



MOORE INFORMATION
OPINION RESEARCH • STRATEGIC ANALYSIS

City of Sandy Citizen Survey

July 2014

Methodology

Sample

Live interviews among a representative sample of 200 citizens of Sandy, Oregon.

Method

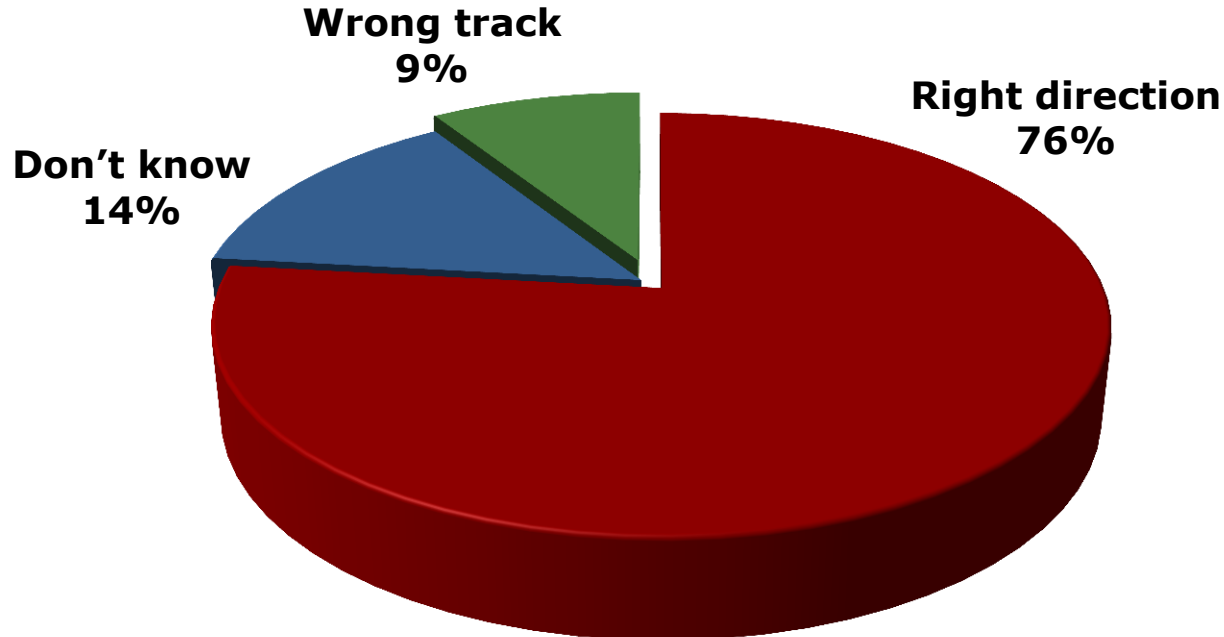
Landline and cell phone interviews conducted July 14-22, 2014.

Sampling Error

Plus or minus 7% at the 95% confidence level.

Mood is Optimistic

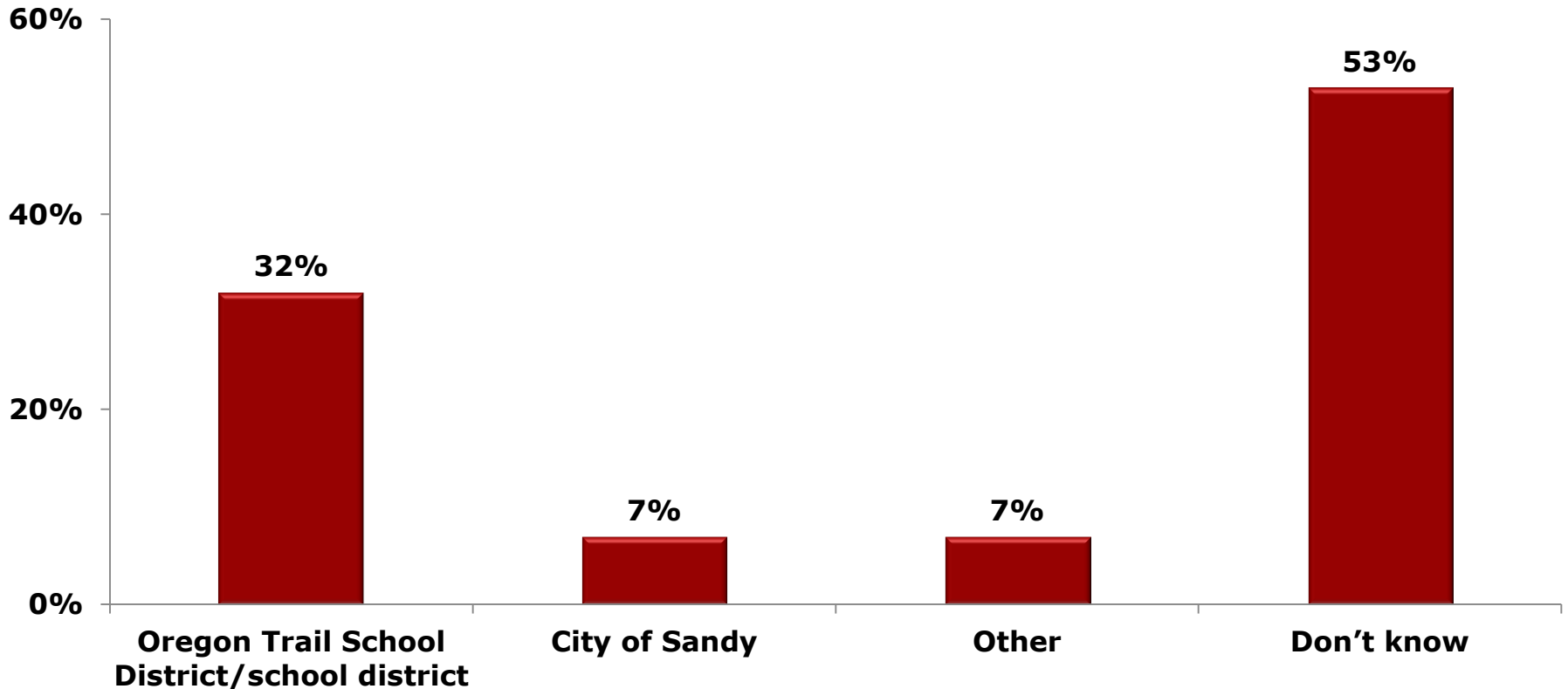
"Would you say things in the City of Sandy are generally headed in the right direction, or would you say things have pretty much gotten off on the wrong track?" (Q1)



All citizen subgroups are optimistic.

