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# Truckee Donner Recreation and Park District Revenue Measure Feasibility Survey

Conducted June 2011

# Overview and Research Objectives

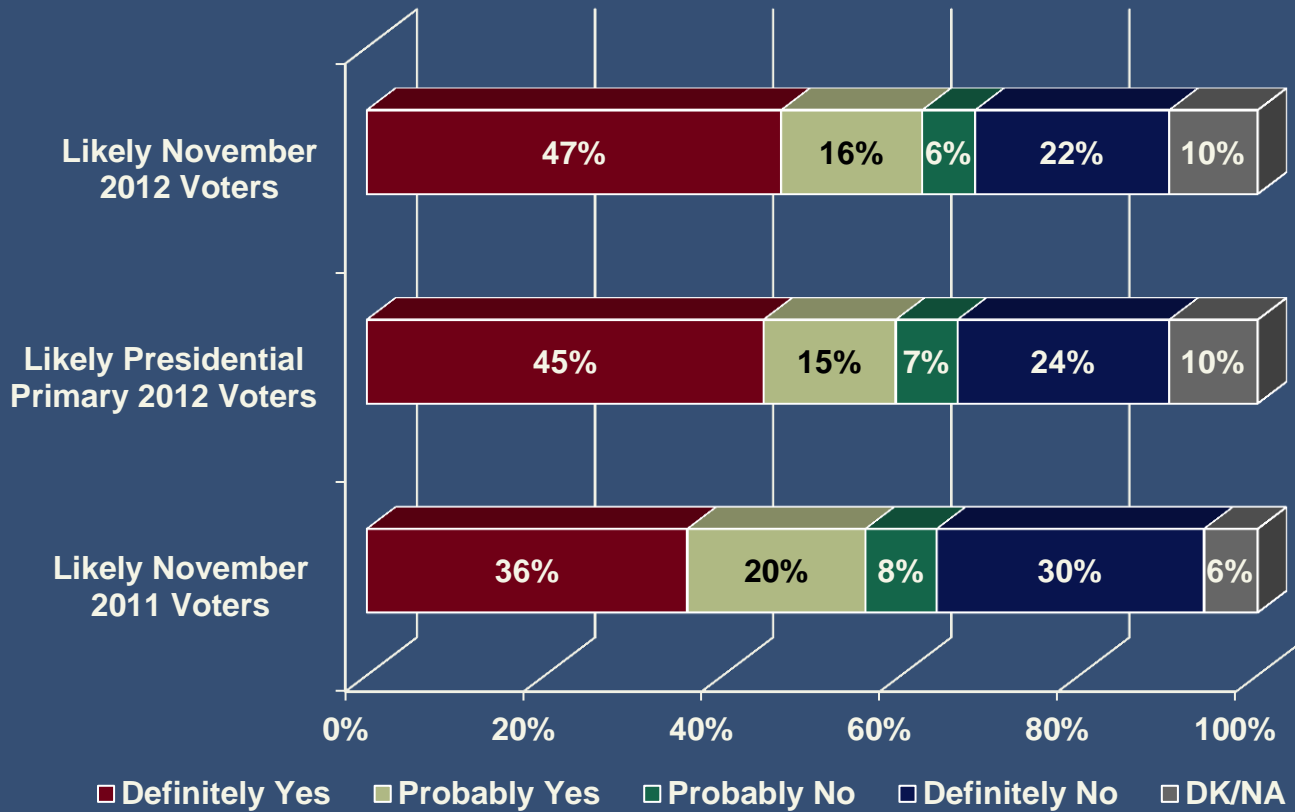
The Truckee Donner Recreation and Park Department commissioned Godbe Research to conduct a survey with the following research objectives:

- Assess potential voter support for a bond measure to improve park and recreation facilities in the area;
- Identify the optimum tax rate at which voters will support the measure;
- Prioritize potential programs to be funded based on voter reception;
- Test the influence of supporting and opposing arguments on potential voter support; and
- Identify any differences in support due to demographic or voter behavioral characteristics.

