



Agenda Item C.2
DISCUSSION/ACTION ITEM
Meeting Date: May 20, 2008

TO: Mayor and Councilmembers
FROM: Daniel Singer, City Manager
SUBJECT: Community Poll Results

RECOMMENDATION:

- A. Receive a presentation from polling consultant Wilson Research Strategies on the results and findings of the City's recent community poll; and
- B. Provide direction to staff on potential actions related to the poll results.

BACKGROUND:

In June of 2007, the City Council considered as a part of the current fiscal year General Fund budget the allocation of funds for the implementation of a community-based public opinion survey (or "poll"). The intention was to invest in a process that could help the City better understand the community's position on various issues relating to City services, capital improvements, and funding mechanisms, such as sales tax measures, that could help deliver such services and improvements to our community.

On February 5, 2008 the City Council authorized the execution of a Professional Services Agreement with Wilson Research Strategies, a national polling firm, to perform community polling services for the City. In addition, the Council brought on-board public affairs consultant, Mike Madrid, to assist the City with the survey as well as the exploration of potential ballot measures should the City choose to pursue such measures.

On March 18, the Council and the City's consultants conducted a study session to review the methodology, goals and content of a community survey for Goleta. The results of that study session then led to the development of the attached survey instrument (Attachment 1), which was utilized to sample 500 Goleta households with voters most likely to participate in the next General Election.

DISCUSSION:

Now that the survey results have been compiled, Wilson Research (WRS) is prepared to present the findings to the City Council and public. A copy of the survey results are provided with this report as Attachment 2.

The results of the survey provide Goleta with valuable information and feedback that could have numerous applications for the City. Tyler Harber of WRS will be present at the meeting to discuss the survey results as well as the data that holds the most meaning to the City. Council will have the opportunity to review the information, ask questions, and ultimately provide staff with any further direction related to next actions the City Council wishes to pursue; although no specific action is called for at this time.

In that regard, Council may wish to consider how this information could be used for the City in terms of such topics as: revenue neutrality discussions with the County of Santa Barbara, revenue and taxation issues, community service priorities, potential ballot measures, etc.

Staff and the City's consultant will be available to answer the Council's questions.

Reviewed By:

Approved By:

Michelle Greene
Administrative Services Director

Daniel Singer
City Manager

Attachments:

1. Community Survey Instrument
2. Community Survey Results



WILSON RESEARCH STRATEGIES

324 Second Street, SE
Washington, DC 2003
405.286.6500
www.W-R-S.com

GCA_SATISFACTION AND REVENUE STUDY_D1_080325

SATISFACTION AND REVENUE STUDY

LIKELY VOTERS

MARCH, 08

SAMPLE:

n=500 Likely Voters

MoE 4.38%

NO CODE/ASK ALL QUESTIONS

INTRODUCTION: Good evening. My name is _____ and I'm calling from Wilson Research Strategies, a national public opinion firm. This evening we're conducting a short scientific study in Goleta and we'd like to get your opinions.

SCREENER

1. First, are you or any member of your immediate family a member of the news media, a Public Relations company, an employee of the city of Goleta, an employee of the County of Santa Barbara or an active participant with any political campaign?

1. Yes **TERMINATE**

2. No/All other **CONTINUE**

2. And how likely would you say you are to vote in the November 2008 general elections for President, U.S. Congress and various state and local offices? Would you say you will...**ROTATE TOP-TO-BOTTOM, BOTTOM-TO-TOP**

1. Definitely vote **CONTINUE**

2. Probably vote **CONTINUE**

3. Probably not vote **TERMINATE**

...or...

4. Definitely not vote **TERMINATE**

5. DK/Refused **TERMINATE**

Now, turning to issues facing Santa Barbara County...

3. Thinking about the direction Santa Barbra County is headed today, do you believe things are going in the right direction or would you say things have pretty seriously gotten off on the wrong track?

1. Right direction

2. Wrong track

3. Unsure/DK **DNR**

4. Refused **DNR**





4. Now, turning to issues, what would you say is the single MOST important problem facing Santa Barbara County today, that is, the one that you, yourself, are most concerned about?

DO NOT READ CHOICES: ACCEPT MULTIPLE RESPONSES

- | | | | |
|----------------------|---------------------------------|--------------------------------------|------------------------------|
| CRIME | | STATE/LOCAL GOVERNMENT | |
| 1. | Crime | 51. | Poor/Corrupt Leadership |
| 2. | Drugs/Alcohol | 52. | Gov't Spending/Too Much |
| 3. | Gangs/Juvenile Delinquency | 53. | Gov't Spending/Wasteful |
| 4. | Poor Police/Law Enforcement | 54. | Spending on wrong priorities |
| 5. | Poor Courts/Judicial System | 55. | State Legislature |
| 6. | Other Crime | 56. | Budget Shortfall/Deficit |
| 7. | Child Abuse/Neglect | 57. | Other Government |
| 8. | Police Brutality | 58. | Gov't Customer Service |
| | | 59. | County Board of Supervisors |
| ECONOMIC | | GROWTH/TRANSPORTATION | |
| 10. | Economy/Recession | 60. | Too much growth/development |
| 11. | Inflation | 61. | Loss of open space |
| 12. | Unemployment | 62. | Road Maintenance/Potholes |
| 13. | Low Wages/Few Jobs | 63. | Traffic/Congestion |
| 14. | Poor Business Climate | 64. | Need more roads |
| 15. | Other Economic | 65. | Other Traffic |
| | | 66. | Gasoline prices |
| | | 67. | Public transportation |
| | | 68. | Sidewalks |
| TAXES | | ENVIRONMENT | |
| 20. | Local Taxes (General) | 70. | Water issues |
| 21. | Property Taxes | 71. | Recycling |
| 22. | Other Specific Local Taxes | 72. | Pollution |
| 23. | Sales Tax | 73. | Garbage/Landfills |
| 24. | State Income Taxes | 74. | Air pollution |
| 25. | Tax Increases | 75. | Noise |
| 26. | Other Taxes | 76. | Other Environment |
| 27. | Business License | | |
| 28. | Tax on Utilities | | |
| 29. | Hotel/Beverage Taxes | | |
| EDUCATION | | OTHER / SPECIFIC LOCAL ISSUES | |
| 30. | Quality of Education | 80. | Decline in Moral Values |
| 31. | School Financing | 81. | War/Peace |
| 32. | Administration | 82. | Terrorism |
| 33. | Wasteful Spending | 83. | Illegal Immigration |
| 34. | School Violence | | |
| 35. | Classroom Overcrowding | | |
| 36. | Other Education | | |
| 37. | Discipline | | |
| HEALTH ISSUES | | FARMING / AG ISSUES | |
| 40. | Caring for the elderly/Soc. Sec | 100. | Farm Subsidies |
| 41. | Rising cost of health care | 101. | Agriculture |
| 42. | Hospital/Nursing Home care | 102. | Other farm/ag issues |
| 43. | Availability of Care | | |
| 44. | Poor Coverage/Benefits | 96. | Other (SPECIFY) |
| 45. | Prescription drug costs | 97. | No Problems |
| 46. | Malpractice/docs leaving state | 98. | Don't Know |
| 47. | Gov't Not Doing Enough | 99. | Refused |
| 48. | Other Health | | |
| 49. | Low/moderate income housing | | |
| 50. | Recreation programs | | |



5. Overall, would you say you are satisfied or unsatisfied with the county government?

:

And, would you say you are STRONGLY (satisfied/unsatisfied) or somewhat (satisfied/unsatisfied)?

1. Very satisfied
2. Somewhat satisfied
3. Somewhat unsatisfied
4. Very unsatisfied
5. DK/Refused

6. And thinking more specifically, would you say you approve or disapprove of the job the County Board of Supervisors is doing?

:

And, would you say you STRONGLY (approve/disapprove) or NOT-SO-STRONGLY (approve/disapprove)?

1. Strongly approve
2. Not-so-strongly approve
3. Not-so-strongly disapprove
4. Strongly disapprove
5. DK/Refused

Now, I'd like to read you a brief summary of an issue that will be on the November ballot, and please tell me whether you would vote YES or NO on the measure...

7. An initiative, known as Measure A, would continue a one-half percent sales tax in Santa Barbara County that was originally scheduled to expire in two years. The continued sales tax revenue would provide the County with one-hundred and forty million dollars which would be used for transportation programs including widening highway 101, building new walking and bike paths, and pothole repairs.

: And, would you DEFINITELY vote (yes/no) or only PROBABLY vote (yes/no)?

: As of today, which way would you lean toward...

1. Definitely yes
2. Probably yes
3. Lean yes
4. Hard Undecided/DK/Refused
5. Lean no
6. Probably no
7. Definitely no

Now, turning our attention to the City of Goleta...

8. Thinking about the direction the City of Goleta is headed today, do you believe things are going in the right direction or would you say things have pretty seriously gotten off on the wrong track?

1. Right direction
2. Wrong track
3. Unsure/DK
4. Refused



9. Now, turning to issues, what would you say is the single MOST important problem facing the City of Goleta today, that is, the one that you, yourself, are most concerned about?

DO NOT READ CHOICES: ACCEPT MULTIPLE RESPONSES

- | | | | |
|-------------------------------------|--|--------------------------------------|--|
| CRIME | | STATE/LOCAL GOVERNMENT | |
| 1. Crime | | 51. Poor/Corrupt Leadership | |
| 2. Drugs/Alcohol | | 52. Gov't Spending/Too Much | |
| 3. Gangs/Juvenile Delinquency | | 53. Gov't Spending/Wasteful | |
| 4. Poor Police/Law Enforcement | | 54. Spending on wrong priorities | |
| 5. Poor Courts/Judicial System | | 55. State Legislature | |
| 6. Other Crime | | 56. Budget Shortfall/Deficit | |
| 7. Child Abuse/Neglect | | 57. Other Government | |
| 8. Police Brutality | | 58. Gov't Customer Service | |
| | | 59. City council | |
| ECONOMIC | | GROWTH/TRANSPORTATION | |
| 10. Economy/Recession | | 60. Too much growth/development | |
| 11. Inflation | | 61. Loss of open space | |
| 12. Unemployment | | 62. Road Maintenance/Potholes | |
| 13. Low Wages/Few Jobs | | 63. Traffic/Congestion | |
| 14. Poor Business Climate | | 64. Need more roads | |
| 15. Other Economic | | 65. Other Traffic | |
| | | 66. Gasoline prices | |
| | | 67. Public transportation | |
| | | 68. Sidewalks | |
| TAXES | | ENVIRONMENT | |
| 20. Local Taxes (General) | | 70. Water issues | |
| 21. Property Taxes | | 71. Recycling | |
| 22. Other Specific Local Taxes | | 72. Pollution | |
| 23. Sales Tax | | 73. Garbage/Landfills | |
| 24. State Income Taxes | | 74. Air pollution | |
| 25. Tax Increases | | 75. Noise | |
| 26. Other Taxes | | 76. Other Environment | |
| 27. Business License | | | |
| 28. Tax on Utilities | | | |
| 29. Hotel/Beverage Taxes | | | |
| EDUCATION | | OTHER / SPECIFIC LOCAL ISSUES | |
| 30. Quality of Education | | 80. Decline in Moral Values | |
| 31. School Financing | | 81. War/Peace | |
| 32. Administration | | 82. Terrorism | |
| 33. Wasteful Spending | | 83. Illegal Immigration | |
| 34. School Violence | | | |
| 35. Classroom Overcrowding | | | |
| 36. Other Education | | | |
| 37. Discipline | | | |
| HEALTH ISSUES | | FARMING / AG ISSUES | |
| 40. Caring for the elderly/Soc. Sec | | 100. Farm Subsidies | |
| 41. Rising cost of health care | | 101. Agriculture | |
| 42. Hospital/Nursing Home care | | 102. Other farm/ag issues | |
| 43. Availability of Care | | | |
| 44. Poor Coverage/Benefits | | 96. Other (SPECIFY) | |
| 45. Prescription drug costs | | 97. No Problems | |
| 46. Malpractice/docs leaving state | | 98. Don't Know | |
| 47. Gov't Not Doing Enough | | 99. Refused | |
| 48. Other Health | | | |
| 49. Low/moderate income housing | | | |
| 50. Recreation programs | | | |



10. Overall, would you say you are satisfied or unsatisfied with the city government?

And, would you say you are STRONGLY (satisfied/unsatisfied) or somewhat (satisfied/unsatisfied)?

- 1. Very satisfied
- 2. Somewhat satisfied
- 3. Somewhat unsatisfied
- 4. Very unsatisfied
- 5. DK/Refused

11. And thinking more specifically, would you say you approve or disapprove of the job the Goleta City Council is doing?

And, would you say you STRONGLY (approve/disapprove) or NOT-SO-STRONGLY (approve/disapprove)?

- 1. Strongly approve
- 2. Not-so-strongly approve
- 3. Not-so-strongly disapprove
- 4. Strongly disapprove
- 5. DK/Refused

Now I am going to read you a list of services the City of Goleta provides. After I read each one, please tell me if you are satisfied or unsatisfied with that service. If I read you one you have never used, just tell me and we'll move on to the next service.

And, would you say you are VERY (satisfied/unsatisfied) or just SOMEWHAT (satisfied/unsatisfied)?

The (first/next) one is...

	Very	Somewhat	Never Used/ Unsure	Somewhat	Very		Ref
Total	Sat	Sat	<input type="text" value="DNR"/>	Unsat	Unsat	Total	<input type="text" value="DNR"/>
Sat	1.	2.	3.	4.	5.	Unsat	6.

12. Low and moderate income housing development

13. Neighborhood watch program

14. Storm water management, that is planning and building drainage systems to handle rainwater

15. Waste and recycling pick-up

16. Litter pick-up

17. Street and road maintenance

18. Building permitting process



	Very Sat	Somewhat Sat	Never Used/ Unsure	Somewhat Unsat	Very Unsat	Total	Ref
Total Sat	1.	2.	DNR	4.	5.	Total Unsat	DNR

- 19. Customer service from city employees and departments
- 20. Sidewalk construction and repair
- 21. Law enforcement
- 22. Animal Control
- 23. Library facilities and services

Now thinking about the County and City governments for a moment...

