



Bend Metro Park & Recreation District

February 18, 2020

Board of Directors Agenda and Reports

www.bendparksandrec.org



play for life



Our Vision

To be a leader in building a community connected to nature, active lifestyles and one another.

Our Mission

To strengthen community vitality and foster healthy, enriched lifestyles by providing exceptional park and recreation services.

We Value

Excellence by striving to set the standard for quality programs, parks and services through leadership, vision, innovation and dedication to our work.

Environmental Sustainability by helping to protect, maintain and preserve our natural and developed resources.

Fiscal Accountability by responsibly and efficiently managing the financial health of the District today and for generations to come.

Inclusiveness by reducing physical, social and financial barriers to our programs, facilities and services.

Partnerships by fostering an atmosphere of cooperation, trust and resourcefulness with our patrons, coworkers and other organizations.

Customers by interacting with people in a responsive, considerate and efficient manner.

Safety by promoting a safe and healthy environment for all who work and play in our parks, facilities and programs.

Staff by honoring the diverse contributions of each employee and volunteer, and recognizing them as essential to accomplishing our mission.

play for life

District Office | Don Horton, Executive Director

799 SW Columbia St., Bend, Oregon 97702 | www.bendparksandrec.org | (541) 389-7275

Accessible Meeting/Alternate Format Notification

This meeting location is accessible. Sign and other language interpreter service, assistive listening devices, materials in alternate format or other accommodations are available upon advance request. Please contact the Executive Assistant no later than 24 hours in advance of the meeting at sheilar@bendparksandrec.org or 541-706-6151. Providing at least 2 business days' notice prior to the meeting will help ensure availability.

BOARD AGENDA COMMUNICATION

AGENDA DATE:	February 18, 2020
SUBJECT:	Park Stewardship Division Overview
STAFF RESOURCE:	Jeff Hagler, CPRP, Park Stewardship Manager Sasha Sulia, Superintendent of Park Operations
PREVIOUS BOARD ACTION:	NA
ACTION PROPOSED:	Information Only

BACKGROUND

The purpose of this work session item is to provide the board an overview of the Park Stewardship Division.

The Park Stewardship Division was created in 2014 and falls under Park Services Department. Originally this program included a contract Bend police officer to provide 40 hours a week of park patrol. This contract was discontinued in 2015, due to some staffing challenges faced by the Police Department at the time. As an alternative, the district entered into a contract with Bend Patrol Services (BPS) to assist with the current park safety pyramid system approach to enforcement and education in parks. The Bend Police Department and Deschutes County Sheriff's Office continue to be a key part of the enforcement and education efforts in parks. During the board meeting, staff will explain the structure of the pyramid approach to safety in parks, and how each group works together.

The Park Services Division consists of one, full-time manager, two full-time park stewards, two seasonal stewards (six months during the summer) and one part-time assistant park steward. The division also manages the contract with Bend Patrol Security (BPS), which provides one day officer on a variable schedule and two, night-time officers seven days a week on a year-round basis.

The primary goal of the Park Stewardship Division (including BPS) is to provide a positive presence in the district's parks and trails, while addressing rule enforcement and providing information and outreach to park patrons. Direct patron feedback has been positive and appreciative, reporting a high sense of safety in district parks and on trails. In addition, in the most recent perception survey, 93 percent of respondents strongly or somewhat agree that they feel safe in the parks and on the trails. This is a two percent increase from the prior survey in 2016.

The success of the program is attributed to a variety of reasons including:

1. The district's program stresses the importance of a positive enforcement style in the parks and provides staff with extensive training on techniques to provide education and gain voluntary rule compliance rather than using a strictly punitive enforcement approach.

2. The increased services of BPS to seven days a week provides more consistent coverage across the District.
3. The computerized incident tracking system provides real time information about interactions with park patrons, and provides reports that are shared with partnering agencies (e.g., Bend Police or Deschutes County Sheriff's Office).
4. Collaboration with various community groups such as, the City of Bend, Deschutes County, local law enforcement, Homeless Leadership Coalition, Downtown Business Association and neighborhood associations provides opportunities to approach issues in the parks and throughout the community with a collaborative approach.

As the district continues to grow and add facilities, the division will be challenged to meet the increasing and diverse needs of park patrons, while still maintaining the current level and quality of service experienced by park users today.

BUDGETARY IMPACT

The park stewardship program and the BPS contract are funded through property tax funding, which is included in the Park Services Department budget.

STAFF RECOMMENDATION

None

MOTION

None

ATTACHMENTS

None

BOARD AGENDA COMMUNICATION

AGENDA DATE:	February 18, 2020
SUBJECT:	City of Bend Transportation Bond Update
GUEST PRESENTERS:	Gena Goodman-Campbell, City Councilor Chris Piper, City Councilor
PREVIOUS BOARD ACTION:	None
ACTION PROPOSED:	Information Only
STRATEGIC PLAN:	
Pillar:	Community Relationships
Strategy:	Partner when there is shared mission and broad community benefits

BACKGROUND

Earlier this month, the Bend City Council unanimously agreed to ask voters to consider bonds of up to \$190 million to pay for traffic flow, east-west connections and neighborhood safety improvement projects citywide. The bond measure will appear on the May 19, 2020, Primary Election ballot.

Bond projects, which reflect priorities made clear through a public advisory committee, phone and online surveys and focus groups, include:

- improvements to roads, intersections, and key east-west corridors,
- neighborhood safety improvement projects,
- a connected cross-town bicycle network,
- sidewalks and safe crossings for access to schools, parks and jobs,
- sidewalk infill on key routes,
- contributions to improvements on US 97/the Parkway, including redesign and construction of interchanges and on/off ramps, and
- transit infrastructure improvements and matching funds for transit system capital improvements.

City leaders will share the project list and maps and answer questions from board members.



Board of Directors

January 21, 2020

District Office Building | 799 SW Columbia | Bend, Oregon



BOARD PRESENT

- Ted Schoenborn, Chair
- Nathan Hovekamp, Vice Chair
- Ariel Méndez
- Jason Kropf
- Deb Schoen

STAFF PRESENT

- Michelle Healy, Deputy Executive Director
- Julie Brown, Manager of Communications and Community Relations
- Lindsey Lombard, Administrative Services Director
- Matt Mercer, Director of Recreation
- Sheila Reed, Executive Assistant
- Brian Hudspeth, Development Manager
- Jeff Hagler, Park Stewardship Manager
- Betsy Tucker, Finance Manager
- Michael Egging, Recreation Services Manager
- Colleen McNally, Marketing Manager
- Alan Adams, Facilities Specialist
- Marcia Copple, Accountant
- Sarah Bodo, Trail Planner

MEDIA

- Jacob Larsen, KTVZ
- Brenna Visser, The Bulletin

5:30 p.m. CONVENE MEETING

WORK SESSION

1. PacifiCorp Dam Update – *Scott Bolton and Matthew Chancellor*

Mr. Bolton addressed the board and explained that he was present to answer questions that the board may have about the dam at Mirror Pond. Mr. Bolton explained that PacifiCorp looked into the idea of divesting in some small hydro assets, the dam that creates Mirror Pond was one of them. He said the role that the dam plays in creating an important aesthetic feature in the area, and is a carbon free energy generating resource, the company decided to keep the dam in place. He stated that this announcement was made in a number of different forums. He further explained, that although the energy generated at the dam is not large, it still generates good energy through the year and the costs did not make sense to remove.

The board asked questions about the cost to divest. Mr. Bolton responded that they tested the marketplace to see if there was any interest to purchase the dam. Due to a non-disclosure agreement with the district and the city, there are things that he cannot discuss. He added that this was not the only dam that was considered at the time, there was a second dam that is also still in place.

The board asked Mr. Bolton to describe the commitment to the keeping the dam, the ongoing costs associated with repairs and whether this is a year to year decision. Mr. Bolton explained that PacifiCorp will periodically look at a property to see if it is still of value, this property was one of those some years ago. He reiterated that company intends to own and operate this facility.

The board countered that although the energy created by the dam may be carbon free, it has an environmental impact on the river and is an impediment to fish. The board asked about PacifiCorp's commitment to the provision of fish passage. Mr. Bolton responded that PacifiCorp has spent millions on hatcheries, habitat restoration, and work with some of the best fishery biologists. He said every way that energy is created has an environmental impact and this is something that has to be balanced. Mr. Bolton said that PacifiCorp is open to fish passage and is willing to participate in the process to determine what is best for the community. Adding that it would be important to study the actual improvement to fish with a passage in place and commented that the financial commitment needs to be in the best interest of the PacifiCorp customer.

The board asked why PacifiCorp decided to contribute to the dredge. Mr. Bolton replied that the community showed an interest in getting the dredge done and wanted to work with the other participating agencies. He said the money that is being contributed is shareholder money and is not coming from the rate payers. He finished by saying this is a way to be a part of the solution.

2. Trail Planning Update – *Henry Stroud*

Mr. Stroud opened with a brief history of trail planning in Bend. He said today the district is guided by the 2018 comprehensive plan. This plan focuses on the level of service targets and organizes projects by high, moderate and low priorities.

Mr. Stroud spoke about the two statewide plans by the Oregon Parks and Recreation Department that provide good insights about the more diverse and aging population, the desire of "close to home" recreational opportunities and the positive impacts on the economy from non-motorized trails. He also mentioned the City of Bend plans for a bond that will include numerous trail projects.

Next, Mr. Stroud showed a map of the district trail system today, he said the system is comprehensive and offers 88 miles of existing trail with 89 more miles of trail planned. He explained that the district only owns about half of the trails that the district operates. The rest

of the trail exist via an easement, license agreement or through an IGA with the City of Bend. He added that this is important because the district only has full design control over owned property, the others trails that are within the public right of way involve negotiations with the underlying property owner.

Trails are funded through tax revenues, private land development, grants and donations. Trails are prioritized by the following criteria:

- Close to Home: existing or planned high density
- Partnership/Opportunity: Private land development or grants
- Urgency: maintenance, safety hazard
- Invest in Existing Assets: improve or expand existing trails, eliminate trail gaps
- Included in the last CIP

Mr. Stroud reviewed the most frequently requested trail alignments and current projects that include:

- Central Oregon Historic Canal Trail
- Discovery Trail and Manzanita Trail
- Haul Road Trail
- North Unit Trail

He said the district relies on interagency coordination with the City of Bend, Oregon State Parks, ODOT and Bend LaPine Schools.

Mr. Stroud finished his presentation by discussing the qualities that make a good trail system:

- Safety and Accessibility: including modern design standards
- Usability: Provide wayfinding, provide readily available trail data
- Connectivity: Other transportation modes, amenities and equal distribution
- Experience: Appeal to human nature, provide a wide range of experiences and create positive feelings

6:50 p.m. BREAK/TRANSITION

7:00 p.m. BUSINESS SESSION

VISITORS

Paul MacClanahan: Mr. MacClanahan represents Mirror Pond Solutions (MPS), he said they are committed to the process that came from the resolution. He added that the silt removal is fully funded, 10 years have been invested in the process, he said there have been many discussions, and invited the new board members to reach out to MPS for more information. He said MPS supports fish passage as well. Mr. MacClanahan read a statement from Tom Carlsen. Mr. Carlsen represents more than 200 households that support silt removal. He stated the public

has raised the funds for the silt removal project and are committed to a \$500,000 contribution. He encouraged the board to support previous board actions and keep this project moving in a timely manner.

Mike Ogle: Mr. Ogle commented that he listened to the audio of the meeting that MPS presented and he could only hear about half of the audio. He then passed out a chart of Bend hydro power generation to the board. The chart shows the limited amount of power that is generated by the dam. Mr. Ogle said it is clean energy, but not very much energy and he estimated that it doesn't even pay for half the salary of the person that runs the dam. He said the dam is falling apart and expressed his concerns for the fish that are impacted by the presence of the dam.

Craig Lacy: Mr. Lacy remarked that he has been involved with fish issues for quite a while, he gave an overview of all his experience. He spoke about the history of the dam and the fish passage that was originally built and then fell into disrepair. The fish passage was removed and never rebuilt in spite of commitments to replace it. He cited a study that was done in the mid-90s that said nearly 3,000 fish were being killed at the dam every year. Mr. Lacy gave the board a copy of Oregon State Statutes that he said supports his argument for fish passage at the dam.

Mark Davis: Mr. Davis referenced an engineering study that was performed in 2013 on the dam at Mirror Pond. The study was done by a respected engineering firm that found the dam was falling apart and in need of repair or rebuilt. He stated that the minor repairs that have been done are not safe for people in the river downstream. He expressed his concerns that if the dam has a failure, it would not be safe for anyone in the water downstream. He further stated that dredging the pond would significantly increase the water that would be released in the event of a failure.

Justin Rae: Mr. Rae spoke about the 2015 Mirror Pond hybrid vision that the community endorsed. He said he understands that another committee is being formed and not everyone is being invited to be a part of it. As president of Bend Paddle Trail Alliance and as a partner to the district, Mr. Rae said recreational interests are not being represented on this committee and in 2013-14, this caused a lot of division in the community when everyone wasn't brought to the table then. He encouraged the board to rethink this oversight and get to a community vision.

Myria Gantreaux: Ms. Gantreaux asked the board if they are maintaining their vision for the river trail and the river and how it is used. She said she does not hear a long-term vision from PacifiCorp. She spoke about the costs of fish passage and dredging (which is a temporary solution), she says it sounds like a half of a plan. She also stated that the community wants a continuous river trail, accessibility to the river and habitat restoration and she does not hear a plan for that.

Jayson Bowerman: Mr. Bowerman shared his concerns for the work the district is doing on the river. He is in favor of balancing restoration projects on the river with allowing for public access. He mentioned the Drake Park trail extension plans and points out that there are no access points in the plan nor portage around the dam. He encouraged the board to consider the broad benefit

of enjoyment with recreational opportunities, move toward a reconnected river that was supported in the 2015 vision and measure the ecological and long-term benefit to the community.

Julia Kelleher: Ms. Kelleher expressed her frustration that ice time for figure skating does not appear to be a priority. She said the hockey teams are getting far more time and other programs are being severely restricted due to the lack of available ice time. She said that she knows the district is not federally funded, but referenced the federal law Title 9 that dictates equal opportunity for sports. She said hockey is male dominated and figure skaters are primarily female and in the spirit of the Title 9 law, she requested more equitable ice time. She commented that the sports that are given more ice time are allowed to grow and the sports without ice time are going to die.

Dominique Lahaix: Mr. Lahaix said the school district changed the school times making it difficult for freestyle skaters to get ice time. He said the early morning 5 am time is not reasonable and other rinks (Eugene) allow more freestyle skating options for their community.

Leanne Kozub: Ms. Kozub commented that the board meeting agendas are buried on the website and take several clicks to get the needed information. She suggested the district email patrons about the meetings. She said that she has registered her child for many programs with the district and often gets waitlisted. She said she has never been taken off the waitlist, even when she is first on the list, nor has she been allowed to register for a class even when it is clear that there are spaces. Due to the inability to get into programs, she has had to pay for private lessons and are getting less and less ice time for lessons.

Anne Marie Daggett: Ms. Daggett is a figure skating coach and helped form the figure skating community in Bend. She teaches for the district and has private classes too. She is getting less ice time and the coach to student ratio is getting hard to manage. She said it is dangerous for everybody on the ice for students to try to practice more advanced techniques during open skate. She asked the board to strongly consider moving the freestyle time to after school. She added that the school district changed to a later start time because it is better for kids to learn, so it is not good for them to have to get up early for ice time. She said she feels that they are becoming less and less of a priority and by not prioritizing these kids, they will lose them as adults.

Zoe Campbell: Ms. Campbell is a figure skater, she said she been skating 10 -11 years and due to a lack of ice time, her progress has been slow. She said there are programs that she cannot do because she is too old or too advanced. Now she has a coach, but is struggling to find ice time to skate. Ms. Campbell said there is only two and a half hours open for practice time for freestyle skating which is very little compared to the hockey time and it is too crowded to get practice in at open skates. She asked the board to give more ice time to the 13-18 age group.

Kristen Campbell: Ms. Campbell said she wants to reiterate what others have said. This group feels overlooked by the district. The kids that want to compete feel like they are very far behind because they don't have the opportunity to practice enough to get better. They also struggle

with lack of coaching since coaches are unable to secure ice time. There are no learn to skate classes for older kids or kids with higher abilities, Ms. Campbell expressed her frustration with getting her daughter signed up for classes that get canceled. She further commented that other rinks in Central Oregon aren't as nice or as big and are not an option for practice.

Elisa Lahaix: Ms. Lahaix said the Pavilion feels like a second home. She used to be able to go and get time in after school, but when the schools changed the schedule, it is no longer possible for her. She now has less time to skate and she competes against others that can practice five hours daily. Ms. Lahaix said skating allows her to express herself and she does not understand why hockey gets some much more time. She spoke of younger skaters that are struggling to find time also. She said the figure skaters are not being prioritized and do not have the ability to bring in as much money as hockey to become a higher priority.

Derek Berry: Mr. Berry has three kids that play hockey. He said there are some issues on the hockey side that the board will likely be hearing about too. He said ice time in general is a problem. His daughter would like to play hockey, but has not been able to get the skating skills she needs to play. He said creating an environment where everybody wants to come out or learn to skate is the job of the district. He suggested that as the board looks at future planning, he recommended a new facility with an indoor ice rink and an Olympic pool to better serve the needs of the community.

Allison Hart: Ms. Hart spoke about her son participating in the learn to play hockey program. She said he was excited to play for a team, but because he turned 15, there are no teams from 15-18 years of age. She said the private clubs are \$1500 with \$1000 investment in equipment and they were told her son was not good enough for that level. He then took some private lessons to work on his skating skills and now those times are no longer available for the lessons. She added that open skate is too busy for adequate practice. Ms. Hart said there is a deficit in programming for this age group, commenting that her son aged out of springboard diving at 14. Now he is unable to play hockey until he is 18. She said the district does a very good job with the younger kids and adults, but a whole range of teens are being left out.

CONSENT AGENDA

1. Meeting Minutes – 1/7/2020
2. Approve Northpointe Park Name

Director Hovekamp made a motion to approve the consent agenda. Director Mendez seconded. The motion passed unanimously, 4-0.

BUSINESS SESSION

1. Board Member Oath of Office, Swearing in Deb Schoen

Deb Schoen was sworn in to fill a vacated seat until June 30, 2021.

2. Accept 2018-19 CAFR – *Brenda Bartlett SGA CPA*

Ms. Lombard explained the reason for the CAFR. She said it is an outside look at the district financial statements and make sure that reports are accurate and ethical. Ms. Lombard passed out the report to the board. Ms. Bartlett said they performed an audit of the financial statements of the district. Part of the audit requires third party verification of the reported numbers. She received enough of these third-party verifications to determine that the statements were presented fairly. Ms. Bartlett reviewed some highlights of the report that can be found here: <https://www.bendparksandrec.org/wp-content/uploads/2019/12/2018-19-Financial-Statements-FINAL-12-10-2019.pdf>

The board asked Ms. Bartlett for some specifics of what they look for in the audit. She responded by saying they look for risk. She said SDC revenues are an area of risk because of the laws that have to be followed when spending SDC money. She said they also look carefully at design build contracts, searching for potential fraud, kickbacks, and ensuring competitive pricing. Payroll is another area she commented about, checking that controls are in place and whether bonuses are given appropriately. Ms. Lombard encouraged the board to read the summary of the report.

Director Kropf made a motion to accept the Bend Park and Recreation District's audited Comprehensive Annual Financial Report for the fiscal year 2018-19. Director Hovekamp seconded. The motion passed unanimously, 5-0.

3. Approve Northpointe Property Master Plan – *Brian Hudspeth and Bronwen Mastro*

Mr. Hudspeth began the presentation with an explanation of the neighborhood park development standards and the process for developing parks.

Ms. Mastro showed the project location for Northpointe Park. She said there is a lot of anticipation from the neighbors for this park. In order to plan this park, staff held neighborhood meetings with HOAs in the area, a public open house and provided an online survey. Neighbors asked for a safe place as the first priority. Top features for the park included: children's play area, park shelter, open lawn area and soft surface areas. These all match the park development standards.

Ms. Mastro showed picture of the masterplan and explained the features of the park: activity areas, open space, plaza and gathering, entry overlook, nature trails and rest area. The budget for the park is 2.5 million. So far \$836,412 has been spent. The remaining budget will be spent on design, permitting and construction. She closed by saying this park will begin construction in the spring of 2021 and be completed in the fall.

Director Hovekamp made a motion to approve the Northpointe Property Master Plan. Director Kropf seconded. The motion passed unanimously, 5-0.

4. Petition for Annexation, Pahlisch Homes – Sarah Bodo and Michelle Healy

Ms. Bodo asked the board to annex a property near Rockridge park. She said this land is not within the urban growth boundary (UGB), and needs board approval for the annexation. The land is in the urban reserve area and Pahlisch homes has approval to subdivide to 2.5 acre lots for development of homes. It was explained that it is much easier to annex this property before the homes are developed.

Director Hovekamp made a motion to adopt resolution No. 2020-02 authorizing annexation of a 22-acre property including map tax lot number 171215AB00100, 171215AB00604, 171215AC01300, 171215AA00600 and 171215AA00700 to the district. Director Mendez seconded. The motion passed unanimously, 5-0.

EXECUTIVE DIRECTOR'S REPORT

Deputy Executive Director Healy reminded the Board about the board workshop on February 4, she added that there will be a lot more discussions about the ice time issues that were shared tonight. She expressed interest in looking at the times since the school times changed and how Bend Ice is distributing time as well. There was a discussion about all the demands on the district facilities because everyone wants the same times.

PROJECT REPORT

BOARD MEETINGS CALENDAR REVIEW

GOOD OF THE ORDER

Director Hovekamp said he is grateful that PacifiCorp came to the meeting tonight. He said he felt they were candid in the answers to questions. He said what he heard is that it is cheaper to keep the dam than remove it and less to do with clean energy. He said he understands their standpoint, but it doesn't speak to larger considerations for the community and the future of the river.

The board expressed concern that the last few talks about Mirror Pond have been for the dredge and may need more representation from both sides. Ms. Healy reminded the board that there have been many discussions on both sides over the years. Director Méndez suggested conducting a deliberative poll on the topic. Ms. Healy asked to table the discussion until Executive Director Horton could be involved because he knows the history on the topic.

ADJOURN 9:30pm

Prepared by,
Sheila Reed
Executive Assistant

Ted Schoenborn, Chair

Nathan Hovekamp, Vice-Chair

Jason Kropf

Ariel Méndez

Deb Schoen

BOARD AGENDA COMMUNICATION

AGENDA DATE:	February 18, 2020
SUBJECT:	Resolution No. 2020-03 Local Government Grant – Riverbend Park
STAFF RESOURCE:	Quinn Keever, Planner Michelle Healy, Deputy Executive Director
PREVIOUS BOARD ACTION:	None
ACTION PROPOSED:	Adopt Resolution No. 2020-03 authorizing a 2020 Local Government Grant for Riverbend Park
STRATEGIC PLAN:	
Pillar:	Operations and Management Practices
Outcome:	Be a local leader in environmental stewardship
Strategy:	Improve efforts to be responsible stewards of the natural environment

BACKGROUND

Riverbend Park is an approximately 20-acre community park that includes a portion of the Deschutes River Trail. Riverbend Park is the primary access point for floaters to enter the river and float downstream to Drake Park. The park also hosts numerous community events, and is a popular location to access the Deschutes River Trail, which runs through the park and continues both upstream and downstream.

In 2019 an estimated 240,420 people floated the river, most of whom accessed the river in Riverbend Park. While a majority of river users access the river from the designated beach in Riverbend Park, numerous users create their own access points into the river. During the project planning phase, staff documented 52 user-created access points spurring off of the Deschutes River Trail within Riverbend Park. The user-created access points consist of native soil that has been eroded, thereby creating non-accessible drop-offs into the river. Each year these access points lose more vegetation and grow wider, as is visible from Google Earth images.

The Riverbend Access Project will create three safer, more accessible and sustainable access points from the Deschutes River Trail into the river.

River Access 1 will be 1,079 square feet with terracing and a stone stairway to and into the river. River Access 2 will measure 1,017 square feet and will include terracing for a more consistent grade to and into the river. River Access 3 is the largest of the three access points measuring 1,795 square feet. From the east, users can go down a stone stairway to an accessible viewing area. The viewing area will include a seat wall for spectating and resting. From the west, users can go down an accessible ramp to the accessible area.

Additionally, through a partnership with Upper Deschutes Watershed Council, the user-made access points will be closed and the riparian habitat will be restored.

The grant requires a minimum match of 50% of the total project cost which would be matched with district funds. The grant application deadline is April 1, 2020 and requires the submittal of a Board Resolution approving the application. Staff has prepared the attached draft Resolution No. 2020-03 for Board review and approval.

BUDGETARY IMPACT

The district's Capital Improvement Plan (CIP) identifies funding for the Riverbend Access Project. The proposed grant application would request grant funding of \$113,190 to fund half of the project.

STAFF RECOMMENDATION

Staff recommends the board adopt Resolution No. 2020-03 supporting the 2020 Riverbend Access Project Local Government grant application.

MOTION

I move to adopt Board Resolution No. 2020-03 authorizing the executive director to apply to the Oregon Parks and Recreation Department for a 2020 Local Government grant in support of improvements at Riverbend Park.

ATTACHMENT

Resolution No. 2020-03

BMPRD RESOLUTION NO. 2020-03

**A RESOLUTION OF THE BEND PARK AND RECREATION DISTRICT BOARD OF DIRECTORS
AUTHORIZING DISTRICT STAFF TO APPLY FOR 2020 OREGON PARKS AND RECREATION DEPARTMENT
LOCAL GOVERNMENT GRANT PROGRAM**

WHEREAS, the Board of Directors has identified access improvements to Riverbend Park as a priority in the District's Five-Year Capital Improvement Plan (CIP) and 10-Year Comprehensive Plan; and

WHEREAS, the District is seeking alternative capital to augment funding in order to provide for the development of those needs prioritized in the CIP and Comprehensive Plan; and,

WHEREAS, the District certifies that the matching share for the application is available at this time; and,

WHEREAS, the District will provide adequate funding for on-going operations and maintenance of this park and recreation facility should the grant funds be awarded; and

WHEREAS, the District desires to participate in this grant program to the greatest extent possible as a means of providing needed park and recreation improvements and enhancements; and

WHEREAS, the Oregon Parks and Recreation Department is accepting applications for the Local Government Grant Program; and,

NOW, THEREFORE, the Board of Directors hereby resolves that District staff is authorized to seek Local Government Grant funds to support enhancements in Riverbend Park.

