



**RILEY RESEARCH ASSOCIATES**

Research for Marketing, Public Relations, and Planning



***CITY OF LAKE OSWEGO  
PARKS & RECREATION***

***VOTER PERCEPTION POLL***

**SUMMARY REPORT**

**DECEMBER 12, 2018**

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**RESEARCH | INSIGHT | KNOWLEDGE**

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**EXECUTIVE OVERVIEW**

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The following are highlights from a **scientific telephone survey** of 400 Lake Oswego voters, conducted in November 2018, regarding various Parks and Recreation Department aspects and issues.

█ Parks tend to dominate residents' perceptions of their Parks & Rec Department (mentioned by 44%), with the next highest mention being children's activities (10%), education or classes (9%), tennis courts (8%), and the Senior Center. Some 21 different Parks & Rec features were mentioned overall.

█ Some 80% of those surveyed have recently used some aspects of Parks & Rec services, programs, or facilities. Parks and trails are – by far - the most utilized feature of the Department (53%), followed by recreation facilities (10%), then a long list of less used features such as: water/river access, recreational sports or fitness programs, sports or leisure classes, youth camps, sports fields, the golf course, art and hobby classes, and team sports.

█ The Department received high ratings for various aspects of their services and facilities. Respondents agreed that the Department offers a good variety of programs and activities (with a rating of 8.2 on a ten-point scale), provides high-quality programs and activities (8.1), provides high-quality facilities (8.0), and provides good value for tax dollars (7.9). Voters were somewhat less likely to agree that the Department offers a good variety of facilities (7.7). The Department's overall rating was 7.9.

█ Most voters (67%) said they would “strongly support” a proposed bond renewal program designed to continue at no increase to taxpayers. Another 18% were “somewhat supportive” of the renewal. While about 11% were unsure or refused to say, only 3% of voters said they would “oppose” the renewal.

█ The projects rated as among the highest priorities (rated on a one to 10 scale), included contributing to the development of the School District's pool (6.9), renovating George Rogers, East Waluga & Westlake parks (6.7), acquiring park and open space for future development (6.4), upgrading the Adult Community Center (6.2), constructing improvements to Tryon Cove Park (6.1), and making improvements to Bryant Woods, Canal Acres, and River Run parks (6.1). The proposal to construct a permanent home for the Parks & Rec Department was rated at 5.3.

█ Regarding the proposal to renovate the golf course from an 18 hole par-3 to a 9 hole executive course was rated at 4.5, with 30% of voters rating this idea a priority “1” on the ten-point scale. On the follow-up question of funding the course renovation, a majority of voters (55%) would prefer selling residential lots to pay for the project, while 32% would rather not sell the lots and fund the project using bonds.

█ Top communication vehicles for voters included: the Lake Oswego Review (24%), the Department's activities guide (23%), the Department's email outreach (22%), and Hello LO (17%).

**Opt-in Online Survey:** the following comments address the phone survey’s companion online survey, which was made available on the Department’s website and promoted to those on the Department’s email list. In most cases, the responses were similar to those in the scientific survey, but differed in a few areas. For example, the phone survey was designed to ask residents for top-of-mind recollections about their perceptions and activities, while the online survey methodology is more effective when participants have checklists to choose from. Opt-in surveys also differ because they tend to reflect more engaged respondents as well as groups, interested in making sure their opinions are included.

☒ Where 20% of those in the phone survey said they had not used any Parks & Rec services or facilities, only 2% of the online survey residents gave that answer.

☒ In comparing performance ratings, the scientific results were consistently about one-point higher (1-to-10 ratings) compared to the online results. The biggest contrast was on the statement that the Department provides “High quality facilities,” in which the online participants rated that statement 1.7 points lower. “Variety of facilities” was rated 1.4 points lower. The Department’s “Overall” rating was the the one closest to the phone poll (just 0.4 points lower).

☒ The high level of support for the proposed bond renewal was almost as high among online survey participants at 80% support (versus 85% in the phone survey), with just 7% opposed and the rest unsure.

☒ Comparing the priority ratings for the proposed new projects, the results were similar, although support for the Parks and Rec home was slightly higher among online participants than for those in the phone study (5.7 vs. 5.3).

