

October 2016

City of Eugene

Parks and Recreation Survey

TELEPHONE SURVEY



Prepared by DHM Research

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Introduction & Methodology

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From September 29 – October 3, 2016, DHM Research conducted a survey of City of Eugene voters. The purpose of the survey was to assess voter satisfaction with Eugene’s parks, community centers, and pools, as well as their willingness to support additional funding.

Research Methodology: The telephone survey consisted of 300 voters and took approximately 15 minutes to complete. This is a sufficient sample size to assess voter opinions generally and to review findings by multiple subgroups.

Respondents were contacted by a live interviewer from a list registered voters, which included cell phones. In gathering responses, a variety of quality control measures were employed, including questionnaire pre-testing and validation. Quotas were set by age, gender, political party, and city ward to model a typical primary election.

Statement of Limitations: Any sampling of opinions or attitudes is subject to a margin of error. The margin of error is a standard statistical calculation that represents differences between the sample and total population at a confidence interval, or probability, calculated to be 95%. This means that there is a 95% probability that the sample taken for this study would fall within the stated margin of error if compared with the results achieved from surveying the entire population. The margin of error for this survey is $\pm 5.7\%$.

DHM Research Background: DHM Research has been providing opinion research and consultation throughout the Pacific Northwest and other regions of the United States for over three decades. The firm is nonpartisan and independent and specializes in research projects to support public policy making.

Summary & Observations

2

Eugene’s voters were overwhelmingly satisfied with parks and recreation, and said that they represent a good value for the taxpayer money they spend.

- 80% of voters were satisfied with parks and recreation, with 32% strongly satisfied.
 - Those who were satisfied most frequently cited the maintenance, abundance, and quality of parks in Eugene. Much of dissatisfied voters’ sentiments can be traced to homelessness.
- 72% agreed that parks and recreation provide good value to taxpayers, 39% strongly so.
- Democrats and those who used park or recreation services frequently were more positive. That said, all demographic groups had a positive view of parks and recreation services in Eugene.

Addressing safety concerns in some parks was most important to Eugene’s voters.

- Almost all (92%) said safety concerns are somewhat or very important (71%) to address.
 - This high level of importance was consistent across all demographics.
- While insufficient funding (79%), outdated and undersized recreation facilities (74%), and the unequal distribution of parks and recreation sites (72%) were deemed important by about three in four voters, these challenges were a clear step below safety concerns in the mind of Eugene’s electorate.
 - Party affiliation directly impacted the importance ascribed to each of these three challenges: Democrats’ importance levels were an average of 19% points higher than Republicans’.

Voters were split between thinking funding for parks and recreation services should be kept at current levels (47%) and that funding should be increased (43%). Few desired a decrease.

- Democrats, frequent park visitors, and those with household incomes over \$100K annually were more likely to call for an increase in funding.

Asked what were the most important projects to fund for recreation and parks in Eugene, voters focused on renovating and expanding existing offerings, with the exception of a new combined community center and public pool.

- A new combined community center and pool (29%) was deemed the most important recreation project to fund, followed closely by renovating and expanding existing community centers (25%).
- With regards to parks, voters most frequently called for an expansion of the city’s trail system (27%) and the renovation and maintenance of existing parks and natural areas (21%).

Satisfaction with the maintenance of the City of Eugene’s parks was high, and voters were supportive of fully funding park maintenance.

- 77% were satisfied with the maintenance of Eugene’s parks, and 28% were very satisfied.
 - Even among the least satisfied voters—Republicans (66%) and infrequent parks visitors (67%)—two in three were satisfied with maintenance.
- Voters were supportive of two scenarios to fully fund the upkeep of parks—\$2 million for park maintenance (71%) and \$2.5 million for maintenance as well as safety and security services (64%).
 - Democrats drove support for the more affordable (85%) and more expensive (75%) scenarios.

Presented with four options to increase funding for parks and recreation, with each option building on the previous one in terms of cost and the programs and services offered. Eugene's voters supported Option A (62%) and Option B (57%). They stood in opposition to Option C (61%) and Option D (67%).

- The decrease support between Option B and C suggests that there is a cost threshold that Eugene's voters are not willing to cross to fund the city's parks and recreation.
 - Support was again driven by the Democratic voters—61% of all frequent voters in Eugene. From Option B to C, support among these voters dropped precipitously.
- More voters strongly supported Option B than did Option A. Due to this strong support, and Option B's position as the largest funding measure with the support of voters, in-depth analysis is provided in the Key Findings section of the report.

Voters preferred iterative and temporary funding mechanisms for Eugene's parks and recreation, and that those who can afford more, pay more.

- To pay for expanding and building new parks and recreation facilities, 56% preferred to vote every few years on separate, smaller funding packages instead of one large funding package (35%).
- Similarly, 59% preferred a temporary funding measure to provide additional funding for maintenance and operations, as compared to 33% who favored a permanent funding system.
- To pay for parks and recreation services, a majority called for those who could afford more to pay more (53%). One in three (34%) preferred that all pay equally.

Through the survey, party affiliation proved to be the most salient determinant of voters' opinions. Democrats tended to be more satisfied with parks and recreation, and were more amenable to increases in funding.

- Democrats were more satisfied with parks and recreation, the maintenance of parks, and more likely to agree that parks and recreation provides good value to taxpayers.
- A majority of Democrats favored an increase in funding (56%), while two thirds of other voters favored keeping funding at current levels. When faced with specific funding proposals, Democrats were more supportive than Republicans and independent voters.
- In general, Democrats placed more importance on challenges facing parks and recreation. Across all political affiliations, voters placed extremely high importance on addressing safety concerns.

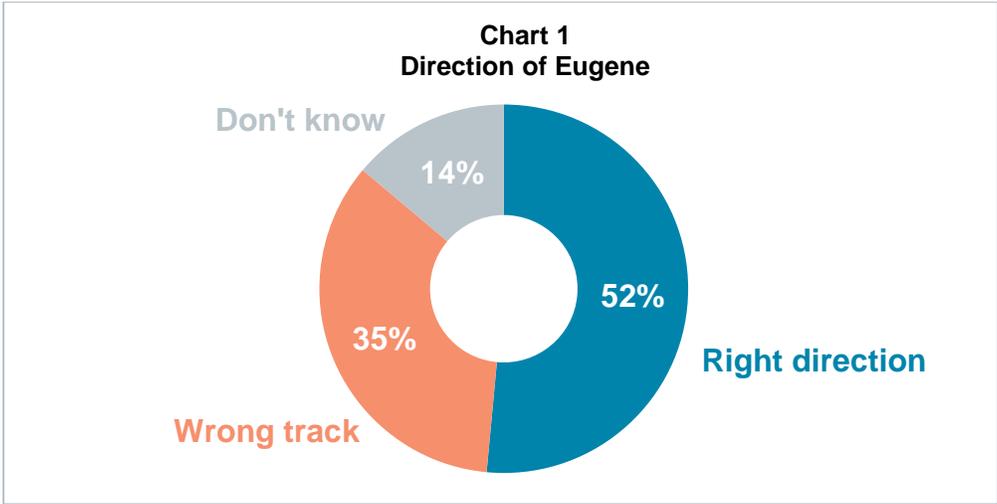
Satisfaction with parks and recreation was high, and voters recognize the challenges facing parks and recreation in Eugene. However, there were clear price sensitivities throughout the survey.

- While voters were supportive of a pair of proposals to fund the maintenance of existing park facilities (71%) and maintenance as well as safety and security services (64%), support fell by 7% points for the second, more expensive proposal.
- With regards to the four options to increase funding, support fell precipitously from Option B (57%), costing \$50 million, to Option C (34%), costing \$75 million. This drop in support can largely be traced to price sensitivities among Democratic voters.
- As noted above, voters were split about whether funding for parks and recreation should stay at current levels or increase. In this landscape, specifics will be particularly important, including the amount of an increase, the impacts of increased funding, and the form of funding mechanism.

DHM Research conducted a telephone survey of voters living in the City of Eugene on behalf of the Parks and Open Space and Recreation Services divisions. The purpose of the survey was to assess voter satisfaction with Eugene’s parks, community centers, and pools, as well as their willingness to support certain types of funding.

1.1 WARM UP

Voters in the City of Eugene were by and large positive about the direction their community was headed (Q1). A slight majority of 52% thought things were headed in the right direction, while 35% said they were off on the wrong track, and 14% were unsure.



