

City of Woodinville

Public Opinion Survey on the Old Woodinville School Building

December 2013





MARKET
& OPINION
RESEARCH
SERVICES

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TO: City of Woodinville
FR: EMC Research
RE: Executive Summary of Survey Results
DT: January 3, 2014

METHODOLOGY

This summary is based on the findings of a telephone survey conducted December 16th-22nd, 2013 by EMC Research for the City of Woodinville. A total of two hundred and forty two (242) interviews were conducted using a randomized listed sample of registered voters at an average interview length of ten (10) minutes. The sample reflects the universe of registered voters in the City of Woodinville. These results have a margin of error of ± 6.2 percentage points at the 95% confidence level. This means that 95 times out of 100 times, the reported results will be within ± 6.2 percentage points of the actual results.

KEY FINDINGS

- A strong majority of respondents are optimistic about the direction of the City.
- The City receives net positive ratings for overall job performance and for spending tax dollars responsibly. The bulk of responses are in the two middle categories (“Good” and “Only Fair”). The City receives very high ratings for maintaining public facilities.
- Of the priority areas tested, “preventing crime and protecting the community” is the highest priority and has the greatest intensity, followed by “improving infrastructure like roads and sidewalks” and “managing growth to protect creeks and streams and reduce the risk of flooding.” “Renovating the old Woodinville school house” received the lowest priority rating.
- Given the low overall priority of renovating the school house and the fact that most respondents believe public facilities are well-maintained, it is not surprising that support for funding to renovate and maintain and operate the school house is weak.
- None of the alternative funding options receive majority support; however there is a plurality of support for working towards a private public partnership to share in the cost of the schoolhouse renovation.



City of Woodinville December 2013

Methodology

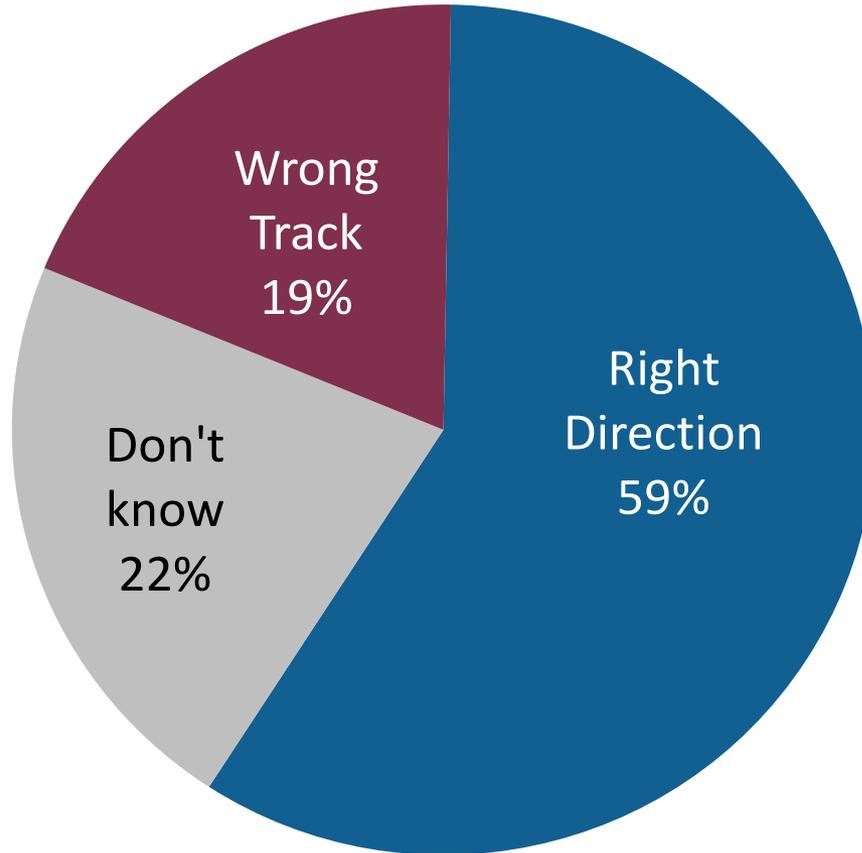
- ▶ Telephone survey of residents in City of Woodinville
- ▶ December 16th – 22nd, 2013
- ▶ 242 total interviews
- ▶ Margin of error: ± 6.2 points
- ▶ Interviewing conducted by trained, professional interviewers

Summary

- ▶ *A strong majority of residents are optimistic about the direction of the City.*
- ▶ *The City receives net positive ratings for overall job performance and for spending tax dollars responsibly. The bulk of responses are in the two middle categories (“Good” and “Only Fair”). The City receives very high ratings for maintaining public facilities .*
- ▶ *Of the priority areas tested, “preventing crime and protecting the community” is the highest priority and has the greatest intensity, followed by “improving infrastructure like roads and sidewalks” and “managing growth to protect creeks and streams and reduce the risk of flooding.” “Renovating the old Woodinville school house” received the lowest priority rating.*
- ▶ *Given the low overall priority of renovating the school house and the fact that most residents believe public facilities are well-maintained, it is not surprising that support for funding to renovate and maintain and operate the school house is weak.*
- ▶ *None of the alternative funding options receive majority support, however there is a plurality of support for working towards a private public partnership to share in the cost of the schoolhouse renovation.*

