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City of Pleasant Hill: Revenue Measure Feasibility Survey

April 2016

The City of Pleasant Hill commissioned Godbe Research to conduct a survey of local voters with the following research objectives:

- Gauge satisfaction with the City's provision of services;
- Assess potential voter support for a local funding measure to provide and maintain city services and facilities with funding that cannot be taken by the State;
- Identify residents' priorities for service and facility improvements;
- Test the influence of information and critical statements;

- Data Collection Telephone and Internet Interviewing
- Universe 15,487 likely November 2016 voters in the City of Pleasant Hill
- Fielding Dates March 24 through April 3, 2016
- Interview Length 20 minutes
- Sample Size 427 (226 online & 201 phone)
- Margin of Error $\pm 4.68\%$

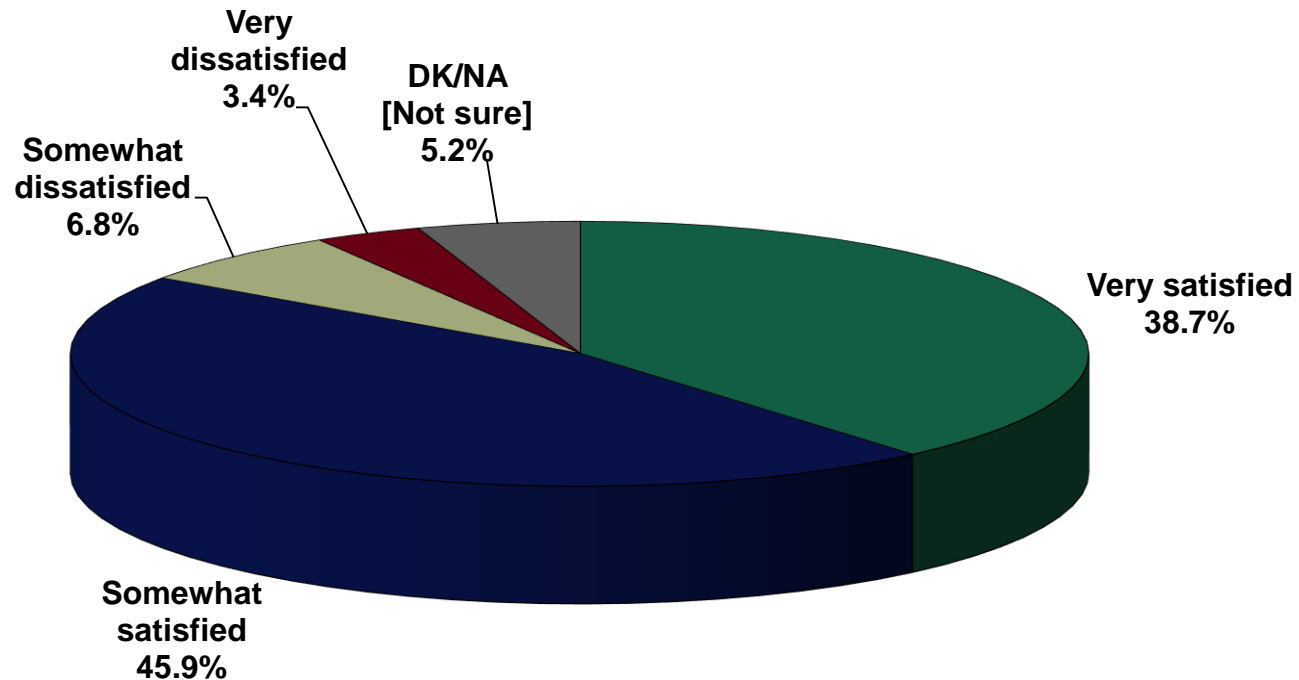


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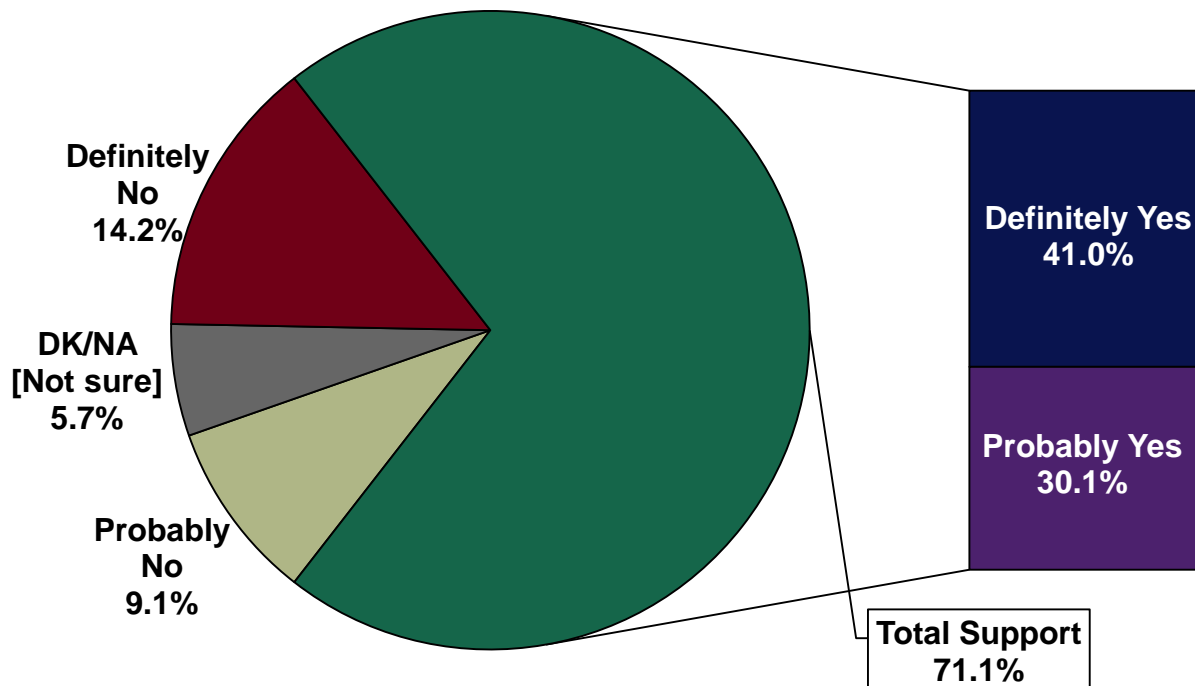
Key Findings

Q1. Respondent are Satisfied With City Services (n=427)



Total Satisfied = 84.7%
Total Dissatisfied = 10.2%
Ratio Sat to Dissat = 8.3 to 1

Q2. Strong Support for Local Funding Measure (n=427)

