



# City of McMinnville

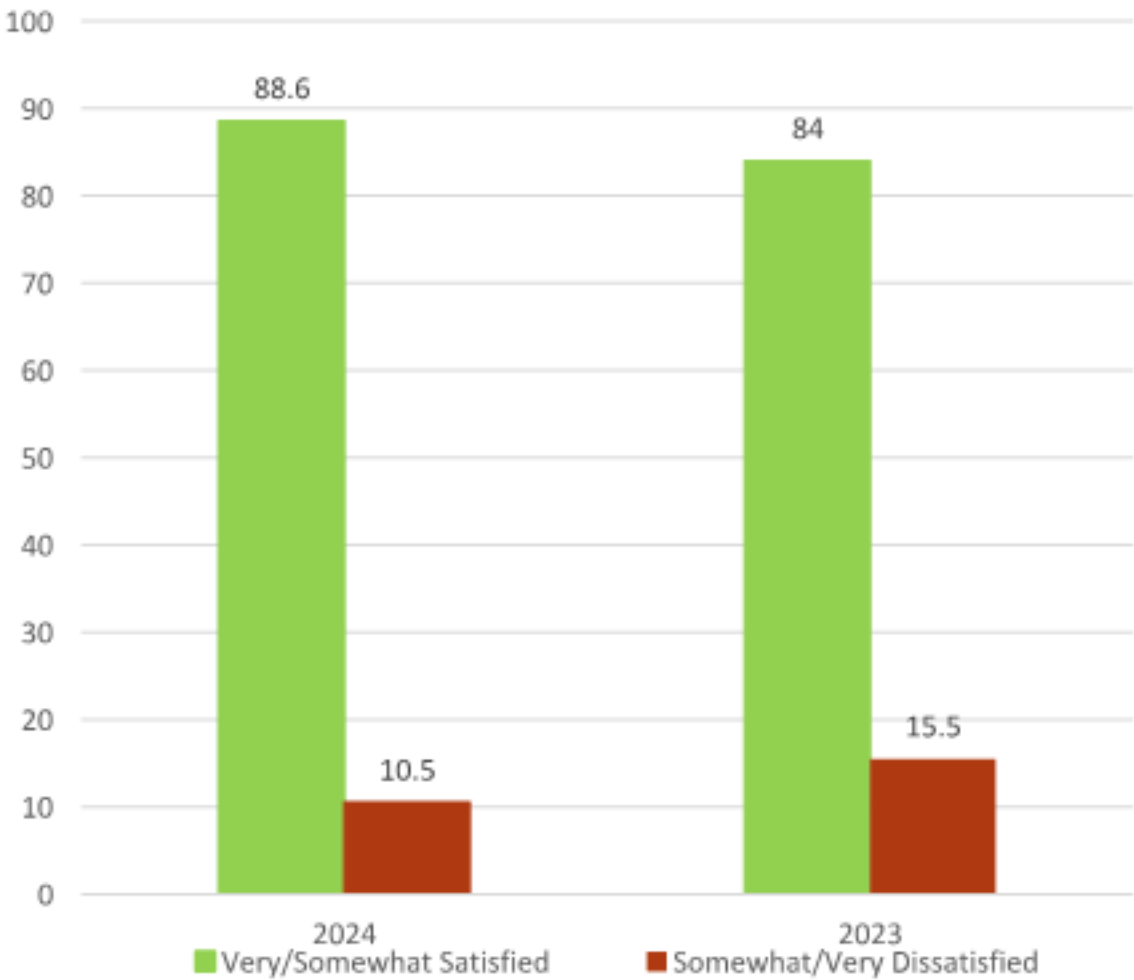
City of McMinnville  
Parks & Recreation Bond  
Field Dates: May 7 – May 13, 2024  
N = 335

# Survey Objectives

- Determine the willingness of McMinnville residents to support a Bond to fund a new Aquatic Center, Library and Senior Center improvements, and upgrades to parks.
- Identify community prioritization for proposed projects.
- Identify best features of proposed projects.
- Survey did not identify roadblocks (ie. personal economic sentiments)

