

Fairbank,  
Maslin,  
Maullin,  
Metz &  
Associates

FM3

**CITY OF ALAMEDA BALLOT MEASURE FEASIBILITY SURVEY**  
**220-4280-WT**  
**N=600**  
**MARGIN OF SAMPLING ERROR ±4.0% (95% CONFIDENCE INTERVAL)**  
**A/B & C/D SPLITS**

Hello, I'm \_\_\_\_\_ from \_\_\_\_\_, a public opinion research company. I am definitely not trying to sell you anything. We are conducting an opinion survey about issues that interest people living in the City of Alameda and we are only interested in your opinions. May I speak to \_\_\_\_\_? **(YOU MUST SPEAK TO THE VOTER LISTED. VERIFY THAT THE VOTER LIVES AT THE ADDRESS LISTED, OTHERWISE TERMINATE).**

A. **(T)** 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? **(IF NOT ON A CELL PHONE, ASK: "Do you own a cell phone?")**

- Yes, cell and can talk safely ----- **(ASK QB)** -- 39%
- Yes, cell but cannot talk safely ----- **TERMINATE**
- No, not on cell, but own one ----- **(ASK QB)** -- 47%
- No, not on cell and do not own one ----- **(SKIP QB)** -- 14%
- (DON'T READ) DK/NA/REFUSED**----- **TERMINATE**

**(ASK QB ONLY IF CODES 1 OR 2 "OWN A CELL PHONE" IN QA)**

B. **(T)** Would you say you use your cell phone to make and receive all of your phone calls, most of your phone calls, do you use your cell phone and home landline phone equally, or do you mostly use your home landline phone to make and receive calls?

- All cell phone ----- 32%
- Mostly cell phone----- 28%
- Cell and landline equally ----- 15%
- Mostly landline ----- 19%
- (DON'T READ) DK/NA** -----5%

**(RESUME ASKING ALL RESPONDENTS)**

1. Would you say that things in \_\_\_\_\_ are generally headed in the right direction, or do you feel that things are pretty seriously off on the wrong track? **(DO NOT RANDOMIZE)**

	<u>RIGHT</u> <u>DIRECTION</u>	<u>WRONG</u> <u>TRACK</u>	<b>(DON'T</b> <b>READ)</b> <u>MIXED</u>	<b>(DON'T</b> <b>READ)</b> <u>DK/NA</u>
a. <b>(T)</b> The City of Alameda -----	59%	22%	10%	9%
b. <b>(T)</b> Your neighborhood -----	75%	14%	5%	6%

**NEXT, I AM GOING TO READ YOU A DESCRIPTION OF A CITY OF ALAMEDA MEASURE THAT MAY APPEAR ON A FUTURE BALLOT.**

**(SPLIT SAMPLE C ONLY – GENERAL PURPOSE SALES TAX)**

2. This measure may read as follows:

**City of Alameda Essential City Services Measure.**

To maintain Alameda’s financial stability and to fund essential City services such as:

- Police response to violent crimes, burglaries, and other safety needs;
- 9-1-1 emergency medical and fire response;
- Pothole, street and storm drain repairs;
- Neighborhood park maintenance; and
- Other City services,

Shall the City of Alameda enact a one-half cent sales tax for 15 years, providing about three-point-six million dollars annually, requiring independent audits, public review of spending, and all revenues controlled locally?

If there were an election 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, DON’T KNOW, NO ANSWER, ASK: “Do you lean toward voting yes or no?”)**

<b>TOTAL YES</b> -----	<b>63%</b>
Definitely yes-----	28%
Probably yes-----	31%
Undecided, lean yes-----	3%
 <b>TOTAL NO</b> -----	 <b>31%</b>
Undecided, lean no-----	3%
Probably no-----	10%
Definitely no-----	18%
 <b>(DON'T READ) DK/NA</b> -----	 <b>6%</b>