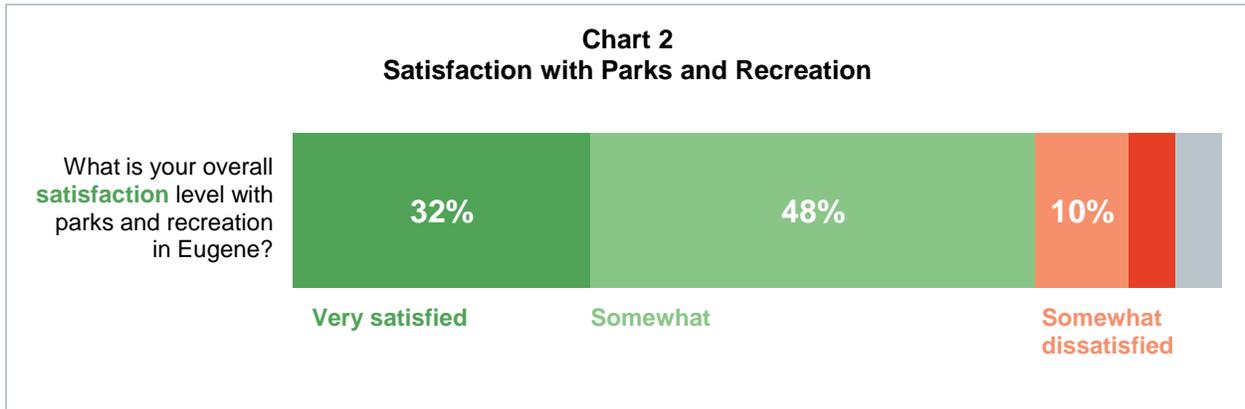
Source: DHM Research, October 2016

While almost seven in ten Democrats (68%) thought things were headed in the right direction, just 36% of independent voters—including non-affiliated voters, registered Independents, and members of other parties—and 20% of Republicans shared in this optimism. Political affiliation proved to be a major determinant of beliefs throughout the survey, especially on the topic of funding.

Those living in Southeast Eugene were more positive (63%) than voters in Northwest (46%) or Willakenzie (37%). It should be noted that 73% of voters in Southeast were Democrats, as compared to 53% of those from the rest of the city. See the Demographics section of this report on page 19 for an explanation of analysis by geographic area.

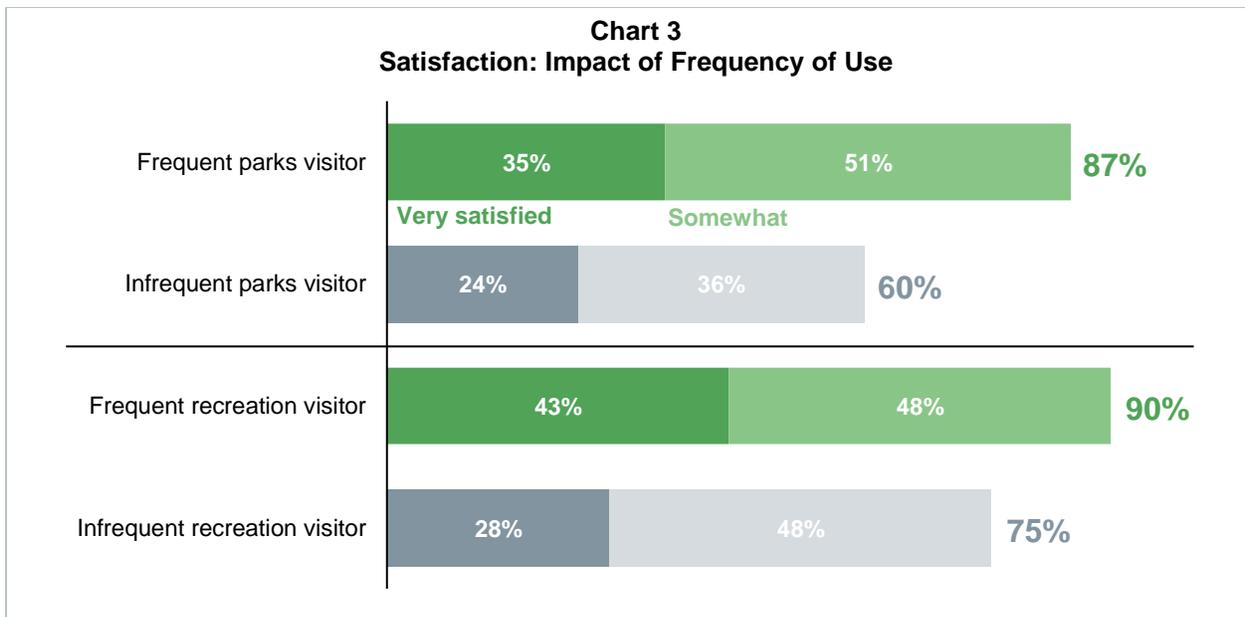
1.2 PERCEPTION OF PARKS AND RECREATION

Respondents were asked a series of questions to determine their satisfaction with parks and recreation (Q2), why they held those views (Q3, Q4), and if the city’s parks and recreation divisions provided good value to taxpayers (Q5).



Source: DHM Research, October 2016

The city’s voters were overwhelmingly satisfied with parks and recreation in Eugene (80%), with one in three saying they were very satisfied (Q2). Again, Democrats took a rosier view: 86% were satisfied as compared to 70% of voters with other affiliations.



Source: DHM Research, October 2016

Voters from households that utilized parks and recreation offerings—parks, community centers, pools—at least once per month were more satisfied than less frequent visitors. Southeast voters (86%) were more satisfied than those from Northwest (72%) or Southwest (70%).

Respondents were asked to explain, in their own words, why they felt the way they did about Eugene’s parks and recreation. Those who were satisfied noted the quality of parks, their upkeep, and the abundance of offerings—both in physical spaces and in programming (Q3).

Chart 4
Reasons Satisfied with Parks and Recreation (N=239)



Source: DHM Research, October 2016

Dissatisfied voters focused on safety, upkeep, and homelessness (Q4). While the below results should be interpreted with care due to small sample size (N=47), it is clear that many ascribe their dissatisfaction to the impacts of homelessness in Eugene.

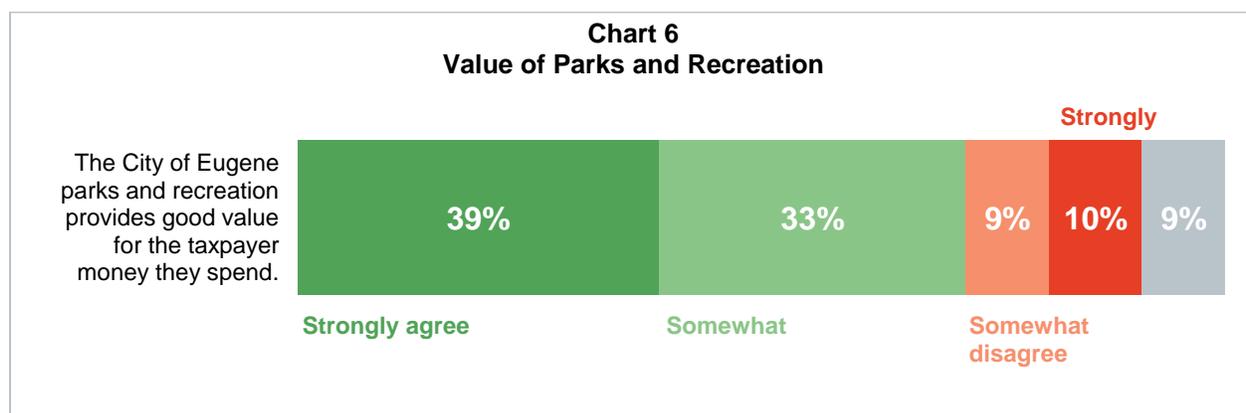
Chart 5
Reasons Dissatisfied with Parks and Recreation (N=47)



Source: DHM Research, October 2016

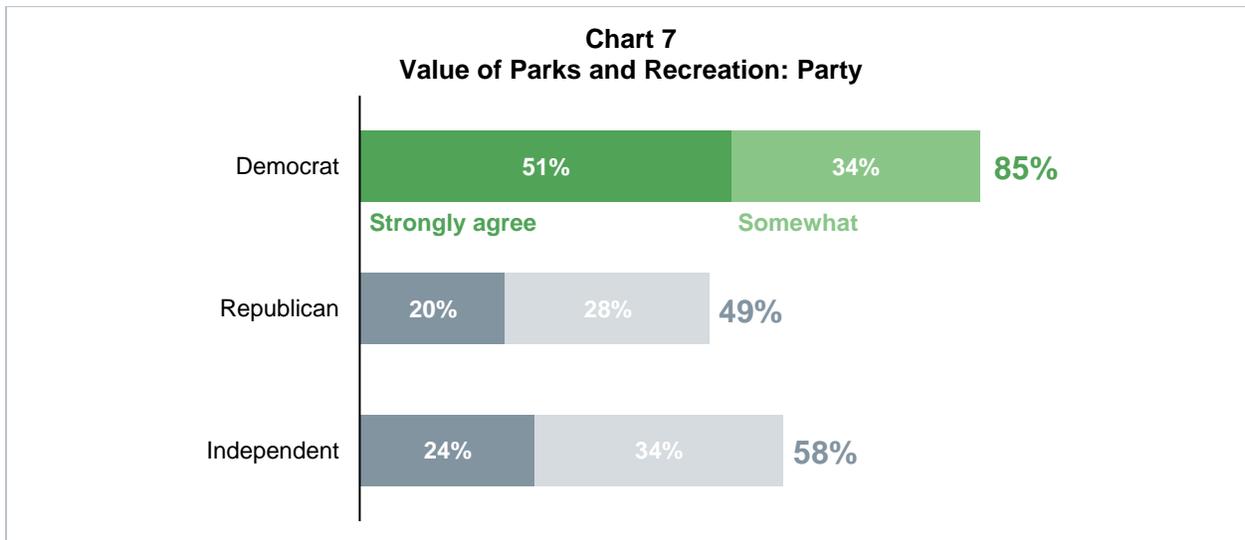
Three-fourths of voters agreed (72%) that the City of Eugene parks and recreation divisions provided good value for the taxpayer money they spend (Q5).