ADOPTED by the Board of Directors of the District on this 18th day of February, 2020.

Ted Schoenborn, Board Chair

Attest:

Don P. Horton, Executive Director

BOARD AGENDA COMMUNICATION

AGENDA DATE:	February 18, 2020
SUBJECT:	Resolution No. 2020-04 Land and Water Conservation Fund Grant – Drake Park
STAFF RESOURCE:	Quinn Keever, Planner Michelle Healy, Deputy Executive Director
PREVIOUS BOARD ACTION:	None
ACTION PROPOSED:	Adopt Resolution No. 2020-04 authorizing a 2020 Land and Water Conservation Fund Grant Application for Drake Park
STRATEGIC PLAN:	
Pillar:	Operations and Management Practices
Outcome:	Be a local leader in environmental stewardship
Strategy:	Improve efforts to be responsible stewards of the natural environment

BACKGROUND

Drake Park is an approximately 13-acre community park adjacent to downtown Bend. This 99-year old park is a popular place for locals and tourists to stroll along the Deschutes River, participate in community events, and increasingly, the location in which river users exit the river after floating from upstream.

In 2019, an estimated 240,420 people floated the river, most of which exited the river at Drake Park. Upon leaving the river, many river users wait in the park to board the “Ride the River” shuttle, which transports people back to their vehicles at the Simpson Parking lot or Riverbend Park.

The popularity of floating the river has taken a toll on the portion of Drake Park nearest Galveston Avenue, where floaters exit the river. The bank and upland area have been stripped of vegetation and are actively eroding. Additionally, the trail leading from the footbridge to its terminus below the City of Bend parking lot is inaccessible and in need of repairs. The Land and Water Conservation Fund grant would help fund the following improvements at Drake Park in response to these issues:

- Formalize, armor and reinforce the beach
- Restore the riparian habitat around the beach
- Build an accessible pathway from the beach to a new bus plaza
- Construct a bus plaza with seat walls for people waiting to board the Ride the River shuttle
- Construct an accessible trail and two boardwalks along the river to improve the Deschutes River Trail alignment
- Construct a new staircase from the trail to the City parking lot

The grant requires a minimum match of 50% of the total project cost which would be matched with district funds. The grant application deadline is in April, 2020 and requires the submittal of a Board Resolution approving the application. Staff has prepared the attached draft Resolution No. 2020-04 for Board review and approval.

BUDGETARY IMPACT

The district's approved 2020-2024 Capital Improvement Plan (CIP) identifies a total funding allocation of \$5,662,899 for the entire Drake Park Deschutes River Trail and Bank Improvement Project. The proposed grant application would request grant funding of \$749,769 to fund a portion of the project.

STAFF RECOMMENDATION

Staff recommends the board adopt Resolution No. 2020-04 supporting the 2020 Drake Park Land and Water Conservation Fund Grant application.

MOTION

I move to adopt Board Resolution No. 2020-04 authorizing the executive director to apply to the Oregon Parks and Recreation Department for a 2020 Land and Water Conservation Fund grant in support of improvements at Drake Park.

ATTACHMENT

Resolution No. 2020-04

BMPRD RESOLUTION NO. 2020-04

**A RESOLUTION OF THE BEND PARK AND RECREATION DISTRICT BOARD OF DIRECTORS
AUTHORIZING DISTRICT STAFF TO APPLY FOR 2020 OREGON PARKS AND RECREATION DEPARTMENT LAND
AND WATER CONSERVATION FUND GRANT**

WHEREAS, the Board of Directors has identified enhancements to Drake Park as a priority in the District's Five-Year Capital Improvement Plan (CIP) and 10-Year Comprehensive Plan; and

WHEREAS, the District is seeking alternative capital to augment funding in order to provide for the development of those needs prioritized in the CIP and Comprehensive Plan; and,

WHEREAS, the District certifies that the matching share for the application is available at this time; and,

WHEREAS, the District will provide adequate funding for on-going operations and maintenance of this park and recreation facility should the grant funds be awarded; and

WHEREAS, the District desires to participate in this grant program to the greatest extent possible as a means of providing needed park and recreation improvements and enhancements; and

WHEREAS, the Oregon Parks and Recreation Department is accepting applications for the Land and Water Conservation Fund Grant Program; and,

NOW, THEREFORE, the Board of Directors hereby resolves that District staff is authorized to seek Land and Water Conservation funds to support enhancements in Drake Park.

ADOPTED by the Board of Directors of the District on this 18th day of February, 2020.

Ted Schoenborn, Board Chair

Attest:

Don P. Horton, Executive Director

BOARD AGENDA COMMUNICATION

AGENDA DATE:	February 18, 2020
SUBJECT:	Financial support for Bend 2030 initiatives
STAFF RESOURCE:	Don Horton, Executive Director
GUEST PRESENTERS:	Ryan Swagerty and Laura Fritz, Bend 2030 Representatives
PREVIOUS BOARD ACTION:	The Board has approved district financial support of Bend 2030 since 2008
ACTION PROPOSED:	Consider current year financial support for Bend 2030
STRATEGIC PLAN:	
Pillar:	Community Relationships
Outcome:	Partner when there is shared mission and broad community benefits
Strategy:	Foster community trust in BPRD to use resources to best benefit the community.

BACKGROUND

The district is a member of Bend 2030's Leadership Alliance and supports the organization along with the City of Bend, Central Oregon Community College, OSU-Cascades, and others. Many of the district projects listed in Bend 2030's vision are projects that the District has either accomplished or offers benefits to our residents.

Bend 2030's most recent ask was in consideration of two projects that had impacts on district operations: workforce housing and transportation. Workforce housing supports the district by helping to shape policy that may eventually benefit the district's workforce, which is predominantly part-time and seasonal positions. Finding affordable housing for many of our employees is difficult and will continue to be a challenge without clear policy that ensures workforce housing is included in the city's housing inventory.

Transportation issues are also important to the district. A portion of the transportation initiative supported by Bend 2030 addresses the role of trails in the city's transportation network. These discussions and findings of Bend 2030 were considered in the City of Bend Transportation System Plan which, in part, has led to the city's bond measure on the May ballot. This bond has several projects that will contribute to the city's active transportation needs and help the district to satisfy our own trails plans.

Unlike city or county government, state law restricts district expenditures to those things that benefit, support or advance park and recreation in Bend. Any funding dedicated to an outside agency must be restricted to funding causes that support park and recreation in Bend. Bend 2030 has indicated that its accounting methods allow them to restrict contributed funding to specific

projects that would ensure that the district contributions are going toward those projects.

Ted Schoenborn, as the board liaison to Bend 2030, met with the interim executive director and a board member of Bend 2030 to discuss the need to dedicate these funds to a purpose that benefits the district. Their presentation should align their ask to the mission of the district. It is within the board's purview to determine if the ask matches the needs of the district.

STAFF RECOMMENDATION

Staff recommends that the board review and consider Bend 2030's request and provide direction to staff.

BUDGETARY IMPACT

The budgetary impact of \$5,000 is not specifically budgeted; however, there are funds budgeted in administrative services that can be used for this purpose if the board deems that their ask meets the goals of the district.

MOTION

I move to provide financial support to Bend 2030 in the amount of \$5,000.

BOARD AGENDA COMMUNICATION

AGENDA DATE:	February 18, 2020
SUBJECT:	Community Perception Survey
GUEST PRESENTERS:	Michael Simone, RRC Associates
STAFF RESOURCE:	Sarah Bodo, Park Planner Michelle Healy, Deputy Executive Director
PREVIOUS BOARD ACTION:	None
ACTION PROPOSED:	None
STRATEGIC PLAN:	
Pillar:	Community Relationships
Outcome:	A community better informed about the district
Strategy:	Foster community trust in BPRD to use resources to best benefit the community.

BACKGROUND

The district conducts a community survey about every three years to gauge community perception and awareness of the district, and to measure general satisfaction with programs and services. The results of these surveys provide the district with important insight into public sentiment and are used to help set priorities and inform decision-making on a variety of issues. In addition, the survey results are tracked over time, allowing the district to compare and measure progress on certain issues.

Prior surveys were conducted in 2007, 2010, 2013 and 2016. RRC Associates conducted the most recent survey in November 2019. The 2019 survey results are benchmarked against the results from 2016 and 2013. RRC Associates will be at the board meeting to present the 2019 survey results and discuss their findings.

BUDGETARY IMPACT

None

STAFF RECOMMENDATION

None – for board review and discussion only.

MOTION

None

ATTACHMENT

2019 Perception Survey Report

BEND PARK & RECREATION DISTRICT 2019 AWARENESS AND PERCEPTION STUDY



Bend Park & Recreation
DISTRICT



RRC
ASSOCIATES



INTRODUCTION

The purpose of this study was to measure community awareness and perceptions of multiple facets of the Bend Park & Recreation District (BPRD).

This survey research effort and subsequent analysis were designed to evaluate long-term trends, perceptions in recent years, and to monitor goals established by the Strategic Plan.

METHODOLOGY

Primary methods:

1 = Random, invitation sample
Mailed survey with an option to complete online

2 = Open link online survey

Open link survey available to all residents

5,500 Surveys Mailed



The invitation and open link samples saw very strong response with 978 completed invite surveys and 740 open link. Respondents were diverse in their perspectives, backgrounds, and preferences; signaling a strong representation from the entire Bend community.

Additional outreach methods were conducted by the BPRD and are included at the end of the report.

978
Completed
Surveys
+/-3.1% Margin of Error



WEIGHTING THE DATA

The underlying data were weighted by age, whether the respondent owns or rents their home, and ethnicity to ensure appropriate representation of Bend residents across different demographic cohorts in the sample.

Using U.S. Census Data, the age, home ownership, and ethnicity distribution in the sample were adjusted to more closely match the population profile of Bend.

Statement of Limitations: Any sampling of opinions or perceptions is subject to margin of error. Due to variable response rates by some segments of the population, the underlying results, while weighted to best match the overall demographics of residents, may not be completely representative of some sub-groups of the Bend population when segmenting results into smaller sample sizes. Note that the margin of error is different for every single question response on the survey depending on the resultant sample sizes, proportion of responses, and number of answer categories for each question. Comparison of differences in the data between various segments, therefore, should take into consideration these factors. As a general comment, it is sometimes more appropriate to focus attention on the general trends and patterns in the data rather than on the individual percentages.



KEY FINDINGS RECAP

KEY FINDINGS RECAP

▶ **Familiarity with BPRD:**

Very high and consistent over time—91% somewhat or very familiar. Weaker among younger, newer residents.

▶ **Separate Agency vs. Department of the City:**

More are classifying BPRD as a separate agency (50% vs. 44% in 2016); however, more are also classifying it as a department within the City (34% vs. 28% in 2016), suggesting that residents still need education on how BPRD is structured. The influx of new, younger residents to Bend further creates challenges around this matter.

▶ **BPRD Going in the Right or Wrong Direction:**

83% believe BPRD is going in the right direction serving the community, while 10% don't know and 6% believe it's going in the wrong direction. Results are generally much better compared to other governmental agencies.

KEY FINDINGS RECAP

▶ **Satisfaction with Parks & Recreation Services:**

Residents are very satisfied with parks and recreation services in Bend—92% somewhat or very satisfied (64% very satisfied—improving from 54% in 2016 and 2013).

▶ **BPRD Perspectives & Perceptions:**

In particular, respondents agree that BPRD maintains parks & trails well, offers quality programs & facilities, acts as a good steward of the environment, and more. Results show very positive perceptions by the community on most topics (all above 90% positive when removing “don’t knows”).

KEY FINDINGS RECAP

▶ **Engagement and Educational Opportunities:**

Many statements also rate with high levels of “don’t know”:

▶ 37% don’t know if BPRD partners effectively with others, suggesting room for more engagement and educational opportunities. Among those who do know, satisfaction is at 84%.

▶ 29% don’t know if BPRD provides good customer service—many may have not visited a recreation facility, enrolled in a program, or encountered BPRD staff (along with many new residents present). Among those who do know, satisfaction is at 91%.

▶ **BPRD Perspectives—Comments Around Inclusivity/Equity and Serving the Needs of the Community:**

Open ended comments help shed light on these opinions, with some pointing to the Bend Whitewater Park and Ice Rink as expensive facilities that only serve the needs of a few. Perceived inequity of facilities and funding for the east side also noted.

KEY FINDINGS RECAP

▶ Likelihood to Recommend / Net Promoter Score (NPS):

53% Promoters

31% Passives

17% Detractors

36% NPS

NPS by Location of residence: NW 40%, SW 41%, NE 36%, SE 34%

New Residents: 45-55% / Longtime residents: ~25%

60% households with kids / 27% households without kids

- ▶ NPS—opportunity to convert larger number of passives into loyal promoters & supporters through education, communications, equitable allocation of resources, etc.
- ▶ While most comments are positive, many of the negative responses tend to center on financial issues (high property taxes, SDCs, and the amount of money BPRD takes in) and “inclusivity/equity” of facilities for all residents of Bend:
 - lack of various facilities in certain areas of town (SE in particular)
 - concern that seniors are being overlooked (in favor of families/cyclists/high-level active recreation pursuits)
 - the feeling that the Whitewater Park and Ice Rink are expensive facilities that only serve the needs of a few (including tourists) instead of the masses

KEY FINDINGS RECAP

- ▶ **Commercial Activities in Parks (consider more);
Events in Parks (probably about the right mix/level):**
For both events and commercial activities, about half feel the current level of activity should remain about the same (by 55% and 51%, respectively).
- ▶ For commercial activities, residents are more split with 26% saying increase activity and 14% decrease.
- ▶ For events, 18% say increase the number of events while just 8% say decrease (events more likely remain status quo perhaps).
- ▶ Younger residents (under 35) are most likely to be supportive of increasing both events (28%) and especially commercial activities (42%).
- ▶ Special outreach to Latino community indicated very strong support for increasing both events and commercial activities.

KEY FINDINGS RECAP

▶ **Recreation Access vs. Caring for Natural Environments:**

Almost 70% would like the district to place an equal amount of emphasis on preserving natural environments and providing recreational access.

▶ Those who chose a specific emphasis place greater importance on caring for natural environments (23% vs. 8% recreation). Comments note the need to protect natural areas before everything is built up.

▶ **Trails for Recreation vs. Transportation:**

Nearly half (46%) prefer BPRD place equal emphasis on recreational and transportation-focused trails

▶ Those who chose an emphasis placed greater importance on recreational trails over transportation—38% vs. 16%).

▶ Trail connectivity is an issue noted in the comments (east-west connections, trails needed in SE Bend, South UGB Bridge, need for bike lanes, etc.).

KEY FINDINGS RECAP

▶ **Communications / Best Way to Reach Residents:**

The Activity Guide/Brochures remains the most popular way to receive park/recreation information from BPRD (48%). Local media (41%), District website (39%), emails (35%), newsletters (30%), and social media (29%) follow.

▶ **Social Media Best Way to Reach Younger Residents:**

Younger residents rely more so on social media (68%), word of mouth, and information onsite at the recreation facilities or program locations. Older residents tend to prefer the Activity Guide/Brochures and local media as the best way to receive information. Middle-age residents lean more on the District website and emails (also school email/newsletter).

KEY FINDINGS RECAP

- ▶ **Perspectives on Taxes / Transparency / Trust:**
Regarding level of agreement on statements related to taxpayer dollars being spent wisely, transparency, and trust:
 - ▶ Overall, 52-68% agreed positively with the statements; however, a large portion don't know (21-32%).
 - ▶ Removing “don't knows,” level of agreement goes to 87% for trust, 80% using taxpayer money wisely, and 76% for transparency.
 - ▶ Historically, the number of respondents that believe BPRD uses taxpayer money wisely has improved slightly over the last few years—80% vs. 73% in 2016, 78% in 2013 (with DK's removed).
 - ▶ Another educational opportunity to inform the public how their taxes are used, actions that make BPRD transparent, and trust-building information.

KEY FINDINGS RECAP

- ▶ **Level of Service:** 79% say the level of parks & recreation services provided by BPRD is just about right, 13% too little and 8% say too much.
- ▶ **Level of Taxes:** More than two-thirds (68%) believe they pay just about the right amount of taxes, but 27% believe they pay too much.
- ▶ Most of the community (two-thirds) appears generally satisfied with the amount they pay in taxes to fund BPRD; although a significant one-quarter do voice concerns.
- ▶ Older, long-time residents are most likely to say the amount of taxes they pay to fund BPRD is too much (~30-40%). Those with kids are most likely to say the amount of taxes they pay to fund BPRD is just right (75%).

KEY FINDINGS RECAP

▶ **Value of Government Services (Parks & Rec Rank Highest):**

Parks, trails, & recreation services have always rated quite high in the value received per dollar spent compared to other city services, with very little change in results over time. Parks, trails, and recreation had the highest rating among all services (average score of 8.2), followed closely by police, fire and public safety (8.1), library services (8.0), and K-12 public schools (6.9). Street repair and maintenance rated lowest at 5.1.

▶ It is clear that the community sees significant value in what BPRD is offering despite a small (vocal) minority that have issue with the level of property taxes being collected and how those dollars are being spent in some cases.

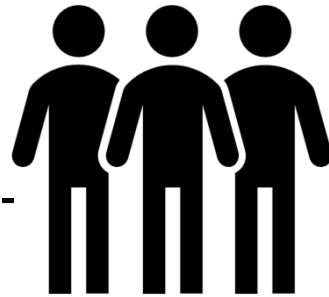


DEMOGRAPHICS AND OVERALL PERSPECTIVES

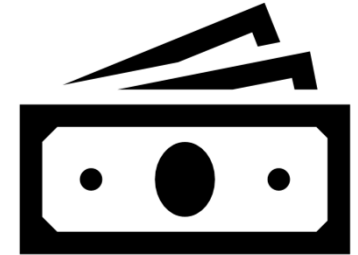


INVITATION SAMPLE RESPONDENT DEMOGRAPHICS

44% of respondents are under 45 years old. Responses were well-distributed across age ranges in Bend. Average age=49.3



65% of households earn under \$100k; **25%** under \$50k.



64% of respondents own their residence.



36% rent in Bend.

30% of respondent households have children at home.



36% of respondents have lived in Central Oregon for less than 5 years. **14.3 yrs average.**

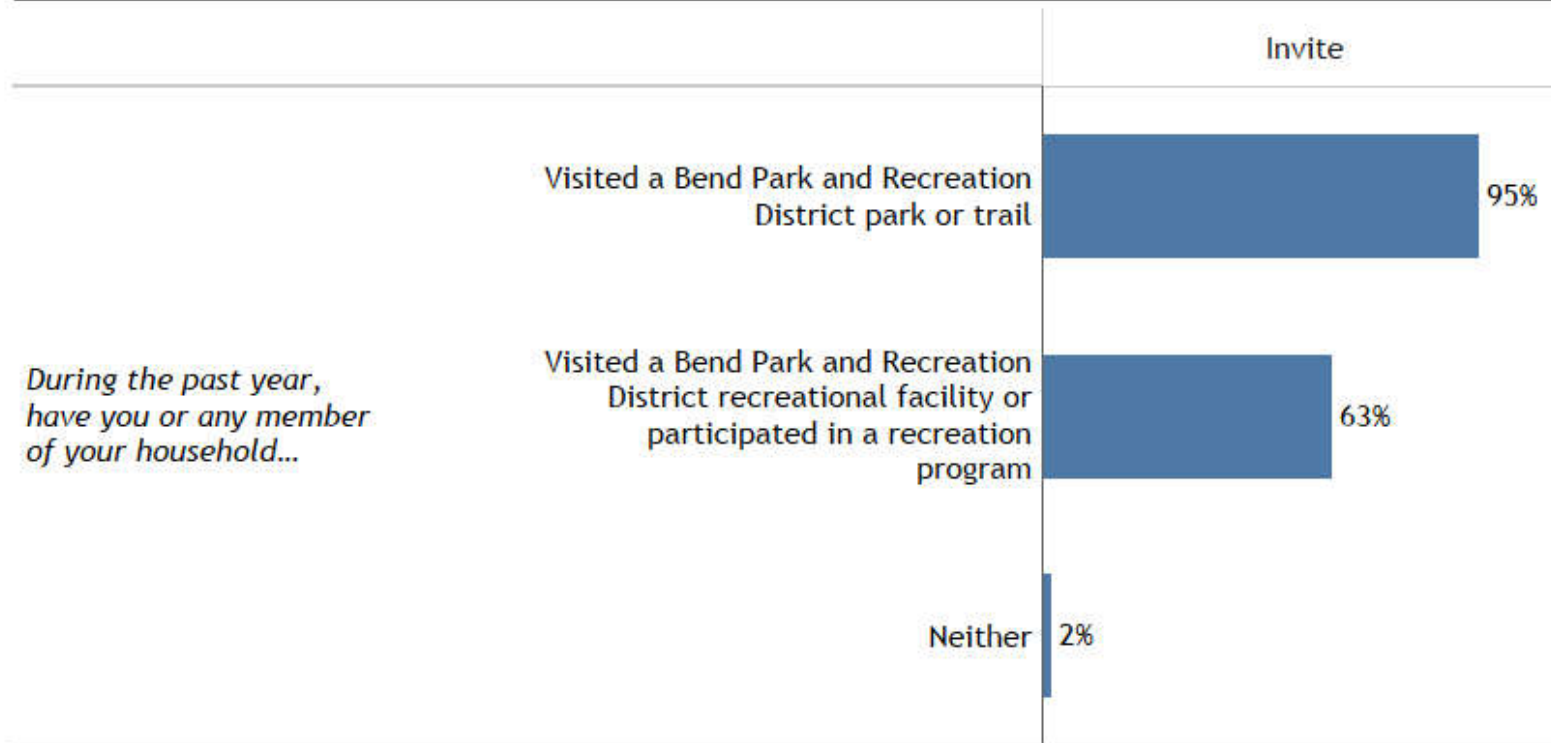




PARK AND RECREATION USAGE

- ▶ 95% have visited a BPRD park or trail in the past year.
- ▶ Nearly 2/3^{rds} have participated in a BPRD program or visited a facility in the past year.

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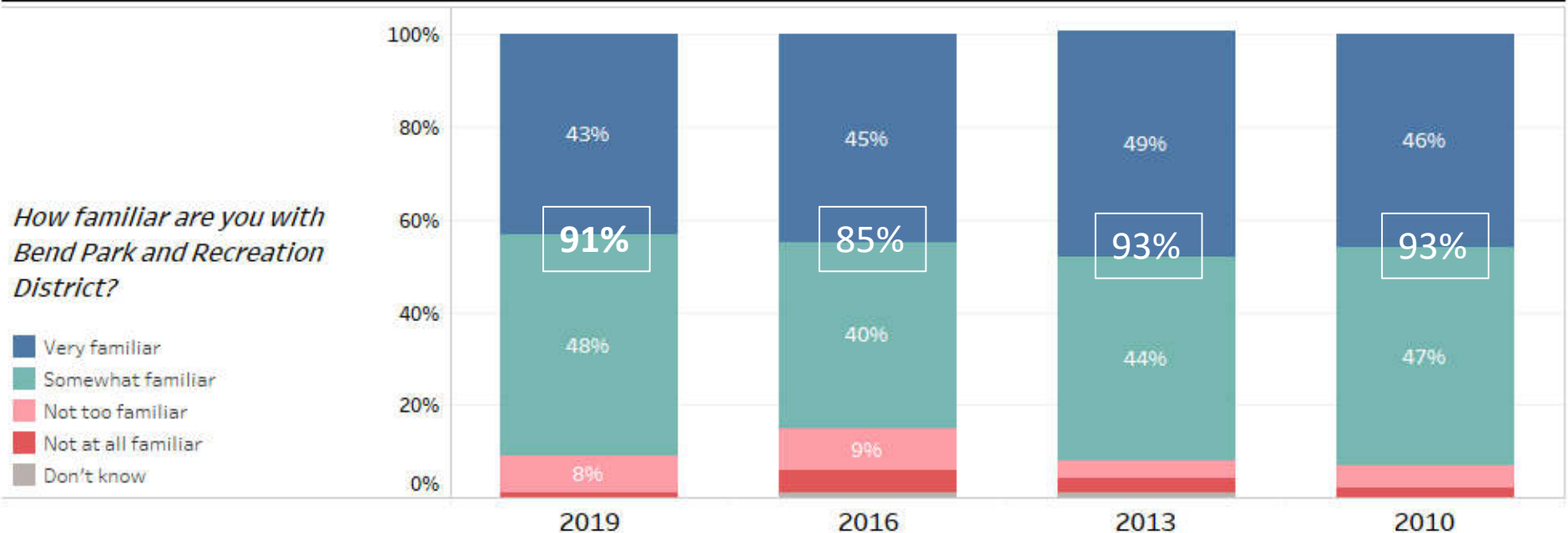




FAMILIARITY WITH BPRD

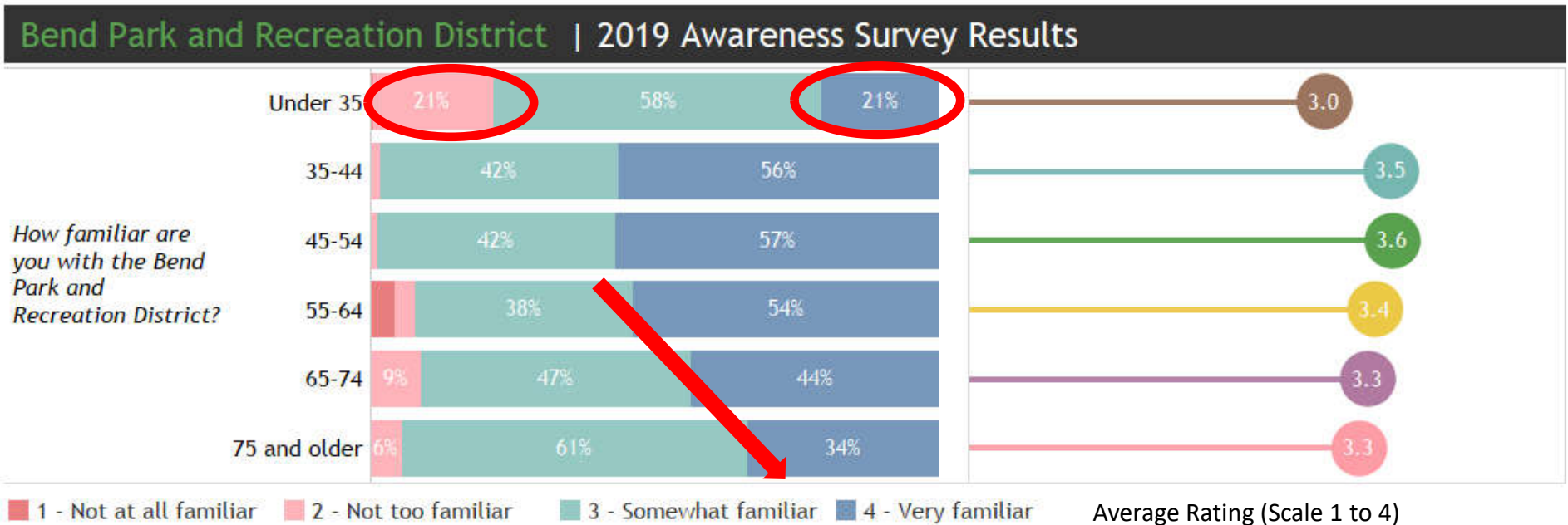
- ▶ Overall level of familiarity has remained very consistent since 2010—91% somewhat or very familiar—a very positive takeaway.

