



September 18, 2025

TO: LOCSO Board of Directors

FROM: Ron Munds, General Manager

**SUBJECT: Agenda Item 2A – 09/18/2025 Special Board Meeting
Sunnyside School Community Survey Results**

President

Christine M. Womack

Vice President

Matthew D. Fourcroy

Directors

Charles L. Cesena
Tom Cross
Richard Hubbard

General Manager

Ron Munds

District Accountant

Robert Stilts, CPA

Unit Chief

John Owens

Battalion Chief

Paul Provence

Mailing Address:

P.O. Box 6064
Los Osos, CA 93412

Offices:

2122 9th Street, Suite 110
Los Osos, CA 93402

Phone: 805/528-9370

FAX: 805/528-9377

www.losososcscsd.org

STAFF RECOMMENDATION

The staff recommends that by motion the Board take the following action:

Motion: I move that the Board:

- 1. Receive the report regarding the results of the Sunnyside School community survey; and***
- 2. Provide direction to staff on next steps.***

DISCUSSION

Background

In July 2025, staff engaged the professional public opinion firm, FM3, to conduct a community survey to gauge support for a ballot initiative to establish a park and recreation property tax. The survey was conducted between August 18th and August 31st. The following information is a high-level overview of the results from the survey. More specific information can be found in the attachments to this report.

The following is summary of the survey methodology:

- Survey Type: Dual-mode Voter Survey
- Research Population: Likely Voters in Los Osos
- Total Interviews: 354
- Margin of Sampling Error: +/- 5.3% at the 95% Confidence Level
- Contact Methods: Telephone, Email and Text
- Data Collection Modes: Telephone Interviews and Online Interviews
- Languages: English and Spanish

The main takeaways are as follows:

- 76% see either a great or some need for additional park space
- 20% see either little or no need for additional park space

Views of a Potential Ballot Measure Language Alone:

- Definitely yes: 42%
- Probably yes: 16%
- Undecided, lean yes: 5%
- **Total: 63%**

- Undecided, lean no: 4%
- Probably no: 7%
- Definitely no: 17%
- **Total: 29%**

- **Undecided: 8%**

General Observations:

- Supporters cite the need for more park & recreation space
- Opponents generally object to new taxes

After the initial questions, respondents heard the plain-language explanation of the ballot measure and what it would cost. There was a slight change in the percentage as follows:

- Definitely yes: 46%
- Probably yes: 19%
- Undecided, lean yes: 3%
- **Total: 68%**

- Undecided, lean no: 3%
- Probably no: 7%
- Definitely no: 16%
- **Total: 26%**

- **Undecided: 5%**

Key Priority for the Measure:

Preserving open space in the heart of Los Osos (see attachment for additional priorities)

Willingness to Pay

The survey participants were asked whether they would be very willing, somewhat willing, somewhat unwilling or very unwilling to pay a monthly amount per household at the following levels:

\$20/month – 57% very or somewhat willing to pay; 36% somewhat unwilling or very unwilling
 \$18/month – 59% very or somewhat willing to pay; 37% somewhat unwilling or very unwilling
 \$15/month - 62% very or somewhat willing to pay; 32% somewhat unwilling or very unwilling

Conclusions from the Survey

A citizen’s initiative measure to create a new park and active recreation space in Los Osos is viable in a future election with the support of a strong, positive and local campaign, and steady economic conditions.

- Los Osos voters see a great need for additional funding for new parks and active recreation space serving the community.
- Nearly two-thirds support the measure based on ballot measure language alone – and two-thirds do so after a brief, plain-language explanation of what it would fund and what it would cost. This is well above the simple majority needed for passage with a citizen’s initiative under current law.
- Broad shares say they would “definitely” vote yes on the measure.
- The measure’s chief challenge is voters’ concern about the cost of living. However, positive messaging is stronger, and lifts support for the measure.

- Voters' top priorities for measure spending include "preserving open space in the heart of Los Osos," adding trees, an all-abilities playground – you may consider revising the measure language to highlight these projects.
- The opportunity to protect land at the heart of town as the community grows is a highly persuasive message in favor. Messaging should also focus on the benefits for children and families.

Attachments

Presentation slides

Los Osos Survey Complete Data






Los Osos Community Park Survey

Key Findings of a Survey Conducted August 18-31, 2025



OPINION
RESEARCH
& STRATEGY

Survey Methodology

Dates	August 18-31, 2025
Survey Type	Dual-mode Voter Survey
Research Population	Likely Voters in Los Osos
Total Interviews	354
Margin of Sampling Error	±5.3% at the 95% Confidence Level
Contact Methods	 Telephone Calls  Email Invitations  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews
Languages	English & Spanish

(Note: Not All Results Will Sum to 100% Due to Rounding)



Context

Voters have broadly favorable views of their parks, school, and community services districts.

■ Very Favorable
 ■ Somewhat Favorable
 ■ Never Heard of
 ■ Heard of/No Opinion
 ■ Somewhat Unfavorable
 ■ Very Unfavorable

Total Favorable
Total Unfavorable



California State Parks



92%

6%



San Luis Obispo County Parks



79%

6%



The San Luis Coastal Unified School District

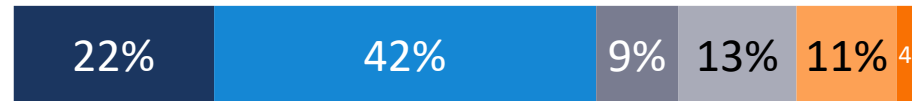


64%

15%



The Los Osos Community Services District

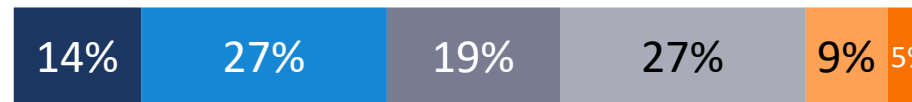


64%

15%



The Los Osos Community Advisory Council

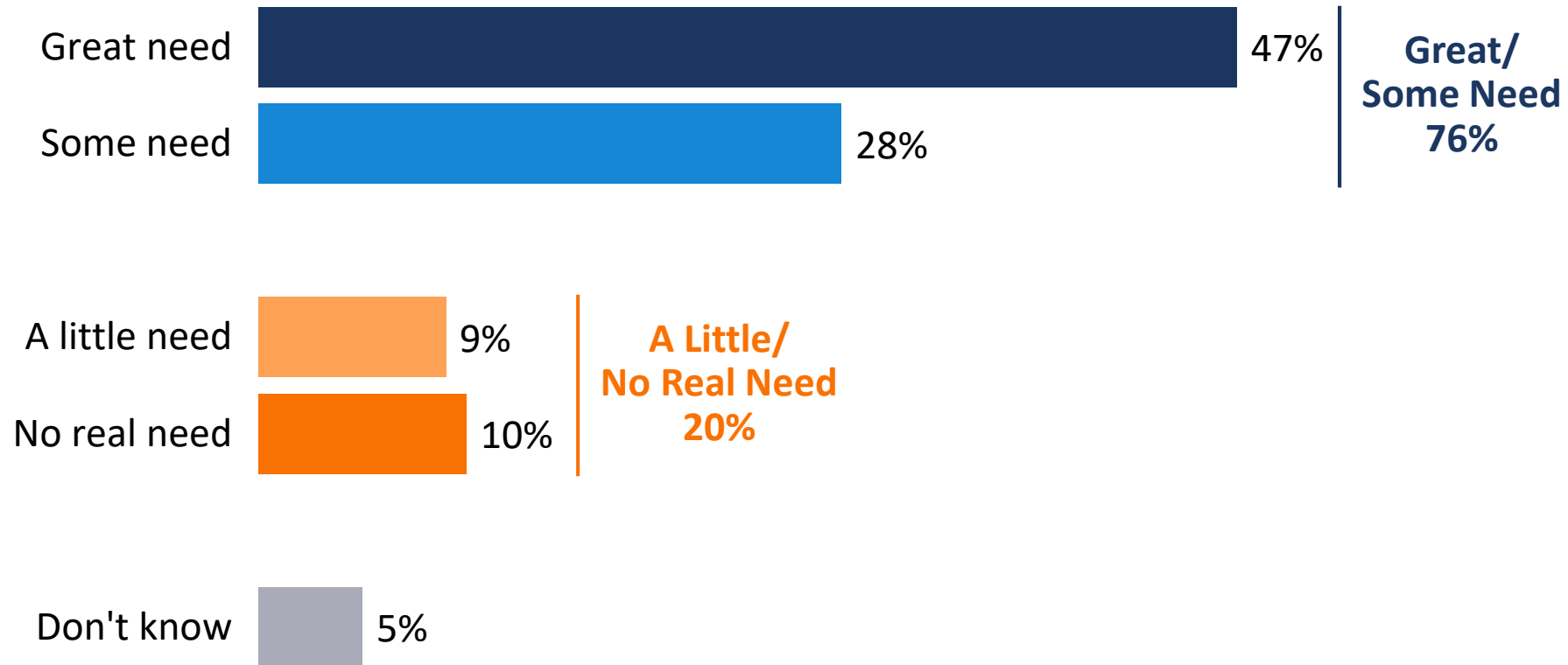


41%

14%

Three-quarters see “great need” or “some need” for additional funding for parks and active recreational space.