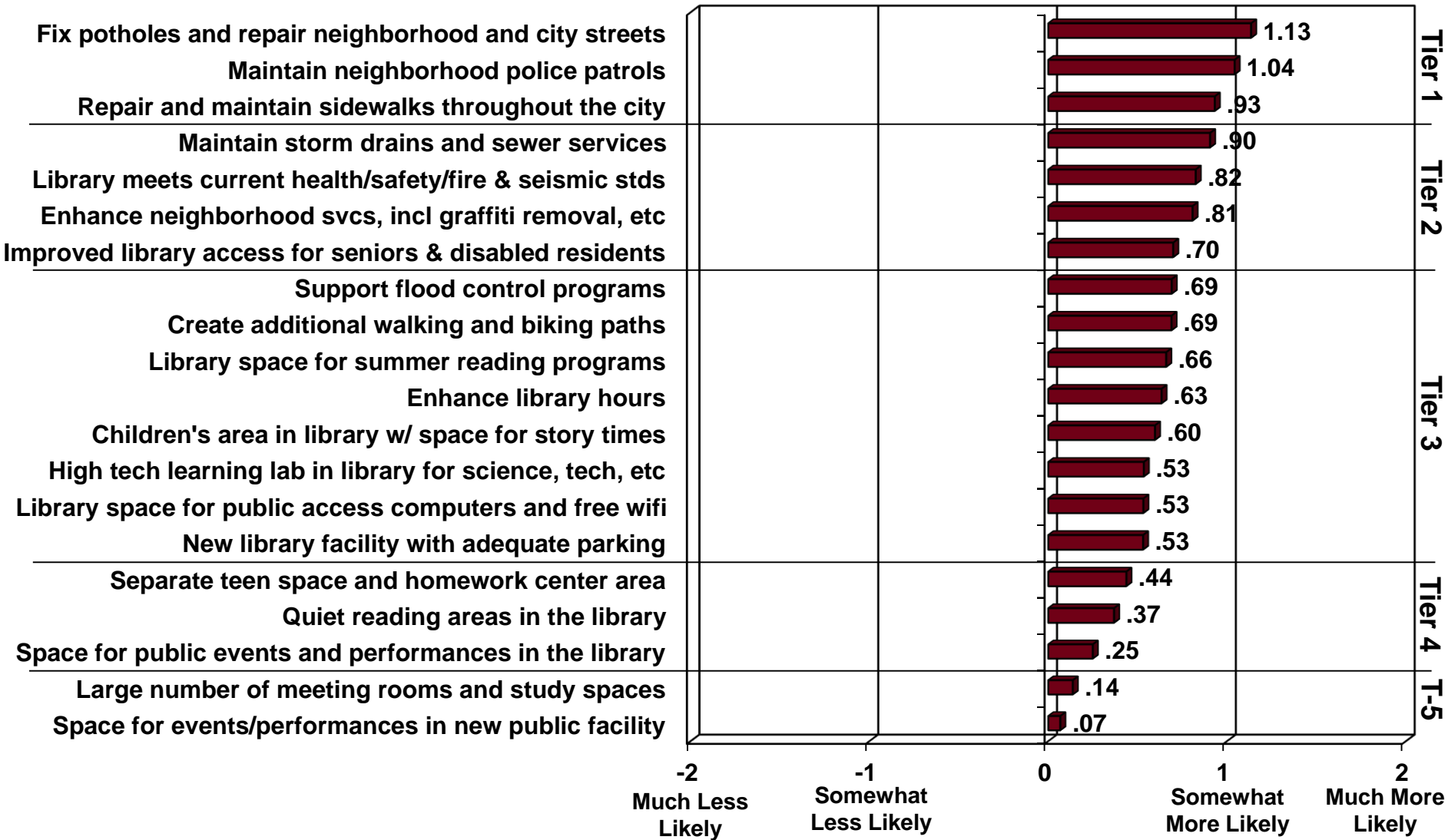


To provide and maintain Pleasant Hill city services and facilities, including

- replacing the aging library with a 21st century facility including safe space for after-school homework and tutoring;
- fixing potholes, and repairing neighborhood and city streets;
- creating additional walking and biking paths;
- maintaining storm drains; and
- other city services;

