

**MOORPARK CITY COUNCIL
AGENDA REPORT**

TO: Honorable City Council
FROM: Hugh Riley, Assistant City Manager 
DATE: January 17, 2014 (CC Meeting of 2/5/14)
SUBJECT: Consider Results from the Voter Opinion Survey

BACKGROUND

On July 12, 2013, the City entered into an Agreement with True North Research, Inc. (True North) to design and conduct a statistically reliable survey of Moorpark voters to profile community priorities as they relate to the services, programs, and facilities provided by the city, as well as gauge voters' willingness to fund said services and facilities through a local revenue measure.

On October 2, 2013, staff presented a report to City Council to consider a recommended survey approach. Councilmembers had numerous questions and requested the item be continued to the meeting of October 16, 2013, and that the consultant be present to answer questions and explain in further detail his recommendations. An Ad Hoc Committee (Mayor Parvin and Councilmember Van Dam) worked with staff to review a draft survey instrument and finalize a recommended survey approach.

On October 16, 2013 staff returned to the City Council with the item and the consultant was present to answer questions and explain the survey methodology in further detail. The recommended survey approach was approved and True North conducted the voter opinion survey during November 2013.

DISCUSSION

Before discussion of the survey and results, staff will recap the budgetary expenditure reductions and deficits. Over the last decade, the City of Moorpark has been faced with difficult budgetary decisions due to a multitude of factors including the recessed economy, the demise of redevelopment, an aging infrastructure, and annual increases in maintenance and contractual services. The City has continued to utilize its General Fund (GF) reserve to fund shortfalls; however, this is not a viable long term solution. The City needs to take a hard look at the balance of further reducing services and expenditures and increasing revenues while maintaining a prudent GF reserve and setting aside appropriate funds for long term capital and maintenance needs.

Over the last few years, the City has taken a number of actions to reduce GF expenditures including:

- Elimination of seven (7) full-time management positions and one (1) competitive service position saving the GF approximately \$800,000 per year.
- Reduction of employee benefits including the City contribution to health benefits.
- Combination of the School Resource Officer and the Community Services officer to reduce law enforcement costs. (in F.Y. 15-16., one-half of the School Resource Officer is funded from the General Fund Reserve)
- Reduction of park maintenance service levels.
- Payment of unfunded liabilities to California Public Employee Retirement System (CalPERS) Side Fund, Other Post-Employment Benefit (OPEB), and California Joint Powers Insurance Authority (CJPIA) general insurance liability to take advantage of low interest rates and to eliminate or reduce the need for annual payments.

Still, even with the above actions the City faces a number of concerns that need to be considered not only for short term sustainability but for their long-term benefit or consequences for the City including:

- Increases in standard service agreement costs including a 3% projected average annual increase for Police Services which has increased at a faster pace than any other service in the GF at \$180,000 in FY 2013/14.
- The increasing need for the GF to augment funding for landscape and parks maintenance funds at approximately \$2,254,000 annually.
- Street and road maintenance needs are anticipated to be underfunded at \$459,000 annually over the next five (5) years for basic sidewalk, chip seal, and slurry projects. Overlay project needs are anticipated to be underfunded at another \$909,000 annually over the next five (5) years. This equates to an annual shortfall of \$1.368 million for street and road projects.
- The City owns vehicles, computers, playground equipment at the parks and other assets that need replacement on a regular recurring schedule. The City has not been setting aside funds for these replacements. An infusion of \$2.8 million is in order to catch-up on these set-aside funds. The estimated yearly set-aside is approximately \$300,000.
- Property tax revenue is flat with minimal growth expected in the next few years.
- The practice of reducing the General Fund Reserve to fund shortfalls has reduced investment earnings. However, the City should not be overly dependent on these earnings to help balance the budget.
- No GF money is available for capital projects unless taken from the reserve. Money needs to be set aside for future capital projects including city hall, library expansion, streets, parks, and building maintenance and upgrade projects. As an example, based on current general obligation bond interest rates, the City could expect to pay approximately \$2,360,000 per year in debt service for a 30 year bond issue for the

\$35,000,000 Civic Center Project (City Hall and Library Expansion).

- Negative impact from internet sales on sales tax revenues. (Although there has not been a complete analysis, this trend has begun to impact this revenue stream across the state.)

The primary purpose of the survey was to produce an unbiased, statistically reliable evaluation of voters' interest in establishing a local sales tax to fund essential municipal services. In addition to assessing the feasibility of a sales tax ballot measure which must be submitted to the County by late June, the survey was designed to identify how to structure a measure so that it is consistent with the community's priorities and expressed needs. Using a combination of recruiting and data collection methods, the survey was administered to a random sample of 473 voters who are likely to participate in the November 2014 election, with a subset who are also likely to participate in the lower-turnout June 2014 election. Interviews were conducted between November 9 and November 24, 2013.

The results of the survey suggest that, if crafted appropriately and combined with an effective public education effort, the proposed sales tax measure has a reasonable chance of being supported by the necessary proportion of voters in November 2014. To enhance the measure's chances of passage, True North recommends that the measure be crafted as a General Tax, the tax rate not exceed ¼ percent, that the additional tax sunset in four to five years, that informational outreach efforts and communications focus on core city services that are priorities for voters, and that the City receive professional assistance in crafting the measure and with communications.

If the Council were to direct staff to proceed with True North recommendations, there would be a number of steps needed including identifying and retaining a communications consultant, forming a citizen's support committee representing a broad spectrum of the community, and other activities to help inform the public of the City's budget concerns.

FISCAL IMPACT

If the Council directs staff to proceed there would be additional expense involved with preparing and presenting a ballot measure for the November 2014 Election. Staff would seek the City Council's approval for any related costs. Revenue generated annually from a ¼ percent sales tax is estimated to be approximately \$1.3 million.

STAFF RECOMMENDATION

1. Authorize staff to proceed with the steps necessary for the preparation of a ballot measure for an amount and duration as selected by the City Council.
2. Direct staff to hire a consulting firm to assist with public communications and stakeholder outreach.

3. Direct staff and the selected consulting firm to work with the City Attorney to craft the necessary documents, resolutions and ordinance to proceed with a ballot measure.

Attachment: Revenue Measure Feasibility Study

NOTE: True North will have a presentation prepared on the survey results.

REVENUE MEASURE FEASIBILITY STUDY
SURVEY REPORT

PREPARED FOR THE
CITY OF MOORPARK



DECEMBER 2, 2013

ATTACHMENT



741 GARDEN VIEW COURT, SUITE 208
ENCINITAS CA 92024
760.632.9900 WWW.TN-RESEARCH.COM

THIS PAGE INTENTIONALLY LEFT BLANK

TABLE OF CONTENTS

Table of Contents	i
List of Tables	iii
List of Figures	iv
Introduction	1
Motivation for Research	1
Overview of Methodology.....	2
Organization of Report.....	2
Acknowledgments	2
Disclaimer	2
About True North.....	2
Just the Facts	3
Quality of Life & Town Services.....	3
Initial Ballot Test	3
Projects & Programs.....	3
Positive Arguments	4
Interim Ballot Test	4
Negative Arguments.....	4
Final Ballot Test	4
Conclusions	5
Quality of Life & City Services	8
Overall quality of life	8
Question 2	8
Ways to Improve Quality of Life	9
Question 3	9
Overall Satisfaction with City Services.....	10
Question 4	10
Initial Ballot Test	12
Question 5	12
Support by Subgroups	12
Support at 1/4 Percent Tax Rate.....	13
Question 6	14
Reasons for Not Supporting Measure	14
Question 7	14
Projects & Programs	15
Question 8	15
Spending Project Ratings by Subgroup	16
Positive Arguments	17
Question 9	17
Positive Arguments by Initial Support.....	18
Interim Ballot Test	19
Question 10	19
Support by Subgroups	19
Negative Arguments	21
Question 11	21
Negative Arguments by Initial Support	21
Final Ballot Test	23
Question 12	23
Change in Support	24
Background & Demographics	26
Methodology	27
Questionnaire Development	27
Programming & Pre-Test.....	27



Sample, Recruiting & Data Collection 27
Statistical Margin of Error 27
Data Processing 29
Rounding 29
Questionnaire & Toplines..... 30



LIST OF TABLES

Table 1	Demographic Breakdown of Support at Initial Ballot Test	13
Table 2	Top Projects & Programs by Position at Initial Ballot Test	16
Table 3	Top Positive Arguments by Position at Initial Ballot Test	18
Table 4	Demographic Breakdown of Support at Interim Ballot Test	20
Table 5	Negative Arguments by Position at Initial Ballot Test	22
Table 6	Demographic Breakdown of Support at Final Ballot Test	24
Table 7	Movement Between Initial & Final Ballot Tests	25
Table 8	Demographics of Sample	26



LIST OF FIGURES

Figure 1	Quality of Life	8
Figure 2	Quality of Life by Years in Moorpark, Child in Hsld & Party	8
Figure 3	Quality of Life by Gender, Home Type & Age	9
Figure 4	Changes to Improve Moorpark	9
Figure 5	Overall Satisfaction	10
Figure 6	Overall Satisfaction by Years in Moorpark, Child in Hsld & Party	10
Figure 7	Overall Satisfaction by Gender, Home Type & Age	11
Figure 8	Initial Ballot Test	12
Figure 9	Initial Ballot Test at One-Quarter Cent	14
Figure 10	Reasons For Not Supporting Measure	14
Figure 11	Projects & Programs	15
Figure 12	Positive Arguments	17
Figure 13	Interim Ballot Test	19
Figure 14	Negative Arguments	21
Figure 15	Final Ballot Test	23
Figure 16	Maximum Margin of Error Due to Sampling	28

INTRODUCTION

Located in scenic Ventura County, the City of Moorpark is known for its quality of life, sense of community, and safety. Incorporated in 1983 and currently home to an estimated 34,904 residents¹, the City's team of full-time and part-time employees provides a full suite of municipal services through multiple departments and divisions, including Administrative Services, City Manager's Office, Community Development, Finance, Human Resources, Library, Parks, Recreation & Community Services, Public Safety, and Public Works.

As Moorpark has grown, so too have the demands placed upon its facilities, services, infrastructure, and staff. Unfortunately, the City's revenue streams have not kept pace with the growing demands and escalating costs, leading to shortfalls in recent years in the funding required to provide essential municipal services at the desired levels of service. Despite being efficient, fiscally responsible, and making significant budget cuts in recent years in response to the economic downturn and State raids on the City's finances, the City of Moorpark faces continued budget shortfalls in the future unless services are cut further and/or additional revenue sources are realized.²

MOTIVATION FOR RESEARCH The primary purpose of this study was to produce an unbiased, statistically reliable evaluation of voters' interest in establishing a local sales tax to fund essential municipal services. In addition to assessing the feasibility of a sales tax ballot measure, the survey was designed to identify how to structure a measure so that it is consistent with the community's priorities and expressed needs. Toward this end, the study was designed to:

- Gauge current, *baseline* support for a local sales tax increase to ensure adequate funding for general municipal services
- Identify the types of services and projects that voters are most interested in funding, should the measure pass
- Expose voters to arguments in favor of—and against—the proposed tax measure to gauge how information affects support for the measure
- Estimate support for the measure once voters are presented with the types of information they will likely be exposed to during the election cycle

It is important to note at the outset that voters' opinions about tax measures are often somewhat fluid, especially when the amount of information they initially have about a measure is limited. How voters think and feel about a measure today may not be the same way they think and feel once they have had a chance to hear more information about the measure during the election cycle. Accordingly, to accurately assess the feasibility of establishing a sales tax increase to fund municipal services, it was important that in addition to measuring *current* opinions about the measure (Question 5), the survey expose respondents to the types of information voters are likely to encounter during an election cycle—including arguments in favor (Question 9) and opposed (Question 11) to the measure—and gauge how this information ultimately impacts their voting decision (Questions 10 & 12).

