



Midpeninsula Regional Open Space District

R-23-34
Meeting 23-09
March 22, 2023

AGENDA ITEM

AGENDA ITEM 7

2023 Awareness Survey Results

GENERAL MANAGER'S RECOMMENDATION

Receive a presentation regarding the findings of the 2023 awareness survey conducted to measure shifts in public awareness of and regard for the agency, its mission and goals. No Board action required.

SUMMARY

The Midpeninsula Regional Open Space District (District, Midpen) contracted with Fairbank, Maslin, Maullin, Metz & Associates (FM3) to survey District residents and assess their awareness of and regard for the agency, its mission and goals. The survey measured the shifts in awareness from the 2020 benchmark survey, also conducted by FM3. The 2023 awareness survey found that, in keeping with the 2020 benchmark study, residents who are familiar with the District view the agency favorably, and that local residents frequently walk or spend time in nature at the open space preserves. Also, as was found in 2020, as residents learn more about the District, their impressions become substantially more favorable. Among broadly shared conservation priorities, residents again indicated they strongly value protecting the waterways and natural lands that maintain water quality and supply.

BACKGROUND

In January 2020, the District commissioned a benchmark survey to collect baseline data to understand constituent awareness of and favorability for the District, as well as preferences for messaging, the results of which helped to guide communication strategies. The repeat of essentially the same survey questions for a survey period ending in January 2023 was conducted to measure shifts in public awareness and favorability in the three years since 2020, a period inclusive of the pandemic that doubled preserve visitation and a yearlong 50th anniversary celebration that substantially increased the District's public outreach activities.

To facilitate this comparison, FM3 recommended keeping the survey instrument and methodology consistent with the previous survey. Between December 27, 2022, and January 9, 2023, FM3 surveyed 787 people over age 18 residing within District boundaries via live interviews by telephone (landline or cellular) or online survey. For 2023, text message invitations to complete the survey, which has become a more standard practice in survey administration, were also used. The margin of sampling error is +/-3.7% at the 95% confidence level and the results have been weighted to reflect the demographic balance of the adult population residing within District boundaries by age, gender, level of formal education,

geography (by ward), and race/ethnicity, based on American Community Service estimates. Full 2023 survey results are included in Attachment 1.

DISCUSSION

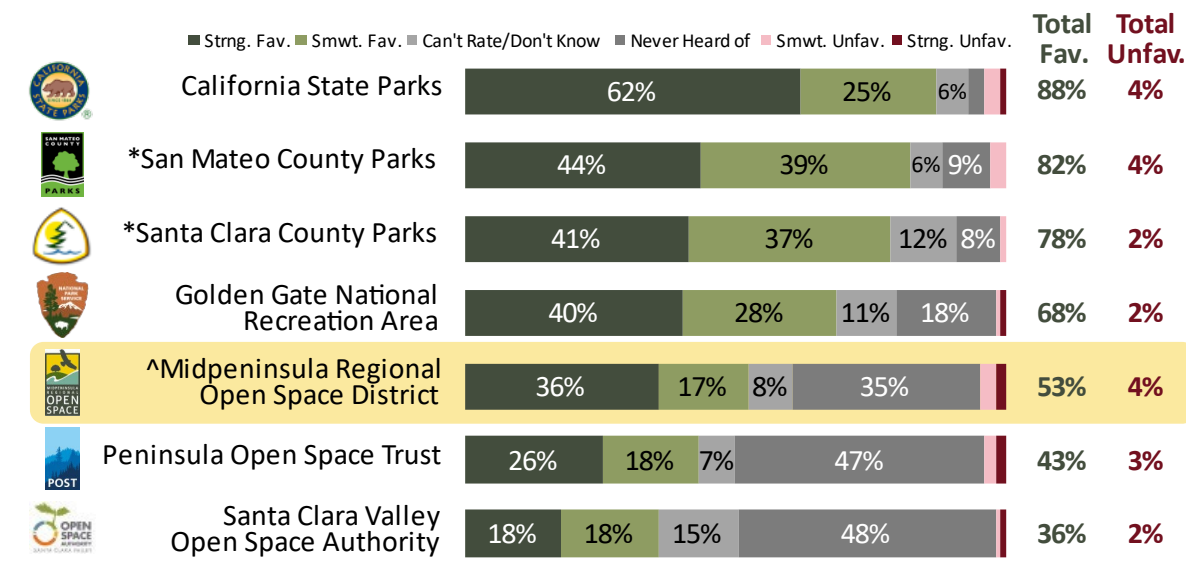
Summary of the 2023 Awareness Survey Results

The study suggests that resident views of the District and its mission have stayed consistent and shifted little since 2020. In 2020, 58% of residents surveyed recognized the District, while 57% recognized the District in 2023. Of those residents familiar with the District, nearly all view the agency favorably (53% strongly or somewhat favorable in 2023 vs. 56% in 2020, within the 3.7% margin of error). Similarly, the 5% with a somewhat or strongly unfavorable opinion of the District in 2023 is within the margin of error when compared to the 2% total unfavorable opinion in 2020. Although 42% had never heard of the District or did not know enough to have an opinion at the start of the survey, as these residents learned more, impressions became notably favorable (88%). This is also consistent with the 2020 benchmark survey results: 42% were initially unfamiliar and favorability increased 32 points to 88% upon hearing the District's mission.

Visiting open space preserves to spend time in nature increased in popularity significantly between 2020 and 2023 (52% reported doing so about once a week or a few times a month in 2023 vs. 46% in 2020). More than half of local residents also reported frequently walking or hiking (52% vs. 49% in 2020). Together, hiking and spending time in nature were by far the most popular uses.






Like 2020, the 2023 results showed that among many broadly shared conservation priorities, residents especially value the work of protecting water (93% indicated as extremely important or very important), and that understanding the District's work to protect water, as well as its work to prevent and prepare for wildland fires and to protect wildlife increased favorability ratings. A majority of respondents (65%) prefer preserves that place a priority on wildlife habitat with low-impact trails versus preserves with multiple visitor amenities. These and other key findings are detailed below:

- **A majority of residents who are familiar with the District have a favorable view of the agency, in-line with other regional organizations involved in land conservation.** As shown below, the District compares favorably to regional organizations like the Peninsula Open Space Trust (POST) and the Santa Clara Valley Open Space Authority (OSA). Organizations with broader scopes and more identifiable names that include “park” or “recreation” are better understood by the public and elicit higher favorability ratings.



- **Favorability has shifted little for all agencies and within the margin of error, except for Peninsula Open Space Trust (POST).** The table below shows the overall consistency in recognition.

Total Favorable

Organization/Institution	2020	2022-2023	Difference
 *San Mateo County Parks	81%	82%	+1%
 California State Parks	90%	88%	-2%
 Golden Gate National Recreation Area	71%	68%	-3%
 *Santa Clara County Parks	81%	78%	-3%
 ^Midpeninsula Regional Open Space District	56%	53%	-3%
 Santa Clara Valley Open Space Authority	40%	36%	-4%
 Peninsula Open Space Trust	49%	43%	-6%

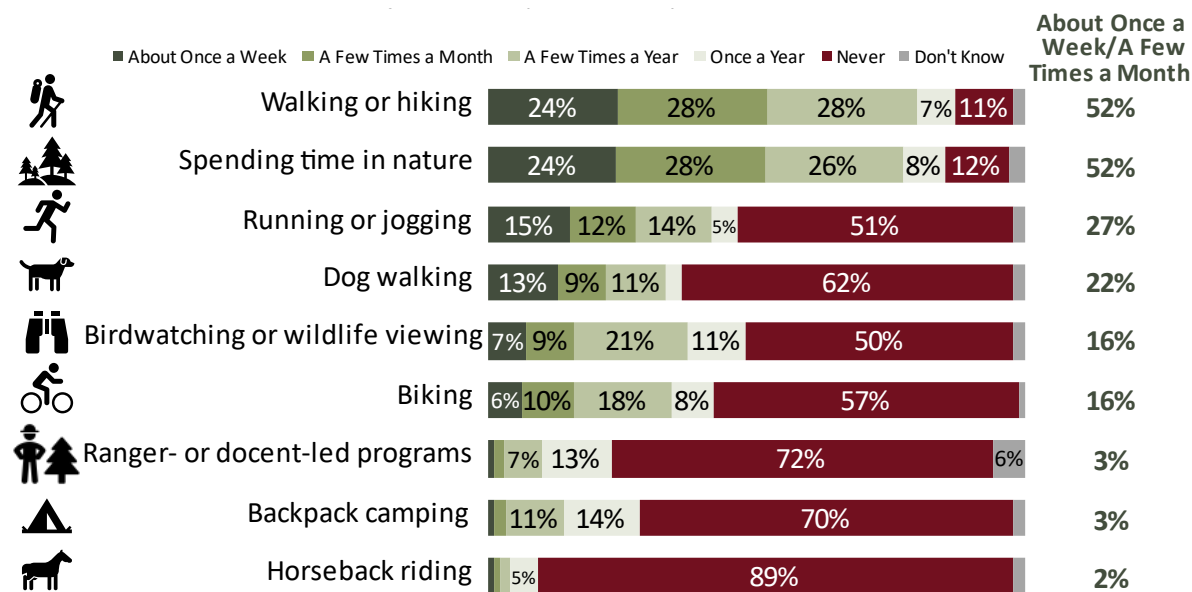
- **Recognition of the District increased notably among women under 50 and White residents but decreased among Latino residents surveyed.** The table below shows the change in name recognition among various demographic groups between the 2020 and 2023 surveys.

Total Name Recognition










Demographic Group	2020	2022-2023	Difference
Men Ages 18-49	54%	49%	-5%
Men Ages 50+	85%	81%	-4%
Women Ages 18-49	51%	56%	+5%
Women Ages 50+	87%	84%	-3%
White Residents	73%	79%	+6%
Latino Residents	71%	54%	-17%
Asian/Pacific Islander Residents	48%	47%	-1%
All Residents of Color	57%	54%	-3%

The decline among Latino residents is more pronounced with under -50 residents and men.

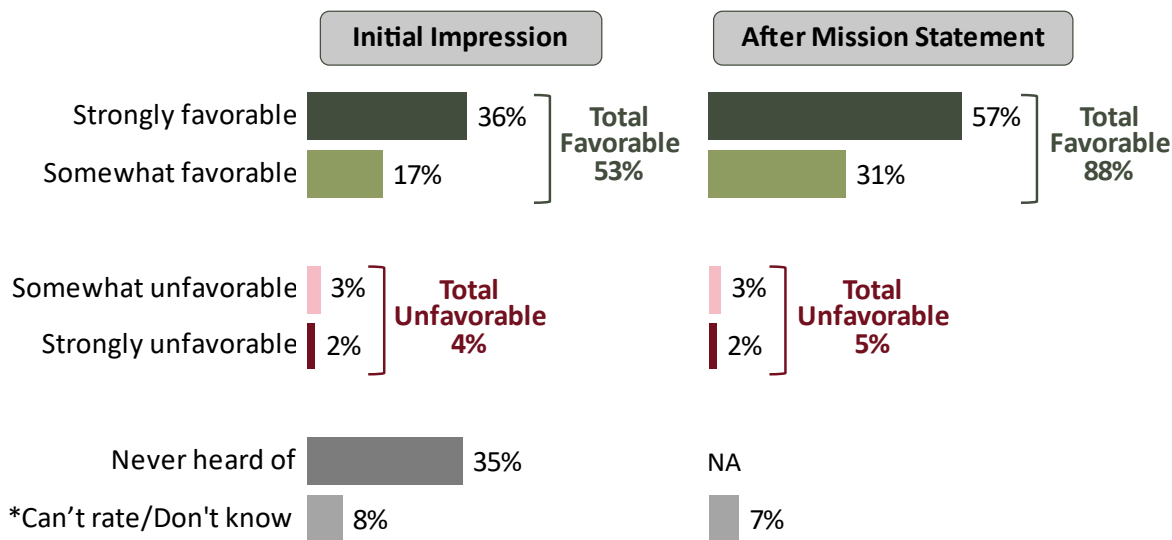
- Residents frequently use District preserves, with more than 8 out of 10 visiting at least once per year. More than half report frequently visiting preserves, several times a month or more. The chart below shows the frequency of preserve use.



- Biking, spending time in nature, and dog walking were the preserve uses that increased most significantly between 2020 and 2023, as shown below. This could be affected by an increase in bike and dog ownership reported in the wake of the 2020 shelter-in-place orders, however, it is worth noting that the 2020 survey used the term “mountain biking”, while the 2023 survey used the term “biking,” which may include riding on paved trails and/or riding to preserves on roads.

Midpen Preserves Use		2020	2022 -2023	Difference
	Biking ("Mountain biking" in 2020)	8%	16%	+8%
	Spending time in nature	46%	52%	+6%
	Running or jogging	22%	27%	+5%
	Dog walking	18%	22%	+4%
	Walking or hiking	49%	52%	+3%
	Ranger- or docent-led programs	1%	3%	+2%
	Birdwatching or wildlife viewing	15%	16%	+1%
	Backpack camping	2%	3%	+1%
	Horseback riding	3%	2%	-1%

- Hearing more about the District's mission continues to increase residents' favorable opinion of the agency.** As illustrated in the figure below, after hearing only the District's mission statement, nearly nine in 10 (88%) take a favorable view of the District, and more than half (57%) have a "strongly favorable" view. This is an increase of 35 points in the share who have a favorable view overall, and a 21-point increase in the share who have a "strongly favorable" impression. This is comparable to findings in the 2020 survey with an increase in 32 points in total favorability after hearing about the mission.



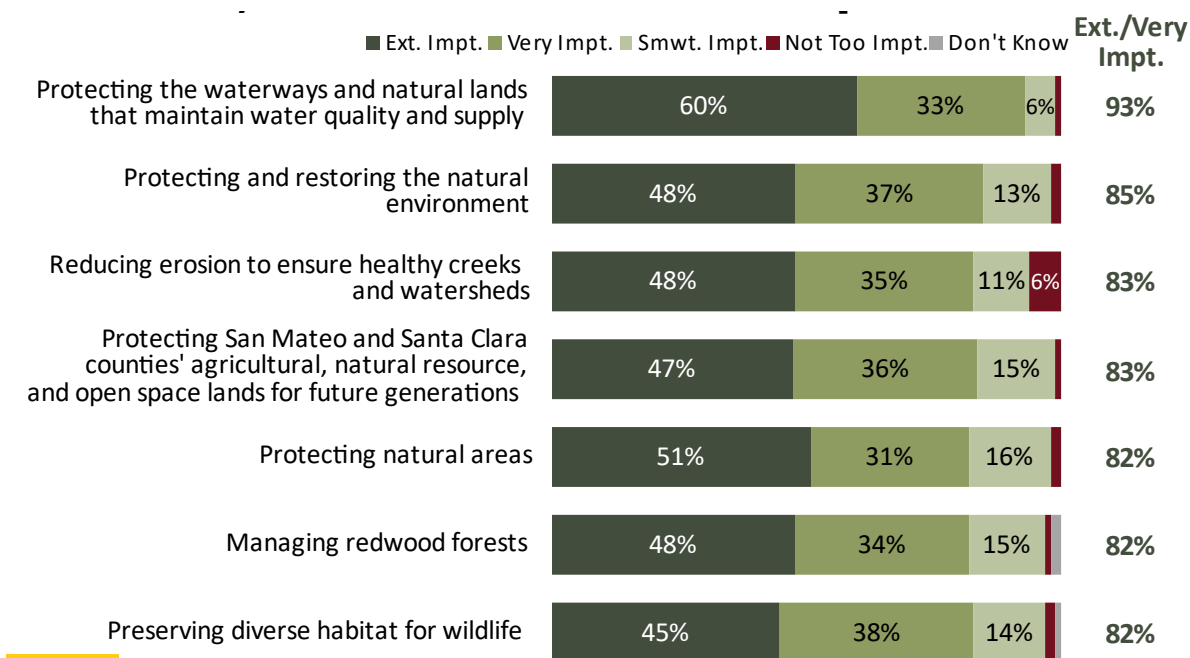
The greatest gains in favorability were made with residents under 30, Asian American/Pacific Islander residents under 50, Latinos under 50, and Sunnyvale residents.

- **Residents most value the District goals that focus on water, caring for the natural environment, redwood forests, wildlife habitat, and wildland fire prevention.** Across multiple surveys done by many agencies, water quality protection consistently ranks as a top priority. Notably, all but one goal was called out as “extremely” or “very important” by a majority of residents.

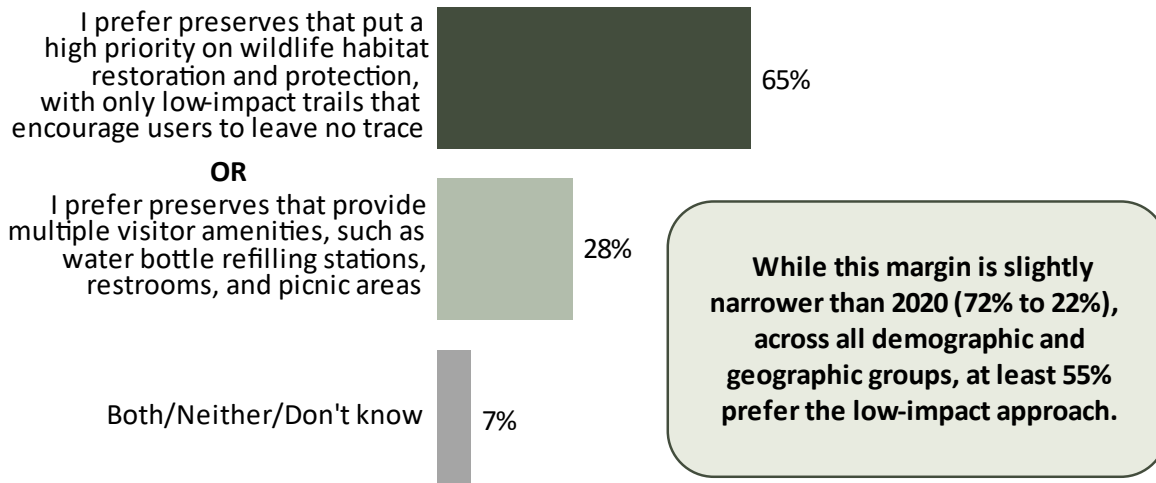
The figure below shows goals considered "extremely important" by residents, indicating more intense feelings. “Providing regional hiking trails” became a more important goal compared with 2020. Residents also more highly valued “protecting San Mateo and Santa Clara counties’ agricultural, natural resource, and open space lands” (with and without reference to future generations) and “creating opportunities for outdoor recreation” than they did pre-pandemic in the 2020 survey.

District (Midpen) Goals

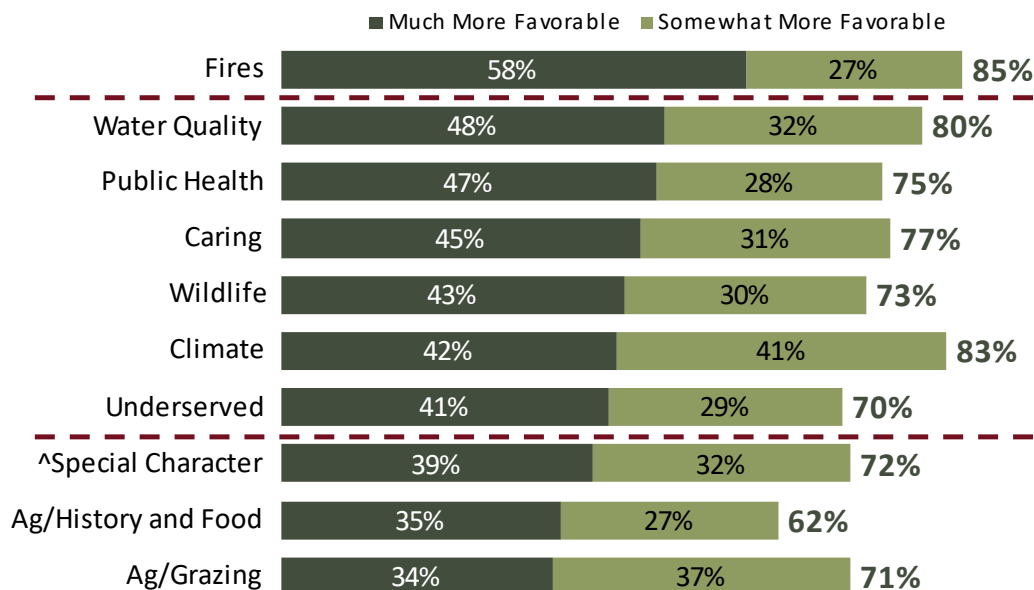
Next, I am going to read you a list of goals Midpen has set for itself. For each goal, please tell me if you think it is extremely important, very important, somewhat important, or not too important.



- **Given the choice, residents continue to overwhelmingly value low-intensity recreation in preserves with minimal facilities over preserves that offer more visitor amenities and infrastructure.** The chart below shows that residents prefer preserves that prioritize wildlife habitat and low-impact, leave-no-trace use over those that offer multiple visitor amenities by a nearly 40-point margin. In the 2020 survey, the gap was nearly 50 points.



- **Multiple messaging themes about the District’s work resonate broadly with the public, however themes that focused on fire, water and wildlife stood out above the rest.** The 2023 study tested several statements about the District’s work and asked residents whether each gave them a more favorable view of the organization. Overall, after hearing about the District’s work, favorability increased another 3% with 91% of respondents reporting a strongly favorable or somewhat favorable opinion of the District, which is consistent with findings in the 2020 survey. Again, *all* themes resonated with a majority of residents, with 62% to 85% saying the statements made them view the District “much more favorably” or “somewhat more favorably”.



Messaging about preparing for and responding to wildland fires was the most persuasive, generating an increase in favorability for 85% of respondents. More than half (58%) said they have a “much more favorable” and 27% a “somewhat more favorable” view of the District/Midpen after learning more about its role in preparing for and responding to wildland fire. *Midpen is working with fire agencies and surrounding communities to strengthen prevention and preparation in case of wildland fires. This includes*

maintaining hundreds of miles of fire roads. Midpen is also using conservation grazing to reduce flammable brush within grassland habitats, limiting the risk of fire, or fire intensity if it does occur.

While the climate-focused message inspired less intensity (42% much more favorable), the positive reaction to it was quite broad, with 41% saying it gave them a “somewhat more favorable” view of the District/Midpen. *Smart investments made before a disaster strikes can help protect a community’s quality of life, save lives, and reduce the cost to taxpayers. Midpen is taking a proactive, practical approach to stewardship of public lands, helping ensure San Mateo and Santa Clara counties are resilient as the climate changes.*

Water quality ranks high on many environmental issues and attitude surveys and is highly persuasive in this survey (80% of respondents rated this message with increasing favorability). Here, nearly half (48%) say they have a “much more favorable view” of the District/Midpen once they hear about how preserves protect water supplies and prevent water pollution, and another 32% have a “somewhat more favorable” view. *Nothing is more important than clean drinking water. By protecting and restoring areas around sources of water, Midpen increases access to water and naturally prevents the pollution of our water.*

43% say they have a “much more favorable view” of the District/Midpen once they hear how its work to restore natural areas helps protect wildlife habitat and biodiversity, and another 30% have a “somewhat more favorable” view. *By restoring and protecting natural areas, the Midpeninsula Regional Open Space District is protecting wildlife habitats and California’s unique biodiversity.*

When it comes to the benefits of preserves for people, opportunities for recreation that improve public health resonated with 75% (44% “much more favorable;” 28% “somewhat more favorable”). *Open space preserves and natural areas provide spaces where families and children can safely walk, run, and bicycle – improving the physical health of residents, reducing obesity, and reducing healthcare costs. These areas are open 365 days a year, sunrise to sunset, to anyone, and for free.*

Survey results were analyzed by geography, both by Coastside (Attachment 3) and Bayside (Attachment 4) and by ward (Attachments 5-11). Note that due to the low sample size (236 respondents), the margin of error on the Coastside is roughly +/-6% at a 95% confidence level. Coastside residents were more likely to be aware of (71% compared to 51% for the Bayside) and have a favorable impression (65% compared to 47%) of the District. These results were comparable to the splits found in the 2020 survey.

Coastside residents were slightly more likely to say the protection of open space/land preservation and conservation was the reason for their favorable impression (20% compared to 13%). Bayside residents cited good trail maintenance and clean parks more than Coastside residents as one of their reasons for a favorable opinion (16% compared to 10%, although this is within the margin of error).

The top four issues (cost of living, wildfires, lack of affordable housing and climate change) were ranked statistically the same throughout the District, whether residents lived on the Bayside or Coastside. While wildfire risk as a serious concern rose significantly in 2023 from 49% to

75%, traffic congestion decreased significantly for all District residents, although more Coastsiders rank it as a serious concern than Baysiders (62% compared to 47%). Baysiders were more likely to rate the coronavirus pandemic (44% compared to 37%) as a very or extremely serious problem. In all other issues, differences between Bayside and Coastside residents were not deemed significant.

In terms of District goals, Bayside residents were more likely to value promoting safe wildlife corridors across highways (76% compared to 68% for Coastsiders). Coastside residents were more likely to value providing opportunities for ecologically sensitive public enjoyment (73% compared to 64%), lowering barriers to access for underserved communities (69% compared to 60%), protecting the area's natural beauty (84% compared to 76%) and providing regional hiking trails (76% to 69%). The only goal that was not valued as very important or important with a majority of residents was preserving historical buildings like houses, barns and cabins on open space lands (48% for Coastside compared to 40% for Bayside).

The only significant difference in level of messaging resonance between Baysiders and Coastsiders was with Coastside residents being more moved by the District's protection of working agricultural ranchlands, referencing the agricultural history, and local source of food (69% compared to 60%).

In usage differences, Coastside residents indicated they frequently walk their dog more often at District preserves than Bayside residents (30% compared to 18%). Coastsiders also indicated they get their information from Nextdoor and District mail, emails and website more often than Baysiders.

Implications for Communications

The 2023 Awareness Survey was designed to understand any shifts in awareness and favorability since the 2020 Benchmark Survey to inform communication strategies. Results show that overall awareness and favorability of the District remain consistent. Therefore, staff intend to continue many of the communications strategies employed as a result of the 2020 study, including:

1. Continue to prioritize increasing awareness among audiences less familiar with the District.

Both the 2020 and 2023 survey results reinforced that as community members learn more about the District, their impression becomes significantly more favorable (a 35-point increase after hearing the mission alone). Since 2020, staff has invested significant time in building the District's social media channels as a cost- and time-efficient method of gaining awareness. For calendar year 2022, social media channels had impressions of nearly 3.3 million. For fiscal year 2024, staff is exploring expanding the social media channels to include Nextdoor.

While the survey results indicate that media channels are fragmented, newspapers and KQED Radio remain as leading news sources in general and for District-specific information. Therefore, staff also intends to continue investing time into pitching story ideas to local media, something that proved successful during the year-long 50th Anniversary Celebration.

Staff also invests time in creating robust content for the District's own media channels (notifications, website, newsletters) to keep residents informed and will continue initiatives to expand the reach of those channels. For example, the *Open Space Views* newsletter is now

annually inserted into local newspapers and extra issues are distributed throughout the community as a way to reach new audiences.

Additionally, survey results found that while favorability and awareness remain consistent across income levels, more formal education correlates with increased awareness and favorability. Targeting those with less formal education may represent an opportunity to make gains in both awareness and favorability, and staff will explore resource-effective ways to reach this audience.

2. Maximize opportunities to reach a younger target audience.

As a public agency, the target audience continues to be all residents within District boundaries. However, consistent with the 2020 survey, the 2023 survey also showed residents under 50 are much less likely to know enough to rate the District, and residents under 40 are especially likely to admit they have never heard of the agency. Strong gains in favorability are made by exposing younger audiences to introductory messaging about the District, and because this younger audience also overlaps with communities of color, targeting a 20-40 age group creates an opportunity to shrink awareness gaps. Staff will continue the following communication strategies:

- Focus community outreach and tabling opportunities at events that reach younger audiences.
- Expand content on digital channels, including social media, which typically attract younger audiences.
- Expand community outreach partnerships and District programming to attract the 20 to 40 target audience.
- Continue to experiment with media pitches to non-English language media outlets and utilize bilingual staff as in-language subject matter experts.

3. Continue to focus messaging on broad themes that resonate with resident values.

While nearly all elements of the District's work rank highly with constituents, some messages resonate more broadly and have a direct impact on favorability ratings. While transparency remains the fundamental purpose of District communications, staff will continue telling stories that help audiences connect to the "why" behind our work in wildland fire resiliency, water quality, wildlife and climate resiliency. In addition, we will continue to emphasize low-impact recreation like walking, hiking or spending time in nature in general communications.

The General Manager invites Board members to set meetings with the Public Affairs Manager to review Bayside and Coastsides-specific results and explore opportunities to become engaged more deeply in targeted communications. Staff proposes conducting a similar study in five years to gauge changes.

FISCAL IMPACT

No new fiscal impact.

PRIOR BOARD COMMITTEE REVIEW

This item was not previously reviewed by Committee.

PUBLIC NOTICE

Public notice was provided as required by the Brown Act.

CEQA COMPLIANCE

This item is not a project subject to the California Environmental Quality Act.

NEXT STEPS

As noted, results of this study will be used to inform communications planning. A similar attitudinal and awareness study is planned for fiscal year 2028, budget permitting, to measure changes.

Attachment(s)

1. Attachment 1 - Full survey results
2. Attachment 2 - 2020 Benchmark Survey results
3. Attachment 3 - Survey results – Coastside Protection Area
4. Attachment 4 - Survey results – Bayside
5. Attachment 5 - Survey results – Ward 1
6. Attachment 6 - Survey results – Ward 2
7. Attachment 7 - Survey results – Ward 3
8. Attachment 8 - Survey results – Ward 4
9. Attachment 9 - Survey results – Ward 5
10. Attachment 10 - Survey results – Ward 6
11. Attachment 11 - Survey results – Ward 7

Responsible Department Head:
Korrine Skinner, Public Affairs

Prepared by:
Ryan McCauley, Public Affairs Specialist II

Charts prepared by:
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Attachment 1_Results_2023_Awareness_Survey

DECEMBER 27, 2022 – JANUARY 9, 2023



MIDPENINSULA REGIONAL OPEN SPACE DISTRICT TRACKING SURVEY

320-1048-WT

N=787

MARGIN OF SAMPLING ERROR $\pm 3.7\%$ (95% CONFIDENCE INTERVAL)

A/B SPLITS

Hello, I'm _____ from _____, a public opinion research company. We are not trying to sell anything. We're conducting a survey about issues that concern residents in your area. May I speak with the person at home over 18 who most recently celebrated a birthday?

- A. Before we begin, I'd like to thank you for taking the time to speak with me, it is very much appreciated. I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering yourself or others?

Yes, cell and can talk safely ----- 76%

Yes, cell but cannot talk safely ----- **TERMINATE**

No, not on cell ----- 24%

(DON'T READ) DK/NA/REFUSED ----- TERMINATE

- B. My next questions are to ensure that we are interviewing a representative group of residents in your area. What is your age?

Under 18 ----- **TERMINATE**

18-24 ----- 13%

25-29 ----- 7%

30-34 ----- 11%

35-39 ----- 8%

40-44 ----- 9%

45-49 ----- 9%

50-54 ----- 9%

55-59 ----- 8%

60-64 ----- 8%

65-69 ----- 5%

70-74 ----- 8%

75+ ----- 6%

(DK/REFUSED) ----- 0%

- C. With which racial or ethnic group do you identify yourself: Hispanic or Latino; African American or Black; Caucasian or White; Asian or Pacific Islander; multiracial; or some other ethnic or racial background?

Latino/Hispanic ----- 17%

African American/Black ----- 1%

Caucasian/White ----- 40%

Asian/Pacific Islander ----- 33%

Multiracial ----- 3%

Some other ethnic or racial background 1%

(DON'T READ) DK/NA ----- 4%

1. OK, let's begin. First, I'm going to read you a list of local organizations and public institutions. For each one, I'd like you to tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion. If you have never heard of one, please just say so. **(RANDOMIZE)**

	<u>STR FAV</u>	<u>SMWT FAV</u>	<u>SMWT UNFAV</u>	<u>STR UNFAV</u>	<u>(CAN'T RATE /DK)</u>	<u>NEVER HEARD OF</u>	<u>TOTAL FAV</u>	<u>TOTAL UNFAV</u>
[]a. (T) Midpeninsula Regional Open Space District-----	36%	17%	3%	2%	8%	35%	53%	4%
(ASK IN SANTA CLARA COUNTY ONLY)								
[]b. (T) Santa Clara County Parks---	41%	37%	1%	0%	12%	8%	78%	2%
(ASK IN SAN MATEO COUNTY ONLY)								
[]c. (T) San Mateo County Parks----	44%	39%	3%	0%	6%	9%	82%	4%
(SPLIT SAMPLE A ONLY)								
[]d. (T) Santa Clara Valley Open Space Authority-----	18%	18%	1%	1%	15%	48%	36%	2%
[]e. (T) Peninsula Open Space Trust-----	26%	18%	2%	2%	7%	47%	43%	3%
(SPLIT SAMPLE B ONLY)								
[]f. (T) California State Parks-----	62%	25%	3%	1%	6%	3%	88%	4%
[]g. (T) Golden Gate National Recreation Area -----	40%	28%	1%	1%	11%	18%	68%	2%

(RESUME ASKING ALL RESPONDENTS)

2. I'm going to read you some issues that some people say may be problems in your area. After I read each one, please tell me whether you think each is a problem or not. **(IF YES, PROBLEM, ASK: "Do you think it is an extremely, very, or somewhat serious problem?") (RANDOMIZE)**

	<u>EXT SER PROB</u>	<u>VERY SER PROB</u>	<u>SMWT SER PROB</u>	<u>NOT A PROB</u>	<u>(DK/ NA)</u>	<u>EXT/ VERY</u>
(SPLIT SAMPLE A ONLY)						
[]a. The coronavirus pandemic-----	18%	24%	38%	19%	1%	42%
[]b. (T) Loss of wildlife habitat-----	26%	29%	23%	17%	5%	55%
[]c. The cost of living-----	55%	26%	15%	3%	0%	81%
[]d. (T) Traffic congestion-----	25%	26%	37%	10%	1%	51%
[]e. Water and air pollution-----	24%	25%	34%	16%	1%	49%
(SPLIT SAMPLE B ONLY)						
[]f. Wildfires-----	41%	33%	15%	10%	0%	75%
[]g. (T) The quality of local natural lands and open space-----	10%	12%	27%	48%	4%	21%
[]h. (T) A lack of affordable housing-----	50%	26%	16%	6%	2%	76%
[]i. (T) Climate change-----	52%	21%	16%	9%	1%	73%
[]j. (T) The amount you pay in local taxes-----	21%	15%	27%	32%	5%	36%

(RESUME ASKING ALL RESPONDENTS)

NOW I'D LIKE TO ASK YOU A FEW MORE QUESTIONS ABOUT THE MIDPENINSULA REGIONAL OPEN SPACE DISTRICT.

(ASK Q3 ONLY IF CODES 1-4 IN Q1A)

3. (T) You mentioned a few moments ago that you have a **FAVORABLE** / **UNFAVORABLE** opinion of the Midpeninsula Regional Open Space District. In a few words of your own, could you tell me what you recall seeing, hearing or reading about Midpen in the last year or so? **(OPEN-ENDED; RECORD VERBATIM RESPONSE BELOW. PROBE FOR VERY SPECIFIC RESPONSES)**

a. Favorable, n=414

Great parks/love open space/enjoy hiking/beautiful land -----	26%
Protecting open space/preserving land/conservation -----	16%
Land acquisition/increasing hiking trails/added open space -----	15%
Good trail maintenance/clean parks/good management/service -----	14%
Projects/financial services/community outreach -----	10%
Seen ads/read the newsletter/emails-----	8%
Used them before/used parks/trails -----	7%
Has complaints/mixed feelings-----	6%
General support-----	3%
They don't allow e-bikes/e-bikes controversy-----	1%
Other-----	3%
Nothing/none-----	6%
Don't know/unsure-----	7%
Refused/N/A -----	2%

b. Unfavorable, n=35

Poor management of land/corrupt/wasteful-----	38%
Takes land/makes land more expensive -----	19%
No public input in decisions/poor communication-----	15%
Has safety concerns -----	8%
Land has restricted access/areas not accessible to community -----	7%
Doesn't allow e-bikes on trails-----	6%
No dogs allowed on the trail -----	5%
Other-----	6%
Nothing/none-----	7%
Don't know/unsure-----	1%
Refused/N/A -----	0%

(ASK Q4 ONLY IF CODES 1-4 IN Q1A, n=449)

4. (T) And where did you see, hear or read that information about Midpen? (OPEN-ENDED; RECORD VERBATIM RESPONSE BELOW. PROBE FOR VERY SPECIFIC RESPONSES)

Parks/trails/out hiking/in person/signs on trails/visited/live there-----	25 %
Online/web/internet-----	12 %
Newspaper/articles-----	11 %
Word of mouth/friends/neighbors/work/community events/meetings -----	10 %
Newsletter/mailers/magazines/flyers-----	9 %
Local news/news/TV -----	7 %
Social media/Facebook/Twitter/Instagram-----	5 %
Emails-----	5 %
Mercury News-----	3 %
Midpen website-----	2 %
Los Altos Town Crier -----	1 %
SF Chronicle -----	1 %
Other-----	5 %
Nothing/none-----	7 %
Don't know/unsure-----	8 %
Refused/N/A -----	6 %

(RESUME ASKING ALL RESPONDENTS)

AS YOU MAY KNOW, THE MIDPENINSULA REGIONAL OPEN SPACE DISTRICT, OFTEN KNOWN AS "MIDPEN," IS AN INDEPENDENT SPECIAL DISTRICT PRIMARILY IN SANTA CLARA AND SAN MATEO COUNTIES THAT HAS PRESERVED A REGIONAL GREENBELT OF MORE THAN 70 THOUSAND ACRES OF PUBLIC LAND WITH 250 MILES OF TRAILS AND MANAGES 26 OPEN SPACE PRESERVES. ITS MISSION IS TO ACQUIRE AND PERMANENTLY PRESERVE OPEN SPACE LAND, PROTECT AND RESTORE THE NATURAL ENVIRONMENT, AND PROVIDE OPPORTUNITIES FOR ECOLOGICALLY SENSITIVE PUBLIC ENJOYMENT AND EDUCATION. ON THE SAN MATEO COUNTY COASTSIDE, ITS MISSION INCLUDES PRESERVING RURAL CHARACTER AND ENCOURAGING VIABLE AGRICULTURAL USE OF LAND.

