

**A G E N D A**

**600 NORTHEAST GRAND AVENUE | PORTLAND, OREGON 97232 2736**  
**TEL 503 797 1542 | FAX 503 797 1793**



**METRO**

**Agenda**

**MEETING:** METRO COUNCIL RETREAT  
**DATE:** June 22, 2005  
**DAY:** Wednesday  
**TIME:** 1:00 PM  
**PLACE:** Room 270

**CALL TO ORDER AND ROLL CALL**

**1:00 PM 1. PARKS BOND MEASURE DISCUSSION**

1.1 Survey Results

McCaig

1.2 Discussion on Local Share Formula

1.3 Challenge Grants

1.4 Regional Project List

**ADJOURN**

## **BALLOT TITLES**

### **Open Spaces**

Shall Metro preserve open spaces, parks; protect fish, wildlife; improve water quality; issue \$ 275 million [dollars] in general obligation bonds?

Funds will protect specified open space in the region, maintain water quality in rivers and streams and protect salmon, trout and steelhead. Restore natural areas. Offer more hiking, walking and wildlife watching opportunities. Bonds mature in not more than 20 years. Bond cost estimate is about .33 cents per \$ 1,000 [dollars] of assessed value per year. A typical homeowner pays \$ 50.00 [dollars] a year, about \$ 4.00 [dollars] per month.

### **Open Spaces + Zoo**

Shall Metro protect fish, wildlife; preserve parks, open spaces; improve Oregon Zoo; issue \$ 275 million [dollars] in general obligation bonds?

Funds will protect specified open space in the region, maintain water quality in rivers and streams and protect salmon, trout and steelhead. Offer more hiking, walking and wildlife watching opportunities. Maintain and improve Oregon Zoo. Bonds mature in not more than 20 years. Bond cost estimate is about .33 cents per \$ 1,000 [dollars] of assessed value per year. A typical homeowner pays \$ 50.00 [dollars] a year, about \$ 4.00 [dollars] per month.

### **Water Quality**

Shall Metro protect rivers, streams; improve water quality; preserve fish, wildlife habitat; issue \$ 275 million [dollars] in general obligation bonds?

Funds will protect rivers, streams and creeks and the land around them to maintain and improve water quality. Protect ground water. Restore wetlands and floodplains to reduce flooding. Bonds mature in not more than 20 years. Bond cost estimate is about .33 cents per \$ 1,000 [dollars] of assessed value per year. A typical homeowner pays \$ 50.00 [dollars] a year, about \$ 4.00 [dollars] per month.

### **Clean Drinking Water**

Shall Metro preserve clean drinking water; protect public health; restore rivers, streams; issue \$ 275 million [dollars] in general obligation bonds?

Funds will protect rivers, streams and creeks and the lands around them to improve water quality, protect clean drinking water and public health. Restore wetlands and floodplains to reduce flooding. Bonds mature in not more than 20 years. Bond cost estimate is about .33 cents per \$ 1,000 [dollars] of assessed value per year. A typical homeowner pays \$ 50.00 [dollars] a year, about \$ 4.00 [dollars] per month.

## Projects, Programs & Services [Q6]

- a. Maintaining and improving water quality in local rivers and streams.
- b. Protecting water quality in local rivers and stream.
- c. Preserving land around rivers and streams to protect drinking water.
- d. Cleaning up polluted storm water and protecting groundwater quality to improve water quality.
- e. Preserving natural areas.
- f. Preserving open spaces.
- g. Protecting fish and wildlife habitat.
- h. Restoring fish and wildlife habitat.
- i. Protecting critical forest lands throughout Multnomah, Washington & Clackamas counties.
- j. Protecting working farms from development.
- k. Protecting wetlands and floodplains to reduce flooding.
- l. Expanding classroom facilities to provide hands-on environmental learning for an additional 2,500 kids.
- m. Preserving unique scenic views by protecting undeveloped hilltops.
- n. Creating trails for walking, biking and hiking.
- o. Creating neighborhood nature walks.
- p. Restoring and renovating existing parks and playfields.
- q. Providing outdoor physical fitness opportunities for overweight and obese children.
- r. Developing new local parks with areas set aside for dogs.
- s. Renovating the Oregon Zoo's 1950's primate building, adding new exhibits and expanding space for chimps and orangutans.
- t. Repairing and replacing the out of date animal hospital and quarantine facilities at the zoo.
- u. Improving Zoo classroom facilities for conservation and wildlife education.
- v. Improving and expanding the elephant exhibit at the Oregon Zoo.
- w. Adding zoo facilities for new animals like lions, snow leopards, red pandas and giant oxen.
- x. Remodeling the Zoo's aging and cramped facilities for Siberian tigers and leopards.

**Provisions that could be included (Q7)**

- a. All of the bond funds would be subject to an annual independent audit published in the newspaper.
- b. An independent citizens panel would provide annual reviews. (Split sample a)
- c. An independent citizens panel would review all expenditures. (Split sample b)
- d. A portion of the money would go directly to local communities in Clackamas, Washington and Multnomah counties.
- e. Metro would collect the funds but the money could be passed on to local community organizations.
- f. Local governments and community organizations could compete for funding for neighborhood projects.

**Statements For the Measure (Q8)**

- a. Nothing is more important than having a reliable supply of clean drinking water. Our families' health depends on it. This measure will help maintain and improve water quality in the region's rivers and streams – many of which supply our drinking water.
- b. We can leave a legacy for our children and grandchildren by protecting rivers, streams, natural areas and fish and wildlife habitat.
- c. To preserve the region's quality of life and natural beauty we need to protect rivers, streams, natural areas and wildlife habitat.
- d. Our area is one of the fastest growing parts of the state. This measure helps plan for growth by protecting land for parks and open spaces that might otherwise be threatened by development.
- e. This measure includes tough provisions to ensure that all money must be spent as promised, including independent financial audits, and a citizens oversight committee.
- f. This measure includes tough provisions to ensure that all money must be spent wisely, including independent financial audits, and a citizens oversight committee.
- g. Metro has successfully worked with local property owners to conserve over 8,000 acres of open spaces, planted a million trees and protected 75 miles of streams and creeks. This measure directs Metro to continue to protect our most valuable resources.
- h. With the public's help, Metro's Open Spaces, Parks and Streams program has protected more than 8,000 acres of forest, wetlands and streamside properties while offering citizens more hiking, walking and wildlife watching in their own neighborhoods.
- i. This region's unique natural beauty keeps property values high and creates jobs by bringing in tourists and new employers. Protecting our quality of life is good for our economy.
- j. The Oregon Zoo provides kids and adults unique recreational and educational opportunities that contribute to our quality of life.
- k. Money from this measure would be used to help acquire additional federal and state funding for parks. Every dollar raised by this measure will bring in even more money from outside.
- l. This measure will reduce red tape and regulations by providing incentives to property owners to protect and maintain their land for the future.
- m. Instead of regulations and red tape, this measure provides money to work with property owners to restore, maintain and improve valuable natural areas
- n. The American Zoo Association has warned the Oregon Zoo – one of the state's top tourist attractions – that it is in danger of losing its accreditation unless it updates Zoo facilities.
- o. The Oregon Zoo is one of the state's top tourist attractions. Maintaining and improving the Zoo keeps it competitive with zoos across the country while helping our local economy.

**Statements Against the Measure (Q9)**

- a. Taxpayers are still paying an average of \$26 per year for another 10 years to fund the last measure to protect parks and open spaces. Metro should finish one project before asking taxpayers for more money.
- b. Despite checks and balances built into the open spaces program, Metro staff ignored warnings of the independent auditor and bought land at inflated prices, wasting taxpayer dollars.
- c. Now is not the right time to spend more money on parks and open spaces. We need to take care of our schools first. (Split sample b)
- d. There are higher priorities for our tax dollars right now. It is just not the right time to spend more money on parks and open spaces. (Split sample a)
- e. With a poor economy and people out of work, this is not the right time to ask taxpayers for more money.

**OBSERVATIONS:**

■ Of the 4 ballot titles tested, the open spaces concept was the strongest. Broader support – in addition to younger and women respondents, more support from middle age and older respondents.

■ Best messages: Clean water/drinking water, quality of life/legacy/managing growth, accountability/audits. Men, women, all ages, all counties.

■ **Must** include accountability, i.e. independent audits, citizen oversight committees, and transparency (published in newspaper).

■ Specific programs should include examples of maintaining and improving water quality, preserving natural areas, and protecting fish and wildlife habitat.

■ Additional program examples specifically in Washington county should include protecting working farms and in Clackamas county protecting forests.

■ Trails are an organizing tool, but not a priority.

■ Local community share is an organizing tool and an important provision.

■ Messengers matter, a lot. Scientists, biologists, public health officials, park and zoo volunteers, League of Women Voters, property owners and farmers.

■ For about 25% of the “no” voters, reducing the cost could win their support.

✓ Further refine the ballot title language – test ballot language which includes natural areas, water quality and accountability in ballot title.

✓ The cost of measure seems reasonable, particularly as compared to last measure.

✓ Build broad support, reduce any chances for formal opposition.

✓ Develop criteria for local share which includes maintaining and improving water quality projects.

✓ Measure is on a general election ballot.

