

REVENUE MEASURE FEASIBILITY STUDY

CONDUCTED FOR THE
CITY OF CHULA VISTA

PRESENTED BY
TIMOTHY McLARNEY PH.D.

06/30/2016



PURPOSE OF STUDY

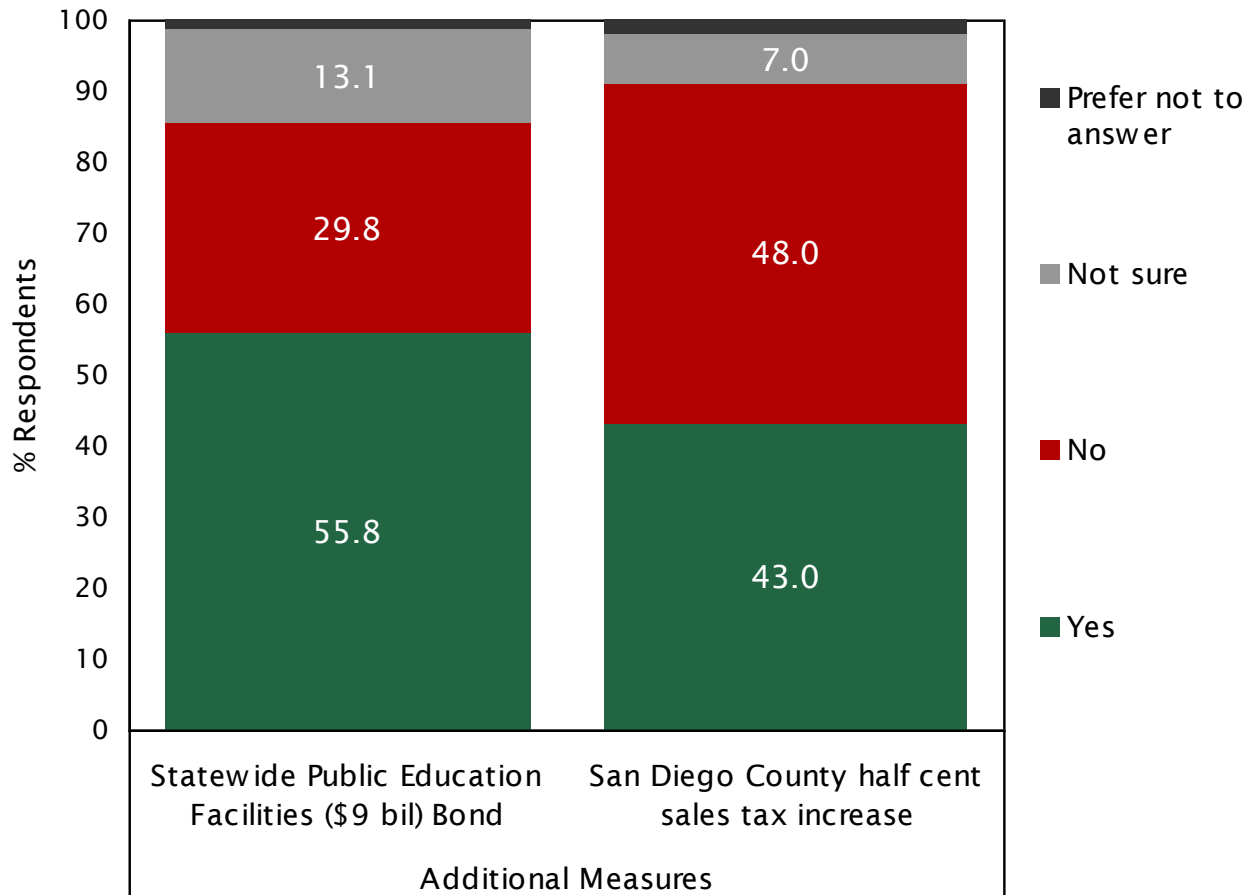
- Determine if a local revenue measure is feasible
- Identify how to create a measure consistent with community priorities
- Gather information needed for communications & outreach



METHODOLOGY OF STUDY

- Conducted June 8 to June 14, 2016
- Random Sample: 1,322 District voters likely to participate in November 2016 election
 - Split Sample: Half received only Measure A (Sales Tax) & Half received Measures A & B (Sales Tax & Advisory Measure)
- Mixed-Method approach
 - Recruited via phone and email
 - Data collection via phone and online
 - 12 minute average interview length
- Overall margin of error is $\pm 2.7\%$, $\pm 3.8\%$ within split sample

