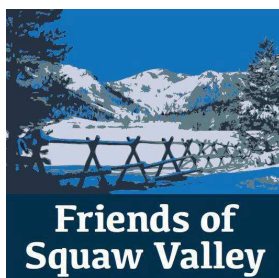




Squaw Valley 2013 Public Survey

Conducted and Compiled by
Friends of Squaw Valley and Sierra Watch



Introduction

This report compiles the results of an on-line public survey of 330 self-selected participants conducted by Friends of Squaw Valley in 2013.

The purpose of the survey was to assess public attitudes regarding Squaw Valley, with a focus on quality of life factors and in the context of KSL's proposed Squaw Valley development.

The results are clear: respondents share a deep appreciation for Squaw Valley's natural environment, community atmosphere, and recreational opportunities. And they understand the proposed development is a threat to what they value.

Summary

Respondents represent a cross-section of the people who know and love Squaw Valley. They are both residents and visitors; a majority own property in the valley. Some have known Squaw since before the 1960 Winter Olympics. They are skiers, snowboarders, hikers -- true mountain enthusiasts.

Nearly all (94%) are either "somewhat" or "very" satisfied with Squaw Valley, and they point to a range of traditional Sierra values as the reasons for their satisfaction:

1. Natural environment
2. Casual life style
3. Outdoor Activities

On the other hand, asked what they "least like" about Squaw Valley, respondents point to:

1. KSL proposed future development
2. Traffic
3. Over-crowding (especially on weekends)

General concerns about proposed development focus on broad issues:

1. Too big/dense
2. Loss of current ambiance
3. Questioning commercial success

Specifically, respondents do support the possibility of additional recreation activities, more summer events, and a movie theater. But they are strongly opposed to other elements of proposed development, including a high-rise indoor amusement center and more condominiums and townhouses.

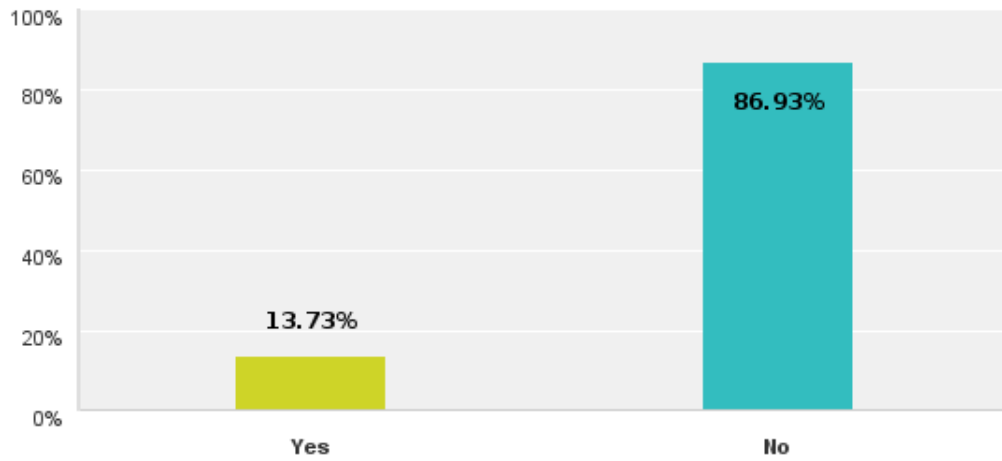
Asked to point to potential benefits of KSL's development proposal, the most popular response was "None".

In the aggregate, respondents send two clear messages: they love their mountains; they fear overdevelopment.

Friends of Squaw Valley and Sierra Watch are committed to working together to ensure that any future development reflects the values of the people who love Squaw Valley the most. We share these results in order demonstrate widespread public opinions and broaden community input in the discussions over the future of Squaw Valley.