## **COUNCIL RETREAT OUTLINE**

1. Poll Results - McCaig
  - a. **Zoo question: leave out of ballot measure?**
  - b. **Select amount of ballot measure (\$275 - \$325 mil, \$225 - \$250 mil, \$180 - \$190 mil, etc. depending on interest rates)**
    - i. **\$275 and \$50/mo.= % support**
    - ii. **\$200 and \$35/mo = % support**
    - iii. **\$135 and \$20/mo= % support**
  
2. Local Share: Direct Pass Through
  - a. **Formula for distribution - similar/same as 95 bond?**
    - i. Initial distribution: Based on 2004 assessed value per county. Compare per capita distribution (handout).
      1. Clackamas: 23.88% (\$5,969,553 vs 4,969,046 in '95)
      2. Multnomah 43.49% (\$10,922,607 vs. 12,656,598 in '95)
      3. Washington 32.43% (\$8,107,840 vs 7,374,356 in '95)
    - ii. Sub-county distribution
      1. **The counties decide own formula based on per capita distribution to cities, with specific direction to account for sub-regional park districts (THPRD, NCPRD) and allocate equitably taking into account in some way for any areas likely to experience unusually high growth in the next 10 years - Damascus, Villebois, Betheny, etc.?**
  - b. **Decide the amount of Local Share: % of bond amount or \$?**
    - i. **Minimum of \$25 mil?**
  - c. Criteria
    - i. Refer to Allocation Formulas and Guidelines document
  - d. **Eligibility question: based upon adoption of non-regulatory incentives program?**
  
3. Opportunity Fund/Challenge Grant (new name?)
  - a. Scope- flexibility/recommend broad based
    - i. **Review Challenge Grant Goals and Priorities**
  - b. Size: **% or \$?**
  - c. Match requirement
    - i. **The independent evaluation committee will make a determination of the match requirement on a case-by-case basis by applying a list of criteria to each application and using a sliding scale in order to**

***recognize differences in group resources and project costs?***

***ii. There will be a minimum match requirement of 25%?***

- d. Insure geographic equity
  - i. Evaluation committee- include non-Metro people
    - 1. e.g. science based pros scored highest integrity in poll
- e. Criteria
  - i. Refer to Challenge Grant Document

4. Process for picking T.As

- a. Science based
- b. GPAC
- c. Parks Forum
- d. Begin discussions with GPAC and Parks Forum regarding the public process in accordance with the Process Flow Chart as presented to Council at previous study session.***

5. O&M (if time permits)

- a. ***Commit to land banking w/general fund \$?***

## **Local Share: Direct Pass Through Allocation Formulas and Guidelines**

At least ( % or \$) of the capital and acquisition funds raised through the initial voter-approved regional general obligation bond, after netting out bond issuance costs, will be retained by Metro. The share of funds to be distributed by Metro to local governments may vary, at Metro's discretion in consultation with local parks providers, based on the size of the measure. Cities and special districts not providing park and recreation services as of July 1, 2005, are not eligible to receive funds. The funds will be distributed to counties, in accordance with Exhibit A of this Framework Document. Funds will be expended as follows:

1. Metro will use the regional portion of funds for acquisition and development of Greenspaces and interconnections to be secured and administered by Metro, for property transaction and associated administrative costs, and for overall financial management of bond funds. Funds may not be used for operations and maintenance activities.
2. The portion of funds to be distributed to local parks providers shall only be used for projects that meet the Local Greenspaces Project Guidelines as set out in Exhibit B. Funds may not be used for operations and maintenance activities nor be used outside Metro's boundary unless Metro finds that such expenditures clearly benefit district residents.
3. The "pass-through" of regional funds to the local parks providers will be executed through intergovernmental agreements.
4. Eligible local governments and special districts may form consortiums to combine their allocations for eligible purposes.

Metro and local agencies will maintain Greenspaces included in the metropolitan-wide system in perpetuity in accordance with management plans. Where possible, deed restrictions will be included at the time of transfer of property, from private property owner to Metro or local government, Metro to local government, local government to Metro, or Metro or local government to nonprofit organization, which require use of the land for open space purposes in perpetuity.

## EXHIBIT A

### **Parks Providers** as of July 1, 2005

*(Eligible for local-regional general obligation bond split)*

#### **Special Districts**

North Clackamas Parks and Recreation District  
Tualatin Hills Parks and Recreation District

#### **Counties**

Clackamas County  
Multnomah County (Metro)  
Washington County

#### **Cities**

Beaverton  
Etc.

The local share of bond funds, as described in Paragraph 1 of this Framework Document shall be apportioned among parks providers in each county on the basis of county-wide totals established using November 30, 2004 assessed valuation with the Metro boundary. Estimated countywide totals based on 2004 assessed valuation information are as follows:

Clackamas County:	23.88%
Multnomah County:	43.49%
Washington County:	32.43%

Formulas for allocating countywide totals among parks providers in each county are to be determined at the discretion of each county and their parks providers based upon per capita distribution to cities, with specific direction to account for sub-regional park districts (THPRD, NCPRD) and allocating equitably, taking into account in some way for any areas likely to experience unusually high growth in the next 10 years – Damascus, Villebois, Betheny, etc

## EXHIBIT B

### Local Greenspaces Project Guidelines

Local governments will be entitled to receive a portion of the initial voter approved regional Greenspaces bond measure funds based on the allocation formula as set out in Exhibit A). Projects eligible for local greenspaces project funding must meet the following criteria:

1. Eligible agency is a park provider as of July 1, 2005.
2. Funds must be expended on Greenspaces related activities only, including:

#### Acquisition

- Fee Simple (or easement) to purchase regionally significant Greenspaces and/or trail corridors identified in the Metropolitan Greenspaces Master Plan, Regional Greenspaces System Concept Map (adopted 2002), the Regional Trails Plan Map (adopted 2002), the Nature in Neighborhood Map (Fish & Wildlife Habitat Protection Program, Resource Classification Map), and/or locally determined significant Greenspaces and/or trail corridors.
- Costs associated with the acquisition of property.

#### Capital Improvements

- Restoration or enhancement of natural areas
  - Trail construction
  - Access facilities such as roads that are an integral part of the greenspace, parking, boat ramps, trail heads, Americans with Disabilities Act (ADA) requirements.
  - Public use facilities such as rest rooms, picnic tables, shelters, viewing blinds, water systems, camp sites, fishing piers, and associated appurtenances including signs, fences, security lighting, barbecues.
  - Environmental education facilities such as nature centers and interpretive displays.
-

3. The park provider will enter into an Intergovernmental Agreement (IGA) to be approved by the Metro Council and the governing board of the park provider. The IGA shall require signage at the project site in an appropriate location(s) to acknowledge Metro, the park provider, and other project partners; funds from the bond measure shall not be used to replace local funds on project; and funds from the bond measure should leverage other sources of revenue when possible.
4. A list of local share projects with estimated costs, and approved by the governing board of each jurisdiction shall be delivered to Metro no later than March 1, 2006 to be eligible for local share funding.

5. Greenspace sites subject to local share funding will be maintained for its intended recreational, natural area, or trail activities. Any decision by a park provider to convey title or grant real property rights to property that said park provider purchased with bond proceeds shall be made by vote of its duly elected or appointed governing body at a public meeting, in accord with said governing body's adopted public meeting procedures. Any proceeds from the sale of the property or from the rights to the property shall be used for the purpose set out in the appropriate local share Intergovernmental Agreement (IGA).

### Local Share Allocations

	<b>Option 1</b>	<b>Option 2</b>	<b>For Reference</b>
	<b>2004 Assessed Value</b>	<b>July 2004 Population</b>	<b>1995 Local Share</b>
	<b><u>Allocation</u></b>	<b><u>Allocation</u></b>	<b><u>Allocation</u></b>
Clackamas County	23.9%	23.4%	19.9%
Multnomah County	43.7%	45.1%	50.6%
Washington County	32.4%	31.5%	29.5%

## CHALLENGE GRANT

### Goal:

Leverage the region's resources and commitment to a better future for wildlife and the environment by establishing a grant/ partnership program to distribute bond funds for acquisition, restoration and other approved capital projects.

### Prioritize projects that:

- Assist in creating an interconnected system of open spaces, parks, and natural areas and/or;
- Conserve and/or restore:
  - rare and unique habitat
  - Goal 5, class A & B, I and II lands
  - Headwaters and confluences of the region's streams and rivers
- Facilitate and encourage creative and innovative solutions that benefit the natural environment and will serve as models for the community, and/or
- Leverage bond dollars and the communities resources

### Eligible Applicants:

Grant program shall be open to government agencies, and non-profits, including Friends, community groups or any other acceptable entity.

### Evaluation and Awarding of Grants:

- Establish an Evaluation Committee
  - 7 – 9 member Committee appointed by Council
- Review and award grants every 6 months
- Annual review of projects by Council
- Strive for geographic balance in project awards
- Up to 75% match, but encourage projects with greater leverage

### Eligible Match:

- Staff-time –(set a percentage cap or a maximum on a case by case basis)
- Volunteer time
- Equipment/material
- Land purchase price, donation value, or other lands purchased within the system

**Technical Assistance:** Provide technical assistance so that all segments of the community can participate in the program:

- Science Team (design and permitting)
- Project and Construction Management
- Implementation (SWAT Team)
- 5-year maintenance program
- Real Estate Services

