

City of Santa Rosa Measures O & P Surveys

Surveys Conducted
April 26-30 and May 9-15, 2016

*Fairbank,
Maslin,
Maullin,
Metz &
Associates*

FM3

T H E
LEW
EDWARDS
G R O U P

Overview of Primary Project Objectives

Overall

- Assess overall constituent views on a wide range of issues in the City of Santa Rosa and City government
- Evaluate the community's desired priorities to be addressed, including spending priorities related to City services
- Determine whether there is any interest in a local solution to address these needs, and, if so, the type of funding mechanisms of interest to constituents and their respective viabilities
- Summarize comprehensive findings and report results to the City Council

Measure P Survey

- Compare levels of support for renewing Measure P at the current $\frac{1}{4}$ cent tax rate or at a $\frac{1}{2}$ cent tax rate

Measure O Survey

- Assess familiarity with and views of Measure O
- Compare current levels of support for Measure O with levels of support for a measure reforming elements of Measure O

Overall Research Approach and Methodology

- FM3 and LEG held a number of meetings and phone calls with City staff, City Councilmembers, and stakeholders to inform the design of the surveys and their content without comprising the integrity of the survey design.
- The first telephone survey primarily focused on Measure O topics (April 26-30, 2016) and was followed by second telephone survey primarily focused on Measure P topics (May 9-15, 2016).
- Both surveys were conducted in English and Spanish, and on landlines and cell phones.
- Each survey was comprised of 400 interviews with voters likely to cast ballots in November 2016 in the City of Santa Rosa.
- The margin of sampling error for each survey is +/- 4.9% at the 95% confidence level
 - Margin of sampling error of +/-6.9% for split samples
- Some percentages may not sum to 100% due to rounding

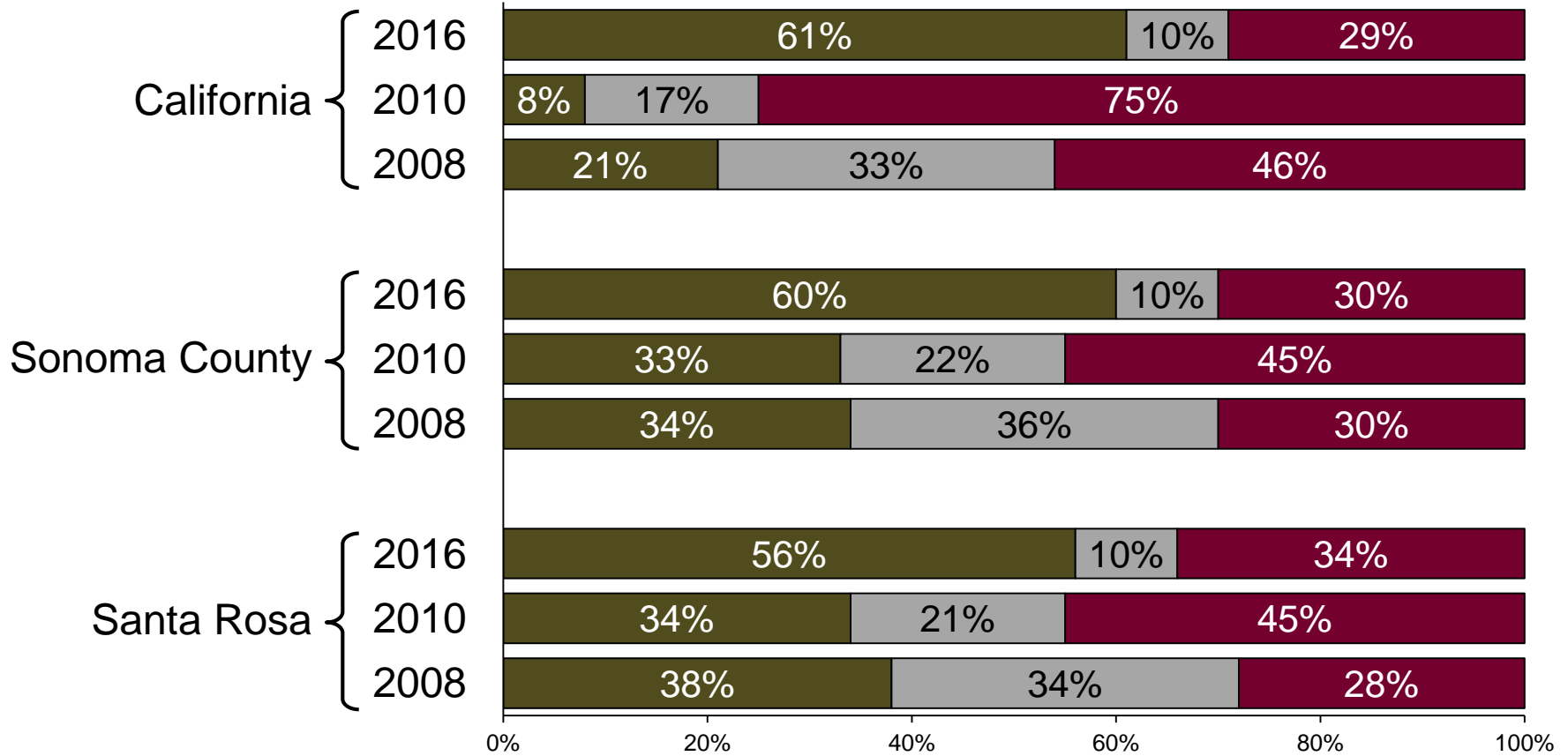
General Perceptions of Life in Santa Rosa and City Government



Respondents were much more optimistic than they were several years ago.

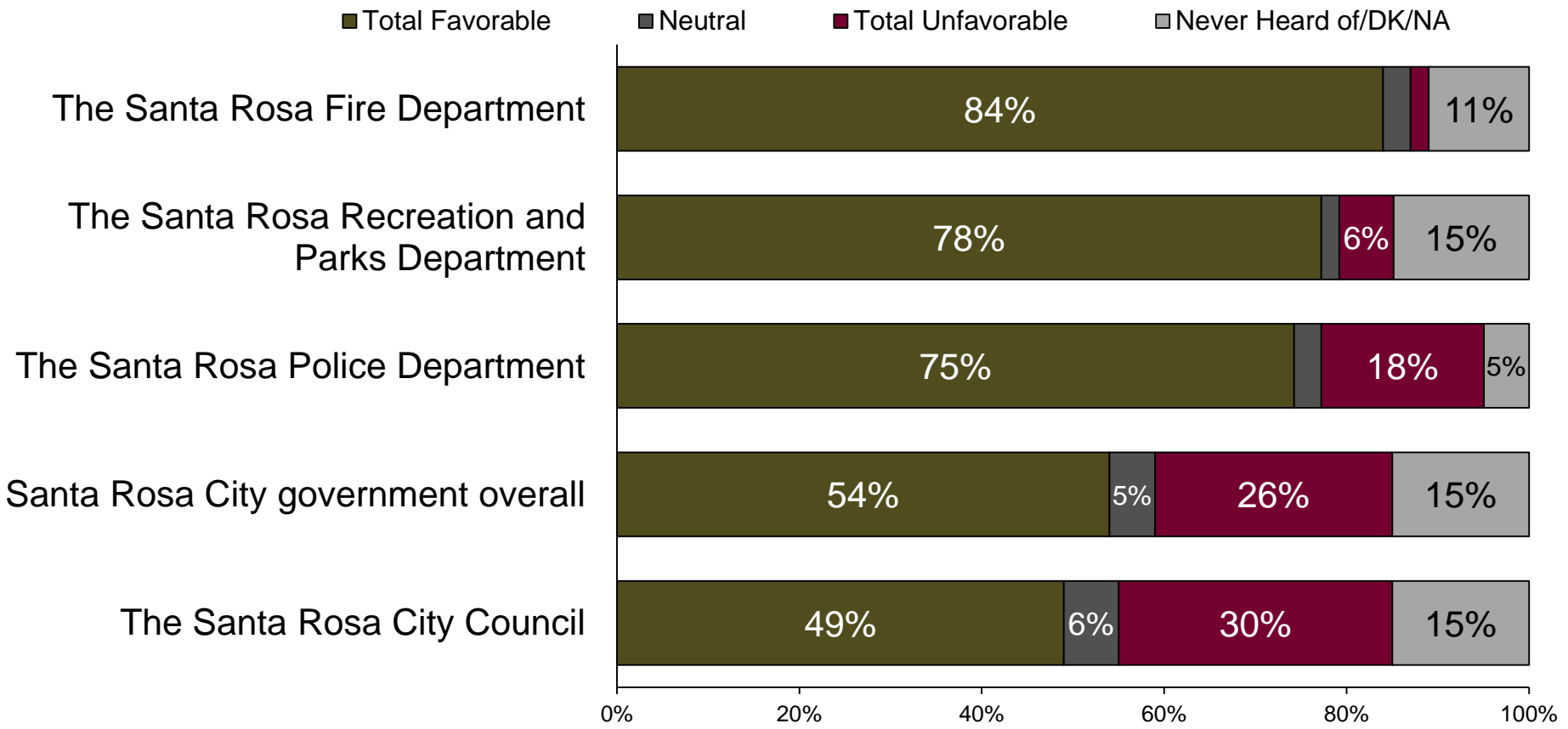
Would you say that things in _____ are generally headed in the right direction, or do you feel that things are seriously off on the wrong track?

■ Right Direction ■ Mixed/DK/NA ■ Wrong Track



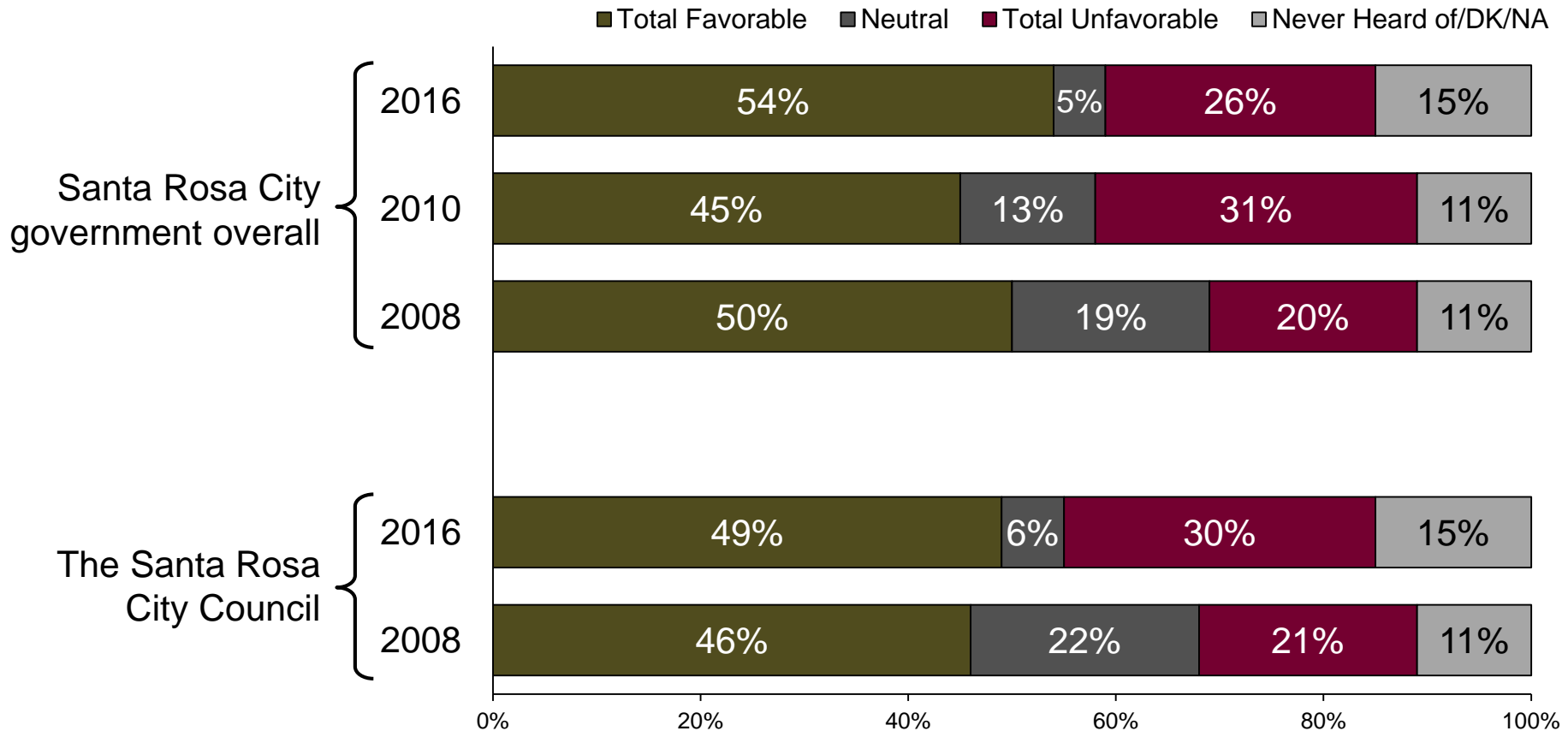
The fire, parks, and police departments are perceived very favorably.

I'm going to read you a list of organizations involved in public life. Please tell me if you have a favorable or unfavorable opinion of each organization.



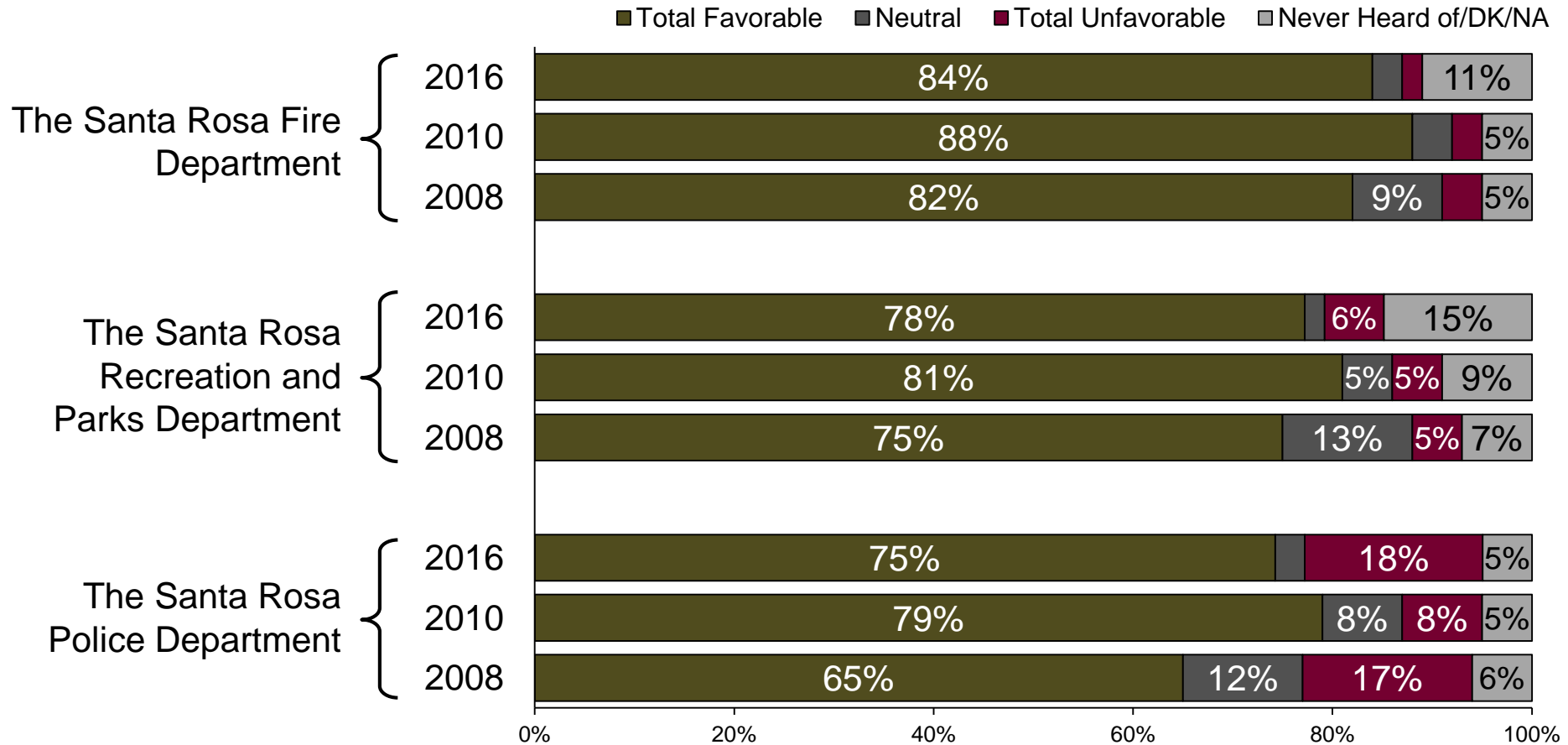
These favorable impressions of City government are generally consistent with prior years.

I'm going to read you a list of organizations involved in public life. Please tell me if you have a favorable or unfavorable opinion of each organization.