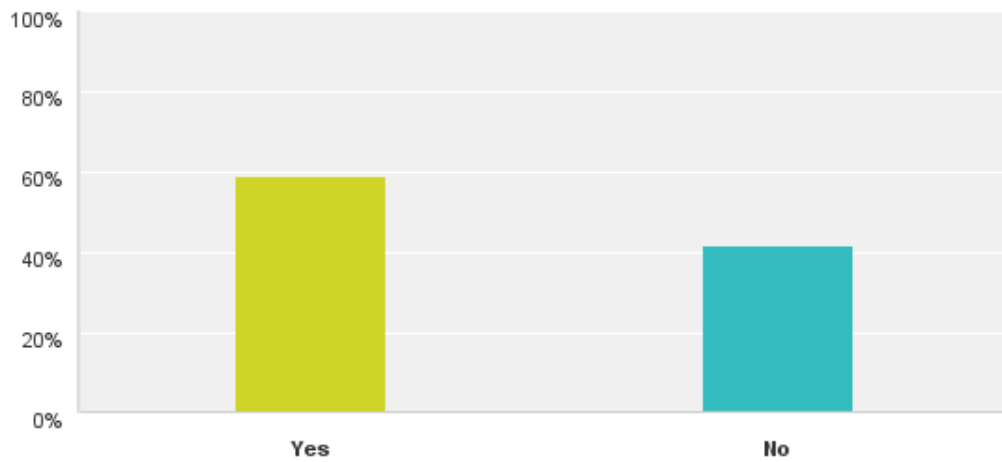
Q1 Do you rent property in Squaw Valley?

Answered: 306 Skipped: 10



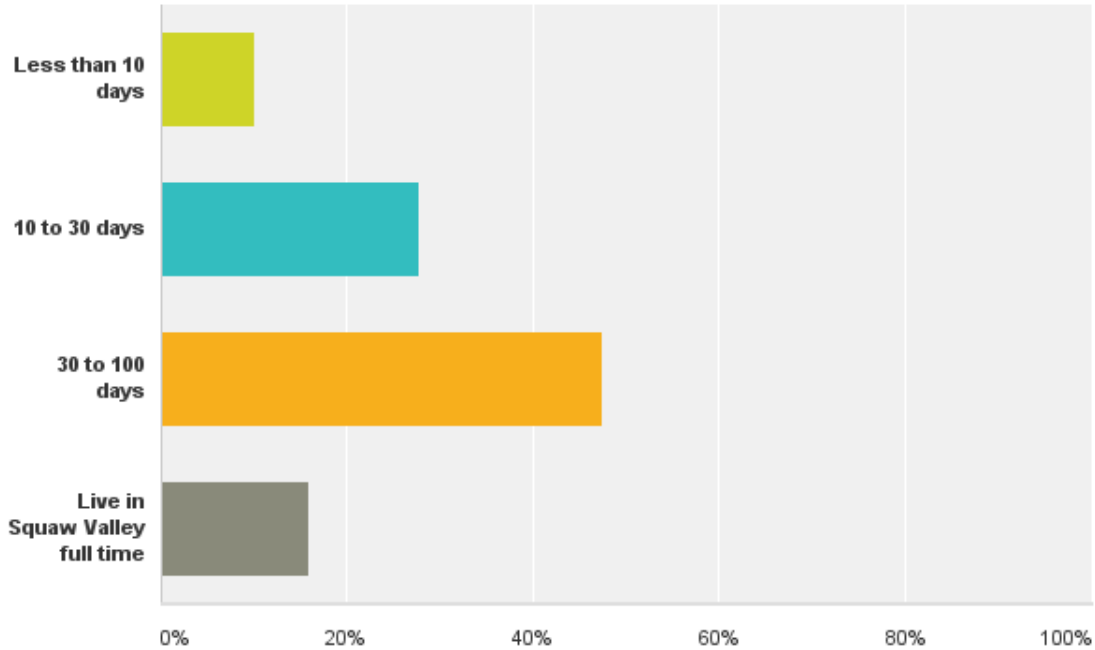
Q2 Do you own property in Squaw Valley?

Answered: 312 Skipped: 4



Q3 How often do you visit Squaw Valley per year?

Answered: 306 Skipped: 10



Q4 If you do not live in Squaw Valley full time what is your primary residence?