ROTATE Q24-Q25

24. As far as you know, do you believe the Santa Barbara County Government is facing a **ROTATE** budget surplus, a budget deficit **END ROTATE**, or do you believe the County is running about on budget?

- 1. Budget Surplus
- 2. Budget Deficit
- 3. Running on Budget
- 4. Unsure/DK **DNR** ASK, and if you had to guess, which would you pick? **CHOICES 5-7 ONLY**
- 5. Guess Budget Surplus
- 6. Guess Budget Deficit
- 7. Guess Running on Budget

25. As far as you know, do you believe the City of Goleta is facing a **ROTATE** budget surplus, a budget deficit **END ROTATE**, or do you believe the City is running about on budget?

- 1. Budget Surplus
- 2. Budget Deficit
- 3. Running on Budget
- 4. Unsure/DK **DNR** ASK, and if you had to guess, which would you pick? **READ CHOICES 5-7 ONLY**
- 5. Guess Budget Surplus
- 6. Guess Budget Deficit
- 7. Guess Running on Budget



And, now turning to an issue you may or may have not heard about...

26. How much would you say you have seen, read or heard recently about the Revenue Neutrality Agreement between the City of Goleta and Santa Barbara County? Would you say you have seen

1. A lot
2. Some
3. Not Much
...or...
4. Nothing at all
5. DK/Refused

27. What, specifically, have you seen, read, or heard recently about the Revenue Neutrality Agreement between the City of Goleta and Santa Barbara County?

As you may know, the Revenue Neutrality Agreement is a formal agreement between the County and City governments that determines how much tax money the City must share with the County in exchange for services, like the use of the County health department and highway maintenance, and to cover the loss of tax dollars the County would gather from City residents if the area were solely a part of the county.

28. Based on what you currently know, do you believe the City's tax sharing agreement with the County is fair or unfair .

And, would you say STRONGLY (unfair) or NO SO STRONGLY (unfair)?

1. Fair
2. Not-so-strongly Unfair
3. Strongly Unfair
4. Unsure/DK
5. Refused

29. And, would you say the current tax sharing agreement benefits the City more, benefits the County more, or benefits each equally .

1. Benefits city
2. Benefits county
3. Benefits each equally
4. Unsure
5. DK/Refused



30. And, would you ROTATE support or oppose END ROTATE the renegotiating or changing of the City and County's tax sharing agreement so that the City pays less money?

IF SUPPORT/OPPOSE, ASK:

And, would you say you STRONGLY (support/oppose) or NOT-SO-STRONGLY (support/oppose)?

1. Strongly support
2. Not-so-strongly support
3. Not-so-strongly oppose
4. Strongly oppose
5. Unsure DNR
6. DK/Refused DNR

31. And, on a scale of 0 to 10, how much does the City of Goleta need additional money they would receive if the tax sharing agreement was changed, with 0 meaning the City does NOT need the money at all and 10 meaning the City is in extreme need of the money? RECORD EXACT NUMERIC RESPONSE

88. Und/DK DNR
99. Refused DNR

RANDOMIZE Q32-Q34

32. And, how much impact do you believe the lowering of the amount of taxes the City would pay to the County would have on your tax rate?

1. Major impact
2. Minor impact
3. No impact at all DNR
4. DK/Refused DNR

33. And, how much impact do you believe the lowering of the amount of taxes the City would pay to the County would have on your quality of life?

1. Major impact
2. Minor impact
3. No impact at all DNR
4. DK/Refused DNR

34. And, how much impact do you believe the lowering of the amount of taxes the City would pay to the County would have on the quality and extent of services provided by the city?

1. Major impact
2. Minor impact
3. No impact at all DNR
4. DK/Refused DNR



Now, I'm going to read you some facts about the tax sharing agreement. For each statement, please tell me if it makes you ROTATE more likely or less likely END ROTATE to support renegotiating or changing the City and County's tax sharing agreement so the City of Goleta pays LESS than what they currently pay.

IF MORE LIKELY/LESS LIKELY, ASK:

And would you say it makes you MUCH (more/less) likely to support renegotiating or changing the City and County's tax sharing agreement or just SOMEWHAT (more/less) likely?

RANDOMIZE

Total More Lkly	Much More Lkly 1.	Smwt More Lkly 2.	No Diff <input type="checkbox"/> DNR 3.	Smwt Less Lkly 4.	Much Less Lkly 5.	Total Less Lkly	DK/Ref <input type="checkbox"/> DNR; 6.
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- 35. In addition to giving the County thirty percent of all sales taxes for the existence of the City, the tax sharing agreement says the City will also have to give the County another twenty percent of sales taxes for the first ten years.
- 36. Most other cities have a sunset provision for all tax sharing, meaning that after a period of time the city no longer shares its taxes with the county; however, the agreement between the City of Goleta and Santa Barbara County says that the County will receive fifty percent of all property taxes and thirty percent of all sales tax for an indefinite period of time.
- 37. The City of Goleta has the worst tax sharing agreement in the state, meaning that no other newly incorporated city in the state has such a high percentage of revenues going back to its county.
- 38. The City of Goleta has paid Santa Barbara County **XX** percent more through the tax sharing agreement than was originally estimated, allowing the city to already meet the total amount the county expected to recuperate from the plan, but the city is locked into the agreement.
- 39. Under the current tax sharing agreement, the City of Goleta will have a significant budget deficit starting next year that could impact the level, quality and extent of city services.



40. Now that you've heard more, do you believe the City's tax sharing agreement with the County is fair or unfair .

And, would you say STRONGLY (unfair) or NO SO STRONGLY (unfair)?

1. Fair
2. Not-so-strongly Unfair
3. Strongly Unfair
4. Unsure/DK DNR
5. Refused DNR

41. And, would you support or oppose the renegotiating or changing of the City and County's tax sharing agreement so that the City pays less money?

And, would you say you STRONGLY (support/oppose) or NOT-SO-STRONGLY (support/oppose)?

1. Strongly support
2. Not-so-strongly support
3. Not-so-strongly oppose
4. Strongly oppose
5. Unsure
6. DK/Refused

42. And, does knowing more about the condition of the City and County's tax sharing agreement give you a more favorable or less favorable impression of the County?

And, would you say you are STRONGLY (more/less favorable) or just somewhat (more/less favorable)?

1. Strongly more favorable
2. Somewhat more favorable
3. No difference
4. Somewhat less favorable
5. Strongly less favorable
6. DK/Refused



43. And thinking again about the initiative that will appear on the November ballot, known as Measure A, which would continue a one-half percent sales tax in Santa Barbara County to pay for countywide transportation programs. If the election were held today, would you would vote ROTATE YES or NO END ROTATE for this initiative?

IF YES/NO, ASK: And, would you DEFINITELY vote (yes/no) or only PROBABLY vote (yes/no)?

IF UND, ASK: As of today, which way would you lean toward...

1. Definitely yes
2. Probably yes
3. Lean yes
4. Hard Undecided/DK/Refused DNR
5. Lean no
6. Probably no
7. Definitely no

Now, thinking again about the tax sharing agreement...

44. The City of Goleta has prepared several options in order to prevent a budget shortfall caused by the current agreement. Which of the following options would you prefer the City explore? RANDOMIZE

1. The City Council should attempt to renegotiate the tax sharing agreement with the County.
2. The City Council should place an initiative on the ballot allowing a vote on a non-binding request for the city and county to renegotiate the current tax sharing agreement.
3. The City Council should sue the County in a court of law to get the tax sharing agreement changed.
4. The City Council should increase local taxes to counterbalance the money lost through the current tax sharing agreement.
5. Undecided DNR
6. DK/REF DNR

45. And which option would be your second choice? ELIMINATE FIRST CHOICE AND RANDOMIZE

1. The City Council should attempt to renegotiate the tax sharing agreement with the County.
2. The City Council should place an initiative on the ballot allowing a vote on a non-binding request for the city and county to renegotiate the current tax sharing agreement.
3. The City Council should sue the County in a court of law to get the tax sharing agreement changed.
4. The City Council should increase local taxes to counterbalance the money lost through the current tax sharing agreement.
5. Undecided DNR
6. DK/REF DNR



The City Council has identified a number of services that it would fund using the money it saves as a result of changing the tax sharing agreement with the County. For each one, please tell if you **ROTATE** support or oppose **END ROTATE** spending tax dollars on that option.

IF SUPPORT/OPPOSE, ASK:

And would you say you **STRONGLY** (support/oppose) or just **SOMEWHAT** (support/oppose)?

The (first/next) one is...**RANDOMIZE Q46-Q52**

Total Ssupport	Strng Sup 1.	Smwt Sup 2.	Unsure DNR 3.	Smwt Opp 4.	Strng Opp 5.	Total Oppose	DK/Ref DNR; 6.
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- 46. Create youth and senior recreation programs
- 47. Buy or Build a City Hall
- 48. Enhance Law Enforcement, like reinstating bike patrols
- 49. Improve maintenance on public facilities
- 50. Improve streets
- 51. Increase financial support to community service and non-profit organizations that directly benefits city residents
- 52. Fund previously planned capital improvements, including.....XXXX

Now I just have a few more questions for demographic purposes... We are almost done...

53. What is your age? **DO NOT READ PUNCHES**

- 1. 18-24
- 2. 25-34
- 3. 35-44
- 4. 45-54
- 5. 55-64
- 6. 65-74
- 7. 75 or older
- 8. Refused **DNR**

54. What is the highest level of formal education you have completed?

- 1. Less than high school graduate
- 2. High school graduate
- 3. Some College
- 4. College graduate
- 5. Post graduate
- 6. DK/Refused **DNR**



55. What is your annual family income - Is it under \$20,000, between \$20,001 & \$40,000, between \$40,001 & \$60,000, between \$60,001 & \$80,000, between \$80,001 & \$100,000 or over \$100,000?
1. Under \$20,000
 2. Between \$20,001 & \$40,000
 3. Between \$40,001 & \$60,000
 4. Between \$60,001 & \$80,000
 5. Between \$80,001 & \$100,000
 6. Over \$100,000
 7. DK/Refused DNR
56. What is your race?
1. White
 2. Hispanic, Mexican, Latino, Spanish
 3. African-American
 4. Asiatic, Asian
 5. Other (specify) _____
 6. Refused DNR
57. In politics today, do you usually think of yourself as a ROTATE Republican, Independent, decline to state or Democrat?
- IF REPUBLICAN/DEMOCRAT, ASK:
- Do you think of yourself as a STRONG (Republican/Democrat) or NOT-SO-STRONG (Republican/Democrat)?
1. Strong Republican
 2. Not-So-Strong Republican
 3. Independent/Something-Else/Decline to state
 4. Not-So-Strong Democrat
 5. Strong Democrat
 6. DK/Refused DNR
58. And, would you say you are a ROTATE Conservative, a Moderate, or a Liberal in your political beliefs?
- IF CONSERVATIVE/LIBERAL, ASK:
- And, would you say you are VERY (conservative/liberal) or just SOMEWHAT (conservative/liberal)?
1. Very Conservative
 2. Somewhat Conservative
 3. Moderate
 4. Somewhat Liberal
 5. Very Liberal
 6. DK/Refused DNR
59. Are there children in your household under the age 18 years old?
1. Yes
 2. No
 3. DK/Refused DNR



60. And what is your current employment status? Are you...

1. Employed outside the home full-time
2. Employed outside the home part-time
3. Working from home
4. Not employed, but looking for work
5. A homemaker
6. Retired
7. A full-time student
8. Other
9. DK/Refused

61. Sex:

1. Male
2. Female

62. Vote History:

1. 0 of 4
2. 1 of 4
3. 2 of 4
4. 3 of 4
5. 4 of 4

63. Area I: City Council District

64. Area:



Global Perspective.
Innovative Research.
Superior Results.

For questions or comments related
to this study, please contact:

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City of Goleta, CA Satisfaction and Revenue Study

Conducted April 7 – 10, 2008

n=500 Likely Voters

MoE=±4.38% @ 95% Confidence Interval



Methodology

Methodology

On behalf of the City of Goleta, Wilson Research Strategies conducted a research study of likely voters within the city.

Respondents were sampled by using a combination of Registration Based Sampling (RBS) from the area voter file and Random Digit Dialing (RDD). This combination of RBS and RDD sampling minimizes bias due to sample selection. RBS sampling helps reduce bias due to self-reporting of voter registration status and allow stratified random sampling which reduces the effects of non-response bias. RDD sampling helps to minimize bias due to new registrants and voters for whom a phone match cannot be found on the voter file.

Respondents were contacted by phone via a live operator April 7-10, 2008. The study has a sample size of n=500 likely voters. The margin of error is equal to $\pm 4.36\%$ in 95 out of 100 cases.

