

SALES TAX FEASIBILITY SURVEY

CONDUCTED FOR THE
CITY OF CHULA VISTA

PRESENTED BY
TIMOTHY McLARNEY PH.D.

12/19/2017





PURPOSE OF STUDY

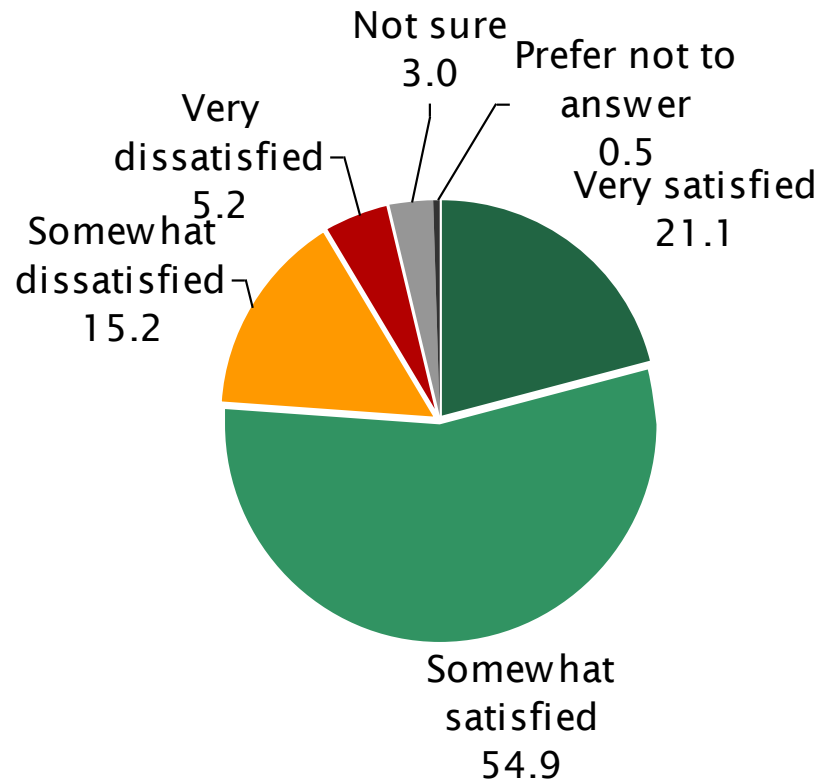
- Determine if a local sales tax measure is feasible
- Identify how to create a measure consistent with community priorities
- Gather information needed for communications & outreach



METHODOLOGY OF STUDY

- Conducted November 2nd to November 9th, 2017
- 1,066 District voters likely to participate in November 2018 election
- Mixed-Method approach
 - Recruited via phone and email
 - Data collection via phone and online
 - 17-minute average interview length
 - English & Spanish
- Overall margin of error is $\pm 2.98\%$

