



Culver City Ballot Measure Issues Survey Research

*Summary of findings of public opinion research conducted
among Culver City Voters May & June 2018*



OPINION
RESEARCH
& STRATEGY

Summary of Key Findings & Conclusions

- ✓ While most Culver City voters remain upbeat about their City, it is also the case that the public mood is somewhat less positive today than it has been in past surveys conducted prior to the passage of local finances measures.
- ✓ A primary cause of this mindset may be Culver City voters' high concern about the "cost of housing" – an issue that has become the top problem locally and statewide.
- ✓ Another notable change since 2012 is that fewer voters have strong opinions about Culver City government's fiscal management, and the City's current level of need for additional funding. Much of this can be traced to lower awareness among the City's newer residents, who are less familiar with local government and local fiscal issues.
- ✓ Regardless, the vast majority of Culver City voters would vote in favor to renew the existing half-cent sales tax, and support remains very strong even if no sunset provision were included in the renewal measure.
- ✓ Maintaining funding for core City services – public safety, road repairs and programs for local youth and seniors – provide a compelling reason to vote in favor of renewal.
- ✓ These survey findings suggest that voters are likely to approve renewal of Measure Y if the proposal appears on the November ballot.
- ✓ A short, follow-up survey finds that Culver City voters would support a new one-quarter cent sales tax increase to maintain current funding levels for City services.
- ✓ However, it is less certain that voters would be approve Measure Y renewal and a new quarter-cent sales tax increase if both measures appear on the same ballot.

Methodology

✓ Measure Y Renewal Survey

- Survey of 620 Culver City registered voters
- Interviews were conducted online and via landline and cell phones by live interviewers
- Survey was conducted May 7-14, 2018
- The margin of sampling error is +/- 4.4% at the 95% confidence level
- Margins of error for population subgroups will be higher
- Some percentages do not sum to 100% due to rounding
- Results from previous Culver City survey shown for comparison purposes

✓ One-Quarter Cent Sales Tax Measure Survey

- Survey of 491 Culver City registered voters
- Interviews were conducted online and via landline and cell phones by live interviewers
- Survey was conducted June 7-10, 2018
- The margin of sampling error is +/- 5.2% at the 95% confidence level

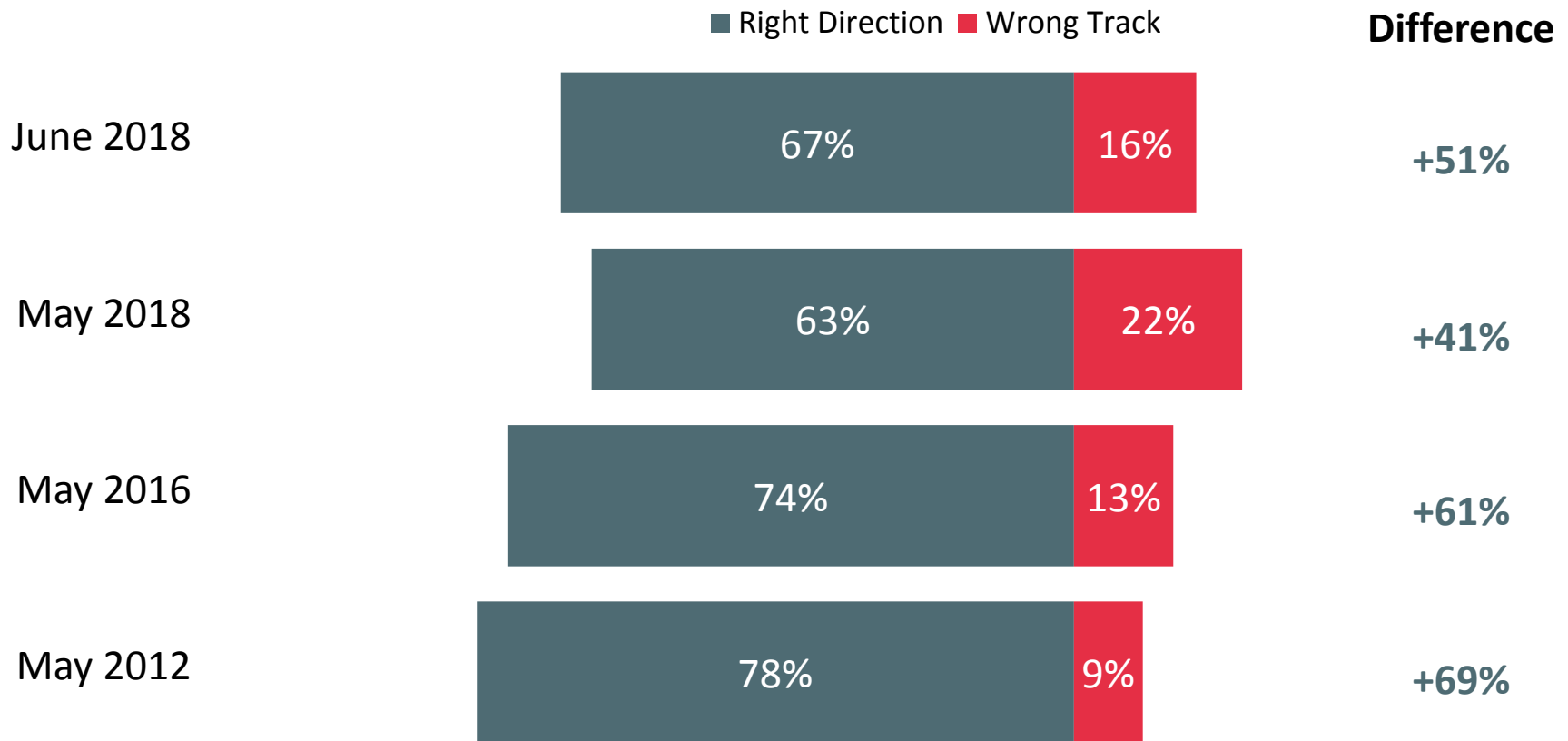
NOTE: Samples are mutual exclusive – no respondent participated in both surveys.



Public Mood and Community Issues

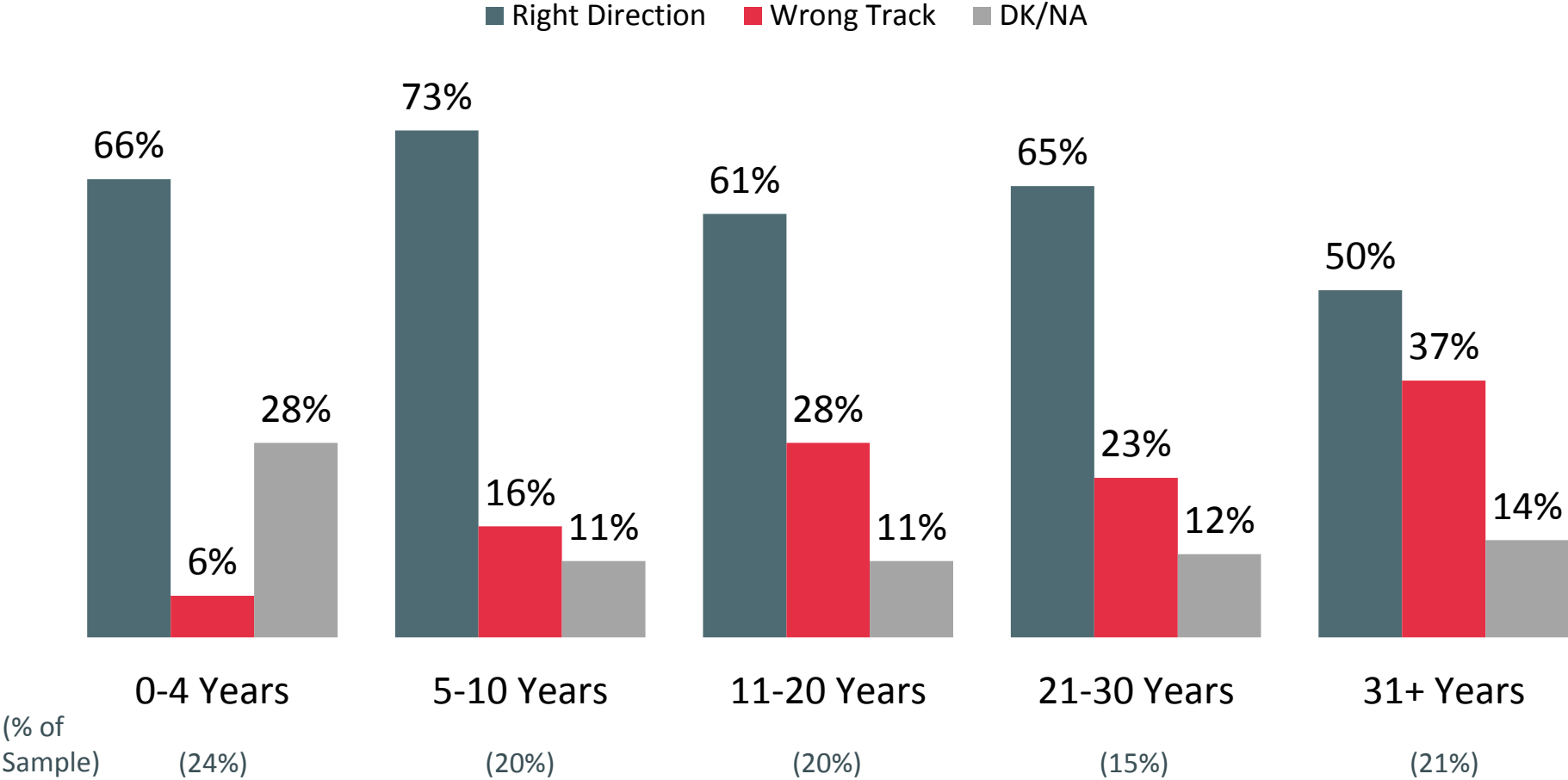
Most Culver City voters remain upbeat about their City, but there has been some movement towards a negative mindset over the past two years.

Would you say that things in Culver City are generally headed in the right direction or do you feel that things are off on the wrong track?



Long-time residents are more likely to see Culver City as “off on the wrong track.”

