

G.O. Bond Survey Results Presentation for Carmichael Recreation & Park District

by

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a Division of Urban Futures, Inc.

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Methodology

There are 26,867 registered voters in the District

Carmichael Rec. & Park District

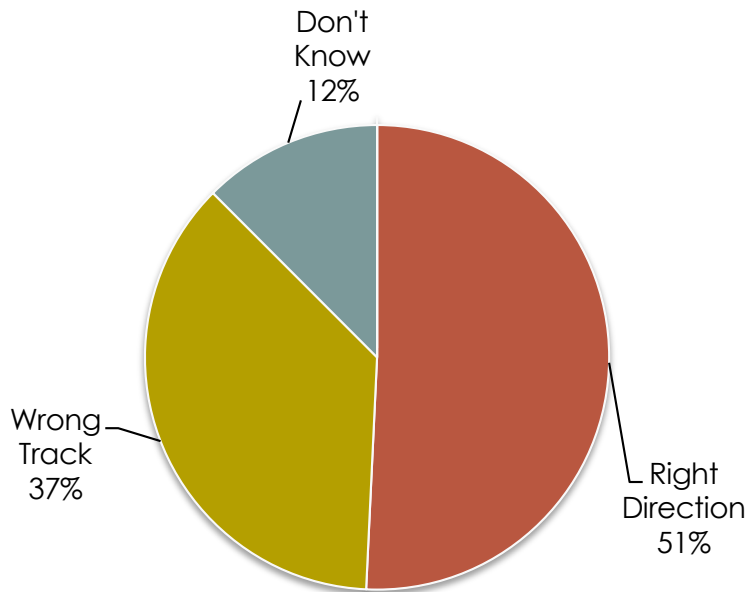
- ❖ The Carmichael Recreation & Park District is currently assessing the feasibility of placing a general obligation bond measure on an upcoming ballot.
- ❖ A survey was conducted from 2/10/2022 through 2/14/2022 to assess support for the proposed bond measure.
- ❖ The survey tested voter attitudes regarding the District, projects to be funded by the proposed measure, and tax tolerances.
- ❖ 400 individual voters were contacted, which resulted in an overall margin of error of +/- 4.86%.

General Questions

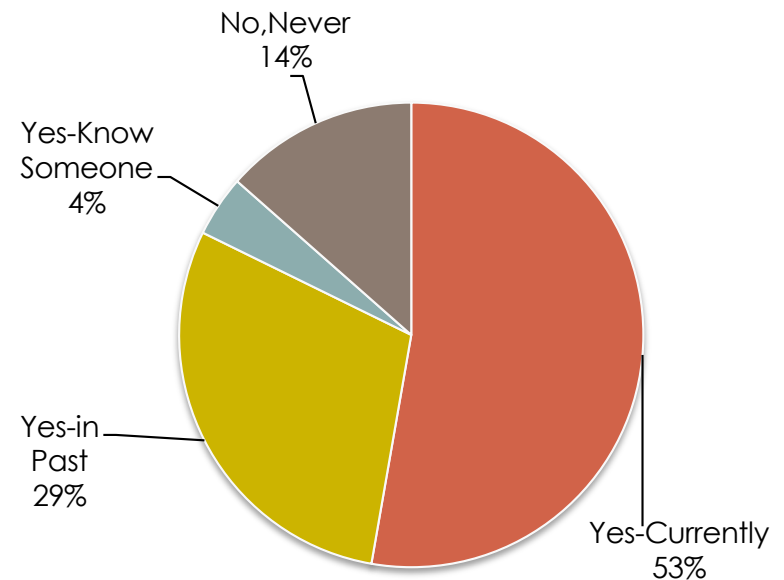
Majority of voters believe in more funding

Carmichael Rec. & Park District

- ❖ Overall, would you say things in your community are generally headed in the right direction, or do you feel that things are on the wrong track?



- ❖ Do you use any of the parks or recreational facilities or services provided by the Carmichael Recreation and Park District?

