

'Findings' from a Scientific Survey...

Benchmark Scientific Survey

Parker Avenue Project

in the Community of Rodeo



September 2009

Under the direction of...



Francisco & Associates

Joseph Francisco, PE



Toll free 800.224.7608
www.sri-consulting.org

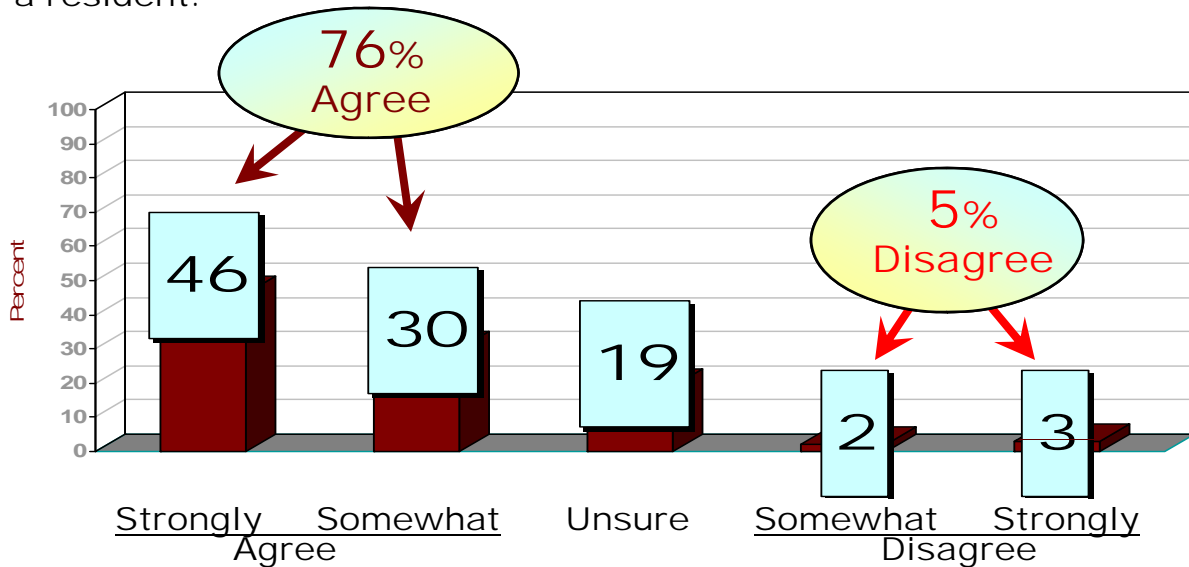
An Institute for
CONSENSUS BUILDING

STRATEGY
RESEARCH
INSTITUTE

Figure 1A
Parker Avenue Project
September 2009

Attitudes toward County Services & Quality of Life in Rodeo

Question 1.1: I really like the community of Rodeo; I'm pleased to be a resident.



Question 1.2: It is absolutely essential for the County to properly maintain County-owned public landscaped areas in Rodeo.

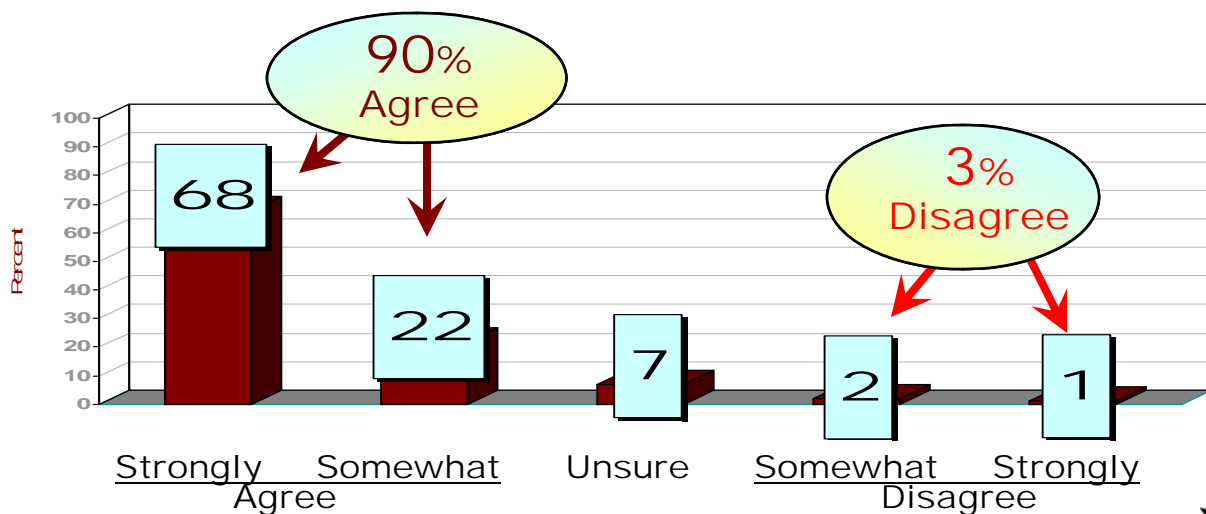
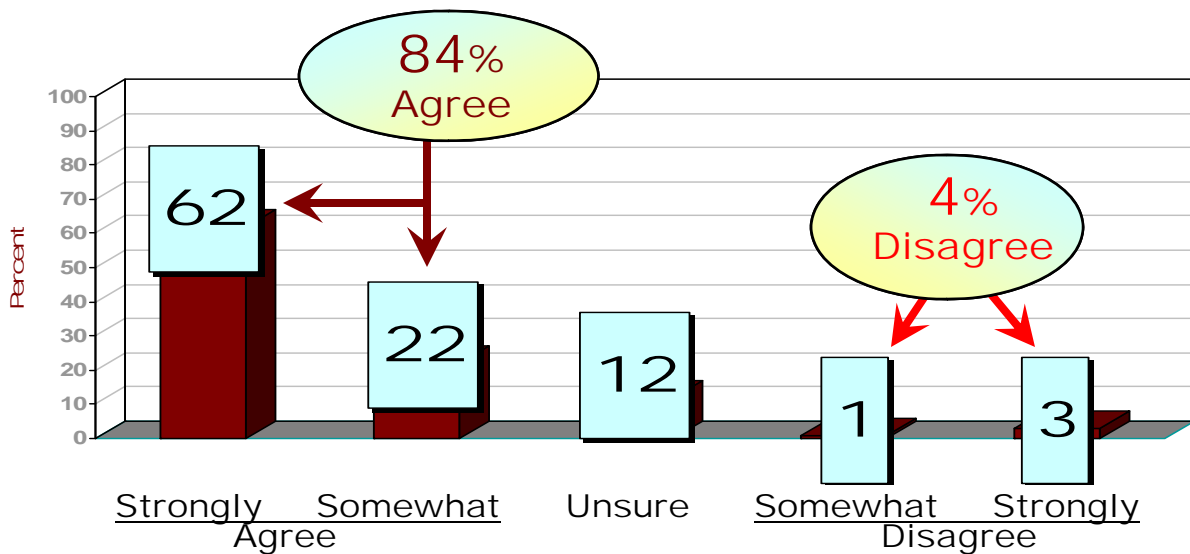


Figure 1B
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Attitudes Toward County Services & Quality of Life in Rodeo

Question 1.3: More specifically, it is essential to properly maintain the Parker Avenue landscape medians and parkways in Rodeo from 6th Street to San Pablo Avenue and from San Pablo Avenue to California Street.



Question 1.4: Lefty Gomez Community Center is well maintained.

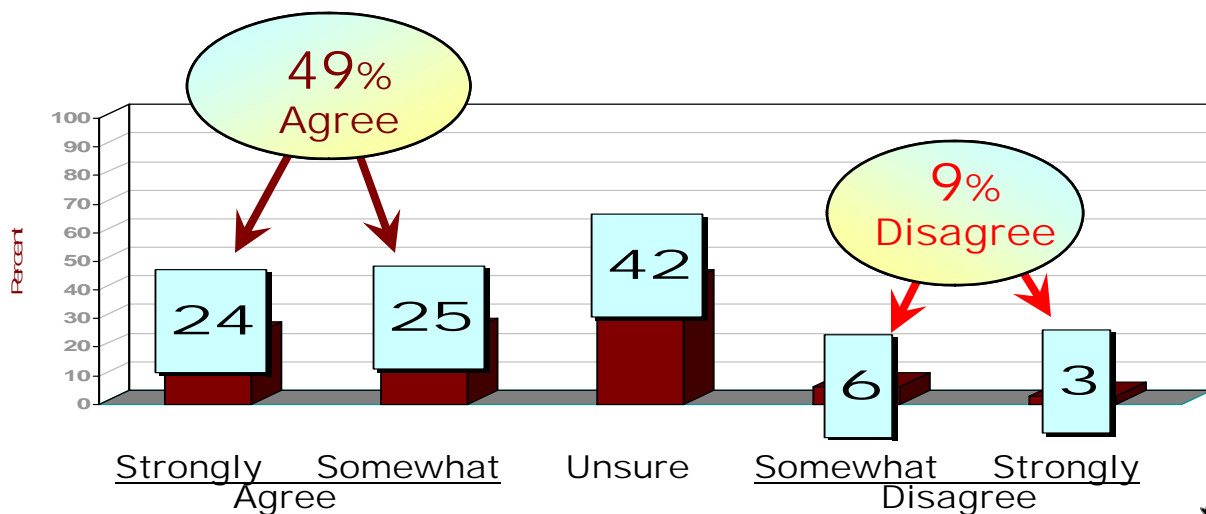
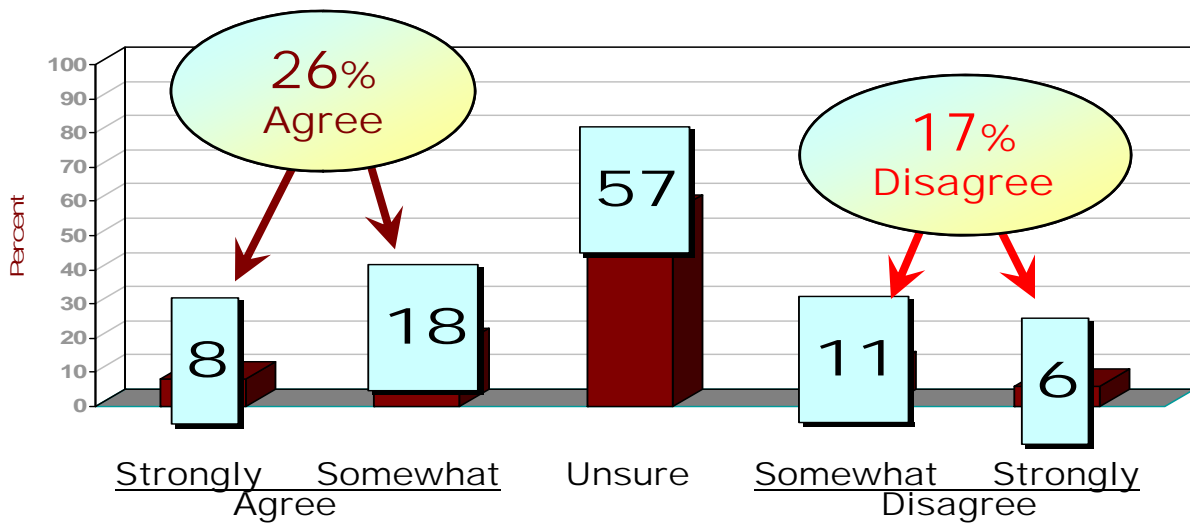


Figure 1C
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Attitudes Toward County Services & Quality of Life in Rodeo

Question 1.5: The Contra Costa County Board of Supervisors, who set and oversee public policy in Rodeo, are **totally trustworthy**.