Right Direction/Wrong Track By Years Living in Culver City



Nearly half of Culver City voters identify housing an “extremely” serious problem, and six in ten are highly concerned about traffic.

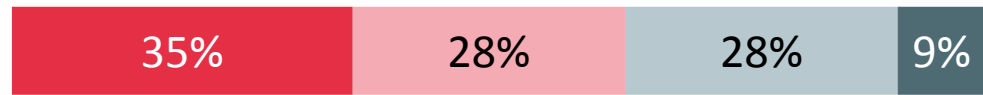
■ Ext. Ser. Prob.
 ■ Very Ser.Prob.
 ■ Smwt. Ser.
 ■ Not a Ser. Prob.
 ■ DK/NA
 Ext./Very Serious Problem

The cost of housing



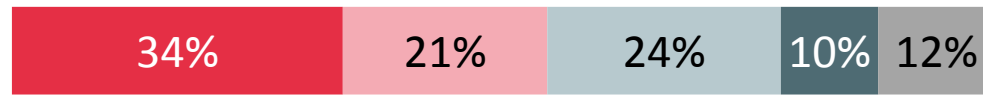
69%

^Traffic congestion on local streets and roads



62%

The influence developers have on City government



55%

^The rate of growth and development



46%

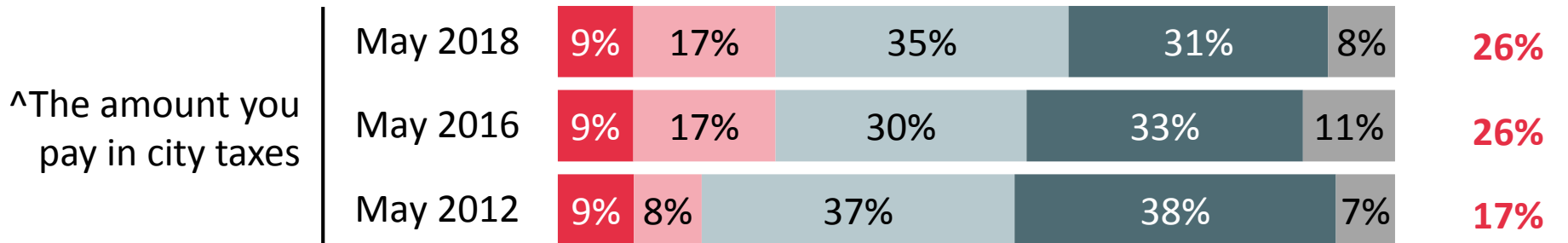
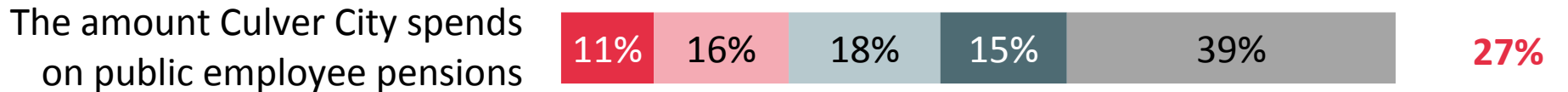
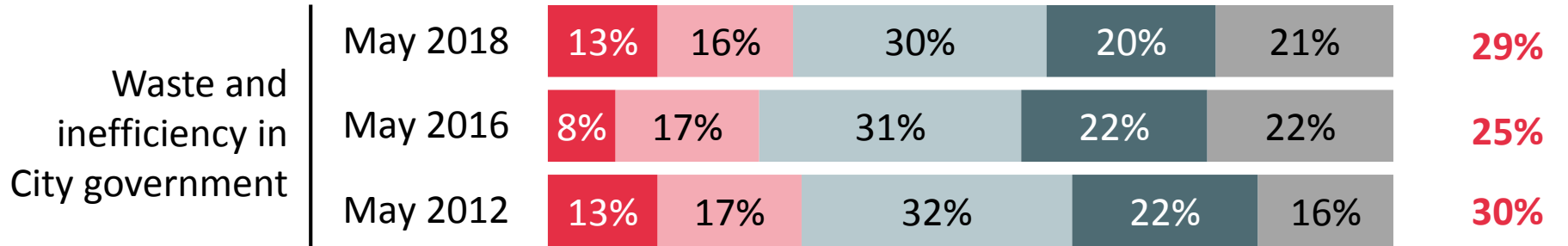
The number of homeless people in Culver City



42%

In comparison, significantly fewer voters identify local fiscal issues as serious problems...

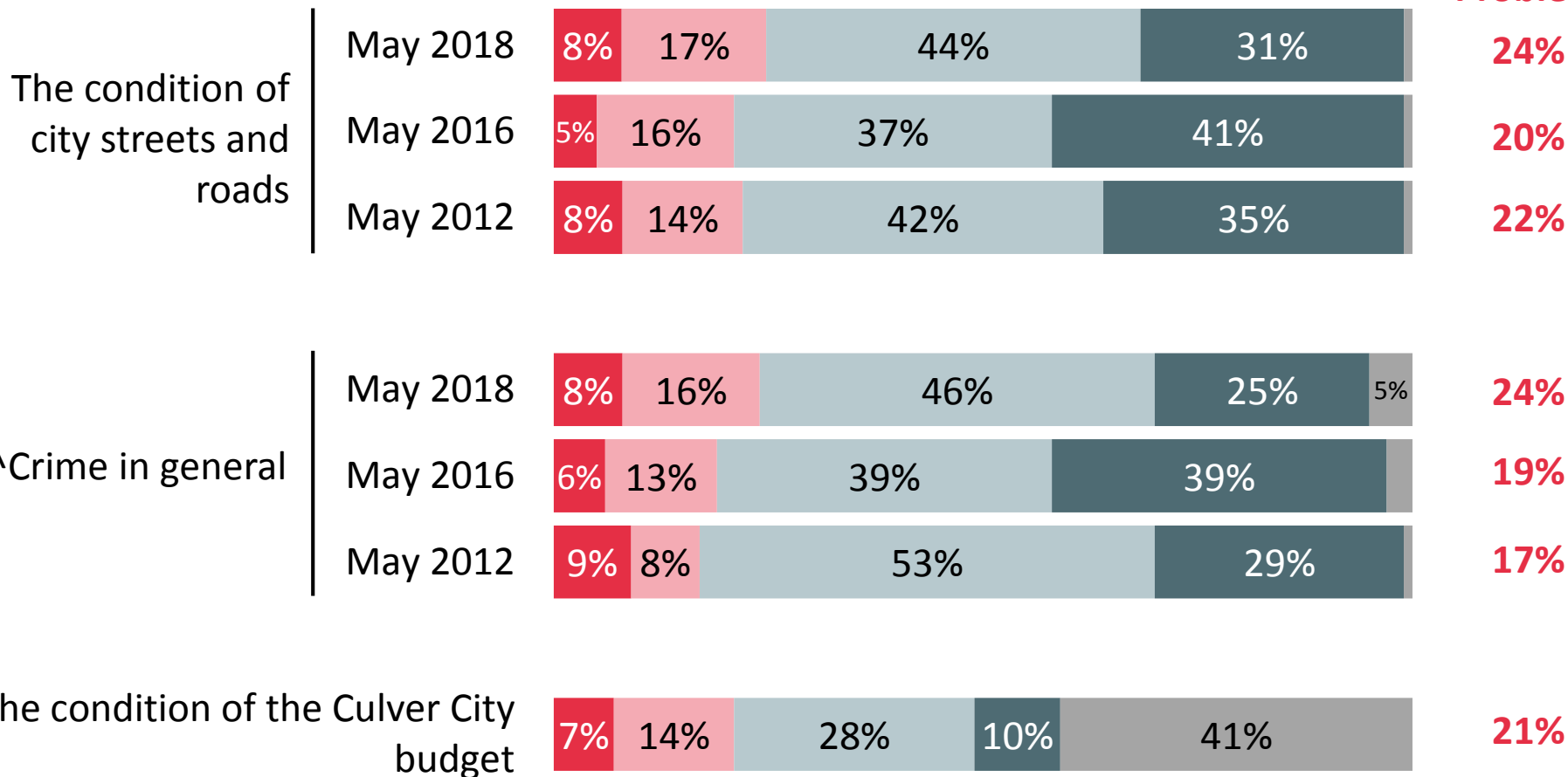
■ Ext. Ser. Prob.
 ■ Very Ser.Prob.
 ■ Smwt. Ser.
 ■ Not a Ser. Prob.
 ■ DK/NA
 Ext./Very Serious Problem



...and just two in ten regard the condition of the City budget to be a major problem.

■ Ext. Ser. Prob. ■ Very Ser.Prob. ■ Smwt. Ser. ■ Not a Ser. Prob. ■ DK/NA

Ext./Very Serious Problem



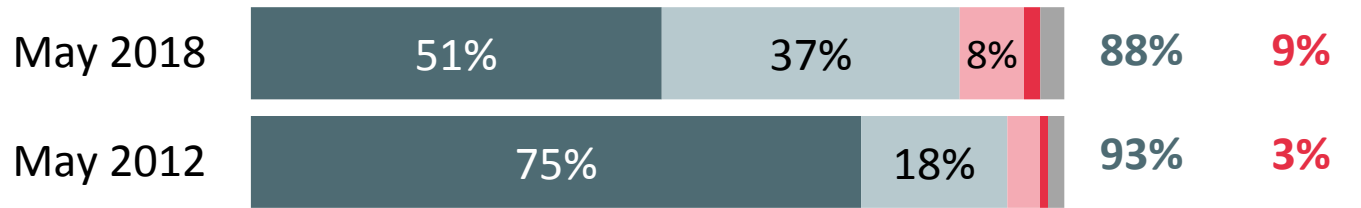
Most voters continue to view the Expo Line as a good thing, and see the City's safe neighborhoods as a draw.

■ Very Acc.
 ■ Smwt. Acc.
 ■ Smwt. Inacc.
 ■ Very Inacc.
 ■ DK/NA
 Total Acc.
 Total Inacc.

