







# **Conejo Recreation & Park District Community Survey Key Findings**



OPINION  
RESEARCH  
& STRATEGY

# Survey Specifics and Methodology

Dates	April 17-27, 2021
Survey Type	Dual-mode Voter Survey
Research Population	Likely Nov 2022 Voters in the District, including 464 likely to participate in June 2022
Total Interviews	582
Margin of Sampling Error	(Full Sample) $\pm 4.4\%$ at the 95% Confidence Level (Half Sample) $\pm 6.2\%$ at the 95% Confidence Level (Likely June 2022) $\pm 4.6\%$ at the 95% Confidence Level (Half Sample for Likely June 2022) $\pm 6.4\%$ at the 95% Confidence Level
Contact Methods	 Telephone Calls  Email Invitations
Data Collection Modes	 Telephone Interviews  Online Survey

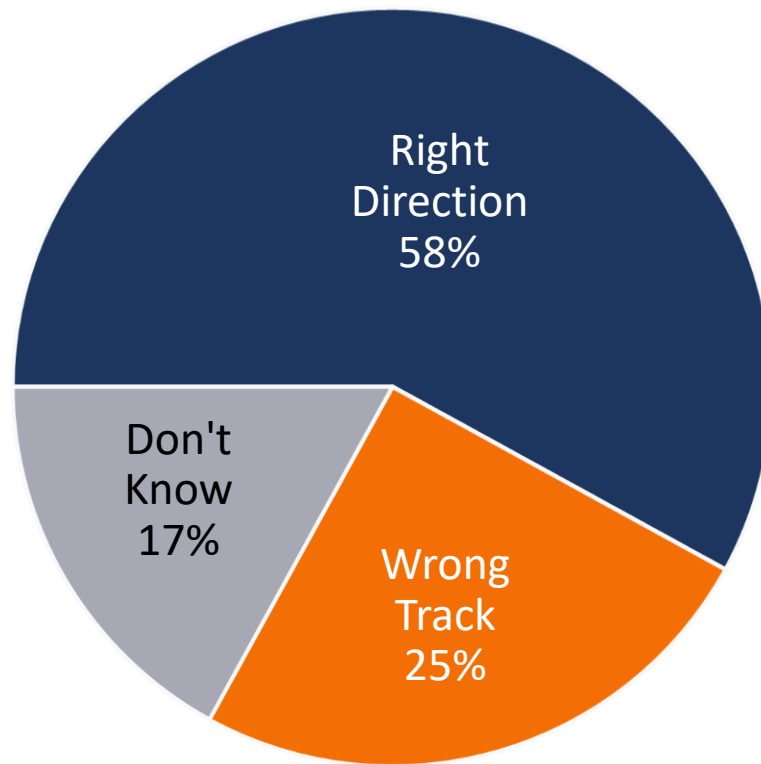
*(Note: Not All Results Will Sum to 100% Due to Rounding)*