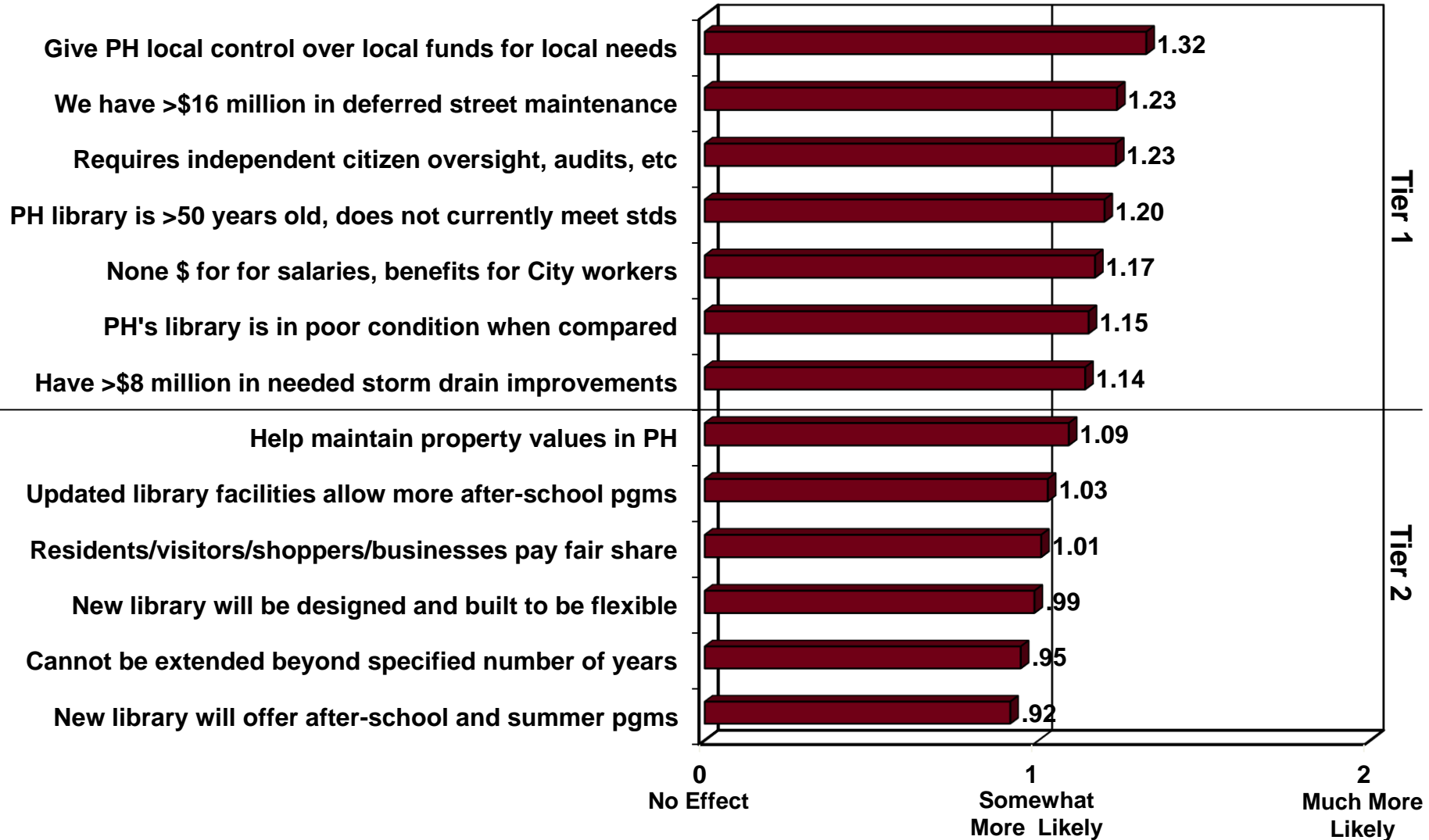
shall the City of Pleasant Hill levy a ½ cent sales tax, providing \$4 million dollars annually for 20 years, providing locally controlled funding that cannot be taken by the State?

Q3. Features of the Measure (n=427)