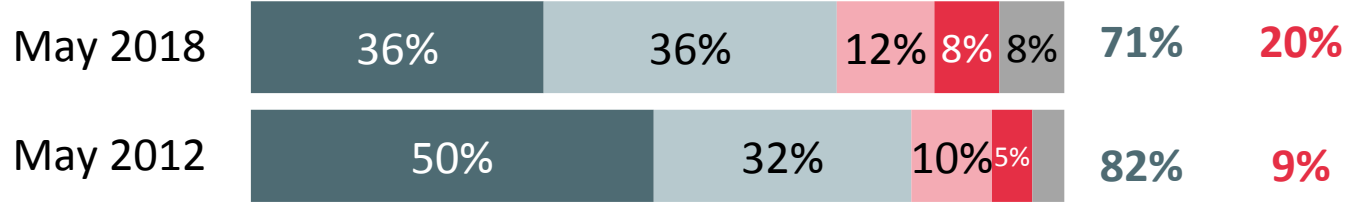
The extension of the Exposition Line to Culver City is good for residents and local businesses



People choose to live in Culver City because it has safe neighborhoods



Reducing city services would hurt local property values

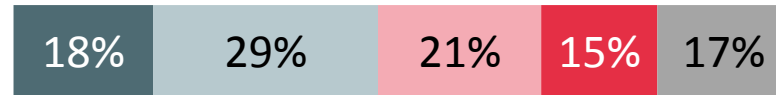


Compared to 2012, fewer voters have a sense of the City's fiscal record or need for funding.

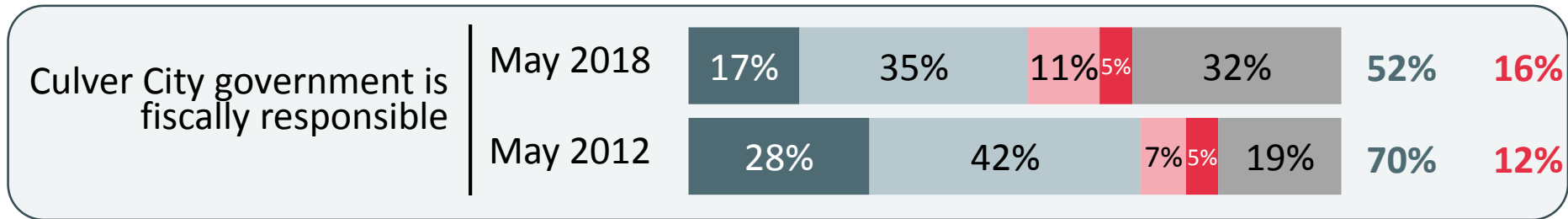
■ Very Acc. ■ Smwt. Acc. ■ Smwt. Inacc. ■ Very Inacc. ■ DK/NA

Total Acc.
Total Inacc.

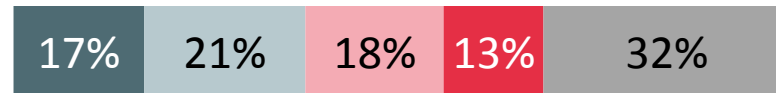
^With all of the new growth happening in and around Culver City, the city needs to hire more police officers



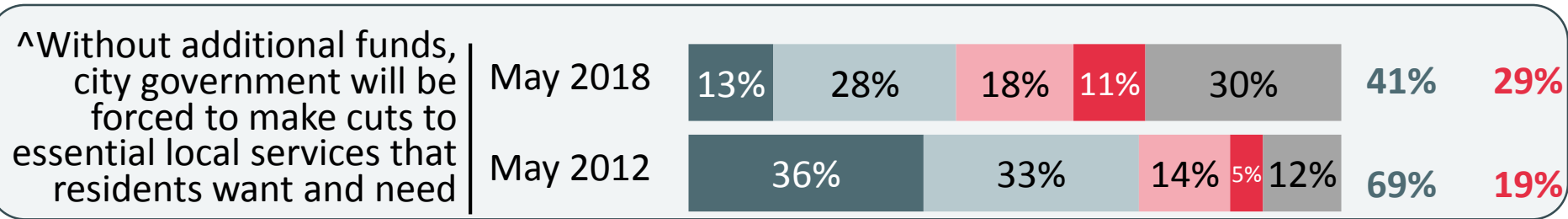
48% **36%**



^Culver City residents have approved too many local tax and bond measures in recent years



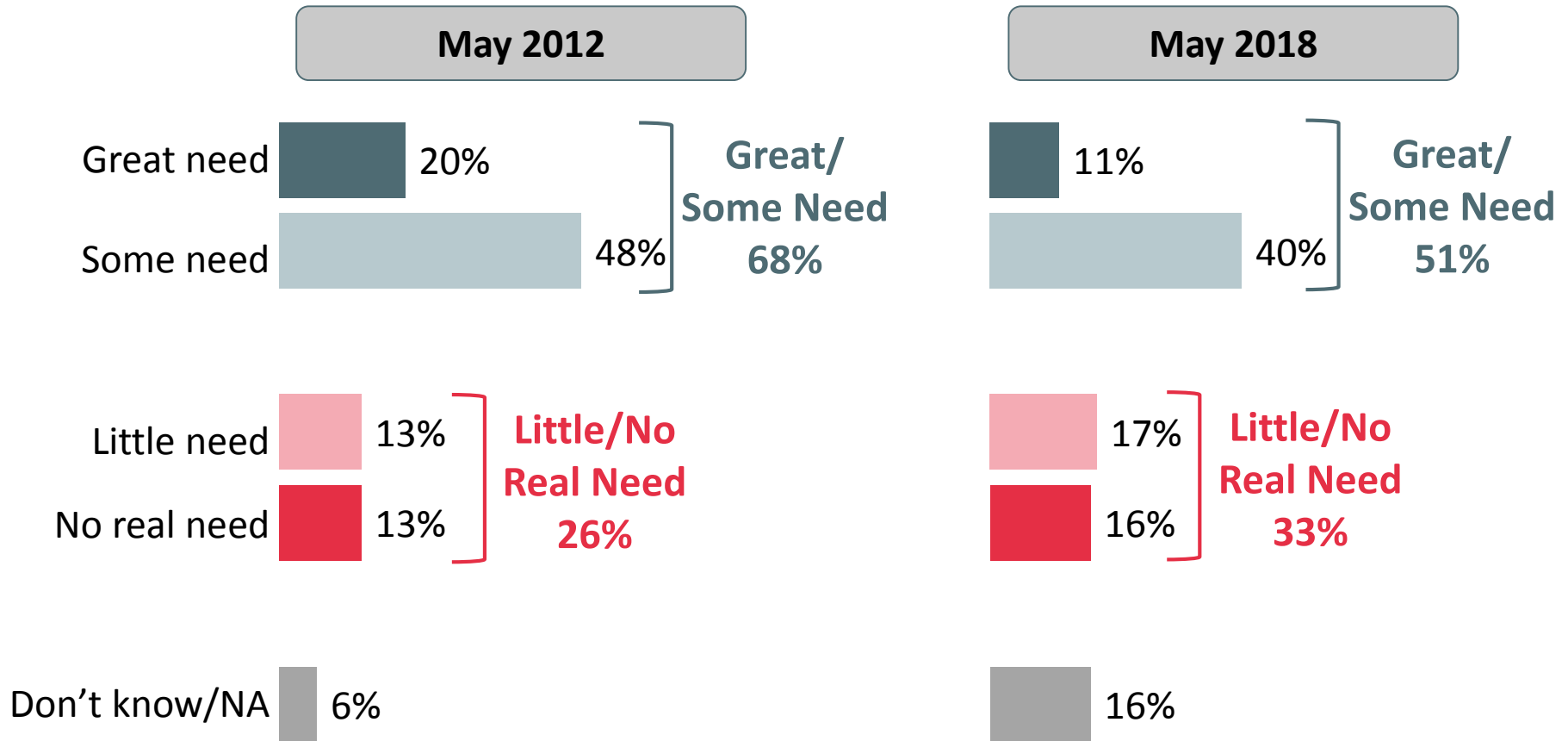
38% **30%**





The Need for Funding & Voter Reaction to Culver City Ballot Measures

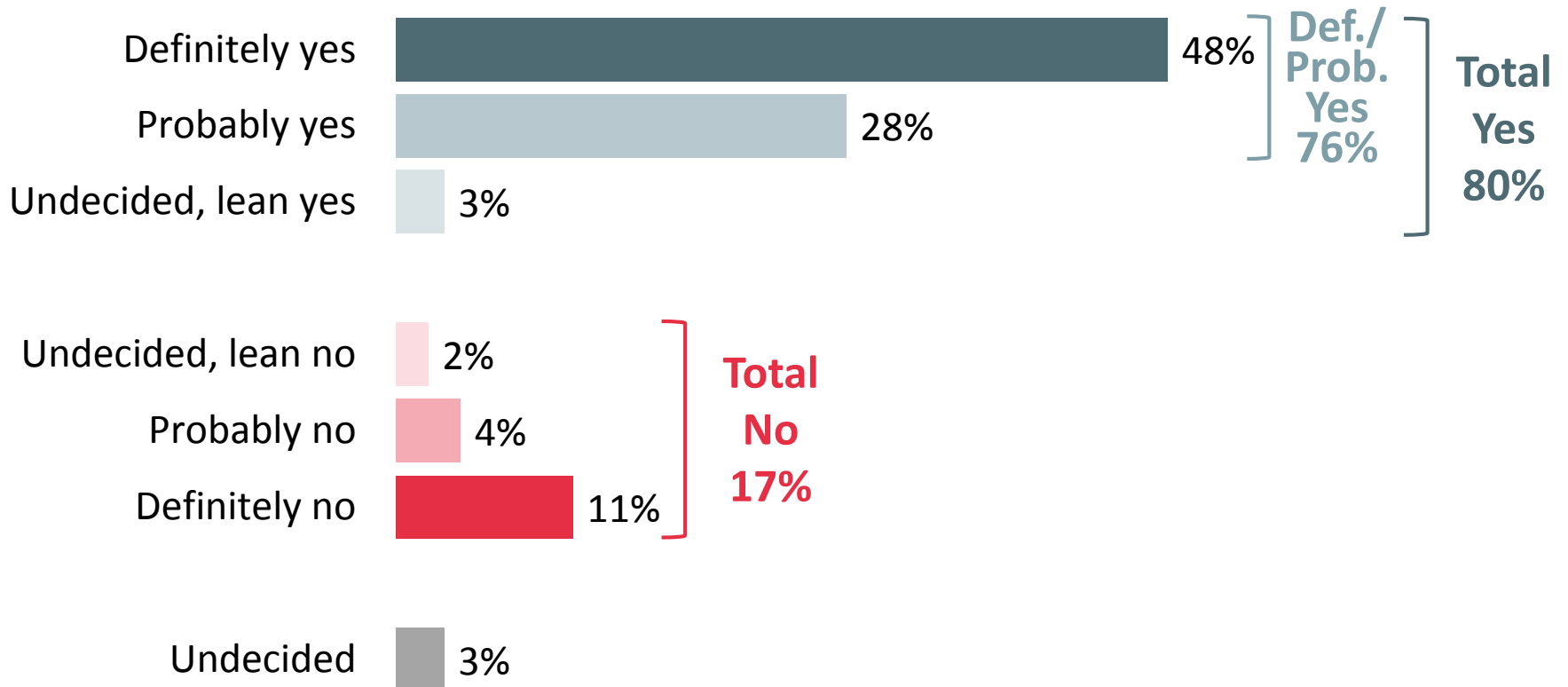
There has been an 18-point decline in the City's perceived need for funding to provide local services.