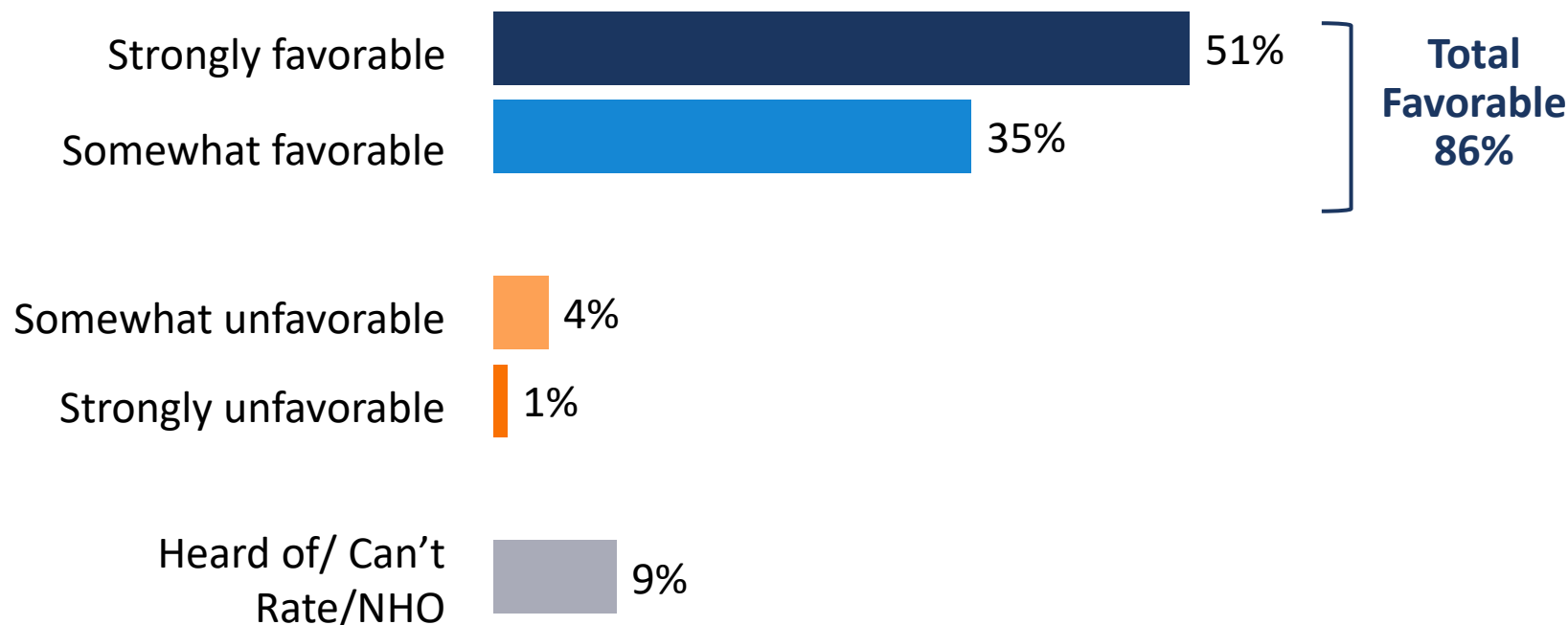
# **Current Environment**

# Almost six-in-ten believe their community is headed in the right direction.

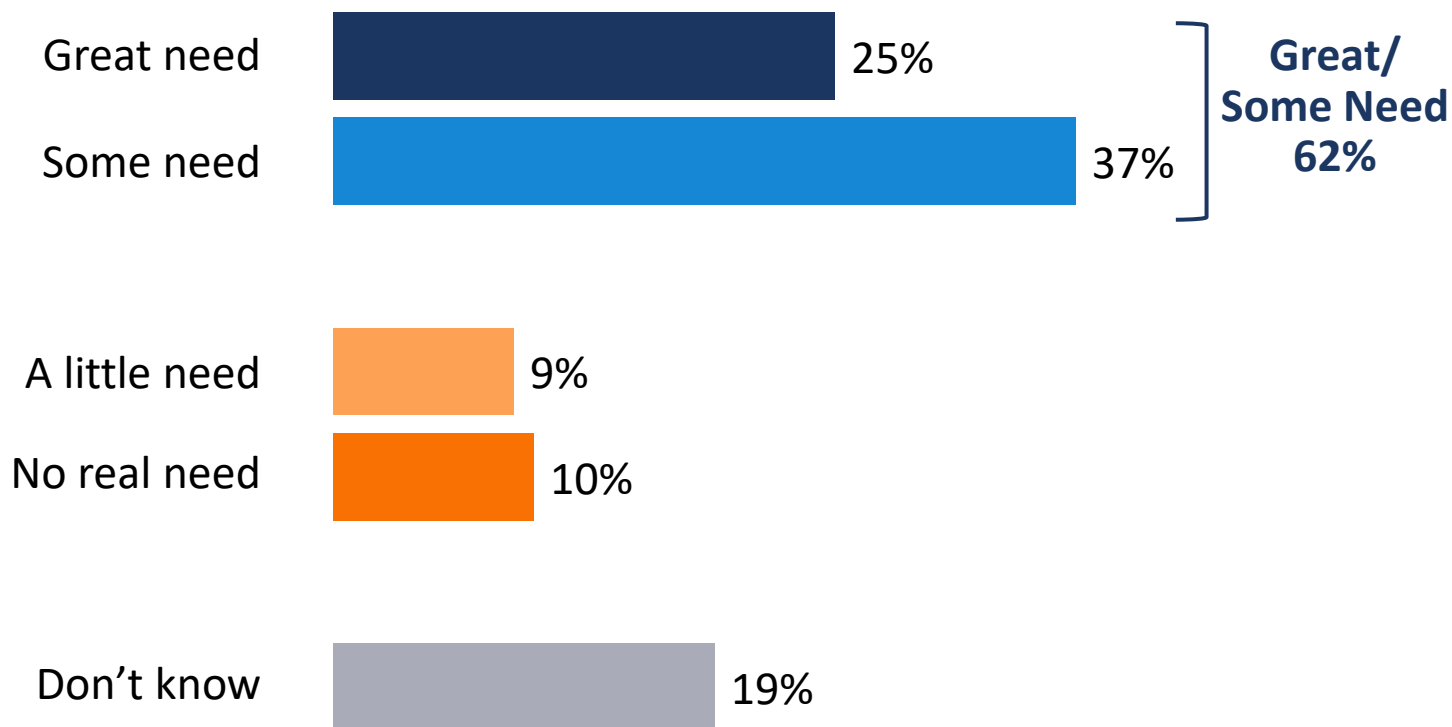
*In thinking about your community in general, would you say things are going in the right direction or would you say they are off on the wrong track?*