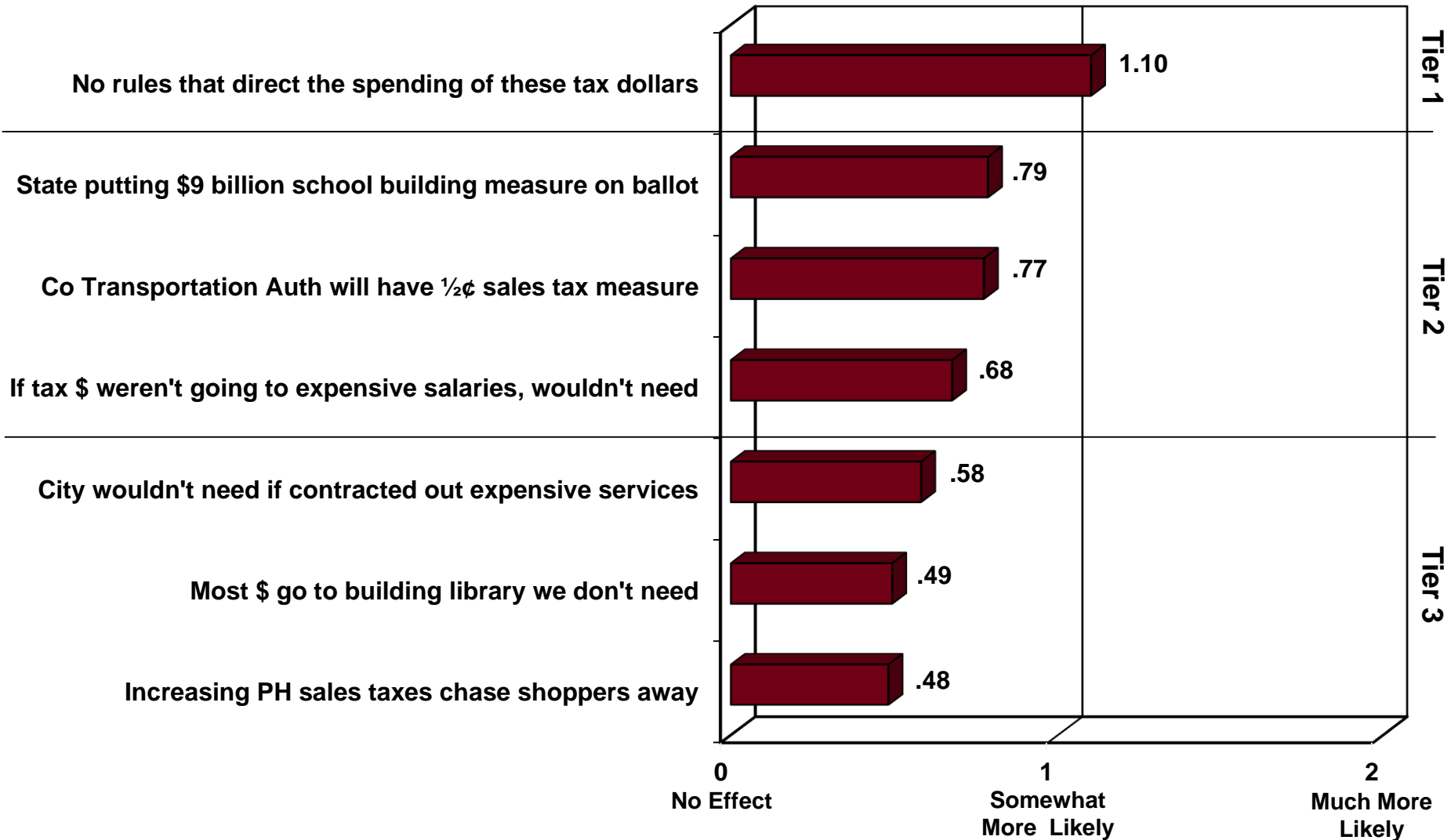
Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.

Q4. Influence of Informational