Chart 6
Value of Parks and Recreation



Source: DHM Research, October 2016

Democrats were much more likely to agree that parks and recreation made valuable use of taxpayer money than independent or Republican voters. A higher proportion of Democrats strongly agreed with this claim (51%) than that of Republicans in total agreement (49%).



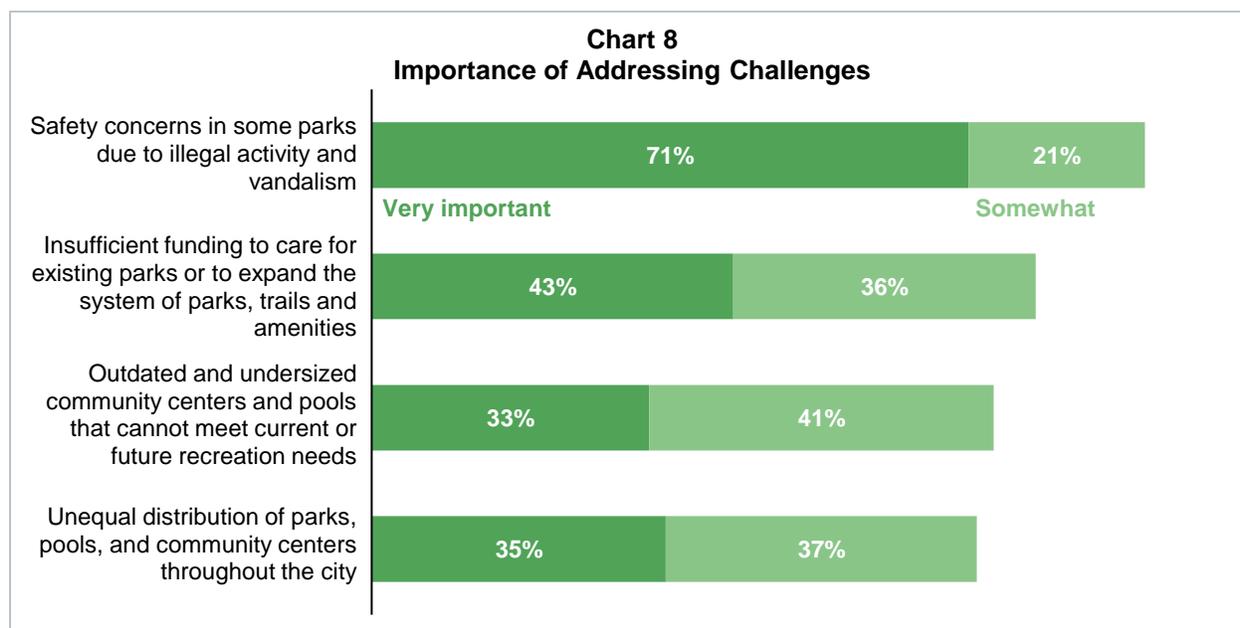
Source: DHM Research, October 2016

No demographic group had a plurality of those who believed Eugene’s parks and recreation did not provide value to taxpayers. That said, some differences were observed.

Voters with household incomes over \$100K annually (83%) and who visited parks at least once per month (77%) were also among the most likely to agree that Eugene’s parks and recreation were a good value. Again, voters from the Southeast were the most positive of all residents (83%).

1.3 CHALLENGES FACING PARKS AND RECREATION

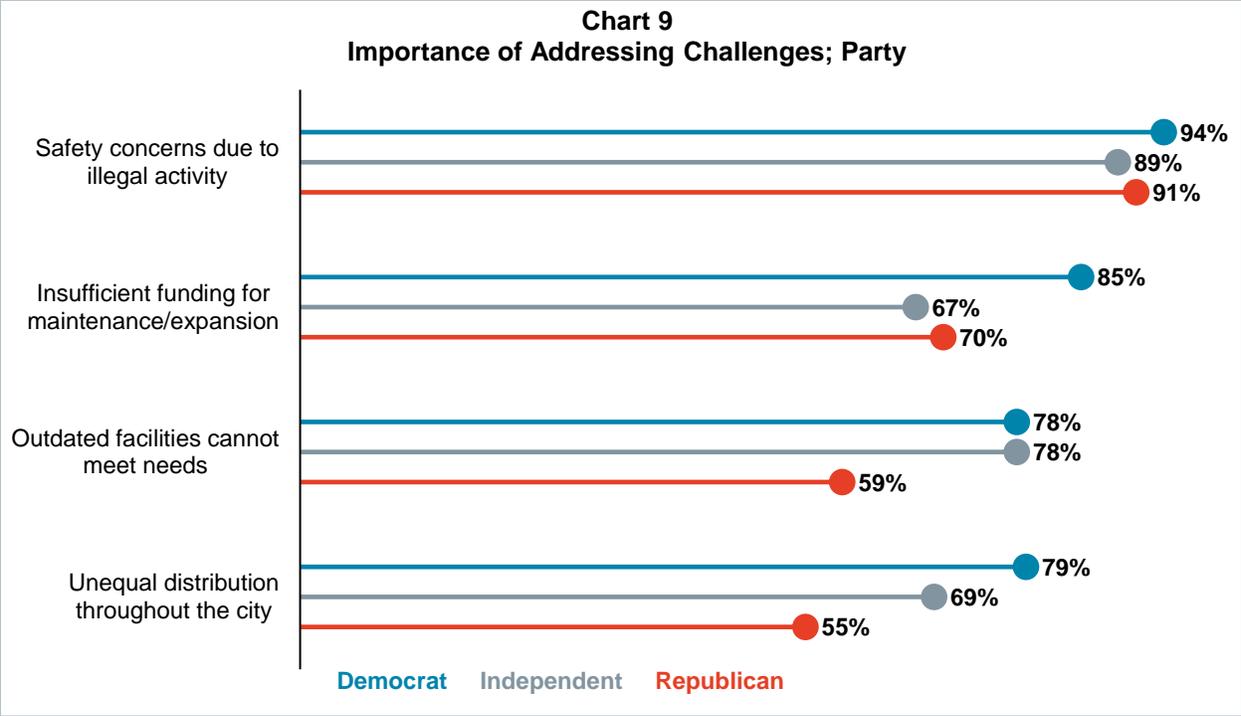
Respondents were presented with four challenges facing parks and recreation in the City of Eugene—as determined by a needs assessment and community feedback—and asked how important addressing each challenge was (Q6-Q9).



Source: DHM Research, October 2016

While all four challenges were deemed important by voters, *safety concerns in some parks due to illegal activity and vandalism* stood apart. Almost all (92%) voters said safety concerns were important to address, with 71% describing them as very important—not so far from the proportion of those who found each of the other challenges to be important overall (72-79%). While the other concerns were viewed similarly, *insufficient funding to care for existing parks or to expand the system of parks, trails and amenities* was deemed very important by more of Eugene’s voters (43%).

There were few demographic differences with regards to the level of importance voters placed on safety concerns. Notably, those of all political affiliations agreed. Women (77%) were more likely than men (64%) to say safety was very important to address. Voters from Wards 5 (87%) and 6 (88%) were the most likely to give a response of very important.



Source: DHM Research, October 2016

Across the other three identified challenges—insufficient funding, outdated and undersized facilities, unequal distributions of parks and facilities—more variation was observed, with political affiliation leading the way. Democrats placed more importance on each of these three challenges than Republicans did by an average of 19% points. Independent voters provided responses more similar to Democrats except when it came to insufficient funding, where their responses were in line with those of Republicans.

Additionally, those who visited a park at least once a month tended to ascribe higher importance levels (an average of +12% points) to the three challenges than voters who did not. Voters ages 18-29 consistently indicated higher importance levels (88-96%) than older respondents. Southwest voters stood out for the importance they placed on addressing unequal distribution (84%), though caution should be employed in interpreting this data due to small sample size.

1.4 FUNDING LEVEL AND PRIORITIES

The survey also posed a series of questions to determine voters’ opinions about funding for parks and recreation services in Eugene (Q10), and what projects they thought were most important for the Parks and Open Space Division (Q11) and Recreation Services Division (Q12) to fund.

Eugene’s voters were split between thinking that the city should keep funding for parks and recreation services at their current levels, and that the city should increase funding and add services (Q10). Few called for reductions to funding and cuts to services.

**Chart 10
Future of Funding for
Parks and Recreation**

Which of the following statements is closest to your opinion about funding for parks and recreation services in Eugene?