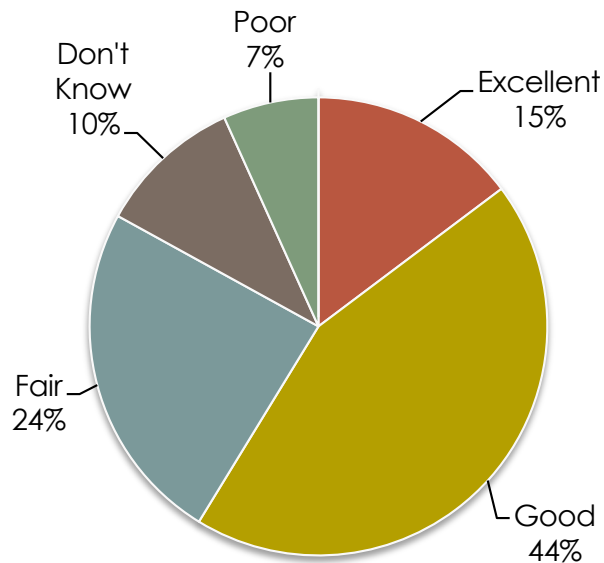


General Questions

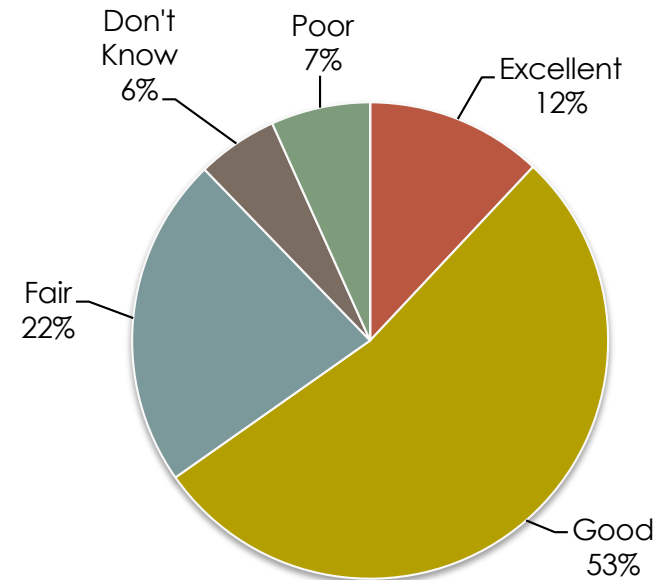
Majority of voters satisfied with the quality of facilities

Carmichael Rec. & Park District

- ❖ How would you rate the quality of the programs and services provided by the District?



- ❖ How would you rate the condition of the recreational facilities and parks provided by the Carmichael Recreation and Park District?



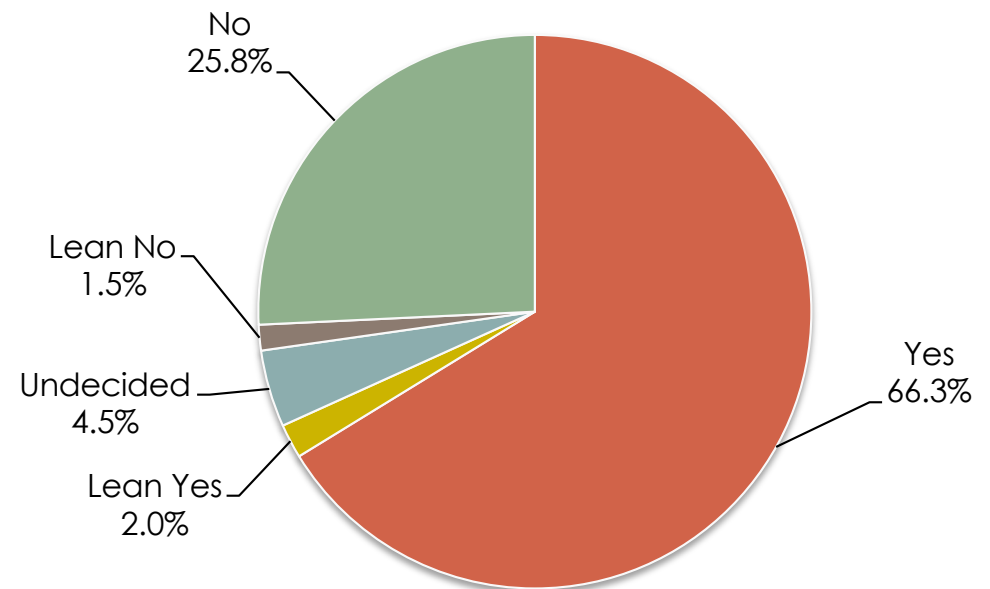
Ballot Measure (Pre-Benchmark)

Support for measure is below the 2/3rds threshold

Carmichael Rec. & Park District

- ❖ At this time, the Carmichael Recreation & Park District is looking to make improvements to the recreational facilities and parks and is considering placing a bond measure before voters in your community on an upcoming ballot. If the election were held today, would you vote YES in favor of the measure or would you vote NO to oppose the measure?

“To improve parks and recreation for children, families and senior citizens; construct new playgrounds; improve safety, security, and handicapped accessibility; and renovate, upgrade, construct, and expand local parks and facilities; shall Carmichael Recreation and Park District issue \$45.0 million of bonds at legal rates, averaging \$2.4 million annually as long as bonds are outstanding at a rate of approximately 2.9 cents per \$100 assessed value, with annual audits, independent citizens' oversight, NO money for salaries and all money staying local?”

