



Hybrid Email-to-Web/Telephone Survey of Chico Area Recreation & Park District Voters

*Executive Summary of Results
May 2019*

Methodology

- ▶ Hybrid email-to-web/telephone survey of Chico Area Recreation & Park District likely voters
- ▶ Voters were contacted for phone interviews via landline and cell phone, and for online interviews via email invitation
- ▶ Survey conducted April 4 – 9, 2019
- ▶ 405 interviews; overall margin of error ± 4.9 percentage points
 - Web – 205 interviews
 - Phone – 200 interviews
- ▶ Where applicable, results compared with the following:

Dates	Number of Interviews	Margin of Error	Methodology	Population
March 1 – 5, 2017	400	± 4.9 percentage points	Telephone Only	Registered Voters

Please note that due to rounding, some percentages may not add up to exactly 100%.

Key Findings

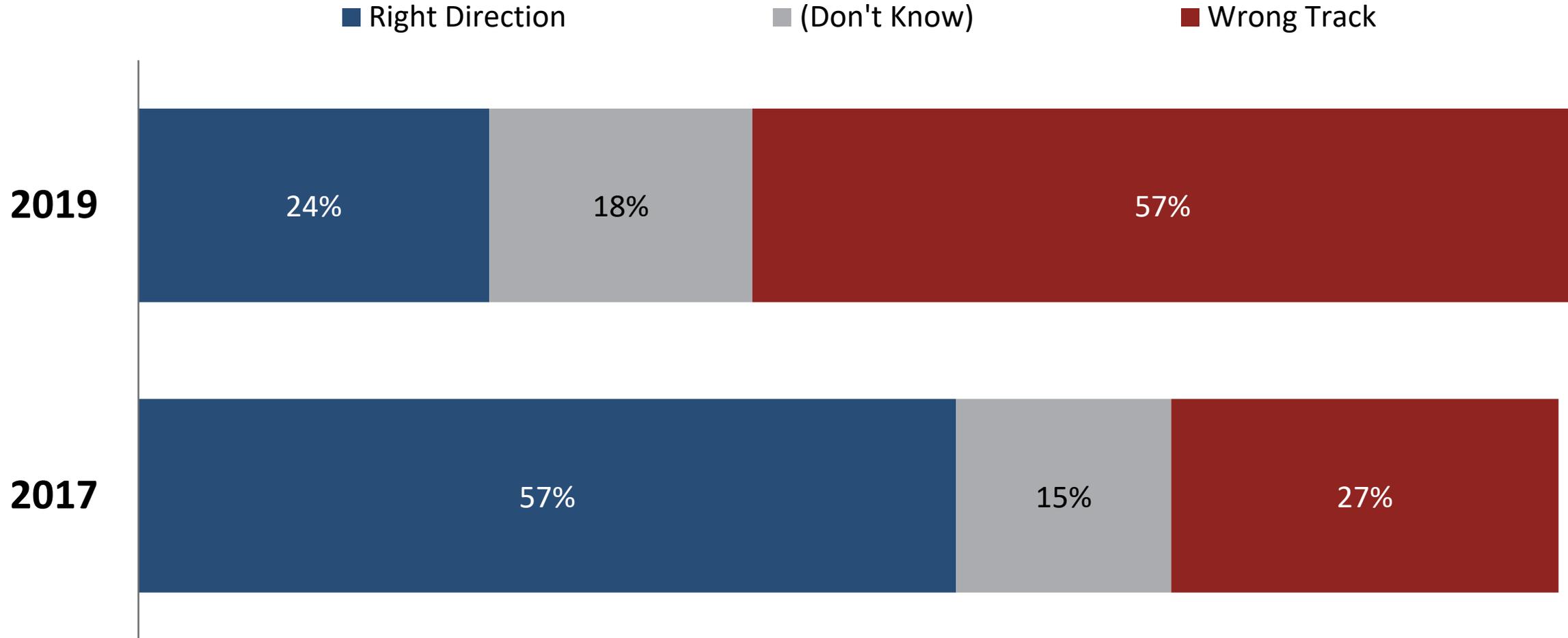
- ▶ A majority of voters are now pessimistic about the direction of the Chico area.
- ▶ Homelessness, public safety and housing are among the community's top priorities.
- ▶ Initial support for a parcel tax for local parks and recreation is near the two-thirds threshold needed to pass. Support for a bond measure is lower.
- ▶ Reducing crime and homelessness in parks, providing clean, safe parks and recreational programs, and upgrading park safety features would be important components of a parcel tax measure.



