



Community Center Survey Results

Upper Arlington, Ohio

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Methods

Telephone interviews performed by specially-trained opinion research interviewers

Conducted with 300 randomly-selected registered voters residing in Upper Arlington, Ohio, using a combination of valid residential, VOIP and cellular telephone listings

+/- 5.65% overall estimated margin of error, with a confidence interval of 11.3% within which the results can vary

November 16 – November 20, 2020

Data was stratified so that the differences in vital characteristics, such as age, gender and geography are represented in proportion to their percentages of the city's electorate

Due to rounding, not all results add up to 100%, and the data is presented in a different order than the questions were asked

Unless otherwise noted, only statistically-significant differences that were outside the confidence interval for the overall estimated margin of sampling error have been reported in this presentation of key findings

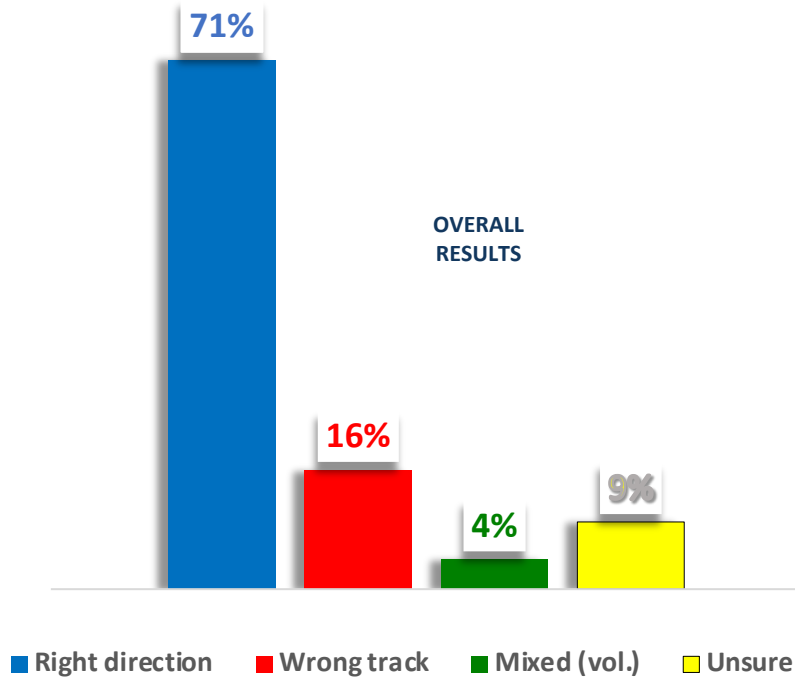


Opinion Environment

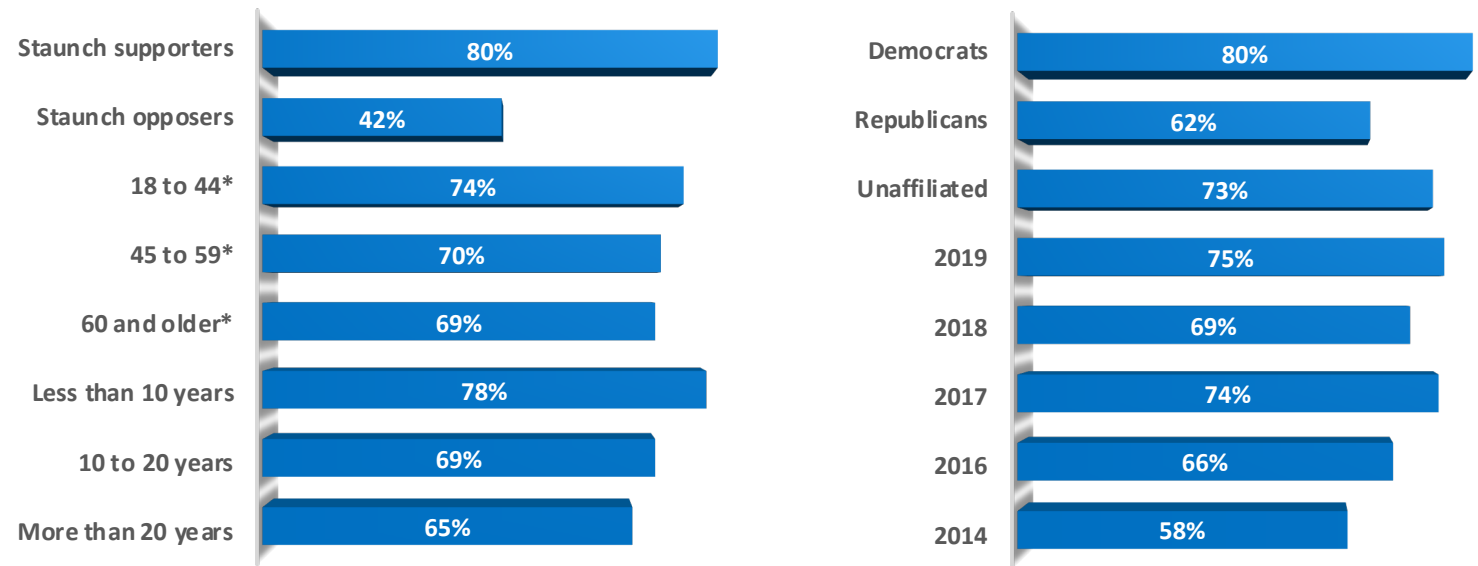
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Mood of Voters

