/18/2014 3:42 PM
11	Existing NCPRD Board Mem 14	12/18/2014 1:47 PM
12	Friends of Milwaukie 43	12/18/2014 1:18 PM
13	Candidates (Not on Board) 30	12/18/2014 10:42 AM
14	Candidates (Not on Board) 33	12/18/2014 10:17 AM
15	Friends of Milwaukie 38	12/17/2014 1:12 PM
16	Friends of Milwaukie 47	12/17/2014 11:24 AM
17	Existing NCPRD Board Mem 18	12/17/2014 10:40 AM
18	Friends of Milwaukie 41	12/16/2014 8:20 PM
19	Candidates (Not on Board) 29	12/16/2014 5:41 PM
20	Friends of Milwaukie 50	12/16/2014 3:03 PM
21	Candidates (Not on Board) 28	12/16/2014 1:21 PM
22	Existing NCPRD Board Mem 17	12/16/2014 9:14 AM
23	Existing NCPRD Board Mem 16	12/16/2014 9:01 AM
24	Candidates (Not on Board) 26	12/16/2014 8:43 AM

Survey: The Results of Measure 3-451 (NCPRD Reform)

Q2 This survey contains questions about the issues and messaging (positive and negative) communicated to the public prior to the vote on Measure 3-451. Before citing these reasons, however, in order to not prejudice or bias your thoughts, in the box below please explain the principle reason(s) why, in your view, Measure 3-451 failed.

Answered: 21 Skipped: 3

#	Responses	Date
1	There is not enough confidence in NCPRD -- in the way they spend their money and the services that they provide to the community for the voters to feel that they should give even more money to NCPRD.	12/28/2014 11:33 AM
2	education to voters and packaged with other issues/voter decisions	12/28/2014 9:43 AM
3	I believe 3-451 didn't pass because we didn't get the message out well enough, or to enough voters, especially on the east side of the district.	12/26/2014 10:21 AM
4	Not enough information provided to the public in regards to current situation and inadequate budget to take care of what currently exists. I'm not sure people had any idea how much the budget has to cover and that in addition to facilities it also includes several staff salaries.	12/23/2014 4:01 PM
5	I believe voters did not have enough information to make an informed decisions. I think the measure was rushed and many were confused about electing board members at the same time.	12/19/2014 5:01 PM
6	Too short of a period to raise funding and get the proper message across to the public	12/19/2014 11:42 AM
7	Very frustrating for the measure to fail. I am at a loss as to why the public would fail a measure to do so much good within our district. The actual monetary increase did not seem insurmountable to me, but the public said No.	12/18/2014 8:29 PM
8	I think it was because it sounded like it added another layer of government.	12/18/2014 5:56 PM
9	It was overly complicated. Combining both governance and funding was confusing. I believe the DAB's original recommendation of a 10 cent increase and an interim board would have passed.	12/18/2014 3:46 PM
10	Even though the measure had lots of PR, communication to the public, I found the citizens of the district, especially in the HP area, thought it confusing on the ballot. They did not understand the reason for board members running for the positions, that they would not be elected if measure failed. As a candidate running for 1 of 5 positions, I found talking to HOA in HP, they thought HP was maintaining all parks and trails, and why add a new tax to another agency. They just didn't understand the NCPRD position and what they do for the community. Some old timers in the district voted no, because they didn't get what they were promised when the district was first formed. Many voters wanted there money to stay within there areas and not go to other parts of the district. Also voting for more than 1 measure was difficult for them. In HP, we had to vote for NCPRD measure, HP safety measure, which also failed, and then the college measure. Too much for HP residents. I found that many people I talked to as a candidate were new to the area, and did not understand the issues. We need more time to pass on information to the voters, 3 months or less getting information out, is just not enough time, even though it was good info.	12/18/2014 2:06 PM
11	Rate Increase Too Large	12/18/2014 1:19 PM
12	I believe a better approach would have been to form the new governance with the same tax rate as the current one, letting the board build trust, then 2-4 years later go back to the public for a rate increase.	12/18/2014 10:44 AM

Survey: The Results of Measure 3-451 (NCPRD Reform)

13	I think the measure failed due to the following reasons not necessarily in this order: 1. the amount of the increase was considerable. 2. the economy is still not where it was and with the recent numbers announced that the jobs have come back since 2008, but the wage is lower than previous levels. 3. There are other issues in the county that need to be addressed that are more important than life style enhancements like parks. Roads are a big concern for many and we see the pot holes and the rough roads daily. With Metro having so much to say about what goes on in this county, those that follow the media a little are wondering what is next that will change the special character of our county. Portland is not the model many want in this county. Finally, there appears to be more and more spending by the county and people have not seen any clear savings for the tax payer. In the election process and candidate forums Sherry Hall was very clear on what she has done to save tax payer dollars.	12/18/2014 10:17 AM
14	1) Doing the board and request at the same time. 2) Lack of total support from all the commissioners. 3) The fact that the total increase was not carried out over the years in increments.	12/17/2014 10:44 AM
15	I think the voters voted with their pocketbook rather than the value of the change to community.	12/16/2014 8:21 PM
16	I do not believe there is a strong community support organization. There are identifiable park sporting groups and organizations. These organizations are mostly single service directed. What is lacking is an organization that stands for a comprehensive park system. The time to prepare and organize a campaign was short. If there had been a longer time to organize and develop a campaign the measure may have been successful.	12/16/2014 5:46 PM
17	The tax increase was too high	12/16/2014 3:04 PM
18	The Measure was too complicated, the cost-benefit analysis case was not made clear to the ratepayers, and Happy Valley clearly felt that they would somehow lose something in the deal	12/16/2014 1:24 PM
19	Voters do not take the time to understand issues	12/16/2014 9:15 AM
20	Too Complex, voters did not understand why so many issues in one measure. Also the tax increase probably had some impact	12/16/2014 9:02 AM
21	Volunteer-run campaign, rather than professionally run. Lack of strategic outreach and vision. Non-engaged Clackamas County Commission. Short-sighted community ideals. Lack of experience and professional vision for the campaign.	12/16/2014 8:44 AM

Q3 The following is a list of reasons – reported in media articles, blogs, websites or via other publicly-accessible outlets – that may have had an effect on voters. With each stated reason, ONLY IN REGARDS TO THOSE WHO VOTED TO PASS THE MEASURE, please indicate whether you believe it significantly impacted, slightly impacted, or did not affect whatsoever their reasoning TO VOTE YES.

Answered: 23 Skipped: 1

	Significantly impacted	Slightly impacted	Had no effect	Total
Clackamas County commissioners publicly signaled that they wanted the measure to pass.	21.74% 5	47.83% 11	30.43% 7	23
The measure would have improved existing parks, including the addition of off-lease dog areas, water play areas, and community gardens.	52.17% 12	34.78% 8	13.04% 3	23
The measure would have initiated major capital projects such as the Milwaukie Riverfront Park, Happy Valley Community Center, and other additional parks.	69.57% 16	26.09% 6	4.35% 1	23
NCPRD currently has the lowest tax funding rate of all comparable parks districts in the State of Oregon.	34.78% 8	39.13% 9	26.09% 6	23
NCPRD, if the 35 cent tax increase had gone into effect, still would have had the lowest tax rate of all comparable parks districts in the State of Oregon.	17.39% 4	47.83% 11	34.78% 8	23
NCPRD is the only parks district structured as a county service district in the state of Oregon.	13.04% 3	13.04% 3	73.91% 17	23
NCPRD would have achieved autonomous status and been completely separated from Clackamas County oversight.	22.73% 5	50.00% 11	27.27% 6	22
NCPRD's operating and maintenance costs are currently outpacing revenues (taxes and fees brought in from parks).	40.91% 9	45.45% 10	13.64% 3	22
Some of the 35 cent tax increase would have likely been used to repay a "revenue" bond to fund new park projects, as opposed to it all going toward operating needs of NCPRD.	22.73% 5	59.09% 13	18.18% 4	22
The special tax that funds NCPRD was created 24 years ago when the district was formed and has not increased since that time.	38.10% 8	42.86% 9	19.05% 4	21

Survey: The Results of Measure 3-451 (NCPRD Reform)

Q4 Do you feel that any other reasons had at least a slight impact on THOSE WHO VOTED TO PASS THE MEASURE in a way prompting them TO VOTE YES?

Answered: 10 Skipped: 14

Answer Choices	Responses
Additional reason #1	100.00% 10
Additional reason #2	60.00% 6
Additional reason #3	30.00% 3
Additional reason #4	30.00% 3
Additional reason #5	10.00% 1

#	Additional reason #1	Date
1	They are active users of NCPRD facilities and better understand the needs of the district because of it.	12/26/2014 10:29 AM
2	Improvement to Milwaukie Center	12/19/2014 11:56 AM
3	Park/field improvements are necessary within our district.	12/18/2014 8:33 PM
4	Wanting updates to the Milwaukie Center	12/18/2014 6:03 PM
5	No opposition in the voters packet	12/18/2014 3:59 PM
6	more recreation programs for youth	12/18/2014 2:10 PM
7	There were commitments to grow parks in the growth areas such as Happy Valley	12/18/2014 10:17 AM
8	The district is not a supporter of maintaining high quality natural resource lands. This is a leading public value that is supported across the metropolatin area.	12/16/2014 6:08 PM
9	active park user	12/16/2014 9:18 AM
10	"Progress message"	12/16/2014 8:46 AM

#	Additional reason #2	Date
1	Investment in our community is crucial at this time.	12/18/2014 8:33 PM
2	Public understanding of parks = better neighborhoods and property values	12/18/2014 3:59 PM
3	additional sports facilities	12/18/2014 2:10 PM
4	The SDC's earned annually are significantly high in Happy Valley	12/18/2014 10:17 AM
5	The district is not committed community gardening programs. Community gardens are highly supported at the neighborhood level.	12/16/2014 6:08 PM
6	Change for Clackamas County	12/16/2014 8:46 AM

#	Additional reason #3	Date
1	Clear list of the parks give-back for the investment	12/18/2014 3:59 PM
2	There was some complaint that the rate increase was to expensive. This is from rate payers that are disconnected from park services. Greater effort is needed to be inclusive and to create value to all rate payers..	12/16/2014 6:08 PM
3	Livability message	12/16/2014 8:46 AM

#	Additional reason #4	Date
1	Impactful campaign messaging/artwork	12/18/2014 3:59 PM

Survey: The Results of Measure 3-451 (NCPRD Reform)

2	There is an undercurrent of regional suspicion and jealousy across the district. Greater efforts are needed to foster a sense of one community through out the district and a sense of common need and service.	12/16/2014 6:08 PM
3	"Future for our kids" message	12/16/2014 8:46 AM
#	Additional reason #5	Date
1	Positive local press	12/18/2014 3:59 PM

Q5 The following is a list of reasons – reported in media articles, blogs, websites or via other publicly-accessible outlets – that may have had an effect on voters. With each stated reason, ONLY IN REGARDS TO THOSE WHO VOTED TO PASS THE MEASURE, please RANK THE TOP THREE REASONS you feel persuaded these voters TO VOTE YES. (Please note that the other choices will be ranked by default, but we will not take these answers into account.)

Answered: 21 Skipped: 3

	1	2	3	4	5	6	7	8	9	10	Total	Score
Clackamas County commissioners publicly signaled that they wanted the measure to pass.	9.52% 2	4.76% 1	4.76% 1	57.14% 12	4.76% 1	14.29% 3	0.00% 0	0.00% 0	4.76% 1	0.00% 0	21	6.86
The measure would have improved existing parks, including the addition of off-lease dog areas, water play areas, and community gardens.	23.81% 5	47.62% 10	19.05% 4	4.76% 1	4.76% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	21	8.81
The measure would have initiated major capital projects such as the Milwaukie Riverfront Park, Happy Valley Community Center, and other additional parks.	33.33% 7	19.05% 4	9.52% 2	9.52% 2	23.81% 5	0.00% 0	0.00% 0	4.76% 1	0.00% 0	0.00% 0	21	8.05
NCPRD currently has the lowest tax funding rate of all comparable parks districts in the State of Oregon.	14.29% 3	9.52% 2	23.81% 5	9.52% 2	28.57% 6	14.29% 3	0.00% 0	0.00% 0	0.00% 0	0.00% 0	21	7.29
NCPRD, if the 35 cent tax increase had gone into effect, still would have had the lowest tax rate of all comparable parks districts in the State of Oregon.	0.00% 0	0.00% 0	4.76% 1	4.76% 1	23.81% 5	42.86% 9	19.05% 4	0.00% 0	0.00% 0	4.76% 1	21	5.10

Survey: The Results of Measure 3-451 (NCPRD Reform)

NCPRD is the only parks district structured as a county service district in the state of Oregon.	0.00% 0	4.76% 1	0.00% 0	0.00% 0	4.76% 1	28.57% 6	42.86% 9	14.29% 3	0.00% 0	4.76% 1	21	4.33
NCPRD would have achieved autonomous status and been completely separated from Clackamas County oversight.	4.76% 1	0.00% 0	14.29% 3	4.76% 1	4.76% 1	0.00% 0	33.33% 7	33.33% 7	4.76% 1	0.00% 0	21	4.67
NCPRD's operating and maintenance costs are currently outpacing revenues (taxes and fees brought in from parks).	9.52% 2	4.76% 1	14.29% 3	4.76% 1	0.00% 0	0.00% 0	0.00% 0	42.86% 9	23.81% 5	0.00% 0	21	4.62
Some of the 35 cent tax increase would have likely been used to repay a "revenue" bond to fund new park projects, as opposed to it all going toward operating needs of NCPRD.	0.00% 0	0.00% 0	9.52% 2	4.76% 1	0.00% 0	0.00% 0	0.00% 0	4.76% 1	61.90% 13	19.05% 4	21	2.67
The special tax that funds NCPRD was created 24 years ago when the district was formed and has not increased since that time.	4.76% 1	9.52% 2	0.00% 0	0.00% 0	4.76% 1	0.00% 0	4.76% 1	0.00% 0	4.76% 1	71.43% 15	21	2.62

Q6 If you would rank a different reason in the top three, please state it here.

