



Midpeninsula Regional  
Open Space District

R-20-62  
Meeting 20-13  
June 24, 2020

## SPECIAL MEETING AGENDA ITEM 1

### AGENDA ITEM

Results of a Benchmark Survey to Understand Public Awareness and Values as they relate to the Mission and Goals of the Midpeninsula Regional Open Space District

### GENERAL MANAGER'S RECOMMENDATION *den*

Receive a presentation regarding the results of the benchmark survey conducted in January 2020 and insights gained to inform ongoing work, including outreach, education, and communications strategies. No Board action required.

### SUMMARY

The Midpeninsula Regional Open Space District (District, Midpen) contracted with Fairbank, Maslin, Maullin, Metz & Associates (FM3) to survey District residents and assess their awareness of and regard for the agency, its mission and goals. The study found that residents who are familiar with Midpen view the agency favorably, and that local residents frequently walk or spend time in nature at Midpen open space preserves. As residents learn more, their impressions of Midpen becomes more favorable. Among many broadly shared conservation priorities, residents especially value the protection of water, natural areas and redwood forests.

### BACKGROUND

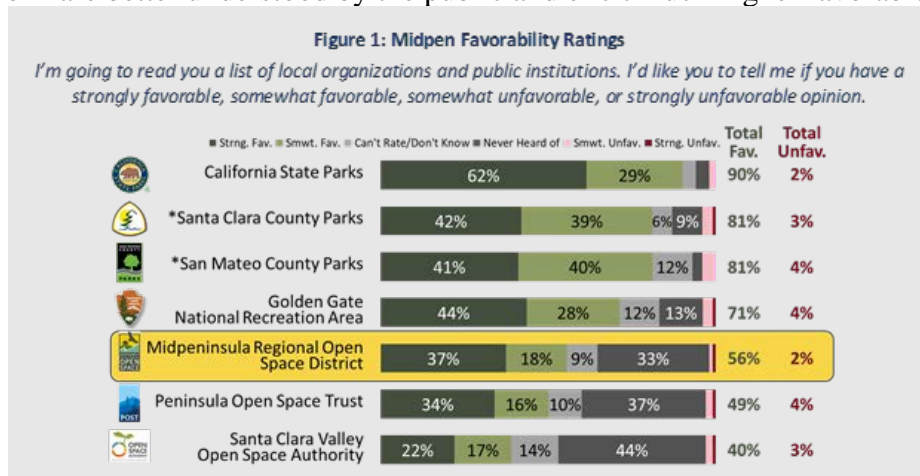
As part of the Districtwide Strategic Communications Plan for improving external communications, Public Affairs staff initiated a benchmark survey to collect baseline data to understand constituent awareness of Midpen and preferences for messaging that will further guide effective communications. The survey instrument was developed with the assistance of FM3, a professional research consultant chosen through a competitive bidding process in September 2019. Midpen's Board of Directors (Board) reviewed the survey questionnaire at its December 9, 2019, retreat. FM3 surveyed 889 people over age 18 residing within Midpen boundaries between January 9 and January 23, 2020, via live interviews by landline and cell phones, and an online survey. The margin of sampling error is +/-3.5% at the 95% confidence level. Data were weighted to reflect the demographic balance of the adult population residing within the District's boundaries by age, gender, level of formal education, geography (by ward), and race/ethnicity, based on American Community Service estimates. Full results are included in Attachment 1.

DISCUSSION

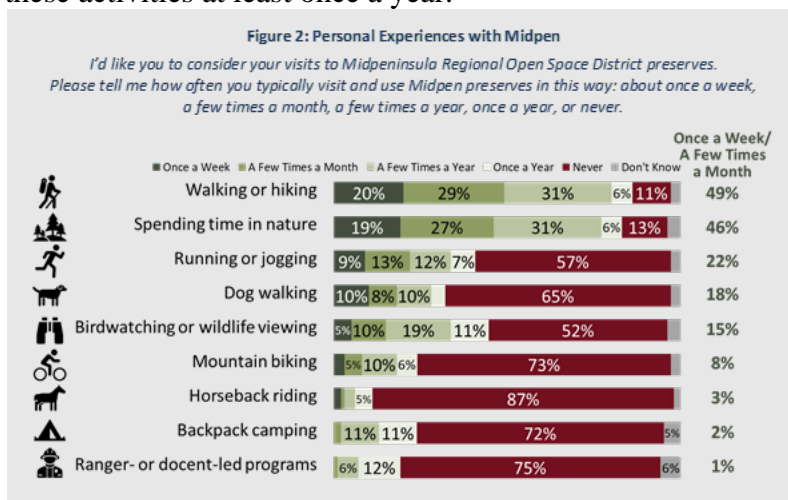
*Summary of Survey Results*

The study suggests that of the 58% of residents familiar with Midpen, nearly all view the agency favorably. Although 42% had never heard of Midpen or did not know enough to have an opinion at the start of the survey, as these residents learned more, impressions of Midpen became notably favorable (91%). Nearly half of local residents reported frequently walking (49%) or spending time in nature (46%) in Midpen open space preserves, by far the most popular uses. Among many broadly shared conservation priorities, residents especially value the work of protecting water, natural areas and redwood forests. These and other key findings are illustrated below:

- **The vast majority of residents with familiarity of Midpen have a favorable view of the agency, in line with other regional organizations involved in land conservation.** As shown in Figure 1 below, Midpen compares favorably to regional organizations like the Peninsula Open Space Trust and the Santa Clara Valley Open Space Authority. Organizations with broader scopes and more identifiable names that include “park” or “recreation” are better understood by the public and elicit much higher favorable ratings.

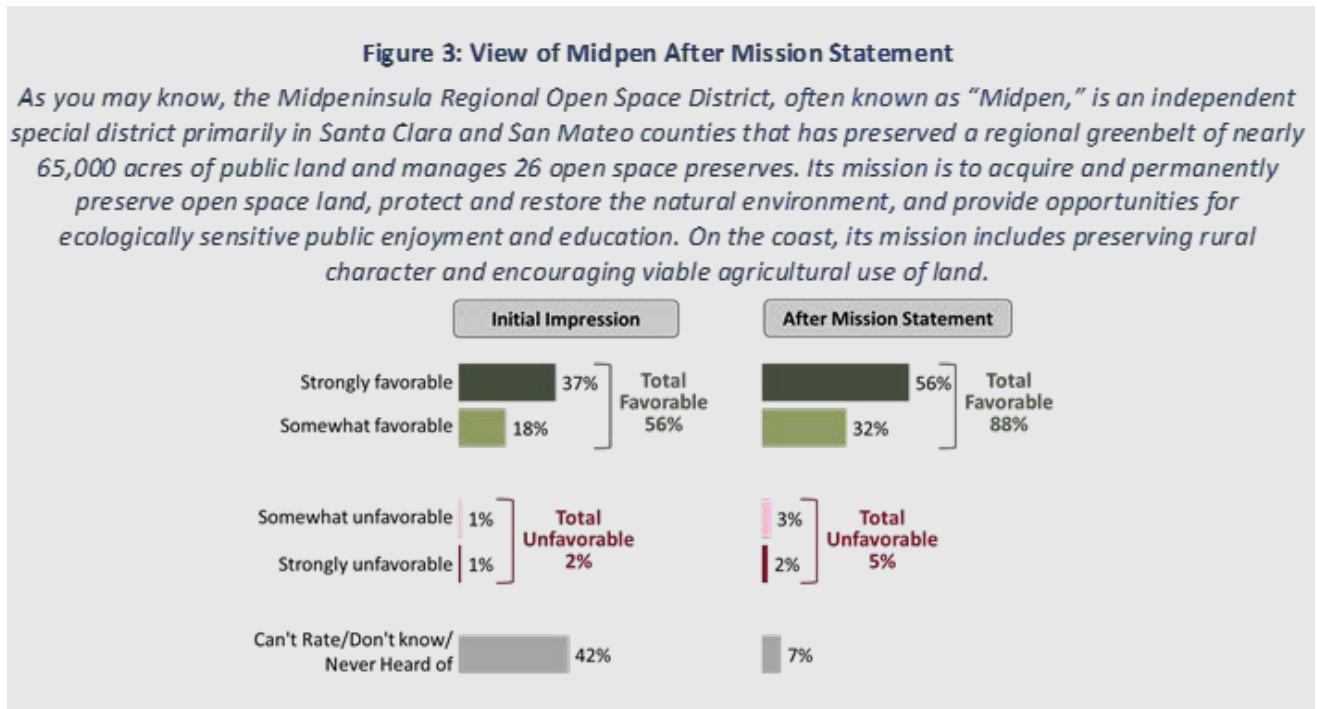


- **Nearly half of survey respondents report visiting Midpen preserves at least a few times a month to walk or spend time in nature.** Figure 2 shows the frequency of Preserve use. More than two in five say they go “walking or hiking” or “spend time in nature” in Midpen preserves at least a few times a month; of those who visit preserves, more than 80% participate in these activities at least once a year.



Notably, of those who visit Midpen preserves, 94% say they feel safe outdoors, with 59% saying they feel “very safe.”

- Just hearing more about Midpen's mission gives residents a much more favorable view of the agency.** Figure 3 shows the description of Midpen provided to residents prior to being asked a second time about their view of the agency. Given this information, nearly nine in ten (88%) take a favorable view of Midpen, and more than half have a “strongly favorable” view (56%). This is an increase of 32 points in the share who have a favorable view overall, and a 19-point increase in the share who have a "strongly favorable" impression.



- Residents most value Midpen goals that have to do with water, caring for the natural environment, redwood forests, wildlife, and wildland fire prevention.** Across multiple surveys done by many agencies, water quality protection consistently ranks as a top priority. Notably, every goal listed was listed as “extremely” or “very important” by a majority of residents.

Figure 4 below shows goals considered "extremely important" by majorities of residents, indicating more-intense feelings.

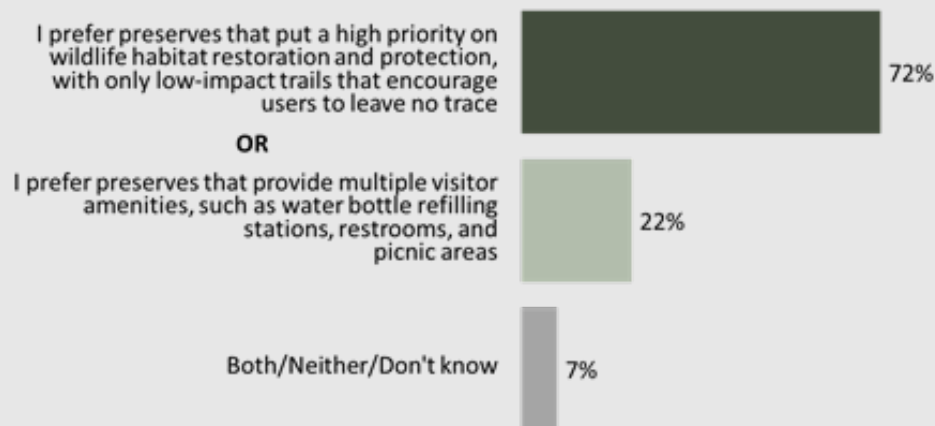
**Figure 4: Midpen Goals**

*Next, I am going to read you a list of goals Midpen has set for itself. For each goal, please tell me if you think it is extremely important, very important, somewhat important, or not too important.*

Goal	% Extremely Important	% Extremely/Very Important
Protecting the waterways and natural lands that maintain water quality and supply	66%	90%
Protecting natural areas	55%	86%
Managing redwood forests	55%	84%
Protecting and restoring the natural environment	54%	84%
Protecting San Mateo and Santa Clara counties' agricultural, natural resource, and open space lands for future generations	53%	77%
Caring for the ecosystem to help native plants and wildlife survive	51%	86%
Reducing dead and downed vegetation for wildland fire prevention	51%	86%
Preserving diverse habitat for wildlife	51%	80%

- Given the choice, residents overwhelmingly value low-intensity preserves with minimal facilities over preserves that offer more visitor amenities and infrastructure.** Figure 5 below shows that residents prefer preserves that prioritize wildlife habitat and low-impact, leave-no-trace use over those that offer multiple visitor amenities by a 50-point margin.

**Figure 5: Leave No Trace vs. Amenities for Visitors**



- **A number of messaging themes about Midpen’s work resonate broadly, especially themes focused on fire, climate change, wildlife, water, and public health.** The study tested several statements about Midpen’s work and asked residents whether each gave them a more favorable view of the organization. Again, *all* themes resonated with a majority of residents, with 59% to 88% saying the statements made them view Midpen “much more favorably” or “somewhat more favorably.”
  - Two highly persuasive themes that generate large increases in favorability relate to preparing for and responding to wildland fires (increases favorability for 88% of respondents) and climate change (more favorable for 83%). More than half (52%) said they have a “much more favorable” and 36% a “somewhat more favorable” view of Midpen after learning more about its role preparing for and responding to wildland fire danger. *Midpen is working with fire agencies and surrounding communities to strengthen prevention and preparation in case of wildland fires. This includes maintaining hundreds of miles of fire roads. Midpen is also using conservation grazing to reduce flammable brush within grassland habitats, limiting the risk of fire, or fire intensity if it does occur.*
  - While the climate-focused message inspired less intensity (39% much more favorable), the positive reaction to it was quite broad, with 44% saying it gave them a “somewhat more favorable” view of Midpen. *Smart investments made before a disaster strikes can help protect a community’s quality of life, save lives, and reduce the cost to taxpayers. Midpen is taking a proactive, practical approach to stewardship of public lands, helping ensure San Mateo and Santa Clara counties are resilient as the climate changes.*
  - Water and wildlife are equally important themes (80% of respondents say both themes increase favorability). Water quality ranks high on many environmental issues and attitude surveys. Here, nearly half (49%) say they have a “much more favorable view” of Midpen once they hear about how Midpen preserves protect water supplies and prevent water pollution, and another 31% have a “somewhat more favorable” view. *Nothing is more important than clean drinking water. By protecting and restoring areas around sources of water, Midpen increases access to water and naturally prevents the pollution of our water.*
  - Similarly, nearly half (49%) say they have a “much more favorable view” of Midpen once they hear about how Midpen’s work to restore natural areas to protect wildlife habitat and biodiversity protection, and another 31% have a “somewhat more favorable” view. *By restoring and protecting natural areas, the Midpeninsula Regional Open Space District is protecting wildlife habitats and California’s unique biodiversity.*
  - When it comes to the benefits of Midpen preserves for people, opportunities for recreation that improve public health resonated with 78% (50% “much more favorable;” 28% “somewhat more favorable”). *Open space preserves and natural areas provide spaces where families and children can safely walk, run, and bicycle – improving the physical health of residents, reducing obesity, and reducing healthcare costs. These areas are open 365 days a year, sunrise to sunset, to anyone, and for free.*

Survey results were analyzed by geography, both by ward (see Attachments 2 through 8) and by Coastsides Protection Area (Attachment 9) compared to the rest of the District (Attachment 10). Note that due to the low sample size (113 respondents), the margin of error on the Coastsides is 9.3% at a 95% confidence level. Coastsides Protection Area residents were more likely to be aware of (73% compared to 55% for non-Coastsides) and have a favorable impression (67% compared to 54%) of Midpen. Coastal residents were slightly more likely to say the preservation of open space/environmental protection was the reason for their favorable impression (49% compared to 36%).

The top three issues were the same throughout the District, though traffic ranked as the top issue on the Coast, with 87% reporting it as a very or extremely serious problem (compared to 73% of non-Coastsiders). Coastsiders were also significantly more likely to rate loss of wildlife habitat (64% compared to 50%) and loss of natural areas to development (60% compared to 47%) as a very or extremely serious problem, as well as loss of wild areas. Water pollution was a significantly bigger concern to Coastsiders (56% compared to 38%). The groups did not differ in how they rated the amount paid in local taxes: 32% of each group ranked taxes as a very or extremely serious problem.

In terms of Midpen goals, two elicited significantly different responses between the two groups. The percentage of respondents who rated *providing regional hiking trails* as a very or extremely important goal was 25 points higher on the Coast. Similarly, the percentage of people rating *partnering with Native American tribes* as a very or extremely important goal was 19 points higher on the Coast.

Coastsiders were more likely to rate *all* of the six components of Midpen's two missions as important (41% compared to 15%).

Three messaging themes resonated significantly differently between the two groups. Coastsiders were less likely to say that educational programming gave them a more favorable view of Midpen by 15 points. They were more likely to say that protecting sustainable agricultural ranchlands increased their favorability by 12 points, though they were less likely to say that preserving agricultural history gave them a more favorable view by 11 points.

### ***Implications for Communications***

This benchmark survey was designed to capture a starting point from which to measure the impact of strategic communications designed to increase awareness by and connect with Midpen residents. As a snapshot in time, it is a useful tool for understanding public concerns and perceptions and for planning communications to inform the public's understanding of Midpen's purpose and work. Key takeaways include:

#### **1. Invest in strategies to increase awareness**

Recognizing that as residents learn more about Midpen, their impression becomes more favorable, the most important communications objective is to increase reach and frequency to therefore increase awareness. The FY21 communications work plan contains several projects designed to accomplish this objective, including:

- Increase reach of *Open Space Views* quarterly newsletter via newspaper insertions and distribution through municipal partners to introduce Midpen to a broader audience.

- Review signboard messaging opportunities to better connect with preserve users.
- Expand outreach to television and radio media outlets.

## 2. Consider target audience opportunities

As a public agency, Midpen's target audience is our entire constituency. However, the survey indicates that residents under 50 are much less likely to know enough to rate Midpen, and residents under 40 are especially likely to admit they have never heard of Midpen. This younger audience also overlaps with communities of color, newcomers to the area, and young families. Targeting introductory messaging to audiences under 40 is the richest, broadest opportunity to increase awareness.

- Significantly increase the use of social media to spread the word of Midpen's missions and activities among younger audiences. Notably, the COVID-19 pandemic jumpstarted our plans to increase our virtual connections to our community.
- Continue to expand our community outreach through presentations and tabling opportunities to reach strategically targeted communities.
- Continue to expand sponsorships and advertising to reach strategically targeted communities, as budget permits.
- Add focus on ethnic media to media relations program to reach broader audiences.

## 3. Elevate key messaging themes

As Midpen messaging continues to evolve, staff will consider to the following opportunities:

- While three core elements of the mission (protecting open space, restoring habitats and connecting people to nature through low-impact recreation) continue to resonate with resident values, explore ways to increase understanding of the lesser known mission to preserve rural character and encourage viable agricultural land uses on the San Mateo County Coast, particularly to non-Coastside audiences.
  - There is little evidence to suggest that residents see a tension between preservation and recreation or agriculture, indicating there is likely room for messaging that educates residents on the role of agriculture in conservation and the preservation of open space.
- Continue to communicate the success of Midpen's preservation and protection efforts (nearly 65,000 acres) as a foundational principle.
- Continue to ensure communications focus on the "why" by explaining the outcomes of Midpen actions to increase understanding of more nuanced or Midpen-specific messaging.
- Embrace our low-impact identity to solidify Midpen's role as an alternative to more urban parks and to encourage responsible, "leave no trace" recreation, particularly among younger residents who prioritize habitat.
- Beyond the mission, the best message themes for broad connection focus on wildfire prevention efforts, climate change, wildlife, water quality protection and public health, yet all message themes resonate strongly.

- Continue to remind residents of the connection between open space and quality of life. Again, the pandemic offered an opportunity further emphasize the role of nature and open spaces to our well-being.
- Continue to connect Midpen’s work to climate change resiliency to connect with broad audiences.
- Continue to educate residents on how, in addition to preserving land from development, a greenbelt provides connected corridors for wildlife habitat, themes that resonate broadly.
- Continue to emphasize low-impact uses of walking and hiking for general communications, as these are the most common uses and residents overwhelming value “preserve” ethics over more “park”-like amenities.

#### **4. Match message to audience**

The study showed that certain communications themes present an opportunity to connect with values when focusing on specific audiences. For example:

- Highlighting air and water pollution represent an opportunity to connect with Latino communities.
- Highlighting outdoor recreation represents an opportunity to connect with men under 50.
- Highlighting wildlife habitat, caring for the land, and offering experiences to underserved communities represent an opportunity to connect with women.
- Highlighting regional trails and Native American partnerships may represent an opportunity to connect more deeply with residents within the Coastside Protection Area.
- Targeted outreach in wards 3 5, 6 and 7 may represent an opportunity to bolster awareness and support of Midpen.

Future research will be needed to measure the success of these efforts and may also be an opportunity to further test messaging, such as word choice preferences.

The General Manager invites Board members to set individual meetings with the Public Affairs Manager to review Ward-specific results and explore opportunities to become engaged more deeply in Ward-specific communications.

#### **FISCAL IMPACT**

Receipt of this presentation has no fiscal impact. Public affairs communications, outreach and plans that will be informed by the survey results are included in proposed Fiscal Year 2020-21 budget that the Board is considering adopting on June 24, 2020.

#### **BOARD COMMITTEE REVIEW**

This item was not previously reviewed by Committee.



**PUBLIC NOTICE**

Public notice was provided as required by the Brown Act.

**CEQA COMPLIANCE**

This item is not a project subject to the California Environmental Quality Act.

**NEXT STEPS**

Results of this initial benchmark study will be used to inform Midpen communications planning. A similar attitudinal and awareness study is planned for Fiscal Year 2022-23, budget permitting, to test the efficacy of communications strategies and messaging. Thereafter, it is recommended to repeat a similar survey as constituency changes and messaging evolves, presumably every three years, budget permitting.

Attachment(s)

1. Full survey results
2. Survey results – District Ward 1
3. Survey results - District Ward 2
4. Survey results - District Ward 3
5. Survey results - District Ward 4
6. Survey results - District Ward 5
7. Survey results - District Ward 6
8. Survey results - District Ward 7
9. Survey results – Coastside Protection Area
10. Survey results – Bayside

Responsible Department Head:  
Korrine Skinner, Public Affairs

Prepared by:  
Korrine Skinner, Public Affairs Manager

Charts prepared by:  
Miranda Everitt, Consultant, FM3

# Attachment 1\_Results\_Benchmark\_Survey

JANUARY 9-23, 2020



MIDPENINSULA REGIONAL OPEN SPACE DISTRICT  
320-876-WT  
N=889  
MARGIN OF SAMPLING ERROR  $\pm 3.5\%$  (95% CONFIDENCE INTERVAL)  
A/B SPLIT

Hello, I'm \_\_\_\_\_ from \_\_\_\_\_, a public opinion research company. I am not trying to sell you anything. We're conducting a survey about issues that concern residents in your area. May I speak with the person at home over 18 who most recently celebrated a birthday?

A. Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering yourself or others?

Yes, cell and can talk safely ----- 78 %  
Yes, cell but cannot talk safely ----- **TERMINATE**  
No, not on cell ----- 22 %  
**(DON'T READ) DK/NA/REFUSED----- TERMINATE**

B. My next questions are to ensure that we are interviewing a representative group of residents in your area. What is your age?

Under 18 ----- **TERMINATE**  
18-24 ----- 14 %  
25-29 ----- 5 %  
30-34 ----- 9 %  
35-39 ----- 10 %  
40-44 ----- 8 %  
45-49 ----- 11 %  
50-54 ----- 7 %  
55-59 ----- 8 %  
60-64 ----- 10 %  
65-69 ----- 6 %  
70-74 ----- 4 %  
75 + ----- 6 %  
**(DK/REFUSED) ----- 2 %**

C. With which racial or ethnic group do you identify yourself: Hispanic or Latino; African American or Black; Caucasian or White; Asian or Pacific Islander; multiracial; or some other ethnic or racial background?

Latino/Hispanic ----- 9 %  
African American/Black ----- 1 %  
Caucasian/White ----- 57 %  
Asian/Pacific Islander ----- 20 %  
Multiracial ----- 4 %  
**(OTHER) ----- 2 %**  
**(DON'T READ) DK/NA/REFUSED -- 7 %**

**Attachment 1\_Results\_Benchmark\_Survey**

D. Are you registered to vote? **(IF YES, ASK: “With which party are you registered to vote: Democratic, Republican, another party, or with no party preference?”)**

No, not registered ----- 4%  
 Democratic-----51%  
 Republican -----10%  
 No Party Preference-----24%  
 Another party----- 6%  
**(DON'T KNOW/NA)** ----- 6%

1. OK, let’s begin. First, how would you rate your community as a place to live? Is it ... **(READ LIST)?**

**EXCELLENT/GOOD** -----**86%**  
 Excellent-----39%  
 Good -----47%  
  
**FAIR/POOR** -----**13%**  
 Fair-----10%  
 Poor ----- 3%  
  
**(DON'T KNOW/NA)** ----- 1%

2. Next, I’m going to read you a list of local organizations and public institutions. For each one, I’d like you to tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion. If you have never heard of one, please just say so. **(RANDOMIZE)**

	<u>STR</u> <u>FAV</u>	<u>SMWT</u> <u>FAV</u>	<u>SMWT</u> <u>UNFAV</u>	<u>STR</u> <u>UNFAV</u>	<u>(CAN'T</u> <u>RATE</u> <u>/DK)</u>	<u>NEVER</u> <u>HEARD</u> <u>OF</u>	<u>TOTAL</u> <u>FAV</u>	<u>TOTAL</u> <u>UNFAV</u>
[ ]a. Midpeninsula Regional Open Space District -----	37%	18%	1%	1%	9%	33%	56%	2%
[ ]b. Santa Clara Valley Open Space Authority-----	22%	17%	2%	1%	14%	44%	40%	3%
[ ]c. Peninsula Open Space Trust-----	34%	16%	2%	1%	10%	37%	49%	4%
[ ]d. California State Parks -----	62%	29%	2%	0%	4%	4%	90%	2%
[ ]e. Golden Gate National Recreation Area -----	44%	28%	3%	1%	12%	13%	71%	4%
<b>(ASK IN SANTA CLARA COUNTY ONLY)</b>								
[ ]f. Santa Clara County Parks-----	42%	39%	3%	1%	6%	9%	81%	3%
<b>(ASK IN SAN MATEO COUNTY ONLY)</b>								
[ ]g. San Mateo County Parks-----	41%	40%	4%	0%	12%	3%	81%	4%

**(RESUME ASKING ALL RESPONDENTS)**

3. I'm going to read you some issues that some people say may be problems in your area. After I read each one, please tell me whether you think each is a problem or not. **(IF YES, PROBLEM, ASK: "Do you think it is an extremely, very, or somewhat serious problem?") (RANDOMIZE)**

	<u>EXT SER PROB</u>	<u>VERY SER PROB</u>	<u>SMWT SER PROB</u>	<u>NOT A PROB</u>	<u>(DK/ NA)</u>	<u>EXT/ VERY</u>
[ ]a. The quality of local natural lands and open space-----	11%	14%	28%	41%	6%	25%
[ ]b. Traffic congestion-----	45%	29%	19%	5%	2%	74%
[ ]c. Loss of natural areas to development-----	23%	26%	29%	18%	4%	49%
[ ]d. Fire risk-----	25%	24%	28%	20%	3%	49%
[ ]e. Water pollution-----	18%	22%	28%	24%	7%	41%
[ ]f. Air pollution-----	21%	23%	32%	21%	4%	44%
[ ]g. Loss of wildlife habitat-----	28%	24%	29%	15%	4%	52%
[ ]h. A lack of affordable housing-----	56%	25%	10%	7%	1%	81%
[ ]i. Climate change-----	53%	17%	14%	13%	3%	70%
[ ]j. The amount you pay in local taxes-----	16%	16%	26%	34%	7%	32%

**NOW I'D LIKE TO ASK YOU A FEW MORE QUESTIONS ABOUT THE MIDPENINSULA REGIONAL OPEN SPACE DISTRICT.**

**(ASK Q4 ONLY IF CODES 1-4 IN Q2A)**

4. You mentioned a few moments ago that you have a **FAVORABLE / UNFAVORABLE** opinion of the Midpeninsula Regional Open Space District. In a few words of your own, could you tell me why? **(OPEN-ENDED; RECORD VERBATIM RESPONSE BELOW. PROBE FOR VERY SPECIFIC RESPONSES)**

a. Favorable, N=495:

Preservation of open space/environmental protection-----	38%
Support their mission/efforts -----	33%
Good option for recreation/exercise -----	24%
Trails/facilities are well maintained-----	16%
I use trails regularly-----	13%
Easily accessible to the public-----	10%
Enjoy nature's beauty/beautiful views-----	7%
Preservation of wildlife/habitat -----	7%
General favorable statement -----	4%
Mixed feelings -----	3%
Dog friendly-----	1%
Watershed protection -----	0%
Need more information-----	0%
 Other-----	 2%
Don't know-----	2%
Refused-----	2%

b. Unfavorable, N=21:

Poor leadership/management-----	37%
Not enough transparency/misused revenue -----	36%
They take over too much land -----	26%
More important issues-----	12%
Too many limitations -----	9%
General unfavorable statement -----	2%
 Other -----	 10%

**(RESUME ASKING ALL RESPONDENTS)**

**AS YOU MAY KNOW, THE MIDPENINSULA REGIONAL OPEN SPACE DISTRICT, OFTEN KNOWN AS “MIDPEN,” IS AN INDEPENDENT SPECIAL DISTRICT PRIMARILY IN SANTA CLARA AND SAN MATEO COUNTIES THAT HAS PRESERVED A REGIONAL GREENBELT OF NEARLY 65 THOUSAND ACRES OF PUBLIC LAND AND MANAGES 26 OPEN SPACE PRESERVES. ITS MISSION IS TO ACQUIRE AND PERMANENTLY PRESERVE OPEN SPACE LAND, PROTECT AND RESTORE THE NATURAL ENVIRONMENT, AND PROVIDE OPPORTUNITIES FOR ECOLOGICALLY SENSITIVE PUBLIC ENJOYMENT AND EDUCATION. ON THE COAST, ITS MISSION INCLUDES PRESERVING RURAL CHARACTER AND ENCOURAGING VIABLE AGRICULTURAL USE OF LAND.**

5. Having heard this, let me ask you again: would you say you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of the Midpeninsula Regional Open Space District?

**TOTAL FAVORABLE-----88%**  
 Strongly favorable -----56%  
 Somewhat favorable-----32%

**TOTAL UNFAVORABLE ----- 5%**  
 Somewhat unfavorable----- 3%  
 Strongly unfavorable ----- 2%

**(DON'T READ) DK/NA ----- 7%**

6. Next, I am going to read you a list of goals Midpen has set for itself. For each goal, please tell me if you think it is extremely important, very important, somewhat important, or not too important. **(RANDOMIZE)**

**(SPLIT SAMPLE A ONLY)**

	<u>EXT</u> <u>IMP</u>	<u>VERY</u> <u>IMP</u>	<u>SMWT</u> <u>IMP</u>	<u>NOT TOO</u> <u>IMP</u>	<u>(DK/</u> <u>NA)</u>	<u>EXT/</u> <u>VERY</u>
[ ]a. Preserving a regional greenbelt of open space land forever -----	50%	29%	15%	5%	1%	79%
[ ]b. Protecting natural areas -----	55%	32%	13%	1%	1%	86%
[ ]c. Providing opportunities for ecologically sensitive public enjoyment and education -----	37%	36%	20%	5%	1%	73%
[ ]d. Restoring native plant and wildlife habitat -----	39%	35%	19%	6%	1%	75%
[ ]e. Providing multiuse trails for hiking, biking, and equestrian use -----	29%	37%	31%	3%	0%	66%
[ ]f. Stewarding public lands to be resilient in the face of climate change -----	47%	28%	14%	8%	4%	75%
[ ]g. Supporting local agriculture along the San Mateo County coast -----	28%	34%	27%	10%	1%	62%
[ ]h. Preserving the character of rural areas, such as the Santa Cruz Mountains or the San Mateo County Coast -----	35%	26%	29%	8%	1%	61%

**Attachment 1\_Results\_Benchmark\_Survey**

	<u>EXT</u>	<u>VERY</u>	<u>SMWT</u>	<u>NOT TOO</u>	<u>(DK/</u>	<u>EXT/</u>
	<u>IMP</u>	<u>IMP</u>	<u>IMP</u>	<u>IMP</u>	<u>NA)</u>	<u>VERY</u>
<b>(SPLIT SAMPLE A CONTINUED)</b>						
[ ]i. Partnering with local organizations to promote a regional environmental vision -----	32%	36%	24%	7%	2%	68%
[ ]j. Connecting regional trails-----	20%	35%	33%	9%	3%	55%
[ ]k. Caring for the ecosystem to help native plants and wildlife survive -----	51%	35%	10%	3%	1%	86%
[ ]l. Reducing dead and downed vegetation for wildland fire prevention-----	51%	35%	11%	2%	1%	86%
[ ]m. Preserving undeveloped coastal open space and agricultural lands-----	46%	29%	19%	4%	1%	76%
[ ]n. Assessing historical significance of structures on open space lands-----	19%	32%	30%	17%	1%	51%
[ ]o. Promoting safe wildlife corridors and trail crossings across Highway 17-----	34%	34%	19%	6%	6%	68%
<b>(SPLIT SAMPLE B ONLY)</b>						
[ ]p. Protecting the ridgetops, hillsides and creeks that create our region’s striking natural beauty -----	48%	27%	22%	3%	0%	75%
[ ]q. Protecting and restoring the natural environment -----	54%	30%	14%	2%	0%	84%
[ ]r. Protecting San Mateo and Santa Clara counties’ agricultural, natural resource, and open space lands for future generations -----	53%	24%	20%	2%	1%	77%
[ ]s. Creating opportunities for outdoor recreation-----	30%	35%	30%	4%	1%	65%
[ ]t. Preserving diverse habitat for wildlife-----	51%	30%	18%	1%	0%	80%
[ ]u. Providing regional hiking trails-----	29%	31%	34%	4%	2%	60%
[ ]v. Restoring public lands to be resilient in the face of climate change-----	46%	31%	15%	5%	2%	77%
[ ]w. Connecting kids to nature-----	41%	35%	23%	1%	0%	76%
[ ]x. Protecting the waterways and natural lands that maintain water quality and supply -----	66%	24%	9%	1%	1%	90%
[ ]y. Managing redwood forests-----	55%	28%	13%	1%	2%	84%
[ ]z. Protecting San Mateo and Santa Clara counties’ agricultural, natural resource, and open space lands-----	42%	28%	24%	4%	1%	70%
[ ]aa. Protecting coastal grasslands -----	42%	31%	22%	3%	2%	73%
[ ]bb. Improving access for individuals with disabilities at local preserves -----	26%	35%	30%	7%	1%	62%
[ ]cc. Partnering with Native American tribes to relearn and reapply indigenous plant restoration techniques-----	31%	26%	28%	13%	3%	57%
[ ]dd. Removing invasive species to restore native plant and wildlife habitat-----	35%	33%	21%	5%	6%	68%

(RESUME ASKING ALL RESPONDENTS)

7. And which of these six components of the Midpen mission do you think is most important to you? (RE-READ AND RANDOMIZE LIST IF NECESSARY)

- Acquiring and preserving a regional greenbelt----- 18%
- Restoring the natural environment----- 18%
- Providing opportunities for ecologically sensitive public recreation ----- 14%
- Educating the public about conservation and nature----- 18%
- Preserving rural character----- 4%
- Encouraging viable agricultural land use----- 4%
- (DON'T READ) All**----- 18%
- (DON'T READ) None**----- 1%
- (DON'T READ) Other (SPECIFY)**----- 4%
- (DON'T READ) DK/NA/Refused**----- 2%

8. Stepping back for a moment, I'd like to read you two statements about Midpen preserves. I'd like you to tell me which comes closer to your opinion, even if neither is exactly right. (ROTATE)

I prefer preserves that provide multiple visitor amenities, such as water bottle refilling stations, restrooms, and picnic areas ----- 22%

**OR**

I prefer preserves that put a high priority on wildlife habitat restoration and protection, with only low-impact trails that encourage users to leave no trace----- 72%

- (DON'T READ)**
- (BOTH)**----- 2%
- (NEITHER)**----- 1%
- (DON'T KNOW/NA)**----- 4%



**Attachment 1\_Results\_Benchmark\_Survey**

9. Next, I am going to read you a series of statements about the Midpeninsula Regional Open Space District. For each one, please tell me if it makes you view Midpen much more favorably, somewhat more favorably, or if it makes no difference. **(RANDOMIZE)**

	<u>MUCH MORE FAV</u>	<u>SMWT MORE FAV</u>	<u>NO DIFF</u>	<u>(LESS FAV)</u>	<u>(DK/ NA)</u>	<u>TOTAL MORE FAV</u>
[ ]a. <b>(SPECIAL CHARACTER)</b> People choose to live in the Bay Area because of its scenic beauty and recreational opportunities. The stunning ridge and coastal views and riding, biking, and hiking trails we have in Santa Clara and San Mateo Counties are truly unique. The Midpeninsula Regional Open Space District works to preserve what we love most about living here. -----	42%	27%	25%	3%	3%	69%
<b>(SPLIT SAMPLE A ONLY)</b>						
[ ]b. <b>(WATER QUALITY)</b> Nothing is more important than clean drinking water. By protecting and restoring areas around sources of water, Midpen increases access to water and naturally prevents the pollution of our water. -----	49%	31%	17%	1%	3%	80%
[ ]c. <b>(PARTNERSHIPS)</b> Midpen regularly partners with local nonprofits, the counties, and state and regional park organizations to leverage their resources and connect residents with open space, recreational opportunities, and educational programs. Connecting these public lands supports biodiversity, providing places for local plants and wildlife to thrive. -----	39%	36%	21%	1%	4%	75%
[ ]d. <b>(PUBLIC HEALTH)</b> Open space preserves and natural areas provide spaces where families and children can safely walk, run, and bicycle – improving the physical health of residents, reducing obesity, and reducing healthcare costs. These areas are open 365 days a year, sunrise to sunset, to anyone, and for free. -----	50%	28%	20%	1%	1%	78%
[ ]e. <b>(WILDLIFE)</b> By restoring and protecting natural areas, the Midpeninsula Regional Open Space District is protecting wildlife habitats and California’s unique biodiversity. -----	49%	31%	17%	1%	2%	80%

**Attachment 1\_Results\_Benchmark\_Survey**

	<u>MUCH MORE FAV</u>	<u>SMWT MORE FAV</u>	<u>NO DIFF</u>	<u>(LESS FAV)</u>	<u>(DK/ NA)</u>	<u>TOTAL MORE FAV</u>
<b>(SPLIT SAMPLE A CONTINUED)</b>						
[ ]f. <b>(AG SUSTAINABILITY)</b> San Mateo and Santa Clara counties have rich agricultural and ranching history. That’s why Midpen protects sustainable, working agricultural ranchlands connecting past and future along the scenic coast. -----	27%	36%	29%	3%	4%	63%
[ ]g. <b>(CARING)</b> Midpeninsula Regional Open Space District is caring for the land to create healthy habitats for plants, animals, and people. -----	46%	30%	18%	2%	3%	77%
[ ]h. <b>(UNDERSERVED)</b> Midpen programming connects people to nature through enriched experiences, especially people who are typically less likely to have access to natural areas and open spaces. That includes low-income communities and communities of color. -----	41%	31%	24%	1%	3%	73%
<b>(SPLIT SAMPLE B ONLY)</b>						
[ ]i. <b>(AG HISTORY)</b> San Mateo and Santa Clara counties have rich agricultural and ranching history. That’s why the Midpeninsula Open Space District preserves historic, agricultural lands close to home along the scenic coast. -----	23%	37%	27%	7%	7%	60%
[ ]j. <b>(RECREATION)</b> Parks and open spaces provide safe places for the community to gather and explore the outdoors. It’s especially important to keep these accessible options for everyone as the cost of living increases. Midpen ensures that San Mateo and Santa Clara County residents have access to well-maintained and beautiful recreation areas. -----	44%	33%	19%	2%	3%	77%
[ ]k. <b>(CLIMATE)</b> Smart investments made before a disaster strikes can help protect a community’s quality of life, save lives, and reduce the cost to taxpayers. Midpen is taking a proactive, practical approach to stewardship of public lands, helping ensure San Mateo and Santa Clara counties are resilient as the climate changes. -----	39%	44%	12%	2%	3%	83%

	<u>MUCH MORE FAV</u>	<u>SMWT MORE FAV</u>	<u>NO DIFF</u>	<u>(LESS FAV)</u>	<u>(DK/NA)</u>	<u>TOTAL MORE FAV</u>
<b>(SPLIT SAMPLE B CONTINUED)</b>						
[ ]l. <b>(FIRES)</b> Midpen is working with fire agencies and surrounding communities to strengthen prevention and preparation in case of wildland fires. This includes maintaining hundreds of miles of fire roads. Midpen is also using conservation grazing to reduce flammable brush within grassland habitats, limiting the risk of fire, or fire intensity if it does occur. -----	52%	36%	9%	0%	3%	88%
[ ]m. <b>(EDUCATION)</b> Midpen programming connects people to nature through enriched experiences, including environmental interpretation, docent-led activities and volunteer opportunities. -----	22%	37%	30%	3%	7%	59%
[ ]n. <b>(PLACE)</b> Few other conservation organizations protect and restore such a wide variety of unique natural areas: from redwood forests to the Bay and the ocean, from serpentine-soil grasslands to Tafari sandstone. Our peninsula is unique and Midpen works to protect and restore these places for the wildlife that call it home, and the people who visit and recreate there. -----	37%	39%	16%	4%	4%	75%

**(RESUME ASKING ALL RESPONDENTS)**

10. Next, having heard this, let me ask you one last time - do you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of the Midpeninsula Regional Open Space District?

