SUBJECT: UTILITY USER’S TAX POLLING UPDATE

SOURCE: Administrative Services

COMMENT: During the November 2, 2004 City Council meeting, the City Council authorized the City Manager to expend monies to retain a firm to conduct a poll on the likely results of a proposed Utility User’s Tax increase. The firm of Fairbank, Maslin, Maullin, and Associates was contacted to perform the polling. This firm has been highly utilized around the San Joaquin Valley for similar measures, and by the League of California Cities on the Proposition 1A. measure last year.

The survey was placed in the field the week of March 15th through the 20th, and is now complete. Four hundred citizens participated in the phone survey, providing an accurate statistical representation of the community as a whole. Several key trends were identified and summarized as follows:

• Gangs/Crime and Drugs were seen as the biggest problems facing the City of Porterville.
• The issue of crime and public safety is viewed as non-partisan.
• The impact of the State Budget Deficit is recognized locally.
• A sales tax measure is viewed as far more favorable than a utility user’s tax measure.
• There is recognition that the number of service calls answered by the Police and Fire Departments has increased significantly over the past 10 years.
• There is concern that the crime rate has increased over the past five years.
• There is recognition that the community has grown, yet the number of Police Officers and Fire Fighters has not grown accordingly.

Based on the responses to the survey, it is recommended that if a tax measure is recommended that it be placed on a ballot with the highest anticipated voter turnout.

RECOMMENDATION: (1) That the Council authorize the City Manager to retain a campaign educational consultant to provide information regarding possible courses of action.
(2) That the Council appoint two of its members to act as a ballot measure sub-committee to communicate with the consultant to recommend the most desirable course of action.

ATTACHMENT: Graphic representation of the polling results.
TO: The City of Porterville

FROM: Fairbank, Maslin, Maullin & Associates

RE: Results of a Voter Survey Regarding Possible Finance Measures - DRAFT

DATE: March 31, 2005

Fairbank, Maslin, Maullin & Associates (FMM&A) recently completed a survey of 400 registered voters residing in the City of Porterville to better understand their views towards possible finance measures to help fund city services that could appear on a future ballot.

Survey results suggest that a majority of voters - 78 percent - would vote "yes" on a measure that would raise the city's sales tax by a half cent to fund public safety efforts. Support is strong among almost all demographic groups except among older voters who are at least age 50 and men. Additionally, of the five types of finance measures about which voters were asked, there is a clear preference for a sales tax increase rather than an increase in the utility users' tax (UUT). For example, only 38 percent of voters say they would support a UUT increase for general purposes compared to 64 percent who would support a

---

1 **Methodology**: From March 15-20, 2005, FMM&A completed 400 interviews with registered voters in the City of Porterville. The margin of sampling error for the full sample is +/- 4.9 percent; margins of error for subgroups within the sample will be higher.

2 Five types of tax increases were tested: A 2 percent increase in the utility users tax (UUT) for general purposes; 2 percent increase in the UUT for public safety; a half cent increase in the sales tax for general purposes; a half cent increase in the sales tax for public safety; and, a quarter cent increase in the sales tax.
sales tax increase for general purposes. These and other important findings are provided in more detail below:

- **Voters prefer a sales tax increase over a UUT increase.** As mentioned previously, only 38 percent would support a 2 percent UUT increase for general purposes compared to 64 percent who support a half cent sales tax increase. And although support for the UUT increase jumps to 61 percent when respondents are told the measure would pay for additional public safety efforts, it falls short of the 67 percent needed to pass the measure. On the other hand, 78 percent support a half cent sales tax increase after being told the funds would be used specifically for public safety. We recommend that Porterville ask for a sales tax increase as opposed to a UUT increase.

- **Support for the half cent sales tax increase is strong.** As mentioned above, initially, 75 percent of voters support the half cent sales tax increase. After respondents hear arguments in favor of the tax increase and statements opposing the increase, support decreases minimally to 73 percent. This result suggests solid support for the tax increase measure.