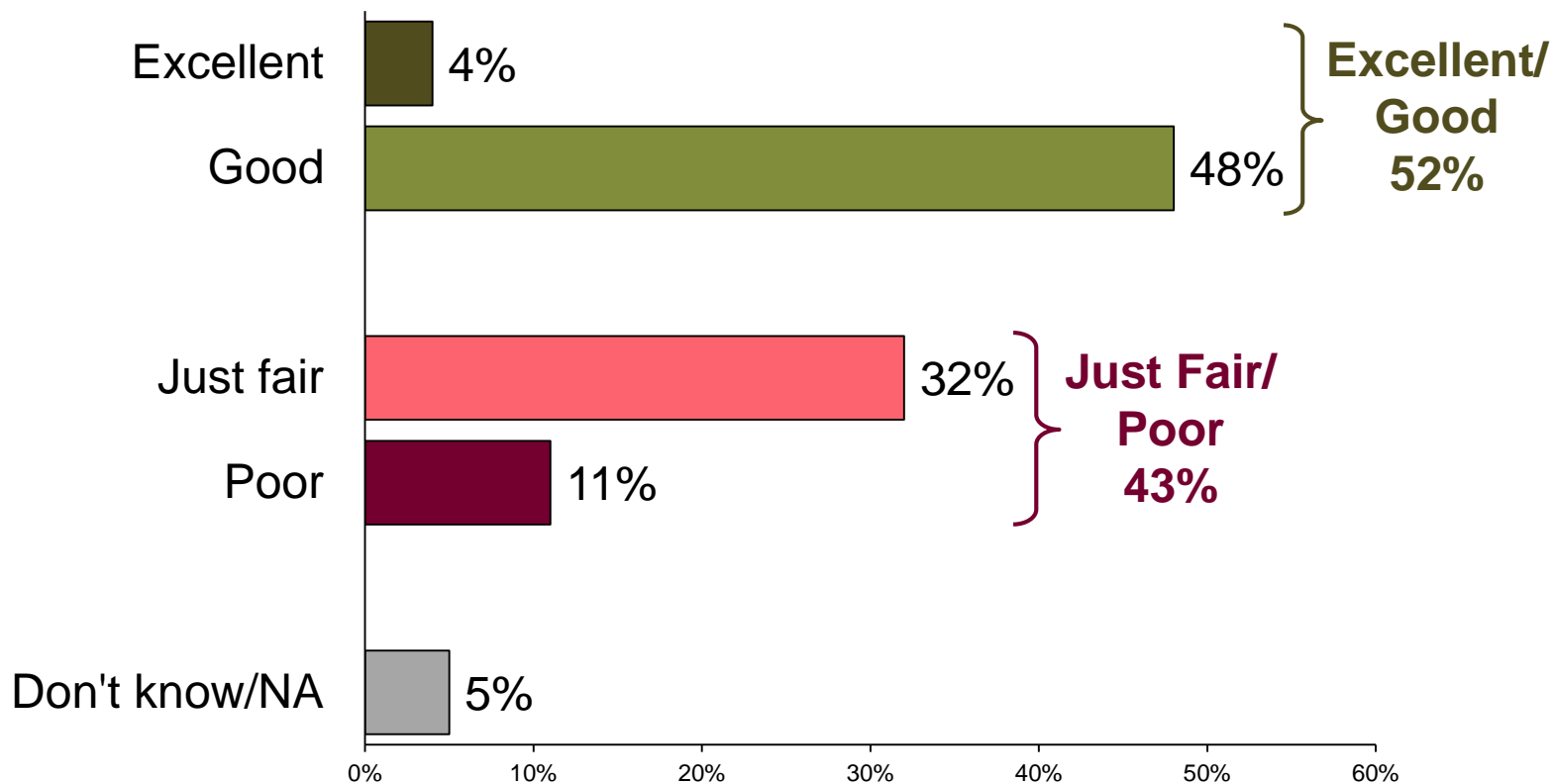
Impressions of the Fire, Police and Recs/Parks departments are also consistently positive.

I'm going to read you a list of organizations involved in public life. Please tell me if you have a favorable or unfavorable opinion of each organization.



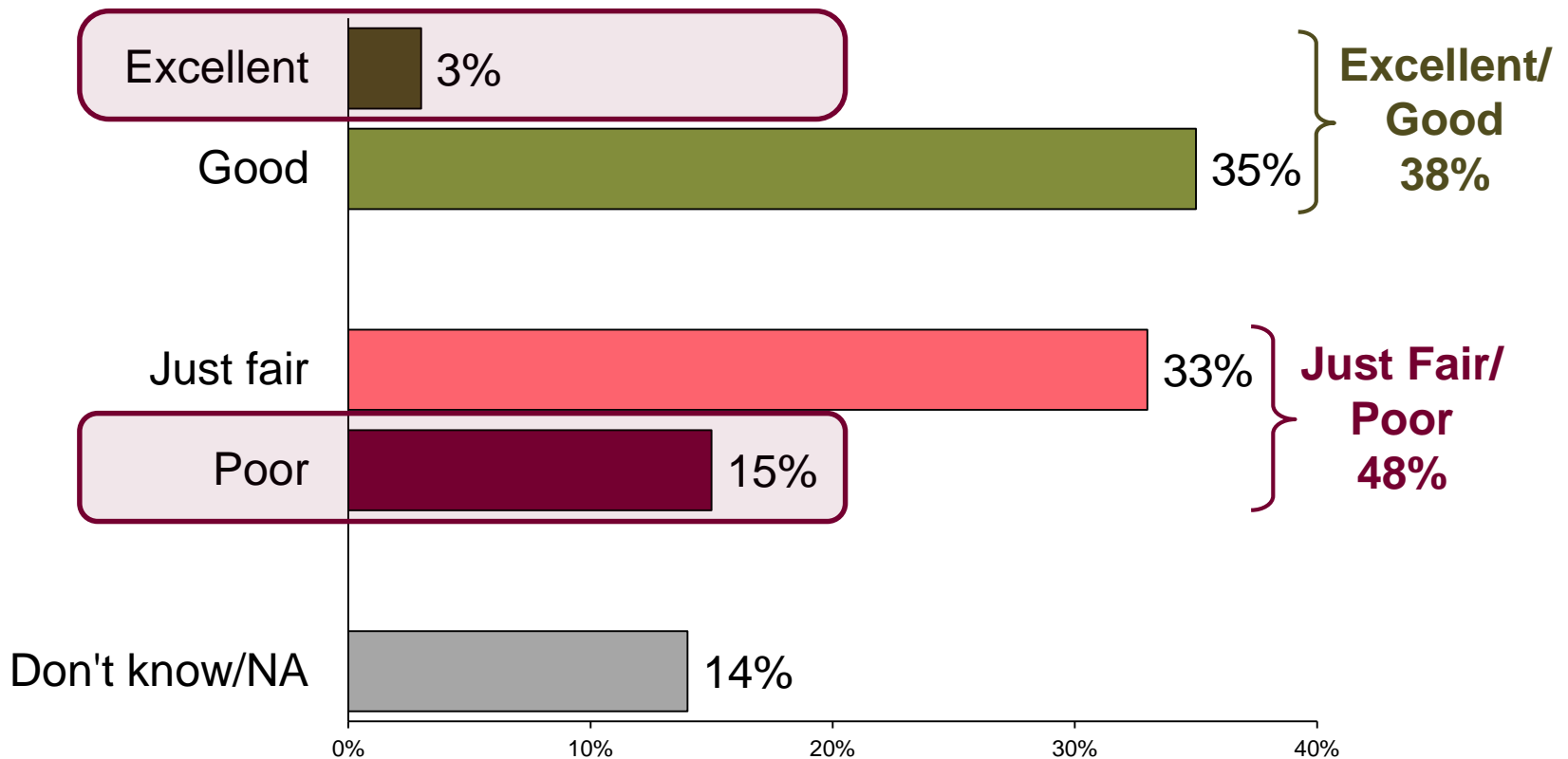
Half of survey respondents expressed positive impressions of City services.

How would you rate the job being done by the City of Santa Rosa in providing services and taking care of the needs of local residents? Would you say the City of Santa Rosa is doing an excellent, good, just fair, or poor job?



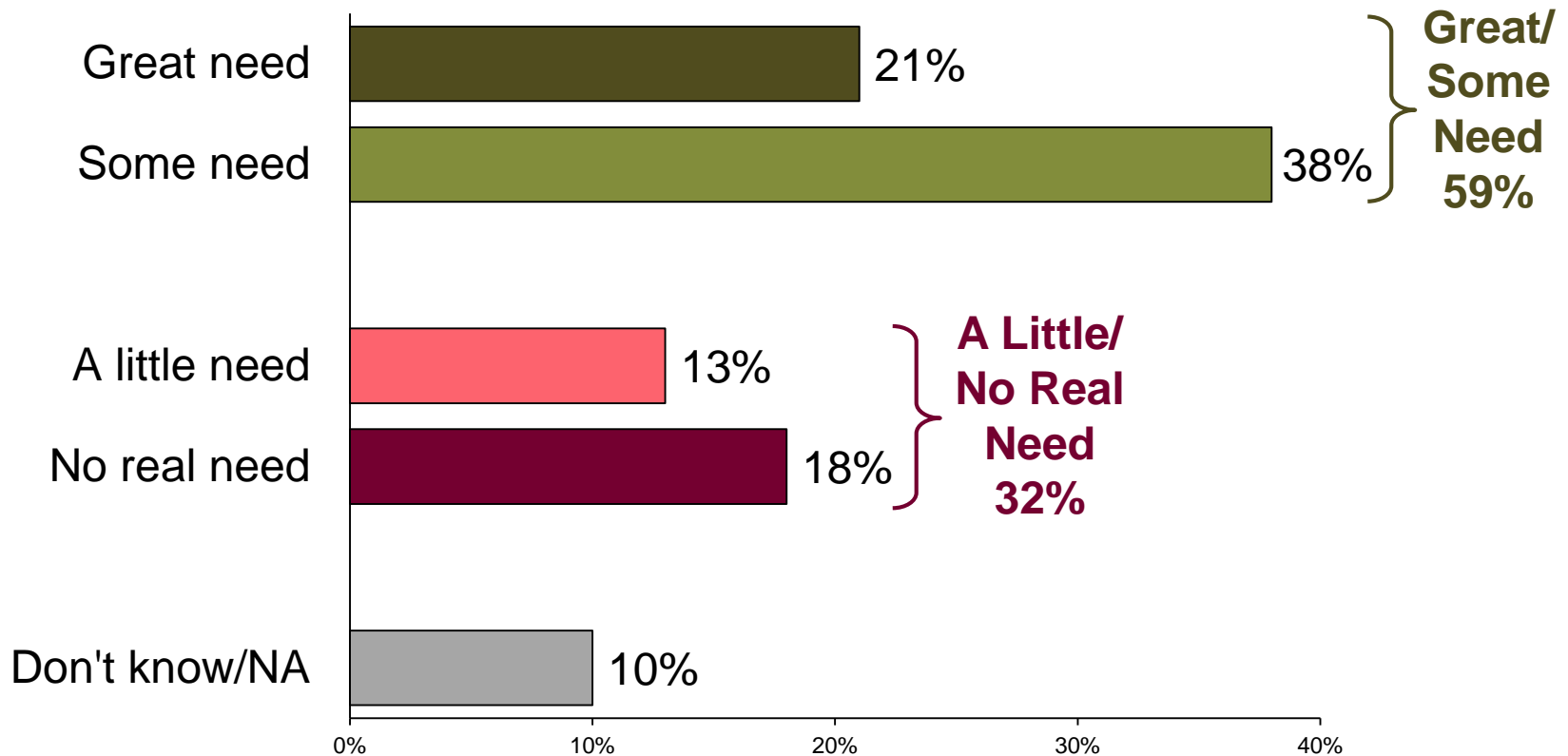
Views of the City's financial management were more mixed.

How would you rate the job being done by City government in managing the City's budget and finances? Would you say the City of Santa Rosa is doing an excellent, good, just fair, or poor job?



Three in five believe there is an additional need for funding for City services.

In your personal opinion, do you think there is a great need, some need, a little need, or no real need for additional funds to provide the level of City services that Santa Rosa residents need and want?



Housing and homelessness are seen as the biggest problems facing the City.

■ Ext. Ser. Prob. ■ Very Ser. Prob. ■ Smwt. Ser. Prob. ■ Not Too Ser. Prob. ■ DK/NA

Ext./Very Serious

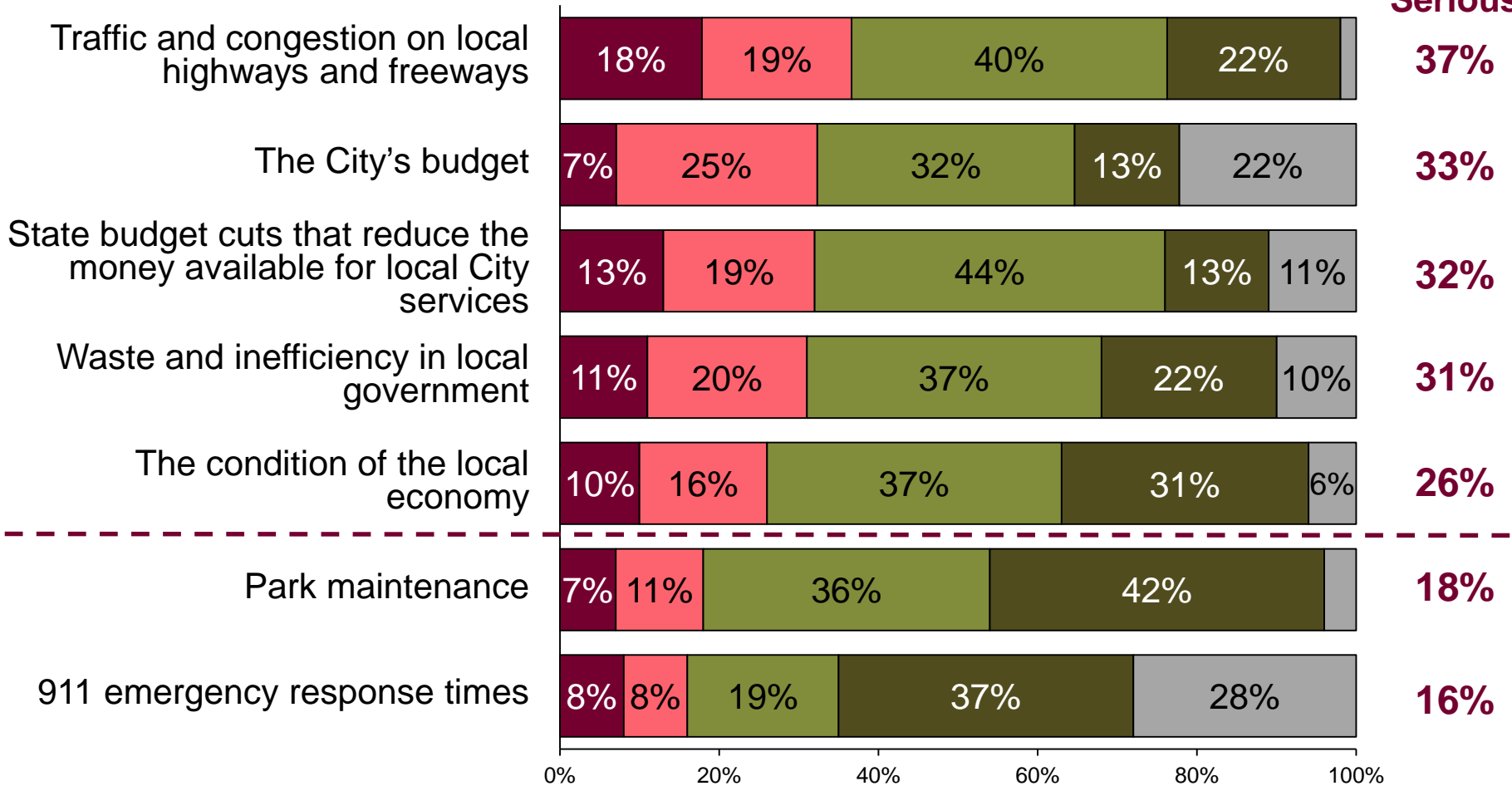


I'd like you read you some problems facing Santa Rosa that other people have mentioned. For each one I read, please tell me whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or not too serious a problem in Santa Rosa.

Very few are concerned about park maintenance or 911 emergency response times.

■ Ext. Ser. Prob. ■ Very Ser. Prob. ■ Smwt. Ser. Prob. ■ Not Too Ser. Prob. ■ DK/NA

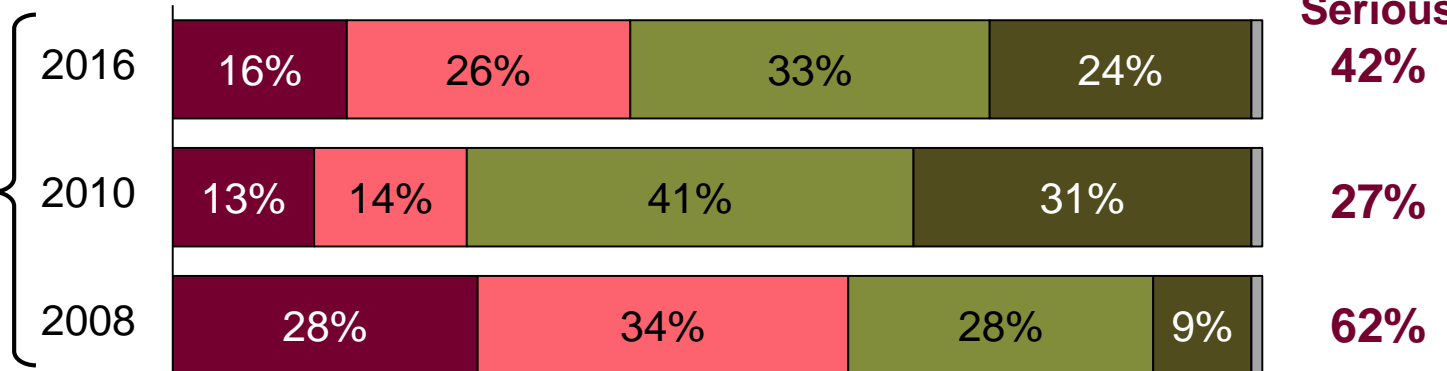
Ext./Very Serious



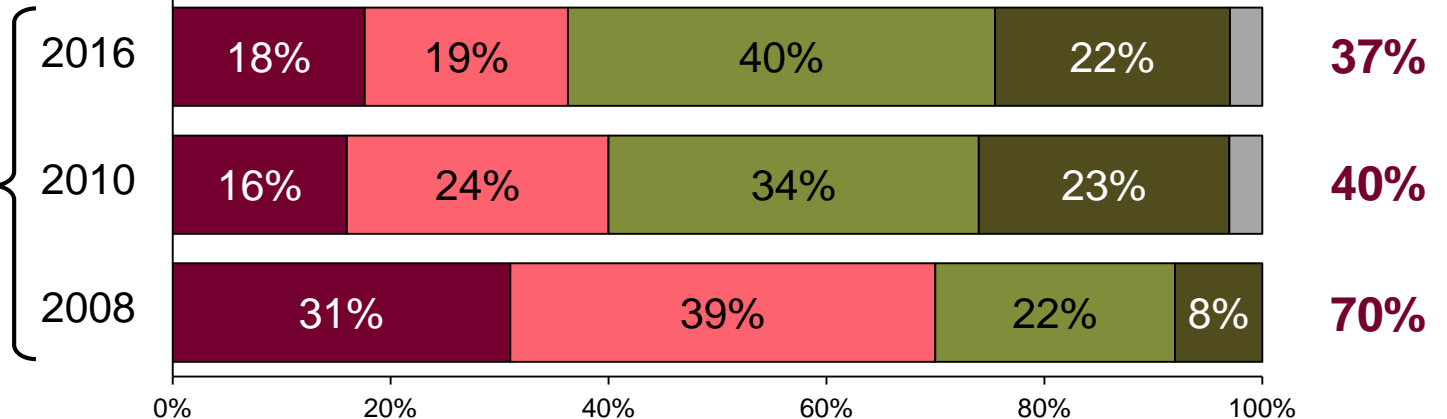
Traffic concerns are still well below 2008 levels.

