



CITY OF  
**West Linn**

# 2013 Community Phone/Web Survey

Assessing opinions about  
Swimming Pool Proposals

Conducted by:

**cfm**

strategic communications, inc.

▶ research ▶ marketing public relations ▶ public affairs ▶ federal lobbying ▶ state lobbying

503.294.9120 | [www.cfm-online.com](http://www.cfm-online.com) | 1100 SW Sixth Avenue, Suite 1425 | Portland, Oregon 97204

# Objectives and Methodology



## Objectives

- Assess support for an indoor recreation/aquatic center and outdoor pool.
- Test the impact of information on opinions
- Measure change in support based on information provided.

## Methodology

- Two-part qualitative project.
  - N=300 statistically valid community phone survey conducted April 20 to 21, 2013. Margin of error +/- 5.8%
  - Online community survey. N=834. Access by email invitation (controlled), City website (open) and City social media (open). Access available April 25 to May 1, 2013.



CITY OF  
**West Linn**

# **SURVEY RESULTS**



strategic communications, inc.

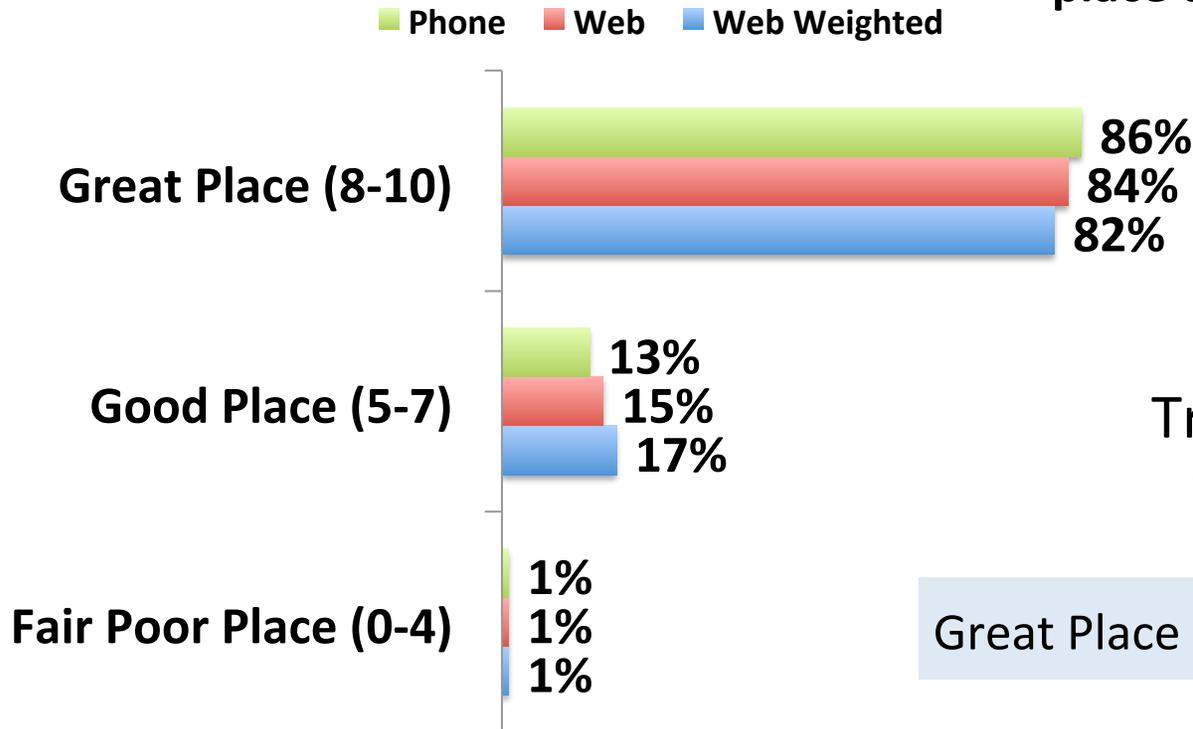
**2013 Community Phone/Web Survey Pool Proposals**

# Perceptions of West Linn



First, overall, how do you rate West Linn as a place to live? Please use a "0" to "10" scale. A "0" is the bottom of the scale, a very poor place to live, and a "10" is the top of the scale, an excellent place to live.

Perceptions of West Linn as a place to live remain strong.



