Fairbank, Maslin, Maullin, Metz & Associates

FM3

Public Opinion Research & Strategy

TO: Interested Parties

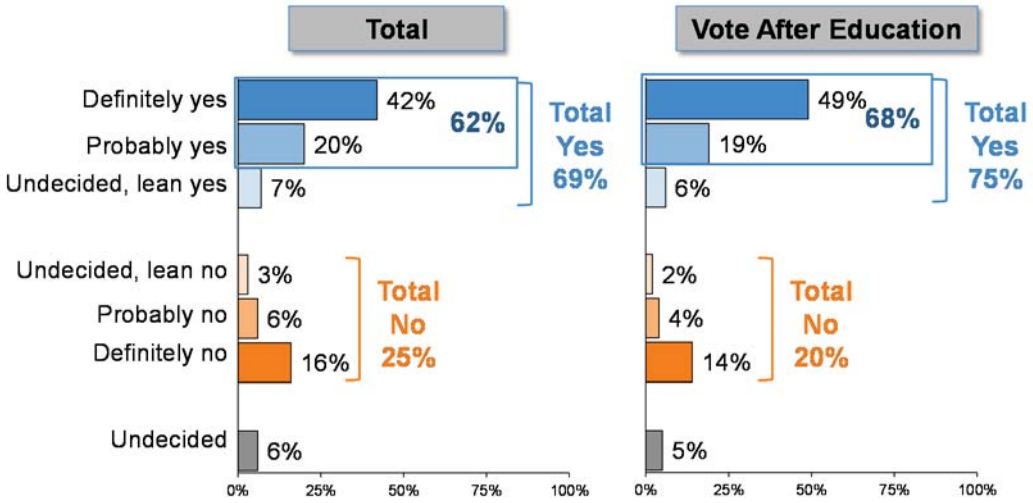
FROM: Fairbank, Maslin, Maullin, Metz & Associates (FM3)

RE: Los Angeles County Parks and Open Space Baseline Survey
Summary of Key Results

DATE: December 24, 2015

- **A recent survey[i] of 1,010 likely November 2016 Los Angeles County voters shows that a majority (69 percent) would definitely, probably or lean toward voting yes in favor of a ballot measure establishing a three-cent per square foot of improvement property tax to fund neighborhood parks, recreation areas, beaches, rivers, and other natural areas, while about 25 percent would vote no to oppose the measure if the election were held today.** A further six percent are initially undecided**. However, once voters are provided with additional information, support for the measure increases by about 6 percent, from 69 to 75 percent,** with slightly more than two-thirds saying definitely or probably yes. Opposition decreases to 20 percent and an additional 5 percent remain undecided.

FIGURE 1: Initial Vote and Vote after Education on the L.A. County Park and Open Space Measure



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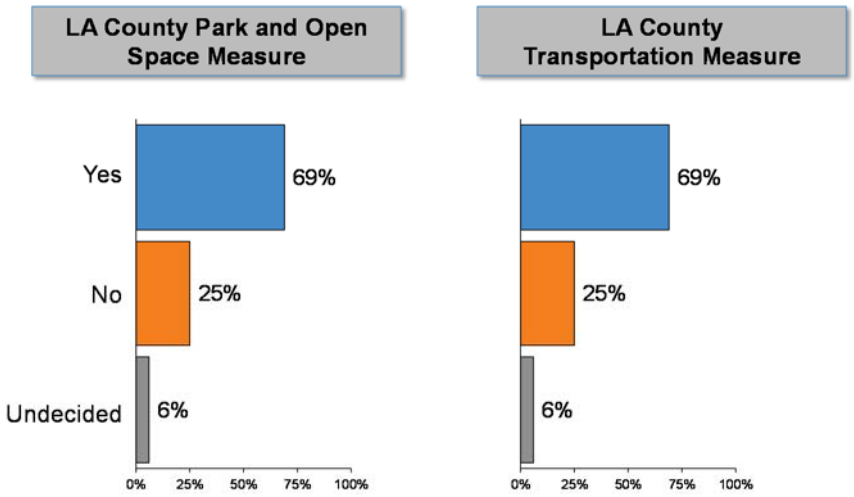
- **Both measures – the Los Angeles County Parks and Transportation Measures – appear viable when on the same ballot (Figure 2).** Each measure initially starts with at least two-thirds support from voters who said they would definitely, probably or lean toward voting yes. Strong support for each measure persists regardless of whether voters hear one measure first or second **(Figure 2)**.