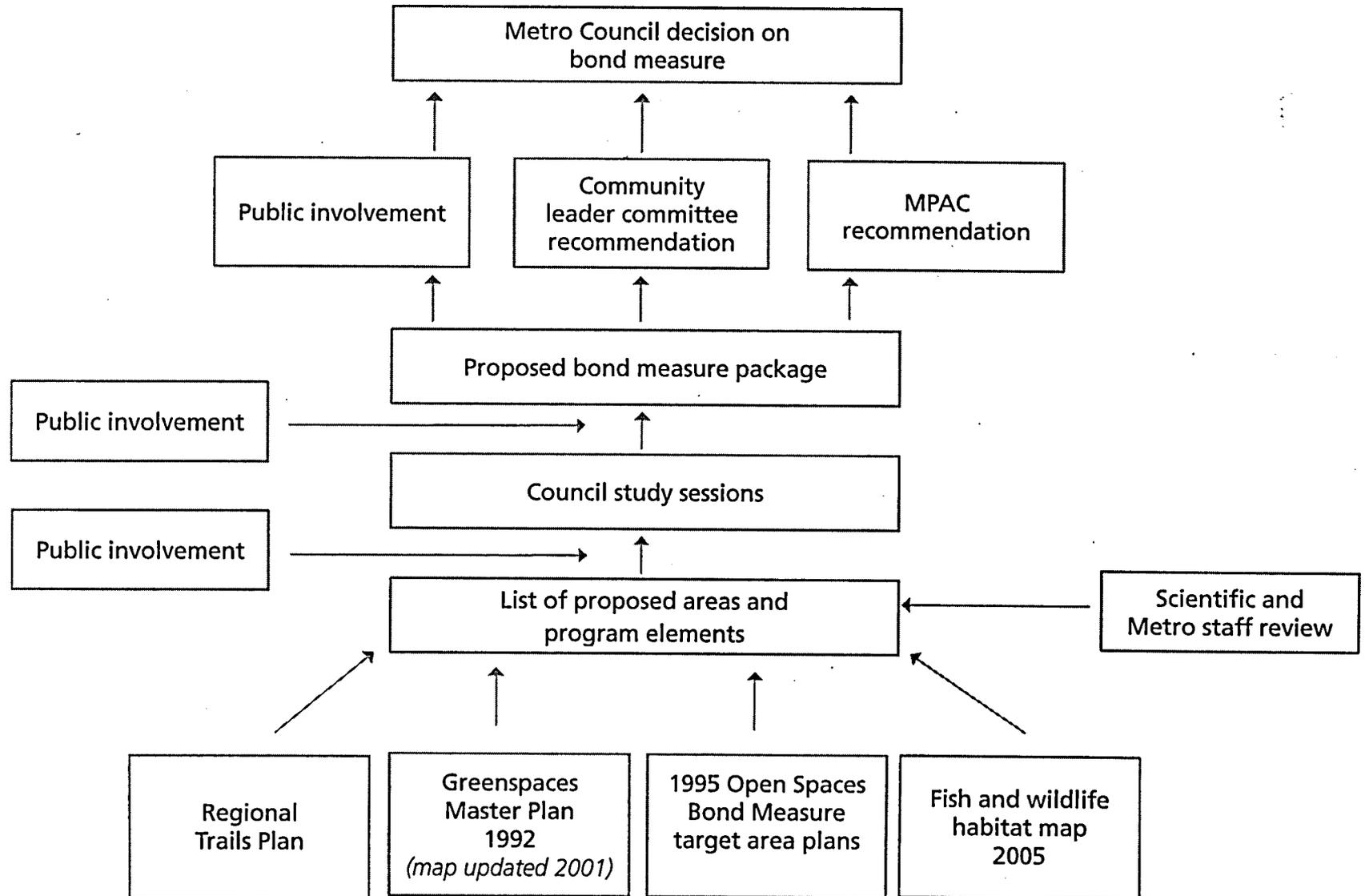


**Estimate of Milage Rates on varous bond amounts**

Bond Amount	\$135,000,000	\$200,000,000	\$225,000,000	\$235,000,000	\$250,000,000	\$265,000,000	\$270,000,000	\$300,000,000	\$325,000,000
Interest Rate	5.25%	5.25%	5.25%	5.25%	5.25%	5.25%	5.25%	5.25%	5.25%
Term in Years	20	20	20	20	20	20	20	20	20
Annual Debt Service	\$11,063,520	\$16,390,500	\$18,439,250	\$19,259,000	\$20,488,000	\$21,717,500	\$22,127,250	\$24,586,000	\$26,634,500
2004 Assessed Value	\$96,486,155,140	\$96,486,155,140	\$96,486,155,140	\$96,486,155,140	\$96,486,155,140	\$96,486,155,140	\$96,486,155,140	\$96,486,155,140	\$96,486,155,140
Millage Rate per \$1000/Assessed Value	\$0.11470	\$0.16990	\$0.19110	\$0.19960	\$0.21230	\$0.22510	\$0.22930	\$0.25480	\$0.27600
RMV - Home	\$250,000	\$250,000	\$250,000	\$250,000	\$250,000	\$250,000	\$250,000	\$250,000	\$250,000
TAV - Home	\$174,750	\$174,750	\$174,750	\$174,750	\$174,750	\$174,750	\$174,750	\$174,750	\$174,750
Annual Tax Paid	\$20.04	\$30	\$33	\$35	\$37	\$39	\$40	\$45	\$48

Interest Rate = Average coupon rate for April 2005 GO refunding issue plus .50%, rounded up to nearest .25 percent  
 2004 Assessed Value from FY 2004-05 Tax Supervising & Conservation Commission Annual Report

# Process for the 2006 Ballot Measure





# Metro Open Spaces, Water Quality & Zoo

---

Quantitative Research  
June 2005

---

**McCaig Communications ⊕ Opinion Research, Inc.**



## Survey Methodology

---

- Conducted June 7-11 2005
- Sample size: 600 registered voters (2/4 general elections)  
*2 out of 4 last 4 elections*
  - Clackamas 200
  - Washington 200
  - Multnomah 200
  - [City of Portland 160]
- Margin of error +/- 4.0%

McCaig Communications ⊕ Opinion Research, Inc.

2



## Purpose

---

- Test support for ballot title concepts:
  1. Open spaces
  2. Open spaces + zoo
  3. Water quality
  4. Clean drinking water/public health
- Examine \$ thresholds/*elasticity*
- Test support for specific programs, projects, services and measure 'mechanics'
- Identify compelling messages & persuasive messengers

McCaug Communications © Opinion Research, Inc.

3



## Presentation Outline

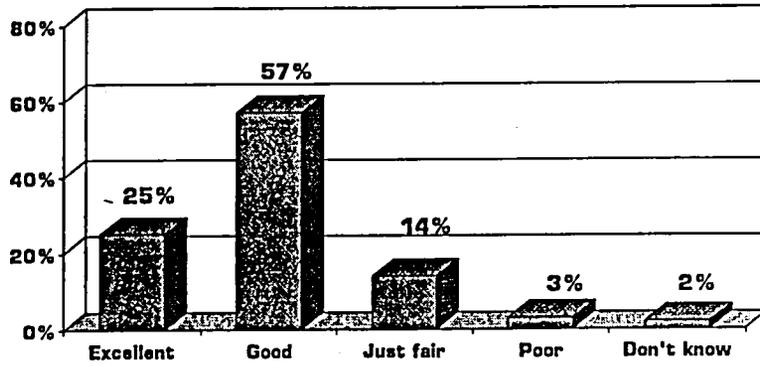
---

- Ballot title tests & \$ threshold
- Projects, programs & services
- Provisions/mechanics
- Arguments for & against
- Ballot title retest

McCaug Communications © Opinion Research, Inc.

4

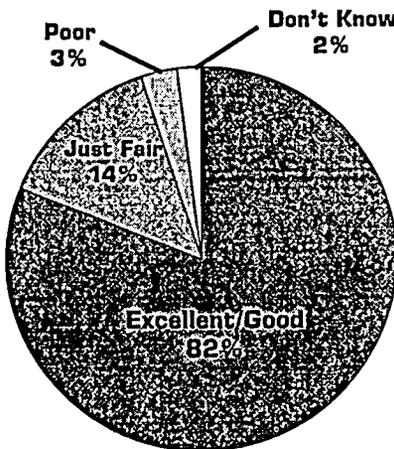
Overall, how would you rate the quality of life in the Portland metropolitan area? (Q1)



McCaig Communications © Opinion Research, Inc.

5

Overall, how would you rate the quality of life in the Portland metropolitan area? (Q1)



*vs right direction  
wrong direction*

McCaig Communications © Opinion Research, Inc.

6

## Open Spaces Ballot Title

Shall Metro preserve open spaces, parks; protect fish, wildlife; improve water quality; issue \$ 275 million (dollars) in general obligation bonds?

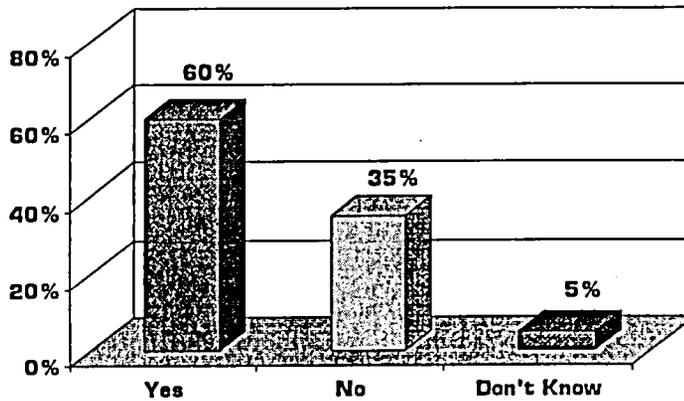
03  
Hail but  
no  
FEW

McCaig Communications © Opinion Research, Inc.

7

## Open Spaces Ballot Title

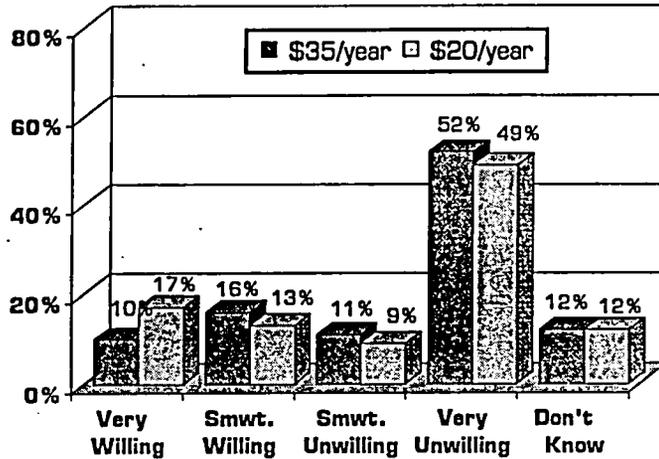
(Split sample) (Q2a with leaners)



McCaig Communications © Opinion Research, Inc.

