

The Annenberg Project

at Lower Point Vicente Residents Survey- Highlights Summary



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Background & Research Objectives

BACKGROUND

The Annenberg Foundation has proposed creating a discovery park on Lower Point Vicente in the city of Rancho Palos Verdes. A public relations and communications campaign regarding the project has been going on for some time.

OBJECTIVES

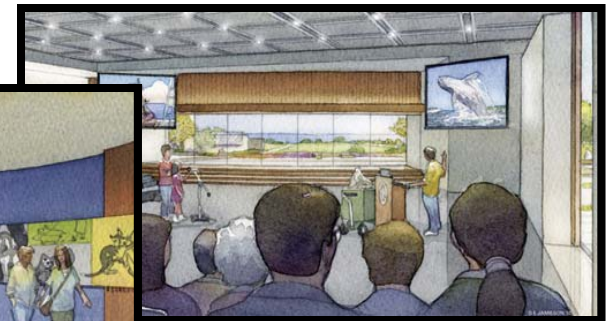
The goal of the survey is to gauge Rancho Palos Verdes awareness and opinions of the proposed project. Specific objectives include:

- ✓ Gauge awareness and opinions of the project based on what they have read, seen, or heard.
- ✓ Understand if residents have heard anything positive or negative about the project.
- ✓ Gauge opinions of the project after being provided with elements and details of the project.
- ✓ Determine methods of communication that residents would prefer.
- ✓ If there was a ballot measure to approve The Annenberg Project at Lower Point Vicente, would RPV residents vote to approve or oppose the measure.

Description of project given to respondents

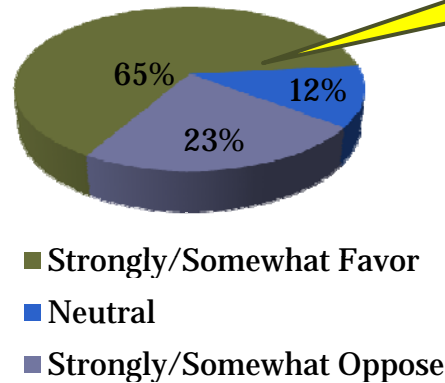
The Annenberg Project at Lower Point Vicente has proposed a discovery park that would be free to all visitors. The park would include information about marine habitats, terrestrial life and domestic animals. It would remain a city-owned public property and receive a lifetime endowment so that there will never be a cost to taxpayers. Discovery Park will also include the following:

- Native landscaping
- Recreational areas and walking trails
- Outdoor exhibits and places to picnic
- Environmental and outdoor classes
- New interpretive center
- Pet adoption suites
- Programming related to domestic animals
- Programs, workshops and classes
- Multi-purpose indoor/outdoor theater

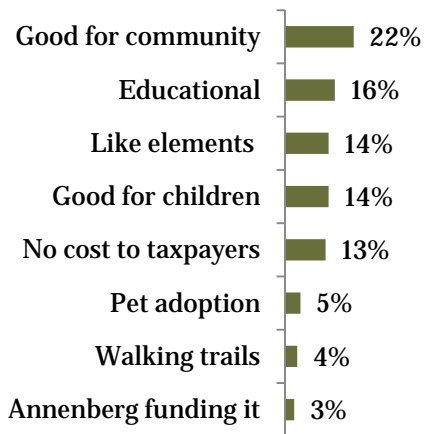


Favor or Oppose Project Post Description Asked Among Everyone

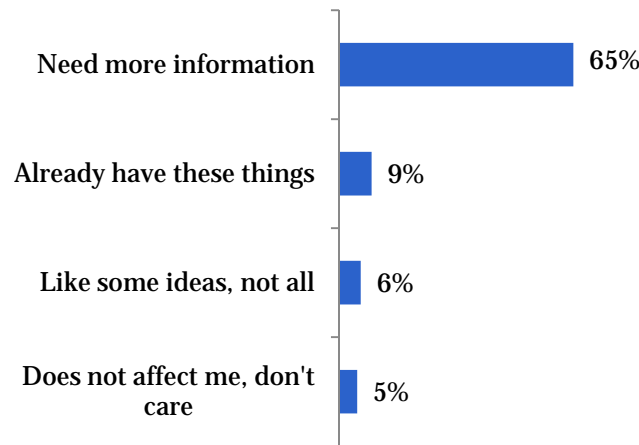
65% of respondents strongly or somewhat favor the project



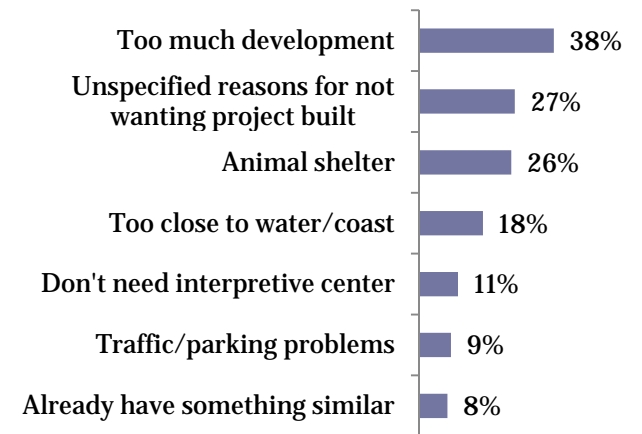
Why Favor?



Why Neutral?



Why Oppose?



Vote to Approve or Oppose The Annenberg Project