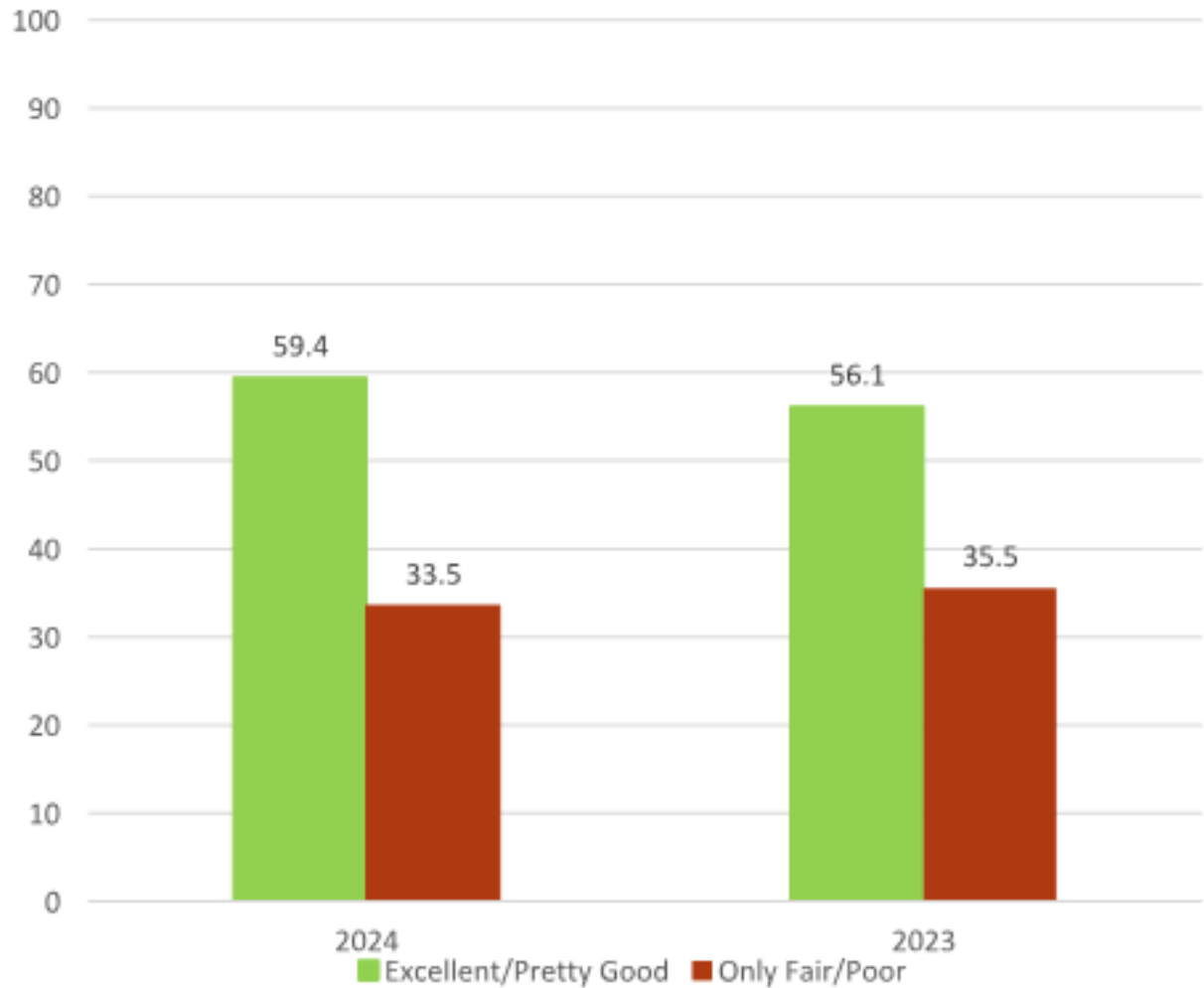
# Quality of Life

- 88.6% of McMinnville residents are Very or Somewhat satisfied with quality of life in McMinnville, compared to 84% in 2023 - a 4.6% increase.



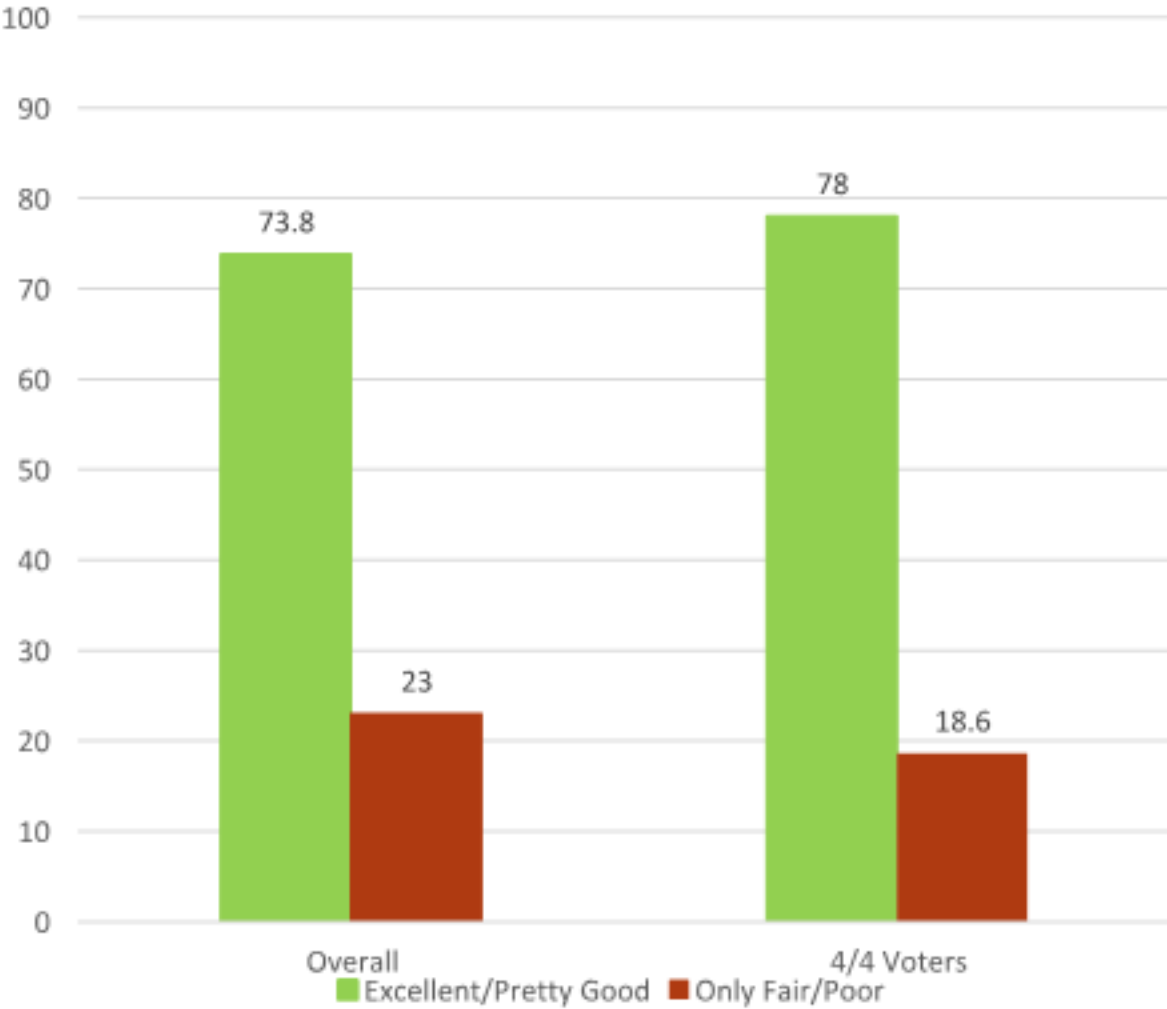
# Operations and Performance of City Government

