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## City of Belmont: Highlights of Community Priorities Survey

July 2016

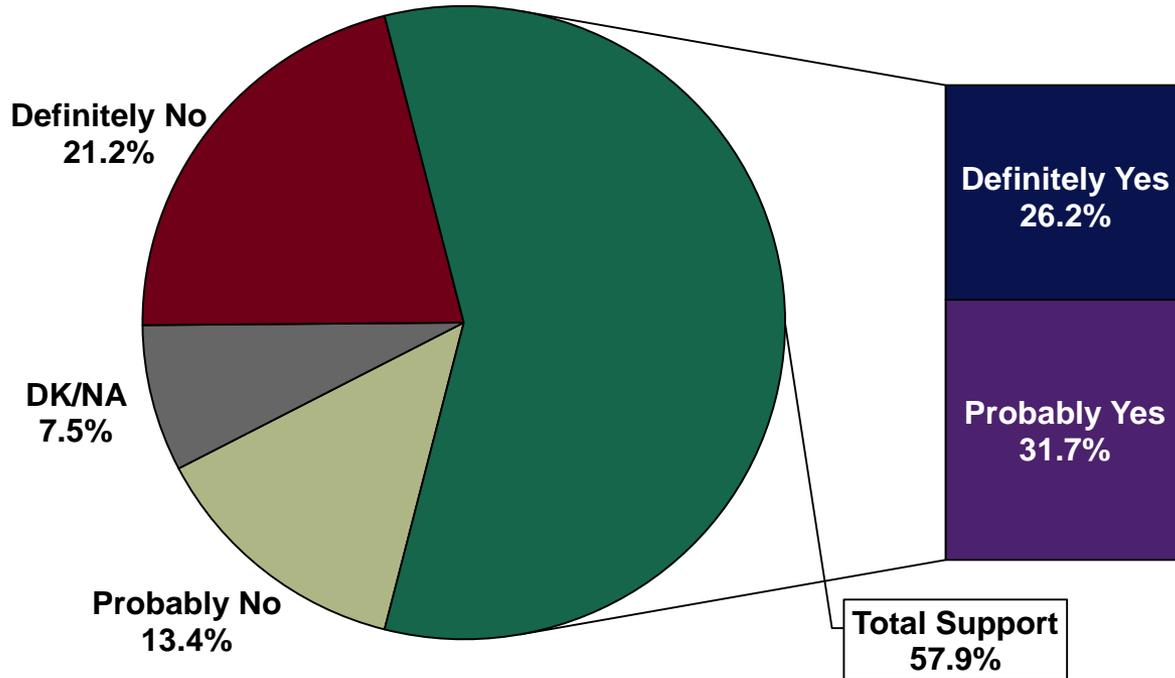
The City of Belmont commissioned Godbe Research to conduct a survey of local voters with the following research objectives:

- Assess potential respondent interest in a local funding measure for maintaining general City services, infrastructure and facilities with revenue that cannot be taken by the State;
- Prioritize projects and programs to be funded with the proceeds;
- Test the influence of balanced information on all sides of those issues on measure viability
- Identify the type of funding mechanism and duration at which respondents will consider the measure; and
- Identify any differences in voter support due to demographic and/or voter behavioral characteristics.

- Data Collection Telephone and Internet Interviewing
- Universe 14,111 likely November 2016 voters in the City of Belmont
- Fielding Dates April 27 through May 8, 2016
- Interview Length 20.5 minutes
- Sample Size 464 (Online 265; Phone 199)
- Margin of Error  $\pm 4.47\%$

The data have been weighted to reflect the actual population characteristics of likely voters in the City of Belmont in terms of their gender, age, and political party type.