# A large majority of voters have favorable opinions of Conejo Recreation and Parks District.



# Six-in-ten recognize the District has a need for additional funding.





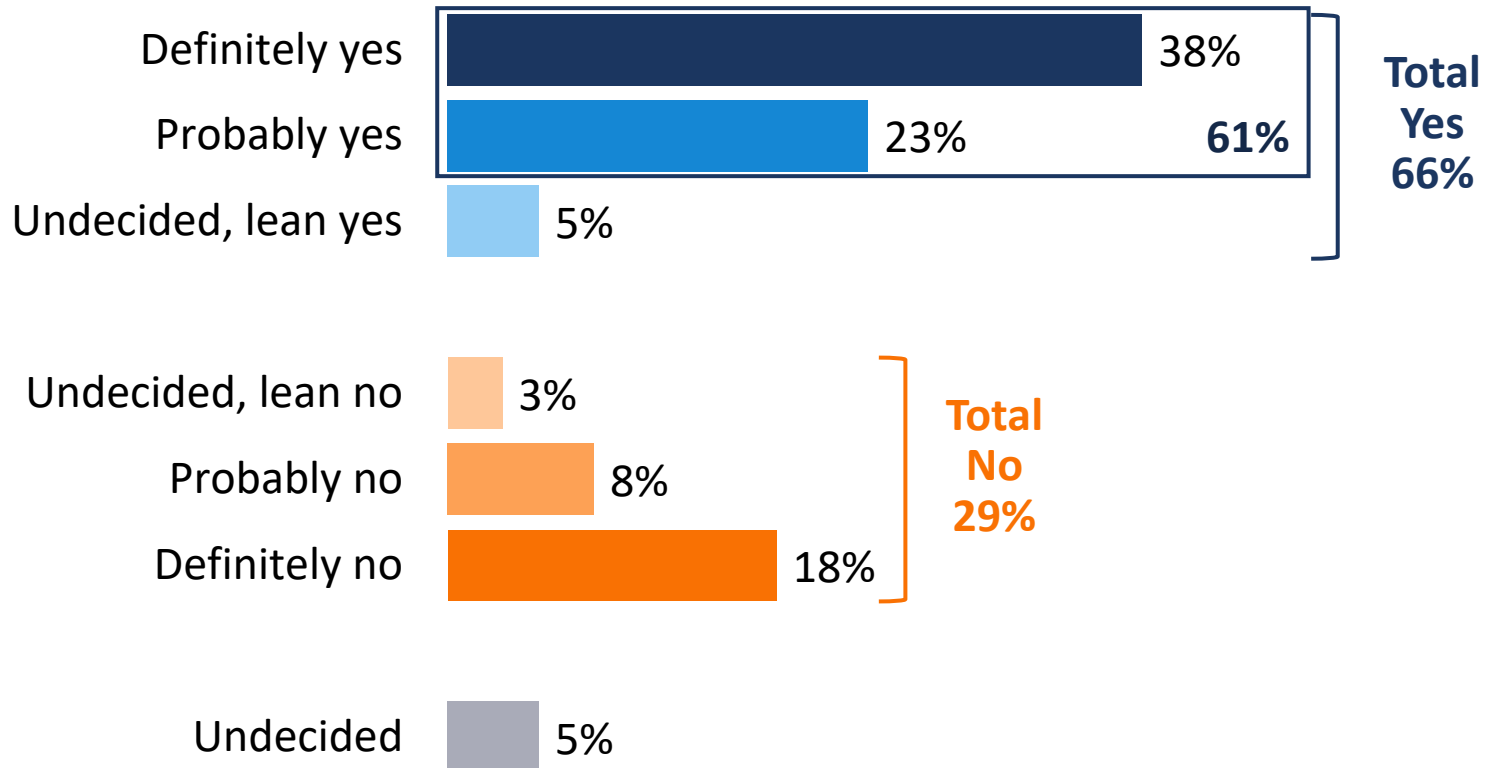
# **Reactions to A Potential Recreation, Parks, Natural Area Protection & Wildfire Prevention Measure**

