



Public Support for Funding Infrastructure Improvements

**Key Findings from a Voter Survey Conducted
January 16-24, 2016**

Fairbank, Maslin, Maullin, Metz & Associates – FM3

PUBLIC OPINION RESEARCH & STRATEGY

220-4335

Methodology

- 346 telephone interviews with registered City of Orinda voters (via landline and cell phones) demographically reflective of likely Orinda voters
- Conducted Jan. 16 – 24, 2016
- Margin of sampling error +/-5.3% at the 95% confidence interval for the full sample
- Due to rounding, some percentages do not add up to 100%
- Selected comparisons to FM3 surveys of Orinda voters from 2006, 2008, 2010, 2012 and 2014



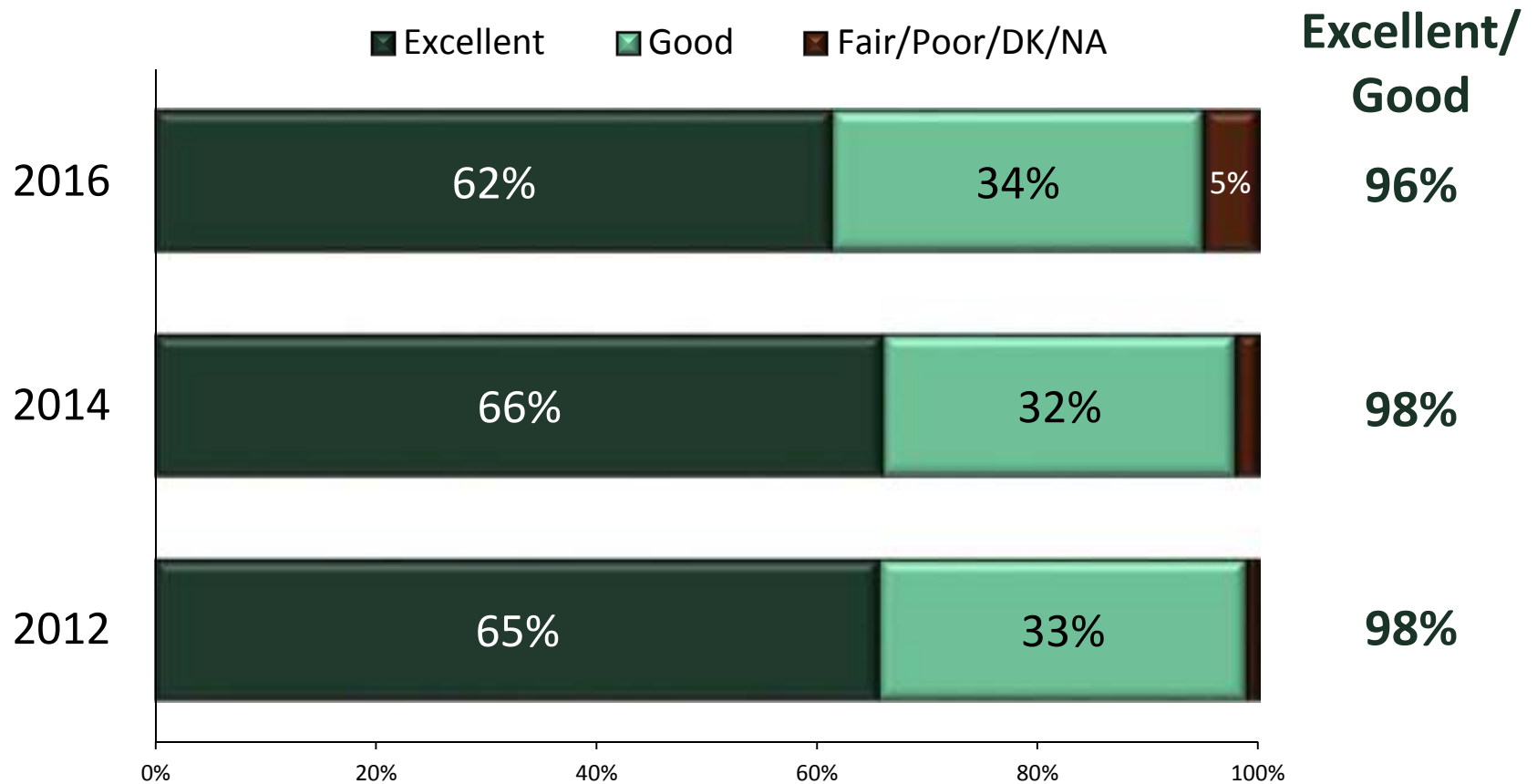
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Views of the City

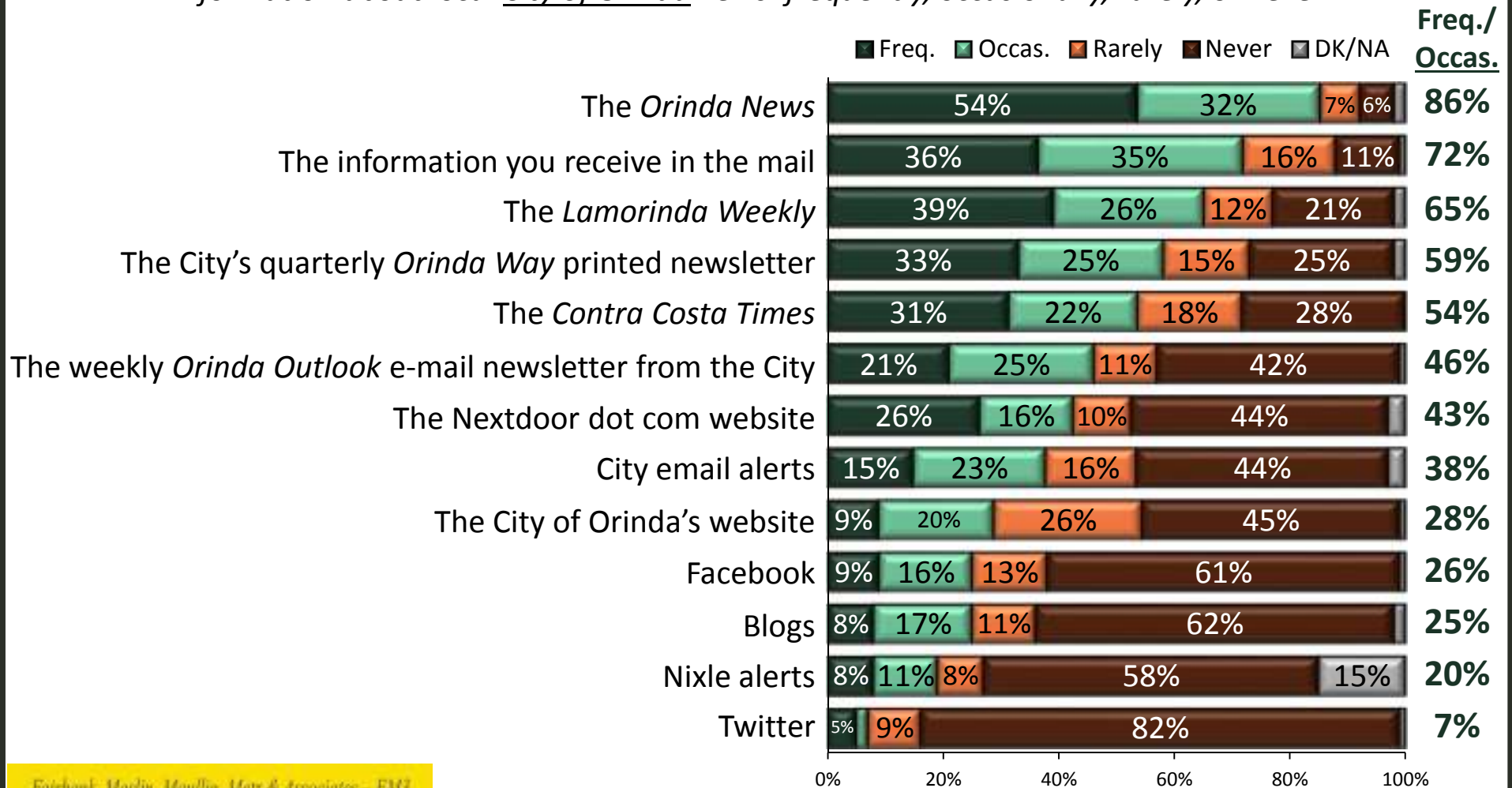
Voters continue to give Orinda's quality of life outstanding ratings.

Would you say the overall quality of life in Orinda is excellent, good, only fair, or poor?

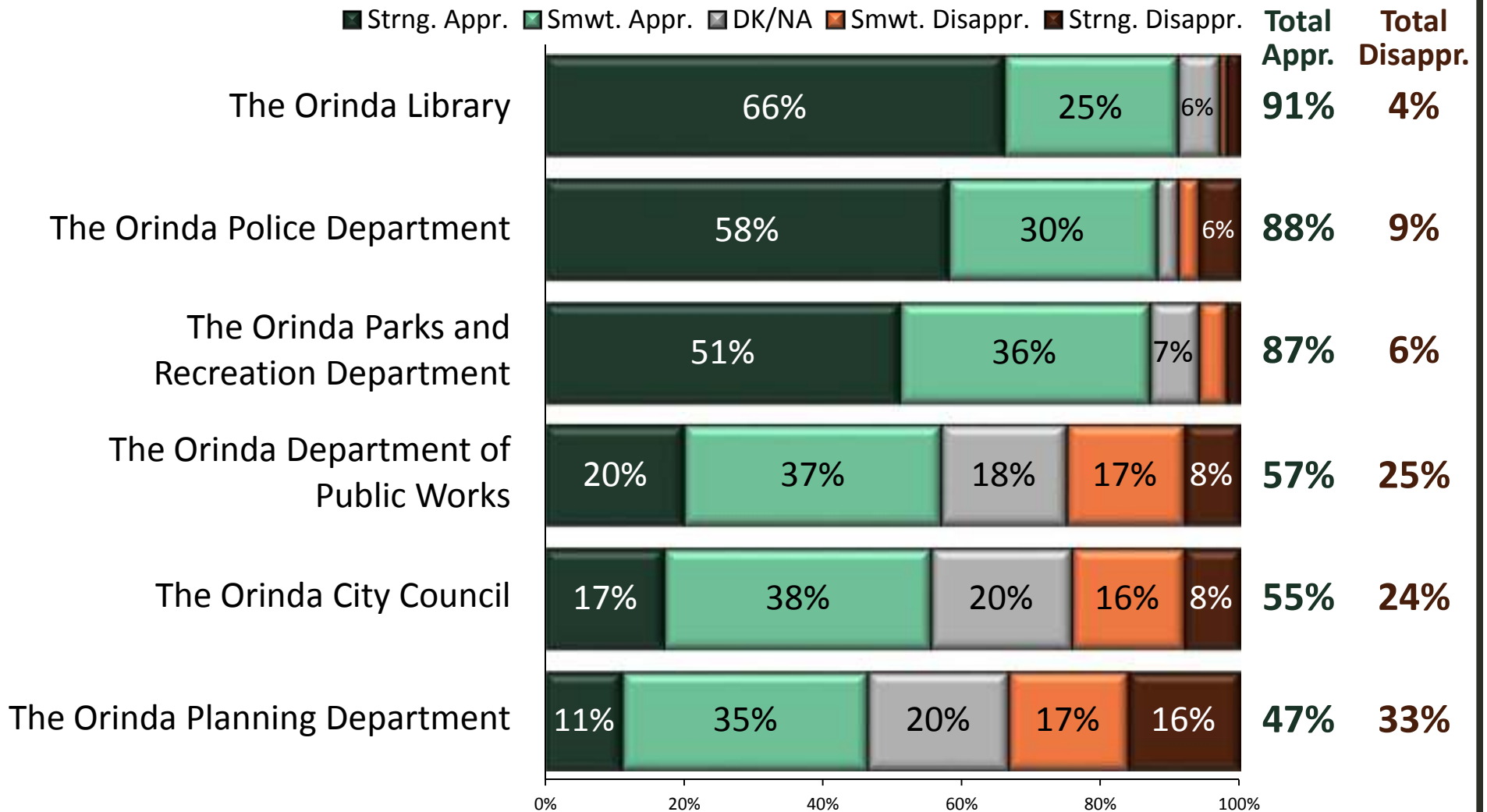


Orindans rely on newspaper and mail to get information about their city.