# Q1. Uninformed Support for a Conceptual General Sales Tax is in Excess of the Simple Majority Requirement

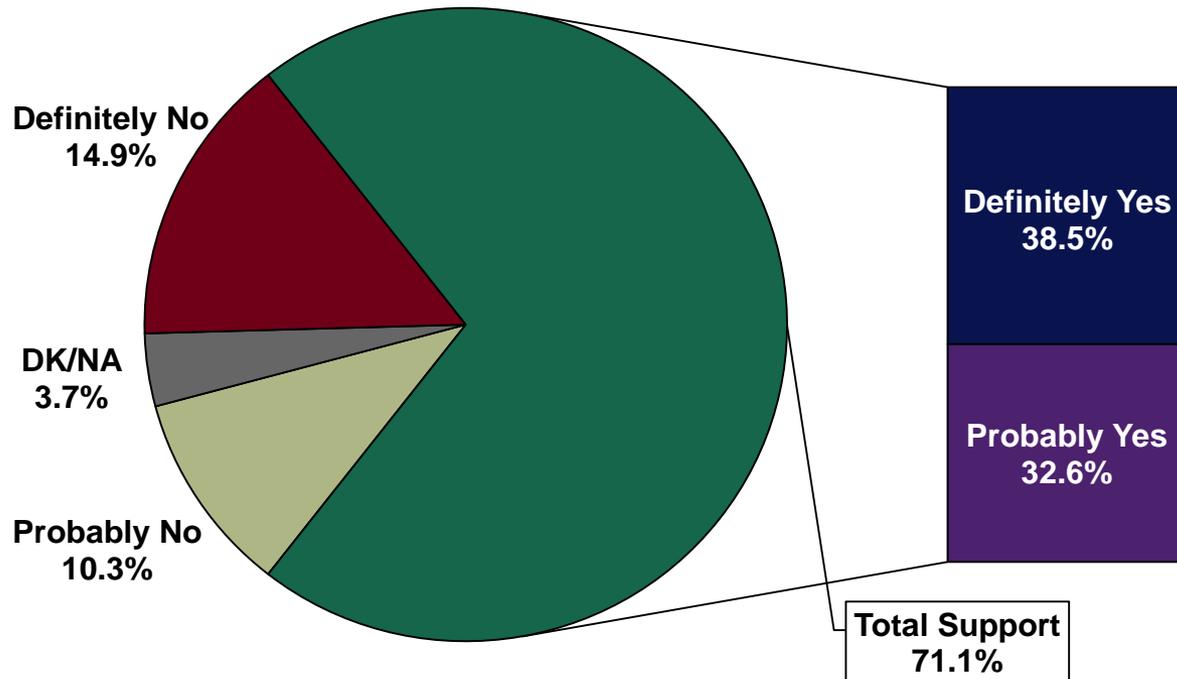


To provide local funding for maintaining general City of Belmont services and facilities, such as:

- fixing potholes;
- repairing streets and storm drains;
- maintaining 9-1-1 emergency response and neighborhood police patrols;
- reducing congestion and improving safety on streets;
- protecting Bay water quality; and
- maintaining parks, open space, and modernizing sports fields;

shall Belmont enact a 1/2 cent sales tax, providing \$1.5 million dollars annually for 30 years, requiring citizen's oversight, independent annual audits, with all funds for City of Belmont services only, and no funds for Sacramento? If the election were held today, would you vote yes or no on this measure?

## Q2. Uninformed Support for a conceptual Special Sales Tax is Within the Margin of Error



To provide local funding to repair Belmont's infrastructure and facilities, such as:

- fixing potholes;
- repairing aging streets and storm drains;
- reducing traffic congestion and improving safety on streets;
- protecting water quality in creeks and the Bay; and
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# Understanding a Mean



In addition to the analysis of the percent of the responses, some results are discussed with respect to an average score. To derive the overall influence of a feature in the Community Priorities questions, a number value was assigned to each response category – in this case “Much More Likely” = +2, “Somewhat More Likely” = +1, “No Effect” = 0, “Somewhat Less Likely” = -1, and “Much Less Likely” = -2. The number values that correspond to respondents’ answers were then averaged to produce a final score that reflects the overall importance of an issue. The resulting mean score makes the interpretation of the data considerably easier.