Question 1.6: There is a need for **additional POLICE** protection in Rodeo.

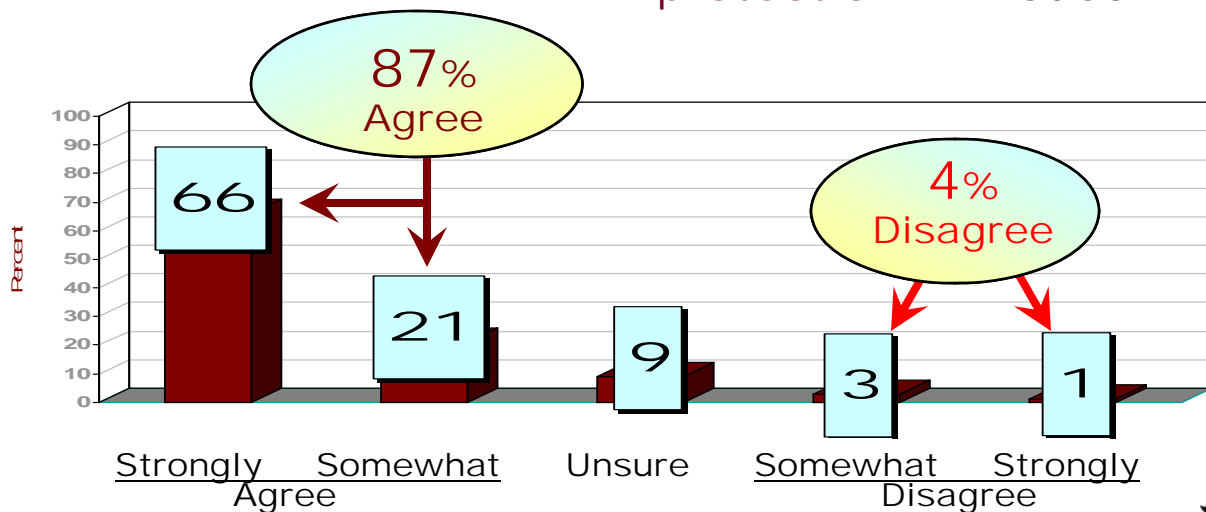


Figure 2A
Parker Avenue Project
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Rating of...
Maintenance of Public Landscaped
Medians & Parkways in Rodeo

Question 2.0: ...what grade would you assign to the overall MAINTENANCE of public landscaped medians and parkways in Rodeo?

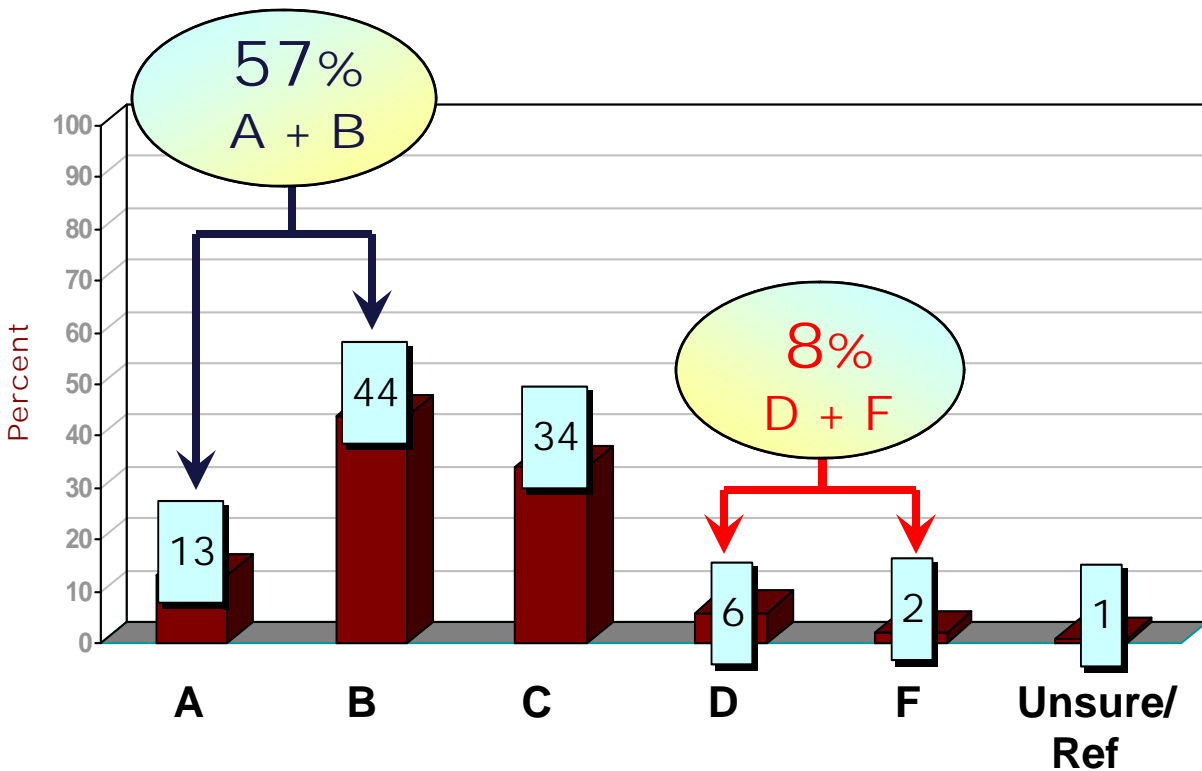


Figure 2B
Parker Avenue Project
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Rating of...
Overall Security & Public Safety
in You Neighborhood

Question 2.1: What grade would you assign to the level of overall security and public safety in your neighborhood?

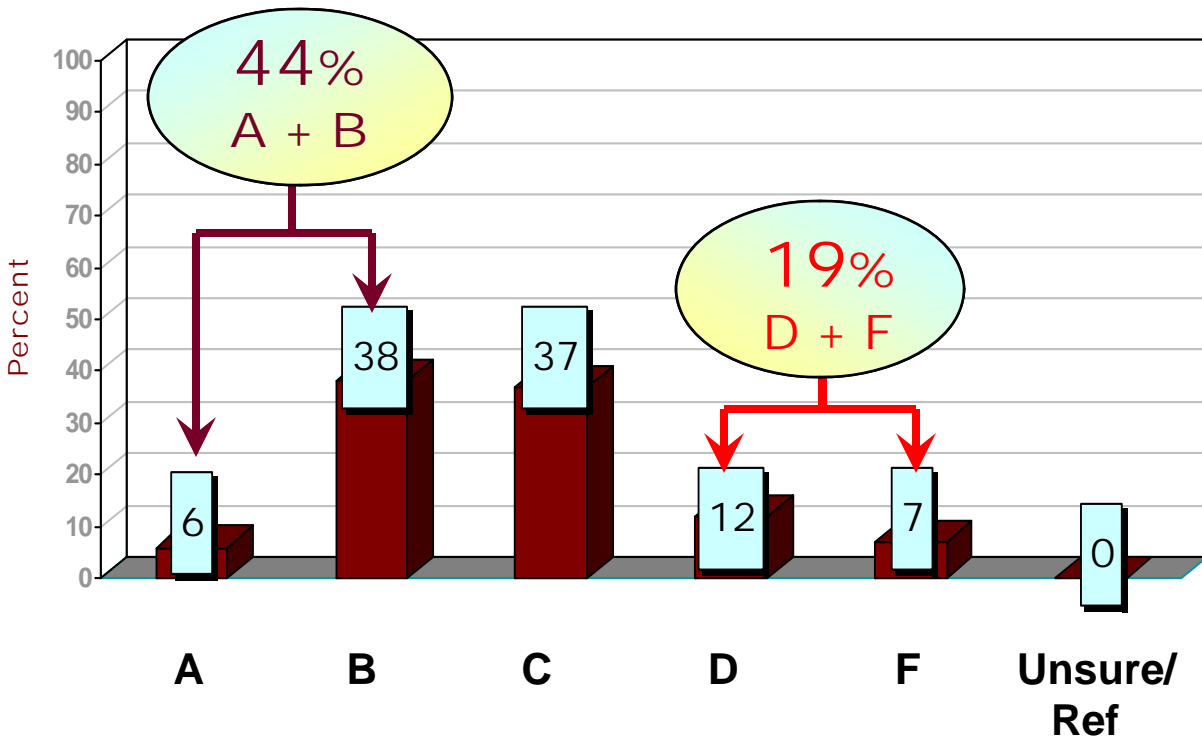


Figure 2C
Parker Avenue Project
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Rating of... Community Events Held in Rodeo

Question 2.2: What grade would you assign to the various **COMMUNITY EVENTS** held in Rodeo throughout the year; these include, for example, a Chili Cook-off, tree lighting ceremonies during the Christmas holiday season, and a pumpkin carving event.

