







John Day Canyon City Parks and Recreation District Survey

*Key Findings of a Survey of District Voters
Conducted November 29-December 27, 2021*



OPINION
RESEARCH
& STRATEGY

Survey Methodology

Dates	November 29-December 27, 2021			
Survey Type	Dual-mode Voter Survey			
Research Population	Voters in the District			
Total Interviews	467			
Margin of Sampling Error	(Full Sample) $\pm 4.5\%$ at the 95% Confidence Level (Half Sample) $\pm 6.7\%$ at the 95% Confidence Level			
Contact Method(s)	 Telephone Calls	 Email Invitations	 Postcard Invitations	 Text Invitations
Data Collection Mode(s)	 Telephone Interviews	 Online Interviews		

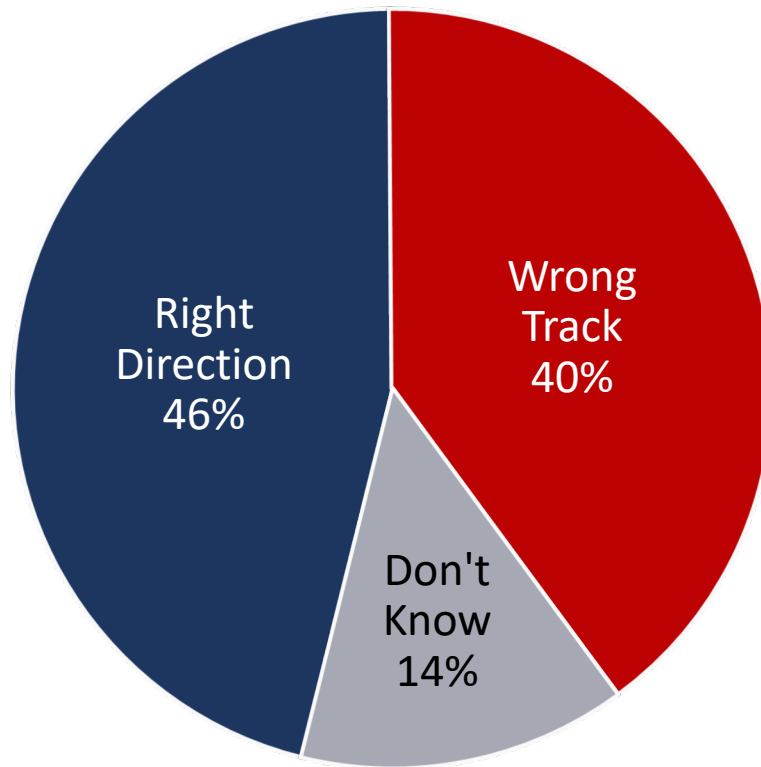
(Note: Not All Results Will Sum to 100% Due to Rounding)



Issue Context

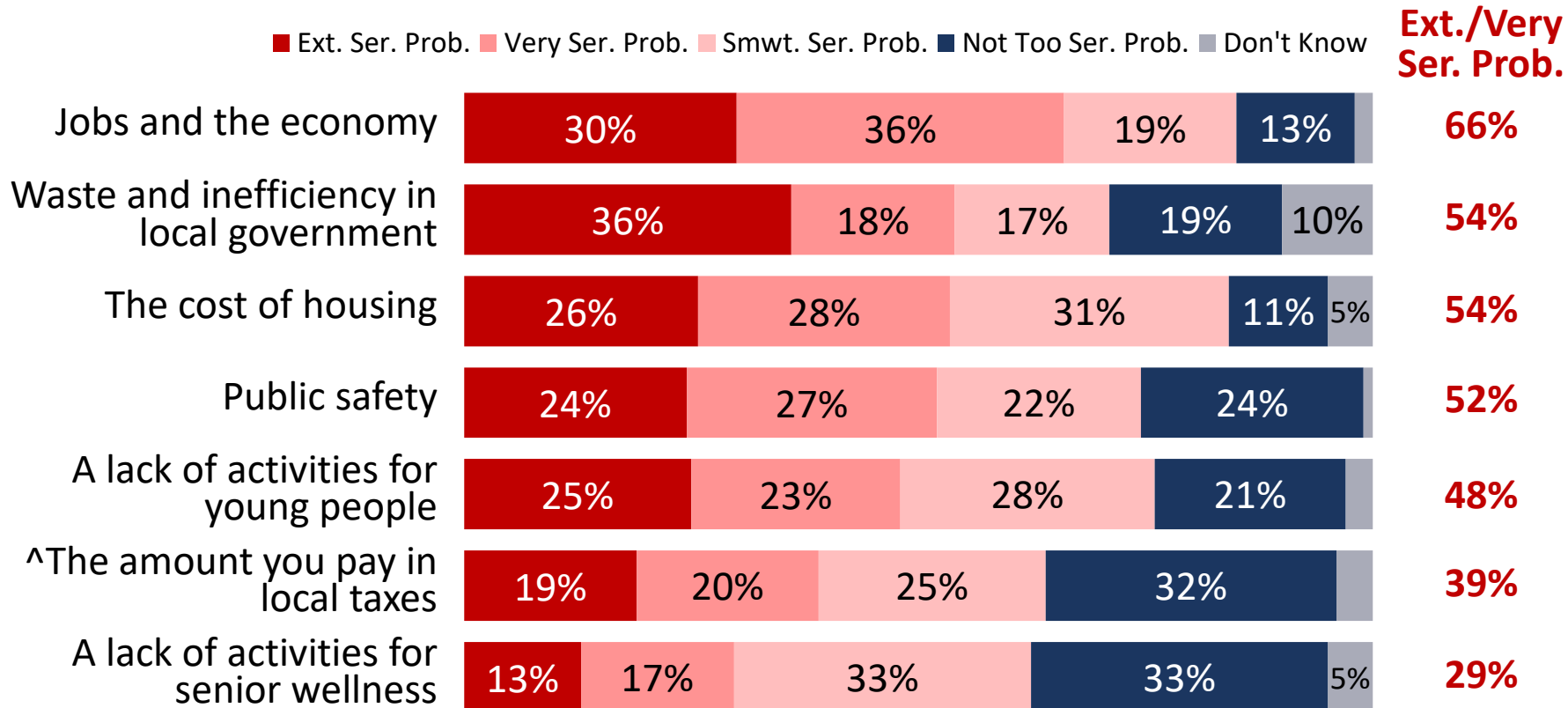
Voters are divided on the direction of their community overall.

Overall, would you say things in your community are generally headed in the right direction, or do you feel that they are pretty seriously on the wrong track?



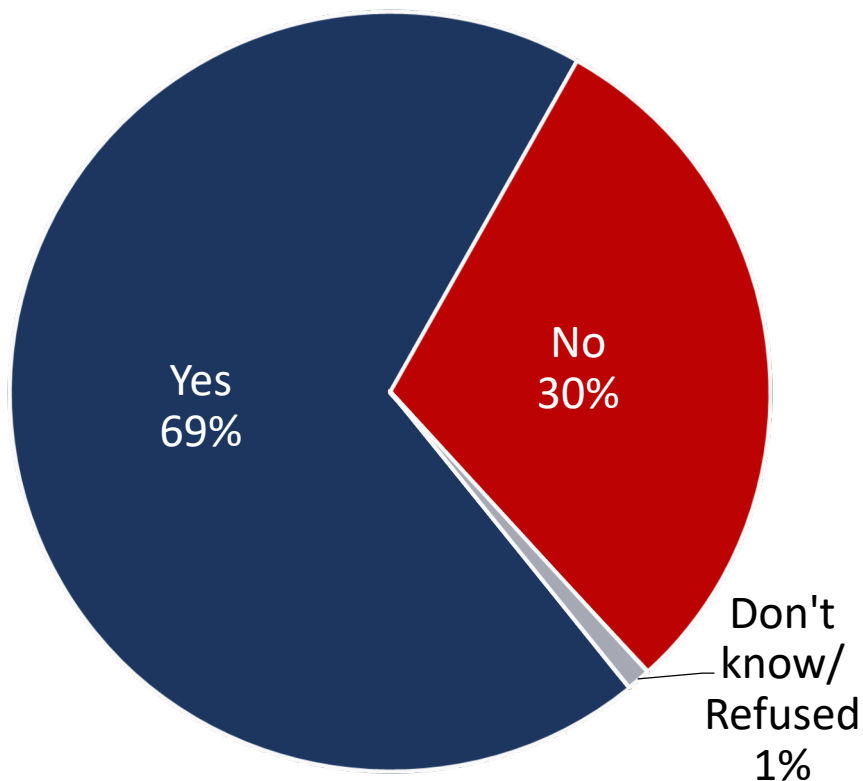
Two-thirds see jobs and the economy as a serious problem locally.

I'd like to read you some problems facing your community that people have mentioned. Please tell me whether you think it is an extremely serious problem, a very serious problem, somewhat serious problem, or a not too serious problem.



Nearly seven in ten voters have a direct connection to the Gleason Pool in John Day.

Did you or your family ever use the Gleason Pool in John Day?