1. Source: California Department of Finance estimate for January 2013.

2. For more on the City's financial position, see *City Manager's Budget Message for Fiscal Year 2013/2014*, City of Moorpark Agenda Report May 20, 2013.

OVERVIEW OF METHODOLOGY For a full discussion of the research methods and techniques used in this study, turn to *Methodology* on page 27. In brief, the survey used a combination of mailed invitations and phone calls to recruit participation in the survey from randomly selected voters in the City of Moorpark who are likely to participate in the November 2014 election, with a subset who are also likely to participate in the lower-turnout June 2014 election. A total of 473 voters participated online or by telephone between November 9 and November 24, 2013. The telephone interviews averaged 15 minutes in length.

ORGANIZATION OF REPORT This report is designed to meet the needs of readers who prefer a summary of the findings as well as those who are interested in the details of the results. For those who seek an overview of the findings, the sections titled *Just the Facts* and *Conclusions* are for you. They provide a summary of the most important factual findings of the survey in bullet-point format and a discussion of their implications. For the interested reader, this section is followed by a more detailed question-by-question discussion of the results from the survey by topic area (see *Table of Contents*), as well as a description of the methodology employed for collecting and analyzing the data. And, for the truly ambitious reader, the questionnaire used for the interviews is contained near the conclusion of this report (see *Questionnaire & Toplines* on page 30) and a complete set of crosstabulations for the survey results is contained in Appendix A.

ACKNOWLEDGMENTS True North thanks the City of Moorpark for the opportunity to conduct the study, as well as for staff's and the Council subcommittee's contributions to the design of the survey. Their collective expertise, local knowledge, and insight improved the overall quality of the research presented here.

DISCLAIMER The statements and conclusions in this report are those of the authors (Dr. Timothy McLarney and Richard Sarles) at True North Research, Inc. and not necessarily those of the City of Moorpark. Any errors and omissions are the responsibility of the authors.

ABOUT TRUE NORTH True North is a full-service survey research firm that is dedicated to providing public agencies with a clear understanding of the values, perceptions, priorities and concerns of their residents and voters. Through designing and implementing scientific surveys, focus groups and one-on-one interviews, as well as expert interpretation of the findings, True North helps its clients to move with confidence when making strategic decisions in a variety of areas—such as planning, policy evaluation, performance management, organizational development, establishing fiscal priorities, passing revenue measures, and developing effective public information campaigns.

During their careers, Dr. McLarney and Mr. Sarles have designed and conducted over 800 survey research studies for public agencies—including more than 300 studies for California municipalities and more than 250 revenue measure feasibility studies. Of the measures that have gone to ballot based on Dr. McLarney's recommendation, more than 94% have been successful. In total, the research that Dr. McLarney has conducted has led to over \$22 billion in successful local revenue measures.

JUST THE FACTS

The following section is an outline of the main factual findings from the survey. For the reader's convenience, we have organized the findings according to the section titles used in the body of this report. Thus, if you would like to learn more about a particular finding, simply turn to the appropriate report section.

QUALITY OF LIFE & TOWN SERVICES

- Ninety-four percent (94%) of voters shared favorable opinions of the quality of life in Moorpark, with 40% reporting it is excellent and 54% stating it is good. An additional 5% of voters indicated that the quality of life in the city is fair, whereas 1% used poor or very poor to describe the quality of life in Moorpark and 1% were unsure or unwilling to answer the question.
- When asked what changes the city government could make to improve the quality of life in Moorpark, the most common suggestions were reducing truck traffic (26%), reducing traffic congestion in general (14%), improving dining and shopping opportunities in Moorpark (10%), limiting growth and development (7%), improving parks and recreation facilities (7%), and improving/preserving historic areas of the city/High Street (5%).
- Nearly nine-in-ten respondents (86%) indicated that they were satisfied with the City's efforts to provide municipal services, with 43% stating that they were *very* satisfied. Approximately 9% of voters reported that they were dissatisfied in this respect, whereas 5% were unsure or unwilling to state their opinion.

INITIAL BALLOT TEST

- With only the information provided in the ballot language, 49% of respondents indicated they would definitely or probably support the proposed half-percent local sales tax at this stage in the survey, whereas 45% stated they would oppose the measure and 7% were unsure or unwilling to share their vote choice.
- Reducing the tax rate to one-quarter percent resulted in 5% additional voters indicating that they would probably support the proposed sales tax measure, bringing total support for a one-quarter percent measure to 54%.
- Those who opposed the measure at this point in the survey were most likely to cite a concern about taxes already being too high, a perception that the City needs to improve how it manages its budget and/or reduce spending, and a need for more information as the reasons for their position.

PROJECTS & PROGRAMS

- Among the projects and services that could be funded by the measure, voters most strongly favored paving, maintaining and repairing local streets (83% strongly or somewhat favor), followed closely by keeping parks, public areas and landscapes clean and well-maintained (81%), removing graffiti (80%), providing quick responses to 9-1-1 emergencies (79%), maintaining and repairing sidewalks (77%), and providing police services including crime prevention and investigations (74%).

POSITIVE ARGUMENTS

When presented with arguments in favor of the measure, voters found the following arguments to be the most persuasive:

- *By keeping our city safe, clean and well-maintained, this measure will help protect our quality of life and our property values.*
- *All money raised by the measure will stay in Moorpark to fund essential city services. It can't be taken away by the State or used for other purposes.*
- *A half-cent sales tax increase means that if you spend 100 dollars at a local store, the tax increase will be just 50 cents. That is a small price to pay to ensure that our city stays safe, clean and well-maintained.*

INTERIM BALLOT TEST

- After being presented with services and capital improvements that could be funded as well as arguments in favor of the measure, overall support for the proposed half-percent sales tax measure among voters increased to 52%, with 24% of voters indicating that they would *definitely* vote yes on the measure. Approximately 40% of respondents opposed the measure at this point in the survey, and an additional 8% were unsure or unwilling to state their vote choice.

NEGATIVE ARGUMENTS

Of the arguments in opposition to the measure, voters found the following arguments to be the most persuasive:

- *This measure is a blank check. Because it is a 'general tax', there is no way to ensure the City spends the money on what they say they will.*
- *The State of California just raised the sales tax last year. Now the City wants to raise the sales tax again? That's not fair to taxpayers.*
- *People are having a hard time making ends meet with high unemployment and a sluggish economy. Now is NOT the time to be raising taxes.*

FINAL BALLOT TEST

- After being presented with services that could be funded as well as arguments in favor and opposed to the measure, support for the half-percent sales tax measure was found among 49% of voters, with 21% indicating that they would *definitely* support the measure. Approximately 43% of respondents were opposed to the measure at the Final Ballot Test, and 9% were unsure or unwilling to state their vote choice.

C O N C L U S I O N S

The bulk of this report is devoted to conveying the details of the study findings. In this section, however, we attempt to 'see the forest through the trees' and note how the collective results of the survey answer the key questions that motivated the research. The following conclusions are based on True North's interpretations of the survey results and the firm's collective experience conducting revenue measure studies for public agencies throughout the State.

Is it feasible to place a local sales tax measure on the ballot in 2014?

Yes. Moorpark voters have a high opinion of the quality of life in the city as well as the City's performance in providing municipal services. These sentiments combine to create natural support for a sales tax increase to fund essential municipal services that is within the range of what is needed for a general sales tax to pass under California law (50%). On the natural, 49% of Moorpark voters who are likely to cast a ballot in the November 2014 election indicated that they would support a one-half percent sales tax increase to fund essential city services such as police, crime prevention and 9-1-1 emergency response services, paving, maintaining and repairing local streets, parks and recreation, library services, and keeping the city clean and well-maintained. At a rate of one-quarter percent, support for the measure increased to 54%.

The results of this feasibility study suggest that, if crafted appropriately and combined with an effective public education effort, the proposed sales tax measure has a reasonable chance of being supported by the necessary proportion of voters in 2014.

Having stated that the sales tax measure has a reasonable chance of being successful in 2014, it is also important to note that this conclusion comes with several qualifications and conditions. Indeed, although the results are promising, all tax measures must overcome challenges prior to being successful. The proposed measure is no exception. The following paragraphs discuss some of the challenges and the next steps that True North recommends.

How will the tax rate affect support for the measure?

Naturally, the willingness of voters to support a specific revenue measure can be contingent, in part, on the tax rate associated with a measure. The higher the rate, all other things being equal, the lower the level of aggregate support that can be expected. It is important that the rate be set at a level that the necessary proportion of voters view as affordable.

Although fluctuations in the proposed tax rate did not have a large impact on Moorpark voters' willingness to support the proposed measure, the 5% increase in support for the measure that occurred when the rate was reduced from one-half to one-quarter percent was necessary for voter support to exceed the simple majority required for passage of a general sales tax. Support for a one-half percent increase was 49%,

whereas support for a one-quarter percent increase was 54%. For this reason, True North recommends that the City set the tax rate increase at one-quarter percent.

Which projects and services do Moorpark voters view as priorities?

A general tax is “any tax imposed for general governmental purposes”³ and is distinguished from a special tax in that the funds raised by a general tax are not earmarked for a specific purpose(s). Thus, a general tax provides a city with a great deal of flexibility with respect to what is funded by the measure on a year-to-year basis.

Although the City Council would have the discretion to decide how to spend the general sales tax revenues, the survey results indicate that Moorpark voters are most interested in using the proceeds to pave, maintain and repair local streets, keep parks, public areas and landscapes clean and well-maintained, remove graffiti, provide quick responses to 9-1-1 emergencies, maintain and repair sidewalks, and provide police services including crime prevention and investigations. To the extent allowed, the ballot language and public education efforts should make clear that the measure will provide funding for these core service areas.

How might public education affect support for the proposed measure?

As noted in the body of this report, individuals’ opinions about revenue measures are often not rigid, especially when the amount of information presented to the public on a measure has been limited. Thus, in addition to gauging current support for the measure, one of the goals of this study was to explore how the introduction of additional information about the measure may affect voters’ opinions about the proposed sales tax.

It is clear from the survey results that voters’ opinions about the proposed sales tax measure are somewhat sensitive to the nature—and amount—of information that they have about the measure. Information about the specific services and capital improvements that could be funded by the sales tax, as well as arguments in favor of the measure, were found by many voters to be compelling reasons to support the measure. Moreover, this information played an important role in preventing a significant erosion of support for the measure once respondents were exposed to the types of opposition arguments they will likely encounter during an election cycle.

How might the economic or political climate alter support for the measure?

A survey is a snapshot in time—which means the results of this study and the conclusions noted above must be viewed in light of the current economic and political climates. Despite ongoing concerns about the housing market, unemployment, and the lingering effects of the recession, voter support for the proposed measure was reasonably strong,

3. Section 1, Article XIII C, California Constitution.

which speaks volumes about the value that Moorpark voters place on having high quality city services. Nevertheless, should the economy and/or political climate continue to improve, support for a measure could increase. Conversely, negative economic and/or political developments, especially at the local level, could dampen support for a measure below what was recorded in this study.

