

# City of Encinitas - Likely Voter Survey – Report on Results –

*May 9, 2016*



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# City of Encinitas - Likely Voter Survey

## Report on results

From Friday, April 29 through Thursday, May 4, 2016 Probolsky Research conducted a telephone survey of likely November, 2016 General Election voters within the City of Encinitas.

A total of 303 surveys were collected. A survey of this size yields a margin of error of +/-5.8% with a 95% degree of confidence. Interviews were conducted with voters on both landline and cell phones (52.1% of completed interviews were made on mobile phones) and were offered in English and Spanish languages. Our sample was developed from voter files originally compiled by San Diego County Registrar of Voters. Likelihood to vote was determined based on past voting behavior. Probolsky Research applies a stratified random sampling methodology to our sample design. In other words, we ensure that the demographic proportions of survey respondents match the demographic composition of the universe being researched.

Our November, 2016 General Election turnout model (PDI Universe 16P9 PLUS those who have registered to vote since January 2016) consisted of those voters who: (Voted at least 1 of 11/12, 6/14 or 11/14), Or (Voted at least 2 of 2/08, 6/08, 11/08, 6/10, 11/10 or 6/12), Or (Registered since 11/14) & to qualify for universe all voters had to have voted on 11/12, in 2014 or 2015, or any Registered since 11/14, OR registered to vote since 1/16.

Probolsky Research specializes in opinion research on behalf of business, government, non-profit and special interest clients.



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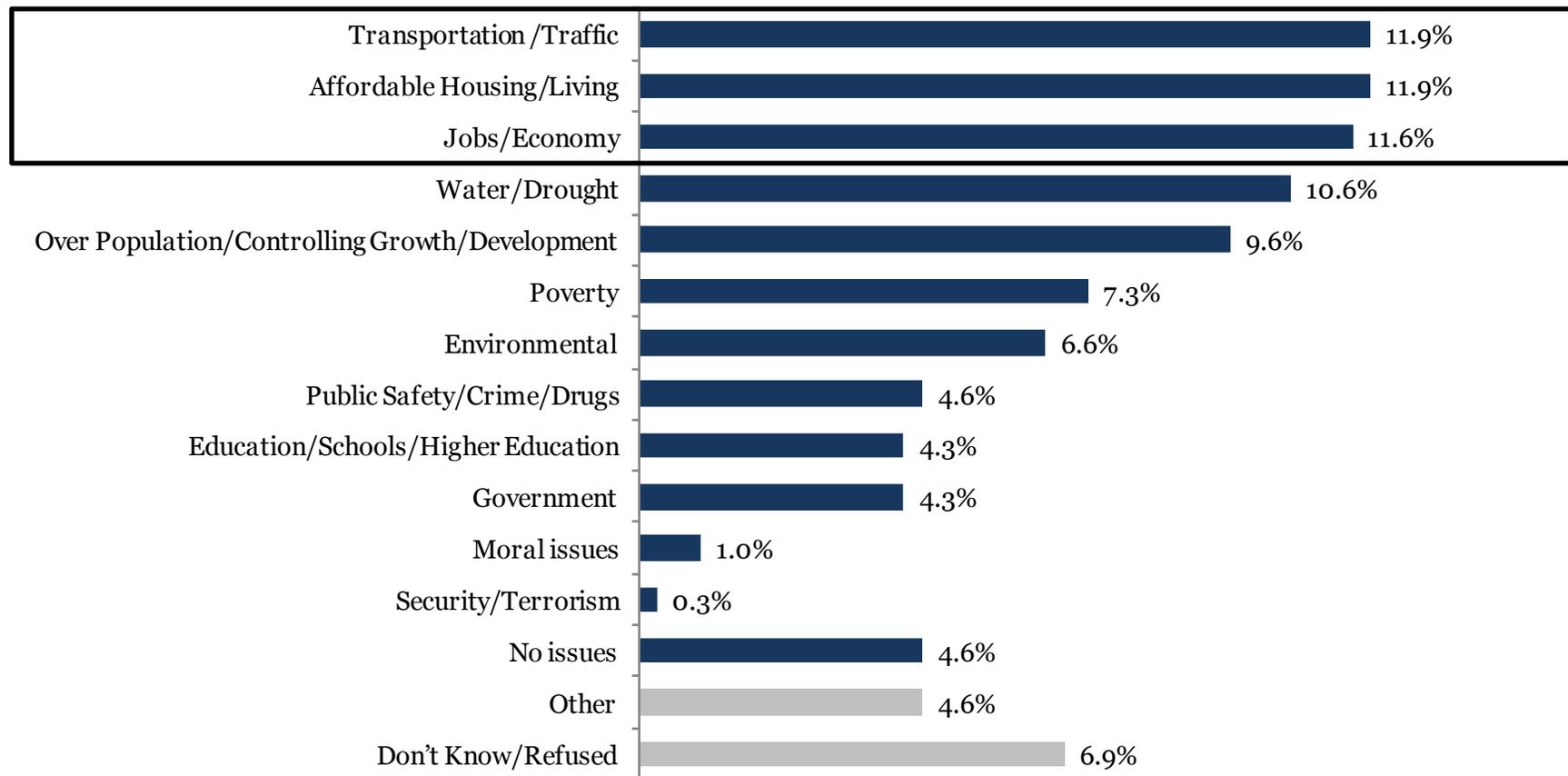
# General Regional Themes



# Transportation, housing and jobs/the economy

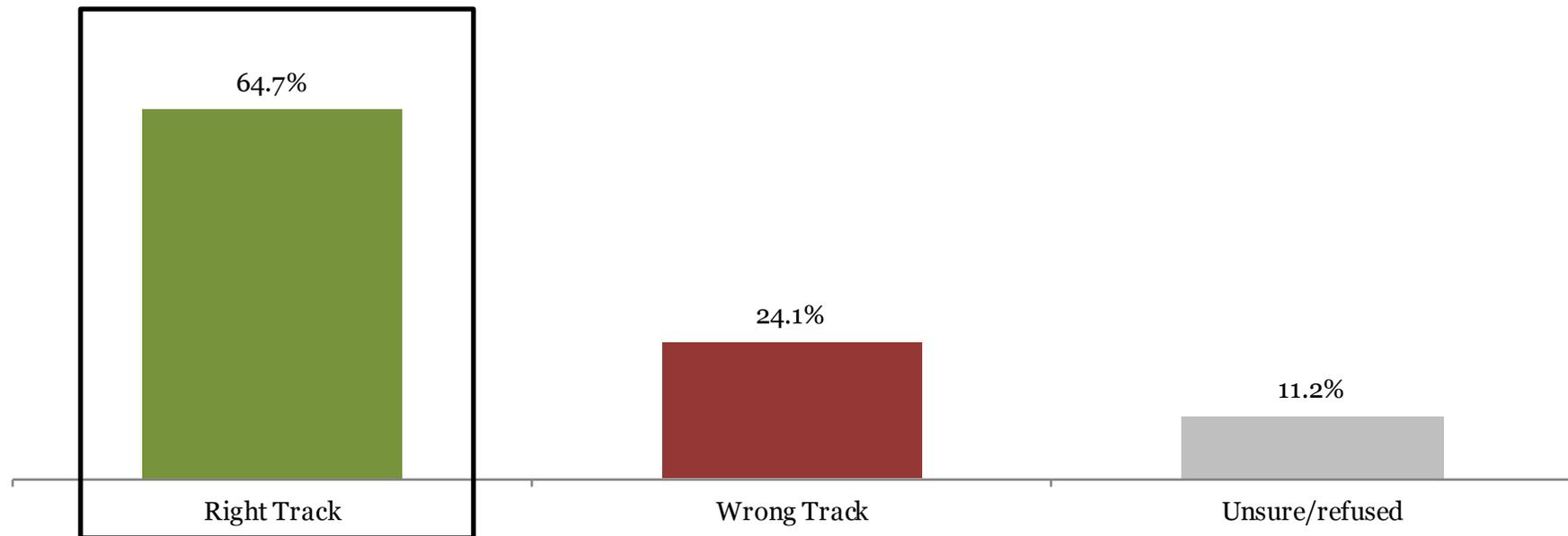
Are the most important issues in the community

Question: What is the most important issue facing your community today?



# 64.7% think the City of Encinitas Is on the right track

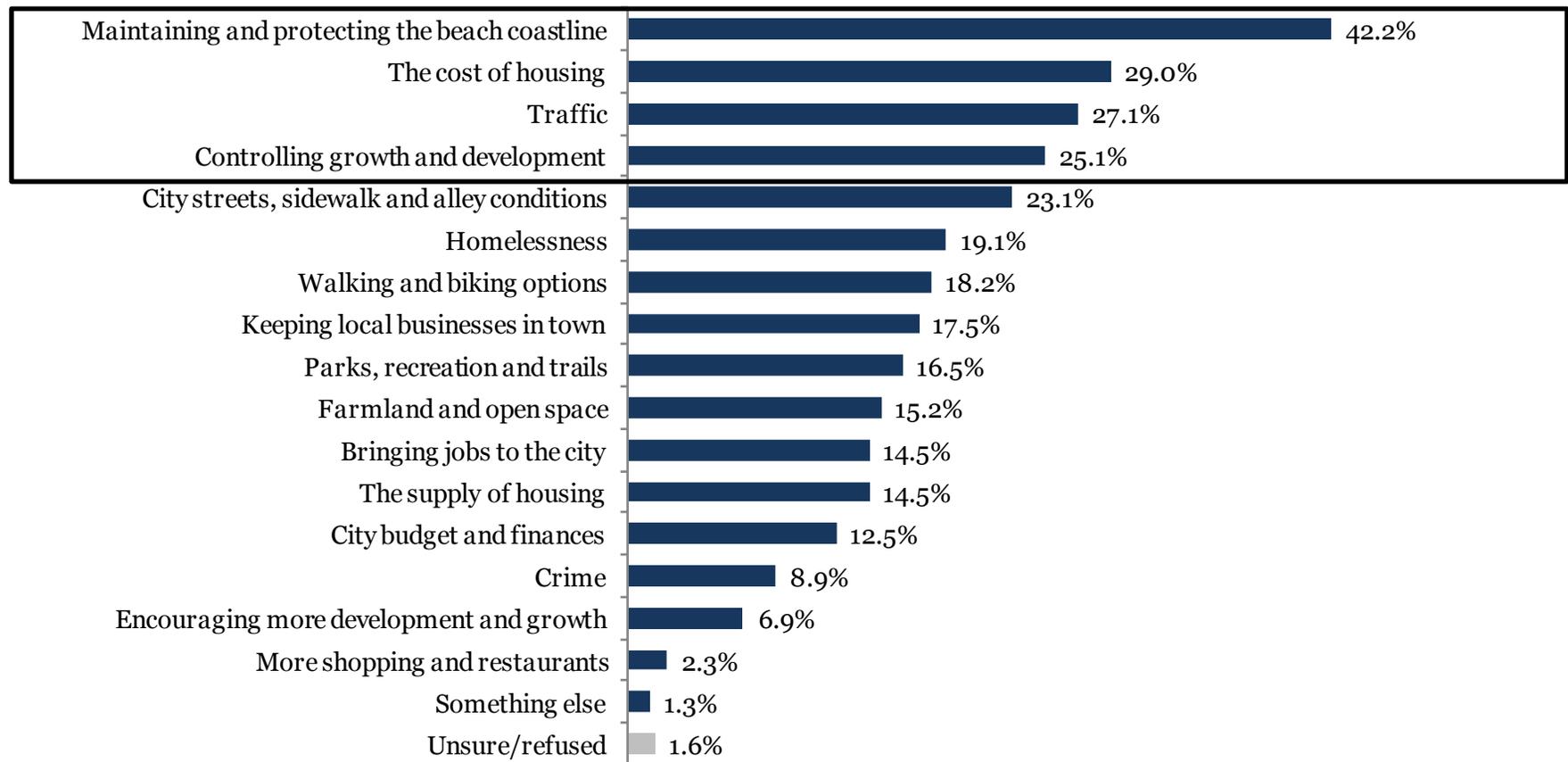
Question: Do you think that the City of Encinitas is on the right track or on the wrong track?



# What community issues are most important

To Encinitas' likely voters

Question: Now I am going to read a list of several issues that may be facing your community. Please listen to each and then tell me which three issues are the most important to you? Choose three.



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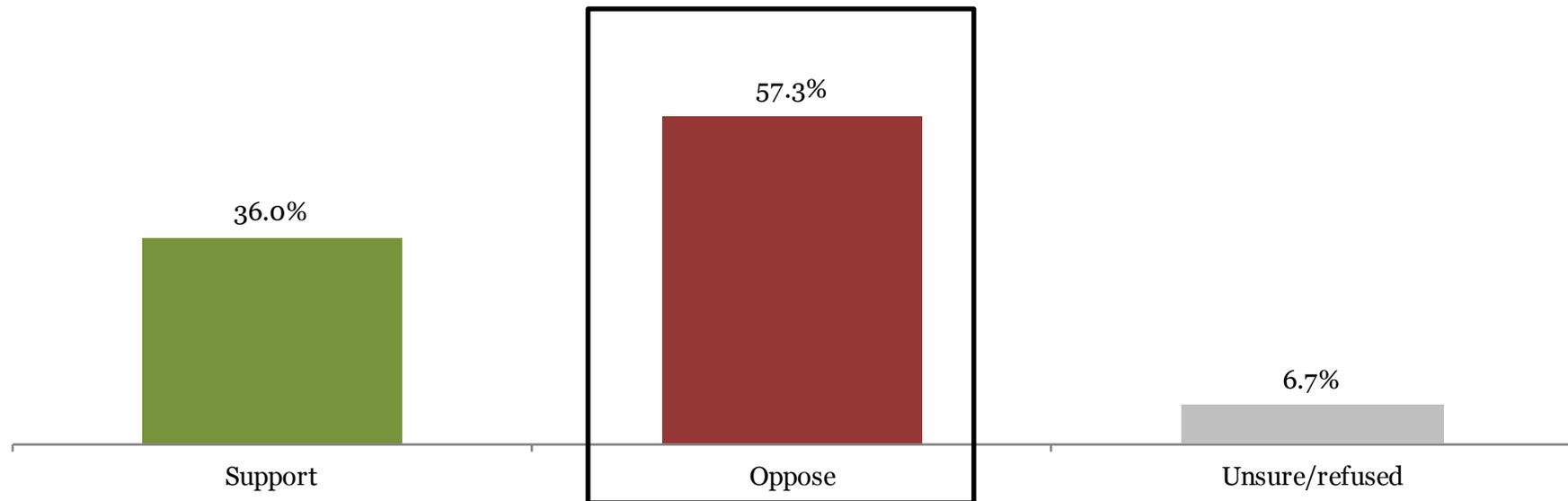
# The Community Appears to View New Development Negatively



# 57.3% oppose more residential development

## In Encinitas

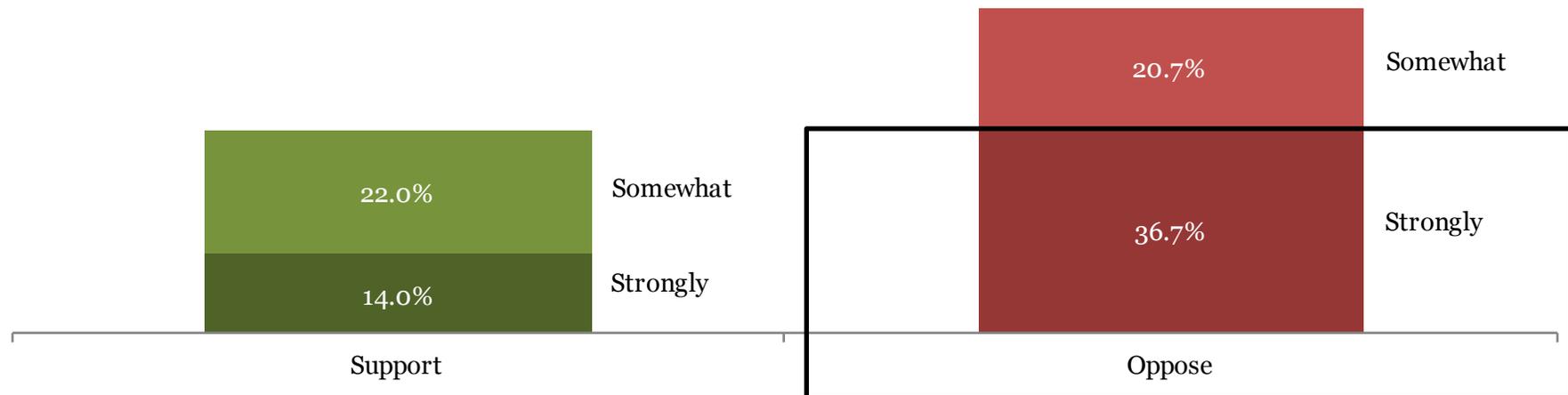
Question: In general, do you support or oppose more residential development, such as new housing, in Encinitas?



# The intensity of opposition to new residential development

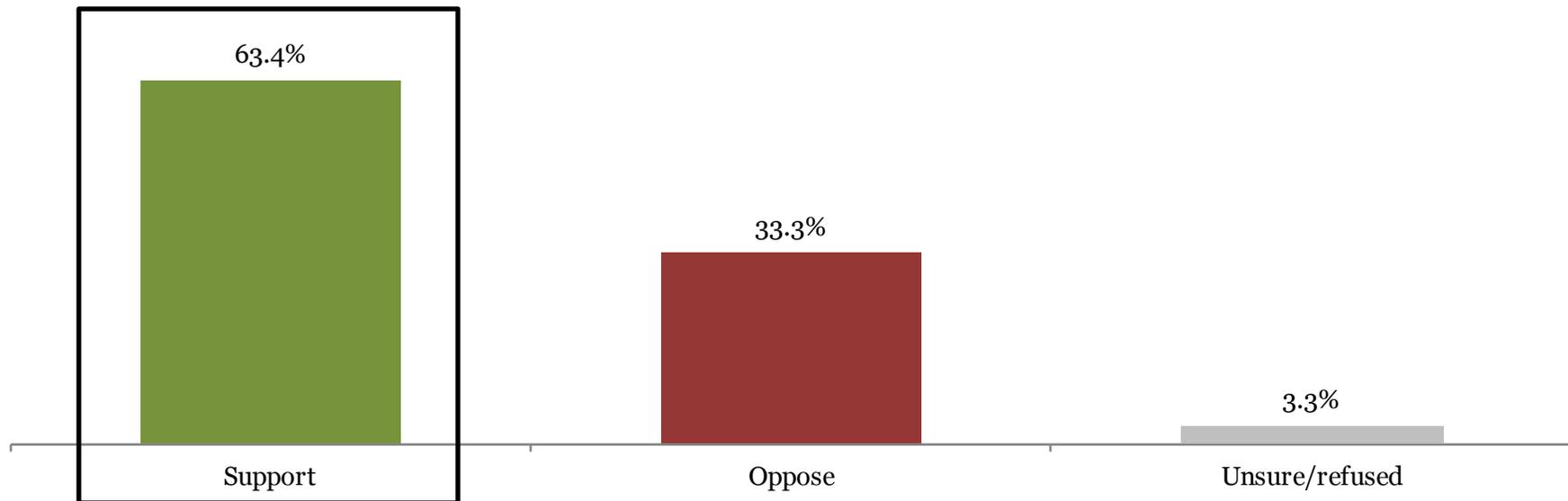
Is significant (36.7% say they *strongly* oppose)

Question: And would you say that you strongly or somewhat (support/oppose)?



