








Conejo Recreation & Park District Community Survey Key Findings



OPINION
RESEARCH
& STRATEGY

Survey Specifics and Methodology

Dates	May 9-19, 2022
Survey Type	Dual-mode Voter Survey
Research Population	Potential Conejo Recreation and Park District Facilities District No. 1 Parks, Recreation, Open Space Safety Services Likely to Vote in November 2022
Total Interviews	610
Margin of Sampling Error	(Full Sample) $\pm 4.4\%$ at the 95% Confidence Level (Half Sample) $\pm 6.2\%$ at the 95% Confidence Level
Contact Methods	 Telephone Calls  Email Invitations  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews
Tracked Survey	April 2021

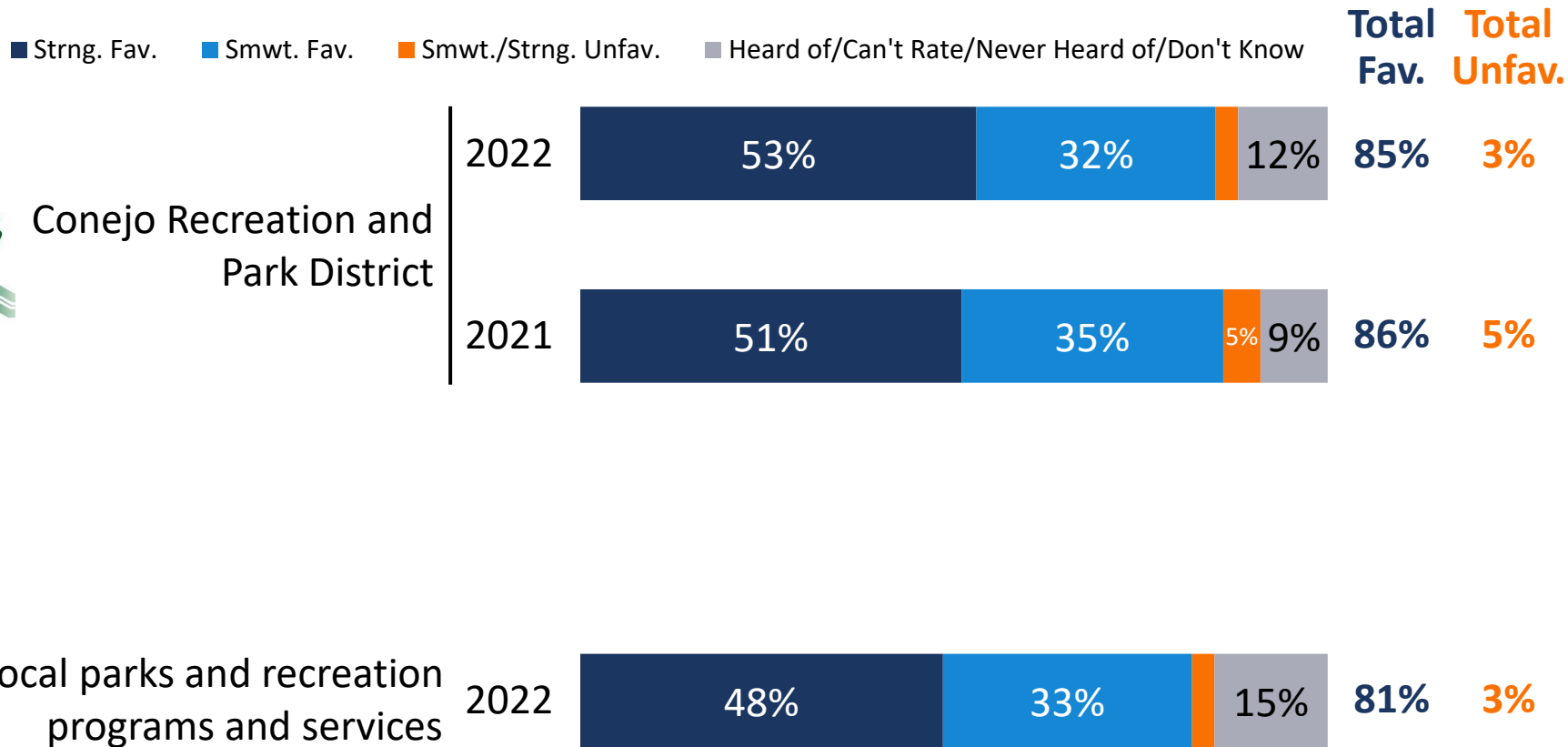
(Note: Not All Results Will Sum to 100% Due to Rounding)