Direction of City

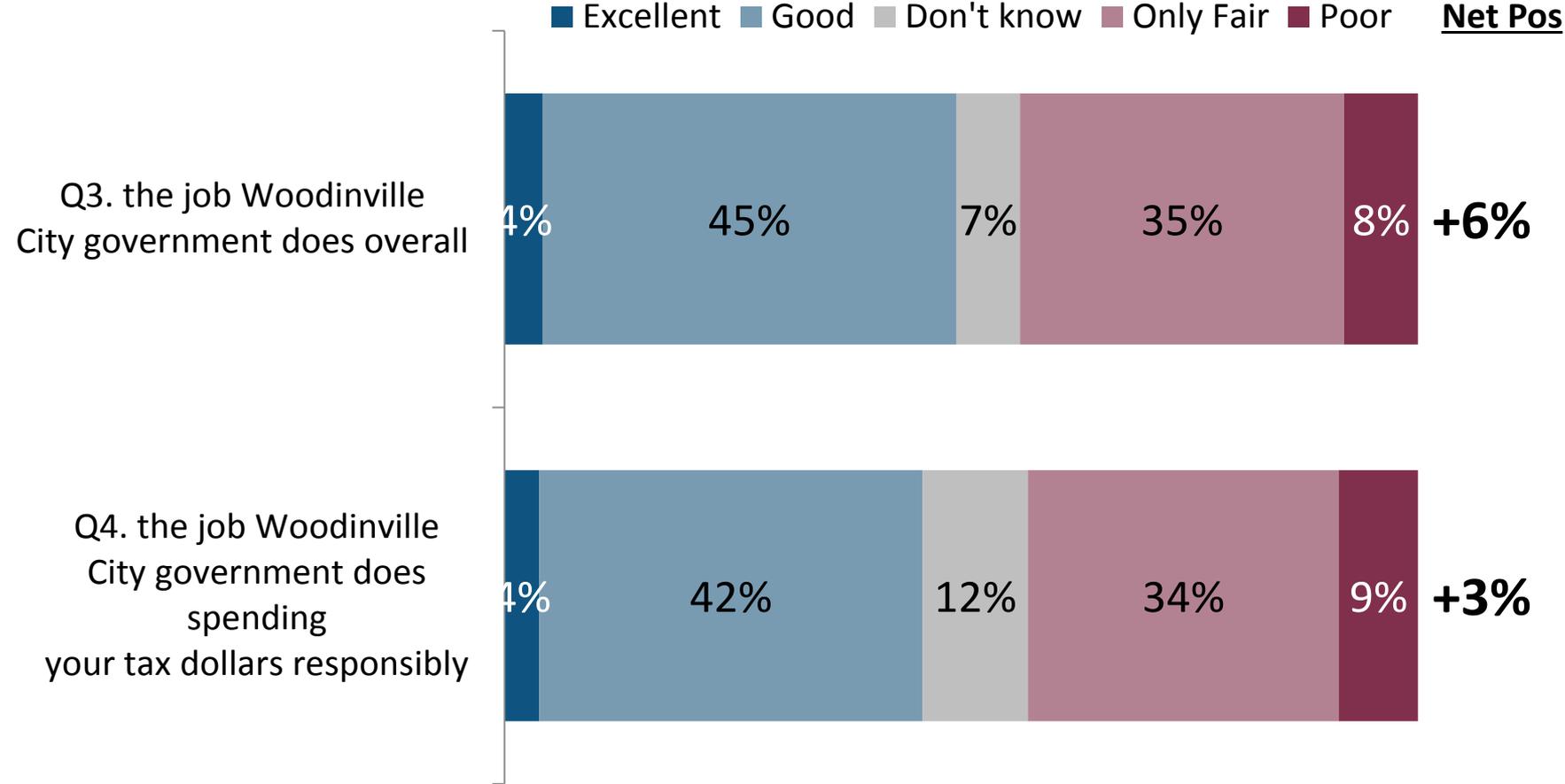
The majority of residents feel the City of Woodinville is going in the right direction.



Q2. *Would you say things in the City of Woodinville are going in the right direction or are they pretty seriously off on the wrong track?*

City Job Ratings

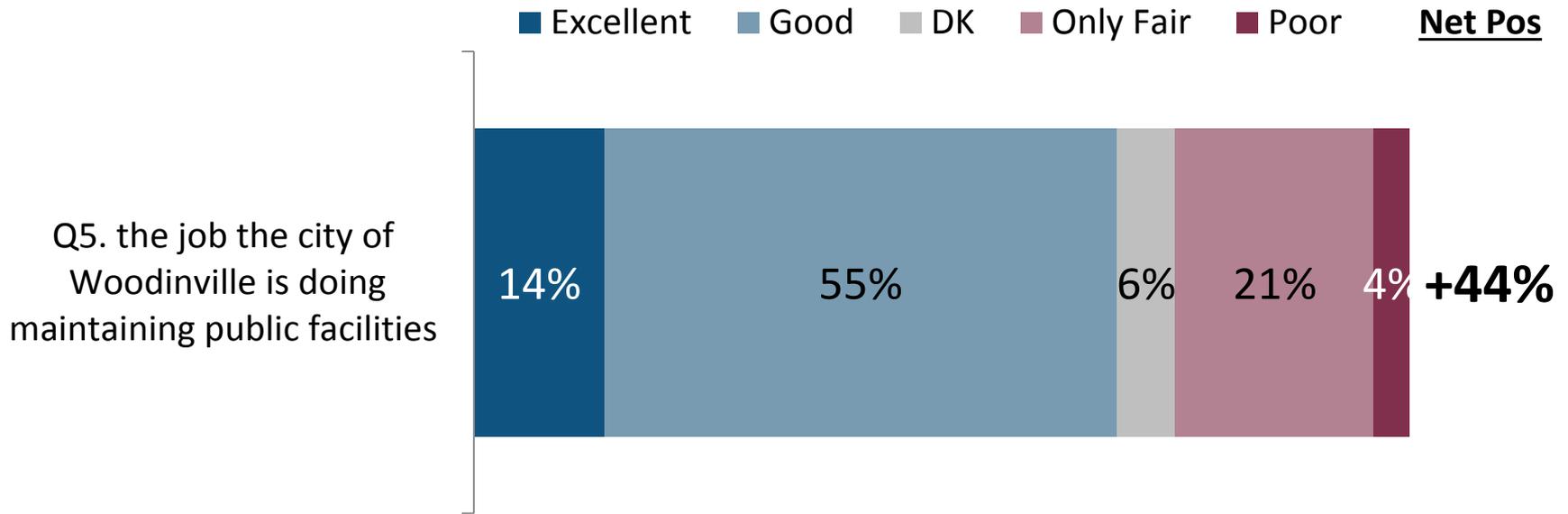
City government receives net positive job ratings overall and for spending tax dollars responsibly.



Q3-4. Now, I'd like you to tell me how you think the City of Woodinville is doing in each of the following areas. Use a scale of excellent, good, only fair, or poor.