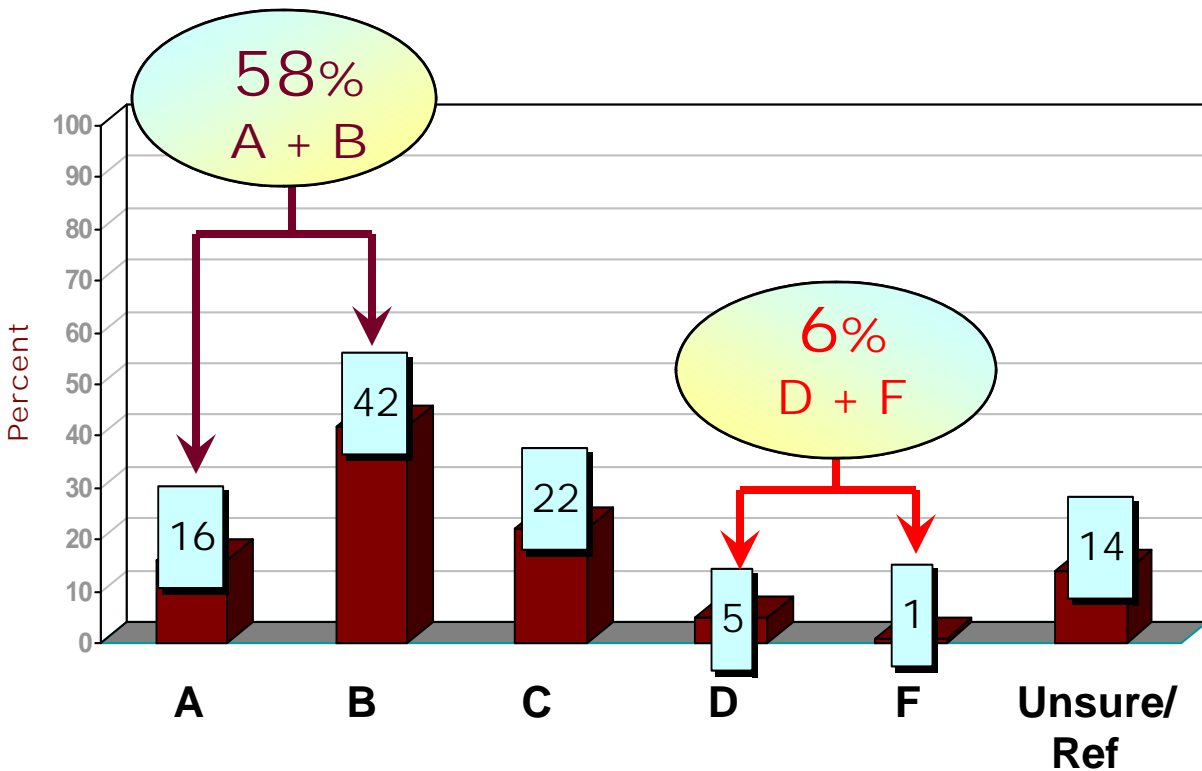


Figure 3A
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Satisfaction with... Programs & Services

Question 3.1: In general, how satisfied are you with the quality of the Programs & Services made available to local residents by or through Contra Costa County?

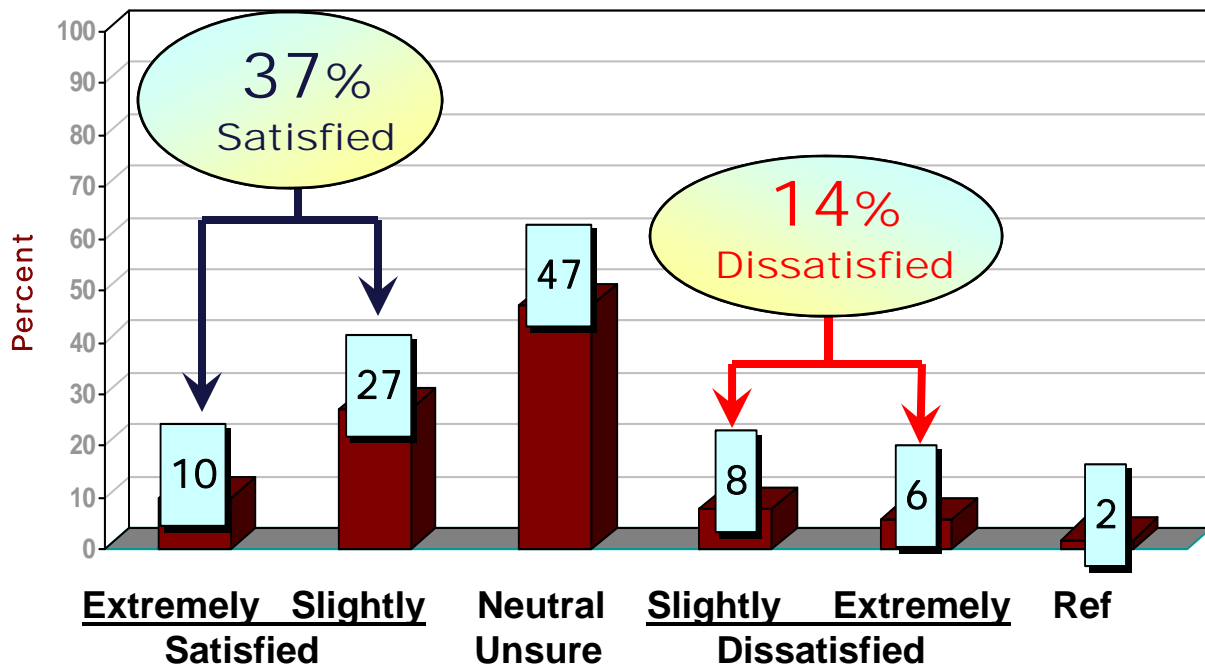


Figure 3B
Parker Avenue Project
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Satisfaction with...
Services Provided through Public Works

Question 3.2: More specifically, how satisfied are you with services provided through **Public Works**, such as street maintenance and flood control facilities, drainage, and-the-like?

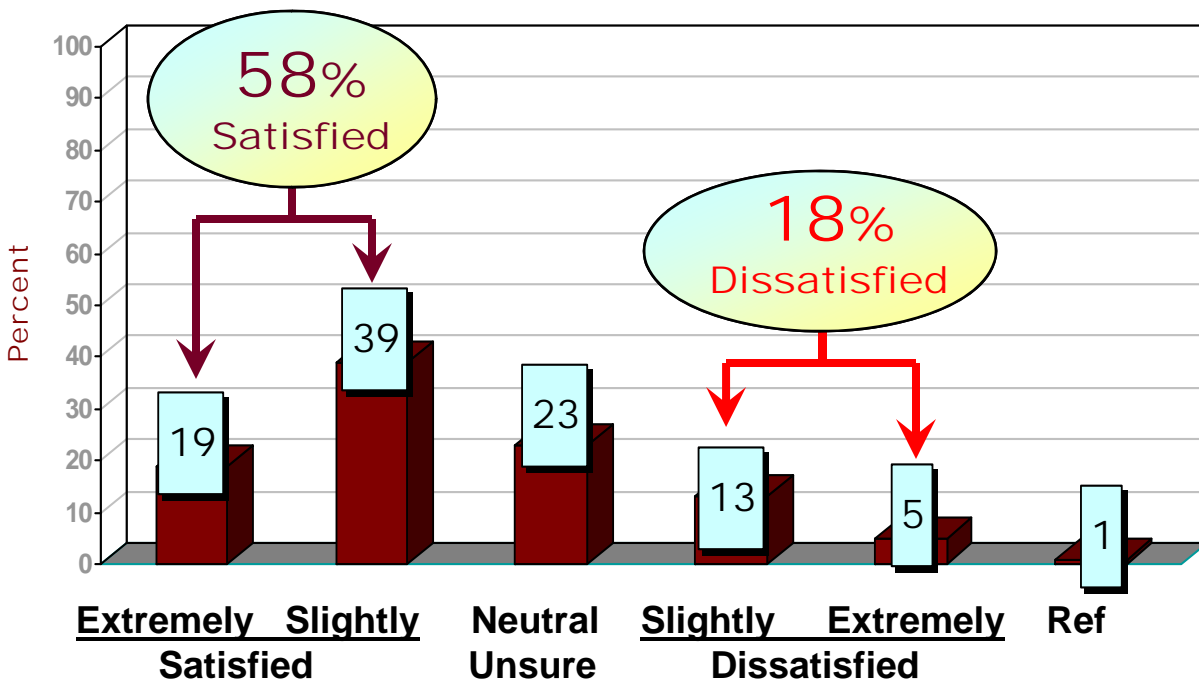


Figure 3C
Parker Avenue Project
September 2009

Satisfaction with...
Recreation Facilities and Programs
At Lefty Gomez Community Center

Question 3.3: How satisfied are you with the recreation facilities and programs made available through the Lefty Gomez Community Center?

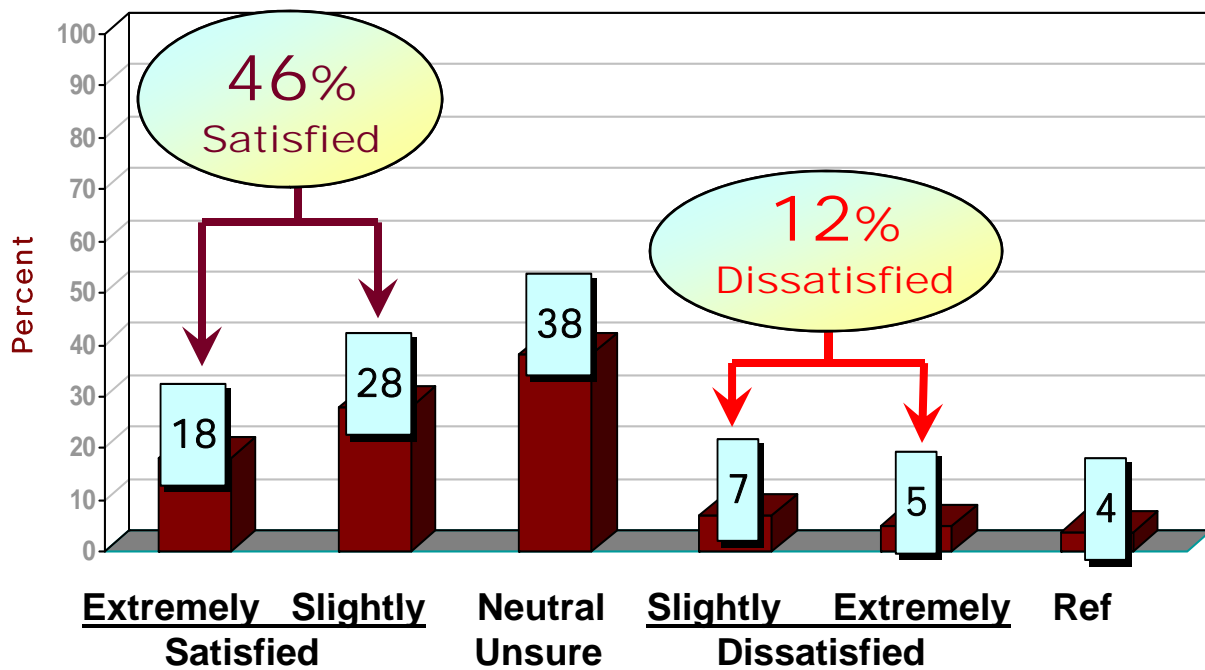


Figure 3D
Parker Avenue Project
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Satisfaction with... Public Safety Services

Question 3.4: How satisfied are you with the quality of public safety services; in particular, police protection, in Rodeo?