Answered: 2 Skipped: 22

#	Responses	Date
1	the main reason is people love parks.	12/17/2014 10:49 AM
2	1. That the voters are receiving a high rate of return for the tax dollars that are collected. 2 The district will become a community based organization that is responding to the needs within all parts of the district. 3 The district is providing improvements in quality of life to all residents.	12/16/2014 6:14 PM

Survey: The Results of Measure 3-451 (NCPRD Reform)

Q7 The following is a list of reasons – reported in media articles, blogs, websites or via other publicly-accessible outlets – that may have had an effect on voters. With each stated reason, ONLY IN REGARDS TO THOSE WHO VOTED AGAINST THE MEASURE, please indicate whether you believe it significantly impacted, slightly impacted, or did not affect whatsoever their reasoning TO VOTE NO.

Answered: 22 Skipped: 2

	Significantly impacted	Slightly impacted	Had no effect	Total	Weighted Average
The additional 35 cent tax increase was too high.	72.73% 16	22.73% 5	4.55% 1	22	1.32
Clackamas County commissioners' Aug. 7 vote to refer the matter to district voters was too close to the Aug. 26 deadline for potential NCPRD Board candidates to file to run for the office.	40.91% 9	36.36% 8	22.73% 5	22	1.82
Clackamas County commissioners publicly signaled that they wanted the measure to pass.	0.00% 0	27.27% 6	72.73% 16	22	2.73
NCPRD would have achieved autonomous status and been completely separated from Clackamas County oversight.	4.55% 1	36.36% 8	59.09% 13	22	2.55
Perceived disagreement or non-uniformity among Clackamas County commissioners about the effects of the measure.	27.27% 6	40.91% 9	31.82% 7	22	2.05
Potential for a newly-elected NCPRD board to advocate for more tax raises in the future.	23.81% 5	42.86% 9	33.33% 7	21	2.10
Potential inequity in NCPRD services between cities within the district and unincorporated areas within the district.	63.64% 14	31.82% 7	4.55% 1	22	1.41
Senior citizens and others on fixed incomes would find the tax rate increase difficult.	54.55% 12	40.91% 9	4.55% 1	22	1.50
Some of the 35 cent tax increase would have likely been used to repay a "revenue" bond to fund new park projects, as opposed to it all going toward operating needs of NCPRD.	27.27% 6	22.73% 5	50.00% 11	22	2.23
Voters were not prepared for, "turned off" from, confused by, or didn't want to vote on both the measure and the members of a new oversight board.	63.64% 14	18.18% 4	18.18% 4	22	1.55
The unknown of exactly how new tax revenue would be allocated throughout the district.	66.67% 14	33.33% 7	0.00% 0	21	1.33

Survey: The Results of Measure 3-451 (NCPRD Reform)

Q8 Do you feel that any other reasons had at least a slight impact on THOSE WHO VOTED AGAINST THE MEASURE in a way prompting them TO VOTE NO?

Answered: 8 Skipped: 16

Answer Choices	Responses
Additional reason #1	100.00% 8
Additional reason #2	62.50% 5
Additional reason #3	25.00% 2
Additional reason #4	12.50% 1
Additional reason #5	0.00% 0

#	Additional reason #1	Date
1	Happy Valley City Council was not supportive of the measure	12/19/2014 5:14 PM
2	Many people vote against any tax increase despite their income level	12/19/2014 12:10 PM
3	Confusing. When in doubt vote No.	12/18/2014 4:10 PM
4	measure was too confusing to voters	12/18/2014 2:17 PM
5	The economy in the area is still not fully recovered and people are more conservative with their spending and voting for tax increases	12/18/2014 10:17 AM
6	lack of total commitment by some county commissioners . The one who lives district was no fully supportive.	12/17/2014 10:52 AM
7	The Parks Districts' campaign in support of passing the measure that was thinly veiled as a neutral "get out and vote" campaign seemed insincere	12/16/2014 3:10 PM
8	afraid of additional tax measures next year	12/16/2014 9:08 AM

#	Additional reason #2	Date
1	decision to place measure on ballot too close to filing deadline	12/19/2014 5:14 PM
2	People were worried about the addition of new/more government	12/19/2014 12:10 PM
3	Amount was high for those on fixed income	12/18/2014 4:10 PM
4	needed more than 3 months to get info out to voters	12/18/2014 2:17 PM
5	there are no messages coming from the county indicating any saving or cut to save taxes	12/18/2014 10:17 AM

#	Additional reason #3	Date
1	NCPRD park brand / current amenities is unknown	12/18/2014 4:10 PM
2	Metro hanging over every decision is a real problem	12/18/2014 10:17 AM

#	Additional reason #4	Date
1	Voter apathy with all the GMO spending	12/18/2014 4:10 PM

#	Additional reason #5	Date
	There are no responses.	

Q9 The following is a list of reasons – reported in media articles, blogs, websites or via other publicly-accessible outlets – that may have had an effect on voters. With each stated reason, ONLY IN REGARDS TO THOSE WHO VOTED AGAINST THE MEASURE, please RANK THE TOP THREE REASONS you feel persuaded these voters TO VOTE NO. (Please note that the other choices will be ranked by default, but we will not take these answers into account.)

Answered: 20 Skipped: 4

	1	2	3	4	5	6	7	8	9	10	11	Total	Score
The additional 35 cent tax increase was too high.	65.00% 13	5.00% 1	5.00% 1	20.00% 4	5.00% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	20	10.05
Clackamas County commissioners' Aug. 7 vote to refer the matter to district voters was too close to the Aug. 26 deadline for potential NCPRD Board candidates to file to run for the office.	0.00% 0	5.00% 1	0.00% 0	45.00% 9	25.00% 5	15.00% 3	5.00% 1	0.00% 0	5.00% 1	0.00% 0	0.00% 0	20	7.15
Clackamas County commissioners publicly signaled that they wanted the measure to pass.	0.00% 0	0.00% 0	5.00% 1	0.00% 0	45.00% 9	20.00% 4	15.00% 3	0.00% 0	0.00% 0	10.00% 2	5.00% 1	20	5.80
NCPRD would have achieved autonomous status and been completely separated from Clackamas County oversight.	0.00% 0	0.00% 0	0.00% 0	5.00% 1	0.00% 0	45.00% 9	25.00% 5	15.00% 3	5.00% 1	0.00% 0	5.00% 1	20	5.15

Survey: The Results of Measure 3-451 (NCPRD Reform)

Perceived disagreement or non-uniformity among Clackamas County commissioners about the effects of the measure.	0.00% 0	15.00% 3	5.00% 1	0.00% 0	5.00% 1	0.00% 0	40.00% 8	15.00% 3	20.00% 4	0.00% 0	0.00% 0	20	5.50
Potential for a newly-elected NCPRD board to advocate for more tax raises in the future.	0.00% 0	0.00% 0	20.00% 4	10.00% 2	5.00% 1	5.00% 1	5.00% 1	45.00% 9	5.00% 1	5.00% 1	0.00% 0	20	5.55
Potential inequity in NCPRD services between cities within the district and unincorporated areas within the district.	10.00% 2	10.00% 2	15.00% 3	5.00% 1	5.00% 1	0.00% 0	10.00% 2	15.00% 3	20.00% 4	10.00% 2	0.00% 0	20	6.10
Senior citizens and others on fixed incomes would find the tax rate increase difficult.	5.00% 1	20.00% 4	10.00% 2	5.00% 1	5.00% 1	0.00% 0	0.00% 0	5.00% 1	25.00% 5	15.00% 3	10.00% 2	20	5.55
Some of the 35 cent tax increase would have likely been used to repay a "revenue" bond to fund new park projects, as opposed to it all going toward operating needs of NCPRD.	0.00% 0	10.00% 2	5.00% 1	0.00% 0	0.00% 0	10.00% 2	0.00% 0	0.00% 0	20.00% 4	35.00% 7	20.00% 4	20	3.55
Voters were not prepared for, "turned off" from, confused by, or didn't want to vote on both the measure and the members of a new oversight board.	20.00% 4	20.00% 4	15.00% 3	0.00% 0	5.00% 1	5.00% 1	0.00% 0	5.00% 1	0.00% 0	15.00% 3	15.00% 3	20	6.85

Survey: The Results of Measure 3-451 (NCPRD Reform)

The unknown of exactly how new tax revenue would be allocated throughout the district.	0.00% 0	15.00% 3	20.00% 4	10.00% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	10.00% 2	45.00% 9	20	4.75
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Q10 If you would rank a different reason in the top three, please state it here.

Answered: 3 Skipped: 21

#	Responses	Date
1	Many people vote against any tax increase. People don't like added government	12/19/2014 12:16 PM
2	Voter apathy	12/18/2014 4:15 PM
3	county commissioner were not all pushing the measure.	12/17/2014 10:55 AM

Q11 How likely do you think it is that Measure 3-451 would have passed if it had ONLY contained a clause establishing a new district with an independent elected board and DID NOT RAISE TAXES AT ALL, leaving the current tax rate unchanged? Please assume that candidates for the newly elected Board would have appeared on the same ballot.

Answered: 22 Skipped: 2

	I'm sure it would have passed.	It probably would have passed.	It might have passed (about a 50/50 chance).	It probably still would not have passed.	I'm sure it still would not have passed.	Total	Weighted Average
(no label)	54.55% 12	36.36% 8	4.55% 1	4.55% 1	0.00% 0	22	1.59

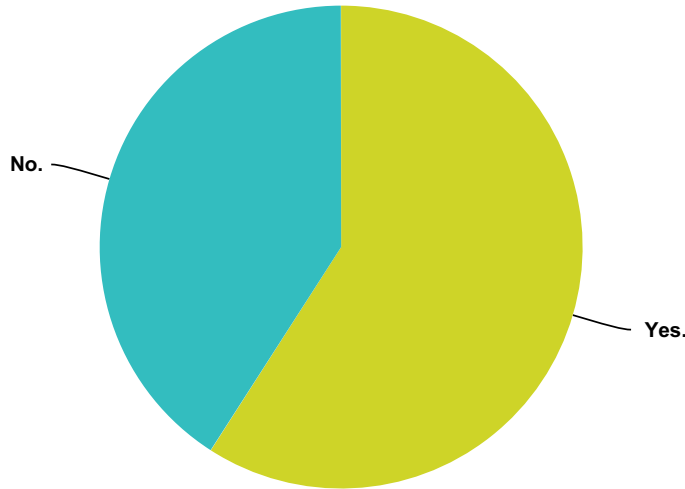
Q12 How likely do you think it is that Measure 3-451 would have passed if it had ONLY contained a clause raising taxes by 35 cents WITH NO CHANGE in governance (NCPRD remains a county service governed by the Board of County Commissioners)?

Answered: 22 Skipped: 2

	I'm sure it would have passed.	It probably would have passed.	It might have passed (about a 50/50 chance).	It probably still would not have passed.	I'm sure it still would not have passed.	Total	Weighted Average
(no label)	0.00% 0	13.64% 3	18.18% 4	50.00% 11	18.18% 4	22	3.73

Q13 Some county residents have voiced concerns that a rise in taxes of 35 cents per \$1000 of property was too high. All other aspects being equal, do you feel that the measure **WOULD HAVE PASSED if the tax rate increase was less than 35 cents per \$1000? Please assume a minimum of a five cent increase.**

Answered: 22 Skipped: 2



Answer Choices	Responses	
Yes.	59.09%	13
No.	40.91%	9
Total		22

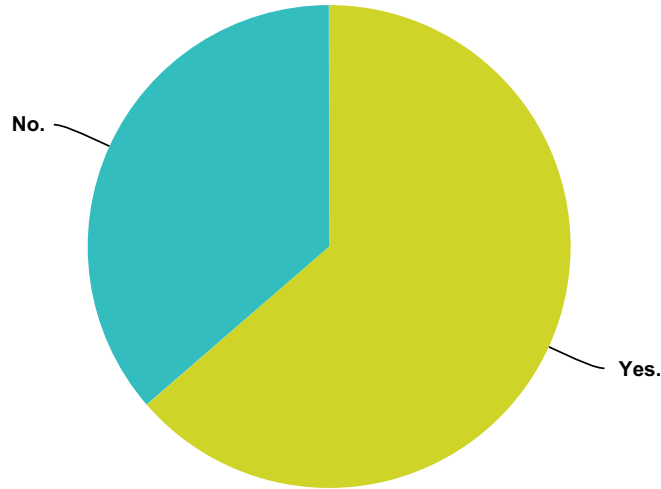
Q14 For each of the potential tax raises listed below that could have replaced the 35 cent raise, please indicate your belief of likelihood that the measure would have passed.

