

North Clackamas Parks & Recreation District Parks & Recreation Master Plan Survey 2012



November 2012

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METHODOLOGY

The purpose of this study was to gather public feedback on North Clackamas Parks & Recreation District (NCPRD) parks, natural areas, programs, facilities, services and other community investments. This feedback and subsequent analysis was designed to assist NCPRD in the update to the Parks and Recreation Master Plan and to create a Strategic Plan and Cost Recovery Model.

The survey was conducted using three methods: 1) a mail-back survey, 2) an online invitation only survey, and 3) an open link online survey for members of the public who did not receive a randomly selected survey in the mail. Unless stated otherwise, the analysis herein focuses primarily on surveys received via the first two methods.

The primary list source used for the mailing was a third party list purchased from Melissa Data Corp., a leading provider of data quality solutions with emphasis on U.S., Canadian, and international address and phone verification and postal software. Use of the Melissa Data list also includes renters in the sample who are frequently missed in other list sources such as utility billing lists.

A total of 5,500 surveys were mailed to a random sample of NCPRD residents in September 2012, with approximately 5,225 being delivered after subtracting undeliverable mail. The final sample size for this statistically valid survey was 401, resulting in a margin of error of approximately +/- 4.9 percentage points calculated for questions at 50% response¹. Results from the open link survey generated an additional 397 responses.

As responses to the open-link version of the questionnaire are “self-selected” and not a part of the randomly selected sample of residents, results from the open-link questionnaire are kept separate from the mail and invitation web versions of the survey for the overall analysis. The majority of the discussion that follows focuses primarily on results from the randomly selected sample of residents.

The underlying data for the random sample responses were weighted by age, ethnicity, and by location of residence (ZIP Code) to ensure appropriate representation of NCPRD residents across different demographic cohorts in the sample.

¹ For the total sample size of 401, margin of error is +/- 4.9 percent calculated for questions at 50% response (if the response for a particular question is “50%”—the standard way to generalize margin of error is to state the larger margin, which occurs for responses at 50%). Note that the margin of error is different for every single question response on the survey depending on the resultant sample sizes, proportion of responses, and number of answer categories for each question. Comparison of differences in the data between various segments, therefore, should take into consideration these factors. As a general comment, it is sometimes more appropriate to focus attention on the general trends and patterns in the data rather than on the individual percentages.

RESPONDENT PROFILE

Household Characteristics

- The majority of households within the North Clackamas Parks and Recreation District (NCPRD) own their home (81%); 18% rent, and 1% had some other circumstance.
- The average household size within the NCPRD was 3.3 persons.
- Almost half are households with children (47%), with another 23% as empty nesters (children grown and no longer at home). Sixteen percent were couples with no children and 14% were singles with no children.
- There were more 25 to 34 year olds (32%) reported living within NCPRD than any other age group. Other age groups reported as a percentage of all residents include 45 to 54 year olds (26%); 35 to 44 year olds (24%); 55 to 64 year olds (22%); and under 5 year olds (20%).
- Household income had a fairly even distribution within the district. While only 13% earned less than \$25,000 per year, 17% earned between \$25,000 and \$49,999 per year; 21% earned between \$50,000 and \$74,999 annually; 16% earned between \$75,000 and \$99,999; another 17% earned between \$100,000 and \$149,999; 12% earned between \$150,000 and \$199,999. Only 4% earned more than \$200,000.

Figure 1
Household Characteristics (Part 1)

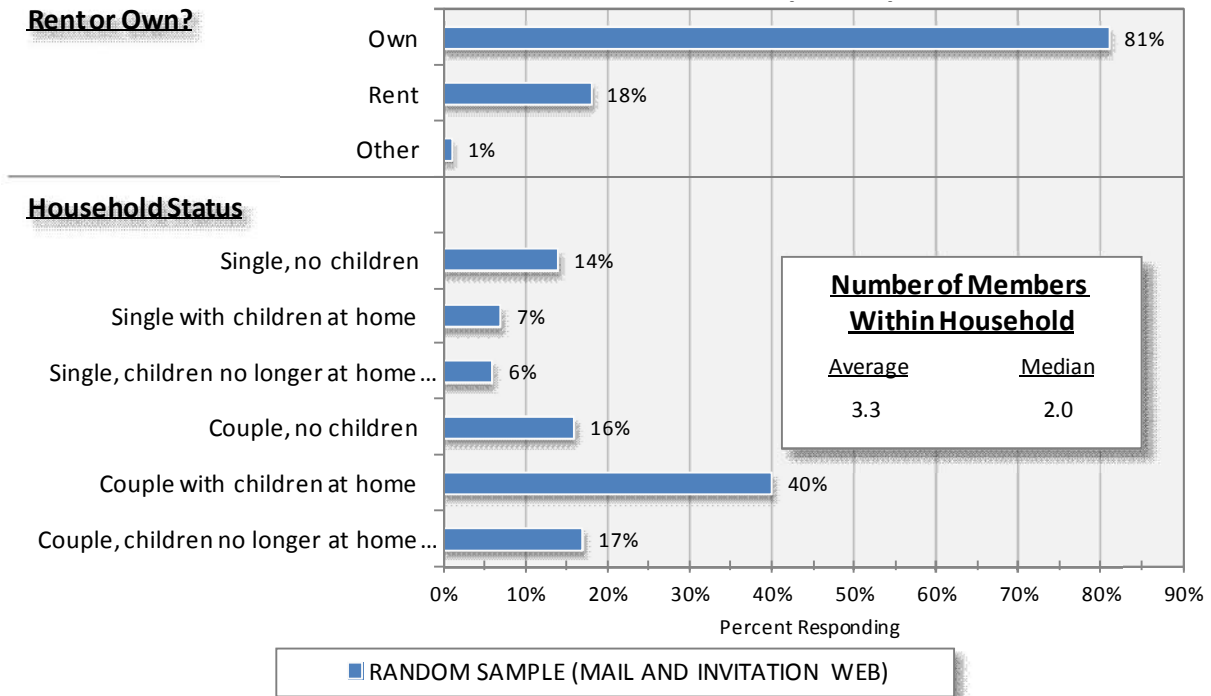
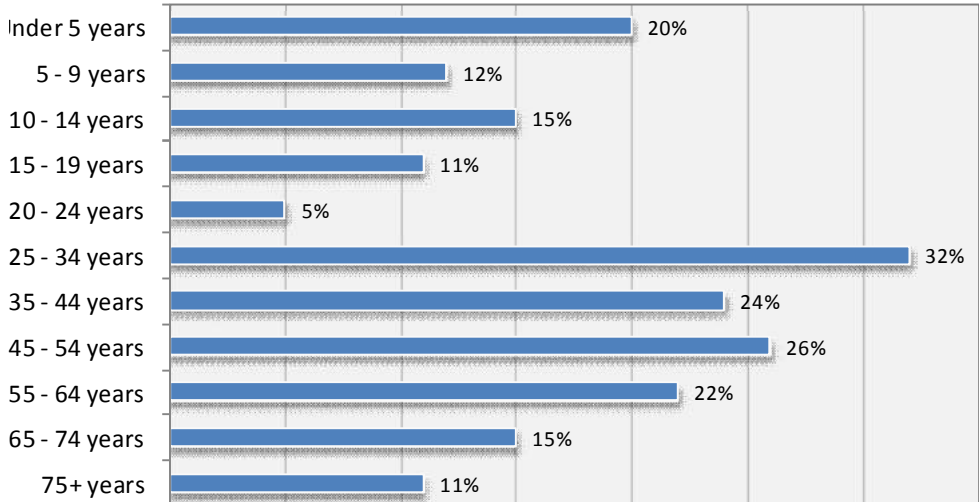
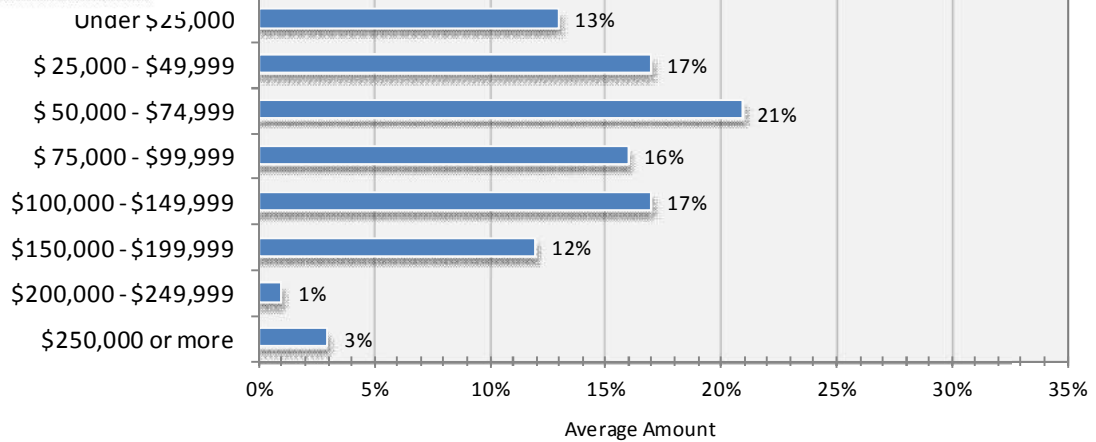


Figure 2
Household Characteristics (Part 2)

Ages within Household



Household Income

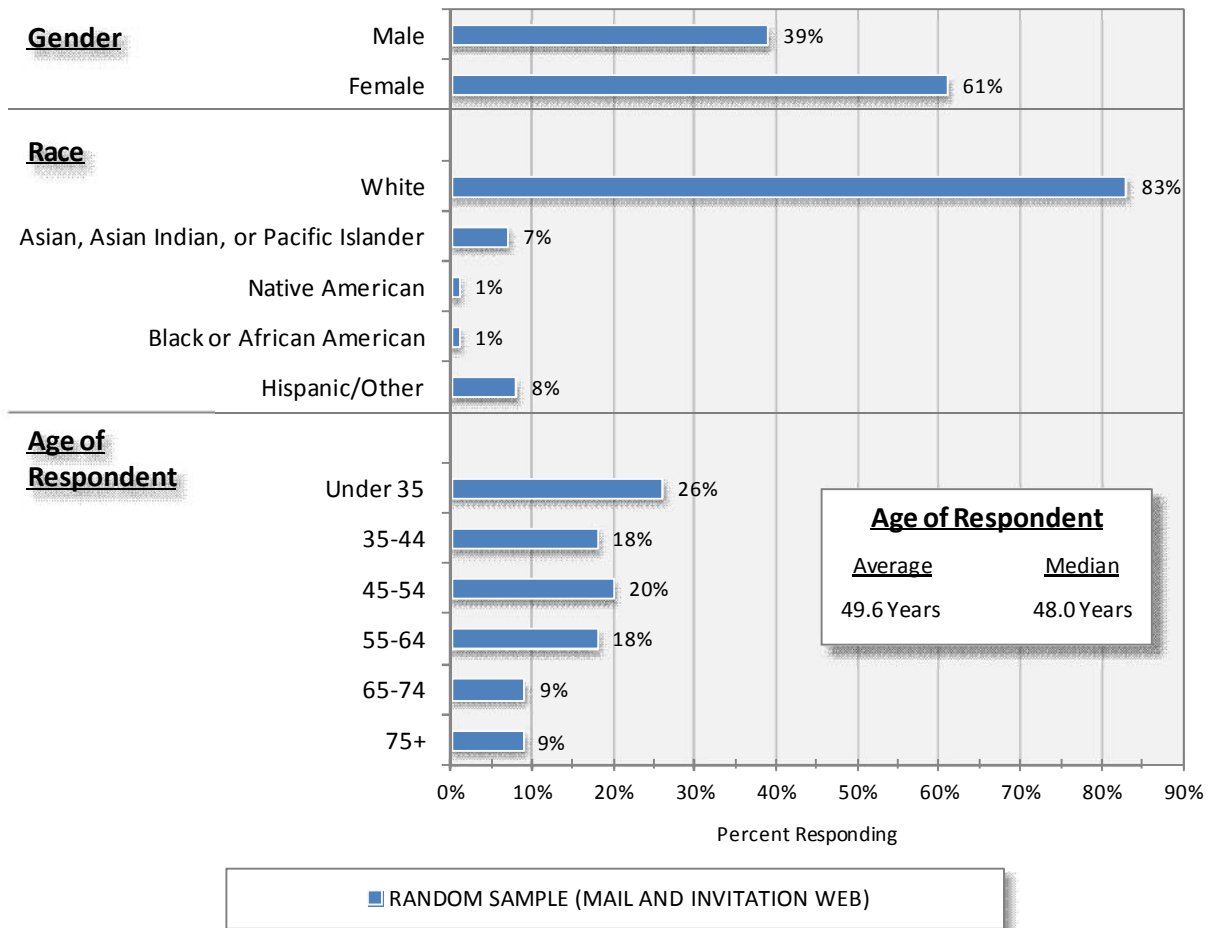


■ RANDOM SAMPLE (MAIL AND INVITATION WEB)

Respondent Characteristics

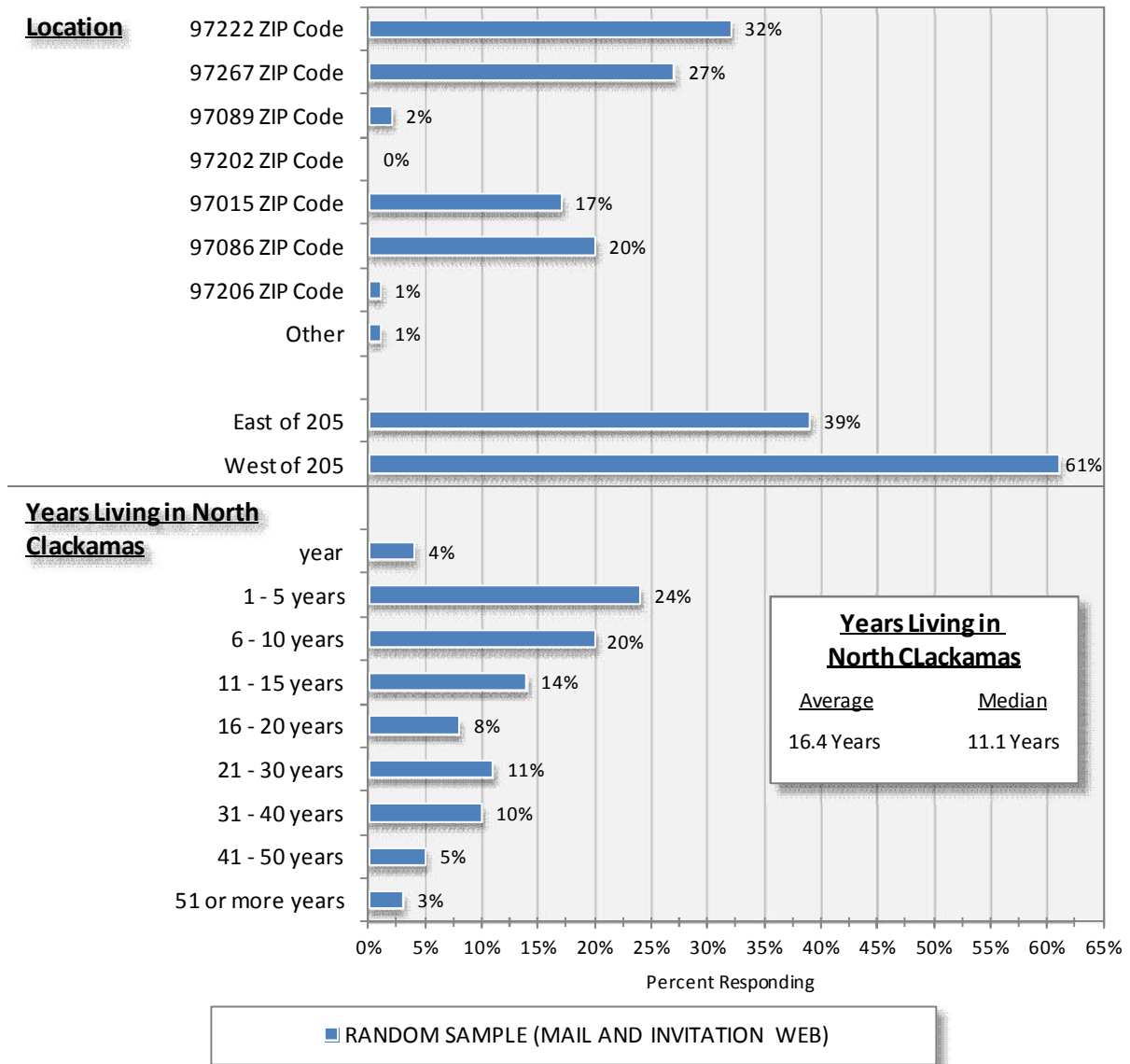
- 61% of respondents were female; 39% were male
- Average age of respondents was 49.6 years
- With an 83% majority, white was the most frequently reported race
- Asian, Asian Indian, or Pacific Islander accounted for 7% of the population
- Only 1% of the population reported themselves as Black or African American
- Another 1% indicated themselves as Native American
- Eight percent were some other race (primarily Hispanic) or two or more races.

Figure 3
Respondent Characteristics (Part 1)



- The average number of years respondents had been living in NCPRD was 16.4.
- A large proportion of the NCPRD population are new residents (28%), having lived in the area for five years or less.
- 97222 is the most populous ZIP code area at 32%, followed by 97267 (27%), 97086 (20%), and 97015 (17%). All other ZIP codes make up less than 5% of the remainder.
- Sixty-one percent of respondents live west of Highway 205, whereas 39% live east of Highway 205.