■ Ext. Ser. Prob. ■ Very Ser. Prob. ■ Smwt. Ser. Prob. ■ Not Too Ser. Prob. ■ DK/NA **Ext./Very Serious 42%**

Traffic and congestion on local streets and roads

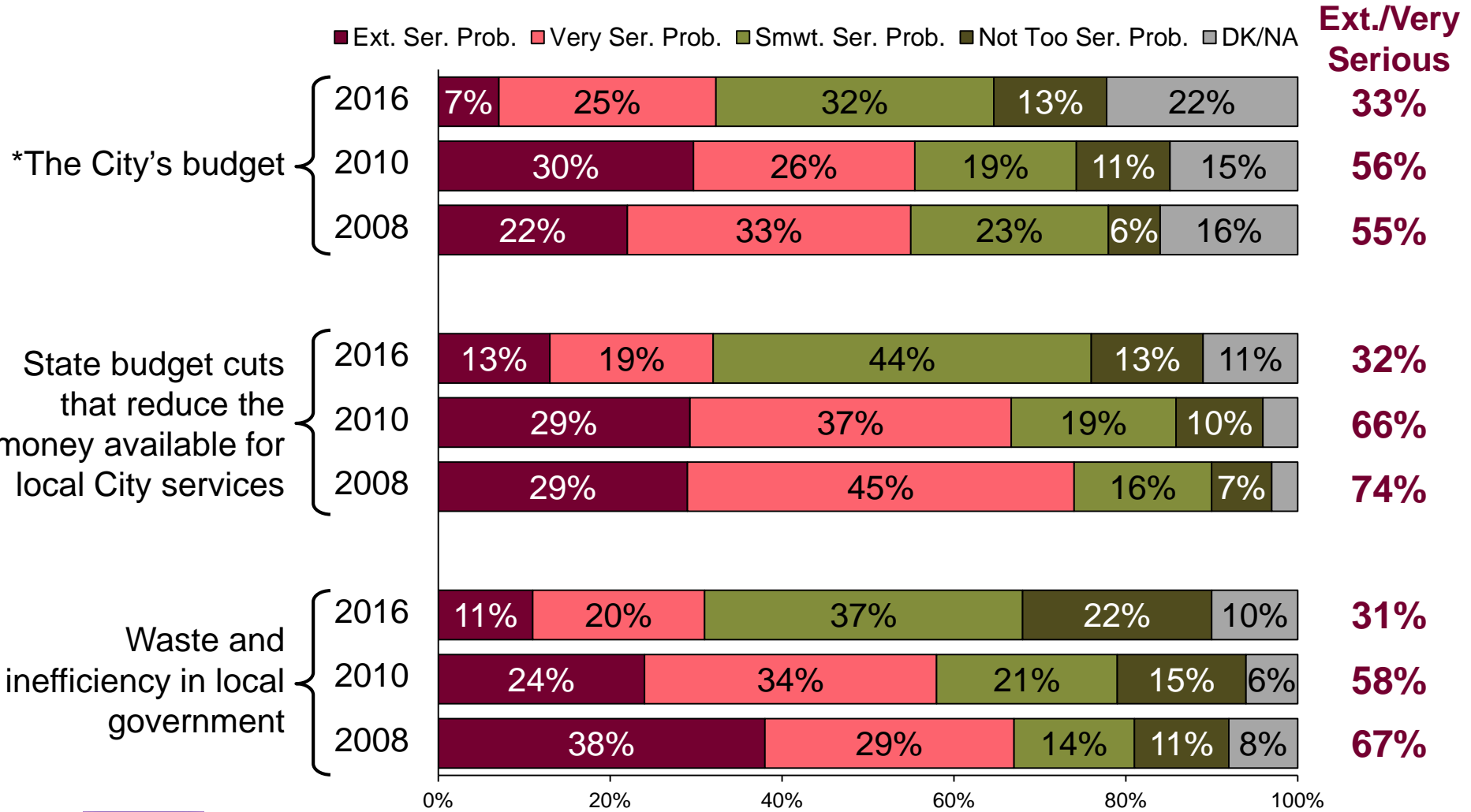


Traffic and congestion on local highways and freeways



0% 20% 40% 60% 80% 100%

Far fewer see local fiscal issues as a problem.

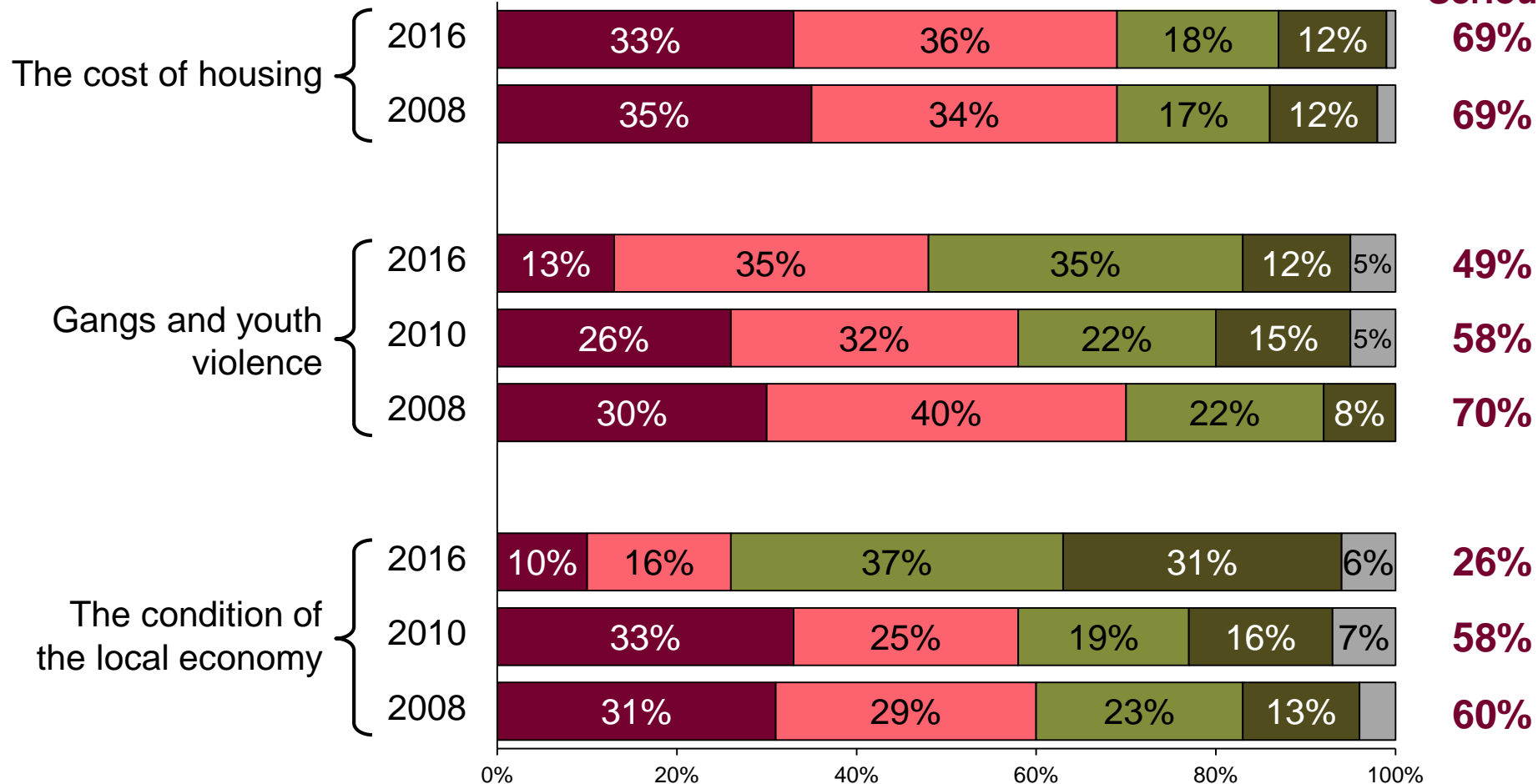


I'd like you read you some problems facing Santa Rosa that other people have mentioned. For each one I read, please tell me whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or not too serious a problem in Santa Rosa.

Many view high housing costs as a serious problem in Santa Rosa.

■ Ext. Ser. Prob. ■ Very Ser. Prob. ■ Smwt. Ser. Prob. ■ Not Too Ser. Prob. ■ DK/NA

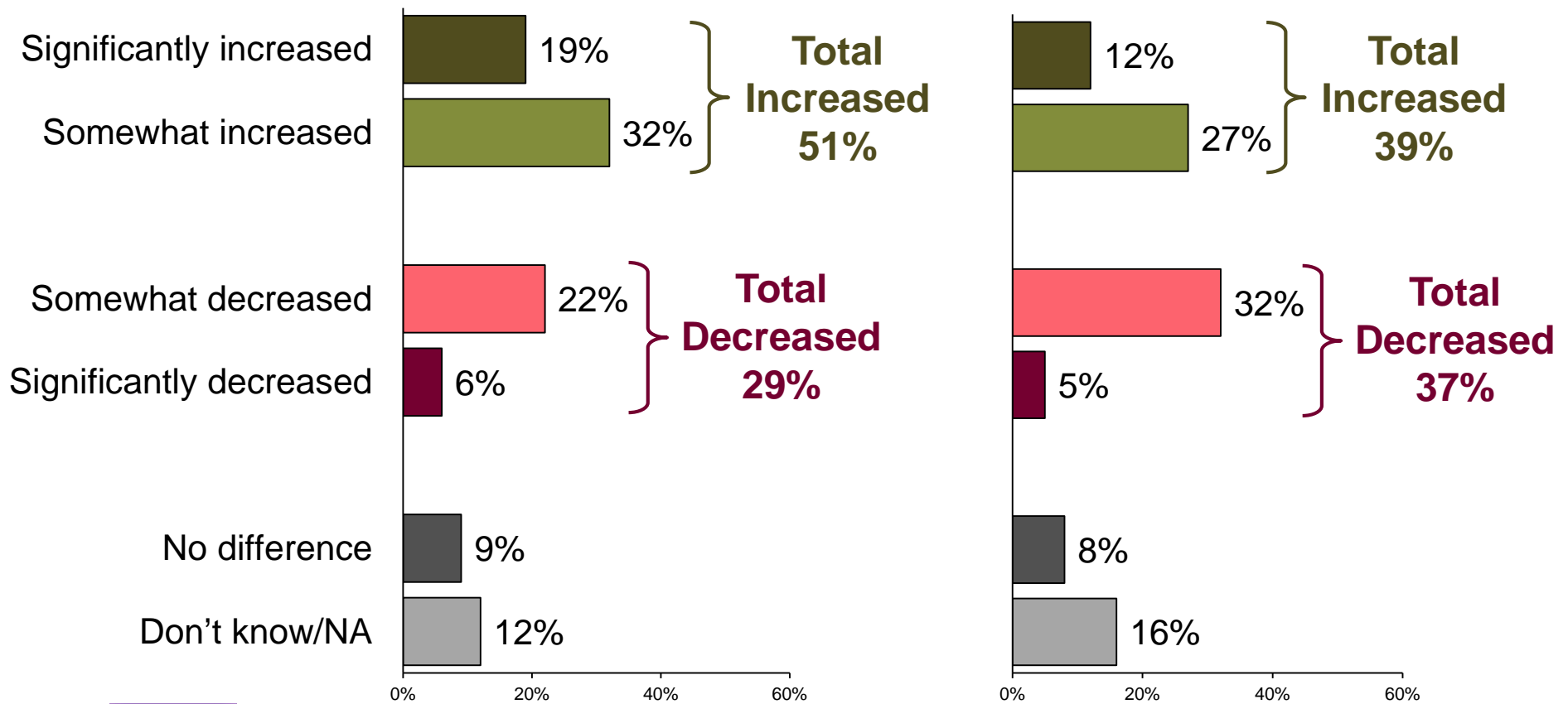
Ext./Very Serious



A majority thinks crime has increased over the past few years, but respondents were divided on whether gang-related crime has increased.

Overall Crime

Gang-Related Crime



Support for a Measure P Renewal



Approach

- Half of survey respondents were presented with a measure renewing and extending Measure P at the $\frac{1}{4}$ cent rate until ended by voters.
- Half of survey respondents were presented with a measure renewing Measure P at the $\frac{1}{2}$ cent rate and giving voters the authority to end the measure.
- Since Measure P dedicates funding to the City's general fund, it is a "general purpose" measure with a majority vote threshold for passage.

Measure P Description Tested

1/2 Cent

City of Santa Rosa Vital City Services Measure. (5 words)

To maintain Santa Rosa's financial stability and fund/improve vital City services, including: (12 words)

- Police/fire protection;
- 911 emergency response;
- Street/pothole repair;
- Parks/recreation programs;
- Youth/senior programs;
- Housing/homelessness services; and
- Other general City services, (23 words)

Shall the City of Santa Rosa extend an existing, voter-approved sales tax at the revised 1/2 cent rate, providing approximately \$16 million annually, until ended by voters, requiring independent audits, public spending review, and revenues controlled locally? (34 words)

1/4 Cent

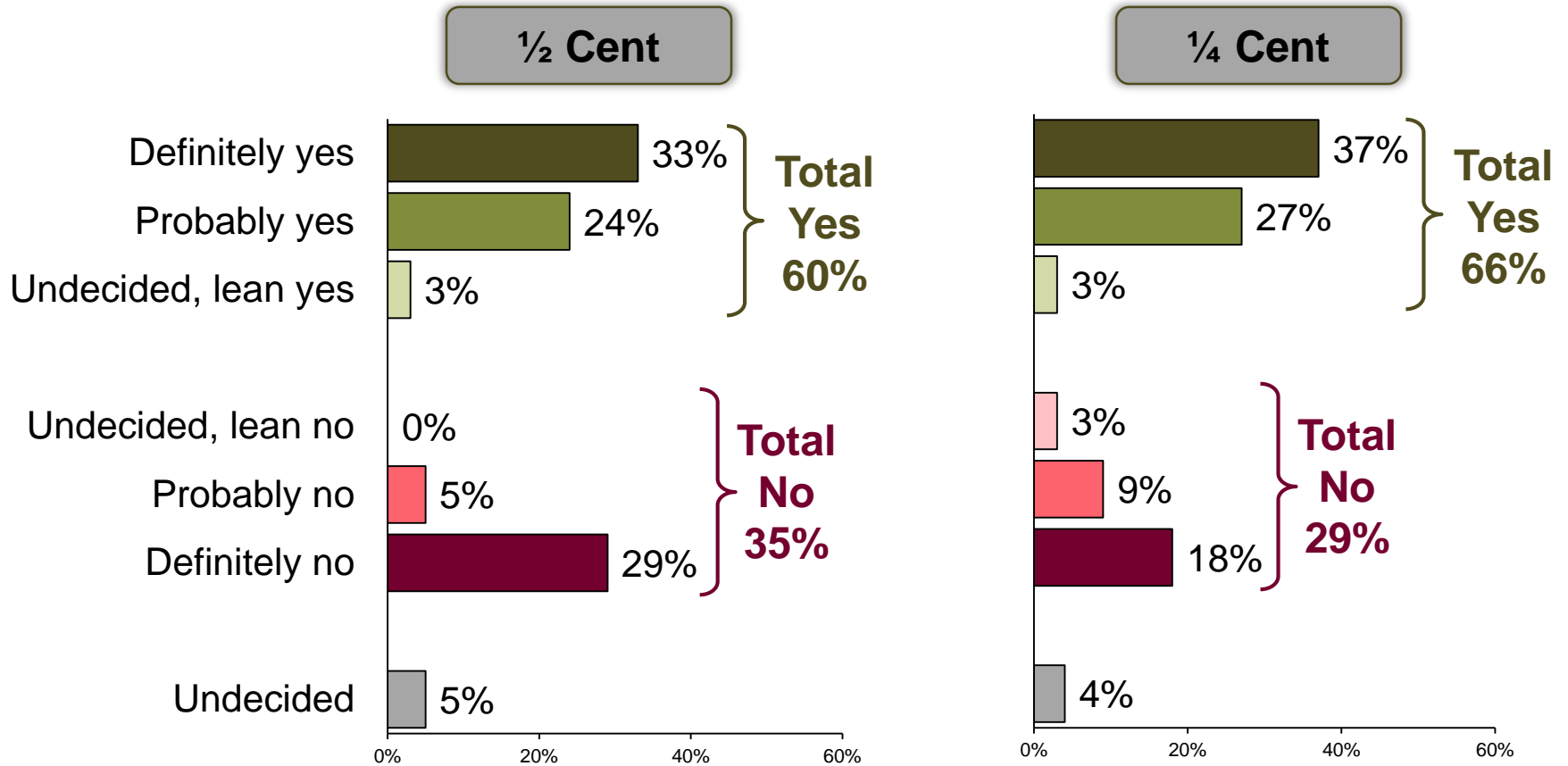
City of Santa Rosa Vital City Services Measure. (5 words)