The electorate was particularly upbeat and appeared very placid, with no indications of any underlying dissent that could substantively taint views about the idea of the proposed community center



SELECT RIGHT DIRECTION SUB-GROUP RESULTS



Q:

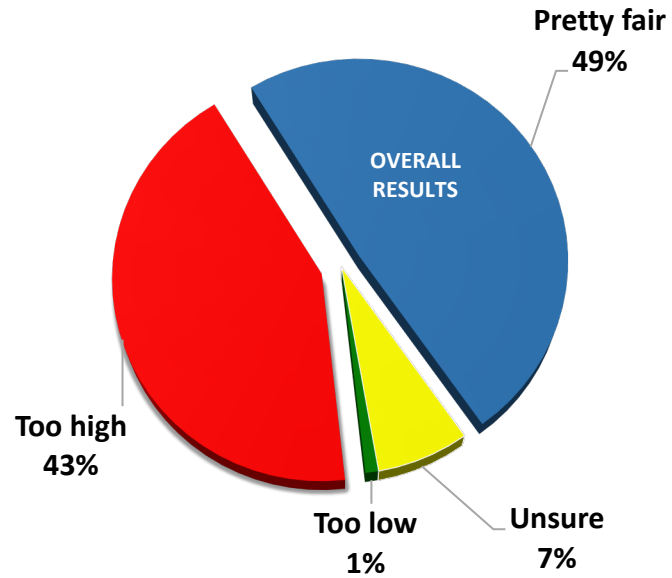
Would you support or oppose including medical facilities and offices in the community center for private healthcare providers that serve local residents, such as doctors' offices, physical therapy practices and other services?

* Differences are not statistically significant

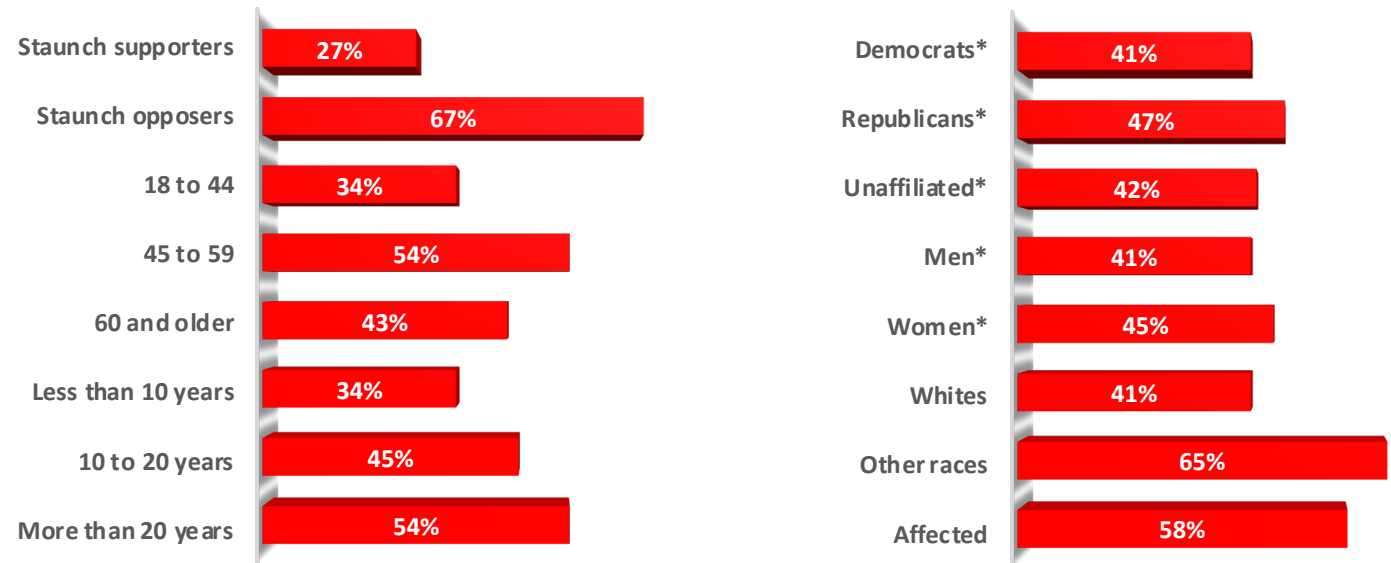


Taxes

Voters appeared to be generally content with the current level of property taxation, although there were pockets of sensitivity, which help to explain opposition to the idea of a community center



