

REVENUE MEASURE FEASIBILITY STUDY
SUMMARY REPORT

PREPARED FOR THE
CITY OF OCEANSIDE



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INTRODUCTION

The northernmost coastal city in San Diego County, the City of Oceanside is currently home to an estimated 176,461 residents.¹ Incorporated in 1888, the City's team of full-time and part-time employees provides a full suite of services to its diverse resident and business communities. Oceanside is also one of the few cities of its size with its own Police and Fire Departments, airport, and small craft harbor.

Over the past decade, the City of Oceanside's revenues have not kept pace with the growing costs associated with providing municipal services and facilities. The City has been proactive in responding to this challenge by reducing its costs where feasible, including laying off more than 100 employees, deferring street and infrastructure maintenance, and cutting back on basic city services. Even after these deep cuts, however, the City is facing a structural deficit that is projected to reach nearly \$4 million per year by Fiscal Year 2020-2021. This means that the City of Oceanside needs to raise at least an additional \$4 million per year to continue providing services at their current levels and be financially sustainable.

MOTIVATION FOR RESEARCH The primary purpose of the study was to produce an unbiased, statistically reliable evaluation of voters' interest in supporting a general sales tax measure to provide the funding noted above. Additionally, should the City decide to move forward with a revenue measure, the data provide guidance as to how to structure the measure so it is consistent with the community's priorities and expressed needs. Specifically, the study was designed to:

- Gauge current, *baseline* support for enacting a local sales tax to ensure adequate funding for general municipal services;
- Identify the types of services and projects that voters are most interested in funding, should the measure pass;
- Expose voters to arguments in favor of, and against, the proposed tax measure to assess how information affects support for the measure; and
- Estimate support for the measure once voters are presented with the types of information they will likely be exposed to during an election cycle.

It is important to note at the outset that voters' opinions about tax measures are often somewhat fluid, especially when the amount of information they initially have about a measure is limited. How voters think and feel about a measure today may not be the same way they think and feel once they have had a chance to hear more information about the measure during the election cycle. Accordingly, to accurately assess the feasibility of establishing a sales tax increase to fund municipal services, it was important that in addition to measuring *current* opinions about the measure (Question 3), the survey expose respondents to the types of information voters are likely to encounter during an election cycle, including arguments in favor of (Question 6) and opposed to (Question 8) the measure, and gauge how this type of information ultimately impacts their voting decision (Questions 7 & 9).

1. Source: California Department of Finance estimate for 2017.

OVERVIEW OF METHODOLOGY For a full discussion of the research methods and techniques used in this study, turn to *Methodology* on page 25. In brief, the survey was administered to a random sample of 1,334 registered voters in the City of Oceanside who are likely to participate in the November 2018 election, with a subset who are also likely to participate in the lower-turnout June 2018 primary. The survey followed a mixed-method design that employed multiple recruiting methods (telephone and email) and multiple data collection methods (telephone and online). Administered in English and Spanish between September 25 and October 3, 2017, the average interview lasted 17 minutes.

ORGANIZATION OF REPORT This report is designed to meet the needs of readers who prefer a summary of the findings as well as those who are interested in the details of the results. For those who seek an overview of the findings, the sections titled *Just the Facts* and *Conclusions* are for you. They provide a summary of the most important factual findings of the survey in bullet-point format and a discussion of their implications. For the interested reader, this section is followed by a more detailed question-by-question discussion of the results from the survey by topic area (see *Table of Contents*), as well as a description of the methodology employed for collecting and analyzing the data. And, for the truly ambitious reader, the questionnaire used for the interviews is contained at the back of this report (see *Questionnaire & Toplines* on page 28) and a complete set of crosstabulations for the survey results is contained in Appendix A.

ACKNOWLEDGMENTS True North thanks the City of Oceanside for the opportunity to assist the City in this important effort. The collective expertise, local knowledge, and insight provided by City staff and representatives improved the overall quality of the research presented here. A special thanks also to Jared Boigon (TBWB) for assisting in the design of the survey.

DISCLAIMER The statements and conclusions in this report are those of the authors (Dr. Timothy McLarney and Richard Sarles) at True North Research, Inc. and not necessarily those of the City of Oceanside. Any errors and omissions are the responsibility of the authors.

ABOUT TRUE NORTH True North is a full-service survey research firm that is dedicated to providing public agencies with a clear understanding of the values, perceptions, priorities and concerns of their residents and voters. Through designing and implementing scientific surveys, focus groups and one-on-one interviews, as well as expert interpretation of the findings, True North helps its clients to move with confidence when making strategic decisions in a variety of areas—such as planning, policy evaluation, performance management, establishing fiscal priorities, passing revenue measures, and developing effective public information campaigns.

During their careers, Dr. McLarney and Mr. Sarles have designed and conducted over 1,000 survey research studies for public agencies, including more than 300 revenue measure feasibility studies. Of the measures that have gone to ballot based on Dr. McLarney's recommendation, more than 94% have been successful. In total, the research that Dr. McLarney has conducted has led to over \$29 billion in successful local revenue measures.



JUST THE FACTS

The following section is an outline of the main factual findings from the survey. For the reader's convenience, we have organized the findings according to the section titles used in the body of this report. Thus, if you would like to learn more about a particular finding, simply turn to the appropriate report section.

QUALITY OF LIFE & CITY SERVICES

- Nearly eight-in-ten respondents shared favorable opinions of the quality of life in Oceanside, with 16% reporting it is excellent and 62% stating it is good. Approximately 19% of voters surveyed rated the quality of life in the City as fair, whereas only 3% used poor or very poor to describe the quality of life in Oceanside.
- Eighty percent (80%) of voters surveyed indicated that they were satisfied with the City of Oceanside's efforts to provide municipal services, with 23% saying they were very satisfied. Approximately 17% reported that they were dissatisfied with the City's overall performance, and 3% were unsure or unwilling to state their opinion.

INITIAL BALLOT TEST

- With only the information provided in the ballot language, 64% of likely November 2018 voters surveyed indicated that they would support the proposed one-half cent sales tax, whereas 30% stated that they would oppose the measure and 6% were unsure or unwilling to share their vote choice.
- Among those who did not support the proposed measure at the Initial Ballot Test, the most frequently mentioned reasons were a perception that taxes are already too high, concerns that the money would be mismanaged, and a general distrust of city government.

PROJECTS & SERVICES

When presented with a list of 17 projects and services that could be funded by the sales tax measure, voters were most interested in using the money to:

- Repair potholes and maintain local streets.
- Reduce gang activity and drug-related crimes.
- Keep public areas clean and free of graffiti.
- Provide quick responses to 9-1-1 emergencies.
- Provide fire protection and emergency medical services.

POSITIVE ARGUMENTS

When presented with arguments in favor of the measure, voters found the following arguments to be the most persuasive:

- *Fast emergency response times for 9-1-1 calls are critical for saving lives. This measure will ensure that we have enough police officers, firefighters, and paramedics to respond quickly to 9-1-1 emergencies.*

- *This measure will allow the City to keep up with basic repairs and maintenance to streets, storm drains and public facilities. If we don't take care of it now, it will be a lot more expensive to repair in the future.*
- *By keeping our city safe, clean and well-maintained, this measure will help protect our quality of life and keep Oceanside a special place to live.*

INTERIM BALLOT TEST

- After learning more about the projects and services that could be funded, as well as hearing arguments in favor of the measure, overall support for the measure at this point increased slightly to 65%, with 35% of voters indicating that they would *definitely* vote yes on the measure. Approximately 29% of respondents opposed the measure at this point in the survey, and an additional 6% were unsure or unwilling to state their vote choice.

NEGATIVE ARGUMENTS

Of the arguments in opposition to the measure, voters found the following arguments to be the most persuasive:

- *There are no guarantees on how funds will be spent. The City Council can use it for whatever they want. The City government can't be trusted with our tax dollars.*
- *Taxes are already too high—we can't afford another tax increase. This is especially true for seniors and others on fixed-incomes.*
- *City employees are making too much money in salary, pensions and benefits, that's the problem. The City needs to tighten its belt before asking residents to pay more taxes.*

FINAL BALLOT TEST

- After providing respondents with the wording of the proposed measure, a list of projects and services that could be funded by the measure, as well as arguments in favor of and against the proposal, support for the one-half cent sales tax measure was found among 62% of likely November 2018 voters, with 32% indicating that they would *definitely* support the measure. Approximately 30% of respondents were opposed to the measure at the Final Ballot Test, and 8% were unsure or unwilling to state their vote choice.

HOMELESS ISSUE

- The final substantive section of the survey gathered feedback from voters on five proposed strategies for dealing with the City's homeless issue. The most popular strategy was for the City to connect homeless people to shelters, with 87% of voters in approval, followed closely by connecting homeless people to treatment for mental health and drug addiction, supported by 86% of voters surveyed.
- Widespread support could also be found for creating and enforcing a ban on aggressive panhandling (73%), following other cities by enforcing a 'No Tolerance' policy for any bad behavior including loitering, drug or alcohol use, littering, or sleeping in parks or public areas (68%), and clearing-out homeless camps (65%).



CONCLUSIONS

The bulk of this report is devoted to conveying the details of the study findings. In this section, however, we attempt to ‘see the forest through the trees’ and note how the collective results of the survey answer the key questions that motivated the research. The following conclusions are based on True North’s and TBWB’s interpretations of the survey results and the firms’ collective experience conducting revenue measure studies for public agencies throughout the State.

Is it feasible to place a local sales tax measure on the ballot in 2018?

Yes. Oceanside voters value the services they receive from the City of Oceanside, have a good opinion of the City’s overall performance, and appear willing to support a general sales tax in order to provide adequate funding for core city services and infrastructure projects. Together, these sentiments translate into solid natural support (64%) for establishing an one-half cent sales tax to provide funding for general city services including police patrols, drug, gang and crime prevention, fire, paramedic and 9-1-1 emergency response, street maintenance and pothole repair, addressing homelessness, and maintenance of parks, beaches, infrastructure, and other general city services.

