

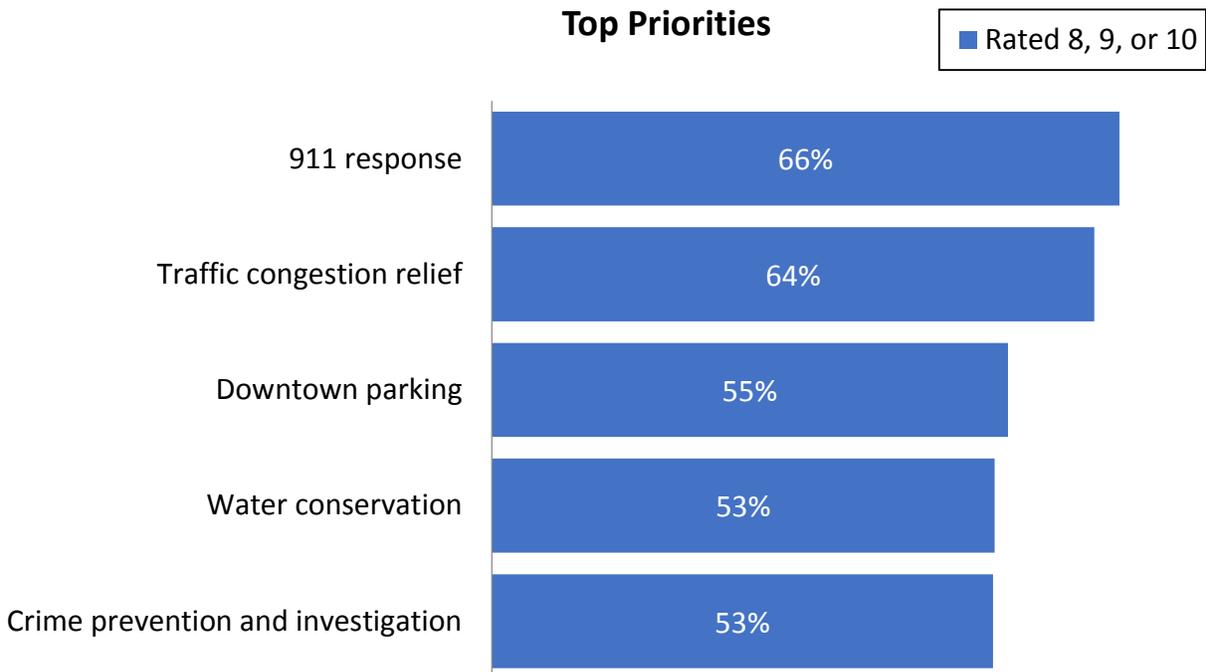
TO: City of Walnut Creek
FROM: Alex Evans and Sara LaBatt, EMC Research
DATE: December 8, 2015
RE: Recent findings from Walnut Creek Voter Survey

The following are key findings from a poll conducted November 9 to November 12, 2015 by EMC Research among 400 respondents in the City of Walnut Creek. The results have a margin of error of ± 4.9 percentage points. The survey was conducted in English, and included both landlines and cell phones.

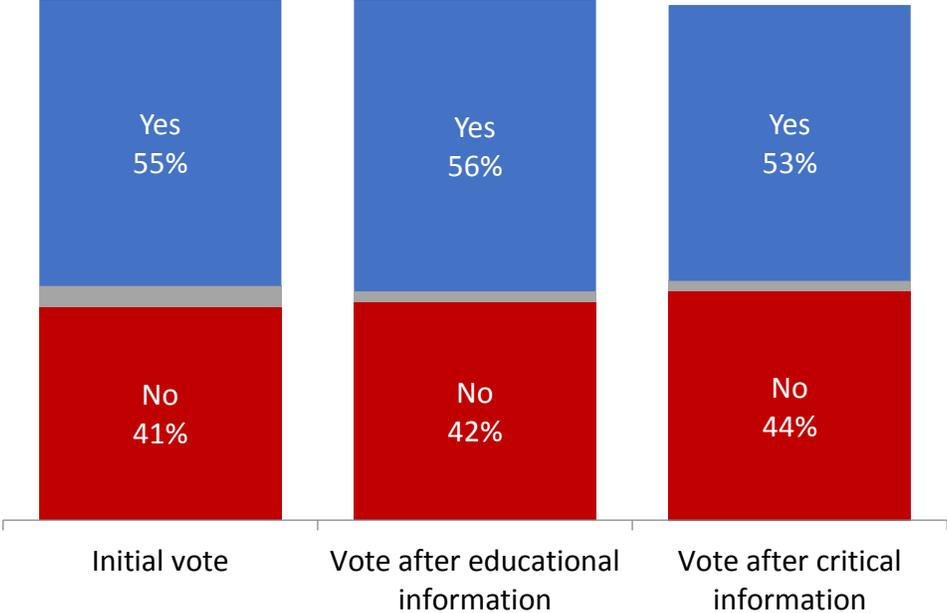
Key Findings

Traffic congestion relief, public safety, downtown parking, and water conservation are top priorities. Respondents placed a high priority on many of the services the city provides, with over half rating 911 response, traffic congestion relief, downtown parking, water conservation, and crime prevention and investigation as priorities.

For each of the following items, please tell me how high a priority that item should be for the City of Walnut Creek. Use a scale of 1 to 10 where 1 means the lowest priority and 10 means the highest priority.

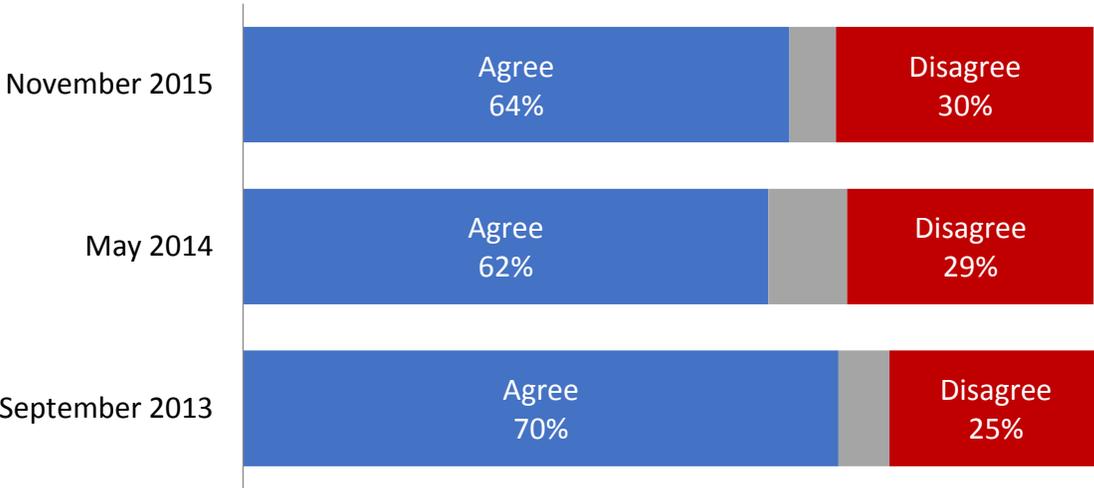


Initial support for a ½ cent sales tax is at 55% for a simple majority requirement measure. Results stay consistent throughout the survey, which has a margin of error of ±4.9 percentage points.



Trust in the City Council remains fairly high. Nearly two-thirds of voters trust the Walnut Creek City council to properly manage tax dollars.

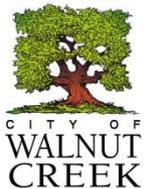
I trust the Walnut Creek City Council to properly manage our tax dollars





Highlights of Telephone Survey of City of Walnut Creek Voters Final Report

December 8, 2015



Methodology

- ▶ Telephone survey of City of Walnut Creek likely voters
- ▶ Interviewing conducted November 9-12, 2015
- ▶ 400 total interviews
- ▶ Margin of error: $\pm 4.9\%$ points
- ▶ Interviewing conducted by trained, professional interviewers
- ▶ When applicable, results compared to previous surveys of Walnut Creek voters:
 - EMC Research 14-5230; April 30-May 6, 2014; n=400; MoE: $\pm 4.9\%$ points
 - EMC Research 13-4967; September 4-8, 2013; n=401; MoE: $\pm 4.9\%$ points

Please note that due to rounding, some percentages may not add up to exactly 100%.