Opinion Environment

Right Direction/Wrong Track

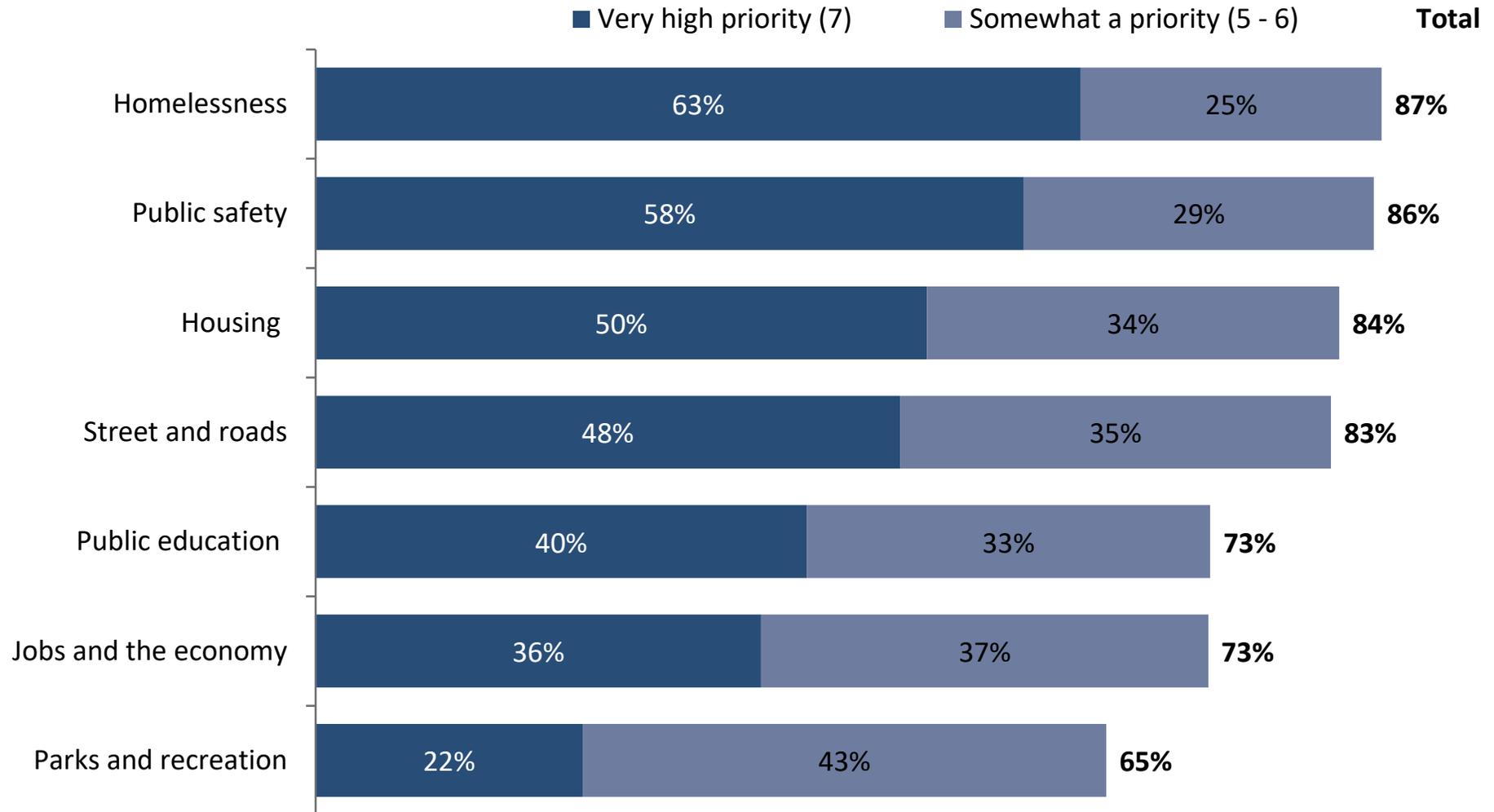
A majority are now pessimistic about the way things are going in the Chico area.