Summary of Measure to Renew Half-Cent Sales Tax (Measure Y)

CULVER CITY NEIGHBORHOOD SAFETY AND ESSENTIAL CITY SERVICES PROTECTION MEASURE. To maintain quality neighborhoods and effective 911 emergency response services by retaining firefighters, police officers, and paramedics; fixing potholes/streets; maintaining storm drains, parks, community centers, after school programs, senior services, graffiti removal and other general City services, shall Culver City continue its existing voter-approved half-cent sales tax, generating approximately \$9.8 million annually, until ended by voters, requiring annual audits, all funds used locally, and no tax rate increase?

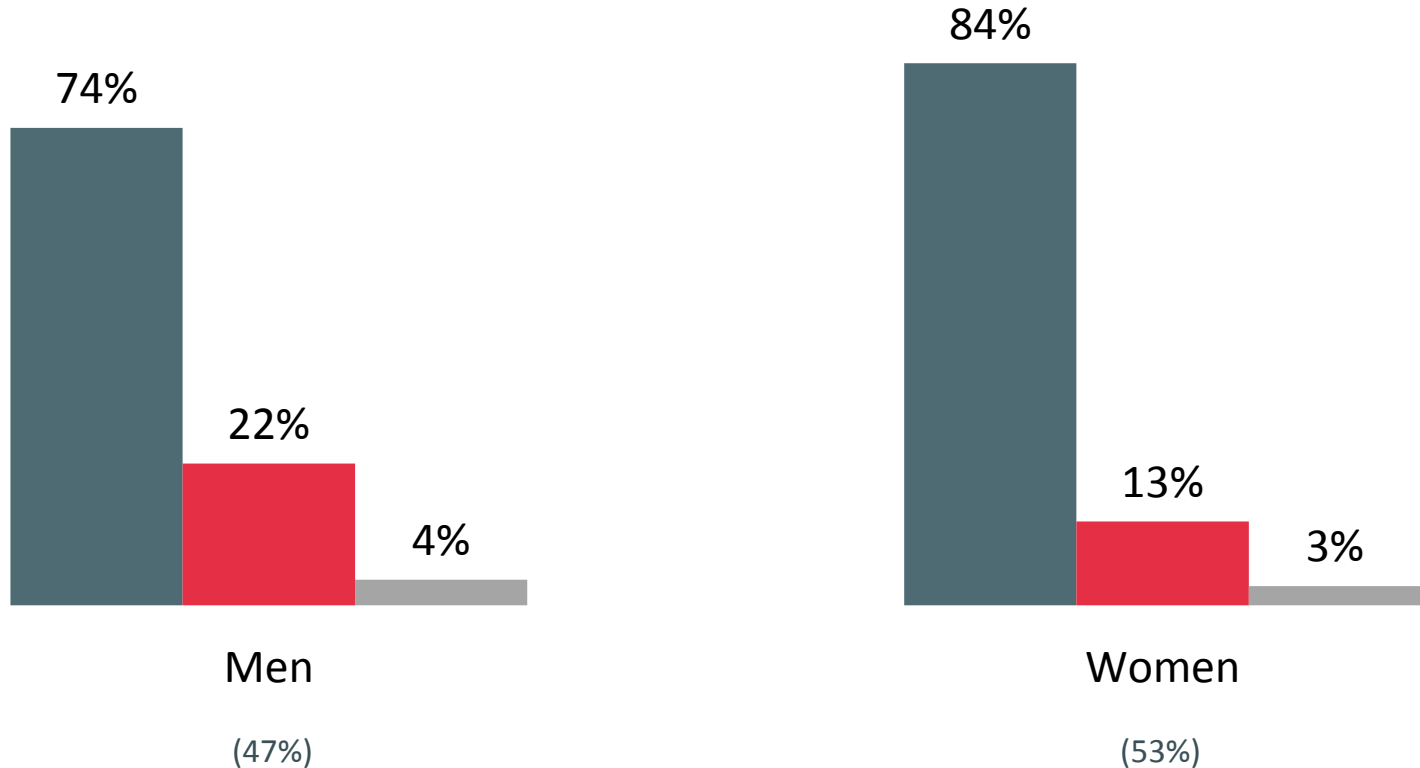
Culver City voters overwhelmingly support the renewal of the half-cent sales tax, including nearly half who would vote “definitely” yes.



Female voters are more supportive than men...

By Gender

■ Total Yes ■ Total No ■ Undecided



(% of Sample)

Men

(47%)

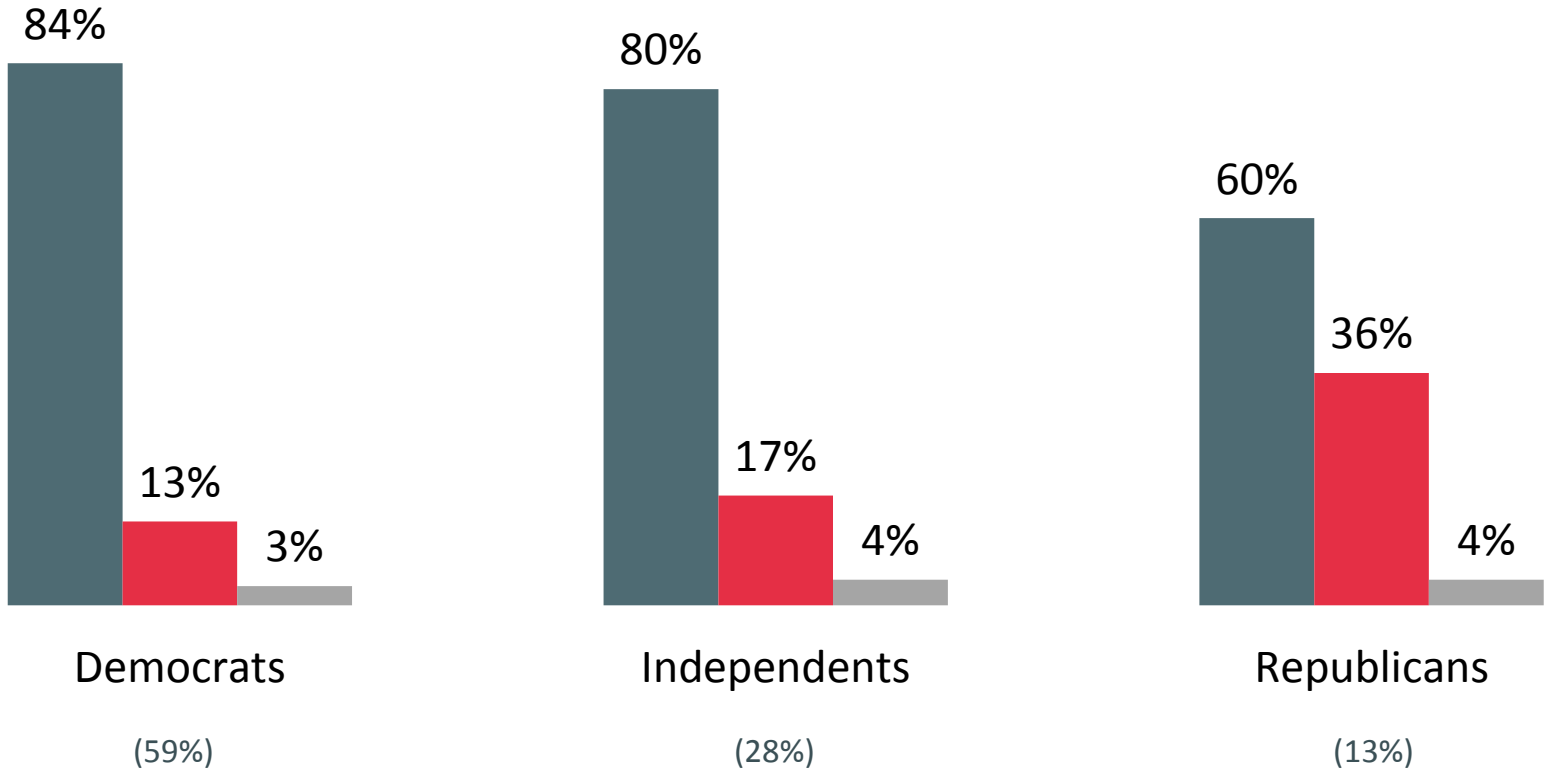
Women

(53%)

...there is very high support among Democrats and non-partisans, but even six in ten Republicans vote in favor of this local measure.