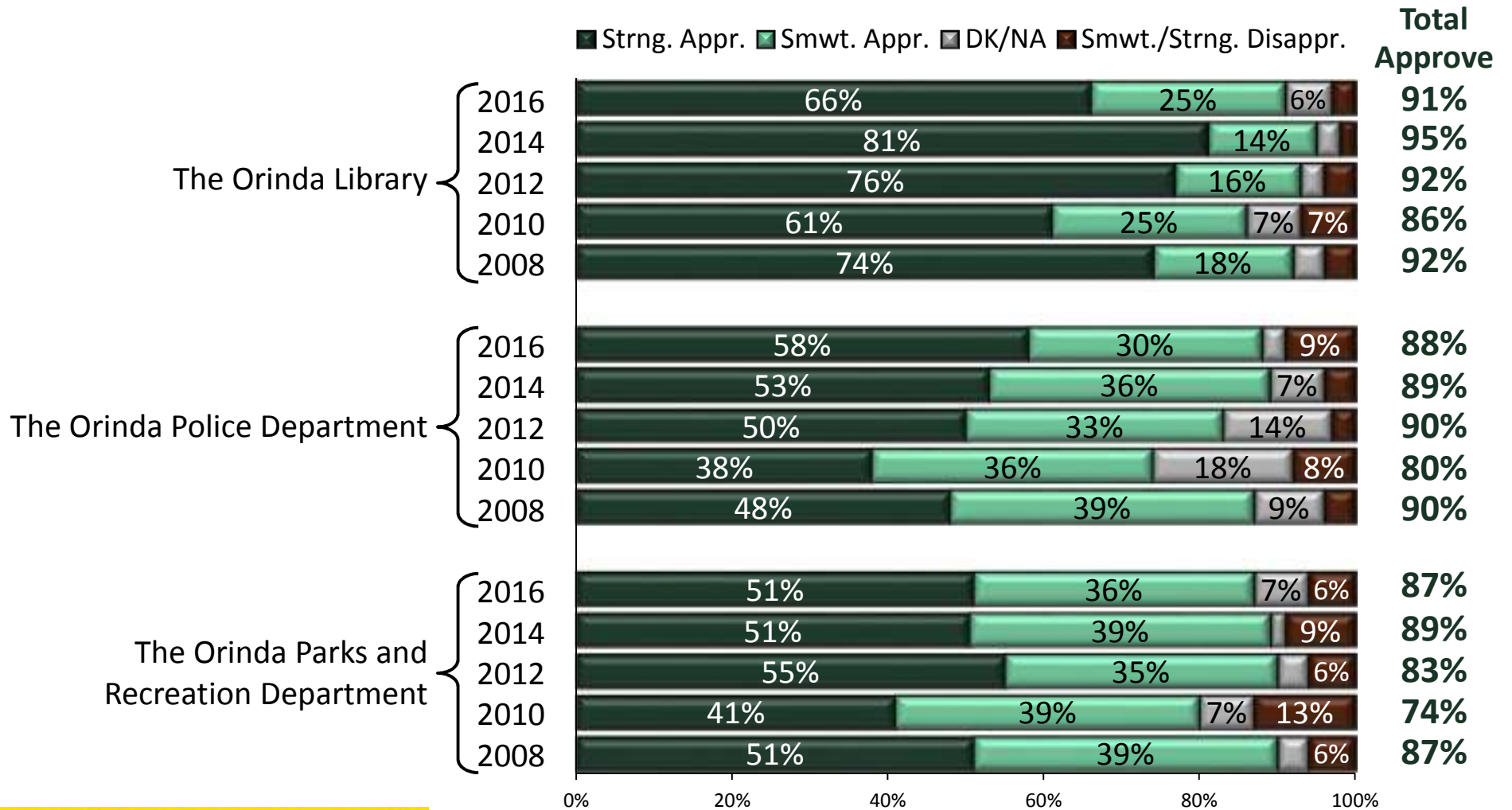
I'm going to read you a list of sources from which people get information about local City of Orinda news. For each, I'd like you to tell me how often you use it to get information about local City of Orinda news: frequently, occasionally, rarely, or never.



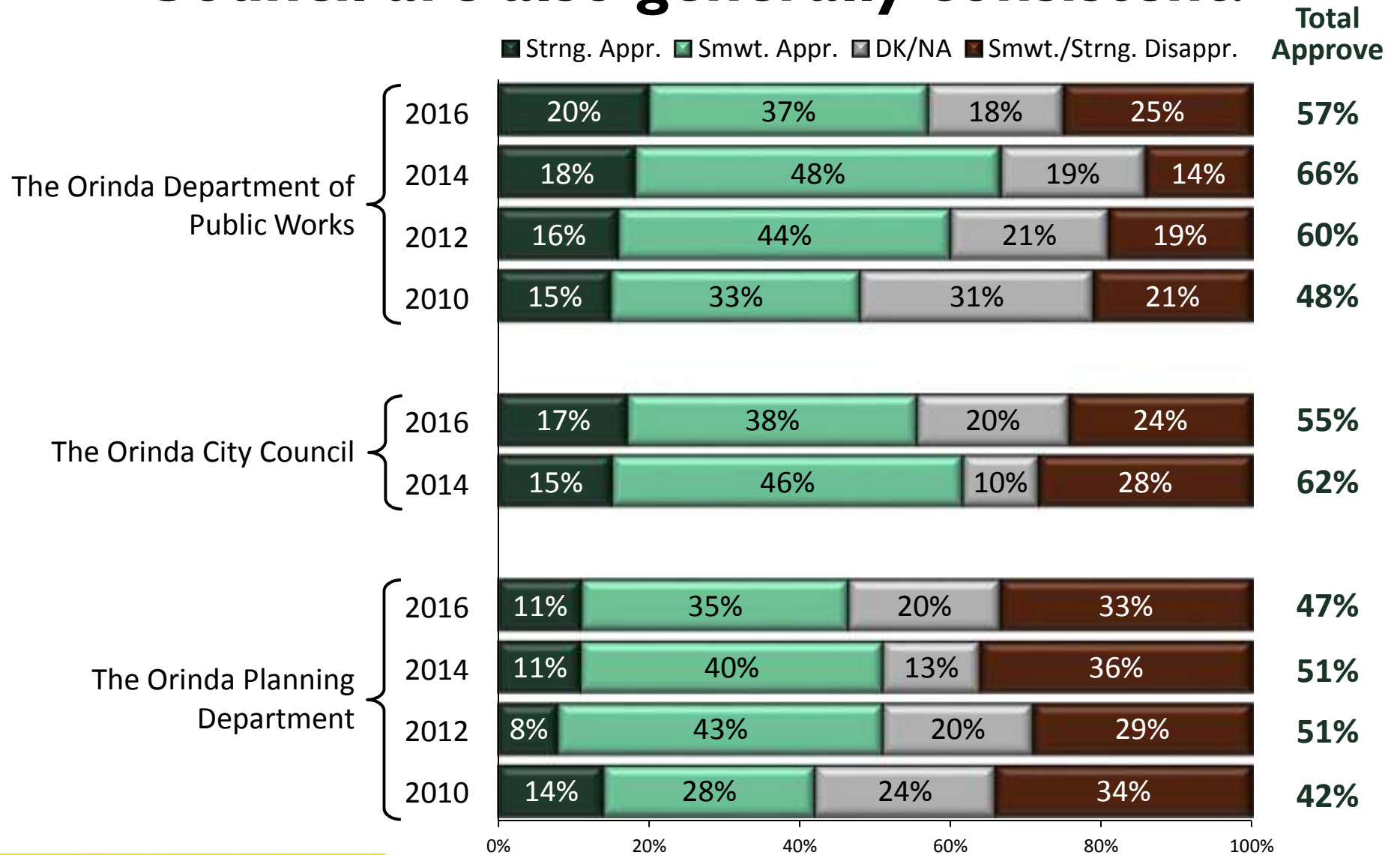
Orindans are generally quite happy with City services.



Overall approval ratings for the Library, Police and Parks have been consistently high.

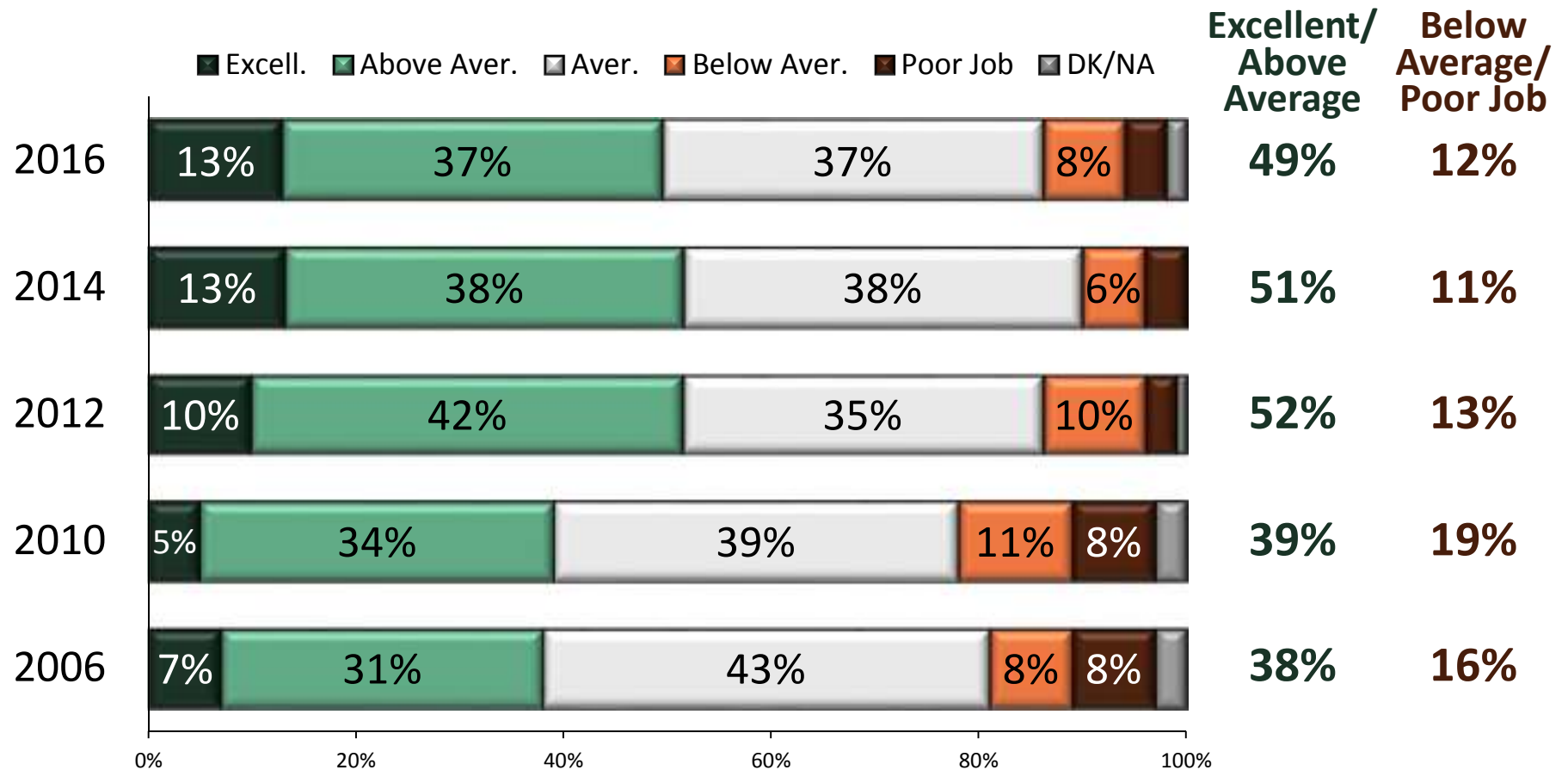


Views of Public Works, Planning and the City Council are also generally consistent.