	Phone	Online
Q23. Contribute to completion of a new swimming pool in Lake Oswego	6.9	6.2
Q15. Replace / renovate park structures, restrooms at George Rogers, East Waluga, & Westlake Parks at a cost of \$1.4M	6.7	5.5
Q16. Acquire park & open space land for future natural area development, based on Parks Plan 2025, at a cost of \$3M	6.4	6.1
Q21. Complete upgrades to Adult Community Center’s main floor, to optimize customer service & better utilize available space at a cost of \$1M	6.2	5.6
Q17. Construct improvements to Tryon Cove park at the mouth of Tryon Creek & Willamette River, including access, bridge to Foothills Park & park amenities at a cost of \$4M	6.1	5.6
Q19. Develop & construct improvements to Bryant Woods, Canal Acres, & River Run park, including trails, wetland enhancement, parking, & other amenities at a cost of \$2.7M	6.1	5.2
Q13. Expansion of urban agriculture at Luscher Farm including community garden plot & varied Community Supported Agriculture (CSA) at \$1.5M.	5.7	4.8
Q20. Construct an environmental education classroom & renovation of the Firlane House at Luscher Farm for environmental education at \$1.5M	5.4	4.7
Q11. Build a permanent home for the Parks & Recreation Dept. including space for community classes & programs, gymnasium & community meeting spaces partially bond funded at total cost of \$20M	5.3	5.7

While 55% of those in the scientific poll supported selling lots to fund golf course improvements, only 24% of those in the online survey supported that idea, as 44% would rather use bonds.

The golf course and the pool were the subject of a great deal of the open-ended comments provided.

The media/communications preferences were almost identical in both surveys, although “Hello LO” moved fourth to third, ahead of “Email from the Parks and Rec Department.”



## INTRODUCTION

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Riley Research Associates (RRA) was asked to team with Lake Oswego's Parks & Recreation Department to conduct a scientific survey of voters, regarding their perceptions of the Parks & Recreation Department. In addition, the survey also addressed residents' willingness to renew or expand an expiring bond measure, and also provided voters an opportunity to rate various evaluated voters' priorities, in terms of the major proposed development activities under consideration.



## METHODOLOGY

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A telephone survey methodology was used to reach registered voters within the City of Lake Oswego. Key demographic characteristics were monitored to ensure that the sample was representative of voters within the City.

We interviewed 401 registered voters, which provides a sample accurate to within +/- 5% at a 95% level of confidence. The poll was conducted between November 14<sup>th</sup> and 21<sup>st</sup> 2018. An online survey was also created and hosted on the Parks and Rec website, to provide survey access for those who were not reached in the telephone survey. The online poll results are in a separate report.

This report includes the results of the scientific survey, with an executive overview as well as a question-by-question analysis with significant demographic insights. A collection of verbatim responses to open-ended questions, as well as cross-tabulations are in a separate report.



## RESULTS

### Q1. First of all, when I mentioned the Lake Oswego Parks and Recreation Department, what programs, services, and facilities come to mind?

Parks got the top mention among programs, services, and facilities provided by the City (mentioned by 44%). Parks tend to dominate residents' perceptions of the department with the next highest response being Children's activities (10%), Education or classes (9%), Tennis courts (8%), and the Senior center (8%). Men (51%) mentioned parks more often than women (37%). The few who strongly oppose the proposed bond renewal also mentioned parks (62%) more than those who strongly supported it (43%). Mention of parks decreased with the age of the respondent and increased with the number of children in the household but remained consistent with an increase in the number of years stayed in Lake Oswego.

Children's activities and Education / classes, both received more mentions from women than men, and younger people. Elementary and middle school sports fields, Environmental education and Conference centers were the least mentioned aspects.

	Total
	401
Parks	44%
Children's activities	10
Education / classes	9
Tennis / Pickleball courts / facilities	8
Senior / adult community center	8
Recreational sports / fitness	6
Trails and pathways	6
Swimming pools	6
Golf course / golf programs	5
Outdoor sports facilities	5
Community centers	5
Farm / community garden / CSA	4
Camps and clinics	4
Sports leagues / activities	4
Dog parks	3
Arts and crafts	3
Indoor sports facilities	2
Natural areas	2
Health / wellness activities	2
Elementary and middle school sports fields	1
Environmental education or protections	1
Conference centers	0
Miscellaneous	10
None of the above / not familiar	11

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**Q2. Which types of Lake Oswego Parks and Rec services or facilities, if any, have you or your family used in the past 12 months? Mark all that apply.**

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Four out of five residents (80%) have used one or more of the facilities with just 20% saying they have not used any. More than one-third (36%) of long-time residents (those who have lived in the City for more than 40 years) indicated they are not using any of the facilities suggesting, that newer and younger residents use the facilities more.

