

San Luis Obispo Citizen Satisfaction/ Measure Y Survey

Summary of Results

June 2010

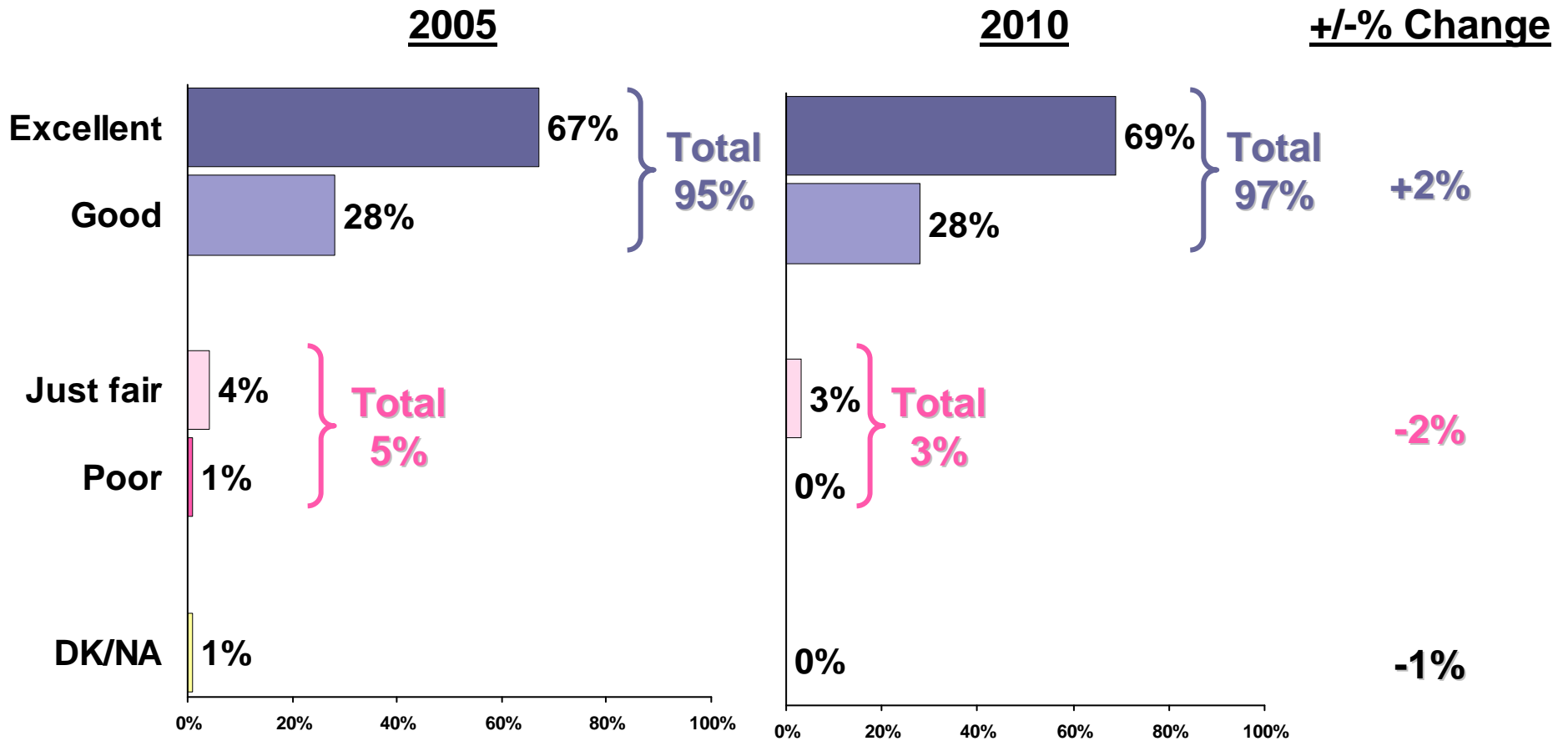
Fairbank, Maslin, Maullin, Metz & Associates - FM3
Public Opinion Research & Strategy

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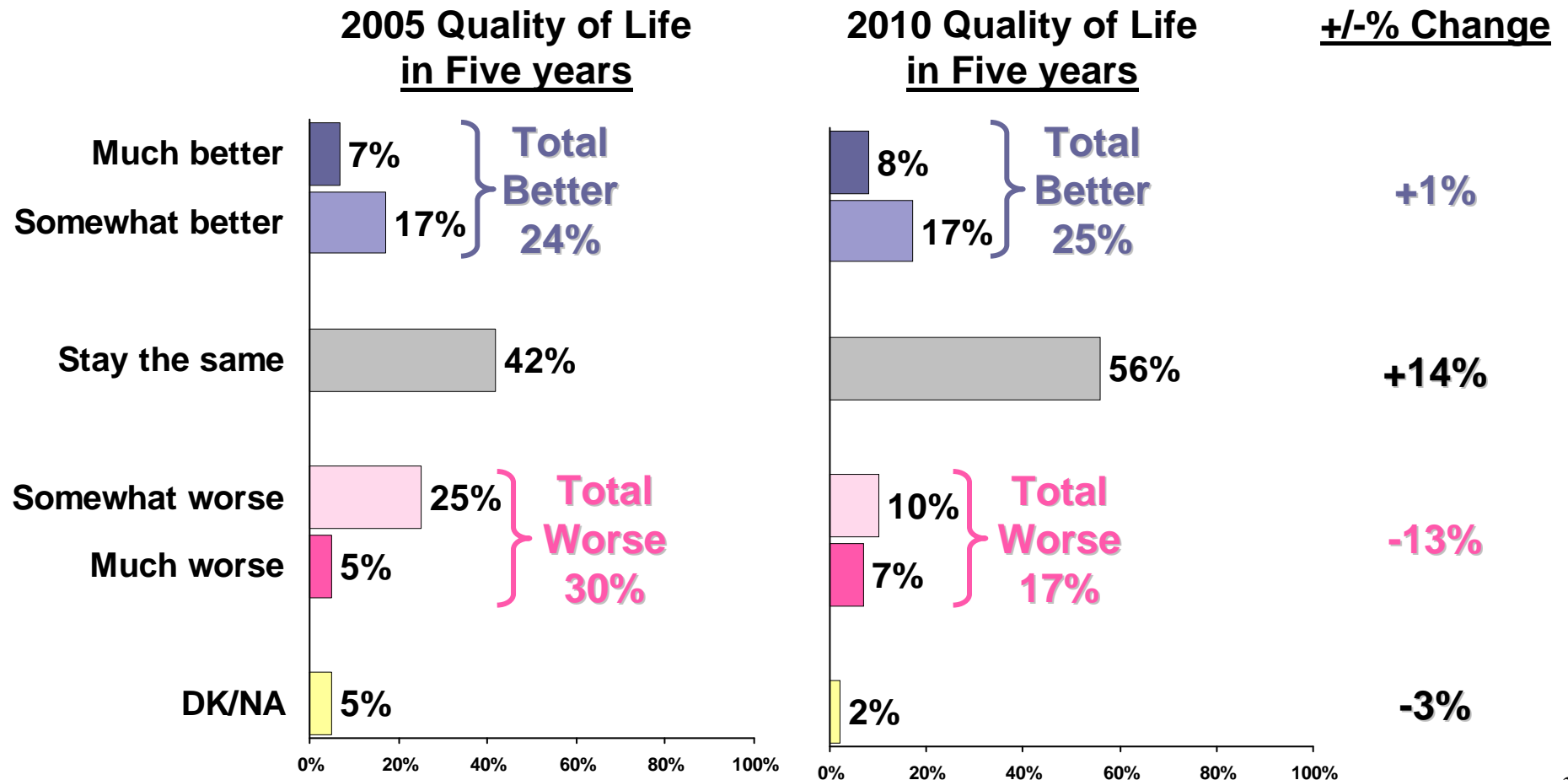
Methodology