5. (T) Having heard this, let me ask you again: would you say you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of the Midpeninsula Regional Open Space District?

TOTAL FAVORABLE-----88%

Strongly favorable -----57%

Somewhat favorable-----31%

TOTAL UNFAVORABLE ----- 5%

Somewhat unfavorable----- 3%

Strongly unfavorable ----- 2%

(DON'T READ) DK/NA ----- 7%

6. Next, I am going to read you a list of goals Midpen has set for itself. For each goal, please tell me if you think it is extremely important, very important, somewhat important, or not too important. **(RANDOMIZE)**

	<u>EXT</u> <u>IMP</u>	<u>VERY</u> <u>IMP</u>	<u>SMWT</u> <u>IMP</u>	<u>NOT TOO</u> <u>IMP</u>	<u>(DK/</u> <u>NA)</u>	<u>EXT/</u> <u>VERY</u>
(SPLIT SAMPLE A ONLY)						
[]a. (T) Preserving a regional greenbelt of open space land forever-----	50%	32%	14%	5%	0%	81%
[]b. (T) Protecting natural areas -----	51%	31%	16%	2%	0%	82%
[]c. (T) Providing opportunities for ecologically sensitive public enjoyment and education-----	35%	31%	25%	8%	0%	67%
[]d. (T) Restoring native plant and wildlife habitat-----	41%	35%	20%	4%	0%	76%
[]e. (T) Providing multiuse trails for hiking, biking, and equestrian use -----	33%	34%	24%	9%	0%	67%
[]f. (T) Stewarding public lands to be resilient in the face of climate change -----	50%	27%	14%	6%	3%	77%
[]g. (T) Supporting local agriculture along the San Mateo County coast-----	30%	29%	27%	13%	1%	59%
[]h. (T) Preserving the character of rural areas, such as the Santa Cruz Mountains or the San Mateo County Coast -----	39%	28%	21%	11%	1%	67%

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	<u>EXT IMP</u>	<u>VERY IMP</u>	<u>SMWT IMP</u>	<u>NOT TOO IMP</u>	<u>(DK/ NA)</u>	<u>EXT/ VERY</u>
(SPLIT SAMPLE A CONTINUED)						
[]i. (T) Partnering with local organizations to promote a regional environmental vision -----	34 %	31 %	25 %	9 %	1 %	65 %
[]j. (T) Connecting regional trails-----	22 %	33 %	30 %	14 %	1 %	55 %
[]k. (T) Reducing dead and downed vegetation for wildland fire prevention-----	44 %	38 %	14 %	2 %	1 %	82 %
[]l. (T) Preserving undeveloped coastal open space and agricultural lands -----	40 %	29 %	23 %	7 %	0 %	69 %
[]m. Preserving historical buildings like houses, barns and cabins on open space lands -----	17 %	25 %	37 %	21 %	0 %	42 %
[]n. (T*) Promoting safe wildlife corridors across highways and trail crossings-----	38 %	36 %	22 %	4 %	0 %	74 %
[]o. Reducing erosion to ensure healthy creeks and watersheds-----	48 %	35 %	11 %	6 %	0 %	83 %
(SPLIT SAMPLE B ONLY)						
[]p. (T) Protecting the ridgetops, hillsides and creeks that create our region's striking natural beauty -----	41 %	38 %	19 %	2 %	1 %	78 %
[]q. (T) Protecting and restoring the natural environment -----	48 %	37 %	13 %	2 %	0 %	85 %
[]r. (T) Protecting San Mateo and Santa Clara counties' agricultural, natural resource, and open space lands for future generations -----	47 %	36 %	15 %	1 %	0 %	83 %
[]s. (T) Creating opportunities for outdoor recreation -----	32 %	40 %	24 %	3 %	0 %	72 %
[]t. (T) Preserving diverse habitat for wildlife-----	45 %	38 %	14 %	2 %	1 %	82 %
[]u. (T) Providing regional hiking trails-----	36 %	35 %	25 %	3 %	1 %	72 %
[]v. (T) Restoring public lands to be resilient in the face of climate change -----	46 %	30 %	17 %	6 %	1 %	76 %
[]w. (T) Connecting kids to nature-----	34 %	44 %	18 %	3 %	0 %	78 %
[]x. (T) Protecting the waterways and natural lands that maintain water quality and supply -----	60 %	33 %	6 %	1 %	0 %	93 %
[]y. (T) Managing redwood forests-----	48 %	34 %	15 %	1 %	2 %	82 %
[]z. (T) Protecting San Mateo and Santa Clara counties' agricultural, natural resource, and open space lands-----	39 %	39 %	19 %	2 %	1 %	78 %
[]aa. (T) Protecting coastal grasslands -----	40 %	37 %	18 %	2 %	2 %	78 %
[]bb. (T) Improving access for individuals with disabilities at local preserves -----	26 %	40 %	26 %	7 %	1 %	66 %
[]cc. (T*) Partnering with indigenous tribes to relearn and reapply indigenous plant restoration techniques-----	33 %	29 %	19 %	15 %	3 %	62 %
[]dd. (T) Removing invasive species to restore native plant and wildlife habitat-----	31 %	38 %	25 %	5 %	2 %	69 %
[]ee. Lowering barriers to access for traditionally underserved communities -----	29 %	34 %	22 %	11 %	4 %	63 %

(RESUME ASKING ALL RESPONDENTS)

7. **(T*)** And which of these five components of the Midpen mission do you think is most important to you? **(RE-READ AND RANDOMIZE LIST IF NECESSARY)**

☐ Acquiring and preserving a regional greenbelt-----26%

☐ Restoring the natural environment -----24%

☐ Providing opportunities for ecologically sensitive
public recreation-----19%

☐ Educating the public about conservation and
nature-----16%

☐ Preserving rural character and encouraging viable
agricultural land use -----8%

(DON'T READ) All -----2%

(DON'T READ) None-----0%

(DON'T READ) Other **(SPECIFY)** -----0%

(DON'T READ) DK/NA/Refused-----3%

8. **(T)** Stepping back for a moment, I'd like to read you two statements about Midpen preserves. I'd like you to tell me which comes closer to your opinion. **(ROTATE)**

☐ I prefer preserves that provide multiple visitor amenities, such as
water bottle refilling stations, restrooms, and picnic areas -----28%

OR

☐ I prefer preserves that put a high priority on wildlife habitat restoration and
protection, with only low-impact trails that encourage users to leave no trace-----65%

(DON'T READ) Both-----3%

(DON'T READ) Neither -----0%

(DON'T READ) DK/NA-----4%

9. Next, I am going to read you a series of statements about Midpen. For each one, please tell me if it makes you view Midpen much more favorably, somewhat more favorably, or if it makes no difference.
(RANDOMIZE)

	<u>MUCH MORE FAV</u>	<u>SMWT MORE FAV</u>	<u>NO DIFF</u>	<u>(LESS FAV)</u>	<u>(DK/ NA)</u>	<u>TOTAL MORE FAV</u>
[]a. (T - SPECIAL CHARACTER) People choose to live in the Bay Area because of its scenic beauty and recreational opportunities. The stunning ridge and coastal views and riding, biking, and hiking trails we have in Santa Clara and San Mateo Counties are truly unique. The Midpeninsula Regional Open Space District works to preserve what we love most about living here. -----	39%	32%	24%	3%	2%	72%
(SPLIT SAMPLE A ONLY)						
[]b. (T - WATER QUALITY) Nothing is more important than clean drinking water. By protecting and restoring areas around sources of water, Midpen increases access to water and naturally prevents the pollution of our water. -----	48%	32%	17%	3%	0%	80%
[]c. (T - PUBLIC HEALTH) Open space preserves and natural areas provide spaces where families and children can safely walk, run, and bicycle – improving the physical health of residents, reducing obesity, and reducing healthcare costs. These areas are open 365 days a year, sunrise to sunset, to anyone, and for free. -----	47%	28%	21%	4%	0%	75%
[]d. (T - WILDLIFE) By restoring and protecting natural areas, Midpen is protecting wildlife habitats and California's unique biodiversity. -----	43%	30%	23%	3%	1%	73%
[]e. (AG/HISTORY AND FOOD) San Mateo and Santa Clara counties have rich agricultural and ranching history that is at risk of disappearing as our communities grow and change. That's why Midpen is protecting working agricultural ranchlands, which connect past and future along the scenic coastside and support access to local food. -----	35%	27%	27%	10%	1%	62%

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	<u>MUCH MORE FAV</u>	<u>SMWT MORE FAV</u>	<u>NO DIFF</u>	<u>(LESS FAV)</u>	<u>(DK/ NA)</u>	<u>TOTAL MORE FAV</u>
(SPLIT SAMPLE B ONLY)						
[]f. (T* - UNDERSERVED) Midpen programming connects people to nature through enriched experiences, especially historically underserved communities that are typically less likely to have access to natural areas and open spaces. That includes low-income communities and communities of color. -----	41 %	29 %	21 %	5 %	3 %	70 %
[]g. (T - CARING) Midpen cares for the land to create healthy habitats for plants, animals, and people. -----	45 %	31 %	20 %	2 %	2 %	77 %
[]h. (T - CLIMATE) Smart investments made before a disaster strikes can help protect a community's quality of life, save lives, and reduce the cost to taxpayers. Midpen is taking a proactive, practical approach to stewardship of public lands, helping ensure San Mateo and Santa Clara counties are resilient as the climate changes. -----	42 %	41 %	13 %	2 %	2 %	83 %
[]i. (T* - FIRES) Midpen is working with fire agencies and surrounding communities to strengthen prevention and preparation in case of wildland fires. This includes actively managing vegetation with a focus on ecological health, conducting prescribed fires to reduce wildland fire risk and intensity, and maintaining hundreds of miles of fire roads. -----	58 %	27 %	11 %	2 %	2 %	85 %
[]j. (AG/GRAZING) Midpen is using conservation grazing to support the ecosystem and economy. Livestock on open space lands along the San Mateo County coast help maintain the biodiversity of coastal grasslands while encouraging local agriculture. -----	34 %	37 %	21 %	4 %	3 %	71 %

(RESUME ASKING ALL RESPONDENTS)

10. Next, having heard this, let me ask you one last time - do you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of the Midpeninsula Regional Open Space District?

TOTAL FAVORABLE-----91%

Strongly favorable -----58%

Somewhat favorable-----33%

TOTAL UNFAVORABLE ----- 5%

Somewhat unfavorable----- 3%

Strongly unfavorable ----- 2%

(DON'T READ) CAN'T RATE/DK/NA ----- 4%

11. Next, I'm going to read you a list of sources from which people get information about **(SPLIT SAMPLE A: local issues in your area) (SPLIT SAMPLE B: parks, open space, and the outdoors)**. For each, I'd like you to tell me how often you use it to get information about **(SPLIT SAMPLE A: local issues in your area) (SPLIT SAMPLE B: parks, open space and the outdoors):** frequently, occasionally, rarely, or never. **(RANDOMIZE)**

	<u>FREQ</u>	<u>OCCAS</u>	<u>RARELY</u>	<u>NEVER</u>	<u>(DK/NA)</u>	<u>FREQ /OCC</u>	<u>RRLY /NVR</u>
[]a. Local television stations-----	13 %	17 %	23 %	44 %	3 %	30%	67%
[]b. KQED Radio-----	16 %	20 %	18 %	43 %	4 %	36%	61%
[]c. Radio stations other than KQED-----	6 %	16 %	17 %	57 %	4 %	22%	74%
[]d. Information you receive in the mail -----	12 %	24 %	27 %	34 %	2 %	37%	62%
[]e. Facebook-----	10 %	16 %	16 %	55 %	3 %	26%	72%
[]f. Twitter -----	8 %	12 %	14 %	63 %	3 %	20%	77%
[]g. Instagram -----	11 %	14 %	14 %	58 %	3 %	25%	72%
[]h. Newspapers-----	16 %	23 %	17 %	42 %	2 %	38%	60%
[]i. Midpen emails and its website, public meetings, or the Midpen newsletter and activity guide mailed to your home -----	12 %	18 %	17 %	49 %	3 %	30%	67%
[]j. Nextdoor-----	9 %	19 %	20 %	49 %	3 %	29%	69%

**WE'RE JUST ABOUT DONE. I'M ONLY GOING TO ASK YOU A FEW MORE
QUESTIONS FOR CLASSIFICATION PURPOSES.**

12. First, I'd like you to consider your visits to Midpen preserves. Please tell me how often you typically visit and use Midpen preserves in this way: about once a week, a few times a month, a few times a year, once a year, or never. **(RANDOMIZE)**

		<u>ONCE/ WEEK</u>	<u>FEW/ MO</u>	<u>FEW/ YEAR</u>	<u>ONCE/ YEAR</u>	<u>NEVER</u>	<u>(DK/ NA)</u>
[]a.	(T) Walking or hiking -----	24 %	28 %	28 %	7 %	11 %	2 %
[]b.	(T) Running or jogging-----	15 %	12 %	14 %	5 %	51 %	2 %
[]c.	(T) Dog walking-----	13 %	9 %	11 %	3 %	62 %	2 %
[]d.	(T) Horseback riding -----	1 %	1 %	2 %	5 %	89 %	2 %
[]e.	(T*) Biking-----	6 %	10 %	18 %	8 %	57 %	1 %
[]f.	(T) Birdwatching or wildlife viewing-----	7 %	9 %	21 %	11 %	50 %	2 %
[]g.	(T) Spending time in nature -----	24 %	28 %	26 %	8 %	12 %	3 %
[]h.	(T) Ranger- or docent-led programs -----	1 %	2 %	7 %	13 %	72 %	6 %
[]i.	(T) Backpack camping-----	1 %	2 %	11 %	14 %	70 %	2 %

13. **(T)** Do you have any children under the age of 19 living at home?

Yes -----27 %
 No -----73 %
(DON'T READ) DK/NA/REFUSED -- 1 %

14. **(T)** What was the last level of school you completed?

First to 11th grade ----- 1 %
 High school graduate----- 7 %
 Vocational/technical school ----- 3 %
 Some college, but no degree-----15 %
 Associate degree ----- 8 %
 Four-year college or bachelor's degree 30 %
 Graduate school or advanced degree ---35 %
(DON'T READ) DK/NA ----- 1 %

15. How long have you lived in San Mateo or Santa Clara Counties?

Born and raised -----18 %
 Five years or less -----10 %
 Six to 10 years -----10 %
 11 to 20 years -----14 %
 21 to 40 years -----31 %
 More than 40 years -----17 %
(DON'T READ) DK/NA ----- 0 %

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16. I don't need to know the exact amount, but please stop me when I read the category that includes the total income for your household before taxes in 2022. Was it: **(READ CHOICES BELOW)**

\$60,000 and under----- 11 %
 \$60,001 - \$90,000----- 10 %
 \$90,001 - \$120,000----- 8 %
 \$120,001 - \$180,000----- 15 %
 \$180,001 - \$250,000----- 13 %
 More than \$250,000----- 26 %
(DON'T READ) Refused----- 17 %

17. What is your gender?

Male----- 48 %
 Female----- 49 %
 Nonbinary----- 1 %
 Rather not say----- 2 %

THANK AND TERMINATE

MODE

Phone----- 48 %
 Online----- 52 %

DISTRICT WARD

1 - Gleason----- 16 %
 2 - Kishimoto----- 13 %
 3 - Cyr----- 11 %
 4 - Riffle----- 15 %
 5 - Holman----- 15 %
 6 - MacNiven----- 13 %
 7 - Kersteen-Tucker----- 17 %

COUNTY

San Mateo----- 36 %
 Santa Clara----- 64 %

CITY/TOWN

Cupertino----- 7 %
 Half Moon Bay----- 2 %
 Los Altos----- 6 %
 Los Gatos----- 5 %
 Menlo Park----- 6 %
 Mountain View----- 9 %
 Palo Alto----- 10 %
 Redwood City----- 11 %
 San Carlos----- 5 %
 Saratoga----- 7 %
 Sunnyvale----- 15 %
 Other----- 8 %
 Unincorporated----- 10 %

A/B SPLIT

A----- 50 %
 B----- 50 %

CONTACT METHOD

Phone----- 48 %
 E-mail----- 31 %
 Text----- 21 %

Attachment 1_Results_2023_Awareness_Survey

Attachment 2_Results_2020_Benchmark_Survey

JANUARY 9-23, 2020



MIDPENINSULA REGIONAL OPEN SPACE DISTRICT

320-876-WT

N=889

MARGIN OF SAMPLING ERROR $\pm 3.5\%$ (95% CONFIDENCE INTERVAL)

A/B SPLIT

Hello, I'm _____ from _____, a public opinion research company. I am not trying to sell you anything. We're conducting a survey about issues that concern residents in your area. May I speak with the person at home over 18 who most recently celebrated a birthday?

- A. Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering yourself or others?

Yes, cell and can talk safely ----- 78%

Yes, cell but cannot talk safely ----- **TERMINATE**

No, not on cell ----- 22%

(DON'T READ) DK/NA/REFUSED----- TERMINATE

- B. My next questions are to ensure that we are interviewing a representative group of residents in your area. What is your age?

Under 18 ----- **TERMINATE**

18-24 ----- 14%

25-29 ----- 5%

30-34 ----- 9%

35-39 ----- 10%

40-44 ----- 8%

45-49 ----- 11%

50-54 ----- 7%

55-59 ----- 8%

60-64 ----- 10%

65-69 ----- 6%

70-74 ----- 4%

75+ ----- 6%

(DK/REFUSED) ----- 2%

- C. With which racial or ethnic group do you identify yourself: Hispanic or Latino; African American or Black; Caucasian or White; Asian or Pacific Islander; multiracial; or some other ethnic or racial background?

Latino/Hispanic ----- 9%

African American/Black ----- 1%

Caucasian/White ----- 57%

Asian/Pacific Islander ----- 20%

Multiracial ----- 4%

(OTHER) ----- 2%

(DON'T READ) DK/NA/REFUSED -- 7%

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- D. Are you registered to vote? **(IF YES, ASK: “With which party are you registered to vote: Democratic, Republican, another party, or with no party preference?”)**

No, not registered ----- 4%
 Democratic-----51%
 Republican -----10%
 No Party Preference-----24%
 Another party----- 6%
(DON'T KNOW/NA) ----- 6%

1. OK, let’s begin. First, how would you rate your community as a place to live? Is it ... **(READ LIST)?**

EXCELLENT/GOOD -----**86%**
 Excellent-----39%
 Good -----47%

FAIR/POOR -----**13%**
 Fair-----10%
 Poor ----- 3%

(DON'T KNOW/NA) ----- 1%

2. Next, I’m going to read you a list of local organizations and public institutions. For each one, I’d like you to tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion. If you have never heard of one, please just say so. **(RANDOMIZE)**

	<u>STR</u> <u>FAV</u>	<u>SMWT</u> <u>FAV</u>	<u>SMWT</u> <u>UNFAV</u>	<u>STR</u> <u>UNFAV</u>	<u>(CAN'T</u> <u>RATE</u> <u>/DK)</u>	<u>NEVER</u> <u>HEARD</u> <u>OF</u>	<u>TOTAL</u> <u>FAV</u>	<u>TOTAL</u> <u>UNFAV</u>
[]a. Midpeninsula Regional Open Space District -----	37%	18%	1%	1%	9%	33%	56%	2%
[]b. Santa Clara Valley Open Space Authority-----	22%	17%	2%	1%	14%	44%	40%	3%
[]c. Peninsula Open Space Trust-----	34%	16%	2%	1%	10%	37%	49%	4%
[]d. California State Parks -----	62%	29%	2%	0%	4%	4%	90%	2%
[]e. Golden Gate National Recreation Area -----	44%	28%	3%	1%	12%	13%	71%	4%
(ASK IN SANTA CLARA COUNTY ONLY)								
[]f. Santa Clara County Parks-----	42%	39%	3%	1%	6%	9%	81%	3%
(ASK IN SAN MATEO COUNTY ONLY)								
[]g. San Mateo County Parks-----	41%	40%	4%	0%	12%	3%	81%	4%

(RESUME ASKING ALL RESPONDENTS)

3. I'm going to read you some issues that some people say may be problems in your area. After I read each one, please tell me whether you think each is a problem or not. **(IF YES, PROBLEM, ASK: "Do you think it is an extremely, very, or somewhat serious problem?") (RANDOMIZE)**

		<u>EXT</u> <u>SER</u> <u>PROB</u>	<u>VERY</u> <u>SER</u> <u>PROB</u>	<u>SMWT</u> <u>SER</u> <u>PROB</u>	<u>NOT</u> <u>A</u> <u>PROB</u>	<u>(DK/</u> <u>NA)</u>	<u>EXT/</u> <u>VERY</u>
[]a.	The quality of local natural lands and open space-----	11 %	14 %	28 %	41 %	6 %	25 %
[]b.	Traffic congestion-----	45 %	29 %	19 %	5 %	2 %	74 %
[]c.	Loss of natural areas to development-----	23 %	26 %	29 %	18 %	4 %	49 %
[]d.	Fire risk-----	25 %	24 %	28 %	20 %	3 %	49 %
[]e.	Water pollution-----	18 %	22 %	28 %	24 %	7 %	41 %
[]f.	Air pollution-----	21 %	23 %	32 %	21 %	4 %	44 %
[]g.	Loss of wildlife habitat-----	28 %	24 %	29 %	15 %	4 %	52 %
[]h.	A lack of affordable housing-----	56 %	25 %	10 %	7 %	1 %	81 %
[]i.	Climate change-----	53 %	17 %	14 %	13 %	3 %	70 %
[]j.	The amount you pay in local taxes-----	16 %	16 %	26 %	34 %	7 %	32 %

NOW I'D LIKE TO ASK YOU A FEW MORE QUESTIONS ABOUT THE MIDPENINSULA REGIONAL OPEN SPACE DISTRICT.

(ASK Q4 ONLY IF CODES 1-4 IN Q2A)

4. You mentioned a few moments ago that you have a **FAVORABLE / UNFAVORABLE** opinion of the Midpeninsula Regional Open Space District. In a few words of your own, could you tell me why? **(OPEN-ENDED; RECORD VERBATIM RESPONSE BELOW. PROBE FOR VERY SPECIFIC RESPONSES)**

- a. Favorable, N=495:

Preservation of open space/environmental protection-----	38%
Support their mission/efforts -----	33%
Good option for recreation/exercise -----	24%
Trails/facilities are well maintained-----	16%
I use trails regularly-----	13%
Easily accessible to the public-----	10%
Enjoy nature's beauty/beautiful views-----	7%
Preservation of wildlife/habitat -----	7%
General favorable statement -----	4%
Mixed feelings -----	3%
Dog friendly-----	1%
Watershed protection -----	0%
Need more information-----	0%
Other-----	2%
Don't know-----	2%
Refused-----	2%

- b. Unfavorable, N=21:

Poor leadership/management-----	37%
Not enough transparency/misused revenue -----	36%
They take over too much land -----	26%
More important issues-----	12%
Too many limitations -----	9%
General unfavorable statement -----	2%
Other -----	10%

(RESUME ASKING ALL RESPONDENTS)

AS YOU MAY KNOW, THE MIDPENINSULA REGIONAL OPEN SPACE DISTRICT, OFTEN KNOWN AS "MIDPEN," IS AN INDEPENDENT SPECIAL DISTRICT PRIMARILY IN SANTA CLARA AND SAN MATEO COUNTIES THAT HAS PRESERVED A REGIONAL GREENBELT OF NEARLY 65 THOUSAND ACRES OF PUBLIC LAND AND MANAGES 26 OPEN SPACE PRESERVES. ITS MISSION IS TO ACQUIRE AND PERMANENTLY PRESERVE OPEN SPACE LAND, PROTECT AND RESTORE THE NATURAL ENVIRONMENT, AND PROVIDE OPPORTUNITIES FOR ECOLOGICALLY SENSITIVE PUBLIC ENJOYMENT AND EDUCATION. ON THE COAST, ITS MISSION INCLUDES PRESERVING RURAL CHARACTER AND ENCOURAGING VIABLE AGRICULTURAL USE OF LAND.

5. Having heard this, let me ask you again: would you say you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of the Midpeninsula Regional Open Space District?

TOTAL FAVORABLE-----88%

Strongly favorable -----56%

Somewhat favorable-----32%

TOTAL UNFAVORABLE ----- 5%

Somewhat unfavorable----- 3%

Strongly unfavorable ----- 2%

(DON'T READ) DK/NA ----- 7%

6. Next, I am going to read you a list of goals Midpen has set for itself. For each goal, please tell me if you think it is extremely important, very important, somewhat important, or not too important.
(RANDOMIZE)

	<u>EXT</u> <u>IMP</u>	<u>VERY</u> <u>IMP</u>	<u>SMWT</u> <u>IMP</u>	<u>NOT TOO</u> <u>IMP</u>	<u>(DK/</u> <u>NA)</u>	<u>EXT/</u> <u>VERY</u>
(SPLIT SAMPLE A ONLY)						
[]a. Preserving a regional greenbelt of open space land forever -----	50%	29%	15%	5%	1%	79%
[]b. Protecting natural areas -----	55%	32%	13%	1%	1%	86%
[]c. Providing opportunities for ecologically sensitive public enjoyment and education -----	37%	36%	20%	5%	1%	73%
[]d. Restoring native plant and wildlife habitat -----	39%	35%	19%	6%	1%	75%
[]e. Providing multiuse trails for hiking, biking, and equestrian use -----	29%	37%	31%	3%	0%	66%
[]f. Stewarding public lands to be resilient in the face of climate change -----	47%	28%	14%	8%	4%	75%
[]g. Supporting local agriculture along the San Mateo County coast -----	28%	34%	27%	10%	1%	62%
[]h. Preserving the character of rural areas, such as the Santa Cruz Mountains or the San Mateo County Coast -----	35%	26%	29%	8%	1%	61%

Attachment 2_Results_2020_Benchmark_Survey

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		<u>EXT</u> <u>IMP</u>	<u>VERY</u> <u>IMP</u>	<u>SMWT</u> <u>IMP</u>	<u>NOT TOO</u> <u>IMP</u>	<u>(DK/</u> <u>NA)</u>	<u>EXT/</u> <u>VERY</u>
(SPLIT SAMPLE A CONTINUED)							
[]i.	Partnering with local organizations to promote a regional environmental vision -----	32%	36%	24%	7%	2%	68%
[]j.	Connecting regional trails-----	20%	35%	33%	9%	3%	55%
[]k.	Caring for the ecosystem to help native plants and wildlife survive-----	51%	35%	10%	3%	1%	86%
[]l.	Reducing dead and downed vegetation for wildland fire prevention-----	51%	35%	11%	2%	1%	86%
[]m.	Preserving undeveloped coastal open space and agricultural lands-----	46%	29%	19%	4%	1%	76%
[]n.	Assessing historical significance of structures on open space lands-----	19%	32%	30%	17%	1%	51%
[]o.	Promoting safe wildlife corridors and trail crossings across Highway 17-----	34%	34%	19%	6%	6%	68%
(SPLIT SAMPLE B ONLY)							
[]p.	Protecting the ridgetops, hillsides and creeks that create our region's striking natural beauty -----	48%	27%	22%	3%	0%	75%
[]q.	Protecting and restoring the natural environment -----	54%	30%	14%	2%	0%	84%
[]r.	Protecting San Mateo and Santa Clara counties' agricultural, natural resource, and open space lands for future generations -----	53%	24%	20%	2%	1%	77%
[]s.	Creating opportunities for outdoor recreation -----	30%	35%	30%	4%	1%	65%
[]t.	Preserving diverse habitat for wildlife-----	51%	30%	18%	1%	0%	80%
[]u.	Providing regional hiking trails-----	29%	31%	34%	4%	2%	60%
[]v.	Restoring public lands to be resilient in the face of climate change-----	46%	31%	15%	5%	2%	77%
[]w.	Connecting kids to nature-----	41%	35%	23%	1%	0%	76%
[]x.	Protecting the waterways and natural lands that maintain water quality and supply -----	66%	24%	9%	1%	1%	90%
[]y.	Managing redwood forests-----	55%	28%	13%	1%	2%	84%
[]z.	Protecting San Mateo and Santa Clara counties' agricultural, natural resource, and open space lands-----	42%	28%	24%	4%	1%	70%
[]aa.	Protecting coastal grasslands -----	42%	31%	22%	3%	2%	73%
[]bb.	Improving access for individuals with disabilities at local preserves -----	26%	35%	30%	7%	1%	62%
[]cc.	Partnering with Native American tribes to relearn and reapply indigenous plant restoration techniques-----	31%	26%	28%	13%	3%	57%
[]dd.	Removing invasive species to restore native plant and wildlife habitat-----	35%	33%	21%	5%	6%	68%

(RESUME ASKING ALL RESPONDENTS)

7. And which of these six components of the Midpen mission do you think is most important to you?
(RE-READ AND RANDOMIZE LIST IF NECESSARY)

☐ Acquiring and preserving a regional greenbelt----- 18%

☐ Restoring the natural environment----- 18%

☐ Providing opportunities for ecologically sensitive public recreation ----- 14%

☐ Educating the public about conservation and nature----- 18%

☐ Preserving rural character----- 4%

☐ Encouraging viable agricultural land use----- 4%

(DON'T READ) All----- 18%

(DON'T READ) None----- 1%

(DON'T READ) Other **(SPECIFY)**----- 4%

(DON'T READ) DK/NA/Refused----- 2%

8. Stepping back for a moment, I'd like to read you two statements about Midpen preserves. I'd like you to tell me which comes closer to your opinion, even if neither is exactly right. **(ROTATE)**

☐ I prefer preserves that provide multiple visitor amenities, such as
 water bottle refilling stations, restrooms, and picnic areas ----- 22%

OR

☐ I prefer preserves that put a high priority on wildlife habitat restoration and
 protection, with only low-impact trails that encourage users to leave no trace----- 72%

(DON'T READ)

(BOTH)----- 2%

(NEITHER)----- 1%

(DON'T KNOW/NA)----- 4%

9. Next, I am going to read you a series of statements about the Midpeninsula Regional Open Space District. For each one, please tell me if it makes you view Midpen much more favorably, somewhat more favorably, or if it makes no difference. **(RANDOMIZE)**

	<u>MUCH MORE FAV</u>	<u>SMWT MORE FAV</u>	<u>NO DIFF</u>	<u>(LESS FAV)</u>	<u>(DK/ NA)</u>	<u>TOTAL MORE FAV</u>
[]a. (SPECIAL CHARACTER) People choose to live in the Bay Area because of its scenic beauty and recreational opportunities. The stunning ridge and coastal views and riding, biking, and hiking trails we have in Santa Clara and San Mateo Counties are truly unique. The Midpeninsula Regional Open Space District works to preserve what we love most about living here. -----	42%	27%	25%	3%	3%	69%
(SPLIT SAMPLE A ONLY)						
[]b. (WATER QUALITY) Nothing is more important than clean drinking water. By protecting and restoring areas around sources of water, Midpen increases access to water and naturally prevents the pollution of our water. -----	49%	31%	17%	1%	3%	80%
[]c. (PARTNERSHIPS) Midpen regularly partners with local nonprofits, the counties, and state and regional park organizations to leverage their resources and connect residents with open space, recreational opportunities, and educational programs. Connecting these public lands supports biodiversity, providing places for local plants and wildlife to thrive. -----	39%	36%	21%	1%	4%	75%
[]d. (PUBLIC HEALTH) Open space preserves and natural areas provide spaces where families and children can safely walk, run, and bicycle – improving the physical health of residents, reducing obesity, and reducing healthcare costs. These areas are open 365 days a year, sunrise to sunset, to anyone, and for free. -----	50%	28%	20%	1%	1%	78%
[]e. (WILDLIFE) By restoring and protecting natural areas, the Midpeninsula Regional Open Space District is protecting wildlife habitats and California's unique biodiversity. -----	49%	31%	17%	1%	2%	80%

Attachment 2_Results_2020_Benchmark_Survey

FM3 RESEARCH

320-876-WT

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	<u>MUCH MORE FAV</u>	<u>SMWT MORE FAV</u>	<u>NO DIFF</u>	<u>(LESS FAV)</u>	<u>(DK/ NA)</u>	<u>TOTAL MORE FAV</u>
(SPLIT SAMPLE A CONTINUED)						
[]f. (AG SUSTAINABILITY) San Mateo and Santa Clara counties have rich agricultural and ranching history. That's why Midpen protects sustainable, working agricultural ranchlands connecting past and future along the scenic coast. -----	27%	36%	29%	3%	4%	63%
[]g. (CARING) Midpeninsula Regional Open Space District is caring for the land to create healthy habitats for plants, animals, and people. -----	46%	30%	18%	2%	3%	77%
[]h. (UNDERSERVED) Midpen programming connects people to nature through enriched experiences, especially people who are typically less likely to have access to natural areas and open spaces. That includes low-income communities and communities of color. -----	41%	31%	24%	1%	3%	73%
(SPLIT SAMPLE B ONLY)						
[]i. (AG HISTORY) San Mateo and Santa Clara counties have rich agricultural and ranching history. That's why the Midpeninsula Open Space District preserves historic, agricultural lands close to home along the scenic coast. -----	23%	37%	27%	7%	7%	60%
[]j. (RECREATION) Parks and open spaces provide safe places for the community to gather and explore the outdoors. It's especially important to keep these accessible options for everyone as the cost of living increases. Midpen ensures that San Mateo and Santa Clara County residents have access to well-maintained and beautiful recreation areas. -----	44%	33%	19%	2%	3%	77%
[]k. (CLIMATE) Smart investments made before a disaster strikes can help protect a community's quality of life, save lives, and reduce the cost to taxpayers. Midpen is taking a proactive, practical approach to stewardship of public lands, helping ensure San Mateo and Santa Clara counties are resilient as the climate changes. -----	39%	44%	12%	2%	3%	83%

	<u>MUCH MORE FAV</u>	<u>SMWT MORE FAV</u>	<u>NO DIFF</u>	<u>(LESS FAV)</u>	<u>(DK/ NA)</u>	<u>TOTAL MORE FAV</u>
(SPLIT SAMPLE B CONTINUED)						
[]l. (FIRES) Midpen is working with fire agencies and surrounding communities to strengthen prevention and preparation in case of wildland fires. This includes maintaining hundreds of miles of fire roads. Midpen is also using conservation grazing to reduce flammable brush within grassland habitats, limiting the risk of fire, or fire intensity if it does occur. -----	52%	36%	9%	0%	3%	88%
[]m. (EDUCATION) Midpen programming connects people to nature through enriched experiences, including environmental interpretation, docent-led activities and volunteer opportunities. -----	22%	37%	30%	3%	7%	59%
[]n. (PLACE) Few other conservation organizations protect and restore such a wide variety of unique natural areas: from redwood forests to the Bay and the ocean, from serpentine-soil grasslands to Tafone sandstone. Our peninsula is unique and Midpen works to protect and restore these places for the wildlife that call it home, and the people who visit and recreate there. -----	37%	39%	16%	4%	4%	75%

(RESUME ASKING ALL RESPONDENTS)

10. Next, having heard this, let me ask you one last time - do you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of the Midpeninsula Regional Open Space District?