Parks and trails got the top mention with more than half (53%) reporting having used them in the past year. Men (58%) mentioned parks more often than women (48%). While those who oppose the P&R bond renewal plan tended to perceive the Department in terms of parks, this group actually uses parks and trails less than those who strongly supported the P&R bond renewal plan (46% versus 55%, respectively). Usage of parks and trails appears to decrease above 44 years of age, but increased along with the number of children in the household.

The second and third most popular P&R activities included recreational facilities and access to water / swim parks, both of which got more mentions from women. Recreational facilities were more used by seniors and those with no children, while usage of swim parks increased with the number of children and decreased among older respondents.

Health and wellness programs, environmental education, or nature park lectures were the least reported programs.

	Total
	401
Parks or trails	53%
Recreational facilities (buildings)	10
Access to water / Swim park / Beaches	7
Recreational sports or fitness programs	6
Sports or leisure classes	6
Youth camps (summer, winter, spring, school breaks, etc.)	6
Sports fields, including area middle or elementary schools	5
Golf Course (Par 3)	5
Arts, craft or hobby classes	5
Team sports leagues (basketball, soccer, etc.)	4
Environmental education or nature park lectures	2
Health or wellness programs	2
Miscellaneous	14
Have not used any	20

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**Using a one to ten scale, where 10 means “strongly agree,” and 1 means “strongly disagree,” to what extent would you agree or disagree with the following statements about the Lake Oswego Parks and Recreation Department?**

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Statements about the quality of Parks & Rec Department services received high ratings. The overall rating was 7.9 on a 10-point scale. The highest rating was regarding the “good variety of programs and activities,” with a mean rating of 8.2. The lowest score was for the statement that the P&R Department offers a “good variety of facilities” (mean 7.7).

Women gave higher ratings than men on all aspects. Those who were between 25 and 44 years of age also gave higher ratings than other age groups. Ratings tended to decline among households with higher numbers of children, as well as among those who oppose the P&R bond renewal.

	1- Strongly Disagree	2	3	4	5	6	7	8	9	10- Strongly Agree	Ref	Mean Rating
Q4. Offers a good variety of programs, and activities	1	-	-	1	8	3	11	21	11	31	11	8.2
Q5. Provides high-quality programs, and activities	1	-	-	1	8	4	11	22	11	28	13	8.1
Q7. Provides high-quality facilities	2	0	1	2	5	4	12	22	13	28	9	8.0
Q3. Provides good value for your tax dollars	2	0	2	2	7	5	12	21	8	31	9	7.9
Q6. Offers a good variety of facilities	2	1	2	2	7	6	16	17	11	25	10	7.7
Q8. Overall Rating	2	0	1	2	9	5	15	24	16	25	0	7.9

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**Q9. If a Parks & Rec bond renewal plan was designed to continue at no increase to tax payers, would you likely support or oppose that bond measure? (Strongly or somewhat?)**

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When asked about their potential support or opposition to a proposed bond renewal, residents overwhelmingly supported the proposal. Two-thirds of voters “strongly support” the renewal, with another 18% somewhat supportive (85% support). Only 3% opposed the proposal.

The vote was consistently favorable across all demographic groups, irrespective of age, gender, race, number of years in Lake Oswego, or number of children in the household.

	Total
	401
Strongly oppose	3%
Unsure	5
Somewhat support	18
Strongly support	67
Refused	6

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**Q10. What are the main reasons for your (support/opposition/uncertainty)?**

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Supporters (85%): Many residents “believe” in the value of having good parks and recreation services, available to the community. They feel that the programs and facilities are important, add value to their homes, and foster healthy activities for themselves, their children, and pets. Supporters feel the Department is doing a good job. The statement that their taxes would not increase under the proposal was cited frequently.