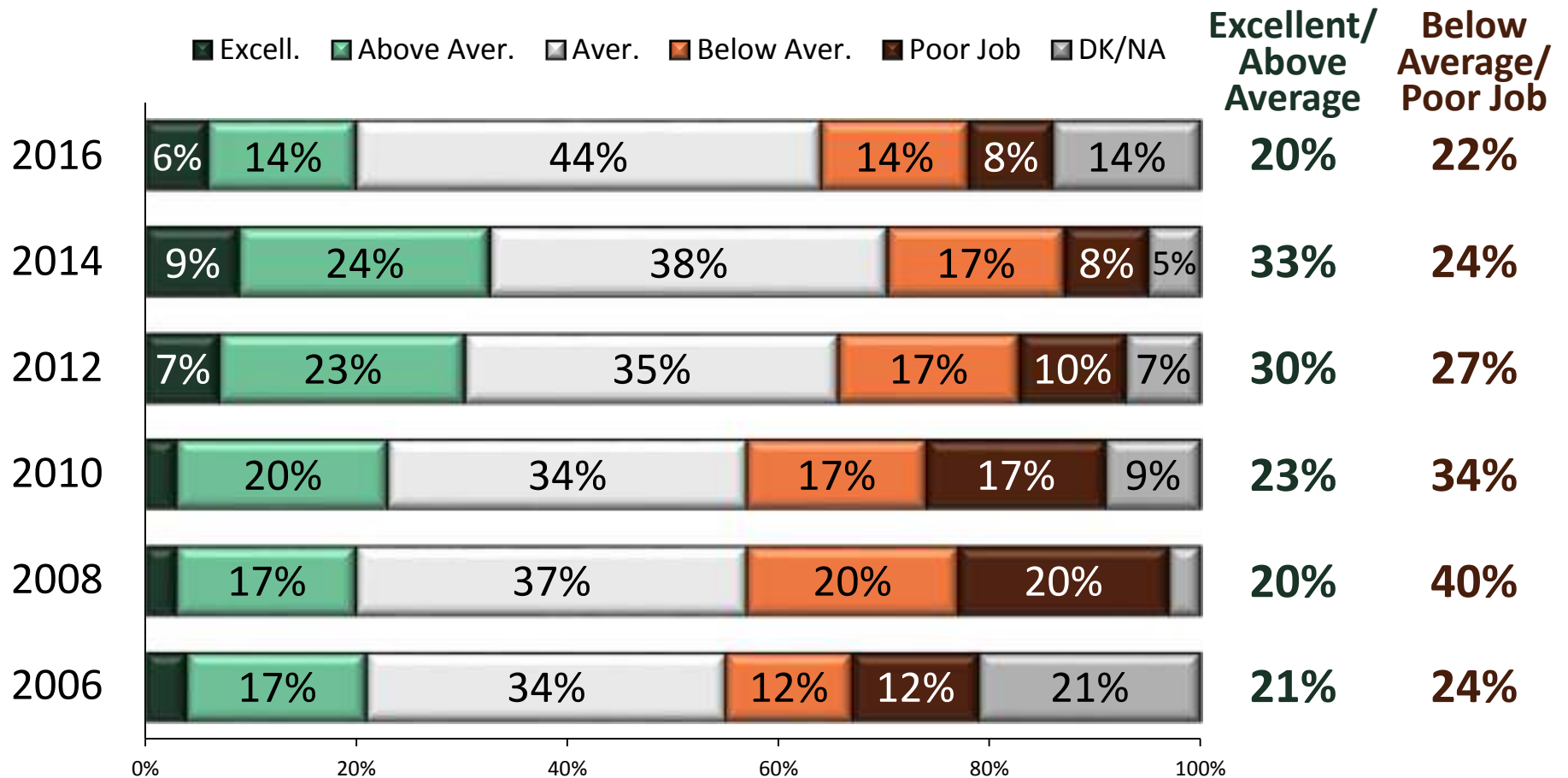
Voters continue to rate City services positively by more than a two-to-one margin.

Overall, how would you rate the job being done by the City of Orinda in providing basic services and taking care of the needs of Orinda residents?

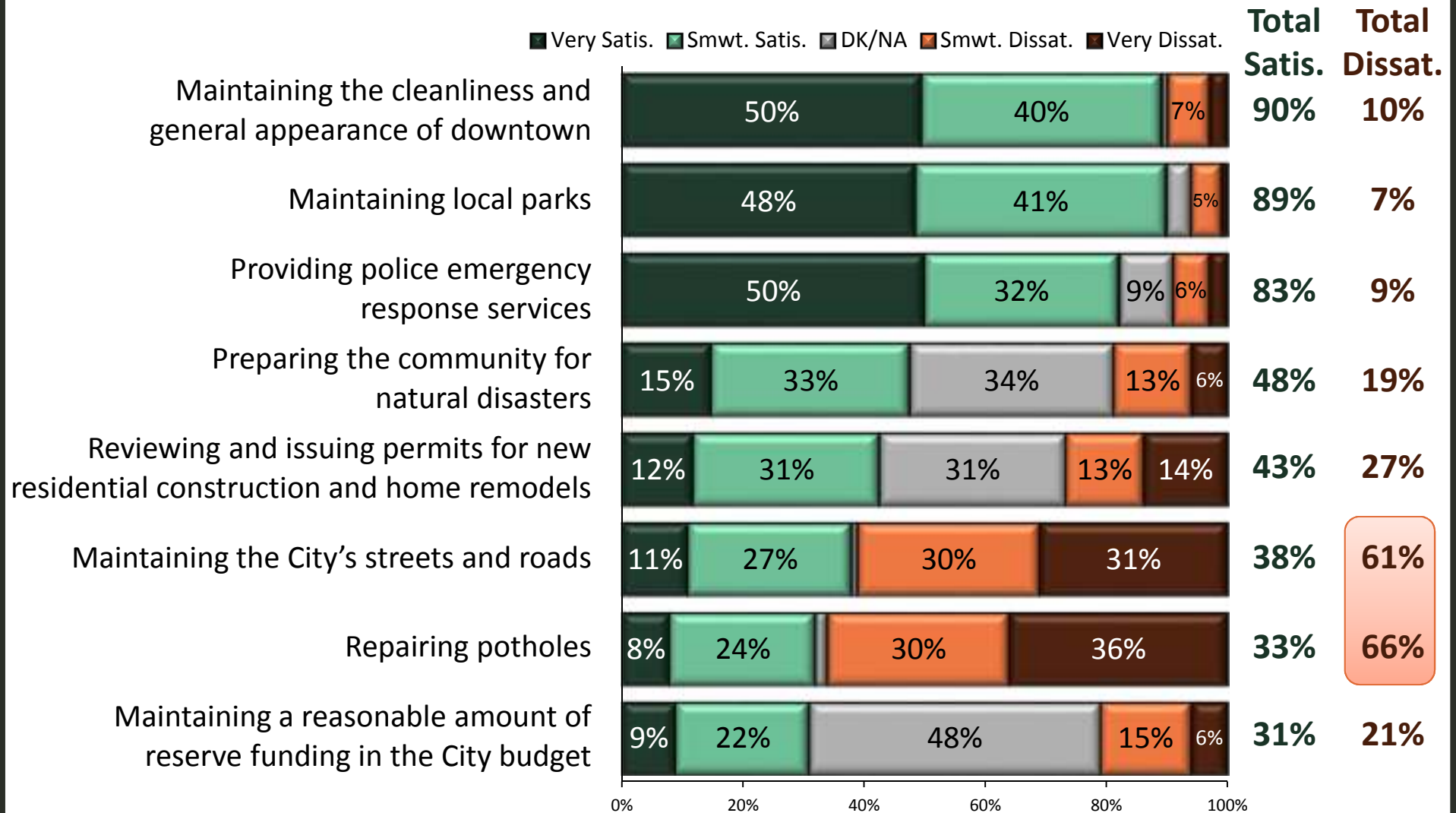


However, fewer feel enthusiastic about the City's financial management.

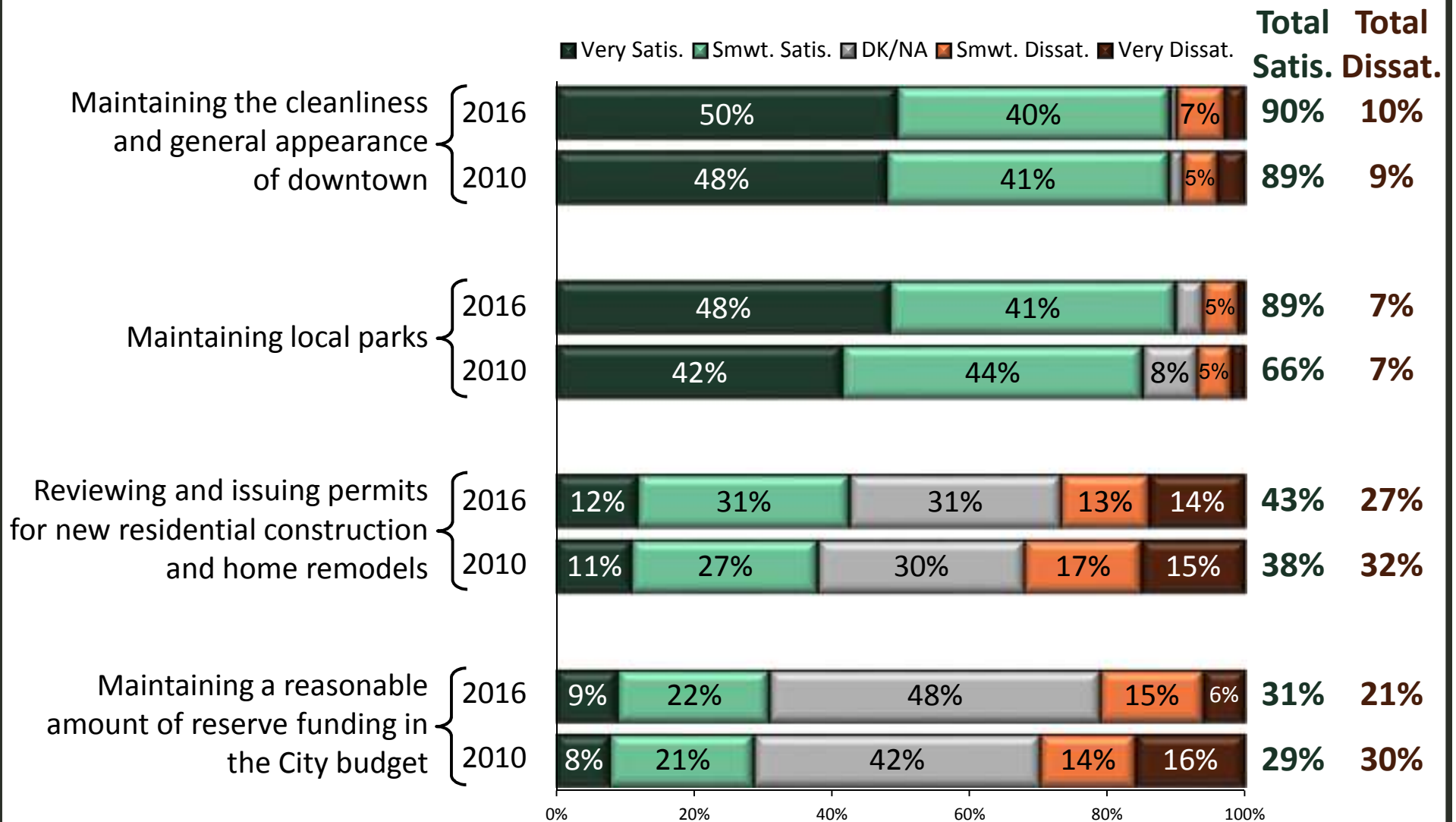
And how would you rate the job the City of Orinda has done spending tax dollars wisely?