SF Bay Area	38%
Tahoe area:	30%
San Francisco	9%
Southern Ca.	5%
Out-of-State	8%
Sacramento	5%
Reno	4%
Auburn	1%

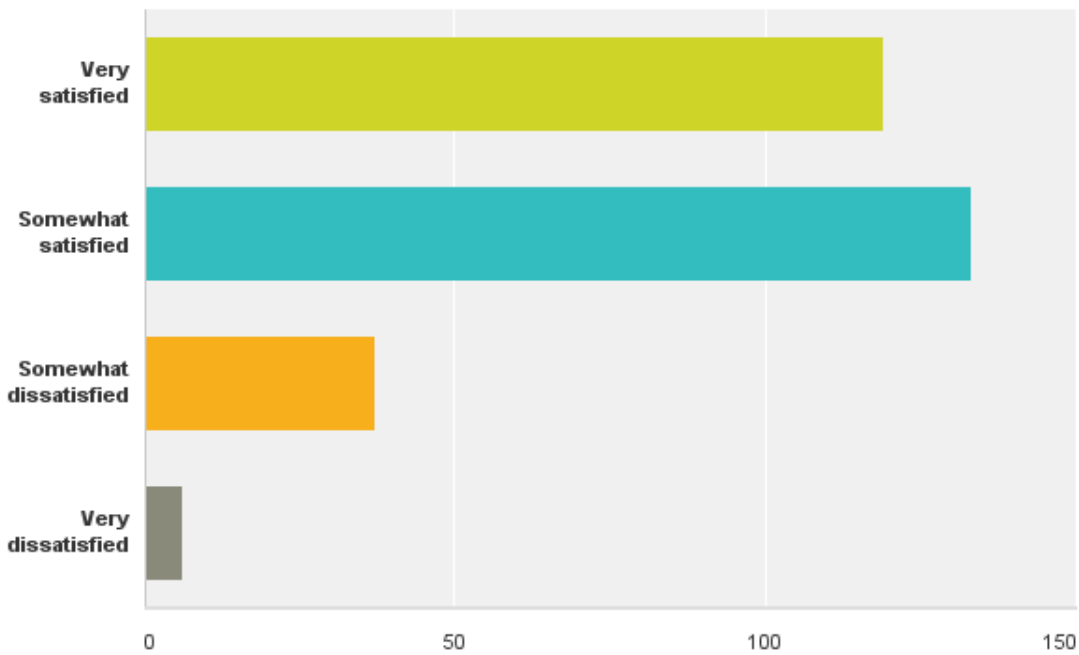
Total responses: 257

Q5 Approximately how many years have you been visiting Squaw Valley?

5 yrs or less	7%
6-10 yrs	8%
11-16 yrs	12%
17-25 yrs	19%
26-35 yrs	20%
36- 50 yrs	24%
51+ yrs	10%

