



LOS ANGELES COUNTY
REGIONAL PARK AND
OPEN SPACE DISTRICT

Los Angeles County Parks and Recreation Issues Survey

CONSULTANT EXECUTION DRAFT

**Survey Conducted:
December 3-9, 2015**

220-4296

Fairbank, Maslin, Maullin, Metz & Associates – FM3

PUBLIC OPINION RESEARCH & STRATEGY

Methodology

- Conducted a survey by telephone (landlines and cell phones) between December 3rd and December 9th, 2015
- Interviews with a random sample of 1,010 Los Angeles County voters likely to vote in the November 2016 General Election, includes recent registrants
- Margin of error for the District overall is $\pm 3.3\%$; for half the sample it is $\pm 4.7\%$
- Interviews were conducted in English and Spanish
- Some percentages may not sum up to 100% due to rounding

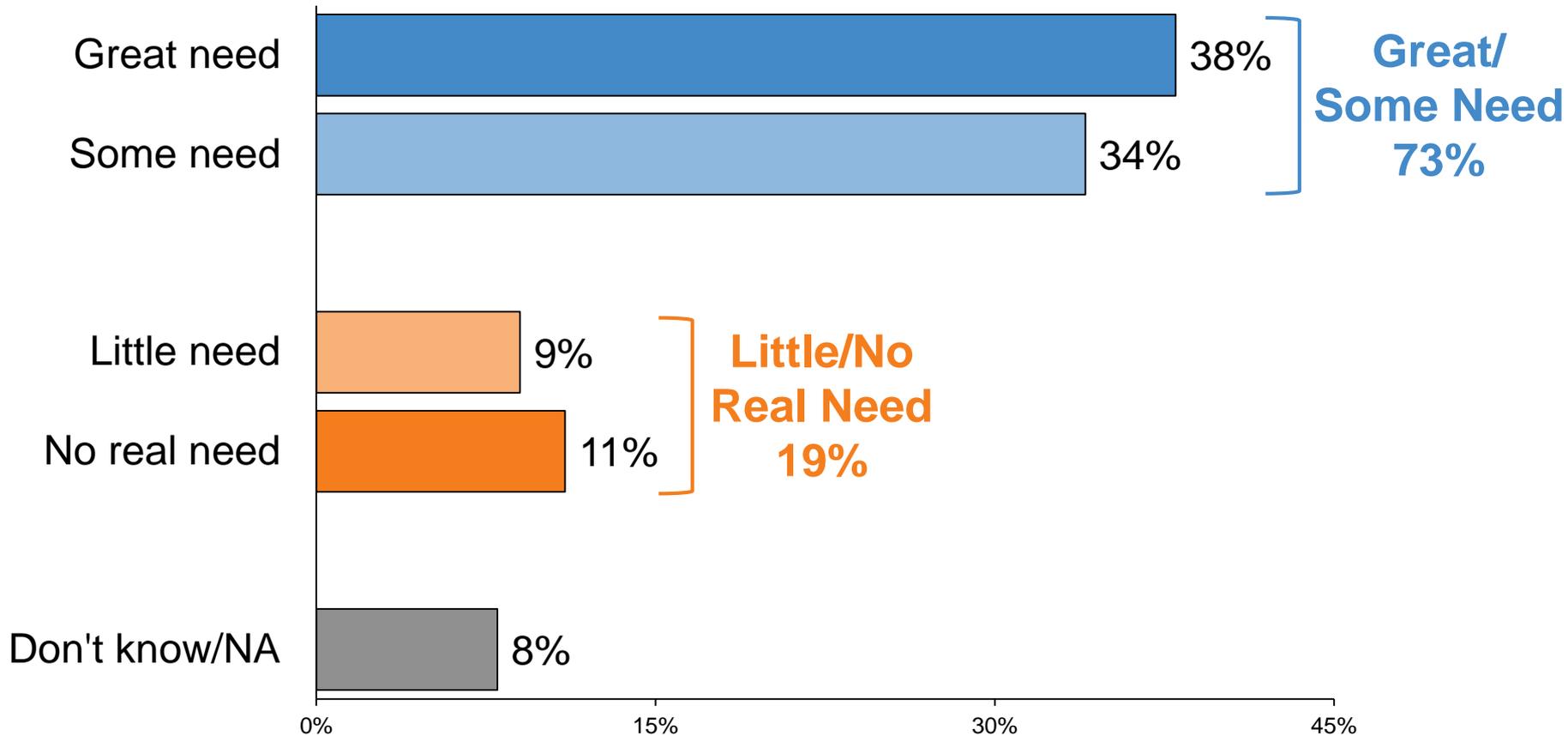
Key Findings

- Overall, 69% would initially vote yes on the County's Parks Measure.
- The presence of two County measures, and their order, does not appear to negatively affect support for either measure.
- In fact, two-thirds also initially support the County's Transportation Measure.