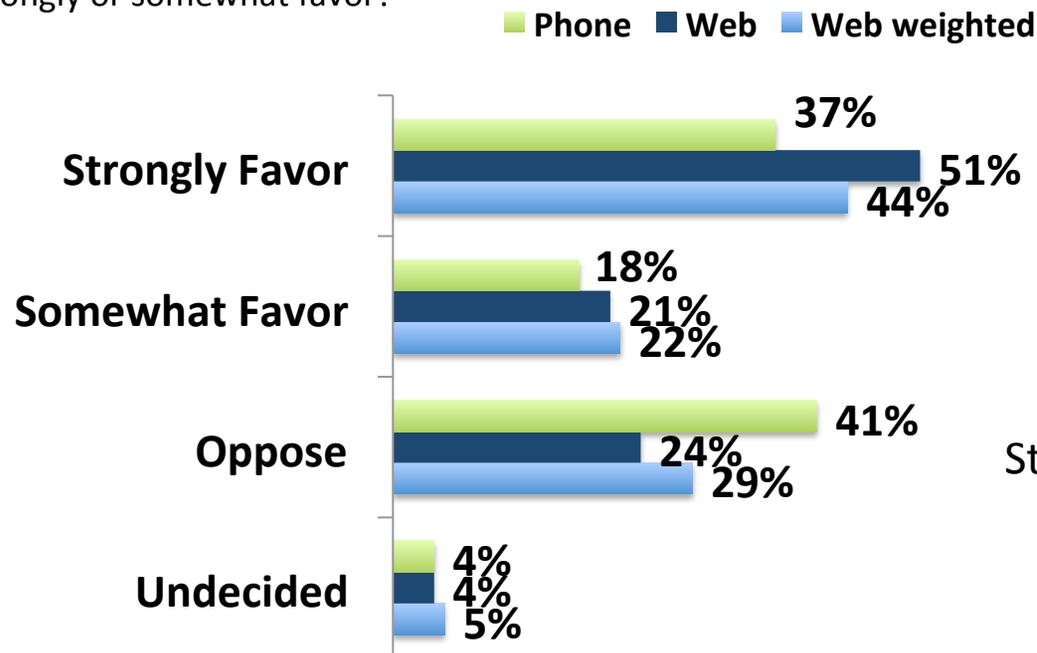
Trends: Phone Surveys

	2008	2010	2012	2013
Great Place	78%	80%	85%	86%

# Support for Indoor Recreation/ Aquatic Center



The City of West Linn is considering building a year-round indoor recreation and aquatic center. The center would include an indoor pool with aquatic park-like features, a gym, running track, classrooms and fitness areas. The facility is designed to accommodate the future addition of a 6-8 lane lap pool, if funds are available. The center would be located by Tanner Creek Park. The cost to build the indoor recreation and aquatic center would be about \$24 million, financed by city bonds. If approved, the cost would be 53 cents per \$1000 of assessed value or \$152 per year on a home assessed at \$285,000. If the election were held today, would you favor or oppose a \$24 million bond measure to build an indoor recreation and aquatic center in the City of West Linn? Wait and ask: Is that strongly or somewhat favor?



## Total Favor:

Phone	55%
Web	72%
Web weighted	66%

Strongest support among residents:

- 18 to 44 years
- With children at home
- Live in West Linn 10 years

# Support for Indoor Recreation/ Aquatic Center



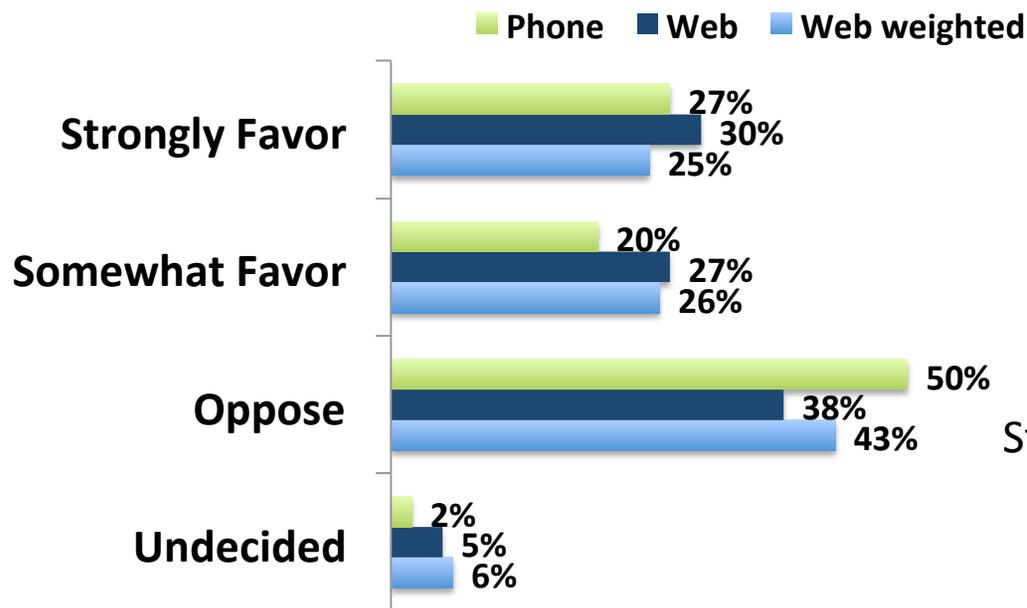
## Support by Demographic Group

	Phone	Web	Web weighted
<b>All</b>	<b>54%</b>	<b>72%</b>	<b>66%</b>
18 to 44 years	75%	85%	85%
45 to 54 years	47%	75%	71%
55 to 64 years	53%	60%	62%
65 years +	38%	43%	44%
Male	49%	60%	53%
Female	59%	78%	74%
Children @ home	68%	82%	82%
No children @ home	45%	57%	57%
Resident 10 yrs/less	64%	80%	73%
Resident 11 yrs +	50%	65%	62%

# Support for Outdoor Park-Like Pool



As an alternative, the City of West Linn is also considering building an outdoor pool facility. The facility would include an outdoor pool with aquatic park-like features, deck space, concession areas and changing rooms, operated during summer months. The facility would be designed for future expansion to include converting the outdoor pool to an indoor swimming pool with recreation center amenities, if funds are available. The outdoor pool would be located by Tanner Creek Park. The cost to build the outdoor pool facility would be about \$9 million, financed by city bonds. If approved, the cost would be 20 cents per \$1000 of assessed value or \$57 per year on a home assessed at \$285,000. If the election were held today, would you favor or oppose a \$9 million bond measure to build an outdoor pool facility in the City of West Linn? Wait and ask: Is that strongly or somewhat favor?



**Total Favor:**  
**Phone 47%**  
**Web 57%**  
**Web weighted 51%**

Strongest support among residents:

- 18 to 44 years
- With children at home
- Live in West Linn 10 years

# Support for Outdoor Park-Like Pool



## Support by Demographic Group

	Phone	Web	Web weighted
All	48%	58%	51%
18 to 44 years	59%	68%	66%
45 to 54 years	46%	64%	62%
55 to 64 years	45%	44%	45%
65 years +	40%	31%	30%
Male	43%	47%	41%
Female	53%	63%	53%
Children @ home	58%	67%	58%
No children @ home	42%	42%	42%
Resident 10 yrs/less	56%	56%	56%
Resident 11 yrs +	44%	44%	44%

