

Mollusky, Kathy

From: Stein, Eileen
Sent: Thursday, January 18, 2018 12:26 PM
Subject: FW: Additional Questions
Attachments: 220-4921 West Linn Parks and Recreation Survey - Final.pptx

Council, FYI regarding questions posed to Dave Metz on Tuesday morning. Eileen

From: Dave Metz [mailto:dave@fm3research.com]
Sent: Wednesday, January 17, 2018 5:44 PM
To: Stein, Eileen <estein@westlinnoregon.gov>; 'Dee Frankfourth' <dee.frankfourth@tpl.org>
Cc: Worcester, Ken <kworcester@westlinnoregon.gov>; Miranda Everitt <Miranda@fm3research.com>; Renato Villacorte <renato@fm3research.com>; Liz Mares-Kim <liz@fm3research.com>
Subject: Additional Questions

Eileen – here are responses to the outstanding questions from yesterday:

- I've attached a final set of graphs which combines the two half-samples for "improving biking, walking, and hiking trails" on slide 19.
- When we combine those top three items on slide 21 (Old Bolton Fire Station, Old Robinwood Station, and Sunset Fire Hall), 28% rate them as "extremely" or "very important" – so treated as a collective, it would lift them from the fourth tier to right between the second and third.
- The table below reflects combined initial votes across both versions of the ballot language in various election scenarios – pretty minimal differences:

Position	Likely May	Likely November	Likely Special Election
Yes	47%	48%	47%
No	48%	47%	48%
Undecided	5%	5%	5%

- Per Councilor Cummings' question below, we can't really say how the park and street fees might have affected things, as we don't have a question directly addressing that point.
- On the significance testing for the difference between the online and phone surveys, we did not use ANOVA or other tests that are designed to test differences between means. The test we use for is the Z-test for testing between proportions. It is a parametric test which assumes the data will abide by a normal distribution. A z-statistic is calculated using n-sizes and when the resulting value exceeds 1.96, we would mark it as significant. I've copied our chief statistician Renato Villacorte here if there are further questions.

I'll be on hold tomorrow if you need me to call into the meeting.

Thanks very much-
Dave

From: Stein, Eileen [mailto:estein@westlinnoregon.gov]
Sent: Tuesday, January 16, 2018 8:47 PM
To: 'Dee Frankfourth' <dee.frankfourth@tpl.org>; Dave Metz <dave@fm3research.com>

Cc: Worcester, Ken <kworcester@westlinnoregon.gov>

Subject: FW: conservation polling materials (4 of 4)

Dee and Dave,

Here is a request from Councilor Cummings following today's presentation. As I mentioned on the phone, the next Council work session on the bond is this Thursday, from 1 to 3 p.m. Any chance you can set aside the time to be available for a call if needed?

Eileen

From: Cummings, Teri

Sent: Tuesday, January 16, 2018 8:17 PM

To: Stein, Eileen <estein@westlinnoregon.gov>

Subject: Re: conservation polling materials (4 of 4)

Dear Eileen,

Could you please find out if TPL plans to extrapolate results of voters with a strong record of participating in special elections?

I also am curious to know to what extent the park and street fees enacted after West Linn's street bond failed now contribute to a negative attitude "I already pay fees for parks and streets, what's this?"

If TPL happens to know about bond success rate of cities that also charge park or street fees and if so, strategy advice, that would be great.

Thank you,

Teri

From: Stein, Eileen

Sent: Tuesday, January 16, 2018 10:32 AM

Subject: FW: conservation polling materials (4 of 4)

Council,

Here is the feasibility study asked for this morning.

Eileen

From: Dee Frankfourth [<mailto:dee.frankfourth@tpl.org>]
Sent: Tuesday, January 16, 2018 10:12 AM
To: Stein, Eileen <estein@westlinnoregon.gov>
Cc: Worcester, Ken <kworcester@westlinnoregon.gov>
Subject: FW: conservation polling materials (4 of 4)

Feasibility study

J. Dee Frankfourth | Assoc. National Conservation Strategies Director -- West

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Creating parks and protecting land for people

From: Dee Frankfourth
Sent: Tuesday, January 16, 2018 10:04 AM
To: 'Stein, Eileen' <estein@westlinnoregon.gov>
Cc: Ken Worcester (kworcester@westlinnoregon.gov) <kworcester@westlinnoregon.gov>
Subject: conservation polling materials

Good morning Eileen,

Attached as promised are the various products of the polling process, including:

- Topline results
- Cross-tabulation data
- PowerPoint presentation as delivered this morning to Council

I also sent a copy of the PPT to:

Kathy Mollusky
City Recorder
Administration

You can expect answers within the next day or so from Dave on councilor questions of:

- Whether or not respondents were same or different on community facilities (Bolton, Robinwood, Sunset)
- Statistical methodology
- Improved success with a November election

Also, I attach the October **Conservation Finance Feasibility Study**; it sounded as if one councilor may not have received.

Happy to talk further about completion of our work with the City of West Linn, Dee

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Creating parks and protecting land for people

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