Key Findings

- ▶ Trust in the city council remains very strong.
- ▶ Traffic and growth are the top concerns that come to mind for voters.
- ▶ Traffic congestion relief, public safety, downtown parking, and water conservation are top service priorities for Walnut Creek voters.
- ▶ Initial support for a ½ cent sales tax is at 55%, above the required simple majority vote threshold and essentially stays the same throughout the survey.
- ▶ Keeping Walnut Creek safe and protecting Walnut Creek's quality of life are notable reasons residents would be interested in securing additional locally-controlled funding.



Issue Environment

Most Important Problems

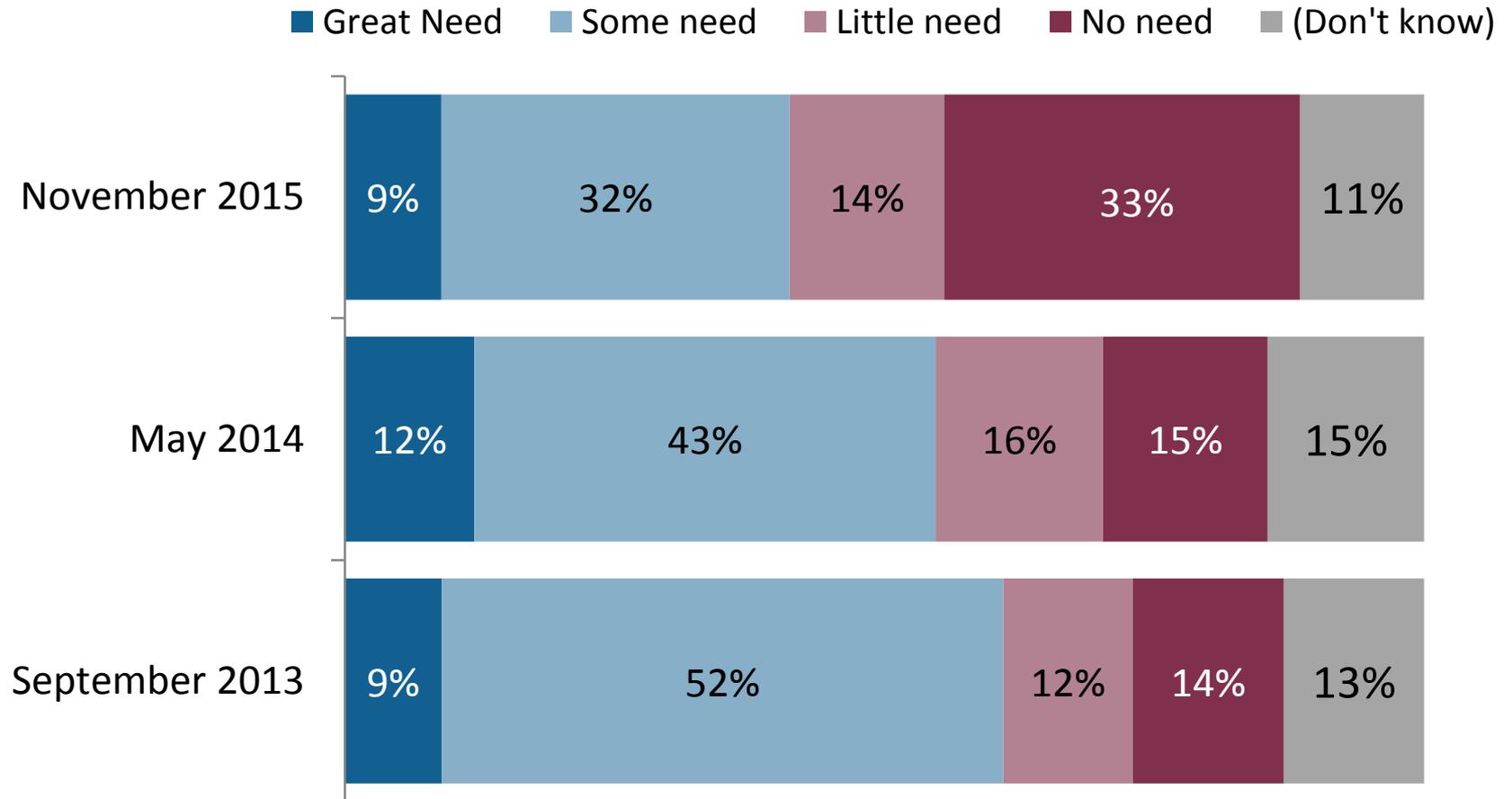
Traffic and growth are the top issues that come to mind for voters.

Top Responses	Sept. 2013	May 2014	Nov. 2015
Traffic/Congestion	22	18	33
Growth/Overpopulation	15	11	18
Money/Budget/Economy	14	22	10
Housing	3	3	10
Parking	10	15	7
Education	3	4	2
Taxes	-	2	2
Mayor/City Council	-	2	1
City programs/services/lack of	-	1	1
Civil Rights	-	1	1
Downtown noise and drinking	-	1	0
Crime/Safety	6	2	-
Other (specify)	4	5	4
Nothing/Don't know/Refused	1	15	11



Perceptions about Walnut Creek's Need for Money

Perceptions about the need for additional funds has declined as the economy has continued its rebound.



Q8. Would you say the City of Walnut Creek has a great need for more money, some need, a little need, or no real need for more money?



Sales Tax Measure Initial Support

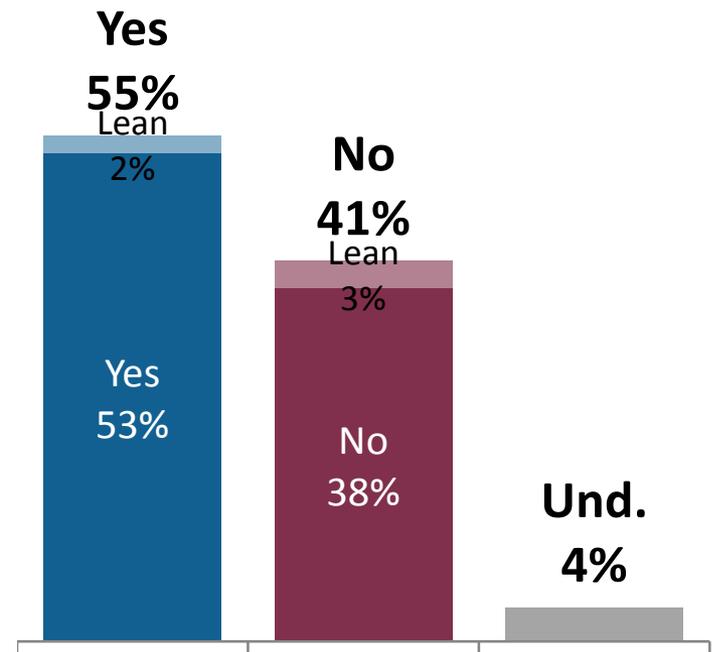
Initial Vote: 1/2¢ Sales Tax

Initial support for a half-cent sales tax surpasses the majority required.

Sales Tax Measure

To provide funding, that cannot be taken by the State, to maintain and enhance city services and facilities including:

- neighborhood police patrols and 9-1-1 response;
 - crime prevention and investigation;
 - traffic congestion relief and fixing streets and potholes faster;
 - parks and open space;
 - senior and after-school youth programs;
 - and, other general city services and facilities,
- shall the City of Walnut Creek establish a ½ cent sales tax for 8 years, providing \$9 million annually, with annual audits, citizen oversight, and all funds benefiting Walnut Creek?



Q9. If the election were today, would you vote yes to approve or no to reject this ballot measure?

