

Survey Results Presentation for Tehachapi Valley Recreation and Park District

by

Isom Advisors,
a Division of Urban Futures, Inc.

May 15, 2018



Methodology

There are 12,250 registered voters in the District

Tehachapi Valley Rec. and Park District

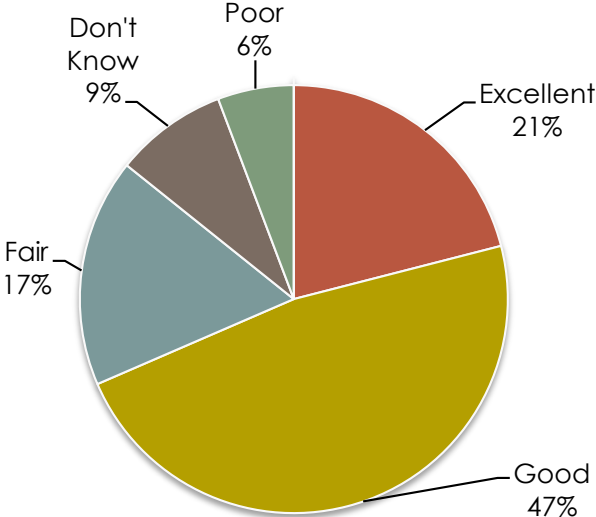
- ❖ The Tehachapi Valley Recreation and Park District is currently assessing the feasibility of placing a general obligation bond measure and/or a parcel tax measure on an upcoming ballot.
- ❖ A survey was conducted from Wednesday May 9th through Monday May 14th to assess support for the proposed measures.
- ❖ The survey tested voter attitudes regarding the District, projects to be funded by the proposed measures, and tax tolerances.
- ❖ 400 individual voters were contacted, which resulted in an overall margin of error of +/- 4.82%.

General Questions

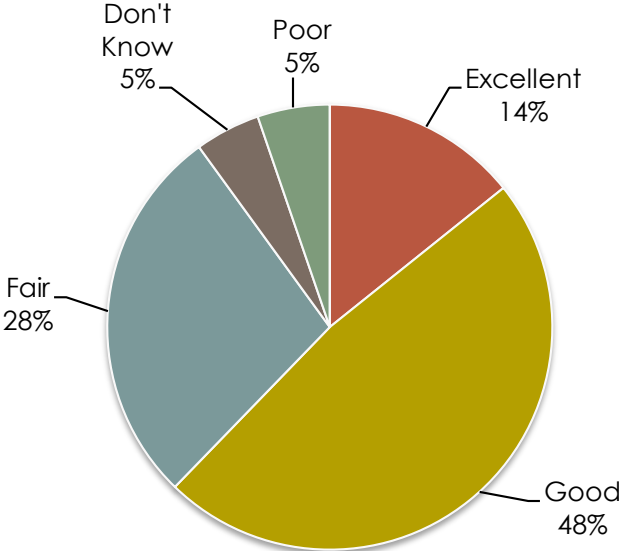
Majority of voters satisfied with the quality of facilities

Tehachapi Valley Rec. and Park District

❖ How would you rate the quality of the programs and services provided by the District?



❖ How would you rate the condition of the recreational facilities and parks provided by the Tehachapi Valley Recreation and Park District?

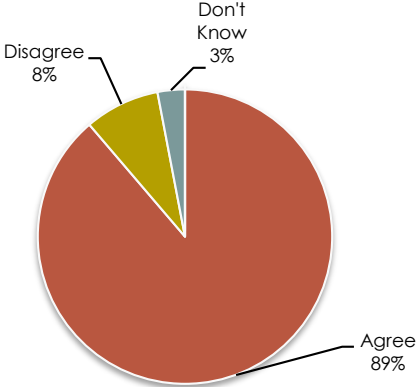


General Questions

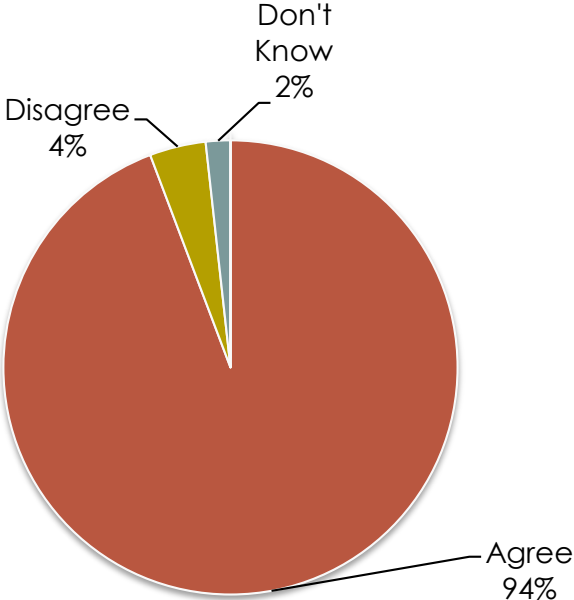
Majority of voters believe in more funding

Tehachapi Valley Rec. and Park District

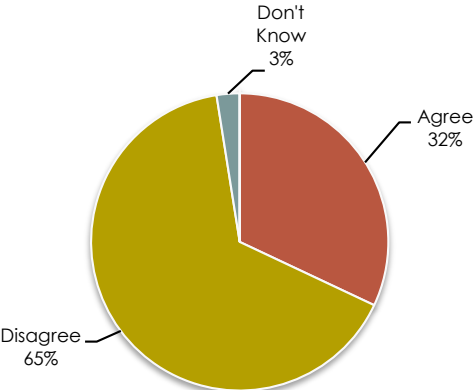
❖ Quality recreational facilities improve property values?



❖ Our community's residents should have access to quality parks and recreational facilities, just as residents in other communities do?



❖ I would never vote for a tax increase, no matter what it would be used for.



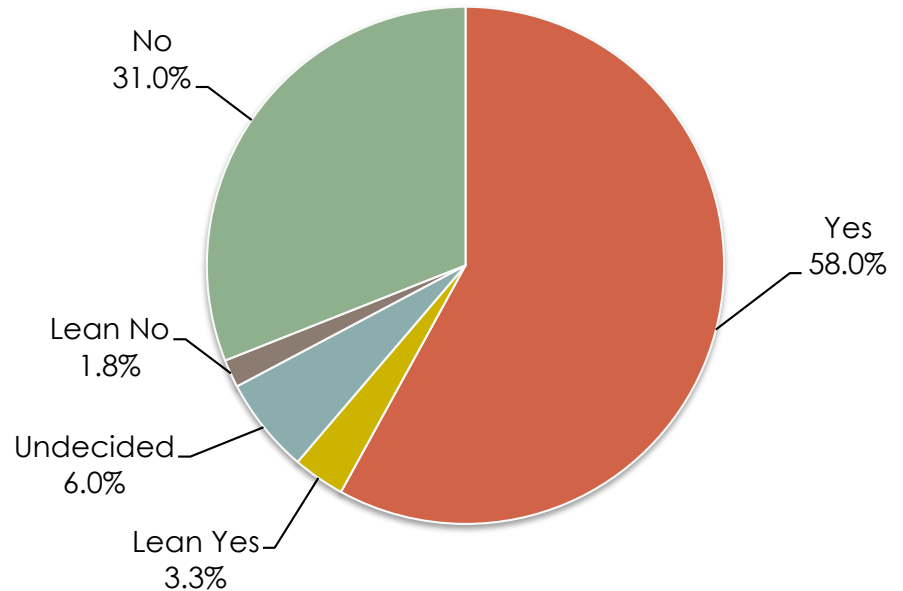
Ballot Measure (Pre-Benchmark)

Support for measure is below the 2/3rds threshold

Tehachapi Valley Rec. and Park District

- ❖ At this time, the Tehachapi Parks and Rec. is looking to make improvements to the recreational facilities and parks and is considering placing a bond measure before voters in your community on an upcoming ballot. If the election were held today, would you vote YES in favor of the measure or would you vote NO to oppose the measure?

