

# City of Santa Rosa Measure P and O Tracking Survey

Surveys Conducted  
July 20-24, 2016

*Fairbank,  
Maslin,  
Maulin,  
Metz &  
Associates*

FM3

T H E  
**LEW**  
**EDWARDS**  
G R O U P

# Survey Goals

- Test two different ballot scenarios for renewing Measure P and reforming Measure O, taking into consideration the most recent survey results and the City's policy objectives:

## Scenario #1

- Testing Measure P renewal and Measure O reform as two separate measures

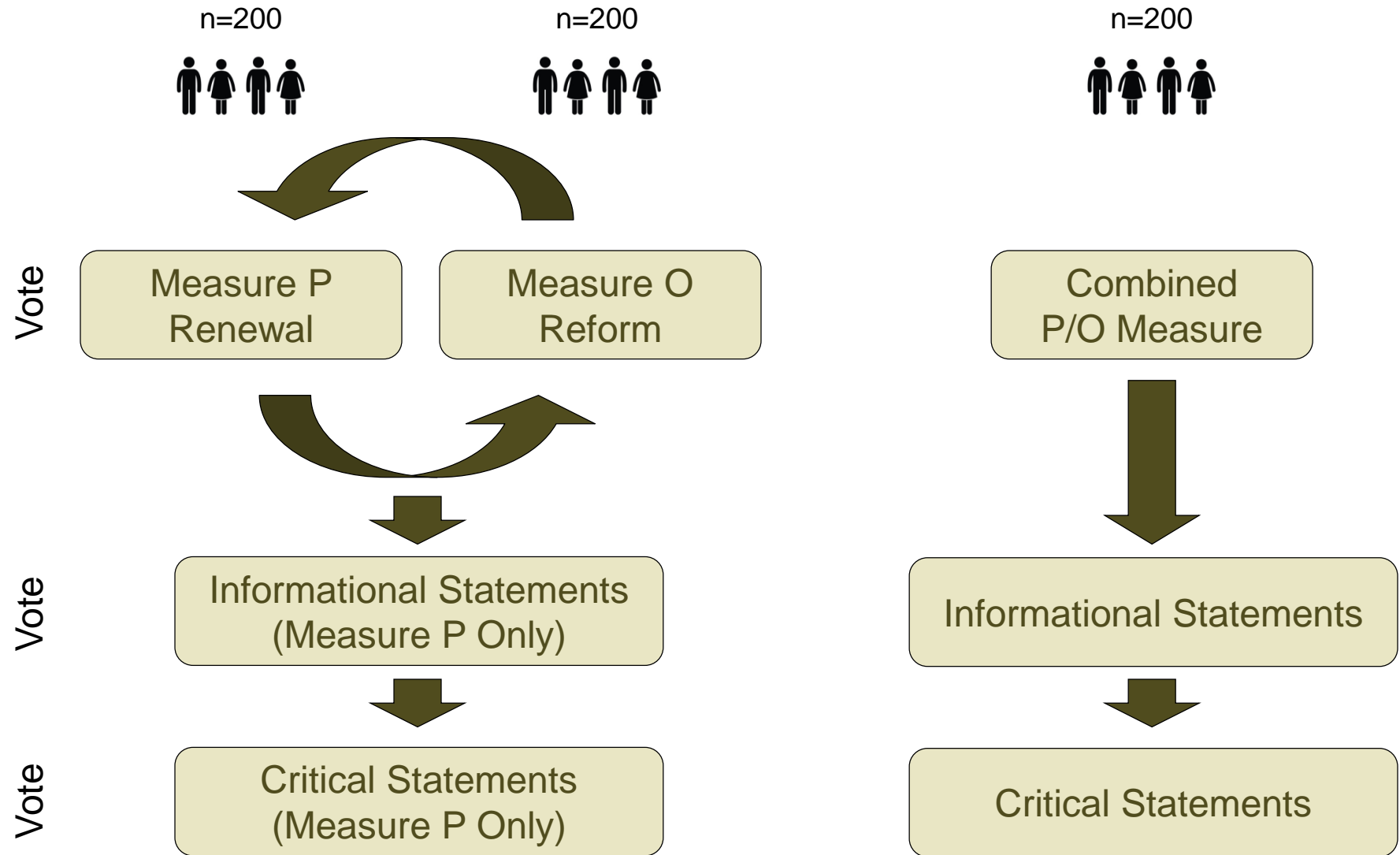
## Scenario #2

- Combining Measure P renewal and Measure O reform as one combined measure

# Overall Methodology

- 600 telephone interviews with voters likely to cast ballots in November 2016 in the City of Santa Rosa
- Interviews conducted July 20-24, 2016
- Interviews on landlines and cell phones in English and Spanish
- Margin of sampling error of +/- 4.0% at the 95% confidence level
  - Margin of sampling error of +/-6.9% for the split samples (n=200)
- Some percentages may not sum to 100% due to rounding