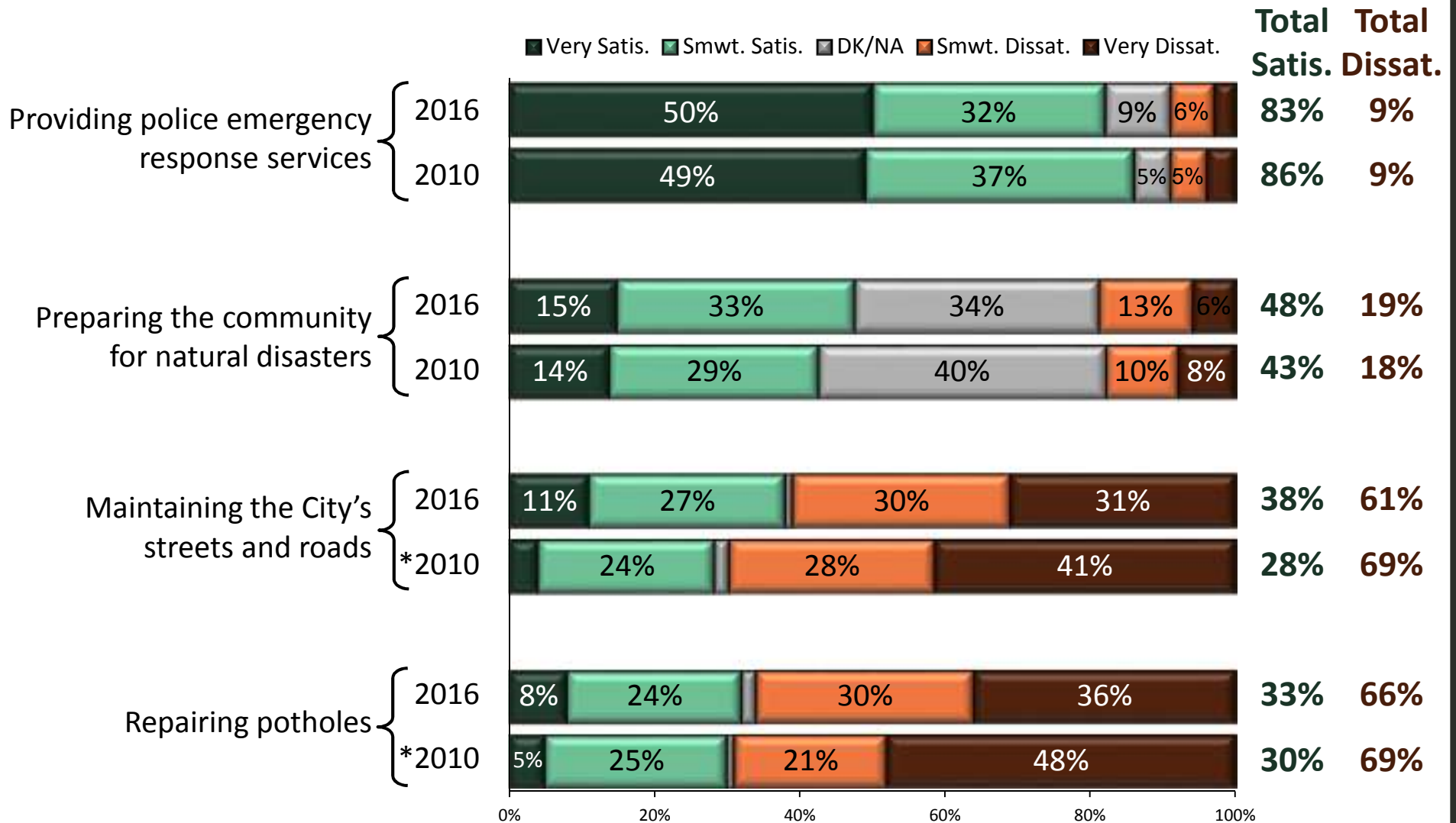
Among services the City provides, voters are most dissatisfied with road maintenance.



Voters are much more satisfied with park maintenance than in 2010.

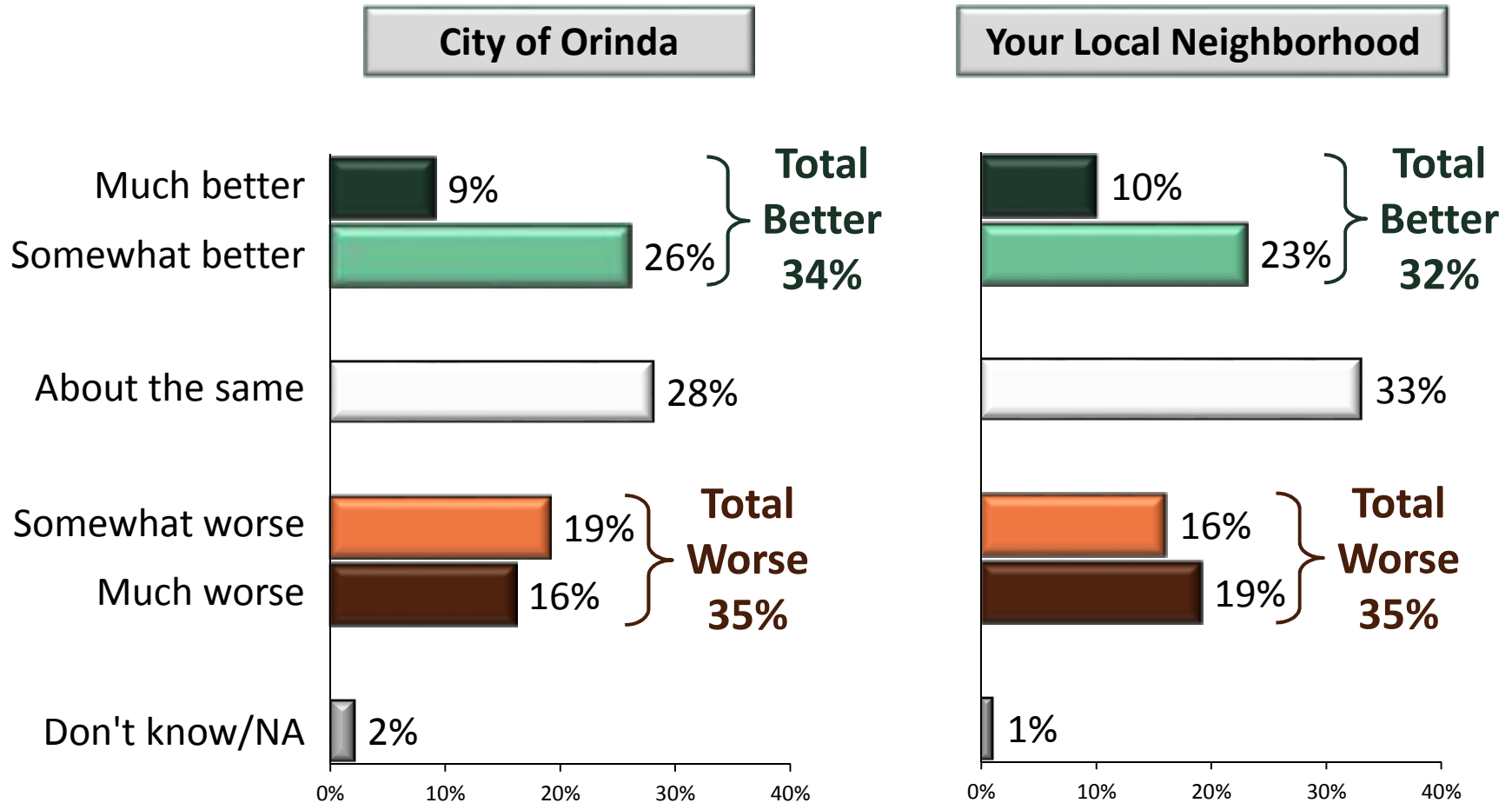


Perceptions of road maintenance, though still poor, are slightly less negative than in 2010.



Orindans are evenly split in their perceptions of how road conditions have changed.

Perceived Change in Quality of City Streets and Roads Over Last Few Years



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Support for Road Repair Measures

Ballot Language Tested

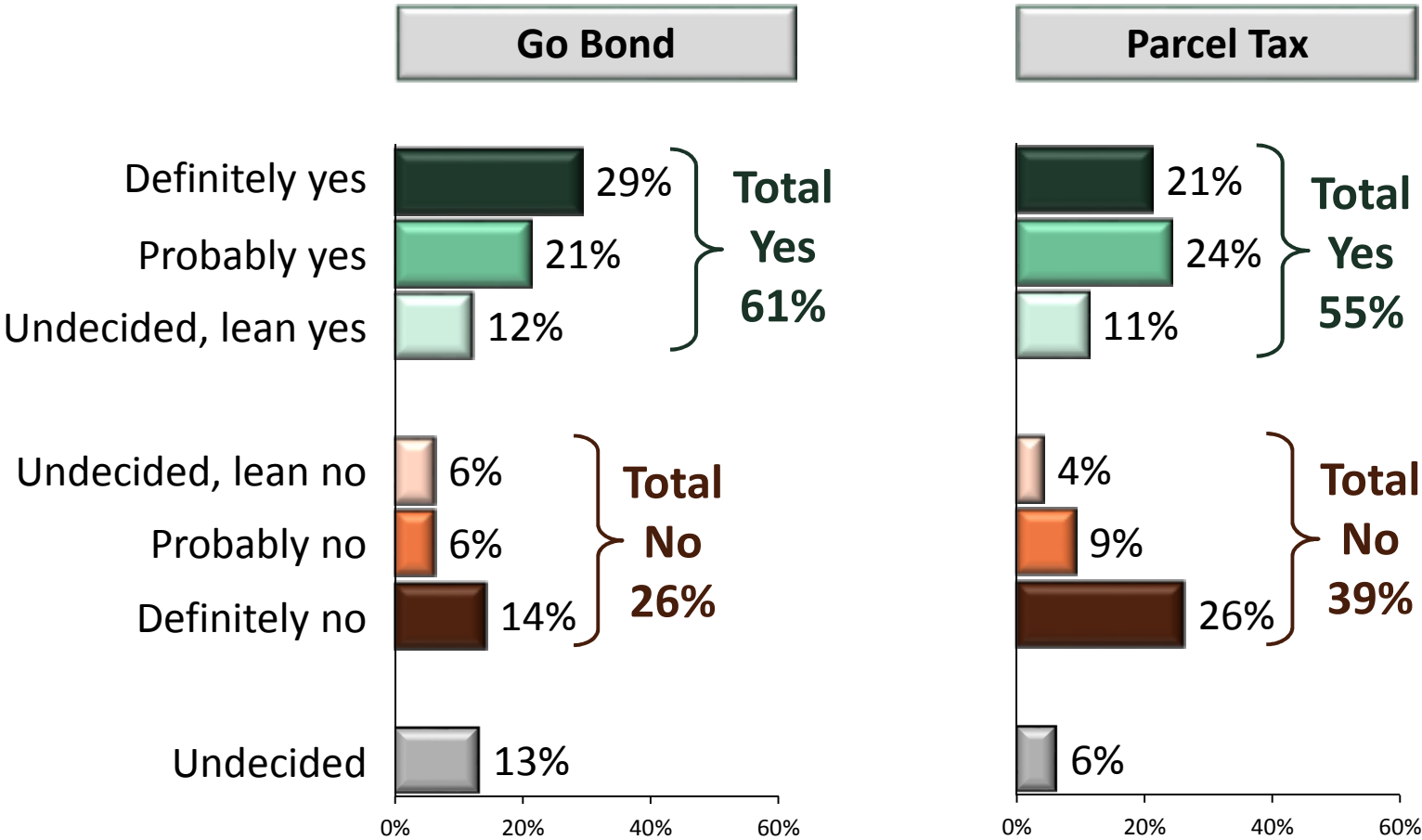


City of Orinda Citywide Road Repair and Safety Improvement Measure. To complete street and road repair projects so that every public road and street in the City of Orinda reaches a citywide safety standard; improve driver, pedestrian, and bicyclist safety; fix potholes and storm drains; shall the City of Orinda issue \$47 million in bonds with citizens' oversight; annual, independent audits; and all funds used for Orinda roads and drains?

