



City of Sausalito Community Survey *Summary of Results*

May 27, 2014

**Survey Conducted:
April 6-10, 17-28 & May 4, 2014**

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Project Objectives

- Assess constituent views on a wide range of issues in the City of Sausalito.
- Assess constituent awareness of City budget issues.
- Assess satisfaction levels with City services and departments.
- Evaluate community budget priorities for City services.
- Assess potential interest in community-enacted funding to address local needs.

Key Survey Observations & Findings

- The City and its Departments receive fantastic approval ratings, an affirmation of the leadership of the City Council.
- Constituents' top budget priorities are:
 - Storm Drain upgrades to protect the Bay
 - Fixing potholes/neighborhood streets
 - Maintaining the City's long-term financial viability
- A ½ cent General Purpose sales tax is definitely viable for November 2014, should the City Council opt to proceed as the consulting team recommends.

Research Methodology

- Telephone survey of 200 randomly-selected City of Sausalito voters
 - Interviews were conducted via landline and cell phones April 6-10, 17-28, and May 4, 2014
 - A total of 34,879 calls were made to achieve 200 completed interviews. On average, we attempted to reach each Sausalito voter between 12-15 times.
- The margin of sampling error is +/-6.9% at the 95% confidence level
- Some percentages do not sum to 100% due to rounding
- Comparisons from prior research where applicable

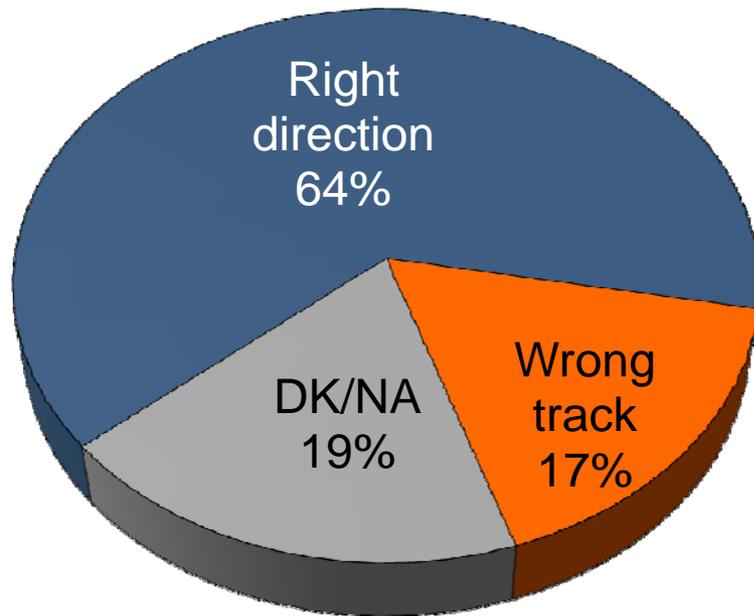


Contextual Issues

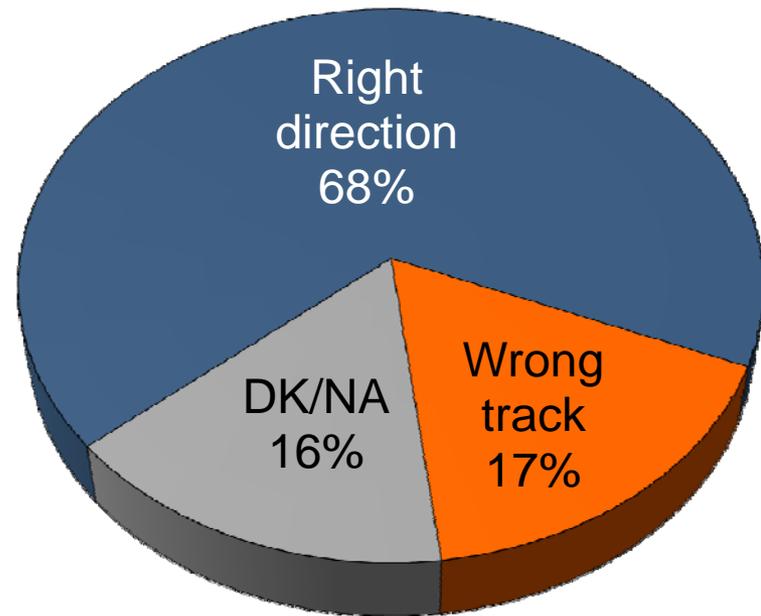
Two-thirds of respondents continue to feel that things in Sausalito are on the right track– a fantastic finding.

Do you feel things in the City of Sausalito are generally going in the right direction or do you feel things have gotten off on the wrong track?