Answered: 13 Skipped: 11

	I'm sure it would have passed.	It probably would have passed.	It might have passed (50/50).	It probably still would not have passed.	I'm sure it still would not have passed.	Total	Weighted Average
5 cents per \$1000	81.82% 9	18.18% 2	0.00% 0	0.00% 0	0.00% 0	11	1.18
10 cents per \$1000	50.00% 6	50.00% 6	0.00% 0	0.00% 0	0.00% 0	12	1.50
15 cents per \$1000	16.67% 2	75.00% 9	8.33% 1	0.00% 0	0.00% 0	12	1.92
20 cents per \$1000	15.38% 2	15.38% 2	46.15% 6	15.38% 2	7.69% 1	13	2.85
25 cents per \$1000	0.00% 0	7.69% 1	23.08% 3	46.15% 6	23.08% 3	13	3.85
30 cents per \$1000	0.00% 0	0.00% 0	9.09% 1	45.45% 5	45.45% 5	11	4.36

Q15 If more educational outreach about the benefits of Measure 3-451 had been performed by various entities, do you think the measure would have passed?

Answered: 22 Skipped: 2



Answer Choices	Responses	
Yes.	63.64%	14
No.	36.36%	8
Total		22

Survey: The Results of Measure 3-451 (NCPRD Reform)

Q16 If a campaign, or multiple campaigns, was enacted in the coming year(s) with the goal(s) of eventually establishing a new autonomous NCPRD with an independent elected board, and securing a tax increase, what do you think would be the most important action organizers could take that is different from what was done in 2014?

Answered: 20 Skipped: 4

#	Responses	Date
1	What needs to be done differently can come from organizers, but the real issue lies within NCPRD. They NEED to gain voter's confidence that they provide value to the district. An in depth look at spending within NCPRD needs to be investigated. Is money being spent wisely where voters can see the "fruits" of their tax money? NCPRD should cut "internal" spending that is not necessary and not seen by voters. In speaking with many other voters, they feel that there is money that is not spent wisely within NCPRD. Every dollar should be evaluated carefully. Do they really need all the staff that they hold? How about internal supplies? If costs are outpacing revenue, there are two options -- cut costs or increase revenue. What can the district do to cut costs so that they gain voter confidence?	12/28/2014 11:51 AM
2	I truly believe our biggest hurdle was lack of time to effectively reach enough of the voters with our information. It certainly wasn't due to lack of effort by all those involved - NCPRD staff did an outstanding job of educating district residents - their time, effort and dedication was amazing. And the volunteer group lead by Eleanore Hunter and Jim Martin did a great job of educating NCPRD residents in a short amount of time as well. The increase in the tax rate may have to be adjusted downward slightly, but I really don't think the \$.35 increase was the issue or it wouldn't have done so well on the west side of the district where there are more fixed income and senior citizens voting - and where the measure did better. We need more time and possibly a clearer and more concise message, but I think once residents understand NCPRD's funding, needs, and overall circumstances, a rate increase and new district structure can and will pass.	12/26/2014 10:53 AM
3	Better education on the current condition of all facilities included in the budget. Actual ramifications of not increasing the budget. Highlight that strong parks and recreation areas are shown to increase property values and encourage new families to move into the district. We have a significant population in the district that will refuse to pay anything more. They are a lost cause. If we can convince those on the edge, we can probably get there.	12/23/2014 4:10 PM
4	More and better/clearer information out to the voting public on the needs and desires of the district. Concentrate on passing the measure to gain the autonomy and additional funding and elect the new board at a subsequent election with an appointed interim board placed after the passing of the measure. I would also invite Happy Valley to remove itself from the district if they can not lend their full support to the needs of NCPRD.	12/19/2014 5:25 PM
5	First off, I don't necessarily think the message was bad, there just wasn't enough funds or time to get the message out to as many people as possible. We need to have a more complete plan of what will be done with the additional funds, including improvements in all parts of the district in order to appeal to the broadest number of voters.	12/19/2014 12:27 PM
6	A much longer and more detailed public awareness program to educate the community regarding the benefits of such a measure.	12/18/2014 8:41 PM
7	Designate where the money would be spent.	12/18/2014 8:39 PM
8	Listen to the DAB who live in and best represent all District residents. An interim vs. at-large board was preferred by the DAB; as well as a lower 10 to 20 cent increase. I feel strongly that the DAB's well thought out governance/funding package would have passed.	12/18/2014 4:29 PM
9	Need more time to get information out to voters, at least several months to get information to all areas of district. Trying to dispel all the miss information than hangs out in the communities.	12/18/2014 2:25 PM
10	A More Modest Tax Increase	12/18/2014 1:25 PM
11	Hammer away at the great projects that would be accomplished.	12/18/2014 10:54 AM

Survey: The Results of Measure 3-451 (NCPRD Reform)

12	Surveys are not the answer and should not be taken as the messages can be mixed and not accurate. Meetings in with CPO's, city meetings, and simplify the measure so there are not 3 issues (tax increase, separate board and candidates). Take people to the parks with tours. Make sure that the entire district can see they are equally serviced. Happy Valley openly expressed their feeling of being underserved and wanting more control sent a negative feeling to many in the other areas of the district. One could see that the largest capital dollar were going to spent in their area. We know the unincorporated area feel underserved. There has to be a clear understanding of reserves and their purpose. A simplified (summarized) budget should be communicated to show that income/revenue and do not cover the ongoing maintenance of the district parks. I know there is a project to review the fees charged for use and the overall cost of maintaining the facilities. People who are not part of the district should pay more to use the facilities. Again Happy Valley mentioned they wanted more from the parks in their area a negative.	12/18/2014 10:18 AM
13	keep the rate lower and not have the board and money measure on the same ballot.	12/17/2014 10:58 AM
14	Identify cost savings (if any) of creating an independent board and the advantage of eliminating oversight by County Commissioners.	12/16/2014 8:36 PM
15	My top recommendation is for the formation of an independent Park Foundation that is composed of community leaders, businesses that are supportive of broad community values or individuals and organizations that have a history of philanthropic support.	12/16/2014 6:27 PM
16	Split the vote into three different parts (preferably in different elections): (1) Create new independent district (2) Choose board (3) Tax increases	12/16/2014 3:13 PM
17	Start the campaign earlier, enlist the help of known and respected community leaders to champion the measure, and don't assume anything!	12/16/2014 1:35 PM
18	One issue at a time	12/16/2014 9:27 AM
19	educate the public and keep the measure simple	12/16/2014 9:11 AM
20	Hire real professionals and heavy hitters to take it to the finish line. The campaign was grassroots, at best, and the lack of follow-up or any semblance of a conversation with the winning candidates was unprofessional and amateurish.	12/16/2014 8:58 AM

Survey: The Results of Measure 3-451 (NCPRD Reform)

Q17 Is there anything else you'd like to tell us about why you believe Measure 3-451 failed?

Answered: 12 Skipped: 12

#	Responses	Date
1	See previous note. It is also important that the staff that are employed by NCPRD are as efficient as they can possibly be. Hiring the right people and structuring more efficient systems can improve some of NCPRD costs in addition to bringing energy and vivacity to the district. Voter confidence in the district is a must if a rate hike is to pass.	12/28/2014 12:00 PM
2	Truly - I believe the measure didn't pass largely due to lack of adequate time to get the message out effectively across the entire district. Additionally, the election of new board members should be voted on separately AFTER the formation of the new district with hopefully, increased funding. The BCC should appoint 5 members from the existing NCPRD Board to get a new district started - for at least 6 months - then an election of all, or some, new DAB members could be held. Lastly, I feel strongly that the new DAB should have representation from each city, (Milwaukie and Happy Valley), and 1 DAB members from the unincorporated area of the 3 zones. Whether it truly will be the best representation or not, there is a perception - on both sides of the district - that the "other side " has more amenities, get's more amenities, etc. Not true, but that is a very strong perception within the district and probably contributed to 3-451's failure.	12/26/2014 11:26 AM
3	If I had not be running for a board position, I would have had very little information about the measure. I think the biggest problem was the lack of information out there. You need to find a way to activate the younger and middle aged people with families who have a larger stake in nice parks and facilities.	12/23/2014 4:13 PM
4	In my humble opinion, the short time period to campaign for passage and the confusion that occurred regarding the voting for new board members were the primary reasons for failure.	12/18/2014 8:43 PM
5	I do want the thank the BCC for allowing the measure to get on the ballot but it could have been handled differently and with more consideration to the DAB's recommendation. The politics over a 5-0, 4-1 or 3-2 vote was unfortunate and lead to a less favorable ballot measure. I believe the BCC missed an opportunity to solve a needed funding and governance gap that would have benefited NCPRD district residents now and in the future. The DAB is not giving up and under the right conditions; I believe would support trying again in May 2015.	12/18/2014 4:46 PM
6	hopefully, we can get all 5 commissioners on board at the beginning of the process, and not wait to vote yes at the end of the process.	12/18/2014 2:27 PM
7	Maintenance and reserves are my of big concern. More natural parks or leaving portions of the parks natural so minimum maintenance is required.	12/18/2014 10:18 AM
8	To big of an increase and lack of support from Happy Valley. confusion on the ballot that elected people to a board that did not exist.	12/17/2014 11:02 AM
9	I talked to several of my friends who voted no and to the person it was because of the raise in taxes	12/16/2014 8:37 PM
10	There is a vocal minority that believes all government is bad and the best way to deal with the problem is to starve it for revenue instead of becoming actively involved in the community building good local government that serves the needs of our citizens most efficiently.	12/16/2014 1:37 PM
11	It was too confusing for the general public and not enough time for the PAC to really get the message out.	12/16/2014 9:12 AM
12	What a disheartening, lackluster and ridiculous process. It was like watching people play politics for the first time. An extreme disappointment all around, for something that would have easily passed a few miles to the north. It's time for things to change.	12/16/2014 8:59 AM

Survey: The Results of Measure 3-451 (NCPRD Reform)

Q1 Please enter the two-digit code ID that was included in the email.

Answered: 8 Skipped: 0

#	Responses	Date
1	Existing NCPRD Board Mem 15	12/28/2014 11:31 AM
2	Existing NCPRD Board Mem 20	12/26/2014 10:07 AM
3	Existing NCPRD Board Mem 19	12/19/2014 4:57 PM
4	Existing NCPRD Board Mem 21	12/18/2014 3:42 PM
5	Existing NCPRD Board Mem 14	12/18/2014 1:47 PM
6	Existing NCPRD Board Mem 18	12/17/2014 10:40 AM
7	Existing NCPRD Board Mem 17	12/16/2014 9:14 AM
8	Existing NCPRD Board Mem 16	12/16/2014 9:01 AM

Survey: The Results of Measure 3-451 (NCPRD Reform)

Q2 This survey contains questions about the issues and messaging (positive and negative) communicated to the public prior to the vote on Measure 3-451. Before citing these reasons, however, in order to not prejudice or bias your thoughts, in the box below please explain the principle reason(s) why, in your view, Measure 3-451 failed.

Answered: 8 Skipped: 0

#	Responses	Date
1	There is not enough confidence in NCPRD -- in the way they spend their money and the services that they provide to the community for the voters to feel that they should give even more money to NCPRD.	12/28/2014 11:33 AM
2	I believe 3-451 didn't pass because we didn't get the message out well enough, or to enough voters, especially on the east side of the district.	12/26/2014 10:21 AM
3	I believe voters did not have enough information to make an informed decisions. I think the measure was rushed and many were confused about electing board members at the same time.	12/19/2014 5:01 PM
4	It was overly complicated. Combining both governance and funding was confusing. I believe the DAB's original recommendation of a 10 cent increase and an interim board would have passed.	12/18/2014 3:46 PM
5	Even though the measure had lots of PR, communication to the public, I found the citizens of the district, especially in the HP area, thought it confusing on the ballot. They did not understand the reason for board members running for the positions, that they would not be elected if measure failed. As a candidate running for 1 of 5 positions, I found talking to HOA in HP, they thought HP was maintaining all parks and trails, and why add a new tax to another agency. They just didn't understand the NCPRD position and what they do for the community. Some old timers in the district voted no, because they didn't get what they were promised when the district was first formed. Many voters wanted there money to stay within there areas and not go to other parts of the district. Also voting for more than 1 measure was difficult for them. In HP, we had to vote for NCPRD measure, HP safety measure, which also failed, and then the college measure. Too much for HP residents. I found that many people I talked to as a candidate were new to the area, and did not understand the issues. We need more time to pass on information to the voters, 3 months or less getting information out, is just not enough time, even though it was good info.	12/18/2014 2:06 PM
6	1Doing the board and request at the same time. 2 lack of total support from all the commissioners . 3 The fact that the total increase was not carried out over the years in increments.	12/17/2014 10:44 AM
7	Votes do not take the time to understand issues	12/16/2014 9:15 AM
8	Too Complex, voters did not understand why so many issues in one measure. Also the tax increase probably had some impact	12/16/2014 9:02 AM

Q3 The following is a list of reasons – reported in media articles, blogs, websites or via other publicly-accessible outlets – that may have had an effect on voters. With each stated reason, ONLY IN REGARDS TO THOSE WHO VOTED TO PASS THE MEASURE, please indicate whether you believe it significantly impacted, slightly impacted, or did not affect whatsoever their reasoning TO VOTE YES.