**TOTAL FAVORABLE-----91%**  
 Strongly favorable -----60%  
 Somewhat favorable-----32%

**TOTAL UNFAVORABLE -----4%**  
 Somewhat unfavorable-----3%  
 Strongly unfavorable -----1%

**(DON'T READ) CAN'T RATE/DK/NA-----5%**

**Attachment 1\_Results\_Benchmark\_Survey**

11. Next, I'm going to read you a list of sources from which people get information about **(SPLIT SAMPLE A: local issues in your area) (SPLIT SAMPLE B: parks, open space, and the outdoors)**. For each, I'd like you to tell me how often you use it to get information about **(SPLIT SAMPLE A: local issues in your area) (SPLIT SAMPLE B: parks, open space and the outdoors)**: frequently, occasionally, rarely, or never. **(RANDOMIZE)**

	<u>FREQ</u>	<u>OCCAS</u>	<u>RARELY</u>	<u>NEVER</u>	<u>(DK/NA)</u>	<u>FREQ/OCC</u>	<u>RRLY/NVR</u>
[ ]a. Local television stations-----	12%	24%	16%	46%	3%	36%	61%
[ ]b. KQED Radio-----	18%	22%	14%	43%	3%	40%	57%
[ ]c. Radio stations other than KQED-----	8%	18%	20%	51%	3%	26%	71%
[ ]d. Information you receive in the mail-----	6%	30%	24%	36%	3%	36%	60%
[ ]e. Facebook-----	13%	19%	18%	48%	2%	32%	65%
[ ]f. Twitter-----	6%	11%	9%	70%	5%	17%	78%
[ ]g. Instagram-----	7%	12%	11%	67%	3%	19%	78%
[ ]h. Blogs on the Internet-----	8%	19%	19%	51%	3%	27%	70%
[ ]i. The <i>San José Mercury News</i> newspaper-----	10%	18%	20%	50%	2%	28%	70%
[ ]j. The <i>San Francisco Chronicle</i> newspaper-----	6%	14%	17%	59%	3%	20%	77%
[ ]k. The <i>Half Moon Bay Review</i> newspaper-----	3%	5%	7%	80%	5%	8%	87%
[ ]l. The Midpen newsletter and activity guide mailed to your home-----	6%	13%	12%	63%	6%	19%	76%
[ ]m. The Midpen e-newsletter-----	5%	6%	9%	76%	4%	11%	84%
[ ]n. Nextdoor-----	11%	22%	14%	49%	4%	33%	64%
[ ]o. Midpen's public meetings-----	1%	3%	10%	82%	4%	4%	92%
[ ]p. Midpen's website, openspace-dot- org-----	4%	18%	22%	52%	4%	22%	74%

12. Were there any sources of information you use that I didn't mention? (OPEN END, RECORD VERBATIM)

No -----	59%
Word of mouth -----	11%
Google -----	5%
Internet (general)-----	5%
Local newspaper -----	4%
Local newsletter-----	2%
Local television news -----	2%
National newspaper-----	1%
National news -----	1%
Community centers -----	1%
You Tube-----	1%
Government website-----	1%
Reddit -----	1%
Facebook/social media-----	1%
LinkedIn-----	0%
News radio -----	0%
Saratogian -----	0%
Magazines (not specified) -----	0%
Library-----	0%
Yelp -----	0%
Maps -----	0%
Personal experience -----	0%
Other -----	3%
Don't know -----	0%
Refused -----	2%

**WE'RE JUST ABOUT DONE. I'M ONLY GOING TO ASK YOU A FEW MORE QUESTIONS FOR CLASSIFICATION PURPOSES.**

13. First, I'd like you to consider your visits to Midpeninsula Regional Open Space District preserves. Please tell me how often you typically visit and use Midpen preserves in this way: about once a week, a few times a month, a few times a year, once a year, or never. **(RANDOMIZE)**

	<u>ONCE/ WEEK</u>	<u>FEW/ MO</u>	<u>FEW/ YEAR</u>	<u>ONCE/ YEAR</u>	<u>NEVER</u>	<u>(DK/ NA)</u>
[ ]a. Walking or hiking -----	20%	29%	31%	6%	11%	3%
[ ]b. Running or jogging -----	9%	13%	12%	7%	57%	3%
[ ]c. Dog walking -----	10%	8%	10%	4%	65%	3%
[ ]d. Horseback riding -----	2%	1%	3%	5%	87%	2%
[ ]e. Mountain biking -----	3%	5%	10%	6%	73%	3%
[ ]f. Birdwatching or wildlife viewing -----	5%	10%	19%	11%	52%	4%
[ ]g. Spending time in nature -----	19%	27%	31%	6%	13%	4%
[ ]h. Ranger- or docent-led programs -----	0%	1%	6%	12%	75%	6%
[ ]i. Backpack camping -----	0%	2%	11%	11%	72%	5%

**(ASK IF EVER VISIT FOR ANY REASON – CODE 1 OR 2 OR 3 OR 4 IN ANY ITEM IN Q13)**

14. Do you feel safe or unsafe outdoors in local nature preserves? **(IF SAFE/UNSAFE, ASK: “Is that very or somewhat SAFE/UNSAFE?”)**

**TOTAL SAFE ----- 94%**  
 Very safe ----- 59%  
 Somewhat safe ----- 35%

**TOTAL UNSAFE ----- 4%**  
 Somewhat unsafe ----- 3%  
 Very unsafe ----- 1%

**(DON'T READ) Don't visit them/NA - 1%**  
**(DON'T READ) Don't know ----- 0%**

**(RESUME ASKING ALL RESPONDENTS)**

15. Do you have any children under the age of 19 living at home?

Yes ----- 26%  
 No ----- 69%  
**(DON'T READ) DK/NA/REFUSED -- 4%**

16. What was the last level of school you completed?

High school graduate or less ----- 10%  
 Some college-----20%  
 Associate’s Degree ----- 11%  
 College graduate -----30%  
 Post-graduate -----26%  
**(DON'T KNOW)** ----- 4%

17. Do you work in the technology industry? **(IF NO: “Does anyone in your household work in the technology industry?”)**

Yes, self -----21%  
 Yes, household ----- 13%  
 Yes, both ----- 8%  
 No -----54%  
**(DON'T READ) DK/NA/REFUSED** -- 4%

18. Were you born and raised in Santa Clara or San Mateo counties? **(IF NO, ASK: “How long have you lived in San Mateo or Santa Clara Counties?”)**

Born and raised -----28%  
 Two years or less ----- 6%  
 Three to five years----- 5%  
 Six to 10 years ----- 8%  
 11 to 20 years -----13%  
 21 to 40 years -----19%  
 More than 40 years -----15%  
**(DON'T READ) DK/NA/REFUSED** -- 6%

19. I don’t need to know the exact amount, but please stop me when I read the category that includes the total income for your household before taxes in 2019. Was it: **(READ CHOICES BELOW)**

\$30,000 and under----- 10%  
 \$30,001 - \$60,000 ----- 9%  
 \$60,001 - \$90,000 ----- 11%  
 \$90,001 - \$120,000----- 9%  
 \$120,001 - \$150,000 ----- 9%  
 More than \$150,000-----29%  
**(DON'T READ) Refused** -----22%

20. What is your gender?

Male-----	45 %
Female-----	49 %
Nonbinary-----	0 %
Rather not say-----	6 %

**THANK AND TERMINATE**

**MODE**

Phone-----	50 %
Online-----	50 %

**COUNTY**

San Mateo-----	38 %
Santa Clara-----	62 %

**DISTRICT WARD**

1 - Seimens-----	17 %
2 - Kishimoto-----	13 %
3 - Cyr-----	11 %
4 - Riffle-----	14 %
5 - Holman-----	14 %
6 - Hassett-----	13 %
7 - Kersteen-Tucker-----	18 %

**CITY/TOWN**

Cupertino-----	5 %
Los Altos-----	4 %
Los Gatos-----	6 %
Menlo Park-----	6 %
Mountain View-----	11 %
Palo Alto-----	9 %
Redwood City-----	11 %
San Carlos-----	4 %
Saratoga-----	6 %
Sunnyvale-----	16 %
Other-----	13 %
Unincorporated-----	9 %



# Attachment 2\_Results\_Ward 1

JANUARY 9-23, 2020



MIDPENINSULA REGIONAL OPEN SPACE DISTRICT  
320-876-WT  
N=151  
WARD 1  
A/B SPLIT

Hello, I'm \_\_\_\_\_ from \_\_\_\_\_, a public opinion research company. I am not trying to sell you anything. We're conducting a survey about issues that concern residents in your area. May I speak with the person at home over 18 who most recently celebrated a birthday?

A. Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering yourself or others?

Yes, cell and can talk safely ----- 78%  
Yes, cell but cannot talk safely----- **TERMINATE**  
No, not on cell ----- 22%  
**(DON'T READ) DK/NA/REFUSED ----- TERMINATE**

B. My next questions are to ensure that we are interviewing a representative group of residents in your area. What is your age?

Under 18----- **TERMINATE**  
18-24----- 13%  
25-29-----2%  
30-34-----2%  
35-39-----7%  
40-44----- 10%  
45-49----- 14%  
50-54-----8%  
55-59-----7%  
60-64----- 14%  
65-69-----9%  
70-74-----3%  
75+ -----9%  
**(DK/REFUSED) -----2%**

C. With which racial or ethnic group do you identify yourself: Hispanic or Latino; African American or Black; Caucasian or White; Asian or Pacific Islander; multiracial; or some other ethnic or racial background?

Latino/Hispanic -----4%  
African American/Black -----0%  
Caucasian/White ----- 62%  
Asian/Pacific Islander ----- 22%  
Multiracial-----3%  
**(OTHER)-----3%**  
**(DON'T READ) DK/NA/REFUSED ----7%**

D. Are you registered to vote? **(IF YES, ASK: "With which party are you registered to vote: Democratic, Republican, another party, or with no party preference?")**

## Attachment 2\_Results\_Ward 1

No, not registered -----2%  
 Democratic ----- 29%  
 Republican ----- 17%  
 No Party Preference ----- 40%  
 Another party -----6%  
**(DON'T KNOW/NA) -----7%**

1. OK, let's begin. First, how would you rate your community as a place to live? Is it ... **(READ LIST)?**

**EXCELLENT/GOOD -----92%**  
 Excellent----- 49%  
 Good ----- 42%  
  
**FAIR/POOR ----- 8%**  
 Fair -----5%  
 Poor -----3%  
  
**(DON'T KNOW/NA) -----0%**

2. Next, I'm going to read you a list of local organizations and public institutions. For each one, I'd like you to tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion. If you have never heard of one, please just say so. **(RANDOMIZE)**

		<u>STR</u> <u>FAV</u>	<u>SMWT</u> <u>FAV</u>	<u>SMWT</u> <u>UNFAV</u>	<u>STR</u> <u>UNFAV</u>	<u>(CAN'T</u> <u>RATE</u> <u>/DK)</u>	<u>NEVER</u> <u>HEARD</u> <u>OF</u>	<u>TOTAL</u> <u>FAV</u>	<u>TOTAL</u> <u>UNFAV</u>
[ ]a.	Midpeninsula Regional Open Space District -----	41%	22%	1%	0%	7%	28%	63%	1%
[ ]b.	Santa Clara Valley Open Space Authority-----	33%	28%	1%	0%	14%	24%	60%	2%
[ ]c.	Peninsula Open Space Trust -----	27%	23%	4%	0%	16%	30%	50%	4%
[ ]d.	California State Parks-----	67%	27%	1%	0%	4%	1%	94%	1%
[ ]e.	Golden Gate National Recreation Area-----	49%	26%	0%	0%	14%	11%	75%	0%

**(ASK IN SANTA CLARA COUNTY ONLY)**

[ ]f. Santa Clara County Parks ----- 51%----- 38% ----- 4%-----0% ----- 6% -----1% 89% 4%

**(ASK IN SAN MATEO COUNTY ONLY)**

[ ]g. San Mateo County Parks -----0% ----- 0% ----- 0%-----0% ----- 0% -----0% 0% 0%

## Attachment 2\_Results\_Ward 1

**(RESUME ASKING ALL RESPONDENTS)**

3. I'm going to read you some issues that some people say may be problems in your area. After I read each one, please tell me whether you think each is a problem or not. **(IF YES, PROBLEM, ASK: "Do you think it is an extremely, very, or somewhat serious problem?") (RANDOMIZE)**

	<u>EXT SER PROB</u>	<u>VERY SER PROB</u>	<u>SMWT SER PROB</u>	<u>NOT A PROB</u>	<u>(DK/ NA)</u>	<u>EXT/ VERY</u>
[ ]a. The quality of local natural lands and open space-----	11%	12%	29%	44%	4%	23%
[ ]b. Traffic congestion -----	47%	26%	14%	8%	5%	73%
[ ]c. Loss of natural areas to development-----	21%	32%	23%	22%	2%	53%
[ ]d. Fire risk -----	36%	28%	18%	16%	3%	64%
[ ]e. Water pollution -----	19%	25%	23%	26%	7%	44%
[ ]f. Air pollution-----	18%	25%	33%	21%	3%	43%
[ ]g. Loss of wildlife habitat -----	26%	28%	21%	21%	4%	54%
[ ]h. A lack of affordable housing-----	38%	30%	19%	12%	1%	68%
[ ]i. Climate change-----	51%	12%	17%	17%	3%	63%
[ ]j. The amount you pay in local taxes-----	15%	15%	22%	39%	8%	30%

## Attachment 2\_Results\_Ward 1

**NOW I'D LIKE TO ASK YOU A FEW MORE QUESTIONS ABOUT THE MIDPENINSULA REGIONAL OPEN SPACE DISTRICT.**

**(ASK Q4 ONLY IF CODES 1-4 IN Q2A)**

4. You mentioned a few moments ago that you have a **FAVORABLE / UNFAVORABLE** opinion of the Midpeninsula Regional Open Space District. In a few words of your own, could you tell me why? **(OPEN-ENDED; RECORD VERBATIM RESPONSE BELOW. PROBE FOR VERY SPECIFIC RESPONSES)**

a. Favorable, N=95:

Preservation of open space/environmental protection-----	36%
Good option for recreation/exercise -----	28%
Support their mission/efforts-----	25%
Trails/facilities are well maintained-----	21%
Enjoy nature's beauty/beautiful views -----	13%
Easily accessible to the public -----	12%
I use trails regularly -----	11%
Mixed feelings -----	7%
Preservation of wildlife/habitat-----	5%
Dog friendly -----	1%
Other-----	2%
Don't know -----	4%
Refused-----	3%

b. Unfavorable, N=2:

They take over too much land -----	89%
More important issues -----	52%
Not enough transparency/misused revenue -----	11%

## Attachment 2\_Results\_Ward 1

**(RESUME ASKING ALL RESPONDENTS)**

**AS YOU MAY KNOW, THE MIDPENINSULA REGIONAL OPEN SPACE DISTRICT, OFTEN KNOWN AS “MIDPEN,” IS AN INDEPENDENT SPECIAL DISTRICT PRIMARILY IN SANTA CLARA AND SAN MATEO COUNTIES THAT HAS PRESERVED A REGIONAL GREENBELT OF NEARLY 65 THOUSAND ACRES OF PUBLIC LAND AND MANAGES 26 OPEN SPACE PRESERVES. ITS MISSION IS TO ACQUIRE AND PERMANENTLY PRESERVE OPEN SPACE LAND, PROTECT AND RESTORE THE NATURAL ENVIRONMENT, AND PROVIDE OPPORTUNITIES FOR ECOLOGICALLY SENSITIVE PUBLIC ENJOYMENT AND EDUCATION. ON THE COAST, ITS MISSION INCLUDES PRESERVING RURAL CHARACTER AND ENCOURAGING VIABLE AGRICULTURAL USE OF LAND.**

5. Having heard this, let me ask you again: would you say you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of the Midpeninsula Regional Open Space District?

**TOTAL FAVORABLE-----90%**  
 Strongly favorable ----- 58%  
 Somewhat favorable ----- 32%

**TOTAL UNFAVORABLE ----- 2%**  
 Somewhat unfavorable -----1%  
 Strongly unfavorable -----0%

**(DON'T READ) DK/NA-----8%**

6. Next, I am going to read you a list of goals Midpen has set for itself. For each goal, please tell me if you think it is extremely important, very important, somewhat important, or not too important. **(RANDOMIZE)**

	<u>EXT IMP</u>	<u>VERY IMP</u>	<u>SMWT IMP</u>	<u>NOT TOO IMP</u>	<u>(DK/ NA)</u>	<u>EXT/ VERY</u>
<b>(SPLIT SAMPLE A ONLY)</b>						
[ ]a. Preserving a regional greenbelt of open space land forever-----	47%	35%	11%	7%	0%	83%
[ ]b. Protecting natural areas-----	49%	37%	14%	0%	0%	86%
[ ]c. Providing opportunities for ecologically sensitive public enjoyment and education -----	36%	43%	12%	7%	2%	79%
[ ]d. Restoring native plant and wildlife habitat -----	43%	40%	8%	10%	0%	83%
[ ]e. Providing multiuse trails for hiking, biking, and equestrian use -----	32%	44%	21%	3%	0%	76%
[ ]f. Stewarding public lands to be resilient in the face of climate change -----	42%	38%	5%	14%	1%	80%
[ ]g. Supporting local agriculture along the San Mateo County coast -----	26%	36%	22%	15%	3%	61%
[ ]h. Preserving the character of rural areas, such as the Santa Cruz Mountains or the San Mateo County Coast -----	41%	22%	27%	9%	0%	63%

## Attachment 2 Results\_Ward 1

	<u>EXT</u> <u>IMP</u>	<u>VERY</u> <u>IMP</u>	<u>SMWT</u> <u>IMP</u>	<u>NOT TOO</u> <u>IMP</u>	<u>(DK/</u> <u>NA)</u>	<u>EXT/</u> <u>VERY</u>
<b>(SPLIT SAMPLE A CONTINUED)</b>						
[ ]i. Partnering with local organizations to promote a regional environmental vision -----	27%	37%	26%	8%	2%	65%
[ ]j. Connecting regional trails -----	24%	38%	26%	9%	3%	62%
[ ]k. Caring for the ecosystem to help native plants and wildlife survive -----	56%	28%	9%	7%	0%	83%
[ ]l. Reducing dead and downed vegetation for wildland fire prevention -----	62%	20%	16%	0%	2%	82%
[ ]m. Preserving undeveloped coastal open space and agricultural lands -----	55%	27%	15%	1%	2%	82%
[ ]n. Assessing historical significance of structures on open space lands -----	22%	29%	35%	12%	2%	51%
[ ]o. Promoting safe wildlife corridors and trail crossings across Highway 17 -----	33%	33%	24%	7%	4%	65%
<b>(SPLIT SAMPLE B ONLY)</b>						
[ ]p. Protecting the ridgetops, hillsides and creeks that create our region's striking natural beauty -----	61%	28%	11%	0%	0%	89%
[ ]q. Protecting and restoring the natural environment -----	67%	22%	11%	0%	0%	89%
[ ]r. Protecting San Mateo and Santa Clara counties' agricultural, natural resource, and open space lands for future generations -----	66%	17%	17%	0%	0%	83%
[ ]s. Creating opportunities for outdoor recreation -----	39%	39%	16%	7%	0%	77%
[ ]t. Preserving diverse habitat for wildlife -----	58%	23%	19%	0%	0%	81%
[ ]u. Providing regional hiking trails -----	40%	37%	16%	1%	5%	77%
[ ]v. Restoring public lands to be resilient in the face of climate change -----	52%	26%	14%	8%	0%	78%
[ ]w. Connecting kids to nature -----	46%	41%	14%	0%	0%	86%
[ ]x. Protecting the waterways and natural lands that maintain water quality and supply -----	76%	21%	3%	0%	0%	97%
[ ]y. Managing redwood forests -----	56%	33%	5%	0%	5%	90%
[ ]z. Protecting San Mateo and Santa Clara counties' agricultural, natural resource, and open space lands -----	38%	27%	30%	5%	0%	65%
[ ]aa. Protecting coastal grasslands -----	46%	39%	12%	1%	2%	85%
[ ]bb. Improving access for individuals with disabilities at local preserves -----	28%	41%	28%	3%	0%	69%
[ ]cc. Partnering with Native American tribes to relearn and reapply indigenous plant restoration techniques -----	24%	30%	35%	9%	2%	54%
[ ]dd. Removing invasive species to restore native plant and wildlife habitat -----	40%	26%	28%	1%	5%	66%

## Attachment 2\_Results\_Ward 1

### (RESUME ASKING ALL RESPONDENTS)

7. And which of these six components of the Midpen mission do you think is most important to you? **(RE-READ AND RANDOMIZE LIST IF NECESSARY)**

Acquiring and preserving a regional greenbelt ----- 16%

Restoring the natural environment----- 18%

Providing opportunities for ecologically sensitive public recreation ----- 18%

Educating the public about conservation and nature----- 22%

Preserving rural character-----8%

Encouraging viable agricultural land use-----0%

**(DON'T READ)** All ----- 15%

**(DON'T READ)** None -----1%

**(DON'T READ)** Other **(SPECIFY)** -----1%

**(DON'T READ)** DK/NA/Refused -----1%

8. Stepping back for a moment, I'd like to read you two statements about Midpen preserves. I'd like you to tell me which comes closer to your opinion, even if neither is exactly right. **(ROTATE)**

I prefer preserves that provide multiple visitor amenities, such as water bottle refilling stations, restrooms, and picnic areas ----- 17%

**OR**

I prefer preserves that put a high priority on wildlife habitat restoration and protection, with only low-impact trails that encourage users to leave no trace----- 75%

**(DON'T READ)**

**(BOTH)**-----1%

**(NEITHER)**-----3%

**(DON'T KNOW/NA)**-----4%

## Attachment 2\_Results\_Ward 1

9. Next, I am going to read you a series of statements about the Midpeninsula Regional Open Space District. For each one, please tell me if it makes you view Midpen much more favorably, somewhat more favorably, or if it makes no difference. **(RANDOMIZE)**

		<u>MUCH MORE FAV</u>	<u>SMWT MORE FAV</u>	<u>NO DIFF</u>	<u>(LESS FAV)</u>	<u>(DK/ NA)</u>	<i><b>TOTAL MORE FAV</b></i>
[ ]a.	<b>(SPECIAL CHARACTER)</b> People choose to live in the Bay Area because of its scenic beauty and recreational opportunities. The stunning ridge and coastal views and riding, biking, and hiking trails we have in Santa Clara and San Mateo Counties are truly unique. The Midpeninsula Regional Open Space District works to preserve what we love most about living here.-----	49%	28%	22%	1%	1%	<i><b>76%</b></i>
<b>(SPLIT SAMPLE A ONLY)</b>							
[ ]b.	<b>(WATER QUALITY)</b> Nothing is more important than clean drinking water. By protecting and restoring areas around sources of water, Midpen increases access to water and naturally prevents the pollution of our water. -----	54%	22%	18%	3%	4%	<i><b>76%</b></i>
[ ]c.	<b>(PARTNERSHIPS)</b> Midpen regularly partners with local nonprofits, the counties, and state and regional park organizations to leverage their resources and connect residents with open space, recreational opportunities, and educational programs. Connecting these public lands supports biodiversity, providing places for local plants and wildlife to thrive. -----	36%	24%	37%	0%	2%	<i><b>61%</b></i>
[ ]d.	<b>(PUBLIC HEALTH)</b> Open space preserves and natural areas provide spaces where families and children can safely walk, run, and bicycle – improving the physical health of residents, reducing obesity, and reducing healthcare costs. These areas are open 365 days a year, sunrise to sunset, to anyone, and for free. -----	39%	15%	44%	0%	2%	<i><b>55%</b></i>
[ ]e.	<b>(WILDLIFE)</b> By restoring and protecting natural areas, the Midpeninsula Regional Open Space District is protecting wildlife habitats and California’s unique biodiversity. -----	56%	20%	22%	0%	2%	<i><b>76%</b></i>



## Attachment 2\_Results\_Ward 1

		<u>MUCH MORE FAV</u>	<u>SMWT MORE FAV</u>	<u>NO DIF</u>	<u>(LESS FAV)</u>	<u>(DK/ NA)</u>	<u>TOTAL MORE FAV</u>
<b>(SPLIT SAMPLE A CONTINUED)</b>							
[ ]f.	<b>(AG SUSTAINABILITY)</b> San Mateo and Santa Clara counties have rich agricultural and ranching history. That’s why Midpen protects sustainable, working agricultural ranchlands connecting past and future along the scenic coast.-----	20%	43%	28%	6%	3%	63%
[ ]g.	<b>(CARING)</b> Midpeninsula Regional Open Space District is caring for the land to create healthy habitats for plants, animals, and people.-----	35%	35%	23%	5%	2%	70%
[ ]h.	<b>(UNDERSERVED)</b> Midpen programming connects people to nature through enriched experiences, especially people who are typically less likely to have access to natural areas and open spaces. That includes low-income communities and communities of color.-----	35%	22%	40%	0%	2%	57%
<b>(SPLIT SAMPLE B ONLY)</b>							
[ ]i.	<b>(AG HISTORY)</b> San Mateo and Santa Clara counties have rich agricultural and ranching history. That’s why the Midpeninsula Open Space District preserves historic, agricultural lands close to home along the scenic coast. -----	30%	31%	34%	3%	3%	60%
[ ]j.	<b>(RECREATION)</b> Parks and open spaces provide safe places for the community to gather and explore the outdoors. It’s especially important to keep these accessible options for everyone as the cost of living increases. Midpen ensures that San Mateo and Santa Clara County residents have access to well-maintained and beautiful recreation areas.-----	59%	28%	10%	3%	0%	87%
[ ]k.	<b>(CLIMATE)</b> Smart investments made before a disaster strikes can help protect a community’s quality of life, save lives, and reduce the cost to taxpayers. Midpen is taking a proactive, practical approach to stewardship of public lands, helping ensure San Mateo and Santa Clara counties are resilient as the climate changes. -----	38%	49%	11%	2%	0%	87%

## Attachment 2\_Results\_Ward 1

	MUCH MORE FAV	SMWT MORE FAV	NO DIFF	(LESS FAV)	(DK/ NA)	TOTAL MORE FAV
<b>(SPLIT SAMPLE B CONTINUED)</b>						
[ ]l. (FIRES) Midpen is working with fire agencies and surrounding communities to strengthen prevention and preparation in case of wildland fires. This includes maintaining hundreds of miles of fire roads. Midpen is also using conservation grazing to reduce flammable brush within grassland habitats, limiting the risk of fire, or fire intensity if it does occur.	64%	26%	9%	1%	0%	90%
[ ]m. (EDUCATION) Midpen programming connects people to nature through enriched experiences, including environmental interpretation, docent-led activities and volunteer opportunities.	28%	41%	28%	4%	0%	68%
[ ]n. (PLACE) Few other conservation organizations protect and restore such a wide variety of unique natural areas: from redwood forests to the Bay and the ocean, from serpentine-soil grasslands to Tafoni sandstone. Our peninsula is unique and Midpen works to protect and restore these places for the wildlife that call it home, and the people who visit and recreate there.	55%	27%	14%	1%	2%	82%

**(RESUME ASKING ALL RESPONDENTS)**

10. Next, having heard this, let me ask you one last time - do you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of the Midpeninsula Regional Open Space District?

**TOTAL FAVORABLE-----98%**

Strongly favorable ----- 59%

Somewhat favorable ----- 38%

**TOTAL UNFAVORABLE ----- 1%**

Somewhat unfavorable ----- 1%

Strongly unfavorable ----- 1%

**(DON'T READ) CAN'T RATE/DK/NA ----- 1%**

## Attachment 2\_Results\_Ward 1

11. Next, I'm going to read you a list of sources from which people get information about (**SPLIT SAMPLE A:** local issues in your area) (**SPLIT SAMPLE B:** parks, open space, and the outdoors). For each, I'd like you to tell me how often you use it to get information about (**SPLIT SAMPLE A:** local issues in your area) (**SPLIT SAMPLE B:** parks, open space and the outdoors): frequently, occasionally, rarely, or never. (**RANDOMIZE**)

	<u>FREQ</u>	<u>OCCAS</u>	<u>RARELY</u>	<u>NEVER</u>	<u>(DK/NA)</u>	<u>FREQ/OCC</u>	<u>RRLY/NVR</u>
[ ]a. Local television stations -----	18%	25%	12%	40%	6%	42%	52%
[ ]b. KQED Radio -----	24%	27%	13%	31%	5%	51%	44%
[ ]c. Radio stations other than KQED -----	8%	26%	21%	40%	6%	34%	60%
[ ]d. Information you receive in the mail-----	6%	35%	29%	25%	4%	41%	55%
[ ]e. Facebook-----	8%	19%	22%	47%	4%	27%	69%
[ ]f. Twitter-----	5%	12%	6%	74%	4%	16%	80%
[ ]g. Instagram -----	9%	11%	11%	64%	5%	20%	75%
[ ]h. Blogs on the Internet -----	18%	14%	24%	38%	6%	33%	62%
[ ]i. The <i>San José Mercury News</i> newspaper-----	19%	31%	24%	26%	1%	50%	50%
[ ]j. The <i>San Francisco Chronicle</i> newspaper-----	2%	6%	25%	62%	6%	7%	87%
[ ]k. The <i>Half Moon Bay Review</i> newspaper-----	0%	8%	2%	82%	7%	8%	85%
[ ]l. The Midpen newsletter and activity guide mailed to your home -----	5%	12%	18%	57%	8%	17%	76%
[ ]m. The Midpen e-newsletter -----	4%	5%	6%	76%	10%	8%	82%
[ ]n. Nextdoor -----	18%	23%	20%	35%	6%	40%	54%
[ ]o. Midpen's public meetings-----	0%	0%	11%	77%	11%	1%	88%
[ ]p. Midpen's website, openspace-dot- org -----	5%	21%	23%	45%	6%	26%	68%

## Attachment 2\_Results\_Ward 1

12. Were there any sources of information you use that I didn't mention? (**OPEN END, RECORD VERBATIM**)

No	65%
Word of mouth	9%
Internet (general)	7%
Local newspaper	3%
Local television news	3%
Personal experience	2%
Google	1%
National newspaper	1%
News radio	1%
You Tube	1%
Local newsletter	1%
Magazines (not specified)	1%
Government website	1%
LinkedIn	0%
National news	0%
Community centers	0%
Saratogian	0%
Library	0%
Yelp	0%
Reddit	0%
Maps	0%
Facebook/social media	0%
Other	4%
Don't know	0%
Refused	3%

## Attachment 2\_Results\_Ward 1

**WE'RE JUST ABOUT DONE. I'M ONLY GOING TO ASK YOU A FEW MORE QUESTIONS FOR CLASSIFICATION PURPOSES.**

13. First, I'd like you to consider your visits to Midpeninsula Regional Open Space District preserves. Please tell me how often you typically visit and use Midpen preserves in this way: about once a week, a few times a month, a few times a year, once a year, or never. **(RANDOMIZE)**

		<u>ONCE/ WEEK</u>	<u>FEW/ MO</u>	<u>FEW/ YEAR</u>	<u>ONCE/ YEAR</u>	<u>NEVER</u>	<u>(DK/ NA)</u>
[ ] a.	Walking or hiking -----	29%	31%	29%	5%	6%	1%
[ ] b.	Running or jogging -----	5%	14%	19%	2%	59%	1%
[ ] c.	Dog walking -----	12%	11%	14%	2%	59%	1%
[ ] d.	Horseback riding -----	1%	3%	1%	2%	93%	1%
[ ] e.	Mountain biking -----	4%	11%	16%	2%	64%	3%
[ ] f.	Birdwatching or wildlife viewing -----	5%	11%	18%	12%	53%	1%
[ ] g.	Spending time in nature -----	20%	33%	31%	5%	7%	4%
[ ] h.	Ranger- or docent-led programs -----	0%	1%	8%	7%	78%	5%
[ ] i.	Backpack camping -----	0%	5%	11%	12%	72%	1%

**(ASK IF EVER VISIT FOR ANY REASON – CODE 1 OR 2 OR 3 OR 4 IN ANY ITEM IN Q13)**

14. Do you feel safe or unsafe outdoors in local nature preserves? **(IF SAFE/UNSAFE, ASK: “Is that very or somewhat SAFE/UNSAFE?”)**

**TOTAL SAFE-----94%**  
 Very safe ----- 49%  
 Somewhat safe----- 45%

**TOTAL UNSAFE ----- 3%**  
 Somewhat unsafe-----3%  
 Very unsafe -----0%

**(DON'T READ) Don't visit them/NA ---1%**  
**(DON'T READ) Don't know-----2%**

**(RESUME ASKING ALL RESPONDENTS)**

15. Do you have any children under the age of 19 living at home?

Yes ----- 26%  
 No ----- 73%  
**(DON'T READ) DK/NA/REFUSED ----1%**

## Attachment 2\_Results\_Ward 1

16. What was the last level of school you completed?

High school graduate or less -----	11%
Some college-----	24%
Associate's Degree -----	4%
College graduate -----	32%
Post-graduate -----	29%
<b>(DON'T KNOW)</b> -----	1%

17. Do you work in the technology industry? **(IF NO: "Does anyone in your household work in the technology industry?")**

Yes, self -----	28%
Yes, household -----	18%
Yes, both -----	13%
No -----	41%
<b>(DON'T READ) DK/NA/REFUSED</b> ----	1%

18. Were you born and raised in Santa Clara or San Mateo counties? **(IF NO, ASK: "How long have you lived in San Mateo or Santa Clara Counties?")**

Born and raised-----	24%
Two years or less-----	1%
Three to five years -----	8%
Six to 10 years -----	11%
11 to 20 years -----	10%
21 to 40 years -----	27%
More than 40 years -----	16%
<b>(DON'T READ) DK/NA/REFUSED</b> ----	2%

19. I don't need to know the exact amount, but please stop me when I read the category that includes the total income for your household before taxes in 2019. Was it: **(READ CHOICES BELOW)**

\$30,000 and under -----	3%
\$30,001 - \$60,000-----	6%
\$60,001 - \$90,000-----	6%
\$90,001 - \$120,000 -----	6%
\$120,001 - \$150,000-----	11%
More than \$150,000 -----	36%
<b>(DON'T READ) Refused</b> -----	32%

## Attachment 2\_Results\_Ward 1

20. What is your gender?

Male----- 53%  
Female ----- 45%  
Nonbinary -----0%  
Rather not say -----2%

**THANK AND TERMINATE**

### MODE

Phone ----- 43%  
Online ----- 57%

### DISTRICT WARD

1 - Seimens ----- 100%  
2 - Kishimoto----- 0%  
3 - Cyr ----- 0%  
4 - Riffle ----- 0%  
5 - Holman ----- 0%  
6 - Hassett----- 0%  
7 - Kersteen-Tucker----- 0%

### COUNTY

San Mateo-----0%  
Santa Clara-----100%

### CITY/TOWN

Cupertino----- 23%  
Los Altos -----0%  
Los Gatos ----- 34%  
Menlo Park-----0%  
Mountain View-----0%  
Palo Alto -----0%  
Redwood City -----0%  
San Carlos-----0%  
Saratoga ----- 35%  
Sunnyvale -----0%  
Other -----4%  
Unincorporated-----4%

**Attachment 3\_Results\_Ward 2**

**JANUARY 9-23, 2020**



**MIDPENINSULA REGIONAL OPEN SPACE DISTRICT**  
**320-876-WT**  
**N=116**  
**WARD 2**  
**A/B SPLIT**

Hello, I'm \_\_\_\_\_ from \_\_\_\_\_, a public opinion research company. I am not trying to sell you anything. We're conducting a survey about issues that concern residents in your area. May I speak with the person at home over 18 who most recently celebrated a birthday?

A. Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering yourself or others?

- Yes, cell and can talk safely ----- 56%
- Yes, cell but cannot talk safely----- **TERMINATE**
- No, not on cell ----- 44%
- (DON'T READ) DK/NA/REFUSED ----- TERMINATE**

B. My next questions are to ensure that we are interviewing a representative group of residents in your area. What is your age?

- Under 18----- **TERMINATE**
- 18-24----- 15%
- 25-29----- 10%
- 30-34-----8%
- 35-39-----7%
- 40-44-----9%
- 45-49-----4%
- 50-54-----8%
- 55-59----- 10%
- 60-64----- 14%
- 65-69-----2%
- 70-74-----4%
- 75+ -----9%
- (DK/REFUSED) -----1%**

C. With which racial or ethnic group do you identify yourself: Hispanic or Latino; African American or Black; Caucasian or White; Asian or Pacific Islander; multiracial; or some other ethnic or racial background?

- Latino/Hispanic -----2%
- African American/Black -----3%
- Caucasian/White ----- 53%
- Asian/Pacific Islander ----- 38%
- Multiracial-----0%
- (OTHER)-----1%**
- (DON'T READ) DK/NA/REFUSED ----3%**

D. Are you registered to vote? **(IF YES, ASK: "With which party are you registered to vote: Democratic, Republican, another party, or with no party preference?")**





## Attachment 3\_Results\_Ward 2

**(RESUME ASKING ALL RESPONDENTS)**

3. I'm going to read you some issues that some people say may be problems in your area. After I read each one, please tell me whether you think each is a problem or not. **(IF YES, PROBLEM, ASK: "Do you think it is an extremely, very, or somewhat serious problem?") (RANDOMIZE)**

	<u>EXT SER PROB</u>	<u>VERY SER PROB</u>	<u>SMWT SER PROB</u>	<u>NOT A PROB</u>	<u>(DK/ NA)</u>	<u>EXT/ VERY</u>
[ ]a. The quality of local natural lands and open space-----	8%	20%	21%	40%	11%	28%
[ ]b. Traffic congestion -----	38%	28%	27%	7%	0%	66%
[ ]c. Loss of natural areas to development-----	14%	33%	34%	15%	5%	46%
[ ]d. Fire risk -----	11%	39%	34%	14%	2%	50%
[ ]e. Water pollution -----	12%	19%	32%	27%	10%	30%
[ ]f. Air pollution-----	14%	25%	37%	22%	2%	38%
[ ]g. Loss of wildlife habitat -----	26%	20%	38%	12%	4%	46%
[ ]h. A lack of affordable housing-----	56%	22%	8%	12%	2%	78%
[ ]i. Climate change-----	55%	13%	24%	6%	2%	68%
[ ]j. The amount you pay in local taxes-----	14%	21%	21%	37%	6%	35%

## Attachment 3\_Results\_Ward 2

**NOW I'D LIKE TO ASK YOU A FEW MORE QUESTIONS ABOUT THE MIDPENINSULA REGIONAL OPEN SPACE DISTRICT.**

**(ASK Q4 ONLY IF CODES 1-4 IN Q2A)**

4. You mentioned a few moments ago that you have a **FAVORABLE / UNFAVORABLE** opinion of the Midpeninsula Regional Open Space District. In a few words of your own, could you tell me why? **(OPEN-ENDED; RECORD VERBATIM RESPONSE BELOW. PROBE FOR VERY SPECIFIC RESPONSES)**

a. Favorable, N=64:

Good option for recreation/exercise -----	31%
Support their mission/efforts-----	31%
Preservation of open space/environmental protection-----	25%
Easily accessible to the public -----	17%
Trails/facilities are well maintained-----	17%
I use trails regularly -----	15%
General favorable statement -----	14%
Preservation of wildlife/habitat-----	6%
Mixed feelings -----	5%
Enjoy nature's beauty/beautiful views -----	4%
Other-----	3%

b. Unfavorable, N=1:

Poor leadership/management -----	70%
Not enough transparency/misused revenue -----	30%

## Attachment 3\_Results\_Ward 2

**(RESUME ASKING ALL RESPONDENTS)**

**AS YOU MAY KNOW, THE MIDPENINSULA REGIONAL OPEN SPACE DISTRICT, OFTEN KNOWN AS “MIDPEN,” IS AN INDEPENDENT SPECIAL DISTRICT PRIMARILY IN SANTA CLARA AND SAN MATEO COUNTIES THAT HAS PRESERVED A REGIONAL GREENBELT OF NEARLY 65 THOUSAND ACRES OF PUBLIC LAND AND MANAGES 26 OPEN SPACE PRESERVES. ITS MISSION IS TO ACQUIRE AND PERMANENTLY PRESERVE OPEN SPACE LAND, PROTECT AND RESTORE THE NATURAL ENVIRONMENT, AND PROVIDE OPPORTUNITIES FOR ECOLOGICALLY SENSITIVE PUBLIC ENJOYMENT AND EDUCATION. ON THE COAST, ITS MISSION INCLUDES PRESERVING RURAL CHARACTER AND ENCOURAGING VIABLE AGRICULTURAL USE OF LAND.**

5. Having heard this, let me ask you again: would you say you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of the Midpeninsula Regional Open Space District?

**TOTAL FAVORABLE-----86%**  
 Strongly favorable ----- 58%  
 Somewhat favorable ----- 28%

**TOTAL UNFAVORABLE ----- 7%**  
 Somewhat unfavorable -----6%  
 Strongly unfavorable -----1%

**(DON'T READ) DK/NA-----7%**

6. Next, I am going to read you a list of goals Midpen has set for itself. For each goal, please tell me if you think it is extremely important, very important, somewhat important, or not too important. **(RANDOMIZE)**

	<u>EXT IMP</u>	<u>VERY IMP</u>	<u>SMWT IMP</u>	<u>NOT TOO IMP</u>	<u>(DK/ NA)</u>	<u>EXT/ VERY</u>
<b>(SPLIT SAMPLE A ONLY)</b>						
[ ]a.	Preserving a regional greenbelt of open space land forever-----43% ---- 31% ---- 20% -----6% -----0% <span style="float: right;">74%</span>					
[ ]b.	Protecting natural areas -----55% ---- 35% ---- 9% -----0% -----1% <span style="float: right;">90%</span>					
[ ]c.	Providing opportunities for ecologically sensitive public enjoyment and education -----33% ---- 40% ---- 20% -----2% -----5% <span style="float: right;">73%</span>					
[ ]d.	Restoring native plant and wildlife habitat -----41% ---- 30% ---- 28% -----0% -----1% <span style="float: right;">71%</span>					
[ ]e.	Providing multiuse trails for hiking, biking, and equestrian use -----24% ---- 44% ---- 31% -----1% -----0% <span style="float: right;">68%</span>					
[ ]f.	Stewarding public lands to be resilient in the face of climate change -----46% ---- 25% ---- 8% -----6% -----15% <span style="float: right;">71%</span>					
[ ]g.	Supporting local agriculture along the San Mateo County coast -----28% ---- 31% ---- 25% ---- 14%-----3% <span style="float: right;">59%</span>					
[ ]h.	Preserving the character of rural areas, such as the Santa Cruz Mountains or the San Mateo County Coast -----36% ---- 23% ---- 35% -----2% -----4% <span style="float: right;">58%</span>					

## Attachment 3\_Results\_Ward 2

	<u>EXT</u>	<u>VERY</u>	<u>SMWT</u>	<u>NOT TOO</u>	<u>(DK/</u>	<u>EXT/</u>
	<u>IMP</u>	<u>IMP</u>	<u>IMP</u>	<u>IMP</u>	<u>NA)</u>	<u>VERY</u>
<b>(SPLIT SAMPLE A CONTINUED)</b>						
[ ]i. Partnering with local organizations to promote a regional environmental vision -----	36%	52%	10%	0%	2%	88%
[ ]j. Connecting regional trails -----	20%	20%	41%	9%	10%	41%
[ ]k. Caring for the ecosystem to help native plants and wildlife survive -----	52%	36%	11%	0%	1%	88%
[ ]l. Reducing dead and downed vegetation for wildland fire prevention -----	35%	57%	5%	2%	0%	93%
[ ]m. Preserving undeveloped coastal open space and agricultural lands -----	50%	36%	11%	0%	3%	86%
[ ]n. Assessing historical significance of structures on open space lands -----	6%	38%	48%	6%	2%	44%
[ ]o. Promoting safe wildlife corridors and trail crossings across Highway 17 -----	14%	40%	32%	0%	14%	54%
<b>(SPLIT SAMPLE B ONLY)</b>						
[ ]p. Protecting the ridgetops, hillsides and creeks that create our region's striking natural beauty -----	42%	30%	23%	5%	0%	72%
[ ]q. Protecting and restoring the natural environment -----	36%	48%	13%	3%	0%	84%
[ ]r. Protecting San Mateo and Santa Clara counties' agricultural, natural resource, and open space lands for future generations -----	25%	48%	21%	6%	0%	73%
[ ]s. Creating opportunities for outdoor recreation -----	20%	37%	39%	2%	3%	56%
[ ]t. Preserving diverse habitat for wildlife -----	37%	43%	16%	1%	3%	80%
[ ]u. Providing regional hiking trails -----	18%	37%	33%	9%	3%	55%
[ ]v. Restoring public lands to be resilient in the face of climate change -----	34%	37%	21%	5%	4%	71%
[ ]w. Connecting kids to nature -----	29%	38%	30%	1%	2%	67%
[ ]x. Protecting the waterways and natural lands that maintain water quality and supply -----	41%	49%	8%	2%	0%	90%
[ ]y. Managing redwood forests -----	40%	38%	16%	4%	3%	78%
[ ]z. Protecting San Mateo and Santa Clara counties' agricultural, natural resource, and open space lands -----	25%	38%	31%	6%	0%	63%
[ ]aa. Protecting coastal grasslands -----	31%	37%	27%	3%	2%	68%
[ ]bb. Improving access for individuals with disabilities at local preserves -----	17%	33%	41%	7%	2%	50%
[ ]cc. Partnering with Native American tribes to relearn and reapply indigenous plant restoration techniques -----	19%	20%	35%	20%	7%	38%
[ ]dd. Removing invasive species to restore native plant and wildlife habitat -----	13%	46%	23%	13%	4%	59%

## Attachment 3\_Results\_Ward 2

### (RESUME ASKING ALL RESPONDENTS)

7. And which of these six components of the Midpen mission do you think is most important to you? **(RE-READ AND RANDOMIZE LIST IF NECESSARY)**

Acquiring and preserving a regional greenbelt ----- 24%

Restoring the natural environment----- 28%

Providing opportunities for ecologically sensitive public recreation -----7%

Educating the public about conservation and nature----- 14%

Preserving rural character-----3%

Encouraging viable agricultural land use-----2%

**(DON'T READ)** All ----- 10%

**(DON'T READ)** None -----0%

**(DON'T READ)** Other **(SPECIFY)** -----5%

**(DON'T READ)** DK/NA/Refused -----7%

8. Stepping back for a moment, I'd like to read you two statements about Midpen preserves. I'd like you to tell me which comes closer to your opinion, even if neither is exactly right. **(ROTATE)**

I prefer preserves that provide multiple visitor amenities, such as water bottle refilling stations, restrooms, and picnic areas ----- 19%

**OR**

I prefer preserves that put a high priority on wildlife habitat restoration and protection, with only low-impact trails that encourage users to leave no trace----- 65%

**(DON'T READ)**

**(BOTH)**-----5%

**(NEITHER)**-----0%

**(DON'T KNOW/NA)**----- 12%

## Attachment 3\_Results\_Ward 2

9. Next, I am going to read you a series of statements about the Midpeninsula Regional Open Space District. For each one, please tell me if it makes you view Midpen much more favorably, somewhat more favorably, or if it makes no difference. **(RANDOMIZE)**

		<u>MUCH MORE FAV</u>	<u>SMWT MORE FAV</u>	<u>NO DIFF</u>	<u>(LESS FAV)</u>	<u>(DK/ NA)</u>	<i><b>TOTAL MORE FAV</b></i>
[ ]a.	<b>(SPECIAL CHARACTER)</b> People choose to live in the Bay Area because of its scenic beauty and recreational opportunities. The stunning ridge and coastal views and riding, biking, and hiking trails we have in Santa Clara and San Mateo Counties are truly unique. The Midpeninsula Regional Open Space District works to preserve what we love most about living here.-----	41%	21%	30%	6%	3%	<i><b>61%</b></i>
<b>(SPLIT SAMPLE A ONLY)</b>							
[ ]b.	<b>(WATER QUALITY)</b> Nothing is more important than clean drinking water. By protecting and restoring areas around sources of water, Midpen increases access to water and naturally prevents the pollution of our water. -----	36%	53%	10%	0%	2%	<i><b>89%</b></i>
[ ]c.	<b>(PARTNERSHIPS)</b> Midpen regularly partners with local nonprofits, the counties, and state and regional park organizations to leverage their resources and connect residents with open space, recreational opportunities, and educational programs. Connecting these public lands supports biodiversity, providing places for local plants and wildlife to thrive. -----	41%	52%	6%	0%	1%	<i><b>93%</b></i>
[ ]d.	<b>(PUBLIC HEALTH)</b> Open space preserves and natural areas provide spaces where families and children can safely walk, run, and bicycle – improving the physical health of residents, reducing obesity, and reducing healthcare costs. These areas are open 365 days a year, sunrise to sunset, to anyone, and for free. -----	56%	40%	4%	0%	0%	<i><b>96%</b></i>
[ ]e.	<b>(WILDLIFE)</b> By restoring and protecting natural areas, the Midpeninsula Regional Open Space District is protecting wildlife habitats and California’s unique biodiversity. -----	64%	25%	8%	0%	3%	<i><b>89%</b></i>

## Attachment 3\_Results\_Ward 2

		<u>MUCH MORE FAV</u>	<u>SMWT MORE FAV</u>	<u>NO DIF</u>	<u>(LESS FAV)</u>	<u>(DK/ NA)</u>	<u>TOTAL MORE FAV</u>
<b>(SPLIT SAMPLE A CONTINUED)</b>							
[ ]f.	<b>(AG SUSTAINABILITY)</b> San Mateo and Santa Clara counties have rich agricultural and ranching history. That’s why Midpen protects sustainable, working agricultural ranchlands connecting past and future along the scenic coast.-----	16%	53%	26%	0%	5%	69%
[ ]g.	<b>(CARING)</b> Midpeninsula Regional Open Space District is caring for the land to create healthy habitats for plants, animals, and people.-----	40%	36%	10%	1%	13%	76%
[ ]h.	<b>(UNDERSERVED)</b> Midpen programming connects people to nature through enriched experiences, especially people who are typically less likely to have access to natural areas and open spaces. That includes low-income communities and communities of color.-----	49%	36%	9%	4%	2%	85%
<b>(SPLIT SAMPLE B ONLY)</b>							
[ ]i.	<b>(AG HISTORY)</b> San Mateo and Santa Clara counties have rich agricultural and ranching history. That’s why the Midpeninsula Open Space District preserves historic, agricultural lands close to home along the scenic coast. -----	18%	34%	31%	17%	0%	52%
[ ]j.	<b>(RECREATION)</b> Parks and open spaces provide safe places for the community to gather and explore the outdoors. It’s especially important to keep these accessible options for everyone as the cost of living increases. Midpen ensures that San Mateo and Santa Clara County residents have access to well-maintained and beautiful recreation areas.-----	43%	40%	15%	2%	0%	83%
[ ]k.	<b>(CLIMATE)</b> Smart investments made before a disaster strikes can help protect a community’s quality of life, save lives, and reduce the cost to taxpayers. Midpen is taking a proactive, practical approach to stewardship of public lands, helping ensure San Mateo and Santa Clara counties are resilient as the climate changes. -----	46%	40%	9%	1%	4%	86%



**Attachment 3\_Results\_Ward 2**

	<u>MUCH MORE FAV</u>	<u>SMWT MORE FAV</u>	<u>NO DIFF</u>	<u>(LESS FAV)</u>	<u>(DK/ NA)</u>	<u>TOTAL MORE FAV</u>
<b>(SPLIT SAMPLE B CONTINUED)</b>						
[ ]l. <b>(FIRES)</b> Midpen is working with fire agencies and surrounding communities to strengthen prevention and preparation in case of wildland fires. This includes maintaining hundreds of miles of fire roads. Midpen is also using conservation grazing to reduce flammable brush within grassland habitats, limiting the risk of fire, or fire intensity if it does occur.	44%	45%	11%	0%	0%	89%
[ ]m. <b>(EDUCATION)</b> Midpen programming connects people to nature through enriched experiences, including environmental interpretation, docent-led activities and volunteer opportunities.	15%	40%	45%	0%	0%	55%
[ ]n. <b>(PLACE)</b> Few other conservation organizations protect and restore such a wide variety of unique natural areas: from redwood forests to the Bay and the ocean, from serpentine-soil grasslands to Tafoni sandstone. Our peninsula is unique and Midpen works to protect and restore these places for the wildlife that call it home, and the people who visit and recreate there.	27%	54%	13%	6%	0%	80%

**(RESUME ASKING ALL RESPONDENTS)**

10. Next, having heard this, let me ask you one last time - do you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of the Midpeninsula Regional Open Space District?

**TOTAL FAVORABLE-----88%**

Strongly favorable ----- 60%

Somewhat favorable ----- 28%

**TOTAL UNFAVORABLE ----- 5%**

Somewhat unfavorable -----5%

Strongly unfavorable -----0%

**(DON'T READ) CAN'T RATE/DK/NA -----7%**

## Attachment 3\_Results\_Ward 2

11. Next, I'm going to read you a list of sources from which people get information about (**SPLIT SAMPLE A**: local issues in your area) (**SPLIT SAMPLE B**: parks, open space, and the outdoors). For each, I'd like you to tell me how often you use it to get information about (**SPLIT SAMPLE A**: local issues in your area) (**SPLIT SAMPLE B**: parks, open space and the outdoors): frequently, occasionally, rarely, or never. (**RANDOMIZE**)

	<u>FREQ</u>	<u>OCCAS</u>	<u>RARELY</u>	<u>NEVER</u>	<u>(DK/NA)</u>	<u>FREQ/OCC</u>	<u>RRLY/NVR</u>
[ ]a. Local television stations -----	4%	29%	16%	47%	3%	33%	63%
[ ]b. KQED Radio -----	19%	14%	17%	41%	8%	33%	58%
[ ]c. Radio stations other than KQED -----	12%	6%	18%	62%	3%	18%	80%
[ ]d. Information you receive in the mail-----	4%	27%	23%	37%	9%	31%	60%
[ ]e. Facebook-----	21%	17%	16%	44%	2%	38%	60%
[ ]f. Twitter-----	14%	3%	12%	61%	10%	17%	73%
[ ]g. Instagram -----	14%	10%	12%	62%	3%	24%	74%
[ ]h. Blogs on the Internet -----	1%	23%	29%	45%	2%	24%	74%
[ ]i. The <i>San José Mercury News</i> newspaper-----	16%	18%	21%	43%	2%	35%	63%
[ ]j. The <i>San Francisco Chronicle</i> newspaper-----	10%	17%	8%	63%	2%	26%	71%
[ ]k. The <i>Half Moon Bay Review</i> newspaper-----	0%	1%	3%	87%	10%	1%	89%
[ ]l. The Midpen newsletter and activity guide mailed to your home -----	3%	9%	11%	64%	14%	12%	74%
[ ]m. The Midpen e-newsletter -----	10%	5%	6%	76%	3%	15%	82%
[ ]n. Nextdoor -----	11%	24%	9%	55%	2%	34%	63%
[ ]o. Midpen's public meetings -----	7%	2%	4%	85%	2%	9%	89%
[ ]p. Midpen's website, openspace-dot- org -----	6%	18%	15%	49%	11%	25%	64%

## Attachment 3\_Results\_Ward 2

12. Were there any sources of information you use that I didn't mention? (**OPEN END, RECORD VERBATIM**)

No	61%
Word of mouth	8%
Facebook/social media	6%
Internet (general)	5%
Google	3%
Government website	3%
Local newspaper	2%
Local newsletter	2%
Local television news	2%
National news	1%
Community centers	1%
News radio	1%
Reddit	1%
LinkedIn	0%
National newspaper	0%
Saratogian	0%
You Tube	0%
Magazines (not specified)	0%
Library	0%
Yelp	0%
Maps	0%
Personal experience	0%
Other	2%
Don't know	2%
Refused	3%

## Attachment 3\_Results\_Ward 2

**WE'RE JUST ABOUT DONE. I'M ONLY GOING TO ASK YOU A FEW MORE QUESTIONS FOR CLASSIFICATION PURPOSES.**

13. First, I'd like you to consider your visits to Midpeninsula Regional Open Space District preserves. Please tell me how often you typically visit and use Midpen preserves in this way: about once a week, a few times a month, a few times a year, once a year, or never. **(RANDOMIZE)**

		<u>ONCE/ WEEK</u>	<u>FEW/ MO</u>	<u>FEW/ YEAR</u>	<u>ONCE/ YEAR</u>	<u>NEVER</u>	<u>(DK/ NA)</u>
[ ] a.	Walking or hiking -----	20%	28%	29%	3%	13%	6%
[ ] b.	Running or jogging -----	19%	10%	15%	7%	42%	6%
[ ] c.	Dog walking -----	4%	4%	14%	4%	72%	2%
[ ] d.	Horseback riding -----	0%	0%	0%	9%	89%	2%
[ ] e.	Mountain biking -----	10%	3%	9%	5%	71%	2%
[ ] f.	Birdwatching or wildlife viewing -----	3%	13%	12%	11%	50%	11%
[ ] g.	Spending time in nature -----	19%	28%	29%	2%	16%	7%
[ ] h.	Ranger- or docent-led programs -----	0%	0%	2%	18%	64%	16%
[ ] i.	Backpack camping -----	0%	0%	10%	17%	60%	13%

**(ASK IF EVER VISIT FOR ANY REASON – CODE 1 OR 2 OR 3 OR 4 IN ANY ITEM IN Q13)**

14. Do you feel safe or unsafe outdoors in local nature preserves? **(IF SAFE/UNSAFE, ASK: “Is that very or somewhat SAFE/UNSAFE?”)**

**TOTAL SAFE-----95%**  
 Very safe ----- 57%  
 Somewhat safe----- 38%

**TOTAL UNSAFE ----- 4%**  
 Somewhat unsafe-----2%  
 Very unsafe -----2%

**(DON'T READ) Don't visit them/NA ---0%**  
**(DON'T READ) Don't know-----0%**

**(RESUME ASKING ALL RESPONDENTS)**

15. Do you have any children under the age of 19 living at home?

Yes ----- 25%  
 No ----- 65%  
**(DON'T READ) DK/NA/REFUSED -- 10%**

## Attachment 3\_Results\_Ward 2

16. What was the last level of school you completed?

High school graduate or less -----	3%
Some college-----	14%
Associate's Degree -----	9%
College graduate -----	44%
Post-graduate -----	25%
<b>(DON'T KNOW)</b> -----	4%

17. Do you work in the technology industry? **(IF NO: "Does anyone in your household work in the technology industry?")**

Yes, self -----	24%
Yes, household -----	11%
Yes, both -----	16%
No -----	37%
<b>(DON'T READ) DK/NA/REFUSED --</b>	12%

18. Were you born and raised in Santa Clara or San Mateo counties? **(IF NO, ASK: "How long have you lived in San Mateo or Santa Clara Counties?")**

Born and raised-----	13%
Two years or less-----	7%
Three to five years -----	6%
Six to 10 years -----	7%
11 to 20 years -----	13%
21 to 40 years -----	27%
More than 40 years -----	23%
<b>(DON'T READ) DK/NA/REFUSED ----</b>	4%

19. I don't need to know the exact amount, but please stop me when I read the category that includes the total income for your household before taxes in 2019. Was it: **(READ CHOICES BELOW)**

\$30,000 and under -----	2%
\$30,001 - \$60,000-----	15%
\$60,001 - \$90,000-----	14%
\$90,001 - \$120,000 -----	7%
\$120,001 - \$150,000-----	13%
More than \$150,000 -----	36%
<b>(DON'T READ) Refused -----</b>	14%

## Attachment 3\_Results\_Ward 2

20. What is your gender?

Male-----43%  
Female -----52%  
Nonbinary -----0%  
Rather not say -----6%

**THANK AND TERMINATE**

### MODE

Phone ----- 32%  
Online ----- 68%

### DISTRICT WARD

1 - Seimens -----0%  
2 - Kishimoto-----100%  
3 - Cyr -----0%  
4 - Riffle -----0%  
5 - Holman -----0%  
6 - Hassett-----0%  
7 - Kersteen-Tucker-----0%

### COUNTY

San Mateo-----0%  
Santa Clara-----100%

### CITY/TOWN

Cupertino----- 12%  
Los Altos -----5%  
Los Gatos -----0%  
Menlo Park-----0%  
Mountain View-----0%  
Palo Alto ----- 14%  
Redwood City -----0%  
San Carlos-----0%  
Saratoga -----2%  
Sunnyvale ----- 37%  
Other ----- 12%  
Unincorporated----- 18%

**Attachment 4\_Results\_Ward 3**

**JANUARY 9-23, 2020**



**MIDPENINSULA REGIONAL OPEN SPACE DISTRICT**  
**320-876-WT**  
**N=98**  
**WARD 3**  
**A/B SPLIT**

Hello, I'm \_\_\_\_\_ from \_\_\_\_\_, a public opinion research company. I am not trying to sell you anything. We're conducting a survey about issues that concern residents in your area. May I speak with the person at home over 18 who most recently celebrated a birthday?

A. Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering yourself or others?

Yes, cell and can talk safely ----- 84%  
Yes, cell but cannot talk safely----- **TERMINATE**  
No, not on cell ----- 16%  
**(DON'T READ) DK/NA/REFUSED ----- TERMINATE**

B. My next questions are to ensure that we are interviewing a representative group of residents in your area. What is your age?

Under 18----- **TERMINATE**  
18-24----- 16%  
25-29----- 12%  
30-34----- 21%  
35-39-----4%  
40-44-----7%  
45-49----- 10%  
50-54-----4%  
55-59-----4%  
60-64----- 10%  
65-69-----3%  
70-74-----5%  
75+ -----3%  
**(DK/REFUSED) -----2%**

C. With which racial or ethnic group do you identify yourself: Hispanic or Latino; African American or Black; Caucasian or White; Asian or Pacific Islander; multiracial; or some other ethnic or racial background?

Latino/Hispanic -----8%  
African American/Black -----3%  
Caucasian/White ----- 40%  
Asian/Pacific Islander ----- 33%  
Multiracial-----7%  
**(OTHER) -----4%**  
**(DON'T READ) DK/NA/REFUSED ---5%**

D. Are you registered to vote? **(IF YES, ASK: "With which party are you registered to vote: Democratic, Republican, another party, or with no party preference?")**





### Attachment 4\_Results\_Ward 3

**(RESUME ASKING ALL RESPONDENTS)**

3. I'm going to read you some issues that some people say may be problems in your area. After I read each one, please tell me whether you think each is a problem or not. **(IF YES, PROBLEM, ASK: "Do you think it is an extremely, very, or somewhat serious problem?") (RANDOMIZE)**

	<u>EXT SER PROB</u>	<u>VERY SER PROB</u>	<u>SMWT SER PROB</u>	<u>NOT A PROB</u>	<u>(DK/ NA)</u>	<u>EXT/ VERY</u>
[ ]a. The quality of local natural lands and open space-----	10%	16%	28%	38%	7%	27%
[ ]b. Traffic congestion -----	46%	31%	14%	5%	3%	77%
[ ]c. Loss of natural areas to development-----	24%	16%	27%	21%	12%	41%
[ ]d. Fire risk -----	18%	17%	23%	37%	4%	36%
[ ]e. Water pollution -----	17%	17%	26%	23%	18%	34%
[ ]f. Air pollution-----	22%	20%	21%	27%	10%	42%
[ ]g. Loss of wildlife habitat -----	20%	16%	34%	21%	9%	36%
[ ]h. A lack of affordable housing-----	70%	21%	3%	5%	1%	91%
[ ]i. Climate change-----	43%	23%	12%	18%	3%	67%
[ ]j. The amount you pay in local taxes-----	22%	21%	24%	25%	9%	42%

### Attachment 4\_Results\_Ward 3

**NOW I'D LIKE TO ASK YOU A FEW MORE QUESTIONS ABOUT THE MIDPENINSULA REGIONAL OPEN SPACE DISTRICT.**

**(ASK Q4 ONLY IF CODES 1-4 IN Q2A)**

4. You mentioned a few moments ago that you have a **FAVORABLE / UNFAVORABLE** opinion of the Midpeninsula Regional Open Space District. In a few words of your own, could you tell me why? **(OPEN-ENDED; RECORD VERBATIM RESPONSE BELOW. PROBE FOR VERY SPECIFIC RESPONSES)**

a. Favorable, N=36:

Preservation of open space/environmental protection-----	41%
Support their mission/efforts-----	28%
Preservation of wildlife/habitat-----	19%
Trails/facilities are well maintained-----	15%
I use trails regularly -----	11%
Good option for recreation/exercise -----	9%
Easily accessible to the public -----	6%
General favorable statement -----	3%
Mixed feelings -----	3%
Enjoy nature's beauty/beautiful views -----	2%
Other-----	11%

b. Unfavorable, N=2:

More important issues -----	46%
Poor leadership/management -----	24%
General unfavorable statement -----	20%
They take over too much land -----	10%

### Attachment 4\_Results\_Ward 3

**(RESUME ASKING ALL RESPONDENTS)**

**AS YOU MAY KNOW, THE MIDPENINSULA REGIONAL OPEN SPACE DISTRICT, OFTEN KNOWN AS “MIDPEN,” IS AN INDEPENDENT SPECIAL DISTRICT PRIMARILY IN SANTA CLARA AND SAN MATEO COUNTIES THAT HAS PRESERVED A REGIONAL GREENBELT OF NEARLY 65 THOUSAND ACRES OF PUBLIC LAND AND MANAGES 26 OPEN SPACE PRESERVES. ITS MISSION IS TO ACQUIRE AND PERMANENTLY PRESERVE OPEN SPACE LAND, PROTECT AND RESTORE THE NATURAL ENVIRONMENT, AND PROVIDE OPPORTUNITIES FOR ECOLOGICALLY SENSITIVE PUBLIC ENJOYMENT AND EDUCATION. ON THE COAST, ITS MISSION INCLUDES PRESERVING RURAL CHARACTER AND ENCOURAGING VIABLE AGRICULTURAL USE OF LAND.**

5. Having heard this, let me ask you again: would you say you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of the Midpeninsula Regional Open Space District?