# Methodology Overview

- Data Collection Telephone Interviewing
- Universe 8,359 registered voters in the Truckee Donner Recreation and Park District who are likely to vote in the November 2012 election.
- Fielding Dates June 18 through June 21, 2011
- Interview Length 15 minutes
- Sample Size 300
- Margin of Error
  - ± 5.6% for likely November 2012 voters (n=300)
  - ± 6.1% for likely Presidential Primary 2012 voters (n=250)
  - ± 6.7% for likely November 2011 voters (n=200)

# Uninformed Support

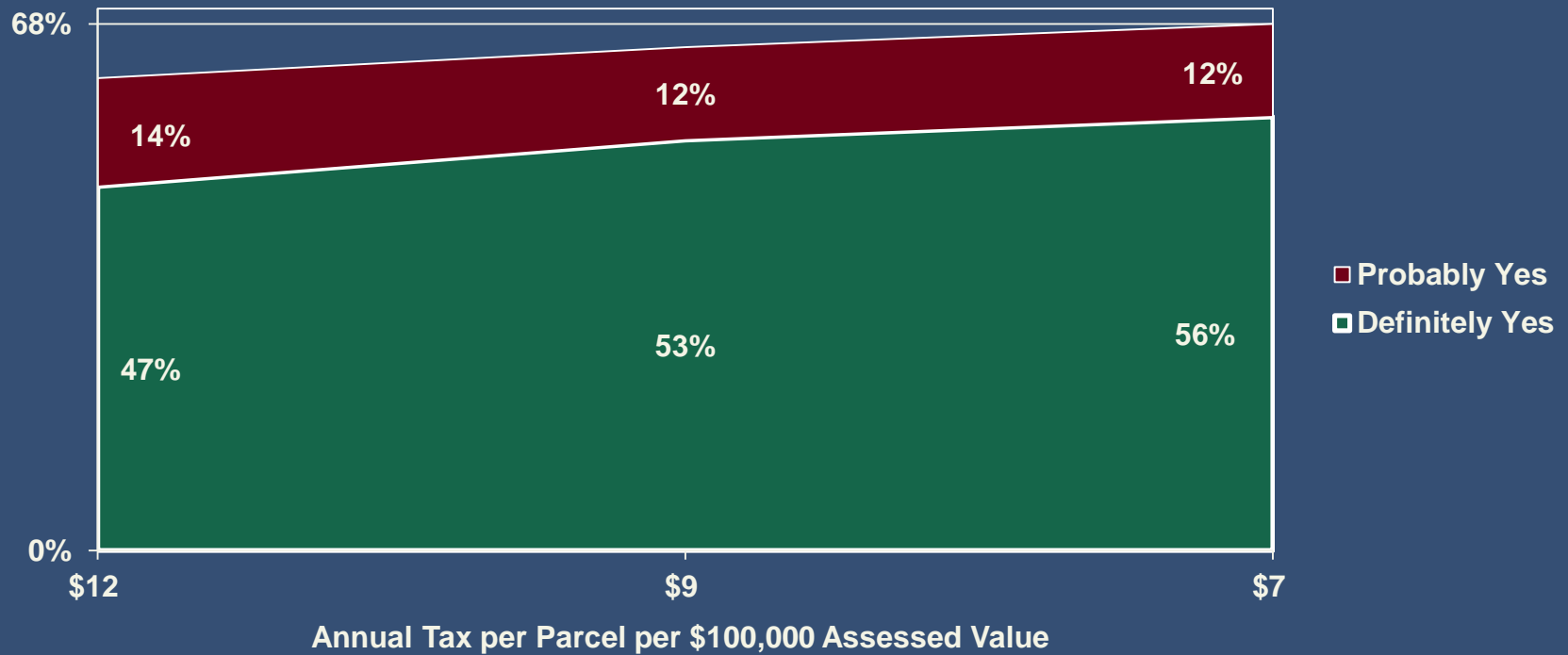


To improve our quality of life in the Truckee-Donner area, create local jobs and economic activity, and provide year-round recreation, including:

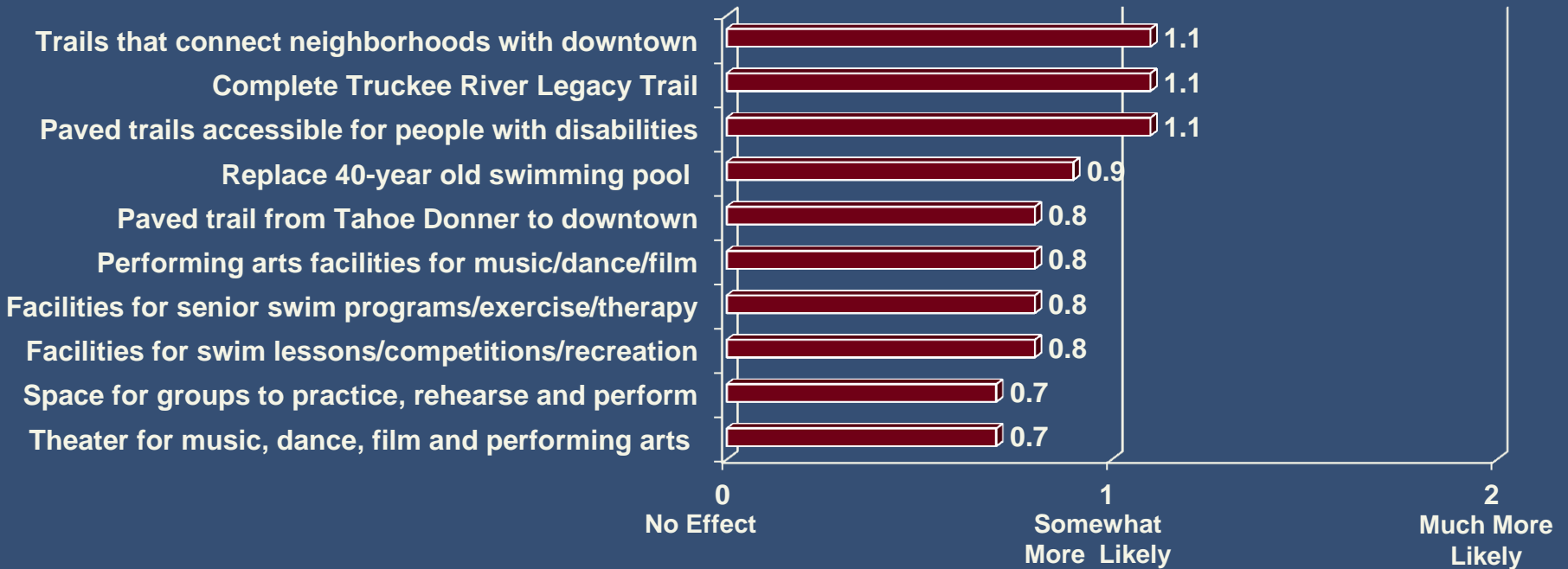
- Paved walking, hiking and biking trails;
- Facilities for music, dance, film and performing arts programs; and,
- A year-round swim facility for children, adults and seniors;

Shall Truckee Donner Recreation and Park District issue \$14 million in bonds that must be used locally and cannot be taken away by the state, with mandatory audits, independent oversight and no money for administrator salaries?

# Support for Different Rates



# Features of the Measure



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.