**(SPLIT SAMPLE C ONLY – GENERAL PURPOSE SALES TAX)**

**(ASK Q3 ONLY IF “YES/NO” IN Q2 – CODES 1-6)**

3. In a few of your own words, what are the main reasons why you would vote **(YES/NO)** on this measure? **(OPEN-END; RECORD VERBATIM RESPONSE; PROBE FOR SPECIFICS BEYOND “SOUNDS LIKE A GOOD/BAD IDEA.”)**

a. Yes, N=188

General favor -----	27%
Support/improve city services in general -----	18%
It’s necessary/need the funding -----	17%
Police/fire needs support-----	16%
Infrastructure needs to be fixed/modernize-----	10%
Repair/maintain parks -----	10%
Worth the money/don’t mind paying -----	9%
Roads need to be fixed -----	9%
Good for the community -----	3%
Everybody should pay the same/makes it fair-----	2%
Brings up property values -----	1%
Need more information -----	1%
Exemptions for seniors/low income -----	0%
Other -----	4%

b. No, N=93

Too expensive/don’t want tax increases-----	42%
Use money they already have/get funding elsewhere-----	18%
Money is being misspent/doesn’t go where they say it will -----	16%
Need more information -----	14%
City employees make too much already-----	10%
Don’t trust government -----	8%
General oppose -----	7%
Measure is confusing/too much in one measure -----	4%
More important things to do with the money-----	3%
Other -----	3%

**(RESUME ASKING ALL RESPONDENTS IN SPLIT SAMPLE C)**

4. Next, I am going to read a list of provisions that may be included in this ballot measure. After I read each one, please tell me whether you would be more likely or less likely to support this ballot measure if that provision were included. **(IF MORE/LESS LIKELY, ASK: “Is that much MORE/LESS likely or just somewhat?”) (RANDOMIZE)**

	<u>MUCH MORE LKLY</u>	<u>SMWT MORE LKLY</u>	<u>SMWT LESS LKLY</u>	<u>MUCH LESS LKLY</u>	<u>(NO DIFF)</u>	<u>(DK/NA)</u>	<u>TOTAL MORE LKLY</u>	<u>TOTAL LESS LKLY</u>
[ ]a. Requiring independent citizens' oversight -----	27%	36%	9%	7%	14%	6%	63%	17%
<b>(SPLIT SAMPLE AC ONLY)</b>								
[ ]b. Requiring that the tax end after 15 years -----	24%	35%	10%	10%	17%	4%	58%	20%
[ ]c. Requiring independent audits -----	46%	29%	9%	5%	8%	2%	75%	15%
<b>(SPLIT SAMPLE BC ONLY)</b>								
[ ]d. Requiring that the tax end after 9 years -----	20%	38%	11%	10%	16%	5%	58%	21%
[ ]e. Requiring public review of spending -----	40%	37%	6%	7%	8%	2%	77%	13%

**(SPLIT SAMPLE D ONLY – GENERAL PURPOSE UUT MODERNIZATION)**

5. This measure may read as follows:

**City of Alameda Utility Users Tax Modernization and Essential City Services Protection Measure.**

To maintain financial stability without increasing tax rates and fund City services such as:

- Police protection;
- 9-1-1 emergency/fire response;
- Pothole/street/storm drain repairs;
- Neighborhood park maintenance; and
- Other City services,

Shall the City of Alameda modernize its existing utility users tax to treat taxpayers equally regardless of communications technology used, with senior/low-income exemptions, independent audits, public spending review, and locally controlled revenues?

If there were an election 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, DON'T KNOW, NO ANSWER, ASK: “Do you lean toward voting yes or no?”)**

<b>TOTAL YES</b> -----	<b>52%</b>
Definitely yes-----	17%
Probably yes-----	28%
Undecided, lean yes-----	7%
 <b>TOTAL NO</b> -----	 <b>26%</b>
Undecided, lean no-----	2%
Probably no-----	10%
Definitely no-----	14%
 <b>(DON'T READ) DK/NA</b> -----	 <b>23%</b>

**(SPLIT SAMPLE D ONLY – GENERAL PURPOSE UUT MODERNIZATION)  
 (ASK Q6 ONLY IF “YES/NO” IN Q5 – CODES 1-6)**

6. In a few of your own words, what are the main reasons why you would vote (YES/NO) on this measure? (OPEN-END; RECORD VERBATIM RESPONSE; PROBE FOR SPECIFICS BEYOND “SOUNDS LIKE A GOOD/BAD IDEA.”)

