



City of Del Mar Staff Report



TO: Honorable Mayor and City Council Members

FROM: Andrew Potter, Administrative Services Director
Via Scott W. Huth, City Manager

DATE: March 2, 2015

SUBJECT: Review of the Results of the "Voice Your Choice Poll," for the City Hall/Town Hall Project

REQUESTED ACTION/RECOMMENDATION:

Receive the results of the "Voice Your Choice Poll," for the City Hall/Town Hall Project and provide direction to staff.

DISCUSSION/ANALYSIS:

On January 20, 2015, the City Council reviewed and approved the proposed questions and process for the "Voice Your Choice Poll," for the City Hall/Town Hall Project. Beginning February 2, 2015, registered voters in Del Mar were provided the opportunity to respond to an online poll to rank three potential options for development of the City Hall property. The three options that were presented in the poll were:

- **Option A - Civic Facilities Only:** This option includes a City Hall, Town Hall, and an outdoor civic plaza, with a surface parking lot (approximately 60 parking stalls). This option would meet the City's current and projected needs to house City facilities. There would not be space or parking available for expansion or future public, cultural, or private uses without substantial redevelopment.
- **Option B - Civic Facilities with Additional Parking and 11,000 Square Foot (SF) Expansion Area:** This option includes a City Hall, Town Hall, and an outdoor civic plaza, with approximately 160 parking stalls (60 stalls in a surface parking lot and 100 stalls in a parking structure). The parking structure would be under the buildings and plaza and cover part of the site. This option would meet the City's current and projected needs to house City facilities. It would provide approximately 11,000 square feet (SF) of future development area that would be available for additional public, civic, or cultural uses. The facilities and uses in the expansion area would be decided at a future time. If the expansion area was

City Council Action:

desired to be used for commercial uses, that future project would require a Specific Plan and public vote (as required by Measure B). The parking spaces added to this option (over and above the required amount for the initial public facilities) will be utilized to provide additional public parking, satisfy the City's In-Lieu parking program which identified this site for parking, and can be used to satisfy expansion of future public facilities.

- **Option C - Civic Facilities with Additional Parking & 20,000 Square Foot (SF) Expansion Area:** This option includes a City Hall, Town Hall, and an outdoor civic plaza, with approximately 160 parking stalls in a subterranean parking structure. The parking structure would be under the buildings and plaza and would cover the entire site. This option would meet the City's current and projected needs to house City facilities. It would also provide approximately 20,000 square feet (SF) of future development area that would be available for additional public, civic, or cultural uses. If the expansion area was desired to be used for commercial uses, that future project would require a Specific Plan and public vote (as required by Measure B). The parking spaces added to this option (over and above the required amount for the initial public facilities) will be utilized to provide additional public parking, satisfy the City's In-Lieu parking program which identified this site for parking, and can be used to satisfy expansion of future public facilities.

In the online poll, respondents were asked to rank their first, second, and third choice for each of the three options.

The online poll was open from February 2, 2015 and extended to February 20, 2015. The online poll was conducted by Everyone Counts, Incorporated. Respondents could access the poll online, request a paper copy, or visit City Hall to use one of two kiosks that were set up specifically for the online poll.

The City extended the poll deadline because some users experienced challenges accessing the direct link to the poll. This provided an opportunity for the City to send follow-up reminder letters to those that had not responded with more detailed instructions for accessing the poll. The City conducted numerous outreach efforts to encourage responses to the poll. The outreach efforts included:

- Two direct mailings to all registered voters in Del Mar
- Numerous website updates
- 10 e-mail blasts to those subscribed to receive information about City news as well as those subscribed to receive information about the City Hall/Town Hall project
- Announcements at public meetings, such as the City Council meetings and all scheduled citizen advisory committee meetings

- Printed postcards provided to the Library, Del Mar Community Connections, and available at City Hall
- Information screen on Del Mar TV
- 15 social media posts (Facebook, Twitter, and Nextdoor)
- Installed a banner on the corner of 11th Street and Camino del Mar in front of City Hall
- Parked an electronic sign trailer at 11th Street and Camino del Mar on Friday, February 20, 2015

The City received 980 responses to the online poll, representing 32% of the registered voters in Del Mar. A total of 965 responses were received through the online poll and 15 were received via a paper poll.

At the time of mailing the notification letters for the poll, the City had 3,032 registered voters. However, the Post Office returned 70 of the notification letters that were undeliverable because the voters had not updated their addresses with the Registrar of Voters’ office. Therefore, the response rate can be appropriately based on approximately 2,962 eligible respondents, equating to 33% of registered voters responding.

The following are the results compiled by Everyone Counts, Inc. (also included in Attachment A). Everyone Counts has prepared the results in two different manners. The first table lists the raw tally of the selections, showing the number of respondents that identified the various options as their first, second, and third choice. Under this analysis, Option C received the highest tally of responses as a first choice among the other two options.

Choices	1st Choice Tally	2nd Choice Tally	3rd Choice Tally
Option A	274	122	490
Option B	244	558	13
Option C	440	125	275

The table below shows the responses in a weighted manner. For the weighted responses, Everyone Counts assigned 3 points to the first choice, 2 points to the second choice, and 1 point to the third choice. Under this analysis, Option B received the most overall points.

Choices	1st Choice Points	2nd Choice Points	3rd Choice Points	Total
Option A	822	244	490	1,556
Option B	732	1,116	13	1,861
Option C	1,320	250	275	1,845

Based on either calculation, poll respondents expressed a preference for both additional parking and future developable area. Approximately 70% of the poll respondents indicated that they would support up to 160 parking spaces and between 11,000 square feet (SF) (Option B) and 20,000 SF (Option C) of usable area for future expansion.

Staff has prepared a companion Staff Report on this agenda to seek direction from the City Council regarding the next steps for decisions from the Master Planning phase of the project.

FISCAL IMPACT:

The City Council previously approved funding for this online poll, in the amount of \$24,500.

ENVIRONMENTAL IMPACT:

There is no environmental impact associated with this action.

PRIOR CITY COUNCIL REVIEW:

On December 15, 2014, the City Council approved a contract with Everyone Counts, Inc. to assist the City in conducting an online poll of residents regarding the City Hall/Town Hall Project.

ATTACHMENTS:

Attachment A – Poll Results from Everyone Counts, Inc.

**Del Mar City/Town Hall Voice Your Choice Poll
Final Poll Results
20-Feb-15**



Count Summary			
Authentic Submissions	Online	965	Total: 980
	Paper	15	
	Blank	22	

The following Option was ranked highest (weighted):

Option B - Civic Uses with Additional Parking and 11,000 Square Foot (SF) Expansion Area

The following Option was ranked highest (non-weighted):

Option C - Civic Uses with Additional Parking and 20,000 Square Foot (SF) Expansion Area

Non-weighted results take only the first option selections into consideration

Results: Voice Your Choice Poll February 20, 2015				
Choices	Preferences			
	1	2	3	Total Tally
	Tally	Tally	Tally	
Option A	274	122	490	886
Option B	244	558	13	815
Option C	440	125	275	840

Results: Voice Your Choice Poll February 20, 2015				
Choices	Preferences			
	1	2	3	Total Points
	Points	Points	Points	
Option A	822	244	490	1556
Option B	732	1116	13	1861
Option C	1320	250	275	1845