





APPENDIX A Community Outreach Findings



Tigard Recreation Program Study

Outreach Summary

Introduction

The City of Tigard is examining the role that City government should play in providing recreation programming (e.g., classes, events, sports). This includes identifying community programming priorities and discussing potential sustainable levels of investment in future recreation services.

As part of this process, two forms of public outreach were undertaken in the first phase of the planning process.

- Stakeholder interviews: Eleven stakeholders were interviewed in Summer 2014 to discuss their insights regarding the roles that the City of Tigard should play in providing recreation programming. Stakeholders included City representatives and recreation leaders in the community.
- Recreation Questionnaire: An online questionnaire was available from June 11 – August 1 to collect feedback on recreation participation, satisfaction, and desired programming. The online questionnaire allowed all interested parties to have a voice in the planning process. More than 600 people responded.

An overview of the methodology and summary of key findings are presented below. Questionnaire data tables are attached as an appendix to this memo.

Stakeholder Interviews

Stakeholder interviews were conducted by phone and in person to address ten questions related to the provision of recreation programs in Tigard. Interviews ranged from 20-45 minutes in length, as interviewees were encouraged to share their insights and views regarding the realities and opportunities to provide or facilitate programming. Interviews were held with the following stakeholders, who were identified by City staff for this project:

- Marty Wine, City Manager
- Marland Henderson, City Council President
- Marc Woodard, City Councilor
- Gretchen Buehner, City Councilor
- Jason Snider, City Councilor
- Gary Romans, Mask & Mirror
- Kim Kelleher, Tigard Little League
- Brian Wegener, Tualatin Riverkeepers

- Shannon Wilson, Community Partners for Affordable Housing
- Neil Brown, The Meadows Group
- Mia Bartlett, Oregon Human Development Corporation

Key Themes

The following themes emerged during the interviews. These ideas reflect the combined ideas of several (but not necessarily all) stakeholders.

- City-provided recreation opportunities are limited but appreciated.

 Stakeholders are proud of opportunities associated with the Library, Cook Park, City trails, sports and sports tournaments, and the Balloon Festival.
- More recreation opportunities are needed. Stakeholders all agreed that Tigard residents deserve to have more recreation programming options to support a higher quality of life. However, there were very different opinions on what types of programming opportunities are most needed.
- People with money find available recreation opportunities. Residents in Tigard with the means to travel and pay extra can take advantage of a variety of recreation options offered by other entities inside and outside Tigard, including public and private providers. The challenge is that "you have to be able to pay to play."
- Lower income residents lack options. Many residents in Tigard cannot afford the higher fees, time and transportation requirements to recreate outside of Tigard or pay for private fitness clubs and programs. Cost, limited transportation options, a lack of information, language barriers and even the concentration of programs downtown versus around the city were noted as real obstacles to recreation participation. There is a void in recreation activities for low income groups in the summer.
- **Different groups need services.** While most stakeholders agreed that low income residents were underserved, several different groups were noted as being "most in need" of recreation programs and services. These included:
 - o Families
 - o Teens
 - Youth (also those known as "disposable kids")
 - o Adults
 - o Older adults and seniors
 - People in underserved sections of town, such as Metzger and Greenburg Road area
 - o Students during non-school times
 - o Hispanic/bilingual populations
 - o People who do not play sports

- Centralized vs. close-to-home recreation opportunities needed. While some stakeholders discussed needs for centralized recreation opportunities, others emphasized the value of distributing programs and services around town to reach more people, remove obstacles associated with transportation and traffic, provide walkable recreation options, highlight nearby nature, and activate existing facilities.
- Speed of increasing City support for recreation. Most stakeholders agreed that now is time for the City to provide greater support to residents who want more recreation options. Some stakeholders indicated that the City should quickly ramp up its leadership, staffing, facilities and efforts, while more agreed that a slow, sequential process of enhancing recreation will be needed to create sustainable programming.
- City is not in the recreation business. The City of Tigard is not currently in the recreation business and lacks the facilities, manpower, equipment and expertise to provide full-fledged recreation services. Given these challenges, several stakeholders thought it may "unsustainable" for the City to provide programming. Several felt that a more logical step is to investigate options for other providers, such as the Tualatin Hills Park and Recreation District (THPRD), YMCA and private groups, to provide services in Tigard.
- **City role in providing services.** None of the stakeholders envisioned the City as a full-service recreation provider in the near future. In fact, most described the City's future role in terms of expanding its efforts in areas it already is successful. The most frequently mentioned roles included the following, in the order they were most frequently mentioned:
 - o Facilitator: The City should maximize use of existing facilities (e.g., having staff to reserve/rent rooms and sports facilities for community use) or focus on providing new parks and facilities to increase recreation opportunities. Some of the new facilities desired were specifically to support events and programming (e.g., a new recreation center or events plaza), while others mentioned included more/new parks in unserved areas to support unprogrammed recreation.
 - o *Partner:* The City should support other providers' programs either by maintaining and scheduling City facilities for group use (with the City covering facility costs) or by offering funding or grants for existing providers to offer programs or provide scholarships and transportation to underserved individuals who otherwise could not participate.
 - o *Coordinator/referral:* While the City already provides an online list of recreation opportunities, some envisioned a stronger role in tracking

- and advertising what's currently available to be able to provide a referral service and be an information clearinghouse. The City needs to provide a calendar of all activities in its parks. Some stakeholders would like the City to play a bigger role as a coordinator in getting other recreation providers to work together.
- o *Broker (contracting with others):* The City could be involved in negotiating with other providers to recruit paying participants to use their facilities and programs. This model, however, does not help those individuals who cannot afford to pay to play.
- Public funding support is needed. Many stakeholders acknowledged that it
 will be a funding challenge to increase recreation services while
 maintaining the same level of other City services. A new source of funding
 would be needed. While grants may help in the short term, a more stable
 and broader funding source—such as a tax measure—most likely will be
 needed. A tax measure must be designed to appeal to different recreation
 interests (not just sports groups).
- New staff and organizational model is needed. As the City ramps up its involvement in recreation, a few stakeholders noted that recreation leadership is unlikely to come from the Public Works Department. Several noted that a first step is to hire a new staff person to guide recreation efforts with other community services, and perhaps in time, to develop a Recreation Department for the City.
- Existing partnerships are very successful. Several City efforts have been very successful in working with other providers. Some stakeholders felt that partnerships represented the most efficient use of City dollars. Some successful partnerships mentioned included:
 - Allowing Tualatin Riverkeepers to provide rental canoes and kayaks at Cook Park
 - o Providing low-cost sports fields to existing non-profit sports leagues
 - o Providing grants by application to local Tigard organizations
 - o Involving Tualatin Riverkeepers in recruiting volunteers to maintain and take care of lands and facilities
- Partnerships must be clarified. Most stakeholders see the City involved in some type of significant partnership in providing recreation facilities and programs. However, several also cautioned about being clear about the long-term roles and responsibilities in these partnerships to avoid conflicts in the future.
- Several significant recreation projects/programs were described. When asked what project or program would represent the "biggest bang for the

buck" or "greatest collective impact" for Tigard, stakeholders mentioned the following:

- Mobile recreation van: A recreation van complete with equipment and trained recreation staff could bring recreation programs to parks, schools, low-income neighborhoods and even senior centers. The City could partner with others to bring different types of programs (e.g., nature programs, sports, theater, social games, and arts and crafts) to youth, seniors, teens, etc. The van could include an information kiosk encouraging people to sign up for "meetings" of playgroups on other dates.
- Multi-purpose recreation center: The City could provide land and lead a bond measure to build a new downtown recreation center. The City could partner with the YMCA or another group to operate the center. A recreation center could serve families with kids as well as all ages in a centralized location that could offer multiple types of activities, including space for fine and cultural arts.
- Events plaza: As part of the downtown redevelopment, a central public plaza could be built and programmed with activities and events catering to participants (e.g. dance competition) and spectators (e.g., concerts, theater production). Local businesses could be involved in sponsorships and vending services.
- Underutilized facilities: The City could avoid building more indoor space or facilities and instead maximize use of existing facilities. Tigard could provide referrals or help program existing spaces provided by others, such as schools, churches, the Fire District, and the Chamber of Commerce.
- o *Trail programs:* Emphasizing the City's goal to become a walkable community, trail programs could support fitness (races, walks), arts (camera/photography tours), nature interpretation (tree identification for Tree City, USA), and skill building (survival camp).
- Scholarships/transportation: The City could cover fees and transportation costs to help more people take advantage of existing programs.
- o *Volunteer programs:* Volunteer labor could be used as an expanded resource, with the addition of a volunteer coordinator for parks.
- o *Recreation coordinator:* The City could invest in 1-2 FTE's to provide recreation staff as the City grows. Staff could provide expertise to other recreation providers and become a stronger information clearinghouse for existing opportunities.
- o *Grant funding:* The City could provide grant support to other groups with the expertise, equipment, skills and ability to operate programs.

- Benefits of recreation events and programming. Stakeholders expressed many different ideas on the primary reasons for providing events and programs. These included:
 - o Increasing fitness and activities for low-income residents
 - o Supporting youth development and skill development
 - o Activating existing parks and facilities
 - o Revitalizing downtown
 - o Attracting residents, businesses and employees
 - Supporting economic development
 - Serving all residents without discriminating based on income, age or culture
 - o Connecting families and residents through recreation
 - o Serving people who can't afford THPRD prices
 - o Providing proactive public safety
- Other comments. Several other stakeholder comments are paraphrased below to show the diversity of ideas about the City's involvement in recreation:
 - THPRD has great facilities (e.g., HMT Complex and Sunset Park).
 Tigard needs to invest in its facilities (development, renovation and maintenance) before it can think about providing programming.
 - Theater groups on Tigard have funding, a critical mass of participants, momentum and leadership. They lack a suitable indoor space for performing arts.
 - o Recreation is needed to keep Tigard safe, because of the role recreation can play in crime reduction. Keep youth active; give youth responsibilities; give them healthy choices.
 - o THPRD is a national leader in providing recreation services. How could we do things better or cheaper than them?
 - o Little steps to enhance recreation will not do much good. The City needs a recreation center to bring people together.
 - o Recreation is a frill. It is not really financially feasible right now.
 - City Code indicates that Tigard will support youth serving needs.
 This policy has been the basis of several past actions.
 - o People must see the value in recreation for a bond or tax levy to pass. If the value we offer through recreation programming is on par with our library services, people would support it.
 - o "It costs too much" is no longer an acceptable answer.
 - City Council has a responsibility to ensure that residents have recreation opportunities. This doesn't mean that the City is necessarily running a recreation department. The City is participating in making recreation happen.

Recreation Questionnaire

An online questionnaire was available for 7.5 weeks (6/11 - 8/1/14) to collect feedback on recreation participation, satisfaction, and desired programming. The questionnaire link was advertised in the newspaper, on the City's website, and in an email distributed to a few thousand residents via the City's mailing list and efforts by stakeholders to reach out to their organizations. A total of 604 people responded to the questionnaire, with 354 people answering every question and another 250 partially completing the questions.

Key findings are noted below. The questionnaire data tables are provided following the key findings. Graphic "word clouds" are used to illustrate themes from the open ended questions. Respondents provided 29 pages of comments that are summarized in "word clouds," which highlight the most frequently-used words by making them appear larger. In this manner, the graphic illustrates the most common themes in write-in responses for each question.