OVERALL SATISFACTION





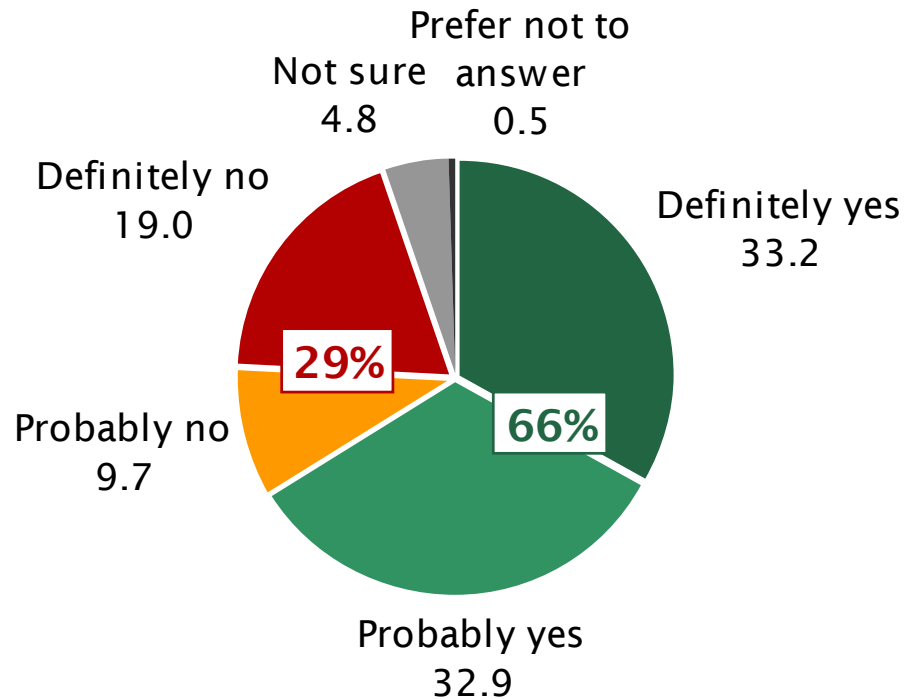
INITIAL BALLOT TEST

To provide the funding needed to maintain and improve general city services including:

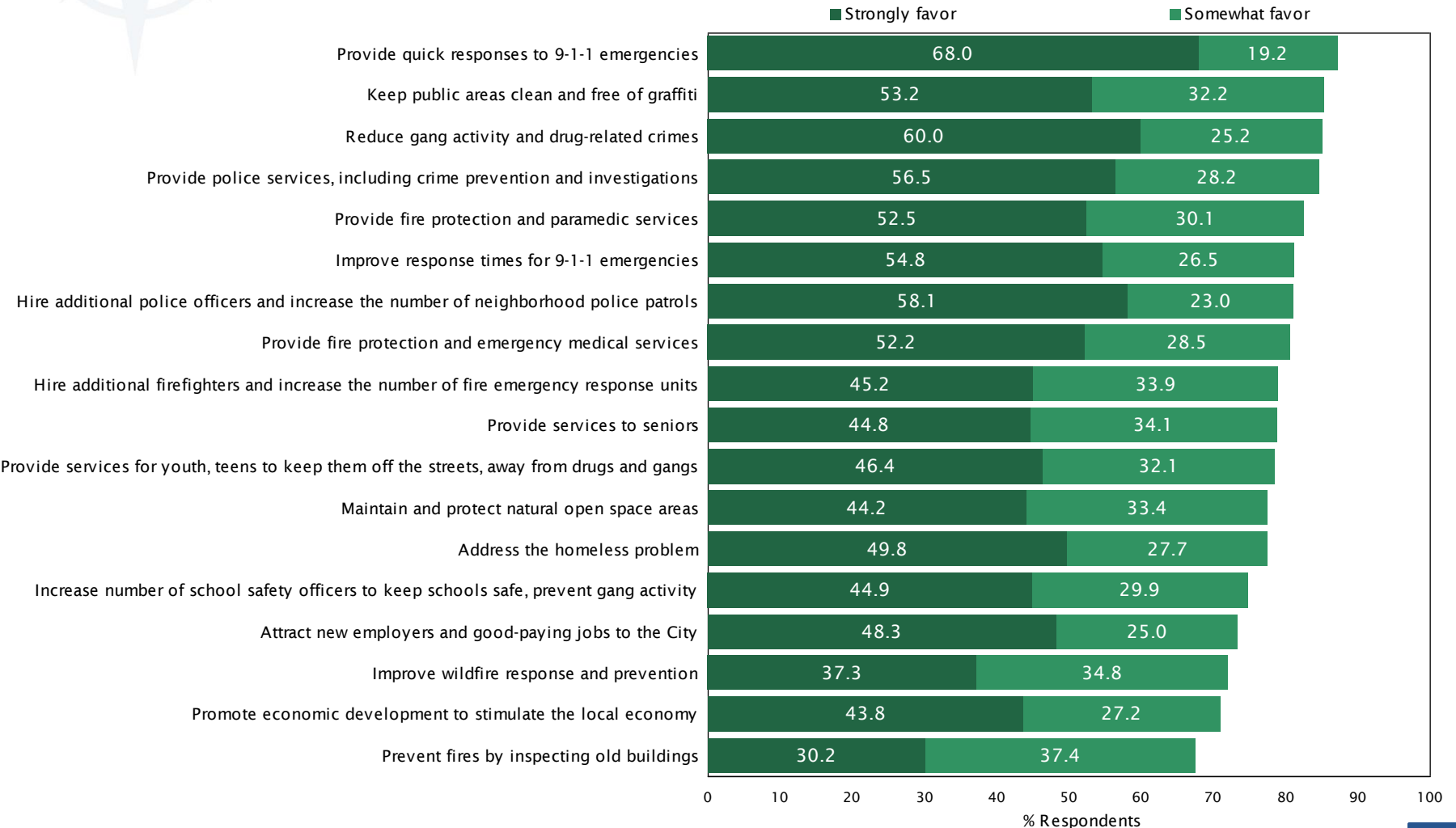
- Neighborhood police patrols, crime prevention and investigations
- Reducing gang and drug-related crimes
- Providing fire, paramedic, and 9-1-1 emergency response services
- Addressing homelessness
- And keeping public areas clean and free of graffiti