FIGURE 2: Vote for LA County Parks and Open Space and Transportation Measures



- **Respondents rated in high percentages (70 percent or more), a number of features and provisions they consider extremely or very important to be included in the measure**. Those with the highest percentages include protecting clean water supplies, including rivers and creeks; helping to reduce gang activity; ensuring safe places to play; removing asbestos, mold and lead paint from aging recreation centers; and protecting and preserving parks and natural areas, as well as clean and safe beaches **(Table 1).**

TABLE 1: Potential Provisions and Features to be Included in the Measure

Potential Provisions/Features to be Included in the Measure	% Ext/Very Important
Protect clean water supplies including rivers and creeks	89%
Protect clean drinking water sources	89%
Help reduce gang activity	88%
Ensure safe places to play	81%
Remove asbestos, mold and lead paint from aging recreation centers	79%
Protecting and preserving parks and natural areas	79%
Protect clean and safe beaches	78%
Improve park accessibility for the disabled	75%
Improve the safety of recreation areas for children and seniors	75%
Protect and preserve open space, natural areas, and waterways	75%
Replace deteriorating water, sewer and gas lines at parks and recreation centers	75%

TABLE 1: Potential Provisions and Features to be Included in the Measure (Continued)

Potential Provisions/Features to be Included in the Measure	% Ext/Very Important
Reduce and prevent flooding during heavy rains	73%
Renew expiring, dedicated, local funding for neighborhood parks, rivers, beaches, and natural areas	73%
Protect wildlife areas	73%
Ensure space for after-school programs	73%
Ensure space for senior programs	73%
Exempt low income seniors from having to pay the annual tax	71%
Maintain and improve safe walking and biking paths and trails	71%
Upgrade security lighting and fencing	70%
Make existing state and federal matching funds available to our local parks that would otherwise go elsewhere	70%

- **Voters were more inclined to support the measure after hearing a series of educational statements.** Specifically, the following messages had the greatest effect, prompting more than three-quarters of voters to say that they would be more inclined to vote yes in favor of the measure:

  - This measure will **keep our kids, seniors, and other residents safe** by providing funding for necessary safety repairs and upgrades to outdated and/or unsafe playground equipment, park and recreation centers, senior centers, and restrooms *(80 percent much/somewhat more inclined to vote yes).*

  - This measure will help **protect and preserve** LA County's **remaining undeveloped open spaces and natural areas so we and future generations** can enjoy them rather than lose them for good (*78 percent*).

  - This measure will help **keep kids off the streets and out of trouble** by providing safe places for them to play and participate in after-school programs (*77 percent*).

  - This measure will help **fund water conservation efforts** such as the increased use of drought-tolerant plants, recycled water for ball fields, and capturing and cleaning more rainwater. **These efforts to reduce the amount of water wasted will save money and help to protect and increase our local drinking water supplies** *(76 percent).*

- In general, more than 7 in 10 voters (73 percent) perceive great or some need for additional funding for neighborhood, city and county parks in Los Angeles County.

[i] Between December 3rd – 9th, 2015, Fairbank, Maslin, Maullin, Metz & Associates (FM3) conducted a telephone survey of 1,010 voters in the County of Los Angeles who are likely to vote in the 2016 General Election. The margin of error for the full sample is +/- 3.3% and for half the sample it is +/- 4.7%; margins of error for subgroups will be higher.