8

[Ask lean yes thru definitely no] Would you be willing to pay \_\_\_\_\_ more in taxes to protect water quality, preserve fish and wildlife, maintain parks, restore natural areas and open spaces in your community? (Q2c)



McCaig Communications © Opinion Research, Inc.

11

## Open Spaces + Zoo Ballot Title

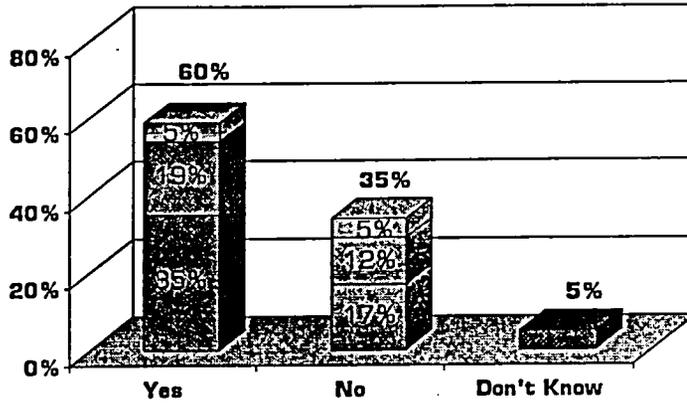
Shall Metro protect fish, wildlife; preserve parks, open spaces; improve Oregon Zoo; issue \$ 275 million (dollars) in general obligation bonds?

McCaig Communications © Opinion Research, Inc.

12

## Open Spaces Ballot Title

(Split sample) (Q2a with leakers)

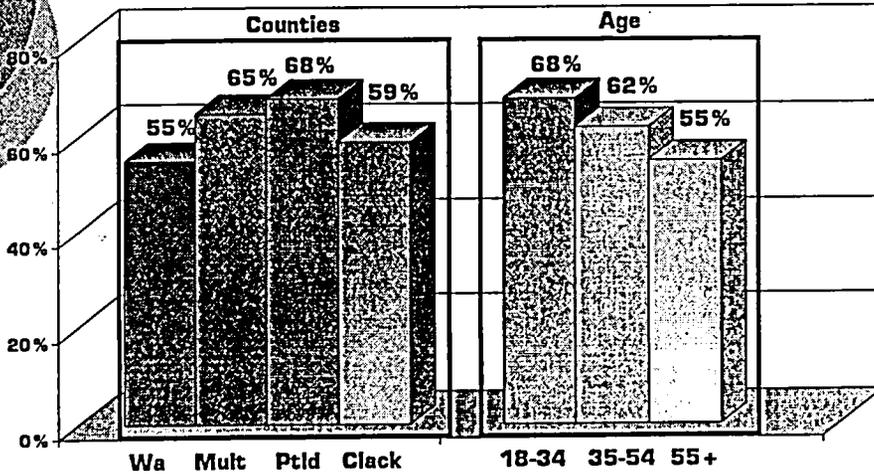


McCaig Communications © Opinion Research, Inc.

9

## Open Spaces Ballot Title

By county & age

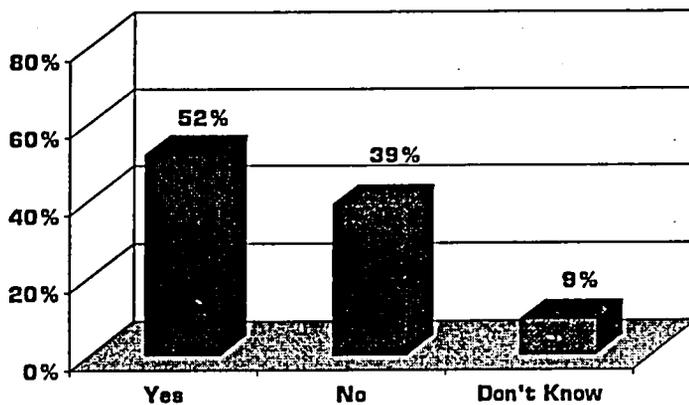


McCaig Communications © Opinion Research, Inc.

10

## Open Spaces + Zoo Ballot Title

(Split sample) (Q3a with leaners)

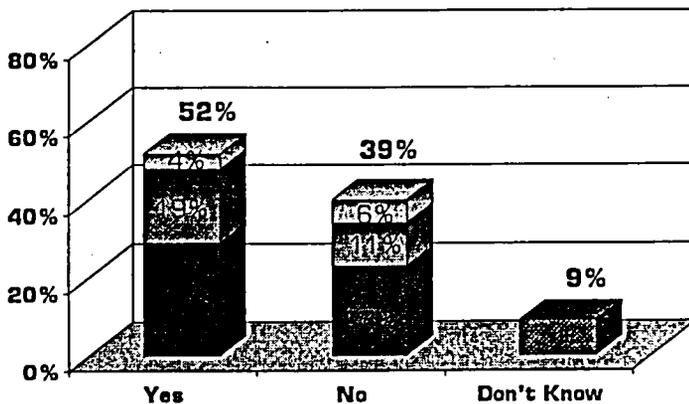


McCaig Communications © Opinion Research, Inc.

13

## Open Spaces + Zoo Ballot Title

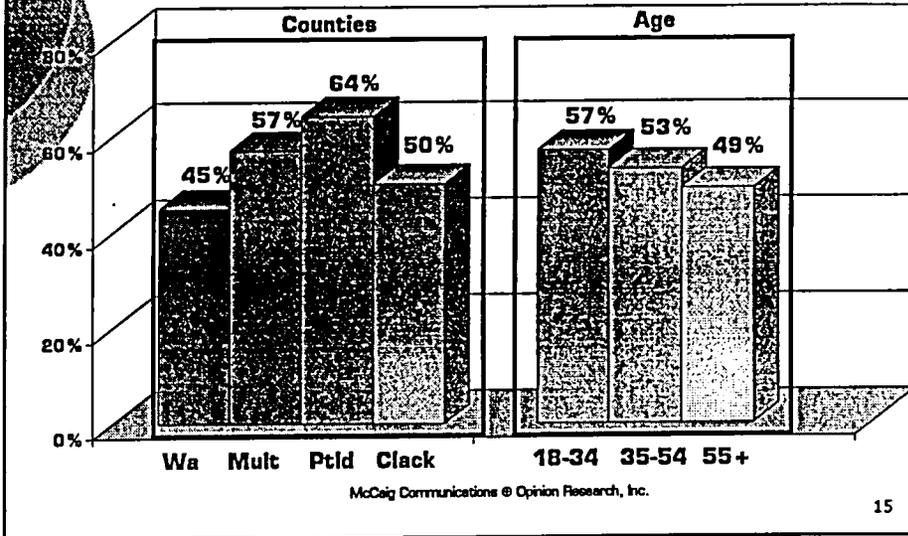
(Split sample) (Q3a with leaners)



McCaig Communications © Opinion Research, Inc.

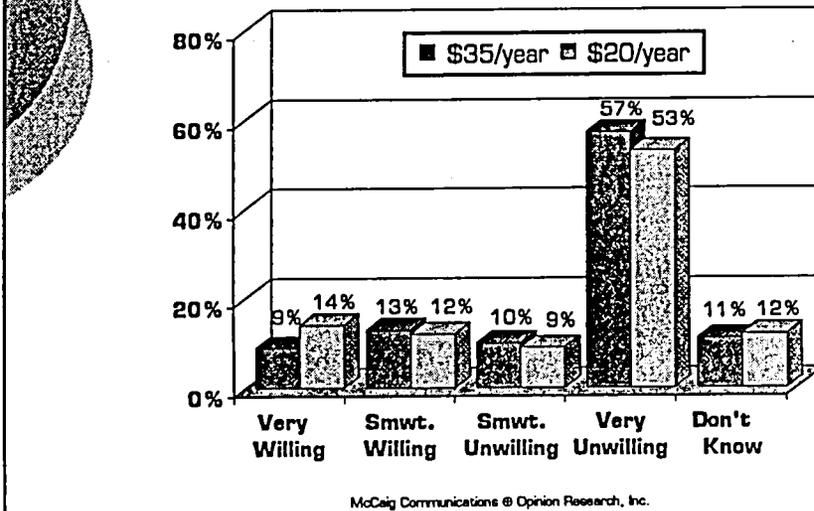
14

## Open Spaces + Zoo Ballot Title By county & age



15

(Ask lean yes thru definitely no) Would you be willing to pay \_\_\_ more in taxes to protect water quality, preserve fish and wildlife, improve the Oregon zoo, maintain parks, restore natural areas and open spaces in your community? (Q3c)



16

## Water Quality Ballot Title

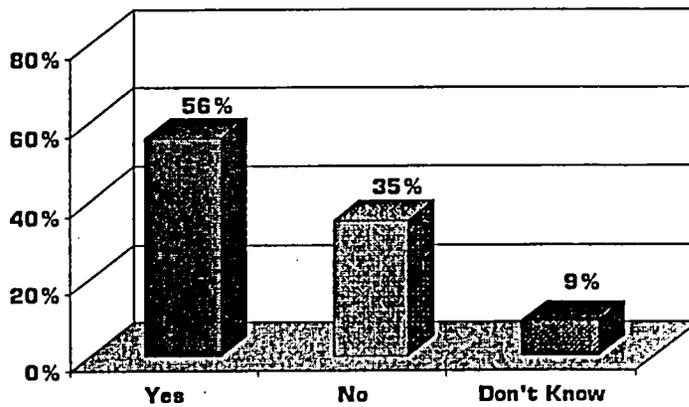
Shall Metro protect rivers, streams; improve water quality; preserve fish, wildlife habitat; issue \$ 275 million (dollars) in general obligation bonds?

