Parks & Recreation
Community Survey Findings

Data collected fall 2019

www.cdri.com
Methods

- Survey questionnaire developed with City of Sandy
- Mailout survey with online option
- 5,278 mailing to random selection of voting households in three phases:
  - Announcement card
  - First mailer with survey
  - Second reminder mailer with survey
  - Each mailer indicated online option for taking survey
- 1216 surveys from random sample returned
  - 12% (149) online; 88% (1067) mailed
  - Additional surveys filled in online by general community, analyzed separately.
Methods, continued...

<table>
<thead>
<tr>
<th>Sample:</th>
<th>Total</th>
<th>Sandy</th>
<th>Oregon Trail, outside Sandy</th>
<th>Estacada</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mailing sample</td>
<td>5278</td>
<td>2113</td>
<td>2112</td>
<td>1053</td>
</tr>
<tr>
<td>Response rate</td>
<td>23%</td>
<td>29%</td>
<td>23%</td>
<td>12%</td>
</tr>
<tr>
<td>Surveys returned</td>
<td>1216</td>
<td>608</td>
<td>485</td>
<td>123</td>
</tr>
<tr>
<td>Weighted Totals</td>
<td>1209</td>
<td>359</td>
<td>736</td>
<td>114</td>
</tr>
<tr>
<td>Worst case reliability of weighted segment*</td>
<td>±3.2</td>
<td>±5.2</td>
<td>±4.5</td>
<td>±9.2</td>
</tr>
</tbody>
</table>

- Weighting for 1) 50/50 female/male (unweighted is 64% female) & 2) Distribution of voting population
- Tables, charts in report reflect weighted data
- Verbatim comments reported are from all who offered comments, unweighted

*Worst case reliability figures differ from standard reliability calculation to account for weighting impact
Research Results
3 in 10 have children at home

Q: Do you currently have children under the age of 18 in your household?

- **Total:**
  - Yes, 27%
  - No, 73%

- **Greater OTSD***:
  - Yes, 21%
  - No, 79%

- **Sandy**:
  - Yes, 38%
  - No, 62%

- **Estacada**:
  - Yes, 32%
  - No, 68%

*Greater OTSD = the Oregon Trail School District except for City of Sandy
Most live in owner-occupied homes

Q: Do you own or rent your current home?

- Total: Own, 90%; Rent, 10%
- Greater OTSD: Own, 92%; Rent, 8%
- Sandy: Own, 87%; Rent, 13%
- Estacada: Own, 79%; Rent, 21%
Just over half have a college degree

Q: What is the last year of education you completed?

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Total</th>
<th>Greater OTSD</th>
<th>Sandy</th>
<th>Estacada</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than HS</td>
<td>13%</td>
<td>13%</td>
<td>10%</td>
<td>19%</td>
</tr>
<tr>
<td>HS grad</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Some College</td>
<td>34%</td>
<td>32%</td>
<td>38%</td>
<td>30%</td>
</tr>
<tr>
<td>College degree</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Some post grad</td>
<td></td>
<td></td>
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<tr>
<td>Post grad deg</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>College degree</td>
<td>32%</td>
<td>29%</td>
<td>37%</td>
<td>33%</td>
</tr>
<tr>
<td>Some post grad</td>
<td>6%</td>
<td>8%</td>
<td>2%</td>
<td>5%</td>
</tr>
<tr>
<td>Post grad deg</td>
<td>15%</td>
<td>17%</td>
<td>13%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Sandy Parks & Recreation Survey
Average respondent age is 57, though differences by area are significant

Q: What is your age?

- Total: 9% Under 35, 18% 35-44, 14% 45-54, 22% 55-64, 36% 65 & over
- Greater OTSD: 3% Under 35, 15% 35-44, 13% 45-54, 25% 55-64, 43% 65 & over
- Sandy: 18% Under 35, 26% 35-44, 14% 45-54, 18% 55-64, 24% 65 & over
- Estacada: 15% Under 35, 14% 35-44, 17% 45-54, 20% 55-64, 35% 65 & over

Average age for Sandy 51; Greater OTSD 60; Estacada 55.
Average length of time in local area is 25 years; shorter in Sandy (18), longest in greater OTSD (28)

Q: How long have you lived in the local area?

