

Workshop #2 Data Analysis

The Workshop Respondents

Saturday Jan 31

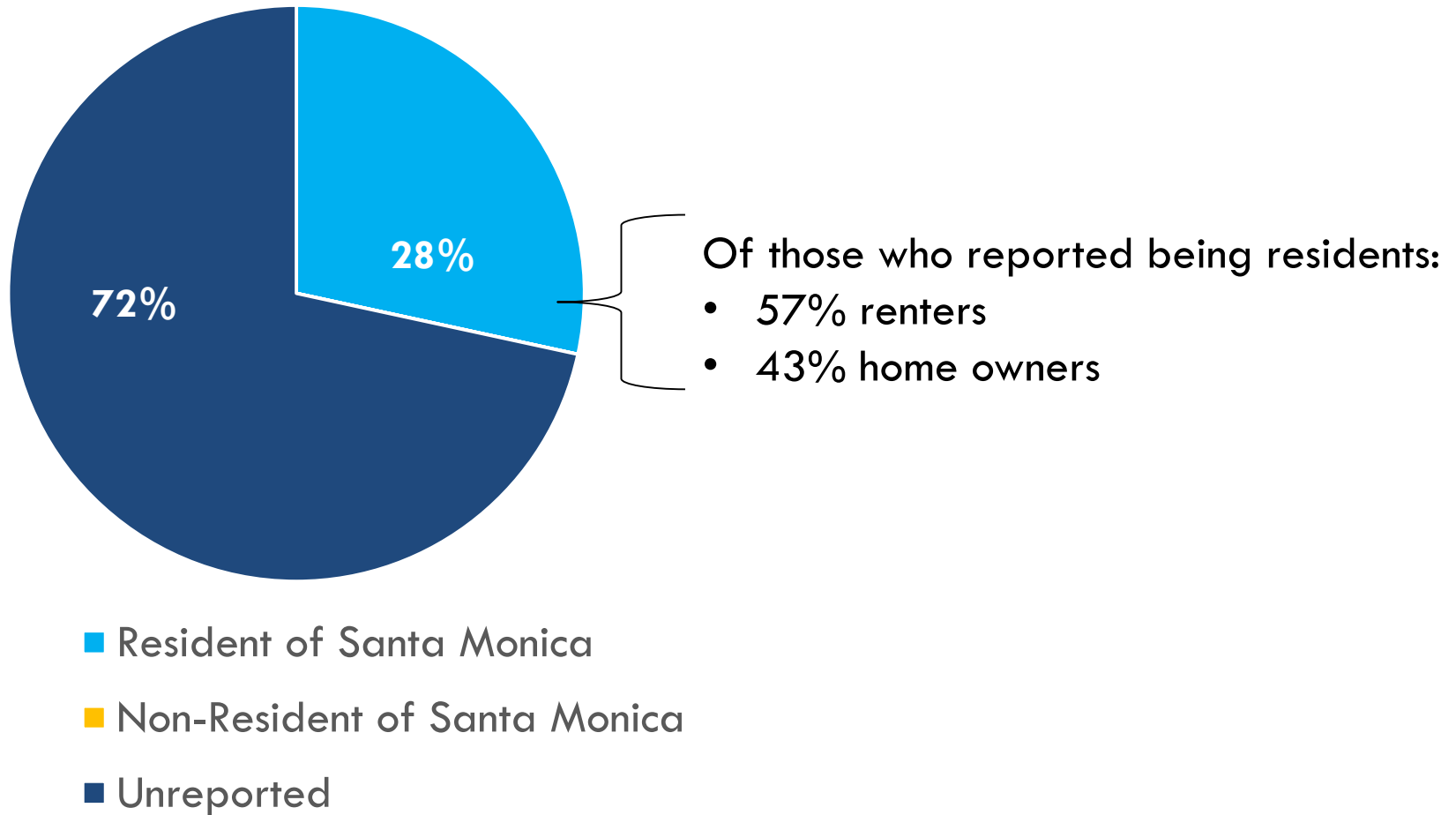
(Not expected to make trade-offs between land uses, operating and capital costs, and financing options.)

Sunday Feb 1

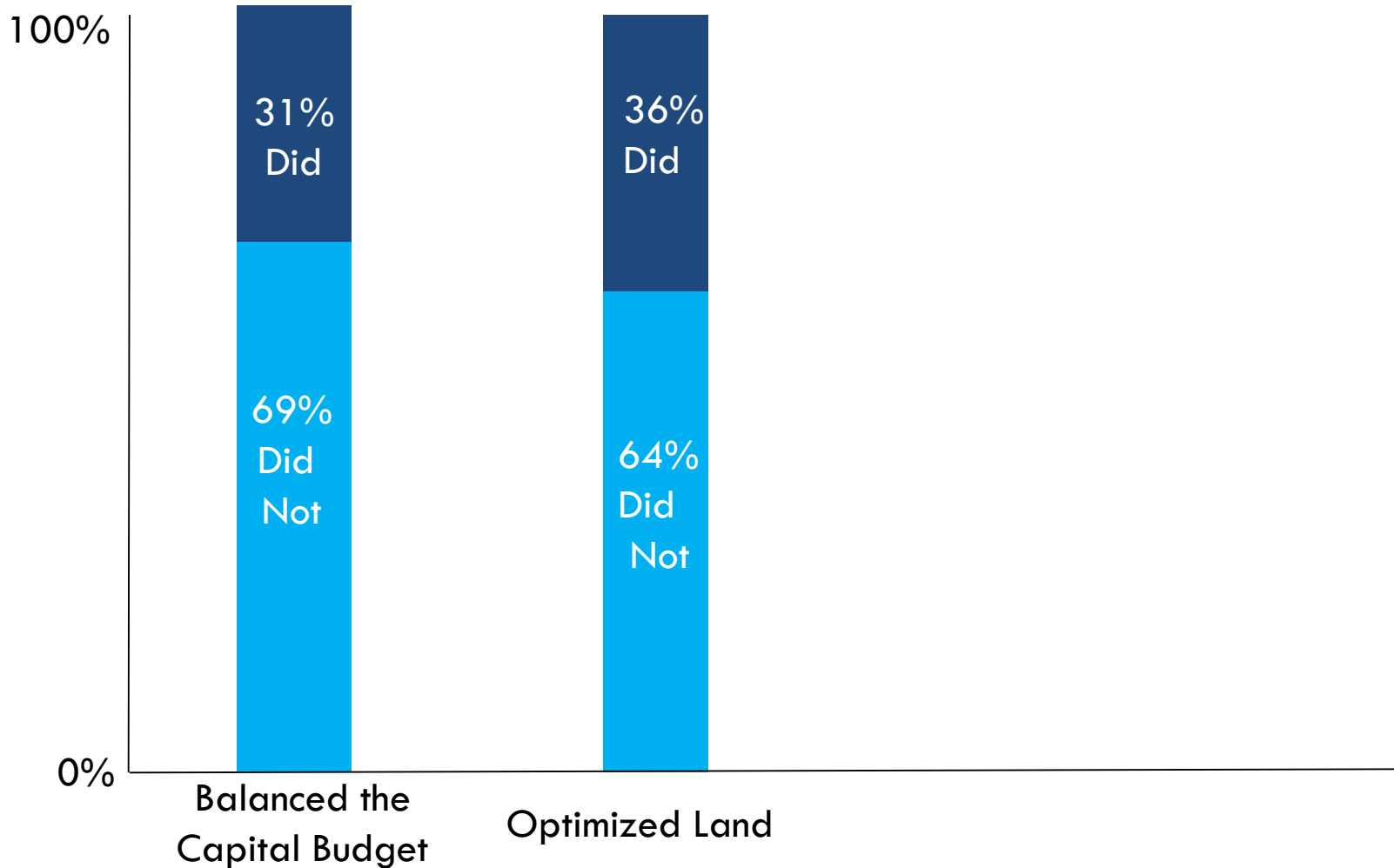
(Explicitly directed to make trade-offs between land uses, operating and capital costs, and financing options.)