- ❖ **Telephone survey of a random sample of 400 voters registered to vote in the City of San Luis Obispo. Likely June and November 2010 voters flagged for analysis.**
- ❖ **Margin of error of plus or minus 4.9% at the 95% confidence level.**
- ❖ **The survey was conducted May 19-23, 2010; the average interview lasted 26 minutes.**
- ❖ **Certain questions regarding satisfaction with services provided by San Luis Obispo City government were tracked from a survey conducted for the City in March 2005.**

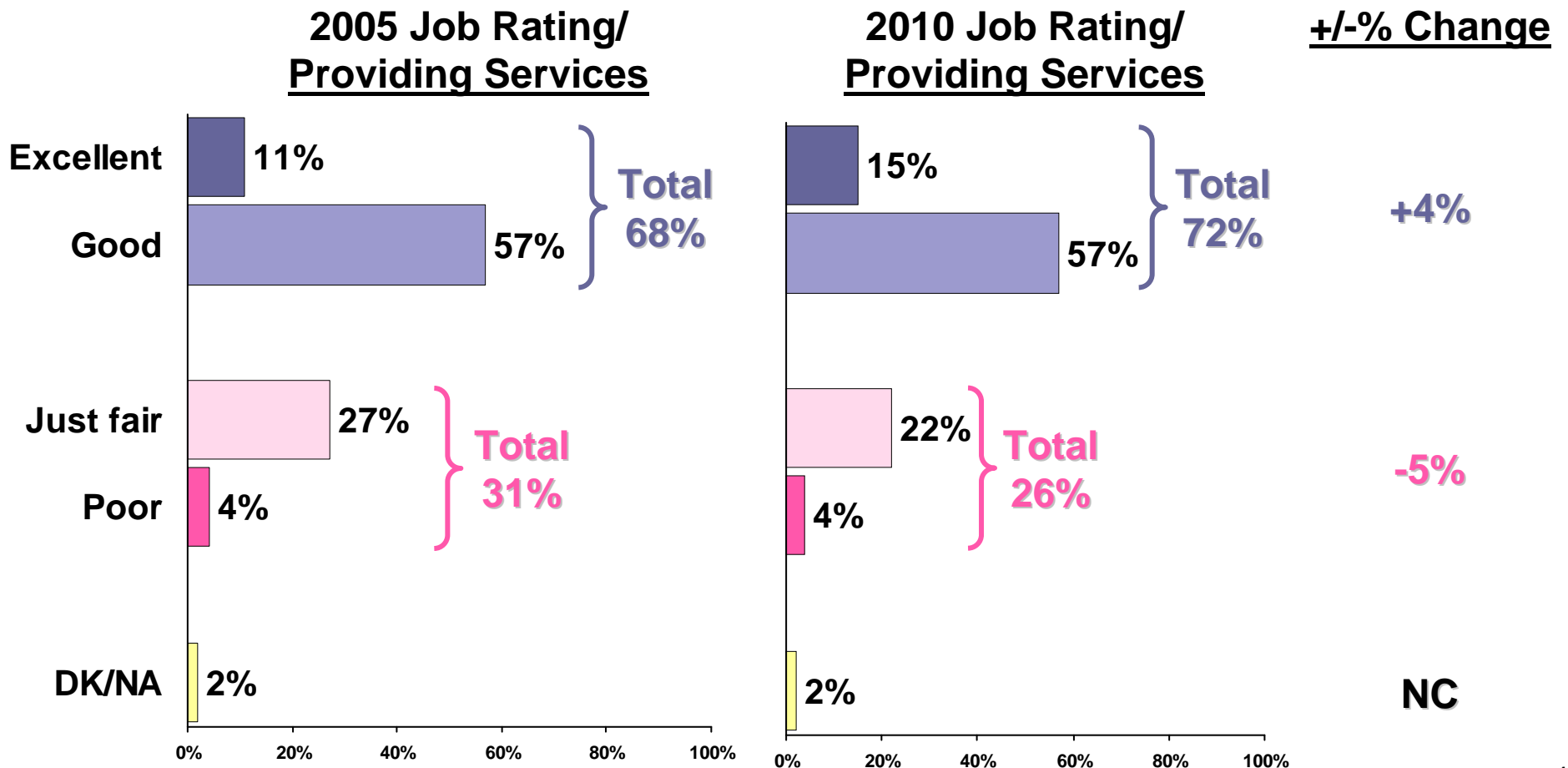
San Luis Obispo Voters Continue to Rate the City Highly as a Place to Live