# Conceptual Recreation, Park, Natural Area Protection; Emergency/ Wildfire Prevention/Response Measure

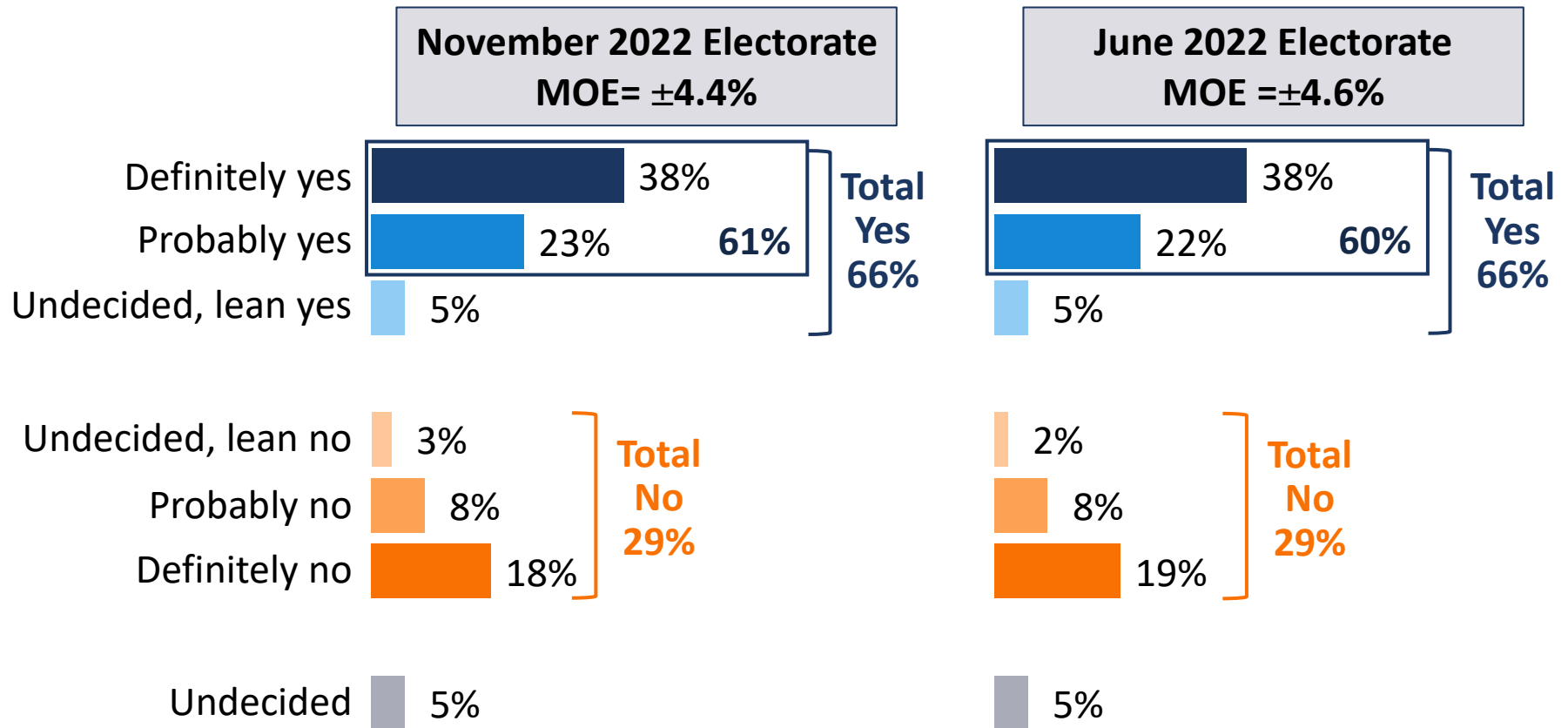
To fund maintaining safe/clean parks, afterschool/ anti-gang/ senior programs; preventing/responding to emergencies/wildfires; helping address homelessness in local parks; upgrading community center safety; protecting natural areas; preventing pollution entering local creeks; shall the Conejo Recreation and Parks District levy 2¢ per building square foot on developed property and ½¢ per land square foot on undeveloped property be adopted, providing approximately \$2,800,000 annually until ended by voters, requiring audits, public disclosure of spending, all funds used locally?



