



Voter Support for a Sales Tax Measure in Martinez

*Interviews conducted
June 5-11, 2018*

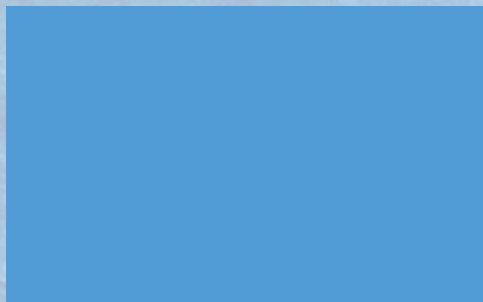


OPINION
RESEARCH
& STRATEGY



Survey Methodology

- ✓ 501 telephone and online interviews with voters in Martinez likely to cast a ballot in November 2018
- ✓ Interviews conducted June 5-11, 2018
- ✓ Interviews online, on landlines and cell phones
- ✓ Margin of sampling error of $\pm 4.9\%$ at the 95% confidence level
- ✓ Some percentages may not sum to 100% due to rounding



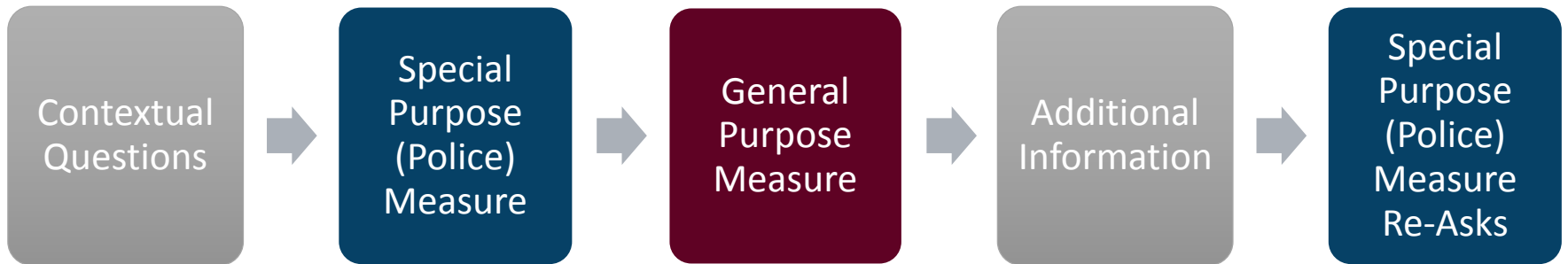
Survey Approach

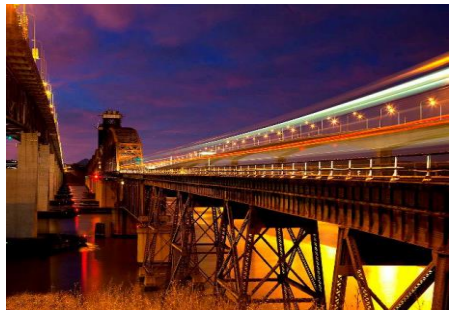
The survey sample was split into two demographically comparable groups, with differing survey structures:

Group 1:



Group 2:



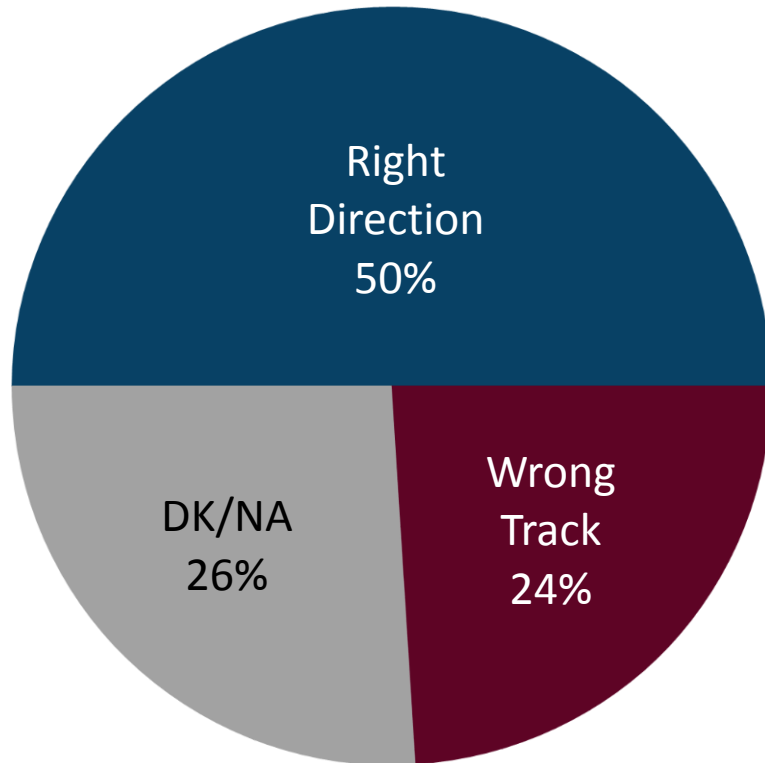


Attitudes Toward Life in Martinez

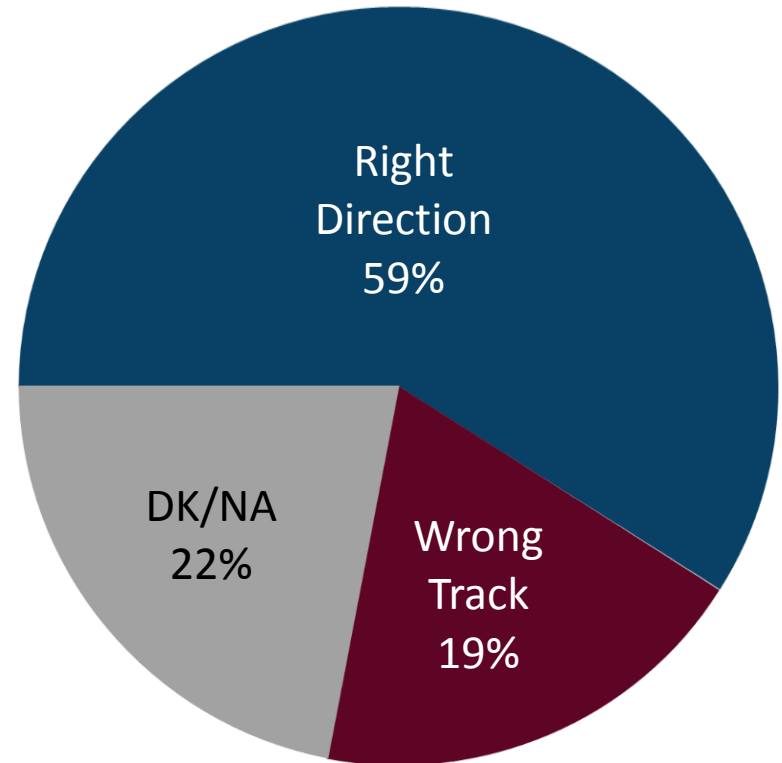
A majority of Martinez voters think things are headed in the right direction.

Would you say things in the City of Martinez are going in the right direction, or are they off on the wrong track?

2008



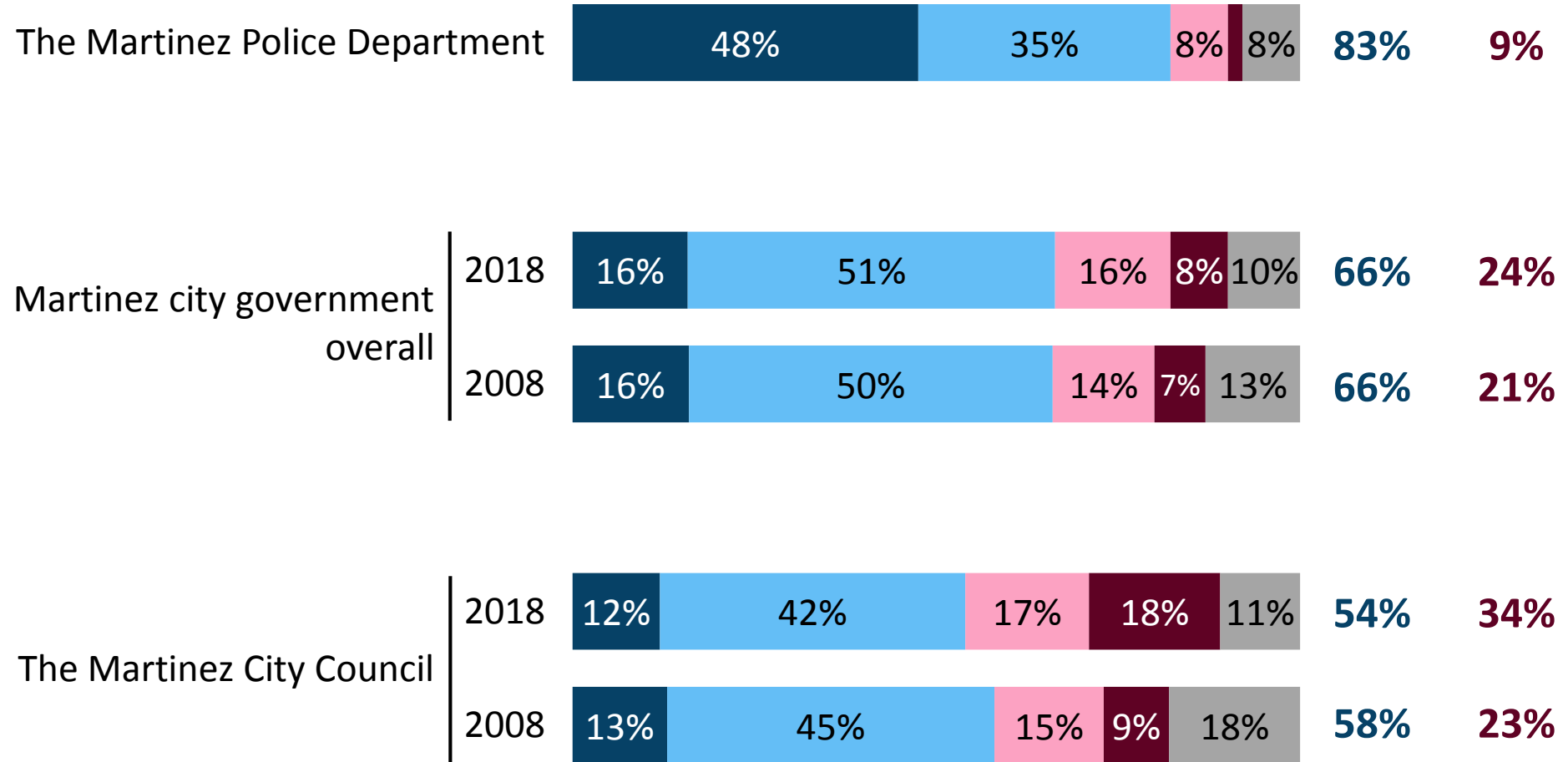
2018



Voters offer strong approval for the Police Department, City government, and City Council.