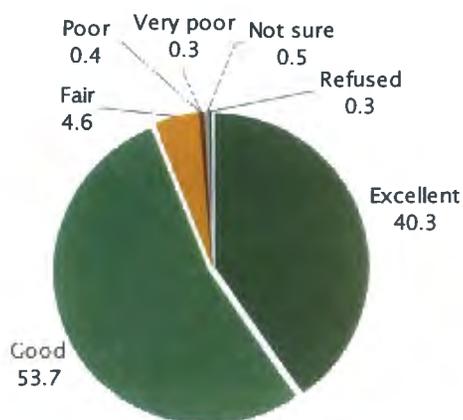
QUALITY OF LIFE & CITY SERVICES

The opening series of questions in the survey were designed to profile voters' opinions regarding the quality of life in Moorpark, their ideas for changes the City could implement to improve the quality of life in Moorpark, as well as their assessment of the City's overall performance in providing municipal services.

OVERALL QUALITY OF LIFE At the outset of the interview, respondents were asked to rate the overall quality of life in Moorpark using a five-point scale of excellent, good, fair, poor, or very poor. As shown in Figure 1 below, 94% of respondents shared favorable opinions of the quality of life in Moorpark, with 40% reporting it is excellent and 54% stating it is good. An additional 5% of residents indicated that the quality of life in the city is fair, whereas 1% used poor or very poor to describe the quality of life in Moorpark and 1% were unsure or unwilling to answer the question.

Question 2 *How would you rate the overall quality of life in the City? Would you say it is excellent, good, fair, poor or very poor?*

FIGURE 1 QUALITY OF LIFE



For the interested reader, Figures 2 and 3 present the responses to this question by length of residence, presence of a child in the home, partisan affiliation, gender, home type, and age. Although there were some differences in the perceived quality of life across subgroups, the most striking pattern in the figures is the relative *consistency* of positive opinions. Regardless of subgroup category, voters generally held very positive opinions regarding the quality of life in Moorpark.

FIGURE 2 QUALITY OF LIFE BY YEARS IN MOORPARK, CHILD IN HSLD & PARTY

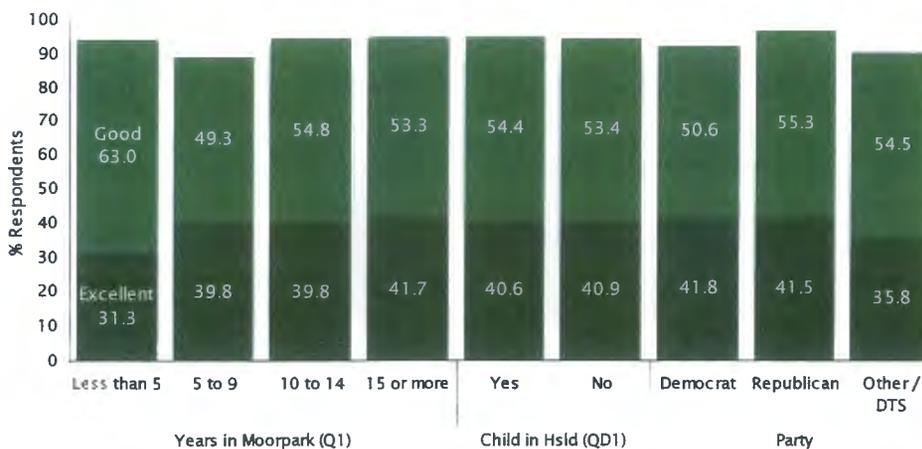
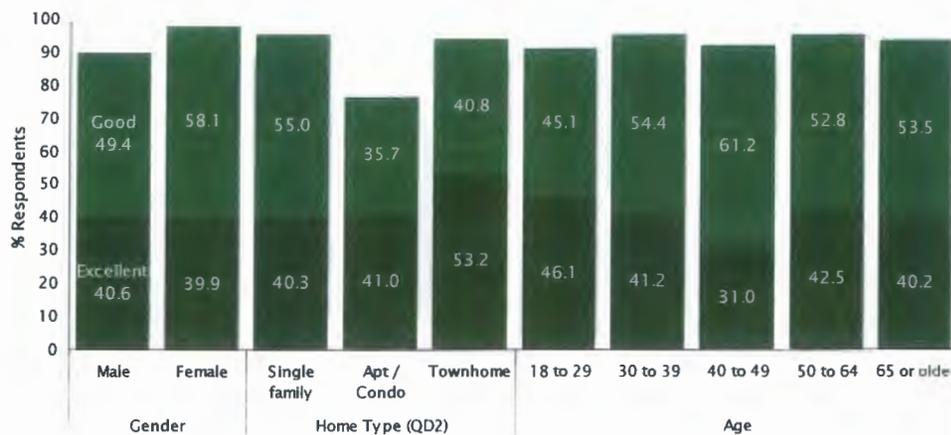


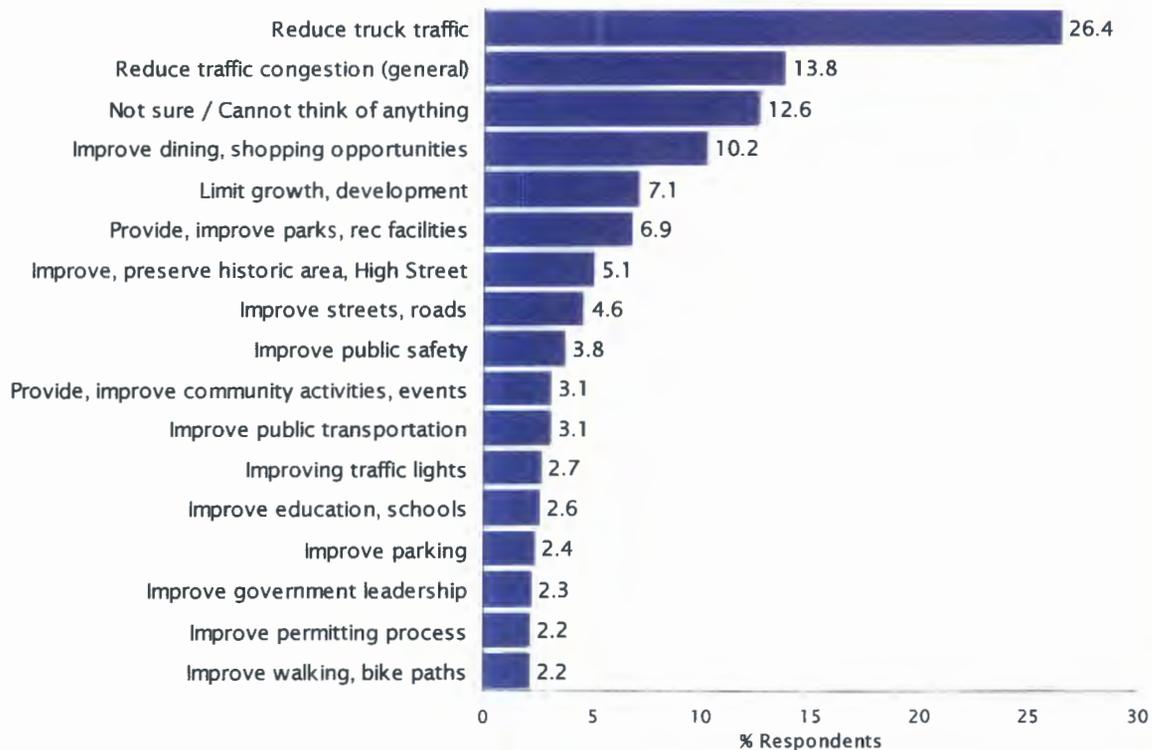
FIGURE 3 QUALITY OF LIFE BY GENDER, HOME TYPE & AGE



WAYS TO IMPROVE QUALITY OF LIFE The next question in the opening series asked respondents to indicate one thing that the city government could change to make Moorpark a better place to live, now and in the future. Question 3 was asked in an open-ended manner, which allowed respondents to mention any change that came to mind without be prompted by or restricted to a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown below in Figure 4.

Question 3 *If the City government could change one thing to make Moorpark a better place to live now and in the future, what change would you like to see?*

FIGURE 4 CHANGES TO IMPROVE MOORPARK

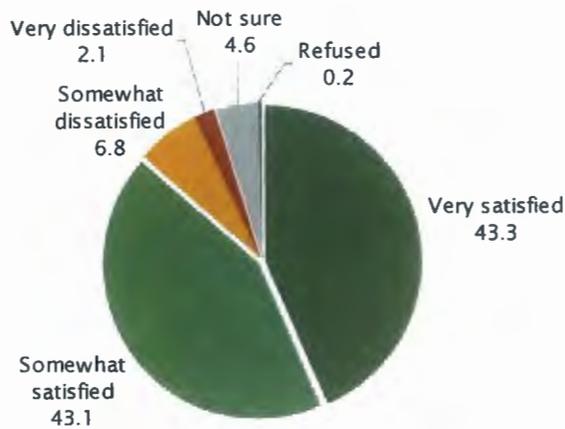


Among the specific improvements that were cited, the most common were reducing truck traffic (26%), reducing traffic congestion in general (14%), improving dining and shopping opportunities in Moorpark (10%), limiting growth and development (7%), improving parks and recreation facilities (7%), and improving/preserving historic areas of the city/High Street (5%). No other single issue was mentioned by at least 5% of respondents.

OVERALL SATISFACTION WITH CITY SERVICES The final question in this series asked respondents if, overall, they were satisfied or dissatisfied with the job the City of Moorpark is doing to provide municipal services. Because this question does not reference a specific program, facility, or service and requested that the respondent consider the City's performance in general, the findings of this question may be regarded as an *overall performance rating* for the City.

Question 4 *Generally speaking, are you satisfied or dissatisfied with the job the City of Moorpark is doing to provide city services?*

FIGURE 5 OVERALL SATISFACTION



As shown in Figure 5, nearly nine-in-ten respondents (86%) indicated that they were satisfied with the City's efforts to provide municipal services, with 43% stating that they were *very* satisfied. Approximately 9% of voters reported that they were dissatisfied in this respect, whereas 5% were unsure or unwilling to state their opinion. At least 81% of Moorpark voters in every identified subgroup indicated that they were satisfied with the City's overall performance in providing municipal services (see Figures 6 & 7).

FIGURE 6 OVERALL SATISFACTION BY YEARS IN MOORPARK, CHILD IN HSLD & PARTY

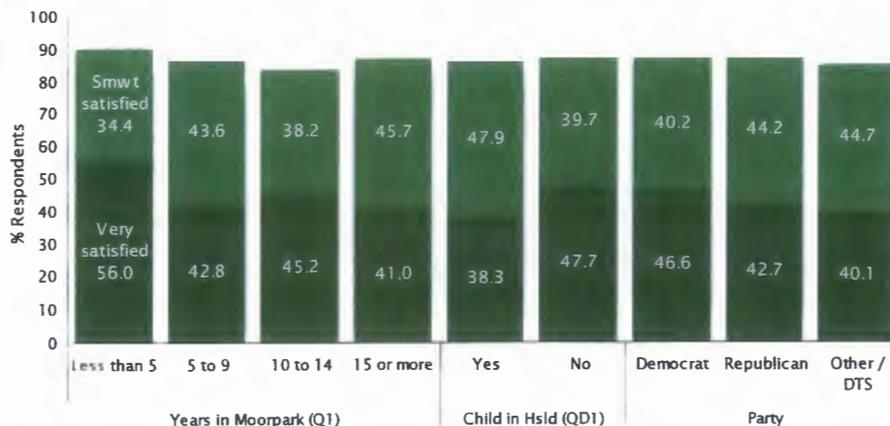
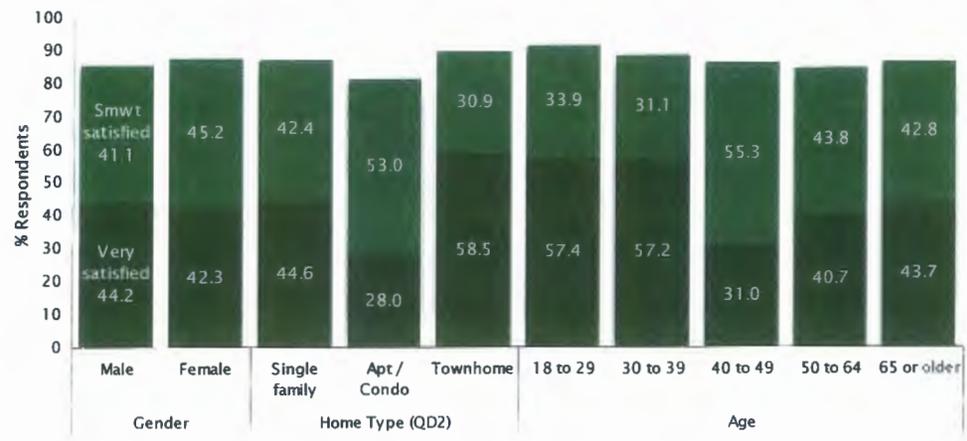


FIGURE 7 OVERALL SATISFACTION BY GENDER, HOME TYPE & AGE



INITIAL BALLOT TEST

The primary research objective of this survey was to estimate voters' support for establishing a one-half percent general sales tax increase to fund essential city services, such as police, crime prevention and 9-1-1 emergency response services, paving, maintaining and repairing local streets, parks and recreation, library services, and keeping the city clean and well-maintained. To this end, Question 5 was designed to take an early assessment of voters' support for the proposed measure.

