

City planning for a one percent tax - see question 3

Tax would mainly be an infrastructure tax - see question 11

OCTOBER 18, 2019

FM3
RESEARCH

CITY OF ORINDA 2019 BALLOT MEASURE SURVEY
220-3756
DRAFT 2C
A/B & C/D SPLITS

Hello, I'm calling from _____, a public opinion research company. We are not telemarketers trying to sell anything, or ask for a donation of any type. We're conducting a public opinion survey about issues that concern people in Orinda (or-REN-da). May I please speak to _____? (MUST SPEAK TO VOTER LISTED. VERIFY THAT THE VOTER LIVES AT THE ADDRESS LISTED; OTHERWISE, TERMINATE.)

A. Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering yourself or others?

- Yes, cell and can talk safely----- 1
- Yes, cell but cannot talk safely ----- TERMINATE
- No, not on cell----- 2
- (DON'T READ) DK/NA/REFUSED----- TERMINATE

1. (T) Next, would you say the overall quality of life in Orinda (or-REN-da) is excellent, good, only fair, or poor?

- Excellent----- 1
- Good ----- 2
- Only fair----- 3
- Poor ----- 4
- (DON'T READ) DK/NA ----- 5

NOW I WOULD LIKE TO ASK YOU ABOUT A MEASURE THAT MAY APPEAR ON A FUTURE CITY OF ORINDA (or-REN-da) BALLOT.

2. It could read as follows:

“Orinda (or-REN-da) Essential City Services Measure. To help maintain vital City services, including:

- ongoing repairs to roads and storm drains, including those on arterial and collector streets, and private and public residential streets
- restoring wildlife habitat and recreation along San Pablo Creek,
- emergency/ natural disaster preparedness, including wildfire prevention and evacuation planning,

Shall the City of Orinda (or-REN-da) renew at the one-cent rate a sales tax providing 2-point-4 million dollars annually (SPLIT SAMPLE C ONLY: until ended by voters) (SPLIT SAMPLE D ONLY: for 10 years), with financial audits, public review of all expenditures and a citizens oversight committee?”

If the election were held today, do you think you would vote “Yes” in favor of this measure, or “No” to oppose it? (IF YES/NO, ASK: “Is that definitely or just probably?”) (IF UNDECIDED, DK/NA ASK: “What are you leaning towards, voting yes, or voting no?”)

- Definitely yes----- 1
- Probably yes ----- 2
- Undecided, lean yes ----- 3
- Undecided, lean no ----- 4
- Probably no ----- 5
- Definitely no ----- 6
- (DON'T READ) DK/NA ----- 7

(ASK ONLY IF YES/NO - CODES 1-6 - IN Q2)

3. In a few words of your own, why would you vote YES/NO on this ballot measure? (OPEN END, RECORD VERBATIM RESPONSE BELOW)

a. Yes:

b. No:

(RESUME ASKING ALL RESPONDENTS)

4. The structure of this measure has not been finalized. Instead of establishing a one-cent sales tax, it could continue the existing half-cent sales tax with no increase in taxes. If that were the case, do you think you would vote "Yes" in favor of this measure, or "No" to oppose it? **(IF YES/NO, ASK: "Is that definitely or just probably?") (IF UNDECIDED, DK/NA ASK: "What are you leaning towards, voting yes, or voting no?")**

- Definitely yes----- 1
- Probably yes ----- 2
- Undecided, lean yes ----- 3
- Undecided, lean no ----- 4
- Probably no ----- 5
- Definitely no ----- 6
- (DON'T READ) DK/NA ----- 7**

NOW I WOULD LIKE TO ASK YOU SOME MORE GENERAL QUESTIONS ABOUT LOCAL GOVERNMENT IN ORINDA (or-REN-da).

5. **(T)** Overall, how would you rate the job being done by the City of Orinda **(or-REN-da)** in providing basic services and taking care of the needs of Orinda residents? Would you say the City of Orinda is doing an...?

- Excellent----- 1
- Above average----- 2
- Average----- 3
- Below average, or ----- 4
- Poor job----- 5
- (DON'T KNOW/NA) ----- 6**

6. **(T)** And how would you rate the job the City of Orinda **(or-REN-da)** has done spending tax dollars wisely? Would you say the City is doing an ...?

