








Pleasant Valley Recreation & Park District Issues Survey

Highlights of a Survey of Likely Voters



OPINION
RESEARCH
& STRATEGY

Survey Methodology

Dates	February 20-29, 2024
Research Population	Likely November 2024 voters in the Pleasant Valley Recreation & Park District
Total Interviews	429
Margin of Sampling Error	(Full Sample) $\pm 4.9\%$ at the 95% Confidence Level (Half Sample) $\pm 6.9\%$ at the 95% Confidence Level (Measure) $\pm 6.9\%$ at the 95% Confidence Level
Contact Methods	 Telephone Calls  Email Invitations  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews
Languages	English & Spanish

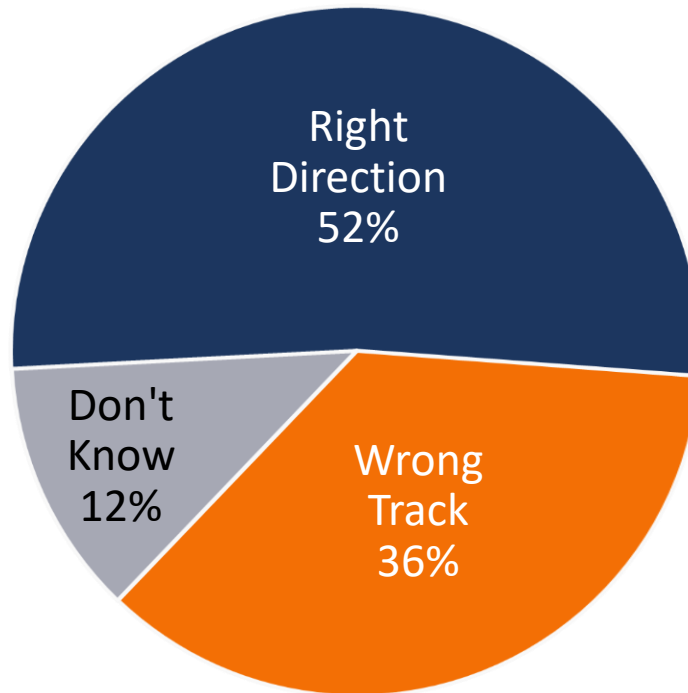
(Note: Not All Results Will Sum to 100% Due to Rounding)



General Community Attitudes

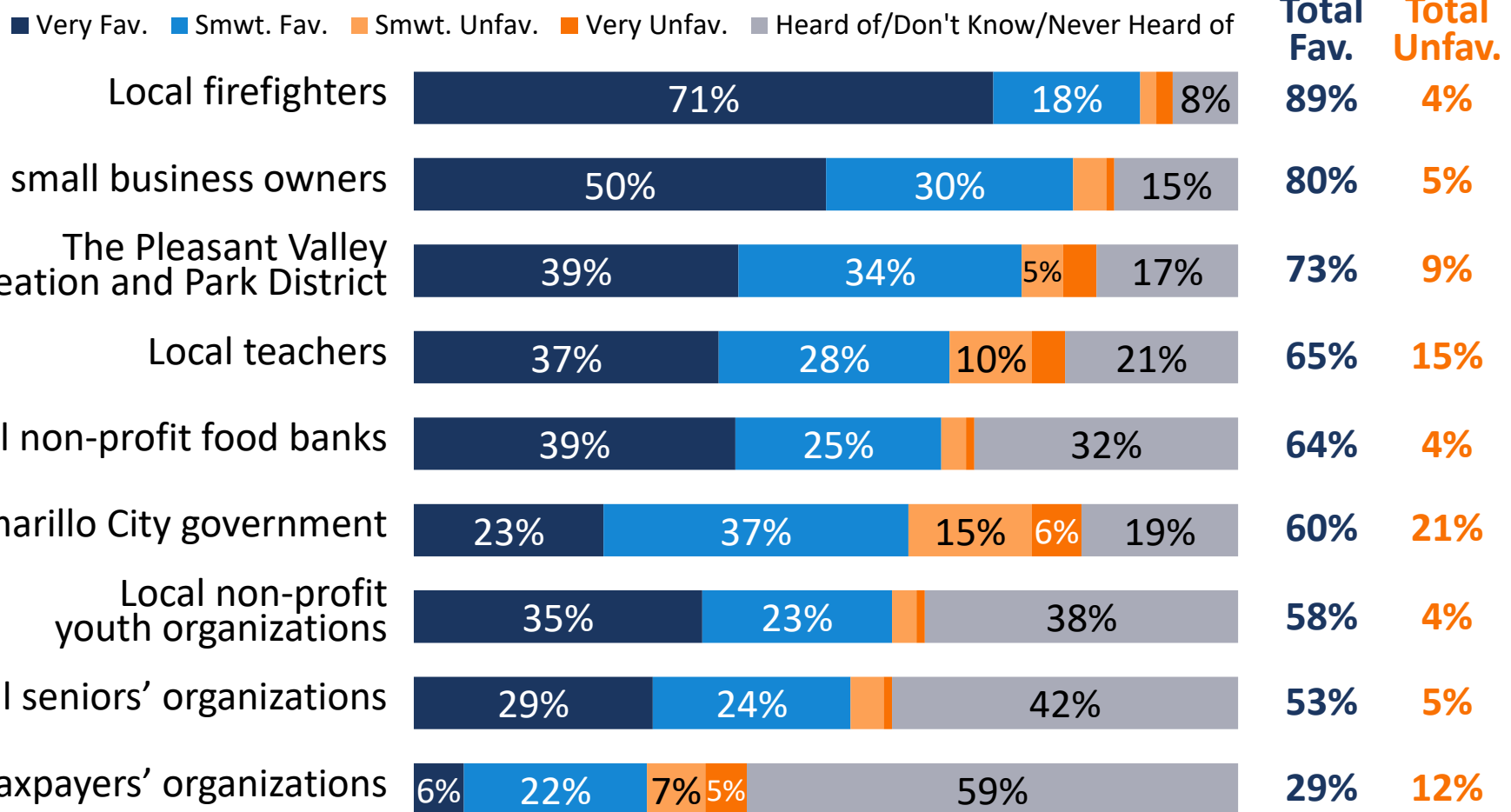
The majority of voters feel things in their area are going in the right direction.