In your personal opinion, would you say that Los Osos has a great need, some need, a little need, or no real need for additional funding for parks and active recreational space?

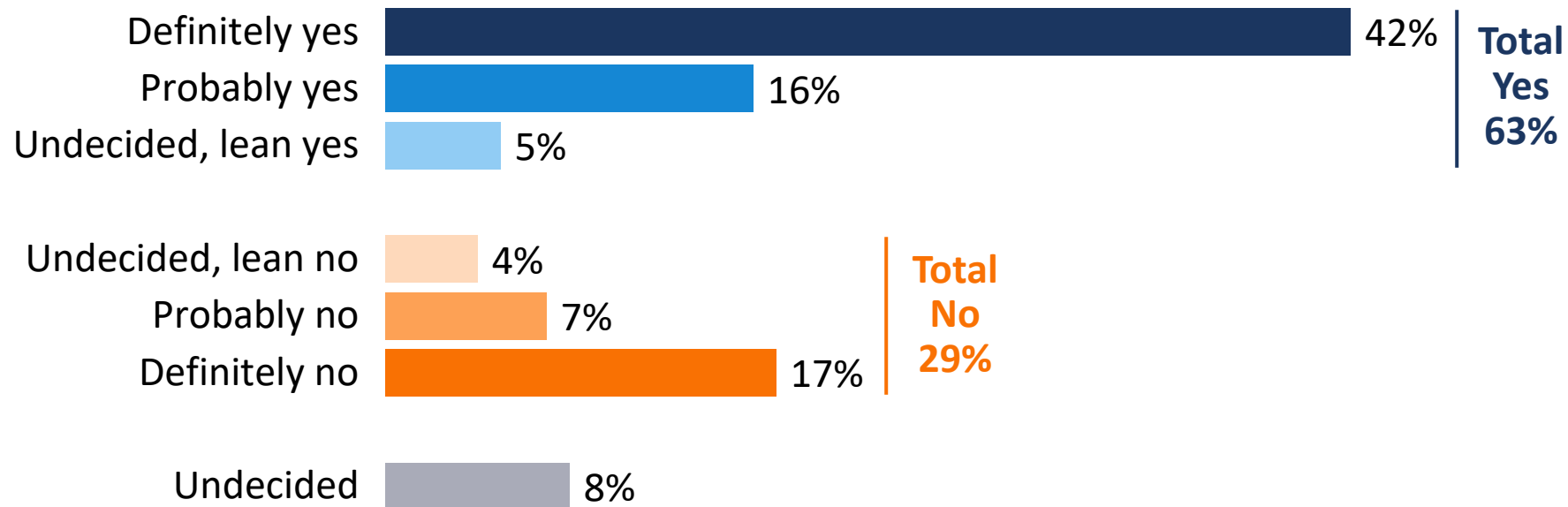




Views of a Potential Ballot Measure

More than three in five support a parcel tax supporting a new community park given the ballot measure language alone.

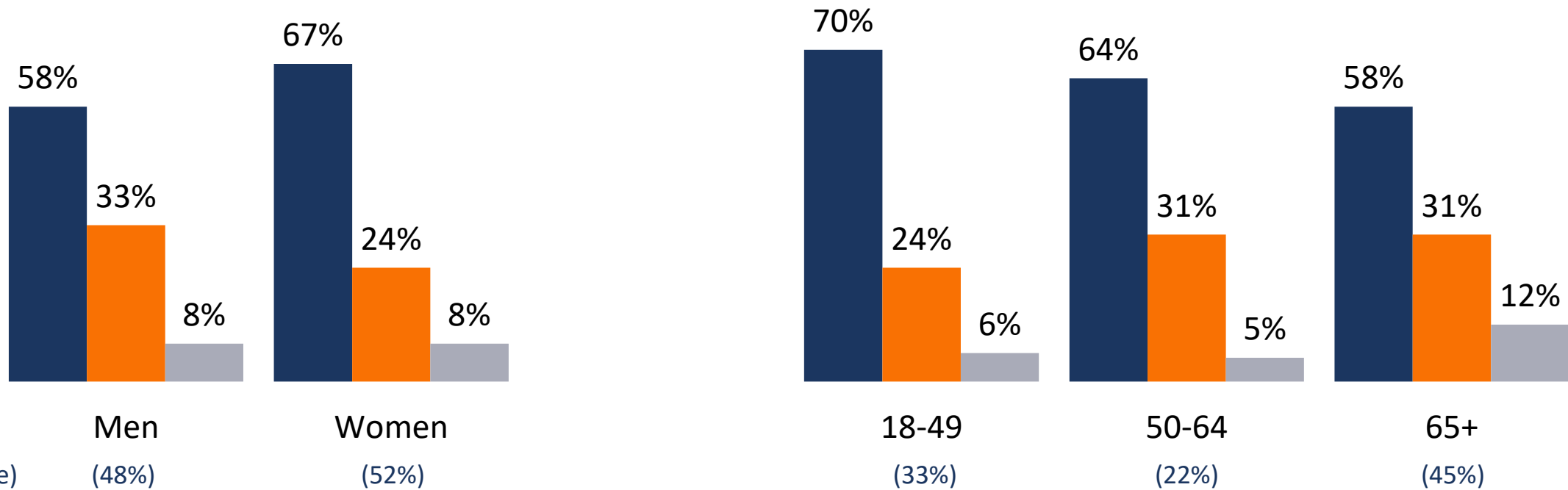
Los Osos Park/Recreation Measure. To provide open space and recreational facilities by creating a new community park with sports fields shall the Los Osos Community Services District measure establishing a parcel tax of \$15 per parcel per month dropping to \$8 per year after 15 years, raising approximately \$1,114,255 per year for 15 years and \$602,200 every year after that for operations and maintenance, until ended by voters, be adopted, with public disclosure, local citizens' oversight, audits with no funds going to the county?



Seven in ten voters under 50 support the measure; majorities of seniors support it.

Initial Vote by Gender & Age

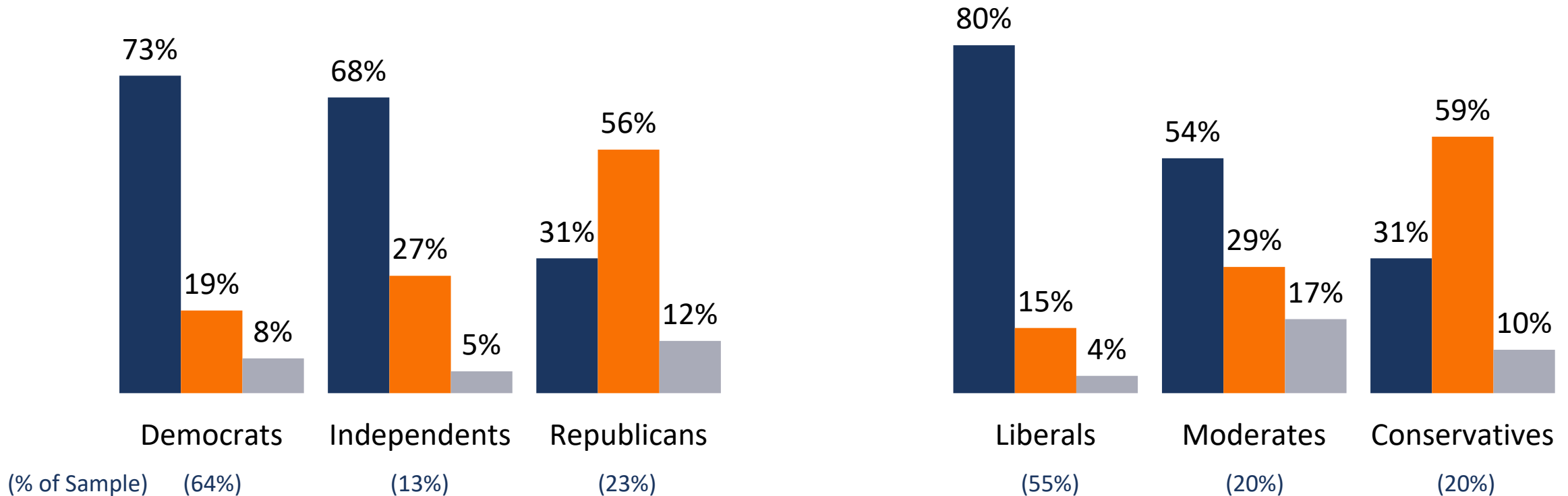
■ Total Yes ■ Total No ■ Undecided



Seven in ten Democrats and independents support the parks parcel tax, while half of Republicans oppose it.

