

CITY OF WILDOMAR CITY COUNCIL

6:30 P.M. – SPECIAL MEETING

JULY 31, 2012
Council Chambers
23873 Clinton Keith Road



Ben Benoit, Mayor
Timothy Walker, Mayor Pro Tem
Bob Cashman, Council Member
Bridgette Moore, Council Member
Marsha Swanson, Council Member

Frank Oviedo
City Manager

Thomas D. Jex
City Attorney

CALL TO ORDER – 6:30 P.M.

ROLL CALL

PUBLIC COMMENTS

1.0 GENERAL BUSINESS

- 1.1 **Results of Community Survey on Saving Wildomar Community Parks**
RECOMMENDATION: Receive survey results and provide Staff with direction to prepare for a potential November, 2012 Measure, if so desired.

2.0 PUBLIC HEARINGS

- 2.1 **Wildomar Community Parks**
RECOMMENDATION: Staff recommends that the City Council continue this item to the regularly scheduled City Council meeting of August 8, 2012.

ADJOURN THE CITY COUNCIL

If requested, the agenda and backup materials will be made available in appropriate alternative formats to persons with a disability, as required by Section 202 of the Americans With Disabilities Act of 1990 (42 U.S.C. Sec. 12132), and the federal rules and regulations adopted in implementation thereof.

Any person that requires a disability-related modification or accommodation, including auxiliary aids or services, in order to participate in the public meeting, may request such modification, accommodation, aid or service by contacting the City Clerk either in person or by phone at 951/677-7751, no later than 10:00 a.m. on the day preceding the scheduled meeting.

I, Debbie A. Lee, Wildomar City Clerk, do certify that on July 27, 2012, by 6:00 p.m., a true and correct copy of this agenda was posted at the three designated posting locations:

Wildomar City Hall, 23873 Clinton Keith Road,
U.S. Post Office, 21392 Palomar Street,
Mission Trail Library, 34303 Mission Trail Blvd.



Debbie A. Lee, CMC
City Clerk

CITY OF WILDOMAR - CITY COUNCIL
Agenda Item #1.1
GENERAL BUSINESS
Meeting Date: July 31, 2012

TO: Mayor and City Council Members
FROM: Frank Oviedo, City Manager
SUBJECT: Results of Community Survey on Saving Wildomar Community Parks

STAFF REPORT

RECOMMENDATION:

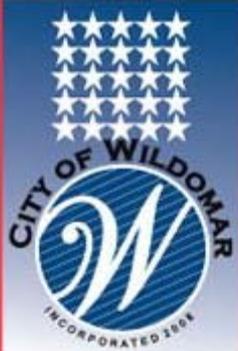
Receive survey results and provide Staff with direction to prepare for a potential November, 2012 Measure, if so desired.

DISCUSSION:

At the June 27, 2012 City Council meeting the Council directed Staff to proceed with commissioning an, independent, statistically valid community survey of Wildomar residents to assess park funding priorities and gauge community interest in placing a measure on the November 6, 2012 ballot to save Wildomar community parks.

The interviews have been completed and the results are being compiled for a presentation by the City's experts. Tonight's presentation is a result of those efforts.

Submitted & Approved by:
Frank Oviedo
City Manager



City Of Wildomar Park Issues Survey

Survey Conducted:
July 17th – July 22nd, 2012

*Fairbank,
Maslin,
Maullin,
Metz &
Associates*

FM3

T H E
LEW
EDWARDS
G R O U P

Project Objectives

- LEG has represented more than 125 public agencies over the past fifteen years, enacting \$27 Billion with a 94% success rate.
- Our Project Objectives were as follows:
 - Objectively and independently assess constituent perspectives
 - Evaluate funding level tolerance
 - Determine whether Saving Wildomar's Parks is a priority for constituents

Viability of Measure to Save Wildomar Community Parks

- There is community interest in a \$28 Measure to Save Wildomar Community Parks and such a measure is definitely viable with the proper preparation and investment.
- The fact that all funds are used locally and cannot be taken by Sacramento is the top scoring Measure component--as are Fiscal Accountability Protections, and should be cited in measure language.
- Wildomar residents clearly value their parks. Key park priorities that must be cited in measure language include: maintaining safe playground equipment and clean public restrooms; restoring safety lighting; and removing graffiti.
- Consistent with Lew Edwards Group “Best Practices,” legally permissible community engagement, outreach and education should be planned for, following placement of the Measure on the ballot in order to preserve Measure viability.

Methodology

- A telephone interviews with 300 voters likely to cast ballots in November 2012
- Interviews conducted July 17th – 22nd, 2012
- Margin of sampling error for the full sample is +/- 5.7%
- Margin of sampling error for half the sample is +/- 6.2%