TOTAL FAVORABLE-----91%

Strongly favorable -----60%

Somewhat favorable-----32%

TOTAL UNFAVORABLE -----4%

Somewhat unfavorable -----3%

Strongly unfavorable -----1%

(DON'T READ) CAN'T RATE/DK/NA-----5%

11. Next, I'm going to read you a list of sources from which people get information about **(SPLIT SAMPLE A: local issues in your area) (SPLIT SAMPLE B: parks, open space, and the outdoors)**. For each, I'd like you to tell me how often you use it to get information about **(SPLIT SAMPLE A: local issues in your area) (SPLIT SAMPLE B: parks, open space and the outdoors)**: frequently, occasionally, rarely, or never. **(RANDOMIZE)**

	<u>FREQ</u>	<u>OCCAS</u>	<u>RARELY</u>	<u>NEVER</u>	<u>(DK/NA)</u>	<u>FREQ /OCC</u>	<u>RRLY /NVR</u>
[]a. Local television stations-----	12 %	24 %	16 %	46 %	3 %	36 %	61 %
[]b. KQED Radio-----	18 %	22 %	14 %	43 %	3 %	40 %	57 %
[]c. Radio stations other than KQED-----	8 %	18 %	20 %	51 %	3 %	26 %	71 %
[]d. Information you receive in the mail-----	6 %	30 %	24 %	36 %	3 %	36 %	60 %
[]e. Facebook-----	13 %	19 %	18 %	48 %	2 %	32 %	65 %
[]f. Twitter-----	6 %	11 %	9 %	70 %	5 %	17 %	78 %
[]g. Instagram-----	7 %	12 %	11 %	67 %	3 %	19 %	78 %
[]h. Blogs on the Internet-----	8 %	19 %	19 %	51 %	3 %	27 %	70 %
[]i. The <i>San José Mercury News</i> newspaper-----	10 %	18 %	20 %	50 %	2 %	28 %	70 %
[]j. The <i>San Francisco Chronicle</i> newspaper-----	6 %	14 %	17 %	59 %	3 %	20 %	77 %
[]k. The <i>Half Moon Bay Review</i> newspaper-----	3 %	5 %	7 %	80 %	5 %	8 %	87 %
[]l. The Midpen newsletter and activity guide mailed to your home-----	6 %	13 %	12 %	63 %	6 %	19 %	76 %
[]m. The Midpen e-newsletter-----	5 %	6 %	9 %	76 %	4 %	11 %	84 %
[]n. Nextdoor-----	11 %	22 %	14 %	49 %	4 %	33 %	64 %
[]o. Midpen's public meetings-----	1 %	3 %	10 %	82 %	4 %	4 %	92 %
[]p. Midpen's website, openspace-dot- org-----	4 %	18 %	22 %	52 %	4 %	22 %	74 %

12. Were there any sources of information you use that I didn't mention? (OPEN END, RECORD VERBATIM)

No -----	59 %
Word of mouth -----	11 %
Google -----	5 %
Internet (general)-----	5 %
Local newspaper -----	4 %
Local newsletter-----	2 %
Local television news -----	2 %
National newspaper-----	1 %
National news -----	1 %
Community centers -----	1 %
You Tube-----	1 %
Government website-----	1 %
Reddit -----	1 %
Facebook/social media-----	1 %
LinkedIn-----	0 %
News radio-----	0 %
Saratogian -----	0 %
Magazines (not specified) -----	0 %
Library-----	0 %
Yelp -----	0 %
Maps -----	0 %
Personal experience -----	0 %
Other -----	3 %
Don't know -----	0 %
Refused -----	2 %

**WE'RE JUST ABOUT DONE. I'M ONLY GOING TO ASK YOU A FEW MORE
QUESTIONS FOR CLASSIFICATION PURPOSES.**

13. First, I'd like you to consider your visits to Midpeninsula Regional Open Space District preserves. Please tell me how often you typically visit and use Midpen preserves in this way: about once a week, a few times a month, a few times a year, once a year, or never. **(RANDOMIZE)**

	<u>ONCE/ WEEK</u>	<u>FEW/ MO</u>	<u>FEW/ YEAR</u>	<u>ONCE/ YEAR</u>	<u>NEVER</u>	<u>(DK/ NA)</u>
[]a. Walking or hiking -----	20 %	29 %	31 %	6 %	11 %	3 %
[]b. Running or jogging -----	9 %	13 %	12 %	7 %	57 %	3 %
[]c. Dog walking -----	10 %	8 %	10 %	4 %	65 %	3 %
[]d. Horseback riding -----	2 %	1 %	3 %	5 %	87 %	2 %
[]e. Mountain biking -----	3 %	5 %	10 %	6 %	73 %	3 %
[]f. Birdwatching or wildlife viewing -----	5 %	10 %	19 %	11 %	52 %	4 %
[]g. Spending time in nature -----	19 %	27 %	31 %	6 %	13 %	4 %
[]h. Ranger- or docent-led programs -----	0 %	1 %	6 %	12 %	75 %	6 %
[]i. Backpack camping -----	0 %	2 %	11 %	11 %	72 %	5 %

(ASK IF EVER VISIT FOR ANY REASON – CODE 1 OR 2 OR 3 OR 4 IN ANY ITEM IN Q13)

14. Do you feel safe or unsafe outdoors in local nature preserves? **(IF SAFE/UNSAFE, ASK: "Is that very or somewhat SAFE/UNSAFE?")**

TOTAL SAFE ----- 94%
 Very safe ----- 59 %
 Somewhat safe ----- 35 %

TOTAL UNSAFE ----- 4%
 Somewhat unsafe ----- 3 %
 Very unsafe ----- 1 %

(DON'T READ) Don't visit them/NA - 1 %
(DON'T READ) Don't know ----- 0 %

(RESUME ASKING ALL RESPONDENTS)

15. Do you have any children under the age of 19 living at home?

Yes ----- 26 %
 No ----- 69 %
(DON'T READ) DK/NA/REFUSED -- 4 %

16. What was the last level of school you completed?

High school graduate or less----- 10%
 Some college----- 20%
 Associate's Degree ----- 11%
 College graduate ----- 30%
 Post-graduate ----- 26%
 (DON'T KNOW) ----- 4%

17. Do you work in the technology industry? (IF NO: "Does anyone in your household work in the technology industry?")

Yes, self ----- 21%
 Yes, household ----- 13%
 Yes, both ----- 8%
 No ----- 54%
 (DON'T READ) DK/NA/REFUSED -- 4%

18. Were you born and raised in Santa Clara or San Mateo counties? (IF NO, ASK: "How long have you lived in San Mateo or Santa Clara Counties?")

Born and raised ----- 28%
 Two years or less ----- 6%
 Three to five years ----- 5%
 Six to 10 years ----- 8%
 11 to 20 years ----- 13%
 21 to 40 years ----- 19%
 More than 40 years ----- 15%
 (DON'T READ) DK/NA/REFUSED -- 6%

19. I don't need to know the exact amount, but please stop me when I read the category that includes the total income for your household before taxes in 2019. Was it: (READ CHOICES BELOW)

\$30,000 and under----- 10%
 \$30,001 - \$60,000 ----- 9%
 \$60,001 - \$90,000 ----- 11%
 \$90,001 - \$120,000----- 9%
 \$120,001 - \$150,000 ----- 9%
 More than \$150,000----- 29%
 (DON'T READ) Refused ----- 22%

20. What is your gender?

Male-----45 %
 Female -----49 %
 Nonbinary ----- 0 %
 Rather not say ----- 6 %

THANK AND TERMINATE

MODE

Phone ----- 50 %
 Online ----- 50 %

DISTRICT WARD

1 - Seimens ----- 17 %
 2 - Kishimoto----- 13 %
 3 - Cyr----- 11 %
 4 - Riffle ----- 14 %
 5 - Holman----- 14 %
 6 - Hassett ----- 13 %
 7 - Kersteen-Tucker ----- 18 %

COUNTY

San Mateo----- 38 %
 Santa Clara----- 62 %

CITY/TOWN

Cupertino-----5 %
 Los Altos-----4 %
 Los Gatos -----6 %
 Menlo Park -----6 %
 Mountain View----- 11 %
 Palo Alto -----9 %
 Redwood City ----- 11 %
 San Carlos -----4 %
 Saratoga -----6 %
 Sunnyvale ----- 16 %
 Other----- 13 %
 Unincorporated-----9 %

Attachment 3_Results_Coastside_Protection_Area

DECEMBER 27, 2022 – JANUARY 9, 2023



**MIDPENINSULA REGIONAL OPEN SPACE DISTRICT
TRACKING SURVEY
320-1048-WT
N=236 (271)
COASTSIDE
A/B SPLITS**

Hello, I'm _____ from _____, a public opinion research company. We are not trying to sell anything. We're conducting a survey about issues that concern residents in your area. May I speak with the person at home over 18 who most recently celebrated a birthday?

- A. Before we begin, I'd like to thank you for taking the time to speak with me, it is very much appreciated. I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering yourself or others?

Yes, cell and can talk safely ----- 84%
Yes, cell but cannot talk safely ----- **TERMINATE**
No, not on cell ----- 16%
(DON'T READ) DK/NA/REFUSED ----- TERMINATE

- B. My next questions are to ensure that we are interviewing a representative group of residents in your area. What is your age?

Under 18 ----- **TERMINATE**
18-24 ----- 9%
25-29 ----- 4%
30-34 ----- 12%
35-39 ----- 7%
40-44 ----- 13%
45-49 ----- 10%
50-54 ----- 8%
55-59 ----- 9%
60-64 ----- 10%
65-69 ----- 5%
70-74 ----- 7%
75+ ----- 6%
(DK/REFUSED) ----- 0%

- C. With which racial or ethnic group do you identify yourself: Hispanic or Latino; African American or Black; Caucasian or White; Asian or Pacific Islander; multiracial; or some other ethnic or racial background?

Latino/Hispanic ----- 19%
African American/Black ----- 2%
Caucasian/White ----- 55%
Asian/Pacific Islander ----- 17%
Multiracial ----- 3%
Some other ethnic or racial background -- 1%
(DON'T READ) DK/NA ----- 3%

Attachment 3_Results_Coastside_Protection_Area

1. OK, let's begin. First, I'm going to read you a list of local organizations and public institutions. For each one, I'd like you to tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion. If you have never heard of one, please just say so. **(RANDOMIZE)**

	<u>STR FAV</u>	<u>SMWT FAV</u>	<u>SMWT UNFAV</u>	<u>STR UNFAV</u>	<u>(CAN'T RATE /DK)</u>	<u>NEVER HEARD OF</u>	<u>TOTAL FAV</u>	<u>TOTAL UNFAV</u>
[]a. (T) Midpeninsula Regional Open Space District -----	42%----	23%----	4%-----	2%-----	5%-----	24%	65%	6%
(ASK IN SANTA CLARA COUNTY ONLY)								
[]b. (T) Santa Clara County Parks ----	0%-----	0%-----	0%-----	0%-----	0%-----	0%	0%	0%
(ASK IN SAN MATEO COUNTY ONLY)								
[]c. (T) San Mateo County Parks ----	44%-----	39%-----	3%-----	0%-----	5%-----	9%	83%	3%
(SPLIT SAMPLE A ONLY)								
[]d. (T) Santa Clara Valley Open Space Authority-----	11%-----	15%-----	0%-----	0%-----	21%-----	53%	26%	0%
[]e. (T) Peninsula Open Space Trust-----	30%-----	15%-----	2%-----	3%-----	9%-----	41%	45%	5%
(SPLIT SAMPLE B ONLY)								
[]f. (T) California State Parks -----	58%-----	32%-----	5%-----	0%-----	1%-----	3%	90%	5%
[]g. (T) Golden Gate National Recreation Area-----	45%-----	32%-----	2%-----	1%-----	8%-----	12%	77%	3%

(RESUME ASKING ALL RESPONDENTS)

2. I'm going to read you some issues that some people say may be problems in your area. After I read each one, please tell me whether you think each is a problem or not. **(IF YES, PROBLEM, ASK: "Do you think it is an extremely, very, or somewhat serious problem?") (RANDOMIZE)**

	<u>EXT SER PROB</u>	<u>VERY SER PROB</u>	<u>SMWT SER PROB</u>	<u>NOT A PROB</u>	<u>(DK/ NA)</u>	<u>EXT/ VERY</u>
(SPLIT SAMPLE A ONLY)						
[]a. The coronavirus pandemic -----	16%----	22%----	44%----	18%-----	1%	37%
[]b. (T) Loss of wildlife habitat-----	28%----	25%----	22%----	21%-----	5%	53%
[]c. The cost of living -----	58%----	25%----	15%----	2%-----	1%	82%
[]d. (T) Traffic congestion -----	34%----	28%----	30%----	7%-----	1%	62%
[]e. Water and air pollution -----	19%----	27%----	36%----	17%-----	1%	46%
(SPLIT SAMPLE B ONLY)						
[]f. Wildfires -----	43%----	32%----	13%----	12%-----	0%	75%
[]g. (T) The quality of local natural lands and open space-----	11%-----	10%-----	31%-----	44%-----	5%	21%
[]h. (T) A lack of affordable housing-----	46%----	28%----	21%----	4%-----	1%	74%
[]i. (T) Climate change-----	52%----	25%----	14%----	9%-----	1%	76%
[]j. (T) The amount you pay in local taxes-----	16%----	16%----	34%----	29%-----	5%	32%

Attachment 3_Results_Coastside_Protection_Area

(RESUME ASKING ALL RESPONDENTS)

NOW I'D LIKE TO ASK YOU A FEW MORE QUESTIONS ABOUT THE MIDPENINSULA REGIONAL OPEN SPACE DISTRICT.

(ASK Q3 ONLY IF CODES 1-4 IN Q1A)

3. (T) You mentioned a few moments ago that you have a **FAVORABLE / UNFAVORABLE** opinion of the Midpeninsula Regional Open Space District. In a few words of your own, could you tell me what you recall seeing, hearing or reading about Midpen in the last year or so? (**OPEN-ENDED; RECORD VERBATIM RESPONSE BELOW. PROBE FOR VERY SPECIFIC RESPONSES**)

a. Favorable, n=153

Protecting open space/preserving land/conservation -----	20%
Used them before/used parks/trails -----	8%
Great parks/love open space/enjoy hiking/beautiful land-----	26%
Good trail maintenance/clean parks/good management/service -----	10%
Land acquisition/increasing hiking trails/added open space -----	15%
Projects/financial services/community outreach -----	12%
They don't allow e-bikes/e-bikes controversy -----	1%
Seen ads/read the newsletter/emails -----	7%
General support -----	1%
Has complaints/mixed feelings -----	9%
Other-----	3%
Nothing/none -----	4%
Don't know/unsure -----	4%
Refused/N/A-----	2%

b. Unfavorable, n=13

No public input in decisions/poor communication -----	17%
Land has restricted access/areas not accessible to community-----	10%
Doesn't allow e-bikes on trails-----	7%
Has safety concerns -----	12%
Poor management of land/corrupt/wasteful-----	35%
Takes land/makes land more expensive -----	27%
No dogs allowed on the trail -----	4%
Other-----	7%
Nothing/none -----	0%
Don't know/unsure -----	0%
Refused/N/A-----	0%

Attachment 3_Results_Coastside_Protection_Area

(ASK Q4 ONLY IF CODES 1-4 IN Q1A, n=167)

4. (T) And where did you see, hear or read that information about Midpen? (OPEN-ENDED; RECORD VERBATIM RESPONSE BELOW. PROBE FOR VERY SPECIFIC RESPONSES)

Online/web/internet -----	9%
Parks/trails/out hiking/in person/signs on trails/visited/live there -----	23%
Newsletter/mailers/magazines/flyers -----	12%
Newspaper/articles -----	12%
Local news/news/TV -----	9%
Los Altos Town Crier -----	1%
Mercury News -----	0%
Word of mouth/friends/neighbors/work/community events/meetings -----	12%
Social media/Facebook/Twitter/Instagram -----	2%
Emails -----	4%
Midpen website -----	4%
SF Chronicle -----	2%
Other -----	7%
Nothing/none -----	8%
Don't know/unsure -----	10%
Refused/N/A -----	5%

Attachment 3_Results_Coastside_Protection_Area

(RESUME ASKING ALL RESPONDENTS)

AS YOU MAY KNOW, THE MIDPENINSULA REGIONAL OPEN SPACE DISTRICT, OFTEN KNOWN AS “MIDPEN,” IS AN INDEPENDENT SPECIAL DISTRICT PRIMARILY IN SANTA CLARA AND SAN MATEO COUNTIES THAT HAS PRESERVED A REGIONAL GREENBELT OF MORE THAN 70 THOUSAND ACRES OF PUBLIC LAND WITH 250 MILES OF TRAILS AND MANAGES 26 OPEN SPACE PRESERVES. ITS MISSION IS TO ACQUIRE AND PERMANENTLY PRESERVE OPEN SPACE LAND, PROTECT AND RESTORE THE NATURAL ENVIRONMENT, AND PROVIDE OPPORTUNITIES FOR ECOLOGICALLY SENSITIVE PUBLIC ENJOYMENT AND EDUCATION. ON THE SAN MATEO COUNTY COASTSIDE, ITS MISSION INCLUDES PRESERVING RURAL CHARACTER AND ENCOURAGING VIABLE AGRICULTURAL USE OF LAND.

5. (T) Having heard this, let me ask you again: would you say you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of the Midpeninsula Regional Open Space District?

TOTAL FAVORABLE-----89%
 Strongly favorable ----- 53%
 Somewhat favorable ----- 35%

TOTAL UNFAVORABLE ----- 6%
 Somewhat unfavorable -----3%
 Strongly unfavorable -----3%

(DON'T READ) DK/NA-----5%

6. Next, I am going to read you a list of goals Midpen has set for itself. For each goal, please tell me if you think it is extremely important, very important, somewhat important, or not too important.
 (RANDOMIZE)

	<u>EXT</u> <u>IMP</u>	<u>VERY</u> <u>IMP</u>	<u>SMWT</u> <u>IMP</u>	<u>NOT TOO</u> <u>IMP</u>	<u>(DK/</u> <u>NA)</u>	<u>EXT/</u> <u>VERY</u>
(SPLIT SAMPLE A ONLY)						
[]a. (T) Preserving a regional greenbelt of open space land forever -----	47%----	31%----	18%----	4%----	0%----	78%
[]b. (T) Protecting natural areas -----	47%----	32%----	21%----	1%----	0%----	78%
[]c. (T) Providing opportunities for ecologically sensitive public enjoyment and education -----	41%----	32%----	22%----	5%----	0%----	73%
[]d. (T) Restoring native plant and wildlife habitat-----	37%----	37%----	20%----	5%----	0%----	75%
[]e. (T) Providing multiuse trails for hiking, biking, and equestrian use -----	35%----	30%----	25%----	10%----	0%----	65%
[]f. (T) Stewarding public lands to be resilient in the face of climate change-----	46%----	28%----	16%----	6%----	4%----	74%
[]g. (T) Supporting local agriculture along the San Mateo County coast -----	32%----	29%----	31%----	7%----	0%----	62%
[]h. (T) Preserving the character of rural areas, such as the Santa Cruz Mountains or the San Mateo County Coast -----	43%----	25%----	18%----	13%----	1%----	68%

Attachment 3 Results Coastside Protection Area

		EXT IMP	VERY IMP	SMWT IMP	NOT TOO IMP	(DK/ NA)	EXT/ VERY
(SPLIT SAMPLE A CONTINUED)							
[]i.	(T) Partnering with local organizations to promote a regional environmental vision -----	34%	29%	26%	10%	1%	63%
[]j.	(T) Connecting regional trails -----	22%	31%	31%	14%	2%	53%
[]k.	(T) Reducing dead and downed vegetation for wildland fire prevention -----	51%	33%	10%	3%	4%	83%
[]l.	(T) Preserving undeveloped coastal open space and agricultural lands-----	43%	23%	24%	9%	1%	66%
[]m.	Preserving historical buildings like houses, barns and cabins on open space lands -----	22%	25%	35%	17%	0%	48%
[]n.	(T*) Promoting safe wildlife corridors across highways and trail crossings -----	38%	30%	28%	4%	0%	68%
[]o.	Reducing erosion to ensure healthy creeks and watersheds -----	45%	39%	12%	3%	0%	84%
(SPLIT SAMPLE B ONLY)							
[]p.	(T) Protecting the ridgetops, hillsides and creeks that create our region's striking natural beauty -----	43%	41%	15%	1%	0%	84%
[]q.	(T) Protecting and restoring the natural environment -----	46%	42%	11%	1%	0%	88%
[]r.	(T) Protecting San Mateo and Santa Clara counties' agricultural, natural resource, and open space lands for future generations -----	44%	43%	12%	1%	0%	87%
[]s.	(T) Creating opportunities for outdoor recreation -----	32%	44%	20%	4%	0%	76%
[]t.	(T) Preserving diverse habitat for wildlife-----	50%	30%	17%	2%	0%	80%
[]u.	(T) Providing regional hiking trails-----	38%	39%	21%	2%	0%	76%
[]v.	(T) Restoring public lands to be resilient in the face of climate change -----	44%	34%	12%	9%	1%	78%
[]w.	(T) Connecting kids to nature -----	31%	47%	17%	5%	0%	78%
[]x.	(T) Protecting the waterways and natural lands that maintain water quality and supply -----	70%	25%	5%	0%	0%	95%
[]y.	(T) Managing redwood forests -----	49%	34%	14%	1%	2%	83%
[]z.	(T) Protecting San Mateo and Santa Clara counties' agricultural, natural resource, and open space lands -----	41%	40%	17%	2%	1%	81%
[]aa.	(T) Protecting coastal grasslands-----	46%	37%	13%	4%	1%	82%
[]bb.	(T) Improving access for individuals with disabilities at local preserves-----	24%	42%	27%	6%	2%	65%
[]cc.	(T*) Partnering with indigenous tribes to relearn and reapply indigenous plant restoration techniques -----	27%	33%	23%	15%	3%	60%
[]dd.	(T) Removing invasive species to restore native plant and wildlife habitat -----	28%	40%	24%	8%	0%	68%
[]ee.	Lowering barriers to access for traditionally underserved communities -----	27%	42%	22%	7%	2%	69%

(RESUME ASKING ALL RESPONDENTS)

Attachment 3_Results_Coastside_Protection_Area

7. (T*) And which of these five components of the Midpen mission do you think is most important to you?
(RE-READ AND RANDOMIZE LIST IF NECESSARY)

☐ Acquiring and preserving a regional greenbelt ----- 26%

☐ Restoring the natural environment ----- 22%

☐ Providing opportunities for ecologically sensitive
public recreation ----- 21%

☐ Educating the public about conservation and nature----- 15%

☐ Preserving rural character and encouraging viable
agricultural land use----- 11%

(DON'T READ) All -----2%

(DON'T READ) None -----0%

(DON'T READ) Other (SPECIFY) -----1%

(DON'T READ) DK/NA/Refused -----2%

8. (T) Stepping back for a moment, I'd like to read you two statements about Midpen preserves. I'd like
you to tell me which comes closer to your opinion. (ROTATE)

☐ I prefer preserves that provide multiple visitor amenities, such as
water bottle refilling stations, restrooms, and picnic areas ----- 26%

OR

☐ I prefer preserves that put a high priority on wildlife habitat restoration and
protection, with only low-impact trails that encourage users to leave no trace----- 66%

(DON'T READ) Both -----3%

(DON'T READ) Neither -----1%

(DON'T READ) DK/NA -----4%

Attachment 3_Results_Coastside_Protection_Area

9. Next, I am going to read you a series of statements about Midpen. For each one, please tell me if it makes you view Midpen much more favorably, somewhat more favorably, or if it makes no difference. (RANDOMIZE)

	<u>MUCH MORE FAV</u>	<u>SMWT MORE FAV</u>	<u>NO DIFF</u>	<u>(LESS FAV)</u>	<u>(DK/ NA)</u>	<u>TOTAL MORE FAV</u>
[]a. (T - SPECIAL CHARACTER) People choose to live in the Bay Area because of its scenic beauty and recreational opportunities. The stunning ridge and coastal views and riding, biking, and hiking trails we have in Santa Clara and San Mateo Counties are truly unique. The Midpeninsula Regional Open Space District works to preserve what we love most about living here.-----	39%	33%	24%	2%	2%	72%
(SPLIT SAMPLE A ONLY)						
[]b. (T - WATER QUALITY) Nothing is more important than clean drinking water. By protecting and restoring areas around sources of water, Midpen increases access to water and naturally prevents the pollution of our water. -----	42%	37%	19%	2%	0%	79%
[]c. (T - PUBLIC HEALTH) Open space preserves and natural areas provide spaces where families and children can safely walk, run, and bicycle – improving the physical health of residents, reducing obesity, and reducing healthcare costs. These areas are open 365 days a year, sunrise to sunset, to anyone, and for free. -----	44%	31%	21%	3%	1%	75%
[]d. (T - WILDLIFE) By restoring and protecting natural areas, Midpen is protecting wildlife habitats and California's unique biodiversity.-----	38%	33%	25%	2%	1%	71%
[]e. (AG/HISTORY AND FOOD) San Mateo and Santa Clara counties have rich agricultural and ranching history that is at risk of disappearing as our communities grow and change. That's why Midpen is protecting working agricultural ranchlands, which connect past and future along the scenic coastside and support access to local food. -----	35%	34%	24%	6%	2%	69%

Attachment 3_Results_Coastside_Protection_Area

		<u>MUCH MORE FAV</u>	<u>SMWT MORE FAV</u>	<u>NO DIFF</u>	<u>(LESS FAV)</u>	<u>(DK/ NA)</u>	<u>TOTAL MORE FAV</u>
(SPLIT SAMPLE B ONLY)							
[]f.	(T* - UNDERSERVED) Midpen programming connects people to nature through enriched experiences, especially historically underserved communities that are typically less likely to have access to natural areas and open spaces. That includes low-income communities and communities of color.-----	34%	34%	24%	6%	3%	68%
[]g.	(T - CARING) Midpen cares for the land to create healthy habitats for plants, animals, and people.-----	44%	30%	23%	1%	2%	74%
[]h.	(T - CLIMATE) Smart investments made before a disaster strikes can help protect a community's quality of life, save lives, and reduce the cost to taxpayers. Midpen is taking a proactive, practical approach to stewardship of public lands, helping ensure San Mateo and Santa Clara counties are resilient as the climate changes. -----	44%	38%	15%	1%	2%	82%
[]i.	(T* - FIRES) Midpen is working with fire agencies and surrounding communities to strengthen prevention and preparation in case of wildland fires. This includes actively managing vegetation with a focus on ecological health, conducting prescribed fires to reduce wildland fire risk and intensity, and maintaining hundreds of miles of fire roads. -----	57%	27%	11%	2%	3%	85%
[]j.	(AG/GRAZING) Midpen is using conservation grazing to support the ecosystem and economy. Livestock on open space lands along the San Mateo County coast help maintain the biodiversity of coastal grasslands while encouraging local agriculture.-----	40%	31%	22%	5%	2%	71%

Attachment 3_Results_Coastside_Protection_Area

(RESUME ASKING ALL RESPONDENTS)

10. Next, having heard this, let me ask you one last time - do you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of the Midpeninsula Regional Open Space District?

TOTAL FAVORABLE-----91%

Strongly favorable -----58%

Somewhat favorable -----33%

TOTAL UNFAVORABLE -----7%

Somewhat unfavorable -----4%

Strongly unfavorable -----3%

(DON'T READ) CAN'T RATE/DK/NA -----2%

11. Next, I'm going to read you a list of sources from which people get information about **(SPLIT SAMPLE A: local issues in your area) (SPLIT SAMPLE B: parks, open space, and the outdoors)**. For each, I'd like you to tell me how often you use it to get information about **(SPLIT SAMPLE A: local issues in your area) (SPLIT SAMPLE B: parks, open space and the outdoors)**: frequently, occasionally, rarely, or never. **(RANDOMIZE)**

	<u>FREQ</u>	<u>OCCAS</u>	<u>RARELY</u>	<u>NEVER</u>	<u>(DK/NA)</u>	<u>FREQ/OCC</u>	<u>RRLY/NVR</u>
[]a. Local television stations -----	14%	21%	21%	42%	2%	35%	63%
[]b. KQED Radio -----	17%	22%	18%	40%	3%	39%	58%
[]c. Radio stations other than KQED -----	7%	18%	20%	52%	4%	25%	72%
[]d. Information you receive in the mail-----	16%	27%	26%	29%	1%	44%	55%
[]e. Facebook-----	11%	16%	18%	53%	3%	26%	71%
[]f. Twitter-----	6%	13%	12%	67%	3%	18%	78%
[]g. Instagram -----	10%	14%	12%	63%	2%	23%	75%
[]h. Newspapers-----	18%	23%	22%	36%	2%	41%	57%
[]i. Midpen emails and its website, public meetings, or the Midpen newsletter and activity guide mailed to your home -----	12%	25%	17%	44%	2%	37%	61%
[]j. Nextdoor -----	12%	23%	23%	41%	2%	35%	64%

Attachment 3_Results_Coastside_Protection_Area

WE'RE JUST ABOUT DONE. I'M ONLY GOING TO ASK YOU A FEW MORE QUESTIONS FOR CLASSIFICATION PURPOSES.

12. First, I'd like you to consider your visits to Midpen preserves. Please tell me how often you typically visit and use Midpen preserves in this way: about once a week, a few times a month, a few times a year, once a year, or never. **(RANDOMIZE)**

		<u>ONCE/ WEEK</u>	<u>FEW/ MO</u>	<u>FEW/ YEAR</u>	<u>ONCE/ YEAR</u>	<u>NEVER</u>	<u>(DK/ NA)</u>
[]a.	(T) Walking or hiking -----	25%	31%	29%	5%	10%	1%
[]b.	(T) Running or jogging -----	13%	16%	15%	2%	53%	2%
[]c.	(T) Dog walking -----	17%	13%	9%	4%	57%	1%
[]d.	(T) Horseback riding -----	1%	1%	4%	6%	88%	1%
[]e.	(T*) Biking -----	7%	11%	19%	8%	56%	0%
[]f.	(T) Birdwatching or wildlife viewing -----	10%	11%	21%	9%	47%	1%
[]g.	(T) Spending time in nature -----	27%	29%	23%	6%	14%	2%
[]h.	(T) Ranger- or docent-led programs -----	1%	2%	10%	18%	66%	3%
[]i.	(T) Backpack camping -----	0%	2%	11%	17%	69%	0%

13. **(T)** Do you have any children under the age of 19 living at home?

Yes ----- 28%
 No ----- 71%
(DON'T READ) DK/NA/REFUSED ----1%

14. **(T)** What was the last level of school you completed?

First to 11th grade -----2%
 High school graduate -----6%
 Vocational/technical school -----3%
 Some college, but no degree----- 14%
 Associate degree -----7%
 Four-year college or bachelor's degree - 32%
 Graduate school or advanced degree ---- 33%
(DON'T READ) DK/NA -----1%

15. How long have you lived in San Mateo or Santa Clara Counties?

Born and raised ----- 17%
 Five years or less ----- 12%
 Six to 10 years ----- 14%
 11 to 20 years ----- 12%
 21 to 40 years ----- 26%
 More than 40 years ----- 19%
(DON'T READ) DK/NA -----0%

16. I don't need to know the exact amount, but please stop me when I read the category that includes the total income for your household before taxes in 2022. Was it: **(READ CHOICES BELOW)**

Attachment 3_Results_Coastside_Protection_Area

\$60,000 and under -----	8%
\$60,001 - \$90,000-----	11%
\$90,001 - \$120,000 -----	9%
\$120,001 - \$180,000-----	11%
\$180,001 - \$250,000-----	11%
More than \$250,000 -----	28%
(DON'T READ) Refused -----	22%

17. What is your gender?

Male-----	44%
Female -----	53%
Nonbinary -----	1%
Rather not say -----	1%

THANK AND TERMINATE

MODE

Phone -----	44%
Online -----	56%

DISTRICT WARD

1 - Gleason-----	0%
2 - Kishimoto-----	0%
3 - Cyr -----	0%
4 - Riffle -----	0%
5 - Holman-----	0%
6 - MacNiven-----	43%
7 – Kersteen-Tucker-----	57%

COUNTY

San Mateo-----	100%
Santa Clara-----	0%

CITY/TOWN

Cupertino-----	0%
Half Moon Bay -----	5%
Los Altos -----	0%
Los Gatos -----	0%
Menlo Park-----	11%
Mountain View-----	0%
Palo Alto -----	0%
Redwood City -----	37%
San Carlos-----	17%
Saratoga -----	0%
Sunnyvale -----	0%
Other -----	7%
Unincorporated-----	22%

A/B SPLIT

A-----	50%
B-----	50%

CONTACT METHOD

Phone -----	44%
E-mail-----	38%
Text -----	18%

Attachment 4_Results_Bayside

DECEMBER 27, 2022 – JANUARY 9, 2023



**MIDPENINSULA REGIONAL OPEN SPACE DISTRICT
TRACKING SURVEY
320-1048-WT
N=551 (516)
BAYSIDE
A/B SPLITS**

Hello, I'm _____ from _____, a public opinion research company. We are not trying to sell anything. We're conducting a survey about issues that concern residents in your area. May I speak with the person at home over 18 who most recently celebrated a birthday?

- A. Before we begin, I'd like to thank you for taking the time to speak with me, it is very much appreciated. I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering yourself or others?

Yes, cell and can talk safely ----- 73%
Yes, cell but cannot talk safely ----- **TERMINATE**
No, not on cell ----- 27%
(DON'T READ) DK/NA/REFUSED ----- TERMINATE

- B. My next questions are to ensure that we are interviewing a representative group of residents in your area. What is your age?

Under 18 ----- **TERMINATE**
18-24 ----- 14%
25-29 ----- 9%
30-34 ----- 10%
35-39 ----- 9%
40-44 ----- 7%
45-49 ----- 9%
50-54 ----- 9%
55-59 ----- 7%
60-64 ----- 7%
65-69 ----- 6%
70-74 ----- 8%
75+ ----- 6%
(DK/REFUSED) ----- 0%

- C. With which racial or ethnic group do you identify yourself: Hispanic or Latino; African American or Black; Caucasian or White; Asian or Pacific Islander; multiracial; or some other ethnic or racial background?

Latino/Hispanic ----- 16%
African American/Black ----- 1%
Caucasian/White ----- 34%
Asian/Pacific Islander ----- 40%
Multiracial ----- 4%
Some other ethnic or racial background -- 2%
(DON'T READ) DK/NA ----- 4%

Attachment 4 Results Bayside

FM3 RESEARCH

320-1048-WT (BAYSIDE)

PAGE 2

1. OK, let's begin. First, I'm going to read you a list of local organizations and public institutions. For each one, I'd like you to tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion. If you have never heard of one, please just say so. **(RANDOMIZE)**

	<u>STR FAV</u>	<u>SMWT FAV</u>	<u>SMWT UNFAV</u>	<u>STR UNFAV</u>	<u>(CAN'T RATE /DK)</u>	<u>NEVER HEARD OF</u>	<u>TOTAL FAV</u>	<u>TOTAL UNFAV</u>
[]a. (T) Midpeninsula Regional Open Space District -----	34%----	14%----	2%-----	2%-----	9%-----	40%	47%	4%
(ASK IN SANTA CLARA COUNTY ONLY)								
[]b. (T) Santa Clara County Parks ---	41%----	37%----	1%-----	0%-----	12%-----	8%	78%	2%
(ASK IN SAN MATEO COUNTY ONLY)								
[]c. (T) San Mateo County Parks ----	42%-----	40%-----	5%-----	0%-----	9%-----	4%	82%	5%
(SPLIT SAMPLE A ONLY)								
[]d. (T) Santa Clara Valley Open Space Authority-----	21%----	19%----	1%-----	1%-----	12%-----	46%	40%	2%
[]e. (T) Peninsula Open Space Trust-----	23%----	19%----	2%-----	1%-----	6%-----	49%	42%	2%
(SPLIT SAMPLE B ONLY)								
[]f. (T) California State Parks -----	64%----	23%----	2%-----	1%-----	8%-----	3%	87%	3%
[]g. (T) Golden Gate National Recreation Area-----	38%----	27%----	1%-----	1%-----	13%-----	20%	65%	2%

(RESUME ASKING ALL RESPONDENTS)

2. I'm going to read you some issues that some people say may be problems in your area. After I read each one, please tell me whether you think each is a problem or not. **(IF YES, PROBLEM, ASK: "Do you think it is an extremely, very, or somewhat serious problem?") (RANDOMIZE)**

	<u>EXT SER PROB</u>	<u>VERY SER PROB</u>	<u>SMWT SER PROB</u>	<u>NOT A PROB</u>	<u>(DK/ NA)</u>	<u>EXT/ VERY</u>
(SPLIT SAMPLE A ONLY)						
[]a. The coronavirus pandemic -----	19%----	25%----	35%----	20%-----	2%	44%
[]b. (T) Loss of wildlife habitat-----	26%----	30%----	24%----	15%-----	5%	56%
[]c. The cost of living -----	54%----	27%----	15%----	4%-----	0%	81%
[]d. (T) Traffic congestion -----	22%----	25%----	40%----	11%-----	1%	47%
[]e. Water and air pollution -----	27%----	24%----	33%----	15%-----	2%	51%
(SPLIT SAMPLE B ONLY)						
[]f. Wildfires -----	41%----	34%----	16%----	9%-----	0%	75%
[]g. (T) The quality of local natural lands and open space-----	9%-----	12%----	26%----	50%-----	3%	22%
[]h. (T) A lack of affordable housing-----	52%----	26%----	14%----	7%-----	2%	77%
[]i. (T) Climate change-----	53%----	19%----	17%----	9%-----	1%	72%
[]j. (T) The amount you pay in local taxes -----	23%----	14%----	25%----	33%-----	5%	38%

(RESUME ASKING ALL RESPONDENTS)

NOW I'D LIKE TO ASK YOU A FEW MORE QUESTIONS ABOUT THE MIDPENINSULA REGIONAL OPEN SPACE DISTRICT.

