



From: Greg Rothnem
Sent: Monday, March 02, 2015 9:03 AM
To: Al Corti; Sherryl L. Parks; Terry Sinnott; Donald Mosier; Dwight Worden
Cc: City Clerk Mail Box; City Manager Mail Box; Andrew Potter
Subject: City Hall Poll

Mayor Corti and Council Members

I wanted to reach out to you regarding the results of the City Hall Online Poll. I am traveling and won't be at the City Council meeting on Monday night and therefore request this email be added as a red dot correspondence for tonight's meeting.

I did want to pass on some thoughts as the results of the on line poll are very important to the direction of the new City Hall.

- The City Council has wanted a clear mandate as to what the community wants and I think the poll provides that – Option C is the clear winner as the first choice of residents.

This option won by almost 2 to 1 over Option B and slightly less than 2 to 1 over Option A. So there is no question that Option C is the first choice among Del Mar residents. Hopefully, the City Council will see this and there will be no need for any further discussion of which option to go with. Option C was the preferred option in the workshop poll and now it is by far the preferred option in the city wide poll. It is time for the City Council to end the discussion and decide to move forward with Option C.

- I note that a weighted results analysis was provided which shows Option B as the slight “winner”.

All along in this process, the city council members have said “let's keep this simple”. Candidly I think the weighted poll analysis adds confusion as some folks may now say Option B is the winner and that is how the City should move forward. I would be shocked if the City Council is influenced by this argument given the clear results of the poll showing Option C as the overwhelming 1st choice. In addition, on a weighted average Option B only had a slight edge (16 points or .0085). One can't speculate as to why folks decided on a given 2nd choice or 3rd choice.

It should be noted that nowhere in the materials did it say that selecting a second or third choice was optional so I am sure a lot of folks felt they had to make a second and third choice even though that is not what they may have wanted to do. In addition, the weighted average confirms that a number of folks had Option B as their second choice not their first choice. It is only because some folks wanted Option B as a second choice that it got 16 more points than Option C. Receiving only got 16 more points does not even come close to overriding the almost 2 to 1 margin Option C received as the first choice. Finally, one has to assume that some folks who listed Option C as the first choice and then listed Option B as a second choice. By doing this, these folks added to the point total of Option B. It would be totally illogical to tell these folks that by selecting Option B as a second choice they are in effect overriding their first choice.

The poll shows Option C is the clear winner. Given these results, Option B should not be considered by the City Council. If for some reason some members of the City Council feel the City should move forward with Option B, the

Council would be totally ignoring the vast majority of folks who selected Option C and would make a mockery of the polling process.

Thank you.

Greg Rothnem
9th Street