The results of this feasibility study suggest that, if crafted appropriately and combined with an effective public education effort and robust independent campaign, the proposed revenue measure has a good chance of being supported by the necessary proportion of voters if placed on the November 2018 ballot.

Having stated that the proposed sales tax measure has a good chance of being successful in 2018, its also important to note that a recommendation to place a measure on the ballot comes with several qualifications and conditions. Indeed, although the results are promising, all tax measures must overcome challenges prior to being successful. The proposed measure is no exception. The following paragraphs discuss some of the challenges and the next steps that True North and TBWB recommend.

Which projects and services do Oceanside voters view as priorities?

A general tax is “any tax imposed for general governmental purposes”² and is distinguished from a special tax in that the funds raised by a general tax are not earmarked for a specific purpose(s). Thus, a general tax provides a city with a great deal of flexibility with respect to what is funded by the measure on a year-to-year basis.

Although the City Council would have the discretion to decide how to spend the revenues, the survey results indicate that Oceanside voters are most interested in using the proceeds to fund public safety and public works services. Specifically, voters most strongly favored using measure proceeds to repair potholes and maintain local streets, reduce gang activity and drug-related crimes, keep public areas clean and free of graf-

2. Section 1, Article XIII C, California Constitution.

fiti, provide quick responses to 9-1-1 emergencies, and provide fire protection and emergency medical services.

How might a public information campaign affect support for the proposed measure?

As noted in the body of this report, individuals' opinions about revenue measures are often not rigid, especially when the amount of information presented to the public on a measure has been limited. Thus, in addition to measuring current support for the measure, one of the goals of this study was to explore how the introduction of additional information about the measure may affect voters' opinions about the proposal.

It is clear from the survey results that voters' opinions about the proposed revenue measure are somewhat sensitive to the nature—and amount—of information that they have about the measure. Information about the specific services and infrastructure improvements that could be funded by the measure, as well as arguments in favor of the measure, were found by many voters to be compelling reasons to support the proposed sales tax. Moreover, this information played an important role in limiting the erosion of support for the measure once respondents were exposed to the types of opposition arguments they will likely encounter during an election cycle.

Accordingly, one of the keys to building and *sustaining* support for the proposed measure will be the presence of an effective, well-organized public outreach effort and a separate, independent campaign that focuses on the need for the measure as well as the many benefits that it will bring.

How might the economic or political climate alter support for the measure?

A survey is a snapshot in time—which means the results of this study and the conclusions noted above must be viewed in light of the current economic and political climates. Should the economy and/or political climate improve, support for the measure could increase. Conversely, negative economic and/or political developments, especially at the local level, could dampen support for the measure below what was recorded in this study.

QUALITY OF LIFE & CITY SERVICES

The opening section of the survey was designed to gauge voters' opinions regarding the City of Oceanside's performance in providing municipal services, as well as their perceptions of the quality of life in the City.

QUALITY OF LIFE At the outset of the interview, voters were asked to rate the quality of life in the City using a five-point scale of excellent, good, fair, poor, or very poor. As shown in Figure 1 below, nearly eight-in-ten respondents shared favorable opinions of the quality of life in Oceanside, with 16% reporting it is excellent and 62% stating it is good. Approximately 19% of voters surveyed rated the quality of life in the City as fair, whereas only 3% used poor or very poor to describe the quality of life in Oceanside.

Question 1 *I'd like to begin by asking you a few questions about what it is like to live in the City of Oceanside. How would you rate the overall quality of life in the City? Would you say it is excellent, good, fair, poor or very poor?*

FIGURE 1 QUALITY OF LIFE

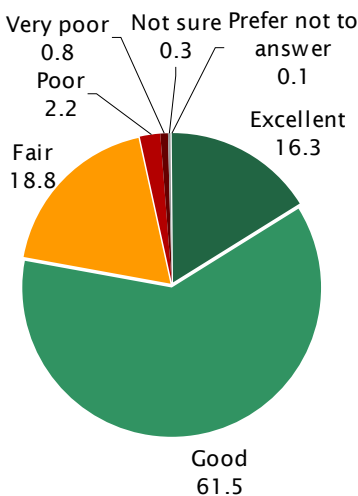
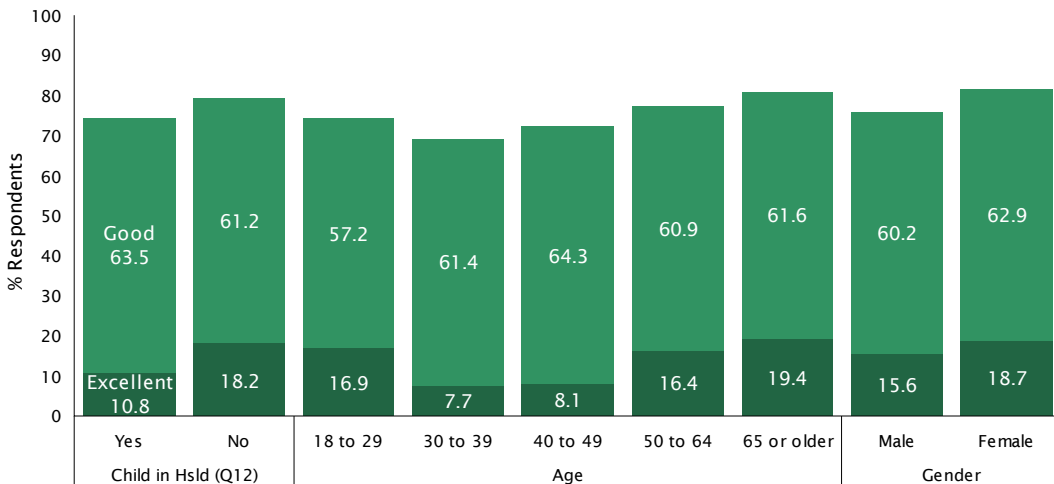


Figure 1 shows how ratings of the quality of life in the City varied by presence of a child in the home, age, and gender. Although some subgroups (e.g., seniors) were more likely than their counterparts to rate the quality of life in Oceanside as excellent, there was a general consistency of opinion, with between seven-in-ten and eight-in-ten voters in each subgroup rating the quality of life in the City as excellent or good.

FIGURE 2 QUALITY OF LIFE BY CHILD IN HSLD, AGE & GENDER

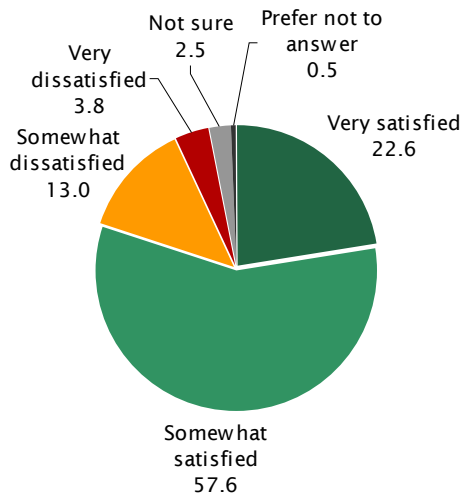


OVERALL PERFORMANCE RATING The second question in this series asked respondents to indicate if, overall, they were satisfied or dissatisfied with the job the City of Oceanside is doing to provide city services. Because this question does not reference a specific program, facility, or service and requested that the respondent consider the City’s performance in general, the findings of this question may be regarded as an *overall performance rating* for the City.

As shown in Figure 3 below, 80% of voters surveyed indicated that they were satisfied with the City of Oceanside’s efforts to provide municipal services, with 23% saying they were very satisfied. Approximately 17% reported that they were dissatisfied with the City’s overall performance, and 3% were unsure or unwilling to state their opinion.

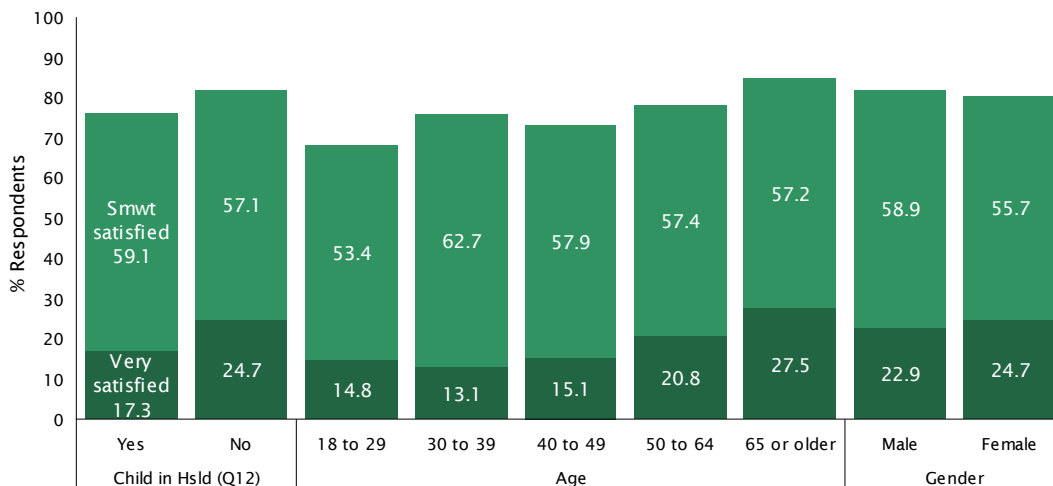
Question 2 *Generally speaking, are you satisfied or dissatisfied with the job the City of Oceanside is doing to provide city services?*

FIGURE 3 OVERALL SATISFACTION



For the interested reader, Figure 4 displays how the percentage of respondents satisfied with the City’s overall performance varied across several demographic sub-groups.