Q4. Do you feel that things in the Chico area are going in the right direction or do you feel things are off on the wrong track?

Local Issues

While parks and recreation are important to most, homelessness, public safety and housing are top priorities.



Q5 – Q11. Thinking about local issues in the Chico area, please rate each of the following items using a scale of 1 to 7, where 1 means not a priority at all, and 7 means a very high priority.

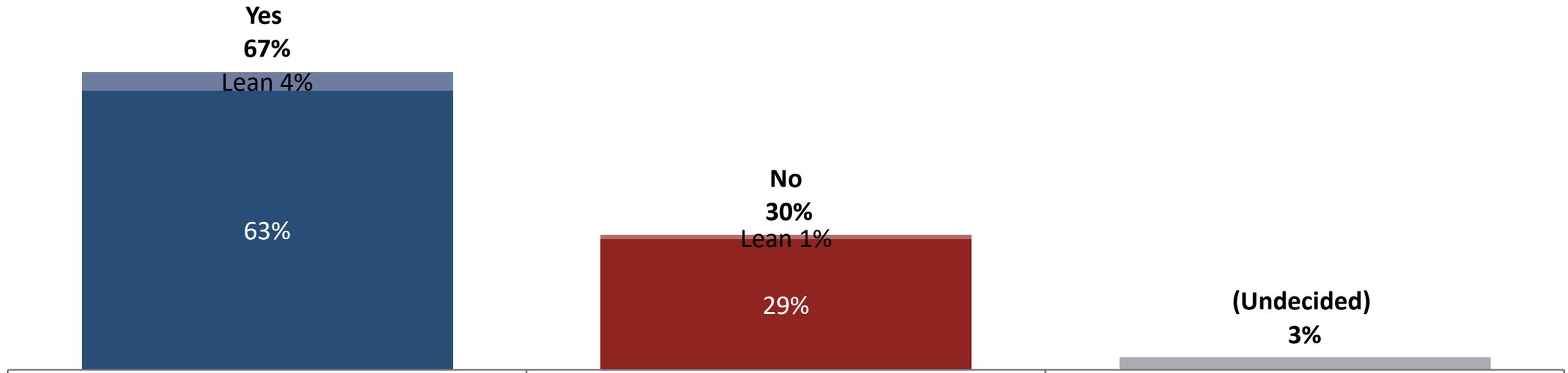


Potential Revenue Measures

Initial Parcel Tax Support

Total support for a parcel tax is right at the 2/3rds majority required to pass.

CLEAN SAFE CHICO AREA PARKS AND RECREATION PROGRAMS AND MAINTENANCE MEASURE: To maintain clean, safe parks and recreational programs for all Chico area residents; maintain playgrounds, recreational centers, sports fields, swimming pools and recreational programs for youth; provide programs for seniors that promote active and healthy living, and reduce crime and homelessness in parks, shall this Chico Area Recreation and Park District measure to levy \$60 per parcel annually, for 30 years, raising approximately \$2,000,000 per year with citizens' oversight be adopted exclusively for local recreation and parks?