To maintain Santa Rosa's financial stability without increasing taxes and to fund vital City services, including: (15 words)

- Police/fire protection;
- 911 emergency response;
- Street/pothole repair;
- Parks/recreation programs;
- Youth/senior programs;
- Housing/homelessness services; and
- Other general City services, (23 words)

Shall the City of Santa Rosa extend an existing, voter-approved, 1/4 cent sales tax, providing approximately \$8 million annually, until ended by voters, requiring independent audits, public spending review, and all revenues controlled locally? (31 words)

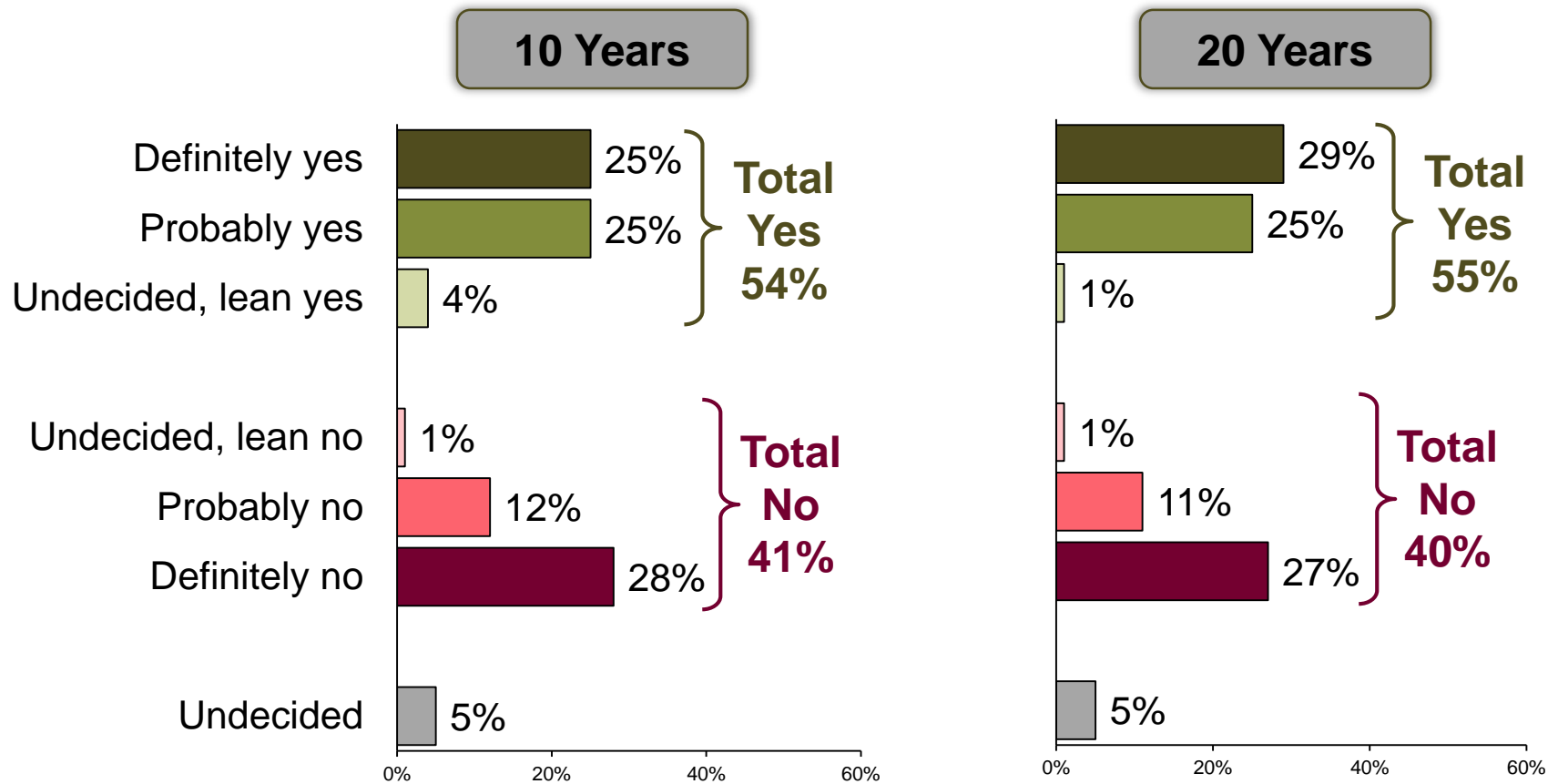
Majorities expressed support for both simple majority requirement measures, though support was slightly greater for the ¼ cent alternative.



Structural Elements of the Measure



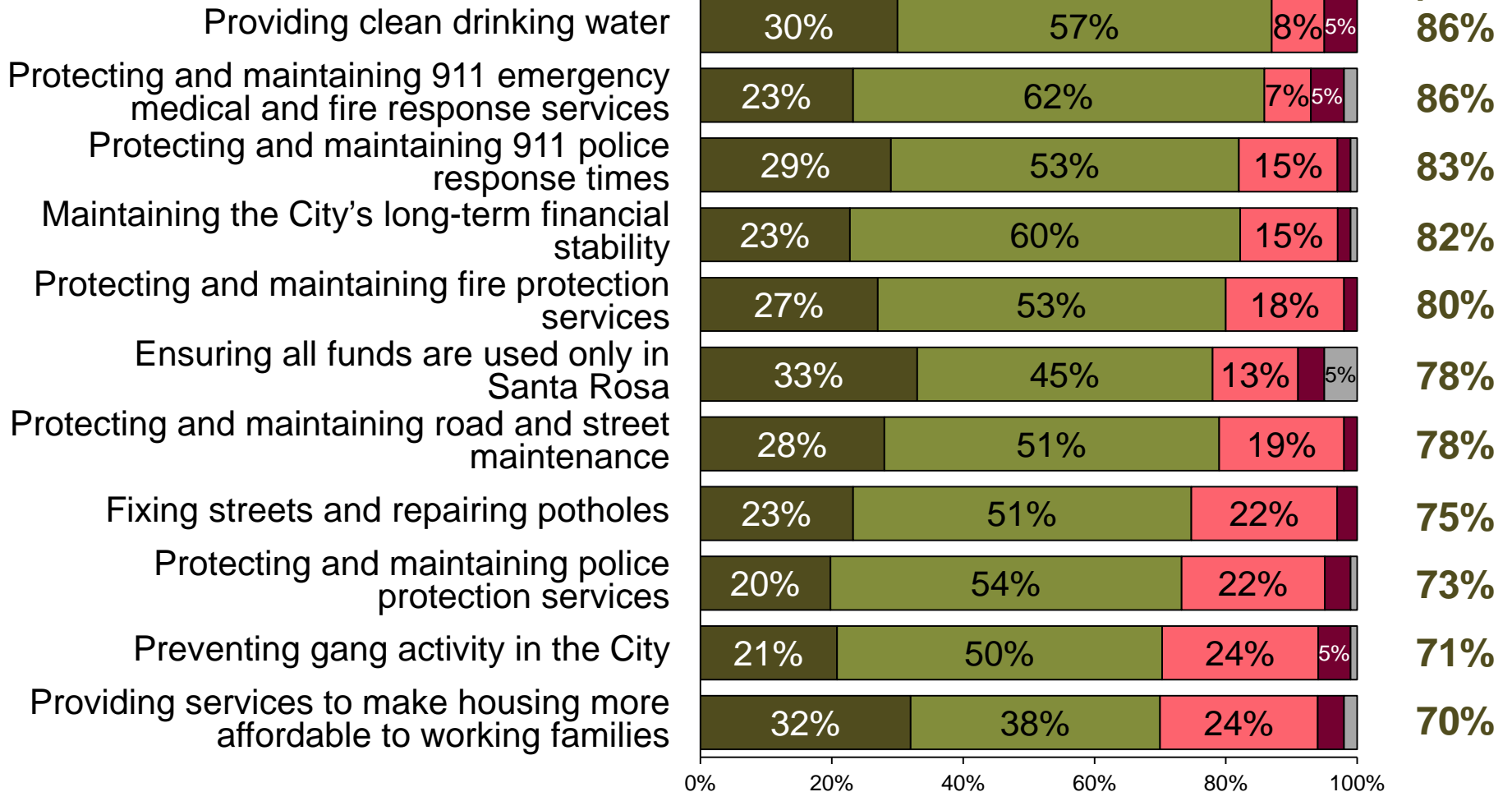
Respondents expressed equal preference for 10- and a 20-year sunsets, though slightly lower than for a measure continued until ended by voters.



Top spending priorities were related to safety, accountability, roads and housing affordability.

■ Exp. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ DK/NA

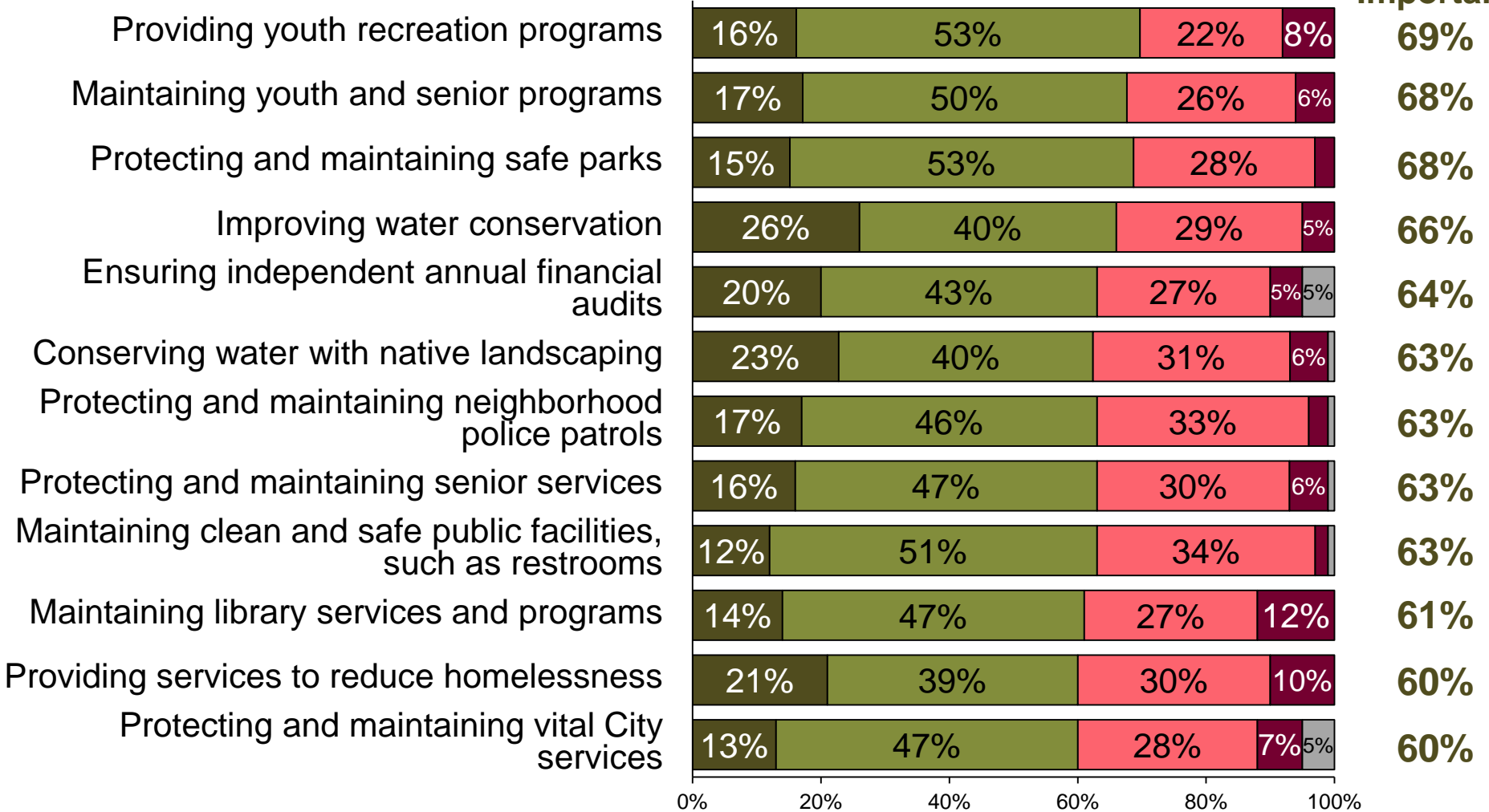
Ext./Very Important



Parks, recreation and water conservation were also seen as important.

■ Exp. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ DK/NA

Ext./Very Important

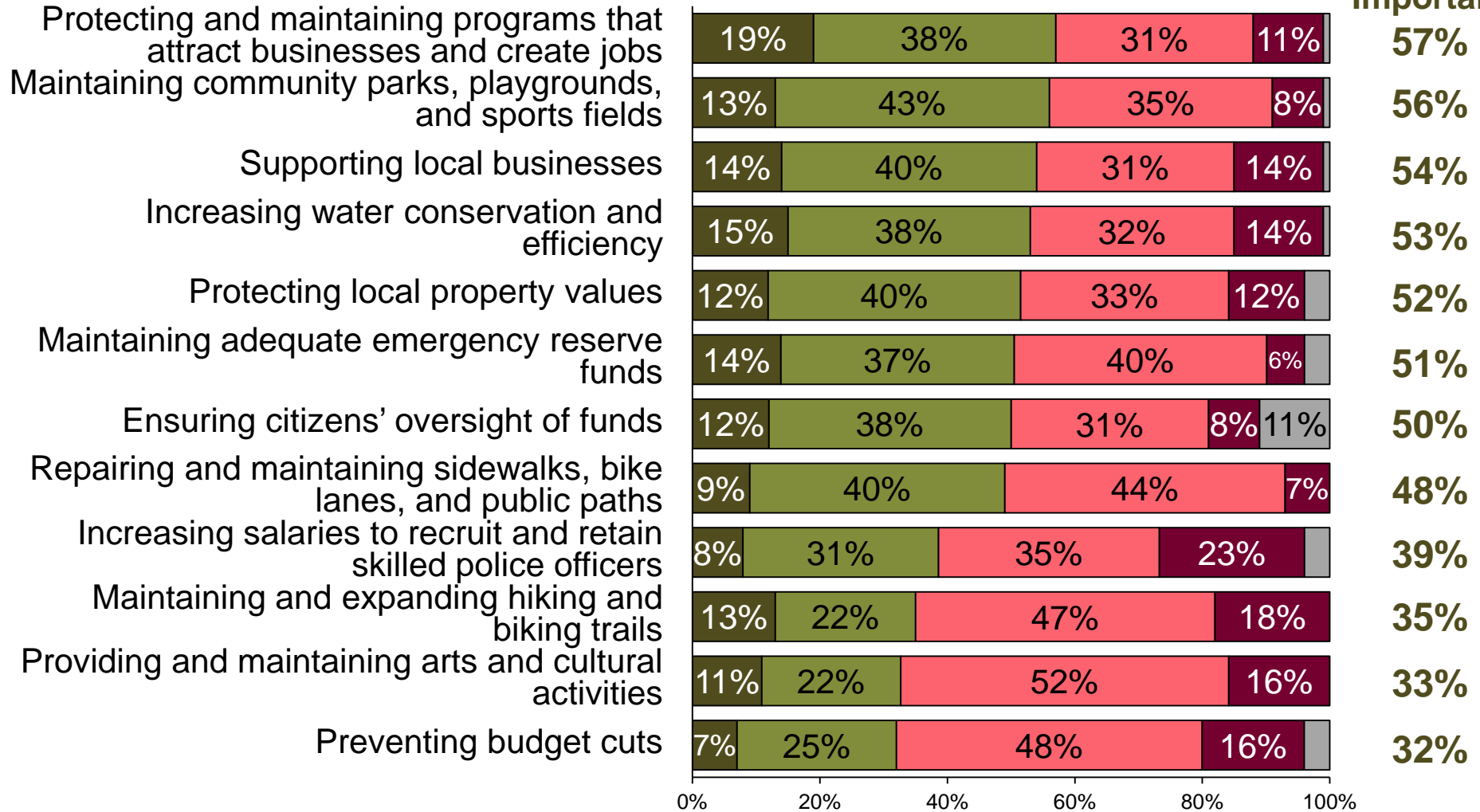


0% 20% 40% 60% 80% 100%

Lower Priority Spending Areas

■ Exp. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ DK/NA

Ext./Very Important



I am going to read you a list of ways in which the funds generated by this proposed ballot measure could be spent and provisions that could be included. After I mention each one, please tell me how important that provision or use of funds is to you personally: is it extremely important, very important, somewhat important, or not too important?