# Survey Structure

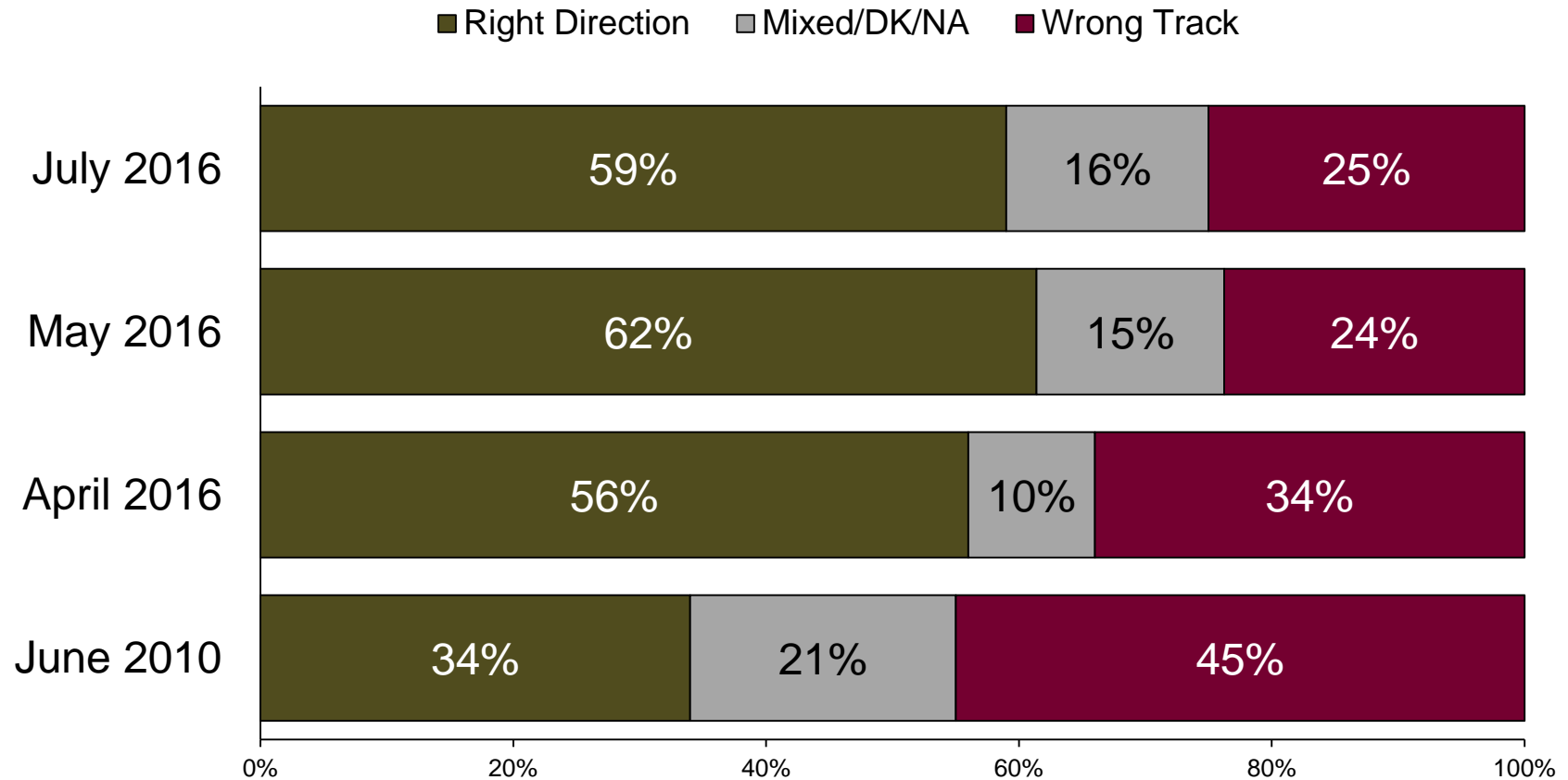


# Issue Context



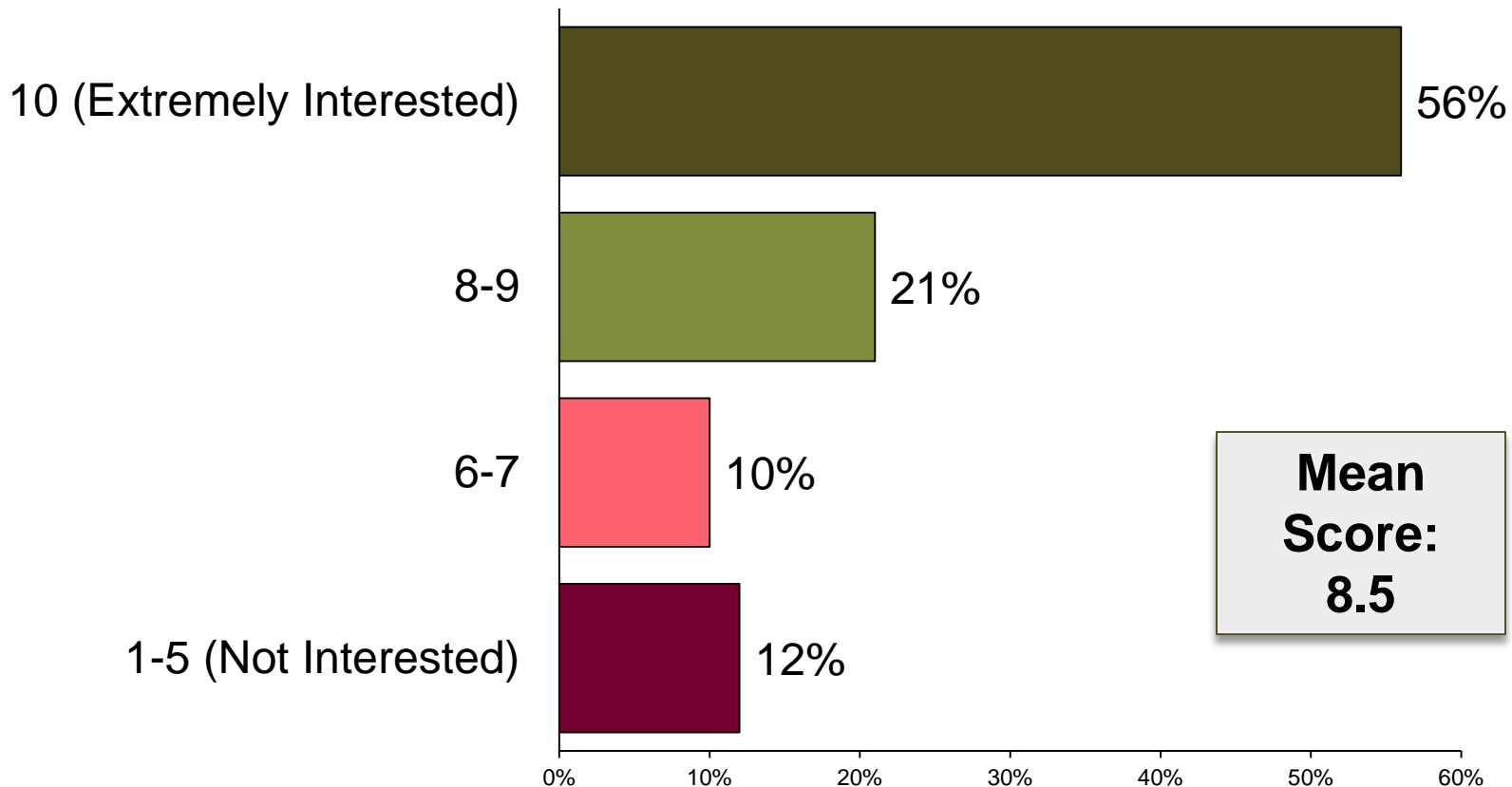
# A majority continues to feel Santa Rosa is headed in the right direction.

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



# Most likely voters are keenly interested in the upcoming election.

*In November of this year, there will be a statewide election to allow voters to vote for President, Congress, the State Legislature and on state and local ballot measures. On a 1 to 10 scale – where “1” is “not at all interested” and “10” is “extremely interested” – how interested are you in this election? ?*