One-in-Three are Aware Oregon Trail School District Owns/Operates Pool

"To the best of your knowledge, who or what agency currently owns and operates the Sandy pool?"
(Q2)



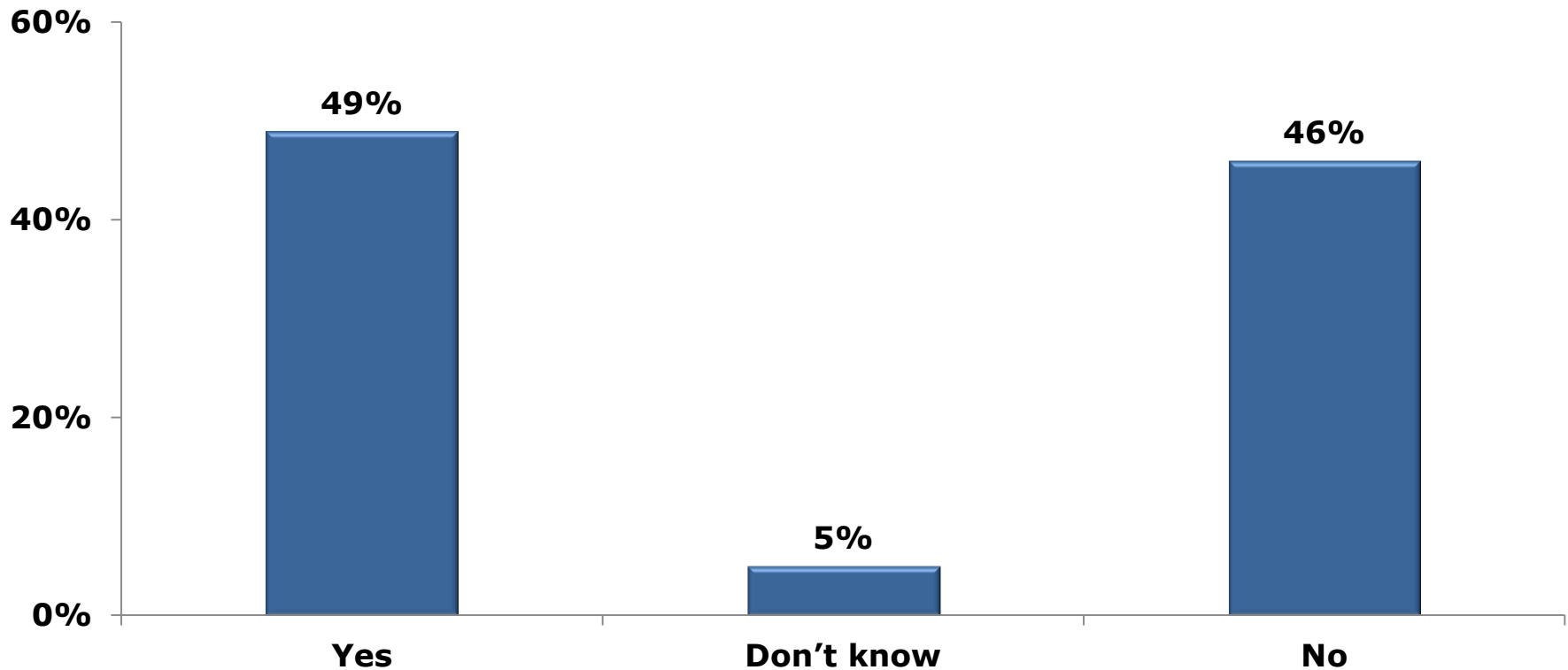
Sandy Pool Owner/Operator: Key Subgroups

	Oregon Trail School District/ school district	City of Sandy (N=14)	Other (N=15)	Don't know
All	32%	7%	7%	53%
Age				
18-44	25%	8%	8%	59%
45-59	38%	8%	8%	46%
60+	38%	5%	6%	50%
Aquatic center use				
Once a week/several times a month	50%	7%	--	43%
Less often	22%	11%	13%	54%
Never	29%	5%	8%	59%

Voters age 45 and older and frequent aquatic center users are more likely to be aware of owner/operator.

Half are Aware of Plans to Continue Operation of Pool

"Are you aware of any plans to continue operation of the Sandy pool, or not?" (Q3)



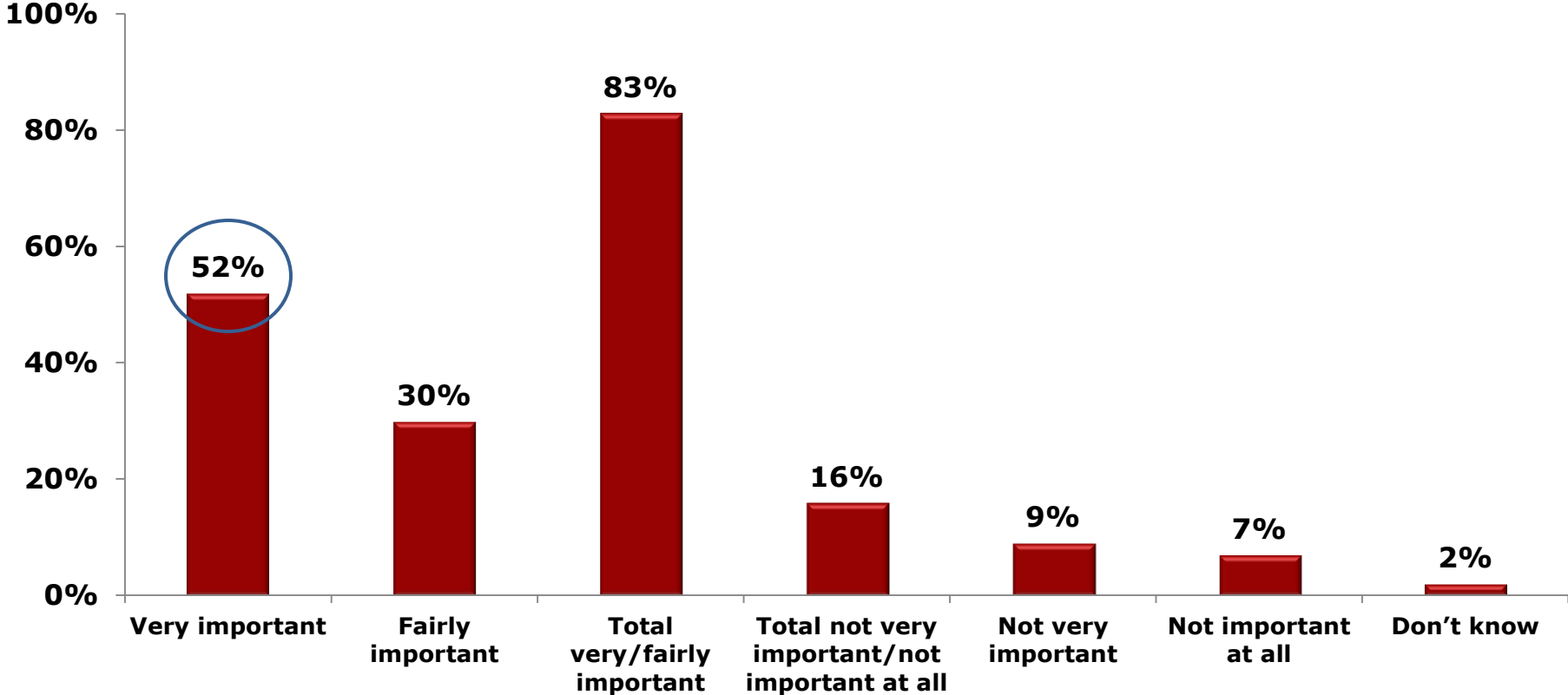
Continued Pool Operation Awareness: Key Subgroups

	Yes	Don't know (N=10)	No	Net yes
All	49%	5%	46%	+3%
Gender				
Men	43%	7%	50%	-7%
Women	53%	4%	43%	+10%
Age				
18-44	45%	4%	51%	-6%
45-59	53%	4%	42%	+11%
60+	52%	7%	41%	+11%
Aquatic center use				
Once a week/several times a month	60%	--	40%	+20%
Less often	58%	7%	35%	+23%
Never	37%	7%	56%	-19%

Citizens who "never" use the aquatic center are the least informed.
Women and citizens age 45 and older are more informed than men and younger citizens.