SELECT TOO HIGH SUB-GROUP RESULTS



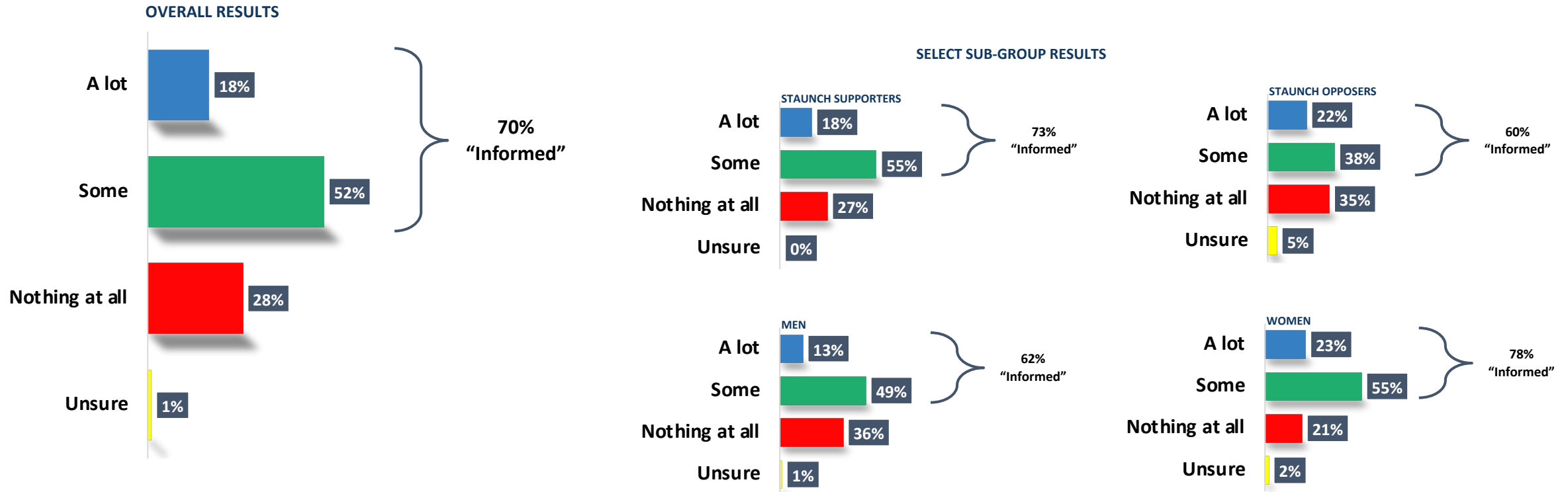
Q: *Would you say that property taxes in Upper Arlington are too high, mostly pretty fair or too low?*

* Differences are not statistically significant



Awareness

Total “informed” awareness was modestly high, but most have not heard a lot about the proposed community center and will still be responsive to new information; there appears to be some association with support and levels of information suggesting that the more residents have heard about it, the more they liked it



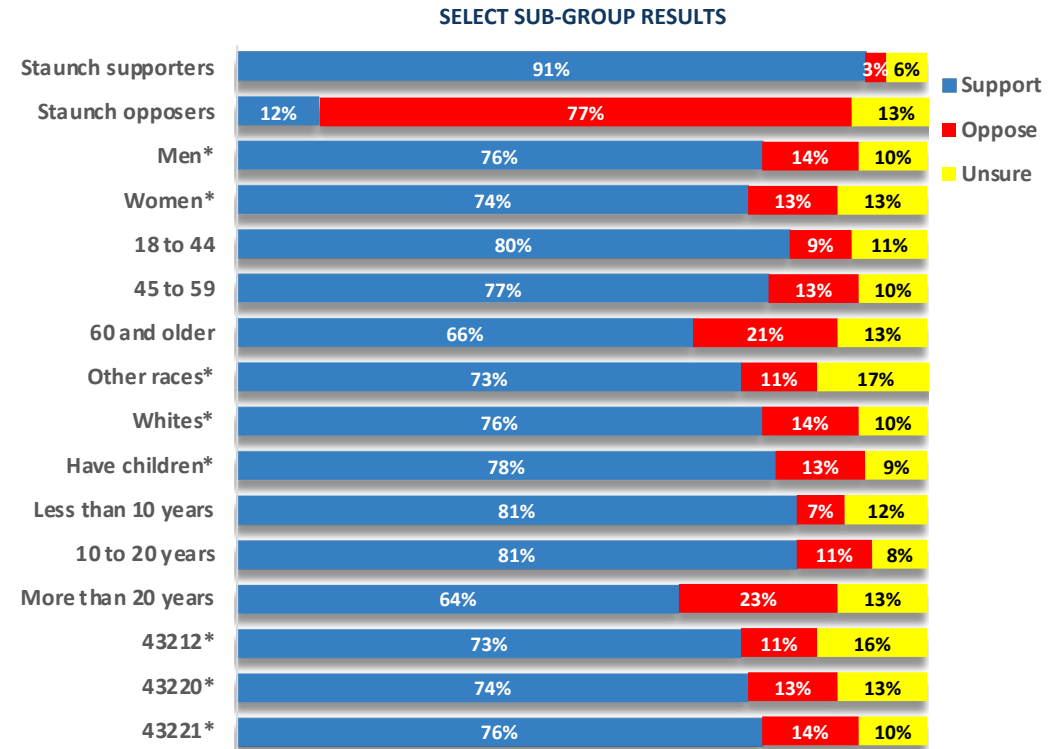
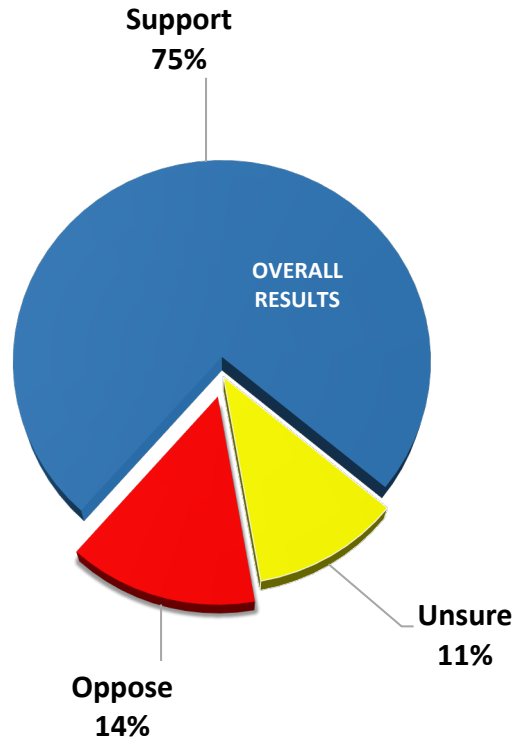
Q:

As you may or may not know, the Community Center Feasibility Task Force for the City of Upper Arlington has been exploring the idea of constructing a community center for athletics & fitness, arts, recreation and civic uses. How much news and information have you heard, read or seen about this matter?



Concept

The broad conceptual idea of a community center garnered broad and robust support from all segments of the community, with sentiments being largely consistent among the various sub-groups



Q: Based on what you know at this time, do you support or oppose having the city construct a community center for athletics & fitness, arts, recreation and civic uses in Upper Arlington?

* Differences are not statistically significant

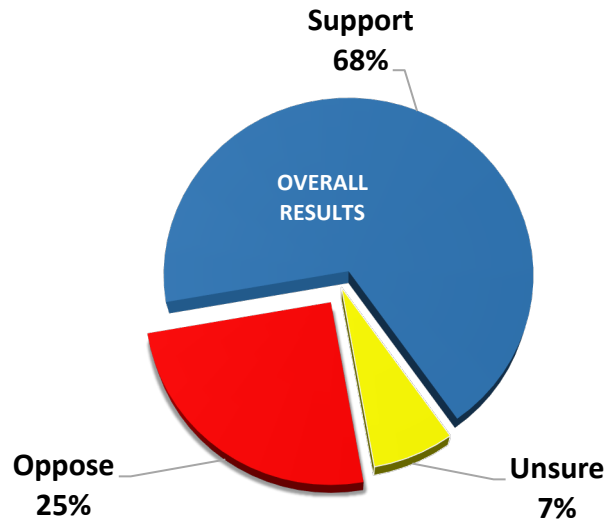


Community Center Details & Plans

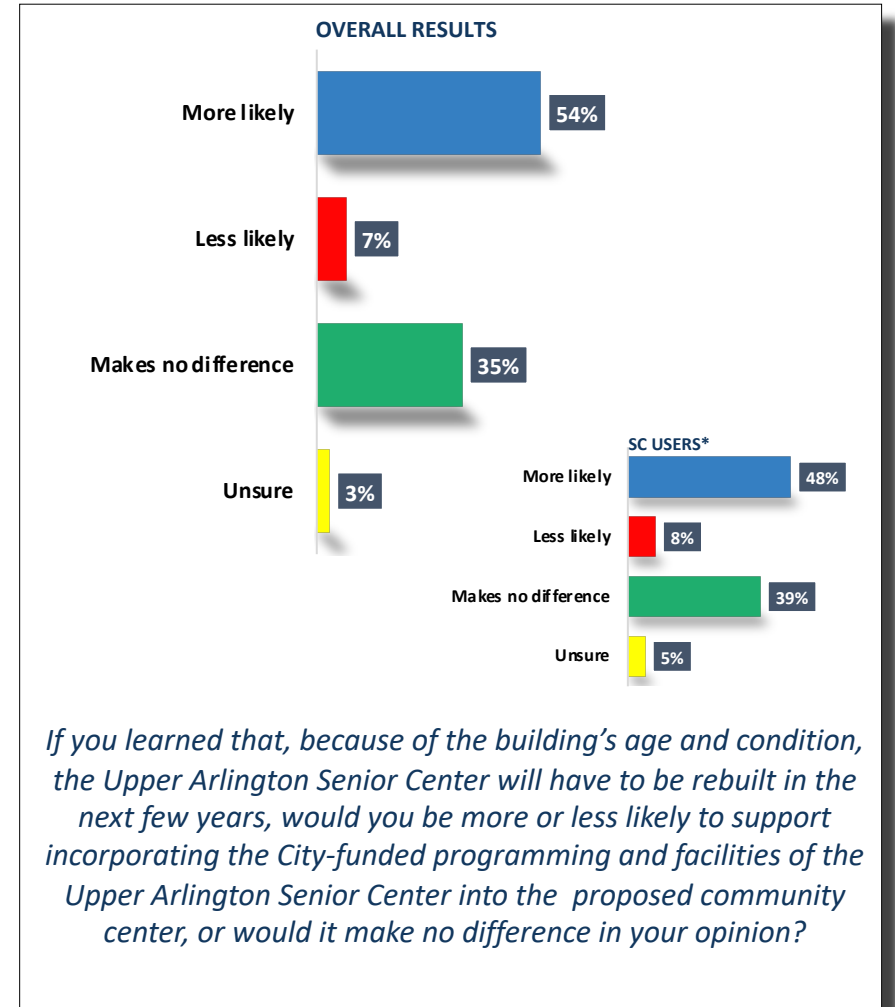
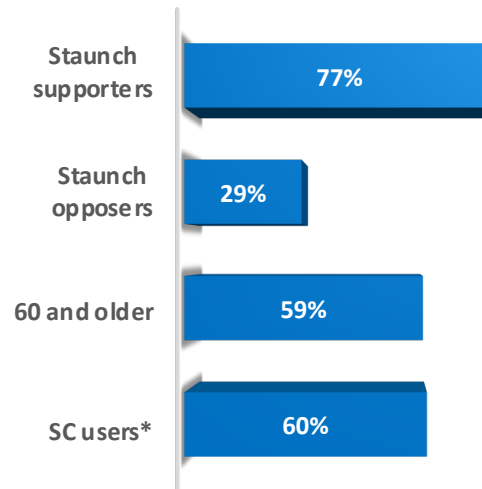
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Senior Center

