SALES TAX FEASIBILITY SURVEY

CONDUCTED FOR THE CITY OF CHULA VISTA

PRESENTED BY
TIMOTHY McLarney Ph.D.

12/19/2017



PURPOSE OF STUDY

- O 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

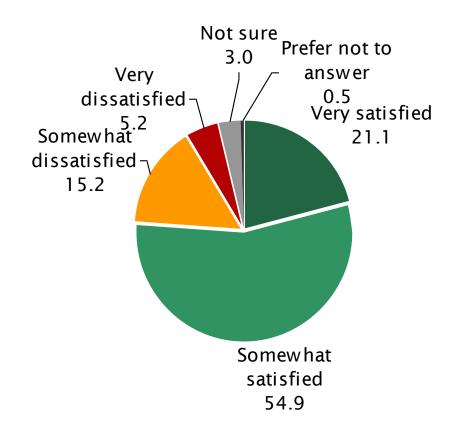


METHODOLOGY OF STUDY

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



OVERALL SATISFACTION





INITIAL BALLOT TEST

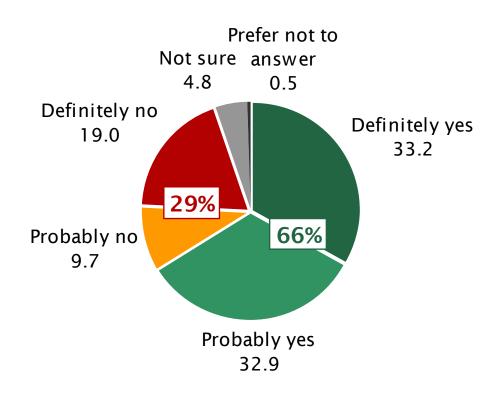
To provide the funding needed to maintain and improve general city services including:

- Neighborhood police patrols, crime prevention and investigations
- Reducing gang and drug-related crimes
- o 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?