Key Findings

The following key findings emerged from questionnaire responses.

- Not enough recreation opportunities. Three-fourths (75%) of respondents indicated that the City is involved less than it should be in supporting recreation. Of these, 46% noted that current City efforts are "not enough." Another 72% indicated that "it is very important that the City offer recreation programming to make this a more appealing community for residents and businesses."
- Travel distance to recreation opportunities. Most respondents (61%) indicated that they would be willing to travel 10-20 minutes for programs, activities or classes. However, the top factor that would increase respondents' recreation participation is "offering programs closer to where I live (such as a nearby school or park)." [Note: Given that 84% of respondents are homeowners, the survey may not have captured the population that would be most likely to face transportation barriers in getting to parks and programs. The fact that this many people are interested in nearby recreation opportunities is significant.]
- **Increasing interest and participation:** Proximity and scheduling options are important to increasing recreation participation. The top factors that would increase interest and availability to participate in recreation programs, classes and activities are noted below in priority order:
 - Offering programs closer to where I live (such as a nearby school or park) (58%)
 - o Weekend programming (46%)

- o Earlier or later operating hours to fit my schedule (43%)
- o Flexible scheduling or drop-in opportunities (39%)
- Quality, convenience, price. The factors that respondents value most when making choices about where and how to play, exercise and learn new skills are: quality of program (46%), convenient location (45%), and price (35%). The variety of programs/opportunities (15%), flexible scheduling (15%), and condition of facilities (11%) were less important.
- **Willingness to pay more.** Respondents indicated that they would likely be willing to pay more when programs are offered more closely to them, at a more convenient time, and in a more appealing facility.
- Everyone needs better services. According to 50% of respondents, the whole community needs better programs, activities and recreation services. Other groups most in need of services include children and youth (48%), families with children (37%), and low income households (24%). [Note: 66% of survey respondents have children, which may be a factor in responses to this question.]
- Taxes and user fees. A total of 77% of respondents agree that park and recreation programs and facilities should be funded through a mix of taxes and programming fees. Of these, 46% think programs should be funded mostly from tax dollars and some user fees. Only 31% think programs should be funded mostly through user fees and some tax dollars. In contrast, 9% indicated that programs should be entirely funded through user fees, and 2% supported 100% tax funding.
- Recreation for fitness and entertainment. According to respondents, the top two reasons Tigard residents participate in recreation programs, activities, and events is for exercise, health & fitness (62%), and fun and entertainment (60%). Far fewer people participated in programs for learning and education (29%) or being part of a team or group (20%), even thought these were the third and fourth most popular reasons for participation.
- Interest in active recreation and wellness. When asked in an open-ended question about the program, class or activity respondents were most interested in, respondents suggested an interest in sports, fitness, swimming, basketball, tennis, and other classes, including gardening music, yoga, kayaking, and hiking. Programs for children were also noted frequently.
- Encouragement to be more active and artistic. When asked in an openended question about the program, class or activity respondents were most

likely to encourage a household member (partner, child, etc.) to attend, respondents noted a much stronger interest in sports, basketball, swimming, and soccer. Also noteworthy were dance, sports leagues, fitness classes, music, gymnastics tennis, concerts, plays and theater.

Current Participation

- **Current recreation participation.** Survey respondents selected the types of activities that they or their family members are currently involved in. The top five responses in ranked order include:
 - o Sports leagues, camps, classes (57%)
 - o Attending music and cultural events (48%)
 - o Fitness classes (34%)
 - o Summer day camps and programs (32%)
 - o Outdoor recreation programs (28%)
- Private programming options are available in most program service areas.
 For each of the categories that respondents were currently involved in, the majority of people participated in programs provided by private businesses, clubs or fitness centers. Respondents were relatively satisfied with these options, as noted by category below:
 - o **Participation in sports.** 57% of respondents or their families participated in sports leagues, camps or classes in the last year. Over 60% of these participants were very satisfied or somewhat satisfied with the variety, quality, schedule, and availability of sports programs. Most people (85%) participated in sports in Tigard. Most people played in programs provided by independent (non-municipal) clubs and leagues.
 - o **Participation in music and cultural events.** 48% of respondents or their families attended music and cultural events (concerts, performances, etc.) in the last year. Approximately 60% of these participants were very satisfied or somewhat satisfied with the variety, quality, schedule, and availability of sports programs. 42% of people participated in these events in Beaverton and 38% in Tigard. Most people (71%) attended programs provided by private businesses, clubs or fitness centers.
 - o **Participation in fitness classes.** 34% of respondents or their families participated in fitness classes (yoga, zumba, spin, weight lifting, etc.) in the last year. Approximately 45-50% of these participants were very satisfied or somewhat satisfied with the variety, quality, schedule, and availability of these programs. 57% of people participated in fitness classes in Tigard and 35% in Beaverton. Most

- people (54%) attended classes provided by private businesses, clubs or fitness centers.
- o **Participation in summer camps.** 32% of respondents or their families participated in summer day camps and programs in the last year. Over 60% of these participants were very satisfied or somewhat satisfied with the variety, quality, schedule, and availability of these programs. 60% of people participated in summer camps and programs in Tigard. Most people (67%) attended camps and programs provided by private businesses, clubs or fitness centers.
- Participation in outdoor recreation programs. 28% of respondents or their families participated in outdoor recreation programs (e.g., kayak tours, gardening classes, etc.) in the last year. Approximately 45-50% of these participants were very satisfied or somewhat satisfied with the variety, quality, schedule, and availability of these programs. 52% of people participated in outdoor programs in Tigard. Most people (47%) participated in programs provided by private businesses, clubs or fitness centers.
- Participation in arts and crafts. 21% of respondents or their families participated in arts and crafts programs in the last year. Approximately 45-55% of these participants were very satisfied or somewhat satisfied with the variety, quality, schedule, and availability of these programs. 57% of people participated in outdoor programs in Tigard. Most people (54%) attended classes provided by private businesses, clubs or fitness centers.
- o Participation in before or after school programs. 21% of respondents or their families participated in before or after school programs in the last year. Nearly 60% or more of these participants were very satisfied or somewhat satisfied with the variety, quality, schedule, and availability of these programs. 81% of people participated in these programs in Tigard. Most people (36%) participated in programs provided by the Tigard-Tualatin School District, YMCA and similar non-profit providers.
- o **Participation in the performing arts.** 20% of respondents or their families participated in dance, theater or other performing arts in the last year. More than 60% of these participants were very satisfied or somewhat satisfied with the variety, quality, schedule, and availability of these programs. 60% of people participated in these programs in Tigard. Most people (67%) participated in programs provided by private businesses, clubs or fitness centers.

o Participation in other special interest classes. 7% of respondents or their families participated in special interest classes in the last year. These included classes such as repeated included Saturday Academy, library programs/presentations, cooking classes/competitions, First Aid, and Martial Arts. Approximately 60% of these participants were very satisfied or somewhat satisfied with the variety, quality, schedule, and availability of these programs. 40% of people participated in these programs in Tigard, and 35% in Beaverton. Most people (45%) attended in classes offered by private businesses, clubs or fitness centers.

Next Steps

This feedback will be used to identify possible directions for moving forward to support recreation services. These overarching directions and a variety of possible initiatives will be presented to a Focus Group on 8/26/14 to discuss the level of public support for potential actions related to enhancing recreation services.



Tigard Recreation Program Study

Recreation Questionnaire Survey Results

Current Participation

q1 Within the past year, did you or members of your household, participate in any of the recreation programs or organized activities listed below?

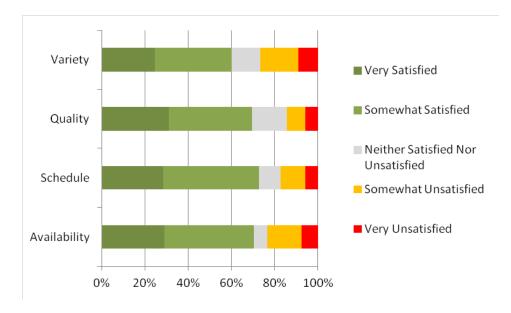
Answer	Count	Percentage
Sports leagues, camps, classes	296	57%
Attending music and cultural events (concerts, performances, etc.)	253	48%
Fitness classes (yoga, zumba, spin, weight lifting, etc)	178	34%
Summer day camps and programs	169	32%
Outdoor recreation programs (kayak tour, gardening classes, etc.)	146	28%
Arts and crafts	112	21%
Before or after school programs	111	21%
Dance, theater or other performing arts	108	20%
Other/special interest classes	41	7%

Note: For people who had participated in activities in these categories, a series of questions were asked about program satisfaction, as well as the location and provider of the programs. Responses are limited to the people who had participated in an activity or program in that category.

SPORTS

q2 How satisfied are you with the following for sports leagues, camps and classes:

					Neither			
			Som	ewhat	Satisfied Nor	Somewhat	Very	Total
Question	Very	Satisfied	Sat	isfied	Unsatisfied	Unsatisfied	Unsatisfied	Responses
Availability		29%		41%	6%	16%	8%	251
Schedule		28%		44%	10%	12%	6%	243
Quality		31%		38%	16%	9%	6%	245
Variety		25%		35%	13%	18%	9%	240



q3 Where have you participated in sports leagues, camps and classes? (Select all that apply)

Answer	Count	Percentage
Tigard	224	85%
Beaverton	109	41%
Tualatin	74	28%
Portland	65	24%
Lake Oswego	43	16%
Other	22	8%

Note: Other responses included Sherwood, a few local towns and places around the State.

q4 Who provided these recreation programs or organized activities? (Select all that apply)

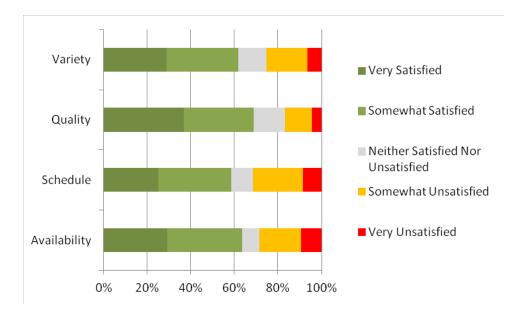
Answer	Count	Percentage
Private business, club or fitness center	158	60%
Tualatin Hills Park and Recreation District (THPRD)	99	37%
City of Tigard (including library, police, etc.)	82	31%
Other	60	22%
City of Portland	34	12%
City of Tualatin	28	10%
City of Lake Oswego	19	7%
I don't know	17	6%

Note: Other responses included Tigard Little League, schools, youth sports and a variety of other organizations.

FITNESS CLASSES

q5 How satisfied are you with the following for fitness classes (yoga, zumba, spin, weight lifting, etc)?