Initial Vote: 1/2¢ Sales Tax, cont'd.

Support for the measure has remained consistent since 2014.

2014 Question Text:

To maintain and provide city services and facilities, such as:

- Police and emergency preparedness services
- Roads, sidewalks, and bike lanes
- Arts and recreation programs
- Senior and youth programs
- Open space, parks, playgrounds, and pools
- Library services
- and other general city services and facilities

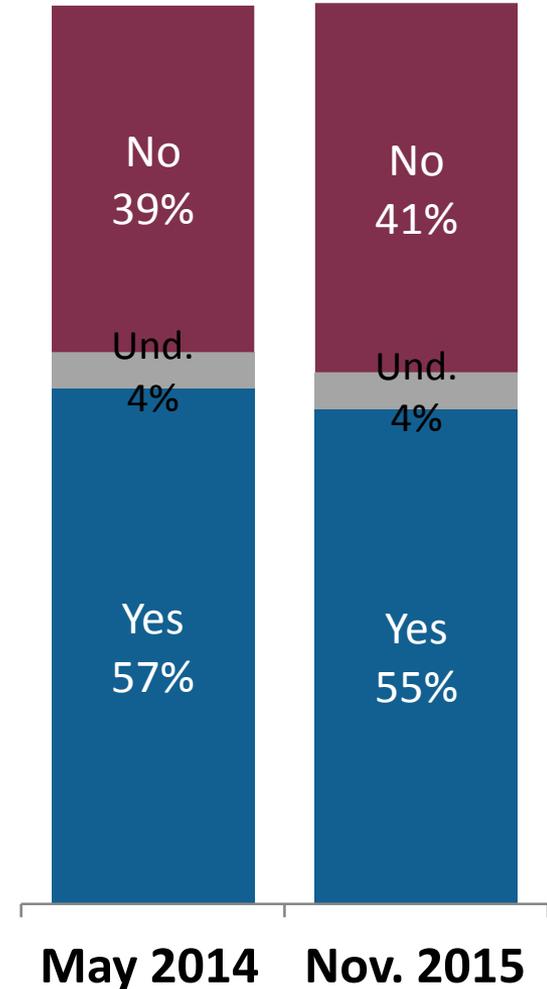
shall the City of Walnut Creek enact a ½- cent sales tax to end after 8 years, with annual audits and citizen oversight, with all funds spent only in Walnut Creek?

2015 Question Text:

To provide funding, that cannot be taken by the State, to maintain and enhance city services and facilities including:

- neighborhood police patrols and 9-1-1 response;
- crime prevention and investigation;
- traffic congestion relief and fixing streets and potholes faster;
- parks and open space;
- senior and after-school youth programs;
- and, other general city services and facilities,

shall the City of Walnut Creek establish a ½- cent sales tax for 8 years, providing \$9 million annually, with annual audits, citizen oversight, and all funds benefiting Walnut Creek?