- Excellent----- 1
- Above average----- 2
- Average----- 3
- Below average, or ----- 4
- Poor job----- 5
- (DON'T KNOW/NA) ----- 6**

7. First, I'm going to read you a brief list of City services. Please tell me whether you generally approve or disapprove of the job each is doing. **(IF APPROVE/DISAPPROVE, ASK: Is that strongly or just somewhat?) (RANDOMIZE)**

	<u>STR.</u>	<u>SW</u>	<u>S.W.</u>	<u>STR.</u>	<u>(DON'T</u>
	<u>APPROVE</u>	<u>APPROVE</u>	<u>DISAPP.</u>	<u>DISAPP.</u>	<u>READ)</u>
					<u>DK/NA</u>
[]a. (T) The Orinda (or-REN-da) City Council -----	1	2	3	4	5
[]b. (T) The Orinda (or-REN-da) Police Department -----	1	2	3	4	5
[]c. (T) The Orinda (or-REN-da) Parks and Recreation Department -----	1	2	3	4	5
[]d. (T) The Orinda (or-REN-da) Department of Public Works -----	1	2	3	4	5
[]e. (T) The Orinda (or-REN-da) Planning Department -----	1	2	3	4	5
[]f. (T) The Orinda (or-REN-da) Library -----	1	2	3	4	5

8. Now, I am going to read you a list of some specific services provided by the City of Orinda (or-REN-da). After you hear each one, please tell me whether you are generally satisfied or dissatisfied with the quality of that service in the City of Orinda. **(IF SATISFIED/DISSATISFIED, ASK: Is that very SATISFIED/DISSATISFIED or just somewhat?) (RANDOMIZE)**

	<u>VERY</u>	<u>S.W.</u>	<u>SW</u>	<u>VERY</u>	<u>(DK/NA)</u>
	<u>SATIS.</u>	<u>SATIS.</u>	<u>DISSAT.</u>	<u>DISSAT.</u>	
[]a. (T) Reviewing and issuing permits for new residential construction and home remodels -----	1	2	3	4	5
[]b. (T) Providing police emergency response services -----	1	2	3	4	5
[]c. (T) Maintaining local parks -----	1	2	3	4	5
[]d. (T) Maintaining the cleanliness and general appearance of downtown -----	1	2	3	4	5
[]e. (T) Preparing the community for natural disasters -----	1	2	3	4	5
[]f. (T) Maintaining a reasonable amount of reserve funding in the City budget -----	1	2	3	4	5
[]g. (T) Maintaining the City's streets and roads -----	1	2	3	4	5
[]h. (T) Repairing potholes -----	1	2	3	4	5

9. In the last few years would you say that the overall quality of (SPLIT SAMPLE A: public) (SPLIT SAMPLE B: residential) streets and roads in the City of Orinda (or-REN-da) has gotten better, gotten worse, or stayed about the same? (IF BETTER/WORSE, ASK: "Is that much BETTER/WORSE, or only somewhat?")

- Much better ----- 1
- Somewhat better----- 2
- About the same----- 3
- Somewhat worse ----- 4
- Much worse----- 5
- (DON'T KNOW/NA) ----- 6

10. (T) Now, what about the quality of roads and streets in your local neighborhood: Have they gotten better, gotten worse, or are they about the same as they were a few years ago? (IF BETTER/WORSE, ASK: "Is that much BETTER/WORSE, or only somewhat?")

- Much better ----- 1
- Somewhat better----- 2
- About the same----- 3
- Somewhat worse ----- 4
- Much worse----- 5
- (DON'T KNOW/NA) ----- 6

NOW I WOULD LIKE TO RETURN TO OUR DISCUSSION OF THE BALLOT MEASURE WE WERE PREVIOUSLY DISCUSSING. TO REFRESH YOUR MEMORY, THIS CITY OF ORINDA (or-REN-da) MEASURE WOULD RENEW ORINDA'S SALES TAX AT THE ONE-CENT LEVEL TO FUND VITAL CITY SERVICES INCLUDING REPAIRING PUBLIC ROADS AND STORM DRAINS, FIXING POTHOLES, AND IMPROVING TRAFFIC SAFETY.

11. First, I am going to read you a list of specific City projects and services that could be funded by the measure. Recognizing that there will not be enough funding to complete all of these projects, please tell me how important each one is to you: extremely important, very important, somewhat important, or not important. (RANDOMIZE)

	<u>EXT</u> <u>IMPT.</u>	<u>VERY</u> <u>IMPT.</u>	<u>SW</u> <u>IMPT.</u>	<u>NOT</u> <u>IMPT.</u>	<u>(DON'T</u> <u>READ)</u> <u>DK/NA</u>
(SPLIT SAMPLE A ONLY)					
[] a. Protecting vital City services -----	1	2	3	4	5
[] b. Repaving public arterial and collector streets and roads -----	1	2	3	4	5
[] c. (T) Repairing streets to improve driver, pedestrian, and bicyclist safety -----	1	2	3	4	5
[] d. (T) Repairing collapsing storm drains -----	1	2	3	4	5
[] e. Providing safe routes to schools -----	1	2	3	4	5
[] f. (T) Repaving public streets that are in poor condition -----	1	2	3	4	5