The motivation for placing Question 5 up-front in the survey is twofold. First, voter support for a measure can often depend on the amount of information they have about a measure. At this point in the survey, the respondent has not been provided information about the proposed measure beyond what is presented in the ballot language. Question 5—also known as the Initial Ballot Test—is thus a good measure of voter support for the proposed measure *as it is today*, on the natural. Because the Initial Ballot Test provides a gauge of natural support for the measure, it also serves a second purpose in that it provides a useful baseline from which to judge the impact of various information items conveyed later in the survey on voter support for the measure.

Question 5 *Next year, voters in Moorpark will have the opportunity to vote on a number of State and local issues. Let me read you a summary of one local measure you may be asked to vote on. In order to provide funding for essential city services, such as police, crime prevention and 9-1-1 emergency responses services; paving, maintaining and repairing local streets; parks and recreation; library services; and keeping the city clean and well-maintained shall the City of Moorpark enact a one-half cent sales tax for a period not to exceed five years, with independent audits, annual reports to the community, and all money staying local? If the election were held today, would you vote yes or no on this measure?*

FIGURE 8 INITIAL BALLOT TEST

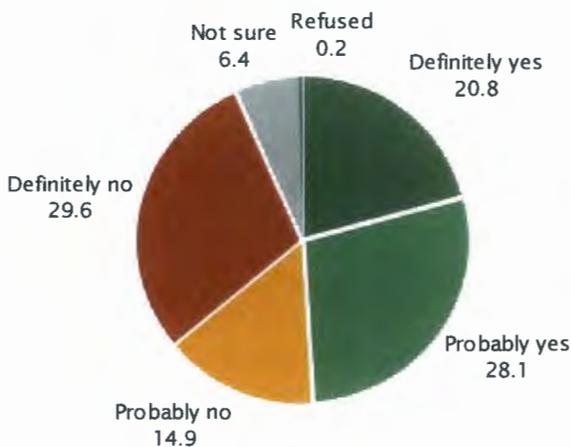


Figure 8 presents the results of the Initial Ballot Test among all 473 respondents who are likely to participate in the November 2014 election. Overall, 49% of respondents indicated they would definitely or probably support the measure at this stage in the survey, whereas 45% stated they would oppose the measure and 7% were unsure or unwilling to share their vote choice. The support levels recorded at the Initial Ballot Test were approximately 1% less than the simple majority required for passage of a general sales tax under California law.

SUPPORT BY SUBGROUPS Table 1 on the next page shows how support for the sales tax measure at the Initial Ballot Test varied by key demographic variables. The blue column (Approximate % of Voter Universe) indicates the percentage of the likely November 2014 electorate that each subgroup category comprises. As noted in the table, support for the proposed sales tax measure varied substantially across voter subgroups, including by length of residence, home

type, partisanship and household party type, age, and registration date. It is noteworthy, however, that support for the proposed sales tax measure among high propensity voters who are likely to participate in the lower turnout June 2014 primary election was similar to that expressed by the larger universe of voters who are expected to participate in the higher turnout November 2014 election.

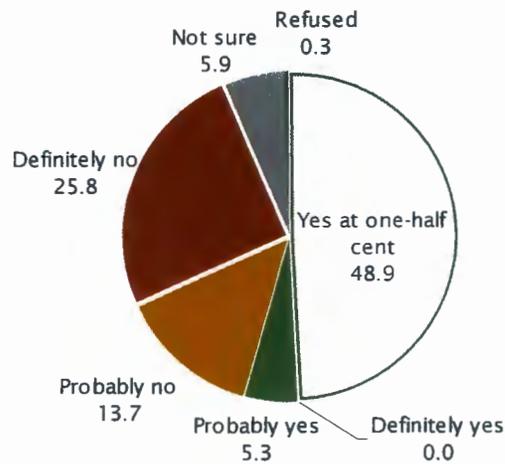
TABLE 1 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT INITIAL BALLOT TEST

		Approximate % of Voter Universe	% Probably or Definitely Yes	% Not sure
Overall		100	48.9	7.1
Years in Moorpark (Q1)	Less than 5	9	64.2	6.6
	5 to 9	12	63.1	5.4
	10 to 14	16	38.2	4.1
	15 or more	63	46.7	7.1
Child in Hsld (QD1)	Yes	39	48.4	7.1
	No	61	52.7	7.1
Gender	Male	50	50.7	7.1
	Female	50	47.1	7.1
Home Type (QD2)	Single family	89	49.0	7.1
	Apt / Condo	5	70.9	2.8
	Townhome	6	38.6	7.1
Household Party Type	Single dem	7	57.9	5.6
	Dual dem	12	71.2	9.0
	Single rep	9	44.8	8.0
	Dual rep	24	37.2	5.0
	Other	15	53.1	7.1
	Mixed	33	46.7	7.1
Age	18 to 29	12	49.5	7.1
	30 to 39	11	48.5	7.1
	40 to 49	18	37.8	7.1
	50 to 64	41	49.7	7.1
	65 or older	18	58.1	7.1
Registration Year	2013 to 2009	27	55.9	7.1
	2008 to 2005	21	49.5	7.1
	2004 to 2001	13	39.1	7.1
	2000 or before	44	48.0	7.1
Party	Democrat	39	64.5	7.1
	Republican	47	39.3	7.1
	Other / DTS	14	48.5	7.1
Homeowner on Voter File	Yes	86	46.9	7.1
	No	14	61.7	7.1
Likely to Vote by Mail	Yes	55	47.0	7.1
	No	4	51.1	7.1
Likely June 2014 Voter	Yes	15	49.5	7.1
	No	87	48.0	7.1

SUPPORT AT 1/4 PERCENT TAX RATE The ballot language in Question 5 indicated that the measure would raise the local sales tax rate by up to one-half percent. Respondents who opposed the measure at the Initial Ballot Test or were unsure were subsequently asked if they would support the proposed sales tax if the rate increase were instead one-quarter percent. As shown in Figure 9 on the next page, reducing the tax rate to one-quarter percent resulted in 5% additional voters indicating that they would probably support the proposed sales tax measure, bringing total support for the measure to 54%.

Question 6 *What if the measure I just described raised the sales tax by a lower amount: one-quarter cent instead of one-half cent? Would you vote yes or no on the measure?*

FIGURE 9 INITIAL BALLOT TEST AT ONE-QUARTER CENT

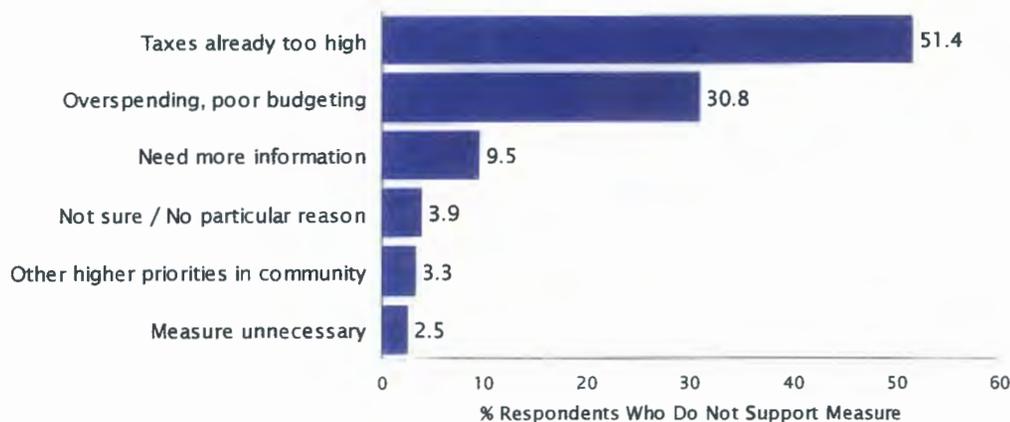


REASONS FOR NOT SUPPORTING MEASURE Respondents who opposed the measure at Question 6 (or were unsure) were subsequently asked if there was a particular reason for their position. Question 7 was asked in an open-ended manner, thereby allowing respondents to mention any reason that came to mind without being prompted by or restricted to a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 10. Please note that the percentage results shown in the figure apply only to those voters who initially opposed the measure or were unsure—they do not reflect all voters surveyed.

The most frequently-mentioned reasons for opposing the sales tax were a concern about taxes already being too high (51%), a perception that the City needs to improve how it manages its budget and/or reduce spending (31%), and a need for more information (10%).

Question 7 *Is there a particular reason why you do not support the measure I just described?*

FIGURE 10 REASONS FOR NOT SUPPORTING MEASURE



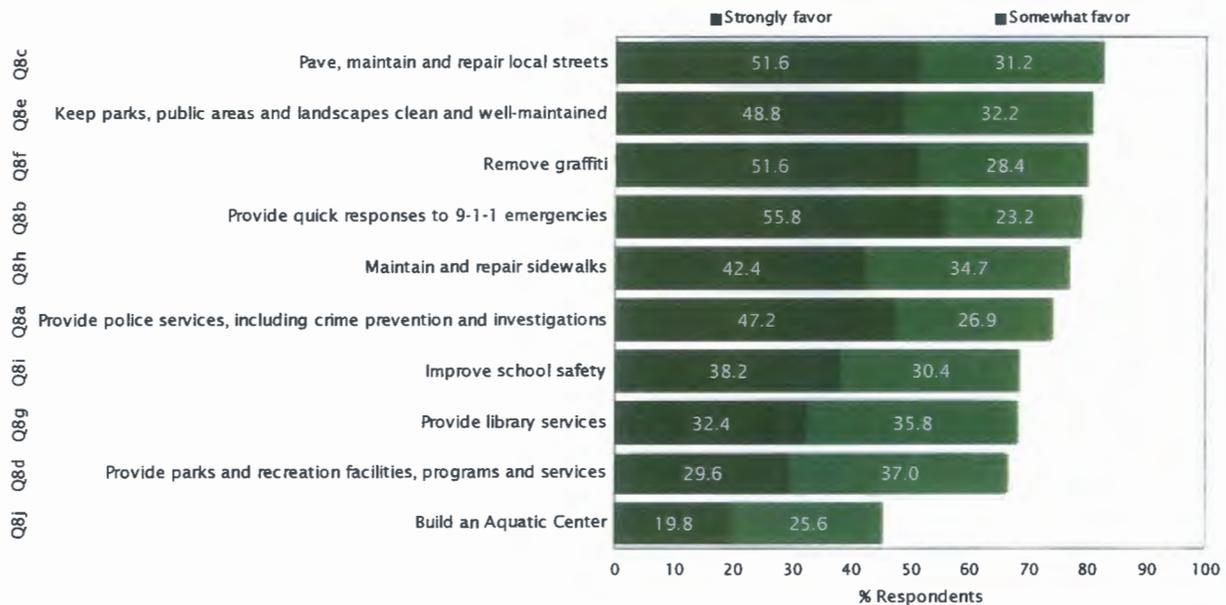
PROJECTS & PROGRAMS

The ballot language presented in Question 5 indicated that the proposed sales tax measure would be used to fund essential city services such as police, crime prevention and 9-1-1 emergency response services, paving, maintaining and repairing local streets, parks and recreation, library services, and keeping the city clean and well-maintained. The purpose of Question 8 was to provide respondents with the full range of programs and improvements that may be funded by the proposed measure, and to identify which of these items voters most favored funding with sales tax proceeds.