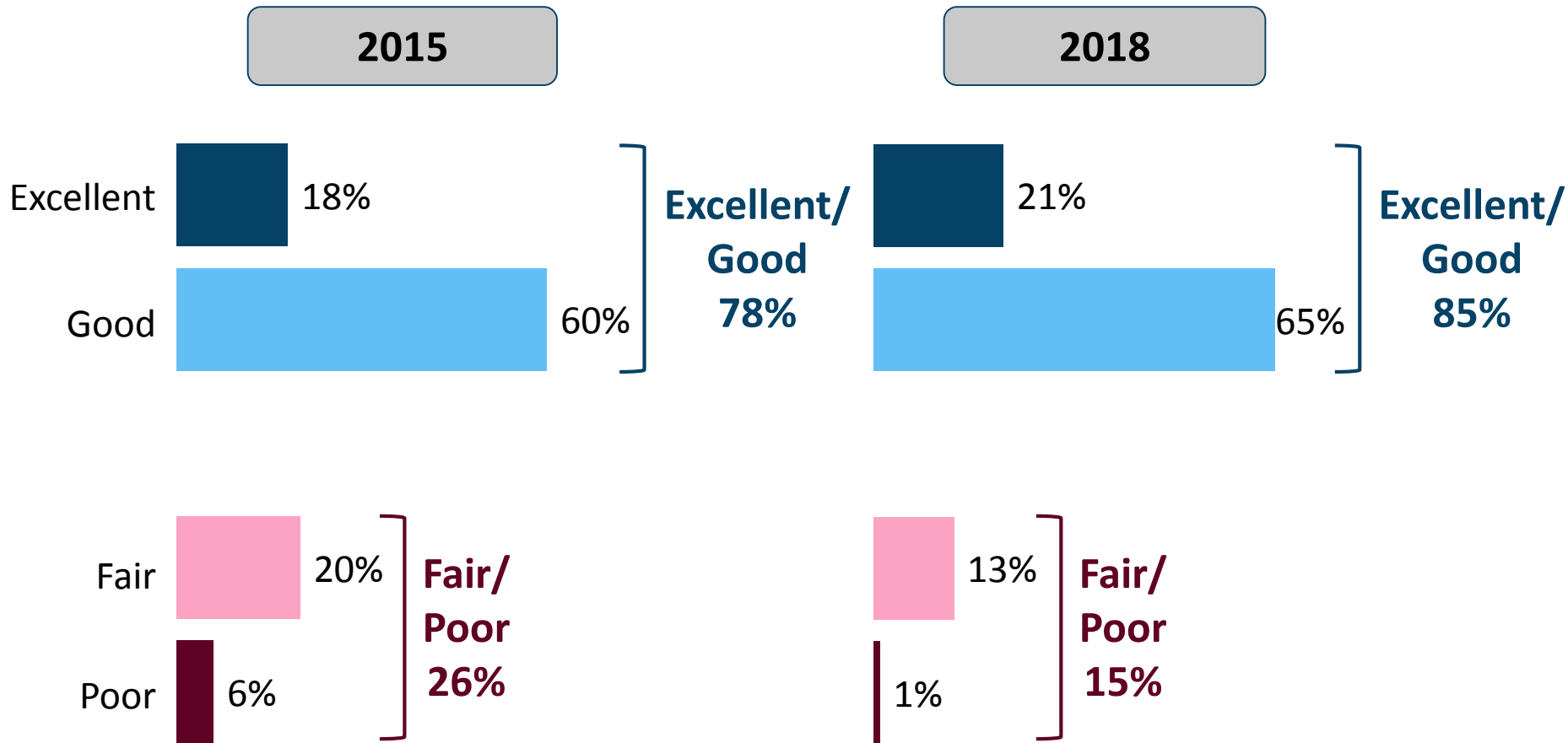
■ Strong Apprv.
 ■ Smwt. Apprv.
 ■ Smwt. Disapprv.
 ■ Strng. Disapprv.
 ■ DK/NA

Total Apprv. **Total Disapprv.**



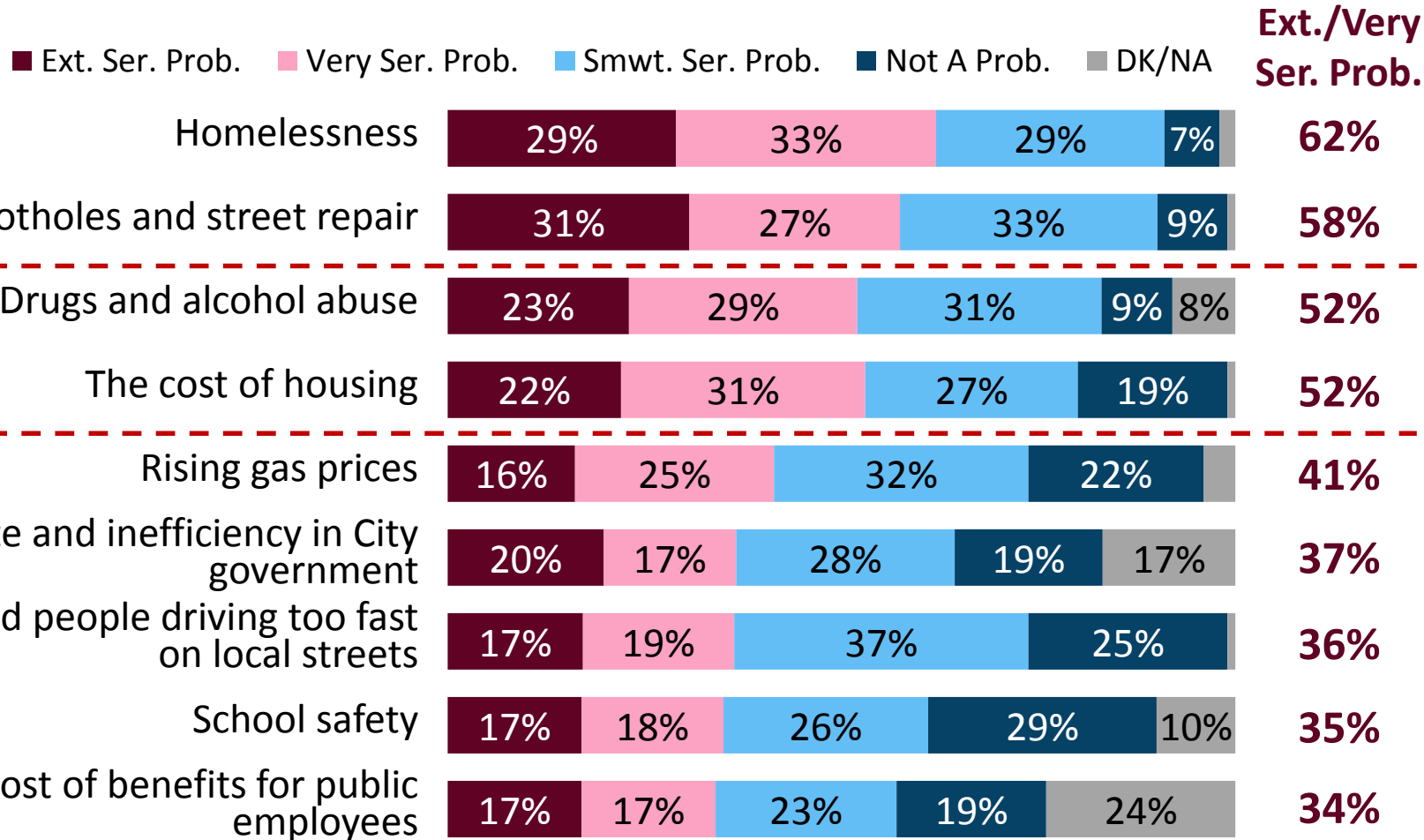
Voters feel generally positive about the quality of life in Martinez; few harbor negative opinions.

How would you rate the overall quality of life in Martinez, either excellent, good, fair, or poor?



Homelessness, roads, drug abuse, and the cost of housing are seen as the biggest issues facing the community.

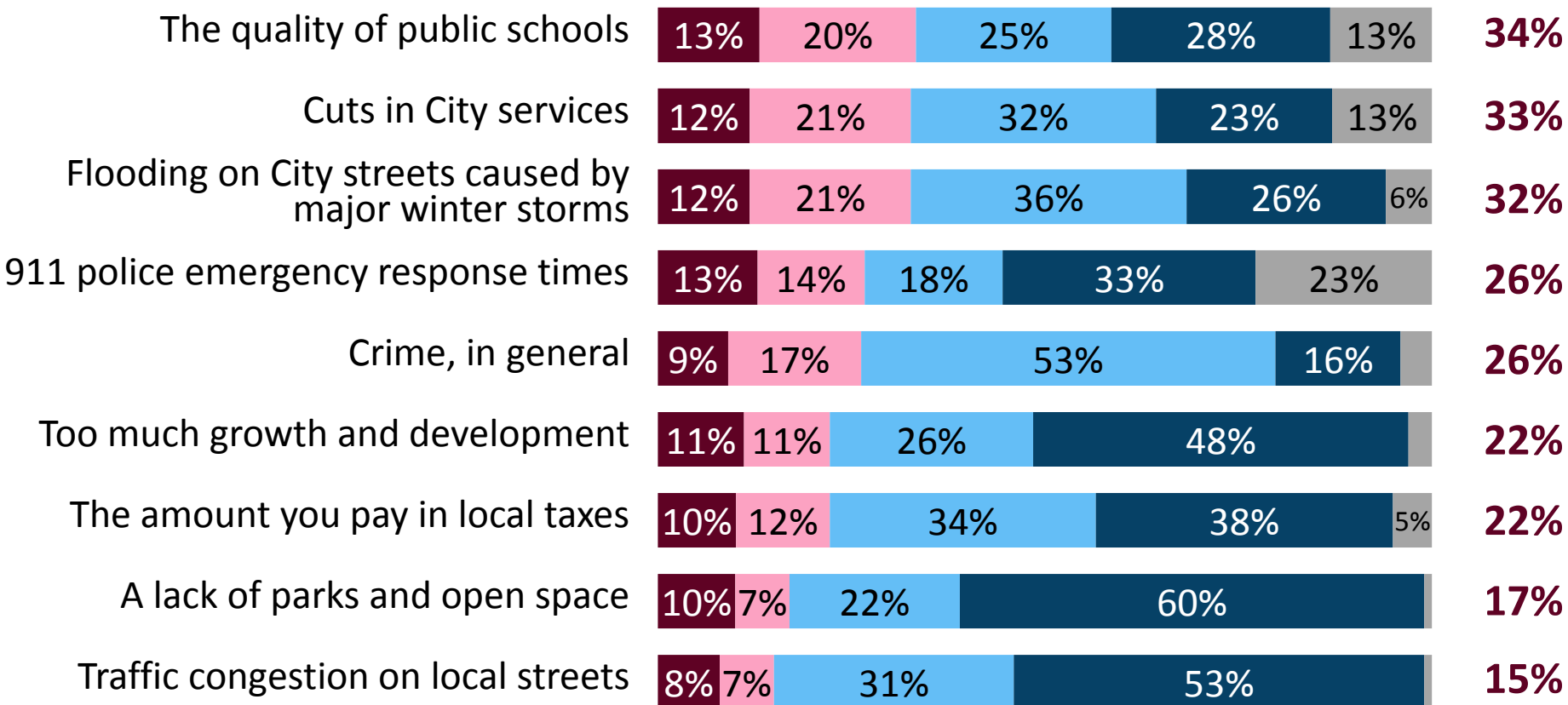
I'm going to read you a list of things some people say may be problems facing Martinez. Please tell me whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or not a problem for Martinez residents.



A lack of parks and traffic are the least serious problems facing the City.