	<u>EXT</u> <u>IMPT.</u>	<u>VERY</u> <u>IMPT.</u>	<u>SW</u> <u>IMPT.</u>	<u>NOT</u> <u>IMPT.</u>	<u>(DON'T</u> <u>READ)</u> <u>DK/NA</u>
[]g. Repairing all public streets in Orinda (or-REN-da) to meet the same high standards -----	1	2	3	4	5
[]h. Restoring wildlife habitat along San Pablo Creek -----	1	2	3	4	5
[]i. Maintaining local parks-----	1	2	3	4	5
[]j. Preparing for natural disaster-----	1	2	3	4	5
[]k. Repairing public storm drains -----	1	2	3	4	5

(SPLIT SAMPLE B ONLY)

[]l. Repaving private, residential streets and roads -----	1	2	3	4	5
[]m. Maintaining vital City services -----	1	2	3	4	5
[]n. Making ongoing repairs to roads -----	1	2	3	4	5
[]o. Improving traffic safety on local streets -----	1	2	3	4	5
[]p. (T) Replacing failing storm drains to prevent road flooding -----	1	2	3	4	5
[]q. Repairing all public and private streets in Orinda (or-REN-da) to be maintained at the same level -----	1	2	3	4	5
[]r. (T) Improving traffic safety on local public streets -----	1	2	3	4	5
[]s. (T) Repaving major City streets -----	1	2	3	4	5
[]t. (T) Repairing storm drains at the same time the roads are repaired -----	1	2	3	4	5
[]u. Providing recreational opportunities such as a walking trail along San Pablo Creek -----	1	2	3	4	5
[]v. Implementing the Community Park Master Plan -----	1	2	3	4	5
[]w. Ensuring speedy emergency response-----	1	2	3	4	5
[]x. Wildfire prevention -----	1	2	3	4	5
[]y. Repairing private storm drains -----	1	2	3	4	5

(RESUME ASKING ALL RESPONDENTS)

12. Now let me ask you about another subject. As you may know, about 30 miles of Orinda's roads are privately owned, which are not maintained by the City. All local residents, including those living on private roads, pay the City sales tax on their purchases. The ballot measure we have been discussing could be structured so that some of the funding would help to maintain and repair privately-owned roads, as well as publicly-owned roads. Does this sound like something you would support or oppose? **(IF SUPPORT/OPPOSE, ASK: Is that strongly SUPPORT/OPPOSE or just somewhat?)**

- Strongly support----- 1
- Somewhat support ----- 2
- Somewhat oppose ----- 3
- Strongly oppose ----- 4
- (DON'T KNOW/NA)** ----- 5

13. Next, here are statements from supporters and opponents of using measure funding to pay for private road repair and maintenance. (ROTATE PARAGRAPHS)

[] Supporters say that about 20 percent of Orinda residents live on private roads – which look just like the publicly owned ones, and are open to the public. These families pay the same taxes as their neighbors on public streets and should share the benefit of publicly-funded road maintenance.

[] Opponents say that people who choose to live in homes on private roads should pay their own way. The City’s top priority should be maintaining the public streets and roads used by thousands of people every day.

Having heard this, would you support or oppose does using some funding from this ballot measure for private road repairs and maintenance? (IF SUPPORT/OPPOSE, ASK: Is that strongly SUPPORT/OPPOSE or just somewhat?)

- Strongly support----- 1
- Somewhat support ----- 2
- Somewhat oppose ----- 3
- Strongly oppose ----- 4
- (DON'T KNOW/NA) ----- 5

NOW I AM GOING TO READ YOU SOME STATEMENTS FROM BOTH SUPPORTERS AND OPPONENTS OF THE CITY OF ORINDA (or-REN-da) MEASURE YOU HEARD ABOUT, WHICH WOULD EXTEND THE EXISTING SALES TAX TO ONE CENT TO MAINTAIN CITY SERVICES.