Continued Operation of Pool is Important; More Than Half Say "Very" Important

"How important is it to you personally that the Sandy pool continue operation in Sandy, very important, fairly important, not very important or not important at all?" (Q4)



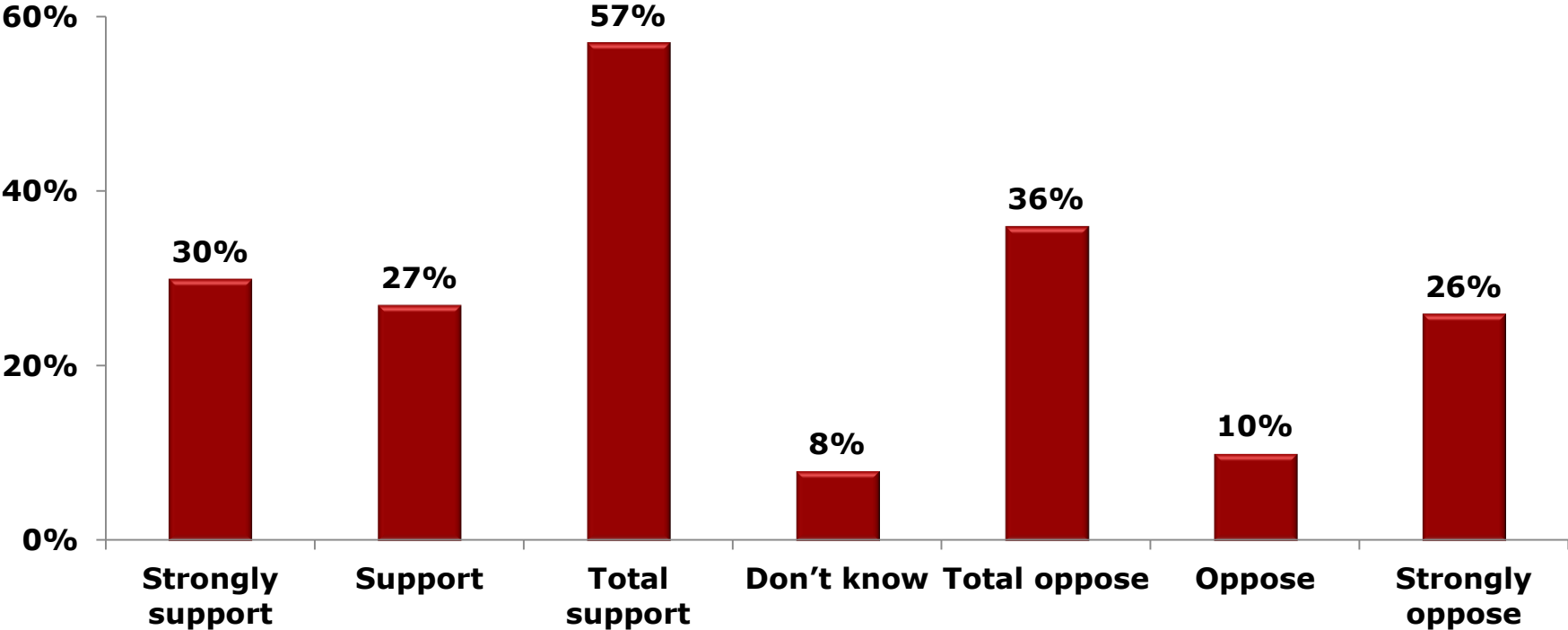
Importance of Continued Pool Operation: *Key Subgroups*

	Very important	Fairly important	Total very/ fairly important
All	52%	30%	83%
Gender			
Men	40%	38%	78%
Women	62%	24%	86%
Age			
18-44	51%	33%	84%
45-59	51%	34%	86%
60+	53%	25%	78%
Aquatic center use			
Once a week/several times a month	89%	10%	99%
Less often	52%	33%	85%
Never	34%	39%	73%
\$3 per month fee			
Support	59%	28%	87%
Oppose	32%	38%	70%

Even non-aquatic center users and opponents of the \$3 per month fee say the pool's operation is important.

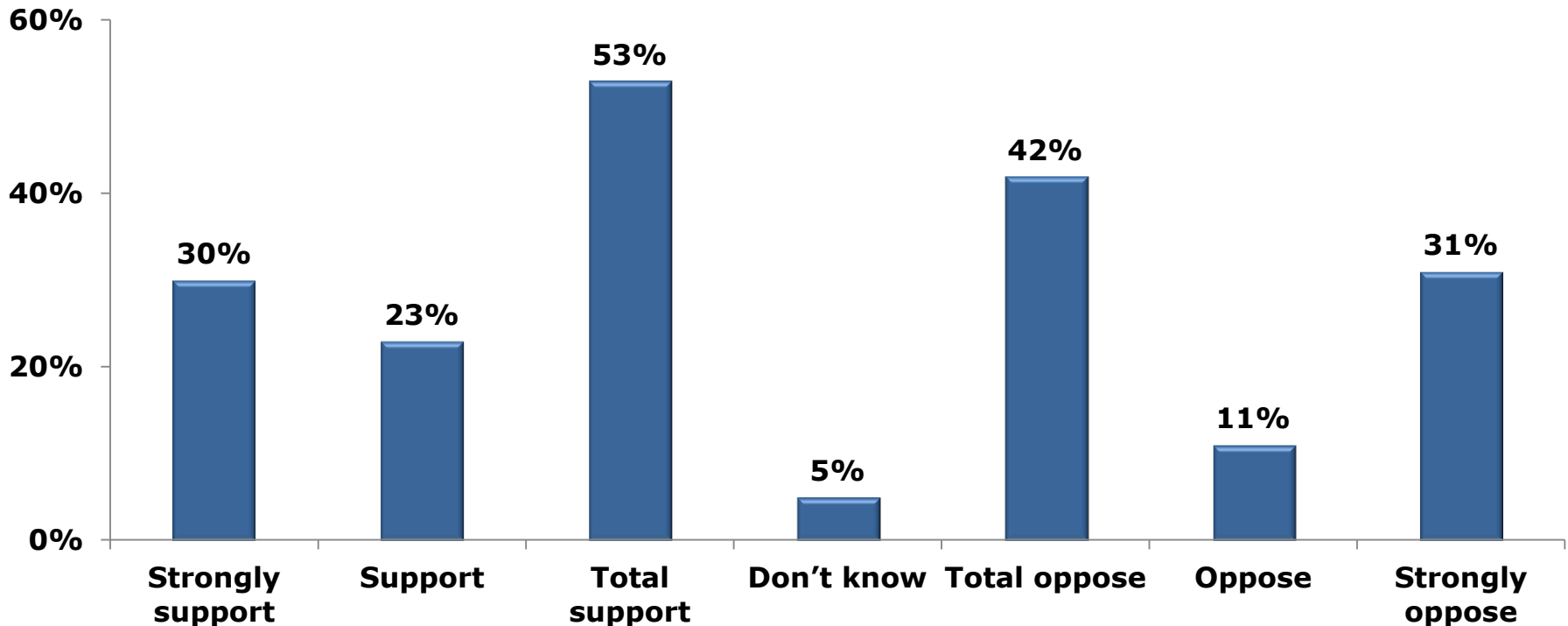
Support for Project Without Price Tag

“One option being considered is for the City of Sandy to acquire the pool from the School District and take over maintenance and operation of the facility. Would you support or oppose paying a fee on your monthly utility bill in order to allow the City of Sandy to continue operation of the Sandy pool?” (Q5)