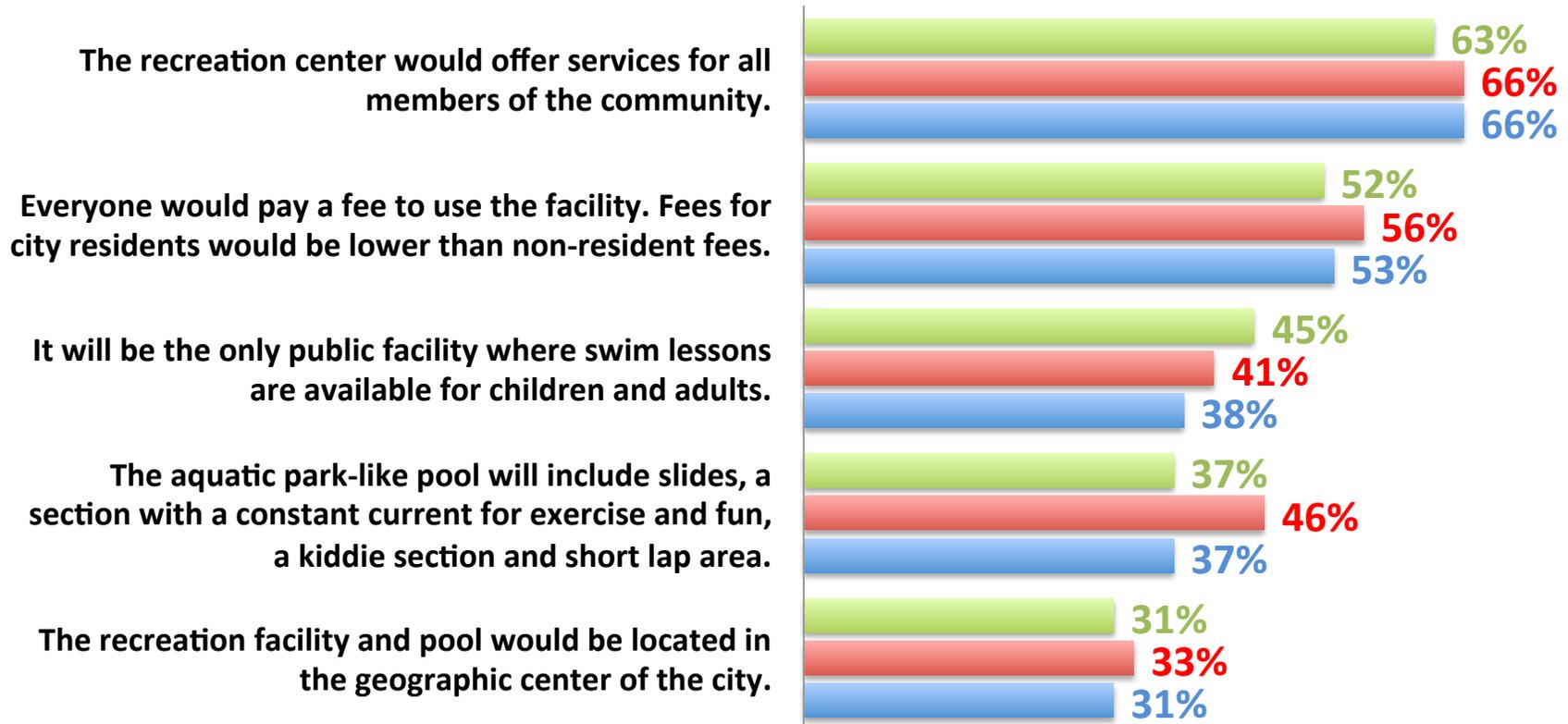
# Rating Information



The following are some statements that apply to both the proposed recreation center with an indoor pool and the outdoor pool facility. Rate the importance of each to you, as you consider the city's proposed plans and related bond proposals.

