



Survey of Likely March 2020 Voters

City of Emeryville

October 2019

- ▶ Hybrid telephone/email- and text-to-web survey of City of Emeryville Likely March 2020 voters
- ▶ Survey conducted October 9-20, 2019
- ▶ 302 interviews; overall margin of error ± 5.64 percentage points
- ▶ Telephone interviews were conducted by trained, professional interviewers; landlines and mobile phones included

Please note that due to rounding, some percentages may not add up to exactly 100%.

Key Findings

- ▶ Sentiment toward City government and the quality of City services is high among Emeryville voters.
- ▶ A potential sales tax measure to fund public safety and early childhood education is viable for next year.
- ▶ Voters prioritize outcomes that the new money would help fund including protecting the safety of Emeryville residents and providing affordable childcare and preschool for local families.
- ▶ Support for the potential measure dips below the two-thirds threshold needed for passage after simulating organized opposition.



Issue Environment

Right Direction/Wrong Track

A majority of voters are optimistic about the direction of Emeryville.

Right Direction
53%



Wrong Track
22%



(Don't Know)
26%

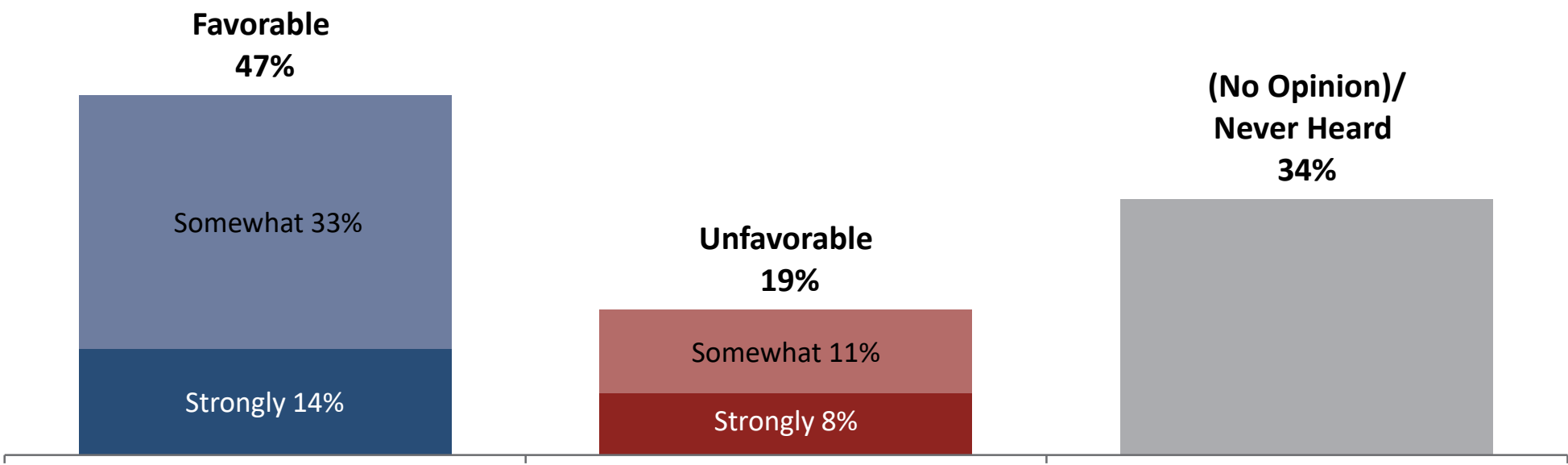


Q4. Do you feel that things in Emeryville are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

Emeryville Mayor and City Council Favorability

Voters have largely positive opinions of City government.