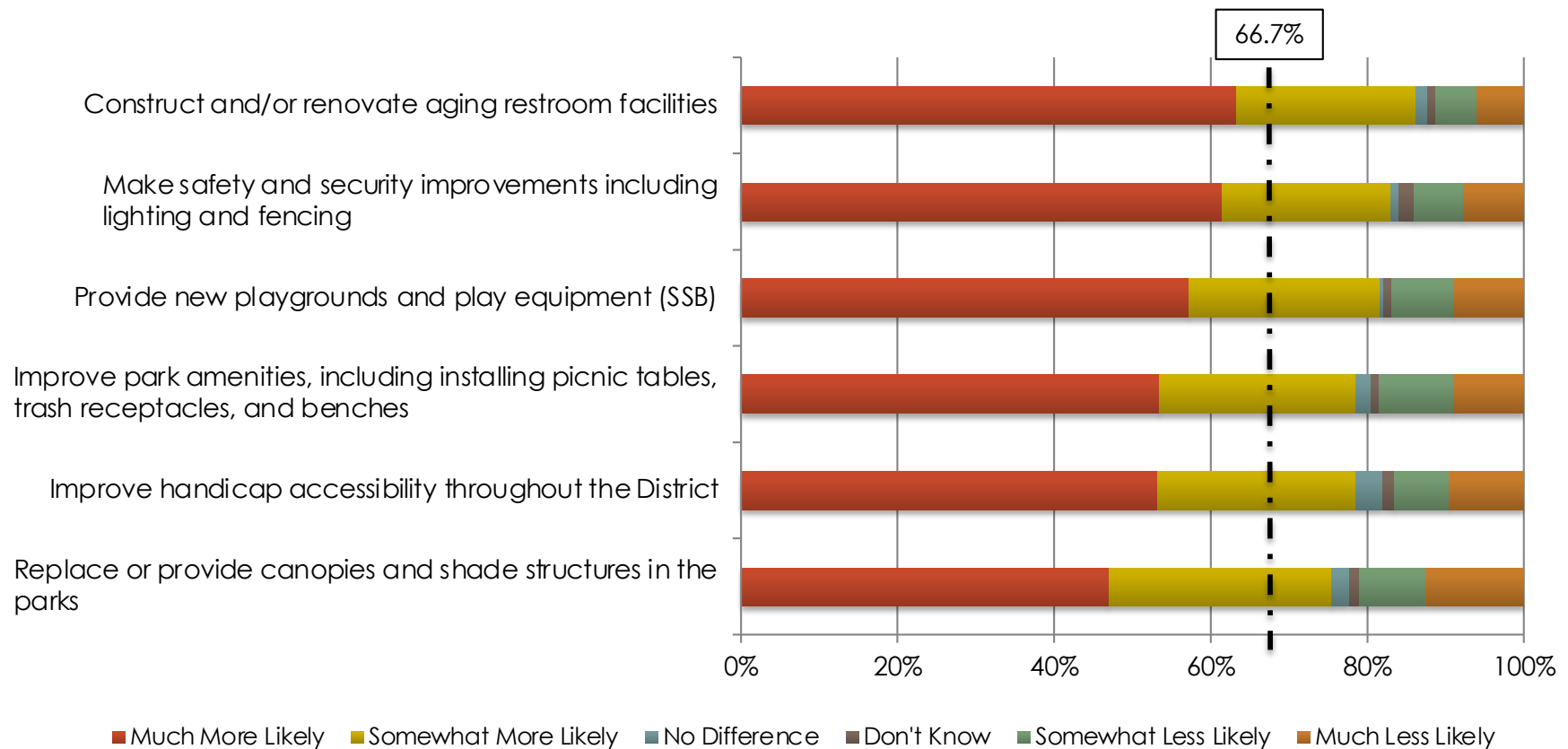


G.O. Bond Projects

The following projects received over 75% support

Carmichael Rec. & Park District

- ❖ For each project, please tell me whether it would make you More Likely or Less Likely to vote in favor of the measure if you knew funds would be used to:

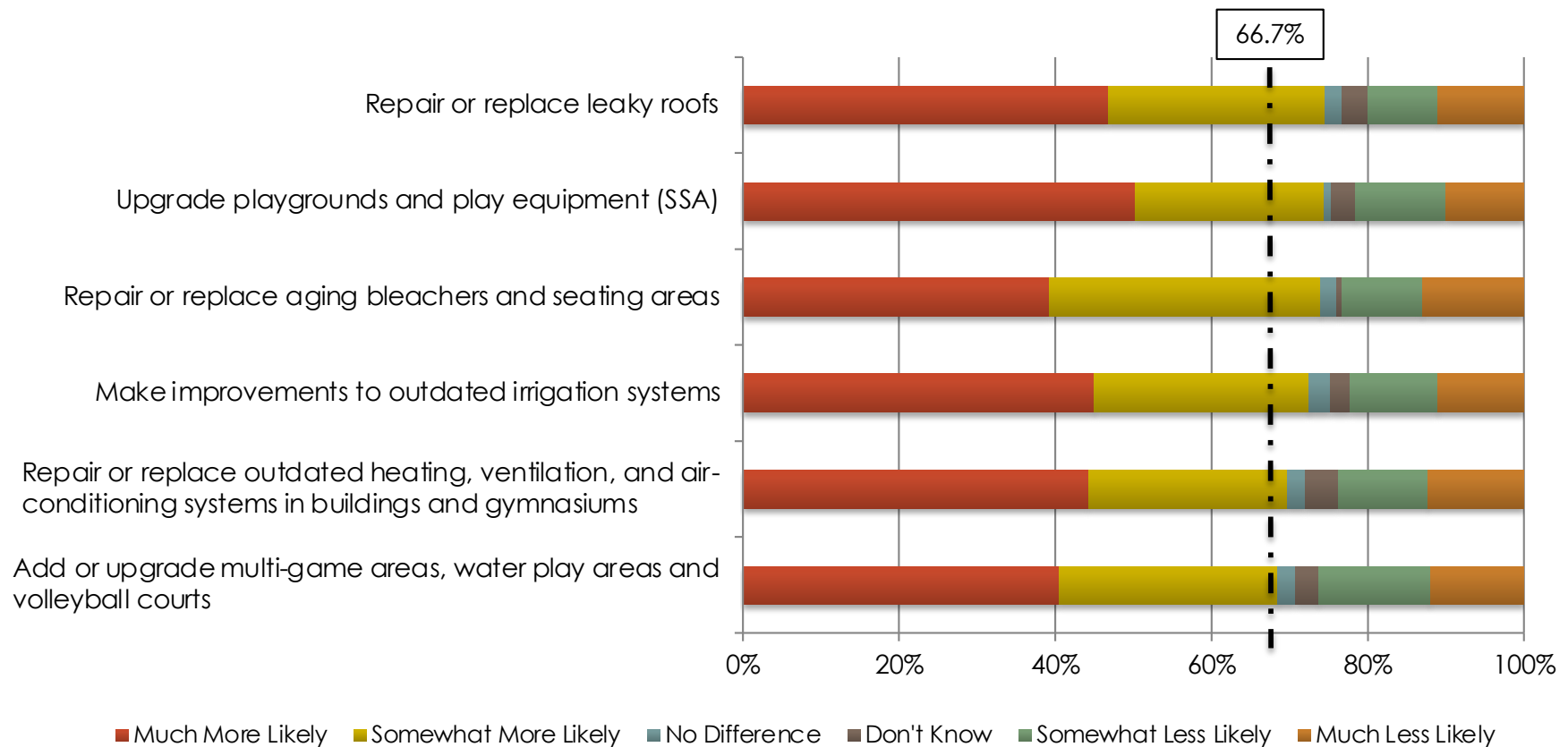


G.O. Bond Projects

The following projects received over 2/3rds support

Carmichael Rec. & Park District

- ❖ For each project, please tell me whether it would make you More Likely or Less Likely to vote in favor of the measure if you knew funds would be used to:

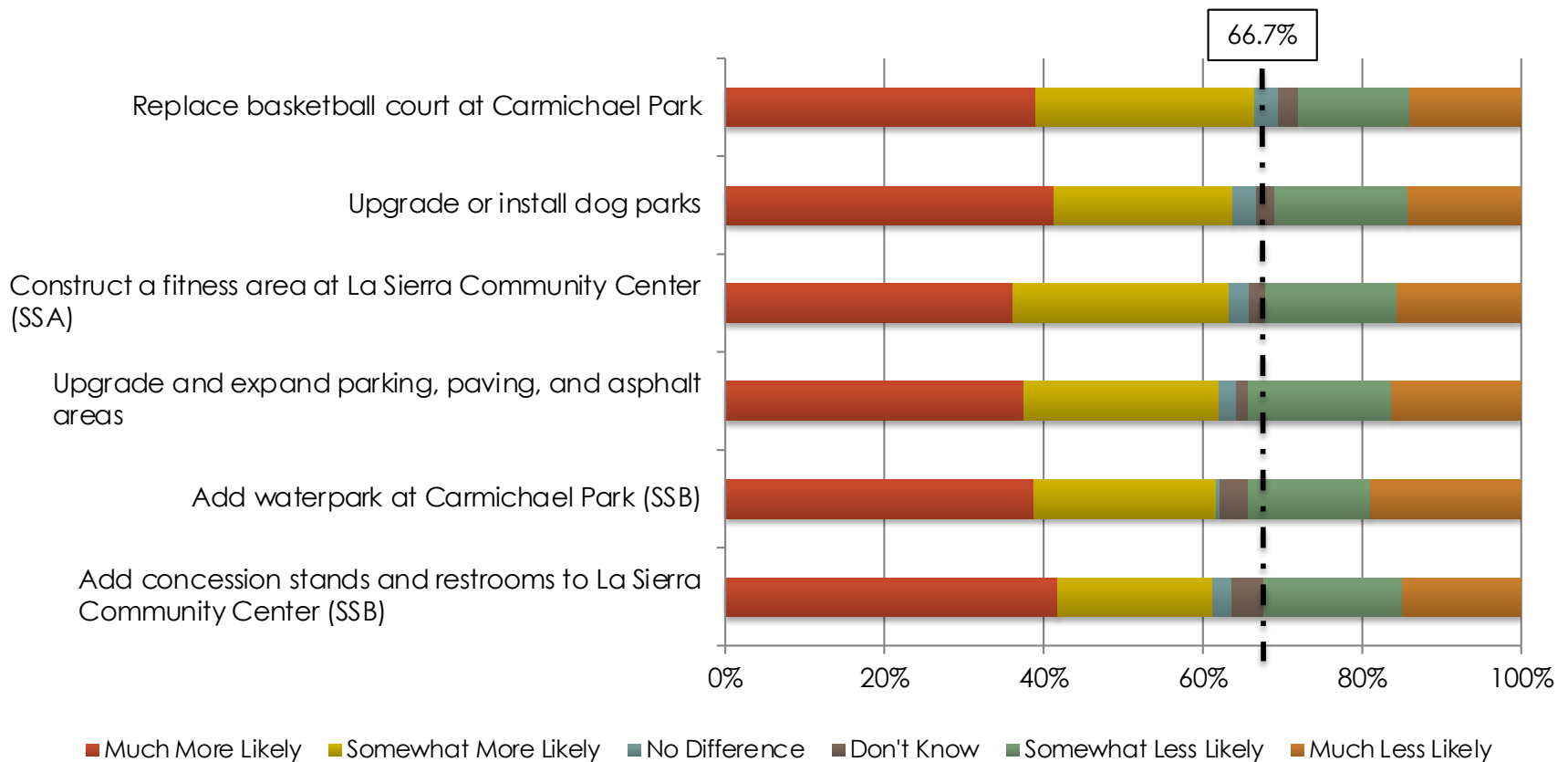


G.O. Bond Projects

The following projects received over 60% support

Carmichael Rec. & Park District

- ❖ For each project, please tell me whether it would make you More Likely or Less Likely to vote in favor of the measure if you knew funds would be used to:

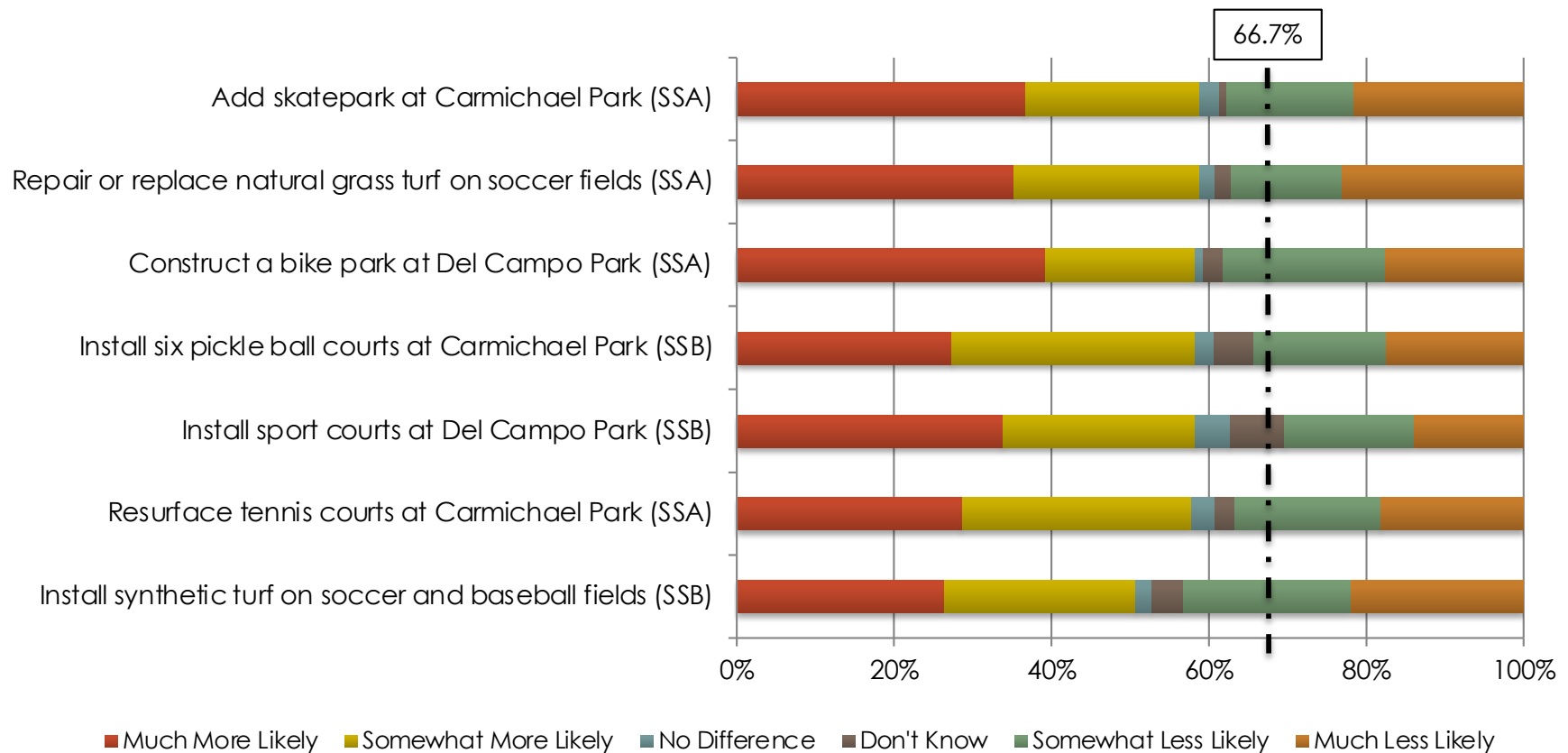


G.O. Bond Projects

The following projects received below 60% support

Carmichael Rec. & Park District

- ❖ For each project, please tell me whether it would make you More Likely or Less Likely to vote in favor of the measure if you knew funds would be used to:



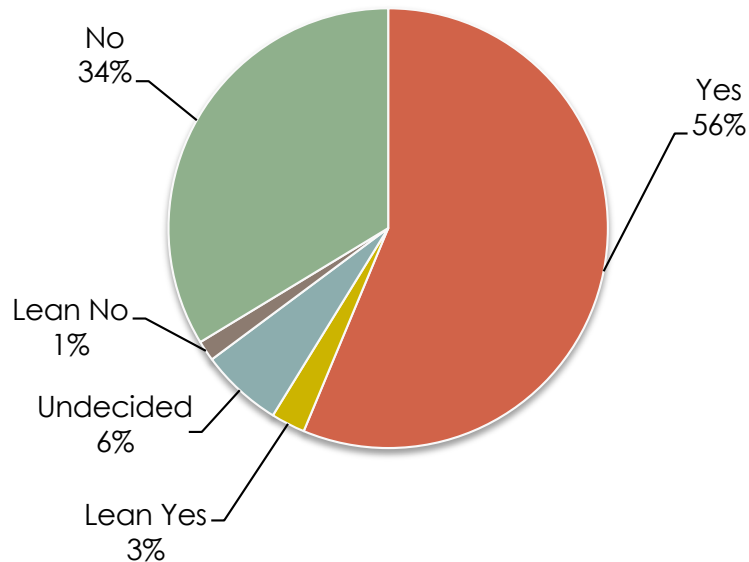
Tax Tolerances

There is tax rate sensitivity at the \$29/year tax rate

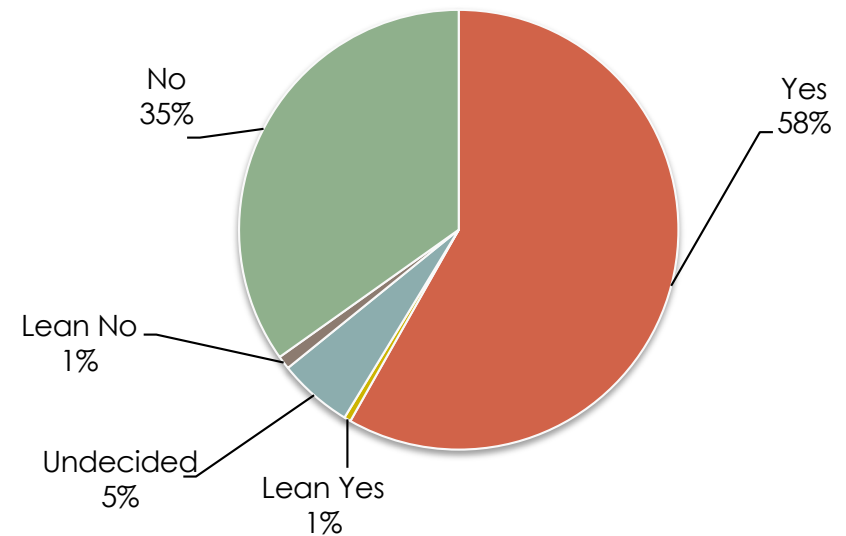
Carmichael Rec. & Park District

- ❖ If the proposed measure would cost property owners \$29.00 per \$100,000 of assessed valuation per year/\$2.50 per \$100,000 of assessed valuation per month, would you vote "yes" in Favor of or "no" to Oppose the measure?

*SSA: \$29.00/year



*SSB: \$2.50/month



*Split sample (SS) question – 50% of voters surveyed were asked version 1 and 50% were asked version 2

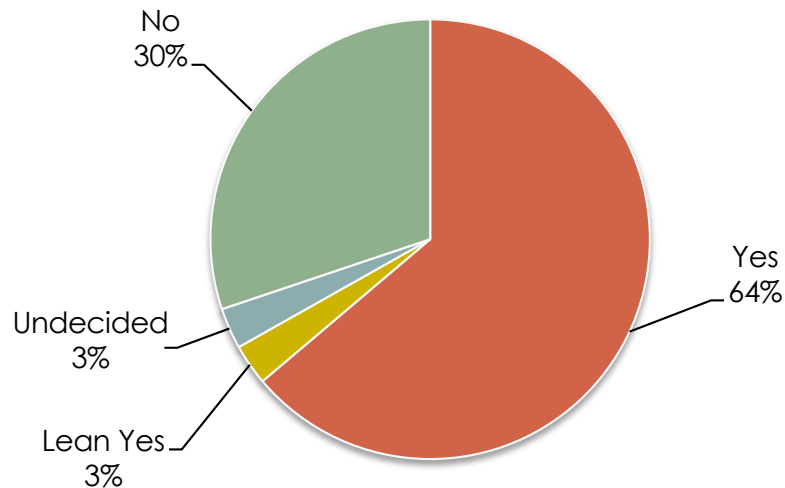
Tax Tolerances

There is tax rate sensitivity at the \$19/year tax rate

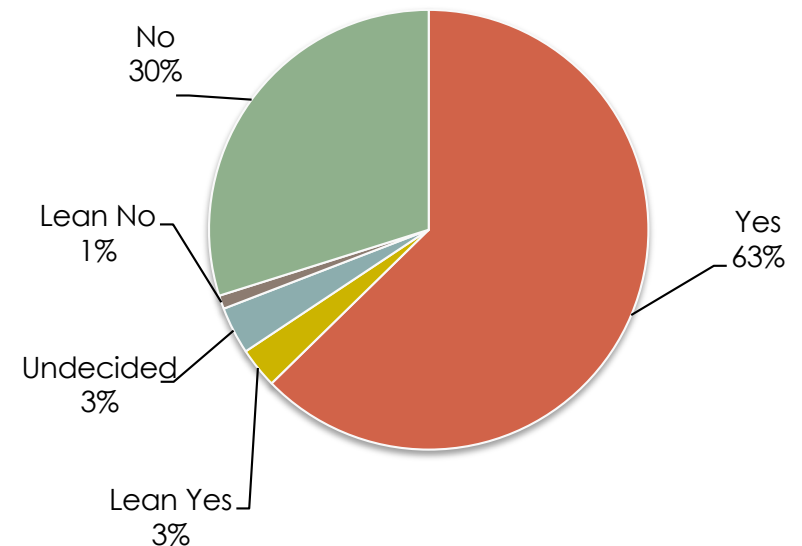
Carmichael Rec. & Park District

- ❖ If the proposed measure would cost property owners \$19.00 per \$100,000 of assessed valuation per year/\$1.50 per \$100,000 of assessed valuation per month, would you vote “yes” in Favor of or “no” to Oppose the measure?