More Likely to Have Used Pool

- Registered Republicans
- John Day residents
- Women
- Ages 40-49



Broad majorities are satisfied with parks and trail maintenance, as well as price and variety of recreation services.

I am going to mention different aspects of parks and recreation services in your community. I would like you to tell me how satisfied you are with the job being done by the John Day Canyon City Parks and Recreation District in providing that program, service, or facility to local residents: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied.

■ Very Sat. ■ Smwt. Sat. ■ Smwt. Dissat. ■ Very Dissat. ■ No Opin./Don't Know

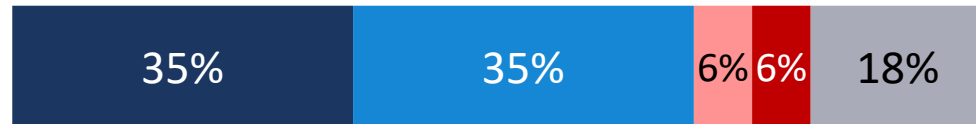
Total Sat. **Total Dissat.**

Maintaining parks and trails



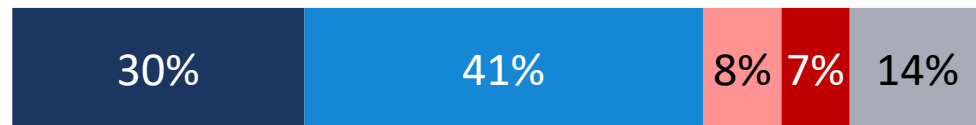
80% **10%**

Providing parks and recreation activities at a reasonable price



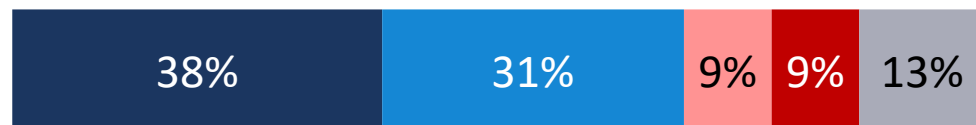
70% **12%**

Providing a variety of quality recreation activities



70% **15%**

Developing new parks, trails, and other recreation opportunities



69% **18%**

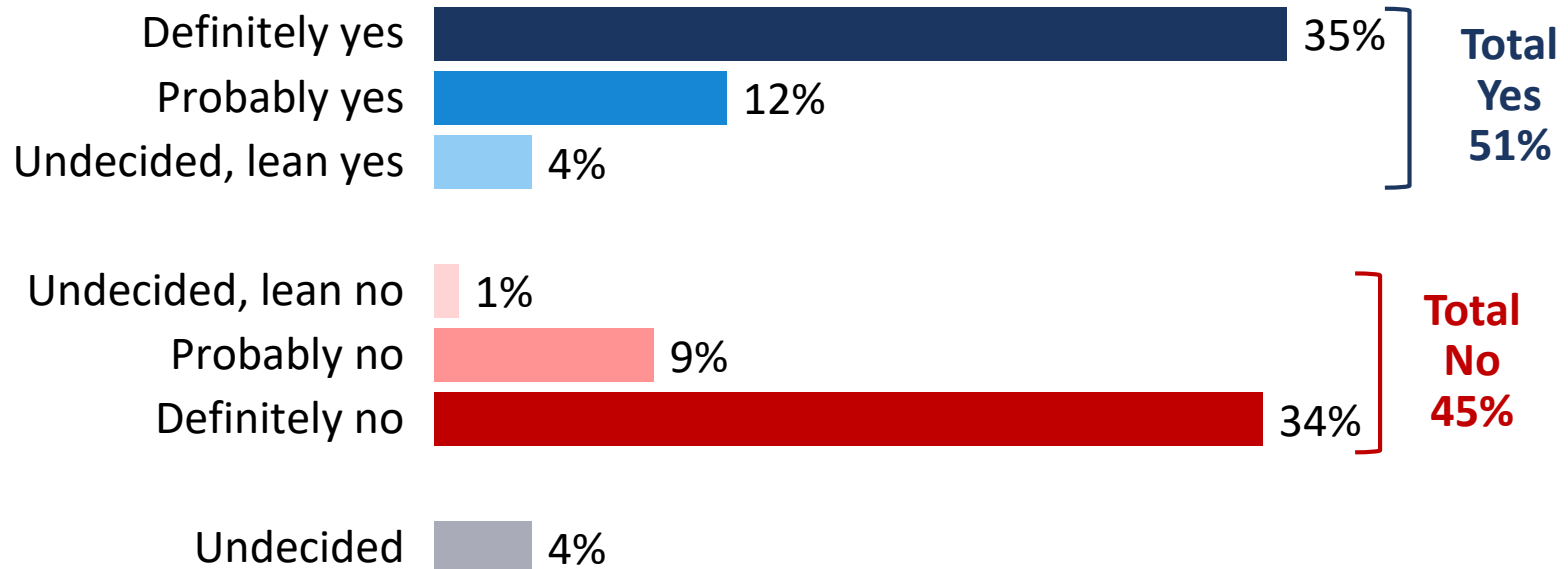


Views of the Ballot Measure

The pool bond measure begins with support from a narrow majority – with strong “yes” and “no” votes evenly matched.

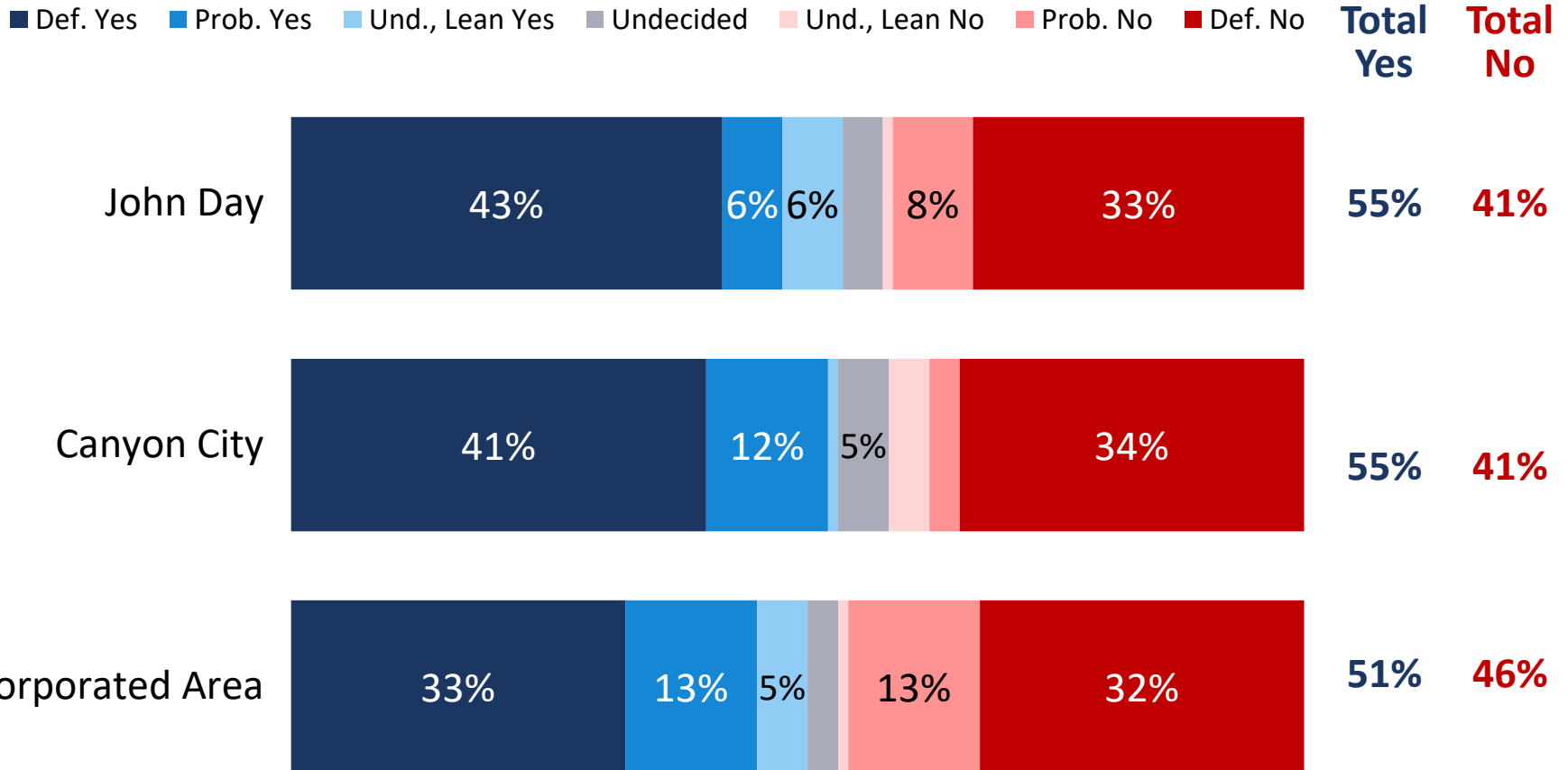
BONDS TO BUILD COMMUNITY POOL; IMPROVE SAFETY, ENERGY, WATER EFFICIENCY.