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FAMILIARITY BY AGE

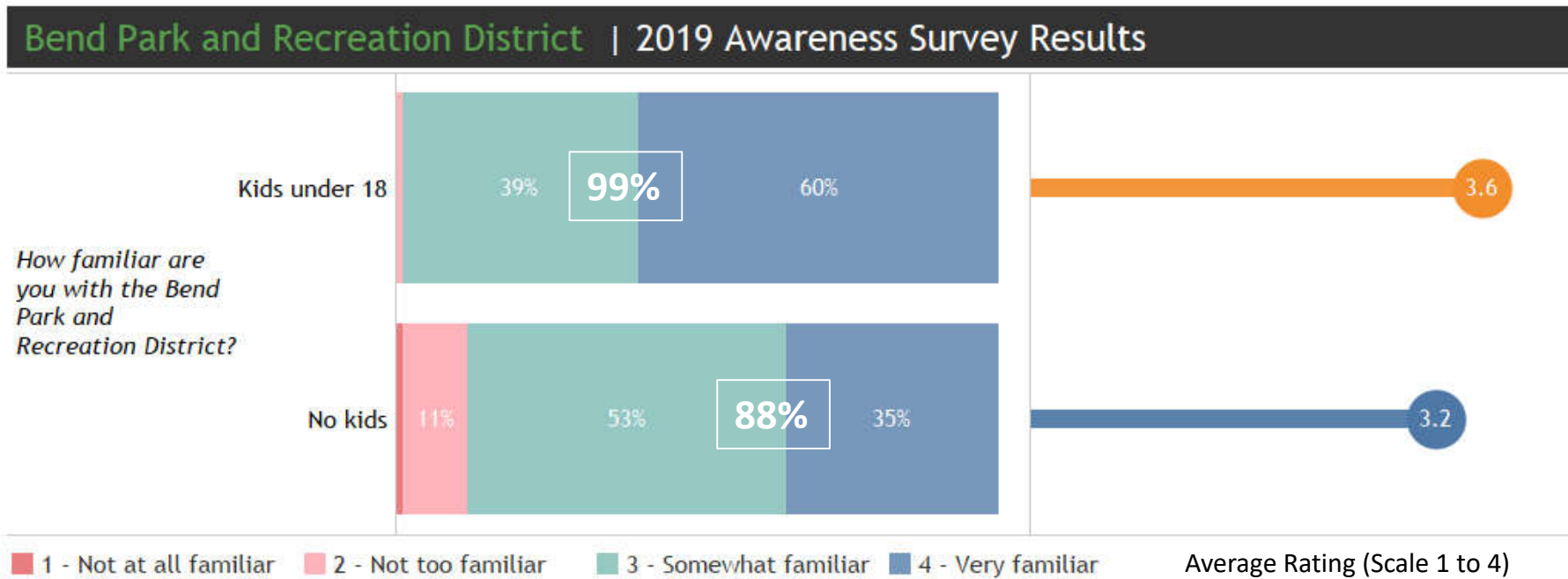
- ▶ Familiarity with BPRD is generally weaker among younger, newer residents. Among residents under age 35, 22% are not familiar while about the same number are very familiar (21%). Similarly, 17% of new residents (less than 5 years in the area) are not familiar with BPRD while 22% are very familiar. Note that half of all new residents are under the age of 35.
- ▶ Degree of familiarity also tends to taper off as age increases.





FAMILIARITY BY PRESENCE OF KIDS

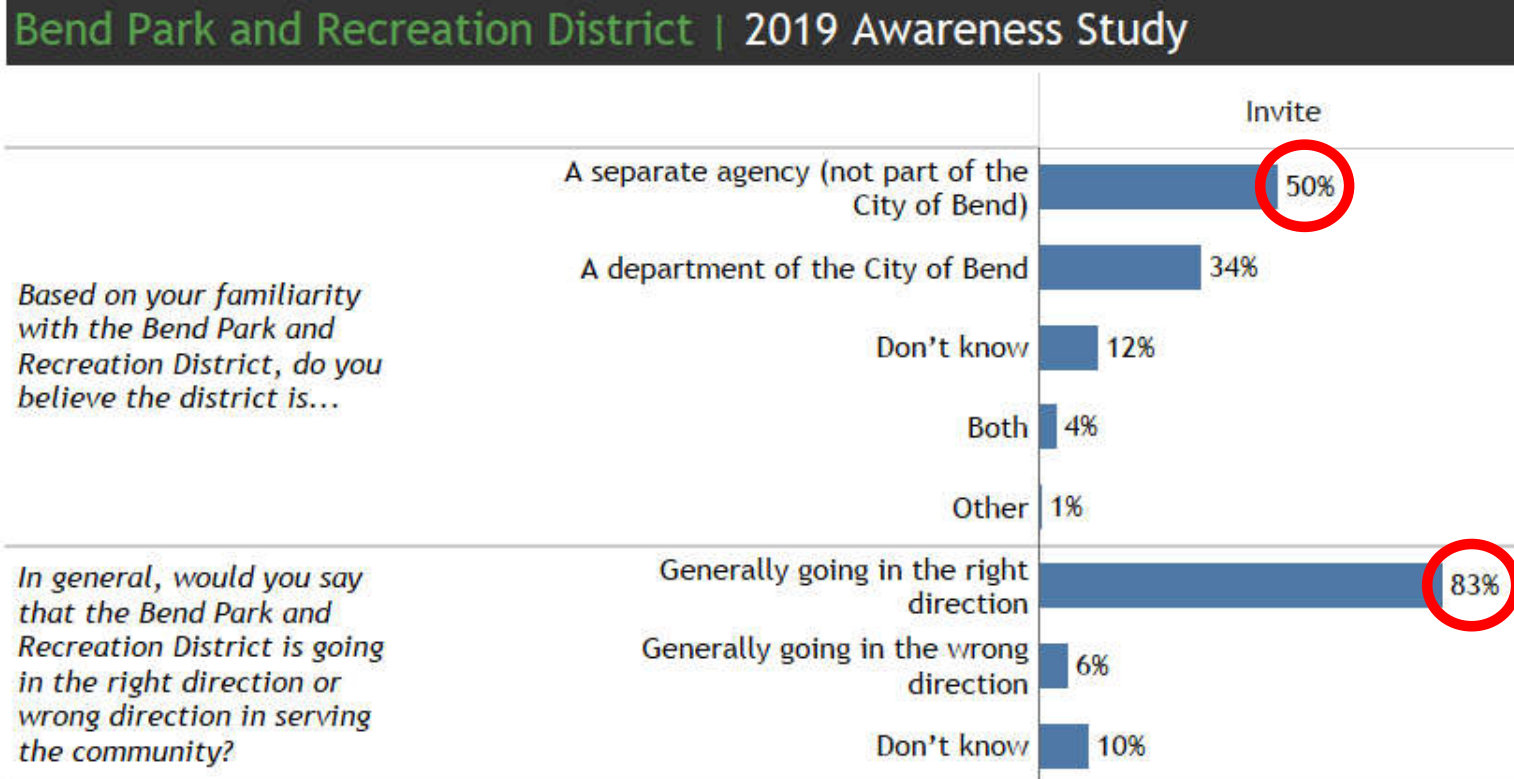
- ▶ Familiarity with BPRD is strongest among households with kids. Those without kids are also relatively familiar with BPRD despite having potentially fewer ways to interact with what is offered.





BPRD CLASSIFICATION AND DIRECTION

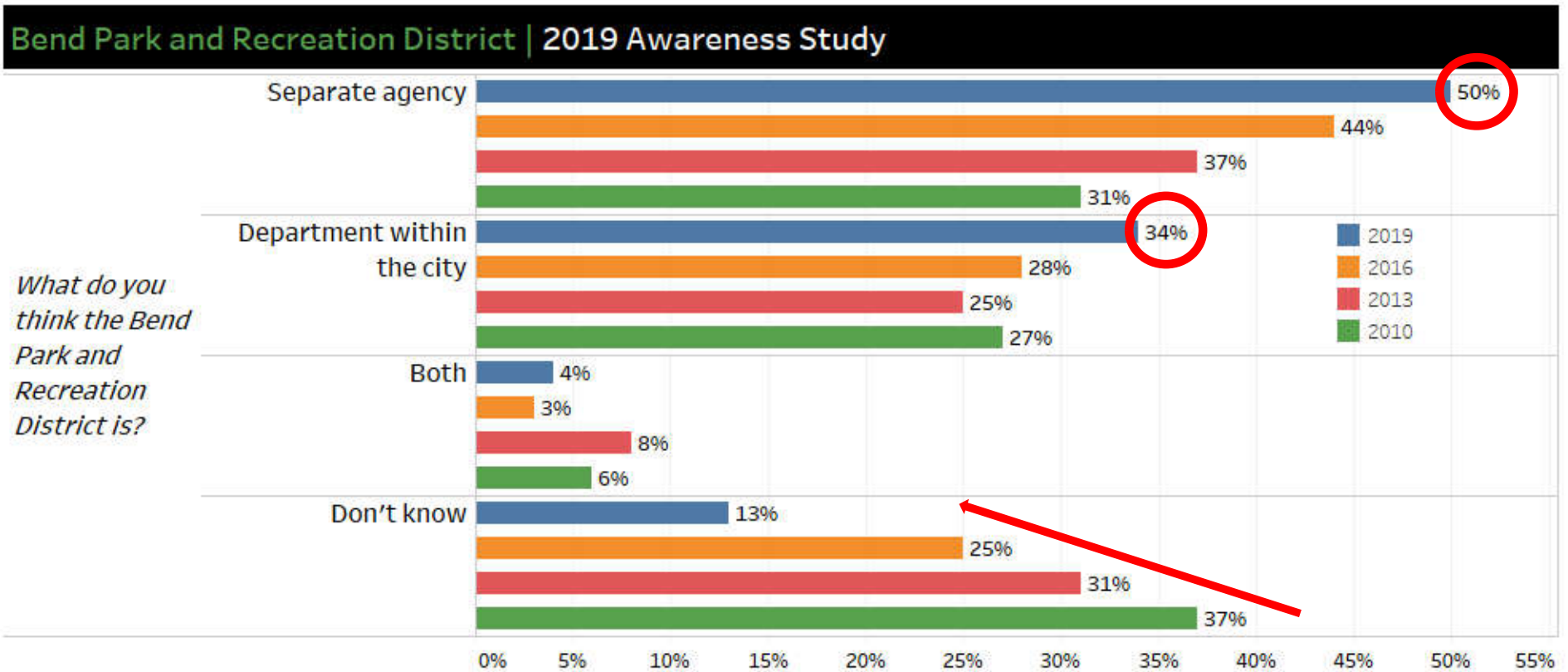
- ▶ Half of respondents know that BPRD is a separate agency
- ▶ 34% believe it's a department of the City.
- ▶ A majority believe BPRD is going in the right direction serving the community (83%). Only 6% believe it's going in the wrong direction.





YEAR-OVER-YEAR BPRD CLASSIFICATION

- ▶ More classify BPRD as a separate agency; however, more are also classifying it as a department within the City (fewer respondents are saying they don't know).
- ▶ This suggests that residents still need education on how BPRD is structured as a separate agency.

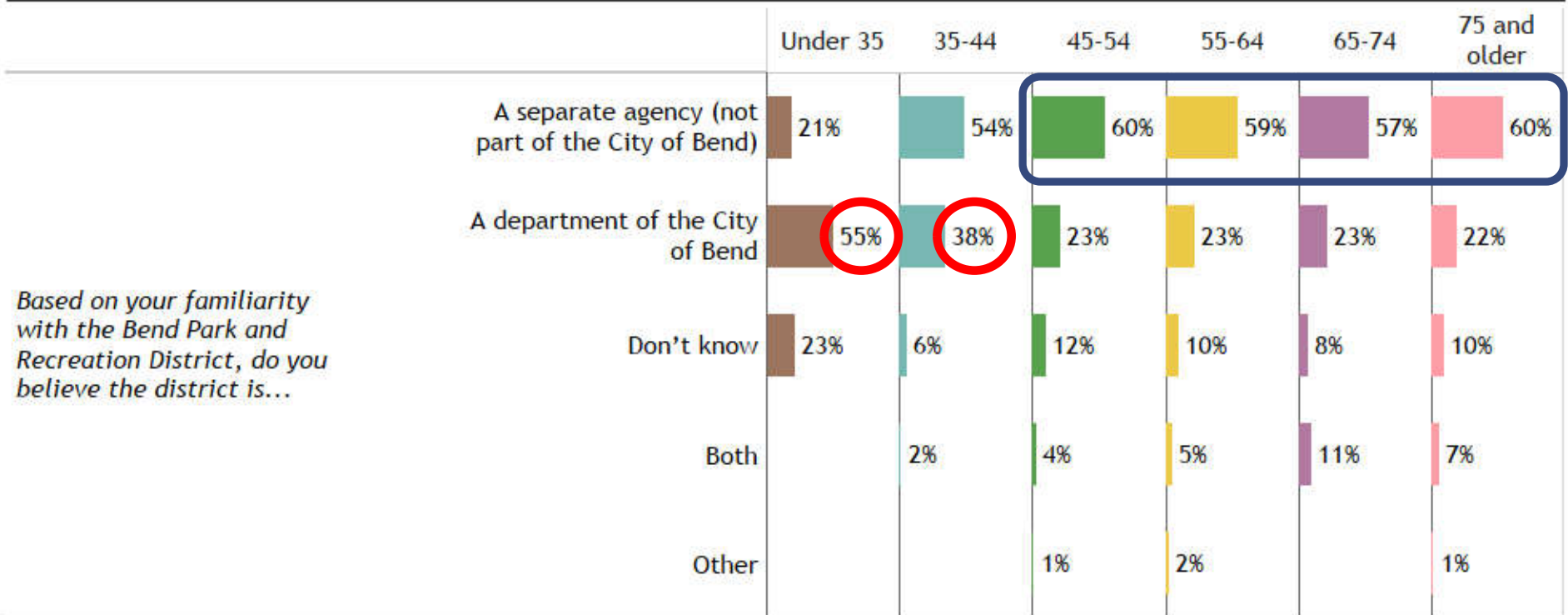




BPRD CLASSIFICATION BY AGE

- ▶ Similar to the general familiarity question, younger residents are more likely to think BPRD is a department within the City of Bend. A similar pattern is noted with new residents to the area (50% of new residents think it's a department within the City).

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Based on your familiarity with the Bend Park and Recreation District, do you believe the district is...

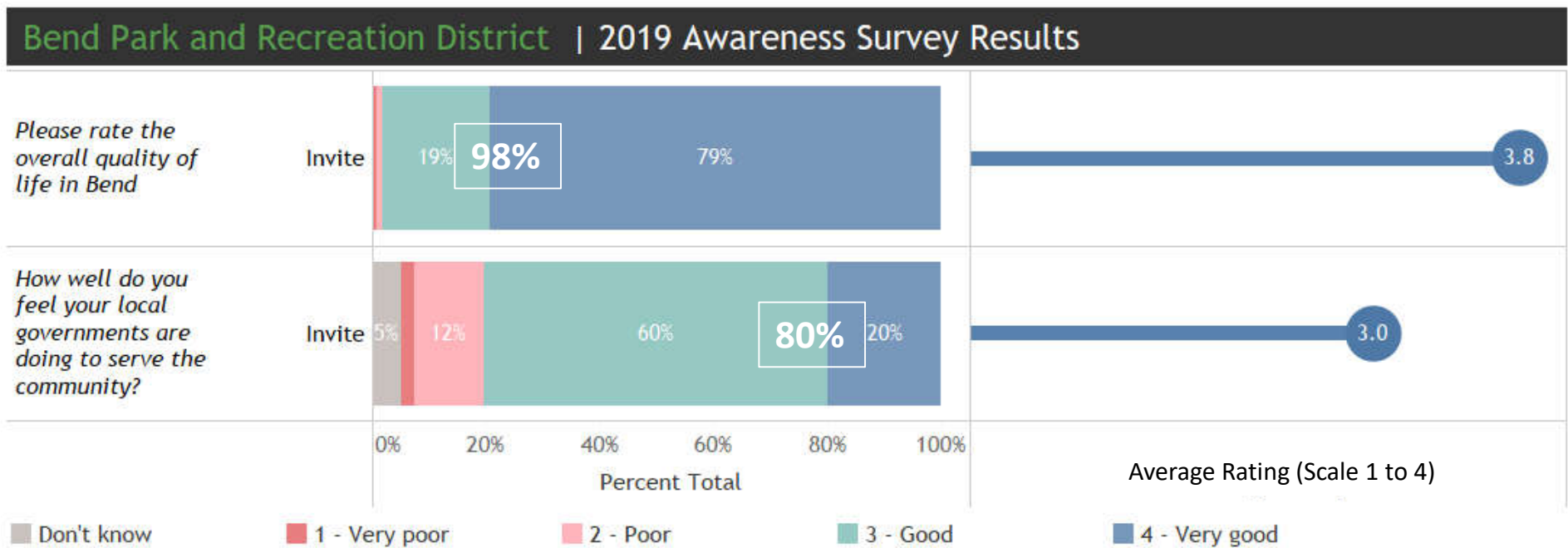


SATISFACTION



QUALITY OF LIFE AND PERFORMANCE

- ▶ Overall quality of life in Bend is extremely positive with 98% of respondents rating it good or very good.
- ▶ Asked about how well local government serves them, 80% said good or very good (but with more tending towards good than very good) while 14% said poor/very poor.

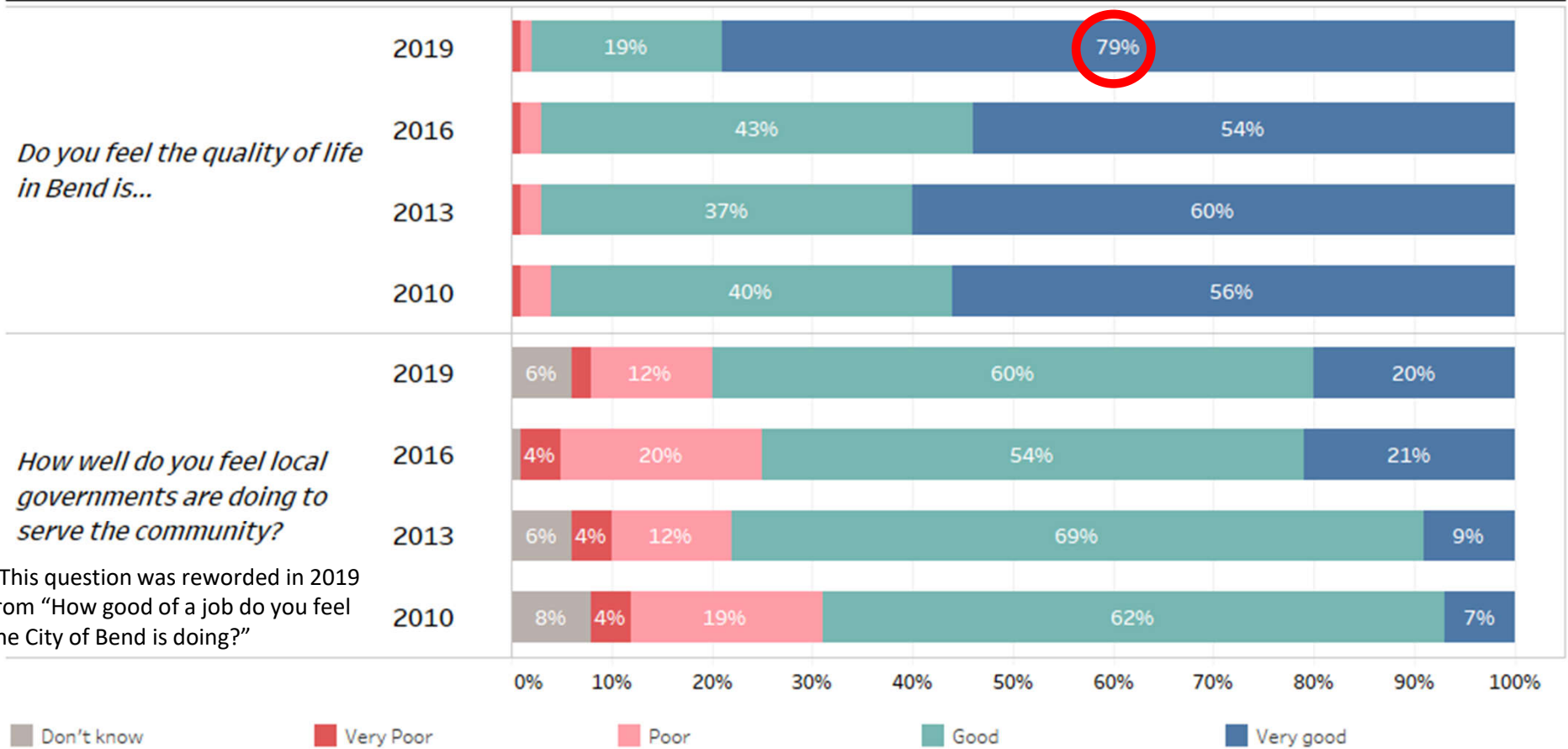




HISTORIC QUALITY OF LIFE AND PERFORMANCE

- ▶ Quality of life has remained high and even improved in 2019, a positive sign for the community. The perception of how local governments are serving residents has remained positive and improved over time (*note rewording in 2019).

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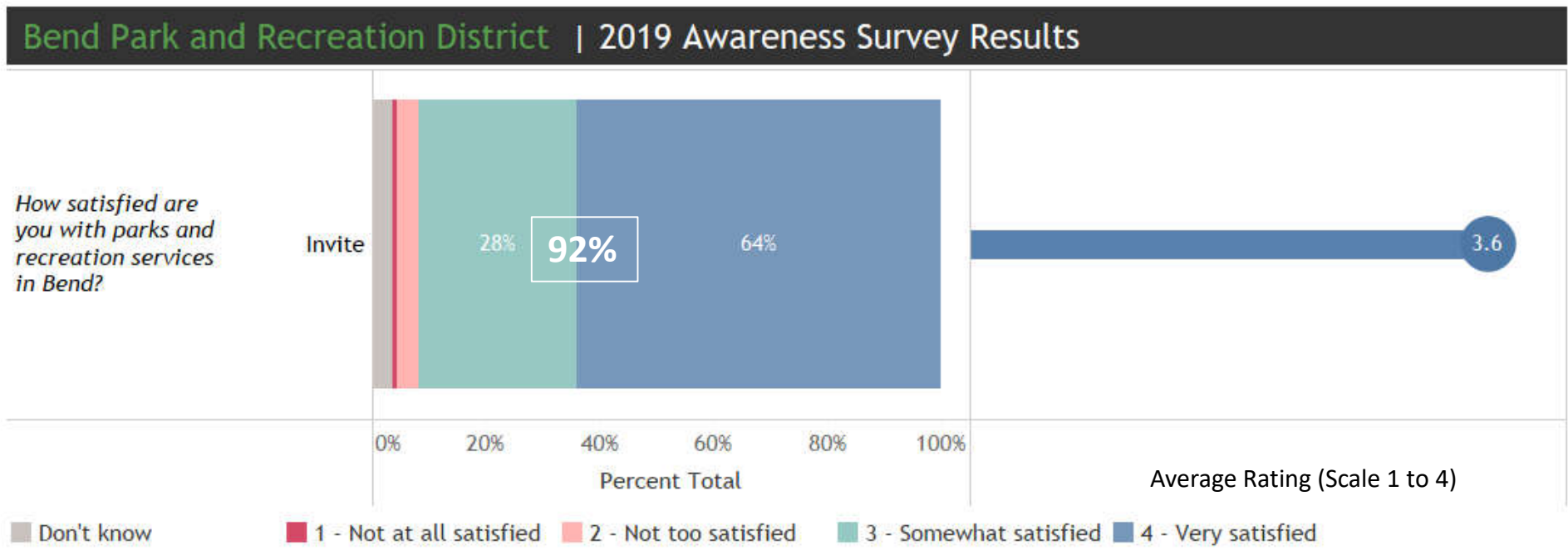


*This question was reworded in 2019 from "How good of a job do you feel the City of Bend is doing?"



CURRENT SATISFACTION WITH PARKS & RECREATION SERVICES

- ▶ Residents are very satisfied with parks and recreation services in Bend—92% somewhat or very satisfied. Overall the perception is great, with 2/3rds of respondents stating they are “very satisfied.”