% very important

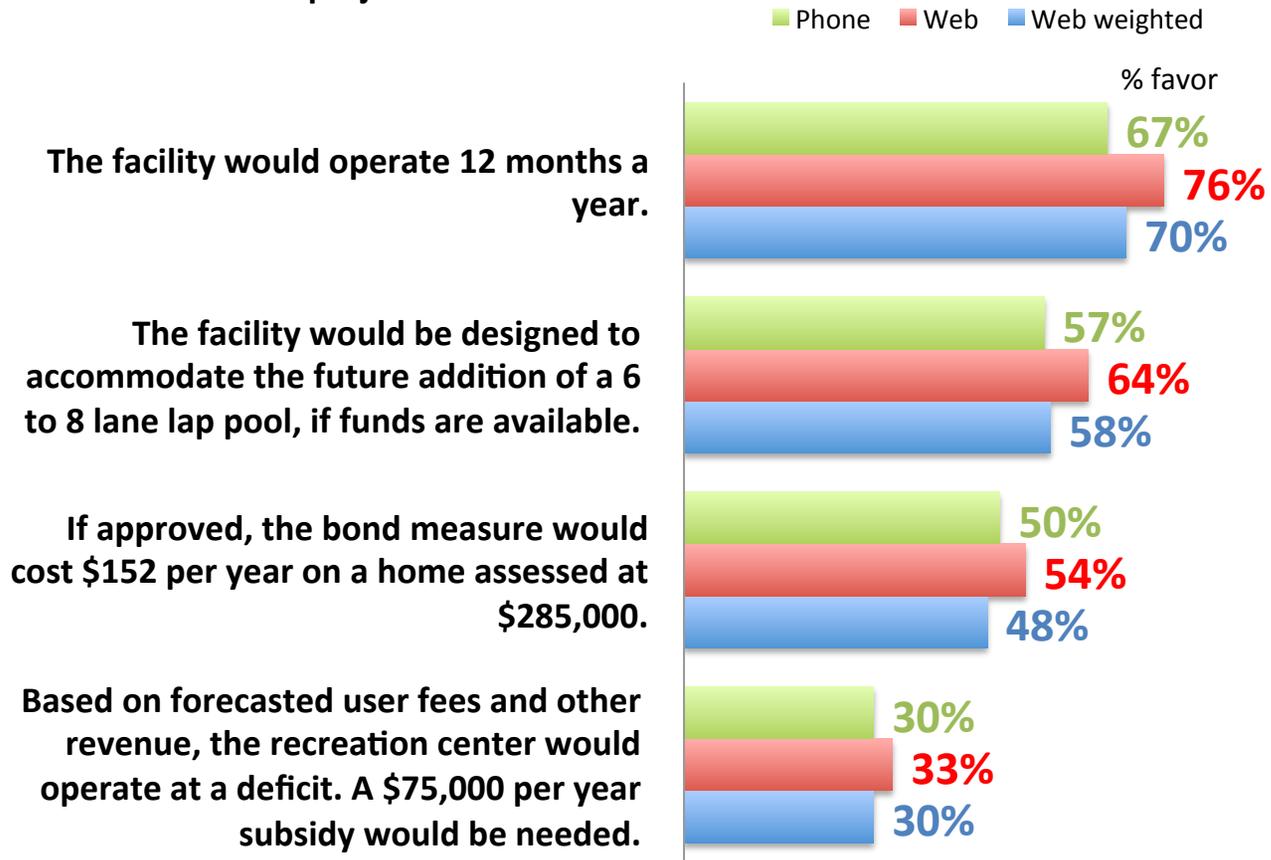
■ Phone ■ Web ■ Web weighted



# Facts about \$24 M Proposal



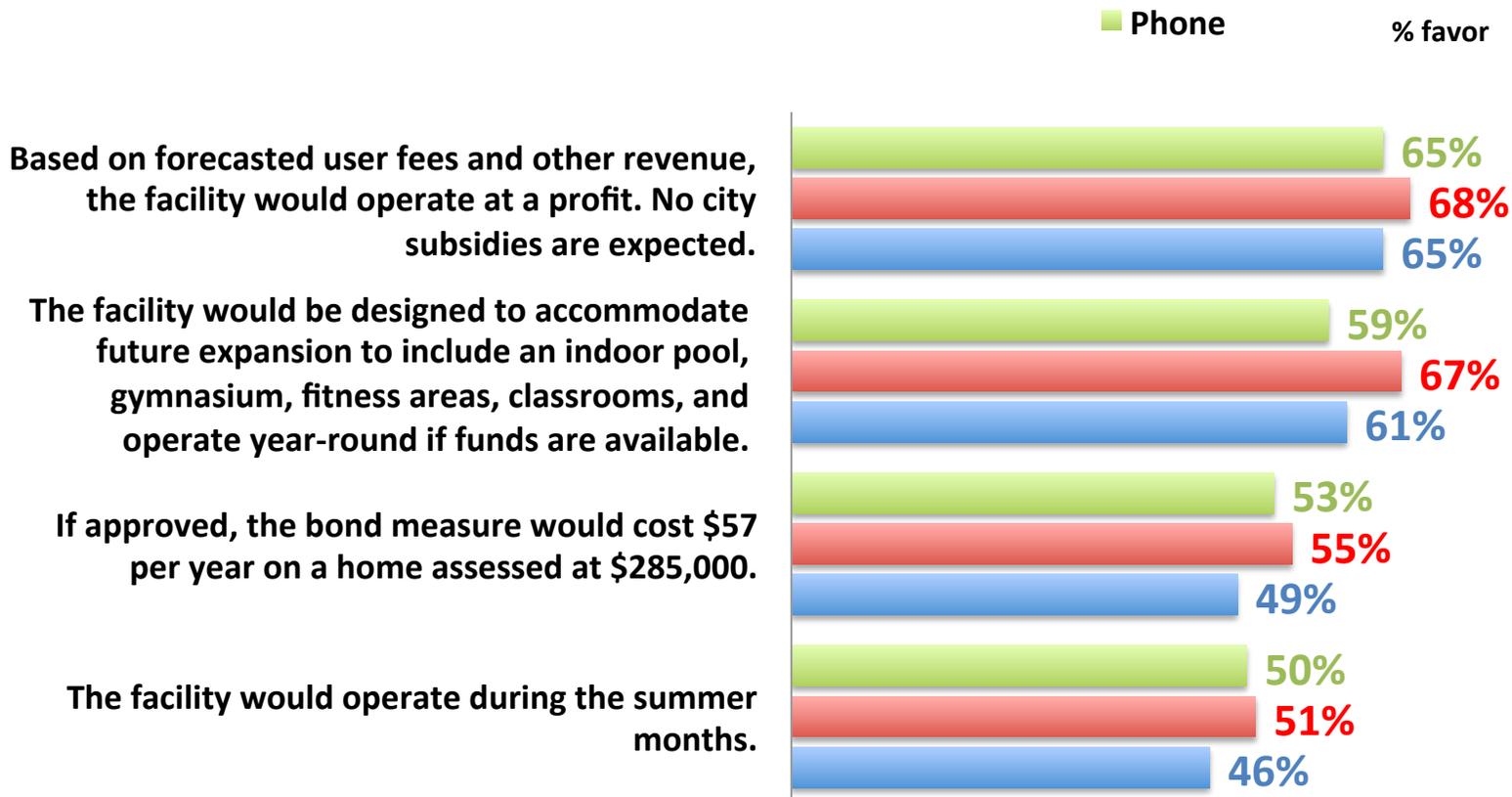
Here is some additional information about the proposed recreation center with an indoor pool. Based on each statement, please tell me if you would favor or oppose a \$24 million bond measure to finance the project?