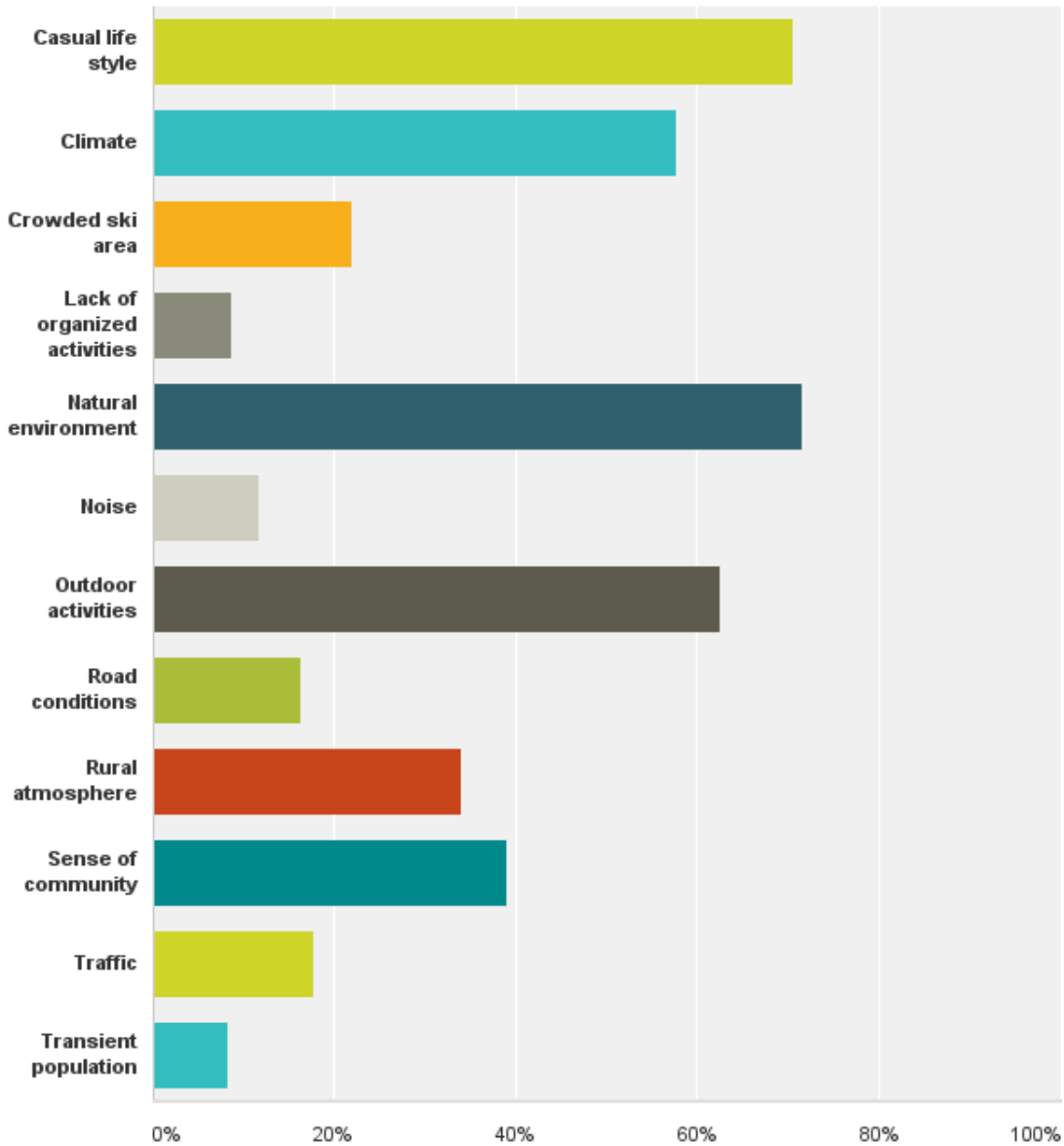
Q6 Generally speaking, are you satisfied or dissatisfied with the overall quality of life in the Squaw Valley as it exists today?

Answered: 292 Skipped: 24



Q7 What are the principal factors that caused you to answer #6? (check as many as apply)

