

October 26, 2023

To: City of Happy Valley

From: John Horvick, Hannah Borenstein, Brandon Cruz, DMH Research

Re: Community Center Bond Survey, #01218

Introduction & Methodology

From October 12-19, 2023, DHM Research conducted a survey of registered voters in Happy Valley. The purpose of the survey was to gauge voter support for a bond measure to build a community center in Happy Valley, determine voters' priorities and preferences for the community center, and identify key messages to communicate with voters about the measure.

Research Methodology

The survey consisted of 200 Happy Valley registered voters and took approximately 12 minutes to complete. This is a sufficient sample size to assess voter opinions generally and to review findings by subgroups.

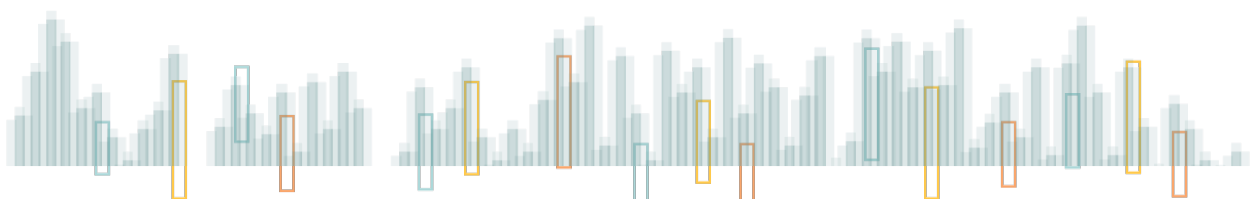
Respondents were contacted from a list of registered voters. Telephone respondents were contacted by a live interviewer and text-to-online respondents received a text invitation directing them to an online survey. In gathering responses, a variety of quality control measures were employed, including questionnaire pre-testing and validation. 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.

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 $\pm 6.9\%$.

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 40 years. The firm is nonpartisan and independent and specializes in research projects to support public policy making.



City of Happy Valley Community Center Bond
October 12-19, 2023
Happy Valley Voters
N=200; margin of error ±6.9%
39 questions; 12 minutes
DHM Research Project #01218

COMMUNITY MOOD

1. All things considered, would you say that things in Happy Valley are headed in the right direction or are they on the wrong track?

Response category	n=200
Right direction	65%
Wrong track	19%
Don't know	16%

2. What do you like most about living in Happy Valley? **[OPEN]**

Response category	n=200
Community / Neighbors / Small / Small town feel	31%
Police / Fire / Safety	22%
Clean / Maintained	14%
Parks / Path	12%
Proximity / Walkability / Accessibility	11%
Environment / Scenery / Views	10%
Education / Schools	8%
Location / Not Portland	6%
Less crime	6%
Quiet / Peaceful / Quality of life	6%
No homelessness	6%
Neighborhood / Nicer area / Beautiful homes	5%
Food / Restaurant / Store options	4%
Community events	3%
Activities	3%
Room for development	2%
Other	3%
None / Nothing	1%
Refused / No comment	1%

CITY SERVICES

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

Response category	NET Satisfied	Very satisfied	Somewhat satisfied	NET Dissatisfied	Somewhat dissatisfied	Very dissatisfied	Don't know
3. Condition of parks							
n=200	91%	63%	28%	6%	3%	3%	3%
4. Quality of recreational programs							
n=200	61%	26%	35%	21%	12%	9%	18%
5. Public safety							
n=200	86%	48%	38%	11%	9%	2%	3%
6. Job opportunities							
n=200	36%	15%	21%	9%	8%	1%	55%
7. Arts and culture							
n=200	59%	21%	39%	17%	11%	6%	24%
8. Support for small businesses							
n=200	56%	25%	31%	11%	9%	2%	32%
9. Library programs and services							
n=200	79%	51%	27%	3%	2%	1%	19%
10. Road maintenance and repair							
n=200	79%	35%	44%	19%	15%	5%	2%

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

Response category	NET Satisfied	Very satisfied	Somewhat satisfied	NET Dissatisfied	Somewhat dissatisfied	Very dissatisfied	Don't know
11. Playgrounds							
n=200	83%	51%	32%	8%	6%	1%	10%
12. Sport courts or playing fields							
n=200	58%	27%	31%	27%	20%	7%	15%
13. Swimming pools							
n=200	20%	7%	13%	53%	18%	36%	26%
14. Spaces for community meetings and classes							
n=200	38%	16%	22%	25%	17%	8%	36%
15. Gymsnasiums							
n=200	27%	11%	17%	34%	19%	16%	38%
16. Indoor exercise spaces							
n=200	27%	12%	16%	42%	24%	18%	31%

INITIAL BOND MEASURE TEST

The City of Happy Valley is considering building a community center. Please read the following proposal as carefully as possible.

17. 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?

Response category	n=200
NET Support	71%
Strongly support	42%
Somewhat support	29%
NET Oppose	25%
Somewhat oppose	8%
Strongly oppose	17%
Don't know	4%

INFORMED BOND MEASURE TEST

18. 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?