# Features of the Measure Subgroup Comparisons

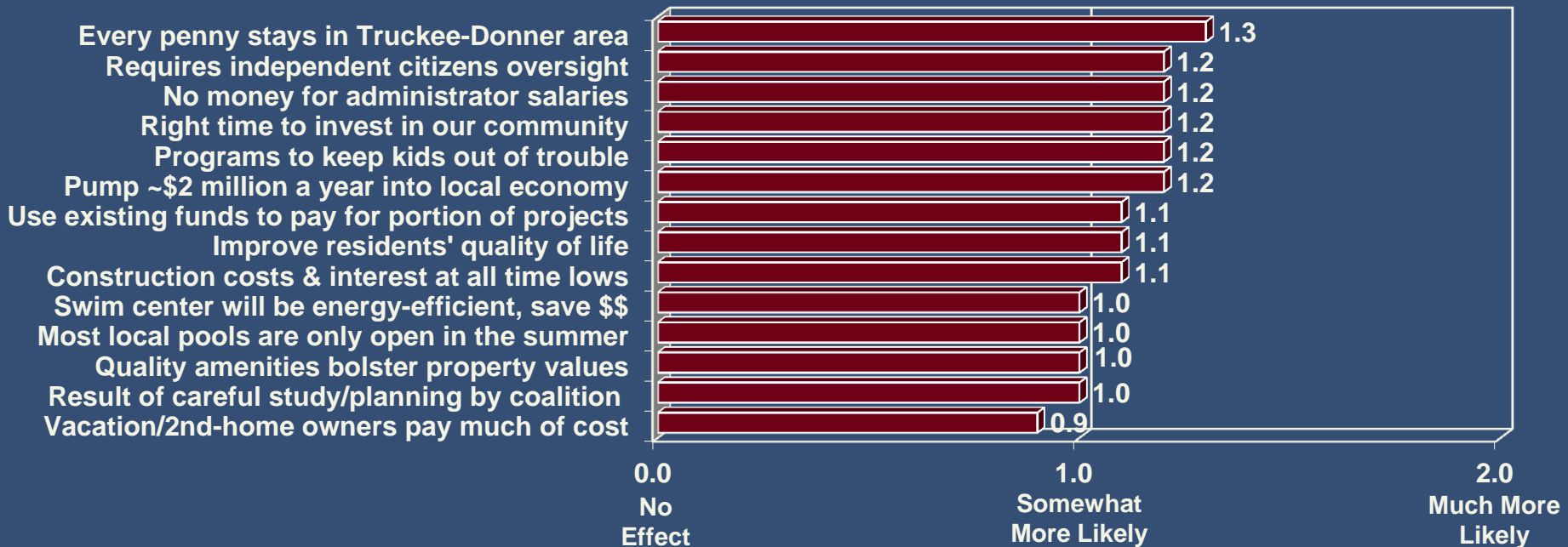
	Age			
	18 to 39	40 to 49	50 to 64	65 & over
Paved trails accessible for people with disabilities	1.4	1.4	.9	.5
Trails that connect neighborhoods with downtown	1.4	1.3	1.0	.4
Complete Truckee River Legacy Trail	1.3	1.5	1.1	.4
Replace 40-year old swimming pool	1.3	1.1	.7	.4
Theater for music, dance, film and performing arts	1.2	.7	.6	.3
Facilities for senior swim programs/exercise/therapy	1.1	.4	.8	.6
Facilities for swim lessons/competitions/recreation	1.1	1.1	.6	.4
Paved trail from Tahoe Donner to downtown	1.0	.9	.7	.2
Performing arts facilities for music/dance/film	1.0	1.2	.6	.3
Space for groups to practice, rehearse and perform	.9	.8	.5	.4

# Features of the Measure

## Subgroup Comparisons

	Individual Party			Household Party					
	Dem	Rep	Other/ DTS	Dem (1)	Dem (2+)	Rep (1)	Rep (2+)	Other	Mixed
Complete Truckee River Legacy Trail	1.3	.6	1.4	1.4	1.2	0.5	0.4	1.4	1.2
Paved trails accessible for people with disabilities	1.3	.6	1.3	1.4	1.3	0.6	0.4	1.4	1.0
Trails that connect neighborhoods with downtown	1.2	.6	1.3	1.4	1.1	0.7	0.3	1.3	1.0
Facilities for senior swim programs/exercise/therapy	1.1	.5	.6	1.4	0.7	0.2	0.5	0.4	1.0
Replace 40-year old swimming pool	1.1	.5	1.0	1.2	1	0.4	0.5	1	1.1
Theater for music, dance, film and performing arts	1.0	.4	.7	1.3	0.8	0.2	0.4	0.7	.7
Facilities for swim lessons/competitions/recreation	.9	.5	.8	1	0.8	0.4	0.3	0.7	1.1
Paved trail from Tahoe Donner to downtown	.9	.3	.9	1	0.7	0.5	0.2	0.8	.9
Performing arts facilities for music/dance/film	.9	.5	.9	1	0.8	0.2	0.5	0.7	1.1
Space for groups to practice, rehearse and perform	.8	.5	.6	1	0.7	0.3	0.4	0.6	.8