Shall the City of Chula Vista establish an ongoing one-half cent sales tax until ended by voters, providing 16 million dollars annually for city services, and requiring citizen oversight, independent audits, and all funds controlled locally? If the election were held today, would you vote yes or no on this measure?

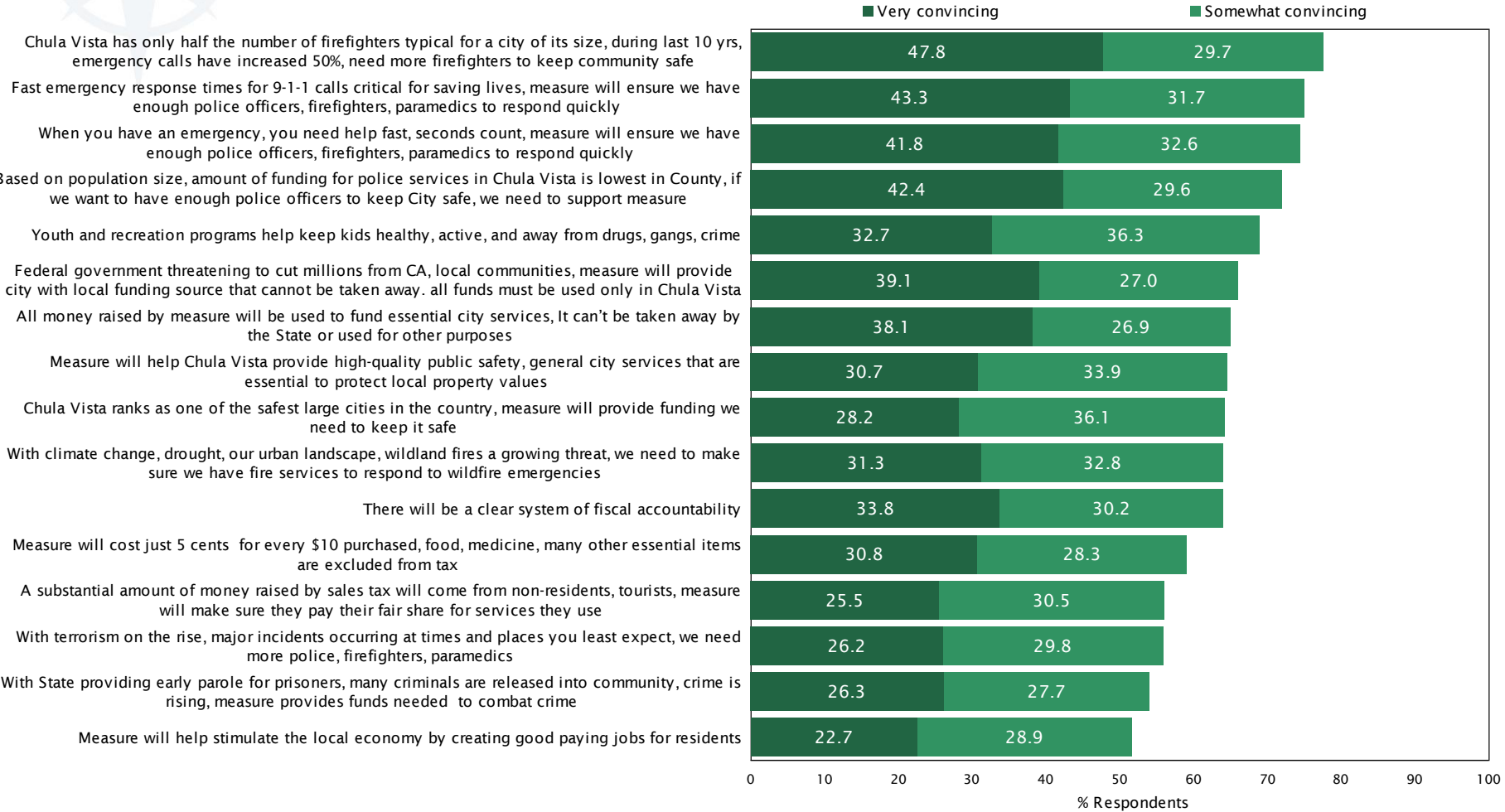
INITIAL BALLOT TEST



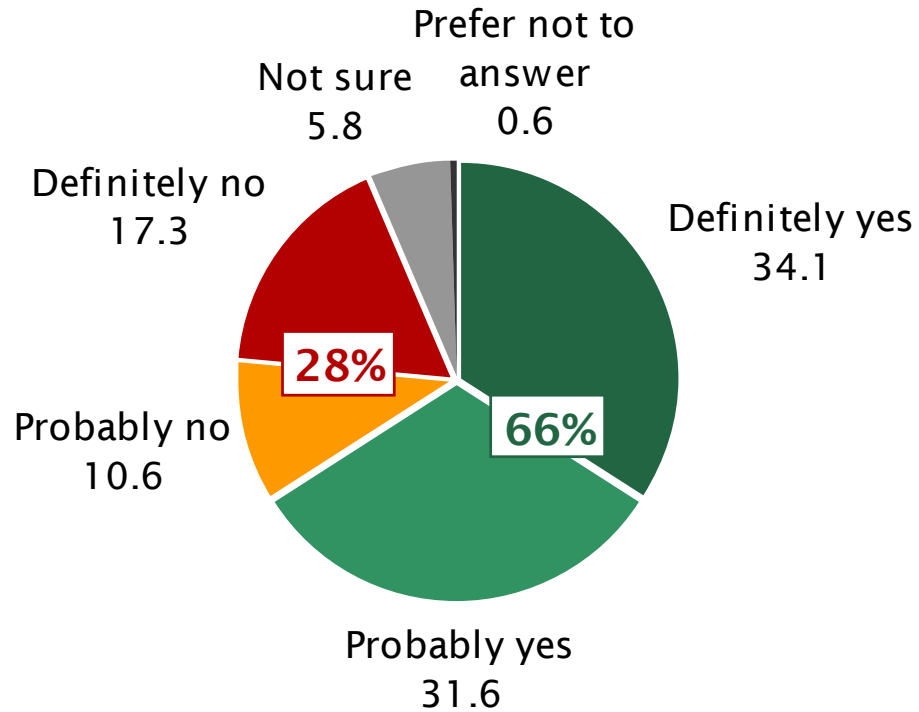