14. First, I am going to read some statements from people who support the measure. After hearing each statement, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to support it on a future ballot. If you do not believe the statement, please tell me that too. (RANDOMIZE)

	VERY	SMWHT	NOT	DON'T
	CONV.	CONV.	CONV.	BELIEVE (DK/NA)

- []a. (PROPERTY VALUE) By maintaining and improving public street and road conditions, this measure will help to protect property values for Orinda homeowners. ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
- []b. (SAFETY) This measure will improve the safety of Orinda’s main public roads. By fixing deteriorating roads and preventing potholes, it will reduce damage to vehicles and help to prevent accidents that threaten the safety of drivers, pedestrians, and bicyclists. ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
- []c. (CHILDREN) Safer roads mean safer conditions for everyone in our neighborhoods. In particular, this measure will invest in ensuring that children can walk or bike to school safely. ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

VERY SMWHT NOT DON'T
CONV. CONV. CONV. BELIEVE (DK/NA)

[]d. **(FUTURE COSTS)** Delaying maintenance and repairs to Orinda's public roads and drains only increase costs in the long run. This measure will help repair roads and drains while construction costs are still relatively affordable. ----- 1 -----2----- 3 -----4----- 5

[]e. **(KEEP IMPROVING)** Orinda's overall pavement condition has improved greatly over the last few years as the City has invested in road maintenance and improvements. But we need to continue this tax to keep up that good work and prevent our roads from deteriorating again. ----- 1 -----2----- 3 -----4----- 5

[]f. **(EXPIRING)** This measure simply extends an existing tax the City has been using to pay for vital services. Without this measure, the City will have to find a way to raise more than 1 million dollars a year just to prevent cuts to essential services. ----- 1 -----2----- 3 -----4----- 5

[]g. **(NO OTHER SOURCES)** Unlike many cities in the Bay Area, Orinda does not have a utility users tax or business license tax, and has not increased its real property transfer tax on homeowners. ----- 1 -----2----- 3 -----4----- 5

15. Now that you have heard more about it, let me ask you again about the potential **Orinda (or-REN-da) Essential City Services Measure** to help maintain vital City services by renewing the existing sales tax at the one-cent rate. If the election were held today, would you vote yes in favor of it, or no to oppose it? **(IF YES/NO ASK):** "Is that definitely (YES/NO) or just probably (YES/NO)?" **(IF UNDECIDED, ASK:)** "Well, do you lean towards voting yes or no?"

Definitely yes ----- 1
 Probably yes ----- 2
 Undecided, lean yes ----- 3
 Undecided, lean no ----- 4
 Probably no ----- 5
 Definitely no ----- 6
(DON'T READ) DK/NA ----- 7

16. Next, I am going to read some statements from people who oppose the measure. After hearing each statement, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to oppose it on a future ballot. If you do not believe the statement, please tell me that too. (RANDOMIZE)

VERY CONV. SMWHT CONV. NOT CONV. DON'T BELIEVE (DK/NA)

- []a. (TRUST) The City should find money in its existing budget, rather than raising taxes. And we simply can't trust City government to spend this money effectively and efficiently. ----- 1 -----2----- 3 -----4----- 5
- []b. (HIDING) We have already been asked three times in the last decade to fund street improvements, and they are likely to ask again in a few years. This piecemeal approach is designed to hide the true costs from voters. ----- 1 -----2----- 3 -----4----- 5
- []c. (PRIVATE ROADS) Many streets in Orinda are privately owned and won't see any improvements from this measure. We shouldn't approve a plan that leaves out the roads that serve 20 percent of Orinda's families. ----- 1 -----2----- 3 -----4----- 5

17. Now, sometimes over the course of a survey like this, people change their minds, and sometimes they do not. Let me ask you one last time about the potential **Orinda (or-REN-da) Essential City Services Measure** to help maintain vital City services by renewing the existing sales tax at the one-cent rate. If the election were held today, would you vote yes in favor of it, or no to oppose it? (IF YES/NO ASK): "Is that definitely (yes/no) or just probably (yes/no)?" (IF UNDECIDED, ASK:) Well, do you lean towards voting yes or no?

Definitely yes ----- 1
 Probably yes ----- 2
 Undecided, lean yes ----- 3
 Undecided, lean no ----- 4
 Probably no ----- 5
 Definitely no ----- 6
 (DON'T READ) DK/NA ----- 7

NOW LET ME ASK YOU ABOUT A DIFFERENT MEASURE THAT COULD BE ON THE BALLOT INSTEAD OF THE ONE WE HAVE BEEN DISCUSSING.

18. This measure could read as follows:

To repair/ maintain failing roads and storm drains, restore and upgrade other roadways and storm drains, fix potholes, and improve safety on Orinda public streets, shall the City of Orinda (or-REN-da) issue XX million dollars in bonds, raising approximately XX annually, with financial audits, public review of all expenditures, and a citizens' oversight committee?