Key Findings; Continued

- Among the most important features of the measure: water quality and supply; reducing gang activity; safe places to play; infrastructure repairs and upgrades; and protecting parks, natural areas and beaches.
- Among a group of impactful educational messages, those dealing with repairs and upgrades, protecting the last open spaces, keeping kids out of trouble, and the drought appear to be the most effective.

Roughly $\frac{3}{4}$ perceive a need for additional funding for parks and recreation areas, with almost one in four saying a great need.



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Generally speaking, would you say that Los Angeles County has a great need for additional funding, some need, a little need, or no real need for additional funding for neighborhood, city and county parks and recreation areas?

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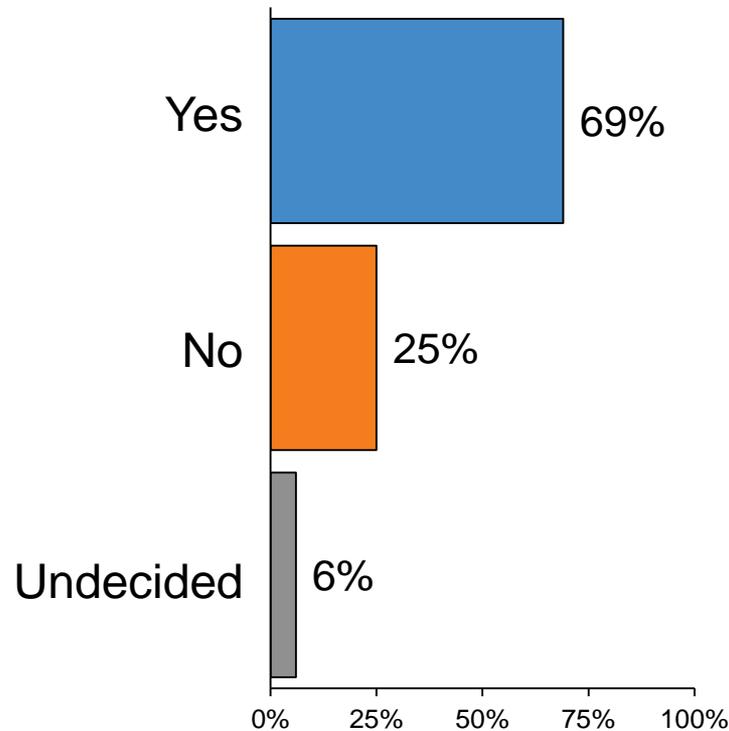
Ballot Title and Summary

Los Angeles County Safe Neighborhood Parks and Clean Water, Beaches and Rivers Protection Measure

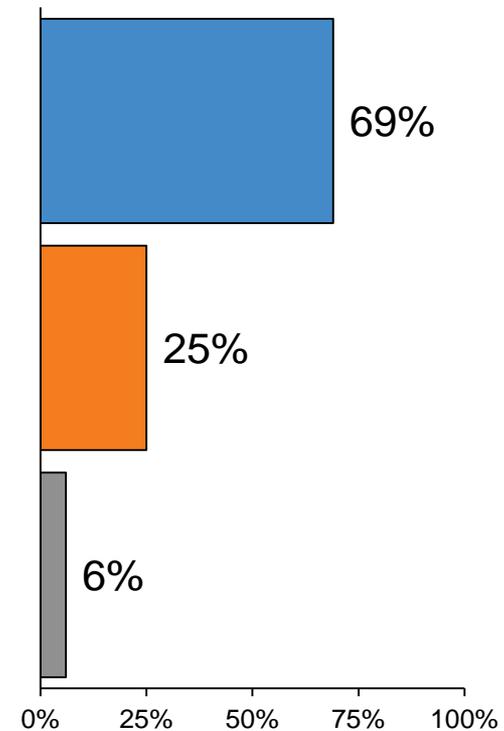
To renew expiring, dedicated, local funding for neighborhood parks, recreation, rivers, beaches and natural areas; protect clean, safe beaches and clean water supply including rivers and creeks; repair and upgrade aging recreation facilities, restrooms, playgrounds, senior centers; ensure safe places to play; help reduce gang activity; shall an annual tax of three cents per square foot of improvements be levied on developed property in Los Angeles County, generating \$198 million annually, until ended by voters; with annual audits, citizen oversight, and local control of funds?