Emeryville Mayor and City Council

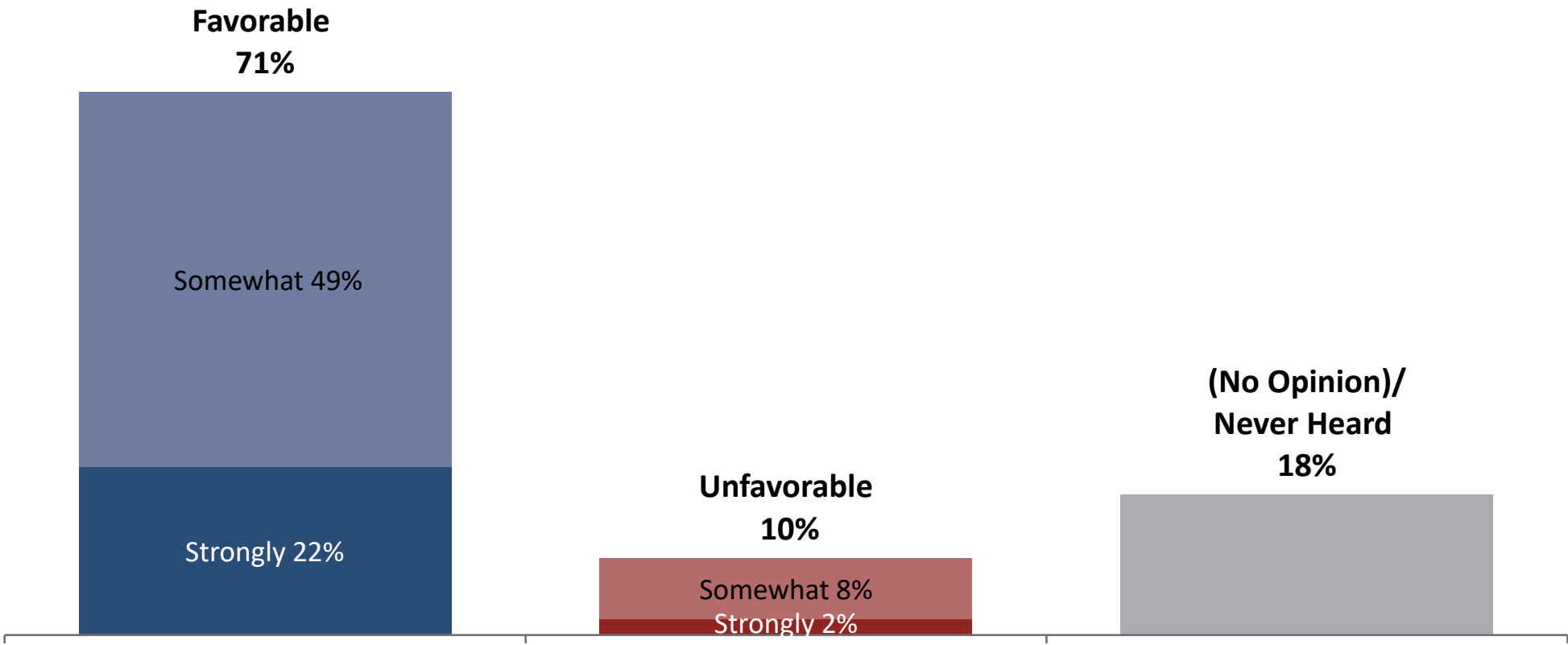


Q5-6. I'm going to read you a list of several people and organizations. Please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of each one. If you have never heard of one, please just say so.

Local Business Community Favorability

Over 7-in-10 voters rate the local business community favorably.

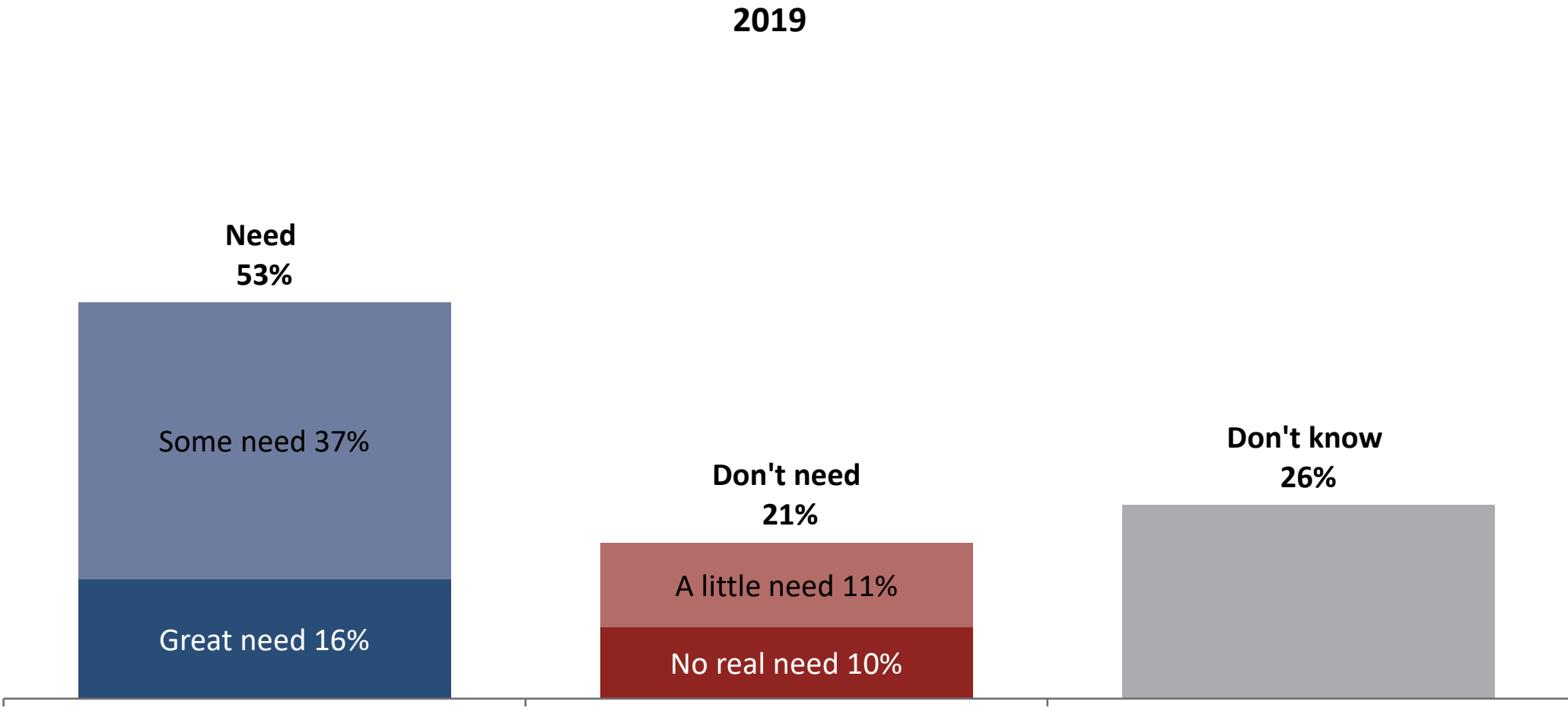
The local business community



Q5-6. I'm going to read you a list of several people and organizations. Please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of each one. If you have never heard of one, please just say so.

