

FREE WEBINAR

Tailored for Local Gov't Leaders

Hosted by



WHAT DOES THE PUBLIC THINK ABOUT LOCAL GOV'T, NEW TAXES & RATE INCREASES?

And How Can The Right Data Help Improve Local Gov't Decision Making

WEDNESDAY, MAY 27
10:00 AM

Register online at

WWW.CA-ILG.ORG



Thank You for Joining!

Webinar Host & Moderator

Melissa Kuehne

Program Manager

Institute for Local Government



Webinar Overview

What does the public think about local government, new taxes, and rate increases? As budgets tighten because of COVID-19, local governments statewide are grappling with difficult decisions around which services to offer in light of decreased revenues. The right data can help take the guesswork out of revenue options, service delivery and prioritization.

Today's webinar will share the results of statewide survey highlighting key priorities for essential services, revenue measures and engagement opportunities. The City of Rancho Cucamonga will share their practical experience and lessons learned from using survey and other data to help make difficult decisions.

Today's Agenda

Welcome & Overview

About ILG

Presentations by:

- Adam Probolsky, Probolsky Research
- Lori Sassoon, City of Rancho Cucamonga

Panel Discussion

Q&A

Contact Information

How to Ask a Question During the Webinar

- All webinar participants will be on MUTE during the entire call.
- Please TYPE any questions into the question box at any time during the webinar.
- The moderator will read your questions during the question period at the end of the webinar.



Non-Profit, Non-Partisan & Here to Help

ILG is the non-profit training and education affiliate of...



**California Special
Districts Association**
Districts Stronger Together



We provide practical and easy-to-use resources so local agencies can effectively implement policies on the ground.

ILG's Programs & Services

Program Areas

Leadership & Governance

Civics Education & Workforce

Public Engagement

Sustainable Communities



Services

Education & Training

Technical Assistance

Capacity Building

Convening

Our mission is to help local government leaders navigate complexity, increase capacity & build trust in their communities

ILG's FREE Resources

COVID-19

- www.ca-ilg.org/COVID-19
 - Local Government Resources
 - State and National Resources
 - Executive Orders
 - Tools and Training Opportunities
 - Local Government Response

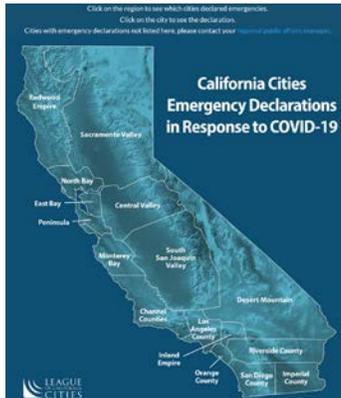
Leadership Resources

- www.ca-ilg.org/leadership
 - Information and resources on effective boards & councils, decision-making, responsibilities and powers and more

Public Engagement Resources

- www.ca-ilg.org/engagement
 - Basics of Public Engagement
 - ILG's TIERS Public Engagement Framework
 - Partnering with Community Based Organizations
 - Language Access

COVID-19 Resources



www.cacities.org/Regions/California-Cities

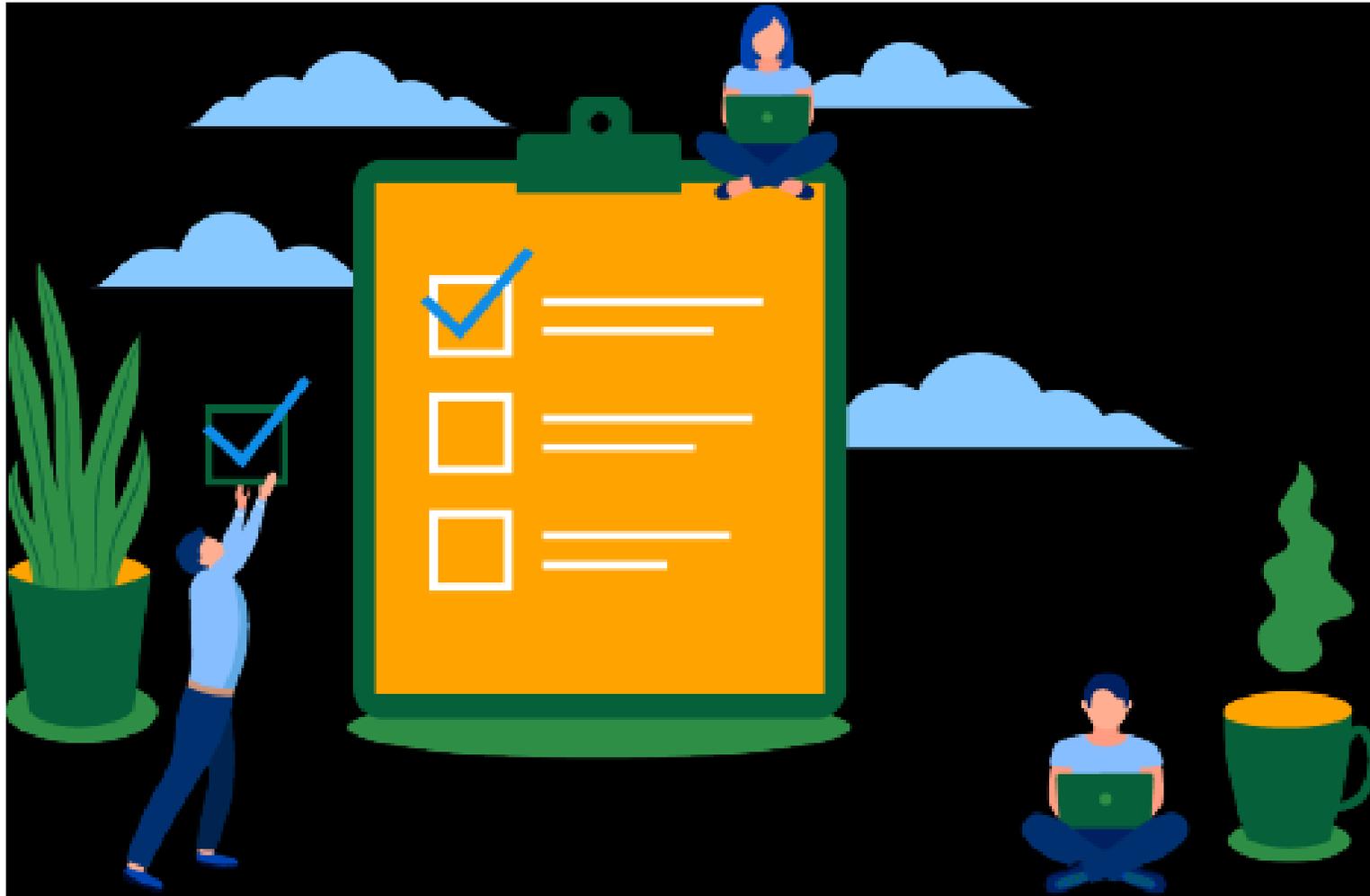


www.csda.net/covid-19-resources



www.counties.org/carousel/resources-regarding-coronavirus-covid-19

Tell Us More About You – Audience Poll



Today's Presenters

Adam Probolsky

President

Probolsky Research



Lori Sassoon

Deputy City Manager

City of Rancho Cucamonga



Probolsky Research

California Voter Survey

Presentation prepared for:



May 14, 2020



**Opinion Research on
Elections and Public Policy**

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8150
Washington DC (202) 559-
0270

Probolsky Research — Statewide Voter Survey

Survey Methodology*

From Saturday, May 2, 2020 to Tuesday, May 5, 2020, Probolsky Research conducted a live-interviewer telephone and online survey among likely voters in California.