Figure 4
Respondent Characteristics (Part 2)



VALUES AND VISION

Top Five Community Issues / Problems

When asked to rank the top five priorities for the NCPRD to address, the respondents indicated a clear ranking. The most frequently reported priorities respondents indicated include:

- Make my community a more desirable place (63% of NCPRD households indicated this priority as one of the top five priorities parks and recreation should focus on)
- Positive activities for youth (57%)
- Improve physical health and fitness (54%)
- Land preservation/acquisition (45%)

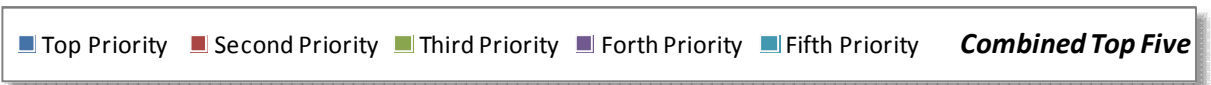
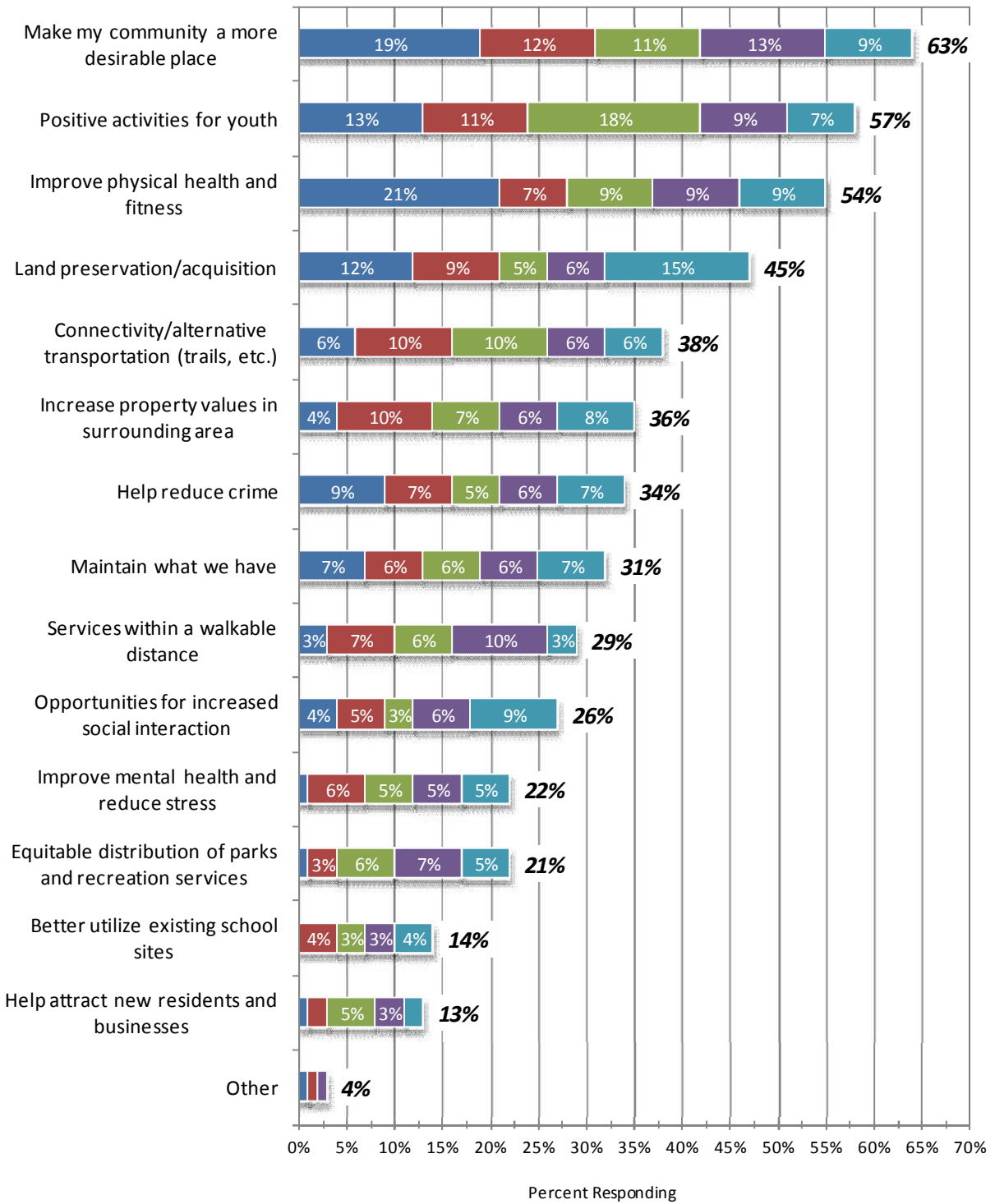
Second tier of priorities:

- Connectivity/ alternative transportation (38%)
- Increase property values in surrounding area (36%)
- Help reduce crime (34%)
- Maintain what we have (31%)
- Services within a walkable distance (29%)
- Opportunities for increased social interaction (26%)

Third tier of priorities:

- Improve mental health and reduce stress (22%)
- Equitable distribution of parks and recreation services (21%)
- Better utilize existing school sites (14%)
- Help attract new residents and businesses (13%)

Figure 5
Most Important Values/Priorities for NCPRD

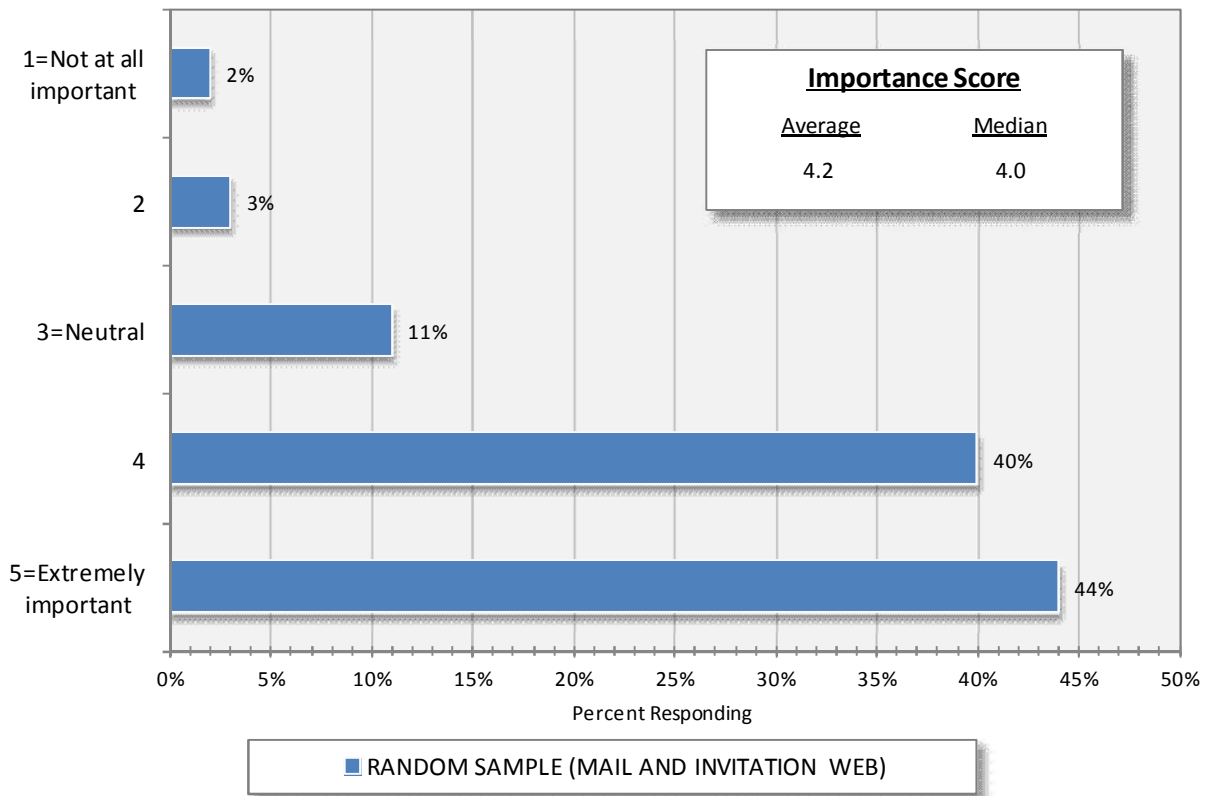


CURRENT FACILITIES

Importance of Park and Recreation Opportunities

Respondents were asked to rank the importance of the availability of local parks & recreation opportunities in NCPRD. The majority of households (84%) indicated a 4 or a 5 on a 5 point scale, where, 1=Not at All Important, and 5=Extremely Important. Correspondingly, the average rating was 4.2.

Figure 6
Current Facilities – Importance of Availability/Accessibility to Parks & recreation Opportunities



Usage Frequency

Residents of NCPRD used neighborhood parks most frequently over the past year (at least 28 times over the past 12 months, or a little more than twice per month). Trails within parks, playgrounds/play areas, large community parks, and natural areas followed with at least 11 times over the past 12 months, which averages to about once per month.

The following facilities were used at least once in the past year by the majority of households:

- Neighborhood parks (81% of households used neighborhood parks at least once over the past 12 months)
- Large community parks (70% of households)
- Trails within parks (70% of households)
- Natural areas (62% of households)

Second tier of households that used facilities at least once within the past 12 months:

- Playgrounds/play areas (50% of households)
- North Clackamas Aquatic Park (45% of households)
- Picnic areas/shelters (44% of households)
- NCPRD and school athletic fields (36% of households)
- Multi-use trails (Trolley Trail) (36% of households)

Third tier of percent of households that used facilities:

- Milwaukie Center (27% of households)
- Fenced off-leash dog parks (24% of households)

The following facilities were used by less than 1 out of every 5 households over the past 12 months:

- Sport field complexes (19% of households)
- Outdoor basketball courts (17% of households)
- Tennis Courts (15% of households)
- Community rooms (12% of households)

Figure 7
Current Facilities - Frequency of Use in the Past 12 Months

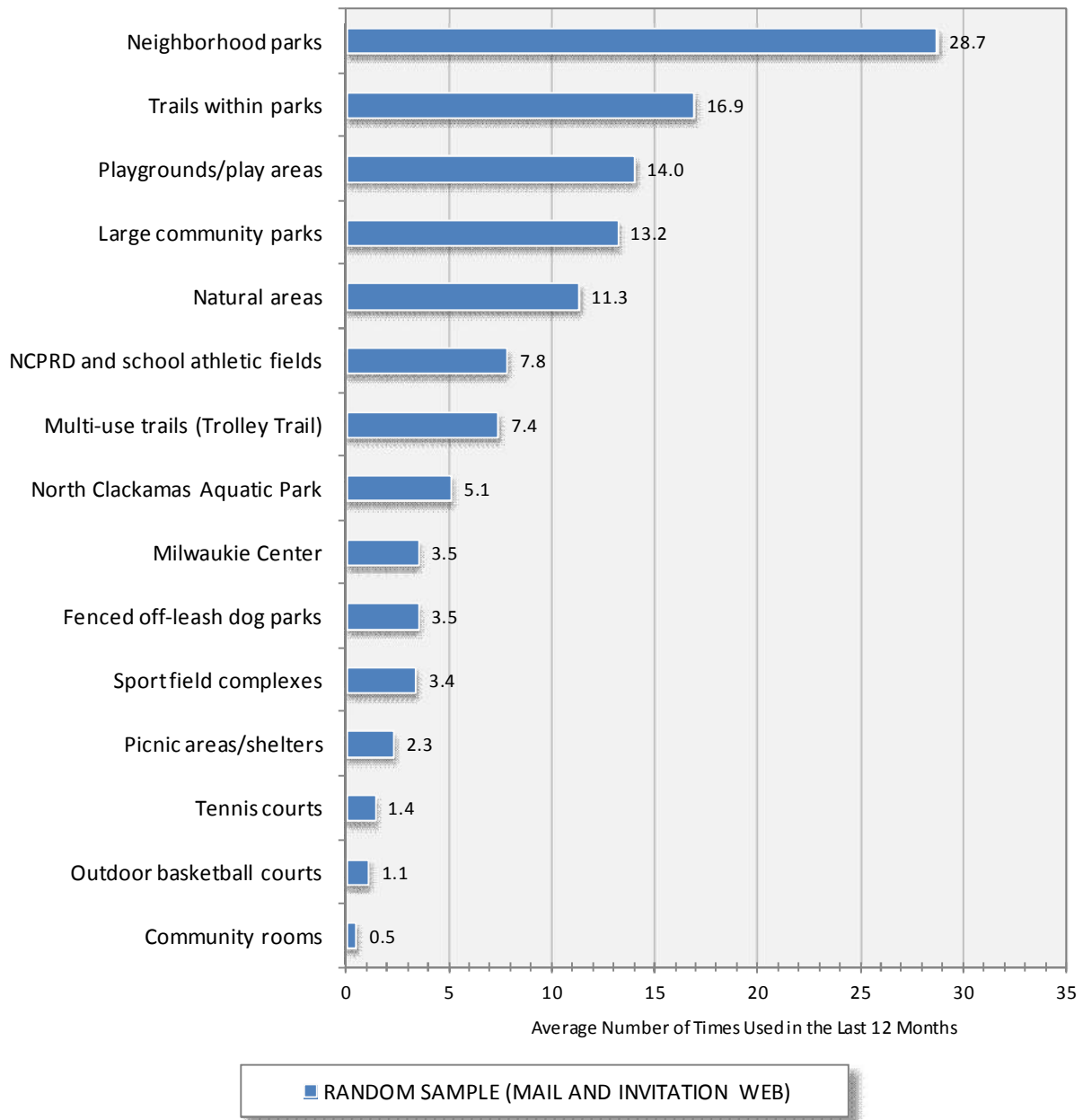
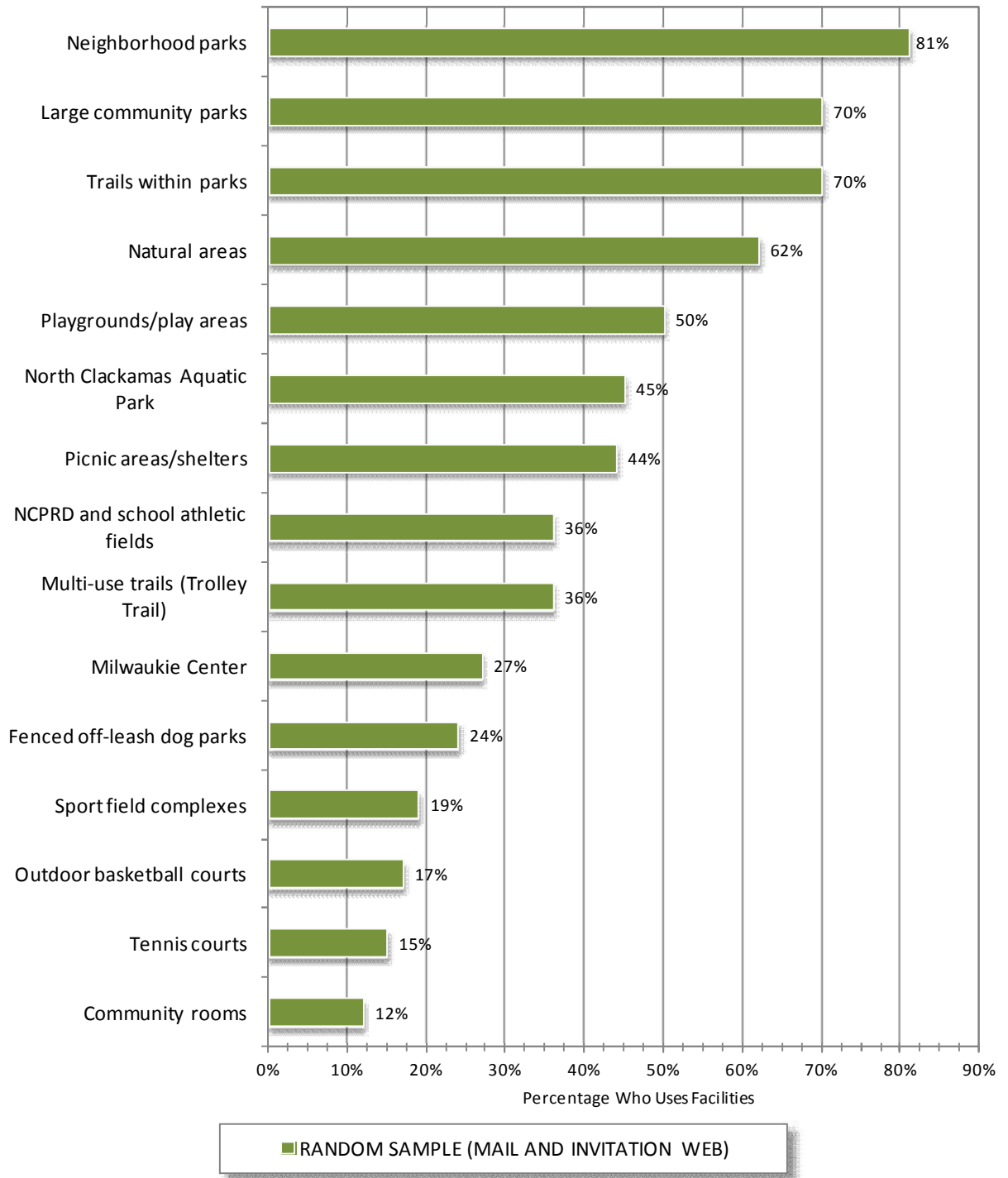


Figure 8
Current Facilities – Percentage of Households Who Used Facilities in the Past 12 Months



Importance of Current Facilities

Respondents rated the importance level of current facilities on a scale of 1 to 5, where 1 is Not at All Important, 5 is Very Important, and 3 is Neutral.

The following facilities had the highest rated averages and were reported as a 4 or 5 by a majority of respondents:

- Neighborhood parks (With an average rating of 4.6, 90% of respondents rated Parks a 4 or 5)
- Large community parks (Average rating of 4.2; 81% rated 4 or 5)
- Trails within parks (Average rating of 4.3; 79% rated 4 or 5)
- Playgrounds/play areas (Average rating of 4.0; 72% rated 4 or 5)
- North Clackamas Aquatic Park (Average rating of 3.7; 62% rated 4 or 5)
- NCPRD and school athletic fields (Average rating of 3.7; 63% rated 4 or 5)
- Multi-use trails (Trolley Tail) (Average rating of 3.7; 61% rated 4 or 5)
- Picnic areas/shelters (Average rating of 3.7; 56% rated 4 or 5)
- Fenced off-leash dog parks (average rating of 3.3; 51% rated 4 or 5)

Second tier of important facilities included:

- Sport field complexes (Average rating of 3.4; 45% rated 4 or 5)
- Natural areas (Average rating of 4.3; 44% rated 4 or 5)
- Outdoor basketball courts (Average rating of 3.1; 42% rated 4 or 5)
- Tennis courts (Average rating of 3.0; 39% rated 4 or 5)
- Milwaukie Center (Average rating of 3.1; 36% rated a 4 or 5)

The only facility that had more households report as Not Important (1 or 2) was community rooms at 31%. Furthermore, only 20% indicated this facility as a 4 or 5.