- **Support for the half cent sales tax increase for public safety is strong across demographic groups except among older voters and men.** For example, Latinos are just as likely as whites to support the measure (64 percent and 63 percent, respectively, say they would vote “yes” for the measure). Similarly, support is consistent among party affiliation; 62 percent of Democrats and 63 percent of Republicans would vote for it. However, 58 percent of men support the measure compared to 66 percent of women. And, 70 percent of voters under age 50 would vote “yes” while 61 percent of those age 50 and older would do so. Men and older voters should be targeted with an information campaign.

- **Voters are aware that the state’s budget deficit has hurt the city financially.** Six in ten (61 percent) consider “state funding cuts for essential services such as police and fire” to be an extremely or very serious problem. Similarly, three-quarters (75 percent) of voters find a statement that iterates the need for a tax increase because the state has taken money from local governments to help deal with the state budget deficit makes them much more or somewhat more inclined to support the tax increase proposal. Again, these results indicate that minimal education is needed to inform voters about the need for additional funds.

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3 A tax increase for general expenditures would require support from 51 percent of voters. A tax increase for specific expenditures such as public safety would require support from 67 percent of voters.
• **Voters realize that the city has grown.** Fully 95 percent say a statement that the city’s population has increased a lot in the past few years is accurate; 75 percent consider the statement very accurate. And, 86 percent indicate that a statement saying that the city’s operating costs have increased is accurate. *This finding shows that minimal education is needed about increasing costs or the need for additional funds.*

• **Voters are concerned about increasing crime including gangs and drugs.** In an open-ended question in which respondents are asked what the biggest problem facing Porterville is, a plurality (28 percent) volunteer gangs and crime and another 4 percent name drugs. These percents are more than double any other mentions. More striking, however, is that when respondents are provided several issues and asked to rate the seriousness of each one, 84 percent consider drug trafficking and drug use to be an extremely or very serious problem and 82 percent say the same about gangs and youth violence. These items rate the highest of the 15 issues about which they were asked. *This finding indicates that concern about public safety is already very high.*

• **Voters want assurances that the money from the measure actually goes to public safety.** Six in ten (64 percent) say it is extremely or very important that the funds go only for public safety and another 62 percent say it is extremely or very important that independent financial audits are required. Similarly, 64 percent say that a statement about tough accountability measures makes them much more or somewhat more inclined to support the measure. Interestingly, voters are not nearly as concerned about citizens’ oversight. Only 41 percent consider that provision extremely or very important. *We strongly suggest that the ballot measure, should you decide to go forward with it, includes information about accountability; a citizens’ oversight is not nearly as important and is not needed.*

• **Voters are most persuaded to support the measure when they are reminded of the city’s growth and when gangs, drugs and crime are mentioned.** Fully 81 percent consider a supportive statement regarding gangs, drugs and crime to make them much more or somewhat more inclined to support the measure. Eight in ten (79 percent) consider a statement about protecting kids from gangs and drugs to make them much more or somewhat more inclined to support the tax increase and 77 percent say the same thing about a statement regarding the need to expand anti-drug efforts. *We recommend emphasizing that tax revenue from the measure will be used to stem gangs, drugs and crime.*

• **Voters do not indicate major concern about high taxes.** “The amount of local taxes people pay” is rated an extremely serious problem by only 7 percent of voters. Additionally, a supportive statement that tourists and shoppers from outside of Porterville will share the tax increase receives cursory support with only 59 percent
indicating it makes them much more or somewhat more inclined to support the tax increase. *This situation indicates that the local tax rate is not a major concern among voters.*

- **Support for a quarter-cent sales tax increase is about the same as support for a half-cent sales tax increase.** Three-quarters (77 percent) would support a quarter cent sales tax increase, which is similar to the support the half cent proposal receives. *We recommend you ask for a half cent sales tax increase should you decide to put a measure on the ballot.*