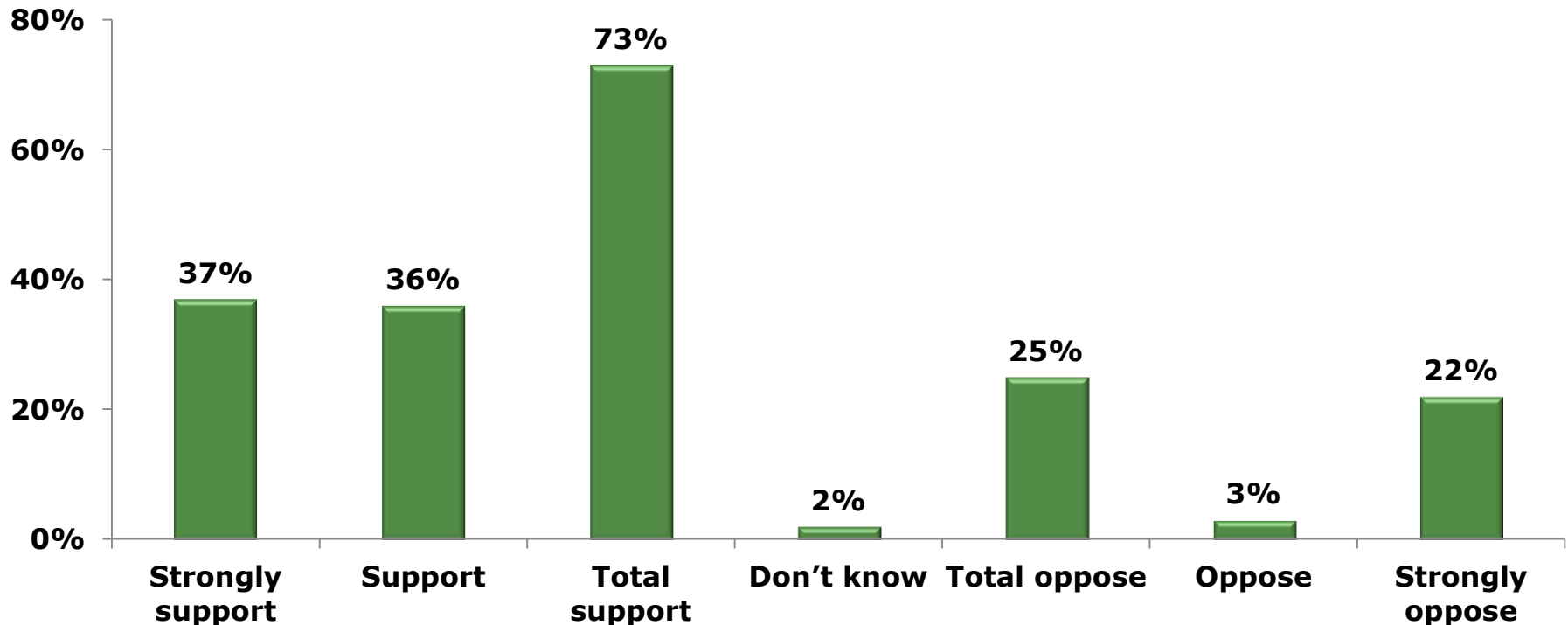
Support for Project With \$7 per Month Price Tag

“Would you support or oppose a \$7 dollar per month additional fee on your monthly utility bill, which would total \$84 dollars per year, to pay for the operation of the Sandy pool? This would not be related to your actual utility service, it would just be a fee assessed by the City on your monthly utility bill.” (Q6)

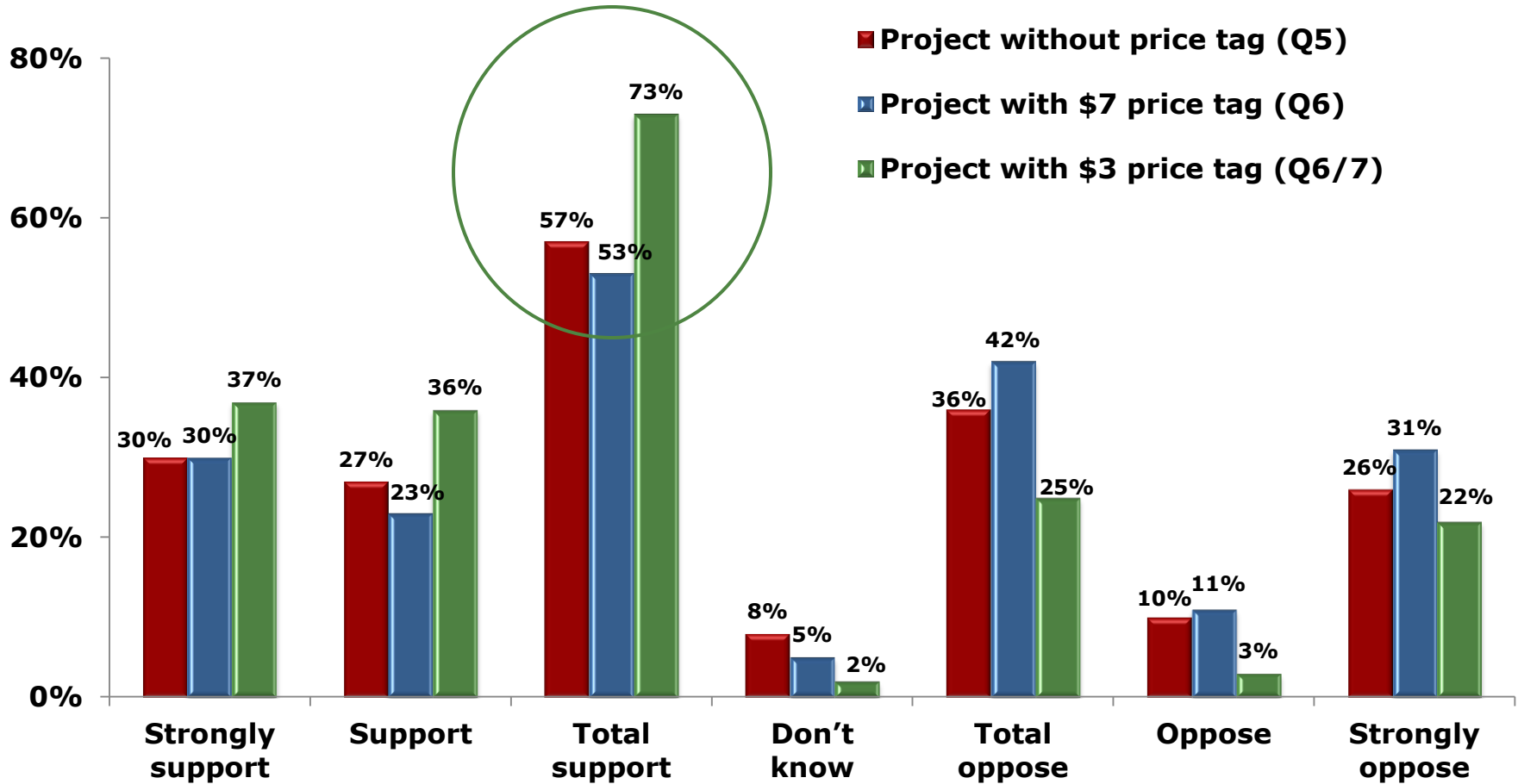


Support for Project With \$3 per Month Price Tag

“Would you support or oppose a \$3 dollar per month additional fee on your monthly utility bill, which would total \$36 dollars per year, to pay for the operation of the Sandy pool.” (Q6/7, this assumes citizens who support a \$7 fee would support a lower \$3 fee)