Statements (n=427)



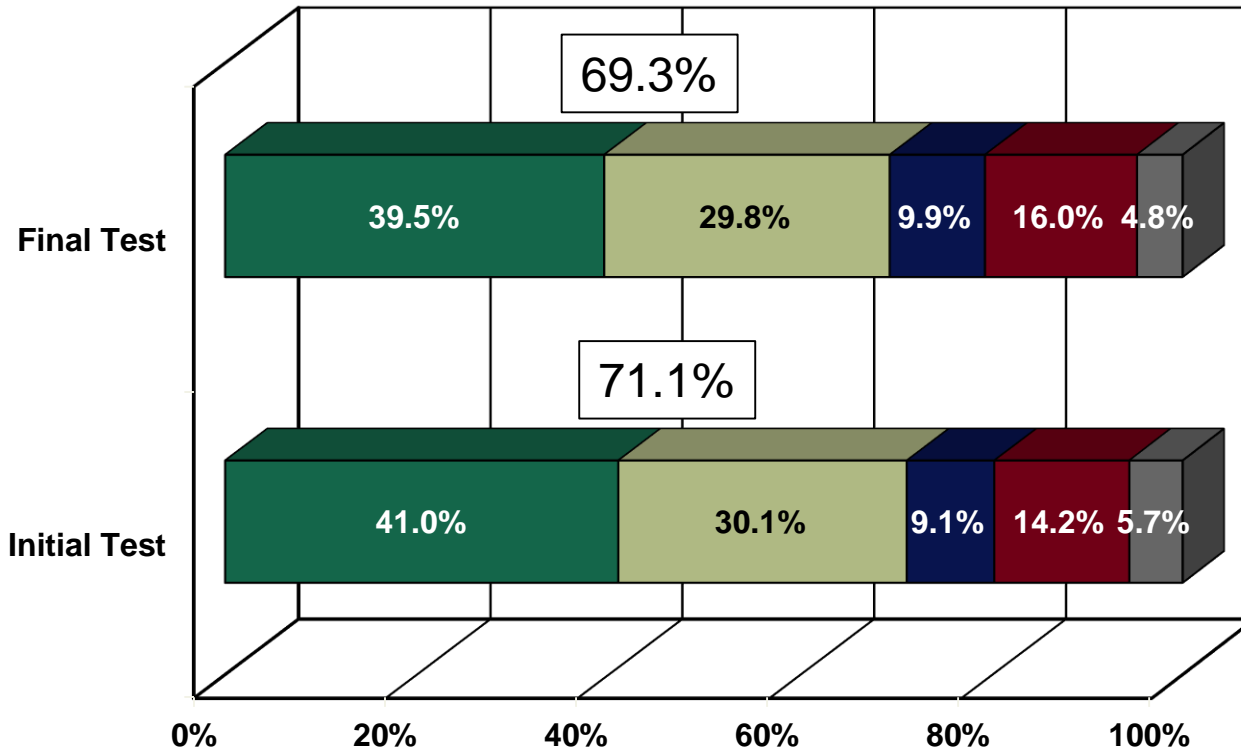
Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0.