Uncertain voters (11%): Many of those unsure about supporting the proposed renewal indicated that they don’t feel they know enough about the plan, and hope to better understand where the money will be going. Others, including some on fixed-incomes are reluctant to authorize any (new) taxes.

Opponents (3%): Among those in opposition to the proposal, most are wary of taxes. While some say they don’t know enough about the plan, others think supporting schools is a higher priority.

The full list of verbatims is contained in a separate appendix. A copy of the verbatim responses to the opt-in online poll are also included in that appendix.

### Proposed improvement is ... How would you prioritize this project, one to 10?

Participants were given a list of 14 proposals which they were asked to prioritize on a scale from one to ten, with one representing a low priority and ten a high priority. The proposals ranked highest were the swimming pool partnership (mean 6.9), and the replacement and renovation of park structures and restrooms at George Rogers, East Waluga and Westlake Parks (mean 6.7).

The projects which got the lowest ratings in priority were the replacement of the skateparks (4.4) and artificial turf fields (mean 4.3).

	1-Low Priority	2	3	4	5	6	7	8	9	10-High Priority	Ref	Mean Rating
Q23. Contribute to completion of a new swimming pool in Lake Oswego	9%	2%	5%	3%	8%	7%	12%	12%	7%	30%	2	6.9
Q15. Replace / renovate park structures, restrooms at George Rogers, East Waluga, & Westlake Parks at a cost of \$1.4M	7	4	5	4	11	9	12	18	7	20	2	6.7
Q16. Acquire park & open space land for future natural area development, based on Parks Plan 2025, at a cost of \$3M	12	5	4	5	12	7	12	9	8	23	3	6.4
Q21. Complete upgrades to Adult Community Center's main floor, to optimize customer service & better utilize available space at a cost of \$1M	9	4	6	6	15	7	10	17	6	16	4	6.2
Q17. Construct improvements to Tryon Cove park at the mouth of Tryon Creek & Willamette River, including access, bridge to Foothills Park & park amenities at a cost of \$4M	12	3	6	6	11	9	13	12	9	15	3	6.1
Q19. Develop & construct improvements to Bryant Woods, Canal Acres, & River Run park, including trails, wetland enhancement, parking, & other amenities at a cost of \$2.7M	9	4	5	5	15	10	14	16	5	12	5	6.1
Q13. Expansion of urban agriculture at Luscher Farm including community garden plot & varied Community Supported Agriculture (CSA) at \$1.5M.	13	6	6	6	13	8	11	18	4	12	2	5.7
Q20. Construct an environmental education classroom & renovation of the Firlane House at Luscher Farm for environmental education at \$1.5M	16	7	6	6	16	8	11	8	7	12	3	5.4

**(Continued) Proposed improvement is ... How would you prioritize this project, one to 10?**

	1-Low Priority	2	3	4	5	6	7	8	9	10-High Priority	Ref	Mean Rating
Q11. Build a permanent home for the Parks & Recreation Dept. including space for community classes & programs, gymnasium & community meeting spaces partially bond funded at total cost of \$20M	17%	5%	5%	5%	16%	9%	13%	12%	4%	9%	4%	5.3
Q22. Construct lobby, upgrade ADA access for existing Tennis Center at a cost of \$1M	17	9	8	6	15	9	9	10	4	8	5	5.0
Q12. Develop appropriate access, parking at Luscher Farm at a cost of \$1.1M	18	9	7	8	18	7	10	9	2	7	4	4.7
Q24. Re-construct the existing par-3 municipal course into a 9-hole executive course & enlarge & improve driving range at a cost of \$2.5M	30	6	7	6	11	6	9	7	5	9	1	4.5
Q18. Replacement of 15,000 sq ft skatepark at a cost of \$1.2M	22	8	8	7	19	7	8	7	2	5	6	4.4
Q14. Build new artificial turf field on City owned property across from Luscher Farm & convert existing baseball infields to artificial turf at Westlake and George Rogers Parks at a cost of \$6M	24	10	8	8	15	7	8	9	2	6	3	4.3

**Q25. As a follow-up, should the City consider selling a portion of the existing golf course, to create 6 or 7 lots, to fund the re-construction of the golf course?**

About 55% of respondents prefer selling the lots, while one-third (32%) prefer using the bond to finance the project. Preferences lean towards using bonds with increases among older respondents and those who have lived in Lake Oswego for many years. Among respondents with more children, or among people of color, more leaned towards selling the lots.