# 63.4% support more residential development that is priced Within the reach of working families, young professionals and new home buyers

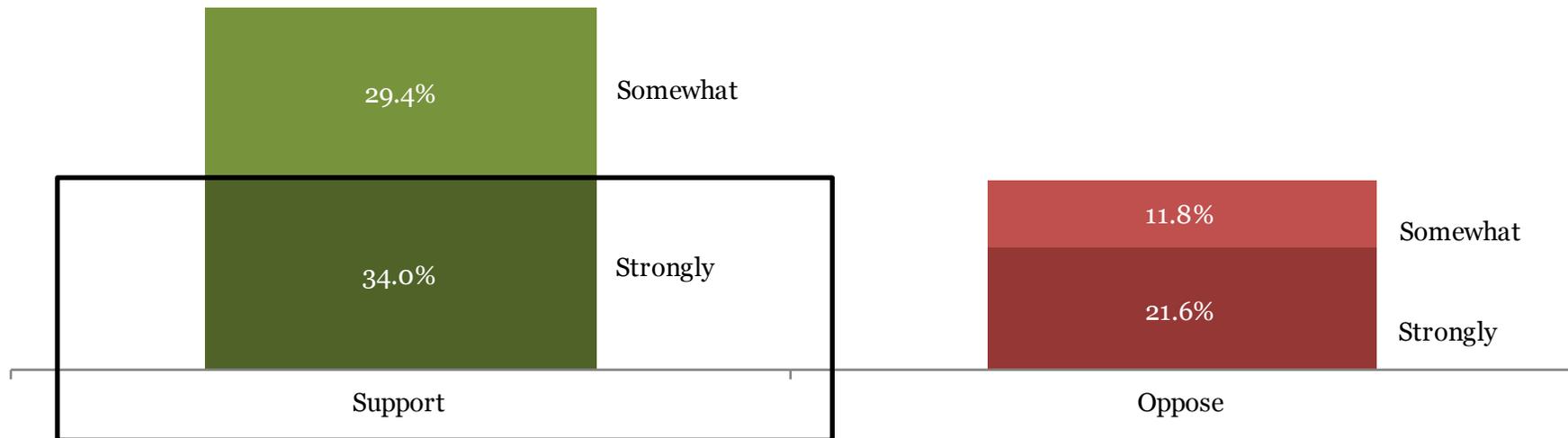
Question: In general, do you support or oppose more residential development that is priced at a level that is within reach of most working families, young professionals and new home buyers in Encinitas?



# The intensity of support for residential development

That is more affordable is significant (34.0% say they *strongly* support)

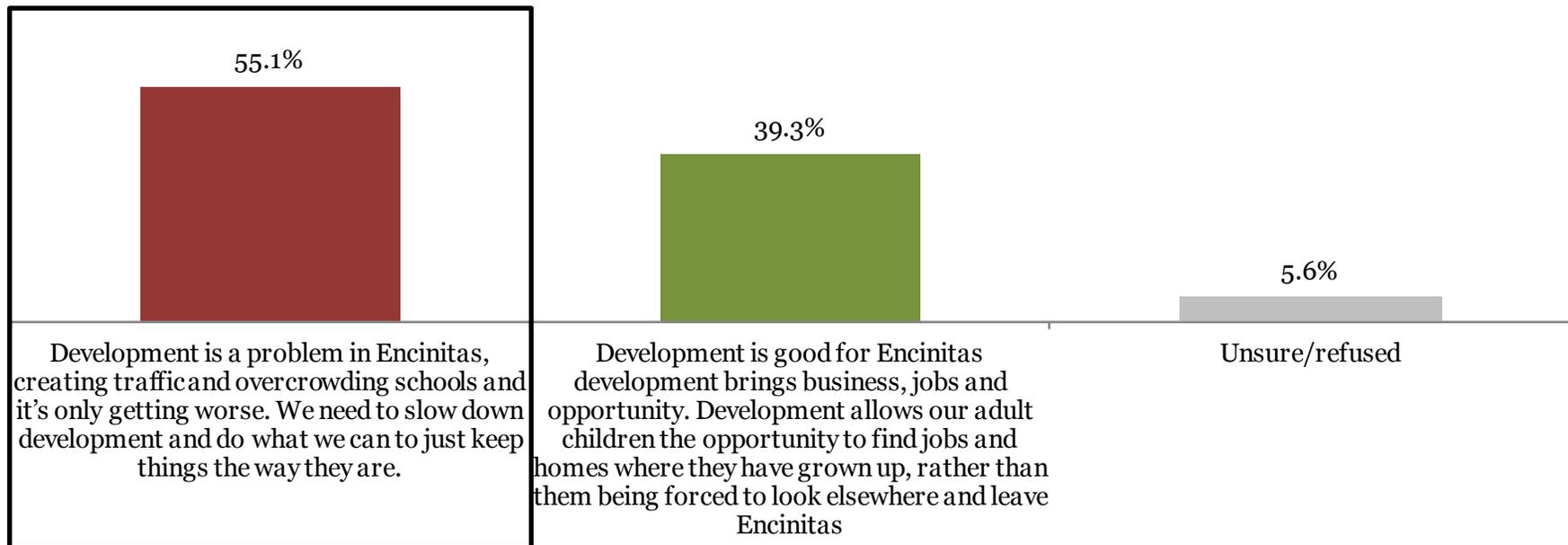
Question: And would you say that you strongly or somewhat (support/oppose)?



# 55.1% agree with the statement

That “Development is a problem in Encinitas”

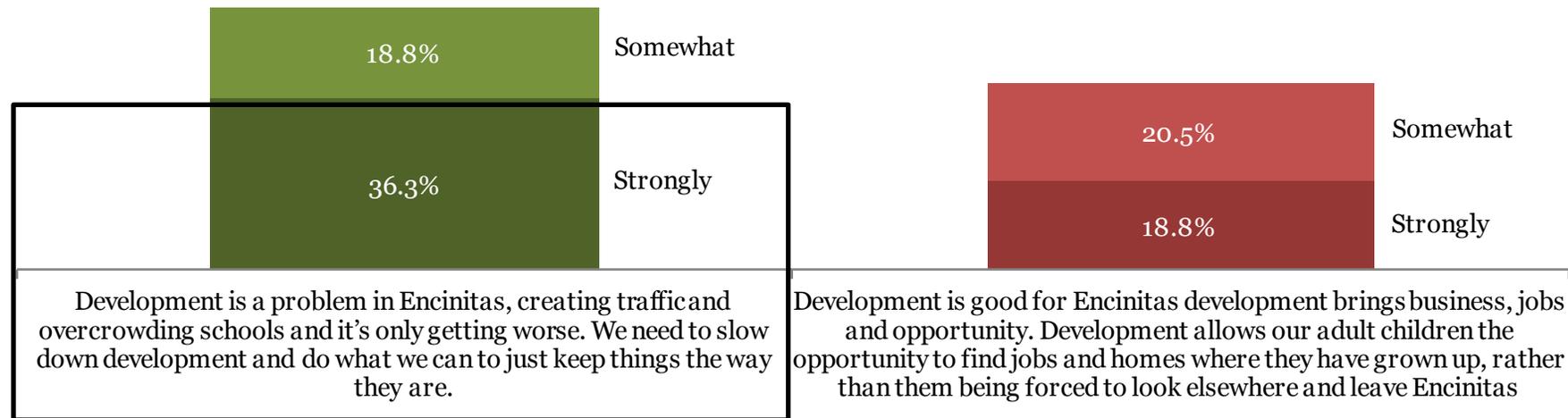
Question: Which of the following statements do you agree with more?



# The intensity of agreement that development is a problem

Is significant (36.3% say they *strongly* agree)

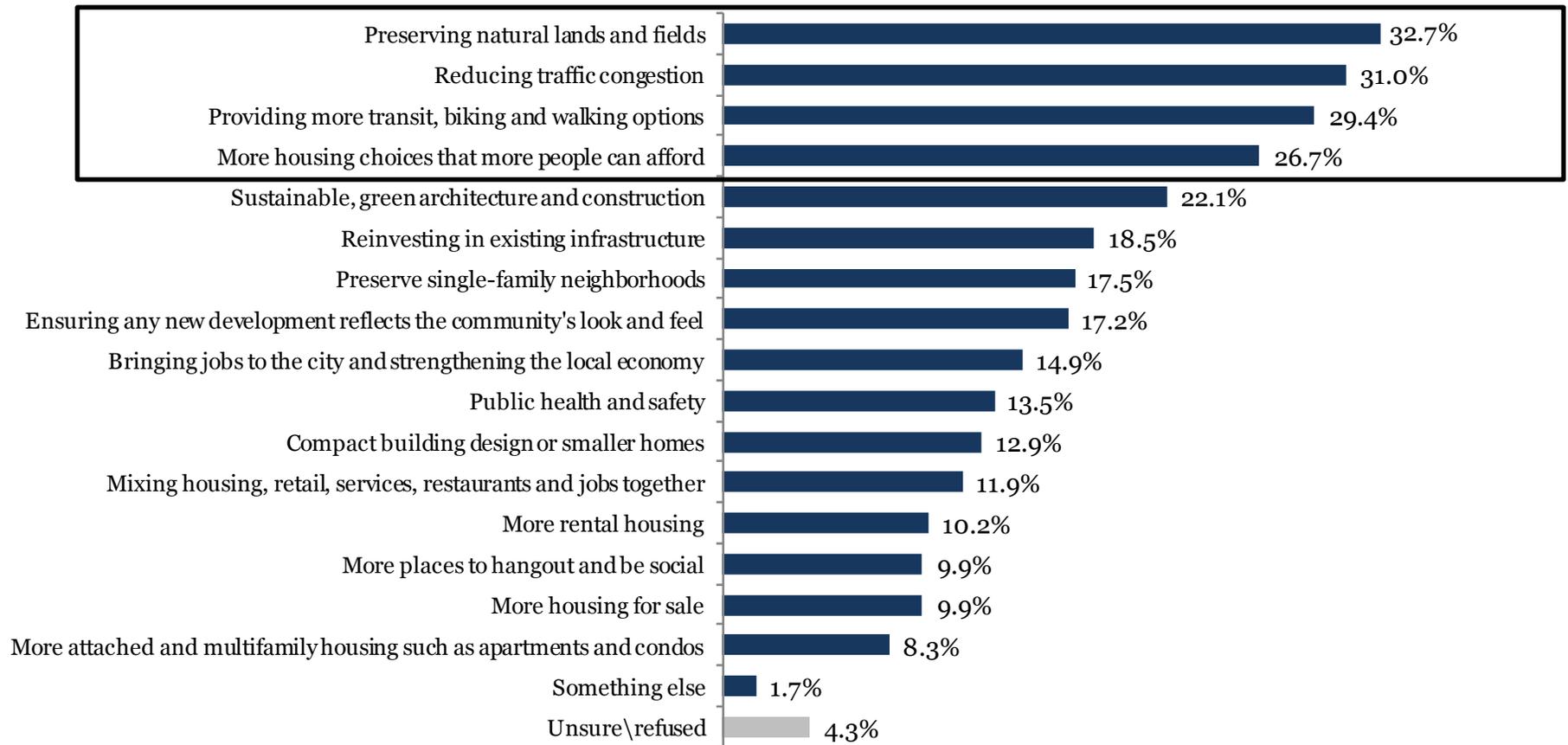
Question: And would you say that you strongly or somewhat (agree)?



# What do Encinitas' likely voters feel should be prioritized

When considering any new development?

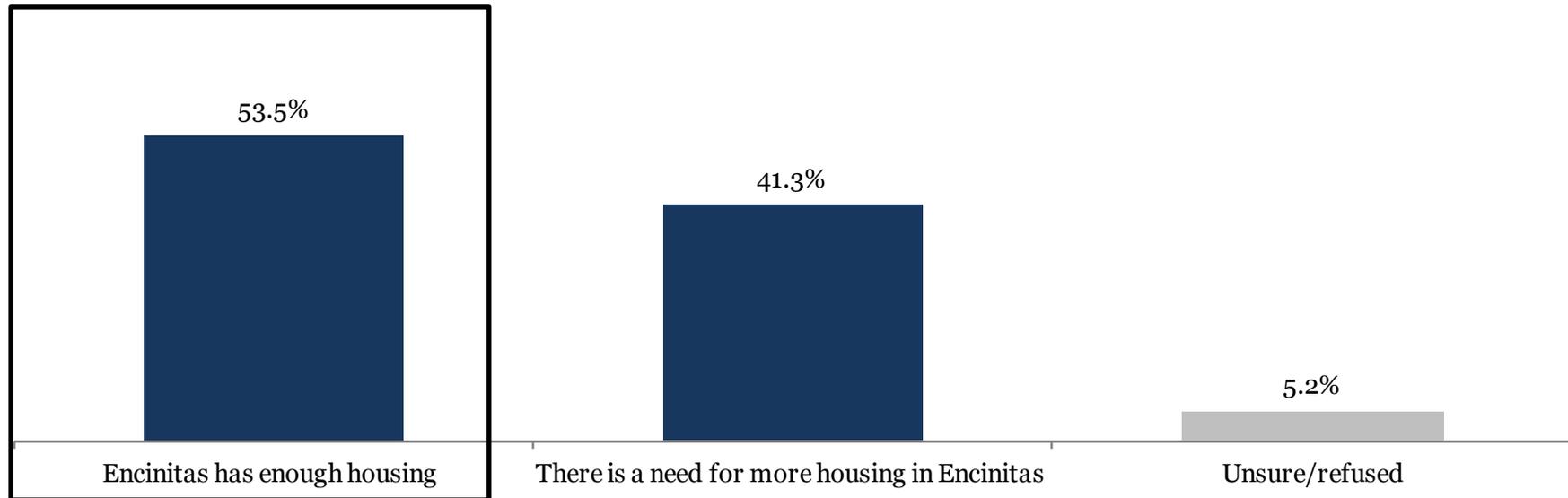
Question: What do you think should be the highest priorities when considering any type of new development in the City of Encinitas? Choose three.



# A majority (53.5%) thinks Encinitas

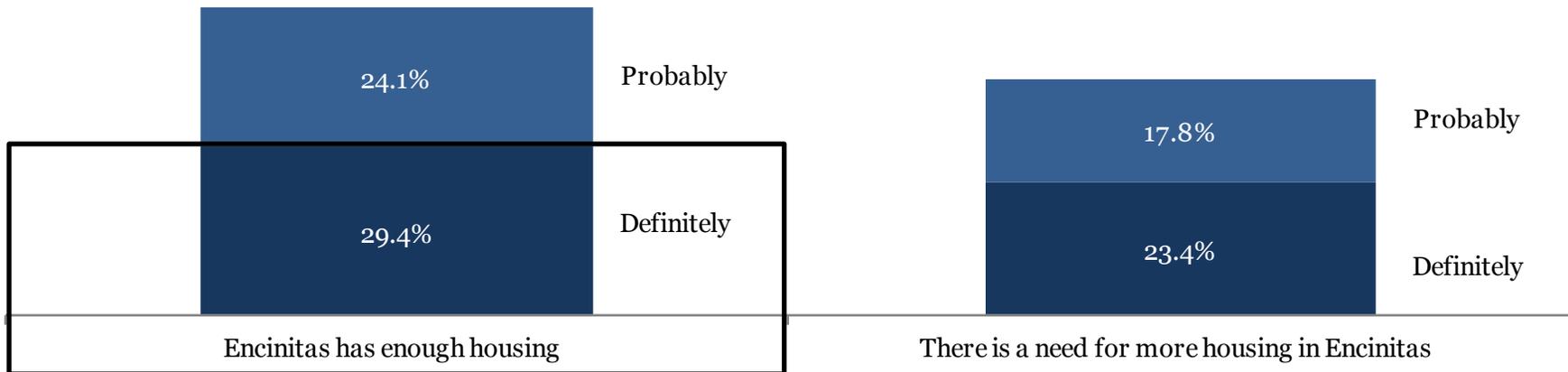
Has enough housing, while 41.3% say it needs more housing

Question: Do you think that Encinitas has enough housing for families, workers, seniors, veterans, young adults and others community members in general or do you think there is a need for more housing in the city?



# 29.4% say Encinitas *definitely* has enough housing vs. 23.4% who say it needs more housing

Question: And would you say that (Encinitas definitely or probably has enough housing/there is definitely or probably a need for more housing in Encinitas)?



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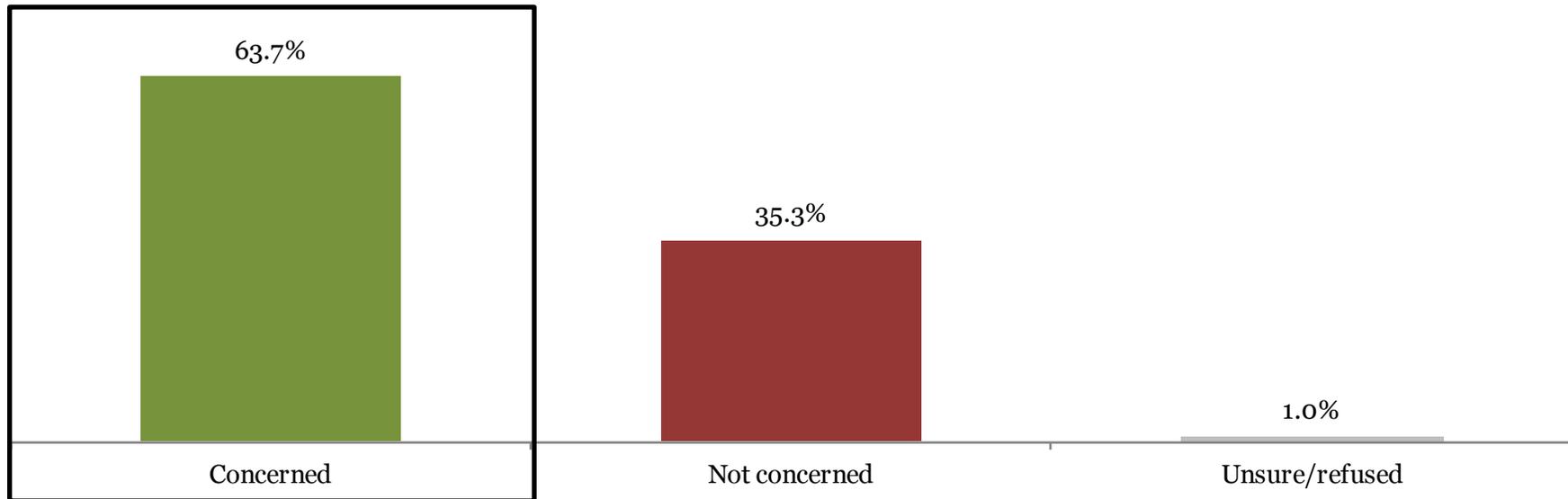
Yet, New Development in the Context  
of “...*within reach of most working  
families, young professionals and  
new home buyers*”  
is Viewed Differently



# 63.7% are concerned about the availability of housing

That is priced within reach of working families, young professionals etc.

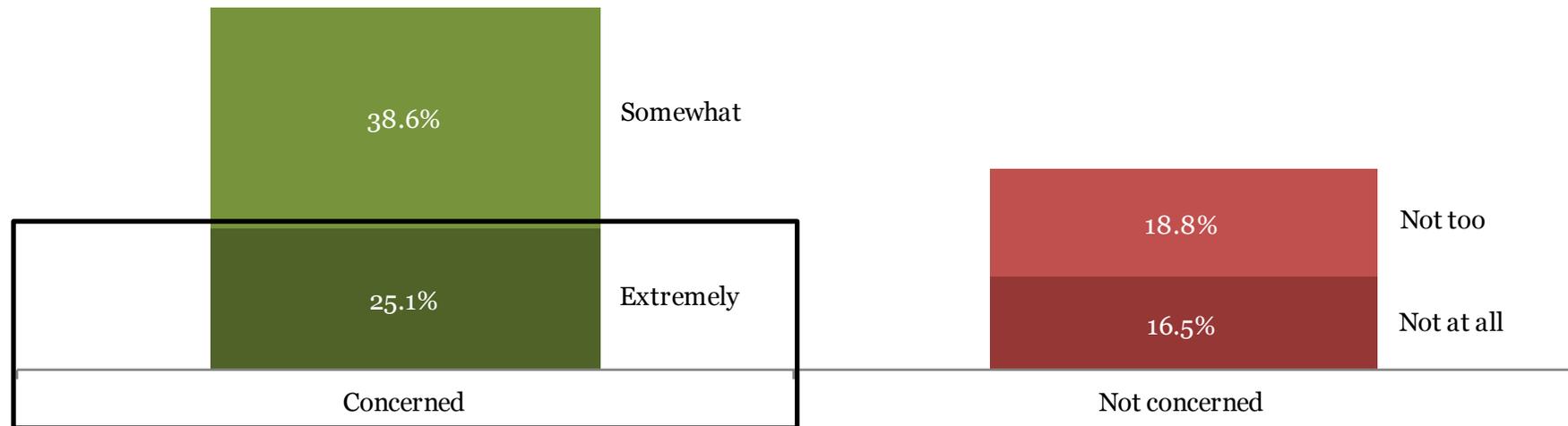
Question: How concerned are you about the availability of housing that is priced between \$400,000 and \$700,000 or in the rental range of between \$1,500 and \$3,500 per month, within reach of most working families, young professionals and new home buyers in Encinitas in the years to come?