# Influence of Supporting Statements



# Influence of Supporting Statements Subgroup Comparisons

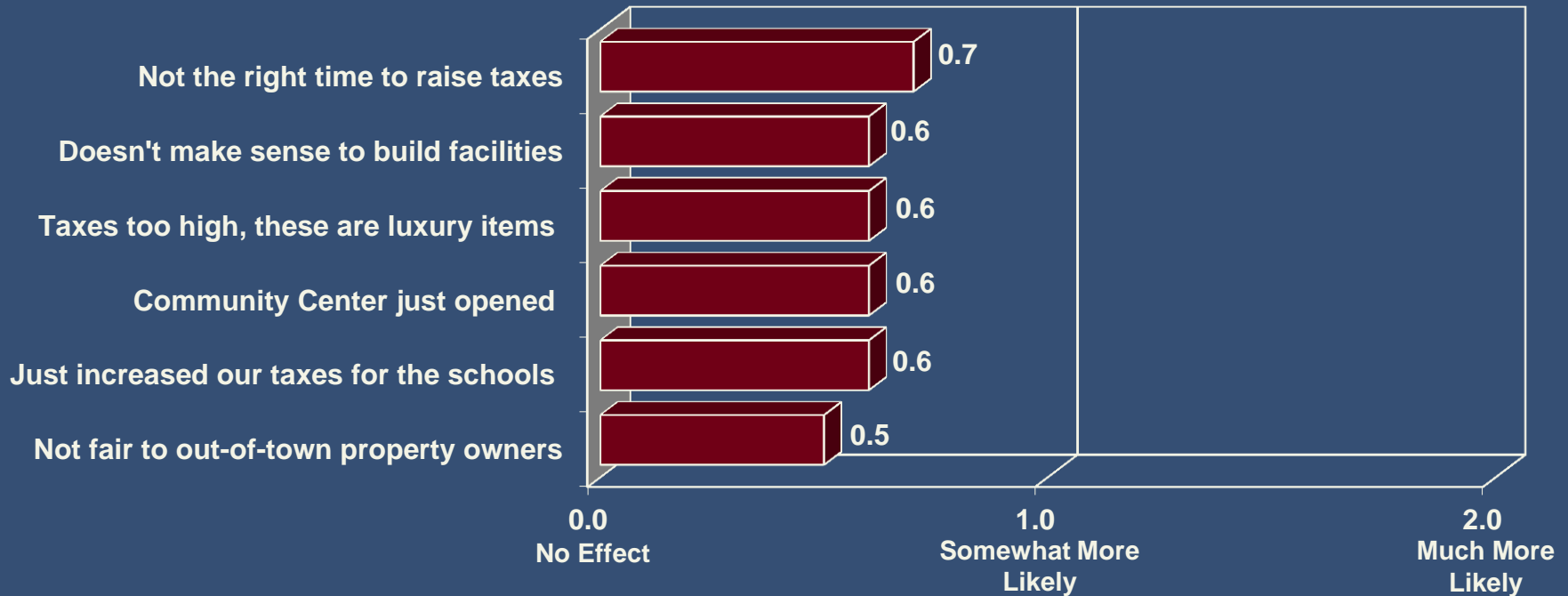
	Age			
	18 to 39	40 to 49	50 to 64	65 & over
Programs to keep kids out of trouble	1.3	1.4	1.1	1.1
Requires independent citizens oversight	1.3	1.3	1.2	1.1
Right time to invest in our community	1.3	1.4	1.0	1.1
No money for administrator salaries	1.3	1.2	1.1	1.0
Every penny stays in Truckee-Donner area	1.3	1.6	1.2	1.1
Pump ~\$2 million a year into local economy	1.2	1.3	1.1	1.0
Swim center will be energy-efficient, save \$\$	1.1	1.1	1.0	.9
Improve residents' quality of life	1.1	1.4	1.0	.9
Use existing funds to pay for portion of projects	1.1	1.4	1.0	1.0
Vacation/2nd-home owners pay much of cost	1.1	.8	.8	.8
Result of careful study/planning by coalition	1.1	1.2	.8	.9
Construction costs & interest at all time lows	1.1	1.3	1.1	1.0
Quality amenities bolster property values	1.1	1.3	.9	.9
Most local pools are only open in the summer	1.0	1.4	.9	.9