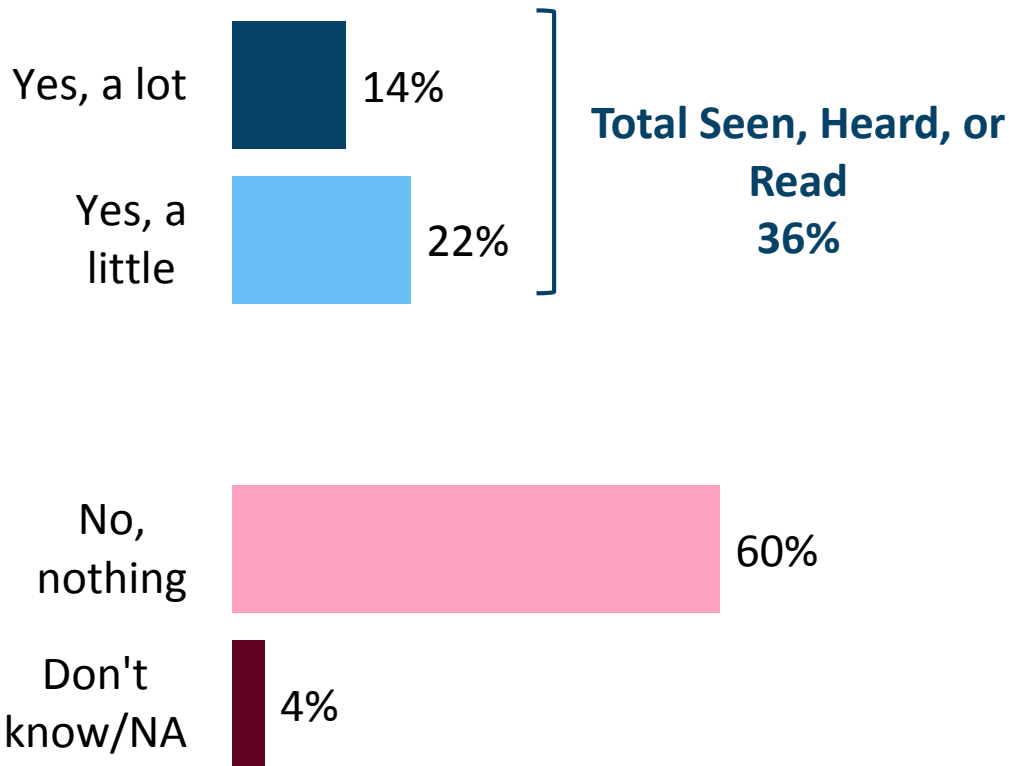
I'm going to read you a list of things some people say may be problems facing Martinez. Please tell me whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or not a problem for Martinez residents.

■ Ext. Ser. Prob. ■ Very Ser. Prob. ■ Smwt. Ser. Prob. ■ Not A Prob. ■ DK/NA **Ext./Very Ser. Prob.**

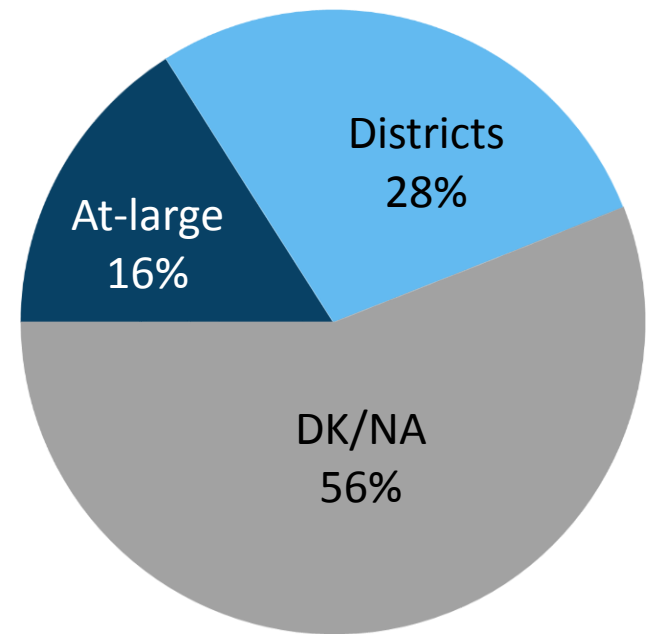


Majorities of voters are unfamiliar with the change to district elections for the City Council.

Have you seen, read or heard about upcoming changes to the way Martinez voters elect their City Council representatives?



From what you know, in the next election, will City Council members be elected at-large, that is, by all voters citywide, or within districts that represent certain parts of the city?



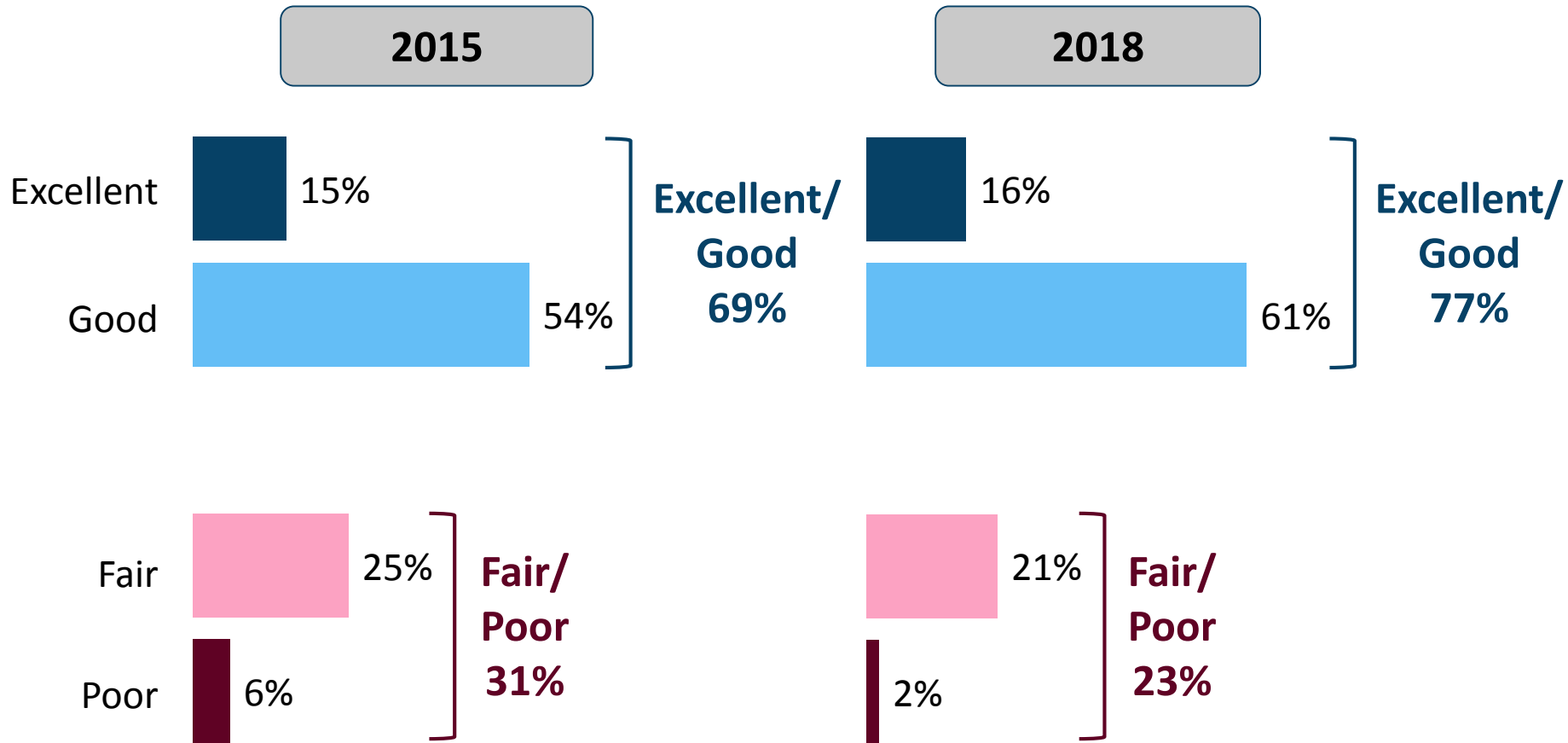


Attitudes Toward Public Safety in Martinez



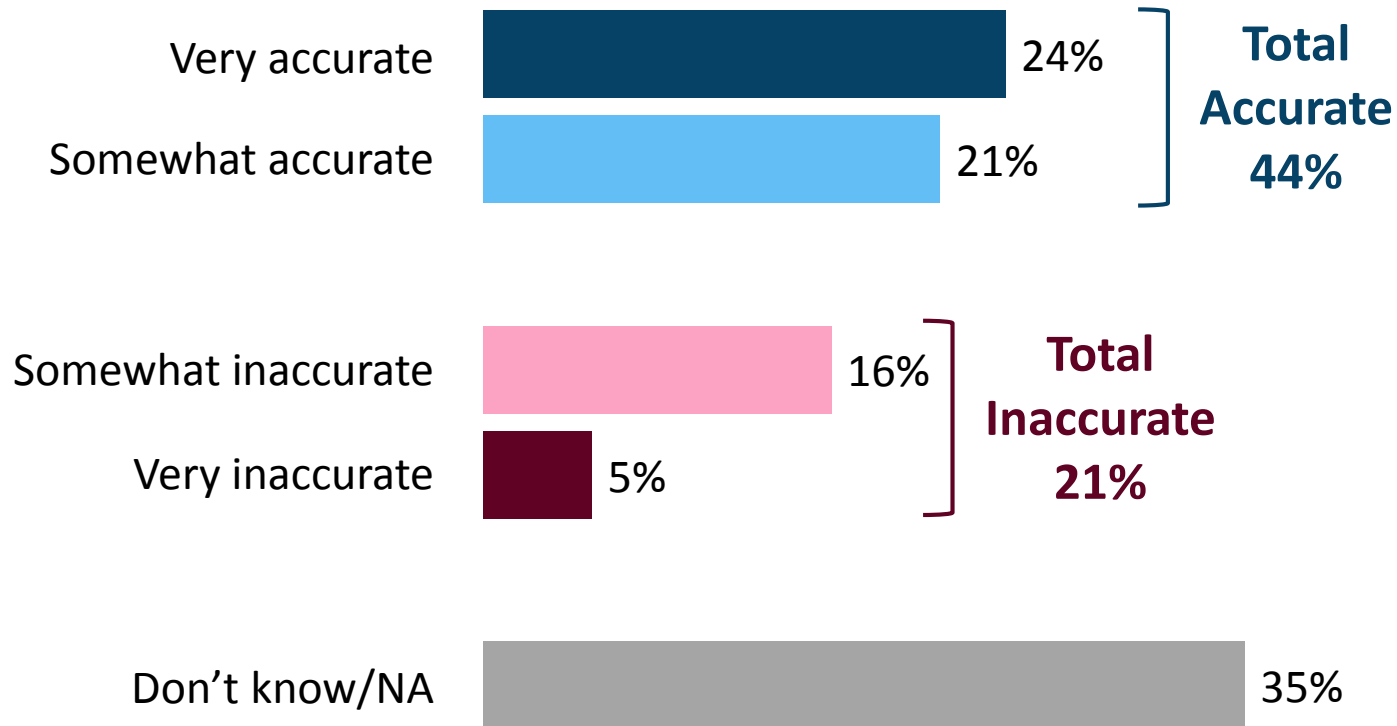
Three quarters of voters give Martinez a positive rating when it comes to safety.

How would you rate the overall feeling of safety in Martinez, either excellent, good, fair, or poor?



Less than half of voters believe it is difficult for the City to recruit and retain police officers.

It is difficult for the City of Martinez to recruit and retain experienced police officers





Attitudes Toward City Finances

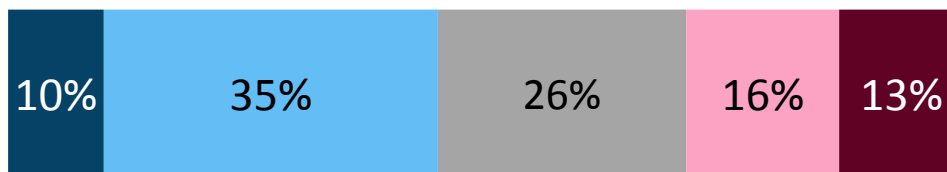


Nearly half say the City's finances are well-managed, but a plurality is unsure about the status of the City budget.

I would like to read you a series of statements that people have made about the City of Martinez. Please tell me if you believe it is accurate or inaccurate.

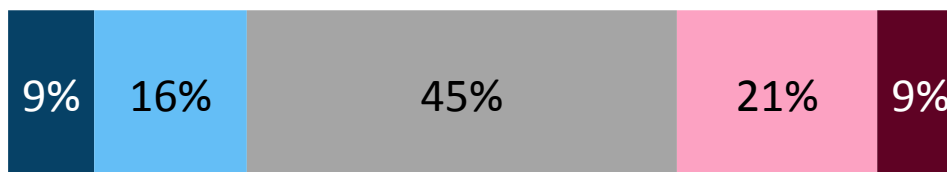
■ Very Acc. ■ Smwt. Acc. ■ Don't Know ■ Smwt. Inacc. ■ Very Inacc.