Incorporating the features and funding of the Senior Center into the proposed community center was well-received among voters, including senior citizens, Senior Center users and a notable portion of staunch opposers, which speaks to the idea's tenability



SELECT SUPPORT SUB-GROUP RESULTS



If you learned that, because of the building's age and condition, the Upper Arlington Senior Center will have to be rebuilt in the next few years, would you be more or less likely to support incorporating the City-funded programming and facilities of the Upper Arlington Senior Center into the proposed community center, or would it make no difference in your opinion?



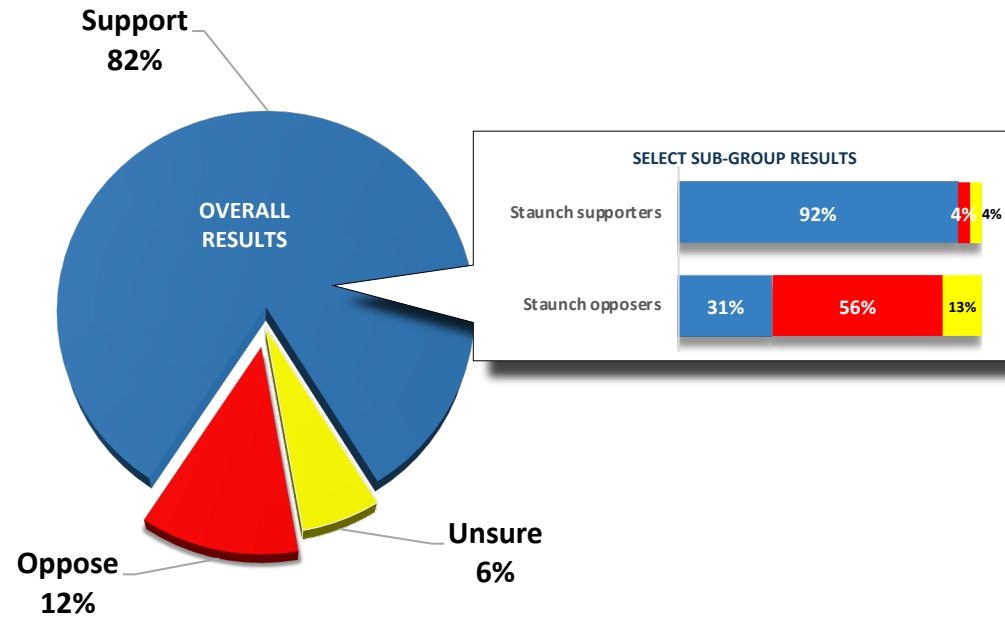
Do you support or oppose incorporating the City-funded programming and facilities of the Upper Arlington Senior Center into the proposed community center, as well?

* Differences are not statistically significant, and caution should be taken when interpreting results with small sub-sample sizes because of greater random variance due to a larger margin of error

