

Special Presentation to Council

Minutes

March 14, 2019

11:40 a.m. Welcome

Metro President Peterson called the group to order

Present: Councilor Sam Chase, Councilor Shirley Craddick, Councilor Craig Dirksen, Councilor Bob Stacey, Councilor Juan Carlos Gonzalez, Councilor Christine Lewis, and Council President Lynn Peterson

Council President Peterson called on Mr. Dave Metz from the public opinion and research firm Fairbank, Maslin, Maullin, Metz & Associates (FM3) to present recent survey results with the Council.

11:45 a.m. Presentation of survey findings

Mr. Metz presented data and findings from 600 interviews with likely November 2019 voters in the Metro service area conducted during February 27-March 4, 2019, via landline and cell phones.

Overarching conclusions include general support for water quality, natural area conservation, and wildlife habitat protection. The most powerful message themes stress the value of natural area protection and water quality as the region grows and changes. Voters broadly value having natural areas close to home, and they want to preserve those opportunities for future generations.

12:25 p.m. Questions and discussion

Following the presentation Mr. Metz called for questions and discussion related to the key findings of the research. Factual clarifications were requested, further context for verbatim survey responses, and explanation for changes in parks and nature support over the last three years.

Councilor Craddick asked how these findings fit into previous research. Mr. Metz responded that it is consistent with prior surveys. Councilor Gonzalez referred to a recent workshop on the Race Class Narrative from Demos. He asked about best practices for gathering data and leading strategies for talking about race in public opinion research. Mr. Metz discussed the ways in which FM3 is adapting to current best practices. Councilors Chase and Dirksen asked if national trends have any noticeable impact on local trends and research. Mr. Metz responded that it is unclear from a statistical standpoint.

12:35 p.m. Next Steps

Metro Project Manager Heather Nelson Kent shared upcoming Metro Council engagements leading up to a potential referral to the ballot in May 2019 including a parks and nature presentation at a Metro Council Work Session on Tuesday, March 19, 2019 on current activities.

12:45 p.m. Adjourn