# **Interest in Separate Measure P and O Ballot Measures**



City of  
Santa Rosa  
California



# Measure P Ballot Language Tested

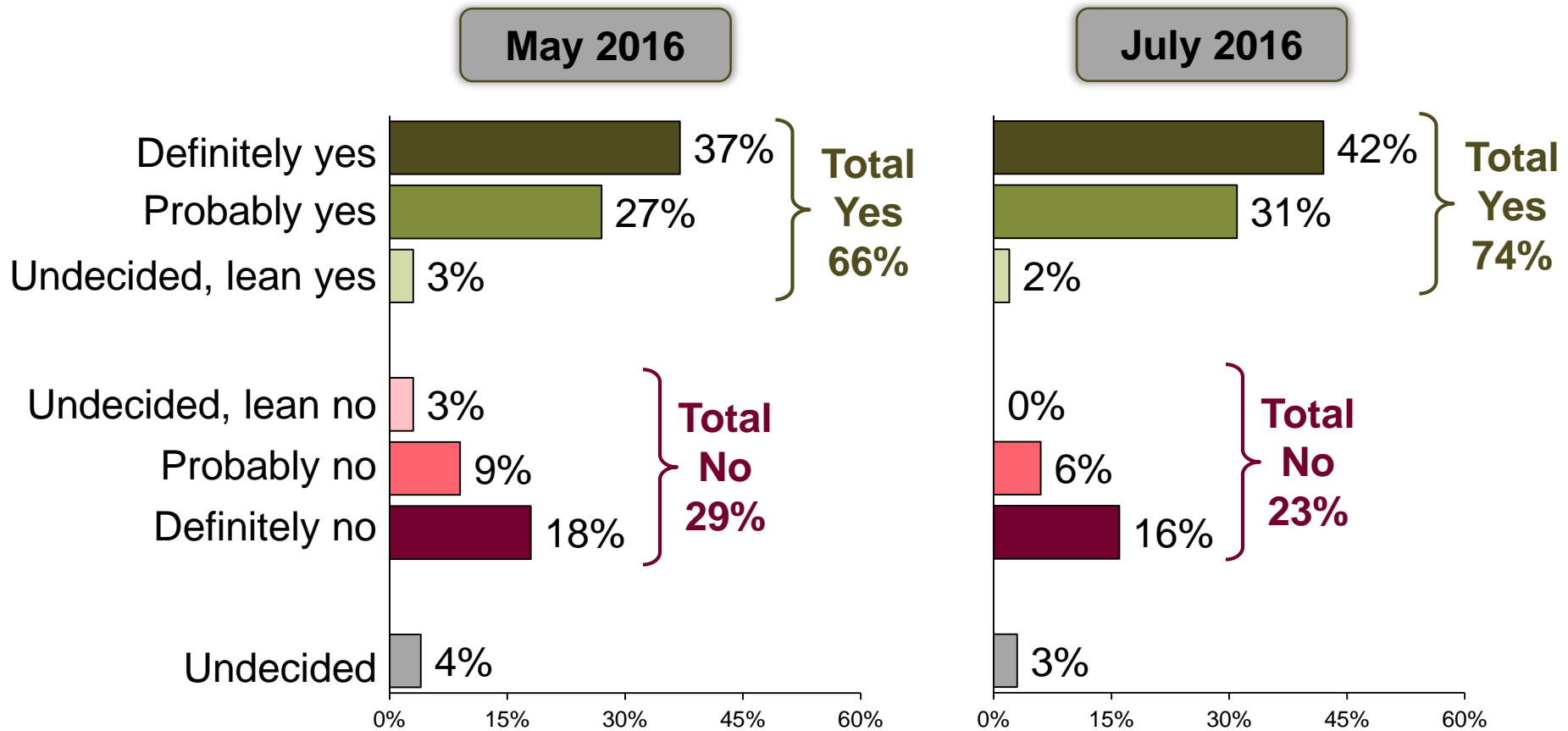
May 2016

**City of Santa Rosa Vital City Services Measure.** To maintain Santa Rosa's financial stability without increasing taxes and to fund vital City services, including: police/fire protection; 911 emergency response; street/pothole repair; parks/recreation programs; youth/ senior programs; housing/ homelessness services; and other general City services, shall the City of Santa Rosa extend an existing, voter-approved, ¼ cent sales tax, providing approximately \$8 million annually, **until ended by voters**, requiring independent audits, public spending review, and all revenues controlled locally?

July 2016

**Santa Rosa City Services Measure.** To maintain financial stability and funding, without increasing taxes, for services, such as police/fire protection; 911 emergency response; street/pothole repair; parks/recreation programs; **clean drinking water**; affordable housing/ homelessness services; and other general city services, shall the City of Santa Rosa extend an existing, voter-approved ¼ cent sales tax **for 8 additional years**, providing approximately \$8 million annually; requiring independent audits, public spending review, and all funds controlled locally?

# In the recent survey, three-quarters expressed support for a Measure P renewal measure with a Measure O reform measure also on the ballot.



# Measure O Ballot Language Tested

April 2016

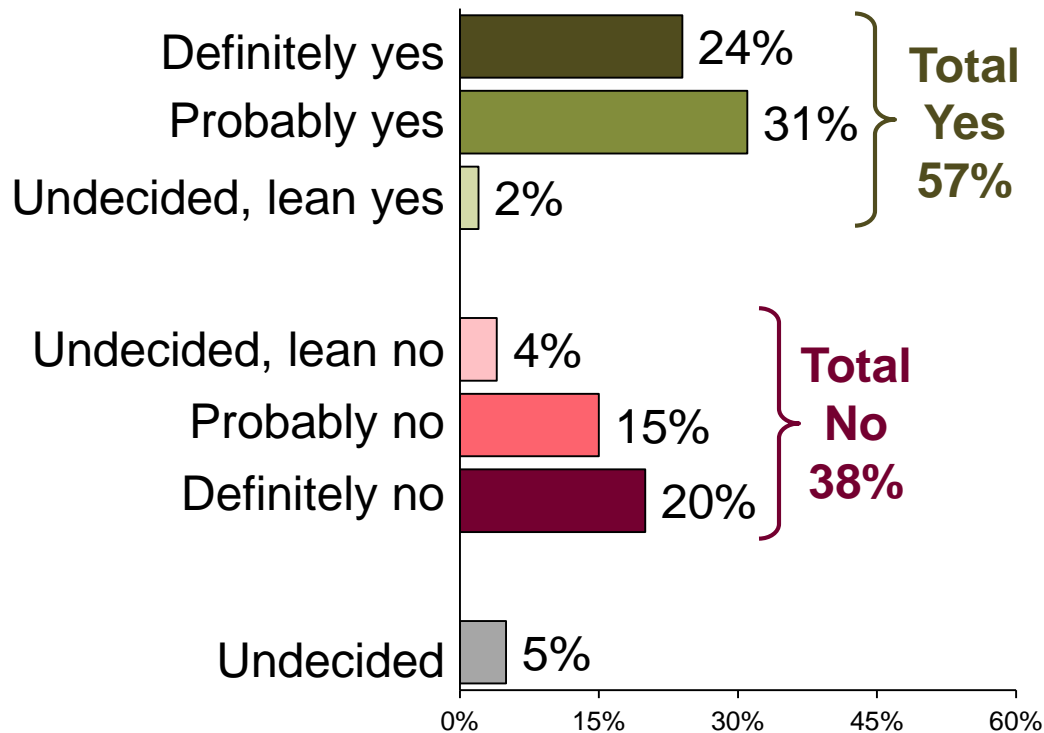
**City of Santa Rosa Public Safety Spending and Oversight Reform Measure.** To establish new minimum funding levels for public safety services; and increase funding availability for pothole and street repairs, park maintenance, housing programs, youth/senior programs, and other vital City services, shall 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 ¼ cent public safety sales tax?