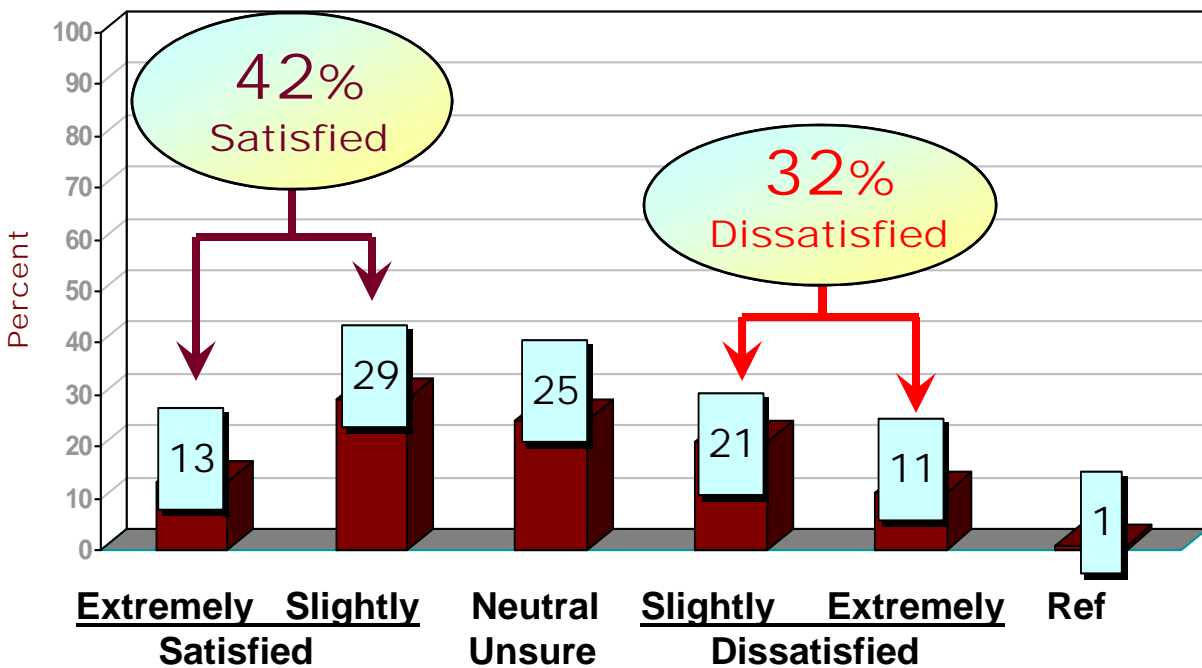


Figure 3E
Parker Avenue Project
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Satisfaction with... Public Education

Question 3.5: How satisfied are you with the quality of public education provided to children living in Rodeo?

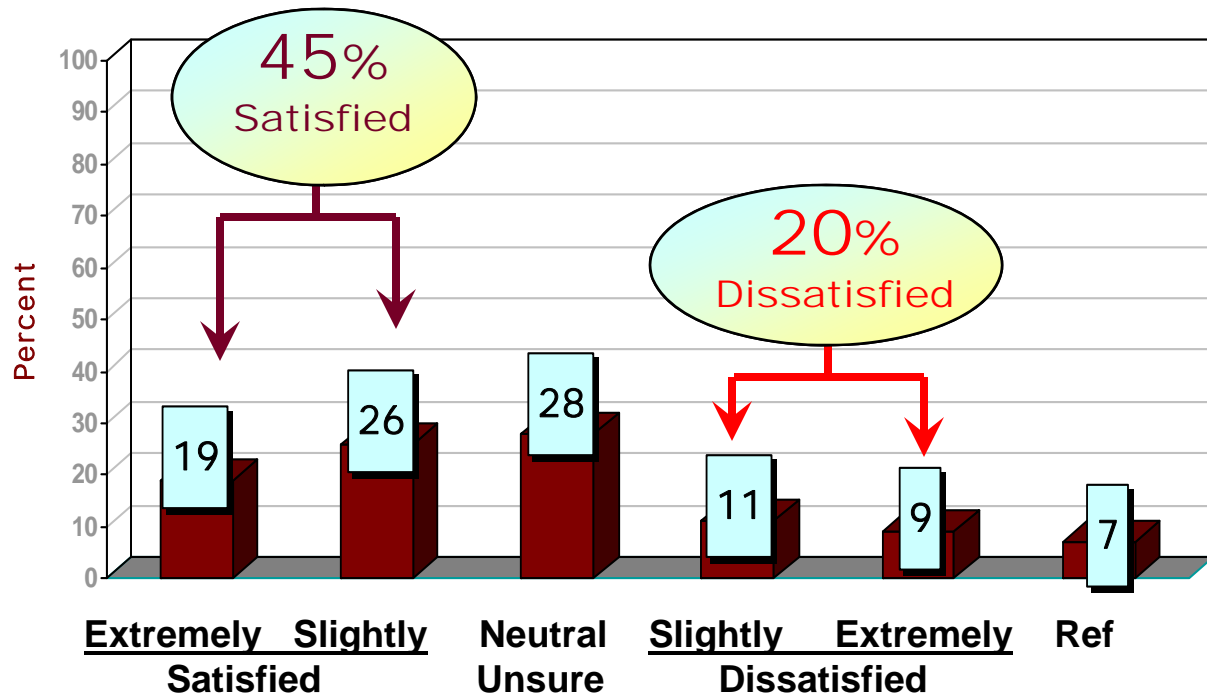


Figure 4A
Parker Avenue Project
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Funding Preferences for: Maintaining Parker Avenue Landscape & Medians

Question 4.1: After looking for viable alternatives, County officials have concluded that the only alternative is for registered voters in Rodeo to authorize a Special Tax to cover the cost of on-going maintenance of the Parker Avenue landscape medians and parkways. Which of the following alternatives would you prefer?

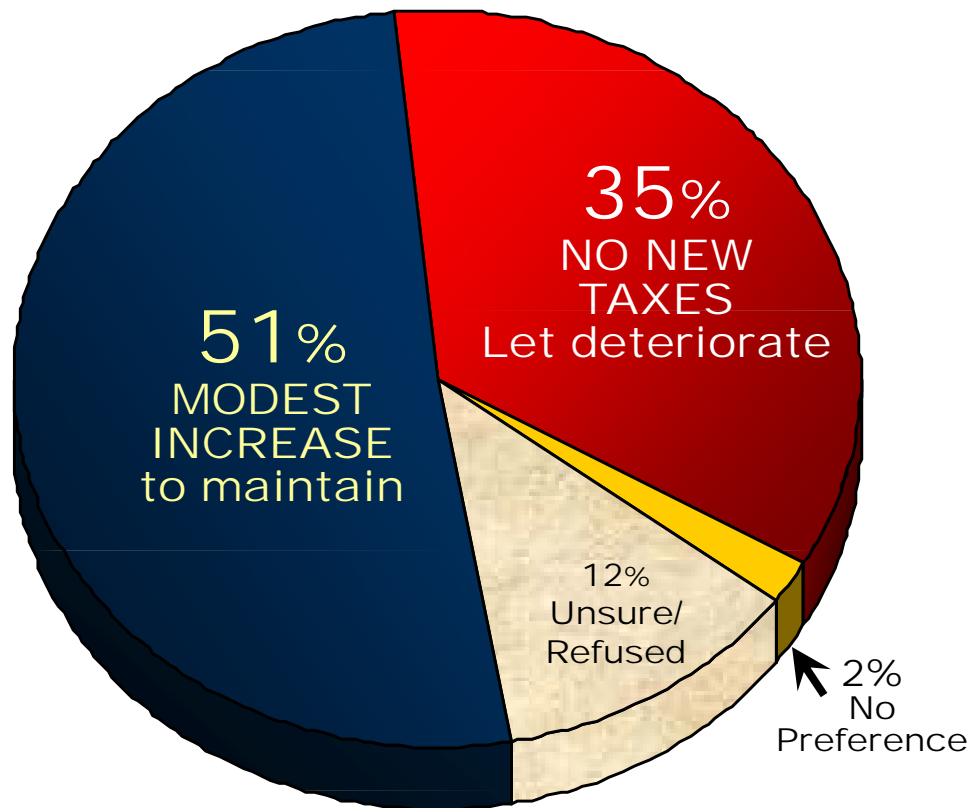


Figure 4B
Parker Avenue Project
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Support for...
Special Tax of \$19/year
for On-going Maintenance
Property Owners

Question 4.2: If a Measure were to be placed on the ballot asking local voters to authorize a Special Tax to property owners in Rodeo of approximately \$19/year/parcel of property owner, which is \$1.60/month, to fund the on-going maintenance of the Park Avenue landscape medians and parkways, would you vote YES or NO?