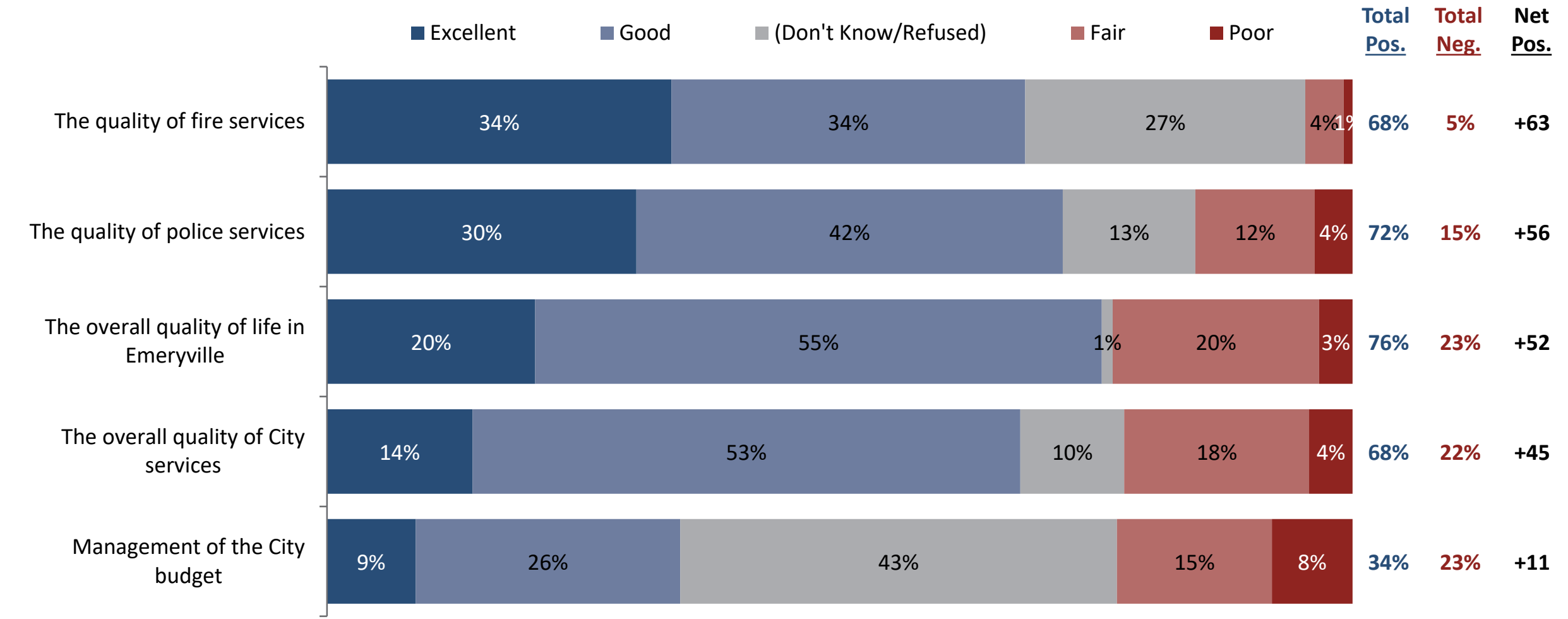
Need for Additional Funding

Over half (53%) of voters think the City has a need for additional funding to maintain essential services.



Ratings of Services in Emeryville

Emeryville voters give positive ratings to city services.