“To improve parks and recreation for children, families and senior citizens with funding that cannot be taken by the state; upgrade and renovate existing parks, construct a community and aquatic center; build new restrooms; and make safety and security improvements; shall Tehachapi Valley Recreation & Park District issue \$43,000,000 of bonds at legal rates, generating on average \$2,400,000 annually as long as bonds are outstanding at a rate of approximately 4 cents per \$100 assessed value, with NO money for salaries and all money staying local?”



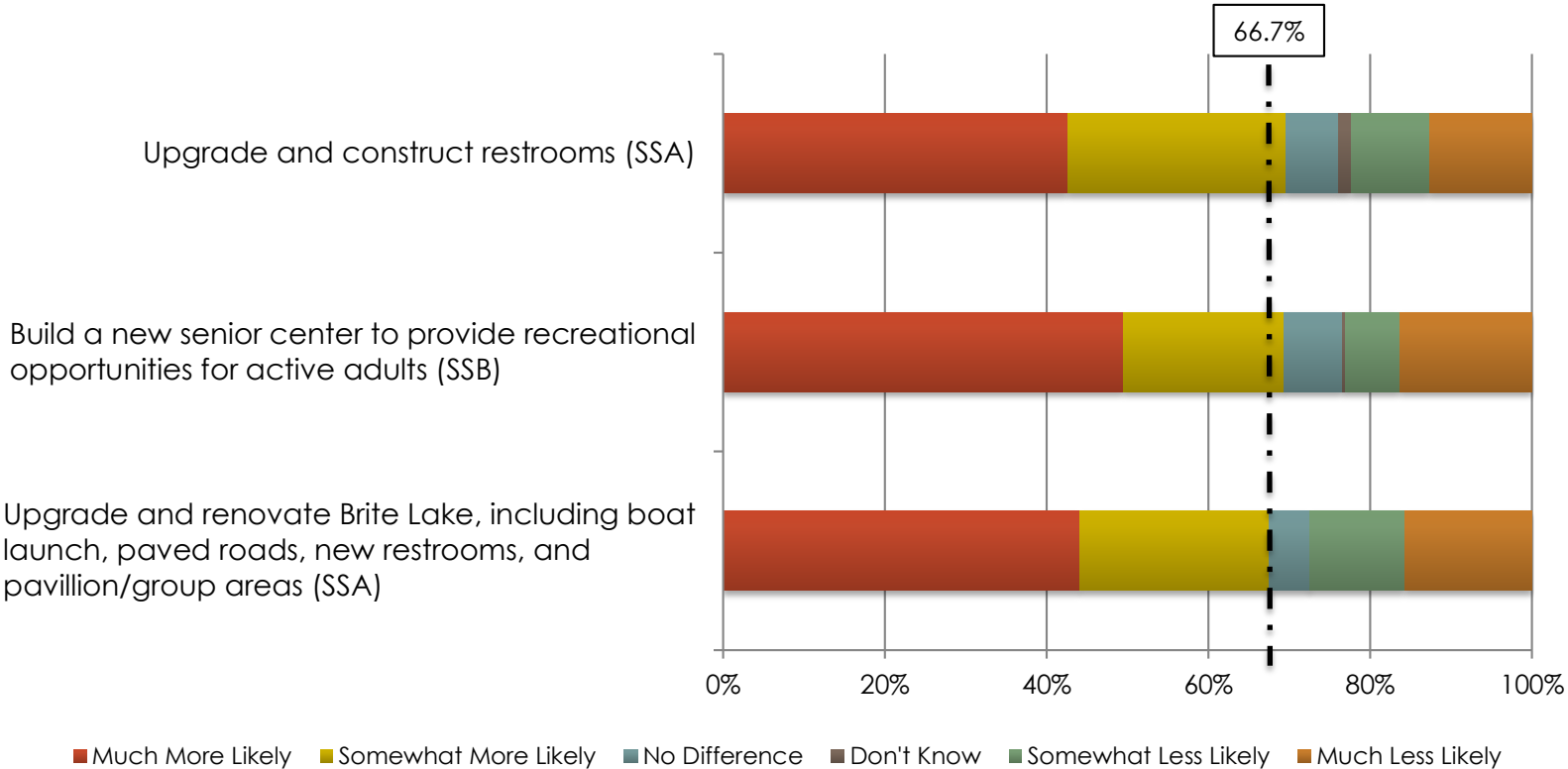
G.O. Bond Projects

G.O. Bond Project

The following projects received over 66.7% support

Tehachapi Valley Rec. and Park District

- ❖ For each project, please tell me whether it would make you More Likely or Less Likely to vote in favor of the measure if you knew funds would be used to:

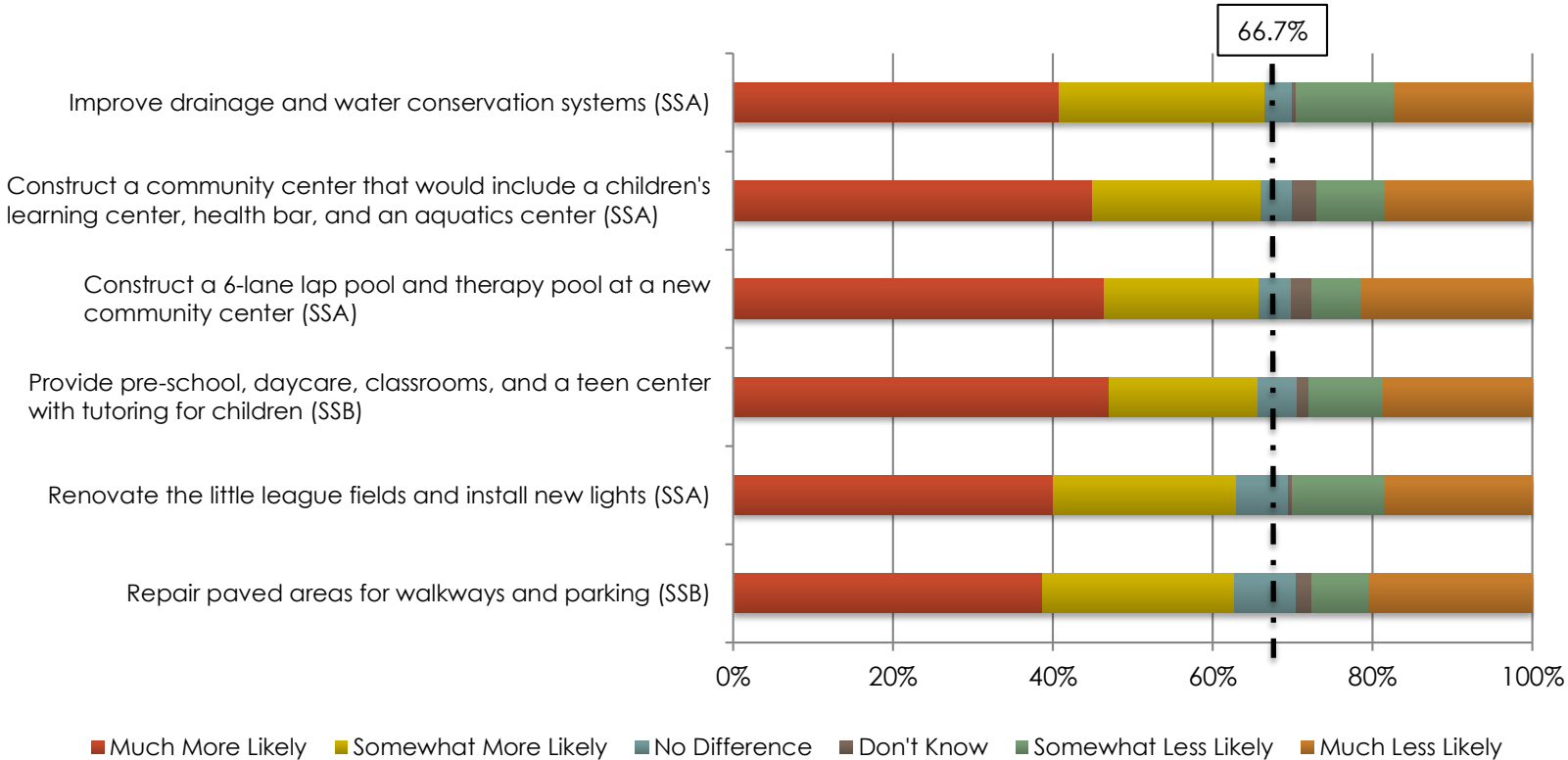


G.O. Bond Project

The following projects received over 60.0% support

Tehachapi Valley Rec. and Park District

❖ For each project, please tell me whether it would make you More Likely or Less Likely to vote in favor of the measure if you knew funds would be used to:

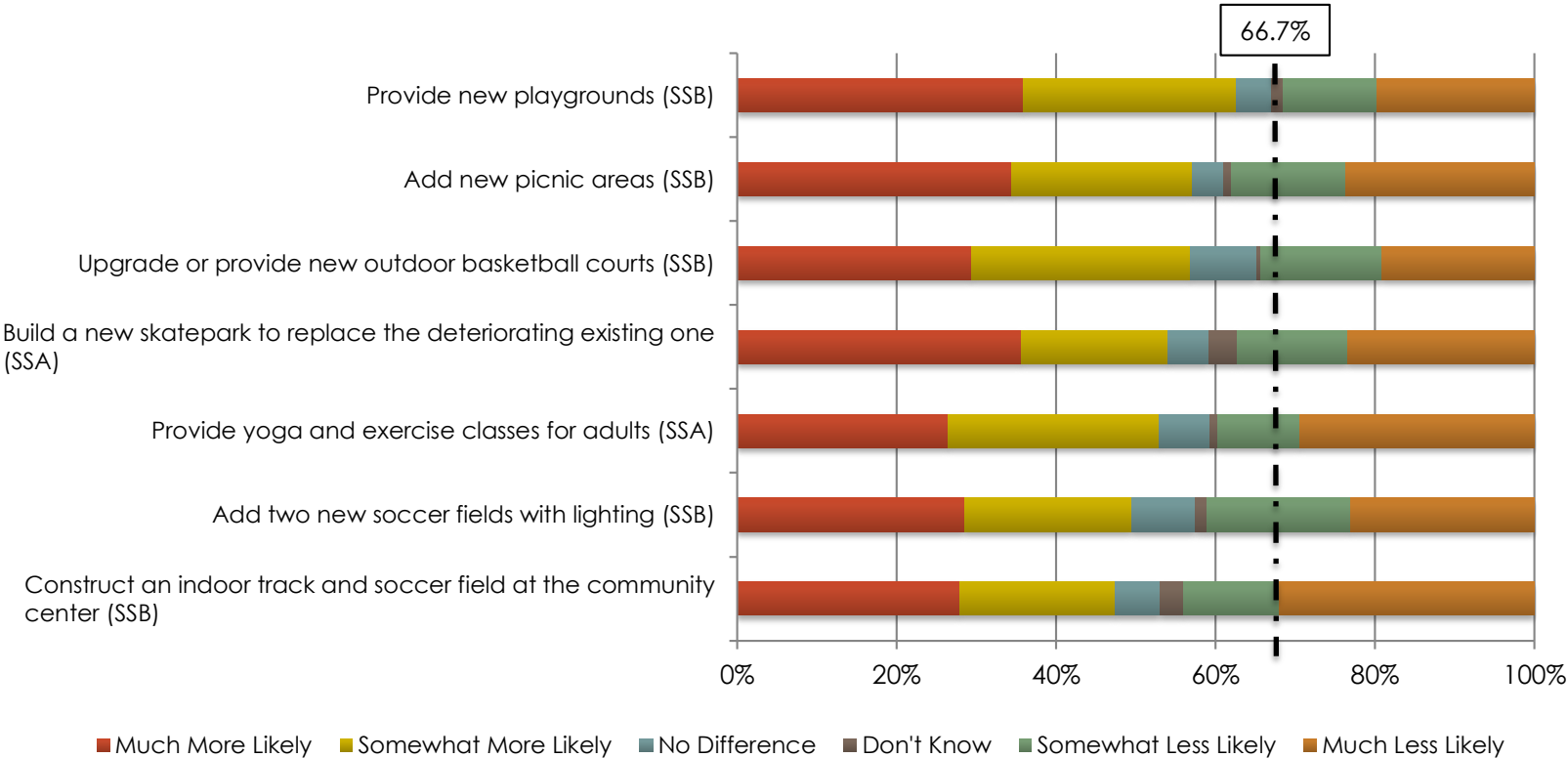


G.O. Bond Project

Most projects below received below 60.0% support

Tehachapi Valley Rec. and Park District

❖ For each project, please tell me whether it would make you More Likely or Less Likely to vote in favor of the measure if you knew funds would be used to:



Tax Tolerances

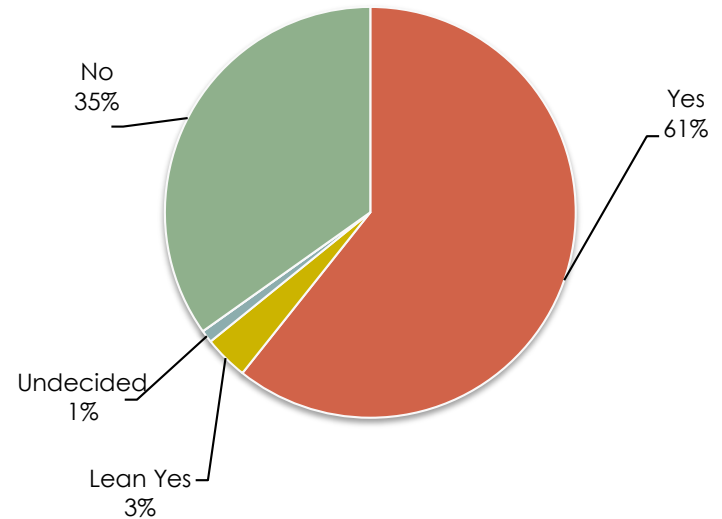
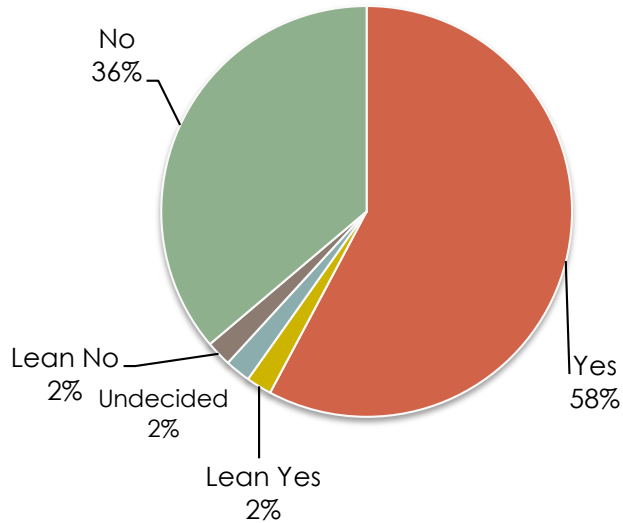
There is tax rate sensitivity at the \$39/year tax rate

Tehachapi Valley Rec. and Park District

- ❖ If the proposed measure would cost property owners \$39.00 per \$100,000 of assessed valuation per year/\$3.25 per \$100,000 of assessed valuation per month, would you vote “yes” in Favor of or “no” to Oppose the measure?

*SSA: \$39.00/year

*SSB: \$3.25/month



*Split sample (SS) question – 50% of voters surveyed were asked version 1 and 50% were asked version 2

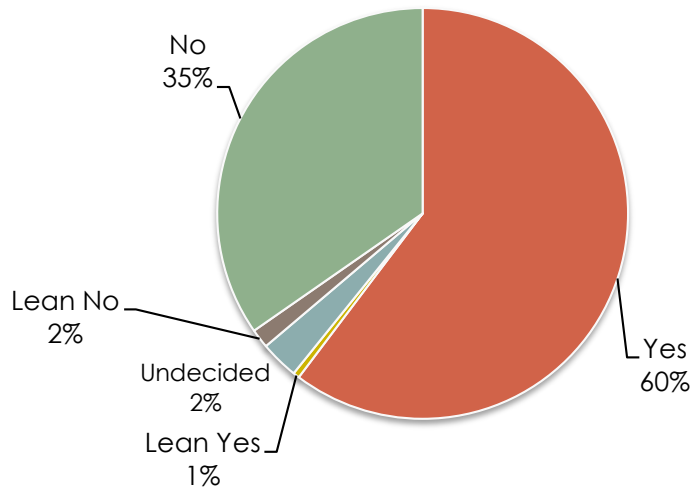
Tax Tolerances

There is below 66.7% support for \$29/year tax rate

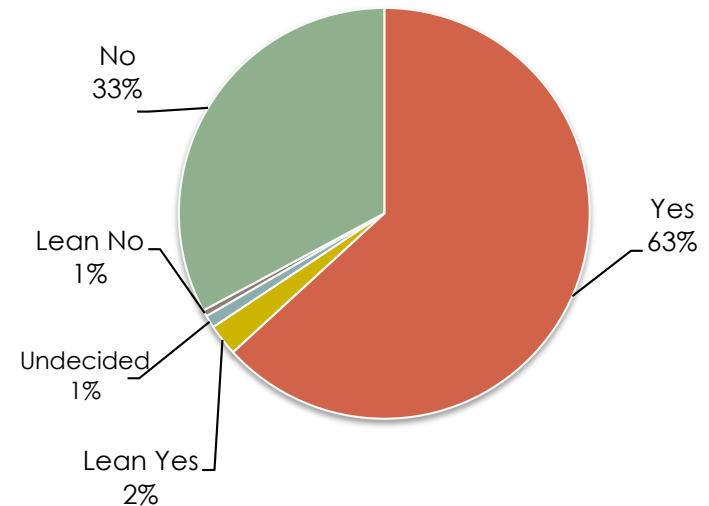
Tehachapi Valley Rec. and Park District

- ❖ If the proposed measure would cost property owners \$29.00 per \$100,000 of assessed valuation per year/\$2.40 per \$100,000 of assessed valuation per month, would you vote “yes” in Favor of or “no” to Oppose the measure?

*SSA: \$29.00/year



*SSB: \$2.40/month



*Split sample (SS) question – 50% of voters surveyed were asked version 1 and 50% were asked version 2

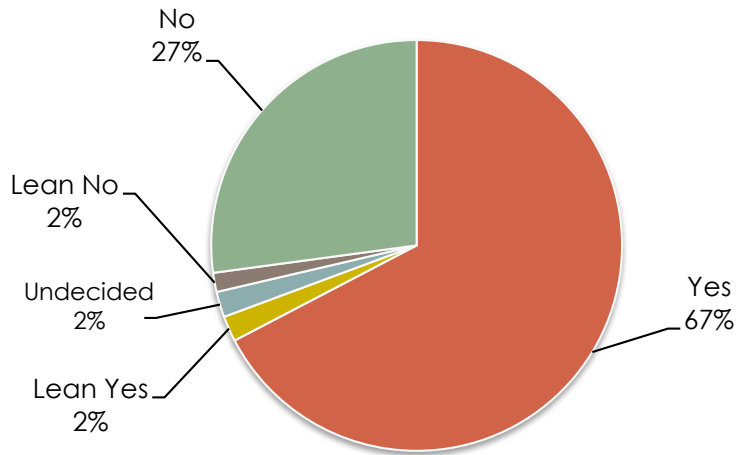
Tax Tolerances

There is over 66.7% support for \$19/year tax rate

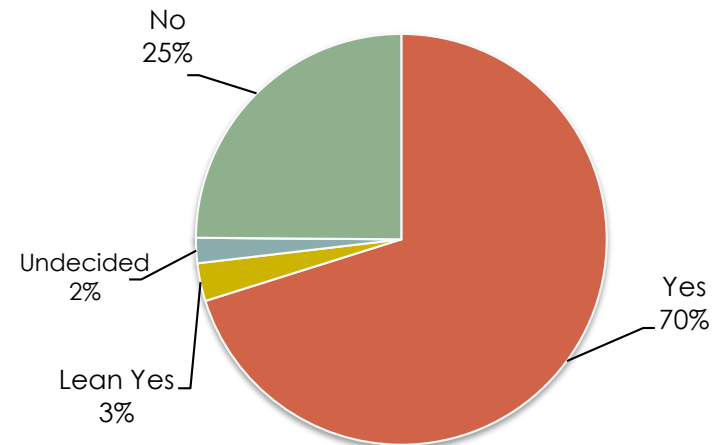
Tehachapi Valley Rec. and Park District

- ❖ If the proposed measure would cost property owners \$19.00 per \$100,000 of assessed valuation per year/\$1.50 per \$100,000 of assessed valuation per month, would you vote “yes” in Favor of or “no” to Oppose the measure?