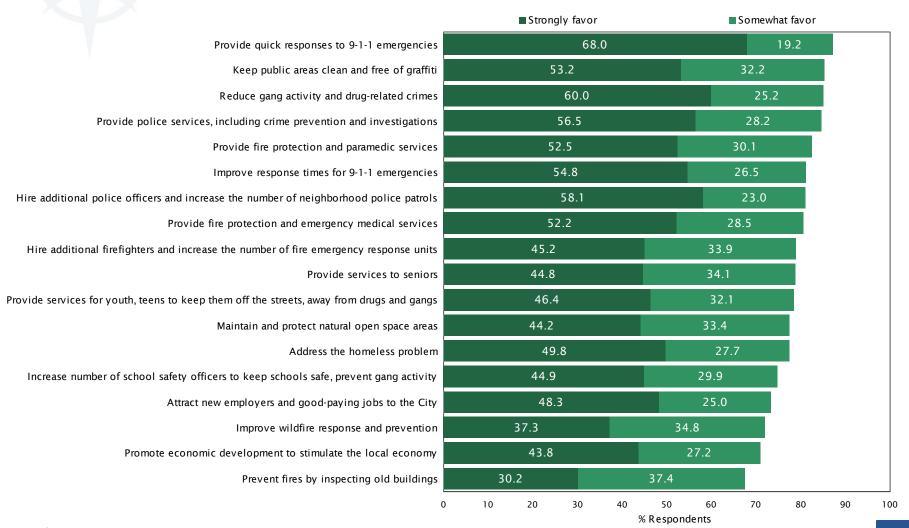


INITIAL BALLOT TEST





PROJECTS & PROGRAMS





POSITIVE ARGUMENTS

■ Very convincing ■ Somewhat convincing Chula Vista has only half the number of firefighters typical for a city of its size, during last 10 yrs, 47.8 29.7 emergency calls have increased 50%, need more firefighters to keep community safe Fast emergency response times for 9-1-1 calls critical for saving lives, measure will ensure we have 43.3 31.7 enough police officers, firefighters, paramedics to respond quickly When you have an emergency, you need help fast, seconds count, measure will ensure we have 41.8 32.6 enough police officers, firefighters, paramedics to respond quickly Based on population size, amount of funding for police services in Chula Vista is lowest in County, if 42.4 29.6 we want to have enough police officers to keep City safe, we need to support measure Youth and recreation programs help keep kids healthy, active, and away from drugs, gangs, crime 32.7 36.3 Federal government threatening to cut millions from CA, local communities, measure will provide 39.1 27.0 city with local funding source that cannot be taken away. all funds must be used only in Chula Vista All money raised by measure will be used to fund essential city services. It can't be taken away by 38.1 26.9 the State or used for other purposes Measure will help Chula Vista provide high-quality public safety, general city services that are 30.7 33.9 essential to protect local property values Chula Vista ranks as one of the safest large cities in the country, measure will provide funding we 28.2 36.1 need to keep it safe With climate change, drought, our urban landscape, wildland fires a growing threat, we need to make 31.3 32.8 sure we have fire services to respond to wildfire emergencies There will be a clear system of fiscal accountability 33.8 30.2 Measure will cost just 5 cents for every \$10 purchased, food, medicine, many other essential items 30.8 28.3 are excluded from tax A substantial amount of money raised by sales tax will come from non-residents, tourists, measure 25.5 30.5 will make sure they pay their fair share for services they use With terrorism on the rise, major incidents occurring at times and places you least expect, we need 26.2 29.8 more police, firefighters, paramedics With State providing early parole for prisoners, many criminals are released into community, crime is 26.3 27.7 rising, measure provides funds needed to combat crime Measure will help stimulate the local economy by creating good paying jobs for residents 22.7 28.9

10

20

30

40

50

% Respondents

60

70

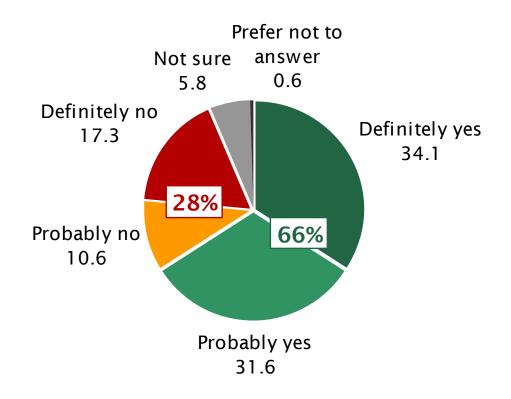
80

90



100

INTERIM BALLOT TEST





NEGATIVE ARGUMENTS

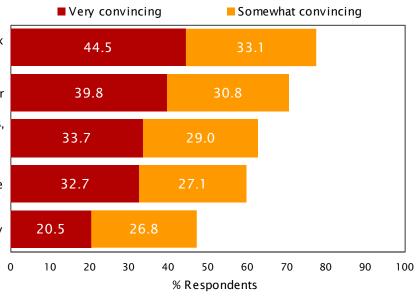
City just raised the sales tax last year, we can't afford another tax increase, especially true for seniors, others on fixed-incomes

There are no guarantees on how funds will be spent, City Council can use it for whatever they want, City government can't be trusted with our tax dollars

City employees making too much money in salary, pensions, benefits, that's the problem, City needs to tighten its belt before asking residents to pay more taxes

If approved, this tax will last forever, it will never expire

Increasing the sales tax will hurt our local businesses and our economy





NEGATIVE ARGUMENTS

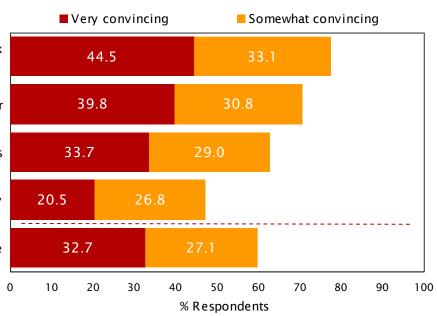
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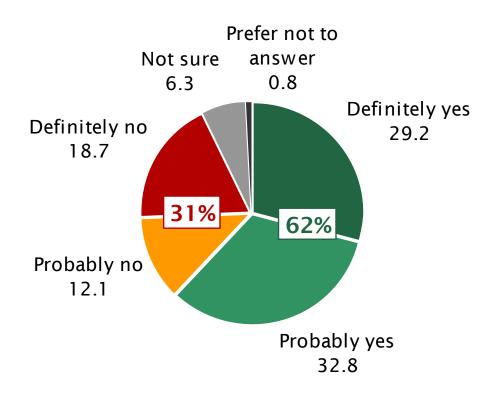
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FINAL BALLOT TEST





KEY CONCLUSIONS

- o Is it feasible to move forward with a local sales tax measure? **Yes**.
 - o 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%)
 - o Popular services
 - Strong positive arguments
 - All ballot tests are well above the simple majority (50% +1) required for passage



CONSIDERATIONS & RECOMMENDATIONS

- o 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
 - o 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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