(ASK Q3 ONLY IF CODES 1-4 IN Q1A)

3. (T) You mentioned a few moments ago that you have a **FAVORABLE / UNFAVORABLE** opinion of the Midpeninsula Regional Open Space District. In a few words of your own, could you tell me what you recall seeing, hearing or reading about Midpen in the last year or so? **(OPEN-ENDED; RECORD VERBATIM RESPONSE BELOW. PROBE FOR VERY SPECIFIC RESPONSES)**

a. Favorable, n=261

Protecting open space/preserving land/conservation -----	13%
Used them before/used parks/trails -----	7%
Great parks/love open space/enjoy hiking/beautiful land-----	26%
Good trail maintenance/clean parks/good management/service -----	16%
Land acquisition/increasing hiking trails/added open space -----	14%
Projects/financial services/community outreach -----	8%
They don't allow e-bikes/e-bikes controversy -----	1%
Seen ads/read the newsletter/emails -----	8%
General support -----	4%
Has complaints/mixed feelings -----	4%
Other-----	3%
Nothing/none -----	7%
Don't know/unsure -----	9%
Refused/N/A-----	1%

b. Unfavorable, n=22

No public input in decisions/poor communication -----	14%
Land has restricted access/areas not accessible to community-----	6%
Doesn't allow e-bikes on trails-----	6%
Has safety concerns -----	5%
Poor management of land/corrupt/wasteful-----	39%
Takes land/makes land more expensive -----	14%
No dogs allowed on the trail -----	5%
Other-----	5%
Nothing/none -----	11%
Don't know/unsure -----	2%
Refused/N/A-----	0%

(ASK Q4 ONLY IF CODES 1-4 IN Q1A, n=282)

4. (T) And where did you see, hear or read that information about Midpen? (OPEN-ENDED; RECORD VERBATIM RESPONSE BELOW. PROBE FOR VERY SPECIFIC RESPONSES)

Online/web/internet -----	13%
Parks/trails/out hiking/in person/signs on trails/visited/live there -----	26%
Newsletter/mailers/magazines/flyers -----	8%
Newspaper/articles -----	10%
Local news/news/TV -----	6%
Los Altos Town Crier -----	2%
Mercury News -----	4%
Word of mouth/friends/neighbors/work/community events/meetings -----	9%
Social media/Facebook/Twitter/Instagram -----	7%
Emails -----	6%
Midpen website -----	1%
SF Chronicle -----	1%
Other -----	3%
Nothing/none -----	7%
Don't know/unsure -----	6%
Refused/N/A -----	7%

(RESUME ASKING ALL RESPONDENTS)

AS YOU MAY KNOW, THE MIDPENINSULA REGIONAL OPEN SPACE DISTRICT, OFTEN KNOWN AS "MIDPEN," IS AN INDEPENDENT SPECIAL DISTRICT PRIMARILY IN SANTA CLARA AND SAN MATEO COUNTIES THAT HAS PRESERVED A REGIONAL GREENBELT OF MORE THAN 70 THOUSAND ACRES OF PUBLIC LAND WITH 250 MILES OF TRAILS AND MANAGES 26 OPEN SPACE PRESERVES. ITS MISSION IS TO ACQUIRE AND PERMANENTLY PRESERVE OPEN SPACE LAND, PROTECT AND RESTORE THE NATURAL ENVIRONMENT, AND PROVIDE OPPORTUNITIES FOR ECOLOGICALLY SENSITIVE PUBLIC ENJOYMENT AND EDUCATION. ON THE SAN MATEO COUNTY COASTSIDE, ITS MISSION INCLUDES PRESERVING RURAL CHARACTER AND ENCOURAGING VIABLE AGRICULTURAL USE OF LAND.

5. **(T)** Having heard this, let me ask you again: would you say you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of the Midpeninsula Regional Open Space District?

TOTAL FAVORABLE-----88%

Strongly favorable ----- 59%

Somewhat favorable ----- 29%

TOTAL UNFAVORABLE ----- 5%

Somewhat unfavorable ----- 3%

Strongly unfavorable ----- 2%

(DON'T READ) DK/NA-----7%

6. Next, I am going to read you a list of goals Midpen has set for itself. For each goal, please tell me if you think it is extremely important, very important, somewhat important, or not too important.
(RANDOMIZE)

	<u>EXT</u> <u>IMP</u>	<u>VERY</u> <u>IMP</u>	<u>SMWT</u> <u>IMP</u>	<u>NOT TOO</u> <u>IMP</u>	<u>(DK/</u> <u>NA)</u>	<u>EXT/</u> <u>VERY</u>
(SPLIT SAMPLE A ONLY)						
[]a. (T) Preserving a regional greenbelt of open space land forever -----	51%	32%	12%	5%	0%	83%
[]b. (T) Protecting natural areas -----	53%	30%	14%	2%	0%	84%
[]c. (T) Providing opportunities for ecologically sensitive public enjoyment and education -----	33%	31%	27%	9%	0%	64%
[]d. (T) Restoring native plant and wildlife habitat-----	43%	34%	20%	3%	1%	76%
[]e. (T) Providing multiuse trails for hiking, biking, and equestrian use -----	32%	36%	23%	8%	0%	68%
[]f. (T) Stewarding public lands to be resilient in the face of climate change-----	51%	26%	13%	6%	3%	78%
[]g. (T) Supporting local agriculture along the San Mateo County coast -----	29%	29%	26%	15%	1%	58%
[]h. (T) Preserving the character of rural areas, such as the Santa Cruz Mountains or the San Mateo County Coast -----	38%	29%	22%	10%	1%	67%

Attachment 4 Results Bayside

FM3 RESEARCH

320-1048-WT (BAYSIDE)

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		<u>EXT</u> <u>IMP</u>	<u>VERY</u> <u>IMP</u>	<u>SMWT</u> <u>IMP</u>	<u>NOT TOO</u> <u>IMP</u>	<u>(DK/</u> <u>NA)</u>	<u>EXT/</u> <u>VERY</u>
(SPLIT SAMPLE A CONTINUED)							
[]i.	(T) Partnering with local organizations to promote a regional environmental vision -----	34%	32%	25%	8%	1%	66%
[]j.	(T) Connecting regional trails -----	22%	34%	29%	15%	1%	55%
[]k.	(T) Reducing dead and downed vegetation for wildland fire prevention -----	42%	40%	15%	2%	1%	82%
[]l.	(T) Preserving undeveloped coastal open space and agricultural lands -----	39%	32%	23%	6%	0%	71%
[]m.	Preserving historical buildings like houses, barns and cabins on open space lands -----	15%	25%	37%	22%	1%	40%
[]n.	(T*) Promoting safe wildlife corridors across highways and trail crossings -----	38%	38%	20%	4%	0%	76%
[]o.	Reducing erosion to ensure healthy creeks and watersheds -----	49%	33%	11%	7%	0%	82%
(SPLIT SAMPLE B ONLY)							
[]p.	(T) Protecting the ridgetops, hillsides and creeks that create our region's striking natural beauty -----	40%	36%	20%	3%	1%	76%
[]q.	(T) Protecting and restoring the natural environment -----	50%	35%	14%	2%	1%	84%
[]r.	(T) Protecting San Mateo and Santa Clara counties' agricultural, natural resource, and open space lands for future generations -----	48%	34%	16%	1%	1%	82%
[]s.	(T) Creating opportunities for outdoor recreation -----	32%	38%	27%	2%	1%	70%
[]t.	(T) Preserving diverse habitat for wildlife -----	42%	41%	13%	2%	2%	83%
[]u.	(T) Providing regional hiking trails -----	36%	34%	26%	3%	2%	69%
[]v.	(T) Restoring public lands to be resilient in the face of climate change -----	47%	28%	19%	5%	1%	75%
[]w.	(T) Connecting kids to nature -----	35%	43%	19%	3%	1%	78%
[]x.	(T) Protecting the waterways and natural lands that maintain water quality and supply -----	56%	36%	6%	1%	1%	92%
[]y.	(T) Managing redwood forests -----	47%	35%	16%	0%	2%	82%
[]z.	(T) Protecting San Mateo and Santa Clara counties' agricultural, natural resource, and open space lands -----	38%	38%	21%	1%	2%	76%
[]aa.	(T) Protecting coastal grasslands -----	38%	38%	20%	2%	2%	76%
[]bb.	(T) Improving access for individuals with disabilities at local preserves -----	26%	39%	26%	7%	1%	66%
[]cc.	(T*) Partnering with indigenous tribes to relearn and reapply indigenous plant restoration techniques -----	36%	27%	18%	15%	3%	63%
[]dd.	(T) Removing invasive species to restore native plant and wildlife habitat -----	33%	36%	25%	3%	2%	69%
[]ee.	Lowering barriers to access for traditionally underserved communities -----	30%	30%	23%	13%	5%	60%

(RESUME ASKING ALL RESPONDENTS)

7. (T*) And which of these five components of the Midpen mission do you think is most important to you?
(RE-READ AND RANDOMIZE LIST IF NECESSARY)

☐ Acquiring and preserving a regional greenbelt ----- 26%

☐ Restoring the natural environment ----- 25%

☐ Providing opportunities for ecologically sensitive
public recreation ----- 18%

☐ Educating the public about conservation and nature ----- 17%

☐ Preserving rural character and encouraging viable
agricultural land use ----- 7%

(DON'T READ) All ----- 3%

(DON'T READ) None ----- 0%

(DON'T READ) Other (SPECIFY) ----- 0%

(DON'T READ) DK/NA/Refused ----- 3%

8. (T) Stepping back for a moment, I'd like to read you two statements about Midpen preserves. I'd like you to tell me which comes closer to your opinion. (ROTATE)

☐ I prefer preserves that provide multiple visitor amenities, such as
water bottle refilling stations, restrooms, and picnic areas ----- 28%

OR

☐ I prefer preserves that put a high priority on wildlife habitat restoration and
protection, with only low-impact trails that encourage users to leave no trace ----- 65%

(DON'T READ) Both ----- 3%

(DON'T READ) Neither ----- 0%

(DON'T READ) DK/NA ----- 4%

Attachment 4 Results Bayside

FM3 RESEARCH

320-1048-WT (BAYSIDE)

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9. Next, I am going to read you a series of statements about Midpen. For each one, please tell me if it makes you view Midpen much more favorably, somewhat more favorably, or if it makes no difference. (RANDOMIZE)

	<u>MUCH MORE FAV</u>	<u>SMWT MORE FAV</u>	<u>NO DIFF</u>	<u>(LESS FAV)</u>	<u>(DK/ NA)</u>	<u>TOTAL MORE FAV</u>
[]a. (T - SPECIAL CHARACTER) People choose to live in the Bay Area because of its scenic beauty and recreational opportunities. The stunning ridge and coastal views and riding, biking, and hiking trails we have in Santa Clara and San Mateo Counties are truly unique. The Midpeninsula Regional Open Space District works to preserve what we love most about living here.-----	40%	32%	23%	3%	2%	72%
(SPLIT SAMPLE A ONLY)						
[]b. (T - WATER QUALITY) Nothing is more important than clean drinking water. By protecting and restoring areas around sources of water, Midpen increases access to water and naturally prevents the pollution of our water. -----	51%	30%	16%	3%	0%	81%
[]c. (T - PUBLIC HEALTH) Open space preserves and natural areas provide spaces where families and children can safely walk, run, and bicycle – improving the physical health of residents, reducing obesity, and reducing healthcare costs. These areas are open 365 days a year, sunrise to sunset, to anyone, and for free. -----	48%	27%	21%	4%	0%	75%
[]d. (T - WILDLIFE) By restoring and protecting natural areas, Midpen is protecting wildlife habitats and California's unique biodiversity.-----	45%	29%	22%	3%	1%	74%
[]e. (AG/HISTORY AND FOOD) San Mateo and Santa Clara counties have rich agricultural and ranching history that is at risk of disappearing as our communities grow and change. That's why Midpen is protecting working agricultural ranchlands, which connect past and future along the scenic coastside and support access to local food. -----	35%	24%	28%	12%	1%	60%

Attachment 4 Results Bayside

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320-1048-WT (BAYSIDE)

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	<u>MUCH MORE FAV</u>	<u>SMWT MORE FAV</u>	<u>NO DIF</u>	<u>(LESS FAV)</u>	<u>(DK/ NA)</u>	<u>TOTAL MORE FAV</u>
(SPLIT SAMPLE B ONLY)						
[]f. (T* - UNDERSERVED) Midpen programming connects people to nature through enriched experiences, especially historically underserved communities that are typically less likely to have access to natural areas and open spaces. That includes low-income communities and communities of color.-----	44%	27%	20%	5%	4%	71%
[]g. (T - CARING) Midpen cares for the land to create healthy habitats for plants, animals, and people.-----	46%	32%	18%	2%	1%	78%
[]h. (T - CLIMATE) Smart investments made before a disaster strikes can help protect a community's quality of life, save lives, and reduce the cost to taxpayers. Midpen is taking a proactive, practical approach to stewardship of public lands, helping ensure San Mateo and Santa Clara counties are resilient as the climate changes. -----	41%	43%	12%	2%	2%	84%
[]i. (T* - FIRES) Midpen is working with fire agencies and surrounding communities to strengthen prevention and preparation in case of wildland fires. This includes actively managing vegetation with a focus on ecological health, conducting prescribed fires to reduce wildland fire risk and intensity, and maintaining hundreds of miles of fire roads. -----	59%	26%	11%	2%	2%	85%
[]j. (AG/GRAZING) Midpen is using conservation grazing to support the ecosystem and economy. Livestock on open space lands along the San Mateo County coast help maintain the biodiversity of coastal grasslands while encouraging local agriculture.-----	32%	40%	21%	3%	4%	72%

(RESUME ASKING ALL RESPONDENTS)

10. Next, having heard this, let me ask you one last time - do you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of the Midpeninsula Regional Open Space District?

TOTAL FAVORABLE-----91%

Strongly favorable -----58%

Somewhat favorable -----33%

TOTAL UNFAVORABLE -----4%

Somewhat unfavorable -----2%

Strongly unfavorable -----2%

(DON'T READ) CAN'T RATE/DK/NA -----5%

11. Next, I'm going to read you a list of sources from which people get information about **(SPLIT SAMPLE A: local issues in your area) (SPLIT SAMPLE B: parks, open space, and the outdoors)**. For each, I'd like you to tell me how often you use it to get information about **(SPLIT SAMPLE A: local issues in your area) (SPLIT SAMPLE B: parks, open space and the outdoors)**: frequently, occasionally, rarely, or never. **(RANDOMIZE)**

	<u>FREQ</u>	<u>OCCAS</u>	<u>RARELY</u>	<u>NEVER</u>	<u>(DK/ NA)</u>	<u>FREQ /OCC</u>	<u>RRLY /NVR</u>
[]a. Local television stations -----	12%	16%	24%	45%	3%	28%	69%
[]b. KQED Radio -----	15%	19%	18%	44%	4%	34%	62%
[]c. Radio stations other than KQED -----	6%	15%	16%	59%	4%	21%	75%
[]d. Information you receive in the mail-----	11%	23%	28%	36%	2%	34%	64%
[]e. Facebook-----	9%	16%	16%	56%	3%	25%	72%
[]f. Twitter-----	9%	12%	15%	62%	3%	20%	77%
[]g. Instagram -----	11%	14%	15%	56%	4%	25%	71%
[]h. Newspapers-----	14%	22%	16%	45%	3%	37%	61%
[]i. Midpen emails and its website, public meetings, or the Midpen newsletter and activity guide mailed to your home -----	13%	15%	18%	52%	3%	27%	69%
[]j. Nextdoor -----	9%	18%	19%	52%	3%	26%	71%

**WE'RE JUST ABOUT DONE. I'M ONLY GOING TO ASK YOU A FEW MORE
QUESTIONS FOR CLASSIFICATION PURPOSES.**

12. First, I'd like you to consider your visits to Midpen preserves. Please tell me how often you typically visit and use Midpen preserves in this way: about once a week, a few times a month, a few times a year, once a year, or never. **(RANDOMIZE)**

		<u>ONCE/ WEEK</u>	<u>FEW/ MO</u>	<u>FEW/ YEAR</u>	<u>ONCE/ YEAR</u>	<u>NEVER</u>	<u>(DK/ NA)</u>
[]a.	(T) Walking or hiking -----	23%	27%	28%	8%	11%	3%
[]b.	(T) Running or jogging -----	16%	10%	14%	7%	51%	2%
[]c.	(T) Dog walking -----	11%	7%	11%	3%	64%	3%
[]d.	(T) Horseback riding -----	1%	1%	2%	5%	90%	2%
[]e.	(T*) Biking -----	6%	10%	17%	7%	57%	2%
[]f.	(T) Birdwatching or wildlife viewing -----	6%	8%	21%	11%	51%	3%
[]g.	(T) Spending time in nature -----	23%	27%	27%	9%	10%	3%
[]h.	(T) Ranger- or docent-led programs -----	1%	1%	5%	10%	74%	8%
[]i.	(T) Backpack camping -----	1%	2%	11%	13%	70%	2%

13. **(T)** Do you have any children under the age of 19 living at home?

Yes ----- 26%
 No ----- 73%
(DON'T READ) DK/NA/REFUSED ----0%

14. **(T)** What was the last level of school you completed?

First to 11th grade -----0%
 High school graduate -----8%
 Vocational/technical school -----2%
 Some college, but no degree ----- 15%
 Associate degree -----9%
 Four-year college or bachelor's degree - 29%
 Graduate school or advanced degree ---- 36%
(DON'T READ) DK/NA -----0%

15. How long have you lived in San Mateo or Santa Clara Counties?

Born and raised ----- 18%
 Five years or less -----9%
 Six to 10 years -----8%
 11 to 20 years ----- 15%
 21 to 40 years ----- 34%
 More than 40 years ----- 16%
(DON'T READ) DK/NA -----0%

16. I don't need to know the exact amount, but please stop me when I read the category that includes the total income for your household before taxes in 2022. Was it: **(READ CHOICES BELOW)**

Attachment 4 Results Bayside

FM3 RESEARCH

320-1048-WT (BAYSIDE)

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\$60,000 and under ----- 12%
\$60,001 - \$90,000----- 10%
\$90,001 - \$120,000 -----8%
\$120,001 - \$180,000----- 17%
\$180,001 - \$250,000----- 13%
More than \$250,000 ----- 26%
(DON'T READ) Refused ----- 15%

17. What is your gender?

Male----- 50%
Female ----- 47%
Nonbinary -----1%
Rather not say -----2%

THANK AND TERMINATE**MODE**

Phone ----- 49%
Online ----- 51%

DISTRICT WARD

1 - Gleason----- 23%
2 - Kishimoto----- 19%
3 - Cyr ----- 16%
4 - Riffle ----- 21%
5 - Holman----- 21%
6 - MacNiven-----0%
7 - Kersteen-Tucker-----0%

COUNTY

San Mateo-----9%
Santa Clara----- 91%

CITY/TOWN

Cupertino----- 10%
Half Moon Bay-----0%
Los Altos -----9%
Los Gatos -----7%
Menlo Park-----3%
Mountain View----- 13%
Palo Alto ----- 14%
Redwood City -----0%
San Carlos-----0%
Saratoga -----9%
Sunnyvale ----- 22%
Other -----8%
Unincorporated-----4%

A/B SPLIT

A----- 50%
B----- 50%

CONTACT METHOD

Phone ----- 49%
E-mail----- 28%
Text ----- 23%

Attachment 5_Results_Ward 1

DECEMBER 27, 2022 – JANUARY 9, 2023



**MIDPENINSULA REGIONAL OPEN SPACE DISTRICT
TRACKING SURVEY
320-1048-WT
N=126 (116)
DISTRICT WARD 1
A/B SPLITS**

Hello, I'm _____ from _____, a public opinion research company. We are not trying to sell anything. We're conducting a survey about issues that concern residents in your area. May I speak with the person at home over 18 who most recently celebrated a birthday?

- A. Before we begin, I'd like to thank you for taking the time to speak with me, it is very much appreciated. I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering yourself or others?

Yes, cell and can talk safely ----- 71%
Yes, cell but cannot talk safely ----- **TERMINATE**
No, not on cell ----- 29%
(DON'T READ) DK/NA/REFUSED ----- TERMINATE

- B. My next questions are to ensure that we are interviewing a representative group of residents in your area. What is your age?

Under 18 ----- **TERMINATE**
18-24 ----- 12%
25-29 ----- 7%
30-34 ----- 7%
35-39 ----- 16%
40-44 ----- 3%
45-49 ----- 8%
50-54 ----- 15%
55-59 ----- 8%
60-64 ----- 6%
65-69 ----- 6%
70-74 ----- 7%
75+ ----- 6%
(DK/REFUSED) ----- 0%

- C. With which racial or ethnic group do you identify yourself: Hispanic or Latino; African American or Black; Caucasian or White; Asian or Pacific Islander; multiracial; or some other ethnic or racial background?

Latino/Hispanic ----- 10%
African American/Black ----- 2%
Caucasian/White ----- 31%
Asian/Pacific Islander ----- 48%
Multiracial ----- 5%
Some other ethnic or racial background -- 0%
(DON'T READ) DK/NA ----- 3%

Attachment 5_Results_Ward 1

FM3 RESEARCH

320-1048-WT (DIST WARD 1)

PAGE 2

1. OK, let's begin. First, I'm going to read you a list of local organizations and public institutions. For each one, I'd like you to tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion. If you have never heard of one, please just say so. **(RANDOMIZE)**

	<u>STR FAV</u>	<u>SMWT FAV</u>	<u>SMWT UNFAV</u>	<u>STR UNFAV</u>	<u>(CAN'T RATE /DK)</u>	<u>NEVER HEARD OF</u>	<u>TOTAL FAV</u>	<u>TOTAL UNFAV</u>
[]a. (T) Midpeninsula Regional Open Space District -----	35%-----	10%-----	2%-----	2%-----	7%-----	44%	45%	3%
(ASK IN SANTA CLARA COUNTY ONLY)								
[]b. (T) Santa Clara County Parks ---	39%-----	45%-----	3%-----	1%-----	5%-----	8%	84%	3%
(ASK IN SAN MATEO COUNTY ONLY)								
[]c. (T) San Mateo County Parks -----	0%-----	0%-----	0%-----	0%-----	0%-----	0%	0%	0%
(SPLIT SAMPLE A ONLY)								
[]d. (T) Santa Clara Valley Open Space Authority-----	19%-----	21%-----	2%-----	3%-----	14%-----	40%	40%	5%
[]e. (T) Peninsula Open Space Trust -----	19%-----	19%-----	2%-----	2%-----	9%-----	49%	38%	4%
(SPLIT SAMPLE B ONLY)								
[]f. (T) California State Parks -----	65%-----	26%-----	2%-----	0%-----	7%-----	0%	91%	2%
[]g. (T) Golden Gate National Recreation Area-----	38%-----	25%-----	1%-----	3%-----	9%-----	24%	62%	4%

(RESUME ASKING ALL RESPONDENTS)

2. I'm going to read you some issues that some people say may be problems in your area. After I read each one, please tell me whether you think each is a problem or not. **(IF YES, PROBLEM, ASK: "Do you think it is an extremely, very, or somewhat serious problem?") (RANDOMIZE)**

	<u>EXT SER PROB</u>	<u>VERY SER PROB</u>	<u>SMWT SER PROB</u>	<u>NOT A PROB</u>	<u>(DK/ NA)</u>	<u>EXT/ VERY</u>
(SPLIT SAMPLE A ONLY)						
[]a. The coronavirus pandemic -----	12%-----	21%-----	28%-----	37%-----	2%	33%
[]b. (T) Loss of wildlife habitat-----	18%-----	32%-----	28%-----	20%-----	2%	50%
[]c. The cost of living -----	50%-----	23%-----	15%-----	11%-----	0%	74%
[]d. (T) Traffic congestion -----	23%-----	19%-----	45%-----	13%-----	0%	42%
[]e. Water and air pollution -----	27%-----	19%-----	24%-----	28%-----	3%	46%
(SPLIT SAMPLE B ONLY)						
[]f. Wildfires -----	47%-----	32%-----	13%-----	9%-----	0%	79%
[]g. (T) The quality of local natural lands and open space-----	13%-----	11%-----	25%-----	49%-----	3%	24%
[]h. (T) A lack of affordable housing-----	55%-----	23%-----	12%-----	9%-----	0%	78%
[]i. (T) Climate change-----	59%-----	10%-----	21%-----	9%-----	1%	70%
[]j. (T) The amount you pay in local taxes -----	26%-----	14%-----	25%-----	32%-----	3%	40%

(RESUME ASKING ALL RESPONDENTS)

NOW I'D LIKE TO ASK YOU A FEW MORE QUESTIONS ABOUT THE MIDPENINSULA REGIONAL OPEN SPACE DISTRICT.

(ASK Q3 ONLY IF CODES 1-4 IN Q1A)

3. (T) You mentioned a few moments ago that you have a **FAVORABLE / UNFAVORABLE** opinion of the Midpeninsula Regional Open Space District. In a few words of your own, could you tell me what you recall seeing, hearing or reading about Midpen in the last year or so? **(OPEN-ENDED; RECORD VERBATIM RESPONSE BELOW. PROBE FOR VERY SPECIFIC RESPONSES)**

a. Favorable, n=57

Protecting open space/preserving land/conservation -----	20%
Used them before/used parks/trails -----	6%
Great parks/love open space/enjoy hiking/beautiful land-----	24%
Good trail maintenance/clean parks/good management/service -----	15%
Land acquisition/increasing hiking trails/added open space -----	23%
Projects/financial services/community outreach -----	16%
They don't allow e-bikes/e-bikes controversy -----	5%
Seen ads/read the newsletter/emails -----	3%
General support -----	2%
Has complaints/mixed feelings -----	4%
Other-----	2%
Nothing/none -----	8%
Don't know/unsure -----	11%
Refused/N/A-----	0%

b. Unfavorable, n=4

No public input in decisions/poor communication -----	0%
Land has restricted access/areas not accessible to community-----	30%
Doesn't allow e-bikes on trails-----	15%
Has safety concerns -----	0%
Poor management of land/corrupt/wasteful-----	66%
Takes land/makes land more expensive -----	0%
No dogs allowed on the trail -----	0%
Other-----	0%
Nothing/none -----	0%
Don't know/unsure -----	11%
Refused/N/A-----	0%

(ASK Q4 ONLY IF CODES 1-4 IN Q1A, n=61)

4. (T) And where did you see, hear or read that information about Midpen? (OPEN-ENDED; RECORD VERBATIM RESPONSE BELOW. PROBE FOR VERY SPECIFIC RESPONSES)

Online/web/internet -----	24%
Parks/trails/out hiking/in person/signs on trails/visited/live there -----	15%
Newsletter/mailers/magazines/flyers -----	7%
Newspaper/articles -----	5%
Local news/news/TV -----	8%
Los Altos Town Crier -----	0%
Mercury News -----	3%
Word of mouth/friends/neighbors/work/community events/meetings -----	8%
Social media/Facebook/Twitter/Instagram -----	7%
Emails -----	9%
Midpen website -----	1%
SF Chronicle -----	1%
Other -----	3%
Nothing/none -----	14%
Don't know/unsure -----	1%
Refused/N/A -----	5%

(RESUME ASKING ALL RESPONDENTS)

AS YOU MAY KNOW, THE MIDPENINSULA REGIONAL OPEN SPACE DISTRICT, OFTEN KNOWN AS “MIDPEN,” IS AN INDEPENDENT SPECIAL DISTRICT PRIMARILY IN SANTA CLARA AND SAN MATEO COUNTIES THAT HAS PRESERVED A REGIONAL GREENBELT OF MORE THAN 70 THOUSAND ACRES OF PUBLIC LAND WITH 250 MILES OF TRAILS AND MANAGES 26 OPEN SPACE PRESERVES. ITS MISSION IS TO ACQUIRE AND PERMANENTLY PRESERVE OPEN SPACE LAND, PROTECT AND RESTORE THE NATURAL ENVIRONMENT, AND PROVIDE OPPORTUNITIES FOR ECOLOGICALLY SENSITIVE PUBLIC ENJOYMENT AND EDUCATION. ON THE SAN MATEO COUNTY COASTSIDE, ITS MISSION INCLUDES PRESERVING RURAL CHARACTER AND ENCOURAGING VIABLE AGRICULTURAL USE OF LAND.

5. **(T)** Having heard this, let me ask you again: would you say you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of the Midpeninsula Regional Open Space District?

TOTAL FAVORABLE-----87%

Strongly favorable ----- 54%

Somewhat favorable ----- 33%

TOTAL UNFAVORABLE ----- 5%

Somewhat unfavorable -----3%

Strongly unfavorable -----2%

(DON'T READ) DK/NA-----8%

6. Next, I am going to read you a list of goals Midpen has set for itself. For each goal, please tell me if you think it is extremely important, very important, somewhat important, or not too important.
(RANDOMIZE)

	<u>EXT</u> <u>IMP</u>	<u>VERY</u> <u>IMP</u>	<u>SMWT</u> <u>IMP</u>	<u>NOT TOO</u> <u>IMP</u>	<u>(DK/</u> <u>NA)</u>	<u>EXT/</u> <u>VERY</u>
(SPLIT SAMPLE A ONLY)						
[]a. (T) Preserving a regional greenbelt of open space land forever -----	57%	24%	12%	5%	1%	82%
[]b. (T) Protecting natural areas -----	49%	29%	17%	5%	0%	78%
[]c. (T) Providing opportunities for ecologically sensitive public enjoyment and education -----	39%	36%	20%	5%	0%	74%
[]d. (T) Restoring native plant and wildlife habitat-----	42%	35%	20%	3%	0%	77%
[]e. (T) Providing multiuse trails for hiking, biking, and equestrian use -----	49%	26%	18%	7%	0%	75%
[]f. (T) Stewarding public lands to be resilient in the face of climate change-----	56%	23%	11%	10%	0%	79%
[]g. (T) Supporting local agriculture along the San Mateo County coast -----	28%	21%	33%	14%	4%	49%
[]h. (T) Preserving the character of rural areas, such as the Santa Cruz Mountains or the San Mateo County Coast -----	42%	29%	23%	5%	1%	71%

(RESUME ASKING ALL RESPONDENTS)

7. (T*) And which of these five components of the Midpen mission do you think is most important to you?
(RE-READ AND RANDOMIZE LIST IF NECESSARY)

☐ Acquiring and preserving a regional greenbelt ----- 23%

☐ Restoring the natural environment ----- 22%

☐ Providing opportunities for ecologically sensitive
public recreation ----- 18%

☐ Educating the public about conservation and nature----- 25%

☐ Preserving rural character and encouraging viable
agricultural land use-----4%

(DON'T READ) All-----3%

(DON'T READ) None -----1%

(DON'T READ) Other (SPECIFY) -----0%

(DON'T READ) DK/NA/Refused -----5%

8. (T) Stepping back for a moment, I'd like to read you two statements about Midpen preserves. I'd like you to tell me which comes closer to your opinion. (ROTATE)

☐ I prefer preserves that provide multiple visitor amenities, such as
water bottle refilling stations, restrooms, and picnic areas ----- 31%

OR

☐ I prefer preserves that put a high priority on wildlife habitat restoration and
protection, with only low-impact trails that encourage users to leave no trace----- 62%

(DON'T READ) Both-----1%

(DON'T READ) Neither-----0%

(DON'T READ) DK/NA -----6%

9. Next, I am going to read you a series of statements about Midpen. For each one, please tell me if it makes you view Midpen much more favorably, somewhat more favorably, or if it makes no difference. (RANDOMIZE)

	<u>MUCH MORE FAV</u>	<u>SMWT MORE FAV</u>	<u>NO DIFF</u>	<u>(LESS FAV)</u>	<u>(DK/ NA)</u>	<u>TOTAL MORE FAV</u>
[]a. (T - SPECIAL CHARACTER) People choose to live in the Bay Area because of its scenic beauty and recreational opportunities. The stunning ridge and coastal views and riding, biking, and hiking trails we have in Santa Clara and San Mateo Counties are truly unique. The Midpeninsula Regional Open Space District works to preserve what we love most about living here.-----	40%	32%	23%	3%	3%	72%
(SPLIT SAMPLE A ONLY)						
[]b. (T - WATER QUALITY) Nothing is more important than clean drinking water. By protecting and restoring areas around sources of water, Midpen increases access to water and naturally prevents the pollution of our water. -----	39%	42%	15%	3%	1%	81%
[]c. (T - PUBLIC HEALTH) Open space preserves and natural areas provide spaces where families and children can safely walk, run, and bicycle – improving the physical health of residents, reducing obesity, and reducing healthcare costs. These areas are open 365 days a year, sunrise to sunset, to anyone, and for free. -----	54%	30%	12%	4%	0%	84%
[]d. (T - WILDLIFE) By restoring and protecting natural areas, Midpen is protecting wildlife habitats and California's unique biodiversity.-----	36%	43%	17%	2%	2%	79%
[]e. (AG/HISTORY AND FOOD) San Mateo and Santa Clara counties have rich agricultural and ranching history that is at risk of disappearing as our communities grow and change. That's why Midpen is protecting working agricultural ranchlands, which connect past and future along the scenic coastside and support access to local food. -----	35%	26%	25%	14%	0%	61%

Attachment 5_Results_Ward 1

FM3 RESEARCH

320-1048-WT (DIST WARD 1)

PAGE 9

	<u>MUCH MORE FAV</u>	<u>SMWT MORE FAV</u>	<u>NO DIF</u>	<u>(LESS FAV)</u>	<u>(DK/ NA)</u>	<u>TOTAL MORE FAV</u>
(SPLIT SAMPLE B ONLY)						
[]f. (T* - UNDERSERVED) Midpen programming connects people to nature through enriched experiences, especially historically underserved communities that are typically less likely to have access to natural areas and open spaces. That includes low-income communities and communities of color.-----	36%	35%	17%	8%	3%	71%
[]g. (T - CARING) Midpen cares for the land to create healthy habitats for plants, animals, and people.-----	44%	35%	14%	3%	3%	80%
[]h. (T - CLIMATE) Smart investments made before a disaster strikes can help protect a community's quality of life, save lives, and reduce the cost to taxpayers. Midpen is taking a proactive, practical approach to stewardship of public lands, helping ensure San Mateo and Santa Clara counties are resilient as the climate changes. -----	38%	44%	8%	5%	3%	83%
[]i. (T* - FIRES) Midpen is working with fire agencies and surrounding communities to strengthen prevention and preparation in case of wildland fires. This includes actively managing vegetation with a focus on ecological health, conducting prescribed fires to reduce wildland fire risk and intensity, and maintaining hundreds of miles of fire roads. -----	68%	16%	12%	1%	3%	84%
[]j. (AG/GRAZING) Midpen is using conservation grazing to support the ecosystem and economy. Livestock on open space lands along the San Mateo County coast help maintain the biodiversity of coastal grasslands while encouraging local agriculture.-----	28%	33%	31%	5%	3%	61%

(RESUME ASKING ALL RESPONDENTS)

10. Next, having heard this, let me ask you one last time - do you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of the Midpeninsula Regional Open Space District?

TOTAL FAVORABLE-----88%

Strongly favorable -----50%

Somewhat favorable -----38%

TOTAL UNFAVORABLE -----6%

Somewhat unfavorable -----3%

Strongly unfavorable -----3%

(DON'T READ) CAN'T RATE/DK/NA -----5%

11. Next, I'm going to read you a list of sources from which people get information about **(SPLIT SAMPLE A: local issues in your area) (SPLIT SAMPLE B: parks, open space, and the outdoors)**. For each, I'd like you to tell me how often you use it to get information about **(SPLIT SAMPLE A: local issues in your area) (SPLIT SAMPLE B: parks, open space and the outdoors)**: frequently, occasionally, rarely, or never. **(RANDOMIZE)**

	<u>FREQ</u>	<u>OCCAS</u>	<u>RARELY</u>	<u>NEVER</u>	<u>(DK/ NA)</u>	<u>FREQ /OCC</u>	<u>RRLY /NVR</u>
[]a. Local television stations -----	10%	15%	23%	45%	7%	25%	68%
[]b. KQED Radio -----	17%	13%	20%	43%	7%	31%	63%
[]c. Radio stations other than KQED -----	9%	5%	13%	64%	9%	14%	77%
[]d. Information you receive in the mail-----	9%	20%	30%	36%	5%	29%	66%
[]e. Facebook-----	9%	17%	17%	51%	6%	25%	68%
[]f. Twitter-----	8%	14%	11%	60%	8%	22%	70%
[]g. Instagram -----	11%	16%	16%	50%	7%	27%	66%
[]h. Newspapers-----	15%	17%	18%	43%	7%	32%	60%
[]i. Midpen emails and its website, public meetings, or the Midpen newsletter and activity guide mailed to your home -----	14%	12%	14%	54%	5%	26%	68%
[]j. Nextdoor -----	7%	19%	20%	47%	7%	26%	67%

**WE'RE JUST ABOUT DONE. I'M ONLY GOING TO ASK YOU A FEW MORE
QUESTIONS FOR CLASSIFICATION PURPOSES.**

12. First, I'd like you to consider your visits to Midpen preserves. Please tell me how often you typically visit and use Midpen preserves in this way: about once a week, a few times a month, a few times a year, once a year, or never. **(RANDOMIZE)**

		<u>ONCE/ WEEK</u>	<u>FEW/ MO</u>	<u>FEW/ YEAR</u>	<u>ONCE/ YEAR</u>	<u>NEVER</u>	<u>(DK/ NA)</u>
[]a.	(T) Walking or hiking -----	22%	27%	30%	6%	9%	7%
[]b.	(T) Running or jogging -----	14%	16%	17%	5%	42%	7%
[]c.	(T) Dog walking -----	16%	7%	12%	3%	56%	7%
[]d.	(T) Horseback riding -----	1%	0%	1%	7%	86%	5%
[]e.	(T*) Biking -----	9%	5%	19%	4%	58%	5%
[]f.	(T) Birdwatching or wildlife viewing -----	4%	6%	17%	14%	52%	6%
[]g.	(T) Spending time in nature -----	26%	19%	34%	7%	7%	7%
[]h.	(T) Ranger- or docent-led programs -----	1%	1%	5%	12%	68%	13%
[]i.	(T) Backpack camping -----	2%	3%	8%	11%	71%	5%

13. **(T)** Do you have any children under the age of 19 living at home?