McCaig Communications © Opinion Research, Inc.

17

## Water Quality Ballot Title

(Split sample) (Q4a with leaners)

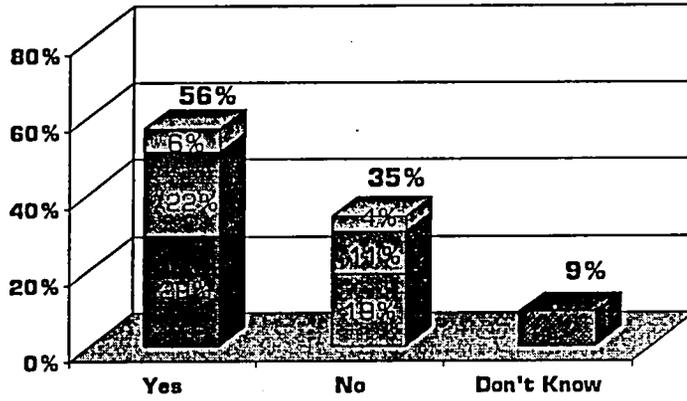


McCaig Communications © Opinion Research, Inc.

18

## Water Quality

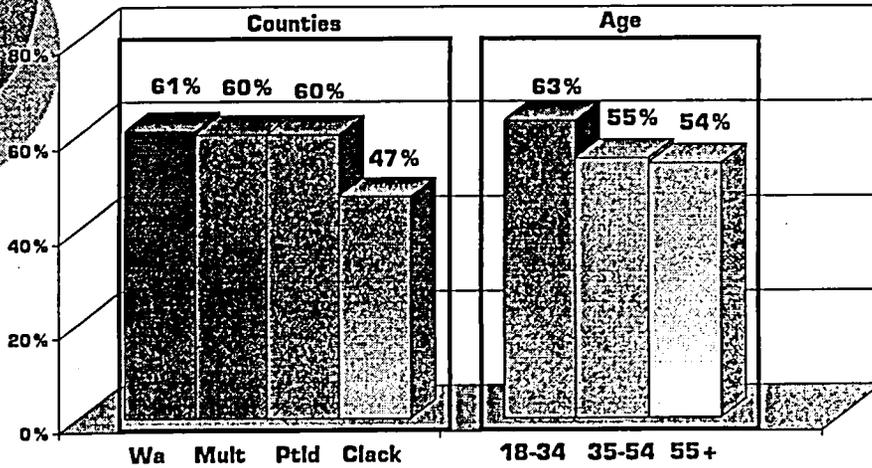
(Split sample) (Q4a with leaners)



McCaig Communications © Opinion Research, Inc.

19

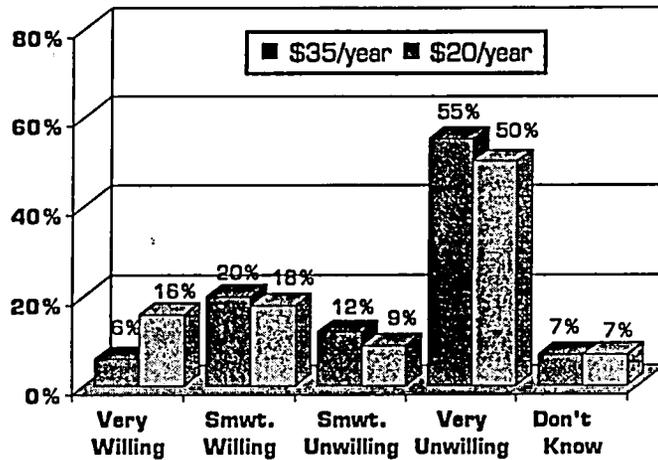
## Water Quality Ballot Title By county & age



McCaig Communications © Opinion Research, Inc.

20

[Lean yes thru definitely no] Would you be willing to pay \_\_\_ more in taxes to protect rivers and streams; improve water quality, and preserve fish, wildlife habitat in your community?  
 (Q4c)



McCaig Communications © Opinion Research, Inc.

21

## Clean Drinking Water Ballot Title

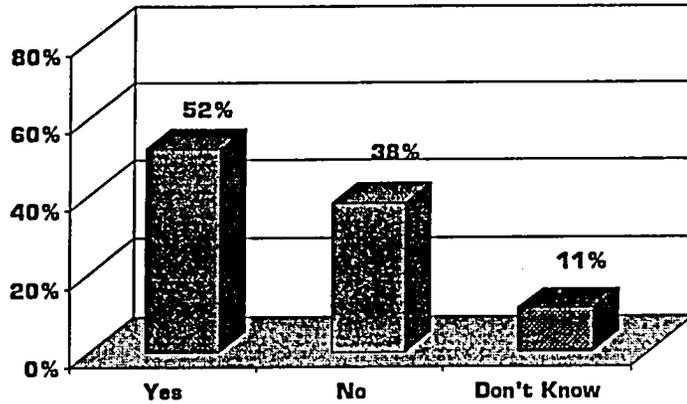
Shall Metro preserve clean drinking water; protect public health; restore rivers, streams; issue \$ 275 million (dollars) in general obligation bonds?

McCaig Communications © Opinion Research, Inc.

22

## Clean Drinking Water Ballot Title

[Split sample] (Q5a with leaners)

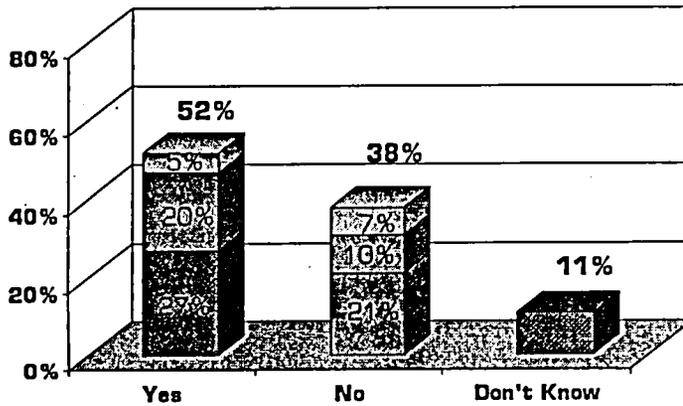


McCaig Communications © Opinion Research, Inc.

23

## Clean Drinking Water Ballot Title

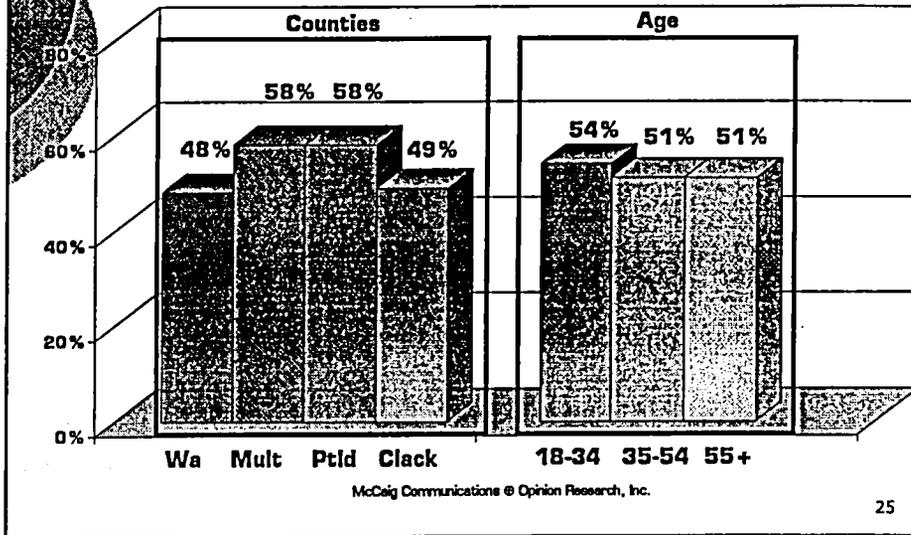
[Split sample] (Q5a with leaners)



McCaig Communications © Opinion Research, Inc.

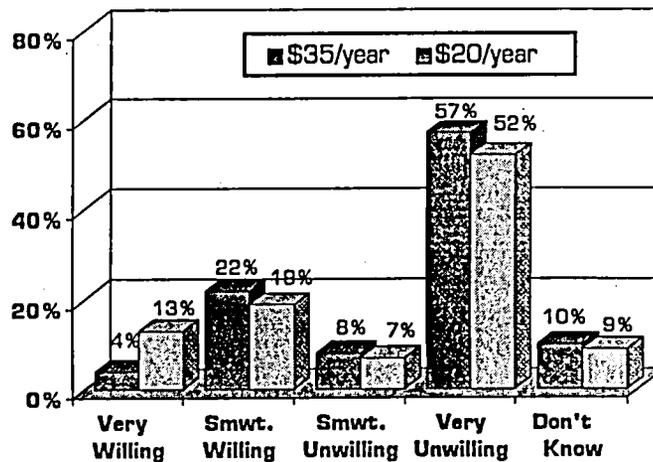
24

## Clean Drinking Water Ballot Title By county & age



25

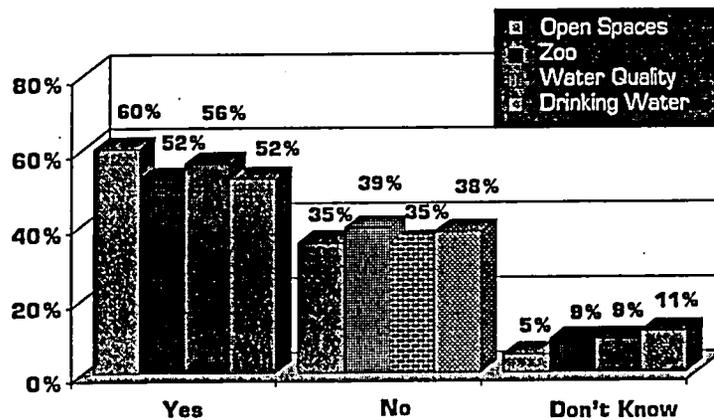
[Lean yes thru definitely no] Would you be willing to pay \_\_\_ more in taxes to preserve clean drinking water, protect public health, and restore rivers and streams in your community?