- **A sunset provision is not necessary.** Six in ten (62 percent) would be more inclined to support the measure if it would be in place for only 10 years. Although that number is strong, the measure receives sufficient support without it. *Therefore, we conclude a sunset provision is unnecessary.*

- **Voters rate the police and fire departments highly.** Nine in ten (89 percent) say the fire department is doing an excellent or pretty good job and 71 percent say the same about the police department. *This result indicates that these two departments should be in the forefront in communicating to voters about a measure.*

- **Voters consider the city government overall to be doing a fair job.** About half (48 percent) say city government overall is doing an excellent or pretty good job and 37 percent say the same about the city council. Additionally, more than half (54 percent) consider the city to be going in the right direction which is a solid number although not quite as high as we've seen in other similar communities. Nevertheless, six in ten (59 percent) also say that the statement, "The City of Porterville's finances are generally well managed," is accurate which is a good assessment. *The fact that voters consider the city to be doing a fair job, particularly in managing finances, should help in getting a measure passed.*
Margin of Error = plus or minus 4.9%

In the City of Porterville
March 15-20, 2005 of Registered Voters

N=400

Methodology
2. Would you say that things in general are generally headed in the right direction or do you feel that things are pretty seriously off on the wrong track?

- The City of Porterville: 64%
- Tulare County: 40%
- The State of California: 36%

Right Direction/Wrong Track: DK/NA
3. I am going to mention a few departments in the City of Porterville. Please tell me if you think that department or unit is doing an excellent job, a pretty good job, only a fair job, or a poor job.

<table>
<thead>
<tr>
<th>Department</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>The City Council</td>
<td>43%</td>
</tr>
<tr>
<td>City Government Overall</td>
<td>48%</td>
</tr>
<tr>
<td>The Parks and Leisure Department</td>
<td>71%</td>
</tr>
<tr>
<td>The Police Department</td>
<td>6%</td>
</tr>
<tr>
<td>The Fire Department</td>
<td>7%</td>
</tr>
</tbody>
</table>

Ex: Excellent | Pretty Good | Fair | Poor | DK/NA
Top Responses Only

Biggest Problem Facing Porterville

Finance/Funding: 6%

Bringing more businesses: 6%

Jobs Unemployment: 10%

Activities Programs: 10%

Expansion Growth: 11%

Bad Roads Heavy Traffic: 11%

Gangs Crime: 28%

Utility Tax Survey City of Porterville DRAFT
OR A measure that would increase the sales tax by ½ cent, or
OR A measure that would increase the utility user's tax by 2%. 

Sample OR a following two measures, which one would you most likely vote for? A measure that would increase the utility user's tax by ½ cent, or

Sample

<table>
<thead>
<tr>
<th>DK/NA</th>
<th>0%</th>
</tr>
</thead>
<tbody>
<tr>
<td>BOTH</td>
<td>1%</td>
</tr>
<tr>
<td>NEITHER</td>
<td>15%</td>
</tr>
<tr>
<td>INCREASE THE SALES TAX</td>
<td>68%</td>
</tr>
<tr>
<td>INCREASE THE UUT</td>
<td>16%</td>
</tr>
</tbody>
</table>

Increase the sales tax by ½ cent. 
Increase the utility user's tax by 6% to 8%. 

Utility Tax or Sales Tax?

Utility Tax Survey

City of Porterville

DRIFT
If there were an election today, do you think you would vote "yes" in favor of this measure or "no" to oppose it?