FIGURE 4 OVERALL SATISFACTION BY CHILD IN HSLD, AGE & GENDER



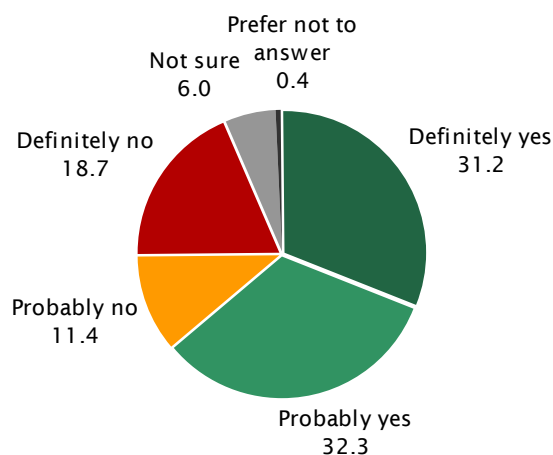
INITIAL BALLOT TEST

The primary research objective of this survey was to estimate voters' support for establishing a one-half cent sales tax for a period of seven years to provide the funding needed to maintain and improve general city services, including police patrols, drug, gang, and crime prevention, fire, paramedic and 9-1-1 emergency response, street maintenance and pothole repair, addressing homelessness, and maintenance of parks, beaches, infrastructure, and other general city services. To this end, Question 3 was designed to take an early assessment of voters' support for the proposed measure.

The motivation for placing Question 3 near the front of the survey is twofold. First, voter support for a measure can often depend on the amount of information they have about a measure. At this point in the survey, the respondent has not been provided information about the proposed measure beyond what is presented in the ballot language. This situation is analogous to a voter casting a ballot with limited knowledge about the measure, such as what might occur in the absence of an effective campaign. Question 3—also known as the Initial Ballot Test—is thus a good measure of voter support for the proposed measure *as it is today*, on the natural. Because the Initial Ballot Test provides a gauge of natural support for the measure, it also serves a second purpose in that it provides a useful baseline from which to judge the impact of various information items conveyed later in the survey on voter support for the measure.

Question 3 *Next year, voters in Oceanside may be asked to vote on a local ballot measure. Let me read you a summary of the measure. To provide the funding needed to maintain and improve general city services including; police patrols, drug, gang, and crime prevention; fire, paramedic and 9-1-1 emergency response; street maintenance and pothole repair; addressing homelessness; and maintenance of parks, beaches, infrastructure, and other general city services; shall the City of Oceanside establish a one-half cent sales tax for a period of 7 years, providing 11 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?*

FIGURE 5 INITIAL BALLOT TEST



As shown in Figure 5, 64% of likely November 2018 voters surveyed indicated that they would definitely or probably support the proposed one-half cent sales tax, whereas 30% stated that they would oppose the measure and 6% were unsure or unwilling to share their vote choice. For general taxes in California, the level of support recorded at the Initial Ballot Test is approximately 14 percentage points above the simple majority (50%+1) required for passage.

SUPPORT BY SUBGROUPS For the interested reader, Table 1 shows how support for the measure at the Initial Ballot Test varied by key demographic traits. The blue column (Approximate % of Universe) indicates the percentage of the electorate that each subgroup category comprises. The most striking pattern is that support for the proposed measure exceeded the 50% threshold in every identified subgroup with the exception of those who assigned a poor or very poor rating to the job the City has done managing its financial resources. It is also worth noting that support among the subset of voters likely to participate in the June 2018 election was slightly lower (61%) than that found among the larger group of November 2018 voters (64%).

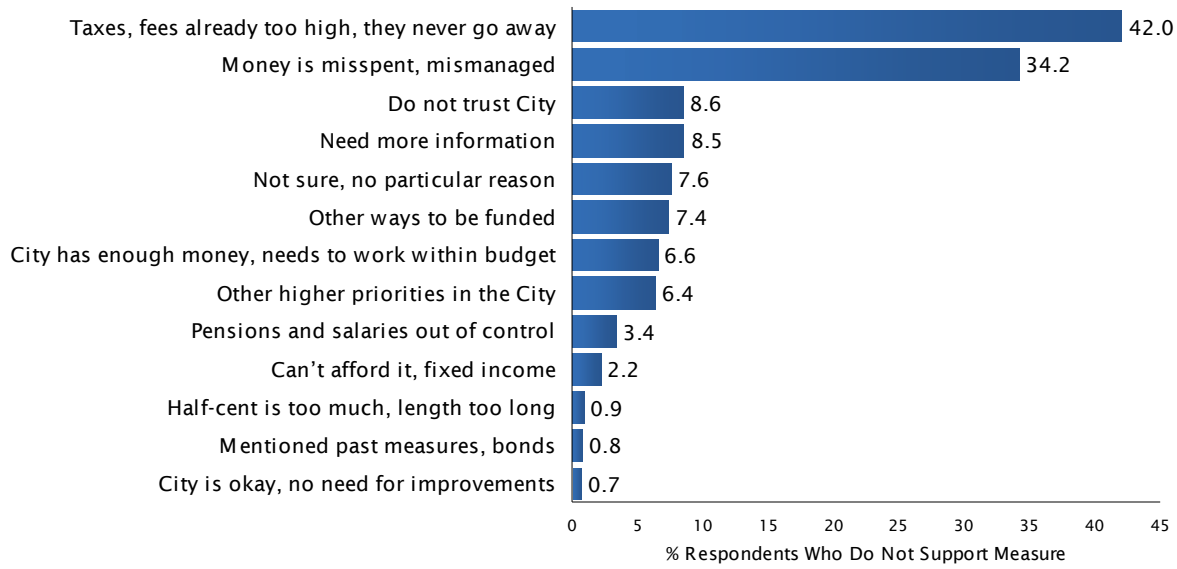
TABLE 1 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT INITIAL BALLOT TEST

		Approximate % of Voter Universe	% Probably or Definitely Yes	% Not sure
Overall		100	63.5	6.0
Child in Hsld (Q12)	Yes	19	65.2	6.7
	No	81	64.9	5.1
Household Party Type	Single dem	16	79.2	6.3
	Dual dem	11	74.0	4.8
	Single rep	15	51.2	6.4
	Dual rep	20	53.1	6.3
	Other	15	64.0	6.3
	Mixed	23	65.1	5.7
Opinion of Fiscal Management (Q11)	Excellent	5	91.1	0.0
	Good	38	78.1	3.1
	Fair	41	56.5	6.6
	Poor	11	26.8	7.6
	Very poor	4	33.4	0.0
Registration Year	2017 to 2009	54	66.2	5.6
	Before 2009	46	60.3	6.6
Homeowner on Voter File	Yes	76	61.2	6.5
	No	24	70.7	4.5
Age	18 to 29	3	80.7	2.5
	30 to 39	6	77.5	4.6
	40 to 49	11	61.4	8.6
	50 to 64	34	57.8	7.5
	65 or older	46	65.0	4.8
Likely to Vote by Mail	Yes	77	64.0	6.2
	No	23	61.8	5.6
Likely June 2018 Voter	Yes	69	60.9	6.3
	No	31	69.3	5.4
Party	Democrat	33	77.2	5.4
	Republican	45	53.2	6.0
	Other / DTS	22	64.0	7.1
Gender	Male	51	57.8	5.4
	Female	49	73.5	5.6

REASONS FOR OPPOSING MEASURE Respondents who opposed the measure at Question 3 (or were unsure) were subsequently asked if there was a particular reason for their position. Question 4 was asked in an open-ended manner, allowing respondents to mention any reason that came to mind without being prompted by or restricted to a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 6. The most frequently mentioned reasons were a perception that taxes are already too high (42%), concerns that the money would be mismanaged (34%), and a general distrust of city government (9%).

Question 4 *Is there a particular reason why you do not support the measure I just described?*

FIGURE 6 REASONS FOR NOT SUPPORTING MEASURE



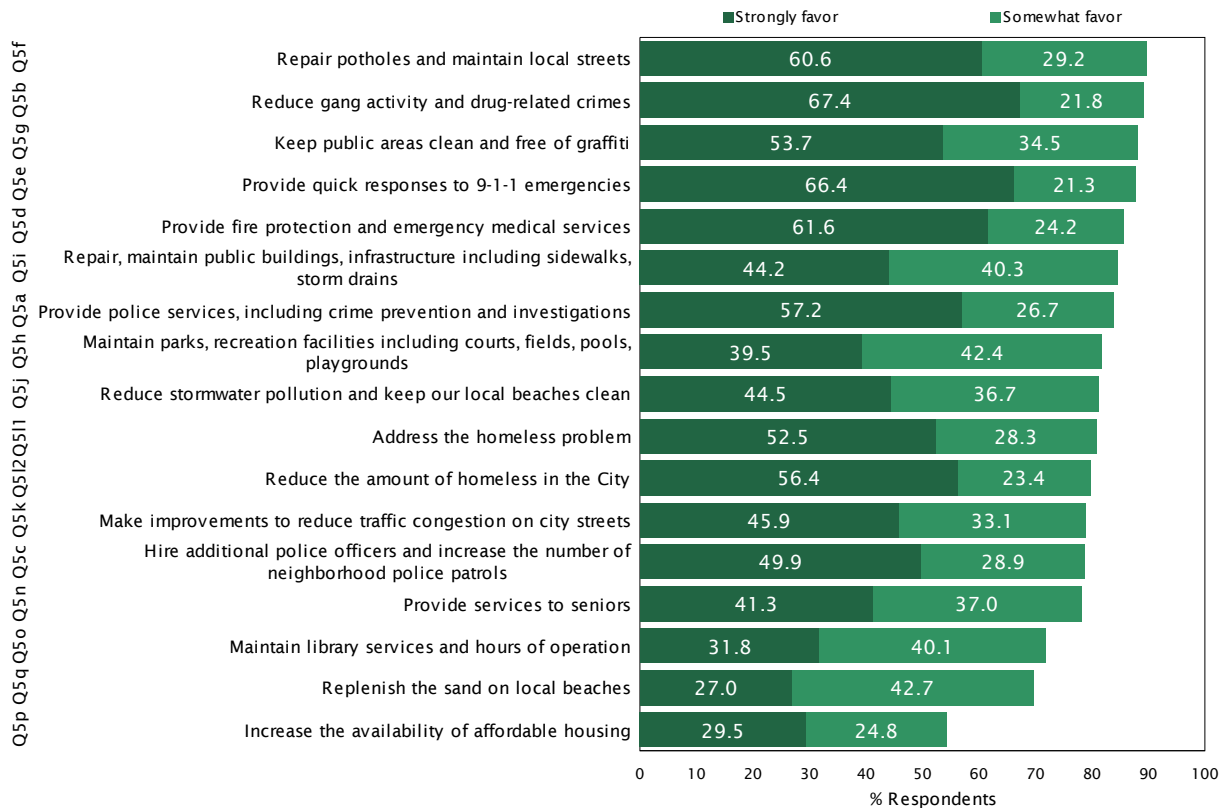
PROJECTS & SERVICES

The ballot language presented in Question 3 indicated that the proposed measure would provide funding to maintain and improve general city services, including police patrols, drug, gang, and crime prevention, fire, paramedic and 9-1-1 emergency response, street maintenance and pothole repair, addressing homelessness, and maintenance of parks, beaches, infrastructure, and other general city services. The purpose of Question 5 was to provide respondents with a full range of projects and services that may be funded by the proposed measure, as well as identify which of these services voters most favored funding with the proceeds of the measure.