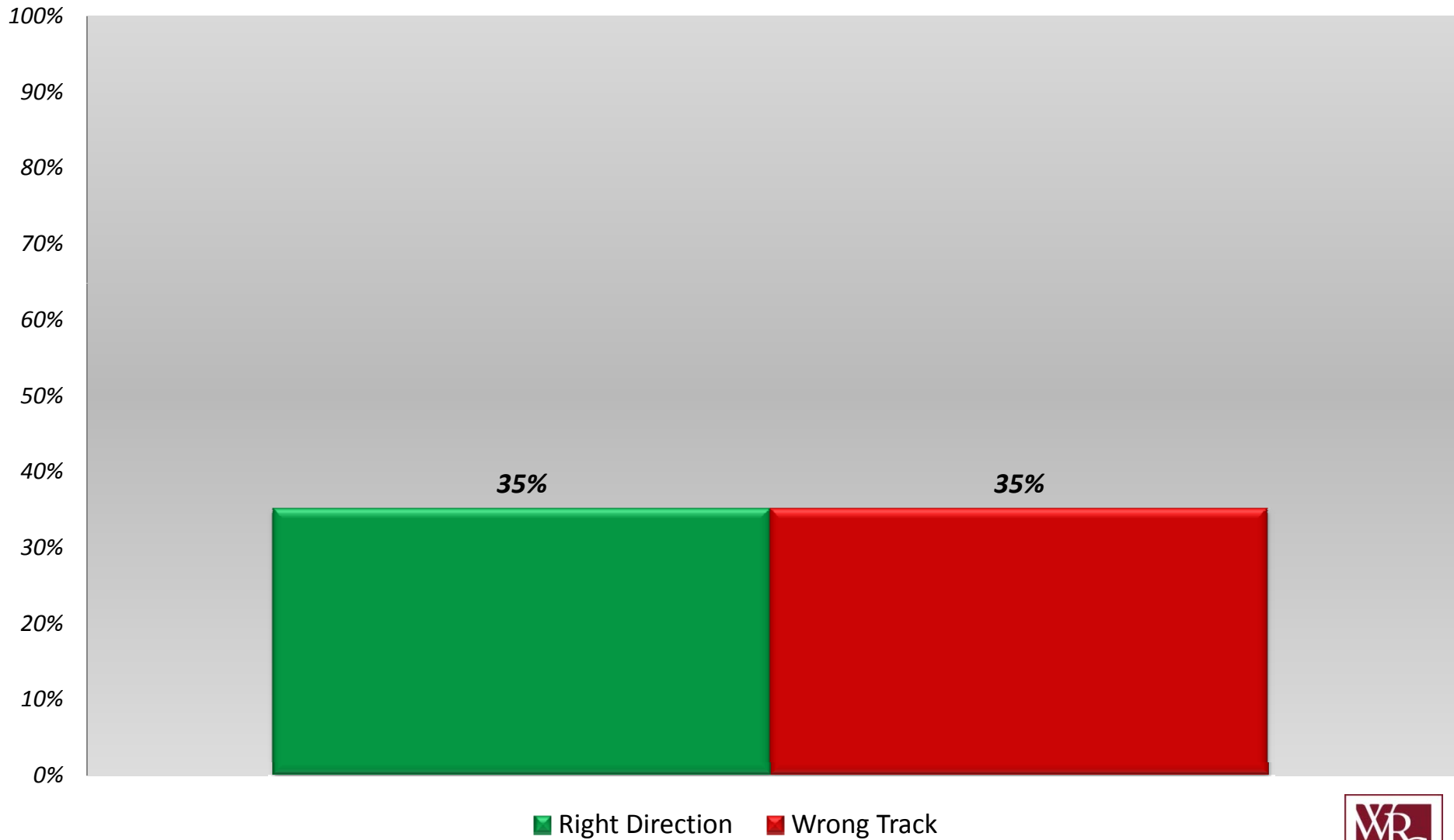
Respondents were screened to ensure that they intended to vote in the upcoming general elections and were not a member of the media, a political campaign, or public relations organization.

Satisfaction with Santa Barbara County

Voters are divided over whether the county is headed in the right direction, or has gotten off on the wrong track.



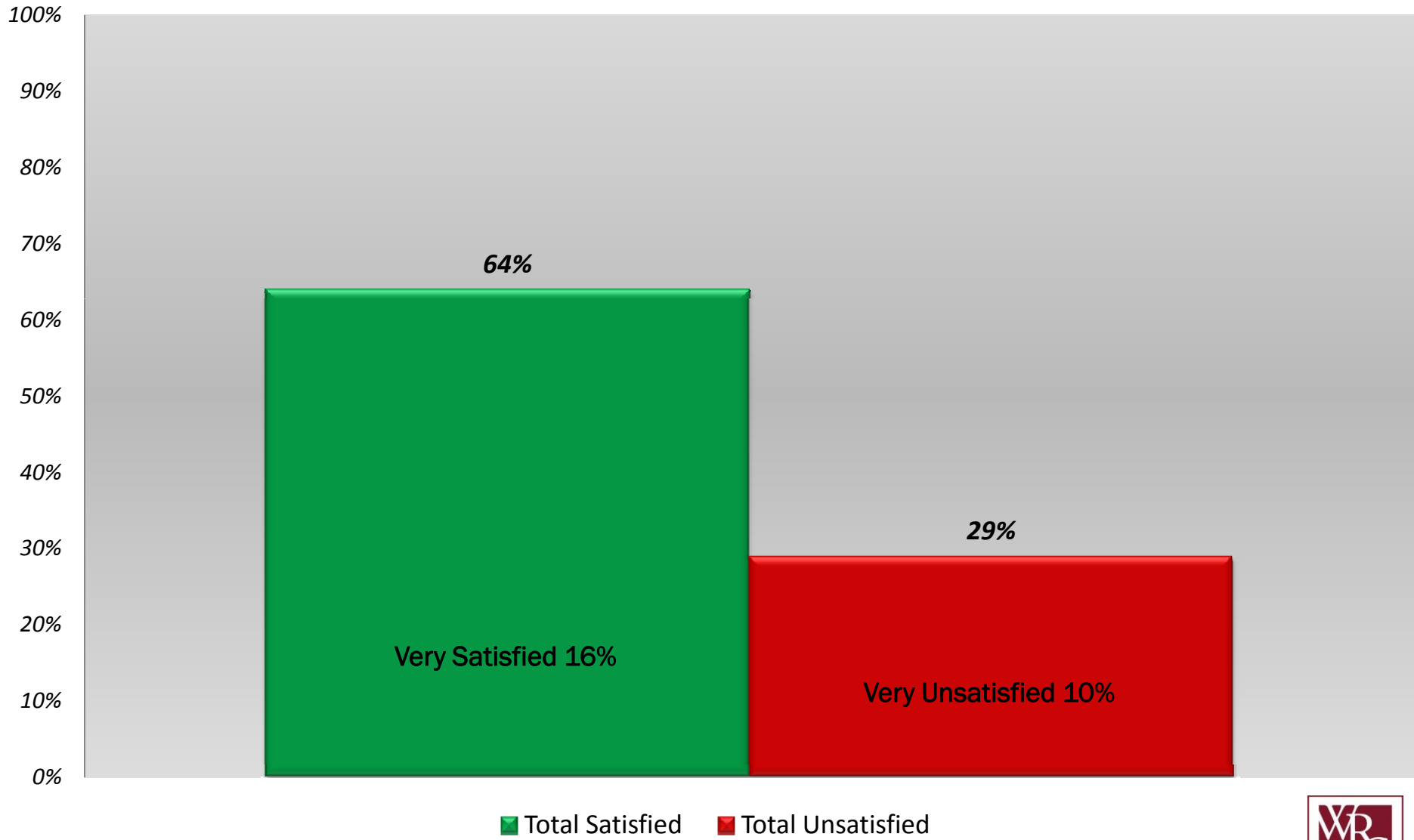
Q3: Thinking about the direction Santa Barbara County is headed today, do you believe things are going in the right direction or would you say things have pretty seriously gotten off on the wrong track?



Despite a disparity in the way voters view the County's course, a solid majority are satisfied with county government.



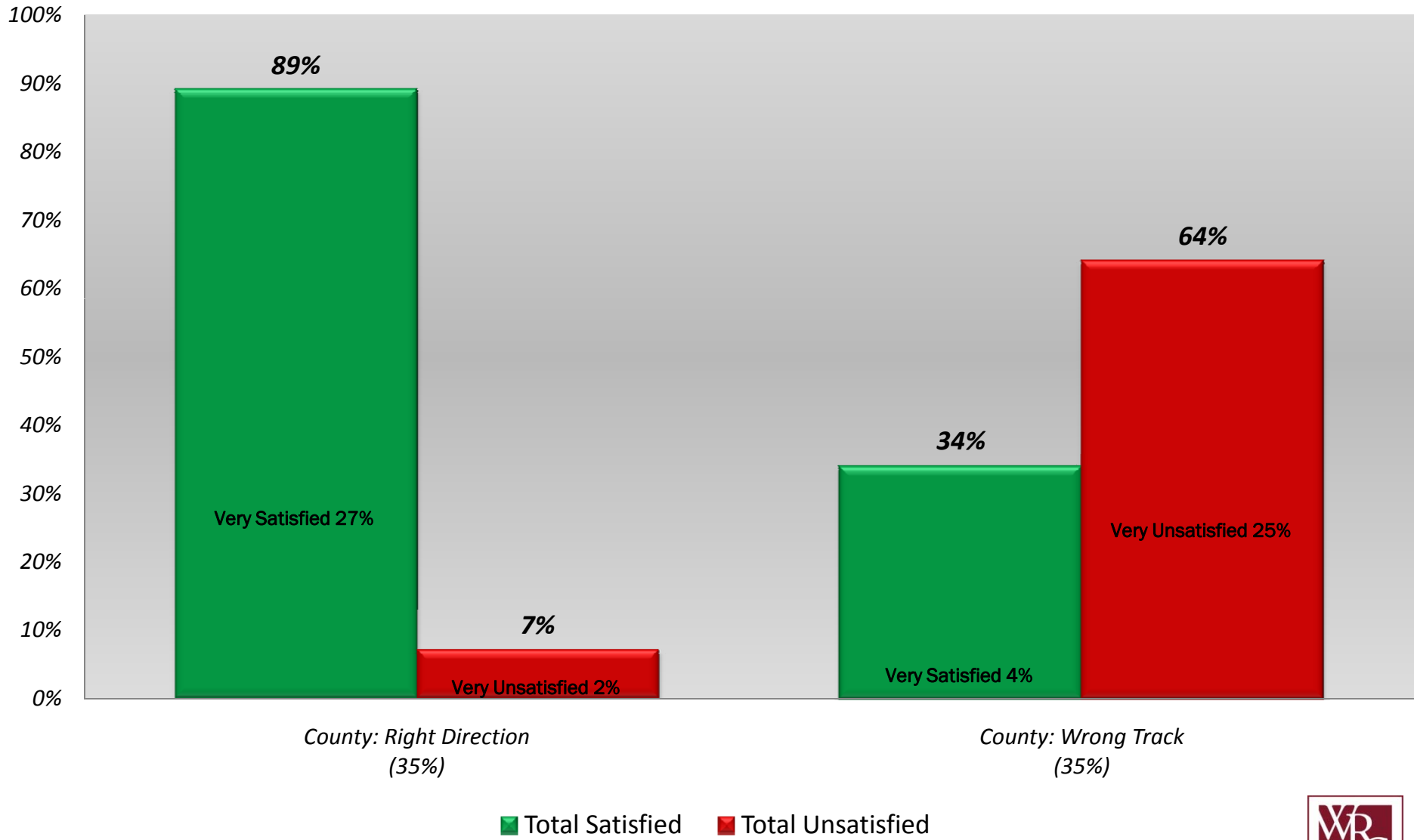
Q5: Overall, would you say you are satisfied or unsatisfied with the county government?



Unsurprisingly, voters who are unhappy with the County's direction are less likely to be satisfied with county government.



Q5: Overall, would you say you are satisfied or unsatisfied with the county government?

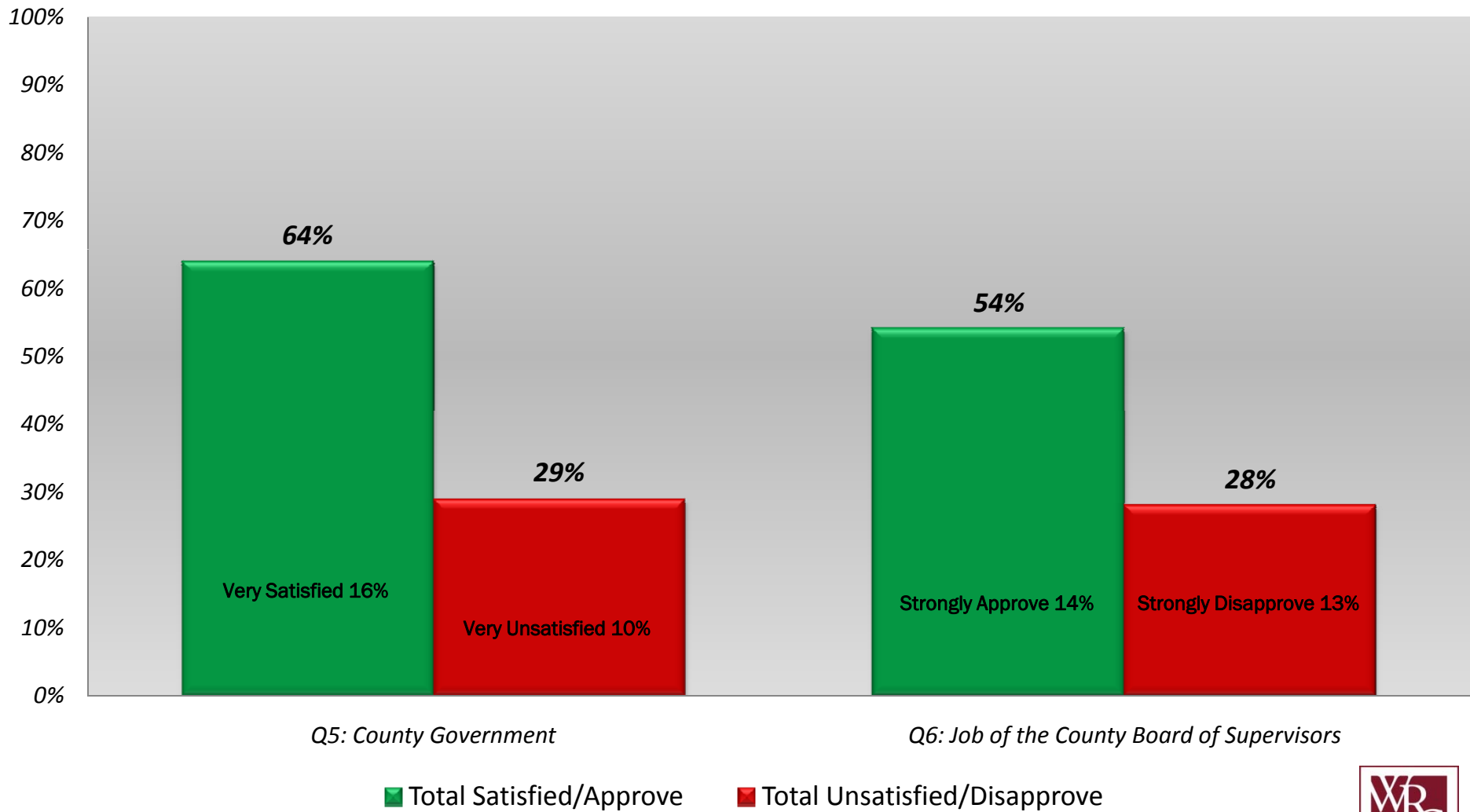


Voters are less satisfied with the County Board of Supervisors than with county government overall.