- 59.4% of residents would rate the operations and performance of city government as Excellent or Pretty Good compared to 56.1 in 2023 – a 3.3-point improvement.

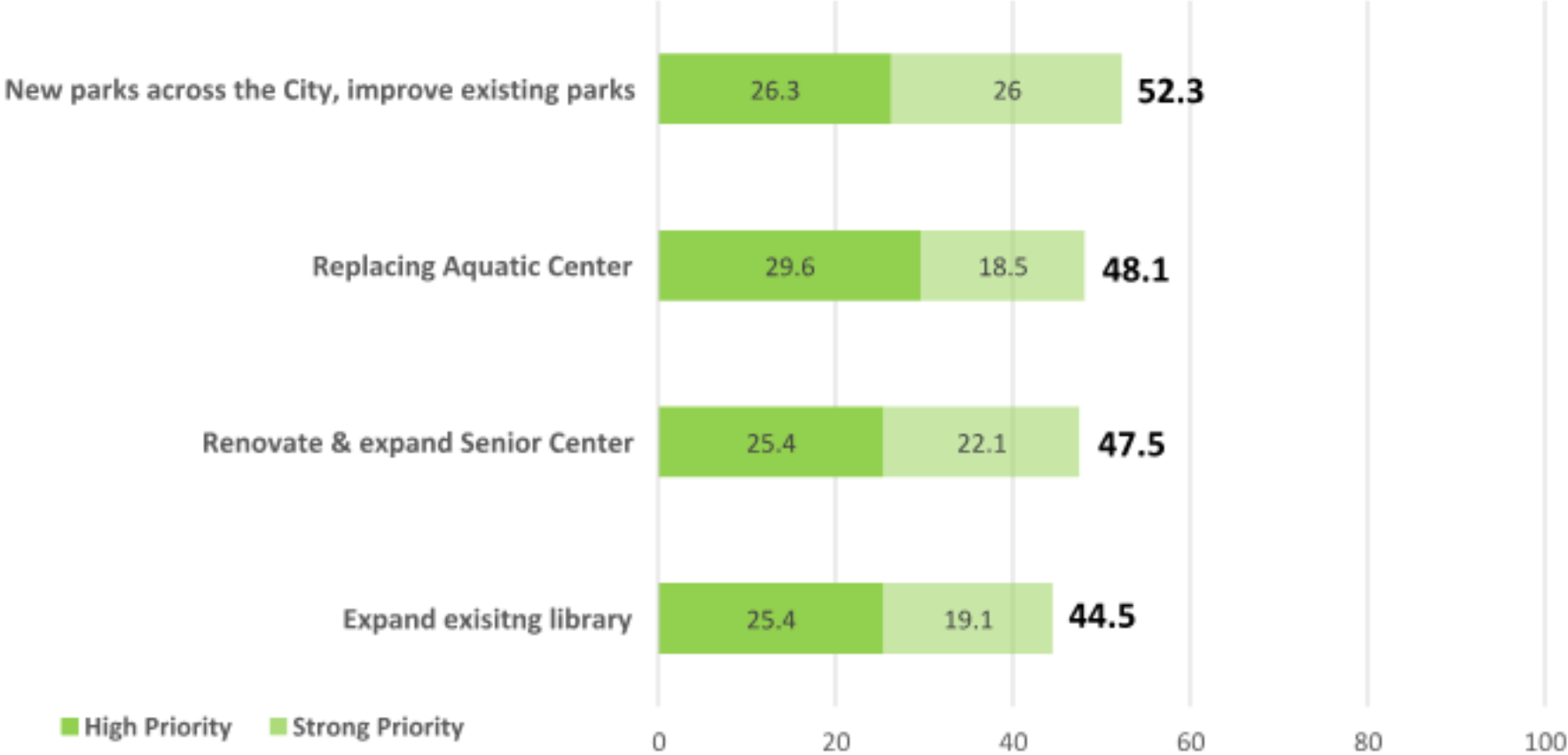


# Quality of Public Recreational and Community Facilities

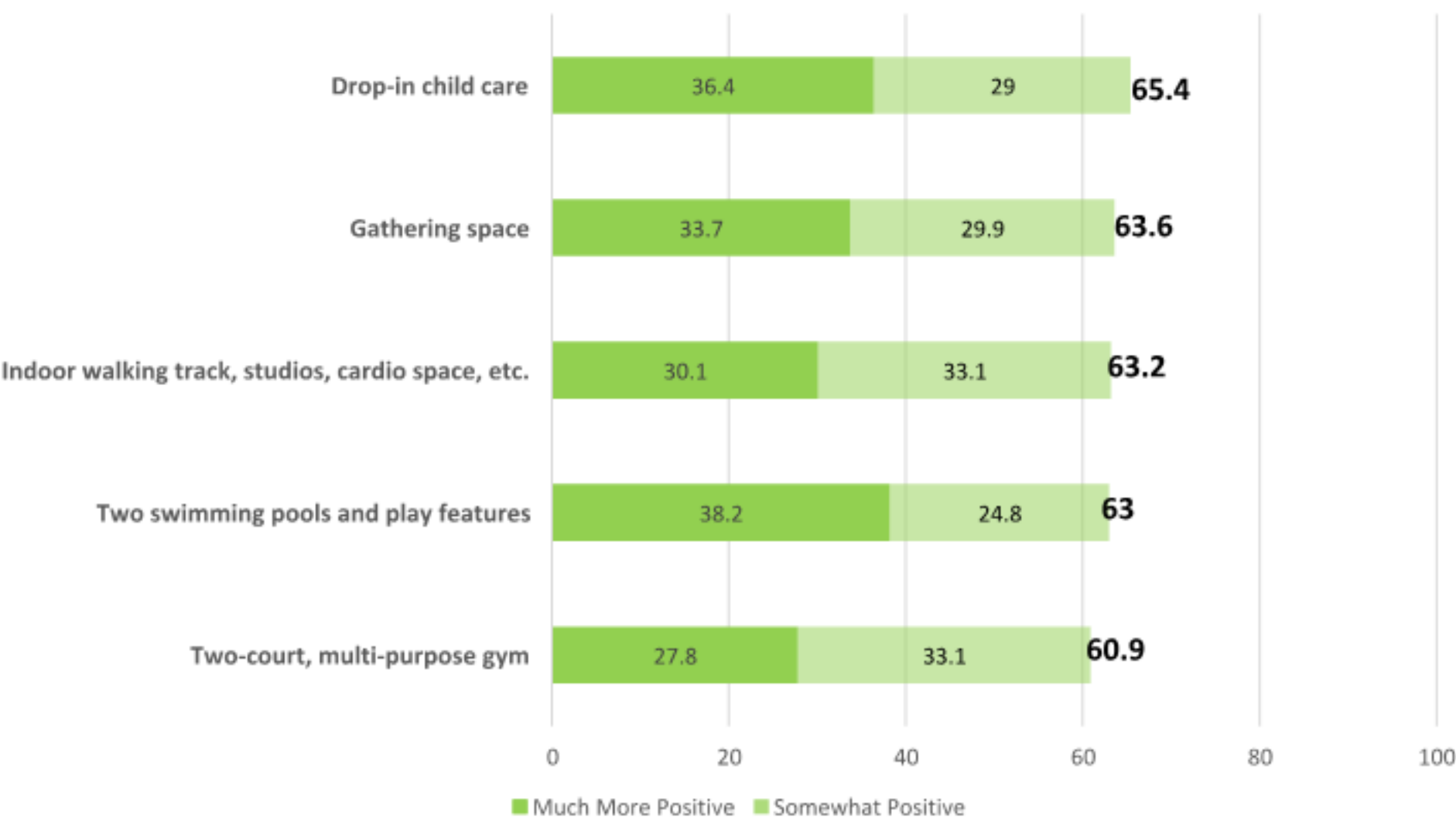
- 73.8% of McMinnville residents believe that the quality of recreational and community facilities is Excellent/Pretty Good, compared to 23% who feel the quality is Only Fair/Poor – a 50.8% margin.
- 78% of residents identified as 4/4 voters believe the quality of recreational and community facilities is Excellent/Pretty Good compared to 18.6% who rate them as Only Fair/Poor – a 59.4% margin.