July 2016

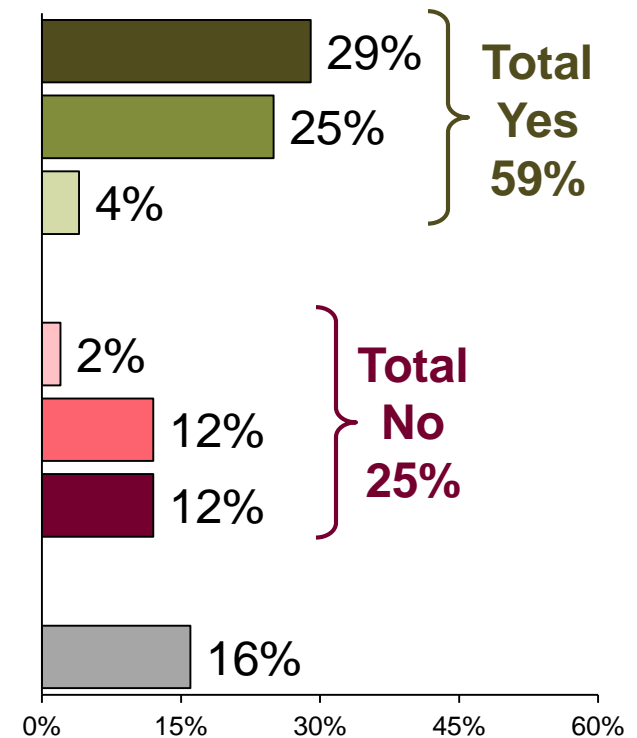
**City of Santa Rosa Public Safety Spending Levels.** Shall the City of Santa Rosa amend the minimum funding requirements for public safety services, including police, fire, and gang-prevention, to reflect City FY 2015-16 spending levels?

