

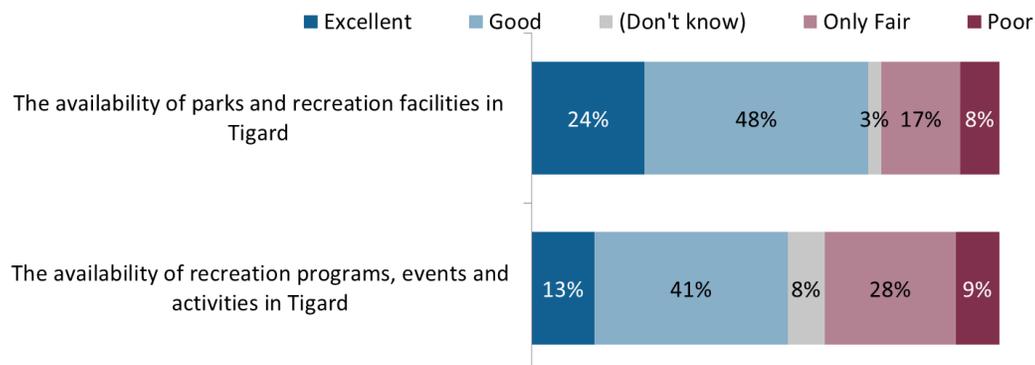
TO: Cindy Mendoza and Ryan Mottau, MIG, Inc.
FROM: Ian Stewart, EMC Research
DATE: October 2014
RE: Executive summary from recent survey on Parks and Recreation issues in Tigard

Voters are very satisfied with their quality of life in Tigard, though traffic congestion and related transportation issues are clearly the top concern.

- Voters are overwhelmingly positive about the quality of life in Tigard – 89% of voters rate their quality of life positively, including nearly a third (30%) who rate it as “excellent” and another 59% who say “good.”
- Even so, when asked in an open-ended question the most important problem facing Tigard today, items relating to traffic and congestion (40%), mass transit (6%) and roads (6%) are top of mind concerns by a large margin.

While voters give positive ratings to the availability of parks and recreation facilities in Tigard, there is room to improve the availability of recreation programs and events.

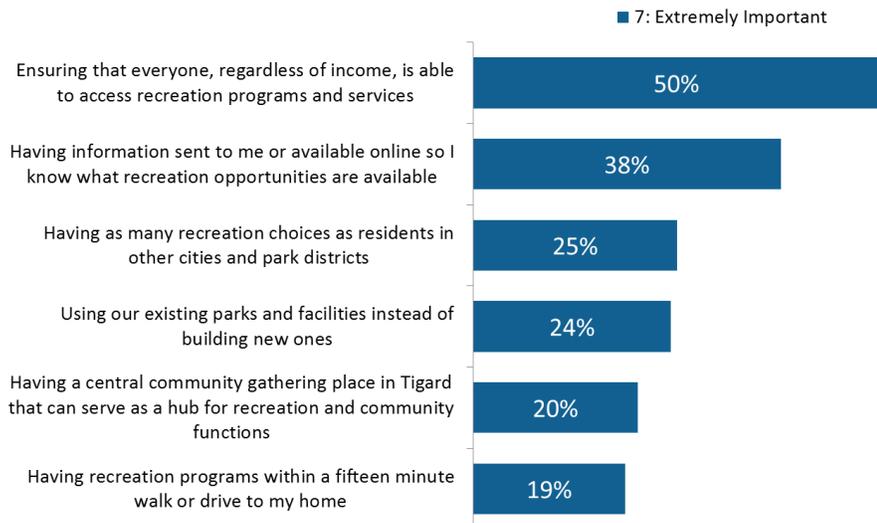
- While ratings for the availability of parks and recreation facilities are positive, ratings for availability of programs and events is noticeably lower though still positive.



- Additionally, nearly three-quarters (70%) of voters said that it is important that the City of Tigard provide or facilitate recreation programs and events in Tigard.