For the Community Priorities and Informational Statements questions of the survey, the reader will find mean scores. These mean scores represent the average response of each group. The table to the right shows the scales for each corresponding question. Responses of “DK/NA” were not included in the calculations of the means for any question.

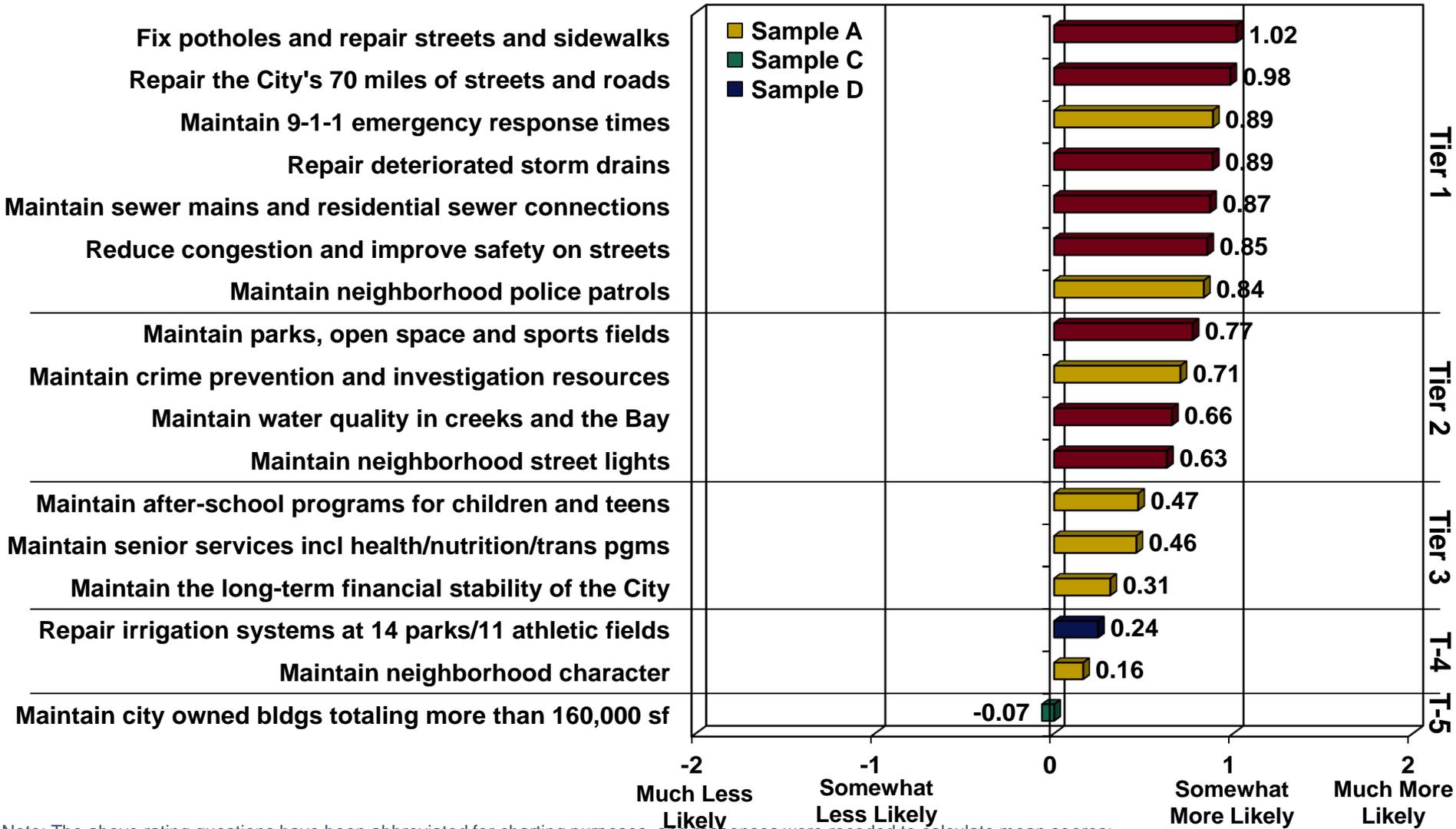
As the table at the right shows, the scales for the Community Priorities and Informational Statements differ slightly. This is because the context of the two questions differs and the “less likely” responses do not make sense to respondents in the context of Informational Statements question set.

