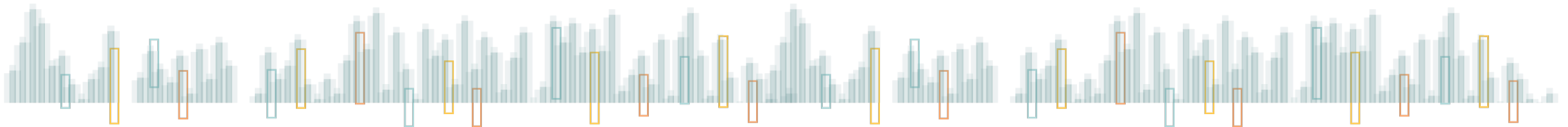




City of Happy Valley Community Center Bond Survey

October 2023



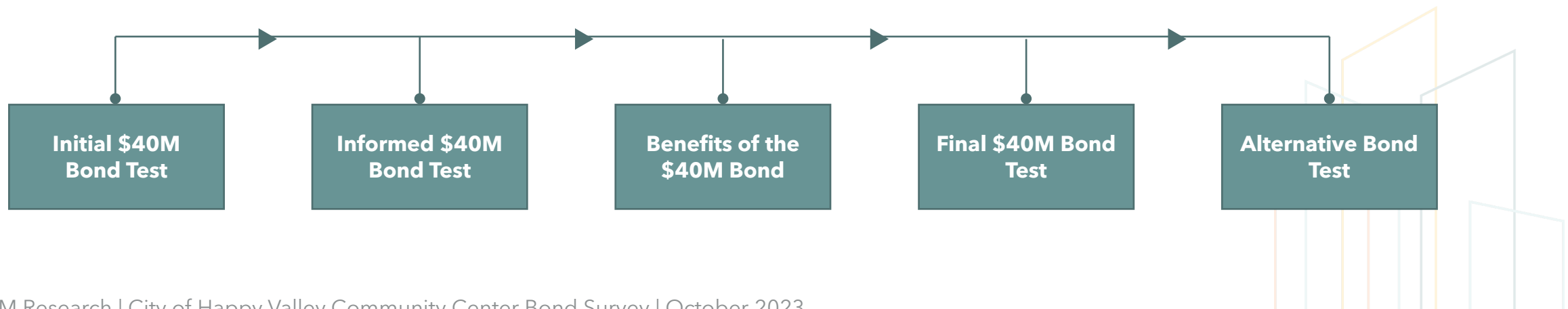
Research purpose

- Gauge voter support for community center proposal
- Determine voters' priorities and preferences for the community center
- Identify key messages to communicate with voters about the measure



Methodology

- Hybrid survey of N=200 likely voters in Happy Valley, including both live interview calls and text-to-online outreach
- Conducted October 12-19, 2023; 12 minutes to complete
- Quotas were set by gender, age, educational attainment, race and ethnicity, political party, and area of the city to match the profile of likely voters in the May 2024 election
- Margin of error $\pm 6.9\%$
- Due to rounding, some totals may differ by ± 1 from the sum of separate responses.
- **Flow of the survey:**



Key takeaways: Community Mood

- **Voters have positive impressions of Happy Valley.**
 - Three in five (65%) believe the city is heading in the right direction and only about one in five (19%) say that things heading off on the wrong track.
 - Younger voters and those with lower education levels have more negative impressions of the city, while voters ages 30-44 are most likely to see the city as heading in the right direction compared to other age groups.
- **Voters enjoy living in Happy Valley for the small-town sense of community, safety, and cleanliness.**



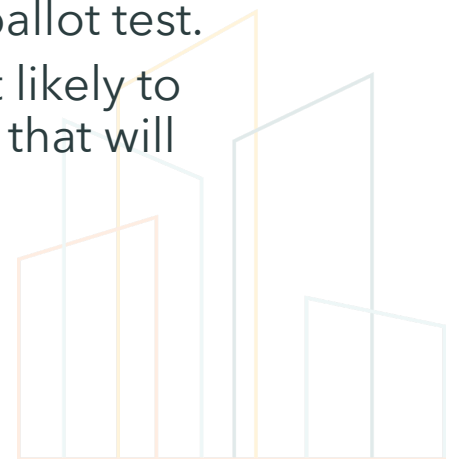
Key takeaways: Satisfaction with Services

- **Most voters are satisfied with the quality of services provided by the city. However, satisfaction with the quality of recreational programs can be improved.**
 - Happy Valley voters are most satisfied with the condition of parks, public safety, and libraries. Having well kept parks and a safe community reflects voters' top values about living in Happy Valley.
 - Women, older voters, and those with higher education levels are more satisfied with the condition of parks.
 - The biggest area of growth is improving the quality of recreational programs. About one in five are dissatisfied with the quality, with half of those expressing strong dissatisfaction.
- **When asked specifically about recreational programs, voters are least satisfied with opportunities to use swimming pools, indoor exercise spaces, and gymnasiums.**
 - About half (53%) of voters are dissatisfied with the availability of swimming pools.
 - Over four in ten (42%) are dissatisfied with indoor exercise spaces, with over three in ten (34%) dissatisfied with gymnasiums.
 - Voters with children are more likely to say they are dissatisfied with recreation opportunities.



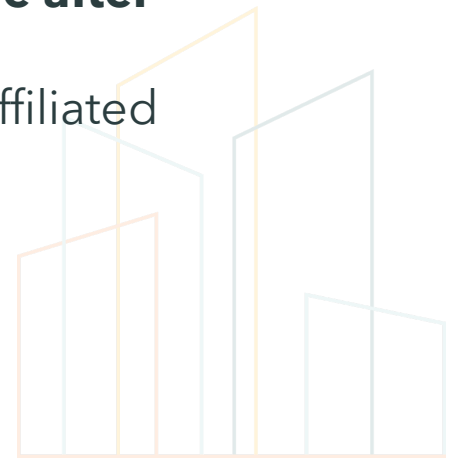
Key takeaways: \$40 Million Bond Test

- **A strong majority of voters support the bond.**
 - Seven out of ten voters (71%) support the measure in the initial test, with 42% expressing strong support.
 - Parents, voters ages 30-44, college graduates, Democrats, and Unaffiliated voters are the strongest supporters of the measure.
- **Voters are consistent in their support for the measure even after being informed about what it will cost.**
 - Seven in ten (70%) voters continue to support the measure after the informed ballot test.
 - Unsurprisingly, lower-income voters, those ages 65+, and Republicans are least likely to support the measure. These groups are generally hesitant to support measures that will increase their taxes.



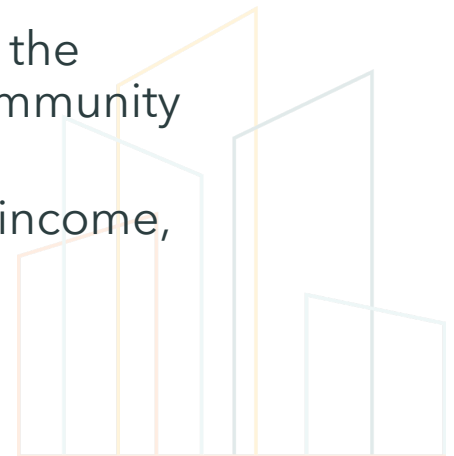
Key takeaways: Benefits Testing

- **Most Happy Valley voters respond positively to potential benefits of the community center.**
 - Between 64% to 84% of voters say that the benefits tested are good reasons to support the measure.
 - Voters are especially fond of the idea of having year-round activities, keeping families and children healthy and entertained, and having meeting spaces and programs that will enrich the community.
- **In the final test, over seven in ten (73%) voters continue to support the measure after learning more about the community center.**
 - Voters with children, ages 30-44, upper-middle-income, Democrats, and Non-affiliated voters are consistently the strongest supporters.



Key takeaways: Alternative Bonds

- **When presented with the alternative \$20 Million bond options, a plurality of voters still prefer the \$40 Million bond measure.**
 - About half (45%) of voters prefer to move forward with the \$40 million bond measure over the two \$20 million options.
 - About one in four (25%) prefer to move forward with the \$20 million bond options and are open to the potential tradeoffs.
 - A similar amount (22%) prefer neither option. This option is particularly preferred by those who oppose the measure.
- **Most voters want to build the community center as soon as possible.**
 - About six in ten (59%) voters want to build the community center, regardless of the increased property taxes. About two in ten (22%) want to delay opening the community center to prevent increasing their property taxes.
 - Voters who don't want a community center at all (9%) are more likely to be low-income, ages 65+, and Republicans.



Key takeaways: Community Center Preferences

- **Happy Valley voters look forward to having a place for families and children to play and stay active.**
 - Over one in three (38%) would like to have a place for children and families to play. This is especially appealing to Asian voters, higher-income voters, and voters with children.
 - About one in four would like to have a place for exercise (27%) or youth sports (25%).
- **Voters also value having a place for year-round activities and that offers something for everyone.**
 - More than half (57%) of voters want to have a place for year-round activities. This is true across all demographic groups. Older residents and voters without children are more likely to want a place where everyone is welcome, creating opportunity for winning over groups that are less likely to support the measure.
- **About half of voters prefer to build an indoor recreation-style pool.**
 - Voters who are most likely to support the measure are also much more likely to prefer the indoor-recreation style pool over an indoor competition-style pool.