a. Yes, N=155

General favor -----	22%
Infrastructure needs to be fixed/modernize-----	22%
Everybody should pay the same/makes it fair-----	11%
Police/fire needs support-----	9%
Support/improve city services in general -----	8%
It’s necessary/need the funding -----	7%
Exemptions for seniors/low income -----	6%
Good for the community -----	5%
Worth the money/don’t mind paying -----	5%
Doesn’t raise taxes-----	4%
Roads need to be fixed -----	3%
Repair/maintain parks -----	2%
Need more information -----	2%
No better options -----	1%
Brings up property values -----	1%
Other -----	7%
Don’t know-----	3%
Refused -----	2%

b. No, N=77

Too expensive/don’t want tax increases-----	27%
Need more information -----	19%
Measure is confusing/too much in one measure -----	11%
General oppose -----	9%
Use money they already have/get funding elsewhere -----	9%
Don’t trust government -----	8%
More important things to do with the money-----	4%
Money is being misspent/doesn’t go where they say it will -----	3%
Seniors should be exempt-----	3%
Too many regulations -----	2%
They say there won’t be a tax, but there will be somehow -----	1%
Other -----	12%
Refused -----	1%

**(RESUME ASKING ALL RESPONDENTS IN SPLIT SAMPLE D)**

7. Now let me tell you more about this ballot measure. Alameda’s utility users tax was originally passed by voters in 1995 and currently applies to electricity, natural gas and cable television services, and to telephone calls made on landlines and cell phones.

However, newer telecommunication technologies – such as broadband wireless service and voice over I-P – are not covered the by the existing utility users tax. Additionally, some telecommunications providers apply the tax and some don’t.

This measure would not increase tax rates, but would modernize the City’s utility users tax to ensure that all residents are treated equally regardless of what types of telecommunications services they use now, and in the future

If there were an election 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, DON’T KNOW, NO ANSWER, ASK: “Do you lean toward voting yes or no?”)**

<b>TOTAL YES</b> -----	<b>68%</b>
Definitely yes-----	25%
Probably yes-----	38%
Undecided, lean yes-----	6%
 <b>TOTAL NO</b> -----	 <b>22%</b>
Undecided, lean no-----	1%
Probably no-----	11%
Definitely no-----	9%
 <b>(DON'T READ) DK/NA</b> -----	 <b>10%</b>

**(RESUME ASKING ALL RESPONDENTS)**

**NOW I AM GOING TO ASK YOU ABOUT SOME GENERAL ISSUES IN THE CITY OF ALAMEDA.**

8. First, I'd like to read you some problems facing the City of Alameda that other people have mentioned. For each one I read, please tell me whether you think it is an extremely serious problem, a very serious problem, somewhat serious problem, or a not too serious problem in Alameda. **(RANDOMIZE)**

	<u>EXT SER PROB</u>	<u>VERY SER PROB</u>	<u>SMWT SER PROB</u>	<u>NOT TOO SER PROB</u>	<u>(DK/ NA)</u>	<u>EXT/ VERY</u>
<b>(SPLIT SAMPLE A ONLY)</b>						
[ ]a. (T) A lack of parking in commercial districts-----	11%	13%	34%	41%	1%	24%
[ ]b. (T) The cost of housing-----	32%	37%	22%	9%	1%	69%
[ ]c. (T) Waste and inefficiency in local government-----	7%	11%	34%	31%	17%	18%
[ ]d. (T) The condition of the local economy-----	4%	4%	33%	55%	3%	8%
[ ]e. (T) Crime-----	2%	7%	26%	64%	1%	9%
[ ]f. (T) A lack of parks and open space-----	3%	8%	21%	67%	1%	11%
<b>(SPLIT SAMPLE B ONLY)</b>						
[ ]g. (T) Traffic and congestion on local streets and roads-----	17%	31%	30%	22%	0%	47%
[ ]h. (T*) Too much growth and development-----	16%	22%	28%	33%	1%	38%
[ ]i. (T) The amount people pay in City taxes-----	6%	9%	29%	46%	9%	15%
[ ]j. (T) Gangs and youth violence-----	4%	6%	20%	67%	3%	10%
[ ]k. Current drought conditions in California-----	32%	40%	17%	10%	1%	72%



