

# Results of the “Voice Your Choice” Poll for the City Hall/Town Hall

## Project

Item 13

March 2, 2015



# Voice Your Choice Poll

- Goal was to get feedback from registered voters about their preferences for developing a new City Hall/Town Hall
- Poll was structured to allow respondents to rank their preferences (first, second, and third)
  - The purpose of ranking was to help eliminate any ties

# Overview of the Poll

- Ran from February 2, 2015 to February 20, 2015
- Respondents were asked to rank three options in order of their preference:
  - Option A - Civic Facilities Only
  - Option B - Civic Facilities with Additional Parking and 11,000 Square Foot (SF) Expansion Area
  - Option C - Civic Facilities with Additional Parking & 20,000 Square Foot (SF) Expansion Area
- 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

# Outreach Efforts

- Two direct mailings to all registered voters in Del Mar
- Numerous website updates
- 10 e-mail blasts
- Announcements at public meetings, such as the City Council meetings and all scheduled citizen advisory committee meetings during the polling period
- 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



# City of Del Mar

CITY HALL/TOWN HALL "VOICE YOUR CHOICE" POLL

As you may be aware, the City of Del Mar is embarking on some major projects in 2015, including City Hall, Shores Park Master Plan, Roadway Street Repair, Sidewalks and Streetscape and the Citywide Parking Management Plan, to name a few. The City Council is seeking your input and look forward to working with you to assist in the planning and implementation of these projects. The first is this Voice Your Choice Poll on the City Hall/Town Hall project.

Over the last two years, the City of Del Mar has been working on a new City Hall/Town Hall project. We are aware that some users may find it inconvenient to use the instructions below your time to complete the

### ONLINE POLL

- To access the poll, follow these steps:
1. Go to the following link: [www.delmar.ca.us/cityhall](http://www.delmar.ca.us/cityhall)
  2. Enter your unique password.
  3. Once you have entered your password, you will be taken to the poll.

If you require assistance, please contact the City Clerk's Office at 619-435-1100 or by phone at 1-888-835-3333.

**OPENS:** MONDAY, FEBRUARY 16, 2015  
**CLOSES:** FRIDAY, FEBRUARY 20, 2015

### Your Unique PASSWORD:

Shortly after this poll is closed, the City of Del Mar will email you your unique password. We encourage you to stay on [www.delmar.ca.us/projects](http://www.delmar.ca.us/projects) to receive updates on the project.

Thank you for participating in this poll.

1050 Camino Del Mar, Del Mar, CA 92015



# City of Del Mar

CITY HALL/TOWN HALL "VOICE YOUR CHOICE" POLL REMINDER

<First Name> <Last Name>  
<Street Name>  
<City>, <State> <Zip>

As a registered voter in Del Mar, you are invited to participate in the City Hall/Town Hall project. We are aware that some users may find it inconvenient to use the instructions below your time to complete the

To access the poll, follow these steps:

1. In your internet browser, type the following in the Address Bar: <https://delmar.everyonecounts.com>

2. Enter your last name and your unique Password. Note that your Password can be used only once.

### Note that the p

If you do not have internet access, you may request a paper ballot. For more information, please contact the City Clerk's Office at 619-435-1100 or by phone at 1-888-835-3333.