**UTILITY FOR PUBLIC SAFETY**

- **Yes:** 61%
- **No:** 27%
- **Undecided/No Opinion:** 2%

**UTILITY FOR GENERAL USES**

- **Yes:** 93%
- **No:** 5%
- **Undecided/No Opinion:** 2%

**Support and Opposition for Utility Tax Survey**

*Draft*
Support and Opposition for a 1/2 Cent Sales Tax

Utility Tax Survey

City of Porterville

First Asking:

(First Asking)

1/2 Cent Sales Tax

Total

Yes 78%
No 22%

Total

Yes 41%
No 59%

For Public Safety

5% N/A/Don't Know

Definitely yes

Probable yes

Probable no

Lean no

Lean yes

Definitely no
10. If there were an election today, do you think you would vote "yes" in favor of this measure or "no" to oppose it? Split Sample

<table>
<thead>
<tr>
<th>Party Registration</th>
<th>Gender</th>
<th>Total Yes</th>
<th>Total No</th>
<th>NMI/IDK</th>
</tr>
</thead>
<tbody>
<tr>
<td>DTSA/Other</td>
<td>Men</td>
<td>26%</td>
<td>7%</td>
<td>66%</td>
</tr>
<tr>
<td></td>
<td>Women</td>
<td>30%</td>
<td>8%</td>
<td>62%</td>
</tr>
<tr>
<td>Democrats</td>
<td>Men</td>
<td>30%</td>
<td>8%</td>
<td>62%</td>
</tr>
<tr>
<td></td>
<td>Women</td>
<td>26%</td>
<td>8%</td>
<td>66%</td>
</tr>
<tr>
<td>Republicans</td>
<td>Men</td>
<td>6%</td>
<td>8%</td>
<td>62%</td>
</tr>
<tr>
<td></td>
<td>Women</td>
<td>8%</td>
<td>26%</td>
<td>66%</td>
</tr>
</tbody>
</table>

Gender and Party Registration Services Measure Demographics: The Porterville Vital City Utility Tax Survey

City of Porterville
10. If there were an election today, do you think you would vote "yes" in favor of this measure or "no" to oppose it? Split Sample

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Sample</th>
<th>% Yes</th>
<th>% No</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-39</td>
<td>40-49</td>
<td>50-64</td>
<td>65+</td>
</tr>
<tr>
<td>18-39</td>
<td>14%</td>
<td>29%</td>
<td>33%</td>
</tr>
<tr>
<td>40-49</td>
<td>74%</td>
<td>64%</td>
<td>58%</td>
</tr>
<tr>
<td>50-64</td>
<td>61%</td>
<td>34%</td>
<td>33%</td>
</tr>
<tr>
<td>65+</td>
<td>70%</td>
<td>21%</td>
<td>9%</td>
</tr>
</tbody>
</table>

The Porterville Vital City

Services Measure Demographics:

Age
10. If there were an election today, do you think you would vote "yes" in favor of this measure or "no" to oppose it? Split sample

- Non-White: 7% (22%), White: 7% (72%), Latino: 7% (17%)

- Total Yes: 52%, Total No: 48%

Ethnicity

Services Measures Demographics:
The Porterville Vital City

Utility Tax Survey

City of Porterville

DRAFT

Associates

Mushlin & Farquhar
IO. If there were an election today, do you think you would vote "yes" in favor of this measure or "no" to oppose it? Split Sample

- 0-5 years (10%)
- 5-10 years (10%)
- 10-20 years (26%)
- 20+ years (33%)
- Born/raised (17%)

Total Yes □ Total No □ DK
12. If the measure that I just described was a 1/4 cent sales tax increase, would you vote "yes" in favor of it or "no" to oppose it?

