



GODBE RESEARCH
Gain Insight



City of Cypress

**2011 Recreation Priorities and
Revenue Measure Feasibility Survey**

June 2011

The City of Cypress Recreation and Park Department commissioned Godbe Research to conduct a survey with the following research objectives:

- Gauge voter satisfaction with park facilities, and recreation programs and services in the City;
- Learn resident priorities with respect to facilities and sites for recreation and sports;
- Assess potential voter support for a bond measure to repair, improve and construct recreation facilities in the City;
- Identify the tax rate at which voters will support the measure;
- Prioritize potential projects to be funded based on voter reception;
- Test the influence of supporting and opposing statements on potential voter support; and
- Identify any differences in support due to demographic or voter behavioral characteristics.

Methodology Overview

- Data Collection Telephone Interviewing
- Universe 19,642 registered voters in the City of Cypress who are likely to vote in the November 2012 election
- Fielding Dates June 4 through June 9, 2011
- Interview Length 18 minutes
- Sample Size 500
- Margin of Error $\pm 4.3\%$



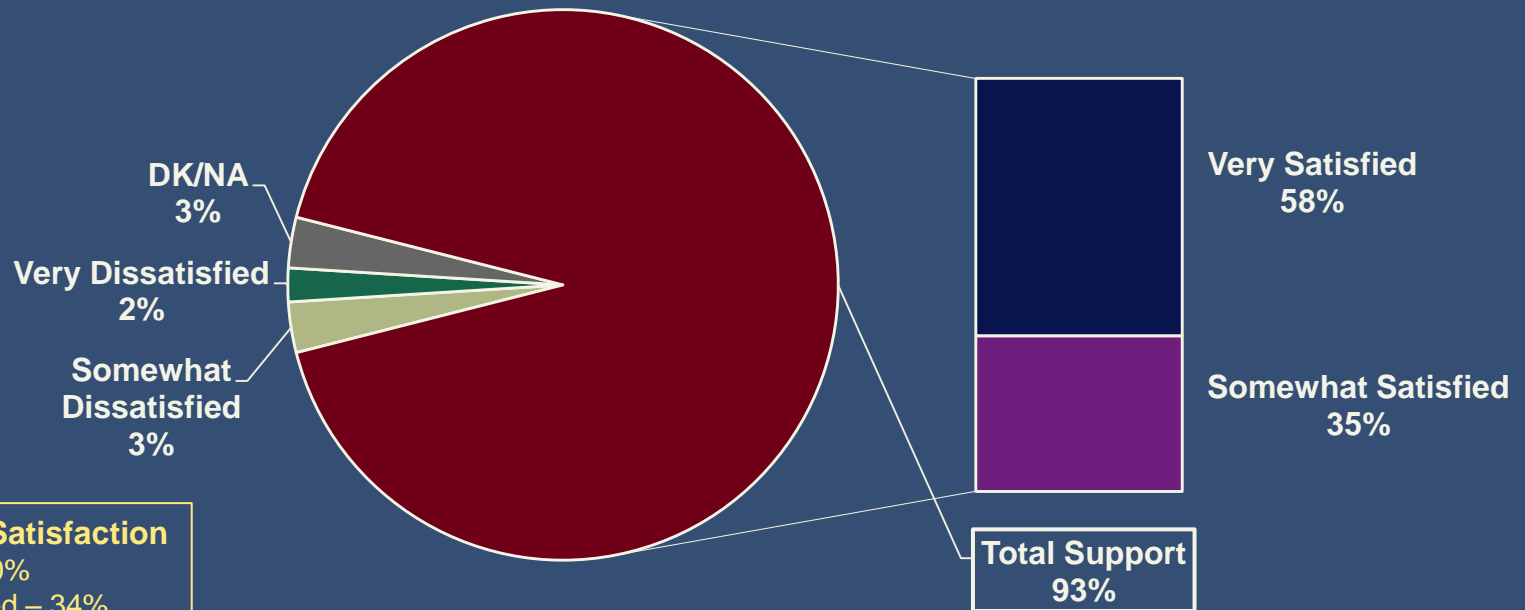
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Key Findings

Resident City Satisfaction

The first section in the survey focused on gathering resident feedback on City services in Cypress, and assessing resident priorities for facilities and sites for recreation and sports. The survey revealed that an overwhelming majority of the Cypress residents are satisfied with the services being provided by the City. In particular, when asked to indicate their level of satisfaction or dissatisfaction, 9 out of 10 residents in the survey reported being “very” (58%) or “somewhat satisfied” (35%). In contrast, only 5 percent were dissatisfied, and the remaining 3 percent did not render an opinion (DK/NA). These results are statistically comparable with the 1998 survey, which found 94 percent satisfaction (60% “very satisfied” and “34% “somewhat satisfied”) and 4 percent dissatisfaction with City services among Cypress residents.

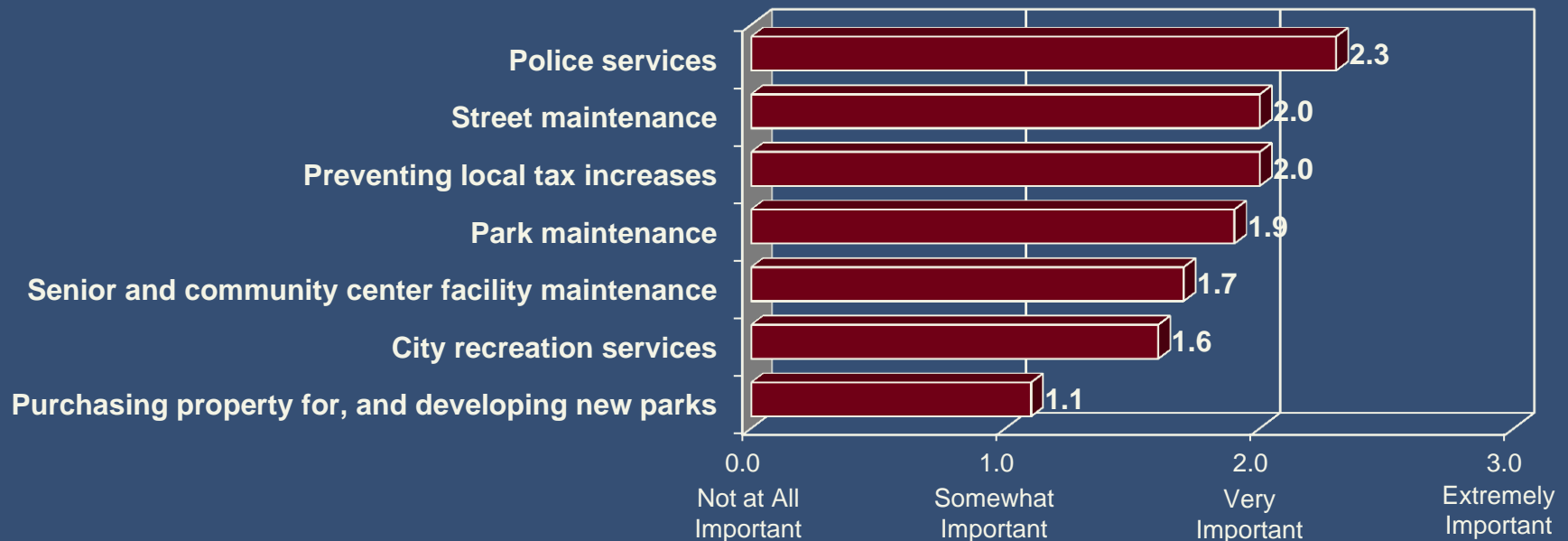


1998 Resident Satisfaction

Very satisfied – 60%
Somewhat satisfied – 34%
Somewhat dissatisfied – 2%
Very Dissatisfied – 2%
DK/NA – 2%