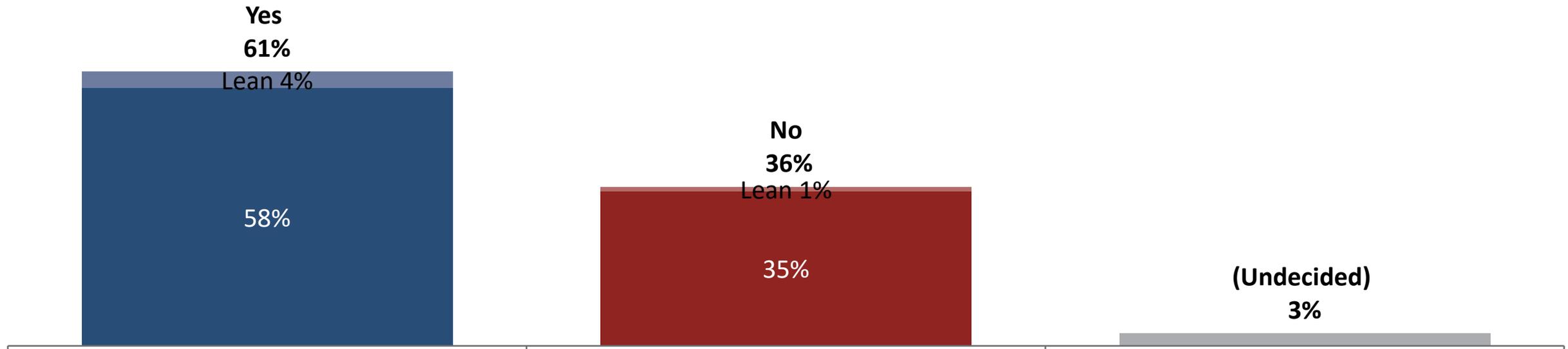


Q12. I'm going to read you a measure that may appear on the ballot next year...If the election were held today, would you vote yes to approve or no to reject this measure?

Initial Bond Measure Support

Support for a bond measure falls below two-thirds.

CHICO AREA PARKS AND RECREATION FACILITIES CONSTRUCTION, SAFETY AND REPAIR MEASURE: *To improve parks and recreation facilities for children, families and seniors; increase safety and security; repair park bathrooms; ensure accessibility for persons with disabilities; and upgrade, construct, renovate, and expand parks/ facilities; shall Chico Area Recreation and Park District issue \$73 million of bonds at legal rates, averaging \$4.2 million annually as long as bonds are outstanding at a rate of approximately 1.9 cents per \$100 assessed value, with independent citizens' oversight, NO money for salaries and all money staying local?*

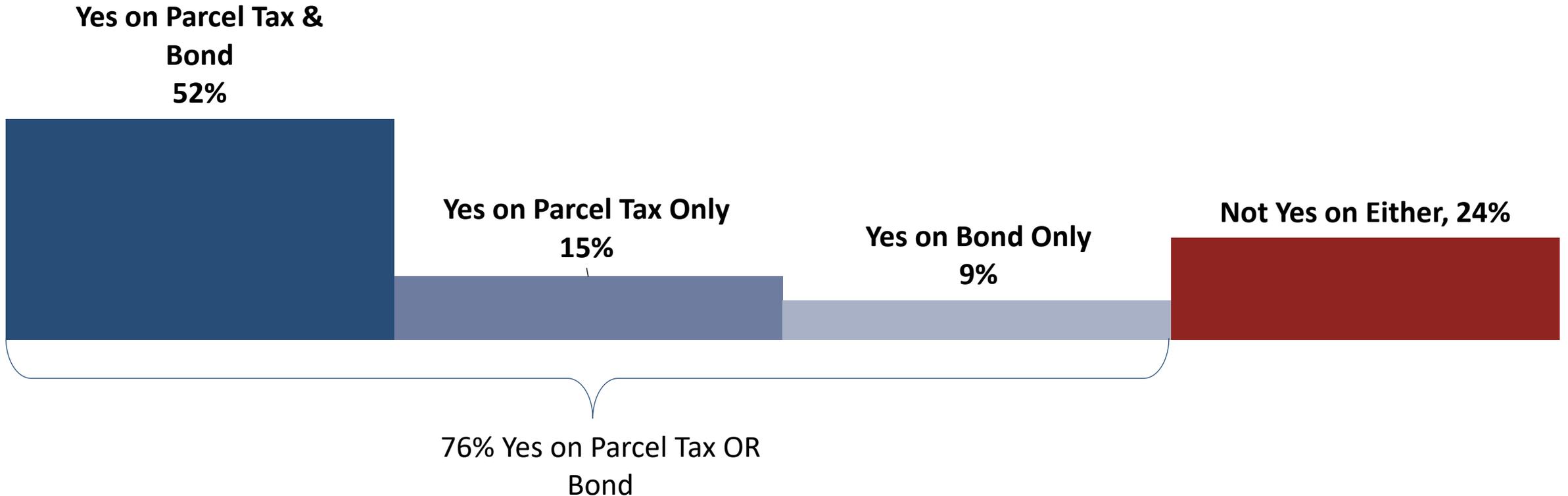


Q13. Now I'm going to read you another measure that may also appear on the ballot next year.... If the election were held today, would you vote yes to approve or no to reject this measure?

