



Midpeninsula Regional  
Open Space District

R-14-29  
Meeting 14-05  
February 5, 2014

## **AGENDA ITEM 1**

### **AGENDA ITEM**

Presentation of Strategy Research Institute's Second Public Opinion Tracking Poll and Authorization to Prepare Ballot Documents to Place a Bond Measure on the June 3, 2014 Ballot

### **GENERAL MANAGER'S RECOMMENDATION**

1. Receive an informational presentation from Strategy Research Institute on a second public opinion tracking poll to assess the feasibility of placing a successful funding measure on the June 3, 2014 ballot.
2. Authorize General Manager to direct District staff to prepare ballot documents for placing a bond measure on the June 2014 ballot.

### **SUMMARY**

Strategy Research Institute (SRI), contracted by Peninsula Open Space Trust (POST), conducted a series of scientific polls to assess likely public opinion on a wide range of open space issues including the feasibility of placing a successful funding measure on the local ballot. Dr. George Manross is the Chairman and CEO of SRI and will present the results of the second tracking poll performed earlier this month along with his recommendation for the District to place a bond measure on the June 2014 ballot.

### **DISCUSSION**

In early 2013, Strategy Research Institute (SRI) was contracted by Peninsula Open Space Trust (POST) to conduct a series of scientific opinion polls to assess public opinion regarding a wide range of open space issues.

The initial benchmark poll focused on public opinion regarding Vision Plan related themes, the feasibility of placing a successful funding measure on the local ballot, voter awareness of the District, and core values important to voters.

In early fall, the first voter opinion tracking poll was conducted. Ballot language was tested. The poll retested voter awareness of the District and voter core values. As the Vision Plan public process was well underway, Vision Plan themes were not retested. Polling indicated that there was significant public support for a bond measure.

The second tracking poll results are the result of retesting ballot language, voter awareness, and voter values similar to the first tracking poll. Dr. Manross's presentation will review all of the results of the second tracking poll including his recommendation to the District to proceed in placing a bond measure on the June 2014 ballot.

Given this recommendation, staff requests the Board to authorize the General Manager to direct staff to prepare ballot documents to place a bond measure on the June 2014 ballot.

**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**

District Staff will prepare a Resolution of Necessity, Ordinance and Tax Rate Statement which will be presented to the Board to vote on February 12, 2014.

Adoption of the Ordinance will take place with the Board on February 26, 2014.

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