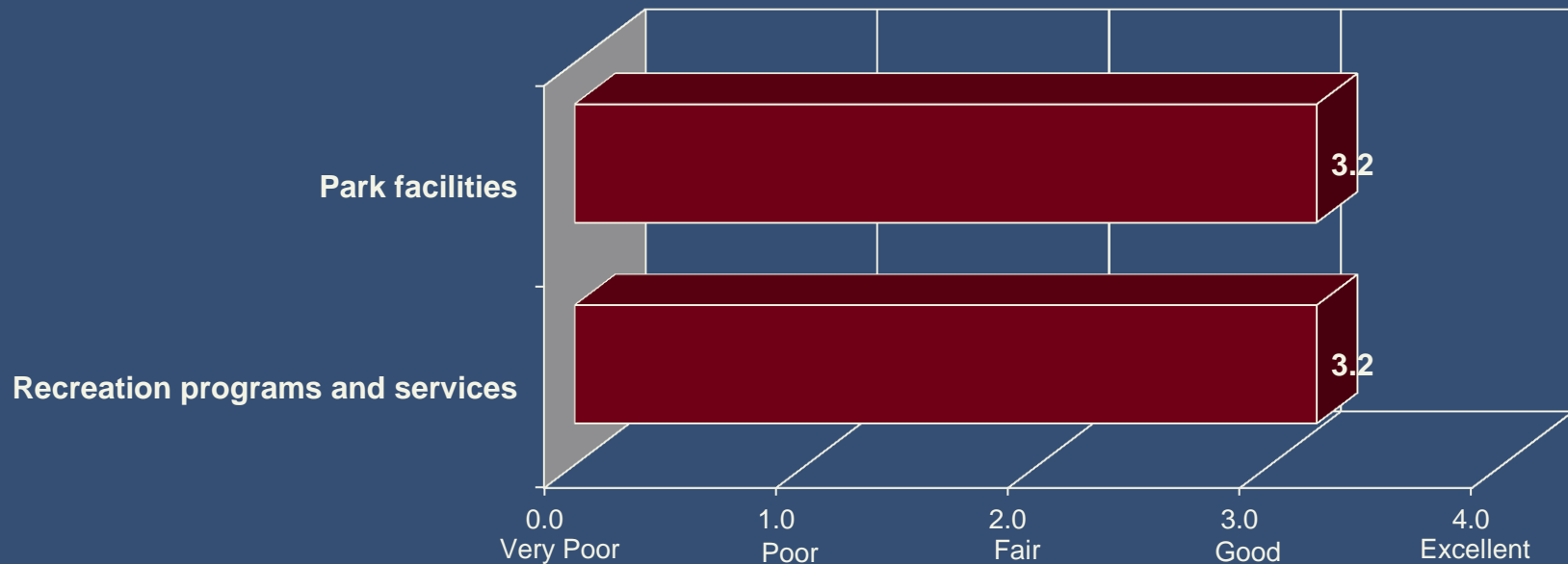
Importance of Local Issues

Respondents were then asked to rate the importance of seven local issues to identify the priority of parks and recreation in the community. The survey results indicate that Cypress residents consider “police services” as the most important service, followed by “street maintenance.” Further, “park maintenance” was rated just as important as “preventing local tax increases,” and at least 7 out of 10 residents rated these issues as “extremely” or “very important.” However, a majority of the issues related to parks and recreation were between “somewhat” and “very important” to the average resident (mean scores between 1.0 and 2.0). In particular, between 29 percent and 56 percent of the residents rated the following issues as at least “very important”: senior and community center facility maintenance; City recreation services; and purchasing property for, and developing new parks. These findings suggest tax sensitivity among voters in Cypress.



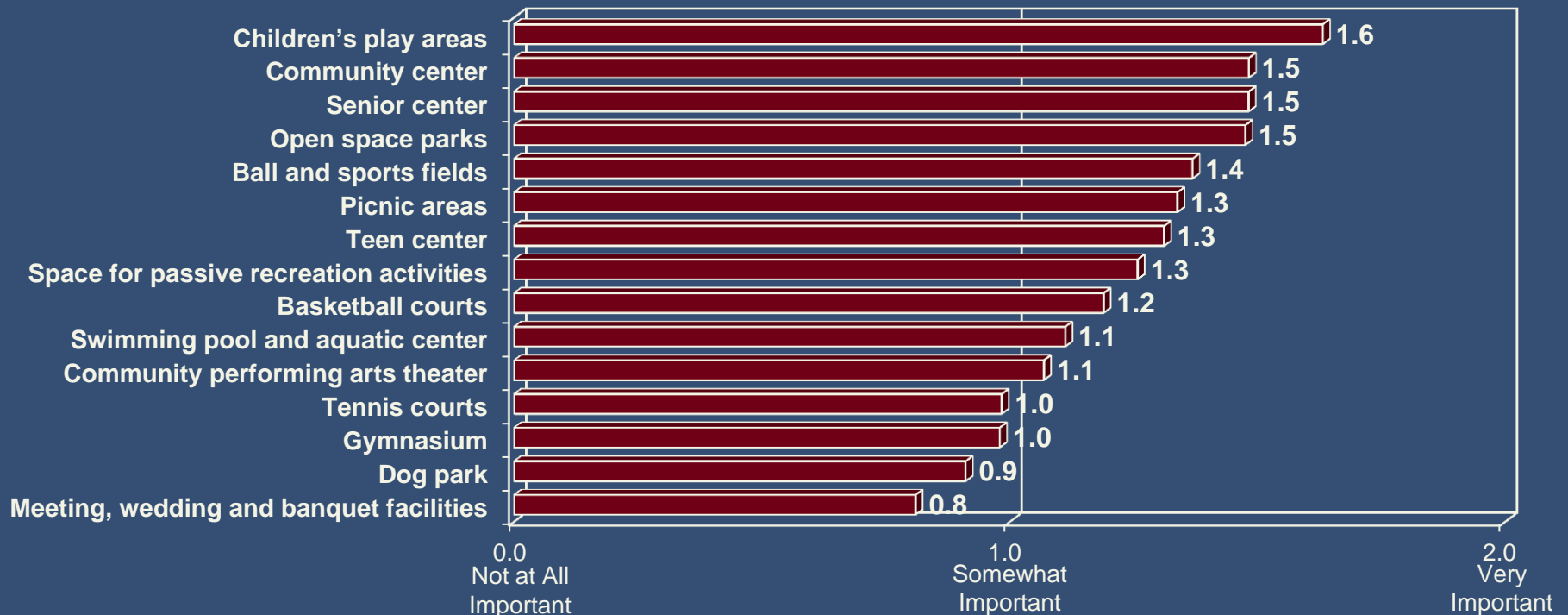
Perception of Park and Recreation Quality

The overall quality of park facilities, and recreation programs and services received an average “good” rating from Cypress residents. In particular, 87 percent of those surveyed rated the quality of park facilities as “excellent” (34%) or “good” (53%). Likewise, 77 percent reported positive ratings for the quality of recreation programs and services (31% “excellent” and 46% “good”). On the other hand, only 1 in 10 residents rated the quality of these facilities and programs as “fair” or less. These results suggest that the residents are mostly satisfied, and may not see an immediate need for funding to repair, improve and construct recreation facilities in Cypress.



Recreation and Sports Priorities

The next section in the survey aimed at assessing the park and recreation priorities in the community. On average, Cypress residents place the most importance on children's play areas, community center, senior center and open space parks. Approximately 9 out of 10 residents rated these facilities as "very" or "somewhat important." Further, ball and sports fields, picnic areas, teen center, and space for passive recreation activities rounded out in the next tier of most important recreation and sports facilities. On the other hand, Cypress residents placed relatively low importance on "dog park" and "meeting, wedding and banquet facilities," with only 3 out of 5 residents rating these as "very" and "somewhat important."



Recreation and Sports Priorities

Subgroup Comparisons

The table below highlights in blue the top recreation and sport priorities among key resident subgroups. In general, a majority of the facilities tested were more important to the women than the men (as indicated by higher mean scores for the former). Otherwise, residents of different age groups placed relatively similar importance on the recreation and sport facilities in the community, except the residents ages 65 and over ascribed higher importance to “senior center” than their younger counterparts.