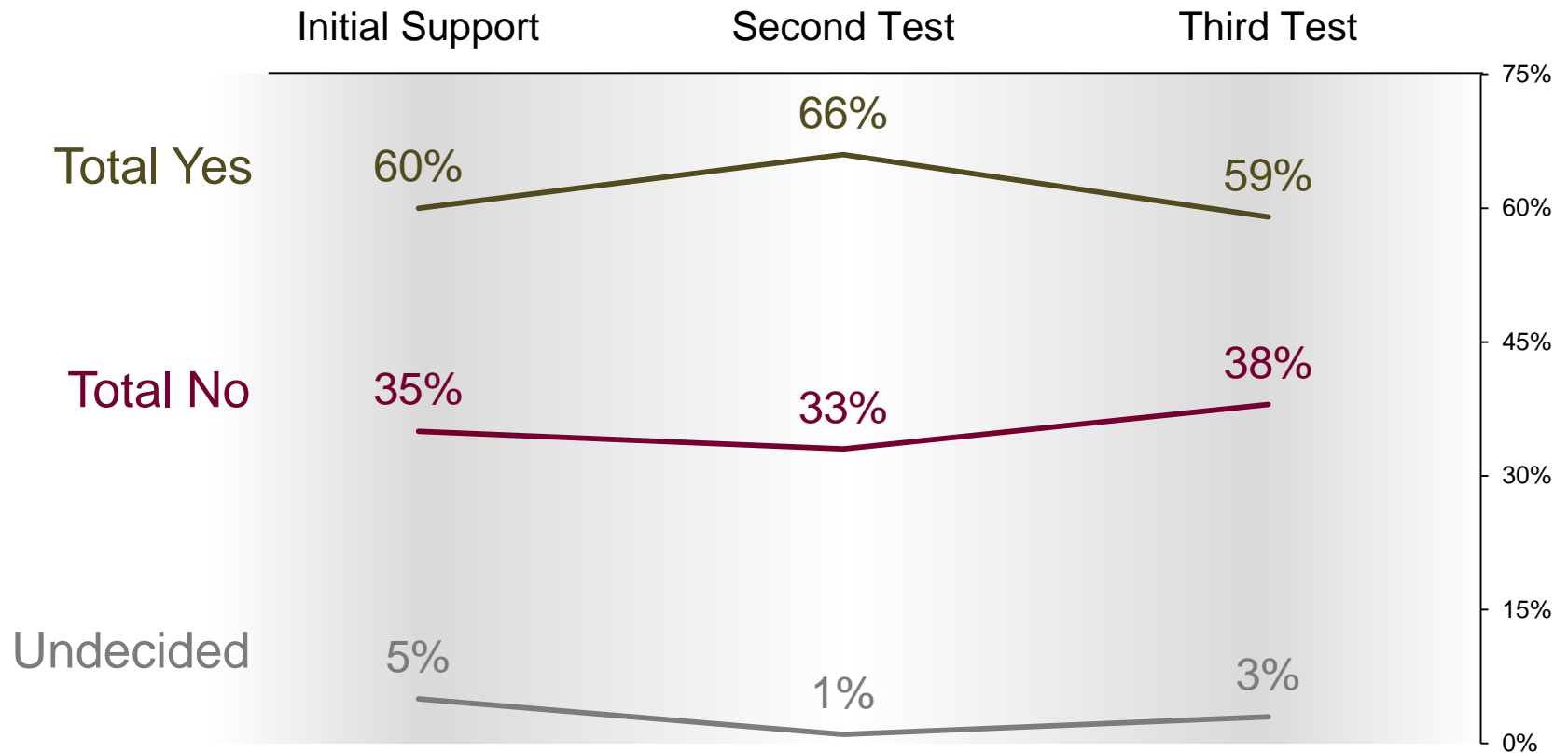
Reactions to Balanced Informational Statements



City of
Santa Rosa
California

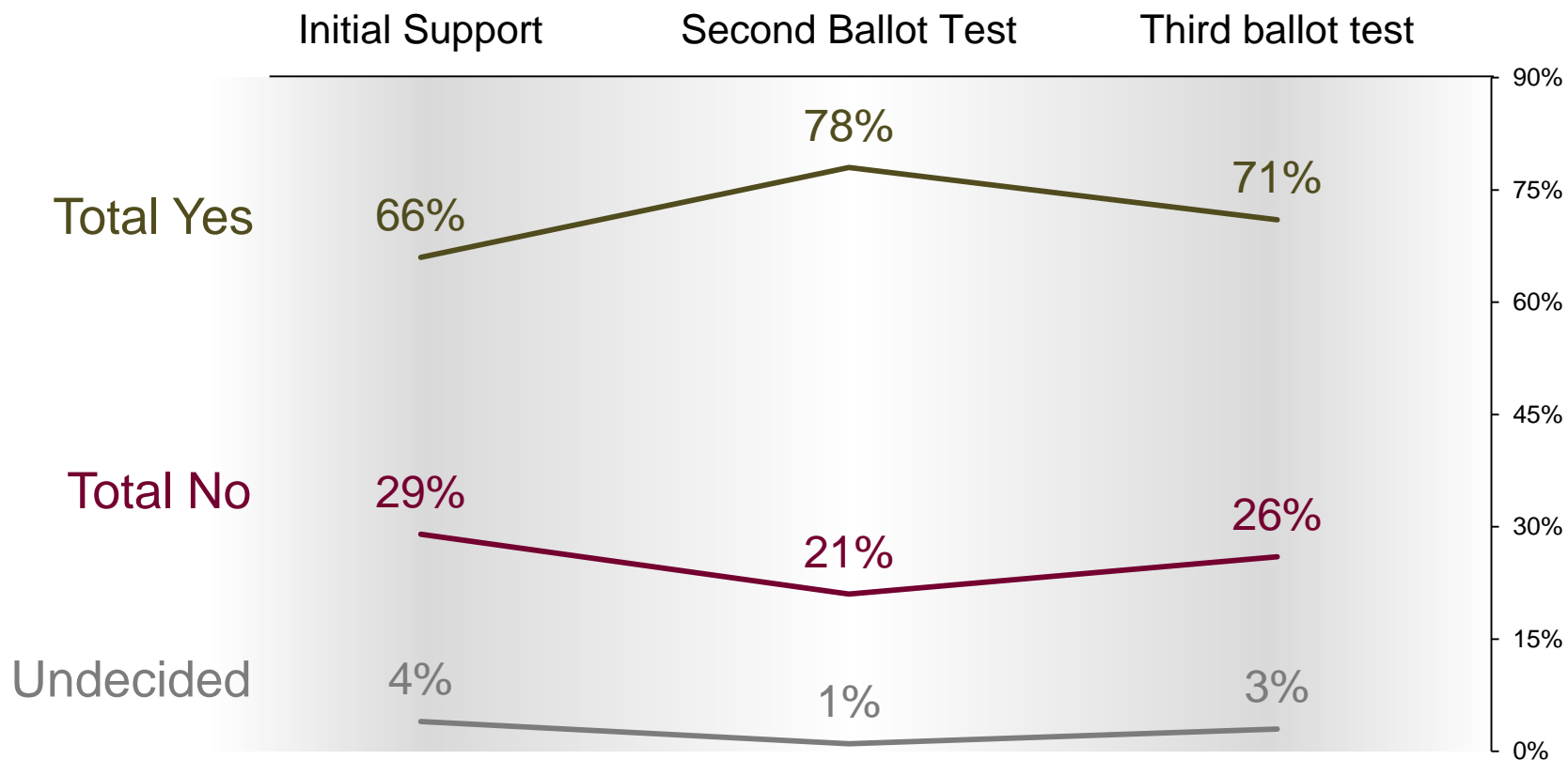
While support for a ½ cent renewal exceeded the majority threshold after information is shared...

½ Cent



...respondents express more support for a ¼ cent continuation measure.

¼ Cent



Long Term Financial Policy Subcommittee Recommendation

November 10, 2015 Council Meeting

- LTFP Subcommittee recommended a preferred option for amending the General Fund baseline calculation
- Baseline for each program would be set at a percentage of the General Fund instead of tracking with CPI
- Percentage recommended is the percentage the programs were funded at for FY 2015-16
- This change would allow for the program funding to move up and down with economic conditions

- The recommended redefinition is intended to manage growth of public safety budgets at a reasonable and sustainable level while also maintaining core services
- It would retain the ability to fund below the GF baseline amount with 6 votes of the Council
- The redefined GF baseline would more accurately reflect economic trends
- Ensures equal treatment of all programs funded in the GF

Police Department		
	Baseline Requirement	Budget
FY 2004-05	32.7%	
FY 2005-06	31.1%	32.8%
FY 2006-07	29.9%	32.3%
FY 2007-08	29.2%	32.9%
FY 2008-09	29.8%	32.8%
FY 2009-10	34.9%	32.5%
FY 2010-11	37.1%	36.6%
FY 2011-12	35.6%	34.7%
FY 2012-13	36.3%	35.0%
FY 2013-14	35.2%	34.2%
FY 2014-15	34.6%	34.6%
FY 2015-16	33.5%	34.3%
FY 2016-17	32.3%	32.9%

Fire Department		
	Baseline Requirement	Budget
FY 2004-05	19.4%	
FY 2005-06	18.5%	21.7%
FY 2006-07	17.7%	20.5%
FY 2007-08	17.3%	20.7%
FY 2008-09	17.6%	21.3%
FY 2009-10	20.7%	23.4%
FY 2010-11	22.0%	23.4%
FY 2011-12	21.1%	24.8%
FY 2012-13	21.5%	24.0%
FY 2013-14	20.8%	23.9%
FY 2014-15	20.5%	23.4%
FY 2015-16	19.8%	23.7%
FY 2016-17	19.2%	24.0%

Gang Prevention/Intervention Programs		
	Baseline Requirement	Budget
FY 2004-05	0.4%	
FY 2005-06	0.4%	0.4%
FY 2006-07	0.4%	0.4%
FY 2007-08	0.4%	0.4%
FY 2008-09	0.4%	0.4%
FY 2009-10	0.4%	0.4%
FY 2010-11	0.5%	0.3%
FY 2011-12	0.4%	0.4%
FY 2012-13	0.4%	0.4%
FY 2013-14	0.4%	0.4%
FY 2014-15	0.4%	0.4%
FY 2015-16	0.4%	0.4%
FY 2016-17	0.4%	0.4%

Views on Measure 0



Assessing Views of Measure O

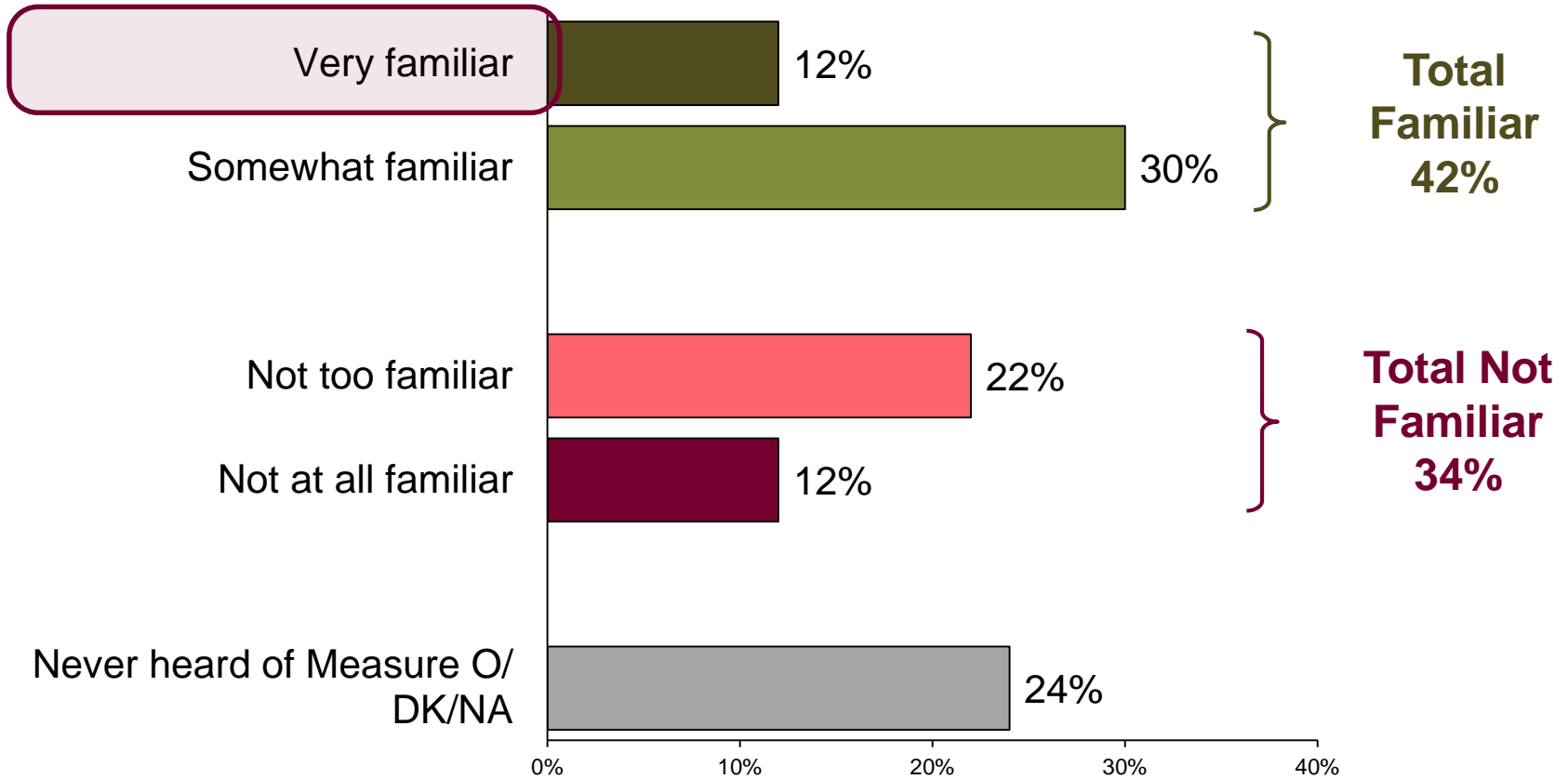
- Half of survey respondents were presented with a measure conceptually retesting Measure O.
 - Continue Measure O as-is, even though it doesn't sunset until 2024.
- Half of survey respondents were presented with a measure amending Measure O in two ways:
 - Setting future minimum funding levels for police, fire and gang prevention to the percentage of the current general fund budget, rather than actual funding levels from 2004 that are increased annually to account for inflation.
 - Giving the Measure O Oversight Committee the ability to review and suggest spending priorities, rather than just confirming funds were spent according to voter-approved formula.
- Provides a read on a reform measure and an current assessment of Measure O support for comparison purposes.

Note About Vote Thresholds

- Since Measure O specifically dedicates funding to public safety services, it is a “special purpose” measure with a two-thirds vote threshold for passage.
- The consulting team was informed of a legal opinion obtained by the City which suggests that reforms unrelated to the sales tax percentage and specified uses of the revenue require only a majority vote to pass.

A plurality is familiar with Measure O, but few felt they were “very familiar” with it.

Before this phone call, how familiar were you with Measure O, the City’s existing one-quarter cent public safety sales tax?



Measure O Conceptual Retest Ballot Language

City of Santa Rosa Police, Fire and Neighborhood Safety Continuation Measure.

To:

- Maintain expanded Santa Rosa fire, police and paramedic services;*
- Continue combatting gang violence; and*
- Maintain expanded crime prevention and after-school youth programs,*

Shall Santa Rosa voters continue a voter-approved, one-quarter cent public safety sales tax providing an estimated \$8 million annually and expiring in eight years, with annual public reports by a citizen oversight committee assuring that funds are expended only for these purposes?

Measure O Reform Ballot Language

City of Santa Rosa Public Safety Spending and Oversight Reform Measure.

To:

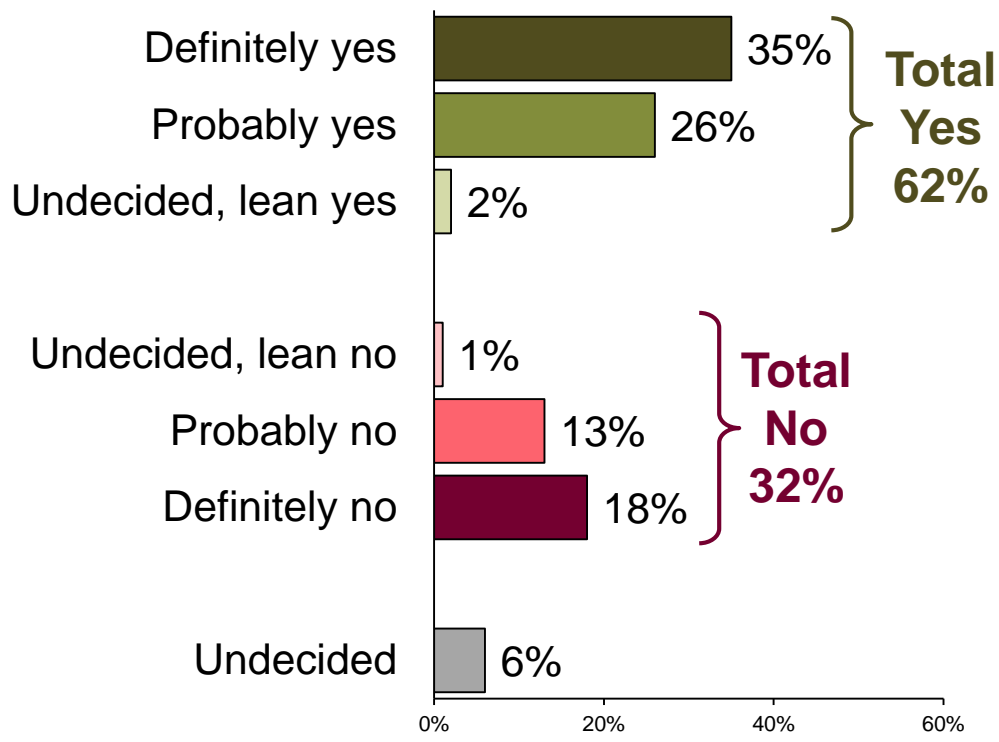
- Establish new minimum funding levels for public safety services; and*
- Increase funding availability for pothole and street repairs, park maintenance, housing programs, youth/senior programs, and other vital City services,*

Shall the City of Santa Rosa:

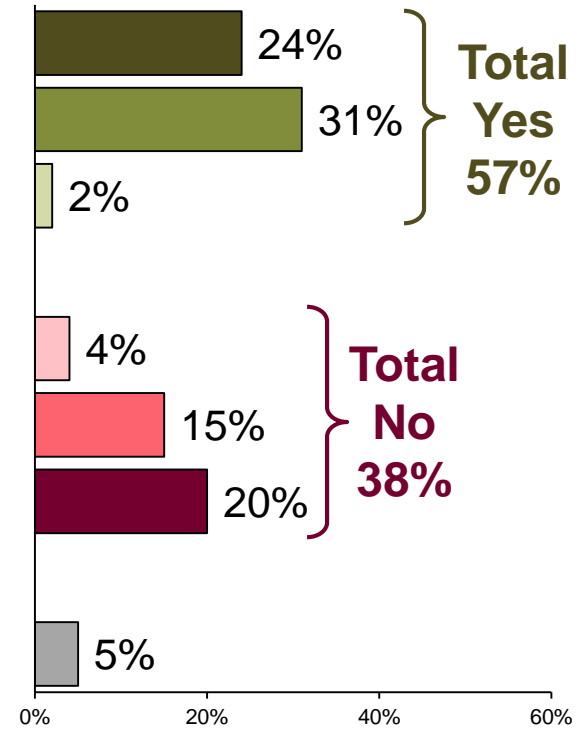
- Amend and reduce the City's voter-approved minimum, funding levels for police, fire, and gang-prevention services; and*
- Enhance citizen oversight of the City's one-quarter cent public safety sales tax?*

Both measures garner majority support, though the Continuation measure has slightly stronger support in aggregate and intensity.