	V 0 1: " 1	Somewhat	Neither Satisfied Nor		Very	Total
Question	Very Satisfied	Satisfied	Unsatisfied	Unsatisfied	Unsatisfied	Responses
Availability	29%	34%	8%	19%	9%	140
Schedule	25%	34%	10%	23%	9%	140
Quality	37%	32%	14%	12%	4%	138
Variety	29%	33%	13%	19%	6%	139



q6 Where have you participated in fitness classes (yoga, zumba, spin, weight lifting, etc)? (Select all that apply)

Answer	Count	Percentage
Beaverton	65	42%
Tigard	60	38%
Portland	34	22%
Tualatin	33	21%
Lake Oswego	19	12%
Other	16	10%

Note: Other responses included Sherwood, Wilsonville and a variety of others.

q7 Who provided these recreation programs or organized activities? (Select all that apply)

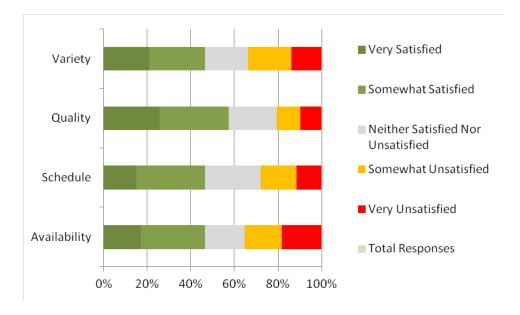
Answer	Count	Percentage
Private business, club or fitness center	110	71%
Tualatin Hills Park and Recreation District (THPRD)	30	19%
Other	18	11%
City of Portland	13	8%
City of Tigard (including library, police, etc.)	11	7%
I don't know	4	2%
City of Tualatin	3	1%
City of Lake Oswego	1	0%

Note: Other responses included schools and a mix of public and private providers.

ARTS & CRAFTS

q8 How satisfied are you with the following for arts and crafts?

		Somewhat	Neither Satisfied Nor	Somewhat	Very	Total
Question	Very Satisfied	Satisfied	Unsatisfied	Unsatisfied	Unsatisfied	Responses
Availability	17%	30%	18%	17%	18%	88
Schedule	15%	31%	26%	16%	12%	86
Quality	26%	32%	22%	11%	10%	82
Variety	21%	26%	20%	20%	14%	86



q9 Where have you or members of your household participated in arts and crafts? (Select all that apply)

Answer	Count	Percentage
Tigard	56	57%
Beaverton	34	35%
Portland	24	24%
Other	13	13%
Tualatin	12	12%
Lake Oswego	12	12%

q10 Who provided these recreation programs or organized activities? (Select all that apply)

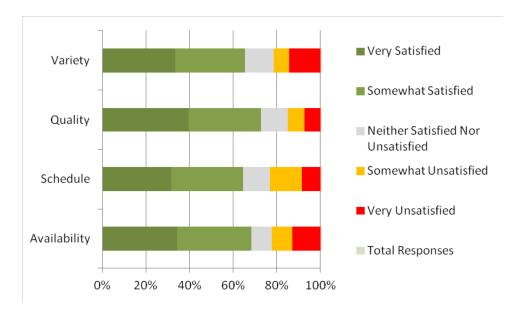
Answer	Count	Percentage
Private business, club or fitness center	53	54%
City of Tigard (including library, police, etc.)	28	28%
Tualatin Hills Park and Recreation District (THPRD)	19	19%
Other	12	12%
City of Portland	10	10%
City of Lake Oswego	8	8%
City of Tualatin	7	7%
I don't know	1	1%

Note: Other responses included a mix of public and private providers.

DANCE, THEATER & PERFORMING ARTS

q11 How satisfied are you with the following for dance, theater or other performing arts?

Question	Very	Satisfied	mewhat atisfied	Neither Satisfied Nor Unsatisfied	Somewhat Unsatisfied	Very Unsatisfied	Total Responses
Availability		34%	34%	9%	9%	13%	85
Schedule		32%	33%	12%	15%	9%	82
Quality		40%	33%	12%	7%	7%	81
Variety		33%	32%	13%	7%	14%	84



q12 Where have you or members of your household participated in dance, theater or other performing arts? (Select all that apply)

Answer	Count	Percentage
Tigard	56	60%
Portland	36	39%
Beaverton	28	30%
Tualatin	11	11%
Lake Oswego	11	11%
Other	11	11%

Note: Other responses included Sherwood, King City and other locations.

q13 Who provided these recreation programs or organized activities? (Select all that apply)

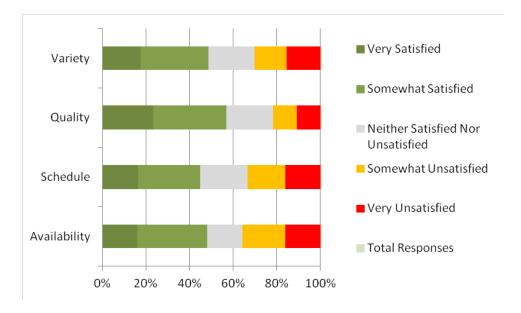
Answer	Count	Percentage
Private business, club or fitness center	62	67%
Other	27	29%
Tualatin Hills Park and Recreation District (THPRD)	15	16%
City of Portland	13	14%
City of Tigard (including library, police, etc.)	10	10%
City of Lake Oswego	4	4%
City of Tualatin	3	3%
I don't know	2	2%

Note: Other responses included Broadway Rose Theater, schools, and a mix of public and private providers.

OUTDOOR RECREATION

q14 How satisfied are you with the following for outdoor recreation programs (kayak tour, gardening classes, etc.)?

		Somewhat	Neither Satisfied Nor	Somewhat	Very	Total
Question	Very Satisfied	Satisfied	Unsatisfied	Unsatisfied	Unsatisfied	Responses
Availability	16%	32%	16%	20%	16%	106
Schedule	16%	29%	22%	17%	16%	105
Quality	24%	33%	22%	11%	11%	102
Variety	17%	31%	21%	15%	16%	103



q15 Where have you or members of your household participated in outdoor recreation programs (kayak tour, gardening classes, etc.)? (Select all that apply)

Answer	Count	Percentage
Tigard	62	52%
Tualatin	35	29%
Portland	32	27%
Beaverton	23	19%
Other	23	19%
Lake Oswego	7	5%

Note: Other responses included places throughout Oregon and beyond.

q16 Who provided these recreation programs or organized activities? (Select all that apply)

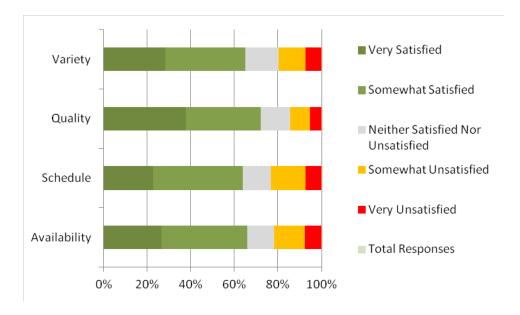
Answer	Count	Percentage
Private business, club or fitness center	56	47%
Other	33	27%
Tualatin Hills Park and Recreation District (THPRD)	20	16%
City of Tigard (including library, police, etc.)	14	11%
City of Portland	12	10%
I don't know	10	8%
City of Tualatin	6	5%
City of Lake Oswego	5	4%

Note: Other responses mainly included Tualatin Riverkeepers and a few other providers.

MUSIC & CULTURAL EVENTS

q17 How satisfied are you with the following for attending music and cultural events (concerts, performances, etc.)?

Question	Very Satisfied	Somewhat Satisfied	Neither Satisfied Nor Unsatisfied	Somewhat Unsatisfied	Very Unsatisfied	Total Responses
Availability	27%	39%	13%	14%	8%	199
Schedule	23%	41%	13%	16%	7%	193
Quality	38%	34%	13%	9%	5%	193
Variety	28%	37%	15%	12%	7%	194



q18 Where have you or members of your household attended music and cultural events (concerts, performances, etc.)? (Select all that apply)

Answer	Count	Percentage
Portland	127	60%
Tigard	106	50%
Beaverton	65	31%
Tualatin	52	24%
Lake Oswego	46	22%
Other	22	10%

Note: Other responses included Sherwood, Hillsboro and a few other places.

q19 Who provided these recreation programs or organized activities?

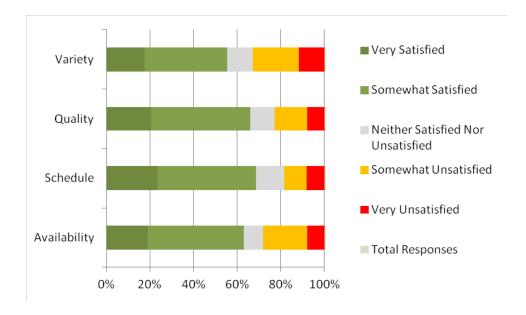
Answer	Count	Percentage
Private business, club or fitness center	110	52%
City of Tigard (including library, police, etc.)	59	28%
City of Portland	52	24%
City of Tualatin	42	20%
Other	39	18%
City of Lake Oswego	33	15%
Tualatin Hills Park and Recreation District (THPRD)	33	15%
I don't know	21	10%

Note: Other responses included schools and a mix of public and private providers.

BEFORE & AFTER SCHOOL PROGRAMS

q20 How satisfied are you with the following for before or after school programs?

		Somewhat	Neither Satisfied Nor	Somewhat	Very	Total
Question	Very Satisfied	Satisfied	Unsatisfied	Unsatisfied	Unsatisfied	Responses
Availability	19%	44%	9%	20%	8%	89
Schedule	23%	45%	13%	10%	8%	86
Quality	20%	45%	11%	15%	8%	88
Variety	18%	38%	12%	21%	12%	85



q21 Where have you or members of your household participated in before or after school programs? (Select all that apply)

Answer	Count	Percentage
Tigard	78	81%
Beaverton	13	13%
Portland	6	6%
Tualatin	5	5%
Lake Oswego	3	3%
Other	0	0%

q22 Who provided these recreation programs or organized activities? (Select all that apply)

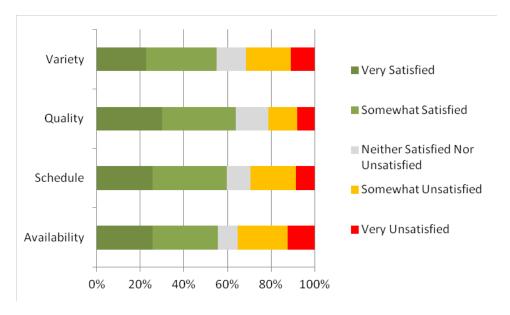
Answer	Count	Percentage
Other	35	36%
Private business, club or fitness center	30	31%
City of Tigard (including library, police, etc.)	19	19%
Tualatin Hills Park and Recreation District (THPRD)	10	10%
I don't know	8	8%
City of Portland	3	3%
City of Tualatin	2	2%
City of Lake Oswego	1	1%

Note: Other responses included Tigard-Tualatin School District, YMCA and a mix of public and private providers.

SUMMER CAMPS & PROGRAMS

q23 How satisfied are you with the following for summer day camps and programs?