Support for Project Narrows With \$7 Per Month Price Tag, Then Increases with \$3 Per Month Price Tag



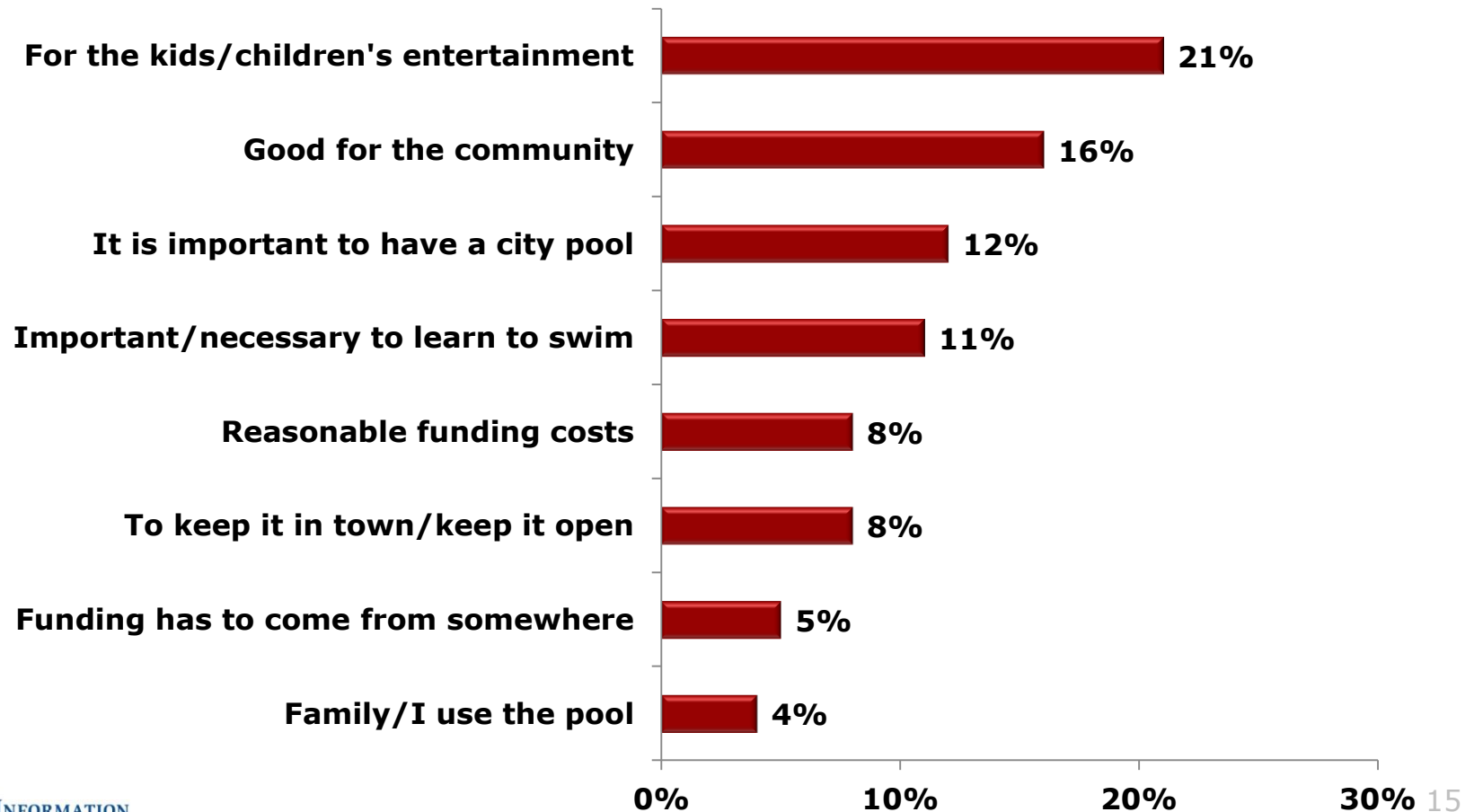
Support for \$3 per month fee exceeds 60% viability threshold.

\$7 Per Month Price Tag vs. \$3 Per Month Price Tag: *Key Subgroups*

	Support for \$7	Support for \$3	Shift from \$7 to \$3
All	53%	73%	+20%
Gender			
Men	47%	75%	+28%
Women	57%	71%	+14%
Age			
18-44	57%	74%	+17%
45-59	56%	74%	+18%
60+	46%	74%	+28%
Kids under 18?			
Yes	60%	76%	+16%
No	47%	71%	+24%
Aquatic center use			
Once a week/several times a month	79%	87%	+8%
Less often	60%	80%	+20%
Never	36%	61%	+25%