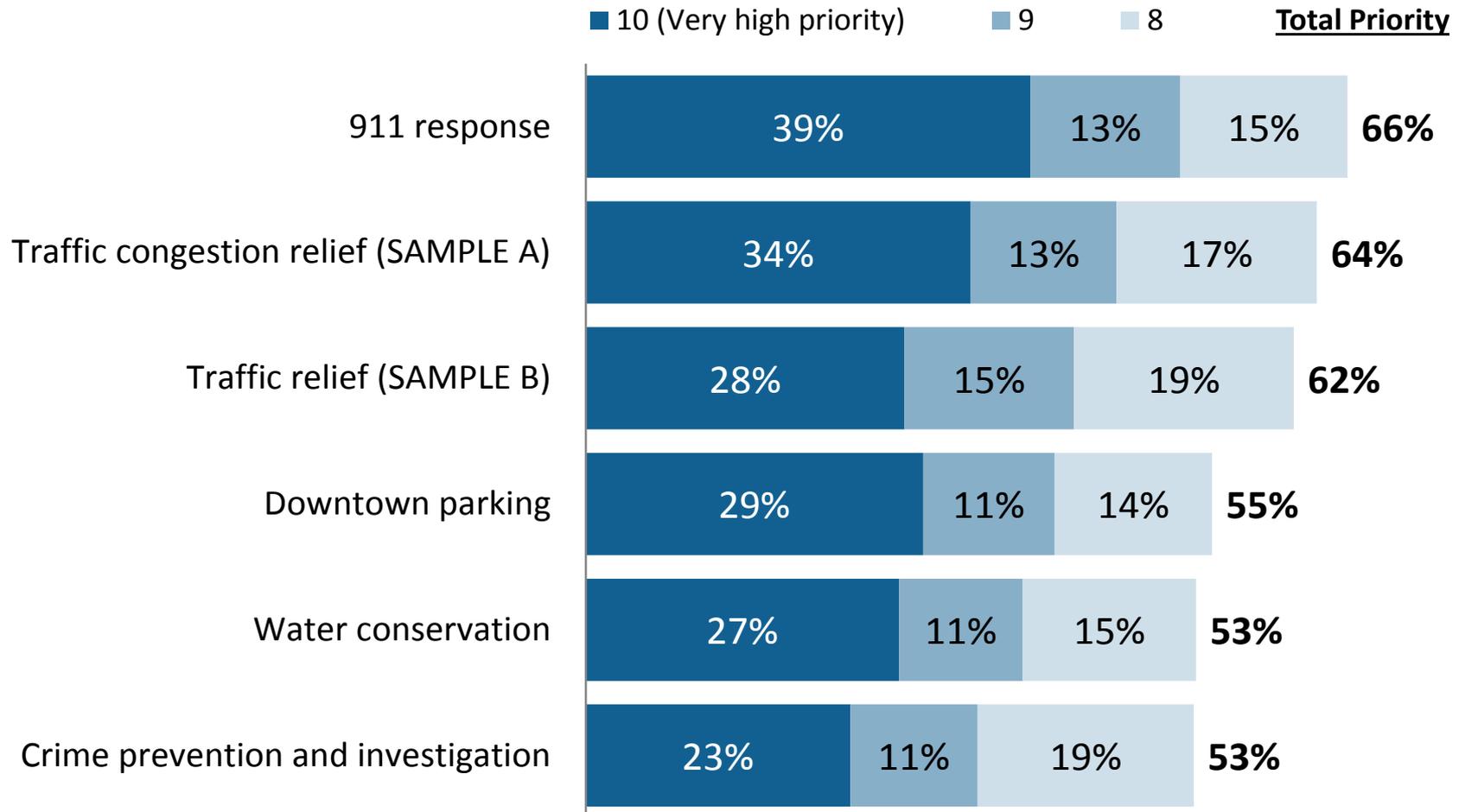




Priorities

Priorities

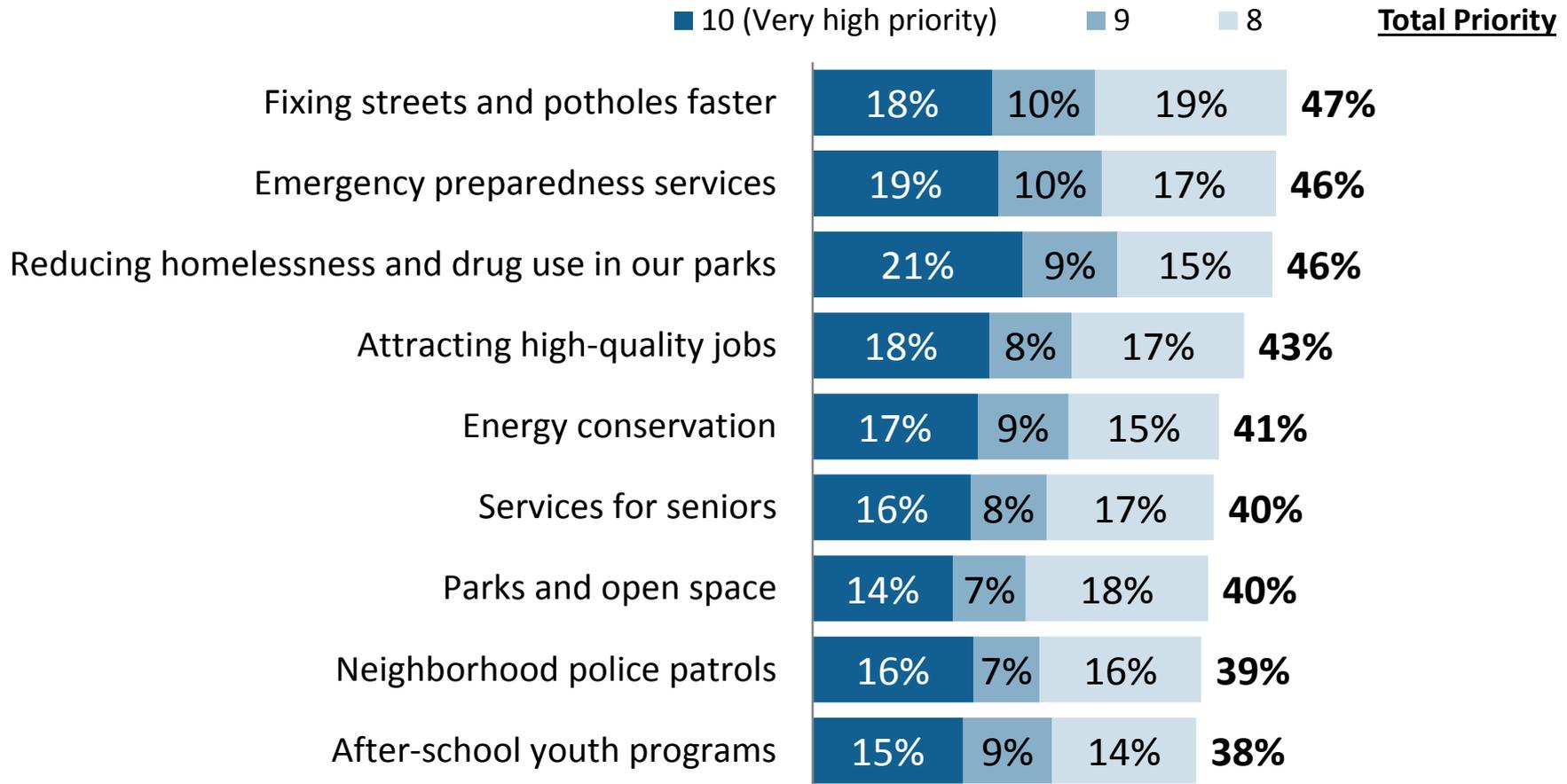
Public safety, traffic relief, parking, and water conservation are all priorities for more than half of Walnut Creek voters.



Q10-33. For each of the following items, please tell me how high a priority that item should be for the City of Walnut Creek. Use a scale of 1 to 10 where 1 means the lowest priority and 10 means the highest priority. You may use any number from 1 through 10.

Priorities, cont'd.

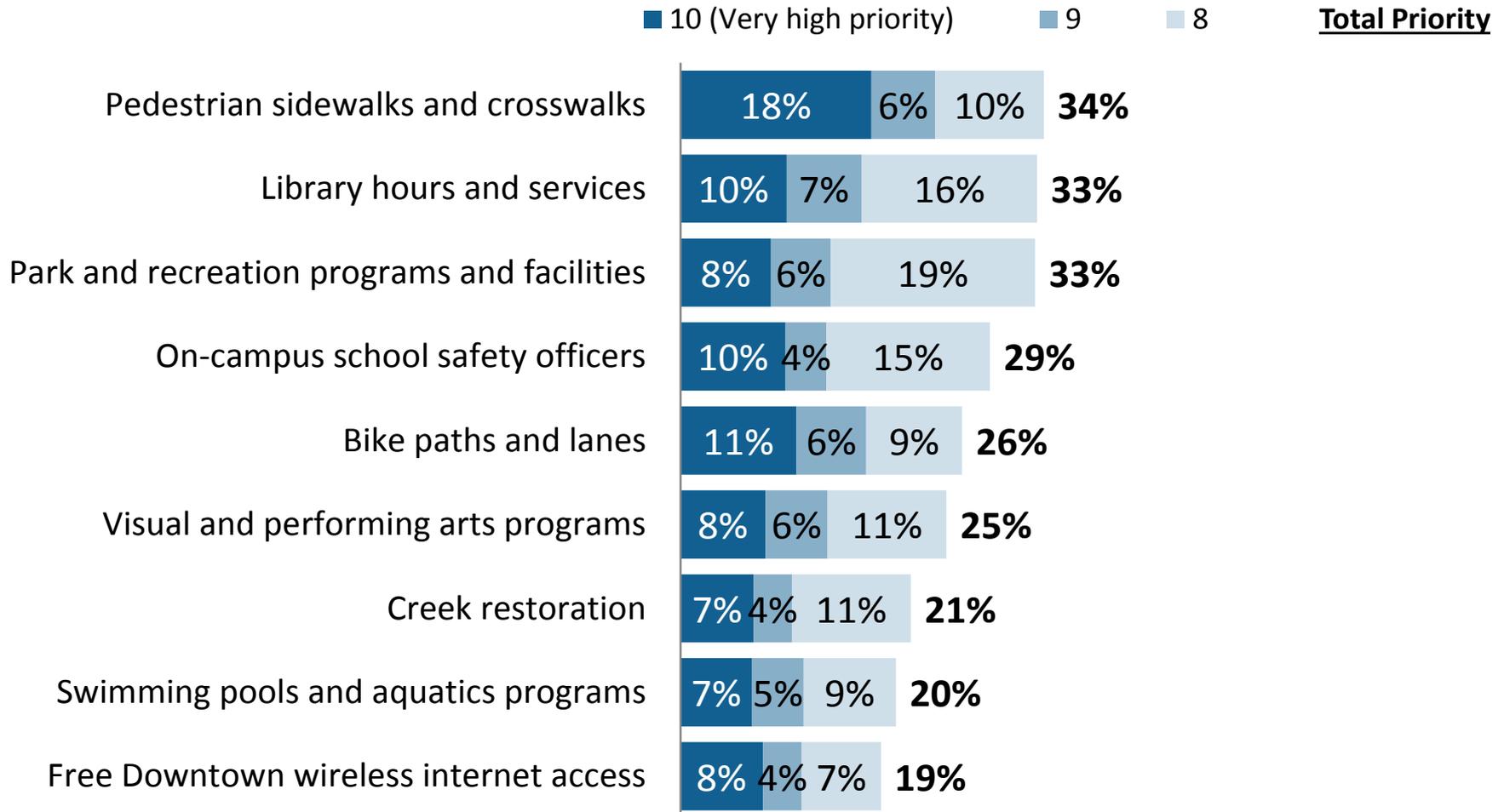
While many other priorities like road repair, job creation, parks, and youth programs, are seen as important, these are lower priority items than public safety, traffic relief, parking, and water conservation.



Q10-33. For each of the following items, please tell me how high a priority that item should be for the City of Walnut Creek. Use a scale of 1 to 10 where 1 means the lowest priority and 10 means the highest priority. You may use any number from 1 through 10.

Priorities, cont'd.

Some items, like creeks, pools, and downtown Wifi, are much lower priorities for Walnut Creek voters.