Yes ----- 27%
 No ----- 73%
(DON'T READ) DK/NA/REFUSED ----0%

14. **(T)** What was the last level of school you completed?

First to 11th grade -----1%
 High school graduate -----7%
 Vocational/technical school -----0%
 Some college, but no degree ----- 19%
 Associate degree ----- 11%
 Four-year college or bachelor's degree - 27%
 Graduate school or advanced degree ---- 33%
(DON'T READ) DK/NA -----1%

15. How long have you lived in San Mateo or Santa Clara Counties?

Born and raised ----- 20%
 Five years or less -----5%
 Six to 10 years ----- 10%
 11 to 20 years ----- 16%
 21 to 40 years ----- 32%
 More than 40 years ----- 16%
(DON'T READ) DK/NA -----1%

16. I don't need to know the exact amount, but please stop me when I read the category that includes the total income for your household before taxes in 2022. Was it: **(READ CHOICES BELOW)**

\$60,000 and under -----9%
 \$60,001 - \$90,000-----7%
 \$90,001 - \$120,000 -----8%
 \$120,001 - \$180,000-----12%
 \$180,001 - \$250,000-----12%
 More than \$250,000 -----35%
 (DON'T READ) Refused -----18%

17. What is your gender?

Male-----45%
 Female -----50%
 Nonbinary -----2%
 Rather not say -----3%

THANK AND TERMINATE

MODE

Phone ----- 44%
 Online ----- 56%

DISTRICT WARD

1 - Gleason-----100%
 2 - Kishimoto-----0%
 3 - Cyr-----0%
 4 - Riffle -----0%
 5 - Holman-----0%
 6 - MacNiven-----0%
 7 – Kersteen-Tucker-----0%

COUNTY

San Mateo-----0%
 Santa Clara-----100%

CITY/TOWN

Cupertino-----19%
 Half Moon Bay-----0%
 Los Altos-----0%
 Los Gatos -----31%
 Menlo Park-----0%
 Mountain View-----0%
 Palo Alto -----0%
 Redwood City -----0%
 San Carlos-----0%
 Saratoga -----41%
 Sunnyvale -----0%
 Other-----1%
 Unincorporated-----8%

A/B SPLIT

A-----50%
 B-----50%

CONTACT METHOD

Phone ----- 44%
 E-mail-----32%
 Text -----24%

Attachment 6_Results_Ward 2

DECEMBER 27, 2022 – JANUARY 9, 2023



**MIDPENINSULA REGIONAL OPEN SPACE DISTRICT
TRACKING SURVEY
320-1048-WT
N=102 (100)
DISTRICT WARD 2
A/B SPLITS**

Hello, I'm _____ from _____, a public opinion research company. We are not trying to sell anything. We're conducting a survey about issues that concern residents in your area. May I speak with the person at home over 18 who most recently celebrated a birthday?

- A. Before we begin, I'd like to thank you for taking the time to speak with me, it is very much appreciated. I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering yourself or others?

Yes, cell and can talk safely ----- 74%
Yes, cell but cannot talk safely ----- **TERMINATE**
No, not on cell ----- 26%
(DON'T READ) DK/NA/REFUSED ----- TERMINATE

- B. My next questions are to ensure that we are interviewing a representative group of residents in your area. What is your age?

Under 18 ----- **TERMINATE**
18-24 ----- 12%
25-29 ----- 15%
30-34 ----- 5%
35-39 ----- 8%
40-44 ----- 8%
45-49 ----- 11%
50-54 ----- 3%
55-59 ----- 8%
60-64 ----- 10%
65-69 ----- 6%
70-74 ----- 8%
75+ ----- 6%
(DK/REFUSED) ----- 0%

- C. With which racial or ethnic group do you identify yourself: Hispanic or Latino; African American or Black; Caucasian or White; Asian or Pacific Islander; multiracial; or some other ethnic or racial background?

Latino/Hispanic ----- 10%
African American/Black ----- 0%
Caucasian/White ----- 35%
Asian/Pacific Islander ----- 47%
Multiracial ----- 3%
Some other ethnic or racial background -- 1%
(DON'T READ) DK/NA ----- 3%

Attachment 6 Results_Ward 2

FM3 RESEARCH

320-1048-WT (DIST WARD 2)

PAGE 2

1. OK, let's begin. First, I'm going to read you a list of local organizations and public institutions. For each one, I'd like you to tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion. If you have never heard of one, please just say so. **(RANDOMIZE)**

	<u>STR FAV</u>	<u>SMWT FAV</u>	<u>SMWT UNFAV</u>	<u>STR UNFAV</u>	<u>(CAN'T RATE /DK)</u>	<u>NEVER HEARD OF</u>	<u>TOTAL FAV</u>	<u>TOTAL UNFAV</u>
[]a. (T) Midpeninsula Regional Open Space District -----	40%----	13%----	2%-----	3%-----	4%-----	37%	53%	6%
(ASK IN SANTA CLARA COUNTY ONLY)								
[]b. (T) Santa Clara County Parks ---	36%----	41%----	0%-----	0%-----	11%-----	11%	77%	0%
(ASK IN SAN MATEO COUNTY ONLY)								
[]c. (T) San Mateo County Parks -----	0%-----	0%-----	0%-----	0%-----	0%-----	0%	0%	0%
(SPLIT SAMPLE A ONLY)								
[]d. (T) Santa Clara Valley Open Space Authority-----	9%-----	32%----	0%-----	0%-----	20%-----	40%	41%	0%
[]e. (T) Peninsula Open Space Trust -----	32%----	19%----	0%-----	0%-----	2%-----	47%	51%	0%
(SPLIT SAMPLE B ONLY)								
[]f. (T) California State Parks -----	56%----	31%----	1%-----	0%-----	6%-----	5%	87%	1%
[]g. (T) Golden Gate National Recreation Area-----	38%----	39%----	3%-----	0%-----	6%-----	14%	77%	3%

(RESUME ASKING ALL RESPONDENTS)

2. I'm going to read you some issues that some people say may be problems in your area. After I read each one, please tell me whether you think each is a problem or not. **(IF YES, PROBLEM, ASK: "Do you think it is an extremely, very, or somewhat serious problem?") (RANDOMIZE)**

	<u>EXT SER PROB</u>	<u>VERY SER PROB</u>	<u>SMWT SER PROB</u>	<u>NOT A PROB</u>	<u>(DK/ NA)</u>	<u>EXT/ VERY</u>
(SPLIT SAMPLE A ONLY)						
[]a. The coronavirus pandemic -----	21%----	22%----	34%----	23%-----	0%	44%
[]b. (T) Loss of wildlife habitat-----	21%----	31%----	25%----	14%-----	9%	52%
[]c. The cost of living -----	37%----	55%----	5%-----	3%-----	0%	91%
[]d. (T) Traffic congestion -----	9%-----	20%----	56%----	14%-----	1%	29%
[]e. Water and air pollution -----	20%----	37%----	36%----	7%-----	0%	57%
(SPLIT SAMPLE B ONLY)						
[]f. Wildfires -----	38%----	38%----	18%----	6%-----	0%	76%
[]g. (T) The quality of local natural lands and open space-----	20%----	17%----	10%----	53%-----	1%	36%
[]h. (T) A lack of affordable housing-----	40%----	32%----	19%----	6%-----	3%	73%
[]i. (T) Climate change-----	41%----	19%----	33%----	8%-----	0%	60%
[]j. (T) The amount you pay in local taxes-----	20%----	16%----	27%----	34%-----	3%	36%

(RESUME ASKING ALL RESPONDENTS)

NOW I'D LIKE TO ASK YOU A FEW MORE QUESTIONS ABOUT THE MIDPENINSULA REGIONAL OPEN SPACE DISTRICT.

(ASK Q3 ONLY IF CODES 1-4 IN Q1A)

3. (T) You mentioned a few moments ago that you have a **FAVORABLE / UNFAVORABLE** opinion of the Midpeninsula Regional Open Space District. In a few words of your own, could you tell me what you recall seeing, hearing or reading about Midpen in the last year or so? **(OPEN-ENDED; RECORD VERBATIM RESPONSE BELOW. PROBE FOR VERY SPECIFIC RESPONSES)**

a. Favorable, n=54

Protecting open space/preserving land/conservation -----	13%
Used them before/used parks/trails -----	18%
Great parks/love open space/enjoy hiking/beautiful land-----	26%
Good trail maintenance/clean parks/good management/service -----	15%
Land acquisition/increasing hiking trails/added open space -----	16%
Projects/financial services/community outreach -----	5%
They don't allow e-bikes/e-bikes controversy -----	0%
Seen ads/read the newsletter/emails -----	2%
General support -----	6%
Has complaints/mixed feelings -----	1%
Other-----	4%
Nothing/none -----	7%
Don't know/unsure -----	10%
Refused/N/A-----	1%

b. Unfavorable, n=6

No public input in decisions/poor communication -----	13%
Land has restricted access/areas not accessible to community-----	0%
Doesn't allow e-bikes on trails-----	0%
Has safety concerns -----	8%
Poor management of land/corrupt/wasteful-----	83%
Takes land/makes land more expensive -----	0%
No dogs allowed on the trail -----	0%
Other-----	0%
Nothing/none -----	9%
Don't know/unsure -----	0%
Refused/N/A-----	0%

(ASK Q4 ONLY IF CODES 1-4 IN Q1A, n=60)

4. (T) And where did you see, hear or read that information about Midpen? (OPEN-ENDED; RECORD VERBATIM RESPONSE BELOW. PROBE FOR VERY SPECIFIC RESPONSES)

Online/web/internet -----	17%
Parks/trails/out hiking/in person/signs on trails/visited/live there -----	35%
Newsletter/mailers/magazines/flyers -----	12%
Newspaper/articles -----	8%
Local news/news/TV -----	6%
Los Altos Town Crier -----	4%
Mercury News -----	0%
Word of mouth/friends/neighbors/work/community events/meetings -----	8%
Social media/Facebook/Twitter/Instagram -----	5%
Emails -----	5%
Midpen website -----	0%
SF Chronicle -----	0%
Other -----	4%
Nothing/none -----	4%
Don't know/unsure -----	7%
Refused/N/A -----	7%

(RESUME ASKING ALL RESPONDENTS)

AS YOU MAY KNOW, THE MIDPENINSULA REGIONAL OPEN SPACE DISTRICT, OFTEN KNOWN AS "MIDPEN," IS AN INDEPENDENT SPECIAL DISTRICT PRIMARILY IN SANTA CLARA AND SAN MATEO COUNTIES THAT HAS PRESERVED A REGIONAL GREENBELT OF MORE THAN 70 THOUSAND ACRES OF PUBLIC LAND WITH 250 MILES OF TRAILS AND MANAGES 26 OPEN SPACE PRESERVES. ITS MISSION IS TO ACQUIRE AND PERMANENTLY PRESERVE OPEN SPACE LAND, PROTECT AND RESTORE THE NATURAL ENVIRONMENT, AND PROVIDE OPPORTUNITIES FOR ECOLOGICALLY SENSITIVE PUBLIC ENJOYMENT AND EDUCATION. ON THE SAN MATEO COUNTY COASTSIDE, ITS MISSION INCLUDES PRESERVING RURAL CHARACTER AND ENCOURAGING VIABLE AGRICULTURAL USE OF LAND.

5. **(T)** Having heard this, let me ask you again: would you say you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of the Midpeninsula Regional Open Space District?

TOTAL FAVORABLE-----87%

Strongly favorable ----- 59%

Somewhat favorable ----- 29%

TOTAL UNFAVORABLE ----- 7%

Somewhat unfavorable -----4%

Strongly unfavorable -----3%

(DON'T READ) DK/NA-----6%

6. Next, I am going to read you a list of goals Midpen has set for itself. For each goal, please tell me if you think it is extremely important, very important, somewhat important, or not too important.
(RANDOMIZE)

	<u>EXT</u> <u>IMP</u>	<u>VERY</u> <u>IMP</u>	<u>SMWT</u> <u>IMP</u>	<u>NOT TOO</u> <u>IMP</u>	<u>(DK/</u> <u>NA)</u>	<u>EXT/</u> <u>VERY</u>
(SPLIT SAMPLE A ONLY)						
[]a. (T) Preserving a regional greenbelt of open space land forever -----	28%	55%	12%	5%	0%	83%
[]b. (T) Protecting natural areas -----	36%	52%	10%	2%	0%	88%
[]c. (T) Providing opportunities for ecologically sensitive public enjoyment and education -----	22%	38%	33%	8%	0%	60%
[]d. (T) Restoring native plant and wildlife habitat-----	40%	40%	17%	3%	0%	80%
[]e. (T) Providing multiuse trails for hiking, biking, and equestrian use -----	20%	35%	25%	20%	0%	56%
[]f. (T) Stewarding public lands to be resilient in the face of climate change-----	42%	40%	11%	7%	0%	82%
[]g. (T) Supporting local agriculture along the San Mateo County coast -----	20%	36%	20%	25%	0%	55%
[]h. (T) Preserving the character of rural areas, such as the Santa Cruz Mountains or the San Mateo County Coast -----	26%	38%	19%	17%	0%	64%

		EXT IMP	VERY IMP	SMWT IMP	NOT TOO IMP	(DK/ NA)	EXT/ VERY
(SPLIT SAMPLE A CONTINUED)							
[]i.	(T) Partnering with local organizations to promote a regional environmental vision -----	26%	40%	20%	15%	0%	65%
[]j.	(T) Connecting regional trails -----	16%	29%	40%	15%	0%	45%
[]k.	(T) Reducing dead and downed vegetation for wildland fire prevention -----	34%	54%	12%	0%	0%	88%
[]l.	(T) Preserving undeveloped coastal open space and agricultural lands-----	39%	37%	18%	7%	0%	76%
[]m.	Preserving historical buildings like houses, barns and cabins on open space lands -----	8%	35%	29%	27%	0%	44%
[]n.	(T*) Promoting safe wildlife corridors across highways and trail crossings -----	29%	49%	22%	1%	0%	77%
[]o.	Reducing erosion to ensure healthy creeks and watersheds -----	34%	47%	7%	13%	0%	81%
(SPLIT SAMPLE B ONLY)							
[]p.	(T) Protecting the ridgetops, hillsides and creeks that create our region's striking natural beauty -----	39%	40%	14%	7%	0%	79%
[]q.	(T) Protecting and restoring the natural environment -----	42%	36%	16%	6%	0%	79%
[]r.	(T) Protecting San Mateo and Santa Clara counties' agricultural, natural resource, and open space lands for future generations -----	37%	39%	24%	0%	0%	76%
[]s.	(T) Creating opportunities for outdoor recreation -----	40%	35%	21%	4%	0%	75%
[]t.	(T) Preserving diverse habitat for wildlife-----	37%	41%	17%	4%	0%	78%
[]u.	(T) Providing regional hiking trails-----	40%	29%	23%	5%	3%	69%
[]v.	(T) Restoring public lands to be resilient in the face of climate change -----	33%	35%	28%	5%	0%	68%
[]w.	(T) Connecting kids to nature -----	32%	44%	22%	1%	1%	76%
[]x.	(T) Protecting the waterways and natural lands that maintain water quality and supply -----	52%	33%	11%	2%	1%	86%
[]y.	(T) Managing redwood forests -----	38%	41%	21%	0%	0%	79%
[]z.	(T) Protecting San Mateo and Santa Clara counties' agricultural, natural resource, and open space lands -----	29%	41%	26%	4%	0%	69%
[]aa.	(T) Protecting coastal grasslands-----	27%	50%	20%	3%	0%	77%
[]bb.	(T) Improving access for individuals with disabilities at local preserves-----	21%	44%	26%	8%	1%	65%
[]cc.	(T*) Partnering with indigenous tribes to relearn and reapply indigenous plant restoration techniques-----	28%	18%	21%	33%	0%	46%
[]dd.	(T) Removing invasive species to restore native plant and wildlife habitat -----	29%	39%	28%	3%	1%	68%
[]ee.	Lowering barriers to access for traditionally underserved communities -----	26%	34%	13%	23%	4%	60%

(RESUME ASKING ALL RESPONDENTS)

7. (T*) And which of these five components of the Midpen mission do you think is most important to you?
(RE-READ AND RANDOMIZE LIST IF NECESSARY)

☐ Acquiring and preserving a regional greenbelt ----- 29%

☐ Restoring the natural environment ----- 22%

☐ Providing opportunities for ecologically sensitive
public recreation ----- 26%

☐ Educating the public about conservation and nature----- 11%

☐ Preserving rural character and encouraging viable
agricultural land use-----5%

(DON'T READ) All -----2%

(DON'T READ) None -----0%

(DON'T READ) Other (SPECIFY) -----0%

(DON'T READ) DK/NA/Refused -----4%

8. (T) Stepping back for a moment, I'd like to read you two statements about Midpen preserves. I'd like you to tell me which comes closer to your opinion. (ROTATE)

☐ I prefer preserves that provide multiple visitor amenities, such as
water bottle refilling stations, restrooms, and picnic areas ----- 26%

OR

☐ I prefer preserves that put a high priority on wildlife habitat restoration and
protection, with only low-impact trails that encourage users to leave no trace----- 67%

(DON'T READ) Both -----2%

(DON'T READ) Neither -----0%

(DON'T READ) DK/NA -----4%

9. Next, I am going to read you a series of statements about Midpen. For each one, please tell me if it makes you view Midpen much more favorably, somewhat more favorably, or if it makes no difference. (RANDOMIZE)

	<u>MUCH MORE FAV</u>	<u>SMWT MORE FAV</u>	<u>NO DIFF</u>	<u>(LESS FAV)</u>	<u>(DK/ NA)</u>	<u>TOTAL MORE FAV</u>
[]a. (T - SPECIAL CHARACTER) People choose to live in the Bay Area because of its scenic beauty and recreational opportunities. The stunning ridge and coastal views and riding, biking, and hiking trails we have in Santa Clara and San Mateo Counties are truly unique. The Midpeninsula Regional Open Space District works to preserve what we love most about living here.-----	40%	36%	18%	4%	1%	76%
(SPLIT SAMPLE A ONLY)						
[]b. (T - WATER QUALITY) Nothing is more important than clean drinking water. By protecting and restoring areas around sources of water, Midpen increases access to water and naturally prevents the pollution of our water. -----	68%	23%	9%	0%	0%	91%
[]c. (T - PUBLIC HEALTH) Open space preserves and natural areas provide spaces where families and children can safely walk, run, and bicycle – improving the physical health of residents, reducing obesity, and reducing healthcare costs. These areas are open 365 days a year, sunrise to sunset, to anyone, and for free. -----	44%	26%	20%	9%	1%	70%
[]d. (T - WILDLIFE) By restoring and protecting natural areas, Midpen is protecting wildlife habitats and California's unique biodiversity.-----	44%	21%	24%	10%	1%	65%
[]e. (AG/HISTORY AND FOOD) San Mateo and Santa Clara counties have rich agricultural and ranching history that is at risk of disappearing as our communities grow and change. That's why Midpen is protecting working agricultural ranchlands, which connect past and future along the scenic coastside and support access to local food. -----	35%	26%	17%	20%	1%	62%

Attachment 6_Results_Ward 2

FM3 RESEARCH

320-1048-WT (DIST WARD 2)

PAGE 9

	<u>MUCH MORE FAV</u>	<u>SMWT MORE FAV</u>	<u>NO DIF</u>	<u>(LESS FAV)</u>	<u>(DK/ NA)</u>	<u>TOTAL MORE FAV</u>
(SPLIT SAMPLE B ONLY)						
[]f. (T* - UNDERSERVED) Midpen programming connects people to nature through enriched experiences, especially historically underserved communities that are typically less likely to have access to natural areas and open spaces. That includes low-income communities and communities of color.-----	40%	17%	35%	5%	3%	57%
[]g. (T - CARING) Midpen cares for the land to create healthy habitats for plants, animals, and people.-----	42%	27%	23%	7%	1%	69%
[]h. (T - CLIMATE) Smart investments made before a disaster strikes can help protect a community's quality of life, save lives, and reduce the cost to taxpayers. Midpen is taking a proactive, practical approach to stewardship of public lands, helping ensure San Mateo and Santa Clara counties are resilient as the climate changes. -----	43%	35%	18%	1%	3%	78%
[]i. (T* - FIRES) Midpen is working with fire agencies and surrounding communities to strengthen prevention and preparation in case of wildland fires. This includes actively managing vegetation with a focus on ecological health, conducting prescribed fires to reduce wildland fire risk and intensity, and maintaining hundreds of miles of fire roads. -----	51%	38%	8%	3%	0%	89%
[]j. (AG/GRAZING) Midpen is using conservation grazing to support the ecosystem and economy. Livestock on open space lands along the San Mateo County coast help maintain the biodiversity of coastal grasslands while encouraging local agriculture.-----	33%	45%	18%	3%	1%	78%

(RESUME ASKING ALL RESPONDENTS)

10. Next, having heard this, let me ask you one last time - do you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of the Midpeninsula Regional Open Space District?

TOTAL FAVORABLE-----90%

Strongly favorable ----- 64%

Somewhat favorable ----- 27%

TOTAL UNFAVORABLE ----- 3%

Somewhat unfavorable -----1%

Strongly unfavorable -----2%

(DON'T READ) CAN'T RATE/DK/NA -----7%

11. Next, I'm going to read you a list of sources from which people get information about **(SPLIT SAMPLE A: local issues in your area) (SPLIT SAMPLE B: parks, open space, and the outdoors)**. For each, I'd like you to tell me how often you use it to get information about **(SPLIT SAMPLE A: local issues in your area) (SPLIT SAMPLE B: parks, open space and the outdoors)**: frequently, occasionally, rarely, or never. **(RANDOMIZE)**

	<u>FREQ</u>	<u>OCCAS</u>	<u>RARELY</u>	<u>NEVER</u>	<u>(DK/NA)</u>	<u>FREQ</u> <u>/OCC</u>	<u>RRLY</u> <u>/NVR</u>
[]a. Local television stations -----	16%	9%	26%	50%	0%	24%	76%
[]b. KQED Radio -----	18%	16%	20%	41%	4%	35%	61%
[]c. Radio stations other than KQED -----	4%	22%	21%	51%	1%	27%	73%
[]d. Information you receive in the mail-----	16%	26%	30%	28%	0%	41%	58%
[]e. Facebook-----	11%	12%	20%	58%	0%	22%	78%
[]f. Twitter-----	12%	15%	12%	61%	0%	27%	73%
[]g. Instagram -----	14%	10%	19%	58%	0%	24%	76%
[]h. Newspapers-----	14%	24%	19%	43%	1%	38%	62%
[]i. Midpen emails and its website, public meetings, or the Midpen newsletter and activity guide mailed to your home -----	20%	13%	21%	45%	1%	32%	67%
[]j. Nextdoor -----	8%	18%	24%	48%	2%	26%	72%

**WE'RE JUST ABOUT DONE. I'M ONLY GOING TO ASK YOU A FEW MORE
QUESTIONS FOR CLASSIFICATION PURPOSES.**

12. First, I'd like you to consider your visits to Midpen preserves. Please tell me how often you typically visit and use Midpen preserves in this way: about once a week, a few times a month, a few times a year, once a year, or never. **(RANDOMIZE)**

		<u>ONCE/ WEEK</u>	<u>FEW/ MO</u>	<u>FEW/ YEAR</u>	<u>ONCE/ YEAR</u>	<u>NEVER</u>	<u>(DK/ NA)</u>
[]a.	(T) Walking or hiking -----	22%	40%	13%	13%	9%	3%
[]b.	(T) Running or jogging -----	22%	10%	21%	11%	34%	1%
[]c.	(T) Dog walking -----	16%	9%	7%	4%	62%	2%
[]d.	(T) Horseback riding -----	1%	2%	2%	0%	93%	1%
[]e.	(T*) Biking -----	8%	7%	16%	13%	55%	1%
[]f.	(T) Birdwatching or wildlife viewing -----	11%	7%	18%	18%	44%	2%
[]g.	(T) Spending time in nature -----	25%	29%	24%	11%	10%	1%
[]h.	(T) Ranger- or docent-led programs -----	1%	1%	3%	14%	68%	13%
[]i.	(T) Backpack camping -----	2%	1%	13%	20%	63%	2%

13. **(T)** Do you have any children under the age of 19 living at home?

Yes ----- 28%
 No ----- 72%
(DON'T READ) DK/NA/REFUSED ----0%

14. **(T)** What was the last level of school you completed?

First to 11th grade -----0%
 High school graduate -----6%
 Vocational/technical school -----7%
 Some college, but no degree ----- 10%
 Associate degree -----8%
 Four-year college or bachelor's degree - 35%
 Graduate school or advanced degree ---- 33%
(DON'T READ) DK/NA -----1%

15. How long have you lived in San Mateo or Santa Clara Counties?

Born and raised ----- 13%
 Five years or less ----- 11%
 Six to 10 years -----9%
 11 to 20 years ----- 13%
 21 to 40 years ----- 39%
 More than 40 years ----- 14%
(DON'T READ) DK/NA-----0%

16. I don't need to know the exact amount, but please stop me when I read the category that includes the total income for your household before taxes in 2022. Was it: **(READ CHOICES BELOW)**

Attachment 6_Results_Ward 2

FM3 RESEARCH

320-1048-WT (DIST WARD 2)

PAGE 12

\$60,000 and under ----- 14%
 \$60,001 - \$90,000----- 16%
 \$90,001 - \$120,000 -----6%
 \$120,001 - \$180,000----- 13%
 \$180,001 - \$250,000----- 13%
 More than \$250,000 ----- 28%
 (DON'T READ) Refused ----- 10%

17. What is your gender?

Male----- 55%
 Female ----- 44%
 Nonbinary -----1%
 Rather not say -----1%

THANK AND TERMINATE

MODE

Phone ----- 48%
 Online ----- 52%

DISTRICT WARD

1 - Gleason-----0%
 2 - Kishimoto----- 100%
 3 - Cyr -----0%
 4 - Riffle -----0%
 5 - Holman-----0%
 6 - MacNiven-----0%
 7 – Kersteen-Tucker-----0%

COUNTY

San Mateo-----0%
 Santa Clara-----100%

CITY/TOWN

Cupertino----- 20%
 Half Moon Bay -----0%
 Los Altos ----- 10%
 Los Gatos -----0%
 Menlo Park-----0%
 Mountain View-----3%
 Palo Alto ----- 42%
 Redwood City -----0%
 San Carlos-----0%
 Saratoga -----0%
 Sunnyvale -----0%
 Other ----- 12%
 Unincorporated----- 13%

A/B SPLIT

A----- 50%
 B----- 50%

CONTACT METHOD

Phone ----- 48%
 E-mail----- 31%
 Text ----- 20%

Attachment 7_Results_Ward 3

DECEMBER 27, 2022 – JANUARY 9, 2023



**MIDPENINSULA REGIONAL OPEN SPACE DISTRICT
TRACKING SURVEY
320-1048-WT
N=87 (100)
DISTRICT WARD 3
A/B SPLITS**

Hello, I'm _____ from _____, a public opinion research company. We are not trying to sell anything. We're conducting a survey about issues that concern residents in your area. May I speak with the person at home over 18 who most recently celebrated a birthday?

- A. Before we begin, I'd like to thank you for taking the time to speak with me, it is very much appreciated. I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering yourself or others?

Yes, cell and can talk safely ----- 75%
Yes, cell but cannot talk safely ----- **TERMINATE**
No, not on cell ----- 25%
(DON'T READ) DK/NA/REFUSED ----- TERMINATE

- B. My next questions are to ensure that we are interviewing a representative group of residents in your area. What is your age?

Under 18----- **TERMINATE**
18-24-----9%
25-29----- 11%
30-34----- 13%
35-39-----6%
40-44-----9%
45-49----- 10%
50-54-----6%
55-59----- 11%
60-64-----8%
65-69-----3%
70-74-----8%
75+ -----7%
(DK/REFUSED) -----0%

- C. With which racial or ethnic group do you identify yourself: Hispanic or Latino; African American or Black; Caucasian or White; Asian or Pacific Islander; multiracial; or some other ethnic or racial background?

Latino/Hispanic ----- 23%
African American/Black -----2%
Caucasian/White ----- 29%
Asian/Pacific Islander ----- 36%
Multiracial-----6%
Some other ethnic or racial background --1%
(DON'T READ) DK/NA -----4%

1. OK, let's begin. First, I'm going to read you a list of local organizations and public institutions. For each one, I'd like you to tell me if you have a strongly favorable, somewhat favorable, somewhat

Attachment 7_Results_Ward 3

unfavorable, or strongly unfavorable opinion. If you have never heard of one, please just say so.
(RANDOMIZE)

	<u>STR FAV</u>	<u>SMWT FAV</u>	<u>SMWT UNFAV</u>	<u>STR UNFAV</u>	<u>(CAN'T RATE /DK)</u>	<u>NEVER HEARD OF</u>	<u>TOTAL FAV</u>	<u>TOTAL UNFAV</u>
[]a. (T) Midpeninsula Regional Open Space District -----	17%-----	15%-----	2%-----	2%-----	11%-----	53%	32%	4%
(ASK IN SANTA CLARA COUNTY ONLY)								
[]b. (T) Santa Clara County Parks ---	45%-----	29%-----	1%-----	0%-----	21%-----	4%	75%	1%
(ASK IN SAN MATEO COUNTY ONLY)								
[]c. (T) San Mateo County Parks -----	0%-----	0%-----	0%-----	0%-----	0%-----	0%	0%	0%
(SPLIT SAMPLE A ONLY)								
[]d. (T) Santa Clara Valley Open Space Authority-----	15%-----	12%-----	0%-----	0%-----	7%-----	66%	27%	0%
[]e. (T) Peninsula Open Space Trust -----	21%-----	17%-----	4%-----	1%-----	4%-----	53%	38%	5%
(SPLIT SAMPLE B ONLY)								
[]f. (T) California State Parks -----	78%-----	13%-----	1%-----	6%-----	2%-----	0%	91%	7%
[]g. (T) Golden Gate National Recreation Area-----	28%-----	30%-----	0%-----	0%-----	15%-----	27%	58%	0%

(RESUME ASKING ALL RESPONDENTS)

2. I'm going to read you some issues that some people say may be problems in your area. After I read each one, please tell me whether you think each is a problem or not. **(IF YES, PROBLEM, ASK: "Do you think it is an extremely, very, or somewhat serious problem?") (RANDOMIZE)**

	<u>EXT SER PROB</u>	<u>VERY SER PROB</u>	<u>SMWT SER PROB</u>	<u>NOT A PROB</u>	<u>(DK/ NA)</u>	<u>EXT/ VERY</u>
(SPLIT SAMPLE A ONLY)						
[]a. The coronavirus pandemic -----	26%-----	29%-----	31%-----	9%-----	4%	56%
[]b. (T) Loss of wildlife habitat-----	40%-----	28%-----	14%-----	13%-----	4%	68%
[]c. The cost of living -----	59%-----	18%-----	20%-----	2%-----	0%	77%
[]d. (T) Traffic congestion -----	32%-----	28%-----	30%-----	8%-----	2%	60%
[]e. Water and air pollution -----	31%-----	17%-----	40%-----	9%-----	3%	48%
(SPLIT SAMPLE B ONLY)						
[]f. Wildfires -----	45%-----	28%-----	16%-----	10%-----	1%	73%
[]g. (T) The quality of local natural lands and open space-----	7%-----	13%-----	27%-----	50%-----	3%	19%
[]h. (T) A lack of affordable housing-----	52%-----	28%-----	12%-----	6%-----	2%	80%
[]i. (T) Climate change-----	42%-----	31%-----	11%-----	14%-----	1%	74%
[]j. (T) The amount you pay in local taxes -----	14%-----	18%-----	28%-----	30%-----	10%	32%

Attachment 7_Results_Ward 3

(RESUME ASKING ALL RESPONDENTS)

NOW I'D LIKE TO ASK YOU A FEW MORE QUESTIONS ABOUT THE MIDPENINSULA REGIONAL OPEN SPACE DISTRICT.

(ASK Q3 ONLY IF CODES 1-4 IN Q1A)

3. (T) You mentioned a few moments ago that you have a **FAVORABLE / UNFAVORABLE** opinion of the Midpeninsula Regional Open Space District. In a few words of your own, could you tell me what you recall seeing, hearing or reading about Midpen in the last year or so? **(OPEN-ENDED; RECORD VERBATIM RESPONSE BELOW. PROBE FOR VERY SPECIFIC RESPONSES)**

a. Favorable, n=28

Protecting open space/preserving land/conservation -----	17%
Used them before/used parks/trails -----	5%
Great parks/love open space/enjoy hiking/beautiful land-----	32%
Good trail maintenance/clean parks/good management/service -----	20%
Land acquisition/increasing hiking trails/added open space -----	2%
Projects/financial services/community outreach -----	9%
They don't allow e-bikes/e-bikes controversy -----	0%
Seen ads/read the newsletter/emails -----	10%
General support -----	3%
Has complaints/mixed feelings -----	0%
Other-----	2%
Nothing/none -----	8%
Don't know/unsure -----	6%
Refused/N/A-----	3%

b. Unfavorable, n=3

No public input in decisions/poor communication -----	0%
Land has restricted access/areas not accessible to community-----	0%
Doesn't allow e-bikes on trails-----	20%
Has safety concerns -----	0%
Poor management of land/corrupt/wasteful-----	0%
Takes land/makes land more expensive -----	25%
No dogs allowed on the trail -----	0%
Other-----	0%
Nothing/none -----	55%
Don't know/unsure -----	0%
Refused/N/A-----	0%

Attachment 7_Results_Ward 3

(ASK Q4 ONLY IF CODES 1-4 IN Q1A, n=31)

4. (T) And where did you see, hear or read that information about Midpen? (OPEN-ENDED; RECORD VERBATIM RESPONSE BELOW. PROBE FOR VERY SPECIFIC RESPONSES)

Online/web/internet -----	12%
Parks/trails/out hiking/in person/signs on trails/visited/live there -----	36%
Newsletter/mailers/magazines/flyers -----	10%
Newspaper/articles -----	12%
Local news/news/TV -----	10%
Los Altos Town Crier -----	0%
Mercury News -----	0%
Word of mouth/friends/neighbors/work/community events/meetings -----	2%
Social media/Facebook/Twitter/Instagram -----	5%
Emails -----	5%
Midpen website -----	3%
SF Chronicle -----	0%
Other -----	7%
Nothing/none -----	4%
Don't know/unsure -----	3%
Refused/N/A -----	13%

Attachment 7_Results_Ward 3

(RESUME ASKING ALL RESPONDENTS)

AS YOU MAY KNOW, THE MIDPENINSULA REGIONAL OPEN SPACE DISTRICT, OFTEN KNOWN AS “MIDPEN,” IS AN INDEPENDENT SPECIAL DISTRICT PRIMARILY IN SANTA CLARA AND SAN MATEO COUNTIES THAT HAS PRESERVED A REGIONAL GREENBELT OF MORE THAN 70 THOUSAND ACRES OF PUBLIC LAND WITH 250 MILES OF TRAILS AND MANAGES 26 OPEN SPACE PRESERVES. ITS MISSION IS TO ACQUIRE AND PERMANENTLY PRESERVE OPEN SPACE LAND, PROTECT AND RESTORE THE NATURAL ENVIRONMENT, AND PROVIDE OPPORTUNITIES FOR ECOLOGICALLY SENSITIVE PUBLIC ENJOYMENT AND EDUCATION. ON THE SAN MATEO COUNTY COASTSIDE, ITS MISSION INCLUDES PRESERVING RURAL CHARACTER AND ENCOURAGING VIABLE AGRICULTURAL USE OF LAND.

5. (T) Having heard this, let me ask you again: would you say you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of the Midpeninsula Regional Open Space District?