Question	Very Satisfied	Somewhat Satisfied	Neither Satisfied Nor Unsatisfied	Somewhat Unsatisfied	Very Unsatisfied	Total Responses
Availability	26%	30%	9%	23%	13%	128
Schedule	26%	34%	11%	21%	9%	129
Quality	30%	34%	15%	13%	8%	127
Variety	23%	32%	13%	20%	11%	127



q24 Where have you or members of your household participated in summer day camps and programs? (Select all that apply)

Answer	Count	Percentage
Tigard	87	61%
Beaverton	44	31%
Portland	44	31%
Tualatin	32	22%
Lake Oswego	17	12%
Other	12	8%

Note: Other responses included Newberg and a variety of other places.

q25 Who provided these recreation programs or organized activities? (Select all that apply)

Answer	Count	Percentage
Private business, club or fitness center	72	51%
Other	38	26%
Tualatin Hills Park and Recreation District (THPRD)	28	19%
City of Tigard (including library, police, etc.)	19	13%
City of Portland	18	12%
I don't know	6	4%
City of Lake Oswego	5	3%
City of Tualatin	4	2%

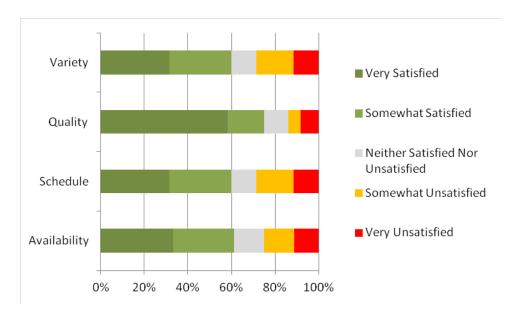
Note: Other responses included Tigard-Tualatin School District, YMCA and a mix of public and private providers.

OTHER CLASSES

Note: In question 1, respondents were asked to write in what other types of special interest classes they had participated in last year. A variety of classes were noted. Some that were repeated included Saturday Academy, library programs/presentations, cooking classes/competitions, First Aid, and Martial Arts among a variety of other mixed responses. The questions below apply to all of the write-in special interest classes noted.

q26 How satisfied are you with the following for the other classes you indicated?

			Neither			
		Somewhat	Satisfied Nor	Somewhat	Very	Total
Question	Very Satisfied	Satisfied	Unsatisfied	Unsatisfied	Unsatisfied	Responses
Availability	33%	28%	14%	14%	11%	36
Schedule	31%	29%	11%	17%	11%	35
Quality	58%	17%	11%	6%	8%	36
Variety	31%	29%	11%	17%	11%	35



q27 Where have you or members of your household participated in special interest classes? (Select all that apply)

Answer	Count	Percentage
Tigard	16	40%
Portland	14	35%
Beaverton	12	30%
Tualatin	9	22%
Other	5	12%
Lake Oswego	2	5%

q28 Who provided these recreation programs or organized activities? (Select all that apply)

Answer		Percentage
Private business, club or fitness center	18	45%
Other	11	27%
City of Tigard (including library, police, etc.)	8	20%
Tualatin Hills Park and Recreation District (THPRD)	3	7%
City of Tualatin	2	5%
City of Lake Oswego	2	5%
City of Portland	2	5%
I don't know	1	2%

Note: Other responses included a mix of public and private providers.

Recreation Involvement

q29 How involved in classes programs and events are you and your family?

Answer: You	Count (you)	Percentage
Take an occasional class	104	25%
No answer	100	24%
Rarely sign up or attend classes or events	88	21%
Nearly always involved in at least one class or program	84	20%
Very involved in the summer	22	5%
Very involved in the winter	13	3%

Answer: Your Family	Count (family)	Percentage
Nearly always involved in at least one class or program	143	34%
No answer	102	24%
Take an occasional class	53	12%
Rarely sign up or attend classes or events	51	12%
Very involved in the summer	34	8%
Very involved in the winter	28	6%

q30 Why do you and your family members participate in recreation activities, events or programs? (Select your top 3 reasons).

Answer	Count	Percentage
Exercise, health & fitness	256	62%
Fun and entertainment	248	60%
Learning and education	122	29%
Being part of a team or group	83	20%
Family activities	79	19%
Being outdoors	57	13%
Connections to our community	53	12%
Attending special or cultural events	38	9%
Watching sporting events	36	8%
Meeting people	35	8%
Connecting to the natural world	35	8%
Relaxation	19	4%
Other	6	1%

Note: Other responses included a mix of reasons.

Future Program Interests

q31 What programs, classes or activities would you or someone in your household be most likely to sign up for in the future? (Select the top 3 responses)

Answer	Count	Percentage
Sports leagues, camps, classes	232	58%
Outdoor recreation programs (kayak tour, gardening classes, etc.)	157	39%
Attending music and cultural events (concerts, performances, etc.)	149	37%
Fitness classes (yoga, zumba, spin, weight lifting, etc)	146	37%
Summer day camps and programs	94	23%
Arts and crafts	77	19%
Dance, theater or other performing arts	63	15%
Special interest classes	55	13%
Before or after school programs	43	10%

q32 What program, class or activity are you most interested in? (Please be specific)

	Count	Percentage
Answer	233	59%
No Answer	161	40%

Note: Open-ended questions were used to collect more specific feedback from respondents on recreation interests, concerns and priorities. Respondents provided 29 pages of comments that are summarized in "word clouds" in this document. The word cloud highlights the most frequently-used words by making them appear larger. In this manner, the graphic illustrates the most common themes noted in all of the write-in comments for each question.



q33 What program, class or activity would you be likely to encourage a household member (partner, child, etc.) to attend?

	Count	Percentage
Answer	204	51%
No Answer	190	48%



Limitations and Opportunities

q34 How far are you willing to travel for programs, activities or classes

Answer	Count	Percentage
Less than 10 minutes	66	17%
10-20 minutes	239	61%
More than 20 minutes	63	16%
No answer	18	4%

q35 What factors would increase your interest and availability to participate in recreation programs, classes and activities? (Select all that apply)

Answer	Count	Percentage
Offering programs closer to where I live (such as a nearby school or park)	224	58%
Weekend programming	179	46%
Earlier or later operating hours to fit my schedule	169	43%
Flexible scheduling or drop-in opportunities	152	39%
Short classes or one-time activities that fit in the lunch hour or other short time periods	68	17%
Drop-in childcare available while I am in class	65	16%
Scholarships or reduced fees	63	16%
Other	27	6%
Transportation	16	4%

q36 What do you value most when making choices about where and how you play, exercise and learn new skills? (Select your top 2)

Answer	Count	Percentage
Quality of program	181	46%
Convenient location	174	45%
Price	137	35%
Variety of programs/opportunities	60	15%
Flexible scheduling	59	15%
Condition of facilities	44	11%
Not too crowded	41	10%
Safety	29	7%
Other	8	2%

q37 What groups need better programs, activities and recreation services? (Select all that apply)

Answer	Count	Percentage
The whole community	195	50%
Children and youth	188	48%
Families with children	143	37%
Low income households	94	24%
Seniors	58	15%
Residents of a particular area in Tigard	55	14%
Cultural and ethnic communities	43	11%
People with disabilities	42	10%
Other	25	6%

Note: Other responses included adults, parents, teens and others.

q37a What areas in Tigard are residents underserved?

	Count	Percentage
Answer	39	70%
No Answer	16	29%

Note: Other responses included Bull

Mountain, Metzger and the entire Tigard area.

Funding Recreation

q38 Which one of the following statements best describes how you feel park and recreation programs and facilities should be funded?

Answer	Count	Percentage
100% from taxes – no fees should be charged to use recreation facilities and programs	11	2%
Mostly from tax dollars and some from user fees	175	46%
Mostly from user fees and some from tax dollars	118	31%
100% from user fees – fees paid by participants should cover the costs to provide programs	37	9%
Don't know	22	5%
No answer	15	3%

q39 How would the following factors influence the amount you would pay for recreation programs and organized activities?

Question	Would pay more	Would consider paying more	Neutral	Not likely to pay more	Would not pay more	Total Responses
Program is offered closer to me	14%	47%	27%	8%	3%	353
Offered at a more convenient time	14%	49%	28%	5%	4%	340
Offered in a more appealing facility	16%	42%	31%	6%	4%	337
Offered in conjuntion with childcare or activities for my kids	18%	24%	34%	6%	18%	290
Program offering of special interest to me	29%	48%	16%	5%	3%	346

Role of the City

q40 Are you aware of what the City of Tigard currently does to support recreation opportunities for residents and visitors?

Answer	Count	Percentage
Yes	123	32%
No	139	37%
Not sure	94	25%
No answer	19	5%

q41 The City of Tigard currently provides:

- 265 acres of park land and 235 acres of open space
- Sports fields used by community sports leagues
- 6.6 miles of paved trails
- Supplies and staff assistance for limited volunteer projects
- Hosting the Festival of Balloons and soccer tournament
- Crime prevention programs offered by the Tigard Police Department
- Programs offered by the Tigard Public Library
- Recreation Resource Guide
- Grants to help community organizations

q42 Is this the right amount of City of Tigard involvement in providing and supporting recreation opportunities?

Answer	Count	Percentage
Not enough (1)	164	46%
Not enough -just right (2)	103	29%
Just right (3)	46	12%
Just right - too much (4)	10	2%
Too much (5)	12	3%
No answer	20	5%

Tigard Recreation Program Study: Questionnaire

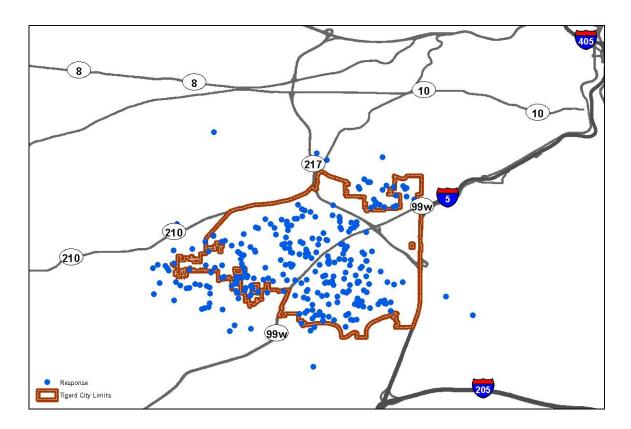
q43 Which of the following statements most closely matches how you feel about the City of Tigard offering recreation programming (classes, events, etc.)?

Answer		Percentage
It is very important that the City offer recreation programming to make this a more appealing community for residents and businesses.	257	72%
The City seems to be doing about the right amount to support recreation in Tigard.	53	14%
The City should focus on other, more essential services.	24	6%
No answer	21	5%

Demographics

q44 Where do you live? Place a point on the map below.

	Count	Percentage
Answer	292	81%
No Answer	68	18%



q45 Gender

	Count	Percentage
Female	226	62%
Male	108	30%
No Answer	26	7%

q46 What is your age?

Answer	Count	Percentage
Under 18	1	0%
18-24	0	0%
25-34	38	10%
35-44	126	35%
45-54	87	24%
55-64	62	17%
65+	29	8%
No answer	17	4%

q47 Do you have children in your household?

	Count	Percentage
Yes (Y)	239	66%
No (N)	97	26%
No answer	24	6%

q48 How many children do you have in each age group in your household?

Age Group	Count of Respondents
Up to age 3 years	34
Ages 3-5 years	41
Ages 6-10 years	124
Ages 11-15 years	112
Ages 16 years and up	61

Note: A total of 484 children were noted, with an average number of children per household (of households with children) of 2.05.

q49 How do you describe yourself? (select all that apply)

Answer	Count	Percentage
White/Caucasian	305	84%
African American	5	1%
Hispanic/Latino	11	3%
Asian/Pacific Islander	16	4%
American Indian or Alaska Native	8	2%
Other	8	2%

q50 Do you live, work or go to school in Tigard? (Select all that apply)

Answer	Count	Percentage
Live in Tigard	319	88%
Work or own a business in Tigard	78	21%
Go to school in Tigard	60	16%
Visit	12	3%
Live in a nearby community	24	6%

q51 Do you own or rent a home, condo, townhouse or apartment in Tigard?