Maintaining Public Facilities

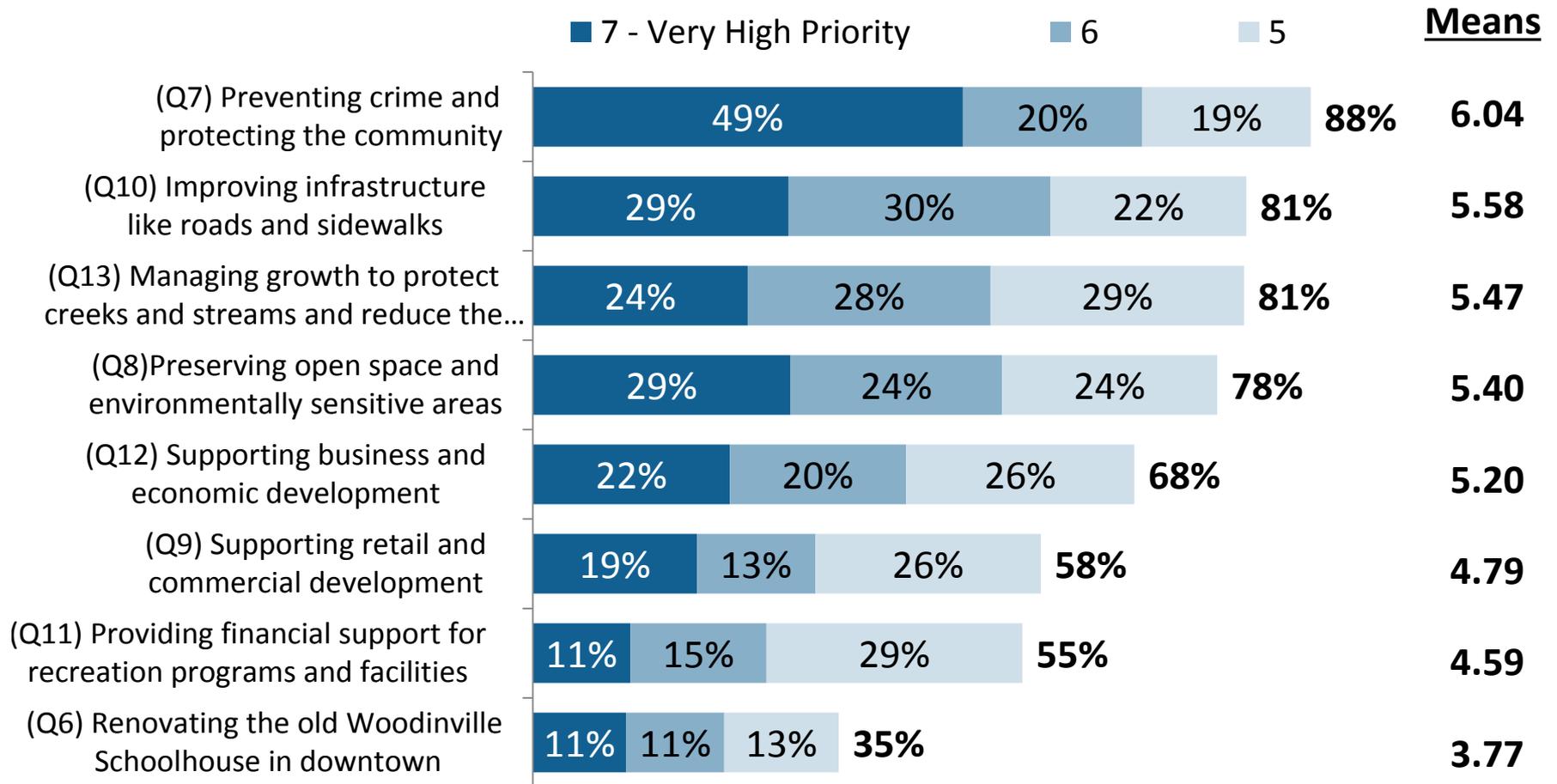
Most residents give City positive ratings for maintaining public facilities suggesting that many residents do not see a need for additional investment in facility maintenance.



Q5. Now, I'd like you to tell me how you think the City of Woodinville is doing in each of the following areas. Use a scale of excellent, good, only fair, or poor.

Priorities for City

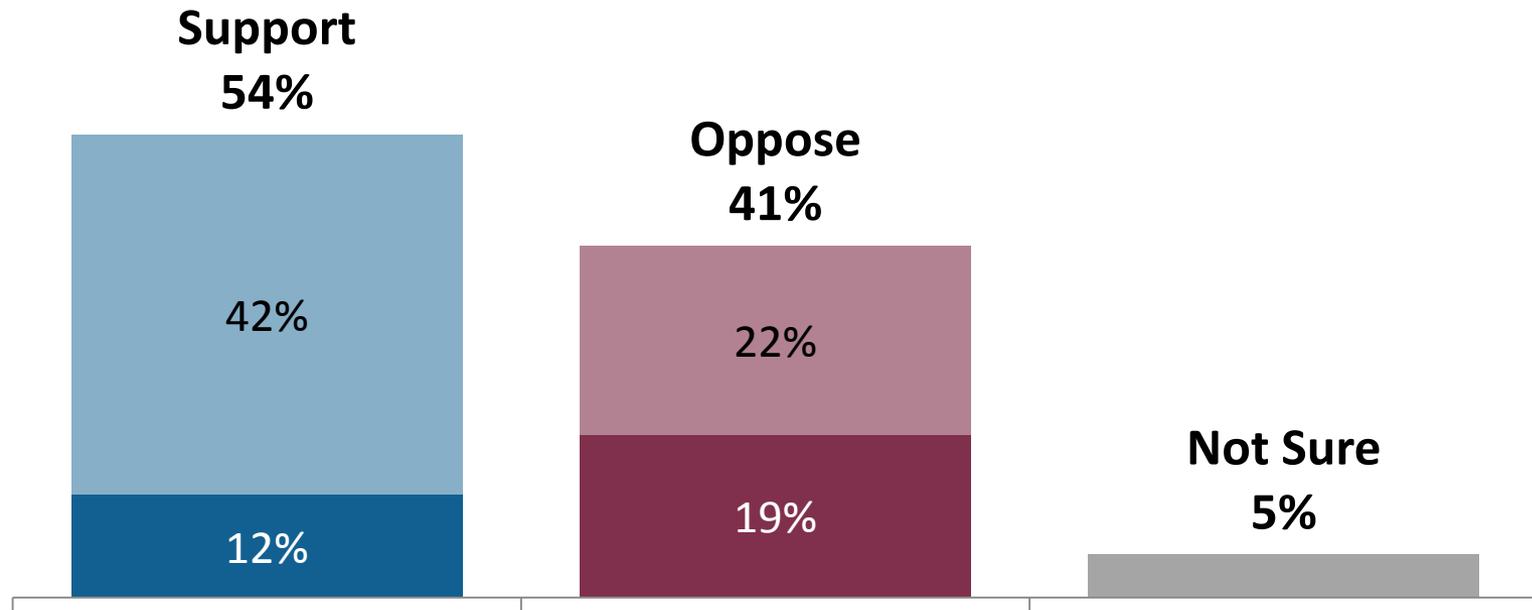
Public safety is the top priority and has the most intensity (“very high priority”) by a wide margin. Renovating the schoolhouse is the lowest priority.