Answered: 288 Skipped: 28



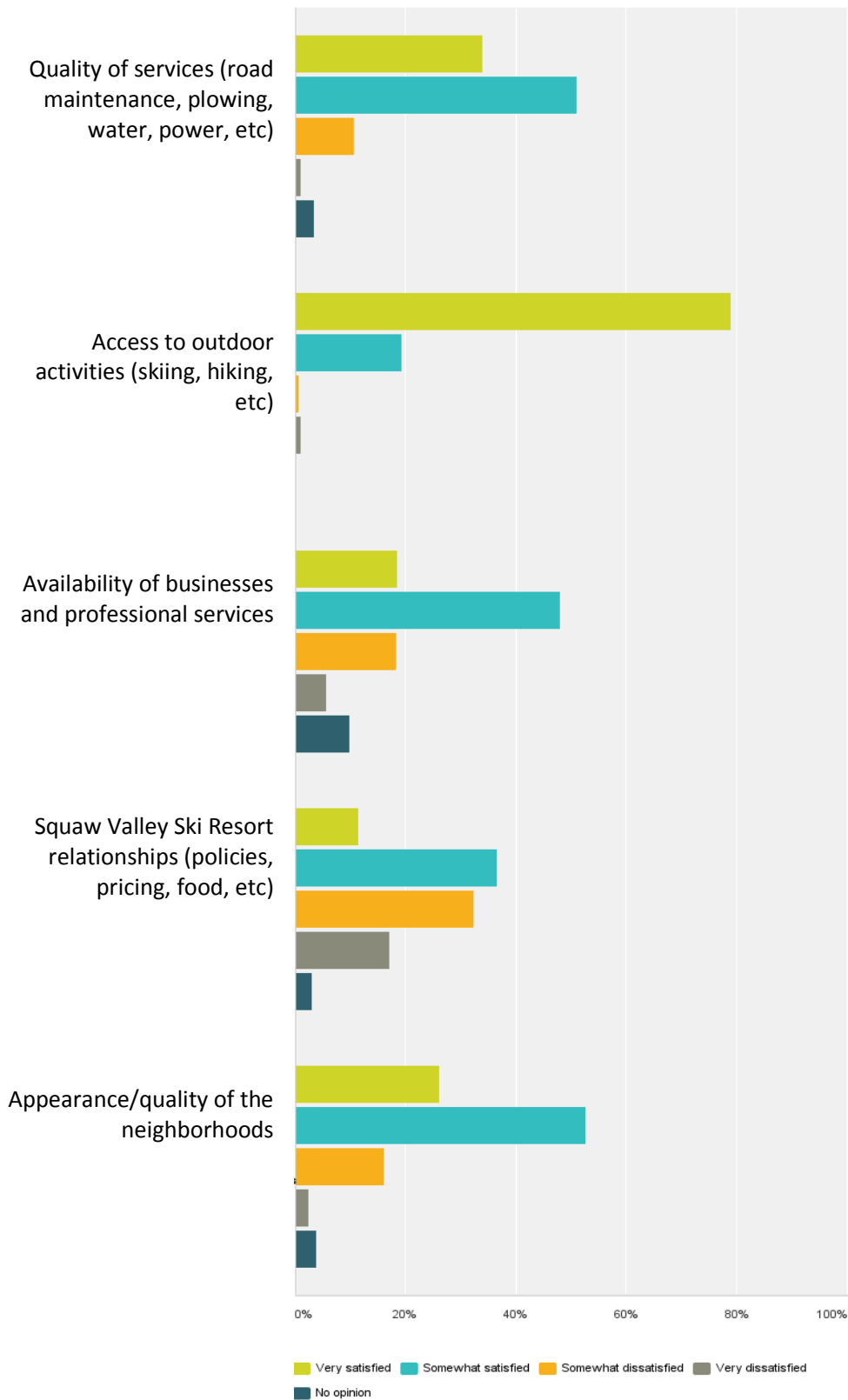
Q8 Open Ended: What one factor do you like most about Squaw Valley?

Mountains, scenery	34%
Skiing, terrain	33%
Natural environment	10%
Community	8%
Outdoor activities	4%
Casual atmosphere	3%
Current village	3%
Friendly locals	3%
Peaceful	2%
<i>Total responses:</i>	282