By Party

■ Total Yes ■ Total No ■ Undecided

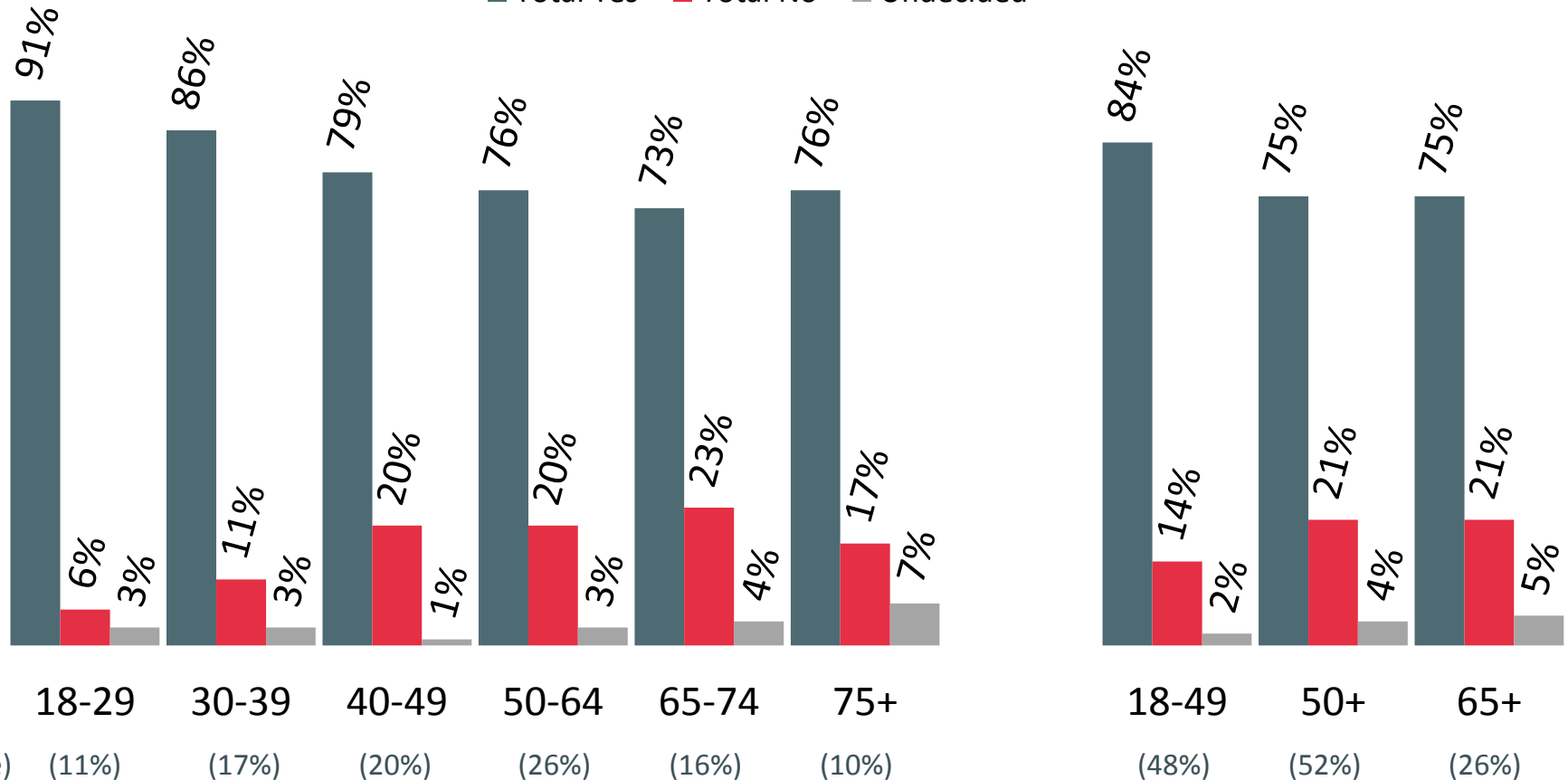


(% of Sample)

Voters regardless of age vote to continue to the City's sales tax to fund local services.

By Age

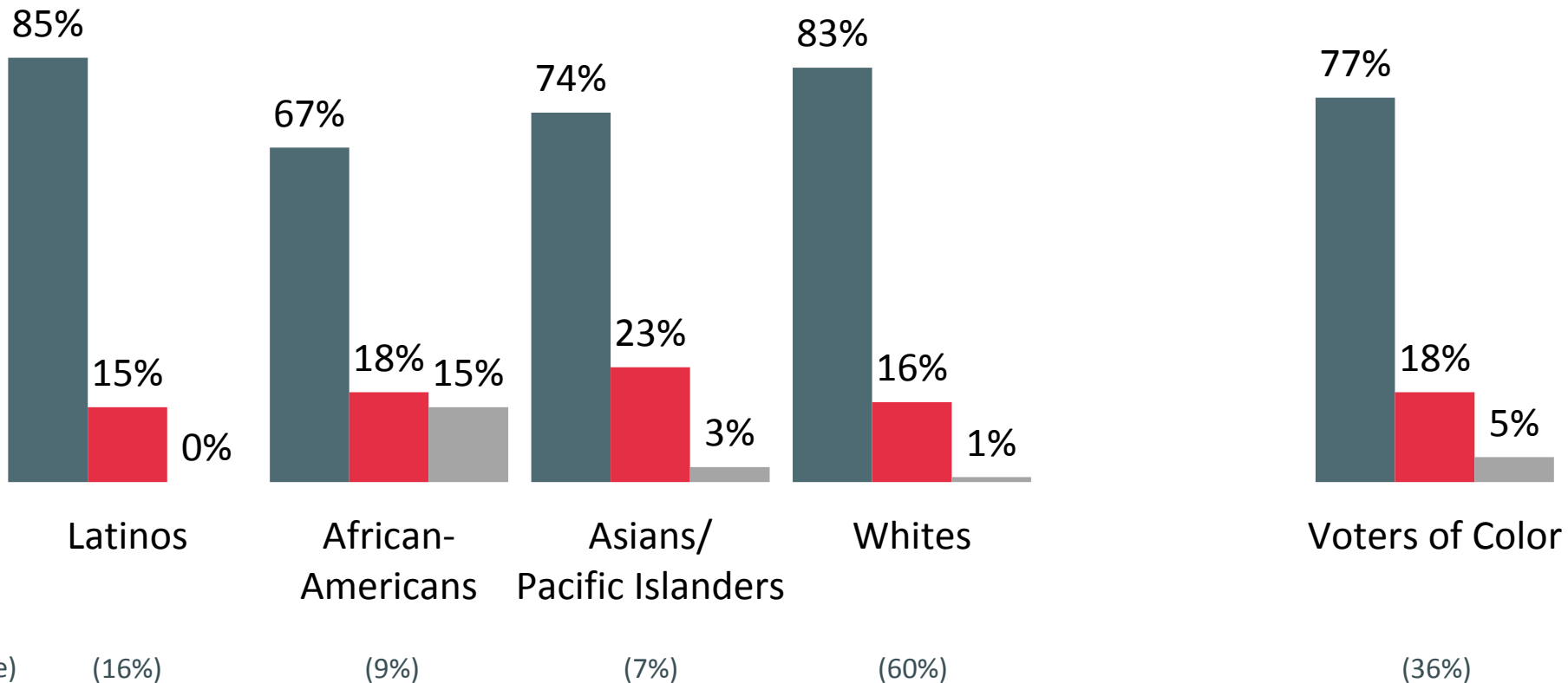
■ Total Yes ■ Total No ■ Undecided



There is strong support for the ballot measure regardless of ethnicity.

By Ethnicity

■ Total Yes ■ Total No ■ Undecided

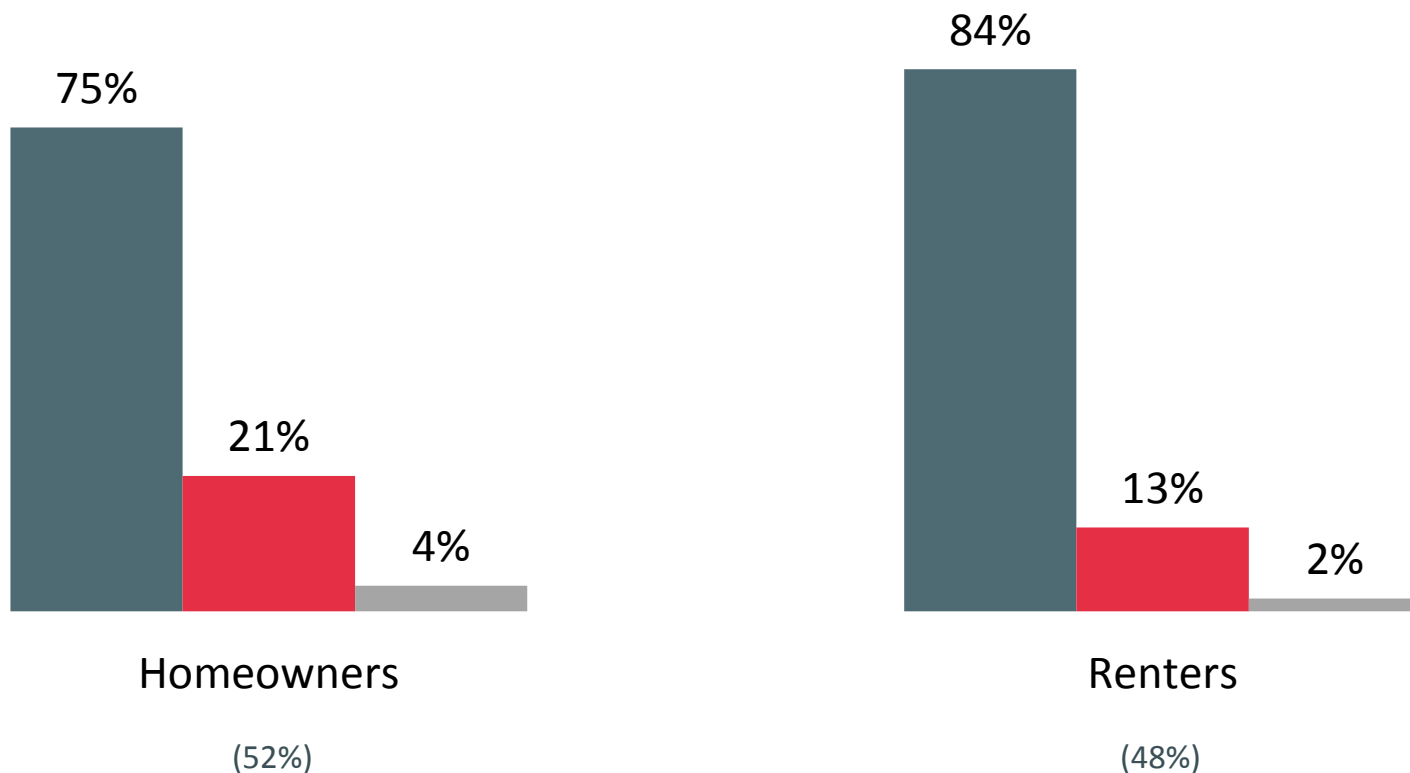


(% of Sample)

Three-quarters of homeowners and more than eight in ten renters vote yes to continue the existing half-cent sales tax.