CROWDED BALLOT SIMULATION





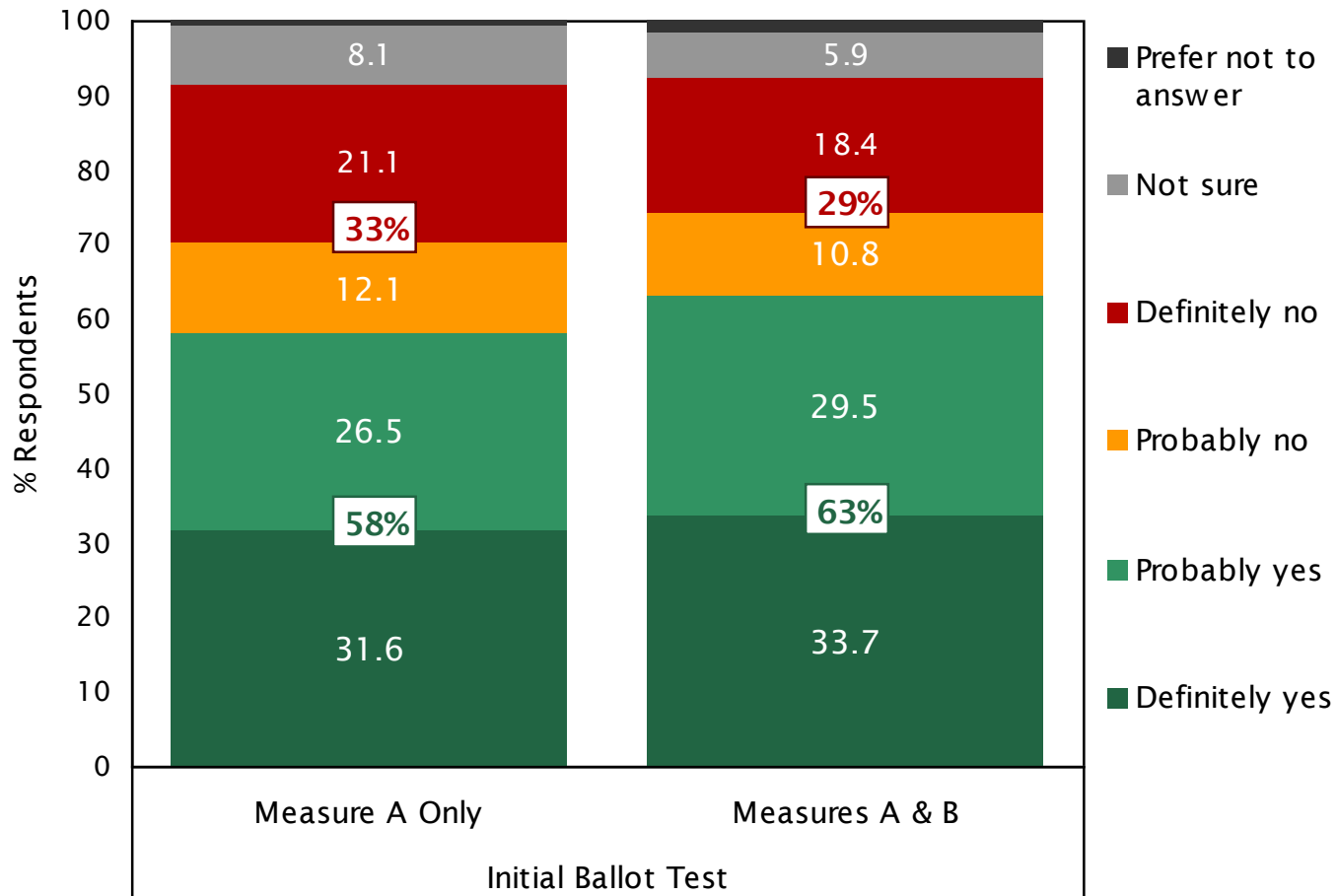
INITIAL BALLOT TEST: MEASURE A

To:

- Fix potholes, repair and maintain streets, sidewalks, and aging storm drains to prevent sinkholes
- Upgrade aging police, fire and 9-1-1 emergency response facilities and equipment
- Maintain parks, recreation centers, and libraries
- And improve water conservation and other essential projects and services

Shall the City of Chula Vista adopt an ordinance enacting a one-half cent sales tax for ten years, generating \$16 million annually for improvements in the City of Chula Vista, requiring citizen oversight and independent audits? If the election were held today, would you vote yes or no on this measure?