McCaig Communications © Opinion Research, Inc.

26

## Comparison



McCaig Communications © Opinion Research, Inc.

27

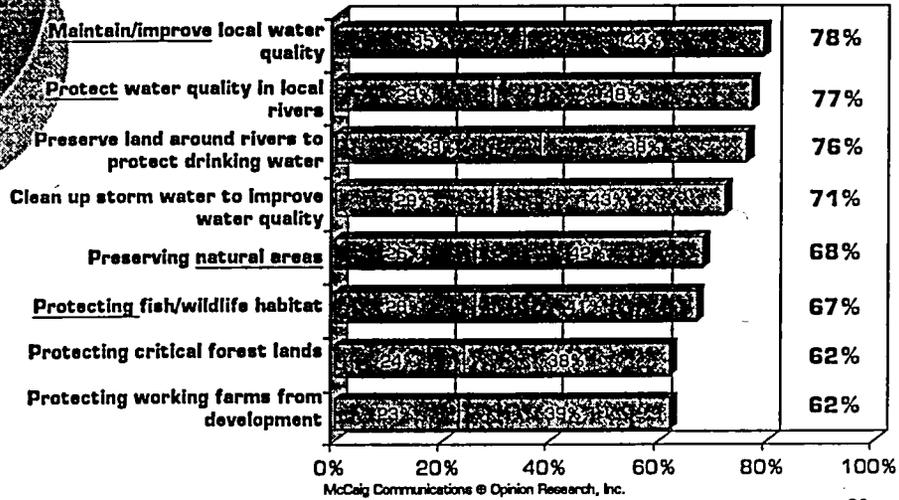
## Projects, Programs & Services

- Twenty-four different projects, programs and services (five zoo specific)
- Important personally
- Testing general concepts, and
- Specific language

McCaig Communications © Opinion Research, Inc.

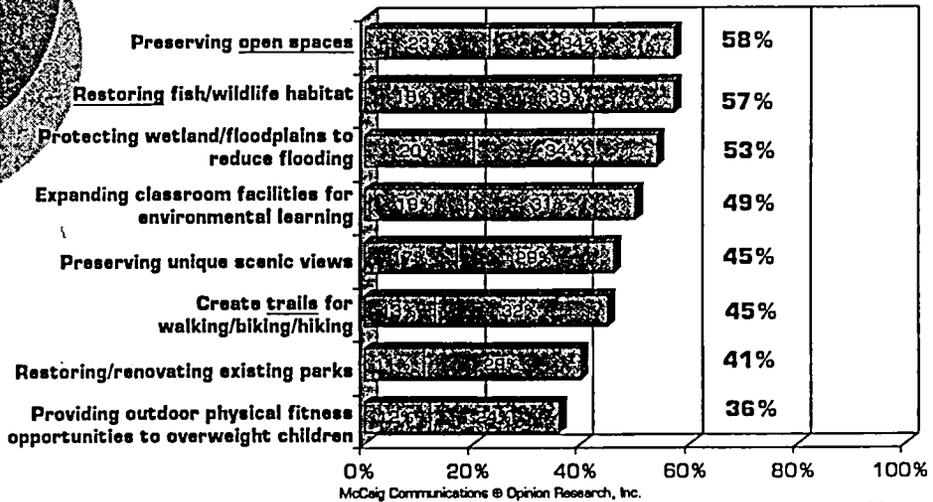
28

Now I'd like to read you some projects, programs and services that could be funded by these ballot measures. For each item I read, please tell me how important the project or service is to you personally. (Extremely and somewhat important combined) (Q6)



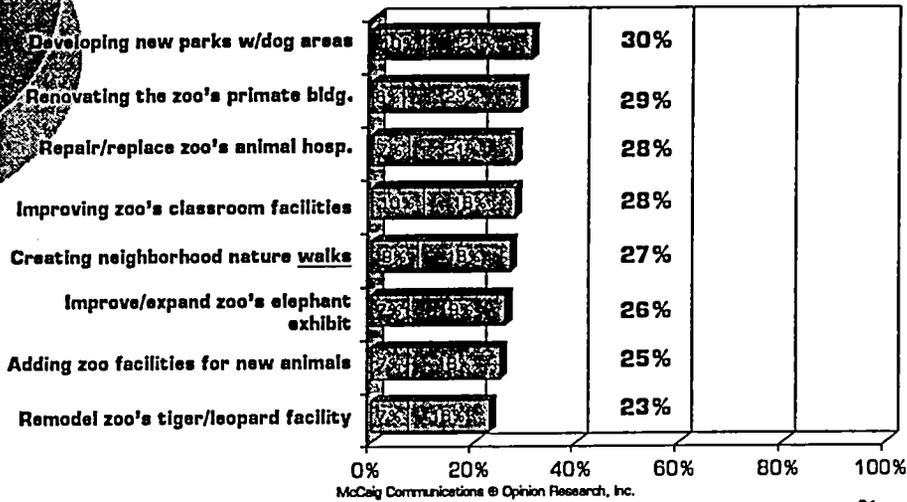
29

### Projects, programs and services continued (Q6)

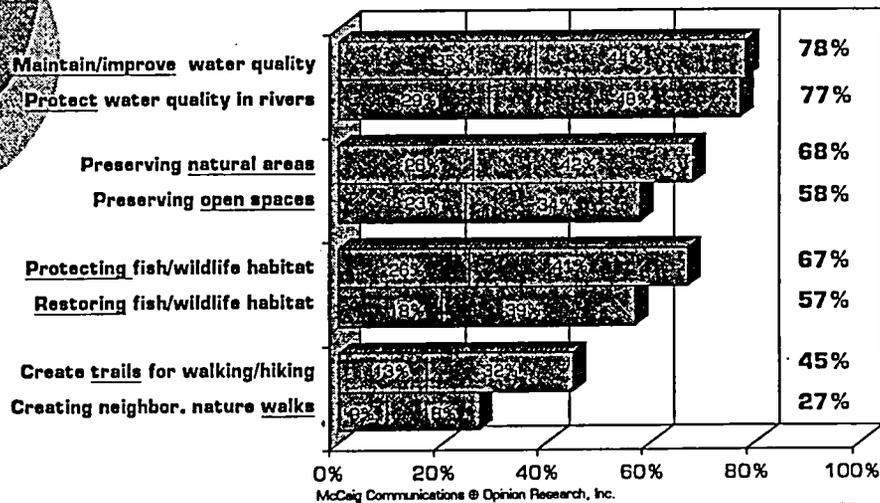


30

### Projects, programs and services continued (Q6)



### Split Samples (Extremely and somewhat important combined) (Q6)





## Provisions/measure mechanics

---

- Six provisions: accountability, local share
- More or less likely to support a measure

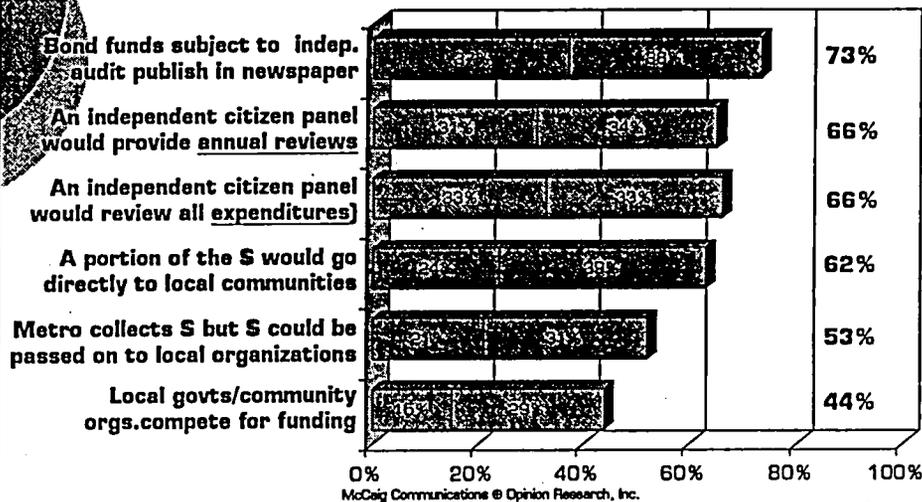


## Reasons to Support and Oppose

---

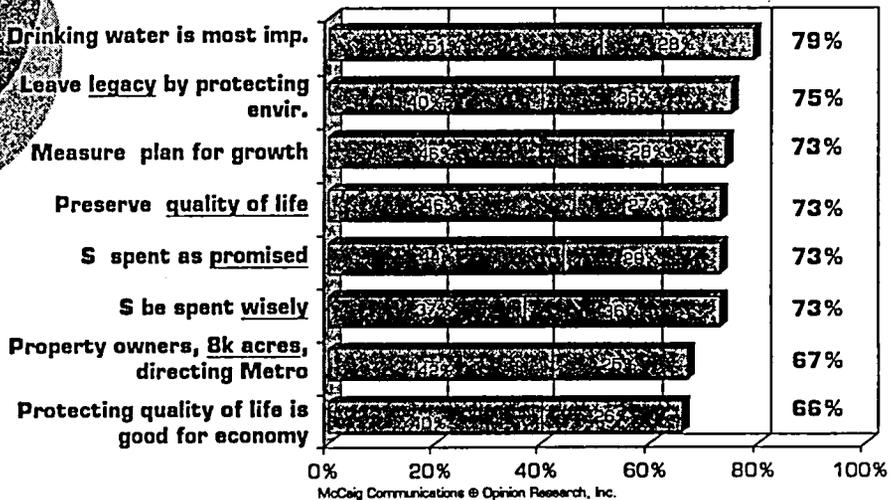
- Fifteen reasons to support/five reasons to oppose
- More inclined to vote in favor
- Reasons to support: emotional, practical, accountability, and accomplishments
- Reasons to oppose: anti-tax and metro specific