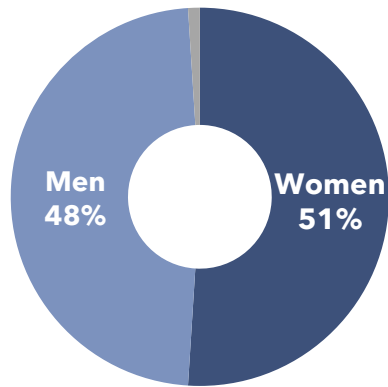


Demographics

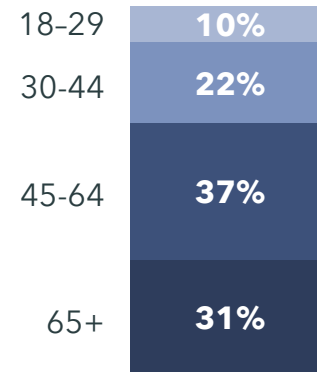


Demographics of May 2024 Voters

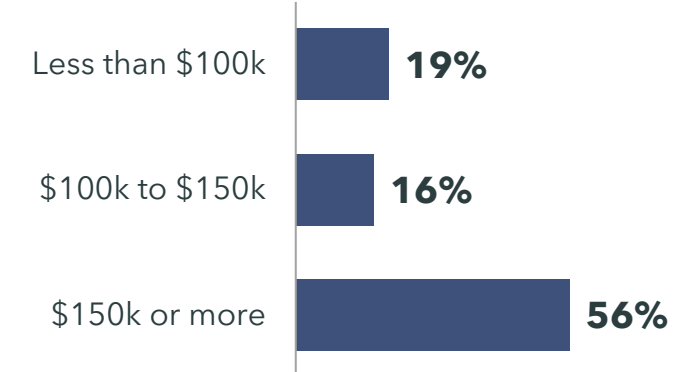
GENDER



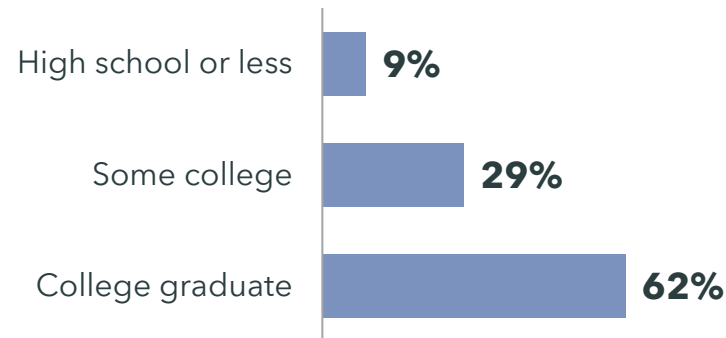
AGE



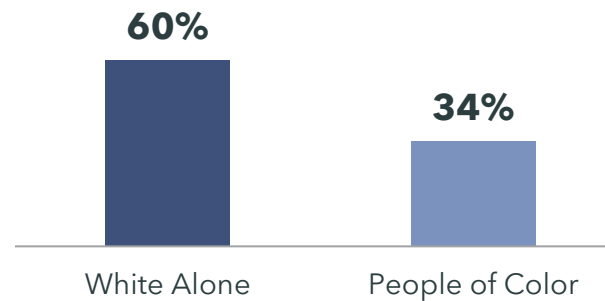
INCOME



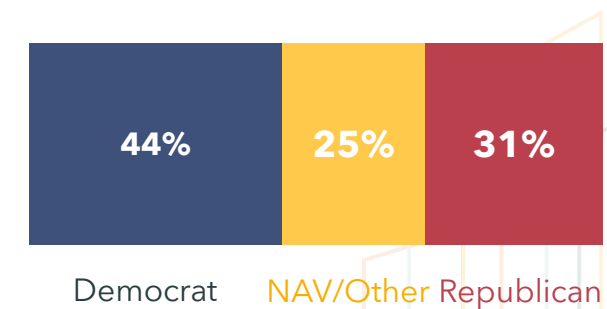
EDUCATION



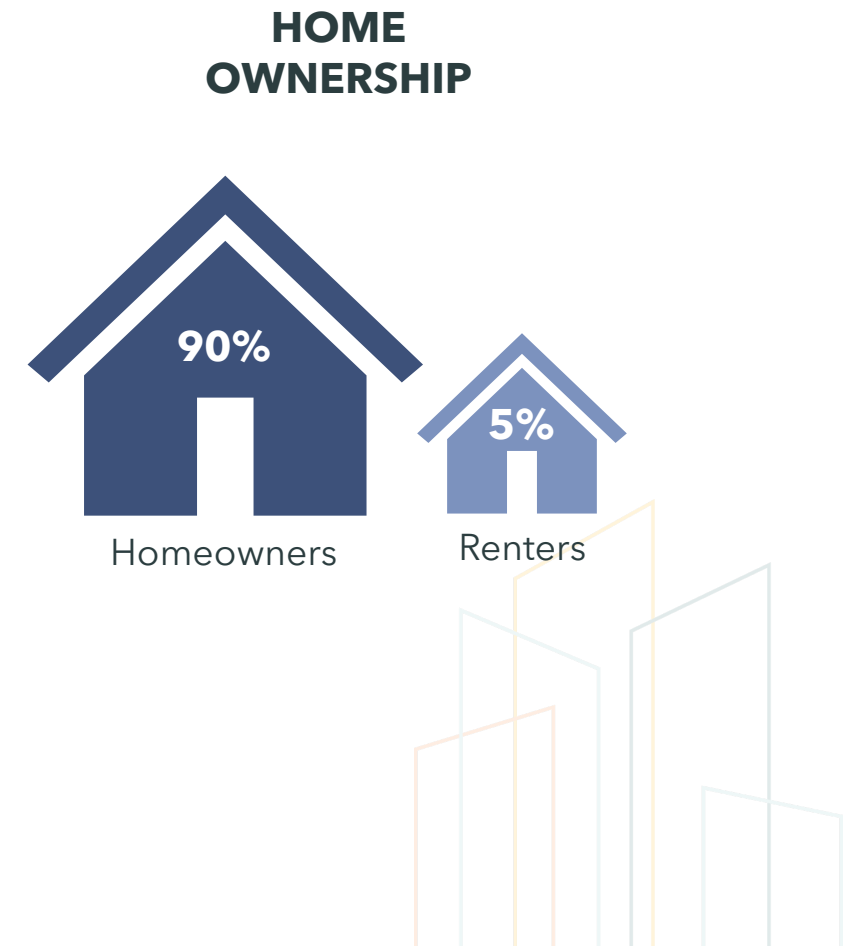
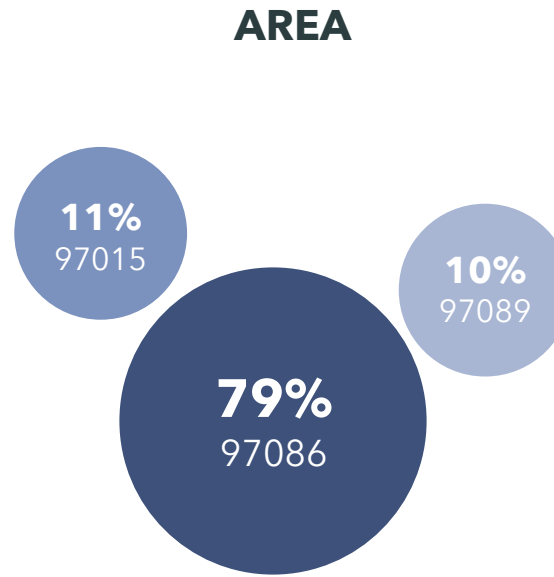
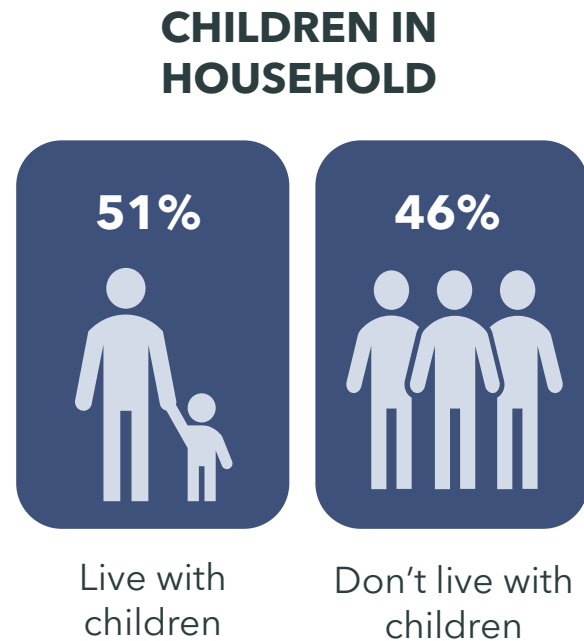
RACE/ETHNICITY



POLITICAL PARTY



Household Makeup of May 2024 Voters

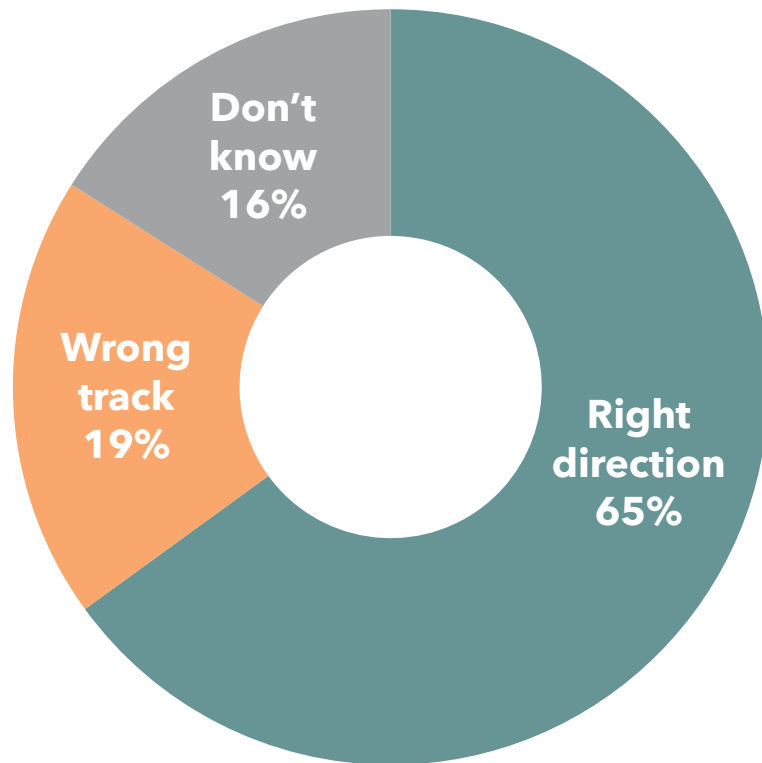


Community Mood and Satisfaction

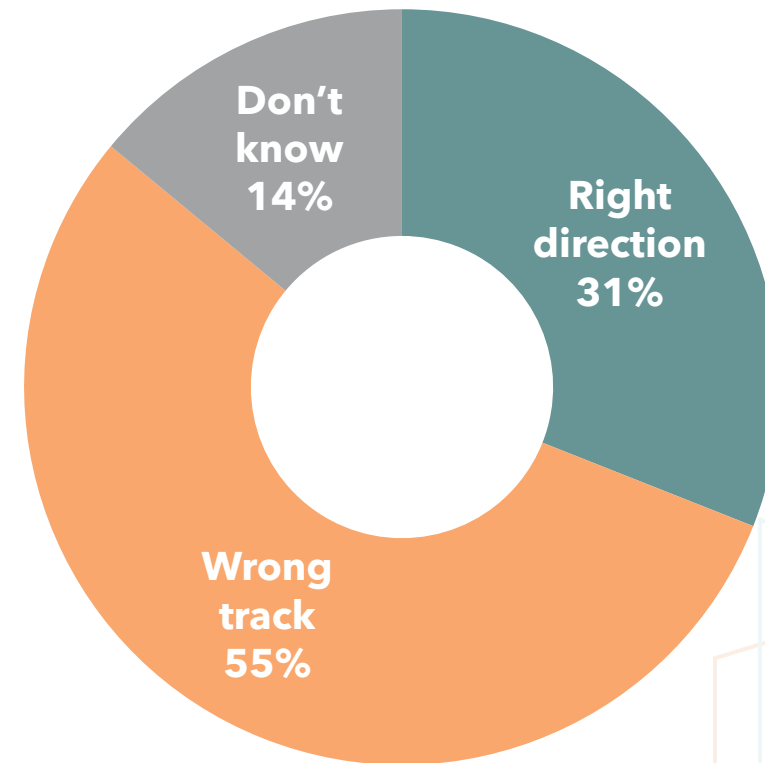


Most voters believe Happy Valley is heading in the right direction. This sentiment surpasses Oregonians' attitudes towards the state overall.

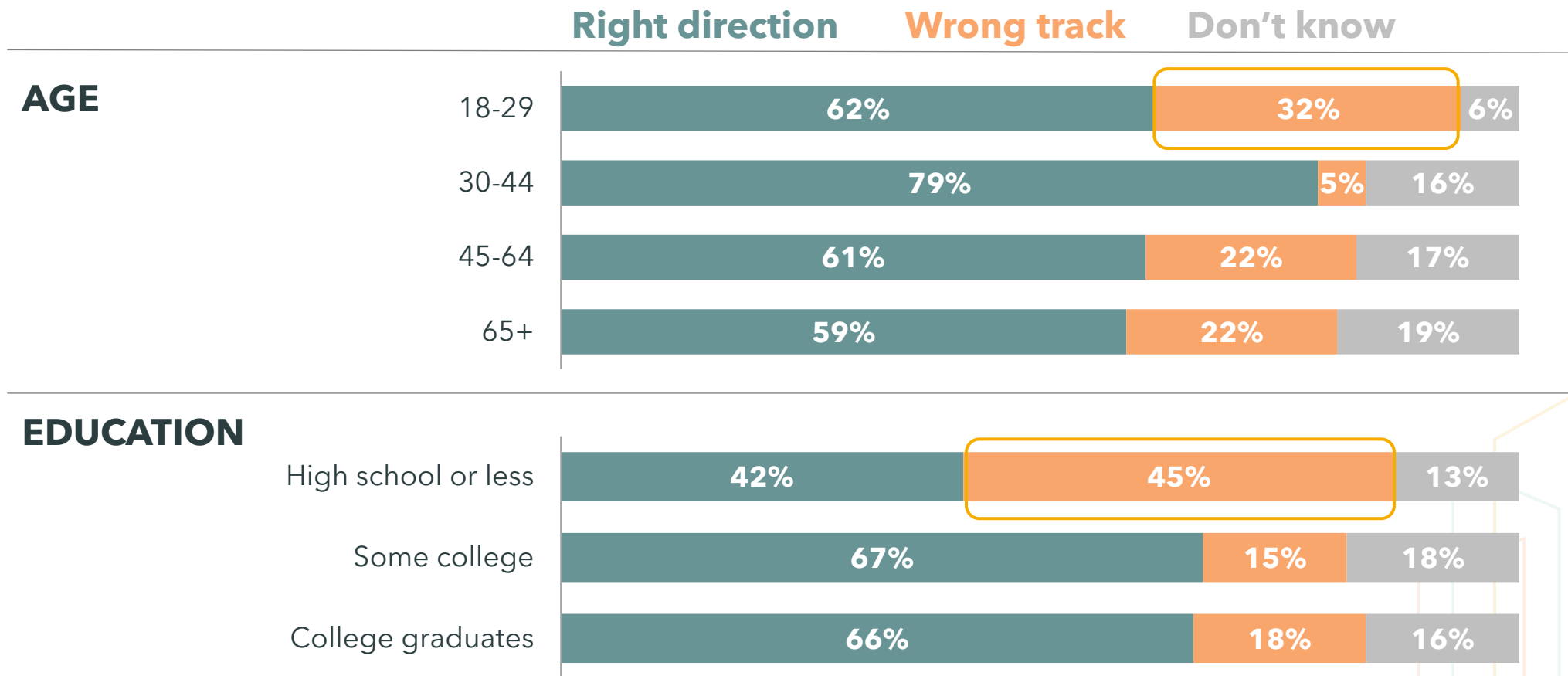
Direction of Happy Valley



Direction of Oregon



Younger voters and those with less education are more likely to think the city is on the wrong track.