INITIAL BALLOT TEST: LOCAL FUNDING FOR SAFETY REPAIRS & IMPROVEMENT (MEASURE A)



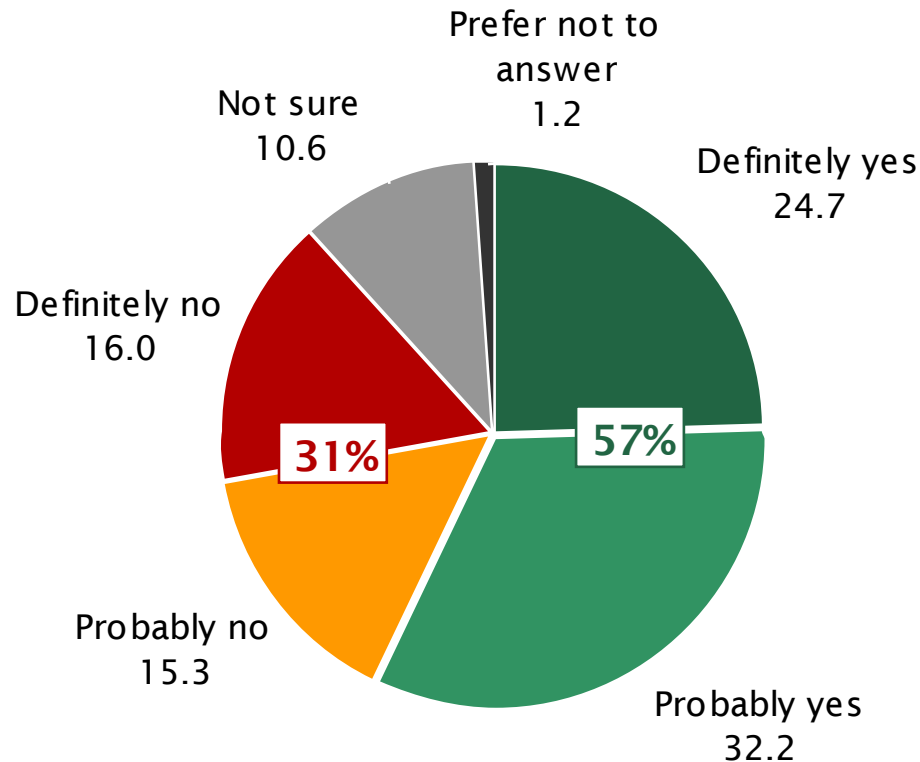


INITIAL BALLOT TEST: MEASURE B

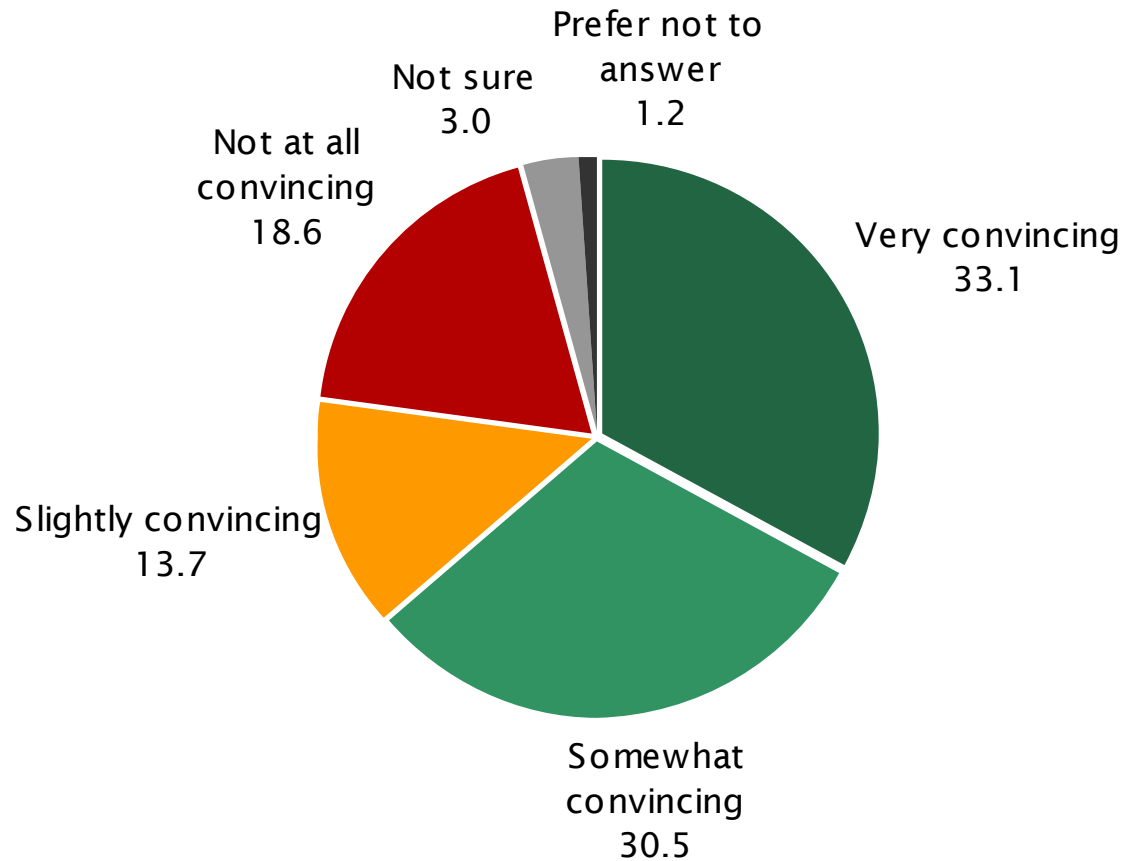
Advisory Measure:

If the sales tax measure passes, generating an estimated \$16 million annually for the City of Chula Vista, shall the new revenue be used only to repair and replace essential City infrastructure and facilities with a minimum of 40 percent of these funds being used to upgrade obsolete police, fire and 9-1-1 emergency response facilities and equipment?

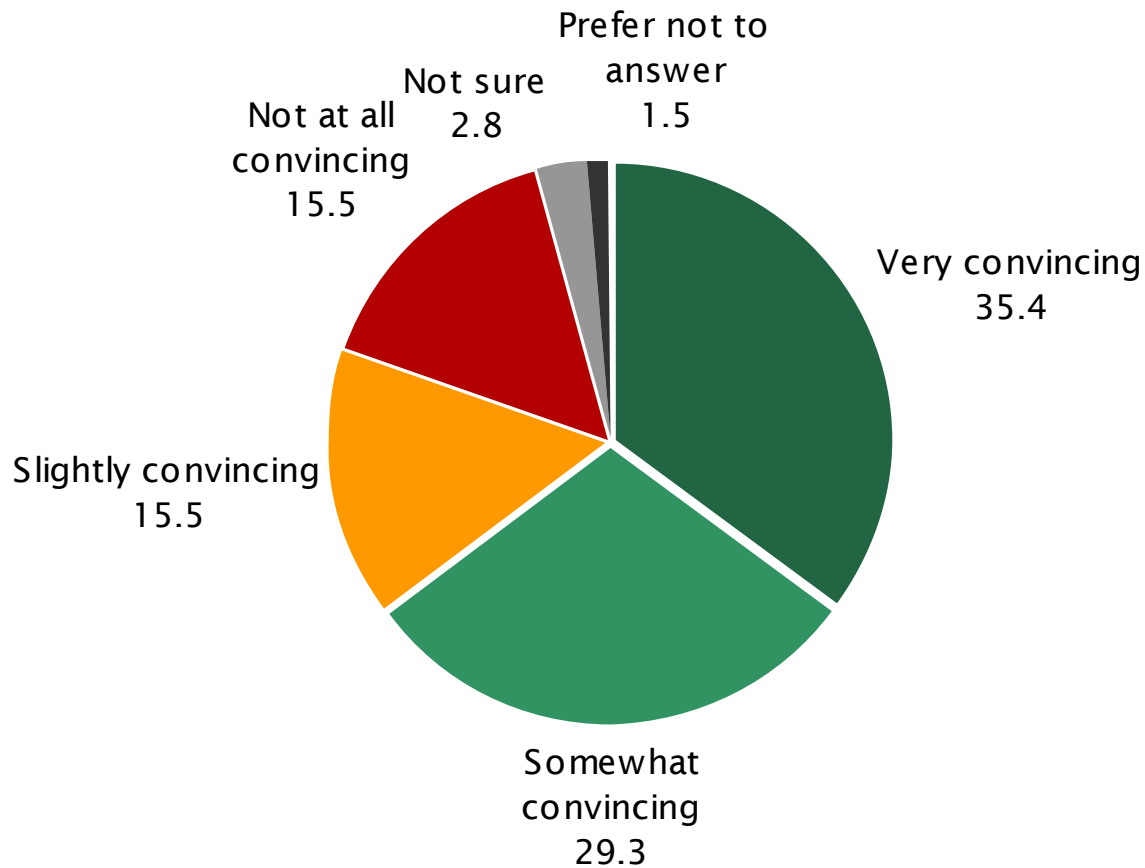
INITIAL BALLOT TEST ADVISORY MEASURE (MEASURE B)