- **TOTAL**
  - Yes: 74%
  - No: 26%
  - 26%
  - 46%

- **Yes**
  - Definitely yes: 4%
  - Probably yes: 22%
  - Lean yes: 22%
  - Lean no: 8%
  - No: 44%
  - Definitely no: 2%
  - 2%
  - NMI/DK/NA: 2%
Support and Opposition for a
temporary tax surcharge

First Asking: (Provision)

Sunset Provision DRAFT
City of Portland

No, would not be more inclined to support

Yes, much more inclined to support

Yes, somewhat more inclined to support

NP/DK/NA

50%

40%

30%

20%

10%

0%

60%

Support

Total Yes

More inclined to support

Inclined To

32%

28%

35%
14. I am going to read you a few issues some people in Porterville have mentioned. Please tell me whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem or not too serious a problem in Porterville. *Split Sample

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Services like police and fire</td>
<td>10%</td>
<td>14%</td>
<td>24%</td>
<td>30%</td>
<td>56%</td>
</tr>
<tr>
<td>State funding cuts to cities for essential</td>
<td>27%</td>
<td>27%</td>
<td>22%</td>
<td>32%</td>
<td>24%</td>
</tr>
<tr>
<td>Air pollution</td>
<td>11%</td>
<td>11%</td>
<td>31%</td>
<td>22%</td>
<td>32%</td>
</tr>
<tr>
<td>Jobs and the local economy</td>
<td>16%</td>
<td>22%</td>
<td>37%</td>
<td>45%</td>
<td>16%</td>
</tr>
<tr>
<td>Gangs and youth violence</td>
<td>24%</td>
<td>24%</td>
<td>24%</td>
<td>24%</td>
<td>24%</td>
</tr>
<tr>
<td>Methamphetamine Labs</td>
<td>24%</td>
<td>24%</td>
<td>24%</td>
<td>24%</td>
<td>24%</td>
</tr>
<tr>
<td>Drug trafficking and drug use including</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Seriousness of Problems
14. I am going to read you a few issues some people in Porterville have mentioned. Please tell me whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or not too serious a problem in Porterville.

**Seriousness of Problems**

- Government
- Inefficiency and waste in Porterville city
- The overall supply of drinking water
- Traffic and road safety
- Homelessness
- Crime in general
- Ext, Ser, Very Ser, S/v, Ser, Not Too Ser, DK/NA
<table>
<thead>
<tr>
<th>Percentage</th>
<th>Issue Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>5%</td>
<td>The amount of local taxes people pay</td>
</tr>
<tr>
<td>4%</td>
<td>Too much growth and development</td>
</tr>
<tr>
<td>3%</td>
<td>Mosquitoes</td>
</tr>
<tr>
<td>3%</td>
<td>The West Nile virus which is spread by</td>
</tr>
<tr>
<td>5%</td>
<td>Firefighters to respond to emergency 911 calls</td>
</tr>
<tr>
<td>2%</td>
<td>The time it takes police officers and</td>
</tr>
<tr>
<td>2%</td>
<td>A loss of Porterville's small town feeling</td>
</tr>
<tr>
<td>3%</td>
<td>The quality of local public schools</td>
</tr>
</tbody>
</table>

Seriousness of Problems

Continued:

Utility Tax Survey

City of Porterville
1. I'd like to share some statements with you that have been made about the City of Porterville. Please tell me if you think the statement is accurate or inaccurate description.

2. The number of calls answered by firefighters has grown significantly in the last 10 years.

3. The number of calls answered by firefighters increased in the past few years.

4. The City of Porterville's operating costs have increased in the past five years.

5. The city's crime rate has increased in the past few years.

6. Porterville's population has increased a lot in the past.

### Accuracy of Statements

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>20%</td>
<td>31%</td>
<td>9%</td>
</tr>
<tr>
<td>3%</td>
<td>3%</td>
<td>63%</td>
</tr>
<tr>
<td>75%</td>
<td>5%</td>
<td>20%</td>
</tr>
<tr>
<td>20%</td>
<td>3%</td>
<td>63%</td>
</tr>
<tr>
<td>3%</td>
<td>66%</td>
<td>9%</td>
</tr>
<tr>
<td>75%</td>
<td>5%</td>
<td>20%</td>
</tr>
</tbody>
</table>
I'd like to share some statements with you that have been made about the city of Porterville. Please tell me if you think the