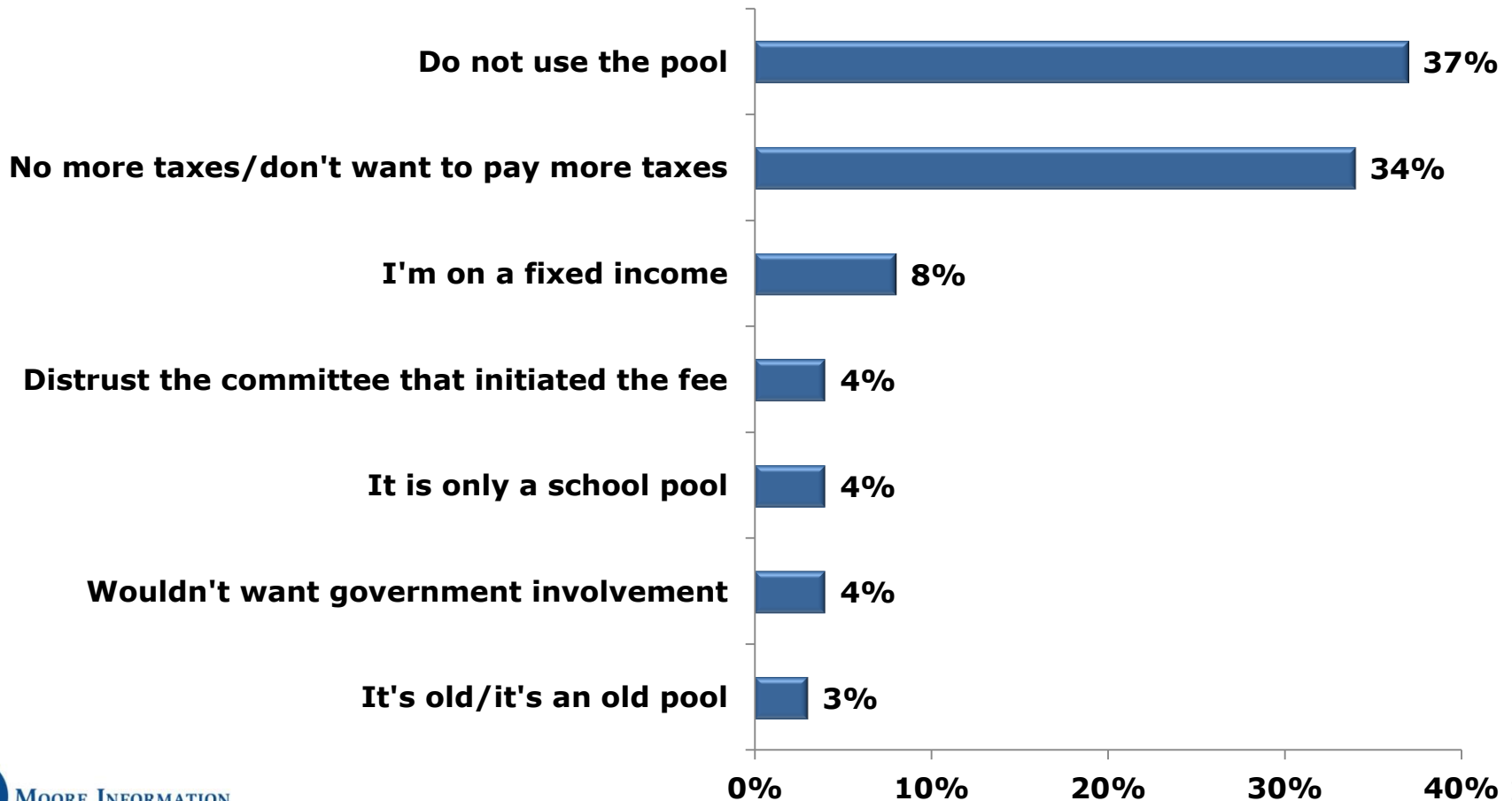
Variety of Reasons for Support

IF SUPPORT: "What is the main reason you support the additional fee assessment to help pay for the operation of the Sandy pool?" (Q8, N=146)



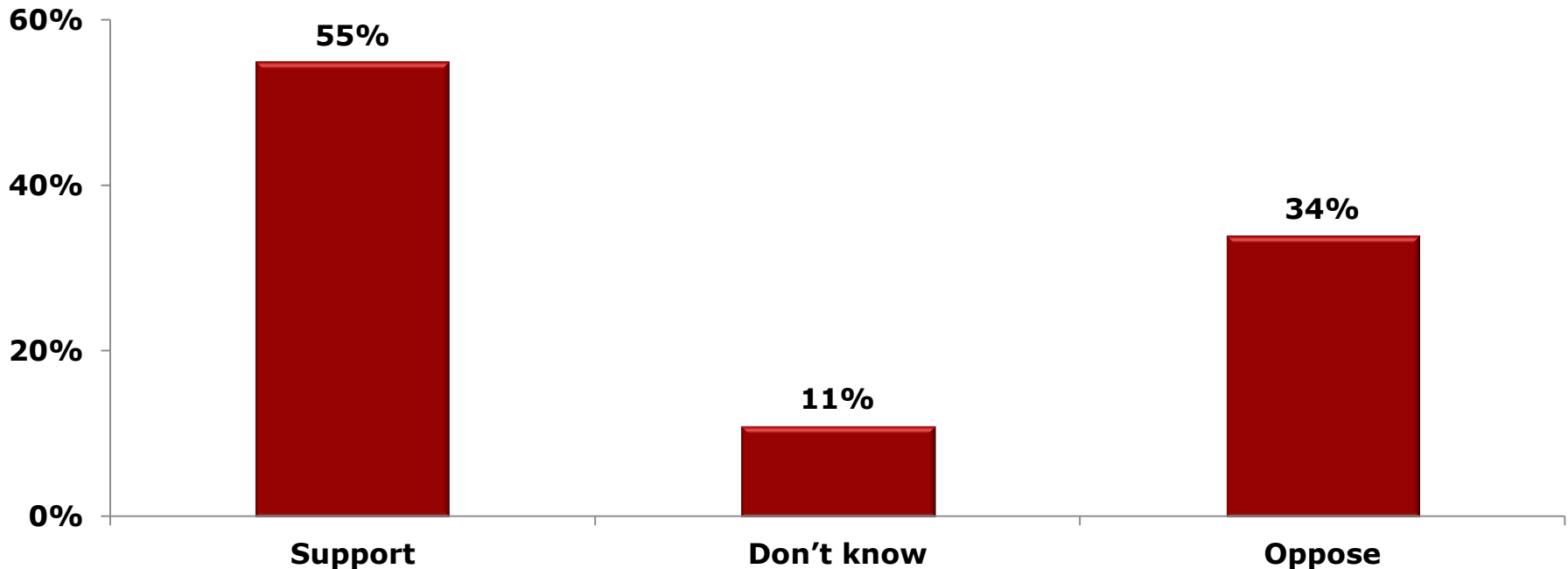
Lack of Use and Anti-Tax Sentiment are Top Reasons for Opposition

IF OPPOSE: "What is the main reason you oppose the additional fee assessment to help pay for the operation of the Sandy pool?" (Q9, N=49)