Measure O - Continuation



Measure O - Reform



Short Explanations of the Measures

In November 2004, 70% of Santa Rosa voters approved Measure O, establishing a one-quarter cent sales tax for 20 years for police, fire, and gang prevention and intervention programs. Measure O currently generates about \$8 million a year, and has a specific formula on how those funds are spent on police, fire, and gang prevention. A citizens oversight committee annually confirms the formula is being followed, but has no other oversight responsibilities.

Measure O also established a formula mandating minimum funding levels for the Police and Fire Departments, and the City's gang prevention and youth programs – independent of the funds generated by Measure O. These funding levels were based upon the City's spending on these services in its 2004 budget, and they are increased every year to account for inflation. If the City's overall budget goes down, the City Council can either reduce spending in other areas of the budget, or vote to reduce public safety spending minimums with a vote of six out of seven councilmembers.

(split sample – MEASURE O CONCEPTUAL RETEST VERSION)

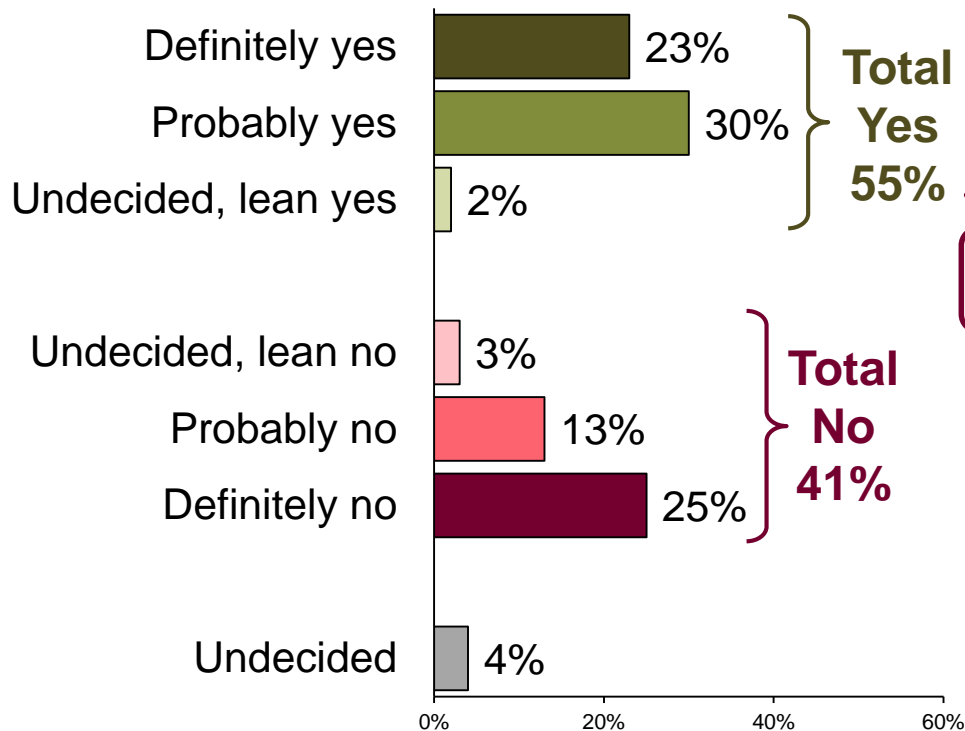
This measure would continue Measure O's one-quarter cent public safety sales tax for eight years, and continue basing minimum funding levels for these public safety services – independent of the funds generate by Measure O – on the City's 2004 budget, increased annually for inflation.

(split sample – MEASURE O REFORM VERSION)

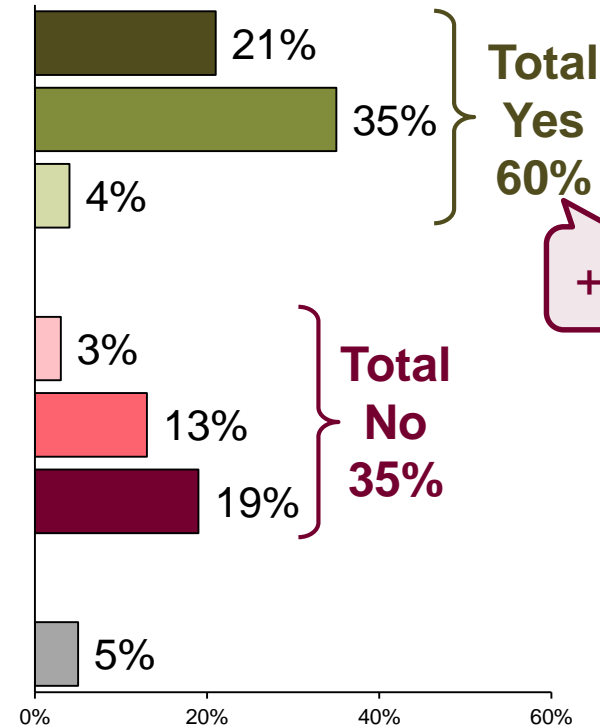
This measure would enhance citizen oversight of how funds generated by Measure O are spent, and amend and reduce Measure O's minimum funding levels for police, fire, and gang prevention, so that future public safety spending levels reflect the percentage of the City's budget currently spent on public safety services, instead of the higher 2004 levels with inflation.

After the explanation, support for a Continuation measure decreased slightly and support for a Reform measure increased slightly.

Measure O - Continuation



Measure O - Reform



-7%

+5%

Structural Elements of the Measure



Directly Addressing the Funding Formula

SOME people have said that the minimum public safety funding levels established by Measure O have worked exactly as intended. They have ensured steady levels of public safety services, and provided the City Council flexibility to adjust those funding levels, as needed.

OTHER people have said that the minimum public safety funding levels established by Measure O have increased at a rate greater than the City's budget, particularly during hard economic times. This means that without City Council action nearly every year, Measure O's minimum public safety spending levels result in reduced funding for other vital City services, such as pothole and street repairs, park maintenance, and youth and senior programs.

When asked about amending the funding formula, respondents were evenly divided.

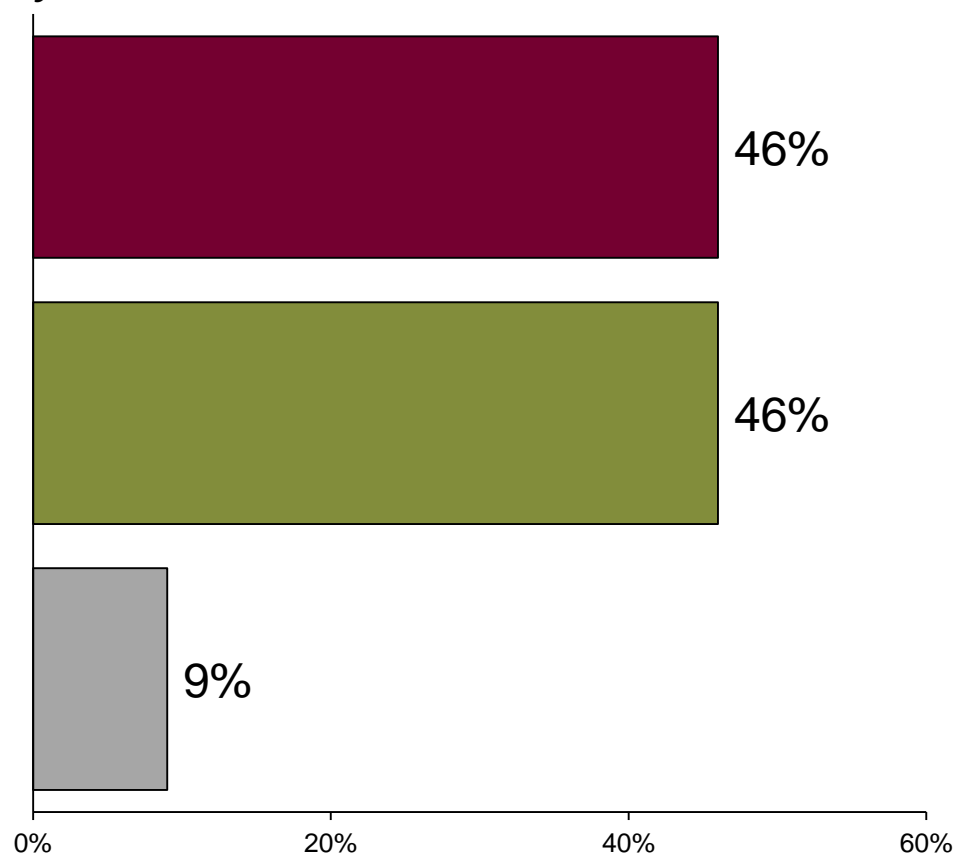
Having heard this, which of the following two statements about minimum funding formula for public safety services established by Measure O comes closer to your opinion. Please try to choose, even if it is difficult.

Measure O's minimum funding formula for public safety services should not be amended and should be left as-is

OR

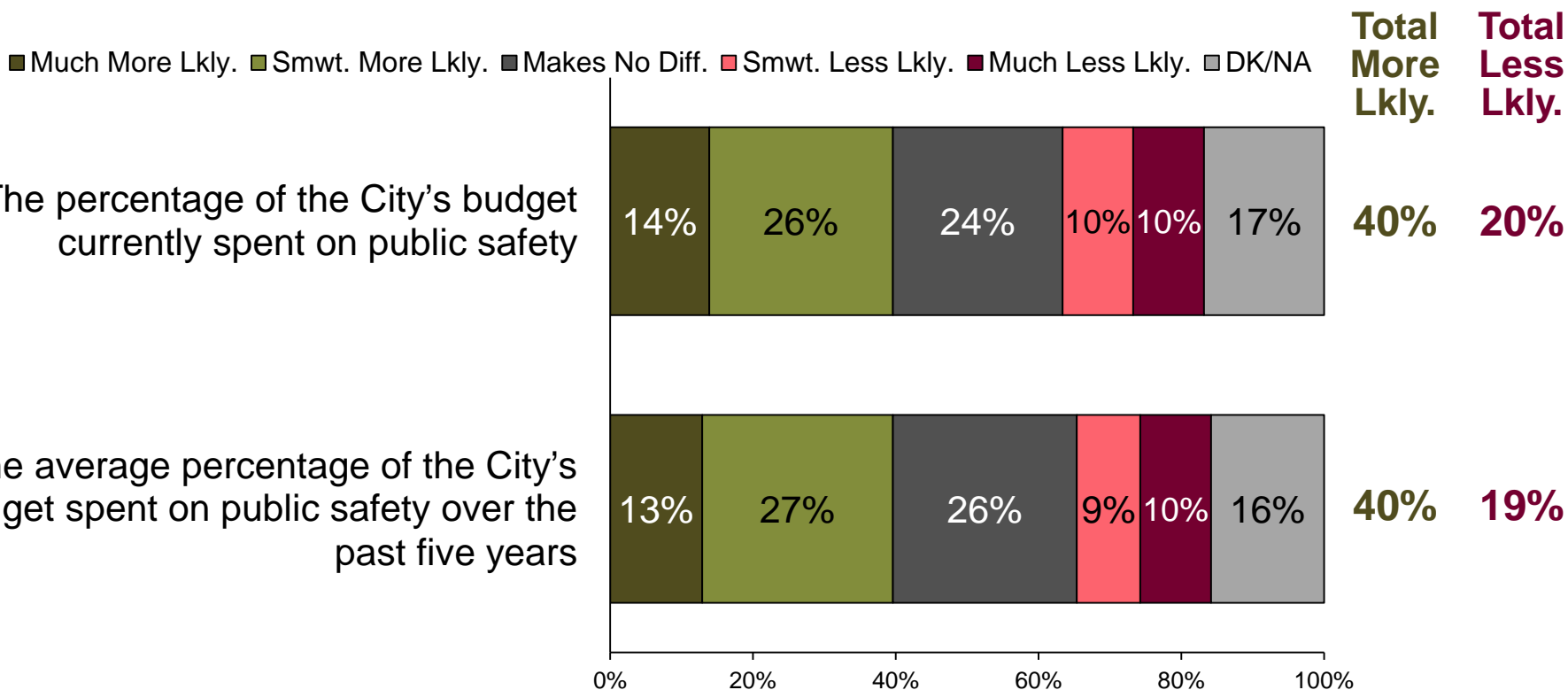
Measure O's minimum funding formula for public safety services should be amended to reflect the City's current budget

Don't know

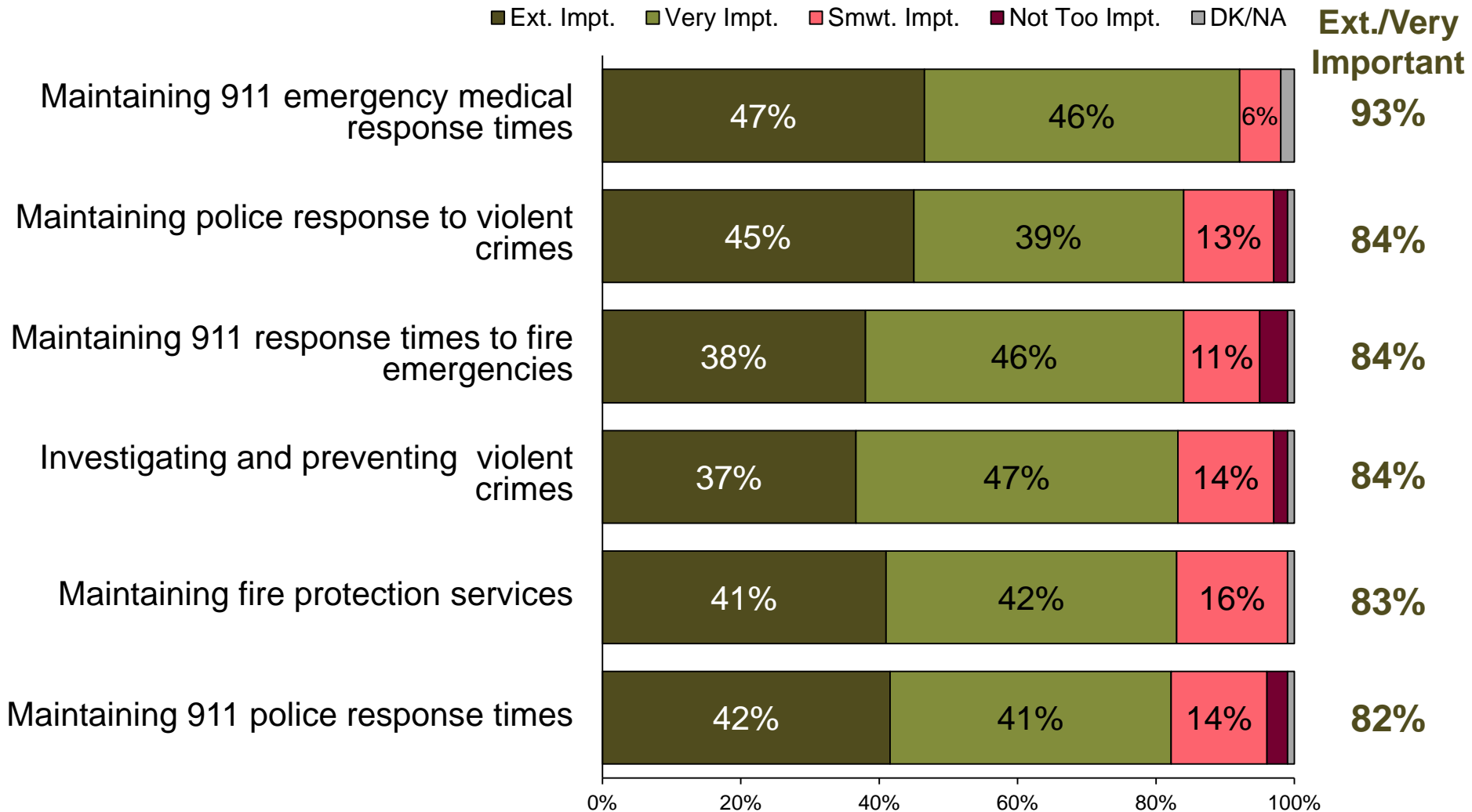


Respondents did not express a strong preference when presented with two different public safety funding formula alternatives.