	Gender		Age			
	Male	Female	18 to 39	40 to 49	50 to 64	65 & over
Children’s play areas	<u>1.5</u>	<u>1.7</u>	1.7	1.7	1.6	1.5
Community center	<u>1.3</u>	<u>1.6</u>	1.5	1.5	1.5	1.5
Senior center	<u>1.3</u>	<u>1.6</u>	<u>1.3</u>	<u>1.4</u>	<u>1.5</u>	<u>1.7</u>
Open space parks	<u>1.4</u>	<u>1.5</u>	1.5	1.6	1.4	1.4
Ball and sports fields	<u>1.3</u>	<u>1.4</u>	1.5	1.4	1.3	1.3
Picnic areas	1.3	1.4	1.3	1.3	1.4	1.3
Teen center	1.3	1.3	1.3	1.4	1.3	1.2
Space for passive recreation activities	1.2	1.3	1.4	1.2	1.2	1.2
Basketball courts	1.1	1.2	1.3	1.3	1.2	1.1
Swimming pool and aquatic center	<u>1.0</u>	<u>1.2</u>	1.2	1.2	1.1	1.0
Community performing arts theater	<u>0.9</u>	<u>1.2</u>	1.0	1.1	1.1	1.1
Tennis courts	<u>0.9</u>	<u>1.1</u>	1.0	1.0	1.0	0.9
Gymnasium	0.9	1.0	1.1	1.0	1.0	0.8
Dog park	<u>0.8</u>	<u>1.0</u>	1.1	0.9	0.9	0.8
Meeting, wedding and banquet facilities	<u>0.7</u>	<u>0.9</u>	0.8	0.8	0.8	0.8

Recreation and Sports Priorities

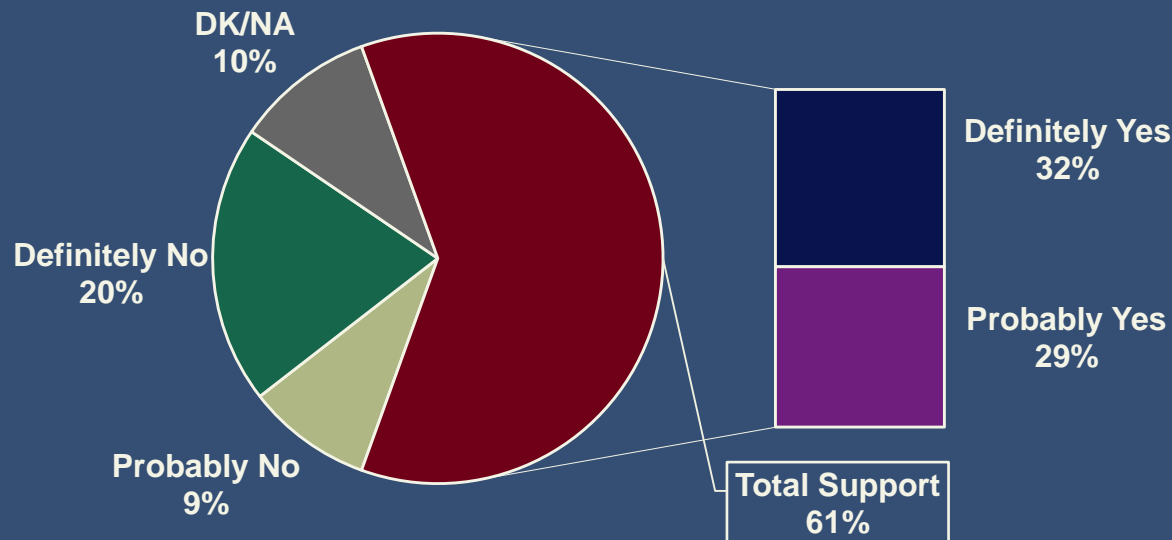
Subgroup Comparisons

Additionally, a majority of the recreation and sport facilities are more important to the renters than the homeowners. Similarly, the residents with children in the household attributed higher importance to the following facilities: children's play areas; ball and sport fields; basketball courts; swimming pool and aquatic center; and tennis courts. On the contrary, those without children viewed the senior center and dog park as a higher priority than the residents with children in the household.

	Homeownership Status		Children in the Household	
	Owner	Renter	Yes	No
Children's play areas	<u>1.6</u>	<u>1.7</u>	<u>1.7</u>	<u>1.6</u>
Open space parks	1.5	1.5	1.6	1.4
Senior center	1.5	1.5	<u>1.4</u>	<u>1.5</u>
Ball and sports fields	1.4	1.4	<u>1.5</u>	<u>1.3</u>
Community center	<u>1.4</u>	<u>1.6</u>	1.5	1.5
Picnic areas	1.3	1.4	1.4	1.3
Teen center	1.3	1.4	1.4	1.3
Space for passive recreation activities	1.2	1.3	1.3	1.2
Basketball courts	<u>1.1</u>	<u>1.4</u>	<u>1.4</u>	<u>1.1</u>
Swimming pool and aquatic center	<u>1.1</u>	<u>1.3</u>	<u>1.3</u>	<u>1.0</u>
Community performing arts theater	<u>1.0</u>	<u>1.2</u>	1.1	1.1
Tennis courts	1.0	1.0	<u>1.1</u>	<u>0.9</u>
Gymnasium	<u>0.9</u>	<u>1.1</u>	1.1	0.9
Dog park	<u>0.9</u>	<u>1.1</u>	<u>0.8</u>	<u>1.0</u>
Meeting, wedding and banquet facilities	<u>0.8</u>	<u>0.9</u>	0.8	0.8

Park Bond – Uninformed Support

The next section in the survey focused on assessing potential voter support for a bond measure to repair, improve and construct recreation facilities in Cypress. In a simulated test of uninformed support, voters in the survey were read only a ballot question that summarized the main features of a \$30 million bond measure, and asked whether they would vote yes or no. In response, 61 percent indicated support for the measure, with 32 percent “definitely yes” and 29 percent “probably yes” votes. Given the 4 percent margin of error, support among all likely November 2012 voters could be as low as 57 percent, which is well below the two-thirds majority requirement. In comparison, total opposition was at 29 percent, and the remaining 10 percent were undecided (DK/NA).



Cypress Park and Recreation Maintenance and Improvement Bond.

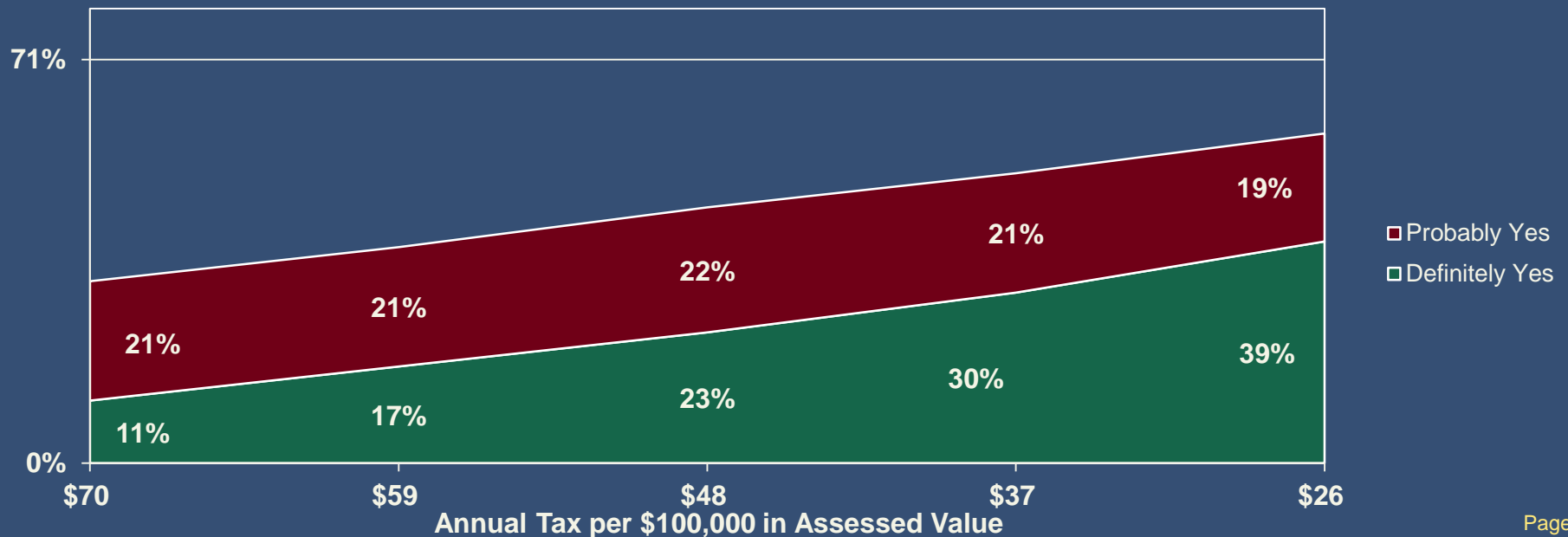
To repair, improve and construct recreation facilities including:

- community and neighborhood parks;
- sports and ball fields;
- sports courts;
- the community and senior centers;
- maintaining picnic and barbeque areas;
- updating shade structures;
- modernizing restrooms;
- repairing turf; and,
- protecting open space;

shall the City of Cypress issue up to \$30 million dollars in bonds, with oversight by an independent citizens' group, no money going to administrator salaries, and all funds staying local?