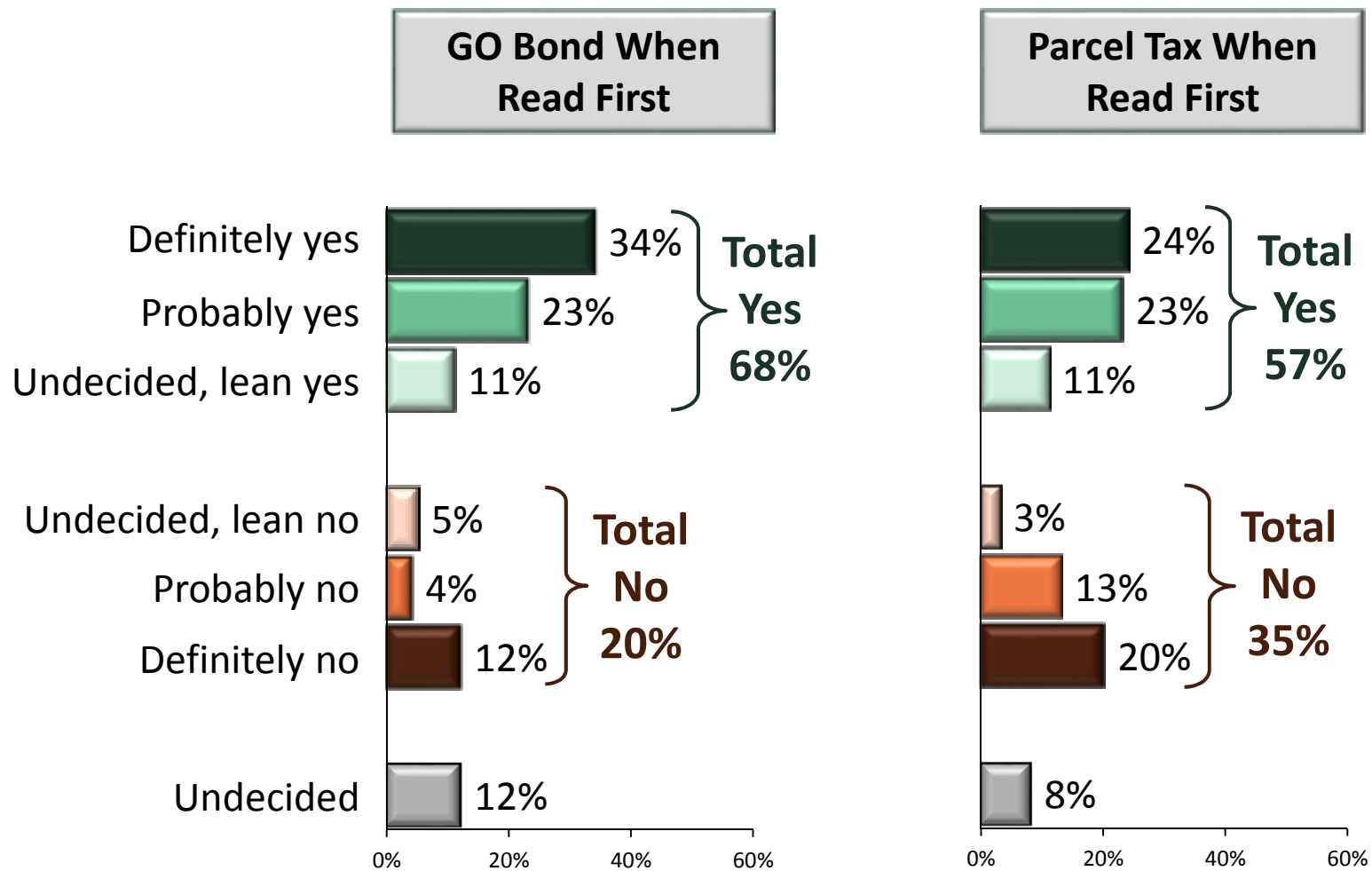


City of Orinda Repairs For Every Road Measure. To complete street and road repair projects so that every public road and street in the City of Orinda reaches a citywide safety standard; improve driver, pedestrian, and bicyclist safety; fix potholes and storm drains; shall the City of Orinda enact an annual parcel tax of approximately \$411, providing \$2.3 million annually for 20 years, with citizens' oversight, annual audits, all funds used for Orinda roads and drains?

The bond starts out with higher support than a parcel tax, but neither tops two-thirds.



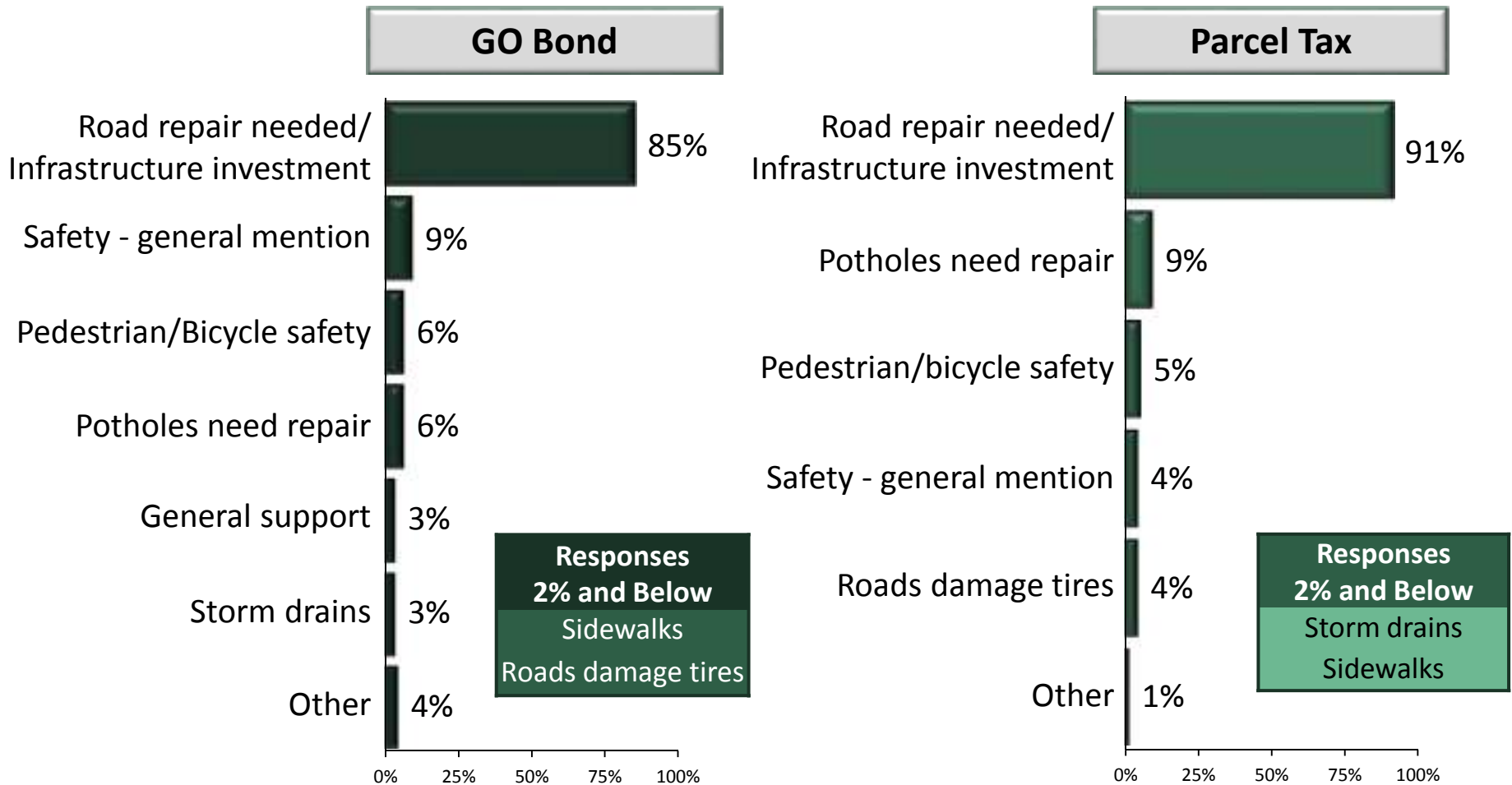
Voters who hear the bond measure first are much more supportive.



Supporters cite the importance of road repairs.



*In a few words of your own, why would you vote **YES** on this ballot measure?
(Open-end, Asked Of "Yes" Voters Only, Responses Grouped, Responses 3% and Above Shown)*



Verbatim Responses

The roads need to be fixed, they are in bad shape.

Roads are not up to the standards of the community.

Roads are terrible. The consequences are not worth the risks, and we can afford it.

The roads are the weakest feature of our city.

The safety of our roads is imperative. We can't let them get any worse.