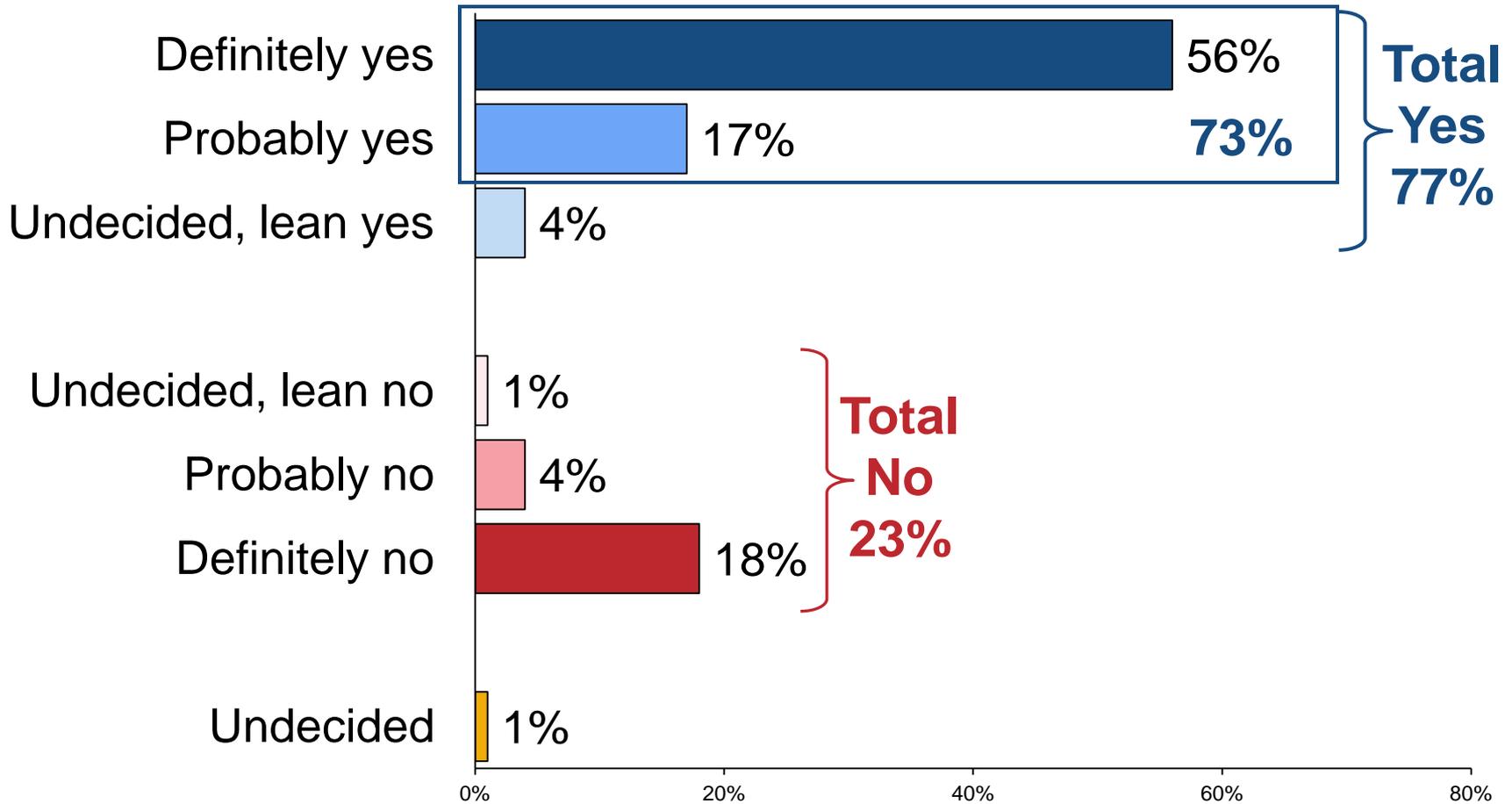
Ballot Title and Summary

Measure to Save Wildomar Community Parks.

To reopen closed community parks, prevent closure of Marna O'Brien Park (the last open City park), restore funding for recreational services and community events, maintain safe playground equipment, clean public restrooms, sports fields, youth and adult recreation programs, restore park security patrols and safety lighting, and remove graffiti; shall the City of Wildomar levy \$28 per parcel annually, with: mandatory annual independent financial audits and citizens oversight, and all funds remaining local?

Our team is currently working with the City Attorney on necessary adjustments to this language.