A total of 900 voters were surveyed (300 by telephone and 600 online). A survey of this size yields a margin of error of +/-3.3%, with a confidence level of 95%. Interviews were conducted with respondents on both landline (50%) and mobile phones (50%) and were offered in English (90%) and Spanish (10%) languages. For the online survey phase, we invited participation via email and text. Security measures precluded individuals from completing the survey more than once and allowed only the designated voter to complete the survey. Online respondents were able to use their computer, tablet or smart phone to participate.

Split sample: For two questions, we employed a split sample approach, meaning we tested one version of a question among split sample A, 50% of respondents, and a slightly different question with split sample B, 50% of the sample. The sample is divided randomly into halves in order to ensure reliability and validity of the split sample. We use split samples to test the differences between two or more variations in wording of a given question. Split samples provide the opportunity to evaluate the efficacy of certain messages as well as how differently audiences react to the given variations in messages.

The original sample was compiled by the 58 California county election officials and then enhanced with consumer data to ensure we reached voters on their most current phone numbers and email addresses. Probolsky Research applies a stratified random sampling methodology to ensure that the demographic proportions of survey respondents match the demographic composition of likely voters.

Probolsky Research specializes in opinion research on behalf of corporate, election, non-profit, and special interest clients.

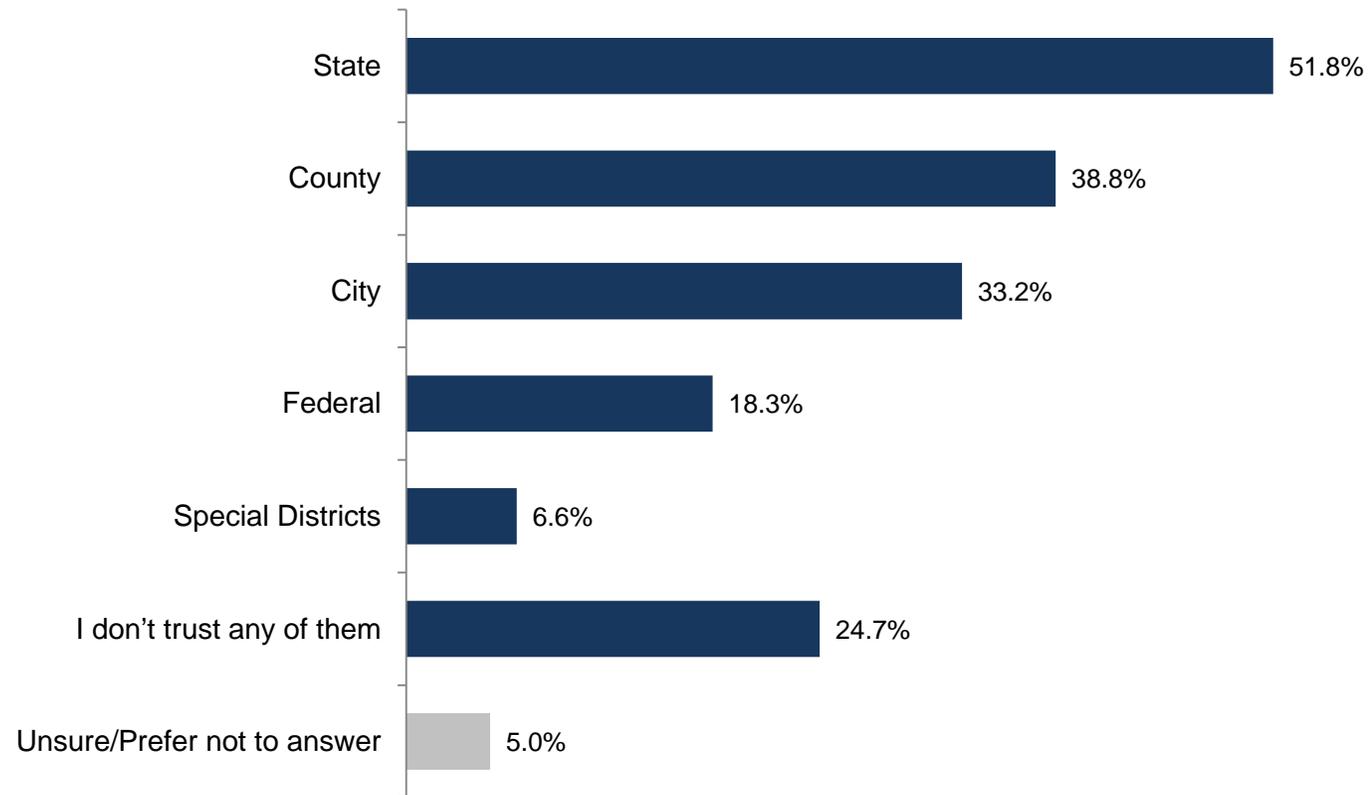


Trusting in Government

52% say they trust state government to provide

accurate, complete and useful information about the COVID-19 pandemic and economic recovery

Question: What level of government do you trust to provide you with accurate, complete and useful information about the COVID-19 pandemic and economic recovery?
Select all that apply.