Happy Valley voters value the local sense of community, safety, and cleanliness.

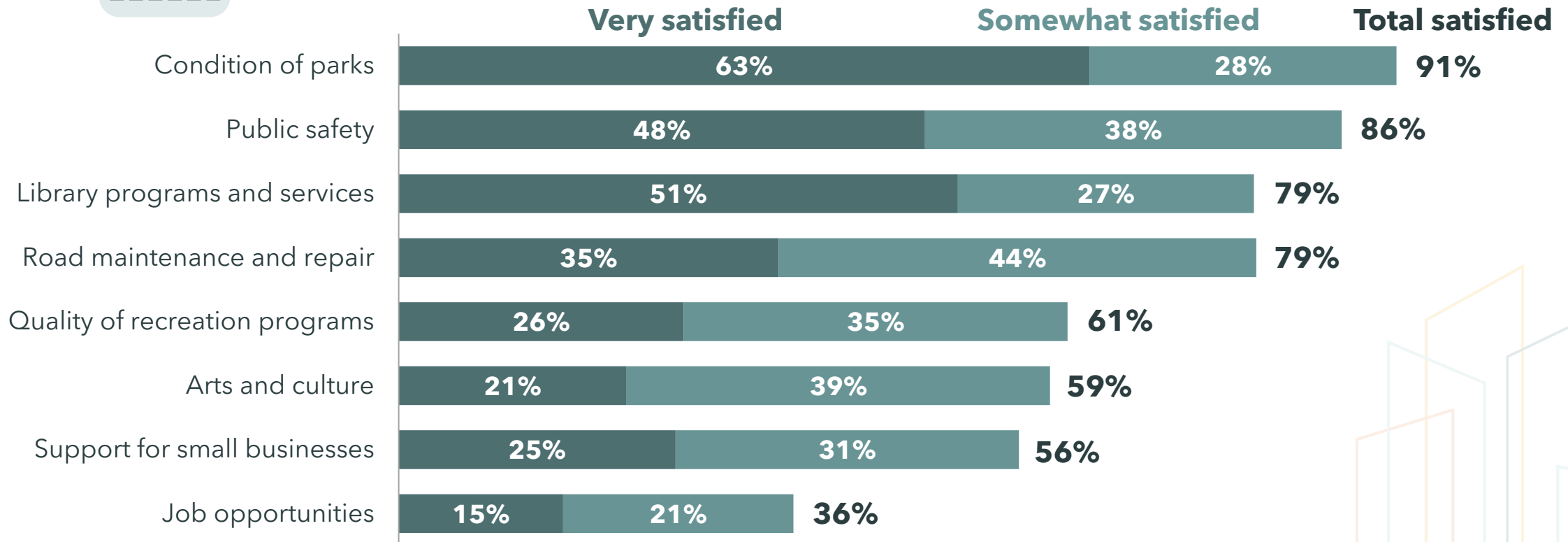
What do you like most about living in Happy Valley?



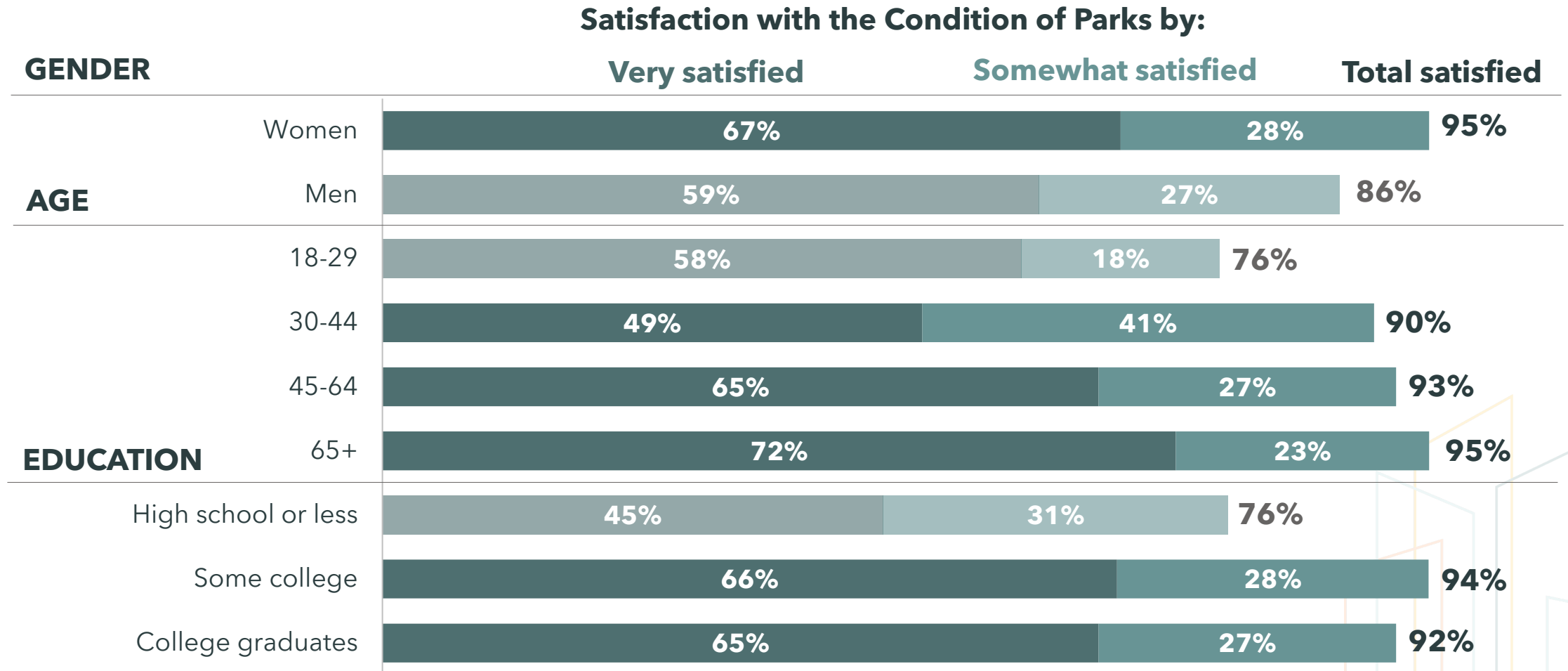
Voters are satisfied with the quality of most services in Happy Valley, especially the condition of parks, public safety, and libraries.



How satisfied are you with the following services in Happy Valley?



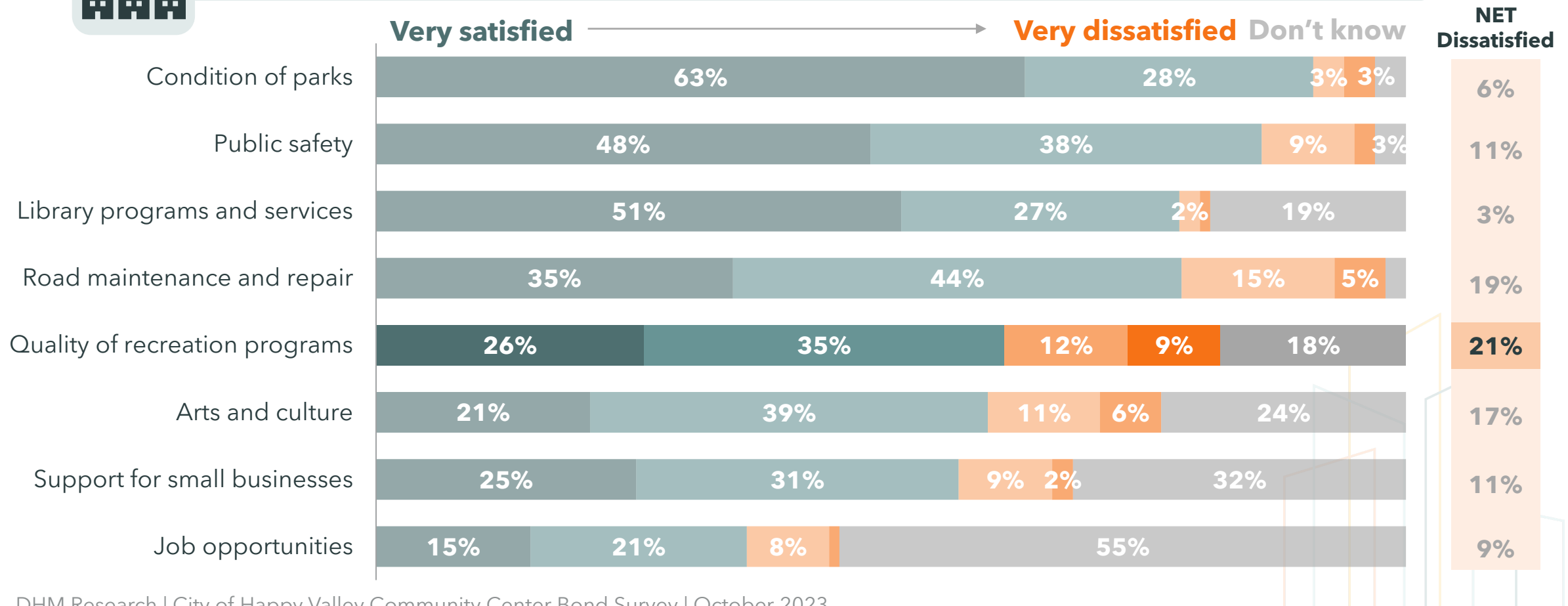
Women, older voters, and voters with higher education levels are more satisfied with the condition of parks.



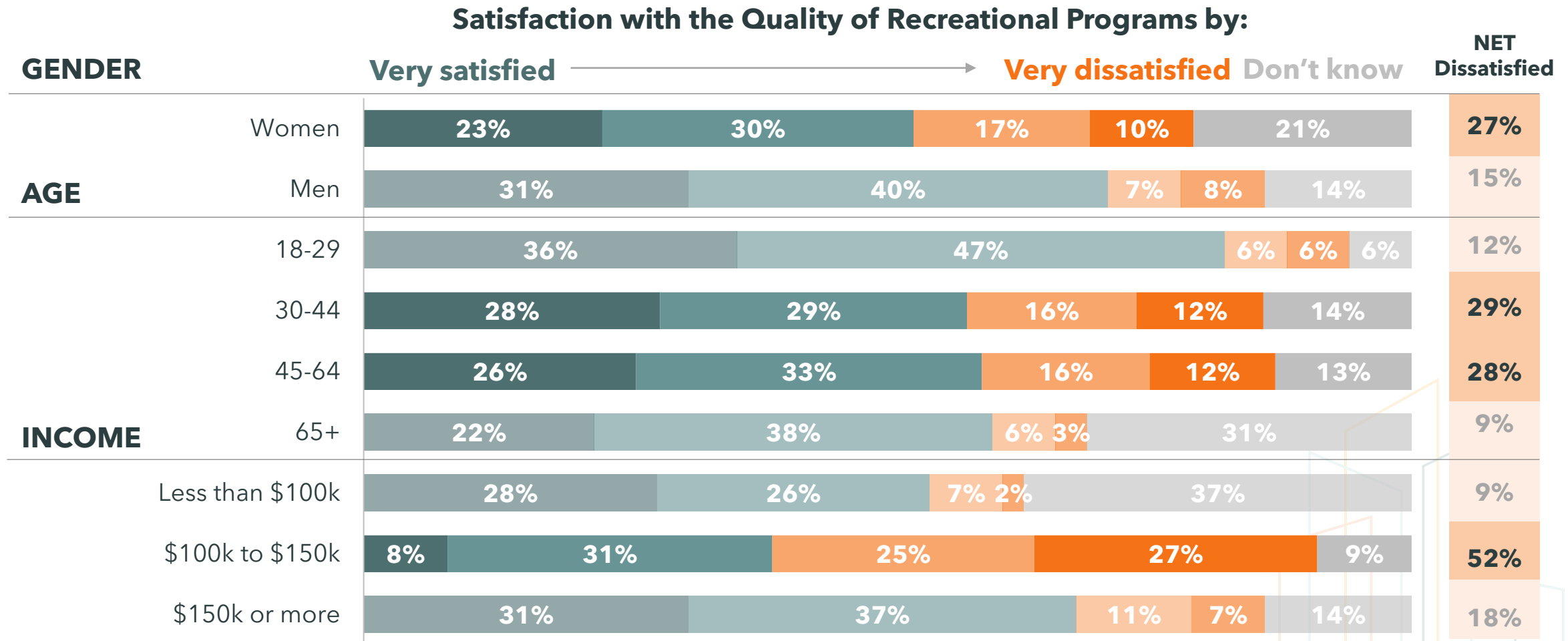
Of all options tested, voters are most dissatisfied with the current quality of recreation programs.