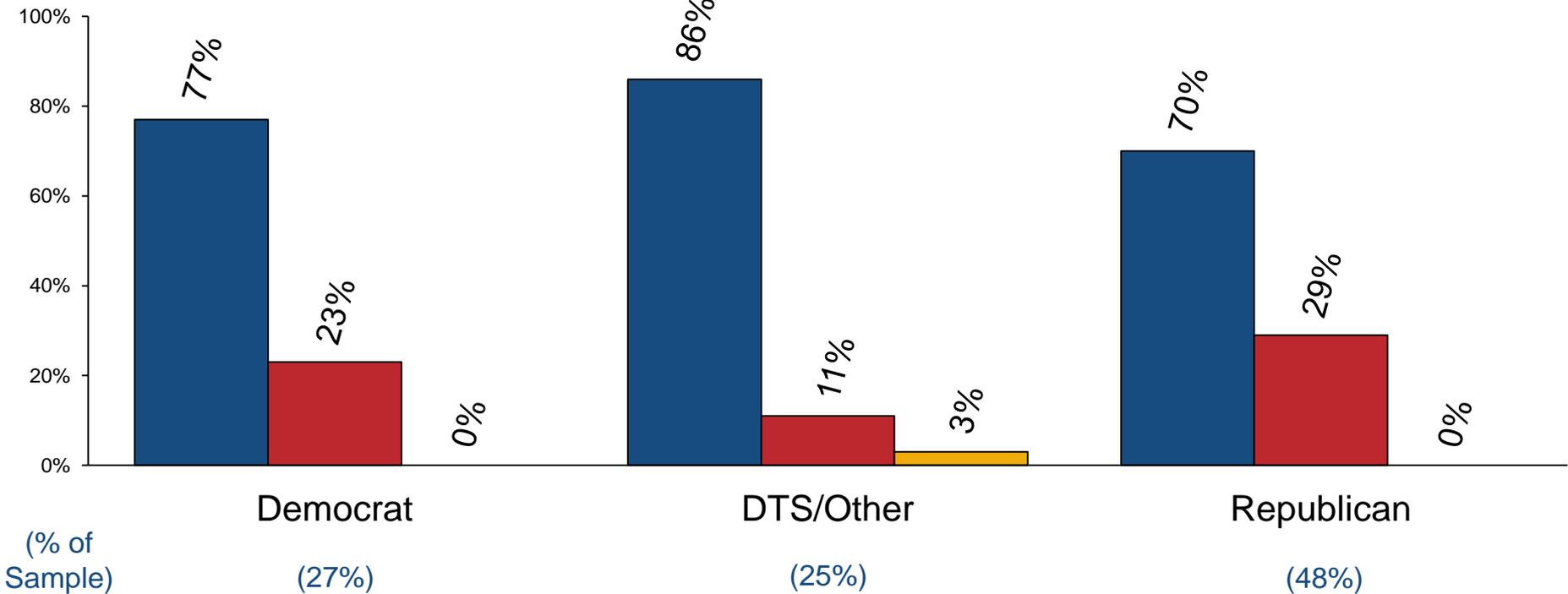
Initial Vote on \$28 Park Measure



Initial Vote on \$28 Park Measure by Demographics

Party

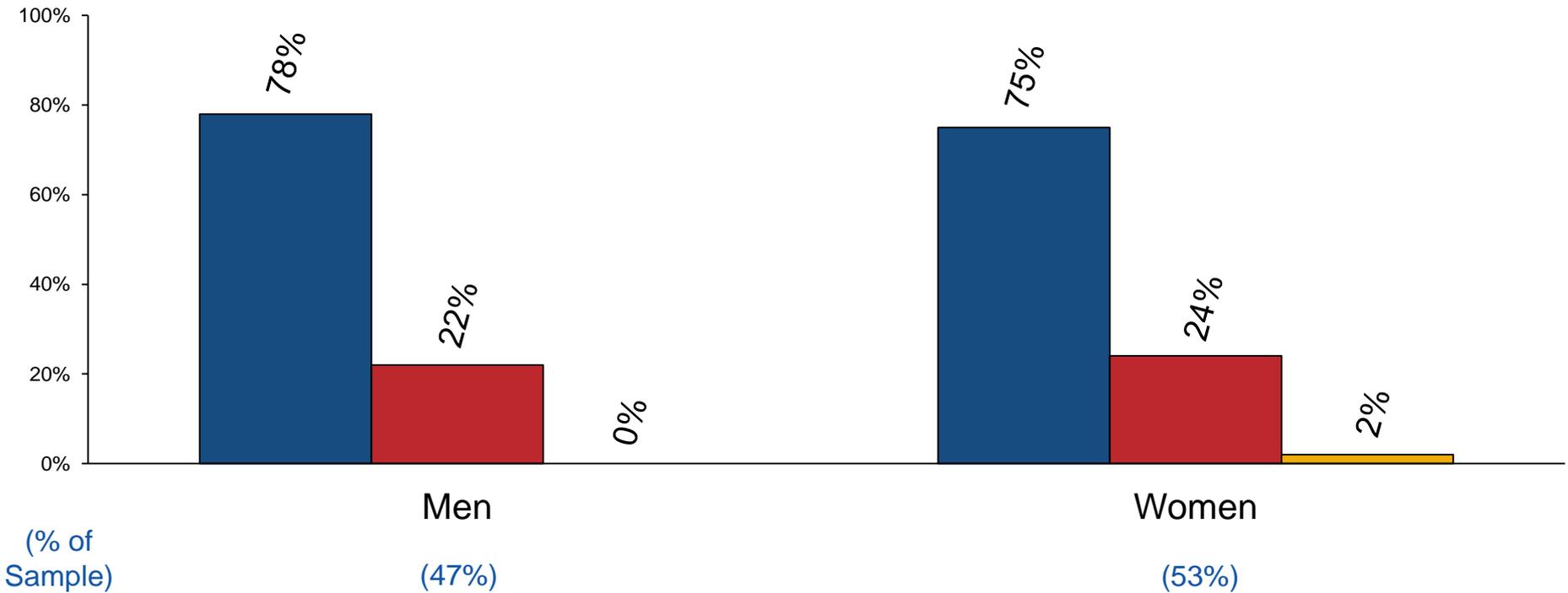
■ Total Yes ■ Total No ■ Undecided