Q6-13. I'm going to read you a list of items that the City of Woodinville could focus on over the next two years. For each item, please tell me how high a priority that item should be. Use a scale of 1 to 7, where 1 means it is a very low priority and 7 means it is a very high priority for funding.

Support for Schoolhouse Renovation

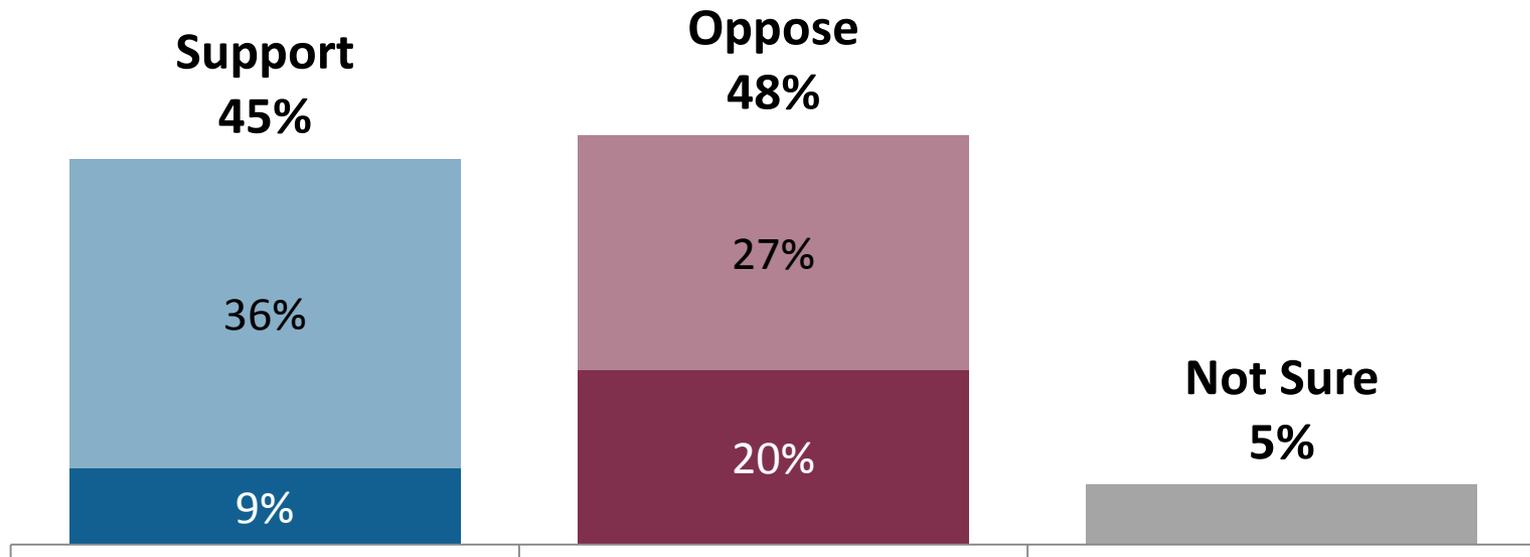
A narrow majority support a potential measure to renovate and preserve the old Woodinville school house, but intensity of support is very low.



Q14. There may be two City of Woodinville measures on the ballot next year concerning the renovation and operation of the Old Woodinville School building in Downtown. The first proposition concerns a Woodinville School building Renovation and Preservation Bond Measure. If approved, this \$12M bond would authorize the City to fund the renovation and preservation of the old Woodinville school building in downtown to include preservation of historic architecture, safety and seismic improvements, energy efficient upgrades, and parking improvements by issuing no more than \$12M of general obligation bonds maturing within a maximum term of 20 years and levy annual excess property taxes to repay the bonds.