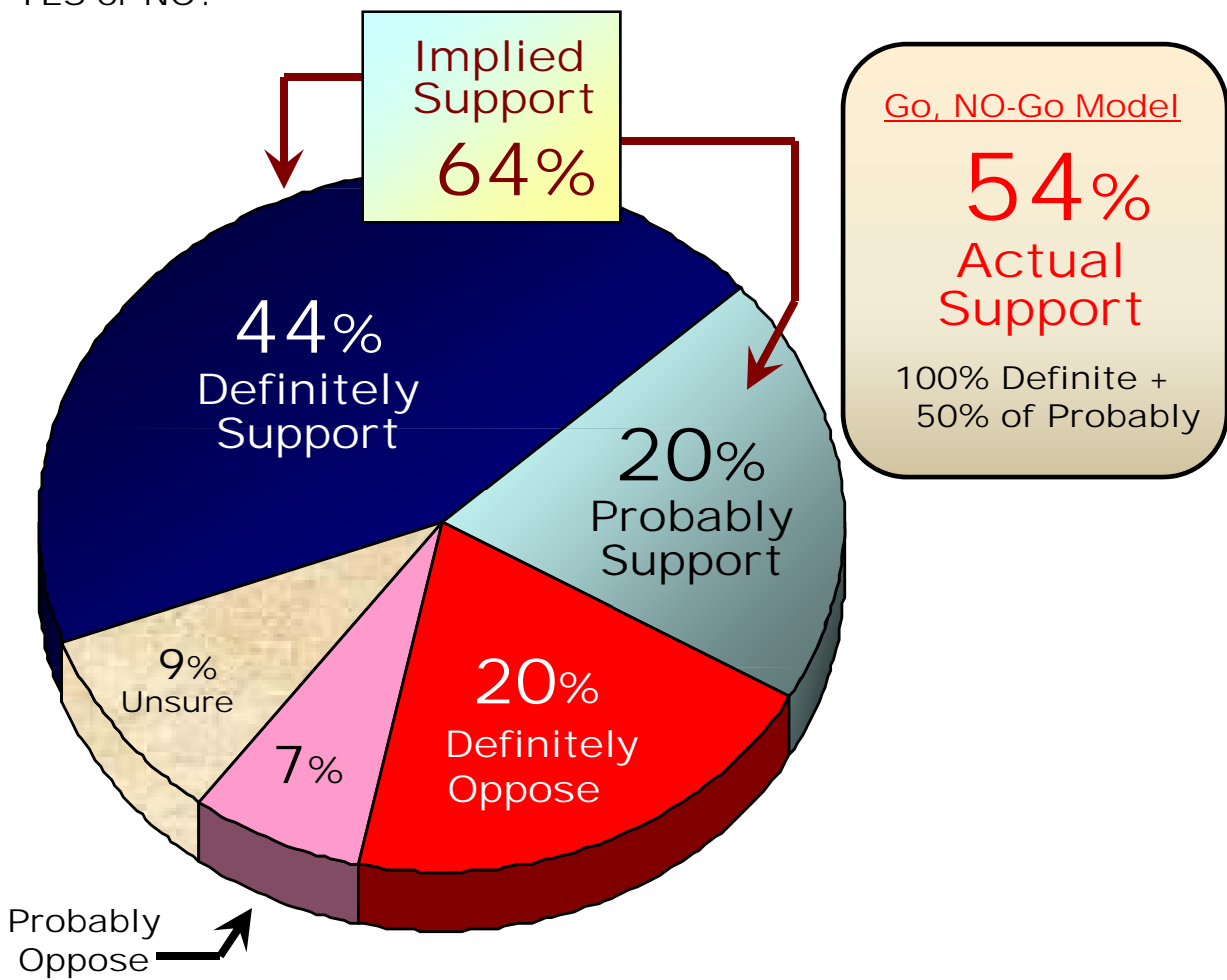


Figure 5
Parker Avenue Project
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Support for...
Special Tax for Full-time Deputy Sheriff
Assigned to Rodeo

Question 5.1: If a Measure were to be placed on the local ballot asking registered voters in Rodeo to support a Special Tax of approximately \$75/year/parcel of property owned in Rodeo, which is \$6.25/month, to provide the funding needed for having a full-time Deputy Sheriff assigned to Rodeo, exclusively, would you vote YES or NO for such a measure?

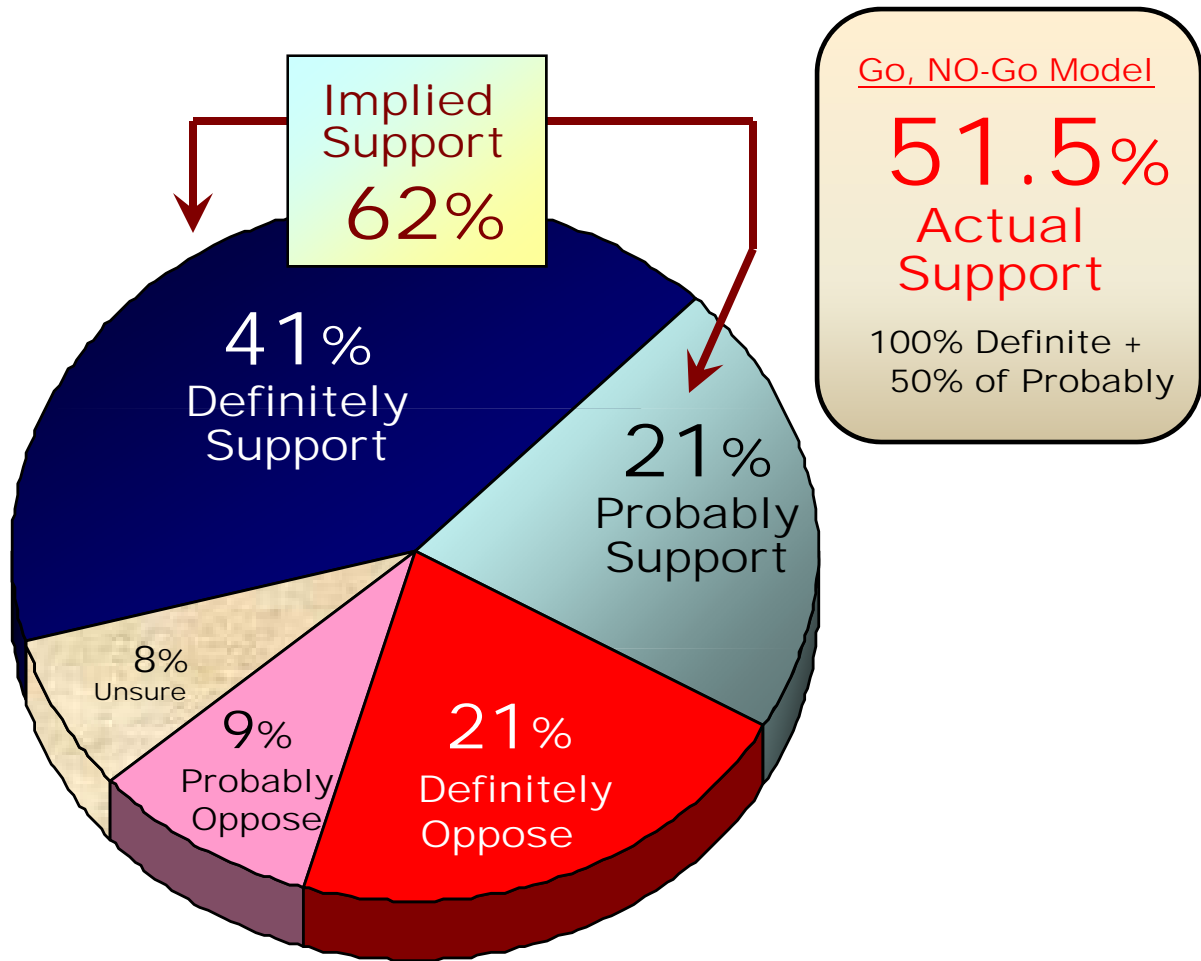


Figure 6
Parker Avenue Project
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Support For...
Special Tax for
Additional Community Events

Question 6.1: If a Measure were to be placed on the local ballot, today, asking registered voters in Rodeo to support a Special Tax amounting to approximately \$9.50/year, less than 80 cents per month, to provide funding for a variety of community events throughout the community, would you vote YES or NO for such a measure?

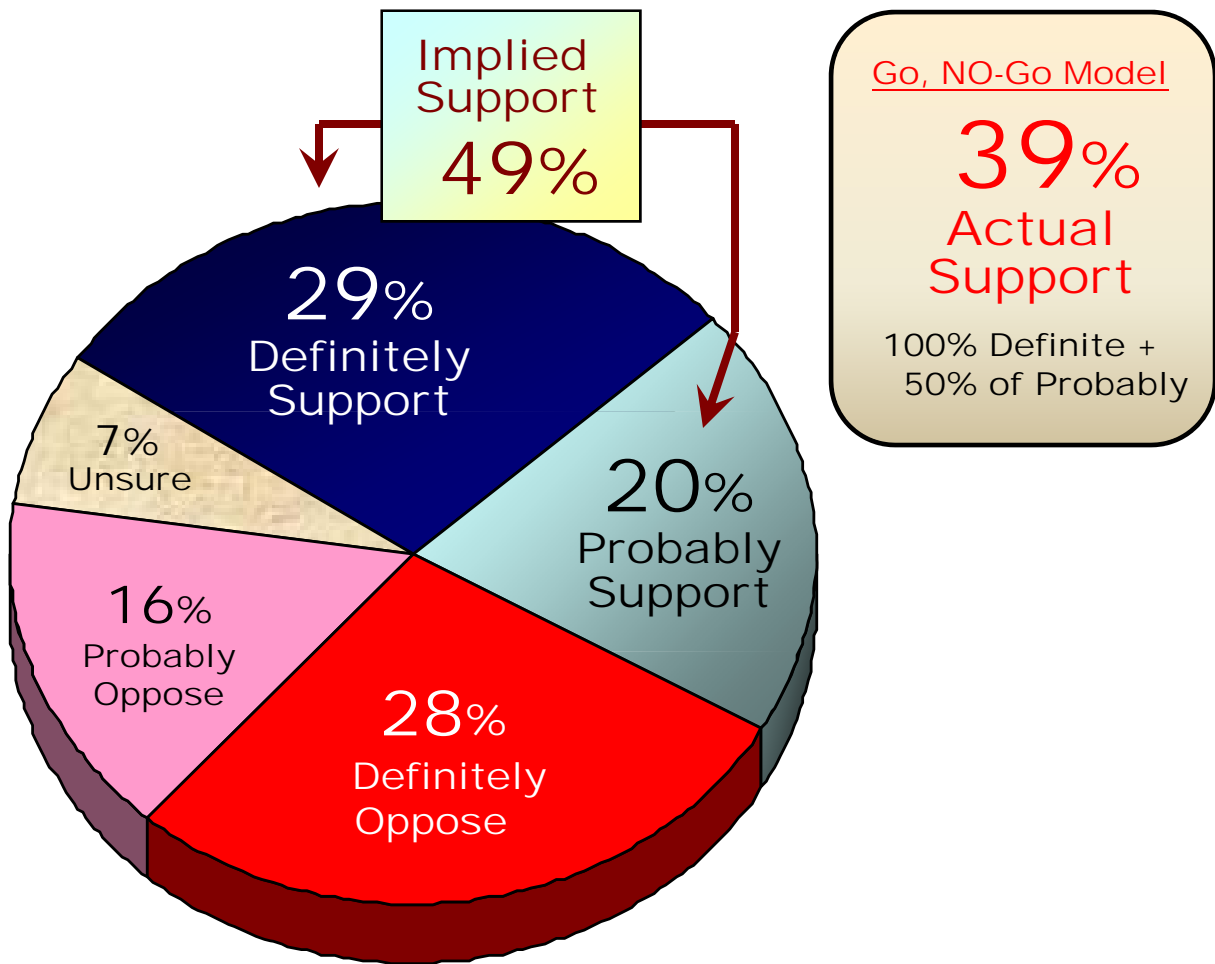


Figure 7A
Parker Avenue Project
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Benchmark Support for... Placing ALL THREE Expenditures on Same Ballot

Question 7.1: If a Measure were to be placed on the ballot, today, asking Rodeo voters to approve a Special Tax to fund on-going maintenance of the Parker Avenue landscape medians and parkways, providing for a variety of community events throughout Rodeo, and fund an additional full-time Deputy Sheriff to patrol Rodeo, exclusively - at a cost of about \$104/year/parcel of property owned, which is less than \$9/month - would you vote YES or NO for such a Measure?