# Initially, two-thirds support the local funding measure.



# There is not a significant difference between those likely to vote in November 2022 and June 2022.





# **Budget Priorities**

# Top priorities include fire prevention, maintaining safe places for children to play and protecting natural areas.

(Ranked by Extremely/Very Important)

■ Ext. Impt.

■ Very Impt.

■ Smwt. Impt.

■ Not Too Impt.

■ Don't Know

**Ext./Very Impt.**

Responding to emergencies and wildfires

52%

36%

8%

88%

Removing dead trees and dried brush that increases fire risks

35%

48%

13%

83%

Continuing to ensure safe places for children to play

46%

35%

14%

81%

Preparing for emergencies and wildfires

50%

30%

13%

5%

80%

Protecting natural areas

38%

41%

13%

5%

79%

Helping address homelessness in local parks

40%

37%

13%

6%

77%

Maintaining safe and clean parks

39%

37%

18%

6%

75%

Protecting open space and natural areas

39%

36%

17%

6%

75%

Preventing pollution from entering local creeks

43%

30%

19%

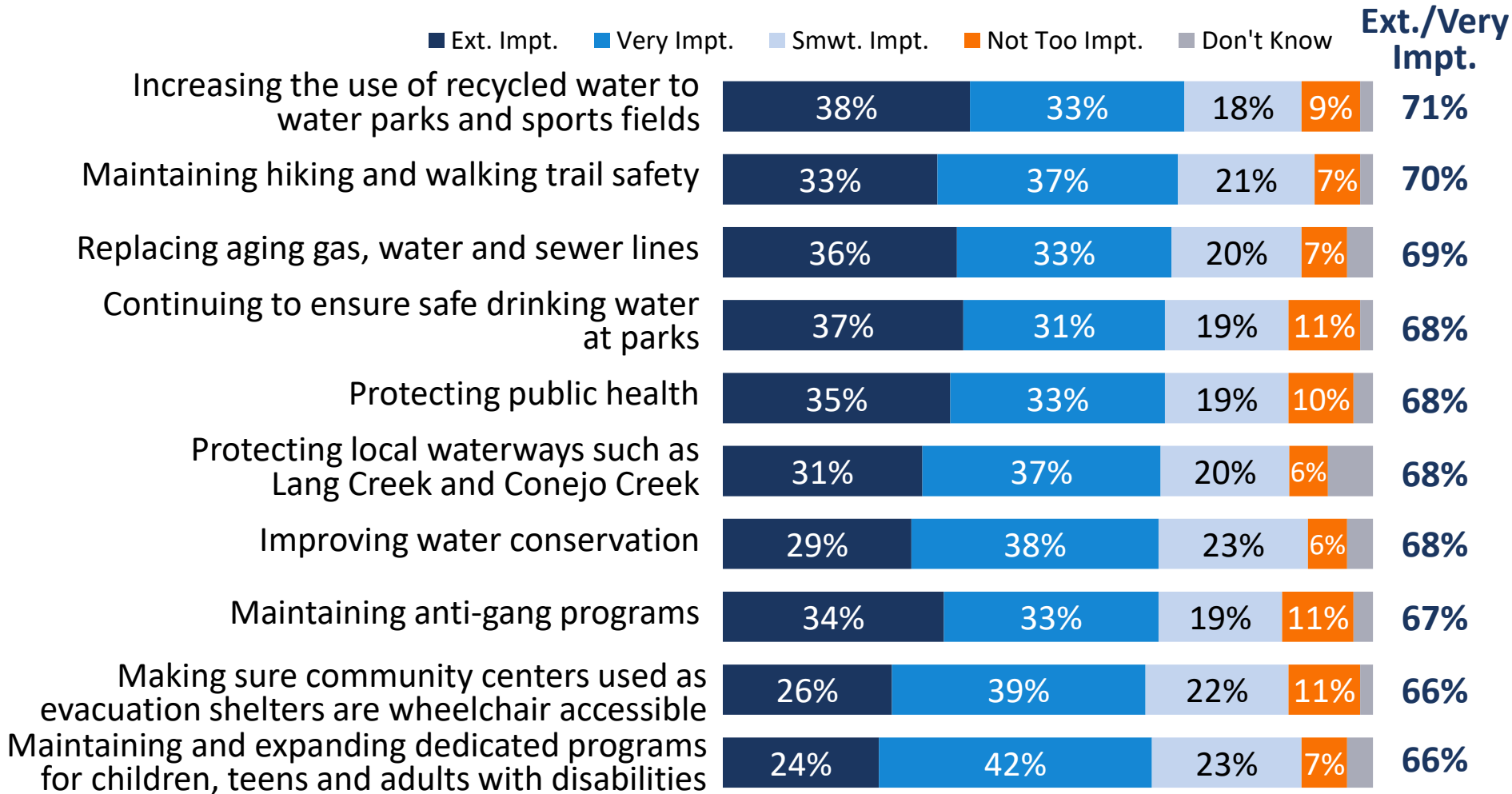
5%

74%

I am going to read you a list of individual features and provisions that might be included in a potential measure. Regardless of how you feel about this measure, please tell me how important it is to you that it be included. Is it extremely important, very important, somewhat important, or not too important? Split Sample

# Continued

(Ranked by Extremely/Very Important)



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# Continued

(Ranked by Extremely/Very Important)

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know

**Ext./Very  
Impt.**

Cleaning up local creeks

33%

32%

27%

6%

65%

Removing invasive weeds that damage local fauna and increase risk of fire

33%

32%

23%

11%

65%

Maintaining tutoring programs in reading, writing, and math for at-risk youth

31%

34%

19%

12%

65%

Maintaining hiking and walking trails

28%

37%

28%

6%

65%

Maintaining safe playground equipment

24%

41%

28%

6%

65%

Upgrading fire alarms, smoke detectors, and sprinkler systems in emergency evacuation centers

