

**TO** All Interested Parties

**FROM** FM3 Research

**RE:** Conejo Recreation and Parks District Community Survey Key Findings

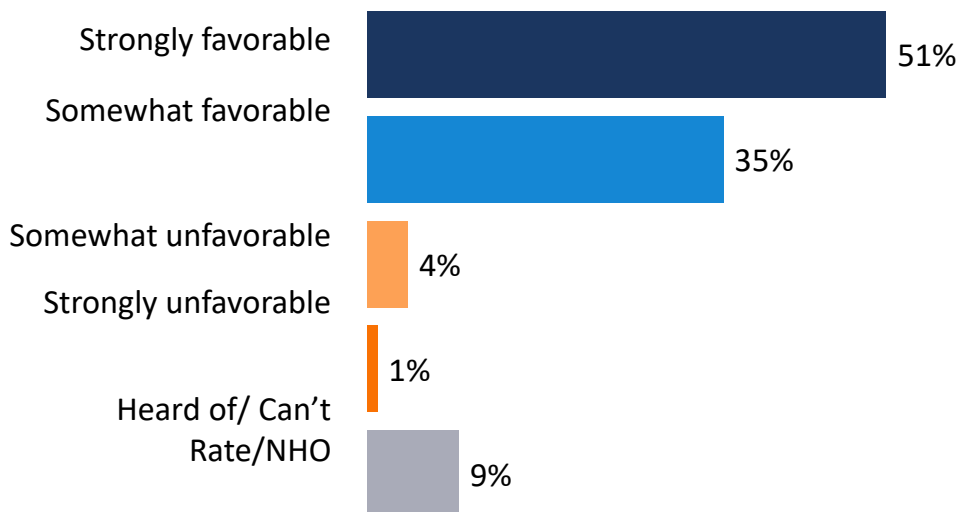
**DATE** September 9, 2021

Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently conducted a survey of 582<sup>1</sup> respondents living in the Conejo Recreation and Parks District’s area of service to examine the local population's general attitudes and concerns about the District. **The study found that while a majority have favorable views of the District, they also believe the District has a need for additional funding, and would prioritize funding for fire prevention, maintaining safe spaces for children to play, and protecting natural areas.**

Key findings include:

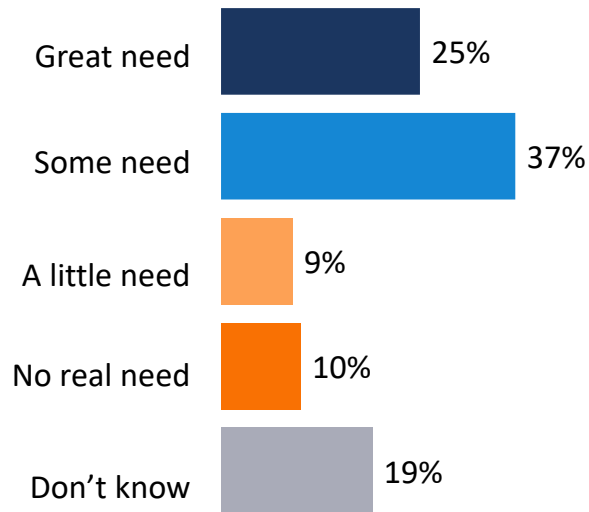
- **Nearly nine-in-ten have a favorable view of Conejo Recreation and Parks District.** Overall, half of all respondents have a strongly favorable view of the District, and slightly more than a third have a somewhat favorable view. In comparison, just five percent have either a somewhat or strongly unfavorable view of the District, while about one-in-ten are unsure.