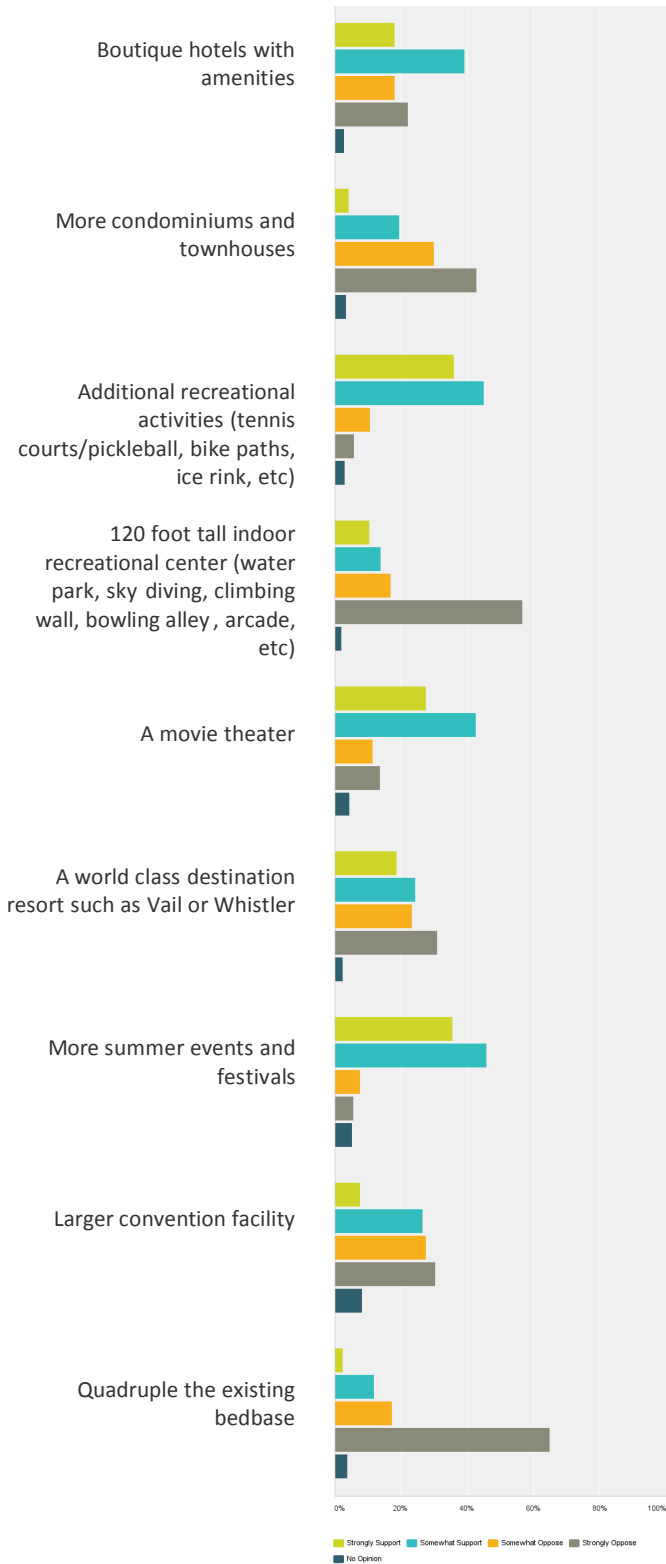
Q9 Open Ended: What factor do you like least about Squaw Valley?

KSL proposed future development	30%
Traffic	25%
Over-crowding (weekend)	24%
Non-local visitors	7%
Lack of shops/restaurants	6%
Lack of activities & nightlife	4%
Parking	2%
Poor attitude employees	2%
<i>Total responses:</i>	220

Q10 Please consider each of the following items related to living or recreating in Squaw Valley.



Q11 Please indicate whether you would support or oppose each of the following residential and commercial development directions for the proposed Village of Squaw Valley.