After reading each item that may be funded by the measure, respondents were asked if they would favor or oppose spending some of the money on that particular item assuming that the measure passes. Truncated descriptions of the items tested, as well as voters' responses, are shown in Figure 11 below.⁴

Question 8 *The measure we've been discussing could fund a variety of projects and services in the City of Moorpark. If the measure passes, would you favor or oppose using some of the money to: _____, or do you not have an opinion?*

FIGURE 11 PROJECTS & PROGRAMS



Overall, the item that resonated with the largest percentage of respondents was paving, maintaining and repairing local streets (83% strongly or somewhat favor), followed closely by keeping parks, public areas and landscapes clean and well-maintained (81%), removing graffiti (80%), providing quick responses to 9-1-1 emergencies (79%), maintaining and repairing sidewalks (77%), and providing police services including crime prevention and investigations (74%). At the other end of the spectrum, voters were notably less enthused with the prospect of using sales tax proceeds to build a joint-use Aquatic Center (45%).

4. For the full text of the items tested, turn to Question 8 in *Questionnaire & Toplines* on page 30.

SPENDING PROJECT RATINGS BY SUBGROUP Table 2 presents the top five projects (showing the percentage of respondents who *strongly* favor each) by position at the Initial Ballot Test. Not surprisingly, individuals who initially opposed the measure were generally less likely to favor spending money on a given project or service when compared with supporters and those who were initially undecided. Nevertheless, initial supporters, opponents, and the undecided did agree on four of the top five priorities for funding.

TABLE 2 TOP PROJECTS & PROGRAMS BY POSITION AT INITIAL BALLOT TEST

Position at Initial Ballot Test (Q5)	Item	Program or Project Summary	% Strongly Favor
Probably or Definitely Yes (n = 232)	Q8b	Provide quick responses to 9-1-1 emergencies	75
	Q8e	Keep parks, public areas and landscapes clean and well-maintained	70
	Q8a	Provide police services, including crime prevention and investigations	68
	Q8c	Pave, maintain and repair local streets	68
	Q8f	Remove graffiti	64
Probably or Definitely No (n = 210)	Q8f	Remove graffiti	36
	Q8b	Provide quick responses to 9-1-1 emergencies	35
	Q8c	Pave, maintain and repair local streets	30
	Q8a	Provide police services, including crime prevention and investigations	24
	Q8e	Keep parks, public areas and landscapes clean and well-maintained	23
Not Sure (n = 108)	Q8c	Pave, maintain and repair local streets	71
	Q8e	Maintain and repair sidewalks	70
	Q8a	Provide police services, including crime prevention and investigations	67
	Q8b	Provide quick responses to 9-1-1 emergencies	67
	Q8f	Remove graffiti	67

POSITIVE ARGUMENTS

If the City Council chooses to place a sales tax measure on an upcoming ballot, voters will be exposed to various arguments about the measure in the ensuing months. Proponents of the measure will present arguments to try to persuade voters to support the measure, just as opponents may present arguments to achieve the opposite goal. For this study to be a reliable gauge of voter support for a general sales tax measure, it is important that the survey simulate the type of discussion and debate that will occur prior to the vote taking place and identify how this information ultimately shapes voters' opinions about the measure.

The objective of Question 9 was thus to present respondents with arguments in favor of the proposed measure and identify whether they felt the arguments were convincing reasons to support it. Arguments in opposition to the measure were also presented and will be discussed later in this report (see *Negative Arguments* on page 21). Within each series, specific arguments were administered in random order to avoid a systematic position bias.

Question 9 *What I'd like to do now is tell you what some people are saying about the measure we've been discussing. Supporters of the measure say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to SUPPORT the measure?*

FIGURE 12 POSITIVE ARGUMENTS

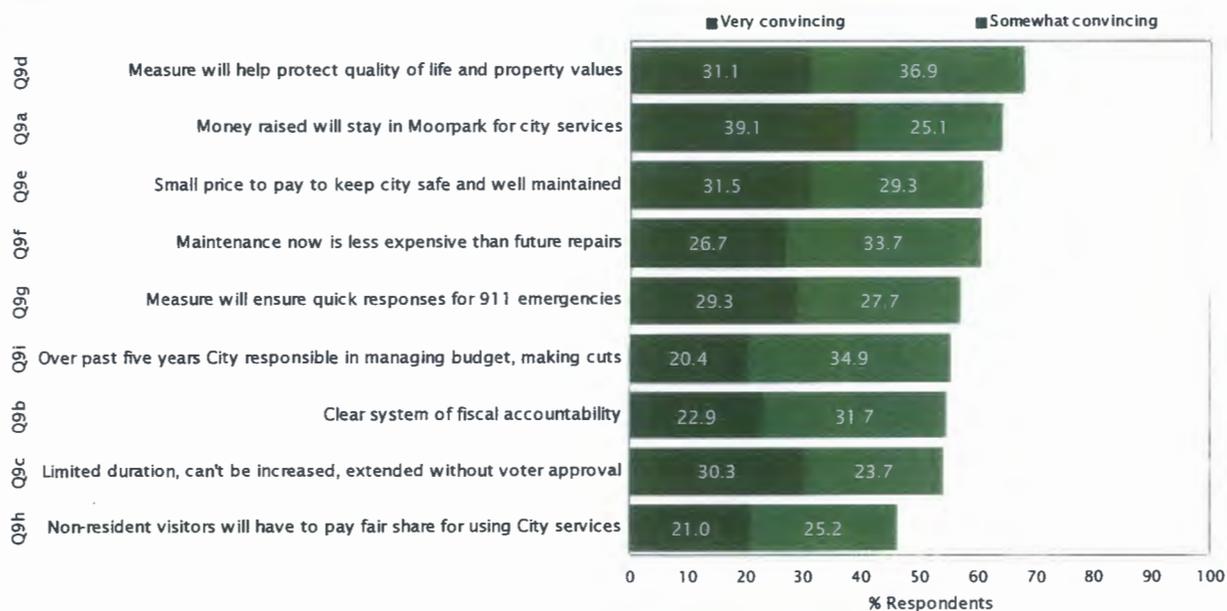


Figure 12 above presents the truncated positive arguments tested, as well as voters' reactions to the arguments. The arguments are ranked from most convincing to least convincing based on the percentage of respondents who indicated that the argument was either a 'very convincing' or 'somewhat convincing' reason to support the measure. Using this methodology, the most compelling positive arguments were: *By keeping our city safe, clean and well-maintained, this measure will help protect our quality of life and our property values (68%), All money raised by the measure will stay in Moorpark to fund essential city services. It can't be taken away by the State*

or used for other purposes (64%), and A half-cent sales tax increase means that if you spend 100 dollars at a local store, the tax increase will be just 50 cents. That is a small price to pay to ensure that our city stays safe, clean and well-maintained (61%).

POSITIVE ARGUMENTS BY INITIAL SUPPORT Table 3 lists the top five most convincing positive arguments (showing the percentage of respondents who cited it as *very* convincing) according to respondents' vote choice at the Initial Ballot Test. The most striking pattern in the table is that the positive arguments resonated with a much higher percentage of voters who were initially inclined to support the measure when compared with voters who initially opposed the measure or were unsure. Nevertheless, four arguments were ranked among the top five most compelling by all three groups.

TABLE 3 TOP POSITIVE ARGUMENTS BY POSITION AT INITIAL BALLOT TEST

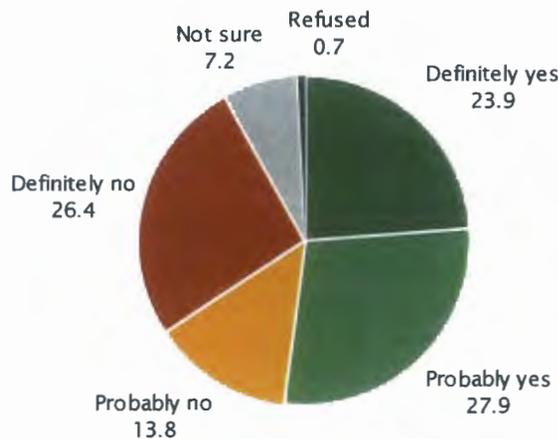
Position at Initial Ballot Test (Q5)	Item	Positive Argument Summary	% Very Convincing
Probably or Definitely Yes (n = 232)	Q9a	Money raised will stay in Moorpark for city services	64
	Q9d	Measure will help protect quality of life and property values	54
	Q9e	Small price to pay to keep city safe and well maintained	52
	Q9c	Limited duration, can't be increased, extended without voter approval	51
Probably or Definitely No (n = 210)	Q9g	Measure will ensure quick responses for 911 emergencies	49
	Q9a	Money raised will stay in Moorpark for city services	11
	Q9e	Small price to pay to keep city safe and well maintained	10
	Q9h	Non-resident visitors will have to pay fair share for using City services	10
	Q9c	Limited duration, can't be increased, extended without voter approval	9
	Q9g	Measure will ensure quick responses for 911 emergencies	8

INTERIM BALLOT TEST

After exposing respondents to the types of positive arguments they may encounter during an election cycle, the survey again presented voters with the ballot language used previously to gauge how their support for the proposed sales tax measure may have changed. As shown in Figure 13, overall support for the proposed half-percent sales tax measure among voters increased to 52%, with 24% of voters indicating that they would *definitely* vote yes on the measure. Approximately 40% of respondents opposed the measure at this point in the survey, and an additional 8% were unsure or unwilling to state their vote choice.

Question 10 *Sometimes people change their mind about a measure once they have more information about it. Now that you have heard a bit more about the measure, let me read you a summary of it again. In order to provide funding for essential city services, such as police, crime prevention and 9-1-1 emergency responses services; paving, maintaining and repairing local streets; parks and recreation; library services; and keeping the city clean and well-maintained shall the City of Moorpark enact a one-half cent sales tax for a period not to exceed five years, with independent audits, annual reports to the community, and all money staying local? If the election were held today, would you vote yes or no on this measure?*

FIGURE 13 INTERIM BALLOT TEST



SUPPORT BY SUBGROUPS Table 4 on the next page shows how support for the measure at this point in the survey varied by key voter subgroups, as well as the percentage change in subgroup support when compared with the Initial Ballot Test. Positive differences appear in green, whereas negative differences appear in red. As shown in the table, support for the sales tax measure increased by small amounts (+5% or less) for most subgroups between the Initial and Interim Ballot Test, although certain subgroups (new residents, voters under 40, and those who registered to vote in Moorpark between 2005 and 2008) posted double-digit increases in support for the sales tax measure based on the information they learned after the Initial Ballot Test.

