

Washington County Fair Complex Master Plan

October 2018



Research purpose

- Assess broad community priorities for the Washington County Fair Complex Master Plan
- Contrast feedback provided by community members on two similar surveys:
 - Westside Voices countywide survey (including outreach on County's Facebook, Twitter, and Nextdoor accounts)
 - A more targeted survey of individuals who participated in or attended the 2018 Washington County Fair

Methodology: Westside Voices

- Online survey of 1,563 interested residents, programmed and hosted by DHM Research
- Conducted September 17–October 5, 2018; 3–5 minutes to complete
- Participants were invited to take survey through the Westside Voices and Opt In (Washington County) community engagement panels (n=570) and through outreach on Facebook, Twitter, and Nextdoor (n=998)
 - These participants are referred to collectively as “WSV participants”
- Due to rounding, some totals may differ by ± 1 from the sum of separate responses.

Methodology: 2018 Washington County Fair

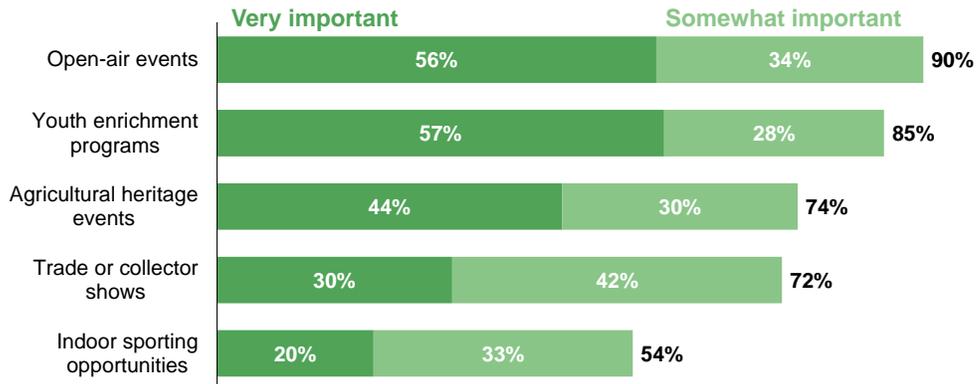
- Online survey of 2,255 interested residents, programmed and hosted by Washington County Administration
- Conducted July 23–August 13, 2018; 3–5 minutes to complete
- Survey administered during 2018 Washington County Fair
 - A link to the survey was made available in the Fair program, on a static display at the Fair, and on Facebook
 - Demographic information was not collected
 - These participants are referred to collectively as “Fair participants”

Key takeaways

- WSV participants hope to see open-air events at the Fair Complex, like concerts, sporting events, and farmers markets
- Both WSV and Fair participants rank youth enrichment programs highly—but Fair participants place a higher priority on agricultural heritage events and programs (4-H and FFA) than WSV participants
- WSV participants point to a balance of agriculture and other community events in their hopes for the complex
- Both WSV and Fair participants support improvements to Fair Complex infrastructure

Westside Voices community priorities: programs and events

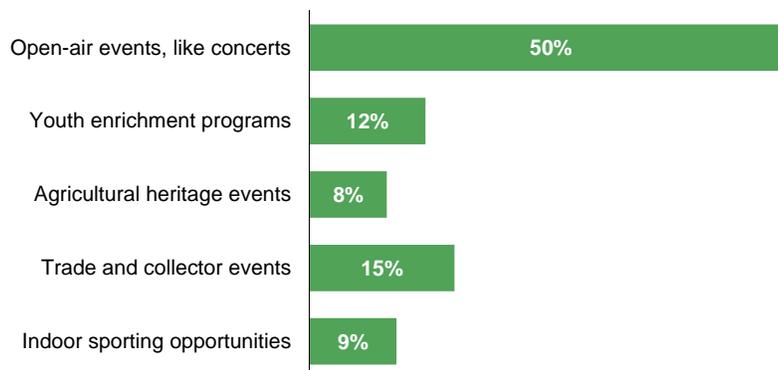
Nearly all WSV participants prioritize open-air events and youth programs. Six in ten think they are very important.



