



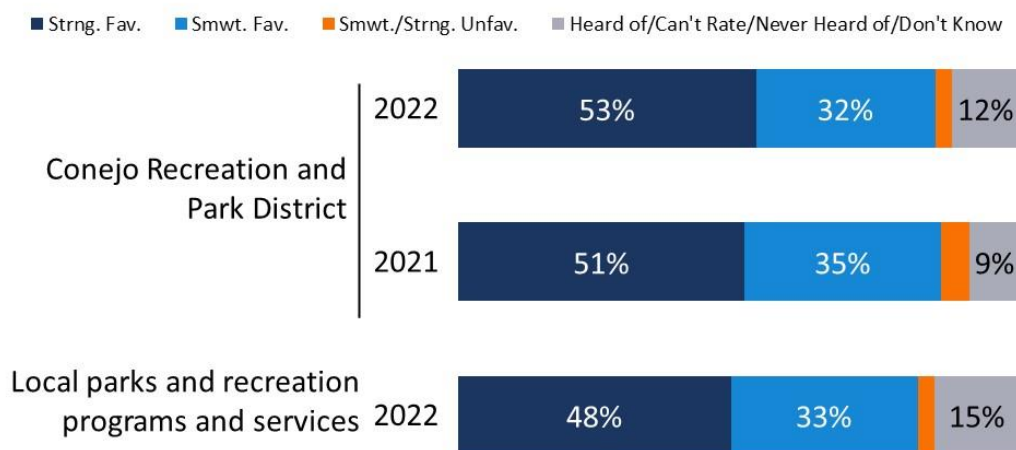
TO All Interested Parties
FROM FM3 Research
RE: Conejo Recreation and Parks District Community Survey Key Findings
DATE June 13, 2022

Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently conducted a survey of 610¹ 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 most continue to have favorable views of the District. However, a majority also believes the District has a need for additional funding, and would prioritize funding for fire prevention, maintaining safe drinking water, and providing safe spaces for children to play.**

Key findings include:

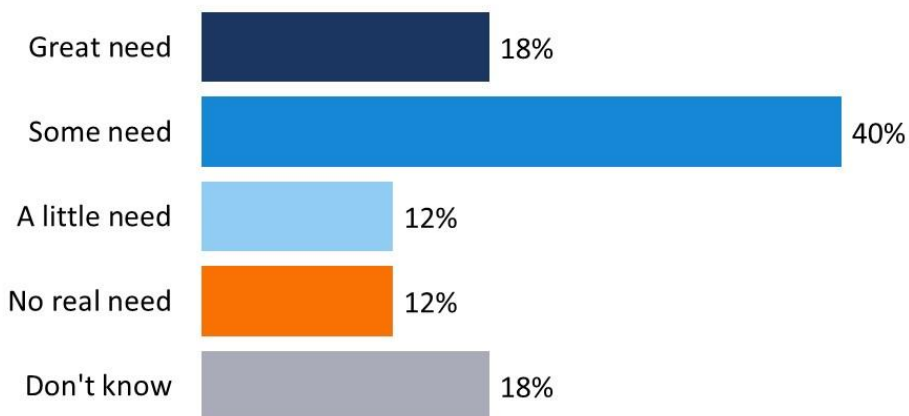
- **Over eight-in-ten (85%) continue have a favorable view of Conejo Recreation and Parks District and local parks and recreation programs.** The District’s favorability ratings continue to be overwhelmingly positive, with over half stating they have a strongly favorable opinion (53%) and about a third a somewhat favorable opinion (32%). These ratings have remained fairly consistent since Spring of 2021, where 81% of respondents indicated having a strongly or somewhat favorable opinion of the District. Today, nearly half also have a strongly favorable view of local parks and recreation programs and services (48%), while an additional third (33%) indicate having a somewhat favorable opinion.