Figure 9
Current Facilities – Importance to Household – Average Rating

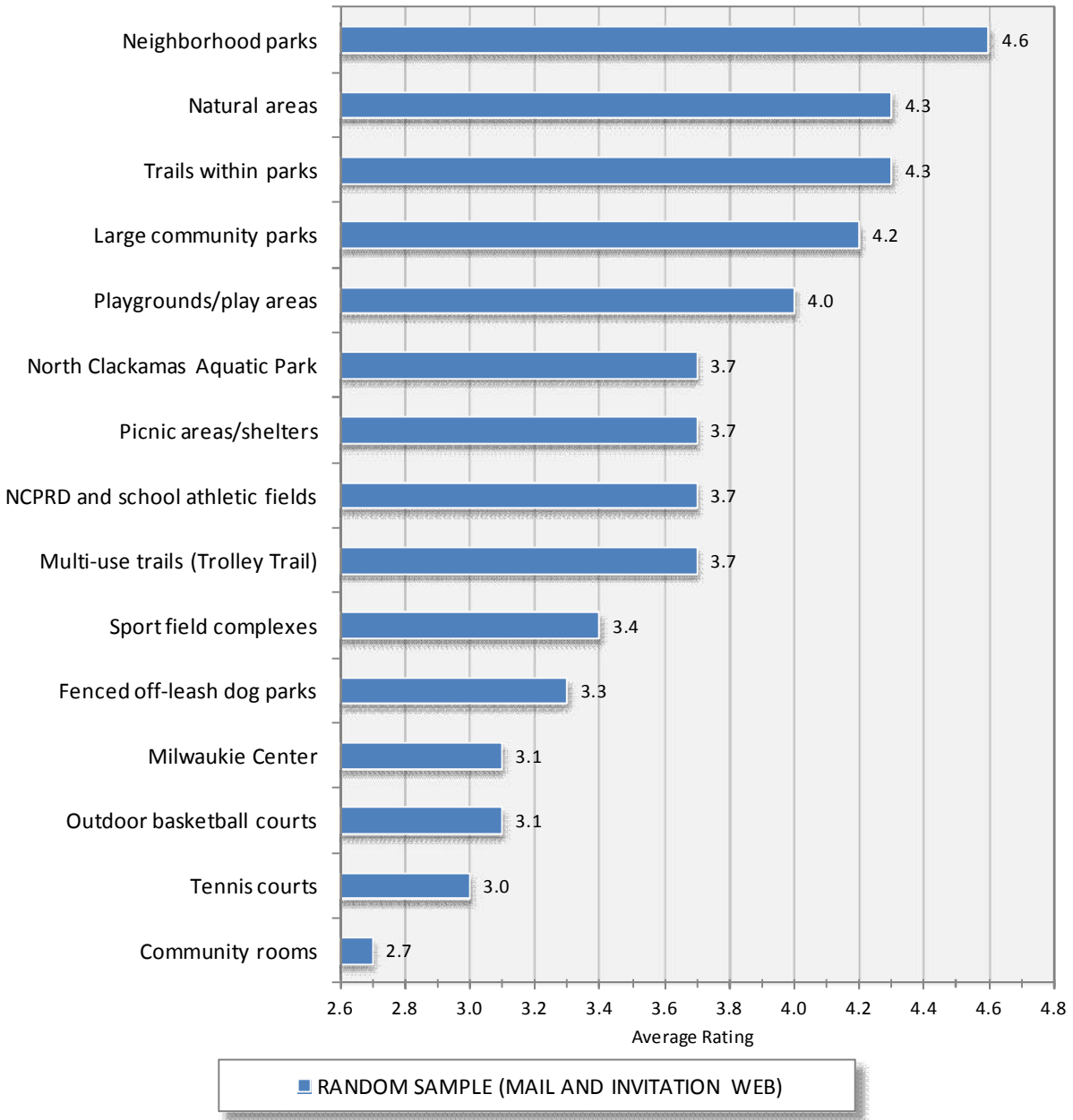
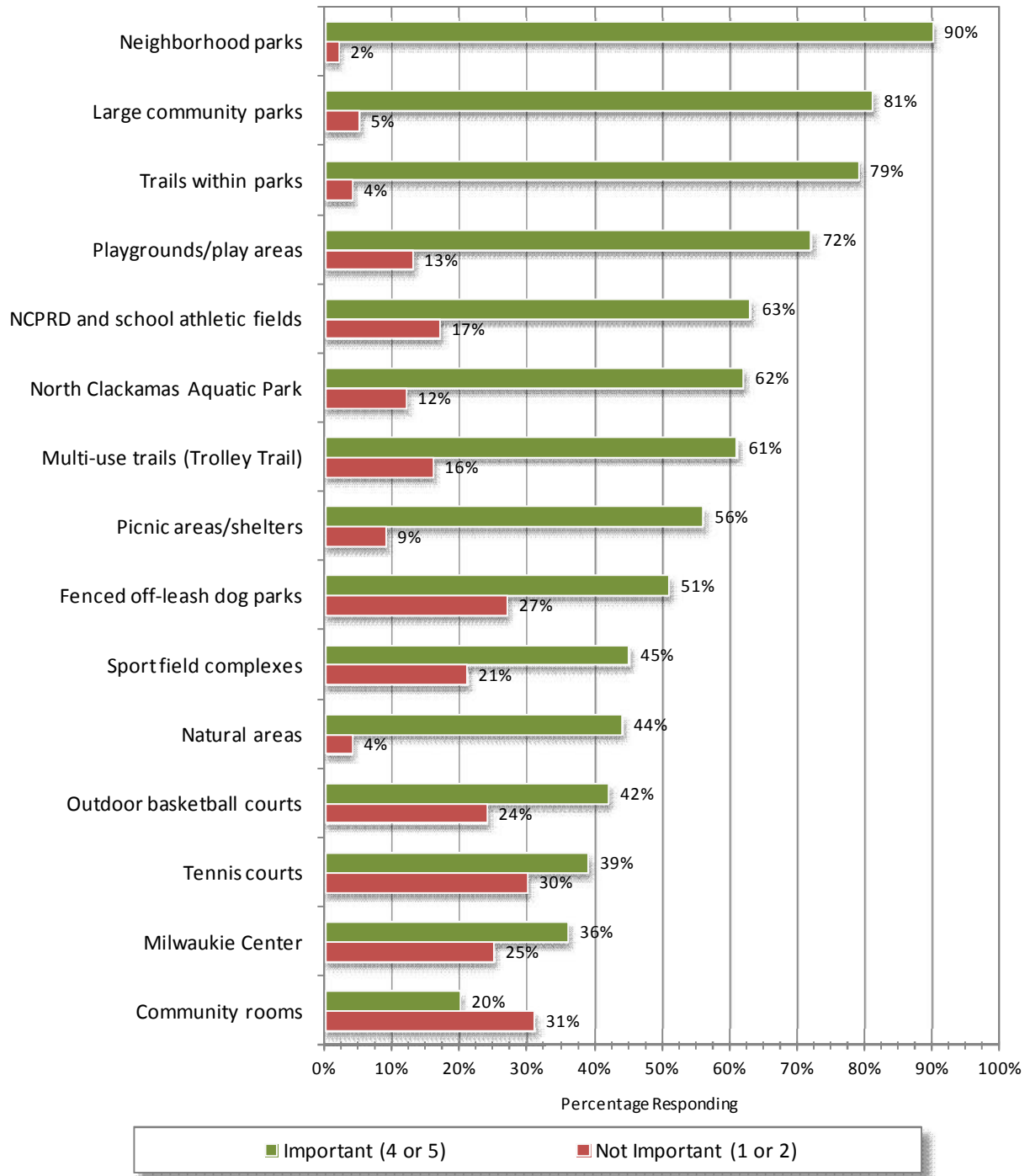


Figure 10
Current Facilities – Importance to Household – Percentage of Important vs. Not Important



Degree to Which Current Facilities are Meeting Household Needs

Respondents were then asked to rate the same list of facilities according to how well they are meeting the needs of their household. While many facilities were considered to be meeting the needs of the majority of households, several facilities clearly ranked higher than others. On a scale of 1 to 5 where 1 was Not at All Met and 5 was Completely Met, respondents indicated the following.

Facilities with the highest degree of needs being met included:

- Neighboring Parks (With an average rating of 3.9, 72% of respondents rated this facility a 4 or 5)
- Large community parks (3.8 rating; 67% rated 4 or 5)
- Trails within parks (3.7 rating; 66% rated 4 or 5)
- Natural areas (3.7 rating; 62% rated 4 or 5)
- Playgrounds/play areas (3.7 rating; 61% rated 4 or 5)
- North Clackamas Aquatic Parks (3.6 rating; 57% rated 4 or 5)
- Multi-use trails (3.5 rating; 55% rated 4 or 5)
- Milwaukie Center (3.2 rating; 53% rated 4 or 5)
- Picnic areas/shelters (3.6 rating; 53% rated 4 or 5)

Though all of the facilities listed had more respondents indicate their needs were being met than needs not being met, several facilities had significant percentages of households reporting their needs were not being met. The following are programs that had high percentages of households who reported their needs were not being met:

- Community rooms (2.8 rating; 40% rated 1 or 2)
- Tennis courts (3.0 rating; 38% rated 1 or 2)
- Milwaukie Center (3.2 rating; 34% rated 1 or 2)
- Sport field complexes (3.2 rating; 32% rated 1 or 2)
- Fenced off-leash dog parks (3.1 rating; 31% rated 1 or 2)
- Outdoor basketball courts (3.0 rating; 26% rated 1 or 2)

Figure 11
Current Facilities – Degree to Which Needs are Being Met – Average Rating

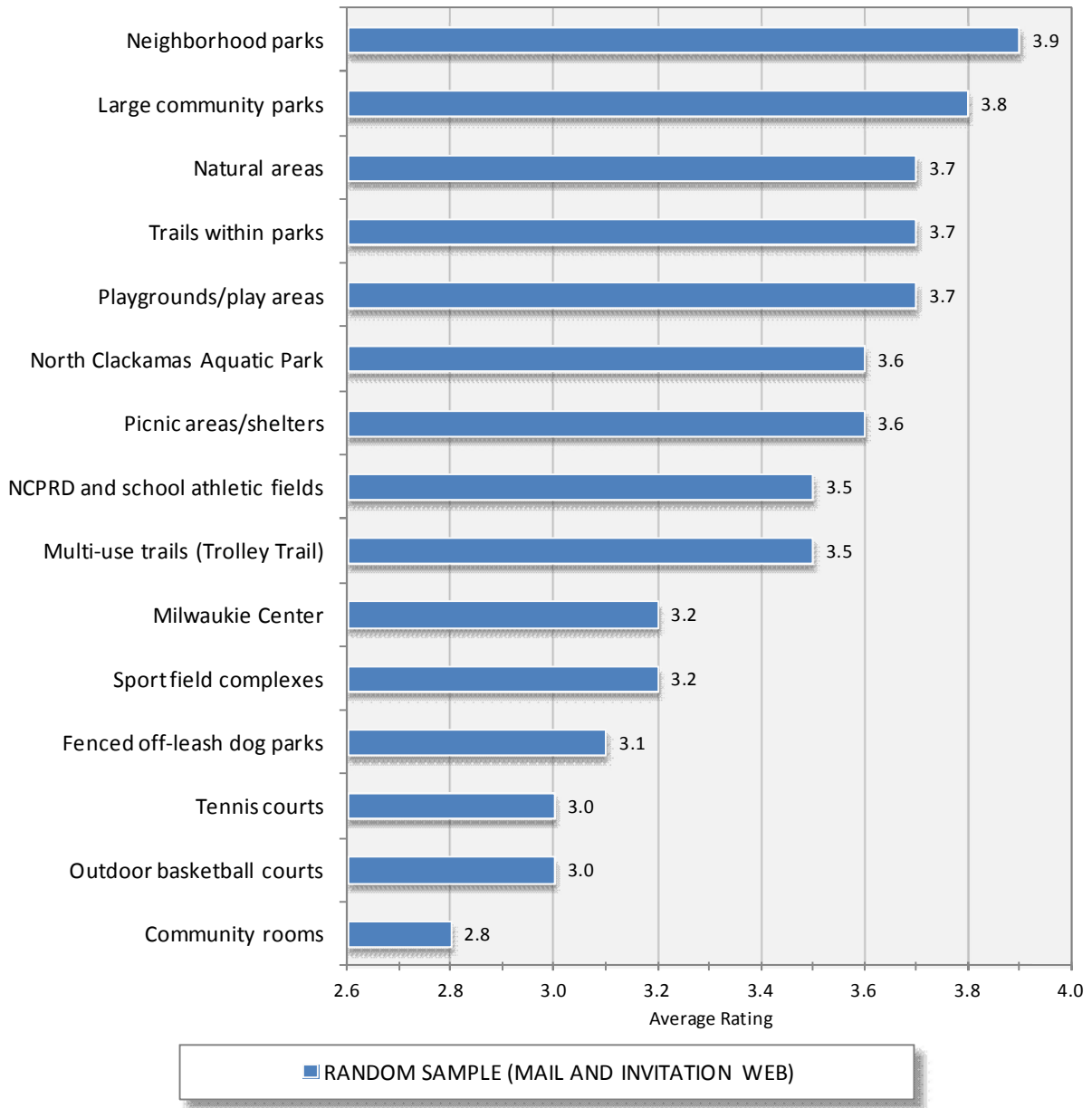
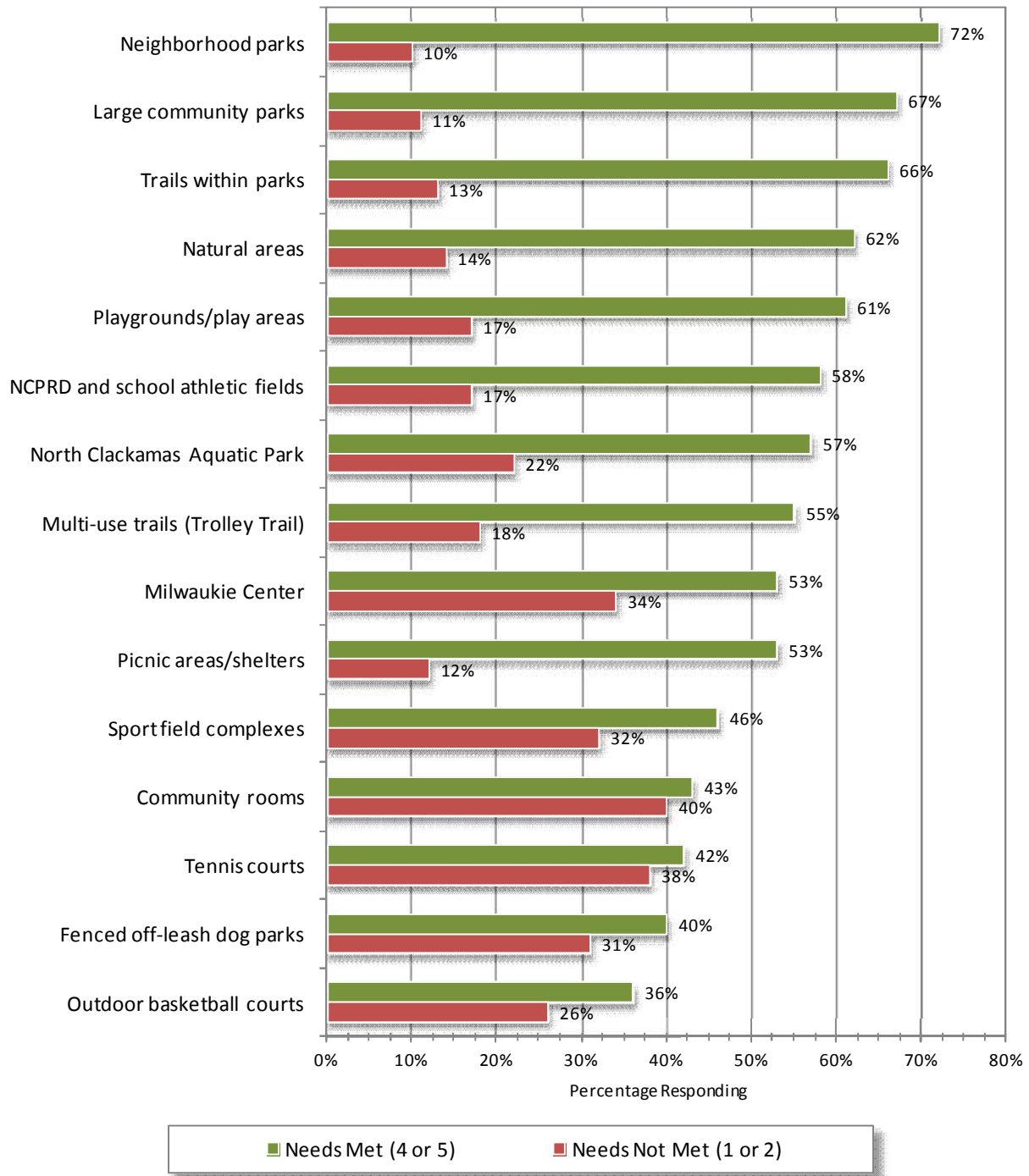


Figure 12
Current Facilities – Degree to Which Needs are Being Met – Percentage of Needs Met vs. Needs Not Met



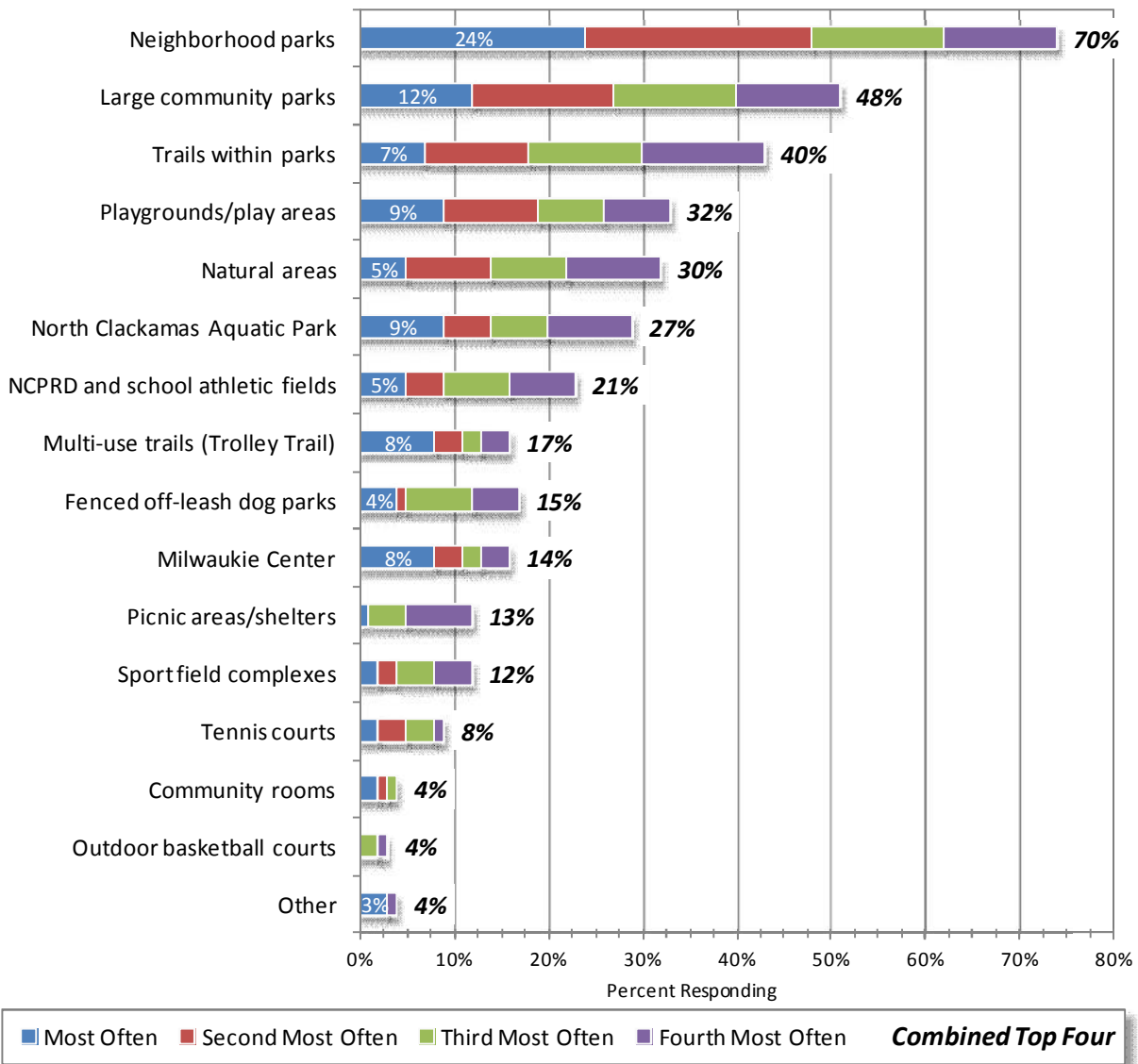
Respondents were asked to rank the facilities in order of which ones they visited most, second most, third most, and fourth most often. When combined, neighborhood parks were reported as the most frequently visited facility (70% of households). Following neighborhood parks were:

- Large community parks (48% of households reported this facility as one of the top four facilities visited most often)
- Trails within parks (40% of households)

Second tier of most frequently visited facilities:

- Playgrounds/play areas (32% of households)
- Natural areas (30% of households)
- North Clackamas Aquatic Park (27% of households)

Figure 13
Current Facilities – Most Often Visited by Households



Importance vs. Needs-Met Matrix – Current Facilities

It is instructive to compare and plot the importance scores against the needs met scores in an “Importance vs. Needs-Met” matrix. As illustrated below, performance scores (i.e. needs-met and importance scores) are displayed in a matrix using the mid-point of both questions to divide the graph into 4 quadrants (ex. importance scale midpoint was 3.7 with a range of 2.5 to 5.0; needs-met midpoint was 3.5 with a range of 2.5 to 4.5). This allows us to determine a detailed ranking of each facility in comparison to each other.