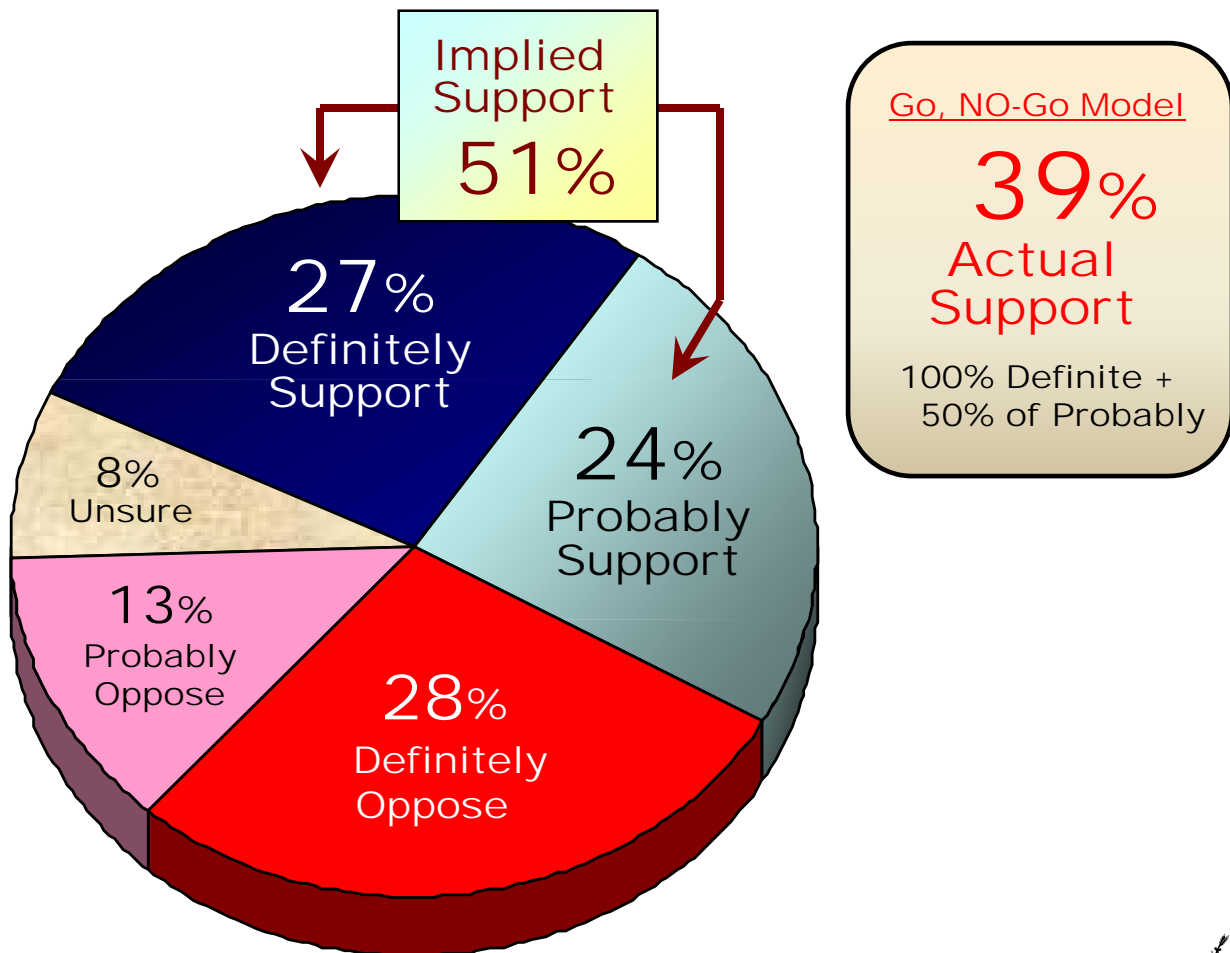


Figure 7B
Parker Avenue Project
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Threshold of Willingness to Pay for Landscape Maintenance and/or Community Events and/or Deputy Sheriff assigned to Rodeo

Question 7.2: Since you would NOT be willing to pay \$104/year, which is less than \$9/month, for the above three sets of services, County officials would like to know what amount of additional tax, if any, you would be willing to pay for at least some of these services. Would you be willing to pay...

Asked ONLY of those who were NOT willing to pay \$104 per year

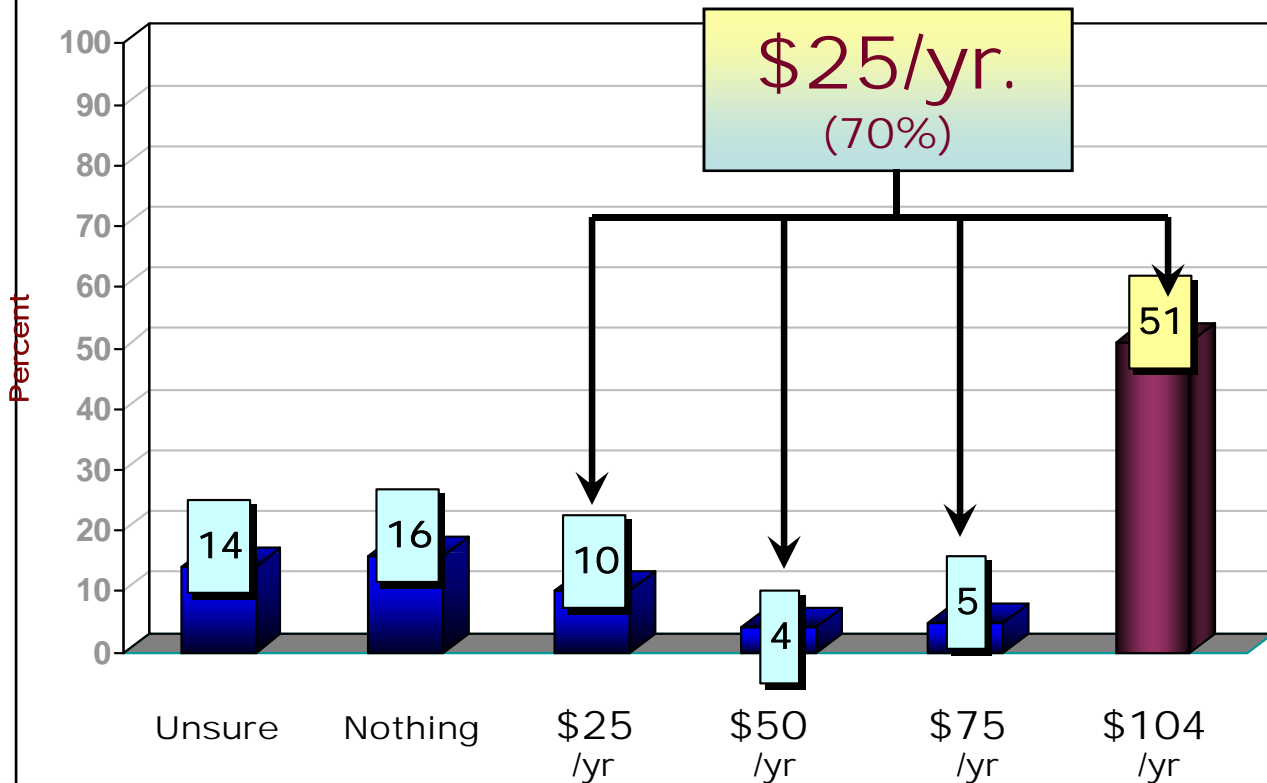


Figure 9
Parker Avenue Project
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Support For...
Three Funding Measures
AFTER Arguments
Property Owners

Question 9.0: Now that you have heard several arguments FOR and AGAINST authorizing a Special Tax to pay for the on-going maintenance of Parker Avenue landscape medians and parkways, to fund an additional full-time Deputy Sheriff who would be assigned, exclusively, to Rodeo, and to create a variety of community events throughout Rodeo to enhance community spirit...if you were to vote today, would you vote YES or NO on such a ballot measure?

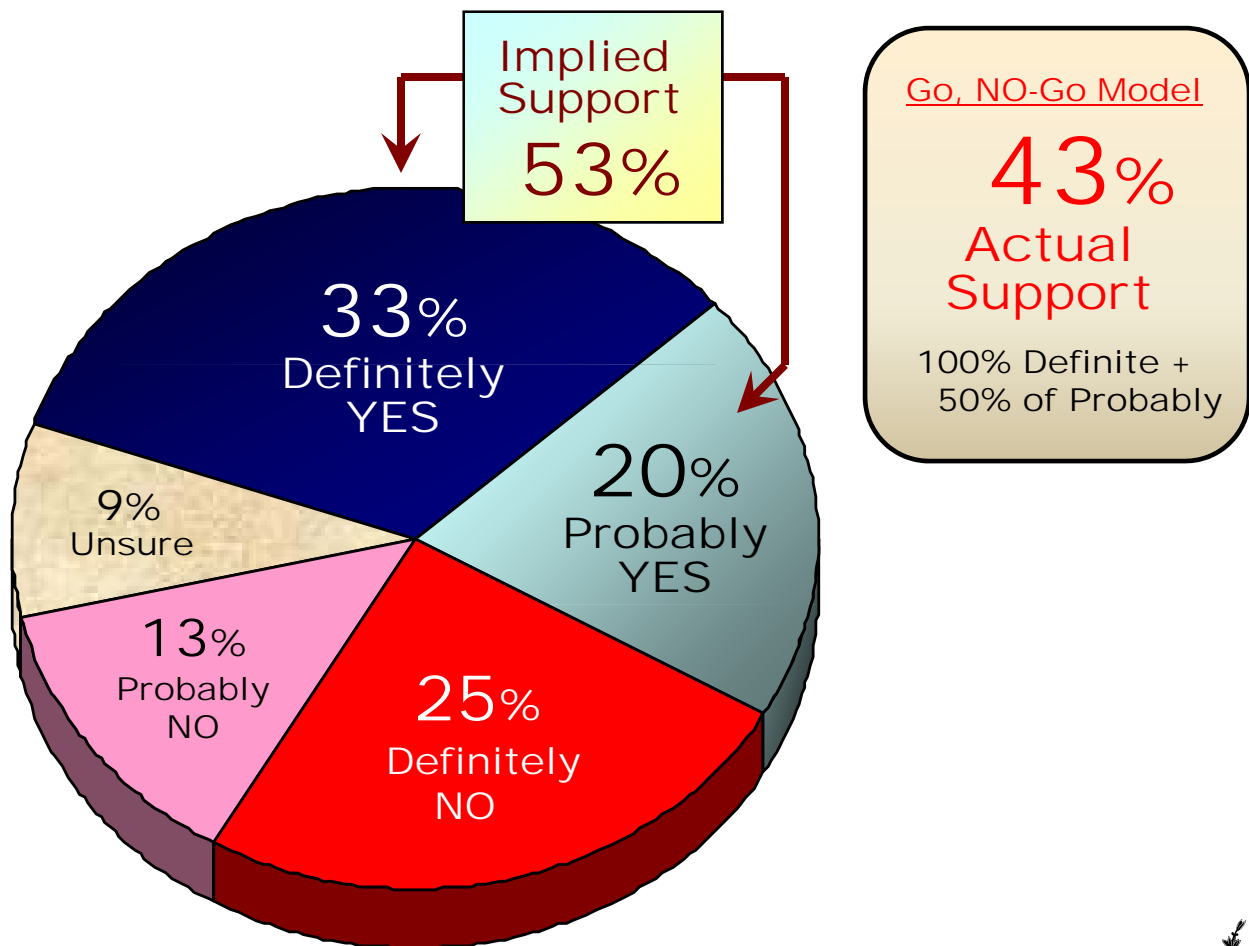


Figure 10
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Feasibility of Incorporating a CPI

Question 10.1: Would you support the idea of asking local voters to authorize the inclusion of an annual INDEX OF CHANGE to any funding Measure placed on the local ballot; this Index would range between 3% and 4% per year, in order to keep pace with the increased cost of providing these services from year-to-year?

