

# 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**

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**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 17<sup>th</sup> – 22<sup>nd</sup>, 2012
- Margin of sampling error for the full sample is +/- 5.7%
- Margin of sampling error for half the sample is +/- 6.2%



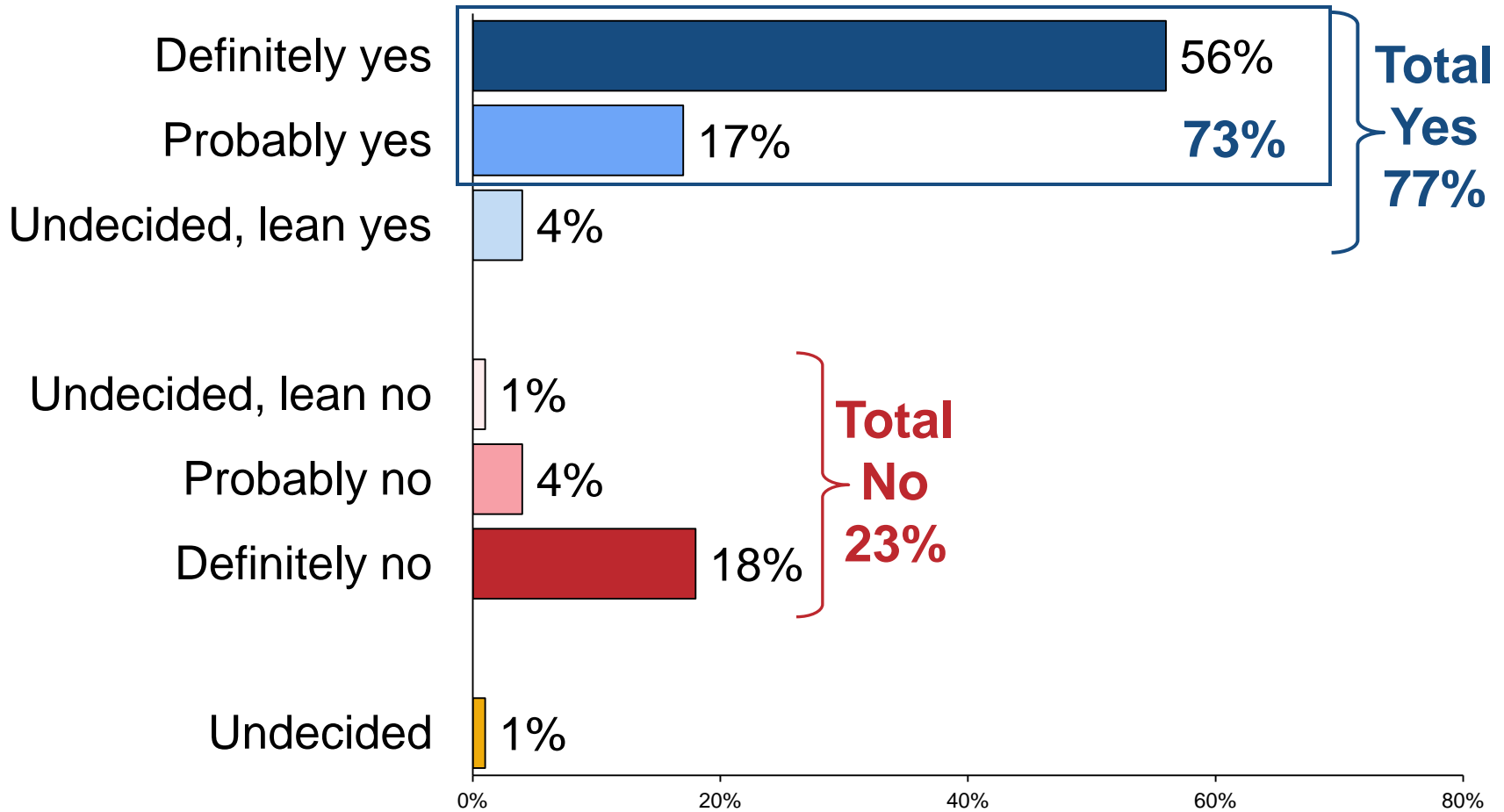
# Ballot Title and Summary

## 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.