Many of the top facilities listed previously as meeting household needs were also considered the most important to NCPRD households. Maintaining these important assets is an indispensable function of NCPRD. The following are facilities that are highly important and are meeting the household needs of the District.

- Neighboring parks
- Natural areas
- Trails within parks
- Large community parks
- Playgrounds/play areas

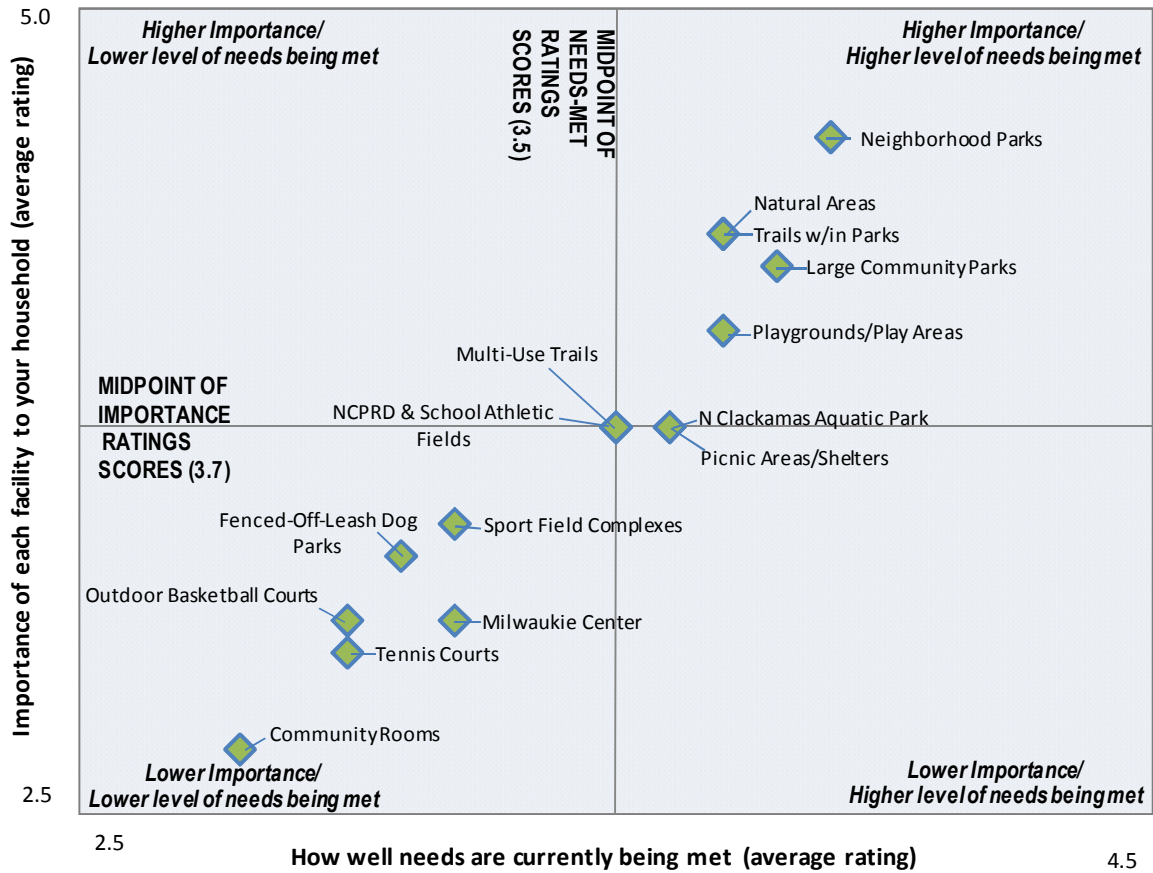
Given that no facility is truly within the upper left quadrant, or even on the border of the upper left quadrant, it can be inferred that NCPRD is performing very well in satisfying the needs of households that are also important to them.

Further below the importance midpoint and left of the needs-met midpoint, are programs and facilities not meeting needs well, however, they are important to fewer households. These “niche facilities” are used by a small but passionate following; therefore, there is merit to measuring participation and planning for potential future enhancements accordingly. The following facilities should be evaluated periodically to make sure the needs of these specialty users are satisfied.

- Sport field complexes
- Fences off-leash dog parks
- Outdoor basketball courts
- Milwaukie center
- Tennis courts
- Community rooms

Figure 14

Current Service and Facilities – Importance vs. Needs-Met Matrix - Random Sample Overall



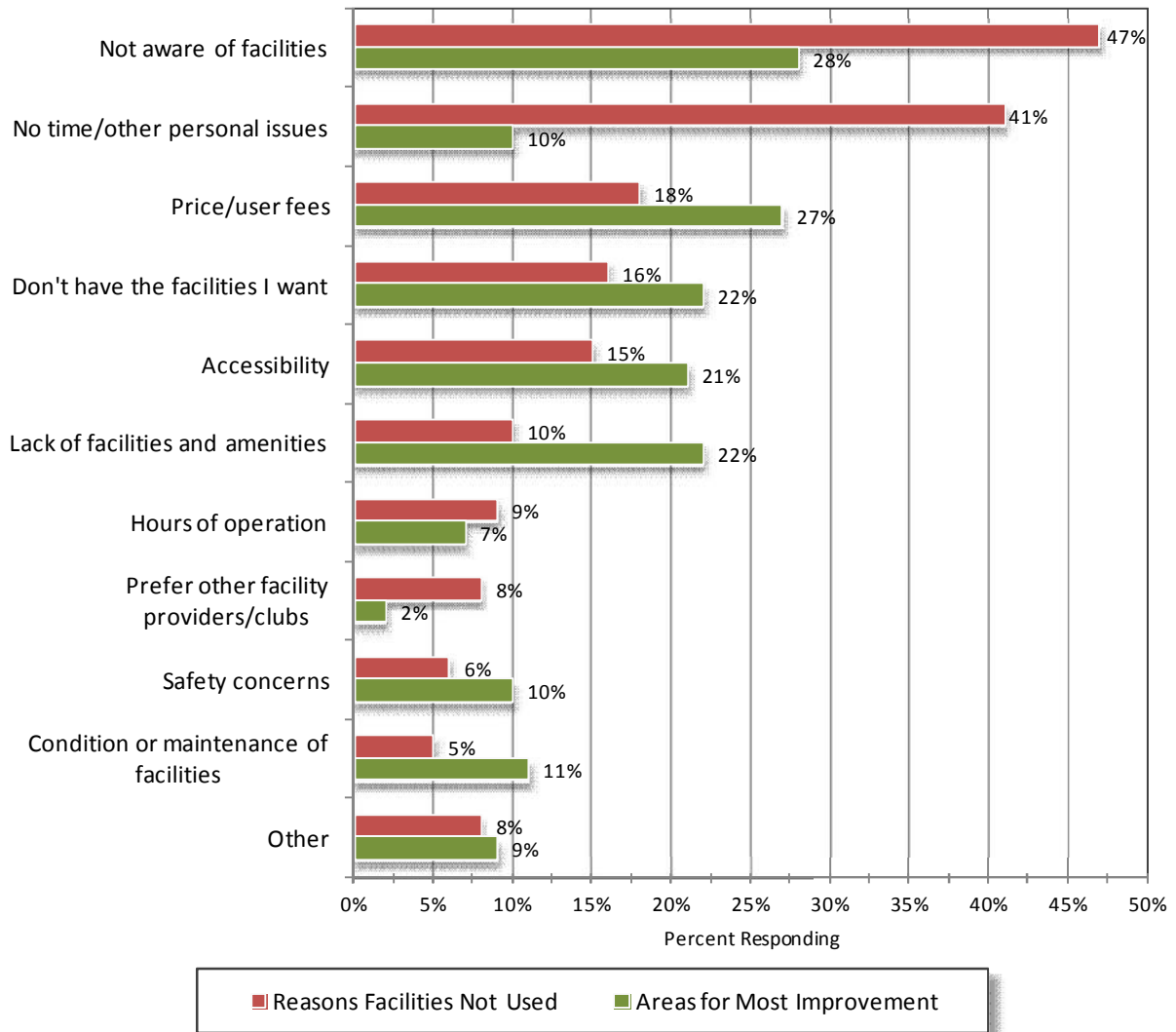
Why Facilities are Not Used / Where Improvements can be Made

Respondents were asked why they do not use NCPRD facilities and where they felt improvements can and should be made.

Not being aware of facilities (47%) was the most frequently reported reason for not using NCPRD facilities and it was one of the most frequently reported as needing improvement. No time/other personal issues ranked second at 41% for reasons why respondents do not use facilities. After awareness and time constraints, other reasons and improvements needed were:

- Price/user fees (41% reason for not using; 27% needs improvement)
- Don't have the facilities I want (16% reason for not using; 22% needs improvement)
- Accessibility (15% reason for not using; 21% needs improvement)
- Lack of facilities and amenities (10% reason for not using; 22% needs improvement)

Figure 15
Current Facilities - Reasons Do Not Use / Improvements Needed



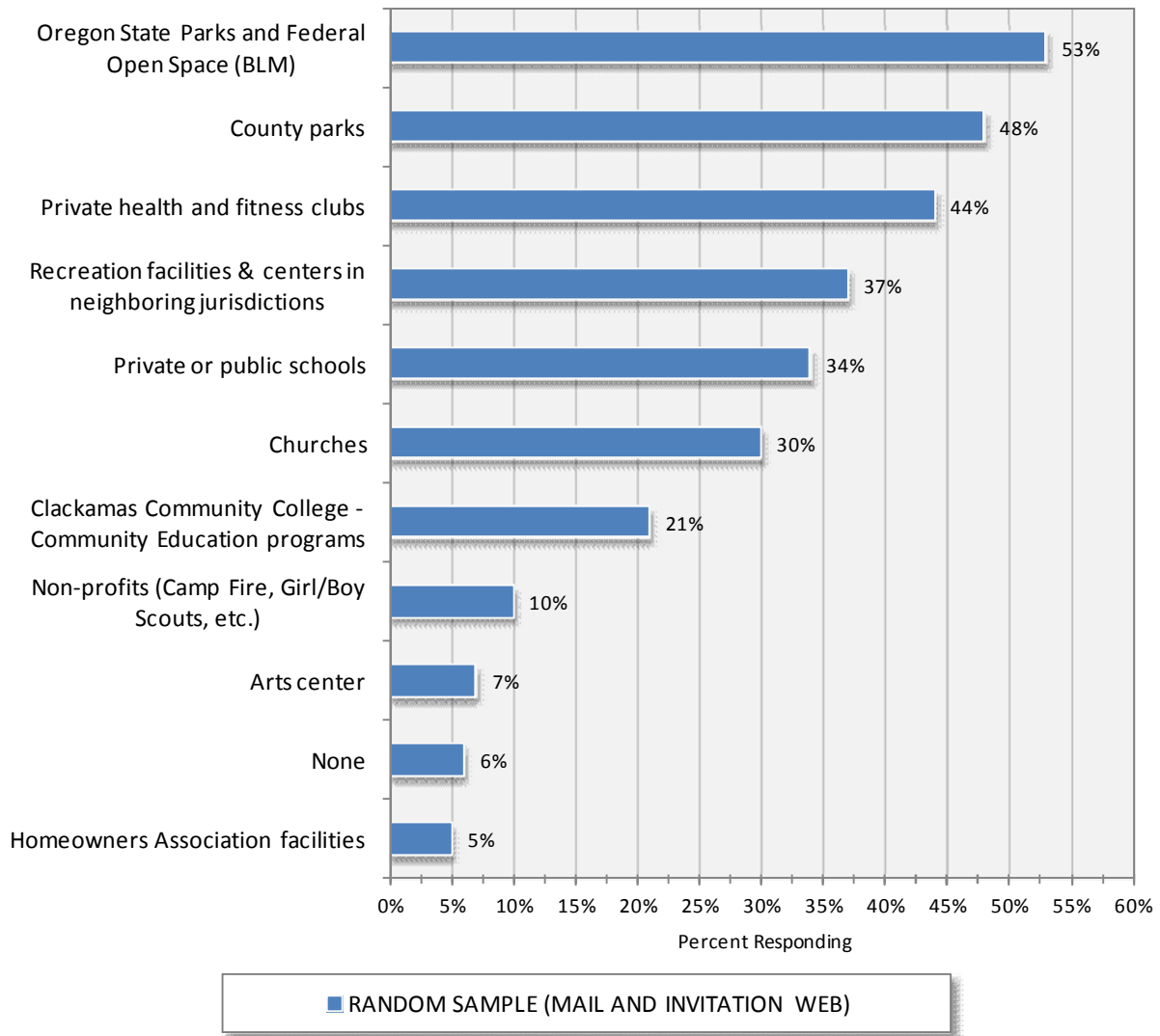
Other Facilities and Providers Used by NCPRD Households

When asked of other service providers utilized, NCPRD households most often indicated Oregon State Parks and Federal Open Spaces (BLM) as the most frequently used other provider (53%). County parks (48%) and private health and fitness clubs (44%) followed.

Second tier of other facilities and providers included:

- Recreation facilities and centers in neighboring jurisdictions (37%)
- Private or public schools (34%)
- Churches (30%)
- Clackamas Community College – Community Education programs (21%)

Figure 16
Other Facility Providers Used by Households



Open Ended Comments: Reason Do Not Use/ Needs Improvements and Other Providers Used

Respondents were given the opportunity to write in additional information for the “reasons they do not use / needs improvement” question. Examples of responses are given below:

Don't have the Programs I want, such as...

- *Fenced dog parks – Large off-Leash DOG PARKS! – More multi-purpose parks – Natural areas trails – Neighborhood Park – Paved running path / longer trails – Tennis court availability and lighting – Would love another swimming pool, even a 50 meter pool.*

Lack of facilities and amenities, such as...

- *Bathrooms – Lighted tennis courts – No facilities where I live. – Restrooms – Playground for small children.*

Condition or maintenance of facilities...

- *Dogs that are let off their leash by owners – Local play grounds need maintenance – Restroom cleanliness – Springwater corridor trail is unsafe due to vagrants camping there – Water Tower Park has had lasting vandalism / disrepair that needs attention, numerous parks with play structures in direct sunlight / no shade. Newer parks seem to address this issue.*

Accessibility, explain...

- *Currently don't have transportation – Far away from home – Lack of evening hours – More open swims at Aquatic Park – Need better signage – No facilities where I live – Not enough evening classes during the workweek – Tennis courts – Full at HV park – There's very little within walking distance. No sidewalks. Major roads/highways to cross. – Times are not when I can participate – Unlock good baseball fields.*

Prefer other facility providers/clubs...

- *East Side Athletic Club – 24-Hour Fitness – EPCC – Gladstone comm. Rooms – Golf courses – Mt. Scott Community Center – Portland Parks and Rec. – Wilson Pool, other community gardens.*

Other:

- *A lot of homeless at Riverfront – Too many off-leash dogs at North Clackamas – Classes are scheduled at inconvenient times – Classes not offered that I want – Dog park at NCP too noisy – Dog park is too small – Enforce leash laws – Lack of bathrooms at pocket parks – Lack of neighborhood parks – Open swims are often too crowded – More large nature areas – Need more off leash dog parks.*

FUTURE FACILITIES

Greatest Facility Needs Over Next 5 or 10 Years – Facilities to be Added, Expanded, or Improved

Respondents were informed of the following statement.

“NCPRD funds parks, recreation, and trail operations and maintenance with user fees and property tax dollars. As you answer the following questions, please keep in mind that additional funds would be required to build, operate, and maintain new parks, recreation facilities, natural areas and trails.”

Based on this information, respondents rated the greatest needs of the district over the next 5 or 10 years on a 5 point scale where 1 was Not at All Important and 5 was Very Important. They also then ranked their most, second most, and third highest priority facility needs over the next 5 or 10 years.

The future facilities that had the highest percentages of households indicate a 4 or 5 rating:

- Natural area (passive recreation) (With an average rating of 3.7, 62% of respondents rated this future facility a 4 or 5)
- Natural area land (conservation focus) (3.5 rating; 56% rated 4 or 5)
- Outdoor plaza/gathering space (3.4 rating; 54% rated 4 or 5)
- Community gardens (3.4 rating; 51% rated 4 or 5)
- Fitness trail with circuit equipment (3.3 rating; 48% rated a 4 or 5)

The middle tier which follows had a similar percentage of respondents indicate important as not important.