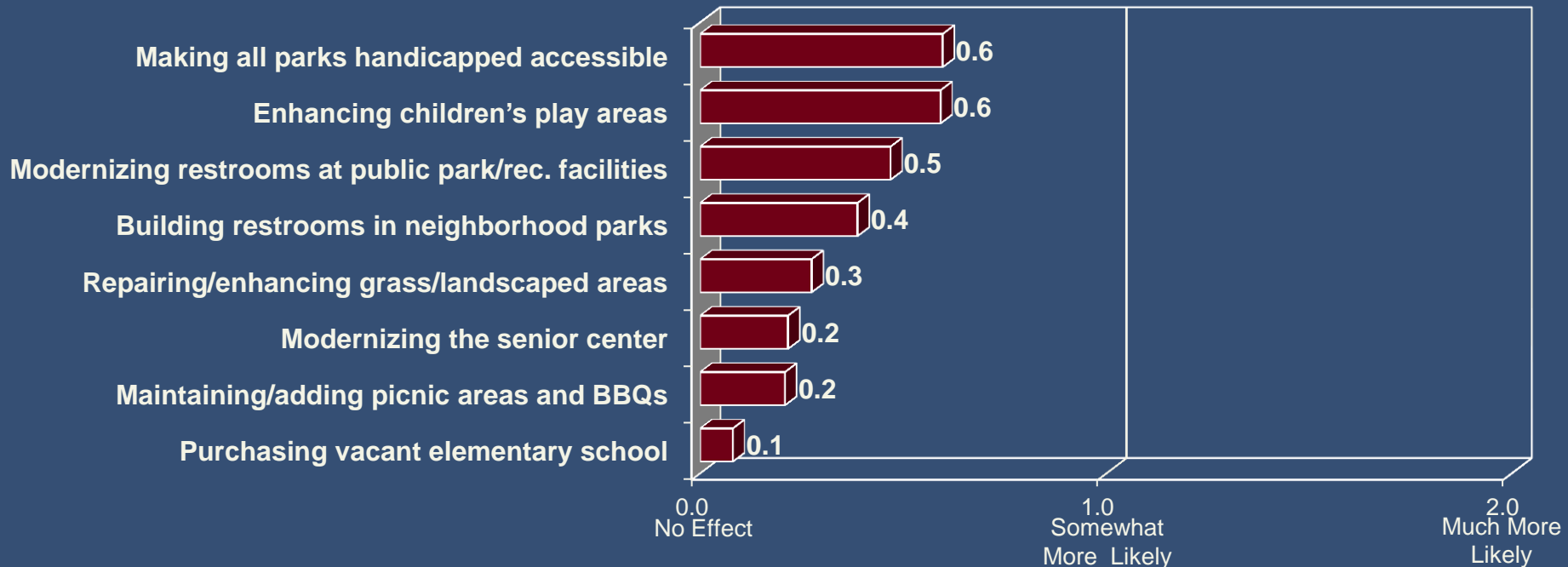
Support for Different Rates

To further investigate potential support, voters were read a list of annual property tax rates per \$100,000 of the home's assessed value that is associated with the bond measure. They were then asked if they would vote yes or no on the measure at each rate. As expected, voter support for the measure increased as the tested tax rate dropped, but failed to reach the two-thirds level (or the two-thirds plus margin of error or 71 percent) at any point in the threshold test. Specifically, at the highest tested tax of \$70 a year, only 32 percent reported their "Yes" vote (11% "definitely yes" and 21% "probably yes"). Total support increased to 38 percent, 45 percent and 51 percent for the annual tax rates of \$59, \$48 and \$37, respectively. Finally, voter support at the lowest tested annual tax rate of \$26 per \$100,000 in assessed value was at 58 percent – still short of the requisite two-thirds majority. These results suggest that in addition to an affordable measure, a public education campaign is critical to increase voter awareness of the need for improving recreation facilities in Cypress to build adequate support in an election.



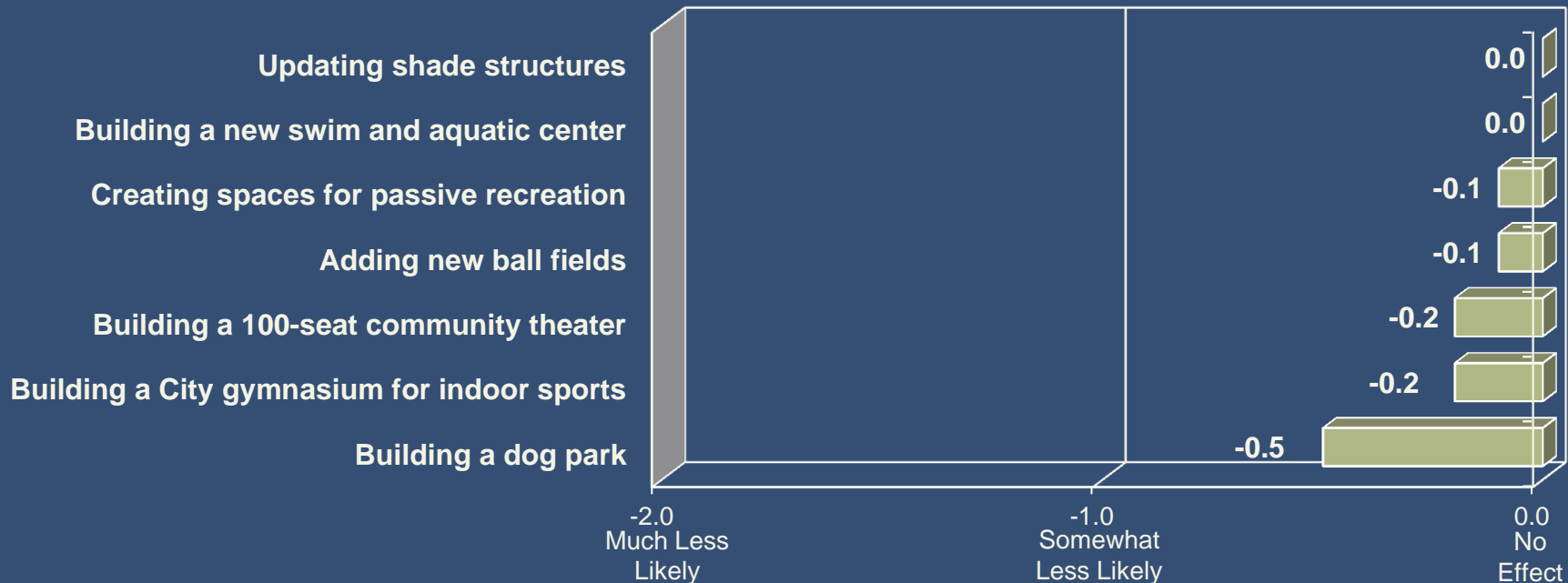
Features of the Measure I

Voters were then presented with 15 potential projects that could be funded to improve recreation facilities in Cypress, and asked whether they would be more or less likely to vote for the measure upon hearing each. On average, none of these projects made the voters even close to “somewhat more likely” to support the measure (mean scores below 1.0). In general, the following funding features resonated somewhat with approximately 3 out of 5 voters in the survey: making parks handicapped accessible; enhancing children’s play areas; modernizing restrooms at public parks and recreational facilities; and building restrooms in neighborhood parks. As such, the ballot question and communications to voters should emphasize these top funding priorities.