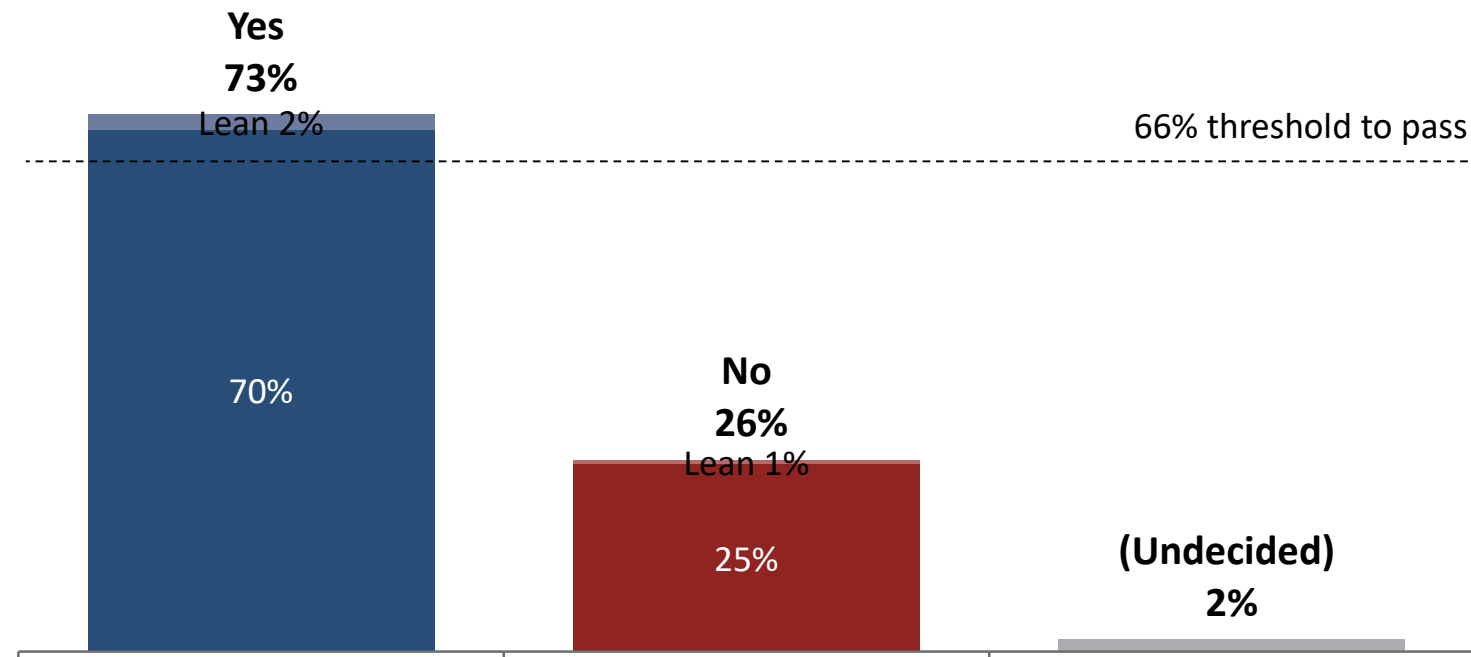


Reaction to Potential Sales Tax Measure

Initial Vote

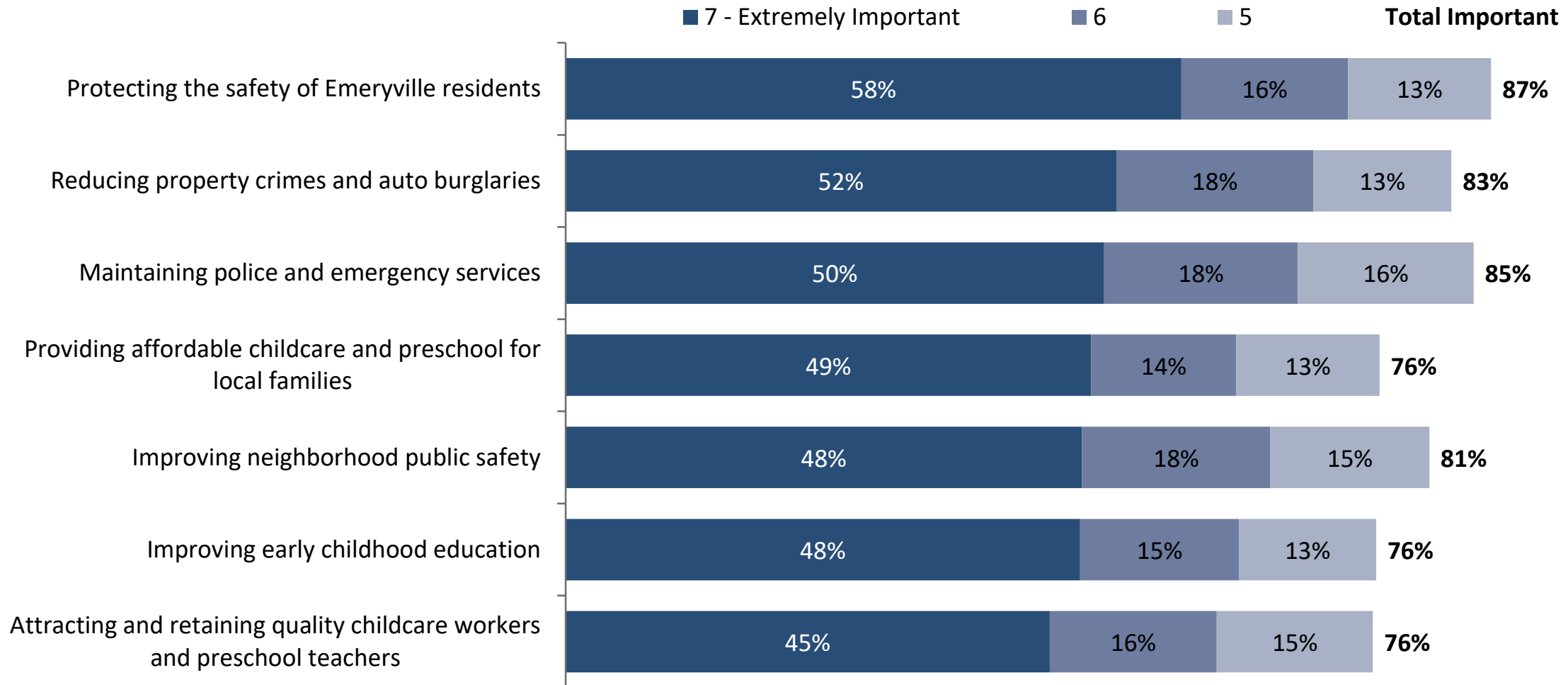
An initial, uninformed vote on the sales tax exceeds the two-thirds threshold for passage.