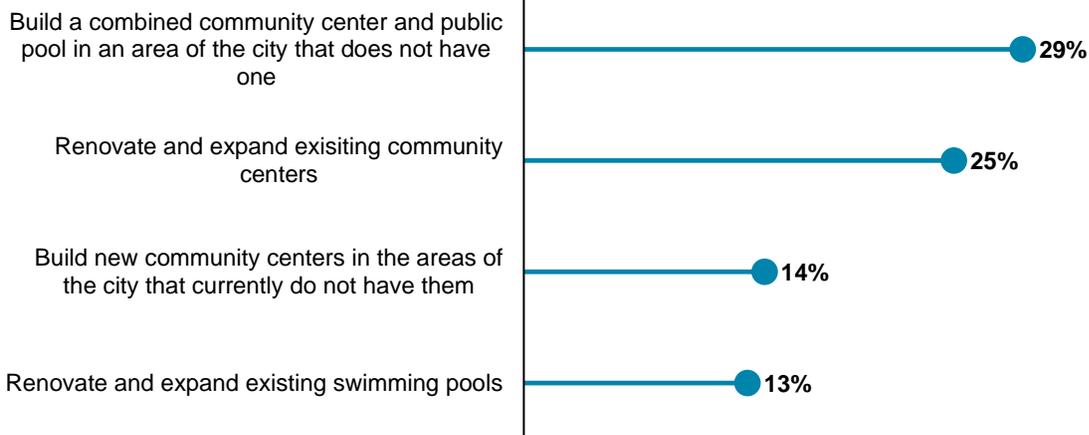


Source: DHM Research, October 2016

A majority of Democrats (56%) favored an increase in funding, while nearly two-thirds of Republicans (67%) and independent voters (61%) desired that the status quo be maintained. Frequent park visitors were more likely to call for an increase (51%) than less frequent visitors (21%). Voters with household incomes under \$25K thought the city should maintain current funding levels (63%), while those with incomes over \$100K preferred an increase (58%). Those with incomes between these extremes were split, with 45% preferring to increase funding and 45% preferring to keep funding static.

Respondents were asked which recreation project from a list of five they considered the most important to fund (Q11). Voters were most likely to say it was important to fund a combined community center and pool in an area of Eugene that currently didn't have one, and to provide funds to renovate and expand existing community centers.

**Chart 11
Most Important Recreation Project to Fund**

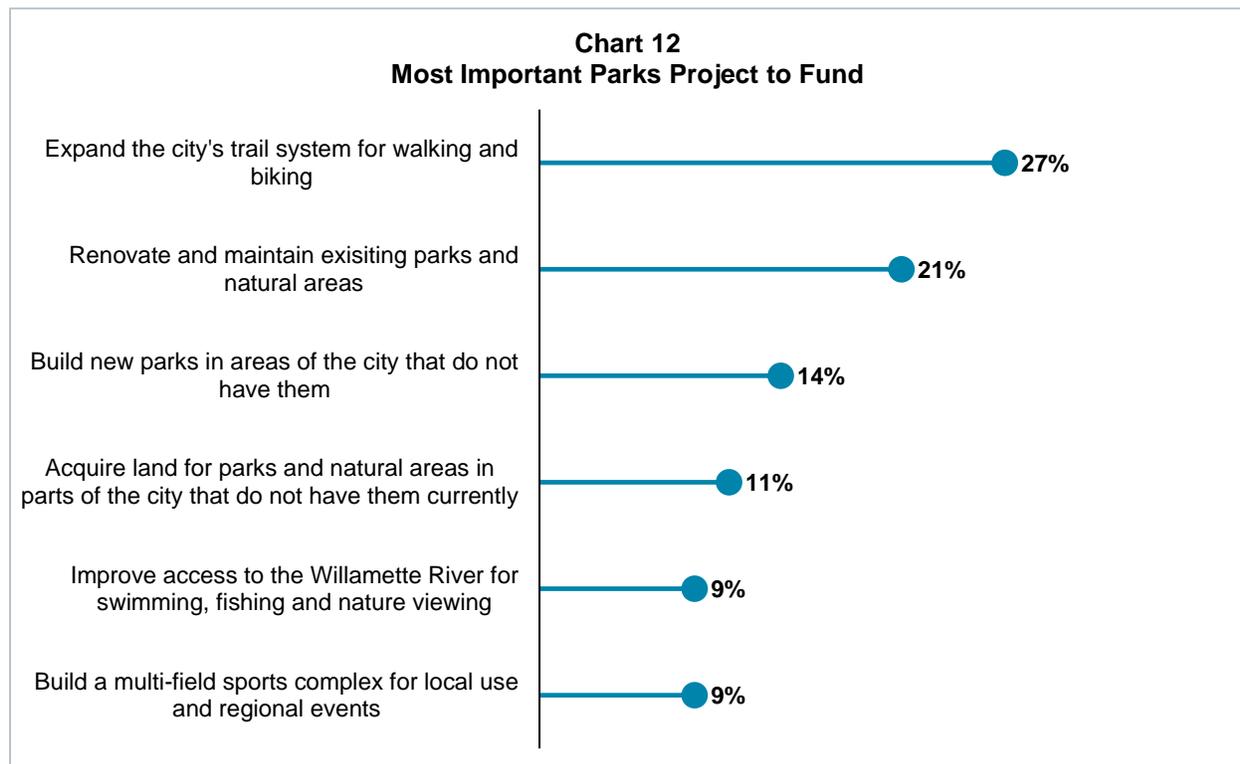


Source: DHM Research, October 2016

Republicans were more likely to prefer renovating and expanding existing community centers (34%), or to say they thought none of the recreation projects were important to fund (19%). Pluralities of Democrats (32%) and independent voters (37%) thought a combined community center and pool in an underserved area of the city was most important.

Those living in Southeast Eugene prioritized building a new combined facility (38%) more than voters from elsewhere in the city (24%).

Respondents were also asked which parks project from a list of six they considered the most important to fund (Q12). Expanding the city’s trail system was the most popular project among Eugene’s voters, followed by renovating and maintaining existing parks and natural areas.



Source: DHM Research, October 2016

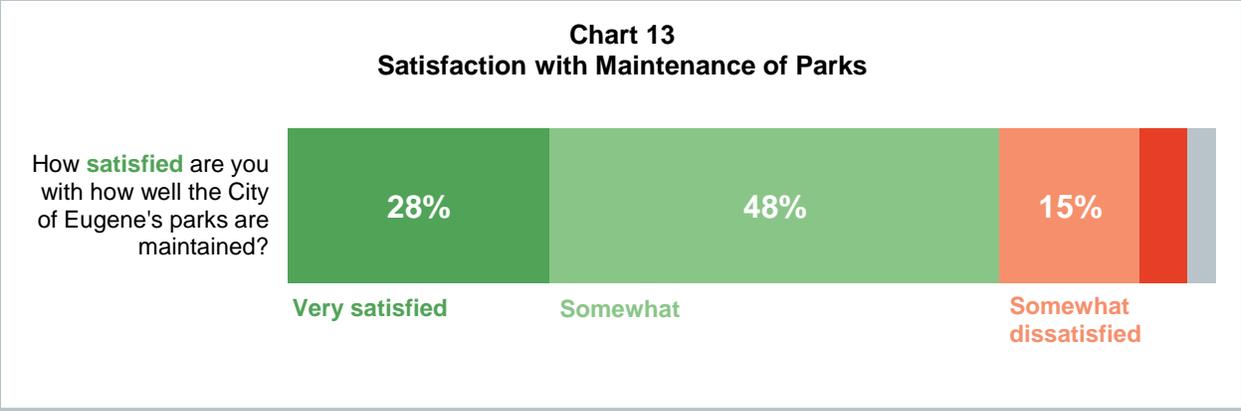
Again, a notable proportion of Republicans said none of the proposed projects were important to fund (15%). While Republicans preferred renovation and maintenance, Democrats and independent voters placed more importance on expanding the city’s trail system.

Those with children in their household were more supportive of expanding Eugene’s trail system (37%) than those without (24%). One in three frequent park visitors (33%) also prioritized the trails, as compared to just 13% of those who did not visit a park at least once a month. A notable 11 out of 25 of Ward 3 voters said the trail system project was the most important to fund.

1.5 OPERATIONS AND MAINTENANCE

Voters were asked a series of questions about the maintenance and upkeep of Eugene’s parks, including their satisfaction (Q13) and support for two possible funding scenarios for park upkeep (Q14-15).