| Measure                            | Scale    | Values  |
|------------------------------------|----------|---|
| Community Priorities (page 8 & 9)  | +2 to -2 | +2.0 = “Much More Likely”<br>+1.0 = “Somewhat More Likely”<br>0.0 = “No Effect”<br>-1.0 = “Somewhat Less Likely”<br>-2.0 = “Much Less Likely” |
| Informational Statements (page 10) | +2 to 0  | +2.0 = “Much More Likely”<br>+1.0 = “Somewhat More Likely”<br>0.0 = “No Effect”   |

# Community Priorities

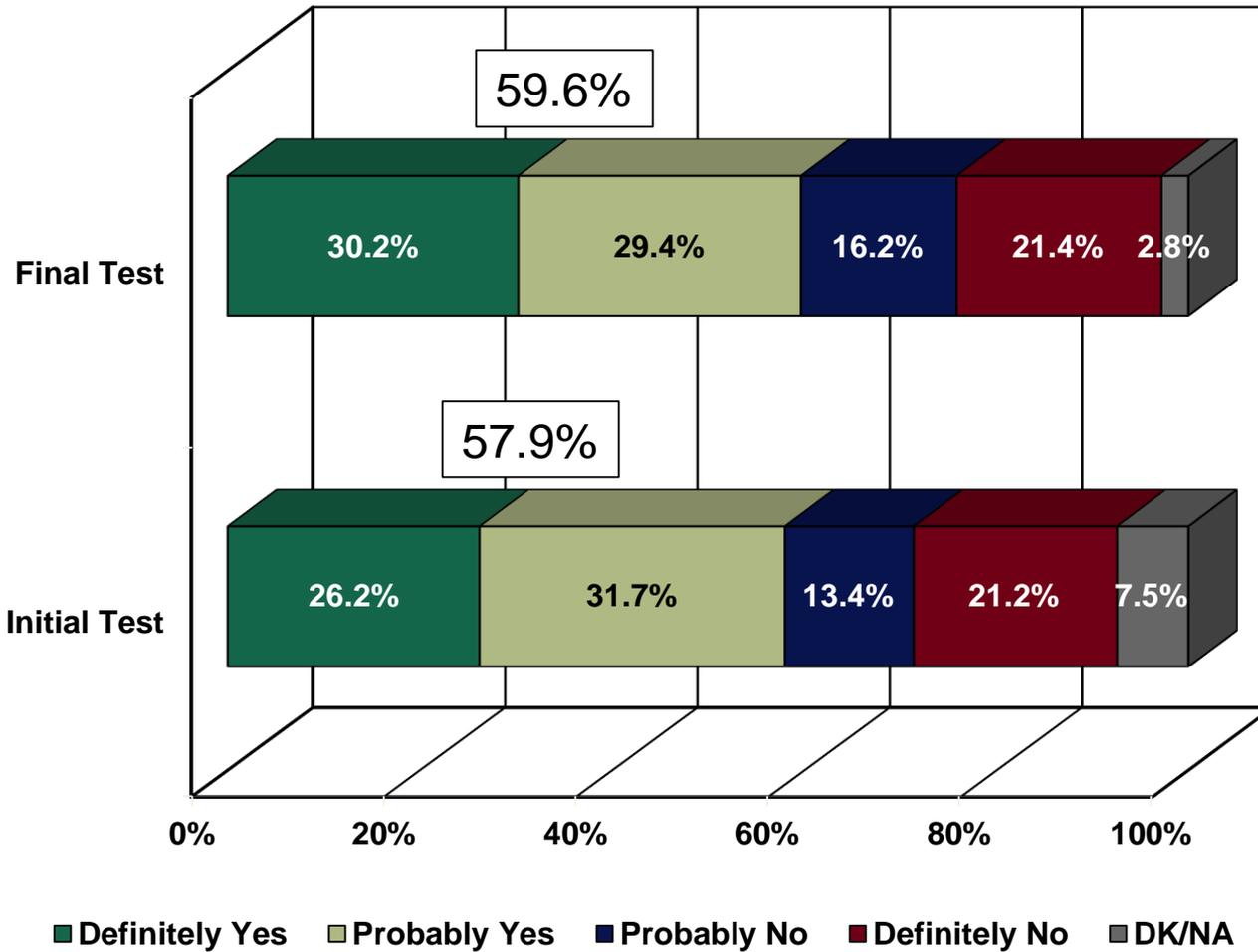


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Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely"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

