



TO Interested Parties

FROM Dave Metz and Miranda Everitt
FM3 Research

RE: Executive Summary of Community Survey Results

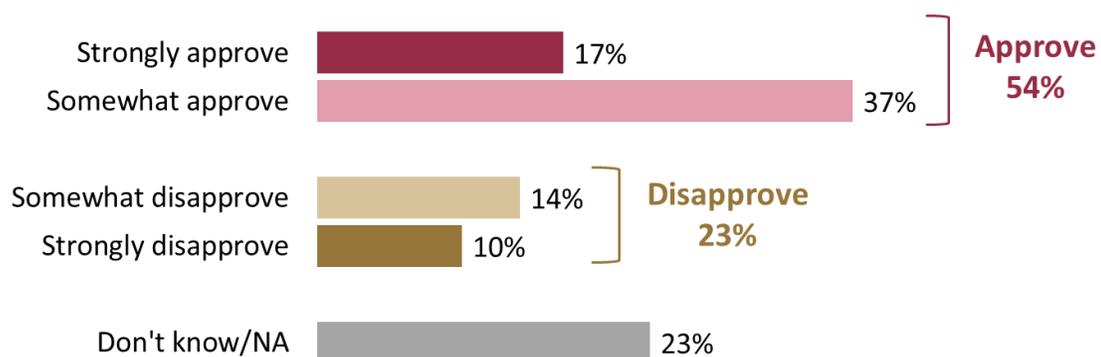
DATE January 29, 2018

Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently completed a survey of Millbrae voters to assess their perceptions and priorities for restoring recreational programming.¹ The survey found that majorities approve of their Recreation Department, and favor a community center that will serve the city's needs in the long term. Their top priorities for the new center include space for after-school programs, and a center that meets current earthquake, electrical and fire safety codes, with proper access for people with disabilities. In 2017, a Community Center Master Plan was drafted for review which served as a baseline for this initial survey.

Key findings include:

- **A majority approve of their Recreation Department.** As shown in Figure 1 below, more than half (54%) approve of the job the Millbrae Recreation Department is doing, while fewer than one-quarter (23%) disapprove. A significant share (23%) also did not know enough to say.

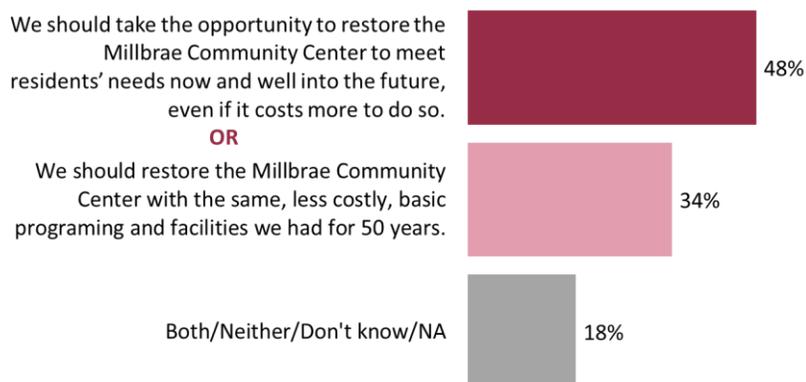
Figure 1: Millbrae Recreation Department Approval Rating



- **A plurality supports taking the opportunity to build a community center that meets long-term needs.** Given the choice between spending to meet long-term needs or to restore basic programming only, nearly half (48%) prefer long-term investment. About one-third (34%) selected the more basic option, a gap of 14 points.

Figure 2: Preference for New Community Center

As you may know, the Millbrae Community Center burned down in summer 2016 and must be restored. I'm going to read two statements about how to restore it, and I'd like to know which of the two comes closer to your opinion.



- **When it comes to restoring the center and recreational programming, voter priorities include safety and accessibility, along with space for youth and senior programming.** Figure 3 below shows the elements of a new facility that a majority described as "extremely" or "very important."

Figure 3: Community Center Priorities

Priority	% Ext./Very Important
Providing disabled access to community center facilities and restrooms	66%
Providing a modern Millbrae Community Center that meets current earthquake, electrical and fire safety codes	65%
Providing space for after-school programs for youth	61%
Restoring space for after-school programs to keep youth off the streets and out of trouble	59%
Restoring recreation programs for seniors, youth and families	58%
Providing an emergency shelter for Millbrae residents in case of disaster such as earthquake, fire or flood	57%
Restoring the number of recreational classes, senior, youth and family activities Millbrae offered before the center burned down	56%
Providing space for senior, youth and family health, fitness and wellness programs	56%
Improving water and energy conservation	56%

Restoring space for senior arts and education programs	52%
Modernizing lighting, heating and ventilation with energy-efficient systems	51%

In sum, Millbrae voters surveyed largely approve of the City's Recreation Department, and favor rebuilding the community center with an eye to the future. However, voters do not appear at this time to be prepared to support a \$72 or \$56 million bond for the costs of the full build-out of all facilities and site options outlined in the Master Plan, as neither garners the necessary two-thirds requirement. With majorities indicating interest in a conceptual \$25 million bond, lowering the amount may increase viability. It is important to voters surveyed that a restored center meet health, safety and disability access standards, and that it provide space for programs they value -- particularly those for youth and seniors.

ⁱ **Methodology:** From December 14-21, 2017, FM3 completed 303 interviews (online and via landlines and cell phones) with Millbrae residents, drawn from voter rolls. The margin of sampling error is +/-5.7% at the 95% confidence level; margins of error for population subgroups within the sample will be higher. Due to rounding, not all totals will sum to 100%.