



Midpeninsula Regional
Open Space District

R-14-90
Meeting 14-15
June 25, 2014

AGENDA ITEM 3

AGENDA ITEM

Presentation of Measure AA Exit Poll Results (Voter Response Poll)

GENERAL MANAGER'S RECOMMENDATION

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Receive an informational presentation from Strategy Research Institute on an exit poll conducted to assess voter awareness of the District and response to Measure AA, the District's \$300 million general obligation bond on the June 3, 2014 ballot.

SUMMARY

The Board approved a \$45,000 contract with Strategy Research Institute (SRI) on September 25, 2013 to inform the District's development of public education and information-based outreach material to increase public awareness of the District. On February 26, 2014 the Board voted to place a general obligation bond on the June 3, 2014 ballot Measure AA. To quantify the effectiveness of the District's public outreach program, an exit poll was conducted during the week of June 3, 2014. Dr. George Manross is the Chairman and CEO of SRI and will present the results of the exit poll.

DISCUSSION

Exit polls are used to collect demographic voter data and, in this case, provide an objective methodology for determining the most effective ways for the District to engage the public. Whether Measure AA passed or failed, the District's profile in the community was substantially increased, consistent with the Board's strategic direction. Since actual votes are cast anonymously, polling is an efficient way to scientifically collect information that will inform how the District can best reach out to the public in the months and years ahead. This is especially important as projects funded under Measure AA are being developed and move to implementation.

BOARD COMMITTEE REVIEW

There was no Committee review for this informational agenda item.

FISCAL IMPACT

Costs associated with the exit poll are covered under the existing contract with SRI and have been accounted for in the adopted FY2014-15 Budget.

PUBLIC NOTICE

Notice was provided pursuant to the Brown Act.

CEQA COMPLIANCE

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

NEXT STEP

The Public Affairs Department will use the information from the exit poll to continue a broad-based public outreach program to inform about the District and its commitment to the promises made for the Vision Plan projects to be funded by Measure AA.

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