Saturday vs. Sunday

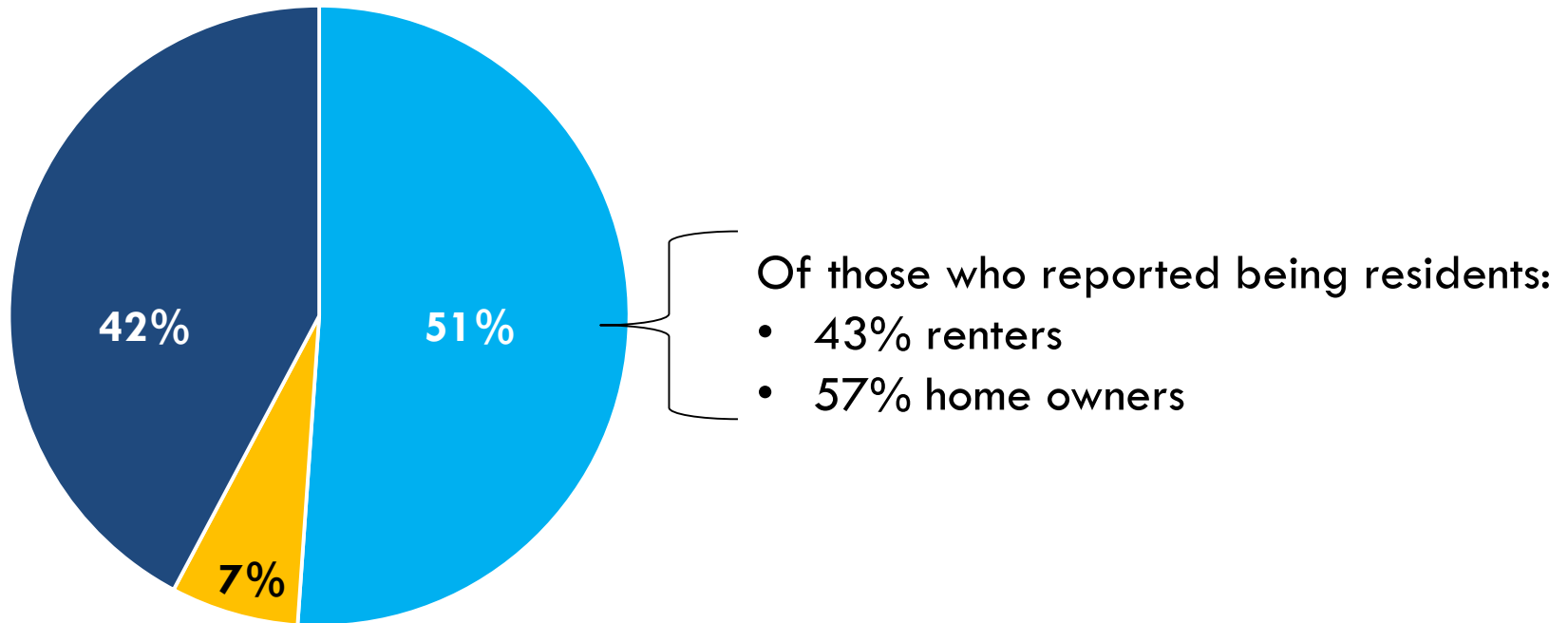
SATURDAY: 81 respondents completed the exercise; most respondents did not fill out the demographic survey at the end.



SATURDAY: 31% of respondents the balanced the capital budget.

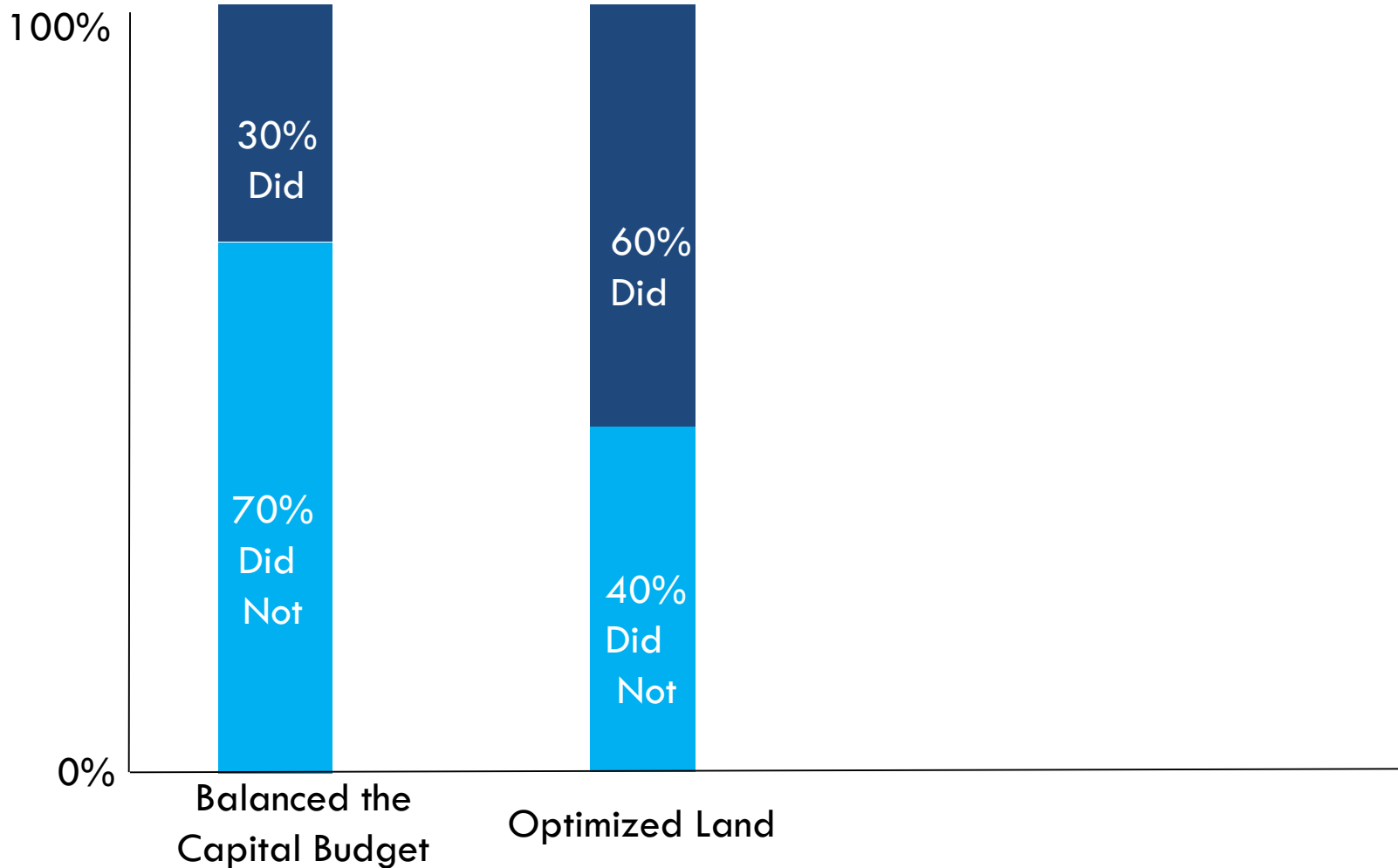


SUNDAY Participation: 45 respondents completed the exercise; only 50% reported being residents of Santa Monica.