Initial Vote on \$28 Park Measure by Demographics

Gender

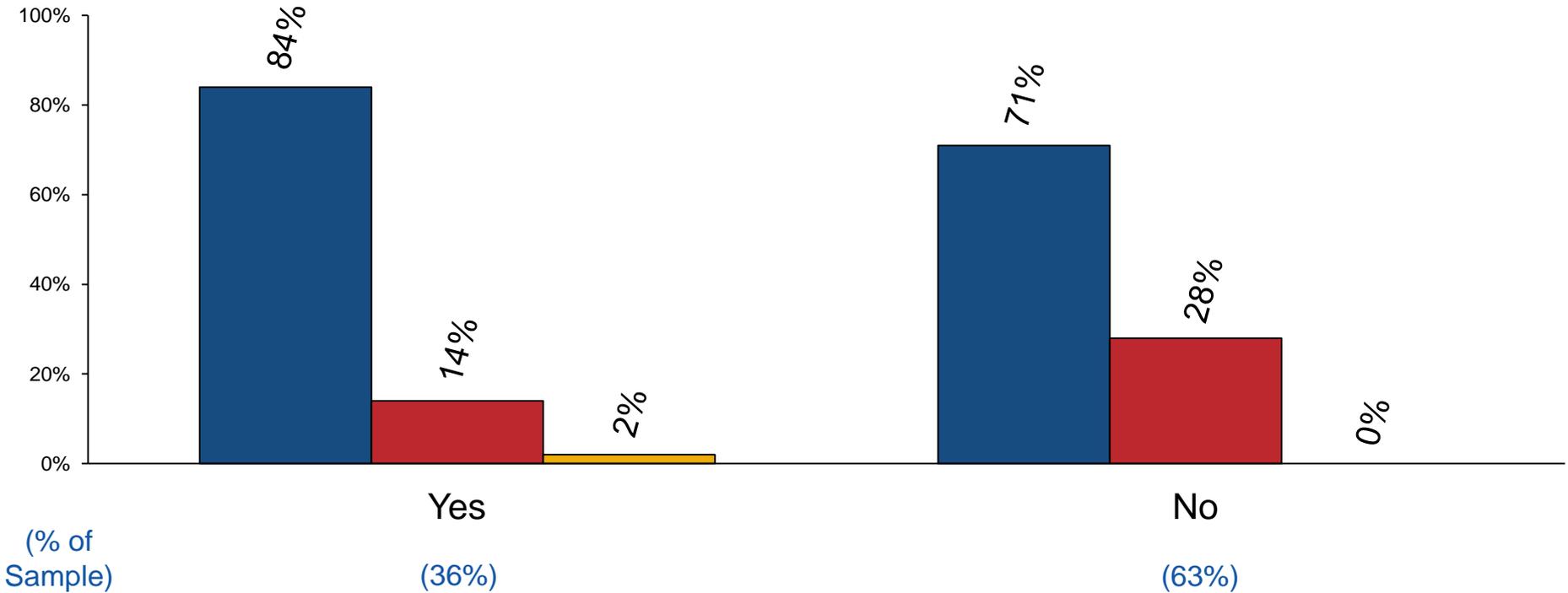
■ Total Yes ■ Total No ■ Undecided



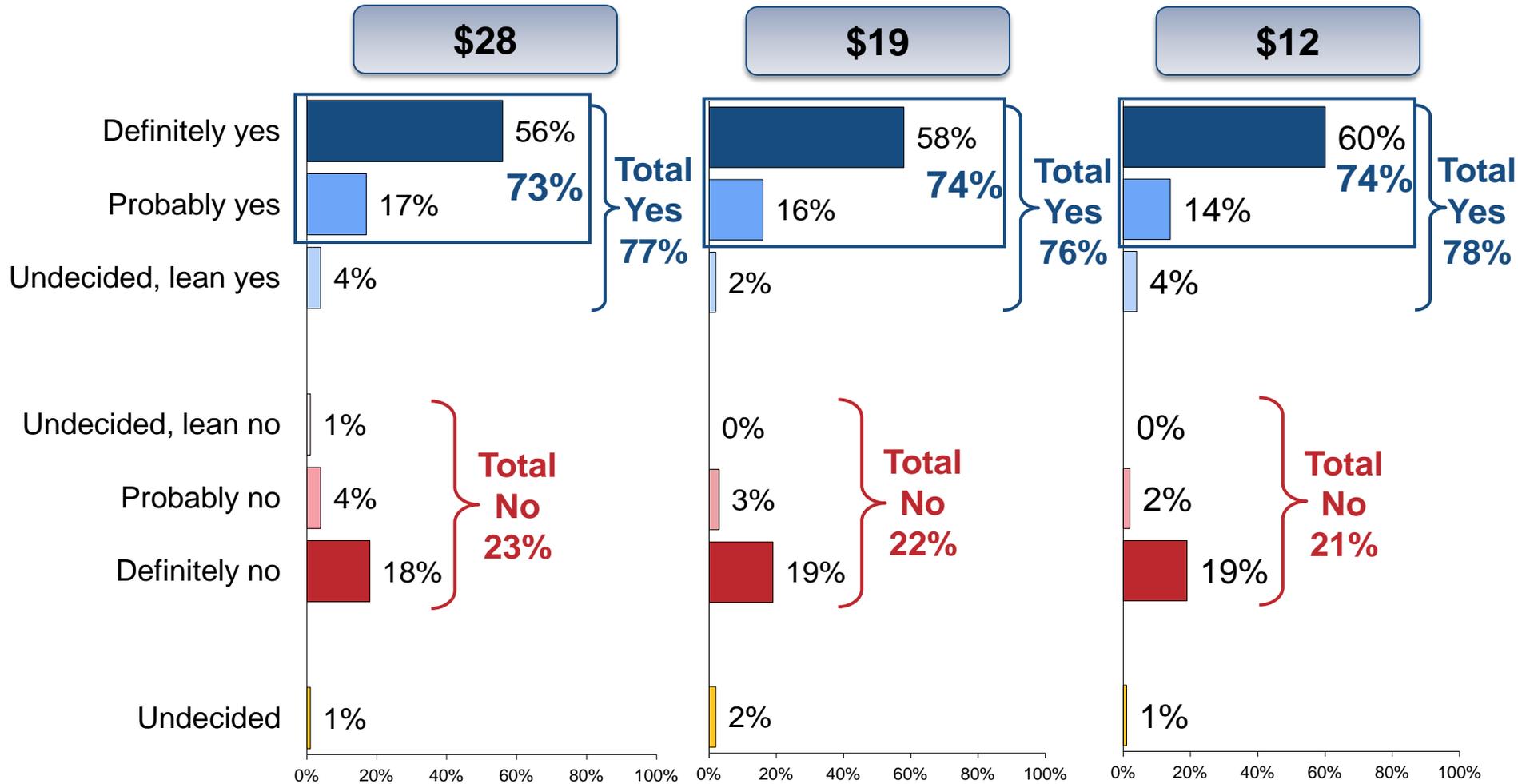
Initial Vote on \$28 Park Measure by Demographics