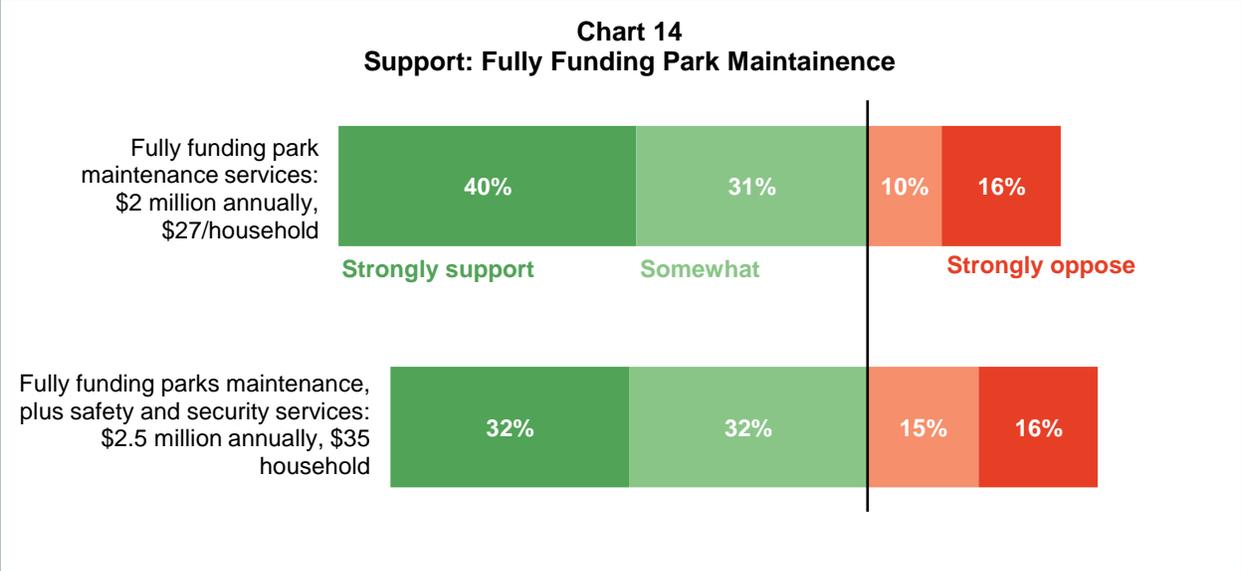
Three in four (77%) were satisfied with the maintenance of the City of Eugene’s parks, with 28% saying they were very satisfied (Q13). These results mirror voters’ overall satisfaction with parks and recreation in Eugene, as assessed earlier in the survey.



Source: DHM Research, October 2016

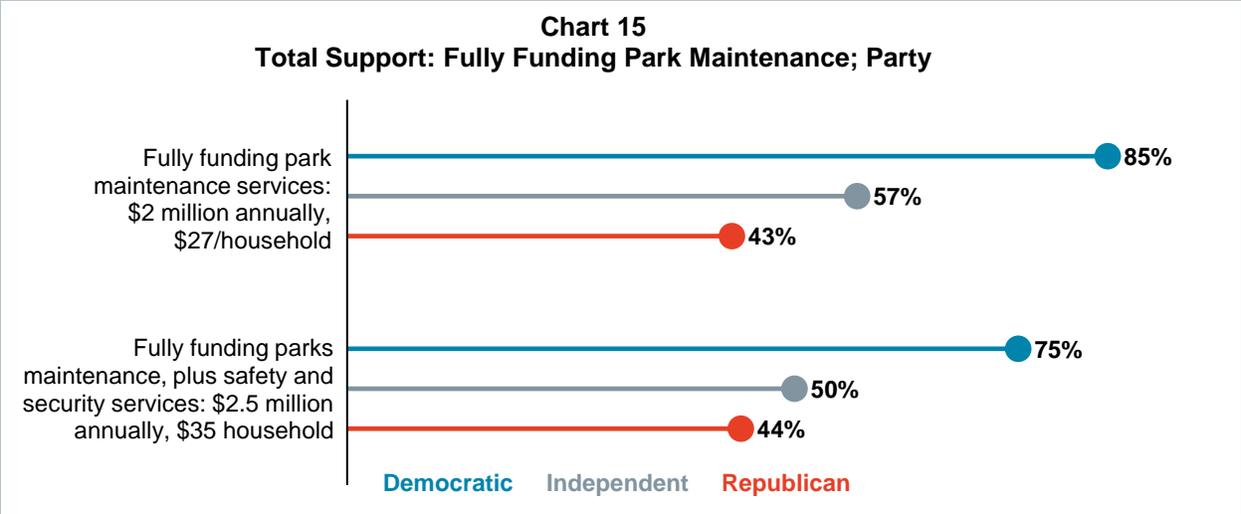
Similar demographic patterns were also observed, with Democrats (81%) and frequent park visitors (79%) saying they were more satisfied than Republicans (66%) and infrequent visitors (67%) did. Again, voters from Southeast Eugene were more satisfied at 81%, compared to just 61% of those in Southwest.

Respondents were next given information on a pair of funding scenarios for the upkeep of Eugene's parks. The first scenario called for an additional \$2 million annually—about \$27 for a typical household—to fully fund maintenance of existing park facilities (Q14). This maintenance included maintaining lawns and natural areas, park clean-up, and servicing restrooms. The second scenario included all the funding for maintenance described in the first scenario, and also allocated funds to provide safety and security services at city parks (Q15). This scenario called for an additional \$2.5 million annually, or about \$35 for a typical household.



Source: DHM Research, October 2016

Support for both funding scenarios was high. Some 71% supported fully funding park maintenance services at a cost of an additional \$2 million annually. Nearly as many (64%) supported fully funding maintenance as well as safety and security services for Eugene's parks at an additional cost of \$2.5 million annually. In both cases, the proportion of voters in strong support was at least double that of those in strong opposition. This is a simple, yet effective bellwether for the prospects of any funding proposition.



Source: DHM Research, October 2016

The largest differences in support for both funding scenarios were by political affiliation. Democrats overwhelmingly supported the \$2 million (85%) and \$2.5 million (75%) scenarios, though support dropped by 10% points—likely due to the increase in cost. Less than half of Republicans supported either measure, though there was no drop in support when considering the more expensive proposal. While Republicans indicated cost sensitivities throughout the survey, the inclusion of funding for safety and security services likely served as a counterbalance. Slight majorities of independent voters supported the \$2 million (57%) and \$2.5 million (50%) scenarios. Some price sensitivity was observed (-7% points).

Across both scenarios, women were more supportive than men were. More frequent visitors to parks also tended to be more supportive than those who did not visit a park at least once per month. Despite these differences, voters in all four demographic groups exhibited similar price sensitivity.

Table 1
Total Support: Fully Funding Park Maintenance; Price Sensitivity

Demographic	Scenario 1: \$2 million	Scenario 2: \$2.5 million	Price sensitivity
Women	76%	71%	-5% points
Men	64%	56%	-8% points
Frequent parks visitor	77%	70%	-7% points
Infrequent visitor	57%	51%	-6% points

Source: DHM Research, October 2016

Finally, voters living in Southeast Eugene were significantly more likely to support each scenario than those living in Willakenzie or Northwest.

1.6 FUNDING OPTIONS

Eugene’s voters were next asked if they supported or opposed a series of four options to increase funding to maintain and expand parks and recreation programs and services in Eugene (Q16-Q19). Each option built on the previous one, and represented an increase in cost. Respondents were provided with an explanation of the impact the option would have on parks and recreation, total cost, and an estimate for annual burden for a typical household.

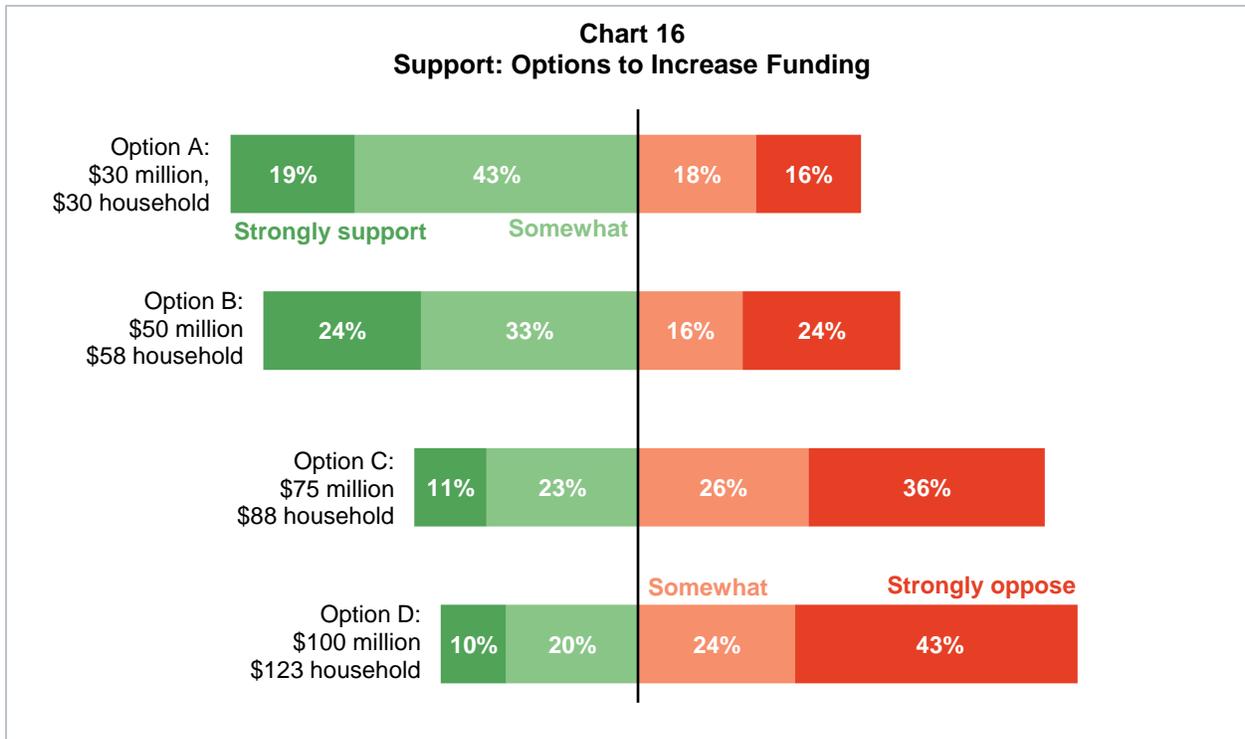
Table 2
Description of Options to Increase Funding

Option	Total Cost	Annual Cost/ Household	Impact
Option A	\$30 million	\$30	Renovates and expands existing parks and one swimming pool.
Option B	\$50 million	\$58	Additionally, it renovates and expands up to three existing community centers, improves safe access to the Willamette River, expands the city's trail system for walking and biking, and builds five new neighborhood parks in areas of the city that currently have limited access.
Option C	\$75 million	\$88	Additionally, it renovates and expands an additional swimming pool and community center, and builds one large community park with playgrounds and picnic areas.
Option D	\$100 million	\$123	Additionally, it builds one new swimming pool and community center and five additional neighborhood parks in areas of the city that currently have limited access to parks and recreation facilities.