- Outdoor pool (3.1 rating; 43% rated 4 or 5 and 33% rated a 1 or 2)
- Amphitheater (3.0 rating; 37% rated 4 or 5 and 30% rated a 1 or 2)
- Cardio equipment/weight training room (3.0 rating; 37% rated 4 or 5 and 31% rated a 1 or 2)
- Boat/water access (2.9 rating; 35% rated 4 or 5 and 37% rated a 1 or 2)
- Indoor track (3.0 rating; 34% rated 4 or 5 and 31% rated a 1 or 2)
- Indoor gymnasium space (3.0 rating; 34% rated 4 or 5 and 29% rated a 1 or 2)
- Multi-generation community center (3.0 rating; 34% rated 4 or 5 and 25% rated a 1 or 2)

Other facilities had a significantly larger proportion of households indicate a 1 or 2 rather than a 4 or 5. These facilities were clearly not nearly as important as other facilities:

- Skateboard park (With an average rating of 2.4, 51% of respondents rated this future facility a 1 or 2 in importance)
- Sandpit Volleyball (2.3 rating; 50% rated 1 or 2)
- Bocce Ball (2.4 rating; 48% rated a 1 or 2)
- Tennis courts (lighted) (2.6 rating; 44% rated 1 or 2)
- Spray grounds (2.6 rating; 42% rated a 1 or 2)
- Disc golf (2.6 rating; 41% rated a 1 or 2)
- Rock climbing facility (2.6 rating; 41% rated a 1 or 2)

Figure 17
Future Facilities - Greatest Needs Over the Next 5 or 10 Years – Average Rating

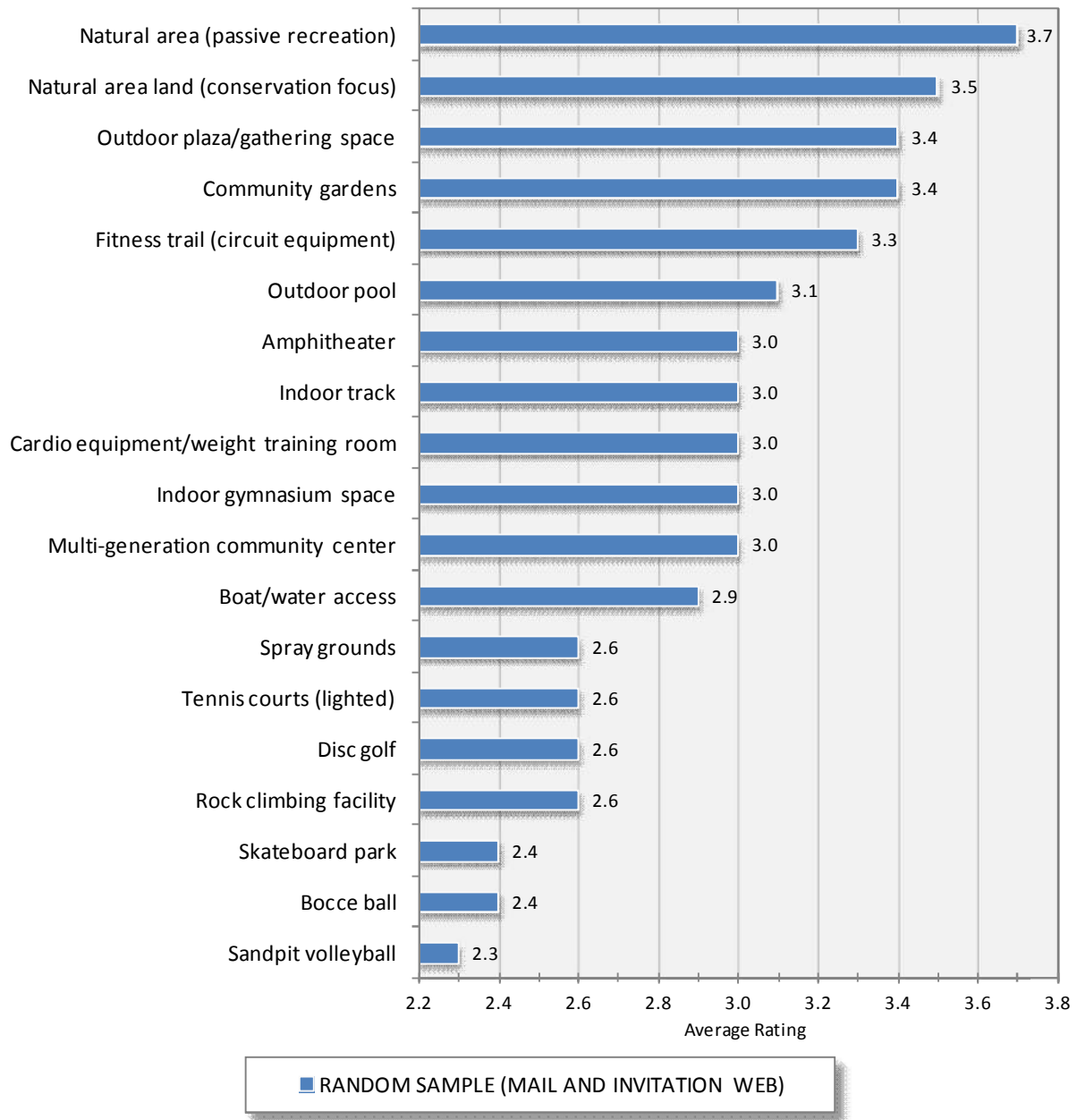
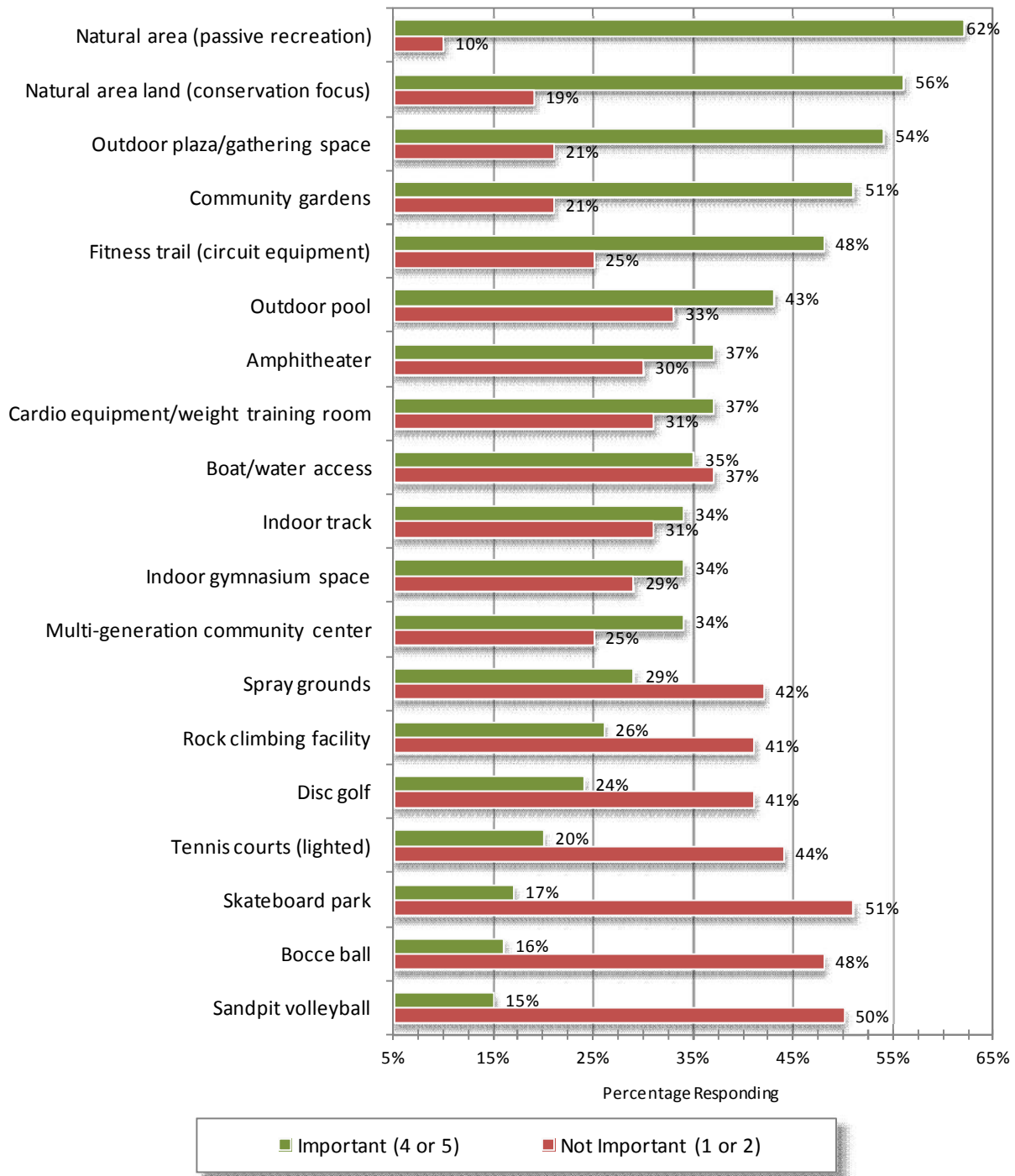


Figure 18
Future Facilities - Importance to Households – Percentage of Important vs. Not Important



By combining the top three ranked facilities to be added, expanded, or improved over the next 5 or 10 years, natural areas for passive recreation was the facility respondents (34%) indicated as most important to add, expand, or improve over the next 5 or 10 years.

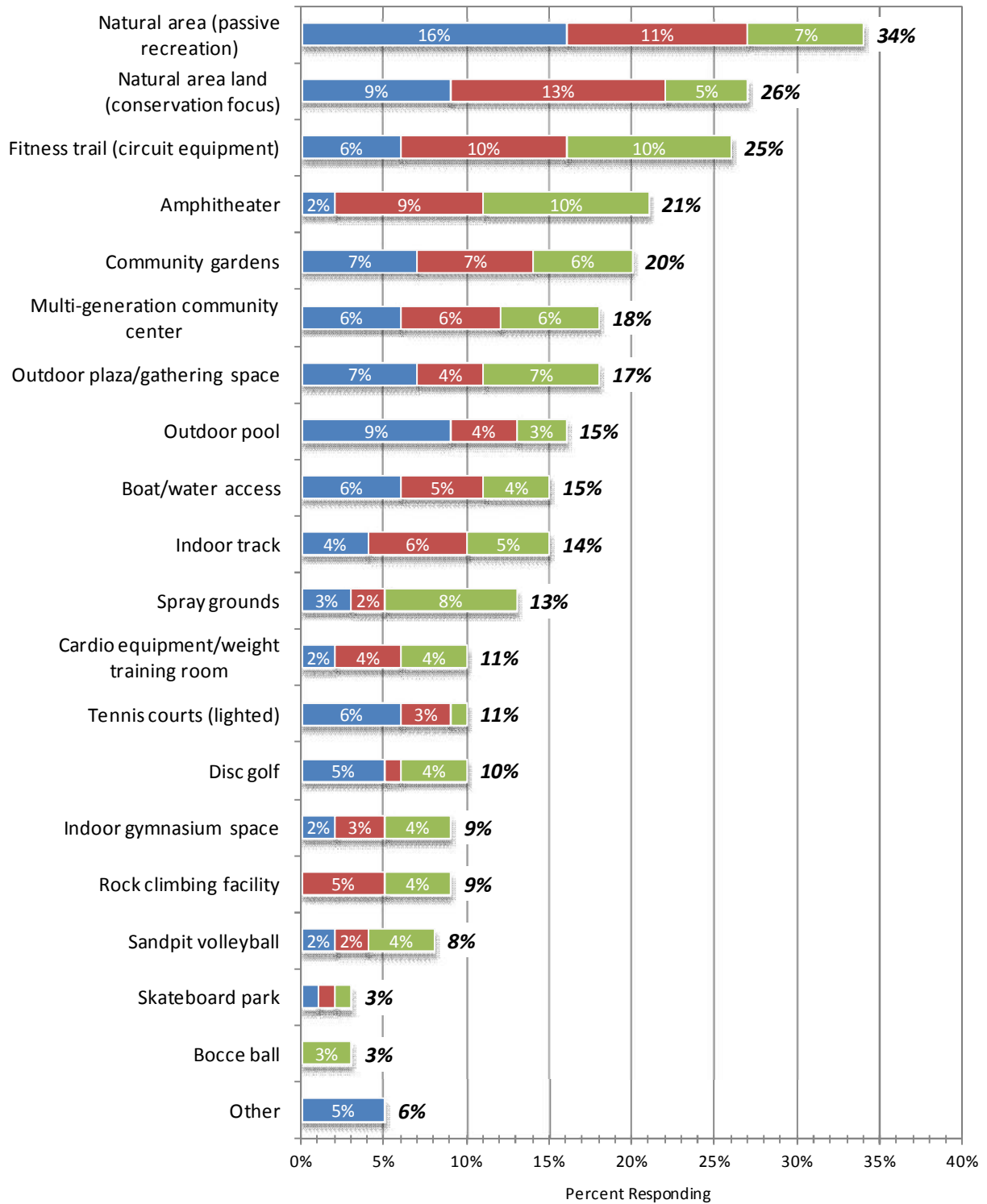
Second tier of most important facilities to be added, expanded, or improved included:

- Natural area land for conservation (26% of households rated this facility as one of the top three facilities to be added, expanded or improved over the next 5 or 10 years)
- Fitness trail with circuit equipment (25% of households)

Third tier of most important facilities to add, expand or improve:

- Amphitheater (21% of households)
- Community gardens (20% of households)
- Multi-generation community center (18% of households)
- Outdoor plaza/gathering space (17% of households)
- Outdoor pool (15% of households)
- Boat/ water access (15% of households)
- Indoor track (14% of households)
- Spray grounds (13% of households)

Figure 19
Future Facilities – Highest Ranked Priorities to be Added, Expanded, or Improved



■ Most Important
 ■ Second Most Important
 ■ Third Most Important
 Combined Top Three

PROGRAMS, ACTIVITIES, AND SPECIAL EVENTS

Usage Frequency

Similar to the evaluation of facilities, respondents were asked to state the number of times they used current programs, activities, and special events. Then, respondents were asked to rate the importance of current programs to their household and how well needs are being met. The most frequently attended program within NCPRD, at 5.7 times on average over the past 12 months, is youth sports. Swimming programs (4.0 times), adult outdoor recreation (3.6 times), youth outdoor recreation (3.5 times), and fitness and wellness programs (3.4 times) follow closely behind.

The percentage of households who actually use programs, activities, and special events differed slightly in ranking than the average frequency of use. Special events were attended by the most households at least once over the past 12 months (49%).

The second tier of percentage of households that used programs at least once within the past 12 months correlated with the frequency of use:

- Sports - youth (32% of households)
- Swimming programs (28% of households)
- Outdoor recreation - youth (25% of households)
- Outdoor recreation - adult (22% of households)

One interesting observation is that while the meals program for seniors had a high average of use comparatively (2.4 times overall), only 5% of all households within NCPRD actually used this service. By these figures it is evident that despite the low percentage of households who use this program, those who do take advantage of the program, use it very often.

Figure 20
Programs, Activities, and Special Events -- Frequency of Use in the Past 12 Months

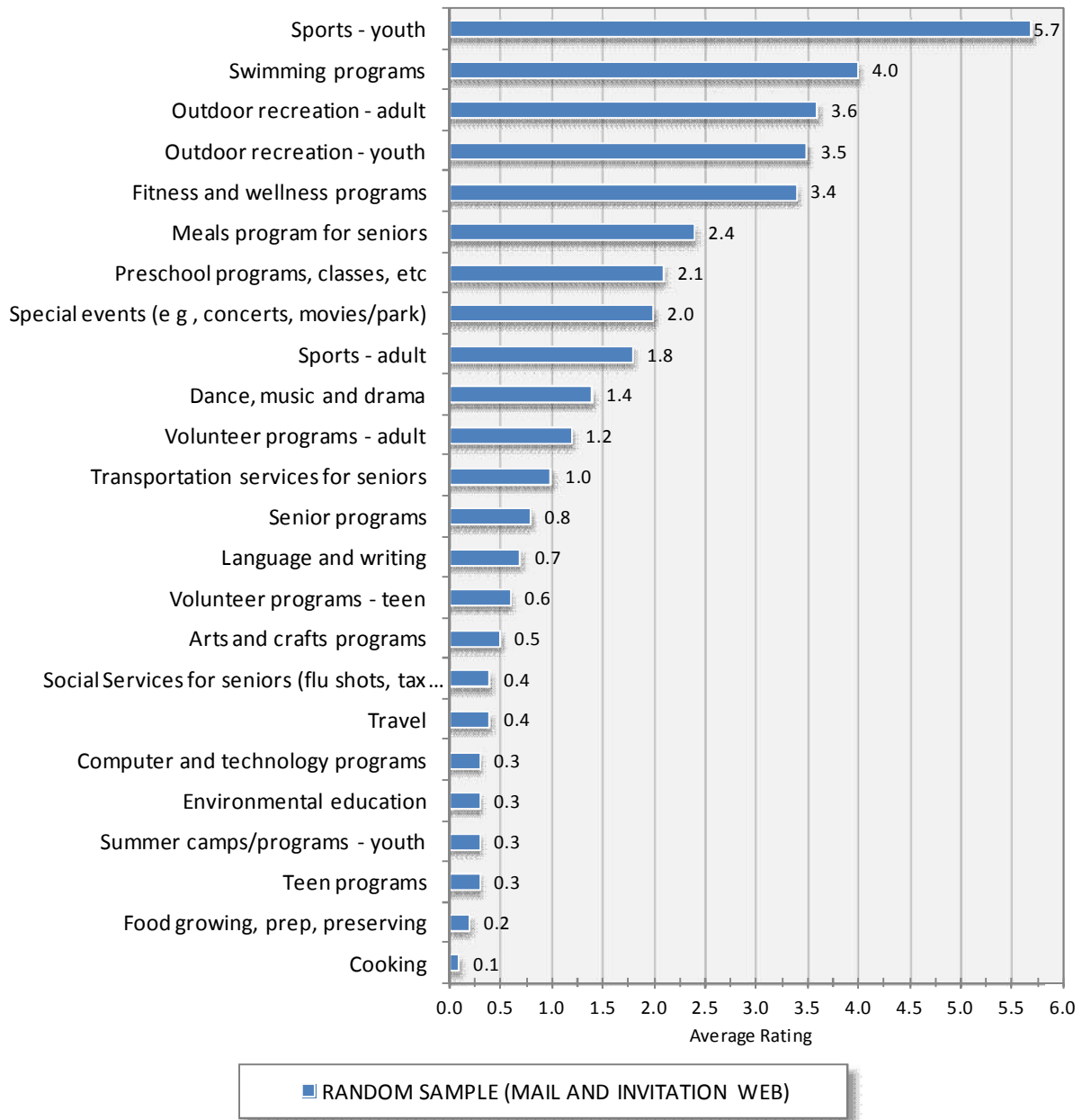
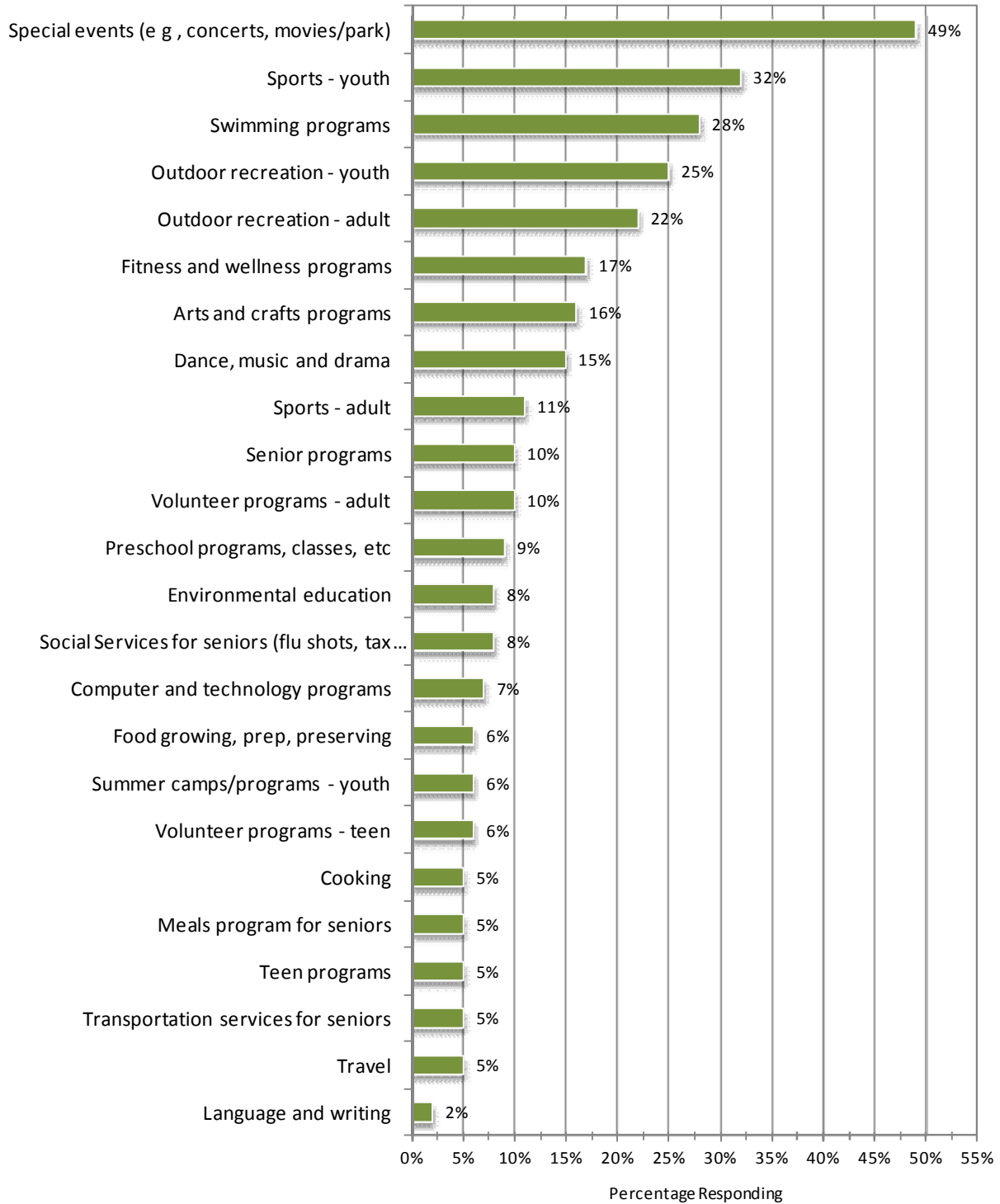


Figure 21
Programs, Activities, and Special Events— Percentage of Households Who Used Programs, Activities, and Special Events in the Past 12 Months



■ RANDOM SAMPLE (MAIL AND INVITATION WEB)

Importance of Current Programs, Activities and Special Events

Respondents indicated the importance level of current programs, activities and special events on a scale of 1 to 5, where 1 is Not at All Important, 5 is Very Important, and 3 is Neutral.