Children At Home

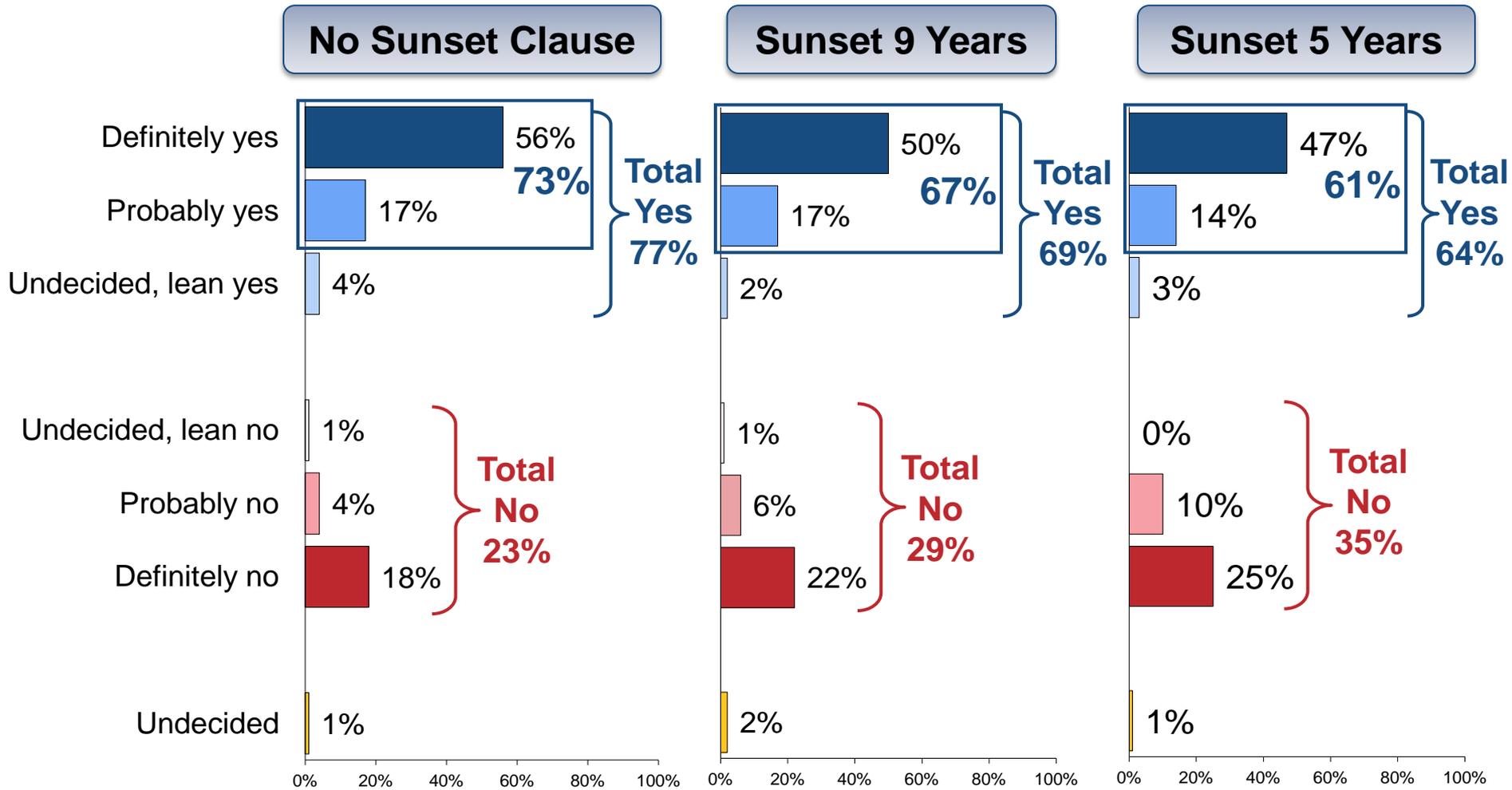
■ Total Yes ■ Total No ■ Undecided



Initial Votes on Park Measure at \$28, \$19 and \$12



Initial Vote at \$28 without Sunset Clause and Votes with Nine and Five Year Sunset Clause