Source: DHM Research, October 2016

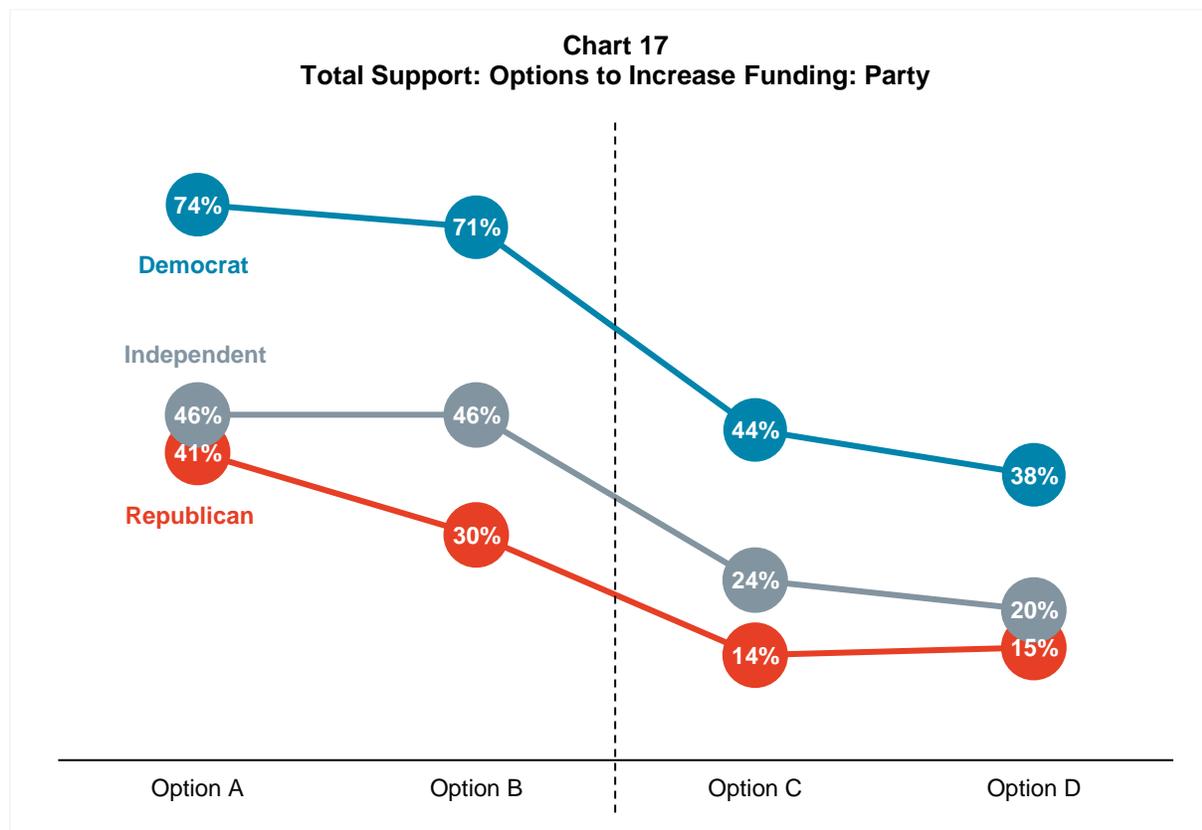
Support was highest for Option A, at 62% of Eugene's voters. Option B was supported by nearly as many voters (57%), and the proportion of those in strong support and strong opposition both rose. About one in three (34%) supported Option C, and even fewer did so for Option D (30%). For these last two options, strong opposition was greater than total support.

Chart 16
Support: Options to Increase Funding



Source: DHM Research, October 2016

As observed elsewhere in the survey, party affiliation played a significant role in voters' opinions. For Option A, 74% of Democrats were supportive, as compared to 41% of Republicans and 46% of independent voters. Total support for Option B remained consistent for Democrats (71%) and independent voters (46%), while the proportion of Republicans in support fell by 9% points. More Democrats and independent voters were strongly supportive of Option B than Option A.



Source: DHM Research, October 2016

Support for Option C plummeted across all party affiliations, with just 44% of Democrats and less than one in four of independent (24%) and Republican voters (14%) supporting the proposal. The story was much the same for Option D. For both Option C and D, voters under 30 were the only group where a majority supported funding.

As with elsewhere in the survey, those who had visited parks more frequently were supportive of funding for parks and recreation, while less frequent visitors tended to oppose funding. Voters in Southeast Eugene were the most supportive.

OPTION B ANALYSIS

Further analysis of voters' opinions of Option B follows. This is due to Option B's position as the largest funding measure with the support of Eugene's voters, and the increase of strong support seen among Democrats and independent voters (Q17). To recap, 57% supported the option, with 24% in strong support. Four in ten (40%) were opposed, with 24% in strong opposition.

Support tracked with age. For example, 78% of voters under 30 supported Option B as compared to just 49% of those over 65. Voters over the age of 45 (30%) were significantly more likely than their younger counterparts (11%) to strongly oppose Option B.

While no statistical significance was observed in overall support, voters with household income over \$75K annually (40%) were twice as likely to strongly support Option B than those with lower incomes (20%).

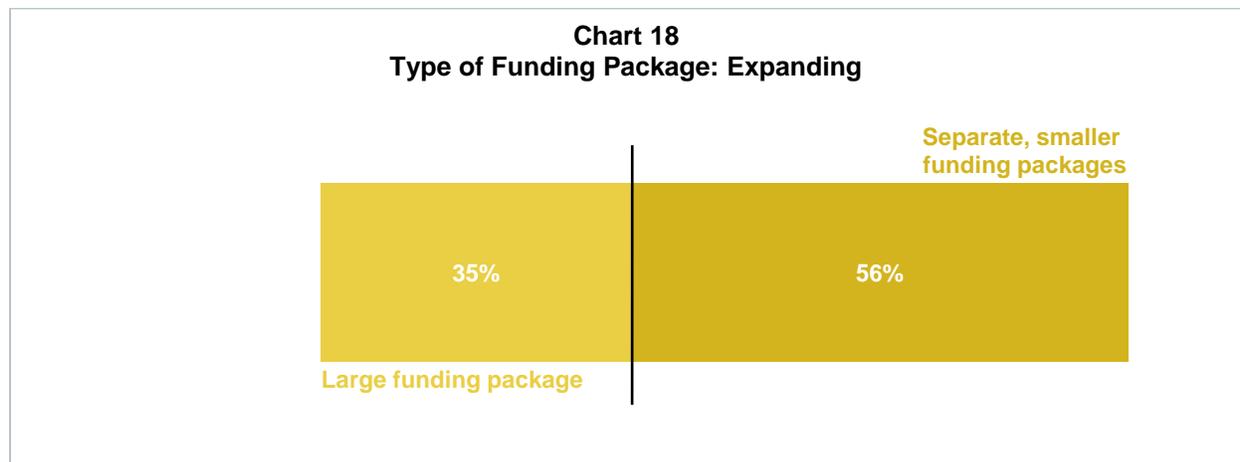
While overall support was not so different between men (54%) and women (60%), the latter were significantly more likely to strongly support Option B: 30%, as compared to 18%.

The only groups with a majority in opposition of Option B were Republicans (68%), those who visited parks less frequently than once a month (65%), and independent voters (51%). Almost half of Republicans (45%) and infrequent park visitors (47%) strongly opposed the funding proposal.

1.7 FUNDING MECHANISMS

To close the survey, voters were asked about methods to fund parks and recreation in Eugene, irrespective of if they supported or opposed increasing funding (Q20-Q22). For each question, respondents were asked which of a pair of statements was closer to their preference.