Initial Vote by Party & Ideology

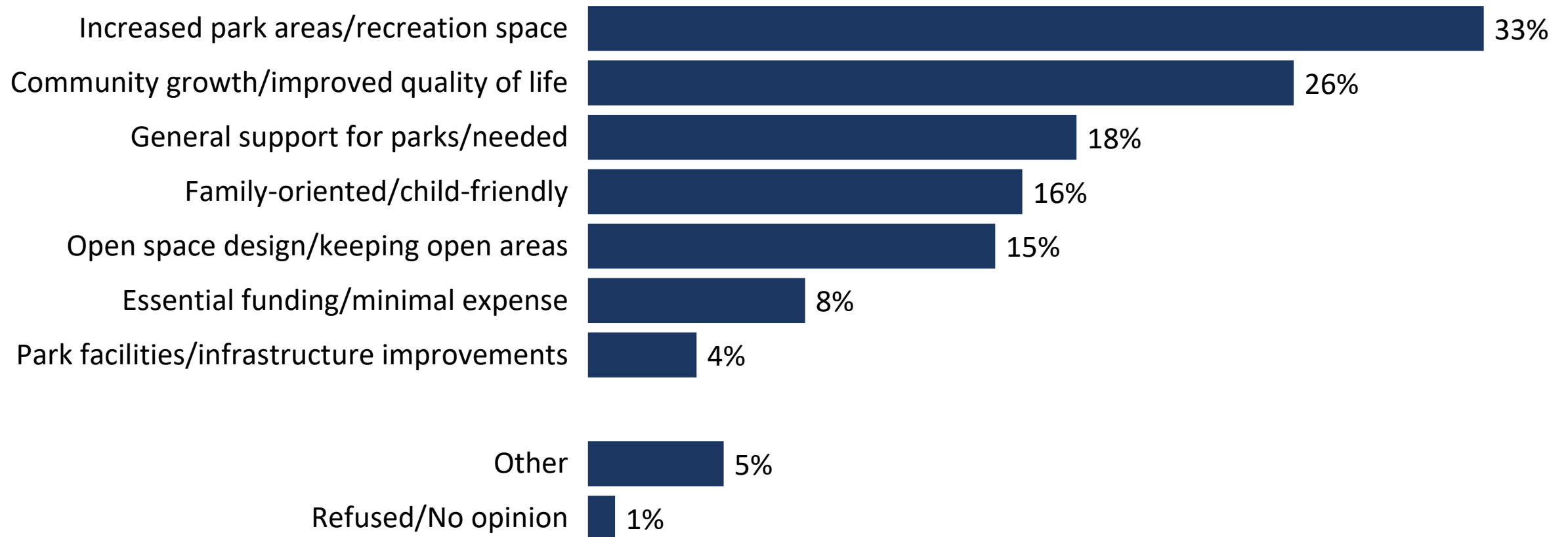
■ Total Yes ■ Total No ■ Undecided



Supporters of the measure cite the need for more parks and recreation space, especially as the community grows.

In a few words of your own, why would you vote YES on this measure?

(Open-ended; Asked of "Yes" Voters Only, n=223)



Verbatim Responses from Supporters

Los Osos needs more community spaces.

Parks are good, and landowners in this town can afford 15 bucks to support them.

More recreation opportunities are needed and the long-term benefits outweigh the cost, in my opinion.

I see how much use our community and skate park gets and we need more spaces for recreation.

The area youth need areas of activity.

It's always great to have more parks for free activities as well as more centers for cheap activities. This is good for seniors and families on a budget.

Los Osos needs more public space for a variety of activities.

We need more active recreation and the county won't help.

Los Osos needs attractive facilities for family activities and makes this a place people want to live.

With so many federally funded items being taken away, I think its important for the community to have something that can be shared by all, paid for by all.

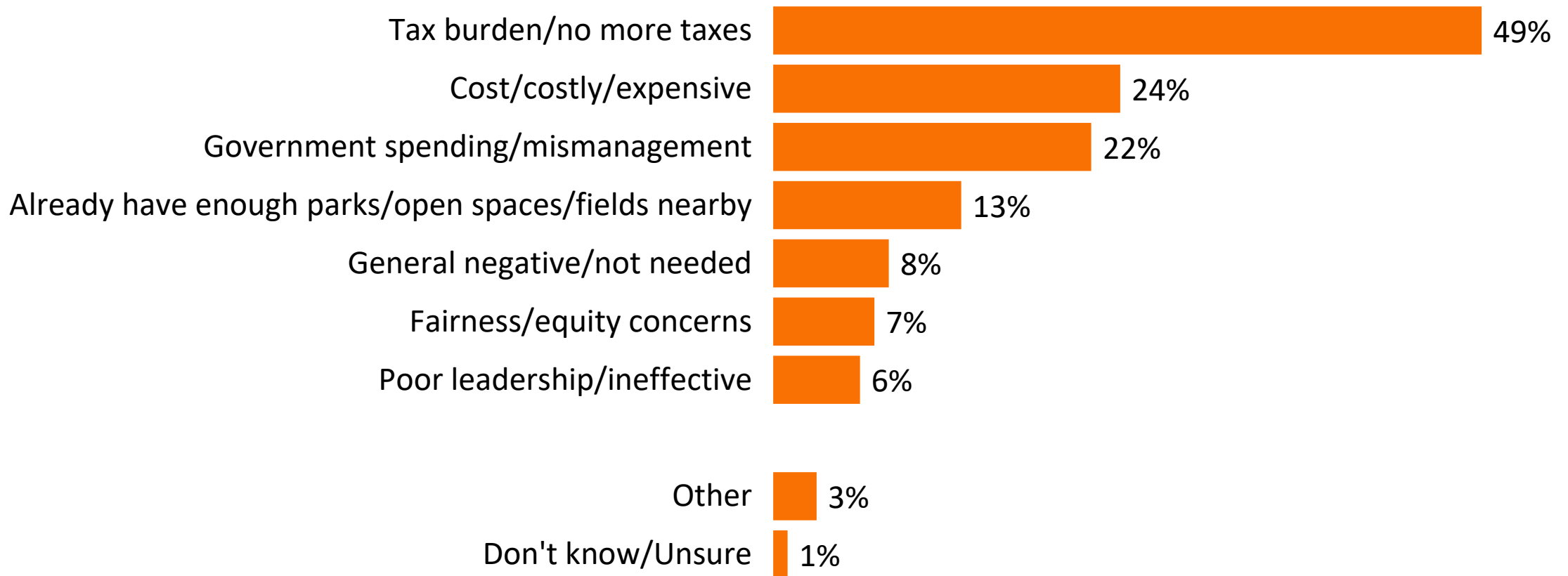
A yes vote would depend of how and where the facility was constructed and how accessible it is.

We have an extremely low public space per capita here. We're the neglected child of San Luis Obispo County.

Among the 29% opposed, half object to new taxes.

*In a few words of your own, why would you vote **NO** on this measure?*

(Open-ended; Asked of "No" Voters Only, n=101)



Verbatim Responses from Opponents

SLO county does not give our fair share - get money from county.

I don't think this little community needs to have another tax. I think the idea is good to have parks, but I'd like to see it paid for in a different way.

Take a look at my property tax bill. There are already too many special extra taxes on it. Take a couple off and I would support this one.

More taxes? Really?
Too expensive already.

We have Montana de Oro and Morro Bay State Parks easily accessible and nearby, not to mention at least two school recreational sports fields/facilities fields.

We pay enough property taxes already!

I don't think this little community needs to have another tax. I think the idea is good to have parks, but I'd like to see it paid for in a different way.

I don't want to finance the project.

Not the time to raise taxes.

\$15 a month added to all the other fees we already pay, especially for the sewer? No more taxes and fees.

We are already taxed to death in this small community. There are few services for the taxes we pay.