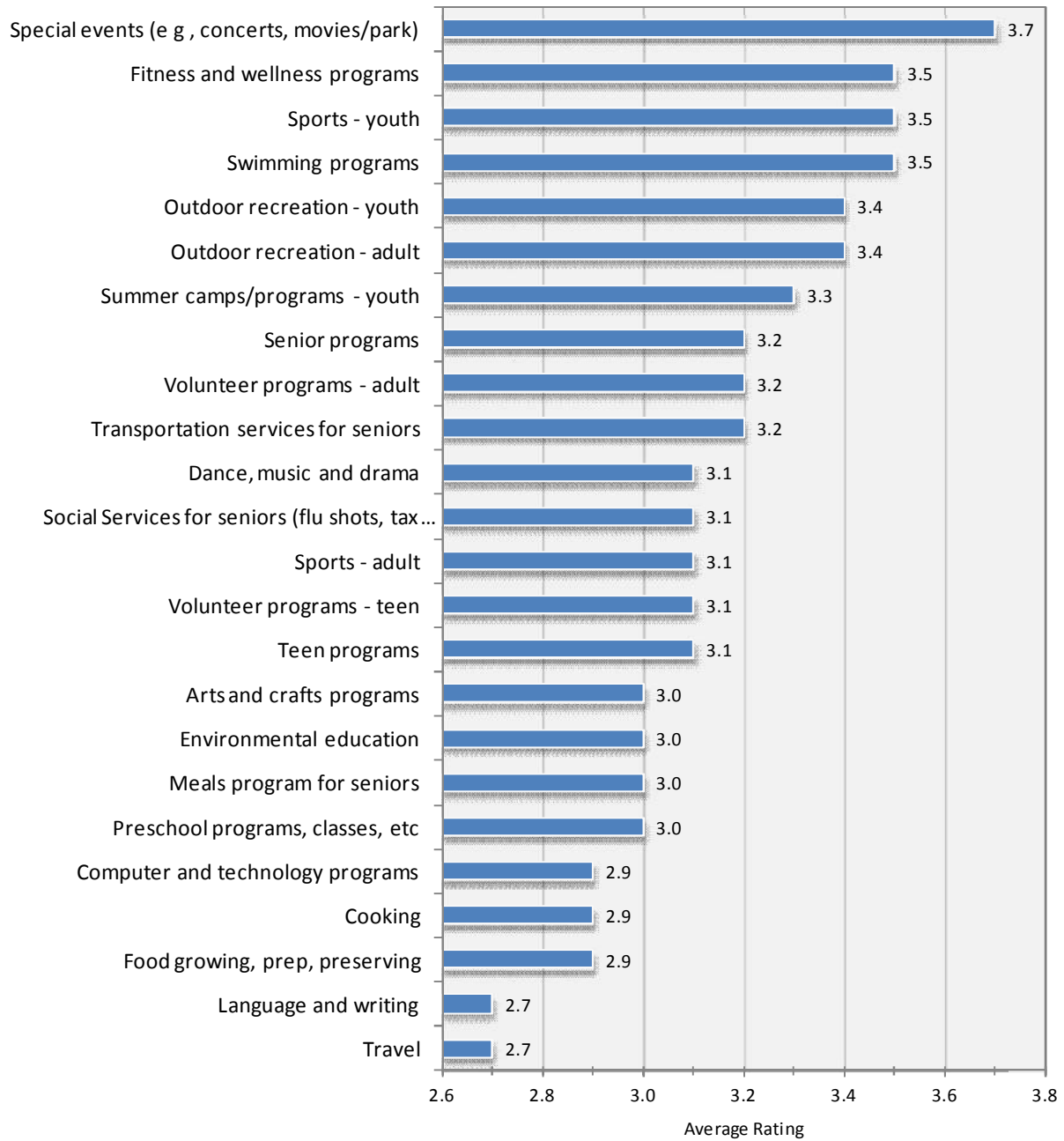
The following programs rated the highest averages and the most frequently reported 4 or 5 ratings:

- Special events (With an average rating of 3.7, 60% of respondents rated this program a 4 or 5)
- Sports - youth (3.5 rating; 54% rated 4 or 5)
- Swimming programs (3.5 rating; 52% rated a 4 or 5)
- Outdoor recreation – youth (3.4 rating; 53% rated a 4 or 5)

Second tier of important programs included:

- Fitness and wellness programs (3.5 rating; 49% rated 4 or 5)
- Outdoor recreation – adult (3.4 rating; 49% rated a 4 or 5)
- Summer camps and programs (3.3 rating; 46% rated a 4 or 5)
- Senior programs (3.2 rating; 44% rated 4 or 5)
- Volunteer programs - adult (3.2 rating; 42% rated 4 or 5)
- Transportation services for seniors (3.2 rating; 42% rated a 4 or 5)

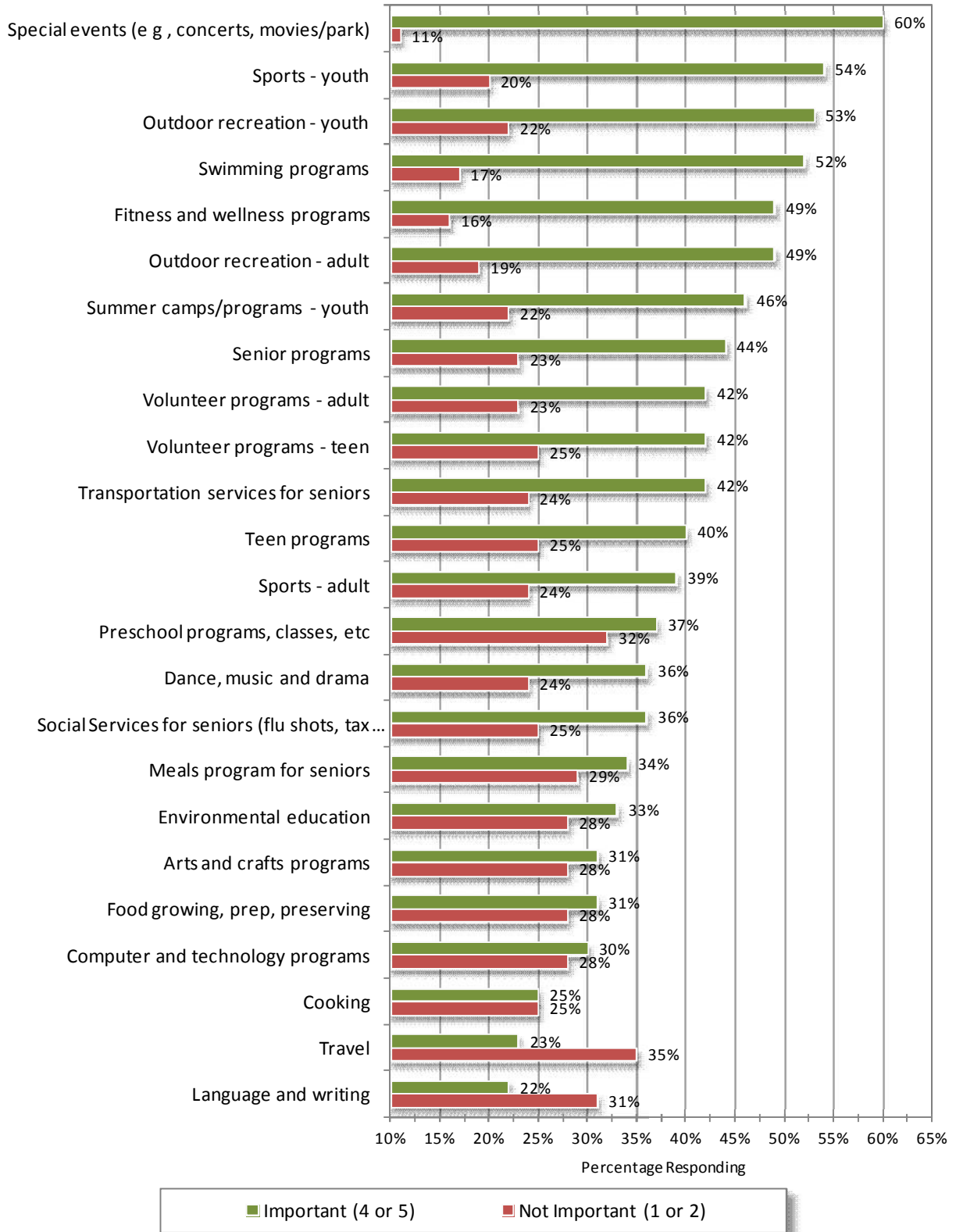
Figure 22
Programs, Activities, and Special Events – Importance to Household – Average Rating



■ RANDOM SAMPLE (MAIL AND INVITATION WEB)

Figure 23

Programs, Activities, and Special Events – Importance to Household – Percentage of Important vs. Not Important



Degree to Which Programs, Activities, and Special Events are Meeting Household Needs

Relatively few programs recorded strong responses for meeting household needs. In fact many of the programs listed actually had more households indicate needs not being met than were being met. The two programs that had a majority indicating needs met were:

- Special events (with an average rating of 3.4, where 1 is Needs Not at All Met and 5 is Needs Completely Met; 55% of respondents rated this program a 4 or 5)
- Sports - youth (Average rating of 3.2; 52% rated 4 or 5)

The other programs that had more households report as needs met as opposed to needs not met included:

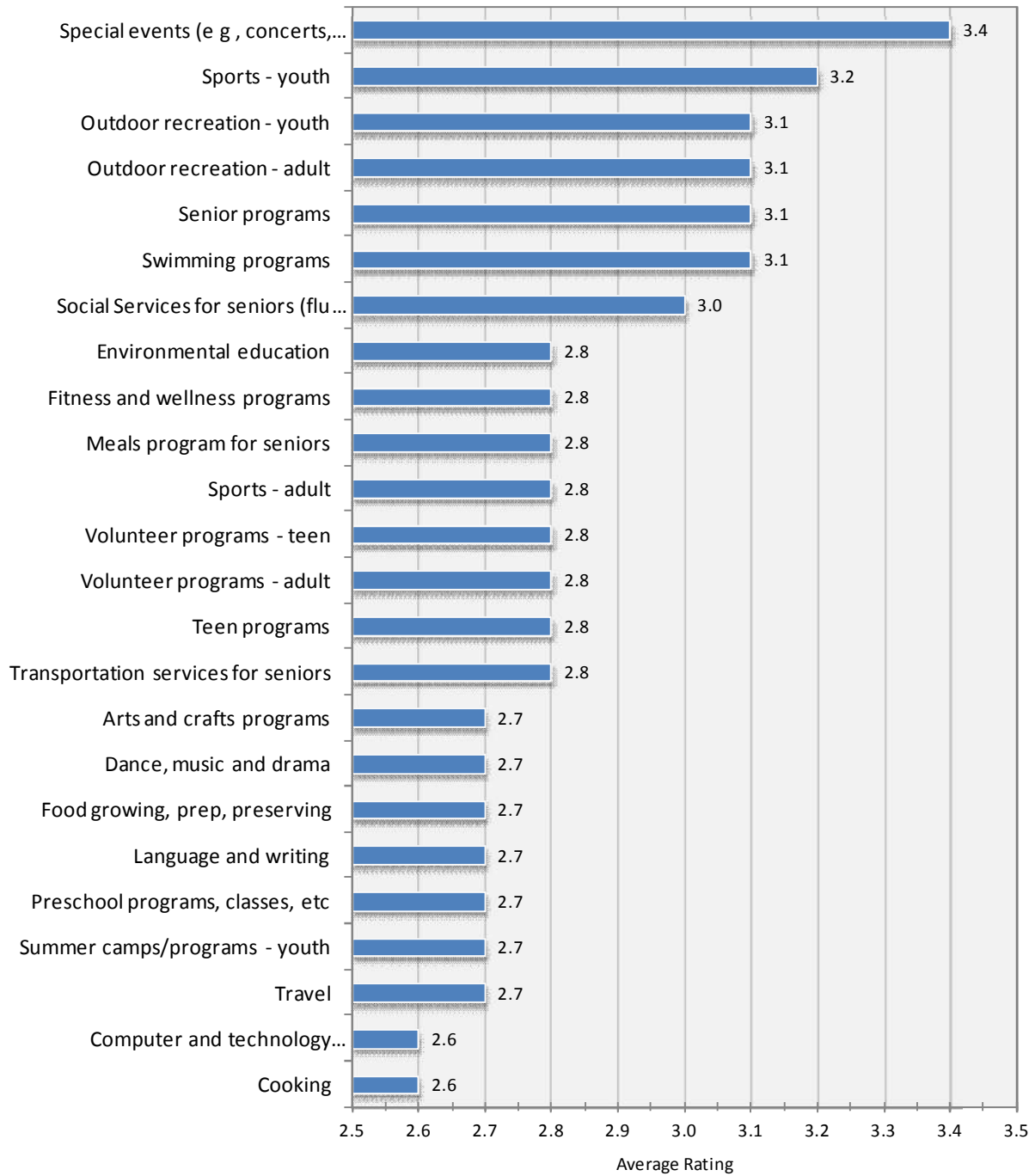
- Swimming programs (3.1 rating; 47% rated 4 or 5)
- Outdoor recreation - adult (3.1 rating; 46% rated 4 or 5)
- Senior programs (3.1 rating; 46% rated 4 or 5)
- Outdoor recreation - youth (3.1 rating; 45% rated 4 or 5)
- Social services for seniors (3.1 rating; 45% rated 4 or 5)

All other programs had an average rating of needs being somewhat met or less (3.0 or less) and had more households report as needs not being met vs. needs being met. These programs that are not meeting the needs of the community very well include:

- Preschool programs, classes, etc.
- Sports – adult
- Meals program for seniors
- Teen programs
- Transportation services for seniors
- Travel
- Arts and crafts programs
- Fitness and wellness programs
- Volunteer programs – teen
- Volunteer programs – adult
- Environmental education
- Dance, music, and drama
- Summer camps/programs – youth
- Food growing, preparation, preserving
- Language and writing
- Computer and technology programs
- Cooking

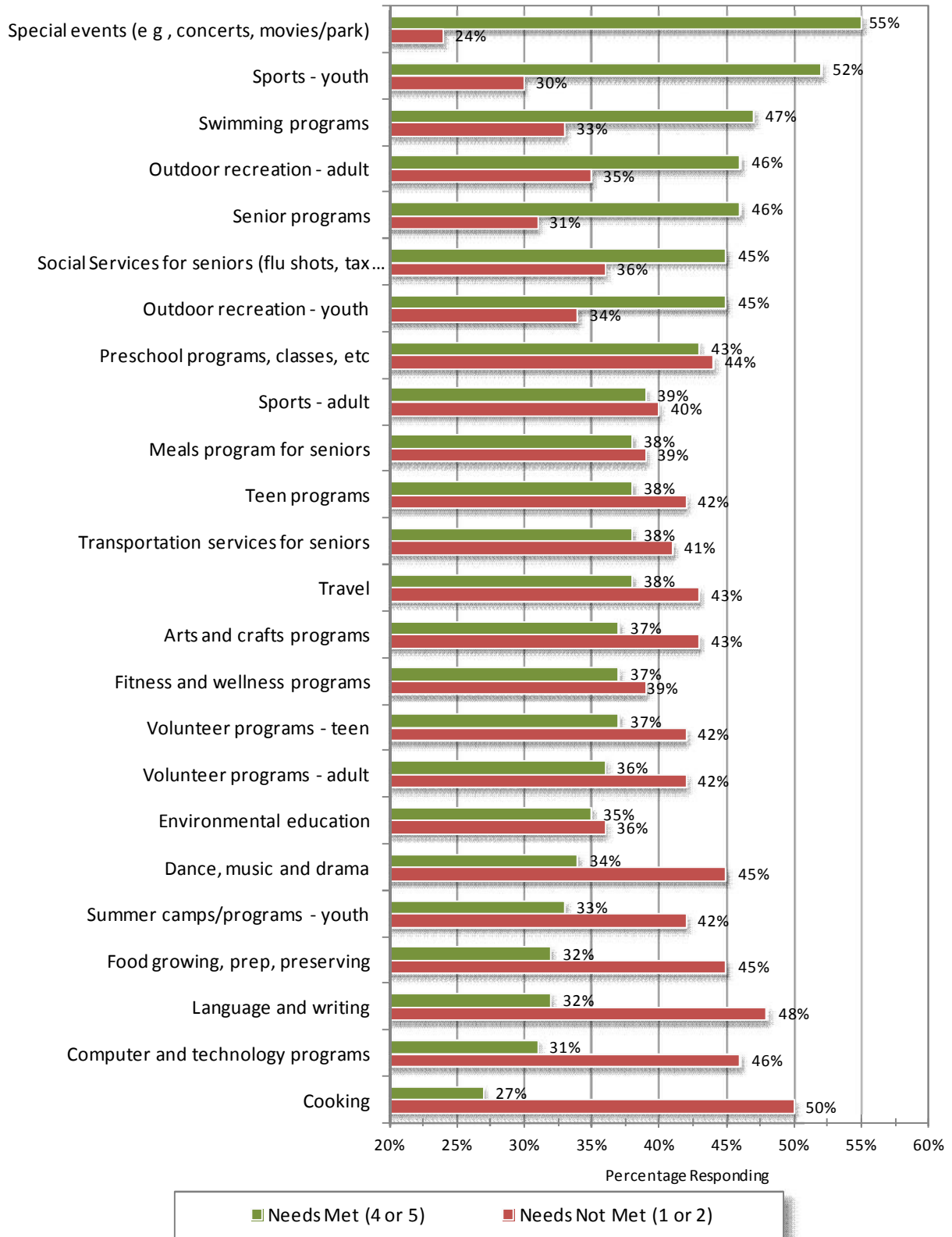
Figure 24

Programs, Activities, and Special Events – Degree to Which Needs are Being Met – Average Rating



■ RANDOM SAMPLE (MAIL AND INVITATION WEB)

Figure 25
Programs, Activities, and Special Events— Degree to Which Needs are Being Met – Percentage Needs Met vs. Needs Not Met



When asked to rank the most important, second most important, and third most important programs, activities, and special events to add, expand or improve, the majority of programs rated the most often as one of the top three were also rated as some of the most important currently to their households.