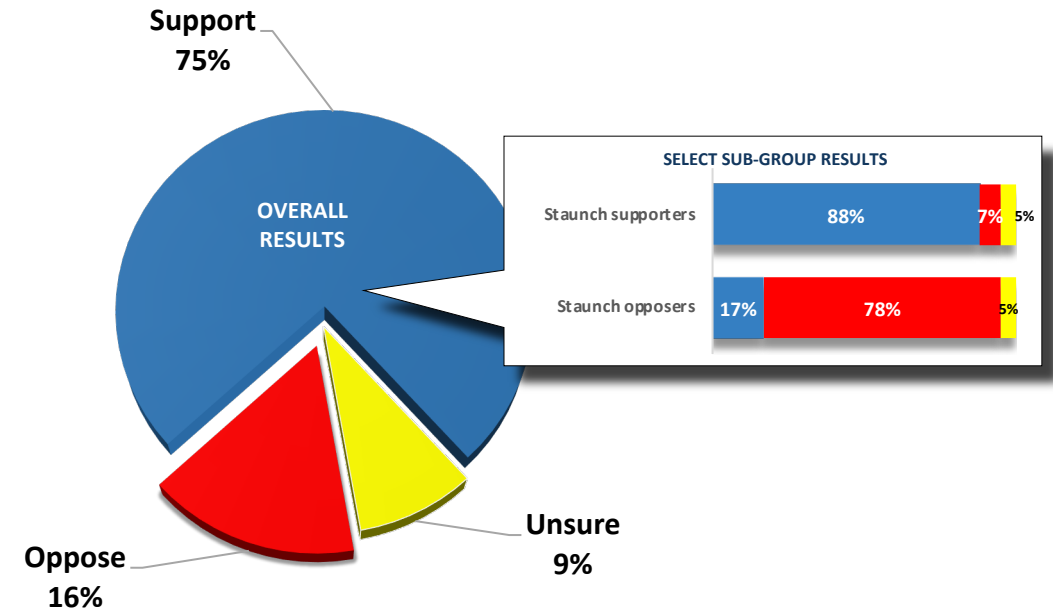


Kingsdale (split sample)

There was very high support for the Kingsdale location and split-sample testing indicated that views were not significantly affected by the estimated cost implications



Q: *VERSION A: Do you support or oppose locating the proposed new community center at the site of the vacant Macy's building at Kingsdale Mall?**



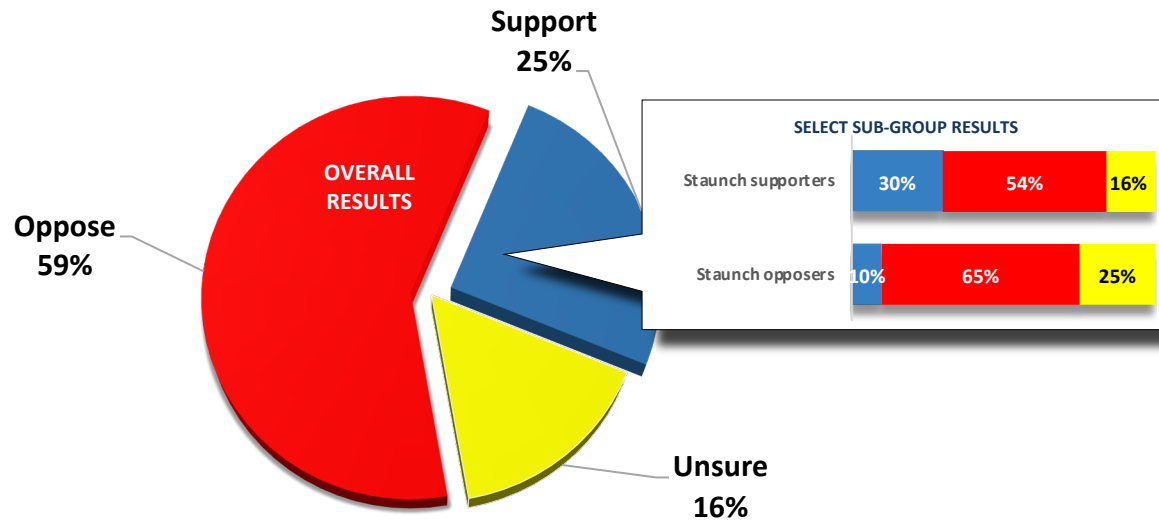
Q: *VERSION B: Do you support or oppose locating the proposed new community center at the site of the vacant Macy's building at Kingsdale Mall, which would cost the city about \$50 million dollars?**

** Differences are not statistically significant*



City Site (split sample)

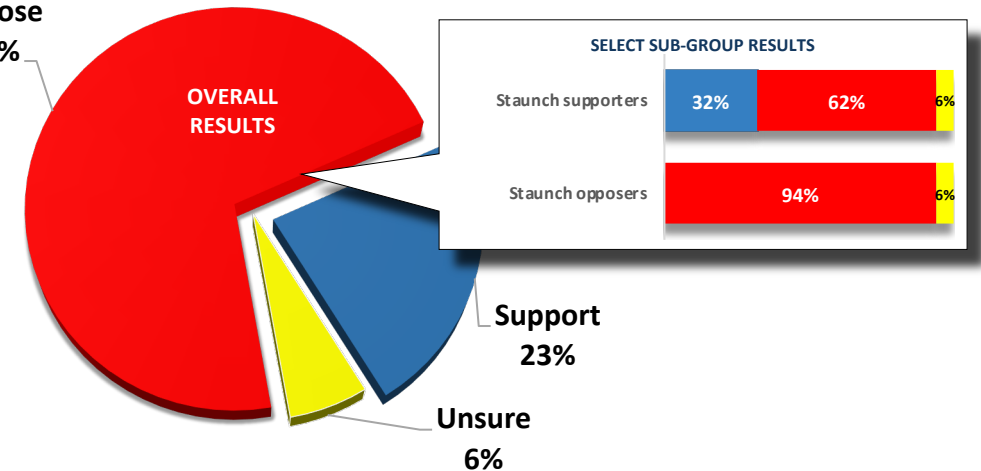
There was substantial opposition to the city site, which grew significantly higher when an estimated dollar cost was attached to it, indicating it may not be a viable option



Q:

VERSION A: Do you support or oppose locating the proposed new community center at the site of the current city administration building on Tremont Road, which would require a new consolidated building to be constructed so the site could accommodate both the community center and city offices?