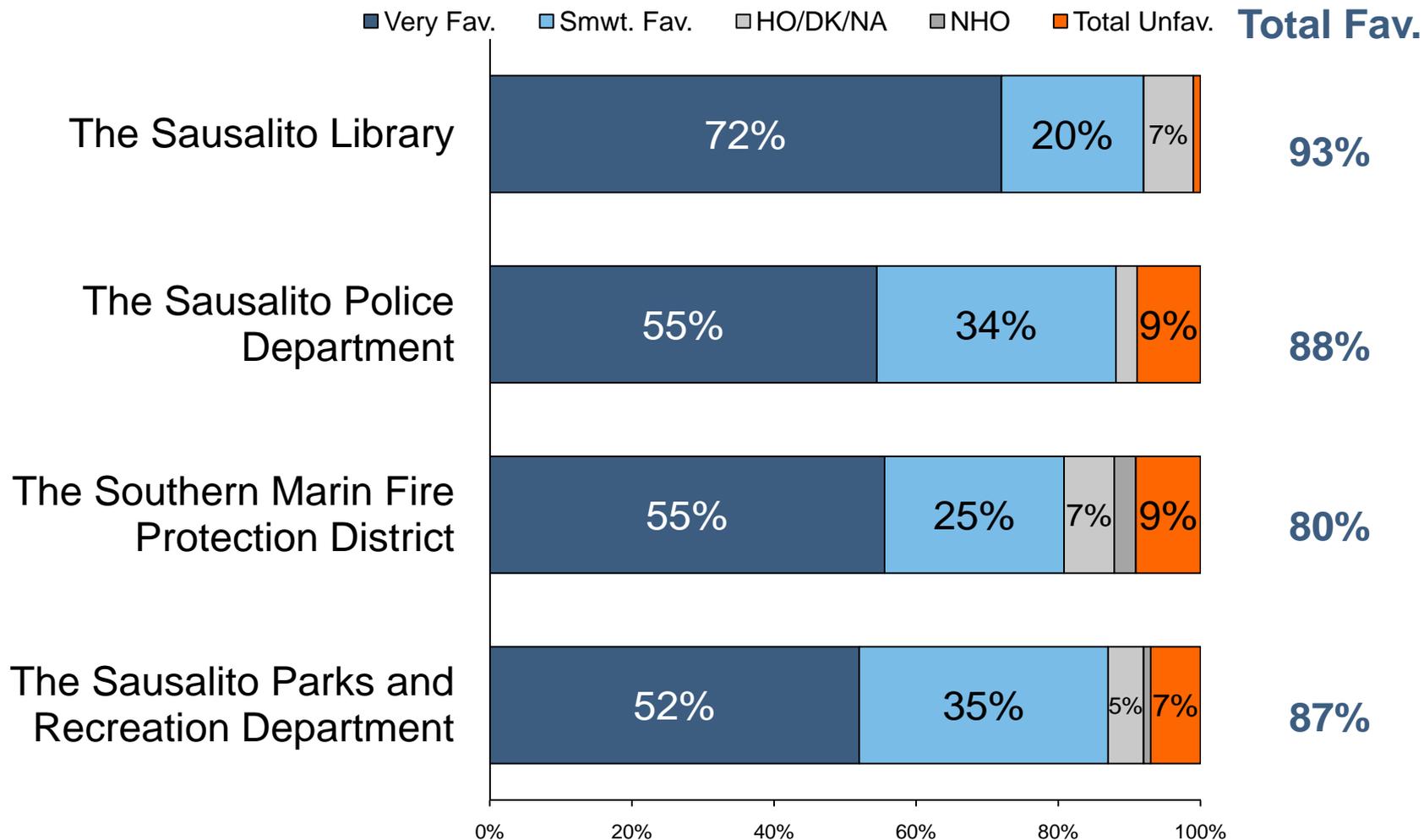
2011



2014

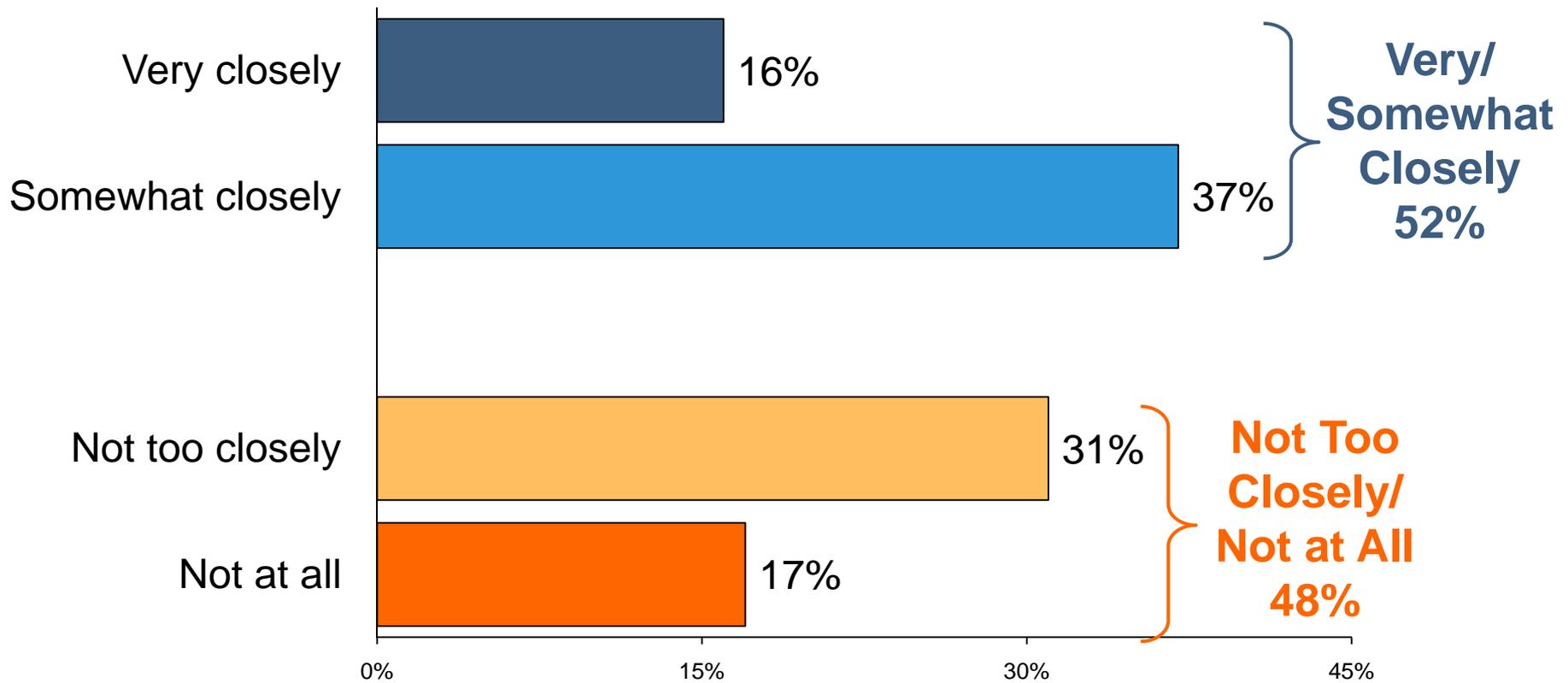


Perceptions of City departments are highly favorable, an affirmation of your service providers.