*SSA: \$19.00/year



*SSB: \$1.50/month



*Split sample (SS) question – 50% of voters surveyed were asked version 1 and 50% were asked version 2

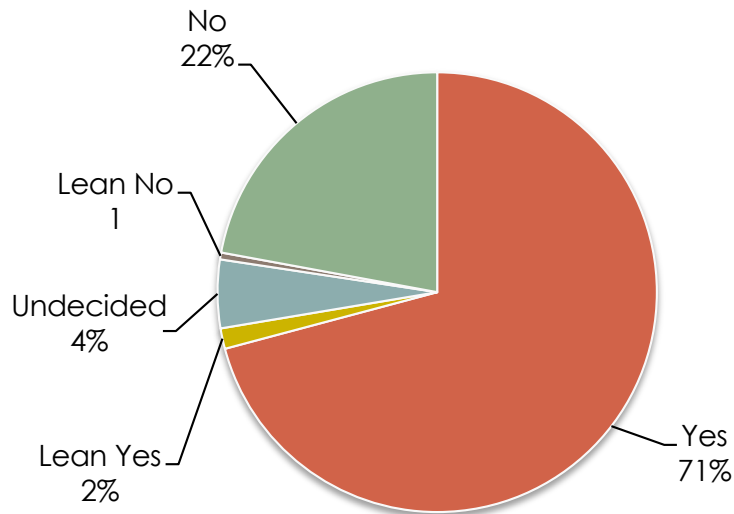
Tax Tolerances

There is over 66.7% support for \$12/year tax rate

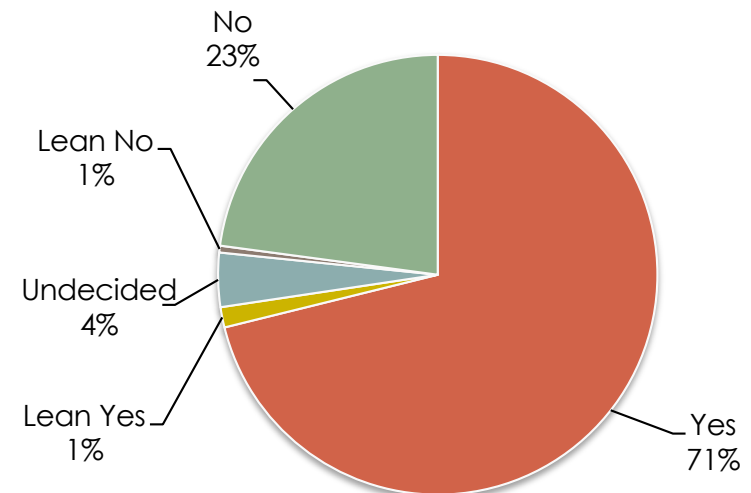
Carmichael Rec. & Park District

- ❖ If the proposed measure would cost property owners \$12.00 per \$100,000 of assessed valuation per year/\$1.00 per \$100,000 of assessed valuation per month, would you vote “yes” in Favor of or “no” to Oppose the measure?