<table>
<thead>
<tr>
<th>Statement</th>
<th>1%</th>
<th>2%</th>
<th>3%</th>
<th>4%</th>
<th>5%</th>
<th>6%</th>
<th>7%</th>
</tr>
</thead>
<tbody>
<tr>
<td>The city of Porterville's finances are generally well managed.</td>
<td>19%</td>
<td>40%</td>
<td>24%</td>
<td>17%</td>
<td>4%</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>Overall, I'm satisfied with how the city provides services.</td>
<td>30%</td>
<td>52%</td>
<td>17%</td>
<td>1%</td>
<td>0%</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>The state has taken millions of dollars from Porterville cities and towns in the state, including my neighborhood.</td>
<td>38%</td>
<td>11%</td>
<td>5%</td>
<td>3%</td>
<td>0%</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>I feel safe going for a walk at night by myself in</td>
<td>42%</td>
<td>27%</td>
<td>11%</td>
<td>11%</td>
<td>0%</td>
<td>0%</td>
<td></td>
</tr>
</tbody>
</table>

Accuracy of Statements Continued:

Utility Tax Survey
City of Porterville

DRAFT

Accurate or Inaccurate Description: Split Sample
<table>
<thead>
<tr>
<th>Percentage</th>
<th>100%</th>
<th>80%</th>
<th>60%</th>
<th>40%</th>
<th>20%</th>
<th>0%</th>
</tr>
</thead>
<tbody>
<tr>
<td>6%</td>
<td></td>
<td></td>
<td>7%</td>
<td></td>
<td></td>
<td>71%</td>
</tr>
<tr>
<td>7%</td>
<td></td>
<td></td>
<td>7%</td>
<td></td>
<td></td>
<td>74%</td>
</tr>
<tr>
<td>9%</td>
<td></td>
<td></td>
<td>7%</td>
<td></td>
<td></td>
<td>75%</td>
</tr>
<tr>
<td>2%</td>
<td></td>
<td></td>
<td>7%</td>
<td></td>
<td></td>
<td>78%</td>
</tr>
<tr>
<td>8%</td>
<td></td>
<td></td>
<td>7%</td>
<td></td>
<td></td>
<td>78%</td>
</tr>
</tbody>
</table>

The survey results indicate that respondents prioritize various city services and initiatives. The chart shows the percentage of respondents who believe certain items are important to increase taxes. The items include:

- Make areas surrounding our schools and parks safer
- Expanding neighborhood-based policing to help reduce crashes
- Expanding and improving anti-drug programs
- Increasing crime prevention efforts
- Expanding and improving anti-gang programs
- Implementing programs to help prevent gang and drug crimes
- Emergency response equipment
- Expanding neighborhood-based policing
- Making our streets safer

The draft survey for the City of Perterville utility tax includes a section on items which voters want the revenue spent on.
Continued:

Utility Tax Survey
City of Porterville

Items on Which Voters Want the Revenue Spent

Increasing the number of after-school programs
Earthquake or flood
Improving the ability of the city to respond quickly
Road and pothole repair
Hiring seven new police officers
Maintaining and improving streets and roads
Improving emergency 911 response times
Items on Which Voters Want the Revenue Spent

Continued:

Utility Tax Survey
City of Portland

Draft

Sewer maintenance

Graffiti removal

Including a terrorist attack

and effectively to a chemical or biological threat

Improving the ability of the city to respond quickly

Upgrading the 911 dispatch center

Virus

mosquitoes and prevent the spread of West Nile

Implementing a program to reduce the number of

Hiring seven new firefighters

[Table showing percentages for each item]
<table>
<thead>
<tr>
<th>Item</th>
<th>Percentages</th>
</tr>
</thead>
<tbody>
<tr>
<td>FreeTrimming</td>
<td>20%</td>
</tr>
<tr>
<td>Soft soccer and baseball fields</td>
<td>30%</td>
</tr>
<tr>
<td>Increasing the number of recreation facilities such as gymnasia</td>
<td>50%</td>
</tr>
<tr>
<td>Increasing the number of hours the library is open</td>
<td>40%</td>
</tr>
<tr>
<td>Expanding and improving anti-bullying programs</td>
<td>44%</td>
</tr>
<tr>
<td>Building another fire station</td>
<td>47%</td>
</tr>
<tr>
<td>Increasing the number of foot and bike police patrols</td>
<td>47%</td>
</tr>
</tbody>
</table>