28%

36%

20%

14%

64%

Maintaining and expanding afterschool programs

31%

32%

22%

12%

62%

Maintaining afterschool programs

25%

36%

28%

7%

62%

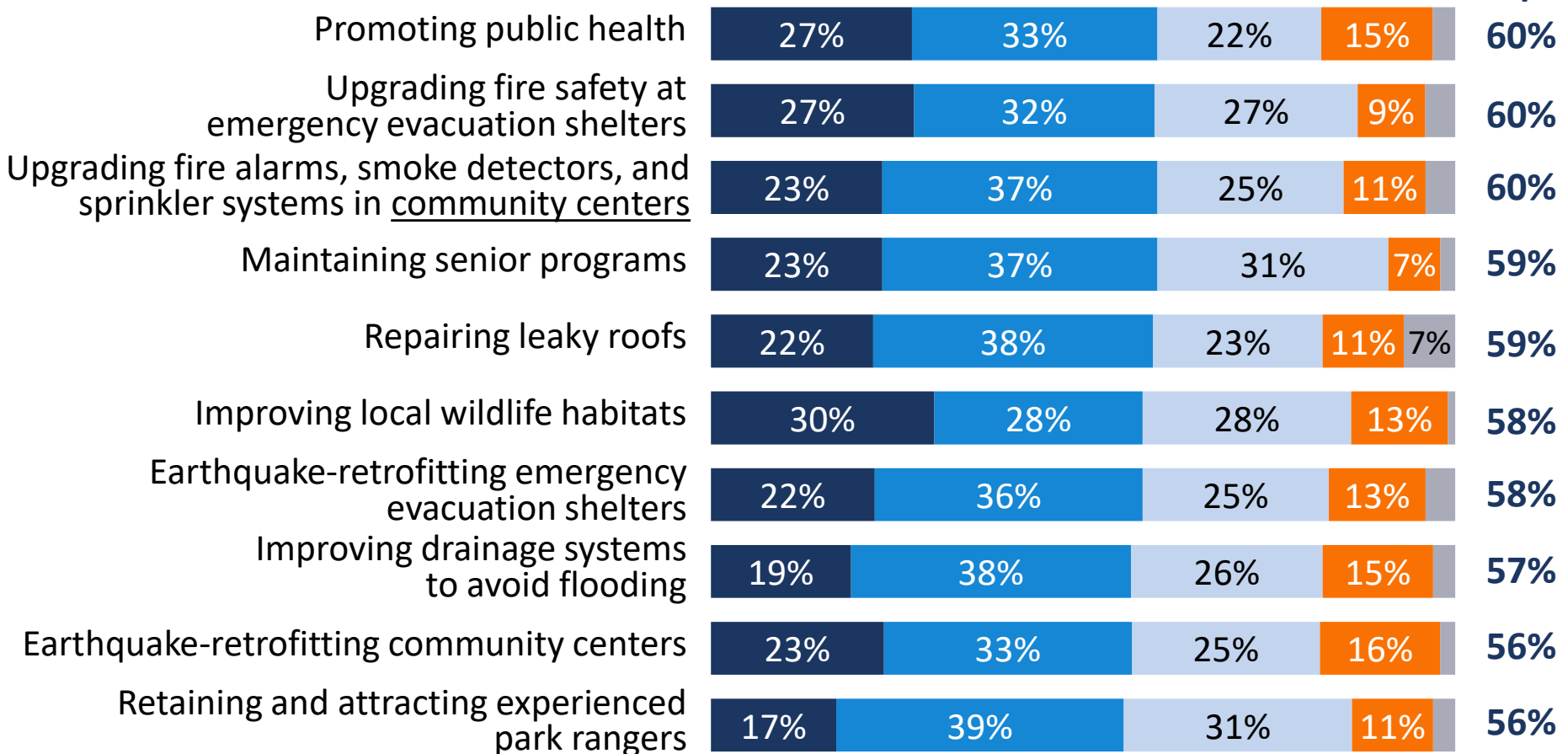
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(Ranked by Extremely/Very Important)

Ext./Very  
Impt.

