

TO: Interested Parties

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

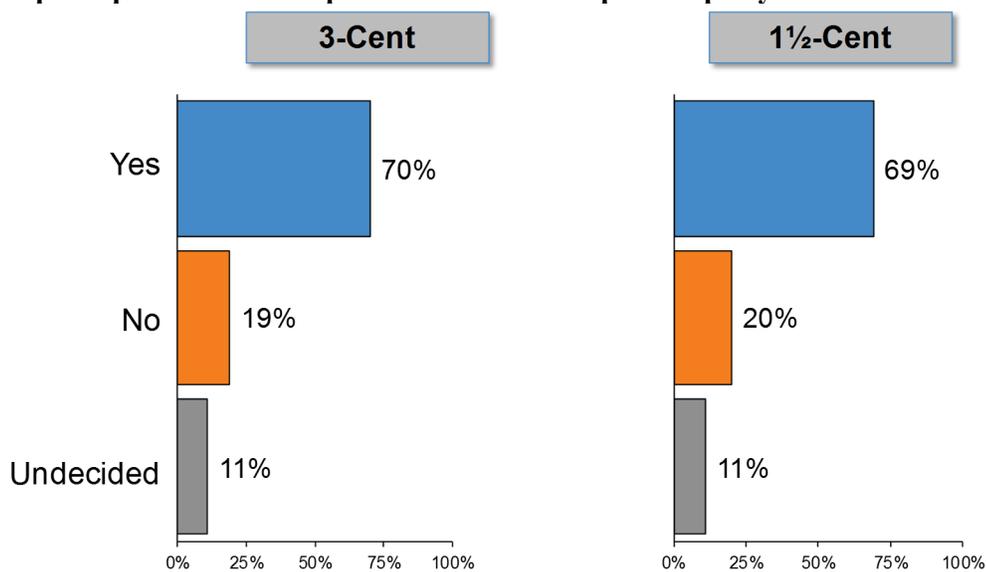
RE: Los Angeles County Regional Parks and Open Space Follow-up Survey
Summary of Key Results

DATE: June 13, 2016

Initial Level of Support:

Throughout a recent surveyⁱ of 1,218 likely November 2016 Los Angeles County voters, there were no statistically significant differences in the level of support between a ballot measure establishing a 3-cent or a 1½-cent tax per square foot of improvement on developed property to fund neighborhood parks, recreation areas, beaches, rivers, and other natural areas. When randomly asked about only one of the two measures, initial support reached 70 and 69 percent, respectively. Each measure attained the super-majority needed to pass. While 19 percent would vote no to oppose the 3-cent measure and 20 percent would vote no on the 1½-cent measure, 11 percent were undecided as to how they were going to vote. (See Figure 1).

Figure 1: Initial Vote on L.A. County’s Regional Park and Open Space’s 3-cent and 1½-cent per Square Foot of Improvement on Developed Property Measure

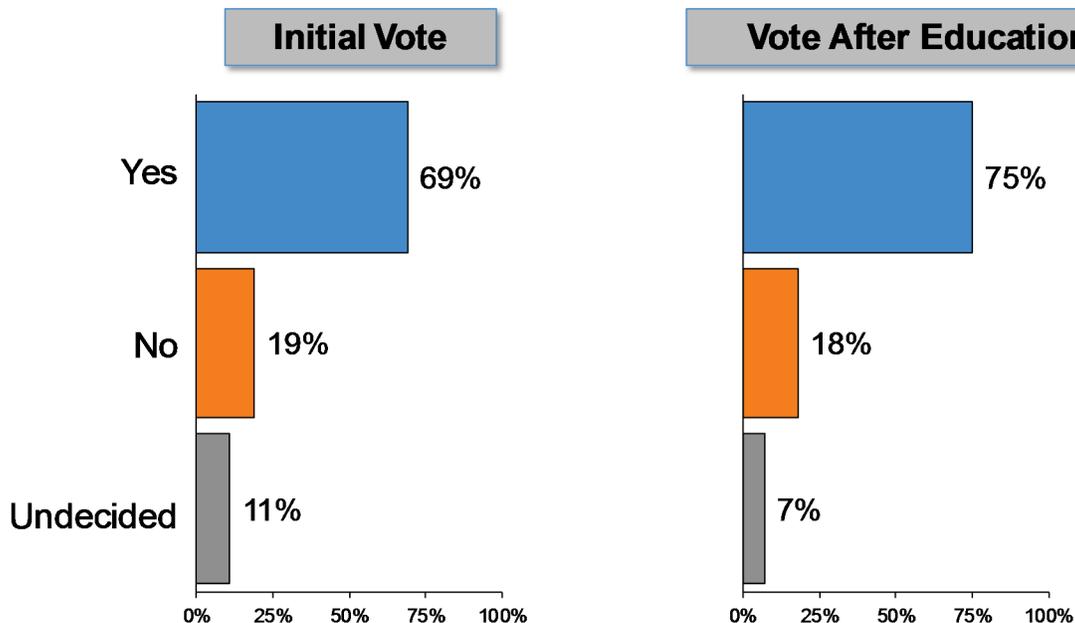


Overall Level of Support after Education:

Consistent with the December 2015 Los Angeles Regional Park and Open Space District Baseline Survey, education about the County's, cities' and neighborhoods' park, recreation and open space needs, and the benefits of these important community assets, leads to a six-percentage-point increase in the overall level of support, from 69 to 75 percent. Only 18 percent continue to oppose the measure and 7 percent remain undecided (See **Figure 2**, which shows the results of the two measures' votes combined).

Moreover, the intensity of support (those who said they would definitely vote yes) increased 11 percentage points to 51 percent after education. This is the highest percentage of voters who said they would *definitely* vote yes on any Los Angeles County Regional Open Space District survey in the last three years.

Figure 2: Initial Vote and Voter after Education on the L.A. County's Regional Park and Open Space's Measure
(3-cent and 1 1/2 -cent Votes Combined)



Overall Level of Support after Education by Ethnic/Racial Groups:

A high percentage of voters of color, among the various demographic groups, are willing to vote yes both initially and after information about the park, recreation and open space measure is provided (See **Table 1 below**). This suggests that if a higher than expected turnout occurs among voters of color, the measure could increase the likelihood of meeting or exceeding the necessary two-thirds threshold for passage.

Table 1: Initial Vote and Vote after Education by Ethnic/Racial Groups
(3-cent and 1 1/2 -cent Votes Combined)

Self-Identified Ethnic/Racial Group	% Initial Yes Vote	% Yes Vote after Information	Difference Between % Yes	% of Sample
Latino	79%	85%	+6%	31%
African-American	75%	84%	+9%	9%
Asian/Pacific Islander	65%	73%	+8%	6%
White	64%	68%	+4%	46%

Important Features of the Measure:

Respondents rated in high percentages (71% 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 involve ensuring drinking water is safe at parks and recreation centers; reducing gang activity; protecting beaches and rivers and water resources in parks and around open space, including Los Angeles and San Gabriel River; and keeping neighborhood recreation and senior centers safe (see Table 2).

Table 2: Potential Provisions and Features to be Included in the Measure

Potential Provisions/Features to be Included in the Measure	% Ext/Very Important
Ensure drinking water is safe at parks and recreation centers	88%
Reduce gang activity	84%
Protect beaches, rivers and water resources in parks and around open space	83%
Prevent gang activity by increasing the safety of neighborhood parks	82%
Protect beaches and rivers	82%
<u>Keep</u> neighborhood recreation and senior centers safe	80%
Increase water conservation	79%
Ensure safe play areas	79%
Remove asbestos, mold and lead paint from aging recreation centers	78%
Replace deteriorating water, sewer and gas lines at parks and recreation centers	78%
Protect local rivers, including the Los Angeles and San Gabriel Rivers	78%
Protect remaining natural areas	76%
<u>Maintain</u> neighborhood recreation centers and senior centers	75%
Improve park and recreation center accessibility for the disabled	73%
Ensure space for after-school programs	71%

Top Reasons to Vote Yes on the Measure:

Similar to the 2015 Los Angeles County Regional Parks and Open Space Baseline Survey, voters continue to be more inclined to support the measure after hearing a series of educational statements. Specifically, the following statements 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 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** (80% more/somewhat more inclined to vote yes).
- 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 (80%).
- 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 (78%).
- **This measure will protect our remaining natural areas, rivers and restore environmental health for future generations** (78%).

Preference for How the Funds Are Used:

When voters are asked to choose which one of two statements comes closest to their opinion, **a majority of voters (51%) believe that revenue from the County park measure should first go to communities with the greatest need for repairs and upgrades.** Alternatively, about one-third (33%) chose the statement that every community in the County gets funding. An additional 6 percent volunteered both.

ⁱ Between June 16-18, 2016, Fairbank, Maslin, Maullin, Metz & Associates (FM3) conducted a telephone survey of 1,218 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 +/- 3.0% and for half the sample it is +/- 4.2%; margins of error for subgroups will be higher. The 1½-cent and 3-cent measures were asked of half the random sample, respectively.