By Residence

■ Total Yes ■ Total No ■ Undecided



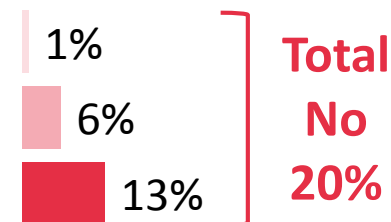
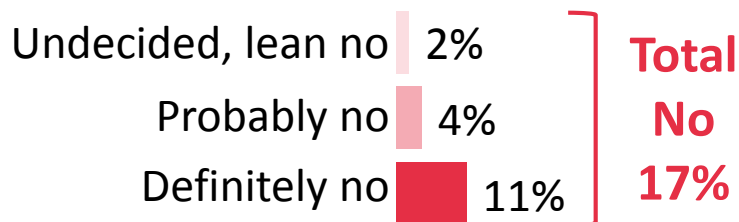
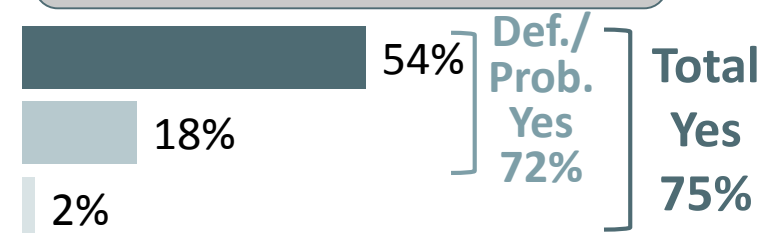
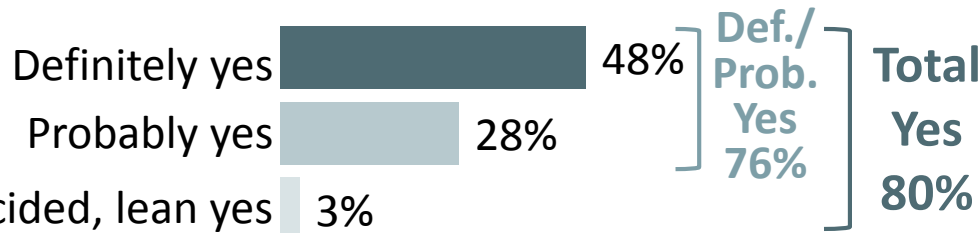
(% of Sample)

Culver City voters remain highly supportive even without a sunset provision in the renewal measure.

In 2012, Culver City voters approved Measure Y, a half-cent sales tax to provide funding for police and fire protection, street repairs, and other city services. When Measure Y was passed, it was written to expire after 10 years. The proposed measure I asked you to vote on, if approved, would keep the Measure Y half-cent sales tax increase in place until ended by voters.

Initial Vote

Vote After Renewal without Sunset Statement



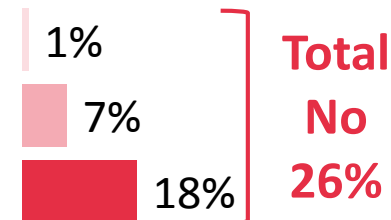
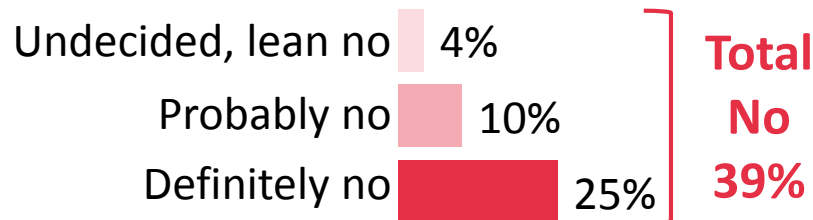
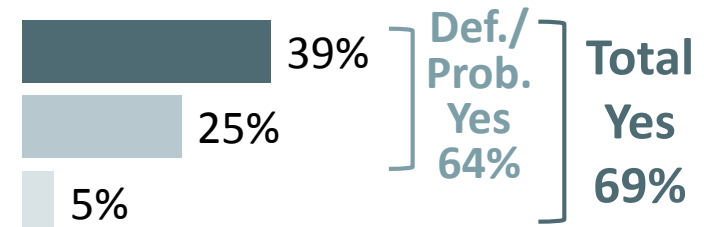
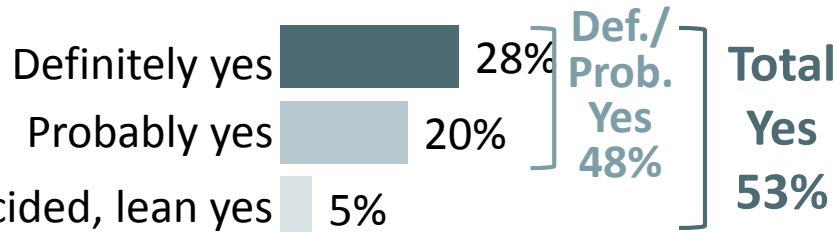
In the June survey, the one-quarter cent sales tax was tested as a standalone measure ...

CULVER CITY NEIGHBORHOOD SAFETY AND ESSENTIAL CITY SERVICES PROTECTION MEASURE. To provide effective emergency response services by retaining firefighters, police officers, and paramedics; fully staff neighborhood fire stations; fix potholes/streets; maintain parks, community centers, after school programs, senior services and other general City services, shall the Culver City sales tax be increased one-quarter cent, generating approximately \$4.9 million annually, until ended by voters, requiring annual audits, all funds used locally, and no tax rate increase?

...and two-thirds support this increase to the City's sales tax measure when it is not preceded by the one to renew Measure Y.

**One-Quarter Cent Sales Tax After Measure Y Renewal
(May Survey)**

**Standalone One-Quarter Cent Sales Tax Measure
(June Survey)**

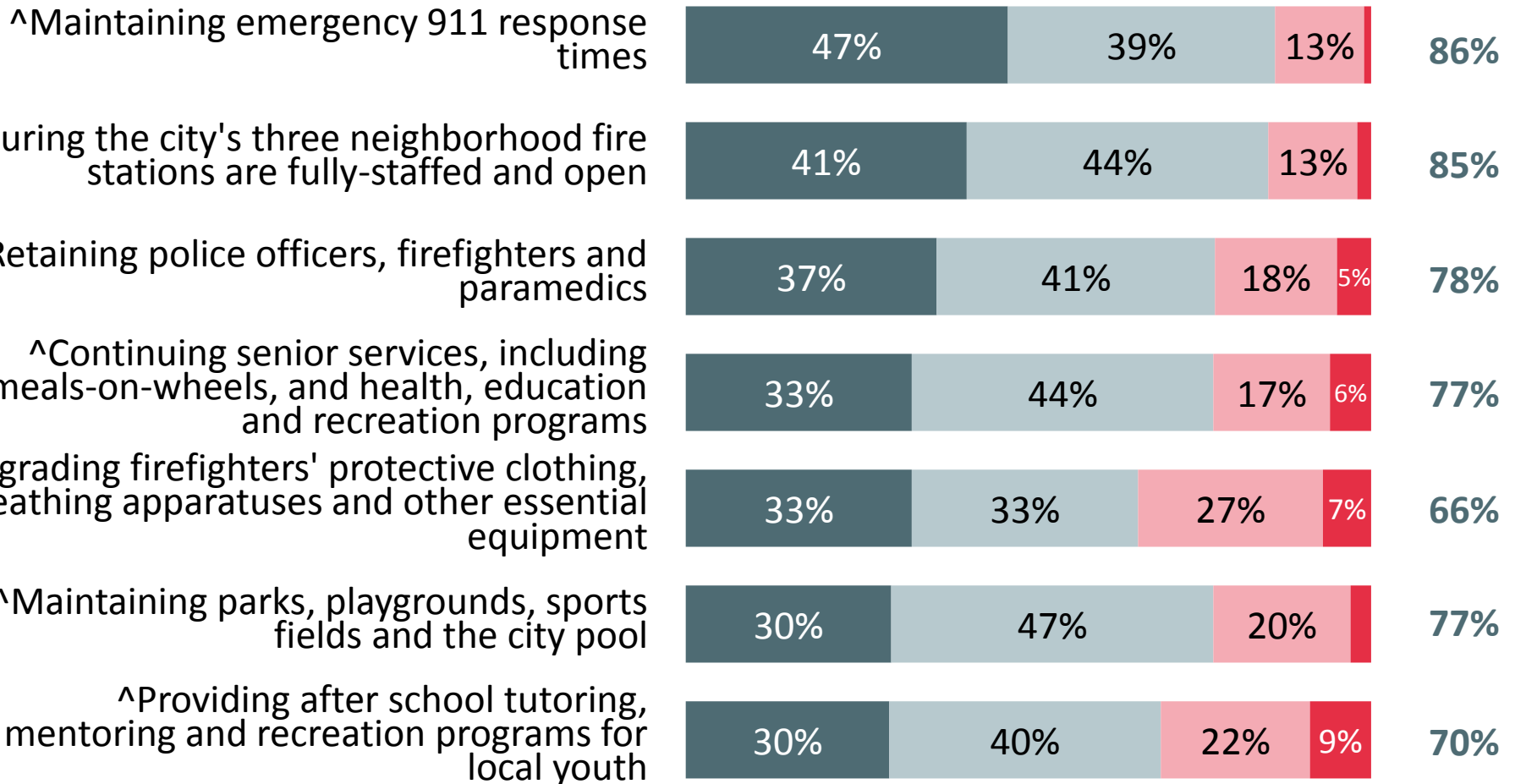




Use of Measure Y Funding & Communicating With the Public

Maintaining public safety services were voters' top priorities, but many also support funding services for local seniors and youth programs.