Answer	Count	Percentage
Own single family detached house	263	82%
Own multifamily (condo/townhouse/duplex)	8	2%
Rent single family detached house	16	5%
Rent multifamily (condo/apartment/townhouse/duplex)	27	8%
No answer	3	0%

Final Thoughts

q52 If you would be willing to participate further in this project please provide your name and email address for updates and invitations to provide more input.

	Count	Percentage
Answer	146	41%
No Answer	209	58%

q53 Do you have any final thoughts you would like to share about recreation programming in Tigard?

	Count	Percentage		
Answer	146	41%		
No Answer	209	58%		



Tigard Recreation Program Study



Focus Group Summary

Introduction

The City of Tigard is examining the role that City government should play in recreation programming (classes, events, sports, etc.). This study will build on the City's past efforts, including the Parks Master Plan and the Recreation Resource Guide, with outreach and analysis to determine a sustainable level of investment in recreation services in the community.

Focus group discussions took place on August 26th, 2014, from 5-6:15pm at the Tigard Public Works Auditorium, with 16 community members in attendance. The meeting began with introductions and a project overview and included one large group discussion and two small focus group discussions. The large focus group discussed community recreation priorities, providing answers to four prompts outlined below. The two small groups discussed recreation options for the future, with the combined answers to three topics outlined below.

Meeting Notes

During the meetings, the discussion was recorded graphically at the front of the room. The notes below summarize comments from the focus group participants.

Large Group Discussion: Community Recreation Priorities

Prompt 1: What do you think of when I say recreation?

- Special interest classes—computers, arts, educational, archery, knot-tying
- Not just sports
- Community hub and gathering place
- Cultural arts
- Community room reservations
- Family events and activities
- Before and after school opportunities
- Activities that fit a working schedule
- Nature camps and park discovery programs
- Disc golf course
- SW Community Center
- Summer camps

Prompt 2: Who provides recreation services in Tigard?

- City of Tigard
- Tualatin Riverkeepers (nature programs)
- Metro
- Schools
- Portland Parks (SW Community Center)
- Tigard-Tualatin Aquatic District
- Mask and Mirror (theater and choir)
- Sherwood/YMCA
- Private fitness centers
- Portland Community College (adult fitness and yoga)

Prompt 3: Who needs recreation services?

- Families
- Youth—pre-school, school age, teens/high school
- Seniors
- Hispanics/Latinos
- Everyone!
- "Out of district" folks
- Metzger residents
- Dog owners

Prompt 4: How will programs be funded?

- Partnerships
- Fees—if less than "out of district" fees charged by others
- Not likely through voter-approved tax, unless presented appropriately
- Volunteer programs
- Community-service outreach program
- Small fees to encourage buy-in
- THPRD funding model—property tax plus user fees
- Special district—but may be more expensive model than City recreation services

Additional Comments and Ideas

- Need information about existing parks to get the most out of current resources
- Need a recreation center and options closer to home
- Need teen activities
- Find service options for "no-service" areas outside of existing park jurisdictions
- Avoid reinventing the wheel through using existing resources
- Investigate costs for District annexation and options to extend service area
- Location matters—services near public transportation

Other Opportunities

- Additional community spaces—library, fire district, etc.
- YMCA partnership
- 24-hour Fitness (though not a family place)

Small Group Activity: Recreation Options for the Future

The small groups were asked to review and discuss a matrix of different options to enhance recreation programs and events. The options were based on feedback from stakeholders and residents in an online recreation survey. The goal of the small group exercise was to identify other options that should be considered and assess priorities.

Brainstorm: Additional options that should be considered

- Full department
 - o full service structure
 - o full, professional staff
 - o full-scale recreation
- Expansion of existing ORS to "the next level"
- Maximized use of existing places for recreation
 - Schools—establish IGA
 - Churches
- Transition from scattered programs to a central place for recreation
- Addition of art to other events and spaces
- Partnership with YMCA or Boys and Girls Club
- Community service outreach program (Americorps partnership)
- Employee wellness programs
- Cultural and ethnic community programs and education

Prioritization: Top priority projects/services (# of people in agreement)

- Multi-purpose recreation center (9)
- Facility reservations (6)
- Recreation district (4)
- Mobile recreation van (4)
- Youth non-sport programs (4)
- Information clearinghouse and marketing (4)

Justification: Decision-making criteria

- Record of success once committed
- Sustainable—financially and reliability of services to community
 - Affordability
 - Costs for services

Tigard Recreation Program Study

- o Cost disparity for what is available
- Matches the vision
- Creates a draw or addresses identity
- Provides maximum number of things for the budget
- Need to know service provider
- Information needed and hard to find out what's open
 - o Coordination calendar
 - o One website with links
 - Less time and ease to know what's there
- Number of staff needed
- Simplicity—use what already have
- Little things vs. Big things

Other Comments/Questions

- Understand diversity in recreation in Tigard—how did different areas develop?
- Understand constraints—lack of pedestrian connections
- How does Recreational Services interface with the parks plan?
- Market existing recreation providers—charge funds for providers outside of City; offer free advertising for in-city providers
- Recreation Center must be large enough to draw users from a larger area or two facilities will be needed.
- Spread funding for redevelopment around community
- What would be a recreation district's cost to the City?
- What is available? Can't define what is missing because we do not know what is there
- People have the choice to go other places
- Existing library as a hub
- Scholarships need criteria for awarding
- People work hard to afford recreation services
- Need to talk about recreation district options

Next Steps

The matrix of recreation options was updated using focus group feedback and presented to the Project Team for the Recreation Program Study. Comments from both groups are being used to identify and estimate costs for three "program packages" that represent three different approaches that the City could take in enhancing recreation services. Those recreation packages will be tested among residents in a random-sample survey to gauge the funding priorities of City residents and test their willingness to pay for added recreation facilities and services.

Tigard Recreation Program Study

Participants:

Representative Margaret Doherty

Paul Whitmer

Katje Johnson Jacobs

Stephanie Veal

Brende Ayers

Luwanna Comstock

Taegen Reed

Calista Fitzgerarld

Wayne Gross

Sara Wilkison

Neal Brown

Gary Romans

Christy Sower

Eric Sallald

Carl Switzer

Steve Martin, Tigard

Ryan Mottau, MIG

Cindy Mendoza, MIG







APPENDIX B
Recreation Options Matrix

	Option	Description	Type of Recreation Services Provided	Market Served	Cost to Community	City Role	Implementation Needs (City)*	Notes
rice	1. Recreation district	Full-service programs and events provided through park district annexation or creation; residents pay annual property tax	Full service parks and recreation programming	All residents within district boundaries	\$\$\$\$	TBD	Political coordination	THPRD annexationSeparate districtPotential TTAD expansion in services
Full-Service	2. City recreation department	Full-service programs and events provided by new City department with staffing and dedicated budget to provide full-scale recreation opportunities	Full service parks and recreation programming	All residents in all areas of Tigard	\$\$\$-\$\$\$	All	Organizational structure, admin, staffing, facility development and operations, support services (human resources, IT, marketing, planning, etc.)	
Improvements	3. Multi-purpose recreation center	Partnership between City and another provider to build (City) and operate (partner) a large recreation and community center (possibly with aquatics)	Indoor recreation programs and events in various program areas (sports, fine and cultural arts, special interest, aquatics)	All ages, residents within 3-5 miles (10-15 min drive of facility); people who can afford membership or drop-in fees	\$\$\$	Partner	Land, bond campaign, facility construction, partner for operations	YMCA or other to provide operations and long-term capital replacementMust be centrally located and large to reach entire service area
or	4. Youth community center	Partnership between City and another provider to build and/or program a youth facility for afterschool programs	Indoor programs focused on youth development, afterschool care, and recreation	School-age youth, (ages 6–18), low- income youth	\$\$	Partner	Land, bond campaign, facility construction, partner for operations	Boys & Girls Club or other to provide operations
Development	5. Downtown events plaza	Small open plaza with sound system, portable stage and utilities for events	Special events, music performances, movies in the plaza, dance contests, vendors, etc.	Downtown visitors, families	\$\$	Facilitator and operator	Land, facility construction, recreation coordinator, maintenance	Supports downtown revitalization
Facility Deve	6. Neighborhood parks in unserved areas	Small parks with playgrounds, open grass area, picnic tables and sports court	Drop-in play for nearby neighbors; not designed to support programming or events	Typically neighbors within a ½ mile of the park	\$\$	Facilitator	Land, facility construction, maintenance	Does not support events or programs, but provides recreation opportunities in unserved areas
	7. Sports field development, improvements & maintenance	Field development and maintenance for sports league use	Youth and adult sport leagues, camps, and tournaments	Sports participants and spectators	\$-\$\$	Facilitator	(Land), facility construction or renovation, scheduling, maintenance	Subsidized sport field programmingFacility use costs reduced for sports leagues

Appendix B: Recreation Options Matrix

	Option	Description	Type of Recreation Services Provided	Market Served	Cost to Community	City Role	Implementation Needs (City)*	Notes
Facility Hosting	8. Facility reservations	Staff person to schedule, monitor and host reservations/rentals for City rooms & recreation facilities	Room, sports field, shelter, and other City park/facility reservations and rental services (set-up, clean-up, event monitoring)	Groups that want to reserve facilities	\$	Coordinator, event services	Recreation coordinator, event staffing, maintenance	
Facility Scheduling	9. Facility partnerships	Intergovernmental agreement for City staff to schedule other rooms and facilities in community (e.g., churches, schools) for recreation.	Room, sports field, shelter, and other park/facility reservations.	Groups that want to reserve facilities	\$	Coordinator	Recreation coordinator	
	10. Mobile recreation van	Van, equipment and staff to host free activities and programs at different sites (e.g., parks, schools, low income housing)	TBD; different types of games, arts and crafts, nature programs, social programs	Selected groups (e.g., youth, teens, seniors, low-income families) in all areas of town	\$\$	Provider	Van, equipment, recreation staff	
Programming	11. Trail programs	Fee-based programs held on City trails provided by contracted or City staff	Trail use clubs (walking, jogging, biking), nature interpretation, photography, races	Various; people who can afford program fees	\$	Contractor/ Provider	Recreation coordinator, staff, maintenance	
	12. Youth non-sport programs	Fee-based programs provided by contracted or City staff in existing facilities	Fine and cultural arts, special interest classes	Youth who can afford program fees	\$	Contractor/ Provider	Recreation coordinator, staff, maintenance	
	13. Cultural/ethnic community programs & events	Fee-based and free programs and events provided by contracted or City staff in existing facilities	Fine and cultural arts, special interest classes	All ages and cultures	\$	Contractor/ Provider	Recreation coordinator, staff, maintenance	
	14. Community health & wellness	Fee-based and free programs and events provided by contracted or City staff in existing facilities	Fitness, health education, farmer's markets, possible coordination with employer wellness programs	Targeted groups	\$	Contractor/ Provider	Recreation coordinator, staff, maintenance	
	15. Community service outreach program	Program to connect people to existing community services; programs that enhance skill-development	Skill-development, job placement, education and service referrals	Youth, young adults, low-income residents	\$	Coordinator/ Provider	Volunteer/service coordinator, staff	

Recreation Options Matrix

Appendix B: Recreation Options Matrix

	Option	Description	Type of Recreation Services Provided	Market Served	Cost to Community	City Role	Implementation Needs (City)*	Notes
Funding	16. Recreation grants	Increased funding for grants to support existing recreation providers	By application; depends on groups who are awarded grants	TBD; depends on services provided by grant recipients	\$-\$\$	Funder	Increased staff time to review grant applications	
	17. Recreation scholarships	Scholarship fund for low- income residents to participate in recreation programs offered by City, private businesses or non- profits	Could be set up to support different program areas (sports, arts & crafts, theater, special interest)	Low-income residents	\$	Funder	Increased staff time to review scholarship applications	
Information/Marketing	18. Information clearing house and referral	City-provided (monitored and updated) online information, recreation guide, advertising and referral to existing service providers (public agencies, non-profits and private businesses).	Referral to existing services	People looking for information on existing recreation opportunities	\$	Coordinator	Information coordinator	
	19. Virtual community center	City contracts with private businesses, instructors and or non-profits that provide recreation programs; City provides centralized marketing, integrated online registration, calendar, coordination and referral to selected service providers for a cost.	Varies; depends on types of services by providers involved	TBD; People looking for information and simplicity in registration; recreation businesses needed marketing support	\$	Coordinator	Information coordinator, ongoing marketing, software and media (website, online registration, printed or online rec guide)	Recreation providers may pay for marketing

^{*}All options will need funding to implement.