Features of the Measure II

Presented in the chart below are the funding features of the bond measure that negatively influenced voter support for the measure. For example, the feature “building a dog park” made only 35 percent of the voters more likely to support the measure, whereas 56 percent were less likely to support it. The resulting mean score of -0.5 indicates that the funding feature, on average, made the voters close to “somewhat less likely” to support the measure.



Features of the Measure

Subgroup Comparisons

The table below highlights, in blue, the features that resonated most strongly with voter subgroups by gender and age.

	Gender		Age			
	Male	Female	18 to 39	40 to 49	50 to 64	65 & over
Making all parks handicapped accessible	0.5	0.7	0.9	0.6	0.5	0.5
Enhancing children's play areas	0.7	0.5	0.9	0.6	0.5	0.4
Modernizing restrooms at public park/rec facilities	0.4	0.5	0.7	0.5	0.4	0.4
Building restrooms in neighborhood parks	0.3	0.5	0.8	0.4	0.3	0.1
Repairing/enhancing grass/landscaped areas	0.2	0.3	0.6	0.2	0.3	0.1
Modernizing the senior center	0.1	0.3	0.3	0.2	0.4	-0.1
Maintaining and adding picnic areas and BBQs	0.2	0.2	0.6	0.2	0.2	-0.1
Purchasing the vacant elementary school	0.0	0.2	0.3	0.4	0.0	-0.4
Updating shade structures	-0.1	0.1	0.4	0.0	0.0	-0.4
Building a new swim and aquatic center	-0.1	0.1	0.4	0.2	-0.2	-0.4
Creating spaces for passive recreation	-0.1	-0.1	0.4	0.1	-0.2	-0.4
Adding new ball fields	-0.1	-0.1	0.4	0.1	-0.2	-0.5
Building a City gymnasium for indoor sports	-0.3	-0.1	0.3	0.1	-0.4	-0.6
Building a small 100-seat community theater	-0.4	-0.1	-0.1	-0.1	-0.4	-0.3
Building a dog park	-0.6	-0.3	0.0	-0.3	-0.6	-0.7

Features of the Measure

Subgroup Comparisons

The table below highlights in blue the funding needs that resonate most strongly with the voters from each political party type, at both the individual and the household levels. Overall, the potential projects to be funded by the measure were less influential on support among the Republicans (as indicated by the lower mean scores). When speaking to all voters, emphasizing the projects that resonate most strongly with this voter subgroup would maximize the overall success of the bond measure.

	Individual Party			Household Party					
	Dem	Rep	Other/ DTS	Dem (1)	Dem (2+)	Rep (1)	Rep (2+)	Other	Mixed
Making all parks handicapped accessible	1.0	0.3	0.8	0.9	0.9	0.2	0.2	0.8	0.7
Enhancing children's play areas	0.8	0.4	0.7	0.9	0.6	0.3	0.4	0.7	0.6
Building restrooms in neighborhood parks	0.6	0.1	0.6	0.7	0.4	0.1	0.0	0.7	0.5
Modernizing restrooms at public park/rec facilities	0.5	0.3	0.7	0.5	0.6	0.3	0.3	0.5	0.6
Modernizing the senior center	0.5	0.0	0.4	0.3	0.4	-0.2	-0.1	0.2	0.4
Repairing/enhancing grass/landscaped areas	0.4	0.1	0.4	0.3	0.4	-0.1	0.0	0.2	0.5
Maintaining/adding picnic areas and BBQs	0.3	0.0	0.4	0.3	0.3	0.1	-0.1	0.3	0.4
Purchasing vacant elementary school	0.3	-0.1	0.2	0.4	0.1	-0.3	-0.1	0.5	0.0
Creating spaces for passive recreation	0.3	-0.4	0.1	0.4	0.1	-0.4	-0.5	0.2	0.0
Updating shade structures	0.2	-0.2	0.2	0.0	0.2	-0.4	-0.2	0.2	0.1
Adding new ball fields	0.0	-0.3	0.1	0.0	-0.2	-0.2	-0.3	0.1	0.0
Building a new swim and aquatic center	0.0	-0.2	0.3	-0.1	-0.2	-0.1	-0.3	0.0	0.2
Building a 100-seat community theater	0.0	-0.4	-0.1	0.0	-0.1	-0.6	-0.4	-0.3	-0.1
Building a City gymnasium for indoor sports	0.0	-0.5	0.2	0.1	-0.3	-0.4	-0.7	0.0	0.0
Building a dog park	-0.3	-0.6	-0.4	-0.1	-0.5	-0.7	-0.8	-0.4	-0.3

Features of the Measure

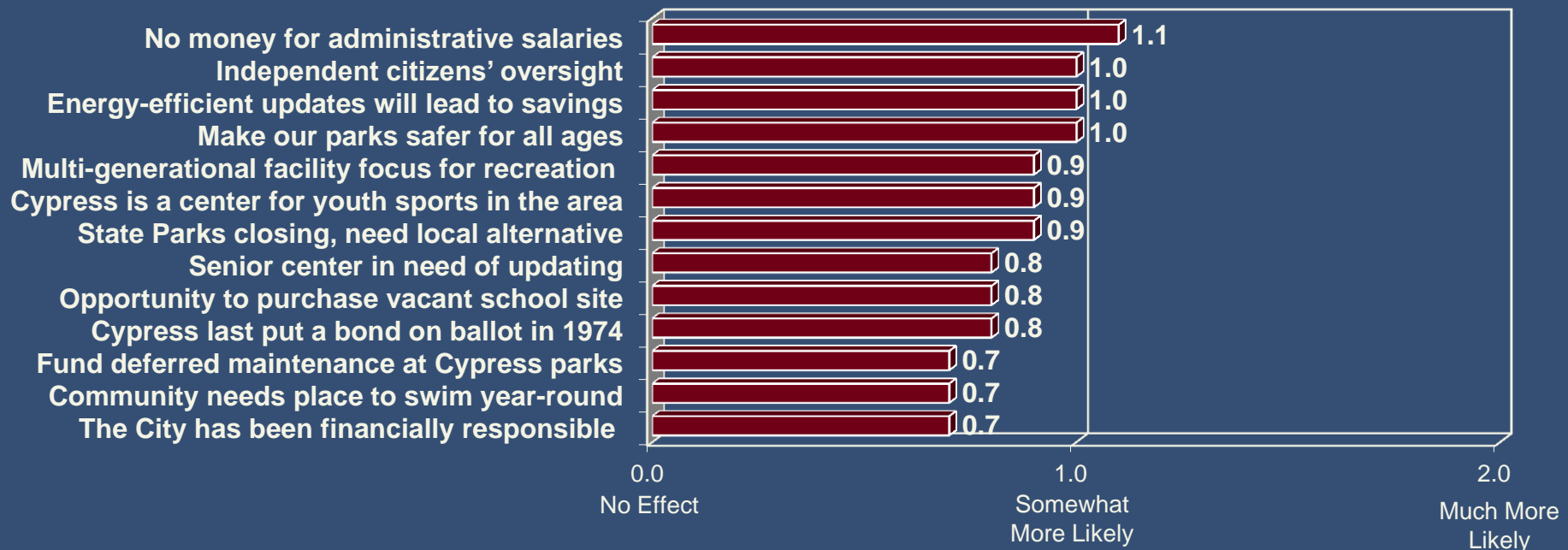
Subgroup Comparisons

The table below shows the features that influenced support among voters grouped by their homeownership status and their economic outlook for 2012.