Items on Which Voters Want the Revenue Spent

Continued:

Draft

City of Pottsville

Utility Tax Survey
<table>
<thead>
<tr>
<th></th>
<th>0%</th>
<th>20%</th>
<th>40%</th>
<th>60%</th>
<th>80%</th>
<th>100%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Requiring a citizens' oversight committee</td>
<td></td>
<td></td>
<td>41%</td>
<td>59%</td>
<td></td>
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</tr>
<tr>
<td>Requiring independent annual financial audits</td>
<td></td>
<td></td>
<td>62%</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Requiring that funds are used only for police, fire, and public safety related purposes</td>
<td>11%</td>
<td>22%</td>
<td></td>
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<tr>
<td>Extra/Very imp.</td>
<td>S.W. Imp.</td>
<td>Not Too imp.</td>
<td>DNA</td>
<td></td>
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</tbody>
</table>

Components of a Measure

Utility Tax Survey
City of Poteau
Porterville needs the funds from a sales tax increase to hire more police officers and property equip them to ensure that our city remains safe.

For example, the number of calls that Porterville Firefighters responded to has increased by 75% in the last few years.

Our departments have not added any new officers or firefighters.

Porterville keeps growing and yet, at the same time, the police and these efforts need to put more police on the streets. Funds are needed to pay for programs that will help keep our children out of gangs. We also need illegal drugs from surrounding cities filtered into Porterville. We need youth off drugs.

Porterville has a significant drug problem including methamphetamine labs. Funds from a sales tax increase would be used to expand drug prevention programs to keep our children and

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### Survey Results

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>57%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>25%</td>
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</tr>
<tr>
<td>79%</td>
<td></td>
<td></td>
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<tr>
<td>81%</td>
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<tr>
<td>25%</td>
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<tr>
<td>5%</td>
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</table>

**Utility Tax Survey**

City of Porterville
18. I am going to read some statements made by people who support a measure to increase the city's sales tax by one-half cent to fund public safety efforts. Please tell me if it makes you more inclined to vote YES on such a measure. Split Sample.

- Without additional funds, growth will cease, with the city unable to maintain current services, let alone keep up with the demands of the community.
- Our local police and fire departments say we should pass this measure because the state has taken money from local budgets.
- Improved emergency response times.
- The ability of police, firefighters, and paramedics to decrease crime and respond more quickly will significantly improve public safety.
- Porterville's 911 communication technology is outdated and off drugs.
- Intervention programs that will help keep children out of gangs and adults. We need additional funds for youth crime prevention and education. Kids who commit crimes are more likely to end up in prison as adults.

% Cent Sales Tax for Public Safety Statements in Support of a Continued: Utility Tax Survey City of Porterville Draft

* * *
18. I am going to read some statements made by people who support a measure to increase the city's sales tax by one-half cent to fund public safety efforts.

- 51% People living outside of Porterville, such as tourists and shoppers from nearby communities, would pay a significant share of the sales tax increase to fund public safety efforts.
- 64% Effectively and as promised, fiscal safeguards will ensure funds are used efficiently.
- 39% Fiscal safeguards would be spent on administrators' salaries. This measure would fund independent financial audits. Also, no money from the annual independent financial audits.