**TOTAL FAVORABLE-----77%**  
 Strongly favorable ----- 49%  
 Somewhat favorable ----- 28%

**TOTAL UNFAVORABLE -----11%**  
 Somewhat unfavorable -----3%  
 Strongly unfavorable -----7%

**(DON'T READ) DK/NA----- 12%**

6. Next, I am going to read you a list of goals Midpen has set for itself. For each goal, please tell me if you think it is extremely important, very important, somewhat important, or not too important. **(RANDOMIZE)**

	<u>EXT</u> <u>IMP</u>	<u>VERY</u> <u>IMP</u>	<u>SMWT</u> <u>IMP</u>	<u>NOT TOO</u> <u>IMP</u>	<u>(DK/</u> <u>NA)</u>	<u>EXT/</u> <u>VERY</u>
<b>(SPLIT SAMPLE A ONLY)</b>						
[ ]a. Preserving a regional greenbelt of open space land forever-----	38%	37%	20%	5%	0%	75%
[ ]b. Protecting natural areas -----	40%	49%	8%	4%	0%	89%
[ ]c. Providing opportunities for ecologically sensitive public enjoyment and education -----	35%	31%	25%	9%	0%	66%
[ ]d. Restoring native plant and wildlife habitat -----	34%	26%	28%	12%	0%	60%
[ ]e. Providing multiuse trails for hiking, biking, and equestrian use -----	32%	34%	33%	2%	0%	66%
[ ]f. Stewarding public lands to be resilient in the face of climate change -----	50%	23%	9%	17%	1%	73%
[ ]g. Supporting local agriculture along the San Mateo County coast -----	19%	26%	34%	20%	3%	44%
[ ]h. Preserving the character of rural areas, such as the Santa Cruz Mountains or the San Mateo County Coast -----	19%	30%	34%	17%	0%	49%

### Attachment 4\_Results\_Ward 3

	<u>EXT</u> <u>IMP</u>	<u>VERY</u> <u>IMP</u>	<u>SMWT</u> <u>IMP</u>	<u>NOT TOO</u> <u>IMP</u>	<u>(DK/</u> <u>NA)</u>	<u>EXT/</u> <u>VERY</u>
<b>(SPLIT SAMPLE A CONTINUED)</b>						
[ ]i. Partnering with local organizations to promote a regional environmental vision -----	21%	30%	32%	15%	2%	51%
[ ]j. Connecting regional trails -----	12%	29%	31%	23%	5%	41%
[ ]k. Caring for the ecosystem to help native plants and wildlife survive -----	57%	29%	6%	8%	0%	86%
[ ]l. Reducing dead and downed vegetation for wildland fire prevention -----	44%	31%	24%	0%	1%	75%
[ ]m. Preserving undeveloped coastal open space and agricultural lands -----	43%	24%	29%	3%	1%	67%
[ ]n. Assessing historical significance of structures on open space lands -----	23%	29%	14%	32%	2%	52%
[ ]o. Promoting safe wildlife corridors and trail crossings across Highway 17 -----	44%	26%	4%	23%	2%	70%

### (SPLIT SAMPLE B ONLY)

[ ]p. Protecting the ridgetops, hillsides and creeks that create our region's striking natural beauty -----	35%	19%	44%	3%	0%	54%
[ ]q. Protecting and restoring the natural environment -----	49%	36%	14%	1%	0%	85%
[ ]r. Protecting San Mateo and Santa Clara counties' agricultural, natural resource, and open space lands for future generations -----	61%	16%	23%	1%	0%	77%
[ ]s. Creating opportunities for outdoor recreation -----	38%	26%	31%	4%	0%	65%
[ ]t. Preserving diverse habitat for wildlife-----	48%	26%	26%	1%	0%	74%
[ ]u. Providing regional hiking trails-----	35%	23%	38%	4%	0%	58%
[ ]v. Restoring public lands to be resilient in the face of climate change -----	43%	33%	19%	5%	0%	76%
[ ]w. Connecting kids to nature -----	38%	40%	21%	1%	0%	78%
[ ]x. Protecting the waterways and natural lands that maintain water quality and supply -----	58%	20%	22%	1%	0%	78%
[ ]y. Managing redwood forests -----	62%	18%	19%	1%	0%	80%
[ ]z. Protecting San Mateo and Santa Clara counties' agricultural, natural resource, and open space lands -----	50%	20%	28%	2%	0%	70%
[ ]aa. Protecting coastal grasslands-----	41%	30%	24%	3%	2%	72%
[ ]bb. Improving access for individuals with disabilities at local preserves-----	31%	24%	34%	11%	0%	55%
[ ]cc. Partnering with Native American tribes to relearn and reapply indigenous plant restoration techniques -----	34%	20%	31%	11%	4%	53%
[ ]dd. Removing invasive species to restore native plant and wildlife habitat -----	47%	35%	17%	1%	0%	82%

### Attachment 4\_Results\_Ward 3

**(RESUME ASKING ALL RESPONDENTS)**

7. And which of these six components of the Midpen mission do you think is most important to you? **(RE-READ AND RANDOMIZE LIST IF NECESSARY)**

- Acquiring and preserving a regional greenbelt ----- 13%
- Restoring the natural environment----- 22%
- Providing opportunities for ecologically sensitive public recreation ----- 21%
- Educating the public about conservation and nature----- 16%
- Preserving rural character-----4%
- Encouraging viable agricultural land use-----5%
- (DON'T READ)** All ----- 14%
- (DON'T READ)** None -----2%
- (DON'T READ)** Other **(SPECIFY)** -----1%
- (DON'T READ)** DK/NA/Refused -----1%

8. Stepping back for a moment, I'd like to read you two statements about Midpen preserves. I'd like you to tell me which comes closer to your opinion, even if neither is exactly right. **(ROTATE)**

- I prefer preserves that provide multiple visitor amenities, such as water bottle refilling stations, restrooms, and picnic areas ----- 24%

**OR**

- I prefer preserves that put a high priority on wildlife habitat restoration and protection, with only low-impact trails that encourage users to leave no trace----- 73%

- (DON'T READ)**
- (BOTH)**-----1%
- (NEITHER)**-----0%
- (DON'T KNOW/NA)**-----2%

### Attachment 4\_Results\_Ward 3

9. Next, I am going to read you a series of statements about the Midpeninsula Regional Open Space District. For each one, please tell me if it makes you view Midpen much more favorably, somewhat more favorably, or if it makes no difference. **(RANDOMIZE)**

	<u>MUCH MORE FAV</u>	<u>SMWT MORE FAV</u>	<u>NO DIFF</u>	<u>(LESS FAV)</u>	<u>(DK/ NA)</u>	<u>TOTAL MORE FAV</u>
[ ]a. <b>(SPECIAL CHARACTER)</b> People choose to live in the Bay Area because of its scenic beauty and recreational opportunities. The stunning ridge and coastal views and riding, biking, and hiking trails we have in Santa Clara and San Mateo Counties are truly unique. The Midpeninsula Regional Open Space District works to preserve what we love most about living here.-----	44%	26%	24%	1%	5%	70%

**(SPLIT SAMPLE A ONLY)**

[ ]b. <b>(WATER QUALITY)</b> Nothing is more important than clean drinking water. By protecting and restoring areas around sources of water, Midpen increases access to water and naturally prevents the pollution of our water. -----	56%	19%	25%	0%	0%	75%
[ ]c. <b>(PARTNERSHIPS)</b> Midpen regularly partners with local nonprofits, the counties, and state and regional park organizations to leverage their resources and connect residents with open space, recreational opportunities, and educational programs. Connecting these public lands supports biodiversity, providing places for local plants and wildlife to thrive. -----	34%	35%	21%	2%	8%	69%
[ ]d. <b>(PUBLIC HEALTH)</b> Open space preserves and natural areas provide spaces where families and children can safely walk, run, and bicycle – improving the physical health of residents, reducing obesity, and reducing healthcare costs. These areas are open 365 days a year, sunrise to sunset, to anyone, and for free. -----	62%	26%	10%	1%	2%	88%
[ ]e. <b>(WILDLIFE)</b> By restoring and protecting natural areas, the Midpeninsula Regional Open Space District is protecting wildlife habitats and California’s unique biodiversity. -----	36%	39%	22%	2%	2%	75%

### Attachment 4\_Results\_Ward 3

		<u>MUCH MORE FAV</u>	<u>SMWT MORE FAV</u>	<u>NO DIF</u>	<u>(LESS FAV)</u>	<u>(DK/ NA)</u>	<u>TOTAL MORE FAV</u>
<b>(SPLIT SAMPLE A CONTINUED)</b>							
[ ]f.	<b>(AG SUSTAINABILITY)</b> San Mateo and Santa Clara counties have rich agricultural and ranching history. That’s why Midpen protects sustainable, working agricultural ranchlands connecting past and future along the scenic coast.-----	32%	20%	38%	3%	6%	52%
[ ]g.	<b>(CARING)</b> Midpeninsula Regional Open Space District is caring for the land to create healthy habitats for plants, animals, and people.-----	40%	30%	29%	0%	2%	70%
[ ]h.	<b>(UNDERSERVED)</b> Midpen programming connects people to nature through enriched experiences, especially people who are typically less likely to have access to natural areas and open spaces. That includes low-income communities and communities of color.-----	31%	33%	35%	1%	0%	64%
<b>(SPLIT SAMPLE B ONLY)</b>							
[ ]i.	<b>(AG HISTORY)</b> San Mateo and Santa Clara counties have rich agricultural and ranching history. That’s why the Midpeninsula Open Space District preserves historic, agricultural lands close to home along the scenic coast. -----	25%	43%	21%	0%	11%	68%
[ ]j.	<b>(RECREATION)</b> Parks and open spaces provide safe places for the community to gather and explore the outdoors. It’s especially important to keep these accessible options for everyone as the cost of living increases. Midpen ensures that San Mateo and Santa Clara County residents have access to well-maintained and beautiful recreation areas.-----	60%	17%	13%	0%	9%	78%
[ ]k.	<b>(CLIMATE)</b> Smart investments made before a disaster strikes can help protect a community’s quality of life, save lives, and reduce the cost to taxpayers. Midpen is taking a proactive, practical approach to stewardship of public lands, helping ensure San Mateo and Santa Clara counties are resilient as the climate changes. -----	58%	27%	8%	0%	7%	85%

### Attachment 4\_Results\_Ward 3

	MUCH MORE FAV	SMWT MORE FAV	NO DIFF	(LESS FAV)	(DK/ NA)	TOTAL MORE FAV
<b>(SPLIT SAMPLE B CONTINUED)</b>						
[ ]l. <b>(FIRES)</b> Midpen is working with fire agencies and surrounding communities to strengthen prevention and preparation in case of wildland fires. This includes maintaining hundreds of miles of fire roads. Midpen is also using conservation grazing to reduce flammable brush within grassland habitats, limiting the risk of fire, or fire intensity if it does occur.	63%	24%	4%	0%	9%	87%
[ ]m. <b>(EDUCATION)</b> Midpen programming connects people to nature through enriched experiences, including environmental interpretation, docent-led activities and volunteer opportunities.	25%	42%	23%	1%	10%	67%
[ ]n. <b>(PLACE)</b> Few other conservation organizations protect and restore such a wide variety of unique natural areas: from redwood forests to the Bay and the ocean, from serpentine-soil grasslands to Tafoni sandstone. Our peninsula is unique and Midpen works to protect and restore these places for the wildlife that call it home, and the people who visit and recreate there.	39%	39%	12%	0%	11%	77%

**(RESUME ASKING ALL RESPONDENTS)**

10. Next, having heard this, let me ask you one last time - do you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of the Midpeninsula Regional Open Space District?

**TOTAL FAVORABLE-----83%**

Strongly favorable ----- 56%

Somewhat favorable ----- 27%

**TOTAL UNFAVORABLE ----- 8%**

Somewhat unfavorable -----6%

Strongly unfavorable -----1%

**(DON'T READ) CAN'T RATE/DK/NA -----9%**



### Attachment 4\_Results\_Ward 3

11. Next, I'm going to read you a list of sources from which people get information about (**SPLIT SAMPLE A:** local issues in your area) (**SPLIT SAMPLE B:** parks, open space, and the outdoors). For each, I'd like you to tell me how often you use it to get information about (**SPLIT SAMPLE A:** local issues in your area) (**SPLIT SAMPLE B:** parks, open space and the outdoors): frequently, occasionally, rarely, or never. (**RANDOMIZE**)

	<u>FREQ</u>	<u>OCCAS</u>	<u>RARELY</u>	<u>NEVER</u>	<u>(DK/NA)</u>	<u>FREQ/OCC</u>	<u>RRLY/NVR</u>
[ ]a. Local television stations -----	12%	21%	14%	52%	2%	33%	65%
[ ]b. KQED Radio -----	15%	19%	9%	55%	2%	34%	64%
[ ]c. Radio stations other than KQED -----	8%	23%	16%	51%	1%	31%	68%
[ ]d. Information you receive in the mail-----	7%	27%	14%	49%	2%	35%	63%
[ ]e. Facebook-----	9%	21%	29%	39%	2%	30%	68%
[ ]f. Twitter-----	6%	9%	12%	72%	2%	15%	84%
[ ]g. Instagram -----	6%	11%	10%	73%	1%	17%	82%
[ ]h. Blogs on the Internet -----	12%	14%	18%	55%	1%	26%	73%
[ ]i. The <i>San José Mercury News</i> newspaper-----	9%	14%	17%	59%	1%	23%	76%
[ ]j. The <i>San Francisco Chronicle</i> newspaper-----	2%	16%	7%	73%	2%	18%	80%
[ ]k. The <i>Half Moon Bay Review</i> newspaper-----	0%	5%	7%	86%	2%	5%	93%
[ ]l. The Midpen newsletter and activity guide mailed to your home -----	6%	8%	9%	74%	3%	15%	82%
[ ]m. The Midpen e-newsletter -----	6%	3%	6%	82%	2%	9%	89%
[ ]n. Nextdoor -----	7%	14%	18%	60%	2%	21%	77%
[ ]o. Midpen's public meetings-----	1%	4%	10%	83%	2%	5%	93%
[ ]p. Midpen's website, openspace-dot- org -----	3%	18%	18%	61%	1%	20%	79%

### Attachment 4\_Results\_Ward 3

12. Were there any sources of information you use that I didn't mention? (**OPEN END, RECORD VERBATIM**)

No	58%
Google	8%
Word of mouth	7%
Internet (general)	6%
Facebook/social media	6%
Local television news	4%
Reddit	3%
Local newsletter	2%
News radio	1%
You Tube	1%
Magazines (not specified)	1%
Maps	1%
LinkedIn	0%
National newspaper	0%
National news	0%
Community centers	0%
Local newspaper	0%
Saratogian	0%
Government website	0%
Library	0%
Yelp	0%
Personal experience	0%
Other	3%

### Attachment 4\_Results\_Ward 3

**WE'RE JUST ABOUT DONE. I'M ONLY GOING TO ASK YOU A FEW MORE QUESTIONS FOR CLASSIFICATION PURPOSES.**

13. First, I'd like you to consider your visits to Midpeninsula Regional Open Space District preserves. Please tell me how often you typically visit and use Midpen preserves in this way: about once a week, a few times a month, a few times a year, once a year, or never. **(RANDOMIZE)**

		<u>ONCE/ WEEK</u>	<u>FEW/ MO</u>	<u>FEW/ YEAR</u>	<u>ONCE/ YEAR</u>	<u>NEVER</u>	<u>(DK/ NA)</u>
[ ] a.	Walking or hiking -----	5%	23%	28%	12%	29%	2%
[ ] b.	Running or jogging -----	6%	10%	19%	5%	58%	1%
[ ] c.	Dog walking -----	5%	7%	4%	12%	71%	1%
[ ] d.	Horseback riding -----	0%	0%	5%	12%	82%	1%
[ ] e.	Mountain biking -----	1%	2%	9%	15%	73%	1%
[ ] f.	Birdwatching or wildlife viewing -----	3%	3%	17%	14%	61%	3%
[ ] g.	Spending time in nature -----	11%	21%	29%	16%	22%	1%
[ ] h.	Ranger- or docent-led programs -----	0%	0%	10%	13%	74%	2%
[ ] i.	Backpack camping -----	0%	0%	12%	17%	70%	1%

**(ASK IF EVER VISIT FOR ANY REASON – CODE 1 OR 2 OR 3 OR 4 IN ANY ITEM IN Q13)**

14. Do you feel safe or unsafe outdoors in local nature preserves? **(IF SAFE/UNSAFE, ASK: “Is that very or somewhat SAFE/UNSAFE?”)**

<b>TOTAL SAFE</b> -----	<b>94%</b>
Very safe -----	60%
Somewhat safe-----	34%
 <b>TOTAL UNSAFE</b> -----	 <b>6%</b>
Somewhat unsafe-----	5%
Very unsafe -----	1%
 <b>(DON'T READ)</b> Don't visit them/NA ---	 0%
<b>(DON'T READ)</b> Don't know-----	0%

**(RESUME ASKING ALL RESPONDENTS)**

15. Do you have any children under the age of 19 living at home?

Yes -----	15%
No -----	82%
<b>(DON'T READ)</b> DK/NA/REFUSED ----	3%

### Attachment 4\_Results\_Ward 3

16. What was the last level of school you completed?

High school graduate or less -----	12%
Some college-----	28%
Associate’s Degree -----	22%
College graduate -----	18%
Post-graduate -----	15%
<b>(DON'T KNOW)</b> -----	5%

17. Do you work in the technology industry? **(IF NO: “Does anyone in your household work in the technology industry?”)**

Yes, self -----	33%
Yes, household -----	16%
Yes, both -----	9%
No -----	37%
<b>(DON'T READ) DK/NA/REFUSED</b> ---	5%

18. Were you born and raised in Santa Clara or San Mateo counties? **(IF NO, ASK: “How long have you lived in San Mateo or Santa Clara Counties?”)**

Born and raised-----	42%
Two years or less-----	9%
Three to five years -----	6%
Six to 10 years -----	2%
11 to 20 years -----	12%
21 to 40 years -----	5%
More than 40 years -----	11%
<b>(DON'T READ) DK/NA/REFUSED</b> --	12%

19. I don’t need to know the exact amount, but please stop me when I read the category that includes the total income for your household before taxes in 2019. Was it: **(READ CHOICES BELOW)**

\$30,000 and under -----	18%
\$30,001 - \$60,000-----	13%
\$60,001 - \$90,000-----	10%
\$90,001 - \$120,000 -----	8%
\$120,001 - \$150,000-----	3%
More than \$150,000 -----	21%
<b>(DON'T READ) Refused</b> -----	27%

### Attachment 4\_Results\_Ward 3

20. What is your gender?

Male----- 56%  
Female ----- 35%  
Nonbinary -----0%  
Rather not say -----9%

**THANK AND TERMINATE**

**MODE**

Phone ----- 70%  
Online ----- 30%

**DISTRICT WARD**

1 - Seimens -----0%  
2 - Kishimoto-----0%  
3 - Cyr ----- 100%  
4 - Riffle -----0%  
5 - Holman -----0%  
6 - Hassett-----0%  
7 - Kersteen-Tucker-----0%

**COUNTY**

San Mateo-----0%  
Santa Clara-----100%

**CITY/TOWN**

Cupertino-----0%  
Los Altos -----0%  
Los Gatos -----0%  
Menlo Park-----0%  
Mountain View-----0%  
Palo Alto -----0%  
Redwood City -----0%  
San Carlos-----0%  
Saratoga -----0%  
Sunnyvale ----- 100%  
Other -----0%  
Unincorporated-----0%

**Attachment 5\_Results\_Ward 4**

**JANUARY 9-23, 2020**



**MIDPENINSULA REGIONAL OPEN SPACE DISTRICT**  
**320-876-WT**  
**N=124**  
**WARD 4**  
**A/B SPLIT**

Hello, I'm \_\_\_\_\_ from \_\_\_\_\_, a public opinion research company. I am not trying to sell you anything. We're conducting a survey about issues that concern residents in your area. May I speak with the person at home over 18 who most recently celebrated a birthday?

A. Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering yourself or others?

Yes, cell and can talk safely ----- 88%  
Yes, cell but cannot talk safely----- **TERMINATE**  
No, not on cell ----- 12%  
**(DON'T READ) DK/NA/REFUSED ----- TERMINATE**

B. My next questions are to ensure that we are interviewing a representative group of residents in your area. What is your age?

Under 18----- **TERMINATE**  
18-24----- 13%  
25-29-----5%  
30-34-----6%  
35-39----- 19%  
40-44-----5%  
45-49----- 18%  
50-54-----4%  
55-59-----5%  
60-64----- 12%  
65-69-----2%  
70-74-----3%  
75+ -----5%  
**(DK/REFUSED) -----3%**

C. With which racial or ethnic group do you identify yourself: Hispanic or Latino; African American or Black; Caucasian or White; Asian or Pacific Islander; multiracial; or some other ethnic or racial background?

Latino/Hispanic -----9%  
African American/Black -----0%  
Caucasian/White ----- 52%  
Asian/Pacific Islander ----- 17%  
Multiracial-----6%  
**(OTHER)-----1%**  
**(DON'T READ) DK/NA/REFUSED -- 14%**

D. Are you registered to vote? **(IF YES, ASK: "With which party are you registered to vote: Democratic, Republican, another party, or with no party preference?")**

## Attachment 5\_Results\_Ward 4

No, not registered -----4%  
 Democratic ----- 52%  
 Republican -----8%  
 No Party Preference ----- 18%  
 Another party ----- 14%  
**(DON'T KNOW/NA) -----3%**

1. OK, let's begin. First, how would you rate your community as a place to live? Is it ... **(READ LIST)?**

**EXCELLENT/GOOD -----92%**  
 Excellent----- 39%  
 Good ----- 52%  
  
**FAIR/POOR ----- 8%**  
 Fair -----5%  
 Poor -----3%  
  
**(DON'T KNOW/NA) -----0%**

2. Next, I'm going to read you a list of local organizations and public institutions. For each one, I'd like you to tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion. If you have never heard of one, please just say so. **(RANDOMIZE)**

		<u>STR</u> <u>FAV</u>	<u>SMWT</u> <u>FAV</u>	<u>SMWT</u> <u>UNFAV</u>	<u>STR</u> <u>UNFAV</u>	<u>(CAN'T</u> <u>RATE</u> <u>/DK)</u>	<u>NEVER</u> <u>HEARD</u> <u>OF</u>	<u>TOTAL</u> <u>FAV</u>	<u>TOTAL</u> <u>UNFAV</u>
[ ]a.	Midpeninsula Regional Open Space District -----	39%	11%	0%	2%	7%	41%	50%	2%
[ ]b.	Santa Clara Valley Open Space Authority-----	18%	12%	1%	1%	9%	59%	30%	1%
[ ]c.	Peninsula Open Space Trust -----	29%	17%	1%	1%	6%	47%	46%	1%
[ ]d.	California State Parks-----	62%	31%	1%	0%	1%	5%	93%	1%
[ ]e.	Golden Gate National Recreation Area-----	42%	36%	3%	0%	7%	13%	77%	3%

**(ASK IN SANTA CLARA COUNTY ONLY)**

[ ]f. Santa Clara County Parks ----- 33%----- 48% ----- 1%-----3% ----- 5% ----- 11% 81% 3%

**(ASK IN SAN MATEO COUNTY ONLY)**

[ ]g. San Mateo County Parks -----0% ----- 0% ----- 0%-----0% ----- 0% -----0% 0% 0%

## Attachment 5\_Results\_Ward 4

**(RESUME ASKING ALL RESPONDENTS)**

3. I'm going to read you some issues that some people say may be problems in your area. After I read each one, please tell me whether you think each is a problem or not. **(IF YES, PROBLEM, ASK: "Do you think it is an extremely, very, or somewhat serious problem?") (RANDOMIZE)**

	<u>EXT SER PROB</u>	<u>VERY SER PROB</u>	<u>SMWT SER PROB</u>	<u>NOT A PROB</u>	<u>(DK/ NA)</u>	<u>EXT/ VERY</u>
[ ]a. The quality of local natural lands and open space-----	8%	15%	34%	39%	3%	23%
[ ]b. Traffic congestion -----	33%	34%	26%	7%	0%	67%
[ ]c. Loss of natural areas to development-----	19%	23%	36%	18%	4%	42%
[ ]d. Fire risk -----	26%	21%	31%	21%	1%	47%
[ ]e. Water pollution -----	19%	23%	34%	20%	4%	42%
[ ]f. Air pollution-----	29%	27%	30%	13%	1%	56%
[ ]g. Loss of wildlife habitat -----	20%	29%	36%	14%	1%	49%
[ ]h. A lack of affordable housing-----	60%	22%	9%	9%	0%	82%
[ ]i. Climate change-----	48%	24%	9%	17%	1%	73%
[ ]j. The amount you pay in local taxes-----	7%	18%	31%	39%	4%	25%



## Attachment 5\_Results\_Ward 4

**NOW I'D LIKE TO ASK YOU A FEW MORE QUESTIONS ABOUT THE MIDPENINSULA REGIONAL OPEN SPACE DISTRICT.**

**(ASK Q4 ONLY IF CODES 1-4 IN Q2A)**

4. You mentioned a few moments ago that you have a **FAVORABLE / UNFAVORABLE** opinion of the Midpeninsula Regional Open Space District. In a few words of your own, could you tell me why? **(OPEN-ENDED; RECORD VERBATIM RESPONSE BELOW. PROBE FOR VERY SPECIFIC RESPONSES)**

a. Favorable, N=62:

Preservation of open space/environmental protection-----	43%
Support their mission/efforts-----	32%
I use trails regularly -----	25%
Good option for recreation/exercise -----	22%
Trails/facilities are well maintained-----	14%
Mixed feelings -----	5%
General favorable statement -----	4%
Enjoy nature's beauty/beautiful views -----	2%
Easily accessible to the public -----	2%
Preservation of wildlife/habitat-----	2%
Dog friendly -----	1%
Watershed protection-----	1%
Other-----	3%
Refused-----	2%

b. Unfavorable, N=2:

Poor leadership/management -----	52%
Other-----	48%

## Attachment 5\_Results\_Ward 4

**(RESUME ASKING ALL RESPONDENTS)**

**AS YOU MAY KNOW, THE MIDPENINSULA REGIONAL OPEN SPACE DISTRICT, OFTEN KNOWN AS “MIDPEN,” IS AN INDEPENDENT SPECIAL DISTRICT PRIMARILY IN SANTA CLARA AND SAN MATEO COUNTIES THAT HAS PRESERVED A REGIONAL GREENBELT OF NEARLY 65 THOUSAND ACRES OF PUBLIC LAND AND MANAGES 26 OPEN SPACE PRESERVES. ITS MISSION IS TO ACQUIRE AND PERMANENTLY PRESERVE OPEN SPACE LAND, PROTECT AND RESTORE THE NATURAL ENVIRONMENT, AND PROVIDE OPPORTUNITIES FOR ECOLOGICALLY SENSITIVE PUBLIC ENJOYMENT AND EDUCATION. ON THE COAST, ITS MISSION INCLUDES PRESERVING RURAL CHARACTER AND ENCOURAGING VIABLE AGRICULTURAL USE OF LAND.**

5. Having heard this, let me ask you again: would you say you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of the Midpeninsula Regional Open Space District?

**TOTAL FAVORABLE-----89%**  
 Strongly favorable ----- 60%  
 Somewhat favorable ----- 28%

**TOTAL UNFAVORABLE ----- 2%**  
 Somewhat unfavorable -----0%  
 Strongly unfavorable -----2%

**(DON'T READ) DK/NA----- 10%**

6. Next, I am going to read you a list of goals Midpen has set for itself. For each goal, please tell me if you think it is extremely important, very important, somewhat important, or not too important. **(RANDOMIZE)**

		<u>EXT IMP</u>	<u>VERY IMP</u>	<u>SMWT IMP</u>	<u>NOT TOO IMP</u>	<u>(DK/ NA)</u>	<u>EXT/ VERY</u>
<b>(SPLIT SAMPLE A ONLY)</b>							
[ ]	a. Preserving a regional greenbelt of open space land forever-----	53%	32%	11%	0%	4%	84%
[ ]	b. Protecting natural areas -----	59%	23%	13%	1%	3%	82%
[ ]	c. Providing opportunities for ecologically sensitive public enjoyment and education -----	42%	38%	19%	2%	0%	79%
[ ]	d. Restoring native plant and wildlife habitat -----	25%	45%	25%	2%	3%	70%
[ ]	e. Providing multiuse trails for hiking, biking, and equestrian use -----	27%	27%	42%	3%	0%	54%
[ ]	f. Stewarding public lands to be resilient in the face of climate change -----	40%	35%	18%	1%	6%	75%
[ ]	g. Supporting local agriculture along the San Mateo County coast -----	23%	42%	26%	8%	0%	65%
[ ]	h. Preserving the character of rural areas, such as the Santa Cruz Mountains or the San Mateo County Coast -----	25%	39%	28%	8%	0%	64%

## Attachment 5\_Results\_Ward 4

	<u>EXT</u> <u>IMP</u>	<u>VERY</u> <u>IMP</u>	<u>SMWT</u> <u>IMP</u>	<u>NOT TOO</u> <u>IMP</u>	<u>(DK/</u> <u>NA)</u>	<u>EXT/</u> <u>VERY</u>
<b>(SPLIT SAMPLE A CONTINUED)</b>						
[ ]i. Partnering with local organizations to promote a regional environmental vision -----	27%	40%	27%	4%	2%	67%
[ ]j. Connecting regional trails -----	17%	41%	34%	5%	3%	59%
[ ]k. Caring for the ecosystem to help native plants and wildlife survive -----	38%	50%	9%	0%	3%	88%
[ ]l. Reducing dead and downed vegetation for wildland fire prevention -----	50%	38%	9%	3%	0%	88%
[ ]m. Preserving undeveloped coastal open space and agricultural lands -----	37%	43%	14%	5%	1%	80%
[ ]n. Assessing historical significance of structures on open space lands -----	19%	27%	33%	20%	2%	45%
[ ]o. Promoting safe wildlife corridors and trail crossings across Highway 17 -----	34%	47%	13%	2%	4%	81%
<b>(SPLIT SAMPLE B ONLY)</b>						
[ ]p. Protecting the ridgetops, hillsides and creeks that create our region's striking natural beauty -----	51%	18%	31%	0%	0%	69%
[ ]q. Protecting and restoring the natural environment -----	40%	48%	12%	1%	0%	88%
[ ]r. Protecting San Mateo and Santa Clara counties' agricultural, natural resource, and open space lands for future generations -----	42%	35%	22%	2%	0%	77%
[ ]s. Creating opportunities for outdoor recreation -----	17%	29%	50%	0%	4%	46%
[ ]t. Preserving diverse habitat for wildlife -----	44%	37%	19%	0%	0%	80%
[ ]u. Providing regional hiking trails -----	30%	19%	48%	3%	0%	49%
[ ]v. Restoring public lands to be resilient in the face of climate change -----	46%	31%	17%	2%	4%	77%
[ ]w. Connecting kids to nature -----	49%	26%	24%	2%	0%	75%
[ ]x. Protecting the waterways and natural lands that maintain water quality and supply -----	66%	20%	10%	0%	4%	86%
[ ]y. Managing redwood forests -----	69%	18%	13%	0%	0%	87%
[ ]z. Protecting San Mateo and Santa Clara counties' agricultural, natural resource, and open space lands -----	30%	40%	24%	7%	0%	70%
[ ]aa. Protecting coastal grasslands -----	36%	41%	21%	1%	1%	77%
[ ]bb. Improving access for individuals with disabilities at local preserves -----	23%	22%	43%	13%	0%	44%
[ ]cc. Partnering with Native American tribes to relearn and reapply indigenous plant restoration techniques -----	37%	25%	33%	4%	0%	63%
[ ]dd. Removing invasive species to restore native plant and wildlife habitat -----	32%	44%	21%	3%	0%	75%

## Attachment 5\_Results\_Ward 4

### (RESUME ASKING ALL RESPONDENTS)

7. And which of these six components of the Midpen mission do you think is most important to you? **(RE-READ AND RANDOMIZE LIST IF NECESSARY)**

- Acquiring and preserving a regional greenbelt ----- 16%
- Restoring the natural environment----- 12%
- Providing opportunities for ecologically sensitive public recreation ----- 11%
- Educating the public about conservation and nature----- 25%
- Preserving rural character-----3%
- Encouraging viable agricultural land use-----9%
- (DON'T READ) All** ----- 18%
- (DON'T READ) None** -----2%
- (DON'T READ) Other (SPECIFY)** -----3%
- (DON'T READ) DK/NA/Refused** -----0%

8. Stepping back for a moment, I'd like to read you two statements about Midpen preserves. I'd like you to tell me which comes closer to your opinion, even if neither is exactly right. **(ROTATE)**

- I prefer preserves that provide multiple visitor amenities, such as water bottle refilling stations, restrooms, and picnic areas ----- 22%

**OR**

- I prefer preserves that put a high priority on wildlife habitat restoration and protection, with only low-impact trails that encourage users to leave no trace----- 77%

- (DON'T READ)**
- (BOTH)**-----0%
- (NEITHER)**-----0%
- (DON'T KNOW/NA)**-----1%

## Attachment 5\_Results\_Ward 4

9. Next, I am going to read you a series of statements about the Midpeninsula Regional Open Space District. For each one, please tell me if it makes you view Midpen much more favorably, somewhat more favorably, or if it makes no difference. **(RANDOMIZE)**

		<u>MUCH MORE FAV</u>	<u>SMWT MORE FAV</u>	<u>NO DIFF</u>	<u>(LESS FAV)</u>	<u>(DK/ NA)</u>	<u>TOTAL MORE FAV</u>
[ ]a.	<b>(SPECIAL CHARACTER)</b> People choose to live in the Bay Area because of its scenic beauty and recreational opportunities. The stunning ridge and coastal views and riding, biking, and hiking trails we have in Santa Clara and San Mateo Counties are truly unique. The Midpeninsula Regional Open Space District works to preserve what we love most about living here.-----	39%	28%	30%	1%	3%	67%
<b>(SPLIT SAMPLE A ONLY)</b>							
[ ]b.	<b>(WATER QUALITY)</b> Nothing is more important than clean drinking water. By protecting and restoring areas around sources of water, Midpen increases access to water and naturally prevents the pollution of our water. -----	38%	50%	13%	0%	0%	87%
[ ]c.	<b>(PARTNERSHIPS)</b> Midpen regularly partners with local nonprofits, the counties, and state and regional park organizations to leverage their resources and connect residents with open space, recreational opportunities, and educational programs. Connecting these public lands supports biodiversity, providing places for local plants and wildlife to thrive. -----	32%	39%	25%	0%	4%	71%
[ ]d.	<b>(PUBLIC HEALTH)</b> Open space preserves and natural areas provide spaces where families and children can safely walk, run, and bicycle – improving the physical health of residents, reducing obesity, and reducing healthcare costs. These areas are open 365 days a year, sunrise to sunset, to anyone, and for free. -----	41%	43%	16%	0%	0%	84%
[ ]e.	<b>(WILDLIFE)</b> By restoring and protecting natural areas, the Midpeninsula Regional Open Space District is protecting wildlife habitats and California’s unique biodiversity. -----	40%	43%	16%	1%	0%	83%

## Attachment 5\_Results\_Ward 4

		<u>MUCH MORE FAV</u>	<u>SMWT MORE FAV</u>	<u>NO DIF</u>	<u>(LESS FAV)</u>	<u>(DK/ NA)</u>	<u>TOTAL MORE FAV</u>
<b>(SPLIT SAMPLE A CONTINUED)</b>							
[ ]f.	<b>(AG SUSTAINABILITY)</b> San Mateo and Santa Clara counties have rich agricultural and ranching history. That’s why Midpen protects sustainable, working agricultural ranchlands connecting past and future along the scenic coast.-----	23%	44%	30%	2%	1%	68%
[ ]g.	<b>(CARING)</b> Midpeninsula Regional Open Space District is caring for the land to create healthy habitats for plants, animals, and people.-----	40%	36%	23%	0%	0%	77%
[ ]h.	<b>(UNDERSERVED)</b> Midpen programming connects people to nature through enriched experiences, especially people who are typically less likely to have access to natural areas and open spaces. That includes low-income communities and communities of color.-----	44%	38%	12%	0%	6%	83%
<b>(SPLIT SAMPLE B ONLY)</b>							
[ ]i.	<b>(AG HISTORY)</b> San Mateo and Santa Clara counties have rich agricultural and ranching history. That’s why the Midpeninsula Open Space District preserves historic, agricultural lands close to home along the scenic coast. -----	21%	47%	19%	10%	4%	68%
[ ]j.	<b>(RECREATION)</b> Parks and open spaces provide safe places for the community to gather and explore the outdoors. It’s especially important to keep these accessible options for everyone as the cost of living increases. Midpen ensures that San Mateo and Santa Clara County residents have access to well-maintained and beautiful recreation areas.-----	49%	13%	35%	0%	4%	62%
[ ]k.	<b>(CLIMATE)</b> Smart investments made before a disaster strikes can help protect a community’s quality of life, save lives, and reduce the cost to taxpayers. Midpen is taking a proactive, practical approach to stewardship of public lands, helping ensure San Mateo and Santa Clara counties are resilient as the climate changes. -----	35%	40%	17%	3%	4%	76%

**Attachment 5\_Results\_Ward 4**

	<u>MUCH MORE FAV</u>	<u>SMWT MORE FAV</u>	<u>NO DIFF</u>	<u>(LESS FAV)</u>	<u>(DK/ NA)</u>	<u>TOTAL MORE FAV</u>
<b>(SPLIT SAMPLE B CONTINUED)</b>						
[ ]l. <b>(FIRES)</b> Midpen is working with fire agencies and surrounding communities to strengthen prevention and preparation in case of wildland fires. This includes maintaining hundreds of miles of fire roads. Midpen is also using conservation grazing to reduce flammable brush within grassland habitats, limiting the risk of fire, or fire intensity if it does occur.	38%	52%	4%	2%	4%	90%
[ ]m. <b>(EDUCATION)</b> Midpen programming connects people to nature through enriched experiences, including environmental interpretation, docent-led activities and volunteer opportunities.	24%	38%	21%	6%	11%	63%
[ ]n. <b>(PLACE)</b> Few other conservation organizations protect and restore such a wide variety of unique natural areas: from redwood forests to the Bay and the ocean, from serpentine-soil grasslands to Tafoni sandstone. Our peninsula is unique and Midpen works to protect and restore these places for the wildlife that call it home, and the people who visit and recreate there.	35%	44%	17%	0%	4%	79%

**(RESUME ASKING ALL RESPONDENTS)**

10. Next, having heard this, let me ask you one last time - do you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of the Midpeninsula Regional Open Space District?