The City of Martinez's finances are generally well-managed



Total Acc. 46%
Total Inacc. 28%

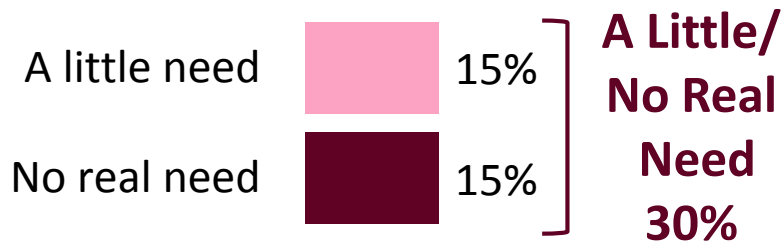
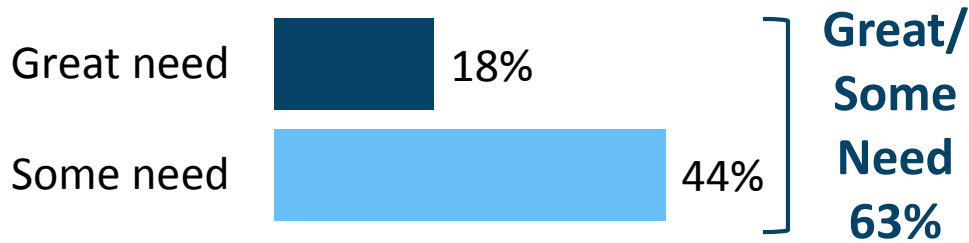
The City of Martinez is on the brink of a budget shortfall



Total Acc. 25%
Total Inacc. 30%

Three in five voters see a need for additional 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 Martinez residents need and want?



Party	Great/Some Need	A Little/No Real Need
Democrats	68%	25%
Independents	62%	28%
Republicans	51%	43%



Initial Support for a Potential General-Purpose Measure



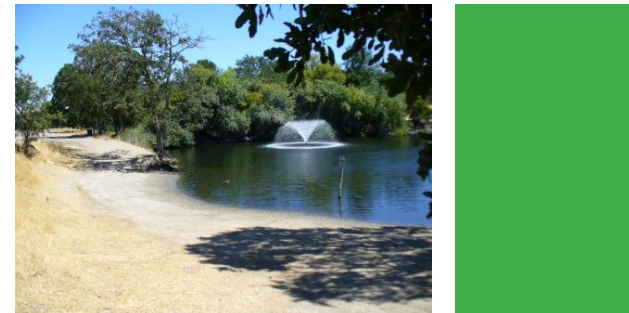
Hypothetical Ballot Language Tested

CITY OF MARTINEZ QUALITY OF LIFE AND ESSENTIAL SERVICES MEASURE.

To:

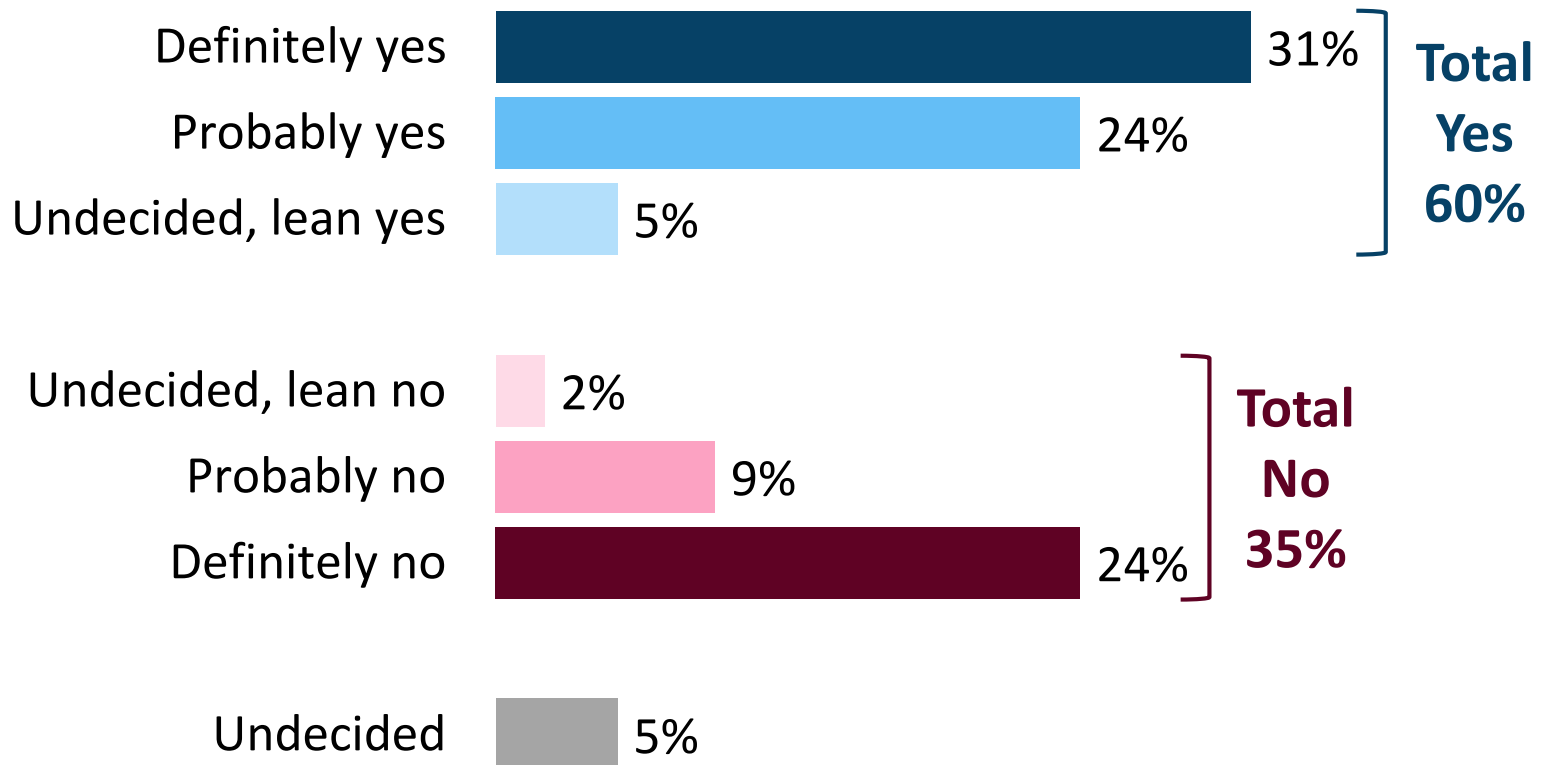
- Maintain 911 police emergency response times;
- Retain and recruit experienced police officers;
- Address homelessness and school safety;
- Protect open space and maintain parks;
- Maintain stormdrains and prevent flooding; and
- Provide youth, senior, other essential City services,

Shall an ordinance be adopted establishing a City of Martinez ½¢ sales tax for 15 years, providing \$3.2 million annually for general unrestricted purposes, with citizens' oversight, annual audits, all funds spent locally?



Three in five voters offered support for a proposed general-purpose sales tax.

Majority Vote Threshold Under Current Law



Voters under age 40 offer very strong support for the measure; Republicans more divided.

General Purpose Sales Tax

Demographic Groups	Total Yes	Total No	Undecided
Gender			
Men	53%	43%	4%
Women	67%	27%	6%
Age			
18-29	77%	17%	5%
30-39	84%	16%	0%
40-49	62%	33%	5%
50-64	51%	42%	7%
65-74	59%	38%	3%
75+	50%	40%	10%
Party			
Democrats	66%	29%	5%
Independents	60%	35%	6%
Republicans	47%	49%	4%

Voters of color and renters are especially supportive of the proposed measure.

General Purpose Sales Tax

Demographic Groups	Total Yes	Total No	Undecided
Ethnicity			
Latinos	83%	8%	9%
Whites	59%	37%	5%
All Voters of Color	80%	13%	7%
Residence			
Homeowners	57%	38%	5%
Renters	74%	20%	6%

Support levels tend to correlate with income, but not education.

General Purpose Sales Tax

Demographic Groups	Total Yes	Total No	Undecided
Household Income			
<\$90,000	71%	23%	6%
\$90,000-\$120,000	66%	33%	1%
\$120,000-\$150,000	64%	27%	10%
\$150,000+	57%	41%	2%
Education			
Some College or Less	62%	33%	5%
Four-year College or More	61%	34%	5%

Support for the measure was generally consistent throughout the City; highest in CCD 2 and North of Highway 4.

General Purpose Sales Tax

Demographic Groups	Total Yes	Total No	Undecided
Future City Council District			
Council District 1	63%	31%	5%
Council District 2	67%	30%	3%
Council District 3	52%	43%	6%
Council District 4	58%	36%	6%
Region			
North of Highway 4	63%	33%	4%
South of Highway 4	56%	38%	6%



Initial Support for a Potential Special Purpose (Police) Measure



Hypothetical Ballot Language Tested

CITY OF MARTINEZ POLICE AND 911 EMERGENCY RESPONSE MEASURE.

To:

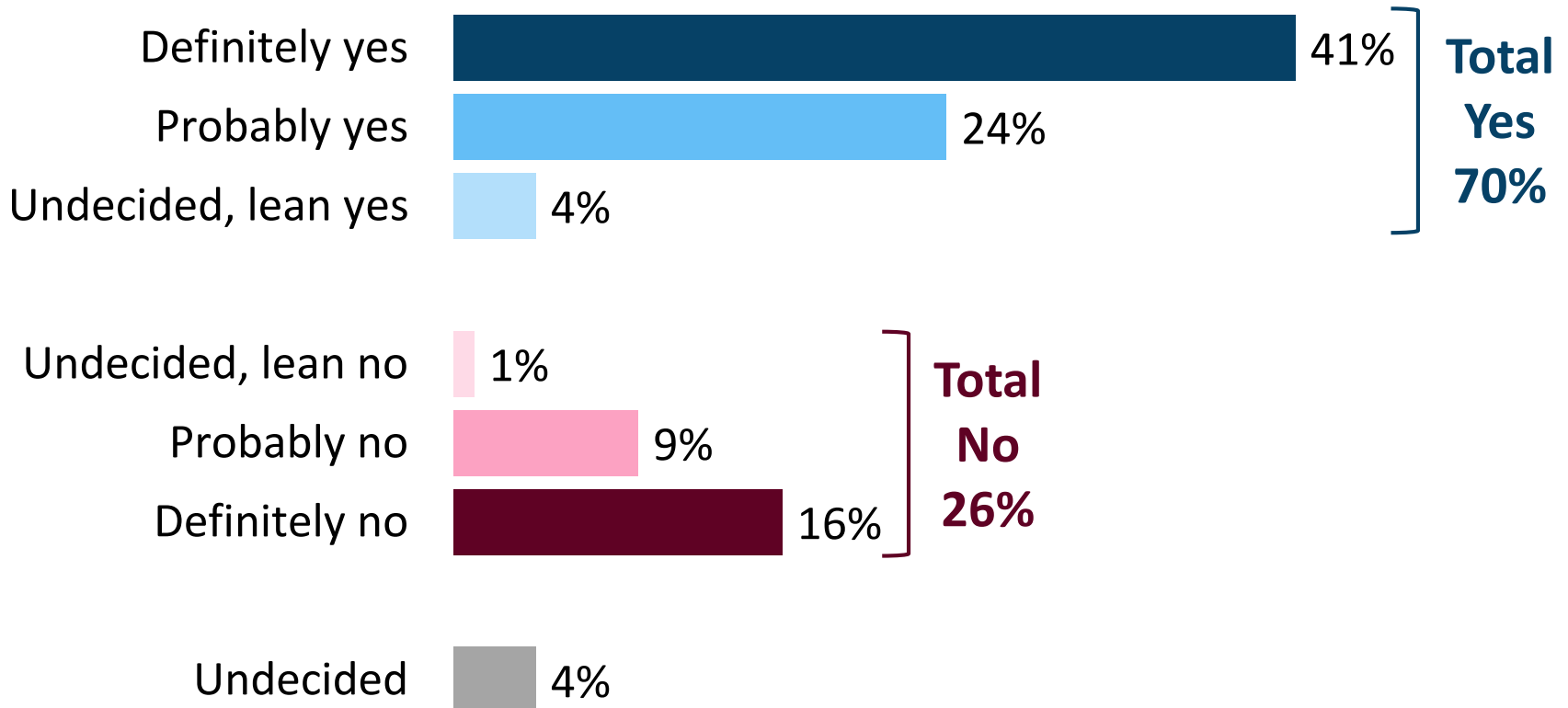
- Maintain 911 police emergency response times;
- Retain and recruit experienced police officers;
- Maintain neighborhood police patrols;
- Prevent and investigate crimes;
- Address issues related to homelessness, drugs, school and traffic safety; and
- Provide other police services,

Shall an ordinance be adopted establishing a City of Martinez ½¢ sales tax for 15 years, providing \$3.2 million annually solely for police and public safety purposes, with citizens' oversight, annual audits, all funds spent locally?