*

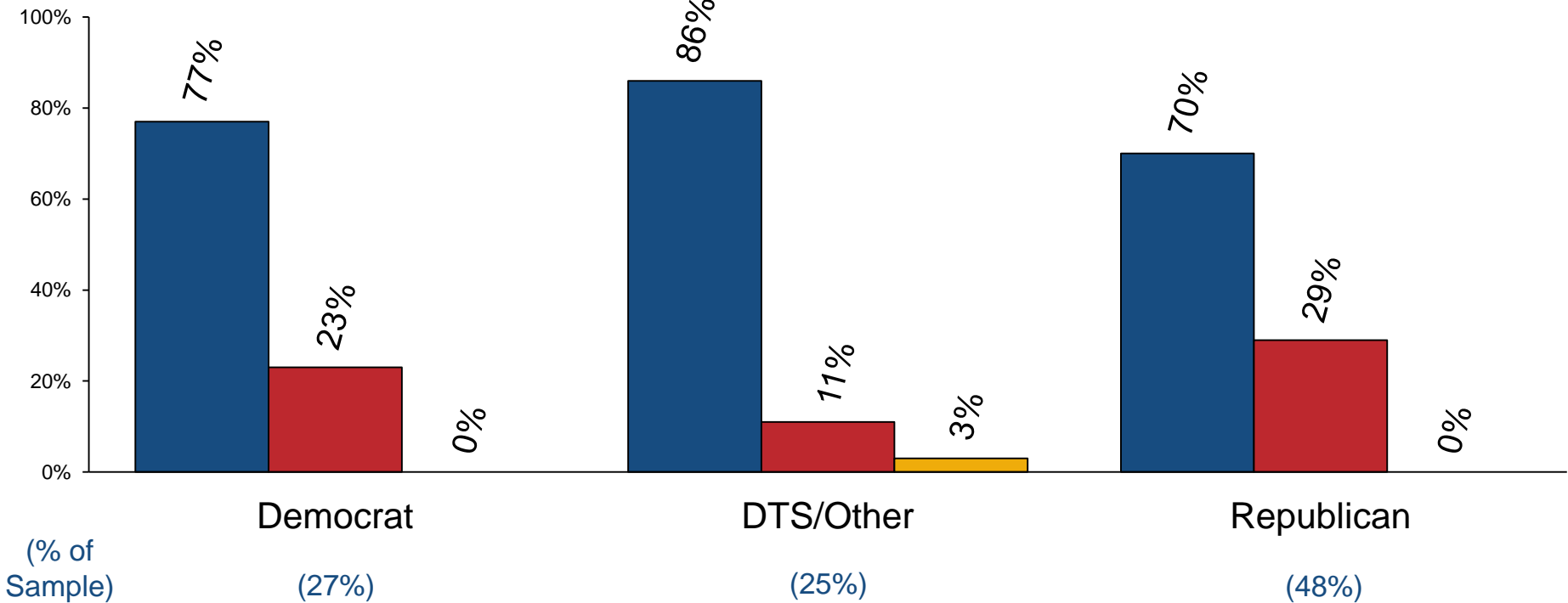
# Initial Vote on \$28 Park Measure



# Initial Vote on \$28 Park Measure by Demographics

## Party

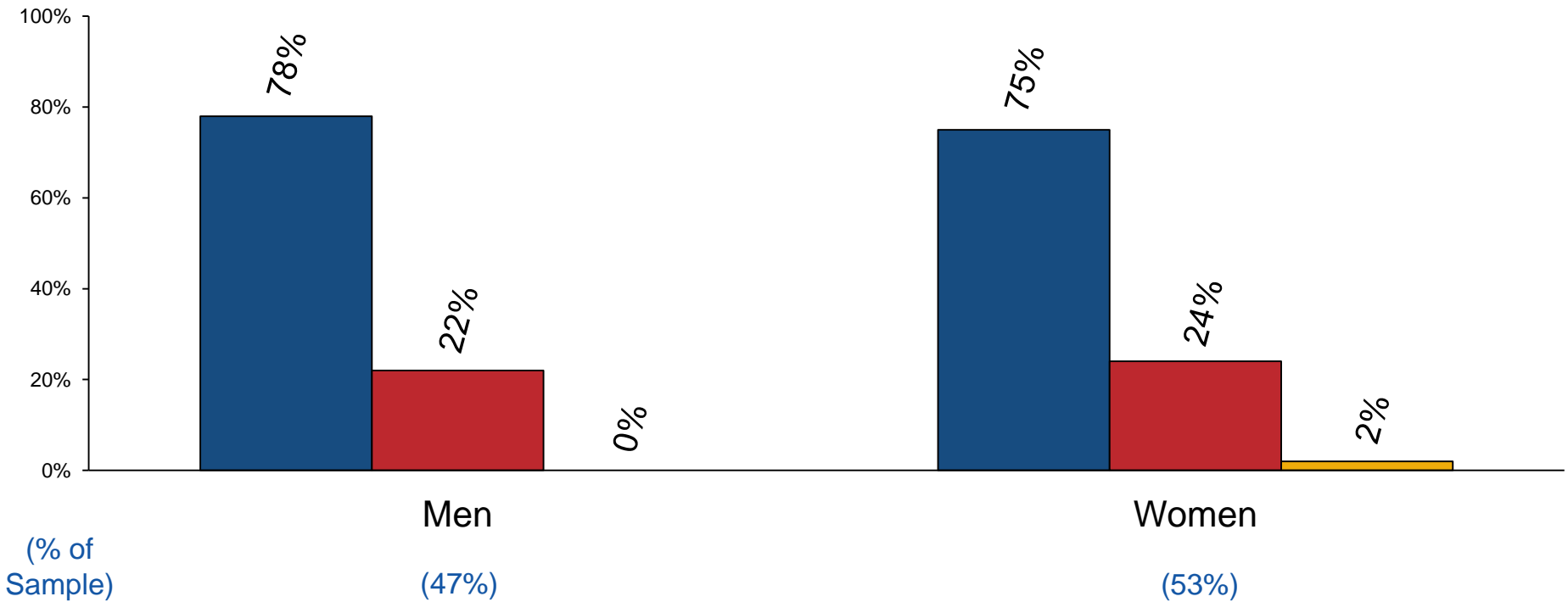
■ Total Yes ■ Total No ■ Undecided