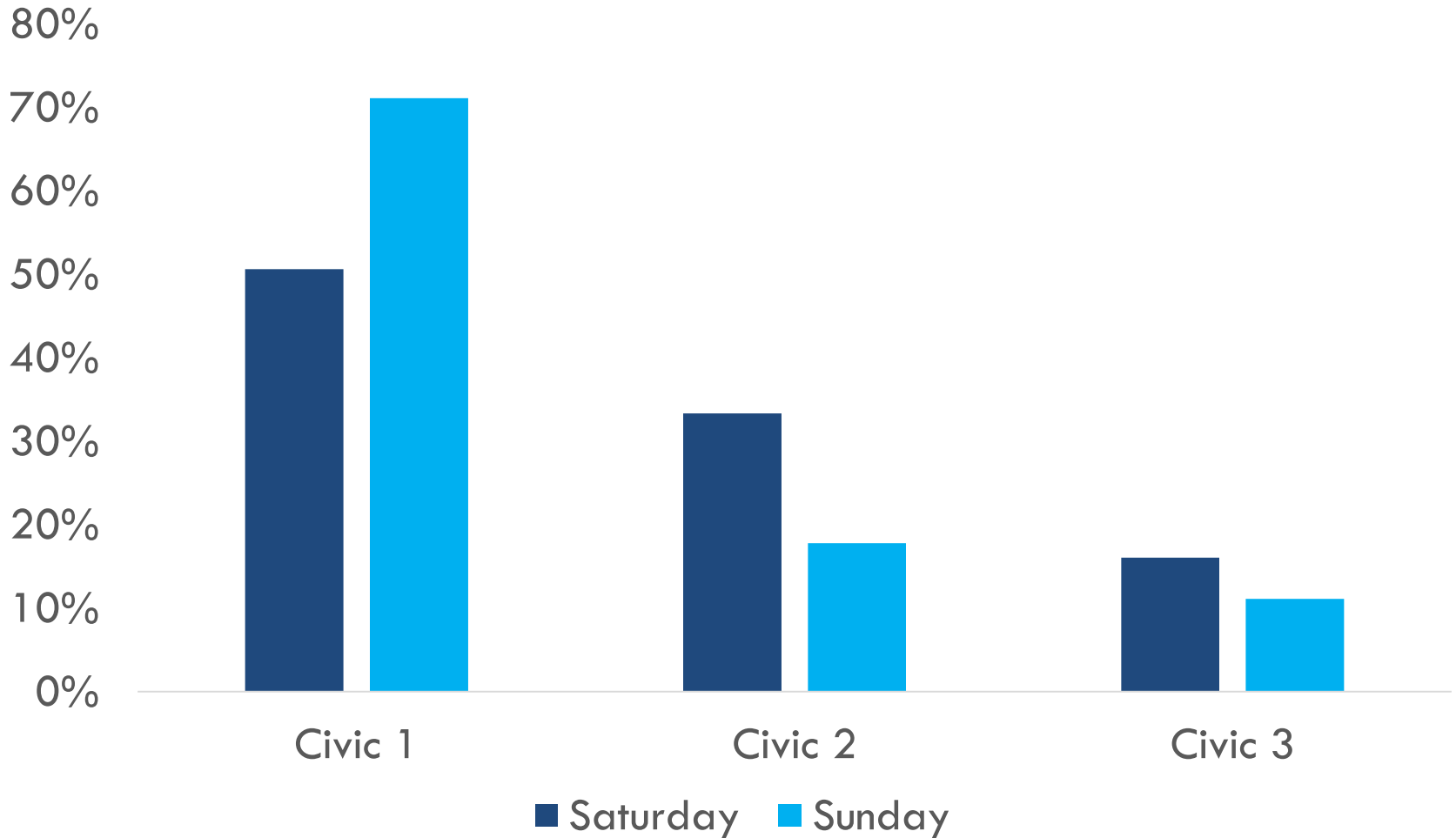


- Resident of Santa Monica
- Non-Resident of Santa Monica
- Unreported

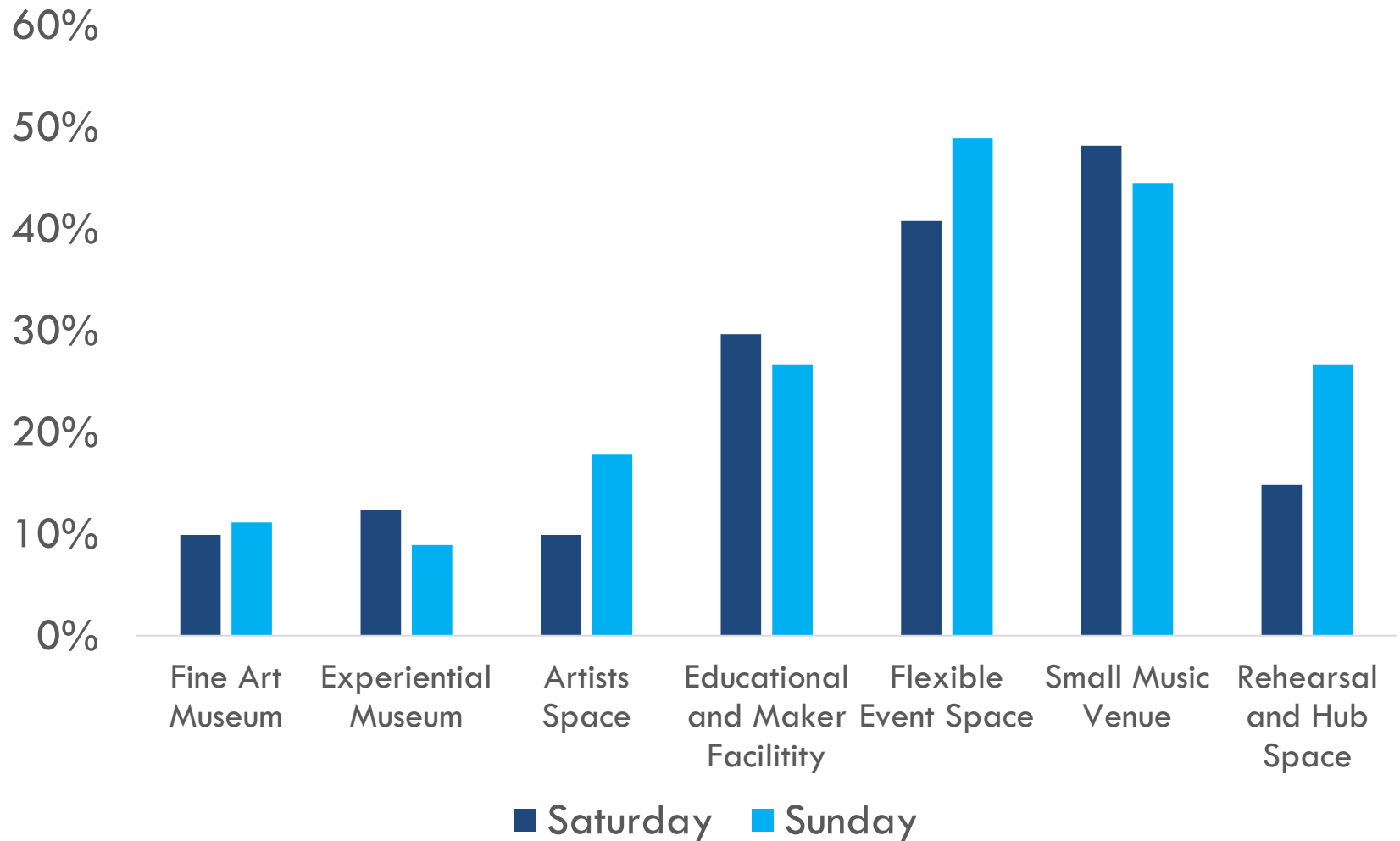
SUNDAY Participation: Attendees were no more focused on balancing the capital budget on Sunday.



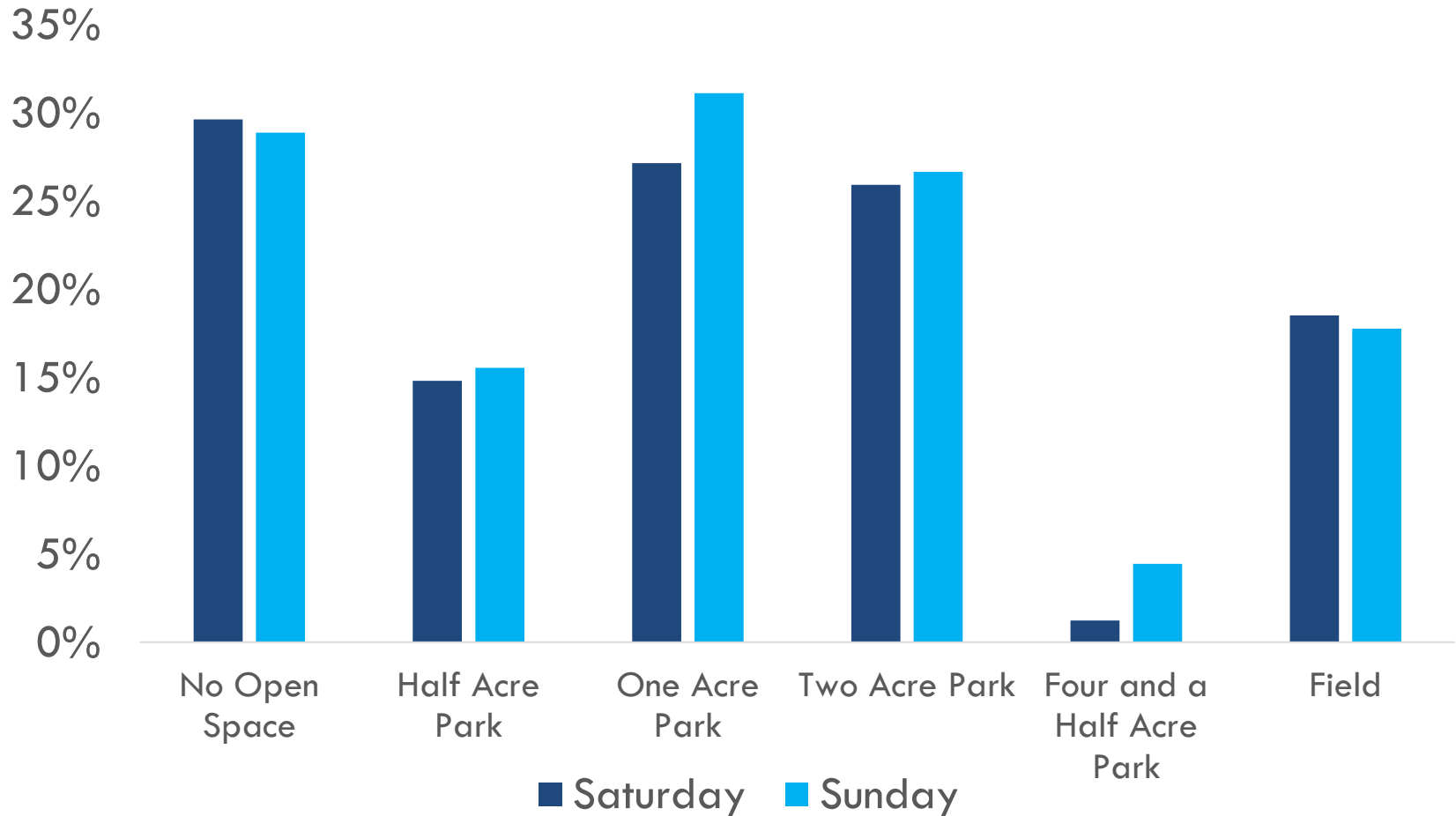
SAT vs. SUN: On Sunday, Civic 1 was even more popular.