**TOTAL FAVORABLE-----89%**  
 Strongly favorable ----- 64%  
 Somewhat favorable ----- 26%

**TOTAL UNFAVORABLE ----- 2%**  
 Somewhat unfavorable -----0%  
 Strongly unfavorable -----2%

**(DON'T READ) CAN'T RATE/DK/NA -----8%**

## Attachment 5\_Results\_Ward 4

11. Next, I'm going to read you a list of sources from which people get information about (**SPLIT SAMPLE A**: local issues in your area) (**SPLIT SAMPLE B**: parks, open space, and the outdoors). For each, I'd like you to tell me how often you use it to get information about (**SPLIT SAMPLE A**: local issues in your area) (**SPLIT SAMPLE B**: parks, open space and the outdoors): frequently, occasionally, rarely, or never. (**RANDOMIZE**)

	<u>FREQ</u>	<u>OCCAS</u>	<u>RARELY</u>	<u>NEVER</u>	<u>(DK/NA)</u>	<u>FREQ/OCC</u>	<u>RRLY/NVR</u>
[ ]a. Local television stations -----	8%	23%	23%	44%	3%	31%	66%
[ ]b. KQED Radio -----	20%	26%	21%	30%	4%	46%	51%
[ ]c. Radio stations other than KQED -----	11%	15%	24%	44%	5%	27%	68%
[ ]d. Information you receive in the mail-----	4%	28%	32%	33%	3%	32%	64%
[ ]e. Facebook-----	13%	26%	19%	39%	3%	39%	58%
[ ]f. Twitter-----	2%	14%	15%	63%	5%	17%	78%
[ ]g. Instagram -----	5%	12%	7%	72%	5%	17%	78%
[ ]h. Blogs on the Internet -----	5%	18%	14%	60%	3%	23%	74%
[ ]i. The <i>San José Mercury News</i> newspaper-----	6%	23%	19%	49%	3%	29%	68%
[ ]j. The <i>San Francisco Chronicle</i> newspaper-----	4%	20%	24%	50%	3%	23%	74%
[ ]k. The <i>Half Moon Bay Review</i> newspaper-----	0%	2%	7%	85%	6%	2%	92%
[ ]l. The Midpen newsletter and activity guide mailed to your home -----	4%	19%	8%	66%	3%	23%	73%
[ ]m. The Midpen e-newsletter -----	2%	8%	12%	73%	5%	10%	85%
[ ]n. Nextdoor -----	6%	20%	8%	63%	4%	26%	71%
[ ]o. Midpen's public meetings -----	0%	2%	13%	80%	5%	2%	93%
[ ]p. Midpen's website, openspace-dot- org -----	1%	13%	27%	56%	3%	14%	83%



## Attachment 5\_Results\_Ward 4

12. Were there any sources of information you use that I didn't mention? (**OPEN END, RECORD VERBATIM**)

No	50%
Word of mouth	10%
Google	8%
Internet (general)	7%
Local newspaper	6%
You Tube	3%
Local newsletter	3%
Local television news	2%
Government website	2%
National newspaper	1%
Community centers	1%
Magazines (not specified)	1%
Library	1%
Reddit	1%
LinkedIn	0%
National news	0%
News radio	0%
Saratogian	0%
Yelp	0%
Maps	0%
Personal experience	0%
Facebook/social media	0%
Other	7%
Don't know	0%
Refused	1%

**Attachment 5\_Results\_Ward 4**

**WE'RE JUST ABOUT DONE. I'M ONLY GOING TO ASK YOU A FEW MORE QUESTIONS FOR CLASSIFICATION PURPOSES.**

13. First, I'd like you to consider your visits to Midpeninsula Regional Open Space District preserves. Please tell me how often you typically visit and use Midpen preserves in this way: about once a week, a few times a month, a few times a year, once a year, or never. **(RANDOMIZE)**

	<u>ONCE/ WEEK</u>	<u>FEW/ MO</u>	<u>FEW/ YEAR</u>	<u>ONCE/ YEAR</u>	<u>NEVER</u>	<u>(DK/ NA)</u>
[ ] a. Walking or hiking -----	16%	28%	33%	9%	8%	5%
[ ] b. Running or jogging -----	9%	20%	9%	4%	52%	5%
[ ] c. Dog walking -----	6%	7%	8%	3%	72%	5%
[ ] d. Horseback riding -----	3%	0%	0%	7%	84%	5%
[ ] e. Mountain biking -----	1%	3%	13%	4%	75%	5%
[ ] f. Birdwatching or wildlife viewing -----	3%	14%	19%	8%	50%	5%
[ ] g. Spending time in nature -----	18%	22%	36%	4%	14%	5%
[ ] h. Ranger- or docent-led programs -----	0%	0%	1%	16%	77%	5%
[ ] i. Backpack camping -----	0%	1%	7%	12%	76%	5%

**(ASK IF EVER VISIT FOR ANY REASON – CODE 1 OR 2 OR 3 OR 4 IN ANY ITEM IN Q13)**

14. Do you feel safe or unsafe outdoors in local nature preserves? **(IF SAFE/UNSAFE, ASK: “Is that very or somewhat SAFE/UNSAFE?”)**

<b>TOTAL SAFE -----</b>	<b>95%</b>
Very safe -----	66%
Somewhat safe -----	29%
<b>TOTAL UNSAFE -----</b>	<b>1%</b>
Somewhat unsafe -----	1%
Very unsafe -----	0%
<b>(DON'T READ) Don't visit them/NA ---</b>	<b>4%</b>
<b>(DON'T READ) Don't know -----</b>	<b>0%</b>

**(RESUME ASKING ALL RESPONDENTS)**

15. Do you have any children under the age of 19 living at home?

Yes -----	20%
No -----	76%
<b>(DON'T READ) DK/NA/REFUSED ----</b>	<b>4%</b>

## Attachment 5\_Results\_Ward 4

16. What was the last level of school you completed?

High school graduate or less -----	15%
Some college-----	6%
Associate's Degree -----	22%
College graduate -----	22%
Post-graduate -----	33%
<b>(DON'T KNOW)</b> -----	1%

17. Do you work in the technology industry? **(IF NO: "Does anyone in your household work in the technology industry?")**

Yes, self -----	22%
Yes, household -----	10%
Yes, both -----	3%
No -----	65%
<b>(DON'T READ) DK/NA/REFUSED</b> ----	1%

18. Were you born and raised in Santa Clara or San Mateo counties? **(IF NO, ASK: "How long have you lived in San Mateo or Santa Clara Counties?")**

Born and raised-----	29%
Two years or less-----	10%
Three to five years -----	6%
Six to 10 years -----	5%
11 to 20 years -----	16%
21 to 40 years -----	15%
More than 40 years -----	11%
<b>(DON'T READ) DK/NA/REFUSED</b> ----	8%

19. I don't need to know the exact amount, but please stop me when I read the category that includes the total income for your household before taxes in 2019. Was it: **(READ CHOICES BELOW)**

\$30,000 and under -----	9%
\$30,001 - \$60,000-----	7%
\$60,001 - \$90,000-----	16%
\$90,001 - \$120,000 -----	16%
\$120,001 - \$150,000-----	6%
More than \$150,000 -----	24%
<b>(DON'T READ) Refused</b> -----	21%

## Attachment 5\_Results\_Ward 4

20. What is your gender?

Male----- 53%  
Female ----- 44%  
Nonbinary -----1%  
Rather not say -----2%

**THANK AND TERMINATE**

### MODE

Phone ----- 62%  
Online ----- 38%

### DISTRICT WARD

1 - Seimens -----0%  
2 - Kishimoto-----0%  
3 - Cyr -----0%  
4 - Riffle ----- 100%  
5 - Holman -----0%  
6 - Hassett-----0%  
7 - Kersteen-Tucker-----0%

### COUNTY

San Mateo-----0%  
Santa Clara-----100%

### CITY/TOWN

Cupertino-----0%  
Los Altos ----- 20%  
Los Gatos -----0%  
Menlo Park-----0%  
Mountain View----- 80%  
Palo Alto -----0%  
Redwood City -----0%  
San Carlos-----0%  
Saratoga -----0%  
Sunnyvale -----0%  
Other -----0%  
Unincorporated-----0%

**Attachment 6\_Results\_Ward 5**

**JANUARY 9-23, 2020**



**MIDPENINSULA REGIONAL OPEN SPACE DISTRICT**  
**320-876-WT**  
**N=124**  
**WARD 5**  
**A/B SPLIT**

Hello, I'm \_\_\_\_\_ from \_\_\_\_\_, a public opinion research company. I am not trying to sell you anything. We're conducting a survey about issues that concern residents in your area. May I speak with the person at home over 18 who most recently celebrated a birthday?

A. Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering yourself or others?

Yes, cell and can talk safely ----- 93%  
Yes, cell but cannot talk safely ----- **TERMINATE**  
No, not on cell ----- 7%  
**(DON'T READ) DK/NA/REFUSED ----- TERMINATE**

B. My next questions are to ensure that we are interviewing a representative group of residents in your area. What is your age?

Under 18----- **TERMINATE**  
18-24----- 24%  
25-29----- 5%  
30-34----- 8%  
35-39----- 20%  
40-44----- 8%  
45-49----- 11%  
50-54----- 5%  
55-59----- 3%  
60-64----- 2%  
65-69----- 6%  
70-74----- 3%  
75+ ----- 3%  
**(DK/REFUSED) ----- 1%**

C. With which racial or ethnic group do you identify yourself: Hispanic or Latino; African American or Black; Caucasian or White; Asian or Pacific Islander; multiracial; or some other ethnic or racial background?

Latino/Hispanic ----- 34%  
African American/Black ----- 2%  
Caucasian/White ----- 37%  
Asian/Pacific Islander ----- 21%  
Multiracial----- 4%  
**(OTHER) ----- 0%**  
**(DON'T READ) DK/NA/REFUSED ---- 3%**

D. Are you registered to vote? **(IF YES, ASK: "With which party are you registered to vote: Democratic, Republican, another party, or with no party preference?")**

## Attachment 6\_Results\_Ward 5

No, not registered -----8%  
 Democratic ----- 60%  
 Republican -----3%  
 No Party Preference ----- 20%  
 Another party -----2%  
**(DON'T KNOW/NA) -----6%**

1. OK, let's begin. First, how would you rate your community as a place to live? Is it ... **(READ LIST)?**

**EXCELLENT/GOOD -----73%**  
 Excellent----- 29%  
 Good ----- 44%  
  
**FAIR/POOR -----23%**  
 Fair ----- 19%  
 Poor -----4%  
  
**(DON'T KNOW/NA) -----4%**

2. Next, I'm going to read you a list of local organizations and public institutions. For each one, I'd like you to tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion. If you have never heard of one, please just say so. **(RANDOMIZE)**

		<u>STR</u>	<u>SMWT</u>	<u>SMWT</u>	<u>STR</u>	<u>(CAN'T</u>	<u>NEVER</u>	<u>TOTAL</u>	<u>TOTAL</u>
		<u>FAV</u>	<u>FAV</u>	<u>UNFAV</u>	<u>UNFAV</u>	<u>RATE</u>	<u>HEARD</u>	<u>FAV</u>	<u>UNFAV</u>
						<u>/DK)</u>	<u>OF</u>		
[ ]a.	Midpeninsula Regional Open Space District -----	28%	21%	0%	1%	13%	36%	49%	2%
[ ]b.	Santa Clara Valley Open Space Authority-----	20%	13%	0%	1%	12%	54%	33%	1%
[ ]c.	Peninsula Open Space Trust -----	28%	13%	5%	0%	11%	42%	42%	5%
[ ]d.	California State Parks-----	57%	23%	5%	0%	8%	7%	80%	5%
[ ]e.	Golden Gate National Recreation Area-----	40%	36%	1%	0%	9%	14%	75%	1%

**(ASK IN SANTA CLARA COUNTY ONLY)**

[ ]f. Santa Clara County Parks ----- 38%----- 36% ----- 0%----- 1% ----- 8% ----- 17% 75% 1%

**(ASK IN SAN MATEO COUNTY ONLY)**

[ ]g. San Mateo County Parks ----- 39%----- 23% ----- 10%----- 0% ----- 23% ----- 5% 62% 10%

## Attachment 6\_Results\_Ward 5

**(RESUME ASKING ALL RESPONDENTS)**

3. I'm going to read you some issues that some people say may be problems in your area. After I read each one, please tell me whether you think each is a problem or not. **(IF YES, PROBLEM, ASK: "Do you think it is an extremely, very, or somewhat serious problem?") (RANDOMIZE)**

	<u>EXT SER PROB</u>	<u>VERY SER PROB</u>	<u>SMWT SER PROB</u>	<u>NOT A PROB</u>	<u>(DK/ NA)</u>	<u>EXT/ VERY</u>
[ ]a. The quality of local natural lands and open space-----	11%	11%	33%	39%	6%	22%
[ ]b. Traffic congestion -----	48%	26%	20%	2%	4%	74%
[ ]c. Loss of natural areas to development-----	22%	24%	33%	14%	7%	46%
[ ]d. Fire risk -----	21%	21%	26%	26%	5%	42%
[ ]e. Water pollution -----	19%	19%	24%	31%	7%	38%
[ ]f. Air pollution-----	21%	17%	32%	18%	10%	39%
[ ]g. Loss of wildlife habitat -----	29%	22%	33%	11%	5%	51%
[ ]h. A lack of affordable housing-----	61%	27%	6%	1%	5%	88%
[ ]i. Climate change-----	55%	17%	8%	11%	9%	72%
[ ]j. The amount you pay in local taxes-----	17%	11%	28%	34%	9%	28%

**Attachment 6\_Results\_Ward 5**

**NOW I'D LIKE TO ASK YOU A FEW MORE QUESTIONS ABOUT THE MIDPENINSULA REGIONAL OPEN SPACE DISTRICT.**

**(ASK Q4 ONLY IF CODES 1-4 IN Q2A)**

4. You mentioned a few moments ago that you have a **FAVORABLE / UNFAVORABLE** opinion of the Midpeninsula Regional Open Space District. In a few words of your own, could you tell me why? **(OPEN-ENDED; RECORD VERBATIM RESPONSE BELOW. PROBE FOR VERY SPECIFIC RESPONSES)**

a. Favorable, N=61:

Support their mission/efforts-----	48%
Preservation of open space/environmental protection-----	39%
Good option for recreation/exercise -----	25%
Trails/facilities are well maintained-----	11%
I use trails regularly -----	9%
Preservation of wildlife/habitat-----	9%
Enjoy nature's beauty/beautiful views -----	8%
Easily accessible to the public -----	5%
Other-----	1%

b. Unfavorable, N=2:

They take over too much land -----	68%
Not enough transparency/misused revenue -----	11%
Other-----	21%



## Attachment 6\_Results\_Ward 5

**(RESUME ASKING ALL RESPONDENTS)**

**AS YOU MAY KNOW, THE MIDPENINSULA REGIONAL OPEN SPACE DISTRICT, OFTEN KNOWN AS “MIDPEN,” IS AN INDEPENDENT SPECIAL DISTRICT PRIMARILY IN SANTA CLARA AND SAN MATEO COUNTIES THAT HAS PRESERVED A REGIONAL GREENBELT OF NEARLY 65 THOUSAND ACRES OF PUBLIC LAND AND MANAGES 26 OPEN SPACE PRESERVES. ITS MISSION IS TO ACQUIRE AND PERMANENTLY PRESERVE OPEN SPACE LAND, PROTECT AND RESTORE THE NATURAL ENVIRONMENT, AND PROVIDE OPPORTUNITIES FOR ECOLOGICALLY SENSITIVE PUBLIC ENJOYMENT AND EDUCATION. ON THE COAST, ITS MISSION INCLUDES PRESERVING RURAL CHARACTER AND ENCOURAGING VIABLE AGRICULTURAL USE OF LAND.**

5. Having heard this, let me ask you again: would you say you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of the Midpeninsula Regional Open Space District?

**TOTAL FAVORABLE-----91%**  
 Strongly favorable ----- 54%  
 Somewhat favorable ----- 36%

**TOTAL UNFAVORABLE ----- 4%**  
 Somewhat unfavorable -----2%  
 Strongly unfavorable -----2%

**(DON'T READ) DK/NA-----6%**

6. Next, I am going to read you a list of goals Midpen has set for itself. For each goal, please tell me if you think it is extremely important, very important, somewhat important, or not too important. **(RANDOMIZE)**

	<u>EXT IMP</u>	<u>VERY IMP</u>	<u>SMWT IMP</u>	<u>NOT TOO IMP</u>	<u>(DK/ NA)</u>	<u>EXT/ VERY</u>
<b>(SPLIT SAMPLE A ONLY)</b>						
[ ]a.	Preserving a regional greenbelt of open space land forever-----57% ---- 27% ---- 14% -----2% ----- 1% <span style="float: right;">84%</span>					
[ ]b.	Protecting natural areas -----61% ---- 23% ---- 16% -----0% ----- 0% <span style="float: right;">84%</span>					
[ ]c.	Providing opportunities for ecologically sensitive public enjoyment and education -----44% ---- 40% ---- 16% -----0% ----- 0% <span style="float: right;">84%</span>					
[ ]d.	Restoring native plant and wildlife habitat -----48% ---- 32% ---- 16% -----3% ----- 0% <span style="float: right;">80%</span>					
[ ]e.	Providing multiuse trails for hiking, biking, and equestrian use -----31% ---- 39% ---- 27% -----2% ----- 0% <span style="float: right;">70%</span>					
[ ]f.	Stewarding public lands to be resilient in the face of climate change -----66% ---- 17% ---- 14% -----1% ----- 2% <span style="float: right;">83%</span>					
[ ]g.	Supporting local agriculture along the San Mateo County coast -----39% ---- 37% ---- 15% -----9% ----- 0% <span style="float: right;">76%</span>					
[ ]h.	Preserving the character of rural areas, such as the Santa Cruz Mountains or the San Mateo County Coast -----45% ---- 20% ---- 25% -----9% ----- 2% <span style="float: right;">65%</span>					

## Attachment 6\_Results\_Ward 5

	<u>EXT</u> <u>IMP</u>	<u>VERY</u> <u>IMP</u>	<u>SMWT</u> <u>IMP</u>	<u>NOT TOO</u> <u>IMP</u>	<u>(DK/</u> <u>NA)</u>	<u>EXT/</u> <u>VERY</u>
<b>(SPLIT SAMPLE A CONTINUED)</b>						
[ ]i. Partnering with local organizations to promote a regional environmental vision -----	34%	35%	22%	7%	3%	69%
[ ]j. Connecting regional trails -----	22%	35%	33%	7%	2%	58%
[ ]k. Caring for the ecosystem to help native plants and wildlife survive -----	57%	30%	12%	1%	0%	87%
[ ]l. Reducing dead and downed vegetation for wildland fire prevention -----	48%	46%	4%	0%	2%	94%
[ ]m. Preserving undeveloped coastal open space and agricultural lands -----	50%	21%	25%	2%	2%	71%
[ ]n. Assessing historical significance of structures on open space lands -----	19%	29%	30%	20%	1%	48%
[ ]o. Promoting safe wildlife corridors and trail crossings across Highway 17 -----	44%	37%	15%	2%	2%	81%
<b>(SPLIT SAMPLE B ONLY)</b>						
[ ]p. Protecting the ridgetops, hillsides and creeks that create our region's striking natural beauty -----	48%	32%	15%	5%	0%	80%
[ ]q. Protecting and restoring the natural environment -----	63%	21%	17%	0%	0%	83%
[ ]r. Protecting San Mateo and Santa Clara counties' agricultural, natural resource, and open space lands for future generations -----	47%	21%	24%	0%	8%	68%
[ ]s. Creating opportunities for outdoor recreation -----	46%	31%	17%	6%	0%	77%
[ ]t. Preserving diverse habitat for wildlife-----	51%	38%	11%	0%	0%	89%
[ ]u. Providing regional hiking trails-----	31%	23%	38%	0%	8%	54%
[ ]v. Restoring public lands to be resilient in the face of climate change -----	49%	34%	10%	7%	0%	82%
[ ]w. Connecting kids to nature -----	40%	26%	34%	0%	0%	66%
[ ]x. Protecting the waterways and natural lands that maintain water quality and supply -----	72%	22%	4%	2%	0%	93%
[ ]y. Managing redwood forests -----	47%	35%	14%	3%	1%	81%
[ ]z. Protecting San Mateo and Santa Clara counties' agricultural, natural resource, and open space lands -----	49%	19%	21%	2%	9%	68%
[ ]aa. Protecting coastal grasslands-----	46%	20%	26%	0%	8%	66%
[ ]bb. Improving access for individuals with disabilities at local preserves-----	42%	31%	15%	8%	4%	73%
[ ]cc. Partnering with Native American tribes to relearn and reapply indigenous plant restoration techniques -----	33%	23%	24%	18%	3%	56%
[ ]dd. Removing invasive species to restore native plant and wildlife habitat -----	48%	21%	22%	0%	8%	69%

## Attachment 6\_Results\_Ward 5

### (RESUME ASKING ALL RESPONDENTS)

7. And which of these six components of the Midpen mission do you think is most important to you? **(RE-READ AND RANDOMIZE LIST IF NECESSARY)**

- Acquiring and preserving a regional greenbelt ----- 18%
- Restoring the natural environment----- 15%
- Providing opportunities for ecologically sensitive public recreation ----- 21%
- Educating the public about conservation and nature----- 24%
- Preserving rural character-----0%
- Encouraging viable agricultural land use-----6%
- (DON'T READ)** All ----- 12%
- (DON'T READ)** None -----0%
- (DON'T READ)** Other **(SPECIFY)** -----2%
- (DON'T READ)** DK/NA/Refused -----1%

8. Stepping back for a moment, I'd like to read you two statements about Midpen preserves. I'd like you to tell me which comes closer to your opinion, even if neither is exactly right. **(ROTATE)**

- I prefer preserves that provide multiple visitor amenities, such as water bottle refilling stations, restrooms, and picnic areas ----- 24%

**OR**

- I prefer preserves that put a high priority on wildlife habitat restoration and protection, with only low-impact trails that encourage users to leave no trace----- 65%

- (DON'T READ)**
- (BOTH)**-----4%
- (NEITHER)**-----0%
- (DON'T KNOW/NA)**-----6%

## Attachment 6\_Results\_Ward 5

9. Next, I am going to read you a series of statements about the Midpeninsula Regional Open Space District. For each one, please tell me if it makes you view Midpen much more favorably, somewhat more favorably, or if it makes no difference. **(RANDOMIZE)**

		<u>MUCH MORE FAV</u>	<u>SMWT MORE FAV</u>	<u>NO DIFF</u>	<u>(LESS FAV)</u>	<u>(DK/ NA)</u>	<u>TOTAL MORE FAV</u>
[ ]a.	<b>(SPECIAL CHARACTER)</b> People choose to live in the Bay Area because of its scenic beauty and recreational opportunities. The stunning ridge and coastal views and riding, biking, and hiking trails we have in Santa Clara and San Mateo Counties are truly unique. The Midpeninsula Regional Open Space District works to preserve what we love most about living here.-----	50%	20%	23%	0%	6%	70%
<b>(SPLIT SAMPLE A ONLY)</b>							
[ ]b.	<b>(WATER QUALITY)</b> Nothing is more important than clean drinking water. By protecting and restoring areas around sources of water, Midpen increases access to water and naturally prevents the pollution of our water. -----	56%	28%	13%	0%	3%	84%
[ ]c.	<b>(PARTNERSHIPS)</b> Midpen regularly partners with local nonprofits, the counties, and state and regional park organizations to leverage their resources and connect residents with open space, recreational opportunities, and educational programs. Connecting these public lands supports biodiversity, providing places for local plants and wildlife to thrive. -----	61%	21%	15%	1%	2%	82%
[ ]d.	<b>(PUBLIC HEALTH)</b> Open space preserves and natural areas provide spaces where families and children can safely walk, run, and bicycle – improving the physical health of residents, reducing obesity, and reducing healthcare costs. These areas are open 365 days a year, sunrise to sunset, to anyone, and for free. -----	60%	16%	22%	1%	2%	76%
[ ]e.	<b>(WILDLIFE)</b> By restoring and protecting natural areas, the Midpeninsula Regional Open Space District is protecting wildlife habitats and California’s unique biodiversity. -----	55%	23%	21%	0%	1%	77%

## Attachment 6\_Results\_Ward 5

		<u>MUCH MORE FAV</u>	<u>SMWT MORE FAV</u>	<u>NO DIF</u>	<u>(LESS FAV)</u>	<u>(DK/ NA)</u>	<u>TOTAL MORE FAV</u>
<b>(SPLIT SAMPLE A CONTINUED)</b>							
[ ]f.	<b>(AG SUSTAINABILITY)</b> San Mateo and Santa Clara counties have rich agricultural and ranching history. That’s why Midpen protects sustainable, working agricultural ranchlands connecting past and future along the scenic coast.-----	33%	20%	37%	3%	8%	52%
[ ]g.	<b>(CARING)</b> Midpeninsula Regional Open Space District is caring for the land to create healthy habitats for plants, animals, and people.-----	67%	18%	13%	1%	1%	85%
[ ]h.	<b>(UNDERSERVED)</b> Midpen programming connects people to nature through enriched experiences, especially people who are typically less likely to have access to natural areas and open spaces. That includes low-income communities and communities of color.-----	56%	28%	13%	0%	3%	84%
<b>(SPLIT SAMPLE B ONLY)</b>							
[ ]i.	<b>(AG HISTORY)</b> San Mateo and Santa Clara counties have rich agricultural and ranching history. That’s why the Midpeninsula Open Space District preserves historic, agricultural lands close to home along the scenic coast. -----	24%	37%	28%	3%	8%	61%
[ ]j.	<b>(RECREATION)</b> Parks and open spaces provide safe places for the community to gather and explore the outdoors. It’s especially important to keep these accessible options for everyone as the cost of living increases. Midpen ensures that San Mateo and Santa Clara County residents have access to well-maintained and beautiful recreation areas.-----	39%	39%	15%	0%	8%	77%
[ ]k.	<b>(CLIMATE)</b> Smart investments made before a disaster strikes can help protect a community’s quality of life, save lives, and reduce the cost to taxpayers. Midpen is taking a proactive, practical approach to stewardship of public lands, helping ensure San Mateo and Santa Clara counties are resilient as the climate changes. -----	41%	47%	9%	2%	0%	88%

**Attachment 6\_Results\_Ward 5**

	<u>MUCH MORE FAV</u>	<u>SMWT MORE FAV</u>	<u>NO DIFF</u>	<u>(LESS FAV)</u>	<u>(DK/ NA)</u>	<u>TOTAL MORE FAV</u>
<b>(SPLIT SAMPLE B CONTINUED)</b>						
[ ]l. <b>(FIRES)</b> Midpen is working with fire agencies and surrounding communities to strengthen prevention and preparation in case of wildland fires. This includes maintaining hundreds of miles of fire roads. Midpen is also using conservation grazing to reduce flammable brush within grassland habitats, limiting the risk of fire, or fire intensity if it does occur.	49%	35%	9%	0%	8%	84%
[ ]m. <b>(EDUCATION)</b> Midpen programming connects people to nature through enriched experiences, including environmental interpretation, docent-led activities and volunteer opportunities.	25%	36%	28%	0%	11%	61%
[ ]n. <b>(PLACE)</b> Few other conservation organizations protect and restore such a wide variety of unique natural areas: from redwood forests to the Bay and the ocean, from serpentine-soil grasslands to Tafoni sandstone. Our peninsula is unique and Midpen works to protect and restore these places for the wildlife that call it home, and the people who visit and recreate there.	35%	42%	13%	1%	9%	77%

**(RESUME ASKING ALL RESPONDENTS)**

10. Next, having heard this, let me ask you one last time - do you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of the Midpeninsula Regional Open Space District?

**TOTAL FAVORABLE-----94%**

Strongly favorable ----- 58%

Somewhat favorable ----- 36%

**TOTAL UNFAVORABLE ----- 3%**

Somewhat unfavorable -----2%

Strongly unfavorable -----0%

**(DON'T READ) CAN'T RATE/DK/NA -----3%**

## Attachment 6\_Results\_Ward 5

11. Next, I'm going to read you a list of sources from which people get information about (**SPLIT SAMPLE A:** local issues in your area) (**SPLIT SAMPLE B:** parks, open space, and the outdoors). For each, I'd like you to tell me how often you use it to get information about (**SPLIT SAMPLE A:** local issues in your area) (**SPLIT SAMPLE B:** parks, open space and the outdoors): frequently, occasionally, rarely, or never. (**RANDOMIZE**)

	<u>FREQ</u>	<u>OCCAS</u>	<u>RARELY</u>	<u>NEVER</u>	<u>(DK/NA)</u>	<u>FREQ/OCC</u>	<u>RRLY/NVR</u>
[ ]a. Local television stations -----	13%	22%	14%	51%	0%	35%	65%
[ ]b. KQED Radio -----	16%	22%	10%	51%	1%	38%	61%
[ ]c. Radio stations other than KQED -----	10%	19%	12%	55%	4%	29%	67%
[ ]d. Information you receive in the mail-----	9%	26%	23%	41%	0%	35%	65%
[ ]e. Facebook-----	17%	17%	15%	51%	0%	34%	66%
[ ]f. Twitter-----	7%	13%	8%	66%	6%	20%	74%
[ ]g. Instagram -----	10%	14%	10%	65%	2%	24%	75%
[ ]h. Blogs on the Internet -----	18%	20%	11%	50%	1%	38%	61%
[ ]i. The <i>San José Mercury News</i> newspaper-----	3%	13%	25%	54%	5%	16%	79%
[ ]j. The <i>San Francisco Chronicle</i> newspaper-----	7%	13%	17%	59%	4%	20%	76%
[ ]k. The <i>Half Moon Bay Review</i> newspaper-----	3%	2%	6%	83%	6%	5%	89%
[ ]l. The Midpen newsletter and activity guide mailed to your home -----	8%	8%	9%	72%	3%	16%	81%
[ ]m. The Midpen e-newsletter -----	1%	7%	7%	84%	2%	7%	91%
[ ]n. Nextdoor -----	10%	16%	14%	55%	4%	27%	69%
[ ]o. Midpen's public meetings-----	0%	1%	13%	85%	1%	1%	98%
[ ]p. Midpen's website, openspace-dot- org -----	4%	16%	16%	62%	1%	20%	78%

## Attachment 6\_Results\_Ward 5

12. Were there any sources of information you use that I didn't mention? (**OPEN END, RECORD VERBATIM**)

No -----	54%
Word of mouth -----	14%
Google -----	9%
Local newspaper -----	5%
You Tube -----	4%
Local television news -----	4%
National newspaper -----	3%
Internet (general) -----	3%
Local newsletter -----	3%
Government website -----	2%
National news -----	1%
Community centers -----	1%
News radio -----	1%
Reddit -----	1%
LinkedIn -----	0%
Saratogian -----	0%
Magazines (not specified) -----	0%
Library -----	0%
Yelp -----	0%
Maps -----	0%
Personal experience -----	0%
Facebook/social media -----	0%
Other -----	1%
Don't know -----	0%
Refused -----	2%



**Attachment 6\_Results\_Ward 5**

**WE'RE JUST ABOUT DONE. I'M ONLY GOING TO ASK YOU A FEW MORE QUESTIONS FOR CLASSIFICATION PURPOSES.**

13. First, I'd like you to consider your visits to Midpeninsula Regional Open Space District preserves. Please tell me how often you typically visit and use Midpen preserves in this way: about once a week, a few times a month, a few times a year, once a year, or never. **(RANDOMIZE)**

	<u>ONCE/ WEEK</u>	<u>FEW/ MO</u>	<u>FEW/ YEAR</u>	<u>ONCE/ YEAR</u>	<u>NEVER</u>	<u>(DK/ NA)</u>
[ ] a. Walking or hiking -----	25%	26%	32%	5%	9%	3%
[ ] b. Running or jogging -----	9%	15%	9%	17%	48%	3%
[ ] c. Dog walking -----	16%	6%	10%	2%	57%	9%
[ ] d. Horseback riding -----	4%	0%	7%	2%	84%	3%
[ ] e. Mountain biking -----	1%	3%	16%	6%	68%	7%
[ ] f. Birdwatching or wildlife viewing -----	3%	7%	26%	15%	46%	4%
[ ] g. Spending time in nature -----	16%	35%	27%	6%	12%	3%
[ ] h. Ranger- or docent-led programs -----	0%	3%	5%	7%	75%	10%
[ ] i. Backpack camping -----	0%	1%	16%	7%	67%	9%

**(ASK IF EVER VISIT FOR ANY REASON – CODE 1 OR 2 OR 3 OR 4 IN ANY ITEM IN Q13)**

14. Do you feel safe or unsafe outdoors in local nature preserves? **(IF SAFE/UNSAFE, ASK: “Is that very or somewhat SAFE/UNSAFE?”)**

**TOTAL SAFE-----96%**  
 Very safe ----- 63%  
 Somewhat safe----- 33%

**TOTAL UNSAFE ----- 2%**  
 Somewhat unsafe-----2%  
 Very unsafe -----0%

**(DON'T READ) Don't visit them/NA ---2%**  
**(DON'T READ) Don't know-----0%**

**(RESUME ASKING ALL RESPONDENTS)**

15. Do you have any children under the age of 19 living at home?

Yes ----- 43%  
 No ----- 53%  
**(DON'T READ) DK/NA/REFUSED ----3%**

## Attachment 6\_Results\_Ward 5

16. What was the last level of school you completed?

High school graduate or less -----	9%
Some college-----	19%
Associate’s Degree -----	11%
College graduate -----	27%
Post-graduate -----	24%
<b>(DON'T KNOW)</b> -----	9%

17. Do you work in the technology industry? **(IF NO: “Does anyone in your household work in the technology industry?”)**

Yes, self -----	16%
Yes, household -----	14%
Yes, both -----	7%
No -----	61%
<b>(DON'T READ) DK/NA/REFUSED</b> ----	3%

18. Were you born and raised in Santa Clara or San Mateo counties? **(IF NO, ASK: “How long have you lived in San Mateo or Santa Clara Counties?”)**

Born and raised-----	33%
Two years or less-----	11%
Three to five years -----	4%
Six to 10 years -----	12%
11 to 20 years -----	13%
21 to 40 years -----	10%
More than 40 years -----	11%
<b>(DON'T READ) DK/NA/REFUSED</b> ----	6%

19. I don’t need to know the exact amount, but please stop me when I read the category that includes the total income for your household before taxes in 2019. Was it: **(READ CHOICES BELOW)**

\$30,000 and under -----	15%
\$30,001 - \$60,000-----	14%
\$60,001 - \$90,000-----	5%
\$90,001 - \$120,000 -----	11%
\$120,001 - \$150,000-----	13%
More than \$150,000 -----	27%
<b>(DON'T READ) Refused</b> -----	15%

## Attachment 6\_Results\_Ward 5

20. What is your gender?

Male-----	38%
Female-----	51%
Nonbinary-----	0%
Rather not say-----	11%

**THANK AND TERMINATE**

### MODE

Phone-----	73%
Online-----	27%

### DISTRICT WARD

1 - Seimens-----	0%
2 - Kishimoto-----	0%
3 - Cyr-----	0%
4 - Riffle-----	0%
5 - Holman-----	100%
6 - Hassett-----	0%
7 - Kersteen-Tucker-----	0%

### COUNTY

San Mateo-----	51%
Santa Clara-----	49%

### CITY/TOWN

Cupertino-----	0%
Los Altos-----	0%
Los Gatos-----	0%
Menlo Park-----	21%
Mountain View-----	0%
Palo Alto-----	49%
Redwood City-----	0%
San Carlos-----	0%
Saratoga-----	0%
Sunnyvale-----	0%
Other-----	31%
Unincorporated-----	0%

**Attachment 7\_Results\_Ward 6**

**JANUARY 9-23, 2020**



**MIDPENINSULA REGIONAL OPEN SPACE DISTRICT**  
**320-876-WT**  
**N=116**  
**WARD 6**  
**A/B SPLIT**

Hello, I'm \_\_\_\_\_ from \_\_\_\_\_, a public opinion research company. I am not trying to sell you anything. We're conducting a survey about issues that concern residents in your area. May I speak with the person at home over 18 who most recently celebrated a birthday?

A. Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering yourself or others?