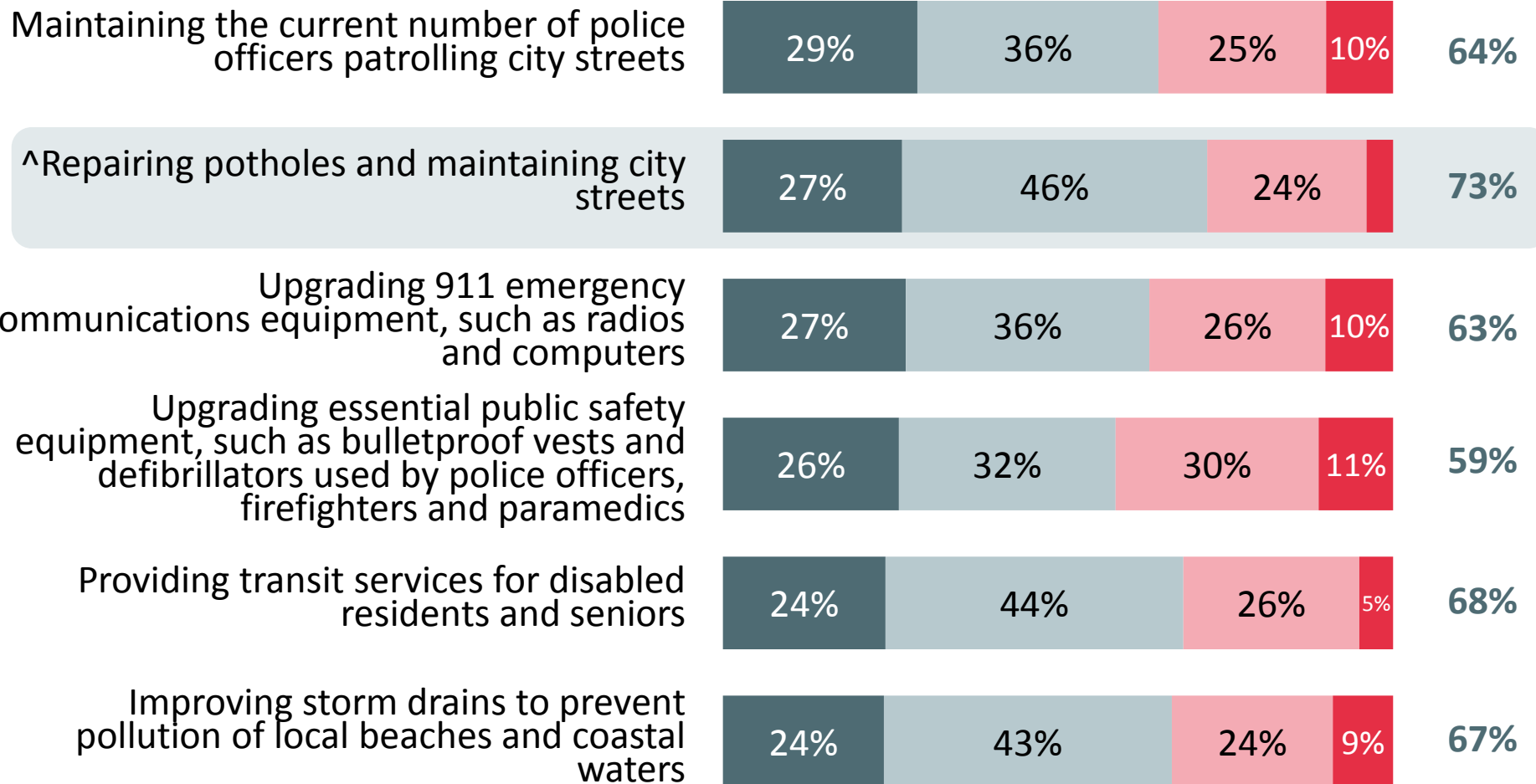
■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt./DK/NA **Ext./Very Impt.**



Q8. I am going to read you a list of ways in which the funds generated by this ballot measure could be spent. Please tell me how important each item is to you personally: extremely important, very important, somewhat important, or not too important. ^Not Part of Split Sample

Nearly three-quarters rate improving local streets as a highly important use of funds.

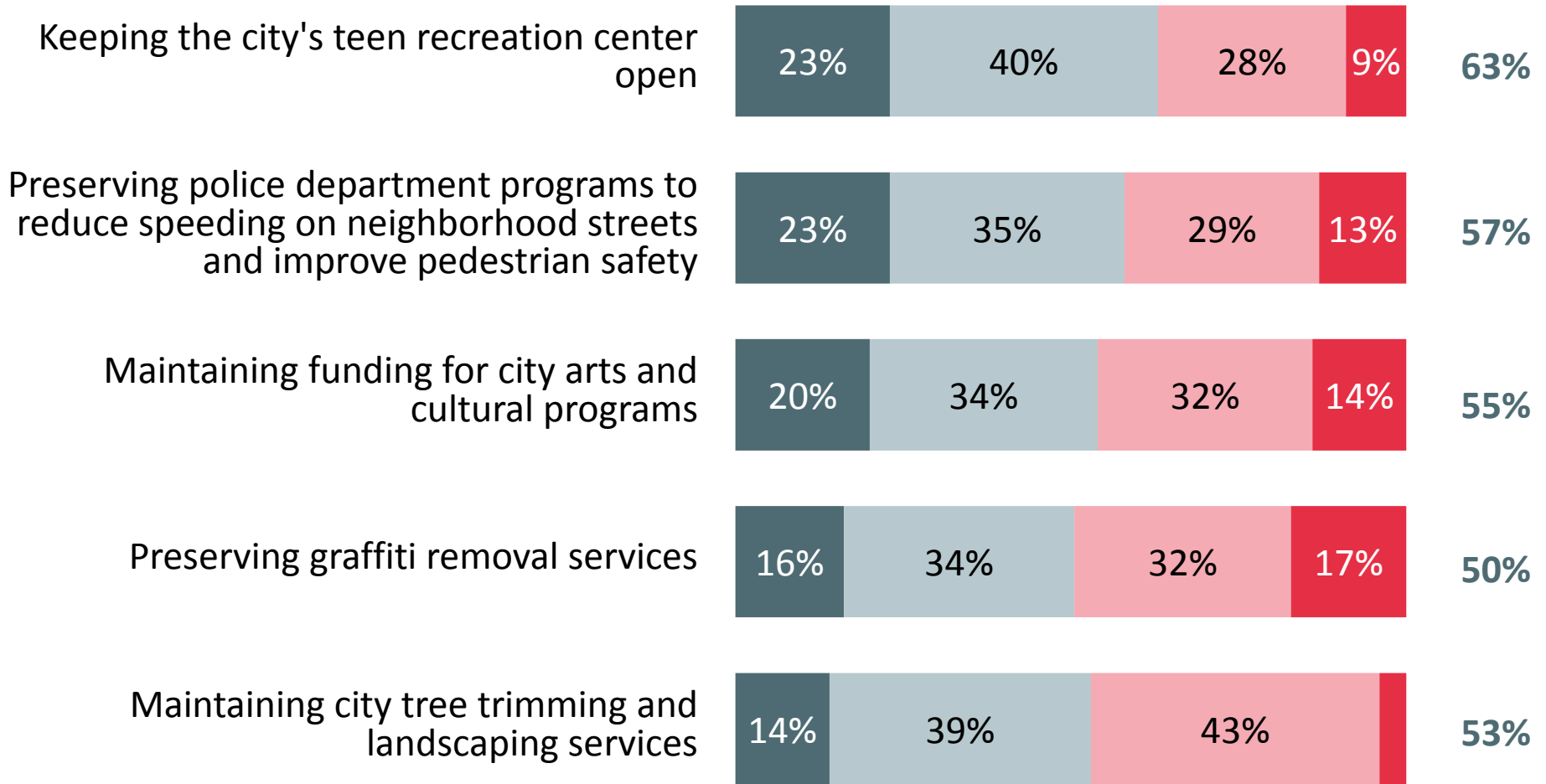
■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt./DK/NA Ext./Very Impt.



Q8. I am going to read you a list of ways in which the funds generated by this ballot measure could be spent. Please tell me how important each item is to you personally: extremely important, very important, somewhat important, or not too important. ^Not Part of Split Sample

Fewer voters consider graffiti removal and tree trimming a major funding priorities.

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt./DK/NA Ext./Very Impt.



Community Engagement Statements

(911 CALLS) A significant number of 911 calls the Culver City Fire Department responds to are medical emergencies, such as heart attacks and car accidents. Passing this measure provides the funds to maintain current firefighter and paramedic staffing levels, ensuring fast 911 response times so residents receive quality emergency medical care quickly and get to a hospital in time.

(ACCOUNTABILITY) This measure requires strict accountability requirements to ensure transparency and public oversight. This includes independent annual financial and performance audits, prohibiting Sacramento from taking any of the funds, and local control so every dollar raised is used in Culver City to make sure funds are spent efficiently, effectively and as promised.

(QUALITY OF LIFE) It is essential that Culver City government have the resources to maintain the high quality of life residents need and deserve. Passing this measure will protect funding to repair and upgrade local streets and sidewalks; maintain local parks, community centers and open space; and continue graffiti removal, street sweeping, tree-trimming, landscaping and other services to maintain clean, healthy and safe neighborhoods.

***(YOUTH)** Passing this measure will maintain City-funded after school programs, youth recreational programs, and keep the Culver City Teen Center open. These programs provide youth in our community with safe and supervised activities that keep them off the streets, out of trouble and away from drugs and gangs.