TABLE 4 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT INTERIM BALLOT TEST

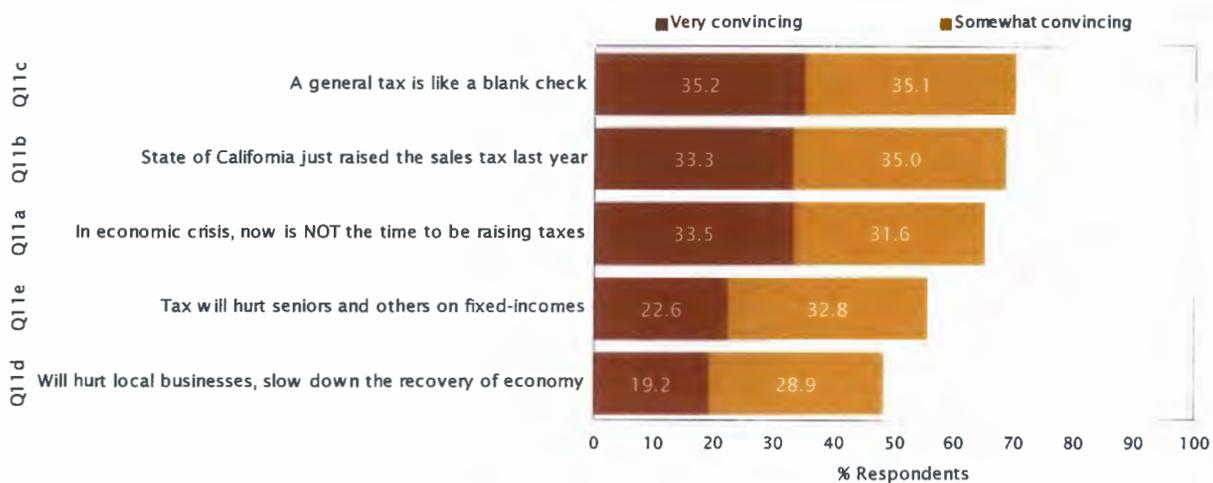
		Approximate % of Voter Universe	% Probably or Definitely Yes	Change From Initial Ballot Test (Q5)
Overall		100	51.8	+2.9
Years in Moorpark (Q1)	Less than 5	9	74.7	+10.5
	5 to 9	12	61.8	-1.3
	10 to 14	16	39.9	+1.7
	15 or more	63	49.6	+2.9
Child in Hsld (QD1)	Yes	39	48.9	+0.5
	No	61	56.3	+3.6
Gender	Male	50	51.9	+1.2
	Female	50	51.7	+4.6
Home Type (QD2)	Single family	89	51.8	+2.7
	Apt / Condo	5	67.3	-3.6
	Townhome	6	50.4	+11.7
Household Party Type	Single dem	7	57.9	No change
	Dual dem	12	70.6	-0.7
	Single rep	9	42.9	-1.9
	Dual rep	24	37.9	+0.7
	Other	15	52.7	-0.5
	Mixed	33	55.8	+9.1
Age	18 to 29	12	66.1	+16.6
	30 to 39	11	58.8	+10.3
	40 to 49	18	39.8	+2.0
	50 to 64	41	49.3	-0.4
	65 or older	18	55.9	-2.2
Registration Year	2013 to 2009	22	55.1	-0.7
	2008 to 2005	21	62.7	+13.2
	2004 to 2001	13	41.6	+2.5
	2000 or before	44	47.8	-0.2
Party	Democrat	39	68.8	+4.3
	Republican	47	41.3	+2.0
	Other / DTS	14	51.4	+2.8
Homeowner on Voter File	Yes	86	50.2	+3.3
	No	14	61.7	+0.0
Likely to Vote by Mail	Yes	51	47.9	+0.9
	No	49	56.3	+5.1
Likely June 2014 Voter	Yes	48	50.9	+1.4
	No	52	53.4	+5.4

NEGATIVE ARGUMENTS

Whereas Question 9 presented respondents with arguments in favor of the measure, Question 11 presented respondents with arguments designed to elicit opposition to the measure. In the case of Question 11, however, respondents were asked whether they felt that the argument was a very convincing, somewhat convincing, or not at all convincing reason to *oppose* the measure. The arguments tested, as well as voters' opinions about the arguments, are presented in Figure 14.

Question 11 *Next, let me tell you what opponents of the measure are saying. Opponents of the measure say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to OPPOSE the measure?*

FIGURE 14 NEGATIVE ARGUMENTS



Among the negative arguments tested, the most compelling were: *This measure is a blank check. Because it is a 'general tax', there is no way to ensure the City spends the money on what they say they will* (70%), *The State of California just raised the sales tax last year. Now the City wants to raise the sales tax again? That's not fair to taxpayers* (68%), and *People are having a hard time making ends meet with high unemployment and a sluggish economy. Now is NOT the time to be raising taxes* (65%).

NEGATIVE ARGUMENTS BY INITIAL SUPPORT Table 5 on the next page ranks the negative arguments (showing the percentage of respondents who cited each as very convincing) according to respondents' vote choice at the Initial Ballot Test.

TABLE 5 NEGATIVE ARGUMENTS BY POSITION AT INITIAL BALLOT TEST

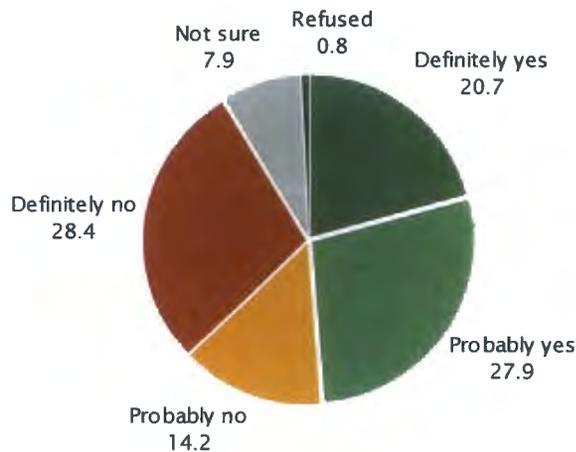
Position at Initial Ballot Test (Q5)	Item	Negative Argument Summary	% Very Convincing
Probably or Definitely Yes (n = 232)	Q11c	A general tax is like a blank check	21
	Q11a	In economic crisis, now is NOT the time to be raising taxes	16
	Q11b	State of California just raised the sales tax last year	13
	Q11e	Tax will hurt seniors and others on fixed-incomes	11
	Q11d	Will hurt local businesses, slow down the recovery of economy	7
Probably or Definitely No (n = 210)	Q11b	State of California just raised the sales tax last year	57
	Q11a	In economic crisis, now is NOT the time to be raising taxes	53
	Q11c	A general tax is like a blank check	51
	Q11e	Tax will hurt seniors and others on fixed-incomes	35
	Q11d	Will hurt local businesses, slow down the recovery of economy	34
Not Sure (n = 30)	Q11a	economic crisis, now is NOT the time to be raising taxes	33
	Q11c	A general tax is like a blank check	32
	Q11b	State of California just raised the sales tax last year	24
	Q11e	Tax will hurt seniors and others on fixed-incomes	9
	Q11d	Will hurt local businesses, slow down the recovery of economy	15

FINAL BALLOT TEST

Voters' opinions about ballot measures are often not rigid, especially when the amount of information presented to the public on a measure has been limited. An important goal of the survey was thus to gauge how voters' opinions about the proposed measure may be affected by the information they could encounter about the measure in the months leading up to a vote. After providing respondents with the wording of the proposed measure, projects and services that could be funded by the measure, as well as arguments in favor and against the proposal, respondents were again asked whether they would vote 'yes' or 'no' on the proposed half-percent local sales tax measure.

Question 12 *Now that you have heard a bit more about the measure, let me read you a summary of it one more time. In order to provide funding for essential city services, such as police, crime prevention and 9-1-1 emergency responses services; paving, maintaining and repairing local streets; parks and recreation; library services; and keeping the city clean and well-maintained shall the City of Moorpark enact a one-half cent sales tax for a period not to exceed five years, with independent audits, annual reports to the community, and all money staying local? If the election were held today, would you vote yes or no on this measure?*

FIGURE 15 FINAL BALLOT TEST



At this point in the survey, support for the sales tax measure was found among 49% of voters, with 21% indicating that they would *definitely* support the measure. Approximately 43% of respondents were opposed to the measure at the Final Ballot Test, and 9% were unsure or unwilling to state their vote choice.

CHANGE IN SUPPORT

Table 6 provides a closer look at how support for the proposed sales tax measure changed over the course of the interview by calculating the difference in support between the Initial, Interim, and Final Ballot Tests within various subgroups of voters. The percentage of support for the measure at the Final Ballot Test is shown in the column with the heading *% Probably or Definitely Yes*. The columns to the right show the difference between the Final and the Initial, and the Final and Interim Ballot Tests. Positive differences appear in green, whereas negative differences appear in red.

TABLE 6 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT FINAL BALLOT TEST

		Approximate % of Voter Universe	% Probably or Definitely Yes	Change From Initial Ballot Test (Q5)	Change From Interim Ballot Test (Q10)
Overall		100	48.6	-0.3	-3.2
Years in Moorpark (Q1)	Less than 5	9	69.0	+4.8	-5.8
	5 to 9	12	55.8	-7.3	-6.0
	10 to 14	16	37.9	-0.3	-2.0
	15 or more	53	47.1	+0.4	-2.6
Child in Hsld (QD1)	Yes	39	45.4	-3.0	-3.5
	No	61	53.6	+0.9	-2.7
Gender	Male	50	48.6	-2.1	-3.3
	Female	50	48.7	+1.5	-3.1
Home Type (QD2)	Single family	89	49.3	+0.3	-2.5
	Apt / Condo	5	67.3	-3.6	No change
	Townhome	11	38.6	No change	-11.7
Household Party Type	Single dem	7	55.6	-2.3	-2.3
	Dual dem	12	61.8	-9.4	-8.8
	Single rep	9	38.9	-5.9	-4.0
	Dual rep	24	33.5	-3.7	-4.4
	Other	15	54.2	+1.1	+1.6
	Mixed	31	53.4	+6.7	-2.4
Age	18 to 29	10	54.9	+5.3	-11.3
	30 to 39	11	55.8	+7.3	-3.0
	40 to 49	18	34.0	-3.9	-5.8
	50 to 64	41	47.5	-2.2	-1.8
	65 or older	18	57.2	-0.9	+1.3
Registration Year	2013 to 2009	22	50.8	-5.1	-4.4
	2008 to 2005	21	53.2	+3.6	-9.5
	2004 to 2001	13	40.4	+1.3	-1.3
	2000 or before	44	47.7	-0.3	-0.1
Party	Democrat	30	62.9	-1.5	-5.8
	Republican	47	38.0	-1.3	-3.3
	Other / DTS	24	51.6	+3.1	+0.3
Homeowner on Voter File	Yes	86	47.1	+0.2	-3.1
	No	14	58.0	-3.7	-3.7
Likely to Vote by Mail	Yes	53	46.0	-1.0	-1.9
	No	47	51.6	+0.5	-4.6
Likely June 2014 Voter	Yes	53	47.0	-2.5	-3.9
	No	47	51.4	+3.4	-1.9

As expected, voters generally responded to the negative arguments with a reduction in their support for the sales tax measure when compared with the levels recorded at the Interim Ballot Test. The general trend over the course of the entire survey (Initial to Final Ballot Test), however, was mixed—with modest decreases in support among some groups being offset by modest increases in support among others.