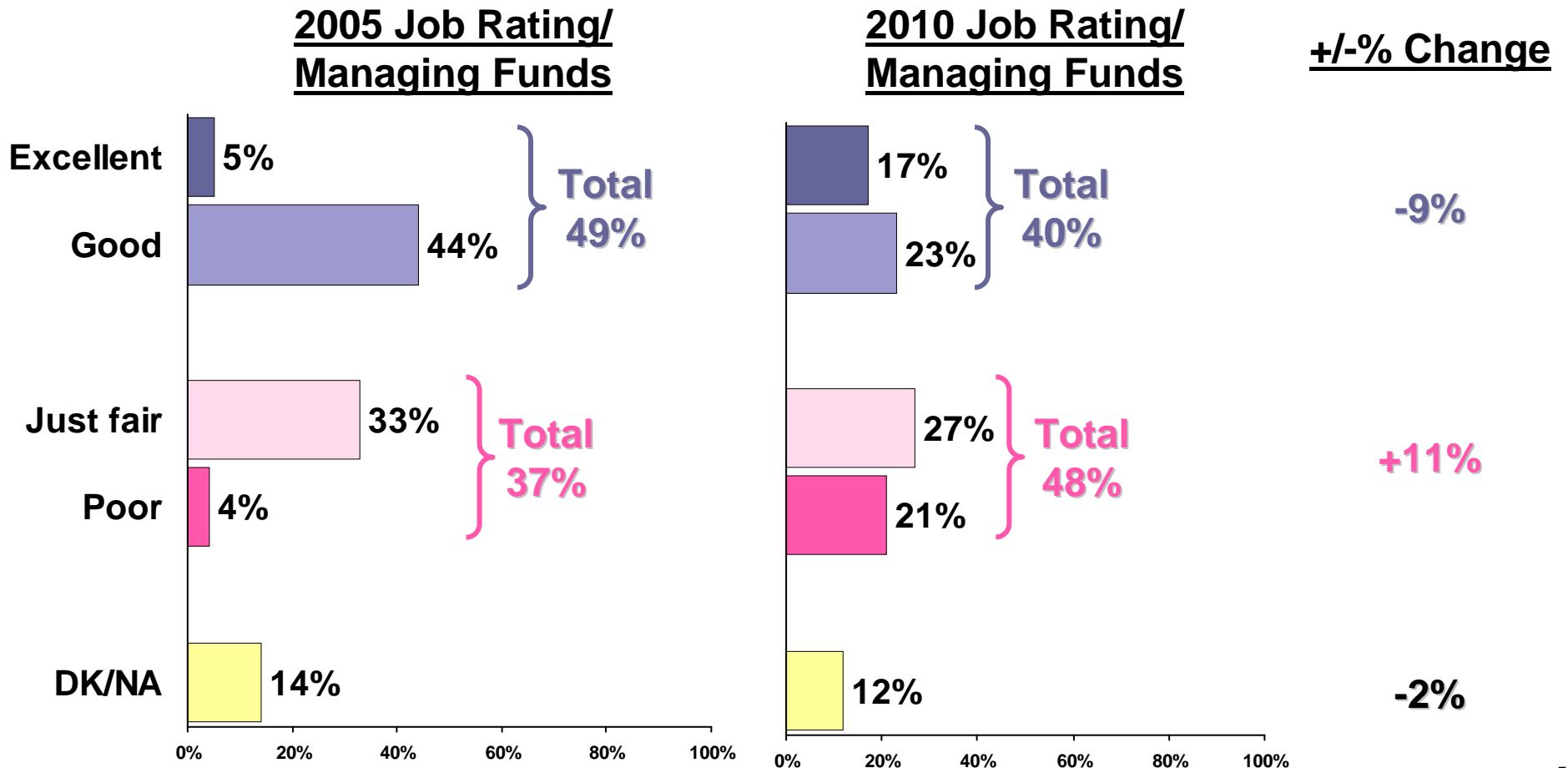
Looking Ahead Five Years for the Quality of Life in San Luis Obispo, There Are Fewer Pessimists in 2010 and More Votes for the Status Quo



City Voters Continue to Give Very High Marks for the Job Being Done by San Luis Obispo City Government in Providing Services

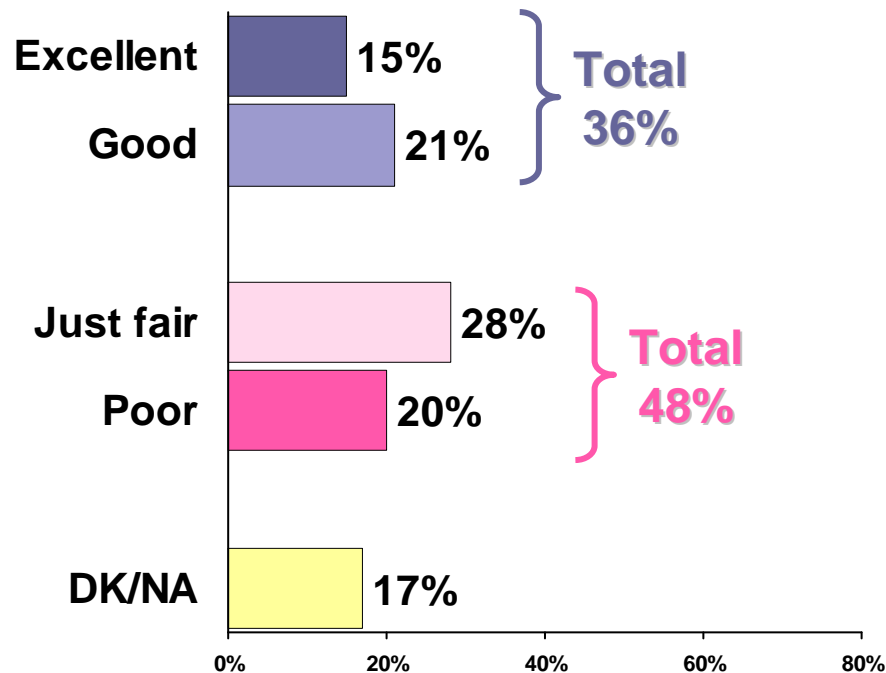


San Luis Obispo Voters Have Become More Critical of the City's Management of Funds

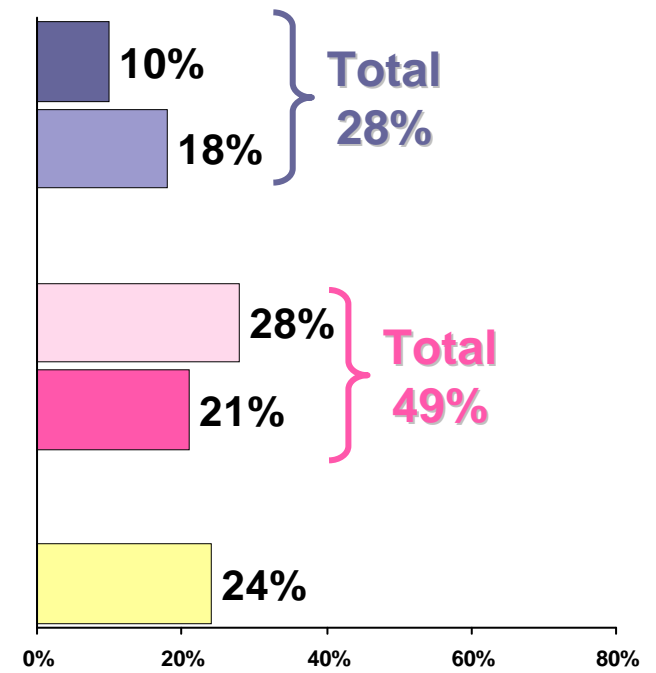


Pluralities of San Luis Obispo Voters Have Critical Opinions of The City's Efforts to Plan for the Future in an Era of Reduced City Revenues and to Negotiate Fair and Affordable Pay and Benefits with Local Public Employees

2010
Planning for Future



2010
Negotiating Pay and Benefits



All City Departments and Programs Tested in the 2010 Survey Have Positive Evaluations But Some are Little Known and Most are Lower than 2005

(* = Not Tested in 2005)

Departments/Programs	2010 Very/S.W. Favorable	2005 Very/S.W. Favorable	2010 Neutral	2010 Total Unfavorable	2010 HO/DK/NHO
The Fire Department	81%	89%	11%	3%	4%
The Parks and Recreation Department	79%	82%	10%	0%	10%
The Police Department	64%	74%	18%	17%	1%
Natural Resources and Open Space Programs	57%	53%	13%	6%	23%
The Utilities Department's water supply and sewers programs	53%	*	26%	15%	6%
The Public Works Department	49%	57%	25%	6%	20%
The San Luis Obispo City Council	47%	57%	28%	15%	9%
The Community Development Department's planning and building services programs	26%	*	19%	15%	40%
City economic development programs	23%	*	21%	15%	41%

City Voters Give High Satisfaction Ratings for Key City Services in 2010, and Ratings are Generally Comparable to 2005

(1 to 7 Scale; 1 = “Not At All Satisfied;” 7 = “Very Satisfied;”
* = Not Asked 2010; ^=Asked Only 2010)