Q5: Overall, would you say you are satisfied or unsatisfied with the county government?

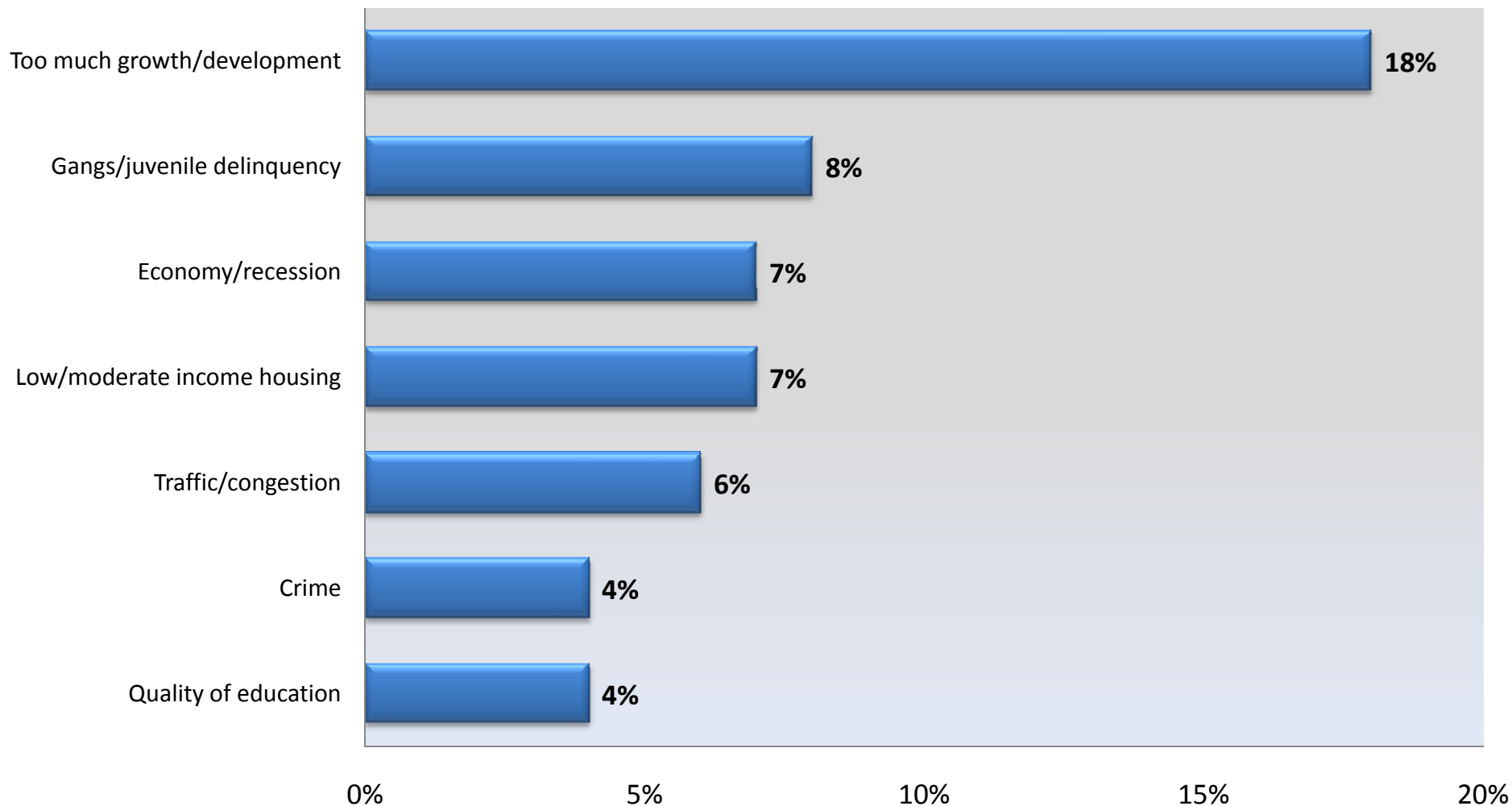
Q6: And thinking more specifically, would you say you approve or disapprove of the job the County Board of Supervisors is doing?



Voters believe that growth/development, gangs, availability of low/moderate housing and traffic/congestion are the most important problems facing Santa Barbara County.



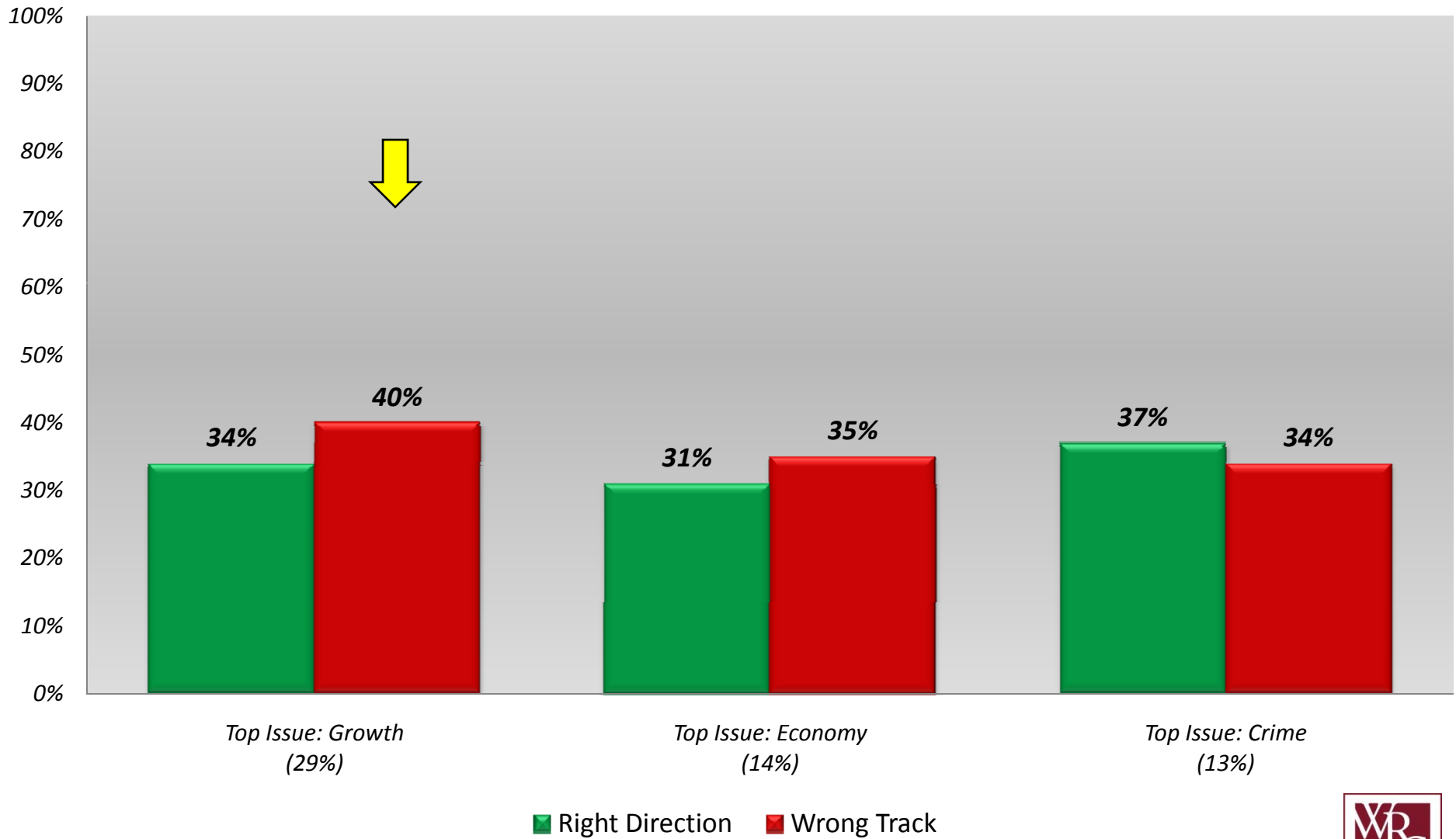
Q4: Now, turning to issues, what would you say is the single MOST important problem facing Santa Barbara County today, that is, the one that you, yourself, are most concerned about?



Clearly, concerns with growth are driving the belief that the County may be headed on the wrong track.



Q3: Thinking about the direction Santa Barbara County is headed today, do you believe things are going in the right direction or would you say things have pretty seriously gotten off on the wrong track?



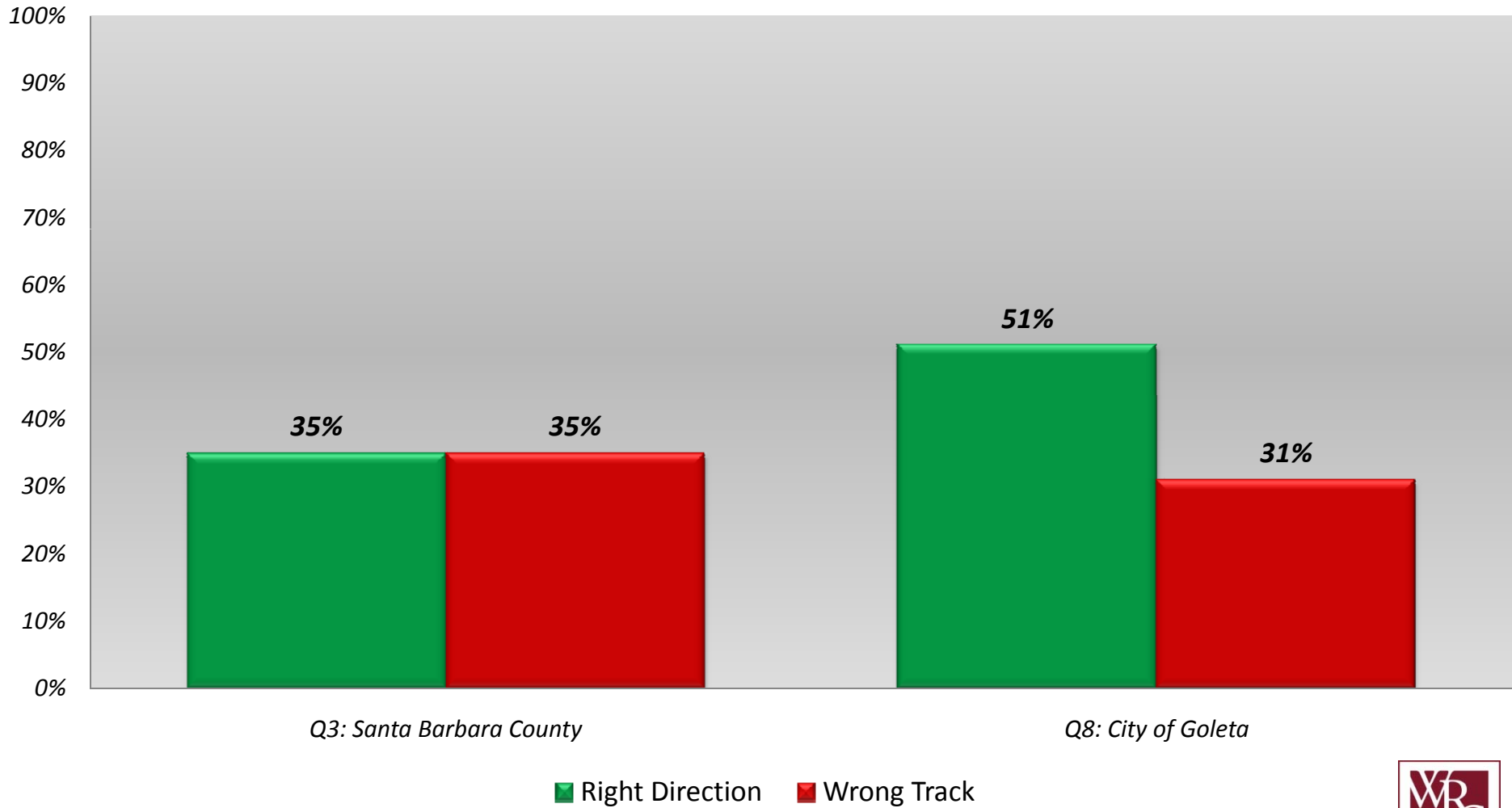
Satisfaction with the City of Goleta

Contrary to how voters perceive the County's direction, a majority believe the City is headed in the right direction.