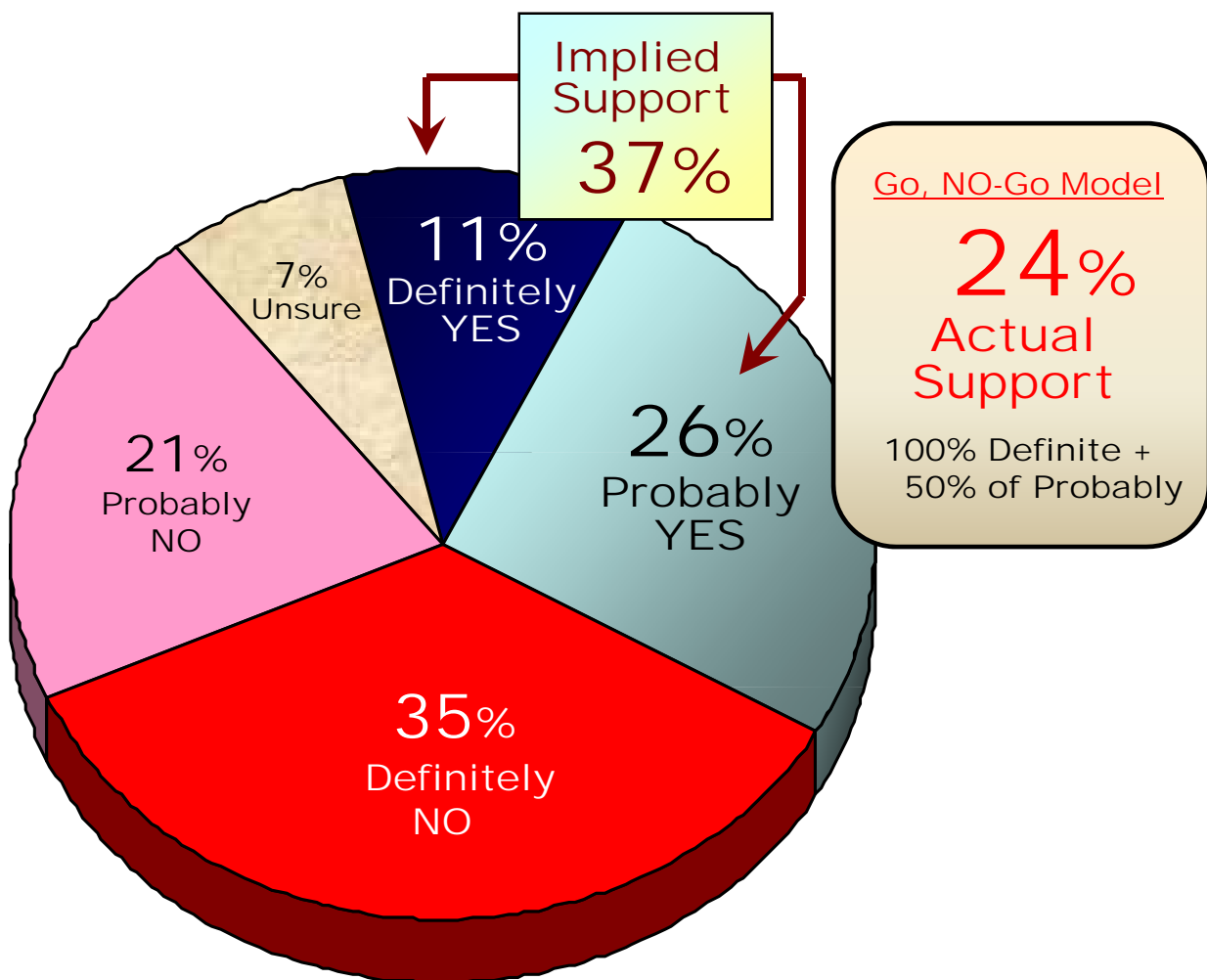


Figure 11A
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Do You Use Facilities at Lefty Gomez Community Center

Question 11.1: Do you, or any members of your family use the facilities at Lefty Gomez Community Center?

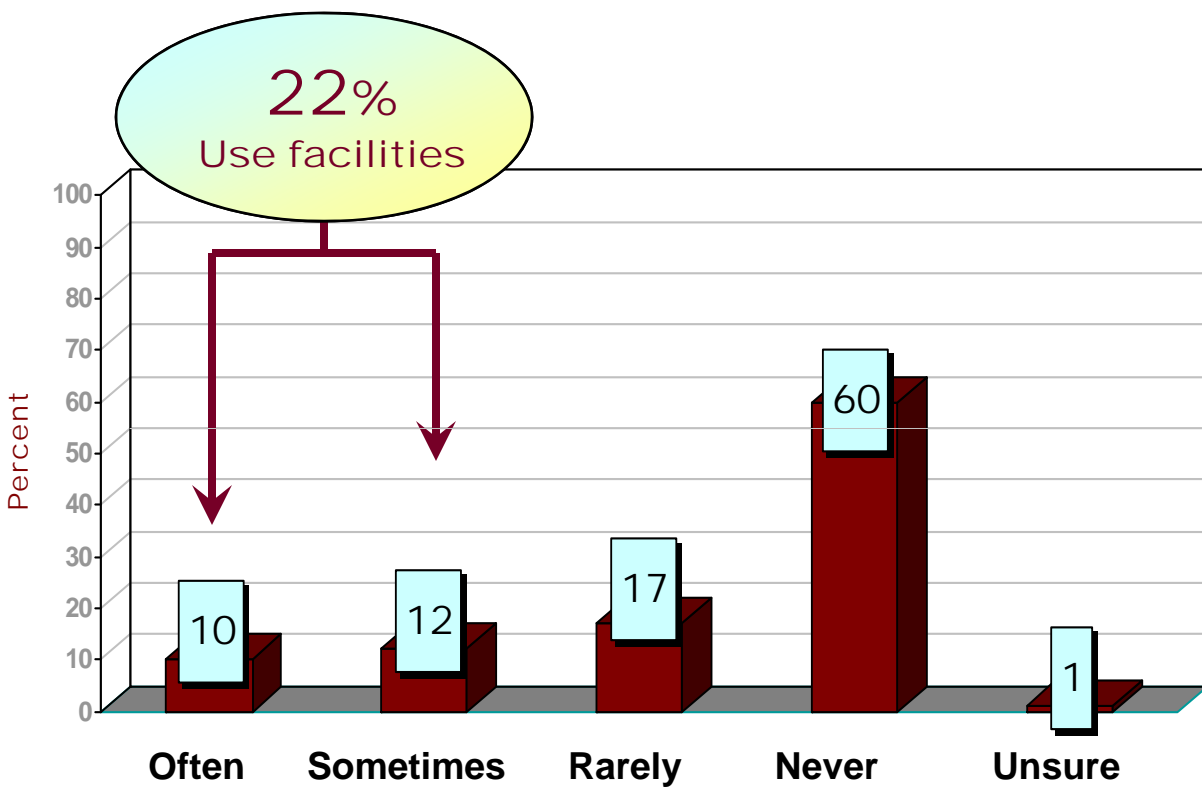


Figure 11B
Parker Avenue Project
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Importance of Lefty Gomez Community Center to Quality of Life in Rodeo

Question 11.2: How important is Lefty Gomez Community Center to the quality of life one enjoys as a resident of Rodeo?

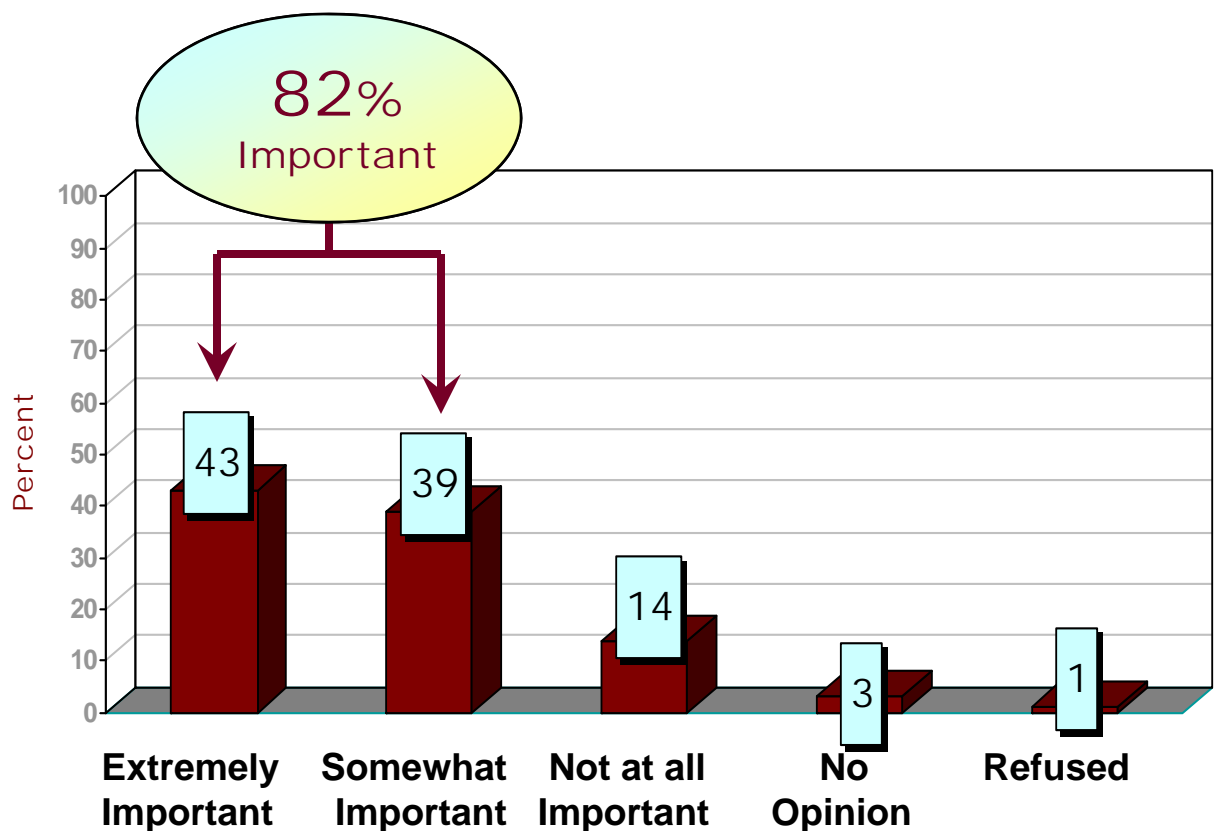


Figure 11C
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Programs/Facilities would Like to See at Community Center

Question 11.3: Are there programs or recreation facilities NOT presently available at Gomez Community Center that you would like to see added?