Whereas Table 6 displays change in support for the measure over the course of the interview at the subgroup level, Table 7 displays the individual-level changes that occurred between the Initial and Final Ballot Tests for the measure. On the left side of the table is shown each of the response options to the Initial Ballot Test and the percentage of respondents in each group. The cells in the body of the table depict movement within each response group (row) based on the information provided throughout the course of the survey as recorded by the Final Ballot Test. For example, in the first row we see that of the 20.8% of respondents who indicated that they would definitely support the measure at the Initial Ballot Test, 16.1% also indicated that they would definitely support the measure at the Final Ballot Test. Approximately 4.0% moved to the probably support group, 0.3% moved to the probably oppose group, 0.0% moved to the definitely oppose group, and 0.4% percent stated they were now unsure of their vote choice.

To ease interpretation of the table, the cells are color coded. Red shaded cells indicate declining support, green shaded cells indicate increasing support, whereas white cells indicate no movement. Moreover, within the cells, a white font indicates a fundamental change in the vote: from yes to no, no to yes, or not sure to either yes or no.

TABLE 7 MOVEMENT BETWEEN INITIAL & FINAL BALLOT TESTS

Initial Ballot Test (Q5)		Final Ballot Test (Q12)				
		Definitely support	Probably support	Probably oppose	Definitely oppose	Not sure
Definitely support	20.8%	16.1%	4.0%	0.3%	0.0%	0.4%
Probably support	28.1%	4.5%	20.2%	1.9%	0.2%	1.4%
Probably oppose	14.9%	0.0%	2.0%	9.4%	2.0%	1.5%
Definitely oppose	29.6%	0.2%	0.0%	2.3%	26.3%	0.9%
		0.0%	1.7%	0.3%	0.0%	4.5%

As one might expect, the information conveyed in the survey had the greatest impact on individuals who either weren't sure about how they would vote at the Initial Ballot Test or were tentative in their vote choice (probably yes or probably no). Moreover, Table 7 makes clear that although the information did impact some voters, it did not do so in a consistent way for all respondents. Some respondents found the information conveyed during the course of the interview to be a reason to become more supportive of the measure, whereas a similar percentage found the same information to be a reason to be less supportive. Despite 11% of respondents making a *fundamental*⁵ shift in their opinion about the measure over the course of the interview, the net impact is that support for the measure at the Final Ballot Test was the same as support at the Initial Ballot Test.

5. This is, they changed from a position of support, opposition or undecided at the Initial Ballot Test to a different position at the Final Ballot Test.

BACKGROUND & DEMOGRAPHICS

TABLE 8 DEMOGRAPHICS OF SAMPLE

<i>Total Respondents</i>	473
Years in Moorpark (Q1)	
Less than 5	8.8
5 to 9	12.4
10 to 14	15.9
15 or more	62.6
Refused	0.3
Child in Hsld (QD1)	
Yes	36.5
No	57.4
Refused	6.2
Gender	
Male	50.4
Female	49.6
Home Type (QD2)	
Single family	86.0
Apt / Condo	4.4
Townhome	5.7
Refused	3.8
Household Party Type	
Single dem	7.4
Dual dem	11.9
Single rep	8.5
Dual rep	24.2
Other	14.9
Mixed	33.1
Age	
18 to 29	11.6
30 to 39	11.1
40 to 49	18.0
50 to 64	40.8
65 or older	18.4
Registration Year	
2013 to 2009	22.3
2008 to 2005	21.2
2004 to 2001	12.6
2000 or before	43.8
Party	
Democrat	29.7
Republican	46.7
Other / DTS	23.6
Homeowner on Voter File	
Yes	85.9
No	14.1
Likely to Vote by Mail	
Yes	52.9
No	47.1
Likely June 2014 Voter	
Yes	63.4
No	36.6

In addition to questions directly related to the proposed measure, the study collected basic demographic information about respondents and their households. Some of this information was gathered during the interview, although much of it was collected from the voter file. The profile of the likely November 2014 voter sample used for this study is shown in Table 8.

M E T H O D O L O G Y

The following sections outline the methodology used in the study, as well as the motivation for using certain techniques.

QUESTIONNAIRE DEVELOPMENT Dr. McLarney of True North Research worked closely with the City of Moorpark to develop a questionnaire that covered the topics of interest and avoided possible sources of systematic measurement error, including position-order effects, wording effects, response-category effects, scaling effects, and priming. Several questions included multiple individual items. Because asking the items in a set order can lead to a systematic position bias in responses, items were asked in random order for each respondent.

Some of the questions asked in this study were presented only to a subset of respondents. For example, only individuals who did not support the sales tax measure at Question 5 or Question 6 were asked the follow-up open-ended Question 7 regarding their reasons for not supporting the measure. The questionnaire included with this report (see *Questionnaire & Toplines* on page 30) identifies the skip patterns that were used during the interview to ensure that each respondent received the appropriate questions.

PROGRAMMING & PRE-TEST Prior to fielding the survey, the questionnaire was CATI (Computer Assisted Telephone Interviewing) programmed to assist interviewers when conducting the telephone interviews, as well as web programmed to allow online participation. Both programs automatically navigate skip patterns, randomize the appropriate question items, and alert the interviewer (phone) or participant (web) to certain types of keypunching mistakes should they occur. The integrity of the questionnaire was pre-tested internally by True North prior to formally commencing the interviewing.

SAMPLE, RECRUITING & DATA COLLECTION The survey was administered to registered voters in the City of Moorpark who are likely to participate in the November 2014 election, with a subset of voters who are also likely to participate in the lower turnout June 2014 primary election. A total of 3,000 voters were mailed letters that invited them to participate in the study either online at a secure website or by telephone. Each voter was assigned a unique personal identification number (PIN), which prevented outsiders from participating in the survey and ensured that voters completed the survey only once. Following a two-week period of online data collection, True North began dialing into likely November 2014 voter households that had not yet participated in the online survey (including those that had received an invitation letter and those that had not). A total of 473 voters participated online or by telephone between November 9 and November 24, 2013. The telephone interviews averaged 15 minutes in length.

STATISTICAL MARGIN OF ERROR The final random sample of voters was representative of the age, gender, and partisanship of voters in the City who are likely to participate in the November 2014 election. The results of the sample can thus be used to estimate the opinions of *all* voters likely to participate in the November 2014 election. Because not all voters participated in the study, however, the results have what is known as a statistical margin of error due to sampling. The margin of error refers to the difference between what was found in the survey of 473 voters for a particular question and what would have been found if all 12,525 likely November 2014 voters identified in the City had been surveyed for the study.

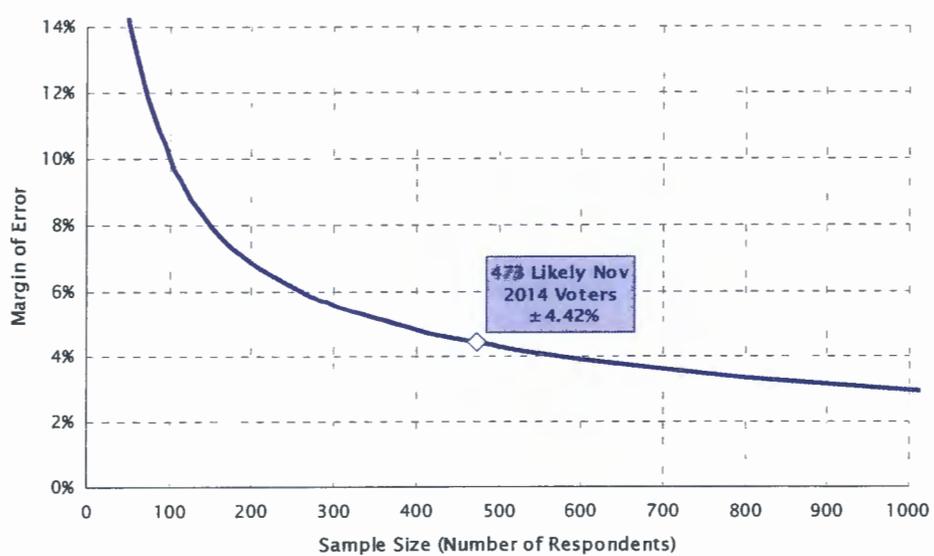
For example, in estimating the percentage of likely voters that would *definitely* support the measure at the Initial Ballot Test (Question 5 in the survey), the margin of error can be calculated if one knows the size of the population, the size of the sample, a confidence level, and the distribution of responses to the question. The appropriate equation for estimating the margin of error, in this case, is shown below.

$$\hat{p} \pm t \sqrt{\left(\frac{N-n}{N}\right) \frac{\hat{p}(1-\hat{p})}{n-1}}$$

Where \hat{p} is the proportion of voters who said *definitely yes* (0.21 for 21% in this example), N is the population size of likely voters (12,525), n is the sample size that received the question (473) and t is the upper $\alpha/2$ point for the t-distribution with $n-1$ degrees of freedom (1.96 for a 95% confidence interval). Solving the equation using these values reveals a margin of error of $\pm 3.60\%$. This means that with 21% of survey respondents indicating they would *definitely* support the measure at the Initial Ballot Test, we can be 95% confident that the actual percentage of all likely November 2014 voters that would definitely support the measure is between 17% and 25%.

Figure 16 provides a graphic plot of the *maximum* margin of error in this study. The maximum margin of error for a dichotomous percentage result occurs when the answers are evenly split such that 50% provide one response and 50% provide the alternative response. For this survey, the maximum margin of error is $\pm 4.42\%$.

FIGURE 16 MAXIMUM MARGIN OF ERROR DUE TO SAMPLING



Within this report, figures and tables show how responses to certain questions varied by subgroups such as age, gender, and partisan affiliation. Figure 16 is thus useful for understanding how the maximum margin of error for a percentage estimate will grow as the number of individuals asked a question (or in a particular subgroup) shrinks. Because the margin of error grows exponentially as the sample size decreases, the reader should use caution when generalizing and interpreting the results for small subgroups.

DATA PROCESSING Data processing consisted of checking the data for errors or inconsistencies, coding and recoding responses, and preparing frequency analyses, and crosstabulations.

ROUNDING Numbers that end in 0.5 or higher are rounded up to the nearest whole number, whereas numbers that end in 0.4 or lower are rounded down to the nearest whole number. These same rounding rules are also applied, when needed, to arrive at numbers that include a decimal place in constructing figures and charts. Occasionally, these rounding rules lead to small discrepancies in the first decimal place when comparing tables and pie charts for a given question.

QUESTIONNAIRE & TOPLINES



City of Moorpark
Sales Tax Survey
Final Toplines
November 2013

Section 1: Introduction to Study

Hi, may I please speak to _____. My name is _____, and I'm calling on behalf of TNR, an independent public opinion research firm. We're conducting a survey of voters about important issues in Moorpark and I'd like to get your opinions.

If needed: This is a survey about important issues in your community. I'm NOT trying to sell anything and I won't ask for a donation.

If needed: The survey should take about 12 minutes to complete.

If needed: If now is not a convenient time, can you let me know a better time so I can call back?

If the person asks why you need to speak to the listed person or if they ask to participate instead, explain: For statistical purposes, at this time the survey must only be completed by this particular individual.

If the person says they are an elected official or is somehow associated with the survey, politely explain that this survey is designed to measure the opinions of those not closely associated with the study, thank them for their time, and terminate the interview.

Section 2: Quality of Life & City Services

I'd like to begin by asking you a few questions about what it is like to live in the City of Moorpark.