# The intensity of concern about the availability of housing

Is significant (25.1% say they are *extremely* concerned)

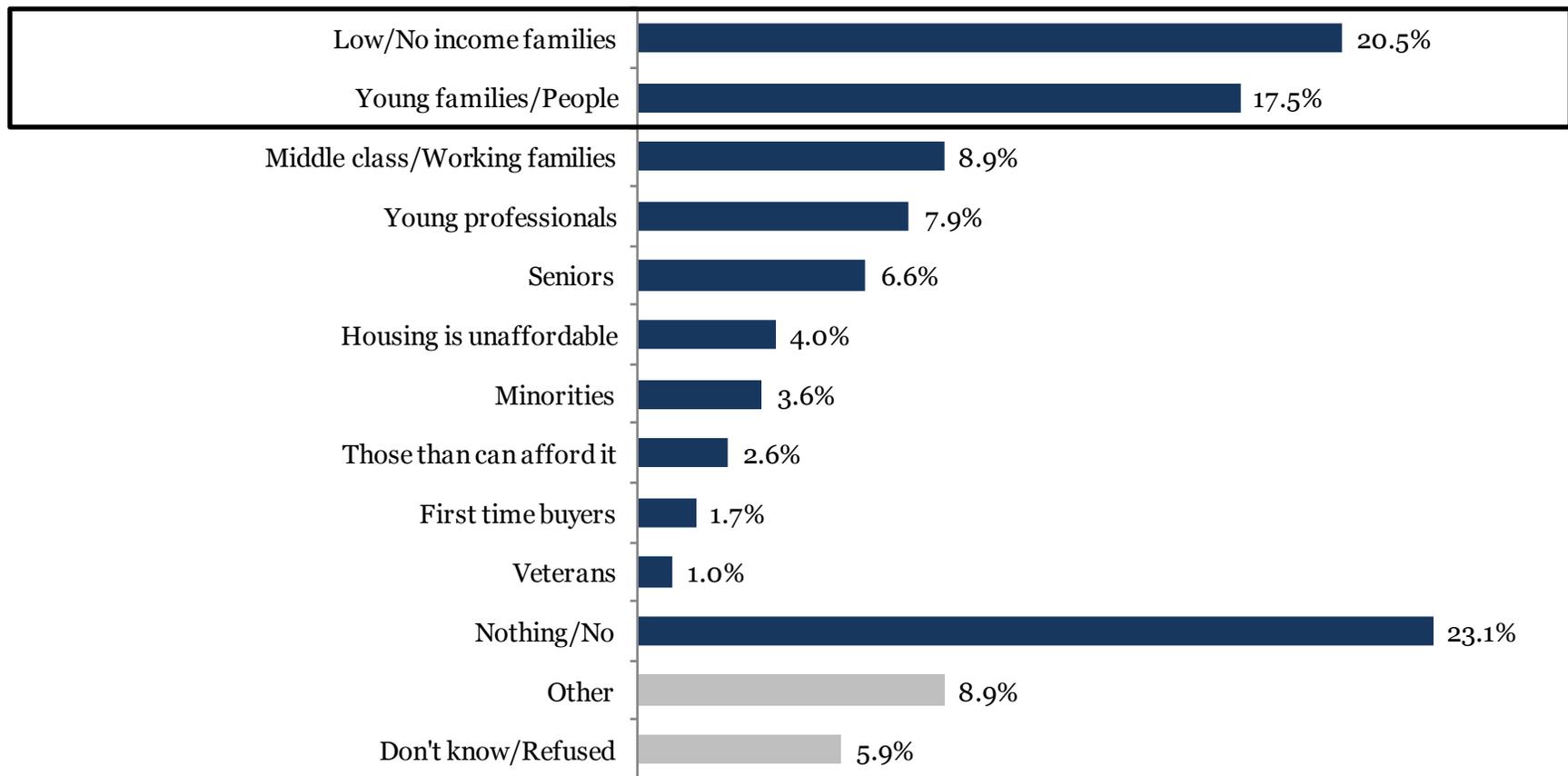
Question: And would you say that you strongly or somewhat (approve/disapprove)?



# Are there groups of people that are being left out/behind

Because of a lack of housing or because housing is too high for them?

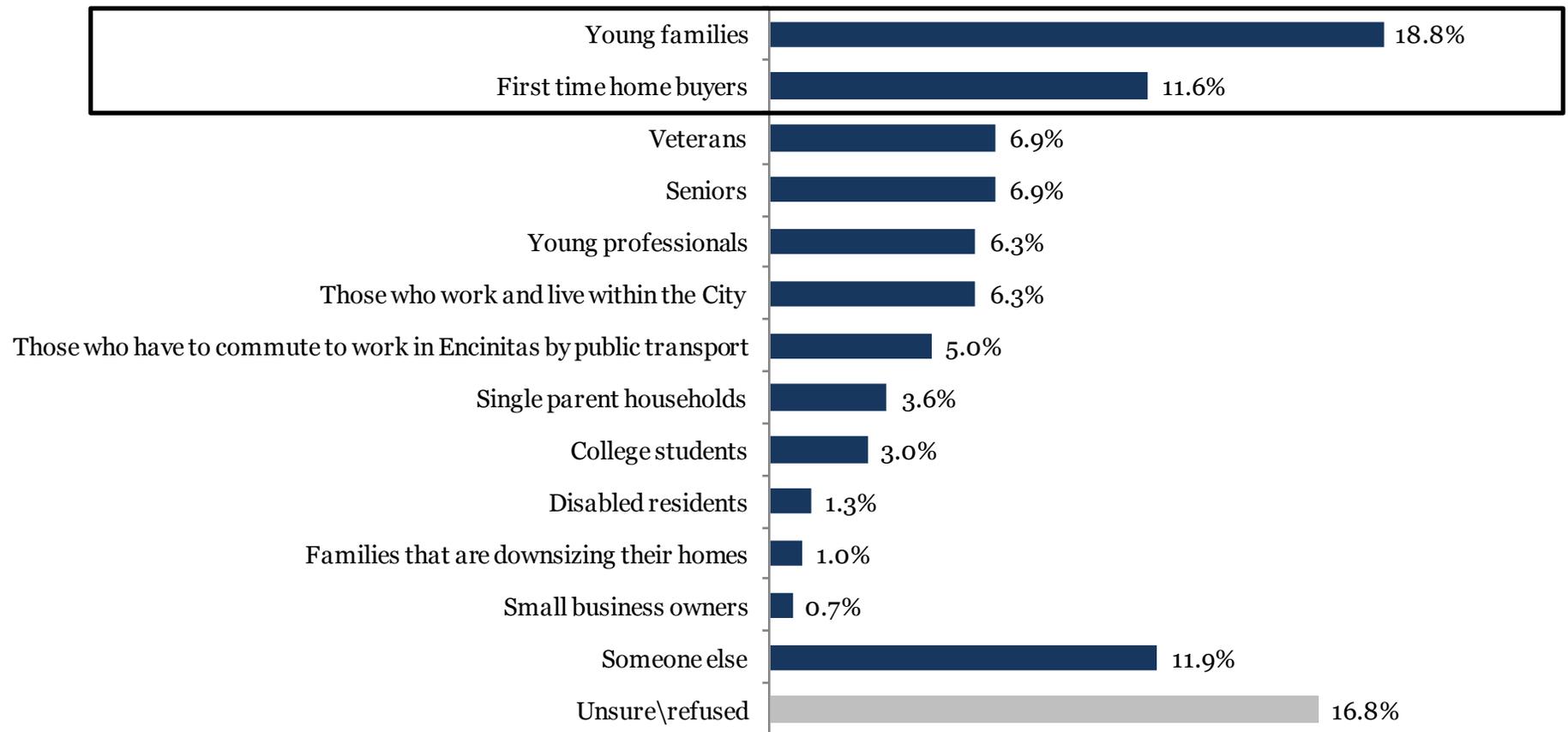
Question: Is there any particular group of people that you think are being left out or left behind because of a lack of housing or because the cost of housing in Encinitas is too high for them right now?



# Voters say young families and first time home buyers

Should be given highest priority when considering new development

Question: Is there a certain type of buyer that you feel should be given the highest priority when considering new development in the City of Encinitas?



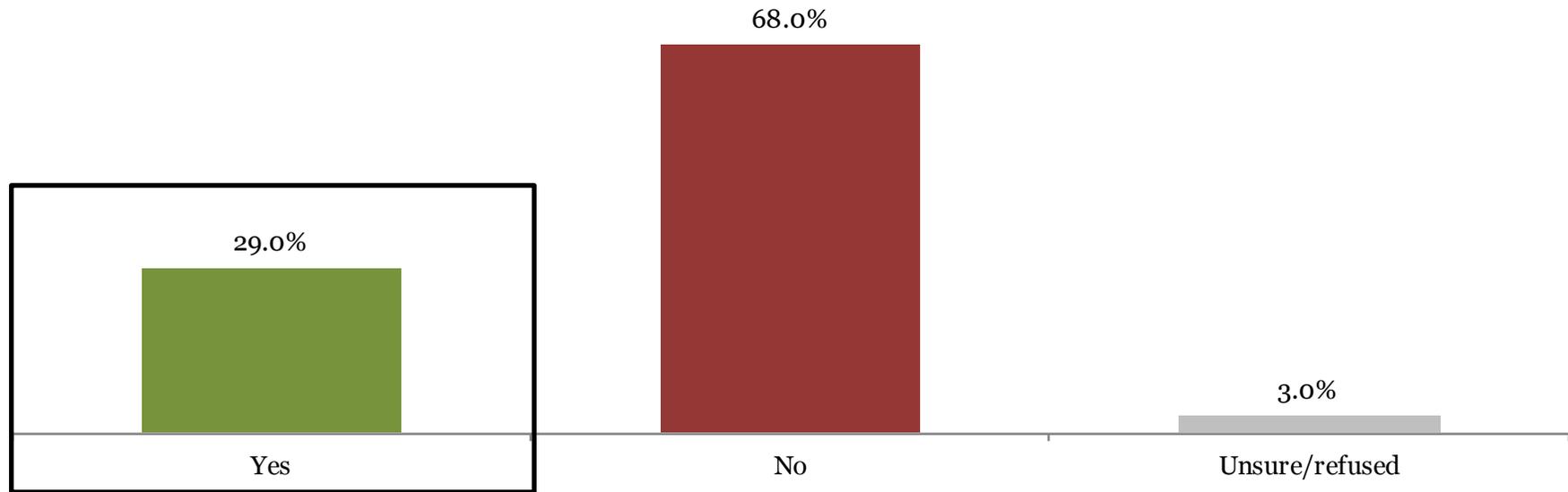
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# Introducing the Housing Element Update



# Less than 1/3 (29.0%) have heard Of “At Home in Encinitas”

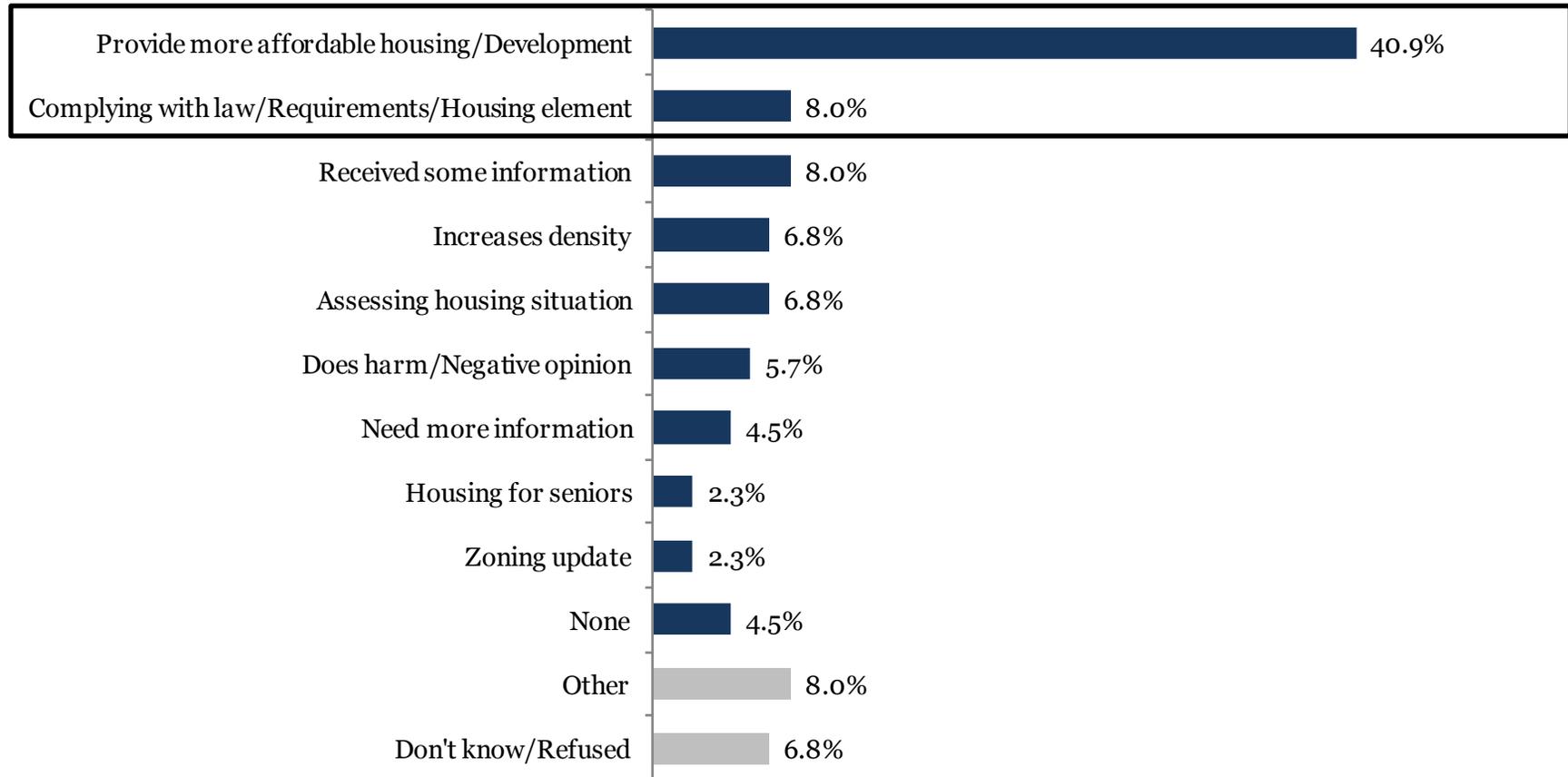
Question: Have you heard of the City’s recent effort to update the Housing Element, called “At Home in Encinitas”?



# What do those who say they have heard of the update

## Know about it?

Question: In your own words, please tell me what you know about the Housing Element update, called “At Home in Encinitas”?\*



\*Asked only of those who responded that they had heard of the Housing Element update

# The Housing Element Update is Supported by a Majority of Likely Voters in Encinitas

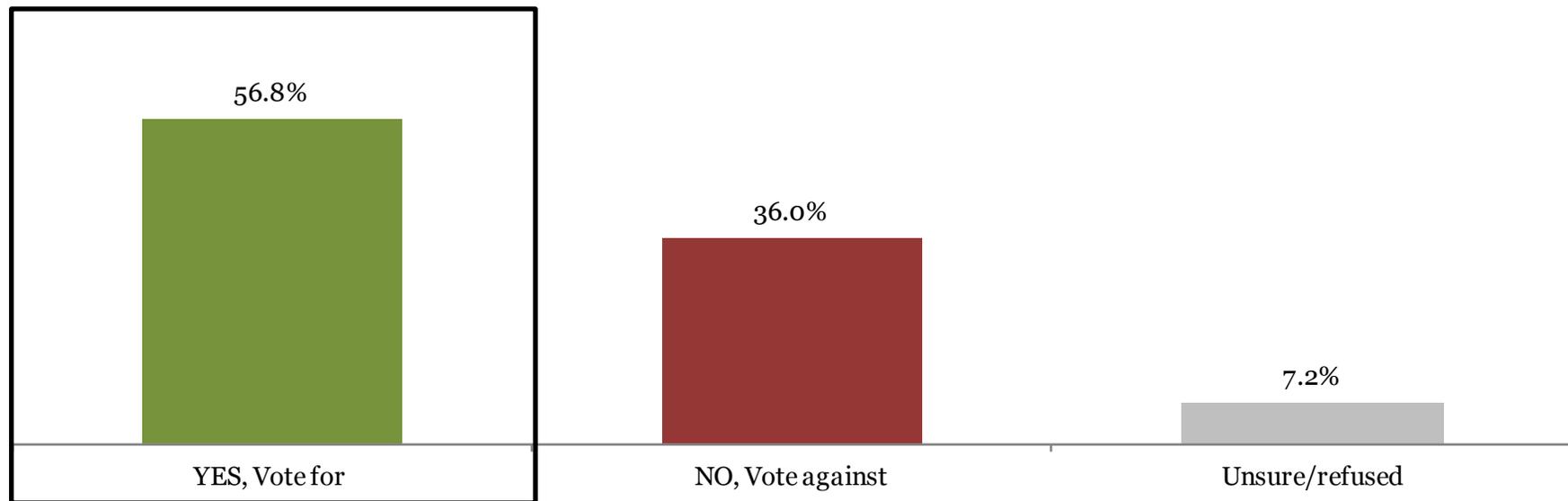
*Preamble: "California law requires cities to plan for housing availability, including housing that is more affordable for young families and professionals, first-time homebuyers, seniors and others. Encinitas is the only city in San Diego County that does not have a certified Housing Plan and is in violation of State law. Encinitas needs to plan for 1,093 new attached and multifamily housing units. This plan does not approve individual projects, but provides opportunities for their construction in the future. If Encinitas does not provide a plan, the City could be penalized. The City could be blocked from eligibility for grant money and could be told what it can and cannot do by a judge until a plan is approved. The City simply needs to change the zoning laws to allow for new housing to be built. Then it is up to private developers and land owners to decide if there is demand for new housing to actually be built."*



# A majority (56.8%) would vote YES, in favor Of amending the City's Housing Element

Question: Encinitas voters will have the opportunity to vote on a ballot measure in the November 2016 General Election to either approve or deny amending the City's Housing Plan, called the "Housing Element" to provide for housing now and in the future that meets the needs of Encinitas Residents. Amending the Housing Element must be approved by Encinitas voters in order to be implemented by the City Council.

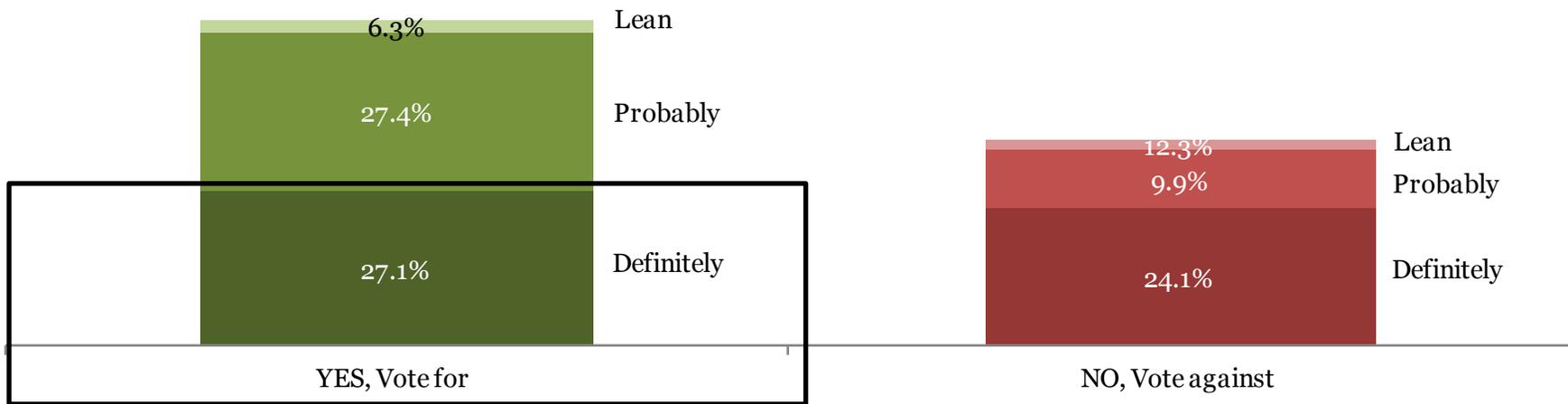
If an election were held today, would you vote yes, in favor of amending the City's Housing Element, or vote no, against it? Please pick one.