SAT vs. SUN: There was clear consensus on performing arts uses both days.

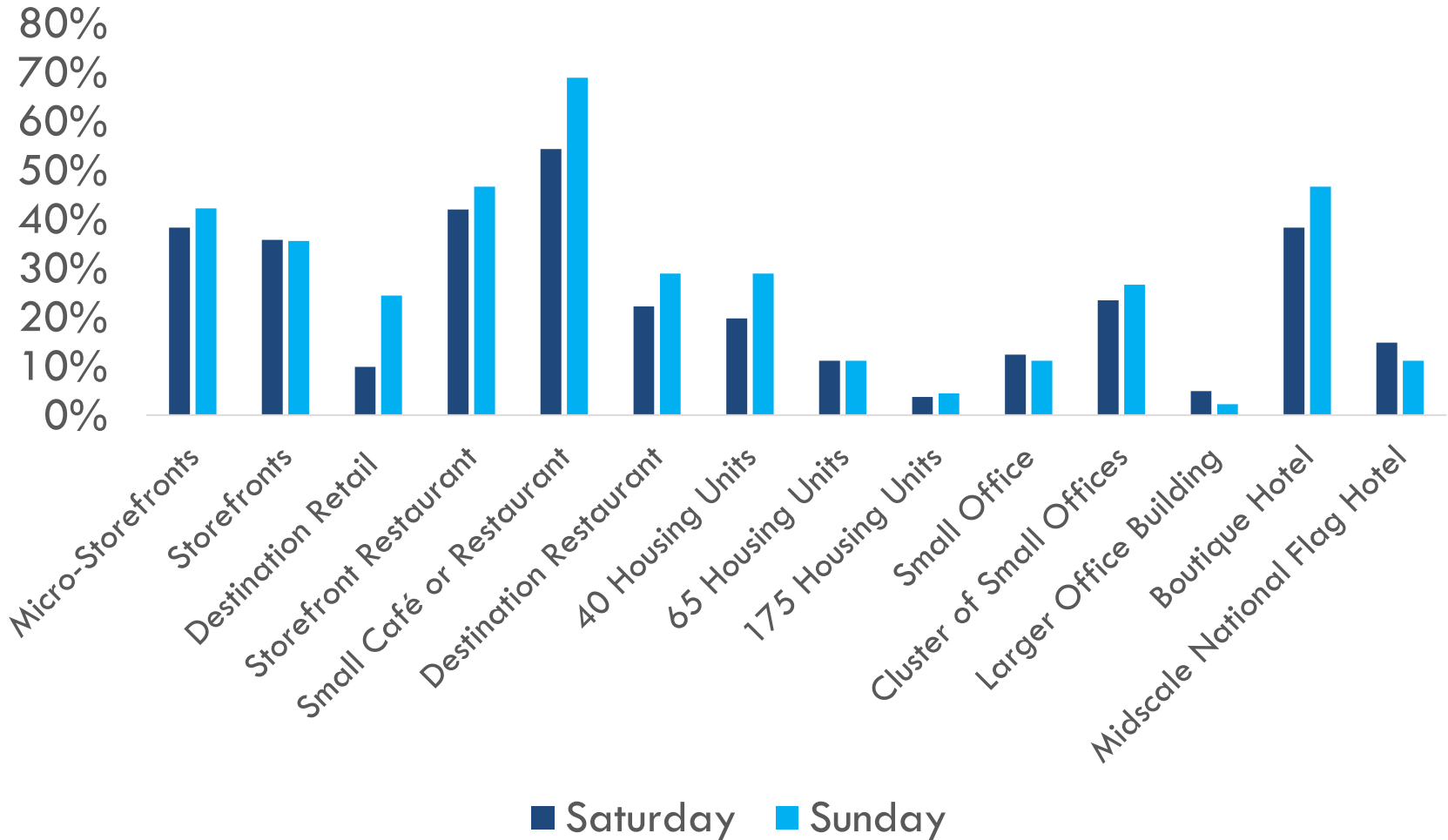


SAT vs. SUN: Open space uses were important to both groups of respondents, although almost half wanted a half acre or less.

