

MEMORANDUM

CELINDA C. LAKE
President

To: Interested Parties

ALYSIA R. SNELL
Partner

From: David Mermin and Nancy Wiefek

MICHAEL J. PERRY
Partner

Subject: Poll shows Vallejo voters favor re-opening the Mare Island shipyard

DAVID MERMIN
Partner

Date: June 6, 2006

DR. ROBERT G.
MEADOW
Partner

A Lake Research Partners' survey¹ of likely voters in Vallejo shows that voters support re-opening the shipyard on Mare Island.

DANIEL R. GOTOFF
Partner

- **Sixty-five percent of Vallejo voters support (52% strongly) the Santa Maria Shipowning and Trading Company negotiating a lease with the city of Vallejo to re-open Mare Island to build cargo ships** (16% are opposed and 19% are unsure).

SUSAN KANNEL
Vice President

JOSHUA ULIBARRI
Vice President

- This support is underpinned by a strong desire to see a mix of development on Mare Island: **74% prefer that development on Mare Island be a mix of housing and industry**; 5% prefer it be housing only; and 8% want no more development there.
- Voters do not think the City Council is doing a good job attracting new jobs and business to Vallejo: 72% say they are doing a fair or poor job on this; only 17% say excellent or good. This is compared to weak overall job performance numbers for the City Council (24% excellent/good; 68% fair or poor).
- **The strongest selling point for the project is that it would create nearly 700 good-paying jobs** (63% much more likely to support the project to re-open shipbuilding on Mare Island; 83% total more likely). Voters also strongly like that the project will increase the use of cargo ships and thus reduce the number of trucks on California freeways (44% much more likely; 68% total more likely).
- Very few voters have concerns that the project will add about three daily truck

¹ Lake Research Partners designed and administered this survey that was conducted by telephone using professional interviewers between June 3-5, 2006. The survey reached a total of 300 likely voters in the City of Vallejo and has a margin of error of +/- 5.7%.

trips going to and from Mare Island (47% total more likely and 15% less likely; 29% no difference).

- Most voters are not concerned that they shipyard will use bright lights, cause excessive noise, and require unsightly outside storage disturbing homeowners (29% more likely; 32% less likely; 32% no difference).
- After hearing information about the project, positive and negative, voters want the city to take action to move this project forward: **65% favor the city negotiating a lease to re-open the shipyard** (17% oppose and 18% are not sure).

For more information on this Lake Research Partners survey, contact Celinda Lake at 202-776-9066 or David Mermin at 510-286-2097.