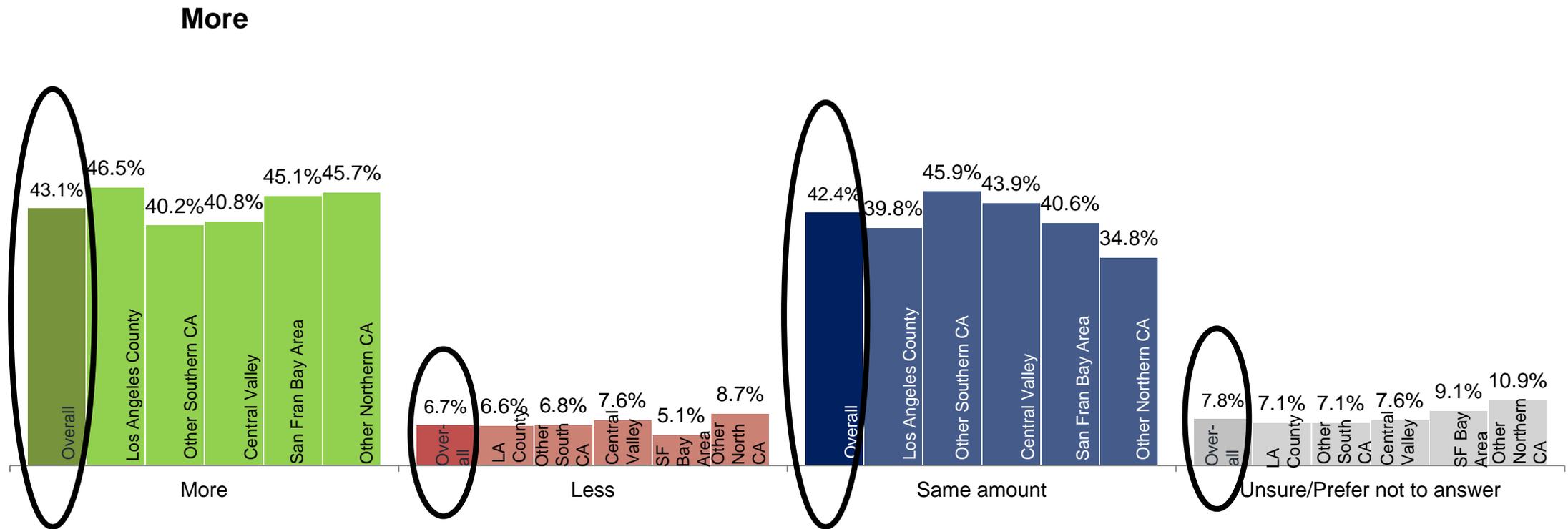


Engagement With Local Government

43% say local government should share more

Information on a regular basis

Question: Thinking about the communication you see from your city, county and special district governments, would you like them to share more, share less or the same amount of information with you on a regular basis?



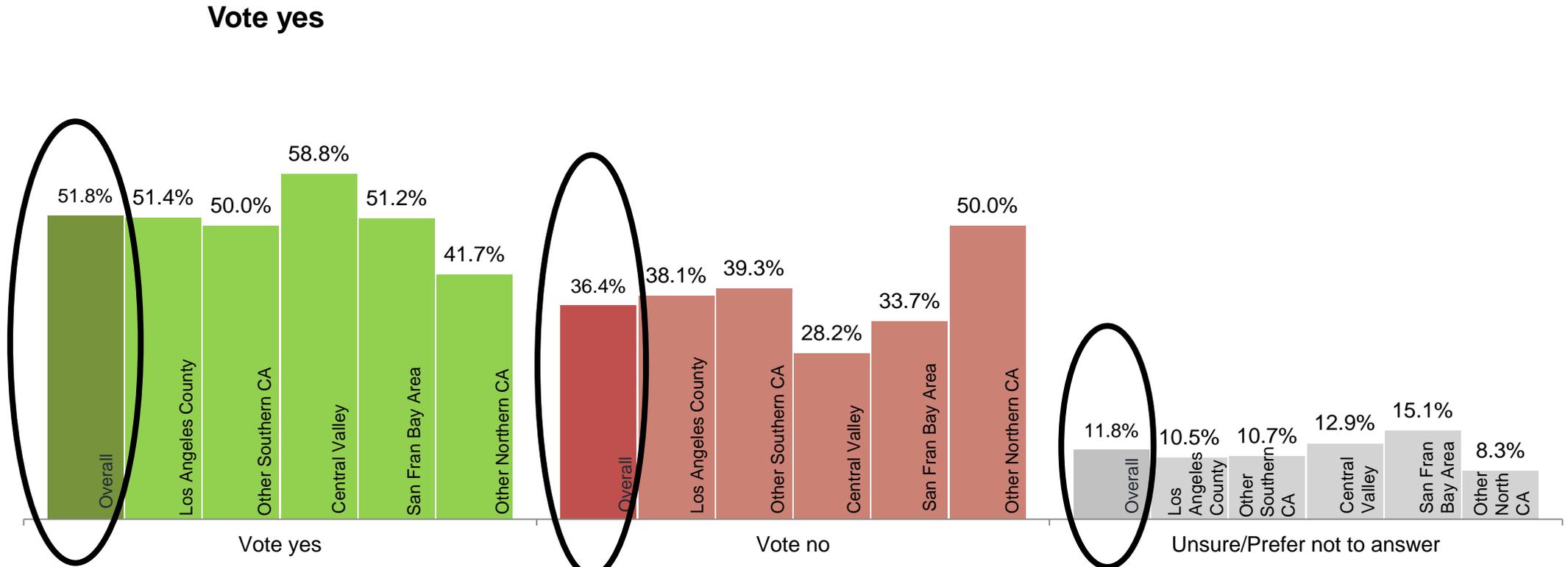
Sales Taxes

52% say they would vote “yes” on a half-cent sales tax

increase to fund essential services like police, firefighters, paramedics and 911 operators

Question: If the November General Election were today, how would you vote on a city or county half-cent sales tax increase to fund **essential services like police, firefighters, paramedics, and 911 operators?**

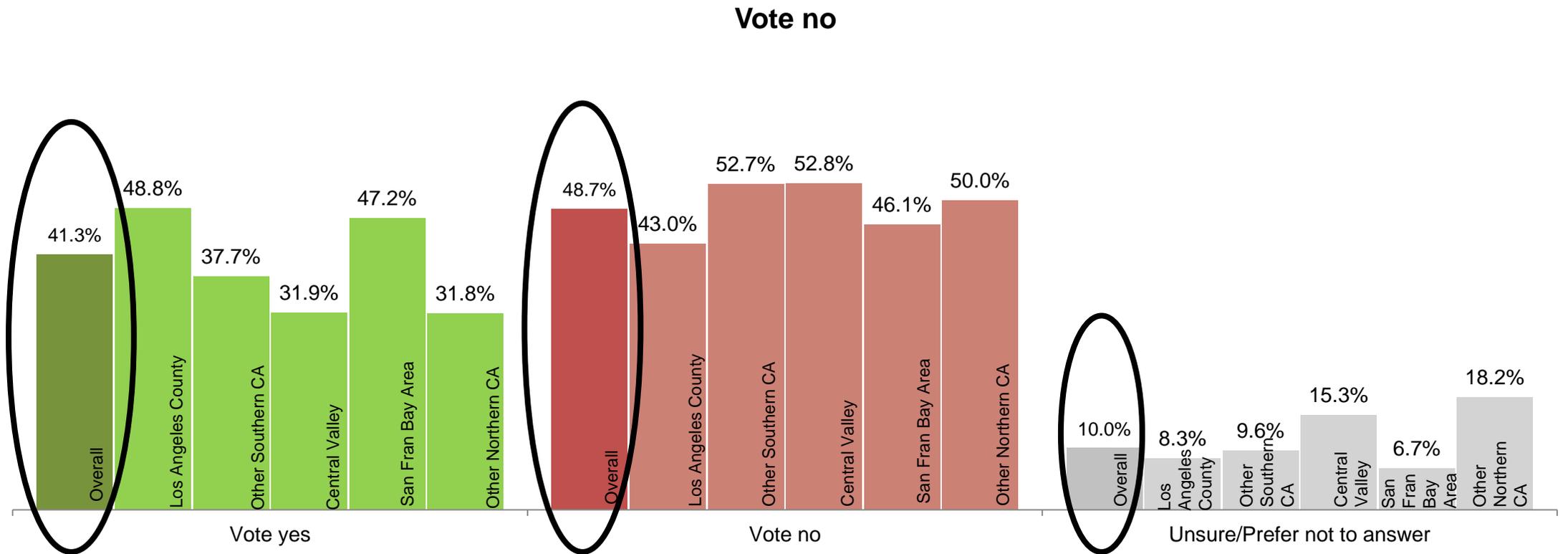
[SPLIT SAMPLE A]