After reading each project or service, respondents were asked if they would favor or oppose spending some of the money on that particular item assuming that the measure passed. Descriptions of the projects and services tested, as well as voters' responses, are shown in Figure 7 below. The order in which the projects and services were presented to respondents was randomized to avoid a systematic position bias.

Question 5 *The measure we've been discussing will provide funding for a variety of services in your community. If the measure passes, would you favor or oppose using some of the money to: -----, or do you not have an opinion?*

FIGURE 7 PROJECTS & SERVICES



Overall, the projects and services that resonated with the largest percentage of respondents were repairing potholes and maintain local streets (90% strongly or somewhat favor), reducing gang activity and drug-related crimes (89%), keeping public areas clean and free of graffiti (88%), providing quick responses to 9-1-1 emergencies (88%), and providing fire protection and emergency medical services (86%).

PROJECT & SERVICE RATINGS BY INITIAL SUPPORT Table 2 presents the top five projects (showing the percentage of respondents who *strongly* favor each) by position at the Initial Ballot Test. Not surprisingly, individuals who initially opposed the measure were generally less likely to favor spending money on a given project or service when compared with supporters. Nevertheless, initial supporters, opponents, and the undecided did agree on four of the top five priorities for funding.

TABLE 2 TOP PROJECTS & SERVICES BY POSITION AT INITIAL BALLOT TEST

Position at Initial Ballot Test (Q3)	Item	Program or Project Summary	% Strongly Favor
Probably or Definitely Yes (n = 847)	Q5b	Reduce gang activity and drug-related crimes	79
	Q5e	Provide quick responses to 9-1-1 emergencies	77
	Q5d	Provide fire protection and emergency medical services	74
	Q5a	Provide police services, including crime prevention and investigations	71
	Q5f	Repair potholes and maintain local streets	68
Probably or Definitely No (n = 400)	Q5b	Reduce gang activity and drug-related crimes	44
	Q5e	Provide quick responses to 9-1-1 emergencies	44
	Q5f	Repair potholes and maintain local streets	43
	Q5d	Provide fire protection and emergency medical services	37
	Q5g	Keep public areas clean and free of graffiti	34
Not Sure (n = 81)	Q5f	Repair potholes and maintain local streets	65
	Q5e	Provide quick responses to 9-1-1 emergencies	65
	Q5I2	Reduce the amount of homeless in the City	64
	Q5b	Reduce gang activity and drug-related crimes	64
	Q5d	Provide fire protection and emergency medical services	57

POSITIVE ARGUMENTS

If the City chooses to place a measure on an upcoming ballot, voters will be exposed to various arguments about the measure in the ensuing months. Proponents of the measure will present arguments to try to persuade voters to support a measure, just as opponents may present arguments to achieve the opposite goal. For this study to be a reliable gauge of voter support for the proposed sales tax measure, it is important that the survey simulate the type of discussion and debate that will occur prior to the vote taking place and identify how this information ultimately shapes voters' opinions about the measure.

The objective of Question 6 was thus to present respondents with arguments in favor of the proposed measure and identify whether they felt the arguments were convincing reasons to support it. Arguments in opposition to the measure were also presented and are discussed later in this report (see *Negative Arguments* on page 18). Within each series, specific arguments were administered in random order to avoid a systematic position bias.

Question 6 *What I'd like to do now is tell you what some people are saying about the measure we've been discussing. Supporters of the measure say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to SUPPORT the measure?*

FIGURE 8 POSITIVE ARGUMENTS

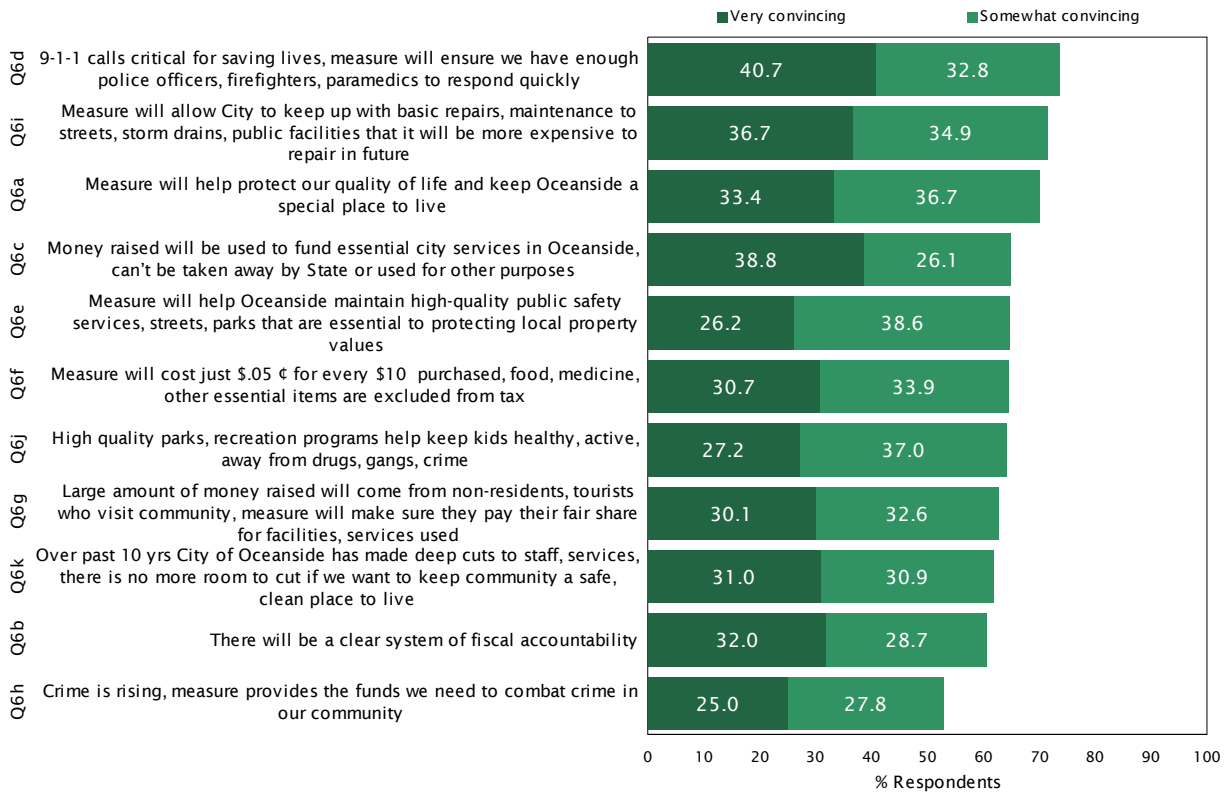


Figure 8 presents the truncated positive arguments tested, as well as voters’ reactions to the arguments. The arguments are ranked from most convincing to least convincing based on the percentage of respondents who indicated that the argument was either a ‘very convincing’ or ‘somewhat convincing’ reason to support the sales tax measure. Using this methodology, the most compelling positive arguments were: *Fast emergency response times for 9-1-1 calls are critical for saving lives. This measure will ensure that we have enough police officers, firefighters, and paramedics to respond quickly to 9-1-1 emergencies* (74% very or somewhat convincing), *This measure will allow the City to keep up with basic repairs and maintenance to streets, storm drains and public facilities. If we don't take care of it now, it will be a lot more expensive to repair in the future* (72%), and *By keeping our city safe, clean and well-maintained, this measure will help protect our quality of life and keep Oceanside a special place to live* (70%).

POSITIVE ARGUMENTS BY INITIAL SUPPORT Table 3 lists the top five most convincing positive arguments (showing the percentage of respondents who cited it as *very convincing*) according to respondents’ vote choice at the Initial Ballot Test. The most striking pattern in the table is that the positive arguments resonated with a much higher percentage of voters who were initially inclined to support the measure when compared with voters who initially opposed the measure or were unsure. Nevertheless, two of the arguments were ranked among the top five most compelling by all three groups.