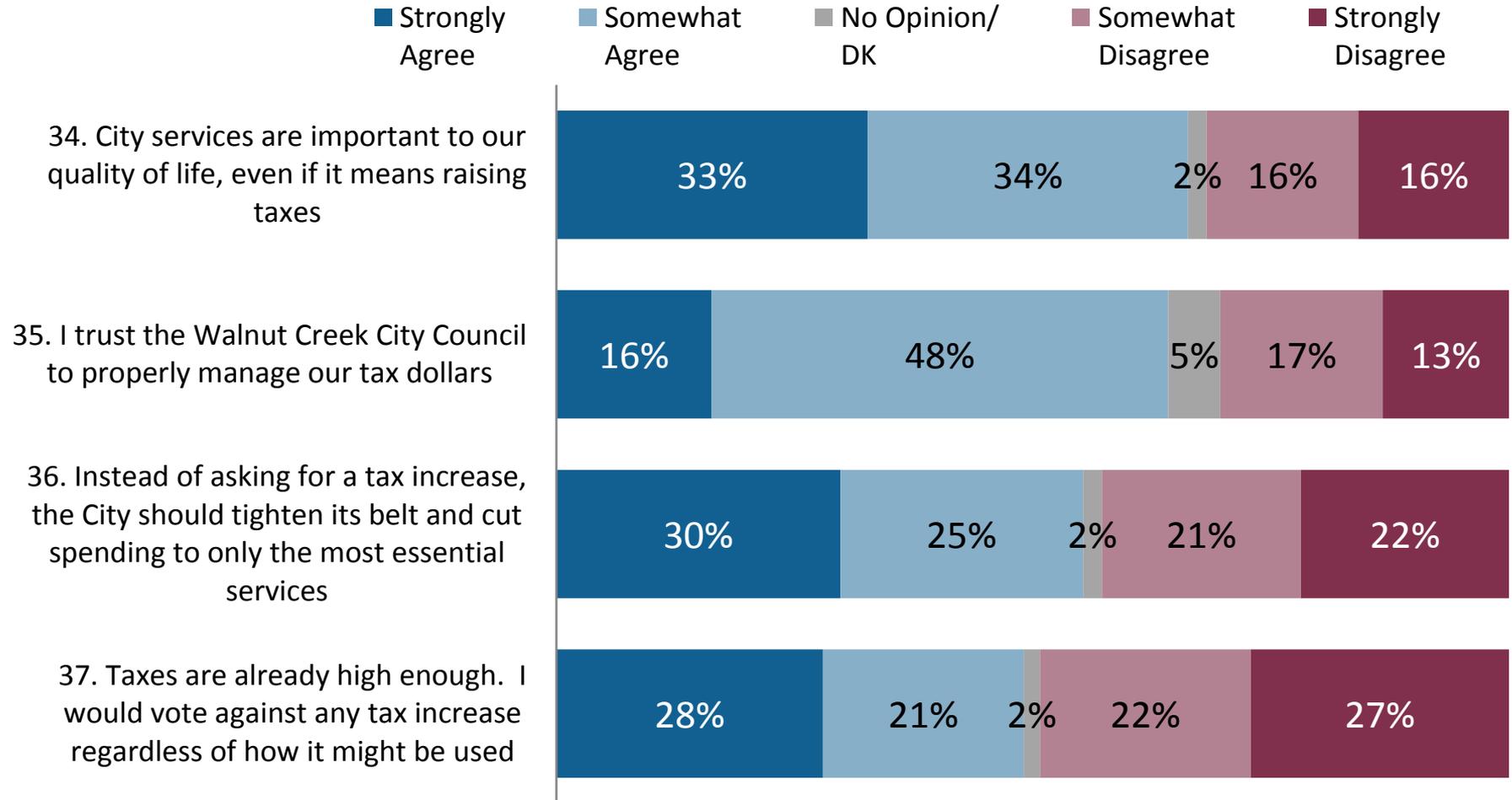
Q10-33. For each of the following items, please tell me how high a priority that item should be for the City of Walnut Creek. Use a scale of 1 to 10 where 1 means the lowest priority and 10 means the highest priority. You may use any number from 1 through 10.



Respondent Attitudes

Respondent Attitudes

Three-quarters of Walnut Creek voters agree that city services are important to their quality of life, even if it means raising taxes.

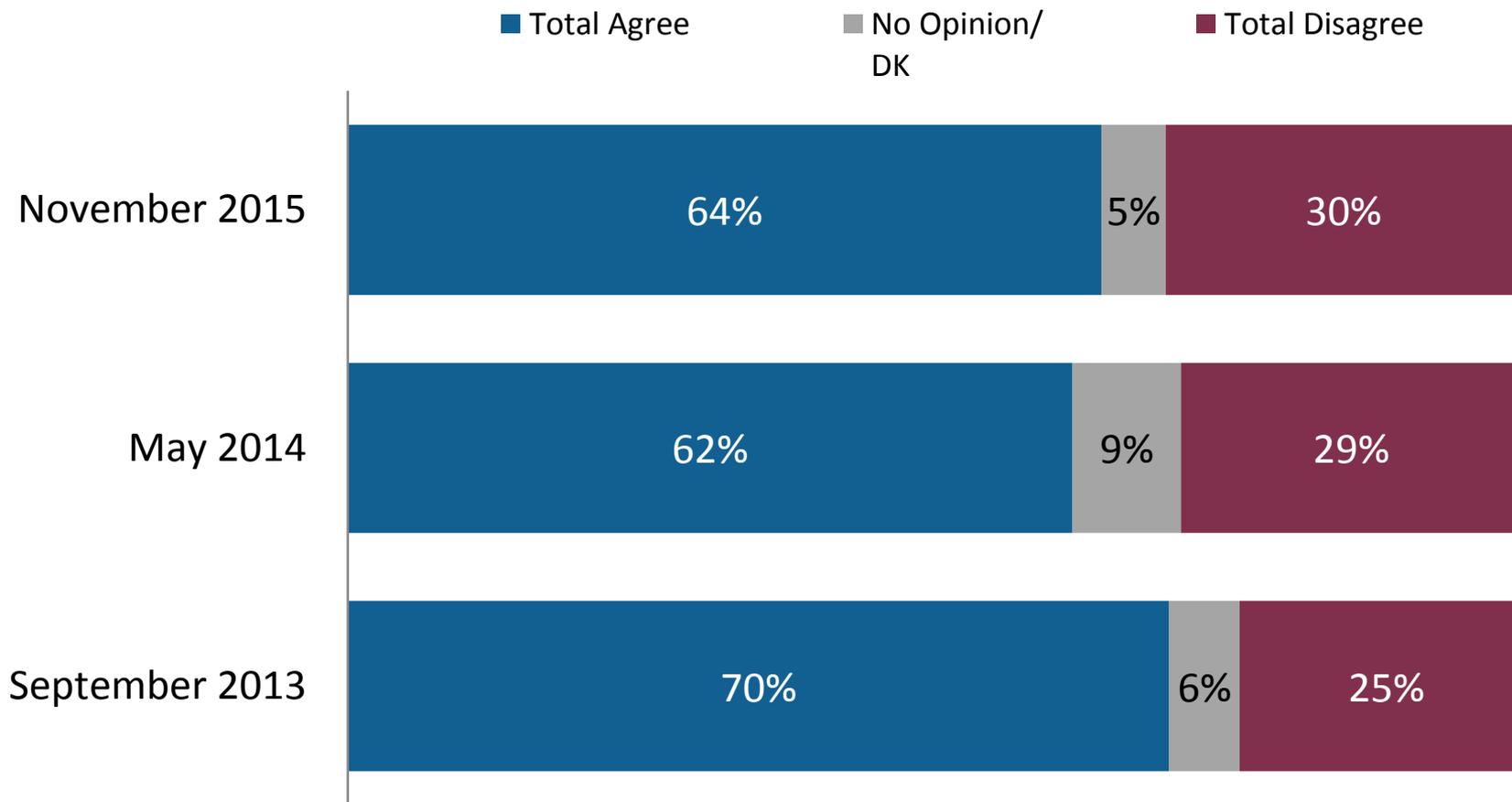


Q34-37. For each of the following statements please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the statement.

Trust in the City Council

Trust in the City Council remains fairly high.