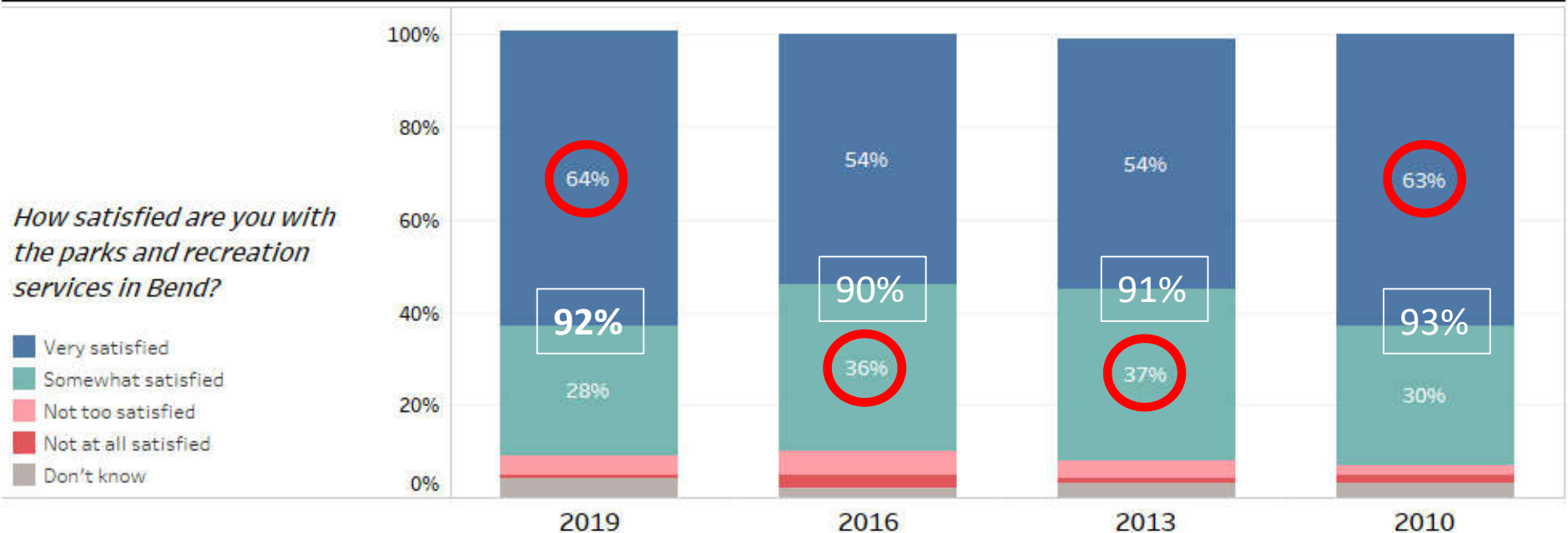




LONG-TERM/HISTORICAL SATISFACTION

- ▶ Long-term, satisfaction has remained very high, with even more positive results in 2019 than in 2016 and 2013 (similar results to 2010). More respondents also rated as “very satisfied” in 2019 (64% vs. 54% in 2016 and 2013). Thus, respondents continue to be extremely satisfied with what BPRD is providing their household and the greater Bend community.

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VALUES & VISION OF PARKS & RECREATION IN BEND

- ▶ Respondents were asked a series of statements regarding values & vision of parks and recreation in Bend, worded as follows on the survey:

VALUES AND VISION

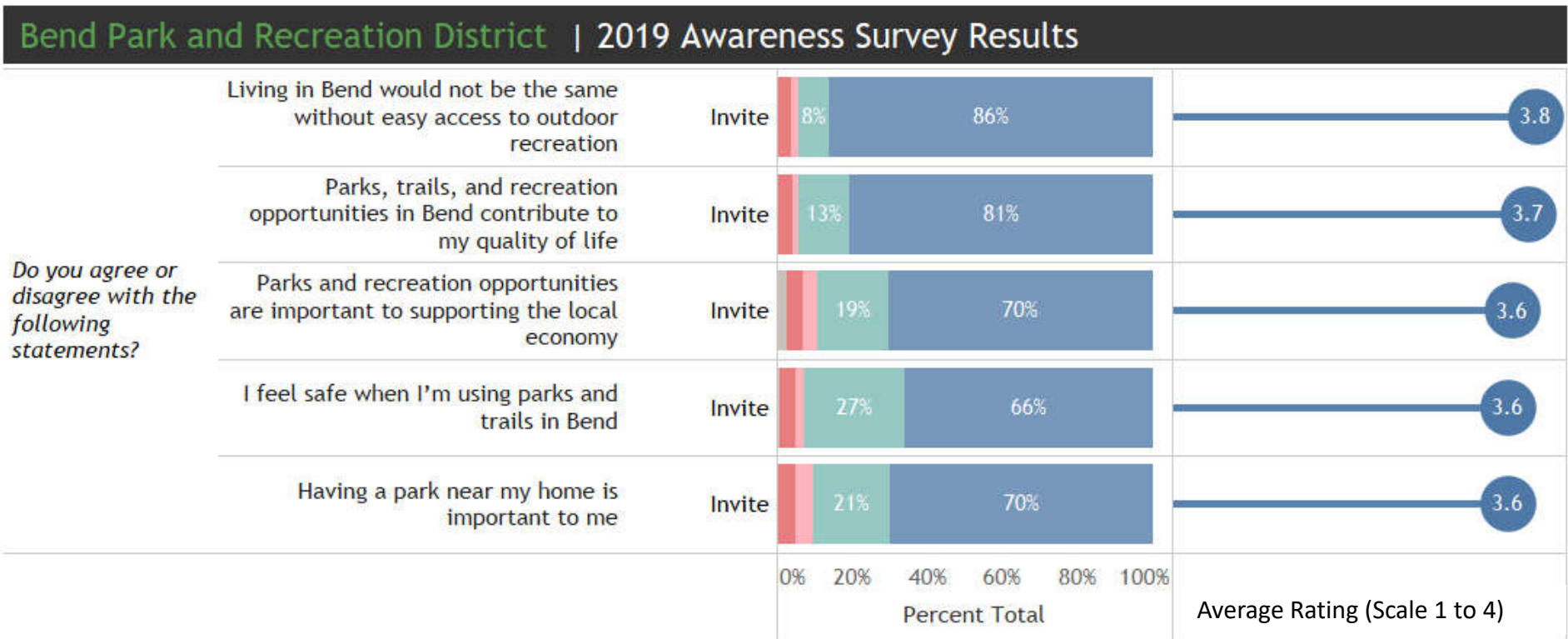
12. Do you agree or disagree with the following statements?

	STRONGLY DISAGREE 1	SOMEWHAT DISAGREE 2	SOMEWHAT AGREE 3	STRONGLY AGREE 4	DON'T KNOW X
Parks, trails, and recreation opportunities in Bend contribute to my quality of life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Living in Bend would not be the same without easy access to outdoor recreation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parks and recreation opportunities are important to supporting the local economy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Having a park near my home is important to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel safe when I'm using parks and trails in Bend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



VALUES & VISION OF PARKS & RECREATION

- ▶ Most generally agree with all statements (all ~90%+) but were most enthusiastic with the notion that living in Bend wouldn't be the same without easy access to outdoor recreation. This is obviously a major reason why people choose to live in the community, and it shows in the results.
- ▶ Most feel parks, trails, and recreation opportunities contribute significantly to their quality of life.

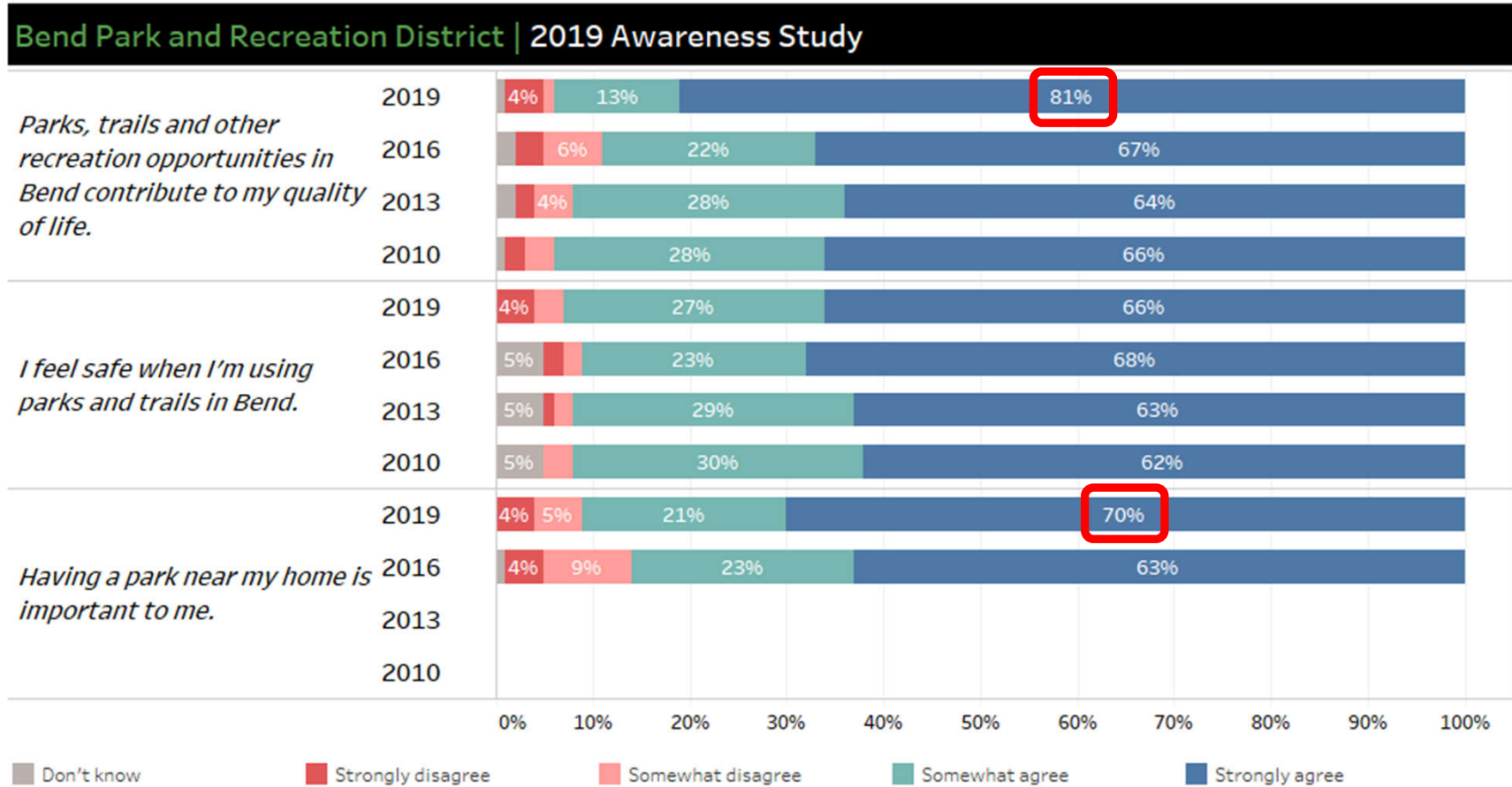


■ Don't know
 ■ 1 - Strongly disagree
 ■ 2 - Somewhat disagree
 ■ 3 - Somewhat agree
 ■ 4 - Strongly agree



VALUES & VISION-HISTORICAL RESULTS

- ▶ Only 3 of the statements asked of respondents this year have been asked in the past. However, 2 of the 3 statements show more agreeable results this year—parks, trails, and recreation opportunities contributing to their quality of life in Bend and having a park near their home being an important aspect. The feeling of safety when using parks and trails in Bend is consistent and mostly unchanged from historical at 93% positive.





BPRD PERSPECTIVES

▶ Eleven statements were also developed around perspectives of BPRD specifically, worded as follows on the survey:

13. Do you agree or disagree with the following statements about BPRD? “The Bend Park and Recreation District...”

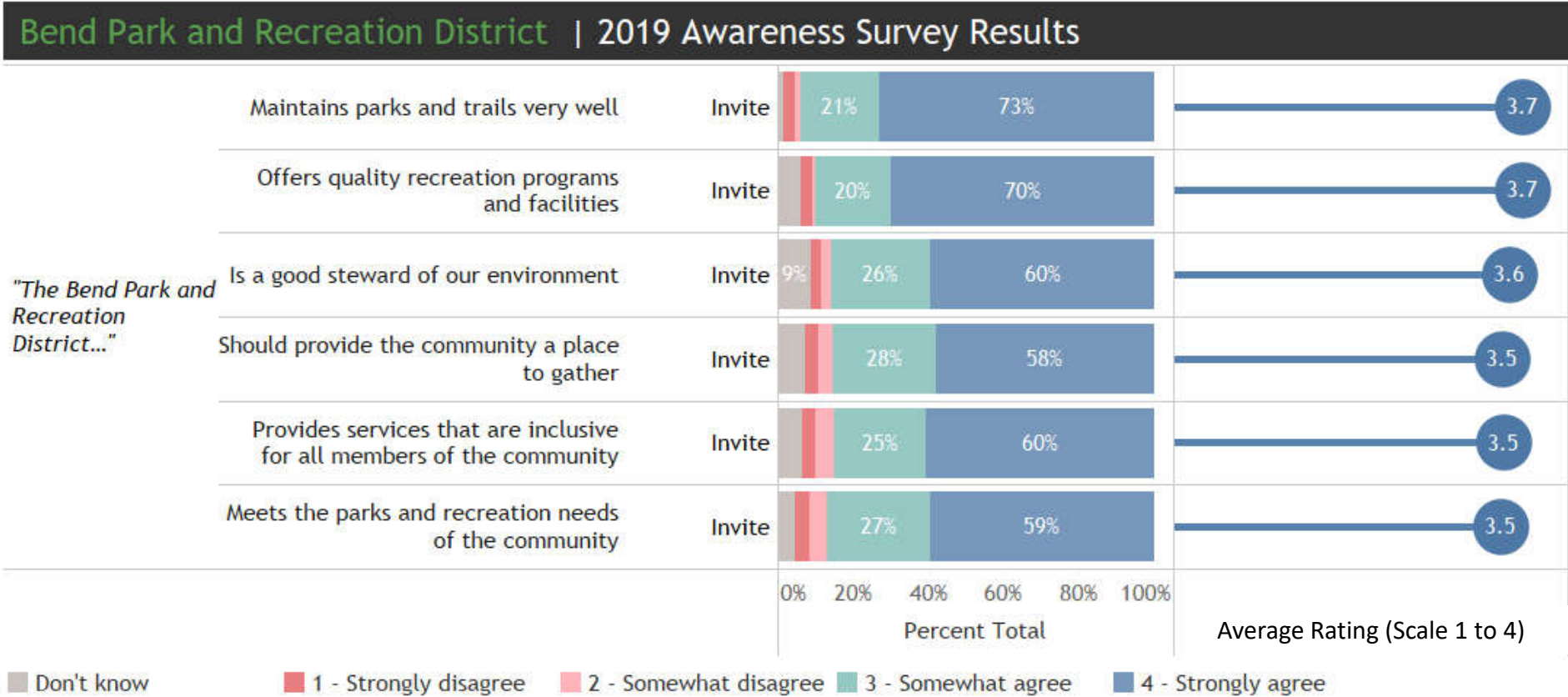
	STRONGLY DISAGREE 1	SOMEWHAT DISAGREE 2	SOMEWHAT AGREE 3	STRONGLY AGREE 4	DON'T KNOW X
Maintains parks and trails very well	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provides services that are inclusive for all members of the community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offers quality recreation programs and facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is well managed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meets the parks and recreation needs of the community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provides good customer service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	STRONGLY DISAGREE 1	SOMEWHAT DISAGREE 2	SOMEWHAT AGREE 3	STRONGLY AGREE 4	DON'T KNOW X
Charges a reasonable fee for recreation programs and facility use	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Partners effectively with others in the community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Should provide the community a place to gather	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is a good steward of our environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provides good commuting options via trails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



BPRD PERSPECTIVES (TOP 6)

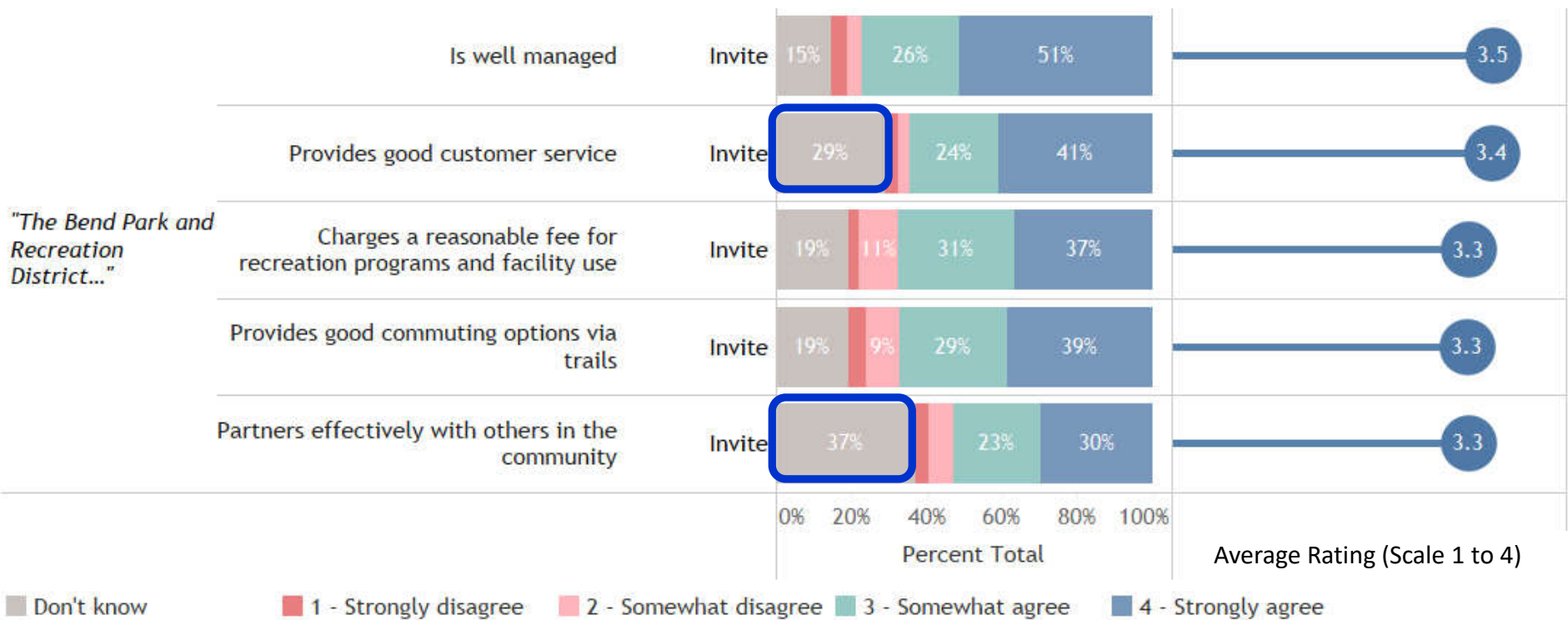
▶ In particular, respondents agree that BPRD maintains parks and trails well, offers quality programs and facilities, acts as a good steward of the environment, and more. Results show very positive perceptions by the community on most topics (all above 90% positive when removing “don’t knows”).





BPRD PERSPECTIVES (“BOTTOM 5”)

- ▶ 37% don’t know if BPRD partners effectively with others, suggesting room for more engagement and educational opportunities. Among those who do know, satisfaction is at 84%.
- ▶ 29% don’t know if BPRD provides good customer service—many may have not visited a recreation facility, enrolled in a program, or encountered BPRD staff (along with many new residents present). Among those who do know, satisfaction is at 91%.

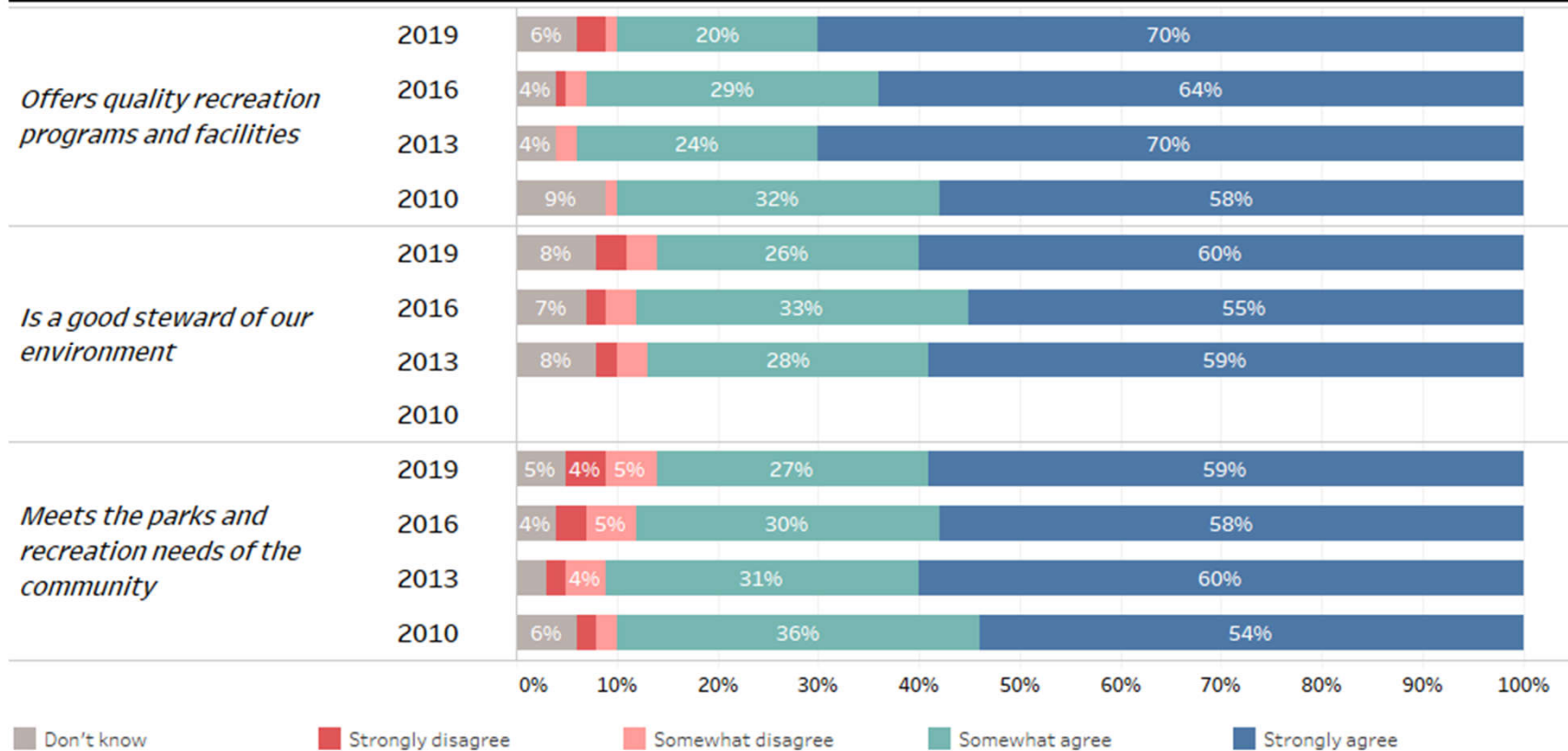




BPRD PERSPECTIVES-HISTORIC RESULTS

- ▶ Only 6 of the 11 statements about BPRD have been asked in the past. As shown, results for offering quality recreation programs and facilities, being a good steward of the environment, and meeting the parks and recreation needs of the community were largely consistent with historical results.

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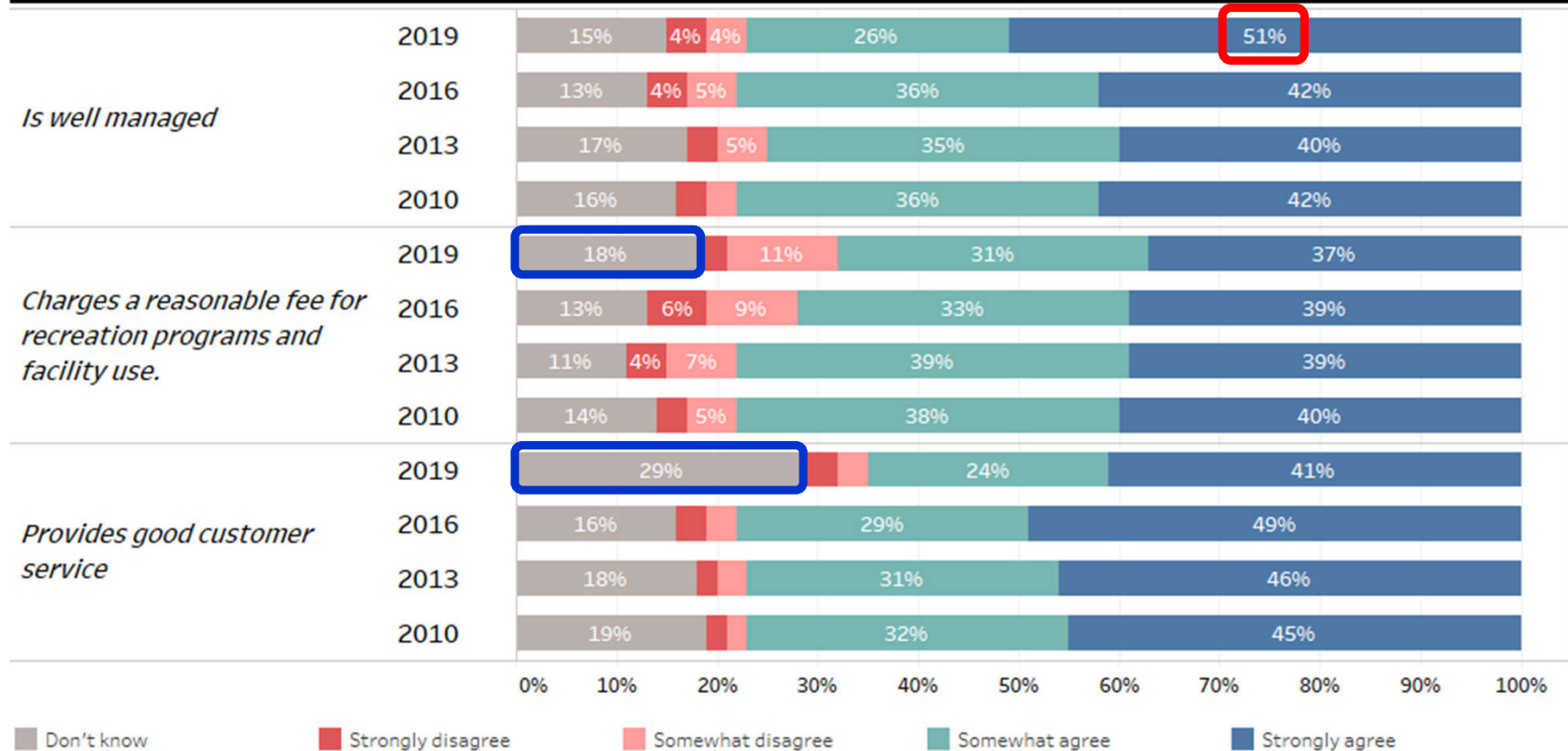




BPRD PERSPECTIVES-HISTORIC RESULTS

- ▶ Results for being well managed were improved this year with 51% strongly agreeing. More residents this year said they didn't know about fees and customer service. Removing "don't knows," satisfaction is 90% overall for well managed, 84% for fees, and 91% for customer service (as mentioned previously).