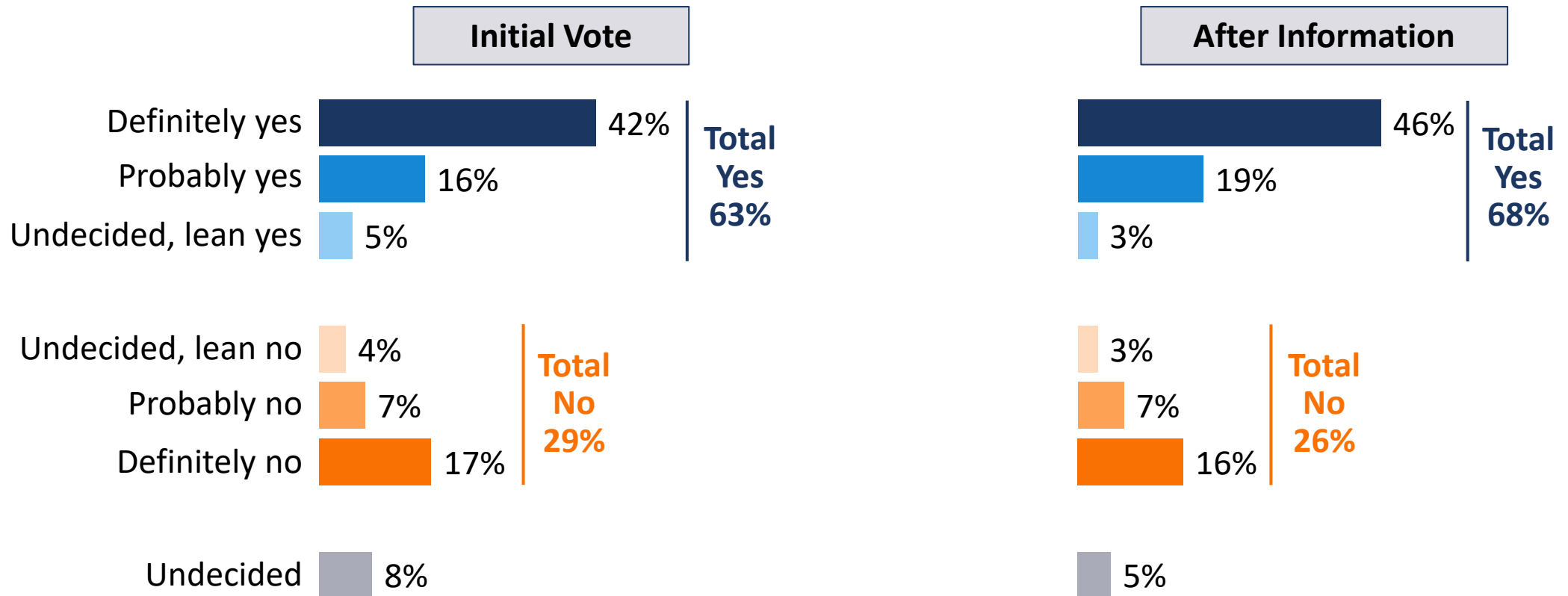
I am a senior who is struggling to meet my monthly expenses.

Voters next heard or read a brief, plain-language explanation of the measure and what it would cost.

The former Sunnyside Elementary School closed in 2002. This measure would allow the Los Osos Community Services District to purchase the property for active recreation and develop the remaining undeveloped land as a park and playground. This could include a dog park, an all-abilities playground, open space, sports fields, and facilities for seniors, families, and youth. The measure would increase parcel taxes by \$15 per month for the average homeowner for 15 years, and then lower to \$8 per month after that.

This information lifts support to nearly seven in ten, with more than two in five saying they would “definitely” vote yes.

±5.3% Margin of Error

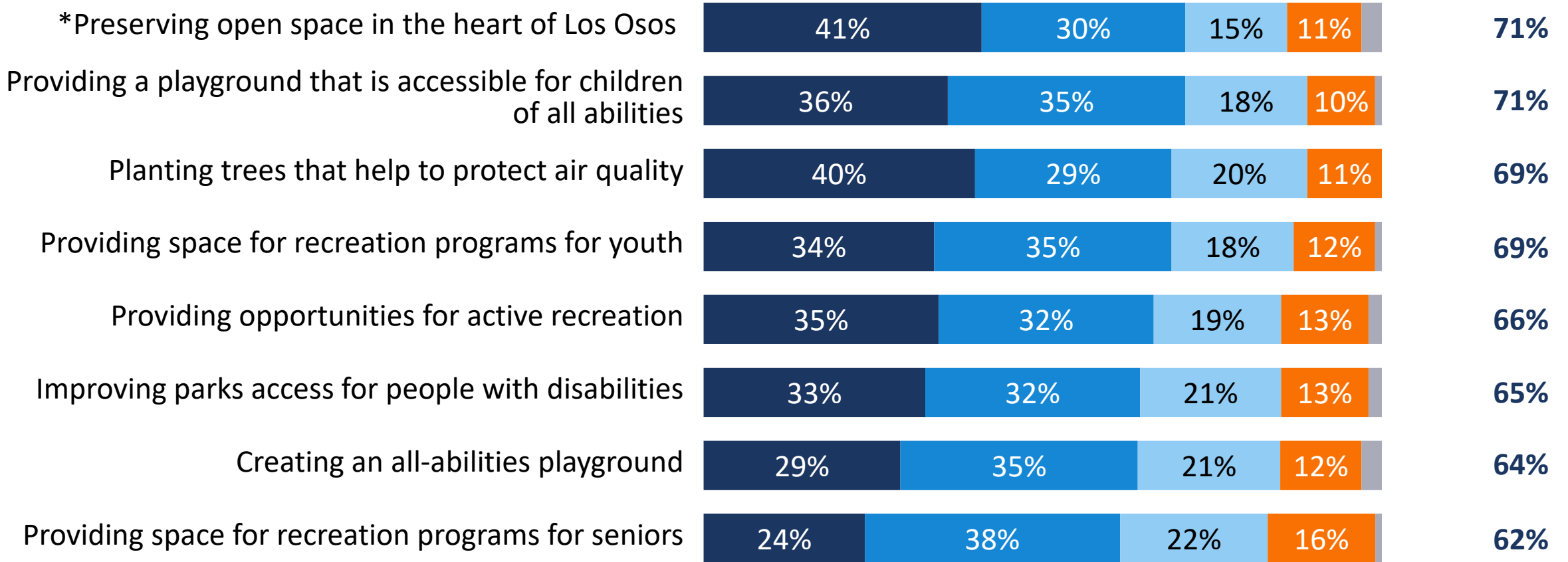




Voter Priorities

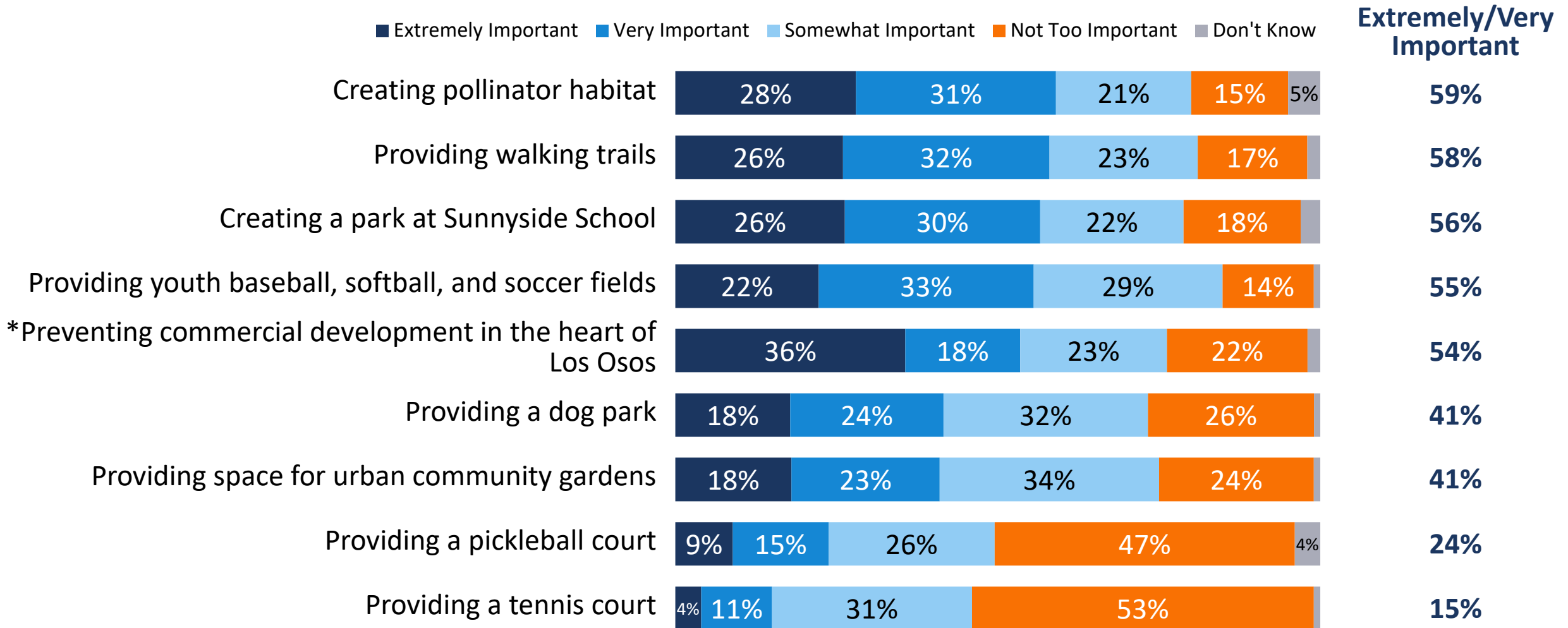
“Preserving open space in the heart of Los Osos” is a key priority for the measure, along with trees and an all-abilities playground.