49% say they would vote “no” on a half-cent sales tax increase to fund freeway and road improvements, traffic reduction measures and public transportation

Question: If the November General Election were today, how would you vote on a city or county half-cent sales tax increase to fund **freeway and road improvements, traffic reduction measures and public transportation**?

[SPLIT SAMPLE B]



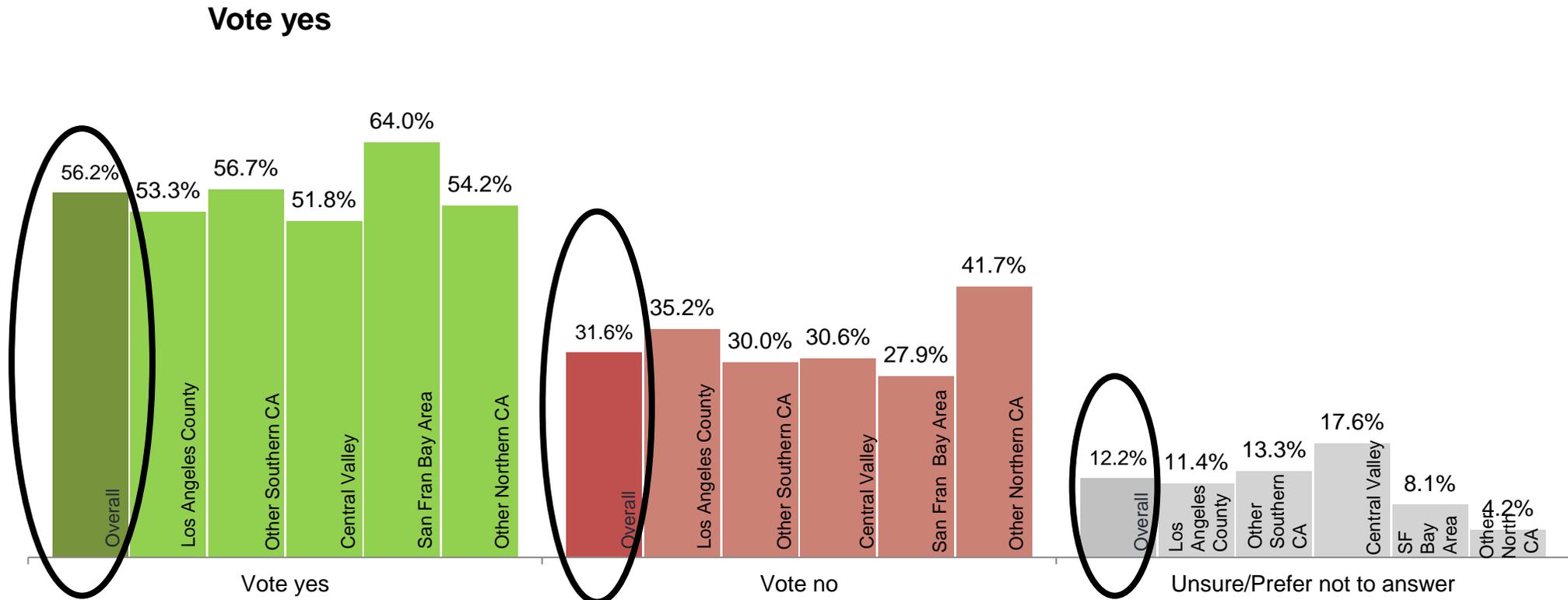
TOT

56% say they would vote “yes” on a one-percent hotel

tax increase to fund essential services like police, firefighters, paramedics and 911 operators

Question: If the November General Election were today, how would you vote on a city or county one-percent hotel tax increase, only paid by hotel and motel visitors, to fund **essential services like police, firefighters, paramedics, and 911 operators?**

[SPLIT SAMPLE A]

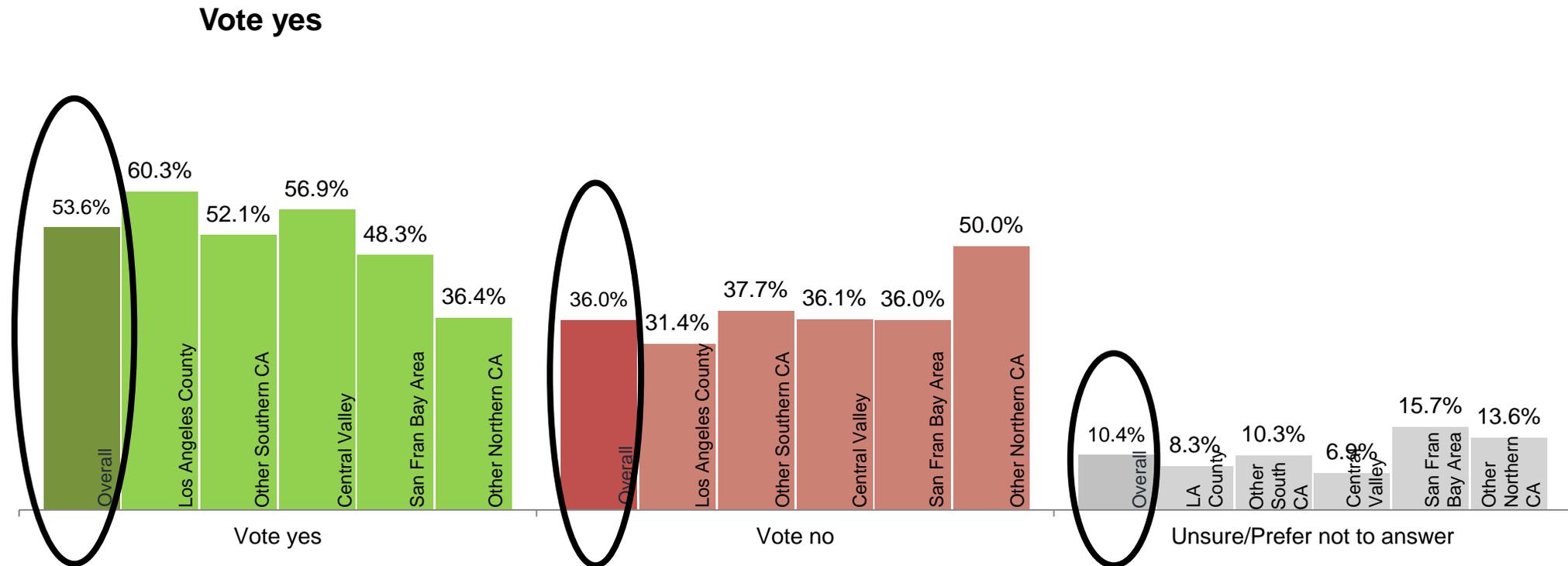


54% say they would vote “yes” on a one-percent hotel

tax increase to fund essential services like police, firefighters, paramedics and 911 operators

