



Midpeninsula Regional
Open Space District

R-13-42
Meeting 13-10
April 24, 2013

STUDY SESSION AGENDA ITEM 1

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Presentation of Strategy Research Institute's Benchmark Feasibility Study (Public Opinion Poll)

GENERAL MANAGER'S RECOMMENDATION

Receive an informational presentation from Strategy Research Institute on a benchmark study conducted to assess likely voter opinion regarding Vision Plan priorities for the District and the feasibility of placing a successful funding measure on the local ballot in the relatively near future.

SUMMARY

Strategy Research Institute (SRI) was contracted by Peninsula Open Space Trust (POST) to conduct a benchmark study to assess likely voter opinion regarding a wide range of open space issues. The Midpeninsula Regional Open Space District (District) participated in the review and comment on the questions and topics of the study, which included questions assessing likely voter opinion regarding Vision Plan related themes and the feasibility of placing a successful funding measure on the local ballot in the relatively near future. Dr. George Manross is the Chairman and CEO of SRI and will present the results of the study.

DISCUSSION

The District's 2011 Strategic Plan calls for the District to work with constituents and both public and private organization partners to develop a comprehensive vision to complete and manage the Peninsula "greenbelt" over the next forty years. This initiative marks a new chapter in District history where broad, public engagement will be emphasized as the long-term vision unfolds. The pace at which the District implements its mission will be informed by public input to the Board of Directors and will ultimately be a function of available resources.

Through the Vision Plan process, the District is reaching out to its constituents to better understand their preferences through a consultant-driven process, as well as engaging our partners to participate and expand our public outreach. A critical component of that outreach is the feedback the Board and staff will receive from the Community Advisory Committee, who will be involved in the development of the vision in more detail than can be achieved with the public-at-large.

In addition to these efforts, the Peninsula Open Space Trust (POST), commissioned a benchmark study to assess likely voter opinion on a wide range of open space issues, including Vision Plan

related themes. This study also tested the feasibility of placing a successful funding measure on the local ballot in the relatively near future. The results are the subject of this study session.

Regardless of whether or not a funding measure is proposed or approved by the voters, both the Vision Plan itself, and the voter opinion information presented tonight, will help inform the District in its day-to-day prioritization of existing resources, planning for future projects and programs, and generally support more well-informed governance decisions.

BOARD COMMITTEE REVIEW

Committee action is not required for this informational agenda item.

PUBLIC NOTICE

Notice was provided pursuant to the Brown Act. Notice was also sent to the Vision Plan interested parties list and to the Community Advisory Committee members.

CEQA COMPLIANCE

A presentation to the Board does not constitute a project under the California Environmental Quality Act (CEQA).

NEXT STEPS

Include the results from this benchmark study focused on the Vision Plan related themes into Vision Plan process.

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