Bend Park and Recreation District | 2019 Awareness Study





LIKELIHOOD TO RECOMMEND (NPS)

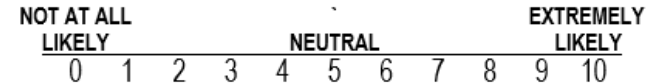
53% Promoters

31% Passives

17% Detractors

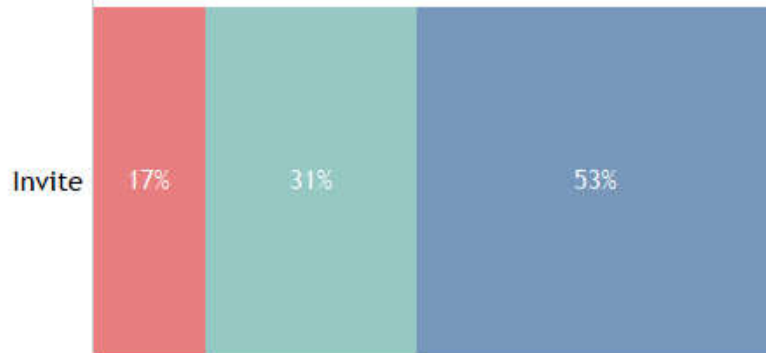
Net Promoter Score: 36%

11. How likely are you to recommend the Bend Park and Recreation District to a friend, family member, or colleague? Use a scale from 0 to 10, where 0 means "not at all likely" and 10 means "extremely likely."



Bend Park and Recreation District | 2019 Awareness Survey Results

How likely are you to recommend the Bend Park and Recreation District to a friend, family member, or colleague?



0% 20% 40% 60% 80% 100%
Percent Total

■ Detractors (0- 6) ■ Passives (7 & 8) ■ Promoters (9 & 10)



Average Rating (Scale 0 to 10)

NPS by Location of residence: NW 40%, SW 41%, NE 36%, SE 34%

New Residents: 45-55% / Long-time residents: ~25%

60% households with kids / 27% households without kids



LIKELIHOOD TO RECOMMEND (NPS)

- ▶ Open-ended comments provide a wealth of information and insight into the opinions and attitudes of these segments. While the majority of comments are positive, many of the negative responses tend to center on financial issues (high property taxes, SDC's, and the amount of money BPRD takes in) and “inclusivity” of facilities for all residents of Bend.
- ▶ By inclusive (or equitable), respondents point more to:
 - lack of various facilities in certain areas of town (SE in particular)
 - a feeling that seniors are being “kicked to the curb” (in favor of families/cyclists/high-level active recreation pursuits)
 - the feeling that the Bend Whitewater Park and Ice Rink are expensive facilities that only serve the needs of a few.

The image features a solid teal background. In the bottom-left corner, there is a white logo consisting of three vertical bars of increasing height followed by a stylized 'Q' character. To the right of this logo, the words 'POLICY AND USE' are written in a white, uppercase, sans-serif font.

 POLICY AND USE



COMMERCIAL ACTIVITIES AND EVENTS IN PARKS

- ▶ A series of new questions were also developed around policy and use issues with respect to events and commercial activities in parks, worded as follows on the survey:

POLICY AND USE

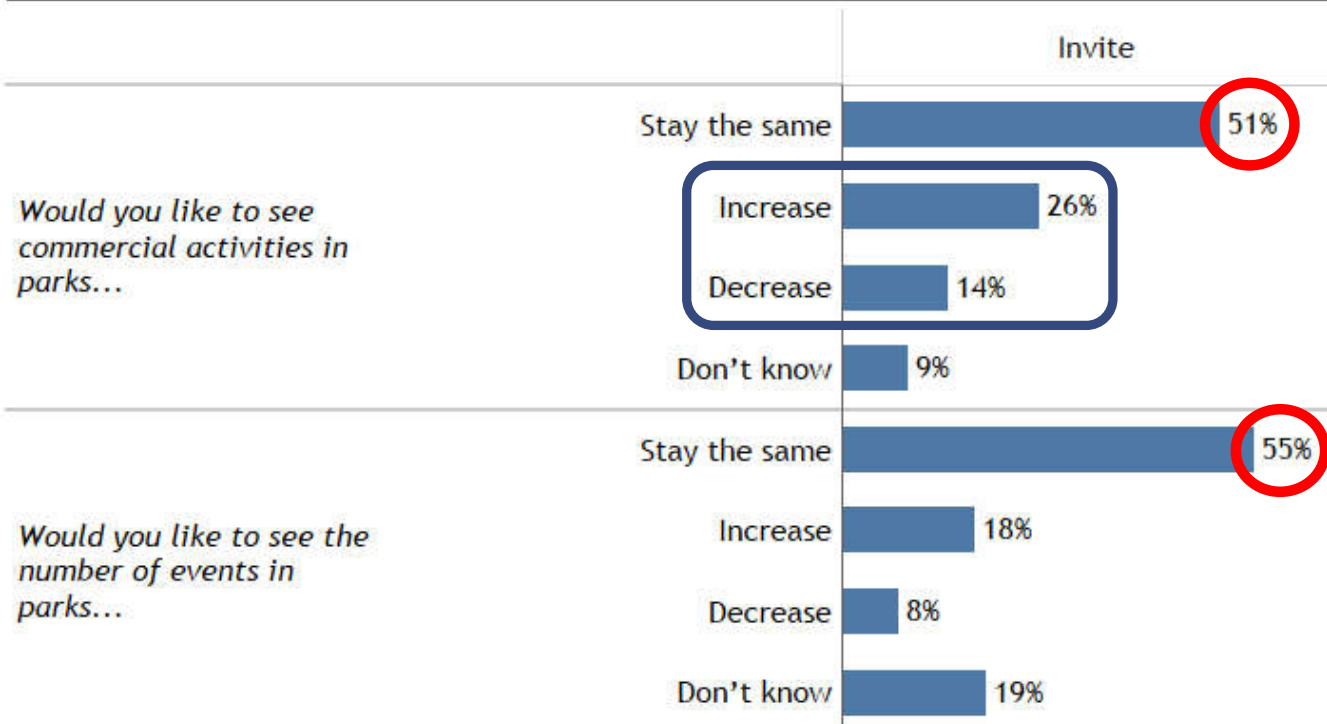
- 14. The Bend Park and Recreation District recognizes that public events in parks have value to the community, while at the same time, events can make access for the general public challenging at times. District policy has been to limit the number of event days at its parks. Would you like to see the number of events in parks...**
 - Decrease
 - Stay the same
 - Increase
 - Don't know
- 15. In the past, the Bend Park and Recreation District has limited commercial activity in parks (such as food trucks and instructional activities). Would you like to see commercial activity in parks...**
 - Decrease
 - Stay the same
 - Increase
 - Don't know



COMMERCIAL ACTIVITIES AND EVENTS IN PARKS

- ▶ For both events and commercial activities, about half feel the current level of activity should remain about the same (by 55% and 51%, respectively).
- ▶ For commercial activities, residents are more split—26% increase / 14% decrease.
- ▶ For events, 18% say increase, 8% decrease (events more likely remain status quo).
- ▶ Younger residents (under 35) most likely to be supportive of increasing both events (28%) and especially commercial activities (42%).

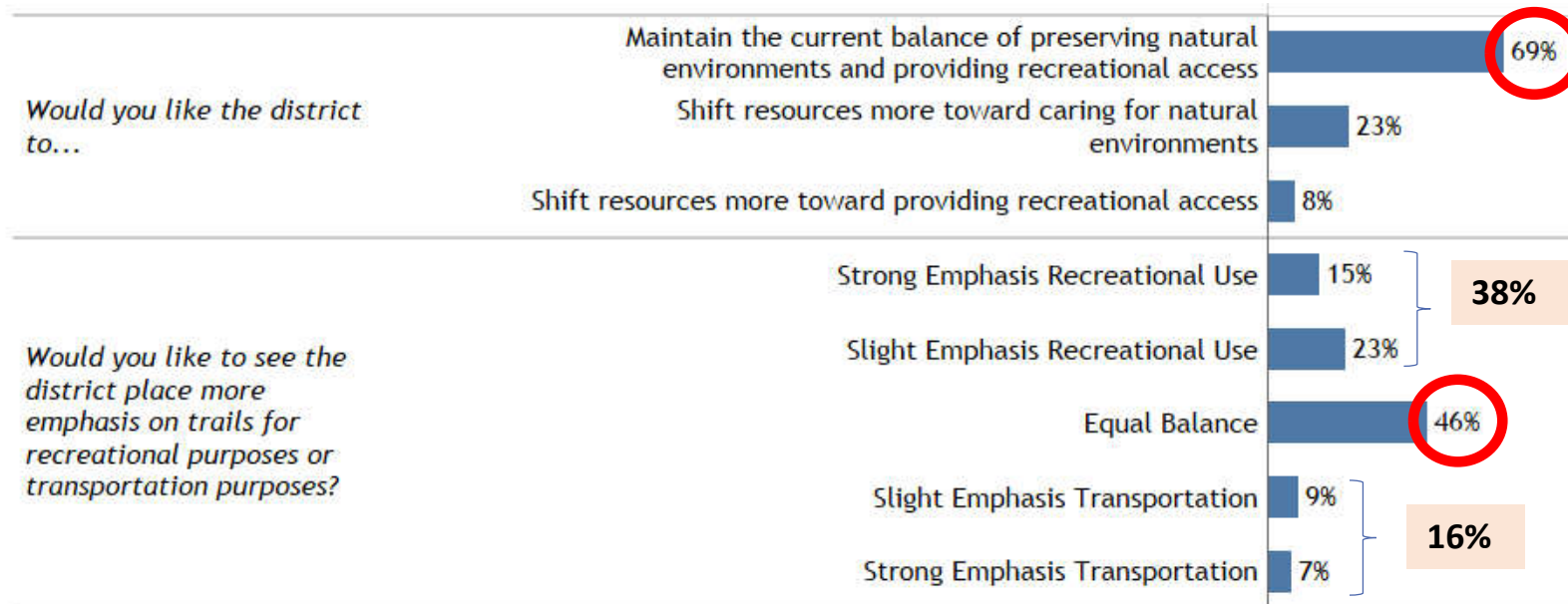
Bend Park and Recreation District | 2019 Awareness Study





REC ACCESS VS. CARING FOR NATURAL ENVIRONMENTS / TRAILS FOR RECREATION VS. TRANSPORTATION

- ▶ Almost 70% would like the District to place equal emphasis on preserving natural environments and providing recreational access.
- ▶ Those who chose a specific emphasis place greater importance on caring for natural environments (23% vs. 8% recreation).
- ▶ Nearly half (46%) prefer BPRD place equal emphasis on recreational and transportation-focused trails.
- ▶ Those who chose an emphasis placed greater importance on recreational trails over transportation—38% vs. 16%). Trail connectivity is an issue in the comments.

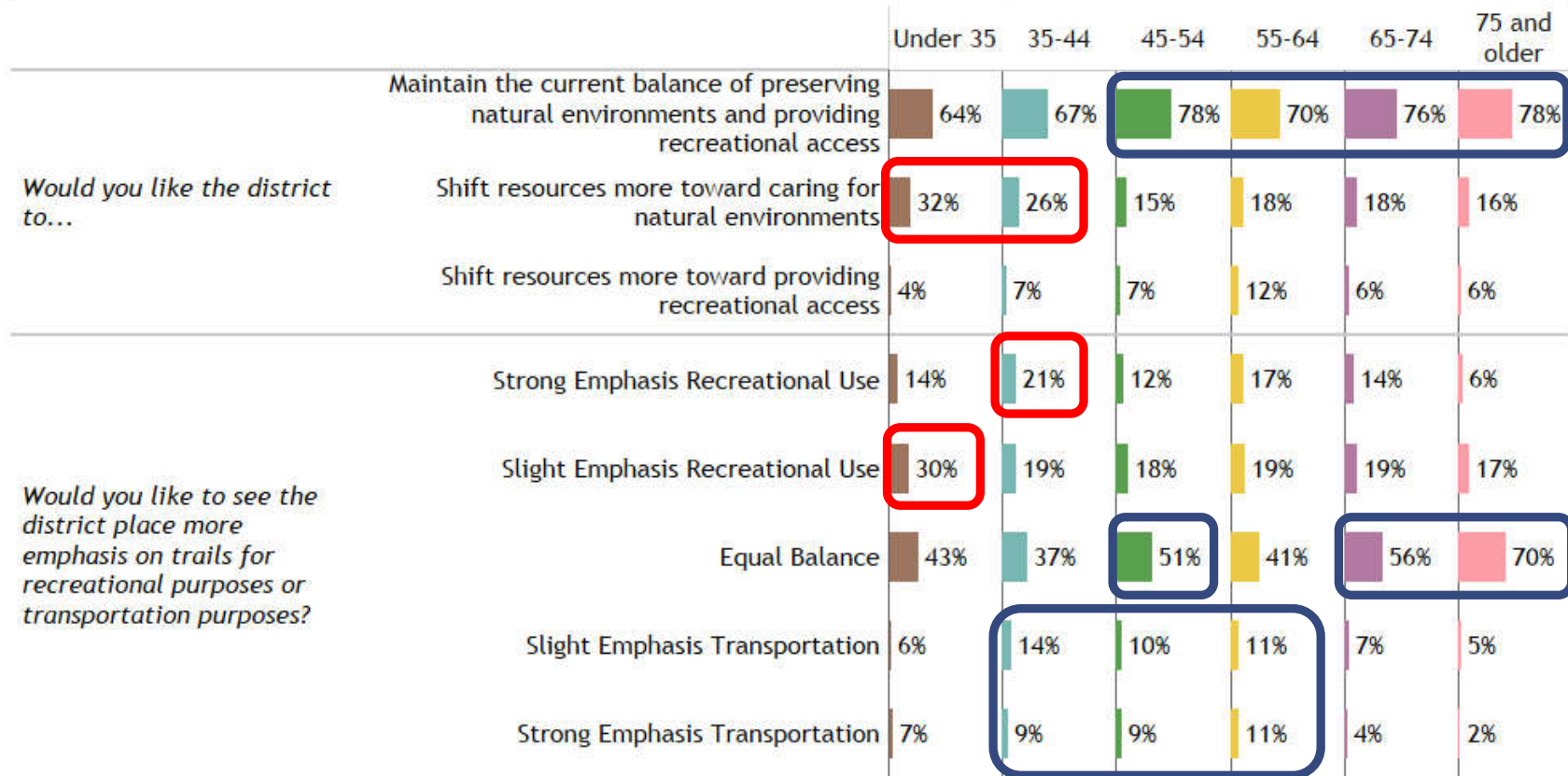




ACCESS AND TRAILS BY AGE

- ▶ Older residents tend to lean more towards balance.
- ▶ Younger residents lean a little more toward caring for natural environments, along with trails for recreational use.
- ▶ Working/middle-aged residents lean slightly more towards trails for transportation.

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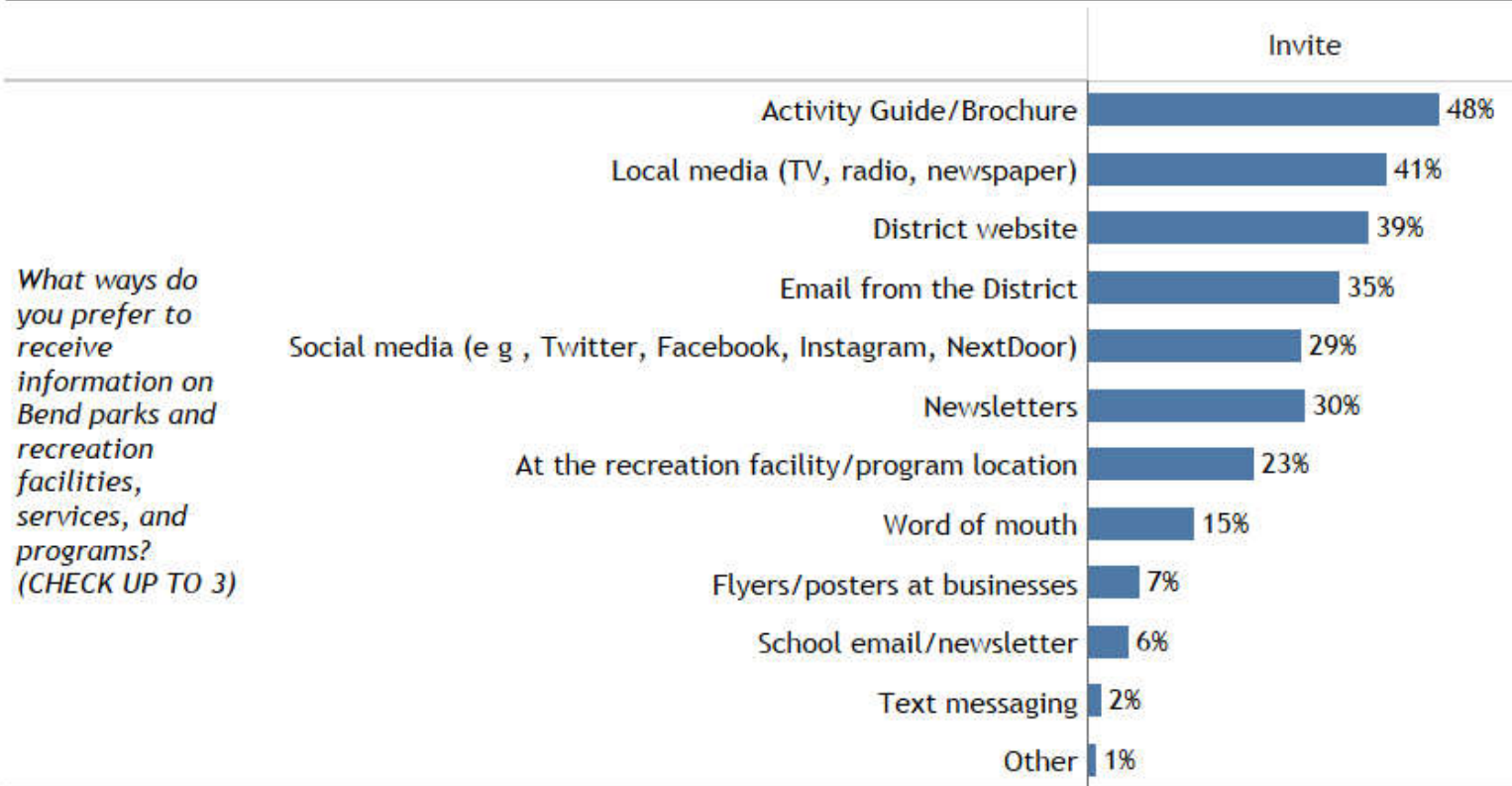
COMMUNICATION



METHODS OF COMMUNICATION

- ▶ Activity Guide/Brochure remains the most popular way to receive park/recreation information from BPRD (48%).
- ▶ Local media (41%), District website (39%), emails (35%), newsletters (30%), and social media (29%) follow.

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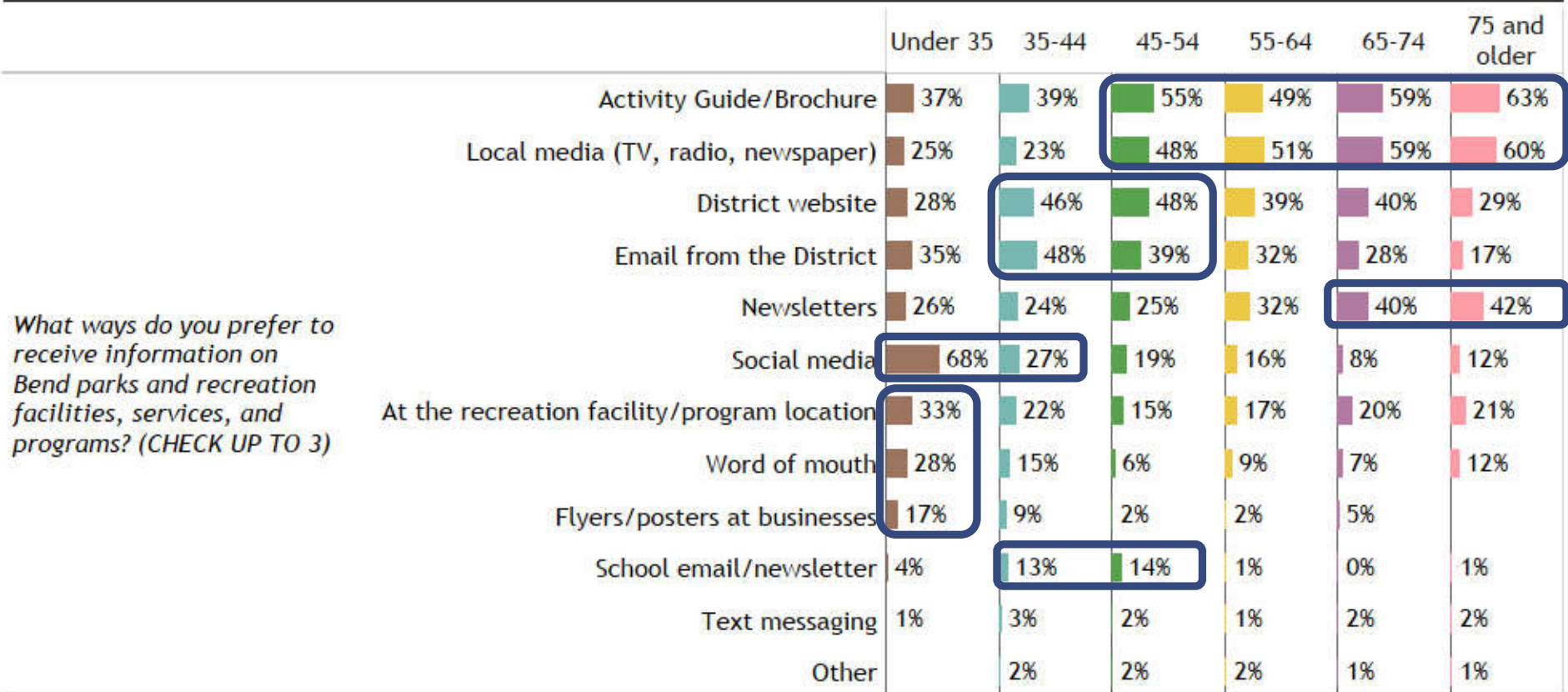




METHODS OF COMMUNICATION BY AGE

- ▶ Older residents tend to prefer the Activity Guide/Brochure and local media best.
- ▶ Middle-age: District website and emails (also school email/newsletter).
- ▶ Not surprisingly, younger residents rely more so on social media, word of mouth, and information onsite at the recreation facilities or program locations.

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\$ FINANCIAL CHOICES

FINANCIAL PERSPECTIVES

- ▶ Respondents were asked to rate their level of agreement on statements related to taxpayer dollars, transparency, and trust, worded as follows on the survey:

FINANCIAL CHOICES

The Bend Park and Recreation District is funded primarily from property taxes, user fees, and fees on new houses and hotels. Oregon law requires these funds to be used for operations, maintenance, and development of park and recreation services throughout the community.

The district's permanent property tax rate is \$1.461 per \$1,000 of assessed value. For example, a home with a tax assessed value of \$200,000 pays \$292.20 annually to the district.

18. Do you agree or disagree with the following statements? “The Bend Park and Recreation District...”

	Strongly Disagree 1	Somewhat Disagree 2	Somewhat Agree 3	Strongly Agree 4	Don't Know X
Uses taxpayer money wisely	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is transparent with the public	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is a trustworthy organization	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

19. Do you believe the level of parks, trails, and recreation services provided by the Bend Park and Recreation District is...