Question: If the November General Election were today, how would you vote on a one-percent city or county hotel tax increase, only paid by hotel and motel visitors, to fund **essential services like police, firefighters, paramedics, 911 operators, homeless services, libraries, park improvements, and senior and teen services?**

[SPLIT SAMPLE B]

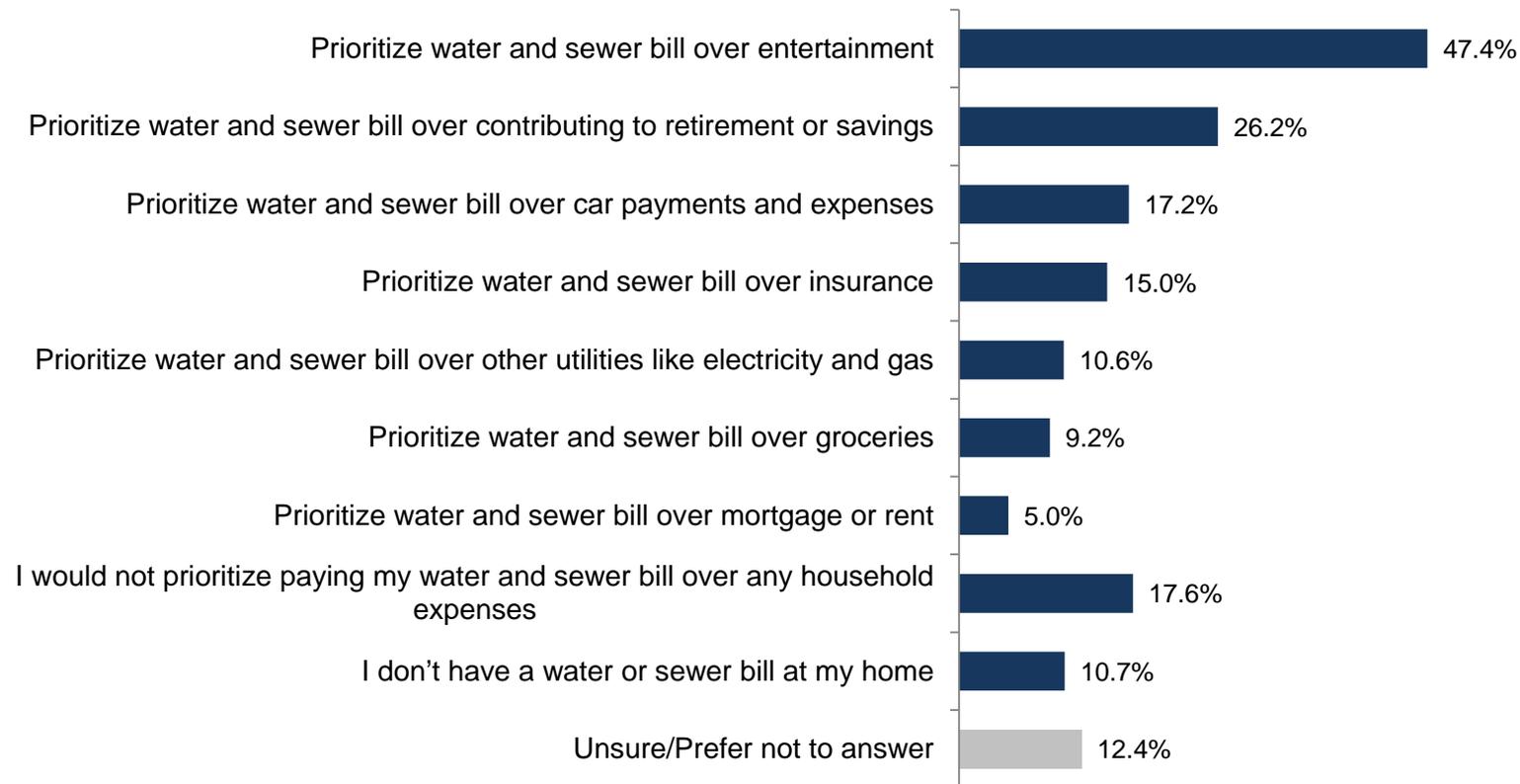


Water Agencies

47% say they prioritize their water and sewer bill

over entertainment, 26% over retirement or savings

Question: Considering all your household expenses, if you had limited funds, how would you prioritize paying your water and sewer bills? Select all that apply.

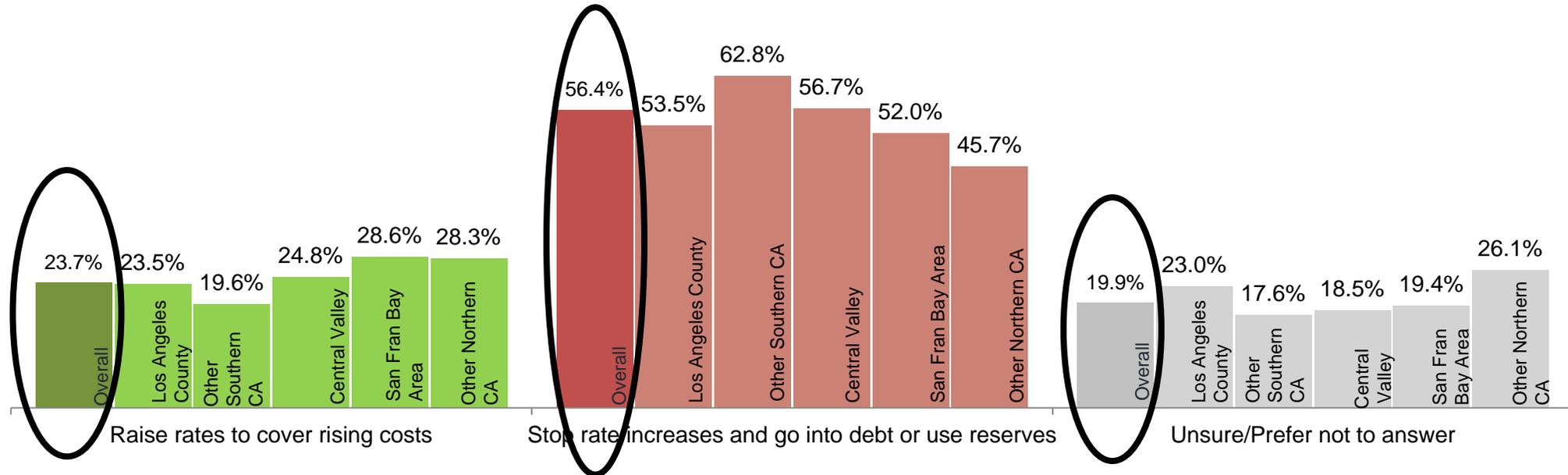


56% say water agencies should stop rate increases

and go into debt or use reserves to cover rising costs during the COVID-19 pandemic