Both measures have initial support of almost seven in ten voters.

LA County Park and Open Space Measure



LA County Transportation Measure



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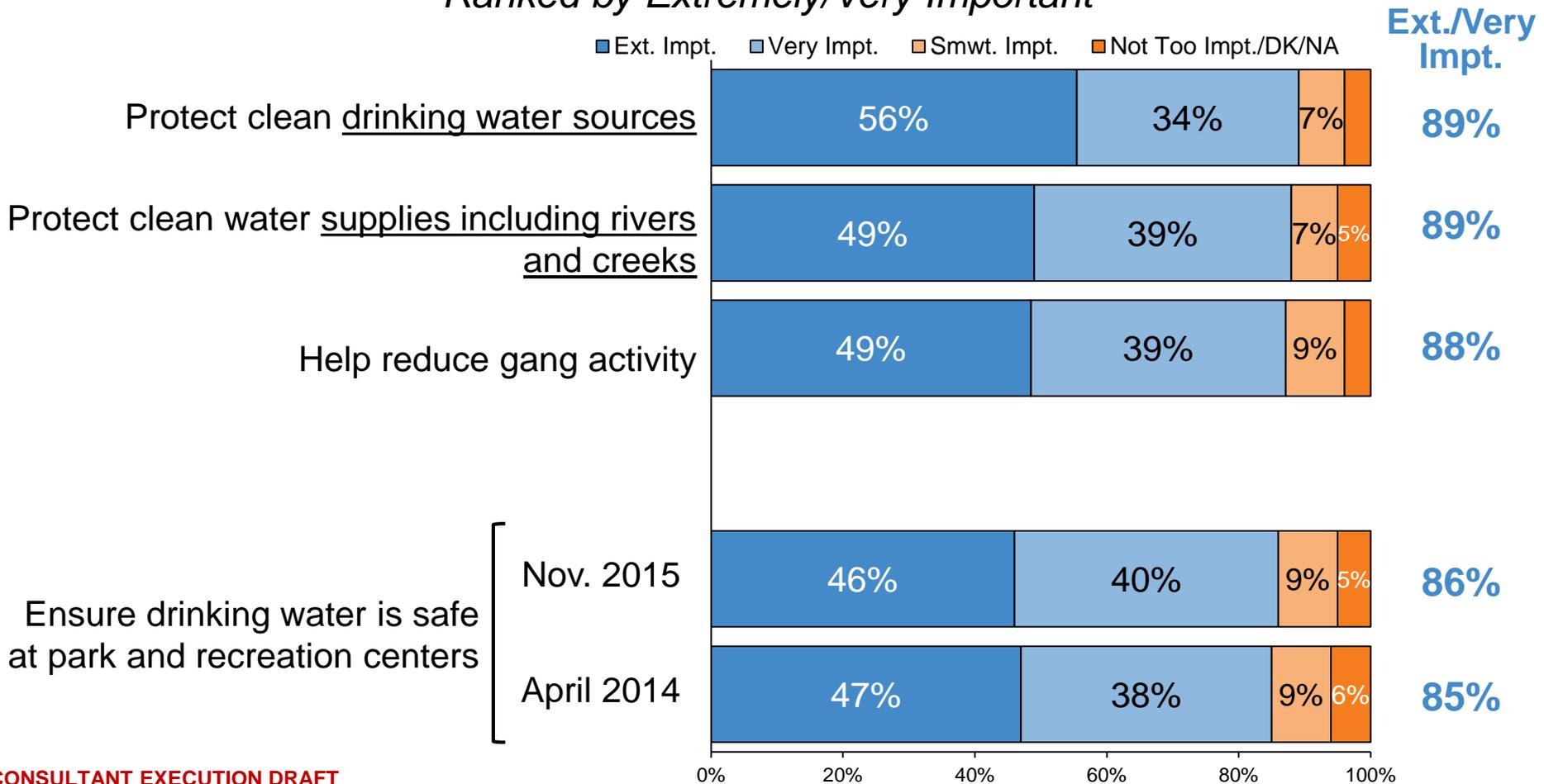
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If the election were held today, would you vote yes in favor of it or no to oppose it?

The most important features to be included in the measure related to clean water and reduced gang activity.