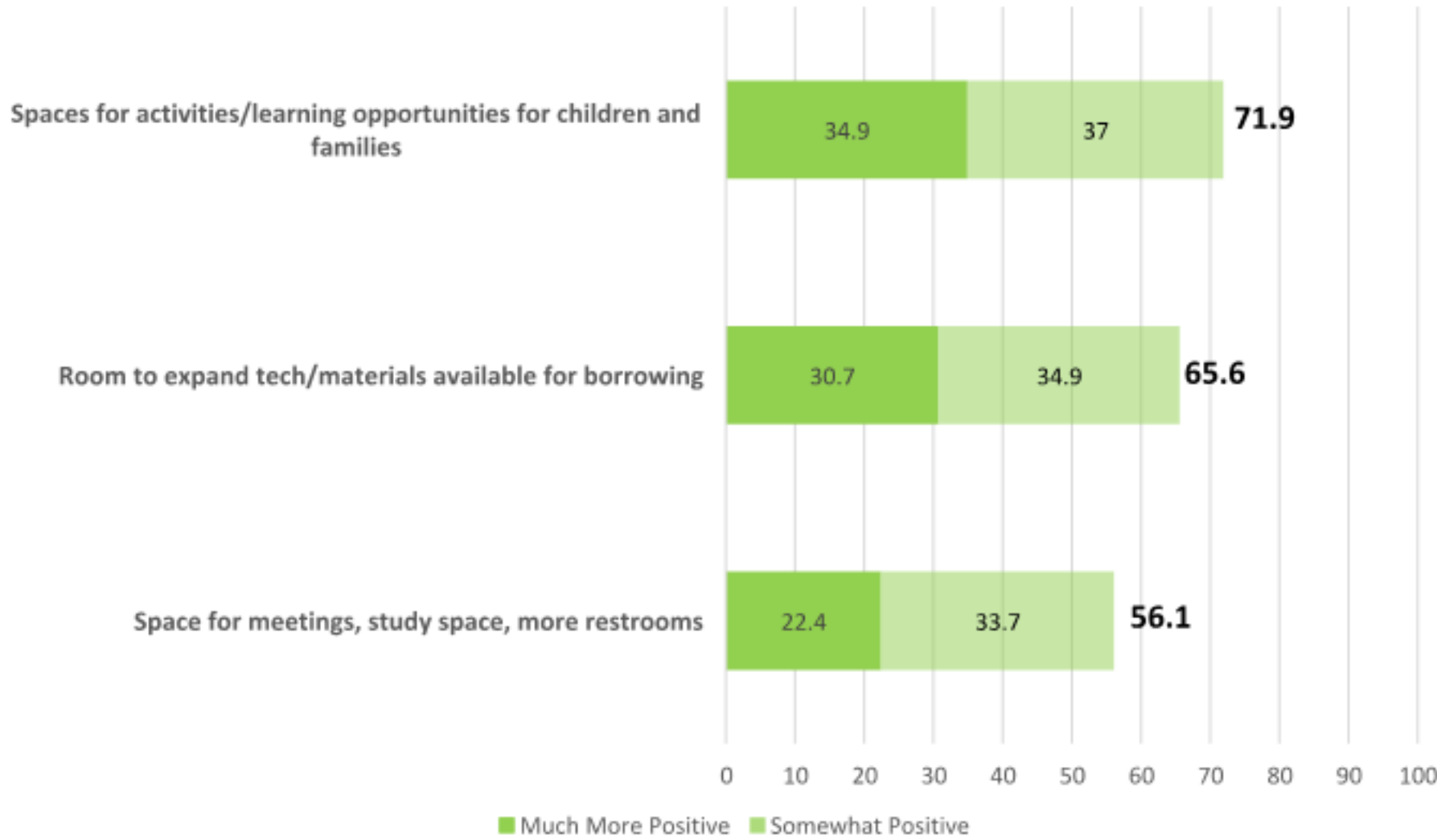
# 2024 Project Priorities



# Recreation Center Projects

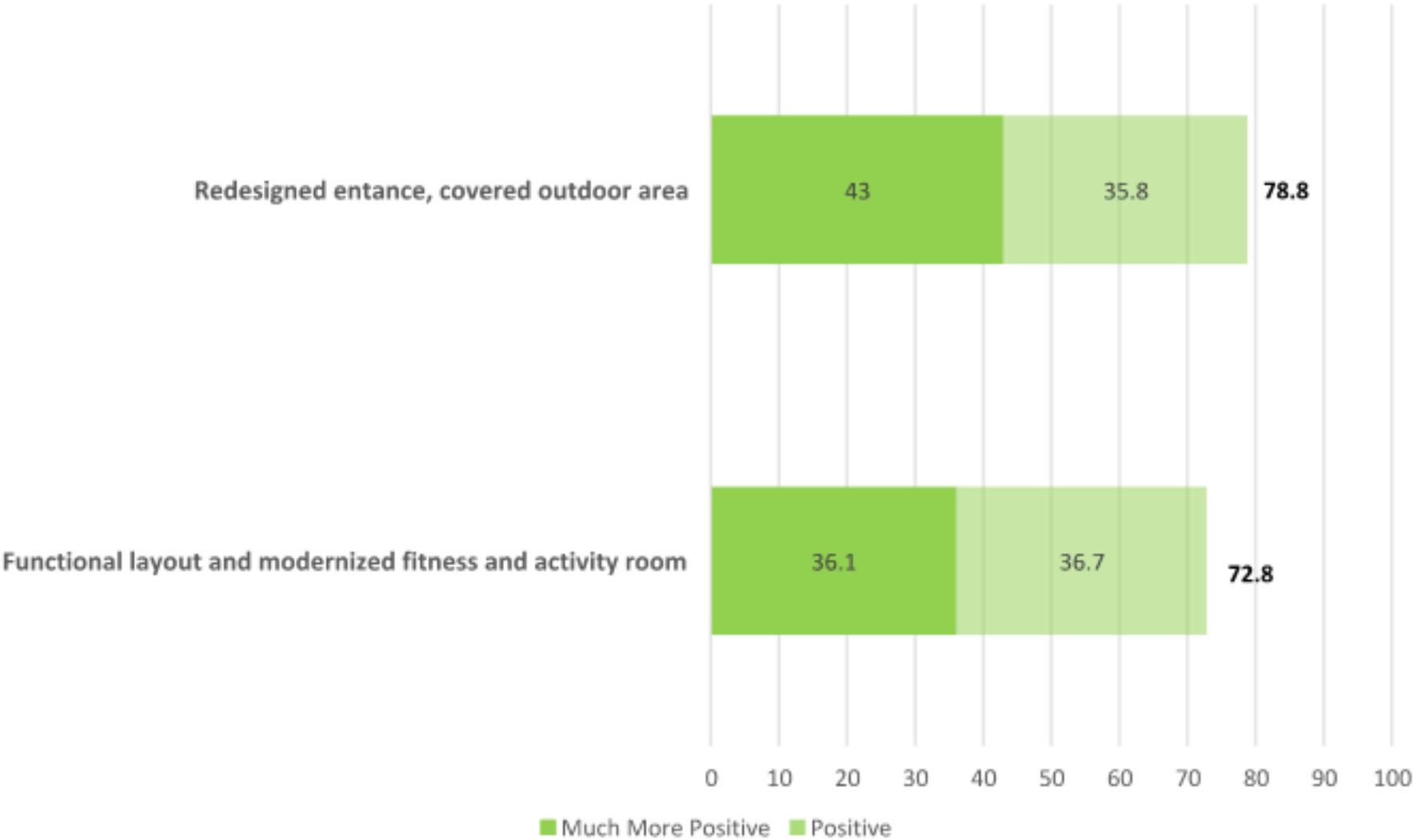


# Library Projects

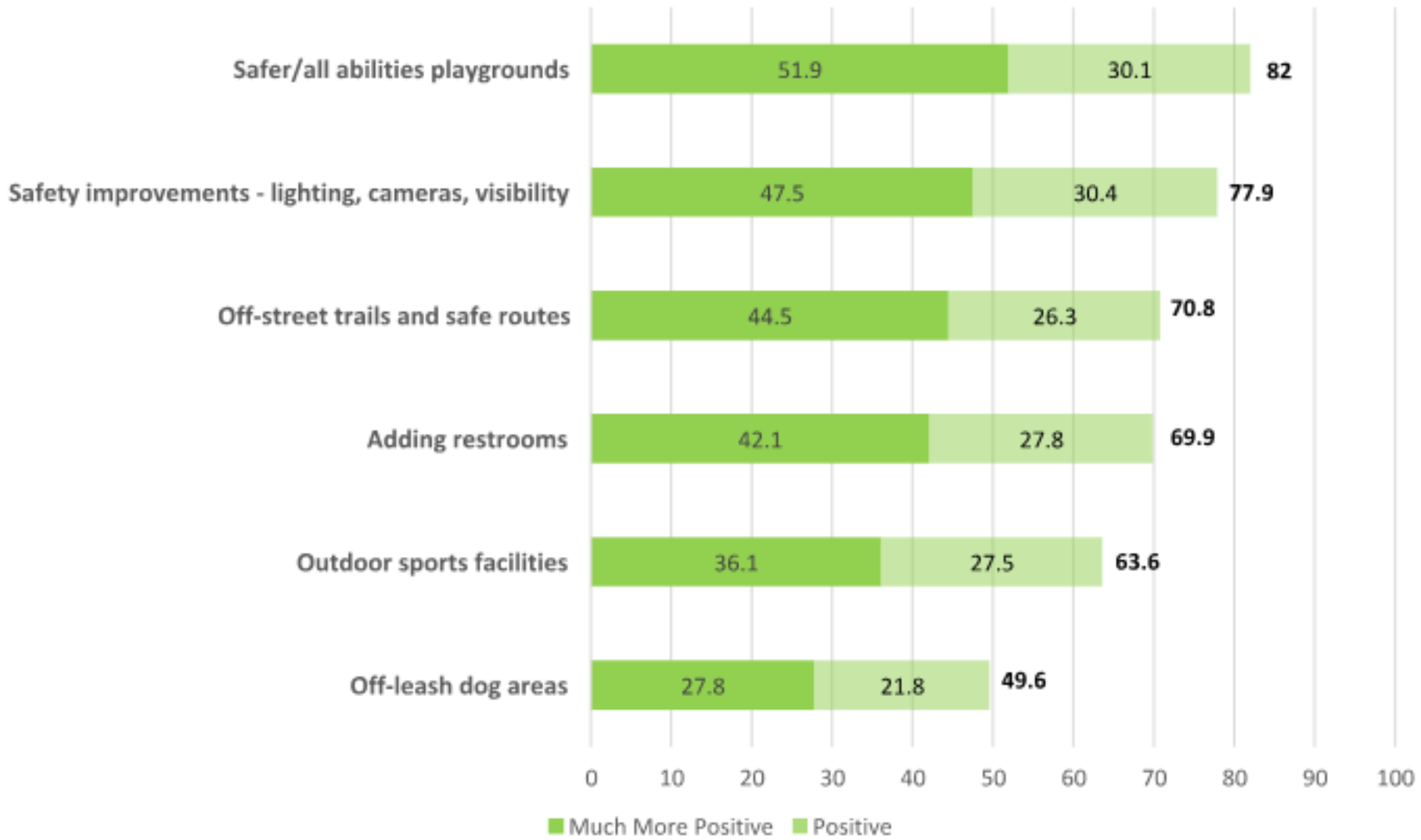




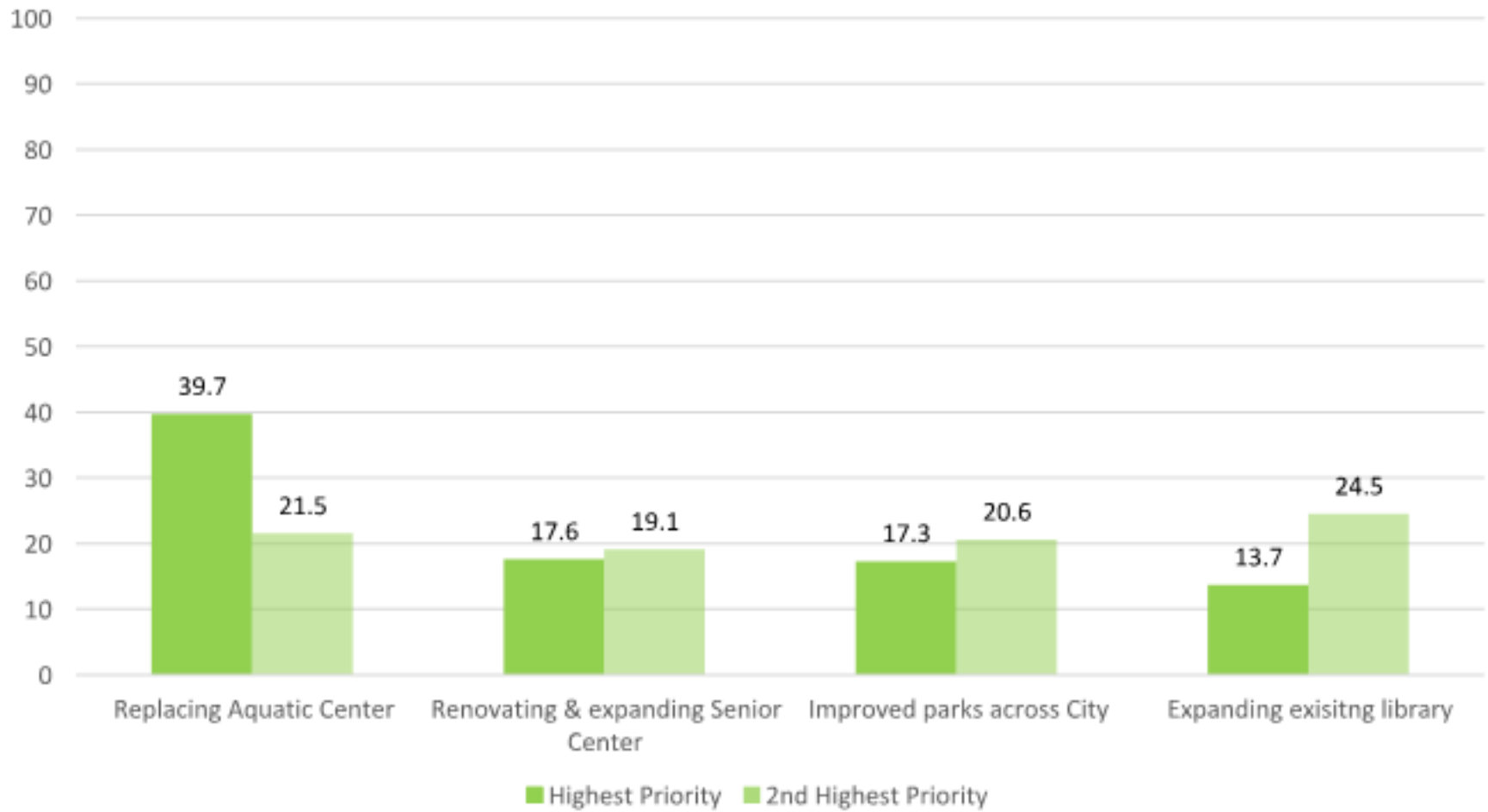
# Senior Center Projects



# Parks Projects

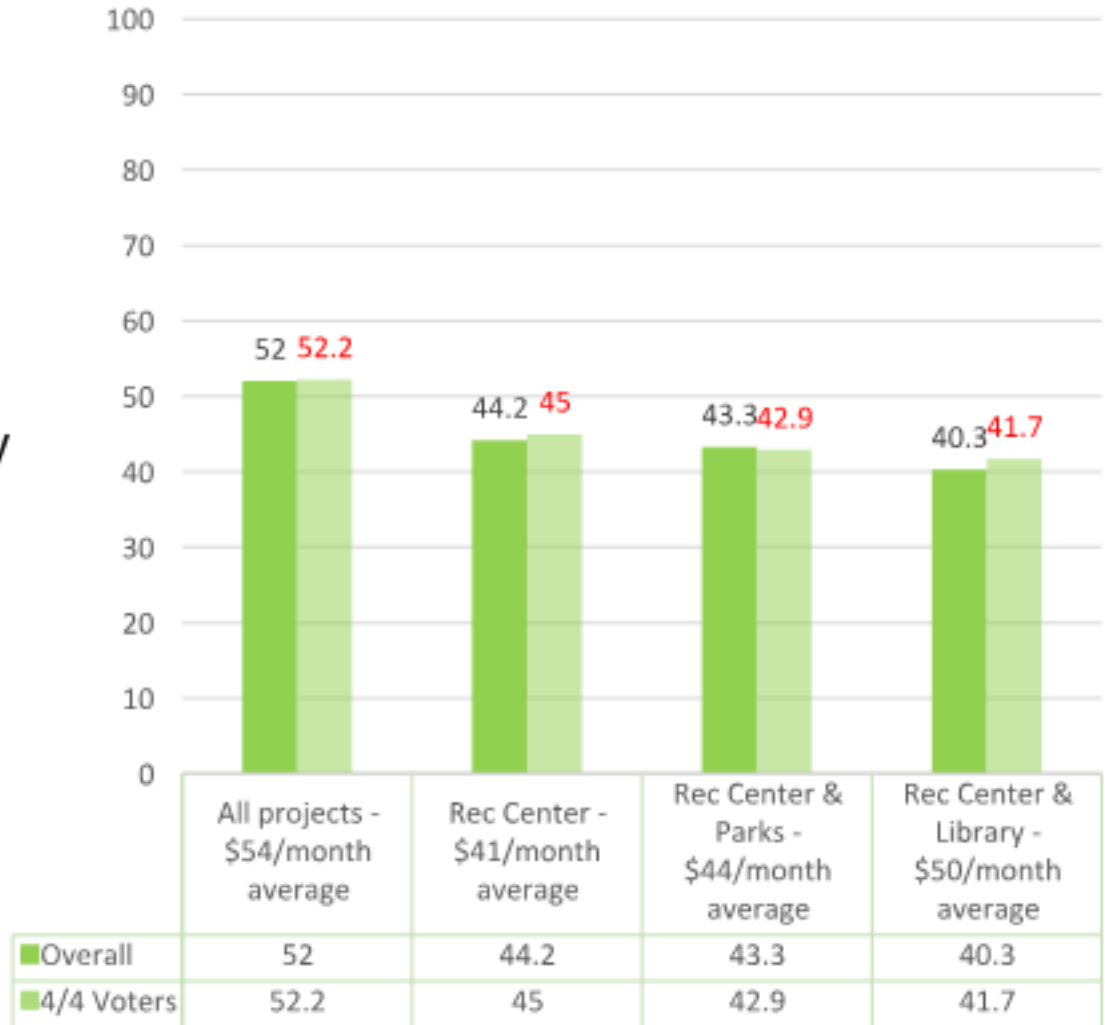


# After hearing more about projects, which would you give highest priority?



# INFORMED BALLOT

- Given the choice, a slim majority of voters (52%) opted for the “full package”, including a majority of high-propensity voters.
- Other alternative options did not gain majority support.



## Recommendations

- Engagement of community around the full package.
- 52% support of full package is too low for comfort – but the full package still offers the best path forward as it brings benefit to the most residents.

# Information

Nelson Research is a public opinion survey research firm based in Salem, Oregon. We specialize in public opinion polling for school districts, local governments, businesses, and trade associations. Nelson Research has been conducting public opinion research since 1980.

- Website: [nelson-research.com](http://nelson-research.com)
- Company email: [info@nelson-research.com](mailto:info@nelson-research.com)
- Firm Principal: [jlwilson@nelson-research.com](mailto:jlwilson@nelson-research.com)