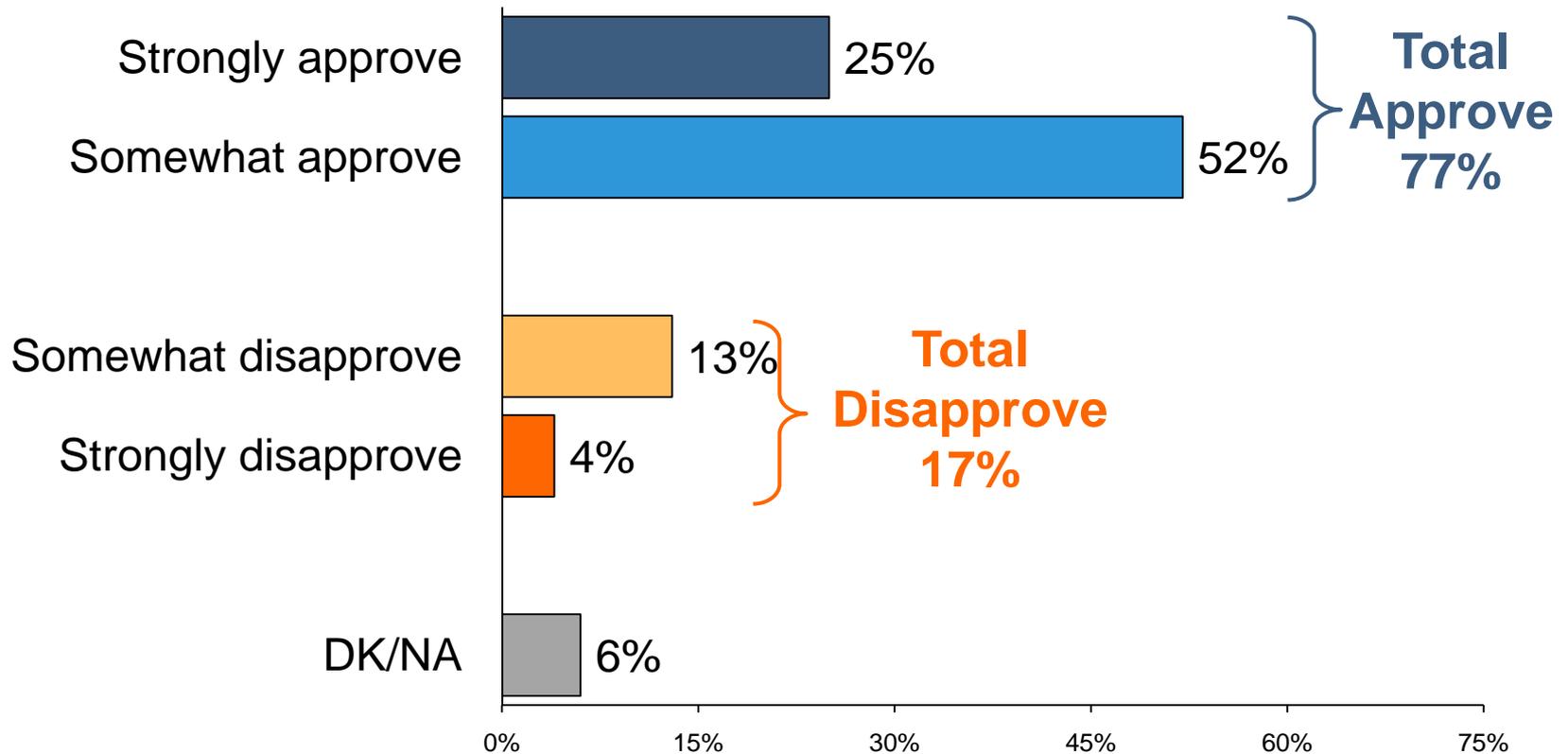
A majority follows news about city government and the budget...

How closely do you follow the news about Sausalito city government and the city budget: very closely, somewhat closely, not too closely, or not at all?



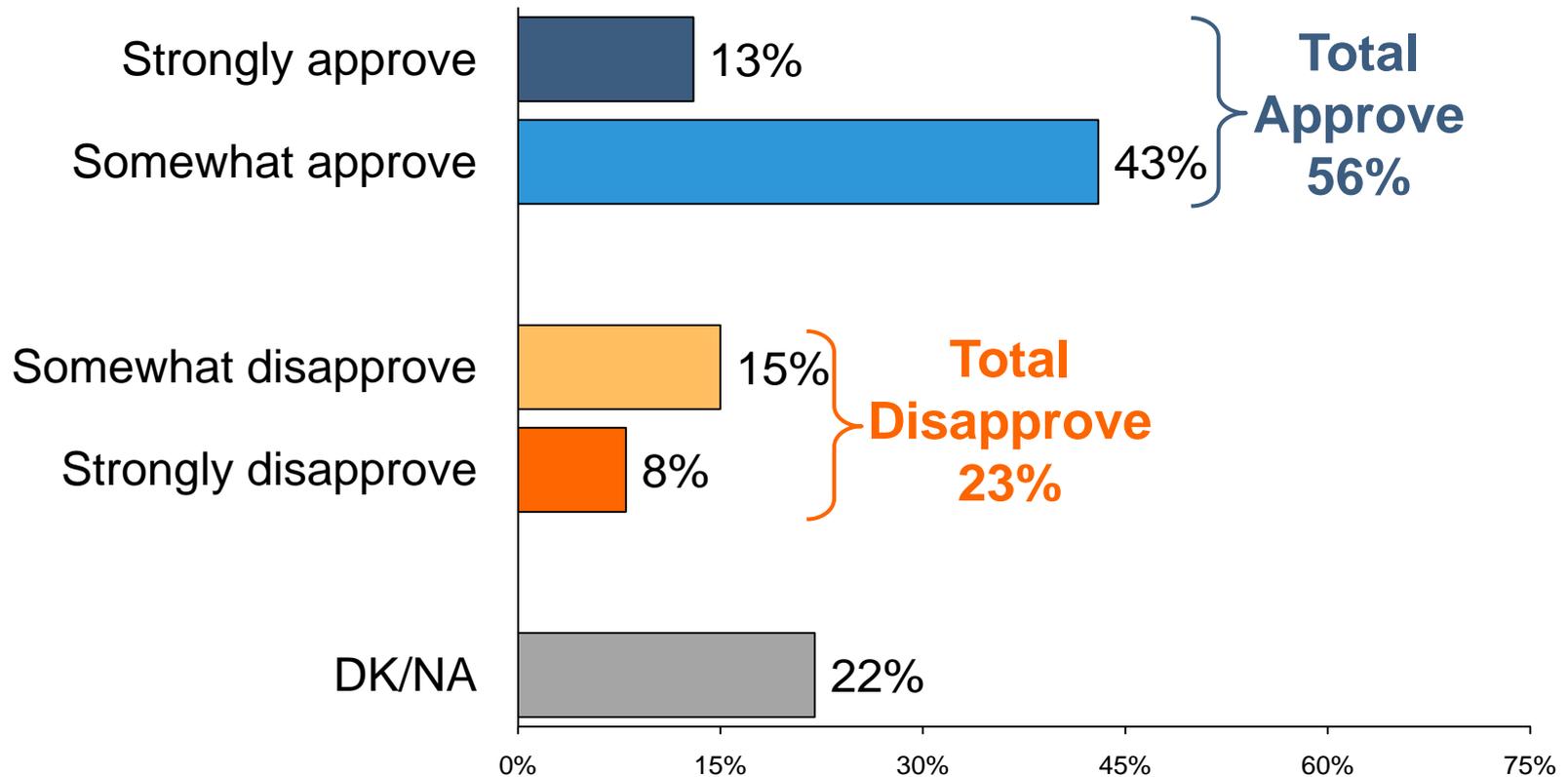
More than three quarters approves of the job being done by the city in providing services.