Oppose
71%



Q:

VERSION B: Do you support or oppose locating the proposed new community center at the site of the current city administration building on Tremont Road, which would require a new consolidated building to be constructed so the site could accommodate both the community center and city offices, and would cost the city about \$75 million dollars?

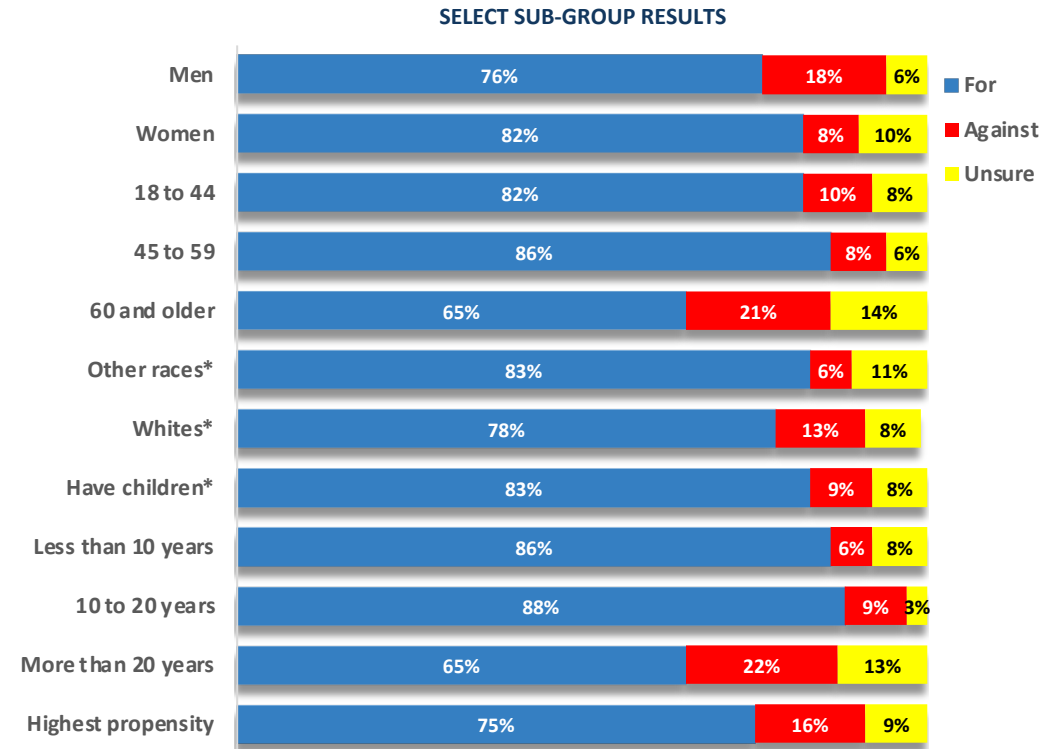
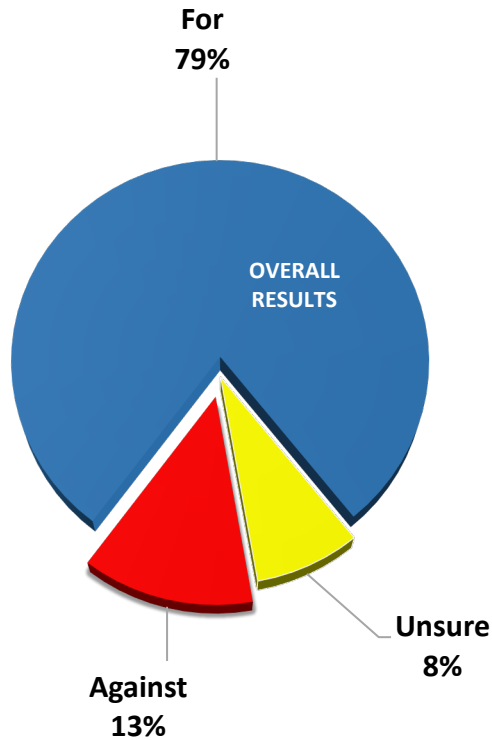


Financing

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Bonds

Support for a revenue-neutral referendum was exceptionally high across the board, with no voting key sub-group falling below the 60 percent threshold, including zip code and party