# Influence of Supporting Statements

## Subgroup Comparisons

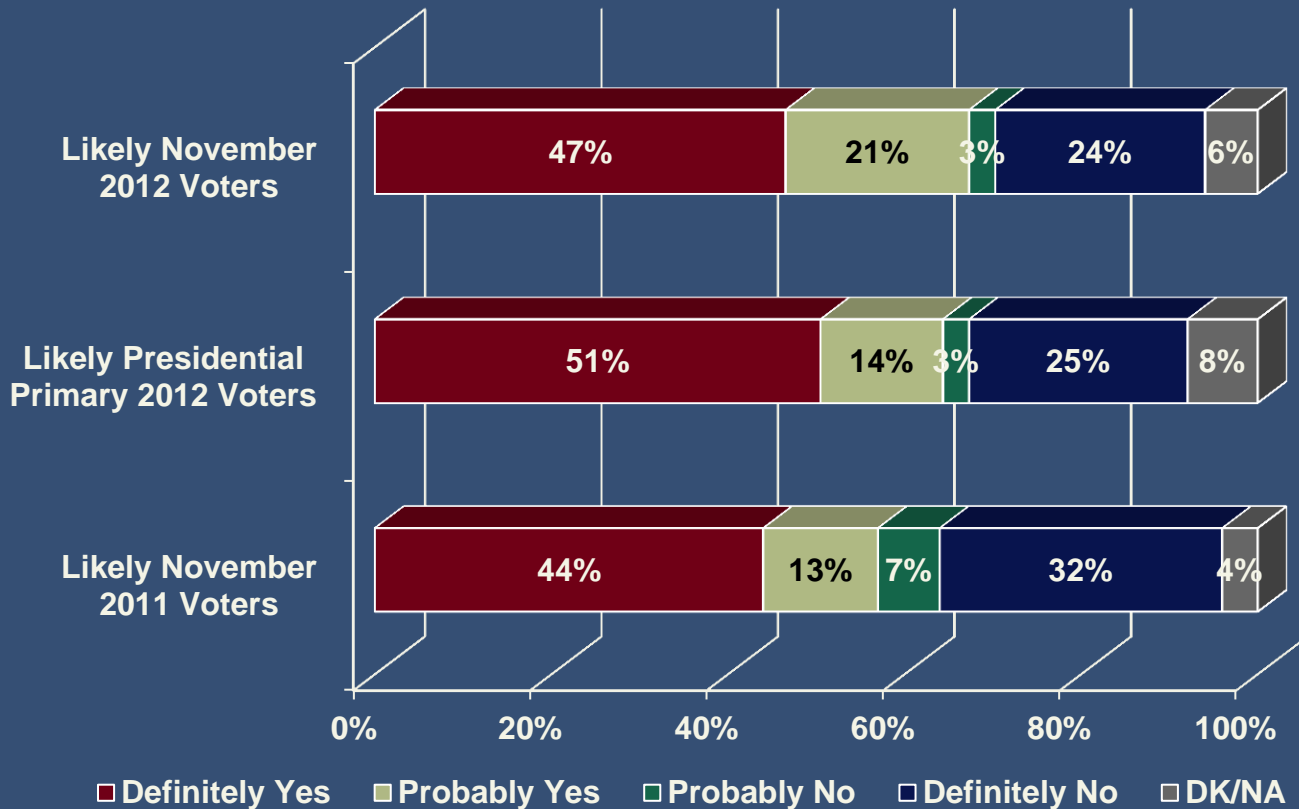
	Individual Party			Household Party					
	Dem	Rep	Other/ DTS	Dem (1)	Dem (2+)	Rep (1)	Rep (2+)	Other	Mixed
Programs to keep kids out of trouble	1.3	1.0	1.3	1.4	1.2	.8	.9	1.3	1.3
Every penny stays in Truckee-Donner area	1.3	1.0	1.5	1.3	1.4	.8	1.0	1.5	1.3
Pump ~\$2 million a year into local economy	1.3	1.0	1.2	1.5	1.2	.8	.9	1.2	1.1
Right time to invest in our community	1.3	.9	1.3	1.5	1.2	.7	.8	1.3	1.2
Requires independent citizens oversight	1.3	1.0	1.3	1.4	1.2	.7	1.0	1.3	1.3
No money for administrator salaries	1.2	1.0	1.3	1.3	1.2	.6	1.1	1.3	1.1
Improve residents' quality of life	1.2	1.0	1.1	1.3	1.1	.9	.9	1.2	1.0
Quality amenities bolster property values	1.2	.8	1.0	1.4	1.0	.5	.8	1.0	1.1
Use existing funds to pay for portion of projects	1.2	.9	1.2	1.2	1.3	.6	.9	1.2	1.2
Construction costs & interest at all time lows	1.2	1.0	1.2	1.2	1.2	.8	.9	1.2	1.3
Most local pools are only open in the summer	1.1	1.0	1.1	1.1	1.1	.8	.9	.9	1.3
Swim center will be energy-efficient, save \$\$	1.1	1.0	1.0	1.1	1.2	.9	.8	.9	1.2
Result of careful study/planning by coalition	1.0	.9	1.0	1.0	1.1	.8	.9	1.0	.9
Vacation/2nd-home owners pay much of cost	.9	.7	1.0	1.1	.8	.6	.5	1.0	.9