To maintain healthy communities and improve quality of life in Emeryville, shall a measure to provide faster 911 emergency response times, protect the safety of local residents, reduce property crimes/auto burglaries, improve local fire protection services, and provide safe, nurturing care for children/families by levying a quarter-cent sales tax, raising approximately \$2.2 million annually, until ended by voters, with independent oversight and audits, exclusively for public safety and child development in Emeryville, be adopted?



Importance of City Priorities

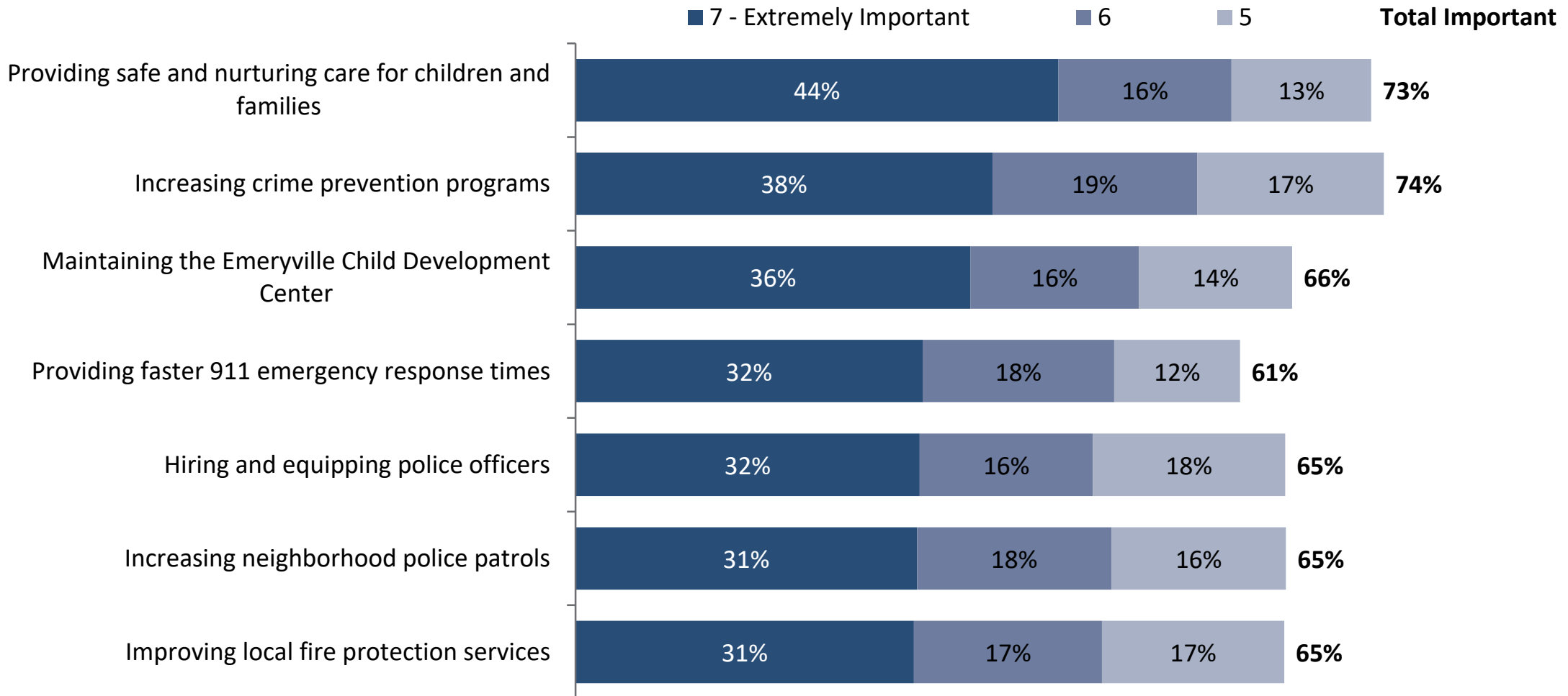
Voters prioritize outcomes that the measure could help pay for.



Q14-27. I'm going to read you a list of priorities that the city of Emeryville could focus on. After each one, please rate how important that priority is to you, using a scale of 1 to 7, where 1 means not at all important, and 7 means extremely important.

Importance of City Priorities, cont'd

Other priorities are important too.