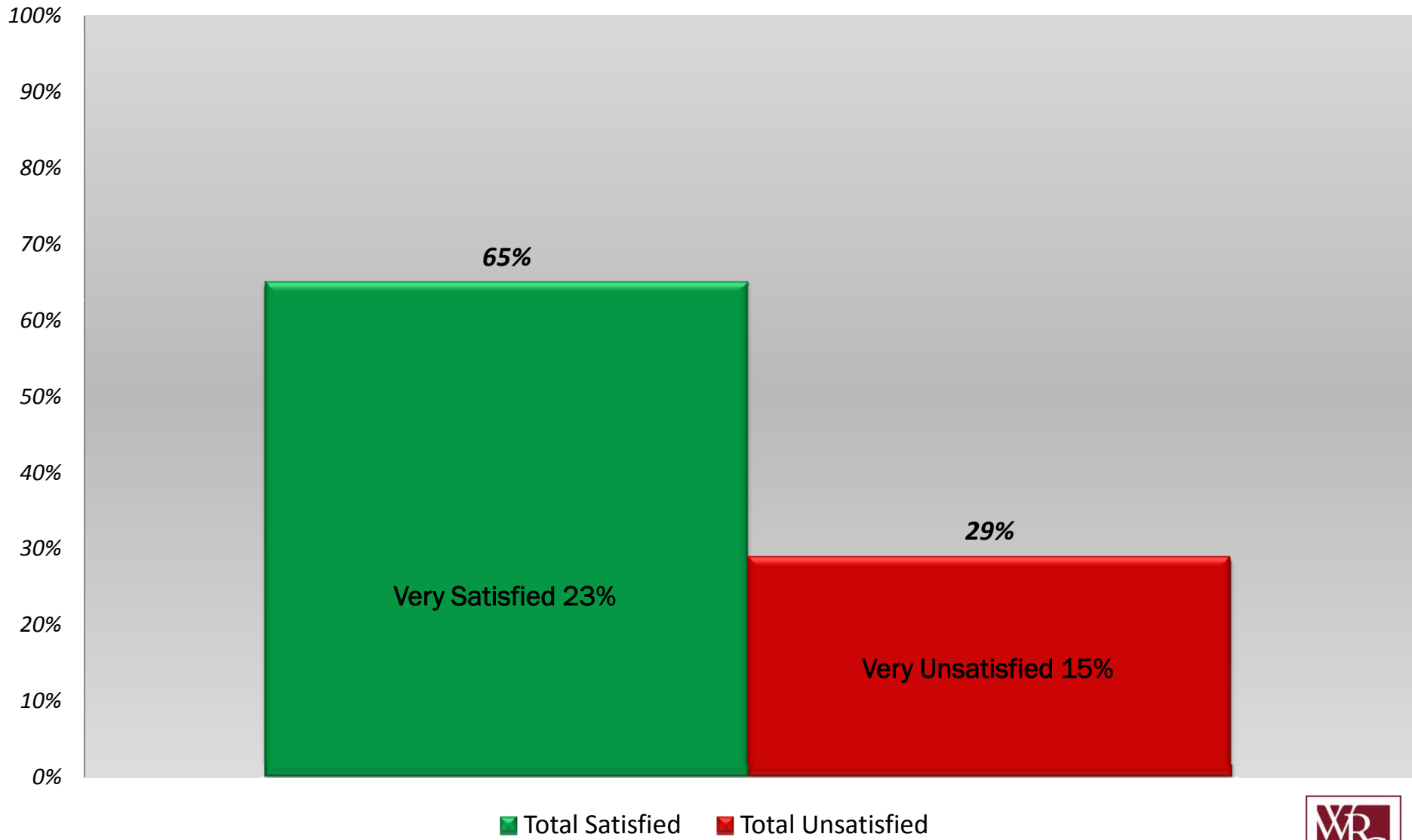
Q3: Thinking about the direction Santa Barbara County is headed today, do you believe things are going in the right direction or would you say things have pretty seriously gotten off on the wrong track?

Q8: Thinking about the direction the City of Goleta is headed today, do you believe things are going in the right direction or would you say things have pretty seriously gotten off on the wrong track?



A solid majority of voters are satisfied with city government.

Q10: Overall, would you say you are satisfied or unsatisfied with the city government?

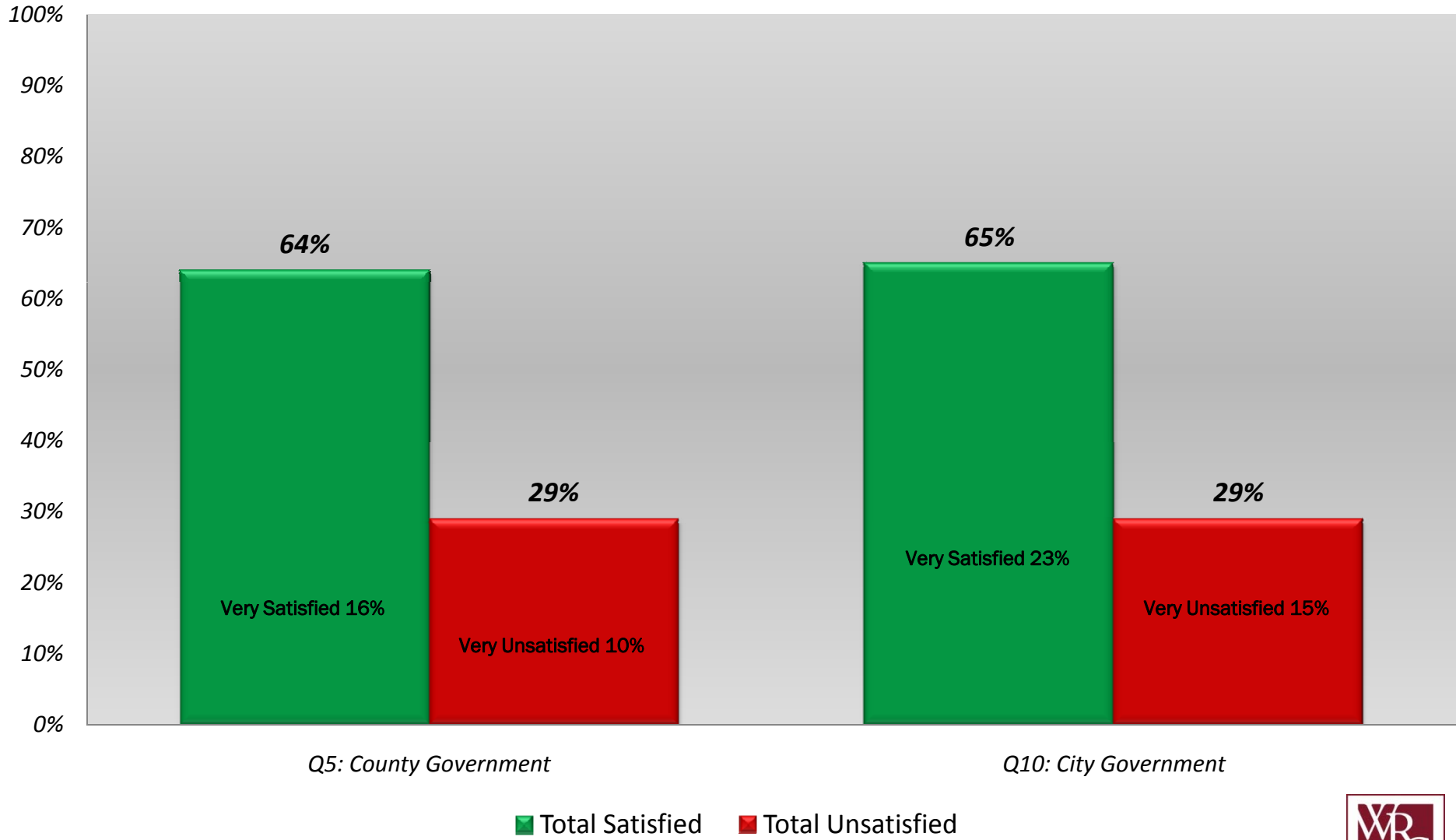


However, more voters are “very” satisfied with the City than with the County.



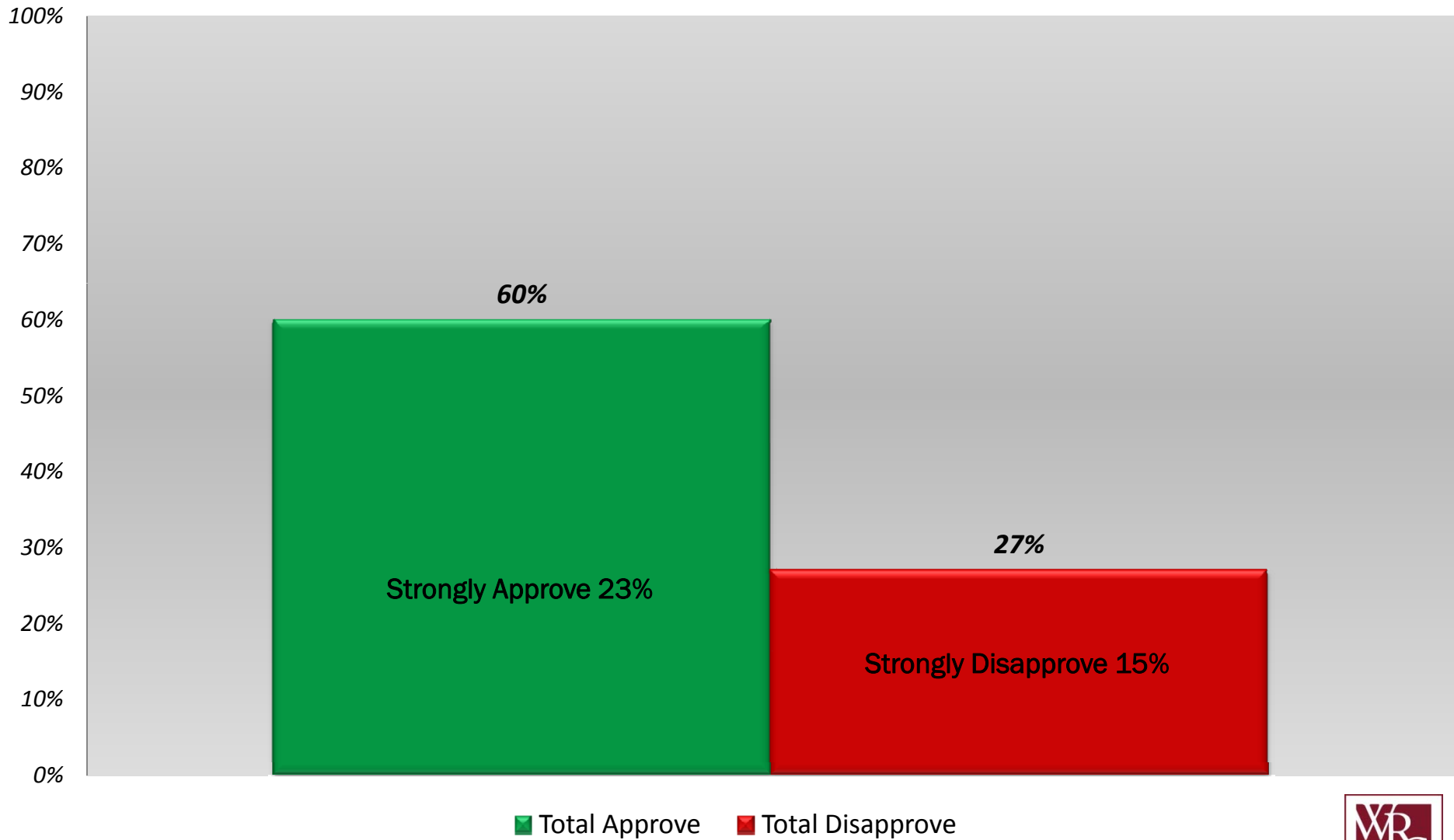
Q5: Overall, would you say you are satisfied or unsatisfied with the county government?

Q10: Overall, would you say you are satisfied or unsatisfied with the city government?



Likewise, Goleta voters approve of the job City Council is doing.

Q11: And thinking more specifically, would you say you approve or disapprove of the job the Goleta City Council is doing?

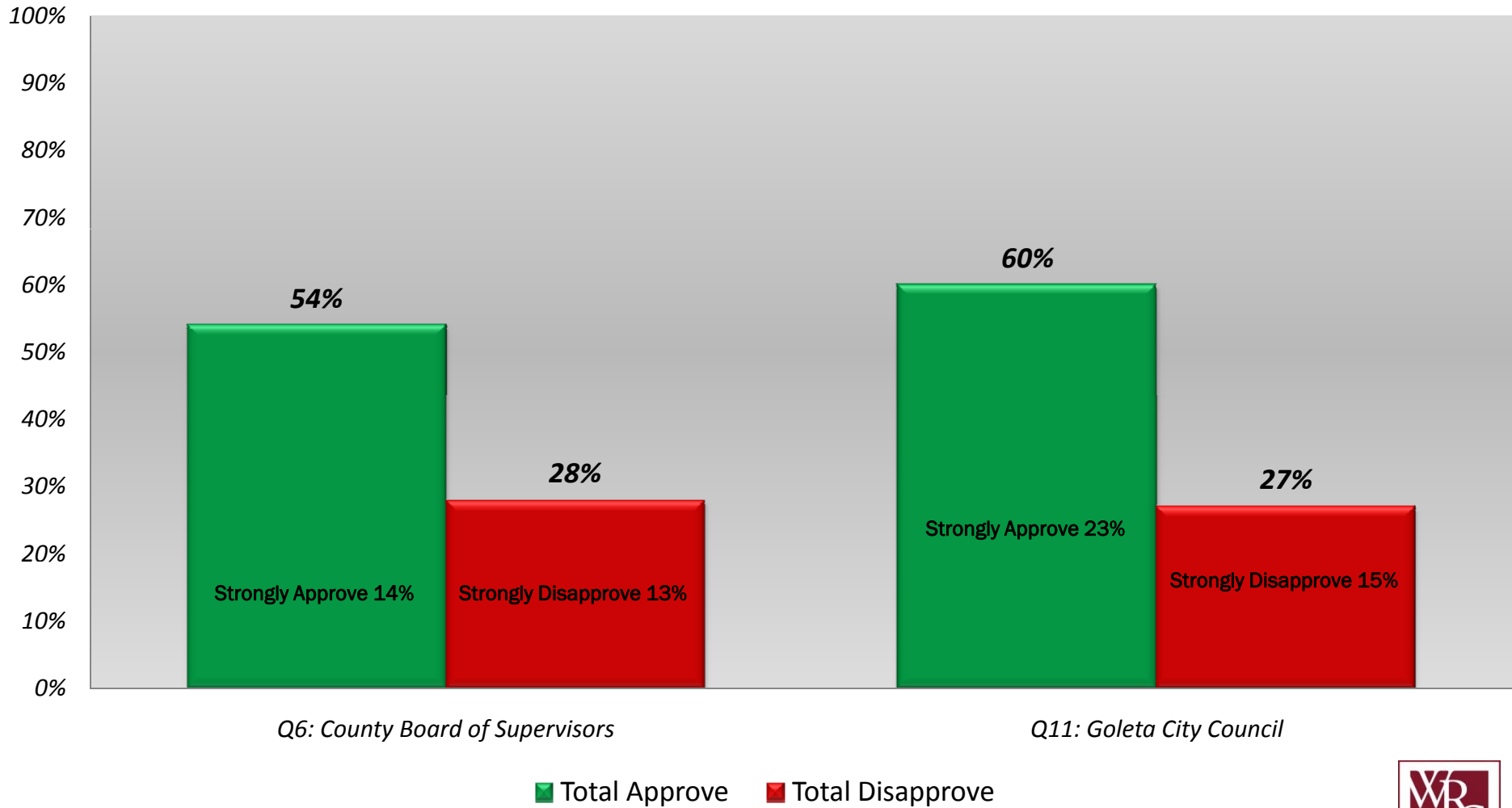


Again, voters are more positive about the City Council than the County Board of Supervisors. This underscores the overall positive impression voters have of the City at large.