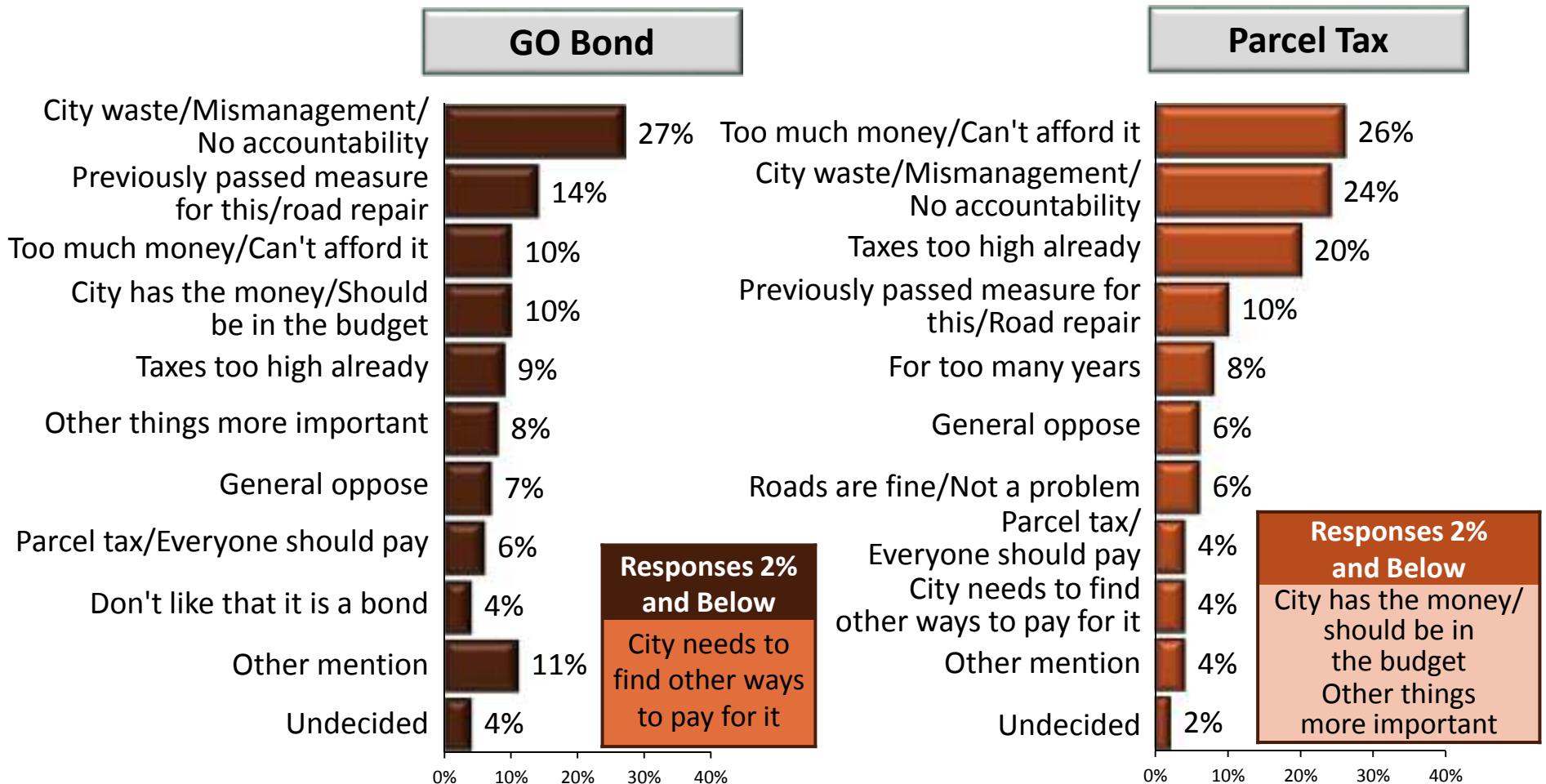
I am for no new taxes but the roads need repair, too many potholes.

I live on a street where we have terrible potholes, no sidewalks. It would be helpful to have that.

I've been a citizen of Orinda for 50 years and we always vote to keep Orinda up to quality.

Opponents are concerned about the City's financial management and worry about the price tag.

*In a few words of your own, why would you vote **NO** on this ballot measure?
(Open-end, Asked Of "Yes" Voters Only, Responses Grouped, Responses 3% and Above Shown)*



Verbatim Responses

Because it includes a whole series of things to raise taxes on that we have already raised taxes on. This isn't the first tax measure we've passed. I voted for the last one.

I would vote "no" on the parcel tax because there are a lot of retired people in Orinda and they may not be able to afford the parcel tax.

I live on worst street in Orinda and no repairs for 18 years and main roads not in great condition either.

People drive too fast improve the roads they'll drive faster.

Do not understand what happened to money to repair roads that we voted for before. Too much money is wasted on silly things and unneeded things.

The City spent money poorly, they should have fixed the roads instead of building a library.

For 20 years? Nope. They can find some other way to pay for that.

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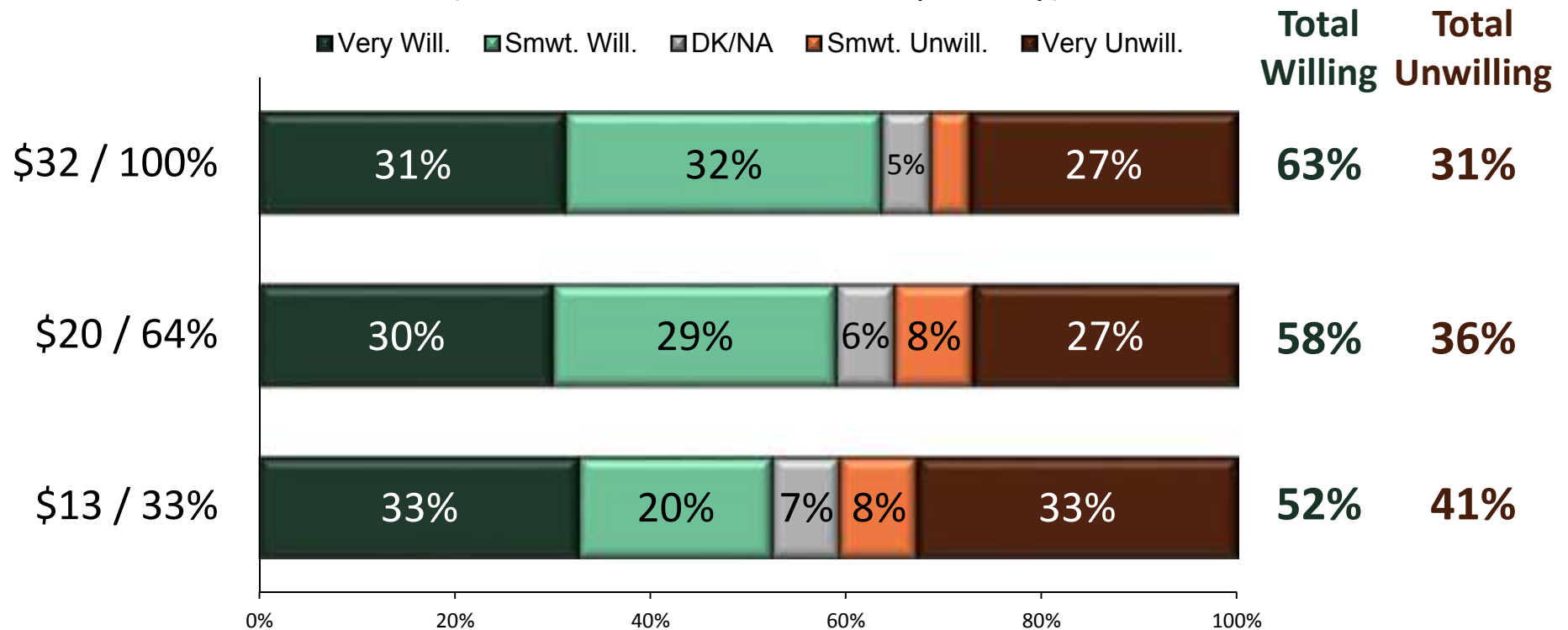


Testing Measure Amounts

More than three in five are willing to pay \$32 per \$100,000 AV to complete all projects.

The final bond amount for this measure has not yet been determined. Would you be willing to pay an annual cost of _____ dollars per \$100,000 of assessed value on your home over the next 20 years to repair and repave public roads and storm drains, fix potholes and improve traffic safety and knowing it would address ____ of the need? Keep in mind that your home's assessed value is based on what you paid for your home, and not its current fair market value.

(Asked of GO Bond Half-Sample Only)

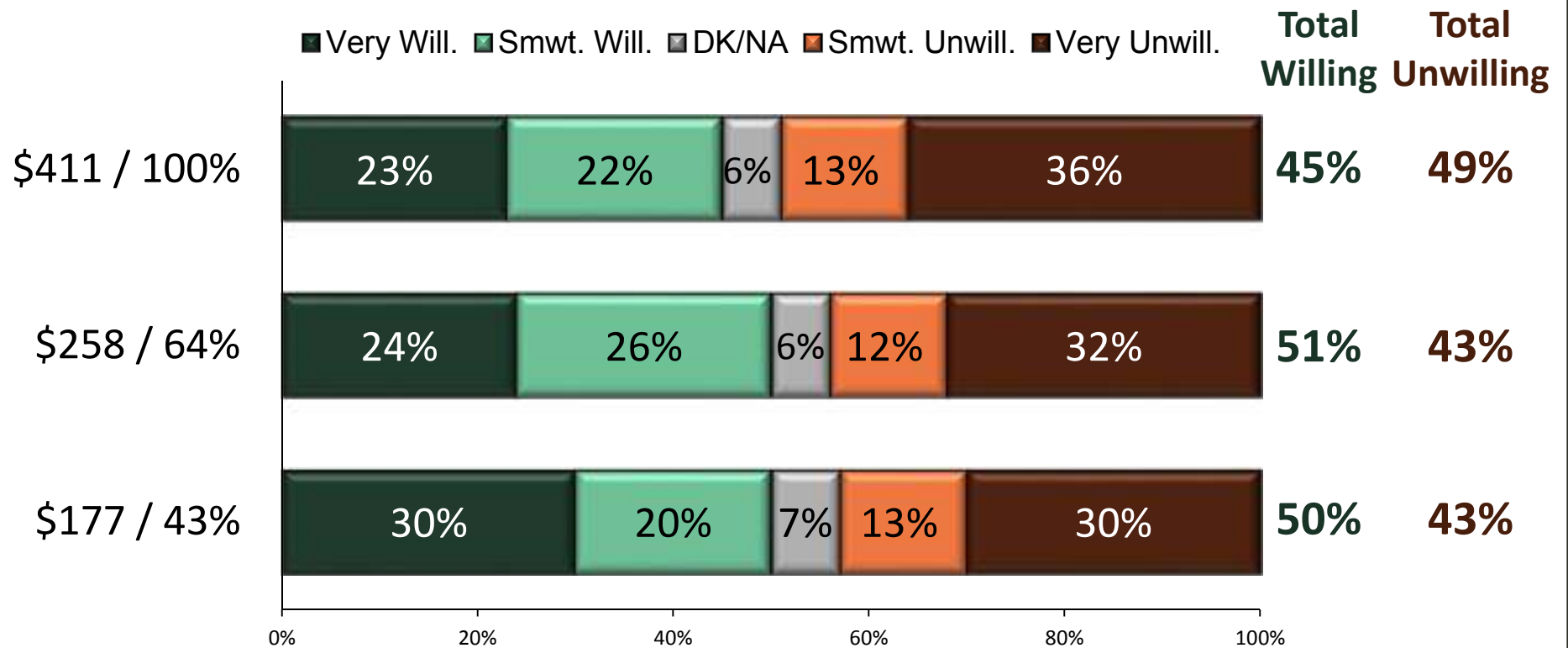


Bare majorities of voters overall are willing to pay \$258 or \$177 per year to repair local roads.



The City of Orinda currently has a \$47 million backlog of needed road and drain repairs. Would you be willing to pay _____ more each year to address _____ of this backlog over the next 20 years?