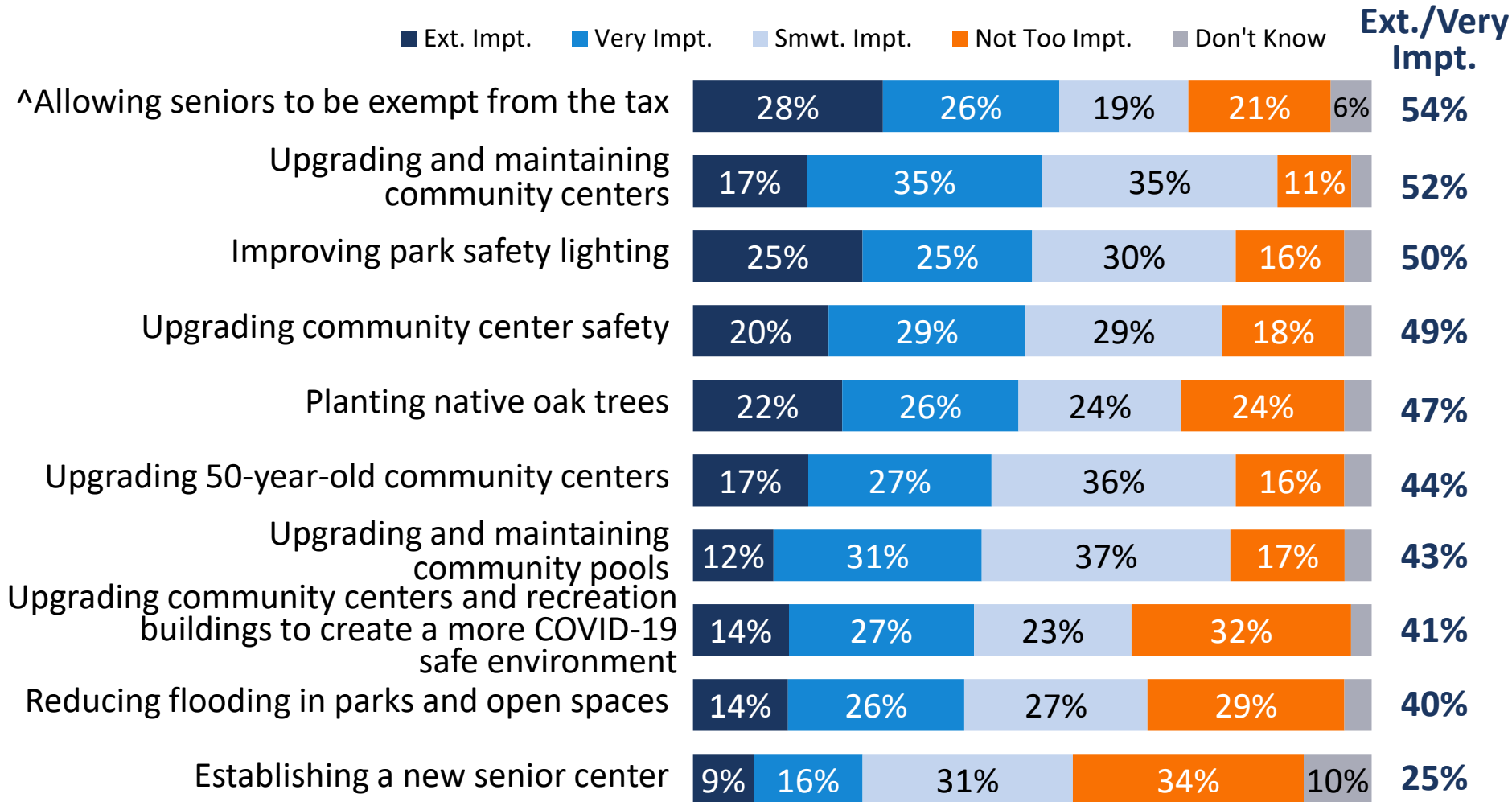
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**For more information,  
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