Perceptions of the District

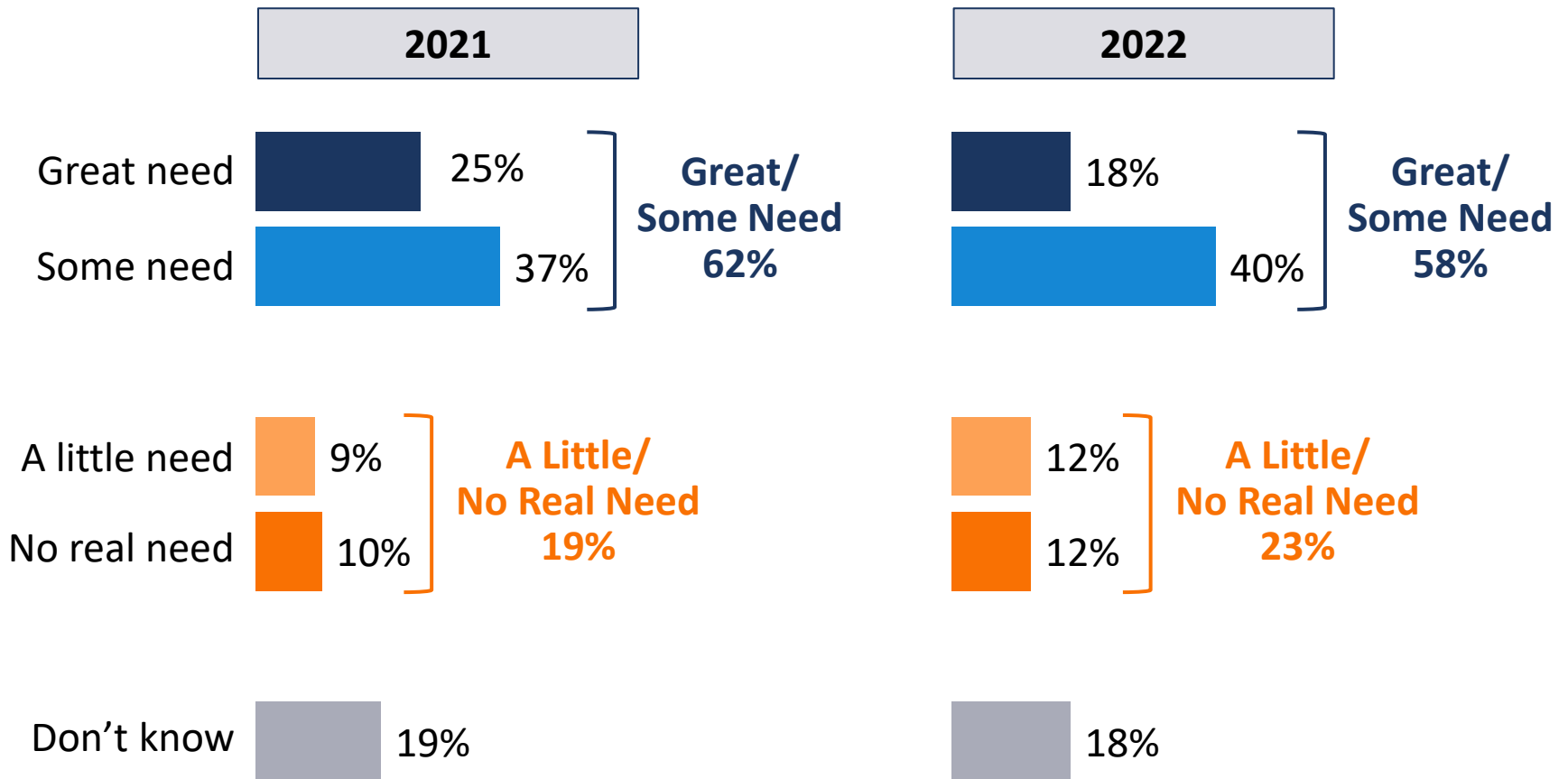
The vast majority continue to have favorable views of the District; local parks and recreation programs and services are also viewed favorably by a high percentage.

(Ranked by Total Favorable)



Conejo Recreation and Park District

Overall perceptions of the need for additional funds are similar to 2021.