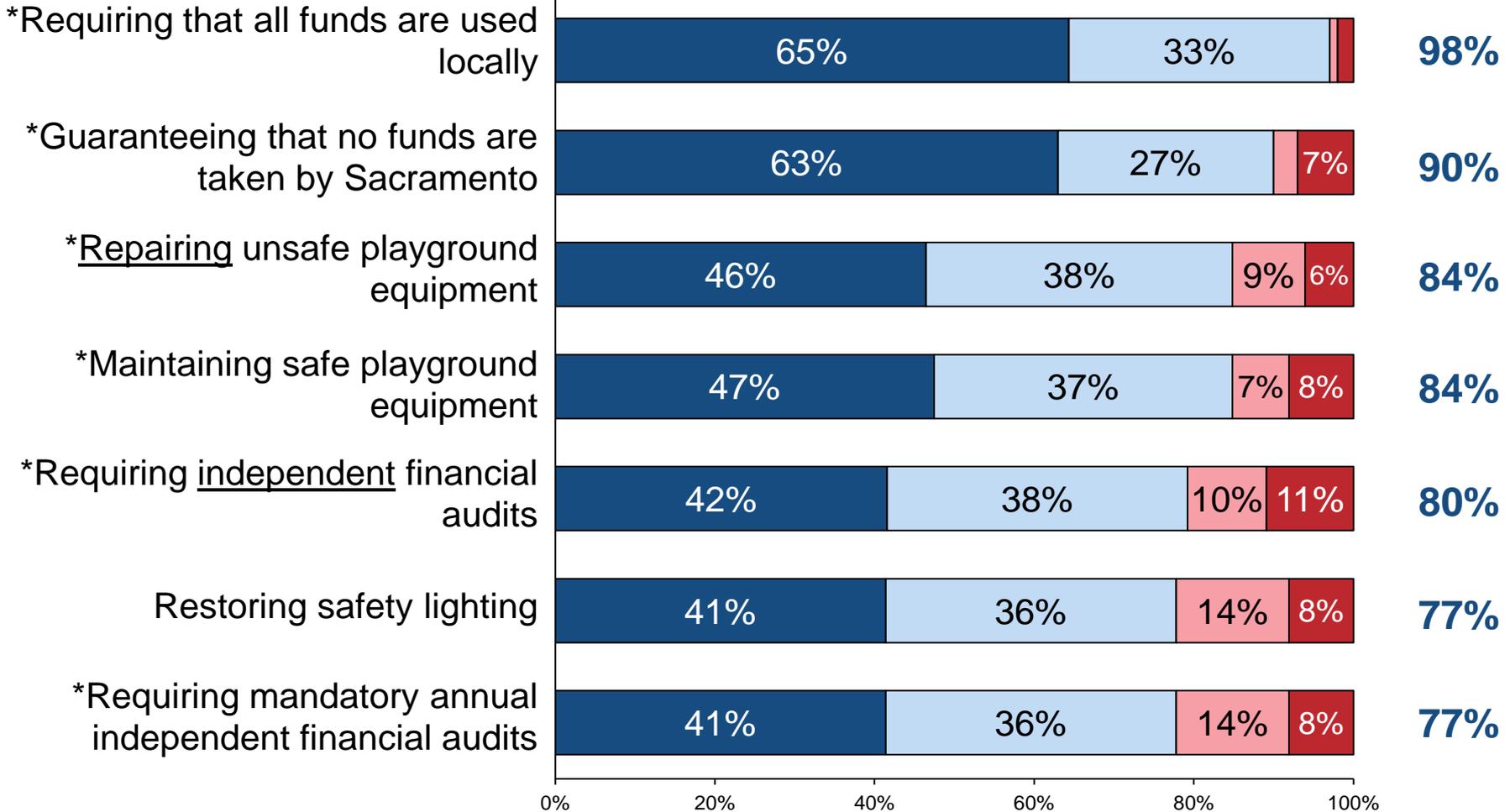


Importance of Park Measure Provisions and Funding Priorities

(Rank by Extremely/Very Important)