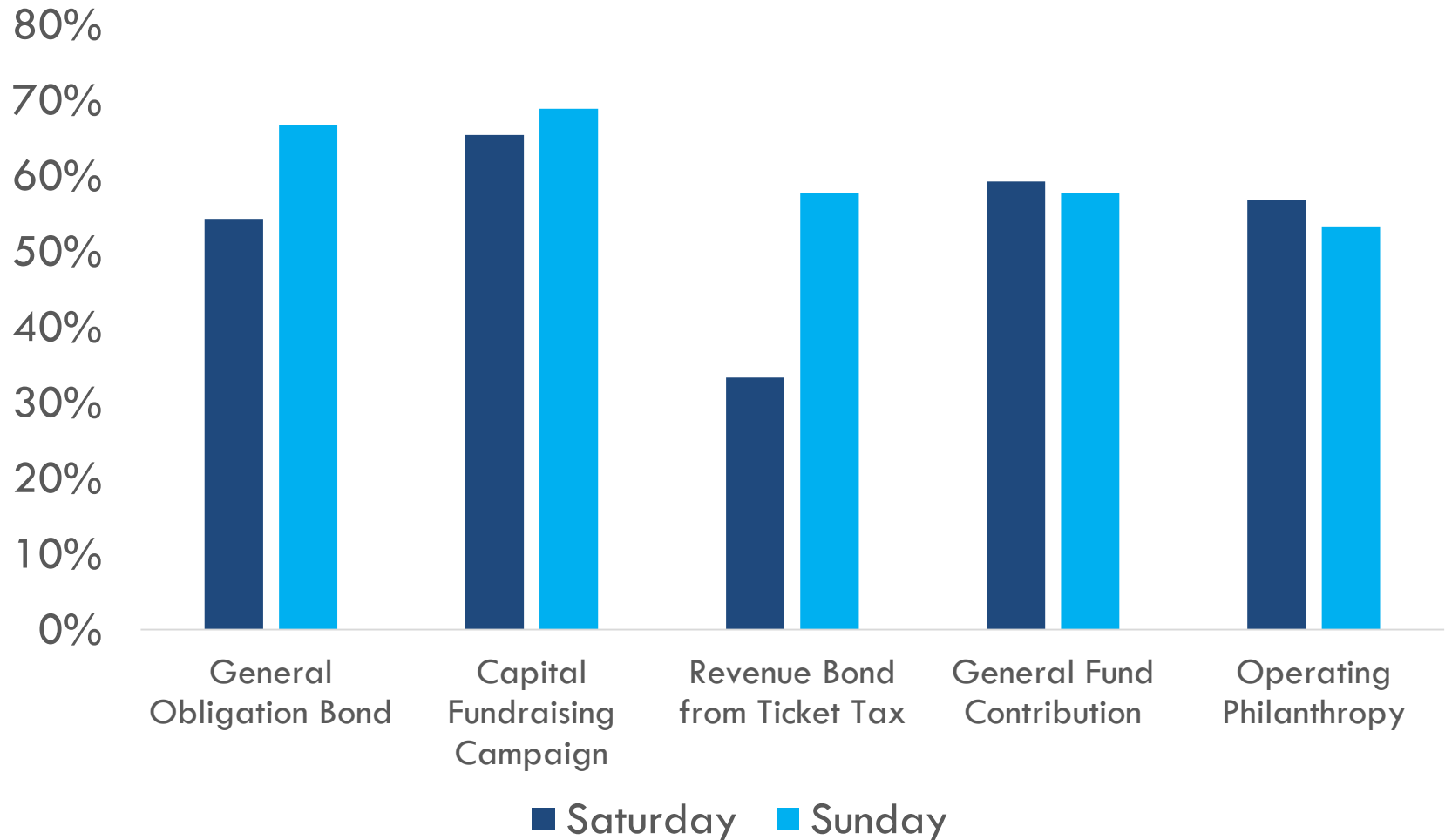


Note: The percentages for those who chose open space do not add to 100% because some respondents chose multiple open spaces.

SAT vs. SUN: Respondents from both days wanted active and energizing private land uses.



SAT vs. SUN: Respondents from Sunday were slightly more focused on using the tool to finance their land use decisions.



Sunday Workshop + Online Respondents:

Explicitly directed to make trade-offs between land uses, operating and capital costs, and financing options.

Respondents can be grouped in many ways.

Chose a Civic
and closed the
browser

Made it to the fifth screen

Did not balance the
capital budget

Balanced the capital budget

Chose the sports
field, but did not
balance the capital
budget

Balanced the capital budget *and* optimized land

Balanced the capital budget, optimized land, *and*
chose the sports field

Respondents can be grouped in many ways.

Chose a Civic
and closed the
browser

103

Civic 1: 39%

Civic 2: 22%

Civic 3: 39%

Made it to the fifth screen

Did not balance the
capital budget

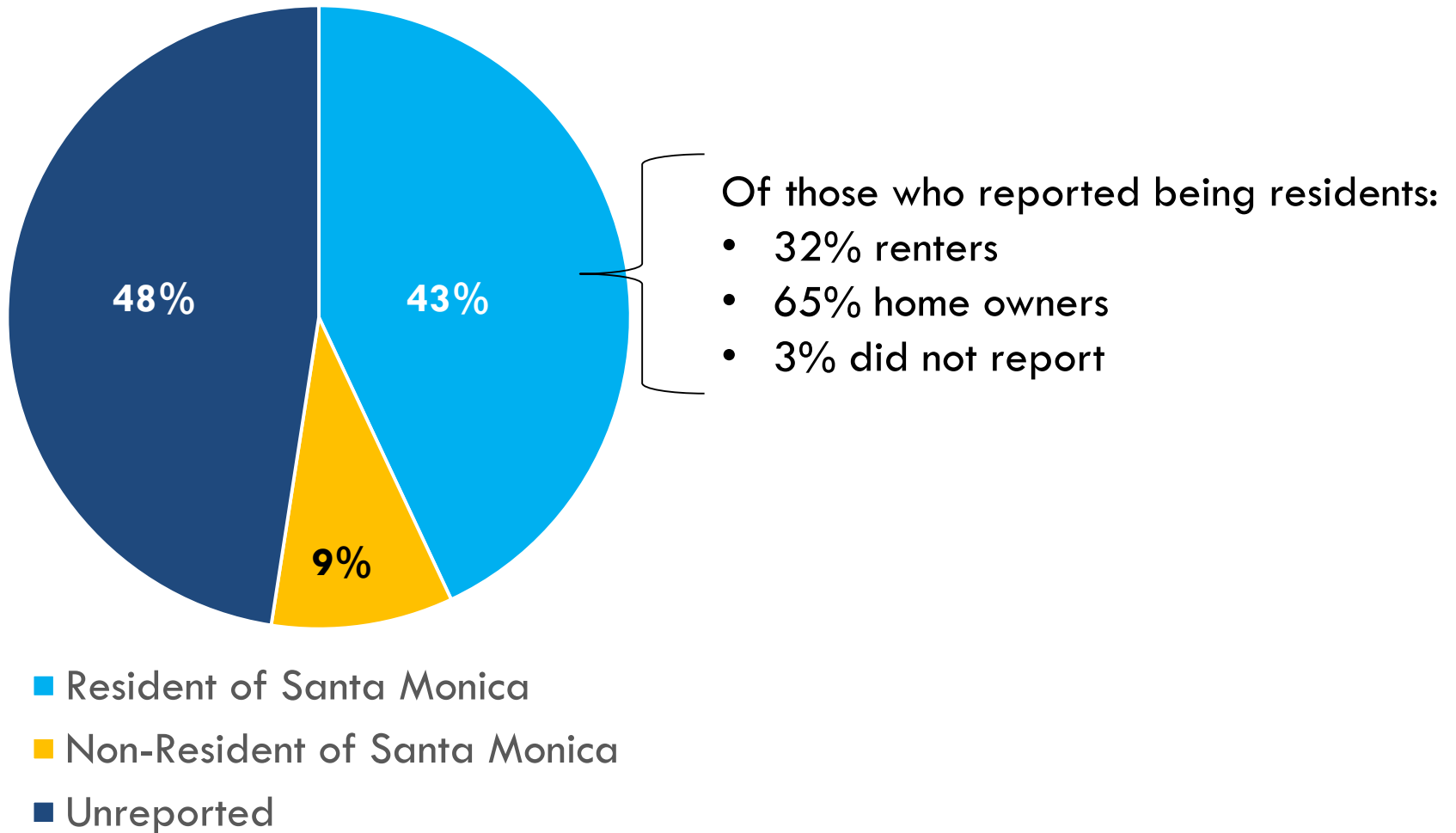
Balanced the capital budget

Chose the sports
field, but did not
balance the capital
budget

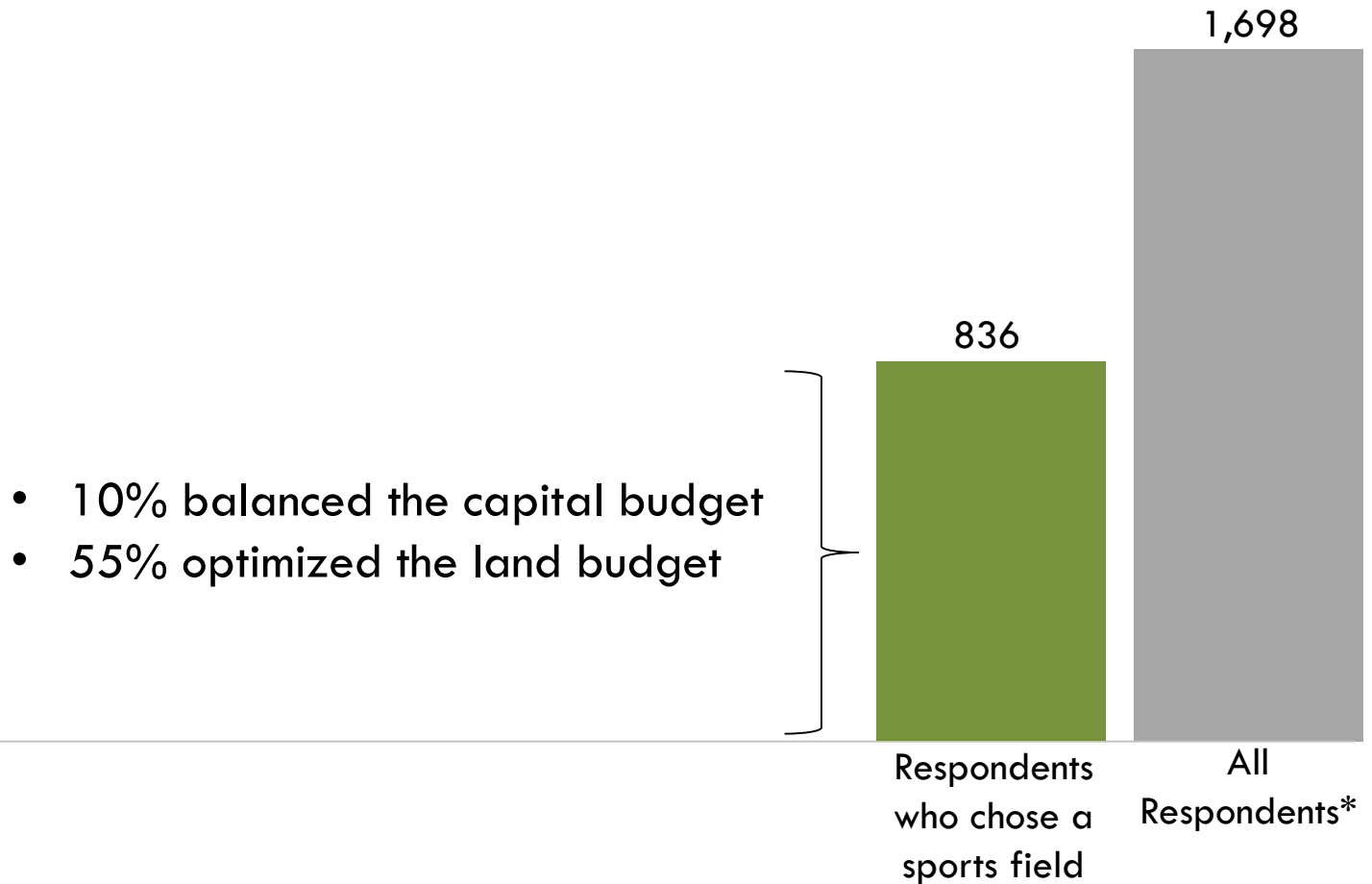
Balanced the capital budget *and* optimized land