■ Extremely Important
 ■ Very Important
 ■ Somewhat Important
 ■ Not Too Important
 ■ Don't Know
 Extremely/Very Important



Q6. Please consider some potential elements of this measure, including ways in which funds it generates could be spent. Please indicate how important each one is to you personally, regardless of how you feel about the measure: either extremely important, very important, somewhat important, or not too important. *Split Sample

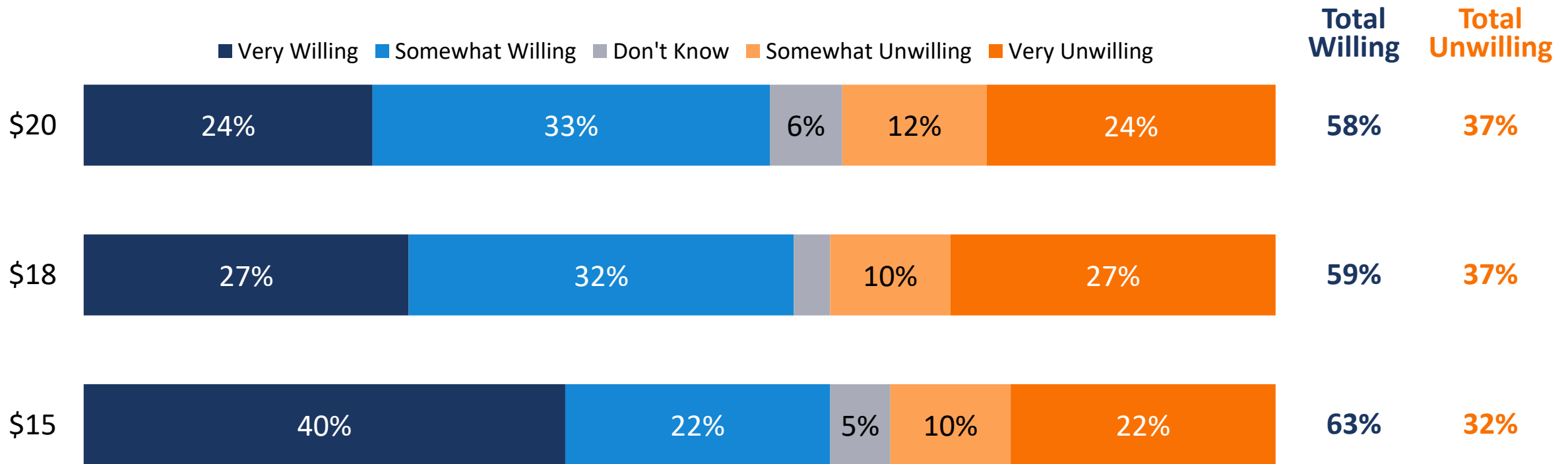
Voters are much less interested in pickleball, a tennis court, dog park or urban community garden.



Q6. Please consider some potential elements of this measure, including ways in which funds it generates could be spent. Please indicate how important each one is to you personally, regardless of how you feel about the measure: either extremely important, very important, somewhat important, or not too important. *Split Sample

Broad majorities are willing to support the park and recreation measure at as much as \$20 per month.

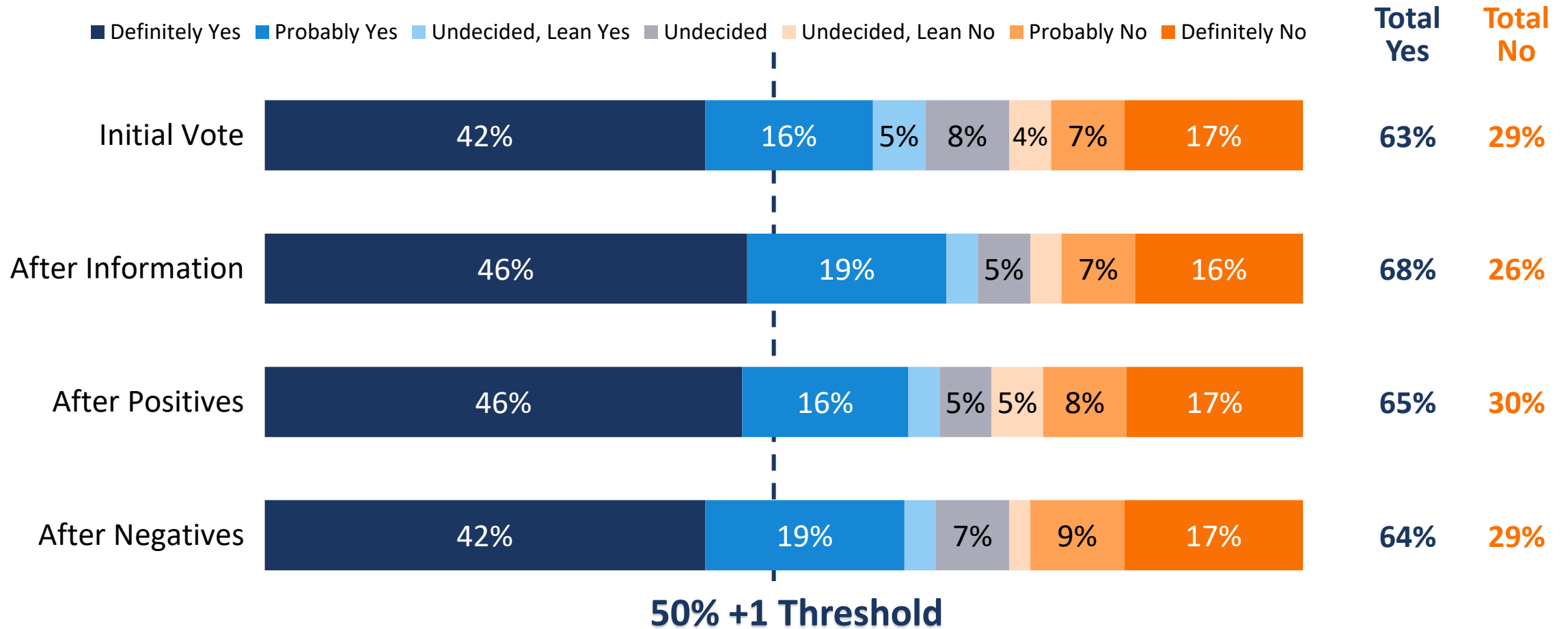
Please indicate whether you would be very willing, somewhat willing, somewhat unwilling, or very unwilling to pay each of the following amounts per household per month for the Los Osos Park and Recreation Measure.





Messaging

Support for the measure hovers remains well above the margin needed for passage for a citizen's initiative as voters learn more.