Do you feel things in your area are generally going in the right direction, or do you feel that things are pretty seriously off on the wrong track?



Local firefighters and local small business owners, are the most highly favored groups and organizations, with 50% or more viewing them as very favorable.

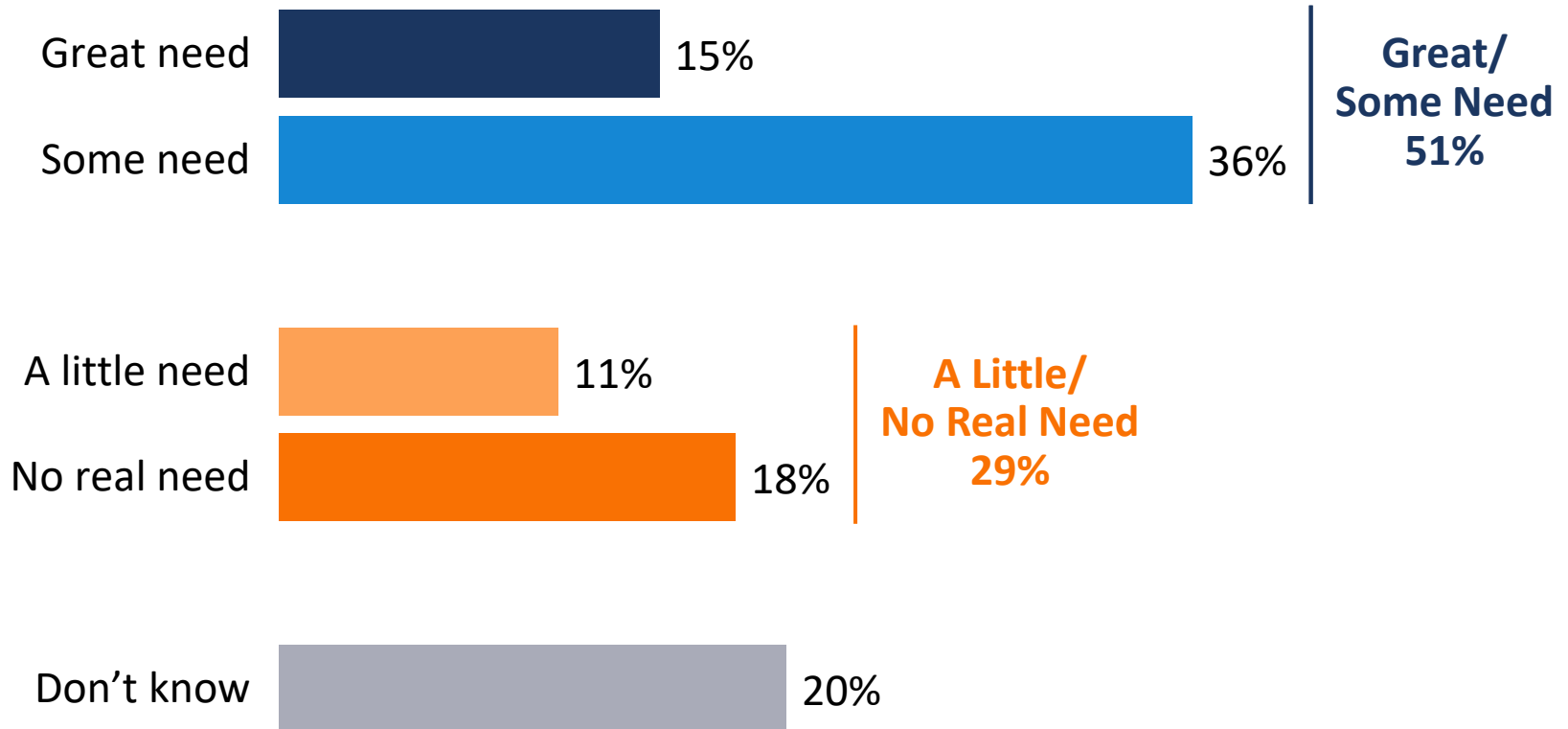
(Ranked by Total Favorable)



Q. I'm going to read a list of people and organizations active in public life. Please tell me whether your impression of that person or organization is generally favorable or unfavorable.