Q1 How long have you lived in the City of Moorpark?

1	Less than 1 year	0%
2	1 to 2 years	4%
3	3 to 4 years	4%
4	5 to 9 years	12%
5	10 to 14 years	16%
6	15 years or longer	63%
99	Refused	0%

Q2 How would you rate the overall quality of life in the City? Would you say it is excellent, good, fair, poor or very poor?

1	Excellent	40%
2	Good	54%
3	Fair	5%
4	Poor	0%
5	Very poor	0%
98	Not sure	1%
99	Refused	0%

Q3 If the City government could change one thing to make Moorpark a better place to live now and in the future, what change would you like to see? Verbatim responses recorded and later grouped into categories shown below.		
	Reduce truck traffic	26%
	Reduce traffic congestion (general)	14%
	Not sure / Cannot think of anything	13%
	Improve dining, shopping opportunities	10%
	Provide, improve parks, rec facilities	7%
	Limit growth, development	7%
	Improve, preserve historic area, High Street	5%
	Improve streets, roads	5%
	Improve public safety	4%
	Improve public transportation	3%
	Improving traffic lights	3%
	Improve education, schools	3%
	Provide, improve community activities, events	3%
	Improve permitting process	2%
	Improve government leadership	2%
	Improve parking	2%
	Improve walking, bike paths	2%
	Improve library, library services	1%
	Reduce noise pollution	1%
	Reduce water rates	1%
	Support local businesses	1%
	Redevelop, improve outdated areas	1%
	Clean up, remove trash	1%
	Encourage growth, development	1%
	Reduce fees for parks, recreation	1%
Q4 Generally speaking, are you satisfied or dissatisfied with the job the City of Moorpark is doing to provide city services? Get answer, then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?		
1	Very satisfied	43%
2	Somewhat satisfied	43%
3	Somewhat dissatisfied	7%
4	Very dissatisfied	2%
98	Not sure	5%
99	Refused	0%

Section 3: Initial Ballot Test			
Next year, voters in Moorpark will have the opportunity to vote on a number of State and local issues. Let me read you a summary of one local measure you may be asked to vote on.			
Q5	In order to provide funding for essential city services, such as:		
	<ul style="list-style-type: none"> ◇ Police, crime prevention and 9-1-1 emergency responses services ◇ Paving, maintaining and repairing local streets ◇ Parks and recreation ◇ Library services ◇ And keeping the city clean and well-maintained 		
Shall the City of Moorpark enact a one-half cent sales tax for a period not to exceed five years, with independent audits, annual reports to the community, and all money staying local?			
If the election were held today, would you vote yes or no on this measure? <i>Get answer, then ask: Would that be definitely (yes/no) or probably (yes/no)?</i>			
	1	Definitely yes	21% Skip to Q8
	2	Probably yes	28% Skip to Q8
	3	Probably no	15% Ask Q6
	4	Definitely no	30% Ask Q6
	98	Not sure	6% Ask Q6
	99	Refused	0% Ask Q6
Q6	What if the measure I just described raised the sales tax by a lower amount: one-quarter cent instead of one-half cent? Would you vote yes or no on the measure? <i>Get answer, then ask: Would that be definitely (yes/no) or probably (yes/no)?</i>		
	1	Yes at one-half cent (Q5)	49% Skip to Q8
	2	Definitely yes	0% Skip to Q8
	2	Probably yes	5% Skip to Q8
	3	Probably no	14% Ask Q7
	4	Definitely no	26% Ask Q7
	98	Not sure	6% Ask Q7
	99	Refused	0% Ask Q7
Q7	Is there a particular reason why you do not support the measure I just described? If yes, ask: Please briefly describe your reason. Verbatim responses recorded and later grouped into categories shown below.		
	Taxes already too high		51%
	Overspending, poor budgeting		31%
	Need more information		9%
	Not sure / No particular reason		4%
	Measure unnecessary		3%
	Other higher priorities in community		3%

Section 4: Projects & Programs

The measure we've been discussing could fund a variety of projects and services in the City of Moorpark.

Q8 If the measure passes, would you favor or oppose using some of the money to: _____, or do you not have an opinion? *Get answer, if favor or oppose, then ask: Would that be strongly (favor/oppose) or somewhat (favor/oppose)?*

	<i>Randomize</i>	Strongly Favor	Somewhat Favor	Somewhat Oppose	Strongly Oppose	No Opinion	Refused
A	Provide police services, including crime prevention and investigations	47%	27%	10%	7%	6%	3%
B	Provide quick responses to 9-1-1 emergencies	56%	23%	5%	6%	6%	4%
C	Pave, maintain and repair local streets	52%	31%	5%	5%	5%	3%
D	Provide parks and recreation facilities, programs and services	30%	37%	12%	11%	7%	4%
E	Keep parks, public areas and landscapes clean and well-maintained	49%	32%	6%	5%	5%	3%
F	Remove graffiti	52%	28%	6%	5%	5%	4%
G	Provide library services	32%	36%	11%	9%	9%	2%
H	Maintain and repair sidewalks	42%	35%	8%	6%	7%	3%
I	Improve school safety	38%	30%	11%	9%	8%	4%
J	Build an Aquatic Center that can be jointly used by residents, local schools and swim teams	20%	26%	14%	29%	9%	3%

Section 5: Positive Arguments

What I'd like to do now is tell you what some people are saying about the measure we've been discussing.

Q9 Supporters of the measure say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to SUPPORT the measure?

	<i>Randomize</i>	Very Convincing	Somewhat Convincing	Not At All Convincing	Don't Believe	Don't Know/No Opinion	Refused
A	All money raised by the measure will stay in Moorpark to fund essential city services. It can't be taken away by the State or used for other purposes.	39%	25%	13%	16%	3%	4%
B	There will be a clear system of accountability including independent audits and annual reports to the community to ensure that the money is spent properly.	23%	32%	20%	17%	3%	5%

C	The tax will be for a limited duration and can't be increased or extended without voter approval.	30%	24%	18%	21%	3%	4%
D	By keeping our city safe, clean and well-maintained, this measure will help protect our quality of life and our property values.	31%	37%	18%	7%	4%	4%
E	A half-cent sales tax increase means that if you spend 100 dollars at a local store, the tax increase will be just 50 cents. That is a small price to pay to ensure that our city stays safe, clean and well-maintained.	31%	29%	22%	11%	2%	4%
F	This measure will allow the City to keep up with basic repairs and maintenance to streets and public facilities. If we don't take care of it now, it will be a lot more expensive to repair in the future.	27%	34%	23%	10%	2%	4%
G	When you have an emergency, you need help fast. Minutes count in these situations. This measure will ensure that we have enough police officers so that they can respond quickly to 9-1-1 emergencies.	29%	28%	24%	10%	5%	4%
H	A substantial amount of the money raised by the sales tax will come from non-residents who visit our community. This measure will make sure they pay their fair share for the facilities and services they use while in our city.	21%	25%	28%	18%	4%	4%
I	The City of Moorpark has been very responsible in managing its budget. Over the past five years the City has cut the budget as far as possible, made staffing cuts, and used one-time-funds when appropriate. If we want to continue receiving quality city services, we need to support this measure.	20%	35%	19%	16%	6%	4%

Section 6: Interim Ballot Test

Sometimes people change their mind about a measure once they have more information about it. Now that you have heard a bit more about the measure, let me read you a summary of it again.

Q10	In order to provide funding for essential city services, such as:		
	<ul style="list-style-type: none"> ◇ Police, crime prevention and 9-1-1 emergency responses services ◇ Paving, maintaining and repairing local streets ◇ Parks and recreation ◇ Library services ◇ And keeping the city clean and well-maintained 		
	Shall the City of Moorpark enact a one-half cent sales tax for a period not to exceed five years, with independent audits, annual reports to the community, and all money staying local?		
	If the election were held today, would you vote yes or no on this measure? <i>Get answer, then ask: Would that be definitely (yes/no) or probably (yes/no)?</i>		
	1	Definitely yes	24%
	2	Probably yes	28%
3	Probably no	14%	
4	Definitely no	26%	
98	Not sure	7%	
99	Refused	1%	

Section 7: Negative Arguments

Next, let me tell you what opponents of the measure are saying.

Q11	Opponents of the measure say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to OPPOSE the measure?							
	<i>Randomize</i>	Very Convincing	Somewhat Convincing	Not At All Convincing	Don't Believe	Don't Know/No Opinion	Refused	
	A	People are having a hard time making ends meet with high unemployment and a sluggish economy. Now is NOT the time to be raising taxes.	34%	32%	23%	8%	2%	2%
	B	The State of California just raised the sales tax last year. Now the City wants to raise the sales tax again? That's not fair to taxpayers.	33%	35%	21%	6%	2%	3%
	C	This measure is a blank check. Because it is a 'general tax', there is no way to ensure the City spends the money on what they say they will.	35%	35%	16%	8%	4%	2%

D	Raising our sales tax will hurt our local businesses and slow down the recovery of our economy.	19%	29%	31%	15%	3%	2%
E	This tax will hurt seniors and others on fixed-incomes.	23%	33%	27%	12%	3%	2%

Section 8: Final Ballot Test

Now that you have heard a bit more about the measure, let me read you a summary of it one more time.

Q12	In order to provide funding for essential city services, such as:	
	<ul style="list-style-type: none"> ◊ Police, crime prevention and 9-1-1 emergency responses services ◊ Paving, maintaining and repairing local streets ◊ Parks and recreation ◊ Library services ◊ And keeping the city clean and well-maintained 	
	Shall the City of Moorpark enact a one-half cent sales tax for a period not to exceed five years, with independent audits, annual reports to the community, and all money staying local?	
	If the election were held today, would you vote yes or no on this measure? <i>Get answer, then ask: Would that be definitely (yes/no) or probably (yes/no)?</i>	
	1	Definitely yes 21%
	2	Probably yes 28%
	3	Probably no 14%
	4	Definitely no 28%
98	Not sure 8%	
99	Refused 1%	

Section 9: Background & Demographics

Thank you so much for your participation. I have just two background questions for statistical purposes.

D1	Do you have children under the age of 18 living in your household?	
1	Yes	36%
2	No	57%
99	Refused	6%

D2 Which of the following best describes your current home?		
1	Single family detached home	86%
2	Apartment	2%
3	Condominium	3%
4	Townhome	6%
5	Mobile home	1%
99	Refused	3%

Those are all of the questions that I have for you. Thanks so much for participating in this important survey.

Post-Interview & Sample Items

S1 Gender		
1	Male	50%
2	Female	50%
S2 Party		
1	Democrat	30%
2	Republican	47%
3	Other	5%
4	DTS	18%
S3 Age on Voter File		
1	18 to 29	12%
2	30 to 39	11%
3	40 to 49	18%
4	50 to 64	41%
5	65 or older	18%
99	Not coded	0%

S4 Registration Date		
1	2013 to 2009	22%
2	2008 to 2005	21%
3	2004 to 2001	13%
4	2000 to 1997	13%
5	Before 1997	30%
S5 Household Party Type		
1	Single Dem	7%
2	Dual Dem	12%
3	Single Rep	9%
4	Dual Rep	24%
5	Single Other	9%
6	Dual Other	6%
7	Dem & Rep	12%
8	Dem & Other	8%
9	Rep & Other	10%
0	Mixed (Dem + Rep + Other)	3%
S6 Homeowner on Voter File		
1	Yes	86%
2	No	14%
S7 Likely to Vote by Mail		
1	Yes	53%
2	No	47%
S8 Likely June 2014 Voter		
1	Yes	63%
2	No	37%
S9 Likely November 2014 Voter		
1	Yes	100%
2	No	0%