Seven in ten voters support a proposed special-purpose measure funding police services.

Two-thirds Vote Threshold



Support was a little more broad across age groups; higher among Republicans.

Special Purpose Sales Tax

Demographic Groups	Total Yes	Total No	Undecided
Gender			
Men	65%	33%	3%
Women	74%	20%	6%
Age			
18-29	79%	16%	5%
30-39	80%	18%	2%
40-49	71%	23%	6%
50-64	62%	35%	3%
65-74	76%	21%	3%
75+	61%	30%	8%
Party			
Democrats	73%	22%	5%
Independents	68%	28%	4%
Republicans	64%	34%	2%

As with the general-purpose measure, voters of color and renters are very likely to vote “yes.”

Special Purpose Sales Tax

Demographic Groups	Total Yes	Total No	Undecided
Ethnicity			
Latinos	91%	9%	0%
Whites	69%	26%	4%
All Voters of Color	84%	13%	3%
Residence			
Homeowners	68%	28%	4%
Renters	76%	18%	5%

Those earning \$120,000 or less per year offer stronger support than voters in higher income households.

Special Purpose Sales Tax

Demographic Groups	Total Yes	Total No	Undecided
Household Income			
<\$90,000	76%	18%	6%
\$90,000-\$120,000	82%	18%	0%
\$120,000-\$150,000	70%	23%	7%
\$150,000+	70%	29%	2%
Education			
Some College or Less	76%	19%	4%
Four-year College or More	68%	28%	4%

Geographic differences in support were less pronounced for a special-purpose police measure.

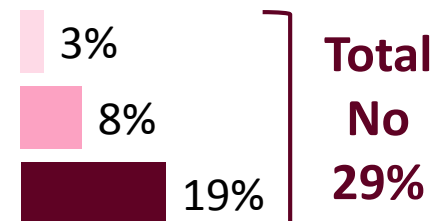
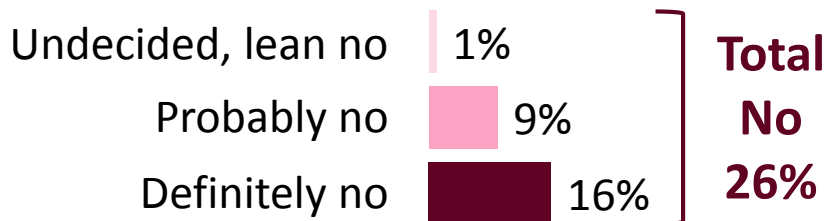
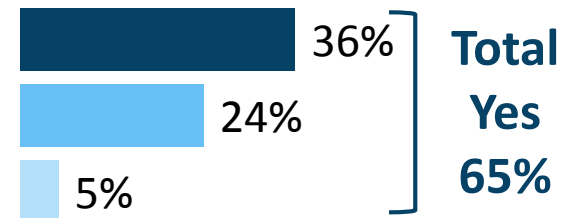
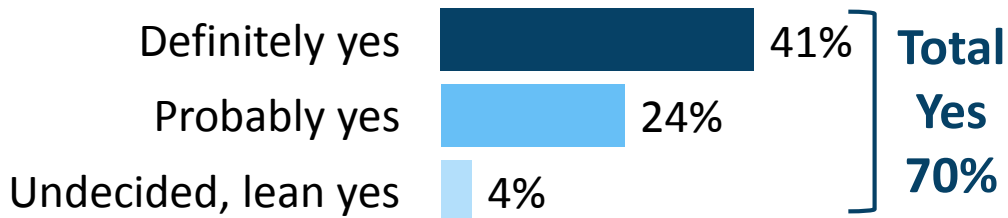
Special Purpose Sales Tax

Demographic Groups	Total Yes	Total No	Undecided
Future City Council District			
1	73%	22%	6%
2	73%	25%	2%
3	64%	31%	4%
4	67%	28%	5%
Region			
North of Highway 4	69%	26%	5%
South of Highway 4	70%	27%	3%

Voters offer stronger support for a half-cent sales tax than a quarter-cent one.

½¢ Sales Tax Generating \$3.2 Million Annually for 15 Years

¼¢ Sales Tax Generating \$1.6 Million Annually for 15 Years

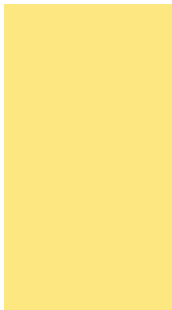


Undecided 4%

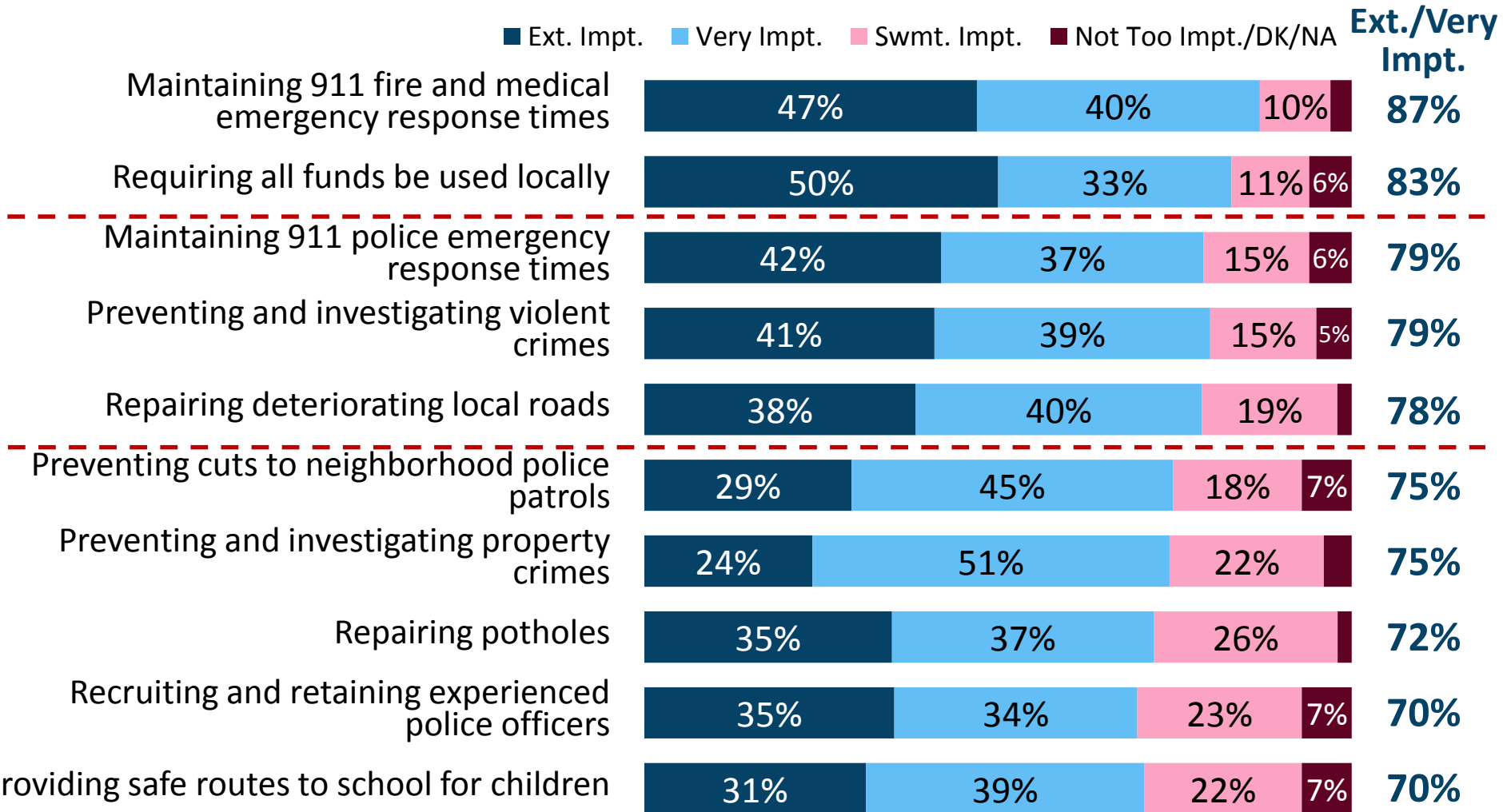
Undecided 6%



City Services Spending Priorities

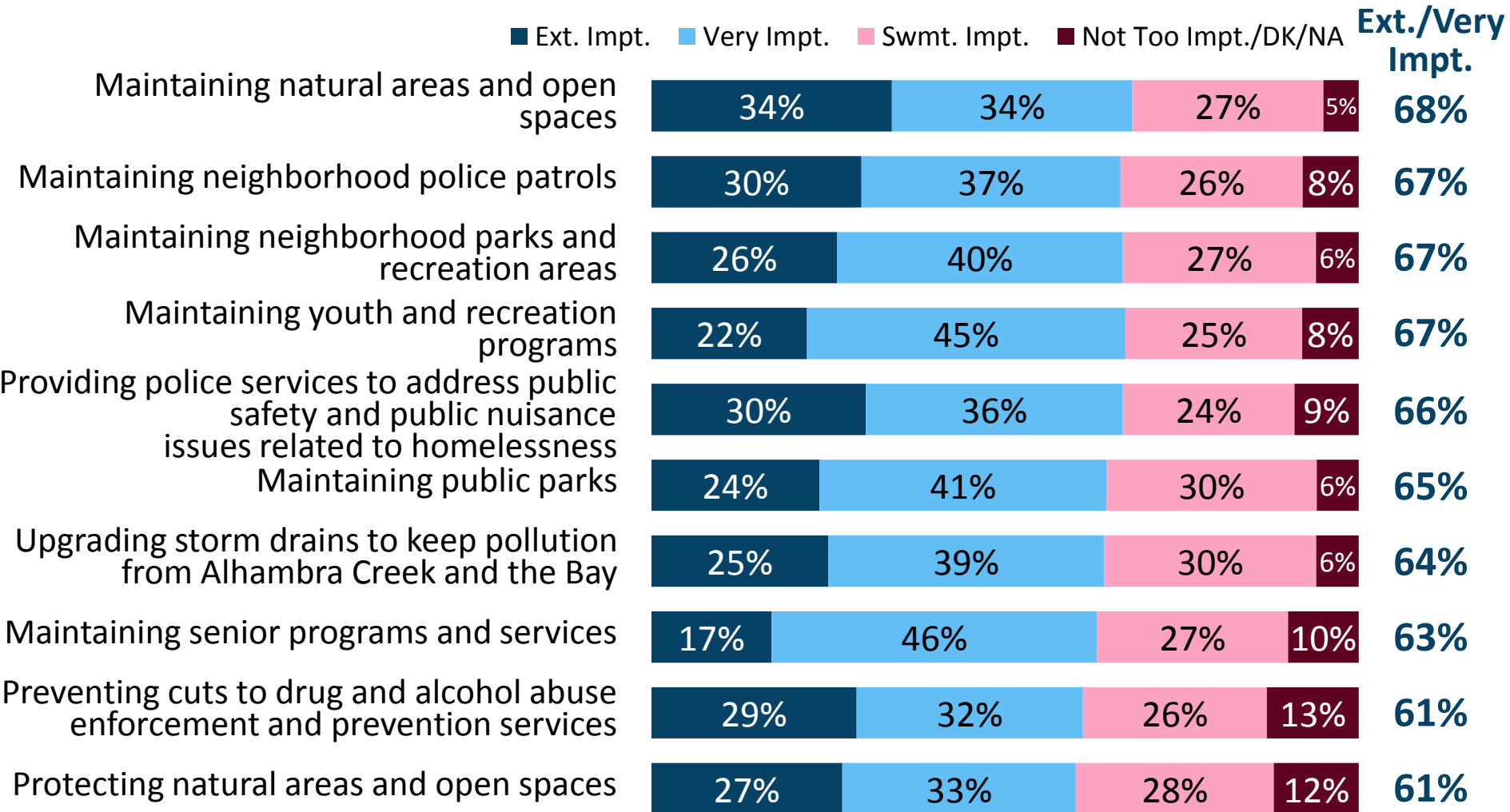


Maintaining emergency response times, preventing violent crimes, repairing roads, and requiring funds be used locally are seen as top priorities.