DHM RESEARCH | WASHINGTON COUNTY FAIR COMPLEX | OCTOBER 2018

7

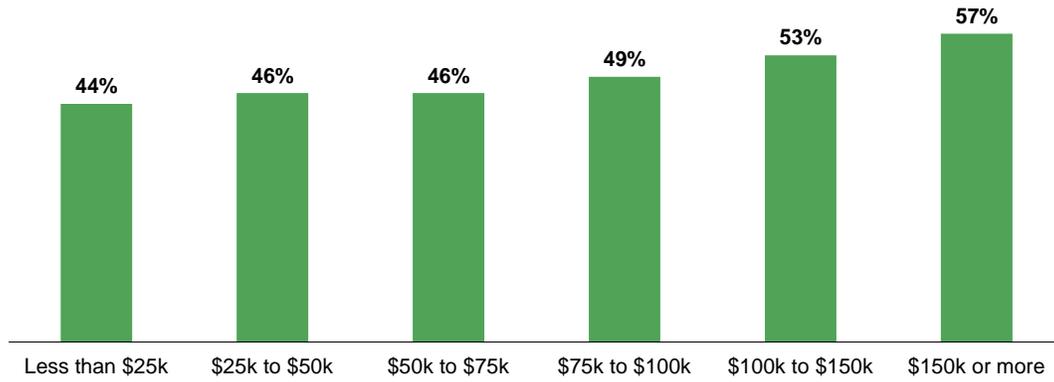
Half of WSV participants say they are most likely to attend open-air events at the Fair Complex.



DHM RESEARCH | WASHINGTON COUNTY FAIR COMPLEX | OCTOBER 2018

8

Interest in attending open-air events—like concerts, sports events, and farmers markets—rises with income.

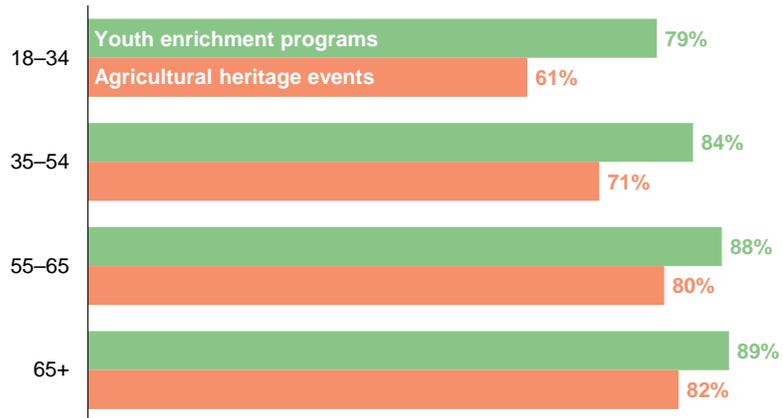


DHM RESEARCH | WASHINGTON COUNTY FAIR COMPLEX | OCTOBER 2018

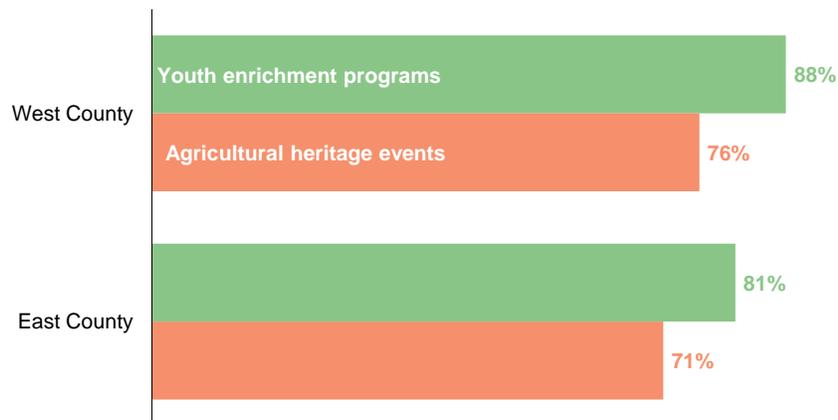
9

Westside Voices agricultural priorities

The importance of agricultural events and youth enrichment programs rises with age.



These programs and events are important to all areas, but West County residents say they are more important.



Participants with incomes of less than \$25,000 are more likely to see youth enrichment programs as important.