*SSA: \$19.00/year



*SSB: \$1.50/month



*Split sample (SS) question – 50% of voters surveyed were asked version 1 and 50% were asked version 2

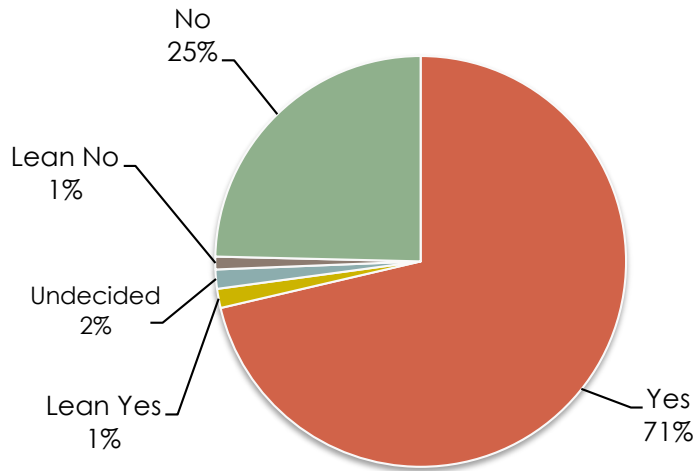
Tax Tolerances

There is over 66.7% support for \$12/year tax rate

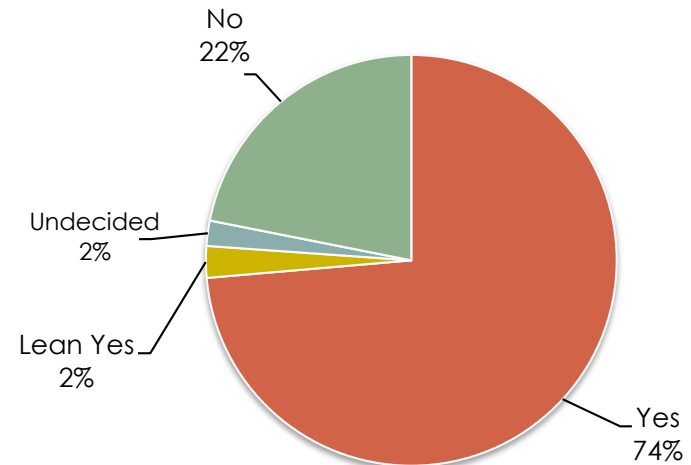
Tehachapi Valley Rec. and Park District

- ❖ If the proposed measure would cost property owners \$12.00 per \$100,000 of assessed valuation per year/\$1.00 per \$100,000 of assessed valuation per month, would you vote “yes” in Favor of or “no” to Oppose the measure?

*SSA: \$12.00/year



*SSB: \$1.00/month



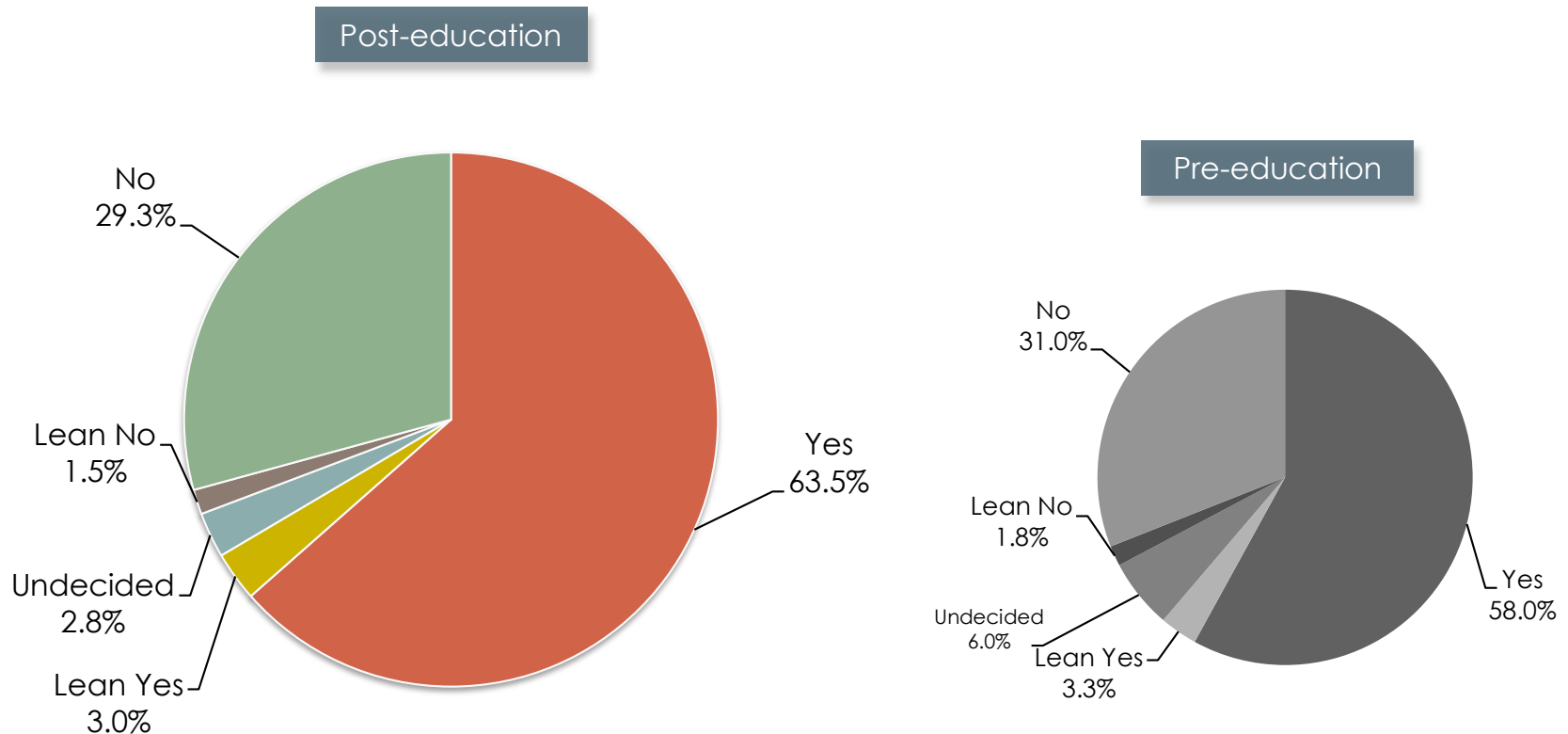
*Split sample (SS) question – 50% of voters surveyed were asked version 1 and 50% were asked version 2

Ballot Measure (Post-education)

Support increased after voter education

Tehachapi Valley Rec. and Park District

- ❖ Now that you have heard some more information regarding the proposed measure, projects, and cost, if the election were held today, would you vote YES in favor of the measure or would you vote NO to oppose the measure?