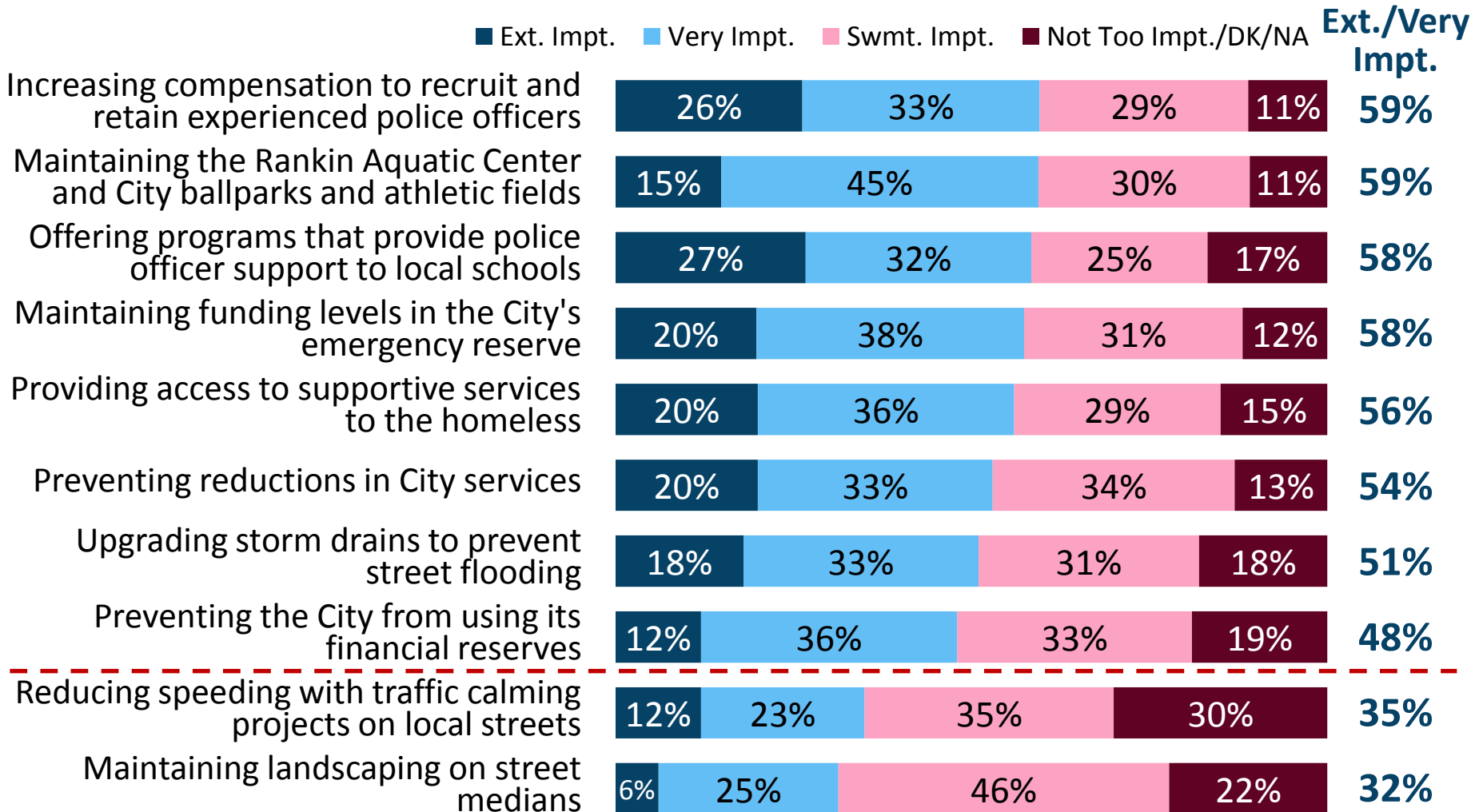
Q11. I am going to read you a list of City projects and programs. If additional funds were made available—either from one of the potential measures we discussed or from another source—please tell me how important increasing spending on each project or program would be to you personally: extremely important, very important, somewhat important, or not too important. Split Sample

Maintaining natural areas, parks, youth programs and police patrols are also seen as important.



Q11. I am going to read you a list of City projects and programs. If additional funds were made available—either from one of the potential measures we discussed or from another source—please tell me how important increasing spending on each project or program would be to you personally: extremely important, very important, somewhat important, or not too important. Split Sample

Reducing speeding and maintaining landscaping are the least important spending areas.



Q11. I am going to read you a list of City projects and programs. If additional funds were made available—either from one of the potential measures we discussed or from another source—please tell me how important increasing spending on each project or program would be to you personally: extremely important, very important, somewhat important, or not too important. Split Sample

Other Spending Priority Observations

- ✓ As is often the case, the outputs of maintaining public safety response times are higher priorities than the inputs (e.g., recruiting and retaining police officers).
- ✓ There's a slightly higher priority placed on addressing safety/nuisance issues related to homelessness than providing access to homeless services.
- ✓ Providing safe routes to schools is seen as more important than providing schools police officer support.
- ✓ Upgrading storm drains to prevent pollution is seen as more important than to prevent flooding.
- ✓ Maintaining reserve funding levels is seen as generally important, but only half of voters see it as critically important to avoid using those reserves.

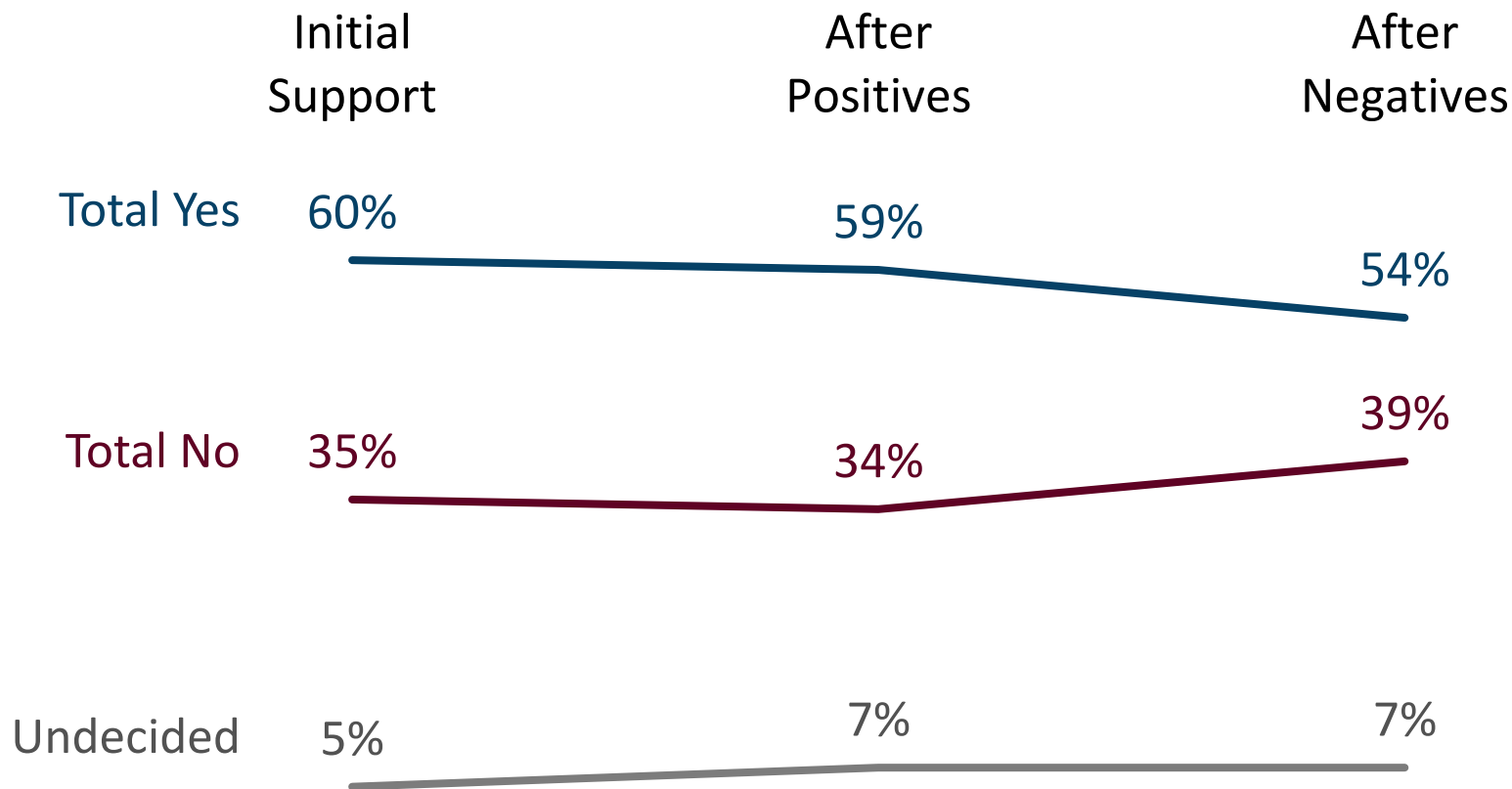


Segmenting the Electorate



Support for the general-purpose measure stayed generally flat after positive arguments, but fell after measure criticisms.