Support for Maintenance and Operations

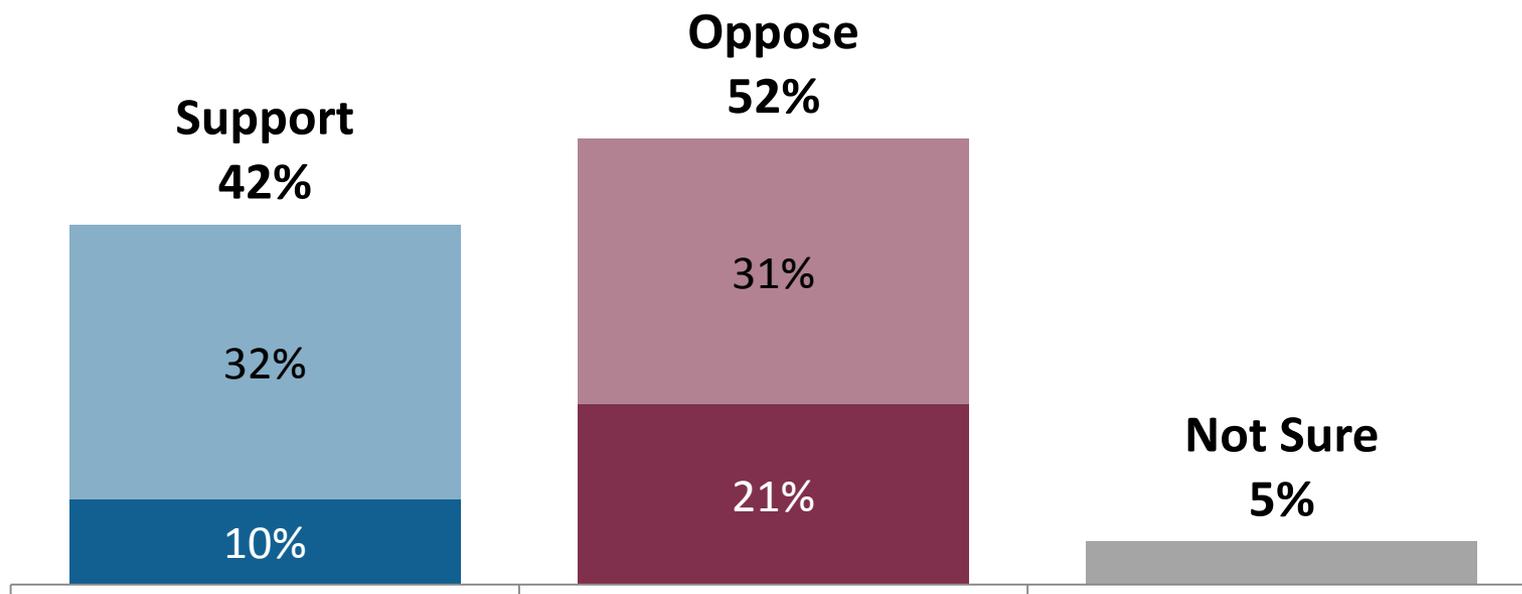
Fewer than half support ongoing dedicated funding for the operations and maintenance of the Woodinville school house.



Q15. The next proposition concerns a Woodinville Schoolhouse Operations Levy. If approved this proposition would provide ongoing dedicated funding for the operations and maintenance of the Woodinville school house by authorizing excess levies on all taxable property within the City at 5 cents per \$1,000 assessed value. In general, do you strongly support, somewhat support, somewhat oppose or strongly oppose this Woodinville Schoolhouse Operations Levy?

Support for Renovation and Operations

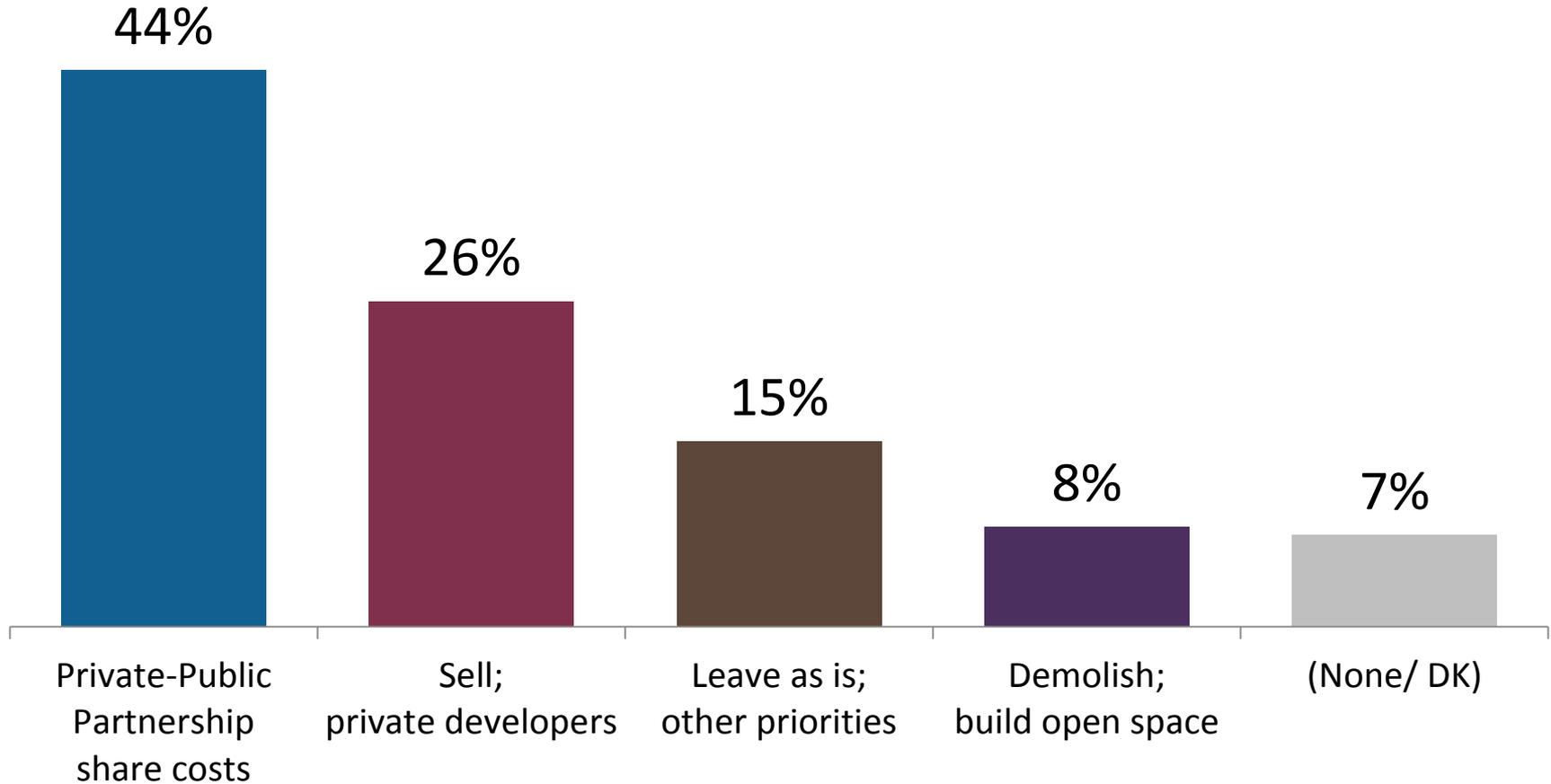
A majority oppose the combined renovation and operations funding.