If the election were held today, would you vote yes in favor of it, or no to oppose it? (IF YES/NO ASK): "Is that definitely (yes/no) or just probably (yes/no)?" (IF UNDECIDED, ASK:) Well, do you lean towards voting yes or no?

- Definitely yes ----- 1
- Probably yes ----- 2
- Undecided, lean yes ----- 3
- Undecided, lean no ----- 4
- Probably no ----- 5
- Definitely no ----- 6
- (DON'T READ) DK/NA ----- 7

19. Next, I'm going to read you a list of sources from which people get information about local City of Orinda (or-REN-da) news. For each, I'd like you to tell me how often you use it to get information about local City of Orinda news: frequently, occasionally, rarely, or never. (RANDOMIZE)

	<u>FREQ.</u>	<u>OCCAS.</u>	<u>RARELY</u>	<u>NEVER</u>	<u>(DK/NA)</u>
(SPLIT SAMPLE A ONLY)					
[] a. (T) The weekly <i>Orinda (or-REN-da) Outlook</i> e-mail newsletter from the City -----	1	2	3	4	5
[] b. (T) Twitter -----	1	2	3	4	5
[] c. (T) City email alerts -----	1	2	3	4	5
[] d. (T) The <i>Orinda (or-REN-da) News</i> -----	1	2	3	4	5
[] e. (T) The City of Orinda's (or-REN-da's) website -----	1	2	3	4	5
[] f. (T) The information you receive in the mail -----	1	2	3	4	5
[] g. (T) The Nextdoor dot com website -----	1	2	3	4	5
(SPLIT SAMPLE B ONLY)					
[] h. (T) Facebook -----	1	2	3	4	5
[] i. (T) The <i>Lamorinda (LA-more-in-da) Weekly</i> -----	1	2	3	4	5
[] j. (T) Blogs -----	1	2	3	4	5
[] k. (T) The City's quarterly <i>Orinda (o-REN-da) Way</i> printed newsletter -----	1	2	3	4	5
[] l. The <i>East Bay Times</i> -----	1	2	3	4	5
[] m. (T) Nixle (nix-ULL) alerts -----	1	2	3	4	5

(RESUME ASKING ALL RESPONDENTS)

HERE ARE MY LAST QUESTIONS, AND THEY ARE FOR STATISTICAL PURPOSES ONLY.

20. Is your home on a publicly or privately owned road?

- Public ----- 1
- Private ----- 2
- (DON'T READ) DK/NA** ----- 3

21. (T) What was the last level of school that you completed?

- Less than high school graduate ----- 1
- High School graduate ----- 2
- Less than 4 years of college ----- 3
- College graduate (4) ----- 4
- Post graduate work/
Professional school ----- 5
- (DON'T READ) Refused** ----- 6

22. (T) Do you have any children under the age of 19 living at home?

- Yes ----- 1
- No ----- 2
- (DON'T READ) DK/NA** ----- 3

23. (T) I'm going to read you some categories for household income. Would you please stop me when I have read the category indicating the total combined income for all the people in your household before taxes in 2018?

- Under \$50,000 a year ----- 1
- \$50,001 to \$100,000 ----- 2
- \$100,001 to \$150,000 ----- 3
- \$150,001 to \$200,000 ----- 4
- \$200,001 to \$250,000 ----- 5
- Over \$250,000 ----- 6
- (DON'T READ) Refused** ----- 7

24. Next, would you like to provide an e-mail address for the City of Orinda (or-REN-da) to use in contacting you with information about the City?

(RECORD E-MAIL ADDRESS BELOW)

(ASK ONLINE ONLY)

QX. Are you ...?

- Male-----1
- Female-----2
- Nonbinary-----3
- Rather not say-----4

THANK AND TERMINATE

GENDER (BY OBSERVATION):

- Male-----1
- Female-----2

PARTY REGISTRATION:

- Democrat-----1
- Republican-----2
- No Party Preference-----3
- Other-----4

FLAGS

- P14-----1
- G14-----2
- P16-----3
- G16-----4
- P18-----5
- G18-----6
- BLANK-----7

HOUSEHOLD PARTY TYPE

- Dem 1-----1
- Dem 2+-----2
- Rep 1-----3
- Rep 2+-----4
- Ind 1+-----5
- Mix-----6

PERMANENT ABSENTEE

- Yes-----1
- No-----2

AGE

- 18-29-----1
- 30-39-----2
- 40-49-----3
- 50-54-----4
- 55-59-----5
- 60-64-----6
- 65-74-----7
- 75+-----8

LIKELY MARCH 2020

- Yes-----1
- No-----2