Interest in a Potential Local Revenue Measure

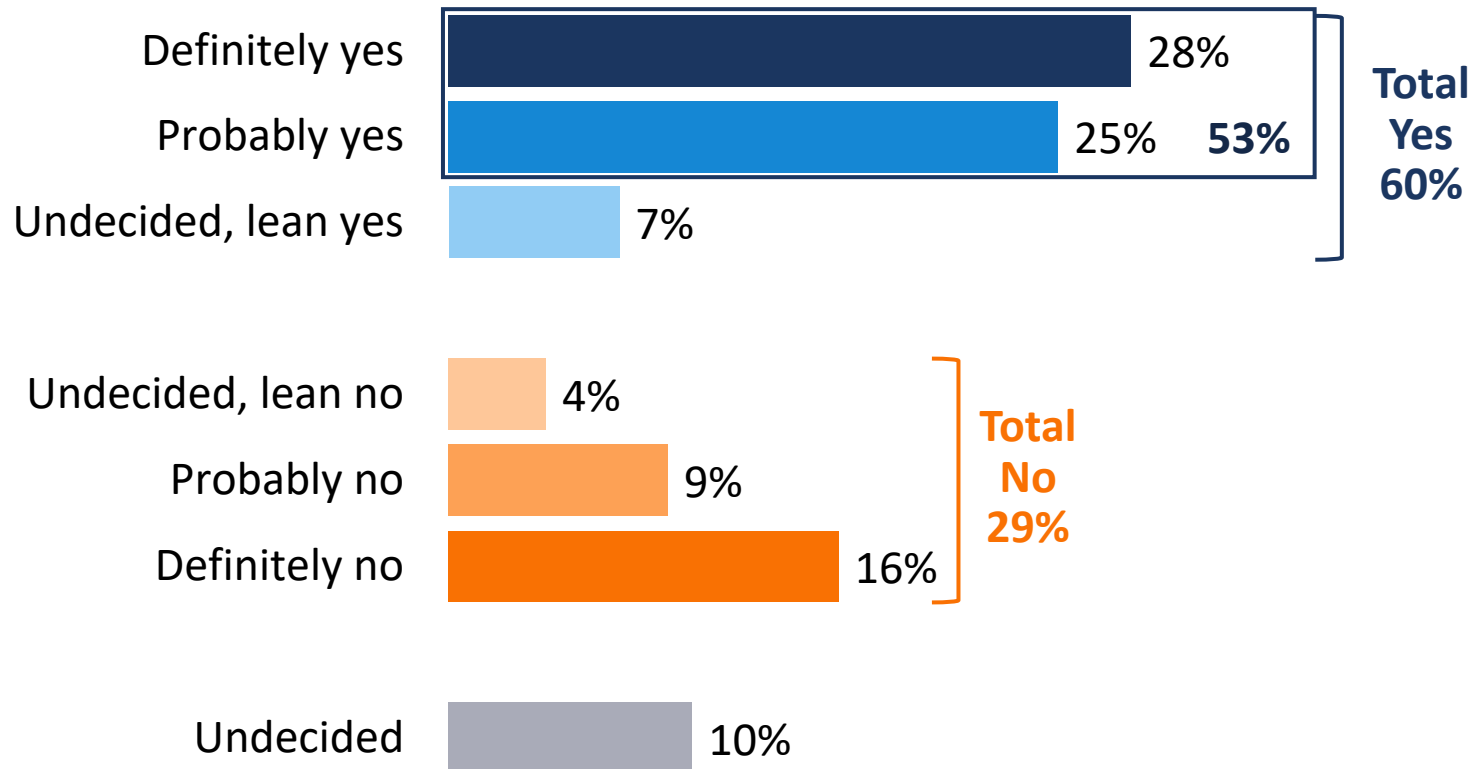
Hypothetical Two-Thirds Requirement Ballot Title and Measure Summary

(As Approved by Counsel)

Recreation, Park, Natural Area Protection; Emergency/Wildfire Prevention/Response Measure, may read as follows:

To help ensure safe clean parks recreational areas; provide children safe places to play; prevent respond to emergencies wildfires; address homelessness in parks; protect natural areas; prevent pollution entering creeks; shall Conejo Recreation and Park Community Facilities District No.1 Parks, Recreation, Open Space, Safety Services annually levy 2¢ per building square footage, rates and authorized services described in the Rate and Method of Apportionment, be adopted, until ended by voters, with an annual revenue/appropriation limit of \$2,400,000 in the fiscal Year 2023-2024, requiring audits public spending disclosure, funds used locally?

Approximately six-in-ten initially support the measure, with slightly less than three-in-ten having said they would definitely vote yes.