Services	2005 Mean Score	2010 Mean Score	2005 DK/NA	2010 DK/NA
Graffiti removal	5.5	*	17%	*
Street lighting repair and maintenance	5.5	*	7%	*
Fire and emergency medical services response time	6.0	6.0	17%	13%
Maintenance of public parks	5.6	5.6	5%	5%
Fire prevention and protection	5.8	5.5	9%	16%
Police protection in local neighborhoods	5.6	5.5	3%	3%
Protection of open space	4.9	5.4	8%	11%
Building and safety code enforcement	5.1	5.3	25%	28%
Recreation opportunities and programs at city parks	5.2	5.2	10%	13%

Continued

Services	2005 Mean Score	2010 Mean Score	2005 DK/NA	2010 DK/NA
Downtown improvement programs	^	5.0	^	8%
Senior citizen services	4.9	5.0	38%	45%
City support for the Laguna Lake Golf Course	^	4.9	^	50%
Flood protection and storm drain maintenance	4.8	4.9	12%	15%
Street repairs and maintenance	4.2	4.6	1%	1%
Repair of broken sidewalks	4.5	4.5	11%	5%
City economic development programs	^	4.4	^	31%
Programs to improve neighborhood quality of life	^	4.4	^	27%
Traffic management to reduce congestion	3.9	4.4	5%	3%

2010 City Voters Are Reluctant to Recommend Major Cuts in Most Programs

Service/Program	Cut Little/ No Cuts	Cut Substantially	Increase	DK/NA
Fire and emergency medical services response time	90%	2%	5%	3%
Fire prevention and protection	90%	1%	5%	3%
Maintenance of public parks	87%	5%	4%	3%
Police protection in local neighborhoods	86%	4%	8%	3%
Building and safety code enforcement	82%	5%	5%	9%
Traffic management to reduce congestion	77%	10%	10%	2%
Flood protection and storm drain maintenance	76%	7%	12%	5%
Repair of broken sidewalks	75%	14%	9%	2%
Street repairs and maintenance	75%	8%	16%	1%
Senior citizen services	72%	5%	8%	15%
Recreation opportunities and programs at city parks	72%	14%	9%	4%
Downtown improvement programs	71%	19%	5%	6%
City economic development programs	68%	11%	7%	14%
Protection of open space	68%	18%	9%	5%
Programs to improve neighborhood quality of life	68%	16%	10%	6%
City support for the Laguna Lake Golf Course	49%	36%	3%	13%

Volunteered Response: Most Serious Issue Facing City of San Luis Obispo Residents that Respondents Want City Government to Do Something About

Issues	%
Affordable housing	14%
Nothing/no serious issues	13%
Too much growth and development	9%
Traffic congestion	9%
Business development/economy	8%
Jobs/unemployment	7%
Waste and inefficiency in City government	6%
Neighborhood quality of life	6%
Police services	4%
City budget/loss of funds/need more funds	3%
Open space protection	3%
Youth services	3%
Keeping businesses in town	2%
Street/sidewalk repairs	2%
City employee pay and benefits	1%
Other	3%
DK/NA	9%

**Responding to List Provided:
City Voters Say Middle Class Housing Availability,
Job Availability, Homelessness and Transients and
State Budget Cuts Are Currently the Most Serious
Problems for City of San Luis Obispo Residents.
Many are Also Concerned About
“Waste/Inefficiency” in City Government**

Issue	Very Serious Problem	Total Very/S.W. Serious Problem	Not Too/Not A Problem	DK/NA
The availability of affordable housing for middle-class families	43%	86%	10%	4%
The availability of stable, good paying jobs in the local area	41%	82%	12%	6%
Homelessness and transients	33%	75%	24%	1%
State budget cuts that reduce the money available to cities for essential services such as police and fire protection	29%	65%	29%	6%
Waste and inefficiency in City government	26%	55%	34%	11%
The amount of taxes and fees people have to pay for city services	20%	44%	49%	8%
Alcohol-related crimes and problems	19%	59%	40%	1%
Too much growth and development	19%	41%	58%	2%

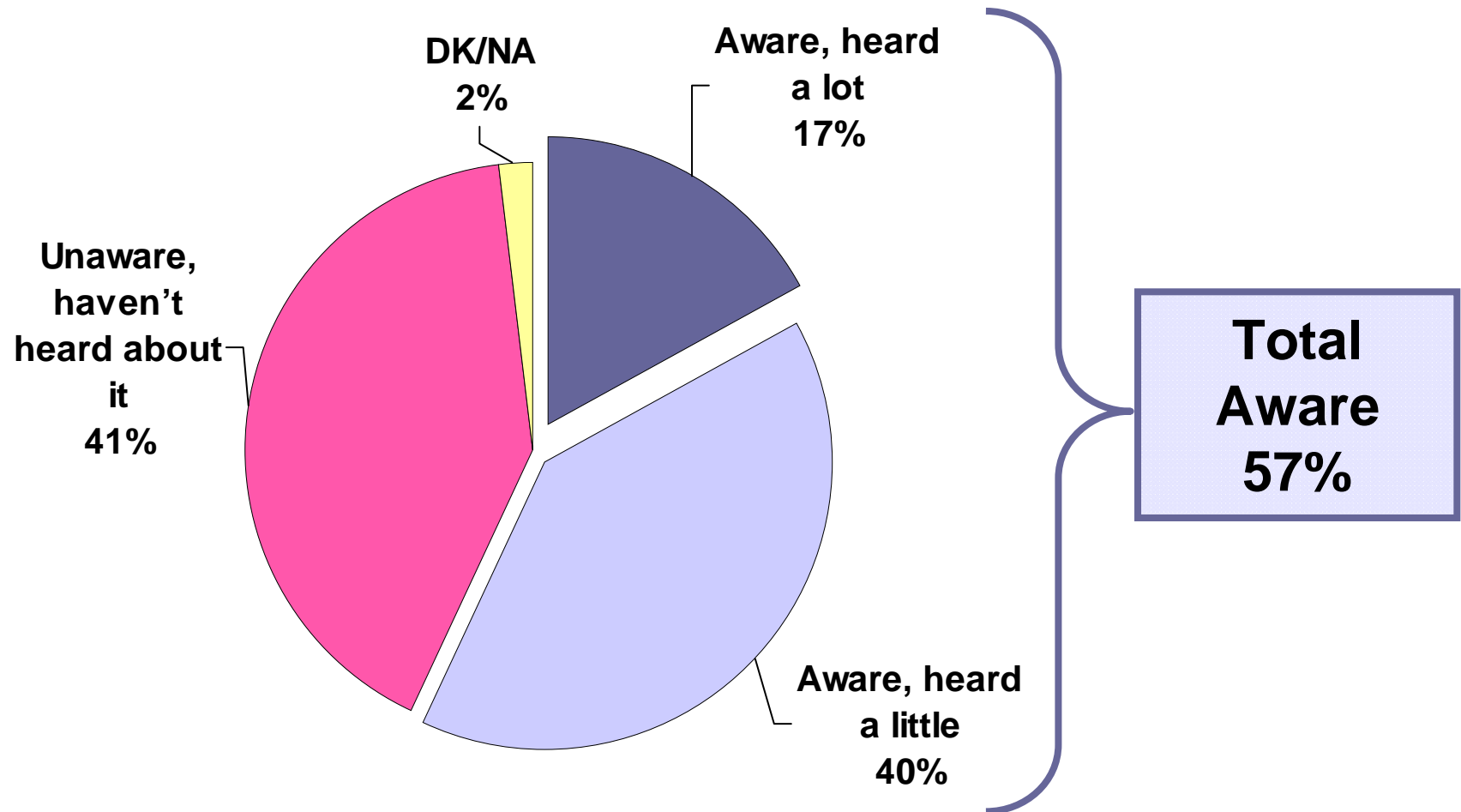
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Issue	Very Serious Problem	Total Very/S.W. Serious Problem	Not Too/Not A Problem	DK/NA
City streets in need of repair	17%	53%	46%	0%
Loss of open space	17%	38%	60%	2%
Access to quality health care	17%	34%	61%	5%
The quality of public schools	14%	30%	51%	19%
Traffic congestion	13%	37%	62%	0%
The availability of recreation programs	10%	29%	64%	6%
Crime in general	9%	32%	68%	0%
Inefficient storm drainage that leads to flooding	8%	33%	66%	2%
Maintaining a good quality of life in local neighborhoods	8%	19%	80%	1%
The time it takes for police to respond to service calls	5%	12%	76%	12%
The availability of senior services	4%	13%	56%	31%
The time it takes for firefighters to respond to service calls	2%	6%	77%	16%