Q6. And thinking more specifically, would you say you approve or disapprove of the job the County Board of Supervisors is doing?

Q11: And thinking more specifically, would you say you approve or disapprove of the job the Goleta City Council is doing?



Concerns about growth also drag down the approval of city council. It is also important to note that voters ages 45 to 54 and more affluent voters are the angriest with the council.



Q11: And thinking more specifically, would you say you approve or disapprove of the job the Goleta City Council is doing?

	All Voters	18-34	35-44	45-54	55-64	65+	< \$80K	\$80K +
Approve of City Council	60%	55%	59%	55%	60%	69%	62%	60%
Disapprove of City Council	27%	22%	30%	37%	30%	21%	24%	31%

	All Voters	White	Hispanic	Top City Issue: Growth	Top City Issue: Economy	Top City Issue: Crime
Approve of City Council	60%	61%	53%	54%	65%	64%
Disapprove of City Council	27%	28%	33%	37%	18%	25%



Satisfaction with City Services

Overview of Satisfaction with City Services

Q12-18: Now I am going to read you a list of services the City of Goleta provides. After I read each one, please tell me if you are satisfied or unsatisfied with that service.

Service	% Total Satisfied	% Never Used
Q20. Law enforcement and public safety	86%	5%
Q14. Waste and recycling pick-up	86%	5%
Q15. Litter pick-up	83%	7%
Q22. Library facilities and services	76%	17%
Q21. Keeping residents informed about City issues and events	76%	6%
Q19. Sidewalk construction and repair	73%	10%
Q16. Street and road maintenance	70%	3%
Q13. Storm water management, that is planning and building drainage systems to handle rainwater	61%	21%
Q18. Customer service from city employees and departments	46%	42%
Q12. Low and moderate income housing development	32%	20%
Q17. Building permitting process	21%	45%

Overview of Satisfaction with City Services

Q12-18: Now I am going to read you a list of services the City of Goleta provides. After I read each one, please tell me if you are satisfied or unsatisfied with that service.

Service	% Very Satisfied	% Never Used
Q14. Waste and recycling pick-up	60%	5%
Q22. Library facilities and services	56%	17%
Q20. Law enforcement and public safety	47%	5%
Q15. Litter pick-up	46%	7%
Q21. Keeping residents informed about City issues and events	36%	6%
Q19. Sidewalk construction and repair	33%	10%
Q16. Street and road maintenance	29%	3%
Q13. Storm water management, that is planning and building drainage systems to handle rainwater	29%	21%
Q18. Customer service from city employees and departments	25%	42%
Q12. Low and moderate income housing development	12%	20%
Q17. Building permitting process	8%	45%

Satisfaction SatMap™ Methodology

SatMap™ ascertains citizen satisfaction by determining which elements of satisfaction have high or low performance relative to importance. All importance measures are derived from implicit reactions and are therefore better indicators of true satisfaction than simply asking the respondent how important a certain service provided by the City of Goleta is to them. This methodology generates significant insight into specific areas in which the City needs to focus their efforts and in which areas the City is meeting expectations or even excelling.

Each area of service provided by the City is represented by a bubble. The location and size of the bubbles relative to one another indicates the relative performance, importance and consistency of opinions for the area of service.

- Performance is measured by satisfaction ratings.
- Importance is measured by the correlation between individual areas of service and the overall satisfaction of City government.
- Consistency among opinions of respondents is measured by the size of the bubble.

The vertical axis of the chart measures the satisfaction level of a specific area of service relative to each other. A higher position of a bubble signifies a higher level of satisfaction, or performance.

The horizontal axis of the chart represents the correlation between the satisfaction of an individual area of service and the overall satisfaction of the City government.

The size of the bubble indicates the inverse relationship of the standard deviation, a measure of consistency. A larger bubble indicates a higher consistency among respondents.

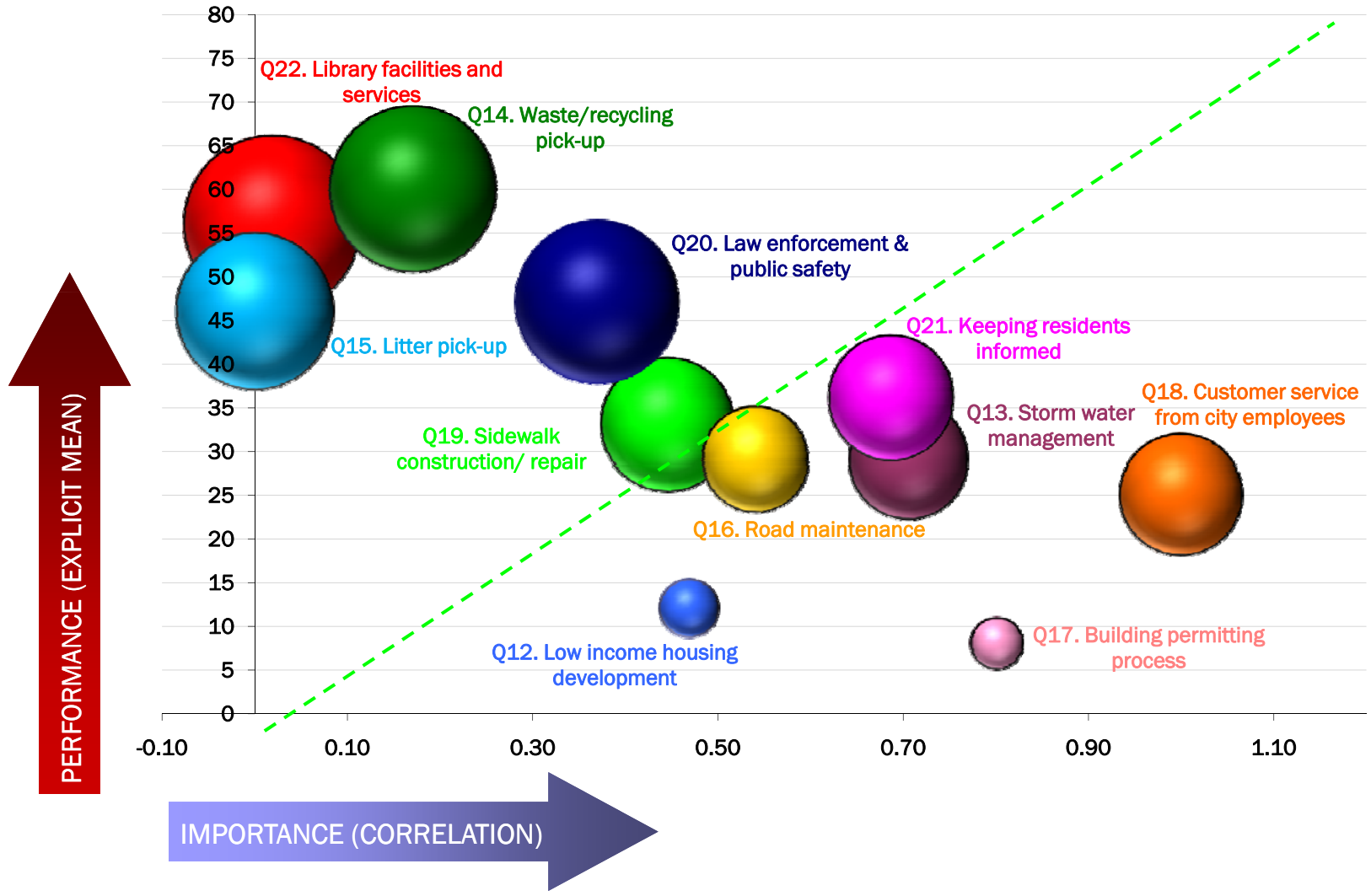
The position of the bubbles indicates the performance relative to importance. The ideal position for a bubble is on the green line, representing a balance between performance and importance.

Overall, there are only a few services that need the city's attention: keeping residents informed, storm water management, road maintenance, customer service, low income housing development and building permitting process get low scores because few have been exposed to these services.



Satisfaction Map: Total

BUBBLE SIZE = CREDIBILITY
(STANDARD DEVIATION)

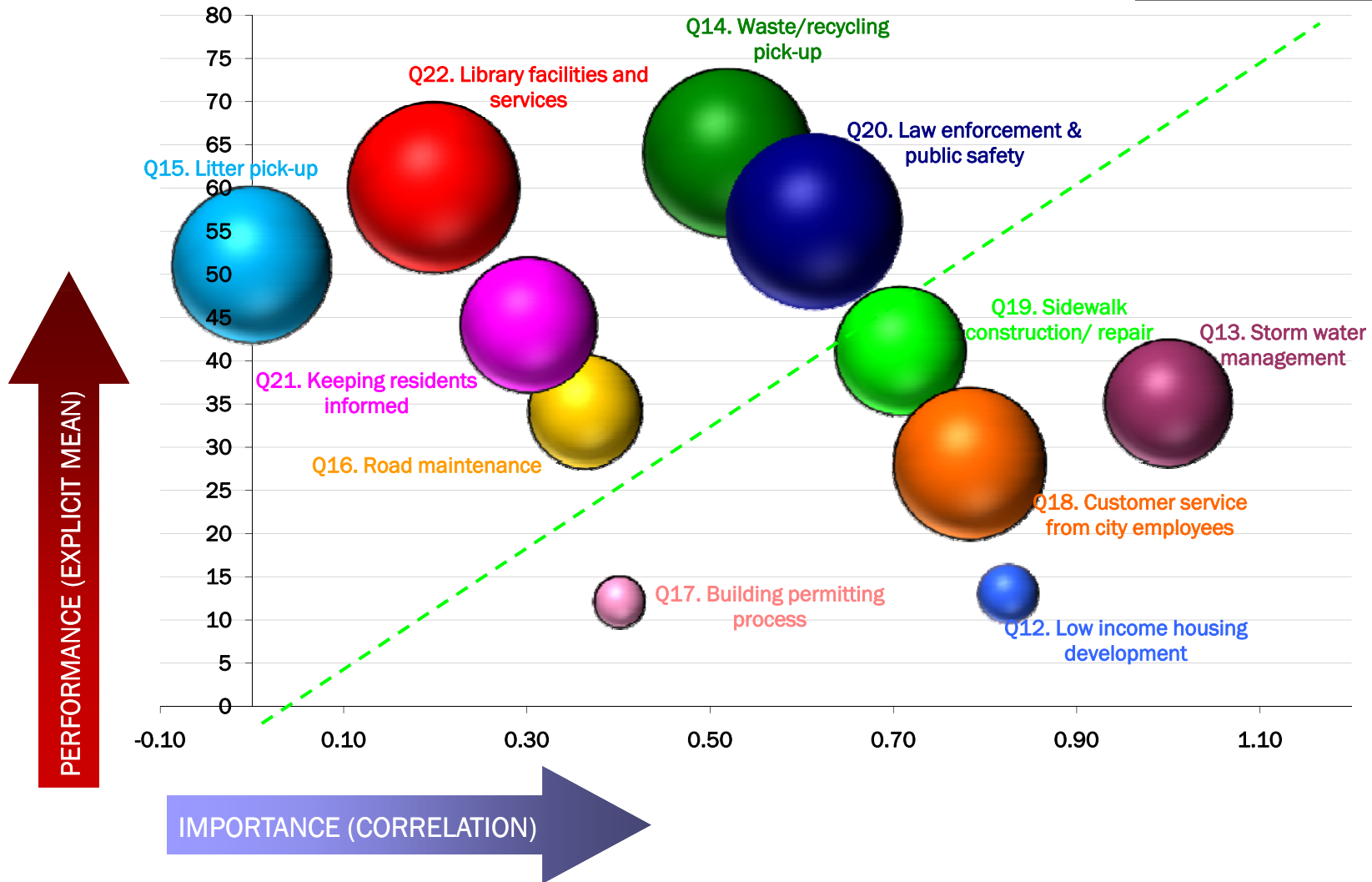


Voters who are satisfied with the city's direction are happiest with litter pick-up and the library.