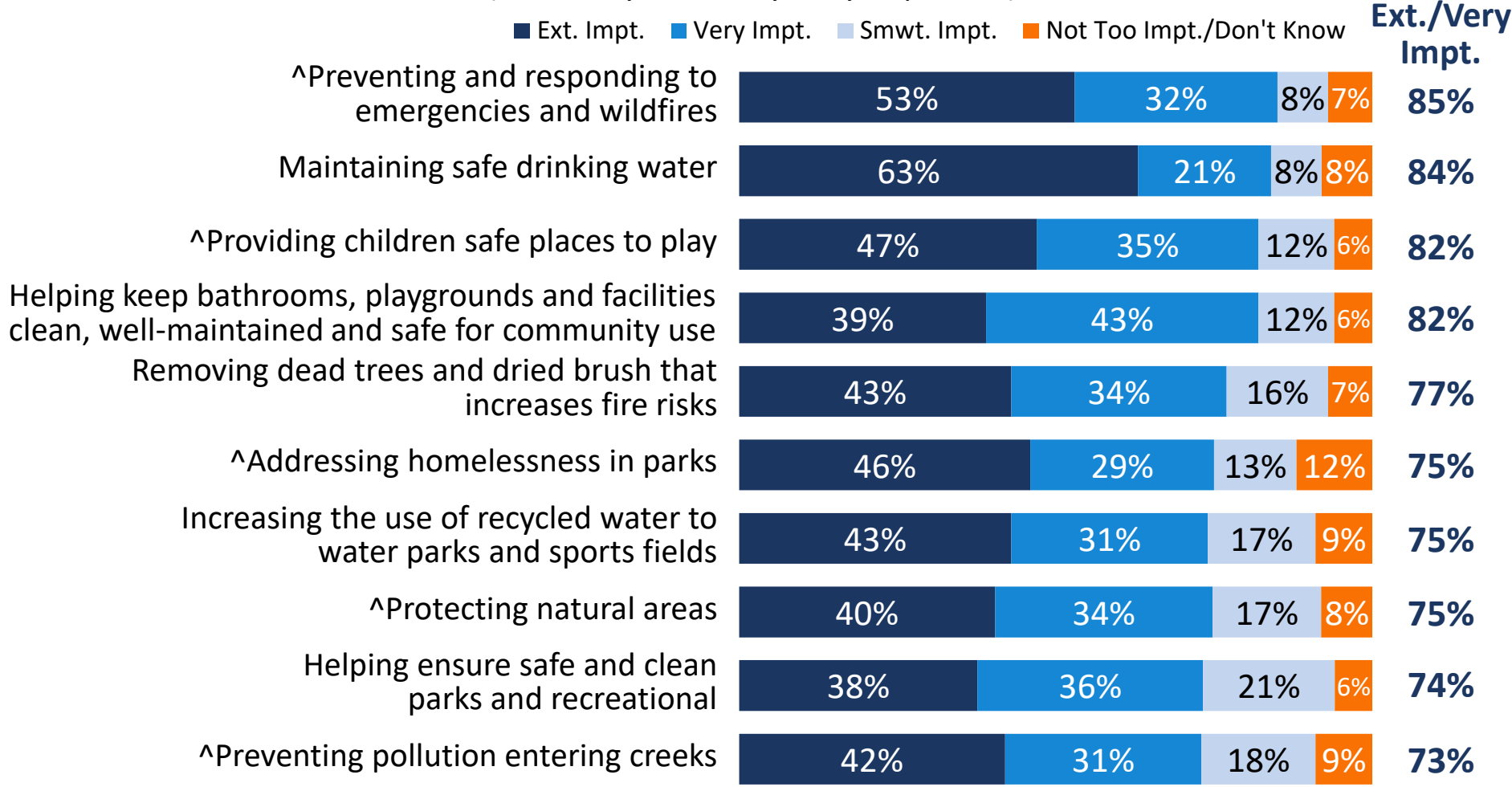




Community Service Program and Infrastructure Priorities

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 are among leading measure priorities.

(Ranked by Extremely/Very Important)



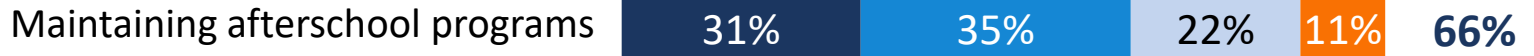
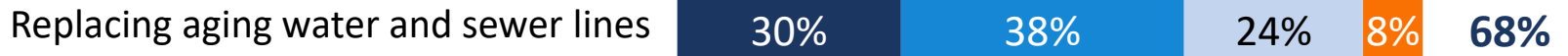
I am going to read you a list of individual features and provisions that might be included in a potential measure. Regardless of how you feel about this measure, please tell me how important it is to you that it be included. Is it extremely important, very important, somewhat important, or not too important?

^Not Part of Split Sample

Continued

(Ranked by Extremely/Very Important)

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



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