	Homeownership Status		Economic Outlook		
	Owner	Renter	Better	About same	Worse
Making all parks handicapped accessible	0.4	1.1	1.1	0.5	0.2
Enhancing children's play areas	0.5	1.0	1.0	0.6	0.0
Modernizing restrooms at public park and recreation facilities throughout the City	0.3	0.9	0.7	0.5	-0.1
Building restrooms in neighborhood parks	0.2	1.0	0.9	0.3	-0.1
Repairing and enhancing grass and landscaped areas in City parks	0.2	0.6	0.6	0.3	-0.2
Modernizing the senior center	0.2	0.4	0.6	0.2	-0.3
Maintaining and adding picnic areas, barbeques, benches and tables	0.1	0.6	0.5	0.2	-0.2
Purchasing one of the vacant elementary schools and creating a new park	0.0	0.4	0.5	0.0	-0.4
Updating shade structures	-0.1	0.3	0.4	0.1	-0.6
Building a new swim and aquatic center	-0.2	0.4	0.4	-0.1	-0.4
Creating spaces for passive recreation	-0.3	0.5	0.3	-0.1	-0.5
Adding new ball fields	-0.3	0.4	0.2	-0.1	-0.6
Building a City gymnasium for indoor youth and adult sports programs	-0.3	0.3	0.1	-0.1	-0.7
Building a small 100-seat community performing arts theater	-0.3	0.1	0.2	-0.2	-0.7
Building a dog park	-0.6	-0.1	-0.1	-0.4	-0.9

Influence of Supporting Statements

Responses to the supporting arguments were coded and averaged such that a higher score indicates a message made voters more likely to vote “Yes.” On average, four of the 13 statements in favor made voters “somewhat more likely” to support a measure (mean scores of 1.0 or higher). Two of the top arguments described regulatory features, including such details as none of the money will go toward administrative salaries, and an independent citizen’s oversight committee will monitor how the money is spent. In addition, the following statement also strongly resonated with the voters: it will pay for energy-efficient updates, which will lead to cost savings, and make our parks safer for all. Approximately 3 out of 5 voters were more likely to vote yes on the measure after hearing these four messages.



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: “Much More Likely” = +2, “Somewhat More Likely” = +1, and “No Effect” = 0.

Influence of Supporting Statements

Subgroup Comparisons

The table below presents the top-scoring arguments in favor of the bond measure among voters affiliated with different political party types. In general, the top-scoring messages within each voter subgroup, highlighted in blue, were consistent across political parties. These results indicate that the Democrats and Republicans responded similarly to these supporting arguments, and suggest that these messages would be effective across political parties in the public education campaign, although the specific order varies somewhat.

	Individual Party			Household Party					
	Dem	Rep	Other/ DTS	Dem (1)	Dem (2+)	Rep (1)	Rep (2+)	Other	Mixed
No money for administrative salaries	1.2	1.0	1.3	1.2	1.3	1.0	1.0	1.2	1.2
Independent citizens' oversight	1.1	0.9	1.2	1.2	1.1	1.0	0.9	1.2	1.0
Make our parks safer for all ages	1.1	0.8	1.2	1.2	1.0	0.9	0.8	1.2	1.0
Energy-efficient updates will lead to savings	1.0	0.9	1.1	1.0	1.0	0.9	0.8	1.1	1.0
Multi-generational facility focus for recreation	1.0	0.8	0.9	1.0	0.8	0.9	0.8	0.9	0.9
State Parks closing, need local alternative	1.0	0.8	1.0	1.1	1.0	0.9	0.8	1.0	0.9
Cypress is center for youth sports in the area	0.9	0.8	1.0	0.9	0.9	0.8	0.8	1.0	0.9
Senior center is in need of updating	0.8	0.7	0.8	0.9	0.7	0.7	0.7	0.8	0.8
Fund deferred maintenance at Cypress parks	0.8	0.7	0.8	0.6	0.8	0.7	0.7	0.8	0.8
Community needs place to swim year-round	0.8	0.7	0.8	0.8	0.6	0.7	0.6	0.8	0.8
Opportunity to purchase vacant school site	0.8	0.8	1.0	0.9	0.7	0.9	0.8	1.0	0.8
Cypress last put a bond on ballot in 1974	0.8	0.7	0.9	0.8	0.8	0.8	0.7	0.8	0.7
The City has been financially responsible	0.7	0.7	0.8	0.9	0.7	0.7	0.7	0.9	0.7

Influence of Supporting Statements

Subgroup Comparisons

The table below shows how the arguments in support of the measure influenced voters grouped by homeownership status and children in the household.

	Homeownership Status		Children in the Household	
	Owner	Renter	Yes	No
No money for administrative salaries	1.1	1.3	1.2	1.1
Independent citizens' oversight	1.0	1.2	1.1	1.0
Make our parks safer for all ages	0.9	1.2	1.1	0.9
Energy-efficient updates will lead to savings	0.9	1.1	1.0	0.9
State Parks closing, imeed local recreation alternative	0.9	1.1	1.1	0.9
Multi-generational facility focus for recreation	0.8	1.1	1.0	0.8
Cypress is a center for youth sports in the area	0.8	1.1	1.0	0.8
Opportunity to purchase and preserve a vacant school site	0.8	0.9	0.9	0.8
Cypress last put a bond on ballot in 1974	0.7	0.9	0.9	0.7
Senior center is in need of updating	0.7	0.9	0.8	0.8
Fund deferred maintenance at Cypress parks	0.7	0.8	0.8	0.7
Community needs a place to swim year-round	0.7	0.9	0.9	0.6
The City has been financially responsible	0.7	0.9	0.8	0.7

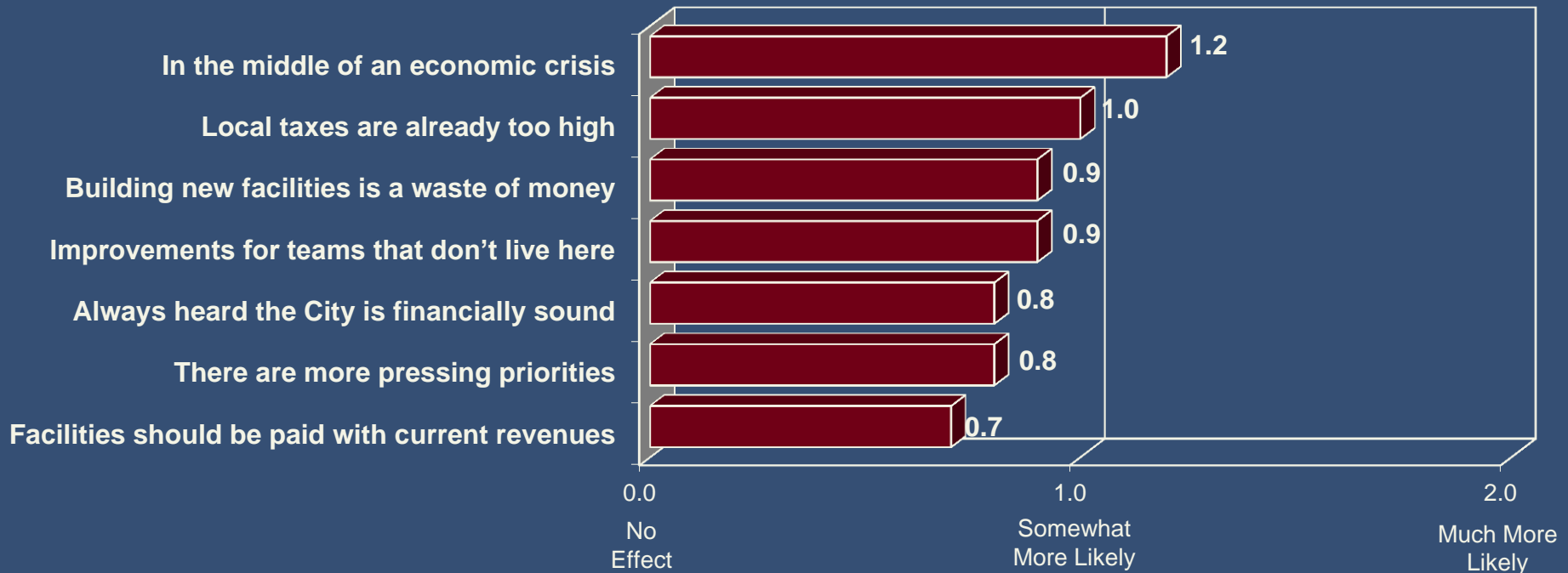
Influence of Supporting Statements Subgroup Comparisons

The table below presents resonance of the statements in support of the measure across voters with varying propensity to vote and their economic outlook for 2012.