Overall, would you say you approve or disapprove of the job being done by the City of Sausalito in providing basic services and taking care of the needs of Sausalito residents?



...And a majority approves of the City's fiscal management.

Would you say you approve or disapprove of the job being done by the City of Sausalito in managing local tax dollars?





Reactions to a Potential Local Funding Measure

Measure Language Tested

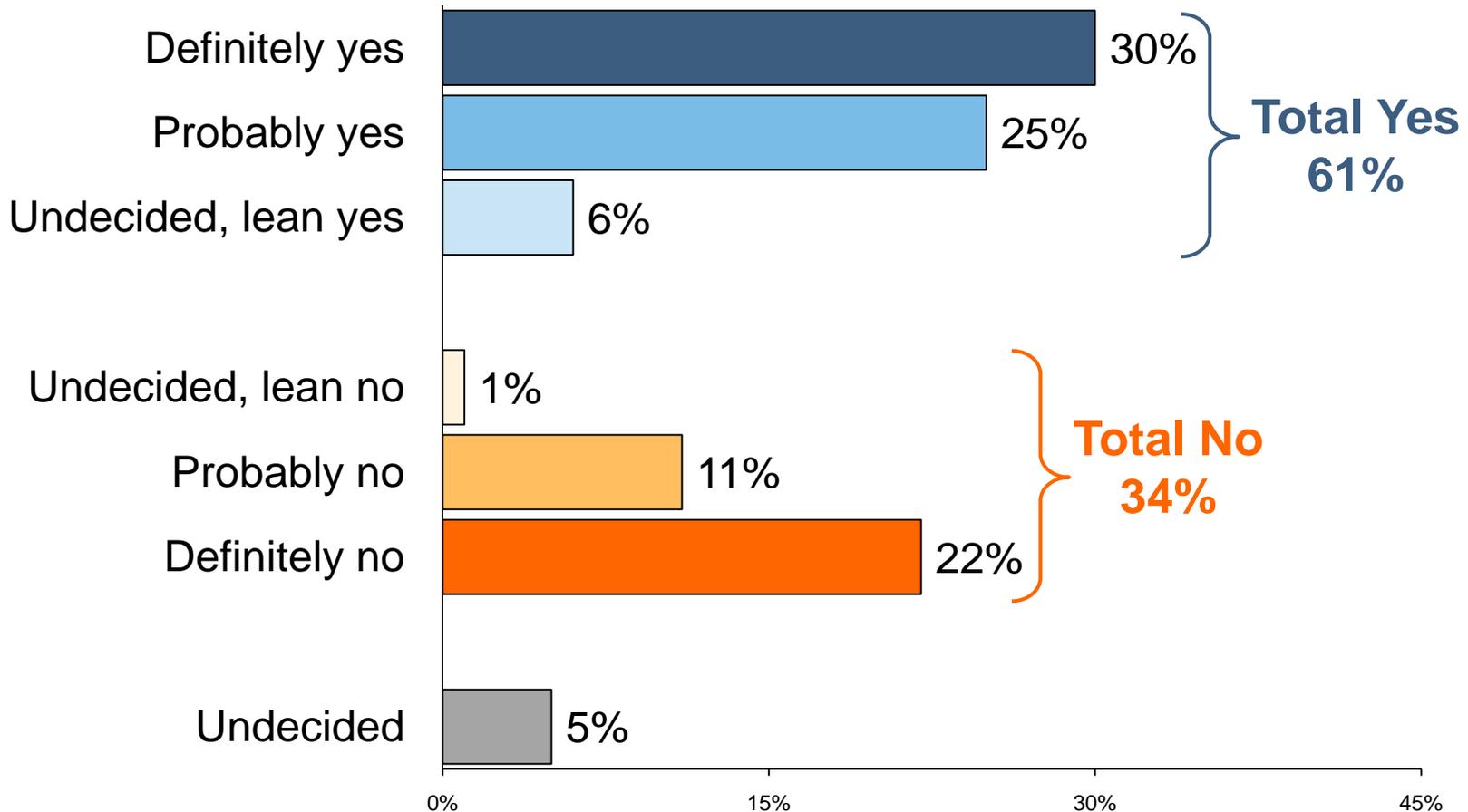
(language reviewed/approved by City Attorney)

The City of Sausalito Essential Services Funding Measure:

To improve local quality of life and essential city services including street and sidewalk maintenance, pothole repair, storm drain repairs to protect the Bay, parks, acquisition of open space, landscape maintenance, youth and senior programs, library hours and services, disabled access, police protection, and other general services shall the City of Sausalito enact a one-half cent sales tax for 10 years, requiring independent financial audits and public review, with all funds remaining in Sausalito?

Without any information, more than 60% say they would support a ½ cent sales tax measure (requires a simple majority passage).