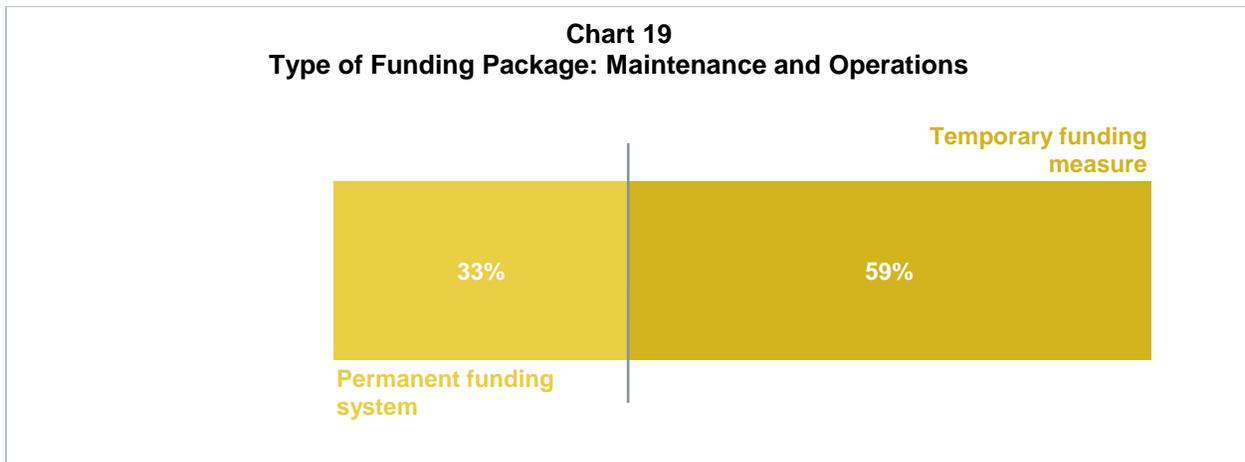
To pay for expanding and building new park and recreation facilities, 56% preferred to vote every few years on separate, and smaller funding packages while just 35% preferred voting on one large funding package that would completely fund parks and recreation needs for the next 10-15 years (Q20).



Source: DHM Research, October 2016

To varying degrees, voters from almost all backgrounds preferred the iterative funding process. The one exception was those with a household income of over \$100K annually, a slight majority of who preferred one large funding package (50%). Preference for the iterative process was particularly strong among Republicans (68%), infrequent park visitors (69%), and those with incomes of \$25K or less (74%).

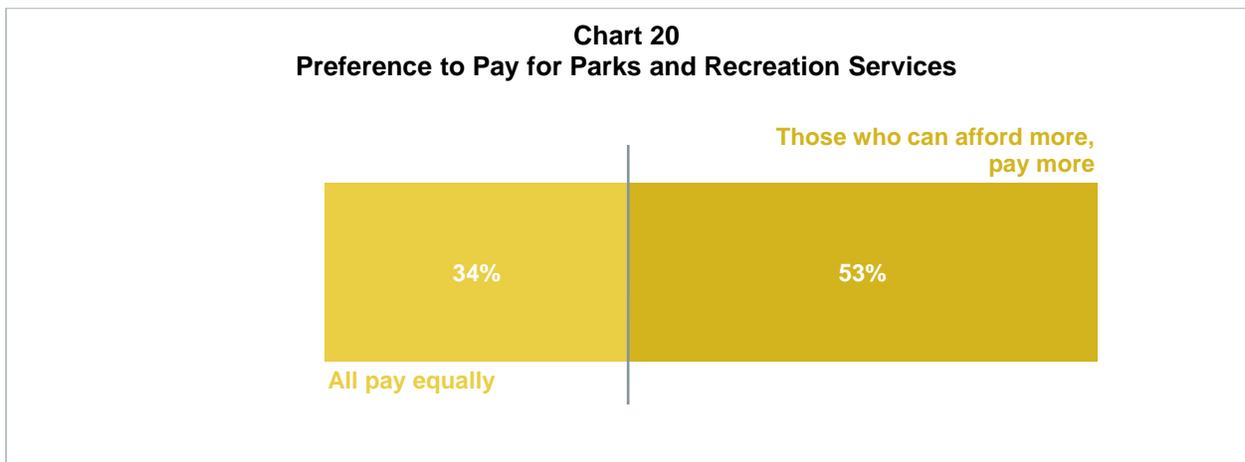
When it came to providing existing parks with additional funding for maintenance and operations, 59% preferred a temporary funding measure voted on every five years while just one in three (33%) called for a permanent funding system overseen by Eugene’s elected leaders (Q21).



Source: DHM Research, October 2016

This preference was consistent across all demographics, though was particularly pronounced among Republicans (82%), those who had voted in two or fewer of the last four elections (75%), and those with household incomes of less than \$50K (71%).

Finally, 53% preferred that those who can afford more, pay more for parks and recreation services, compared to 34% who wanted all to pay equally (Q22).



Source: DHM Research, October 2016

Democrats strongly preferred that those who can afford more, pay more (65%). A nearly equal proportion of Republican voters preferred that all pay an equal amount (62%). While more evenly split, a plurality of independent voters called for a progressive pay scale (46%).

Demographics

The following section contains clarifying information about the demographic makeup of survey respondents, as well as comparisons to frequent and registered voters in Eugene.

By age, survey respondents were demographically consistent with frequent voters—those who had voted in two or more of the last four elections. Frequent voters in most communities tend to skew older than all registered voters, and do so to an even further degree when compared to the general population.

**Table 3
Age Comparison**

Response Category	Survey Respondents	Frequent Voters (2 of 4)	Registered Voters	Census (18+)
18-29	11%	11%	27%	33%
30-44	20%	20%	23%	22%
45-64	36%	36%	28%	30%
65+	33%	33%	22%	15%

Source: DHM Research, October 2016

Survey respondents were similar to the general population of Eugene in terms of children under the age of 18 living in the household.

**Table 4
Children in Household Comparison**

Response Category	Survey Respondents	Census (18+)
Children <18 in HH	26%	26%
No Children in HH	70%	74%
Refused	4%	--

Source: DHM Research, October 2016

Those surveyed were also demographically consistent with frequent voters on the basis of party registration. The 1 percentage point difference in independent voters was a result of rounding.

**Table 5
Party Affiliation Comparison**

Response Category	Survey Respondents	Frequent Voters (2 of 4)	Registered Voters
Democrat	61%	61%	51%
Republican	23%	23%	19%
Independent voters	17%	16%	31%

Source: DHM Research, October 2016

Finally, the distribution of survey respondents by ward was consistent with that of frequent voters. Through the survey, analysis is provided based on four geographic areas made by bundling wards together: Southeast, Willakenzie, Northwest, and Southwest.

Table 6
Ward and Geographic Area Comparison

Response Category	Survey Respondents	Frequent Voters (2 of 4)	Registered Voters
Southeast	39%	39%	40%
Ward 1	14%	14%	13%
Ward 2	17%	17%	13%
Ward 3	8%	8%	13%
Willakenzie	27%	27%	25%
Ward 4	13%	13%	12%
Ward 5	14%	14%	13%
Northwest	22%	22%	24%
Ward 6	11%	11%	12%
Ward 7	11%	11%	12%
Southwest	12%	12%	12%
Ward 8	12%	12%	12%

Source: DHM Research, October 2016

City of Eugene: Parks and Recreation Survey
September 29 – October 3, 2016
N=300; Frequent Voters; ±5.7% margin of error
15 minutes
DHM Research
Project # 00210

Hello, my name is _____ from (name of fielding house). I have some questions about your community.

WARM UP

1. All things considered, do think that the City of Eugene is headed in the right direction or are things off on the wrong track?

Response Category	N=300
Right direction	52%
Wrong track	35%
(don't read) Don't know	14%

PERCEPTION OF PARKS AND RECREATION

The primary focus of this survey is on the parks and recreation services in the City of Eugene.

2. To start, what is your overall satisfaction level with parks and recreation in Eugene? Are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?

Response Category	N=300
Very satisfied	32%
Somewhat satisfied	48%
Somewhat dissatisfied	10%
Very dissatisfied	5%
(don't read) Don't know	5%

3. **(if very/somewhat satisfied to Q2) Why are you satisfied? (open)**

Response Category	N=239
Well-maintained	24%
Lots of parks/availability	23%
Nice/good parks	20%
Clean/free of litter	11%
Abundance of programs/activities	9%
Close to where I live	7%
Satisfied/no problems	7%
Beautiful parks	7%
Walking/hiking trails	5%
Bike trails	5%
All other responses	4% or less
None/Nothing	2%
Don't know	1%

4. (if very/somewhat dissatisfied to Q2) Why are you dissatisfied? (open)

Response Category	N=47
Homeless encampments	37%
Parks are not maintained	35%
Too much funding goes to parks	18%
Unsafe -- general	18%
Drugs/drug paraphernalia	16%
Acquiring too much land	11%
Not enough funding	8%
Not safe/won't let me children there	7%
People in charge are badly managing	6%
Other	47%

5. Next, do you agree or disagree with the following statement: The City of Eugene Parks and Recreation provides good value for the taxpayer money they spend. (wait and ask strongly/somewhat)

Response Category	N=300
Strongly agree	39%
Somewhat agree	33%
Somewhat disagree	9%
Strongly disagree	10%
(don't read) Don't know	9%

A City of Eugene needs assessment, and community feedback, identified four challenges facing local parks and recreation Please tell me if addressing that challenge is very important, somewhat important, not too important, or not at all important. (randomize items)

Response Category	Very Important	Smwt Important	Not Too Important	Not at All Important	Don't know
6. Insufficient funding to care for existing parks or to expand the system of parks, trails and amenities.	43%	36%	11%	6%	4%
7. Outdated and undersized community centers and pools that cannot meet current or future recreation needs.	33%	41%	14%	6%	6%
8. Unequal distribution of parks, pools and community centers throughout the city, leaving some neighborhoods with less access to parks and recreation facilities.	35%	37%	15%	9%	4%
9. Safety concerns in some parks due to illegal activity and vandalism.	71%	21%	5%	1%	2%

10. Which of the following statements is closest to your opinion about funding for parks and recreation services in Eugene **(rotate A and B)**

Response Category	N=300
a. The city should reduce parks and recreation funding and make cuts to services	5%
b. The city should increase parks and recreation funding and add additional services	43%
c. The city should keep funding for parks and recreation services at their current levels	47%
d. (don't read) Don't know	6%

PREFERRED OPTIONS

Thank you.