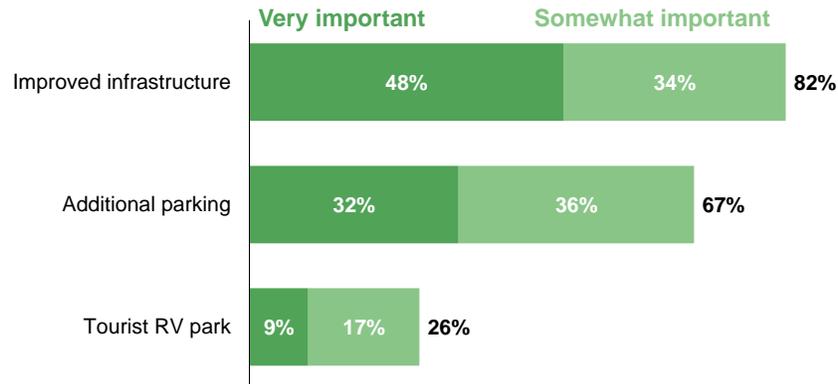


DHM RESEARCH | WASHINGTON COUNTY FAIR COMPLEX | OCTOBER 2018

13

**Westside Voices community priorities:
services and improvements**

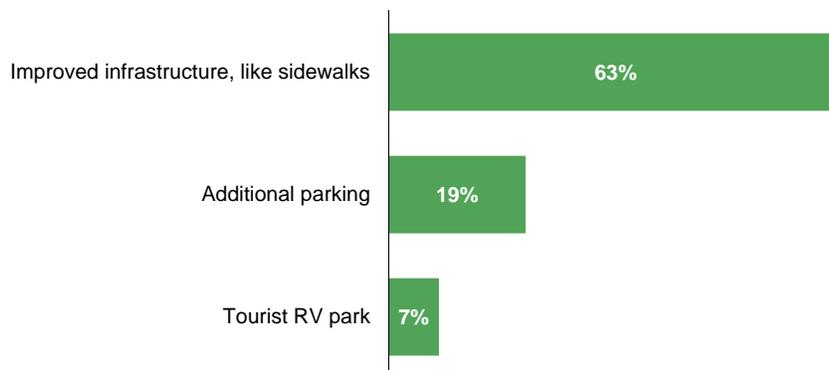
WSV participants say improved infrastructure, like sidewalks, lighting, and signage, is most important.



DHM RESEARCH | WASHINGTON COUNTY FAIR COMPLEX | OCTOBER 2018

15

Additionally, two-thirds of WSV participants say they would most like to see improved infrastructure.



DHM RESEARCH | WASHINGTON COUNTY FAIR COMPLEX | OCTOBER 2018

16

In their own words

Participants emphasize the importance of accessibility, safety, and infrastructure improvements like bathrooms.

“Increased handicap facilities, such as closer parking. I can get around in an event such as trade or gem shows or a sport event if I don’t have to use all my energy just getting to the area it is held in.” —Female, 35-54

*“Traffic during events like the fair is a problem, this periodic situation needs attention.”
—Male, 35-54*

“Safety of visitors, exhibitors, animals; continuous maintenance and upkeep; forward thinking and accountable management.” —Female, 55-64

“Bathrooms! This is my favorite complex because of real bathrooms. No one wants to use an outhouse unless you are Laura Ingalls.” —Female, 35-54

Participants support a flexible, year-round space for traditional activities (County Fair, 4-H, FFA) and a wide range of other uses.

"It is critical to maintain the connection to agriculture while creating a space that has multiple uses." —Male 25-34

"The fair has always been a place to see youth learn and have responsibility with their animals. I want to make sure that they keep the chance to have that opportunity." —Male, 18-24

"Accessible, all ages attractions, urban and rural events, multi-cultural events." —Female, 55-64

"I want to see more celebration of the wide diversity of Washington County ... its people, business, industry and culture." —Female 35-54

*"A place you can enjoy in the winter with al the rain we get. More places with a roof."
—Female, 35-54*

Participants hope facilities will offer fun, affordable events and community space. Evening noise may be a concern for nearby residents.

"Concerts. We need a good outdoor concert venue on this side of Portland. Maybe with shuttles to and from the MAX area. Accessibility and ease of commute to the venue would take high priority for me."

—Male, 25-34

"Keeping all activities accessible to low-income patrons." —Female, 55-64

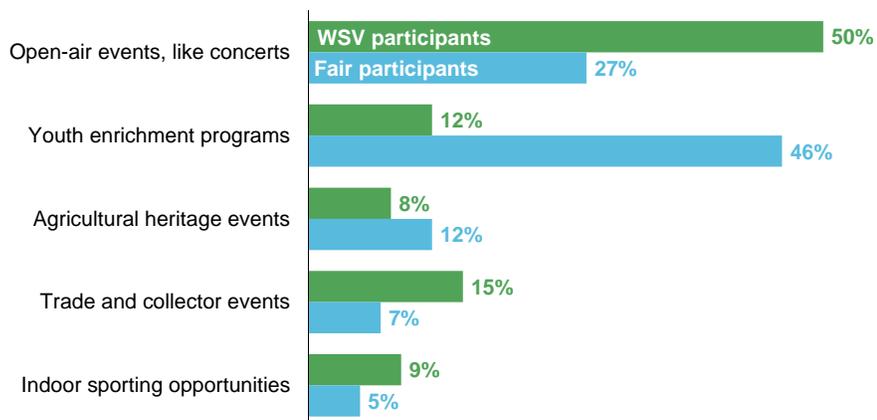
"Great space to use for county-wide shows, entertainment, and community activities. Must be easy to use for our weather year-round ... [have] ample parking, and keep MAX supported."—Male, 65+