Parcel Tax & Bond Measure Segmentation

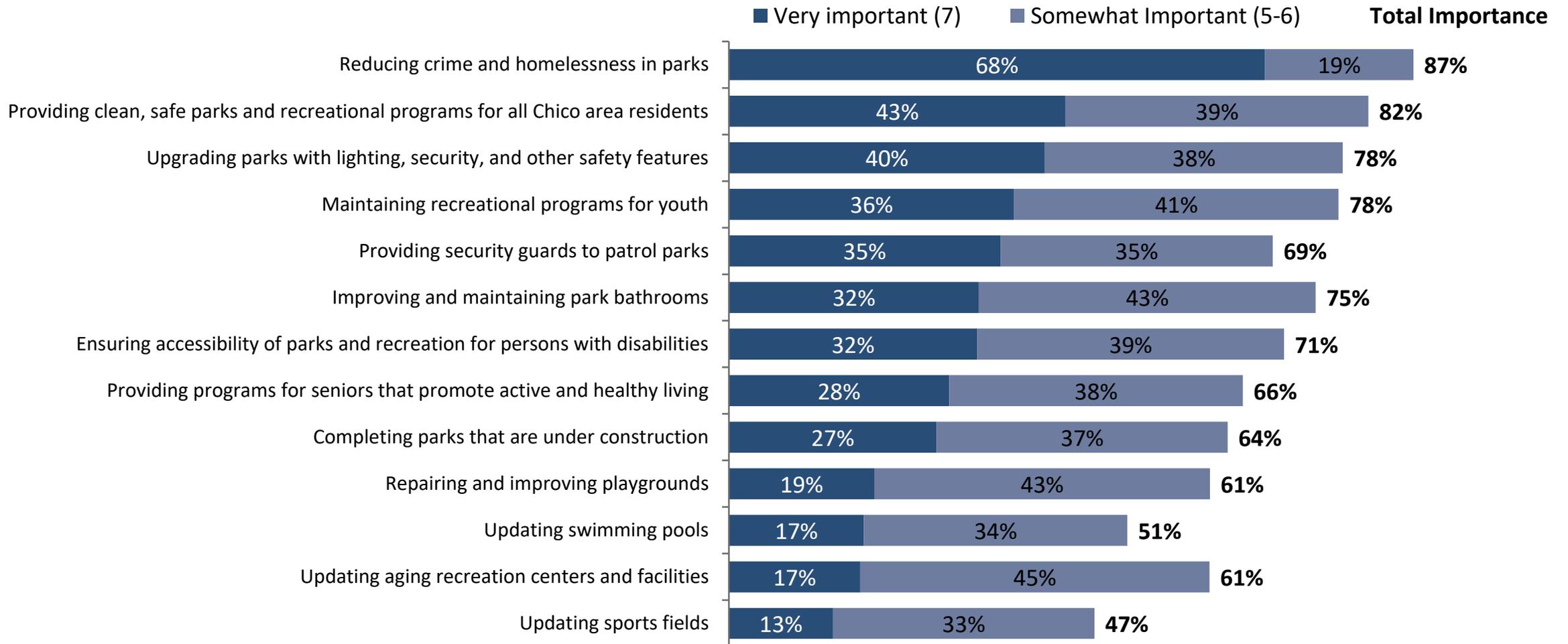
While only about half indicate they would support both measures, three quarters of respondents are supportive of at least one of the two measures, a parcel tax OR a bond measure.