**(RESUME ASKING ALL RESPONDENTS)**

9. Now I am going to ask you about some specific services that the City of Alameda provides. After you hear each one, please tell me whether you think the City is doing an excellent, good, only fair, or poor job in providing that service. If you have no opinion or don't know about a particular function of government that I mention to you, you can tell me that too. Here is the first one... **(RANDOMIZE)**

	<u>EXC</u>	<u>GOOD</u>	<u>ONLY FAIR</u>	<u>POOR</u>	<u>(NO OPIN/ DK/NA)</u>	<u>EXC/ GOOD</u>	<u>FAIR/ POOR</u>
[ ]a. Level of neighborhood safety -----	27%	55%	13%	2%	3%	82%	15%
[ ]b. Quality of police services -----	30%	52%	11%	2%	5%	82%	13%
[ ]c. Quality of fire services -----	37%	39%	7%	1%	16%	76%	8%
[ ]d. Quality of Library programs for children and adults -----	24%	38%	5%	1%	32%	62%	6%
[ ]e. Quality of customer service at the Library -----	33%	34%	3%	0%	30%	67%	3%
[ ]f. City's management of budget and finances -----	3%	26%	23%	10%	38%	29%	33%
[ ]g. Quality of street maintenance -----	9%	47%	31%	11%	1%	56%	43%
[ ]h. Quality of park facilities -----	25%	56%	12%	2%	5%	81%	14%
[ ]i. Quality of recreation programs -----	25%	43%	9%	1%	22%	68%	11%
[ ]j. Quality of Permit Center services -----	4%	16%	13%	6%	62%	19%	19%

**NOW I WOULD LIKE TO ASK YOU A FEW MORE QUESTIONS ABOUT THE BALLOT MEASURE WE DISCUSSED EARLIER. TO REFRESH YOUR MEMORY, THIS MEASURE WOULD**

**(SPLIT SAMPLE C ONLY – GENERAL PURPOSE SALES TAX)**

**MAINTAIN ALAMEDA’S FINANCIAL STABILITY AND TO FUND ESSENTIAL CITY SERVICES SUCH AS PUBLIC SAFETY, STREET REPAIRS, AND PARK MAINTENANCE BY ENACTING A ONE-HALF CENT SALES TAX FOR 15 YEARS.**

**(SPLIT SAMPLE D ONLY – UUT MODERNIZATION)**

**MAINTAIN ALAMEDA’S FINANCIAL STABILITY WITHOUT INCREASING TAX RATES AND FUND CITY SERVICES SUCH AS PUBLIC SAFETY, STREET REPAIRS, AND PARK MAINTENANCE BY MODERNIZING ITS EXISTING UTILITY USERS TAX SO TAXPAYERS ARE TREATED EQUALLY REGARDLESS OF COMMUNICATIONS TECHNOLOGY USED.**

**(RESUME ASKING ALL RESPONDENTS)**

10. First, I am going to read you a list of ways in which funds generated by this measure could be spent. After I read each one, please tell me how important each item is to you personally: extremely important, very important, somewhat important, or not too important. **(RANDOMIZE)**

	<u>EXT IMPT</u>	<u>VERY IMPT</u>	<u>SMWT IMPT</u>	<u>NOT TOO IMPT</u>	<u>(DK/ NA)</u>	<u>EXT/ VERY</u>
[ ]a. Maintaining the City of Alameda’s financial stability-----	32%	50%	13%	3%	1%	82%
[ ]b. Addressing the cost of rental housing -----	35%	26%	21%	15%	2%	62%