**Total**
- Up to 5 years: 19%
- 6-10 years: 11%
- 11-20 years: 19%
- 21-40 years: 30%
- 41 or more: 21%

**Greater OTSD**
- Up to 5 years: 14%
- 6-10 years: 9%
- 11-20 years: 17%
- 21-40 years: 34%
- 41 or more: 26%

**Sandy**
- Up to 5 years: 27%
- 6-10 years: 14%
- 11-20 years: 25%
- 21-40 years: 23%
- 41 or more: 11%

**Estacada**
- Up to 5 years: 31%
- 6-10 years: 11%
- 11-20 years: 11%
- 21-40 years: 26%
- 41 or more: 20%
One in 3 are frequent or regular users of P&R facilities; Sandy residents more than others

Q: In the last year, how often has anyone in your household visited a local park or recreation facility? Such facilities include parks, pool, trails, playing fields, skate park, and similar publicly-owned facilities

<table>
<thead>
<tr>
<th></th>
<th>No visits</th>
<th>A few (1-5)</th>
<th>Occasional (6-10)</th>
<th>Regular (20+)</th>
<th>Frequent (wkly or dly)</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>20%</td>
<td>25%</td>
<td>23%</td>
<td>16%</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td><strong>Greater OTSD</strong></td>
<td>24%</td>
<td>27%</td>
<td>25%</td>
<td>15%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td><strong>Sandy</strong></td>
<td>11%</td>
<td>19%</td>
<td>18%</td>
<td>20%</td>
<td>30%</td>
<td></td>
</tr>
<tr>
<td><strong>Estacada</strong></td>
<td>24%</td>
<td>31%</td>
<td>23%</td>
<td>14%</td>
<td>9%</td>
<td></td>
</tr>
</tbody>
</table>
Q: For the indoor pool to continue serving the public, additional public investment would be required. Regarding the pool, do you believe the City should...

✓ Build an expanded Aquatic Center with features such as indoor & outdoor pools & a splash pool for young children
✓ Repair & renovate the existing indoor pool only
✓ Remove the pool & convert area to a less expensive use
✓ Unsure/Other
Three-quarters support keeping Aquatic Center; few endorse removal

Q: For the indoor pool to continue serving the public, additional public investment would be required. Regarding the pool, do you believe the City should...

![Bar chart showing support for different options for the Aquatic Center]

- **Total**: 39% to Expand, 35% to Renovate, 10% to Remove, 16% Unsure
- **Greater OTSD**: 36% to Expand, 38% to Renovate, 10% to Remove, 15% Unsure
- **Sandy**: 44% to Expand, 32% to Renovate, 11% to Remove, 13% Unsure
- **Estacada**: 46% to Expand, 26% to Renovate, 2% to Remove, 25% Unsure
Differences by area are less significant than similarities...

Q: For the indoor pool to continue serving the public, additional public investment would be required. Regarding the pool, do you believe the City should...

- Expand Aquatic Center, 39%
- Renovate existing only, 35%
- Remove & convert, 10%
- Unsure/other, 16%
Subset review of overall pool recommendation

- Support for expansion (39% overall) is higher for under age 45 (53%), frequent P&R facility users (47%), & households with children (57%)
  - Essentially, younger adults, especially those with children in the household, support expansion more
  - However, most voters are not in these categories
- Also, women (44%) support expansion of the Aquatic Center more than do men (37%)
- Between expansion & renovation only, Sandy & Estacada respondents lean toward expansion, while Greater OTSD respondents split about evenly.
Q: If the pool area is improved, how important is it to include the following features (Very, Somewhat, or Not Important)?

✓ Indoor pool for year-round use?
✓ Outdoor pool for summertime use?
✓ Water slide & other recreational features?
✓ Splash pads & fountains for younger children?
✓ Warm water pool?
Indoor pool for year-round use is plainly the most important aquatic center feature of those tested.

Q: If the pool area is improved, how important is it to include the following features?