(Asked of All Respondents)



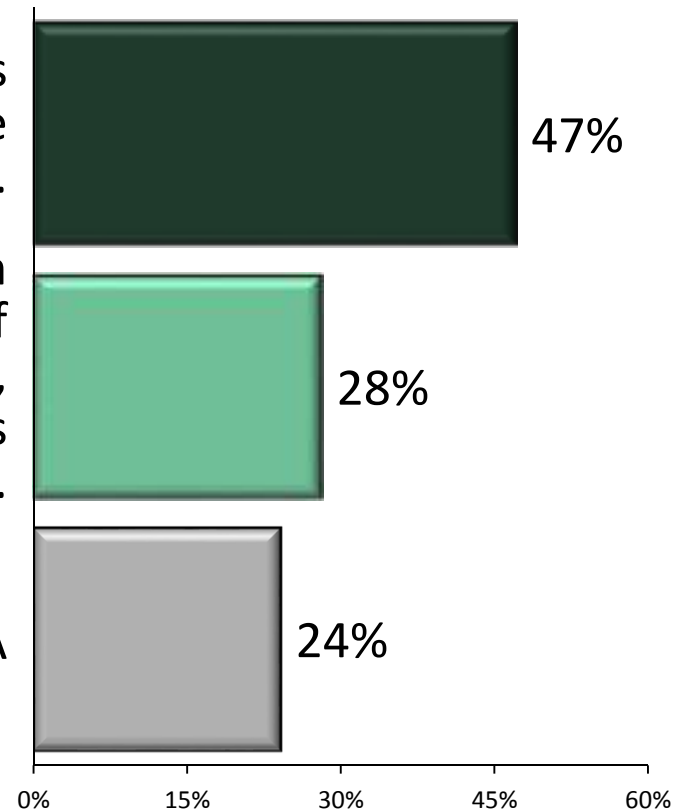
Given the choice, nearly half prefer a measure that solves all the City's road repair needs.

I would like you to consider two statements about Orinda's approach to fixing its roads and drains. Please tell me which one comes closer to your own personal opinion.

The City of Orinda should offer voters a plan this year that will solve all of the City's \$47 million in road repair needs.

The City of Orinda should offer voters a plan this year that will solve about one-third of the City's \$47 million in road repair needs, and then return to voters in future years with plans to address the rest.

Both/Neither/Don't know/NA

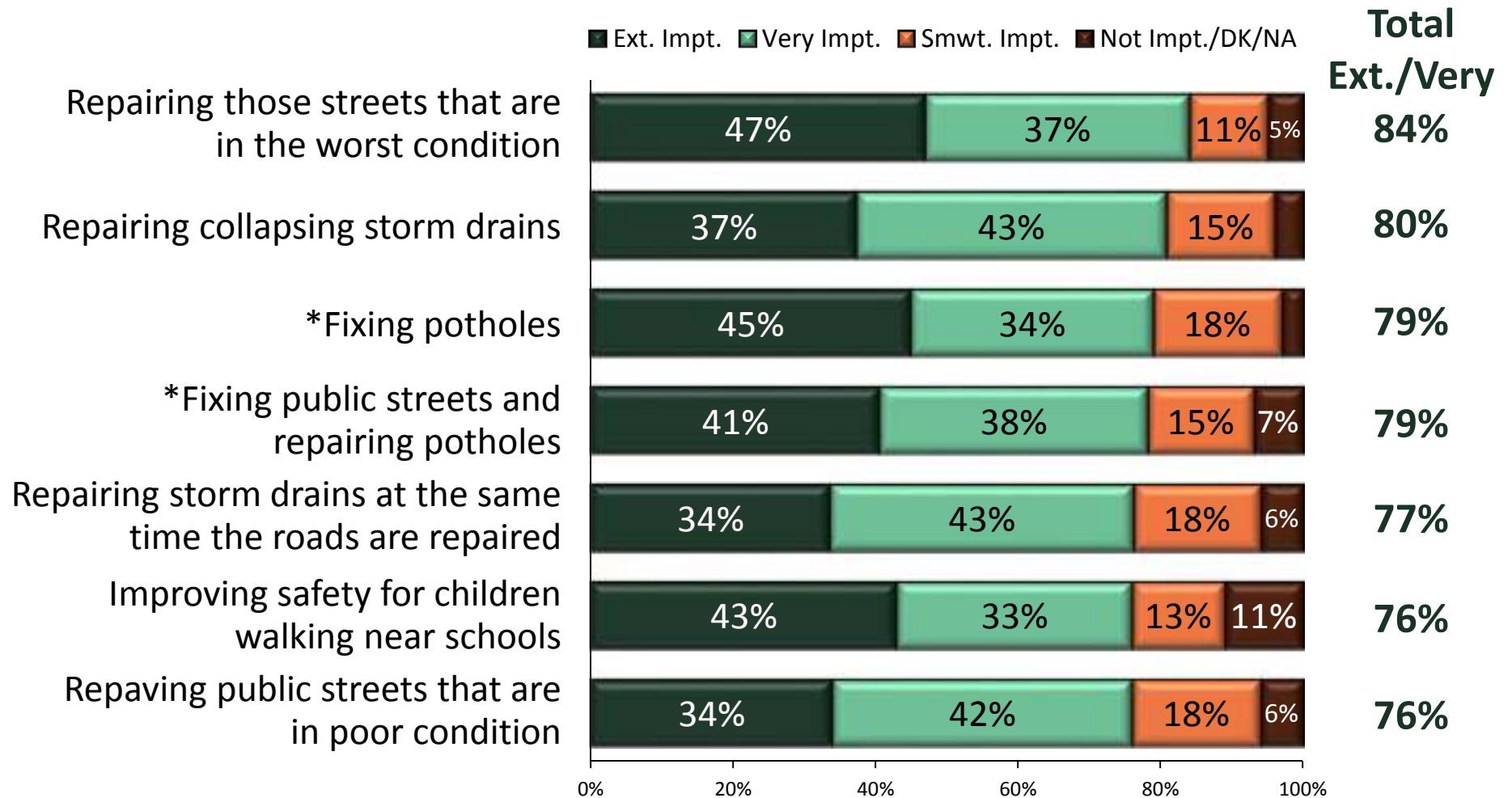


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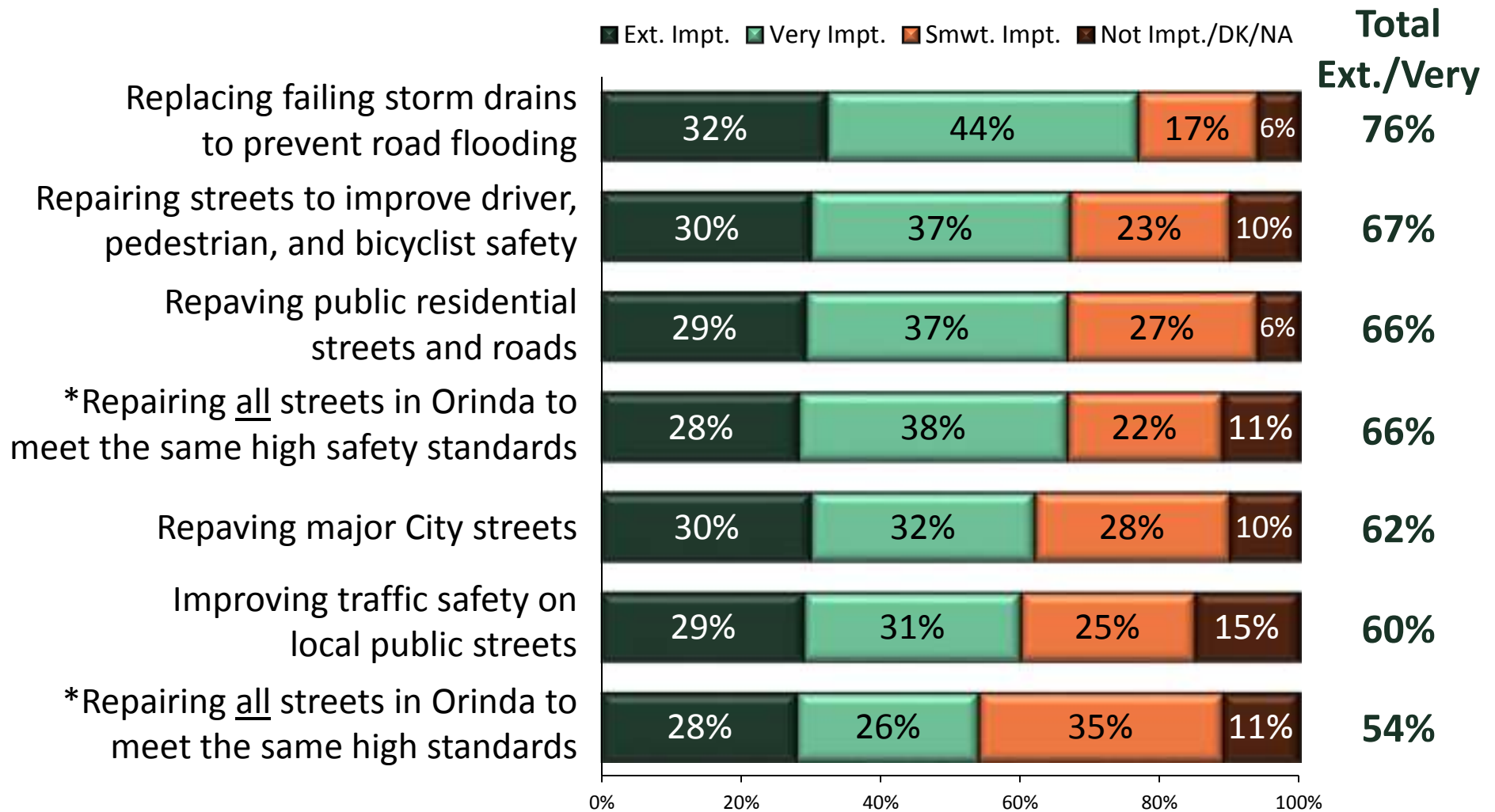
Measure Priorities

Voters place the top priority on repairing streets that are in the worst condition.



Q14. I am going to read you a list of specific City projects and services that could be funded by the measure. Recognizing that there will not be enough funding to complete all of these projects, please tell me how important each one is to you: extremely important, very important, somewhat important, or not important. *Split Sample

Replacing failing storm drains is important to three-quarters.



Q14. I am going to read you a list of specific City projects and services that could be funded by the measure. Recognizing that there will not be enough funding to complete all of these projects, please tell me how important each one is to you: extremely important, very important, somewhat important, or not important. *Split Sample

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Messages and Movement

Support Messages Tested

Support Messages

(CHILDREN) Safer roads mean safer conditions for children and other pedestrians who walk or ride bikes to school and around their neighborhoods.

(SAFETY) This measure will improve the safety of Orinda's public roads. By fixing deteriorating roads, it will reduce damage to vehicles and help to prevent accidents that threaten the safety of drivers, pedestrians, and bicyclists.

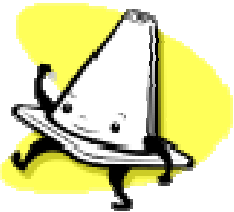
(DETERIORATION) Orinda's overall pavement condition is ranked as one of the worst in the Bay Area, and without additional funds, our roads will only continue to deteriorate further.

(FUTURE COSTS) Delaying maintenance and repairs to Orinda's public roads and drains only increase costs in the long run. This measure will help repair roads and drains while construction costs are still relatively affordable.