Community Engagement Statements; Continued

***(SENIORS)** The City provides many local seniors with hot meals, transit services and important health, recreation and education programs. Without additional funding, the City will have to substantially reduce services offered at the Senior Community Center. This measure will help ensure that we can continue to offer important services to local seniors.

***(INVESTMENTS)** The investments we have made in our City have made Culver City a better place to live, work and raise a family. Property values continue to rise, our city attracts entrepreneurs and cutting-edge companies that create new, good-paying jobs and economic opportunities for local small business. Passing this measure will keep Culver City moving in the right direction.

(GROWTH & POLICE) As our community grows, it is essential to maintain funding for the Culver City Police Department. Passing this measure will allow the city to retain police officers and preserve staffing levels to make sure there are enough on-duty police officers to patrol streets, parks, neighborhoods and transit station to prevent crime and respond quickly to 911 calls.

***(NON-RESIDENTS)** This measure costs only five cents for every ten dollars spent, and by law, sales taxes are not applied to food and medicine. Also, since Culver City generates much of its revenue from people coming here to shop and eat at local restaurants, a large portion of this sales tax will be paid for by outside visitors, not residents.

(ROAD NEEDS) Ongoing annual funding is needed to repair and maintain local roads. Passing this measure will provide the city with a guaranteed source of funding to invest in fixing sidewalks and potholes, repaving streets and improving pedestrian safety.

Oppositional Statements

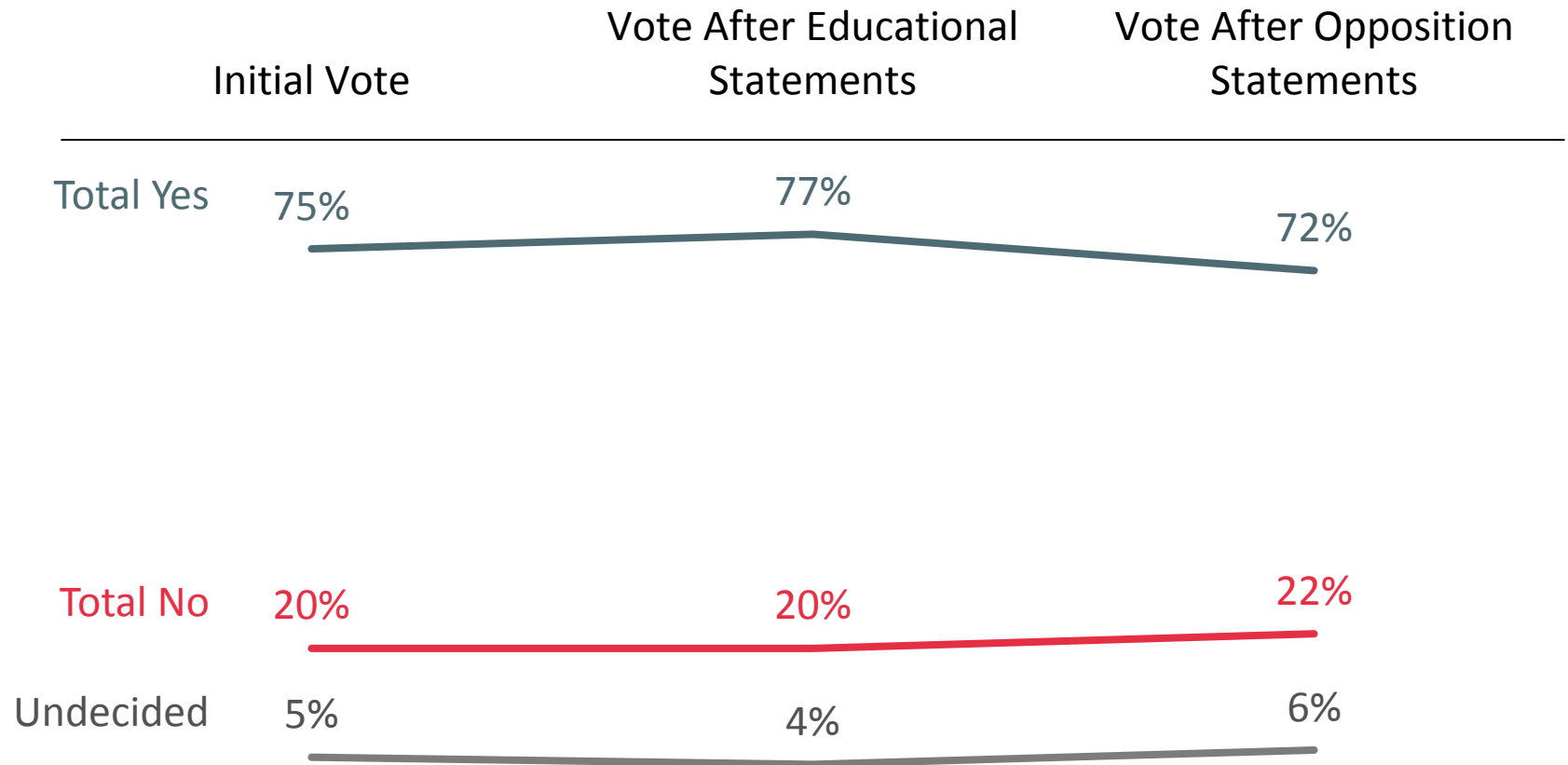
(REGRESSIVE) A sales tax will hit working families and seniors on a fixed income especially hard, who are already struggling with the high cost of housing and health care. Instead of balancing the budget on the backs of residents, the developers tearing up the city should pay their fair share for city services.

(GROWTH) Growth and development in Culver City is out of control — long-time residents are being pushed out of homes and neighborhoods are being overrun by developers building mansions for the very wealthy. This tax measure will do nothing to protect residents or the character of Culver City.

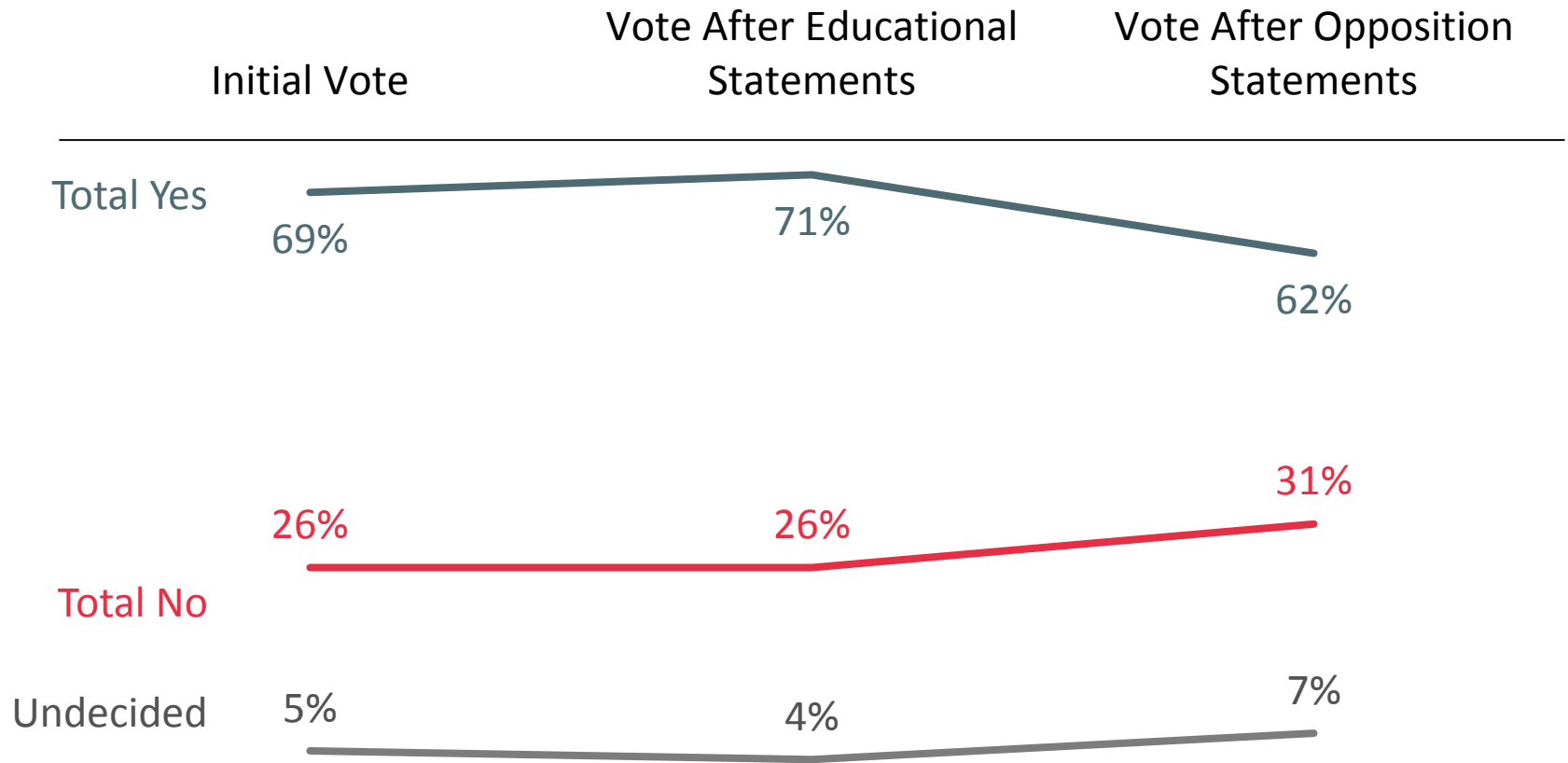
(PENSIONS) The City needs more money to fund overly-generous pension benefits to public employees. We should not pay higher taxes so that retired City workers get six-figure pensions that go far beyond what anyone in the private sector receives.

(TAXES) In every election, voters approve more taxes, but it is never enough for City officials. On top of local taxes, Californians are getting hit hard by the new federal tax law that takes away deductions, and a 12-cent state gas tax increase. We have to draw a line and vote no to more taxes.

More than seven in ten continue to vote in favor of the renewal measure after hearing information for and against.



In the June survey, more than six in ten voted in favor of the “standalone” quarter cent sales tax increase after the statements.



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