TABLE 3 TOP POSITIVE ARGUMENTS BY POSITION AT INITIAL BALLOT TEST

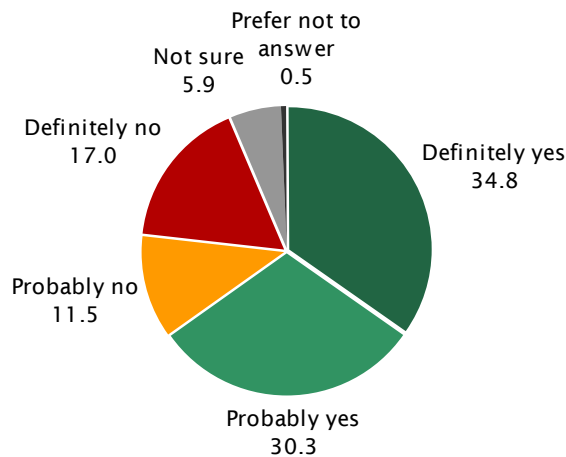
Position at Initial Ballot Test (Q3)	Item	Positive Argument Summary	% Very Convincing
Probably or Definitely Yes (n = 847)	Q6d	9-1-1 calls critical for saving lives, measure will ensure we have enough police officers, firefighters, paramedics to respond quickly	55
	Q6c	Money raised will be used to fund essential city services in Oceanside, can't be taken away by State or used for other purposes	54
	Q6i	Measure will allow City to keep up with basic repairs, maintenance to streets, storm drains, public facilities that it will be more expensive to repair in future	52
	Q6a	Measure will help protect our quality of life and keep Oceanside a special place to live	46
	Q6k	Over past 10 yrs City of Oceanside has made deep cuts to staff, services, there is no more room to cut if we want to keep community a safe, clean place to live	45
Probably or Definitely No (n = 400)	Q6d	9-1-1 calls critical for saving lives, measure will ensure we have enough police officers, firefighters, paramedics to respond quickly	14
	Q6b	There will be a clear system of fiscal accountability	11
	Q6h	Crime is rising, measure provides the funds we need to combat crime in our community	9
	Q6a	Measure will help protect our quality of life and keep Oceanside a special place to live	9
	Q6j	High quality parks, recreation programs help keep kids healthy, active, away from drugs, gangs, crime	9
Not Sure (n = 81)	Q6c	Money raised will be used to fund essential city services in Oceanside, can't be taken away by State or used for other purposes	32
	Q6b	There will be a clear system of fiscal accountability	28
	Q6d	9-1-1 calls critical for saving lives, measure will ensure we have enough police officers, firefighters, paramedics to respond quickly	27
	Q6i	Measure will allow City to keep up with basic repairs, maintenance to streets, storm drains, public facilities that it will be more expensive to repair in future	24
	Q6a	Measure will help protect our quality of life and keep Oceanside a special place to live	23

INTERIM BALLOT TEST

After exposing respondents to projects and services that could be funded by the measure as well as the types of positive arguments voters may encounter during an election cycle, the survey again presented respondents with the ballot language used previously to gauge how support for the proposed sales tax measure may have changed. As shown in Figure 9, overall support for the measure at this point increased to 65%, with 35% of voters indicating that they would *definitely* vote yes on the measure. Approximately 29% of respondents opposed the measure at this point in the survey, and an additional 6% were unsure or unwilling to state their vote choice.

Question 7 *Sometimes people change their mind about a measure once they have more information about it. Now that you have heard a bit more about the measure, let me read you a summary of it again. To provide the funding needed to maintain and improve general city services including; police patrols, drug, gang, and crime prevention; fire, paramedic and 9-1-1 emergency response; street maintenance and pothole repair; addressing homelessness; and maintenance of parks, beaches, infrastructure, and other general city services; shall the City of Oceanside establish a one-half cent sales tax for a period of 7 years, providing 11 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?*

FIGURE 9 INTERIM BALLOT TEST



SUPPORT BY SUBGROUPS Table 4 on the next page shows how support for the measure at this point in the survey varied by key voter subgroups, as well as the change in subgroup support when compared with the Initial Ballot Test. Positive differences appear in green and negative differences appear in red. As shown in the table, almost all subgroups exhibited modest increases in support for the measure at this point in the survey.

TABLE 4 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT INTERIM BALLOT TEST

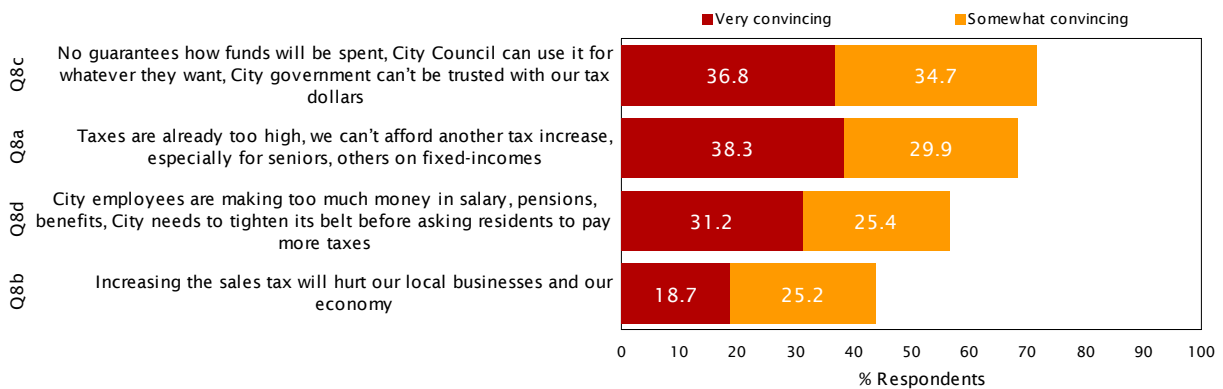
		Approximate % of Voter Universe	% Probably or Definitely Yes	Change From Initial Ballot Test (Q3)
Overall		100	65.0	+1.5
Child in Hsld (Q12)	Yes	19	64.5	-0.7
	No	81	67.0	+2.1
Household Party Type	Single dem	16	81.3	+2.1
	Dual dem	11	76.8	+2.8
	Single rep	15	51.9	+0.7
	Dual rep	20	53.7	+0.6
	Other	15	66.7	+2.6
	Mixed	23	66.4	+1.3
Opinion of Fiscal Management (Q11)	Excellent	5	91.1	No change
	Good	38	80.3	+2.2
	Fair	41	58.1	+1.6
	Poor	11	26.8	+0.0
	Very poor	4	33.4	No change
Registration Year	2017 to 2009	54	67.8	+1.6
	Before 2009	46	61.8	+1.5
Homeowner on Voter File	Yes	76	63.3	+2.1
	No	24	70.4	-0.2
Age	18 to 29	3	80.4	-0.2
	30 to 39	6	78.0	+0.4
	40 to 49	11	64.0	+2.6
	50 to 64	34	60.5	+2.7
	65 or older	46	65.8	+0.7
Likely to Vote by Mail	Yes	77	65.1	+1.0
	No	23	64.9	+3.2
Likely June 2018 Voter	Yes	69	62.0	+1.1
	No	31	71.8	+2.4
Party	Democrat	33	78.1	+0.9
	Republican	45	54.4	+1.2
	Other / DTS	22	67.1	+3.1
Gender	Male	51	59.5	+1.7
	Female	49	75.0	+1.5

NEGATIVE ARGUMENTS

Whereas Question 6 of the survey presented respondents with arguments in favor of the sales tax measure, Question 8 presented respondents with arguments designed to elicit opposition to the measure. In the case of Question 8, however, respondents were asked whether they felt that the argument was a very convincing, somewhat convincing, or not at all convincing reason to *oppose* the measure. The arguments tested, as well as voters' opinions about the arguments, are presented below in Figure 10.

Question 8 *Next, let me tell you what opponents of the measure are saying. Opponents of the measure say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to OPPOSE the measure?*

FIGURE 10 NEGATIVE ARGUMENTS



Most voters found the negative arguments tested to be less convincing than the positive arguments. The most compelling negative arguments were: *There are no guarantees on how funds will be spent. The City Council can use it for whatever they want. The City government can't be trusted with our tax dollars* (72% very or somewhat convincing), *Taxes are already too high, we can't afford another tax increase. This is especially true for seniors and others on fixed-incomes* (68%), and *City employees are making too much money in salary, pensions and benefits, that's the problem. The City needs to tighten its belt before asking residents to pay more taxes* (57%).

NEGATIVE ARGUMENTS BY INITIAL SUPPORT Table 5 on the next page ranks the negative arguments (showing the percentage of respondents who cited each as very convincing) according to respondents' vote choice at the Initial Ballot Test.

TABLE 5 NEGATIVE ARGUMENTS BY POSITION AT INITIAL BALLOT TEST

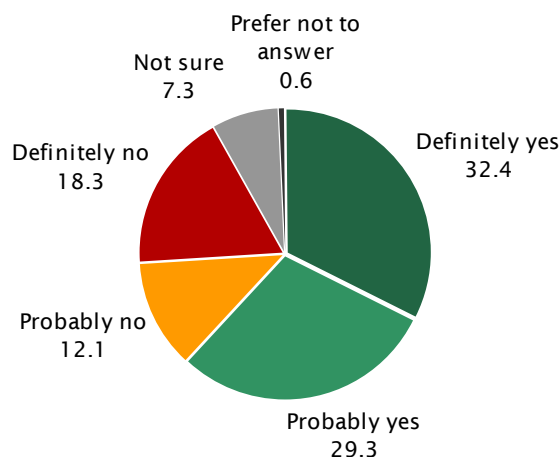
Position at Initial Ballot Test (Q3)	Item	Negative Argument Summary	% Very Convincing
Probably or Definitely Yes (n = 847)	Q8c	No guarantees how funds will be spent, City Council can use it for whatever they want, City government can't be trusted with our tax dollars	23
	Q8a	Taxes are already too high, we can't afford another tax increase, especially for seniors, others on fixed-incomes	21
	Q8d	City employees are making too much money in salary, pensions, benefits, City needs to tighten its belt before asking residents to pay more taxes	20
	Q8b	Increasing the sales tax will hurt our local businesses and our economy	9
Probably or Definitely No (n = 400)	Q8a	Taxes are already too high, we can't afford another tax increase, especially for seniors, others on fixed-incomes	77
	Q8c	No guarantees how funds will be spent, City Council can use it for whatever they want, City government can't be trusted with our tax dollars	65
	Q8d	City employees are making too much money in salary, pensions, benefits,	55
	Q8b	Increasing the sales tax will hurt our local businesses and our economy	42
Not Sure (n = 81)	Q8c	No guarantees how funds will be spent, City Council can use it for whatever they want, City government can't be trusted with our tax dollars	44
	Q8a	Taxes are already too high, we can't afford another tax increase, especially for seniors, others on fixed-incomes	36
	Q8d	City employees are making too much money in salary, pensions, benefits, City needs to tighten its belt before asking residents to pay more taxes	27
	Q8b	Increasing the sales tax will hurt our local businesses and our economy	9

FINAL BALLOT TEST

Voters' opinions about ballot measures are often not rigid, especially when the amount of information presented to the public on a measure has been limited. A goal of the survey was thus to gauge how voters' opinions about the proposed measure may be affected by the information they could encounter during the course of an election cycle. After providing respondents with the wording of the proposed measure, projects and services that could be funded, and arguments in favor of and against the proposal, the survey again asked voters whether they would vote 'yes' or 'no' on the proposed sales tax measure.