Shall the John Day Canyon City Parks and Recreation District build an outdoor pool; issue general obligation bonds not exceeding \$4 million; require audits? If the bonds are approved, they will be payable from taxes on property or property ownership that are not subject to the limits of sections 11 and 11-b, Article 11 of the Oregon Constitution.



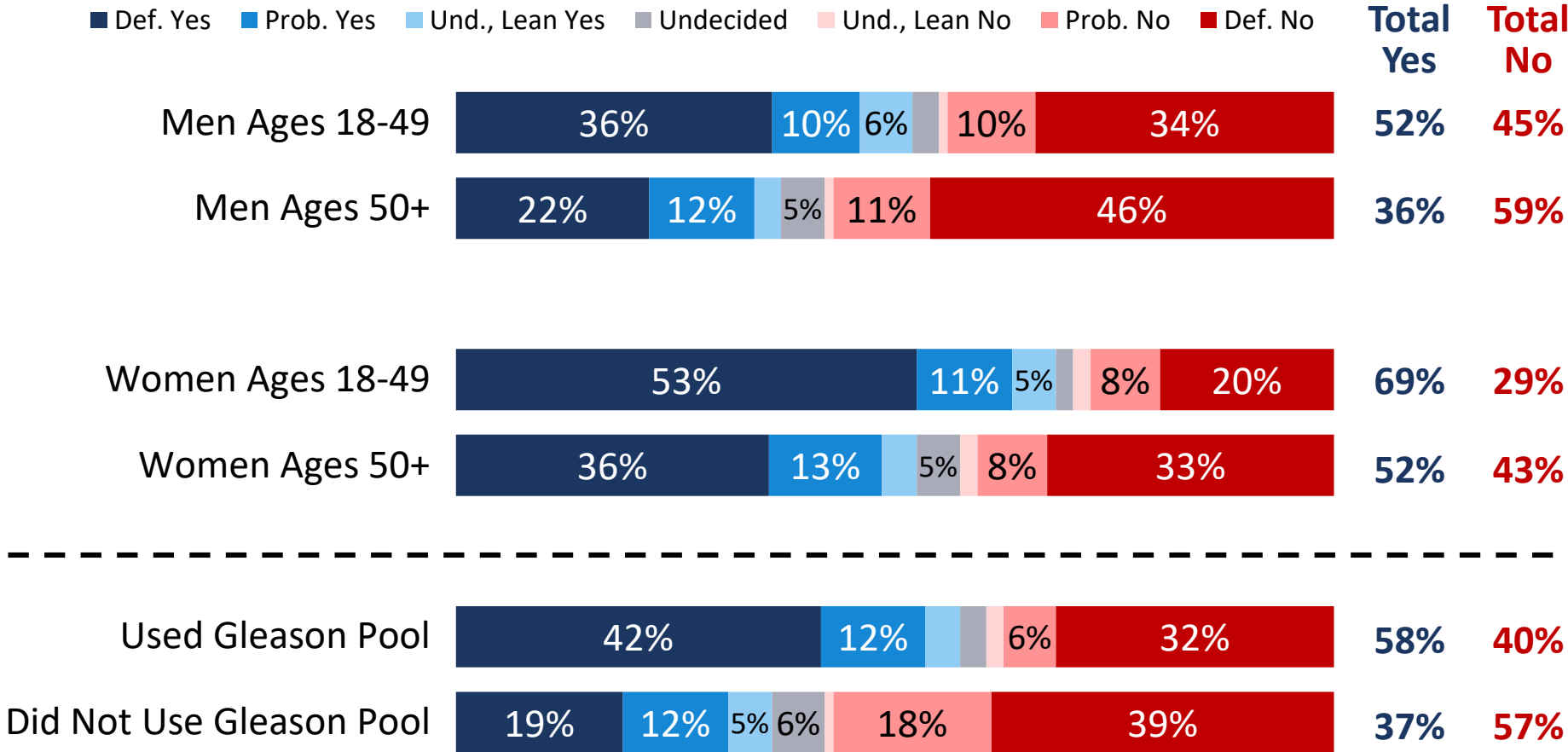
Majorities of voters in the two cities and unincorporated areas support the measure.

Initial Vote by City



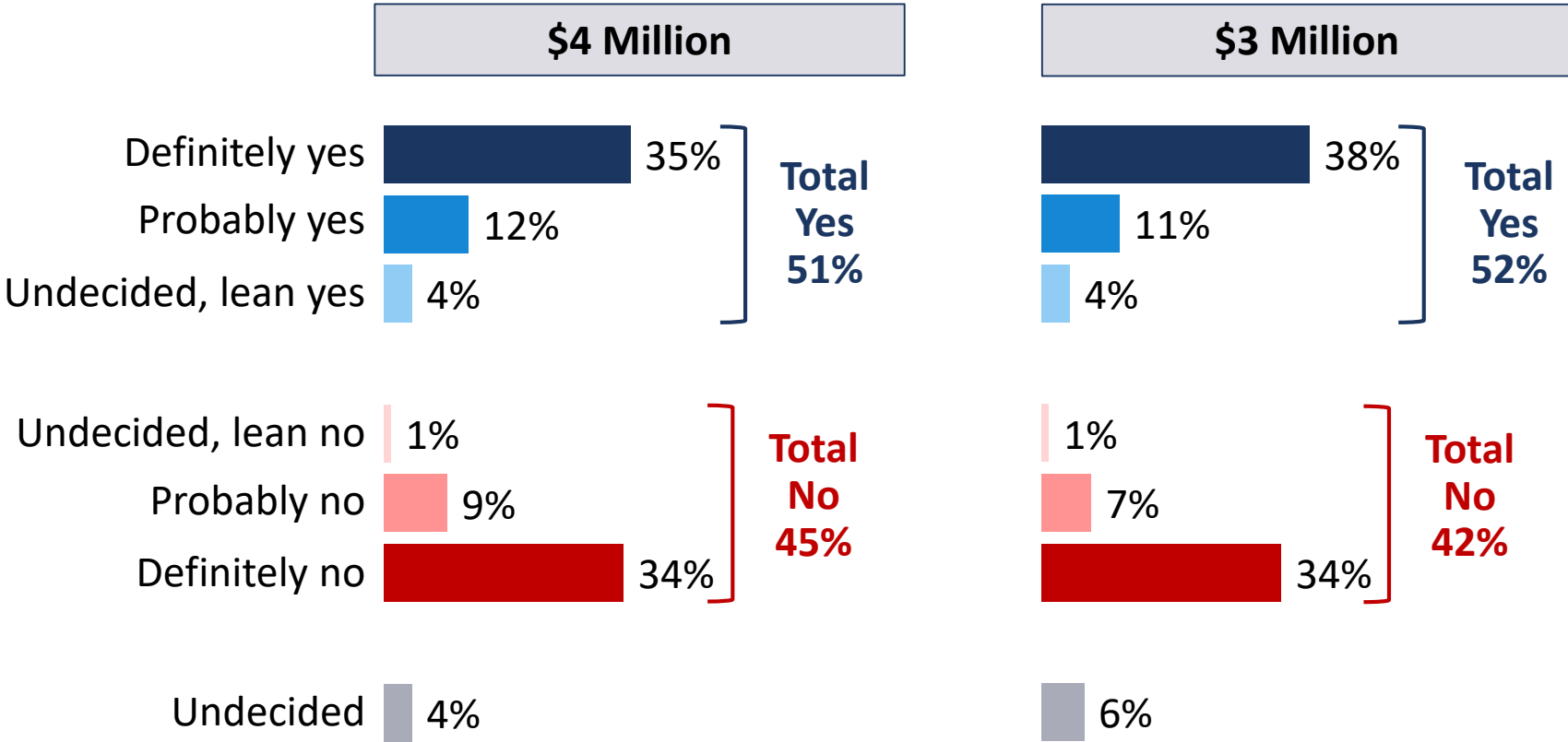
Majorities of men under 50 and women of all ages back the measure; nearly three in five former Gleason Pool users say they would vote “yes.”

Initial Vote by Gender by Age & Used Gleason Pool



There is no difference in support for a \$3 million bond measure compared with a \$4 million measure.

If the bond measure I just described were for \$3 million instead of \$4 million, would you vote yes or no?

