

Encinitas Likely Voter Survey

Executive Summary

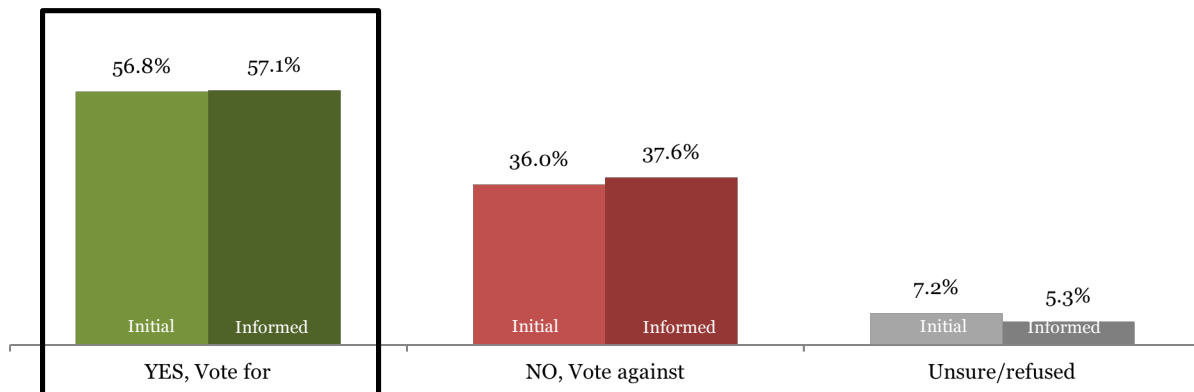
From Friday, April 29 through Thursday, May 4, 2016 Probolsky Research conducted a telephone survey of likely November, 2016 General Election voters within the City of Encinitas. A total of 303 surveys were collected. A survey of this size yields a margin of error of +/-5.8% with a 95% degree of confidence. Interviews were conducted with voters on both landline and mobile 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.¹ 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.

A Majority of Likely Voters Within Encinitas Support Amending the City’s Housing Element

Our research revealed that a majority of likely November, 2016 General Election voters support amending the City’s Housing Element. Levels of both support and opposition remain nearly identical after hearing detailed information about the proposed amendment.

SUPPORT REMAINS CONSISTENT BEFORE INFORMATION HAS BEEN PRESENTED AND AFTER



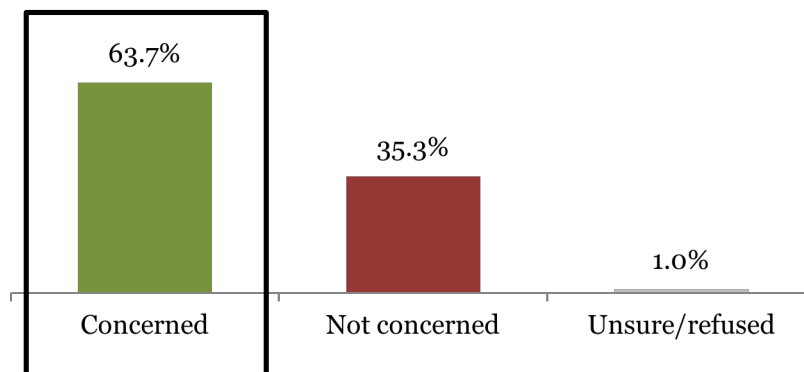
Question: “California law requires cities to plan for housing availability, including housing that is more affordable for young families and professionals, first-time homebuyers, seniors and others. Encinitas is the only city in San Diego County that does not have a certified Housing Plan and is in violation 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. 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.”

¹ 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.

It should be noted that early in the survey we found that while the community largely opposes new development in general, when development is put in the context of housing that is “within reach of most working families, young professionals and new home buyers” voters feel very differently and in fact recognize the need for such housing development. This sort of mixed opinion is typical of nuanced issues and respondents often feel generally one way about a topic, but when contextualized to a specific instance with unique factors opinions often change significantly, as was the case in this research.

While support for the Housing Element Update appears driven by several factors rather than one driving theme (as is often the case in California coastal communities such as Encinitas), an overarching concern about future housing availability clearly is one of the core drivers.

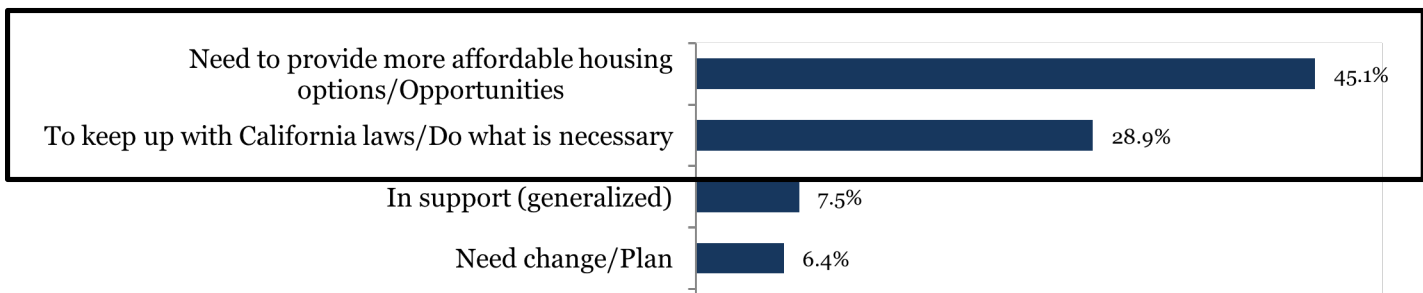
63.7% ARE CONCERNED ABOUT THE AVAILABILITY OF HOUSING THAT IS PRICED WITHIN THE REACH OF MOST WORKING FAMILIES, YOUNG PROFESSIONALS AND NEW HOME BUYERS



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?”

This sentiment is reflected by responses given by those who indicated they would vote yes, in favor of the amendment, and is augmented by the additional, pragmatic recognition that the City needs to comply with California state law.

WHY DOES A MAJORITY SUPPORT AMENDING THE CITY’S HOUSING ELEMENT?²



Question: “Thinking specifically, why would you vote yes, in favor of amending the City’s Housing Element?”

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

² Asked of those who said they would vote yes, in favor of amending the City’s Housing Element. Open-ended question.