Question 9 *Now that you have heard a bit more about the measure, let me read you a summary of it one more time. To provide the funding needed to maintain and improve general city services including; police patrols, drug, gang, and crime prevention; fire, paramedic and 9-1-1 emergency response; street maintenance and pothole repair; addressing homelessness; and maintenance of parks, beaches, infrastructure, and other general city services; shall the City of Oceanside establish a one-half cent sales tax for a period of 7 years, providing 11 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?*

FIGURE 11 FINAL BALLOT TEST



At this point in the survey, support for the one-half cent sales tax measure was found among 62% of likely November 2018 voters, with 32% indicating that they would *definitely* support the measure. Approximately 30% of respondents were opposed to the measure at the Final Ballot Test, and 8% were unsure or unwilling to state their vote choice.



CHANGE IN SUPPORT

Table 6 provides a closer look at how support for the proposed measure changed over the course of the interview by calculating the difference in support between the Initial, Interim, and Final Ballot tests within various subgroups of voters. The percentage of support for the measure at the Final Ballot Test is shown in the column with the heading *% Probably or Definitely Yes*. The columns to the right show the difference between the Final and the Initial, and the Final and Interim Ballot Tests. Positive differences appear in green, and negative differences appear in red.

TABLE 6 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT FINAL BALLOT TEST

		Approximate % of Voter Universe	% Probably or Definitely Yes	Change From Initial Ballot Test (Q3)	Change From Interim Ballot Test (Q7)
Overall		100	61.7	-1.8	-3.4
Child in Hsld (Q12)	Yes	19	58.3	-6.9	-6.2
	No	81	64.2	-0.7	-2.8
Household Party Type	Single dem	16	79.7	+0.5	-1.6
	Dual dem	11	74.9	+0.9	-1.8
	Single rep	15	48.2	-3.0	-3.7
	Dual rep	20	50.8	-2.3	-2.9
	Other	15	65.1	+1.1	-1.6
	Mixed	23	59.7	-5.4	-6.7
Opinion of Fiscal Management (Q11)	Excellent	5	91.1	+0.0	+0.0
	Good	38	79.0	+0.9	-1.3
	Fair	41	53.0	-3.5	-5.1
	Poor	11	23.1	-3.8	-3.8
Registration Year	2017 to 2009	54	64.0	-2.2	-3.8
	Before 2009	46	58.9	-1.4	-2.9
Homeowner on Voter File	Yes	76	60.1	-1.1	-3.2
	No	24	66.6	-4.1	-3.9
Age	18 to 29	3	66.0	-14.7	-14.5
	30 to 39	6	73.8	-3.8	-4.2
	40 to 49	11	59.0	-2.4	-5.0
	50 to 64	34	57.3	-0.5	-3.2
	65 or older	46	63.5	-1.5	-2.3
Likely to Vote by Mail	Yes	77	62.2	-1.8	-2.9
	No	23	59.9	-1.8	-5.0
Likely June 2018 Voter	Yes	69	59.7	-1.2	-2.4
	No	31	66.1	-3.2	-5.7
Party	Democrat	33	75.6	-1.6	-2.5
	Republican	45	50.1	-3.1	-4.3
	Other / DTS	22	64.2	+0.2	-2.9
Gender	Male	51	56.8	-1.0	-2.7
	Female	49	71.2	-2.3	-3.8

As expected, voters generally responded to the negative arguments with a reduction in their support for the sales tax measure when compared with the levels recorded at the Interim Ballot Test. The general trend over the course of the entire survey (Initial to Final Ballot Test), however, was one of general stability for most voters, decreasing just 2% on average across subgroups.

Whereas Table 6 displays change in support for the measure over the course of the interview at the subgroup level, Table 7 displays the individual-level changes that occurred between the Initial and Final Ballot tests for the measure. On the left side of the table is shown each of the response options to the Initial Ballot Test and the percentage of respondents in each group. The cells in the body of the table depict movement within each response group (row) based on the information provided throughout the course of the survey as recorded by the Final Ballot Test.

For example, in the first row we see that of the 31.2% of respondents who indicated that they would definitely support the measure at the Initial Ballot Test, 26.3% also indicated they would definitely support the measure at the Final Ballot Test. Approximately 3.6% moved to the probably support group, 0.4% moved to the probably oppose group, 0.4% moved to the definitely oppose group, and 0.5% stated they were now unsure of their vote choice.

To ease interpretation of the table, the cells are color coded. Red shaded cells indicate declining support, green shaded cells indicate increasing support, whereas white cells indicate no movement. Moreover, within the cells, a white font indicates a fundamental change in the vote: from yes to no, no to yes, or not sure to either yes or no.

TABLE 7 MOVEMENT BETWEEN INITIAL & FINAL BALLOT TEST

Initial Ballot Test (Q3)		Final Ballot Test (Q9)				
		Definitely support	Probably support	Probably oppose	Definitely oppose	Not sure
Definitely support	31.2% →	26.3%	3.6%	0.4%	0.4%	0.5%
Probably support	32.3% →	5.6%	22.8%	1.4%	0.2%	2.3%
Probably oppose	11.4% →	0.2%	0.9%	6.8%	2.3%	1.1%
Definitely oppose	18.7% →	0.1%	0.4%	2.5%	15.1%	0.6%
Not sure	6.5% →	0.2%	1.6%	1.0%	0.3%	3.4%

As one might expect, the information conveyed in the survey had the greatest impact on individuals who either weren't sure about how they would vote at the Initial Ballot Test or were tentative in their vote choice (probably yes or probably no). Moreover, Table 7 makes clear that although the information did impact some voters, it did not do so in a consistent way for all respondents. Some respondents found the information conveyed during the course of the interview to be a reason to become more supportive of the measure, whereas a similar percentage found the same information to be a reason to be less supportive. Despite 12% of respondents making a *fundamental*³ shift in their opinion about the measure over the course of the interview, the net impact is that support for the measure at the Final Ballot Test (62%) was just slightly less than support found at the Initial Ballot Test (64%).

3. This is, they changed from a position of support, opposition or undecided at the Initial Ballot Test to a different position at the Final Ballot Test.

HOMELESS ISSUE

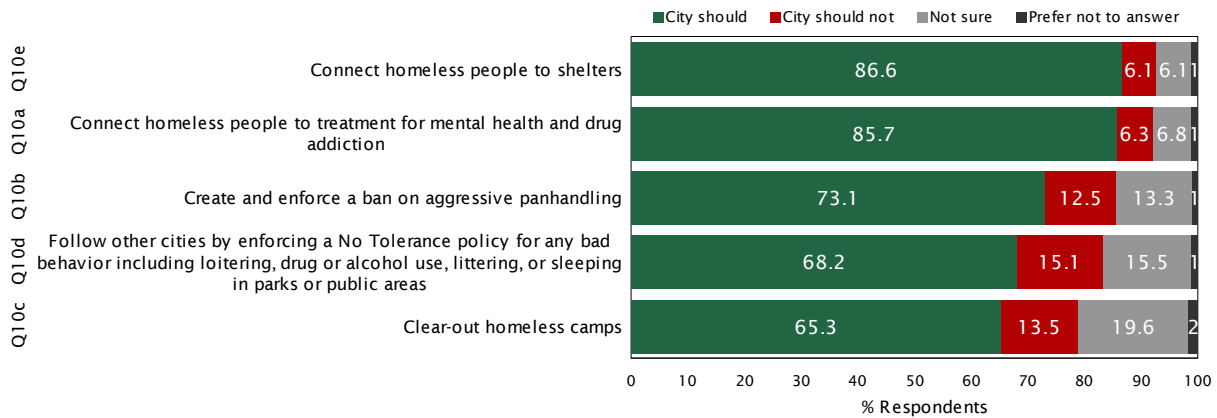
The City of Oceanside participates in The Alliance for Regional Solutions, which coordinates the Bridge Housing Network for the North County region. The Bridge Housing Network is collaborative of providers who offer short-term housing solutions, case management, and services directed at navigating North County's homeless men, women and families towards permanent housing. The City also collaborates with other local, state, and federal agencies, as well as non-profit organizations to develop solutions for reducing homelessness.

The final substantive section of this survey was dedicated to gathering feedback from voters on proposed strategies for dealing with the City's homeless issue. Respondents were presented with a list of five proposed strategies and asked simply if they feel the City should or should not pursue this course of action. The findings are summarized below in Figure 12.

The most popular of the strategies proposed was for the City to connect homeless people to shelters, with 87% of voters in approval, followed closely by connecting homeless people to treatment for mental health and drug addiction, supported by 86% of voters surveyed. Widespread support could also be found for creating and enforcing a ban on aggressive panhandling (73%), following other cities by enforcing a 'No Tolerance' policy for any bad behavior including loitering, drug or alcohol use, littering, or sleeping in parks or public areas (68%), and clearing-out homeless camps (65%).