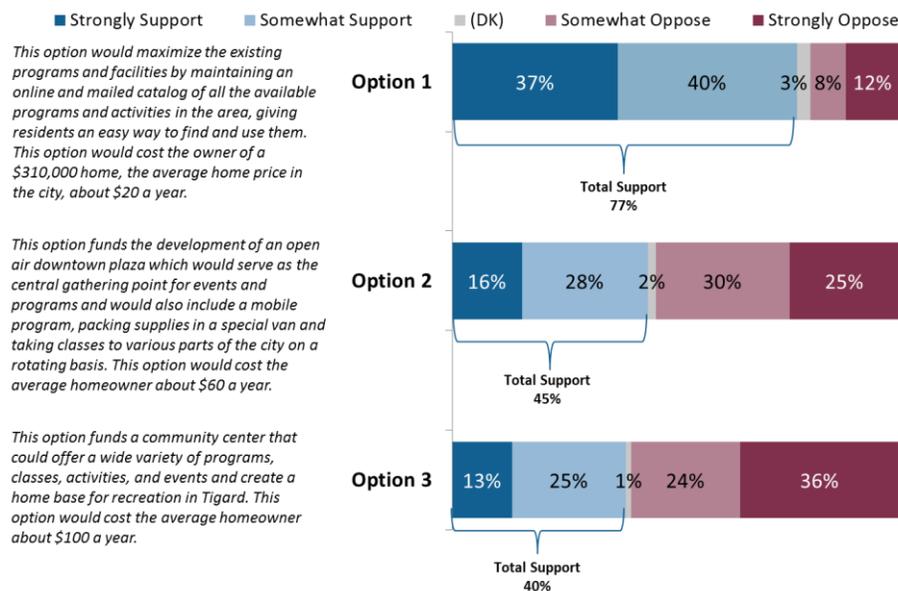
Ensuring that everyone, regardless of income, is able to access recreation programs and services is one of the most important things the City could do in the recreation space.

- When read a list of potential options for recreation opportunities in the area, equal access to programs and services was most important by a very large margin.



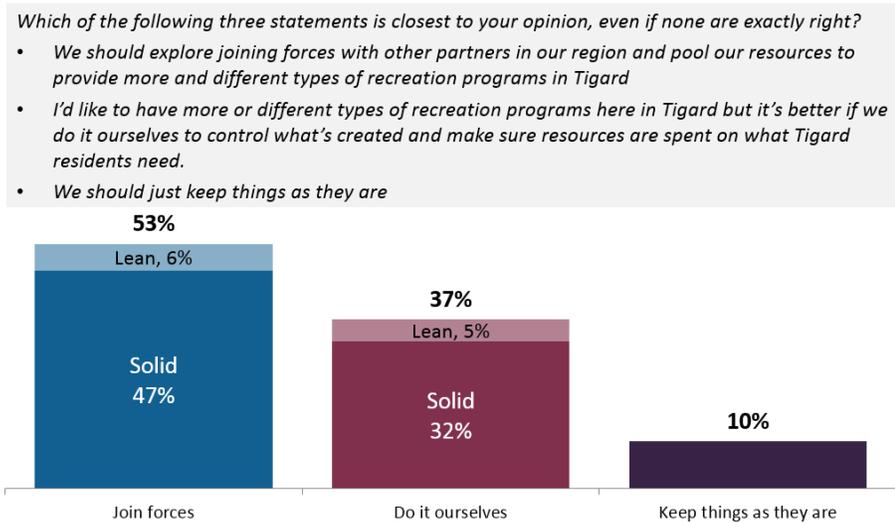
A series of three recreation options with funding amounts were tested; there is a clear preference (77% Support) for the lowest cost item (\$20/Year per Average Homeowner) that would create an activity catalog along with a grant system.

- Given the high support for the activity catalog/grant system option, it is likely support would maintain a majority if one component; an open air plaza or mobile program, were included for a small increase in cost.



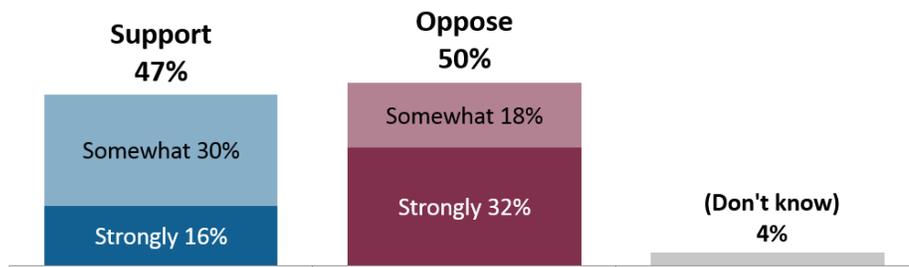
A majority of voters (53%) think the City should be exploring joining forces with other partners in the region to provide more and different types of recreation programs in Tigard.

- When forced to choose, voters are more inclined to say Tigard should partner to offer recreation programs.



Voters are open to some sort of full-service option in the future.

- An additional option for a parks and recreation program like what is offered in Tualatin Hills was tested (\$380 per average household). Support for this option is just short of a majority (47% Support), but given that this cost is significantly higher than anything else tested, it suggests voters are open to some sort of full-service option in the future, likely in partnership with other providers in the region.



Methodology

This memo is based on a completed telephone survey of 300 registered voters in the City of Tigard conducted by EMC Research. Interviewing was conducted from October 2nd through 8th, 2014. The results can be projected to all registered voters living in Tigard with a margin of error for the overall results of ± 5.7 percentage points.