TOTAL FAVORABLE-----83%
 Strongly favorable ----- 49%
 Somewhat favorable ----- 35%

TOTAL UNFAVORABLE ----- 5%
 Somewhat unfavorable -----4%
 Strongly unfavorable -----1%

(DON'T READ) DK/NA----- 12%

6. Next, I am going to read you a list of goals Midpen has set for itself. For each goal, please tell me if you think it is extremely important, very important, somewhat important, or not too important.
(RANDOMIZE)

	<u>EXT</u> <u>IMP</u>	<u>VERY</u> <u>IMP</u>	<u>SMWT</u> <u>IMP</u>	<u>NOT TOO</u> <u>IMP</u>	<u>(DK/</u> <u>NA)</u>	<u>EXT/</u> <u>VERY</u>
(SPLIT SAMPLE A ONLY)						
[]a. (T) Preserving a regional greenbelt of open space land forever -----	50%	34%	12%	4%	1%	84%
[]b. (T) Protecting natural areas -----	56%	30%	11%	2%	1%	86%
[]c. (T) Providing opportunities for ecologically sensitive public enjoyment and education -----	43%	30%	23%	4%	0%	73%
[]d. (T) Restoring native plant and wildlife habitat-----	42%	32%	23%	3%	0%	74%
[]e. (T) Providing multiuse trails for hiking, biking, and equestrian use -----	39%	34%	23%	3%	0%	74%
[]f. (T) Stewarding public lands to be resilient in the face of climate change-----	44%	30%	12%	7%	7%	74%
[]g. (T) Supporting local agriculture along the San Mateo County coast -----	30%	25%	25%	18%	1%	56%
[]h. (T) Preserving the character of rural areas, such as the Santa Cruz Mountains or the San Mateo County Coast -----	42%	33%	20%	5%	0%	75%

Attachment 7 Results Ward 3

		EXT IMP	VERY IMP	SMWT IMP	NOT TOO IMP	(DK/ NA)	EXT/ VERY
(SPLIT SAMPLE A CONTINUED)							
[]i.	(T) Partnering with local organizations to promote a regional environmental vision -----	40%	39%	14%	7%	1%	78%
[]j.	(T) Connecting regional trails -----	15%	47%	33%	4%	2%	61%
[]k.	(T) Reducing dead and downed vegetation for wildland fire prevention -----	45%	31%	24%	1%	0%	76%
[]l.	(T) Preserving undeveloped coastal open space and agricultural lands -----	43%	33%	21%	2%	0%	77%
[]m.	Preserving historical buildings like houses, barns and cabins on open space lands -----	11%	33%	37%	16%	4%	43%
[]n.	(T*) Promoting safe wildlife corridors across highways and trail crossings -----	34%	54%	10%	1%	0%	88%
[]o.	Reducing erosion to ensure healthy creeks and watersheds -----	53%	28%	9%	10%	0%	82%
(SPLIT SAMPLE B ONLY)							
[]p.	(T) Protecting the ridgetops, hillsides and creeks that create our region's striking natural beauty -----	26%	43%	31%	0%	0%	69%
[]q.	(T) Protecting and restoring the natural environment -----	32%	42%	26%	0%	0%	74%
[]r.	(T) Protecting San Mateo and Santa Clara counties' agricultural, natural resource, and open space lands for future generations -----	39%	44%	16%	0%	1%	83%
[]s.	(T) Creating opportunities for outdoor recreation -----	25%	42%	30%	1%	2%	67%
[]t.	(T) Preserving diverse habitat for wildlife -----	30%	52%	14%	4%	0%	82%
[]u.	(T) Providing regional hiking trails -----	32%	31%	35%	2%	0%	63%
[]v.	(T) Restoring public lands to be resilient in the face of climate change -----	36%	38%	9%	15%	2%	74%
[]w.	(T) Connecting kids to nature -----	26%	51%	23%	0%	0%	77%
[]x.	(T) Protecting the waterways and natural lands that maintain water quality and supply -----	48%	45%	6%	0%	0%	94%
[]y.	(T) Managing redwood forests -----	41%	46%	11%	0%	2%	88%
[]z.	(T) Protecting San Mateo and Santa Clara counties' agricultural, natural resource, and open space lands -----	29%	43%	26%	1%	0%	73%
[]aa.	(T) Protecting coastal grasslands -----	30%	38%	26%	1%	4%	68%
[]bb.	(T) Improving access for individuals with disabilities at local preserves -----	18%	53%	26%	1%	1%	71%
[]cc.	(T*) Partnering with indigenous tribes to relearn and reapply indigenous plant restoration techniques -----	38%	36%	15%	9%	3%	73%
[]dd.	(T) Removing invasive species to restore native plant and wildlife habitat -----	36%	38%	22%	2%	1%	75%
[]ee.	Lowering barriers to access for traditionally underserved communities -----	27%	29%	31%	7%	6%	56%

(RESUME ASKING ALL RESPONDENTS)

Attachment 7_Results_Ward 3

7. (T*) And which of these five components of the Midpen mission do you think is most important to you?
(RE-READ AND RANDOMIZE LIST IF NECESSARY)

☐ Acquiring and preserving a regional greenbelt ----- 18%

☐ Restoring the natural environment ----- 28%

☐ Providing opportunities for ecologically sensitive
public recreation ----- 18%

☐ Educating the public about conservation and nature----- 21%

☐ Preserving rural character and encouraging viable
agricultural land use-----8%

(DON'T READ) All -----2%

(DON'T READ) None -----0%

(DON'T READ) Other (SPECIFY) -----0%

(DON'T READ) DK/NA/Refused -----7%

8. (T) Stepping back for a moment, I'd like to read you two statements about Midpen preserves. I'd like
you to tell me which comes closer to your opinion. (ROTATE)

☐ I prefer preserves that provide multiple visitor amenities, such as
water bottle refilling stations, restrooms, and picnic areas ----- 37%

OR

☐ I prefer preserves that put a high priority on wildlife habitat restoration and
protection, with only low-impact trails that encourage users to leave no trace----- 53%

(DON'T READ) Both -----5%

(DON'T READ) Neither-----0%

(DON'T READ) DK/NA -----6%

Attachment 7_Results_Ward 3

9. Next, I am going to read you a series of statements about Midpen. For each one, please tell me if it makes you view Midpen much more favorably, somewhat more favorably, or if it makes no difference. **(RANDOMIZE)**

	<u>MUCH MORE FAV</u>	<u>SMWT MORE FAV</u>	<u>NO DIFF</u>	<u>(LESS FAV)</u>	<u>(DK/ NA)</u>	<u>TOTAL MORE FAV</u>
[]a. (T - SPECIAL CHARACTER) People choose to live in the Bay Area because of its scenic beauty and recreational opportunities. The stunning ridge and coastal views and riding, biking, and hiking trails we have in Santa Clara and San Mateo Counties are truly unique. The Midpeninsula Regional Open Space District works to preserve what we love most about living here.-----	38%	43%	14%	3%	2%	81%
(SPLIT SAMPLE A ONLY)						
[]b. (T - WATER QUALITY) Nothing is more important than clean drinking water. By protecting and restoring areas around sources of water, Midpen increases access to water and naturally prevents the pollution of our water. -----	57%	26%	10%	7%	0%	83%
[]c. (T - PUBLIC HEALTH) Open space preserves and natural areas provide spaces where families and children can safely walk, run, and bicycle – improving the physical health of residents, reducing obesity, and reducing healthcare costs. These areas are open 365 days a year, sunrise to sunset, to anyone, and for free. -----	50%	30%	17%	2%	0%	80%
[]d. (T - WILDLIFE) By restoring and protecting natural areas, Midpen is protecting wildlife habitats and California's unique biodiversity.-----	47%	33%	19%	0%	0%	81%
[]e. (AG/HISTORY AND FOOD) San Mateo and Santa Clara counties have rich agricultural and ranching history that is at risk of disappearing as our communities grow and change. That's why Midpen is protecting working agricultural ranchlands, which connect past and future along the scenic coastside and support access to local food. -----	33%	21%	30%	13%	3%	54%

Attachment 7_Results_Ward 3

	<u>MUCH MORE FAV</u>	<u>SMWT MORE FAV</u>	<u>NO DIF</u>	<u>(LESS FAV)</u>	<u>(DK/ NA)</u>	<u>TOTAL MORE FAV</u>
(SPLIT SAMPLE B ONLY)						
[]f. (T* - UNDERSERVED) Midpen programming connects people to nature through enriched experiences, especially historically underserved communities that are typically less likely to have access to natural areas and open spaces. That includes low-income communities and communities of color.-----	46%	34%	8%	7%	6%	80%
[]g. (T - CARING) Midpen cares for the land to create healthy habitats for plants, animals, and people.-----	38%	48%	11%	1%	1%	86%
[]h. (T - CLIMATE) Smart investments made before a disaster strikes can help protect a community's quality of life, save lives, and reduce the cost to taxpayers. Midpen is taking a proactive, practical approach to stewardship of public lands, helping ensure San Mateo and Santa Clara counties are resilient as the climate changes. -----	49%	42%	6%	3%	0%	91%
[]i. (T* - FIRES) Midpen is working with fire agencies and surrounding communities to strengthen prevention and preparation in case of wildland fires. This includes actively managing vegetation with a focus on ecological health, conducting prescribed fires to reduce wildland fire risk and intensity, and maintaining hundreds of miles of fire roads. -----	58%	32%	7%	3%	0%	91%
[]j. (AG/GRAZING) Midpen is using conservation grazing to support the ecosystem and economy. Livestock on open space lands along the San Mateo County coast help maintain the biodiversity of coastal grasslands while encouraging local agriculture.-----	30%	50%	15%	2%	3%	80%

Attachment 7_Results_Ward 3

(RESUME ASKING ALL RESPONDENTS)

10. Next, having heard this, let me ask you one last time - do you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of the Midpeninsula Regional Open Space District?

TOTAL FAVORABLE-----95%

Strongly favorable ----- 55%

Somewhat favorable ----- 40%

TOTAL UNFAVORABLE ----- 1%

Somewhat unfavorable -----1%

Strongly unfavorable -----0%

(DON'T READ) CAN'T RATE/DK/NA -----3%

11. Next, I'm going to read you a list of sources from which people get information about **(SPLIT SAMPLE A: local issues in your area) (SPLIT SAMPLE B: parks, open space, and the outdoors)**. For each, I'd like you to tell me how often you use it to get information about **(SPLIT SAMPLE A: local issues in your area) (SPLIT SAMPLE B: parks, open space and the outdoors)**: frequently, occasionally, rarely, or never. **(RANDOMIZE)**

	<u>FREQ</u>	<u>OCCAS</u>	<u>RARELY</u>	<u>NEVER</u>	<u>(DK/NA)</u>	<u>FREQ</u> <u>/OCC</u>	<u>RRLY</u> <u>/NVR</u>
[]a. Local television stations -----	9%	17%	26%	48%	0%	26%	74%
[]b. KQED Radio -----	12%	21%	13%	53%	1%	33%	66%
[]c. Radio stations other than KQED -----	5%	22%	16%	55%	2%	27%	71%
[]d. Information you receive in the mail-----	6%	24%	30%	40%	0%	30%	70%
[]e. Facebook-----	8%	21%	15%	55%	1%	29%	70%
[]f. Twitter-----	2%	5%	15%	79%	0%	7%	93%
[]g. Instagram -----	10%	15%	16%	56%	4%	25%	71%
[]h. Newspapers-----	8%	15%	16%	61%	0%	23%	77%
[]i. Midpen emails and its website, public meetings, or the Midpen newsletter and activity guide mailed to your home -----	7%	17%	12%	63%	2%	23%	74%
[]j. Nextdoor -----	4%	17%	15%	62%	2%	21%	77%

Attachment 7_Results_Ward 3

**WE'RE JUST ABOUT DONE. I'M ONLY GOING TO ASK YOU A FEW MORE
QUESTIONS FOR CLASSIFICATION PURPOSES.**

12. First, I'd like you to consider your visits to Midpen preserves. Please tell me how often you typically visit and use Midpen preserves in this way: about once a week, a few times a month, a few times a year, once a year, or never. **(RANDOMIZE)**

		<u>ONCE/ WEEK</u>	<u>FEW/ MO</u>	<u>FEW/ YEAR</u>	<u>ONCE/ YEAR</u>	<u>NEVER</u>	<u>(DK/ NA)</u>
[]a.	(T) Walking or hiking -----	14%	26%	30%	8%	21%	1%
[]b.	(T) Running or jogging -----	4%	6%	10%	11%	69%	0%
[]c.	(T) Dog walking -----	8%	6%	12%	1%	72%	1%
[]d.	(T) Horseback riding -----	0%	0%	1%	2%	96%	0%
[]e.	(T*) Biking -----	7%	9%	14%	10%	58%	2%
[]f.	(T) Birdwatching or wildlife viewing -----	6%	4%	15%	10%	64%	1%
[]g.	(T) Spending time in nature -----	17%	27%	21%	6%	28%	1%
[]h.	(T) Ranger- or docent-led programs -----	2%	1%	4%	11%	76%	7%
[]i.	(T) Backpack camping -----	1%	3%	7%	13%	74%	1%

13. **(T)** Do you have any children under the age of 19 living at home?

Yes ----- 29%
 No ----- 70%
(DON'T READ) DK/NA/REFUSED ----1%

14. **(T)** What was the last level of school you completed?

First to 11th grade -----0%
 High school graduate -----5%
 Vocational/technical school -----4%
 Some college, but no degree----- 19%
 Associate degree -----7%
 Four-year college or bachelor's degree - 30%
 Graduate school or advanced degree ---- 34%
(DON'T READ) DK/NA -----1%

15. How long have you lived in San Mateo or Santa Clara Counties?

Born and raised ----- 17%
 Five years or less ----- 14%
 Six to 10 years -----7%
 11 to 20 years ----- 12%
 21 to 40 years ----- 33%
 More than 40 years ----- 18%
(DON'T READ) DK/NA-----0%

16. I don't need to know the exact amount, but please stop me when I read the category that includes the total income for your household before taxes in 2022. Was it: **(READ CHOICES BELOW)**

Attachment 7_Results_Ward 3

\$60,000 and under	6%
\$60,001 - \$90,000	14%
\$90,001 - \$120,000	11%
\$120,001 - \$180,000	20%
\$180,001 - \$250,000	12%
More than \$250,000	22%
(DON'T READ) Refused	14%

17. What is your gender?

Male	57%
Female	41%
Nonbinary	0%
Rather not say	2%

THANK AND TERMINATE

MODE

Phone	46%
Online	54%

DISTRICT WARD

1 - Gleason	0%
2 - Kishimoto	0%
3 - Cyr	100%
4 - Riffle	0%
5 - Holman	0%
6 - MacNiven	0%
7 - Kersteen-Tucker	0%

COUNTY

San Mateo	0%
Santa Clara	100%

CITY/TOWN

Cupertino	7%
Half Moon Bay	0%
Los Altos	0%
Los Gatos	0%
Menlo Park	0%
Mountain View	0%
Palo Alto	0%
Redwood City	0%
San Carlos	0%
Saratoga	0%
Sunnyvale	93%
Other	0%
Unincorporated	0%

A/B SPLIT

A	50%
B	50%

CONTACT METHOD

Phone	46%
E-mail	24%
Text	30%

Attachment 8_Results_Ward 4

DECEMBER 27, 2022 – JANUARY 9, 2023



**MIDPENINSULA REGIONAL OPEN SPACE DISTRICT
TRACKING SURVEY
320-1048-WT
N=118 (100)
DISTRICT WARD 4
A/B SPLITS**

Hello, I'm _____ from _____, a public opinion research company. We are not trying to sell anything. We're conducting a survey about issues that concern residents in your area. May I speak with the person at home over 18 who most recently celebrated a birthday?

- A. Before we begin, I'd like to thank you for taking the time to speak with me, it is very much appreciated. I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering yourself or others?

Yes, cell and can talk safely ----- 69%
Yes, cell but cannot talk safely ----- **TERMINATE**
No, not on cell ----- 31%
(DON'T READ) DK/NA/REFUSED ----- TERMINATE

- B. My next questions are to ensure that we are interviewing a representative group of residents in your area. What is your age?

Under 18----- **TERMINATE**
18-24----- 15%
25-29----- 5%
30-34----- 16%
35-39----- 6%
40-44----- 11%
45-49----- 7%
50-54----- 10%
55-59----- 2%
60-64----- 8%
65-69----- 8%
70-74----- 7%
75+ ----- 5%
(DK/REFUSED) ----- 0%

- C. With which racial or ethnic group do you identify yourself: Hispanic or Latino; African American or Black; Caucasian or White; Asian or Pacific Islander; multiracial; or some other ethnic or racial background?

Latino/Hispanic ----- 8%
African American/Black ----- 0%
Caucasian/White ----- 41%
Asian/Pacific Islander ----- 40%
Multiracial----- 2%
Some other ethnic or racial background -- 3%
(DON'T READ) DK/NA ----- 5%

1. OK, let's begin. First, I'm going to read you a list of local organizations and public institutions. For each one, I'd like you to tell me if you have a strongly favorable, somewhat favorable, somewhat

Attachment 8_Results_Ward 4

unfavorable, or strongly unfavorable opinion. If you have never heard of one, please just say so.
(RANDOMIZE)

	<u>STR FAV</u>	<u>SMWT FAV</u>	<u>SMWT UNFAV</u>	<u>STR UNFAV</u>	<u>(CAN'T RATE /DK)</u>	<u>NEVER HEARD OF</u>	<u>TOTAL FAV</u>	<u>TOTAL UNFAV</u>
[]a. (T) Midpeninsula Regional Open Space District -----	37%-----	24%-----	3%-----	0%-----	11%-----	24%	61%	4%
(ASK IN SANTA CLARA COUNTY ONLY)								
[]b. (T) Santa Clara County Parks ---	45%-----	35%-----	1%-----	0%-----	11%-----	7%	80%	1%
(ASK IN SAN MATEO COUNTY ONLY)								
[]c. (T) San Mateo County Parks -----	0%-----	0%-----	0%-----	0%-----	0%-----	0%	0%	0%
(SPLIT SAMPLE A ONLY)								
[]d. (T) Santa Clara Valley Open Space Authority-----	32%-----	21%-----	3%-----	1%-----	8%-----	35%	53%	4%
[]e. (T) Peninsula Open Space Trust -----	15%-----	26%-----	2%-----	1%-----	11%-----	46%	40%	3%
(SPLIT SAMPLE B ONLY)								
[]f. (T) California State Parks -----	64%-----	18%-----	5%-----	0%-----	8%-----	6%	82%	5%
[]g. (T) Golden Gate National Recreation Area-----	45%-----	20%-----	3%-----	1%-----	17%-----	14%	65%	4%

(RESUME ASKING ALL RESPONDENTS)

2. I'm going to read you some issues that some people say may be problems in your area. After I read each one, please tell me whether you think each is a problem or not. **(IF YES, PROBLEM, ASK: "Do you think it is an extremely, very, or somewhat serious problem?") (RANDOMIZE)**

	<u>EXT SER PROB</u>	<u>VERY SER PROB</u>	<u>SMWT SER PROB</u>	<u>NOT A PROB</u>	<u>(DK/ NA)</u>	<u>EXT/ VERY</u>
(SPLIT SAMPLE A ONLY)						
[]a. The coronavirus pandemic -----	15%-----	26%-----	46%-----	13%-----	0%	41%
[]b. (T) Loss of wildlife habitat-----	28%-----	22%-----	25%-----	20%-----	4%	50%
[]c. The cost of living -----	59%-----	18%-----	21%-----	1%-----	1%	77%
[]d. (T) Traffic congestion -----	12%-----	39%-----	41%-----	7%-----	1%	51%
[]e. Water and air pollution -----	28%-----	24%-----	27%-----	21%-----	0%	52%
(SPLIT SAMPLE B ONLY)						
[]f. Wildfires -----	35%-----	47%-----	15%-----	3%-----	0%	82%
[]g. (T) The quality of local natural lands and open space-----	3%-----	18%-----	21%-----	56%-----	3%	21%
[]h. (T) A lack of affordable housing-----	55%-----	27%-----	14%-----	2%-----	3%	82%
[]i. (T) Climate change-----	62%-----	17%-----	14%-----	4%-----	3%	78%
[]j. (T) The amount you pay in local taxes -----	23%-----	13%-----	20%-----	39%-----	5%	36%

Attachment 8_Results_Ward 4

(RESUME ASKING ALL RESPONDENTS)

NOW I'D LIKE TO ASK YOU A FEW MORE QUESTIONS ABOUT THE MIDPENINSULA REGIONAL OPEN SPACE DISTRICT.

(ASK Q3 ONLY IF CODES 1-4 IN Q1A)

3. (T) You mentioned a few moments ago that you have a **FAVORABLE / UNFAVORABLE** opinion of the Midpeninsula Regional Open Space District. In a few words of your own, could you tell me what you recall seeing, hearing or reading about Midpen in the last year or so? **(OPEN-ENDED; RECORD VERBATIM RESPONSE BELOW. PROBE FOR VERY SPECIFIC RESPONSES)**

a. Favorable, n=72

Protecting open space/preserving land/conservation -----	7%
Used them before/used parks/trails -----	3%
Great parks/love open space/enjoy hiking/beautiful land-----	32%
Good trail maintenance/clean parks/good management/service -----	19%
Land acquisition/increasing hiking trails/added open space -----	13%
Projects/financial services/community outreach -----	7%
They don't allow e-bikes/e-bikes controversy -----	0%
Seen ads/read the newsletter/emails -----	14%
General support -----	1%
Has complaints/mixed feelings -----	8%
Other-----	3%
Nothing/none -----	4%
Don't know/unsure -----	4%
Refused/N/A-----	2%

b. Unfavorable, n=5

No public input in decisions/poor communication -----	0%
Land has restricted access/areas not accessible to community-----	0%
Doesn't allow e-bikes on trails-----	0%
Has safety concerns -----	15%
Poor management of land/corrupt/wasteful-----	23%
Takes land/makes land more expensive -----	13%
No dogs allowed on the trail -----	23%
Other-----	26%
Nothing/none -----	0%
Don't know/unsure -----	0%
Refused/N/A-----	0%

Attachment 8_Results_Ward 4

(ASK Q4 ONLY IF CODES 1-4 IN Q1A, n=77)

4. (T) And where did you see, hear or read that information about Midpen? (OPEN-ENDED; RECORD VERBATIM RESPONSE BELOW. PROBE FOR VERY SPECIFIC RESPONSES)

Online/web/internet -----	6%
Parks/trails/out hiking/in person/signs on trails/visited/live there -----	23%
Newsletter/mailers/magazines/flyers -----	7%
Newspaper/articles -----	12%
Local news/news/TV -----	4%
Los Altos Town Crier -----	2%
Mercury News -----	11%
Word of mouth/friends/neighbors/work/community events/meetings -----	11%
Social media/Facebook/Twitter/Instagram -----	15%
Emails -----	4%
Midpen website -----	0%
SF Chronicle -----	1%
Other -----	2%
Nothing/none -----	3%
Don't know/unsure -----	3%
Refused/N/A -----	6%

Attachment 8_Results_Ward 4

(RESUME ASKING ALL RESPONDENTS)

AS YOU MAY KNOW, THE MIDPENINSULA REGIONAL OPEN SPACE DISTRICT, OFTEN KNOWN AS “MIDPEN,” IS AN INDEPENDENT SPECIAL DISTRICT PRIMARILY IN SANTA CLARA AND SAN MATEO COUNTIES THAT HAS PRESERVED A REGIONAL GREENBELT OF MORE THAN 70 THOUSAND ACRES OF PUBLIC LAND WITH 250 MILES OF TRAILS AND MANAGES 26 OPEN SPACE PRESERVES. ITS MISSION IS TO ACQUIRE AND PERMANENTLY PRESERVE OPEN SPACE LAND, PROTECT AND RESTORE THE NATURAL ENVIRONMENT, AND PROVIDE OPPORTUNITIES FOR ECOLOGICALLY SENSITIVE PUBLIC ENJOYMENT AND EDUCATION. ON THE SAN MATEO COUNTY COASTSIDE, ITS MISSION INCLUDES PRESERVING RURAL CHARACTER AND ENCOURAGING VIABLE AGRICULTURAL USE OF LAND.

5. (T) Having heard this, let me ask you again: would you say you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of the Midpeninsula Regional Open Space District?

TOTAL FAVORABLE-----93%
 Strongly favorable ----- 75%
 Somewhat favorable ----- 19%

TOTAL UNFAVORABLE ----- 4%
 Somewhat unfavorable -----3%
 Strongly unfavorable -----1%

(DON'T READ) DK/NA-----2%

6. Next, I am going to read you a list of goals Midpen has set for itself. For each goal, please tell me if you think it is extremely important, very important, somewhat important, or not too important.
(RANDOMIZE)

	<u>EXT</u> <u>IMP</u>	<u>VERY</u> <u>IMP</u>	<u>SMWT</u> <u>IMP</u>	<u>NOT TOO</u> <u>IMP</u>	<u>(DK/</u> <u>NA)</u>	<u>EXT/</u> <u>VERY</u>
(SPLIT SAMPLE A ONLY)						
[]a. (T) Preserving a regional greenbelt of open space land forever -----	63%-----	27%----	5%-----	5%-----	0%-----	90%
[]b. (T) Protecting natural areas -----	61%-----	27%----	10%-----	2%-----	0%-----	87%
[]c. (T) Providing opportunities for ecologically sensitive public enjoyment and education -----	34%-----	26%----	24%-----	17%-----	0%-----	60%
[]d. (T) Restoring native plant and wildlife habitat-----	38%-----	39%----	18%-----	5%-----	0%-----	77%
[]e. (T) Providing multiuse trails for hiking, biking, and equestrian use -----	30%-----	52%----	13%-----	4%-----	1%-----	82%
[]f. (T) Stewarding public lands to be resilient in the face of climate change-----	54%-----	17%----	16%-----	5%-----	7%-----	72%
[]g. (T) Supporting local agriculture along the San Mateo County coast -----	32%-----	33%----	23%-----	13%-----	0%-----	65%
[]h. (T) Preserving the character of rural areas, such as the Santa Cruz Mountains or the San Mateo County Coast -----	41%-----	23%----	20%-----	14%-----	3%-----	64%

Attachment 8 Results Ward 4

		EXT IMP	VERY IMP	SMWT IMP	NOT TOO IMP	(DK/ NA)	EXT/ VERY
(SPLIT SAMPLE A CONTINUED)							
[]i.	(T) Partnering with local organizations to promote a regional environmental vision -----	31%	38%	19%	9%	2%	70%
[]j.	(T) Connecting regional trails -----	22%	32%	26%	19%	1%	54%
[]k.	(T) Reducing dead and downed vegetation for wildland fire prevention -----	46%	38%	13%	2%	2%	83%
[]l.	(T) Preserving undeveloped coastal open space and agricultural lands -----	25%	32%	36%	6%	0%	57%
[]m.	Preserving historical buildings like houses, barns and cabins on open space lands -----	11%	20%	46%	23%	0%	31%
[]n.	(T*) Promoting safe wildlife corridors across highways and trail crossings -----	36%	39%	18%	6%	0%	75%
[]o.	Reducing erosion to ensure healthy creeks and watersheds -----	46%	39%	5%	8%	1%	86%
(SPLIT SAMPLE B ONLY)							
[]p.	(T) Protecting the ridgetops, hillsides and creeks that create our region's striking natural beauty -----	43%	31%	22%	3%	0%	74%
[]q.	(T) Protecting and restoring the natural environment -----	47%	25%	25%	2%	1%	72%
[]r.	(T) Protecting San Mateo and Santa Clara counties' agricultural, natural resource, and open space lands for future generations -----	53%	36%	11%	0%	0%	89%
[]s.	(T) Creating opportunities for outdoor recreation -----	25%	49%	27%	0%	0%	73%
[]t.	(T) Preserving diverse habitat for wildlife -----	41%	42%	18%	0%	0%	82%
[]u.	(T) Providing regional hiking trails -----	46%	25%	28%	1%	0%	71%
[]v.	(T) Restoring public lands to be resilient in the face of climate change -----	53%	19%	24%	3%	1%	72%
[]w.	(T) Connecting kids to nature -----	31%	47%	22%	0%	0%	78%
[]x.	(T) Protecting the waterways and natural lands that maintain water quality and supply -----	56%	37%	7%	0%	0%	93%
[]y.	(T) Managing redwood forests -----	47%	34%	18%	0%	1%	81%
[]z.	(T) Protecting San Mateo and Santa Clara counties' agricultural, natural resource, and open space lands -----	39%	37%	24%	0%	0%	76%
[]aa.	(T) Protecting coastal grasslands -----	44%	33%	24%	0%	0%	76%
[]bb.	(T) Improving access for individuals with disabilities at local preserves -----	34%	33%	22%	9%	3%	66%
[]cc.	(T*) Partnering with indigenous tribes to relearn and reapply indigenous plant restoration techniques -----	35%	27%	23%	15%	0%	62%
[]dd.	(T) Removing invasive species to restore native plant and wildlife habitat -----	28%	41%	28%	2%	1%	69%
[]ee.	Lowering barriers to access for traditionally underserved communities -----	25%	38%	26%	8%	4%	63%

(RESUME ASKING ALL RESPONDENTS)

Attachment 8_Results_Ward 4

7. (T*) And which of these five components of the Midpen mission do you think is most important to you?
(RE-READ AND RANDOMIZE LIST IF NECESSARY)

☐ Acquiring and preserving a regional greenbelt ----- 34%

☐ Restoring the natural environment ----- 19%

☐ Providing opportunities for ecologically sensitive
public recreation ----- 21%

☐ Educating the public about conservation and nature----- 12%

☐ Preserving rural character and encouraging viable
agricultural land use-----8%

(DON'T READ) All -----5%

(DON'T READ) None -----1%

(DON'T READ) Other (SPECIFY) -----0%

(DON'T READ) DK/NA/Refused -----0%

8. (T) Stepping back for a moment, I'd like to read you two statements about Midpen preserves. I'd like you to tell me which comes closer to your opinion. (ROTATE)

☐ I prefer preserves that provide multiple visitor amenities, such as
water bottle refilling stations, restrooms, and picnic areas ----- 29%

OR

☐ I prefer preserves that put a high priority on wildlife habitat restoration and
protection, with only low-impact trails that encourage users to leave no trace----- 61%

(DON'T READ) Both -----6%

(DON'T READ) Neither-----0%

(DON'T READ) DK/NA -----4%

Attachment 8_Results_Ward 4

9. Next, I am going to read you a series of statements about Midpen. For each one, please tell me if it makes you view Midpen much more favorably, somewhat more favorably, or if it makes no difference. **(RANDOMIZE)**

	<u>MUCH MORE FAV</u>	<u>SMWT MORE FAV</u>	<u>NO DIFF</u>	<u>(LESS FAV)</u>	<u>(DK/ NA)</u>	<u>TOTAL MORE FAV</u>
[]a. (T - SPECIAL CHARACTER) People choose to live in the Bay Area because of its scenic beauty and recreational opportunities. The stunning ridge and coastal views and riding, biking, and hiking trails we have in Santa Clara and San Mateo Counties are truly unique. The Midpeninsula Regional Open Space District works to preserve what we love most about living here.-----	47%	21%	28%	2%	1%	69%
(SPLIT SAMPLE A ONLY)						
[]b. (T - WATER QUALITY) Nothing is more important than clean drinking water. By protecting and restoring areas around sources of water, Midpen increases access to water and naturally prevents the pollution of our water. -----	46%	23%	27%	5%	0%	68%
[]c. (T - PUBLIC HEALTH) Open space preserves and natural areas provide spaces where families and children can safely walk, run, and bicycle – improving the physical health of residents, reducing obesity, and reducing healthcare costs. These areas are open 365 days a year, sunrise to sunset, to anyone, and for free. -----	50%	23%	24%	3%	0%	73%
[]d. (T - WILDLIFE) By restoring and protecting natural areas, Midpen is protecting wildlife habitats and California's unique biodiversity.-----	47%	25%	24%	4%	0%	72%
[]e. (AG/HISTORY AND FOOD) San Mateo and Santa Clara counties have rich agricultural and ranching history that is at risk of disappearing as our communities grow and change. That's why Midpen is protecting working agricultural ranchlands, which connect past and future along the scenic coastside and support access to local food. -----	36%	24%	30%	10%	0%	60%

Attachment 8_Results_Ward 4

		<u>MUCH MORE FAV</u>	<u>SMWT MORE FAV</u>	<u>NO DIFF</u>	<u>(LESS FAV)</u>	<u>(DK/ NA)</u>	<u>TOTAL MORE FAV</u>
(SPLIT SAMPLE B ONLY)							
[]f.	(T* - UNDERSERVED) Midpen programming connects people to nature through enriched experiences, especially historically underserved communities that are typically less likely to have access to natural areas and open spaces. That includes low-income communities and communities of color.-----	44%	28%	19%	3%	6%	72%
[]g.	(T - CARING) Midpen cares for the land to create healthy habitats for plants, animals, and people.-----	51%	23%	27%	0%	0%	73%
[]h.	(T - CLIMATE) Smart investments made before a disaster strikes can help protect a community's quality of life, save lives, and reduce the cost to taxpayers. Midpen is taking a proactive, practical approach to stewardship of public lands, helping ensure San Mateo and Santa Clara counties are resilient as the climate changes. -----	37%	43%	14%	1%	4%	80%
[]i.	(T* - FIRES) Midpen is working with fire agencies and surrounding communities to strengthen prevention and preparation in case of wildland fires. This includes actively managing vegetation with a focus on ecological health, conducting prescribed fires to reduce wildland fire risk and intensity, and maintaining hundreds of miles of fire roads. -----	59%	23%	12%	0%	6%	82%
[]j.	(AG/GRAZING) Midpen is using conservation grazing to support the ecosystem and economy. Livestock on open space lands along the San Mateo County coast help maintain the biodiversity of coastal grasslands while encouraging local agriculture.-----	25%	43%	21%	4%	7%	68%

Attachment 8_Results_Ward 4

(RESUME ASKING ALL RESPONDENTS)

10. Next, having heard this, let me ask you one last time - do you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of the Midpeninsula Regional Open Space District?

TOTAL FAVORABLE-----94%

Strongly favorable ----- 69%

Somewhat favorable ----- 25%

TOTAL UNFAVORABLE ----- 4%

Somewhat unfavorable -----1%

Strongly unfavorable -----2%

(DON'T READ) CAN'T RATE/DK/NA -----2%

11. Next, I'm going to read you a list of sources from which people get information about **(SPLIT SAMPLE A: local issues in your area) (SPLIT SAMPLE B: parks, open space, and the outdoors)**. For each, I'd like you to tell me how often you use it to get information about **(SPLIT SAMPLE A: local issues in your area) (SPLIT SAMPLE B: parks, open space and the outdoors)**: frequently, occasionally, rarely, or never. **(RANDOMIZE)**

	<u>FREQ</u>	<u>OCCAS</u>	<u>RARELY</u>	<u>NEVER</u>	<u>(DK/NA)</u>	<u>FREQ</u> <u>/OCC</u>	<u>RRLY</u> <u>/NVR</u>
[]a. Local television stations -----	15%	23%	20%	41%	1%	38%	62%
[]b. KQED Radio -----	9%	27%	19%	43%	2%	37%	62%
[]c. Radio stations other than KQED -----	3%	17%	17%	60%	2%	20%	78%
[]d. Information you receive in the mail-----	7%	21%	26%	45%	1%	28%	71%
[]e. Facebook-----	9%	16%	18%	57%	1%	25%	75%
[]f. Twitter-----	10%	12%	20%	57%	1%	22%	77%
[]g. Instagram -----	8%	16%	14%	59%	3%	24%	73%
[]h. Newspapers-----	19%	35%	10%	36%	0%	54%	46%
[]i. Midpen emails and its website, public meetings, or the Midpen newsletter and activity guide mailed to your home -----	11%	23%	16%	48%	2%	34%	64%
[]j. Nextdoor -----	11%	21%	20%	47%	0%	32%	68%

Attachment 8_Results_Ward 4

WE'RE JUST ABOUT DONE. I'M ONLY GOING TO ASK YOU A FEW MORE QUESTIONS FOR CLASSIFICATION PURPOSES.

12. First, I'd like you to consider your visits to Midpen preserves. Please tell me how often you typically visit and use Midpen preserves in this way: about once a week, a few times a month, a few times a year, once a year, or never. **(RANDOMIZE)**

		<u>ONCE/ WEEK</u>	<u>FEW/ MO</u>	<u>FEW/ YEAR</u>	<u>ONCE/ YEAR</u>	<u>NEVER</u>	<u>(DK/ NA)</u>
[]a.	(T) Walking or hiking -----	24%	18%	37%	10%	8%	2%
[]b.	(T) Running or jogging -----	18%	8%	8%	4%	60%	1%
[]c.	(T) Dog walking -----	2%	5%	18%	6%	68%	1%
[]d.	(T) Horseback riding -----	1%	0%	2%	7%	88%	1%
[]e.	(T*) Biking -----	0%	14%	15%	5%	65%	1%
[]f.	(T) Birdwatching or wildlife viewing -----	0%	18%	24%	7%	49%	3%
[]g.	(T) Spending time in nature -----	23%	33%	26%	9%	8%	3%
[]h.	(T) Ranger- or docent-led programs -----	1%	0%	7%	10%	79%	4%
[]i.	(T) Backpack camping -----	0%	0%	13%	11%	76%	1%

13. **(T)** Do you have any children under the age of 19 living at home?

Yes ----- 23%
 No ----- 77%
(DON'T READ) DK/NA/REFUSED ----0%

14. **(T)** What was the last level of school you completed?