Figure 1: Favorability Views of Conejo Recreation and Parks District



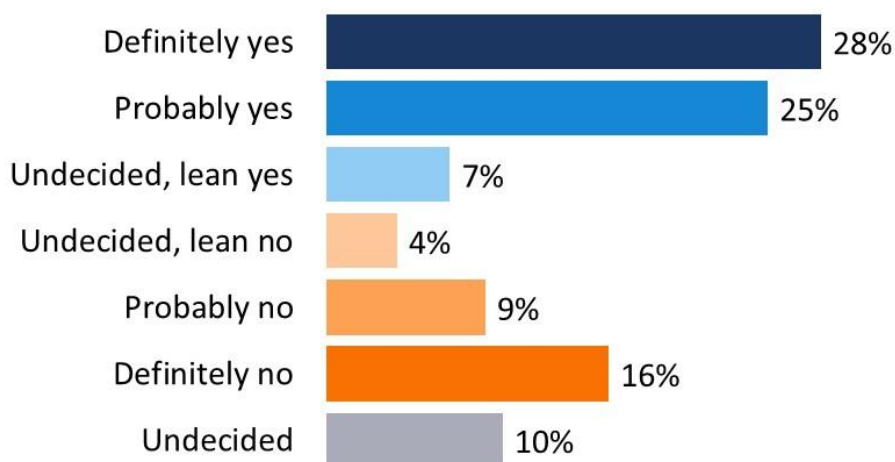
- A majority recognize the District has a need for additional funding.** In total, 58% believe the District has a great or some need for additional need for funding, with an additional 12% indicating it has a little need. In contrast, just 12% believe the District has no real need, while about one-in-five (18%) are unsure or don't know.

Figure 2: Perception of Need for Additional Funding



- Six-in-ten support a potential parcel tax measure to raise funds for the Conejo Recreation and Parks District.** Over a quarter indicate they would “definitely” vote yes on the potential measure (28%) while an additional quarter indicate they would “probably” vote yes, and seven percent leaned towards also supporting the measure. In contrast, less than one-in-five indicated they would “definitely” vote no against the measure, while 13% indicated they would “probably” vote no or leaned against it. One-in-ten (10%) remain undecided on the measure.

Figure 3: Support for a Potential Parcel Tax Measure with a Two-Thirds Threshold



- Respondents prioritize the District’s spending on preventing and responding to emergencies and wildfires; maintaining safe drinking water; providing children safe places to play; and helping keep bathrooms, playgrounds and facilities clean, well-maintained and safe for community use. Over eight-in-ten indicate that all four projects are extremely or very important to fund. Some of the other projects which were also extremely or very important to fund among at least three-fourths include removing dead trees and dried brush that increases fire risks, addressing homelessness in parks, increasing the use of recycled water to water parks and sports fields, and protecting natural areas. See **Figure 4** for a list of additional projects that ranked highly as extremely or very important to fund.

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>Preventing and responding to emergencies and wildfires</i>	85%
<i>Maintaining safe drinking water</i>	84%
<i>Providing children safe places to play</i>	82%
<i>Helping keep bathrooms, playgrounds and facilities clean, well-maintained and safe for community use</i>	82%
<i>Removing dead trees and dried brush that increases fire risks</i>	77%
<i>Addressing homelessness in parks</i>	75%
<i>Increasing the use of recycled water to water parks and sports fields</i>	75%
<i>Protecting natural areas</i>	75%
<i>Helping ensure safe and clean parks and recreational</i>	74%
<i>Preventing pollution entering creeks</i>	73%
<i>Improving water conservation</i>	72%

Overall, a vast majority of respondents continue to have favorable opinions of the District and the local parks and recreational programs and services. Over half also believe the District has a need for additional funding, and six-in-ten would support a parcel tax measure for the District. Some of the projects which respondents prioritize spending for include preventing wildfires, maintaining safe drinking water, and providing safe places for children to play and the community to use.

¹ Fairbank, Maslin, Maullin, Metz & Associates (FM3) conducted a dual-mode (online and phone-landline and cell) survey between May 9-19, 2022, among 610 voters registered in the Conejo Recreation and Parks District's area of service, who are also likely to participate in a November 2022 election. 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.