# Q6. Informed Support for a conceptual General Sales Tax Remains Above the Simple Majority Requirement Threshold

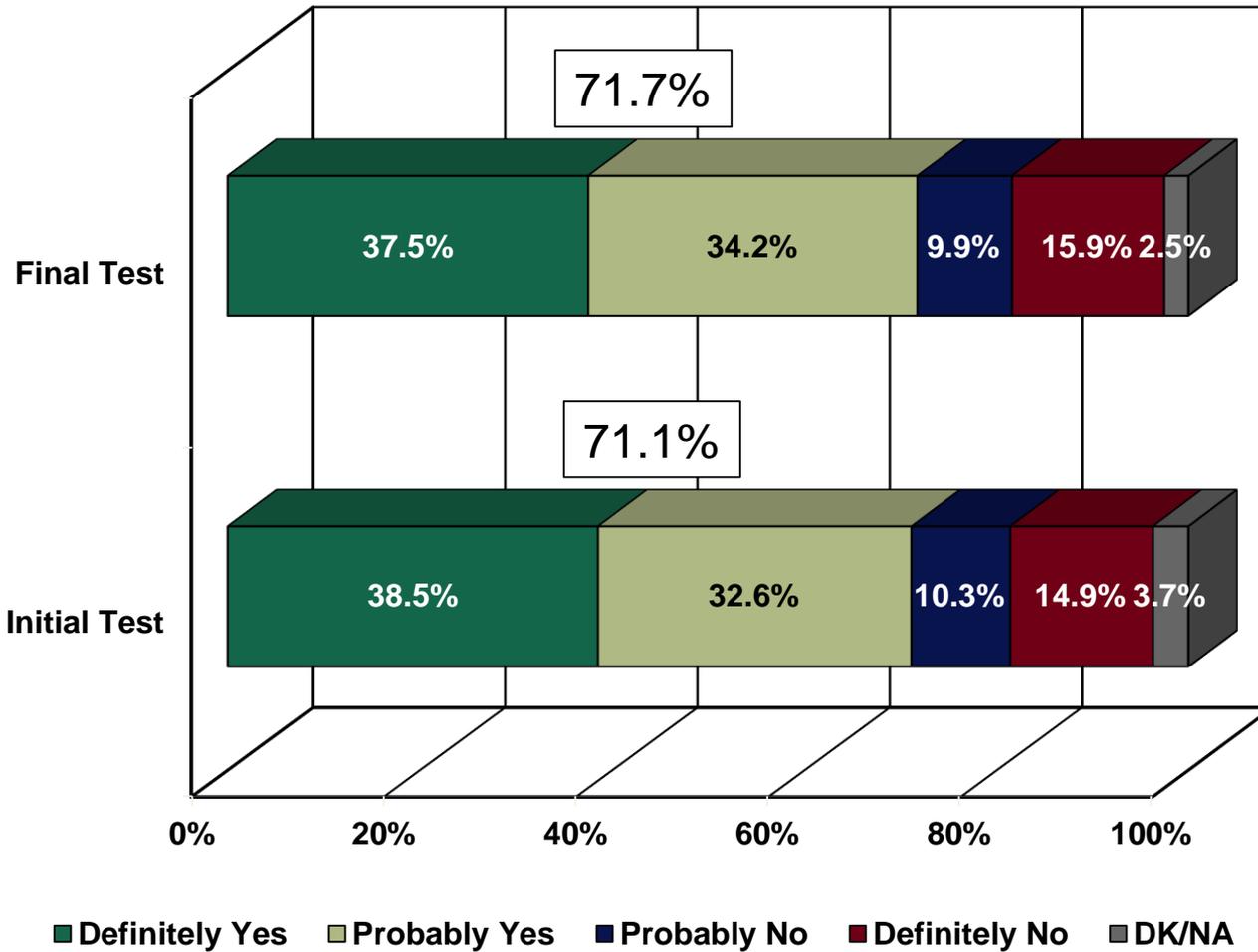


To provide local funding for maintaining general City of Belmont services and facilities, such as:

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- maintaining 9-1-1 emergency response and neighborhood police patrols;
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shall Belmont enact a 1/2 cent sales tax, providing \$1.5 million dollars annually for 30 years, requiring citizen's oversight, independent annual audits, with all funds for City of Belmont services only, and no funds for Sacramento? If the election were held today, would you vote yes or no on this measure?

# Q9. Informed Support for a Conceptual Special Sales Tax Remains within the Margin of Error



To provide local funding to repair Belmont's infrastructure and facilities, such as:

- fixing potholes;
- repairing aging streets and storm drains;
- reducing traffic congestion and improving safety on streets;
- protecting water quality in creeks and the Bay; and
- maintaining parks, open space, and modernizing sports fields;

shall Belmont enact a 1/2 cent sales tax, providing \$1.5 million dollars annually for 30 years, requiring citizen's oversight, independent annual audits, with all funds for City of Belmont services only, and no funds for Sacramento? If the election were held today, would you vote yes or no on this measure?

- The Survey revealed substantial support for two conceptual Belmont funding measures
  - The conceptual general sales tax registers support above the necessary threshold for passage, while the conceptual special sales tax registers support within the margin of error
  