First to 11th grade -----0%
 High school graduate -----9%
 Vocational/technical school -----1%
 Some college, but no degree----- 15%
 Associate degree -----4%
 Four-year college or bachelor's degree - 27%
 Graduate school or advanced degree ---- 44%
(DON'T READ) DK/NA -----0%

15. How long have you lived in San Mateo or Santa Clara Counties?

Born and raised ----- 13%
 Five years or less ----- 10%
 Six to 10 years -----9%
 11 to 20 years ----- 15%
 21 to 40 years ----- 34%
 More than 40 years ----- 17%
(DON'T READ) DK/NA-----0%

16. I don't need to know the exact amount, but please stop me when I read the category that includes the total income for your household before taxes in 2022. Was it: **(READ CHOICES BELOW)**

Attachment 8_Results_Ward 4

\$60,000 and under -----9%
\$60,001 - \$90,000-----6%
\$90,001 - \$120,000 ----- 12%
\$120,001 - \$180,000-----20%
\$180,001 - \$250,000-----14%
More than \$250,000 ----- 19%
(DON'T READ) Refused ----- 19%

17. What is your gender?

Male-----46%
Female ----- 52%
Nonbinary -----0%
Rather not say -----2%

THANK AND TERMINATE

MODE

Phone ----- 50%
Online ----- 50%

DISTRICT WARD

1 - Gleason-----0%
2 - Kishimoto-----0%
3 - Cyr -----0%
4 - Riffle -----100%
5 - Holman-----0%
6 - MacNiven-----0%
7 – Kersteen-Tucker-----0%

COUNTY

San Mateo-----0%
Santa Clara-----100%

CITY/TOWN

Cupertino-----2%
Half Moon Bay -----0%
Los Altos ----- 33%
Los Gatos -----0%
Menlo Park-----0%
Mountain View----- 45%
Palo Alto -----0%
Redwood City -----0%
San Carlos-----0%
Saratoga -----0%
Sunnyvale ----- 19%
Other -----0%
Unincorporated-----0%

A/B SPLIT

A----- 50%
B----- 50%

CONTACT METHOD

Phone ----- 50%
E-mail----- 33%
Text ----- 17%

Attachment 9_Results_Ward 5

DECEMBER 27, 2022 – JANUARY 9, 2023



**MIDPENINSULA REGIONAL OPEN SPACE DISTRICT
TRACKING SURVEY
320-1048-WT
N=118 (100)
DISTRICT WARD 5
A/B SPLITS**

Hello, I'm _____ from _____, a public opinion research company. We are not trying to sell anything. We're conducting a survey about issues that concern residents in your area. May I speak with the person at home over 18 who most recently celebrated a birthday?

- A. Before we begin, I'd like to thank you for taking the time to speak with me, it is very much appreciated. I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering yourself or others?

Yes, cell and can talk safely ----- 75%
Yes, cell but cannot talk safely ----- **TERMINATE**
No, not on cell ----- 25%
(DON'T READ) DK/NA/REFUSED ----- TERMINATE

- B. My next questions are to ensure that we are interviewing a representative group of residents in your area. What is your age?

Under 18 ----- **TERMINATE**
18-24 ----- 20%
25-29 ----- 9%
30-34 ----- 11%
35-39 ----- 6%
40-44 ----- 7%
45-49 ----- 8%
50-54 ----- 8%
55-59 ----- 8%
60-64 ----- 3%
65-69 ----- 4%
70-74 ----- 11%
75+ ----- 5%
(DK/REFUSED) ----- 0%

- C. With which racial or ethnic group do you identify yourself: Hispanic or Latino; African American or Black; Caucasian or White; Asian or Pacific Islander; multiracial; or some other ethnic or racial background?

Latino/Hispanic ----- 31%
African American/Black ----- 3%
Caucasian/White ----- 30%
Asian/Pacific Islander ----- 26%
Multiracial ----- 2%
Some other ethnic or racial background -- 3%
(DON'T READ) DK/NA ----- 4%

Attachment 9_Results_Ward 5

1. OK, let's begin. First, I'm going to read you a list of local organizations and public institutions. For each one, I'd like you to tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion. If you have never heard of one, please just say so. **(RANDOMIZE)**

	<u>STR FAV</u>	<u>SMWT FAV</u>	<u>SMWT UNFAV</u>	<u>STR UNFAV</u>	<u>(CAN'T RATE /DK)</u>	<u>NEVER HEARD OF</u>	<u>TOTAL FAV</u>	<u>TOTAL UNFAV</u>
[]a. (T) Midpeninsula Regional Open Space District -----	35%	7%	1%	2%	12%	43%	42%	3%
(ASK IN SANTA CLARA COUNTY ONLY)								
[]b. (T) Santa Clara County Parks ---	42%	30%	2%	1%	15%	10%	72%	3%
(ASK IN SAN MATEO COUNTY ONLY)								
[]c. (T) San Mateo County Parks ----	42%	40%	5%	0%	9%	4%	82%	5%
(SPLIT SAMPLE A ONLY)								
[]d. (T) Santa Clara Valley Open Space Authority-----	25%	11%	0%	0%	11%	53%	35%	0%
[]e. (T) Peninsula Open Space Trust-----	32%	13%	0%	0%	2%	53%	45%	0%
(SPLIT SAMPLE B ONLY)								
[]f. (T) California State Parks -----	59%	23%	1%	0%	14%	3%	82%	1%
[]g. (T) Golden Gate National Recreation Area-----	40%	22%	0%	0%	16%	21%	62%	0%

(RESUME ASKING ALL RESPONDENTS)

2. I'm going to read you some issues that some people say may be problems in your area. After I read each one, please tell me whether you think each is a problem or not. **(IF YES, PROBLEM, ASK: "Do you think it is an extremely, very, or somewhat serious problem?") (RANDOMIZE)**

	<u>EXT SER PROB</u>	<u>VERY SER PROB</u>	<u>SMWT SER PROB</u>	<u>NOT A PROB</u>	<u>(DK/ NA)</u>	<u>EXT/ VERY</u>
(SPLIT SAMPLE A ONLY)						
[]a. The coronavirus pandemic -----	22%	27%	35%	13%	3%	49%
[]b. (T) Loss of wildlife habitat-----	25%	37%	24%	9%	4%	63%
[]c. The cost of living -----	62%	23%	13%	2%	0%	86%
[]d. (T) Traffic congestion -----	33%	21%	29%	15%	3%	54%
[]e. Water and air pollution -----	27%	24%	39%	7%	3%	51%
(SPLIT SAMPLE B ONLY)						
[]f. Wildfires -----	40%	24%	20%	16%	0%	64%
[]g. (T) The quality of local natural lands and open space-----	4%	5%	45%	41%	5%	9%
[]h. (T) A lack of affordable housing-----	55%	19%	12%	9%	4%	75%
[]i. (T) Climate change-----	56%	23%	8%	12%	0%	79%
[]j. (T) The amount you pay in local taxes -----	30%	13%	25%	29%	4%	43%

Attachment 9_Results_Ward 5

(RESUME ASKING ALL RESPONDENTS)

NOW I'D LIKE TO ASK YOU A FEW MORE QUESTIONS ABOUT THE MIDPENINSULA REGIONAL OPEN SPACE DISTRICT.

(ASK Q3 ONLY IF CODES 1-4 IN Q1A)

3. (T) You mentioned a few moments ago that you have a **FAVORABLE / UNFAVORABLE** opinion of the Midpeninsula Regional Open Space District. In a few words of your own, could you tell me what you recall seeing, hearing or reading about Midpen in the last year or so? **(OPEN-ENDED; RECORD VERBATIM RESPONSE BELOW. PROBE FOR VERY SPECIFIC RESPONSES)**

a. Favorable, n=49

Protecting open space/preserving land/conservation -----	11%
Used them before/used parks/trails -----	4%
Great parks/love open space/enjoy hiking/beautiful land-----	16%
Good trail maintenance/clean parks/good management/service -----	13%
Land acquisition/increasing hiking trails/added open space -----	11%
Projects/financial services/community outreach -----	4%
They don't allow e-bikes/e-bikes controversy -----	2%
Seen ads/read the newsletter/emails -----	9%
General support -----	12%
Has complaints/mixed feelings -----	2%
Other-----	4%
Nothing/none -----	10%
Don't know/unsure -----	11%
Refused/N/A-----	2%

b. Unfavorable, n=4

No public input in decisions/poor communication -----	60%
Land has restricted access/areas not accessible to community-----	0%
Doesn't allow e-bikes on trails-----	0%
Has safety concerns -----	0%
Poor management of land/corrupt/wasteful-----	0%
Takes land/makes land more expensive -----	40%
No dogs allowed on the trail -----	0%
Other-----	0%
Nothing/none -----	0%
Don't know/unsure -----	0%
Refused/N/A-----	0%

Attachment 9_Results_Ward 5

(ASK Q4 ONLY IF CODES 1-4 IN Q1A, n=53)

4. (T) And where did you see, hear or read that information about Midpen? (OPEN-ENDED; RECORD VERBATIM RESPONSE BELOW. PROBE FOR VERY SPECIFIC RESPONSES)

Online/web/internet -----	8%
Parks/trails/out hiking/in person/signs on trails/visited/live there -----	24%
Newsletter/mailers/magazines/flyers -----	2%
Newspaper/articles -----	11%
Local news/news/TV -----	3%
Los Altos Town Crier -----	2%
Mercury News -----	2%
Word of mouth/friends/neighbors/work/community events/meetings -----	12%
Social media/Facebook/Twitter/Instagram -----	1%
Emails -----	5%
Midpen website -----	0%
SF Chronicle -----	2%
Other -----	3%
Nothing/none -----	9%
Don't know/unsure -----	17%
Refused/N/A -----	7%

Attachment 9_Results_Ward 5

(RESUME ASKING ALL RESPONDENTS)

AS YOU MAY KNOW, THE MIDPENINSULA REGIONAL OPEN SPACE DISTRICT, OFTEN KNOWN AS "MIDPEN," IS AN INDEPENDENT SPECIAL DISTRICT PRIMARILY IN SANTA CLARA AND SAN MATEO COUNTIES THAT HAS PRESERVED A REGIONAL GREENBELT OF MORE THAN 70 THOUSAND ACRES OF PUBLIC LAND WITH 250 MILES OF TRAILS AND MANAGES 26 OPEN SPACE PRESERVES. ITS MISSION IS TO ACQUIRE AND PERMANENTLY PRESERVE OPEN SPACE LAND, PROTECT AND RESTORE THE NATURAL ENVIRONMENT, AND PROVIDE OPPORTUNITIES FOR ECOLOGICALLY SENSITIVE PUBLIC ENJOYMENT AND EDUCATION. ON THE SAN MATEO COUNTY COASTSIDE, ITS MISSION INCLUDES PRESERVING RURAL CHARACTER AND ENCOURAGING VIABLE AGRICULTURAL USE OF LAND.

5. (T) Having heard this, let me ask you again: would you say you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of the Midpeninsula Regional Open Space District?

TOTAL FAVORABLE-----88%
 Strongly favorable ----- 56%
 Somewhat favorable ----- 32%

TOTAL UNFAVORABLE ----- 4%
 Somewhat unfavorable -----1%
 Strongly unfavorable -----3%

(DON'T READ) DK/NA-----8%

6. Next, I am going to read you a list of goals Midpen has set for itself. For each goal, please tell me if you think it is extremely important, very important, somewhat important, or not too important.
(RANDOMIZE)

	<u>EXT</u> <u>IMP</u>	<u>VERY</u> <u>IMP</u>	<u>SMWT</u> <u>IMP</u>	<u>NOT TOO</u> <u>IMP</u>	<u>(DK/</u> <u>NA)</u>	<u>EXT/</u> <u>VERY</u>
(SPLIT SAMPLE A ONLY)						
[]a. (T) Preserving a regional greenbelt of open space land forever -----	52%	23%	20%	5%	0%	75%
[]b. (T) Protecting natural areas -----	63%	16%	20%	1%	0%	79%
[]c. (T) Providing opportunities for ecologically sensitive public enjoyment and education -----	30%	24%	35%	9%	2%	54%
[]d. (T) Restoring native plant and wildlife habitat-----	51%	22%	22%	2%	3%	73%
[]e. (T) Providing multiuse trails for hiking, biking, and equestrian use -----	21%	33%	36%	8%	1%	55%
[]f. (T) Stewarding public lands to be resilient in the face of climate change-----	57%	23%	17%	2%	1%	80%
[]g. (T) Supporting local agriculture along the San Mateo County coast -----	32%	33%	27%	7%	2%	65%
[]h. (T) Preserving the character of rural areas, such as the Santa Cruz Mountains or the San Mateo County Coast -----	36%	25%	29%	9%	0%	62%

Attachment 9_Results_Ward 5

		EXT IMP	VERY IMP	SMWT IMP	NOT TOO IMP	(DK/ NA)	EXT/ VERY
(SPLIT SAMPLE A CONTINUED)							
[]i.	(T) Partnering with local organizations to promote a regional environmental vision -----	36%	14%	48%	2%	0%	50%
[]j.	(T) Connecting regional trails -----	21%	31%	30%	16%	2%	52%
[]k.	(T) Reducing dead and downed vegetation for wildland fire prevention -----	45%	31%	17%	7%	1%	76%
[]l.	(T) Preserving undeveloped coastal open space and agricultural lands-----	39%	34%	21%	6%	0%	73%
[]m.	Preserving historical buildings like houses, barns and cabins on open space lands -----	17%	20%	42%	21%	0%	37%
[]n.	(T*) Promoting safe wildlife corridors across highways and trail crossings -----	49%	22%	24%	5%	0%	71%
[]o.	Reducing erosion to ensure healthy creeks and watersheds -----	57%	22%	19%	1%	0%	80%
(SPLIT SAMPLE B ONLY)							
[]p.	(T) Protecting the ridgetops, hillsides and creeks that create our region's striking natural beauty -----	32%	42%	21%	2%	4%	74%
[]q.	(T) Protecting and restoring the natural environment -----	55%	43%	2%	0%	0%	98%
[]r.	(T) Protecting San Mateo and Santa Clara counties' agricultural, natural resource, and open space lands for future generations -----	50%	29%	15%	5%	0%	80%
[]s.	(T) Creating opportunities for outdoor recreation -----	34%	38%	27%	2%	0%	71%
[]t.	(T) Preserving diverse habitat for wildlife-----	46%	42%	7%	0%	6%	88%
[]u.	(T) Providing regional hiking trails-----	32%	48%	12%	5%	4%	79%
[]v.	(T) Restoring public lands to be resilient in the face of climate change -----	49%	34%	16%	0%	1%	83%
[]w.	(T) Connecting kids to nature -----	39%	44%	17%	0%	0%	83%
[]x.	(T) Protecting the waterways and natural lands that maintain water quality and supply -----	56%	42%	1%	1%	0%	98%
[]y.	(T) Managing redwood forests -----	51%	28%	16%	0%	4%	79%
[]z.	(T) Protecting San Mateo and Santa Clara counties' agricultural, natural resource, and open space lands -----	42%	41%	11%	0%	6%	83%
[]aa.	(T) Protecting coastal grasslands-----	38%	41%	15%	0%	6%	79%
[]bb.	(T) Improving access for individuals with disabilities at local preserves-----	26%	38%	28%	8%	0%	64%
[]cc.	(T*) Partnering with indigenous tribes to relearn and reapply indigenous plant restoration techniques -----	36%	26%	19%	10%	9%	62%
[]dd.	(T) Removing invasive species to restore native plant and wildlife habitat -----	24%	33%	36%	2%	6%	57%
[]ee.	Lowering barriers to access for traditionally underserved communities -----	40%	20%	22%	13%	5%	60%

(RESUME ASKING ALL RESPONDENTS)

Attachment 9_Results_Ward 5

7. **(T*)** And which of these five components of the Midpen mission do you think is most important to you?
(RE-READ AND RANDOMIZE LIST IF NECESSARY)

☐ Acquiring and preserving a regional greenbelt ----- 26%

☐ Restoring the natural environment ----- 35%

☐ Providing opportunities for ecologically sensitive
public recreation ----- 9%

☐ Educating the public about conservation and nature ----- 14%

☐ Preserving rural character and encouraging viable
agricultural land use ----- 11%

(DON'T READ) All ----- 0%

(DON'T READ) None ----- 0%

(DON'T READ) Other **(SPECIFY)** ----- 2%

(DON'T READ) DK/NA/Refused ----- 3%

8. **(T)** Stepping back for a moment, I'd like to read you two statements about Midpen preserves. I'd like you to tell me which comes closer to your opinion. **(ROTATE)**

☐ I prefer preserves that provide multiple visitor amenities, such as
water bottle refilling stations, restrooms, and picnic areas ----- 21%

OR

☐ I prefer preserves that put a high priority on wildlife habitat restoration and
protection, with only low-impact trails that encourage users to leave no trace ----- 78%

(DON'T READ) Both ----- 1%

(DON'T READ) Neither ----- 0%

(DON'T READ) DK/NA ----- 0%

Attachment 9_Results_Ward 5

9. Next, I am going to read you a series of statements about Midpen. For each one, please tell me if it makes you view Midpen much more favorably, somewhat more favorably, or if it makes no difference. **(RANDOMIZE)**

	<u>MUCH MORE FAV</u>	<u>SMWT MORE FAV</u>	<u>NO DIFF</u>	<u>(LESS FAV)</u>	<u>(DK/ NA)</u>	<u>TOTAL MORE FAV</u>
[]a. (T - SPECIAL CHARACTER) People choose to live in the Bay Area because of its scenic beauty and recreational opportunities. The stunning ridge and coastal views and riding, biking, and hiking trails we have in Santa Clara and San Mateo Counties are truly unique. The Midpeninsula Regional Open Space District works to preserve what we love most about living here.-----	33%	31%	31%	3%	2%	64%
(SPLIT SAMPLE A ONLY)						
[]b. (T - WATER QUALITY) Nothing is more important than clean drinking water. By protecting and restoring areas around sources of water, Midpen increases access to water and naturally prevents the pollution of our water. -----	51%	33%	15%	0%	1%	84%
[]c. (T - PUBLIC HEALTH) Open space preserves and natural areas provide spaces where families and children can safely walk, run, and bicycle – improving the physical health of residents, reducing obesity, and reducing healthcare costs. These areas are open 365 days a year, sunrise to sunset, to anyone, and for free. -----	41%	25%	32%	2%	1%	66%
[]d. (T - WILDLIFE) By restoring and protecting natural areas, Midpen is protecting wildlife habitats and California's unique biodiversity.-----	52%	23%	24%	1%	1%	75%
[]e. (AG/HISTORY AND FOOD) San Mateo and Santa Clara counties have rich agricultural and ranching history that is at risk of disappearing as our communities grow and change. That's why Midpen is protecting working agricultural ranchlands, which connect past and future along the scenic coastside and support access to local food. -----	36%	24%	36%	3%	1%	60%

Attachment 9_Results_Ward 5

	<u>MUCH MORE FAV</u>	<u>SMWT MORE FAV</u>	<u>NO DIFF</u>	<u>(LESS FAV)</u>	<u>(DK/ NA)</u>	<u>TOTAL MORE FAV</u>
(SPLIT SAMPLE B ONLY)						
[]f. (T* - UNDERSERVED) Midpen programming connects people to nature through enriched experiences, especially historically underserved communities that are typically less likely to have access to natural areas and open spaces. That includes low-income communities and communities of color.-----	55%	21%	20%	3%	2%	76%
[]g. (T - CARING) Midpen cares for the land to create healthy habitats for plants, animals, and people.-----	53%	30%	16%	0%	2%	82%
[]h. (T - CLIMATE) Smart investments made before a disaster strikes can help protect a community's quality of life, save lives, and reduce the cost to taxpayers. Midpen is taking a proactive, practical approach to stewardship of public lands, helping ensure San Mateo and Santa Clara counties are resilient as the climate changes. -----	41%	48%	11%	0%	0%	89%
[]i. (T* - FIRES) Midpen is working with fire agencies and surrounding communities to strengthen prevention and preparation in case of wildland fires. This includes actively managing vegetation with a focus on ecological health, conducting prescribed fires to reduce wildland fire risk and intensity, and maintaining hundreds of miles of fire roads. -----	55%	26%	17%	1%	2%	80%
[]j. (AG/GRAZING) Midpen is using conservation grazing to support the ecosystem and economy. Livestock on open space lands along the San Mateo County coast help maintain the biodiversity of coastal grasslands while encouraging local agriculture.-----	45%	31%	18%	0%	6%	76%

Attachment 9_Results_Ward 5

(RESUME ASKING ALL RESPONDENTS)

10. Next, having heard this, let me ask you one last time - do you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of the Midpeninsula Regional Open Space District?

TOTAL FAVORABLE-----91%

Strongly favorable ----- 54%

Somewhat favorable ----- 37%

TOTAL UNFAVORABLE ----- 4%

Somewhat unfavorable -----4%

Strongly unfavorable -----0%

(DON'T READ) CAN'T RATE/DK/NA -----5%

11. Next, I'm going to read you a list of sources from which people get information about **(SPLIT SAMPLE A: local issues in your area) (SPLIT SAMPLE B: parks, open space, and the outdoors)**. For each, I'd like you to tell me how often you use it to get information about **(SPLIT SAMPLE A: local issues in your area) (SPLIT SAMPLE B: parks, open space and the outdoors)**: frequently, occasionally, rarely, or never. **(RANDOMIZE)**

	<u>FREQ</u>	<u>OCCAS</u>	<u>RARELY</u>	<u>NEVER</u>	<u>(DK/NA)</u>	<u>FREQ</u> <u>/OCC</u>	<u>RRLY</u> <u>/NVR</u>
[]a. Local television stations -----	11%	15%	26%	41%	8%	25%	67%
[]b. KQED Radio -----	16%	19%	17%	42%	5%	36%	59%
[]c. Radio stations other than KQED -----	6%	15%	13%	60%	5%	21%	74%
[]d. Information you receive in the mail-----	16%	25%	24%	33%	2%	41%	57%
[]e. Facebook-----	11%	15%	8%	61%	6%	26%	68%
[]f. Twitter-----	10%	11%	17%	59%	3%	21%	76%
[]g. Instagram -----	13%	13%	12%	59%	4%	26%	70%
[]h. Newspapers-----	15%	19%	15%	48%	3%	34%	62%
[]i. Midpen emails and its website, public meetings, or the Midpen newsletter and activity guide mailed to your home -----	10%	10%	23%	51%	5%	21%	74%
[]j. Nextdoor -----	11%	13%	15%	58%	3%	24%	73%

Attachment 9_Results_Ward 5

WE'RE JUST ABOUT DONE. I'M ONLY GOING TO ASK YOU A FEW MORE QUESTIONS FOR CLASSIFICATION PURPOSES.

12. First, I'd like you to consider your visits to Midpen preserves. Please tell me how often you typically visit and use Midpen preserves in this way: about once a week, a few times a month, a few times a year, once a year, or never. **(RANDOMIZE)**

		<u>ONCE/ WEEK</u>	<u>FEW/ MO</u>	<u>FEW/ YEAR</u>	<u>ONCE/ YEAR</u>	<u>NEVER</u>	<u>(DK/ NA)</u>
[]a.	(T) Walking or hiking -----	31%	24%	29%	4%	11%	1%
[]b.	(T) Running or jogging -----	19%	9%	14%	5%	52%	1%
[]c.	(T) Dog walking -----	12%	9%	8%	0%	67%	4%
[]d.	(T) Horseback riding -----	0%	3%	1%	7%	87%	2%
[]e.	(T*) Biking -----	6%	16%	20%	7%	50%	1%
[]f.	(T) Birdwatching or wildlife viewing -----	8%	5%	31%	8%	47%	1%
[]g.	(T) Spending time in nature -----	24%	30%	28%	12%	4%	2%
[]h.	(T) Ranger- or docent-led programs -----	2%	4%	6%	5%	80%	3%
[]i.	(T) Backpack camping -----	2%	3%	12%	12%	69%	2%

13. **(T)** Do you have any children under the age of 19 living at home?

Yes ----- 26%
 No ----- 73%
(DON'T READ) DK/NA/REFUSED ----1%

14. **(T)** What was the last level of school you completed?

First to 11th grade -----0%
 High school graduate ----- 12%
 Vocational/technical school -----2%
 Some college, but no degree----- 12%
 Associate degree ----- 12%
 Four-year college or bachelor's degree - 28%
 Graduate school or advanced degree ---- 34%
(DON'T READ) DK/NA -----0%

15. How long have you lived in San Mateo or Santa Clara Counties?

Born and raised ----- 24%
 Five years or less -----8%
 Six to 10 years -----6%
 11 to 20 years ----- 18%
 21 to 40 years ----- 30%
 More than 40 years ----- 14%
(DON'T READ) DK/NA-----1%

16. I don't need to know the exact amount, but please stop me when I read the category that includes the total income for your household before taxes in 2022. Was it: **(READ CHOICES BELOW)**

Attachment 9_Results_Ward 5

\$60,000 and under -----	19%
\$60,001 - \$90,000-----	7%
\$90,001 - \$120,000 -----	5%
\$120,001 - \$180,000-----	19%
\$180,001 - \$250,000-----	14%
More than \$250,000 -----	22%
(DON'T READ) Refused -----	14%

17. What is your gender?

Male-----	48%
Female -----	47%
Nonbinary -----	3%
Rather not say -----	2%

THANK AND TERMINATE

MODE

Phone -----	56%
Online -----	44%

DISTRICT WARD

1 - Gleason-----	0%
2 - Kishimoto-----	0%
3 - Cyr -----	0%
4 - Riffle -----	0%
5 - Holman-----	100%
6 - MacNiven-----	0%
7 – Kersteen-Tucker-----	0%

COUNTY

San Mateo-----	43%
Santa Clara-----	57%

CITY/TOWN

Cupertino-----	0%
Half Moon Bay -----	0%
Los Altos -----	0%
Los Gatos -----	0%
Menlo Park-----	15%
Mountain View-----	14%
Palo Alto -----	30%
Redwood City -----	0%
San Carlos-----	0%
Saratoga -----	0%
Sunnyvale -----	13%
Other -----	27%
Unincorporated-----	0%

A/B SPLIT

A-----	50%
B-----	50%

CONTACT METHOD

Phone -----	56%
E-mail-----	20%
Text -----	24%

Attachment 10_Results_Ward 6

DECEMBER 27, 2022 – JANUARY 9, 2023



**MIDPENINSULA REGIONAL OPEN SPACE DISTRICT
TRACKING SURVEY
320-1048-WT
N=102 (128)
DISTRICT WARD 6
A/B SPLITS**

Hello, I'm _____ from _____, a public opinion research company. We are not trying to sell anything. We're conducting a survey about issues that concern residents in your area. May I speak with the person at home over 18 who most recently celebrated a birthday?

- A. Before we begin, I'd like to thank you for taking the time to speak with me, it is very much appreciated. I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering yourself or others?

Yes, cell and can talk safely ----- 89%
Yes, cell but cannot talk safely ----- **TERMINATE**
No, not on cell ----- 11%
(DON'T READ) DK/NA/REFUSED ----- TERMINATE

- B. My next questions are to ensure that we are interviewing a representative group of residents in your area. What is your age?

Under 18----- **TERMINATE**
18-24-----6%
25-29-----5%
30-34-----16%
35-39-----9%
40-44-----13%
45-49-----7%
50-54-----3%
55-59-----11%
60-64-----13%
65-69-----6%
70-74-----5%
75+ -----6%
(DK/REFUSED) -----0%

- C. With which racial or ethnic group do you identify yourself: Hispanic or Latino; African American or Black; Caucasian or White; Asian or Pacific Islander; multiracial; or some other ethnic or racial background?

Latino/Hispanic -----25%
African American/Black -----1%
Caucasian/White -----51%
Asian/Pacific Islander -----15%
Multiracial-----4%
Some other ethnic or racial background --1%
(DON'T READ) DK/NA -----4%

1. OK, let's begin. First, I'm going to read you a list of local organizations and public institutions. For each one, I'd like you to tell me if you have a strongly favorable, somewhat favorable, somewhat

Attachment 10_Results_Ward 6

unfavorable, or strongly unfavorable opinion. If you have never heard of one, please just say so.
(RANDOMIZE)

	<u>STR FAV</u>	<u>SMWT FAV</u>	<u>SMWT UNFAV</u>	<u>STR UNFAV</u>	<u>(CAN'T RATE /DK)</u>	<u>NEVER HEARD OF</u>	<u>TOTAL FAV</u>	<u>TOTAL UNFAV</u>
[]a. (T) Midpeninsula Regional Open Space District -----	47%-----	19%-----	3%-----	1%-----	7%-----	23%	66%	4%
(ASK IN SANTA CLARA COUNTY ONLY)								
[]b. (T) Santa Clara County Parks ----	0%-----	0%-----	0%-----	0%-----	0%-----	0%	0%	0%
(ASK IN SAN MATEO COUNTY ONLY)								
[]c. (T) San Mateo County Parks ----	38%-----	46%-----	1%-----	0%-----	5%-----	10%	84%	1%
(SPLIT SAMPLE A ONLY)								
[]d. (T) Santa Clara Valley Open Space Authority-----	20%-----	12%-----	0%-----	1%-----	21%-----	46%	32%	1%
[]e. (T) Peninsula Open Space Trust-----	33%-----	15%-----	2%-----	1%-----	10%-----	39%	47%	3%
(SPLIT SAMPLE B ONLY)								
[]f. (T) California State Parks -----	53%-----	33%-----	8%-----	0%-----	1%-----	5%	86%	8%
[]g. (T) Golden Gate National Recreation Area-----	52%-----	24%-----	2%-----	0%-----	11%-----	12%	76%	2%

(RESUME ASKING ALL RESPONDENTS)

2. I'm going to read you some issues that some people say may be problems in your area. After I read each one, please tell me whether you think each is a problem or not. **(IF YES, PROBLEM, ASK: "Do you think it is an extremely, very, or somewhat serious problem?") (RANDOMIZE)**

	<u>EXT SER PROB</u>	<u>VERY SER PROB</u>	<u>SMWT SER PROB</u>	<u>NOT A PROB</u>	<u>(DK/ NA)</u>	<u>EXT/ VERY</u>
(SPLIT SAMPLE A ONLY)						
[]a. The coronavirus pandemic -----	22%-----	26%-----	37%-----	13%-----	1%	48%
[]b. (T) Loss of wildlife habitat-----	33%-----	23%-----	28%-----	9%-----	7%	57%
[]c. The cost of living -----	64%-----	25%-----	9%-----	1%-----	1%	89%
[]d. (T) Traffic congestion -----	39%-----	17%-----	29%-----	12%-----	3%	56%
[]e. Water and air pollution -----	25%-----	35%-----	27%-----	12%-----	1%	59%
(SPLIT SAMPLE B ONLY)						
[]f. Wildfires -----	41%-----	32%-----	12%-----	15%-----	0%	73%
[]g. (T) The quality of local natural lands and open space-----	13%-----	10%-----	26%-----	43%-----	9%	23%
[]h. (T) A lack of affordable housing-----	42%-----	34%-----	18%-----	4%-----	2%	76%
[]i. (T) Climate change-----	50%-----	16%-----	19%-----	14%-----	2%	65%
[]j. (T) The amount you pay in local taxes -----	21%-----	23%-----	26%-----	24%-----	6%	44%

Attachment 10_Results_Ward 6

(RESUME ASKING ALL RESPONDENTS)

NOW I'D LIKE TO ASK YOU A FEW MORE QUESTIONS ABOUT THE MIDPENINSULA REGIONAL OPEN SPACE DISTRICT.

(ASK Q3 ONLY IF CODES 1-4 IN Q1A)

3. (T) You mentioned a few moments ago that you have a **FAVORABLE / UNFAVORABLE** opinion of the Midpeninsula Regional Open Space District. In a few words of your own, could you tell me what you recall seeing, hearing or reading about Midpen in the last year or so? **(OPEN-ENDED; RECORD VERBATIM RESPONSE BELOW. PROBE FOR VERY SPECIFIC RESPONSES)**

a. Favorable, n=68

Protecting open space/preserving land/conservation -----	15%
Used them before/used parks/trails -----	12%
Great parks/love open space/enjoy hiking/beautiful land-----	26%
Good trail maintenance/clean parks/good management/service -----	11%
Land acquisition/increasing hiking trails/added open space -----	11%
Projects/financial services/community outreach -----	15%
They don't allow e-bikes/e-bikes controversy -----	1%
Seen ads/read the newsletter/emails -----	7%
General support -----	1%
Has complaints/mixed feelings -----	9%
Other-----	5%
Nothing/none -----	2%
Don't know/unsure -----	7%
Refused/N/A-----	1%

b. Unfavorable, n=4

No public input in decisions/poor communication -----	45%
Land has restricted access/areas not accessible to community-----	16%
Doesn't allow e-bikes on trails-----	0%
Has safety concerns -----	0%
Poor management of land/corrupt/wasteful-----	31%
Takes land/makes land more expensive -----	15%
No dogs allowed on the trail -----	0%
Other-----	9%
Nothing/none -----	0%
Don't know/unsure -----	0%
Refused/N/A-----	0%

Attachment 10_Results_Ward 6

(ASK Q4 ONLY IF CODES 1-4 IN Q1A, n=72)

4. (T) And where did you see, hear or read that information about Midpen? (OPEN-ENDED; RECORD VERBATIM RESPONSE BELOW. PROBE FOR VERY SPECIFIC RESPONSES)

Online/web/internet -----	5%
Parks/trails/out hiking/in person/signs on trails/visited/live there -----	35%
Newsletter/mailers/magazines/flyers -----	10%
Newspaper/articles -----	5%
Local news/news/TV -----	8%
Los Altos Town Crier -----	2%
Mercury News -----	0%
Word of mouth/friends/neighbors/work/community events/meetings -----	10%
Social media/Facebook/Twitter/Instagram -----	1%
Emails -----	5%
Midpen website -----	1%
SF Chronicle -----	1%
Other -----	4%
Nothing/none -----	9%
Don't know/unsure -----	10%
Refused/N/A -----	6%

Attachment 10_Results_Ward 6

(RESUME ASKING ALL RESPONDENTS)

AS YOU MAY KNOW, THE MIDPENINSULA REGIONAL OPEN SPACE DISTRICT, OFTEN KNOWN AS “MIDPEN,” IS AN INDEPENDENT SPECIAL DISTRICT PRIMARILY IN SANTA CLARA AND SAN MATEO COUNTIES THAT HAS PRESERVED A REGIONAL GREENBELT OF MORE THAN 70 THOUSAND ACRES OF PUBLIC LAND WITH 250 MILES OF TRAILS AND MANAGES 26 OPEN SPACE PRESERVES. ITS MISSION IS TO ACQUIRE AND PERMANENTLY PRESERVE OPEN SPACE LAND, PROTECT AND RESTORE THE NATURAL ENVIRONMENT, AND PROVIDE OPPORTUNITIES FOR ECOLOGICALLY SENSITIVE PUBLIC ENJOYMENT AND EDUCATION. ON THE SAN MATEO COUNTY COASTSIDE, ITS MISSION INCLUDES PRESERVING RURAL CHARACTER AND ENCOURAGING VIABLE AGRICULTURAL USE OF LAND.

5. (T) Having heard this, let me ask you again: would you say you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of the Midpeninsula Regional Open Space District?