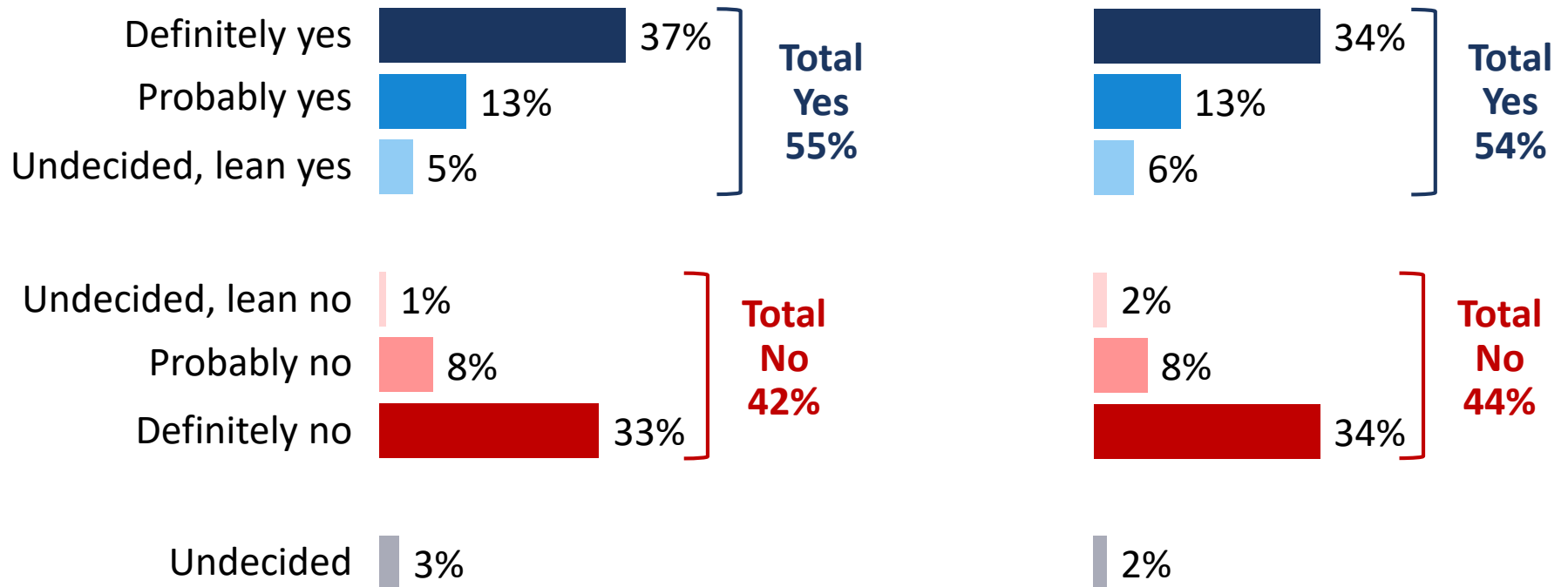


When put in terms of a household tax bill, support is very slightly higher.

Suppose the measure I just described resulted instead in a tax of _____.
If that were the case, would you vote "yes" or "no"?

53¢ per \$1,000 assessed value

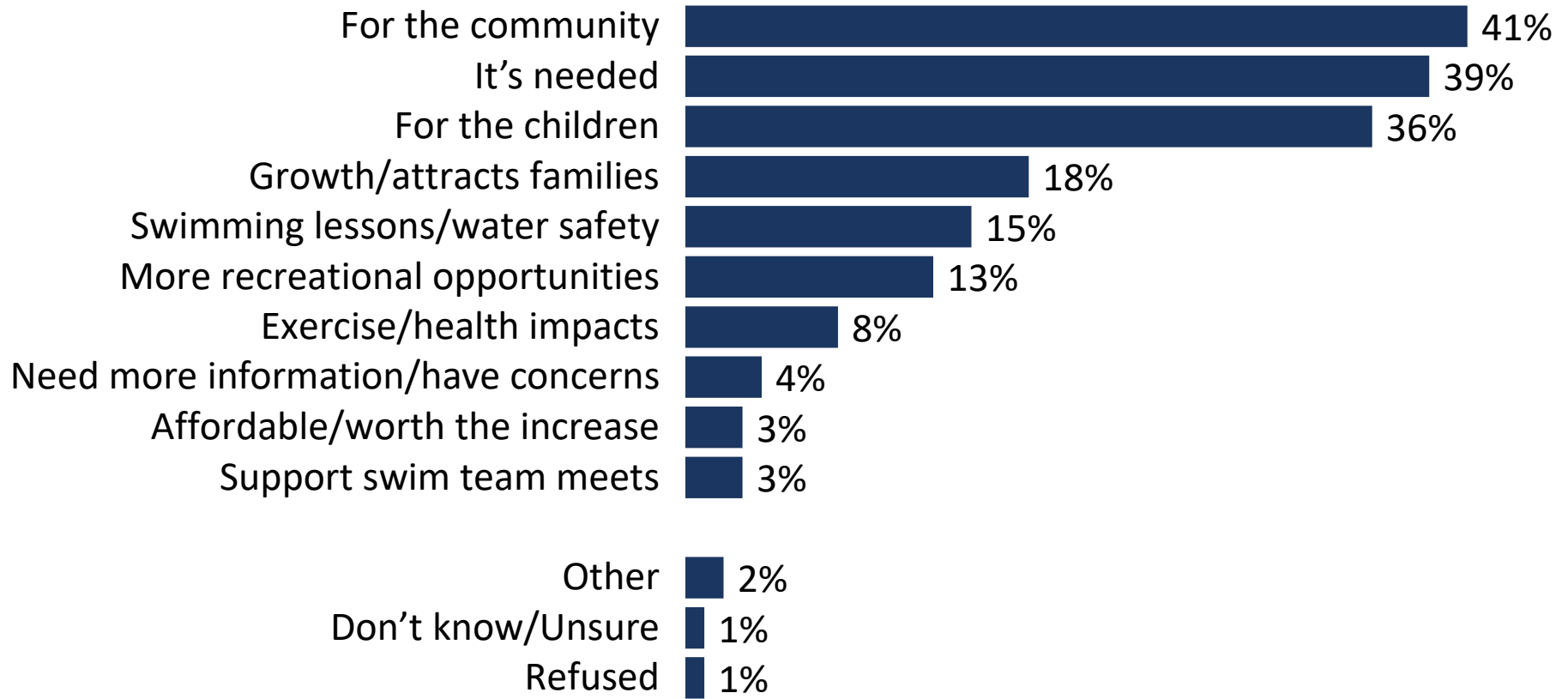
72¢ per \$1,000 assessed value



"Yes" voters generally support the notion of having a public pool for the community.

In a few words of your own, why would you vote YES on this ballot measure?

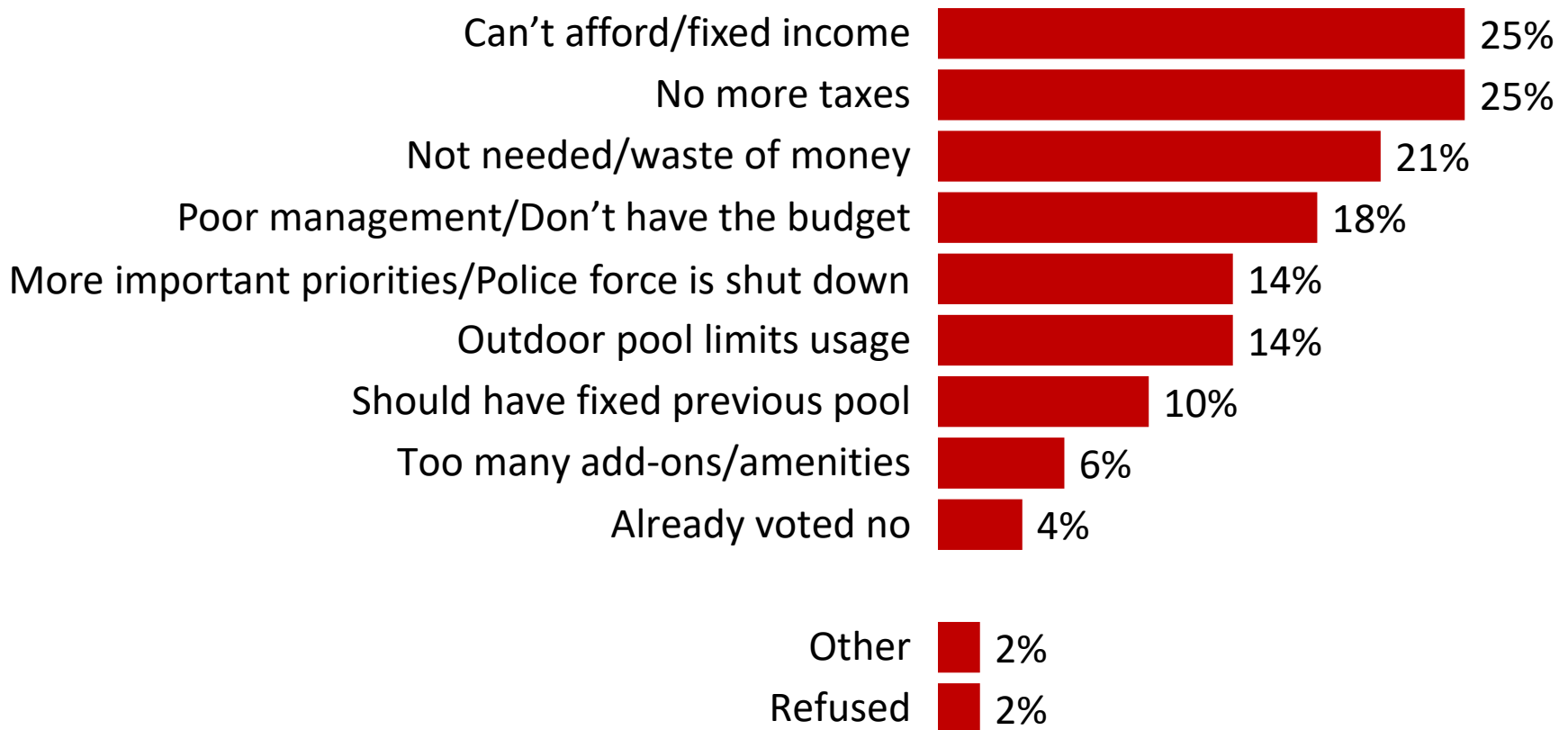
(Open-ended; Asked of Yes Voters Only, n=239)



Opponents believe it would cost too much or oppose taxes more generally.