Recreation Options Matrix









APPENDIX C Recreation Program Survey













City of Tigard Recreation Programs Survey

October 2014

Methodology

- Live telephone survey of registered voters in the City of Tigard
- Conducted October 2 to 8, 2014 by trained, professional interviewers from a central, monitored location
- 300 total interviews, with an overall margin of error of ±5.7 points at the 95% confidence interval

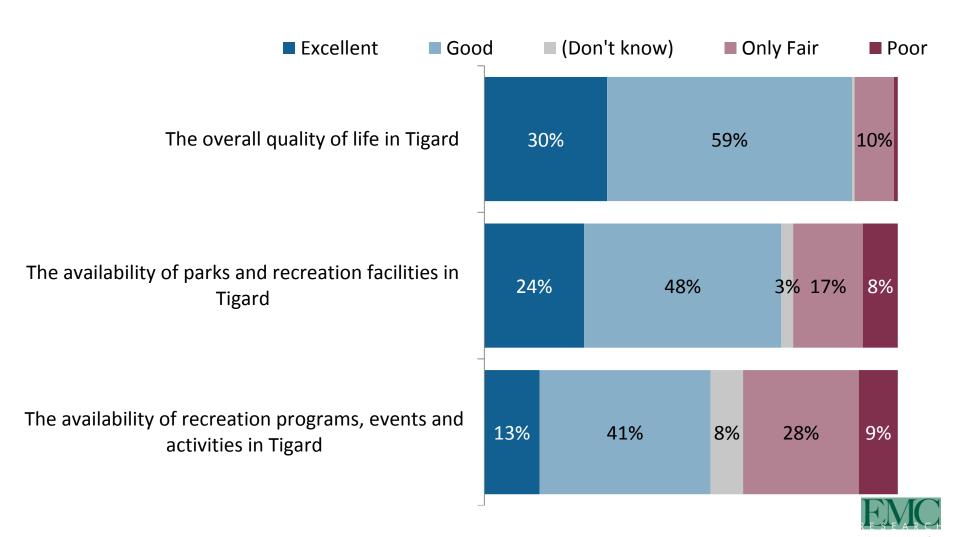
Most Important Problem

Voters cite traffic, congestion, and other transportation issues as by far the most important problem facing Tigard.

Mention	%
Traffic, Congestion	40%
Growth, Development, Overcrowding	8%
Education, Schools	7%
Mass Transit, Light Rail, Transportation	6%
Infrastructure, Roads	6%
Construction	4%
Water	3%
Taxes	2%
Money Management, Spending	2%
Jobs, Economy	2%
Downtown Issues	2%
Other	8%
No/None/Nothing	3%
Don't Know/Refused	18%

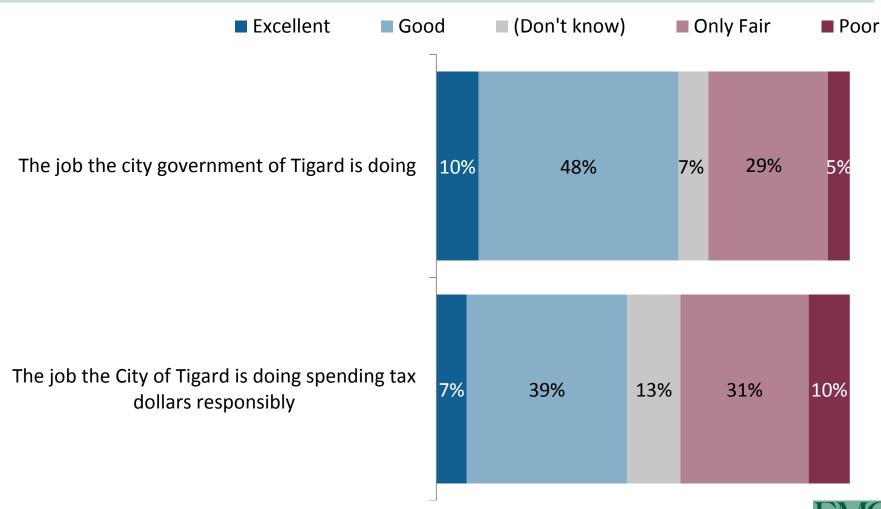
Ratings of City Services and Programs

Voters are overwhelmingly positive about the quality of life in Tigard. While ratings for the availability of parks and recreation facilities are positive, ratings for availability of programs and events is noticeably lower though still positive.



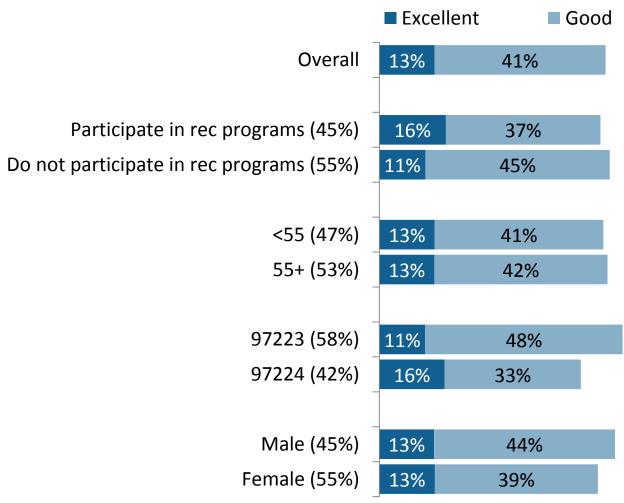
Ratings of City Management

A majority of voters give positive ratings to the job the government of the City of Tigard is doing, while ratings for the job the city is doing spending tax dollars is nearly evenly split between positive and negative.



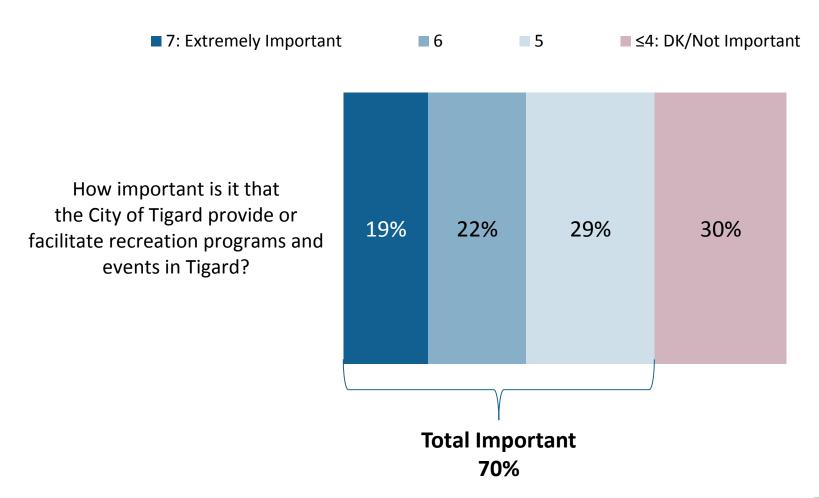
Comparing Ratings of Rec Programs By Subgroup

A breakdown of the job performance rating for the availability of recreation programs shows that the positive ratings, while not intense, do extend to virtually all major subgroups.



Importance of Recreational Programming

While a significant majority (70%) of voters say that it is important for the City to provide or facilitate recreation programs and events in Tigard, the intensity is soft. Only two in ten (19%) say it's extremely important for the City to do.

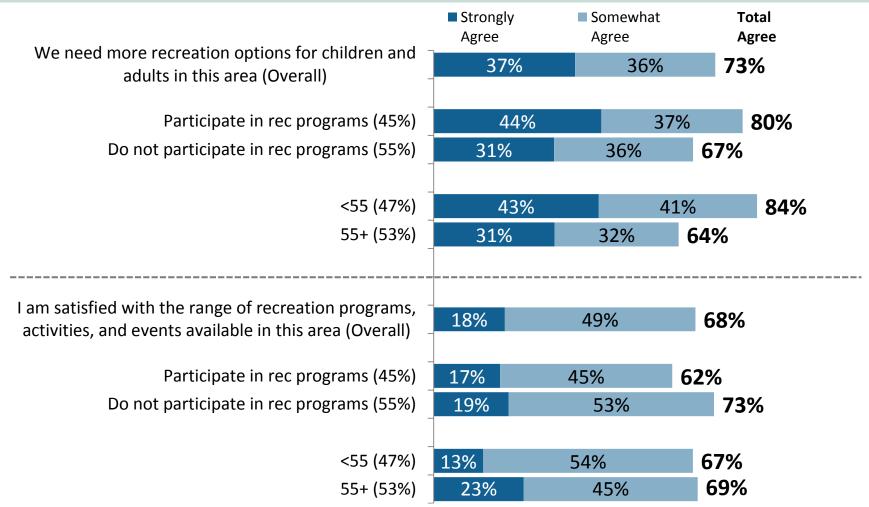


Q9. Providing recreation programming would be a new service for the City of Tigard. On a scale of one to seven, where one is not important at all and seven is extremely important, how important is it that the City of Tigard provide or facilitate recreation programs and events in Tigard?



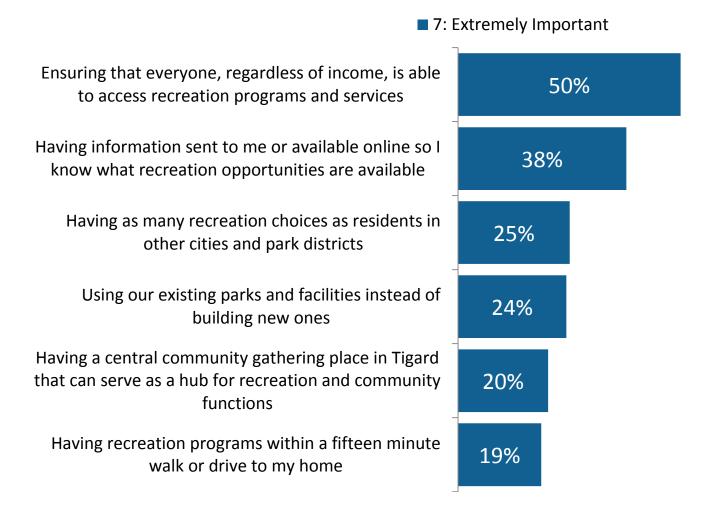
Statements – Recreational Programming

Although overall agreement is similar, there is clearly a higher level of intensity around the need for more recreation programs for children and adults in the area. In fact, intensity ("Strongly Agree") is at least double or more in two important subgroups.