**Figure 1: Favorability Views of Conejo Recreation and Parks District**



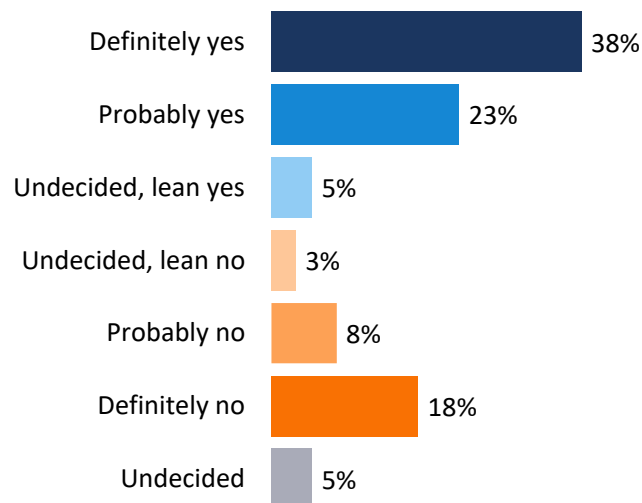
- **A majority also recognize the District has a need for additional funding.** In total, 62% believe the District has an additional need for funding, with a quarter saying that need is great. In contrast, just 10% believe the District has no real need, while about one-in-five (19%) are unsure or don't know.

**Figure 2: Perception of Need for Additional Funding**



- **Two-thirds support a potential parks funding measure for the District, meeting the required threshold for passage.** Thirty-eight percent of all respondents would definitely vote yes in support of the potential measure, while just under a quarter (23%) would probably vote yes, and an additional five percent lean in favor of the measure, culminating in 66% overall support. In contrast, less than a third would vote no against the measure, including fewer than one-in-five (18%) indicating they would definitely vote against it.

**Figure 3: Support for a Potential Parks Funding Measure is at the Two-Thirds Threshold**



- Respondents understand many of the services provided by Conejo Recreation and Parks District are important to fund, prioritizing fire prevention, maintaining safe places for children to play, and protecting natural areas.** Nearly nine-in-ten respondents (88%) indicated using potential funds to respond to “emergencies and wildfires” was “extremely” or “very” important, while over eight-in-ten (83%) indicated the same about “removing dead trees and dried brush that increase fire risks.” Additionally, eight-in-ten (81%) also ranked “continuing to ensure safe places for children to play” as “extremely” or “very” important to fund, while nearly eight-in-ten (79%) prioritized “protecting natural areas.” **Figure 4** below and on the following page shows other services or projects that were prioritized as “extremely” or “very important” to fund by over three-fourths of respondents.

**Figure 4: Most Important Services or Projects to Fund**  
(Ranked by “Extremely” or “Very Important”)

Service or Project	Ranked as “Extremely” or “Very Important” to Fund
<i>Responding to emergencies and wildfires</i>	88%
<i>Removing dead trees and dried brush that increases fire risks</i>	83%
<i>Continuing to ensure safe places for children to play</i>	81%
<i>Protecting natural areas</i>	79%
<i>Helping address homelessness in local parks</i>	77%
<i>Maintaining safe and clean parks</i>	75%
<i>Preventing pollution from entering local creeks</i>	74%
<i>Increasing the use of recycled water to water parks and sports fields</i>	71%
<i>Maintaining hiking and walking trail safety</i>	70%

Overall, a vast majority of respondents understand the District has a need for additional funds. Two-thirds would support a local Parks Funding measure, meeting the threshold requirement for such a measure, and respondents prioritize funding for services provided by the District such as responding to emergencies and wildfire, continuing to ensure safe places for children to play, and protecting natural areas.

<sup>i</sup> Fairbank, Maslin, Maullin, Metz & Associates (FM3) conducted a dual-mode (online and phone-landline and cell) survey between April 17th-27th, 2021, among 582 voters registered in the Conejo Recreation and Parks District’s area of service, who are also likely to participate in a November 2022 election. Out of those 582 participants, 464 are also likely to participate in the June 2022 Primary. The margin of error for the full sample is +/- 4.4% with a 95% confidence level. Margins of error for population subgroups will be higher. Some percentages may not sum to 100% due to rounding.