# Initial Vote on \$28 Park Measure by Demographics

## Gender

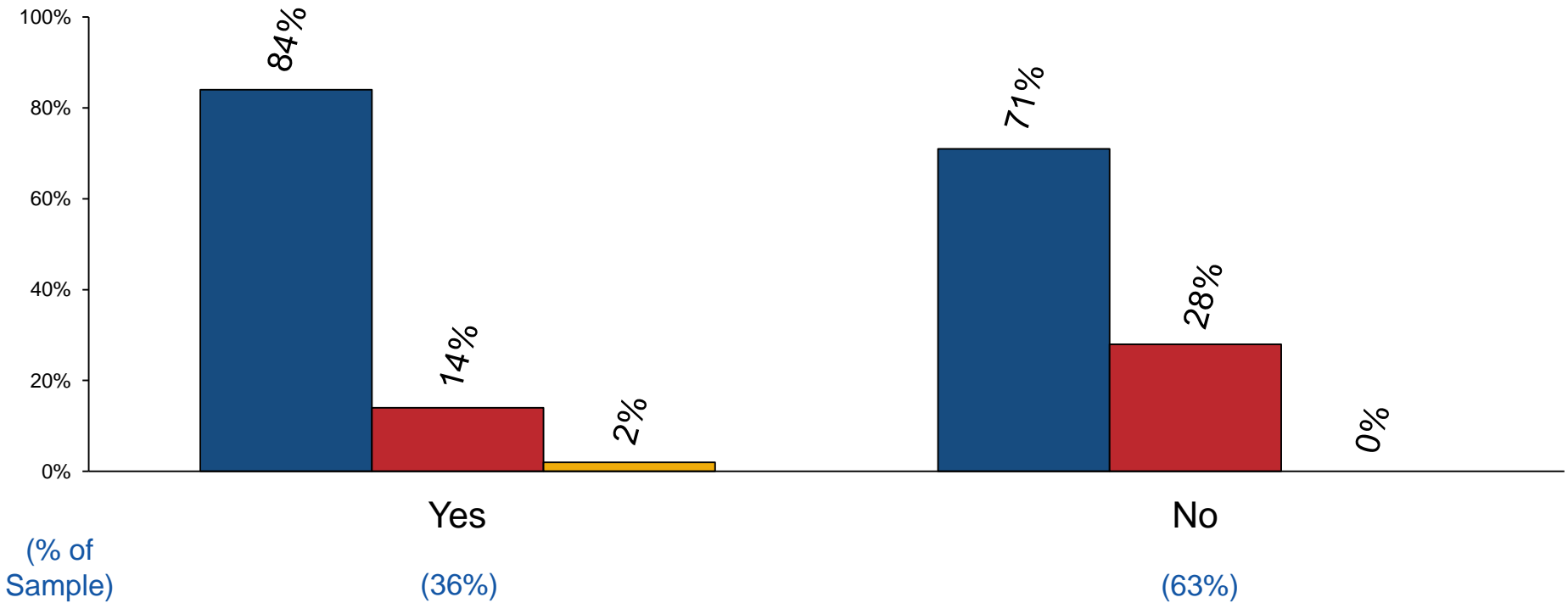
■ Total Yes ■ Total No ■ Undecided



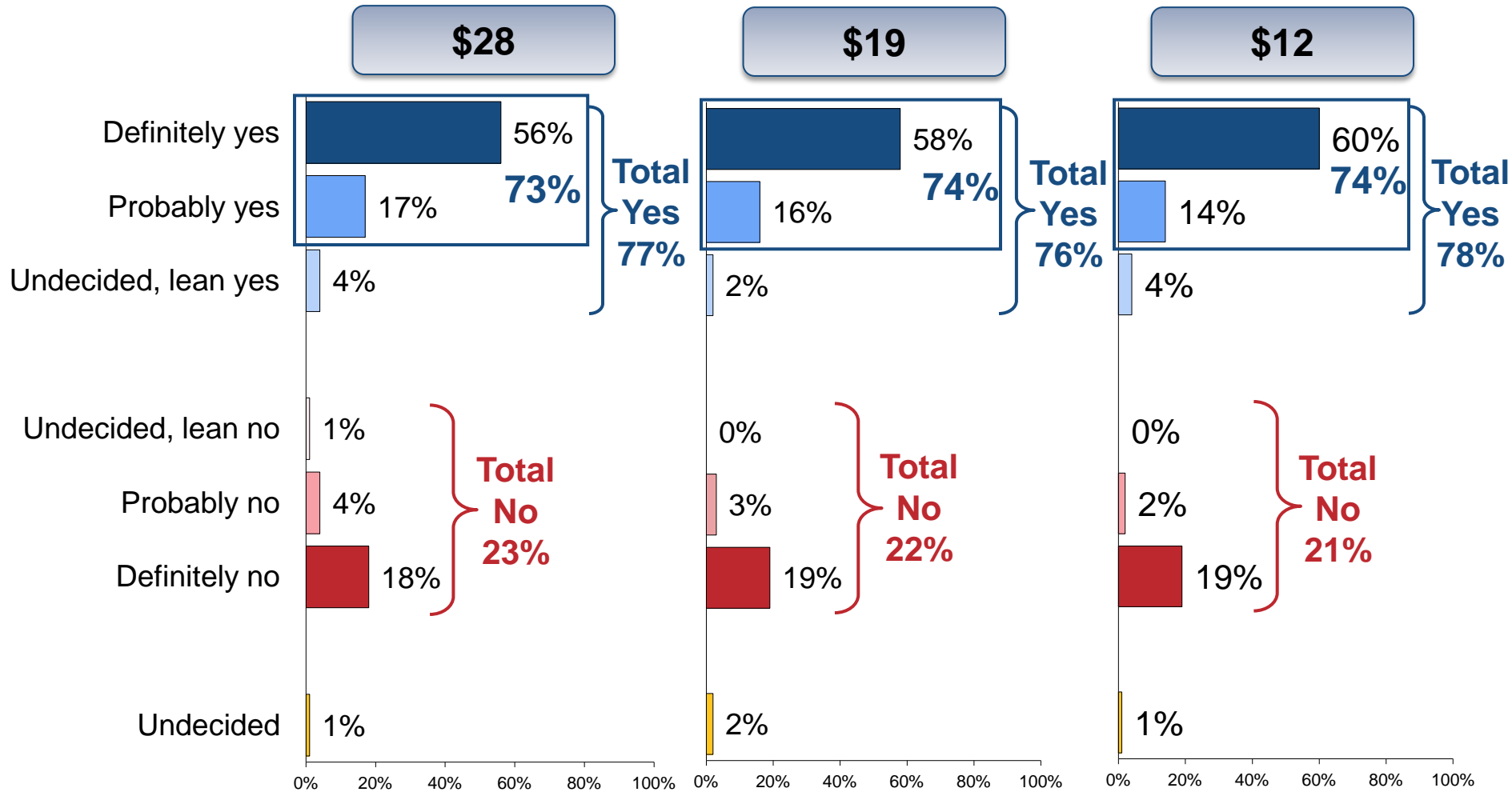
# Initial Vote on \$28 Park Measure by Demographics