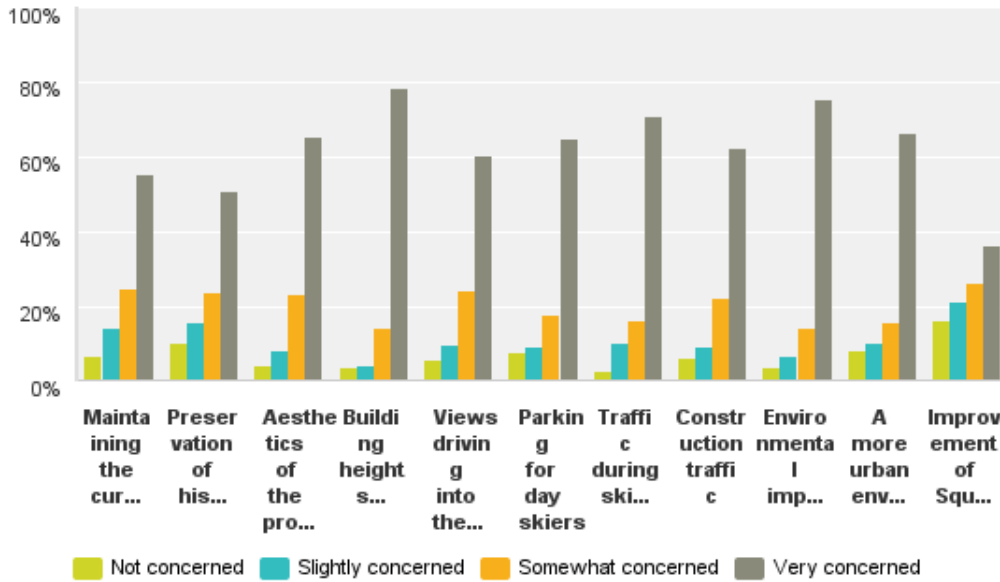


Q11 Continued

	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose	No Opinion	Total Respondents
Boutique hotels with amenities	18.15% 51	39.15% 110	18.15% 51	22.06% 62	2.85% 8	281
More condominiums and townhouses	4.24% 12	19.43% 55	30.04% 85	42.76% 121	3.53% 10	283
Additional recreational activities (tennis courts/pickleball, bike paths, ice rink, etc)	35.89% 103	44.95% 129	10.80% 31	5.92% 17	3.14% 9	287
120 foot tall indoor recreational center (water park, sky diving, climbing wall, bowling alley, arcade, etc)	10.42% 30	13.89% 40	17.01% 49	56.60% 163	2.08% 6	288
A movie theater	27.62% 79	42.66% 122	11.54% 33	13.64% 39	4.55% 13	286
A world class destination resort such as Vail or Whistler	18.82% 54	24.39% 70	23.34% 67	31.01% 89	2.44% 7	287
More summer events and festivals	35.56% 101	45.77% 130	7.75% 22	5.63% 16	5.28% 15	284
Larger convention facility	7.69% 22	26.57% 76	27.62% 79	30.42% 87	8.39% 24	286
Quadruple the existing bed base	2.44% 7	11.85% 34	17.42% 50	64.81% 186	3.83% 11	287

Q12 What is your level of concern about the proposed Village development?

Answered: 281 Skipped: 35



	Not concerned	Slightly	Somewhat	Very	Total
Maintaining the current culture of Squaw Valley	6.86% 19	14.08% 39	24.55% 68	55.23% 153	277
Preservation of historic aspects and Olympic heritage of Squaw Valley	10.39% 29	15.77% 44	23.66% 66	50.54% 141	279
Aesthetics of the proposed structures	4.32% 12	8.27% 23	23.02% 64	65.11% 181	278
Building heights taller than the current village	3.58% 10	4.30% 12	14.34% 40	78.14% 218	279
Views driving into the valley	5.73% 16	9.68% 27	24.37% 68	60.22% 168	279
Parking for day skiers	7.89% 22	9.32% 26	17.92% 50	64.87% 181	279
Traffic during ski season	2.89% 8	10.11% 28	16.25% 45	70.76% 196	277
Construction traffic	6.14% 17	9.39% 26	22.38% 62	62.09% 172	277
Environmental impacts of proposed project	3.96% 11	6.83% 19	14.03% 39	75.18% 209	278
A more urban environment	8.21% 23	10% 28	15.71% 44	66.07% 185	280
Improvement of Squaw Creek	16.30% 45	21.38% 59	26.09% 72	36.23% 100	276

Q13 Open Ended: What benefits do you see for the proposed Village?

Top Three Identified:

1. None (34%)
2. More activities/amenities (23%)
3. Increase business in SV (16%)

Lowest Three Identified:

1. Higher property values (3%)
2. Improved ski experience (2%)
3. Restoring the creek (2%)

Q14 Open Ended: What concerns do you have about the proposed Village?

Top Three Identified:

1. Too big/dense (24%)
2. Loss of current ambiance (16%)
3. Questioning commercial success (15%)

Q15 What is your favorite ski village?

Top Three Identified:

1. Squaw Valley (as it is today) (45%)
2. European resorts (21%)
3. Whistler (13%)