# The intensity of support for the Housing Element update

Is slightly greater than the intensity of opposition

Question: And would you say that you would definitely vote (for/against) or probably vote (for/against) amending the City's Housing Element? Would you say that you lean one way or another?



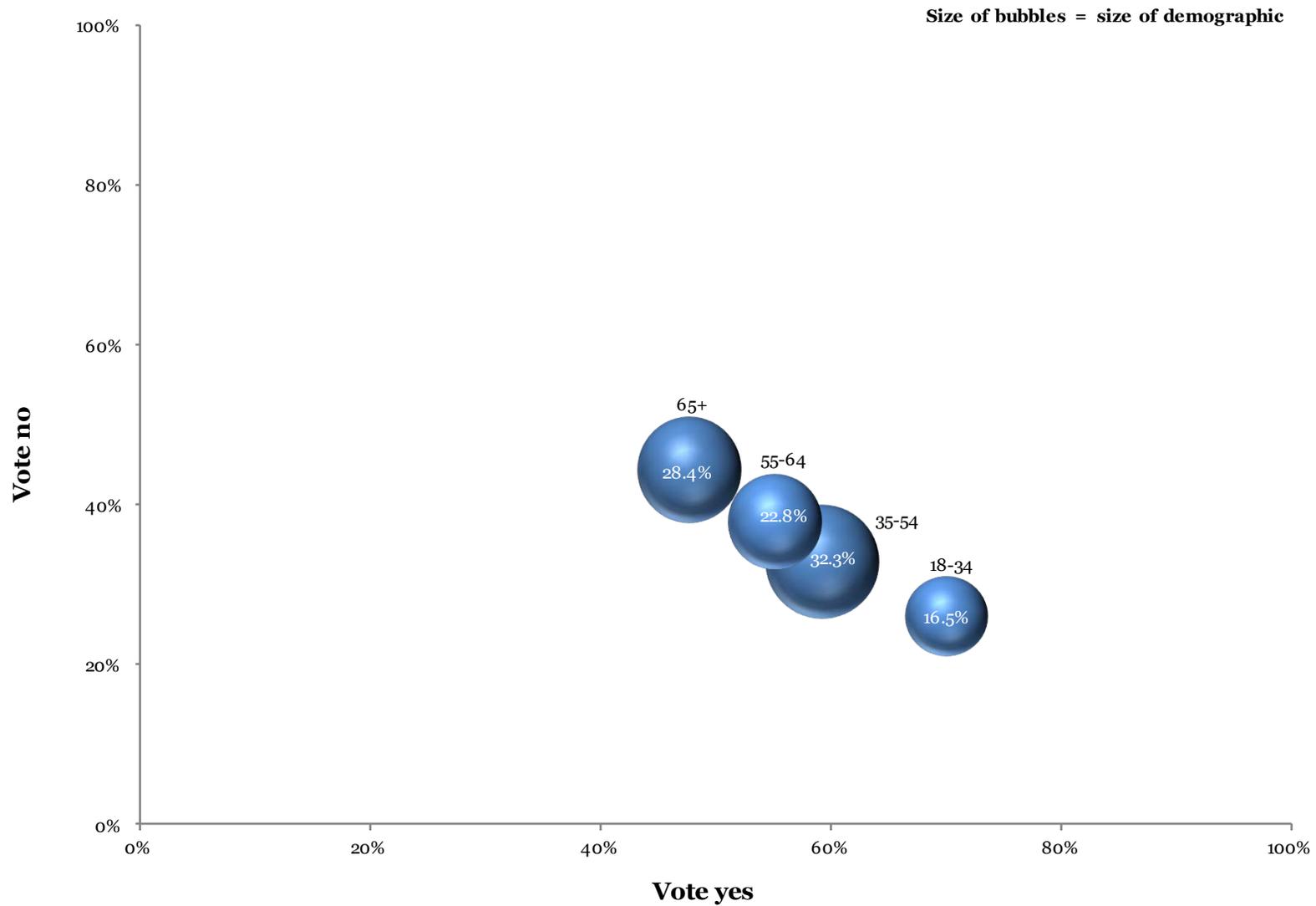
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# Profiles of Support and Opposition For Amending the Housing Element

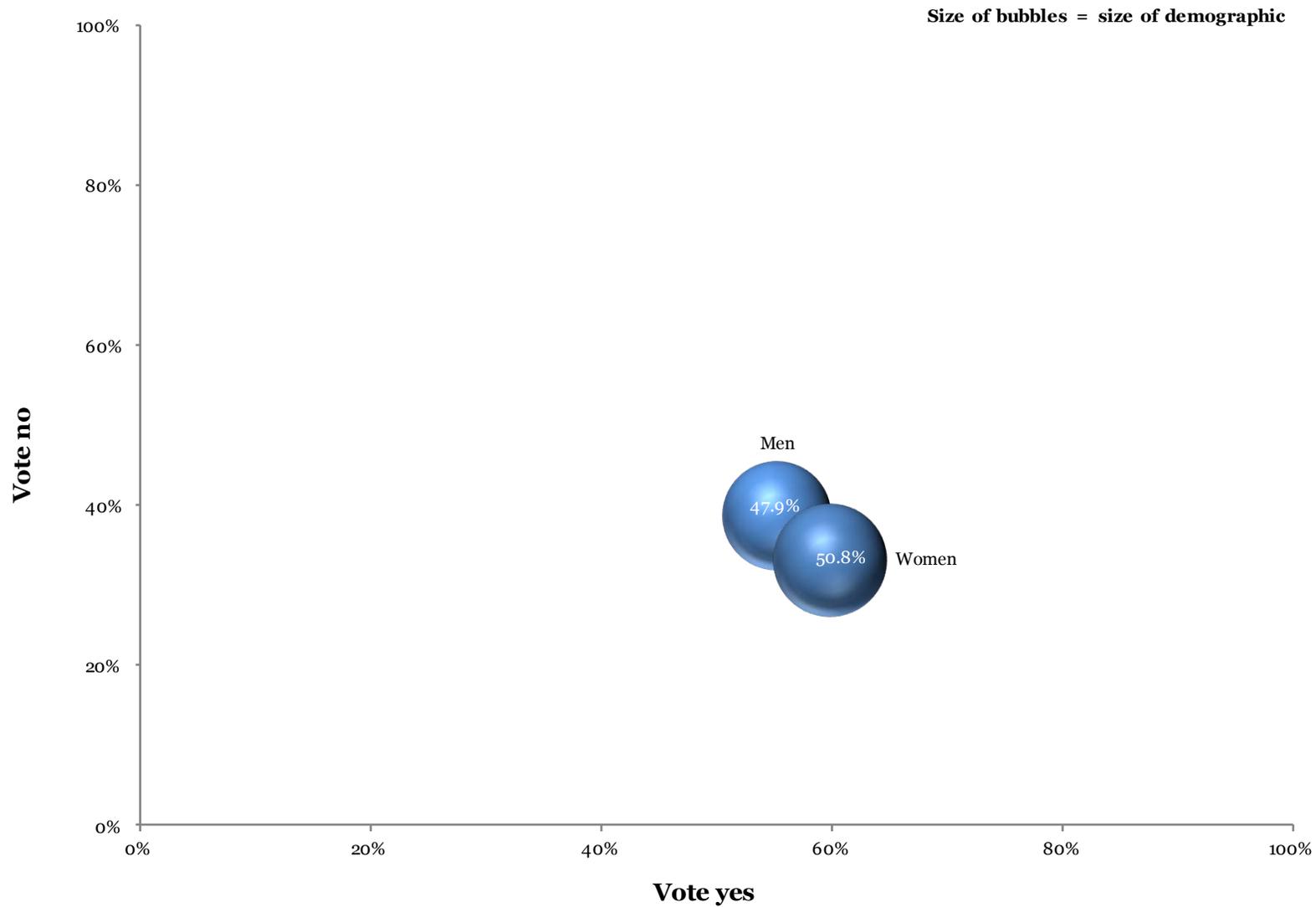


# Younger voters display greater support

## For amending the Housing Element

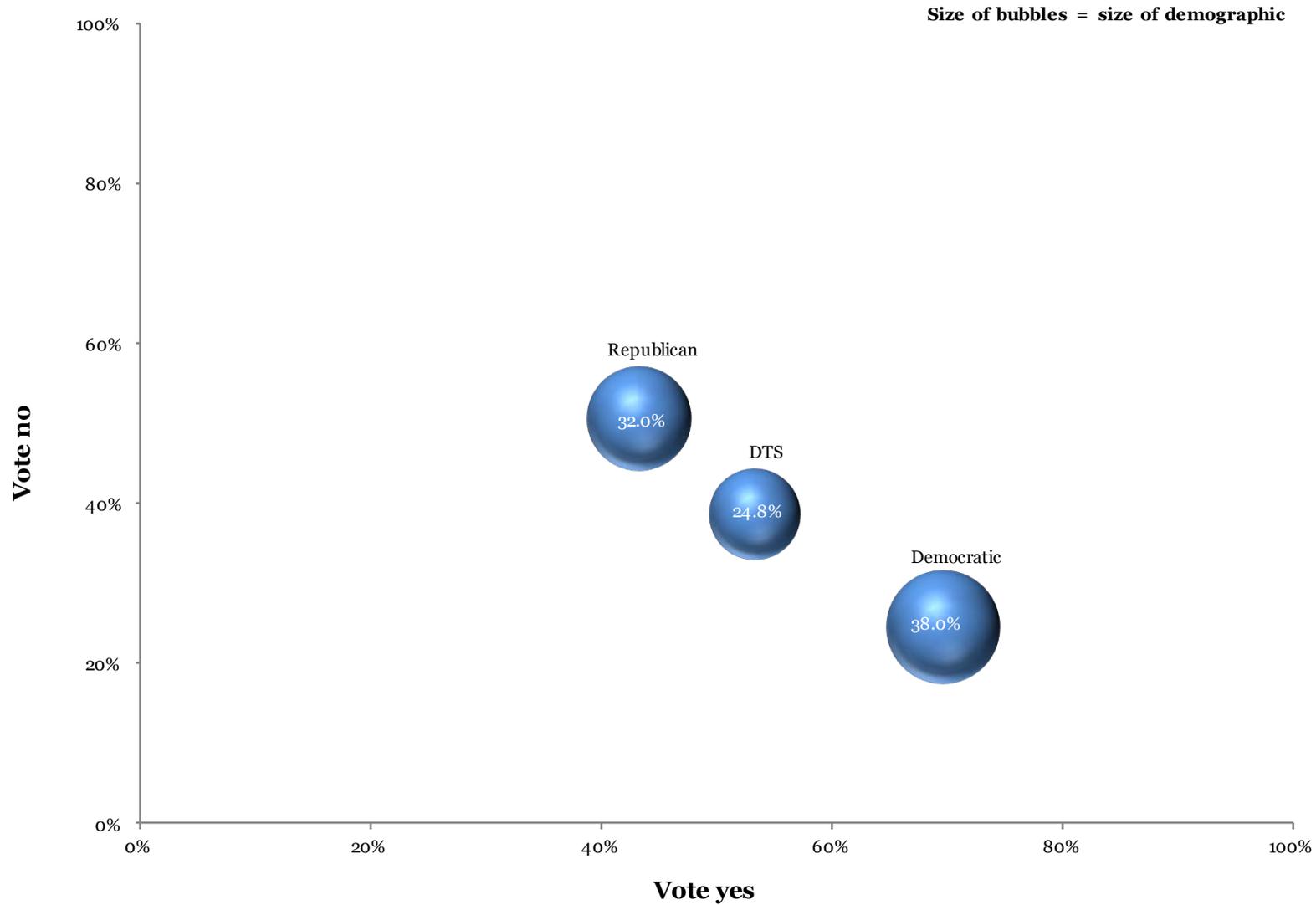


# Women are slightly more likely to support Amending the Housing Element update than are men



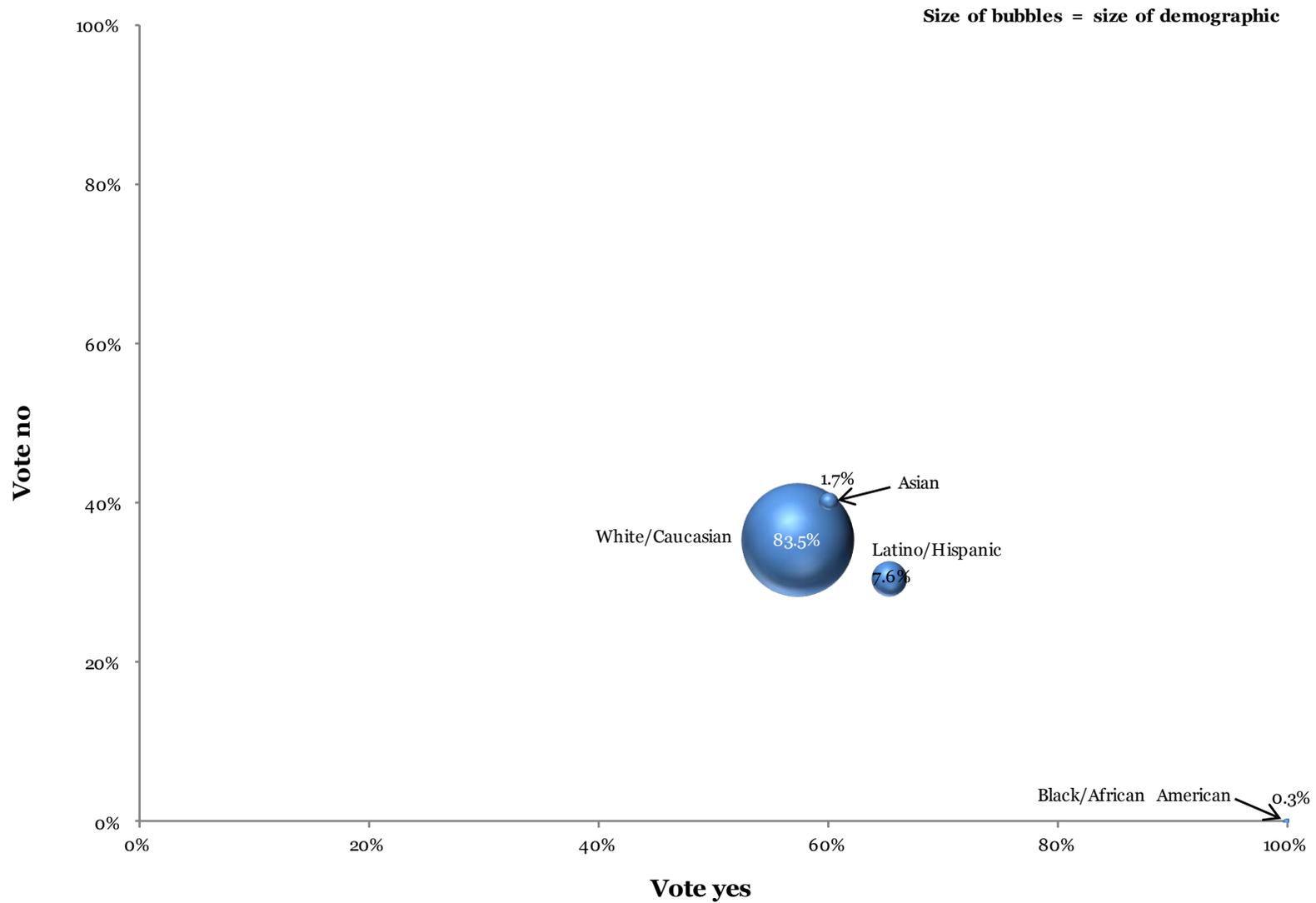
# Democratic and DTS voters are more supportive

## Of amending the Housing Element than are Republicans



# Latinos appear more supportive

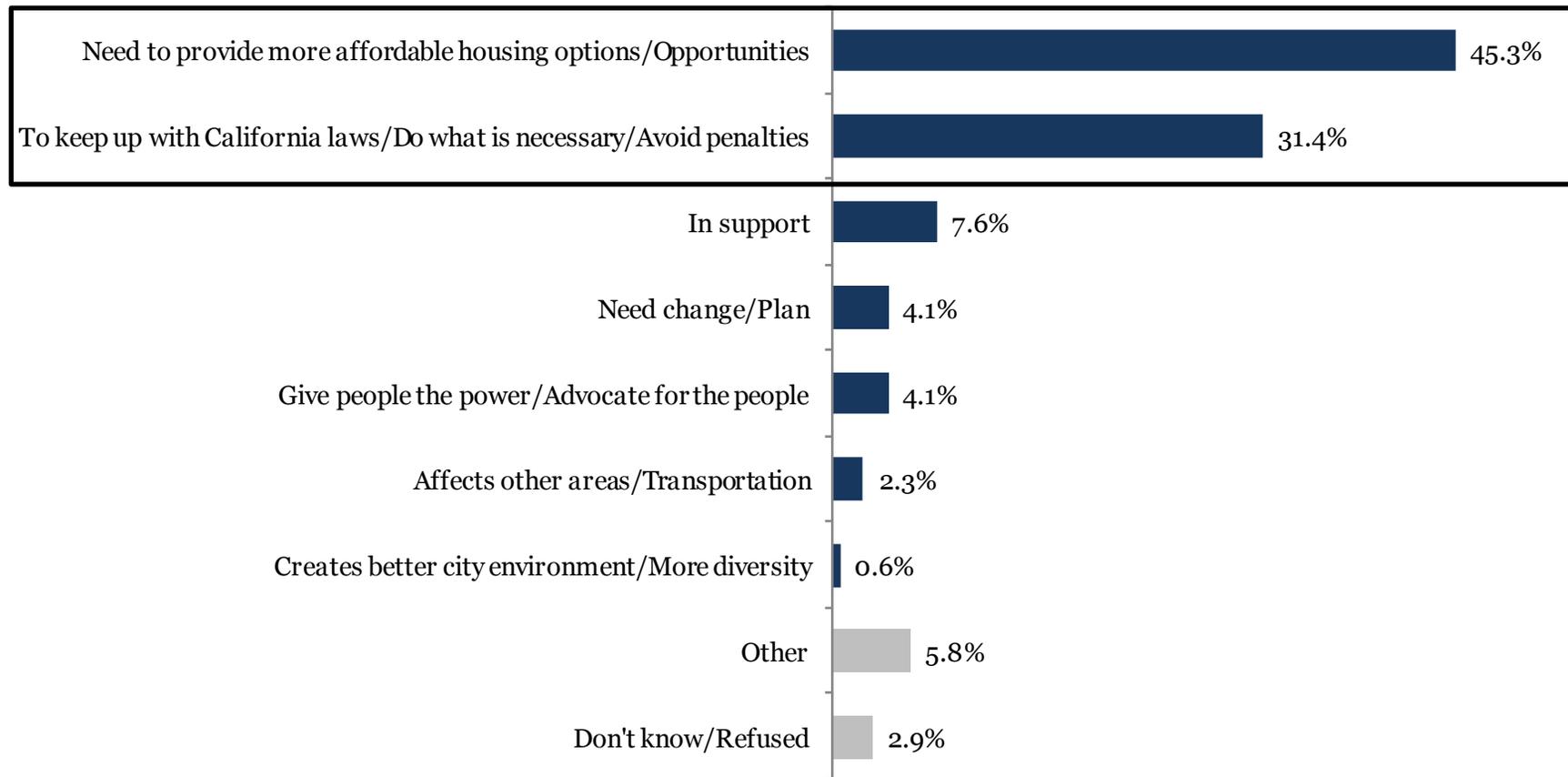
Of amending the Housing Element update than White voters



# What are the top reasons

For voting yes, in **favor** of amending the City's Housing Element?

