



## David Binder Research

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To: Interested Parties  
From: David Binder Research  
Date: November 29, 2007  
Re: Recent Chula Vista Voter Survey

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A recent voter survey conducted by David Binder Research<sup>1</sup> shows conclusively that Chula Vista voters overwhelmingly support using local workers and building a development in an environmentally-conscience way. Voters were first asked their opinion about the project, and then read a balanced set of arguments supporting and critiquing the project.

### Top Findings:

- 84% of voters say that development of the waterfront is very important to Chula Vista's economy.
- 88% of voters say that it is very important that any development that occurs along the waterfront be conducted in an environmentally friendly way.
- Further, voters say that using local workers is just as important as the economic opportunities of the project, as 83% of voters find it very important that development of the waterfront be completed using local workers.
- Also, 74% of voters strongly prefer that local workers be offered training opportunities and new jobs first.

### Additional key findings include:

- Voters are opposed to providing financial subsidies to bring companies to Chula Vista. Voters demonstrate stronger support for funding public safety officers, local public schools, maintaining roads and sidewalks and funding parks and recreation.

Also, 50% of voters feel offering subsidies to large companies is unnecessary.

- Chula Vista voters remain extremely concerned about the environmental and quality of life impact of the project. On every specific issue presented to voters, at least half of voters expressed concern, as detailed below:
  - (70% concerned) The development will occur next to environmentally sensitive habitat areas, including the unique Sweetwater habitat.

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<sup>1</sup> David Binder Research surveyed 400 likely voters in the City of Chula Vista between November 8<sup>th</sup> and 11<sup>th</sup>, 2007, with a margin of error of  $\pm 4.9\%$ .

- (68%) The development project will increase the amount of urban pollution released into the environmentally sensitive San Diego Bay.
- (66%) Traffic along the bayfront will increase dramatically, making it harder to access the coast.
- (63%) The development plan calls for dredging the Bay, one of the most destructive actions to the coastal environment.
- (60%) Gaylord plans at least two thirty story buildings right on the bayfront, destroying the scenic character and views of Chula Vista.
- (56%) This large development project will reduce public access to the waterfront, reducing our recreational opportunities.
- (56%) No longer will there be lower cost visitor and recreational facilities on the bayfront. Instead, there will be a giant luxury hotel that will be inaccessible to most Chula Vista residents.
- (50%) Gaylord's project will be an energy hog and contribute to global warming.