	<u>EXT</u>	<u>VERY</u>	<u>SMWT</u>	<u>NOT</u>	<u>(DK/</u>	<u>EXT/</u>
	<u>IMPT</u>	<u>IMPT</u>	<u>IMPT</u>	<u>TOO</u>	<u>NA)</u>	<u>VERY</u>
				<u>IMPT</u>		
<b>(SPLIT SAMPLE A ONLY)</b>						
[ ]c. Maintaining the City of Alameda’s quality of life -----	38%	44%	12%	4%	3%	82%
[ ]d. Maintaining 9-1-1 police response times-----	44%	43%	9%	3%	1%	86%
[ ]e. Maintaining police response to violent crimes -----	42%	42%	11%	4%	1%	84%
[ ]f. Maintaining City parks-----	18%	46%	31%	5%	0%	64%
[ ]g. Providing programs for youth and young adults-----	23%	40%	28%	7%	1%	63%
[ ]h. Attracting businesses to Alameda -----	13%	29%	41%	15%	2%	42%
[ ]i. Increasing the number of bicycle lanes-----	8%	17%	33%	42%	0%	25%
[ ]j. Maintaining street maintenance and pothole repair services -----	24%	47%	25%	5%	0%	71%
[ ]k. Expanding graffiti removal services -----	11%	20%	40%	28%	2%	30%
[ ]l. Maintaining library hours and services-----	15%	43%	30%	10%	2%	59%
[ ]m. (T) Maintaining existing neighborhood policing programs-----	19%	36%	31%	9%	5%	55%
[ ]n. Repairing aging and deteriorating play structures and facilities at City parks -----	12%	38%	33%	14%	2%	51%
[ ]o. Ensuring community preparedness for disasters and large-scale emergencies -----	32%	41%	21%	5%	1%	73%
[ ]p. Maintaining 9-1-1 response times to fire emergencies -----	43%	44%	8%	3%	2%	87%
[ ]q. Creating a safe space on our streets for bicyclists and pedestrians -----	20%	32%	33%	13%	1%	52%
<b>(SPLIT SAMPLE B ONLY)</b>						
[ ]r. Funding essential City services -----	22%	47%	21%	5%	5%	70%
[ ]s. Maintaining 9-1-1 emergency medical response times-----	45%	45%	7%	2%	0%	90%
[ ]t. Maintaining police response to property crimes, such as burglaries -----	37%	46%	14%	4%	0%	82%
[ ]u. Maintaining neighborhood parks -----	20%	50%	25%	4%	1%	70%
[ ]v. Maintaining programs for seniors -----	22%	45%	24%	8%	1%	67%
[ ]w. Creating more jobs through economic development-----	20%	34%	31%	14%	3%	53%
[ ]x. Improving bicycle safety-----	15%	31%	35%	17%	1%	46%
[ ]y. Maintaining and repairing storm drains to keep pollution out of the Bay -----	33%	46%	16%	4%	1%	79%
[ ]z. Maintaining trees along City streets -----	12%	41%	38%	7%	1%	53%
[ ]aa. Maintaining recreation programs-----	17%	41%	33%	8%	1%	58%
[ ]bb. (T) Funding programs that prevent the spread of gang and drug-related violent crimes from neighboring communities -----	23%	27%	33%	16%	1%	50%
[ ]cc. Improving public transit to address traffic congestion -----	20%	44%	25%	11%	1%	63%
[ ]dd. Re-opening City Hall on Fridays-----	3%	10%	29%	53%	5%	13%

**(RESUME ASKING ALL RESPONDENTS)**

**NOW I AM GOING TO READ YOU SOME STATEMENTS FROM SUPPORTERS AND OPPONENTS OF THIS MEASURE.**

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

	<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT CONV</u>	<u>DON'T BEL</u>	<u>(DK/NA)</u>	<u>VERY/ SMWT</u>
[ ]a. <b>(ACCOUNTABILITY)</b> This measure will be subject to tough fiscal accountability requirements going beyond anything required by law, including full public review of all spending and independent financial audits, to ensure that the money is spent consistent with community priorities.-----	25%	42%	18%	12%	2%	68%
[ ]b. <b>(STREET MAINTENANCE)</b> Alameda has a backlog of 25 million dollars' worth of street maintenance and road repair projects. This measure is needed to repair potholes and prevent local streets from deteriorating further. ----	32%	41%	16%	9%	2%	73%
[ ]c. <b>(PUBLIC SAFETY RECORD)</b> For the last several years, the City of Alameda has been able to keep crime rates low. This measure is needed to maintain these low crime rates and keep Alameda a safe place to live, run a business, and raise a family. -----	31%	38%	19%	11%	1%	69%
[ ]d. <b>(PARK MAINTENANCE)</b> Alameda's 21 community and neighborhood parks are an important part of what makes living here special. This measure will help maintain our parks, and keep them safe and clean for our residents to enjoy.-----	36%	42%	14%	8%	0%	78%
<b>(SPLIT SAMPLE A ONLY)</b>						
[ ]e. <b>(QUALITY OF LIFE)</b> Alameda is a place where people desire to live and raise families. However, if we are forced to start cutting basic City services, the character of our community and its quality of life will decline. These measures will help protect and maintain essential City services that make our community a safe, well-maintained place to live.-----	37%	36%	19%	8%	1%	72%