I trust the Walnut Creek City Council to properly manage our tax dollars



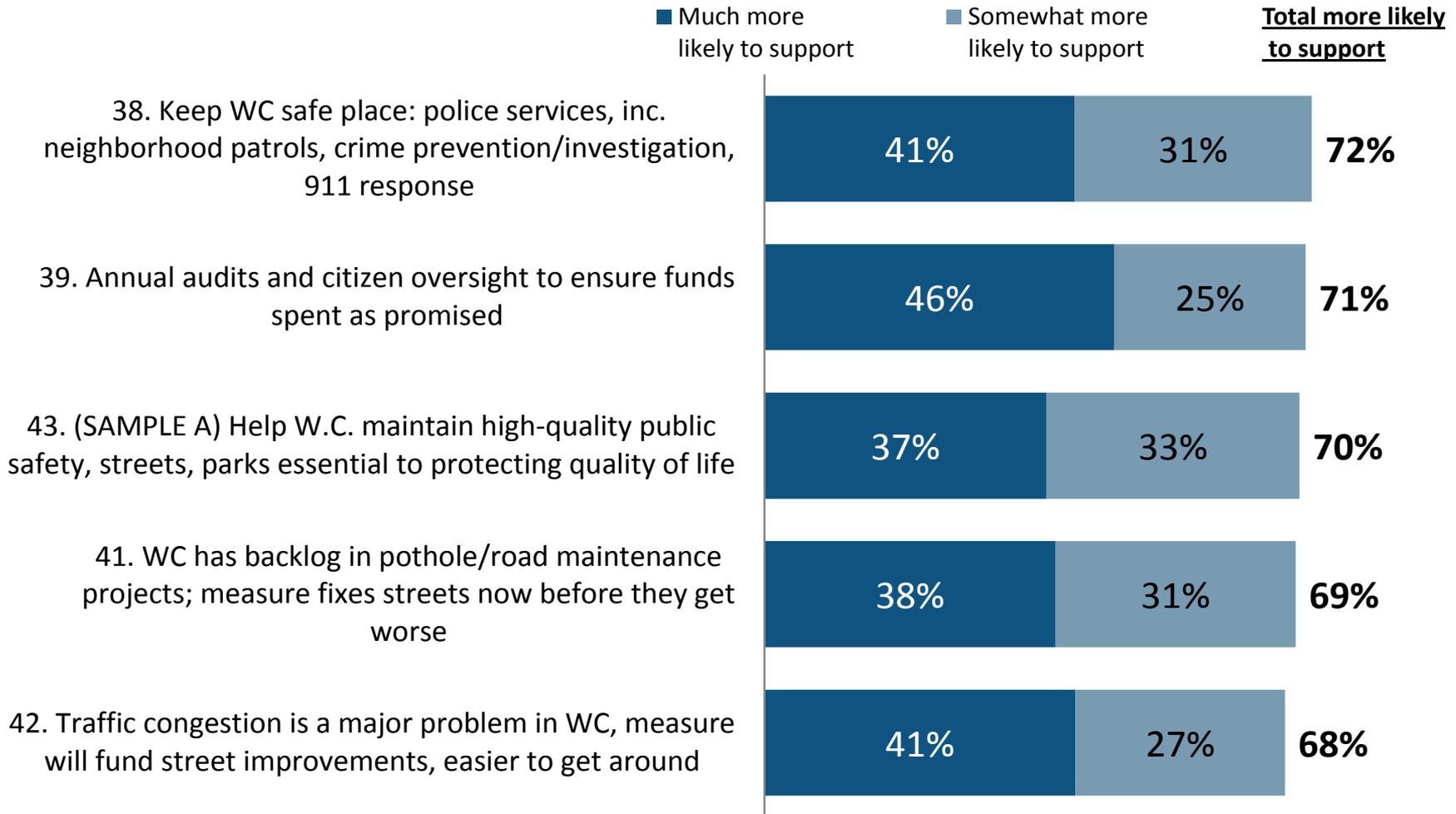
Q35. For each of the following statements please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the statement: ***I trust the Walnut Creek City Council to properly manage our tax dollars.***



Sales Tax Measure Information

Educational Information

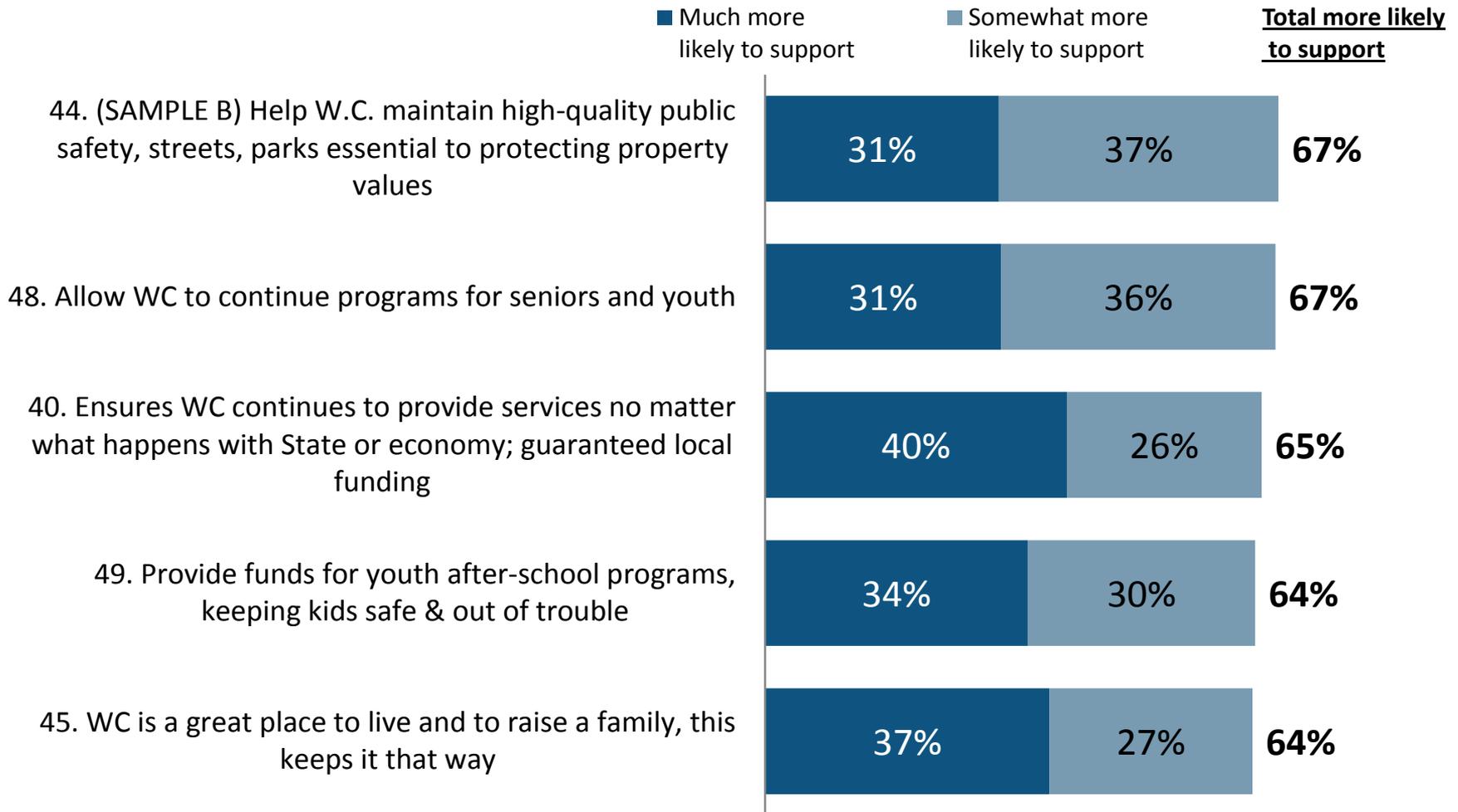
Educational information about public safety, quality of life, road repair and traffic congestion relief, and accountability provisions resonate with voters.



Q38-51. After each statement please tell me if the information makes you much more likely to support the measure, somewhat more likely to support the measure, or if it makes no difference.

Educational Information, cont'd.