Yes, cell and can talk safely ----- 70%  
Yes, cell but cannot talk safely----- **TERMINATE**  
No, not on cell ----- 30%  
**(DON'T READ) DK/NA/REFUSED ----- TERMINATE**

B. My next questions are to ensure that we are interviewing a representative group of residents in your area. What is your age?

Under 18----- **TERMINATE**  
18-24-----9%  
25-29-----4%  
30-34----- 15%  
35-39----- 10%  
40-44-----7%  
45-49-----4%  
50-54-----8%  
55-59-----8%  
60-64-----6%  
65-69----- 10%  
70-74-----8%  
75+ -----8%  
**(DK/REFUSED) -----4%**

C. With which racial or ethnic group do you identify yourself: Hispanic or Latino; African American or Black; Caucasian or White; Asian or Pacific Islander; multiracial; or some other ethnic or racial background?

Latino/Hispanic -----6%  
African American/Black -----2%  
Caucasian/White ----- 74%  
Asian/Pacific Islander -----4%  
Multiracial-----2%  
**(OTHER) -----2%**  
**(DON'T READ) DK/NA/REFUSED ----9%**

## Attachment 7\_Results\_Ward 6

D. Are you registered to vote? **(IF YES, ASK: “With which party are you registered to vote: Democratic, Republican, another party, or with no party preference?”)**

No, not registered -----1%  
 Democratic -----57%  
 Republican -----12%  
 No Party Preference -----23%  
 Another party -----5%  
**(DON'T KNOW/NA) -----2%**

1. OK, let’s begin. First, how would you rate your community as a place to live? Is it ... **(READ LIST)?**

**EXCELLENT/GOOD -----82%**  
 Excellent-----40%  
 Good -----43%  
  
**FAIR/POOR -----18%**  
 Fair -----13%  
 Poor -----5%  
  
**(DON'T KNOW/NA) -----0%**

2. Next, I’m going to read you a list of local organizations and public institutions. For each one, I’d like you to tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion. If you have never heard of one, please just say so. **(RANDOMIZE)**

		<u>STR</u> <u>FAV</u>	<u>SMWT</u> <u>FAV</u>	<u>SMWT</u> <u>UNFAV</u>	<u>STR</u> <u>UNFAV</u>	<u>(CAN'T</u> <u>RATE</u> <u>/DK)</u>	<u>NEVER</u> <u>HEARD</u> <u>OF</u>	<u>TOTAL</u> <u>FAV</u>	<u>TOTAL</u> <u>UNFAV</u>
[ ]a.	Midpeninsula Regional Open Space District -----	45%	16%	3%	3%	11%	22%	61%	6%
[ ]b.	Santa Clara Valley Open Space Authority -----	17%	20%	6%	2%	20%	35%	37%	8%
[ ]c.	Peninsula Open Space Trust -----	52%	11%	2%	4%	5%	25%	63%	7%
[ ]d.	California State Parks -----	61%	27%	2%	1%	3%	5%	88%	3%
[ ]e.	Golden Gate National Recreation Area -----	44%	25%	8%	1%	10%	14%	68%	9%

**(ASK IN SANTA CLARA COUNTY ONLY)**

[ ]f.	Santa Clara County Parks -----	0%	0%	0%	0%	0%	0%	0%	0%
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**(ASK IN SAN MATEO COUNTY ONLY)**

[ ]g.	San Mateo County Parks -----	35%	44%	2%	1%	14%	3%	79%	3%
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## Attachment 7\_Results\_Ward 6

**(RESUME ASKING ALL RESPONDENTS)**

3. I'm going to read you some issues that some people say may be problems in your area. After I read each one, please tell me whether you think each is a problem or not. **(IF YES, PROBLEM, ASK: "Do you think it is an extremely, very, or somewhat serious problem?") (RANDOMIZE)**

	<u>EXT SER PROB</u>	<u>VERY SER PROB</u>	<u>SMWT SER PROB</u>	<u>NOT A PROB</u>	<u>(DK/ NA)</u>	<u>EXT/ VERY</u>
[ ]a. The quality of local natural lands and open space-----	6%	8%	35%	47%	3%	14%
[ ]b. Traffic congestion -----	41%	34%	19%	6%	0%	75%
[ ]c. Loss of natural areas to development-----	21%	27%	26%	25%	1%	48%
[ ]d. Fire risk -----	31%	23%	27%	16%	3%	54%
[ ]e. Water pollution -----	18%	25%	28%	22%	7%	43%
[ ]f. Air pollution-----	19%	26%	31%	22%	1%	45%
[ ]g. Loss of wildlife habitat -----	29%	26%	27%	16%	3%	54%
[ ]h. A lack of affordable housing-----	58%	31%	7%	4%	0%	89%
[ ]i. Climate change-----	58%	20%	14%	7%	1%	78%
[ ]j. The amount you pay in local taxes-----	12%	19%	27%	39%	3%	32%

## Attachment 7\_Results\_Ward 6

**NOW I'D LIKE TO ASK YOU A FEW MORE QUESTIONS ABOUT THE MIDPENINSULA REGIONAL OPEN SPACE DISTRICT.**

**(ASK Q4 ONLY IF CODES 1-4 IN Q2A)**

4. You mentioned a few moments ago that you have a **FAVORABLE / UNFAVORABLE** opinion of the Midpeninsula Regional Open Space District. In a few words of your own, could you tell me why? **(OPEN-ENDED; RECORD VERBATIM RESPONSE BELOW. PROBE FOR VERY SPECIFIC RESPONSES)**

a. Favorable, N=71:

Support their mission/efforts-----	38%
Preservation of open space/environmental protection-----	33%
Good option for recreation/exercise -----	20%
Preservation of wildlife/habitat-----	15%
Trails/facilities are well maintained-----	14%
Easily accessible to the public -----	13%
I use trails regularly -----	9%
Enjoy nature's beauty/beautiful views -----	4%
General favorable statement -----	4%
Dog friendly -----	1%
Refused -----	9%

b. Unfavorable, N=7:

Not enough transparency/misused revenue-----	55%
Poor leadership/management -----	40%
They take over too much land -----	30%
Too many limitations -----	14%
More important issues -----	9%
General unfavorable statement -----	2%

## Attachment 7\_Results\_Ward 6

**(RESUME ASKING ALL RESPONDENTS)**

**AS YOU MAY KNOW, THE MIDPENINSULA REGIONAL OPEN SPACE DISTRICT, OFTEN KNOWN AS “MIDPEN,” IS AN INDEPENDENT SPECIAL DISTRICT PRIMARILY IN SANTA CLARA AND SAN MATEO COUNTIES THAT HAS PRESERVED A REGIONAL GREENBELT OF NEARLY 65 THOUSAND ACRES OF PUBLIC LAND AND MANAGES 26 OPEN SPACE PRESERVES. ITS MISSION IS TO ACQUIRE AND PERMANENTLY PRESERVE OPEN SPACE LAND, PROTECT AND RESTORE THE NATURAL ENVIRONMENT, AND PROVIDE OPPORTUNITIES FOR ECOLOGICALLY SENSITIVE PUBLIC ENJOYMENT AND EDUCATION. ON THE COAST, ITS MISSION INCLUDES PRESERVING RURAL CHARACTER AND ENCOURAGING VIABLE AGRICULTURAL USE OF LAND.**

5. Having heard this, let me ask you again: would you say you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of the Midpeninsula Regional Open Space District?

**TOTAL FAVORABLE-----81%**  
 Strongly favorable ----- 53%  
 Somewhat favorable ----- 29%

**TOTAL UNFAVORABLE -----13%**  
 Somewhat unfavorable -----9%  
 Strongly unfavorable -----4%

**(DON'T READ) DK/NA-----6%**

6. Next, I am going to read you a list of goals Midpen has set for itself. For each goal, please tell me if you think it is extremely important, very important, somewhat important, or not too important. **(RANDOMIZE)**

		<u>EXT IMP</u>	<u>VERY IMP</u>	<u>SMWT IMP</u>	<u>NOT TOO IMP</u>	<u>(DK/ NA)</u>	<u>EXT/ VERY</u>
<b>(SPLIT SAMPLE A ONLY)</b>							
[ ]	a. Preserving a regional greenbelt of open space land forever-----	50%	17%	22%	11%	0%	67%
[ ]	b. Protecting natural areas -----	57%	29%	14%	0%	0%	86%
[ ]	c. Providing opportunities for ecologically sensitive public enjoyment and education -----	33%	33%	20%	14%	0%	66%
[ ]	d. Restoring native plant and wildlife habitat -----	47%	42%	5%	6%	0%	89%
[ ]	e. Providing multiuse trails for hiking, biking, and equestrian use -----	24%	29%	40%	6%	0%	54%
[ ]	f. Stewarding public lands to be resilient in the face of climate change -----	43%	30%	16%	7%	4%	74%
[ ]	g. Supporting local agriculture along the San Mateo County coast -----	26%	30%	36%	7%	0%	56%
[ ]	h. Preserving the character of rural areas, such as the Santa Cruz Mountains or the San Mateo County Coast -----	21%	27%	37%	12%	3%	48%



## Attachment 7\_Results\_Ward 6

	<u>EXT</u> <u>IMP</u>	<u>VERY</u> <u>IMP</u>	<u>SMWT</u> <u>IMP</u>	<u>NOT TOO</u> <u>IMP</u>	<u>(DK/</u> <u>NA)</u>	<u>EXT/</u> <u>VERY</u>
<b>(SPLIT SAMPLE A CONTINUED)</b>						
[ ]i. Partnering with local organizations to promote a regional environmental vision -----	29%	35%	26%	9%	1%	64%
[ ]j. Connecting regional trails -----	21%	33%	40%	7%	0%	53%
[ ]k. Caring for the ecosystem to help native plants and wildlife survive -----	56%	32%	5%	6%	1%	88%
[ ]l. Reducing dead and downed vegetation for wildland fire prevention -----	50%	34%	6%	9%	0%	85%
[ ]m. Preserving undeveloped coastal open space and agricultural lands -----	39%	29%	14%	17%	0%	69%
[ ]n. Assessing historical significance of structures on open space lands -----	11%	37%	25%	25%	1%	49%
[ ]o. Promoting safe wildlife corridors and trail crossings across Highway 17 -----	36%	25%	21%	6%	12%	61%
<b>(SPLIT SAMPLE B ONLY)</b>						
[ ]p. Protecting the ridgetops, hillsides and creeks that create our region's striking natural beauty -----	45%	27%	24%	4%	0%	72%
[ ]q. Protecting and restoring the natural environment -----	51%	24%	19%	6%	0%	76%
[ ]r. Protecting San Mateo and Santa Clara counties' agricultural, natural resource, and open space lands for future generations -----	51%	24%	17%	9%	0%	75%
[ ]s. Creating opportunities for outdoor recreation -----	31%	35%	27%	7%	0%	66%
[ ]t. Preserving diverse habitat for wildlife-----	46%	33%	16%	5%	0%	79%
[ ]u. Providing regional hiking trails-----	23%	30%	45%	2%	0%	53%
[ ]v. Restoring public lands to be resilient in the face of climate change -----	49%	23%	13%	11%	5%	72%
[ ]w. Connecting kids to nature -----	43%	36%	18%	3%	0%	78%
[ ]x. Protecting the waterways and natural lands that maintain water quality and supply -----	67%	24%	7%	2%	0%	91%
[ ]y. Managing redwood forests -----	49%	32%	15%	2%	2%	81%
[ ]z. Protecting San Mateo and Santa Clara counties' agricultural, natural resource, and open space lands -----	34%	41%	15%	10%	0%	75%
[ ]aa. Protecting coastal grasslands-----	35%	36%	17%	12%	0%	71%
[ ]bb. Improving access for individuals with disabilities at local preserves-----	21%	43%	32%	4%	1%	64%
[ ]cc. Partnering with Native American tribes to relearn and reapply indigenous plant restoration techniques -----	27%	30%	18%	21%	4%	58%
[ ]dd. Removing invasive species to restore native plant and wildlife habitat -----	34%	31%	15%	14%	5%	65%

## Attachment 7\_Results\_Ward 6

### (RESUME ASKING ALL RESPONDENTS)

7. And which of these six components of the Midpen mission do you think is most important to you? **(RE-READ AND RANDOMIZE LIST IF NECESSARY)**

Acquiring and preserving a regional greenbelt ----- 13%

Restoring the natural environment----- 20%

Providing opportunities for ecologically sensitive public recreation ----- 11%

Educating the public about conservation and nature----- 15%

Preserving rural character-----2%

Encouraging viable agricultural land use-----6%

**(DON'T READ)** All ----- 19%

**(DON'T READ)** None -----2%

**(DON'T READ)** Other **(SPECIFY)** ----- 10%

**(DON'T READ)** DK/NA/Refused -----2%

8. Stepping back for a moment, I'd like to read you two statements about Midpen preserves. I'd like you to tell me which comes closer to your opinion, even if neither is exactly right. **(ROTATE)**

I prefer preserves that provide multiple visitor amenities, such as water bottle refilling stations, restrooms, and picnic areas ----- 24%

**OR**

I prefer preserves that put a high priority on wildlife habitat restoration and protection, with only low-impact trails that encourage users to leave no trace----- 71%

**(DON'T READ)**

**(BOTH)**-----0%

**(NEITHER)**-----3%

**(DON'T KNOW/NA)**-----3%

## Attachment 7\_Results\_Ward 6

9. Next, I am going to read you a series of statements about the Midpeninsula Regional Open Space District. For each one, please tell me if it makes you view Midpen much more favorably, somewhat more favorably, or if it makes no difference. **(RANDOMIZE)**

		<u>MUCH MORE FAV</u>	<u>SMWT MORE FAV</u>	<u>NO DIFF</u>	<u>(LESS FAV)</u>	<u>(DK/ NA)</u>	<u>TOTAL MORE FAV</u>
[ ]a.	<b>(SPECIAL CHARACTER)</b> People choose to live in the Bay Area because of its scenic beauty and recreational opportunities. The stunning ridge and coastal views and riding, biking, and hiking trails we have in Santa Clara and San Mateo Counties are truly unique. The Midpeninsula Regional Open Space District works to preserve what we love most about living here.-----	32%	37%	25%	4%	2%	69%
<b>(SPLIT SAMPLE A ONLY)</b>							
[ ]b.	<b>(WATER QUALITY)</b> Nothing is more important than clean drinking water. By protecting and restoring areas around sources of water, Midpen increases access to water and naturally prevents the pollution of our water. -----	48%	21%	23%	3%	5%	69%
[ ]c.	<b>(PARTNERSHIPS)</b> Midpen regularly partners with local nonprofits, the counties, and state and regional park organizations to leverage their resources and connect residents with open space, recreational opportunities, and educational programs. Connecting these public lands supports biodiversity, providing places for local plants and wildlife to thrive. -----	29%	46%	19%	0%	6%	75%
[ ]d.	<b>(PUBLIC HEALTH)</b> Open space preserves and natural areas provide spaces where families and children can safely walk, run, and bicycle – improving the physical health of residents, reducing obesity, and reducing healthcare costs. These areas are open 365 days a year, sunrise to sunset, to anyone, and for free. -----	61%	24%	13%	0%	2%	85%
[ ]e.	<b>(WILDLIFE)</b> By restoring and protecting natural areas, the Midpeninsula Regional Open Space District is protecting wildlife habitats and California’s unique biodiversity. -----	34%	42%	17%	3%	3%	76%

**Attachment 7\_Results\_Ward 6**

	<u>MUCH MORE FAV</u>	<u>SMWT MORE FAV</u>	<u>NO DIF</u>	<u>(LESS FAV)</u>	<u>(DK/ NA)</u>	<u>TOTAL MORE FAV</u>
<b>(SPLIT SAMPLE A CONTINUED)</b>						
[ ]f. <b>(AG SUSTAINABILITY)</b> San Mateo and Santa Clara counties have rich agricultural and ranching history. That’s why Midpen protects sustainable, working agricultural ranchlands connecting past and future along the scenic coast.....	24%	36%	30%	8%	2%	60%
[ ]g. <b>(CARING)</b> Midpeninsula Regional Open Space District is caring for the land to create healthy habitats for plants, animals, and people.....	49%	29%	16%	3%	3%	78%
[ ]h. <b>(UNDERSERVED)</b> Midpen programming connects people to nature through enriched experiences, especially people who are typically less likely to have access to natural areas and open spaces. That includes low-income communities and communities of color.....	34%	35%	29%	0%	3%	69%

**(SPLIT SAMPLE B ONLY)**

[ ]i. <b>(AG HISTORY)</b> San Mateo and Santa Clara counties have rich agricultural and ranching history. That’s why the Midpeninsula Open Space District preserves historic, agricultural lands close to home along the scenic coast. ....	23%	36%	32%	9%	0%	60%
[ ]j. <b>(RECREATION)</b> Parks and open spaces provide safe places for the community to gather and explore the outdoors. It’s especially important to keep these accessible options for everyone as the cost of living increases. Midpen ensures that San Mateo and Santa Clara County residents have access to well-maintained and beautiful recreation areas. ....	27%	42%	25%	6%	0%	69%
[ ]k. <b>(CLIMATE)</b> Smart investments made before a disaster strikes can help protect a community’s quality of life, save lives, and reduce the cost to taxpayers. Midpen is taking a proactive, practical approach to stewardship of public lands, helping ensure San Mateo and Santa Clara counties are resilient as the climate changes. ....	30%	45%	14%	7%	3%	76%

**Attachment 7\_Results\_Ward 6**

	<u>MUCH MORE FAV</u>	<u>SMWT MORE FAV</u>	<u>NO DIFF</u>	<u>(LESS FAV)</u>	<u>(DK/ NA)</u>	<u>TOTAL MORE FAV</u>
<b>(SPLIT SAMPLE B CONTINUED)</b>						
[ ]l. <b>(FIRES)</b> Midpen is working with fire agencies and surrounding communities to strengthen prevention and preparation in case of wildland fires. This includes maintaining hundreds of miles of fire roads. Midpen is also using conservation grazing to reduce flammable brush within grassland habitats, limiting the risk of fire, or fire intensity if it does occur.	47%	48%	6%	0%	0%	94%
[ ]m. <b>(EDUCATION)</b> Midpen programming connects people to nature through enriched experiences, including environmental interpretation, docent-led activities and volunteer opportunities.	21%	29%	40%	7%	2%	51%
[ ]n. <b>(PLACE)</b> Few other conservation organizations protect and restore such a wide variety of unique natural areas: from redwood forests to the Bay and the ocean, from serpentine-soil grasslands to Tafoni sandstone. Our peninsula is unique and Midpen works to protect and restore these places for the wildlife that call it home, and the people who visit and recreate there.	40%	29%	25%	6%	0%	69%

**(RESUME ASKING ALL RESPONDENTS)**

10. Next, having heard this, let me ask you one last time - do you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of the Midpeninsula Regional Open Space District?

**TOTAL FAVORABLE-----91%**

Strongly favorable ----- 56%

Somewhat favorable ----- 35%

**TOTAL UNFAVORABLE ----- 9%**

Somewhat unfavorable -----6%

Strongly unfavorable -----3%

**(DON'T READ) CAN'T RATE/DK/NA -----1%**

## Attachment 7\_Results\_Ward 6

11. Next, I'm going to read you a list of sources from which people get information about (**SPLIT SAMPLE A**: local issues in your area) (**SPLIT SAMPLE B**: parks, open space, and the outdoors). For each, I'd like you to tell me how often you use it to get information about (**SPLIT SAMPLE A**: local issues in your area) (**SPLIT SAMPLE B**: parks, open space and the outdoors): frequently, occasionally, rarely, or never. (**RANDOMIZE**)

	<u>FREQ</u>	<u>OCCAS</u>	<u>RARELY</u>	<u>NEVER</u>	<u>(DK/NA)</u>	<u>FREQ/OCC</u>	<u>RRLY/NVR</u>
[ ]a. Local television stations -----	16%	20%	12%	52%	0%	36%	63%
[ ]b. KQED Radio -----	18%	26%	15%	41%	1%	44%	55%
[ ]c. Radio stations other than KQED -----	6%	21%	20%	52%	0%	27%	72%
[ ]d. Information you receive in the mail-----	5%	29%	30%	35%	1%	34%	65%
[ ]e. Facebook-----	13%	16%	13%	58%	0%	29%	71%
[ ]f. Twitter-----	9%	11%	5%	75%	0%	20%	80%
[ ]g. Instagram -----	3%	11%	14%	71%	0%	14%	85%
[ ]h. Blogs on the Internet -----	1%	24%	26%	49%	0%	25%	75%
[ ]i. The <i>San José Mercury News</i> newspaper-----	8%	12%	26%	53%	0%	20%	79%
[ ]j. The <i>San Francisco Chronicle</i> newspaper-----	9%	13%	26%	51%	0%	22%	77%
[ ]k. The <i>Half Moon Bay Review</i> newspaper-----	1%	4%	10%	82%	3%	5%	93%
[ ]l. The Midpen newsletter and activity guide mailed to your home -----	7%	16%	15%	58%	3%	23%	73%
[ ]m. The Midpen e-newsletter -----	5%	9%	9%	72%	5%	14%	81%
[ ]n. Nextdoor -----	11%	25%	13%	50%	1%	36%	63%
[ ]o. Midpen's public meetings -----	0%	6%	9%	84%	0%	6%	93%
[ ]p. Midpen's website, openspace-dot- org -----	4%	20%	22%	51%	3%	24%	73%

## Attachment 7\_Results\_Ward 6

12. Were there any sources of information you use that I didn't mention? (**OPEN END, RECORD VERBATIM**)

No -----	55%
Word of mouth -----	14%
Local newspaper -----	10%
Internet (general)-----	3%
Local newsletter-----	3%
Google -----	2%
Community centers -----	2%
Yelp -----	2%
National newspaper-----	1%
National news-----	1%
Personal experience-----	1%
LinkedIn-----	0%
News radio -----	0%
Saratogian -----	0%
You Tube-----	0%
Magazines (not specified)-----	0%
Local television news-----	0%
Government website-----	0%
Library -----	0%
Reddit-----	0%
Maps -----	0%
Facebook/social media -----	0%
Other -----	5%
Don't know -----	0%
Refused -----	5%

## Attachment 7\_Results\_Ward 6

**WE'RE JUST ABOUT DONE. I'M ONLY GOING TO ASK YOU A FEW MORE QUESTIONS FOR CLASSIFICATION PURPOSES.**

13. First, I'd like you to consider your visits to Midpeninsula Regional Open Space District preserves. Please tell me how often you typically visit and use Midpen preserves in this way: about once a week, a few times a month, a few times a year, once a year, or never. **(RANDOMIZE)**

		<u>ONCE/ WEEK</u>	<u>FEW/ MO</u>	<u>FEW/ YEAR</u>	<u>ONCE/ YEAR</u>	<u>NEVER</u>	<u>(DK/ NA)</u>
[ ] a.	Walking or hiking -----	14%	40%	28%	7%	10%	1%
[ ] b.	Running or jogging -----	8%	11%	7%	5%	69%	0%
[ ] c.	Dog walking -----	12%	6%	12%	6%	64%	0%
[ ] d.	Horseback riding -----	3%	1%	4%	5%	87%	0%
[ ] e.	Mountain biking -----	2%	6%	3%	8%	81%	1%
[ ] f.	Birdwatching or wildlife viewing -----	5%	12%	26%	12%	45%	0%
[ ] g.	Spending time in nature -----	20%	33%	28%	7%	11%	1%
[ ] h.	Ranger- or docent-led programs -----	1%	1%	9%	10%	79%	1%
[ ] i.	Backpack camping -----	0%	1%	10%	8%	81%	0%

**(ASK IF EVER VISIT FOR ANY REASON – CODE 1 OR 2 OR 3 OR 4 IN ANY ITEM IN Q13)**

14. Do you feel safe or unsafe outdoors in local nature preserves? **(IF SAFE/UNSAFE, ASK: “Is that very or somewhat SAFE/UNSAFE?”)**

**TOTAL SAFE-----91%**  
 Very safe ----- 66%  
 Somewhat safe----- 24%

**TOTAL UNSAFE ----- 7%**  
 Somewhat unsafe-----7%  
 Very unsafe -----0%

**(DON'T READ) Don't visit them/NA ---1%**  
**(DON'T READ) Don't know-----1%**

**(RESUME ASKING ALL RESPONDENTS)**

15. Do you have any children under the age of 19 living at home?

Yes ----- 23%  
 No ----- 75%  
**(DON'T READ) DK/NA/REFUSED ----2%**



## Attachment 7\_Results\_Ward 6

16. What was the last level of school you completed?

High school graduate or less -----	10%
Some college-----	16%
Associate's Degree -----	3%
College graduate -----	37%
Post-graduate -----	30%
<b>(DON'T KNOW)</b> -----	3%

17. Do you work in the technology industry? **(IF NO: "Does anyone in your household work in the technology industry?")**

Yes, self -----	15%
Yes, household -----	7%
Yes, both -----	5%
No -----	68%
<b>(DON'T READ) DK/NA/REFUSED</b> ----	4%

18. Were you born and raised in Santa Clara or San Mateo counties? **(IF NO, ASK: "How long have you lived in San Mateo or Santa Clara Counties?")**

Born and raised-----	20%
Two years or less-----	2%
Three to five years -----	6%
Six to 10 years -----	15%
11 to 20 years -----	12%
21 to 40 years -----	20%
More than 40 years -----	20%
<b>(DON'T READ) DK/NA/REFUSED</b> ----	5%

19. I don't need to know the exact amount, but please stop me when I read the category that includes the total income for your household before taxes in 2019. Was it: **(READ CHOICES BELOW)**

\$30,000 and under -----	15%
\$30,001 - \$60,000-----	13%
\$60,001 - \$90,000-----	12%
\$90,001 - \$120,000 -----	8%
\$120,001 - \$150,000-----	6%
More than \$150,000 -----	30%
<b>(DON'T READ) Refused</b> -----	17%

## Attachment 7\_Results\_Ward 6

20. What is your gender?

Male----- 41%  
Female ----- 56%  
Nonbinary -----0%  
Rather not say -----3%

**THANK AND TERMINATE**

### MODE

Phone ----- 43%  
Online ----- 57%

### DISTRICT WARD

1 - Seimens -----0%  
2 - Kishimoto-----0%  
3 - Cyr -----0%  
4 - Riffle -----0%  
5 - Holman -----0%  
6 - Hassett-----100%  
7 - Kersteen-Tucker-----0%

### COUNTY

San Mateo-----100%  
Santa Clara-----0%

### CITY/TOWN

Cupertino-----0%  
Los Altos -----0%  
Los Gatos -----0%  
Menlo Park----- 22%  
Mountain View-----0%  
Palo Alto -----0%  
Redwood City ----- 35%  
San Carlos-----0%  
Saratoga -----0%  
Sunnyvale -----0%  
Other ----- 28%  
Unincorporated----- 16%

**Attachment 8\_Results\_Ward 7**

**JANUARY 9-23, 2020**



**MIDPENINSULA REGIONAL OPEN SPACE DISTRICT**  
**320-876-WT**  
**N=160**  
**WARD 7**  
**A/B SPLIT**

Hello, I'm \_\_\_\_\_ from \_\_\_\_\_, a public opinion research company. I am not trying to sell you anything. We're conducting a survey about issues that concern residents in your area. May I speak with the person at home over 18 who most recently celebrated a birthday?

A. Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering yourself or others?

Yes, cell and can talk safely ----- 54%  
Yes, cell but cannot talk safely----- **TERMINATE**  
No, not on cell ----- 46%  
**(DON'T READ) DK/NA/REFUSED ----- TERMINATE**

B. My next questions are to ensure that we are interviewing a representative group of residents in your area. What is your age?

Under 18----- **TERMINATE**  
18-24-----9%  
25-29-----2%  
30-34-----9%  
35-39-----2%  
40-44----- 11%  
45-49----- 11%  
50-54-----8%  
55-59----- 15%  
60-64----- 14%  
65-69-----6%  
70-74-----5%  
75+ -----5%  
**(DK/REFUSED) -----2%**

C. With which racial or ethnic group do you identify yourself: Hispanic or Latino; African American or Black; Caucasian or White; Asian or Pacific Islander; multiracial; or some other ethnic or racial background?

Latino/Hispanic -----2%  
African American/Black -----0%  
Caucasian/White ----- 74%  
Asian/Pacific Islander ----- 10%  
Multiracial-----5%  
**(OTHER) -----2%**  
**(DON'T READ) DK/NA/REFUSED ----7%**

## Attachment 8\_Results\_Ward 7

D. Are you registered to vote? **(IF YES, ASK: “With which party are you registered to vote: Democratic, Republican, another party, or with no party preference?”)**

No, not registered -----3%  
 Democratic -----47%  
 Republican -----11%  
 No Party Preference -----25%  
 Another party -----6%  
**(DON'T KNOW/NA) -----8%**

1. OK, let’s begin. First, how would you rate your community as a place to live? Is it ... **(READ LIST)?**

**EXCELLENT/GOOD -----87%**  
 Excellent-----40%  
 Good -----47%  
  
**FAIR/POOR -----13%**  
 Fair -----12%  
 Poor -----0%  
  
**(DON'T KNOW/NA) -----0%**

2. Next, I’m going to read you a list of local organizations and public institutions. For each one, I’d like you to tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion. If you have never heard of one, please just say so. **(RANDOMIZE)**

		<u>STR</u>	<u>SMWT</u>	<u>SMWT</u>	<u>STR</u>	<u>(CAN'T</u>	<u>NEVER</u>	<u>TOTAL</u>	<u>TOTAL</u>
		<u>FAV</u>	<u>FAV</u>	<u>UNFAV</u>	<u>UNFAV</u>	<u>/DK)</u>	<u>OF</u>	<u>FAV</u>	<u>UNFAV</u>
[ ]a.	Midpeninsula Regional Open Space District -----	42%	24%	3%	1%	5%	26%	66%	4%
[ ]b.	Santa Clara Valley Open Space Authority -----	20%	12%	2%	0%	21%	46%	31%	2%
[ ]c.	Peninsula Open Space Trust -----	42%	17%	2%	2%	7%	31%	59%	4%
[ ]d.	California State Parks -----	62%	32%	2%	0%	3%	1%	95%	2%
[ ]e.	Golden Gate National Recreation Area -----	48%	24%	4%	2%	13%	9%	72%	6%

**(ASK IN SANTA CLARA COUNTY ONLY)**

[ ]f.	Santa Clara County Parks -----	0%	0%	0%	0%	0%	0%	0%	0%
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**(ASK IN SAN MATEO COUNTY ONLY)**

[ ]g.	San Mateo County Parks -----	46%	44%	2%	0%	5%	2%	89%	3%
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## Attachment 8\_Results\_Ward 7

**(RESUME ASKING ALL RESPONDENTS)**

3. I'm going to read you some issues that some people say may be problems in your area. After I read each one, please tell me whether you think each is a problem or not. **(IF YES, PROBLEM, ASK: "Do you think it is an extremely, very, or somewhat serious problem?") (RANDOMIZE)**

	<u>EXT SER PROB</u>	<u>VERY SER PROB</u>	<u>SMWT SER PROB</u>	<u>NOT A PROB</u>	<u>(DK/ NA)</u>	<u>EXT/ VERY</u>
[ ]a. The quality of local natural lands and open space-----	17%	18%	19%	42%	5%	34%
[ ]b. Traffic congestion -----	59%	27%	13%	1%	0%	86%
[ ]c. Loss of natural areas to development-----	38%	23%	25%	12%	2%	60%
[ ]d. Fire risk -----	26%	21%	37%	15%	0%	48%
[ ]e. Water pollution -----	22%	25%	29%	22%	3%	47%
[ ]f. Air pollution-----	22%	20%	37%	21%	0%	42%
[ ]g. Loss of wildlife habitat -----	41%	22%	19%	15%	2%	64%
[ ]h. A lack of affordable housing-----	57%	21%	16%	5%	1%	78%
[ ]i. Climate change-----	58%	16%	12%	12%	2%	73%
[ ]j. The amount you pay in local taxes-----	23%	13%	30%	23%	11%	37%

## Attachment 8\_Results\_Ward 7

**NOW I'D LIKE TO ASK YOU A FEW MORE QUESTIONS ABOUT THE MIDPENINSULA REGIONAL OPEN SPACE DISTRICT.**

**(ASK Q4 ONLY IF CODES 1-4 IN Q2A)**

4. You mentioned a few moments ago that you have a **FAVORABLE / UNFAVORABLE** opinion of the Midpeninsula Regional Open Space District. In a few words of your own, could you tell me why? **(OPEN-ENDED; RECORD VERBATIM RESPONSE BELOW. PROBE FOR VERY SPECIFIC RESPONSES)**

a. Favorable, N=105:

Preservation of open space/environmental protection-----	48%
Support their mission/efforts-----	34%
Good option for recreation/exercise -----	23%
Trails/facilities are well maintained-----	18%
I use trails regularly -----	13%
Easily accessible to the public -----	10%
Enjoy nature's beauty/beautiful views -----	9%
Dog friendly -----	4%
Preservation of wildlife/habitat-----	3%
General favorable statement -----	2%
Mixed feelings -----	2%
Need more information -----	1%
Don't know -----	4%

b. Unfavorable, N=6:

Poor leadership/management -----	56%
Not enough transparency/misused revenue -----	53%
Too many limitations -----	16%
Other-----	13%

## Attachment 8\_Results\_Ward 7

**(RESUME ASKING ALL RESPONDENTS)**

**AS YOU MAY KNOW, THE MIDPENINSULA REGIONAL OPEN SPACE DISTRICT, OFTEN KNOWN AS “MIDPEN,” IS AN INDEPENDENT SPECIAL DISTRICT PRIMARILY IN SANTA CLARA AND SAN MATEO COUNTIES THAT HAS PRESERVED A REGIONAL GREENBELT OF NEARLY 65 THOUSAND ACRES OF PUBLIC LAND AND MANAGES 26 OPEN SPACE PRESERVES. ITS MISSION IS TO ACQUIRE AND PERMANENTLY PRESERVE OPEN SPACE LAND, PROTECT AND RESTORE THE NATURAL ENVIRONMENT, AND PROVIDE OPPORTUNITIES FOR ECOLOGICALLY SENSITIVE PUBLIC ENJOYMENT AND EDUCATION. ON THE COAST, ITS MISSION INCLUDES PRESERVING RURAL CHARACTER AND ENCOURAGING VIABLE AGRICULTURAL USE OF LAND.**

5. Having heard this, let me ask you again: would you say you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of the Midpeninsula Regional Open Space District?