The City of Eugene Parks and Recreation is interested in your opinions about funding.

11. From the following list, please tell me which one of the following recreation projects is the most important to fund. **(randomize options)**

Response Category	N=300
a. Renovate and expand existing community centers	25%
b. Renovate and expand existing swimming pools	13%
c. Build new community centers in areas of the city that currently do not have them	14%
d. Build new swimming pools in areas of the city that currently do not have them	7%
e. Build a combined community center and swimming pool in areas of the city that currently do not have them	29%
f. (don't read) None	8%
g. (don't read) Don't know	4%

12. Which one of the following parks projects is the most important to fund? **(randomize options)**

Response Category	N=300
a. Improving access to the Willamette River for swimming, fishing and nature viewing	9%
b. Renovate and maintain existing parks and natural areas	21%
c. Build new parks in areas of the city that currently do not have them	14%
d. Expand the city's trail system for walking and biking to connect existing parks, natural areas and neighborhoods	27%
e. Build a multi-field sports complex for local use and regional events	9%
f. Acquire land for parks and natural areas in parts of the city that currently do not have them	11%
g. (don't read) None	5%
h. (don't read) Don't know	3%

OPERATIONS AND MAINTAINENCE

Thank you. Now I'd like to turn to another set of questions about the maintenance and upkeep of Eugene's parks.

13. Overall, how satisfied are you with how well the City of Eugene's parks are maintained: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?

Response Category	N=300
Very satisfied	28%
Somewhat satisfied	48%
Somewhat dissatisfied	15%
Very dissatisfied	5%
(don't read) Don't know	3%

14. The City of Eugene currently does not have the resources to maintain its existing park facilities, including maintaining lawns and natural areas, park clean-up and servicing restrooms. It would take an additional \$2 million annually, or about \$27 for a typical household, to fully fund park maintenance.

Would you strongly support, somewhat support, somewhat oppose, or strongly oppose fully funding park maintenance services?

Response Category	N=300
Strongly support	40%
Somewhat support	31%
Somewhat oppose	10%
Strongly oppose	16%
(don't read) Don't know	3%

15. The City of Eugene also does not have the resources to provide safety and security services at city parks. It would take an additional \$2.5 million, or about \$35 for a typical household, to fully fund park maintenance and safety and security services.

Would you strongly support, somewhat support, somewhat oppose, or strongly oppose fully funding parks maintenance, plus safety and security services?

Response Category	N=300
Strongly support	32%
Somewhat support	32%
Somewhat oppose	15%
Strongly oppose	16%
(don't read) Don't know	5%

CAPTIAL FUNDING

I'd now like to ask about four options to increase funding to maintain and expand parks and recreation programs and services. These options are only examples. No decisions have been made. Your answers will help guide further community discussions.

For each, please tell me if you would strongly support, somewhat support, somewhat oppose, or strongly oppose the option. I will read these in order from the least to most comprehensive. The options build on each other. Please keep that in mind and listen closely.

\$30 million option

16. Let's call this first option, Option A. Option A Renovates and expands many existing parks and one swimming pool. The total cost is \$30 million, or about \$30 annually for a typical household.

Would you strongly support, somewhat support, somewhat oppose or strongly oppose Option A?

Response Category	N=300
Strongly support	19%
Somewhat support	43%
Somewhat oppose	18%
Strongly oppose	16%
(don't read) Don't know	3%

\$50 million option

17. Next is Option B. This option includes everything in Option A. Additionally, it Renovates and expands up to three existing community centers, improves safe access to the Willamette River, expands the city's trail system for walking and biking and builds five new neighborhood parks in areas of the city that currently have limited access. The total cost is \$50 million, or about \$58 annually for a typical household.

Would you strongly support, somewhat support, somewhat oppose or strongly oppose Option B?

Response Category	N=300
Strongly support	24%
Somewhat support	33%
Somewhat oppose	16%
Strongly oppose	24%
(don't read) Don't know	2%

\$75 million option

18. Next is Option C. This option includes everything from Options A and B. Additionally, it Renovates and expands an additional swimming pool and community center, and builds one large community park with playgrounds and picnic areas. The total cost is \$75 million, or about \$88 annually for each household.

Would you strongly support, somewhat support, somewhat oppose or strongly oppose Option C?

Response Category	N=300
Strongly support	11%
Somewhat support	23%
Somewhat oppose	26%
Strongly oppose	36%
(don't read) Don't know	5%

\$100 million option

19. The final option is Option D. This option includes everything from Options A, B and C. Additionally, it builds one new swimming pool and community center and five additional neighborhood parks in areas of the city that currently have limited access to parks and recreation facilities. The total cost for this option is \$100 million, or about \$123 annually a typical household.

Would you strongly support, somewhat support, somewhat oppose or strongly oppose Option D?

Response Category	N=300
Strongly support	10%
Somewhat support	20%
Somewhat oppose	24%
Strongly oppose	43%
(don't read) Don't know	3%

FUNDING MECHANISM

Regardless if you support or oppose increasing funding for park and recreation, I'd like about different methods that the City could fund them.

I am now going to read to you pairs of statements. For each, please tell me which is closer to your preference, even if neither matches your view exactly.

20. To pay for expanding and building new park and recreation facilities, would you prefer to... **(rotate statements)**

Response Category	N=300
a. Vote on one large funding package that would completely fund the parks and recreation needs for the next 10-15 years.	35%
b. Every few years, vote on separate, smaller funding packages that would each make progress towards meeting parks and recreation needs.	56%
c. (don't read) Neither	4%
d. (don't read) Don't know	6%

21. Existing parks need additional funding for maintenance and operations. Would you prefer... **(rotate statements)**

Response Category	N=300
a. A temporary funding measure that would have to be voted on every five years	59%
b. A permanent funding system that is voted on once and overseen by the city's elected leaders	33%
c. (don't read) Neither	3%
d. (don't read) Don't know	5%

22. To pay for parks and recreation services, would you prefer that... **(rotate statements)**

Response Category	N=300
a. All pay equally	34%
b. Those who can afford more, pay more	53%
c. (don't read) Neither	5%
d. (don't read) Don't know	9%

DEMOGRAPHICS

23. Gender **(by observation)**

Response Category	N=300
Male	49%
Female	51%

24. Age **(record from sample)**

Response Category	N=300
18-29	11%
30-44	20%
45-64	36%
65+	33%

25. Area of city: **(record from sample)**

Response Category	N=300
Ward 1	14%
Ward 2	17%
Ward 3	8%
Ward 4	13%
Ward 5	14%
Ward 6	11%
Ward 7	11%
Ward 8	12%

26. Party **(record from sample)**

Response Category	N=300
Democrat	61%
Republican	23%
Independent Party of Oregon	4%
Other	2%
Non-affiliated	11%

27. Voting history (record from sample)

Response Category	N=300
0/1 of 4	14%
2 of 4	23%
3 of 4	23%
4 of 4	40%

28. Do any children under age 18 live in your home?

Response Category	N=300
Yes	26%
No	70%
(don't read) Refused	4%

29. Do you own your own home, rent your home, or something else?

Response Category	N=300
Own	69%
Rent	22%
Something Else	5%
(don't read) Refused	4%

30. What is your total household income, before taxes? Remember to include everyone living in your household. Your best estimate will do.

Response Category	N=300
Less than \$25,000	16%
\$25,000 to less than \$50,000	23%
\$50,000 to less than \$75,000	15%
\$75,000 to less than \$100,000	9%
\$100,000 or more	19%
(don't read) Refused	17%

31. How frequently do you or someone in your household visit Eugene parks?

Response Category	N=300
Daily	14%
Weekly	38%
Monthly	18%
Less than once per month	18%
Never	8%
(don't read) Refused	4%

32. How frequently do you or someone in your household visit a Eugene community center or pool?

Response Category	N=300
Daily	1%
Weekly	9%
Monthly	14%
Less than once per month	34%
Never	36%
(don't read) Refused	4%