How satisfied are you with the following services in Happy Valley?



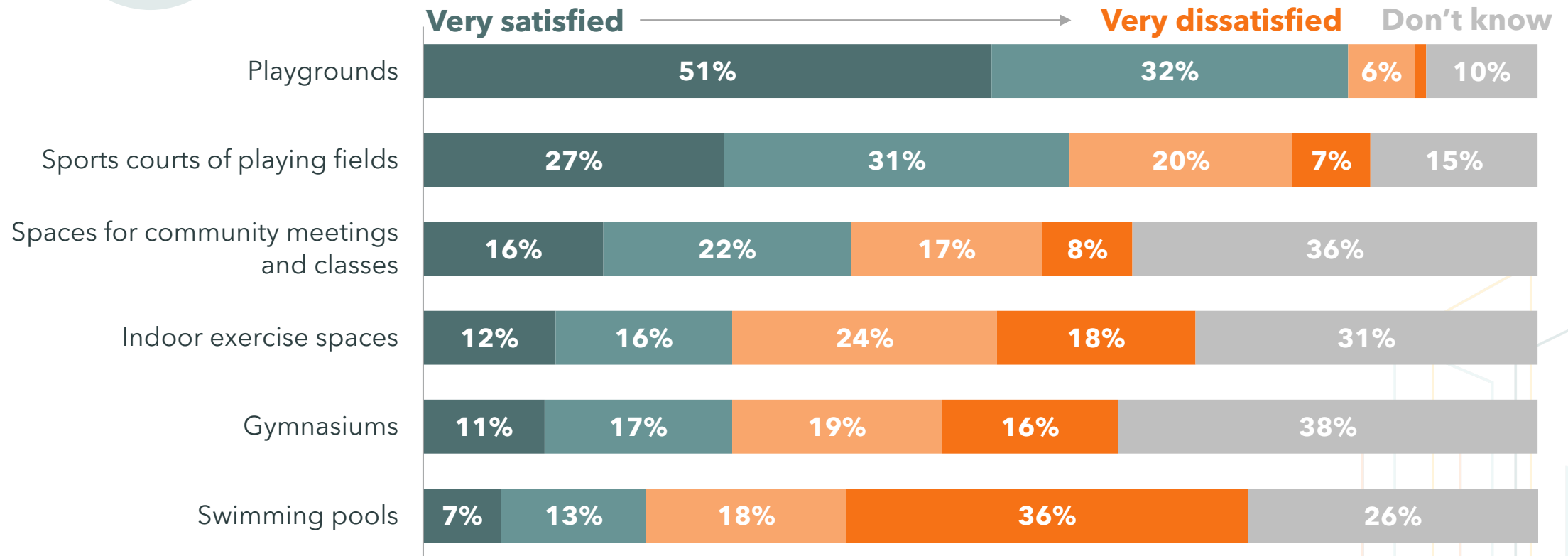
Women, voters ages 30-64, and upper-middle income voters are least satisfied with the quality of recreational programs.



When asked about specific parks and recreation opportunities, voters are most satisfied with playgrounds and sports courts.



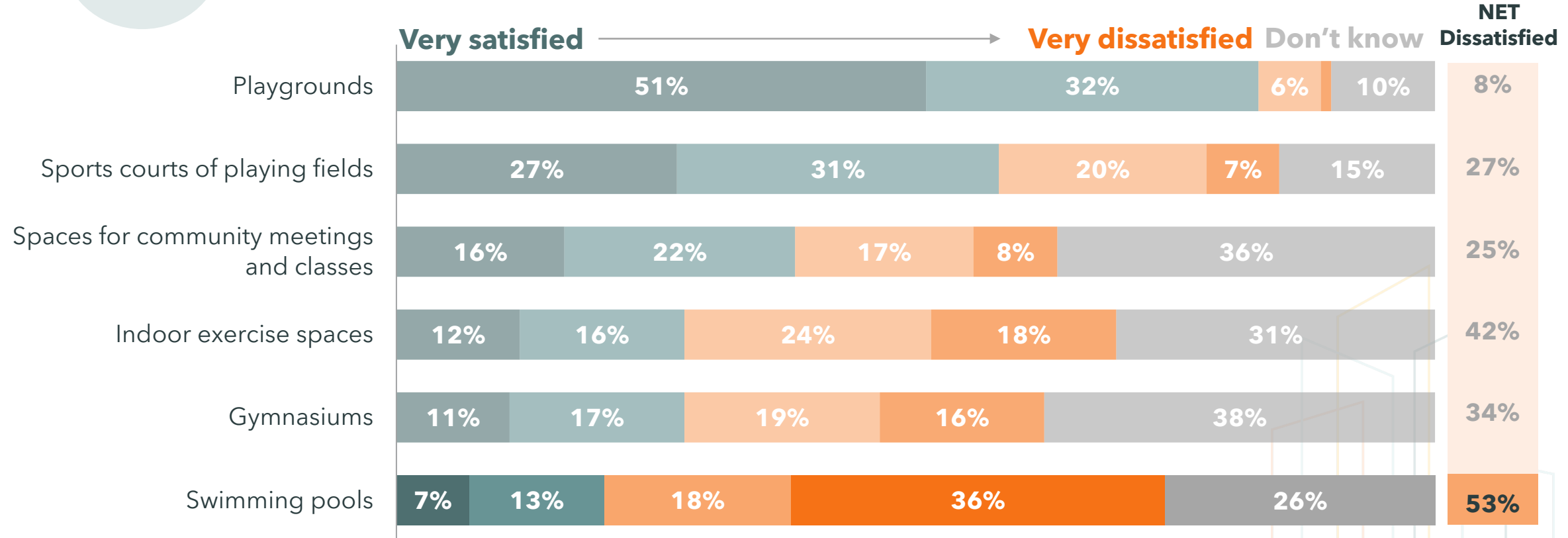
Considering parks and recreation opportunities in Happy Valley, how satisfied are you with the following?



Meanwhile, voters are least satisfied with swimming pools. More than a third are very dissatisfied.



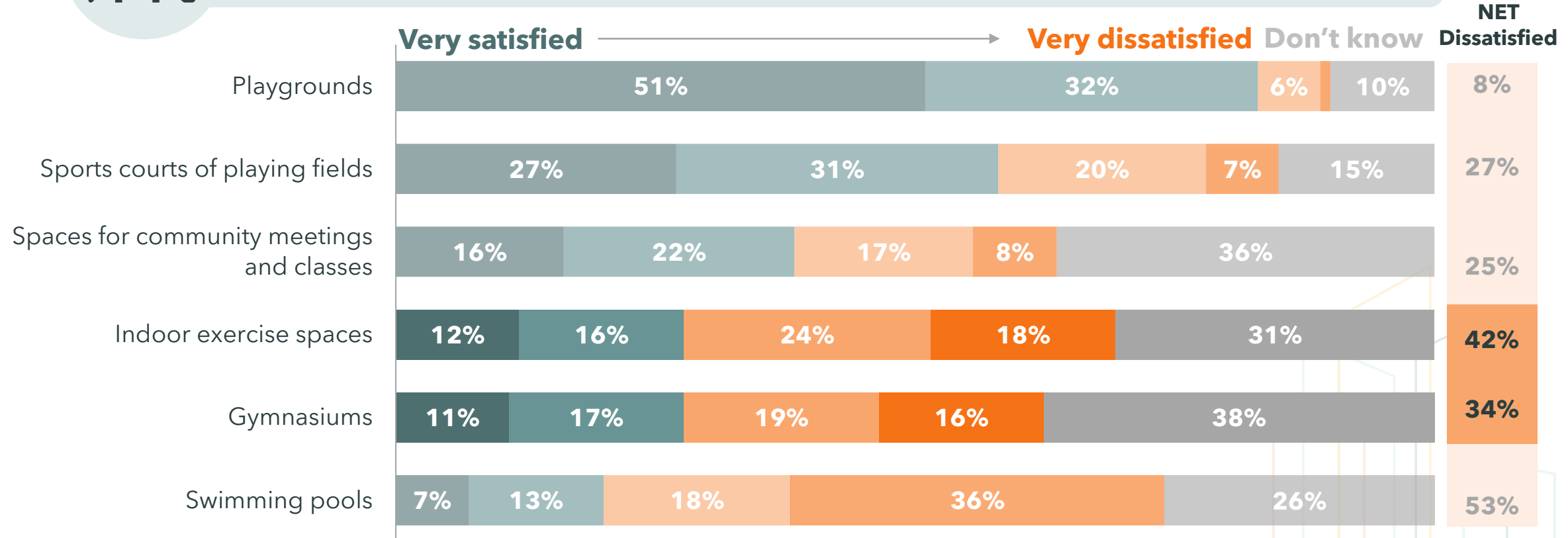
Considering parks and recreation opportunities in Happy Valley, how satisfied are you with the following?



Voters also express dissatisfaction or lack of awareness of indoor exercise spaces and gymnasiums.



Considering parks and recreation opportunities in Happy Valley, how satisfied are you with the following?

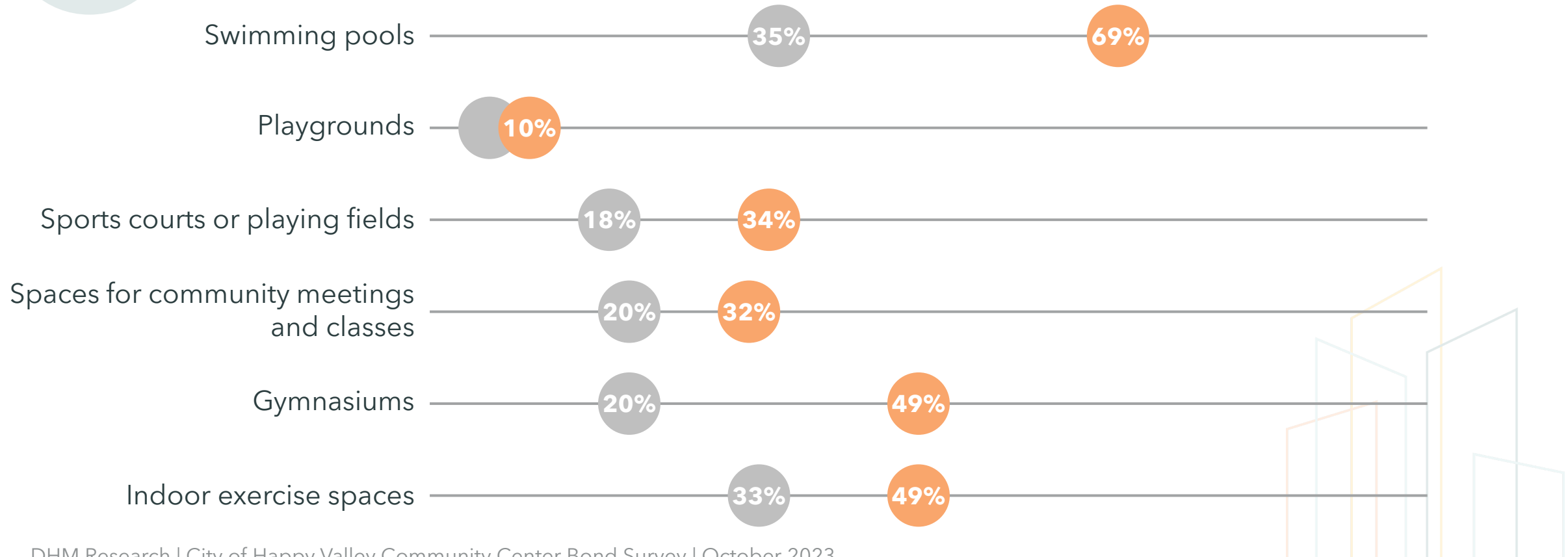


Voters with children have higher levels of dissatisfaction across all recreation opportunities.