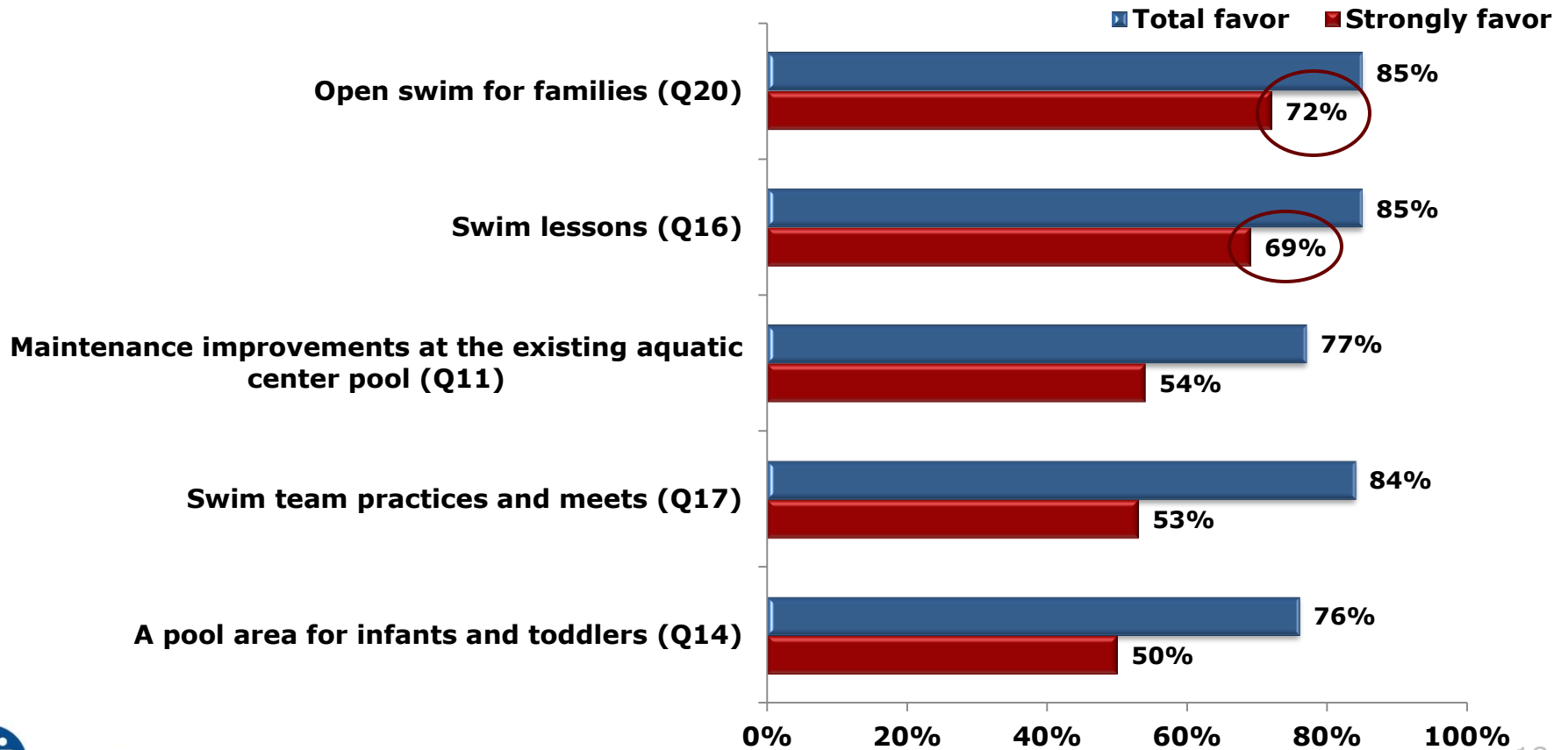
Community Recreation Campus Proposal

“Another potential proposal would involve the City of Sandy purchasing the entire middle school campus, which would include the middle school building, the skate park and the pool. This campus would then become a recreation campus that would include the pool, recreation center, skate park, fields and trail access to the Sandy River Park. Would you support or oppose the city purchasing the entire middle school campus to use as a community recreation campus?” (Q10)



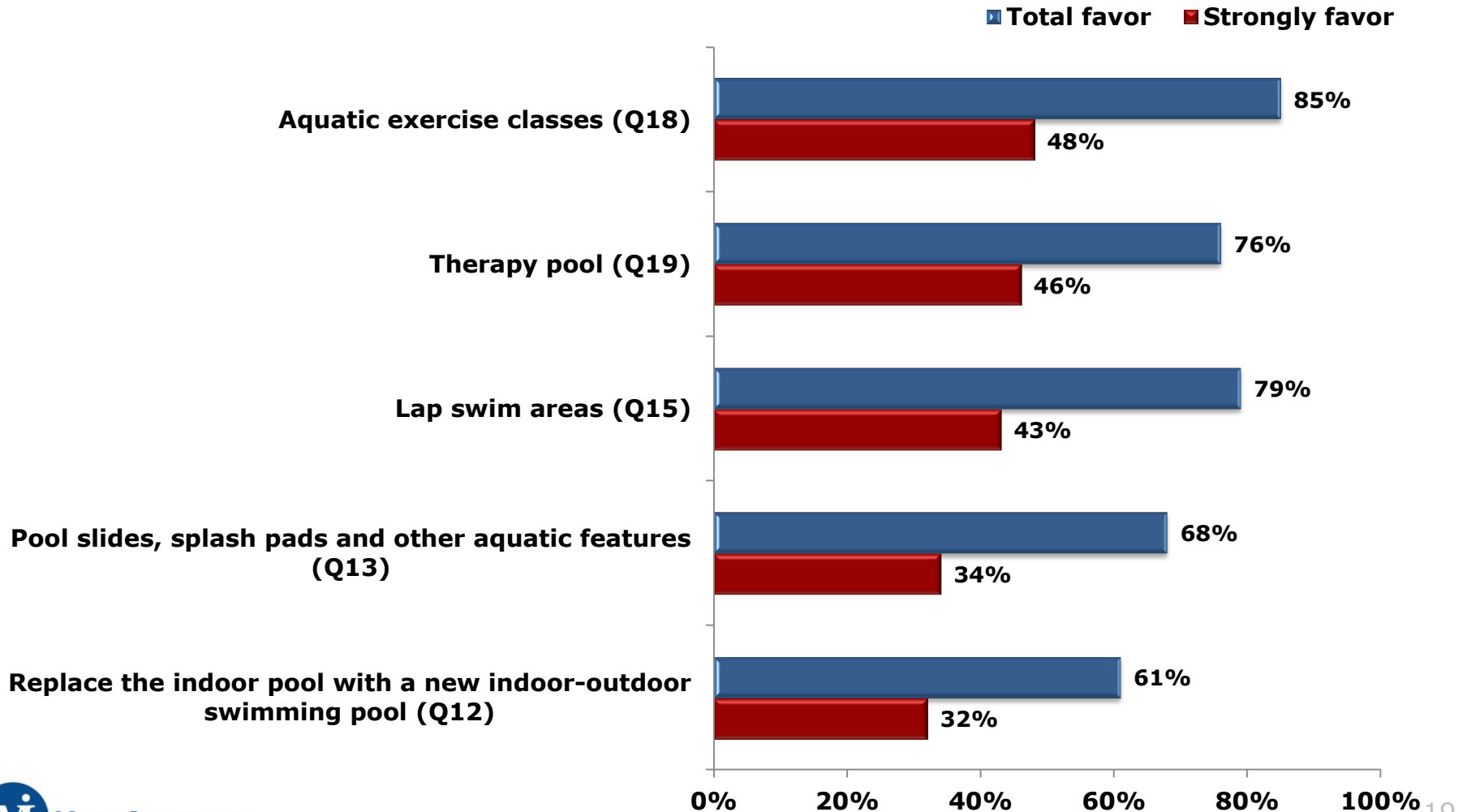
Proposed Projects and Amenities - 1

"Here are some projects and amenities that could be considered for the Sandy pool if the City of Sandy is able to purchase and take over operation of the facility. Please tell me if you favor or oppose each of the following proposed projects and amenities."



Open swim for families and swim lessons are the most popular.

Proposed Projects and Amenities - 2



Proposed Projects and Amenities: Key Subgroups - 1

% Strongly Favor	Gender			Age		
	All	Men	Women	18-44	45-59	60+
Open swim for families (Q20)	72%	71%	72%	82%	70%	62%
Swim lessons (Q16)	69%	68%	71%	76%	66%	67%
Maintenance improvements at the existing aquatic center pool (Q11)	54%	50%	57%	65%	52%	43%
Swim team practices and meets (Q17)	53%	51%	54%	53%	60%	48%
A pool area for infants and toddlers (Q14)	50%	53%	48%	55%	58%	40%
Aquatic exercise classes (Q18)	48%	43%	53%	39%	58%	56%
Therapy pool (Q19)	46%	37%	54%	45%	52%	46%
Lap swim areas (Q15)	43%	37%	48%	37%	60%	40%
Pool slides, splash pads and other aquatic features (Q13)	34%	32%	36%	47%	36%	17%
Replace the indoor pool with a new indoor-outdoor swimming pool (Q12)	32%	28%	36%	43%	30%	21%

Open swim for families and swim lessons are the most popular among men and women, and citizens of all ages.