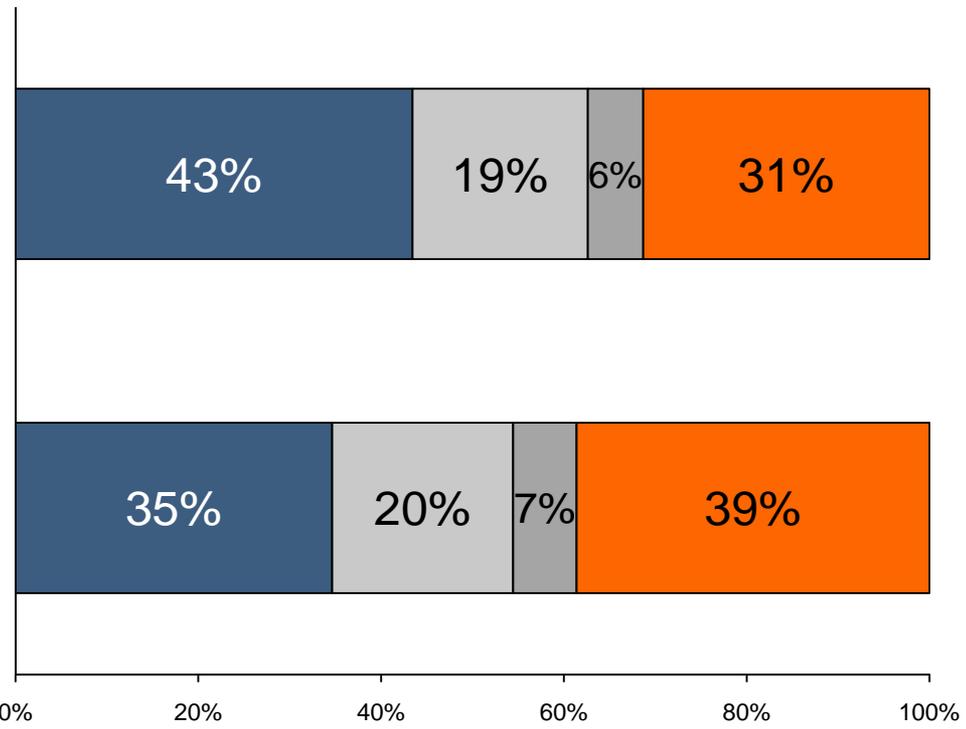
If there were an election today, do you think you would vote “yes” in favor of this measure or “no” to oppose it?



Lengthening the sunset provision does not receive more support than the 10-year sunset.