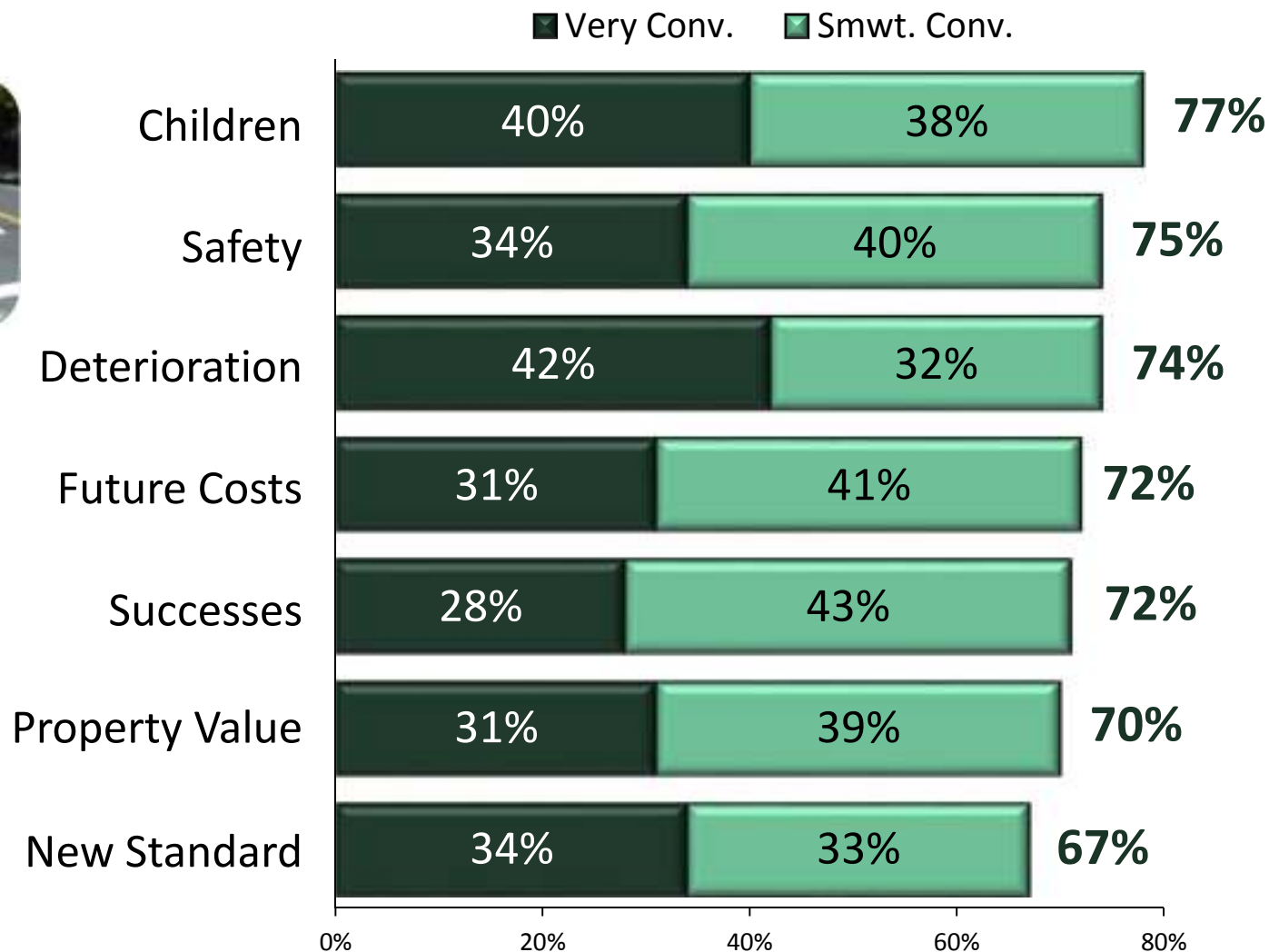
(SUCCESSES) In 2012, local voters approved a half-cent sales tax as the critical first step in Orinda's Road and Drainage Repairs Plan. In 2014, voters approved a bond for the second phase. This third measure is the final step in the plan to bring every street in Orinda to a higher safety standard.

(PROPERTY VALUE) By improving public street and road conditions, this measure will help to protect property values for Orinda homeowners.

(NEW STANDARD) Our City's streets are rated fourth worst in the Bay Area. This funding would ensure that no public street in Orinda gets a "failed" or "at risk" rating, bringing every public road up to a higher safety standard.



Messages focused on safety for kids and the deterioration of roads stand out.



Opposition Statement Tested

Opponents say that Orinda should not approve any new tax or spending ballot measures right now. We have already been asked twice in the last four years to fund street improvements, and they are likely to ask again in a few years. This piecemeal approach is designed to hide the true costs from voters.

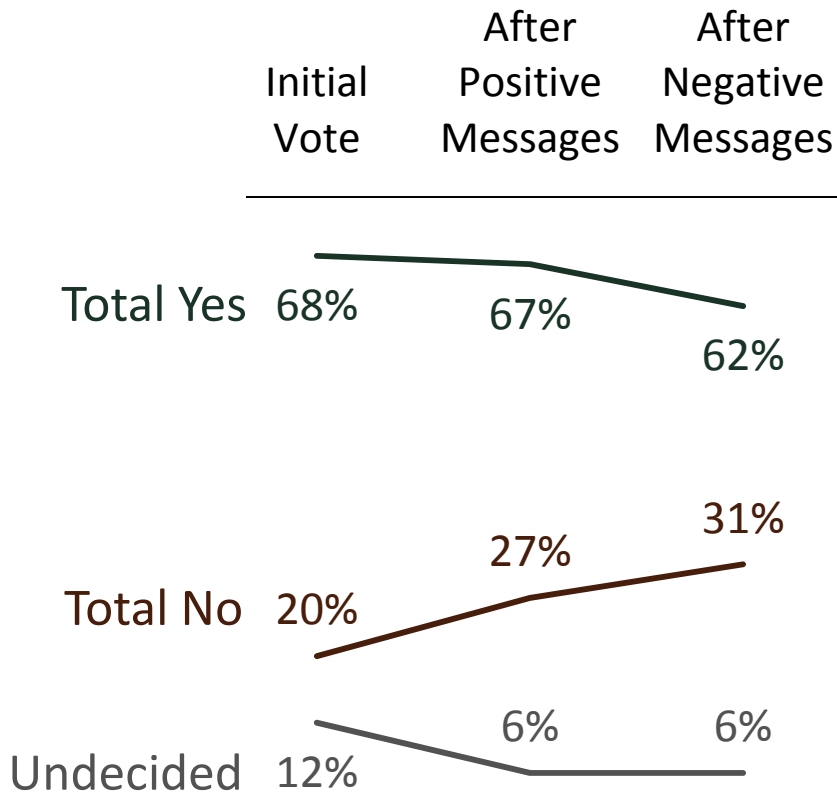
(GO Bond only:) After principal and interest are paid, this bond will end up costing taxpayers twice as much as supporters claim.

(Parcel Tax only:) The average taxpayer will end up paying more than \$411 per year for 20 years.

In addition, we simply can't trust City government to spend this money effectively and efficiently.

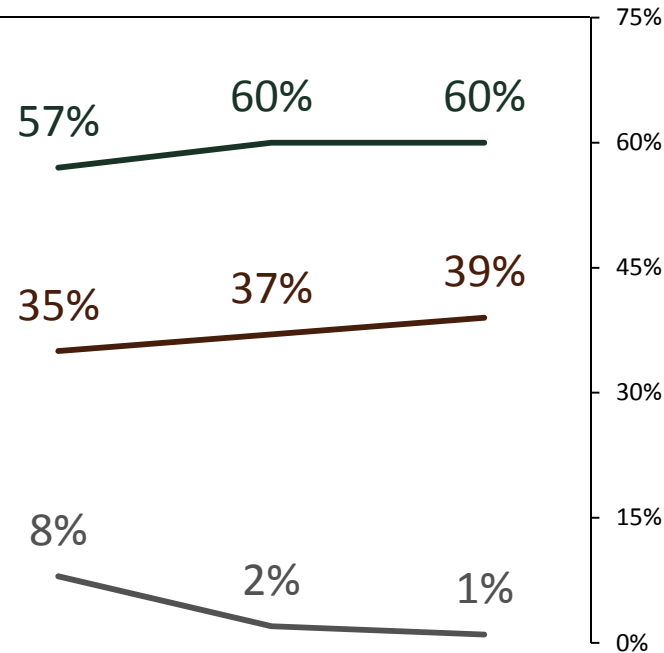
Vote Progression After Messaging

\$47 Million GO Bond



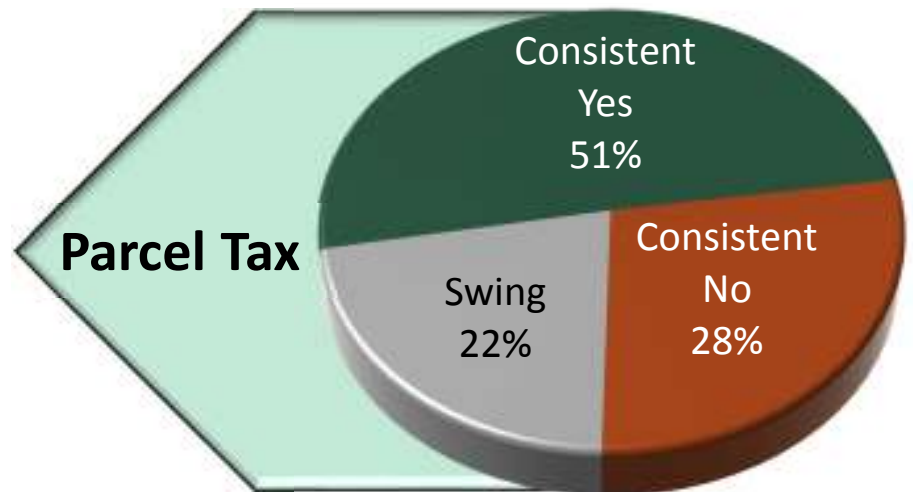
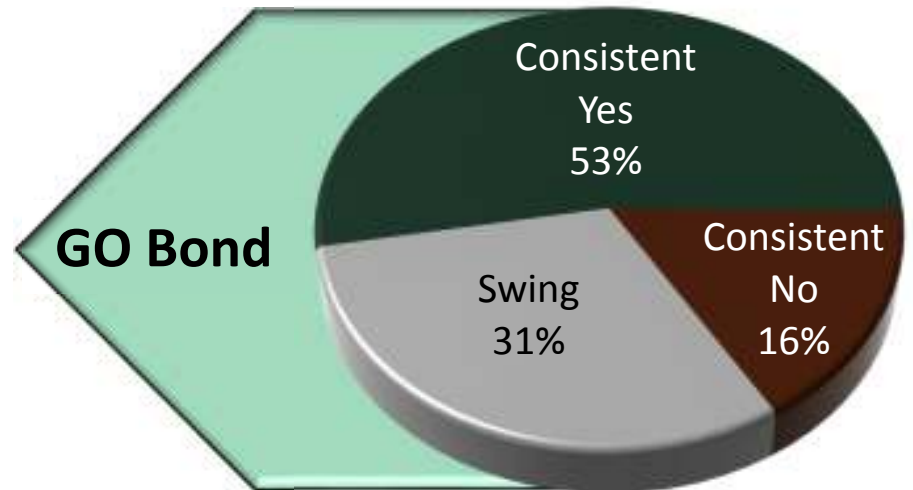
\$411 Parcel Tax

Initial Vote After Positive Messages After Negative Messages



Vote Consistency

- ❖ **Consistent Yes:** Voters who consistently indicated they would vote “yes” on the measure.
- ❖ **Consistent No:** Voters who consistently indicated they would vote “no” on the measure.
- ❖ **Swing:** Voters who do not fall into any of the other categories – remaining consistently undecided or switching positions.



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Conclusions

Conclusions

- In general, voters remain happy with life in Orinda and are particularly satisfied with parks and emergency response. While there has been no significant change in the City's overall provision of services, more than three in five are dissatisfied with street maintenance and pothole repair.
- A \$47 million bond gets to the two-thirds vote threshold (68%) when presented as the first option, but that support falls over the course of the survey.
- A \$411 parcel tax only gets to 57% when presented as the first option, and never approaches the two-thirds requirement.
- Nearly half say they would rather go for the full \$47 million all at once and fix all streets, but 28% would rather continue with an incremental approach. Taken together, that is 75% who are willing to pay something additional.
- Given voters' concern with street and road conditions and their demonstrated support of past funding measures, the City may be able to build on this level of support for a bond measure with a smaller price tag.
- Voters rank fixing the worst streets, fixing potholes, and addressing safety issues, particularly for children, as their top finance measure spending priorities.

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