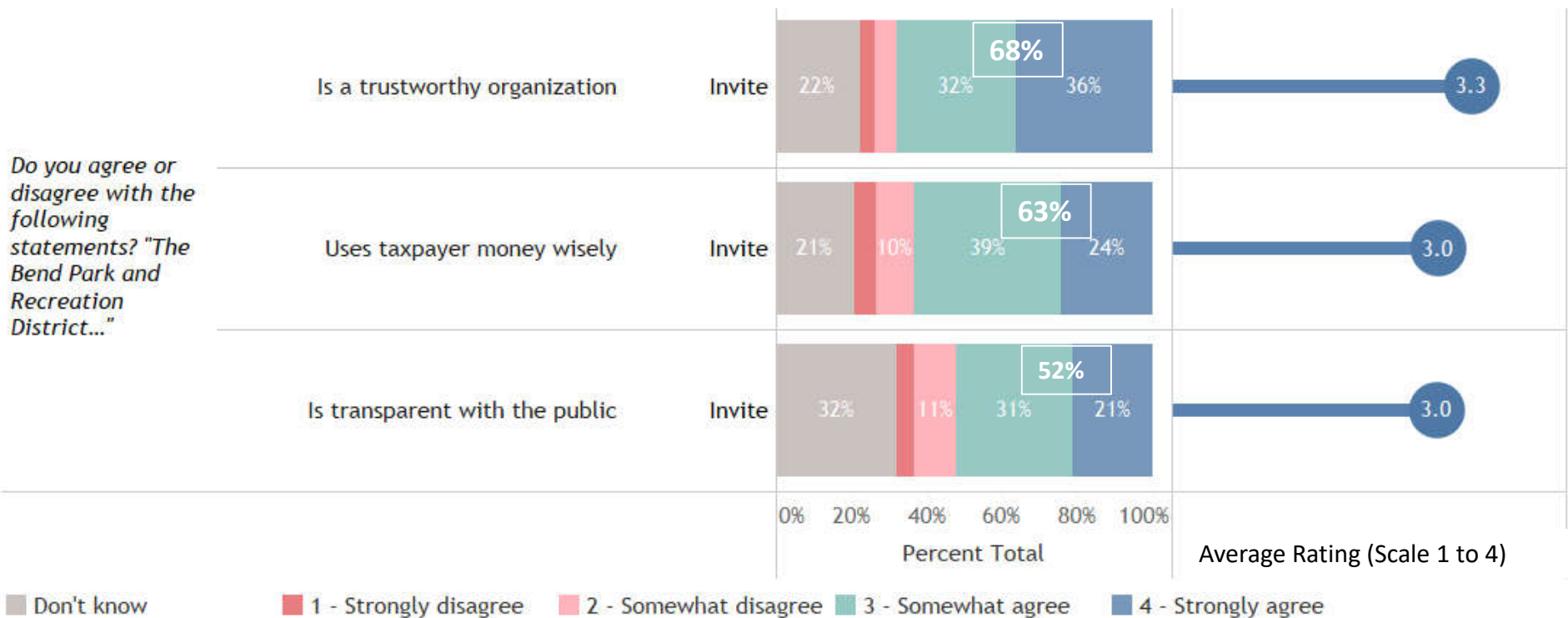
- Too little
- Just about right
- Too much

20. Do you feel the amount of taxes you pay to fund Bend Park and Recreation District for services provided are...

- Too little
- Just about right
- Too much

\$ FINANCIAL PERSPECTIVES

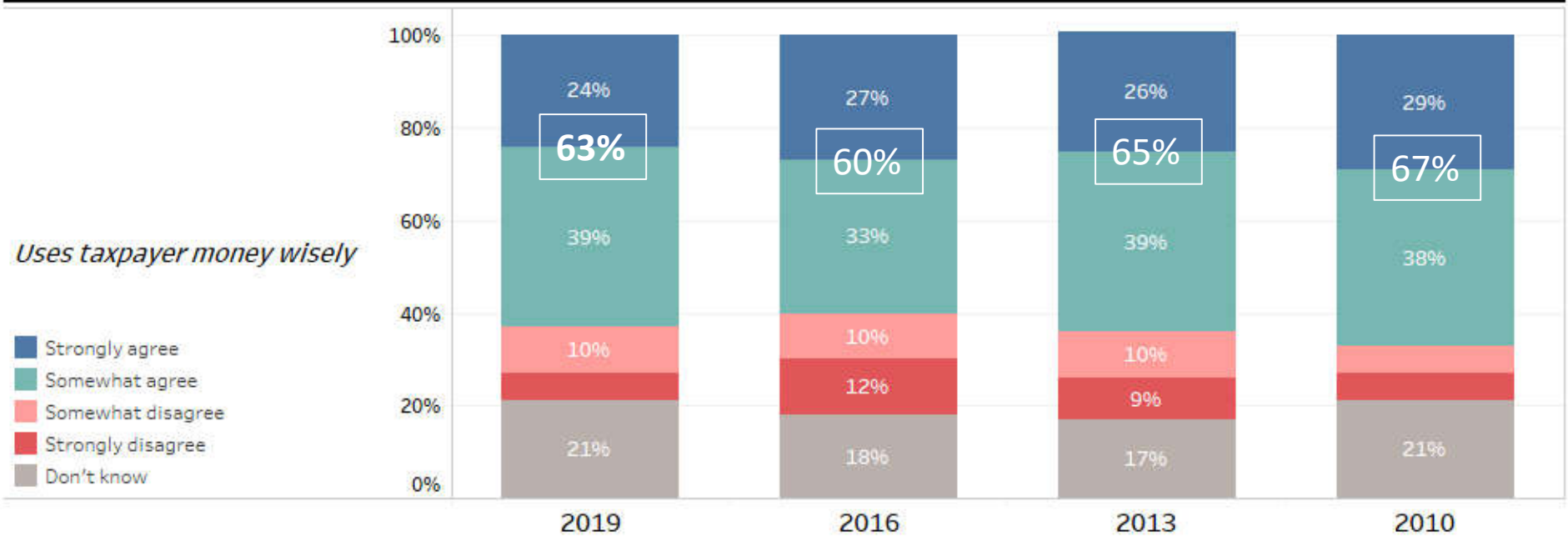
- ▶ Overall, 52-68% agreed positively with the statements; however, a large portion don't know (21-32%).
- ▶ Another educational opportunity is to inform the public how their taxes are used, actions that make BPRD transparent, and trust-building information.
- ▶ Removing “don't knows” moves level of agreement to 87% for trust, 80% using taxpayer money wisely, and 76% for transparency.



\$ HISTORIC FINANCIAL PERSPECTIVES

- ▶ Historically, almost equal percentages of respondents have stated they believe BPRD uses taxpayer money wisely, improving slightly over the last few years. Removing “don’t knows” results in the following levels of agreement for using taxpayer dollars wisely: 80% in 2019, 73% in 2016, 78% in 2013.

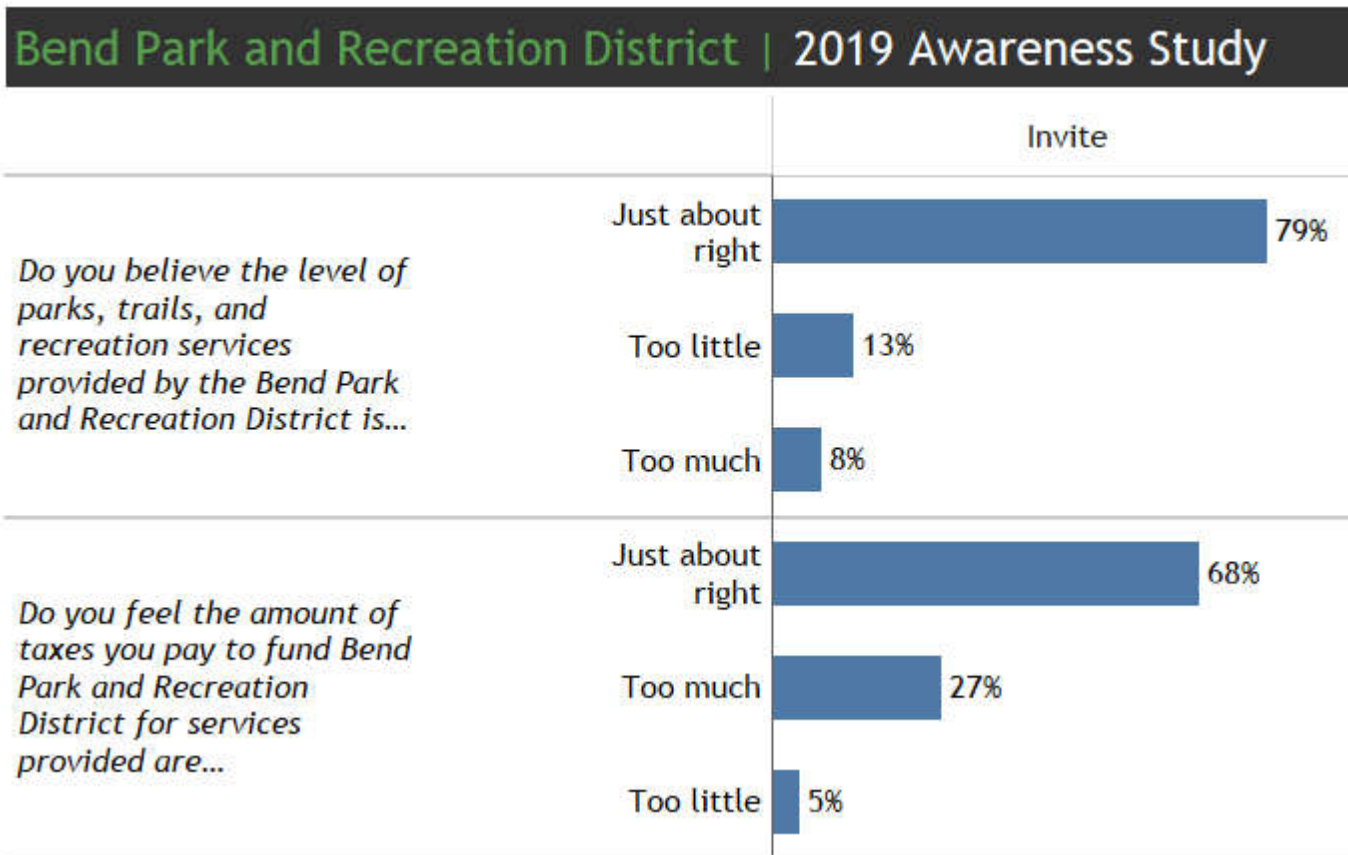
Bend Park and Recreation District | 2019 Awareness Study





LEVEL OF SERVICE AND TAXES

- ▶ Asked about the level of parks & recreation services provided by BPRD, 79% said it's just about right, 8% say too much, and 13% too little.
- ▶ More than two-thirds (68%) believe they pay just about the right amount of taxes, but 27% believe they pay too much.

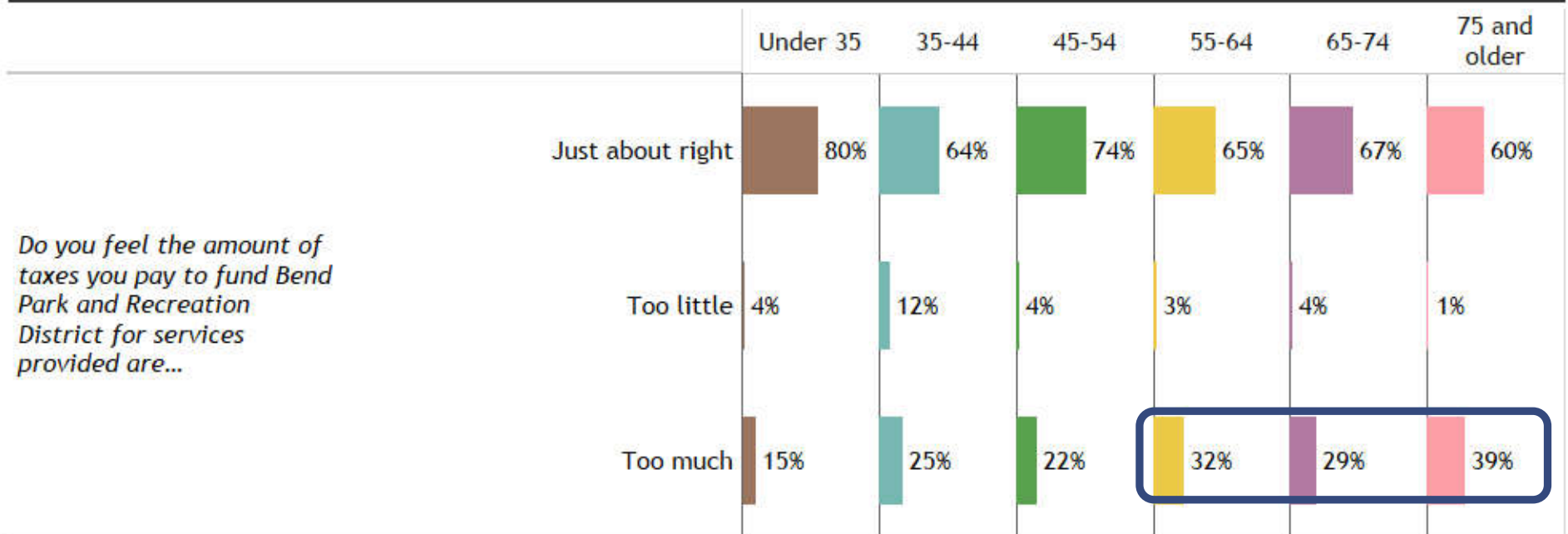




AMOUNT OF TAXES BY AGE

- ▶ Older, longtime residents are most likely to say the amount of taxes they pay to fund BPRD is too much. Many reasons account for this (and is also not uncommon in other communities), including older residents having fewer reasons to visit (or fewer facilities/services available for older residents), fixed incomes (but still paying taxes), no kids/grandkids, etc.

Bend Park and Recreation District | 2019 Awareness Study

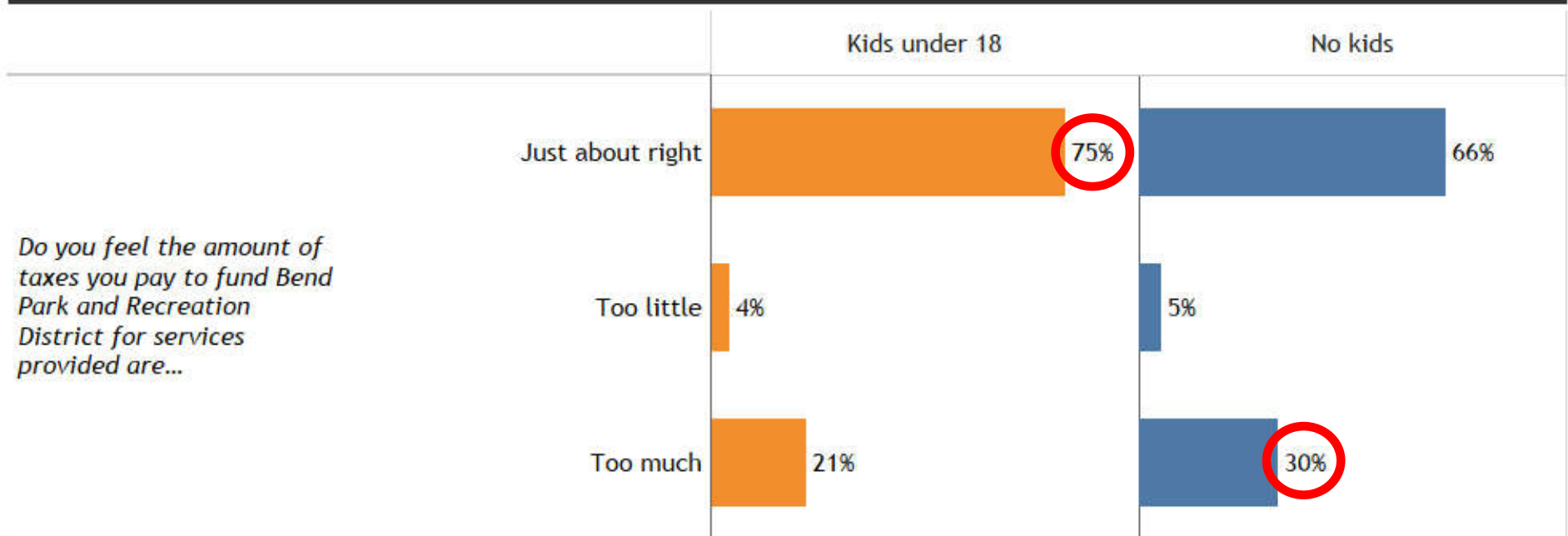




AMOUNT OF TAXES BY KIDS IN HOUSEHOLD

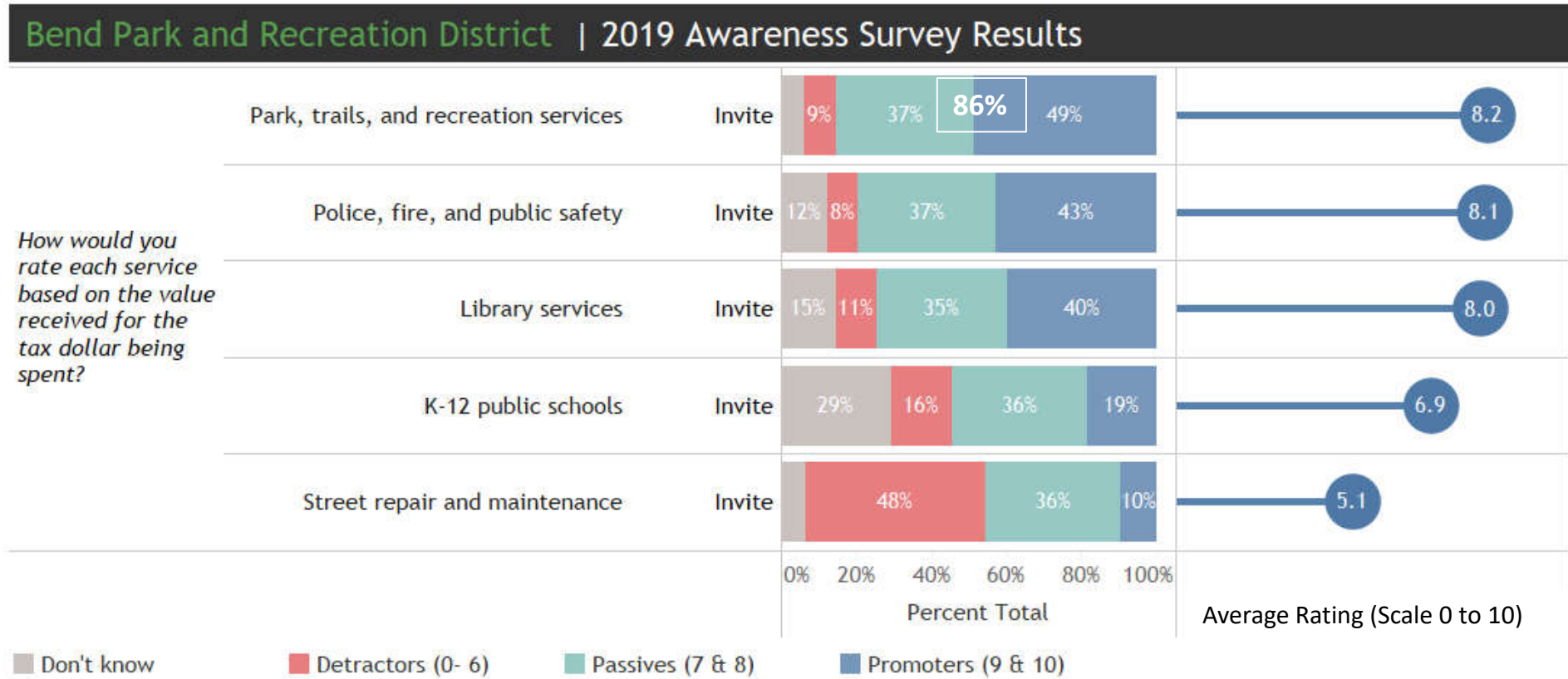
- ▶ Households with kids most likely to say the amount of taxes they pay to fund BPRD is just right (although 21% also say their taxes are too much).
- ▶ Nearly one-third of those without kids (30%) say their taxes are too much (although two-thirds still say its just right).

Bend Park and Recreation District | 2019 Awareness Study



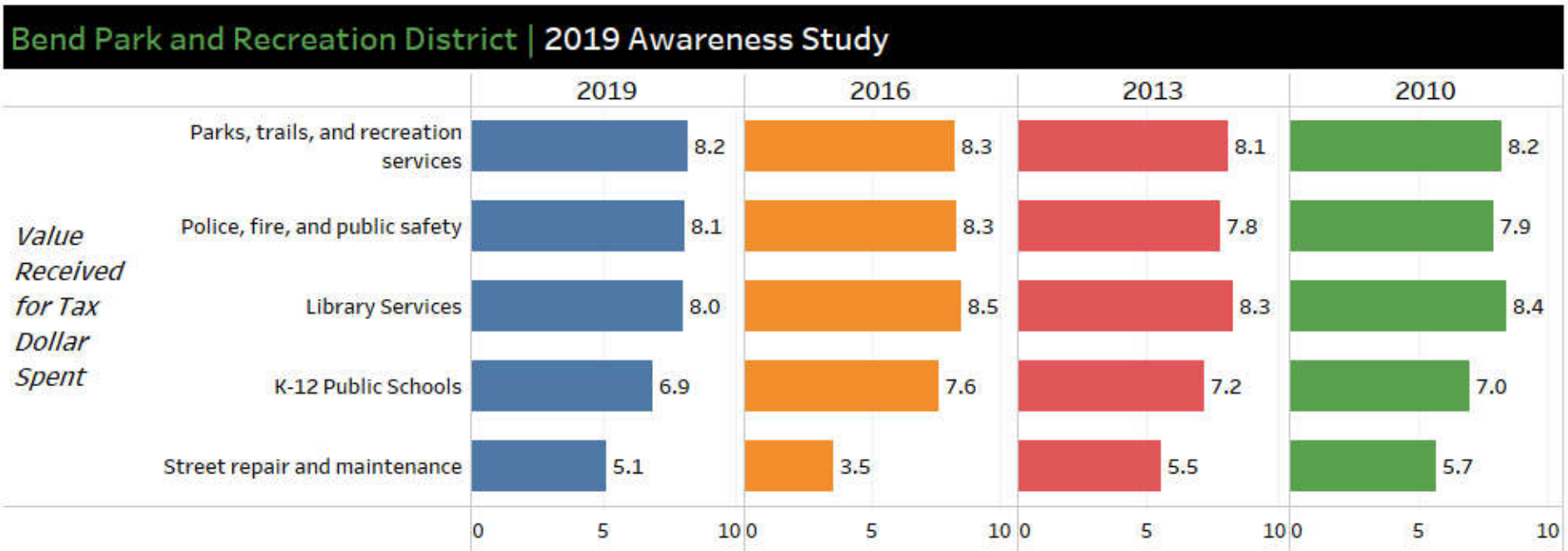
\$ VALUE OF GOVERNMENT SERVICES

- ▶ Finally, respondents were asked to rate/evaluate the value they receive for tax dollars being spent on a variety of local government services. Parks, trails, & recreation services had the highest rating among all services (average score of 8.2), followed closely by police, fire & public safety (8.1), library services (8.0), and K-12 public schools (6.9). Street repair and maintenance rated lowest at 5.1.



\$ VALUE OF GOVERNMENT SERVICES-HISTORIC

- ▶ Parks, trails, & recreation services have always rated quite high in the value received per dollar spent, with very little change in results over time. It's clear that the community sees significant value in parks, trails, and recreation despite a small minority that has issue with the level of property taxes being collected and how those dollars are being spent in some cases.





SUGGESTIONS



ADDITIONAL COMMENTS - GENERAL COMMENTS

Themes that came up frequently through the survey were prominent in the comment field at the end of the survey. Some themes included the debate of too much/right amount of taxes, improvements needed, praise for the department, and much more. A selection of verbatim responses is shown below.

I have a perception that BPRD is not as efficient a standard of our tax dollars as they should be. And that they need to shift focus and staff away from building and construction and toward planning and management of resources.

The parks system is one of the things I love about living in Bend. They have been a huge asset in raising my children

We are fortunate to have such great parks and children's programs .

More equity. The east side of town doesn't get the same attention or funding.

We should keep a good balance between nature and recreation, if we need to err let it be on the side of our environment.

Anything involving taxpayer dollars is always going to have some amount of controversy, but at the end of the day Bend has abundant, well maintained, consistently clean, and well-designed parks. This is a huge part of why Bend is desirable place to live and thus I think it's worth the tax-dollars invested. There are very few towns in the US of comparable population that have anything even approaching the quality of Bend's park system.

The River Wave feature and the ice rink serve a very small population. I would like you to focus on spending money on infrastructure that benefit more people.

I think BPRD does a great job with the budget they have, but I think the budget is too high.



ADDITIONAL COMMENTS - SPECIFIC IMPROVEMENTS

Additional comments specified particular changes residents wished to see in Bend. These included access to water/pools, making programs more widely available, considerations for underserved portions of town, and thanks for new equipment. The comments below are not displayed based on quantity of comments and are intended to serve as a sample of the variety of comments.

I have a wheelchair bound adult son and we have zero opportunity to have him access the water. Accessibility would benefit other disabled persons as well. Riverbend Park would be an excellent place to start.

Services in general are great. Very glad to have art station and Juniper- especially exercise classes. I go to Juniper 3-5 times/wk! Best kept secret in Bend!! I've always been impressed with the facility in general and the instructors. Keep up the good work!!

Quit with all the trails and parks! There is a HUGE shortage of gym space for the children of Bend- volleyball, basketball, this is HUGE need.

Seniors are being kicked to the curb in favor of the louder voice of families/ cyclists/recreation. But you need our money! The new Alpenglow Park for years outlined senior activities like pickleball but instead we get 2 dog parks. Guess what, I pay property taxes but don't have kids or dogs.

We are a young family (two kids under age 3) with two full time working parents. I am often frustrated about the lack of recreational classes (swimming, soccer, etc.) that are offered on weekends. I know you have limited pool space, but it would be nice to have more options for our kids since they are in daycare during the week and we only can bring them to soccer or swimming on Saturdays.

I think better/bigger signs need to be in place for on-leash and off-leash dog areas. We live near Foxborough Park and people constantly have their dogs off-leash in the big grass field next to the children's playground. Very frustrating.

Trails traveling east-west would be great. I love BPRD! Thank you!



WHAT THREE WORDS COME TO MIND ABOUT BPRD?

“What three words come to mind that best describe the Bend Park and Recreation District” (top responses—see full list in the appendix).