Response category	n=200
NET Support	70%
Strongly support	40%
Somewhat support	30%
NET Oppose	29%
Somewhat oppose	8%
Strongly oppose	21%
Don't know	1%

19. The proposed community center includes plans for a swimming pool. There are two different types of swimming pools that could be built. Which type do you think should be the higher priority in Happy Valley? **[Rotate]**

Response category	n=200
An indoor competition-style pool that could be used for lap swimming for exercise and swimming meets for local school and community groups. The water in these pools is kept at cooler temperatures.	31%
An indoor recreation-style pool with play features, such as water slides, lazy rivers, and splash pads, that are kid-friendly and inviting for swim lessons. The water in these pools is kept at warmer temperatures.	49%
No preference	15%
Don't know	5%

SUPPORT MESSAGES

The following are reasons that some may support a bond to build a community center in Happy Valley. For each, indicate if you think it is a good or poor reason. **[Randomize]**

Response category	NET Good	Very good	Good	NET Poor	Poor	Very poor	Don't know
20. A community center will provide a variety of activities to keep families and children healthy and entertained.							
n=200	84%	48%	36%	11%	4%	7%	5%
21. A community center would be an important gathering place for community events all year round, no matter the weather.							
n=200	84%	51%	33%	11%	4%	7%	5%
22. The community center will have meeting spaces, classes and training rooms, and arts and crafts areas that will provide enrichment to our community.							
n=200	80%	47%	34%	15%	5%	10%	5%
23. 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.							
n=200	78%	46%	32%	17%	7%	9%	5%
24. 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.							
n=200	77%	46%	31%	15%	5%	10%	8%
25. The cost in taxes would be equivalent to \$14.50/month and only lasts for 20 years until the center is paid off.							
n=200	64%	29%	35%	30%	12%	18%	6%

FINAL BOND MEASURE TEST

26. Now that you've learned more about it, 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?

Response category	n=200
NET Support	73%
Strongly support	43%
Somewhat support	30%
NET Oppose	26%
Somewhat oppose	6%
Strongly oppose	20%
Don't know	2%

27. Which of the following features would be most appealing to you about a community center in Happy Valley? Choose up to two.

Response category	n=200
A place for children and families to play	38%
A place for exercise	27%
A place for youth sports	25%
Senior activities	20%
A place for organized sports	15%
A place to host or attend events	12%
A place to learn or practice activities or skills	12%
A place to meet and interact with others in my community	10%
A place to get involved with my community	6%
Other (please specify)	12%
Don't know	5%
NET Physical activities (% of those who selected a place for exercise, a place for youth sports, or a place for organized sports)	54%
NET Sports (% of those who selected a place for youth sports or a place for organized sports)	32%
NET Community engagement (% of those who selected a place to meet and interact with others in my community or a place to get involved with my community)	16%

28. Which of the following aspects would be most appealing to you about a community center in Happy Valley? Choose up to two.

Response category	n=200
A place with year-round activities	57%
A place that offers something for everyone	31%
A lower cost option than private gyms	23%
A place that is easy for community members to get to	20%
A place where everyone is welcome	15%
A place with seasonal activities	10%
Other (please specify)	8%
Don't know	7%

ALTERNATIVE BOND OPTIONS

29. Happy Valley could issue a smaller bond of \$20 million to build a new community center. This community center would either have to be smaller than the alternative \$40 million option, or not include building sports fields and other park amenities around the community center. The \$20 million bond option allows for a lower annual property tax increase but means using the full funds on just the community center, with no other resources left for other park improvement projects in the city. Knowing this information, which of the following options would you prefer that Happy Valley move forward with?

Response category	n=200
I would prefer the \$40 million bond measure over the \$20 million option	45%
NET: Prefer the \$20 million bond measure	25%
<i>I would prefer the \$20 million bond measure including a smaller facility, but leaving room for other park improvement projects</i>	9%
<i>I would prefer the \$20 million bond measure that solely focuses on the community center even if it means not leaving room for other park improvement projects</i>	16%
I prefer neither option, I don't want any tax increases	22%
Don't know	7%

30. The City of Happy Valley could build the community center without a bond measure and property tax increase. However, doing so would delay opening it for at least 10 years and may come with fewer amenities. Knowing this, which of the following do you prefer? **[Rotate]**

Response category	n=200
Build a community center as soon as possible even if it means an increase in property taxes	59%
Do not increase property taxes, even if it means delaying opening a community center for at least 10 years and it has fewer amenities.	22%
Neither option, I do not want Happy Valley to build a community center	9%
Don't know	10%

DEMOGRAPHICS

31. How do you describe your gender?

Response category	n=200
Man	48%
Woman	51%
Non-binary or gender non-conforming	1%
Another way	--
I prefer not to say	n=1

32. Age

Response category	n=200
18-29	10%
30-44	22%
45-64	37%
65+	31%

33. Which of the following best describes your race or ethnicity? Please select all that apply.

Response category	n=200
African	--
Asian/Pacific Islander	19%
Black/African American	4%
Hispanic/Latino/a/x	5%
Middle Eastern/North African	--
Native American/American Indian	5%
White/Caucasian	69%
Other	5%
Don't know	2%
I prefer not to say	4%
<i>White alone</i>	<i>60%</i>
<i>POC NET</i>	<i>34%</i>

34. Which category best describes your gross household income, before taxes? Remember to include everyone living in your household. Your best estimate will do.

Response category	n=200
Less than \$25,000	2%
\$25,000 to less than \$50,000	3%
\$50,000 to less than \$75,000	6%
\$75,000 to less than \$100,000	8%
\$100,000 to less than \$150,000	16%
\$150,000 or more	56%
I prefer not to say	9%

35. What is the highest level of education that you have completed?

Response category	n=200
Less than high school	1%
High school diploma/GED	8%
Some college/2-year degree	29%
College degree/4-year degree	31%
Graduate/professional school	31%
I prefer not to say	1%

36. Zip code.

Response category	n=200
97015	11%
97086	79%
97089	10%

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

Response category	n=200
Yes	51%
No	46%
I prefer not to say	3%

38. Do you consider yourself as a Democrat, Republican, or NAV/Other? **[Coded from voter file]**

Response category	n=200
Democrat	44%
Republican	31%
Some other party	6%
Non-affiliated	19%

39. Do you own your home, rent, or do you have some other living arrangement?

Response category	n=200
Own	90%
Rent	5%
Some other arrangement	2%
I prefer not to say	3%