Only half perceive the District needs additional funding, with less than 2-in-10 saying there is a “great need.”

Pleasant Valley Recreation and Park District





Initial Attitudes on Potential Ballot Measures

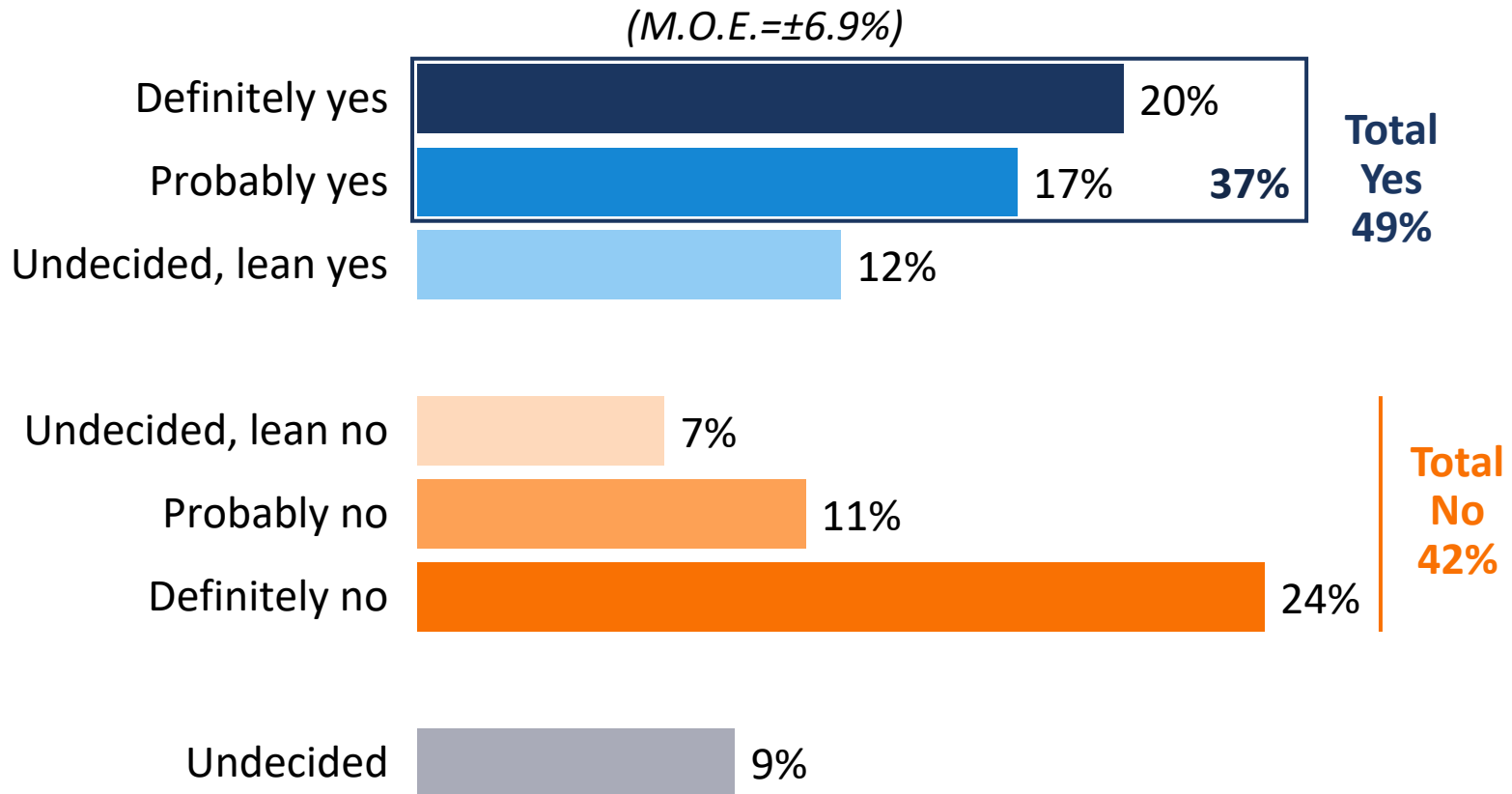
Hypothetical Ballot Measures Tested in Survey

(As Approved by Legal Counsel)

COMMUNITY HEALTH, RECREATION, SAFETY MEASURE.

To maintain clean, safe local parks, build/expand/maintain recreation center for children, families, seniors, the disabled, other residents; improve public health; maintain wildfire/disaster preparedness/response, shall Pleasant Valley Recreation & Park District's measure (Resolution No. 788) be adopted authorizing \$20,000,000 in bonds, levying up to 5.5¢ per building square footage annually until ended by voters with \$3,700,000 annual revenue/initial appropriation limit, requiring public spending disclosure, all funds used locally?