# Potential Opposition Statements



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0.

# Informed Support



To improve our quality of life in the Truckee-Donner area, create local jobs and economic activity, and provide year-round recreation, including:

- Paved walking, hiking and biking trails;
- Facilities for music, dance, film and performing arts programs; and,
- A year-round swim facility for children, adults and seniors;

Shall Truckee Donner Recreation and Park District issue \$14 million in bonds that must be used locally and cannot be taken away by the state, with mandatory audits, independent oversight and no money for administrator salaries?

# Informed Support

## Subgroup Comparisons

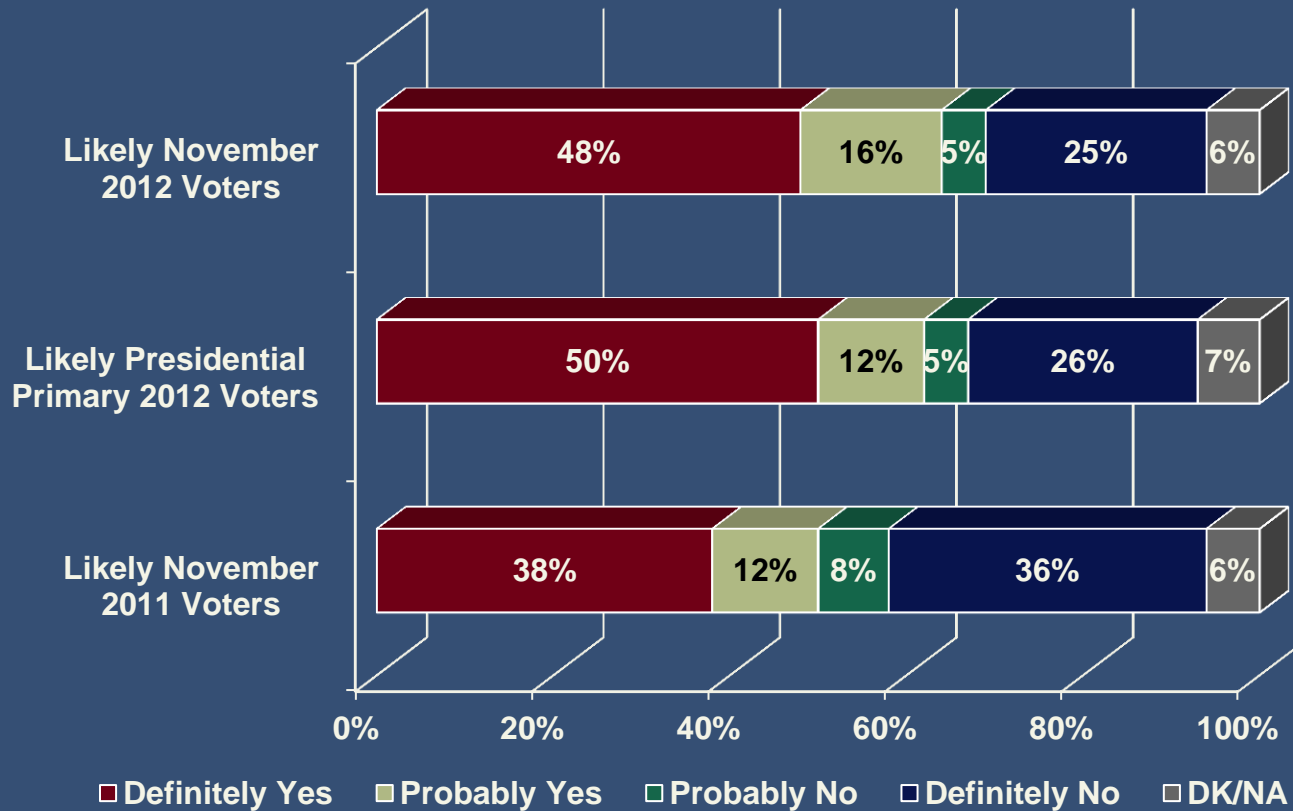
	Gender		Age			
	Male	Female	18 to 39	40 to 49	50 to 64	65 & over
<b>Definitely Yes</b>	43%	50%	51%	51%	45%	36%
<b>Probably Yes</b>	21%	22%	25%	21%	20%	16%
<b>Probably No</b>	4%	1%	2%	2%	2%	5%
<b>Definitely No</b>	24%	23%	17%	13%	29%	41%
<b>DK/NA</b>	8%	3%	5%	13%	3%	2%

# Informed Support

## Subgroup Comparisons

	Individual Party			Household Party					
	Dem	Rep	Other/ DTS	Dem (1)	Dem (2+)	Rep (1)	Rep (2+)	Other	Mixed
<b>Definitely Yes</b>	55%	30%	50%	61%	54%	31%	29%	55%	35%
<b>Probably Yes</b>	21%	20%	22%	21%	19%	17%	20%	18%	28%
<b>Probably No</b>	2%	5%	1%	0%	3%	1%	10%	1%	3%
<b>Definitely No</b>	20%	35%	20%	19%	15%	41%	35%	19%	26%
<b>DK/NA</b>	3%	9%	7%	0%	9%	9%	5%	6%	8%

# Alternative Measure



To improve our quality of life in the Truckee-Donner area, create local jobs and economic activity, and provide year-round recreation, including:

- Facilities for music, dance, film and performing arts programs; and,
- A year-round swim facility for children, adults and seniors;

Shall Truckee Donner Recreation and Park District issue \$8 million in bonds that must be used locally and cannot be taken away by the state, with mandatory audits, independent oversight and no money for administrator salaries?

# Summary and Recommendations

- The survey revealed a base of voter support for a future bond measure.
- However, because total support only reached reach the two-thirds level in the second ballot test for November 2012 voters, and was the lowest among November 2011 voters, Godbe Research and TBWB Strategies recommend that Truckee-Donner Recreation and Park District postpone placing the measure on the ballot until 2012.
- Godbe Research and TBWB Strategies also strongly recommend that the District conduct an extensive public outreach effort and then consider placing the measure on the November 2012 ballot. Currently:
  - Total support for a 14 million dollar bond measure reached 68 percent after voters had heard information about the measure, including potential programs to be funded, among November 2012 voters.
  - However, this level does not account for the survey's 5.6 percent margin of error.
  - Further, the results indicate that cost in isolation has an impact on support. Specifically, 68 percent of voters supported the measure at the lowest tested rate of \$7 per \$100,000 of assess valuation.
- In an alternative measure that a lower tax rate would fund, support drops to 64 percent among November 2012 voters.