**TOTAL FAVORABLE-----94%**  
 Strongly favorable ----- 56%  
 Somewhat favorable ----- 38%

**TOTAL UNFAVORABLE ----- 3%**  
 Somewhat unfavorable -----3%  
 Strongly unfavorable -----0%

**(DON'T READ) DK/NA-----3%**

6. Next, I am going to read you a list of goals Midpen has set for itself. For each goal, please tell me if you think it is extremely important, very important, somewhat important, or not too important. **(RANDOMIZE)**

	<u>EXT</u> <u>IMP</u>	<u>VERY</u> <u>IMP</u>	<u>SMWT</u> <u>IMP</u>	<u>NOT TOO</u> <u>IMP</u>	<u>(DK/</u> <u>NA)</u>	<u>EXT/</u> <u>VERY</u>
<b>(SPLIT SAMPLE A ONLY)</b>						
[ ]a. Preserving a regional greenbelt of open space land forever-----	59%	24%	14%	3%	0%	83%
[ ]b. Protecting natural areas -----	58%	28%	14%	0%	0%	86%
[ ]c. Providing opportunities for ecologically sensitive public enjoyment and education -----	35%	30%	30%	6%	0%	65%
[ ]d. Restoring native plant and wildlife habitat -----	37%	31%	25%	7%	0%	68%
[ ]e. Providing multiuse trails for hiking, biking, and equestrian use -----	30%	38%	29%	4%	0%	67%
[ ]f. Stewarding public lands to be resilient in the face of climate change -----	44%	26%	23%	7%	0%	70%
[ ]g. Supporting local agriculture along the San Mateo County coast -----	35%	35%	30%	0%	0%	69%
[ ]h. Preserving the character of rural areas, such as the Santa Cruz Mountains or the San Mateo County Coast -----	50%	25%	22%	4%	0%	75%

## Attachment 8\_Results\_Ward 7

	<u>EXT</u>	<u>VERY</u>	<u>SMWT</u>	<u>NOT TOO</u>	<u>(DK/</u>	<u>EXT/</u>
	<u>IMP</u>	<u>IMP</u>	<u>IMP</u>	<u>IMP</u>	<u>NA)</u>	<u>VERY</u>
<b>(SPLIT SAMPLE A CONTINUED)</b>						
[ ]i. Partnering with local organizations to promote a regional environmental vision -----	43%	26%	23%	6%	2%	69%
[ ]j. Connecting regional trails -----	23%	42%	28%	7%	0%	65%
[ ]k. Caring for the ecosystem to help native plants and wildlife survive -----	44%	37%	17%	2%	0%	81%
[ ]l. Reducing dead and downed vegetation for wildland fire prevention -----	58%	25%	14%	0%	2%	84%
[ ]m. Preserving undeveloped coastal open space and agricultural lands -----	47%	26%	23%	2%	1%	73%
[ ]n. Assessing historical significance of structures on open space lands -----	27%	36%	26%	11%	0%	63%
[ ]o. Promoting safe wildlife corridors and trail crossings across Highway 17 -----	36%	29%	22%	6%	6%	65%
<b>(SPLIT SAMPLE B ONLY)</b>						
[ ]p. Protecting the ridgetops, hillsides and creeks that create our region's striking natural beauty -----	50%	32%	16%	3%	0%	81%
[ ]q. Protecting and restoring the natural environment -----	67%	18%	13%	1%	1%	85%
[ ]r. Protecting San Mateo and Santa Clara counties' agricultural, natural resource, and open space lands for future generations -----	69%	13%	17%	1%	0%	83%
[ ]s. Creating opportunities for outdoor recreation -----	24%	42%	31%	3%	0%	66%
[ ]t. Preserving diverse habitat for wildlife -----	63%	15%	20%	2%	0%	78%
[ ]u. Providing regional hiking trails -----	24%	43%	25%	7%	0%	67%
[ ]v. Restoring public lands to be resilient in the face of climate change -----	48%	32%	16%	1%	4%	79%
[ ]w. Connecting kids to nature -----	38%	39%	20%	3%	0%	77%
[ ]x. Protecting the waterways and natural lands that maintain water quality and supply -----	75%	14%	10%	1%	0%	89%
[ ]y. Managing redwood forests -----	60%	24%	15%	1%	0%	84%
[ ]z. Protecting San Mateo and Santa Clara counties' agricultural, natural resource, and open space lands -----	63%	15%	21%	1%	0%	78%
[ ]aa. Protecting coastal grasslands -----	51%	18%	30%	1%	0%	69%
[ ]bb. Improving access for individuals with disabilities at local preserves -----	23%	47%	23%	6%	0%	71%
[ ]cc. Partnering with Native American tribes to relearn and reapply indigenous plant restoration techniques -----	41%	29%	21%	9%	0%	69%
[ ]dd. Removing invasive species to restore native plant and wildlife habitat -----	34%	30%	18%	3%	14%	65%



## Attachment 8\_Results\_Ward 7

### (RESUME ASKING ALL RESPONDENTS)

7. And which of these six components of the Midpen mission do you think is most important to you? **(RE-READ AND RANDOMIZE LIST IF NECESSARY)**

Acquiring and preserving a regional greenbelt ----- 23%

Restoring the natural environment----- 13%

Providing opportunities for ecologically sensitive public recreation -----9%

Educating the public about conservation and nature----- 10%

Preserving rural character-----4%

Encouraging viable agricultural land use-----2%

**(DON'T READ)** All ----- 33%

**(DON'T READ)** None -----0%

**(DON'T READ)** Other **(SPECIFY)** -----3%

**(DON'T READ)** DK/NA/Refused -----1%

8. Stepping back for a moment, I'd like to read you two statements about Midpen preserves. I'd like you to tell me which comes closer to your opinion, even if neither is exactly right. **(ROTATE)**

I prefer preserves that provide multiple visitor amenities, such as water bottle refilling stations, restrooms, and picnic areas ----- 23%

**OR**

I prefer preserves that put a high priority on wildlife habitat restoration and protection, with only low-impact trails that encourage users to leave no trace----- 75%

**(DON'T READ)**

**(BOTH)**-----0%

**(NEITHER)**-----0%

**(DON'T KNOW/NA)**-----2%

## Attachment 8\_Results\_Ward 7

9. Next, I am going to read you a series of statements about the Midpeninsula Regional Open Space District. For each one, please tell me if it makes you view Midpen much more favorably, somewhat more favorably, or if it makes no difference. **(RANDOMIZE)**

		<u>MUCH MORE FAV</u>	<u>SMWT MORE FAV</u>	<u>NO DIFF</u>	<u>(LESS FAV)</u>	<u>(DK/ NA)</u>	<u>TOTAL MORE FAV</u>
[ ]a.	<b>(SPECIAL CHARACTER)</b> People choose to live in the Bay Area because of its scenic beauty and recreational opportunities. The stunning ridge and coastal views and riding, biking, and hiking trails we have in Santa Clara and San Mateo Counties are truly unique. The Midpeninsula Regional Open Space District works to preserve what we love most about living here.-----	39%	30%	22%	7%	2%	69%
<b>(SPLIT SAMPLE A ONLY)</b>							
[ ]b.	<b>(WATER QUALITY)</b> Nothing is more important than clean drinking water. By protecting and restoring areas around sources of water, Midpen increases access to water and naturally prevents the pollution of our water. -----	52%	25%	18%	1%	4%	77%
[ ]c.	<b>(PARTNERSHIPS)</b> Midpen regularly partners with local nonprofits, the counties, and state and regional park organizations to leverage their resources and connect residents with open space, recreational opportunities, and educational programs. Connecting these public lands supports biodiversity, providing places for local plants and wildlife to thrive. -----	37%	39%	18%	3%	4%	75%
[ ]d.	<b>(PUBLIC HEALTH)</b> Open space preserves and natural areas provide spaces where families and children can safely walk, run, and bicycle – improving the physical health of residents, reducing obesity, and reducing healthcare costs. These areas are open 365 days a year, sunrise to sunset, to anyone, and for free. -----	42%	33%	22%	2%	1%	75%
[ ]e.	<b>(WILDLIFE)</b> By restoring and protecting natural areas, the Midpeninsula Regional Open Space District is protecting wildlife habitats and California’s unique biodiversity. -----	53%	29%	14%	1%	4%	82%

## Attachment 8\_Results\_Ward 7

		<u>MUCH MORE FAV</u>	<u>SMWT MORE FAV</u>	<u>NO DIF</u>	<u>(LESS FAV)</u>	<u>(DK/ NA)</u>	<u>TOTAL MORE FAV</u>
<b>(SPLIT SAMPLE A CONTINUED)</b>							
[ ]f.	<b>(AG SUSTAINABILITY)</b> San Mateo and Santa Clara counties have rich agricultural and ranching history. That’s why Midpen protects sustainable, working agricultural ranchlands connecting past and future along the scenic coast.-----	38%	35%	22%	1%	4%	73%
[ ]g.	<b>(CARING)</b> Midpeninsula Regional Open Space District is caring for the land to create healthy habitats for plants, animals, and people.-----	53%	29%	16%	2%	1%	82%
[ ]h.	<b>(UNDERSERVED)</b> Midpen programming connects people to nature through enriched experiences, especially people who are typically less likely to have access to natural areas and open spaces. That includes low-income communities and communities of color.-----	39%	31%	27%	1%	3%	69%
<b>(SPLIT SAMPLE B ONLY)</b>							
[ ]i.	<b>(AG HISTORY)</b> San Mateo and Santa Clara counties have rich agricultural and ranching history. That’s why the Midpeninsula Open Space District preserves historic, agricultural lands close to home along the scenic coast. -----	18%	35%	25%	4%	18%	53%
[ ]j.	<b>(RECREATION)</b> Parks and open spaces provide safe places for the community to gather and explore the outdoors. It’s especially important to keep these accessible options for everyone as the cost of living increases. Midpen ensures that San Mateo and Santa Clara County residents have access to well-maintained and beautiful recreation areas.-----	34%	44%	18%	0%	3%	78%
[ ]k.	<b>(CLIMATE)</b> Smart investments made before a disaster strikes can help protect a community’s quality of life, save lives, and reduce the cost to taxpayers. Midpen is taking a proactive, practical approach to stewardship of public lands, helping ensure San Mateo and Santa Clara counties are resilient as the climate changes. -----	33%	50%	13%	0%	3%	83%

**Attachment 8\_Results\_Ward 7**

	<u>MUCH MORE FAV</u>	<u>SMWT MORE FAV</u>	<u>NO DIFF</u>	<u>(LESS FAV)</u>	<u>(DK/ NA)</u>	<u>TOTAL MORE FAV</u>
<b>(SPLIT SAMPLE B CONTINUED)</b>						
[ ]l. <b>(FIRES)</b> Midpen is working with fire agencies and surrounding communities to strengthen prevention and preparation in case of wildland fires. This includes maintaining hundreds of miles of fire roads. Midpen is also using conservation grazing to reduce flammable brush within grassland habitats, limiting the risk of fire, or fire intensity if it does occur.	57%	26%	15%	0%	2%	83%
[ ]m. <b>(EDUCATION)</b> Midpen programming connects people to nature through enriched experiences, including environmental interpretation, docent-led activities and volunteer opportunities.	17%	36%	27%	4%	16%	53%
[ ]n. <b>(PLACE)</b> Few other conservation organizations protect and restore such a wide variety of unique natural areas: from redwood forests to the Bay and the ocean, from serpentine-soil grasslands to Tafoni sandstone. Our peninsula is unique and Midpen works to protect and restore these places for the wildlife that call it home, and the people who visit and recreate there.	27%	38%	19%	12%	3%	65%

**(RESUME ASKING ALL RESPONDENTS)**

10. Next, having heard this, let me ask you one last time - do you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of the Midpeninsula Regional Open Space District?

**TOTAL FAVORABLE-----92%**

Strongly favorable ----- 62%

Somewhat favorable ----- 30%

**TOTAL UNFAVORABLE ----- 3%**

Somewhat unfavorable -----3%

Strongly unfavorable -----0%

**(DON'T READ) CAN'T RATE/DK/NA -----5%**

## Attachment 8\_Results\_Ward 7

11. Next, I'm going to read you a list of sources from which people get information about (**SPLIT SAMPLE A:** local issues in your area) (**SPLIT SAMPLE B:** parks, open space, and the outdoors). For each, I'd like you to tell me how often you use it to get information about (**SPLIT SAMPLE A:** local issues in your area) (**SPLIT SAMPLE B:** parks, open space and the outdoors): frequently, occasionally, rarely, or never. (**RANDOMIZE**)

	<u>FREQ</u>	<u>OCCAS</u>	<u>RARELY</u>	<u>NEVER</u>	<u>(DK/NA)</u>	<u>FREQ/OCC</u>	<u>RRLY/NVR</u>
[ ]a. Local television stations -----	11%	27%	20%	39%	3%	38%	59%
[ ]b. KQED Radio -----	14%	17%	14%	52%	3%	31%	66%
[ ]c. Radio stations other than KQED -----	5%	13%	25%	54%	3%	18%	79%
[ ]d. Information you receive in the mail-----	7%	36%	16%	37%	3%	43%	54%
[ ]e. Facebook-----	14%	17%	13%	52%	3%	31%	66%
[ ]f. Twitter-----	3%	12%	6%	74%	5%	15%	80%
[ ]g. Instagram -----	5%	13%	12%	67%	3%	18%	79%
[ ]h. Blogs on the Internet -----	2%	21%	14%	59%	4%	22%	73%
[ ]i. The <i>San José Mercury News</i> newspaper-----	4%	13%	11%	69%	3%	17%	80%
[ ]j. The <i>San Francisco Chronicle</i> newspaper-----	10%	18%	10%	59%	3%	27%	70%
[ ]k. The <i>Half Moon Bay Review</i> newspaper-----	14%	10%	13%	59%	4%	24%	72%
[ ]l. The Midpen newsletter and activity guide mailed to your home -----	7%	16%	14%	57%	6%	23%	72%
[ ]m. The Midpen e-newsletter -----	5%	9%	12%	71%	3%	14%	83%
[ ]n. Nextdoor -----	12%	27%	17%	39%	5%	39%	56%
[ ]o. Midpen's public meetings -----	1%	6%	9%	81%	3%	7%	91%
[ ]p. Midpen's website, openspace-dot- org -----	7%	17%	26%	47%	4%	24%	73%

## Attachment 8\_Results\_Ward 7

12. Were there any sources of information you use that I didn't mention? (**OPEN END, RECORD VERBATIM**)

No -----	64%
Word of mouth -----	15%
Google -----	4%
Internet (general)-----	4%
Local newspaper -----	3%
Government website-----	2%
National newspaper-----	1%
National news-----	1%
Community centers -----	1%
Local newsletter-----	1%
Magazines (not specified)-----	1%
LinkedIn -----	0%
News radio -----	0%
Saratogian -----	0%
You Tube-----	0%
Local television news-----	0%
Library -----	0%
Yelp -----	0%
Reddit -----	0%
Maps -----	0%
Personal experience-----	0%
Facebook/social media -----	0%
Other -----	2%
Don't know -----	0%
Refused -----	1%

**Attachment 8\_Results\_Ward 7**

**WE'RE JUST ABOUT DONE. I'M ONLY GOING TO ASK YOU A FEW MORE QUESTIONS FOR CLASSIFICATION PURPOSES.**

13. First, I'd like you to consider your visits to Midpeninsula Regional Open Space District preserves. Please tell me how often you typically visit and use Midpen preserves in this way: about once a week, a few times a month, a few times a year, once a year, or never. **(RANDOMIZE)**

	<u>ONCE/ WEEK</u>	<u>FEW/ MO</u>	<u>FEW/ YEAR</u>	<u>ONCE/ YEAR</u>	<u>NEVER</u>	<u>(DK/ NA)</u>
[ ] a. Walking or hiking -----	22%	26%	35%	5%	8%	4%
[ ] b. Running or jogging -----	8%	8%	8%	7%	66%	4%
[ ] c. Dog walking -----	13%	9%	9%	2%	62%	5%
[ ] d. Horseback riding -----	0%	3%	3%	3%	88%	3%
[ ] e. Mountain biking -----	3%	3%	6%	3%	80%	4%
[ ] f. Birdwatching or wildlife viewing -----	9%	7%	18%	5%	58%	3%
[ ] g. Spending time in nature -----	25%	19%	34%	6%	12%	4%
[ ] h. Ranger- or docent-led programs -----	1%	0%	7%	13%	75%	3%
[ ] i. Backpack camping -----	0%	2%	10%	5%	79%	4%

**(ASK IF EVER VISIT FOR ANY REASON – CODE 1 OR 2 OR 3 OR 4 IN ANY ITEM IN Q13)**

14. Do you feel safe or unsafe outdoors in local nature preserves? **(IF SAFE/UNSAFE, ASK: “Is that very or somewhat SAFE/UNSAFE?”)**

<b>TOTAL SAFE</b> -----	<b>93%</b>
Very safe -----	56%
Somewhat safe-----	38%
 <b>TOTAL UNSAFE</b> -----	 <b>6%</b>
Somewhat unsafe-----	4%
Very unsafe -----	2%
 <b>(DON'T READ) Don't visit them/NA</b> ---	<b>0%</b>
<b>(DON'T READ) Don't know</b> -----	<b>0%</b>

**(RESUME ASKING ALL RESPONDENTS)**

15. Do you have any children under the age of 19 living at home?

Yes -----	27%
No -----	65%
<b>(DON'T READ) DK/NA/REFUSED</b> ----	<b>8%</b>

## Attachment 8\_Results\_Ward 7

16. What was the last level of school you completed?

High school graduate or less -----	7%
Some college-----	27%
Associate’s Degree -----	10%
College graduate -----	28%
Post-graduate -----	24%
<b>(DON'T KNOW)</b> -----	5%

17. Do you work in the technology industry? **(IF NO: “Does anyone in your household work in the technology industry?”)**

Yes, self -----	14%
Yes, household -----	14%
Yes, both -----	5%
No -----	63%
<b>(DON'T READ) DK/NA/REFUSED</b> ----	4%

18. Were you born and raised in Santa Clara or San Mateo counties? **(IF NO, ASK: “How long have you lived in San Mateo or Santa Clara Counties?”)**

Born and raised-----	35%
Two years or less-----	3%
Three to five years -----	2%
Six to 10 years -----	4%
11 to 20 years -----	15%
21 to 40 years -----	23%
More than 40 years -----	14%
<b>(DON'T READ) DK/NA/REFUSED</b> ----	4%

19. I don’t need to know the exact amount, but please stop me when I read the category that includes the total income for your household before taxes in 2019. Was it: **(READ CHOICES BELOW)**

\$30,000 and under -----	13%
\$30,001 - \$60,000-----	2%
\$60,001 - \$90,000-----	15%
\$90,001 - \$120,000 -----	8%
\$120,001 - \$150,000-----	9%
More than \$150,000 -----	27%
<b>(DON'T READ) Refused</b> -----	25%



## Attachment 8\_Results\_Ward 7

20. What is your gender?

Male-----	35%
Female-----	56%
Nonbinary-----	0%
Rather not say-----	9%

**THANK AND TERMINATE**

### MODE

Phone-----	36%
Online-----	64%

### DISTRICT WARD

1 - Seimens-----	0%
2 - Kishimoto-----	0%
3 - Cyr-----	0%
4 - Riffle-----	0%
5 - Holman-----	0%
6 - Hassett-----	0%
7 - Kersteen-Tucker-----	100%

### COUNTY

San Mateo-----	100%
Santa Clara-----	0%

### CITY/TOWN

Cupertino-----	0%
Los Altos-----	0%
Los Gatos-----	0%
Menlo Park-----	0%
Mountain View-----	0%
Palo Alto-----	0%
Redwood City-----	36%
San Carlos-----	24%
Saratoga-----	0%
Sunnyvale-----	0%
Other-----	17%
Unincorporated-----	23%

**Attachment 9\_Results\_Coastside Protection Area**

**JANUARY 9-23, 2020**



**MIDPENINSULA REGIONAL OPEN SPACE DISTRICT**  
**320-876-WT**  
**N=113**  
**COASTSIDE**  
**MARGIN OF SAMPLING ERROR ±9.3% (95% CONFIDENCE INTERVAL)**  
**A/B SPLIT**

Hello, I'm \_\_\_\_\_ from \_\_\_\_\_, a public opinion research company. I am not trying to sell you anything. We're conducting a survey about issues that concern residents in your area. May I speak with the person at home over 18 who most recently celebrated a birthday?

A. Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering yourself or others?

Yes, cell and can talk safely ----- 58%  
Yes, cell but cannot talk safely ----- **TERMINATE**  
No, not on cell ----- 42%  
**(DON'T READ) DK/NA/REFUSED----- TERMINATE**

B. My next questions are to ensure that we are interviewing a representative group of residents in your area. What is your age?

Under 18 ----- **TERMINATE**  
18-24----- 7%  
25-29----- 3%  
30-34----- 15%  
35-39----- 0%  
40-44----- 7%  
45-49----- 13%  
50-54----- 10%  
55-59----- 13%  
60-64----- 12%  
65-69----- 5%  
70-74----- 3%  
75+ ----- 7%  
**(DK/REFUSED) ----- 4%**

C. With which racial or ethnic group do you identify yourself: Hispanic or Latino; African American or Black; Caucasian or White; Asian or Pacific Islander; multiracial; or some other ethnic or racial background?

Latino/Hispanic ----- 3%  
African American/Black----- 0%  
Caucasian/White ----- 82%  
Asian/Pacific Islander----- 3%  
Multiracial ----- 7%  
**(OTHER) ----- 1%**  
**(DON'T READ) DK/NA/REFUSED -- 4%**

## Attachment 9\_Results\_Coastside Protection Area

D. Are you registered to vote? **(IF YES, ASK: “With which party are you registered to vote: Democratic, Republican, another party, or with no party preference?”)**

No, not registered ----- 0%  
 Democratic----- 51%  
 Republican ----- 12%  
 No Party Preference----- 19%  
 Another party----- 7%  
**(DON'T KNOW/NA) ----- 12%**

1. OK, let’s begin. First, how would you rate your community as a place to live? Is it ... **(READ LIST)?**

**EXCELLENT/GOOD ----- 88%**  
 Excellent----- 43%  
 Good ----- 45%  
  
**FAIR/POOR ----- 12%**  
 Fair----- 10%  
 Poor ----- 2%  
  
**(DON'T KNOW/NA) ----- 0%**

2. Next, I’m going to read you a list of local organizations and public institutions. For each one, I’d like you to tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion. If you have never heard of one, please just say so. **(RANDOMIZE)**

		<u>STR</u>	<u>SMWT</u>	<u>SMWT</u>	<u>STR</u>	<u>(CAN'T</u>	<u>NEVER</u>	<u>TOTAL</u>	<u>TOTAL</u>
		<u>FAV</u>	<u>FAV</u>	<u>UNFAV</u>	<u>UNFAV</u>	<u>/DK)</u>	<u>OF</u>	<u>FAV</u>	<u>UNFAV</u>
[ ] a.	Midpeninsula Regional Open Space District -----	45%	23%	3%	3%	6%	21%	67%	5%
[ ] b.	Santa Clara Valley Open Space Authority-----	21%	15%	3%	2%	17%	43%	36%	4%
[ ] c.	Peninsula Open Space Trust-----	50%	14%	3%	6%	6%	21%	64%	9%
[ ] d.	California State Parks -----	71%	23%	0%	1%	3%	2%	94%	1%
[ ] e.	Golden Gate National Recreation Area -----	49%	18%	2%	2%	18%	10%	68%	4%

**(ASK IN SANTA CLARA COUNTY ONLY)**

[ ] f. Santa Clara County Parks-----0% -----0% ----- 0%-----0% ----- 0%----- 0% 0% 0%

**(ASK IN SAN MATEO COUNTY ONLY)**

[ ] g. San Mateo County Parks-----47% ----- 43% ----- 0%-----0% ----- 7%----- 3% 90% 1%

## Attachment 9\_Results\_Coastside Protection Area

**(RESUME ASKING ALL RESPONDENTS)**

3. I'm going to read you some issues that some people say may be problems in your area. After I read each one, please tell me whether you think each is a problem or not. **(IF YES, PROBLEM, ASK: "Do you think it is an extremely, very, or somewhat serious problem?") (RANDOMIZE)**

	<u>EXT</u> <u>SER</u> <u>PROB</u>	<u>VERY</u> <u>SER</u> <u>PROB</u>	<u>SMWT</u> <u>SER</u> <u>PROB</u>	<u>NOT</u> <u>A</u> <u>PROB</u>	<u>(DK/</u> <u>NA)</u>	<u>EXT/</u> <u>VERY</u>
[ ]a. The quality of local natural lands and open space-----	18%	18%	13%	45%	5%	37%
[ ]b. Traffic congestion-----	60%	26%	9%	4%	0%	87%
[ ]c. Loss of natural areas to development-----	39%	21%	17%	18%	5%	60%
[ ]d. Fire risk-----	25%	23%	40%	12%	0%	48%
[ ]e. Water pollution-----	28%	28%	21%	15%	7%	56%
[ ]f. Air pollution-----	30%	21%	29%	20%	0%	51%
[ ]g. Loss of wildlife habitat-----	43%	21%	17%	15%	4%	64%
[ ]h. A lack of affordable housing-----	63%	19%	13%	6%	0%	81%
[ ]i. Climate change-----	62%	17%	6%	13%	3%	78%
[ ]j. The amount you pay in local taxes-----	24%	9%	29%	25%	14%	32%

## Attachment 9\_Results\_Coastside Protection Area

**NOW I'D LIKE TO ASK YOU A FEW MORE QUESTIONS ABOUT THE MIDPENINSULA REGIONAL OPEN SPACE DISTRICT.**

**(ASK Q4 ONLY IF CODES 1-4 IN Q2A)**

4. You mentioned a few moments ago that you have a **FAVORABLE / UNFAVORABLE** opinion of the Midpeninsula Regional Open Space District. In a few words of your own, could you tell me why? **(OPEN-ENDED; RECORD VERBATIM RESPONSE BELOW. PROBE FOR VERY SPECIFIC RESPONSES)**

a. Favorable, N=67:

Preservation of open space/environmental protection-----	49%
Support their mission/efforts -----	37%
Good option for recreation/exercise -----	20%
Easily accessible to the public-----	12%
Trails/facilities are well maintained-----	11%
I use trails regularly-----	10%
Enjoy nature's beauty/beautiful views-----	10%
Preservation of wildlife/habitat -----	8%
Mixed feelings -----	3%
Dog friendly-----	2%
General favorable statement-----	1%
Don't know-----	4%
Refused-----	2%

b. Unfavorable, N=5:

Not enough transparency/misused revenue -----	64%
Poor leadership/management-----	25%
They take over too much land-----	18%
Too many limitations -----	16%
More important issues -----	5%
Other -----	10%
Don't know-----	0%
Refused-----	0%

## Attachment 9\_Results\_Coastside Protection Area

**(RESUME ASKING ALL RESPONDENTS)**

**AS YOU MAY KNOW, THE MIDPENINSULA REGIONAL OPEN SPACE DISTRICT, OFTEN KNOWN AS “MIDPEN,” IS AN INDEPENDENT SPECIAL DISTRICT PRIMARILY IN SANTA CLARA AND SAN MATEO COUNTIES THAT HAS PRESERVED A REGIONAL GREENBELT OF NEARLY 65 THOUSAND ACRES OF PUBLIC LAND AND MANAGES 26 OPEN SPACE PRESERVES. ITS MISSION IS TO ACQUIRE AND PERMANENTLY PRESERVE OPEN SPACE LAND, PROTECT AND RESTORE THE NATURAL ENVIRONMENT, AND PROVIDE OPPORTUNITIES FOR ECOLOGICALLY SENSITIVE PUBLIC ENJOYMENT AND EDUCATION. ON THE COAST, ITS MISSION INCLUDES PRESERVING RURAL CHARACTER AND ENCOURAGING VIABLE AGRICULTURAL USE OF LAND.**

5. Having heard this, let me ask you again: would you say you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of the Midpeninsula Regional Open Space District?

**TOTAL FAVORABLE-----91%**  
 Strongly favorable -----57%  
 Somewhat favorable-----34%

**TOTAL UNFAVORABLE ----- 6%**  
 Somewhat unfavorable----- 4%  
 Strongly unfavorable ----- 2%

**(DON'T READ) DK/NA ----- 3%**

6. Next, I am going to read you a list of goals Midpen has set for itself. For each goal, please tell me if you think it is extremely important, very important, somewhat important, or not too important. **(RANDOMIZE)**

		<u>EXT IMP</u>	<u>VERY IMP</u>	<u>SMWT IMP</u>	<u>NOT TOO IMP</u>	<u>(DK/ NA)</u>	<u>EXT/ VERY</u>
<b>(SPLIT SAMPLE A ONLY)</b>							
[ ]a.	Preserving a regional greenbelt of open space land forever -----	56%	16%	21%	7%	0%	72%
[ ]b.	Protecting natural areas -----	62%	30%	8%	0%	0%	92%
[ ]c.	Providing opportunities for ecologically sensitive public enjoyment and education -----	42%	26%	25%	7%	0%	68%
[ ]d.	Restoring native plant and wildlife habitat -----	43%	32%	19%	6%	0%	75%
[ ]e.	Providing multiuse trails for hiking, biking, and equestrian use -----	33%	31%	33%	2%	0%	64%
[ ]f.	Stewarding public lands to be resilient in the face of climate change -----	44%	21%	20%	12%	3%	65%
[ ]g.	Supporting local agriculture along the San Mateo County coast -----	39%	32%	28%	1%	0%	71%
[ ]h.	Preserving the character of rural areas, such as the Santa Cruz Mountains or the San Mateo County Coast -----	46%	24%	25%	2%	3%	71%

## Attachment 9\_Results\_Coastside Protection Area

	<u>EXT</u> <u>IMP</u>	<u>VERY</u> <u>IMP</u>	<u>SMWT</u> <u>IMP</u>	<u>NOT TOO</u> <u>IMP</u>	<u>(DK/</u> <u>NA)</u>	<u>EXT/</u> <u>VERY</u>
<b>(SPLIT SAMPLE A CONTINUED)</b>						
[ ]i. Partnering with local organizations to promote a regional environmental vision	43%	27%	20%	6%	3%	71%
[ ]j. Connecting regional trails	22%	39%	31%	8%	0%	61%
[ ]k. Caring for the ecosystem to help native plants and wildlife survive	44%	42%	10%	4%	0%	86%
[ ]l. Reducing dead and downed vegetation for wildland fire prevention	59%	23%	16%	3%	0%	81%
[ ]m. Preserving undeveloped coastal open space and agricultural lands	47%	30%	12%	11%	0%	77%
[ ]n. Assessing historical significance of structures on open space lands	32%	26%	27%	15%	0%	58%
[ ]o. Promoting safe wildlife corridors and trail crossings across Highway 17	37%	27%	22%	1%	12%	65%
<b>(SPLIT SAMPLE B ONLY)</b>						
[ ]p. Protecting the ridgetops, hillsides and creeks that create our region's striking natural beauty	48%	39%	8%	5%	0%	86%
[ ]q. Protecting and restoring the natural environment	68%	24%	7%	0%	0%	93%
[ ]r. Protecting San Mateo and Santa Clara counties' agricultural, natural resource, and open space lands for future generations	70%	17%	11%	2%	0%	87%
[ ]s. Creating opportunities for outdoor recreation	23%	55%	20%	2%	0%	78%
[ ]t. Preserving diverse habitat for wildlife	64%	20%	16%	0%	0%	84%
[ ]u. Providing regional hiking trails	25%	57%	13%	5%	0%	82%
[ ]v. Restoring public lands to be resilient in the face of climate change	43%	37%	15%	3%	2%	80%
[ ]w. Connecting kids to nature	40%	48%	11%	1%	0%	88%
[ ]x. Protecting the waterways and natural lands that maintain water quality and supply	77%	17%	6%	0%	0%	93%
[ ]y. Managing redwood forests	55%	33%	12%	0%	0%	87%
[ ]z. Protecting San Mateo and Santa Clara counties' agricultural, natural resource, and open space lands	66%	14%	18%	2%	0%	80%
[ ]aa. Protecting coastal grasslands	56%	23%	18%	3%	0%	79%
[ ]bb. Improving access for individuals with disabilities at local preserves	24%	49%	18%	9%	0%	73%
[ ]cc. Partnering with Native American tribes to relearn and reapply indigenous plant restoration techniques	44%	30%	14%	12%	0%	74%
[ ]dd. Removing invasive species to restore native plant and wildlife habitat	21%	41%	15%	3%	20%	62%

## Attachment 9\_Results\_Coastside Protection Area

### (RESUME ASKING ALL RESPONDENTS)

7. And which of these six components of the Midpen mission do you think is most important to you?  
**(RE-READ AND RANDOMIZE LIST IF NECESSARY)**

- Acquiring and preserving a regional greenbelt-----22%
- Restoring the natural environment-----10%
- Providing opportunities for ecologically sensitive public recreation -----7%
- Educating the public about conservation and nature-----11%
- Preserving rural character-----1%
- Encouraging viable agricultural land use-----3%
- (DON'T READ) All**-----41%
- (DON'T READ) None**-----1%
- (DON'T READ) Other (SPECIFY)**-----3%
- (DON'T READ) DK/NA/Refused**-----2%

8. Stepping back for a moment, I'd like to read you two statements about Midpen preserves. I'd like you to tell me which comes closer to your opinion, even if neither is exactly right. **(ROTATE)**

- I prefer preserves that provide multiple visitor amenities, such as water bottle refilling stations, restrooms, and picnic areas -----20%

**OR**

- I prefer preserves that put a high priority on wildlife habitat restoration and protection, with only low-impact trails that encourage users to leave no trace-----75%

- (DON'T READ)**
- (BOTH)**-----0%
- (NEITHER)**-----1%
- (DON'T KNOW/NA)**-----3%



**Attachment 9\_Results\_Coastside Protection Area**

9. Next, I am going to read you a series of statements about the Midpeninsula Regional Open Space District. For each one, please tell me if it makes you view Midpen much more favorably, somewhat more favorably, or if it makes no difference. **(RANDOMIZE)**

	<u>MUCH MORE FAV</u>	<u>SMWT MORE FAV</u>	<u>NO DIFF</u>	<u>(LESS FAV)</u>	<u>(DK/ NA)</u>	<u>TOTAL MORE FAV</u>
[ ]a. <b>(SPECIAL CHARACTER)</b> People choose to live in the Bay Area because of its scenic beauty and recreational opportunities. The stunning ridge and coastal views and riding, biking, and hiking trails we have in Santa Clara and San Mateo Counties are truly unique. The Midpeninsula Regional Open Space District works to preserve what we love most about living here. -----	33%	33%	20%	13%	1%	66%

**(SPLIT SAMPLE A ONLY)**

[ ]b. <b>(WATER QUALITY)</b> Nothing is more important than clean drinking water. By protecting and restoring areas around sources of water, Midpen increases access to water and naturally prevents the pollution of our water. -----	54%	23%	15%	2%	6%	77%
[ ]c. <b>(PARTNERSHIPS)</b> Midpen regularly partners with local nonprofits, the counties, and state and regional park organizations to leverage their resources and connect residents with open space, recreational opportunities, and educational programs. Connecting these public lands supports biodiversity, providing places for local plants and wildlife to thrive. -----	34%	46%	10%	5%	6%	80%
[ ]d. <b>(PUBLIC HEALTH)</b> Open space preserves and natural areas provide spaces where families and children can safely walk, run, and bicycle – improving the physical health of residents, reducing obesity, and reducing healthcare costs. These areas are open 365 days a year, sunrise to sunset, to anyone, and for free. -----	43%	34%	20%	3%	0%	77%
[ ]e. <b>(WILDLIFE)</b> By restoring and protecting natural areas, the Midpeninsula Regional Open Space District is protecting wildlife habitats and California’s unique biodiversity. -----	45%	32%	18%	2%	3%	77%

## Attachment 9\_Results\_Coastside Protection Area

	<u>MUCH MORE FAV</u>	<u>SMWT MORE FAV</u>	<u>NO DIFF</u>	<u>(LESS FAV)</u>	<u>(DK/ NA)</u>	<u>TOTAL MORE FAV</u>
<b>(SPLIT SAMPLE A CONTINUED)</b>						
[ ]f. <b>(AG SUSTAINABILITY)</b> San Mateo and Santa Clara counties have rich agricultural and ranching history. That’s why Midpen protects sustainable, working agricultural ranchlands connecting past and future along the scenic coast. -----	32%	43%	20%	2%	3%	75%
[ ]g. <b>(CARING)</b> Midpeninsula Regional Open Space District is caring for the land to create healthy habitats for plants, animals, and people. -----	47%	34%	17%	2%	0%	81%
[ ]h. <b>(UNDERSERVED)</b> Midpen programming connects people to nature through enriched experiences, especially people who are typically less likely to have access to natural areas and open spaces. That includes low-income communities and communities of color. -----	38%	29%	29%	1%	3%	67%

**(SPLIT SAMPLE B ONLY)**

[ ]i. <b>(AG HISTORY)</b> San Mateo and Santa Clara counties have rich agricultural and ranching history. That’s why the Midpeninsula Open Space District preserves historic, agricultural lands close to home along the scenic coast. -----	17%	33%	14%	8%	28%	50%
[ ]j. <b>(RECREATION)</b> Parks and open spaces provide safe places for the community to gather and explore the outdoors. It’s especially important to keep these accessible options for everyone as the cost of living increases. Midpen ensures that San Mateo and Santa Clara County residents have access to well-maintained and beautiful recreation areas. -----	33%	43%	19%	0%	4%	76%
[ ]k. <b>(CLIMATE)</b> Smart investments made before a disaster strikes can help protect a community’s quality of life, save lives, and reduce the cost to taxpayers. Midpen is taking a proactive, practical approach to stewardship of public lands, helping ensure San Mateo and Santa Clara counties are resilient as the climate changes. -----	30%	52%	11%	1%	4%	83%

**Attachment 9\_Results\_Coastside Protection Area**

	<u>MUCH MORE FAV</u>	<u>SMWT MORE FAV</u>	<u>NO DIFF</u>	<u>(LESS FAV)</u>	<u>(DK/ NA)</u>	<u>TOTAL MORE FAV</u>
<b>(SPLIT SAMPLE B CONTINUED)</b>						
[ ]l. (FIRES) Midpen is working with fire agencies and surrounding communities to strengthen prevention and preparation in case of wildland fires. This includes maintaining hundreds of miles of fire roads. Midpen is also using conservation grazing to reduce flammable brush within grassland habitats, limiting the risk of fire, or fire intensity if it does occur. -----	60%	23%	15%	0%	2%	83%
[ ]m. (EDUCATION) Midpen programming connects people to nature through enriched experiences, including environmental interpretation, docent-led activities and volunteer opportunities. -----	18%	28%	23%	6%	25%	46%
[ ]n. (PLACE) Few other conservation organizations protect and restore such a wide variety of unique natural areas: from redwood forests to the Bay and the ocean, from serpentine-soil grasslands to Tafone sandstone. Our peninsula is unique and Midpen works to protect and restore these places for the wildlife that call it home, and the people who visit and recreate there. -----	23%	46%	7%	20%	4%	69%

**(RESUME ASKING ALL RESPONDENTS)**

10. Next, having heard this, let me ask you one last time - do you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of the Midpeninsula Regional Open Space District?