- **Indoor pool for year-round use**:
  - **Very**: 73%
  - **Somewhat**: 14%
  - **Unsure**: 4%
  - **Not**: 9%

- **Splash pads & fountains for younger children**:
  - **Very**: 33%
  - **Somewhat**: 35%
  - **Unsure**: 6%
  - **Not**: 26%

- **Warm water pool**:
  - **Very**: 34%
  - **Somewhat**: 30%
  - **Unsure**: 12%
  - **Not**: 25%

- **Outdoor pool for summertime use**:
  - **Very**: 24%
  - **Somewhat**: 36%
  - **Unsure**: 8%
  - **Not**: 33%

- **Water slide and other recreational features**:
  - **Very**: 19%
  - **Somewhat**: 37%
  - **Unsure**: 9%
  - **Not**: 35%
Greater OTSD respondents show somewhat less support for pool features tested, though still similar.

Q: If the pool area is improved, how important is it to include the following features?

<table>
<thead>
<tr>
<th>Feature</th>
<th>Total, 73%</th>
<th>Greater OTSD, 73%</th>
<th>Sandy, 74%</th>
<th>Estacada, 67%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indoor pool for year-round use</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Splash pads &amp; fountains for younger children</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Warm water pool</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outdoor pool for summertime use</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Water slide and other recreational features</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Subset review of recommended pool amenities

- Greatest variability is on “very important” rating for indoor, year-round pool:
  - Women (82% very important) are more supportive than men (65%)
  - Under 65 (79%) vs. 65+ (70%)
  - Households with children (83%) vs. those without (70%)

- Variability in response is less on other amenities, aligning with general expectations (e.g. households with children more supportive of child-oriented amenities).
Q: The following are suggestions for other improvements at the 40-acre property to serve residents of Sandy & surrounding communities. Which suggestions are important to include in final plans? (Very, Somewhat, or Not important)

✓ Community meeting spaces
✓ Dog park
✓ Indoor gym and athletic facilities
✓ Indoor performance center
✓ Mountain bike trails
✓ Outdoor sports fields
✓ Outdoor amphitheater
✓ Paths/trails providing access to the river
✓ Playground
✓ Skatepark
✓ Tennis courts/pickleball courts
Access to river & playgrounds earn highest support among other suggestions

Q: Which other suggestions for improvements at 40-acre property are important to include?

- Paths/trails providing access to the river
  - Very, 52%
  - Somewhat, 33%
  - 4%
  - 11%

- Playground
  - 42%
  - 36%
  - 6%
  - 16%

- Community meeting spaces
  - 33%
  - 40%
  - 7%
  - 20%

- Outdoor sports fields
  - 30%
  - 40%
  - 8%
  - 23%

- Dog park
  - 27%
  - 31%
  - 7%
  - 35%

- Indoor gym and athletic facilities
  - 23%
  - 37%
  - 6%
  - 34%

- Outdoor amphitheater
  - 18%
  - 35%
  - 10%
  - 37%

- Skatepark
  - 18%
  - 31%
  - 9%
  - 41%

- Mountain bike trails
  - 17%
  - 33%
  - 10%
  - 40%

- Tennis courts/pickleball courts
  - 15%
  - 38%
  - 11%
  - 36%

- Indoor performance center
  - 14%
  - 36%
  - Unsure, 12%
  - Not, 37%
Ratings from 3 geographic areas roughly similar

- Almost no geographic difference in “very important” rating for top two suggestions (river access & playgrounds)
- Sandy “very important” ratings more than 5 points above Greater OTSD on:
  - Playground (46% vs. 39%)
  - Indoor gym & athletic facilities (29% vs. 21%)
  - Mountain bike trails (22% vs. 14%)
  - Outdoor amphitheater (21% vs. 15%)
- Greater OTSD more than 5 points above Sandy & Estacada on one item: Community meeting spaces (36% vs. 29% & 30% respectively)
- Estacada responses are more supportive of a dog park (38% “very important” compared to 27% overall), otherwise generally similar to others
- No surprises in types of variability on other suggestions.
About 1 in 3 offer additional written suggestions

- Many emphasize results already tabulated
- Others suggest various ideas not tested
  - Space/activities for children/teens (e.g. after school); more walking trails, basketball, community/rec center, and rentable indoor & covered outdoor areas for private parties earn multiple mentions
  - Others, e.g., archery or bowling, mentioned by a few

- Various comments relate to cost concerns
  - Some seem rooted in general concern about keeping it reasonable, efficient, carefully-managed
  - Others are unequivocal in their desire to avoid new/increase in tax of any kind.
Q: Moving forward, which of the following do you believe is the best approach?