Answered: 8 Skipped: 0

	Significantly impacted	Slightly impacted	Had no effect	Total
Clackamas County commissioners publicly signaled that they wanted the measure to pass.	37.50% 3	37.50% 3	25.00% 2	8
The measure would have improved existing parks, including the addition of off-lease dog areas, water play areas, and community gardens.	50.00% 4	25.00% 2	25.00% 2	8
The measure would have initiated major capital projects such as the Milwaukie Riverfront Park, Happy Valley Community Center, and other additional parks.	100.00% 8	0.00% 0	0.00% 0	8
NCPRD currently has the lowest tax funding rate of all comparable parks districts in the State of Oregon.	75.00% 6	12.50% 1	12.50% 1	8
NCPRD, if the 35 cent tax increase had gone into effect, still would have had the lowest tax rate of all comparable parks districts in the State of Oregon.	37.50% 3	25.00% 2	37.50% 3	8
NCPRD is the only parks district structured as a county service district in the state of Oregon.	12.50% 1	12.50% 1	75.00% 6	8
NCPRD would have achieved autonomous status and been completely separated from Clackamas County oversight.	25.00% 2	75.00% 6	0.00% 0	8
NCPRD's operating and maintenance costs are currently outpacing revenues (taxes and fees brought in from parks).	50.00% 4	37.50% 3	12.50% 1	8
Some of the 35 cent tax increase would have likely been used to repay a "revenue" bond to fund new park projects, as opposed to it all going toward operating needs of NCPRD.	25.00% 2	62.50% 5	12.50% 1	8
The special tax that funds NCPRD was created 24 years ago when the district was formed and has not increased since that time.	28.57% 2	42.86% 3	28.57% 2	7

Q4 Do you feel that any other reasons had at least a slight impact on THOSE WHO VOTED TO PASS THE MEASURE in a way prompting them TO VOTE YES?

Answered: 4 Skipped: 4

Answer Choices	Responses
Additional reason #1	100.00% 4
Additional reason #2	50.00% 2
Additional reason #3	25.00% 1
Additional reason #4	25.00% 1
Additional reason #5	25.00% 1

#	Additional reason #1	Date
1	They are active users of NCPRD facilities and better understand the needs of the district because of it.	12/26/2014 10:29 AM
2	No opposition in the voters packet	12/18/2014 3:59 PM
3	more recreation programs for youth	12/18/2014 2:10 PM
4	active park user	12/16/2014 9:18 AM
#	Additional reason #2	Date
1	Public understanding of parks = better neighborhoods and property values	12/18/2014 3:59 PM
2	additional sports facilities	12/18/2014 2:10 PM
#	Additional reason #3	Date
1	Clear list of the parks give-back for the investment	12/18/2014 3:59 PM
#	Additional reason #4	Date
1	Impactful campaign messaging/artwork	12/18/2014 3:59 PM
#	Additional reason #5	Date
1	Positive local press	12/18/2014 3:59 PM

Q5 The following is a list of reasons – reported in media articles, blogs, websites or via other publicly-accessible outlets – that may have had an effect on voters. With each stated reason, ONLY IN REGARDS TO THOSE WHO VOTED TO PASS THE MEASURE, please RANK THE TOP THREE REASONS you feel persuaded these voters TO VOTE YES. (Please note that the other choices will be ranked by default, but we will not take these answers into account.)

Answered: 8 Skipped: 0

	1	2	3	4	5	6	7	8	9	10	Total	Score
Clackamas County commissioners publicly signaled that they wanted the measure to pass.	0.00% 0	0.00% 0	0.00% 0	62.50% 5	12.50% 1	25.00% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	8	6.38
The measure would have improved existing parks, including the addition of off-lease dog areas, water play areas, and community gardens.	25.00% 2	37.50% 3	25.00% 2	0.00% 0	12.50% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	8	8.63
The measure would have initiated major capital projects such as the Milwaukie Riverfront Park, Happy Valley Community Center, and other additional parks.	62.50% 5	25.00% 2	0.00% 0	12.50% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	8	9.38
NCPRD currently has the lowest tax funding rate of all comparable parks districts in the State of Oregon.	12.50% 1	12.50% 1	12.50% 1	12.50% 1	37.50% 3	12.50% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	8	7.13
NCPRD, if the 35 cent tax increase had gone into effect, still would have had the lowest tax rate of all comparable parks districts in the State of Oregon.	0.00% 0	0.00% 0	0.00% 0	0.00% 0	25.00% 2	50.00% 4	25.00% 2	0.00% 0	0.00% 0	0.00% 0	8	5.00

Survey: The Results of Measure 3-451 (NCPRD Reform)

NCPRD is the only parks district structured as a county service district in the state of Oregon.	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	12.50% 1	50.00% 4	25.00% 2	0.00% 0	12.50% 1	8	3.50
NCPRD would have achieved autonomous status and been completely separated from Clackamas County oversight.	0.00% 0	0.00% 0	25.00% 2	0.00% 0	0.00% 0	0.00% 0	25.00% 2	37.50% 3	12.50% 1	0.00% 0	8	4.38
NCPRD's operating and maintenance costs are currently outpacing revenues (taxes and fees brought in from parks).	0.00% 0	12.50% 1	12.50% 1	12.50% 1	0.00% 0	0.00% 0	0.00% 0	25.00% 2	37.50% 3	0.00% 0	8	4.50
Some of the 35 cent tax increase would have likely been used to repay a "revenue" bond to fund new park projects, as opposed to it all going toward operating needs of NCPRD.	0.00% 0	0.00% 0	25.00% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	12.50% 1	37.50% 3	25.00% 2	8	3.38
The special tax that funds NCPRD was created 24 years ago when the district was formed and has not increased since that time.	0.00% 0	12.50% 1	0.00% 0	0.00% 0	12.50% 1	0.00% 0	0.00% 0	0.00% 0	12.50% 1	62.50% 5	8	2.75

Q6 If you would rank a different reason in the top three, please state it here.

Answered: 1 Skipped: 7

#	Responses	Date
1	the main reason is people love parks.	12/17/2014 10:49 AM

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Q7 The following is a list of reasons – reported in media articles, blogs, websites or via other publicly-accessible outlets – that may have had an effect on voters. With each stated reason, ONLY IN REGARDS TO THOSE WHO VOTED AGAINST THE MEASURE, please indicate whether you believe it significantly impacted, slightly impacted, or did not affect whatsoever their reasoning TO VOTE NO.

Answered: 8 Skipped: 0

	Significantly impacted	Slightly impacted	Had no effect	Total	Weighted Average
The additional 35 cent tax increase was too high.	50.00% 4	37.50% 3	12.50% 1	8	1.63
Clackamas County commissioners' Aug. 7 vote to refer the matter to district voters was too close to the Aug. 26 deadline for potential NCPRD Board candidates to file to run for the office.	25.00% 2	62.50% 5	12.50% 1	8	1.88
Clackamas County commissioners publicly signaled that they wanted the measure to pass.	0.00% 0	12.50% 1	87.50% 7	8	2.88
NCPRD would have achieved autonomous status and been completely separated from Clackamas County oversight.	0.00% 0	37.50% 3	62.50% 5	8	2.63
Perceived disagreement or non-uniformity among Clackamas County commissioners about the effects of the measure.	25.00% 2	25.00% 2	50.00% 4	8	2.25
Potential for a newly-elected NCPRD board to advocate for more tax raises in the future.	14.29% 1	42.86% 3	42.86% 3	7	2.29
Potential inequity in NCPRD services between cities within the district and unincorporated areas within the district.	62.50% 5	25.00% 2	12.50% 1	8	1.50
Senior citizens and others on fixed incomes would find the tax rate increase difficult.	37.50% 3	50.00% 4	12.50% 1	8	1.75
Some of the 35 cent tax increase would have likely been used to repay a "revenue" bond to fund new park projects, as opposed to it all going toward operating needs of NCPRD.	12.50% 1	0.00% 0	87.50% 7	8	2.75
Voters were not prepared for, "turned off" from, confused by, or didn't want to vote on both the measure and the members of a new oversight board.	87.50% 7	12.50% 1	0.00% 0	8	1.13
The unknown of exactly how new tax revenue would be allocated throughout the district.	71.43% 5	28.57% 2	0.00% 0	7	1.29

Q8 Do you feel that any other reasons had at least a slight impact on THOSE WHO VOTED AGAINST THE MEASURE in a way prompting them TO VOTE NO?

Answered: 5 Skipped: 3

Answer Choices	Responses
Additional reason #1	100.00% 5
Additional reason #2	60.00% 3
Additional reason #3	20.00% 1
Additional reason #4	20.00% 1
Additional reason #5	0.00% 0

#	Additional reason #1	Date
1	Happy Valley City Council was not supportive of the measure	12/19/2014 5:14 PM
2	Confusing. When in doubt vote No.	12/18/2014 4:10 PM
3	measure was too confusing to voters	12/18/2014 2:17 PM
4	lack of total commitment by some county commissioners . The one who lives district was no fully supportive.	12/17/2014 10:52 AM
5	afraid of additional tax measures next year	12/16/2014 9:08 AM
#	Additional reason #2	Date
1	decision to place measure on ballot too close to filing deadline	12/19/2014 5:14 PM
2	Amount was high for those on fixed income	12/18/2014 4:10 PM
3	needed more than 3 months to get info out to voters	12/18/2014 2:17 PM
#	Additional reason #3	Date
1	NCPRD park brand / current amenities is unknown	12/18/2014 4:10 PM
#	Additional reason #4	Date
1	Voter apathy with all the GMO spending	12/18/2014 4:10 PM
#	Additional reason #5	Date
	There are no responses.	

Q9 The following is a list of reasons – reported in media articles, blogs, websites or via other publicly-accessible outlets – that may have had an effect on voters. With each stated reason, ONLY IN REGARDS TO THOSE WHO VOTED AGAINST THE MEASURE, please RANK THE TOP THREE REASONS you feel persuaded these voters TO VOTE NO. (Please note that the other choices will be ranked by default, but we will not take these answers into account.)

Answered: 8 Skipped: 0

	1	2	3	4	5	6	7	8	9	10	11	Total	Score
The additional 35 cent tax increase was too high.	37.50% 3	12.50% 1	12.50% 1	25.00% 2	12.50% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	8	9.38
Clackamas County commissioners' Aug. 7 vote to refer the matter to district voters was too close to the Aug. 26 deadline for potential NCPRD Board candidates to file to run for the office.	0.00% 0	0.00% 0	0.00% 0	37.50% 3	12.50% 1	37.50% 3	0.00% 0	0.00% 0	12.50% 1	0.00% 0	0.00% 0	8	6.50
Clackamas County commissioners publicly signaled that they wanted the measure to pass.	0.00% 0	0.00% 0	0.00% 0	0.00% 0	50.00% 4	12.50% 1	25.00% 2	0.00% 0	0.00% 0	12.50% 1	0.00% 0	8	5.75
NCPRD would have achieved autonomous status and been completely separated from Clackamas County oversight.	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	50.00% 4	25.00% 2	25.00% 2	0.00% 0	0.00% 0	0.00% 0	8	5.25

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Perceived disagreement or non-uniformity among Clackamas County commissioners about the effects of the measure.	0.00% 0	25.00% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	37.50% 3	12.50% 1	25.00% 2	0.00% 0	0.00% 0	8	5.63
Potential for a newly-elected NCPRD board to advocate for more tax raises in the future.	0.00% 0	0.00% 0	12.50% 1	12.50% 1	12.50% 1	0.00% 0	0.00% 0	50.00% 4	0.00% 0	12.50% 1	0.00% 0	8	5.25
Potential inequity in NCPRD services between cities within the district and unincorporated areas within the district.	25.00% 2	12.50% 1	25.00% 2	0.00% 0	12.50% 1	0.00% 0	12.50% 1	12.50% 1	0.00% 0	0.00% 0	0.00% 0	8	8.25
Senior citizens and others on fixed incomes would find the tax rate increase difficult.	0.00% 0	12.50% 1	12.50% 1	12.50% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	37.50% 3	12.50% 1	12.50% 1	8	4.88
Some of the 35 cent tax increase would have likely been used to repay a "revenue" bond to fund new park projects, as opposed to it all going toward operating needs of NCPRD.	0.00% 0	12.50% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	25.00% 2	37.50% 3	25.00% 2	8	3.00
Voters were not prepared for, "turned off" from, confused by, or didn't want to vote on both the measure and the members of a new oversight board.	37.50% 3	12.50% 1	25.00% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	12.50% 1	12.50% 1	8	8.00

Survey: The Results of Measure 3-451 (NCPRD Reform)

The unknown of exactly how new tax revenue would be allocated throughout the district.	0.00% 0	12.50% 1	12.50% 1	12.50% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	12.50% 1	50.00% 4	8	4.13
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Q10 If you would rank a different reason in the top three, please state it here.

Answered: 2 Skipped: 6

#	Responses	Date
1	Voter apathy	12/18/2014 4:15 PM
2	county commissioner were not all pushing the measure.	12/17/2014 10:55 AM

Q11 How likely do you think it is that Measure 3-451 would have passed if it had ONLY contained a clause establishing a new district with an independent elected board and DID NOT RAISE TAXES AT ALL, leaving the current tax rate unchanged? Please assume that candidates for the newly elected Board would have appeared on the same ballot.