Question: Water agencies regularly raise rates to cover energy, infrastructure and water costs. Without raising rates, water agencies have to go into debt or use reserves that might be needed in case of an emergency like an earthquake. During this COVID-19 pandemic and economic recovery, should water agencies continue to raise rates to cover their costs or should they stop rate increases?

Stop rate increases

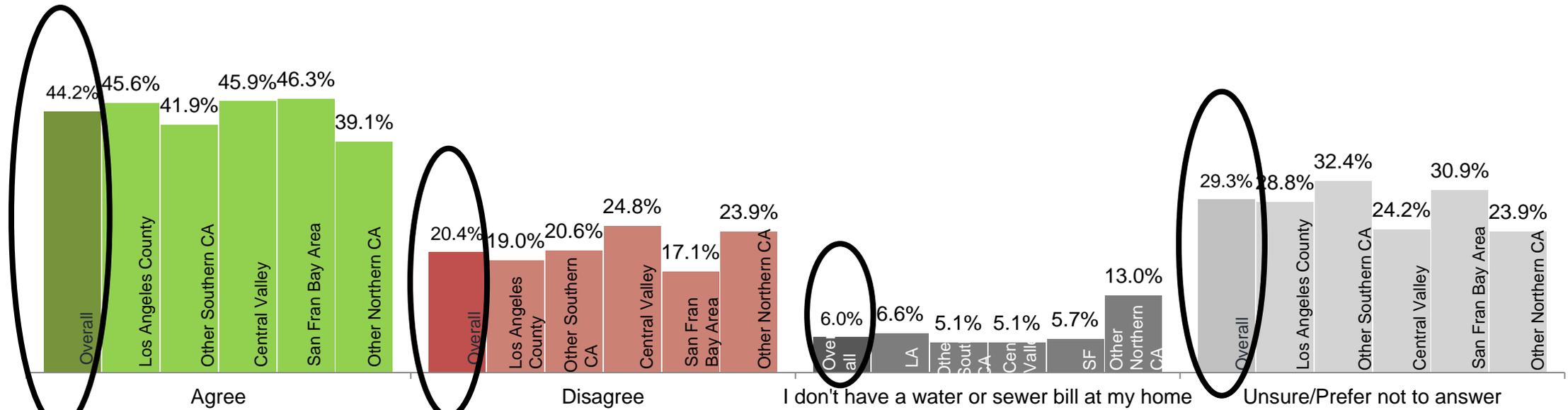


44% say they agree with the statement:

“My local water district cares about the health and well-being of me any my family.”

Question: Agree or disagree: “My local water district cares about the health and well-being of me and my family.”

Agree



Using Data to Inform Public Policy Decisions

Lori Sassoon
City of Rancho Cucamonga
Lori.Sassoon@cityofrc.us



The only sure thing is change....

- Physical and business environments in flux
- Adapting means making decisions to do things differently
- Doing these differently is **HARD**



Typical decision inputs...



**OUR
OPINIONS**



**OPINIONS OF
OTHERS**



EXPERIENCES



POLITICS



RESEARCH



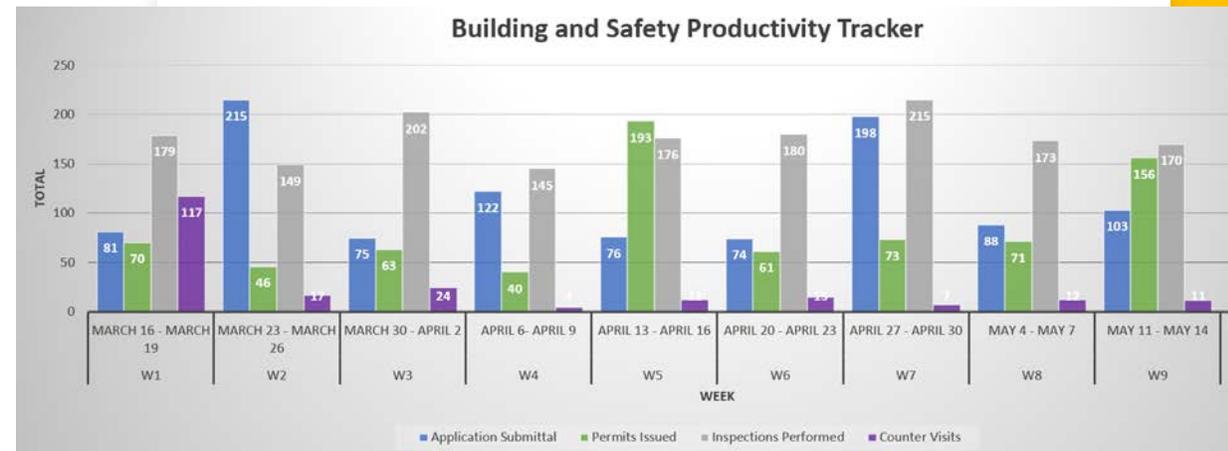
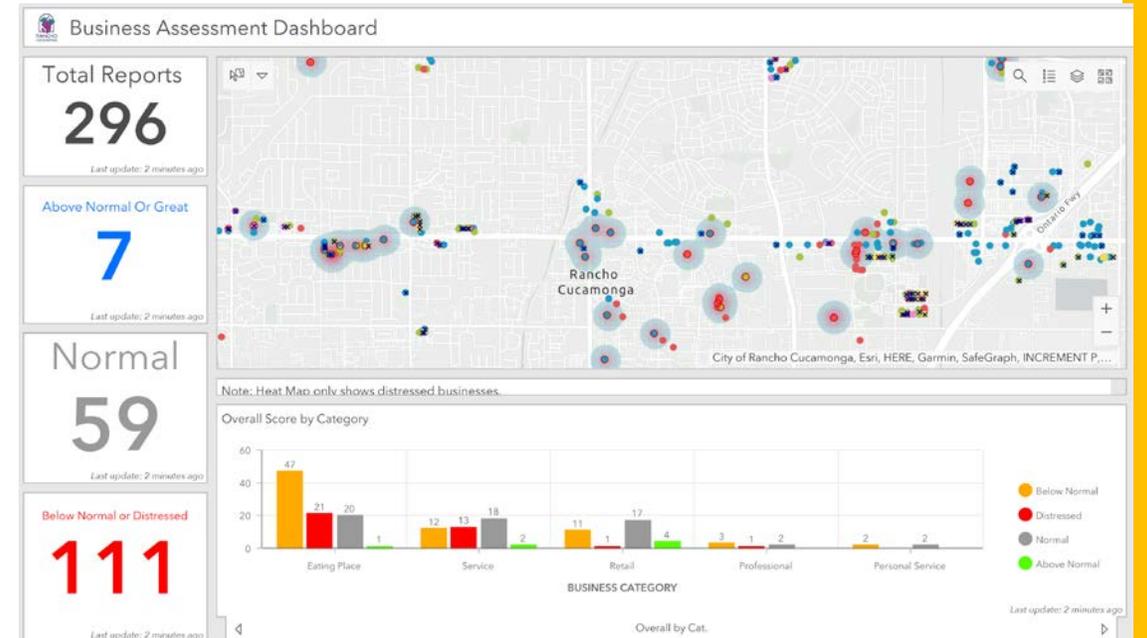
**SOURCE
DOCUMENTS**