Considering parks and recreation opportunities in Happy Valley, how satisfied are you with the following? (Showing % dissatisfied)

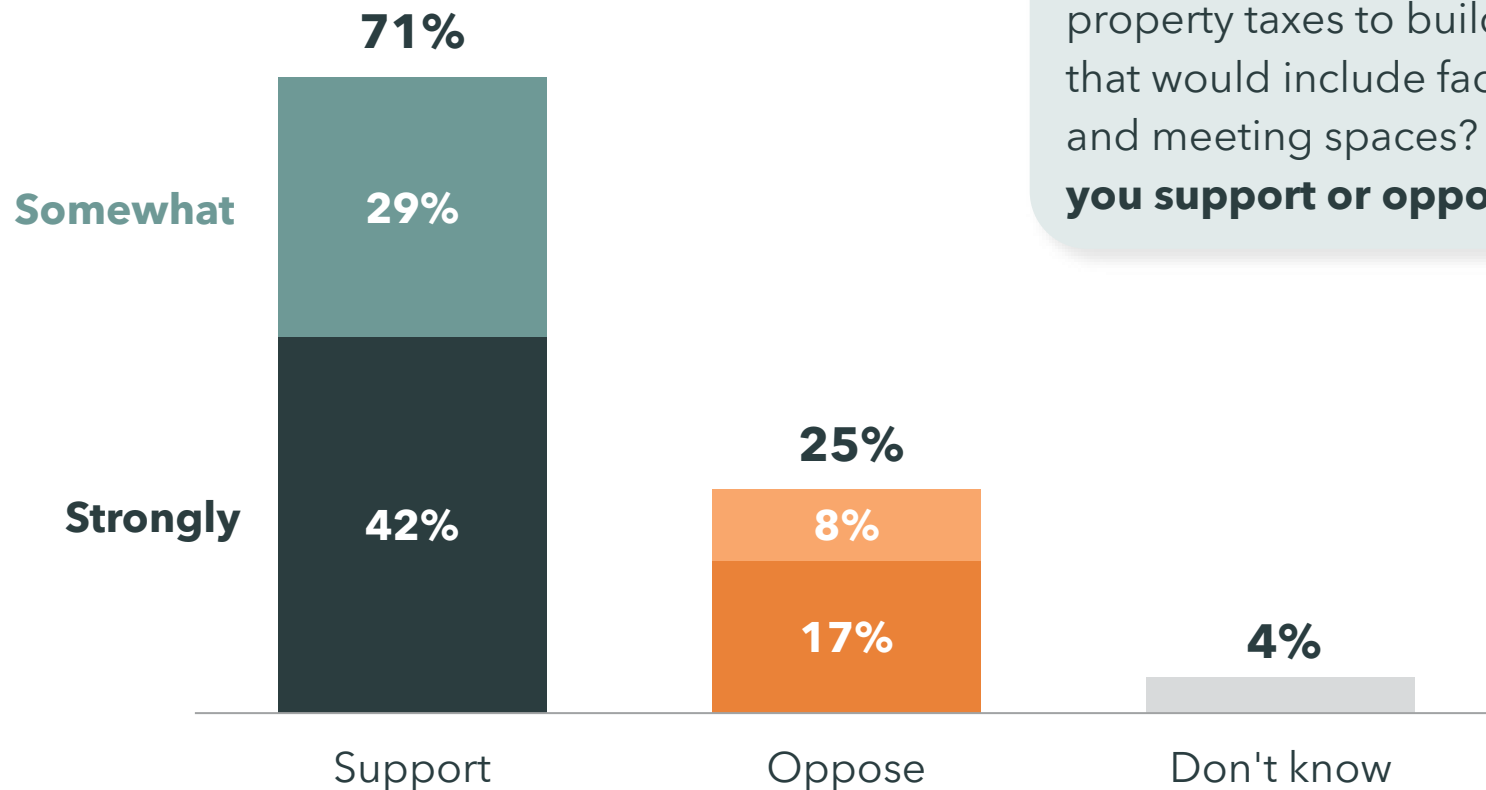
Voters living with children
Voters living without children



Initial \$40M Bond Test



Seven in ten voters support the measure, with over half of those supporting exhibiting strong support.



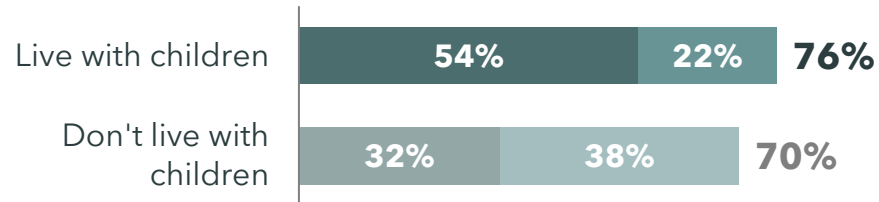
Shall Happy Valley issue a \$40 million bond paid by property taxes to build a new community center in the city that would include facilities for sports, swimming, fitness, and meeting spaces? **If the election were today, would you support or oppose this proposal?**



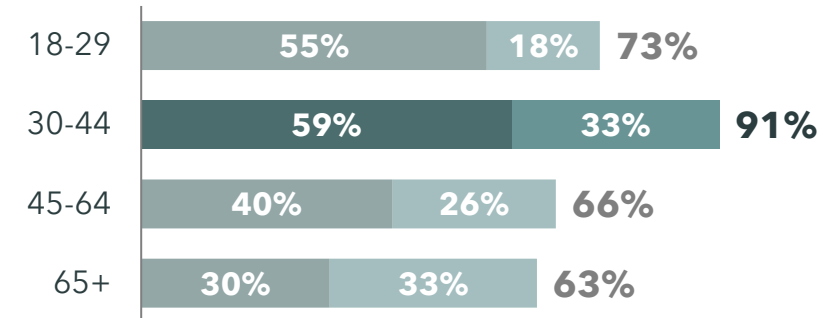
Support is higher among those with children, voters aged 30-44, college educated, Democrats, and Unaffiliated voters.