# Facts about \$9 M Proposal



Here is some additional information about the proposed outdoor pool facility. Based on each statement, please tell me if you would favor or oppose a \$9 million bond measure to finance the project?



# Informed Support Indoor Facility



After everything you have heard, would you favor or oppose a City of West Linn \$24 million bond measure to finance construction of a indoor recreation and aquatic center that includes a pool with aquatic park-like features, gym, running track, classrooms and fitness areas and would operate year-round?

	Initial Support	Informed Support	Change
Phone	54%	49%	-5
Web	72%	59%	-13
Web weighted	66%	52%	-14

# Informed Support Outdoor Facility



Based on everything you have heard, would you favor or oppose a City of West Linn \$9 million bond measure to finance construction of an outdoor pool facility, operated during the summer months, that includes a pool with aquatic park-like features, deck space, concession areas and changing rooms?

	Initial Support	Informed Support	Change
Phone	48%	46%	-2
Web	58%	48%	-10
Web weighted	51%	42%	-9

**Those undecided typically vote no.**

# Informed Support: Indoor



	Phone		Web		Web weighted	
	Initial	Informed	Initial	Informed	Initial	Informed
All	54%	49%	72%	59%	66%	52%
18 to 44 years	75%	68%	85%	73%	85%	73%
45 to 54 years	47%	47%	75%	59%	71%	54%
55 to 64 years	53%	45%	60%	46%	62%	46%
65 years +	38%	35%	43%	35%	44%	35%
Male	49%	47%	60%	49%	53%	42%
Female	59%	51%	78%	64%	74%	58%
Children @ home	68%	64%	82%	69%	82%	69%
No children @ home	45%	41%	57%	43%	57%	43%
Resident 10 yrs/less	64%	57%	80%	68%	73%	62%
Resident 11 yrs +	50%	46%	65%	51%	62%	46%

# Taxes and Priorities



Do you agree or disagree:		Agree	Disagree	Not sure
I just can't afford to pay additional property taxes, regardless of what they are used for.	Phone	33%	63%	4%
	Web	24%	56%	19%
	Web weighted	28%	52%	21%
A recreation center or pool financed by bond funding should be a priority for the city.	Phone	46%	51%	4%
	Web	59%	27%	15%
	Web weighted	52%	32%	15%



CITY OF  
**West Linn**

# KEY FINDINGS



strategic communications, inc.

2013 Community Phone/Web Survey Pool Proposals

# Key Findings



- Residents prefer the \$24 million indoor recreation/aquatic center proposal to the \$9 million outdoor pool.
  - A majority in both the phone and web surveys favor the indoor option.
- However, learning more about the indoor proposal, support drops significantly.
  - Less than half the informed residents favor the indoor. Support drops 15 points among web survey participants.

# Key Findings



- Support for the indoor pool proposal is strongest among younger residents and those with children at home.
  - Features residents like most are year-around access and the potential for expansion.
  - Subsidies for operations is a weakness.

# Key Findings



- There is probably not enough support to pass the outdoor pool proposal.
- It is too close to call whether the indoor proposal would pass or not.
  - The outcome rests on who votes in the election.

# Demographic Characteristics



	Phone	Web	Census
Male	50%	33%	49%
Female	50%	67%	51%
18 to 44	27%	41%	38%
45 to 54	25%	26%	20%
55 to 64	28%	21%	25%
65 +	21%	12%	16%
Children @ home	38%	62%	36%
No children @ home	62%	35%	64%
Resident 10 yrs or less	30%	47%	n/a
Residents 11 yrs +	70%	53%	n/a