Q5. Influence of Critical Statements (n=427)



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Q6. Support Remains Strong for Local Funding Throughout Survey (n=427)



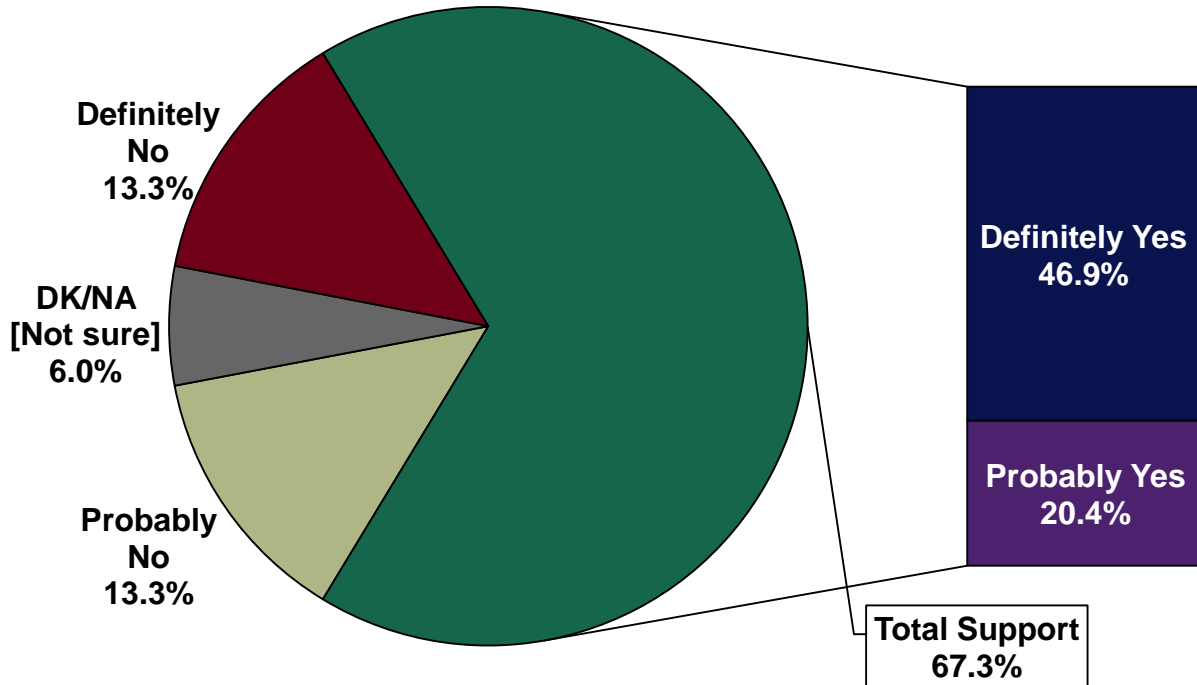
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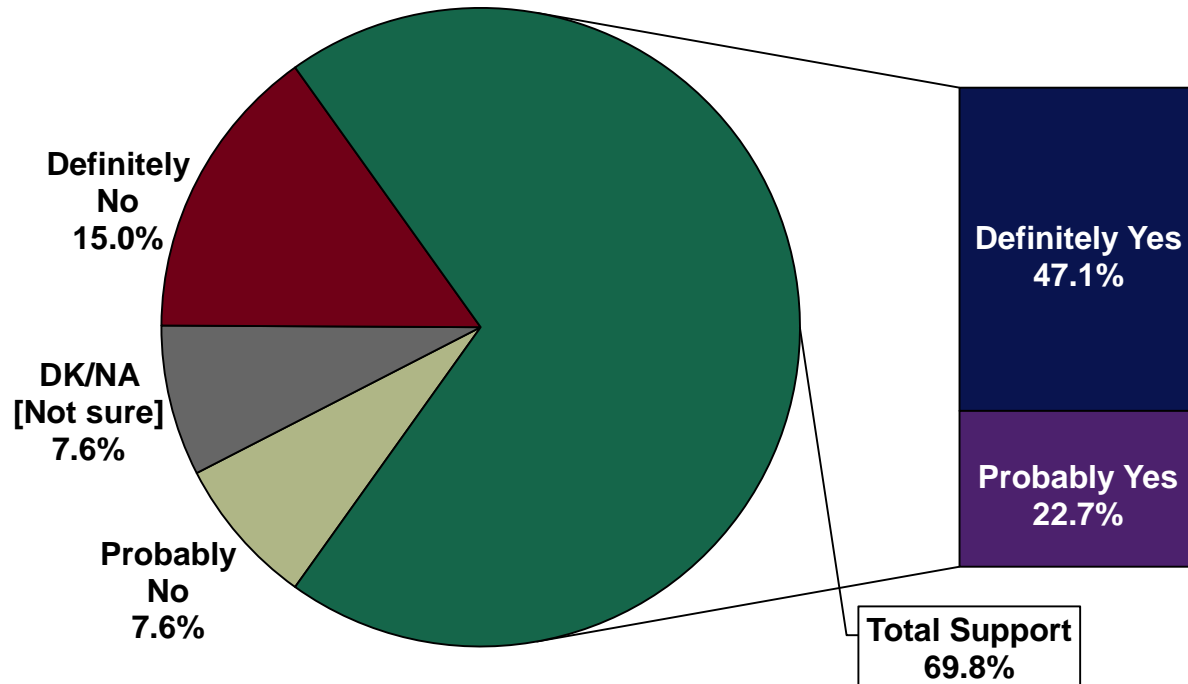
■ Definitely Yes ■ Probably Yes ■ Probably No ■ Definitely No ■ DK/NA [Not sure]

Q7. Increased Intensity of Support for ¼¢ Alternative Split Sample A (n=214)



INSTEAD of levying a ½ cent sales tax, an alternative would be to levy a ¼ cent sales tax to be used for the same purposes.

Q8. Increased Intensity of Support for 10 Year Duration Split Sample B (n=213)



INSTEAD of levying a sales tax for 20 years, an alternative would be to end the measure after 10 years.

Summary & Recommendations

- Residents are very satisfied with the City services provided in Pleasant Hill.
- The services and facilities that residents are most concerned about are:
 - Fixing potholes and repairing neighborhood and city streets and roads
 - Maintaining neighborhood police patrols
 - Repairing and maintaining sidewalks throughout the city
 - Maintaining storm drains and sewer services
 - Providing a library that meets current health, safety, fire and seismic standards
 - Enhancing neighborhood services, including graffiti removal, vandalism prevention, and code enforcement
 - Providing improved library access for seniors and disabled residents
 - Supporting flood control programs
 - Creating additional walking and biking paths
 - Providing library space for summer reading programs for school age children
- There is solid support for a general purpose funding measure at the half cent level.



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