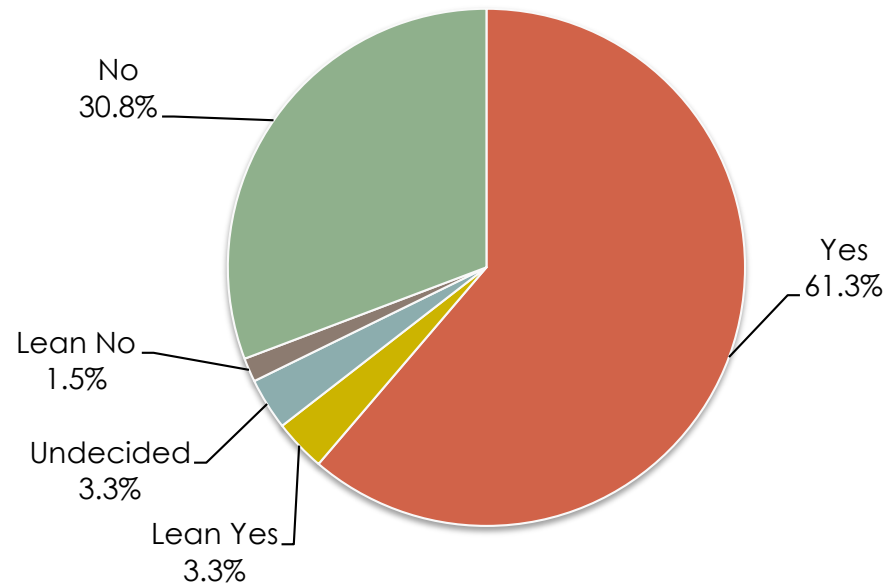
Parcel Tax Measure

Support for measure is below the required 2/3rds vote

Tehachapi Valley Rec. and Park District

- ❖ In partnership with a possible bond to improve parks and facilities including the new community center, the District is also considering a parcel tax to operate and maintain the community center on a future ballot. The parcel tax would ensure that the District can operate the community center and minimize or eliminate the need for user fees. . If the election were held today, would you vote YES in favor of the measure or would you vote NO to oppose the measure?

"To support the operation and maintenance of local recreation and parks and to provide funding for the new community center including the pool, daycare and pre-school, athletic and exercise programs, and utilities; shall Tehachapi Valley Recreation & Park District be authorized to levy \$19 per parcel annually for four years raising approximately \$300,000/year, provide a senior citizens' exemption, and require all funds to be spent locally?"



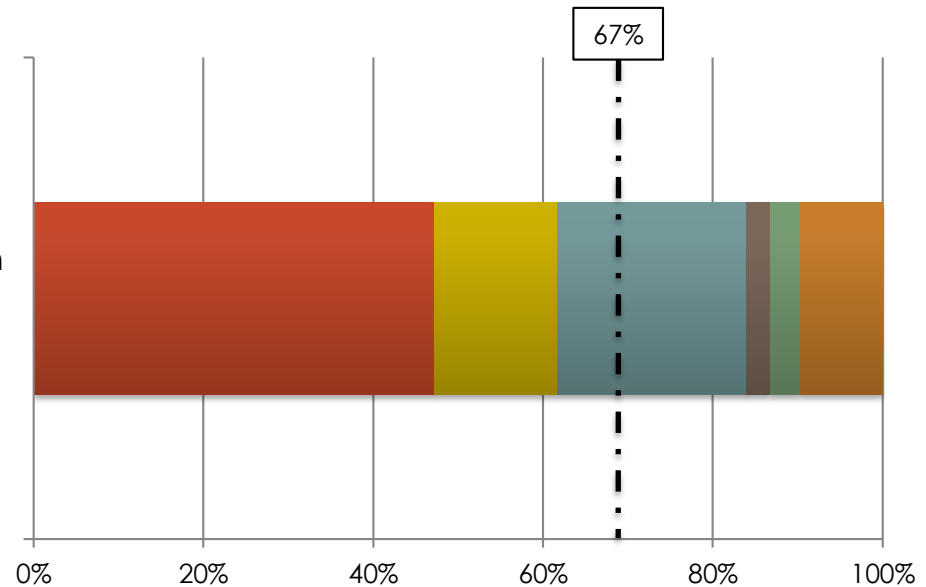
Additional Questions

Voters like senior exemption

Tehachapi Valley Rec. and Park District

❖ Well, what if you knew that:

Senior citizens could receive an exemption and would not have to pay for the parcel tax



■ Much More Likely ■ Somewhat More Likely ■ No Difference ■ Don't Know ■ Somewhat Less Likely ■ Much Less Likely

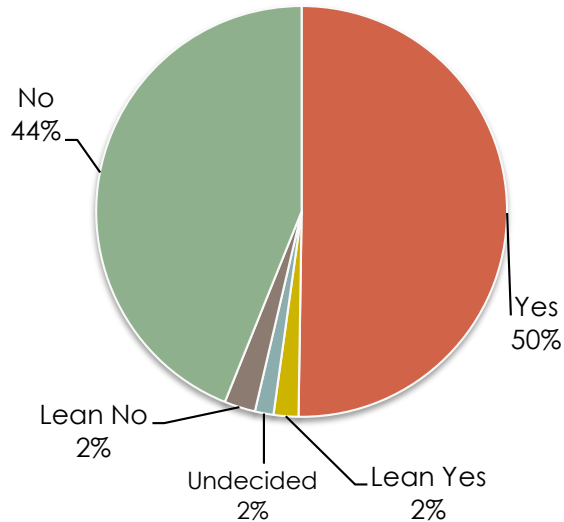
Tax Tolerances

There is tax rate sensitivity at the \$29/year tax rate

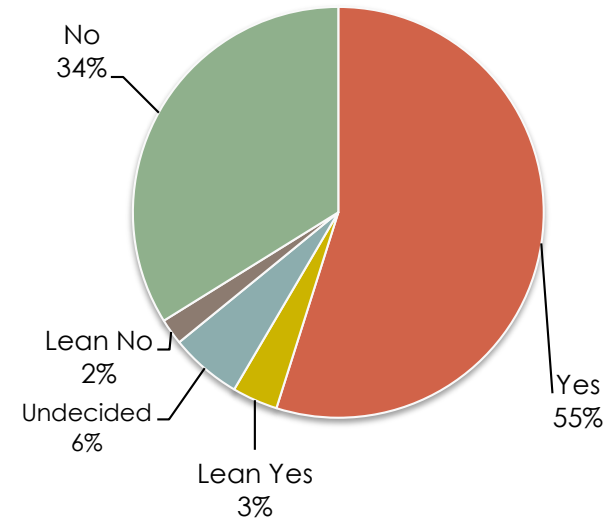
Tehachapi Valley Rec. and Park District

- ❖ If the proposed measure would cost property owners \$29.00 per parcel per year for 4 years/8 years, would you vote “yes” in Favor of or “no” to Oppose the measure?