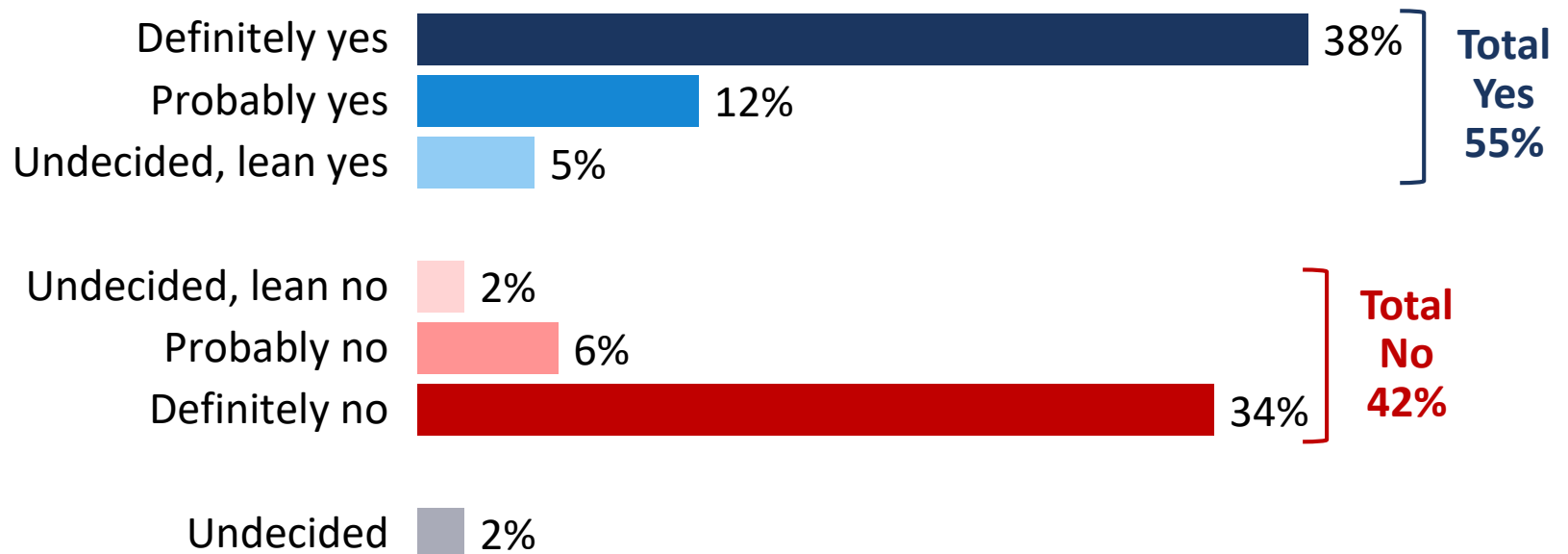
*In a few words of your own, why would you vote **NO** on this ballot measure?*

(Open-ended; Asked of No Voters Only, n=210)



A plain-language explanation of the measure brings the margin of support to 13 points.

As you may know, Grant County does not have a community pool. Local funding and state lottery funds have provided more than \$3 million, approximately 50% of the funding needed to assist with building a new pool. This measure would provide additional funding to build an energy-efficient outdoor pool that provides space for swim lessons and meets, recreational programs and instruction, and community use and rental. The pool would include features that improve accessibility for seniors and people with disabilities.