Balanced the capital budget, optimized land, and
chose the sports field

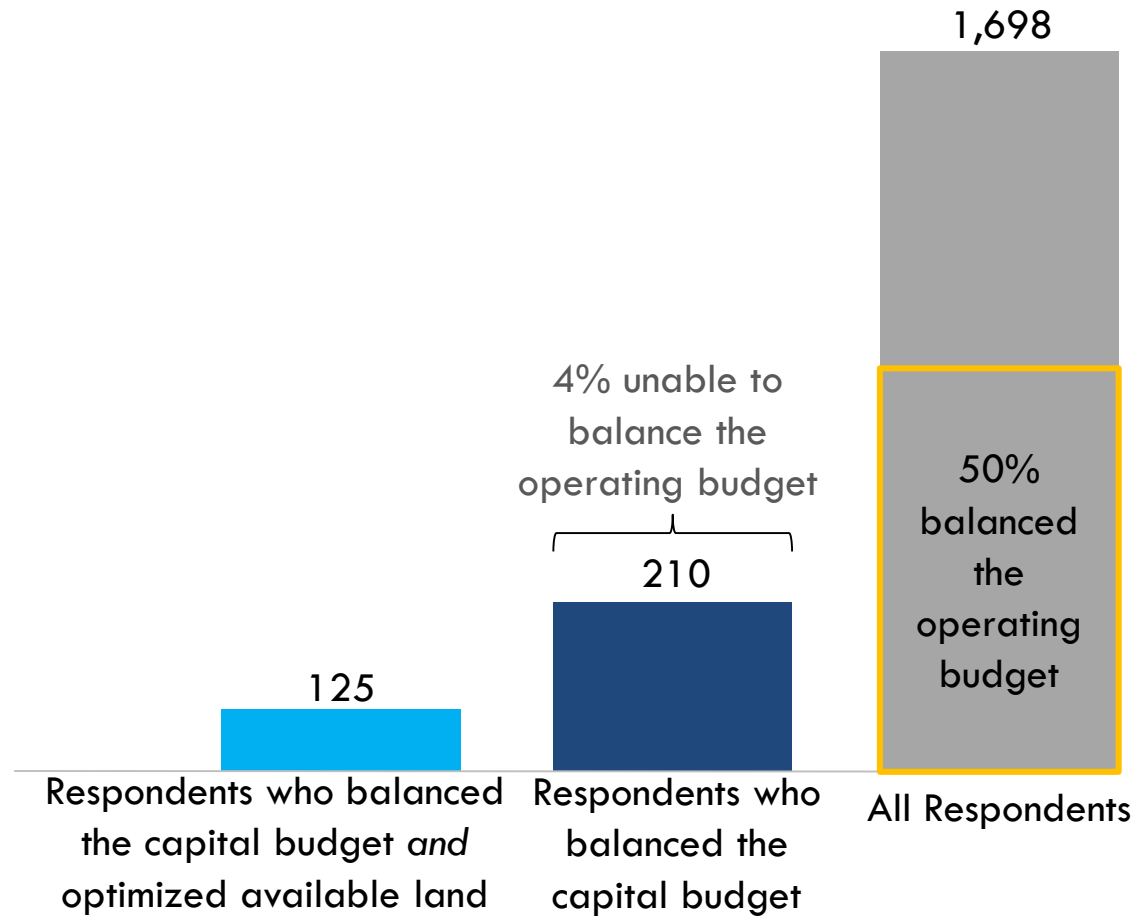
1,698 respondents answered all of the tradeoff tool questions.



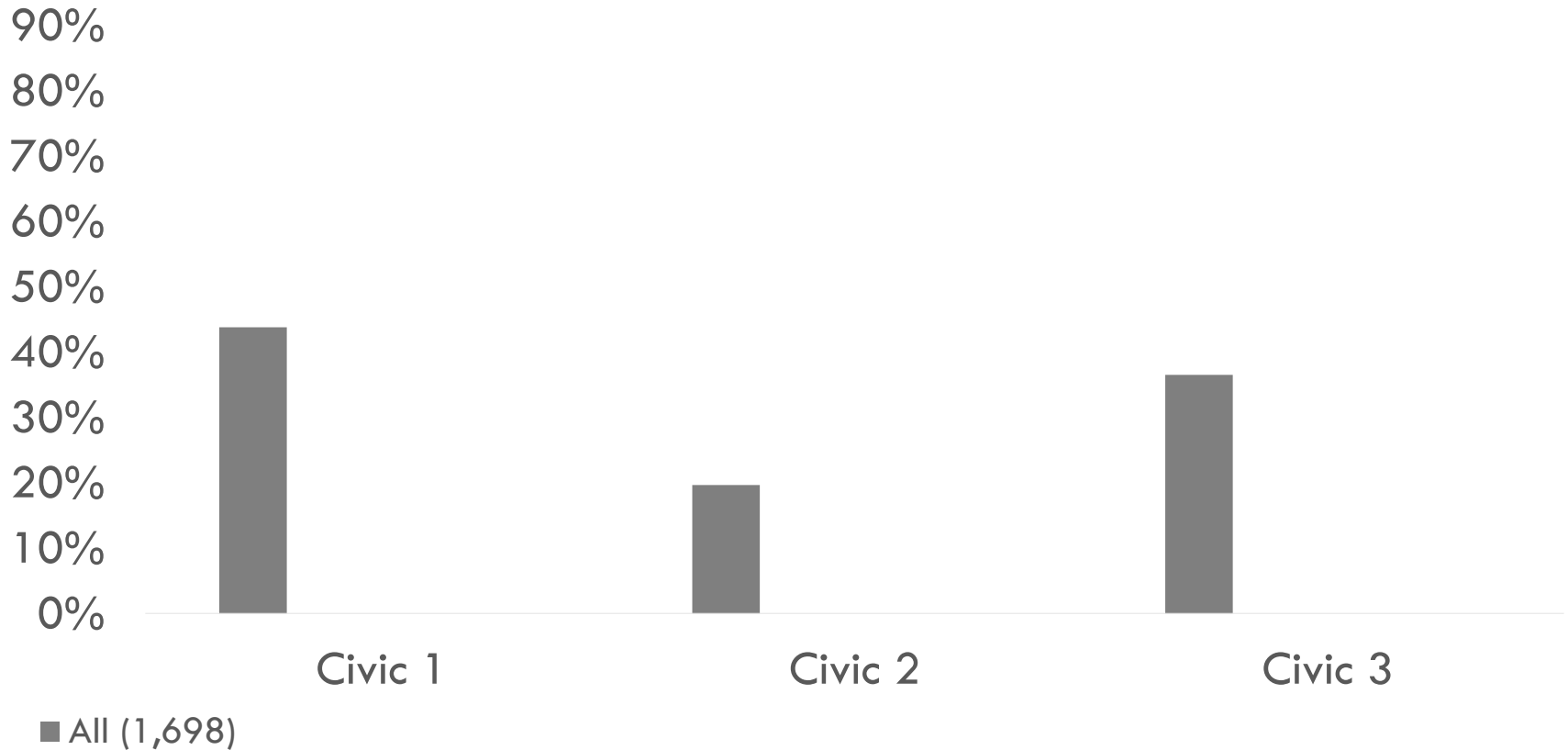
836 respondents chose the sports field option after an organized campaign, most of whom did not balance the capital budget.