This measure includes tough accountability features such as:

1. Cents Sales Tax For Public Safety
2. Statements in Support of a
3. Continued

Draft City of Porterville Utility Tax Survey
19. If the "City of Porterville Public Safety Utility Sales Tax for Public Safety Support and Opposition" were on the ballot, do you think you would vote "Yes" in favor of this measure or "No" to oppose it?

- 60% Yes
- 20% Total
- 40% No
- 0% N/A

(Second Asking-After Supportive Arguments)

- 76% Definitely Yes
- 20% Probably Yes
- 4% Lean Yes
- 2% Lean No
- 8% Probably No
- 10% Definitely No
- 4% N/A

Support and Opposition for a 1/2 Cent Sales Tax for Public Safety
2. If the measure that I just described was a ¼ cent sales tax increase, would you vote "yes" in favor of it or "no" to oppose it?

% 4% N/A/DK
77% YES
45% TOTAL
30%
20%
10%
0%

% 9%
19% NO
8% TOTAL
2%
Definitely no
Probably no
Lean no
Lean yes
Probably yes
Definitely yes
A sales tax increase will only hurt the local economy. People will not continue to spend money in surrounding communities to avoid paying it.

The city doesn't have priorities straight. Non-essential departments and programs should be cut so that the police and fire departments have what they need instead of raising taxes again.

The tax increase doesn't sound like it would cost residents very much but taxpayers are being nicked and dinged to death.

21% 27%

20% 40%

28%

14%

16%

47%

22%

35%

43%

60%

More Inc.

More inc.

More inc.

More inc.

Public safety needs.

City officials might hold a special election for this measure. Which would cost taxpayers about $50,000. Instead of wasting money on a special election, the city should be spending it on critical public services.

City of Porterville

Utility Tax Survey

Increase for Public Safety

Statements Opposing Sales Tax
of the measure or not to oppose it? Would you increase the city's sales tax by ½ cent to fund public safety efforts, were on the ballot, do you think you would vote "yes"? In favor or not in favor?

22. Now that you have heard more about this proposal, if the Porterville Police, Fire and Emergency Response/911 Measure, which

NM/NA

Definitely no

Probable no

Lean no

Lean yes

Probable yes

Definitely yes

Third Asking: After Support and Opposition Statements

2½ Cent Sales Tax for Public Safety

Support and Opposition for a Utility Tax Survey

City of Porterville

Draft
Oppose or support the measure that I just described was a 1/4 cent sales tax increase? Would you vote "yes" or "no" to it?

<table>
<thead>
<tr>
<th>Definitely no</th>
<th>Probably no</th>
<th>Lean no</th>
<th>Lean yes</th>
<th>Probably yes</th>
<th>Definitely yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>4%</td>
<td>9%</td>
<td>99%</td>
<td>7%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Total:

- Yes: 77%
- No: 23%

(Third Asking - After Support and Opposition Statements)

Support and Opposition for a 1/4 Cent Sales Tax

Utility Tax Survey

City of Porterville
24. If a measure to increase the sales tax was in place for only 10 years and would then be legally required to end, would you be more inclined to support?

No, would not be more inclined to support

Yes, would be somewhat more inclined to support

Yes, much more inclined to support

NM/Don't Know

Support

Inclined To

More

Total Yes

34%

28%

62%

50%

40%

30%

20%

10%

0%
<table>
<thead>
<tr>
<th>Support and Opposition Statements</th>
<th>Initial Vote</th>
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</thead>
<tbody>
<tr>
<td>%</td>
<td>%</td>
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<tr>
<td>6%</td>
<td>2%</td>
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<tr>
<td>21%</td>
<td>19%</td>
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<tr>
<td>73%</td>
<td>78%</td>
</tr>
</tbody>
</table>

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**Increase for Public Safety**

**All Votes for 1/2 Cent Sales Tax**

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**City of Porterville**

**Utility Tax Survey**

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**NWI/DMK**

**Total Yes**

**Total No**

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**Total Yes — Total No**
City of Porterville
Utility Tax Survey
March 2005