Question: Thinking specifically, why would you vote yes, in favor of amending the City's Housing Element?\*

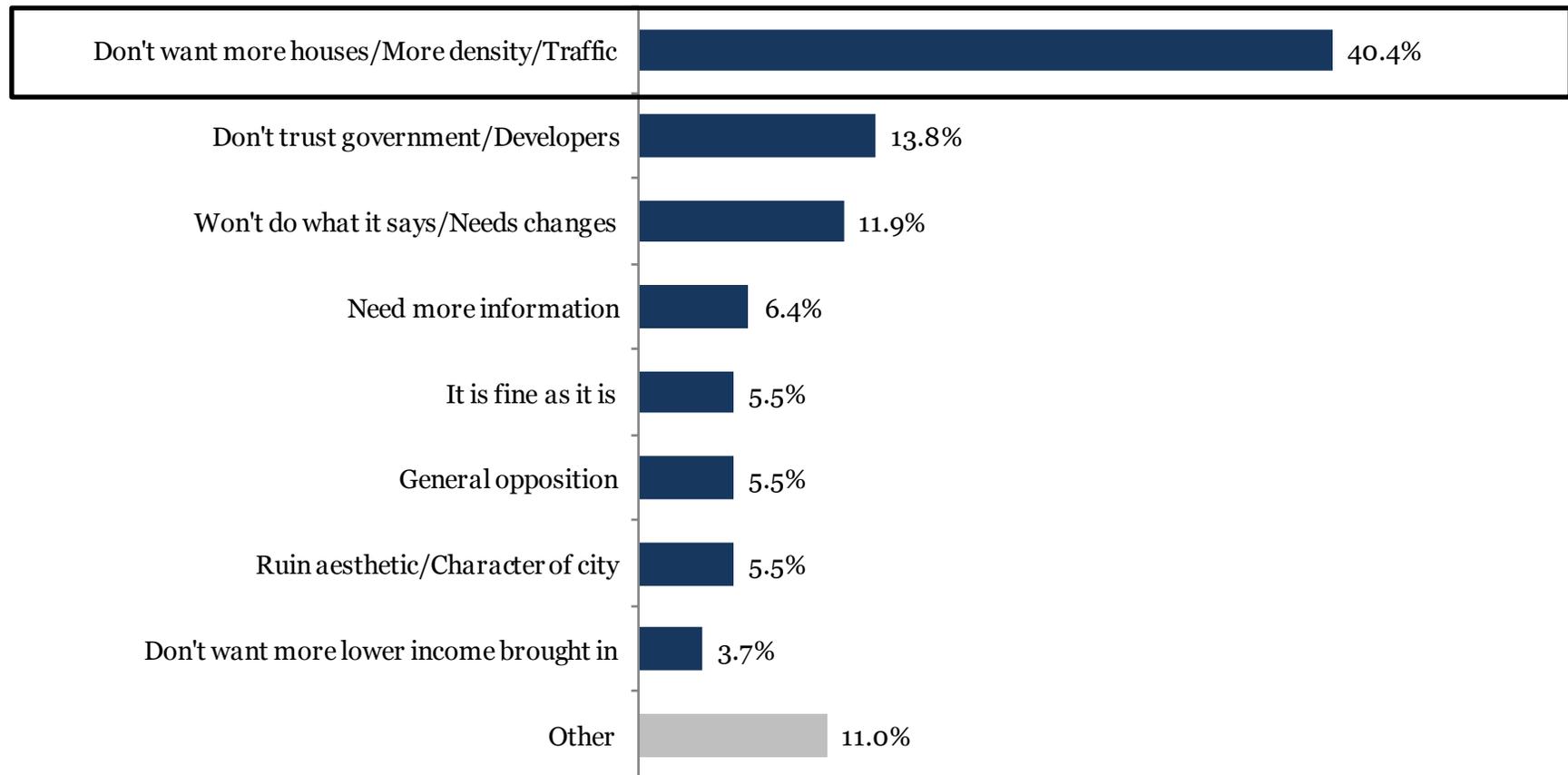


\*Asked only of those who responded "Vote Yes"

# What are the top reasons

For voting no, **against** amending the City's Housing Element?

Question: Thinking specifically, why would you vote no, against amending the City's Housing Element?\*



\*Asked only of those who responded "Vote No"



# Message Testing

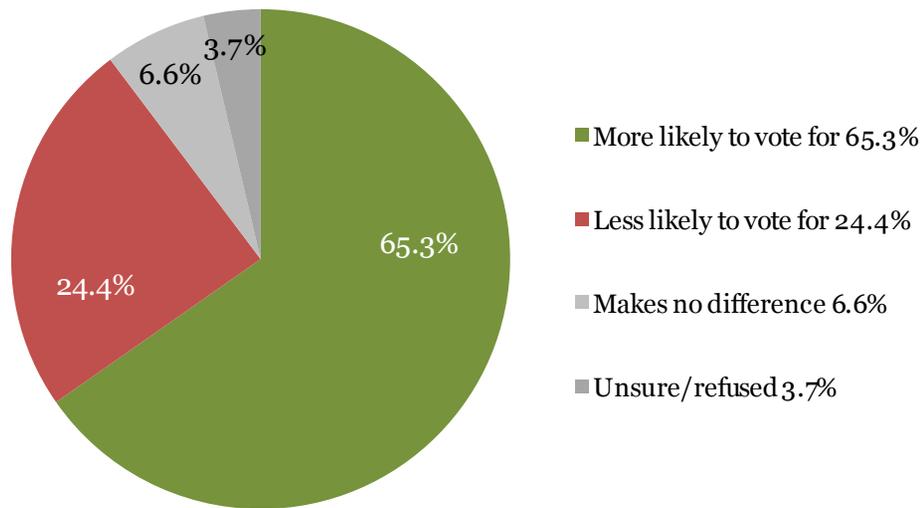
*Preamble: “Now I am going to read to you some background information about the proposal to amend the City’s Housing Element to provide for housing now and in the future that meets the needs of Encinitas Residents. Please listen to each item and then tell me if it makes you more likely or less likely to vote yes, in favor of amending the Housing Element. If it makes no difference to you, just say so.”*



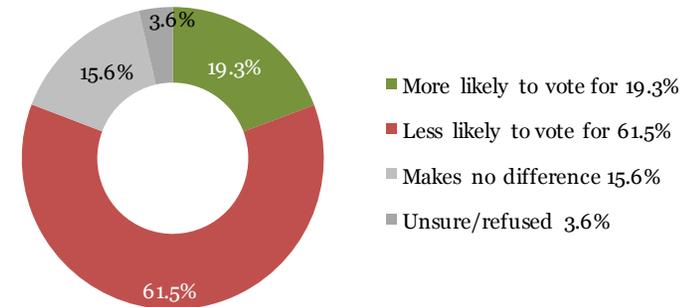
# 65.3% become more likely to vote yes knowing

If Encinitas does not provide a plan the City could be penalized by the state

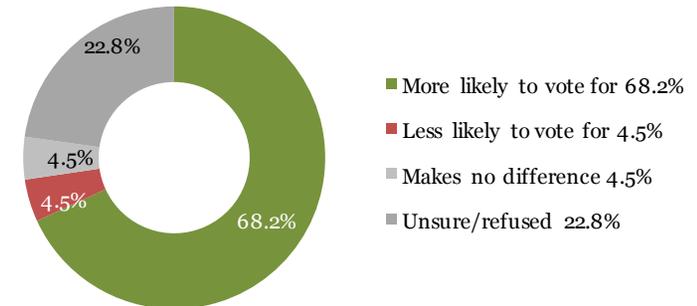
Question: California law requires cities to plan for housing availability. Encinitas is the only city in San Diego County that does not have a certified Housing Plan and is in violation of State law. If Encinitas does not provide a plan, the City could be penalized. The City could be blocked from eligibility for grant funds and could be told what it can and cannot do by a judge until a plan is approved. Does knowing this make you more likely or less likely to vote yes, in favor of amending the City's Housing Element?



How does this affect those who initially voted no?



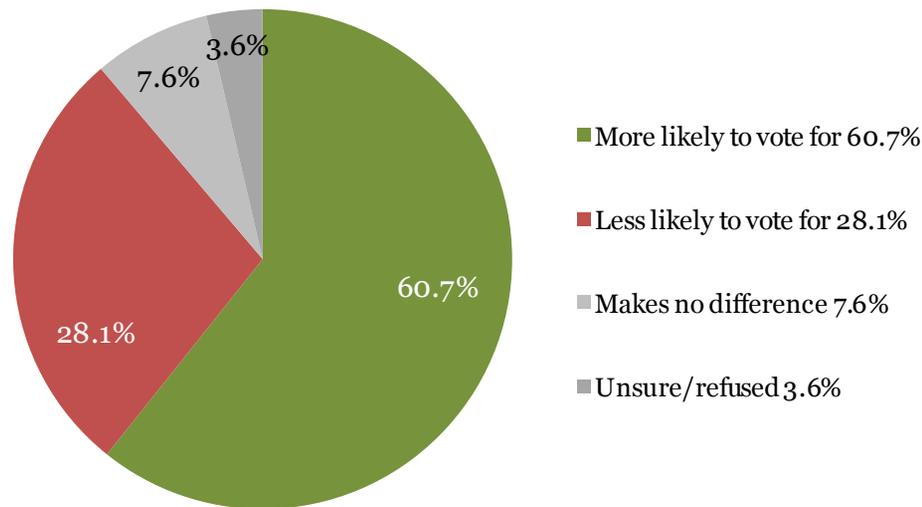
How does this affect those who were initially unsure?



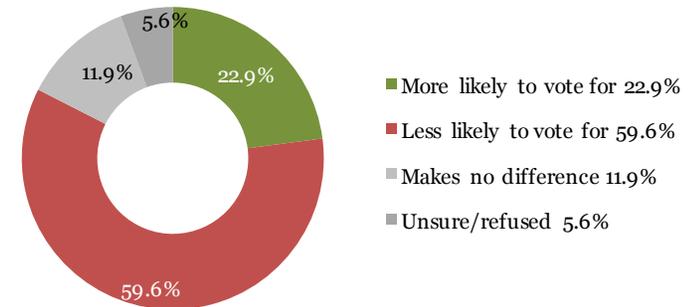
# 60.7% become more likely to vote yes knowing

It would locate housing in the right places to grow the local economy organically

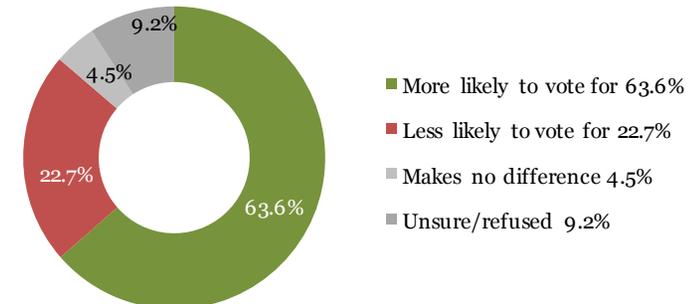
Question: The City's Housing Element would locate housing in the right places to grow the local economy organically by supporting local businesses, adding local jobs, and delivering revenue to support critical City services. Does knowing this make you more likely or less likely to vote yes, in favor of amending the City's Housing Element?



How does this affect those who initially voted no?



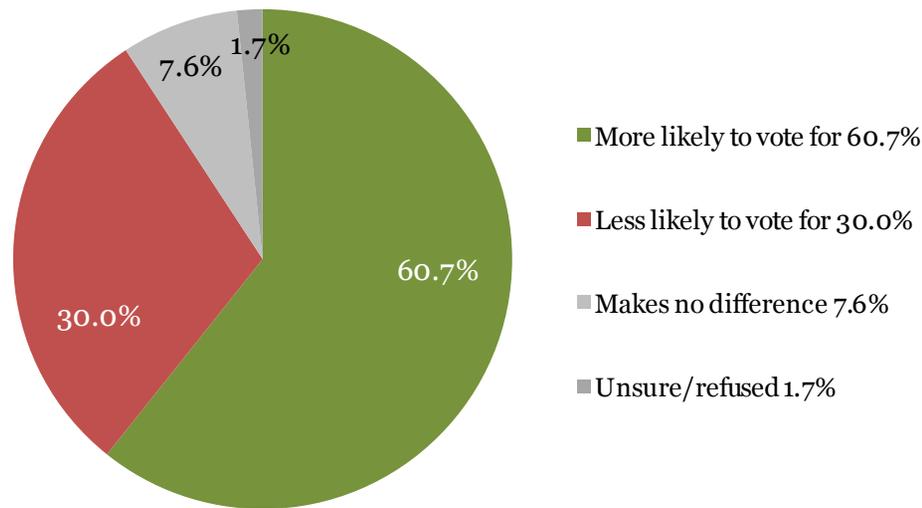
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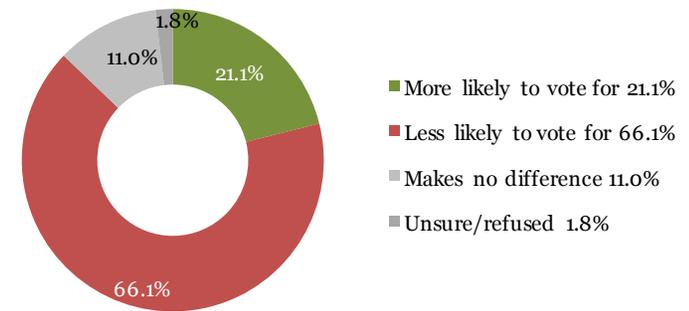
# 60.7% become more likely to vote yes knowing

## The amendment could cut down traffic

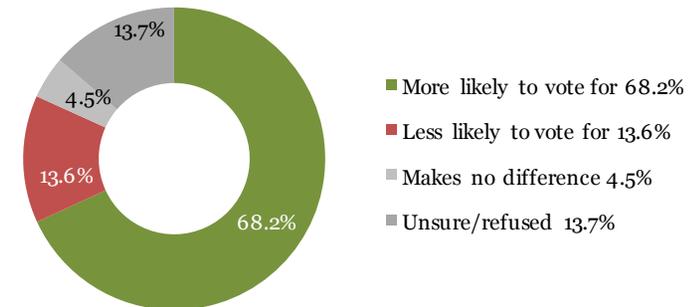
Question: Amending the City's Housing Element could bring new housing projects to the city that would not only be walkable, meaning create less traffic because they would be located within walking distance to shops and restaurants, but also they could be built near transportation hubs such as the train station and bus transit. This could cut down on new traffic in Encinitas. Does knowing this make you more likely or less likely to vote yes, in favor of amending the City's Housing Element?



How does this affect those who initially voted no?



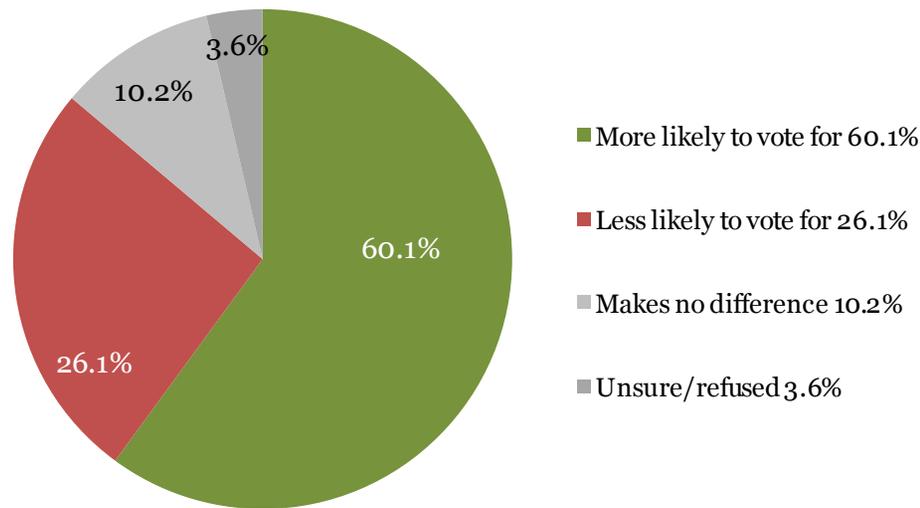
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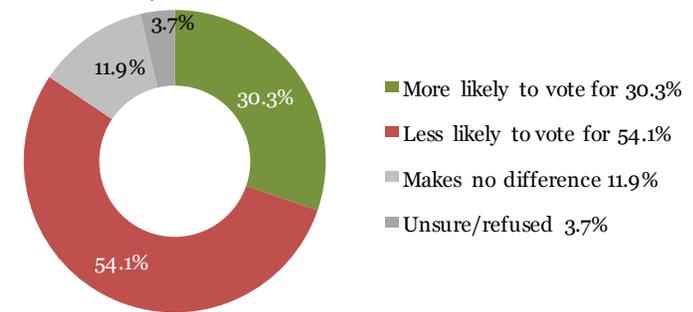
# 60.1% become more likely to vote yes knowing

## The amendment does not approve any specific projects

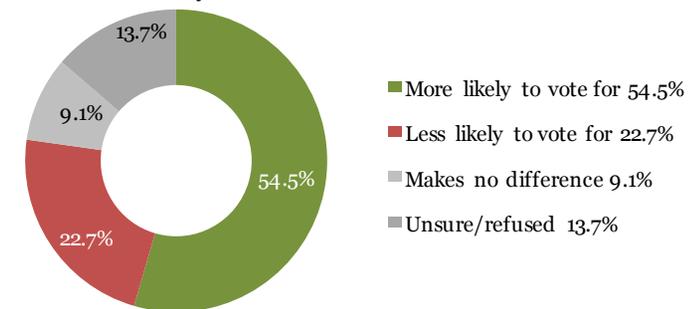
Question: Amending the City's Housing Element does NOT approve any specific projects. It only allows the City to zone areas for future projects, as needed. Specific projects would still go through the City's permitting process to ensure that any new developments would fit within the City's unique character. The Housing Element includes a new set of zoning and design rules to ensure that new housing and mixed-use neighborhoods are compatible with the City's character. Does knowing this make you more likely or less likely to vote yes, in favor of amending the City's Housing Element?



How does this affect those who initially voted no?



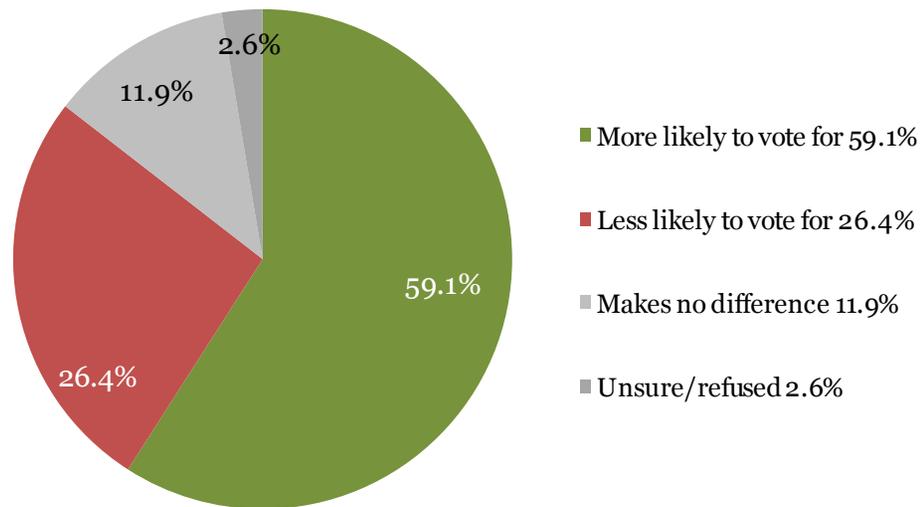
How does this affect those who were initially unsure?



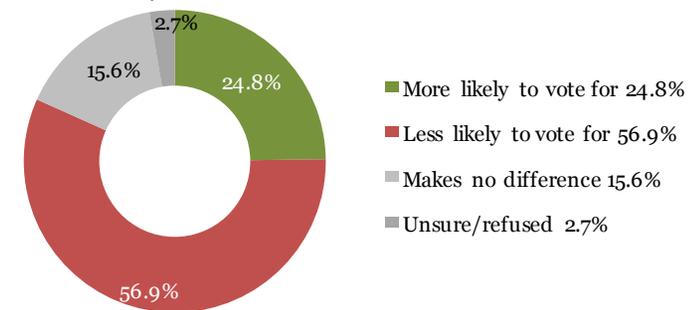
# 59.1% become more likely to vote yes knowing

It would provide a mix of building types and site designs

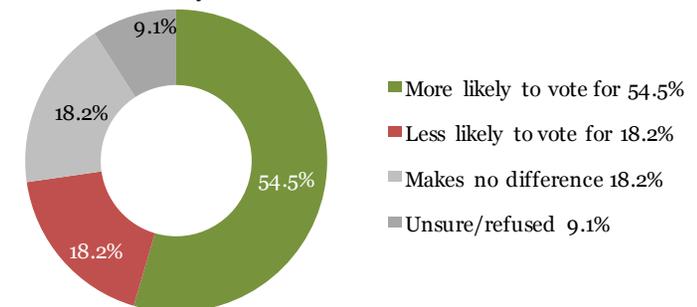
Question: The City's Housing Element would provide a mix of building types and site designs that reflect the unique characters of each of Encinitas' variety of neighborhoods. Does knowing this make you more likely or less likely to vote yes, in favor of amending the City's Housing Element?