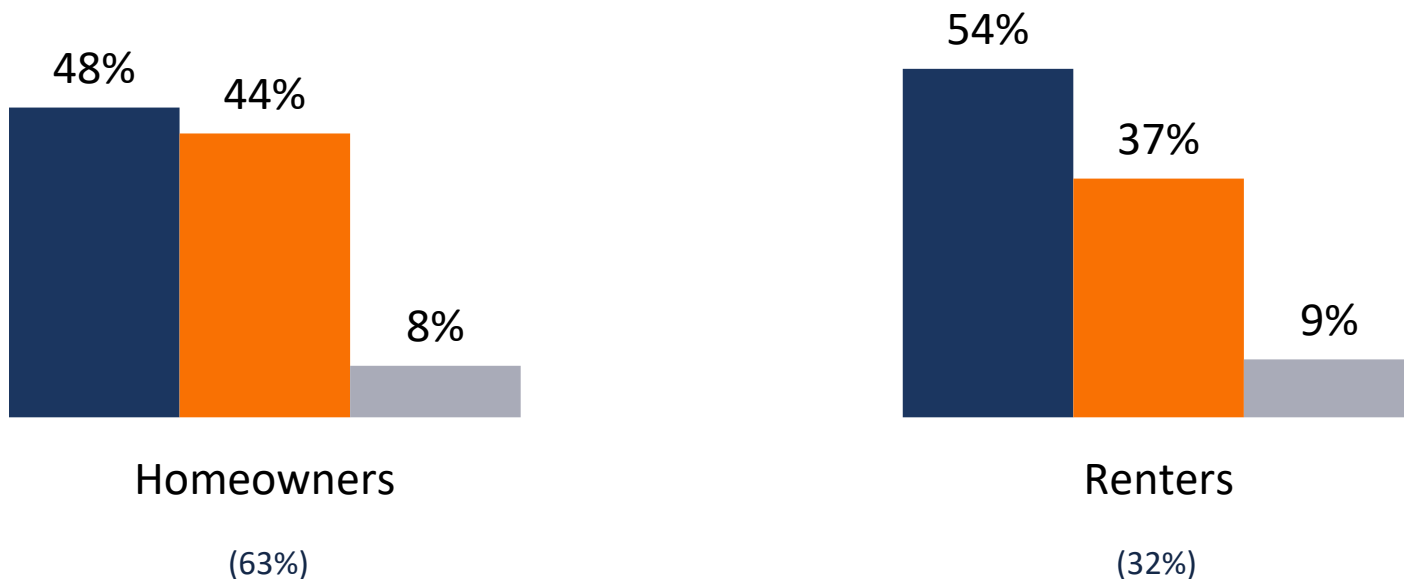
Nearly half of voters initially support a PVRPD parcel tax, with only 20% saying they would definitely vote yes.



Understandably, renters are slightly more supportive than homeowners of the parcel tax measure.