	<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT CONV</u>	<u>DON'T BEL</u>	<u>(DK/NA)</u>	<u>VERY/ SMWT</u>
<b>(SPLIT SAMPLE A CONTINUED)</b>						
[ ]f. <b>(RECESSION PREPAREDNESS)</b> This measure will help the City prepare for the next economic downturn, stabilizing our revenue base, and ensuring that essential services are maintained no matter what happens to the economy. -----	24%	40%	21%	14%	1%	64%
<b>(SPLIT SAMPLE B ONLY)</b>						
[ ]g. <b>(STORM DRAINS)</b> The State Water Board issued new regulations that require Alameda to make 45 million dollars in storm drain improvements or risk being fined. This measure will help repair and maintain storm drains to prevent street flooding, keep pollution from spilling into the Bay, and avoid state fines. -----	40%	35%	15%	7%	2%	76%
[ ]h. <b>(DISASTER PREPAREDNESS)</b> This measure will help the City prepare the community for the next disaster or major emergency, such as an earthquake or flooding. It will fund training for City staff, nonprofits and community members and stock emergency shelters with needed supplies.-----	28%	41%	18%	12%	1%	69%
<b>(SPLIT SAMPLE C ONLY – GENERAL PURPOSE SALES TAX)</b>						
[ ]i. <b>(AMOUNT)</b> This measure would only raise the sales tax by five pennies on a 10 dollar purchase. This is a small price to pay to maintain essential services like police, fire, emergency response, street repairs, parks, libraries, and youth and senior programs. -----	40%	33%	21%	6%	0%	73%
<b>(SPLIT SAMPLE D ONLY – GENERAL PURPOSE UUT MODERNIZATION)</b>						
[ ]j. <b>(NO TAX INCREASE)</b> This measure helps fix a 20-year old law and does <u>not</u> increase tax rates. It modernizes and continues an <u>existing</u> tax which the City has relied upon to maintain essential services for years. -----	35%	39%	14%	10%	3%	74%
[ ]k. <b>(FAIRNESS)</b> The measure modernizes the existing utility users tax to include telecommunications technologies that did not exist when it was first introduced. It ensures that all taxpayers, regardless of the technology they use, are treated the same and that everyone pays their fair share.-----	40%	38%	14%	7%	1%	77%

<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT CONV</u>	<u>DON'T BEL</u>	<u>(DK/NA)</u>	<u>VERY/ SMWT</u>
----------------------	----------------------	---------------------	----------------------	----------------	-----------------------

**(SPLIT SAMPLE D CONTINUED)**

[ ]1. **(DECLINING REVENUE)** Because the City’s existing utility users tax does not include newer telecommunications technologies, the City is losing revenue. This measure is needed to maintain a dependable stream of revenue to fund essential services. -----32%----- 40% ---- 17% -----9% ----- 2% 73%

**(RESUME ASKING ALL RESPONDENTS)**

12. Now that you have heard more about it, I would like to ask you again about the measure we have been discussing. This is the measure that would

**(SPLIT SAMPLE C ONLY – GENERAL PURPOSE SALES TAX)**

maintain Alameda’s financial stability and to fund essential City services such as public safety, street repairs, and park maintenance by enacting a one-half cent sales tax for 15 years.

**(SPLIT SAMPLE D ONLY – UUT MODERNIZATION)**

maintain Alameda’s financial stability without increasing tax rates and fund City services such as public safety, street repairs, and park maintenance by modernizing its existing utility users tax so taxpayers are treated equally regardless of communications technology used.