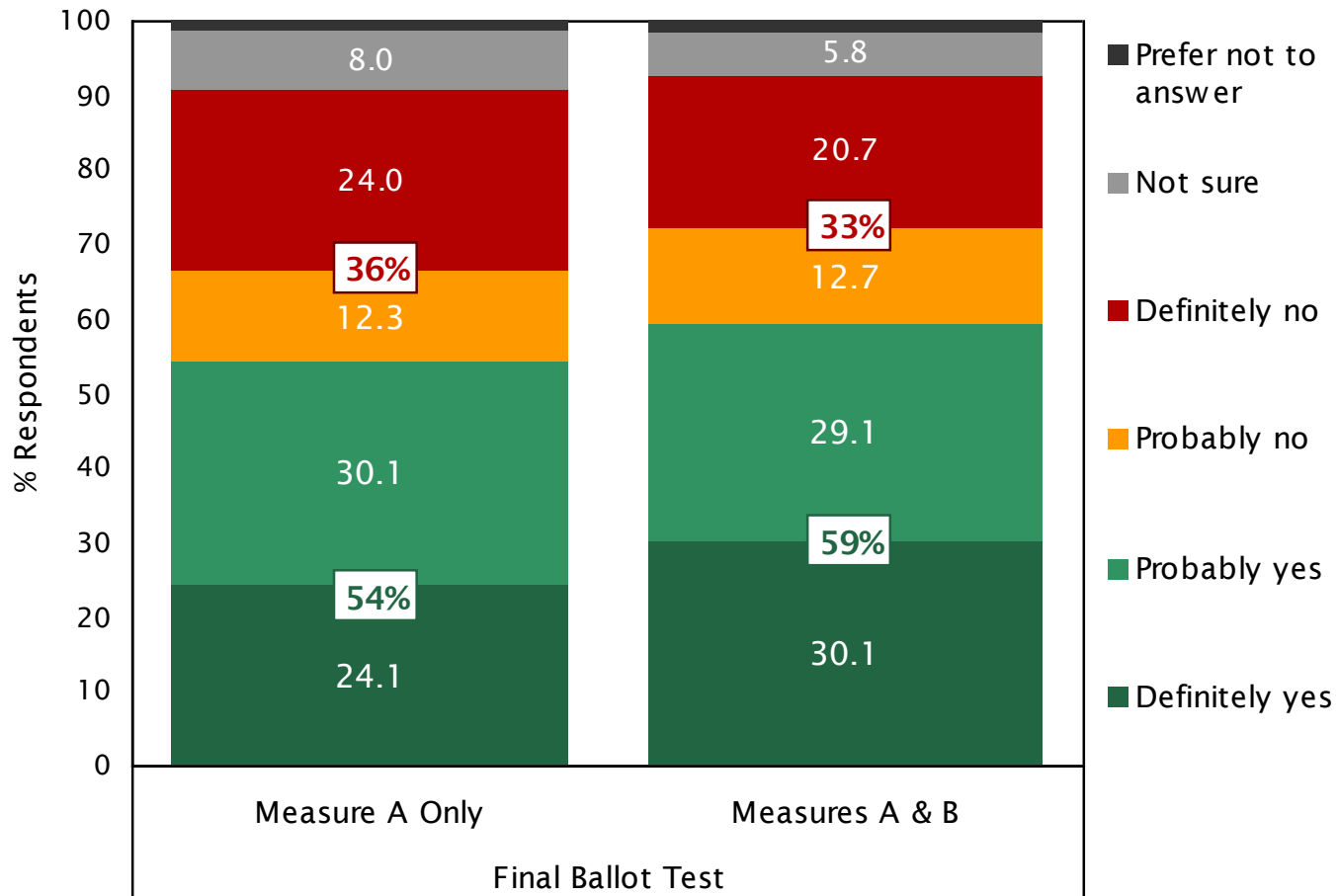
SUPPORTIVE ARGUMENTS



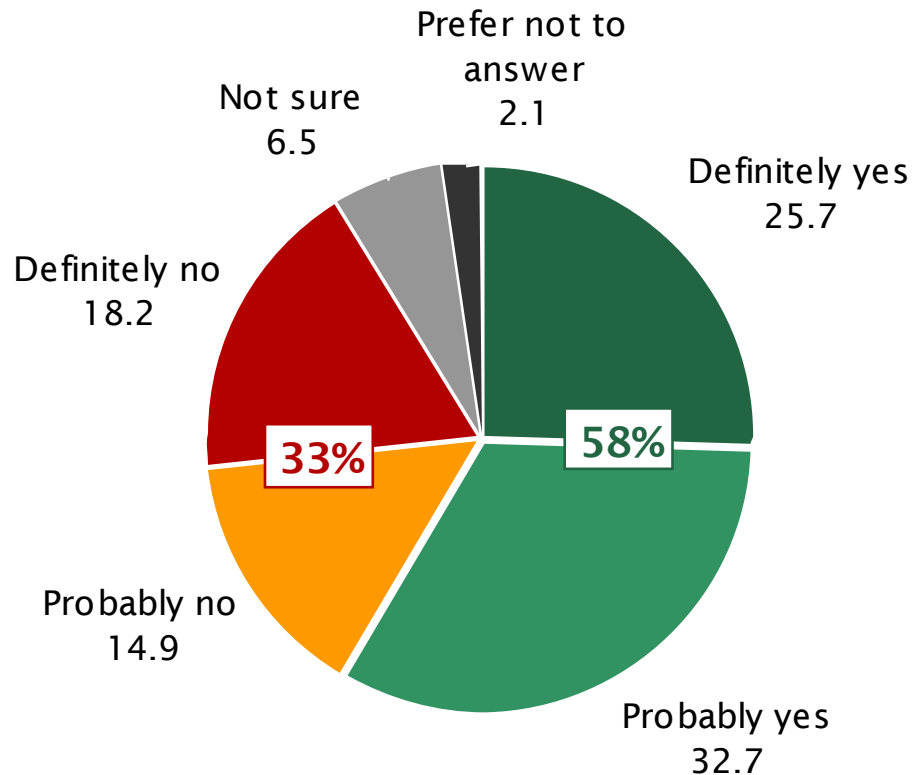
OPPOSITION ARGUMENTS



FINAL BALLOT TEST: LOCAL FUNDING FOR SAFETY REPAIRS & IMPROVEMENT (MEASURE A)



FINAL BALLOT TEST ADVISORY MEASURE (MEASURE B)





CONCLUSIONS

- Is it feasible to move forward with a local sales tax measure? **Yes.**
 - The natural, baseline level of support for a measure is above the required simple majority by more than the margin of error for the survey.
- Electorally speaking, does the Advisory Measure help? **Probably Not.**
 - Does not strengthen support for the Sales Tax Measure. Has less overall support than the tax measure (Measure A).
- Does including an Advisory Measure increase risk? **Yes.**
 - Raises the potential for voter confusion, vote-splitting, disagreement with plan, and complicates communications.
- Does the crowded ballot and other measures on the November ballot matter? **Yes.**
 - Those who received the competing measures at the outset of the interview exhibited 5%/7% less support for City's measure.
- It will be a noisy, challenging election environment with overlapping, competing measures.

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Recommendation

- Adopt the Resolution
 - Calling the Nov. 8th Election
 - Submitting a measure relating to the establishment of a general transactions and use (sales) tax
 - Ballot arguments
 - City Attorney Impartial Analysis



Sales Tax Measure

“Chula Vista: Local Funding for Safety, Repairs, Improvements: To fix potholes, repair/ maintain streets, sidewalks, and aging storm drains to prevent sinkholes; upgrade aging police, fire and 911 emergency response facilities/ equipment; maintain parks, recreation centers, libraries; water conservation; and other projects/services; shall an ordinance be adopted enacting a one-half cent sales tax for 10 years, generating an estimated \$16 million per year to be spent locally, requiring citizen oversight and independent audits?”



Advisory Vote

“If Measure X passes, generating an estimated \$16 million annually for the City of Chula Vista, shall the new revenue be used only to repair and replace critical City infrastructure and facilities, with a minimum of 40% of the total funds collected being used to upgrade aging police, fire and 911 emergency response facilities/ equipment and the remaining funds to be used only for essential city infrastructure and public buildings?”



A Stronger, Safer Chula Vista