Ranked by Extremely/Very Important



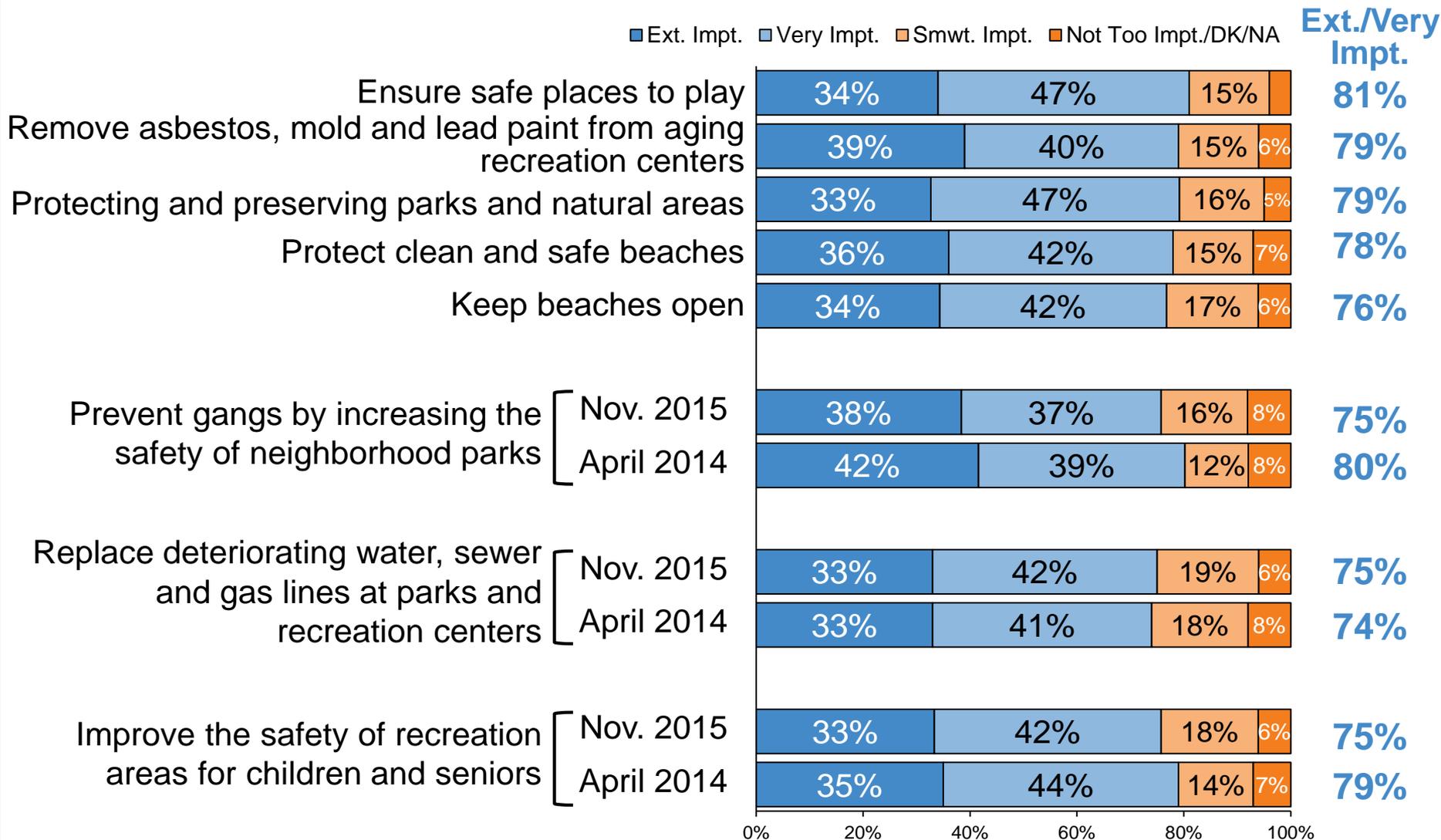
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I am going to mention a list of individual features and provisions that might be included in the measure we have been discussing. Regardless of whether you support the measure, as I read each one, please tell me how important it is to you that each feature or provision be included in the measure. Is it extremely important, very important, somewhat important, or not too important? ^Not Part of Split Sample