Initial PVRPD Parcel Tax Vote by Residence

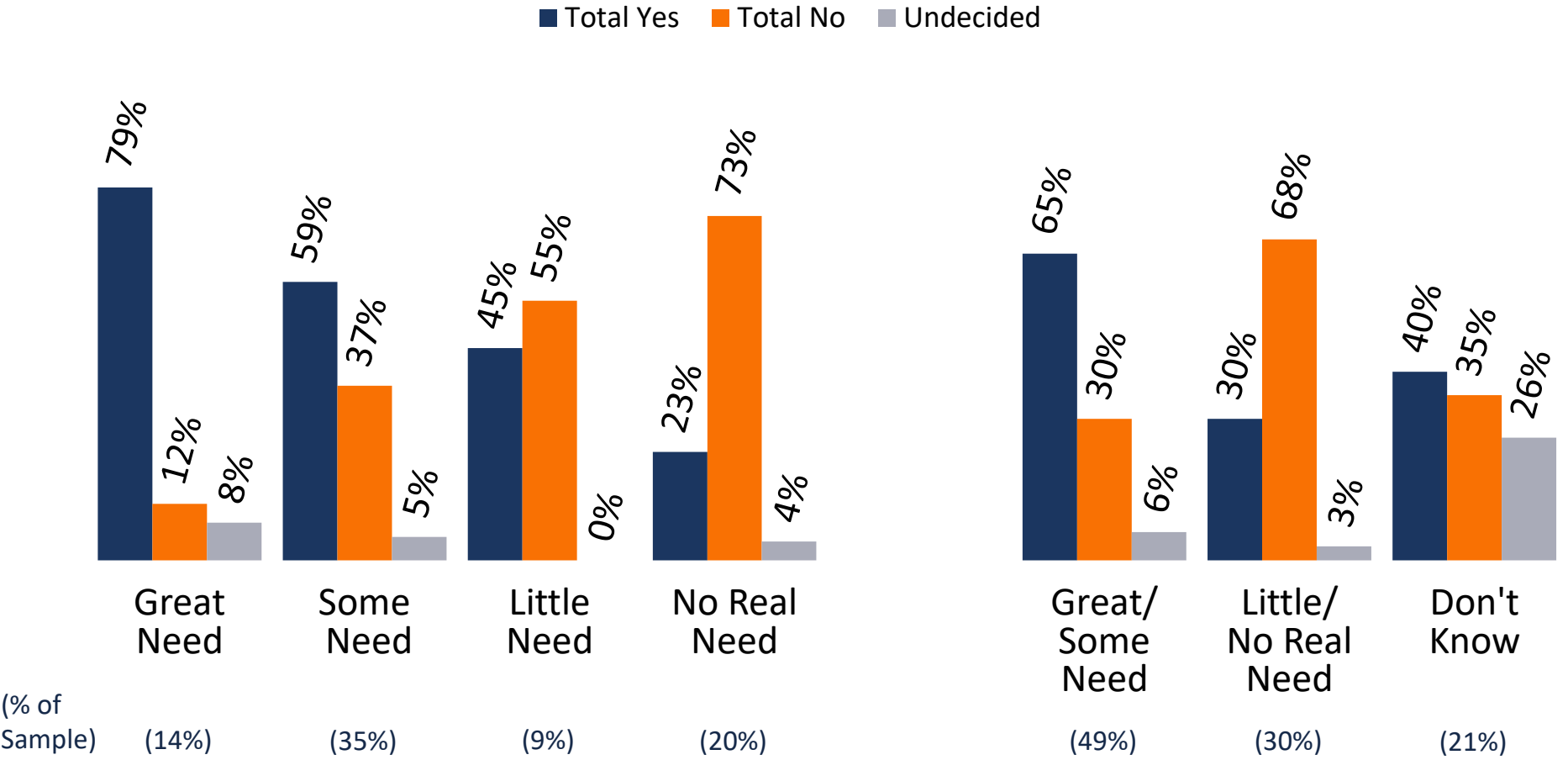
■ Total Yes ■ Total No ■ Undecided



(% of Sample)

Similarly, there is a strong relationship between perceptions of PVRPD's funding need and opinions on the measure.