*SSA: 4 years



*SSB: 8 years



*Split sample (SS) question – 50% of voters surveyed were asked version 1 and 50% were asked version 2

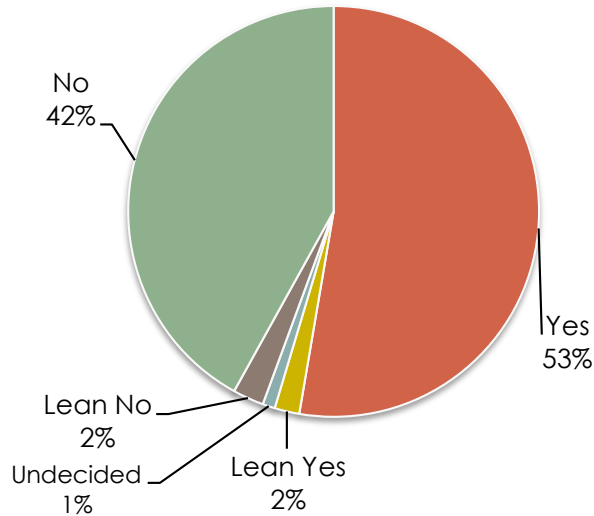
Tax Tolerances

There is tax rate sensitivity at the \$24/year tax rate

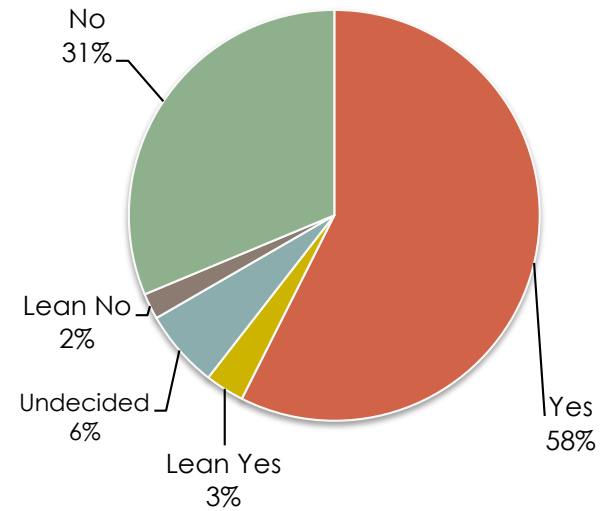
Tehachapi Valley Rec. and Park District

- ❖ If the proposed measure would cost property owners \$24.00 per parcel per year for 4 years/8 years, would you vote “yes” in Favor of or “no” to Oppose the measure?

*SSA: 4 years



*SSB: 8 years



*Split sample (SS) question – 50% of voters surveyed were asked version 1 and 50% were asked version 2

Tax Tolerances

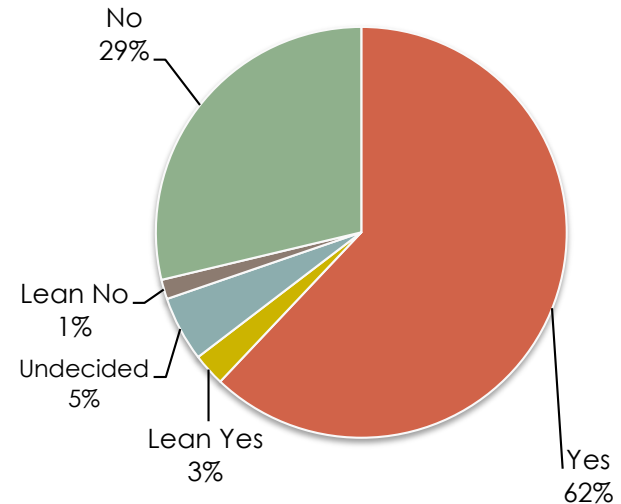
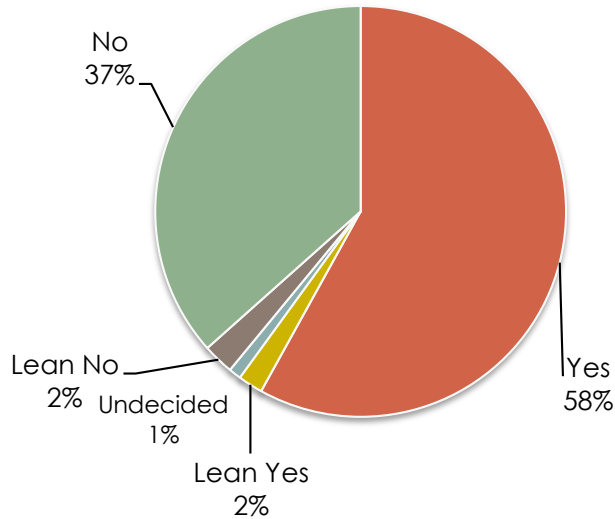
There is tax rate sensitivity at the \$19/year tax rate

Tehachapi Valley Rec. and Park District

- ❖ If the proposed measure would cost property owners \$19.00 per parcel per year for 4 years/8 years, would you vote “yes” in Favor of or “no” to Oppose the measure?

*SSA: 4 years

*SSB: 8 years



*Split sample (SS) question – 50% of voters surveyed were asked version 1 and 50% were asked version 2