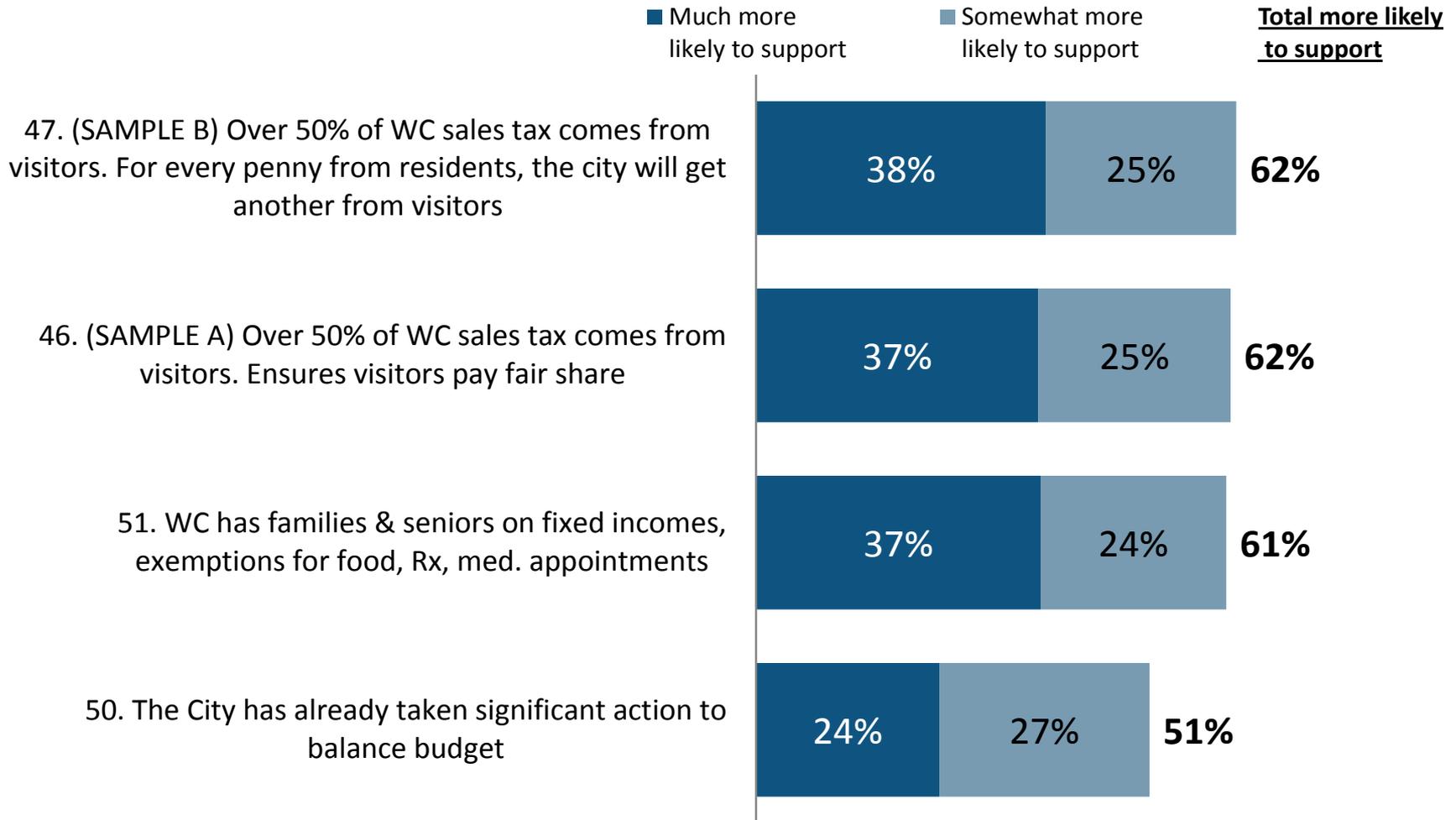
Educational statements about protecting property values, senior and youth programs, and locally controlled funding, youth programs are of less importance.



Q38-51. After each statement please tell me if the information makes you much more likely to support the measure, somewhat more likely to support the measure, or if it makes no difference.

Educational Information, cont'd.

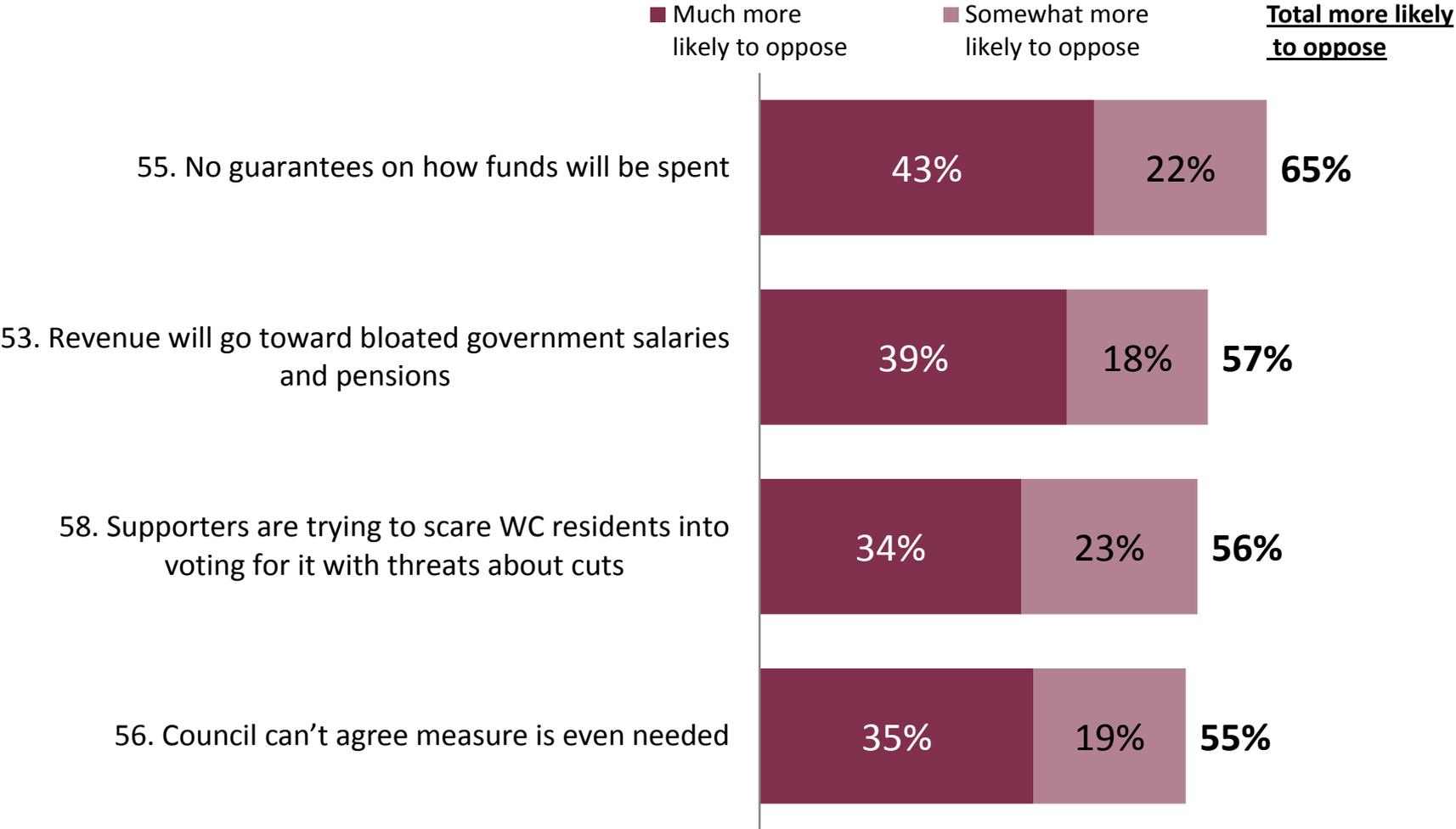
Educational statements about the City's actions to balance the budget resonates lowest with voters.