# Support for a Measure O reform measure has remained consistent with varied ballot language.

April 2016

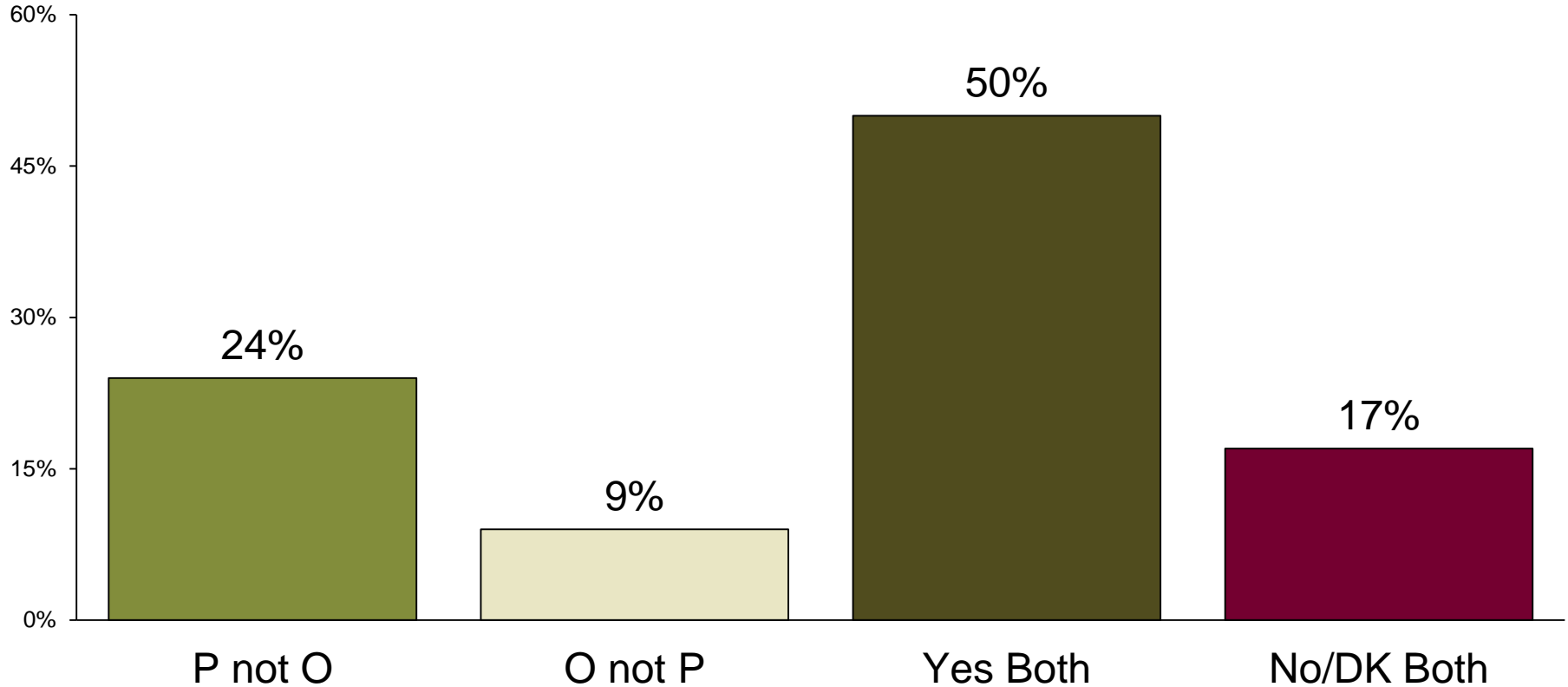


July 2016



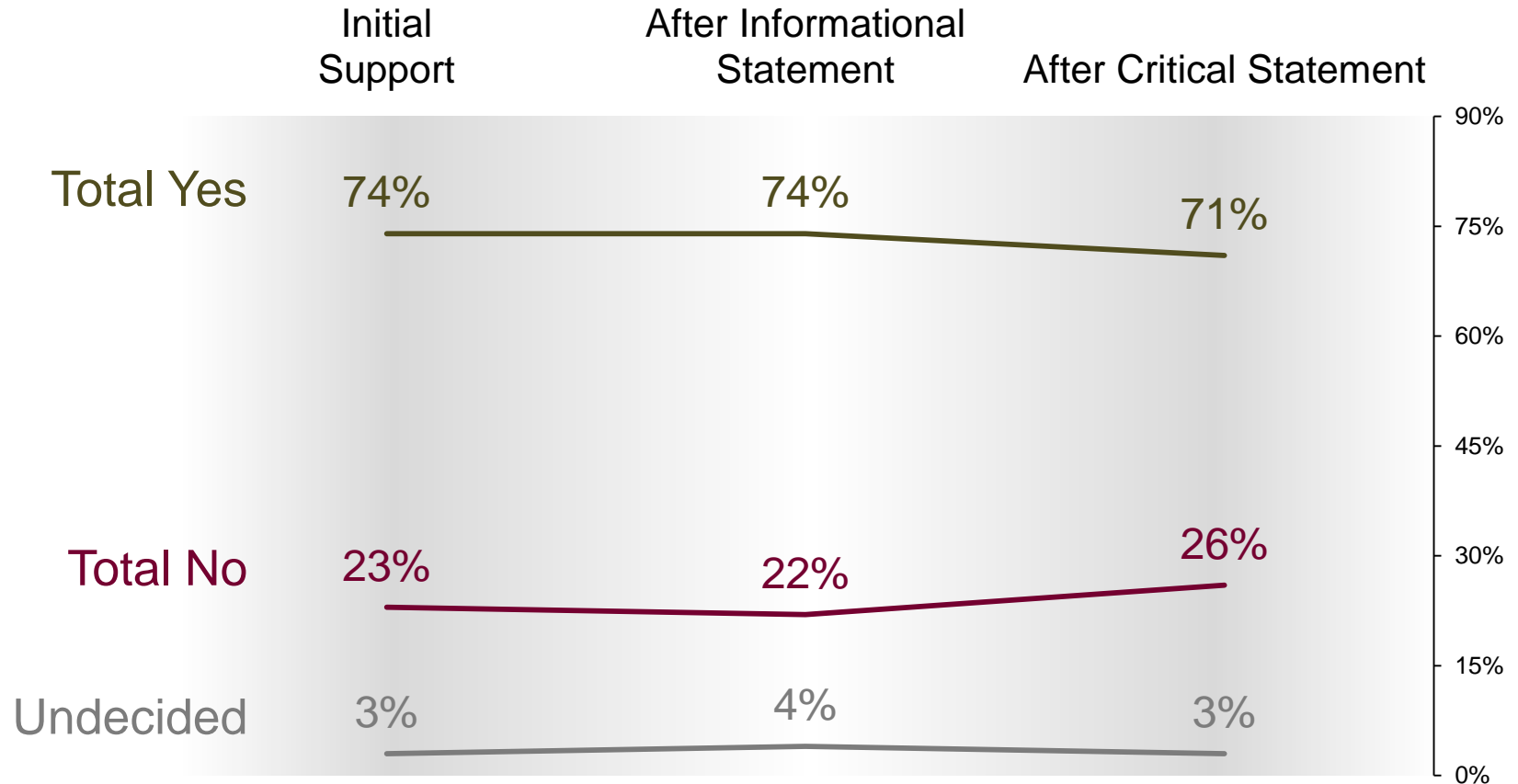
Q4 (Total). If there were an election today, do you think you would vote "yes" in favor of this measure, or "no" to oppose it?