Answered: 8 Skipped: 0

	I'm sure it would have passed.	It probably would have passed.	It might have passed (about a 50/50 chance).	It probably still would not have passed.	I'm sure it still would not have passed.	Total	Weighted Average
(no label)	50.00% 4	37.50% 3	12.50% 1	0.00% 0	0.00% 0	8	1.63

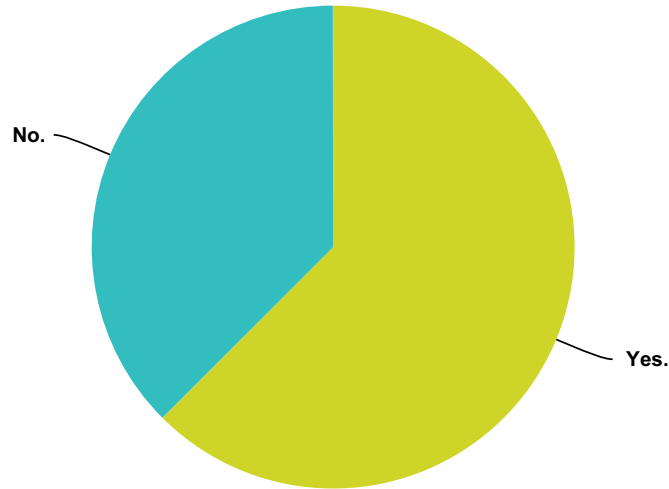
Q12 How likely do you think it is that Measure 3-451 would have passed if it had ONLY contained a clause raising taxes by 35 cents WITH NO CHANGE in governance (NCPRD remains a county service governed by the Board of County Commissioners)?

Answered: 8 Skipped: 0

	I'm sure it would have passed.	It probably would have passed.	It might have passed (about a 50/50 chance).	It probably still would not have passed.	I'm sure it still would not have passed.	Total	Weighted Average
(no label)	0.00% 0	25.00% 2	25.00% 2	50.00% 4	0.00% 0	8	3.25

Q13 Some county residents have voiced concerns that a rise in taxes of 35 cents per \$1000 of property was too high. All other aspects being equal, do you feel that the measure **WOULD HAVE PASSED if the tax rate increase was less than 35 cents per \$1000? Please assume a minimum of a five cent increase.**

Answered: 8 Skipped: 0



Answer Choices	Responses	
Yes.	62.50%	5
No.	37.50%	3
Total		8

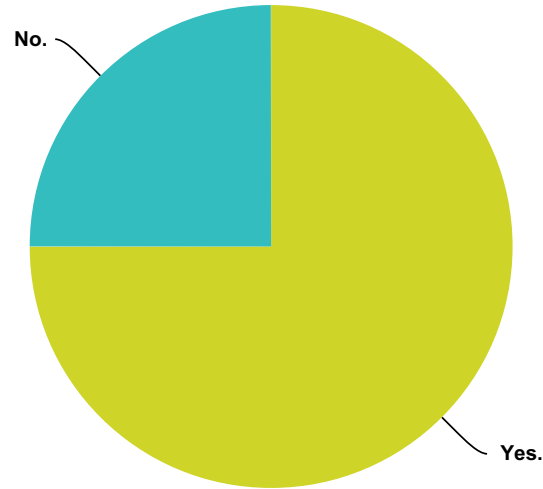
Q14 For each of the potential tax raises listed below that could have replaced the 35 cent raise, please indicate your belief of likelihood that the measure would have passed.

Answered: 5 Skipped: 3

	I'm sure it would have passed.	It probably would have passed.	It might have passed (50/50).	It probably still would not have passed.	I'm sure it still would not have passed.	Total	Weighted Average
5 cents per \$1000	80.00% 4	20.00% 1	0.00% 0	0.00% 0	0.00% 0	5	1.20
10 cents per \$1000	60.00% 3	40.00% 2	0.00% 0	0.00% 0	0.00% 0	5	1.40
15 cents per \$1000	20.00% 1	80.00% 4	0.00% 0	0.00% 0	0.00% 0	5	1.80
20 cents per \$1000	0.00% 0	20.00% 1	60.00% 3	20.00% 1	0.00% 0	5	3.00
25 cents per \$1000	0.00% 0	0.00% 0	40.00% 2	60.00% 3	0.00% 0	5	3.60
30 cents per \$1000	0.00% 0	0.00% 0	20.00% 1	80.00% 4	0.00% 0	5	3.80

Q15 If more educational outreach about the benefits of Measure 3-451 had been performed by various entities, do you think the measure would have passed?

Answered: 8 Skipped: 0



Answer Choices	Responses	
Yes.	75.00%	6
No.	25.00%	2
Total		8

Survey: The Results of Measure 3-451 (NCPRD Reform)

Q16 If a campaign, or multiple campaigns, was enacted in the coming year(s) with the goal(s) of eventually establishing a new autonomous NCPRD with an independent elected board, and securing a tax increase, what do you think would be the most important action organizers could take that is different from what was done in 2014?

Answered: 8 Skipped: 0

#	Responses	Date
1	What needs to be done differently can come from organizers, but the real issue lies within NCPRD. They NEED to gain voter's confidence that they provide value to the district. An in depth look at spending within NCPRD needs to be investigated. Is money being spent wisely where voters can see the "fruits" of their tax money? NCPRD should cut "internal" spending that is not necessary and not seen by voters. In speaking with many other voters, they feel that there is money that is not spent wisely within NCPRD. Every dollar should be evaluated carefully. Do they really need all the staff that they hold? How about internal supplies? If costs are outpacing revenue, there are two options -- cut costs or increase revenue. What can the district do to cut costs so that they gain voter confidence?	12/28/2014 11:51 AM
2	I truly believe our biggest hurdle was lack of time to effectively reach enough of the voters with our information. It certainly wasn't due to lack of effort by all those involved - NCPRD staff did an outstanding job of educating district residents - their time, effort and dedication was amazing. And the volunteer group lead by Eleanore Hunter and Jim Martin did a great job of educating NCPRD residents in a short amount of time as well. The increase in the tax rate may have to be adjusted downward slightly, but I really don't think the \$.35 increase was the issue or it wouldn't have done so well on the west side of the district where there are more fixed income and senior citizens voting - and where the measure did better. We need more time and possibly a clearer and more concise message, but I think once residents understand NCPRD's funding, needs, and overall circumstances, a rate increase and new district structure can and will pass.	12/26/2014 10:53 AM
3	More and better/clearer information out to the voting public on the needs and desires of the district. Concentrate on passing the measure to gain the autonomy and additional funding and elect the new board at a subsequent election with an appointed interim board placed after the passing of the measure. I would also invite Happy Valley to remove itself from the district if they can not lend their full support to the needs of NCPRD.	12/19/2014 5:25 PM
4	Listen to the DAB who live in and best represent all District residents. An interim vs. at-large board was preferred by the DAB; as well as a lower 10 to 20 cent increase. I feel strongly that the DAB's well thought out governance/funding package would have passed.	12/18/2014 4:29 PM
5	Need more time to get information out to voters, at least several months to get information to all areas of district. Trying to dispel all the miss information than hangs out in the communities.	12/18/2014 2:25 PM
6	keep the rate lower and not have the board and money measure on the same ballot.	12/17/2014 10:58 AM
7	One issue at a time	12/16/2014 9:27 AM
8	educate the public and keep the measure simple	12/16/2014 9:11 AM

Survey: The Results of Measure 3-451 (NCPRD Reform)

Q17 Is there anything else you'd like to tell us about why you believe Measure 3-451 failed?

Answered: 6 Skipped: 2

#	Responses	Date
1	See previous note. It is also important that the staff that are employed by NCPRD are as efficient as they can possibly be. Hiring the right people and structuring more efficient systems can improve some of NCPRD costs in addition to bringing energy and vivacity to the district. Voter confidence in the district is a must if a rate hike is to pass.	12/28/2014 12:00 PM
2	Truly - I believe the measure didn't pass largely due to lack of adequate time to get the message out effectively across the entire district. Additionally, the election of new board members should be voted on separately AFTER the formation of the new district with hopefully, increased funding. The BCC should appoint 5 members from the existing NCPRD Board to get a new district started - for at least 6 months - then an election of all, or some, new DAB members could be held. Lastly, I feel strongly that the new DAB should have representation from each city, (Milwaukie and Happy Valley), and 1 DAB members from the unincorporated area of the 3 zones. Whether it truly will be the best representation or not, there is a perception - on both sides of the district - that the "other side " has more amenities, get's more amenities, etc. Not true, but that is a very strong perception within the district and probably contributed to 3-451's failure.	12/26/2014 11:26 AM
3	I do want the thank the BCC for allowing the measure to get on the ballot but it could have been handled differently and with more consideration to the DAB's recommendation. The politics over a 5-0, 4-1 or 3-2 vote was unfortunate and lead to a less favorable ballot measure. I believe the BCC missed an opportunity to solve a needed funding and governance gap that would have benefited NCPRD district residents now and in the future. The DAB is not giving up and under the right conditions; I believe would support trying again in May 2015.	12/18/2014 4:46 PM
4	hopefully, we can get all 5 commissioners on board at the beginning of the process, and not wait to vote yes at the end of the process.	12/18/2014 2:27 PM
5	To big of an increase and lack of support from Happy Valley. confusion on the ballot that elected people to a board that did not exist.	12/17/2014 11:02 AM
6	It was too confusing for the general public and not enough time for the PAC to really get the message out.	12/16/2014 9:12 AM

Q1 Please enter the two-digit code ID that was included in the email.

Answered: 7 Skipped: 0

#	Responses	Date
1	Candidates (Not on Board) 32	12/23/2014 3:59 PM
2	Candidates (Not on Board) 27	12/18/2014 8:28 PM
3	Candidates (Not on Board) 30	12/18/2014 10:42 AM
4	Candidates (Not on Board) 33	12/18/2014 10:17 AM
5	Candidates (Not on Board) 29	12/16/2014 5:41 PM
6	Candidates (Not on Board) 28	12/16/2014 1:21 PM
7	Candidates (Not on Board) 26	12/16/2014 8:43 AM

Survey: The Results of Measure 3-451 (NCPRD Reform)

Q2 This survey contains questions about the issues and messaging (positive and negative) communicated to the public prior to the vote on Measure 3-451. Before citing these reasons, however, in order to not prejudice or bias your thoughts, in the box below please explain the principle reason(s) why, in your view, Measure 3-451 failed.

Answered: 7 Skipped: 0

#	Responses	Date
1	Not enough information provided to the public in regards to current situation and inadequate budget to take care of what currently exists. I'm not sure people had any idea how much the budget has to cover and that in addition to facilities it also includes several staff salaries.	12/23/2014 4:01 PM
2	Very frustrating for the measure to fail. I am at a loss as to why the public would fail a measure to do so much good within our district. The actual monetary increase did not seem insurmountable to me, but the public said No.	12/18/2014 8:29 PM
3	I believe a better approach would have been to form the new governance with the same tax rate as the current one, letting the board build trust, then 2-4 years later go back to the public for a rate increase.	12/18/2014 10:44 AM
4	I think the measure failed due to the following reasons not necessarily in this order: 1. the amount of the increase was considerable. 2. the economy is still not where it was and with the recent numbers announced that the jobs have come back since 2008, but the wage is lower than previous levels. 3. There are other issues in the county that need to be addressed that are more important than life style enhancements like parks. Roads are a big concern for many and we see the pot holes and the rough roads daily. With Metro having so much to say about what goes on in this county, those that follow the media a little are wondering what is next that will change the special character of our county. Portland is not the model many want in this county. Finally, there appears to be more and more spending by the county and people have not seen any clear savings for the tax payer. In the election process and candidate forums Sherry Hall was very clear on what she has done to save tax payer dollars.	12/18/2014 10:17 AM
5	I do not believe there is a strong community support organization. There are identifiable park sporting groups and organizations. These organizations are mostly single service directed. What is lacking is an organization that stands for a comprehensive park system. The time to prepare and organize a campaign was short. If there had been a longer time to organize and develop a campaign the measure may have been successful.	12/16/2014 5:46 PM
6	The Measure was too complicated, the cost-benefit analysis case was not made clear to the ratepayers, and Happy Valley clearly felt that they would somehow lose something in the deal	12/16/2014 1:24 PM
7	Volunteer-run campaign, rather than professionally run. Lack of strategic outreach and vision. Non-engaged Clackamas County Commission. Short-sighted community ideals. Lack of experience and professional vision for the campaign.	12/16/2014 8:44 AM

Q3 The following is a list of reasons – reported in media articles, blogs, websites or via other publicly-accessible outlets – that may have had an effect on voters. With each stated reason, ONLY IN REGARDS TO THOSE WHO VOTED TO PASS THE MEASURE, please indicate whether you believe it significantly impacted, slightly impacted, or did not affect whatsoever their reasoning TO VOTE YES.

Answered: 7 Skipped: 0

	Significantly impacted	Slightly impacted	Had no effect	Total
Clackamas County commissioners publicly signaled that they wanted the measure to pass.	0.00% 0	57.14% 4	42.86% 3	7
The measure would have improved existing parks, including the addition of off-lease dog areas, water play areas, and community gardens.	57.14% 4	42.86% 3	0.00% 0	7
The measure would have initiated major capital projects such as the Milwaukie Riverfront Park, Happy Valley Community Center, and other additional parks.	42.86% 3	42.86% 3	14.29% 1	7
NCPRD currently has the lowest tax funding rate of all comparable parks districts in the State of Oregon.	0.00% 0	57.14% 4	42.86% 3	7
NCPRD, if the 35 cent tax increase had gone into effect, still would have had the lowest tax rate of all comparable parks districts in the State of Oregon.	0.00% 0	57.14% 4	42.86% 3	7
NCPRD is the only parks district structured as a county service district in the state of Oregon.	0.00% 0	14.29% 1	85.71% 6	7
NCPRD would have achieved autonomous status and been completely separated from Clackamas County oversight.	33.33% 2	0.00% 0	66.67% 4	6
NCPRD's operating and maintenance costs are currently outpacing revenues (taxes and fees brought in from parks).	14.29% 1	71.43% 5	14.29% 1	7
Some of the 35 cent tax increase would have likely been used to repay a "revenue" bond to fund new park projects, as opposed to it all going toward operating needs of NCPRD.	0.00% 0	71.43% 5	28.57% 2	7
The special tax that funds NCPRD was created 24 years ago when the district was formed and has not increased since that time.	28.57% 2	42.86% 3	28.57% 2	7

Survey: The Results of Measure 3-451 (NCPRD Reform)

Q4 Do you feel that any other reasons had at least a slight impact on THOSE WHO VOTED TO PASS THE MEASURE in a way prompting them TO VOTE YES?