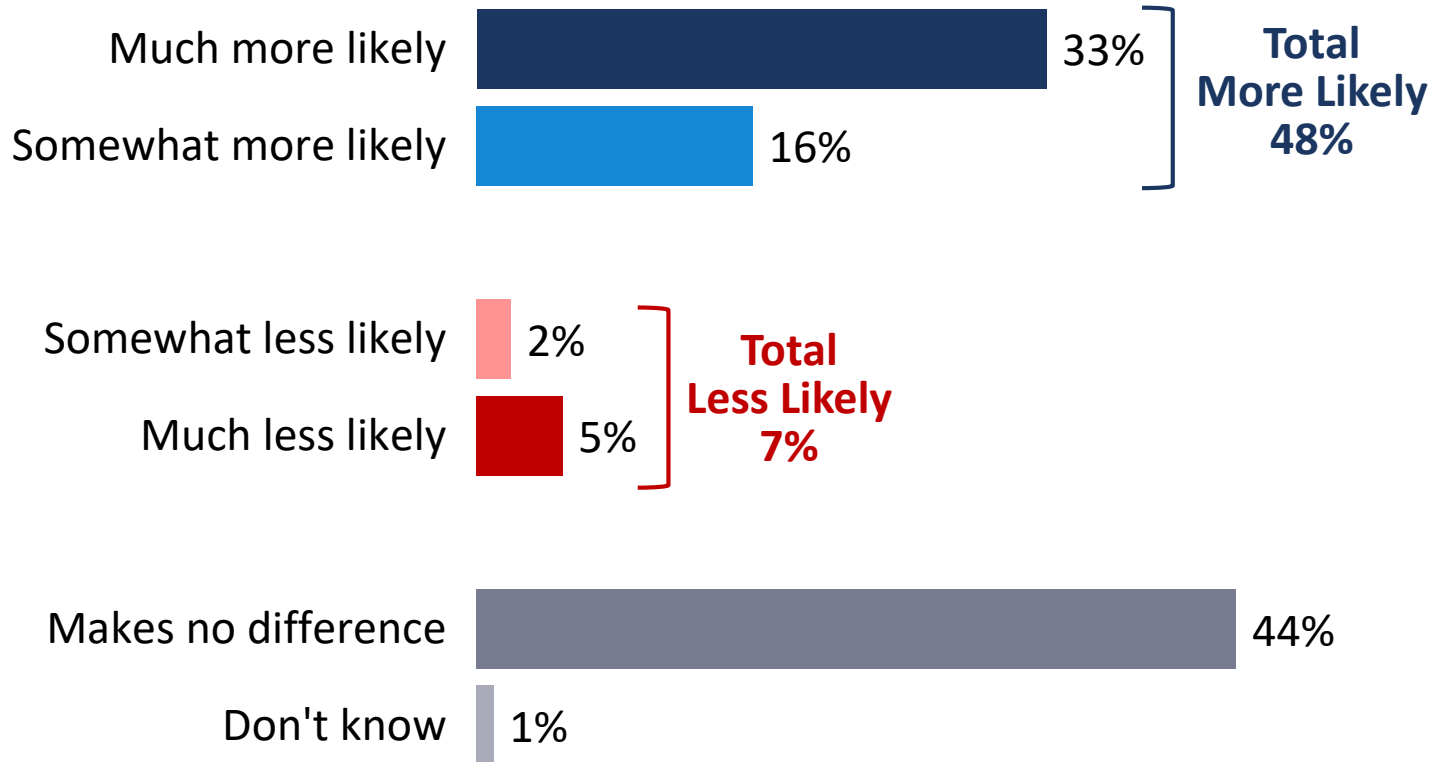




Voter Priorities for a Pool

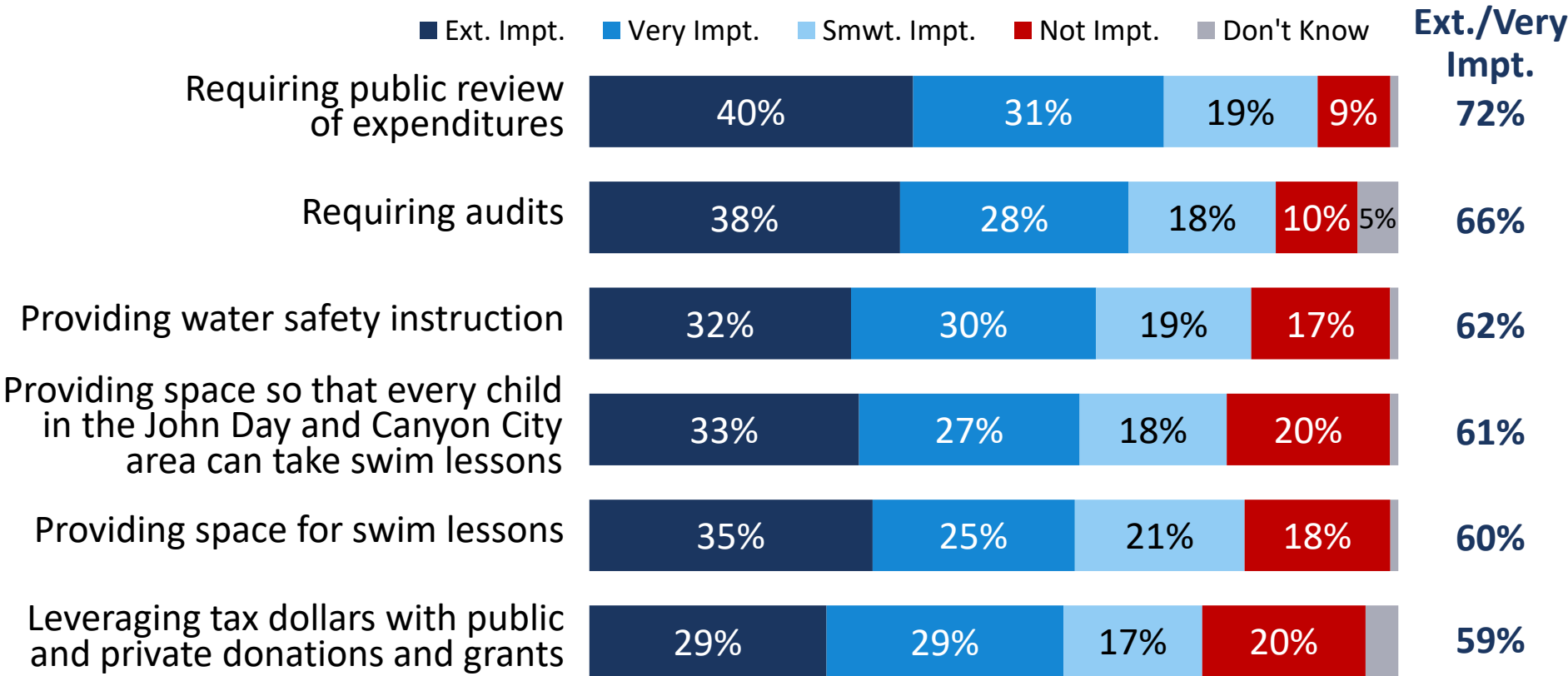
Most voters prefer a pool design that can accommodate future enclosure, though nearly as many are neutral on the idea.

While this will be an outdoor pool, it will be designed to accommodate an enclosure so that it could be used year-round in the future. Knowing this, would you be more likely or less likely to vote yes? If it would make no difference, you can tell me that instead.

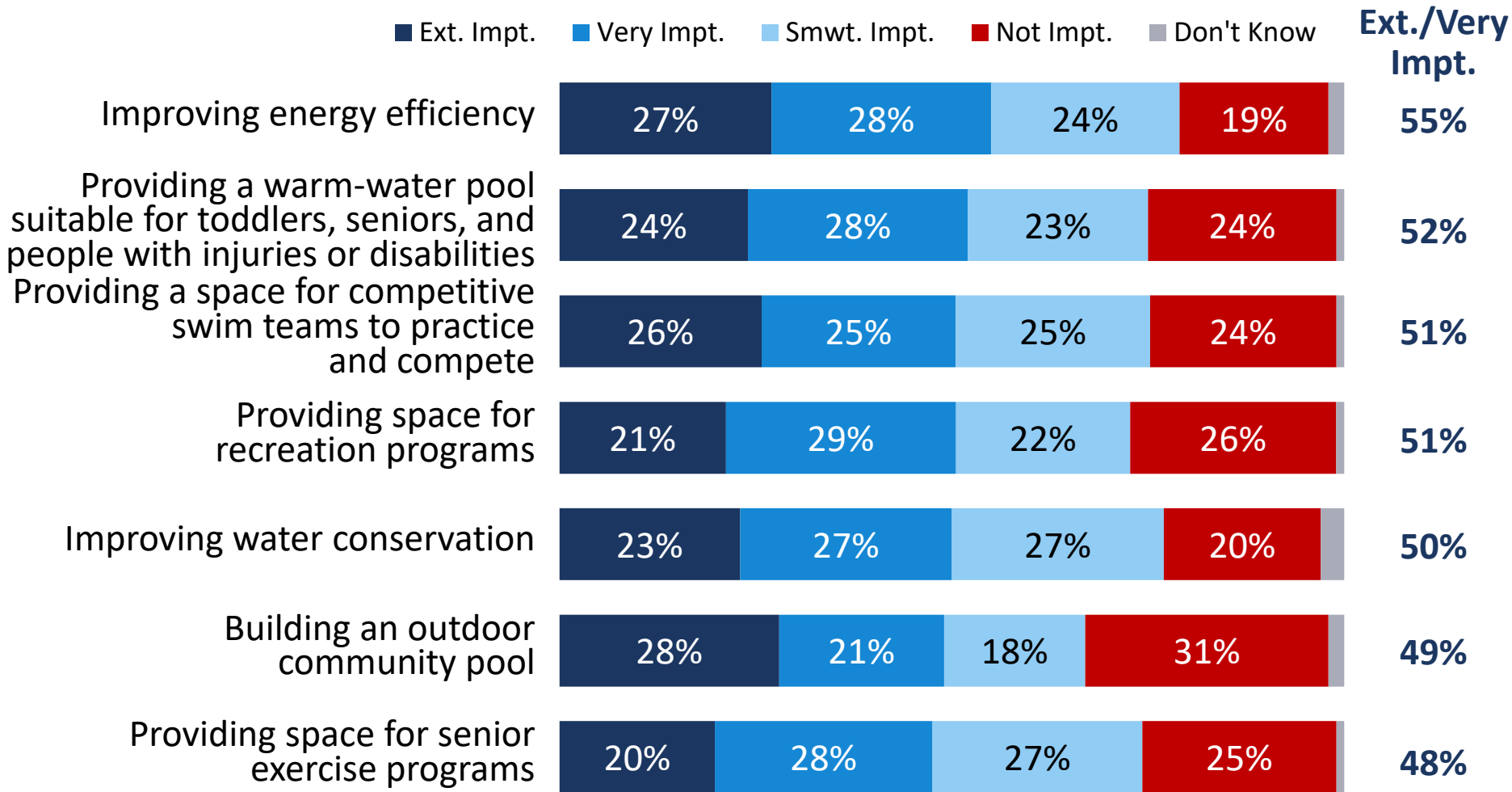


Public review and audits are key features; voters also value safety instruction and swim lessons.

I'm going to read you some projects that could be funded by this ballot measure or elements that could be included. Please tell me how important the project or service is to you personally: is it extremely important, very important, somewhat important, or not important?