Recreational Opportunities

Ensuring that **everyone** has access to recreation programs and services is most important to voters; perceived importance for accessible recreation information is strong but not as high.





Initial Support for Three Options

After a brief description of the options potentially being provided by the City to enhance recreation, a plurality prefer option 1; however there is not a clear favorite. It is important to note that none of these descriptions include the cost of the option.

Option 1 would provide funding to organize existing programs, providers and facilities into one centralized and easily accessible guide and catalog to recreational programming in Tigard.

Option 2 would fund the guide but would also include building a downtown event plaza; and classes and programs provided across the city at existing parks and facilities.

Option 3 would fund construction of a multipurpose community recreation center to house a wide range of new and existing programs and activities.



Support for Three Options - Informed

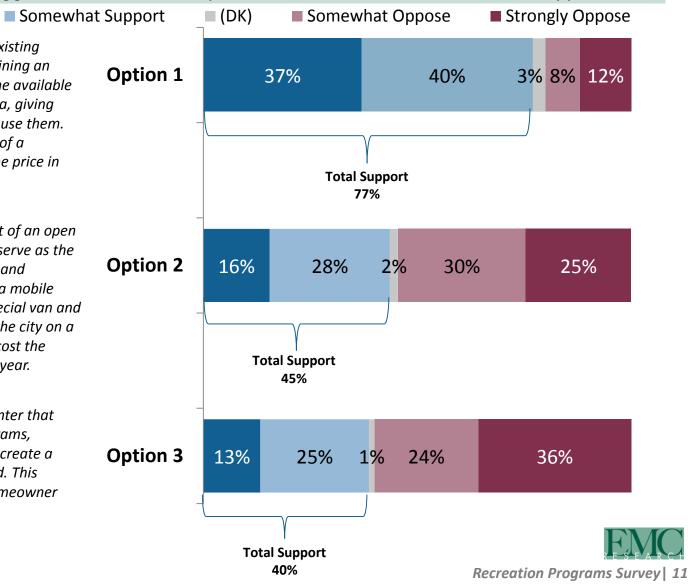
When voters hear more details including cost, option 1 is clearly preferred. The strong level of support for option 1 suggests some added components and additional cost would be supported.

This option would maximize the existing programs and facilities by maintaining an online and mailed catalog of all the available programs and activities in the area, giving residents an easy way to find and use them. This option would cost the owner of a \$310,000 home, the average home price in the city, about \$20 a year.

■ Strongly Support

This option funds the development of an open air downtown plaza which would serve as the central gathering point for events and programs and would also include a mobile program, packing supplies in a special van and taking classes to various parts of the city on a rotating basis. This option would cost the average homeowner about \$60 a year.

This option funds a community center that could offer a wide variety of programs, classes, activities, and events and create a home base for recreation in Tigard. This option would cost the average homeowner about \$100 a year.



Support for Option 1 - Informed

Below is a more detailed look at the support for Option 1. Given that total support is more than three-quarters (77%) of voters, it is reasonable to assume that some additional components with some additional cost could be added to Option 1 and that it would still retain majority support.

Some people say that there are good recreational programs and activities in our area, but they could be enhanced. This option would maximize the existing programs and facilities by maintaining an online and mailed catalog of all the available programs and activities in the area, giving residents an easy way to find and use them. In addition to the guide, this funding would allow the City to reserve rooms in existing public facilities—such as the Library, fire stations and City Hall—for programs and classes. The final portion of this funding would enhance the grant program that helps local program providers keep programs available and affordable. This option would cost the owner of a \$310,000 home, the average home price in the city, about \$20 a year.



Somewhat 40%

Strongly 37%

Oppose 20%

Somewhat 8%

Strongly 12%

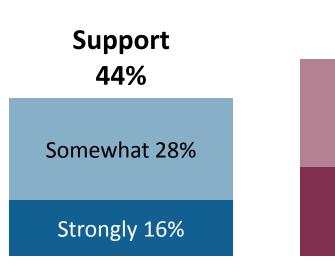
(Don't know) 3%

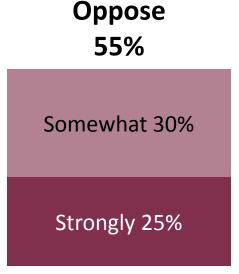


Support for Option 2 - Informed

Option 2 has a majority of voters in opposition, with half of that opposition in the "strong" category.

Some say that we need a central catalog, but also say our city has grown enough that we need to start providing space for classes and programs. This option funds the development of an open air downtown plaza which would serve as the central gathering point for events and programs. This option would also include a mobile program, packing supplies in a special van and taking classes to various parts of the city on a rotating basis. This brings classes to parks and facilities that are close to home for under-served parts of our community. This option would cost the average homeowner about \$60 a year.



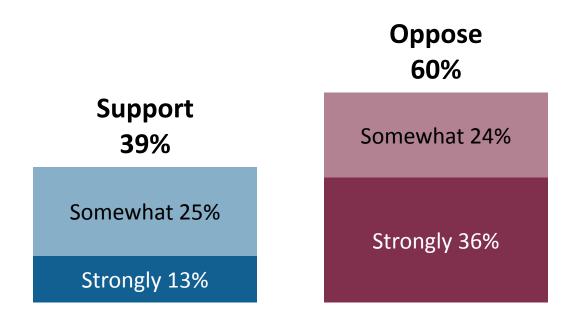


(Don't Know) 2%

Support for Option 3 - Informed

Opposition to option 3 is the highest, with over one-third (36%) strongly opposing it.

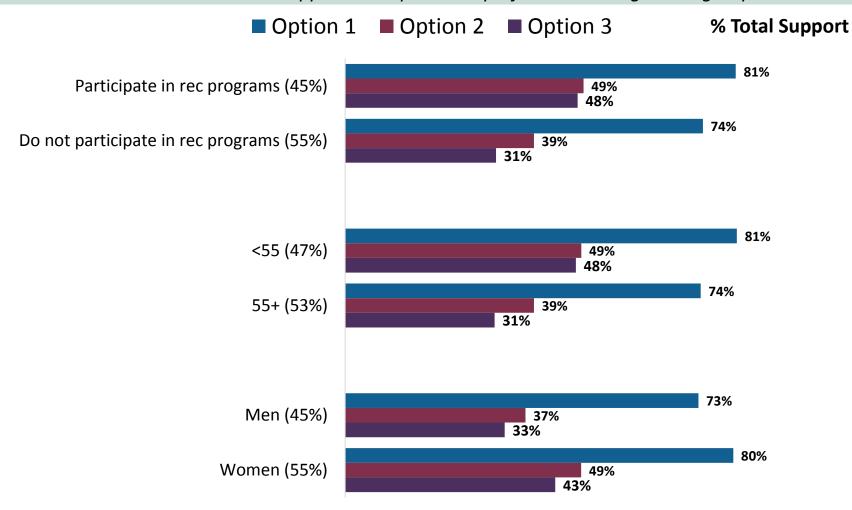
Other people say that we are not offering nearly enough recreational opportunities in Tigard. This option funds a community center that could offer a wide variety of programs, classes, activities, and events and create a home base for recreation in Tigard. This option would cost the average homeowner about \$100 a year.



(Don't know) 1%

Comparing Support for Options by Subgroup

Those who participate in rec programs are more supportive of all three options; younger voters and women are also more supportive. Option 1 is preference among all subgroups.



Most and Least Favorite Aspects of Three Options

Voters were most interested in the downtown plaza aspect of Option 2 and least interested in seeing their taxes go up.

What did you like best from any of the three options you heard?	%
Downtown plaza/Open air plaza/Central meeting place	16%
Catalog/Website	15%
Use existing facilities	12%
Option 1	10%
Community center/Recreation center/Building new facilities	9%
Low cost	6%
Option 2	6%
Additional activities/programs	5%
Mobile programs	4%
Option 3	4%
Other	12%
No/None/Nothing	11%
Don't Know/Refuse	7%

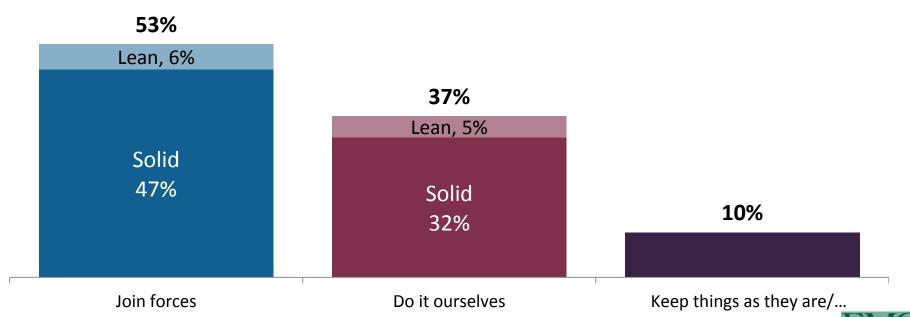
And what did you like least about any of the three options you heard?	%
Additional Taxes/Cost	35%
Community center/Recreation center/Building new facilities	11%
Downtown plaza/Open air plaza/Central meeting place	9%
Cost of Option 3/\$100 Fee	7%
Option 3	5%
Option 1	5%
Mobile programs	4%
Other	10%
No/None/Nothing	9%
Don't Know/Refuse	11%

Partnership with Other Recreation Providers

When forced to choose, voters are more inclined to say Tigard should partner to offer recreation programs.

Which of the following three statements is closest to your opinion, even if none are exactly right?