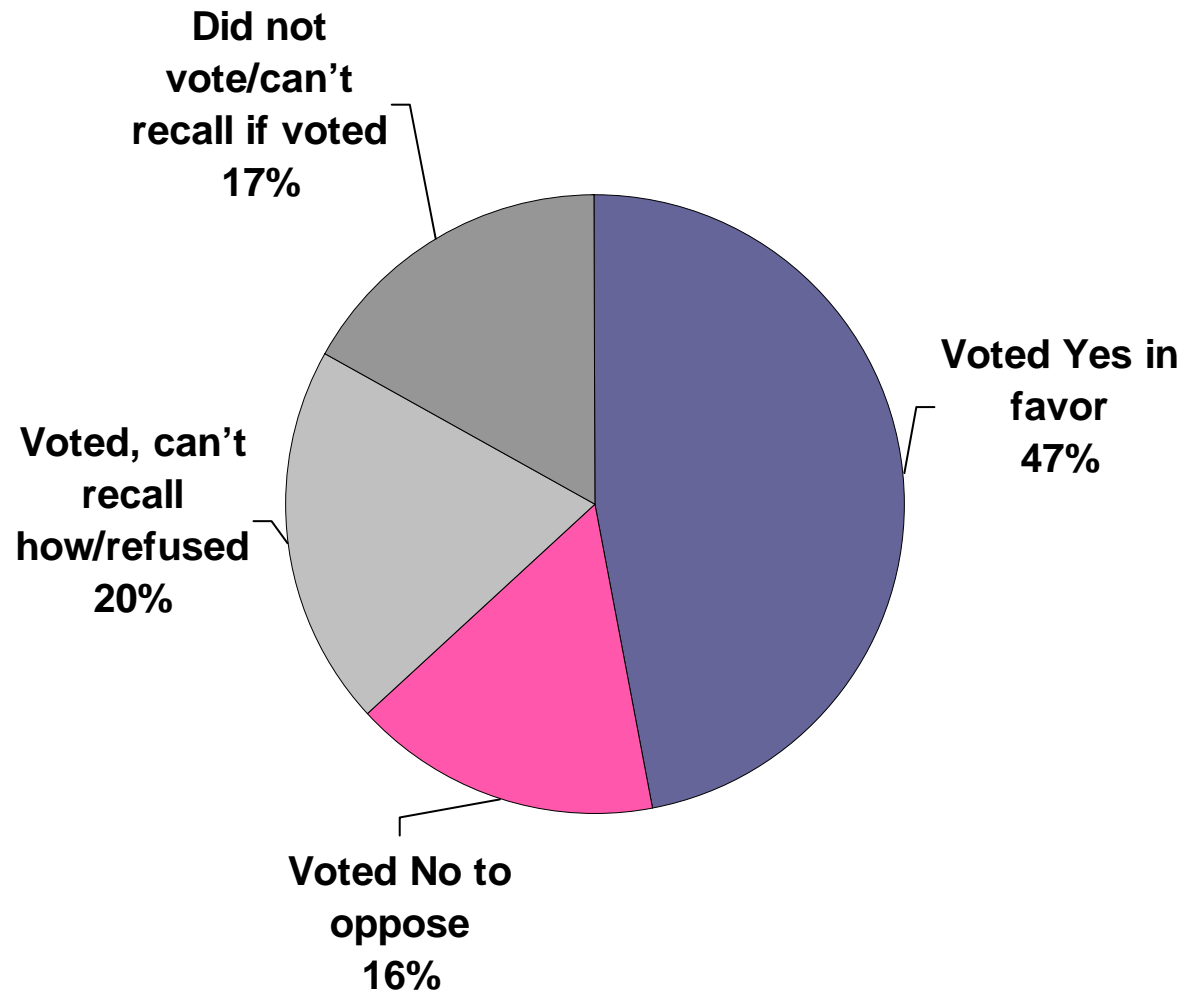
Volunteered Response: Most Important Thing City Government Can Do to Improve City Services

Responses	%
Nothing--No need to improve anything	21%
Manage revenue better/better use of money/current budget more effective	11%
Focus on infrastructure/streets need repair	4%
Find out what people want/more communication	3%
Traffic flow/fix lights	3%
More police patrols in neighborhoods	3%
All Others	36%
Don't know	22%

