



THPRD Bond Task Force – Meeting #4 Minutes

November 20 • 6:30-8:30 pm

Conestoga Recreation & Aquatic Center | Room 200
9985 SW 125th Ave, Beaverton OR 97008

THPRD Staff Present: Aisha Panas, Holly Thompson, Bruce Barbarasch, Jared Isaksen, Chelsea Nikirk, Jessica Kittleson

Committee Members Present: Nick Bergseng, Hannah Bui, Jim McCreight, Sylvia Kelley, Sahit Jayaweera, Carl Nelson, Erik Lehr, Sara Urch, Jessica Lobell, Alan Kuiran John, John Griffiths, Will Glasson (virtual)

Absent: Monica Estrella

Guests: Amy Ruiz, Swift Communications

1. Welcome

2. Summary of Projects

- Staff provided an overview of proposed projects
- Explained categories, name of project, where in district, description and a dollar range; includes votes from dot exercise BTF participated in last meeting
- Staff made project descriptions a little more generic and less specific
- Summary should help decide if it's the right mix and projects on the list
- Staff explained percentages on the chart provided; funding can be shifted accordingly in order to supplement one project or another and will want that flexibility
- Overall thought is to have roughly 75% repair projects, 25% new projects

3. Polling

- Bryson Gillette Insights – Key Survey Findings Regarding a Potential Bond
- In September 2025, 400 registered voters in the district participated in a multi-model survey
- Interviews took place Sept. 10-16
- The margin of error for a survey of 400 interviewers is $\pm 4.9\%$ at the 95% confidence level for each individual sample
- Participants were asked basic demographic questions
- Findings included:
 - Voters continued to be satisfied with THPRD
 - Voters recognized a need for funding
 - Many services are important to voters; parks and natural areas being at the top of the list
 - Homelessness and inadequate restrooms are the top concerns for voters
- Respondents received the ballot title, followed by a more detailed summary of the bond; initial support for the bond is strong, and additional information increases both overall support and intensity of support (initial – 62% support; informed – 70% support)
- Repairing and replacing trails, facilities, and systems are top priorities for voters
- Addressing aging amenities and systems is a priority across demographic groups
- Voters largely agree that THPRD is striking the right balance with bond funding
- A series of positive messages in favor of the bond were tested (labels: renewal, maintaining, safety, protecting green spaces, funding, accountability)

- Emphasizing safety, maintaining the parks, and that the bond is a renewal resonates broadly with voters
- Messaging drives more enthusiastic support of the bond (initial to final bond support progression: initial 62%; final – 72%)
- Key findings:
 - Voters continue to be satisfied with THPRD
 - Initial support for the bond is strong, and only increases with additional information
 - Focusing on repairs and replacements are top priorities for voters
 - Top messages emphasize the commitment to maintenance and safety, as well as highlight that this bond is a renewal and not a new tax
 - After messaging, overall support for the bond remains stable, but messaging is effective in driving the intensity of support for the bond
- Recommendations:
 - Focus on the commitment to repair and replace parks and facilities in THPRD instead of building new ones
 - Educate on the fundamentals of the bond, especially that the bond is a renewal of existing funding
 - Parks, trails, and open spaces are the heart of THPRD
 - Communications that emphasize maintenance and safety solidify support
- Messaging recommendations include using renewal, maintaining, and safety

4. Communications Messaging

- Use recommended messaging from the survey
- Saturate the public with information; focus on registered voters
- In house printing of posters, banners, fliers; outsource printing of postcards
- Note: Staff cannot advocate for the bond; only elected officials and task force members may do so

5. Task Force Discussion/Recommendations

- Some members were concerned that the bond renewal could cause an increase over current tax levels.
- Questions for discussion include:
 - Should the board refer a replacement bond request to voters in May 2026?
 - What's the right mix for replacement versus new projects in the bond?
 - Are the proposed categories and the project mix correct?
- The Bond Task Force unanimously recommended that the board refer a replacement bond to voters in 2026; the task force agreed with the recommended 75% replacement, 25% new mix; the task force agreed that the proposed categories have the correct project mix
- The task force requested there is transparency in costs for projects as well as maintenance/replacement costs

6. Preparation for December Board Presentation

- Board presentation will be December 10, 2025; 6 pm at the Tualatin Valley Water District located at 1850 SW 170th Ave, Beaverton, 97003
- Jim and Sylvia offered to present; staff will assist with presentation
- All BTF members are welcome to attend in person or virtually
- The board will decide if they want to refer a bond renewal to voters in January

Adjourn – 8:30 pm