1050 Camino Del Mar, Del Mar, CA 92015

# City of Del Mar

HOW TO ACCESS THE "VOICE YOUR CHOICE" POLL FOR THE CITY HALL/TOWN HALL PROJECT

1. In your internet browser, type the following in the Address Bar: <https://delmar.everyonecounts.com>



Type the link here

DO NOT type the link here



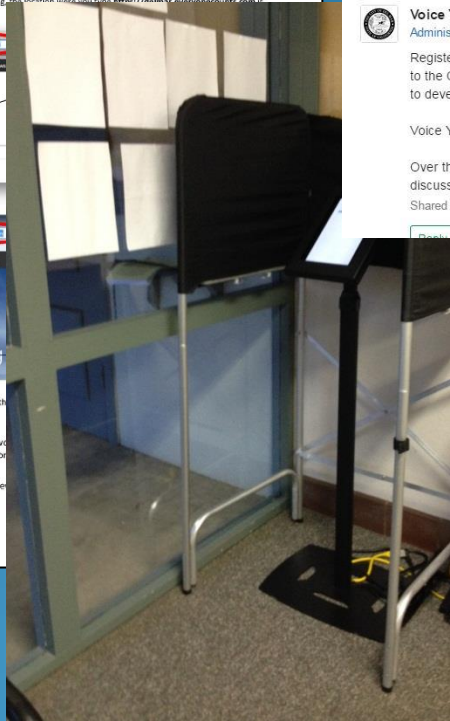
Type the link here

DO NOT type the link here

If your internet browser is still unable to access the link to the poll.

2. Enter your last name and your unique Password. Note that your Password can be used only once.

3. Once you have accessed the poll, carefully read the instructions and make your selections, and press the submit button.



# City Hall/Town Hall Planning



City of Del Mar - City Government

February 20 at 12:14pm

The deadline to respond to the City's Voice Your Choice poll is 5 p.m. today! Respond now at [www.delmar.ca.us/cityhall](http://www.delmar.ca.us/cityhall).

City of Del Mar @CityDelMar · Feb 20

The deadline to respond to the City's Voice Your Choice poll is 5 p.m. today! Respond now at [delmar.ca.us/cityhall](http://delmar.ca.us/cityhall).



City Hall/Town Hall Online Poll - Last Day to Respond!

Administrative Services Director/Public Information Officer Andrew Potter from City of Del Mar

Tomorrow is your last day to Voice Your Choice in the City Hall/Town Hall project. The deadline to respond is February 20, 2015 at 5 p.m.

Voice Your Choice NOW by visiting <http://www.delmar.ca.us/cityhall>.

Shared with City of Del Mar in General

Reply



Voice Your Choice for the City Hall/Town Hall Project - Poll Deadline Approaching!

Administrative Services Director/Public Information Officer Andrew Potter from City of Del Mar

Registered voters in Del Mar have until Friday, February 20 at 5 p.m. to respond to the City's Voice Your Choice Online Poll to rank their preferences of the options to develop a new City Hall/Town Hall.

Voice Your Choice NOW by visiting <https://delmar.everyonecounts.com>.

Over the last two years, the City Council has been collecting public input, discussing, and making decisions about a new ... View more

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# Results

- Everyone Counts tabulated the results
- Results are presented in various manners:
  - Tally (number of votes for each option)
  - Results were also prepared in two different formats for use only in the event there was a tie:
    - Weighted
    - Instant Run-Off

City of Del Mar  
City Hall/Town Hall  
Voice Your Choice Poll  
Results

every  
one  
counts<sup>®</sup>

Everyone Counts, Inc.  
March 2, 2015

# Voice Your Choice Poll

- Online submissions: 965
- Paper submissions: 15
- Total turnout: 980 (~33% of eligible respondents)

# Non-weighted Results

- Raw tally of the selections, showing the number of respondents that identified the various options as their first, second, and third choice
- **Option C** received the highest tally of responses as a first choice among the other two options

Choices	Rankings			
	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

# Weighted Results

- Weighted responses are assigned three (3) points to the first choice, two (2) points to the second choice, one (1) point to the third choice
- **Option B** received the most overall points among the other two options

Choices	Rankings			
	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

# Instant Run-Off Results

- Option A and C are the top ranked choices
  - Option A: 274
  - Option C: 440
- Option B is eliminated as it received the fewest number of first-choice rankings
  - Constituents who selected Option B as their first-choice will have their second-choice now count as their first choice

Instant Run-Off Results: Voice Your Choice Poll February 20, 2015		
Option B excluded first round and votes redistributed	244*	*11 submissions have option B as a first choice and no further preferences
Option A receives 117	391	**Option A received 39.9% first choice rankings
Option C receives 116	556	**Option C received 56.7% first choice rankings

\*\*Percentages rounded to the nearest tenth decimal point