- We should explore joining forces with other partners in our region and pool our resources to provide more and different types of recreation programs in Tigard
- I'd like to have more or different types of recreation programs here in Tigard but it's better if we
 do it ourselves to control what's created and make sure resources are spent on what Tigard
 residents need.
- We should just keep things as they are

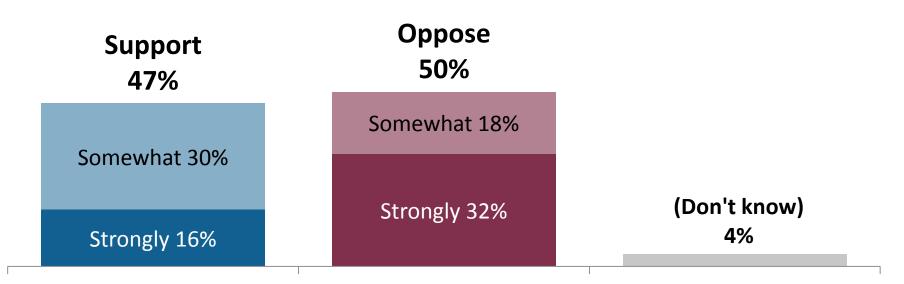


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Support For a Full Range of Services

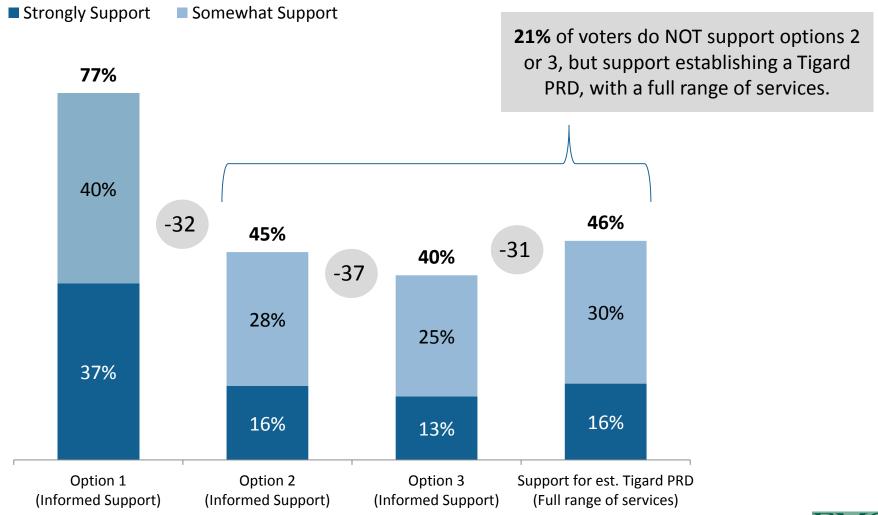
The concept of a parks and recreation program like the one in Tualatin Hills garners a strong level of support given it significantly higher cost than options 2 or 3.

The neighboring parks and recreation district, Tualatin Hills Parks and Recreation, offers what many consider to be a full range of recreational programs and activities. This has been built over time with the support of tax dollars. Right now, the average homeowner there pays \$380 per year for these services.



Identifying Drop-Off/Pick-Up Voters (Movers)

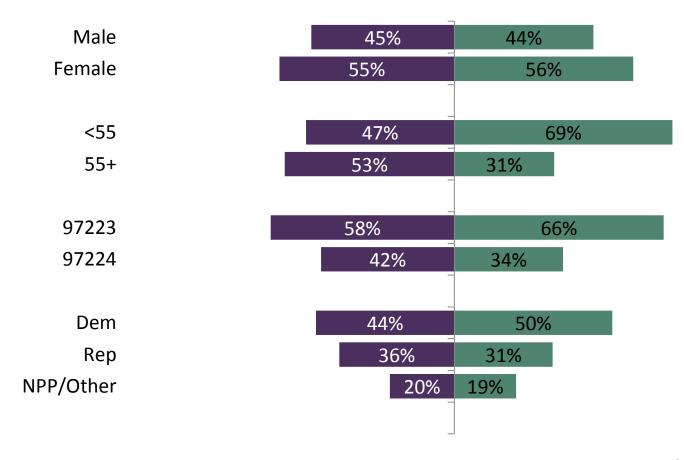
One-fifth (21%) of voters are supportive of establishing a Tigard PRD, despite their opposition to options 2 and 3, indicating that voters are open to a more substantial recreation option.



Movers by Demographic Subgroups

One way to describe the differences between Options 2 and 3 and the full parks and recreation program at the higher investment amount is to look at the difference in support between them. Younger voters are the biggest movers towards the full parks and recreation program.

■ Overall Sample ■ Did not support Option 2 or 3, but supported establishing a Tigard PRD



Movers by Attitudinal Subgroups

Those who support a regional partnership, those who see a need for more recreation options, and those who are willing to be taxed are all more likely to support a Tigard PRD even though they opposed options 2 and 3.

■ Overall Sample ■ Did not support Option 2 or 3, but supported establishing a Tigard PRD

Participate in rec programs

Don't participate in rec programs

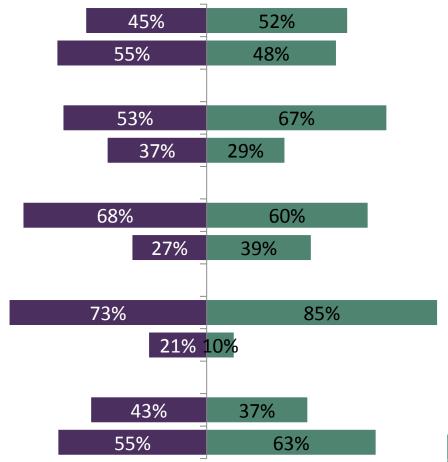
Support regional partnership
Support sole Tigard

Satisfied with range of rec Dissatisfied with range of rec

Need more rec options

Do not need more rec options

Would NOT support tax increase
Would support tax increase



Conclusions

- Voters are very satisfied with their quality of life in Tigard, though traffic congestion and related transportation issues are clearly the top concern.
- ▶ While voters give positive ratings to the availability of parks and recreation facilities in Tigard, there is room to improve the availability of recreation programs and events.
- Ensuring that everyone, regardless of income, is able to access recreation programs and services is one of the most important things the City could do in the recreation space.
- A series of three recreation options with funding amounts were tested; there is a clear preference (77% Support) for the lowest cost item (\$20/Year per Average Homeowner) that would create an activity catalog along with a grant system.
 - Given the high support for the activity catalog/grant system option, it is likely support would maintain a majority if one component; an open air plaza or mobile program, were included for a small increase in cost.
- ▶ A majority of voters (53%) think the City should be exploring joining forces with other partners in the region to provide more and different types of recreation programs in Tigard.
- An additional option for a parks and recreation program like what is offered in Tualatin Hills was tested (\$380 per average household). Support for this option is just short of a majority (47% Support), but given that this cost is significantly higher than anything else tested, it suggests voters are open to some sort of full-service option in the future, likely in partnership with other providers in the region.

Contacts



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APPENDIX D
Model Job Description

Tigard Recreation Program Study Model Job Description: Recreation Coordinator



Recreation Coordinator

Salary Range \$45,000 - \$55,000

Definition

Under general supervision, plans, coordinates and implements sports, recreational classes, special events, education and/or social programs and activities.

Supervision Received and Exercised

This position receives supervision from the Parks Manager and exercises lead direction and guidance to other staff, volunteers and community members.

Class Characteristics

An employee in this classification is responsible for planning, coordinating, and implementing year-round activities, recreation programs, and events for the City of Tigard. Responsibilities include a wide variety of tasks related to implementing a recreation program for the City of Tigard.

Examples of Essential Functions (Illustrative Only):

- Assists in recruiting potential staff, volunteers, and contractors and makes recommendations regarding hiring, training, monitoring and observing staff, provides performance input to the Supervisor.
 Oversees the work of program staff, volunteers, interns, temporary, and/or contract employees.
- Assumes primary responsibility for department assigned special events including, but not limited to planning, organizing, implementing, leading, and evaluating the event.
- Plan and coordinate City recreation programs or activities; develop work plans; develop budgets: allocate resources; develop schedules to accomplish program goals; maintain records as required. Monitor and evaluate program effectiveness in meeting established objectives; participate with management and community groups in

- developing program goals, policies and procedures; maintain program records; prepare reports on program operations.
- Serves as a liaison for community event partnership proposals, special use permits, rentals and private/public use of City facilities. Assumes primary responsibility for community outreach projects related to community events and activities.
- Promotes classes and activities by working with other staff to prepare publicity materials for Cityscape and other agency publications, community newsletters, fliers, pamphlets, posters. Presents program information at a variety of meetings and public speaking opportunities.
- Coordinates the program materials for the recreation program guide. Inputs program information into computer for program guide. Writes promotional description for events and programs and contributes articles for district/department newsletter.
- Orders and/or purchases supplies required for activities such as special events, program activities and community partnership events.
- Assumes primary responsibility for planning, organizing, implementing, and evaluating of City-wide special events and activities including registration, vendors, public speaking, exhibitors, sponsorships, business relations and related event components.
- Develop, coordinate, implement and guide recreational activities and opportunities. This may include leading, directing, or coordinating program activities possibly including: outdoor recreation activities like hikes and nature talks, community gardens, etc.
- Develops and coordinates partnerships with other City Departments and related program staff.
- Develops and coordinates partnerships with community agencies.

Other Essential Job Functions:

- Assist in preparing and updating budget and grant proposals; manage budget/grant funds and authorize/review limited program expenditures; gather and compile data and prepare reports.
- Assist the general public with program enrollment, by signing participants up for classes, receipting money, and perform related registration procedures
- Attend staff meetings as required.
- Serve on or provide support to a variety of committees, task forces or groups as necessary.
- Perform Job related duties as assigned.

Qualifications

Knowledge of:

- Principles, practices and application of recreational programming, planning, organizing, and implementation;
- Planning outdoor recreation programs, special events and special projects
- Principles and practices of supervision (as related to volunteers and contractors, training and performance evaluation. Instructor/staff recruitment, screening, retention, and evaluation skills;
- Basic procedures, methods and techniques of budget preparation and control.
- Pertinent Federal, State and local laws, codes and safety regulations.
- Applicable software and computer operations in a network environment.
- Basic human relations skills and public speaking.
- Business English, spelling, punctuation, letter writing, report preparation, record keeping and mathematics.

Skills:

First aid and CPR. Proficient technological skills including; MS Office, social media, database management and the ability to learn new technology.

Ability to:

- Communicate effectively with all ages ability to speak with ease publicly to groups of all ages and sizes
- Work independently with accountability;
- Excellent written and verbal communication skills,
- Establish and maintain satisfactory work relationships with staff, volunteers, participants, community groups, and the public.
- Represent the City of Tigard in a professional manner within the community. Attention to detail;
- Ability to work a variety of shifts, length of shifts and days of the week as events/programs require.

Experience and Training

Any satisfactory combination of experience and training which demonstrates the knowledge, skills, and ability to perform the above-described duties.

A typical way to obtain the knowledge and abilities would be:

A minimum of one year experience in recreational programming AND

Equivalent to a four year college or university education or four years of experience in special events coordination, outdoor recreation programming or a similar field.

Ability to speak Spanish is beneficial.

Licenses and Certifications

- Valid Oregon Drivers License required with a safe driving record.
- Possession of or ability to obtain current first aid and CPR certification.

PHYSICAL DEMANDS

- Duties include assignments in an office environment while sitting at a desk or working at a computer. Frequent focus on a computer screen, manual dexterity, and coordination may be required for several hours at a time.
- While performing the duties of this position, the employee is frequently required to stand, bend, kneel, stoop, often in conjunction with reaching for and manipulating objects.
- The employee will likely be required to stand and be mobile for the majority of the work period.
- The position requires mobility including the ability to move materials
- weighing up to 50 pounds on a regular basis such as event equipment, boxes/bags of activity materials, snack foods, etc.
- Depending on the event, the duties of this position may require the employee to be outside for the entirety of the work period.
- This position often requires the ability to work in adverse outdoor conditions over 40% of the work period while working in activities and the ability to stand for 4-10 hours in a shift.

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- Exposure to loud noise fluctuates from low to high and may infrequently require the use of hearing protection.
- Persons with disabilities may be able to perform the essential duties
 of this class with reasonable accommodation. Reasonable
 accommodation will be evaluated on an individual basis and depends,
 in part, on the specific requirements for the job, the limitations
 related to the disability and the ability of the hiring department to
 accommodate the limitation.