Q16. Combined, both measures would cost the average Woodinville homeowner with a \$340,000 home about \$132 a year or about \$11 a month. Knowing this, do you strongly support, somewhat support, somewhat oppose or strongly oppose this Woodinville Schoolhouse Renovation Bond and Operations Levy?

Alternative Options

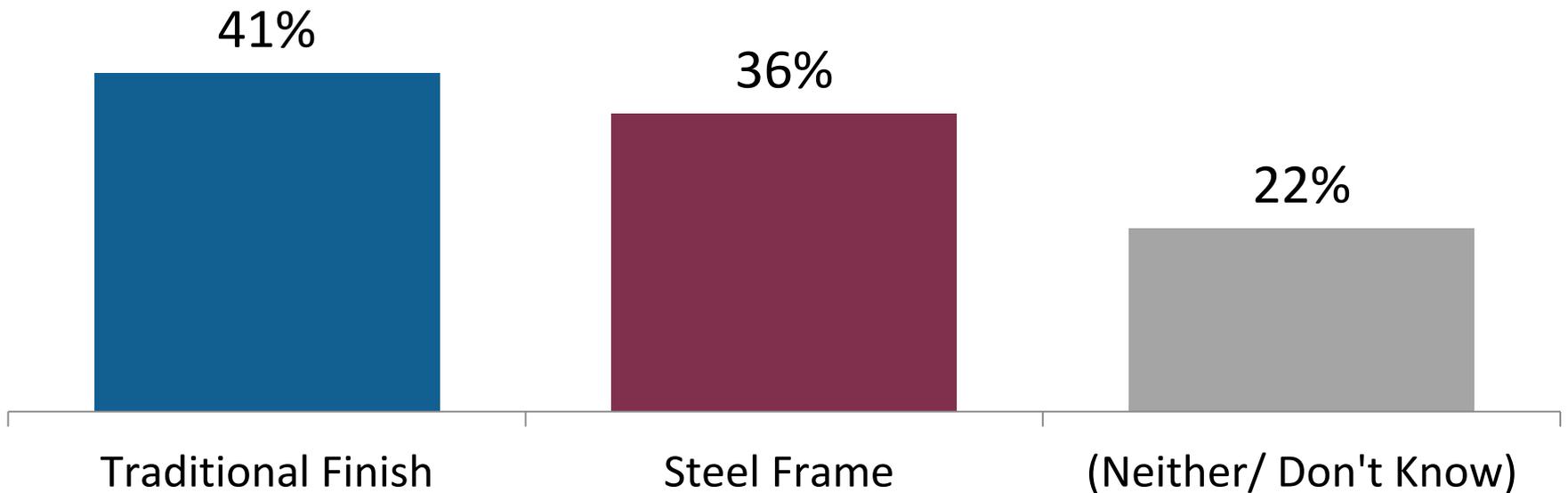
A private-public partnership is the most preferred alternative option.



Q17. Some people have suggested other options for the building: Please tell me which option you prefer.

Renovation Preferences

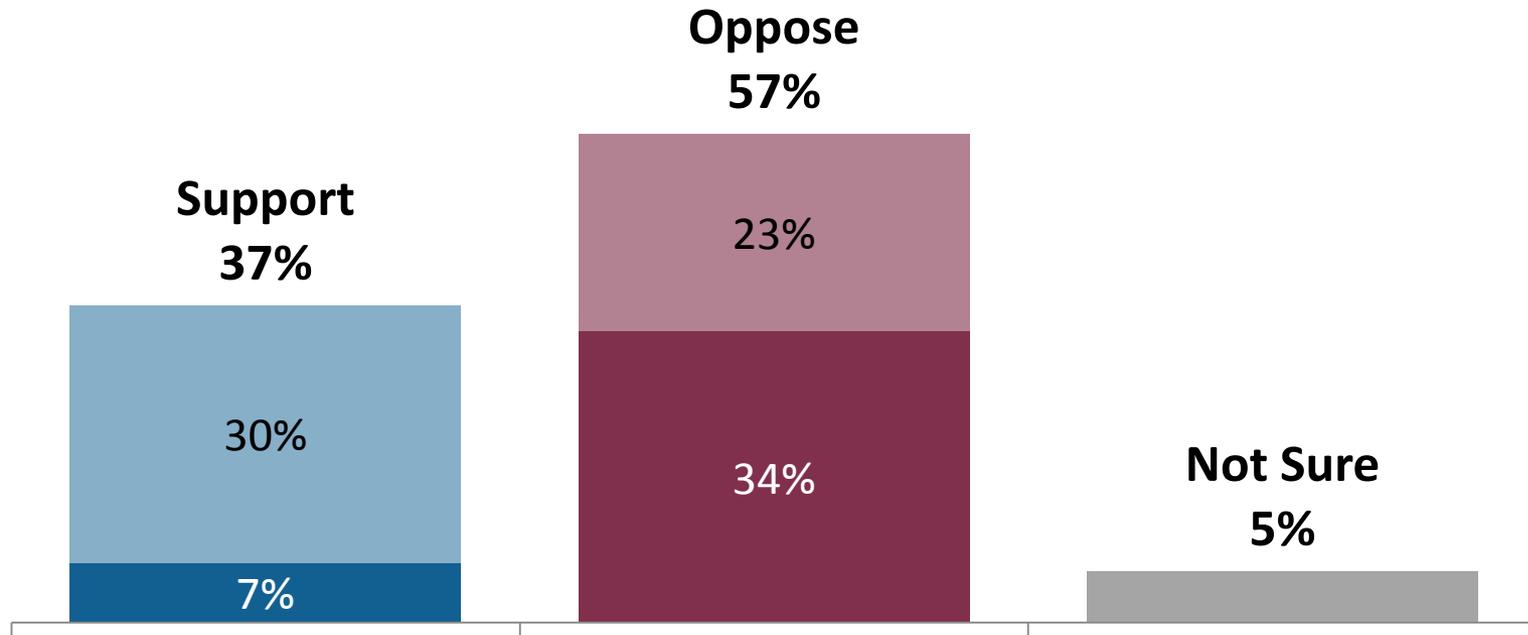
There is no clear preference between a traditional finish and steel frame construction.