**FACTS (AKA
DATA)**

Layers of operational data

- Workload information
- Efficiency measures
- Financials



Layers of opinion data

- Social media comments
- Proactive public engagement - online platforms, public forums, stakeholder engagement
- Resident surveys
- Resident or voter polling

Polls give us the facts about community opinions



Informal Surveys vs Scientific Survey (aka Polls) – and when

- Surveys are not as reliable as polls, but less expensive
- Polls are more predictive, but more expensive
- Both can be useful
- When we are looking at revenue measures, should be using all data sources – but landing on a poll



Why a poll?



Making sure the sample is representative of the likely voter turnout demographics (party, age, etc.)



Asking the question exactly how it would be asked on the ballot



Testing informational statements

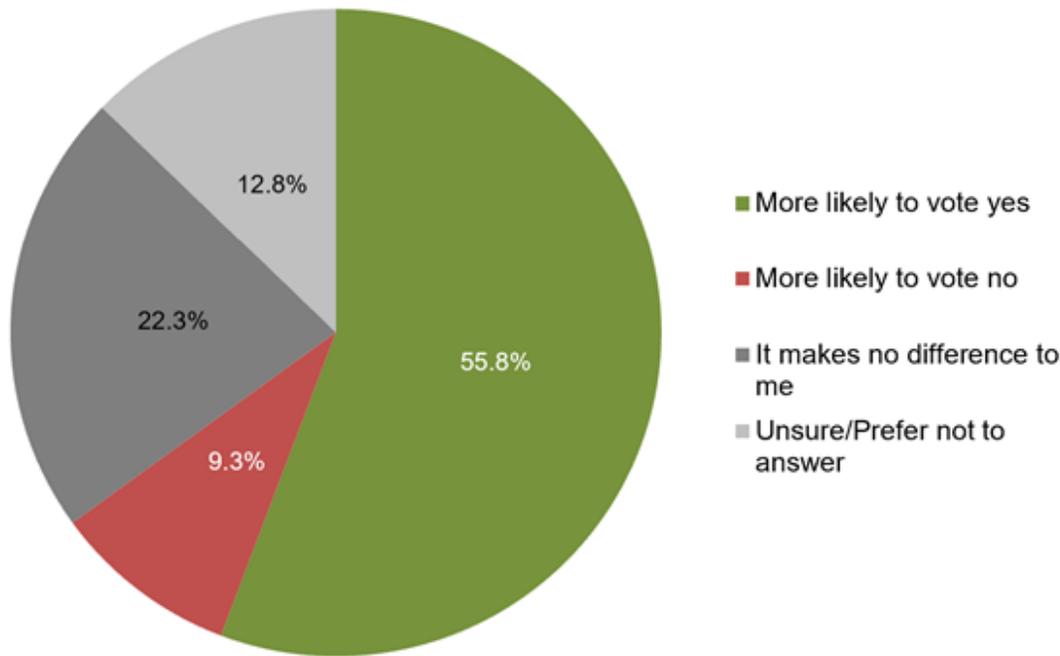


Can be trusted the survey result as a likely predictor of pass/fail of a measure

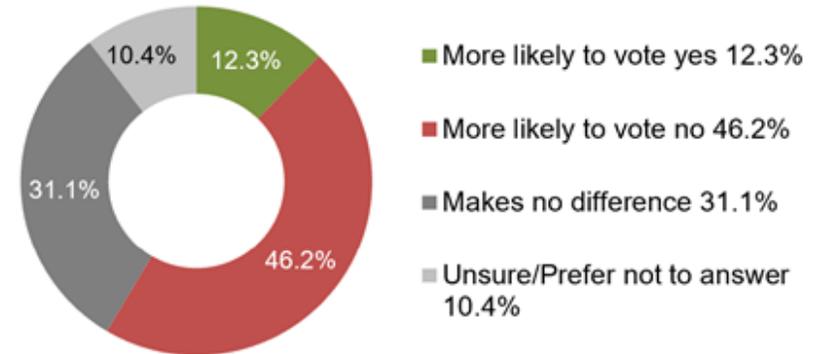
56% are more likely to vote yes knowing that

raising the TOT by 2% would generate approximately \$1,000,000 in new revenue for the City

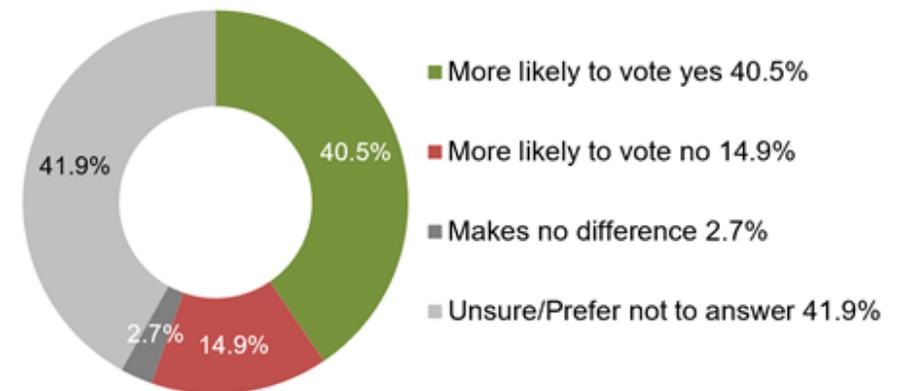
Question 19: Raising the transient occupancy tax by 2% would generate approximately \$1,000,000 in new revenues for the City. Does knowing this make you more likely to vote yes or more likely to vote no on the transient occupancy tax ballot measure?