	Total
	401
Strongly prefer selling lots	33%
Somewhat prefer selling lots	22
Unsure	12
Somewhat prefer bond	10
Strongly prefer bond	22

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**Q26. Was there any project mentioned – or aspect of Parks and Rec operations that might cause you to be less likely to vote for the bond renewal?**

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The greatest number of specific responses involved the golf course (38). Many feel the course should be left alone. Others feel that because few residents use it, visitors should be the ones paying for any improvements. Many are opposed to the idea of selling any part of the course. The cost of the bond and the various (unnecessary) proposals was the second most-common concern (17).

Specific facilities improvements generate opposition from some: many consider the pool a necessity, but a few oppose it. Not everyone agrees that turf fields are desirable. The Luscher Farms proposals drew several complaints based on the extensive programs and facilities proposed. The proposed new P&R Department home was criticized by several residents. Others were hoping for more new facilities, such as the tennis center, the skatepark, cycling paths, or more facilities in general. An appendix with a full list of the verbatim comments is available in a separate document.

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**Q27. Now wrapping up and switching to community outreach, how do you typically get information or learn about services or programs provided by the Parks & Rec Department? Select all that apply.**

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The Lake Oswego review, the Department catalog and Parks & Rec email, are the top three sources of information, each mentioned by more than one-fifth of respondents. Women preferred the first two while men tend to rely more on the P&R Department email.

Sources rarely used are the Oregonian, local TV, radio news, or interactions with P&R employees.

	Total
	401
Lake Oswego Review	24%
Department activities guide (printed catalog)	23
Park and Rec email	22
Hello LO	17
Department website	13
WOM / talk with friends and family	7
Social media	5
Department activities guide (online catalog)	4
Posters at facilities	2
Oregonian / A&E / Oregonlive.com	1
Local TV news	1
Child's school / school	1
I talk with parks and Rec employees	1
Local radio news	1
I call the Parks and Rec dept	1
Miscellaneous	15



**DEMOGRAPHICS: PARTICIPANT PROFILES**

**Q28. Just a few questions to finish up: for about how many years have you lived in Lake Oswego?**

	Total
	401
1 year	7%
2-4 years	21
5-10 years	20
11-20 years	21
21-40 years	20
More than 40 years	10
Mean	17

**Q29. In which neighborhood is your residence?**

	Total
	401
Mountain Park	17%
Palisades	12
Westlake	9
Bryant	8
Lake Grove	6
Hallinan	5
Forest Highlands / First Addition	4
Blue Heron	3
Waluga	2
Foothills	2
Old Town	2
Glenmorrie	2
Evergreen	1
Lake Forest (Uninc)	1
North Shore Country Club	1
McVey South Shore	1
Rosewood (Uninc)	1

**(Continued) In which neighborhood is your residence?**

	Total
Uplands	1
Forest Hills	1
Holly Orchard	1
Lakewood	1
Westridge	1
Other / Not sure	14

**Q30. How many children under age 19, if any, currently live in your home?**

	Total
	401
None	64%
1	14
2	17
3	3
4	1
5+	0
Refused	1

**Q31. Which of these categories includes your age?**

	Total
	401
18-24	3%
25-34	8
35-44	18
45-54	18
55-64	20
64-74	17
75+	13
Refused	2

**Q32. Are you or is a member of your immediate family employed by the City of Lake Oswego?**

	Total
	401
No	98%
Yes on payroll	1
Yes as a volunteer	1

**Q33. How would you characterize your gender?**

	Total
	401
Female	55%
Male	44
Different identity	1

**Q33. Which of the following best represents your race and ethnicity? Select all that apply.**

	Total
	367
White / Euro- American / Caucasian	90%
Latino or Hispanic	4
Asian / East Asian / Pacific Islander	4
South Asian / Indian American	2
Black, Afro-Caribbean or African American	1
Middle Eastern	1
Native American / Alaska Native	2


**APPENDIX: QUESTIONNAIRE**


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Lake Oswego Parks & Rec  
Community Perception Survey  
Questionnaire Ver 5.1 11-8-2018

Hello, my name is [First Name] with Riley Research Associates. We're calling on behalf of the Lake Oswego Parks and Recreation Department, to listen to your thoughts on services and priorities.