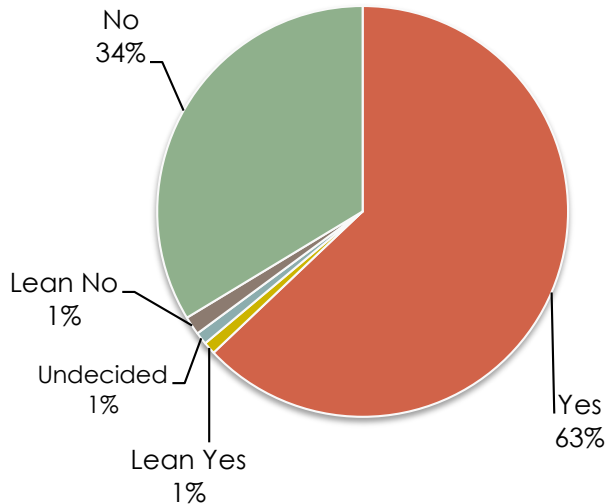
Tax Tolerances

Voters were supportive of \$12 tax rate for 8 years

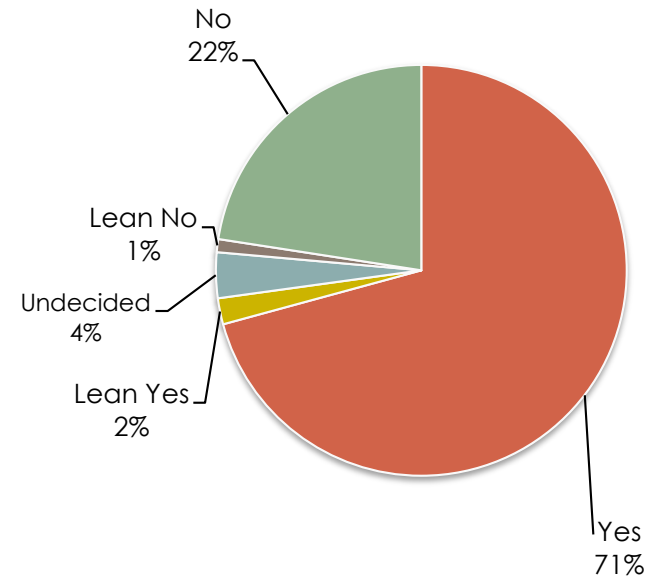
Tehachapi Valley Rec. and Park District

- ❖ If the proposed measure would cost property owners \$12.00 per parcel per year for 4 years/8 years, would you vote “yes” in Favor of or “no” to Oppose the measure?

*SSA: 4 years



*SSB: 8 years



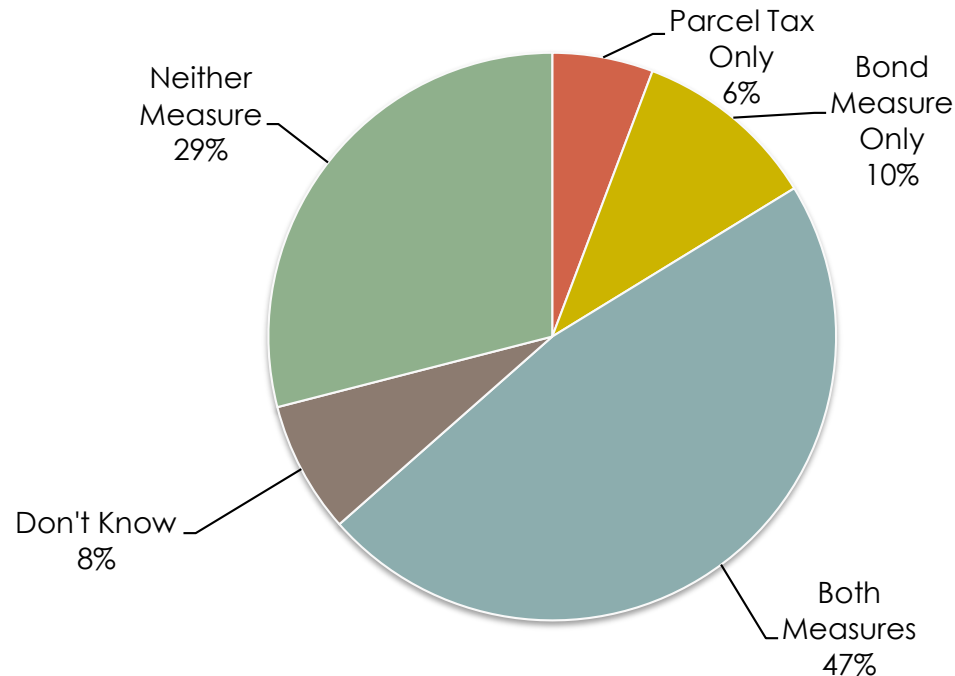
*Split sample (SS) question – 50% of voters surveyed were asked version 1 and 50% were asked version 2

Parcel Tax or G.O. Bond Measure?

Majority of voters would support both measures

Tehachapi Valley Rec. and Park District

- ❖ In addition to the BOND measure that would provide funding to upgrade, renovate, and construct parks and recreation facilities, there is discussion to place on the same ballot a PARCEL TAX measure that would provide funding for the operation and maintenance of the parks and rec facilities. If the election were held today and both the BOND measure and PARCEL TAX measures were on the same ballot would you vote for...

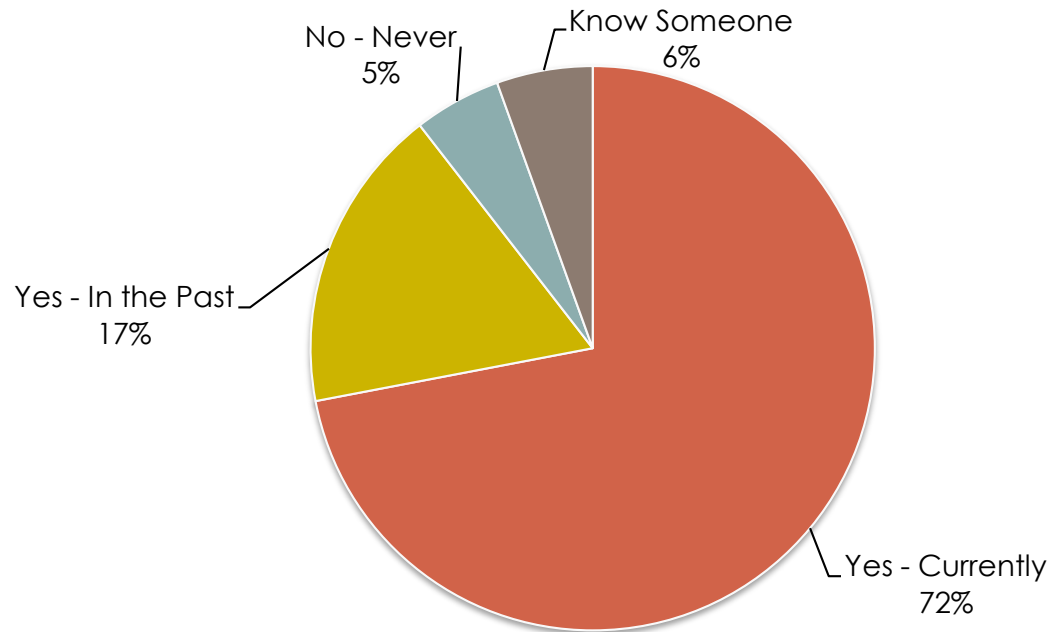


General Question

Most voters currently use facilities

Tehachapi Valley Rec. and Park District

- ❖ Do you use any of the parks or recreational facilities or services provided by the Tehachapi Valley Recreation and Park District?



Conclusions and Recommendations

Conclusions and Recommendations

Majority of voters believe in more funding

Tehachapi Valley Rec. and Park District

- ❖ Support for a bond measure before voter education was 58.0% (3.3% Lean Yes), with 6.0% Undecided; after information, support was 63.5% (3.0% Lean Yes), with 2.8% Undecided.
- ❖ Some projects tested received 70.0% voter support or above.
- ❖ Voters were sensitive of the tax rates tested, but support increased with lower rates.
- ❖ Support for a parcel tax measure was 61.3% (3.3% Lean Yes), with 3.3% Undecided.
- ❖ Voters were sensitive to tax rates and terms tested.
- ❖ Support is near the 2/3rds voter approval threshold; we recommend the District to continue to reach out to and educate the community, and consider placing a bond measure on the November 2018 ballot.