How does this affect those who initially voted no?

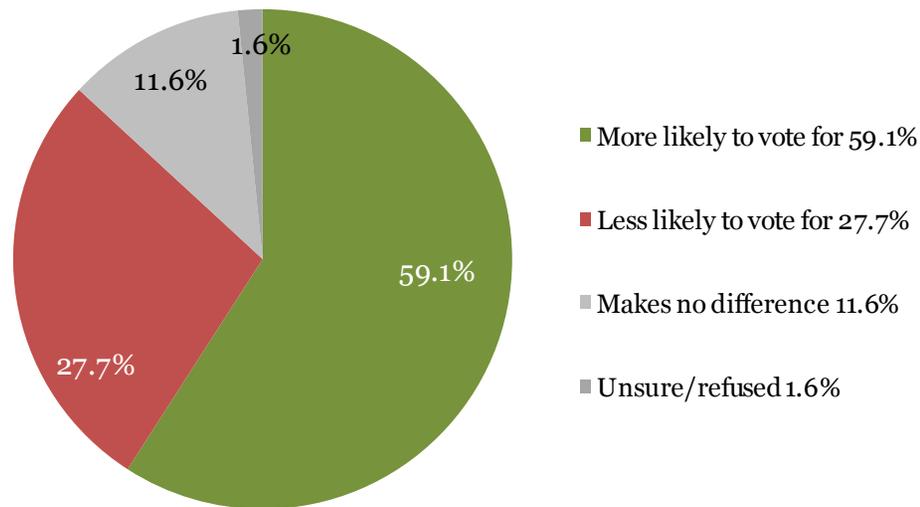


How does this affect those who were initially unsure?

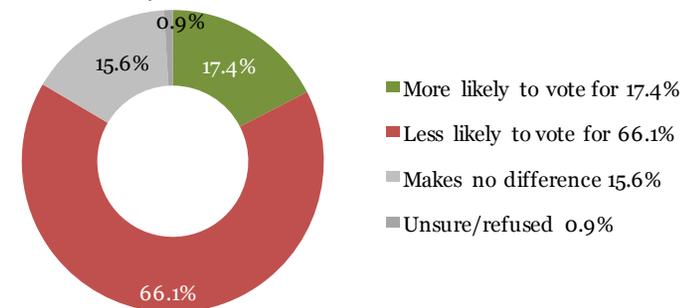


# 59.1% become more likely to vote yes knowing It would ensure adequate infrastructure supported any new housing

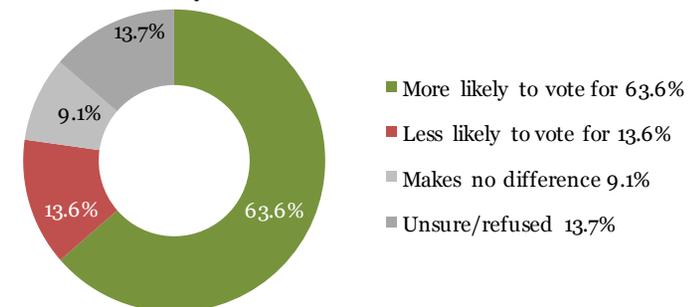
**Question:** The City's Housing Element would ensure adequate infrastructure supported any new housing by locating future development in areas that have existing or capacity for infrastructure and public services. Developers would also pay fees to fund their share of public facilities and infrastructure needs. Does knowing this make you more likely or less likely to vote yes, in favor of amending the City's Housing Element?



**How does this affect those who initially voted no?**

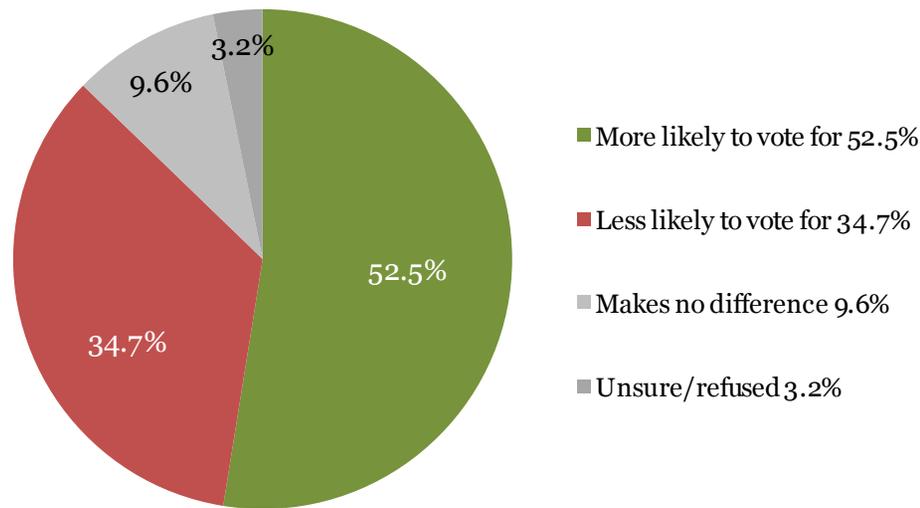


**How does this affect those who were initially unsure?**

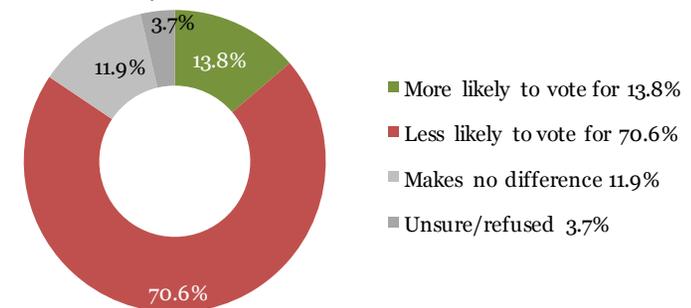


# 52.5% become more likely to vote yes knowing The City's residents needs more housing options to meet their needs

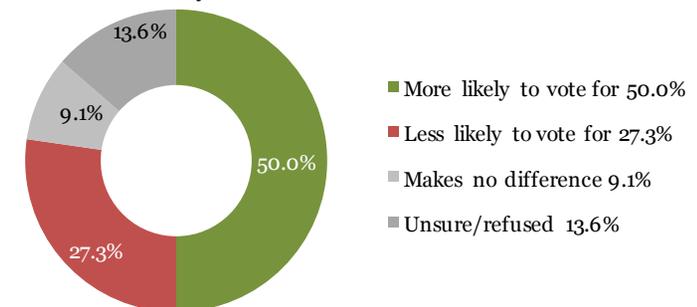
**Question:** Housing costs in Encinitas continue to climb, while the availability and variety of homes in Encinitas continues to drop. Meanwhile, the population is growing and the City's residents need more housing options that meet their needs. Does knowing this make you more likely or less likely to vote yes, in favor of amending the City's Housing Element?



**How does this affect those who initially voted no?**



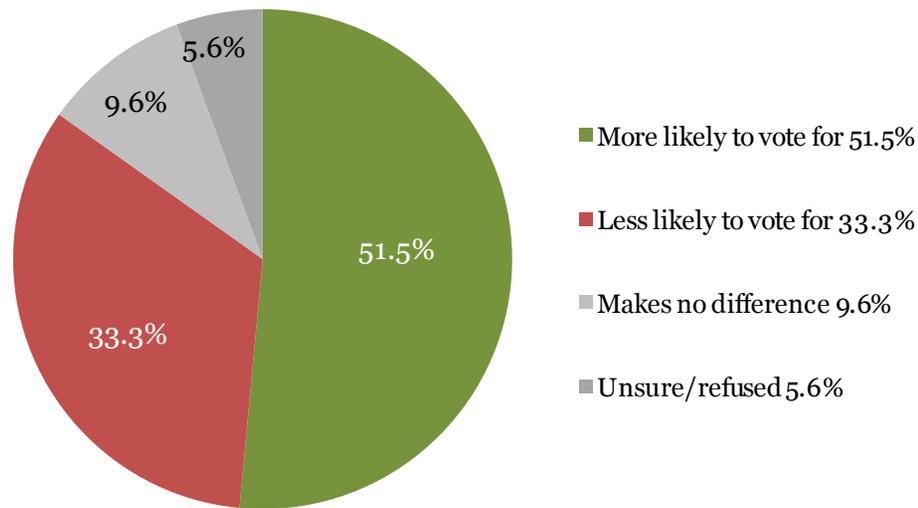
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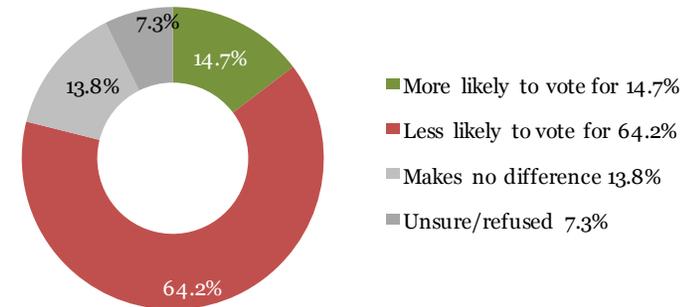
# 51.5% become more likely to vote yes knowing

## Without the amendment people may be priced out of the community

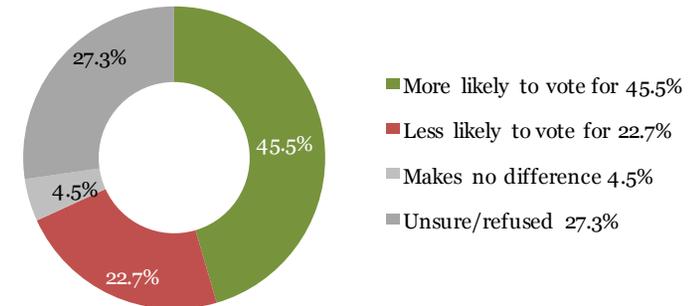
**Question:** If voters do not approve amending the City's Housing Element, residents of Encinitas may see housing costs continue to rise, becoming so costly that its character changes. People may be priced out of the community, or neighborhoods become overcrowded, with several families or generations of the same family living together in one home. Does knowing this make you more likely or less likely to vote yes, in favor of amending the City's Housing Element?



**How does this affect those who initially voted no?**



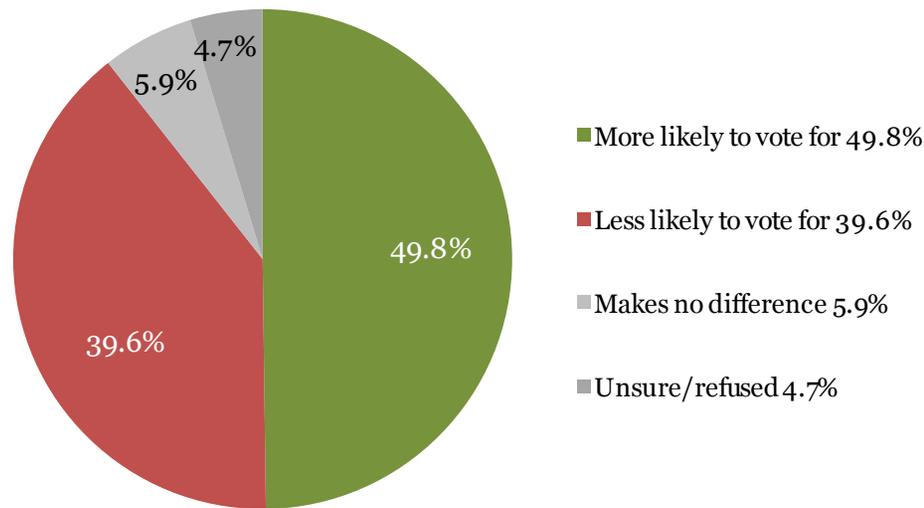
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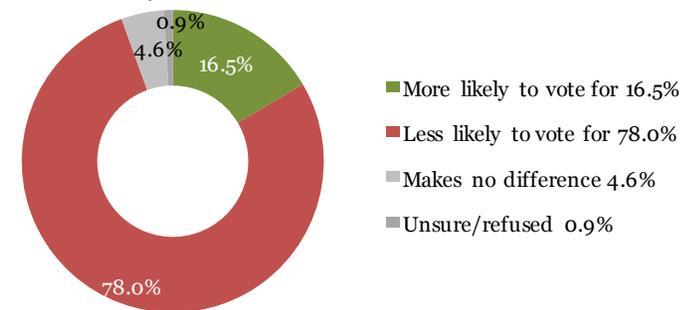
# 49.8% become more likely to vote yes knowing

## Most new housing would be mixed use, attached and multifamily neighborhoods

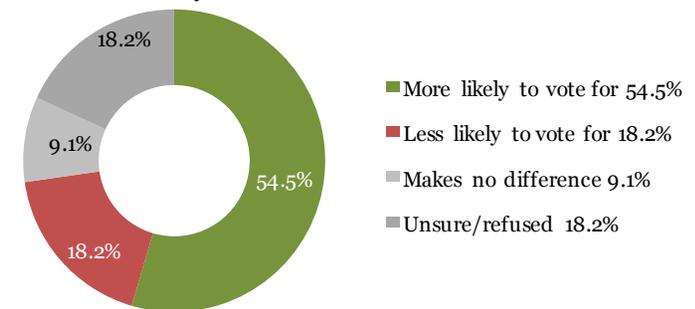
**Question:** Because there are no longer large open lands to develop in the San Diego Region, attached and multi-family housing, such as townhouses, condo and apartments, are largely what you can expect to see in the future. New housing in the City's Housing Element would consist of attached and multifamily neighborhoods. And most of these new neighborhoods would be mixed-use. A mixed-use project might have both residential and commercial included, such as stores, restaurants and offices on the ground floor and apartments or condos above. Does knowing this make you more likely or less likely to vote yes, in favor of amending the City's Housing Element?



**How does this affect those who initially voted no?**

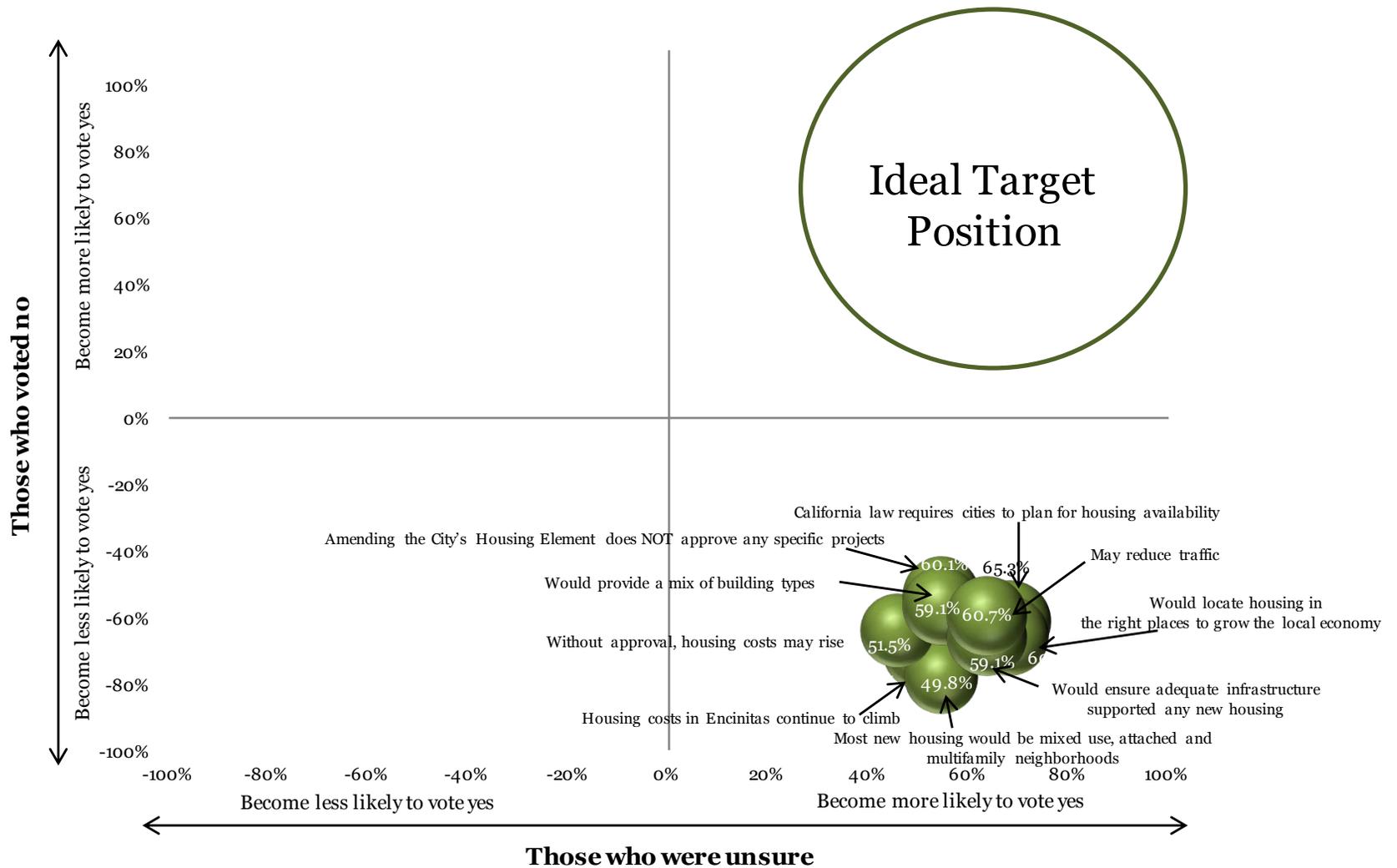


**How does this affect those who were initially unsure?**



# Mover Messages for those who voted no and were unsure

Mover Messages are those that shift opinions of opposition or those unsure



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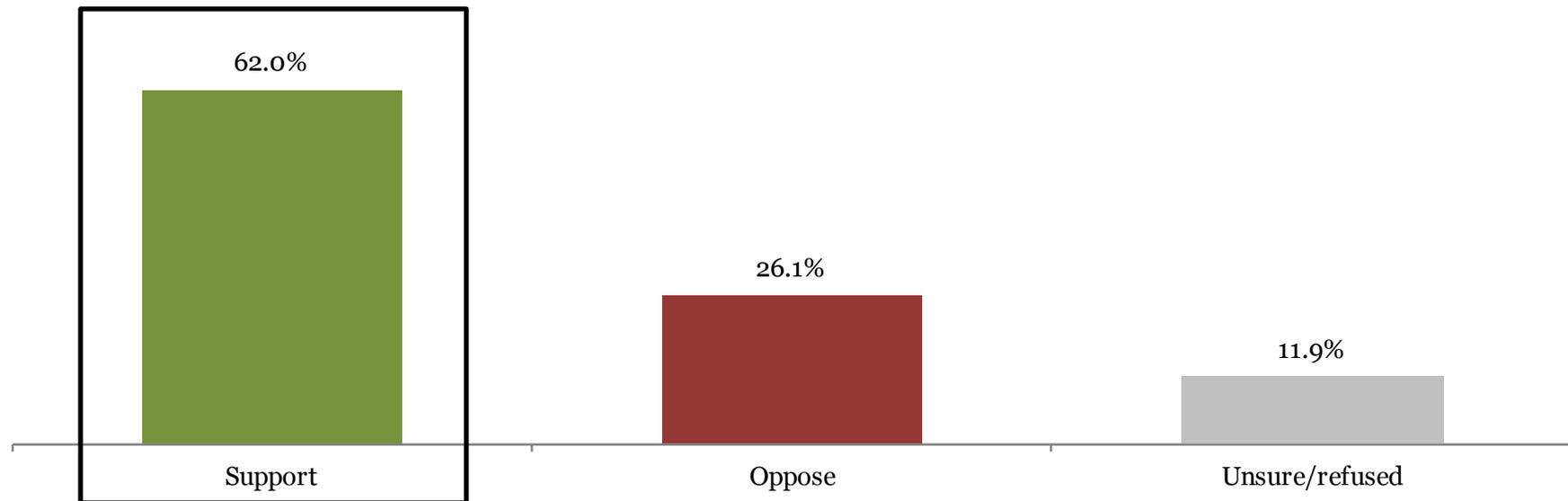
# Introducing the Flexible Zoning Concept



# 62.0% support the flexible zoning concept

## Of “At Home in Encinitas Zoning Districts”

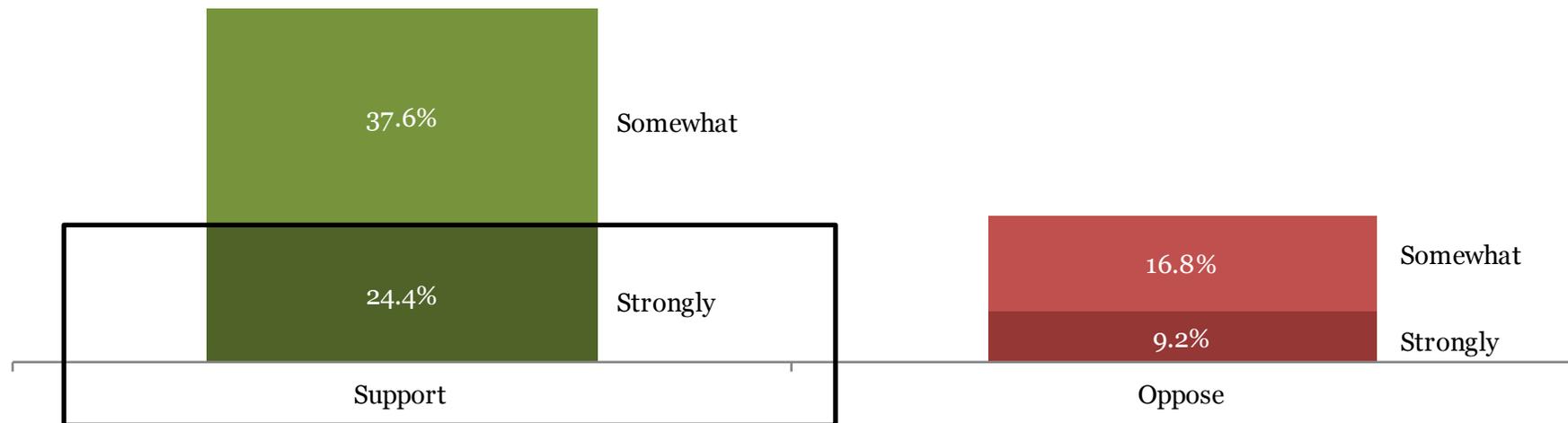
Question: One way to accomplish the goal of planning for additional new housing and mixed-use in Encinitas is to create new zoning rules that allow a property owner to keep their current zoning but also include rules that allow them to build housing and mixed-use if they decide they want to. This flexible zoning would only be in specific places that Encinitas voters approve, called “At Home in Encinitas Zoning Districts”. Do you support or oppose the flexible zoning concept of “At Home in Encinitas Zoning Districts”?