Satisfaction Map: City: Right Direction (51%)

BUBBLE SIZE = CREDIBILITY (STANDARD DEVIATION)

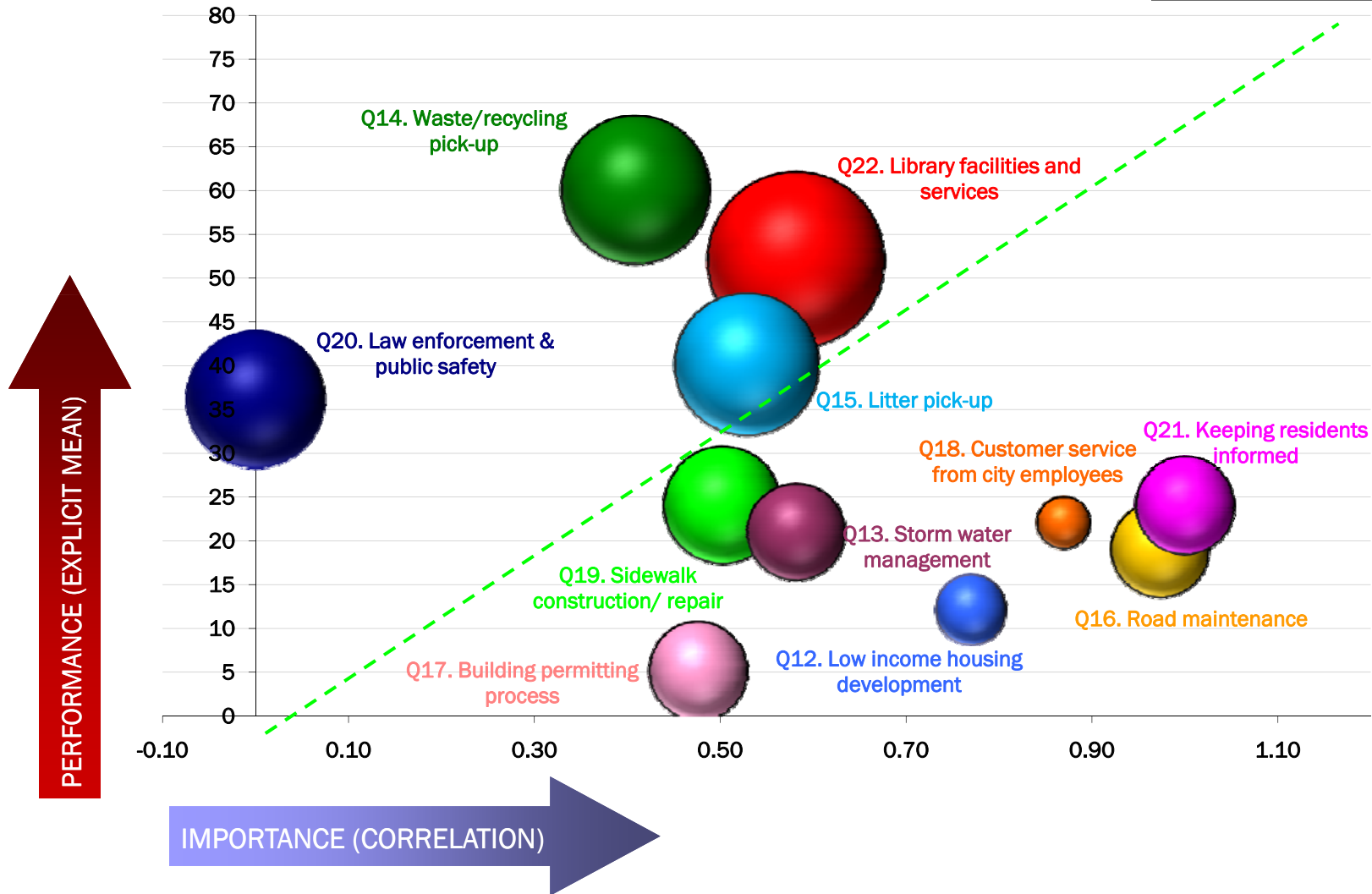


Voters that believe the city is headed on the wrong track are unhappy with virtually everything, especially road maintenance.



Satisfaction Map: City: Wrong Track (31%)

BUBBLE SIZE = CREDIBILITY
(STANDARD DEVIATION)

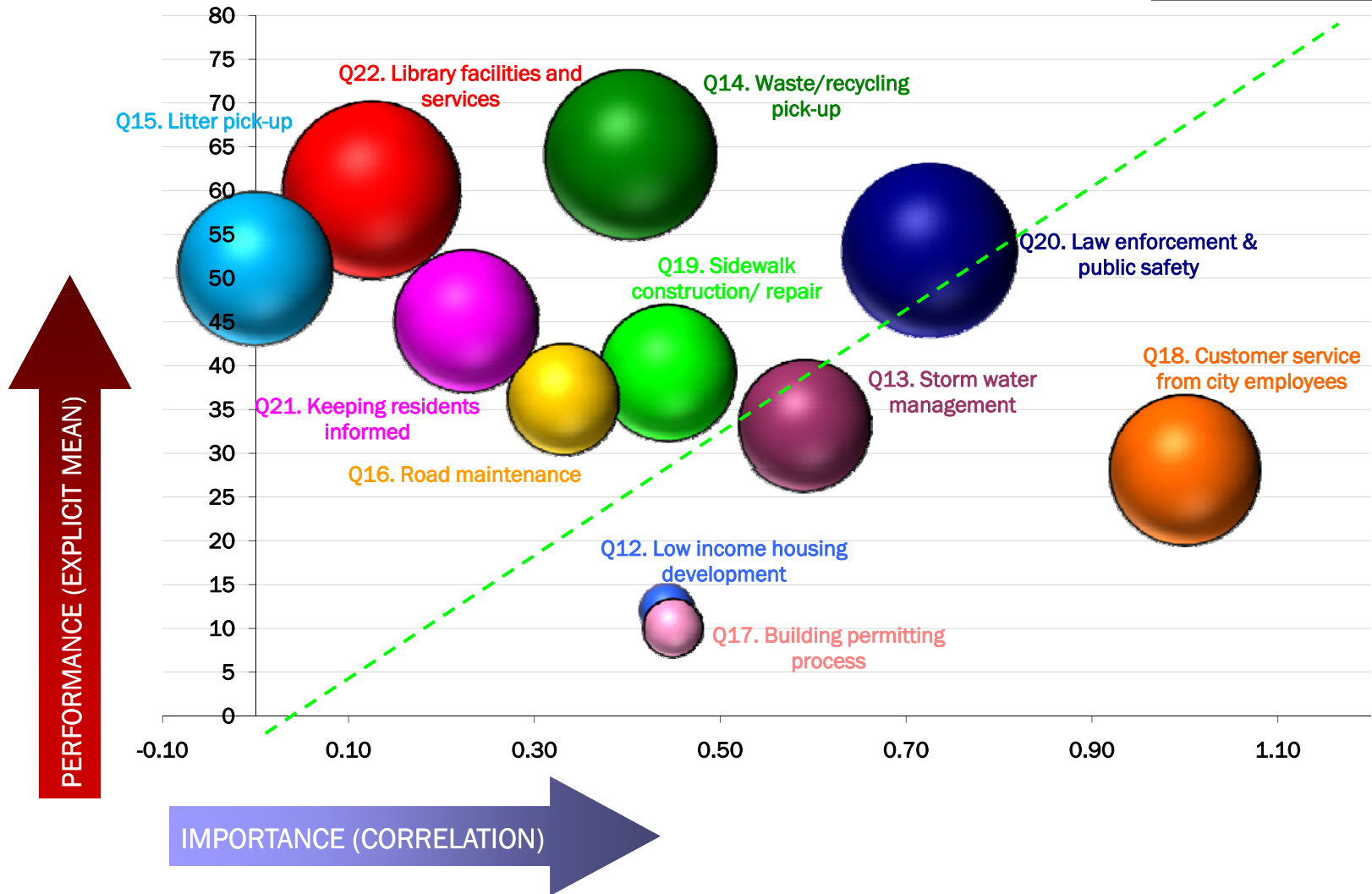


Those approving of the job City Council is doing show concern for only customer service and storm water management.



Satisfaction Map: Approve of City Council (60%)

BUBBLE SIZE = CREDIBILITY (STANDARD DEVIATION)

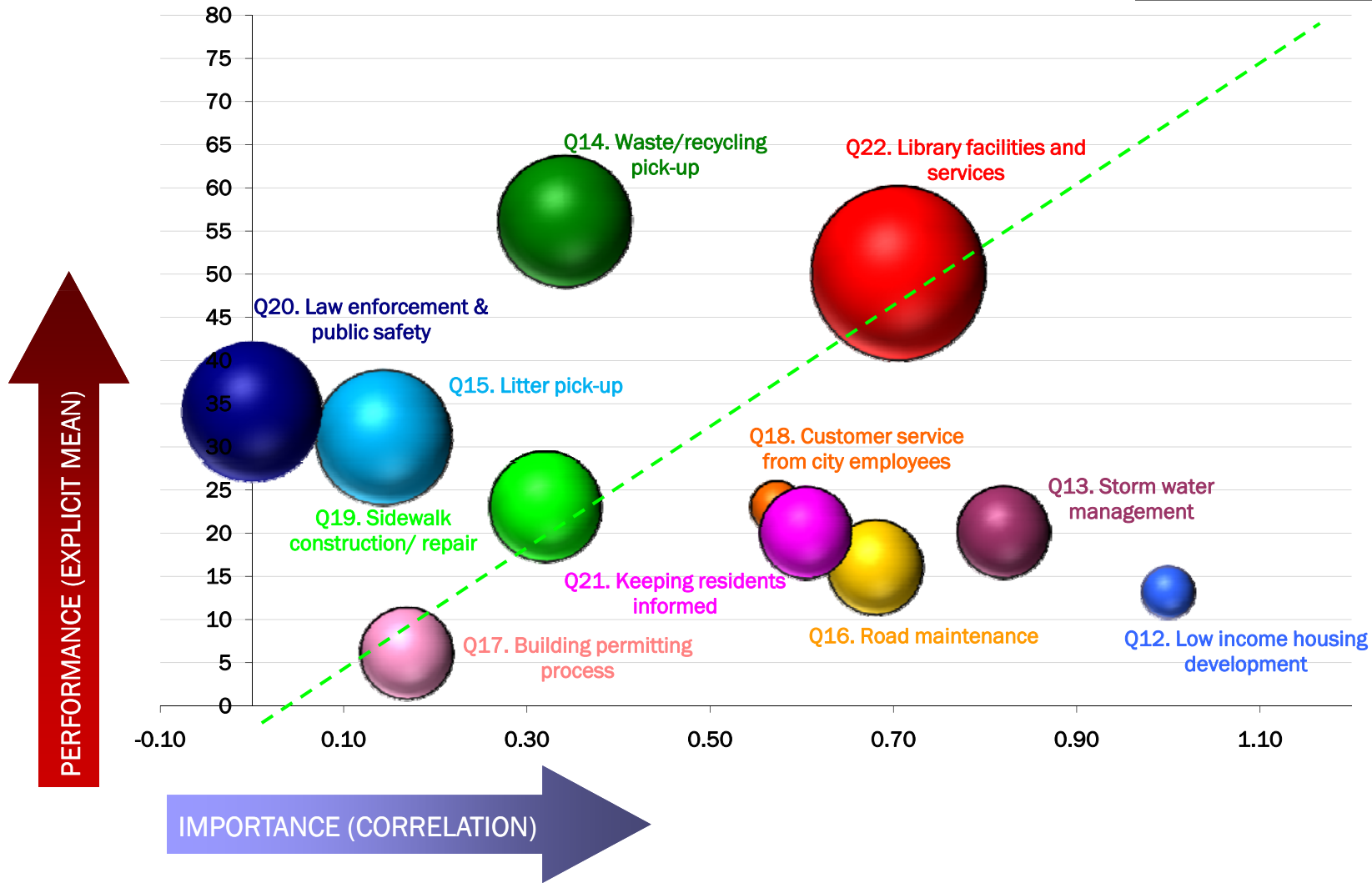


Those unhappy with the Council are also concerned with storm water management and road maintenance.



Satisfaction Map: Disapprove of City Council (27%)

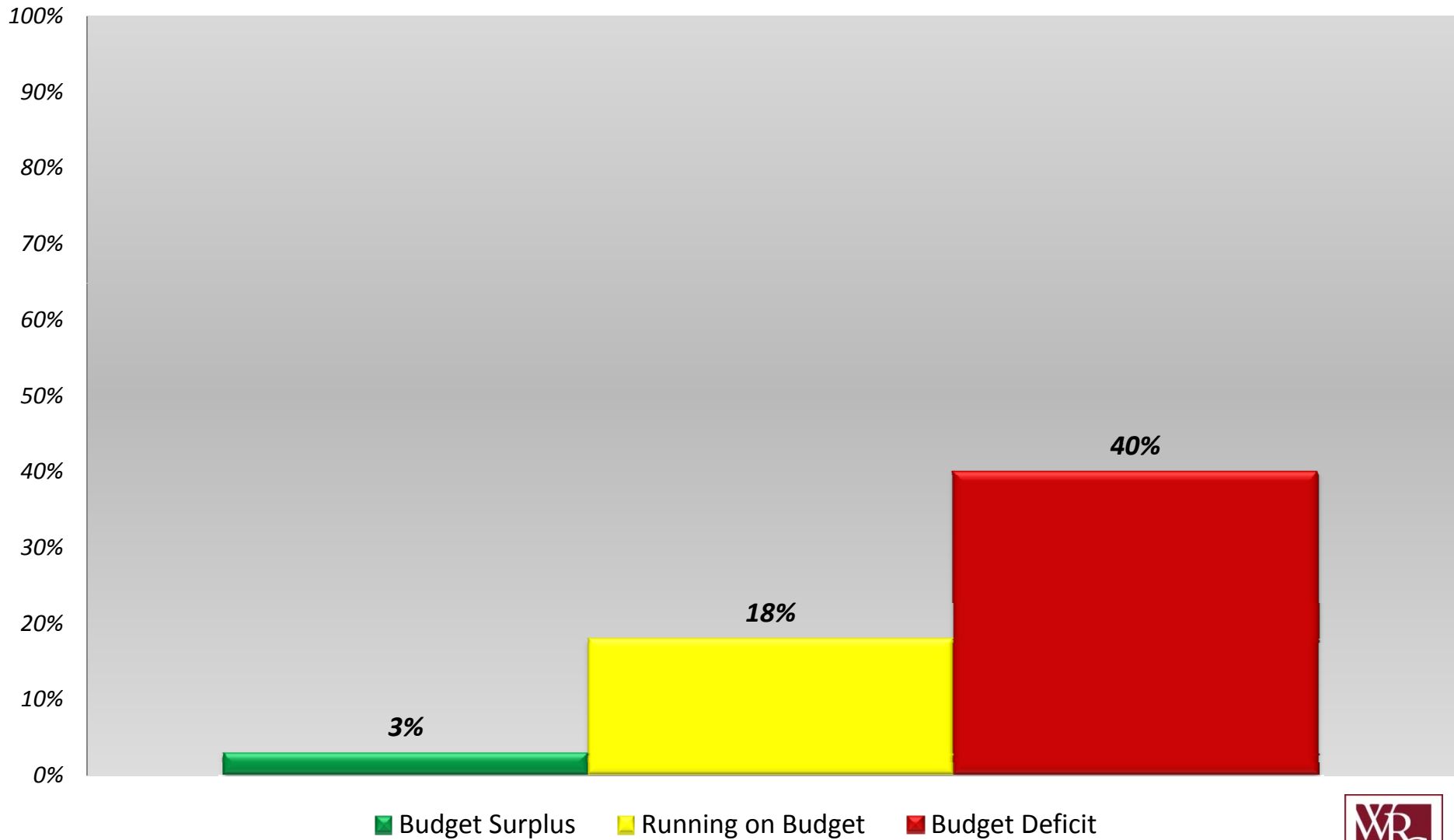
BUBBLE SIZE = CREDIBILITY (STANDARD DEVIATION)



City and County Perceived Finances

A plurality of voters believe the County is facing a budget deficit.

