MEMORANDUM

July 7, 2025

TO: INTERESTED PARTIES

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UNITE HERE! Local 11

Survey: 2 in 3 Santa Monica Voters Say Airport Site Is Big Enough to Include Both Affordable Housing And Parks/Open Space

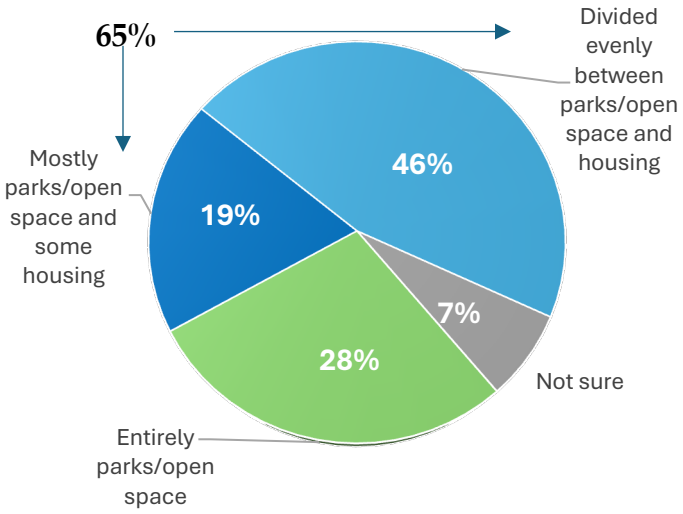
With the 191-acre Santa Monica Airport scheduled to close in 2028, the future use of this property is the most important land use decision facing city leaders. Previously released surveys on this topic reflected the views of self-selected participants in city outreach efforts. This memo shares findings from the first random-sample survey on this topic using rigorous methods to ensure that the results are statistically valid, reliable, and representative of the views of the city's full electorate.

This survey, commissioned by UNITE HERE! Local 11 and completed last week, finds that two in three Santa Monica voters recognize that the Airport site is big enough for both housing and for parks/open space after it closes in 2028, and support both uses.

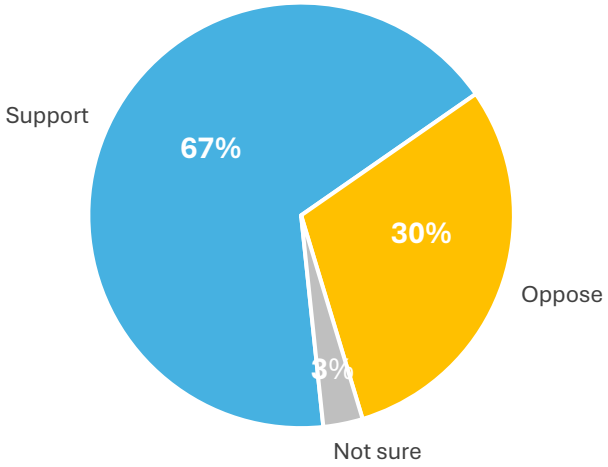
That is, when voters were asked whether the Airport property should be used a) entirely for parks and open space or b) for some combination of parks/open space and housing, the survey found that **65% wanted at least some housing. As shown below, this includes 46% who wanted an even divide between housing and parks/open space**.

A subsequent question found that 67% support using at least some of the Airport property for workforce housing for essential workers such as teachers and firefighters.

Voter Preferences On SM Airport Land Use



Should Airport Be Used for Workforce Housing?



Moreover, while voters recognize the need for more parks and open space in the city and certainly support using the Airport property for these purposes, they see the need for more affordable housing to be of far greater urgency. Specifically:

- Nearly half, 49%, say that a "shortage of parks and open space" is a serious problem in Santa Monica, including 19% who say it is a "very" serious problem.
- But a much higher 76% say that a "shortage of housing that working people can afford" is a serious problem for the city, including fully 46% who say it is a "very" serious problem. That 46% is 2.4 times higher than the proportion of voters who say that a shortage of parks and open space is a "very" serious problem.

In other questions, the survey found that 2/3s or more of voters recognize the need for more affordable housing, especially for the city's essential workers, and want the city government to make affordable housing a high priority. Specifically:

- 74% want "making housing more affordable in Santa Monica" to be a high priority for city government.
- 73% want "making it easier for people who work in Santa Monica to afford to live there" to be a high priority for city government.
- 72% agree that the city needs "more housing that is affordable for the city's essential workers like nurses and firefighters so they can live in the city where they work."
- 70% agree that the city "needs more housing to ensure that younger families and those who are not wealthy can afford to live there."

To summarize:

1. Voters clearly recognize that a lack of affordable housing is an urgent problem for Santa Monica, one which threatens to make the city inaccessible for all but the wealthy.
2. Two in three voters recognize that the Airport property is large enough for both parks/open space and for housing to help address this affordability problem.
3. In particular, voters support the idea of workforce housing at the Airport for the city's essential workers.

Methodology

The survey was conducted by Goodwin Simon Strategic Research between June 26 and July 1, 2025. The sample was drawn from a list of active Santa Monica voters who have participated in recent elections or registered to vote after the 11/24 election. The researchers completed 449 interviews and reached voters by phone (land and cell) and via text invitations to an online survey platform. The survey was available in both English and Spanish.

The survey's margin of error is +/-4.61%at a 95% confidence level. That is, if this survey were to be repeated exactly as it was originally conducted, then 95 out of 100 times the responses from the sample (expressed as proportions) would be within 4.61% of the actual population proportions.