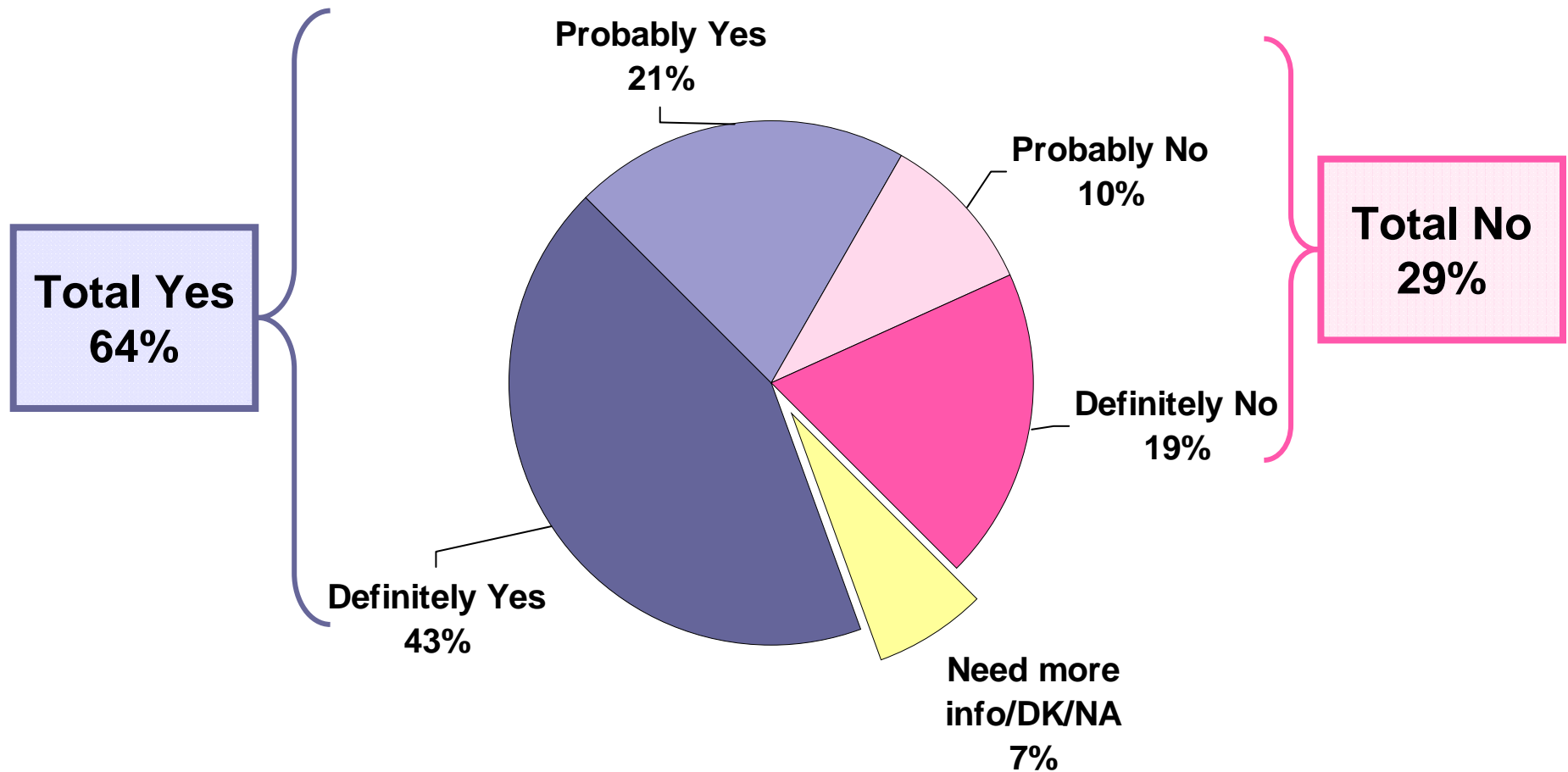
Measure Y Current Awareness/Recall



If Aware/Recall Measure Y, How Voted in 2006



How Would You Vote If Measure Y Renewal Election Were Today



Top Five Volunteered Reasons for Yes/No on Measure Y Renewal Today

Reasons for Voting Yes	%
City needs more revenue/funds	36%
Not much of an increase/pay a little/easy way to get money	26%
Continue with city services	16%
Maintain good quality of life	10%
Difficult times now with economy, don't want financial problems later	5%
Don't know	6%

Reasons for Voting No	%
Taxes are high enough/pay enough taxes	28%
Don't want extra sales tax/don't think taxes should be increased	21%
Not being used for what it was supposed to be used for	15%
City gets plenty of money/they don't need the money	9%
City spends way too much money	7%
Don't know	8%

First Ask Measure Y Renewal Vote by Demographics

Demographic Group	Total Yes	Total No	Don't Know
All Voters	64%	29%	7%
Likely June Primary Voter			
Yes	61%	32%	6%
No	66%	26%	8%
Likely November General Voter			
Yes	63%	30%	7%
No	65%	28%	7%
Past Vote Frequency			
High	57%	38%	5%
Medium	77%	12%	12%
Low	64%	28%	8%
Political Party			
Democrat	70%	23%	8%
Republican	50%	41%	10%
DTS/Other	70%	25%	4%

Continued

Demographic Group	Total Yes	Total No	Don't Know
Political Outlook			
Conservative	55%	38%	8%
Moderate	70%	24%	6%
Liberal	69%	25%	6%
Ideology by Age			
Conservative 18-49	62%	32%	6%
Conservative 50+	46%	44%	10%
Moderate 18-49	75%	20%	5%
Moderate 50+	62%	31%	7%
Liberal 18-49	65%	28%	7%
Liberal 50+	75%	20%	5%

Continued

Demographic Group	Total Yes	Total No	Don't Know
Gender			
Men	67%	27%	6%
Women	61%	31%	9%
Race/Ethnicity			
White	63%	30%	7%
Latino	80%	17%	3%
Non-White	73%	21%	7%
Education			
Non-College	62%	31%	7%
College+	65%	27%	7%
Age			
18-49	66%	27%	7%
50+	61%	31%	7%
Income			
\$0-\$50K	61%	29%	9%
\$50K+	69%	26%	5%
Refused	52%	39%	9%

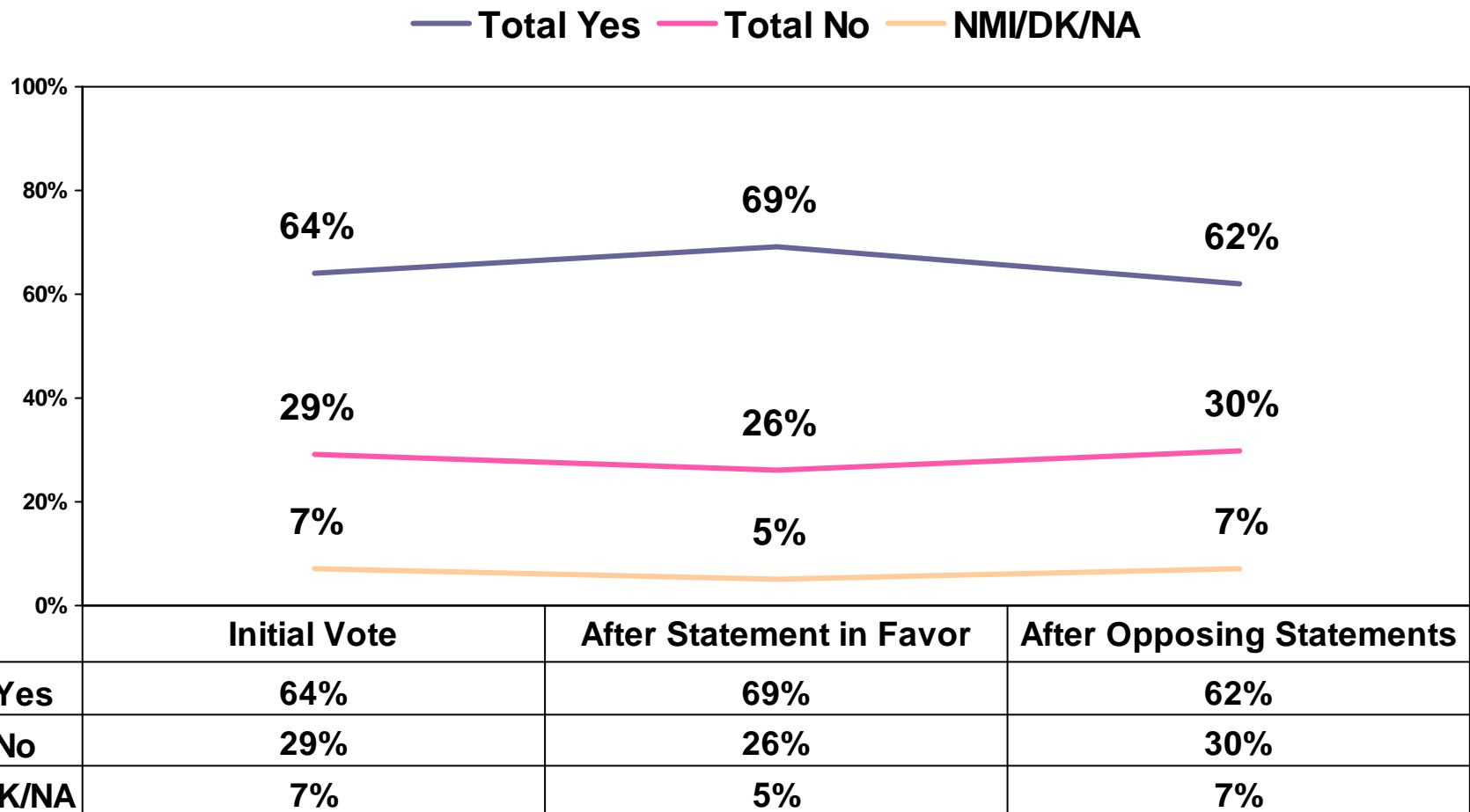
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Demographic Group	Total Yes	Total No	Don't Know
Years in City of San Luis Obispo			
5 Years or Less	63%	27%	10%
6-20 Years	70%	24%	5%
21+ Years	55%	38%	7%
Own/Rent			
Own	64%	31%	5%
Rent	65%	27%	9%
Children 19 Years or Less at Home			
Yes	61%	39%	0%
No	65%	27%	9%
Full-Time Student at Cal Poly or Cuesta			
Yes	75%	14%	11%
No	61%	33%	6%