"Make it reasonable for groups/events to rent space." —Female, 65+

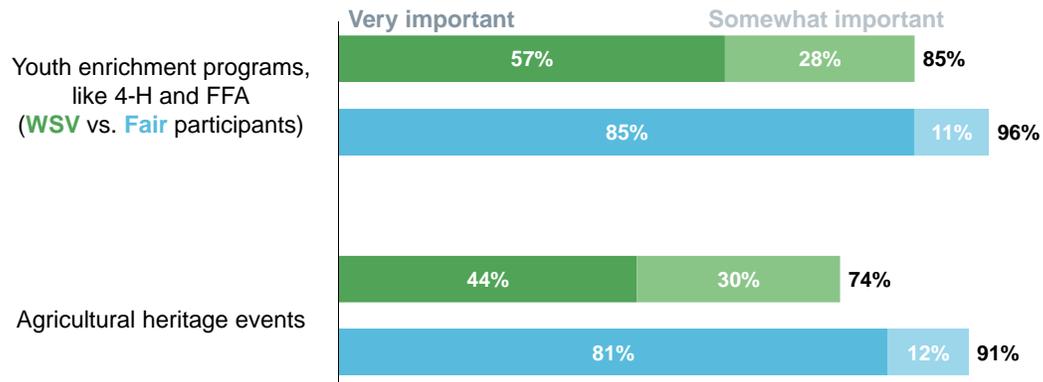
"I absolutely do not support having evening concerts at the Fair Complex. They are way to noisy to late in the evening and disturb the surrounding neighborhoods.—Female , 65+

Comparing WSV and Fair participants

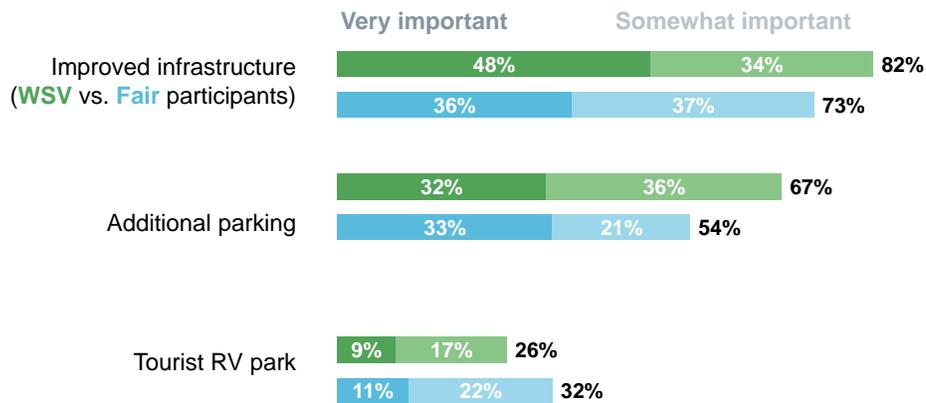
WSV participants and recent Fair participants would choose to attend different events at the complex.



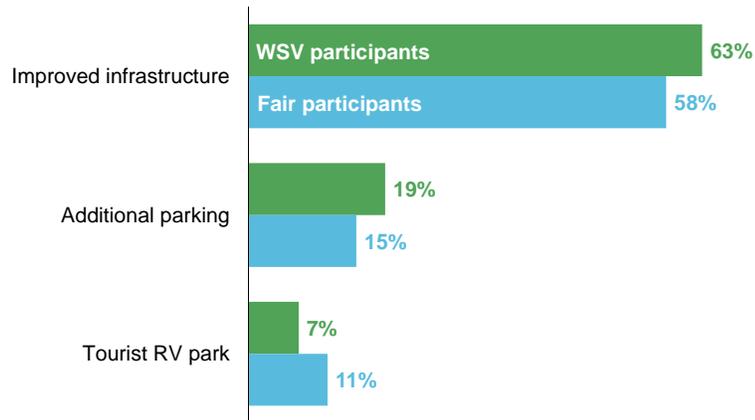
WSV participants are less likely than Fair participants to say ag programs and events are very important.



Preferences for improving infrastructure are shared by both WSV and Fair participants.



Additionally, all participants say they would *most* like to see improved infrastructure.



DHM RESEARCH | WASHINGTON COUNTY FAIR COMPLEX | OCTOBER 2018

25

Anne Buzzini
abuzzini@dhmresearch.com

dhm RESEARCH
DAVIS, HIBBITTS & MIDGHALL, INC.

www.dhmresearch.com