Strongly support
Somewhat support
Total support

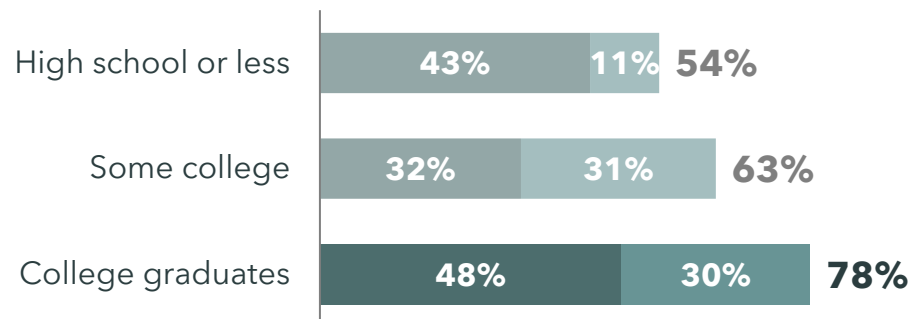
CHILDREN IN HOUSEHOLD



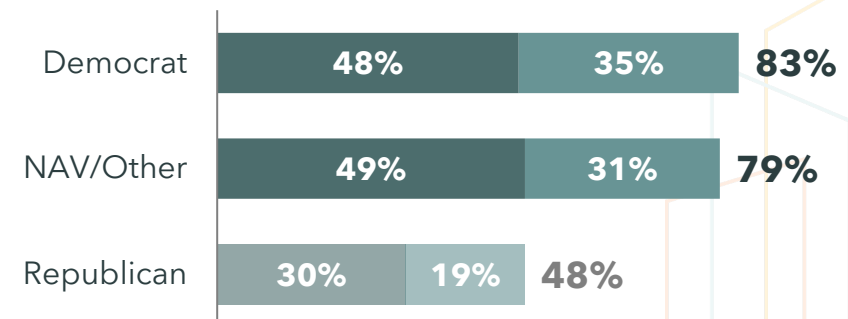
AGE



EDUCATION



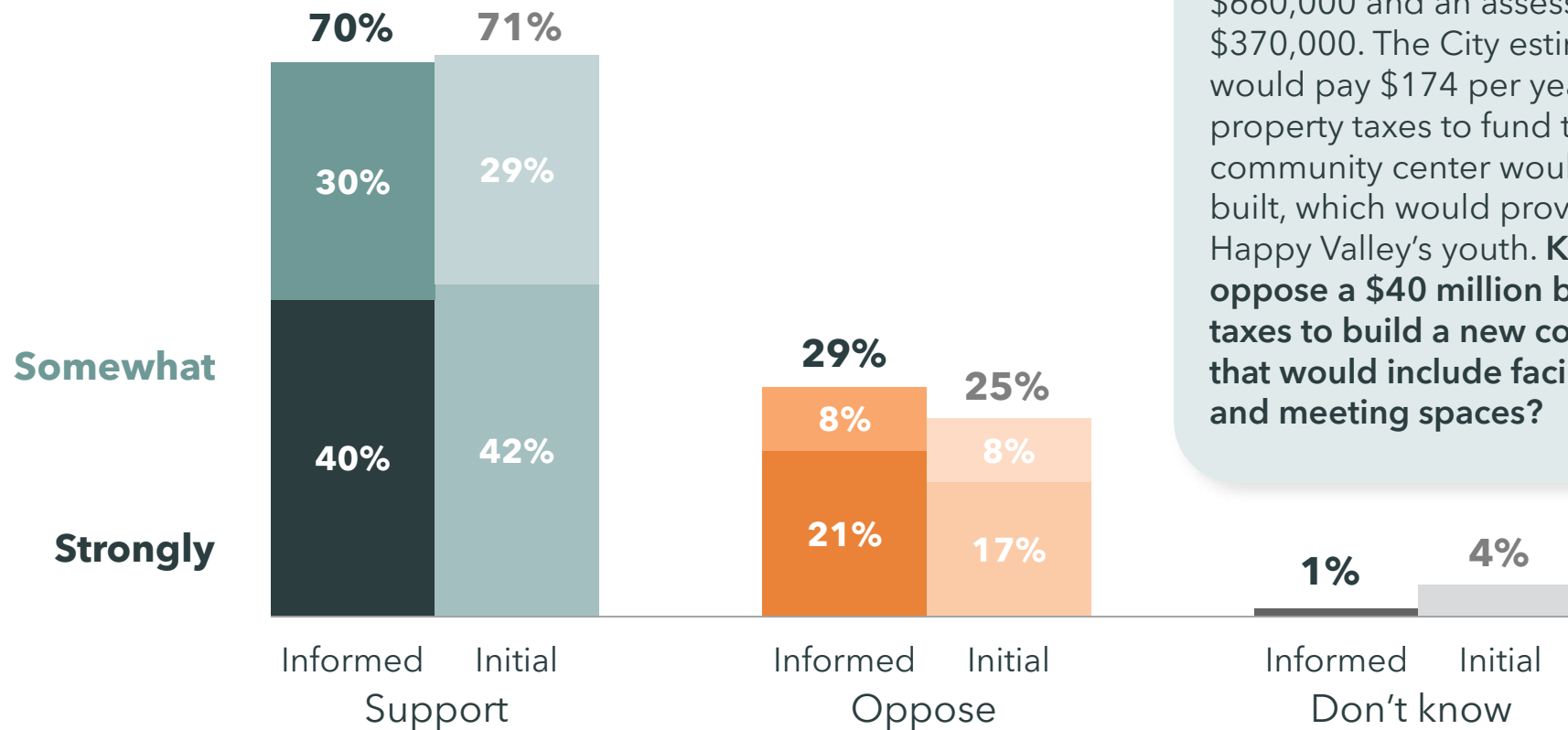
POLITICAL PARTY



Informed \$40M Bond Test



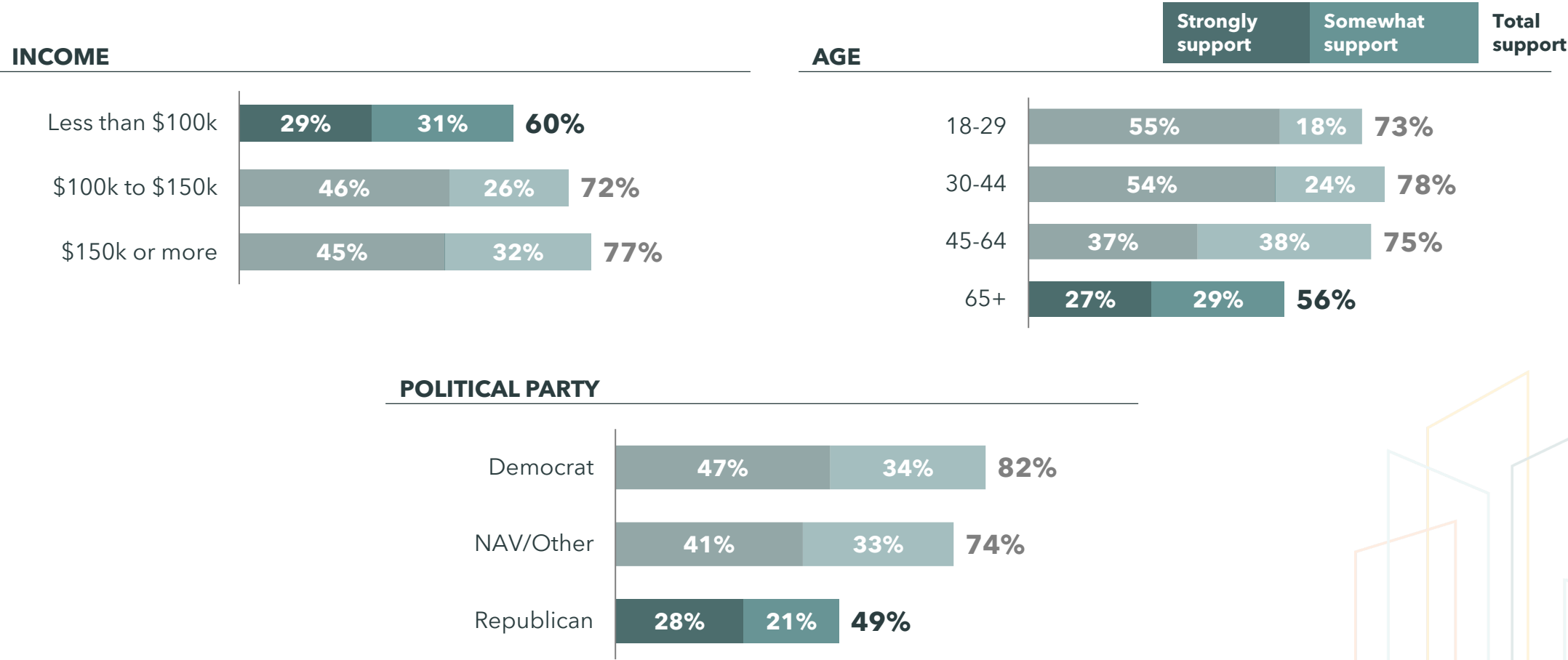
Voter support remains strong after learning more information about the yearly costs and potential amenities of the community center.



In Happy Valley, the average home has a market value of \$660,000 and an assessed value for tax purposes of \$370,000. The City estimates that a similar homeowner would pay \$174 per year for 20 years in additional property taxes to fund the community center. The community center would allow a swimming pool to be built, which would provide recreational opportunities to Happy Valley's youth. **Knowing this, would you support or oppose a \$40 million bond measure paid by property taxes to build a new community center in Happy Valley that would include facilities for sports, swimming, fitness, and meeting spaces?**



Voters who are lower income, older, and Republicans are least likely to support the measure, though a majority still reach positive support numbers.



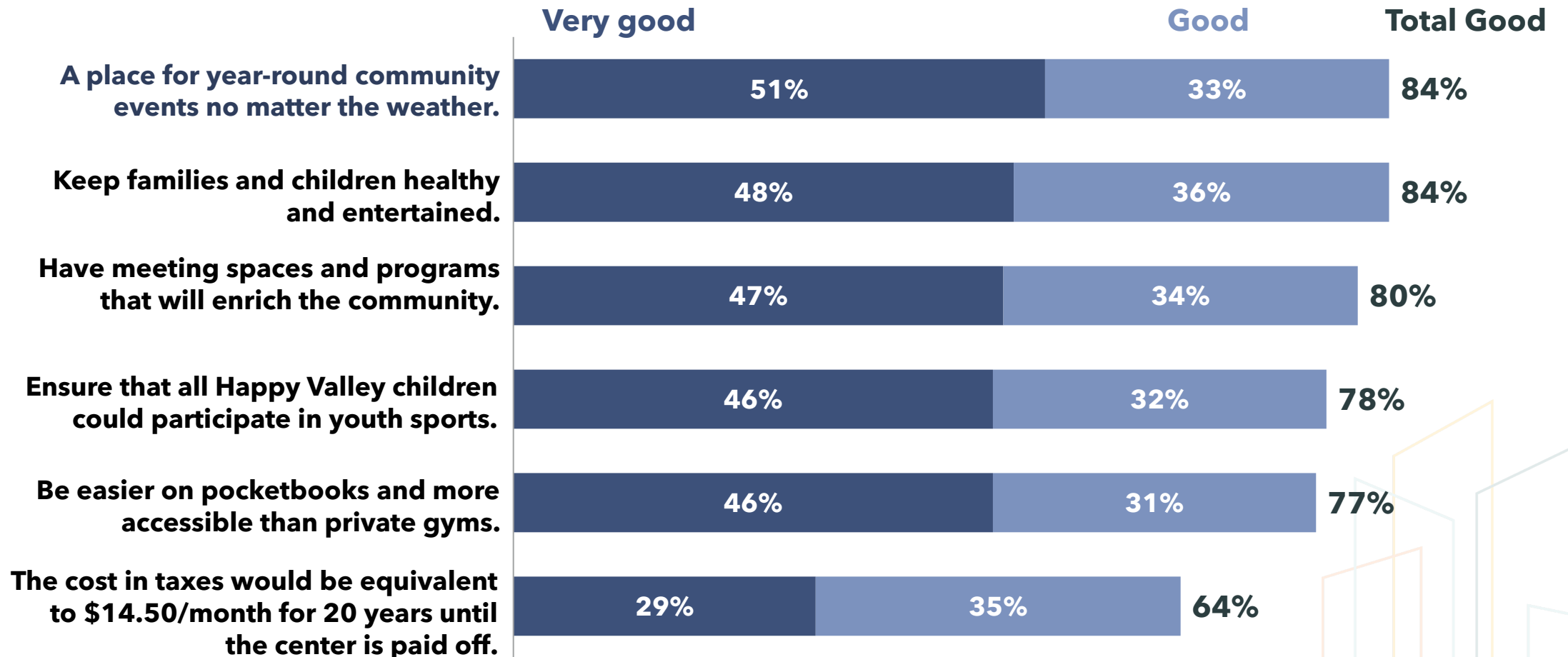
Community Center Benefits



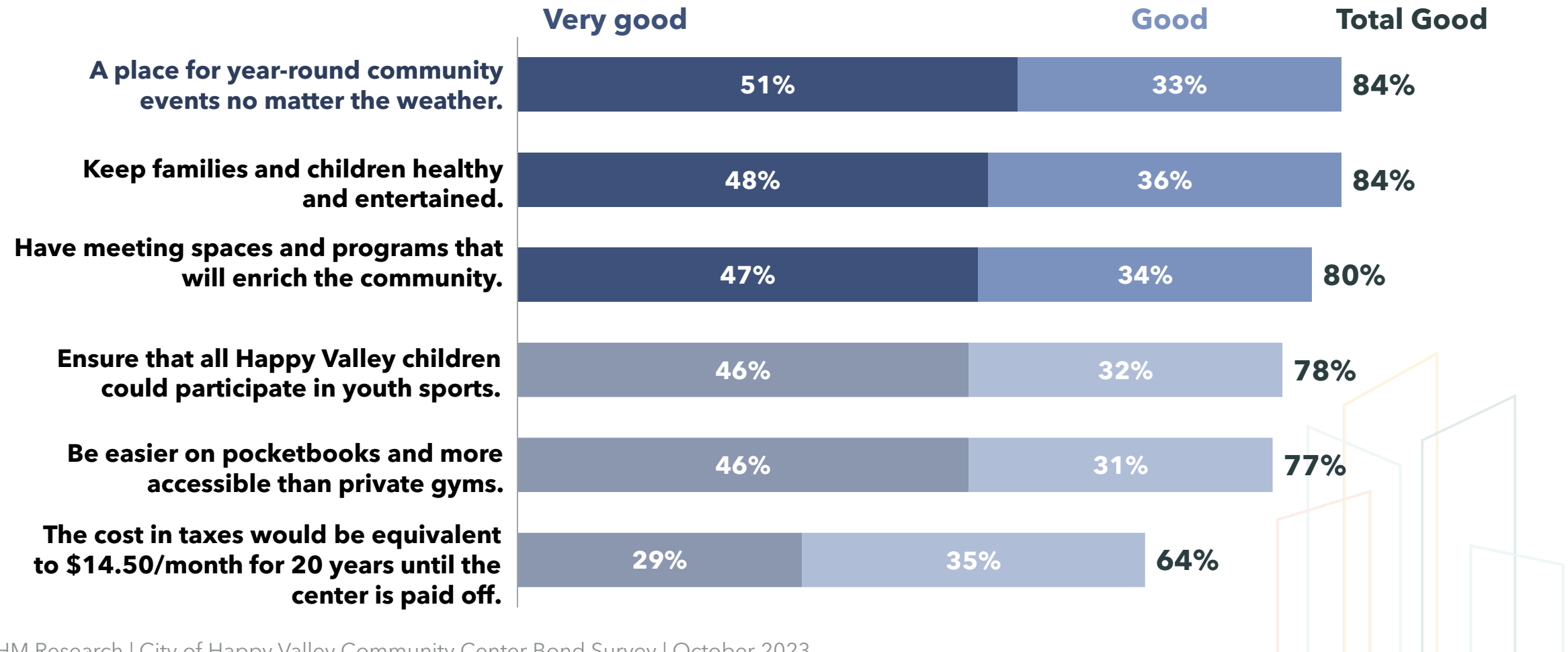
Reasons to Support a Community Center Tested in Survey:

Questionnaire text	Abbreviated version
A community center will provide a variety of activities to keep families and children healthy and entertained.	Keep families and children healthy and entertained.
A community center would be an important gathering place for community events all year round, no matter the weather.	A place for year-round community events no matter the weather.
The community center will have meeting spaces, classes and training rooms, and arts and crafts areas that will provide enrichment to our community.	Have meeting spaces and programs that will enrich the community.
There are not enough places for youth sports in Happy Valley. Currently, families have to travel to other communities to be involved or are denied opportunities. A community center would ensure that all Happy Valley children have the opportunity to participate in youth sports.	Ensure that all Happy Valley children could participate in youth sports.
Everyone should have access to an affordable place to be active and maintain their health. A community center would be easier on pocketbooks and more accessible than private gyms.	Be easier on pocketbooks and more accessible than private gyms.
The cost in taxes would be equivalent to \$14.50/month and only lasts for 20 years until the center is paid off.	The cost in taxes would be equivalent to \$14.50/month for 20 years until the center is paid off.

A majority of voters have positive reactions to benefits of a community center in Happy Valley.