*SSA: \$12.00/year



*SSB: \$1.00/month



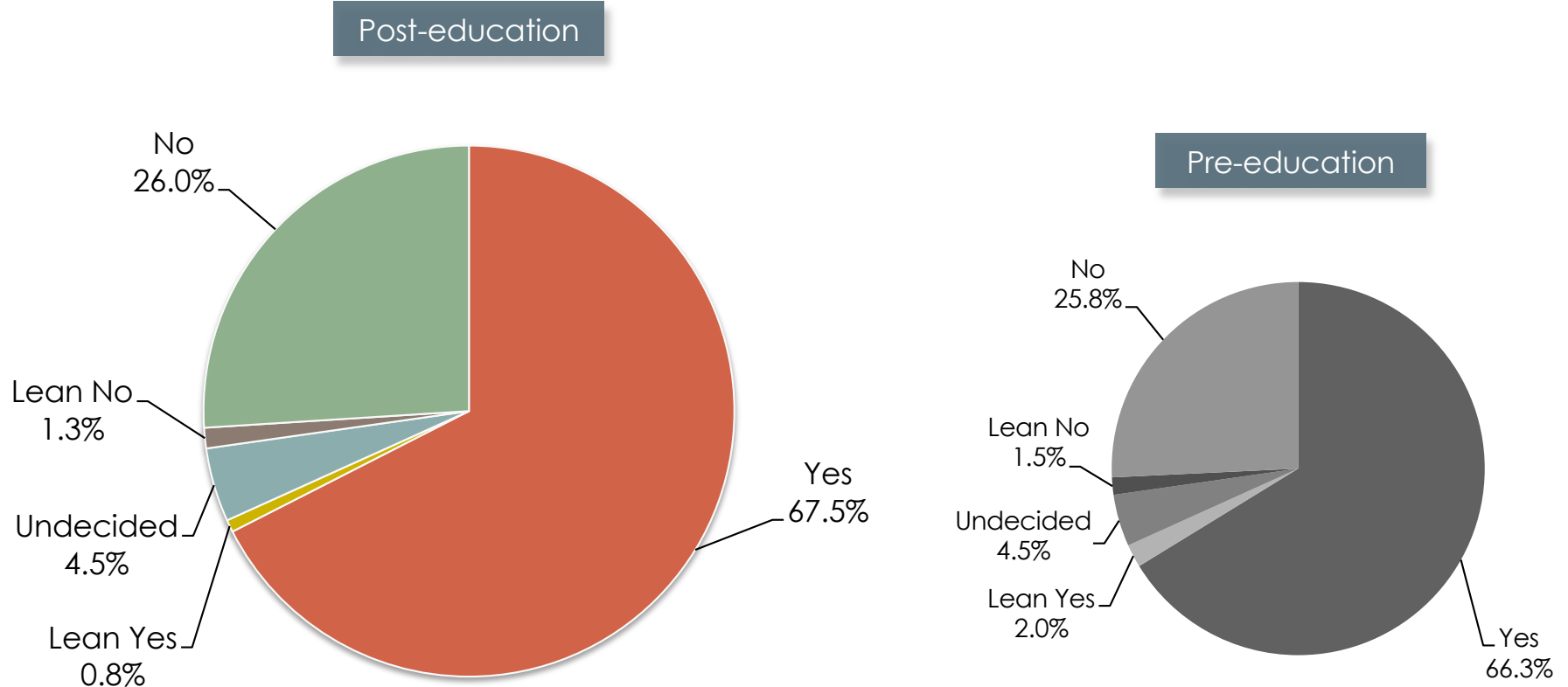
*Split sample (SS) question – 50% of voters surveyed were asked version 1 and 50% were asked version 2

Ballot Measure (Post-education)

Support increased after voter education

Carmichael Rec. & Park District

- ❖ Now that you have heard some more information regarding the proposed measure, projects, and cost, if the election were held today, would you vote YES in favor of the measure or would you vote NO to oppose the measure?



Support by Voter Propensity

Greater support is found among lower propensity voters

Carmichael Rec. & Park District

- ❖ Now that you have heard some more information regarding the proposed measure, projects, and cost, if the election were held today, would you vote YES in favor of the measure or would you vote NO to oppose the measure?

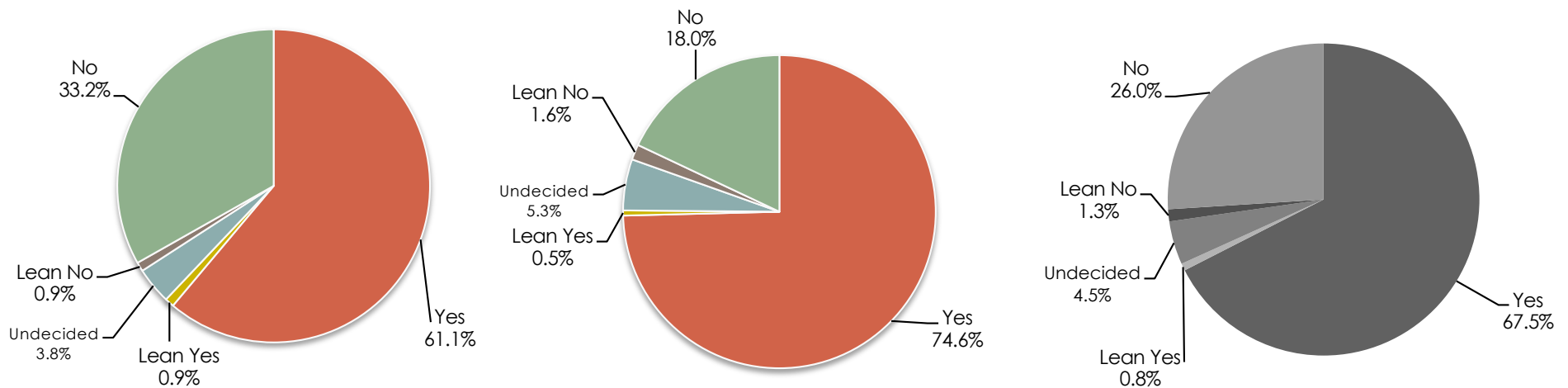
June 2022 Likely Voters

+

November "Only" 2022 Voters

=

Post Benchmark



Conclusions and Recommendations

Conclusions and Recommendations

Over 67% voter support for the proposed measure

Carmichael Rec. & Park District

- ❖ 53% of voters surveyed currently use recreational facilities and/or services provided by the District.
- ❖ 12 of the 25 bond projects tested received the necessary 66.7% voter support.
- ❖ Initial support for the measure was 66.3% Yes (2.0% Lean Yes), with 4.5% Undecided; after education support for the measure was 67.5% Yes (0.8% Lean Yes), with 4.5% Undecided.
- ❖ There was some tax rate sensitivity to the highest rates tested, but the lowest tax rate tested (\$12) received over 66.7% voter support.
- ❖ Support is at the required 66.7% voter approval threshold. We recommend the District to continue to reach out to and educate the community to increase support after education, and plan on placing a bond measure on the November 2022 ballot.