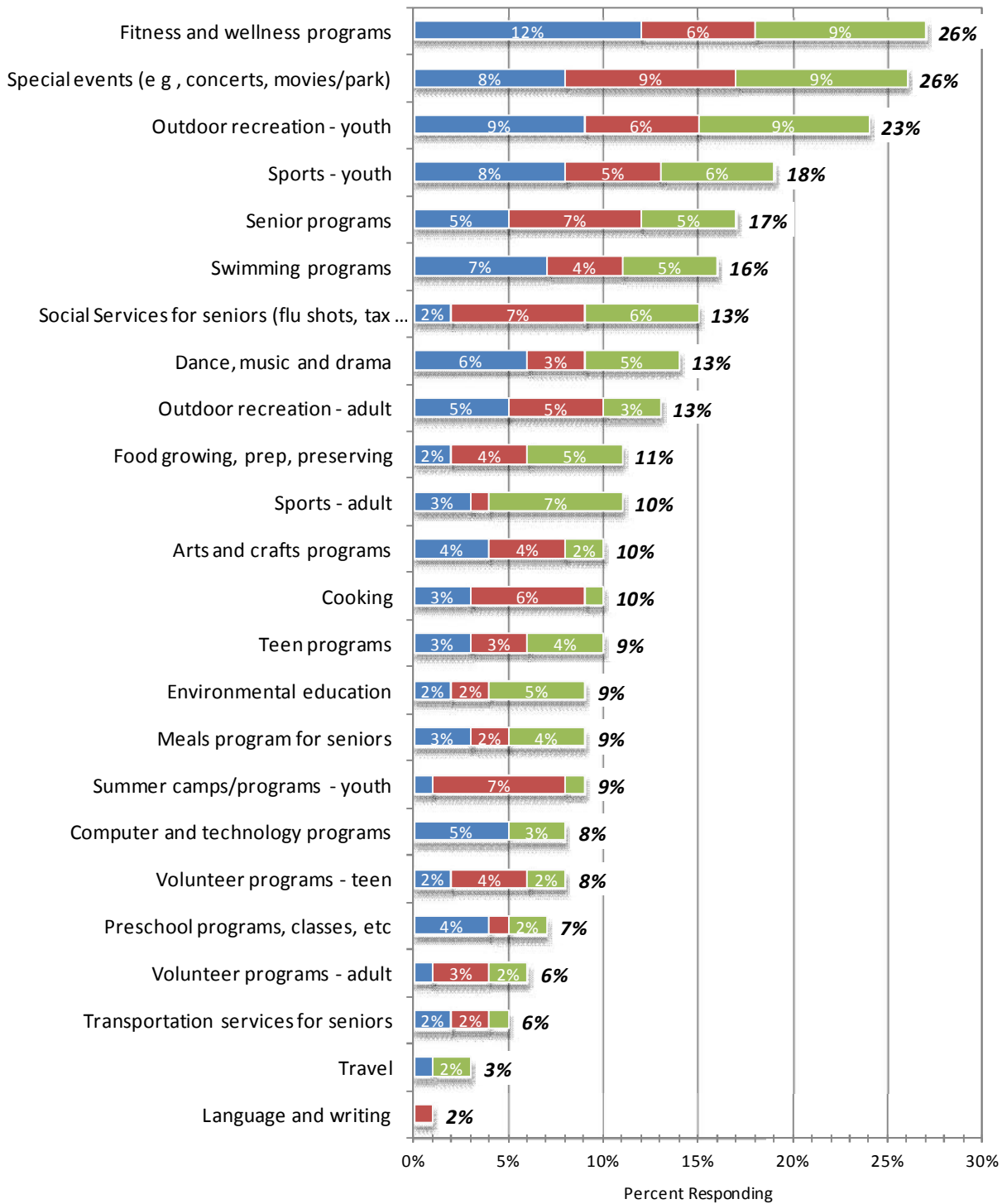
While no program had a clear majority of households, several were rated higher than others to add, expand, or improve over the next 5 to 10 years. These higher rated programs included:

- Fitness and wellness programs (26% of households indicated this programs as one of the top three programs to add, expand or improve over the next 5 to 10 years)
- Special events (26% of households)
- Outdoor recreation for youth (23% of households)

The second tier of programs, activities, and special events most important to NCPRD households to add, expand, or improve included:

- Sports for youth (18% of households)
- Senior programs (17% of households)
- Swimming programs (16% of households)
- Social services for seniors (13% of households)
- Dance, music, and drama (13% of households)
- Outdoor recreation for adults (13% of households)

Figure 26
Programs, Activities, and Special Events – Most Important to Add, Expand or Improve



■ Most Important
 ■ Second Most Important
 ■ Third Most Important
 Combined Top Three

Importance vs. Needs-Met Matrix –Programs, Activities, and Special Events

As with facilities, it is informative to plot and compare the programs, activities, and special event scores for importance to households and status of needs being met using an “Importance vs. Needs-Met” matrix. In Figure 27, scores are displayed in a matrix using the midpoint ratings for both questions to divide the graph into 4 quadrants (ex. the importance midpoint was 3.1; needs-met midpoint was 2.8). A positioning of each program in comparison to each other is detailed.

The upper right quadrant shows programs, activities, and special events that had a high importance to households and needs for these programs were being well met. The following are programs that fit this description. These programs are highly important to maintain.

- Special events
- Sports leagues – youth
- Swimming programs
- Outdoor recreation for youth and for adults
- Senior Programs

Programs located in or near the upper left quadrant indicate programs with relatively high importance that could be improved. These programs have the greatest opportunities to improve the overall performance of NCPRD programs since they are both high in importance but low on needs being met. These programs include:

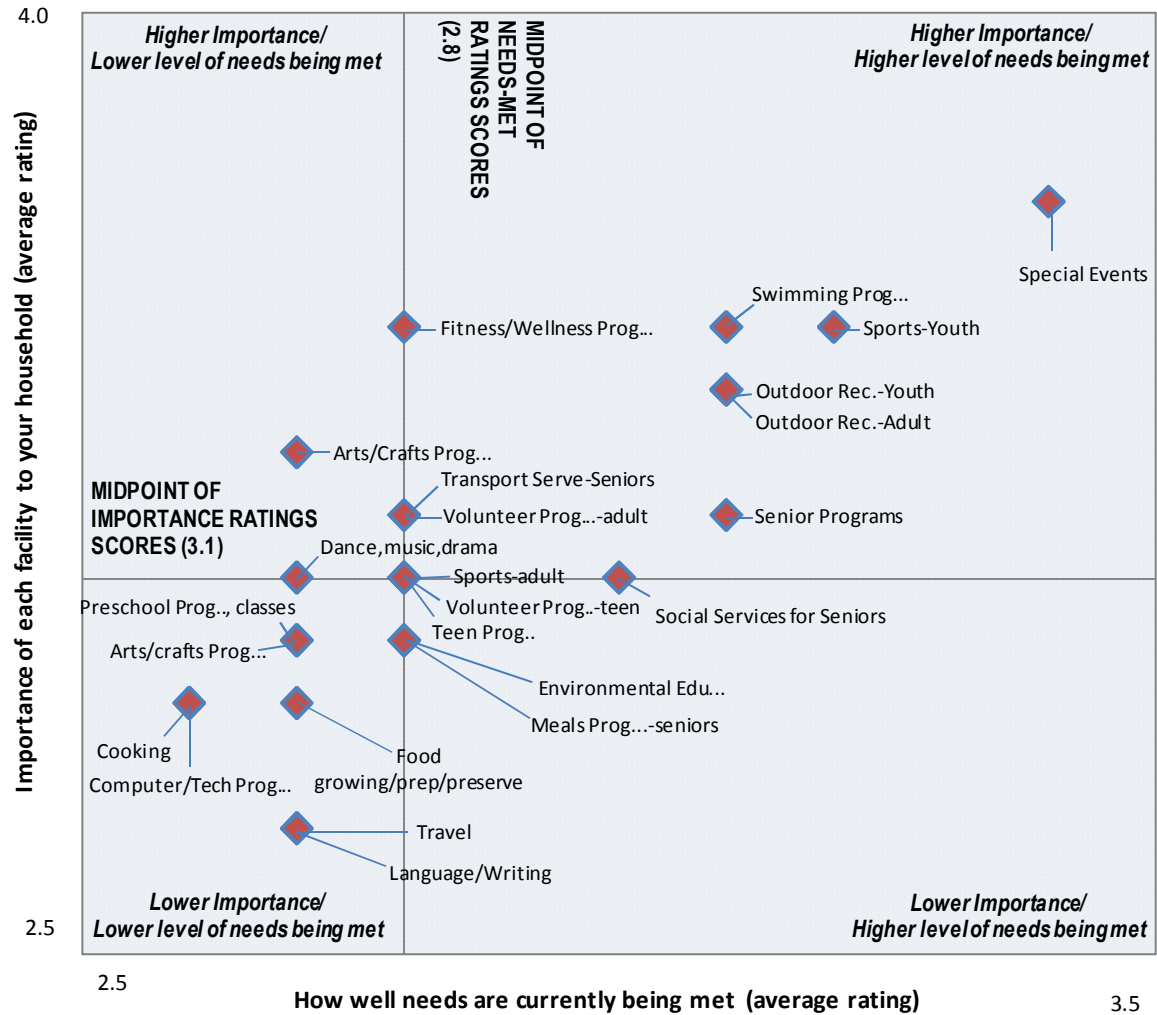
- Fitness and wellness programs
- Arts and crafts programs, classes, etc.
- Transportation services for seniors
- Volunteer programs for adults and for teens
- Dance, music, and drama
- Sports for adults
- Teen programs

Programs found in the lower left quadrant, further below the importance average and left of the needs-met average, are programs not meeting needs well; however, they are important to fewer members of the community. These “niche programs” serve a small but passionate following; therefore, there is merit to measuring participation and planning for potential future enhancements accordingly. These programs include:

- Environmental education
- Meals programs for seniors
- Preschool programs, classes, etc.
- Arts and crafts programs
- Cooking
- Computer and technology programs
- Food growing, preparation, and preserving
- Travel
- Language and writing programs

Figure 27

Programs, Activities, and Special Events – Importance vs. Needs-Met Matrix - Random Sample

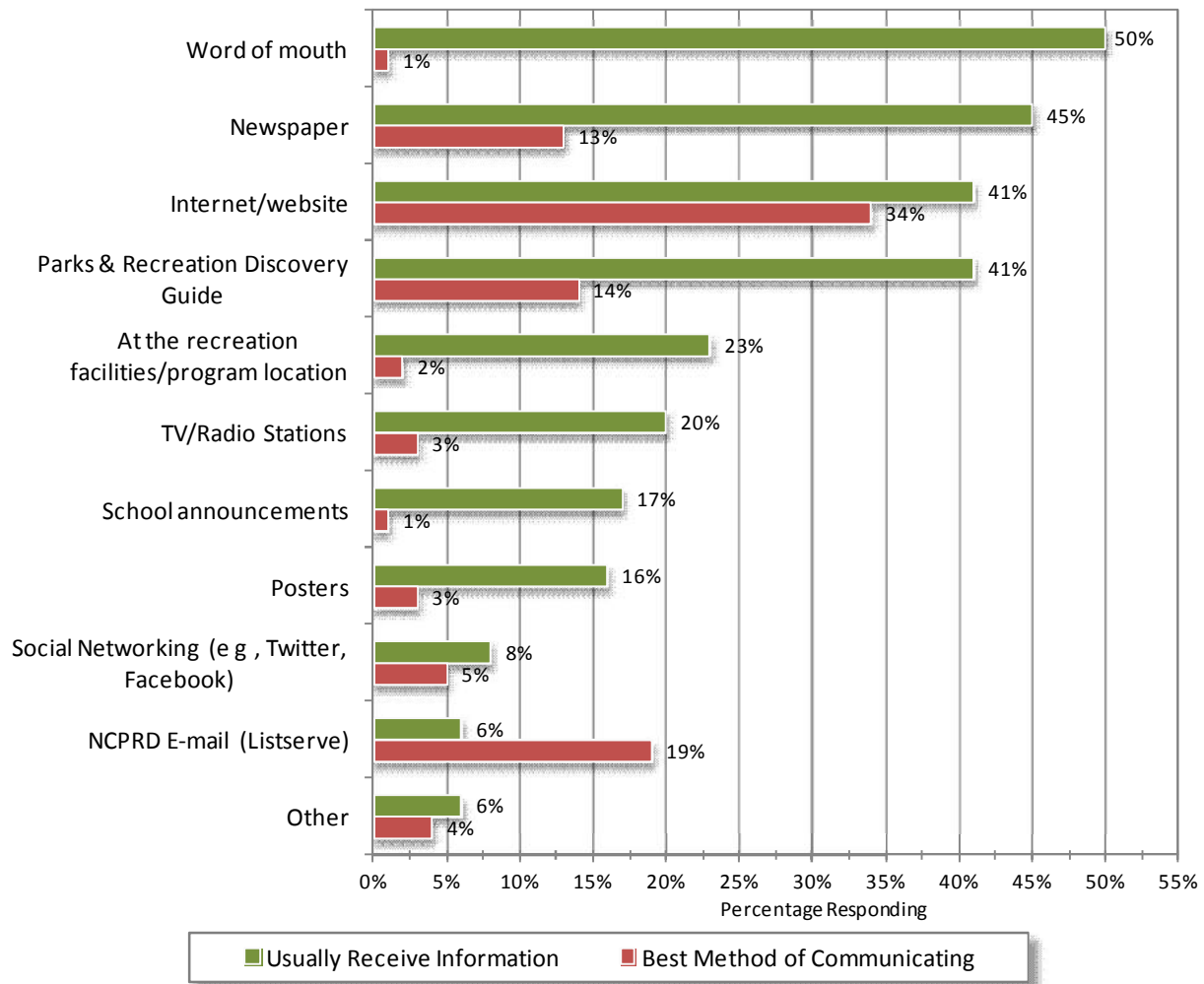


COMMUNICATION AND FINANCIAL CHOICES

Informing Public about Parks, Recreation Facilities, Services, and Programs

Many opportunities exist on improving how NCPRD distributes information about parks and recreation facilities and activities. While 41% of households receive information via their most preferred method, internet/website, many other preferred methods are not being utilized very well. Meanwhile, other methods not preferred are relied on too much. For example, only 1% of households feel that word of mouth is the best method of communication yet 50% of households use this method to receive information. Conversely, while 19% of households feel that a NCPRD E-mail is the best method of communication, only 6% of households actually use this method.

Figure 28
Communication – How Parks, Recreation Facilities, Services, and Program Information is Currently Being Received/ Best Method to Be Reached

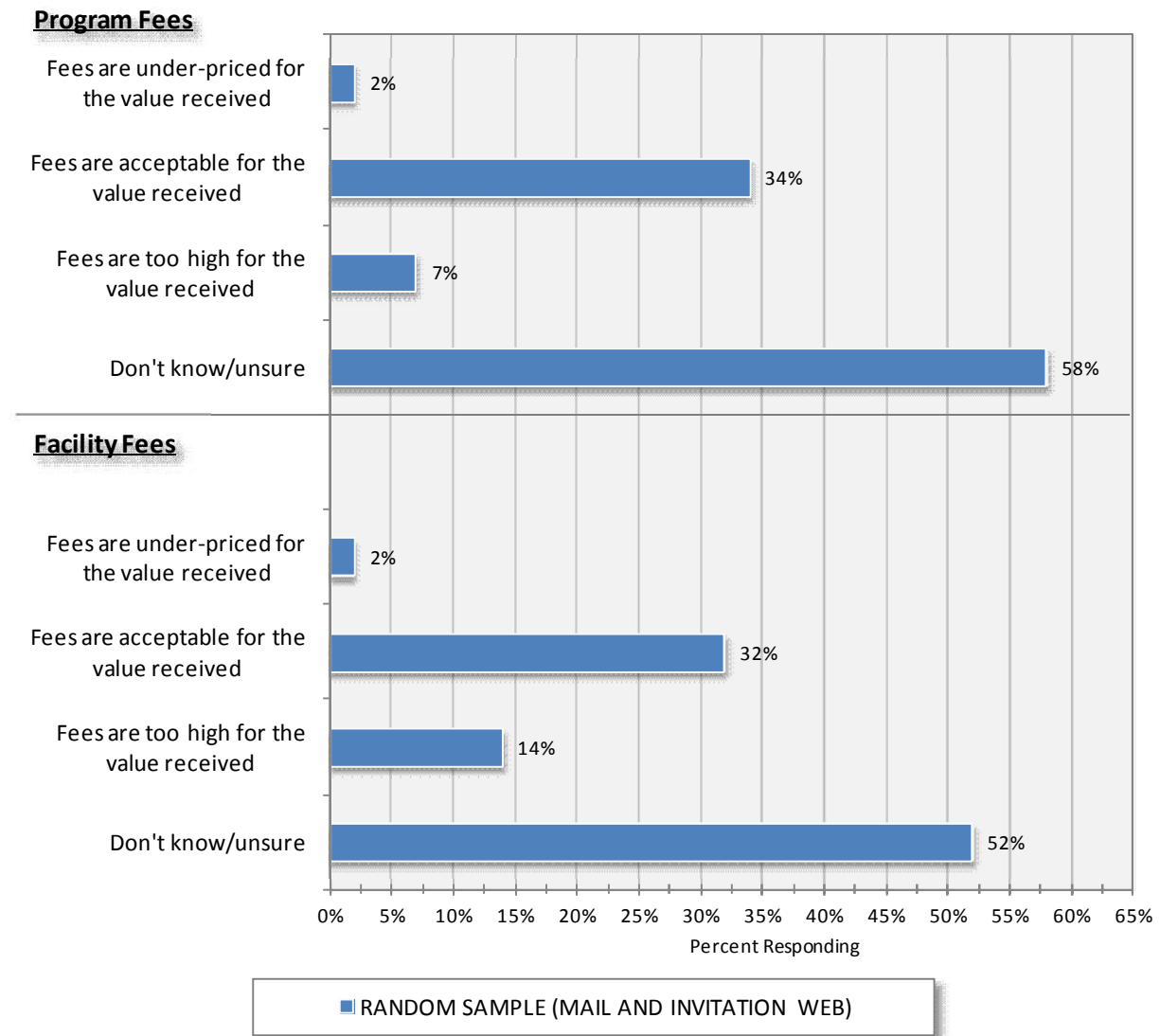


Current Program and Facility Fees Directly Charged to Households

Respondents were then asked to indicate their opinions regarding current program and facility fees charged directly to them. The majority of respondents did not have an opinion for either program charges or facility charges. However, a substantial percentage (about one-third) of respondents felt fees were acceptable for the value received for both facility and program fees charged.