	Voting Propensity			Economic Outlook		
	Low	Medium	High	Better	About same	Worse
No money for administrative salaries	1.4	1.1	1.0	1.4	1.1	0.9
Independent citizens' oversight	1.2	1.1	0.8	1.3	1.0	0.8
Make our parks safer for all ages	1.2	1.0	0.8	1.3	0.9	0.7
Energy-efficient updates will lead to savings	1.2	0.9	0.8	1.3	0.9	0.7
State Parks closing, imeed local recreation alternative	1.1	1.0	0.7	1.1	0.9	0.7
Multi-generational facility focus for recreation	1.1	0.9	0.7	1.2	0.8	0.7
Cypress is a center for youth sports in the area	1.1	0.9	0.7	1.1	0.8	0.7
Opportunity to purchase and preserve a vacant school site	1.0	0.9	0.6	1.1	0.7	0.6
Cypress last put a bond on ballot in 1974	0.9	0.7	0.7	1.1	0.7	0.5
Senior center is in need of updating	1.0	0.7	0.6	1.0	0.7	0.5
Fund deferred maintenance at Cypress parks	1.0	0.7	0.6	1.0	0.7	0.5
Community needs a place to swim year-round	0.9	0.7	0.5	1.0	0.6	0.6
The City has been financially responsible	0.9	0.7	0.6	1.0	0.6	0.6

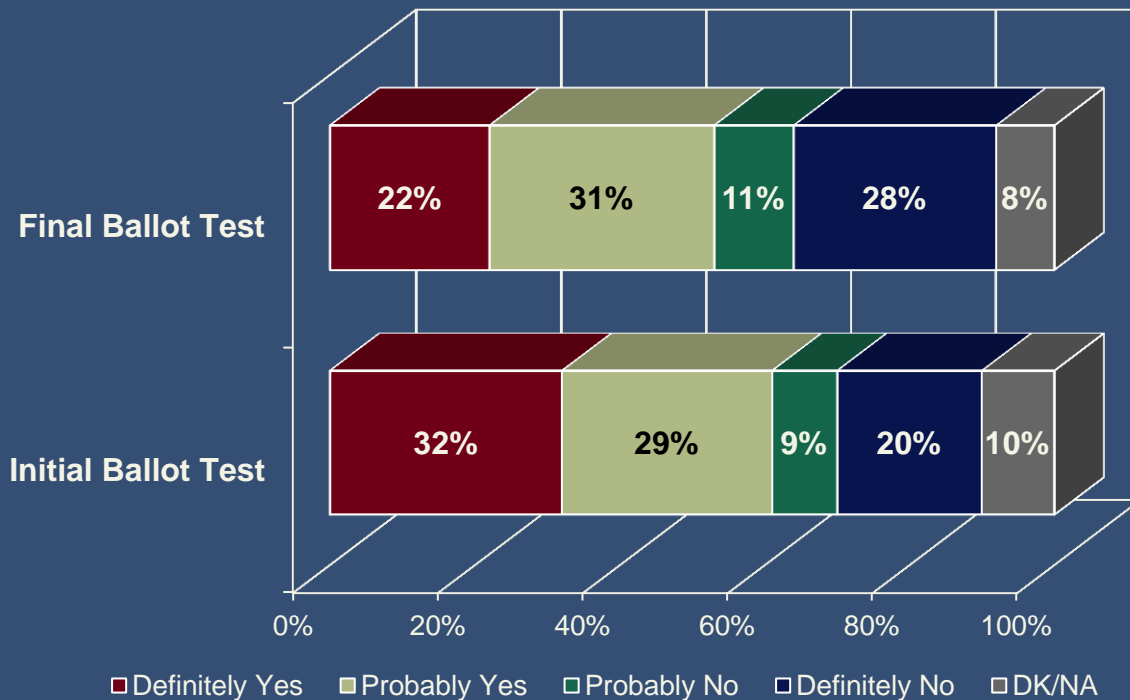
Potential Opposition Statements

Responses to the potential opposition arguments were coded and averaged such that a higher score indicates an argument made voters more likely to vote “No.” All seven arguments tested in the survey could be detrimental to the success of a measure, as each made more than 45 percent of the voters more likely to vote “No.” Further, more than 60 percent of the voters surveyed were influenced by the arguments that it is a bad idea to raise taxes in middle of the current economic crisis, and local taxes are already too high. The strength of these arguments highlights the need for an affordable tax and a well-organized community education effort to address voter concerns in addition to communicating funding needs for maintaining recreation facilities, and the benefits of the measure.



Park Bond – Informed Support

After additional information, total support for a \$30 million bond measure was at 53 percent (22% “definitely yes” and 31% “probably yes”), significantly lower than the 61 percent support observed in the initial ballot test. Correspondingly, total opposition increased substantially to 39 percent when compared with the beginning of the survey (29%). These results indicate a strong influence of the opposing arguments on voters in Cypress. At the same time, the features of the measure and its benefits failed to retain its supporters or build support among the opponents or the undecided voters. Overall, these results indicate inadequate support for the bond measure, and the City needs to carry out an extensive public education campaign to communicate the funding needs for recreation facilities before considering placing a measure on the ballot.



Cypress Park and Recreation Maintenance and Improvement Bond.
To repair, improve and construct recreation facilities including:

- community and neighborhood parks;
- sports and ball fields;
- sports courts;
- the community and senior centers;
- maintaining picnic and barbeque areas;
- updating shade structures;
- modernizing restrooms;
- repairing turf; and,
- protecting open space;

shall the City of Cypress issue up to \$30 million dollars in bonds, with oversight by an independent citizens' group, no money going to administrator salaries, and all funds staying local?

Informed Support Election Environment

The table below presents informed support for the bond measure among voters likely to vote in different elections. Overall, there were no statistical differences in support for the measure among voters who are likely to turn out in November 2012, Presidential Primary 2012 or Mail Ballot 2012 elections. Specifically, similar to 53 percent support among the November 2012 voters, 50 percent of the likely Presidential Primary 2012 voters and 48 percent of the likely Mail Ballot 2012 voters indicated their “yes” vote on the measure. On the contrary, at least 40 percent of the voters likely to vote in each of the three elections indicated their “no” vote on the park bond measure.

	November 2012	Presidential Primary 2012	Mail Ballot 2012
Definitely Yes	22%	23%	22%
Probably Yes	31%	27%	26%
Probably No	11%	11%	11%
Definitely No	28%	31%	34%
DK/NA	8%	7%	9%

Informed Support

Subgroup Comparisons

The comparison of results across key voter subgroups reveals that both men and women reported identical support (51% among men and 55% among women), and opposition (41% among men and 38% among women) for the measure. Otherwise, significantly more of the 40-to-49-year-old voters indicated they would vote “probably yes” on the measure, when compared with those ages 50 and over.

	Gender		Age			
	Male	Female	18 to 39	40 to 49	50 to 64	65 & over
Definitely Yes	22%	23%	25%	17%	27%	19%
Probably Yes	29%	32%	35%	<u>47%</u>	<u>24%</u>	<u>22%</u>
Probably No	10%	12%	11%	7%	11%	16%
Definitely No	31%	26%	21%	24%	30%	36%
DK/NA	8%	7%	8%	6%	8%	8%

Informed Support

Subgroup Comparisons

In line with the findings presented throughout this report, a significantly higher percentage of the registered Republicans indicated their “definitely no” vote on the measure, when compared with their counterparts registered with the Democratic or Other parties, or Decline-to-State (DTS) voters. Similarly, definite opposition was higher among the voters from Republican households than among those from households with Other party affiliations. Meanwhile, significantly more of the Other-party and the Decline-to-state voters (DTS) indicated their “probably yes” vote on the measure, when compared with the Republicans at individual, as well as household levels.