■ Total More Likely ■ No Diff. ■ DK/NA ■ Total Less Likely

Limiting the sales tax to no more than fifteen years

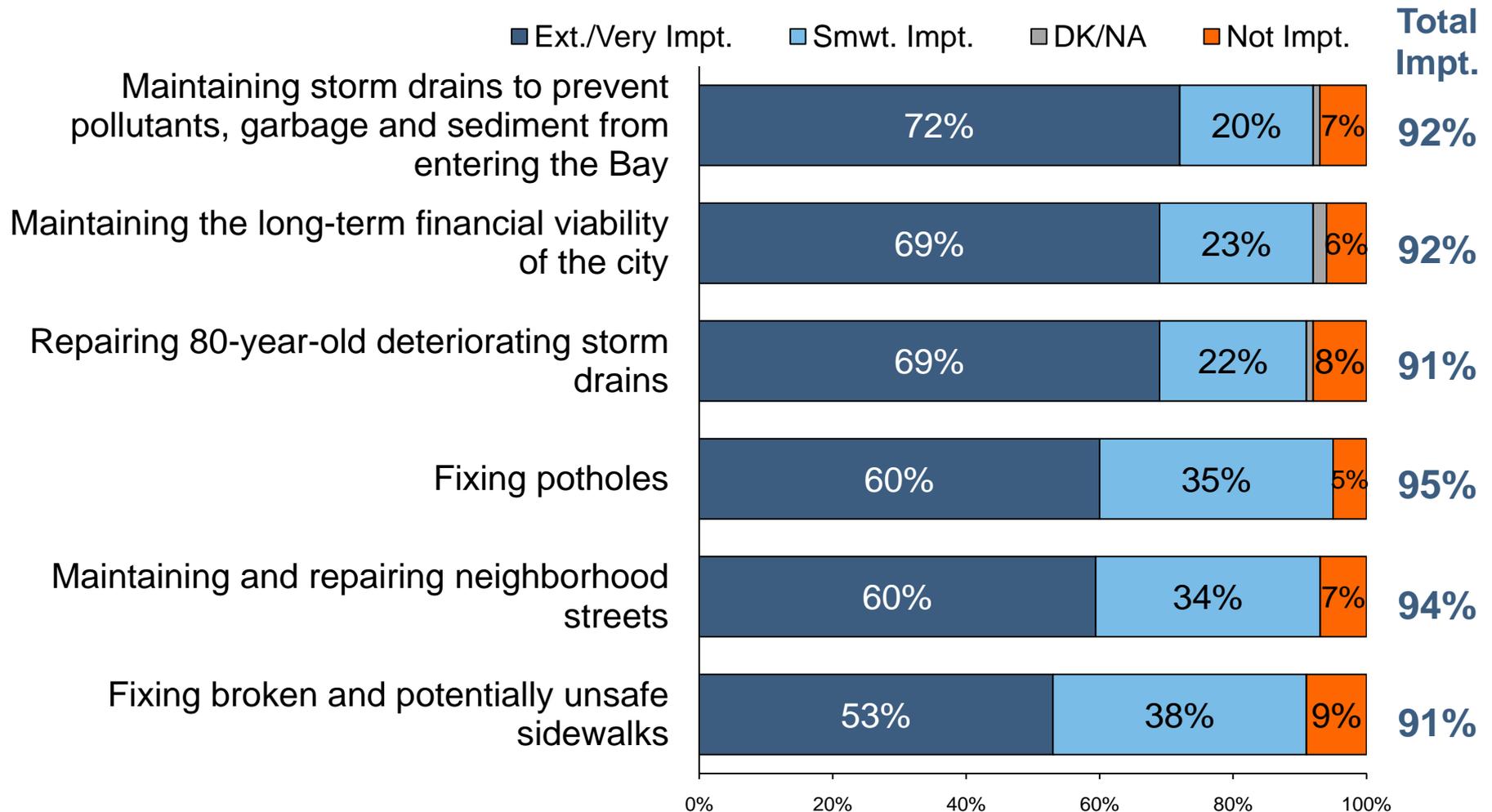


Limiting the sales tax to no more than twenty years

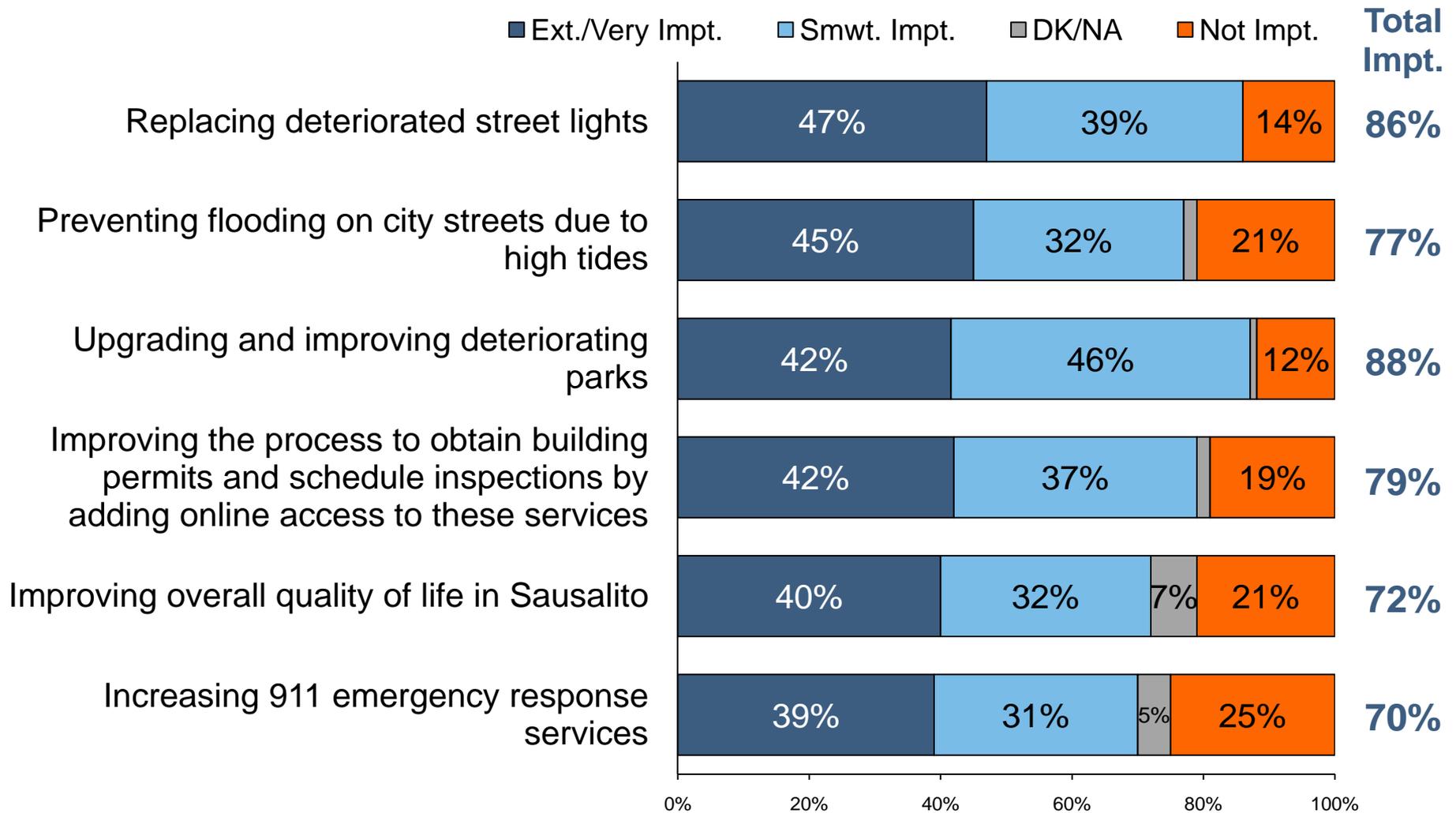


The Community's Funding Priorities

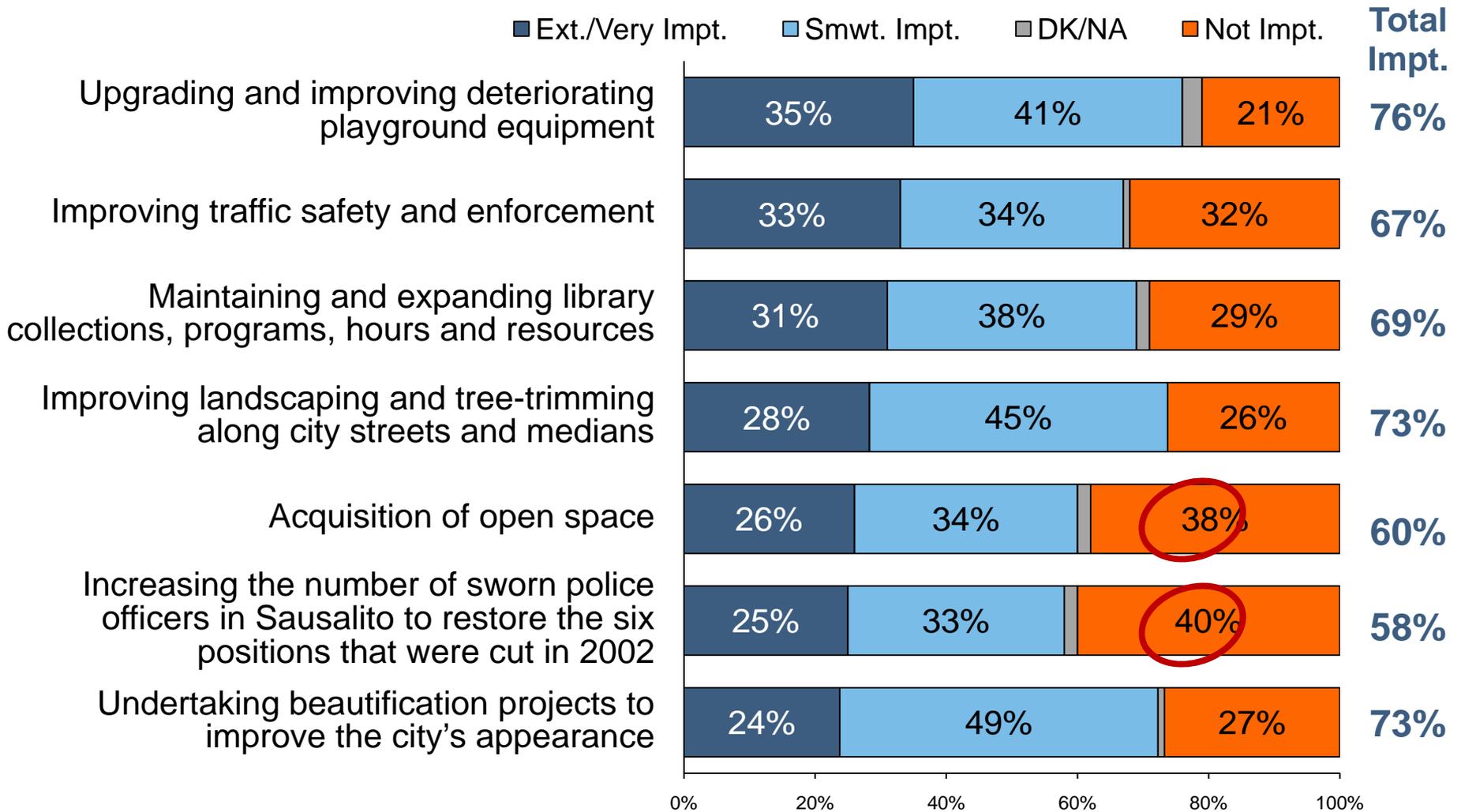
Storm drain repair and fiscal stability stand out as top funding priorities.



A number of other projects fare well, at lower levels.



Priorities Ranking (Continued)





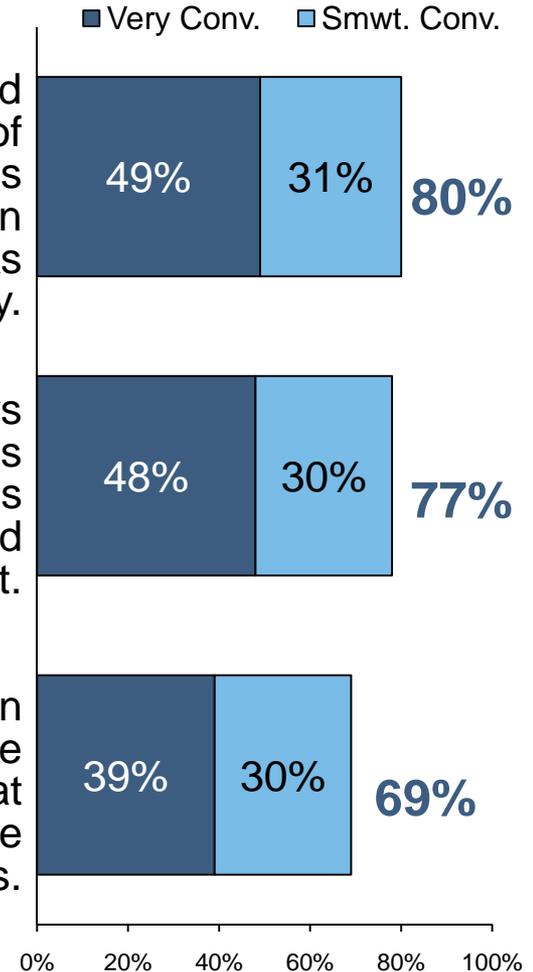
Impact of Information

Information about out-of-town visitors paying their fair share and storm drain needs are the most compelling to constituents.

(OUT-OF-TOWNERS) This measure will not be applied to food purchased as groceries or prescription medication. But with tens of thousands of tourists coming to Sausalito each year to shop, this measure ensures that out-of-towners