Continued

Demographic Group	Total Yes	Total No	Don't Know
Aware of Measure Y			
Yes, A Lot	48%	40%	11%
Yes, Little	66%	32%	3%
No	68%	22%	10%
San Luis Obispo Job Rating Providing Services			
Excellent/Good	70%	24%	6%
Fair/Poor	46%	43%	11%
San Luis Obispo Job Rating Managing City Funds			
Excellent/Good	76%	19%	5%
Fair/Poor	50%	39%	11%

Messaging Has Little Net Effect on Measure Y Renewal Vote



Effectiveness of Arguments in Favor of Renewal of Measure Y

(Mean Score: +10 = All Voters Say “Much More Inclined Yes;” -10 = All Voters Say “Much Less Inclined Yes” or “Don’t Believe”)

Arguments	Much More Incl.	Much/S.W. More Incl.	Less Incl./ Don't Bel.	No Eff./ No Opin.	Mean Score
Renewal of the local sales tax gives San Luis Obispo more local control and keeps local tax dollars here to pay for essential services, such as police and fire protection, senior programs, park maintenance, and street repair.	32%	64%	8%	28%	4.0
Fire prevention services in San Luis Obispo have expanded and improved since voters adopted the local sales tax. If the local sales tax is not renewed, we will have to cut back fire prevention programs no matter how valuable they are for local businesses, apartment dwellers and homeowners.	31%	62%	16%	22%	3.1
The State has taken \$30 million from the City of San Luis Obispo over the past decade that otherwise would be spent on essential City services. The City sales tax is a locally controlled revenue source that makes up for some of this loss and allows San Luis Obispo to stretch its dollars to meet basic local needs. Renewing this local tax is essential to protecting the vital local services we all rely on.	30%	62%	9%	28%	3.6

Continued

Arguments	Much More Incl.	Much/S.W. More Incl.	Less Incl./ Don't Bel.	No Eff./ No Opin.	Mean Score
Two thirds of the funds provided by the local sales tax go into capital improvements such as storm drains, new streets and traffic signals and open space acquisition. But the task is not finished. Renewing the local sales tax will allow the City to continue making necessary capital improvements to enhance the safety and quality of life in San Luis Obispo.	28%	59%	14%	27%	3.0
Renewing the local sales tax will provide the funds needed to fill dangerous potholes and keep city streets from becoming more and more uncomfortable and dangerous to drive.	27%	60%	12%	28%	3.1
In these difficult economic times, the local sales tax has allowed the City to avoid even deeper cuts in essential services while still making progress in high priority areas such as street paving, traffic congestion relief, flood protection, public safety, senior services and open space preservation.	27%	59%	12%	29%	3.1
Without continuing revenue from the local sales tax, the City will be forced to cut back its efforts to keep drunk drivers off the streets and prevent other alcohol-related crime such as public drunkenness by students and violent assaults.	25%	47%	23%	30%	1.3

Continued

Arguments	Much More Incl.	Much/S.W. More Incl.	Less Incl./ Don't Bel.	No Eff./ No Opin.	Mean Score
Crime continues to be an issue in San Luis Obispo and calls to the police continue at a high volume. Without renewal of the local sales tax, rather than have an adequate police force, we would have to cut back the police force even more.	24%	48%	26%	26%	1.1
Renewing the local sales tax is the only way to avoid forced cuts to police services, including cutting back police officers who patrol City streets and neighborhoods, reducing the DARE anti-drug program in our schools, and reducing drug and alcohol enforcement that helps keep drugs off the streets and reduces alcohol-related crimes and disturbances.	24%	47%	23%	30%	1.3
Traffic congestion in San Luis Obispo continues to increase significantly. Without renewal of the local sales tax measure, the City would not have the money needed to make streets safer and reduce traffic congestion.	23%	44%	25%	31%	0.8
Fifty-eight percent of San Luis Obispo's homes are rentals. Renewal of the local sales tax will provide funds needed to continue sufficient building code inspections to assure rental housing safety and prevent illegal activities and the deterioration of our neighborhoods.	19%	40%	19%	41%	1.0