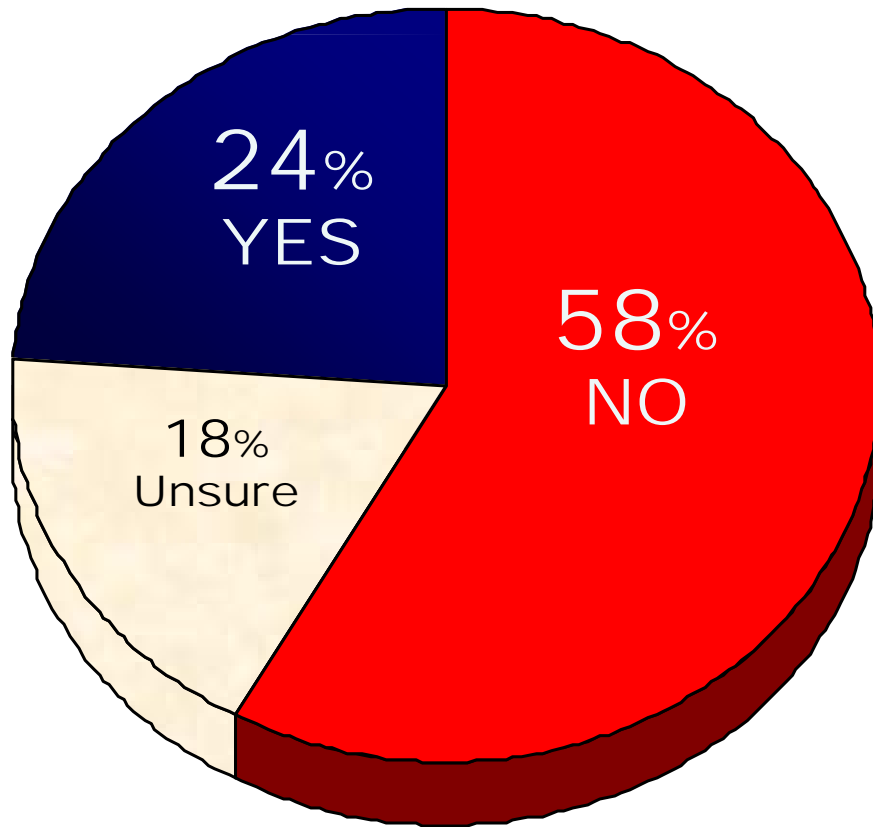


Figure 11D
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Willing to Pay **Modest Increase** in Tax to Add Facilities to Community Center

Question 11.4: Would you be willing to pay a modest increase in local taxes to have additional recreation facilities constructed at Lefty Gomez Community Center?

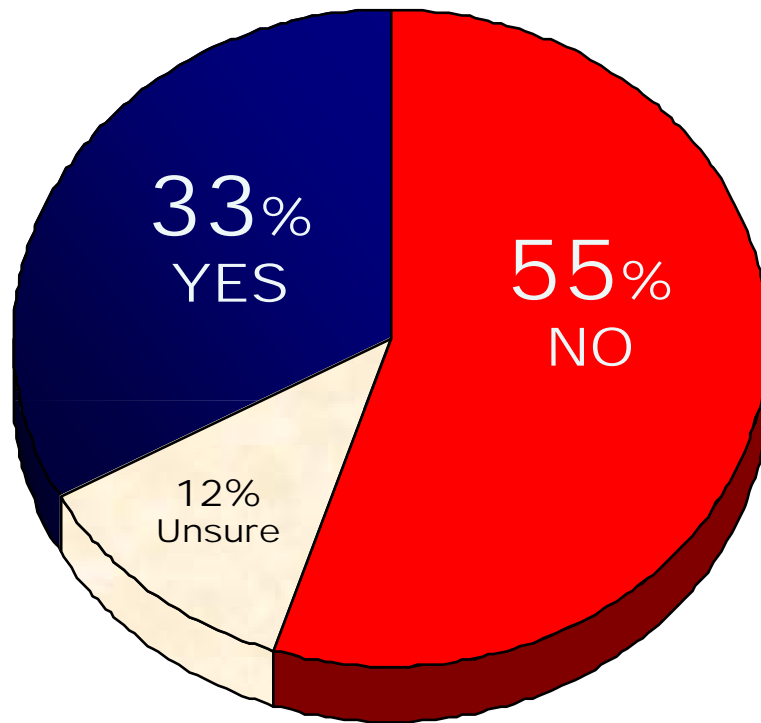


Figure 11E
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Are Facilities at Community Center Adequately Maintained?

Question 11.5: In your opinion, are the facilities at Lefty Gomez Community Center adequately maintained?

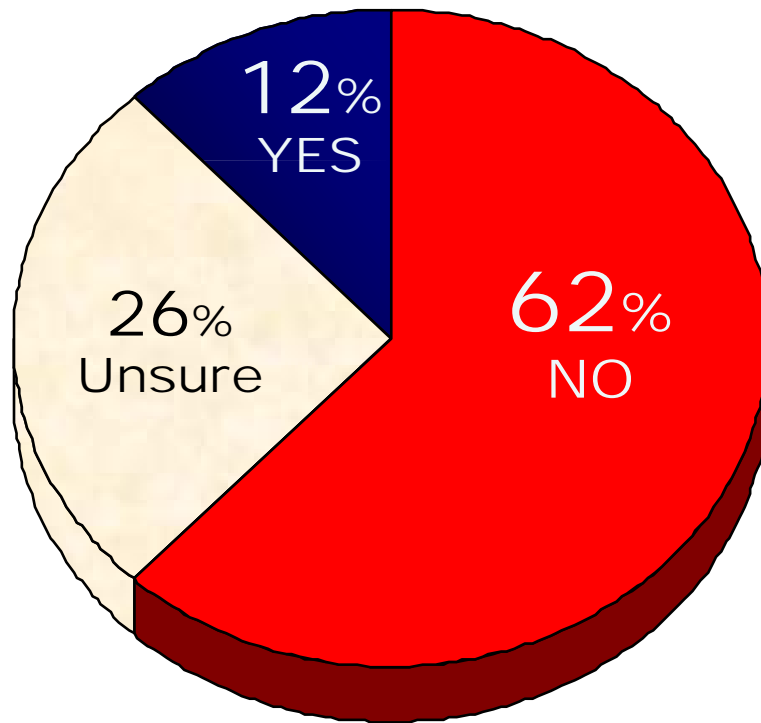
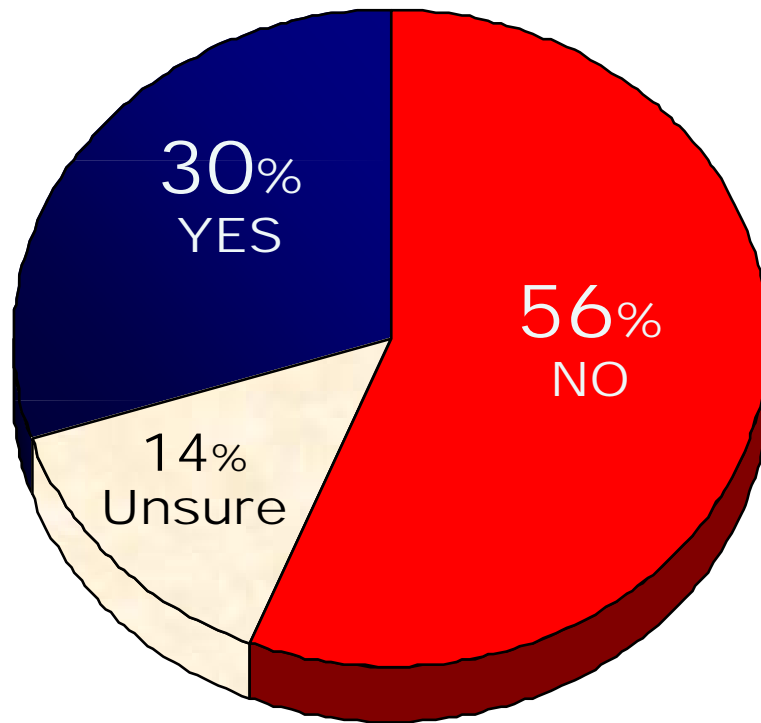


Figure 11F
Parker Avenue Project
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Willing to Pay **Modest Increase** in Tax to have Community Center Better Maintained

Question 11.6: Would you be willing to pay a modest increase in local taxes to have the facilities constructed at Lefty Gomez Community Center better maintained?



Thank You



*We'll be pleased to
Take Questions Now*



Figure 12A
Parker Avenue Project
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Demographics

Length of Residency

0-5 yrs	15%
6-10 yrs	17%
11-25 yrs	34%
Over 25 yrs	33%
Refused	1%

Income

Under \$25K	9%
\$25-\$50K	16%
\$50-\$75K	20%
\$75-\$100K	18%
Over \$100	19%
Refused	18%

Education

Less than High School	3%
High School	25%
Some College	38%
College Grad	23%
Grad School	9%
Refused	2%

Type of Housing

Single Family home	88%
Town house	2%
Condominium	0%
Apartment	3%
Duplex/triplex	2%
Other	1%
Unsure/Refused	4%

Age

18-25	4%
26-35	7%
36-50	29%
51-65	34%
Over 65	23%
Refused	3%

Ethnicity

Caucasian	60%
Hispanic	10%
Black	12%
Nat Am	2%
Nat Haw	1%
Asian	6%
Other	3%
Refused	6%

Gender

Male	44%
Female	56%

Ideology

Liberal	27%
Moderate	36%
Conservative	25%
Refused	12%

Home Ownership

Own	84%
Rent	14%
Refused	2%