Q19. Whether you support this school building renovation project or not: If the renovation were done would you prefer?

Support for Covered Parking Structure

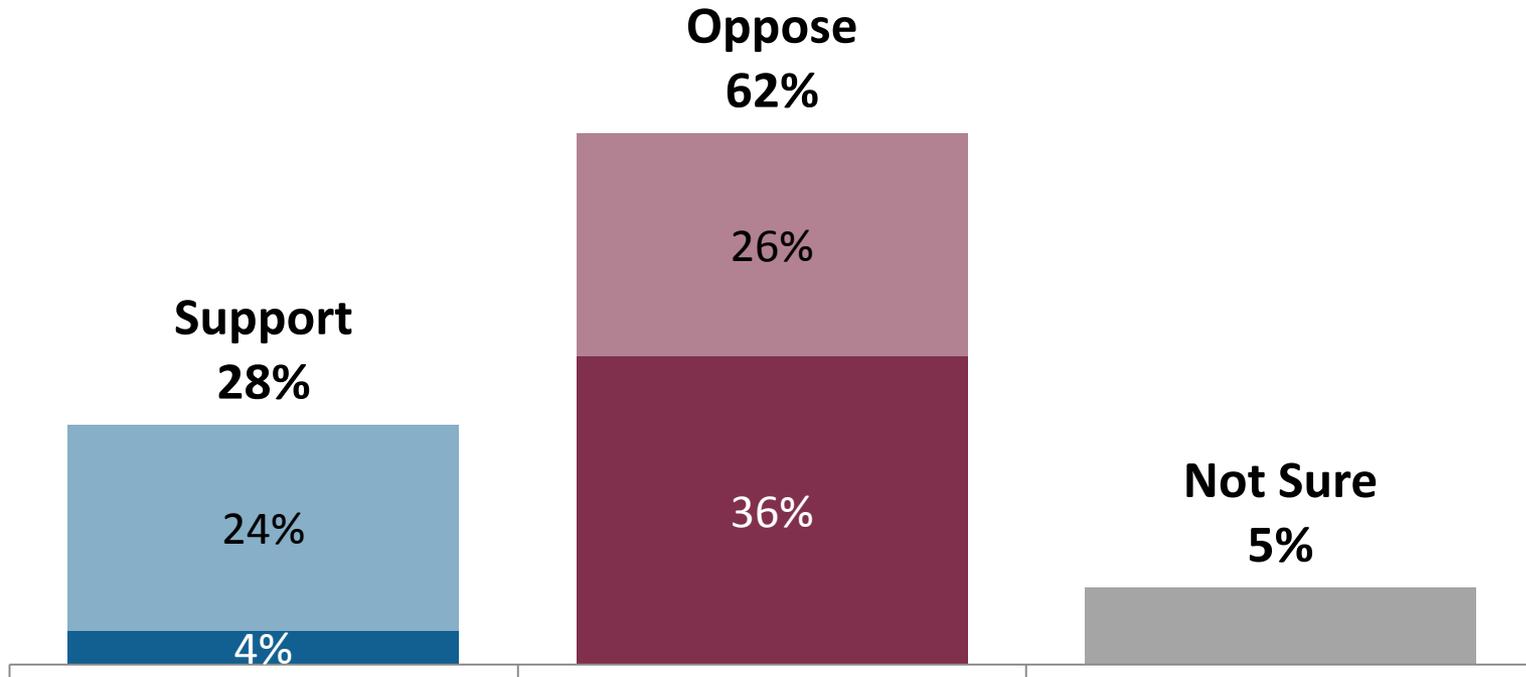
A majority oppose including additional funding for a covered parking structure.



Q20. As part of the building renovation plan there will be parking improvements required to meet current building codes and will cost roughly \$3M of the total \$12M bond. Some have said this is an opportunity to improve the entire civic campus and have suggested the renovation plan include a covered parking structure with a park and public space to tie the schoolhouse to the civic center campus and would add \$1.8M to the total cost of the bond. Knowing this, would you strongly support, somewhat support, somewhat oppose or strongly oppose increasing the bond total to include a covered parking structure with park and open space?

Using the General Fund

A strong majority oppose using general funds to pay for part of the renovation.



Q21. Parts of the school building renovation, such as parking improvements, could be paid for out of the City's general fund, which means the bond would cost less, but there would also be less money available for other City services. Would you strongly support, somewhat support, somewhat oppose or strongly oppose using general funds to help reduce the total cost the bond?

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Public Opinion Survey Telephone Questions

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Telephone Survey in City of Woodinville

December 16-22, 2013

n=242; MoE: ± 6.2 % points

Hello, my name is _____, may I speak with **(NAME ON LIST)**. Hello, my name is _____, and I'm conducting a survey for the City of Woodinville to find out how people feel about a variety of issues. We are not trying to sell anything, and are collecting this information on a scientific and completely confidential basis.

1. Gender **[RECORD BY OBSERVATION]**

Male	47%
Female	53%

2. Would you say things in the City of Woodinville are going in the right direction or are they pretty seriously off on the wrong track?

Right Direction	59%
Wrong Track	19%
(DNR: Don't know)	22%

Now, I'd like you to tell me how you think the City of Woodinville is doing in each of the following areas. Use a scale of excellent, good, only fair, or poor. **[BEFORE EACH: How would you rate (QX)? Would you say excellent, good, only fair, or poor?]**

	Excellent	Good	Only Fair	Poor	(Don't Know)	Excellent	Good	Fair	Poor
[RANDOMIZE]									
3. the job Woodinville City government does overall	4%	45%	35%	8%	7%	49%	44%		
4. the job Woodinville City government does spending your tax dollars responsibly	4%	42%	34%	9%	12%	46%	43%		
5. the job the city of Woodinville is doing maintaining public facilities	14%	55%	21%	4%	6%	69%	25%		

[END RANDOMIZE]

I'm going to read you a list of items that the City of Woodinville could focus on over the next two years. For each item, please tell me how high a priority that item should be. Use a scale of 1 to 7, where 1 means it is a very low priority and 7 means it is a very high priority for funding. [BEFORE EACH UNTIL UNDERSTOOD: Using a scale of 1 to 7, where 1 means it is a very low priority and 7 means it is a very high priority, how high of a priority should {INSERT} be?]