Question 10 *How do you think the City should deal with the homeless issue? Should it: _____?*

FIGURE 12 HOMELESS ISSUE





BACKGROUND & DEMOGRAPHICS

TABLE 8 DEMOGRAPHICS OF SAMPLE

Total Respondents	1334
Opinion of Fiscal Management (Q11)	
Excellent	4.1
Good	31.1
Fair	33.9
Poor	9.3
Very poor	3.2
Prefer not to answer	18.4
Child in Hsld (Q12)	
Yes	18.3
No	77.7
Prefer not to answer	3.9
Homeowner on Voter File	
Yes	75.8
No	24.2
Age	
18 to 29	3.2
30 to 39	6.3
40 to 49	11.0
50 to 64	33.5
65 or older	46.0
Registration Year	
2017 to 2009	54.0
Before 2009	46.0
Party	
Democrat	33.0
Republican	44.8
Other / DTS	22.1
Household Party Type	
Single dem	15.5
Dual dem	10.7
Single rep	15.4
Dual rep	20.4
Other	15.1
Mixed	22.9
Likely to Vote by Mail	
Yes	76.7
No	23.3
Likely June 2018 Voter	
Yes	69.1
No	30.9
Likely Nov 2018 Voter	
Yes	100.0
No	0.0
Gender	
Male	47.2
Female	46.1
Prefer not to answer	6.7

In addition to questions directly related to the proposed measure, the study collected basic demographic information about respondents and their households. Some of this information was gathered during the interview, although much of it was collected from the voter file. The profile of the likely November 2018 voter sample represented in this report is shown to the left in Table 8.



M E T H O D O L O G Y

The following sections outline the methodology used in the study, as well as the motivation for using certain techniques.

QUESTIONNAIRE DEVELOPMENT Dr. McLarney of True North Research worked closely with the City of Oceanside to develop a questionnaire that covered the topics of interest and avoided possible sources of systematic measurement error, including position-order effects, wording effects, response-category effects, scaling effects, and priming. Several questions included multiple individual items. Because asking the items in a set order can lead to a systematic position bias in responses, items were asked in random order for each respondent.

Some of the questions asked in this study were presented only to a subset of respondents. For example, only individuals who did not support the sales tax measure at the Initial Ballot Test (Question 3) were asked the follow-up open-ended Question 4 regarding their reasons for not supporting the measure. The questionnaire included with this report (see *Questionnaire & Toplines* on page 28) identifies the skip patterns that were used during the interview to ensure that each respondent received the appropriate questions.

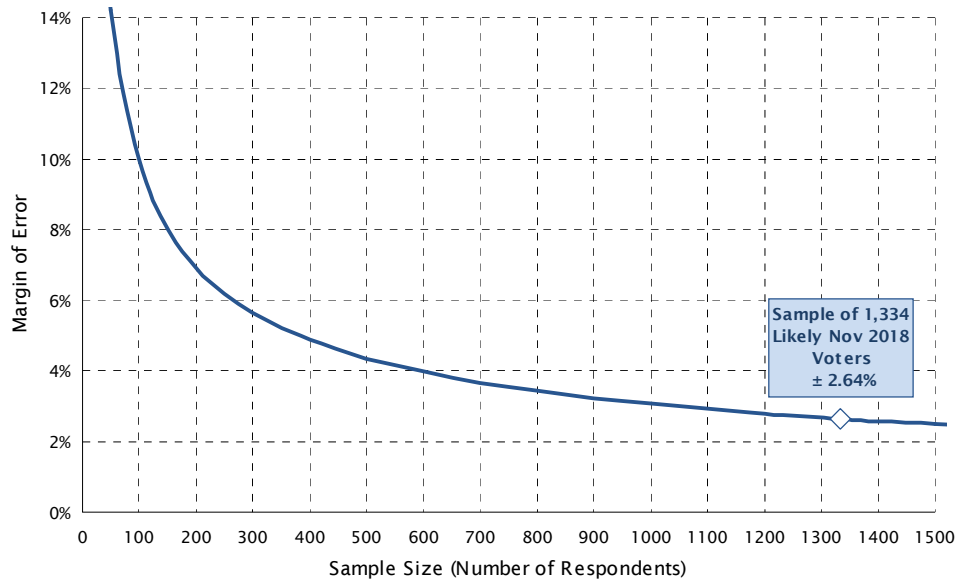
PROGRAMMING, PRE-TEST & TRANSLATION Prior to fielding the survey, the questionnaire was CATI (Computer Assisted Telephone Interviewing) programmed to assist interviewers when conducting the telephone interviews. The CATI program automatically navigates the skip patterns, randomizes the appropriate question items, and alerts the interviewer to certain types of keypunching mistakes should they happen during the interview. The survey was also programmed into a passcode-protected online survey application to allow online participation for sampled voters. The integrity of the questionnaire was pre-tested internally by True North and by dialing into voter households in the City prior to formally beginning the survey. Once finalized, the questionnaire was also professionally translated into Spanish to allow for data collection in English or Spanish according to respondent preference.

SAMPLE The survey was administered to a stratified and clustered random sample of registered voters in the City who are likely to participate in the November 2018 election, with a subset who are also likely to participate in the lower-turnout June 2018 primary election. Consistent with the profile of this universe, the sample was stratified into clusters, each representing a combination of age, gender, and household party-type. Individuals were then randomly selected based on their profile into an appropriate cluster. This method ensures that if a person of a particular profile refuses to participate, they are replaced by an individual who shares their profile.

STATISTICAL MARGIN OF ERROR By using the probability-based sampling design noted above, True North ensured that the final sample was representative of voters in the City who are likely to participate in the November 2018 election. The results of the sample can thus be used to estimate the opinions of *all* voters likely to participate in the November 2018 election. Because not all voters participated in the study, however, the results have what is known as a statistical margin of error due to sampling. The margin of error refers to the difference between what was found in the survey of 1,334 voters for a particular question and what would have been found if all 40,219 likely November 2018 voters identified in the City had been surveyed for the study.

Figure 13 provides a graphic plot of the *maximum* margin of error in this study. The maximum margin of error for a dichotomous percentage result occurs when the answers are evenly split such that 50% provide one response and 50% provide the alternative response. For this survey, the maximum margin of error is $\pm 2.64\%$.

FIGURE 13 MAXIMUM MARGIN OF ERROR DUE TO SAMPLING



Within this report, figures and tables show how responses to certain questions varied by subgroups such as age, gender, and partisan affiliation. Figure 13 is thus useful for understanding how the maximum margin of error for a percentage estimate will grow as the number of individuals asked a question (or in a particular subgroup) shrinks. Because the margin of error grows exponentially as the sample size decreases, the reader should use caution when generalizing and interpreting the results for small subgroups.

RECRUITING & DATA COLLECTION The survey followed a mixed-method design that employed multiple recruiting methods (telephone and email) and multiple data collection methods (telephone and online). Telephone interviews averaged 17 minutes in length and were conducted during weekday evenings (5:30PM to 9PM) and on weekends (10AM to 5PM). It is standard practice not to call during the day on weekdays because most working adults are unavailable and thus calling during those hours would likely bias the sample.

Voters recruited via email were assigned a unique passcode to ensure that only voters who received an invitation could access the online survey site, and that each voter could complete the survey only one time. During the data collection period, an email reminder notice was also sent to encourage participation among those who had yet to take the survey. A total of 1,334 surveys were completed between September 25 and October 3, 2017.

DATA PROCESSING Data processing consisted of checking the data for errors or inconsistencies, coding and recoding responses, and preparing frequency analyses and crosstabulations.

ROUNDING Numbers that end in 0.5 or higher are rounded up to the nearest whole number, whereas numbers that end in 0.4 or lower are rounded down to the nearest whole number. These same rounding rules are also applied, when needed, to arrive at numbers that include a decimal place in constructing figures and charts. Occasionally, these rounding rules lead to small discrepancies in the first decimal place when comparing tables and pie charts for a given question.

QUESTIONNAIRE & TOPLINES



City of Oceanside
 Baseline Sales Tax Measure Survey
 Final Toplines
 October 2017

Section 1: Introduction to Study

Hi, may I please speak to _____. My name is _____, and I'm calling on behalf of TNR, an independent public opinion research firm. We're conducting a survey of voters about important issues in the City of Oceanside and I'd like to get your opinions.

If needed: This is a survey about important issues in your community. I'm NOT trying to sell anything and I won't ask for a donation.

If needed: The survey should take about 12 minutes to complete.

If needed: If now is not a convenient time, can you let me know a better time so I can call back?

If the person asks why you need to speak to the listed person or if they ask to participate instead, explain: For statistical purposes, at this time the survey must only be completed by this particular individual.

If the person says they are an elected official or is somehow associated with the survey, politely explain that this survey is designed to measure the opinions of those not closely associated with the study, thank them for their time, and terminate the interview.

Section 2: Quality of Life & City Services

I'd like to begin by asking you a few questions about what it is like to live in the City of Oceanside.

Q1 How would you rate the overall quality of life in the City? Would you say it is excellent, good, fair, poor or very poor?

1	Excellent	16%
2	Good	62%
3	Fair	19%
4	Poor	2%
5	Very poor	1%
98	Not sure	0%
99	Prefer not to answer	0%

Q2 Generally speaking, are you satisfied or dissatisfied with the job the City of Oceanside is doing to provide city services? *Get answer, then ask:* Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

1	Very satisfied	23%
2	Somewhat satisfied	58%
3	Somewhat dissatisfied	13%
4	Very dissatisfied	4%
98	Not sure	3%
99	Prefer not to answer	0%

Section 3: Initial Ballot Test			
Next year, voters in Oceanside may be asked to vote on a local ballot measure. Let me read you a summary of the measure.			
Q3	To provide the funding needed to maintain and improve general city services including: <ul style="list-style-type: none"> ◊ Police patrols, drug, gang, and crime prevention ◊ Fire, paramedic and 9-1-1 emergency response ◊ Street maintenance and pothole repair ◊ Addressing homelessness ◊ And maintenance of parks, beaches, infrastructure, and other general city services 		
	shall the City of Oceanside establish a one-half cent sales tax for a period of 7 years, providing 11 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? <i>Get answer, then ask:</i> Would that be definitely (yes/no) or probably (yes/no)?		
	1	Definitely yes	31% Skip to Q5
	2	Probably yes	32% Skip to Q5
	3	Probably no	11% Ask Q4
	4	Definitely no	19% Ask Q4
	98	Not sure	6% Ask Q4
	99	Prefer not to answer	0% Skip to Q5
Q4	Is there a particular reason why you do <u>not</u> support the measure I just described? <i>If yes, ask:</i> Please briefly describe your reason. Verbatim responses recorded and later grouped into the categories shown below.		
	Taxes, fees already too high, they never go away		42%
	Money is misspent, mismanaged		34%
	Need more information		9%
	Do not trust City		9%
	Not sure, no particular reason		8%
	Other ways to be funded		7%
	City has enough money, needs to work within its budget		7%
	Other higher priorities in the City		6%
	Pensions and salaries out of control		3%
	Can't afford it, fixed income		2%
	Half-cent is too much, length too long		1%
	City is okay, no need for improvements		1%
	Mentioned past measures, bonds		1%