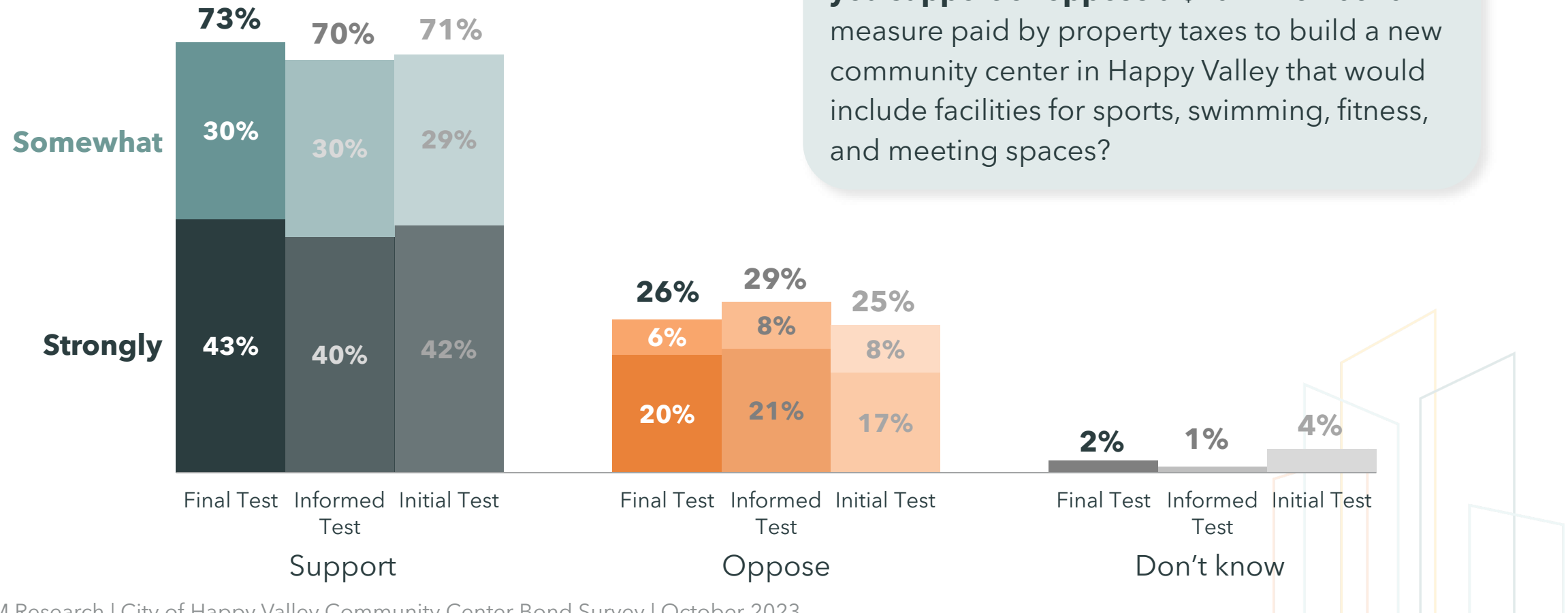
Voters are most excited about a place for year-round activities that caters to families and children, and spaces and programs to enrich the community.



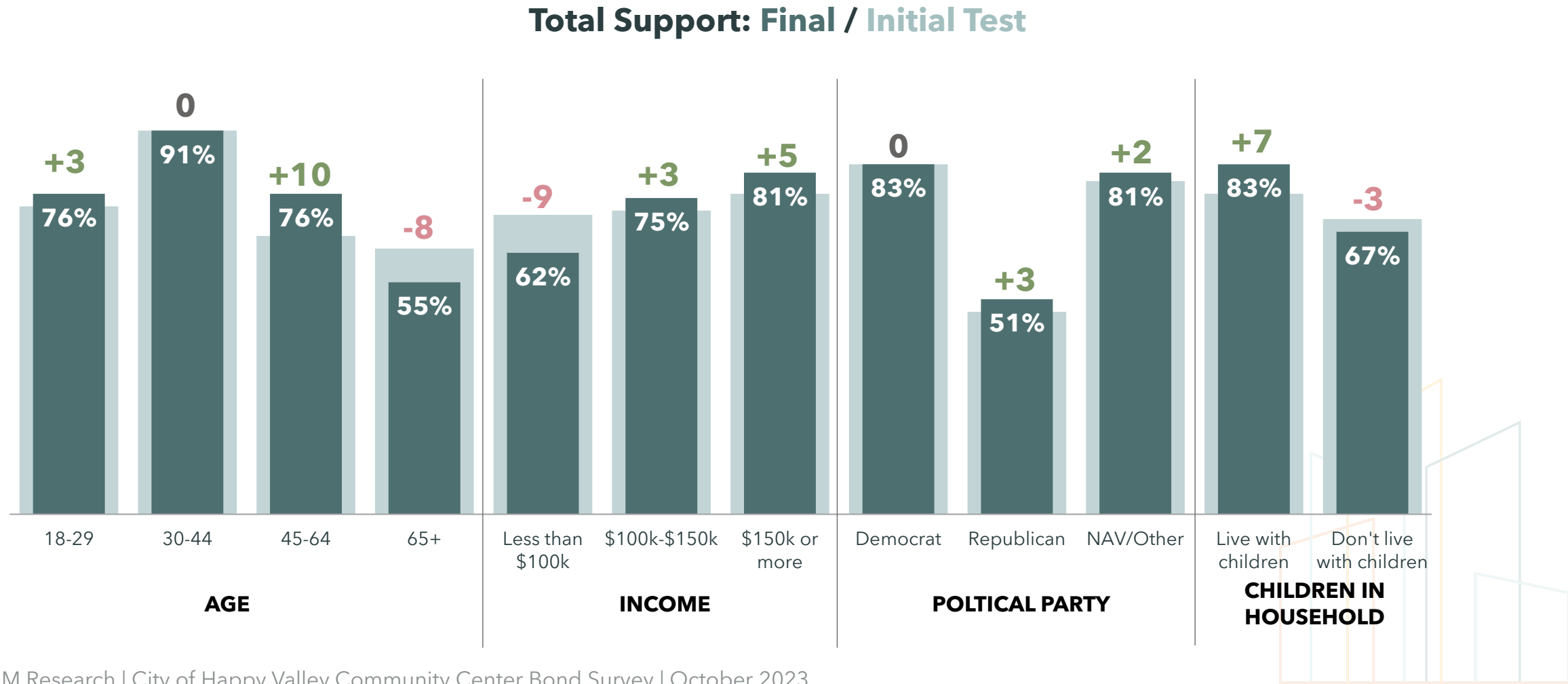
Final Ballot Measure Test



Support for the measure remains strong after learning more about community center benefits.



Voters who consistently support the measure remain supportive after the final test.

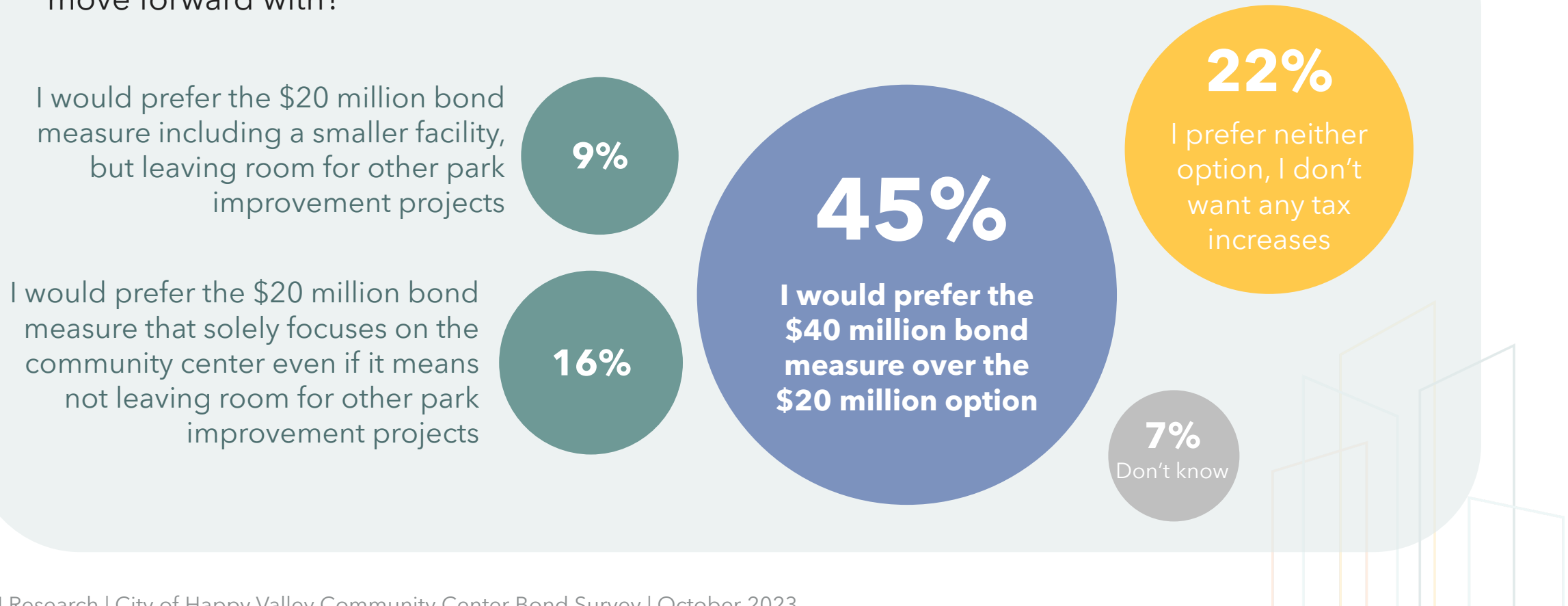


Alternative Bond Options

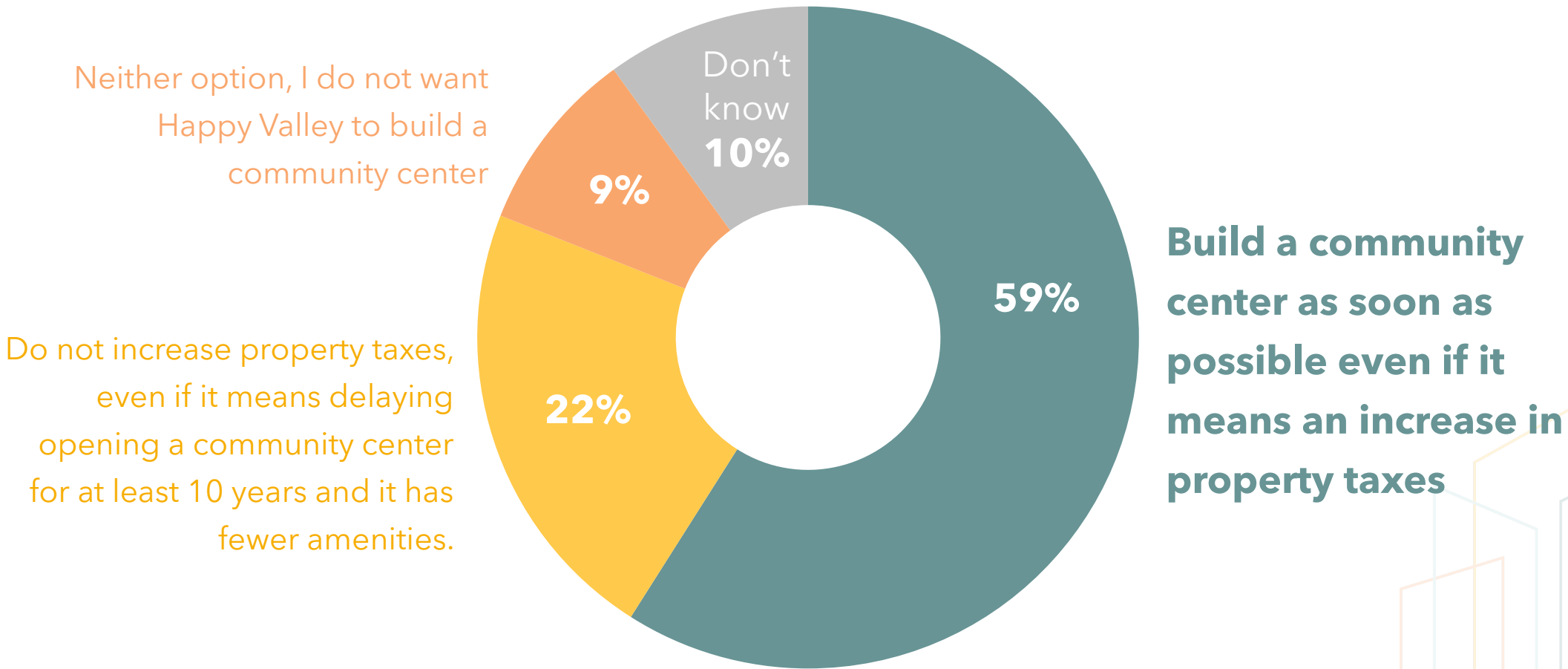


More voters still prefer the \$40 million bond measure to other possible options.