**TOTAL FAVORABLE----- 91%**  
 Strongly favorable ----- 59%  
 Somewhat favorable ----- 31%

**TOTAL UNFAVORABLE ----- 5%**  
 Somewhat unfavorable ----- 3%  
 Strongly unfavorable ----- 2%

**(DON'T READ) CAN'T RATE/DK/NA ----- 4%**

## Attachment 9\_Results\_Coastside Protection Area

11. Next, I'm going to read you a list of sources from which people get information about **(SPLIT SAMPLE A: local issues in your area) (SPLIT SAMPLE B: parks, open space, and the outdoors)**. For each, I'd like you to tell me how often you use it to get information about **(SPLIT SAMPLE A: local issues in your area) (SPLIT SAMPLE B: parks, open space and the outdoors)**: frequently, occasionally, rarely, or never. **(RANDOMIZE)**

	<u>FREQ</u>	<u>OCCAS</u>	<u>RARELY</u>	<u>NEVER</u>	<u>(DK/NA)</u>	<u>FREQ/OCC</u>	<u>RRLY/NVR</u>
[ ] a. Local television stations-----	10%	24%	12%	50%	4%	34%	63%
[ ] b. KQED Radio-----	12%	19%	9%	56%	4%	31%	65%
[ ] c. Radio stations other than KQED-----	3%	14%	20%	59%	3%	17%	80%
[ ] d. Information you receive in the mail-----	3%	33%	12%	48%	4%	36%	60%
[ ] e. Facebook-----	9%	17%	11%	59%	4%	26%	70%
[ ] f. Twitter-----	2%	10%	4%	78%	5%	13%	83%
[ ] g. Instagram-----	8%	8%	10%	71%	3%	16%	81%
[ ] h. Blogs on the Internet-----	1%	17%	15%	62%	5%	18%	76%
[ ] i. The <i>San José Mercury News</i> newspaper-----	9%	15%	10%	63%	3%	24%	73%
[ ] j. The <i>San Francisco Chronicle</i> newspaper-----	9%	18%	10%	59%	3%	27%	69%
[ ] k. The <i>Half Moon Bay Review</i> newspaper-----	13%	12%	18%	53%	5%	25%	71%
[ ] l. The Midpen newsletter and activity guide mailed to your home-----	7%	15%	10%	64%	5%	21%	73%
[ ] m. The Midpen e-newsletter-----	7%	7%	11%	72%	3%	14%	83%
[ ] n. Nextdoor-----	13%	24%	16%	41%	6%	37%	57%
[ ] o. Midpen's public meetings-----	0%	6%	8%	82%	4%	6%	90%
[ ] p. Midpen's website, openspace-dot- org-----	5%	13%	25%	53%	3%	19%	78%

## Attachment 9\_Results\_Coastside Protection Area

12. Were there any sources of information you use that I didn't mention? (OPEN END, RECORD VERBATIM)

No	62 %
Word of mouth	19 %
Local newspaper	3 %
Internet (general)	3 %
Local newsletter	2 %
Google	1 %
Community centers	1 %
Magazines (not specified)	1 %
Library	1 %
LinkedIn	0 %
National newspaper	0 %
National news	0 %
News radio	0 %
Saratogian	0 %
You Tube	0 %
Local television news	0 %
Government website	0 %
Yelp	0 %
Reddit	0 %
Maps	0 %
Personal experience	0 %
Facebook/social media	0 %
Other	5 %
Don't know	0 %
Refused	1 %

**Attachment 9\_Results\_Coastside Protection Area**

**WE'RE JUST ABOUT DONE. I'M ONLY GOING TO ASK YOU A FEW MORE QUESTIONS FOR CLASSIFICATION PURPOSES.**

13. First, I'd like you to consider your visits to Midpeninsula Regional Open Space District preserves. Please tell me how often you typically visit and use Midpen preserves in this way: about once a week, a few times a month, a few times a year, once a year, or never. **(RANDOMIZE)**

	<u>ONCE/ WEEK</u>	<u>FEW/ MO</u>	<u>FEW/ YEAR</u>	<u>ONCE/ YEAR</u>	<u>NEVER</u>	<u>(DK/ NA)</u>
[ ]a. Walking or hiking -----	25%	27%	38%	3%	3%	3%
[ ]b. Running or jogging -----	5%	7%	8%	7%	69%	3%
[ ]c. Dog walking -----	13%	8%	10%	3%	64%	3%
[ ]d. Horseback riding -----	3%	3%	1%	3%	87%	3%
[ ]e. Mountain biking -----	2%	3%	5%	5%	81%	3%
[ ]f. Birdwatching or wildlife viewing -----	12%	9%	15%	4%	57%	3%
[ ]g. Spending time in nature -----	28%	21%	38%	3%	6%	3%
[ ]h. Ranger- or docent-led programs -----	0%	1%	7%	11%	78%	3%
[ ]i. Backpack camping -----	1%	2%	10%	2%	81%	4%

**(ASK IF EVER VISIT FOR ANY REASON – CODE 1 OR 2 OR 3 OR 4 IN ANY ITEM IN Q13)**

14. Do you feel safe or unsafe outdoors in local nature preserves? **(IF SAFE/UNSAFE, ASK: “Is that very or somewhat SAFE/UNSAFE?”)**

**TOTAL SAFE ----- 95%**  
 Very safe ----- 57%  
 Somewhat safe ----- 39%

**TOTAL UNSAFE ----- 5%**  
 Somewhat unsafe ----- 4%  
 Very unsafe ----- 1%

**(DON'T READ) Don't visit them/NA - 0%**  
**(DON'T READ) Don't know ----- 0%**

**(RESUME ASKING ALL RESPONDENTS)**

15. Do you have any children under the age of 19 living at home?

Yes ----- 20%  
 No ----- 69%  
**(DON'T READ) DK/NA/REFUSED - 11%**

## Attachment 9\_Results\_Coastside Protection Area

16. What was the last level of school you completed?

High school graduate or less	7%
Some college	32%
Associate's Degree	6%
College graduate	31%
Post-graduate	19%
<b>(DON'T KNOW)</b>	5%

17. Do you work in the technology industry? **(IF NO: "Does anyone in your household work in the technology industry?")**

Yes, self	12%
Yes, household	18%
Yes, both	5%
No	62%
<b>(DON'T READ) DK/NA/REFUSED</b>	4%

18. Were you born and raised in Santa Clara or San Mateo counties? **(IF NO, ASK: "How long have you lived in San Mateo or Santa Clara Counties?")**

Born and raised	34%
Two years or less	0%
Three to five years	3%
Six to 10 years	3%
11 to 20 years	16%
21 to 40 years	30%
More than 40 years	12%
<b>(DON'T READ) DK/NA/REFUSED</b>	2%

19. I don't need to know the exact amount, but please stop me when I read the category that includes the total income for your household before taxes in 2019. Was it: **(READ CHOICES BELOW)**

\$30,000 and under	15%
\$30,001 - \$60,000	2%
\$60,001 - \$90,000	19%
\$90,001 - \$120,000	6%
\$120,001 - \$150,000	12%
More than \$150,000	24%
<b>(DON'T READ) Refused</b>	23%

## Attachment 9\_Results\_Coastside Protection Area

20. What is your gender?

Male-----	36%
Female-----	55%
Nonbinary-----	0%
Rather not say-----	9%

<b>THANK AND TERMINATE</b>
----------------------------

**MODE**

Phone-----	31%
Online-----	69%

**DISTRICT WARD**

1 - Seimens-----	0%
2 - Kishimoto-----	0%
3 - Cyr-----	0%
4 - Riffle-----	0%
5 - Holman-----	0%
6 - Hassett-----	17%
7 - Kersteen-Tucker-----	83%

**COUNTY**

San Mateo-----	100%
Santa Clara-----	0%

**CITY/TOWN**

Cupertino-----	0%
Los Altos-----	0%
Los Gatos-----	0%
Menlo Park-----	0%
Mountain View-----	0%
Palo Alto-----	0%
Redwood City-----	37%
San Carlos-----	0%
Saratoga-----	0%
Sunnyvale-----	0%
Other-----	36%
Unincorporated-----	27%



**Attachment 10\_Results\_Bayside**

**JANUARY 9-23, 2020**



<p><b>MIDPENINSULA REGIONAL OPEN SPACE DISTRICT</b>  <b>320-876-WT</b>  <b>N=750</b>  <b>BAYSIDE</b>  <b>MARGIN OF SAMPLING ERROR ±3.6% (95% CONFIDENCE INTERVAL)</b>  <b>A/B SPLIT</b></p>
---

Hello, I'm \_\_\_\_\_ from \_\_\_\_\_, a public opinion research company. I am not trying to sell you anything. We're conducting a survey about issues that concern residents in your area. May I speak with the person at home over 18 who most recently celebrated a birthday?

A. Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering yourself or others?

- Yes, cell and can talk safely ----- 80%
- Yes, cell but cannot talk safely ----- **TERMINATE**
- No, not on cell ----- 20%
- (DON'T READ) DK/NA/REFUSED----- TERMINATE**

B. My next questions are to ensure that we are interviewing a representative group of residents in your area. What is your age?

- Under 18 ----- **TERMINATE**
- 18-24 ----- 15%
- 25-29 ----- 6%
- 30-34 ----- 9%
- 35-39 ----- 11%
- 40-44 ----- 9%
- 45-49 ----- 10%
- 50-54 ----- 6%
- 55-59 ----- 7%
- 60-64 ----- 10%
- 65-69 ----- 6%
- 70-74 ----- 4%
- 75+ ----- 6%
- (DK/REFUSED) ----- 2%**

C. With which racial or ethnic group do you identify yourself: Hispanic or Latino; African American or Black; Caucasian or White; Asian or Pacific Islander; multiracial; or some other ethnic or racial background?

- Latino/Hispanic ----- 10%
- African American/Black ----- 2%
- Caucasian/White ----- 53%
- Asian/Pacific Islander ----- 23%
- Multiracial ----- 3%
- (OTHER) ----- 2%**
- (DON'T READ) DK/NA/REFUSED -- 7%**

## Attachment 10\_Results\_Bayside

D. Are you registered to vote? **(IF YES, ASK: “With which party are you registered to vote: Democratic, Republican, another party, or with no party preference?”)**

No, not registered ----- 5%  
 Democratic-----51%  
 Republican -----10%  
 No Party Preference-----24%  
 Another party----- 6%  
**(DON'T KNOW/NA) ----- 5%**

1. OK, let’s begin. First, how would you rate your community as a place to live? Is it ... **(READ LIST)?**

**EXCELLENT/GOOD -----86%**  
 Excellent-----39%  
 Good -----47%  
  
**FAIR/POOR -----13%**  
 Fair-----10%  
 Poor ----- 3%  
  
**(DON'T KNOW/NA) ----- 1%**

2. Next, I’m going to read you a list of local organizations and public institutions. For each one, I’d like you to tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion. If you have never heard of one, please just say so. **(RANDOMIZE)**

		<u>STR</u> <u>FAV</u>	<u>SMWT</u> <u>FAV</u>	<u>SMWT</u> <u>UNFAV</u>	<u>STR</u> <u>UNFAV</u>	<u>(CAN'T</u> <u>RATE</u> <u>/DK)</u>	<u>NEVER</u> <u>HEARD</u> <u>OF</u>	<u>TOTAL</u> <u>FAV</u>	<u>TOTAL</u> <u>UNFAV</u>
[ ]a.	Midpeninsula Regional Open Space District -----	36%	17%	1%	1%	10%	35%	54%	2%
[ ]b.	Santa Clara Valley Open Space Authority-----	22%	18%	2%	1%	13%	44%	40%	2%
[ ]c.	Peninsula Open Space Trust-----	31%	15%	2%	1%	10%	40%	47%	3%
[ ]d.	California State Parks -----	60%	30%	2%	0%	4%	4%	90%	2%
[ ]e.	Golden Gate National Recreation Area -----	43%	29%	3%	0%	11%	13%	72%	3%

**(ASK IN SANTA CLARA COUNTY ONLY)**

[ ]f. Santa Clara County Parks-----42% ---- 39% ---- 3%-----1% ---- 6%----- 9%      **81%**      **3%**

**(ASK IN SAN MATEO COUNTY ONLY)**

[ ]g. San Mateo County Parks-----38% ---- 39% ---- 5%-----0% ---- 14% ---- 4%      **77%**      **5%**

## Attachment 10\_Results\_Bayside

**(RESUME ASKING ALL RESPONDENTS)**

3. I'm going to read you some issues that some people say may be problems in your area. After I read each one, please tell me whether you think each is a problem or not. **(IF YES, PROBLEM, ASK: "Do you think it is an extremely, very, or somewhat serious problem?") (RANDOMIZE)**

	<u>EXT</u> <u>SER</u> <u>PROB</u>	<u>VERY</u> <u>SER</u> <u>PROB</u>	<u>SMWT</u> <u>SER</u> <u>PROB</u>	<u>NOT</u> <u>A</u> <u>PROB</u>	<u>(DK/</u> <u>NA)</u>	<u>EXT/</u> <u>VERY</u>
[ ]a. The quality of local natural lands and open space-----	9%	14%	30%	41%	6%	23%
[ ]b. Traffic congestion-----	43%	30%	20%	5%	2%	73%
[ ]c. Loss of natural areas to development-----	21%	26%	31%	18%	4%	47%
[ ]d. Fire risk-----	25%	24%	26%	21%	3%	49%
[ ]e. Water pollution-----	17%	21%	29%	26%	8%	38%
[ ]f. Air pollution-----	20%	23%	32%	20%	4%	43%
[ ]g. Loss of wildlife habitat-----	26%	24%	31%	15%	4%	50%
[ ]h. A lack of affordable housing-----	55%	26%	10%	7%	2%	81%
[ ]i. Climate change-----	52%	17%	15%	13%	3%	69%
[ ]j. The amount you pay in local taxes-----	15%	18%	26%	35%	6%	32%

## Attachment 10\_Results\_Bayside

**NOW I'D LIKE TO ASK YOU A FEW MORE QUESTIONS ABOUT THE MIDPENINSULA REGIONAL OPEN SPACE DISTRICT.**

**(ASK Q4 ONLY IF CODES 1-4 IN Q2A)**

4. You mentioned a few moments ago that you have a **FAVORABLE / UNFAVORABLE** opinion of the Midpeninsula Regional Open Space District. In a few words of your own, could you tell me why? **(OPEN-ENDED; RECORD VERBATIM RESPONSE BELOW. PROBE FOR VERY SPECIFIC RESPONSES)**

a. Favorable, N=415:

Preservation of open space/environmental protection-----	36%
Support their mission/efforts -----	33%
Good option for recreation/exercise -----	24%
Trails/facilities are well maintained -----	17%
I use trails regularly-----	14%
Easily accessible to the public-----	9%
Preservation of wildlife/habitat -----	7%
Enjoy nature's beauty/beautiful views-----	6%
General favorable statement -----	4%
Mixed feelings -----	3%
Dog friendly-----	1%
Watershed protection -----	0%
Need more information-----	0%
Other -----	3%
Don't know-----	1%
Refused-----	2%

b. Unfavorable, N= 14:

Poor leadership/management-----	37%
Not enough transparency/misused revenue -----	23%
They take over too much land -----	31%
More important issues -----	15%
Too many limitations -----	8%
General unfavorable statement -----	3%
Other -----	10%

## Attachment 10\_Results\_Bayside

**(RESUME ASKING ALL RESPONDENTS)**

**AS YOU MAY KNOW, THE MIDPENINSULA REGIONAL OPEN SPACE DISTRICT, OFTEN KNOWN AS “MIDPEN,” IS AN INDEPENDENT SPECIAL DISTRICT PRIMARILY IN SANTA CLARA AND SAN MATEO COUNTIES THAT HAS PRESERVED A REGIONAL GREENBELT OF NEARLY 65 THOUSAND ACRES OF PUBLIC LAND AND MANAGES 26 OPEN SPACE PRESERVES. ITS MISSION IS TO ACQUIRE AND PERMANENTLY PRESERVE OPEN SPACE LAND, PROTECT AND RESTORE THE NATURAL ENVIRONMENT, AND PROVIDE OPPORTUNITIES FOR ECOLOGICALLY SENSITIVE PUBLIC ENJOYMENT AND EDUCATION. ON THE COAST, ITS MISSION INCLUDES PRESERVING RURAL CHARACTER AND ENCOURAGING VIABLE AGRICULTURAL USE OF LAND.**

5. Having heard this, let me ask you again: would you say you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of the Midpeninsula Regional Open Space District?

**TOTAL FAVORABLE-----87%**  
 Strongly favorable -----56%  
 Somewhat favorable-----32%

**TOTAL UNFAVORABLE ----- 5%**  
 Somewhat unfavorable----- 3%  
 Strongly unfavorable ----- 2%

**(DON'T READ) DK/NA ----- 8%**

6. Next, I am going to read you a list of goals Midpen has set for itself. For each goal, please tell me if you think it is extremely important, very important, somewhat important, or not too important. **(RANDOMIZE)**

		<u>EXT IMP</u>	<u>VERY IMP</u>	<u>SMWT IMP</u>	<u>NOT TOO IMP</u>	<u>(DK/ NA)</u>	<u>EXT/ VERY</u>
<b>(SPLIT SAMPLE A ONLY)</b>							
[ ]a.	Preserving a regional greenbelt of open space land forever -----	49%	31%	15%	5%	1%	80%
[ ]b.	Protecting natural areas -----	53%	32%	13%	1%	1%	85%
[ ]c.	Providing opportunities for ecologically sensitive public enjoyment and education -----	37%	38%	19%	5%	1%	74%
[ ]d.	Restoring native plant and wildlife habitat -----	39%	36%	19%	6%	1%	74%
[ ]e.	Providing multiuse trails for hiking, biking, and equestrian use -----	28%	37%	32%	3%	0%	65%
[ ]f.	Stewarding public lands to be resilient in the face of climate change -----	47%	29%	13%	7%	4%	76%
[ ]g.	Supporting local agriculture along the San Mateo County coast -----	27%	34%	27%	11%	1%	61%
[ ]h.	Preserving the character of rural areas, such as the Santa Cruz Mountains or the San Mateo County Coast -----	33%	27%	30%	9%	1%	60%

## Attachment 10\_Results\_Bayside

	<u>EXT</u> <u>IMP</u>	<u>VERY</u> <u>IMP</u>	<u>SMWT</u> <u>IMP</u>	<u>NOT TOO</u> <u>IMP</u>	<u>(DK/</u> <u>NA)</u>	<u>EXT/</u> <u>VERY</u>
<b>(SPLIT SAMPLE A CONTINUED)</b>						
[ ]i. Partnering with local organizations to promote a regional environmental vision -----	29%	38%	24%	7%	2%	67%
[ ]j. Connecting regional trails-----	20%	34%	33%	9%	3%	54%
[ ]k. Caring for the ecosystem to help native plants and wildlife survive -----	52%	34%	10%	3%	1%	85%
[ ]l. Reducing dead and downed vegetation for wildland fire prevention-----	50%	37%	10%	2%	1%	87%
[ ]m. Preserving undeveloped coastal open space and agricultural lands-----	46%	29%	19%	3%	1%	76%
[ ]n. Assessing historical significance of structures on open space lands-----	17%	33%	31%	18%	2%	50%
[ ]o. Promoting safe wildlife corridors and trail crossings across Highway 17-----	34%	35%	19%	7%	5%	69%
<b>(SPLIT SAMPLE B ONLY)</b>						
[ ]p. Protecting the ridgetops, hillsides and creeks that create our region’s striking natural beauty -----	48%	25%	24%	2%	0%	73%
[ ]q. Protecting and restoring the natural environment -----	52%	31%	15%	2%	0%	83%
[ ]r. Protecting San Mateo and Santa Clara counties’ agricultural, natural resource, and open space lands for future generations -----	50%	25%	21%	2%	1%	75%
[ ]s. Creating opportunities for outdoor recreation-----	31%	32%	31%	4%	1%	64%
[ ]t. Preserving diverse habitat for wildlife-----	48%	31%	18%	1%	0%	80%
[ ]u. Providing regional hiking trails-----	29%	28%	36%	4%	3%	57%
[ ]v. Restoring public lands to be resilient in the face of climate change-----	47%	30%	16%	6%	2%	76%
[ ]w. Connecting kids to nature-----	41%	34%	24%	1%	0%	75%
[ ]x. Protecting the waterways and natural lands that maintain water quality and supply -----	65%	24%	9%	1%	1%	89%
[ ]y. Managing redwood forests-----	54%	29%	14%	1%	2%	83%
[ ]z. Protecting San Mateo and Santa Clara counties’ agricultural, natural resource, and open space lands-----	39%	30%	25%	5%	2%	68%
[ ]aa. Protecting coastal grasslands -----	40%	32%	23%	3%	2%	72%
[ ]bb. Improving access for individuals with disabilities at local preserves -----	26%	34%	32%	7%	1%	60%
[ ]cc. Partnering with Native American tribes to relearn and reapply indigenous plant restoration techniques-----	29%	25%	30%	13%	3%	55%
[ ]dd. Removing invasive species to restore native plant and wildlife habitat-----	37%	32%	22%	5%	4%	69%

## Attachment 10\_Results\_Bayside

### (RESUME ASKING ALL RESPONDENTS)

7. And which of these six components of the Midpen mission do you think is most important to you?  
**(RE-READ AND RANDOMIZE LIST IF NECESSARY)**

- Acquiring and preserving a regional greenbelt----- 17%
- Restoring the natural environment----- 19%
- Providing opportunities for ecologically sensitive public recreation ----- 15%
- Educating the public about conservation and nature----- 19%
- Preserving rural character----- 4%
- Encouraging viable agricultural land use----- 4%
- (DON'T READ) All**----- 15%
- (DON'T READ) None**----- 1%
- (DON'T READ) Other (SPECIFY)**----- 4%
- (DON'T READ) DK/NA/Refused**----- 2%

8. Stepping back for a moment, I'd like to read you two statements about Midpen preserves. I'd like you to tell me which comes closer to your opinion, even if neither is exactly right. **(ROTATE)**

- I prefer preserves that provide multiple visitor amenities, such as water bottle refilling stations, restrooms, and picnic areas ----- 22%

**OR**

- I prefer preserves that put a high priority on wildlife habitat restoration and protection, with only low-impact trails that encourage users to leave no trace----- 71%

- (DON'T READ)**
- (BOTH)**----- 2%
- (NEITHER)**----- 1%
- (DON'T KNOW/NA)**----- 4%

## Attachment 10\_Results\_Bayside

9. Next, I am going to read you a series of statements about the Midpeninsula Regional Open Space District. For each one, please tell me if it makes you view Midpen much more favorably, somewhat more favorably, or if it makes no difference. **(RANDOMIZE)**

	<u>MUCH MORE FAV</u>	<u>SMWT MORE FAV</u>	<u>NO DIFF</u>	<u>(LESS FAV)</u>	<u>(DK/ NA)</u>	<u>TOTAL MORE FAV</u>
[ ]a. <b>(SPECIAL CHARACTER)</b> People choose to live in the Bay Area because of its scenic beauty and recreational opportunities. The stunning ridge and coastal views and riding, biking, and hiking trails we have in Santa Clara and San Mateo Counties are truly unique. The Midpeninsula Regional Open Space District works to preserve what we love most about living here. -----	43%	27%	26%	2%	3%	70%

**(SPLIT SAMPLE A ONLY)**

[ ]b. <b>(WATER QUALITY)</b> Nothing is more important than clean drinking water. By protecting and restoring areas around sources of water, Midpen increases access to water and naturally prevents the pollution of our water. -----	48%	32%	17%	1%	2%	80%
[ ]c. <b>(PARTNERSHIPS)</b> Midpen regularly partners with local nonprofits, the counties, and state and regional park organizations to leverage their resources and connect residents with open space, recreational opportunities, and educational programs. Connecting these public lands supports biodiversity, providing places for local plants and wildlife to thrive. -----	39%	35%	22%	0%	3%	74%
[ ]d. <b>(PUBLIC HEALTH)</b> Open space preserves and natural areas provide spaces where families and children can safely walk, run, and bicycle – improving the physical health of residents, reducing obesity, and reducing healthcare costs. These areas are open 365 days a year, sunrise to sunset, to anyone, and for free. -----	51%	27%	20%	0%	1%	79%
[ ]e. <b>(WILDLIFE)</b> By restoring and protecting natural areas, the Midpeninsula Regional Open Space District is protecting wildlife habitats and California’s unique biodiversity. -----	49%	31%	17%	1%	2%	80%



## Attachment 10\_Results\_Bayside

	<u>MUCH MORE FAV</u>	<u>SMWT MORE FAV</u>	<u>NO DIFF</u>	<u>(LESS FAV)</u>	<u>(DK/ NA)</u>	<u>TOTAL MORE FAV</u>
<b>(SPLIT SAMPLE A CONTINUED)</b>						
[ ]f. <b>(AG SUSTAINABILITY)</b> San Mateo and Santa Clara counties have rich agricultural and ranching history. That’s why Midpen protects sustainable, working agricultural ranchlands connecting past and future along the scenic coast. -----	26%	36%	31%	4%	4%	61%
[ ]g. <b>(CARING)</b> Midpeninsula Regional Open Space District is caring for the land to create healthy habitats for plants, animals, and people. -----	46%	30%	18%	2%	3%	76%
[ ]h. <b>(UNDERSERVED)</b> Midpen programming connects people to nature through enriched experiences, especially people who are typically less likely to have access to natural areas and open spaces. That includes low-income communities and communities of color. -----	42%	32%	23%	1%	3%	73%

**(SPLIT SAMPLE B ONLY)**

[ ]i. <b>(AG HISTORY)</b> San Mateo and Santa Clara counties have rich agricultural and ranching history. That’s why the Midpeninsula Open Space District preserves historic, agricultural lands close to home along the scenic coast. -----	23%	38%	29%	6%	4%	61%
[ ]j. <b>(RECREATION)</b> Parks and open spaces provide safe places for the community to gather and explore the outdoors. It’s especially important to keep these accessible options for everyone as the cost of living increases. Midpen ensures that San Mateo and Santa Clara County residents have access to well-maintained and beautiful recreation areas. -----	45%	31%	19%	2%	3%	76%
[ ]k. <b>(CLIMATE)</b> Smart investments made before a disaster strikes can help protect a community’s quality of life, save lives, and reduce the cost to taxpayers. Midpen is taking a proactive, practical approach to stewardship of public lands, helping ensure San Mateo and Santa Clara counties are resilient as the climate changes. -----	40%	42%	12%	2%	3%	83%

**Attachment 10\_Results\_Bayside**

	<u>MUCH MORE FAV</u>	<u>SMWT MORE FAV</u>	<u>NO DIFF</u>	<u>(LESS FAV)</u>	<u>(DK/ NA)</u>	<u>TOTAL MORE FAV</u>
<b>(SPLIT SAMPLE B CONTINUED)</b>						
[ ]l. <b>(FIRES)</b> Midpen is working with fire agencies and surrounding communities to strengthen prevention and preparation in case of wildland fires. This includes maintaining hundreds of miles of fire roads. Midpen is also using conservation grazing to reduce flammable brush within grassland habitats, limiting the risk of fire, or fire intensity if it does occur. -----	51%	38%	8%	1%	3%	88%
[ ]m. <b>(EDUCATION)</b> Midpen programming connects people to nature through enriched experiences, including environmental interpretation, docent-led activities and volunteer opportunities. -----	23%	38%	31%	3%	5%	61%
[ ]n. <b>(PLACE)</b> Few other conservation organizations protect and restore such a wide variety of unique natural areas: from redwood forests to the Bay and the ocean, from serpentine-soil grasslands to Tafone sandstone. Our peninsula is unique and Midpen works to protect and restore these places for the wildlife that call it home, and the people who visit and recreate there. -----	39%	38%	17%	2%	4%	76%

**(RESUME ASKING ALL RESPONDENTS)**

10. Next, having heard this, let me ask you one last time - do you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of the Midpeninsula Regional Open Space District?

**TOTAL FAVORABLE-----91%**  
 Strongly favorable -----59%  
 Somewhat favorable-----32%

**TOTAL UNFAVORABLE -----4%**  
 Somewhat unfavorable-----3%  
 Strongly unfavorable-----1%

**(DON'T READ) CAN'T RATE/DK/NA-----5%**

## Attachment 10\_Results\_Bayside

11. Next, I'm going to read you a list of sources from which people get information about **(SPLIT SAMPLE A: local issues in your area) (SPLIT SAMPLE B: parks, open space, and the outdoors)**. For each, I'd like you to tell me how often you use it to get information about **(SPLIT SAMPLE A: local issues in your area) (SPLIT SAMPLE B: parks, open space and the outdoors)**: frequently, occasionally, rarely, or never. **(RANDOMIZE)**

	<u>FREQ</u>	<u>OCCAS</u>	<u>RARELY</u>	<u>NEVER</u>	<u>(DK/NA)</u>	<u>FREQ/OCC</u>	<u>RRLY/NVR</u>
[ ] a. Local television stations-----	13 %	24 %	16 %	45 %	2 %	36 %	61 %
[ ] b. KQED Radio-----	19 %	22 %	15 %	41 %	3 %	41 %	56 %
[ ] c. Radio stations other than KQED-----	9 %	18 %	20 %	50 %	3 %	27 %	70 %
[ ] d. Information you receive in the mail-----	7 %	30 %	26 %	35 %	3 %	36 %	61 %
[ ] e. Facebook-----	14 %	19 %	19 %	46 %	2 %	33 %	65 %
[ ] f. Twitter-----	7 %	11 %	9 %	68 %	5 %	18 %	78 %
[ ] g. Instagram-----	8 %	12 %	11 %	67 %	3 %	20 %	78 %
[ ] h. Blogs on the Internet-----	9 %	19 %	20 %	49 %	2 %	28 %	69 %
[ ] i. The <i>San José Mercury News</i> newspaper-----	10 %	18 %	21 %	48 %	2 %	28 %	70 %
[ ] j. The <i>San Francisco Chronicle</i> newspaper-----	6 %	13 %	18 %	60 %	3 %	19 %	78 %
[ ] k. The <i>Half Moon Bay Review</i> newspaper-----	1 %	3 %	6 %	84 %	5 %	5 %	90 %
[ ] l. The Midpen newsletter and activity guide mailed to your home-----	6 %	12 %	13 %	64 %	6 %	18 %	76 %
[ ] m. The Midpen e-newsletter-----	4 %	6 %	8 %	77 %	5 %	11 %	85 %
[ ] n. Nextdoor-----	11 %	21 %	14 %	51 %	3 %	32 %	65 %
[ ] o. Midpen's public meetings-----	1 %	2 %	10 %	83 %	4 %	4 %	92 %
[ ] p. Midpen's website, openspace-dot- org-----	4 %	18 %	21 %	53 %	4 %	22 %	73 %

## Attachment 10\_Results\_Bayside

12. Were there any sources of information you use that I didn't mention? (OPEN END, RECORD VERBATIM)

No	58%
Word of mouth	10%
Google	6%
Internet (general)	5%
Local newspaper	4%
Local newsletter	2%
Local television news	2%
Facebook/social media	2%
National newspaper	1%
National news	1%
Community centers	1%
News radio	1%
You Tube	1%
Government website	1%
Reddit	1%
Personal experience	1%
LinkedIn	0%
Saratogian	0%
Magazines (not specified)	0%
Library	0%
Yelp	0%
Maps	0%
Other	3%
Don't know	0%
Refused	2%

## Attachment 10\_Results\_Bayside

**WE'RE JUST ABOUT DONE. I'M ONLY GOING TO ASK YOU A FEW MORE QUESTIONS FOR CLASSIFICATION PURPOSES.**

13. First, I'd like you to consider your visits to Midpeninsula Regional Open Space District preserves. Please tell me how often you typically visit and use Midpen preserves in this way: about once a week, a few times a month, a few times a year, once a year, or never. **(RANDOMIZE)**

		<u>ONCE/ WEEK</u>	<u>FEW/ MO</u>	<u>FEW/ YEAR</u>	<u>ONCE/ YEAR</u>	<u>NEVER</u>	<u>(DK/ NA)</u>
[ ]a.	Walking or hiking -----	19%	29%	30%	7%	12%	3%
[ ]b.	Running or jogging -----	9%	13%	13%	7%	55%	3%
[ ]c.	Dog walking -----	9%	7%	10%	4%	65%	3%
[ ]d.	Horseback riding -----	1%	1%	3%	6%	87%	2%
[ ]e.	Mountain biking -----	3%	5%	11%	6%	72%	3%
[ ]f.	Birdwatching or wildlife viewing -----	4%	10%	20%	12%	52%	4%
[ ]g.	Spending time in nature -----	17%	28%	30%	7%	14%	4%
[ ]h.	Ranger- or docent-led programs -----	0%	1%	6%	12%	75%	7%
[ ]i.	Backpack camping -----	0%	2%	11%	11%	71%	5%

**(ASK IF EVER VISIT FOR ANY REASON – CODE 1 OR 2 OR 3 OR 4 IN ANY ITEM IN Q13)**

14. Do you feel safe or unsafe outdoors in local nature preserves? **(IF SAFE/UNSAFE, ASK: “Is that very or somewhat SAFE/UNSAFE?”)**

**TOTAL SAFE ----- 94%**  
 Very safe ----- 59%  
 Somewhat safe ----- 35%

**TOTAL UNSAFE ----- 4%**  
 Somewhat unsafe ----- 3%  
 Very unsafe ----- 1%

**(DON'T READ) Don't visit them/NA - 1%**  
**(DON'T READ) Don't know ----- 1%**

**(RESUME ASKING ALL RESPONDENTS)**

15. Do you have any children under the age of 19 living at home?

Yes ----- 27%  
 No ----- 69%  
**(DON'T READ) DK/NA/REFUSED -- 4%**

## Attachment 10\_Results\_Bayside

16. What was the last level of school you completed?

High school graduate or less	10%
Some college	18%
Associate's Degree	11%
College graduate	30%
Post-graduate	27%
<b>(DON'T KNOW)</b>	4%

17. Do you work in the technology industry? **(IF NO: "Does anyone in your household work in the technology industry?")**

Yes, self	22%
Yes, household	13%
Yes, both	9%
No	52%
<b>(DON'T READ) DK/NA/REFUSED</b>	4%

18. Were you born and raised in Santa Clara or San Mateo counties? **(IF NO, ASK: "How long have you lived in San Mateo or Santa Clara Counties?")**

Born and raised	27%
Two years or less	7%
Three to five years	6%
Six to 10 years	9%
11 to 20 years	12%
21 to 40 years	18%
More than 40 years	16%
<b>(DON'T READ) DK/NA/REFUSED</b>	6%

19. I don't need to know the exact amount, but please stop me when I read the category that includes the total income for your household before taxes in 2019. Was it: **(READ CHOICES BELOW)**

\$30,000 and under	10%
\$30,001 - \$60,000	10%
\$60,001 - \$90,000	10%
\$90,001 - \$120,000	9%
\$120,001 - \$150,000	8%
More than \$150,000	30%
<b>(DON'T READ) Refused</b>	22%

## Attachment 10\_Results\_Bayside

20. What is your gender?

Male-----	46%
Female-----	49%
Nonbinary-----	0%
Rather not say-----	5%

**THANK AND TERMINATE**

### MODE

Phone-----	53%
Online-----	47%

### DISTRICT WARD

1 - Seimens-----	20%
2 - Kishimoto-----	15%
3 - Cyr-----	13%
4 - Riffle-----	16%
5 - Holman-----	16%
6 - Hassett-----	13%
7 - Kersteen-Tucker-----	8%

### COUNTY

San Mateo-----	29%
Santa Clara-----	71%

### CITY/TOWN

Cupertino-----	6%
Los Altos-----	4%
Los Gatos-----	7%
Menlo Park-----	7%
Mountain View-----	13%
Palo Alto-----	10%
Redwood City-----	8%
San Carlos-----	5%
Saratoga-----	7%
Sunnyvale-----	18%
Other-----	10%
Unincorporated-----	6%