(As necessary)

- The survey will take about 10 minutes
- It is not a sales call and we are not soliciting anything; we are just interested hearing your thoughts about the Parks & Rec Department as well as some priorities for the future
- Your responses will be anonymous and combined with hundreds of others

S1. Do you live in or outside of the City of Lake Oswego? (If "out" politely discontinue)

- <sub>01</sub> Inside (Continue)  
 <sub>02</sub> Outside (Politely discontinue)

Q1. First of all, when I mentioned the Lake Oswego Parks and Recreation Department, what programs, services, and facilities came to mind? What else? (Do not read list. Multiple responses)

- |   |  |
|---|--|
| <input type="checkbox"/> <sub>01</sub> Swimming Pools                             | <input type="checkbox"/> <sub>13</sub> Natural areas                                   |
| <input type="checkbox"/> <sub>02</sub> Arts and crafts                            | <input type="checkbox"/> <sub>14</sub> Outdoor sports facilities                       |
| <input type="checkbox"/> <sub>03</sub> Children's activities                      | <input type="checkbox"/> <sub>15</sub> Parks   |
| <input type="checkbox"/> <sub>04</sub> Camps and clinics                          | <input type="checkbox"/> <sub>16</sub> Farm / Community garden                         |
| <input type="checkbox"/> <sub>05</sub> Community centers                          | <input type="checkbox"/> <sub>17</sub> Recreational sports / fitness                   |
| <input type="checkbox"/> <sub>06</sub> Conference centers                         | <input type="checkbox"/> <sub>18</sub> Senior / Adult Community Center                 |
| <input type="checkbox"/> <sub>07</sub> Education / Classes                        | <input type="checkbox"/> <sub>19</sub> Sports leagues / activities                     |
| <input type="checkbox"/> <sub>08</sub> Elementary and middle school sports fields | <input type="checkbox"/> <sub>20</sub> Trails & Pathways                               |
| <input type="checkbox"/> <sub>09</sub> Environmental education or protections     | <input type="checkbox"/> <sub>21</sub> Tennis/Pickleball courts / facilities           |
| <input type="checkbox"/> <sub>10</sub> Golf Course / golf programs                | <input type="checkbox"/> <sub>22</sub> Dog parks                                       |
| <input type="checkbox"/> <sub>11</sub> Health / Wellness activities               | <input type="checkbox"/> <sub>98</sub> Other, specify _____                            |
| <input type="checkbox"/> <sub>12</sub> Indoor sports facilities                   | <input type="checkbox"/> <sub>99</sub> Don't know / Not familiar with any of the above |

Q2. Which types of Lake Oswego Parks and Rec services or facilities, if any, have you or your family used in the past 12 months? (Mark all that apply)

- |   |   |
|---|---|
| <input type="checkbox"/> <sub>01</sub> Recreational sports or fitness programs        | <input type="checkbox"/> <sub>08</sub> Parks or trails  |
| <input type="checkbox"/> <sub>02</sub> Sports or leisure classes                      | <input type="checkbox"/> <sub>09</sub> Environmental education or nature park lectures            |
| <input type="checkbox"/> <sub>03</sub> Arts, craft or hobby classes                   | <input type="checkbox"/> <sub>10</sub> Sports fields, including area middle or elementary schools |
| <input type="checkbox"/> <sub>04</sub> Health or wellness programs                    | <input type="checkbox"/> <sub>11</sub> Youth camps (summer, winter, spring, school breaks, etc)   |
| <input type="checkbox"/> <sub>05</sub> Team sports leagues (basketball, soccer, etc.) | <input type="checkbox"/> <sub>12</sub> Golf Course (Par 3)  |
| <input type="checkbox"/> <sub>06</sub> Recreational facilities (buildings)            | <input type="checkbox"/> <sub>13</sub> Other, specify _____                                       |
| <input type="checkbox"/> <sub>07</sub> Access to water / Swim park / Beaches          | <input type="checkbox"/> <sub>99</sub> None / Have not used any of the above                      |

Using a one to ten scale, where 10 means “strongly agree,” and 1 means “strongly disagree,” to what extent would you agree or disagree with the following statements about the Lake Oswego Parks and Recreation Department?