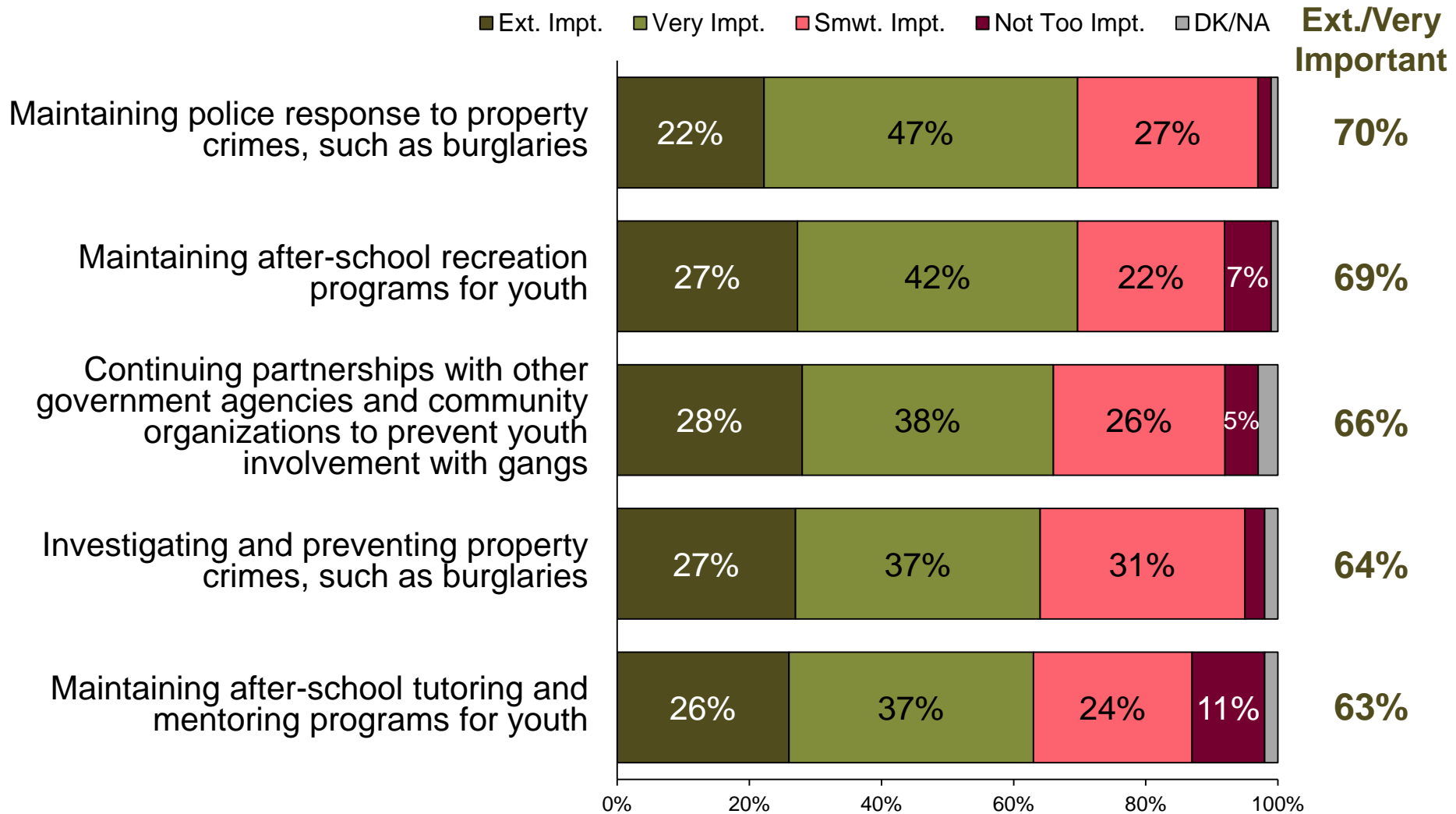
Would you be more likely or less likely to vote for this measure if it required that future minimum funding levels for public safety were based upon _____.



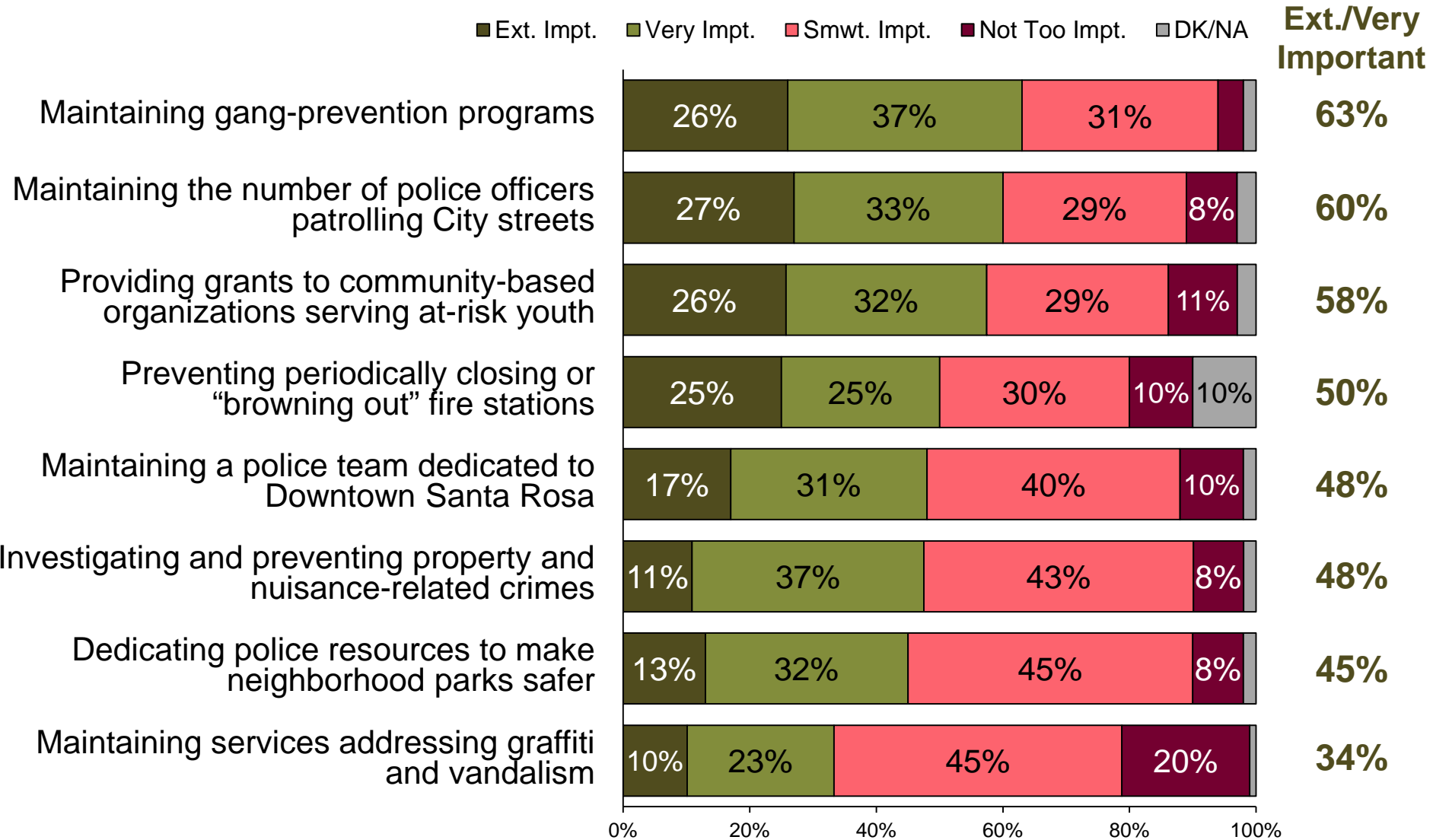
Maintaining emergency response times and police response to crimes were most important to respondents.



Youth activities were also seen as valuable, but a significantly lower priority than emergency services.



Code enforcement was seen as a lower priority.



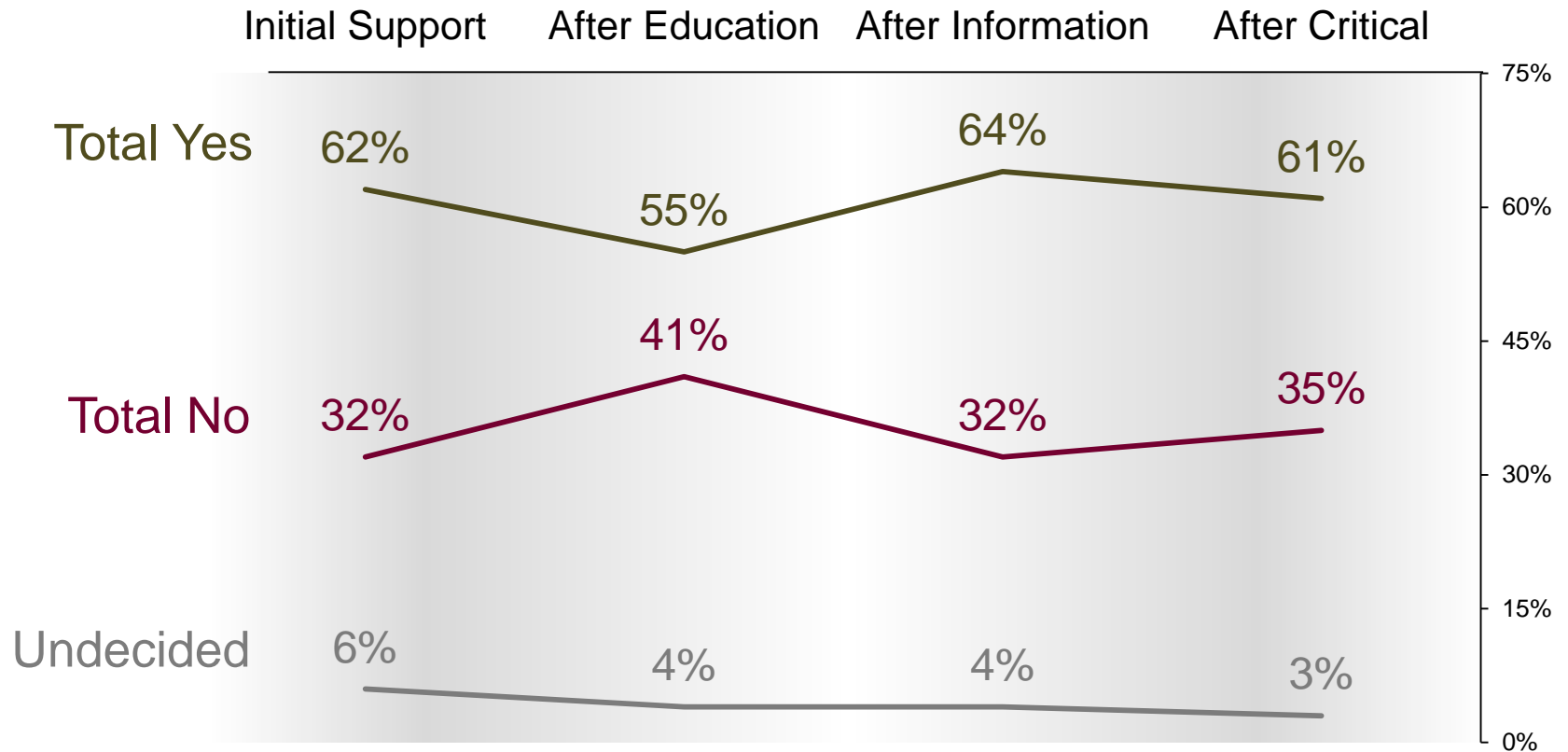
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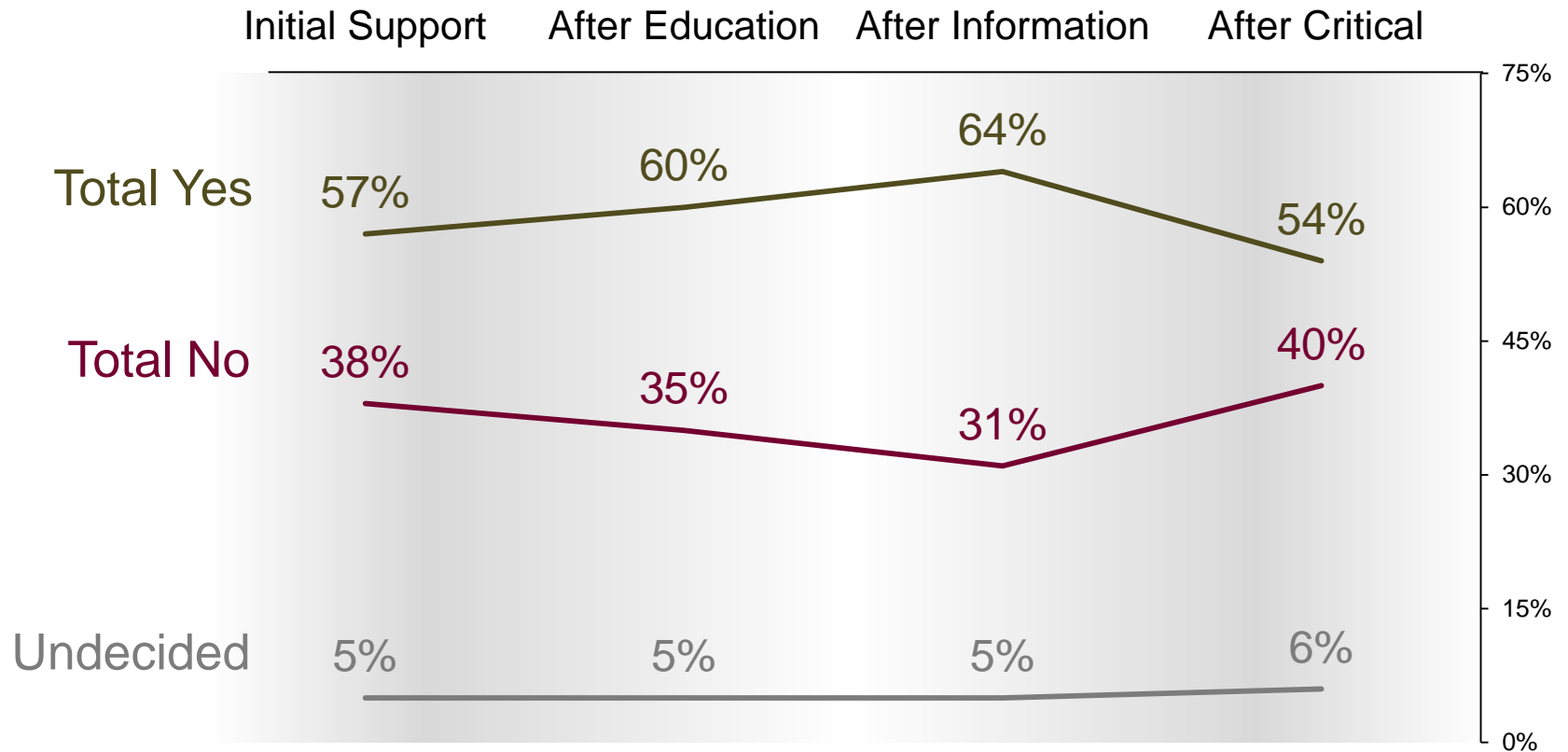
Roughly 3 in 5 expressed support for a Continuation measure after hearing information on both sides.

Measure O - Continuation



Support for a Reform measure declined more notably after hearing information on both sides.

Measure O - Reform



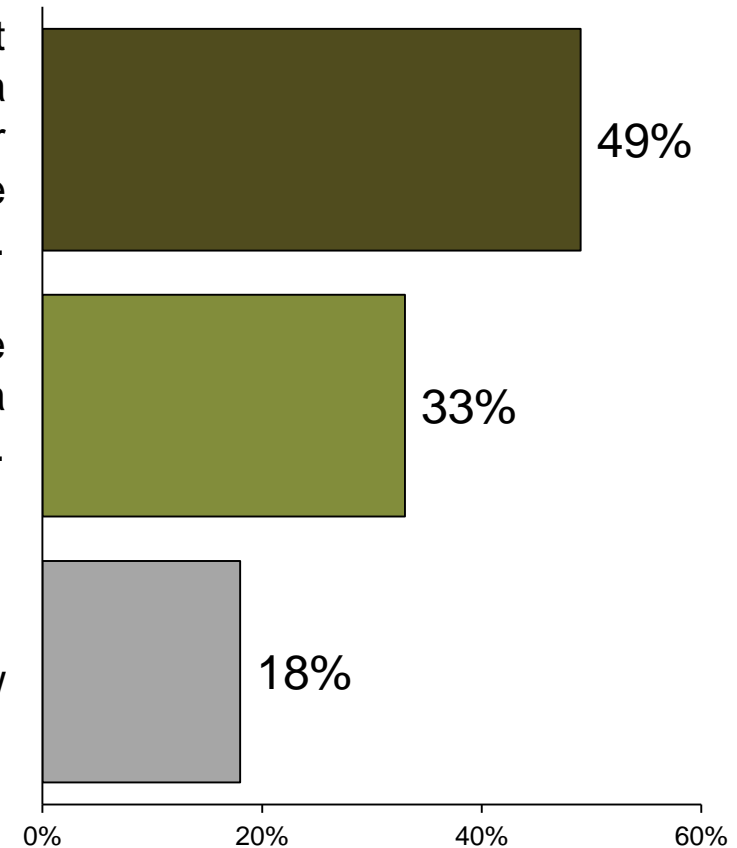
Half of respondents agreed that funding for other City priorities should not be delayed due to Measure O revision issues.

If the City needs additional funds to address critical issues, it should ask voters to consider revenue measures – such as a housing bond, modernizing the City’s utility users tax, or establishing a tax on medical marijuana – and not let the debate over Measure O reform delay these efforts.

OR

The City botched Measure O, and it needs to fix their mistake to create a more equitable public safety funding formula before asking voters to vote on any new revenue measures.

Don't know



Other Potential Finance Measures

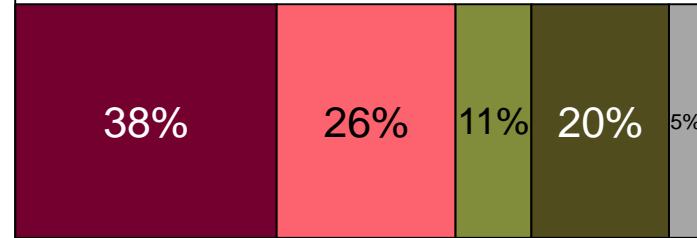


A general purpose medical marijuana tax generated notable support.