Next, I am going to read a list of provisions that could be included in these ballot measures. After I read each one, please tell me whether you would be more likely or less likely to support a measure if that feature were included. (Much more & somewhat more likely combined) (Q7)



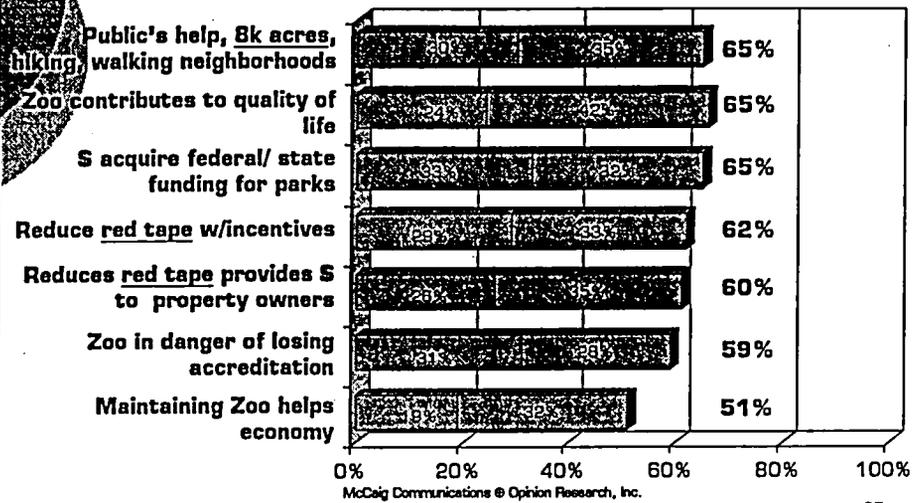
35

Now I'd like to read you some reasons to support and oppose these ballot measures. Let's start with reasons to support. After I read each reason, please tell me whether it makes you more inclined to vote in favor of the measure. (Much more and somewhat more inclined combined)(Q8)

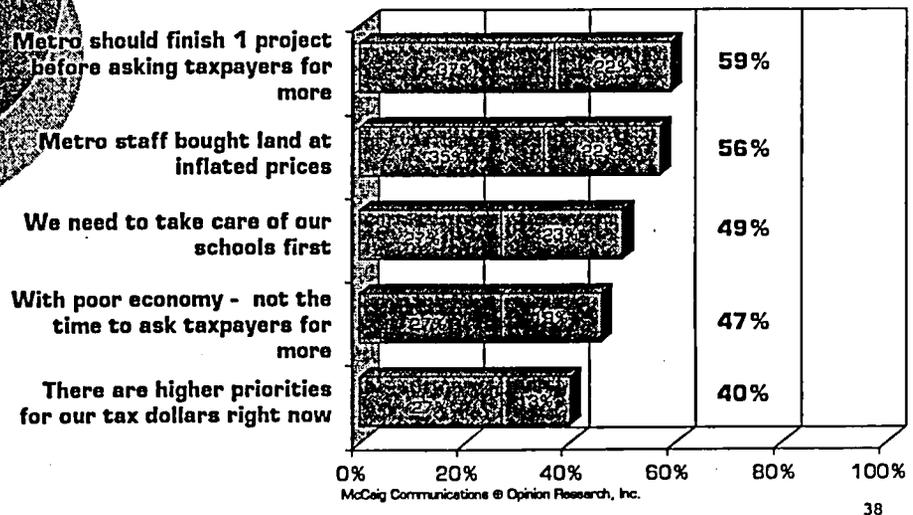


36

### Reasons to support continued (Q8)



Now I'd like to read you some reasons to oppose these ballot measures. After I read each reason, please tell me whether it makes you more inclined to vote against the measure. (Much more and somewhat more inclined combined)(Q9)



## Retest Ballot Titles

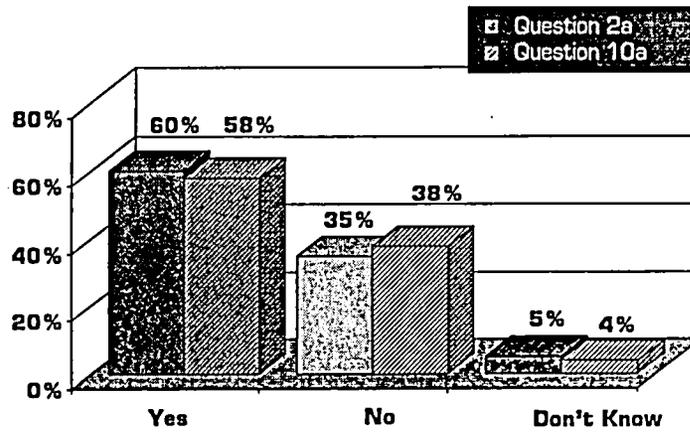
- Open spaces
- Open spaces + Zoo
- Water quality
- Clean drinking water/public health

McCaig Communications © Opinion Research, Inc.

39

## Retest: **Open Spaces** Ballot Title

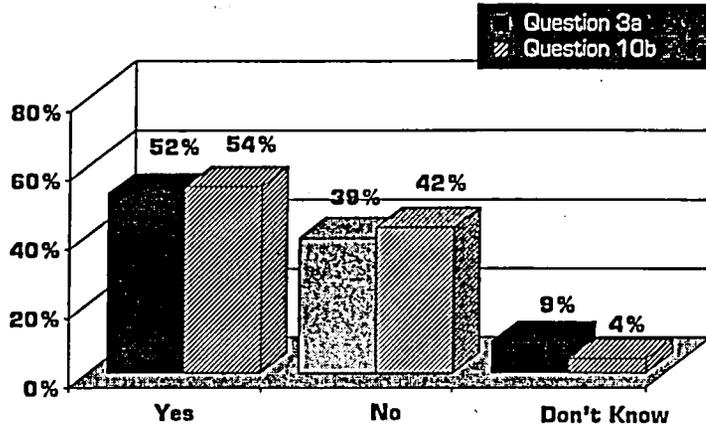
[Q2a/Q10a]



McCaig Communications © Opinion Research, Inc.

40

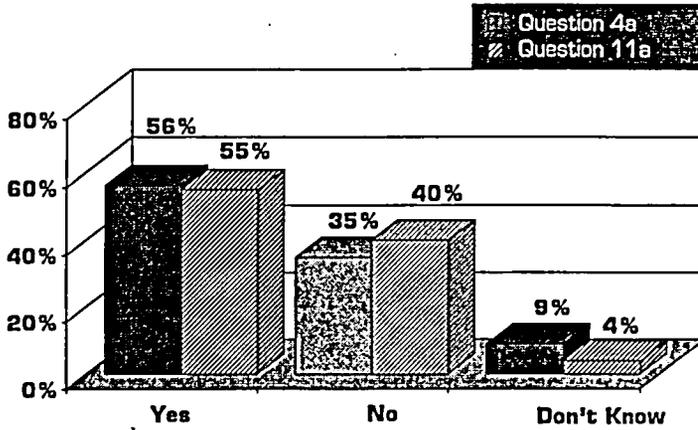
Retest: Open Spaces + Zoo Ballot Title  
 (Q3a/Q10b)



McCaig Communications © Opinion Research, Inc.

41

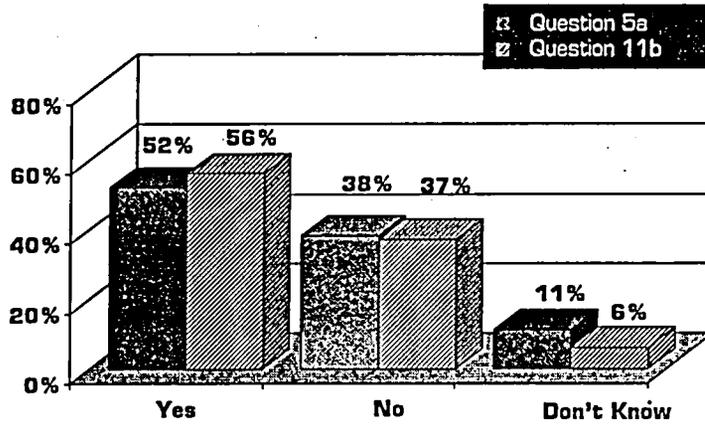
Retest: Water Quality Ballot Title  
 (Q4a/11a)



McCaig Communications © Opinion Research, Inc.

42

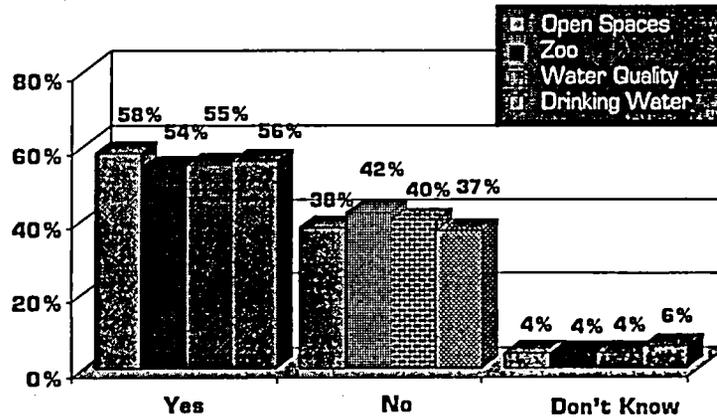
## Retest: Clean Drinking Water Ballot Title (Q5a/Q11b)



McCaig Communications © Opinion Research, Inc.