	Number of Comments
What three words	4294
parks	216
Fun	139
TRAILS	94
Clean	81
community	72
Expensive	65
variety	51
Well funded	47
Accessible	45
Beautiful	44
Active	43
Sports	41
Activities	38
quality	37
Organized	37
Friendly	37
Inclusive	35
diverse	33
Money	32
recreation	29
outdoors	27
Well maintained	26
Wealthy	26
well-funded	26
Wasteful	25

Programs	24
family	23
Innovative	23
extensive	23
excellent	23
progressive	22
Responsive	22
Large	22
affordable	22
Play	21
taxes	20
Kids	20
Awesome	20
classes	20
Swimming	19
Maintained	19
River	18
Expansive	18
Creative	18
Rich	17
Juniper	17
comprehensive	17
Overfunded	16
Great parks	16
Good	16

proactive	15
Involved	15
Greedy	15
fitness	15
Green	15
Dog parks	15
Convenient	15
great	14
big	14
Varied	13
Nature	13
Powerful	13
Nice	13
Pool	13
professional	13
busy	13
plentiful	12
Independent	12
Facilities	12
arrogant	12
Beautiful parks	12
Senior Center	11
Opportunity	11
Efficient	11
Engaged	11



OPEN LINK ONLINE SURVEY



OPEN LINK ONLINE SURVEY

- ▶ 740 completed surveys.
- ▶ Responses very similar to the random invitation sample for most questions, reinforcing confidence in overall findings.
- ▶ More familiar with BPRD (71% know it's a separate agency).
- ▶ 88% satisfied with parks & recreation services (vs. 92% invite).
- ▶ Generally more informed (and opinionated) on most topics (less likely to say “don't know”).
- ▶ Slightly more negative in opinions of BPRD going in right or wrong direction (19% vs. 6% invite).
- ▶ Tend to be more critical of BPRD in terms of:
 - Providing good commuting options via trails (31% negative)
 - Partnering effectively with others in the community (22%)
 - Meeting the parks and recreation needs of the community (21%)
 - BPRD being well managed (20%)
 - Providing services inclusive for all members of the community (18%)



OPEN LINK ONLINE SURVEY

- ▶ Exhibit similar opinions on the topics of commercial activities and events in parks.
- ▶ Tend to be more critical on statements related to taxpayer dollars being spent wisely, transparency, and trust.
- ▶ However, open link respondents are also more critical than average for other local government services as well.
- ▶ 35% believe they pay too much in taxes to fund BPRD (vs. 27% invite); but 24% also desire more services (vs. 13% invite)
- ▶ Likelihood to Recommend / Net Promoter Score (NPS):

Invitation Sample

53% Promoters

31% Passives

17% Detractors

36% NPS

Open Link Sample

48% Promoters

25% Passives

27% Detractors

21% NPS



ADDITIONAL OUTREACH EFFORTS



ADDITIONAL OUTREACH METHODOLOGY

BPRD staff conducted additional outreach to capture data from populations that are frequently underrepresented in survey responses. The survey results that follow were collected in person at three events and utilized a shorter abbreviated questionnaire. A total of 89 surveys were completed, 71 in Spanish and 18 in English.

- St. Francis of Assisi Catholic School
57 participants, with 44 taking the Spanish survey and 13 taking the English survey
- Church of the Nazarene
25 participants, with all taking the Spanish survey
- Ariel Glen Apartments
7 participants, with 2 taking the Spanish survey and 5 taking the English survey



COMPARISON TO PRIMARY SURVEY

Compared to the primary survey research effort, results from the additional outreach effort yielded the following observations:

- This group was somewhat less familiar with BPRD (79% somewhat/very familiar vs. 91% in the primary survey).
- Generally, equally satisfied with parks and recreation services in Bend (88% vs. 92% in the primary survey).
- Feel as safe or safer when using parks and trails in Bend (96% vs. 93%).
- Feel BPRD provides services that are inclusive for all members of the community (83% vs. 85%); 13% don't know.



COMPARISON TO PRIMARY SURVEY-CONTINUED

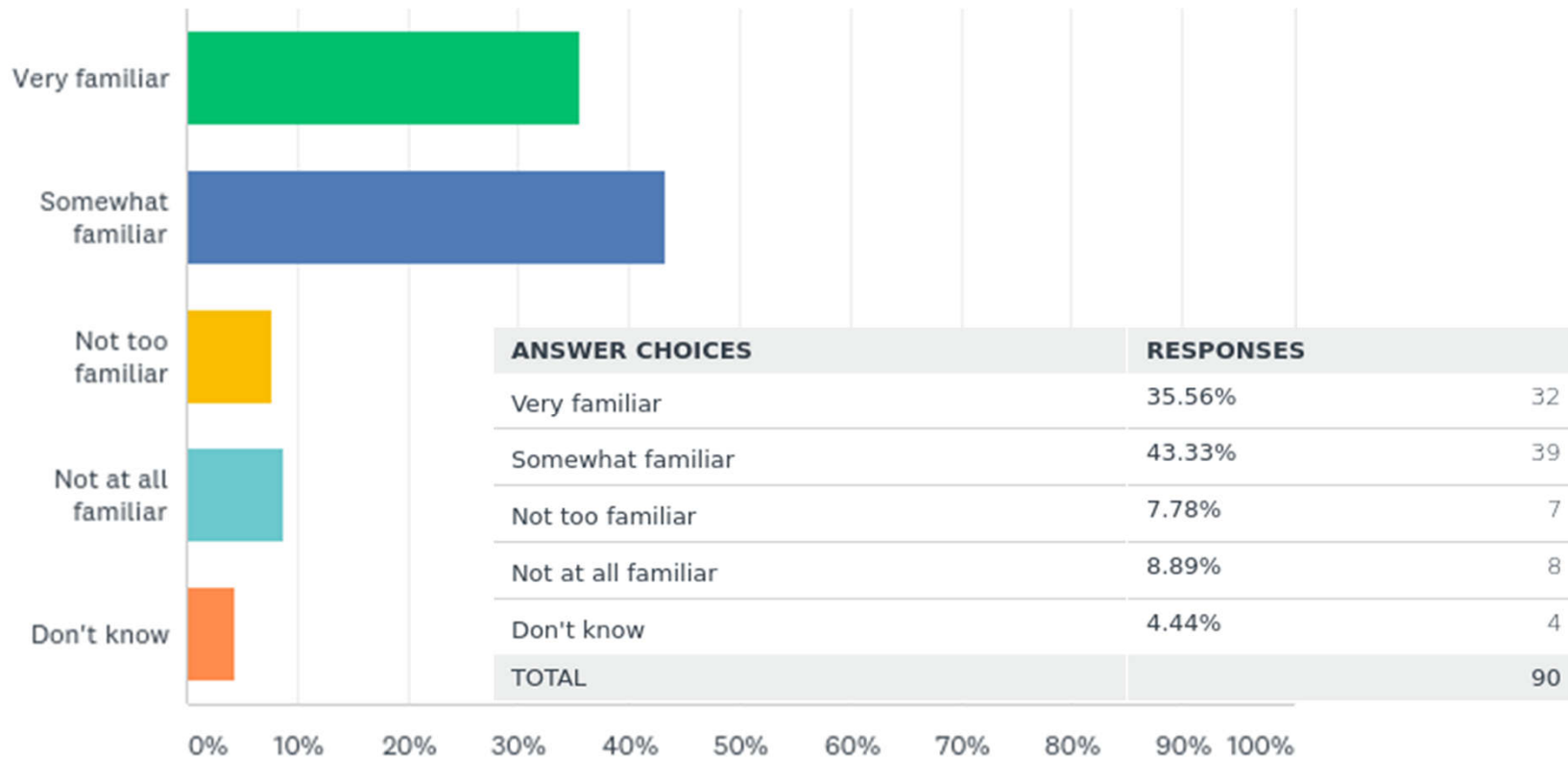
Compared to the primary survey research effort:

- This group is much more likely to consider BPRD a trustworthy organization (88% vs. 68%).
- NPS: consist of more promoters (64% vs. 53%) but similar number of detractors (15% vs. 17%); results in stronger NPS of 49% vs. 36% in the primary survey.
- Much more likely to want to see the number of events increase in parks (69% vs. 18%), as well as level of commercial activity (60% vs. 26%).
- Also prefer a balance of caring for natural environments and providing rec access (61% vs. 69%), but also a shift toward caring for the environment (28% vs. 23%).



ADDITIONAL OUTREACH

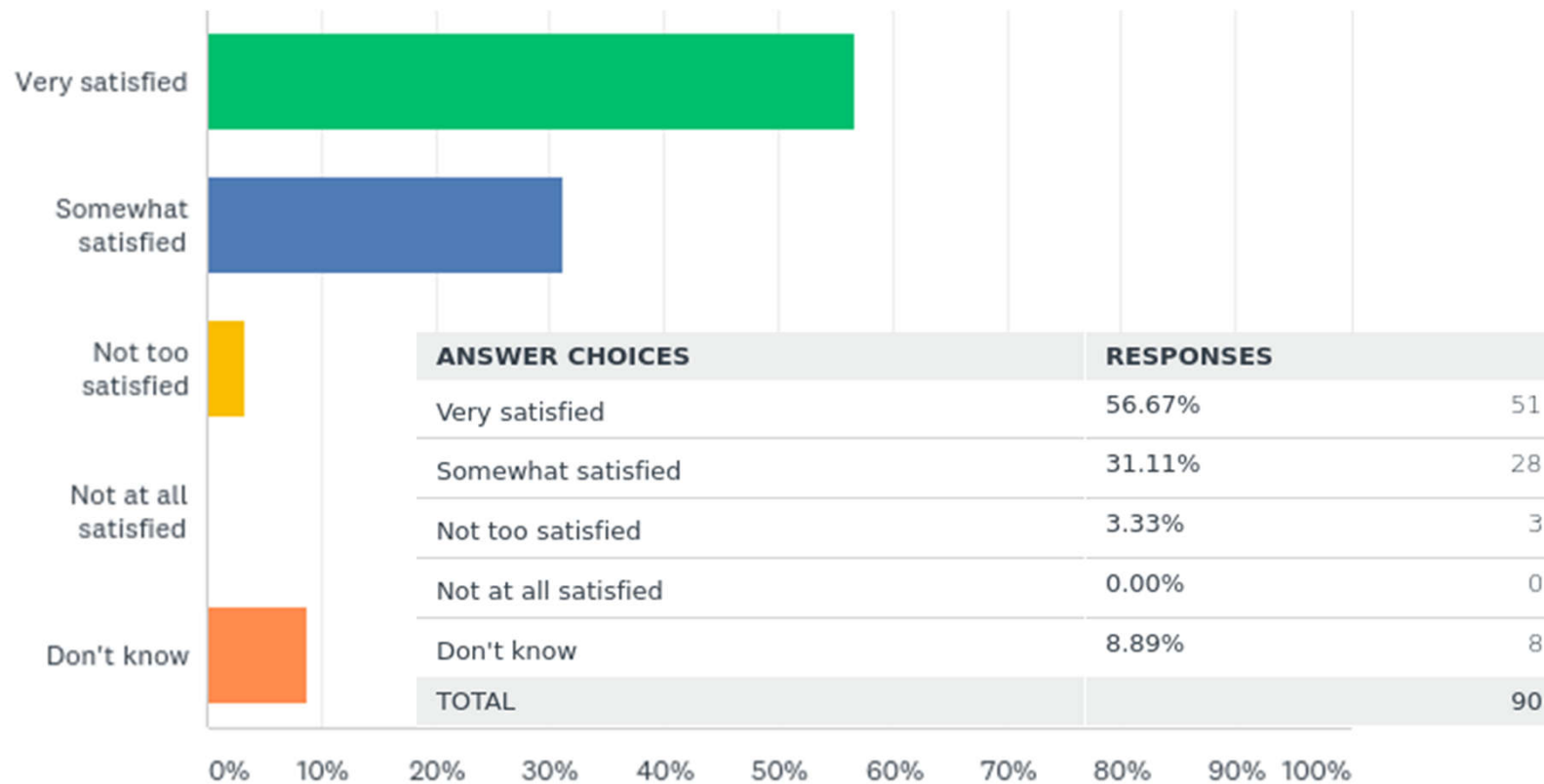
Q1: HOW FAMILIAR ARE YOU WITH THE BEND PARK AND RECREATION DISTRICT?





ADDITIONAL OUTREACH

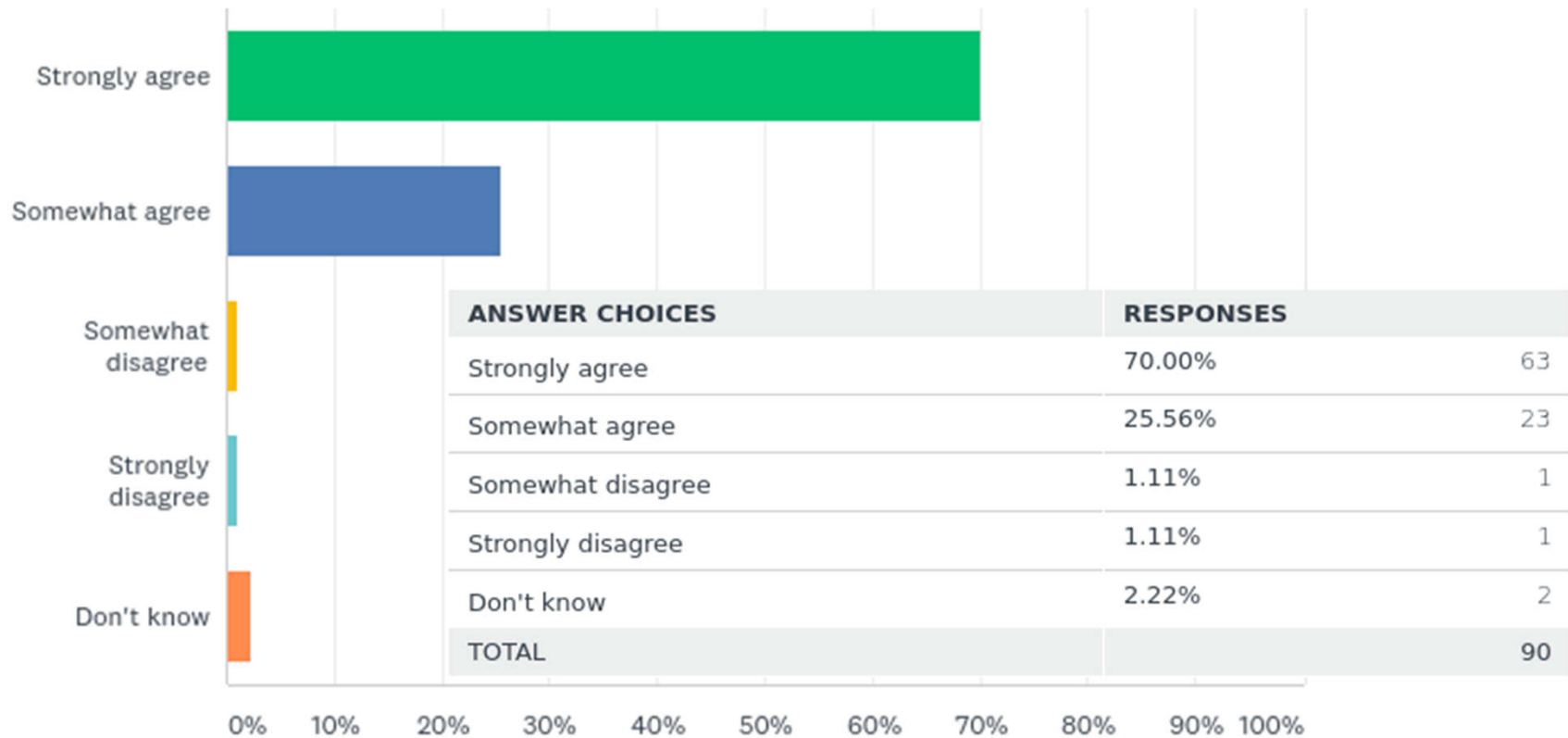
Q2: HOW SATISFIED OR DISSATISFIED ARE YOU WITH PARKS AND RECREATION SERVICES IN BEND?





ADDITIONAL OUTREACH

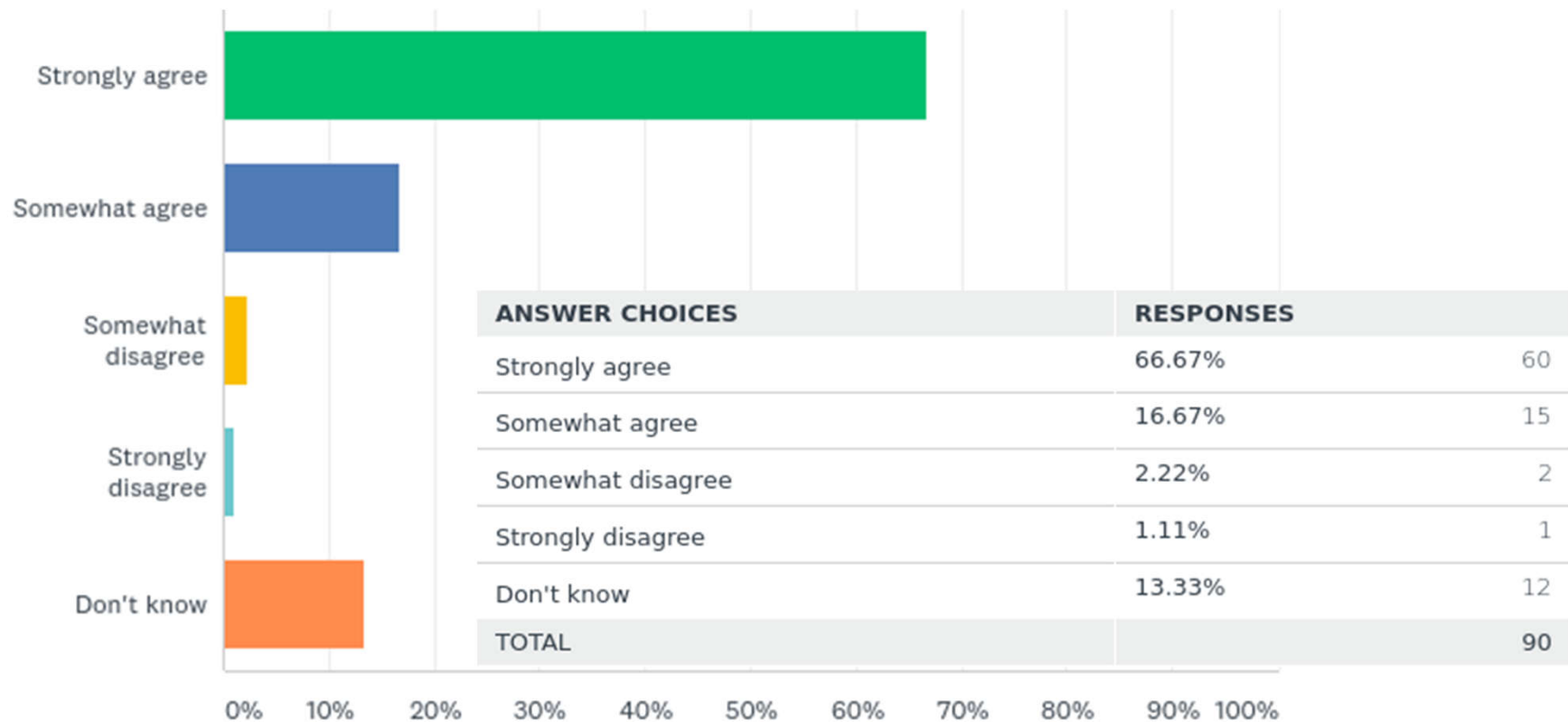
Q3: I FEEL SAFE WHEN I'M USING PARKS AND TRAILS IN BEND.





ADDITIONAL OUTREACH

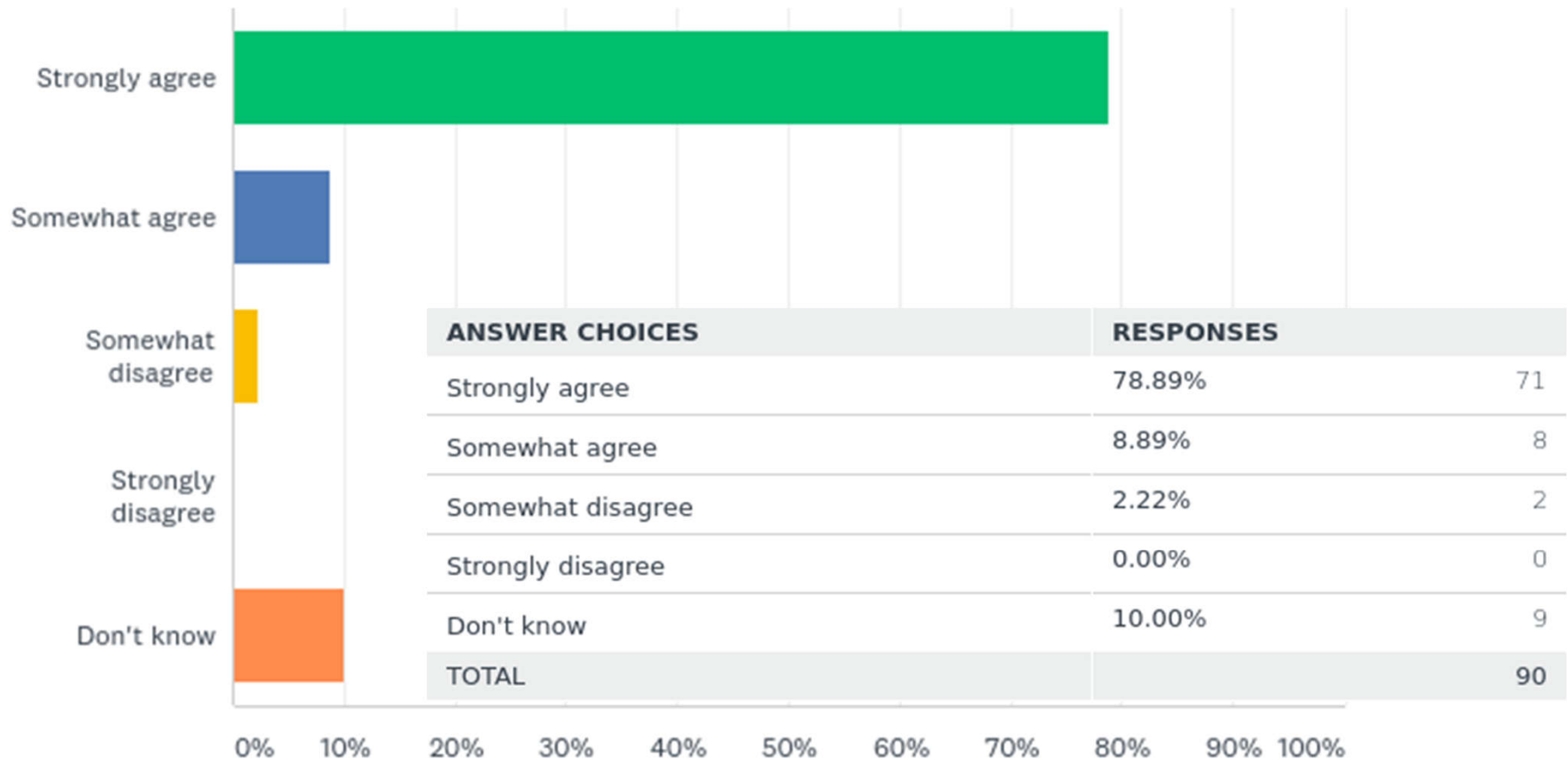
Q4: THE BEND PARK AND RECREATION DISTRICT PROVIDES SERVICES THAT ARE INCLUSIVE FOR ALL MEMBERS OF THE COMMUNITY.





ADDITIONAL OUTREACH

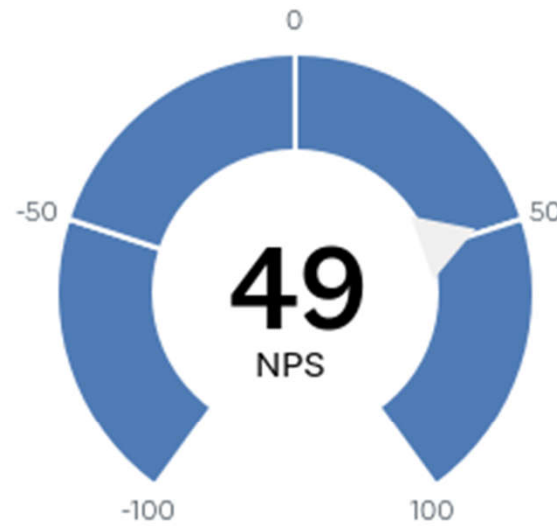
Q5: THE BEND PARK AND RECREATION DISTRICT IS A TRUSTWORTHY ORGANIZATION.





ADDITIONAL OUTREACH

Q6: HOW LIKELY IS IT THAT YOU WOULD RECOMMEND THE BEND PARK AND RECREATION DISTRICT TO A FRIEND OR COLLEAGUE?