Answered: 4 Skipped: 3

Answer Choices	Responses
Additional reason #1	100.00% 4
Additional reason #2	100.00% 4
Additional reason #3	50.00% 2
Additional reason #4	50.00% 2
Additional reason #5	0.00% 0

#	Additional reason #1	Date
1	Park/field improvements are necessary within our district.	12/18/2014 8:33 PM
2	There were commitments to grow parks in the growth areas such as Happy Valley	12/18/2014 10:17 AM
3	The district is not a supporter of maintaining high quality natural resource lands. This is a leading public value that is supported across the metropolatin area.	12/16/2014 6:08 PM
4	"Progress message"	12/16/2014 8:46 AM

#	Additional reason #2	Date
1	Investment in our community is crucial at this time.	12/18/2014 8:33 PM
2	The SDC's earned annually are significantly high in Happy Valley	12/18/2014 10:17 AM
3	The district is not committed community gardening programs. Community gardens are highly supported at the neighborhood level.	12/16/2014 6:08 PM
4	Change for Clackamas County	12/16/2014 8:46 AM

#	Additional reason #3	Date
1	There was some complaint that the rate increase was to expensive. This is from rate payers that are disconnected from park services. Greater effort is needed to be inclusive and to create value to all rate payers..	12/16/2014 6:08 PM
2	Livability message	12/16/2014 8:46 AM

#	Additional reason #4	Date
1	There is an undercurrent of regional suspicion and jealousy across the district. Greater efforts are needed to foster a sense of one community through out the district and a sense of common need and service.	12/16/2014 6:08 PM
2	"Future for our kids" message	12/16/2014 8:46 AM

#	Additional reason #5	Date
	There are no responses.	

Q5 The following is a list of reasons – reported in media articles, blogs, websites or via other publicly-accessible outlets – that may have had an effect on voters. With each stated reason, ONLY IN REGARDS TO THOSE WHO VOTED TO PASS THE MEASURE, please RANK THE TOP THREE REASONS you feel persuaded these voters TO VOTE YES. (Please note that the other choices will be ranked by default, but we will not take these answers into account.)

Answered: 6 Skipped: 1

	1	2	3	4	5	6	7	8	9	10	Total	Score
Clackamas County commissioners publicly signaled that they wanted the measure to pass.	16.67% 1	0.00% 0	16.67% 1	50.00% 3	0.00% 0	16.67% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	6	7.33
The measure would have improved existing parks, including the addition of off-lease dog areas, water play areas, and community gardens.	33.33% 2	50.00% 3	0.00% 0	16.67% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	6	9.00
The measure would have initiated major capital projects such as the Milwaukie Riverfront Park, Happy Valley Community Center, and other additional parks.	16.67% 1	33.33% 2	16.67% 1	0.00% 0	33.33% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	6	8.00
NCPRD currently has the lowest tax funding rate of all comparable parks districts in the State of Oregon.	0.00% 0	0.00% 0	33.33% 2	0.00% 0	50.00% 3	16.67% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	6	6.50
NCPRD, if the 35 cent tax increase had gone into effect, still would have had the lowest tax rate of all comparable parks districts in the State of Oregon.	0.00% 0	0.00% 0	0.00% 0	16.67% 1	0.00% 0	50.00% 3	33.33% 2	0.00% 0	0.00% 0	0.00% 0	6	5.00

Survey: The Results of Measure 3-451 (NCPRD Reform)

NCPRD is the only parks district structured as a county service district in the state of Oregon.	0.00% 0	0.00% 0	0.00% 0	0.00% 0	16.67% 1	16.67% 1	50.00% 3	16.67% 1	0.00% 0	0.00% 0	6	4.33
NCPRD would have achieved autonomous status and been completely separated from Clackamas County oversight.	16.67% 1	0.00% 0	0.00% 0	16.67% 1	0.00% 0	0.00% 0	16.67% 1	50.00% 3	0.00% 0	0.00% 0	6	5.00
NCPRD's operating and maintenance costs are currently outpacing revenues (taxes and fees brought in from parks).	16.67% 1	0.00% 0	33.33% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	33.33% 2	16.67% 1	0.00% 0	6	5.67
Some of the 35 cent tax increase would have likely been used to repay a "revenue" bond to fund new park projects, as opposed to it all going toward operating needs of NCPRD.	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	83.33% 5	16.67% 1	6	1.83
The special tax that funds NCPRD was created 24 years ago when the district was formed and has not increased since that time.	0.00% 0	16.67% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	83.33% 5	6	2.33

Q6 If you would rank a different reason in the top three, please state it here.

Answered: 1 Skipped: 6

#	Responses	Date
1	1. That the voters are receiving a high rate of return for the tax dollars that are collected. 2 The district will become a community based organization that is responding to the needs within all parts of the district. 3 The district is providing improvements in quality of life to all residents.	12/16/2014 6:14 PM

Survey: The Results of Measure 3-451 (NCPRD Reform)

Q7 The following is a list of reasons – reported in media articles, blogs, websites or via other publicly-accessible outlets – that may have had an effect on voters. With each stated reason, ONLY IN REGARDS TO THOSE WHO VOTED AGAINST THE MEASURE, please indicate whether you believe it significantly impacted, slightly impacted, or did not affect whatsoever their reasoning TO VOTE NO.

Answered: 7 Skipped: 0

	Significantly impacted	Slightly impacted	Had no effect	Total	Weighted Average
The additional 35 cent tax increase was too high.	85.71% 6	14.29% 1	0.00% 0	7	1.14
Clackamas County commissioners' Aug. 7 vote to refer the matter to district voters was too close to the Aug. 26 deadline for potential NCPRD Board candidates to file to run for the office.	42.86% 3	14.29% 1	42.86% 3	7	2.00
Clackamas County commissioners publicly signaled that they wanted the measure to pass.	0.00% 0	28.57% 2	71.43% 5	7	2.71
NCPRD would have achieved autonomous status and been completely separated from Clackamas County oversight.	0.00% 0	0.00% 0	100.00% 7	7	3.00
Perceived disagreement or non-uniformity among Clackamas County commissioners about the effects of the measure.	28.57% 2	57.14% 4	14.29% 1	7	1.86
Potential for a newly-elected NCPRD board to advocate for more tax raises in the future.	0.00% 0	42.86% 3	57.14% 4	7	2.57
Potential inequity in NCPRD services between cities within the district and unincorporated areas within the district.	71.43% 5	28.57% 2	0.00% 0	7	1.29
Senior citizens and others on fixed incomes would find the tax rate increase difficult.	57.14% 4	42.86% 3	0.00% 0	7	1.43
Some of the 35 cent tax increase would have likely been used to repay a "revenue" bond to fund new park projects, as opposed to it all going toward operating needs of NCPRD.	14.29% 1	57.14% 4	28.57% 2	7	2.14
Voters were not prepared for, "turned off" from, confused by, or didn't want to vote on both the measure and the members of a new oversight board.	42.86% 3	28.57% 2	28.57% 2	7	1.86
The unknown of exactly how new tax revenue would be allocated throughout the district.	71.43% 5	28.57% 2	0.00% 0	7	1.29

Q8 Do you feel that any other reasons had at least a slight impact on THOSE WHO VOTED AGAINST THE MEASURE in a way prompting them TO VOTE NO?

Answered: 1 Skipped: 6

Answer Choices	Responses
Additional reason #1	100.00% 1
Additional reason #2	100.00% 1
Additional reason #3	100.00% 1
Additional reason #4	0.00% 0
Additional reason #5	0.00% 0

#	Additional reason #1	Date
1	The economy in the area is still not fully recovered and people are more conservative with their spending and voting for tax increases	12/18/2014 10:17 AM
#	Additional reason #2	Date
1	there are no messages coming from the county indicating any saving or cut to save taxes	12/18/2014 10:17 AM
#	Additional reason #3	Date
1	Metro hanging over every decision is a real problem	12/18/2014 10:17 AM
#	Additional reason #4	Date
	There are no responses.	
#	Additional reason #5	Date
	There are no responses.	

Q9 The following is a list of reasons – reported in media articles, blogs, websites or via other publicly-accessible outlets – that may have had an effect on voters. With each stated reason, ONLY IN REGARDS TO THOSE WHO VOTED AGAINST THE MEASURE, please RANK THE TOP THREE REASONS you feel persuaded these voters TO VOTE NO. (Please note that the other choices will be ranked by default, but we will not take these answers into account.)

Answered: 7 Skipped: 0

	1	2	3	4	5	6	7	8	9	10	11	Total	Score
The additional 35 cent tax increase was too high.	85.71% 6	0.00% 0	0.00% 0	14.29% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	7	10.57
Clackamas County commissioners' Aug. 7 vote to refer the matter to district voters was too close to the Aug. 26 deadline for potential NCPRD Board candidates to file to run for the office.	0.00% 0	0.00% 0	0.00% 0	71.43% 5	28.57% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	7	7.71
Clackamas County commissioners publicly signaled that they wanted the measure to pass.	0.00% 0	0.00% 0	0.00% 0	0.00% 0	57.14% 4	28.57% 2	0.00% 0	0.00% 0	0.00% 0	14.29% 1	0.00% 0	7	6.00
NCPRD would have achieved autonomous status and been completely separated from Clackamas County oversight.	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	57.14% 4	28.57% 2	0.00% 0	0.00% 0	0.00% 0	14.29% 1	7	5.00

Survey: The Results of Measure 3-451 (NCPRD Reform)

Perceived disagreement or non-uniformity among Clackamas County commissioners about the effects of the measure.	0.00% 0	14.29% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	57.14% 4	14.29% 1	14.29% 1	0.00% 0	0.00% 0	7	5.29
Potential for a newly-elected NCPRD board to advocate for more tax raises in the future.	0.00% 0	0.00% 0	28.57% 2	14.29% 1	0.00% 0	0.00% 0	0.00% 0	14.29% 1	42.86% 3	0.00% 0	0.00% 0	0.00% 0	7	6.14
Potential inequity in NCPRD services between cities within the district and unincorporated areas within the district.	0.00% 0	14.29% 1	14.29% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	28.57% 2	42.86% 3	0.00% 0	0.00% 0	7	5.14
Senior citizens and others on fixed incomes would find the tax rate increase difficult.	14.29% 1	14.29% 1	0.00% 0	0.00% 0	14.29% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	28.57% 2	28.57% 2	0.00% 0	7	5.43
Some of the 35 cent tax increase would have likely been used to repay a "revenue" bond to fund new park projects, as opposed to it all going toward operating needs of NCPRD.	0.00% 0	0.00% 0	14.29% 1	0.00% 0	0.00% 0	14.29% 1	0.00% 0	0.00% 0	0.00% 0	14.29% 1	42.86% 3	14.29% 1	7	3.57
Voters were not prepared for, "turned off" from, confused by, or didn't want to vote on both the measure and the members of a new oversight board.	0.00% 0	42.86% 3	14.29% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	14.29% 1	0.00% 0	14.29% 1	14.29% 1	7	6.57

Survey: The Results of Measure 3-451 (NCPRD Reform)

The unknown of exactly how new tax revenue would be allocated throughout the district.	0.00% 0	14.29% 1	28.57% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	57.14% 4	7	4.57
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Q10 If you would rank a different reason in the top three, please state it here.

Answered: 0 Skipped: 7

#	Responses	Date
	There are no responses.	

Q11 How likely do you think it is that Measure 3-451 would have passed if it had ONLY contained a clause establishing a new district with an independent elected board and DID NOT RAISE TAXES AT ALL, leaving the current tax rate unchanged? Please assume that candidates for the newly elected Board would have appeared on the same ballot.

Answered: 7 Skipped: 0

	I'm sure it would have passed.	It probably would have passed.	It might have passed (about a 50/50 chance).	It probably still would not have passed.	I'm sure it still would not have passed.	Total	Weighted Average
(no label)	71.43% 5	28.57% 2	0.00% 0	0.00% 0	0.00% 0	7	1.29

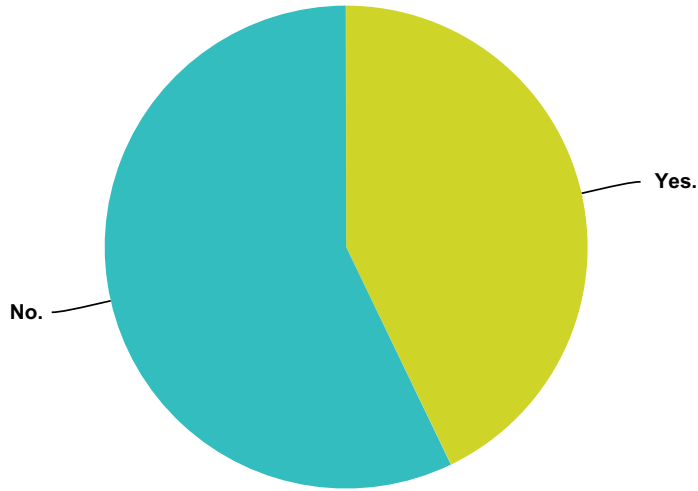
Q12 How likely do you think it is that Measure 3-451 would have passed if it had ONLY contained a clause raising taxes by 35 cents WITH NO CHANGE in governance (NCPRD remains a county service governed by the Board of County Commissioners)?