Segmentation based on responses to initial ask on parcel tax and bond measures



Measure Components

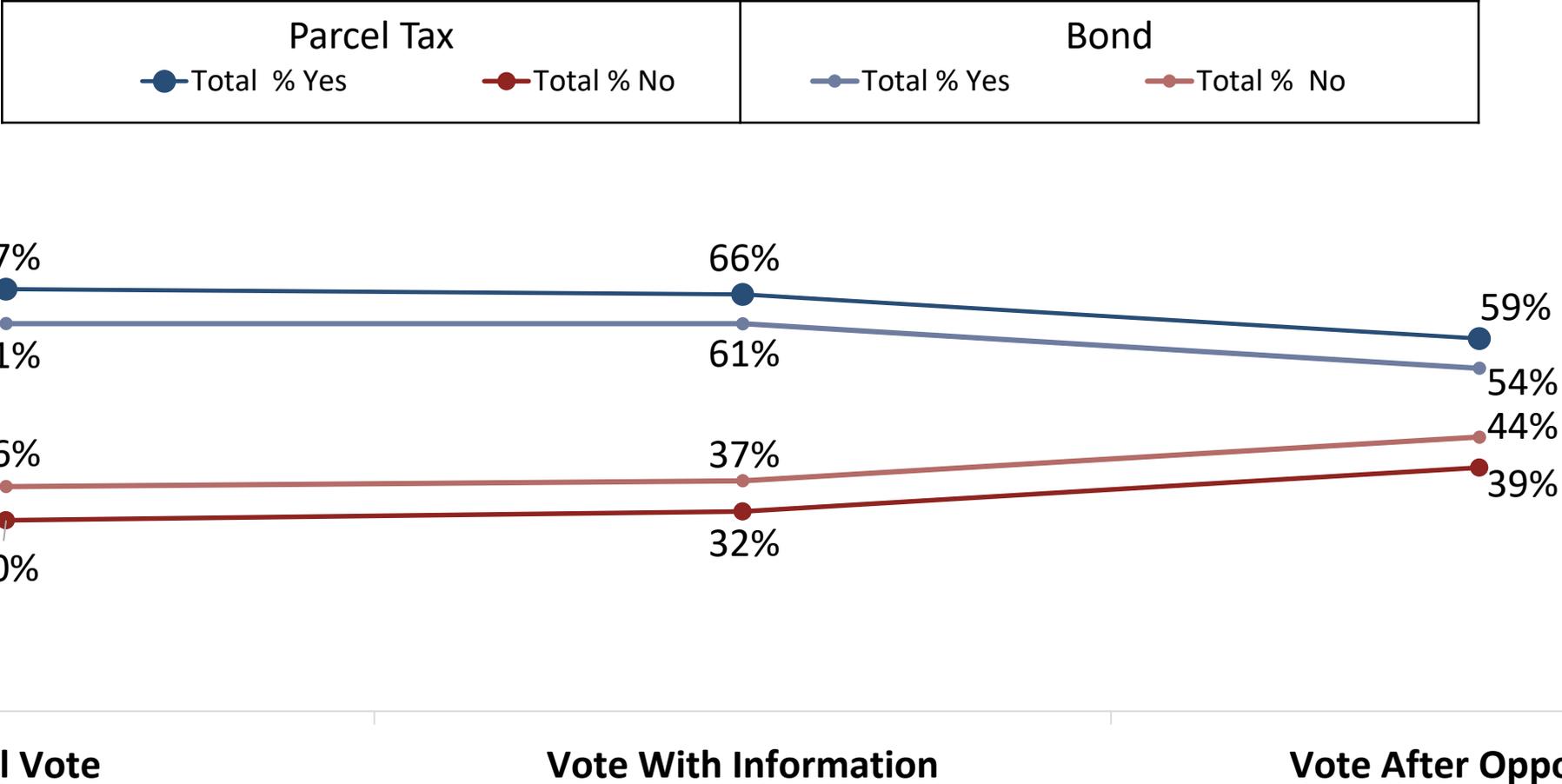
Improving park safety is very important to most, while updates to facilities garner less intensity.



Q15 – Q27. Now I'm going to read you a list of some possible projects and priorities for the Chico Area Recreation & Park District, also known as "CARD". On a scale of 1 to 7, where 1 is not important at all and 7 is very important, please tell me how important each of the items is to you.

Vote Progression

Support for both measures fluctuates over the course of the survey.



Q39 – Q40. Now, given everything you have read, if the election were held today, would you vote yes to approve, or no to reject the [\$60 parcel tax/\$73 million bond] measure for Chico Area Recreation and Park District?

Conclusions & Recommendations

- ▶ A parcel tax measure may be feasible for the March 2020 ballot but a bond measure would be a significant challenge.
- ▶ Given the survey findings and the current community climate following the Camp Fire, we recommend that CARD begin an extensive public outreach and engagement effort before placing a measure on the ballot. Informational communications are essential to the community's understanding of the need for revenue, particularly funds to maintain park programs and safety.
- ▶ A parcel tax measure would be vulnerable to opposition. Therefore, a successful measure would likely require a well-coordinated, privately funded outreach effort to ensure that voters understand how additional funding would reduce crime and homelessness in parks, provide clean, safe parks and recreation for local residents, and help maintain the Chico area as a desirable place to live, work and raise a family.



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