

## Santa Monica Civic Auditorium Tradeoff Tool: Response to Data Inquiries

March 3, 2015

- **How many respondents chose park space?**
  - 1,198 respondents (71%) chose some form of open space.
  - 500 respondents (29%) chose no open space at all.
  - Only 355 respondents combined multiple open space choices.
- **What was the average park acreage?**
  - Average park acreage of those who chose open space at all was 3.34 acres.
  - Average park acreage of those who chose open space and went no more than 1 acre over the land budget was 2.85 acres.
- **What scenario allows the sports field to work?**
  - 65 respondents chose the sports field and also balanced the capital budget and optimized land.
  - 77% of respondents chose Civic 1 (compared to 44% overall).
  - Respondents were more accepting of private development:
    - 18% chose the 40 unit housing (compared to 9% overall)
    - 25% chose the cluster of small offices (compared to 13% overall)
    - 14% chose a larger office building (compared to 4% overall)
    - 52% chose the boutique hotel (compared to 12% overall)
    - 17% chose the national flag hotel (compared to 5% overall)
    - 3 respondents chose both hotels (33 overall chose to do so).
  - 84% of respondents that chose Civic 1 also chose the ticket tax (compared to 44% overall).
  - See green column in table at end of document for comparison of choices by those who chose the sports field, balanced the capital budget, and optimized land, with other groups of respondents.
- **Were any respondents able to balance the capital budget without the General Obligation bond? How?**
  - 14% (18 respondents) of those who balanced the capital budget and optimized land (125 respondents), did not use the General Obligation bond.
  - These respondents were more accepting of private development:
    - 9 respondents chose two hotels;
    - 10 respondents chose a large office building; and
    - 3 respondents chose no financing on the fifth tab at all, but preferred a highly developed site.
- **What was the most popular but unbalanced scenario?**
  - 1,488 respondents did NOT balance the capital budget.
  - Of the 1,488:
    - Respondents somewhat favored Civic 3
    - Respondents generally wanted open space
    - Respondents were most supportive of restaurant and retail land uses

- Respondents were generally unsupportive of financing techniques
  - See red column in table below for comparison of choices by those who did not balance the capital budget, with other groups of respondents.

Civic Preference	All (1,698)	Capital Budget Balanced (210)	Capital Budget Balanced, Land Optimized (125)	Balanced Capital Budget, Optimized Land, Chose Field (65)	Unbalanced Capital Budget (1,488)
Civic 1	44%	77%	73%	77%	39%
Civic 2	20%	17%	19%	14%	20%
Civic 3	37%	7%	8%	9%	41%
Public Land Uses Preferences	All (1,698)	Capital Budget Balanced (210)	Capital Budget Balanced, Land Optimized (125)	Balanced Capital Budget, Optimized Land, Chose Field (65)	Unbalanced Capital Budget (1,488)
Fine Art Museum	6%	3%	2%	0%	6%
Experiential Museum	6%	6%	6%	0%	6%
Artists Space	4%	7%	10%	2%	4%
Educational and Maker Facility	13%	24%	24%	11%	11%
Flexible Event Space	19%	23%	22%	14%	18%
Small Music Venue	14%	23%	21%	9%	12%
Rehearsal and Hub Space	8%	17%	20%	9%	7%
Open Space Preferences	All (1,698)	Capital Budget Balanced (210)	Capital Budget Balanced, Land Optimized (125)	Balanced Capital Budget, Optimized Land, Chose Field (65)	Unbalanced Capital Budget (1,488)
No Open Space	30%	20%	4%	0%	31%
Half Acre Park	10%	22%	28%	18%	8%
One Acre Park	15%	18%	22%	14%	14%
Two Acre Park	15%	12%	17%	2%	15%
Four and a Half Acre Park	9%	5%	1%	0%	9%
Field	49%	41%	52%	100%	50%
Private Land Use Preferences	All (1,698)	Capital Budget Balanced (210)	Capital Budget Balanced, Land Optimized (125)	Balanced Capital Budget, Optimized Land, Chose Field (65)	Unbalanced Capital Budget (1,488)
Micro-Storefronts	23%	54%	59%	48%	19%
Storefronts	18%	54%	60%	45%	13%
Destination Retail	8%	31%	32%	26%	5%
Storefront Restaurant	26%	59%	70%	60%	22%
Small Café or Restaurant	44%	80%	83%	75%	39%
Destination Restaurant	17%	48%	51%	43%	12%
40 Housing Units	9%	27%	31%	18%	6%
65 Housing Units	5%	19%	22%	9%	3%
175 Housing Units	4%	18%	18%	6%	2%
Small Office	7%	17%	18%	15%	5%
Cluster of Small Offices	13%	39%	39%	25%	10%
Larger Office Building	4%	21%	23%	14%	2%
Boutique Hotel	12%	55%	58%	52%	6%
Midscale National Flag Hotel	5%	31%	30%	17%	2%
Closing the Gap	All (1,698)	Capital Budget Balanced (210)	Capital Budget Balanced, Land Optimized (125)	Balanced Capital Budget, Optimized Land, Chose Field (65)	Unbalanced Capital Budget (1,488)
General Obligation Bond	32%	85%	86%	94%	24%
Capital Fundraising Campaign	39%	83%	89%	91%	33%
Revenue Bond from Ticket Tax	19%	63%	60%	65%	13%
General Fund Contribution	39%	72%	78%	78%	34%
Operating Philanthropy	35%	62%	70%	63%	31%