# The intensity of support for the flexible zoning concept

Is significant (24.4% say they *strongly* support)

Question: And would you say that you strongly or somewhat (support/oppose)?



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# Neighbor-to-Neighbor Conversations



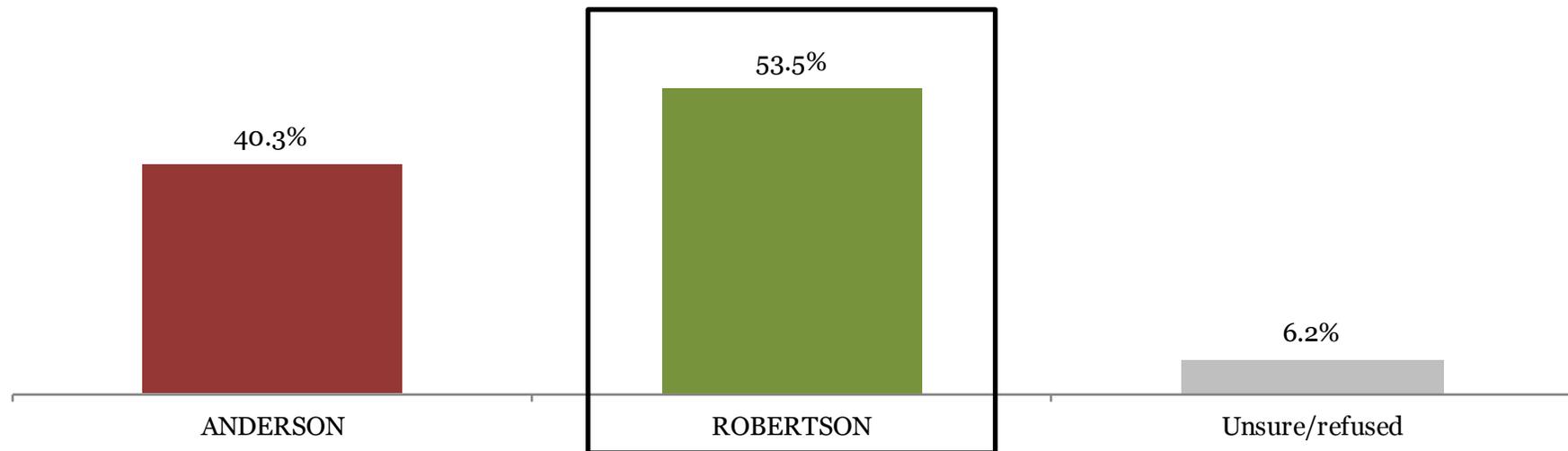
# 53.5% agree with Robertson, who says he'll vote yes

Because the City has taken a responsible approach

Question: ANDERSON says: "Amending the City's Housing Element just means developers will be given freedom to squeeze high density apartments in places they don't belong. Amending the City's Housing Element will simply eliminate Encinitas' unique neighborhood landscape, replacing it with cityscape islands of cul-de-sacs and multi-story buildings that destroy the character of the surrounding area. I'll vote no."

ROBERTSON says: "Amending the City's Housing Element is a requirement, and the City has taken a responsible approach to not only complying with state law, but also ensuring that any future development fits well within the context of our community's unique neighborhoods. The amendment will mean that respect for the local environment will guide the direction of new developments from the very beginning, helping to ensure that any new project protects, maintains and enhances our City's unique character. I'll vote yes."

With whom do you agree more, ANDERSON or ROBERTSON?



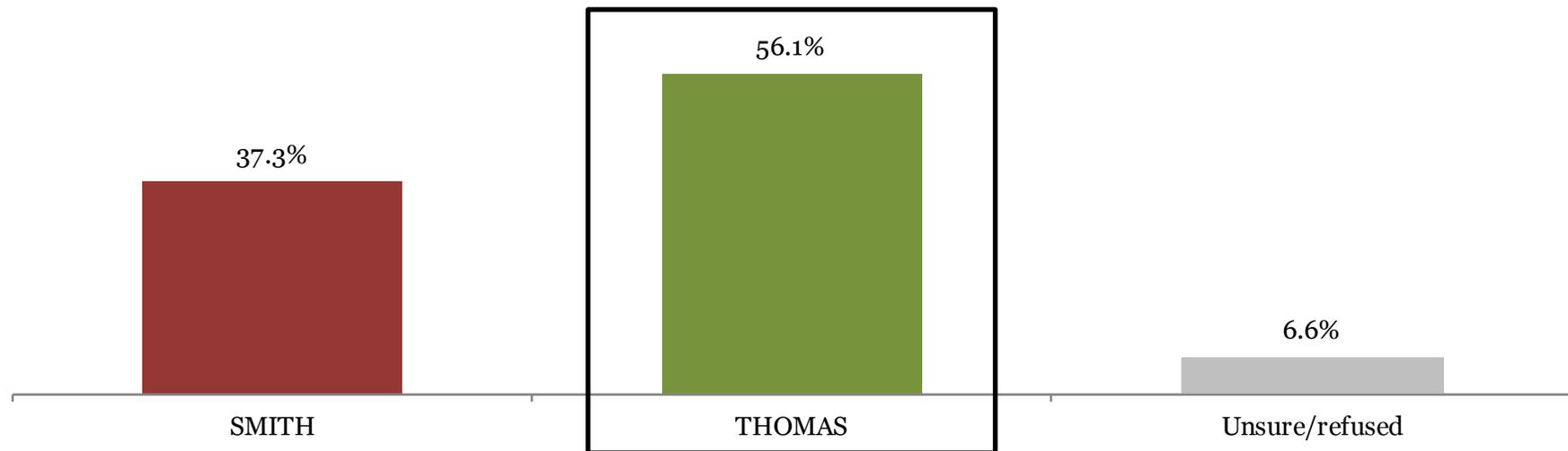
# 56.1% agree with Thomas, who says he'll vote yes

Because it means young professionals and first time home buyers can live here

Question: SMITH says: "Amending the City's Housing Element will forever change our quality of life in Encinitas. I'll vote no."

THOMAS says: "My own children can't afford to live in Encinitas. Amending the City's Housing Element means young professionals and first-time home buyers will be able to live and work in our community. If the people who make Encinitas so special cannot afford to live here, then we will change into place just for the rich and lose its charm. I'll vote yes."

With whom do you agree more, SMITH or THOMAS?



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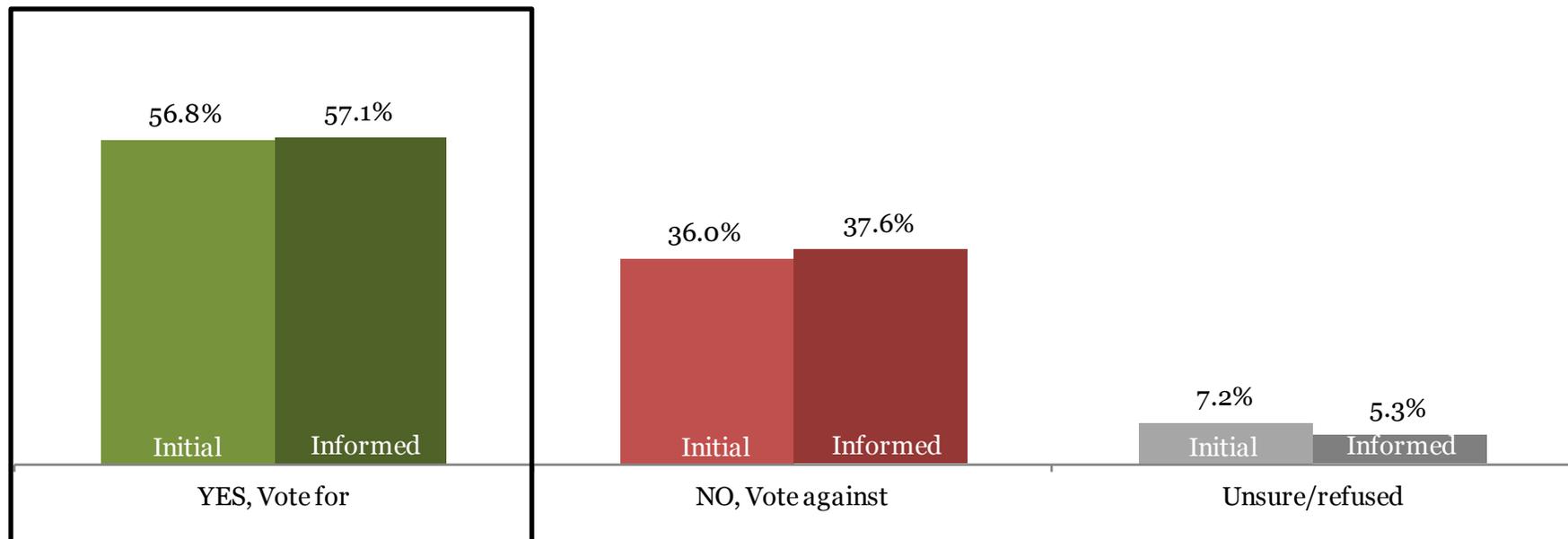
# Informed Ballot Test: Housing Element Update



# Both support for and opposition against the amendment

Remain remarkably similar after information has been presented

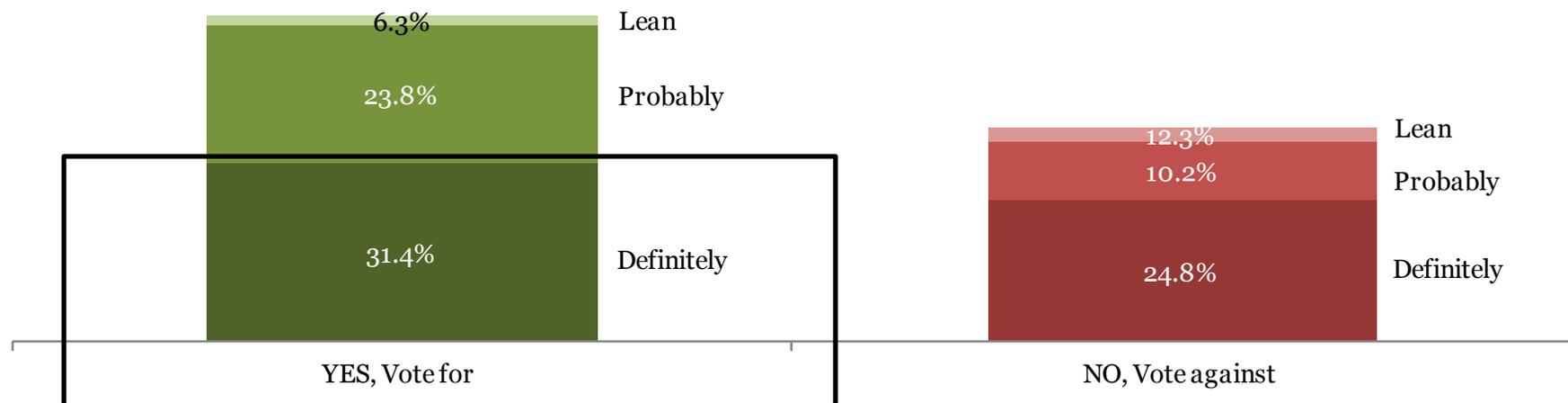
Question: Knowing what you do now, if an election was held today, would you vote yes, in favor of amending the City's Housing Element, or vote no, against it? Please pick one.



# The intensity of support for amending the Housing Element

Is greater than the intensity of opposition

Question: And would you say that you would definitely vote (for/against) or probably vote (for/against) amending the City's Housing Element? Would you say that you lean one way or another?



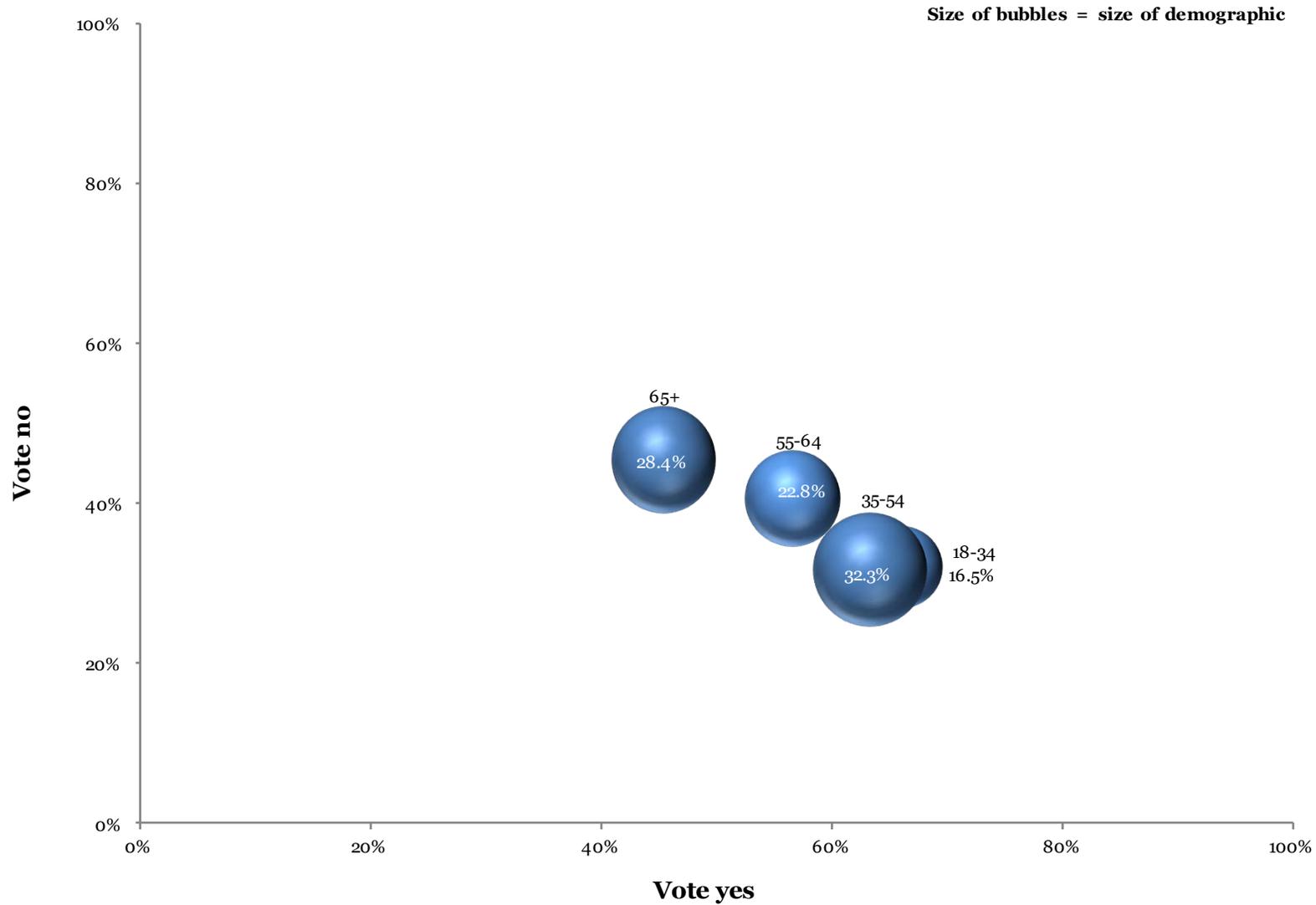
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# Profiles of Informed Support and Opposition For Amending the Housing Element