**(RESUME ASKING ALL RESPONDENTS)**

If there were an election 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, DON’T KNOW, NO ANSWER, ASK: “Do you lean toward voting yes or no?”)**

	<u>SPLIT C: SALES TAX</u>	<u>SPLIT D: UUT MODERNIZATION</u>	<u>TOTAL</u>
<b>TOTAL YES</b> -----	<b>69%</b>	<b>73%</b>	<b>71%</b>
Definitely yes -----	35%	30%	32%
Probably yes -----	30%	37%	34%
Undecided, lean yes -----	4%	6%	5%
 <b>TOTAL NO</b> -----	 <b>28%</b>	 <b>21%</b>	 <b>25%</b>
Undecided, lean no -----	2%	2%	2%
Probably no -----	8%	8%	8%
Definitely no -----	18%	11%	15%
 <b>(DK/NA)</b> -----	 <b>3%</b>	 <b>6%</b>	 <b>4%</b>

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

	<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT CONV</u>	<u>DON'T BEL</u>	<u>(DK/NA)</u>	<u>VERY/ SMWT</u>
[ ]a. <b>(WASTE)</b> 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. -----	22%	24%	38%	15%	2%	45%
[ ]b. <b>(HOUSING COSTS)</b> Given how expensive it is to live in Alameda, we can't afford to raise taxes. The rental crisis is only going to get worse with new tech companies moving to the East Bay, so we shouldn't make it even more expensive to live in Alameda.-----	23%	23%	39%	13%	1%	46%
<b>(SPLIT SAMPLE A ONLY)</b>						
[ ]c. <b>(SURPLUS)</b> Because the City had a 14 million dollar surplus, this measure simply isn't needed. If they really need additional funds to maintain critical services, they should first use the surplus before further taxing local residents. -----	26%	38%	22%	11%	3%	64%
[ ]d. <b>(GROWTH)</b> Passing this measure will just lead to more out-of-control growth in Alameda. The City will use the funds to support development projects that make developers rich, create traffic congestion, and will ultimately change the character of Alameda.-----	23%	17%	29%	29%	1%	41%
<b>(SPLIT SAMPLE B ONLY)</b>						
[ ]e. <b>(PENSIONS)</b> 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. In fact, the City has over 90 million dollars in outstanding debt for retiree benefits. -----	27%	27%	26%	16%	4%	55%
[ ]f. <b>(WON'T TRICKLE DOWN)</b> Although this measure claims it will fund a variety of City services, almost all of the funds will likely be spent on public safety. Meaningful dollars simply won't trickle down to other important services, like parks and libraries. -----	18%	35%	32%	11%	4%	53%

	<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT CONV</u>	<u>DON'T BEL</u>	<u>(DK/NA)</u>	<u>VERY/ SMWT</u>
<b>(SPLIT SAMPLE C ONLY – GENERAL PURPOSE SALES TAX)</b>						
[ ]g. <b>(RECENT FAILURE)</b> Alameda voters recently rejected another sales tax measure. The City should respect this decision and work within their means instead of putting yet another tax measure on the ballot.	26%	34%	32%	6%	3%	59%
<b>(SPLIT SAMPLE D ONLY – GENERAL PURPOSE UUT MODERNIZATION)</b>						
[ ]h. <b>(TRICK)</b> This measure is a trick. The City is trying to hide the fact that this measure is really a tax increase by calling it a “modernization” of the existing utility users tax.	24%	30%	24%	19%	4%	54%

**(RESUME ASKING ALL RESPONDENTS)**

14. Sometimes over the course of a survey like this people change their minds. Let me ask you one last time about the measure to

**(SPLIT SAMPLE C ONLY – GENERAL PURPOSE SALES TAX)**

maintain Alameda’s financial stability and to fund essential City services such as public safety, street repairs, and park maintenance by enacting a one-half cent sales tax for 15 years.

**(SPLIT SAMPLE D ONLY – UUT MODERNIZATION)**

maintain Alameda’s financial stability without increasing tax rates, and fund City services such as public safety, street repairs, and park maintenance by modernizing its existing utility users tax so taxpayers are treated equally regardless of communications technology used.