Total
Ext./Very
Important

■ Ext. Imp. ■ Very Imp. ■ S.W. Imp. ■ Not Too Imp./DK/NA

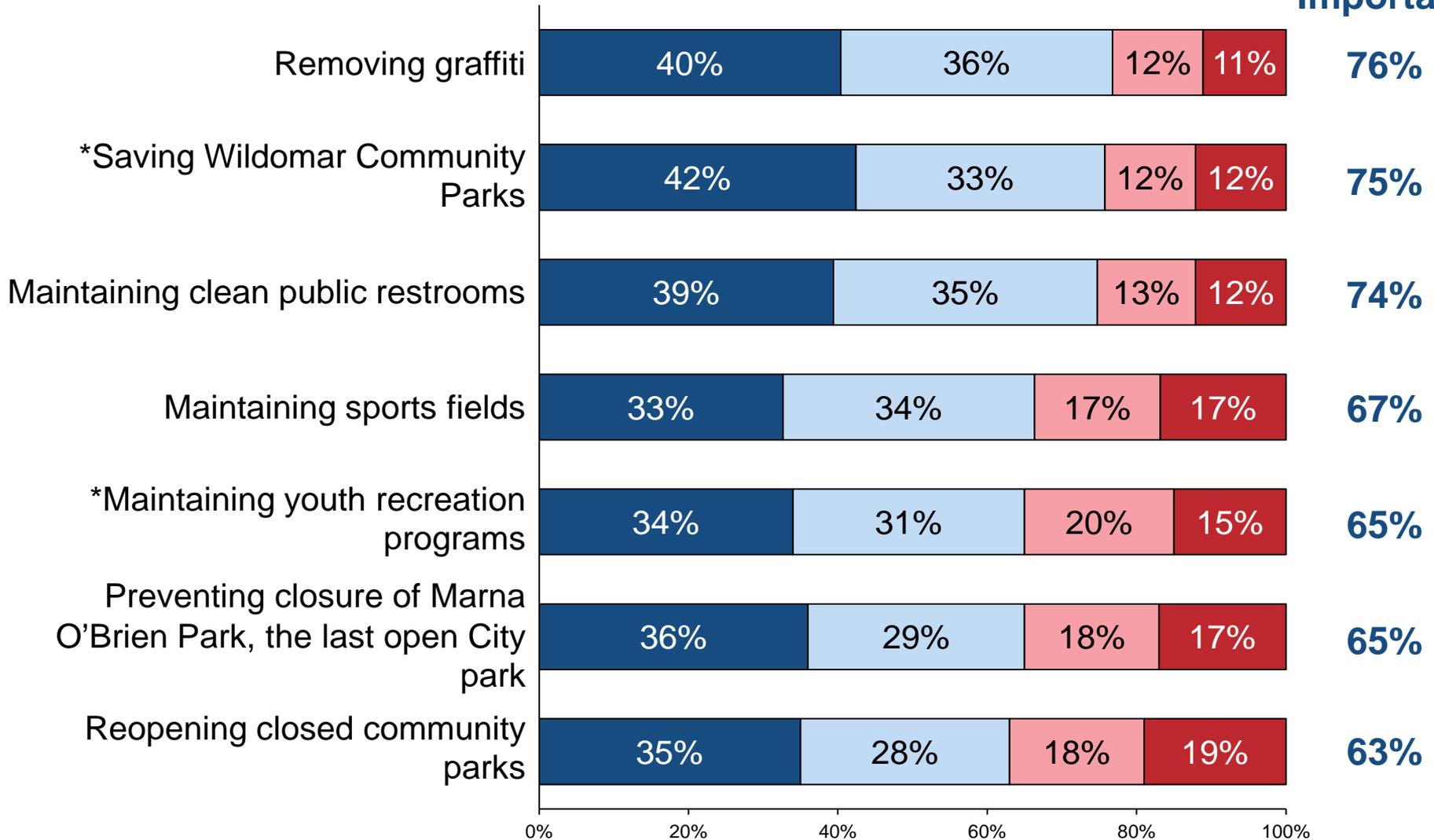


6. The proposed local funding measure has not yet been finalized. I am now going to mention some of the possible provisions and ways the funds from this measure could be spent. Regardless of your opinion of the measure, after I mention each one, please tell me how important that provision or use of funds is to you personally: Is it extremely important, very important, somewhat important, or not too important? *Split Sample

Continued

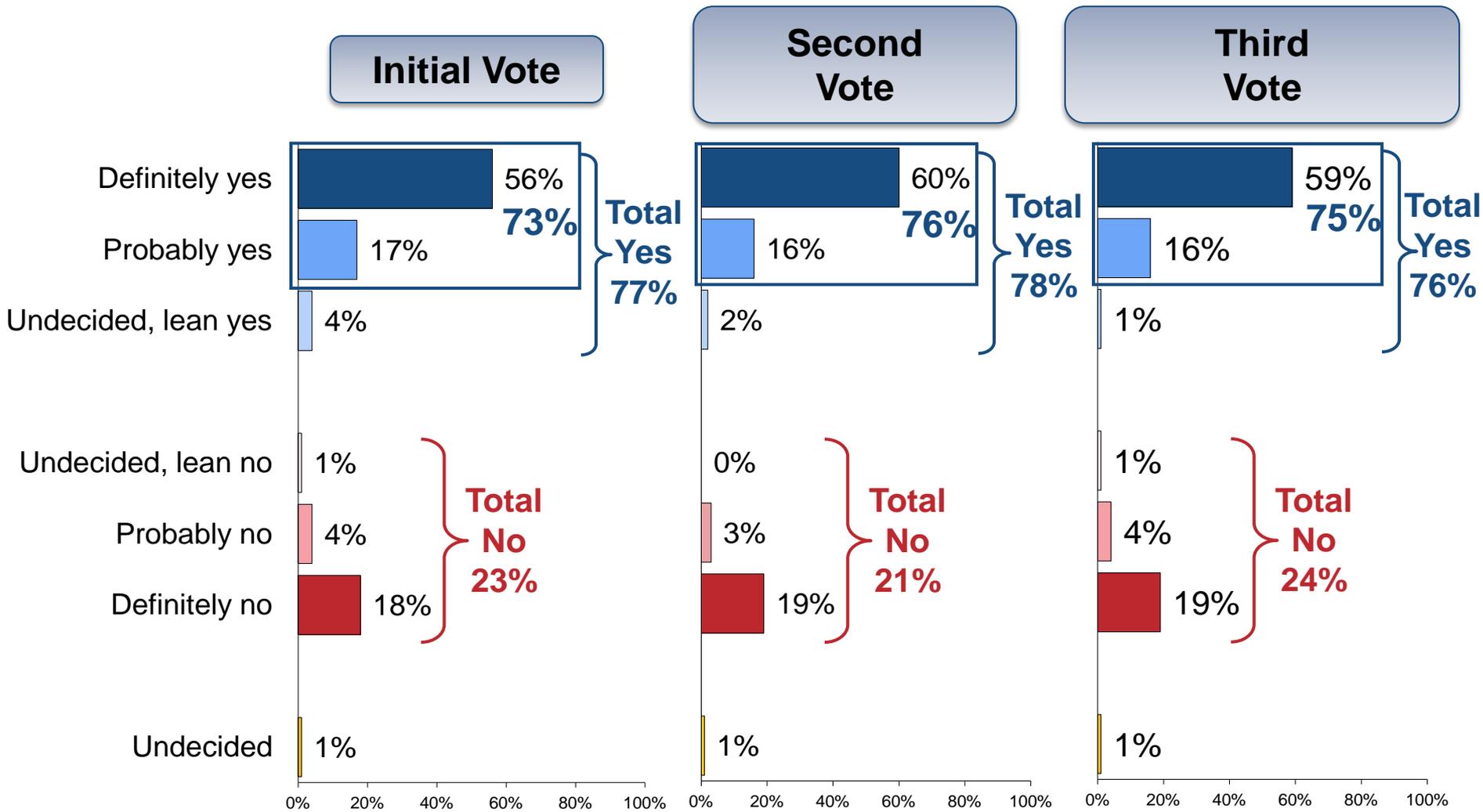
**Total
Ext./Very
Important**

■ Ext. Imp. ■ Very Imp. ■ S.W. Imp. ■ Not Too Imp./DK/NA



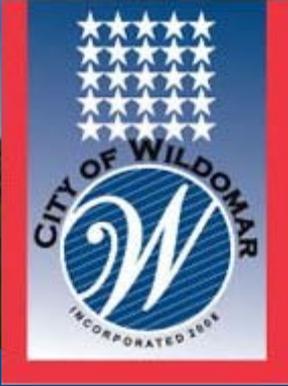
6. The proposed local funding measure has not yet been finalized. I am now going to mention some of the possible provisions and ways the funds from this measure could be spent. Regardless of your opinion of the measure, after I mention each one, please tell me how important that provision or use of funds is to you personally: Is it extremely important, very important, somewhat important, or not too important? *Split Sample

Vote Progression on the \$28 Park Measure



Conclusions

- A Save Wildomar Community Parks Measure to support park services and programs is viable at the \$28 level.
- Fiscal Accountability Safeguards such as Independent Financial Audits are highly important to maintain/maximize viability. Additionally we must cite the fact that:
 - All funds from the measure will be used locally and cannot be taken by Sacramento.
 - Without the Measure, Wildomar will close Marna O'Brien Park – permanently leaving Wildomar without a single city park.
 - Community parks provide healthy alternatives that keep kids off the streets and away from the temptation of gangs, drugs, graffiti and vandalism.