- Q3. Provides good value for your tax dollars \_\_\_\_\_
- Q4. Offers a good variety of programs, and activities \_\_\_\_\_
- Q5. Provides high-quality programs, and activities \_\_\_\_\_
- Q6. Offers a good variety of facilities \_\_\_\_\_
- Q7. Provides high-quality facilities \_\_\_\_\_

Q8. And using a scale 10 being exceptional and 1 being poor, how would you rate the performance of Lake Oswego Parks and Rec Department overall?

Q9. As you may know, Lake Oswego voters have approved several bonds over the years to fund various projects for the Parks and Recreation Department. And, as you may know, the bonds currently cost residents about twenty-four cents per thousand dollars of assessed property value or \$96 per year for the average home. Over the next couple of years those bonds are set to expire and the city is considering putting a bond renewal on next year’s ballot. If a Parks & Rec bond renewal plan was designed to continue at no increase to tax payers, would you likely support or oppose that bond measure? (Strongly or somewhat?)

- 5 Strongly support.....  2 Somewhat oppose
- 4 Somewhat support .....  1 Strongly oppose
- 3 (Unsure).....  9 (Refused)

Q10. And what are the main reasons for your (support/opposition/uncertainty)?

In addition to your thoughts about the proposed bond, the Parks & Rec Department would like to hear your thoughts about a list of some ten potential projects, along with the costs of those projects, which range from about one million to about 20 million dollars.

As I read through the list of about 10 projects, please rate each idea, on a scale from 1 to 10, where 10 means that project should be among the highest priorities, while a rating of 1 means the project should be considered a low priority. I’ll describe the features along with the estimated cost, and ask you to quickly give me a number from 1 to 10:

Q11. The first proposed improvement is building of a permanent home for the Parks and Recreation Department including space for community classes and programs, a gymnasium and community meeting spaces partially bond funded at total cost of 20M. How would you prioritize this project, one to 10?

The next proposal is to (read item). How would you prioritize that project?

	Question	Score between 1 and 10
Q12	Develop appropriate access and parking at Luscher Farm at a cost of 1.1 million.	
Q13	Expansion of Urban Agriculture at Luscher Farm including community garden plot and varied Community Supported Agriculture (CSA) 1.5M	
Q14	Build a new artificial turf field on City owned property across from Luscher Farm, and convert existing baseball infields to artificial turf at Westlake and George Rogers Parks at a cost of 6 million	
Q15	Replace and/or renovate park structures and restrooms at George Rogers, East Waluga, and Westlake Parks at a cost of 1.4 million	
Q16	Acquire park and open space land for future natural area development, based on Parks Plan 2025, at a cost of 3 million	
Q17	Construct improvements to Tryon Cove park at the mouth of Tryon Creek and Willamette River, including access, bridge to Foothills Park and park amenities at a cost of 4 million	
Q18	Replacement of the 15,000 square foot skatepark at a cost of 1.2 million	
Q19	Develop and construct improvements to Bryant Woods, Canal Acres, and River Run park, including trails, wetland enhancement, parking, and other amenities at a cost of 2.7 million	
Q20	Construct an environmental education classroom and renovation of the Firlane House at Luscher Farm for environmental education 1.5M	
Q21	Complete upgrades to the Adult Community Center's main floor, to optimize customer service and better utilize available space at a cost of 1 million	
Q22	Construct a lobby and upgrade ADA access within the current footprint of the existing Tennis Center at a cost of 1 million	
Q23	Contribute to the completion of a new swimming pool in Lake Oswego at a cost of \$?	
Q24	Re-construct the existing par-3 municipal course into a 9-hole executive course and enlarge and improve the driving range at a cost of 2.5 million	

Q25. As a follow-up, should the City consider selling a portion of the existing golf course, to create 6 or 7 lots, to fund the re-construction of the golf course? (Strongly or somewhat?)

- 5 Strongly support use of a bond .....  2 Somewhat support selling lots  
 4 Somewhat support use of a bond .....  1 Strongly support selling lots  
 3 (Unsure / Depends / Neither / Don't care) .....  9 (Refused)

Q26. Was there any project mentioned – or aspect of Parks and Rec operations that might cause you to be less likely to vote for the bond renewal?