Section 4: Projects & Services							
Q5	The measure we've been discussing will provide funding for a variety of services in your community.						
	If the measure passes, would you favor or oppose using some of the money to: _____, or do you not have an opinion? <i>Get answer, if favor or oppose, then ask: Would that be strongly (favor/oppose) or somewhat (favor/oppose)?</i>						
	<i>Randomize. Split Sample L1/L2 using odd/even clusters.</i>	Strongly Favor	Somewhat Favor	Somewhat Oppose	Strongly Oppose	Not sure	Prefer not to answer
A	Provide police services, including crime prevention and investigations	57%	27%	6%	4%	3%	3%
B	Reduce gang activity and drug-related crimes	67%	22%	4%	3%	1%	3%
C	Hire additional police officers and increase the number of neighborhood police patrols	50%	29%	9%	6%	4%	2%
D	Provide fire protection and emergency medical services	62%	24%	6%	4%	2%	3%
E	Provide quick responses to 9-1-1 emergencies	66%	21%	4%	3%	2%	3%
F	Repair potholes and maintain local streets	61%	29%	3%	4%	1%	2%
G	Keep public areas clean and free of graffiti	54%	34%	4%	4%	2%	2%
H	Maintain parks and recreation facilities including courts, fields, pools and playgrounds	39%	42%	7%	4%	4%	3%
I	Repair and maintain public buildings and infrastructure including sidewalks and storm drains	44%	40%	6%	5%	2%	3%
J	Reduce stormwater pollution and keep our local beaches clean	45%	37%	7%	6%	3%	3%
K	Make improvements to reduce traffic congestion on city streets	46%	33%	10%	5%	3%	3%
L1	Address the homeless problem	53%	28%	6%	7%	3%	2%
L2	Reduce the amount of homeless in the City	56%	23%	8%	5%	5%	3%
N	Provide services to seniors	41%	37%	10%	5%	4%	3%
O	Maintain library services and hours of operation	32%	40%	13%	7%	6%	3%
P	Increase the availability of affordable housing	29%	25%	16%	22%	6%	3%
Q	Replenish the sand on local beaches	27%	43%	14%	7%	6%	3%

Section 5: Positive Arguments

What I'd like to do now is tell you what some people are saying about the measure we've been discussing.

Q6 Supporters of the measure say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to **SUPPORT** the measure?

		Very Convincing	Somewhat Convincing	Not At All Convincing	Don't Believe	Not sure	Prefer not to answer
	<i>Randomize</i>						
A	By keeping our city safe, clean and well-maintained, this measure will help protect our quality of life and keep Oceanside a special place to live.	33%	37%	17%	8%	3%	2%
B	There will be a clear system of accountability including independent citizen oversight and annual reports to the community to ensure that the money is spent properly.	32%	29%	17%	17%	3%	3%
C	All money raised by the measure will be used to fund essential city services in Oceanside. It can't be taken away by the State or used for other purposes.	39%	26%	16%	15%	2%	3%
D	Fast emergency response times for 9-1-1 calls are critical for saving lives. This measure will ensure that we have enough police officers, firefighters, and paramedics to respond quickly to 9-1-1 emergencies.	41%	33%	13%	8%	3%	3%
E	This measure will help Oceanside maintain the high-quality public safety services, streets, and parks that are essential to protecting our local property values.	26%	39%	20%	10%	3%	2%
F	This measure will cost just 5 cents for every 10 dollars purchased. And food, medicine and many other essential items are excluded from the tax.	31%	34%	20%	10%	3%	3%
G	A large amount of the money raised by the sales tax will come from non-residents and tourists who visit our community. This measure will make sure they pay their fair share for the facilities and services they use while in our city.	30%	33%	19%	13%	3%	2%
H	With the State providing early parole for prisoners, many of these criminals are being released into our community. Crime is rising. This measure provides the funds we need to combat crime in our community.	25%	28%	24%	16%	4%	3%

I	This measure will allow the City to keep up with basic repairs and maintenance to streets, storm drains and public facilities. If we don't take care of it now, it will be a lot more expensive to repair in the future.	37%	35%	16%	9%	2%	2%
J	High quality parks and recreation programs help keep kids healthy, active, and away from drugs, gangs and crime.	27%	37%	22%	9%	3%	2%
K	Over the past 10 years the City of Oceanside has made deep cuts to staff and services. It has laid off employees, deferred street and road maintenance, and cut back on basic city services. There is no more room to cut if we want to keep our community a safe, clean place to live. We need to support this measure.	31%	31%	18%	14%	4%	3%

Section 6: Interim Ballot Test

Sometimes people change their mind about a measure once they have more information about it. Now that you have heard a bit more about the measure, let me read you a summary of it again.

Q7 To provide the funding needed to maintain and improve general city services including:

- ◊ Police patrols, drug, gang, and crime prevention
- ◊ Fire, paramedic and 9-1-1 emergency response
- ◊ Street maintenance and pothole repair
- ◊ Addressing homelessness
- ◊ And maintenance of parks, beaches, infrastructure, and other general city services

shall the City of Oceanside establish a one-half cent sales tax for a period of 7 years, providing 11 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? *Get answer, then ask: Would that be definitely (yes/no) or probably (yes/no)?*

1	Definitely yes	35%
2	Probably yes	30%
3	Probably no	12%
4	Definitely no	17%
98	Not sure	6%
99	Prefer not to answer	1%

Section 7: Negative Arguments

Next, let me tell you what opponents of the measure are saying.

Q8	Opponents of the measure say: ----- Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to OPPOSE the measure?	Very Convincing	Somewhat Convincing	Not At All Convincing	Don't Believe	Not sure	Prefer not to answer
	<i>Randomize</i>						
A	Taxes are already too high - we can't afford another tax increase. This is especially true for seniors and others on fixed-incomes.	38%	30%	19%	9%	2%	1%
B	Increasing the sales tax will hurt our local businesses and our economy.	19%	25%	33%	19%	3%	1%
C	There are no guarantees on how funds will be spent. The City Council can use it for whatever they want. The City government can't be trusted with our tax dollars.	37%	35%	15%	9%	3%	1%
D	City employees are making too much money in salary, pensions and benefits - that's the problem. The City needs to tighten its belt before asking residents to pay more taxes.	31%	25%	21%	16%	5%	1%

Section 8: Final Ballot Test

Now that you have heard a bit more about the measure, let me read you a summary of it one more time.

Q9	To provide the funding needed to maintain and improve general city services including: <ul style="list-style-type: none"> ◊ Police patrols, drug, gang, and crime prevention ◊ Fire, paramedic and 9-1-1 emergency response ◊ Street maintenance and pothole repair ◊ Addressing homelessness ◊ And maintenance of parks, beaches, infrastructure, and other general city services shall the City of Oceanside establish a one-half cent sales tax for a period of 7 years, providing 11 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? <i>Get answer, then ask:</i> Would that be definitely (yes/no) or probably (yes/no)?		
	1	Definitely yes	32%
	2	Probably yes	29%
	3	Probably no	12%
	4	Definitely no	18%
	98	Not sure	7%
	99	Prefer not to answer	1%

Section 9: Homeless					
Q10	How do you think the City should deal with the homeless issue? Should it: _____?				
	<i>Randomize</i>	Yes	No	Not sure	Prefer not to answer
A	Connect homeless people to treatment for mental health and drug addiction	86%	6%	7%	1%
B	Create and enforce a ban on aggressive panhandling	73%	13%	13%	1%
C	Clear-out homeless camps	65%	14%	20%	2%
D	Follow other cities by enforcing a 'No Tolerance' policy for any bad behavior including loitering, drug or alcohol use, littering, or sleeping in parks or public areas	68%	15%	15%	1%
E	Connect homeless people to shelters	87%	6%	6%	1%

Section 10: Background & Demographics		
Thank you so much for your participation. I have just two background questions for statistical purposes.		
Q11	In your opinion, has the City of Oceanside done an excellent, good, fair, poor or very poor job of managing its financial resources?	
	1	Excellent 4%
	2	Good 31%
	3	Fair 34%
	4	Poor 9%
	5	Very poor 3%
	98	Not sure 17%
	99	Prefer not to answer 1%
Q12	Do you have children under the age of 18 living in your household?	
	1	Yes 18%
	2	No 78%
	99	Prefer not to answer 4%
Those are all of the questions that I have for you. Thanks so much for participating in this important survey.		

Post-Interview & Sample Items		
S1	Gender	
	1	Male 47%
	2	Female 46%
	99	Prefer not to answer 7%
S2	Party	
	1	Democrat 33%
	2	Republican 45%
	3	Other 3%
	4	DTS 19%
S3	Age on Voter File	
	1	18 to 29 3%
	2	30 to 39 6%
	3	40 to 49 11%
	4	50 to 64 34%
	5	65 or older 46%
	99	Not coded 0%
S4	Registration Date	
	1	2017 to 2009 54%
	2	2008 to 2005 16%
	3	2004 to 2001 14%
	5	Before 2001 16%

S5 Household Party Type		
1	Single Dem	16%
2	Dual Dem	11%
3	Single Rep	15%
4	Dual Rep	20%
5	Single Other	9%
6	Dual Other	6%
7	Dem & Rep	5%
8	Dem & Other	7%
9	Rep & Other	9%
0	Mixed (Dem + Rep + Other)	1%
S6 Homeowner on Voter File		
1	Yes	76%
2	No	24%
S7 Likely to Vote by Mail		
1	Yes	77%
2	No	23%
S8 Likely June 2018 Voter		
1	Yes	69%
2	No	31%
S9 Likely November 2018 Voter		
1	Yes	100%
2	No	0%