Continued



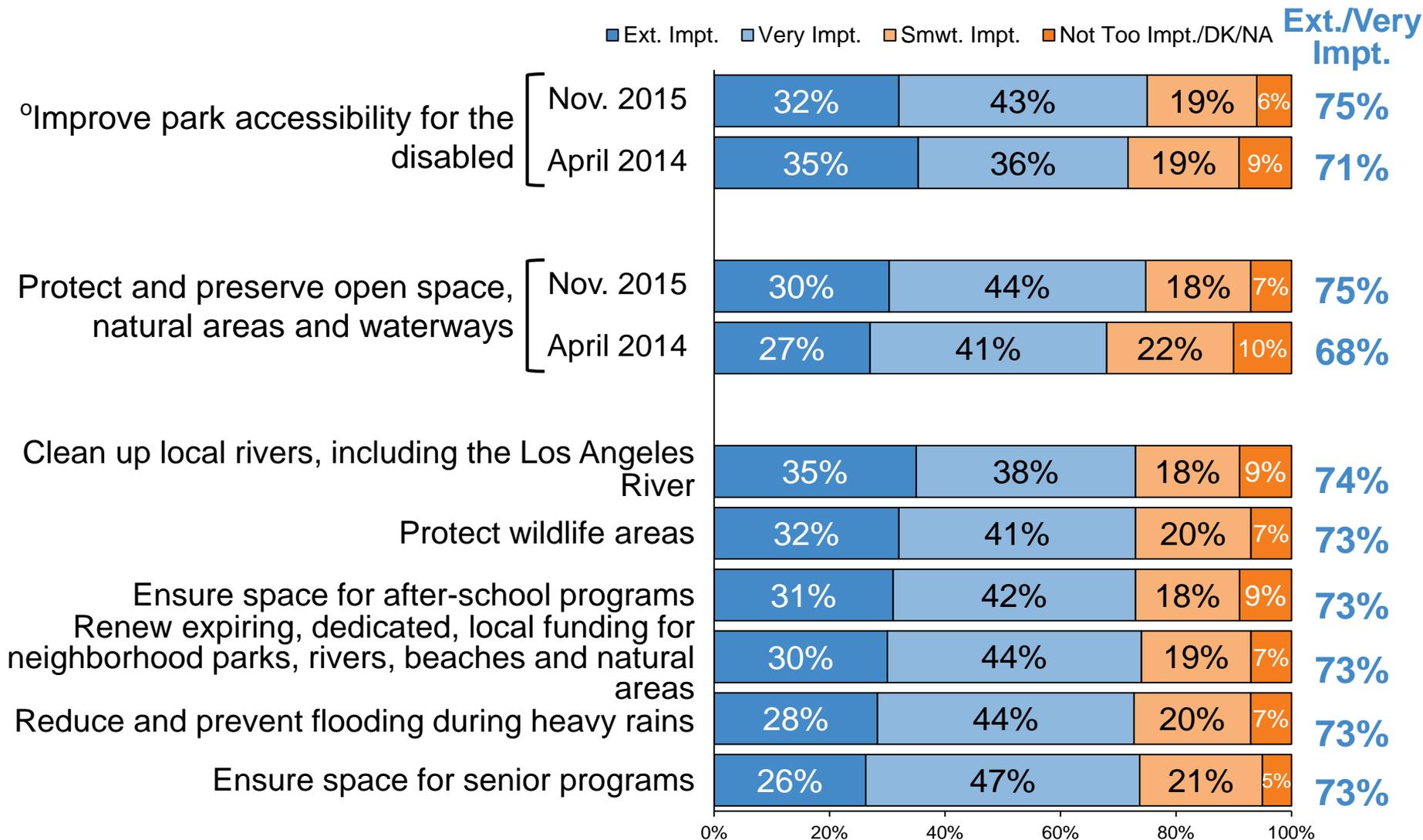
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Q5. I am going to mention a list of individual features and provisions that might be included in the measure we have been discussing. Regardless of whether you support the measure, as I read each one, please tell me how important it is to you that each feature or provision be included in the measure. Is it extremely important, very important, somewhat important, or not too important? ^Not Part of Split Sample

Continued



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Q5. I am going to mention a list of individual features and provisions that might be included in the measure we have been discussing. Regardless of whether you support the measure, as I read each one, please tell me how important it is to you that each feature or provision be included in the measure. Is it extremely important, very important, somewhat important, or not too important? ^Not Part of Split Sample (2014 Wording: Improve accessibility for the disabled)

The most persuasive arguments in favor of the measure are those dealing with repairs and upgrades; protecting the last open spaces; and keeping kids out of trouble.

(Ranked by Total More Inclined to Vote Yes)

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%

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%

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%

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%

0% 20% 40% 60% 80% 100%

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*I am now going to read some statements made by people who favor the proposed **Los Angeles County Safe Neighborhood Parks and Clean Water, Beaches and Rivers Protection Measure** we have been discussing. After hearing each statement, please tell me if it makes you more inclined to vote yes to support such a measure. If you do not believe the statement, or if it has no effect on your thinking one way or the other, please tell me that too. ^Not Part of Split Sample (© 2014 Worded Slightly Different)*