# Half of respondents indicated they would vote “yes” on both measures.



# Support for renewing Measure P was consistent throughout the survey

*(Measure P)*



# **Interest in a Measure Combining Measures P and O**



City of  
Santa Rosa  
California

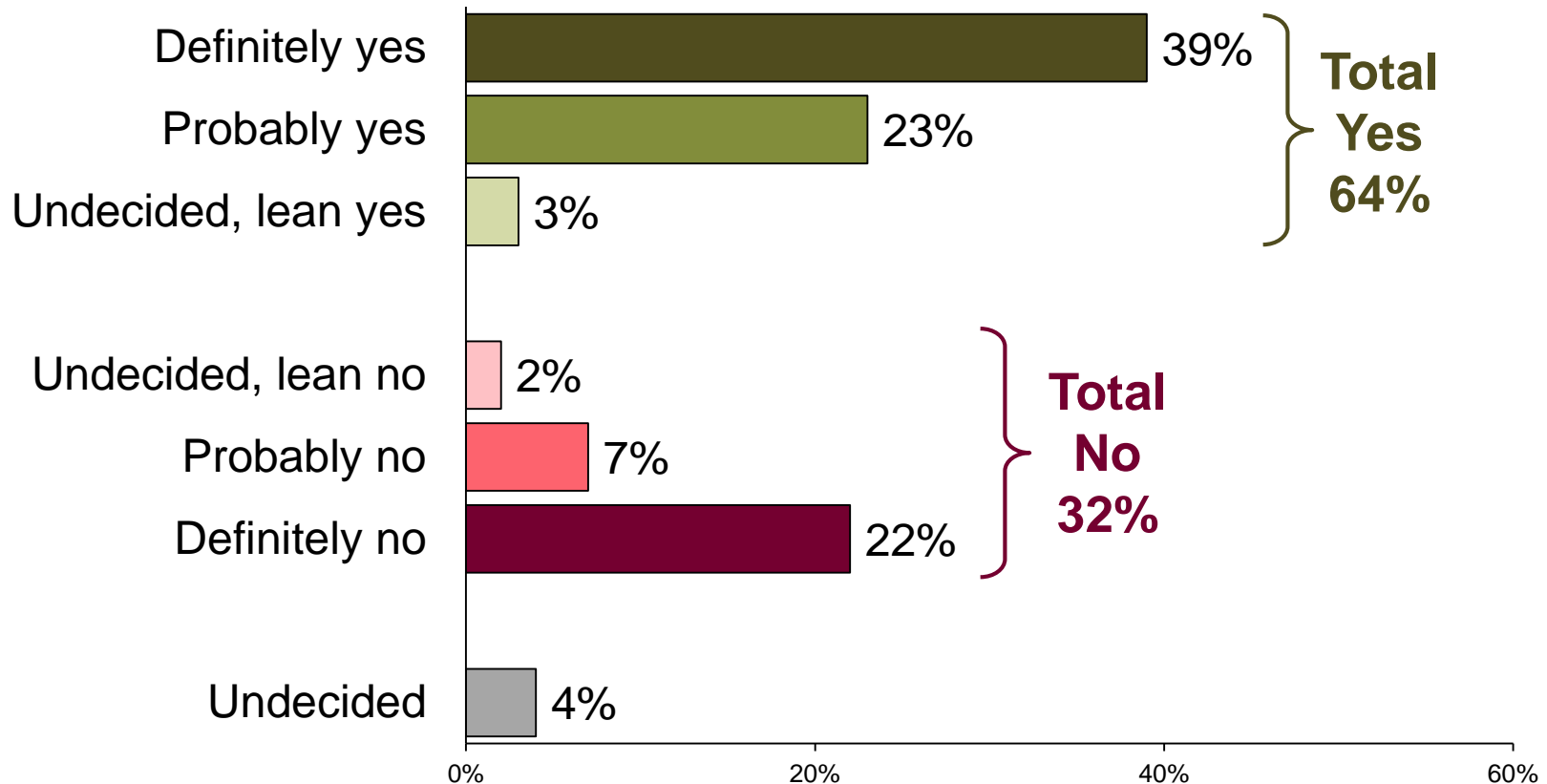
# Combined Measure P & O

## Ballot Language Tested

**City of Santa Rosa Services Measure.** To maintain funding, without increasing taxes, for services like police/fire protection; emergency response; street/pothole repair, clean drinking water; affordable housing; and other general city services, shall the City of Santa Rosa extend an existing, voter-approved ¼ cent sales tax for 8 additional years providing approximately \$8 million annually, and change the minimum funding requirements for public safety services, including police, fire, and gang-prevention, to reflect City FY 2015-16 spending levels?