✓ Use the entire property for public use, including recreation facilities and park land
✓ Use the majority of the property for public parks and recreation while converting some to mixed-use private development compatible with the public use
✓ Sell the majority of the property for private mixed-use development
✓ Unsure
Most support using entire property for public recreation & park land

Q: Moving forward, which of the following do you believe is the best approach

- Use entire property for public use - recreation facilities and park land: 56%
- Use majority for parks & recreation; convert some to mixed-use private development compatible with public use: 27%
- Sell the majority for private mixed-use development: 9%
- Unsure: 8%
Variability by geographic area on approach going forward is minimal

- Support for using entire property for public use supported by 61% of Sandy respondents vs. 54% of those in greater Oregon Trail School District area
  - Estacada support (54%) similar to greater OTSD

- Bigger differences in support are by:
  - Age — those 65+ show lower support for entire property use at 52% compared to 60% for younger adults
  - Other groups showing more support for entire property use, such as having children & making greater use of P&R facilities, are as would be expected.
**Explanation:** Added taxpayer support would be needed to pay for development & operation of the 40-acre property for public use & to support other area park & recreation facilities. One option is to ask voters to approve a “special district” that would have its own board of directors & a district-wide property tax rate to support it. The district would...

- Have boundaries that include Sandy & the greater Mt. Hood community (including communities from Estacada & Boring to Government Camp).
- Offer improved parks & recreation facilities district-wide, while charging residents lower in-district rates for all fee-based activities such as the pool or indoor gym facilities.

**Q:** More work is necessary before a specific proposal, including a specific tax rate, can be presented to voters for a decision. Do you support work on this concept continuing so it can be placed before voters?

- Yes, develop the district concept & place it on the ballot
- No, do not develop the concept further
- Unsure
Two-thirds support placing the district question before voters

Q: Do you support work on this concept continuing so it can be placed before voters?

- Yes, develop the district concept & place it on the ballot: 66%
- No, don’t develop the concept further: 18%
- Unsure: 16%
Variability by geographic area on supporting developing concept for ballot is also minimal

- Putting the concept on the ballot supported by 70% of Sandy respondents, 65% of those in the greater Oregon Trail School District area, 67% in Estacada

- Other differences in support for placing on ballot:
  - Women more than men (72% vs. 62%); households with children (77% vs 63%); respondents who are younger than 65 (72% vs. 65%).
Highlights of voluntary (nonrandom) sample

- 586 surveys; 493 are Sandy or Boring ZIP codes
- 83% women; 2/3 children in home (reverse of random sample); younger age profile (avg = 45),
- Comparatively higher support for indoor pool (83% very important), warm water pool (48%), & for water slide & other recreational features (28%), otherwise similar support for other pool features
- Somewhat lower very-important rating for access to river, dog park, and amphitheater; somewhat higher for indoor gym & athletic facility; otherwise similar ratings for suggestions
- Greater support (among both men & women) for placing district question on ballot.
Conclusions & Recommendations
Opinions are largely similar across the three areas sampled

- Overall, respondents from outside of Sandy — in the greater Oregon Trail School District & in Estacada — share the same views as those within the City regarding the key questions asked.

- What variability there is can be more easily explained by demographic differences. Compare to Sandy & Estacada respondents, those living in the greater Oregon Trail School District area...
  - Have a somewhat older age profile
  - Are somewhat less likely to have children in the home
  - Are less likely to be frequent visitors to P&R facilities.
Develop a district proposal

In our view a proposal would offer:
- A *conservatively* expanded aquatic center
- Attractive trails including pathways/enhanced access to the river
- Playgrounds & other outdoor park/field amenities
- Community/rec center if cost viable
- Support for additional parks/facilities elsewhere in the new district
- Save more ambitious options for a future District board to consider

Expect somewhat better support in 2020 elections when more “younger” adults (meaning under 65) will likely come out to vote.
Consider the complete picture of those who responded

- Remember that the voluntary (nonrandom) responses are somewhat more supportive of placing the question to voters and that women, who were more likely to respond to either survey, are more supportive on many questions

  ✓ Regardless of whether responses from the voluntary participants are different, it is important to acknowledge the voices of everyone who took the time to offer an opinion.
For answers to questions or more information, contact:

Campbell DeLong Resources, Inc.
Martha DeLong, MarthaD@cdri.com
John Campbell, John@cdri.com
(503) 221-2005