Among those who initially voted no



Among those who initially voted unsure

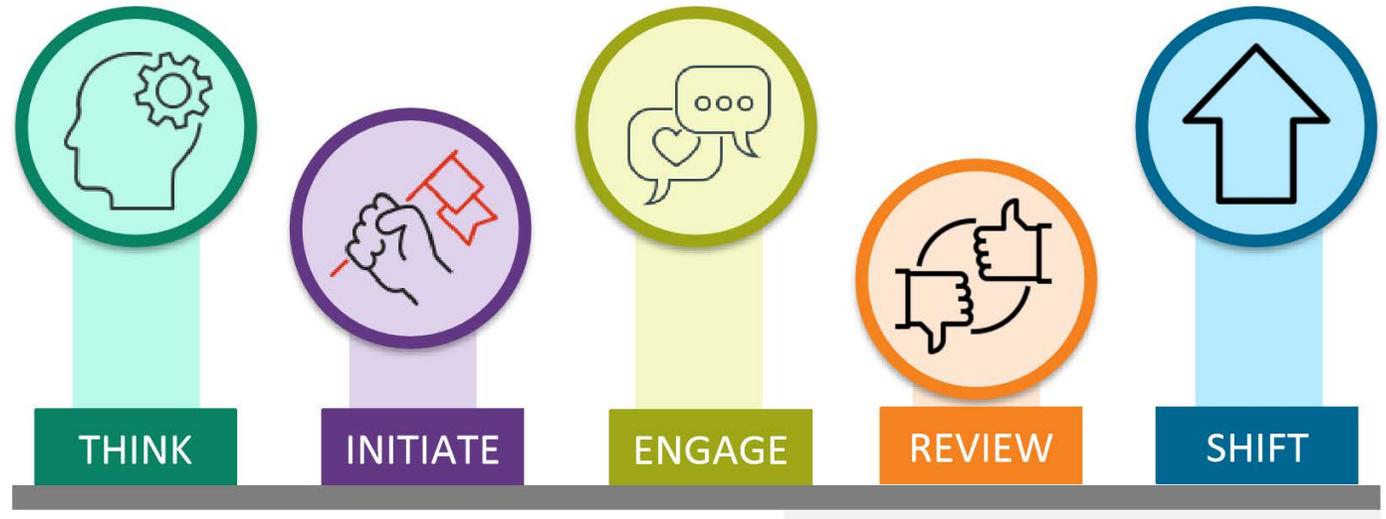


Beware the echo chamber...



Where do we start?

TIERSSM Framework for Practical Public Engagement at the Local Level



Panelist Discussion

Adam Probolsky

President
Probolsky Research



Lori Sassoon
Deputy City Manager
City of Rancho Cucamonga



Questions & Answers



Stay Connected & Stay Informed



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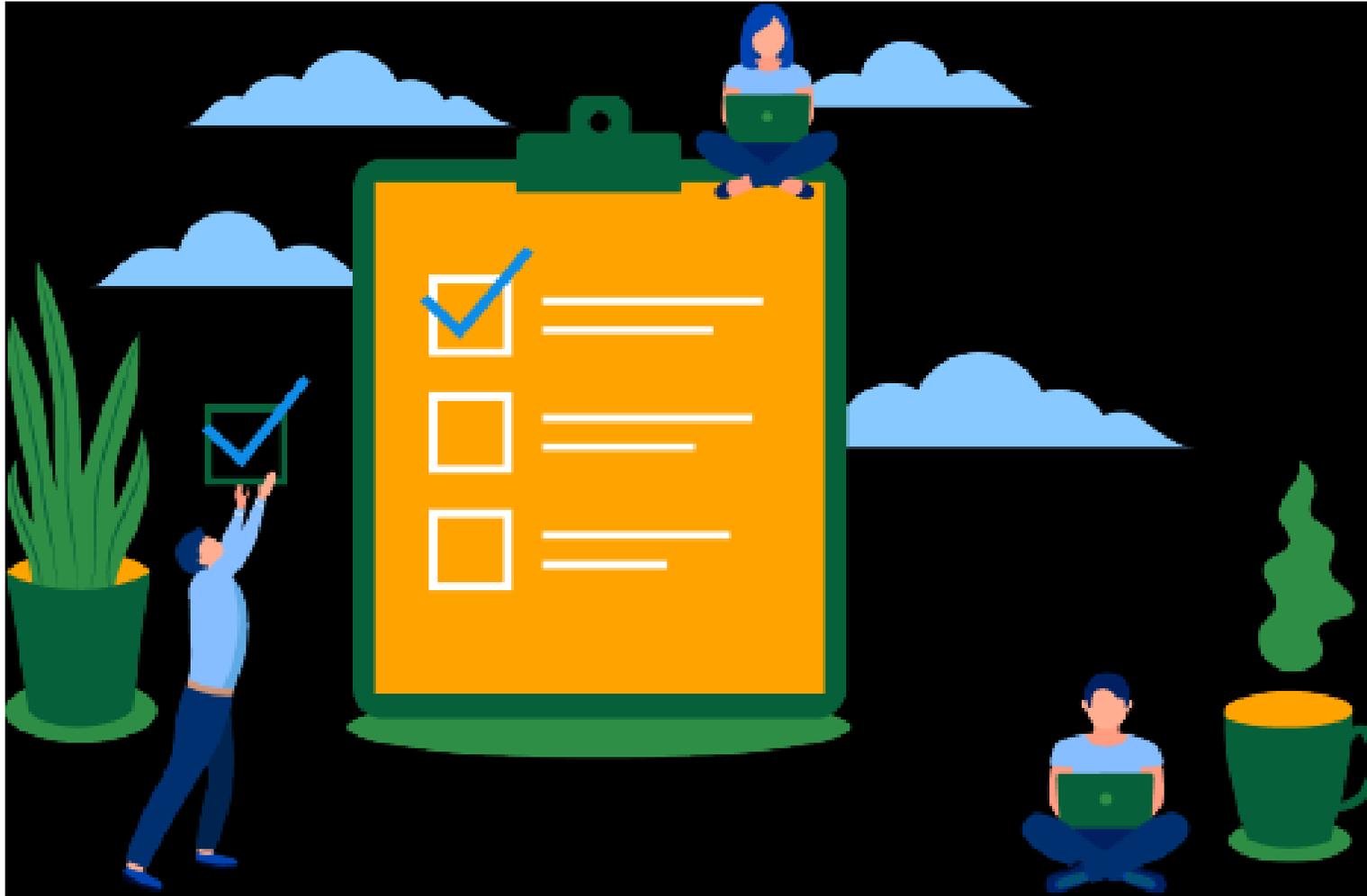


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Sign up for our e-Newsletter
www.ca-ilg.org/stayinformed

Tell Us What You Need Next – Audience Poll



Thank You!



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