Initial PVRPD Parcel Tax Vote by PVRPD Need for Funding

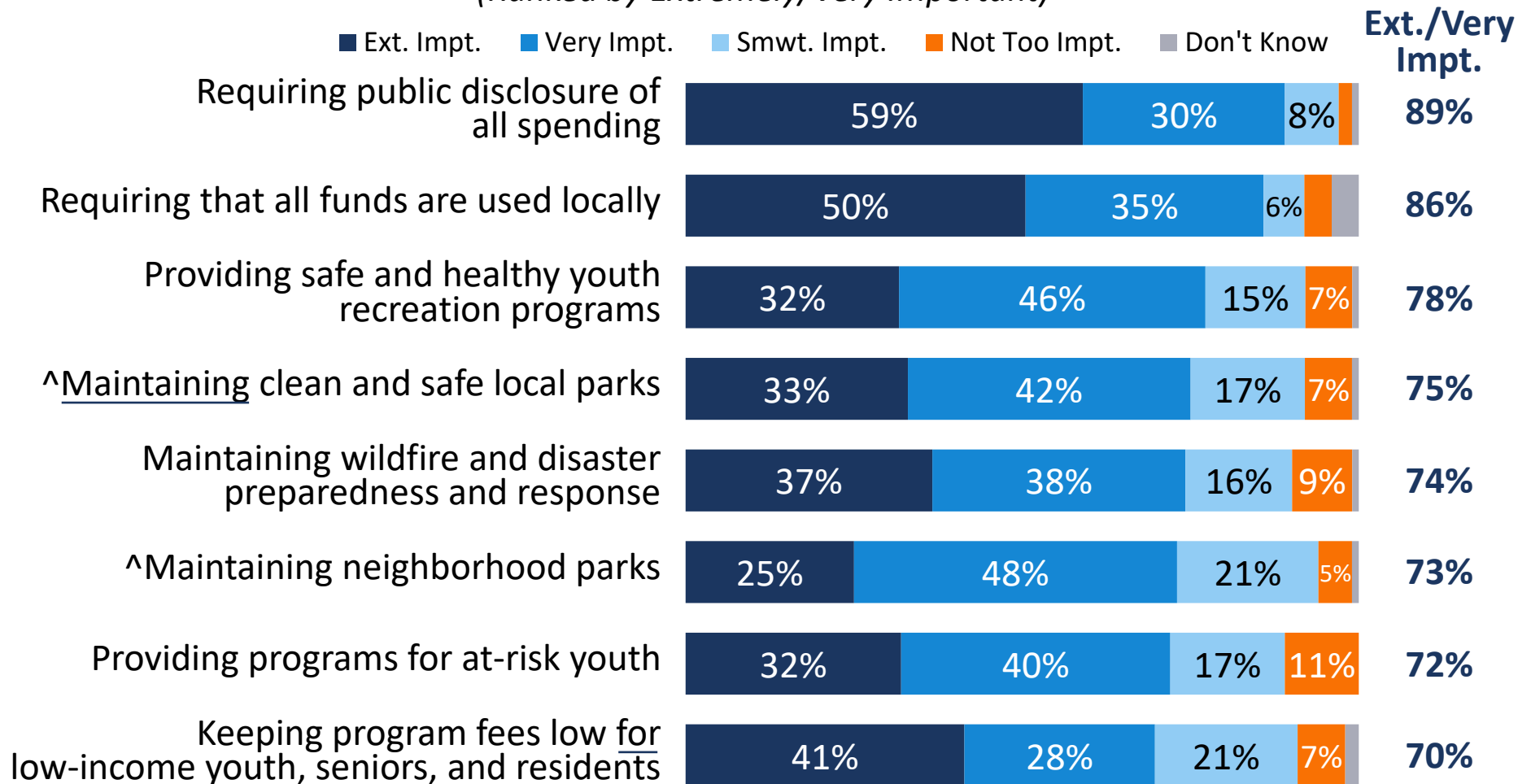




Voter Budget Priorities

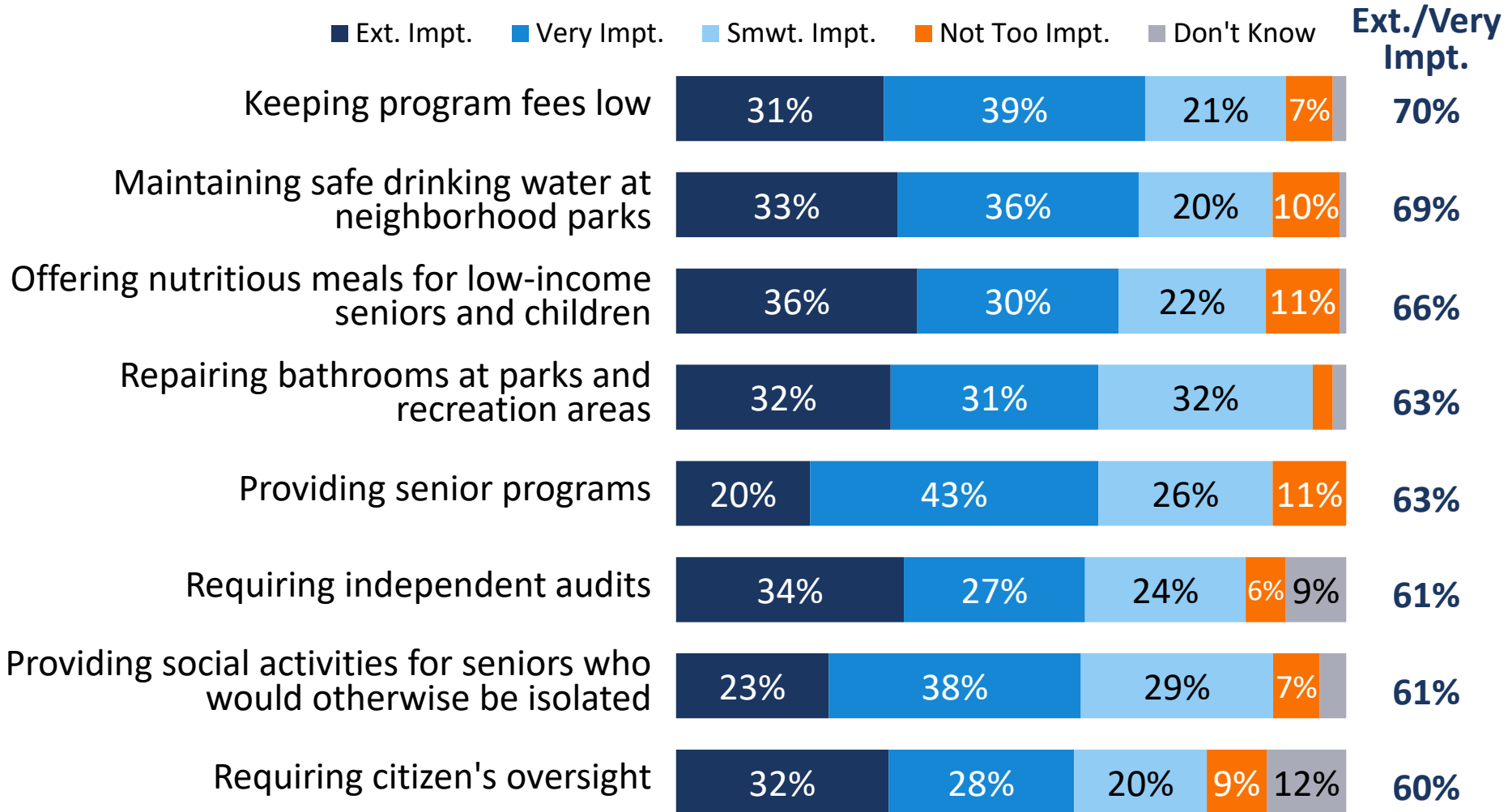
Top priorities for the measures include fiscal accountability; local use of funds; providing safe and healthy youth recreation programs; maintaining clean and safe parks, wildfire and disaster preparedness and response, neighborhood parks; and providing programs for at-risk youth.

(Ranked by Extremely/Very Important)