pay their fair share for the strain they place on local services including police, road maintenance, parks and other services they use when they visit our city.

(STORM DRAINS/POLLUTION) Sausalito's storm drains are 80 years old and many are completely deteriorated and rusted through. This allows pollutants, garbage and plastics to spill over into the Bay. This measure will fund vital storm drain upgrades to protect water quality and avoid expensive fines and harming the environment.

(LOCAL CONTROL) Sacramento money grabs continually threaten funding for local services, impacting our quality of life. This measure ensures that our city has a guaranteed source of local funding that cannot be taken by Sacramento, and requires that our tax dollars are spent locally for Sausalito residents.

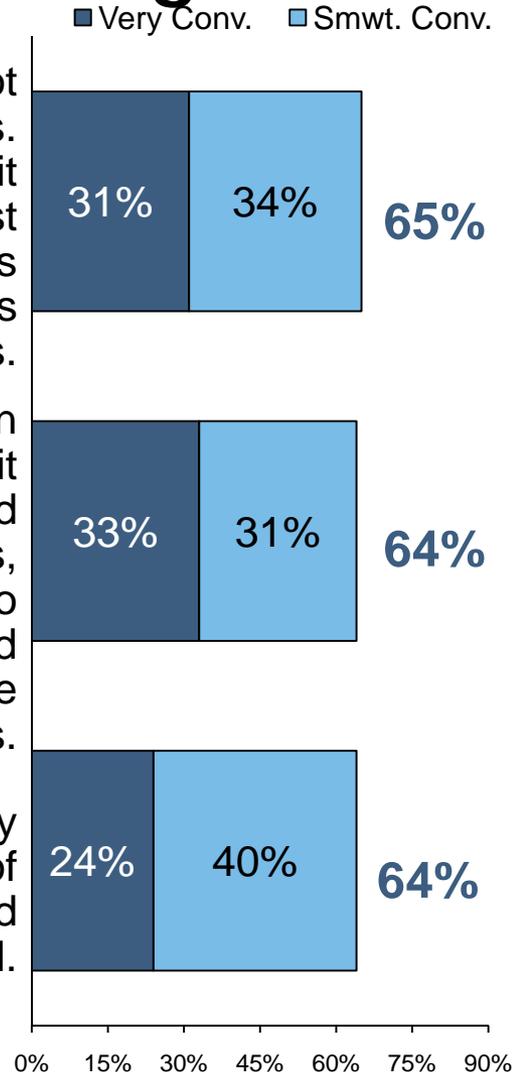


Messages about street repair needs and fiscal accountability are also compelling.