Questions/Answers

For more information, contact:

John Fairbank Nicole Willcoxon

*Fairbank,
Maslin,
Maullin,
Metz &
Associates*

FM3

*Public Opinion Research
& Strategy*

**2425 Colorado Ave., Suite 180
Santa Monica, CA 90404
Phone (310) 828-1183
Fax (310) 453-6562
John@FM3research.com
Nicole@FM3research.com**

Dave Mason

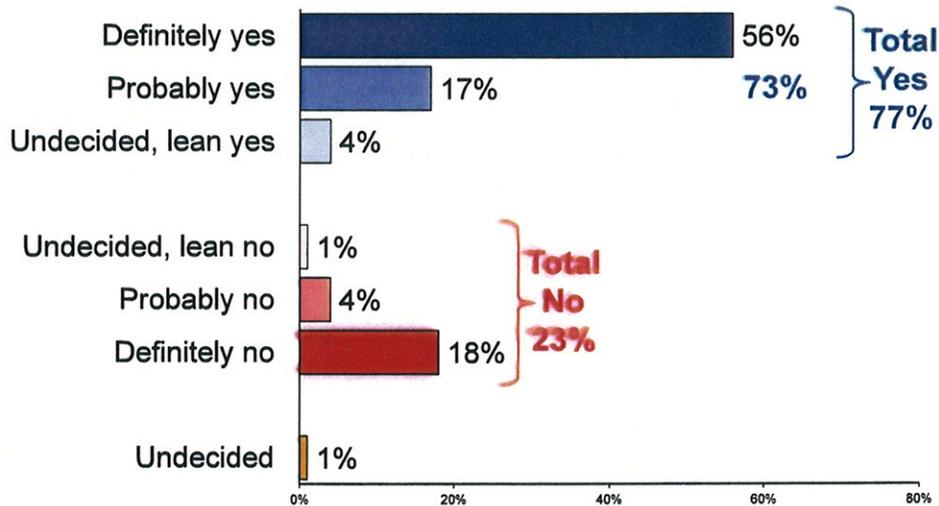
**5454 Broadway
Oakland, CA 94618
P.O. Box 21215
Oakland, CA 94620
tel: 510/594-0224
fax: 510/420-0734
info@lewedwardsgroup.com**

**T H E
LEW
EDWARDS
G R O U P**

TO: Interested Parties
FROM: Fairbank, Maslin, Maullin, Metz & Associates
RE: Summary of City of Wildomar Park Issues Survey
DATE: July 31, 2012

Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently conducted a survey of Wildomar voters to assess park issues and gauge community interest in placing a local measure on the November 2012 ballot to Save Wildomar Community Parks. The survey¹, conducted July 17th – 22nd shows that **nearly eight in ten Wildomar voters (77 percent) would support a local measure to save Wildomar community parks. Alternatively, fewer than one in four (23 percent) were opposed to a potential measure, with just one percent undecided** (See Figure 1).

Figure 1: \$28 Dollar Park Measure



¹ Survey Methodology: From July 17-22, 2012 Fairbank, Maslin, Maullin, Metz & Associates (FM3) conducted a telephone survey of 300 randomly selected registered voters in the City of Wildomar who based on past voting behavior, are likely to vote in the November 2012 General Election. The margin of error for the full sample is +/- 5.7 percent at the 95 percent confidence level. The margin of error for subgroups is higher.

The survey results demonstrate that well over two-thirds of Wildomar voters support the measure at the \$28 dollar level, and reducing the rate does not increase support. We recommend that the Council consider proceeding at the \$28 level, as the community supports this rate.

Respondents placed a high importance on accountability provisions—especially local use of funds—as well funding priorities that ensure park safety. Table 1 below ranks these priorities by the percentage saying they are extremely or very important uses of measure funds.

**TABLE 1:
IMPORTANCE OF SPECIFIC USES OF MEASURE FUNDS**

Provisions/Ways the Measure Funds Could be Spent	Extremely	Very Important	Total Ext./Very
Requiring that all funds are used locally	65%	33%	98%
Guaranteeing that no funds are taken by Sacramento	63%	27%	90%
Maintaining safe playground equipment	47%	37%	84%
Requiring independent financial audits	42%	38%	80%
Restoring safety lighting	41%	36%	77%

Voters recognize the importance of having community parks, with three in four finding it extremely or very important that measure funds would help save Wildomar community parks. Further, respondents prioritize measure features related to the safety, cleanliness and appearance of Wildomar's parks, with at least two-thirds saying it is important to support graffiti removal (76%), maintaining clean public restrooms (74%) and maintaining sports fields (67%).

Overall, the survey results indicate that respondents recognize a need for additional funds to fund Wildomar community parks, including reopening and restoring closed parks and preventing the closure of the last remaining open City park, Marna O'Brien Park. Requiring that funds stay local—namely that Sacramento gets none of the funds—was a top priority for respondents.