Q27. Now wrapping up and switching to community outreach, how do you typically get information or learn about services or programs provided by the Parks & Rec Department? (Do not read list. Multiple responses)

- |   |   |
|---|---|
| <input type="checkbox"/> 01 Lake Oswego Review                            | <input type="checkbox"/> 12 I call the Parks & Rec Department |
| <input type="checkbox"/> 02 Child's school / School                       | <input type="checkbox"/> 13 I talk with Parks & Rec employees |
| <input type="checkbox"/> 03 Department activities guide (online catalog)  | <input type="checkbox"/> 14 WOM / Talk with friends / family  |
| <input type="checkbox"/> 04 Department activities guide (printed catalog) | <input type="checkbox"/> 15 HelloLO                           |
| <input type="checkbox"/> 05 Park & Rec. e-mail                            | <input type="checkbox"/> 16 Social Media                      |
| <input type="checkbox"/> 06 Department Website                            |   |
| <input type="checkbox"/> 07 Posters at facilities                         |   |
| <input type="checkbox"/> 08 Metro Parent Magazine                         |   |
| <input type="checkbox"/> 09 Oregonian / A&E / OregonLive.com              |   |
| <input type="checkbox"/> 10 Local television news                         | <input type="checkbox"/> 98 Other, specify ____               |
| <input type="checkbox"/> 11 Local radio news                              | <input type="checkbox"/> 99 (Refused)                         |

## Demographics

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Q28. Just a few questions to finish up: for about how many years have you lived in Lake Oswego?

Years ..... \_\_\_\_

Q29. In which neighborhood is your residence?

- 01 Birdshill
- 02 Blue Heron
- 03 Bryant
- 04 Childs
- 05 Evergreen
- 06 Foothills
- 07 Forest Highlands/First Addition
- 08 Forest Hills
- 09 Glenmorrie
- 10 Hallinan
- 11 Holly Orchard
- 12 John's Woods
- 13 Lake Forest (Unincorporated)
- 14 Lake Grove
- 15 Lakeview Summit
- 16 Lakewood
- 17 McVey-South Shore
- 18 Mountain Park
- 19 North Shore Country Club
- 20 Oak Creek
- 21 Old Town
- 22 Palisades
- 23 Rosewood (Unincorporated)
- 24 Skylands (Unincorporated)
- 25 Uplands
- 26 Waluga
- 27 Westlake
- 28 Westridge
- 29 Other / Not sure

Q30. How many children under age 19, if any, currently live in your home?

- <sub>1</sub> None
   
  <sub>5</sub> 4  
 <sub>2</sub> 1
   
  <sub>6</sub> 5+  
 <sub>3</sub> 2
   
  <sub>9</sub> (Refused)  
 <sub>4</sub> 3

Q31. Which of these categories includes your age?

- <sub>1</sub> 18-24
   
  <sub>5</sub> 55-64  
 <sub>2</sub> 25-34
   
  <sub>6</sub> 65-74  
 <sub>3</sub> 35-44
   
  <sub>7</sub> 75+  
 <sub>4</sub> 45-54
   
  <sub>9</sub> (Refused)

Q32. Are you or is a member of your immediate family employed by the City of Lake Oswego?

- <sub>1</sub> No
   
  <sub>3</sub> Volunteer only  
 <sub>2</sub> Yes - on payroll

Q33. And how would you characterize your gender?

- <sub>1</sub> Female
   
  <sub>5</sub> Genderqueer/Gender non-conforming  
 <sub>2</sub> Male
   
  <sub>6</sub> Different identity (please state): \_\_\_\_\_  
 <sub>3</sub> Trans male/Trans man
   
  <sub>9</sub> (Refused)  
 <sub>4</sub> Trans female/Trans woman

Q 34. Which of the following best represents your racial or ethnic heritage? Choose all that apply.

- <sub>1</sub> Non-Hispanic White or Euro-American
   
  <sub>5</sub> Black, Afro-Caribbean, or African American  
 <sub>2</sub> Latino or Hispanic American
   
  <sub>6</sub> Middle Eastern or Arab American  
 <sub>3</sub> East Asian or Asian American
   
  <sub>7</sub> Native American or Alaskan Native  
 <sub>4</sub> South Asian or Indian American
   
  <sub>9</sub> Other

Those are all the questions I have. Thank you for your time and opinions!

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