■ Def. Yes ■ Prob./Und., Lean Yes ■ Prob./Und., Lean No ■ Def. No ■ DK/NA

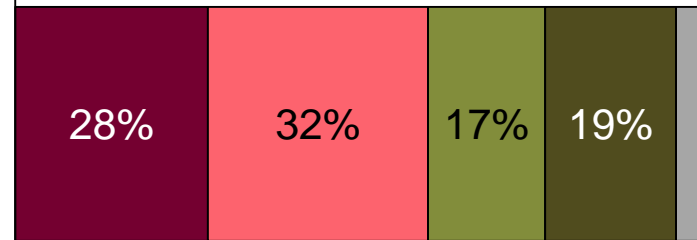
Total Yes **Total No**

(MARIJUANA) This measure would fund City services – such as police and fire protection, street and pothole repair, and parks and recreation programs – by establishing a tax of up to 15% on the gross receipts of marijuana businesses in Santa Rosa.



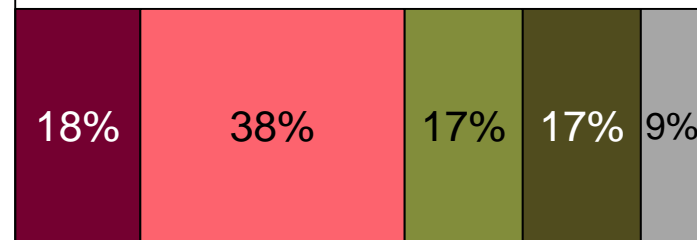
64% **31%**

(HOUSING BOND) This measure would fund projects and programs, helping to increase the supply of housing options for working families and supporting homeless populations, and by issuing \$30 million in general obligation bonds.



60% **36%**

(UUT MODERNIZATION) This measure would maintain Santa Rosa's financial stability without increasing tax rates, and fund City services – such as police and fire protection, street and pothole repair, and parks and recreation programs – by modernizing the City's existing utility users tax so taxpayers are treated equally, regardless of communications technology used.



56% **34%**

0% 20% 40% 60% 80% 100%

Conclusions



Conclusions – General City Perceptions

- Voters hold generally positive opinions about life in Santa Rosa and City government.
- They view specific City departments – police, fire, and recreation/parks – quite favorably.
- Opinions are slightly more mixed about the City’s financial management.
- However, a majority (59%) feels Santa Rosa has additional funding needs.
- Issues related to housing and homelessness are seen as particularly pressing in the City.
- While a slim majority feels overall crime has increased, opinions are divided on gang-related crime rates.

Conclusions – Measure P

- Majorities of respondents are inclined to support either a measure renewing Measure P at the ¼ cent or ½ cent rate.
- However, viability is consistently stronger for renewal at the ¼ cent rate.
- Respondents appear comfortable extending Measure P until ended by voters.
- Absent a declaration of emergency, regularly scheduled municipal elections are the only time the City could place a majority-vote, general purpose measure on the ballot, giving the City the choice of this year or 2018.

Conclusions – Measure O

- Few are familiar with Measure O – only a little more than one in ten (12%) consider themselves “very familiar.”
- Overall, it appears that Measure O is not a top-of-mind issue for most respondents, with slightly more viability for continuing it as-is versus reforming it, though arguments on both sides appear compelling.
- Respondents appeared evenly divided on the minimum public safety funding levels established by Measure O.
- Half of respondents feel that Measure O reform discussions should not delay consideration of other potential City finance measures, while one-third of voters want Measure O addressed first.
- Measures related to Measure O could be placed on any future ballot, providing the City with more flexibility.

Conclusions – Other Finance Measures

- Majorities are open to supporting all three other finance measures considered – a marijuana gross receipts tax, a UUT modernization and a \$30 million housing bond.
- However, the two-thirds vote threshold for a bond makes it clearly the most challenging option.
- Support is comparatively strongest for a marijuana measure.
- Absent a declaration of emergency, this November is the only time the City could place majority-vote, general purpose measure on the ballot until 2018 (i.e., marijuana or UUT).
- A housing bond could be placed on any future ballot.

Consultant Recommendations-Sequenced Plan

- The consulting team recommends that the City use all upcoming election opportunities in optimal manners, given these results.
 - The City has the opportunity of General Purpose Measure/s in November 2016.
 - Measure O can be addressed during any election cycle or calendar year.
 - A housing bond can also during any election cycle or calendar year, though it is not currently viable.
- The City should consider renewing Measure P in November 2016.
- The consultants recommend use of the 2017 year for any desired Measure O revisions.
- The consultants recommend use of the November 2018 cycle for a UUT or housing bond.

Measure P Renewal Considerations

- Consultants recommend a Measure P Renewal Measure on the November 2016 election at the ½ cent rate only if the following criteria are met:
 - No other City measures on this ballot at the same time.
 - To the judgment of the City and its stakeholders, collaborative teamwork during this period on any future measures, in a manner that does not exacerbate constituent concerns about the City's fiscal management.
- Should the City wish to put a marijuana initiative on 2016:
 - Constituents are likely to “pick/choose.”
 - In this scenario, the consulting team would recommend renewing Measure P at the current rate only, if paired with a marijuana measure.

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Appendices



Measure P Demographics



City of
Santa Rosa
California

Viability by Gender, Age, Party and Ethnicity

(Total Yes)

Demographic Group	½ Cent	¼ Cent
Gender		
Men	63%	66%
Women	58%	66%
Age		
18-49	68%	79%
50-64	56%	60%
65+	55%	58%
Party		
Democrats	69%	78%
Independents	57%	59%
Republicans	42%	46%
Ethnicity		
Whites	61%	67%
Voters of Color	57%	71%

Viability by Educational Attainment and Household Income

(Total Yes)

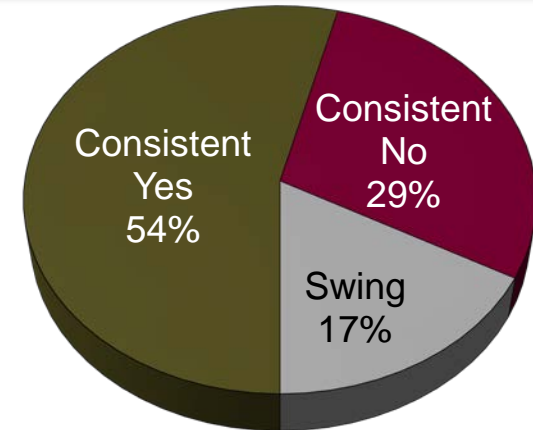
Demographic Group	½ Cent	¼ Cent
Education		
High School Educated	64%	78%
Some College Education	60%	66%
Four-year College Graduates	58%	61%
Post-Graduate Educated	63%	71%
Some College or Less	61%	69%
Four-year College or More	60%	65%
Household Income		
<\$50,000	56%	60%
\$50,000-\$100,000	64%	67%
\$100,000+	70%	74%

Segmenting Santa Rosa Voters by Consistency of Support for Measure P

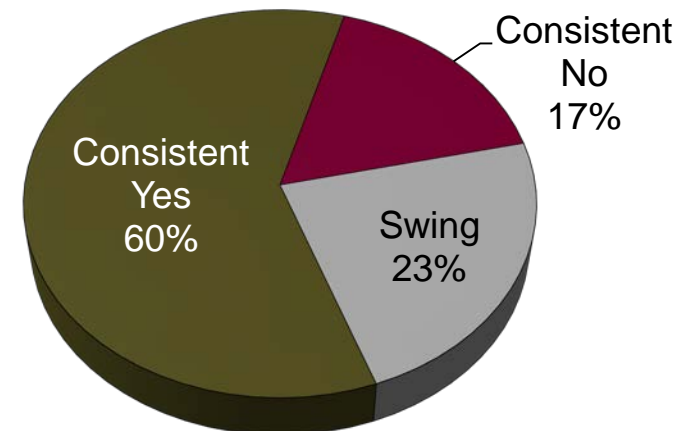
- ❖ **Consistent Yes:** Voters who consistently indicated they would vote yes on the measure
- ❖ **Consistent No:** Voters who consistently indicated they would vote no on the measure
- ❖ **Swing:** Voters who do not fall into any of the other categories – remaining consistently undecided or switching positions

The following slide shows demographic groups that *disproportionately* fall into one category or the other.

Measure P – ½ Cent



Measure P – ¼ Cent



Measure P Informational Statements



City of
Santa Rosa
California

Measure P Renewal Messages

***(NO TAX INCREASE)** This measure does not create new taxes. It simply continues an existing tax – one previously passed by a majority of voters – which the City has relied upon to fund and maintain essential City services, like police and fire protection, youth and senior programs, and street and park maintenance for nearly the past decade.

(GANGS – PREVENTION) Because of gang-related activities and crime in Santa Rosa, this measure is needed to maintain youth programs like after-school tutoring, mentoring, job training, and recreation to keep kids in school, off the streets, and out of gangs.

(ACCOUNTABILITY) This measure includes tough accountability provisions such as requiring independent audits, ensuring that all funds remain in Santa Rosa, and publishing of expenditure reports. These fiscal safeguards will ensure that the public knows exactly how these funds are being spent.

***(AMOUNT)** To put it into perspective, this measure would only raise the sales tax 50 cents for every \$100 purchased. This is a small price to pay to maintain funding for essential City services, like police and fire protection, youth and senior programs, and street and park maintenance.

Measure P Renewal Messages (Continued)

(GENERAL PUBLIC SAFETY) This measure is needed to preserve funding for essential City services, like police and fire protection, 911 emergency response times, and youth programs that keep teens off the streets and out of trouble.

(STREET MAINTENANCE) Without this sales tax revenue, the City will have to cut back on maintaining local streets and roads. This measure will provide the necessary funding to continue fixing potholes, repairing sidewalks, and repaving local streets, in order to maintain safety and traffic flow throughout Santa Rosa.

(GENERAL SERVICES) Santa Rosa could face major budget deficits, if this sales tax revenue were to come to an end. Without this revenue the City could be forced to make deep cuts to essential City services like police and fire protection, youth and senior programs, and street and park maintenance.

Measure P Critical Statements

(TAXES/ECONOMY) With our local economy still struggling to get out of the last recession and the cost of living continuing to rise, many hard-working Santa Rosa families are having a hard time making ends meet. We simply cannot afford any more taxes at this time.

(RECENT FAILURE/REFORM) Just a couple of years ago, voters rejected another City tax measure, in large part because the City refuses to reform a problematic spending formula included in the City's existing public safety tax measure. The City should respect this decision and reform Santa Rosa's public safety measure before putting yet another tax measure on the ballot.

(NO SUNSET) We were promised that this tax would be temporary to help the City address emergency budget problems caused by the Great Recession. Now the City is breaking its promise and trying to extend taxes again, this time without an end date. We should vote "no" on any "forever" tax because we just can't trust the City.

***(WASTE)** Instead of pushing another tax measure, the City should just cut unnecessary spending. We don't need to raise taxes again and allow bureaucrats and politicians to waste our tax dollars.

Measure P Critical Statements (Continued)

***(PENSIONS)** Much of the revenue generated by this measure is simply going to pay for expensive pensions and healthcare benefits for existing and retired City employees. In fact, the City has over \$216 million in outstanding debt for retiree benefits.

(MULTIPLE TAXES) The City is planning to put multiple tax measures on the ballot, including one exclusively for public safety. They are trying to trick taxpayers into paying more. City government needs to tighten its belt, before asking for more from taxpayers.

(UNNECESSARY) This tax was originally passed when the City had much more significant problems with the budget, but simply is no longer necessary. Our economy has improved and we no longer need this sales tax.

Measure O Demographics



City of
Santa Rosa
California

Viability by Gender, Age, Party and Ethnicity

(Total Yes)

Demographic Group	Continuation	Reform
Gender		
Men	58%	56%
Women	65%	58%
Age		
18-49	67%	60%
50-64	61%	64%
65+	58%	48%
Party		
Democrats	74%	62%
Independents	52%	54%
Republicans	44%	48%
Ethnicity		
Whites	65%	54%
Voters of Color	58%	71%

Viability by Educational Attainment and Household Income

(Total Yes)

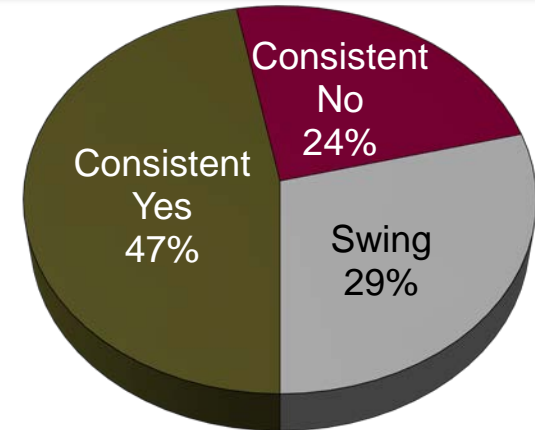
Demographic Group	Continuation	Reform
Education		
High School Educated	62%	70%
Some College Education	72%	54%
Four-year College Graduates	54%	57%
Post-Graduate Educated	61%	54%
Some College or Less	69%	59%
Four-year College or More	57%	56%
Household Income		
<\$50,000	71%	69%
\$50,000-\$100,000	71%	53%
\$100,000+	61%	54%

Segmenting Santa Rosa Voters by Consistency of Support for Measure O

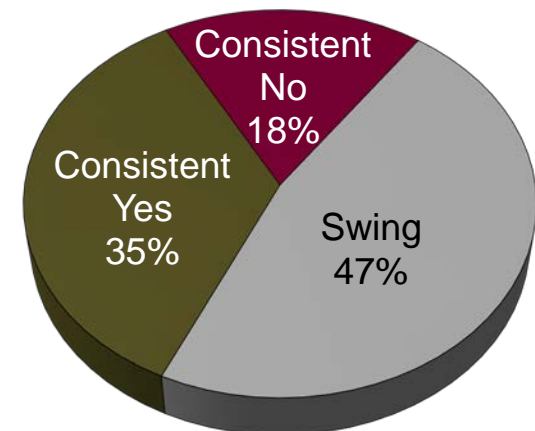
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The following slide shows demographic groups that *disproportionately* fall into one category or the other.

Measure O - Continuation



Measure O - Reform



Measure 0 Informational Statements



City of
Santa Rosa
California

Measure O Informational Statements: As-Is

(POLICE/GANGS) This measure is needed to maintain the number of police officers patrolling our streets, and to continue reducing gang violence by providing options for at-risk youth. Violent crime in Santa Rosa has been reduced by 68% since 2005, and high school graduation dropout rates have decreased by 23% since 2010.

(FIRE/MEDICAL RESPONSE) Since 2005, funds from this measure have enhanced fire and emergency services by paying for the operation of fire trucks, funding the construction of fire stations, and hiring additional firefighters. We need this measure to continue funding such critical services, and to prevent cuts to the City's 911 emergency response services.

(NO TAX INCREASE) This measure does not create new taxes. It simply continues an existing tax – one previously passed by a majority of voters – which the City has relied upon to fund and maintain public safety services for the past decade.

(CONTINUE BASELINE) First passed in 2004, Measure O's provision establishing a minimum funding level for public safety spending has been critical for making Santa Rosa a safe place to live. We need to keep this provision so that public safety services won't be reduced, even when things like the economy and the City's budget change over time.

Measure O Informational Statements: As-Is

(OTHER VITAL SERVICES) Measure O's minimum public safety funding formula was well meaning, but has had consequences no one intended. Unfortunately, it puts funding for other important services like roads, housing, and programs for youth and seniors at risk. We need reform. This modest change allows Santa Rosa to continue to fund public safety services, without hurting other services.

(OVERSIGHT) Measure O language did not establish as much citizen oversight as our community now desires. A reform measure would enhance independent oversight of Measure O funds – allowing the oversight committee to review and suggest spending priorities instead of simply confirming the funds were being spent according to the voted-upon formula.

(COUNCIL VOTES) In the 12 years since Measure O was passed, the City Council has been forced to declare a fiscal crisis, or vote to suspend the measure's minimum public safety funding formula five times to prevent cuts to other services. We need this measure to fix a formula that clearly doesn't work and regularly puts our City Council in a difficult position.

(PROPORTIONATE SHARE) Measure O's minimum funding levels for public safety go up every single year, even if the overall budget stays the same or decreases. This reform measure will allow the City to make adjustments when times are bad.

Critical Statement to Continuing Measure O As-Is

(COMPENSATION/PENSIONS) Most of the money raised by this measure will just go to the high salaries, pensions, and overtime pay for existing and retired City employees, including police officers and firefighters. We don't need to give them any more money when some can retire as early as age 50, and the City has over \$200 million in outstanding debt for retiree benefits.

(MEASURE O BASELINE PROBLEMS) When originally passed in 2004, no one intended on Measure O resulting in public safety consuming a larger portion of the City's budget each year. We shouldn't continue to support this sales tax if we don't also change the formula so that certain vital services are no longer prioritized at the expense of others.

(TAX UNNECESSARY) This tax was originally passed when the City had much more significant problems with crime, but simply is no longer necessary. Our economy has improved, and voters passed another sales tax in 2010, both contributing to a larger overall City budget and more funds available for public safety.

Critical Statements Re: Reforming Measure O

(OVERSIGHT REFORM UNNECESSARY) Current citizen oversight of Measure O is working just fine and changing the oversight requirements will actually make it harder to ensure government is held accountable. It will be extremely difficult to find someone who is both a budget expert and a public safety one to review the expenditures. This measure will just add more bureaucracy and will slow down Santa Rosa's access to important public safety funds and services.

(BASELINE REFORM UNNECESSARY) The minimum public safety spending formula established by Measure O was not a mistake. Voters clearly said they didn't trust future City Councils to sufficiently fund public safety services – especially during tough economic times. And, the Council is empowered to lower the funding levels at any time. Changing the formula will guarantee public safety service reductions, which is exactly what the voters didn't want.

(PUBLIC SAFETY IMPROVEMENTS) It's hard to deny that Measure O helped make Santa Rosa safer – crime is down, we have more police on the streets, 911 response times have improved, and fewer youth are turning to gangs. If this measure passes, we will likely take a step backward and lose these gains, and Santa Rosa will be less safe than it is today.

(VOTERS HAVE SPOKEN) Measure O was approved by over 70% of voters- and they knew what they were doing. We should reject this so-called “reform” measure, and trust that voters got it right back in 2004.