- Key community priorities include:
  - Fixing potholes and repairing streets and sidewalks
  - Repairing the City's 70 miles of streets and roads
  - Maintaining 9-1-1 emergency response times
  - Repairing deteriorating storm drains
  - Maintaining sewer mains and residential sewer connections
  - Reducing congestion and improve safety on streets, including Alameda and Ralston
  - Maintaining neighborhood police patrols
  
- Key information respondents want to understand include:
  - Belmont's streets and roads are the worst in the County and rank among the lowest 7% in the entire Bay area. Our streets are deteriorating and riddled with racks, and many are on steep hillsides.
  - Belmont's 50-year-old storm drain system is completely inadequate to deal with major storms, and some neighborhoods have no storm drains at all. Whenever it rains, drains back up, causing flooding.
  - This measure will give Belmont local control over local funds for local needs – requiring that our tax dollars are spent for Belmont residents. No funds can be taken by Sacramento.
  - The City's storm drain infrastructure is over 50 years old and many pipes are completely deteriorated and rusted through. Improving local storm drains will help protect the environment and water quality by reducing runoff
  - Funding from a potential measure will improve the safety on streets and roads like Alameda and Ralston, and on our neighborhood streets too.
  
- The City of Belmont should continue plans to allow Belmont residents to consider a general sales tax measure.



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