## *Children At Home*

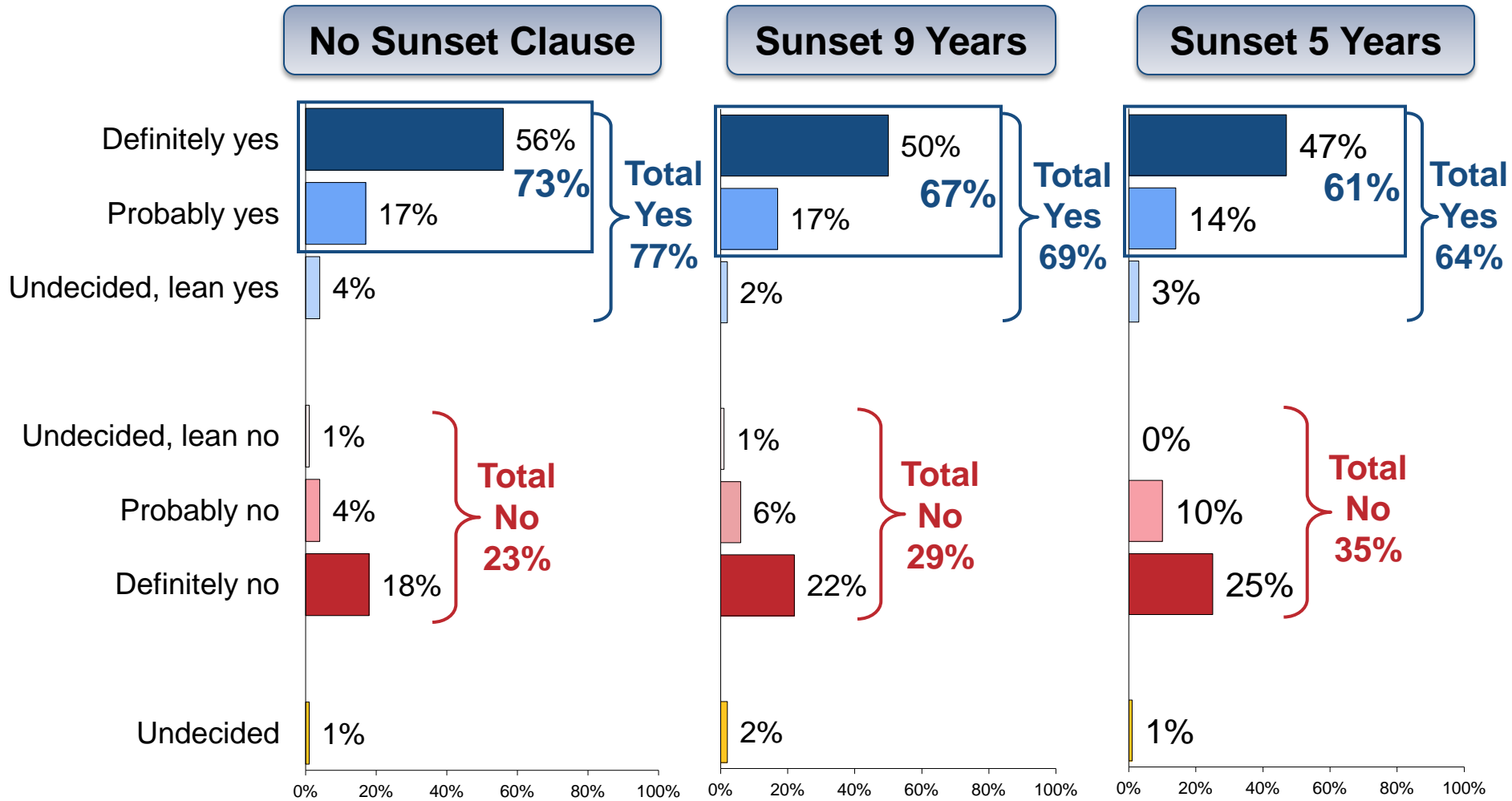
■ Total Yes ■ Total No ■ Undecided



# 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