Which of the following options would you prefer that Happy Valley move forward with?



A majority of voters are eager to build the community center.



Community Center Preferences



Having a place for children and families to play, a place for exercise, and a place to host youth sports are the more appealing features to voters.

Which of the following features would be most appealing to you about a community center in Happy Valley?



A place for children to play is most appealing to Asian voters, higher-income voters, and those with children. Exercise is particularly important among POC voters, while youth sports motivates those ages 44 and under and those with kids.

	Age				Race/Ethnicity			Income			Children in Household	
	18-29	30-44	45-64	65+	White	Asian	POC	<\$100k	\$100k-150k	\$150k+	Live with children	Don't live with children
A place for children and families to play	27%	51%	38%	31%	31%	65%	38%	23%	45%	42%	51%	22%
A place for exercise	24%	26%	27%	30%	29%	9%	51%	27%	27%	29%	23%	34%
A place for youth sports	37%	39%	23%	13%	29%	31%	9%	15%	26%	30%	36%	14%
Senior activities	12%	3%	14%	40%	22%	3%	26%	51%	10%	9%	2%	41%
A place for organized sports	35%	25%	13%	4%	16%	22%	7%	6%	16%	21%	24%	6%
A place to host or attend events	--	14%	15%	9%	8%	22%	17%	6%	6%	14%	10%	11%
A place to learn or practice activities or skills	12%	14%	12%	12%	11%	15%	14%	14%	13%	13%	12%	14%
A place to meet and interact with others in my community	17%	3%	15%	9%	12%	3%	18%	10%	16%	10%	8%	14%
A place to get involved with my community	--	4%	8%	8%	5%	6%	5%	7%	16%	3%	3%	10%

Voters would also appreciate having a place for year-round activities that offers something for everyone.

Which of the following aspects would be most appealing to you about a community center in Happy Valley?

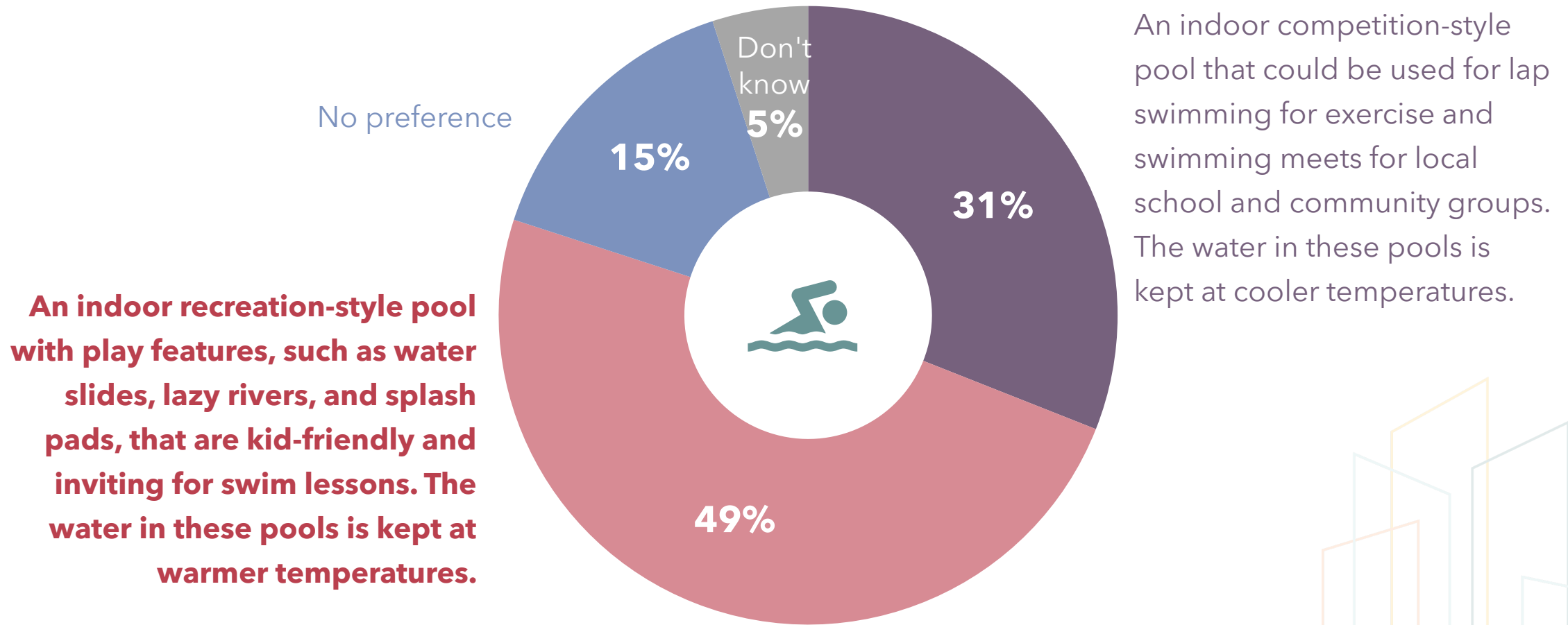


A place for year-round activities is the most appealing feature across all demographic groups. Voters ages 65+ and those without children are drawn to a place that offers something for everyone.

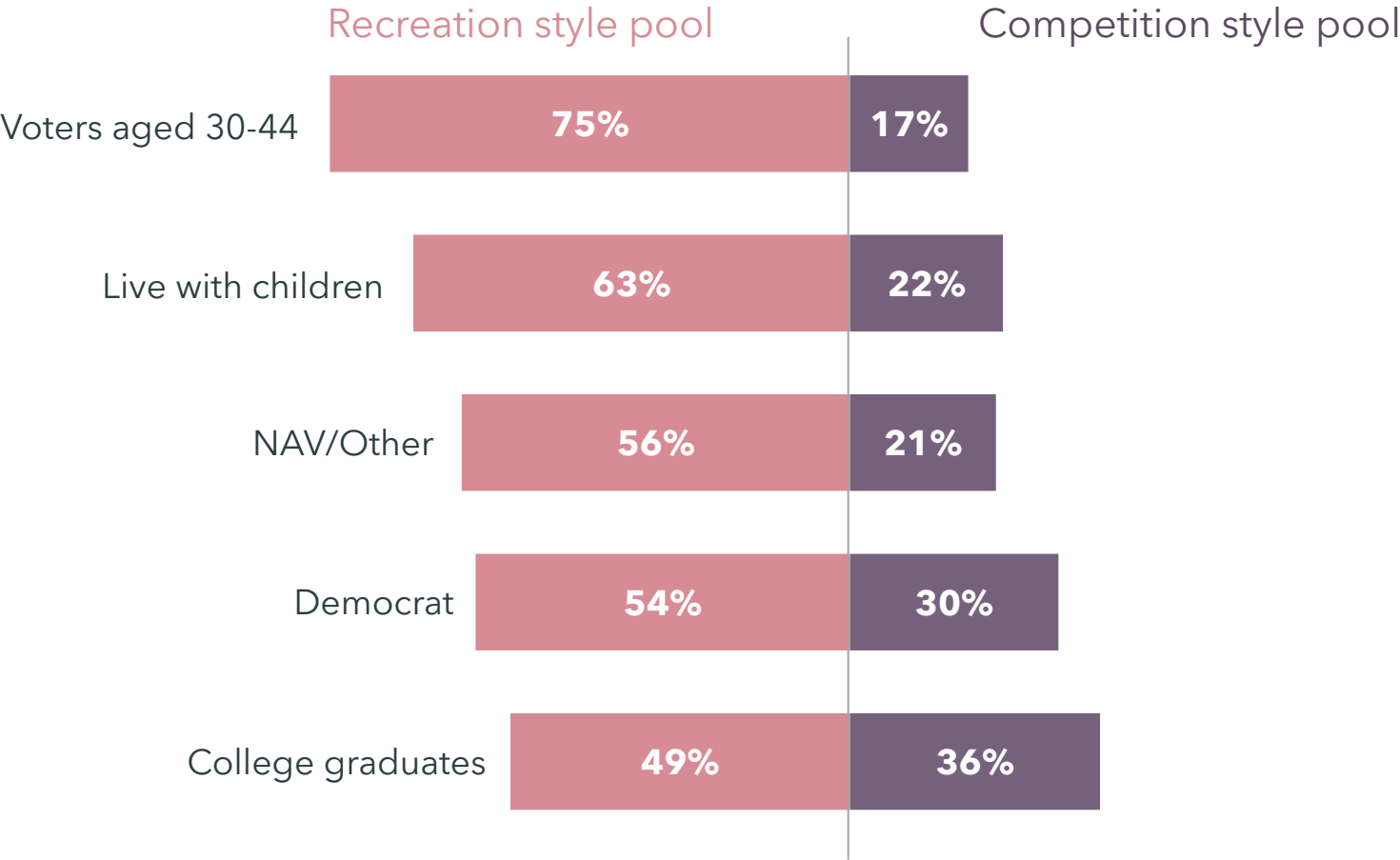
	Age				Race/Ethnicity			Income			Children in Household	
	18-29	30-44	45-64	65+	White	Asian	POC	<\$100k	\$100k-150k	\$150k+	Live with children	Don't live with children
A place with year-round activities	53%	75%	58%	43%	54%	68%	63%	36%	52%	67%	63%	50%
A place that offers something for everyone	42%	18%	33%	35%	30%	35%	34%	34%	37%	29%	26%	36%
A lower cost option than private gyms	21%	31%	21%	19%	26%	27%	11%	34%	24%	22%	27%	20%
A place that is easy for community members to get to	24%	20%	19%	19%	18%	19%	31%	16%	18%	21%	19%	22%
A place where everyone is welcome	--	7%	17%	24%	17%	15%	6%	19%	20%	13%	10%	22%
A place with seasonal activities	11%	11%	13%	5%	11%	10%	9%	9%	12%	11%	13%	7%

Percentages in white bold font indicate significant differences between groups at the 95% confidence interval. Gray bold font indicates directional differences.

In considering swimming pool styles, voters have a stronger preference for the recreation-style pool.

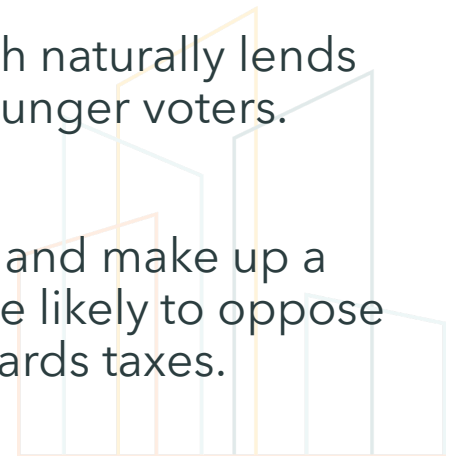


The demographic groups who are most likely to support the \$40M bond are more likely to prefer a recreation style pool.



Next steps

- Share information that highlights the benefits and enrichment that the community center will provide for families and children.
 - Voters express a need to improve the quality of recreation programs in Happy Valley. Programs and features that will meet this need are likely to be met with voter support.
- Communicate that a community center allows children and families to stay active year-round and would include a recreation-style pool.
 - Voters would appreciate having a place for children and families to stay active, regardless of the weather. They want a community center that offers something for everyone: whether that is to play, exercise, participate in organized sports, or utilize meeting spaces, classes and training rooms, and arts and crafts areas.
 - Voters also have a stronger preference for an indoor-recreation style pool, which naturally lends itself to year-round activities. This preference is stronger among parents and younger voters.
- Target parents and younger voters in communication efforts.
 - These groups are more likely to support the measure without much convincing and make up a sizable portion of voters. Republicans, older voters, and lower-income voters are likely to oppose the measure regardless of the campaign's efforts, due to differing attitudes towards taxes.





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