Answered: 7 Skipped: 0

	I'm sure it would have passed.	It probably would have passed.	It might have passed (about a 50/50 chance).	It probably still would not have passed.	I'm sure it still would not have passed.	Total	Weighted Average
(no label)	0.00% 0	0.00% 0	14.29% 1	71.43% 5	14.29% 1	7	4.00

Q13 Some county residents have voiced concerns that a rise in taxes of 35 cents per \$1000 of property was too high. All other aspects being equal, do you feel that the measure **WOULD HAVE PASSED if the tax rate increase was less than 35 cents per \$1000? Please assume a minimum of a five cent increase.**

Answered: 7 Skipped: 0



Answer Choices	Responses	
Yes.	42.86%	3
No.	57.14%	4
Total		7

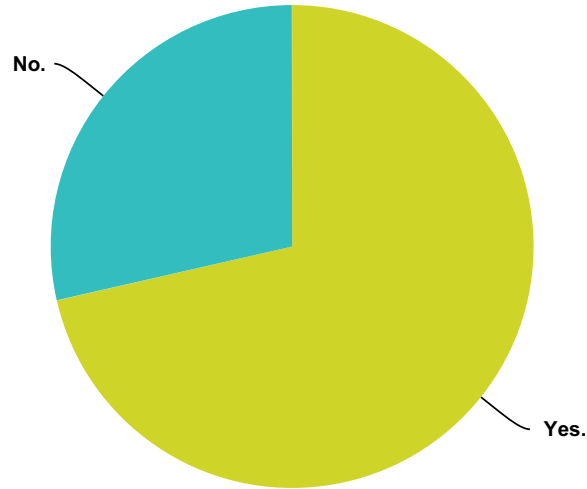
Q14 For each of the potential tax raises listed below that could have replaced the 35 cent raise, please indicate your belief of likelihood that the measure would have passed.

Answered: 3 Skipped: 4

	I'm sure it would have passed.	It probably would have passed.	It might have passed (50/50).	It probably still would not have passed.	I'm sure it still would not have passed.	Total	Weighted Average
5 cents per \$1000	100.00% 3	0.00% 0	0.00% 0	0.00% 0	0.00% 0	3	1.00
10 cents per \$1000	0.00% 0	100.00% 3	0.00% 0	0.00% 0	0.00% 0	3	2.00
15 cents per \$1000	0.00% 0	66.67% 2	33.33% 1	0.00% 0	0.00% 0	3	2.33
20 cents per \$1000	0.00% 0	0.00% 0	33.33% 1	33.33% 1	33.33% 1	3	4.00
25 cents per \$1000	0.00% 0	0.00% 0	0.00% 0	33.33% 1	66.67% 2	3	4.67
30 cents per \$1000	0.00% 0	0.00% 0	0.00% 0	0.00% 0	100.00% 2	2	5.00

Q15 If more educational outreach about the benefits of Measure 3-451 had been performed by various entities, do you think the measure would have passed?

Answered: 7 Skipped: 0



Answer Choices	Responses	
Yes.	71.43%	5
No.	28.57%	2
Total		7

Q16 If a campaign, or multiple campaigns, was enacted in the coming year(s) with the goal(s) of eventually establishing a new autonomous NCPRD with an independent elected board, and securing a tax increase, what do you think would be the most important action organizers could take that is different from what was done in 2014?

Answered: 7 Skipped: 0

#	Responses	Date
1	Better education on the current condition of all facilities included in the budget. Actual ramifications of not increasing the budget. Highlight that strong parks and recreation areas are shown to increase property values and encourage new families to move into the district. We have a significant population in the district that will refuse to pay anything more. They are a lost cause. If we can convince those on the edge, we can probably get there.	12/23/2014 4:10 PM
2	A much longer and more detailed public awareness program to educate the community regarding the benefits of such a measure.	12/18/2014 8:41 PM
3	Hammer away at the great projects that would be accomplished.	12/18/2014 10:54 AM
4	Surveys are not the answer and should not be taken as the messages can be mixed and not accurate. Meetings in with CPO's, city meetings, and simplify the measure so there are not 3 issues (tax increase, separate board and candidates). Take people to the parks with tours. Make sure that the entire district can see they are equally serviced. Happy Valley openly expressed their feeling of being underserved and wanting more control sent a negative feeling to many in the other areas of the district. One could see that the largest capital dollar were going to spent in their area. We know the unincorporated area feel underserved. There has to be a clear understanding of reserves and their purpose. A simplified (summarized) budget should be communicated to show that income/revenue and do not cover the ongoing maintenance of the district parks. I know there is a project to review the fees charged for use and the overall cost of maintaining the facilities. People who are not part of the district should pay more to use the facilities. Again Happy Valley mentioned they wanted more from the parks in their area a negative.	12/18/2014 10:18 AM
5	My top recommendation is for the formation of an independent Park Foundation that is composed of community leaders, businesses that are supportive of broad community values or individuals and organizations that have a history of philanthropic support.	12/16/2014 6:27 PM
6	Start the campaign earlier, enlist the help of known and respected community leaders to champion the measure, and don't assume anything!	12/16/2014 1:35 PM
7	Hire real professionals and heavy hitters to take it to the finish line. The campaign was grassroots, at best, and the lack of follow-up or any semblance of a conversation with the winning candidates was unprofessional and amateurish.	12/16/2014 8:58 AM

Q17 Is there anything else you'd like to tell us about why you believe Measure 3-451 failed?

Answered: 5 Skipped: 2

#	Responses	Date
1	If I had not be running for a board position, I would have had very little information about the measure. I think the biggest problem was the lack of information out there. You need to find a way to activate the younger and middle aged people with families who have a larger stake in nice parks and facilities.	12/23/2014 4:13 PM
2	In my humble opinion, the short time period to campaign for passage and the confusion that occurred regarding the voting for new board members were the primary reasons for failure.	12/18/2014 8:43 PM
3	Maintenance and reserves are my of big concern. More natural parks or leaving portions of the parks natural so minimum maintenance is required.	12/18/2014 10:18 AM
4	There is a vocal minority that believes all government is bad and the best way to deal with the problem is to starve it for revenue instead of becoming actively involved in the community building good local government that serves the needs of our citizens most efficiently.	12/16/2014 1:37 PM
5	What a disheartening, lackluster and ridiculous process. It was like watching people play politics for the first time. An extreme disappointment all around, for something that would have easily passed a few miles to the north. It's time for things to change.	12/16/2014 8:59 AM

Q1 Please enter the two-digit code ID that was included in the email.

Answered: 9 Skipped: 0

#	Responses	Date
1	Friends of Milwaukie 49	12/28/2014 9:42 AM
2	Friends of Milwaukie 39	12/19/2014 11:39 AM
3	Friends of Milwaukie 42	12/18/2014 5:56 PM
4	Friends of Milwaukie 40	12/18/2014 4:04 PM
5	Friends of Milwaukie 43	12/18/2014 1:18 PM
6	Friends of Milwaukie 38	12/17/2014 1:12 PM
7	Friends of Milwaukie 47	12/17/2014 11:24 AM
8	Friends of Milwaukie 41	12/16/2014 8:20 PM
9	Friends of Milwaukie 50	12/16/2014 3:03 PM

Q2 This survey contains questions about the issues and messaging (positive and negative) communicated to the public prior to the vote on Measure 3-451. Before citing these reasons, however, in order to not prejudice or bias your thoughts, in the box below please explain the principle reason(s) why, in your view, Measure 3-451 failed.

Answered: 6 Skipped: 3

#	Responses	Date
1	education to voters and packaged with other issues/voter decisions	12/28/2014 9:43 AM
2	Too short of a period to raise funding and get the proper message across to the public	12/19/2014 11:42 AM
3	I think it was because it sounded like it added another layer of government.	12/18/2014 5:56 PM
4	Rate Increase Too Large	12/18/2014 1:19 PM
5	I think the voters voted with their pocketbook rather than the value of the change to community.	12/16/2014 8:21 PM
6	The tax increase was too high	12/16/2014 3:04 PM

Q3 The following is a list of reasons – reported in media articles, blogs, websites or via other publicly-accessible outlets – that may have had an effect on voters. With each stated reason, ONLY IN REGARDS TO THOSE WHO VOTED TO PASS THE MEASURE, please indicate whether you believe it significantly impacted, slightly impacted, or did not affect whatsoever their reasoning TO VOTE YES.

Answered: 8 Skipped: 1

	Significantly impacted	Slightly impacted	Had no effect	Total
Clackamas County commissioners publicly signaled that they wanted the measure to pass.	25.00% 2	50.00% 4	25.00% 2	8
The measure would have improved existing parks, including the addition of off-lease dog areas, water play areas, and community gardens.	50.00% 4	37.50% 3	12.50% 1	8
The measure would have initiated major capital projects such as the Milwaukie Riverfront Park, Happy Valley Community Center, and other additional parks.	62.50% 5	37.50% 3	0.00% 0	8
NCPRD currently has the lowest tax funding rate of all comparable parks districts in the State of Oregon.	25.00% 2	50.00% 4	25.00% 2	8
NCPRD, if the 35 cent tax increase had gone into effect, still would have had the lowest tax rate of all comparable parks districts in the State of Oregon.	12.50% 1	62.50% 5	25.00% 2	8
NCPRD is the only parks district structured as a county service district in the state of Oregon.	25.00% 2	12.50% 1	62.50% 5	8
NCPRD would have achieved autonomous status and been completely separated from Clackamas County oversight.	12.50% 1	62.50% 5	25.00% 2	8
NCPRD's operating and maintenance costs are currently outpacing revenues (taxes and fees brought in from parks).	57.14% 4	28.57% 2	14.29% 1	7
Some of the 35 cent tax increase would have likely been used to repay a "revenue" bond to fund new park projects, as opposed to it all going toward operating needs of NCPRD.	42.86% 3	42.86% 3	14.29% 1	7
The special tax that funds NCPRD was created 24 years ago when the district was formed and has not increased since that time.	57.14% 4	42.86% 3	0.00% 0	7

Q4 Do you feel that any other reasons had at least a slight impact on THOSE WHO VOTED TO PASS THE MEASURE in a way prompting them TO VOTE YES?

Answered: 2 Skipped: 7

Answer Choices	Responses
Additional reason #1	100.00% 2
Additional reason #2	0.00% 0
Additional reason #3	0.00% 0
Additional reason #4	0.00% 0
Additional reason #5	0.00% 0

#	Additional reason #1	Date
1	Improvement to Milwaukie Center	12/19/2014 11:56 AM
2	Wanting updates to the Milwaukie Center	12/18/2014 6:03 PM
#	Additional reason #2	Date
	There are no responses.	
#	Additional reason #3	Date
	There are no responses.	
#	Additional reason #4	Date
	There are no responses.	
#	Additional reason #5	Date
	There are no responses.	

Q5 The following is a list of reasons – reported in media articles, blogs, websites or via other publicly-accessible outlets – that may have had an effect on voters. With each stated reason, ONLY IN REGARDS TO THOSE WHO VOTED TO PASS THE MEASURE, please RANK THE TOP THREE REASONS you feel persuaded these voters TO VOTE YES. (Please note that the other choices will be ranked by default, but we will not take these answers into account.)

Answered: 7 Skipped: 2

	1	2	3	4	5	6	7	8	9	10	Total	Score
Clackamas County commissioners publicly signaled that they wanted the measure to pass.	14.29% 1	14.29% 1	0.00% 0	57.14% 4	0.00% 0	0.00% 0	0.00% 0	0.00% 0	14.29% 1	0.00% 0	7	7.00
The measure would have improved existing parks, including the addition of off-lease dog areas, water play areas, and community gardens.	14.29% 1	57.14% 4	28.57% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	7	8.86
The measure would have initiated major capital projects such as the Milwaukie Riverfront Park, Happy Valley Community Center, and other additional parks.	14.29% 1	0.00% 0	14.29% 1	14.29% 1	42.86% 3	0.00% 0	0.00% 0	14.29% 1	0.00% 0	0.00% 0	7	6.57
NCPRD currently has the lowest tax funding rate of all comparable parks districts in the State of Oregon.	28.57% 2	14.29% 1	28.57% 2	14.29% 1	0.00% 0	14.29% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	7	8.14
NCPRD, if the 35 cent tax increase had gone into effect, still would have had the lowest tax rate of all comparable parks districts in the State of Oregon.	0.00% 0	0.00% 0	14.29% 1	0.00% 0	42.86% 3	28.57% 2	0.00% 0	0.00% 0	0.00% 0	14.29% 1	7	5.29

Survey: The Results of Measure 3-451 (NCPRD Reform)

NCPRD is the only parks district structured as a county service district in the state of Oregon.	0.00% 0	14.29% 1	0.00% 0	0.00% 0	0.00% 0	57.14% 4	28.57% 2	0.00% 0	0.00% 0	0.00% 0	7	5.29
NCPRD would have achieved autonomous status and been completely separated from Clackamas County oversight.	0.00% 0	0.00% 0	14.29% 1	0.00% 0	14.29% 1	0.00% 0	57.14% 4	14.29% 1	0.00% 0	0.00% 0	7	4.71
NCPRD's operating and maintenance costs are currently outpacing revenues (taxes and fees brought in from parks).	14.29% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	71.43% 5	14.29% 1	0.00% 0	7	3.86
Some of the 35 cent tax increase would have likely been used to repay a "revenue" bond to fund new park projects, as opposed to it all going toward operating needs of NCPRD.	0.00% 0	0.00% 0	0.00% 0	14.29% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	71.43% 5	14.29% 1	7	2.57
The special tax that funds NCPRD was created 24 years ago when the district was formed and has not increased since that time.	14.29% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	14.29% 1	0.00% 0	0.00% 0	71.43% 5	7	2.71

Q6 If you would rank a different reason in the top three, please state it here.

