



**EAST BAY REGIONAL PARK DISTRICT
LEGISLATIVE BOARD COMMITTEE MEETING
AGENDA STAFF REPORT**

DATE	July 10, 2024
TITLE	Voter Survey Presentation
DIVISION	General Manager's Office
FROM	Erich Pfuehler, Chief of Government and Legislative Affairs Dr. Ana M. Alvarez, Deputy General Manager
APPROVED	Sabrina Landreth, General Manager

RECOMMENDATION

None. This is an informational item only.

BACKGROUND

Tulchin Research, based in San Francisco, is a survey research firm with over four decades of experience in public opinion research and strategic consulting. Tulchin Research has experience in successfully conducting focus group and survey research projects over the last four decades. In 2022, Tulchin Research received the Pollster of the Year award from the American Association of Political Consultants.

Tulchin Research has worked with a variety of environmental agencies and organizations including San Francisco Recreation and Parks, Yosemite Restoration Trust, and the Environmental Defense Fund. As an outcome of this experience, Tulchin Research has extensive knowledge in conducting research on open space, conservation and environmental issues. In February 2023, the East Bay Regional Park District (Park District) worked with Tulchin Research on a quantitative voter survey that found strong support for the Park District, but more tepid support for contributing additional funding for services through a local tax measure.

The Park District has a strong history of annually surveying the East Bay public and voters to maintain longitudinal records. These surveys are a part of the effort to maintain an on-going understanding of the issues in which East Bay voters are interested in as it relates to the Park District's service delivery.

ANALYSIS

A report will be presented on the results of a quantitative voter survey to measure familiarity with the Park District's work, as well as what would make voters more likely to support a future revenue measure. The results are part of a two-step research approach which included focus groups. The report will be used to better understand what issues, interests and external events are impacting voter perception of additional investments in the Park District's service delivery.

FISCAL IMPACT

There is no fiscal impact.

ATTACHMENTS