Q38-51. After each statement please tell me if the information makes you much more likely to support the measure, somewhat more likely to support the measure, or if it makes no difference.

Critical Statements

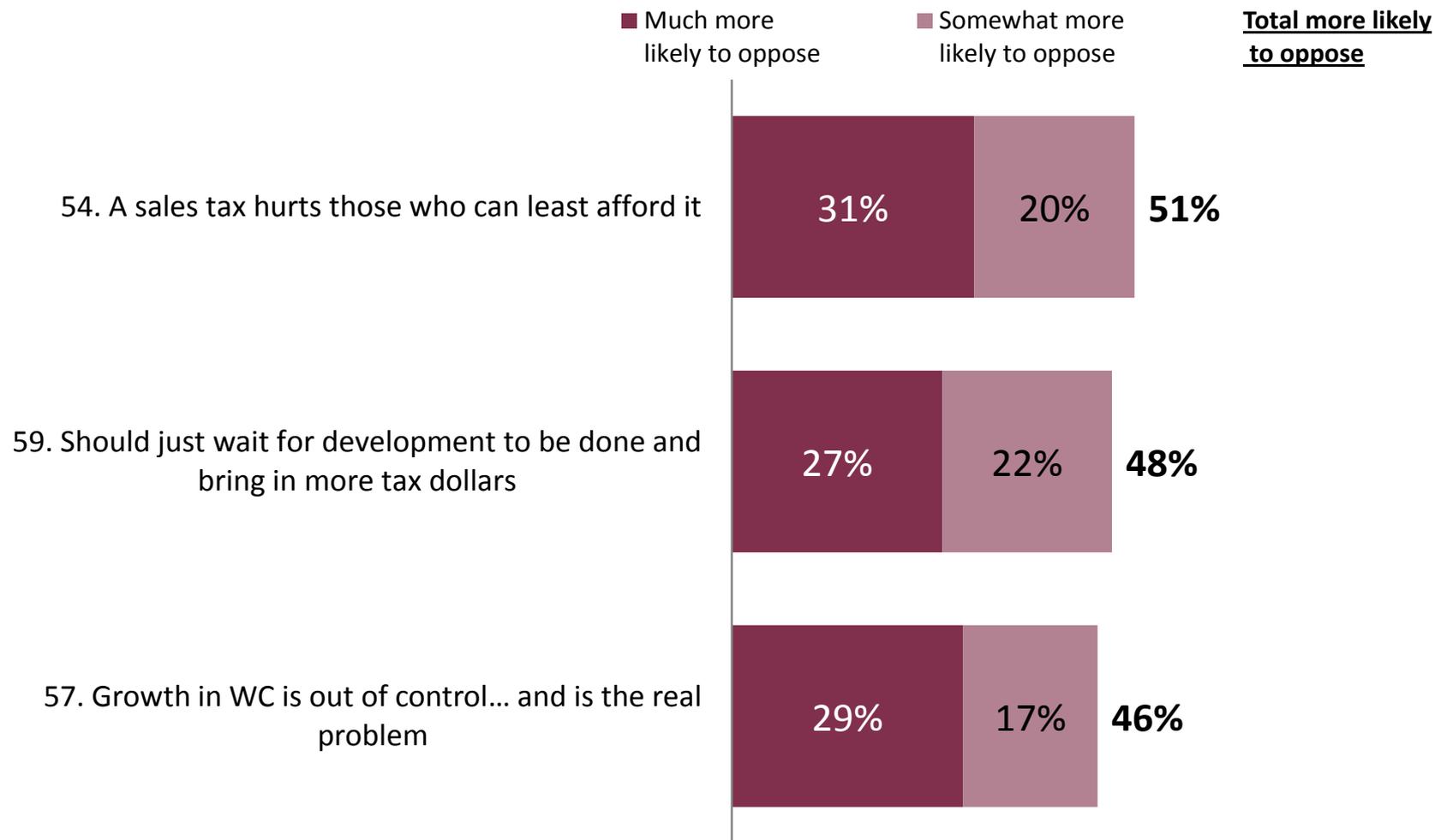
Critical statements about lack of controls on the revenues also resonate.



Q53-59. After each statement please tell me if the information makes you much more likely to oppose the measure, somewhat more likely to oppose the measure, or if it makes no difference.



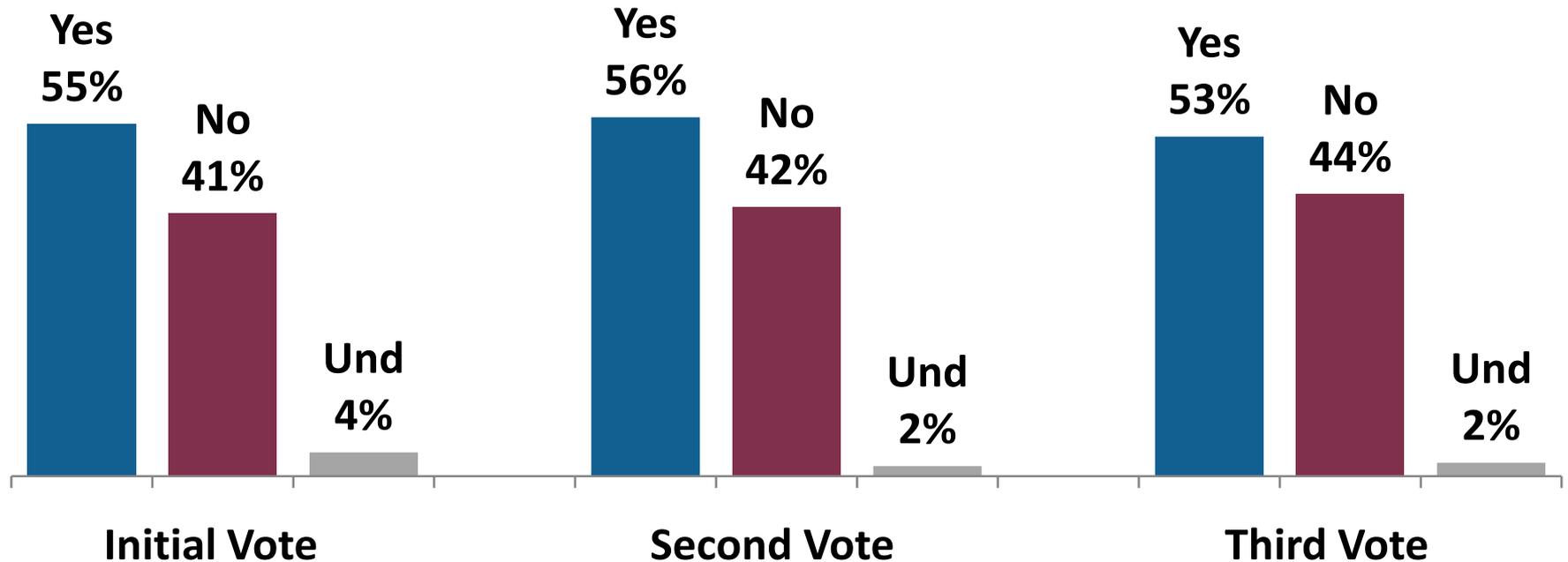
Critical Statements, cont'd.



Q53-59. Now I'm going to read you some things that have been said in opposition to a ballot measure for the City of Walnut Creek. After each statement please tell me if the information makes you much more likely to oppose the measure, somewhat more likely to oppose the measure, or if it makes no difference.

Measure Support After Information

Support is consistent throughout the survey.



Q60. Now I'd like to read you the measure one more time...After everything you have heard, if the election were today, would you vote yes to approve or no to reject this ballot measure?

Conclusions

- ▶ The improved economic environment has resulted in higher concerns about traffic and growth and less concern about the city's financial situation.
- ▶ Voters value safety and the quality of life services the city provides, and want those services to continue.
- ▶ A half cent general sales tax measure is potentially viable in November 2016.

Contacts



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