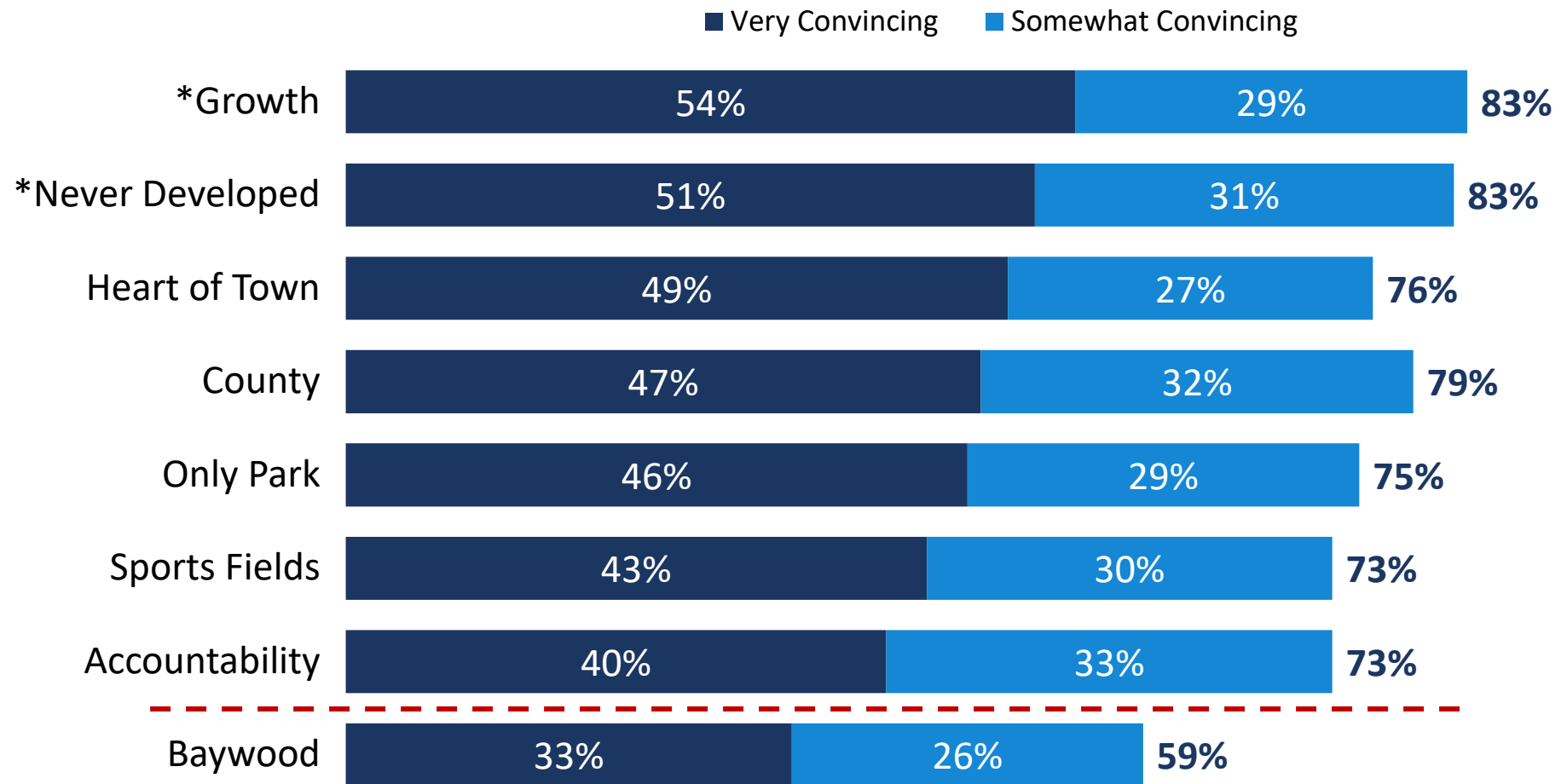


Positive Messages Tested

Ranked by Very Convincing

54%	*(GROWTH) Nature and parks should be a part of every community. As our region grows, we need to protect and restore trees, green space, and wildlife habitat in urban areas – providing places for children and families to gather, play, and experience nature together.
51%	*(NEVER DEVELOPED) By protecting this land forever as parks and open space for all, we can ensure it is never developed. Rather than more traffic, more crowding, and more people next door, we can preserve beautiful views and wildlife habitat for all to enjoy.
49%	(HEART OF TOWN) This measure will create a new park and playground in the heart of Los Osos, where we currently have few places to play and gather. It will ensure that kids, low-income families, and seniors have equal access to safe, accessible places for recreation close to home.
47%	(COUNTY) Funding from this measure would go to the local community services district, not the County. That means Los Osos can remain in control of how the funds are spent locally to benefit our community.
46%	(ONLY PARK) Los Osos has just one, 6-acre park. This measure would create another park with a playground and recreation facilities for the community to share.
43%	(SPORTS FIELDS) Youth sports are important to supporting physical and mental health. Los Osos needs more local sports fields so that youth and their families don't have to drive miles out of town for games and practice.
40%	(ACCOUNTABILITY) This measure sets strict standards for accountability and taxpayer protection. It requires annual independent audits and full public disclosure of all project spending.
33%	(BAYWOOD) The new, larger Baywood Elementary School will have to pave over existing playgrounds and green space. We need this new park and playground so that children have places to play.

Protecting open space in the heart of Los Osos as the community grows is a compelling theme in favor of a measure.



Negative Messages Tested

Ranked by Very Convincing

31%

(COST) The cost of living in Los Osos is out of control. The last thing we need is another property tax making it even harder to get by.

22%

(WASTE) We just can't trust local government to spend our tax dollars wisely. Instead of raising our taxes, they should use their existing budget more efficiently to pay for this park.

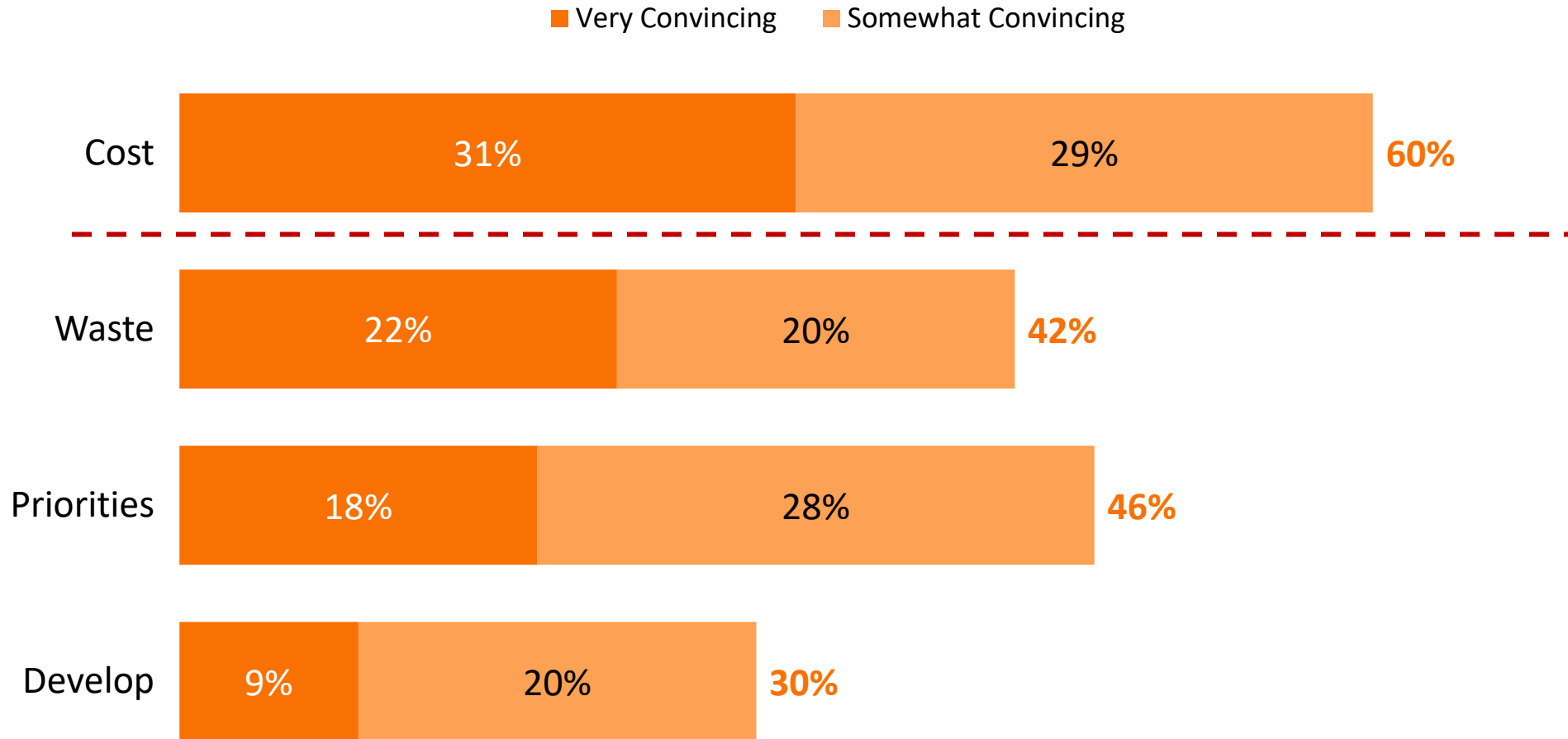
18%

(PRIORITIES) Our community has more important priorities for our tax dollars than a new park right now – like addressing public safety, road repairs, and education.

9%

(DEVELOP) Our community desperately needs more housing that is affordable for working families. The Sunnyside School property should be turned into homes, not a park.

The cost of living is, by far, the most persuasive opposition message.