In regards to facility charges, 14% of households felt that fees were too high for the value received and only 2% felt that fees were under-priced. This trend was similar for program fees where 7% indicated that fees were too high for the value received while only 2% felt that fees were under-priced.

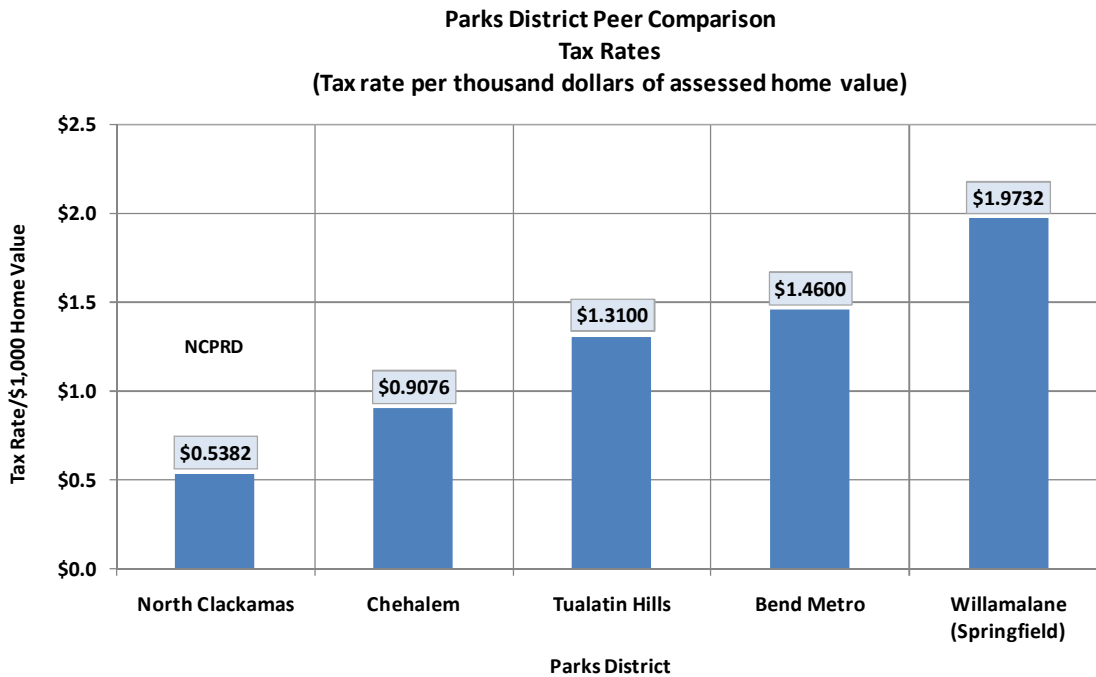
Figure 29
Financial Choices - Opinions Concerning Current Program and Facility Fees Directly Charged



Support for Potential Tax Rate Increase

Respondents were given the following background information about tax rates comparing NCPRD with other peer districts in Oregon:

“The current tax rate for NCPRD is \$0.5382 per thousand dollars of assessed value. Therefore, a home in the District assessed at \$200,000 would currently pay about \$9 monthly for parks and recreation. Tax rates for other park and recreation districts in Oregon range between \$0.9076 for Chehalem Parks District in Newberg, equal to approximately \$15 per month on the same \$200,000 assessed value, and \$1.9732 for the Willamalane Parks District in Springfield, equal to approximately \$33 per month.”



Based on this information, respondents were then asked what their level of support would be if the NCPRD increased the tax rate to fund improved operations and maintenance, and provide additional recreation programs and services. A fairly even distribution of mixed response was indicated, where 36% reported they would support an increase to the tax rate, 26% reported they would not support an increase, and 39% felt they might or might not support an increase.

Of those who stated they would or may support an increase, a clear majority (74%) indicated the most modest increase of \$5 to \$10 per month.

Support for Capital Bond to Fund New Facilities

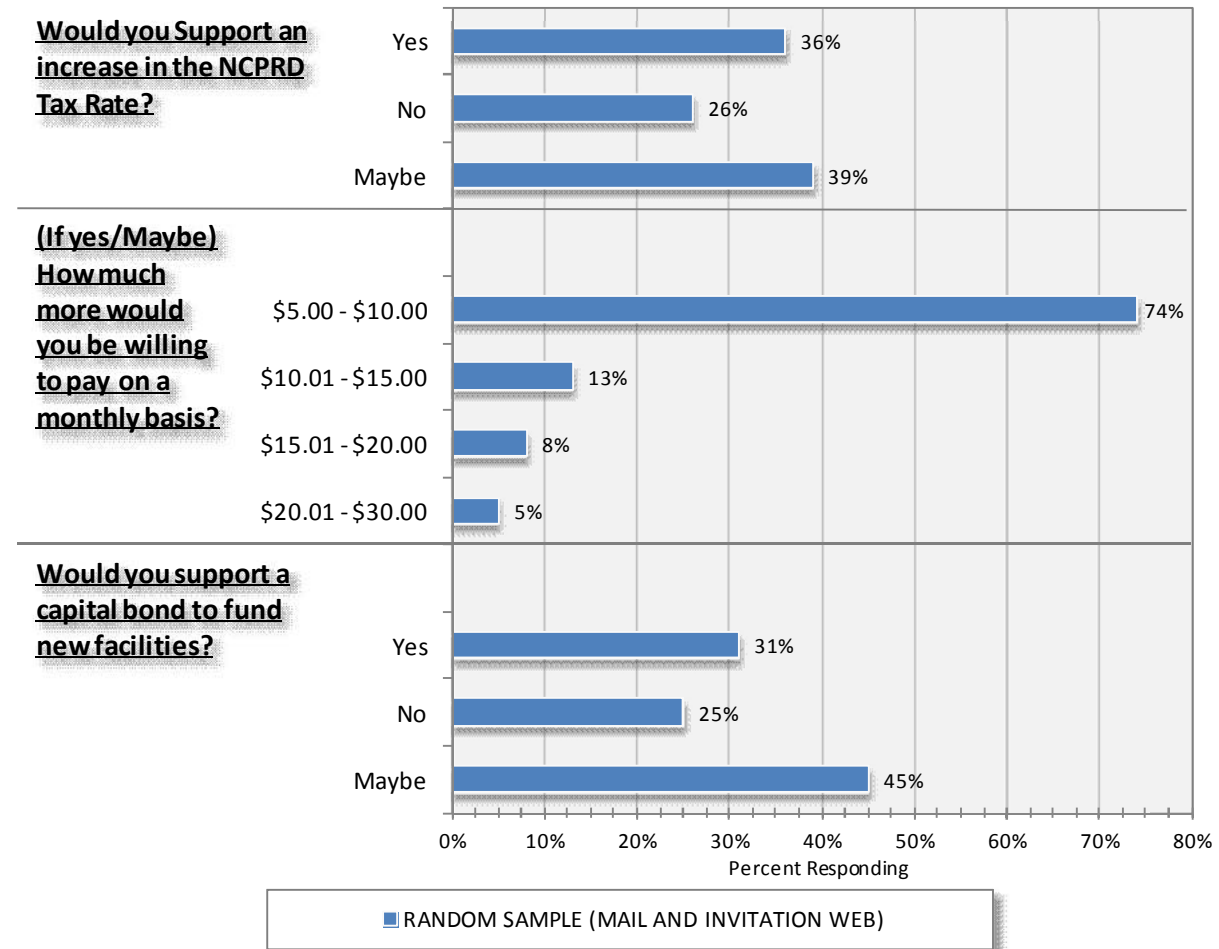
Following the question about measuring level of support for an increase to the tax rate, the following information was provided to respondents regarding a possible capital bond to fund new facilities.

“NCPRD primarily funds land acquisition and development of new facilities with System Development Charges (SDCs) on new residential and commercial construction. Grants and partnerships are other funding sources for capital improvements. Many Park Districts also issue bonds to acquire and build new parks and recreation facilities. Knowing that additional funds are necessary to acquire and build new parks and recreation facilities in NCPRD, would you be supportive of a capital bond to fund the new facilities that are important to your household?”

Similar to residents’ position on the tax rate question, only 31% reported they would support a capital bond, 25% reported they would not support a capital bond, and 45% indicated they might or might not support.

Figure 30

Financial Choices – Opinions on Tax Rate Increases and Support for Capital Bond to Fund New Facilities

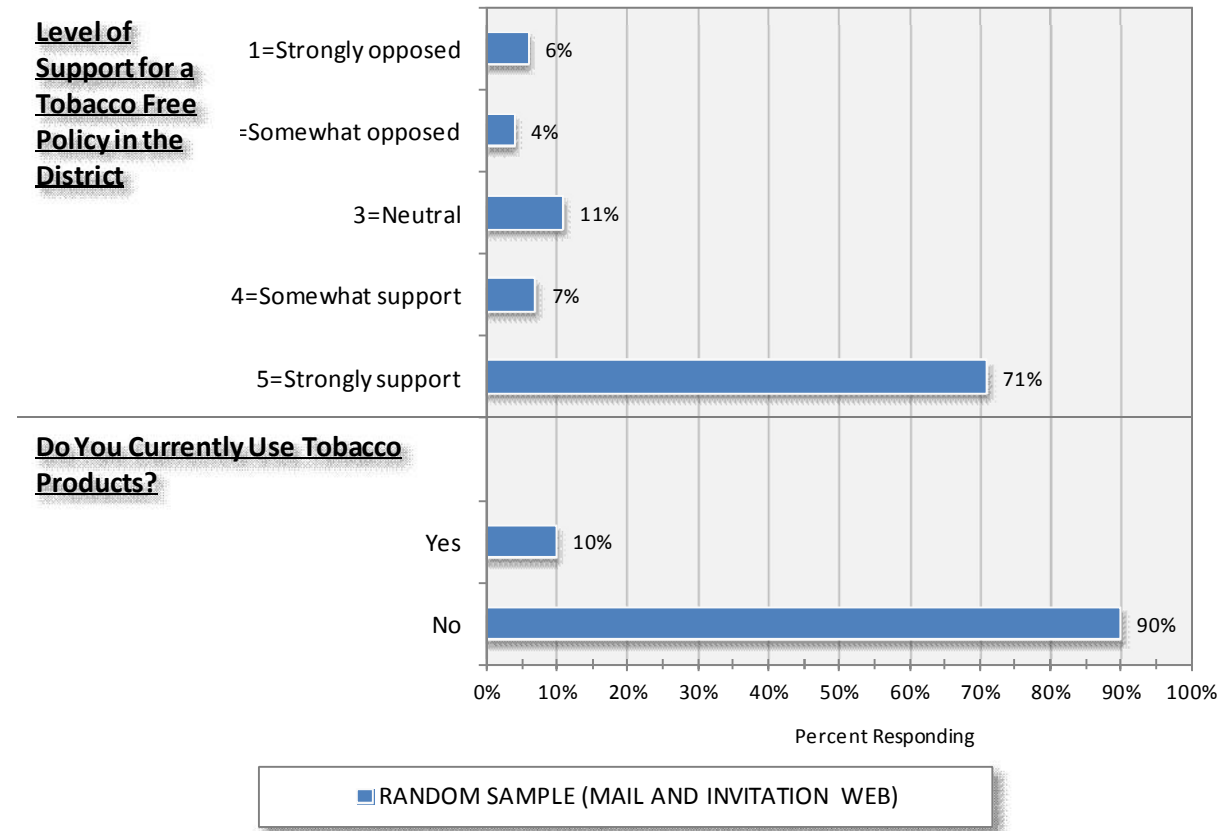


OPINIONS ON TOBACCO ISSUES

Respondents were told that NCPRD is considering adopting a policy banning tobacco products within parks and outdoor spaces. Respondents were then asked if they would support or oppose this tobacco free policy. The majority of respondents (78%) indicated that they would support the policy, while only 10% reported they were opposed. Eleven percent of respondents were neutral on the topic.

To evaluate further, 90% of respondents stated they do not use tobacco products. As such, it is clear that several non-tobacco users were either opposed or neutral on the topic of banning tobacco products within parks and outdoor spaces.

Figure 31
Level of Support for Tobacco Free Policy within NCPRD / Percentage of Tobacco Product Usage



SUGGESTIONS / OPEN ENDED COMMENTS

Respondents were given the opportunity to list any additional comments or suggestions regarding parks, recreation facilities, natural areas, trails, and programs provided in NCPRD. The resulting comments cover a wide variety of issues important to residents as well as a number of specific areas for potential improvements. The full set of comments, which can be found in the appendix, should be viewed in order to understand the extent of issues covered and the specific types and location of these issues.

Overall, there were some themes that emerged, including publicizing offerings more effectively; improving maintenance and safety/enforcement in parks; maintaining/improving existing facilities and programs; and being more fiscally conservative overall.

Example Comments

- *Better communication about what you do and opportunities available to us. I don't know much about what you do...*
- *I think more advertisements of current facilities and programs are needed.*
- *Increase publicity, increase opportunity for feedback on a smaller scale than this pamphlet, increase neighborhood specificity of activities.*
- *More signs. Also, I have received no information about parks and recreation facilities and programs, but learned it by driving by.*
- *Other than the Milwaukie Center, I don't hear very much about other programs, parks, etc. Additional marketing or partnering with businesses might be helpful to improve awareness.*
- *I like my park in my neighborhood, but it's taken over by rude kids and it's uncomfortable. They also vandalize the park and picnic tables. I don't know how to fix it, but I wish there was a way.*
- *I strongly believe something needs to be done about all the garbage in and around the Clackamas River. Maybe advertising community cleanup days with prizes such as park passes.*
- *Keep all dogs in "dog run" areas only. Children play in the park where dogs have relieved themselves, people lay in the grass.*
- *Main concern regarding neighborhood parks is crime prevention, teens drinking, smoking, ruining play equipment -- no co-operation from sheriff's department.*
- *I think building upon what already exists is the most important thing.*
- *New development should pay for or set aside land for parks and schools as well as increased sewer and utility costs.*
- *Let's use the facilities we have! Quit spending!*
- *Maintain what we have & wait for a stronger economy & save for future projects instead of increasing costs to homeowners in a difficult economy.*

COMPARISON BETWEEN RANDOM SAMPLE AND OPEN LINK RESULTS

Respondent Profile Comparison

The underlying demographics and resident profile comparing the random sample (RS) and open link (OL) web survey respondents are fairly similar, although a few differences of note are highlighted below:

- OL respondents have been living in NCPRD longer than RS respondents (22.5 years vs. 16.4 years). They are also slightly more likely to live east of Highway 205 (44% vs. 39% of RS respondents) and to own their residence (89% vs. 81%).
- Age is very similar comparing the two samples, although OL respondents are slightly older (50.2 vs. 49.6 years) and consist of greater proportions of households with children (54% vs. 47%) and empty nesters (26% vs. 23%). OL respondents are also less ethnically diverse (92% white vs. 83% random sample) and have somewhat higher income levels.

Current Usage of Facilities

In part, given the above characteristics of OL respondents, their use of certain facilities tends to be greater than RS respondents:

- The average use for the Milwaukie Center, North Clackamas Aquatic Park, NCPRD and school athletic fields, and sports field complexes was much higher for OL respondent than RS.
- Neighborhood parks, natural areas, and trails within parks were used comparatively more often by RS respondents.
- In regards to programs, fitness and wellness programs, outdoor recreation for youth, youth sports, and swimming programs were used much more often by OL respondents.

Importance of Facilities and Meeting Needs

The importance and degree to which facilities are meeting needs also had a few differences but were very minor overall (community rooms more important to OL respondent being the only notable difference). The importance and degree to which programs are meeting needs also had differences and were also more significant than the differences for facilities:

- Many of the programs were much more important to OL respondents than RS respondents, such as environmental education, meals programs for seniors, youth and adult outdoor recreation, senior programs, social services for seniors, youth and adult sports, swimming programs, teen and adult volunteer programs, and teen programs.

Why Facilities Are Not Used / Where Improvements Can Be Made

Some of the most significant differences in the results were apparent with respect to reasons why facilities are not used and where improvements are needed:

- Not being aware of facilities was much less of an issue for OL respondents than it was for RS respondents (23% to 47%).
- However, lack of facilities and amenities, don't have the facilities wanted, and condition or maintenance of facilities were much more of an issue for OL respondents.
- OL respondents, more often than RS respondents, felt that the lack of facilities and amenities and the condition or maintenance of facilities are in need of improvement.
- Meanwhile, RS respondents feel that improvements in awareness of services and facilities, price/user fees, and accessibility are more important.

Future Facilities

In terms of priorities for future facilities:

- Natural area land for passive recreation (34-35%) and for conservation focus (26-27%) were the top two priorities for both sample groups.
- Fitness trails were comparatively more important to RS respondents (25% vs. 16% OL) while a multi-generation community center was more important to OL respondents (25% vs. 18% RS). OL respondents also listed an outdoor pool more frequently (23% vs. 15%), along with indoor gymnasium space (17% vs. 9%), cardio equipment/weight training room (14% vs. 11%), and a skateboard park (9% vs. 3%).

Communications

Other noteworthy differences in the data are found in how households usually receive information and the best way of being reached:

- In terms currently receiving information, OL respondents rely less on the newspaper (33% vs. 45% RS) and TV/radio stations (6% vs. 20% RS) and more on the internet/website (46% vs. 41%), at the recreation facilities/program locations (29% vs. 23%), and by social networking (12% vs. 8%).
- While the internet/website is the most preferred method of communication among both groups, OL respondents would also most prefer to receive information through a NCPRD e-mail (25% vs. 19%) and via the Parks and Recreation Discovery Guide (19% vs. 14%).

Financial Choices and Fees

In regards to financial choices and fees:

- A much higher percentage of OL respondents indicated program and facility fees were acceptable for the value received than RS respondents (49-56% vs. 32-34% RS).
- A higher percentage of OL respondents also indicated they would support an increase to the NCPRD tax rate and a capital bond to fund new and existing facilities and programs (42% vs. 36% RS).