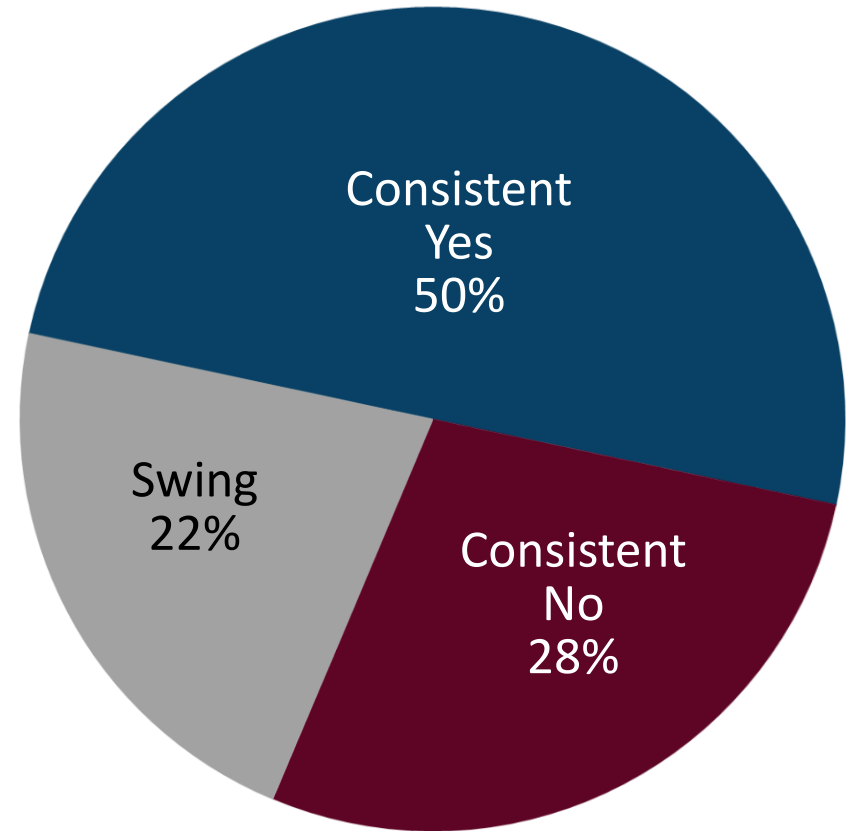
General-Purpose Measure



Segmenting Voters by Consistency of Support – *General Purpose*

- ❖ **Consistent Yes:** Voters who consistently indicated they would vote “yes” on the general purpose measure
- ❖ **Consistent No:** Voters who consistently indicated they would vote “no” on the general purpose 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.

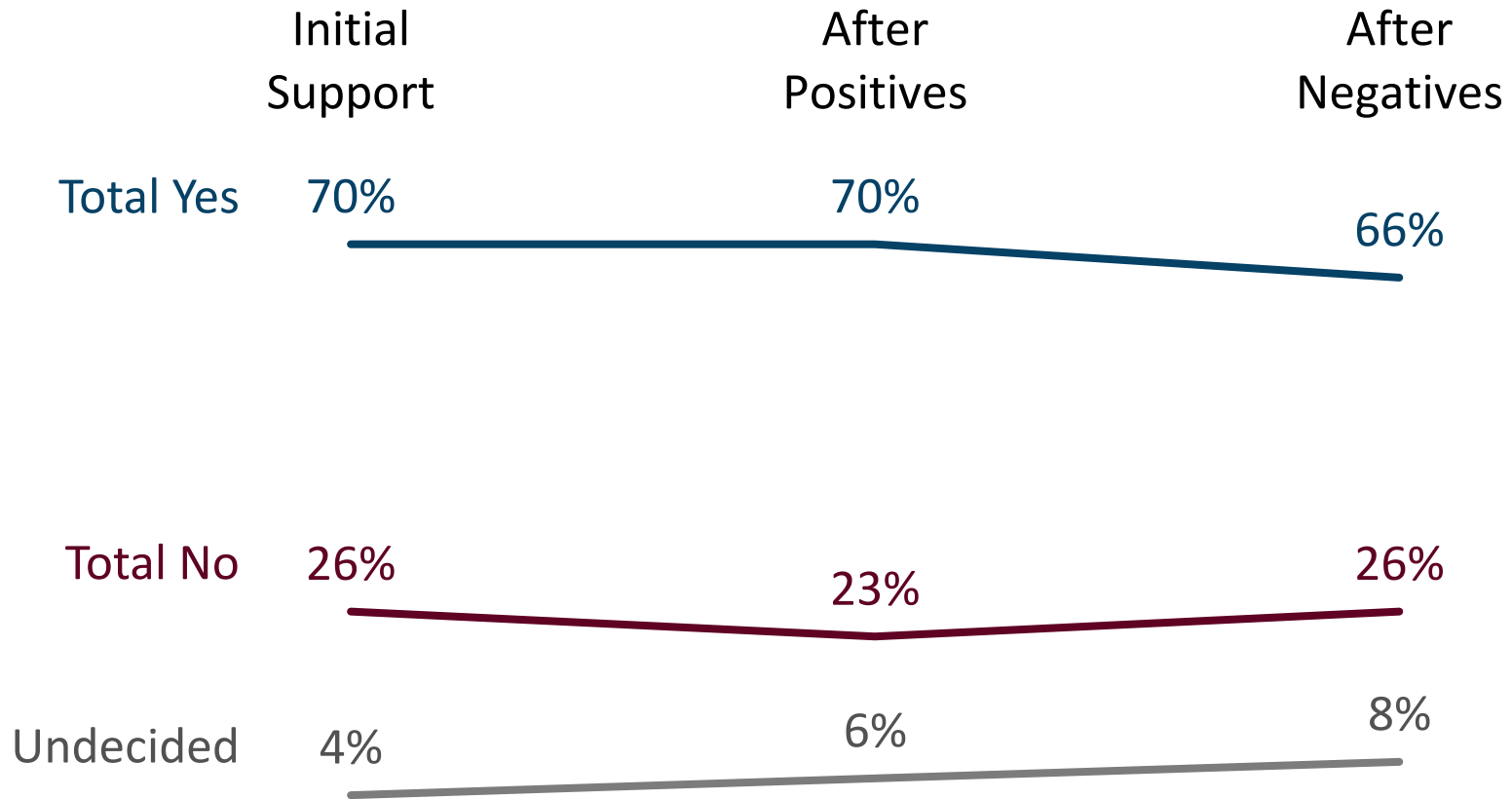


Demographic Profile of the Segments – *General Purpose*

Consistent Yes	Swing	Consistent No
<i>50% of the Electorate</i>	<i>22% of the Electorate</i>	<i>28% of the Electorate</i>
Democrats Ages 18-49	Republicans Ages 18-49	Independent Men
Latinos	Post-Graduate Educated	Men Ages 50+
All Voters of Color	Republican Women	Republican Men
Independent Women	Ages 40-49	City Council District 3
Ages 18-39		Men
Non-College Educated Women		Ages 50-64
HH Income <\$90,000		Republicans
Women Ages 18-49		Republicans Ages 50+
Renters		
HH Income \$90,000-\$120,000		

Like the general-purpose measure, support was generally consistent for the special-purpose police measure, but dropped a little after criticisms.

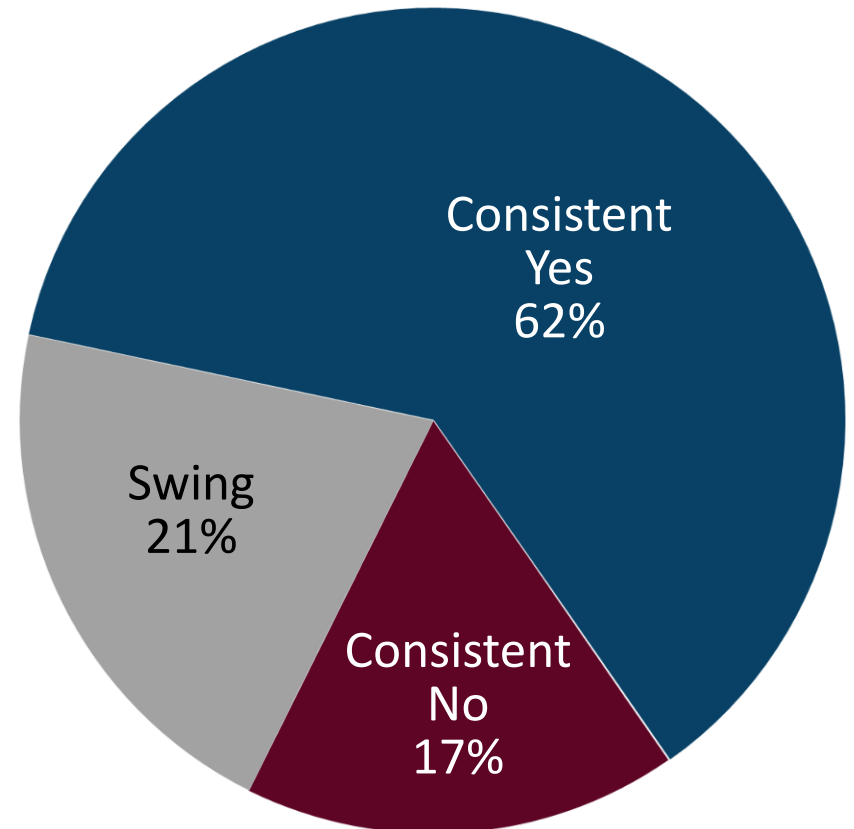
Special Purpose (Police) Measure



Segmenting Voters by Consistency of Support – *Special Purpose (Police)*

- ❖ **Consistent Yes:** Voters who consistently indicated they would vote “yes” on the special purpose measure.
- ❖ **Consistent No:** Voters who consistently indicated they would vote “no” on the special purpose 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.



Demographic Profile of the Segments – *Special Purpose (Police)*

Consistent Yes	Swing	Consistent No
<i>62% of the Electorate</i>	<i>21% of the Electorate</i>	<i>17% of the Electorate</i>
Latinos	Renters	Republican Men
Ages 30-39	Non-College Educated Men	Republicans Ages 50+
High School Educated	Ages 18-29	Republicans
Non-College Educated Women	HH Income <\$90,000	College-Educated Men
Independents Ages 18-49	HH Income \$120,000-\$150,000	Men Ages 50+
City Council District 1	Independents Ages 50+	HH Income \$150,000+
All Voters of Color	Some College Education	Men
Women Ages 18-49	Some College or Less	Republicans Ages 18-49
Independent Women		
Democratic Women		
Women		



Supportive and Critical Arguments



Arguments in Favor of the Measures

(Ranked by Very Convincing)

^(POLICE STAFFING) The Martinez Police Department has historically had the lowest levels of compensation in the County, making it both very challenging to retain experienced officers and to recruit new officers. We need this measure to be competitive and ensure we attract and retain high-quality police officers familiar with Martinez.

(ACCOUNTABILITY/LOCAL CONTROL) This measure includes strict accountability provisions, such as independent citizens' oversight of spending, public spending reports, and annual independent financial audits. And, all funds must be used only in Martinez.

^(DEFICIT/SERVICE CUTS - NON-POLICE) In two years, Martinez will face a multi-million-dollar budget deficit. That means without this measure, the City may need to make a variety of cuts in order to maintain police services and keep our city safe, including cuts to parks, open space and storm drain maintenance, and youth and senior services.

***(PUBLIC SAFETY)** This measure is needed to keep Martinez safe. It will help maintain 911 police emergency response times, recruit and retain experienced police officers, provide funding for preventing and investigating violent and property crimes, and address crimes related to drugs and alcohol.

^(POLICE RESPONSE/PATROLS) This measure will help maintain the Martinez's Neighborhood Policing program-in which at least one on-duty officer is assigned to each neighborhood area-and ensure that police officers can respond quickly to 911 emergency calls.

Arguments in Favor of the Measures *(Cont'd)*

(Ranked by Very Convincing)

^(**NATIONAL STANDARDS**) If this measure does not pass, Martinez will have to make cuts resulting in too few police officers for the national recommended safety standards. This measure will allow us to use general fund money to keep our city closer to compliance with national recommended safety standards and keep our residents safe.

*(**HOMELESSNESS**) Homelessness is a growing problem in Martinez, with more people living on the streets. We need this measure to address this problem, both to address public safety and public nuisance issues related to homelessness and to provide access to supportive services to the homeless to help them get back on their feet.