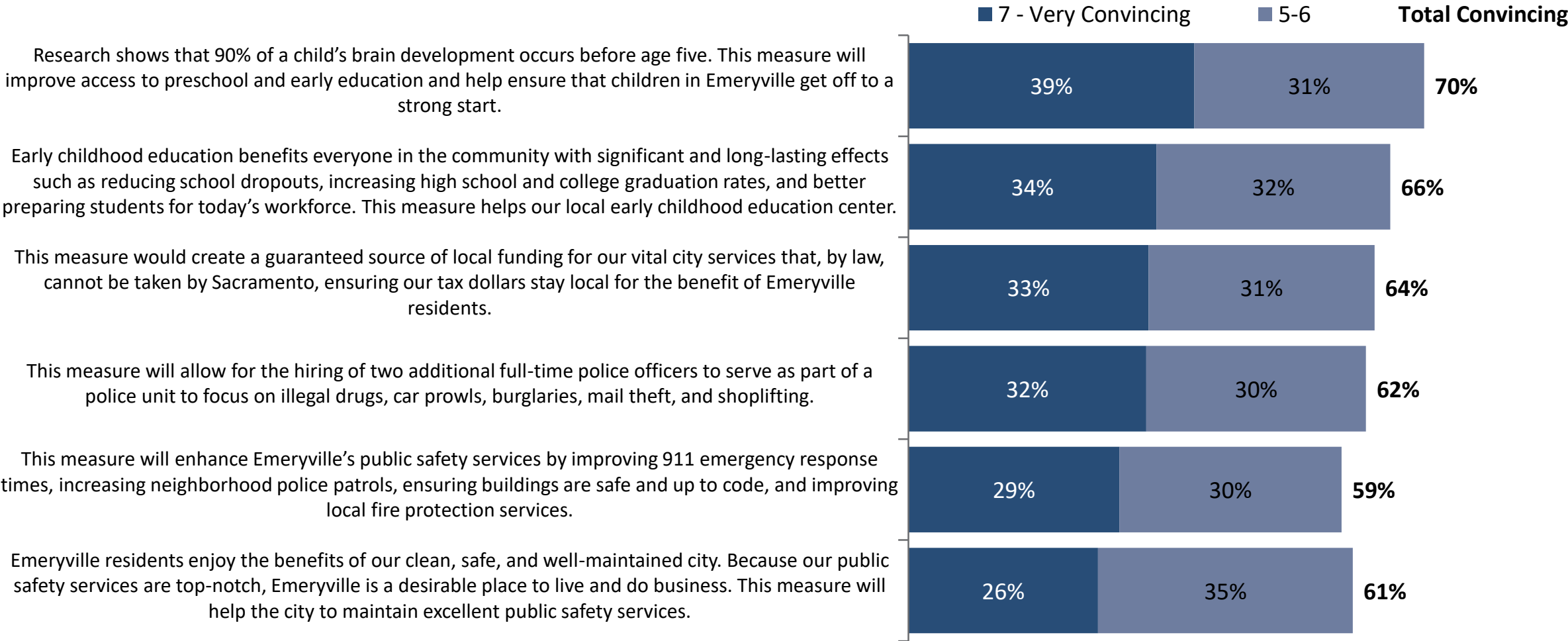
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Additional Information

Reactions to Additional Information

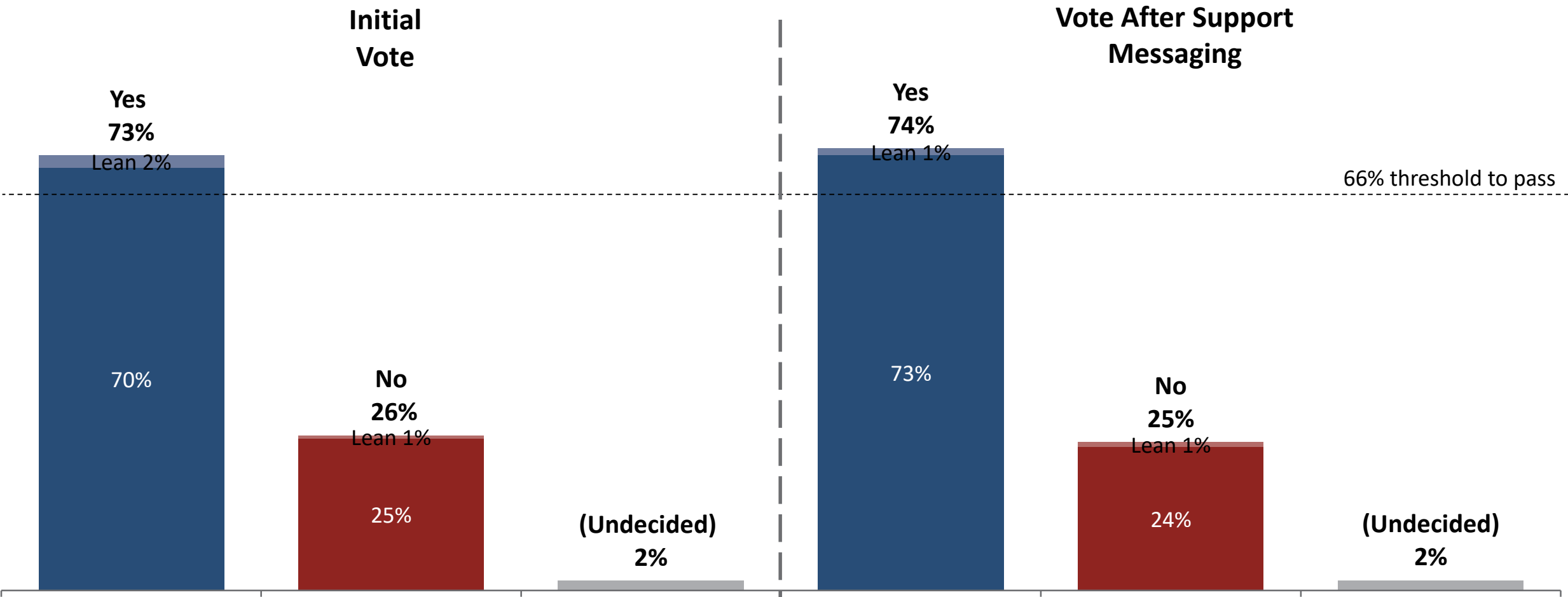
Information about early childhood brain development and public safety is compelling to voters.