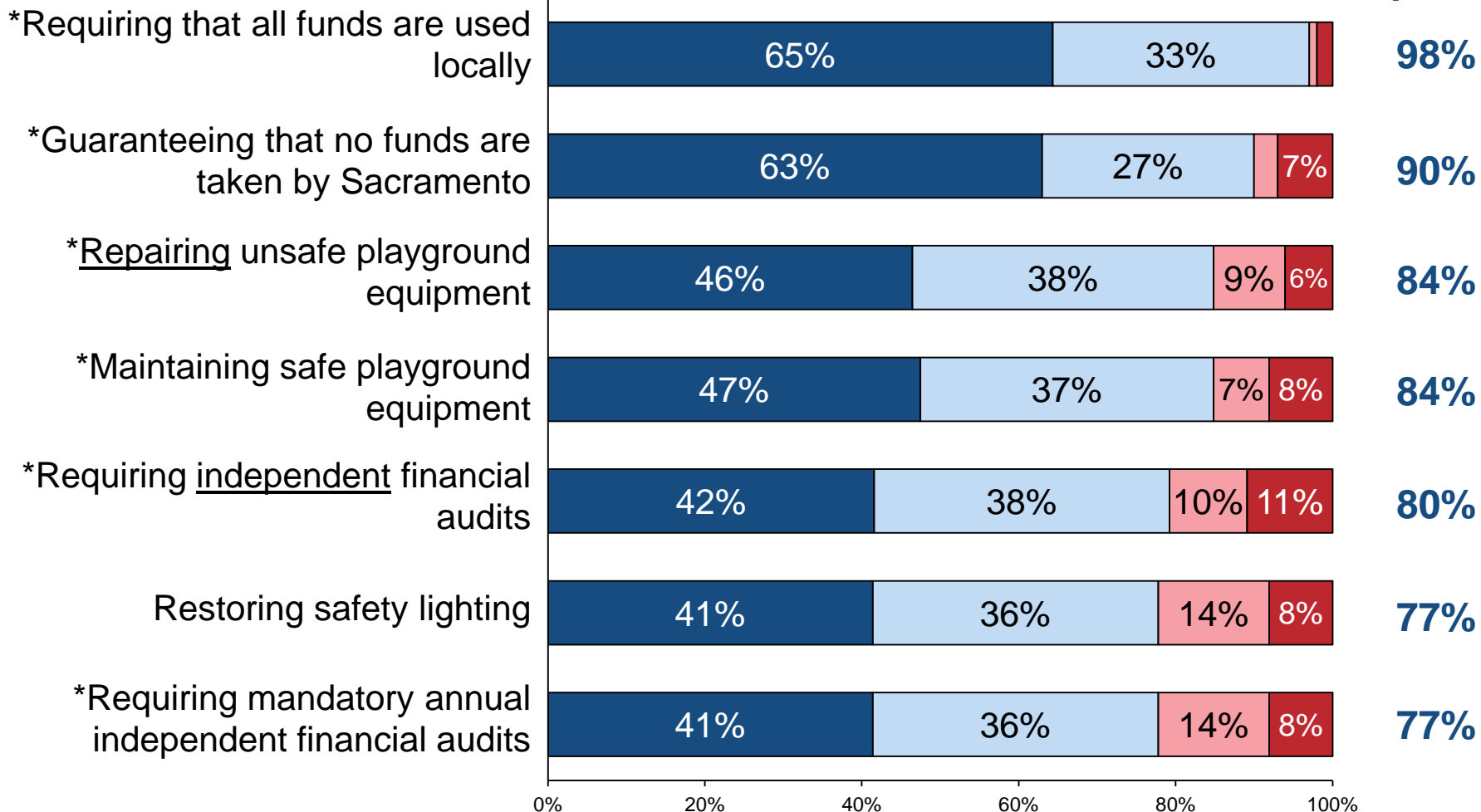


# Importance of Park Measure Provisions and Funding Priorities

(Rank by Extremely/Very Important)