Answered: 0 Skipped: 9

#	Responses	Date
	There are no responses.	

Survey: The Results of Measure 3-451 (NCPRD Reform)

Q7 The following is a list of reasons – reported in media articles, blogs, websites or via other publicly-accessible outlets – that may have had an effect on voters. With each stated reason, ONLY IN REGARDS TO THOSE WHO VOTED AGAINST THE MEASURE, please indicate whether you believe it significantly impacted, slightly impacted, or did not affect whatsoever their reasoning TO VOTE NO.

Answered: 7 Skipped: 2

	Significantly impacted	Slightly impacted	Had no effect	Total	Weighted Average
The additional 35 cent tax increase was too high.	85.71% 6	14.29% 1	0.00% 0	7	1.14
Clackamas County commissioners' Aug. 7 vote to refer the matter to district voters was too close to the Aug. 26 deadline for potential NCPRD Board candidates to file to run for the office.	57.14% 4	28.57% 2	14.29% 1	7	1.57
Clackamas County commissioners publicly signaled that they wanted the measure to pass.	0.00% 0	42.86% 3	57.14% 4	7	2.57
NCPRD would have achieved autonomous status and been completely separated from Clackamas County oversight.	14.29% 1	71.43% 5	14.29% 1	7	2.00
Perceived disagreement or non-uniformity among Clackamas County commissioners about the effects of the measure.	28.57% 2	42.86% 3	28.57% 2	7	2.00
Potential for a newly-elected NCPRD board to advocate for more tax raises in the future.	57.14% 4	42.86% 3	0.00% 0	7	1.43
Potential inequity in NCPRD services between cities within the district and unincorporated areas within the district.	57.14% 4	42.86% 3	0.00% 0	7	1.43
Senior citizens and others on fixed incomes would find the tax rate increase difficult.	71.43% 5	28.57% 2	0.00% 0	7	1.29
Some of the 35 cent tax increase would have likely been used to repay a "revenue" bond to fund new park projects, as opposed to it all going toward operating needs of NCPRD.	57.14% 4	14.29% 1	28.57% 2	7	1.71
Voters were not prepared for, "turned off" from, confused by, or didn't want to vote on both the measure and the members of a new oversight board.	57.14% 4	14.29% 1	28.57% 2	7	1.71
The unknown of exactly how new tax revenue would be allocated throughout the district.	57.14% 4	42.86% 3	0.00% 0	7	1.43

Q8 Do you feel that any other reasons had at least a slight impact on THOSE WHO VOTED AGAINST THE MEASURE in a way prompting them TO VOTE NO?

Answered: 2 Skipped: 7

Answer Choices	Responses
Additional reason #1	100.00% 2
Additional reason #2	50.00% 1
Additional reason #3	0.00% 0
Additional reason #4	0.00% 0
Additional reason #5	0.00% 0

#	Additional reason #1	Date
1	Many people vote against any tax increase despite their income level	12/19/2014 12:10 PM
2	The Parks Districts' campaign in support of passing the measure that was thinly veiled as a neutral "get out and vote" campaign seemed insincere	12/16/2014 3:10 PM
#	Additional reason #2	Date
1	People were worried about the addition of new/more government	12/19/2014 12:10 PM
#	Additional reason #3	Date
	There are no responses.	
#	Additional reason #4	Date
	There are no responses.	
#	Additional reason #5	Date
	There are no responses.	

Q9 The following is a list of reasons – reported in media articles, blogs, websites or via other publicly-accessible outlets – that may have had an effect on voters. With each stated reason, ONLY IN REGARDS TO THOSE WHO VOTED AGAINST THE MEASURE, please RANK THE TOP THREE REASONS you feel persuaded these voters TO VOTE NO. (Please note that the other choices will be ranked by default, but we will not take these answers into account.)

Answered: 5 Skipped: 4

	1	2	3	4	5	6	7	8	9	10	11	Total	Score
The additional 35 cent tax increase was too high.	80.00% 4	0.00% 0	0.00% 0	20.00% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	5	10.40
Clackamas County commissioners' Aug. 7 vote to refer the matter to district voters was too close to the Aug. 26 deadline for potential NCPRD Board candidates to file to run for the office.	0.00% 0	20.00% 1	0.00% 0	20.00% 1	40.00% 2	0.00% 0	20.00% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	5	7.40
Clackamas County commissioners publicly signaled that they wanted the measure to pass.	0.00% 0	0.00% 0	20.00% 1	0.00% 0	20.00% 1	20.00% 1	20.00% 1	0.00% 0	0.00% 0	0.00% 0	20.00% 1	5	5.60
NCPRD would have achieved autonomous status and been completely separated from Clackamas County oversight.	0.00% 0	0.00% 0	0.00% 0	20.00% 1	0.00% 0	20.00% 1	20.00% 1	20.00% 1	20.00% 1	0.00% 0	0.00% 0	5	5.20

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Perceived disagreement or non-uniformity among Clackamas County commissioners about the effects of the measure.	0.00% 0	0.00% 0	20.00% 1	0.00% 0	20.00% 1	0.00% 0	20.00% 1	20.00% 1	20.00% 1	0.00% 0	0.00% 0	5	5.60
Potential for a newly-elected NCPRD board to advocate for more tax raises in the future.	0.00% 0	0.00% 0	20.00% 1	0.00% 0	0.00% 0	20.00% 1	0.00% 0	40.00% 2	20.00% 1	0.00% 0	0.00% 0	5	5.20
Potential inequity in NCPRD services between cities within the district and unincorporated areas within the district.	0.00% 0	0.00% 0	0.00% 0	20.00% 1	0.00% 0	0.00% 0	20.00% 1	0.00% 0	20.00% 1	40.00% 2	0.00% 0	5	4.00
Senior citizens and others on fixed incomes would find the tax rate increase difficult.	0.00% 0	40.00% 2	20.00% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	20.00% 1	0.00% 0	0.00% 0	20.00% 1	5	6.80
Some of the 35 cent tax increase would have likely been used to repay a "revenue" bond to fund new park projects, as opposed to it all going toward operating needs of NCPRD.	0.00% 0	20.00% 1	0.00% 0	0.00% 0	0.00% 0	20.00% 1	0.00% 0	0.00% 0	20.00% 1	20.00% 1	20.00% 1	5	4.40
Voters were not prepared for, "turned off" from, confused by, or didn't want to vote on both the measure and the members of a new oversight board.	20.00% 1	0.00% 0	0.00% 0	0.00% 0	20.00% 1	20.00% 1	0.00% 0	0.00% 0	0.00% 0	20.00% 1	20.00% 1	5	5.40

Survey: The Results of Measure 3-451 (NCPRD Reform)

The unknown of exactly how new tax revenue would be allocated throughout the district.	0.00% 0	20.00% 1	20.00% 1	20.00% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	20.00% 1	20.00% 1	5	6.00
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Q10 If you would rank a different reason in the top three, please state it here.

Answered: 1 Skipped: 8

#	Responses	Date
1	Many people vote against any tax increase. People don't like added government	12/19/2014 12:16 PM

Q11 How likely do you think it is that Measure 3-451 would have passed if it had ONLY contained a clause establishing a new district with an independent elected board and DID NOT RAISE TAXES AT ALL, leaving the current tax rate unchanged? Please assume that candidates for the newly elected Board would have appeared on the same ballot.

Answered: 7 Skipped: 2

	I'm sure it would have passed.	It probably would have passed.	It might have passed (about a 50/50 chance).	It probably still would not have passed.	I'm sure it still would not have passed.	Total	Weighted Average
(no label)	42.86% 3	42.86% 3	0.00% 0	14.29% 1	0.00% 0	7	1.86

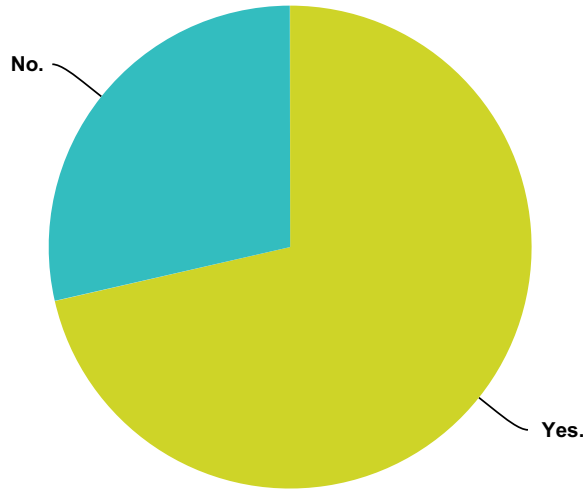
Q12 How likely do you think it is that Measure 3-451 would have passed if it had ONLY contained a clause raising taxes by 35 cents WITH NO CHANGE in governance (NCPRD remains a county service governed by the Board of County Commissioners)?

Answered: 7 Skipped: 2

	I'm sure it would have passed.	It probably would have passed.	It might have passed (about a 50/50 chance).	It probably still would not have passed.	I'm sure it still would not have passed.	Total	Weighted Average
(no label)	0.00% 0	14.29% 1	14.29% 1	28.57% 2	42.86% 3	7	4.00

Q13 Some county residents have voiced concerns that a rise in taxes of 35 cents per \$1000 of property was too high. All other aspects being equal, do you feel that the measure **WOULD HAVE PASSED if the tax rate increase was less than 35 cents per \$1000? Please assume a minimum of a five cent increase.**

Answered: 7 Skipped: 2



Answer Choices	Responses	
Yes.	71.43%	5
No.	28.57%	2
Total		7

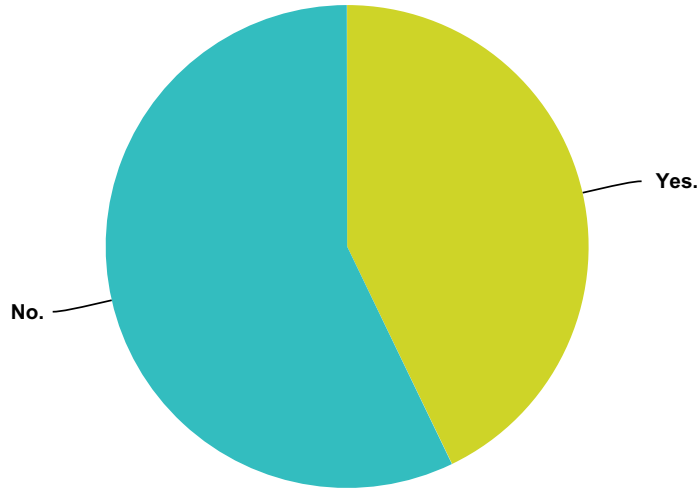
Q14 For each of the potential tax raises listed below that could have replaced the 35 cent raise, please indicate your belief of likelihood that the measure would have passed.

Answered: 5 Skipped: 4

	I'm sure it would have passed.	It probably would have passed.	It might have passed (50/50).	It probably still would not have passed.	I'm sure it still would not have passed.	Total	Weighted Average
5 cents per \$1000	66.67% 2	33.33% 1	0.00% 0	0.00% 0	0.00% 0	3	1.33
10 cents per \$1000	75.00% 3	25.00% 1	0.00% 0	0.00% 0	0.00% 0	4	1.25
15 cents per \$1000	25.00% 1	75.00% 3	0.00% 0	0.00% 0	0.00% 0	4	1.75
20 cents per \$1000	40.00% 2	20.00% 1	40.00% 2	0.00% 0	0.00% 0	5	2.00
25 cents per \$1000	0.00% 0	20.00% 1	20.00% 1	40.00% 2	20.00% 1	5	3.60
30 cents per \$1000	0.00% 0	0.00% 0	0.00% 0	25.00% 1	75.00% 3	4	4.75

Q15 If more educational outreach about the benefits of Measure 3-451 had been performed by various entities, do you think the measure would have passed?

Answered: 7 Skipped: 2



Answer Choices	Responses	
Yes.	42.86%	3
No.	57.14%	4
Total		7

Q16 If a campaign, or multiple campaigns, was enacted in the coming year(s) with the goal(s) of eventually establishing a new autonomous NCPRD with an independent elected board, and securing a tax increase, what do you think would be the most important action organizers could take that is different from what was done in 2014?

Answered: 5 Skipped: 4

#	Responses	Date
1	First off, I don't necessarily think the message was bad, there just wasn't enough funds or time to get the message out to as many people as possible. We need to have a more complete plan of what will be done with the additional funds, including improvements in all parts of the district in order to appeal to the broadest number of voters.	12/19/2014 12:27 PM
2	Designate where the money would be spent.	12/18/2014 8:39 PM
3	A More Modest Tax Increase	12/18/2014 1:25 PM
4	Identify cost savings (if any) of creating an independent board and the advantage of eliminating oversight by County Commissioners.	12/16/2014 8:36 PM
5	Split the vote into three different parts (preferably in different elections): (1) Create new independent district (2) Choose board (3) Tax increases	12/16/2014 3:13 PM

Q17 Is there anything else you'd like to tell us about why you believe Measure 3-451 failed?

Answered: 1 Skipped: 8

#	Responses	Date
1	I talked to several of my friends who voted no and to the person it was because of the raise in taxes	12/16/2014 8:37 PM