Q28-33. Next I’d like to read you some things people have said in SUPPORT of the proposed measure. After you hear each statement, please tell me how convincing it is as a reason to vote for the measure.

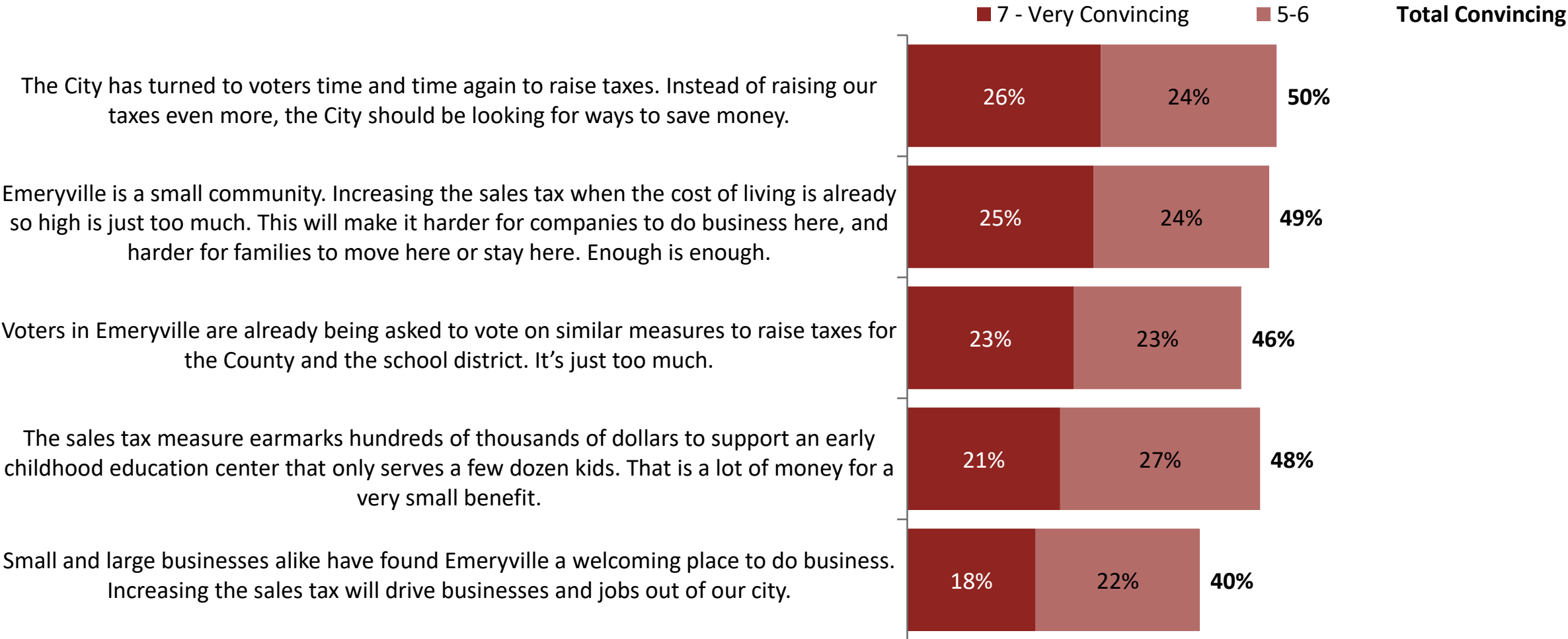
Vote After Additional Information

Additional information helps to solidify support for the measure.



Potential Opposition

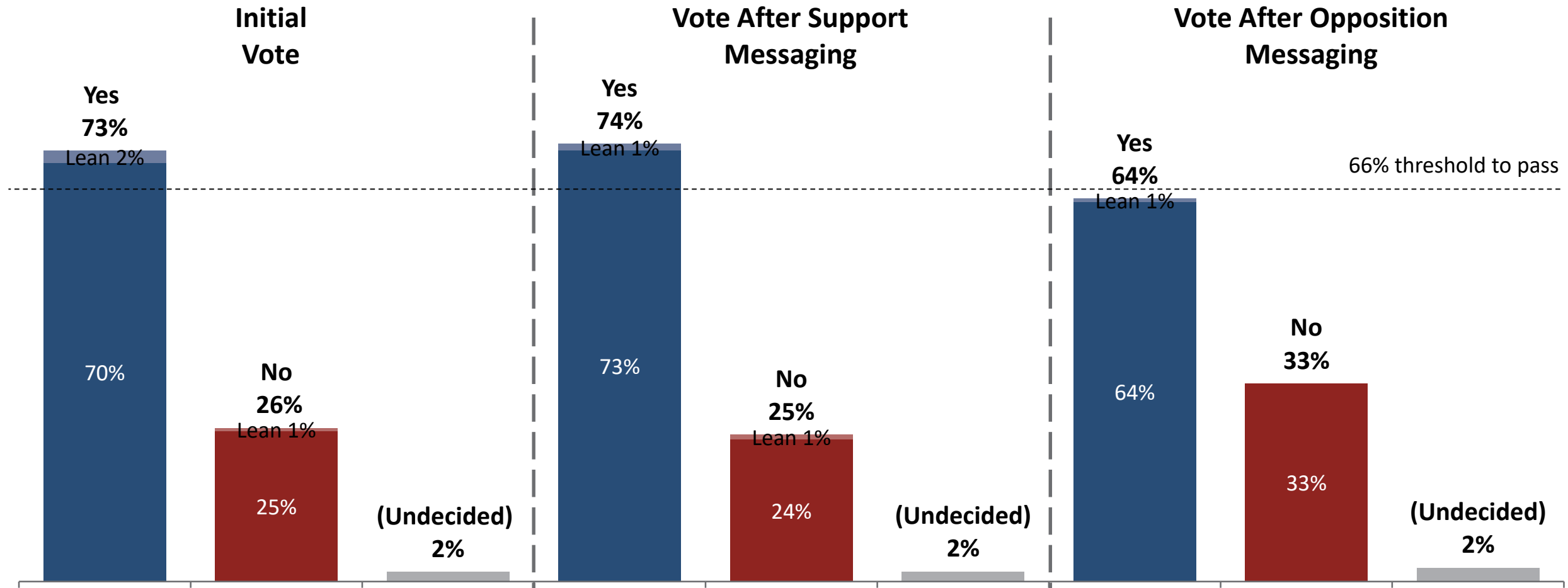
Potential arguments against the measure are compelling.