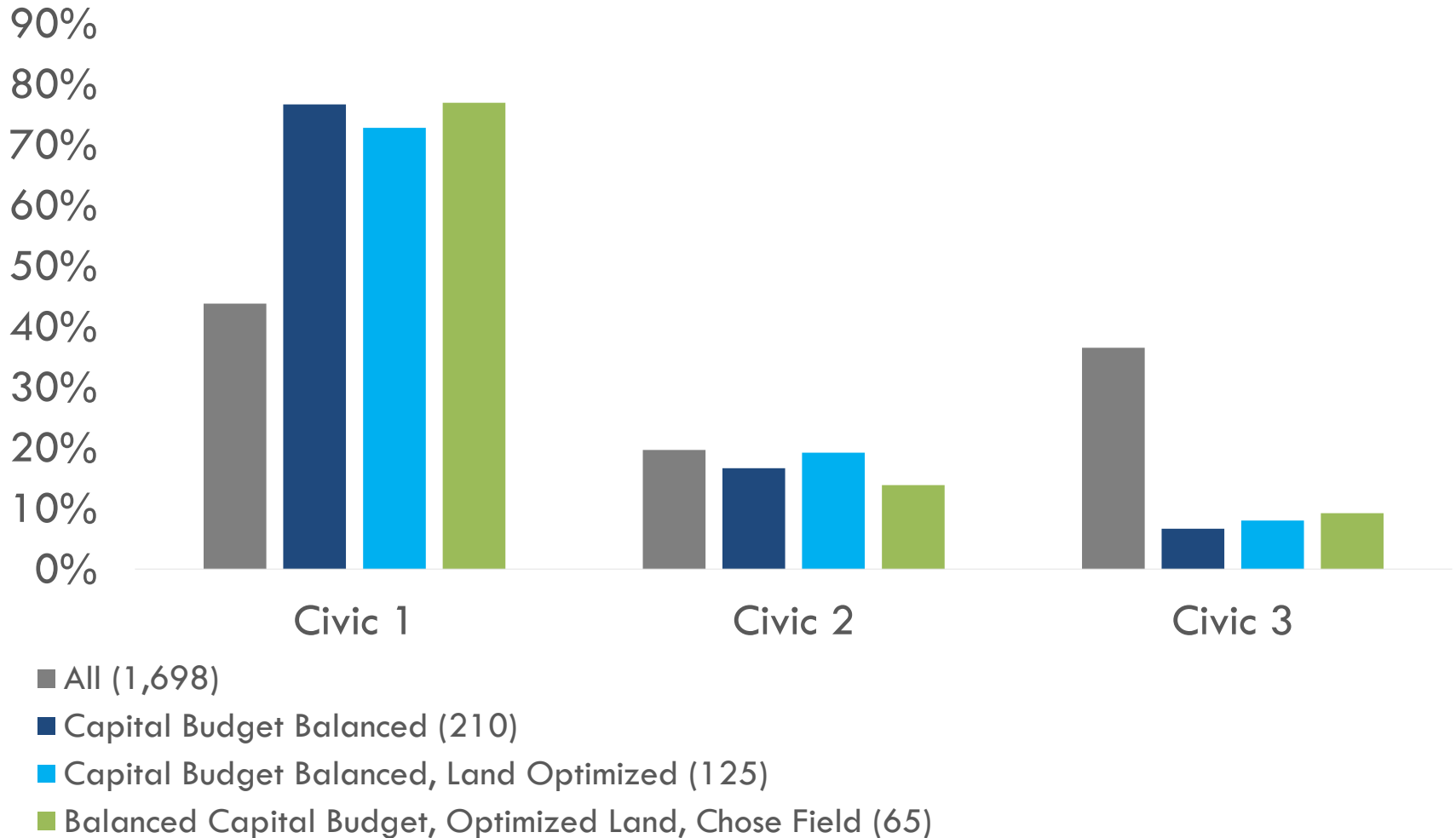
125 respondents completed the exercise, successfully balanced budget and optimized land.



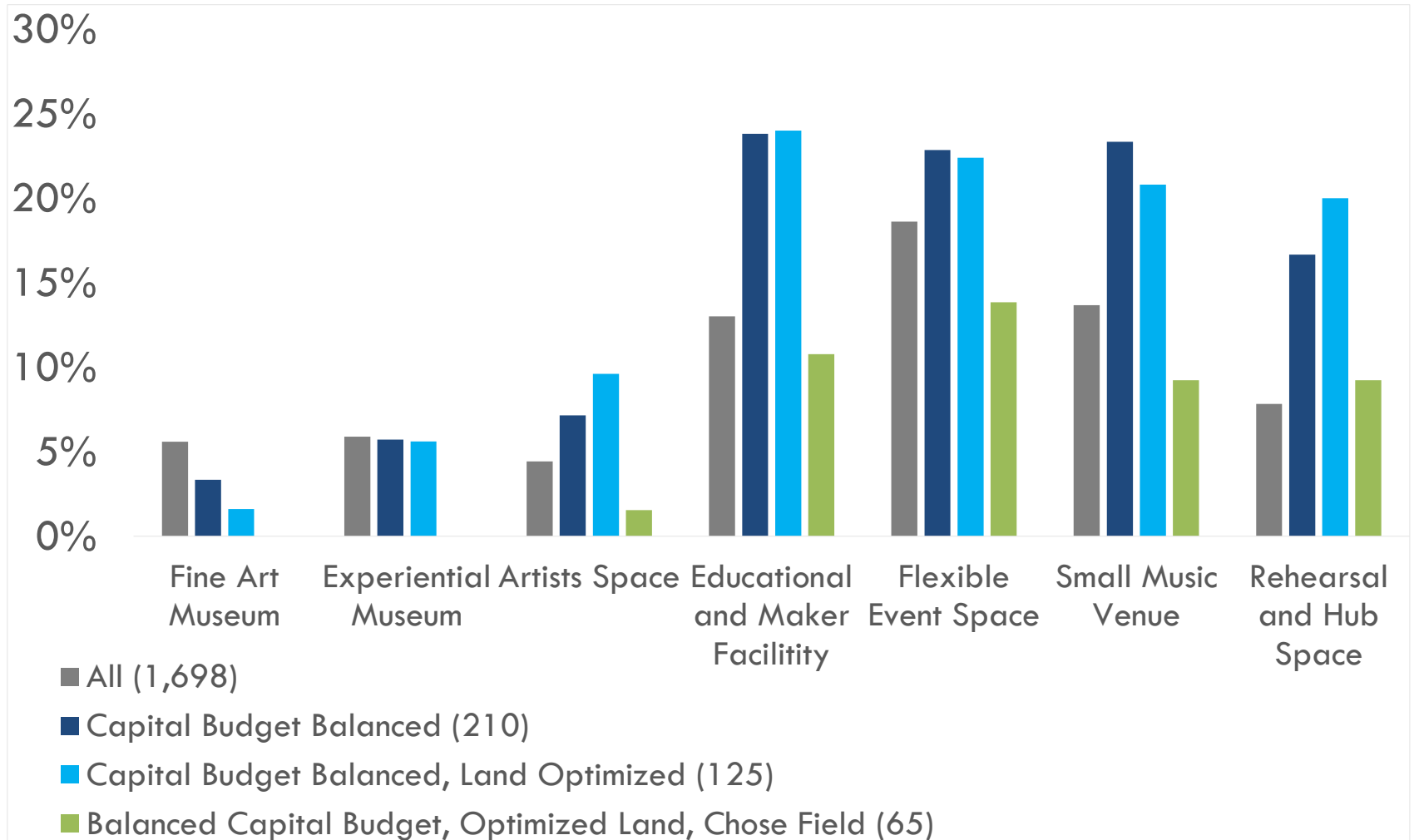
Civic Preference: Overall, 44% of respondents chose Civic Option 1, with the for-profit operator.