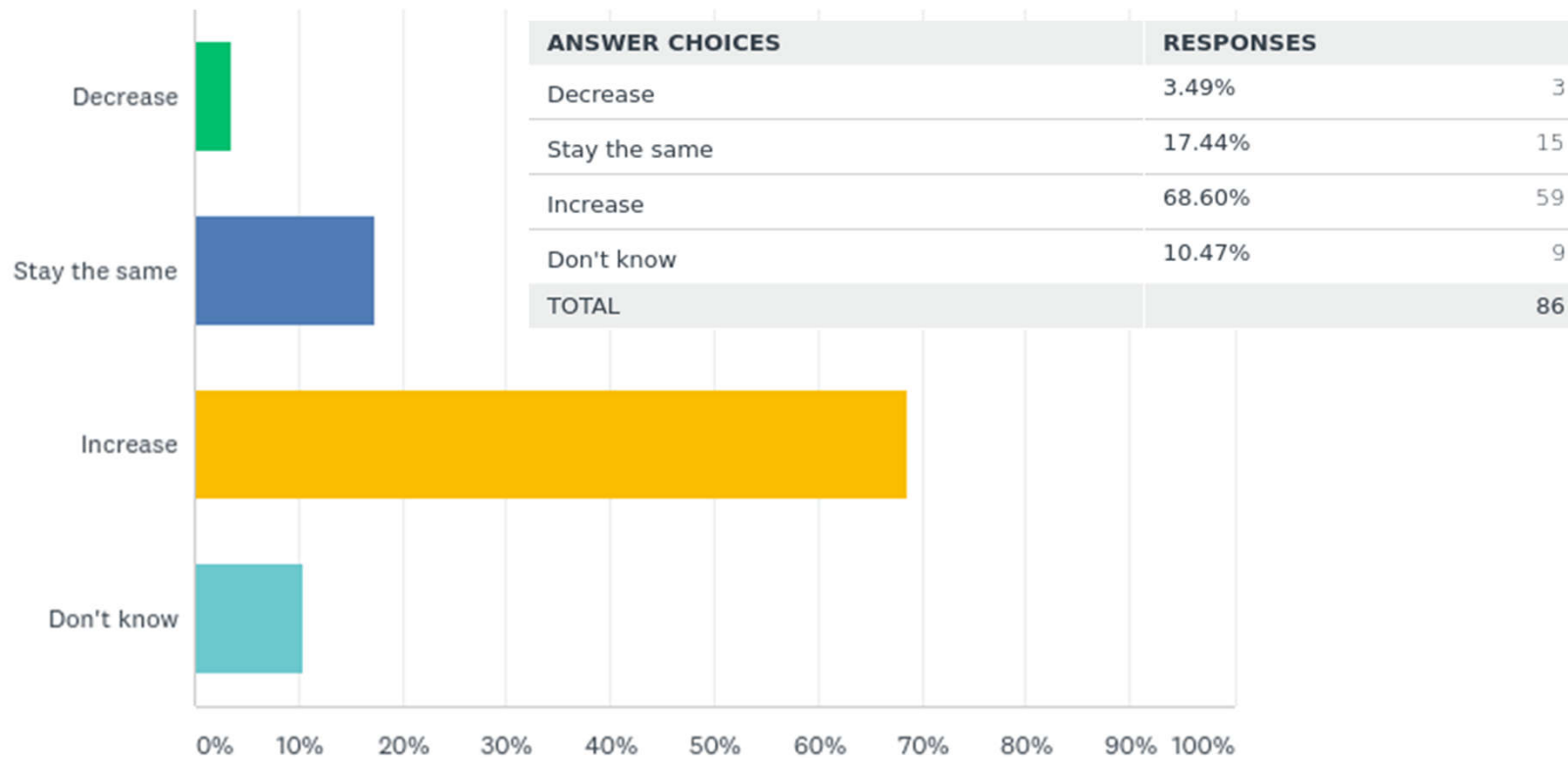


DETRACTORS (0-6)	PASSIVES (7-8)	PROMOTERS (9-10)	NET PROMOTER® SCORE
15% 12	21% 17	64% 52	49



ADDITIONAL OUTREACH

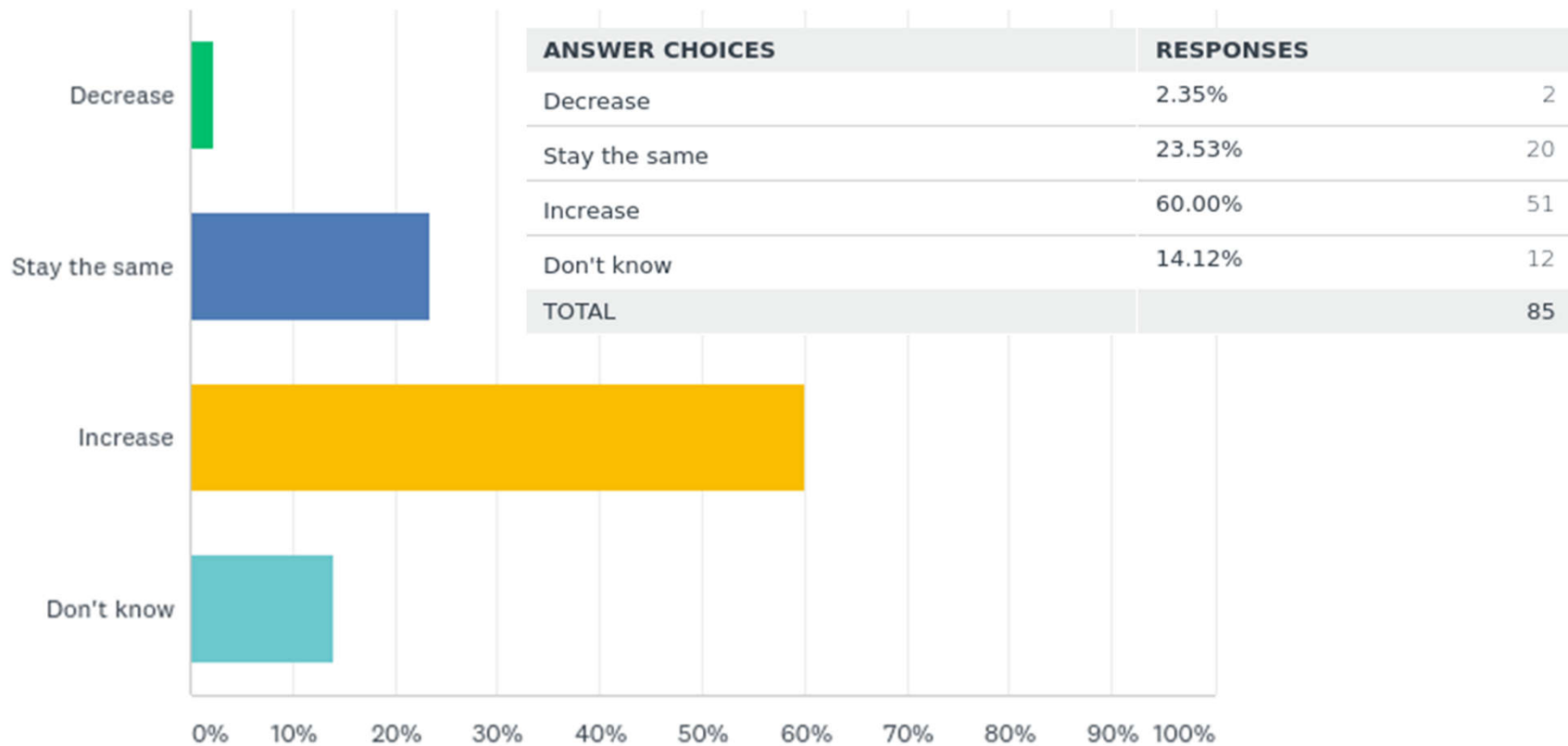
Q7: WOULD YOU LIKE TO SEE THE NUMBER OF EVENTS IN PARKS...





ADDITIONAL OUTREACH

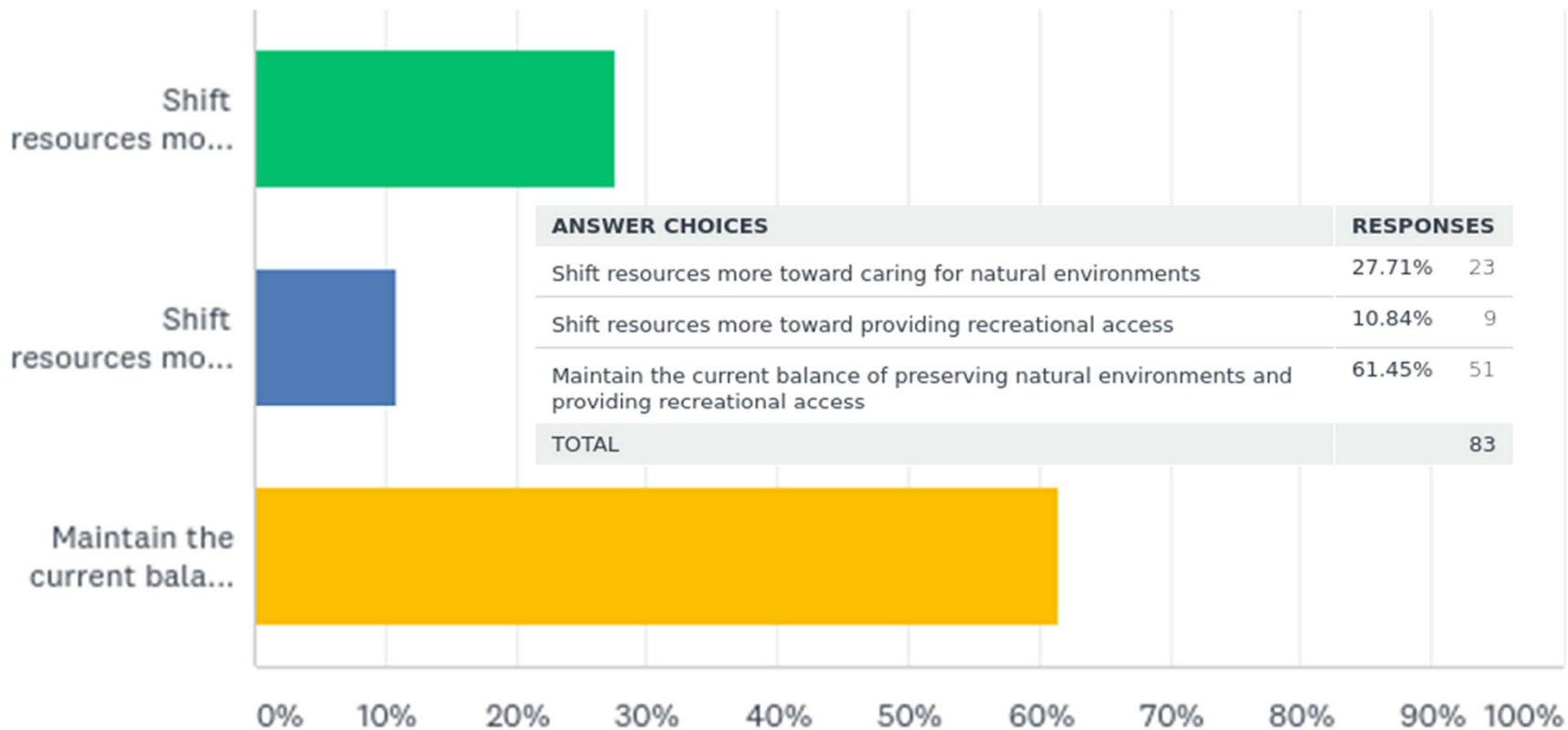
Q8: WOULD YOU LIKE TO SEE COMMERCIAL ACTIVITY IN PARKS, SUCH AS FOOD TRUCKS AND INSTRUCTIONAL ACTIVITIES...





ADDITIONAL OUTREACH

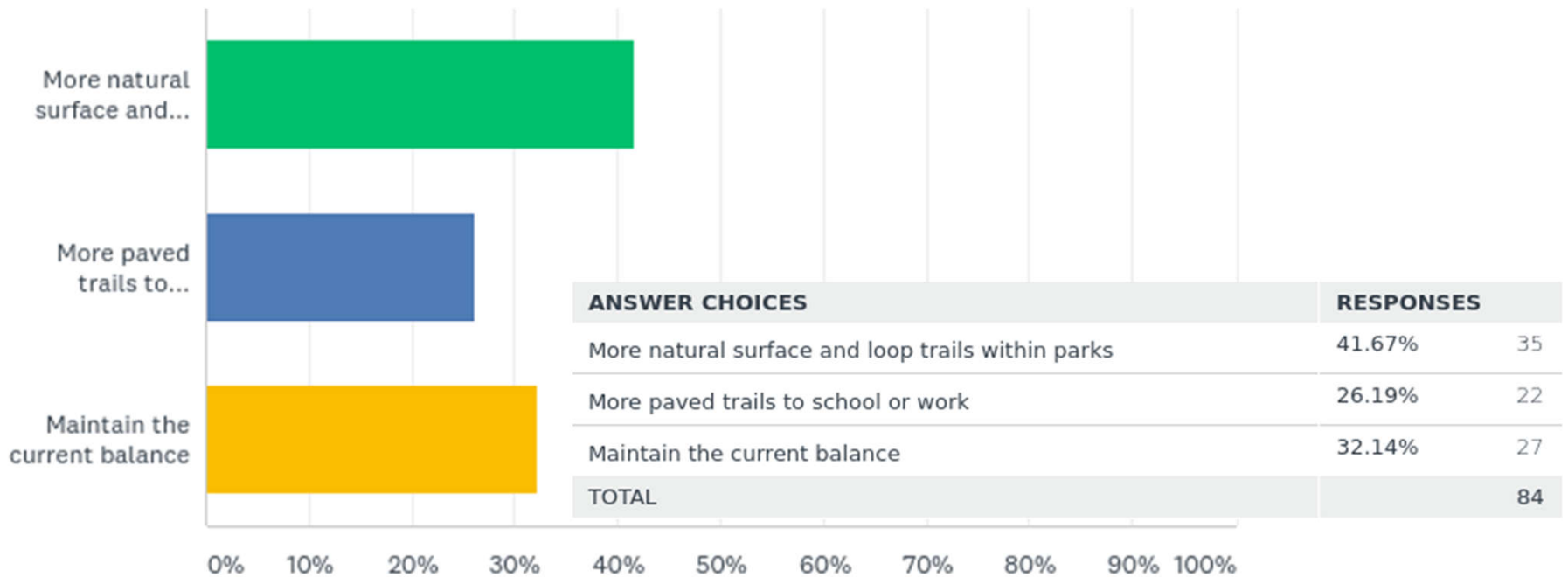
Q9: THE BEND PARK AND RECREATION DISTRICT AIMS TO BALANCE RECREATIONAL USE OF PARK LANDS WITH CARING FOR NATURAL ENVIRONMENTS. WOULD YOU LIKE THE DISTRICT TO...





ADDITIONAL OUTREACH

Q10: WOULD YOU LIKE TO SEE THE BEND PARK AND RECREATION DISTRICT PROVIDE MORE NATURAL SURFACE HIKING TRAILS AND LOOP TRAILS WITHIN PARKS, OR MORE PAVED TRAILS TO SCHOOL OR WORK?



◆ **Appendix 1 – Survey Instrument**



Bend Park & Recreation DISTRICT

Name
Address
City, ST, ZIP

Dear Park District Resident,

WHAT'S THIS ABOUT? The Bend Park & Recreation District is distributing this survey as part of the effort to better understand residents' perceptions and awareness of the district. Your input is needed to improve how the district can best serve your needs.

HOW YOU CAN HELP: You can support this effort by taking a few minutes to complete the enclosed survey.

MAIL OR ONLINE: Either complete the survey on paper and mail it back within 10 days in the enclosed self-addressed, postage-paid envelope, or go online using the website below and logging in with the password provided:

www.bprdsurvey.com and enter the password:

WHAT IF I DON'T USE BPRD PROGRAMS?

Even if you are not a current user, we would like to hear from you so we can better serve everyone.

We appreciate your feedback and thank you for your time!

BEND PARK & RECREATION DISTRICT COMMUNITY SURVEY PRIZE ENTRY

To enter the prize drawing, detach and enclose this entry form:

Name _____ Email _____ OR

Daytime Phone _____

Return with your survey or separately to: RRC Associates, 4770 Baseline Road, Suite 360, Boulder, CO 80303

Five winners will be randomly selected to each receive a \$50 Visa gift card.

To enter the drawing, simply follow the directions at the bottom of the page. Or, if you respond online, you will have the opportunity to enter the drawing after completing the survey.

Winners of the random drawing will be contacted by phone and/or email.

Si necesita esta información en español, por favor contactar:

**Kathya Avila Choquez
541-706-6190**

Kathya@bendparksandrec.org

También puede realizar la encuesta en español en línea o en su teléfono inteligente en bprdsurvey.com.

Bend Park and Recreation District (BPRD) - Community Survey

1. How long have you lived in Central Oregon? Please enter number: Years **OR** Less than a year

2. In what area of town do you live?

- | | |
|---|--|
| <input type="checkbox"/> Northwest Bend
<input type="checkbox"/> Northeast Bend
<input type="checkbox"/> Southeast Bend | <input type="checkbox"/> Southwest Bend
<input type="checkbox"/> Outside of Bend city limits
<input type="checkbox"/> Don't know |
|---|--|

3. Using the scale below, please rate the overall quality of life in Bend.

VERY POOR	POOR	GOOD	VERY GOOD	DON'T KNOW
1	2	3	4	X
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. How well do you feel your local governments are doing to serve the community?

VERY POOR	POOR	GOOD	VERY GOOD	DON'T KNOW
1	2	3	4	X
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

FAMILIARITY AND SATISFACTION WITH BEND PARK AND RECREATION DISTRICT

5. How familiar are you with the Bend Park and Recreation District?

NOT AT ALL FAMILIAR	NOT TOO FAMILIAR	SOMEWHAT FAMILIAR	VERY FAMILIAR	DON'T KNOW
1	2	3	4	X
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. What three words come to mind that best describe the Bend Park and Recreation District?

1. _____ 2. _____ 3. _____

7. Based on your familiarity with the Bend Park and Recreation District, do you believe the district is...

- A department of the City of Bend
- A separate agency (not part of the City of Bend)
- Both
- Don't know
- Other: _____

8. How satisfied are you with parks and recreation services in Bend?

NOT AT ALL SATISFIED	NOT TOO SATISFIED	SOMEWHAT SATISFIED	VERY SATISFIED	DON'T KNOW
1	2	3	4	X
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. In general, would you say that the Bend Park and Recreation District is going in the right direction or wrong direction in serving the community?

- Generally going in the right direction
- Generally going in the wrong direction
- Don't know

10. During the past year, have you or any member of your household... (MARK ALL THAT APPLY)

- Visited a Bend Park and Recreation District park or trail
- Visited a Bend Park and Recreation District recreational facility or participated in a recreation program
- Neither
- Don't know

11. How likely are you to recommend the Bend Park and Recreation District to a friend, family member, or colleague? Use a scale from 0 to 10, where 0 means "not at all likely" and 10 means "extremely likely."

NOT AT ALL LIKELY	NEUTRAL	EXTREMELY LIKELY
0	1 2 3 4 5 6 7 8	9 10

VALUES AND VISION

12. Do you agree or disagree with the following statements?

	STRONGLY DISAGREE 1	SOMEWHAT DISAGREE 2	SOMEWHAT AGREE 3	STRONGLY AGREE 4	DON'T KNOW X
Parks, trails, and recreation opportunities in Bend contribute to my quality of life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Living in Bend would not be the same without easy access to outdoor recreation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parks and recreation opportunities are important to supporting the local economy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Having a park near my home is important to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel safe when I'm using parks and trails in Bend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. Do you agree or disagree with the following statements about BPRD? "The Bend Park and Recreation District..."

	STRONGLY DISAGREE 1	SOMEWHAT DISAGREE 2	SOMEWHAT AGREE 3	STRONGLY AGREE 4	DON'T KNOW X
Maintains parks and trails very well	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provides services that are inclusive for all members of the community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offers quality recreation programs and facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is well managed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meets the parks and recreation needs of the community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provides good customer service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	STRONGLY DISAGREE 1	SOMEWHAT DISAGREE 2	SOMEWHAT AGREE 3	STRONGLY AGREE 4	DON'T KNOW X
Charges a reasonable fee for recreation programs and facility use	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Partners effectively with others in the community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Should provide the community a place to gather	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is a good steward of our environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provides good commuting options via trails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

POLICY AND USE

14. The Bend Park and Recreation District recognizes that public events in parks have value to the community, while at the same time, events can make access for the general public challenging at times. District policy has been to limit the number of event days at its parks. Would you like to see the number of events in parks...

- Decrease
- Stay the same
- Increase
- Don't know

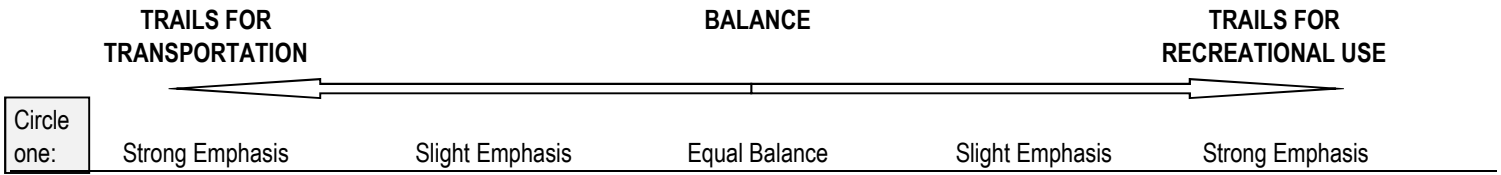
15. In the past, the Bend Park and Recreation District has limited commercial activity in parks (such as food trucks and instructional activities). Would you like to see commercial activity in parks...

- Decrease
- Stay the same
- Increase
- Don't know

16. The Bend Park and Recreation District aims to balance recreational use of park lands with caring for natural environments. Would you like the district to....

- Shift resources more toward caring for natural environments
- Shift resources more toward providing recreational access
- Maintain the current balance of preserving natural environments and providing recreational access

17. Would you like to see the district place more emphasis on providing trails focused on recreational purposes (such as natural surface hiking trails or a loop within a park), providing trails that are more focused on transportation purposes (such as paved multi-use trails to school or work), or a balance of the two?



FINANCIAL CHOICES

The Bend Park and Recreation District is funded primarily from property taxes, user fees, and fees on new houses and hotels. Oregon law requires these funds to be used for operations, maintenance, and development of park and recreation services throughout the community.

The district's permanent property tax rate is \$1.461 per \$1,000 of assessed value. For example, a home with a tax assessed value of \$200,000 pays \$292.20 annually to the district.

18. Do you agree or disagree with the following statements? "The Bend Park and Recreation District..."

	Strongly Disagree 1	Somewhat Disagree 2	Somewhat Agree 3	Strongly Agree 4	Don't Know X
Uses taxpayer money wisely	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is transparent with the public	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is a trustworthy organization	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

19. Do you believe the level of parks, trails, and recreation services provided by the Bend Park and Recreation District is...

- Too little
- Just about right
- Too much

20. Do you feel the amount of taxes you pay to fund Bend Park and Recreation District for services provided are...

- Too little
- Just about right
- Too much

CURRENT SERVICES

21. Below is a list of services provided by different local government agencies in Bend. How would you rate each service based on the value received for the tax dollar being spent? (Use a scale between 0 and 10, where 0 is "very poor value" to 10 is "very good value")

	VERY POOR VALUE		MODERATE VALUE								VERY GOOD VALUE		DON'T KNOW
	0	1	2	3	4	5	6	7	8	9	10	X	
1) Park, trails, and recreation services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2) Street repair and maintenance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3) K-12 public schools	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4) Library services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5) Police, fire, and public safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

22. What ways do you prefer to receive information on Bend parks and recreation facilities, services, and programs? (CHECK UP TO 3)

- Local media (TV, radio, newspaper)
- Activity Guide/Brochure
- Newsletters
- District website
- At the recreation facility/program location
- Social media (e.g., Twitter, Facebook, Instagram, NextDoor)
- Email from the District
- School email/newsletter
- Flyers/posters at businesses
- Word of mouth
- Text messaging
- Other (specify): _____

SUGGESTIONS

23. Do you have any further comments about parks and recreation needs and opportunities in Bend?

DEMOGRAPHICS

Just a few more questions about yourself for statistical purposes only. Results are completely confidential and will only be reported in aggregate.

24. Please indicate the gender with which you identify:

- Male Female Non-binary/third gender
- Prefer to self-describe: _____
- Prefer not to answer

25. In what year were you born? _____

26. Do you have children under the age of 18 living at home?

- Yes No

27. Do you own or rent your residence in Bend?

- Own Rent Other

28. What race do you consider yourself to be?

- Asian or Pacific Islander
- Black or African American
- American Indian or Alaska Native
- White
- Other
- Prefer not to answer

29. Are you of Hispanic, Latino or Spanish origin?

- Yes No Prefer not to answer

30. Which of these categories best describes the total gross annual income of your household (before taxes)?

- Under \$25,000 \$100,000–149,999
- \$25,000–49,999 \$150,000 or more
- \$50,000–74,999 Prefer not to answer
- \$75,000–99,999

FUTURE RESEARCH

Thank you for taking the time to share your opinions. Your input is very valuable to future planning efforts. Survey results may prompt follow-up research to explore themes that emerge from this survey. Would you be willing to participate in future research? The Bend Park and Recreation District may invite you to complete a short online survey or participate in an in-person focus group. If you are interested, please include your email or phone number below.

First Name: _____ Email address: _____

OR Phone number: _____

**Board Calendar
2019-2020**

**This working calendar of goals/projects is intended as a guide for the board and subject to change.*

March 3 – Canceled

March 17

Work Session

- ◆ Park Services – Prescribed Fire – *Jeff Amaral (20 min)*
- ◆ Hollinshead Partnership Presentation
- ◆ Core Area Urban Renewal Plan Update – *Matt Stuart, City of Bend (20 min)*

Business Session

- ◆ Annexation – Smallwood Property – *Sarah Bodo (10 min)*
- ◆ MOU for Fish Passage

April 7

Work Session

Recreation Report

- ◆ Centennial Celebrations – *Julie Brown (20 min)*
- ◆ Needs Based Assistance Annual Report and Fiscal Year 2020-21 Plan – *Sue Boettner and Amanda Jamison (45 min)*

Consent Agenda

- ◆ Adopt Needs Based Assistance Fiscal Year 2020-21 Plan

Business Session

- ◆ Northpointe Park Award Design Contract – *Bronwen Mastro (20 min)*

April 15 Budget Tour

April 21

Work Session

Park Services Hard Surface Program – *Jason M and Alan Adams (15 min)*

Business Session

- ◆ Goodrich Park Award Construction Contract – *Ian Isaacson and Jason Powell (20 min)*

May 5

Work Session

Recreation Report

Business Session

May BUDGET MEETINGS (May 11, 13, 14)

May 19

Work Session

- ◆ Park Services Report - Fleet and Equipment Program – *Roy Radcliff (15 min)*

Business Session

- ◆ Award construction contract for Big Sky Park – *Brian Hudspeth (15 min)*

June 2

Work Session

Recreation Report

Business Session

- ◆ Adopt Resolution No. XXX – Adopting a Revised Fee Schedule for System Development Charges, effective July 1, 2020 – *Lindsey Lombard*
- ◆ Hold Public Hearing and Adopt Resolution No. XXX – Adopting the Budget and Making Appropriations for Fiscal Year 2020-21, and Adopt Resolution No. XXX - Imposing and Categorizing Taxes for Fiscal Year 2019-20 – *Lindsey Lombard*

June 16

Work Session

Park Services Report

Business Session

TBD

IGA with the City for Planning – *Michelle Healy and Don Horton (45 min)*

Recreation Programming Plan – Matt Mercer and Michael Egging

Transportation Discussion with CTAC– *Eric King and Susanna Julber (45 min)*

IGA with the City for Mirror Pond Silt Removal – *Don Horton (30 min)*