**Total  
Ext./Very  
Important**

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



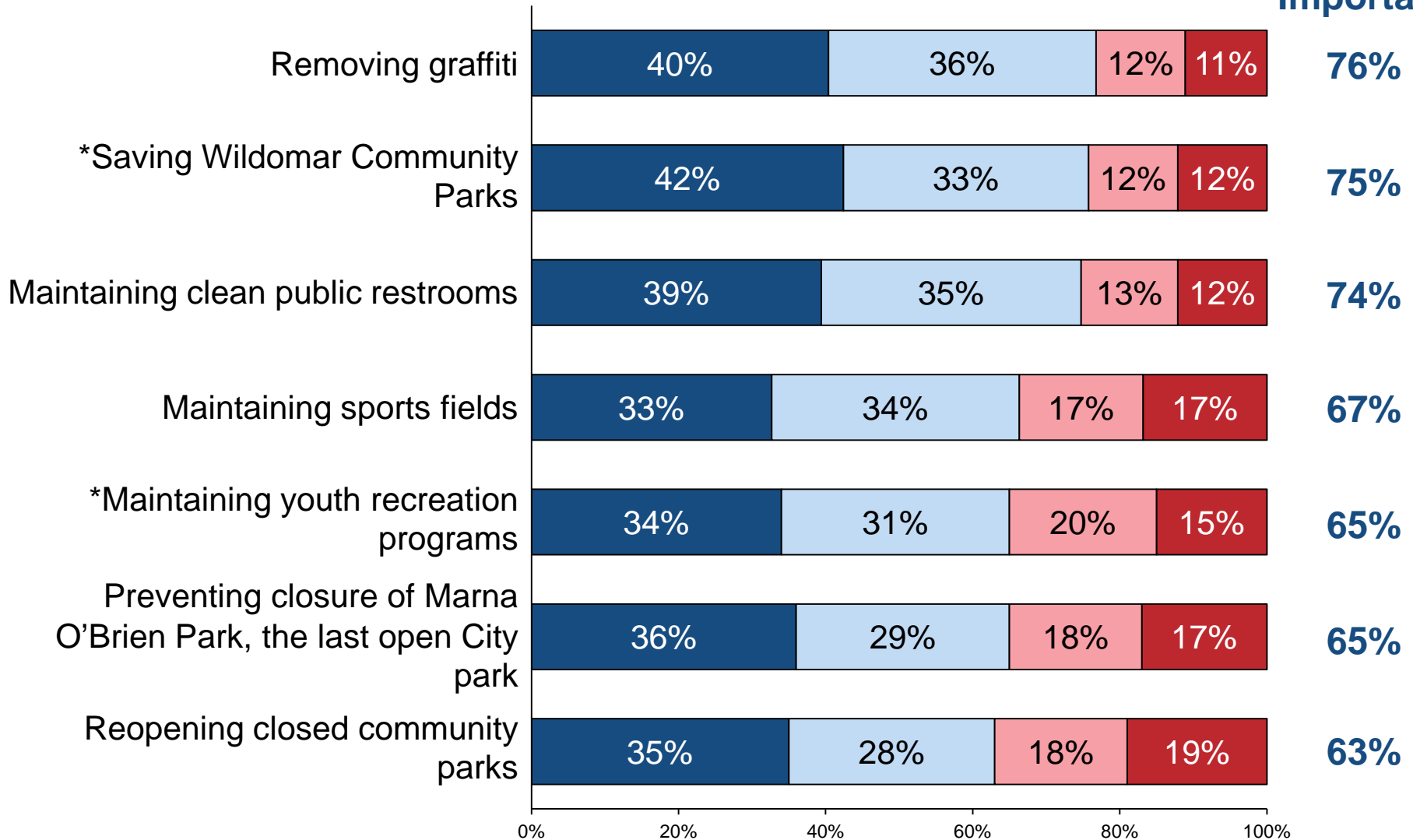
6. The proposed local funding measure has not yet been finalized. I am now going to mention some of the possible provisions and ways the funds from this measure could be spent. Regardless of your opinion of the measure, after I mention each one, please tell me how important that provision or use of funds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