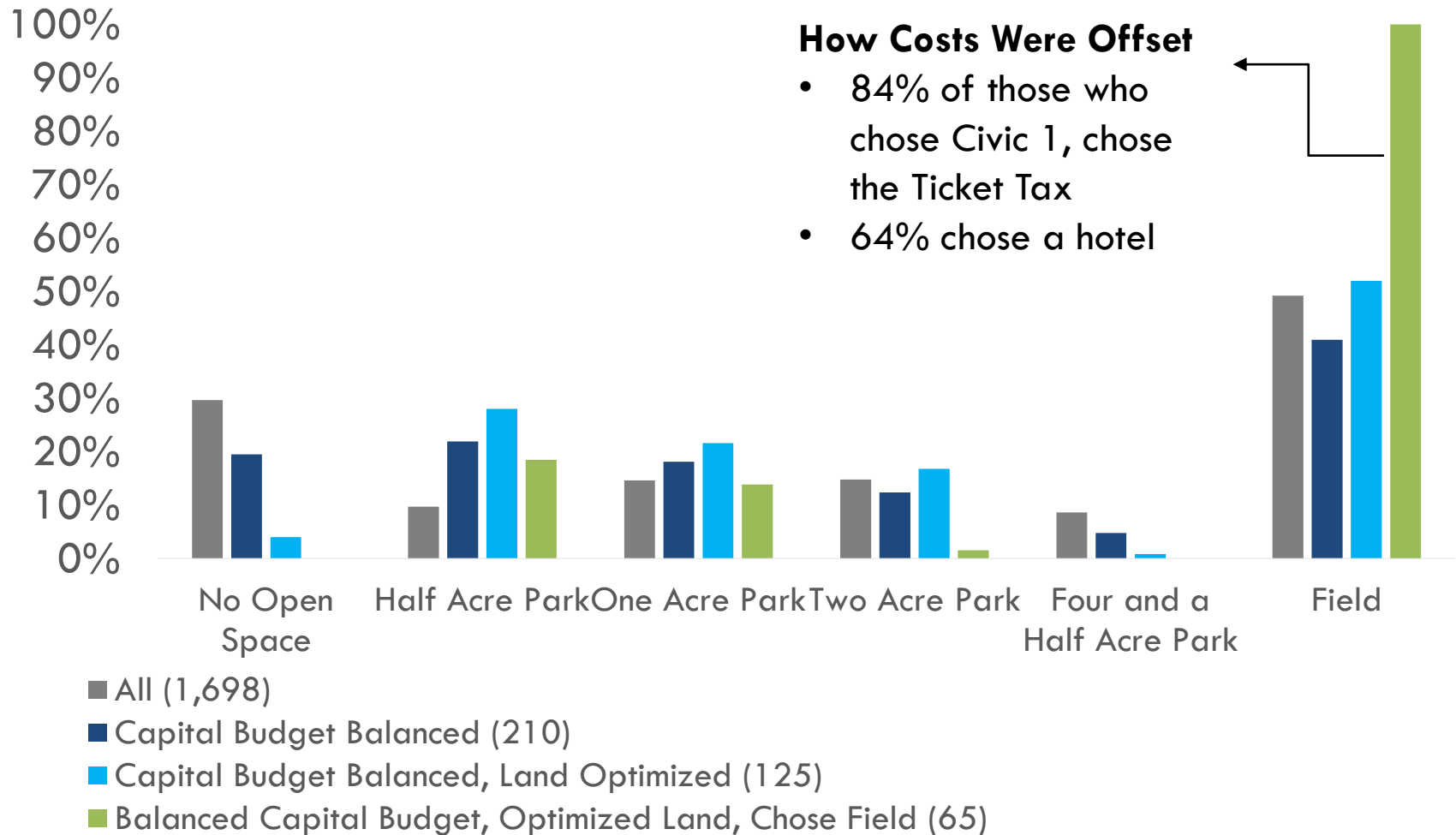
Civic Preference: Among those who balanced the budget, the percentage of those who chose Civic Option 1 was higher (77%).



Cultural Land Use Preferences: Most participants preferred performance uses, but also the Educational and Maker Facility.

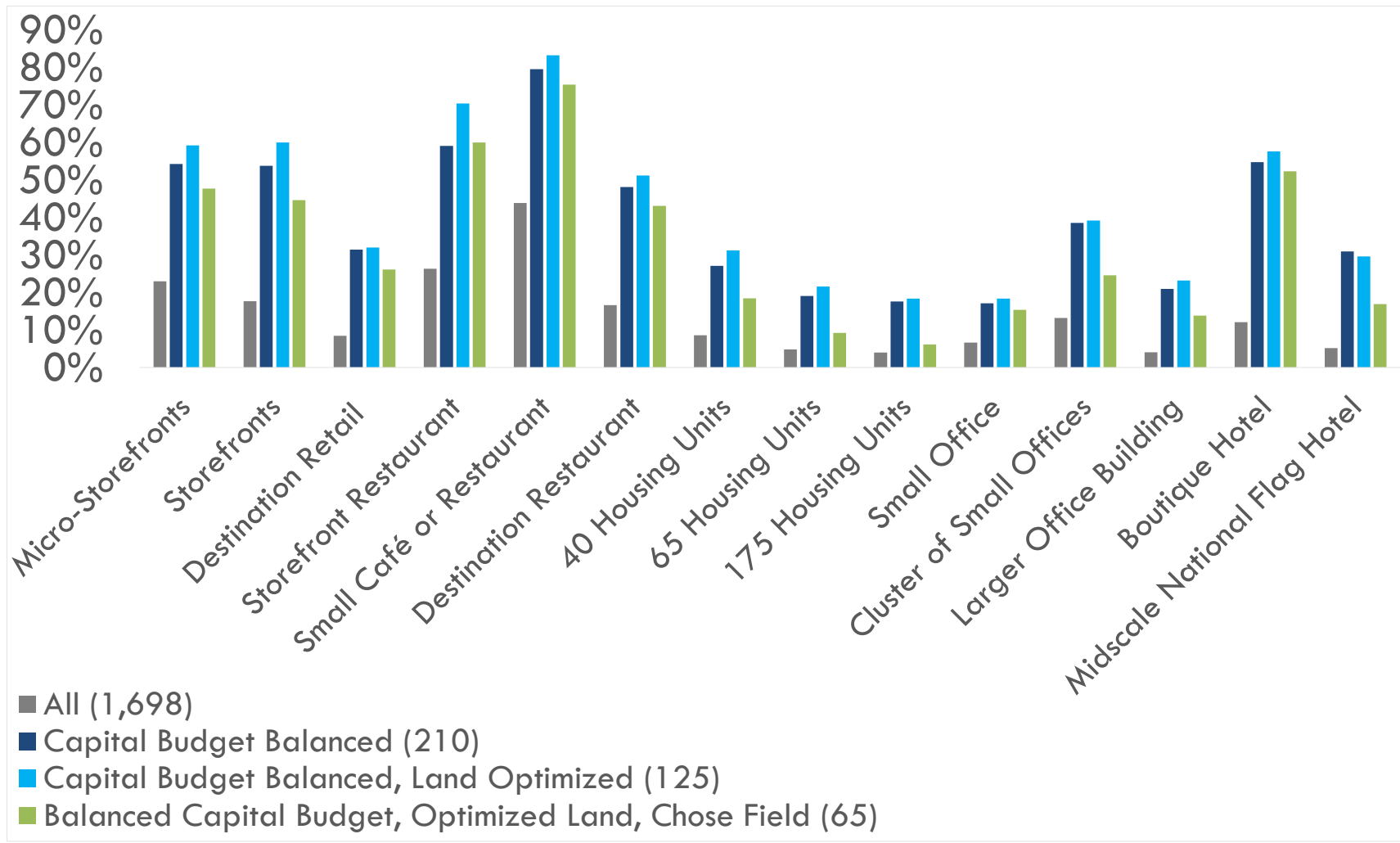


Open Space Preferences: 65 participants chose a field and balanced the capital budget; many used a hotel and/or ticket tax.



Note: The percentages for those who chose open space do not add to 100% because some respondents chose multiple open spaces.

Private Land Use Preferences: Respondents have a clear interest in active land uses such as restaurants, retail, and a boutique hotel.



Close the Gap: 85% of those who balanced the capital budget chose a GO Bond.