43

## Retest Comparison



McCaig Communications © Opinion Research, Inc.

44

## Messengers

---

- Who's credible talking about: water quality, natural areas, improving the zoo, and preserving open spaces.

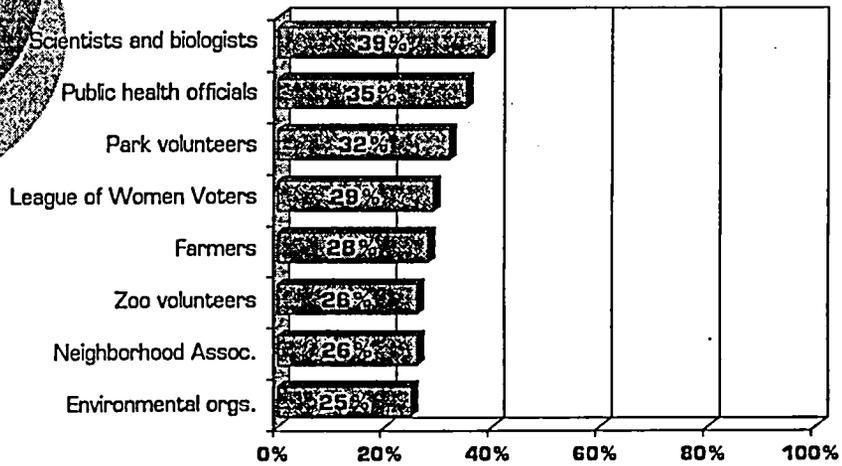
McCaug Communications © Opinion Research, Inc.

45

## Messengers

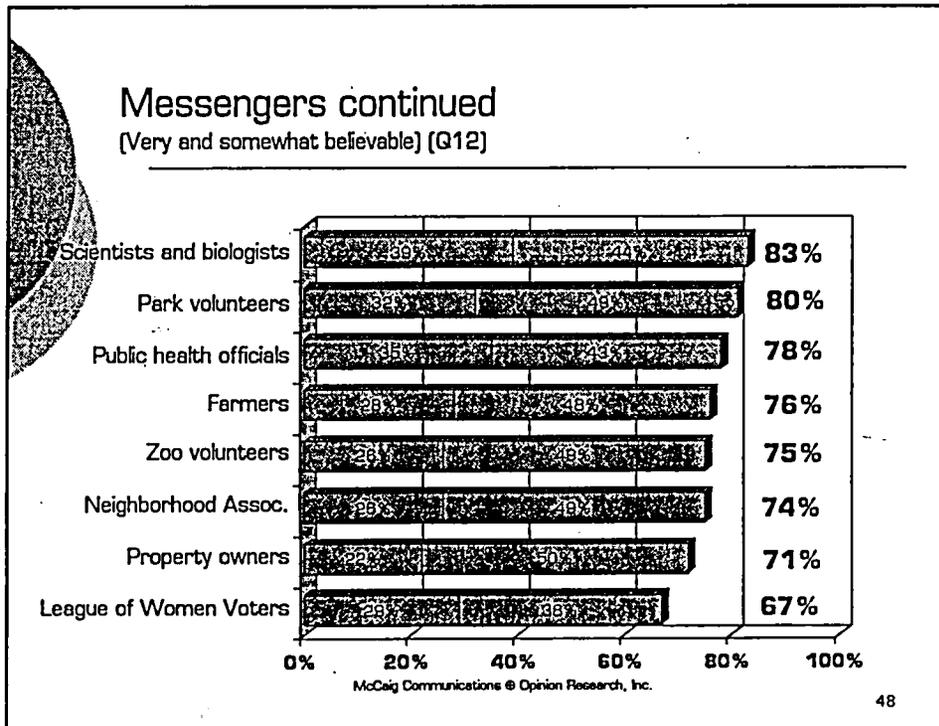
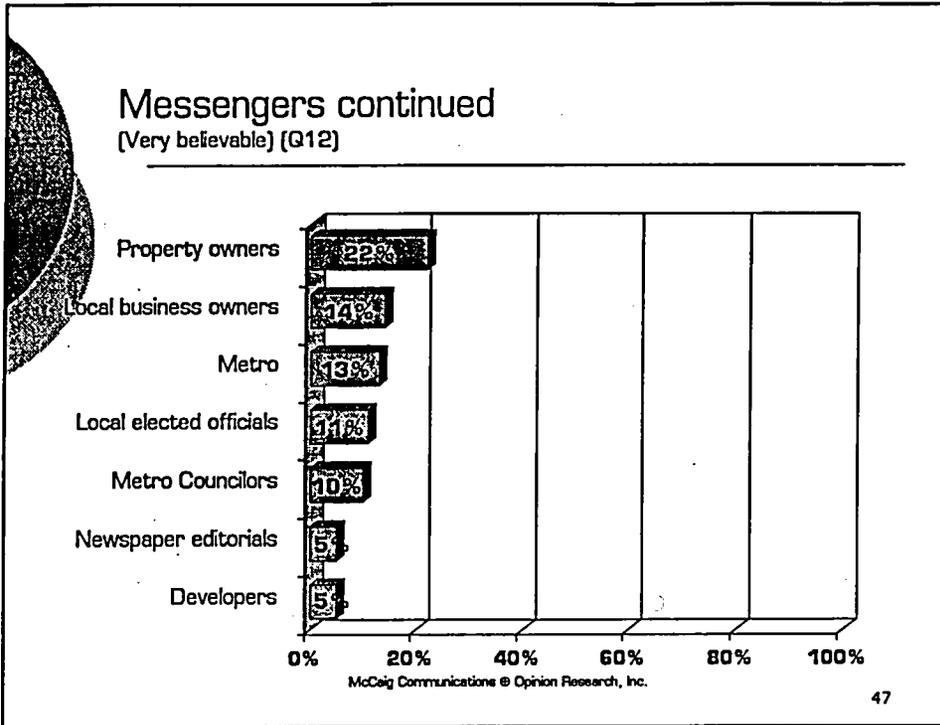
---

(Very believable) (Q12)



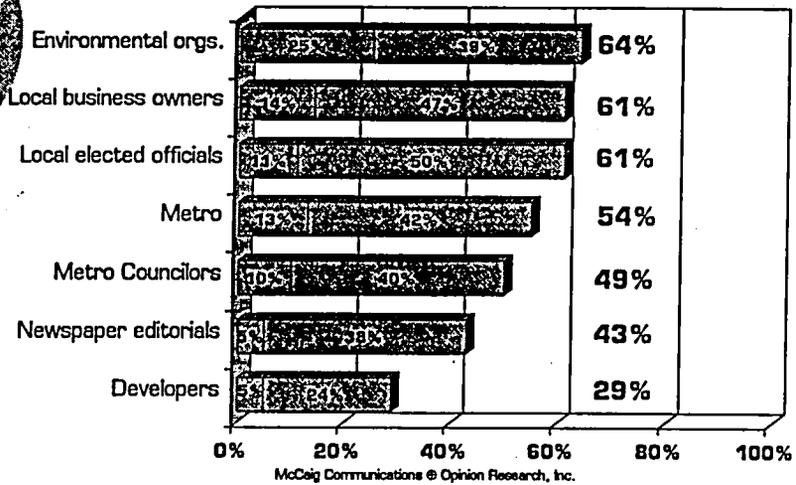
McCaug Communications © Opinion Research, Inc.

46



## Messengers continued

(Very and somewhat believable) (Q12)



49

## **BALLOT TITLES**

### **Open Spaces**

Shall Metro preserve open spaces, parks; protect fish, wildlife; improve water quality; issue \$ 275 million (dollars) in general obligation bonds?

Funds will protect specified open space in the region, maintain water quality in rivers and streams and protect salmon, trout and steelhead. Restore natural areas. Offer more hiking, walking and wildlife watching opportunities. Bonds mature in not more than 20 years. Bond cost estimate is about .33 cents per \$ 1,000 (dollars) of assessed value per year. A typical homeowner pays \$ 50.00 (dollars) a year, about \$ 4.00 (dollars) per month.

### **Open Spaces + Zoo**

Shall Metro protect fish, wildlife; preserve parks, open spaces; improve Oregon Zoo; issue \$ 275 million (dollars) in general obligation bonds?

Funds will protect specified open space in the region, maintain water quality in rivers and streams and protect salmon, trout and steelhead. Offer more hiking, walking and wildlife watching opportunities. Maintain and improve Oregon Zoo. Bonds mature in not more than 20 years. Bond cost estimate is about .33 cents per \$ 1,000 (dollars) of assessed value per year. A typical homeowner pays \$ 50.00 (dollars) a year, about \$ 4.00 (dollars) per month.

### **Water Quality**

Shall Metro protect rivers, streams; improve water quality; preserve fish, wildlife habitat; issue \$ 275 million (dollars) in general obligation bonds?

Funds will protect rivers, streams and creeks and the land around them to maintain and improve water quality. Protect ground water. Restore wetlands and floodplains to reduce flooding. Bonds mature in not more than 20 years. Bond cost estimate is about .33 cents per \$ 1,000 (dollars) of assessed value per year. A typical homeowner pays \$ 50.00 (dollars) a year, about \$ 4.00 (dollars) per month.

### **Clean Drinking Water**

Shall Metro preserve clean drinking water; protect public health; restore rivers, streams; issue \$ 275 million (dollars) in general obligation bonds?

Funds will protect rivers, streams and creeks and the lands around them to improve water quality, protect clean drinking water and public health. Restore wetlands and floodplains to reduce flooding. Bonds mature in not more than 20 years. Bond cost estimate is about .33 cents per \$ 1,000 (dollars) of assessed value per year. A typical homeowner pays \$ 50.00 (dollars) a year, about \$ 4.00 (dollars) per month.