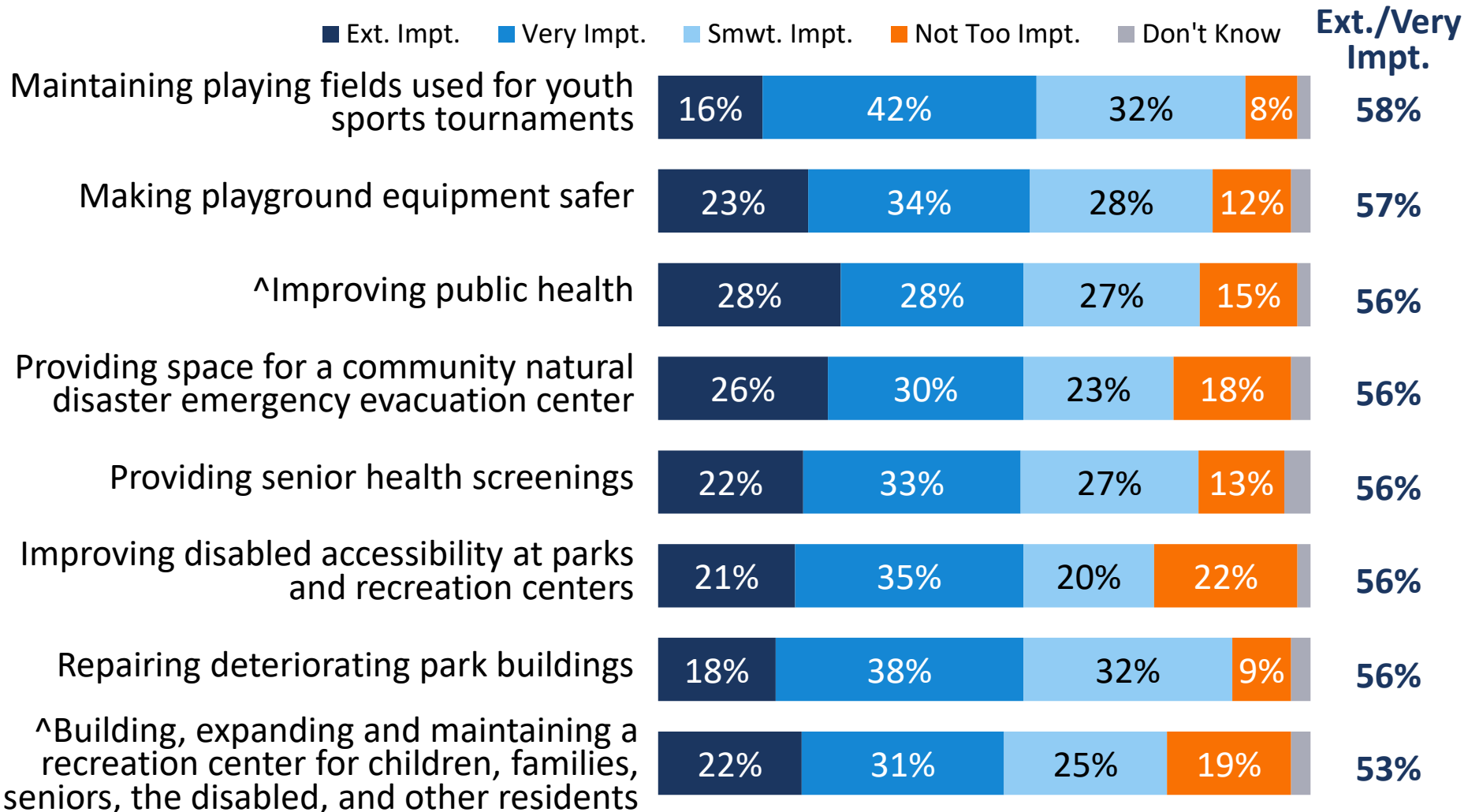
Continued

(Ranked by Extremely/Very Important)



Continued

(Ranked by Extremely/Very Important)



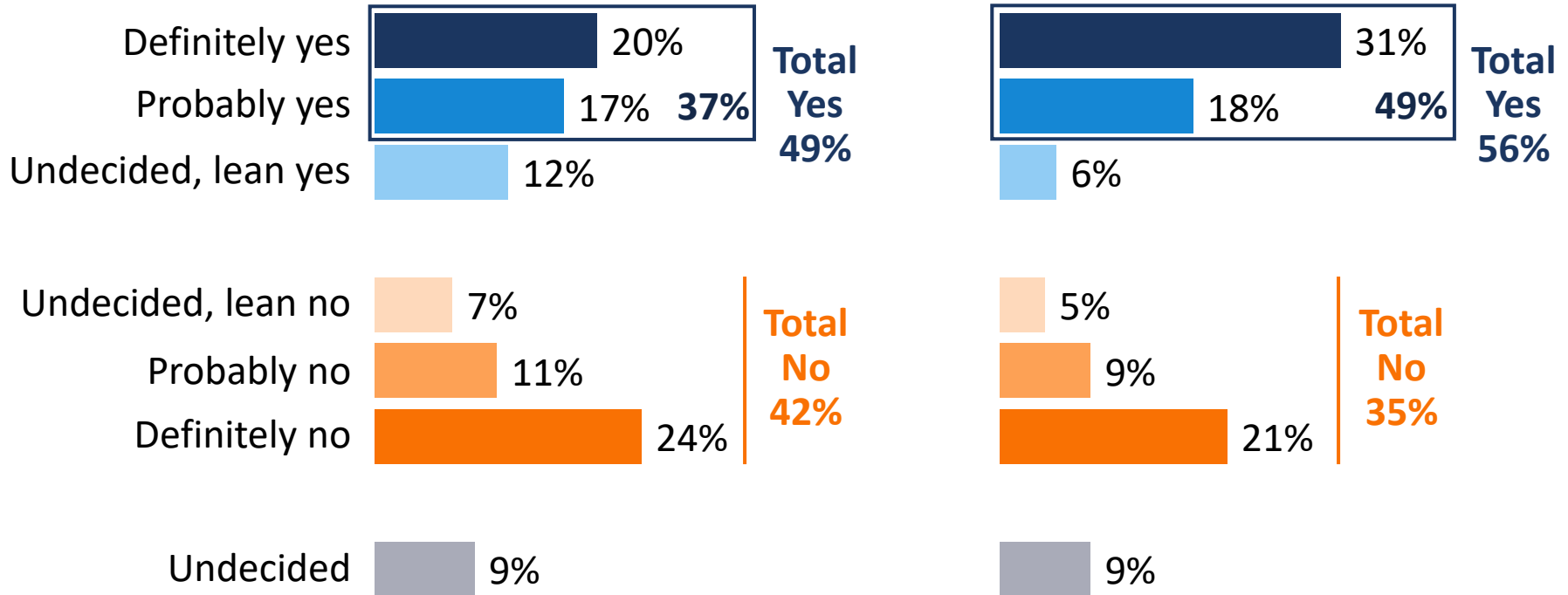
Support for the PVRPD parcel tax increases after education, however, it remains below the two-thirds threshold for passage.