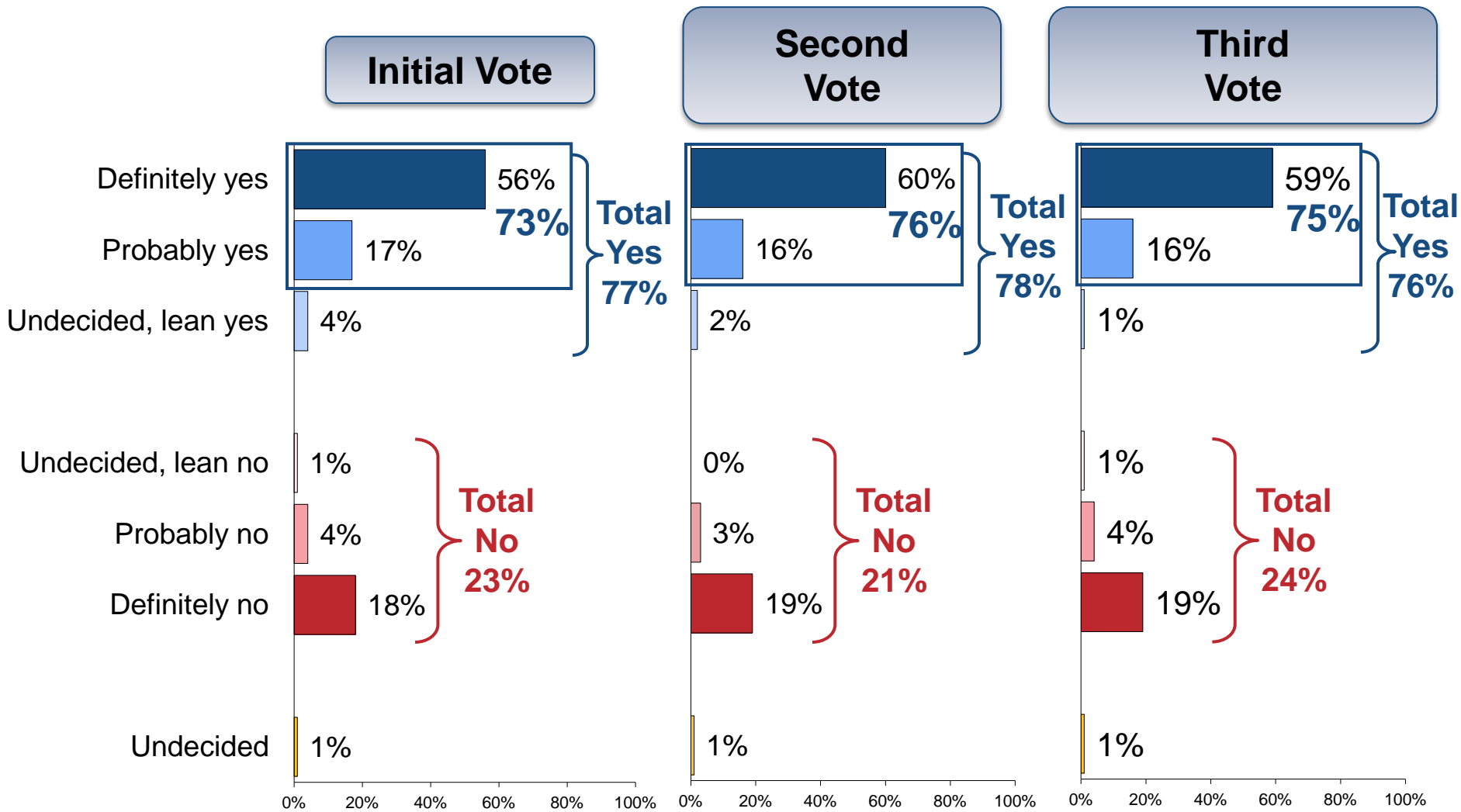
# Continued

**Total  
Ext./Very  
Important**

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

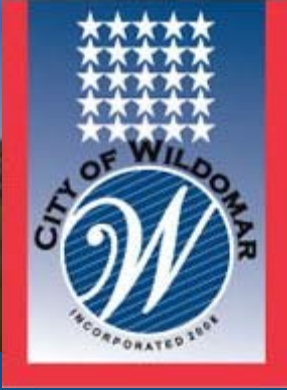


# Vote Progression on the \$28 Park Measure



# 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**

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& Strategy*

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