	1	2	3	4	5	6	7	Don't know	Mean	
	Low Importance				High Importance					
(RANDOMIZE)										
6.	Renovating the old Woodinville Schoolhouse in downtown	15%	14%	16%	16%	13%	11%	11%	5%	3.77
7.	Preventing crime and protecting the community	0%	1%	3%	7%	19%	20%	49%	1%	6.04
8.	Preserving open space and environmentally sensitive areas	3%	2%	8%	9%	24%	24%	29%	1%	5.40
9.	Supporting retail and commercial development	3%	8%	8%	21%	26%	13%	19%	3%	4.79
10.	Improving infrastructure like roads and sidewalks	1%	2%	4%	12%	22%	30%	29%	0%	5.58
11.	Providing financial support for recreation programs and facilities	4%	5%	12%	22%	29%	15%	11%	1%	4.59
12.	Supporting business and economic development	2%	3%	6%	18%	26%	20%	22%	3%	5.20
13.	Managing growth to protect creeks and streams and reduce the risk of flooding	2%	0%	6%	9%	29%	28%	24%	2%	5.47

(END RANDOMIZE)

There may be two City of Woodinville measures on the ballot next year concerning the renovation and operation of the Old Woodinville School building in Downtown.

14. The first proposition concerns a Woodinville School building Renovation and Preservation Bond Measure. If approved, this twelve million dollar bond would authorize the City to fund the renovation and preservation of the old Woodinville school building in downtown to include preservation of historic architecture, safety and seismic improvements, energy efficient upgrades, and parking improvements by issuing no more than twelve million dollars of general obligation bonds maturing within a maximum term of twenty years and levy annual excess property taxes to repay the bonds. In general, do you strongly support, somewhat support, somewhat oppose or strongly oppose this Woodinville Schoolhouse Renovation Bond?

Strongly support	12%	==>54%
Somewhat Support	42%	
Somewhat Oppose	22%	==>41%
Strongly Oppose	19%	
(DNR: Don't know/NA)	5%	

15. The next proposition concerns a Woodinville Schoolhouse Operations Levy. If approved this proposition would provide ongoing dedicated funding for the operations and maintenance of the Woodinville school house by authorizing excess levies on all taxable property within the City at five cents per one thousand dollars assessed value. In general, do you strongly support, somewhat support, somewhat oppose or strongly oppose this Woodinville Schoolhouse Operations Levy?

Strongly support	9%	
Somewhat Support	36%	==>45%
Somewhat Oppose	27%	
Strongly Oppose	20%	==>48%
(DNR: Don't know/NA)	7%	

16. Combined, both measures would cost the average Woodinville homeowner with a three hundred and forty thousand dollar home about one hundred and thirty two dollars a year or about eleven dollars a month. Knowing this, do you strongly support, somewhat support, somewhat oppose or strongly oppose this Woodinville Schoolhouse Renovation Bond and Operations Levy?

Strongly support	10%	
Somewhat Support	32%	==>42%
Somewhat Oppose	31%	
Strongly Oppose	21%	==>53%
(DNR: Don't know/NA)	5%	

17. Some people have suggested other options for the building: Please tell me which option you prefer.
(READ AND ROTATE 1 through 4)

The City should demolish the building and put a park or open space in its place	8%
The City should sell the building to private developers and let them manage and pay for the renovation	26%
The City should work towards a private–public partnership to share in the costs of renovation	44%
The City should just leave the building alone as is and focus on other priorities	15%
(None)	3%
(Don't Know/Refused)	4%

[ASK ALL]

18. Why do you say that? _____
TO BE CODED

Whether you support this school building renovation project or not:

19. If the renovation were done would you prefer?
(READ AND ROTATE FIRST AND SECOND OPTION)

A more traditional finish option that retains the historic interior with small spaces similar to when it was used as a school.	41%
A steel frame option that meets higher seismic standards and allows a greater degree of flexibility for future uses of the building	36%
(Neither)	11%
(Don't Know/Refused)	11%

20. As part of the building renovation plan there will be parking improvements required to meet current building codes and will cost roughly three million of the total twelve million dollar bond. Some have said this is an opportunity to improve the entire civic campus and have suggested the renovation plan include a covered parking structure with a park and public space to tie the schoolhouse to the civic center campus and would add one point eight million dollars to the total cost of the bond. Knowing this, would you strongly support, somewhat support, somewhat oppose or strongly oppose increasing the bond total to include a covered parking structure with park and open space?

Strongly support	7%	==>37%
Somewhat Support	30%	
Somewhat Oppose	23%	==>57%
Strongly Oppose	34%	
(DNR: Don't know/NA)	6%	

21. Parts of the school building renovation, such as parking improvements, could be paid for out of the City's general fund, which means the bond would cost less, but there would also be less money available for other City services. Would you strongly support, somewhat support, somewhat oppose or strongly oppose using general funds to help reduce the total cost the bond?

Strongly support	4%	==>28%
Somewhat Support	24%	
Somewhat Oppose	26%	==>62%
Strongly Oppose	36%	
(DNR: Don't know/NA)	9%	

22. Are there any other uses or activities you think the old Woodinville school building should support?

TO BE CODED

And for statistical purposes,

23. For statistical purposes only, what year were you born? [**RECORD YEAR - VALID RANGE: 1900-1995: TERMINATE >= 1995**] IF "Refused" ==> "Would you say you are age..." [**READ RESPONSES IN Q24**]

24. [**AGE - CODE AGE FROM PREVIOUS QUESTION**]

18 to 29	10%
30 to 39	15%
40 to 49	21%
50 to 64	29%
65+	25%

25. How long have you lived in Woodinville? (**READ CODES IF NECESSARY**)

Less than 2 years	4%
2-5 years	10%
6-10 years	20%
10-20 years	31%
More than 20 years	35%

26. Do you own or rent your apartment or home?

Own/buying	80%
Rent	17%
(DK/Refused)	3%

THANK YOU!