Conclusions

Conclusions

- A citizen’s initiative measure to create a new park and active recreation space in Los Osos is viable in a future election with the support of a strong, positive and local campaign, and steady economic conditions.
 - Los Osos voters see a great need for additional funding for new parks and active recreation space serving the community.
 - Nearly two-thirds support the measure based on ballot measure language alone – and two-thirds do so after a brief, plain-language explanation of what it would fund and what it would cost. This is well above the simple majority needed for passage with a citizen’s initiative under current law.
 - Broad shares say they would “definitely” vote yes on the measure.
 - The measure’s chief challenge is voters’ concern about the cost of living. However, positive messaging is stronger, and lifts support for the measure.
- Voters’ top priorities for measure spending include “preserving open space in the heart of Los Osos,” adding trees, an all-abilities playground – you may consider revising the measure language to highlight these projects.
- The opportunity to protect land at the heart of town as the community grows is a highly persuasive message in favor. Messaging should also focus on the benefits for children and families.



Miranda Everitt
Miranda@FM3research.com



LOS OSOS SURVEY
220-7623-WT
354 LOS OSOS CSD REGISTERED VOTERS
MARGIN OF SAMPLING ERROR ±5.3% (95% CONFIDENCE LEVEL)
A/B SPLITS

(PHONE ONLY)

Hello, I'm _____ calling from _____, a public opinion research company. We are conducting a survey about different issues facing residents of Los Osos. This survey is not paid for by the County. Please be assured that I am not trying to sell you anything or ask for a donation of any kind, and that your participation and responses will be kept confidential. May I please speak with _____? **(MUST SPEAK WITH THE VOTER LISTED AND VERIFY THEY LIVE AT THE LISTED ADDRESS—OTHERWISE TERMINATE.)**

- A. Before we begin, have I reached you on a cell phone? **(IF ON CELL PHONE, ASK: If you are currently driving or otherwise occupied, please confirm that it is safe for you to take this survey without endangering yourself or others.)**

Yes, on cell and can safely take survey	72%
Yes, on cell and should reschedule	(RESCHEDULE)
No, not on cell	28%

(ONLINE ONLY)

Thank you for participating in this public opinion survey about different issues facing residents of Los Osos . This survey is not paid for by the County. Please be assured that we are not trying to sell you anything or ask for a donation of any kind, and that your participation and responses will be kept confidential.

- A. If you are taking this survey on a mobile device and are currently driving or otherwise occupied, please confirm that it is safe for you to take this survey without endangering yourself or others.

Yes, can safely take survey	100%
I'll come back later	(DIVERT TO LANDING PAGE)

(RESUME ASKING ALL RESPONDENTS)

1. First, here are some names of organizations active in public life. For each one, please indicate whether you have a favorable or unfavorable opinion of them. You can also indicate if you have never heard of them—or have heard of them, but do not have enough information to offer an opinion. **(RANDOMIZE)**

(ONLINE: SHOW ALL ANSWER OPTIONS)

(PHONE: IF FAVORABLE/UNFAVORABLE, ASK: Is that very or somewhat FAVORABLE/UNFAVORABLE?)

	Very Fav	Smwt Fav	Smwt Unfav	Very Unfav	Never Heard Of	Heard Of/ No Op	Total Fav	Total Unfav
a. The Los Osos Community Services District	22%	42%	11%	4%	9%	13%	64%	15%
b. California State Parks	62%	30%	3%	2%	0%	2%	92%	6%
c. San Luis Obispo County Parks	40%	39%	4%	2%	2%	12%	79%	6%
d. The San Luis Coastal Unified School District	26%	38%	13%	3%	2%	18%	64%	15%
e. The Los Osos Community Advisory Council	14%	27%	9%	5%	19%	27%	41%	14%

The next questions are about a potential measure that may appear on a future ballot in your community.

2. The measure may read as follows:

Los Osos Park/Recreation Measure. To provide open space and recreational facilities by creating a new community park with sports fields shall the Los Osos Community Services District measure establishing a parcel tax of \$15 per parcel per month dropping to \$8 per year after 15 years, raising approximately \$1,114,255 per year for 15 years and \$602,200 every year after that for operations and maintenance, until ended by voters, be adopted, with public disclosure, local citizens’ oversight, audits with no funds going to the county?

Do you think you would vote yes or no on this measure?

(ONLINE: SHOW ANSWER OPTIONS FOR “YES,” “NO” AND “UNDECIDED”)

(IF YES/NO, ASK: Is that definitely or just probably YES/NO?)

(IF UNDECIDED, ASK: Do you lean toward voting yes or no?)

TOTAL YES	63%
Definitely yes	42%
Probably yes	16%
Undecided, lean yes	5%
TOTAL NO	29%
Undecided, lean no	4%
Probably no	7%
Definitely no	17%
(DON’T READ ON PHONE) Undecided	8%

(ASK IF YES/NO IN Q2 – CODES 1-6)

3. In a few words of your own, why would you vote **YES/NO** on this measure? **(OPEN-ENDED)**

(PHONE: RECORD VERBATIM RESPONSE AND PROBE FOR SPECIFIC RESPONSE, NOT JUST “SOUNDS GOOD” OR “SOUNDS BAD.”)

a. Yes: (n=223)

Increased park areas/recreation space	33%
Community growth/improved quality of life	26%
General support for parks/needed	18%
Family-oriented/child-friendly	16%
Open space design/keeping open areas	15%
Essential funding/minimal expense	8%
Park facilities/infrastructure improvements	4%
Other	5%
None/Nothing	0%
N/A/Refused/No opinion	1%

b. No: (n=101)

Tax burden/no more taxes	49%
Cost/costly/expensive	24%
Government spending/mismanagement	22%
Already have enough parks/open spaces/fields nearby	13%
General negative/not needed	8%
Fairness/equity concerns	7%
Poor leadership/ineffective	6%
Other	3%
Don't know/Unsure	1%
N/A/Refused/No opinion	0%

(RESUME ASKING ALL RESPONDENTS)

4. Here is a bit more about what this measure would do. The former Sunnyside Elementary School closed in 2002. This measure would allow the Los Osos Community Services District to purchase the property for active recreation and develop the remaining undeveloped land as a park and playground. This could include a dog park, an all-abilities playground, open space, sports fields, and facilities for seniors, families, and youth. The measure would increase parcel taxes by \$15 per month for the average homeowner for 15 years, and then lower to \$8 per month after that.

Do you think you would vote yes or no on this measure?

(ONLINE: SHOW ANSWER OPTIONS FOR “YES,” “NO” AND “UNDECIDED”)

(IF YES/NO, ASK: Is that definitely or just probably YES/NO?)

(IF UNDECIDED, ASK: Do you lean toward voting yes or no?)

TOTAL YES	68%
Definitely yes	46%
Probably yes	19%
Undecided, lean yes	3%
TOTAL NO	
Undecided, lean no	3%
Probably no	7%
Definitely no	16%
(DON'T READ ON PHONE) Undecided	5%

The next questions are about life in Los Osos.

5. First, in your personal opinion, would you say that Los Osos has a great need, some need, a little need, or no real need for additional funding for parks and active recreational space?

GREAT/SOME NEED	76%
Great need	47%
Some need	28%
A LITTLE/NO REAL NEED	
A little need	9%
No real need	10%
(DON'T READ ON PHONE) Don't know	5%

For the next several questions, we will return to the **Los Osos Park and Recreation Measure** you were asked about previously.

6. First, please consider some potential elements of this measure, including ways in which funds it generates could be spent. For each one, please indicate how important each one is to you personally, regardless of how you feel about the measure: either extremely important, very important, somewhat important, or not too important. **(RANDOMIZE)**

(ONLINE: SHOW ALL ANSWER OPTIONS)

	SS	Ext Imp	Very Imp	Smwt Imp	Not Too Imp	Don't Know	Total Ext/Very Imp
a. Creating a park at Sunnyside School		26%	30%	22%	18%	3%	56%
b. Preserving open space in the heart of Los Osos	A	41%	30%	15%	11%	3%	71%
c. Preventing commercial development in the heart of Los Osos	B	36%	18%	23%	22%	2%	54%
d. Providing youth baseball, softball, and soccer fields		22%	33%	29%	14%	1%	55%
e. Providing a pickleball court		9%	15%	26%	47%	4%	24%
f. Providing a tennis court		4%	11%	31%	53%	1%	15%
g. Providing a playground that is accessible for children of all abilities		36%	35%	18%	10%	1%	71%
h. Providing walking trails		26%	32%	23%	17%	2%	58%
i. Providing a dog park		18%	24%	32%	26%	1%	41%
j. Providing space for urban community gardens		18%	23%	34%	24%	1%	41%
k. Improving parks access for people with disabilities		33%	32%	21%	13%	2%	65%
l. Creating an all-abilities playground		29%	35%	21%	12%	3%	64%
m. Creating pollinator habitat		28%	31%	21%	15%	5%	59%
n. Planting trees that help to protect air quality		40%	29%	20%	11%	0%	69%
o. Providing space for recreation programs for seniors		24%	38%	22%	16%	1%	62%
p. Providing space for recreation programs for youth		34%	35%	18%	12%	1%	69%
q. Providing opportunities for active recreation		35%	32%	19%	13%	2%	66%

7. Next, please indicate whether you would be very willing, somewhat willing, somewhat unwilling, or very unwilling to pay each of the following amounts per household per month for the Los Osos Park and Recreation Measure. **(ASK IN ORDER; ONCE VERY WILLING, STOP ASKING AND CODE THE REMAINDER AS "1")**

(ONLINE: SHOW ALL ANSWER OPTIONS)

	Very Willing	Smwt Willing	Smwt Unwill	Very Unwill	Don't Know	Total Willing	Total Unwill
a. \$20	24%	33%	12%	24%	6%	58%	37%
b. \$18	27%	32%	10%	27%	3%	59%	37%
c. \$15	40%	22%	10%	22%	5%	63%	32%

Now you will be presented with statements from potential supporters and opponents of the **Los Osos Park and Recreation Measure**.