(M.O.E.=±6.9%)

PVRPD Parcel Tax

Initial Vote

Vote After Education



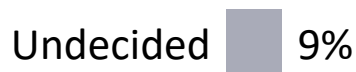
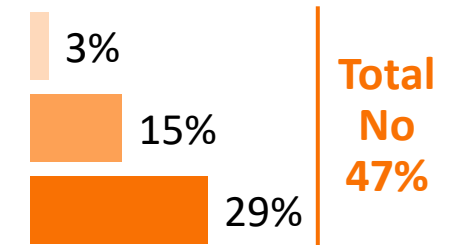
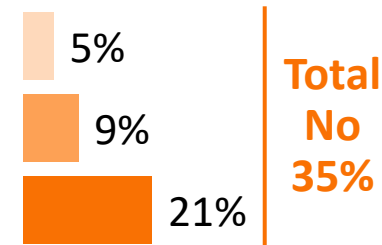
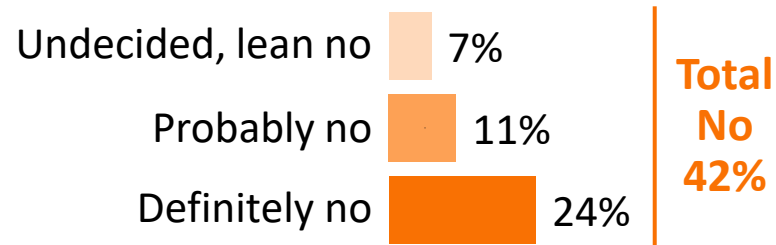
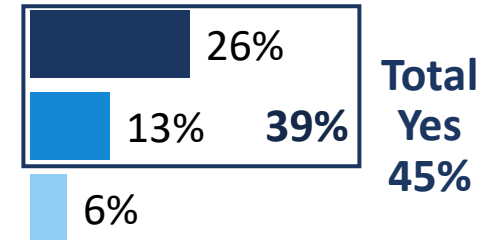
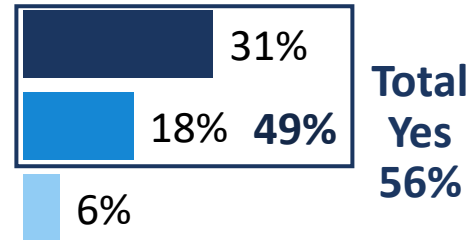
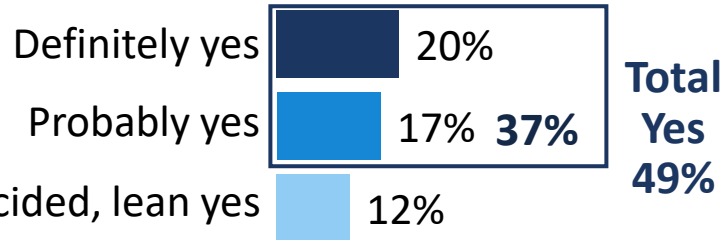
After critical statements support for the measure declines greatly to 45%.

PVRPD Parcel Tax (M.O.E.=±6.9%)

Initial Vote

Vote After Education

Vote After Critical Statements





Conclusions

Conclusions

General Views:

- A majority of voters feel that things in their area are heading in the right direction.
- Voters have favorable opinions of local firefighters, local small business owners and the Pleasant Valley Recreation and Park District.

Revenue Measures:

- At this time, PVRPD parcel tax measure does not appear to be viable for the November 2024 Election.

Conclusions

PVRPD Parcel Tax

- Support after both educational and critical statements is only 45%, with around a quarter of voters saying they would definitely vote yes, far below the needed two-thirds threshold for passage.

Conclusions; Continued

- **Key priorities and themes to communicate include:**
 - Fiscal accountability (Public spending disclosure and all funds used locally)
 - Providing safe and healthy youth recreation and sports programs
 - Including programs for at-risk youth
 - Maintaining clean and safe parks
 - Emergency preparedness
 - Including maintaining wildfire and disaster preparedness and response



Pleasant Valley Recreation & Park District Issues Survey

Highlights of a Survey of Likely Voters



OPINION
RESEARCH
& STRATEGY