TOTAL FAVORABLE-----89%
 Strongly favorable ----- 54%
 Somewhat favorable ----- 35%

TOTAL UNFAVORABLE ----- 4%
 Somewhat unfavorable -----2%
 Strongly unfavorable -----2%

(DON'T READ) DK/NA-----8%

6. Next, I am going to read you a list of goals Midpen has set for itself. For each goal, please tell me if you think it is extremely important, very important, somewhat important, or not too important.
(RANDOMIZE)

	<u>EXT</u> <u>IMP</u>	<u>VERY</u> <u>IMP</u>	<u>SMWT</u> <u>IMP</u>	<u>NOT TOO</u> <u>IMP</u>	<u>(DK/</u> <u>NA)</u>	<u>EXT/</u> <u>VERY</u>
(SPLIT SAMPLE A ONLY)						
[]a. (T) Preserving a regional greenbelt of open space land forever -----	52%-----	25%----	19%----	4%-----	0%-----	77%
[]b. (T) Protecting natural areas -----	45%-----	39%----	14%----	1%-----	0%-----	84%
[]c. (T) Providing opportunities for ecologically sensitive public enjoyment and education -----	42%-----	31%----	23%----	4%-----	0%-----	73%
[]d. (T) Restoring native plant and wildlife habitat-----	37%-----	40%----	17%----	6%-----	0%-----	77%
[]e. (T) Providing multiuse trails for hiking, biking, and equestrian use -----	38%-----	35%----	17%----	9%-----	0%-----	74%
[]f. (T) Stewarding public lands to be resilient in the face of climate change-----	44%-----	28%----	18%----	7%-----	3%-----	72%
[]g. (T) Supporting local agriculture along the San Mateo County coast -----	33%-----	28%----	28%----	11%-----	0%-----	62%
[]h. (T) Preserving the character of rural areas, such as the Santa Cruz Mountains or the San Mateo County Coast -----	36%-----	33%----	17%----	13%-----	1%-----	69%

Attachment 10_Results_Ward 6

		<u>EXT</u> <u>IMP</u>	<u>VERY</u> <u>IMP</u>	<u>SMWT</u> <u>IMP</u>	<u>NOT TOO</u> <u>IMP</u>	<u>(DK/</u> <u>NA)</u>	<u>EXT/</u> <u>VERY</u>
(SPLIT SAMPLE A CONTINUED)							
[]i.	(T) Partnering with local organizations to promote a regional environmental vision -----	37%	24%	25%	14%	0%	61%
[]j.	(T) Connecting regional trails -----	24%	32%	27%	16%	1%	56%
[]k.	(T) Reducing dead and downed vegetation for wildland fire prevention -----	49%	37%	14%	0%	0%	86%
[]l.	(T) Preserving undeveloped coastal open space and agricultural lands -----	41%	26%	27%	6%	0%	67%
[]m.	Preserving historical buildings like houses, barns and cabins on open space lands -----	18%	26%	36%	20%	0%	44%
[]n.	(T*) Promoting safe wildlife corridors across highways and trail crossings -----	38%	27%	30%	6%	0%	65%
[]o.	Reducing erosion to ensure healthy creeks and watersheds -----	49%	40%	7%	4%	1%	88%
(SPLIT SAMPLE B ONLY)							
[]p.	(T) Protecting the ridgetops, hillsides and creeks that create our region's striking natural beauty -----	41%	44%	14%	1%	0%	85%
[]q.	(T) Protecting and restoring the natural environment -----	45%	41%	13%	1%	0%	86%
[]r.	(T) Protecting San Mateo and Santa Clara counties' agricultural, natural resource, and open space lands for future generations -----	44%	42%	13%	1%	0%	85%
[]s.	(T) Creating opportunities for outdoor recreation -----	24%	51%	20%	5%	0%	75%
[]t.	(T) Preserving diverse habitat for wildlife -----	44%	30%	20%	6%	0%	74%
[]u.	(T) Providing regional hiking trails -----	32%	42%	23%	3%	0%	75%
[]v.	(T) Restoring public lands to be resilient in the face of climate change -----	46%	25%	14%	15%	0%	72%
[]w.	(T) Connecting kids to nature -----	29%	44%	18%	10%	0%	72%
[]x.	(T) Protecting the waterways and natural lands that maintain water quality and supply -----	63%	30%	7%	0%	0%	93%
[]y.	(T) Managing redwood forests -----	53%	28%	16%	1%	2%	82%
[]z.	(T) Protecting San Mateo and Santa Clara counties' agricultural, natural resource, and open space lands -----	42%	41%	14%	3%	0%	83%
[]aa.	(T) Protecting coastal grasslands -----	42%	42%	6%	8%	1%	85%
[]bb.	(T) Improving access for individuals with disabilities at local preserves -----	24%	37%	29%	7%	3%	61%
[]cc.	(T*) Partnering with indigenous tribes to relearn and reapply indigenous plant restoration techniques -----	35%	23%	24%	18%	1%	58%
[]dd.	(T) Removing invasive species to restore native plant and wildlife habitat -----	25%	40%	22%	12%	0%	66%
[]ee.	Lowering barriers to access for traditionally underserved communities -----	25%	48%	16%	8%	3%	73%

(RESUME ASKING ALL RESPONDENTS)

Attachment 10_Results_Ward 6

7. **(T*)** And which of these five components of the Midpen mission do you think is most important to you?
(RE-READ AND RANDOMIZE LIST IF NECESSARY)

☐ Acquiring and preserving a regional greenbelt ----- 27%

☐ Restoring the natural environment ----- 26%

☐ Providing opportunities for ecologically sensitive
public recreation ----- 18%

☐ Educating the public about conservation and nature----- 12%

☐ Preserving rural character and encouraging viable
agricultural land use----- 11%

(DON'T READ) All -----2%

(DON'T READ) None -----0%

(DON'T READ) Other **(SPECIFY)** -----1%

(DON'T READ) DK/NA/Refused -----2%

8. **(T)** Stepping back for a moment, I'd like to read you two statements about Midpen preserves. I'd like you to tell me which comes closer to your opinion. **(ROTATE)**

☐ I prefer preserves that provide multiple visitor amenities, such as
water bottle refilling stations, restrooms, and picnic areas ----- 23%

OR

☐ I prefer preserves that put a high priority on wildlife habitat restoration and
protection, with only low-impact trails that encourage users to leave no trace----- 65%

(DON'T READ) Both -----5%

(DON'T READ) Neither -----0%

(DON'T READ) DK/NA -----6%

Attachment 10_Results_Ward 6

9. Next, I am going to read you a series of statements about Midpen. For each one, please tell me if it makes you view Midpen much more favorably, somewhat more favorably, or if it makes no difference. **(RANDOMIZE)**

	<u>MUCH MORE FAV</u>	<u>SMWT MORE FAV</u>	<u>NO DIFF</u>	<u>(LESS FAV)</u>	<u>(DK/ NA)</u>	<u>TOTAL MORE FAV</u>
[]a. (T - SPECIAL CHARACTER) People choose to live in the Bay Area because of its scenic beauty and recreational opportunities. The stunning ridge and coastal views and riding, biking, and hiking trails we have in Santa Clara and San Mateo Counties are truly unique. The Midpeninsula Regional Open Space District works to preserve what we love most about living here.-----	40%	29%	24%	3%	4%	69%
(SPLIT SAMPLE A ONLY)						
[]b. (T - WATER QUALITY) Nothing is more important than clean drinking water. By protecting and restoring areas around sources of water, Midpen increases access to water and naturally prevents the pollution of our water. -----	44%	37%	18%	1%	0%	81%
[]c. (T - PUBLIC HEALTH) Open space preserves and natural areas provide spaces where families and children can safely walk, run, and bicycle – improving the physical health of residents, reducing obesity, and reducing healthcare costs. These areas are open 365 days a year, sunrise to sunset, to anyone, and for free. -----	49%	27%	23%	1%	0%	76%
[]d. (T - WILDLIFE) By restoring and protecting natural areas, Midpen is protecting wildlife habitats and California's unique biodiversity.-----	36%	41%	20%	2%	1%	77%
[]e. (AG/HISTORY AND FOOD) San Mateo and Santa Clara counties have rich agricultural and ranching history that is at risk of disappearing as our communities grow and change. That's why Midpen is protecting working agricultural ranchlands, which connect past and future along the scenic coastside and support access to local food. -----	35%	35%	20%	9%	1%	70%

Attachment 10_Results_Ward 6

	<u>MUCH MORE FAV</u>	<u>SMWT MORE FAV</u>	<u>NO DIFF</u>	<u>(LESS FAV)</u>	<u>(DK/ NA)</u>	<u>TOTAL MORE FAV</u>
(SPLIT SAMPLE B ONLY)						
[]f. (T* - UNDERSERVED) Midpen programming connects people to nature through enriched experiences, especially historically underserved communities that are typically less likely to have access to natural areas and open spaces. That includes low-income communities and communities of color.-----	30%	30%	30%	6%	4%	60%
[]g. (T - CARING) Midpen cares for the land to create healthy habitats for plants, animals, and people.-----	33%	29%	32%	2%	4%	62%
[]h. (T - CLIMATE) Smart investments made before a disaster strikes can help protect a community's quality of life, save lives, and reduce the cost to taxpayers. Midpen is taking a proactive, practical approach to stewardship of public lands, helping ensure San Mateo and Santa Clara counties are resilient as the climate changes. -----	38%	34%	20%	3%	4%	73%
[]i. (T* - FIRES) Midpen is working with fire agencies and surrounding communities to strengthen prevention and preparation in case of wildland fires. This includes actively managing vegetation with a focus on ecological health, conducting prescribed fires to reduce wildland fire risk and intensity, and maintaining hundreds of miles of fire roads. -----	49%	30%	15%	0%	5%	79%
[]j. (AG/GRAZING) Midpen is using conservation grazing to support the ecosystem and economy. Livestock on open space lands along the San Mateo County coast help maintain the biodiversity of coastal grasslands while encouraging local agriculture.-----	31%	26%	32%	7%	4%	57%

Attachment 10_Results_Ward 6

(RESUME ASKING ALL RESPONDENTS)

10. Next, having heard this, let me ask you one last time - do you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of the Midpeninsula Regional Open Space District?

TOTAL FAVORABLE-----91%

Strongly favorable -----58%

Somewhat favorable -----33%

TOTAL UNFAVORABLE -----5%

Somewhat unfavorable -----4%

Strongly unfavorable -----2%

(DON'T READ) CAN'T RATE/DK/NA -----4%

11. Next, I'm going to read you a list of sources from which people get information about **(SPLIT SAMPLE A: local issues in your area) (SPLIT SAMPLE B: parks, open space, and the outdoors)**. For each, I'd like you to tell me how often you use it to get information about **(SPLIT SAMPLE A: local issues in your area) (SPLIT SAMPLE B: parks, open space and the outdoors)**: frequently, occasionally, rarely, or never. **(RANDOMIZE)**

	<u>FREQ</u>	<u>OCCAS</u>	<u>RARELY</u>	<u>NEVER</u>	<u>(DK/NA)</u>	<u>FREQ</u> <u>/OCC</u>	<u>RRLY</u> <u>/NVR</u>
[]a. Local television stations -----	17%	20%	20%	42%	1%	37%	62%
[]b. KQED Radio -----	15%	28%	16%	39%	3%	43%	55%
[]c. Radio stations other than KQED -----	9%	19%	22%	47%	3%	28%	69%
[]d. Information you receive in the mail-----	15%	27%	31%	26%	2%	42%	56%
[]e. Facebook-----	16%	17%	13%	52%	1%	33%	65%
[]f. Twitter-----	5%	14%	15%	64%	2%	19%	79%
[]g. Instagram -----	10%	17%	14%	57%	2%	27%	71%
[]h. Newspapers-----	16%	24%	22%	36%	1%	40%	59%
[]i. Midpen emails and its website, public meetings, or the Midpen newsletter and activity guide mailed to your home -----	10%	24%	18%	45%	3%	34%	63%
[]j. Nextdoor -----	5%	21%	25%	45%	4%	26%	70%

Attachment 10_Results_Ward 6

WE'RE JUST ABOUT DONE. I'M ONLY GOING TO ASK YOU A FEW MORE QUESTIONS FOR CLASSIFICATION PURPOSES.

12. First, I'd like you to consider your visits to Midpen preserves. Please tell me how often you typically visit and use Midpen preserves in this way: about once a week, a few times a month, a few times a year, once a year, or never. **(RANDOMIZE)**

		<u>ONCE/ WEEK</u>	<u>FEW/ MO</u>	<u>FEW/ YEAR</u>	<u>ONCE/ YEAR</u>	<u>NEVER</u>	<u>(DK/ NA)</u>
[]a.	(T) Walking or hiking -----	20%	35%	30%	5%	8%	2%
[]b.	(T) Running or jogging -----	10%	18%	21%	1%	48%	1%
[]c.	(T) Dog walking -----	11%	13%	12%	3%	60%	1%
[]d.	(T) Horseback riding -----	0%	1%	4%	5%	88%	2%
[]e.	(T*) Biking -----	8%	12%	16%	7%	56%	1%
[]f.	(T) Birdwatching or wildlife viewing -----	7%	16%	21%	10%	44%	1%
[]g.	(T) Spending time in nature -----	19%	32%	29%	7%	10%	3%
[]h.	(T) Ranger- or docent-led programs -----	2%	2%	6%	17%	67%	5%
[]i.	(T) Backpack camping -----	0%	3%	13%	14%	69%	1%

13. **(T)** Do you have any children under the age of 19 living at home?

Yes ----- 19%
 No ----- 81%
(DON'T READ) DK/NA/REFUSED ----0%

14. **(T)** What was the last level of school you completed?

First to 11th grade -----2%
 High school graduate -----5%
 Vocational/technical school -----7%
 Some college, but no degree----- 10%
 Associate degree -----6%
 Four-year college or bachelor's degree - 26%
 Graduate school or advanced degree ---- 44%
(DON'T READ) DK/NA -----0%

15. How long have you lived in San Mateo or Santa Clara Counties?

Born and raised ----- 19%
 Five years or less ----- 20%
 Six to 10 years ----- 12%
 11 to 20 years -----9%
 21 to 40 years ----- 21%
 More than 40 years ----- 18%
(DON'T READ) DK/NA-----0%

16. I don't need to know the exact amount, but please stop me when I read the category that includes the total income for your household before taxes in 2022. Was it: **(READ CHOICES BELOW)**

Attachment 10_Results_Ward 6

\$60,000 and under -----9%
\$60,001 - \$90,000----- 11%
\$90,001 - \$120,000 ----- 12%
\$120,001 - \$180,000----- 16%
\$180,001 - \$250,000----- 11%
More than \$250,000 ----- 19%
(DON'T READ) Refused ----- 22%

17. What is your gender?

Male-----48%
Female ----- 52%
Nonbinary -----0%
Rather not say -----1%

THANK AND TERMINATE

MODE

Phone ----- 43%
Online ----- 57%

DISTRICT WARD

1 - Gleason-----0%
2 - Kishimoto-----0%
3 - Cyr -----0%
4 - Riffle -----0%
5 - Holman-----0%
6 - MacNiven-----100%
7 – Kersteen-Tucker-----0%

COUNTY

San Mateo-----100%
Santa Clara-----0%

CITY/TOWN

Cupertino-----0%
Half Moon Bay -----0%
Los Altos -----0%
Los Gatos -----0%
Menlo Park----- 26%
Mountain View-----0%
Palo Alto -----0%
Redwood City ----- 35%
San Carlos-----0%
Saratoga -----0%
Sunnyvale -----0%
Other ----- 14%
Unincorporated----- 26%

A/B SPLIT

A----- 50%
B----- 50%

CONTACT METHOD

Phone ----- 43%
E-mail----- 46%
Text ----- 10%

Attachment 11_Results_Ward 7

DECEMBER 27, 2022 – JANUARY 9, 2023



**MIDPENINSULA REGIONAL OPEN SPACE DISTRICT
TRACKING SURVEY
320-1048-WT
N=134 (143)
DISTRICT WARD 7
A/B SPLITS**

Hello, I'm _____ from _____, a public opinion research company. We are not trying to sell anything. We're conducting a survey about issues that concern residents in your area. May I speak with the person at home over 18 who most recently celebrated a birthday?

- A. Before we begin, I'd like to thank you for taking the time to speak with me, it is very much appreciated. I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering yourself or others?

Yes, cell and can talk safely ----- 80%
Yes, cell but cannot talk safely ----- **TERMINATE**
No, not on cell ----- 20%
(DON'T READ) DK/NA/REFUSED ----- TERMINATE

- B. My next questions are to ensure that we are interviewing a representative group of residents in your area. What is your age?

Under 18 ----- **TERMINATE**
18-24 ----- 11%
25-29 ----- 3%
30-34 ----- 9%
35-39 ----- 7%
40-44 ----- 13%
45-49 ----- 12%
50-54 ----- 12%
55-59 ----- 8%
60-64 ----- 8%
65-69 ----- 4%
70-74 ----- 8%
75+ ----- 6%
(DK/REFUSED) ----- 0%

- C. With which racial or ethnic group do you identify yourself: Hispanic or Latino; African American or Black; Caucasian or White; Asian or Pacific Islander; multiracial; or some other ethnic or racial background?

Latino/Hispanic ----- 15%
African American/Black ----- 2%
Caucasian/White ----- 57%
Asian/Pacific Islander ----- 19%
Multiracial ----- 2%
Some other ethnic or racial background -- 1%
(DON'T READ) DK/NA ----- 3%

Attachment 11_Results_Ward 7

1. OK, let's begin. First, I'm going to read you a list of local organizations and public institutions. For each one, I'd like you to tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion. If you have never heard of one, please just say so. **(RANDOMIZE)**

	<u>STR FAV</u>	<u>SMWT FAV</u>	<u>SMWT UNFAV</u>	<u>STR UNFAV</u>	<u>(CAN'T RATE /DK)</u>	<u>NEVER HEARD OF</u>	<u>TOTAL FAV</u>	<u>TOTAL UNFAV</u>
[]a. (T) Midpeninsula Regional Open Space District -----	38%----	26%----	4%-----	3%-----	4%-----	25%	64%	7%
(ASK IN SANTA CLARA COUNTY ONLY)								
[]b. (T) Santa Clara County Parks ----	0%-----	0%-----	0%-----	0%-----	0%-----	0%	0%	0%
(ASK IN SAN MATEO COUNTY ONLY)								
[]c. (T) San Mateo County Parks ----	48%-----	33%-----	4%-----	1%-----	5%-----	9%	82%	5%
(SPLIT SAMPLE A ONLY)								
[]d. (T) Santa Clara Valley Open Space Authority-----	4%-----	18%-----	0%-----	0%-----	22%-----	57%	21%	0%
[]e. (T) Peninsula Open Space Trust-----	28%-----	15%-----	3%-----	5%-----	8%-----	42%	43%	7%
(SPLIT SAMPLE B ONLY)								
[]f. (T) California State Parks -----	62%-----	32%-----	2%-----	1%-----	2%-----	2%	93%	3%
[]g. (T) Golden Gate National Recreation Area-----	39%-----	38%-----	2%-----	2%-----	7%-----	12%	77%	4%

(RESUME ASKING ALL RESPONDENTS)

2. I'm going to read you some issues that some people say may be problems in your area. After I read each one, please tell me whether you think each is a problem or not. **(IF YES, PROBLEM, ASK: "Do you think it is an extremely, very, or somewhat serious problem?") (RANDOMIZE)**

	<u>EXT SER PROB</u>	<u>VERY SER PROB</u>	<u>SMWT SER PROB</u>	<u>NOT A PROB</u>	<u>(DK/ NA)</u>	<u>EXT/ VERY</u>
(SPLIT SAMPLE A ONLY)						
[]a. The coronavirus pandemic -----	11%----	19%----	49%----	22%-----	0%	29%
[]b. (T) Loss of wildlife habitat-----	24%----	27%----	17%----	30%-----	3%	50%
[]c. The cost of living -----	53%----	24%----	20%----	3%-----	0%	77%
[]d. (T) Traffic congestion -----	30%----	36%----	32%----	3%-----	0%	66%
[]e. Water and air pollution -----	14%----	22%----	43%----	21%-----	0%	36%
(SPLIT SAMPLE B ONLY)						
[]f. Wildfires -----	44%----	32%----	14%----	9%-----	0%	76%
[]g. (T) The quality of local natural lands and open space-----	9%-----	10%----	35%----	45%-----	2%	19%
[]h. (T) A lack of affordable housing-----	49%----	23%----	23%----	4%-----	1%	72%
[]i. (T) Climate change-----	53%----	32%----	10%----	5%-----	0%	85%
[]j. (T) The amount you pay in local taxes-----	12%----	11%----	40%----	33%-----	3%	23%

Attachment 11_Results_Ward 7

(RESUME ASKING ALL RESPONDENTS)

NOW I'D LIKE TO ASK YOU A FEW MORE QUESTIONS ABOUT THE MIDPENINSULA REGIONAL OPEN SPACE DISTRICT.

(ASK Q3 ONLY IF CODES 1-4 IN Q1A)

3. (T) You mentioned a few moments ago that you have a **FAVORABLE / UNFAVORABLE** opinion of the Midpeninsula Regional Open Space District. In a few words of your own, could you tell me what you recall seeing, hearing or reading about Midpen in the last year or so? **(OPEN-ENDED; RECORD VERBATIM RESPONSE BELOW. PROBE FOR VERY SPECIFIC RESPONSES)**

a. Favorable, n=86

Protecting open space/preserving land/conservation -----	24%
Used them before/used parks/trails -----	4%
Great parks/love open space/enjoy hiking/beautiful land-----	26%
Good trail maintenance/clean parks/good management/service -----	9%
Land acquisition/increasing hiking trails/added open space -----	18%
Projects/financial services/community outreach -----	9%
They don't allow e-bikes/e-bikes controversy -----	0%
Seen ads/read the newsletter/emails -----	7%
General support -----	1%
Has complaints/mixed feelings -----	9%
Other-----	1%
Nothing/none -----	6%
Don't know/unsure -----	1%
Refused/N/A-----	3%

b. Unfavorable, n=9

No public input in decisions/poor communication -----	5%
Land has restricted access/areas not accessible to community-----	7%
Doesn't allow e-bikes on trails-----	10%
Has safety concerns -----	17%
Poor management of land/corrupt/wasteful-----	37%
Takes land/makes land more expensive -----	32%
No dogs allowed on the trail -----	6%
Other-----	6%
Nothing/none -----	0%
Don't know/unsure -----	0%
Refused/N/A-----	0%

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(ASK Q4 ONLY IF CODES 1-4 IN Q1A, n=95)

4. (T) And where did you see, hear or read that information about Midpen? (OPEN-ENDED; RECORD VERBATIM RESPONSE BELOW. PROBE FOR VERY SPECIFIC RESPONSES)

Online/web/internet -----	13%
Parks/trails/out hiking/in person/signs on trails/visited/live there -----	14%
Newsletter/mailers/magazines/flyers -----	13%
Newspaper/articles -----	18%
Local news/news/TV -----	10%
Los Altos Town Crier -----	0%
Mercury News -----	1%
Word of mouth/friends/neighbors/work/community events/meetings -----	13%
Social media/Facebook/Twitter/Instagram -----	2%
Emails -----	3%
Midpen website -----	7%
SF Chronicle -----	2%
Other -----	9%
Nothing/none -----	6%
Don't know/unsure -----	11%
Refused/N/A -----	5%

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(RESUME ASKING ALL RESPONDENTS)

AS YOU MAY KNOW, THE MIDPENINSULA REGIONAL OPEN SPACE DISTRICT, OFTEN KNOWN AS “MIDPEN,” IS AN INDEPENDENT SPECIAL DISTRICT PRIMARILY IN SANTA CLARA AND SAN MATEO COUNTIES THAT HAS PRESERVED A REGIONAL GREENBELT OF MORE THAN 70 THOUSAND ACRES OF PUBLIC LAND WITH 250 MILES OF TRAILS AND MANAGES 26 OPEN SPACE PRESERVES. ITS MISSION IS TO ACQUIRE AND PERMANENTLY PRESERVE OPEN SPACE LAND, PROTECT AND RESTORE THE NATURAL ENVIRONMENT, AND PROVIDE OPPORTUNITIES FOR ECOLOGICALLY SENSITIVE PUBLIC ENJOYMENT AND EDUCATION. ON THE SAN MATEO COUNTY COASTSIDE, ITS MISSION INCLUDES PRESERVING RURAL CHARACTER AND ENCOURAGING VIABLE AGRICULTURAL USE OF LAND.

5. (T) Having heard this, let me ask you again: would you say you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of the Midpeninsula Regional Open Space District?

TOTAL FAVORABLE-----89%
 Strongly favorable ----- 53%
 Somewhat favorable ----- 36%

TOTAL UNFAVORABLE ----- 8%
 Somewhat unfavorable -----4%
 Strongly unfavorable -----3%

(DON'T READ) DK/NA-----4%

6. Next, I am going to read you a list of goals Midpen has set for itself. For each goal, please tell me if you think it is extremely important, very important, somewhat important, or not too important.
(RANDOMIZE)

(SPLIT SAMPLE A ONLY)

	<u>EXT</u> <u>IMP</u>	<u>VERY</u> <u>IMP</u>	<u>SMWT</u> <u>IMP</u>	<u>NOT TOO</u> <u>IMP</u>	<u>(DK/</u> <u>NA)</u>	<u>EXT/</u> <u>VERY</u>
[]a. (T) Preserving a regional greenbelt of open space land forever -----	43%-----	36%----	17%----	4%-----	0%	79%
[]b. (T) Protecting natural areas -----	48%-----	25%----	25%----	1%-----	0%	73%
[]c. (T) Providing opportunities for ecologically sensitive public enjoyment and education -----	40%-----	33%----	21%----	6%-----	0%	72%
[]d. (T) Restoring native plant and wildlife habitat-----	38%-----	35%----	23%----	4%-----	0%	72%
[]e. (T) Providing multiuse trails for hiking, biking, and equestrian use -----	32%-----	26%----	32%----	10%-----	0%	58%
[]f. (T) Stewarding public lands to be resilient in the face of climate change-----	48%-----	28%----	14%----	6%-----	4%	76%
[]g. (T) Supporting local agriculture along the San Mateo County coast -----	31%-----	30%----	33%----	5%-----	0%	62%
[]h. (T) Preserving the character of rural areas, such as the Santa Cruz Mountains or the San Mateo County Coast -----	49%-----	19%----	18%----	12%-----	2%	68%

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		EXT IMP	VERY IMP	SMWT IMP	NOT TOO IMP	(DK/ NA)	EXT/ VERY
(SPLIT SAMPLE A CONTINUED)							
[]i.	(T) Partnering with local organizations to promote a regional environmental vision -----	32%	33%	26%	7%	2%	65%
[]j.	(T) Connecting regional trails -----	21%	30%	35%	12%	3%	51%
[]k.	(T) Reducing dead and downed vegetation for wildland fire prevention -----	52%	30%	8%	5%	6%	82%
[]l.	(T) Preserving undeveloped coastal open space and agricultural lands -----	45%	21%	21%	11%	2%	66%
[]m.	Preserving historical buildings like houses, barns and cabins on open space lands -----	26%	25%	35%	15%	0%	50%
[]n.	(T*) Promoting safe wildlife corridors across highways and trail crossings -----	38%	33%	26%	4%	0%	70%
[]o.	Reducing erosion to ensure healthy creeks and watersheds -----	42%	39%	16%	2%	0%	81%
(SPLIT SAMPLE B ONLY)							
[]p.	(T) Protecting the ridgetops, hillsides and creeks that create our region's striking natural beauty -----	45%	39%	15%	1%	0%	84%
[]q.	(T) Protecting and restoring the natural environment -----	47%	43%	9%	1%	0%	90%
[]r.	(T) Protecting San Mateo and Santa Clara counties' agricultural, natural resource, and open space lands for future generations -----	44%	44%	11%	2%	0%	88%
[]s.	(T) Creating opportunities for outdoor recreation -----	38%	40%	19%	3%	0%	78%
[]t.	(T) Preserving diverse habitat for wildlife -----	55%	30%	15%	0%	0%	85%
[]u.	(T) Providing regional hiking trails -----	42%	36%	20%	2%	0%	78%
[]v.	(T) Restoring public lands to be resilient in the face of climate change -----	43%	40%	11%	5%	1%	83%
[]w.	(T) Connecting kids to nature -----	32%	50%	16%	2%	0%	82%
[]x.	(T) Protecting the waterways and natural lands that maintain water quality and supply -----	75%	22%	3%	0%	0%	97%
[]y.	(T) Managing redwood forests -----	46%	38%	14%	1%	2%	84%
[]z.	(T) Protecting San Mateo and Santa Clara counties' agricultural, natural resource, and open space lands -----	40%	39%	18%	1%	1%	79%
[]aa.	(T) Protecting coastal grasslands -----	48%	32%	19%	1%	0%	80%
[]bb.	(T) Improving access for individuals with disabilities at local preserves -----	23%	45%	25%	6%	1%	68%
[]cc.	(T*) Partnering with indigenous tribes to relearn and reapply indigenous plant restoration techniques -----	21%	41%	22%	13%	4%	62%
[]dd.	(T) Removing invasive species to restore native plant and wildlife habitat -----	30%	40%	25%	4%	0%	71%
[]ee.	Lowering barriers to access for traditionally underserved communities -----	29%	37%	26%	6%	2%	66%

(RESUME ASKING ALL RESPONDENTS)

Attachment 11_Results_Ward 7

7. **(T*)** And which of these five components of the Midpen mission do you think is most important to you?
(RE-READ AND RANDOMIZE LIST IF NECESSARY)

☐ Acquiring and preserving a regional greenbelt ----- 25%

☐ Restoring the natural environment ----- 19%

☐ Providing opportunities for ecologically sensitive
public recreation ----- 23%

☐ Educating the public about conservation and nature----- 18%

☐ Preserving rural character and encouraging viable
agricultural land use----- 11%

(DON'T READ) All -----2%

(DON'T READ) None -----0%

(DON'T READ) Other **(SPECIFY)** -----0%

(DON'T READ) DK/NA/Refused -----1%

8. **(T)** Stepping back for a moment, I'd like to read you two statements about Midpen preserves. I'd like you to tell me which comes closer to your opinion. **(ROTATE)**

☐ I prefer preserves that provide multiple visitor amenities, such as
water bottle refilling stations, restrooms, and picnic areas ----- 29%

OR

☐ I prefer preserves that put a high priority on wildlife habitat restoration and
protection, with only low-impact trails that encourage users to leave no trace----- 66%

(DON'T READ) Both -----2%

(DON'T READ) Neither -----1%

(DON'T READ) DK/NA -----2%

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9. Next, I am going to read you a series of statements about Midpen. For each one, please tell me if it makes you view Midpen much more favorably, somewhat more favorably, or if it makes no difference. **(RANDOMIZE)**

	<u>MUCH MORE FAV</u>	<u>SMWT MORE FAV</u>	<u>NO DIFF</u>	<u>(LESS FAV)</u>	<u>(DK/ NA)</u>	<u>TOTAL MORE FAV</u>
[]a. (T - SPECIAL CHARACTER) People choose to live in the Bay Area because of its scenic beauty and recreational opportunities. The stunning ridge and coastal views and riding, biking, and hiking trails we have in Santa Clara and San Mateo Counties are truly unique. The Midpeninsula Regional Open Space District works to preserve what we love most about living here.-----	37%	36%	23%	2%	1%	74%
(SPLIT SAMPLE A ONLY)						
[]b. (T - WATER QUALITY) Nothing is more important than clean drinking water. By protecting and restoring areas around sources of water, Midpen increases access to water and naturally prevents the pollution of our water. -----	41%	37%	20%	2%	0%	78%
[]c. (T - PUBLIC HEALTH) Open space preserves and natural areas provide spaces where families and children can safely walk, run, and bicycle – improving the physical health of residents, reducing obesity, and reducing healthcare costs. These areas are open 365 days a year, sunrise to sunset, to anyone, and for free. -----	41%	34%	20%	4%	1%	75%
[]d. (T - WILDLIFE) By restoring and protecting natural areas, Midpen is protecting wildlife habitats and California's unique biodiversity.-----	40%	27%	30%	2%	1%	67%
[]e. (AG/HISTORY AND FOOD) San Mateo and Santa Clara counties have rich agricultural and ranching history that is at risk of disappearing as our communities grow and change. That's why Midpen is protecting working agricultural ranchlands, which connect past and future along the scenic coastside and support access to local food. -----	34%	33%	26%	4%	2%	68%

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	<u>MUCH MORE FAV</u>	<u>SMWT MORE FAV</u>	<u>NO DIF</u>	<u>(LESS FAV)</u>	<u>(DK/ NA)</u>	<u>TOTAL MORE FAV</u>
(SPLIT SAMPLE B ONLY)						
[]f. (T* - UNDERSERVED) Midpen programming connects people to nature through enriched experiences, especially historically underserved communities that are typically less likely to have access to natural areas and open spaces. That includes low-income communities and communities of color.-----	37%	37%	20%	5%	2%	74%
[]g. (T - CARING) Midpen cares for the land to create healthy habitats for plants, animals, and people.-----	53%	31%	15%	1%	1%	83%
[]h. (T - CLIMATE) Smart investments made before a disaster strikes can help protect a community's quality of life, save lives, and reduce the cost to taxpayers. Midpen is taking a proactive, practical approach to stewardship of public lands, helping ensure San Mateo and Santa Clara counties are resilient as the climate changes. -----	48%	40%	11%	0%	1%	89%
[]i. (T* - FIRES) Midpen is working with fire agencies and surrounding communities to strengthen prevention and preparation in case of wildland fires. This includes actively managing vegetation with a focus on ecological health, conducting prescribed fires to reduce wildland fire risk and intensity, and maintaining hundreds of miles of fire roads. -----	63%	25%	7%	3%	1%	89%
[]j. (AG/GRAZING) Midpen is using conservation grazing to support the ecosystem and economy. Livestock on open space lands along the San Mateo County coast help maintain the biodiversity of coastal grasslands while encouraging local agriculture.-----	46%	35%	14%	4%	1%	81%

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(RESUME ASKING ALL RESPONDENTS)

10. Next, having heard this, let me ask you one last time - do you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of the Midpeninsula Regional Open Space District?

TOTAL FAVORABLE-----91%

Strongly favorable -----59%

Somewhat favorable -----32%

TOTAL UNFAVORABLE -----8%

Somewhat unfavorable -----4%

Strongly unfavorable -----4%

(DON'T READ) CAN'T RATE/DK/NA -----1%

11. Next, I'm going to read you a list of sources from which people get information about **(SPLIT SAMPLE A: local issues in your area) (SPLIT SAMPLE B: parks, open space, and the outdoors)**. For each, I'd like you to tell me how often you use it to get information about **(SPLIT SAMPLE A: local issues in your area) (SPLIT SAMPLE B: parks, open space and the outdoors)**: frequently, occasionally, rarely, or never. **(RANDOMIZE)**

	<u>FREQ</u>	<u>OCCAS</u>	<u>RARELY</u>	<u>NEVER</u>	<u>(DK/NA)</u>	<u>FREQ</u> <u>/OCC</u>	<u>RRLY</u> <u>/NVR</u>
[]a. Local television stations -----	13%	21%	22%	42%	2%	34%	64%
[]b. KQED Radio -----	19%	18%	20%	40%	3%	37%	61%
[]c. Radio stations other than KQED -----	5%	17%	18%	56%	4%	23%	73%
[]d. Information you receive in the mail-----	17%	28%	22%	32%	1%	45%	55%
[]e. Facebook-----	6%	15%	21%	54%	3%	21%	76%
[]f. Twitter-----	6%	12%	9%	69%	4%	18%	78%
[]g. Instagram -----	9%	11%	11%	67%	2%	20%	78%
[]h. Newspapers-----	20%	23%	21%	35%	2%	42%	56%
[]i. Midpen emails and its website, public meetings, or the Midpen newsletter and activity guide mailed to your home -----	13%	25%	16%	43%	2%	38%	60%
[]j. Nextdoor -----	17%	25%	21%	38%	0%	41%	59%

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WE'RE JUST ABOUT DONE. I'M ONLY GOING TO ASK YOU A FEW MORE QUESTIONS FOR CLASSIFICATION PURPOSES.

12. First, I'd like you to consider your visits to Midpen preserves. Please tell me how often you typically visit and use Midpen preserves in this way: about once a week, a few times a month, a few times a year, once a year, or never. **(RANDOMIZE)**

		<u>ONCE/ WEEK</u>	<u>FEW/ MO</u>	<u>FEW/ YEAR</u>	<u>ONCE/ YEAR</u>	<u>NEVER</u>	<u>(DK/ NA)</u>
[]a.	(T) Walking or hiking -----	29%	27%	29%	4%	11%	0%
[]b.	(T) Running or jogging -----	15%	14%	11%	2%	56%	2%
[]c.	(T) Dog walking -----	22%	12%	7%	4%	54%	1%
[]d.	(T) Horseback riding -----	2%	0%	3%	7%	87%	0%
[]e.	(T*) Biking -----	6%	9%	21%	9%	55%	0%
[]f.	(T) Birdwatching or wildlife viewing -----	12%	7%	21%	9%	50%	0%
[]g.	(T) Spending time in nature -----	32%	27%	17%	6%	17%	1%
[]h.	(T) Ranger- or docent-led programs -----	0%	2%	12%	19%	66%	1%
[]i.	(T) Backpack camping -----	0%	1%	9%	20%	69%	0%

13. **(T)** Do you have any children under the age of 19 living at home?

Yes ----- 35%
 No ----- 63%
(DON'T READ) DK/NA/REFUSED ----2%

14. **(T)** What was the last level of school you completed?

First to 11th grade -----3%
 High school graduate -----7%
 Vocational/technical school -----1%
 Some college, but no degree----- 17%
 Associate degree -----8%
 Four-year college or bachelor's degree - 37%
 Graduate school or advanced degree ---- 26%
(DON'T READ) DK/NA -----2%

15. How long have you lived in San Mateo or Santa Clara Counties?

Born and raised ----- 16%
 Five years or less -----6%
 Six to 10 years ----- 15%
 11 to 20 years ----- 14%
 21 to 40 years ----- 30%
 More than 40 years ----- 19%
(DON'T READ) DK/NA-----0%

16. I don't need to know the exact amount, but please stop me when I read the category that includes the total income for your household before taxes in 2022. Was it: **(READ CHOICES BELOW)**

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\$60,000 and under	8%
\$60,001 - \$90,000	11%
\$90,001 - \$120,000	6%
\$120,001 - \$180,000	6%
\$180,001 - \$250,000	12%
More than \$250,000	35%
(DON'T READ) Refused	22%

17. What is your gender?

Male	42%
Female	55%
Nonbinary	2%
Rather not say	1%

THANK AND TERMINATE

MODE

Phone	45%
Online	55%

DISTRICT WARD

1 - Gleason	0%
2 - Kishimoto	0%
3 - Cyr	0%
4 - Riffle	0%
5 - Holman	0%
6 - MacNiven	0%
7 - Kersteen-Tucker	100%

COUNTY

San Mateo	100%
Santa Clara	0%

CITY/TOWN

Cupertino	0%
Half Moon Bay	10%
Los Altos	0%
Los Gatos	0%
Menlo Park	0%
Mountain View	0%
Palo Alto	0%
Redwood City	39%
San Carlos	29%
Saratoga	0%
Sunnyvale	0%
Other	2%
Unincorporated	19%

A/B SPLIT

A	50%
B	50%

CONTACT METHOD

Phone	45%
E-mail	31%
Text	23%