Effectiveness of Arguments in Opposition to Renewal of Measure Y

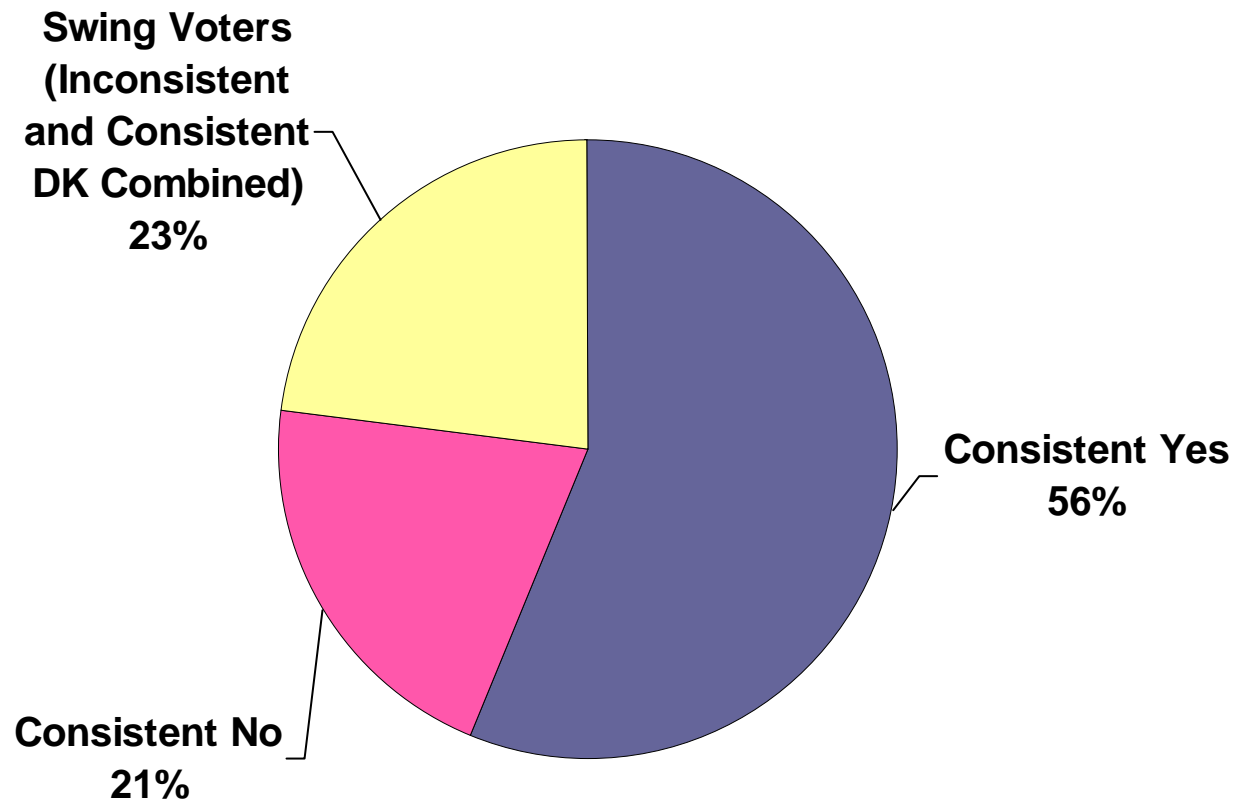
(Mean Score: +10 = All Voters Say “Much More Inclined No;” -10 = All Voters Say “Much Less Inclined No” or “Don’t Believe”)

Arguments	Much More Incl.	Much/S.W. More Incl.	Less Incl./ Don't Bel.	No Eff./ No Opin.	Mean Score
Binding arbitration on police salaries has led to big increases, which cost taxpayers additional millions each year. Renewing the local sales tax just lets the same practices continue with no real accountability.	23%	45%	23%	32%	1.2
City government would not have to ask voters to renew the local sales tax if it did not overpay its employees and give them too many benefits. Voting no on renewal will draw the line and force the City to cut spending on personnel costs.	18%	35%	29%	37%	-0.2
Even if the City says this tax doesn't cost taxpayers very much, taxpayers are being nicked and dined to death and just can't afford to renew this City sales tax.	18%	32%	30%	37%	-0.6
The local economy is struggling with double digit unemployment and the state has a twenty billion dollar-plus budget deficit. We should be repealing this local tax, not talking about renewing it.	16%	29%	29%	41%	-0.7

Continued

Arguments	Much More Incl.	Much/S.W. More Incl.	Less Incl./ Don't Bel.	No Eff./ No Opin.	Mean Score
The City admits that renewing the local sales tax will not improve City services. In fact, the City is simply saying that they will continue to give us less but charge more for it.	15%	31%	35%	33%	-1.2
The City is just crying wolf. It says it has already had to drastically reduce essential services, such as road repair, park maintenance, and police and fire protection because of budget cuts, but there has been no noticeable change in services or our quality of life.	14%	31%	31%	39%	-0.8
City government hasn't used local sales tax revenues in the ways it promised. Renewing the local sales tax just lets city bureaucrats continue to ignore their promises.	14%	29%	28%	42%	-0.7
City government is trying to scare us into renewing this tax increase. In reality, the City has plenty of money and just needs to manage it better and stop wasting the money it already has.	13%	27%	32%	42%	-1.3

Consistent Voter Analysis Shows Slightly Less Than a Quarter Are Swing Voters



Demographic Profile of Swing Voters

Demographic Group	Swing Voters	Consistent Yes	Consistent No
All Voters	100%	100%	100%
Likely June Primary Voter			
Yes	37%	47%	54%
No	63%	53%	46%
Likely November General Voter			
Yes	55%	60%	60%
No	45%	40%	40%
Past Vote Frequency			
High	51%	40%	38%
Medium	19%	18%	3%
Low	26%	31%	45%
Political Party			
Democrat	43%	49%	22%
Republican	41%	19%	51%
DTS/Other	15%	32%	27%

Continued

Demographic Group	Swing Voters	Consistent Yes	Consistent No
Political Outlook			
Conservative	33%	27%	49%
Moderate	28%	30%	19%
Liberal	36%	42%	29%
Ideology by Age			
Conservative 18-49	18%	17%	26%
Conservative 50+	14%	10%	23%
Moderate 18-49	15%	19%	8%
Moderate 50+	12%	11%	11%
Liberal 18-49	24%	24%	21%
Liberal 50+	12%	17%	8%

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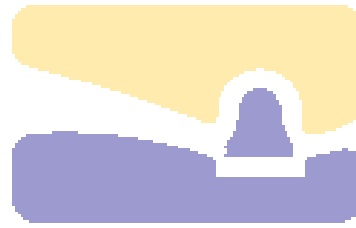
Demographic Group	Swing Voters	Consistent Yes	Consistent No
Gender			
Men	39%	51%	59%
Women	61%	49%	41%
Race/Ethnicity			
White	8%	8%	4%
Latino	80%	88%	92%
Non-White	14%	10%	5%
Education			
Non-College	42%	43%	48%
College+	56%	56%	52%
Age			
18-49	60%	61%	57%
50+	38%	38%	43%
Income			
\$0-\$50K	52%	37%	36%
\$50K+	35%	53%	47%
Refused	13%	10%	18%

Continued

Demographic Group	Swing Voters	Consistent Yes	Consistent No
Years in City of San Luis Obispo			
5 Years or Less	38%	27%	29%
6-20 Years	34%	47%	36%
21+ Years	27%	26%	34%
Own/Rent			
Own	42%	55%	53%
Rent	52%	44%	45%
Children 19 Years or Less at Home			
Yes	17%	20%	24%
No	80%	80%	76%
Full-Time Student at Cal Poly or Cuesta			
Yes	23%	25%	11%
No	74%	74%	89%

Continued

Demographic Group	Swing Voters	Consistent Yes	Consistent No
Aware of Measure Y			
Yes, A Lot	13%	15%	27%
Yes, Little	32%	41%	45%
No	51%	44%	23%
San Luis Obispo Job Rating Providing Services			
Excellent/Good	69%	78%	56%
Fair/Poor	29%	19%	44%
San Luis Obispo Job Rating Managing City Funds			
Excellent/Good	23%	50%	31%
Fair/Poor	62%	35%	66%



San Luis Obispo Citizen Satisfaction/ Measure Y Survey

Summary of Results

June 2010

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