**(RESUME ASKING ALL RESPONDENTS)**

If there were an election 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, DON’T KNOW, NO ANSWER, ASK: “Do you lean toward voting yes or no?”)**

	<b>SPLIT C: SALES TAX</b>	<b>SPLIT D: UUT MODERNIZATION</b>	<b>TOTAL</b>
<b>TOTAL YES</b> -----	<b>61%</b>	<b>64%</b>	<b>63%</b>
Definitely yes-----	30%	23%	26%
Probably yes-----	28%	37%	33%
Undecided, lean yes-----	4%	4%	4%
 <b>TOTAL NO</b> -----	 <b>35%</b>	 <b>27%</b>	 <b>31%</b>
Undecided, lean no-----	2%	3%	2%
Probably no-----	13%	9%	11%
Definitely no-----	20%	16%	18%
 <b>(DK/NA)</b> -----	 <b>3%</b>	 <b>8%</b>	 <b>6%</b>



**NOW I WOULD LIKE TO ASK YOU A QUESTION ABOUT A COMPLETELY DIFFERENT POTENTIAL BALLOT MEASURE THAT MAY APPEAR ON A FUTURE BALLOT IN THE CITY OF ALAMEDA. THIS MEASURE WOULD NOT APPEAR ON THE SAME BALLOT AS THE MEASURE WE WERE PREVIOUSLY DISCUSSING.**

15. This measure may read as follows:

**City of Alameda Park Improvement Measure.**

To maintain community and neighborhood parks throughout Alameda by:

- Repairing aging/deteriorating playgrounds, athletic fields and recreation facilities;
- Repairing/providing clean restrooms;
- Improving park pathways/safety lighting;
- Opening and maintaining new parks, like the Jean Sweeney Open Space Park;
- Ensuring parks are well-maintained and available to the entire community, including youth and seniors,

Shall the City of Alameda establish a twenty-five dollar per parcel tax, providing about 500 thousand dollars annually, requiring independent audit and public review of spending?

If there were an election 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, DON’T KNOW, NO ANSWER, ASK: “Do you lean toward voting yes or no?”)**

<b>TOTAL YES</b> .....	<b>49%</b>
Definitely yes.....	22%
Probably yes.....	23%
Undecided, lean yes.....	4%
 <b>TOTAL NO</b> .....	 <b>41%</b>
Undecided, lean no.....	1%
Probably no.....	14%
Definitely no.....	26%
 <b>(DON'T READ) DK/NA</b> .....	 <b>10%</b>

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

16. What was the last level of school you completed?

- Less than high school -----1%
- High school graduate-----9%
- Some college/vocational school ----- 19%
- College (4 years)----- 38%
- Post-graduate work ----- 29%
- (DON'T READ) DK/NA/REFUSED** ---6%

17. With which racial or ethnic group do you identify yourself: Latino or Hispanic, African-American or Black, White or Caucasian, Asian or Pacific Islander, or some other ethnic or racial background?

- Latino/Hispanic -----8%
- African-American/Black-----4%
- White/Caucasian----- 62%
- Asian/Pacific Islander----- 12%
- (DON'T READ) Other**-----0%
- (DON'T READ) Mixed race**-----3%
- (DON'T READ) DK/NA/Refused** ----- 11%

18. I don't need to know the exact amount, but 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 2014?

- \$25,000 and under-----5%
- \$25,001 - \$50,000-----9%
- \$50,001 - \$75,000----- 16%
- \$75,001 - \$100,000----- 15%
- More than \$100,000----- 37%
- (DON'T KNOW/REFUSED)** ----- 18%

**THANK AND TERMINATE**

**GENDER (BY OBSERVATION):** Male----- 48%  
 Female----- 52%

**PARTY REGISTRATION:** Democrat----- 57%  
 Republican----- 14%  
 No Party Preference----- 24%  
 Other----- 5%

**FLAGS**  
 P10----- 51%  
 G10----- 72%  
 P12----- 55%  
 G12----- 86%  
 P14----- 45%  
 G14----- 77%  
 Blank----- 5%

**HOUSEHOLD PARTY TYPE**  
 Dem 1----- 37%  
 Dem 2+----- 12%  
 Rep 1----- 6%  
 Rep 2+----- 4%  
 Ind 1+----- 23%  
 Mix----- 19%

**VOTE BY MAIL**  
 1----- 12%  
 2----- 9%  
 3+----- 37%  
 Blank----- 42%

**AGE**  
 18-29----- 10%  
 30-39----- 14%  
 40-49----- 20%  
 50-64----- 31%  
 65-74----- 17%  
 75+----- 8%

**PERMANENT ABSENTEE**  
 Yes----- 61%  
 No----- 39%

**ALTERNATIVE TURNOUT MODELS**  
 Likely June 2016----- 64%  
 Likely Nov 2016 only----- 36%