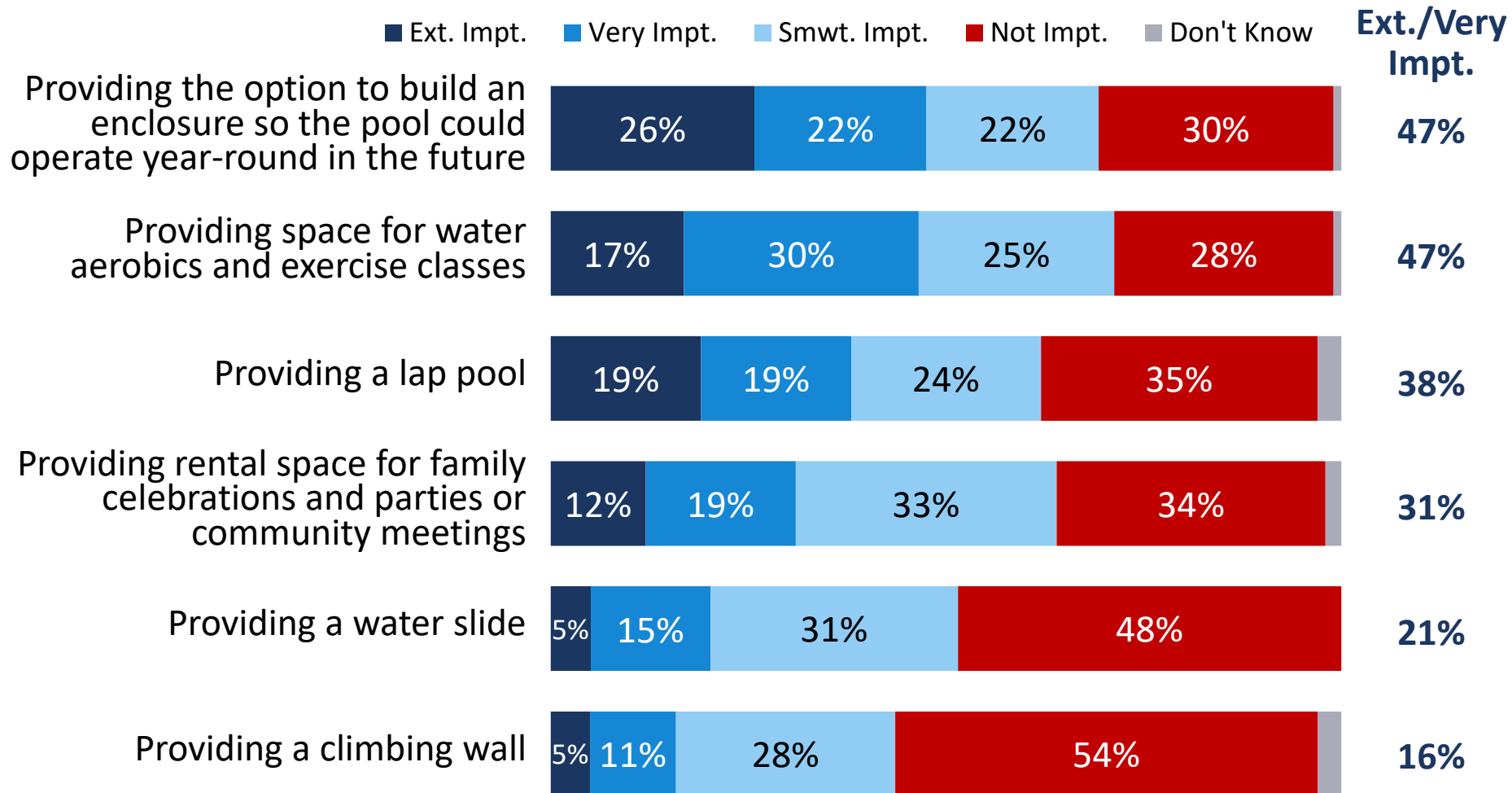


Majorities also value energy efficiency and a warm-water pool.



Q11. I'm going to read you some projects that could be funded by this ballot measure or elements that could be included. Please tell me how important the project or service is to you personally: is it extremely important, very important, somewhat important, or not important?

Voters are less interested in a water slide or climbing wall.



Q11. I'm going to read you some projects that could be funded by this ballot measure or elements that could be included. Please tell me how important the project or service is to you personally: is it extremely important, very important, somewhat important, or not important?



Additional Key Points

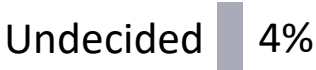
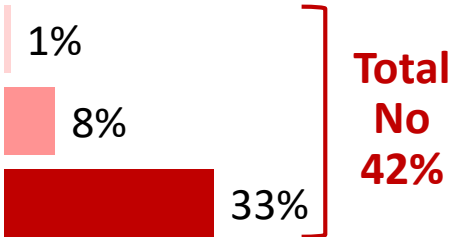
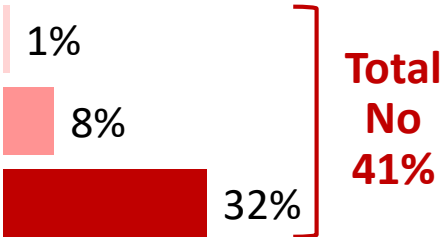
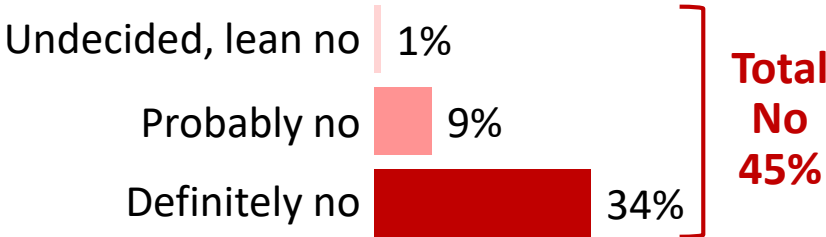
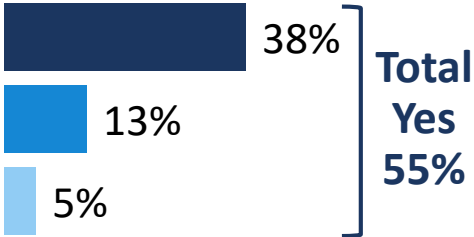
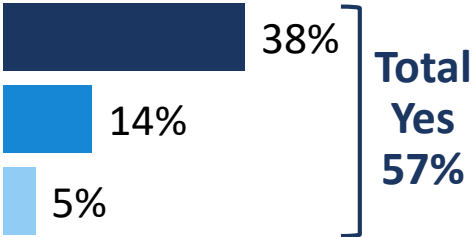
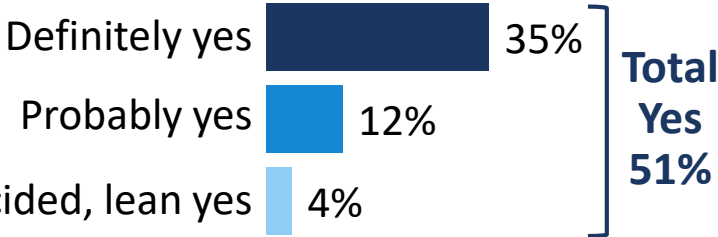
After voters hear pros alone, the “yes” vote climbs six points; it retains a majority after pros and cons.