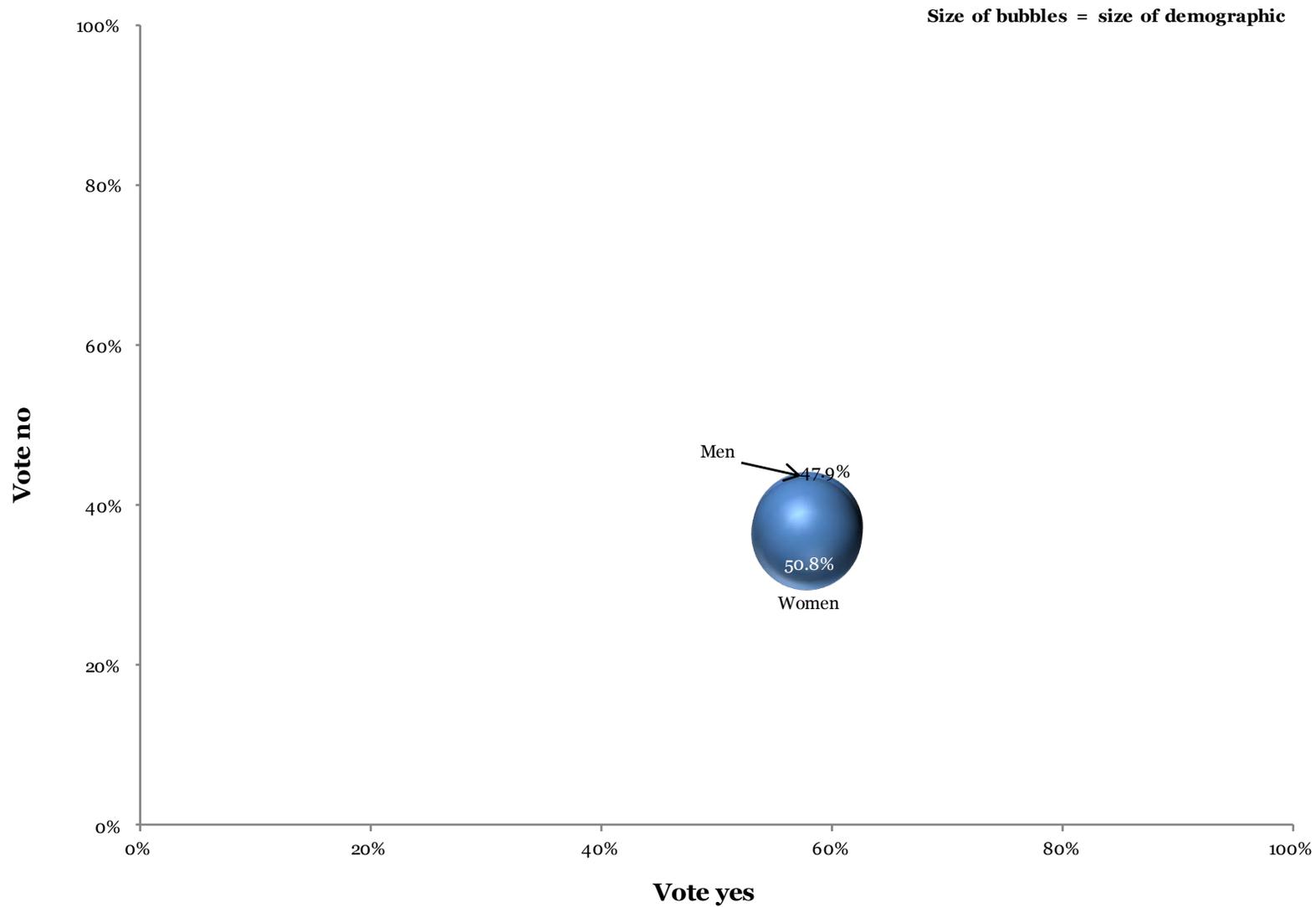
# Younger voters are more supportive

## Of amending the Housing Element

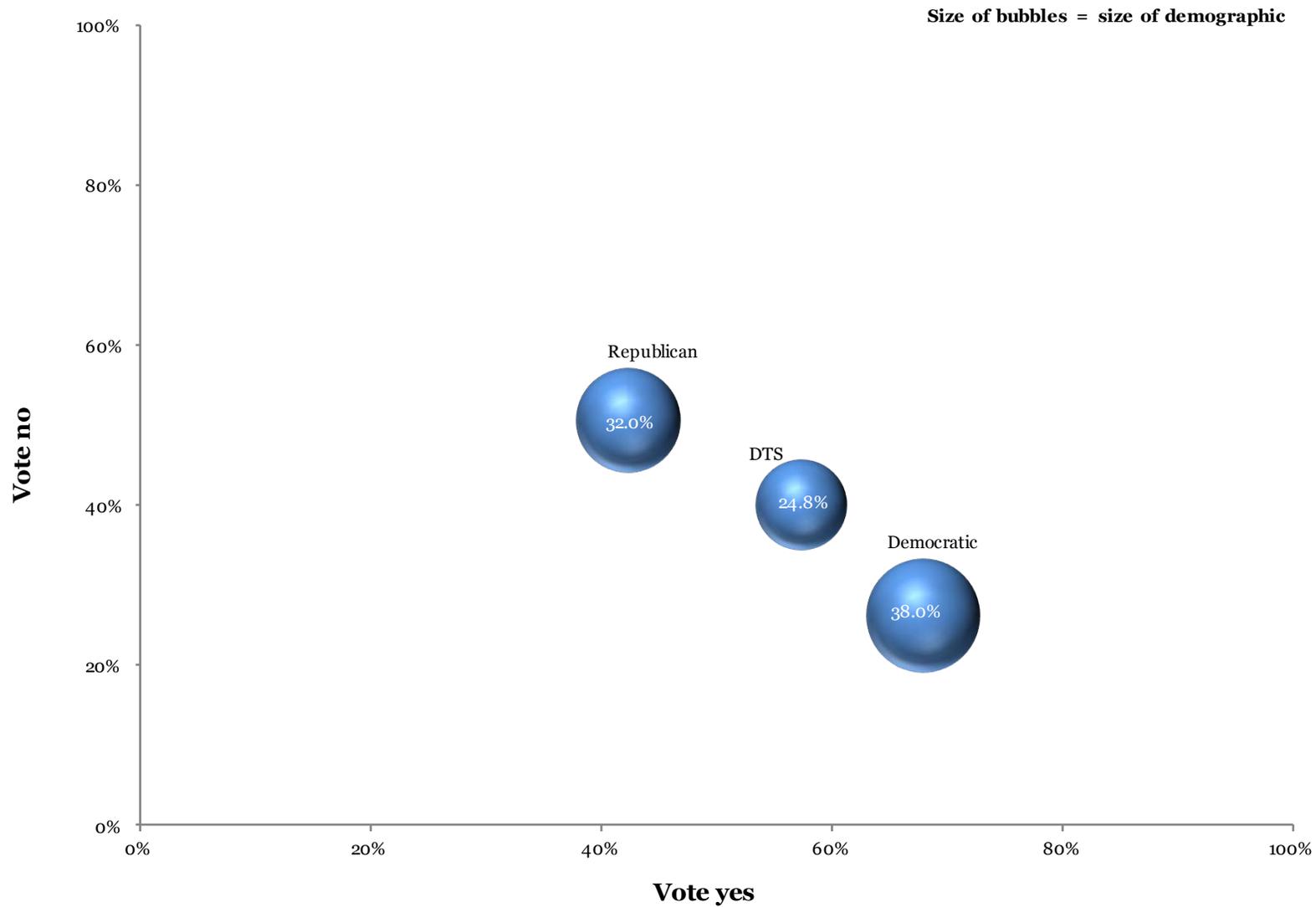


# Women and men demonstrate nearly identical levels

Of support for amending the Housing Element

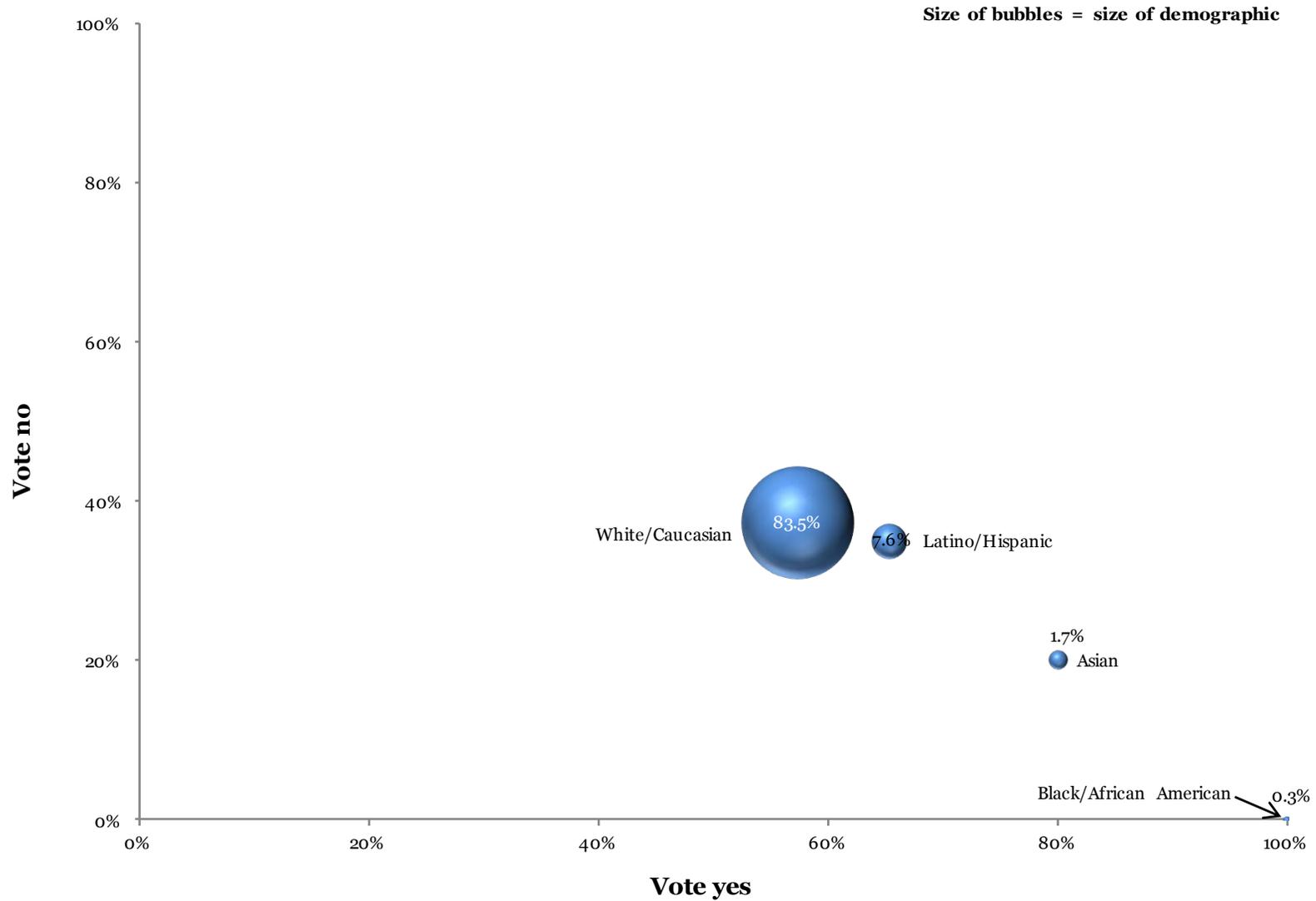


# Democratic and DTS voters are more likely to support Amending the Housing Element than are Republicans



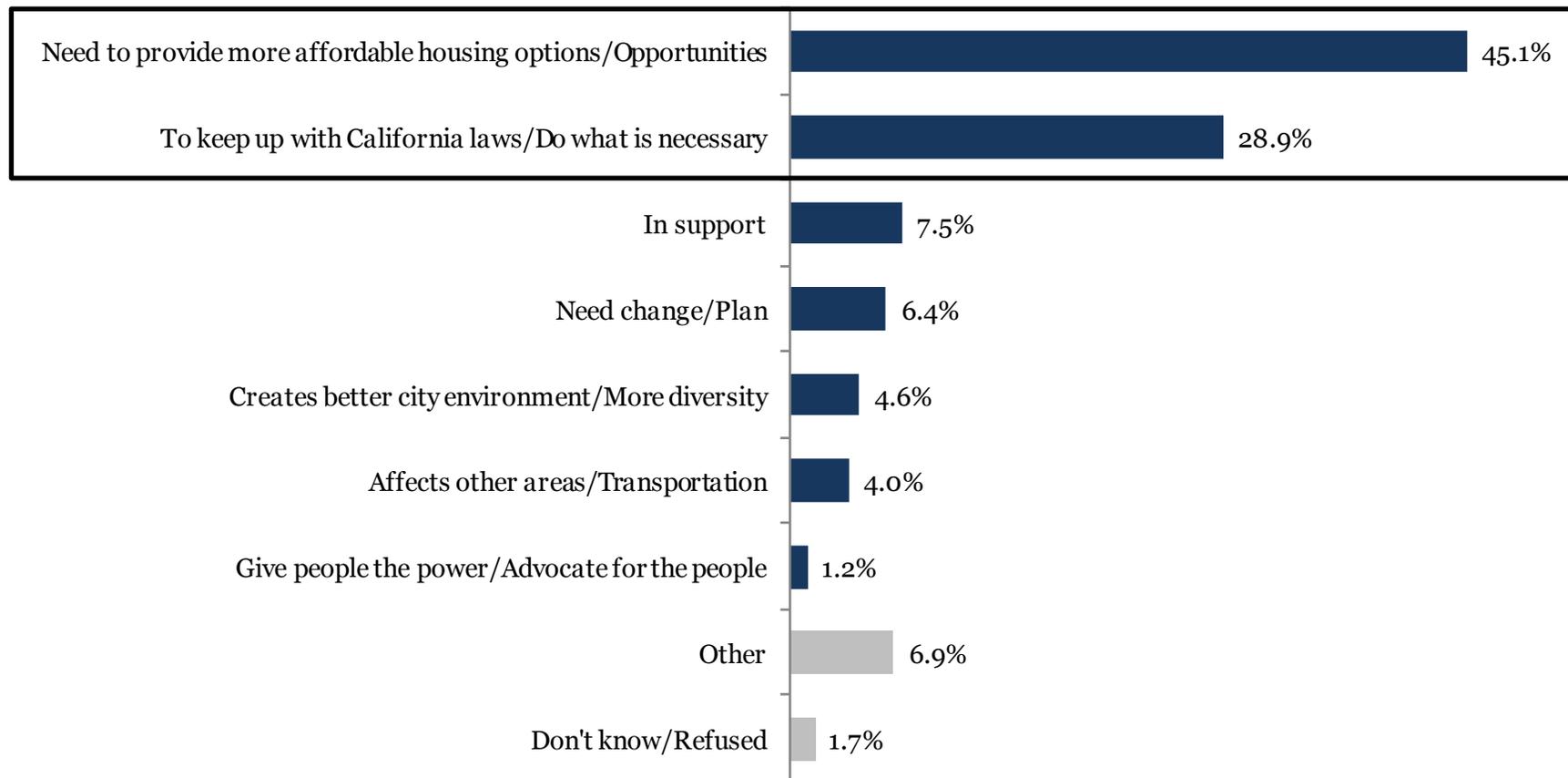
# Latinos are somewhat more supportive

## Of amending the Housing Element than White voters



# What are the top reasons given for voting yes In favor of amending the City's Housing Element?

Question: Thinking specifically, why would you vote yes, in favor of amending the City's Housing Element?\*

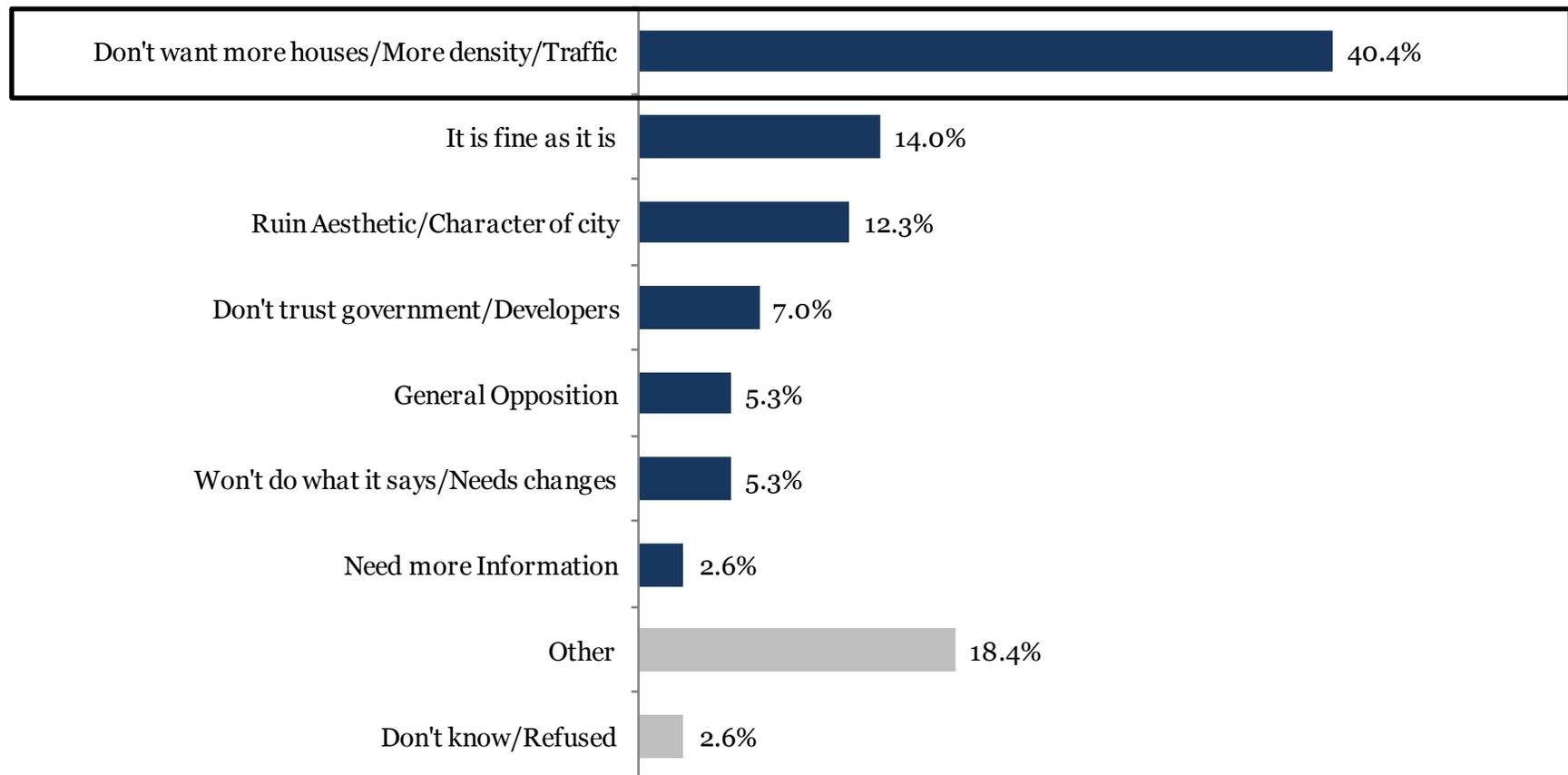


\*Asked only of those who responded "Vote Yes"

# What are the top reasons given for voting no

## Against amending the City's Housing Element

Question: Thinking specifically, why would you vote no, against amending the City's Housing Element?\*



\*Asked only of those who responded "Vote No"

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# Proposition A



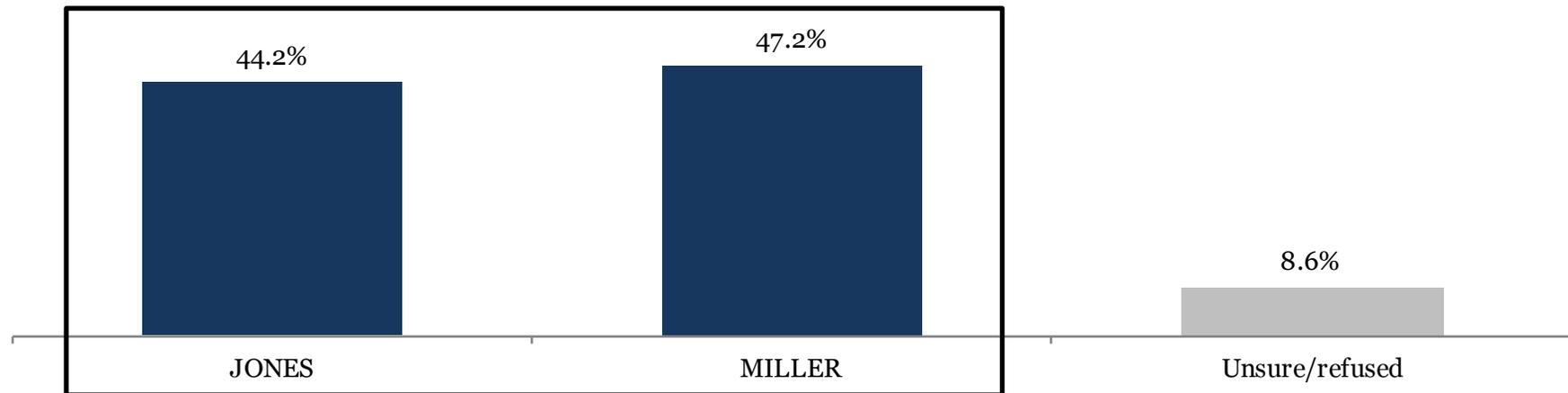
# Dr. Jones and Dr. Miller divide voter opinion

## As to the intent and application of Proposition A

Question: DR. JONES says: “Proposition A is clear, the voters get to vote on land use changes and height changes, and that’s it. The November ballot measure for the housing element should be limited in scope to keep it simple and uncomplicated and leave the decision-making about design details of future development projects up to the city planning commission and professional planning staff.”

DR. MILLER says: “While Proposition A was clear that the voters only had the right to vote on land use and height changes, the spirit of the proposition was to allow the voters a say in every detail of the planning process. The voters should be able to roll up our sleeves and get into the nitty-gritty of every detail of every development project. The November housing element ballot measure should have every last design detail in it for voters to vote up or down.”

With whom do you agree more, DR. JONES or DR. MILLER?



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*Thank you*

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