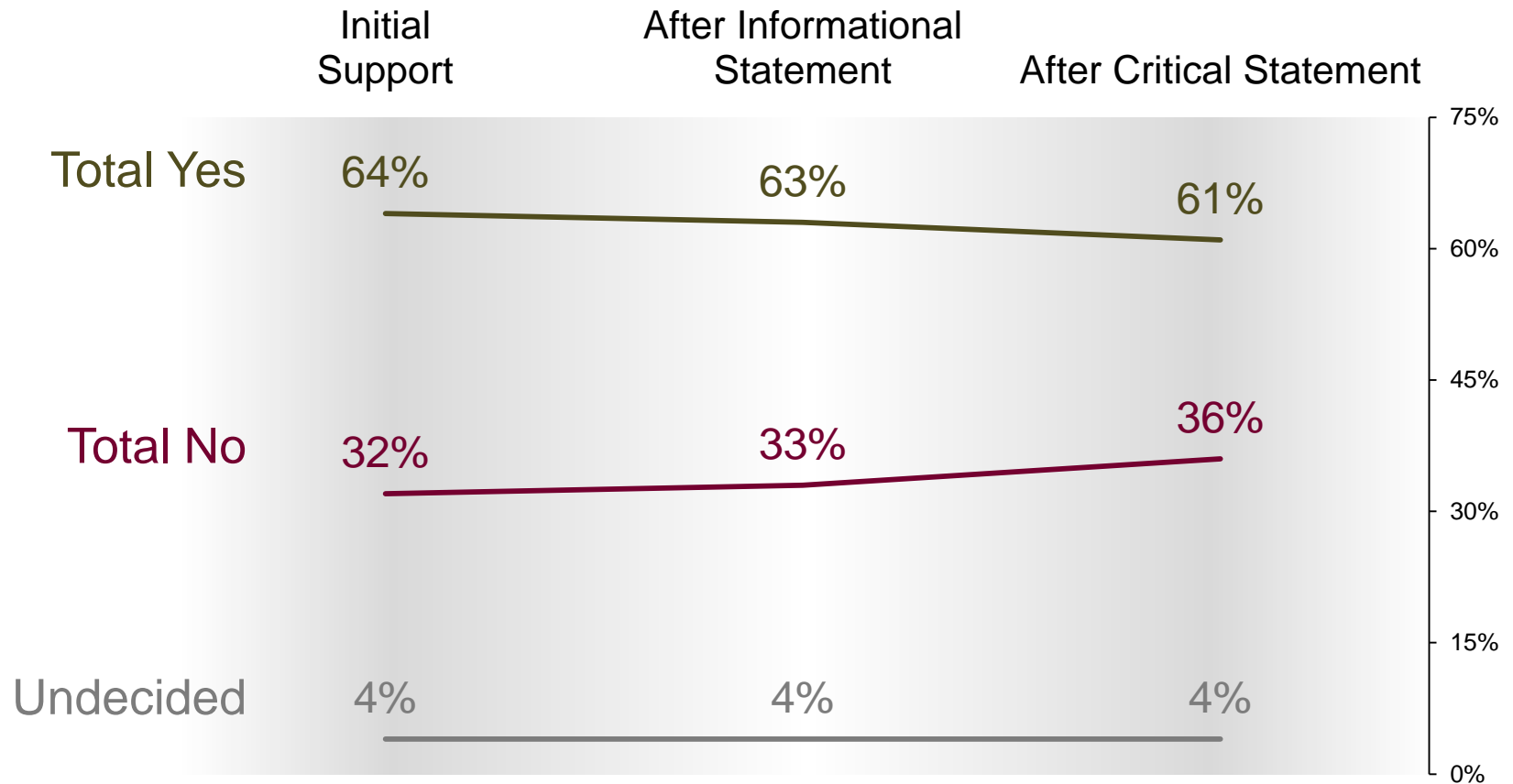


# More than three in five indicated they would vote “yes” for a combined measure.



# Support for a combined measure was consistently above 60%, but eroded slightly over the survey.

*(Combined Measure P and O)*



# Conclusions



# Conclusions

- Santa Rosa voters this November are open to supporting Measure P, no-tax increase renewal and Measure O adjustment measures on the ballot at the same time, as well as a single measure combining both objectives.
- However, support for a standalone Measure P renewal measure is notably stronger than for a combined P/O measure.
- Consequently, the chances of renewing Measure P appear to be increased when it is separate from a Measure O reform measure.

**For more information, contact:**

*Fairbank,  
Maslin,  
Maullin,  
Metz &  
Associates*

**FM3**



**FM3**

**1999 Harrison St., Suite 2020  
Oakland, CA 94612**

**Phone (510) 451-9521**

**Fax (510) 451-0384**

**Curt@FM3research.com**

**Dave@FM3research.com**

**Lucia@FM3research.com**

**The Lew Edwards Group**

**5454 Broadway**

**Oakland, CA 94618**

**P.O. Box 21215**

**Oakland, CA 94620**

**Phone (510) 594-0224**

**Fax (510) 420-0734**

**info@lewedwardsgroup.com**

# Appendices



# **Arguments for and against a Measure P Renewal Measure**



**Supporters** say this measure is critical to maintaining the City's long-term financial stability and to addressing city service and delivery needs residents have indicated are important, including providing clean drinking water, protecting and maintaining 911 police and emergency medical response times, fire protection services, and road and street maintenance. Furthermore, this measure will fund programs that make housing more affordable to working families, and youth programs to keep kids in school, off the streets, and out of trouble. As written, this measure includes important accountability provisions, such as mandatory financial audits, requiring all funds remain in Santa Rosa, and publishing financial audits to the community. Without this measure, the City will lose millions of dollars a year and be forced to make difficult service delivery decisions. However, by supporting this measure, voters would continue to pay a mere 25 cents for every \$100 spent in Santa Rosa, which is a small price to pay to maintain funding for essential City services and our quality of life.

**Opponents** say we simply cannot afford any more taxes at this time. 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. Furthermore, 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. 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.



# **Arguments for and against a Combined P and O Measure**



City of  
Santa Rosa  
California

**Supporters** say this measure is critical to maintaining the City's long-term financial stability and to addressing city service and delivery needs residents have indicated are important, including providing clean drinking water, protecting and maintaining 911 police and emergency medical response times, fire protection services, and road and street maintenance. Furthermore, this measure will fund programs that make housing more affordable to working families, and youth programs to keep kids in school, off the streets, and out of trouble. As written, this measure includes important accountability provisions, such as mandatory financial audits, requiring all funds remain in Santa Rosa, and publishing financial audits to the community. Additionally, the current minimum funding requirements for public safety services are well meaning, but put funding for other important services like roads, housing, and programs for youth and seniors, at risk. We need reform and this modest change allows Santa Rosa to continue to fund public safety services, without hurting other services.

**Opponents** say we simply cannot afford any more taxes at this time. 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. Instead of pushing another tax measure, the City should just cut unnecessary spending, such as expensive employee pensions and healthcare benefits. Additionally, the existing, voter-approved minimum public safety spending formula was not a mistake. Changing the formula will guarantee public safety service reductions, which is exactly what the voters didn't want.