8. First, please consider the following statements from people who may support this potential measure. For each one, please indicate whether you find it very convincing, somewhat convincing, or not convincing as a reason to support the measure. If you do not believe the statement, you can indicate that instead. **(RANDOMIZE)**

(ONLINE: SHOW ONE STATEMENT AT A TIME; SHOW ALL ANSWER OPTIONS)

	SS	Very Conv	Smwt Conv	Not Conv	Do Not Believe	Don't Know	Total Conv
a. (HEART OF TOWN) This measure will create a new park and playground in the heart of Los Osos, where we currently have few places to play and gather. It will ensure that kids, low-income families, and seniors have equal access to safe, accessible places for recreation close to home.		49%	27%	18%	6%	1%	76%
b. (GROWTH) Nature and parks should be a part of every community. As our region grows, we need to protect and restore trees, green space, and wildlife habitat in urban areas – providing places for children and families to gather, play, and experience nature together.	A	54%	29%	13%	2%	1%	83%
c. (NEVER DEVELOPED) By protecting this land forever as parks and open space for all, we can ensure it is never developed. Rather than more traffic, more crowding, and more people next door, we can preserve beautiful views and wildlife habitat for all to enjoy.	B	51%	31%	14%	3%	0%	83%
d. (SPORTS FIELDS) Youth sports are important to supporting physical and mental health. Los Osos needs more local sports fields so that youth and their families don't have to drive miles out of town for games and practice.		43%	30%	21%	5%	1%	73%
e. (BAYWOOD) The new, larger Baywood Elementary School will have to pave over existing playgrounds and green space. We need this new park and playground so that children have places to play.		33%	26%	25%	13%	3%	59%
f. (ONLY PARK) Los Osos has just one, 6-acre park. This measure would create another park with a playground and recreation facilities for the community to share.		46%	29%	19%	4%	2%	75%
g. (ACCOUNTABILITY) This measure sets strict standards for accountability and taxpayer protection. It requires annual independent audits and full public disclosure of all project spending.		40%	33%	13%	10%	5%	73%

	SS	Very Conv	Smwt Conv	Not Conv	Do Not Believe	Don't Know	Total Conv
h. (COUNTY) Funding from this measure would go to the local community services district, not the County. That means Los Osos can remain in control of how the funds are spent locally to benefit our community.		47%	32%	12%	6%	3%	79%

9. Taking into account the statements from supporters, please consider again the **Los Osos Park/Recreation Measure** to provide open space and create a new community park and playground with sports fields/ future opportunities for active recreation, by establishing a parcel tax of \$15 per parcel per month, with public disclosure, local citizens' oversight, audits, and no funds for the County.

Do you think you would vote yes or no on this measure?

(ONLINE: SHOW ANSWER OPTIONS FOR "YES," "NO" AND "UNDECIDED")

(IF YES/NO, ASK: Is that definitely or just probably YES/NO?)

(IF UNDECIDED, ASK: Do you lean toward voting yes or no?)

TOTAL YES	65%
Definitely yes	46%
Probably yes	16%
Undecided, lean yes	3%
TOTAL NO	30%
Undecided, lean no	5%
Probably no	8%
Definitely no	17%
(DON'T READ ON PHONE) Undecided	5%

10. Next, please consider the following statements from people who may oppose this potential measure. For each one, please indicate whether you find it very convincing, somewhat convincing, or not convincing as a reason to oppose this measure. If you do not believe the statement, you can indicate that instead. **(RANDOMIZE)**

(ONLINE: SHOW ONE STATEMENT AT A TIME; SHOW ALL ANSWER OPTIONS)

	Very Conv	Smwt Conv	Not Conv	Do Not Believe	Don't Know	Total Conv
a. (COST) The cost of living in Los Osos is out of control. The last thing we need is another property tax making it even harder to get by.	31%	29%	29%	10%	1%	60%
b. (WASTE) We just can't trust local government to spend our tax dollars wisely. Instead of raising our taxes, they should use their existing budget more efficiently to pay for this park.	22%	20%	39%	15%	4%	42%

	Very Conv	Smwt Conv	Not Conv	Do Not Believe	Don't Know	Total Conv
c. (DEVELOP) Our community desperately needs more housing that is affordable for working families. The Sunnyside School property should be turned into homes, not a park.	9%	20%	47%	22%	2%	30%
d. (PRIORITIES) Our community has more important priorities for our tax dollars than a new park right now – like addressing public safety, road repairs, and education.	18%	28%	42%	9%	2%	46%

11. Taking into account the statements from opponents, please consider one last time the **Los Osos Park/ Recreation Measure** to provide open space and create a new community park and playground with sports fields/ future opportunities for active recreation, by establishing a parcel tax of \$15 per parcel per month, with public disclosure, local citizens’ oversight, audits, and no funds for the County.

Do you think you would vote yes or no on this measure?

(ONLINE: SHOW ANSWER OPTIONS FOR “YES,” “NO” AND “UNDECIDED”)

(IF YES/NO, ASK: Is that definitely or just probably YES/NO?)

(IF UNDECIDED, ASK: Do you lean toward voting yes or no?)

TOTAL YES	64%
Definitely yes	42%
Probably yes	19%
Undecided, lean yes	3%
TOTAL NO	29%
Undecided, lean no	2%
Probably no	9%
Definitely no	17%
(DON'T READ ON PHONE) Undecided	7%

You are almost done with the survey and the final questions are for classification purposes only.

12. First, what was the last level of school you completed?

(PHONE: READ ANSWER OPTIONS IN ORDER)

Less than high school	0%
High school graduate	1%
Vocational or technical school	4%
Some college, but no degree	16%
Associate degree	13%
Four-year college degree	34%
Graduate school	30%
(DON'T READ ON PHONE) Prefer not to say	0%

13. Do you own or rent your home?

Own	78%
Rent	21%
(DON'T READ ON PHONE) Prefer not to say	1%

14. How would you describe your political perspective?

(PHONE: READ ANSWER OPTIONS RANDOMIZING TOP-TO-BOTTOM AND BOTTOM-TO-TOP)

Very liberal	28%
Somewhat liberal	27%
Moderate	20%
Somewhat conservative	6%
Very conservative	14%
(DON'T READ ON PHONE) Prefer not to say	5%

15. What is the total combined income for all the people in your household before taxes in 2024?

(PHONE: I don't need to know the exact amount, but please stop me when I have read the correct household income category.)

\$25,000 and under	2%
\$25,001 to \$50,000	7%
\$50,001 to \$75,000	15%
\$75,001 to \$100,000	21%
\$100,001 to \$125,000	20%
\$125,001 to \$150,000	10%
More than \$150,000	16%
(DON'T READ ON PHONE) Prefer not to say	9%

16. What is your gender?

Male	48%
Female	52%

(THANK AND TERMINATE INTERVIEW)

SAMPLE VARIABLES

AGE	
18-24	5%
25-29	3%
30-34	4%
35-39	7%
40-44	8%
45-49	6%
50-54	9%
55-59	3%
60-64	10%
65-74	24%
75+	21%
PARTY REGISTRATION	
Democrat	64%
Republican	23%
No Party Preference	7%
Other	6%
LANGUAGE OF INTERVIEW	
English	98%
Spanish	2%
DATA COLLECTION MODE/CONTACT METHOD	
Telephone	51%
Online/Email	33%
Online/Text	16%
PAST ELECTION PARTICIPATION	
P20	69%
G20	83%
P22	61%
G22	73%
P24	63%
G24	91%
Blank	5%
A/B SPLIT SAMPLES	
A	50%
B	50%