\$4 Million Bond

Initial Vote

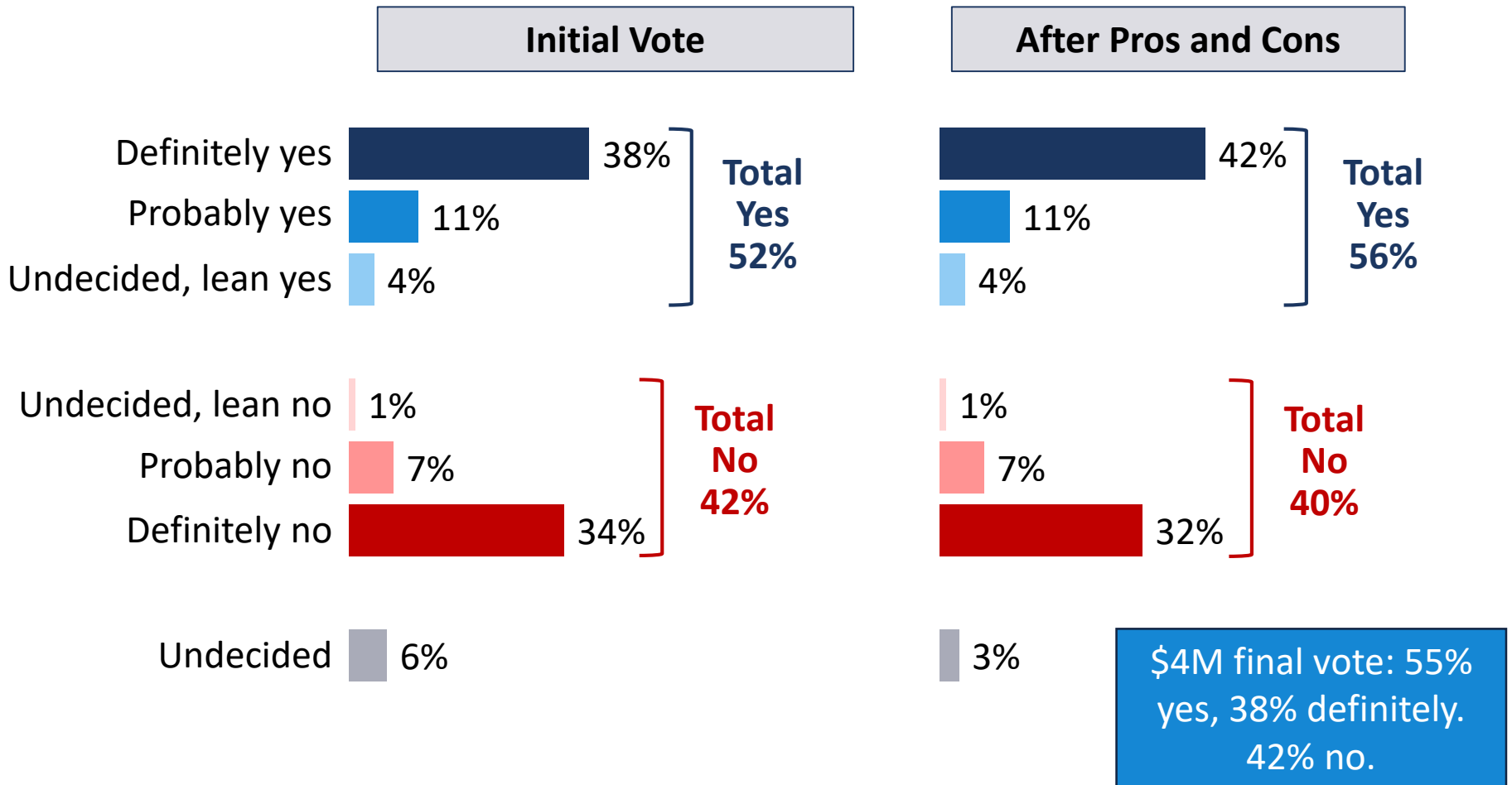
After Pros

After Pros and Cons



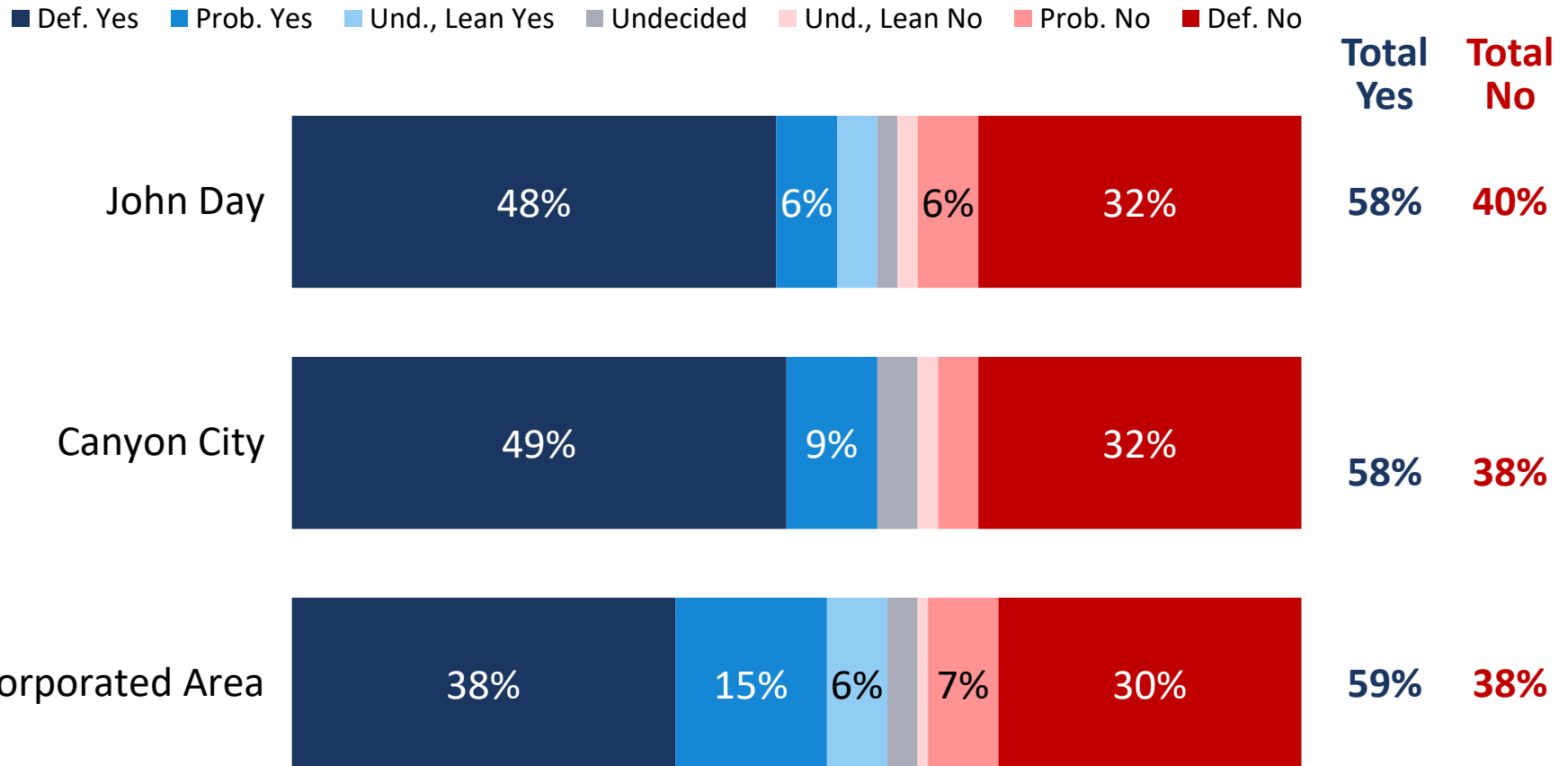
Voters were asked once more about a lower bond amount: the margin of support is wider.

\$3 Million Bond



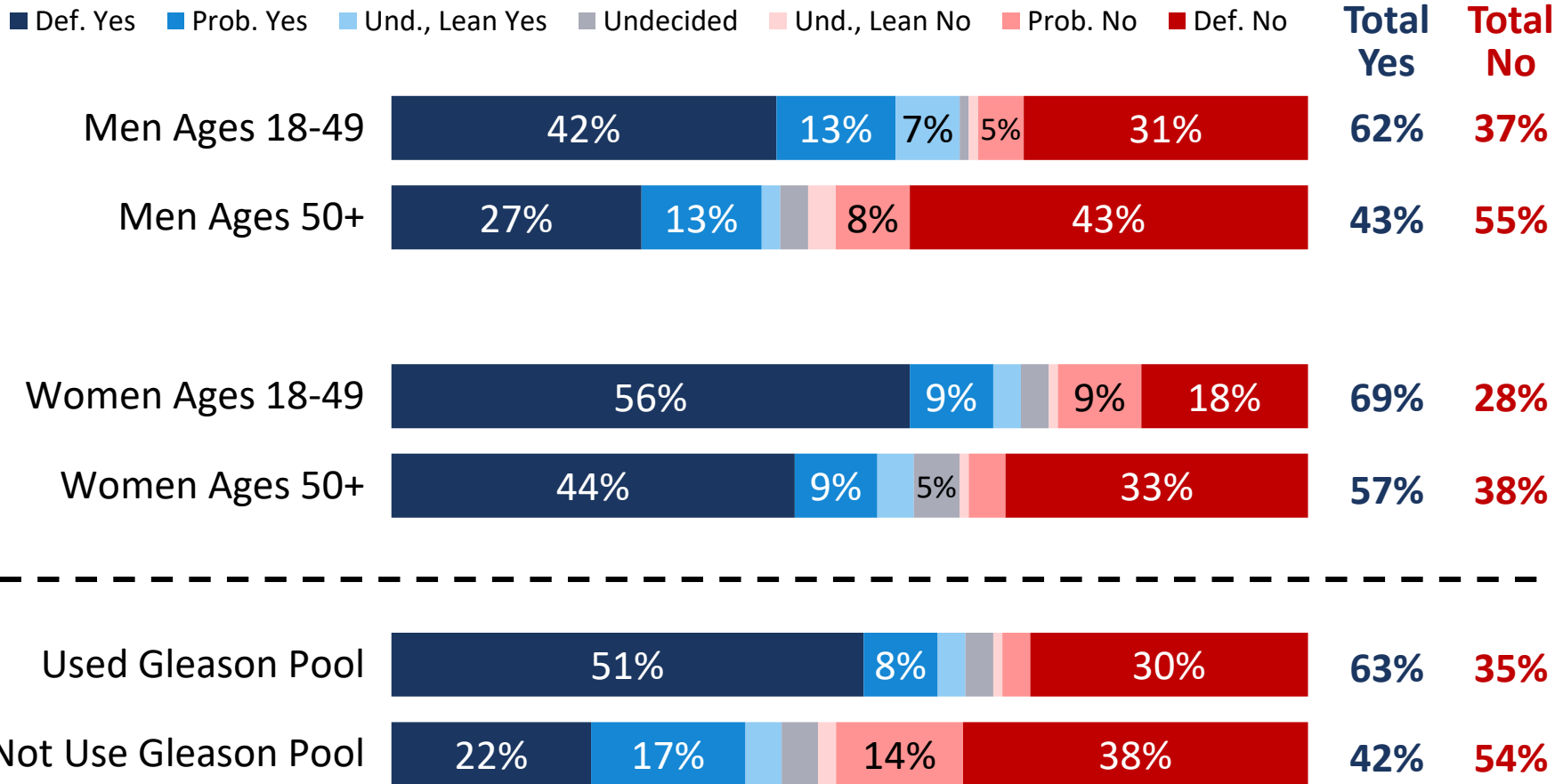
At \$3 million, after hearing more information about the project, pro and con, the measure has majority support in each area.

\$3 Million Bond Final Ask by City



Broad majorities of women, and of men under 50, support the \$3 million bond measure.

\$3 Million Bond Final Ask by Gender by Age & Used Gleason Pool





Conclusions

Conclusions

- Overall, a measure to build a new pool in John Day starts out in a challenging position – but support consolidates as voters learn more about the history and need for a new pool, and hear more about where funds have come from and the pool’s potential benefits. Communication with the public is important to keep the project moving forward.
- A plain-language explanation of the need for a new pool and availability of federal and state funding builds support to 55%.
- A \$3 million measure rather than \$4 million has a very slightly broader margin of support after an exchange of pros and cons.
- Of all the elements of the project, providing a place for swim lessons and water safety instruction is most important. Accountability elements and leveraging dollars are also important to voters.
- Building the pool with the potential for an enclosure is largely a positive (though nearly as many people say they don’t care either way).
- Nearly seven in ten have used the Gleason Pool – and those voters are more likely to back a measure than those without a direct experience of a community pool.
- More broadly, the District receives excellent ratings on maintaining parks and trails, developing new parks and trails, and providing recreational activities.

**For more information,
contact:**



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