	Individual Party			Household Party					
	Dem	Rep	Other/ DTS	Dem (1)	Dem (2+)	Rep (1)	Rep (2+)	Other	Mixed
Definitely Yes	29%	19%	19%	29%	24%	18%	18%	23%	23%
Probably Yes	32%	<u>23%</u>	<u>46%</u>	31%	36%	28%	<u>20%</u>	<u>45%</u>	31%
Probably No	8%	13%	13%	14%	4%	9%	14%	12%	11%
Definitely No	<u>22%</u>	<u>38%</u>	<u>17%</u>	<u>16%</u>	26%	<u>41%</u>	<u>40%</u>	<u>17%</u>	26%
DK/NA	9%	7%	5%	10%	10%	4%	8%	4%	8%

Informed Support

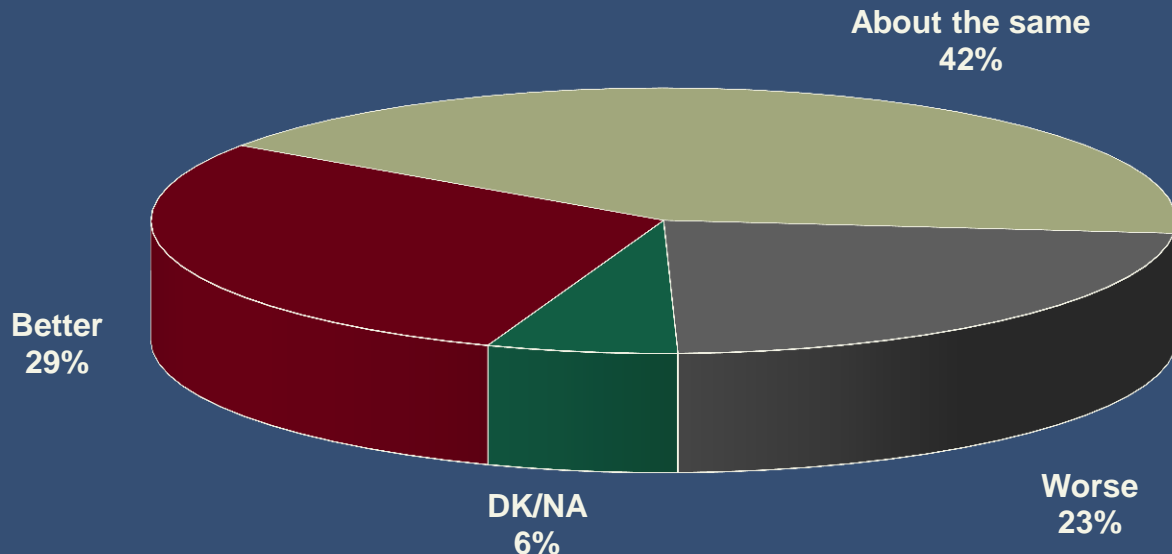
Subgroup Comparisons

Additionally, probable support for the measure was higher among the low-propensity voters (voted in no more than 4 of the last 11 elections), whereas significantly more of their counterparts with a medium (voted in 5 to 8 of the last 11 elections) or high voting propensity (voted in at least 9 of the last 10 elections) indicated their “definitely no” vote on the measure.

	Voting Propensity		
	Low	Medium	High
Definitely Yes	29%	20%	20%
Probably Yes	<u>42%</u>	30%	<u>21%</u>
Probably No	8%	12%	13%
Definitely No	<u>15%</u>	<u>30%</u>	<u>39%</u>
DK/NA	7%	9%	7%

Economic Outlook

Finally, voter outlook on the economy can greatly influence support for a revenue measure. To this effect, voters in the survey were asked if they expected the economy to be better, worse or about the same looking ahead to 2012. In response, 29 percent of the voters reported that the economy would be “better,” 42 percent expected it to stay “about the same,” while 23 percent thought it would be “worse.” The comparison of voter support across these subgroups reveals that support for the bond measure is indeed related to voters’ economic outlook. More specifically, a significantly higher percentage of the voters who expected the economy to be better reported their “definitely yes” vote, whereas the voters who thought the economy would be worse or stay about the same were more likely to vote “definitely no” on the bond measure.



INFORMED SUPPORT	Economic Outlook		
	Better	About same	Worse
Definitely Yes	<u>36%</u>	<u>19%</u>	<u>14%</u>
Probably Yes	37%	32%	24%
Probably No	9%	12%	11%
Definitely No	<u>13%</u>	<u>31%</u>	<u>45%</u>
DK/NA	5%	6%	7%



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Summary and Recommendations

- The survey results indicate that Cypress residents have very positive perceptions about living in the City.
 - An overwhelming majority of the residents are satisfied with the services being provided by the City of Cypress (93%), with 58 percent of respondents reporting they were very satisfied and 35 percent reporting they were somewhat satisfied.
 - Sixty-three percent of women respondents reported they were very satisfied and 30 percent somewhat satisfied with the services being provided by the City of Cypress.
 - This was almost identical to the 1998 survey findings, where 60 percent of the respondents were very satisfied and 34 percent were somewhat satisfied.

- Of those tested, the following Cypress City services are ranked in terms of highest importance scores:
 - Police services;
 - Street maintenance;
 - Preventing local tax increases;
 - Park maintenance;
 - Senior and community center facility maintenance;
 - City recreation services; and
 - Purchasing property for and developing new parks.
- Park and recreation facilities and recreation programs received high rating in terms of overall quality:
 - Park facilities rated excellent or good by 87 percent of the respondents;
 - Recreation programs and services were rated excellent or good by 77 percent of the respondents.

Summary and Recommendations

- In descending order, residents rated the importance of having various recreation and sports facilities and sites available in Cypress as follows:
 - Children's play areas
 - Senior center
 - Open space parks
 - Community center
 - Ball and sports fields
 - Teen center
 - Picnic areas
 - Space for passive recreation activities
 - Basketball courts
 - Swimming pool and aquatic center
 - Community performing arts theater
 - Tennis courts
 - Gymnasium
 - Dog park
 - Meeting, wedding and banquet facilities

- The survey revealed an initial base of voter support for a bond measure, but Godbe Research does not recommend that City of Cypress move forward with a bond measure unless significant community outreach is done first:
 - The survey found that there is substantial tax rate sensitivity with only 58 percent of the November 2012 voters supporting a tax rate of \$26 per \$100,000 of assessed valuation.
 - The survey results suggest that the voters are most supportive of an affordable bond measure, that would maintain park facilities, improve safety and accessibility of public parks, and modernize bathrooms.
 - Voters also need to be assured of a high level of accountability including citizen's oversight, none of the proceeds being spent on administrative salaries, and that there are savings from energy efficiency.
- While at the margin of error, support for the bond measure declined in the second test from 61 percent to 53 percent.
 - Further, when comparing different elections on the second test, support for the bond was 53 percent for the November 2012 election, 50 percent for a presidential primary in 2012, and 48 percent among likely 2012 all mail ballot voters.

- A public education campaign should feature the funding needs that influenced potential support for the bond measure among voters in the City of Cypress:
 - Making all parks handicapped accessible;
 - Enhancing children's play areas;
 - Modernizing restrooms at public park and recreation facilities throughout the City;
 - Building restrooms in neighborhood parks;
 - Repairing and enhancing grass and landscaped areas in City parks;
 - Modernizing the senior center; and
 - Maintaining and adding picnic areas, barbeques, benches and tables.

- Further, the education campaign should also emphasize the key supporting arguments that speak to why a bond measure is necessary, as well as provide information on the regulatory features:
 - None of the money will go toward administrative salaries;
 - An independent citizens' oversight committee will monitor how the money is spent to ensure the funds are used as promised;
 - The measure will make our parks safer for all ages;
 - The measure will pay for energy-efficient updates, which will lead to substantial maintenance and cost savings;
 - With State Parks being closed, it is critical that the City of Cypress provide a local recreation alternative for seniors, adults, teens and children;
 - A multi-generational facility that includes a teen center, a community pool, a gym for sports leagues, space for senior programs, and educational classes for all ages would be the central focus for recreation in Cypress; and
 - Cypress is a center for youth sports in the area, we need to maintain our sports fields.