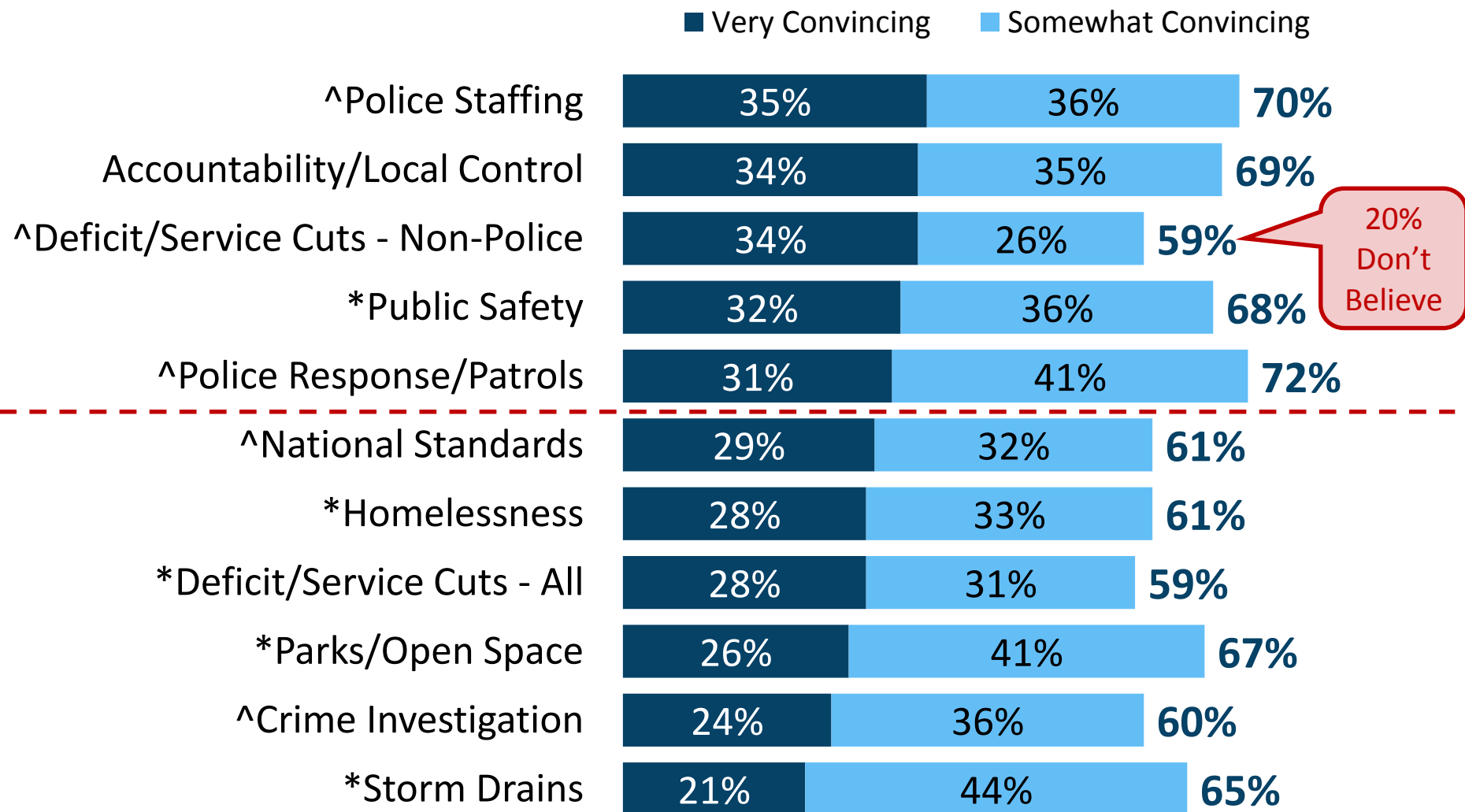
*(**DEFICIT/SERVICE CUTS - ALL**) In two years, Martinez will face a multi-million-dollar budget deficit. That means without this measure, the City may need to cut a variety of services critical to our quality of life, including: police; parks, open space and storm drain maintenance; and youth and senior services.

*(**PARKS/OPEN SPACE**) Our local parks and open spaces provide safe places for the community to gather, play, and explore the outdoors. This measure will protect and maintain these important recreational and natural areas.

^(**CRIME INVESTIGATION**) This measure will help ensure violent and property crimes-and crimes like drug dealing and elder abuse-get investigated, so that criminals are prosecuted, and justice is served.

*(**STORM DRAINS**) It seems like every few years we have major flooding downtown and in older parts of the city during major winter storms. This measure will help better maintain our storm drains to both prevent street flooding and keep pollution from flowing into Alhambra Creek and the Bay.

Messages describing police staffing needs, the measure's accountability, and maintaining police services are most convincing.



Arguments in Opposition to the Measures

(Ranked by Very Convincing)

***(MEASURE D)** In 2016 voters approved a half-cent sales tax in Martinez to repair our roads and we haven't really seen any of those dollars put to use. Now they are telling us we need another measure to pay for more services. The City should have dealt with all of this at once, rather than continually asking voters to raise taxes, especially when we aren't seeing any benefits from the last measure.

(COST OF LIVING) The cost of living in the Bay Area is already out of control - this is the wrong time to add another tax for families living in Martinez, one of the last affordable communities in our area.

(WASTE) Instead of pushing another tax measure, the City should spend some of their surplus and cut unnecessary spending. We don't need to raise taxes again and allow bureaucrats and politicians to waste our tax dollars on things like bloated pensions and pet projects.

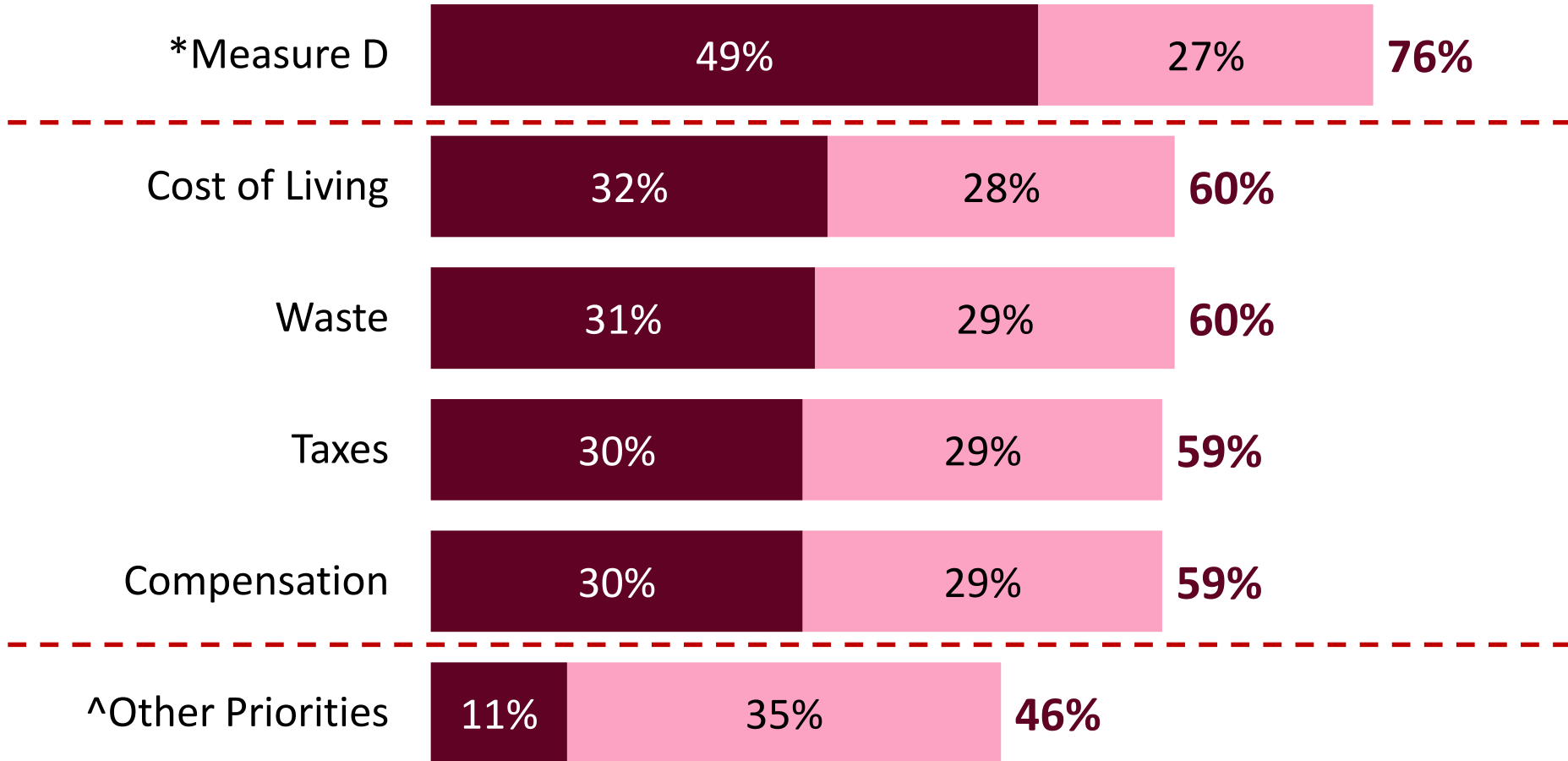
(TAXES) Martinez residents cannot afford more taxes, especially with so many other state and local taxes and fees going up, like the gas tax and a potential bridge toll increase. Bureaucrats in City government should be tightening their belts and taking pay cuts before asking for more of voters' money.

(COMPENSATION) The City Council recently approved raises for police officers, raises they will take back if this ballot measure fails. This sort of budget planning is simply irresponsible. We should reject this measure and send a message to the City Council that they should only approve raises-and other expenses-they know the City can afford.

^(OTHER PRIORITIES) We all agree that City government should make investments in our Police Department. However, we already have a safe city and have other have critical needs to maintain our parks and storm drains, protect our open spaces, and address our growing homeless problem, things this measure doesn't address.

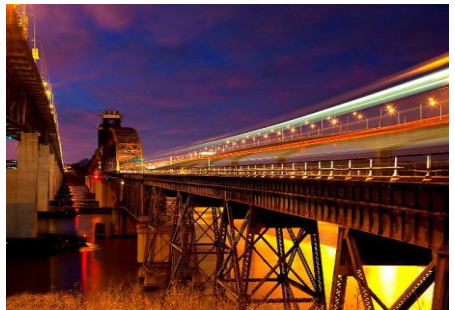
The most compelling criticism was for the general-purpose measure and invoked references to Measure D.

■ Very Convincing ■ Somewhat Convincing





Conclusions



Key Takeaways

- ✓ Majorities of voters in Martinez think the city is on the right track.
- ✓ They rate the job being done by city government positively and report feeling safe in the City.
- ✓ However, less than half are aware that it is hard to retain and recruit police officers.
- ✓ While voters generally think the City does a good job managing its finances, they are unfamiliar with a potential budget shortfall.
- ✓ Additionally, three in five voters see a need for additional funding for city services.

Measure Viability Considerations

- ✓ Both the proposed half-cent measures appear viable at this time, but with varying levels of risk.
- ✓ Both measures were initially above their respective vote thresholds, but support for both also declined after an exchange of pro and con arguments.
- ✓ The general-purpose measure stayed above its majority vote threshold, but was within the survey's margin of error.
 - The primary vulnerability of this measure is related to Measure D.
- ✓ The special-purpose police measure essentially landed at its two-thirds vote threshold.
- ✓ Under current law, there is less risk in pursuing the general-purpose measure, especially if concerns about Measure D can be allayed, though the survey does suggest its passage would come with some uncertainty.

Uncertainty Regarding California Business Roundtable Initiative Impacts

- ✓ A California Business Roundtable initiative on November's ballot contains a retroactive two-thirds vote requirement for all local tax measures.
- ✓ Should this measure both pass and that requirement be upheld, a general-purpose measure on the ballot this November would need to reach two-thirds to persist.
- ✓ If there is ambiguity in whether the retroactive provision applies, the City may have to delay collections until the issue is resolved through litigation.
- ✓ If all of the measure is upheld, the special-purpose police measure would stand the best chance of reaching two-thirds support.

For more information, contact:



OPINION
RESEARCH
& STRATEGY

1999 Harrison St., Suite 2020
Oakland, CA 94612
Phone (510) 451-9521
Fax (510) 451-0384

Curt Below

Curt@FM3research.com

Lucia Del Puppo

Lucia@FM3research.com