Proposed Projects and Amenities: Key Subgroups - 2

% Strongly Favor	Kids Under 18?			Aquatic Center Use		
	All	Yes	No	Once a week/ several times a month	Less often	Never
Open swim for families (Q20)	72%	78%	66%	88%	82%	57%
Swim lessons (Q16)	69%	78%	63%	84%	81%	56%
Maintenance improvements at the existing aquatic center pool (Q11)	54%	60%	51%	79%	59%	40%
Swim team practices and meets (Q17)	53%	58%	50%	77%	59%	38%
A pool area for infants and toddlers (Q14)	50%	59%	43%	65%	60%	37%
Aquatic exercise classes (Q18)	48%	42%	55%	62%	48%	42%
Therapy pool (Q19)	46%	39%	53%	55%	49%	40%
Lap swim areas (Q15)	43%	43%	43%	66%	52%	26%
Pool slides, splash pads and other aquatic features (Q13)	34%	49%	21%	51%	50%	16%
Replace the indoor pool with a new indoor-outdoor swimming pool (Q12)	32%	40%	26%	58%	34%	19%

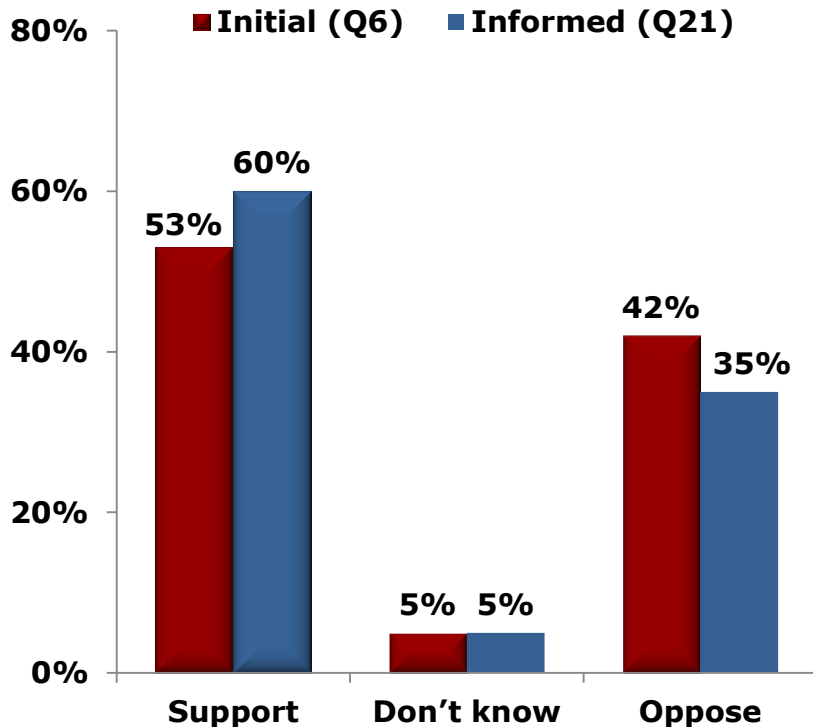
Proposed Projects and Amenities: Key Subgroups - 3

	All	\$3 Per Month Fee	
		Support	Oppose
Open swim for families (Q20)	72%	83%	36%
Swim lessons (Q16)	69%	85%	26%
Maintenance improvements at the existing aquatic center pool (Q11)	54%	62%	33%
Swim team practices and meets (Q17)	53%	64%	18%
A pool area for infants and toddlers (Q14)	50%	63%	16%
Aquatic exercise classes (Q18)	48%	59%	21%
Therapy pool (Q19)	46%	56%	22%
Lap swim areas (Q15)	43%	54%	15%
Pool slides, splash pads and other aquatic features (Q13)	34%	42%	12%
Replace the indoor pool with a new indoor-outdoor swimming pool (Q12)	32%	42%	4%

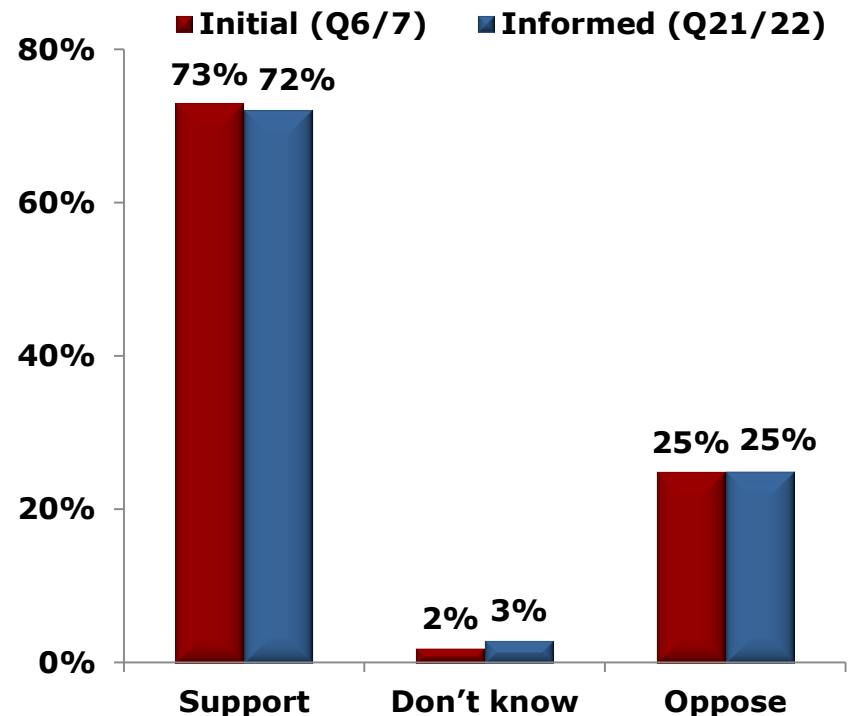
The top two projects among opponents of the \$3 fee are open swim for families and maintenance improvements.

Informed Support

“Now after everything you have heard, would you support or oppose a \$7 dollar per month additional fee on your monthly utility bill, which would total \$84 dollars per year, to pay for the operation of the Sandy pool?” (Q21)



“Would you support or oppose a \$3 dollar per month additional fee on your monthly utility bill, which would total \$36 dollars per year, to pay for the operation of the Sandy pool?” (Q21/22, this assumes citizens who support a \$7 fee would support a lower \$3 fee)



Summary and Highlights



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- In today's economic climate, generating support for funding measures can be an uphill battle. However, a \$3 per month/\$36 per year option for continued operation of the Sandy pool exceeds the 60% threshold of viability today (73% support the \$3 per month price tag).
- Importantly,
 - More than half of Sandy citizens consider the continued operation of the Sandy pool to be "very" important.
 - The proposed project/amenity list is well-received, with two options (open swim for families and swim lessons) "strongly" favored by approximately 70% of citizens.

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