Q35-39. Now I'd like to read you some things people have said in OPPOSITION of the proposed measure. After you hear each statement, please tell me how convincing it is as a reason to vote against the measure.

Vote After All Information

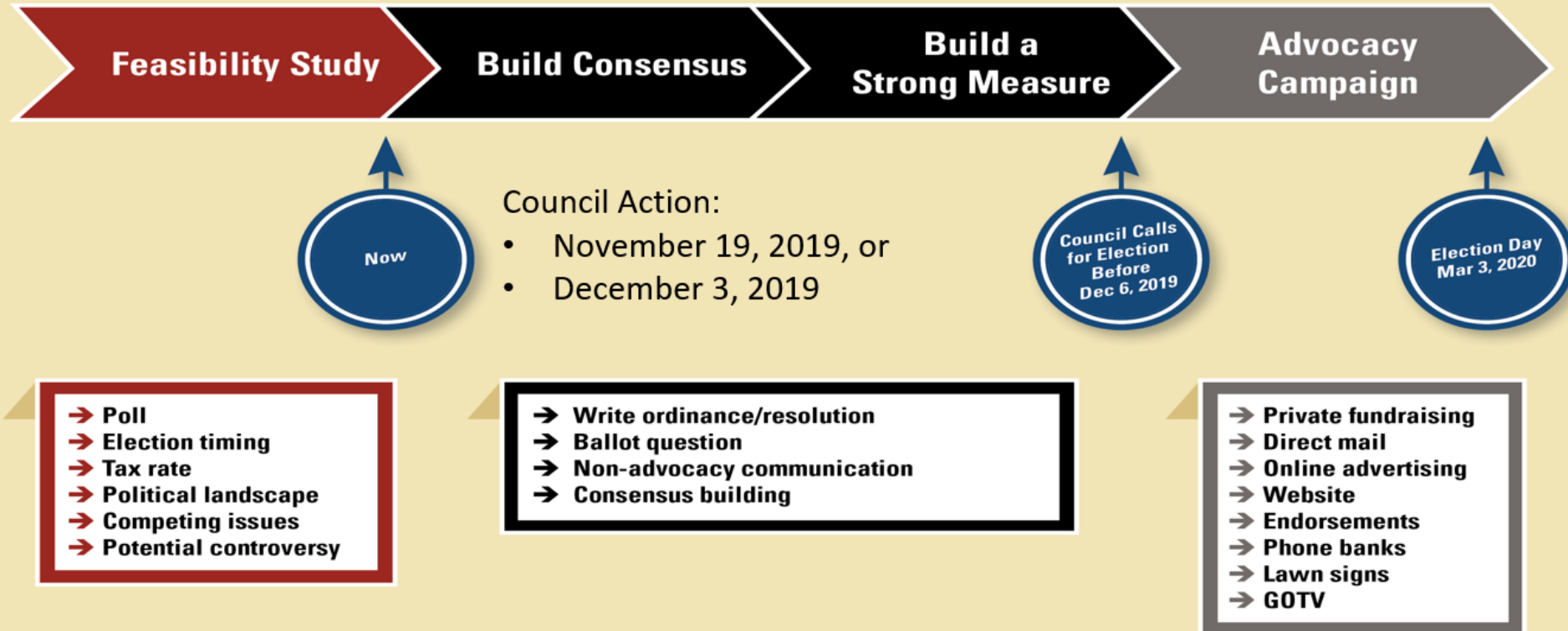
After hearing opposition messaging, support drops just below the two-thirds threshold for passage.



Q40. Given everything you've heard: Would you vote yes to approve or no to reject a quarter-cent sales tax to fund public safety and child care?

- ▶ A majority of voters perceive a need for additional funding to maintain essential City services, and over two-thirds initially vote in favor of the proposed sales tax.
- ▶ A privately funded campaign effort and stakeholder engagement is recommended.

2020 Sales Tax Measure Planning Timeline





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