(STREETS) Many of Sausalito's neighborhood streets and roads are not only deteriorating and riddled with cracks, but are also on steep hillsides. While the city has made major improvements to a number of streets, it has not been able to address the concrete streets that are in the worst condition, which cost up to five times as much to fix. This measure is needed to fix these hazardous road conditions that not only put motorists at risk, but also buses, cyclists and police and fire safety vehicles.

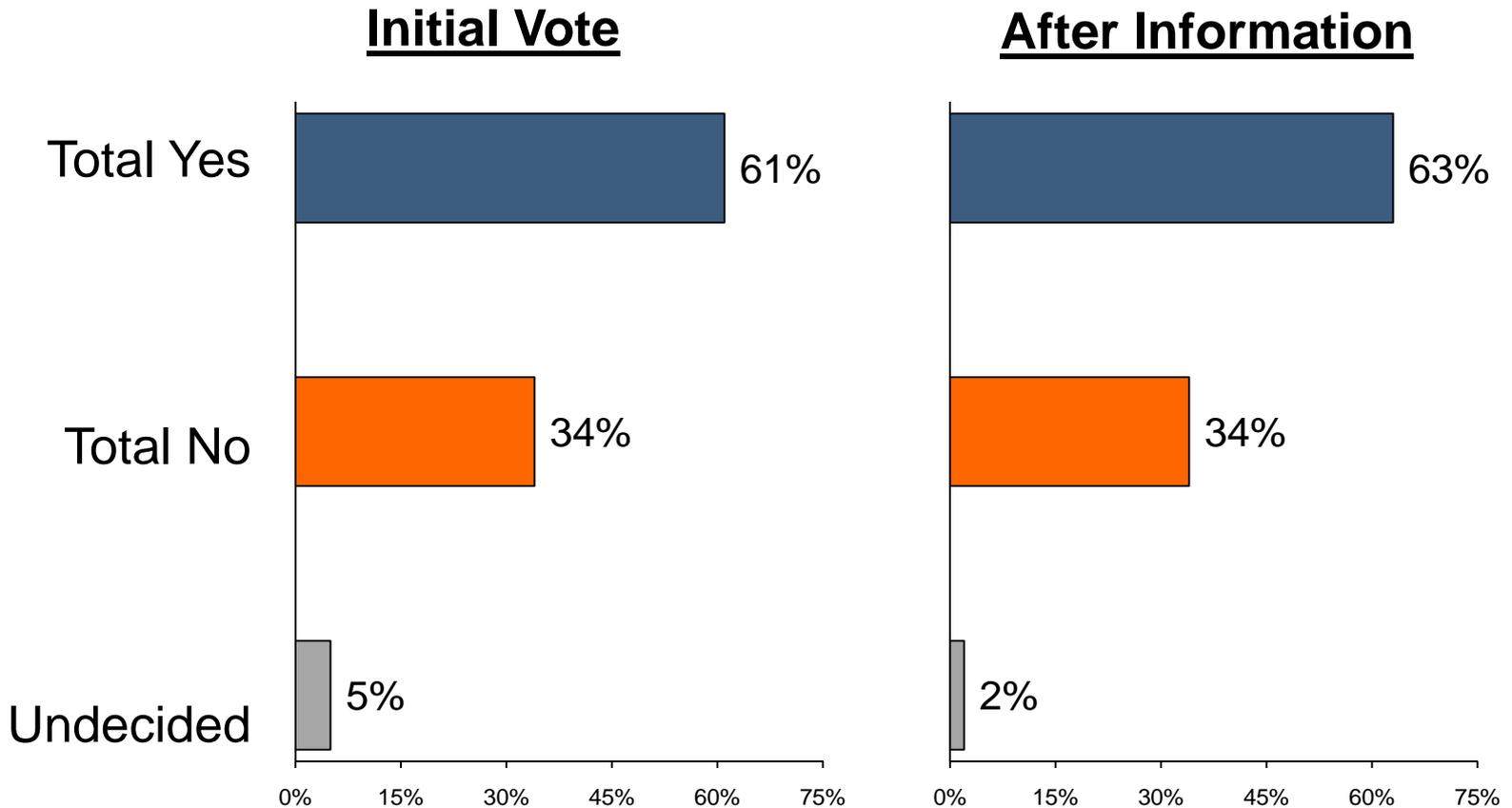
(STORM DRAINS/FLOODING) The city's 80-year-old storm drain system is completely inadequate to deal with major storms. Whenever it rains, drains back up and lead to flooding in commercial areas and mudslides in residential neighborhoods, completely blocking roads, causing tens of thousands of dollars in property damage, and leading to increased emergency response times. This measure will help to rebuild the storm drain system to ensure for adequate drainage during severe storms.

(ACCOUNTABILITY) This measure includes tough fiscal accountability and transparency, such as requiring independent audits and publishing of expenditure reports. These fiscal safeguards will ensure funds are used as promised.



Viability is well above the simple majority threshold throughout the survey.

If the election were held today, do you think you would vote “Yes” in favor of this measure or “No” to oppose it?





Conclusions

Consultant Recommendations

- The consulting team recommends proceeding with a legally permissible Public Information Program about fiscal and service needs with these findings in mind.
- Community priorities of storm drains and neighborhood streets should be addressed in any community outreach and engagement effort.
- City ballot measure documents must be submitted to the County Elections Officer no less than 88 days prior to any selected election date. For the November election, this typically means the first Friday in August.

Questions & Discussion



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