PROJECTS & PROGRAMS



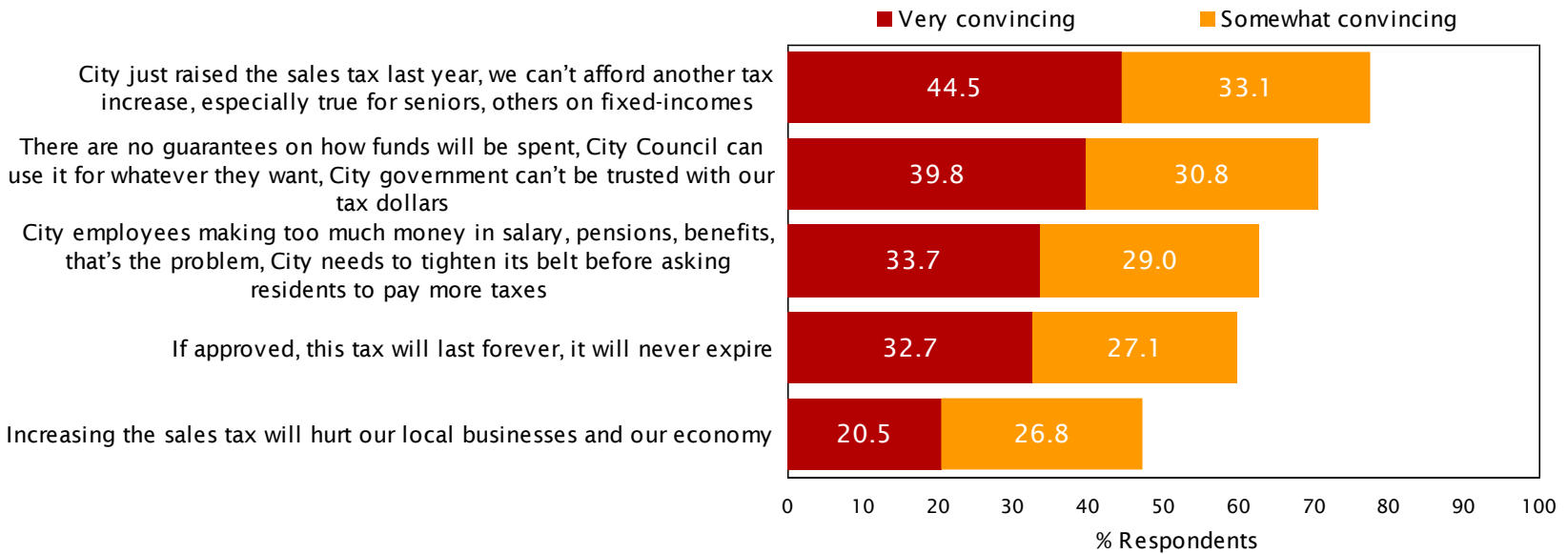
POSITIVE ARGUMENTS



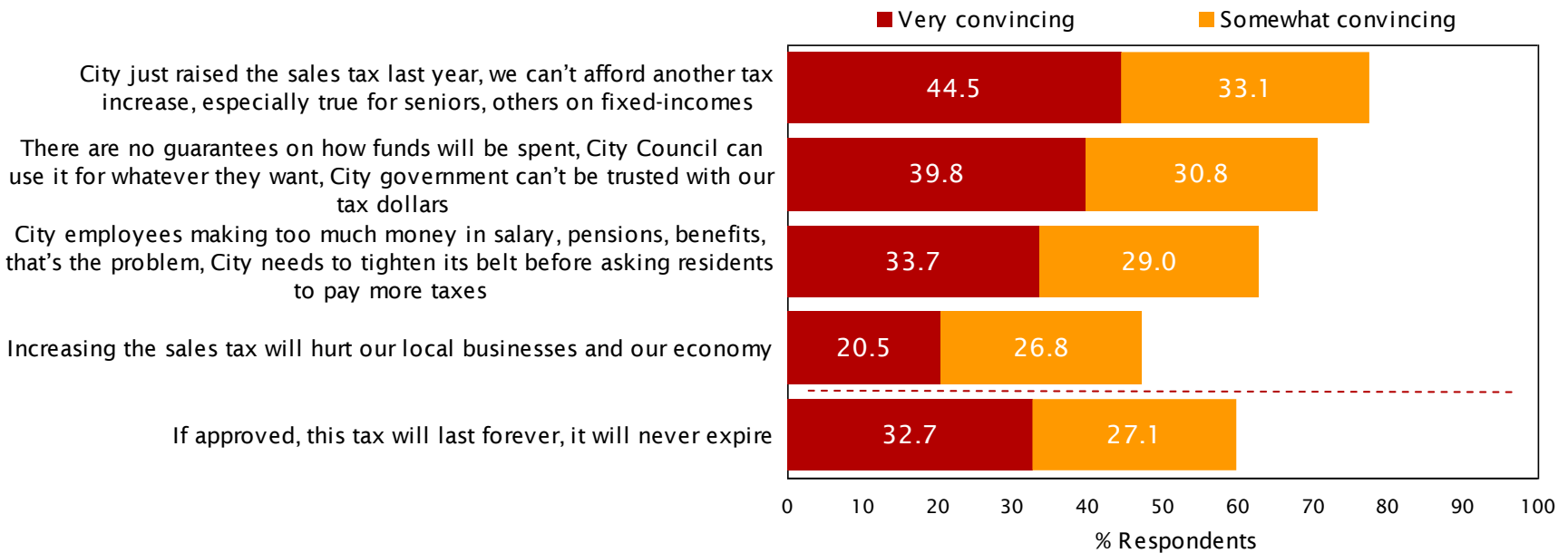
INTERIM BALLOT TEST



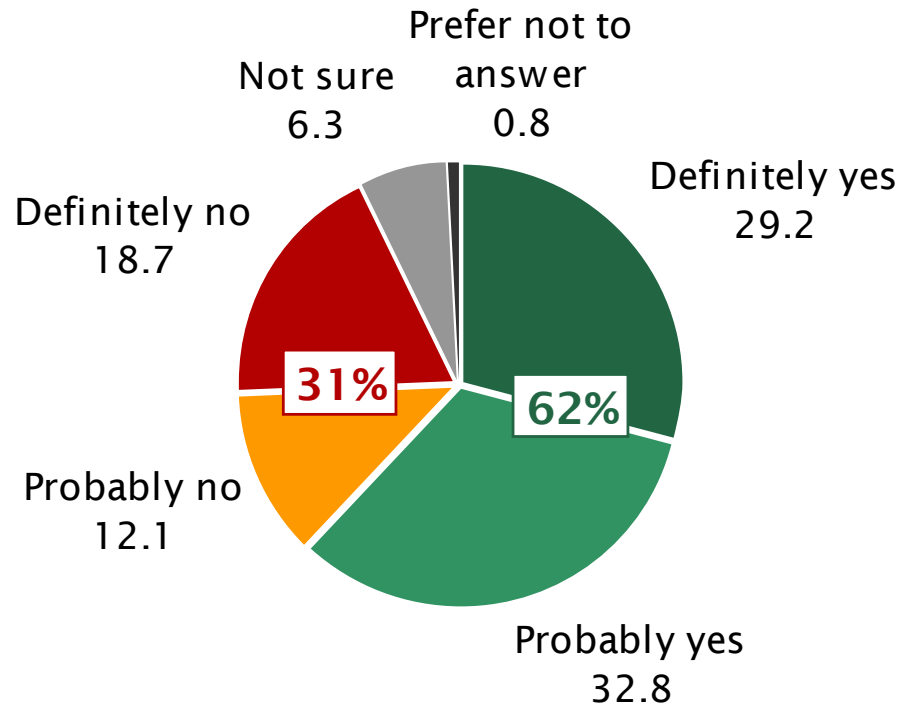
NEGATIVE ARGUMENTS



NEGATIVE ARGUMENTS



FINAL BALLOT TEST





KEY CONCLUSIONS

- Is it feasible to move forward with a local sales tax measure? **Yes.**
 - Voters value the services they receive from the City of Chula Vista and wish to see these services maintained and improved.
 - Strong natural support for a local sales tax measure to fund city services (66%)
 - Popular services
 - Strong positive arguments
 - All ballot tests are well above the simple majority (50% +1) required for passage



CONSIDERATIONS & RECOMMENDATIONS

- Poll is a snapshot in time, not a crystal ball
- Emphasize public safety and keeping city clean:
 - Quick responses to 9-1-1 emergencies
 - Reduce gang and drug-related crimes
 - Police services including crime prevention and investigations
 - Fire protection and paramedic services
 - Keep public areas clean and graffiti-free
- Outreach & education are critical so voters understand the need, the plan, accountabilities, and the benefits to their community.

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