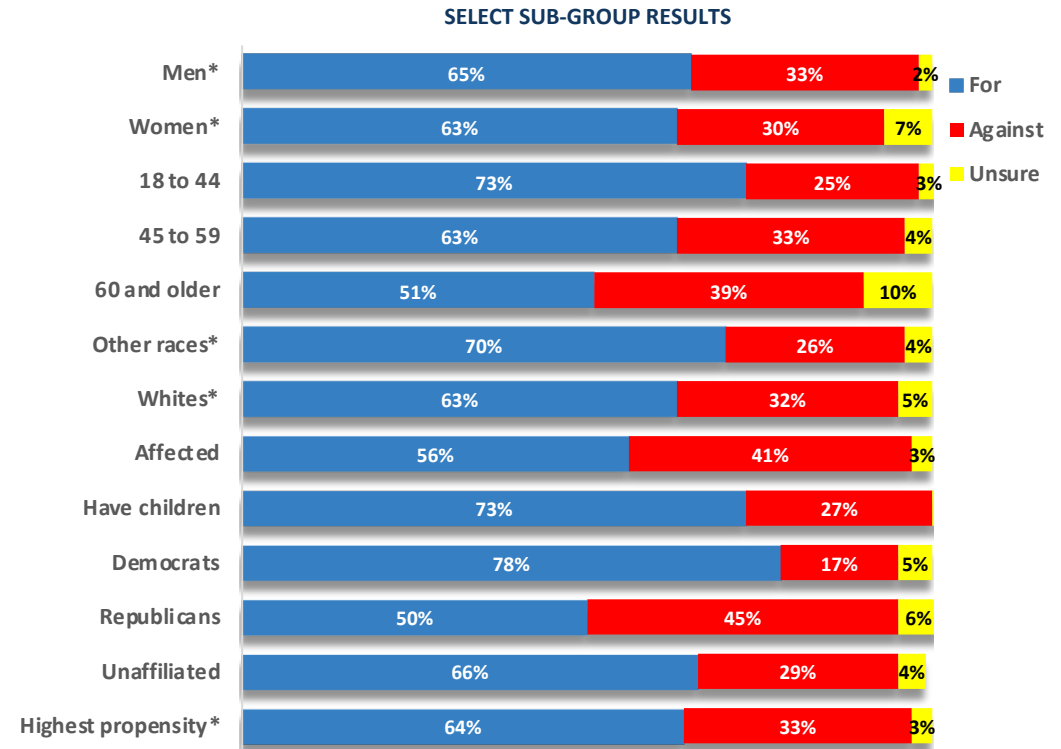
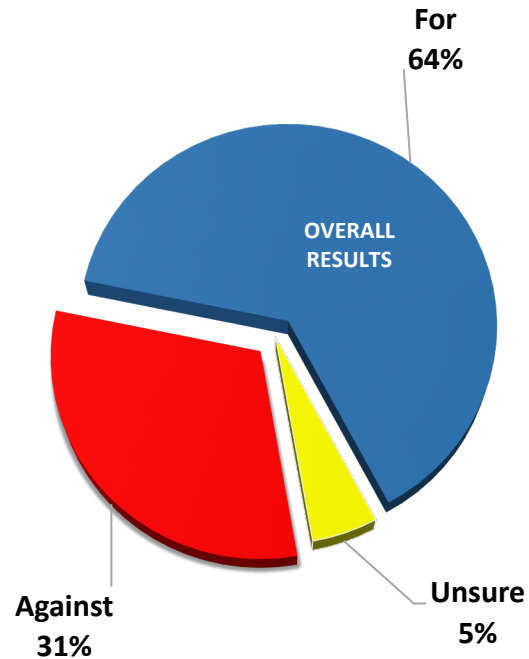
Q: *Would you vote for or against authorizing the city to issue up to \$55 million in bonds that would be repaid through existing revenues, without raising any new taxes, for the purpose of constructing a community center?*

* Differences are not statistically significant



Property Tax

Although comparatively lower, support for a tax increase was well above the majority threshold, but the outcome of an election might be closer due to some key sub-group differences



Q:

Would you vote for or against authorizing the city to levy a 30-year, one-half mill property tax, which would cost property owners about \$18 dollars each year in additional taxes for each \$100,000 dollars of property value, for the purpose of constructing a community center?

* Differences are not statistically significant



Voting Against

Albeit modest, the primary reasons some voters opposed the proposed community center were due to questions of necessity and various financial concerns

OVERALL RESULTS (open-ended question)

| | |
|-----|--|
| 26% | Facility is not needed |
| 21% | Opposed to a tax increase |
| 12% | Funding will not/has not been spent properly |
| 10% | Costs too much |
| 9% | Opposed to change |
| 6% | Not a priority for public tax dollars/there are other priorities |
| 16% | Other |

CAVEAT:
A fraction of a fraction, 26% citing this objection among a subsample of 32 respondents equates to just 3% overall

SELECT VERBATIM RESPONSES

"I DON'T THINK THERE IS A HUGE NEED FOR A COMMUNITY CENTER."

"I THINK IT'S FINANCIALLY IRRESPONSIBLE. ALSO, I DON'T TRUST THE CITY IN TERMS OF CONSTRUCTION MANAGEMENT PROJECTS."

"I DO NOT WISH TO PAY HIGHER TAXES."

"COSTS, AND IT WOULD NOT SERVE ENOUGH OF THE COMMUNITY."

n=32*

Q:

What is the biggest reason that you would vote against both of these issues?

* Asked only to those who voted against both in the 2 preceding questions

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