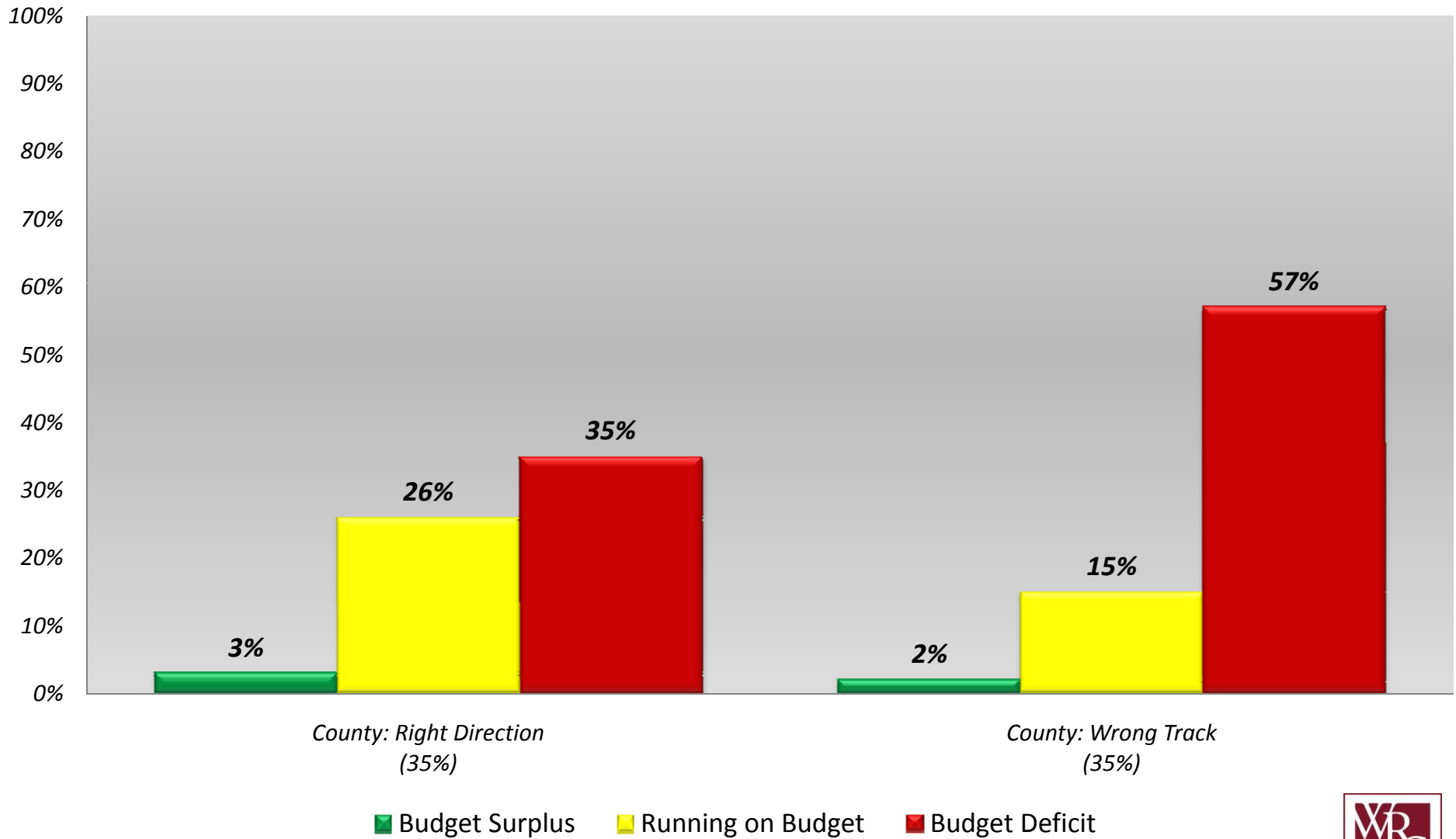
Q23: As far as you know, do you believe the Santa Barbara County Government is facing a budget surplus, a budget deficit, or do you believe the County is running about on budget?



Voters who are unhappy with the County's direction are more convinced of a pending deficit.



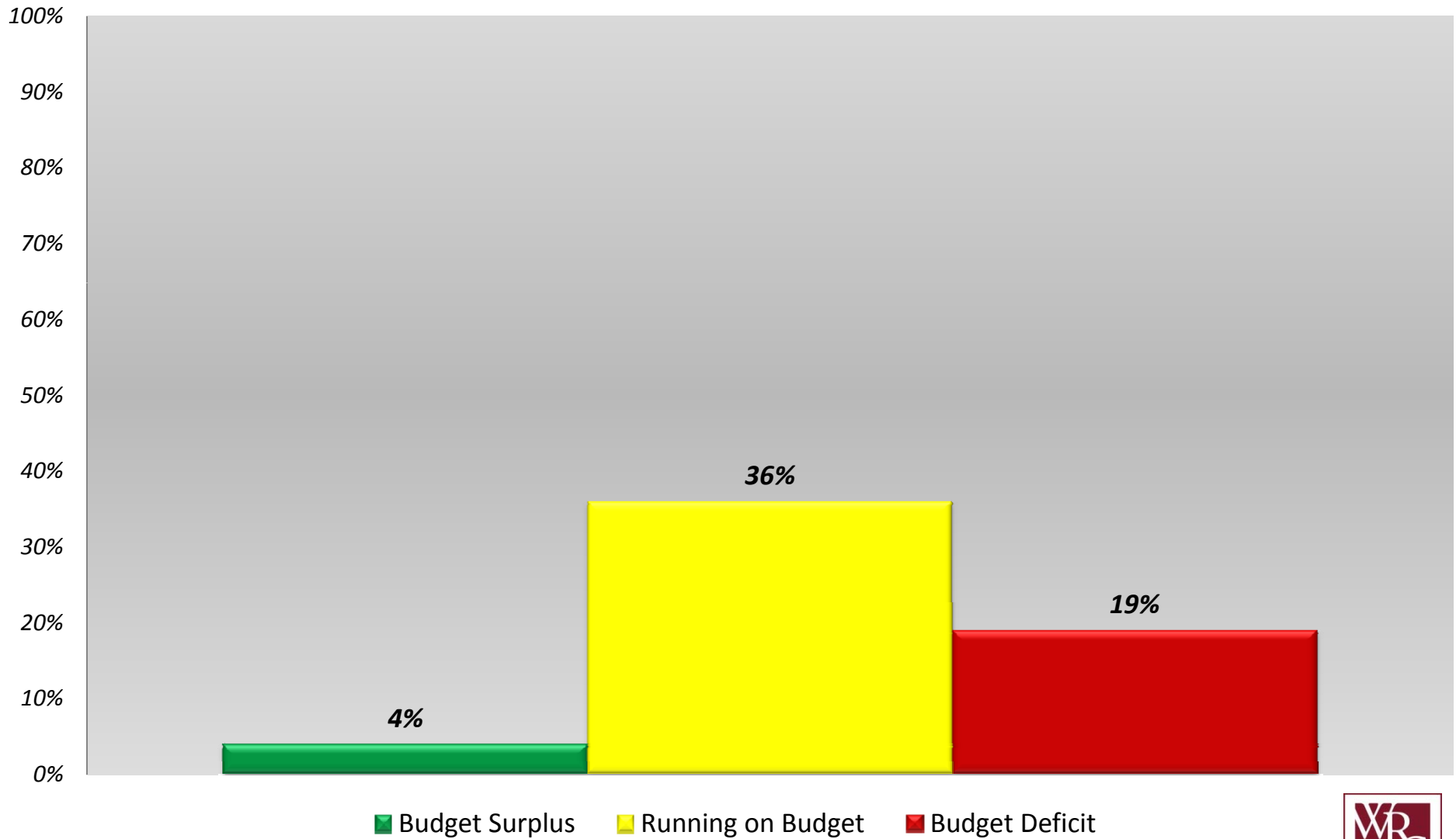
Q23: As far as you know, do you believe the Santa Barbara County Government is facing a budget surplus, a budget deficit, or do you believe the County is running about on budget?



Despite the pessimistic view of the County's finances, voters believe that the City is generally running on budget.



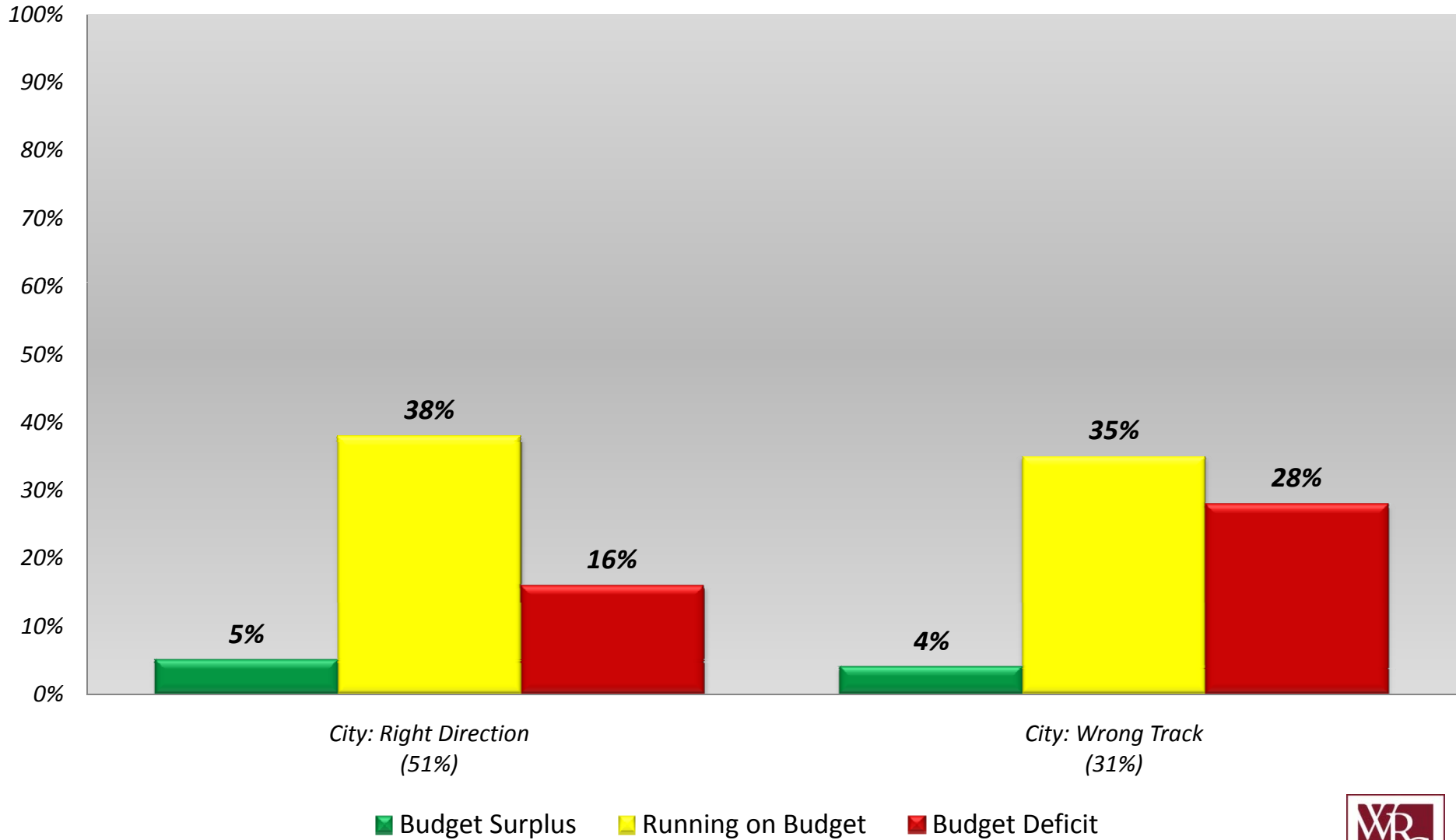
Q24: As far as you know, do you believe the City of Goleta is facing a budget surplus, a budget deficit, or do you believe the City is running about on budget?



Similar to how they view the County, voters who believe the City is off on the wrong track are also more likely to believe that Goleta is facing a deficit.



Q24: As far as you know, do you believe the City of Goleta is facing a budget surplus, a budget deficit, or do you believe the City is running about on budget?

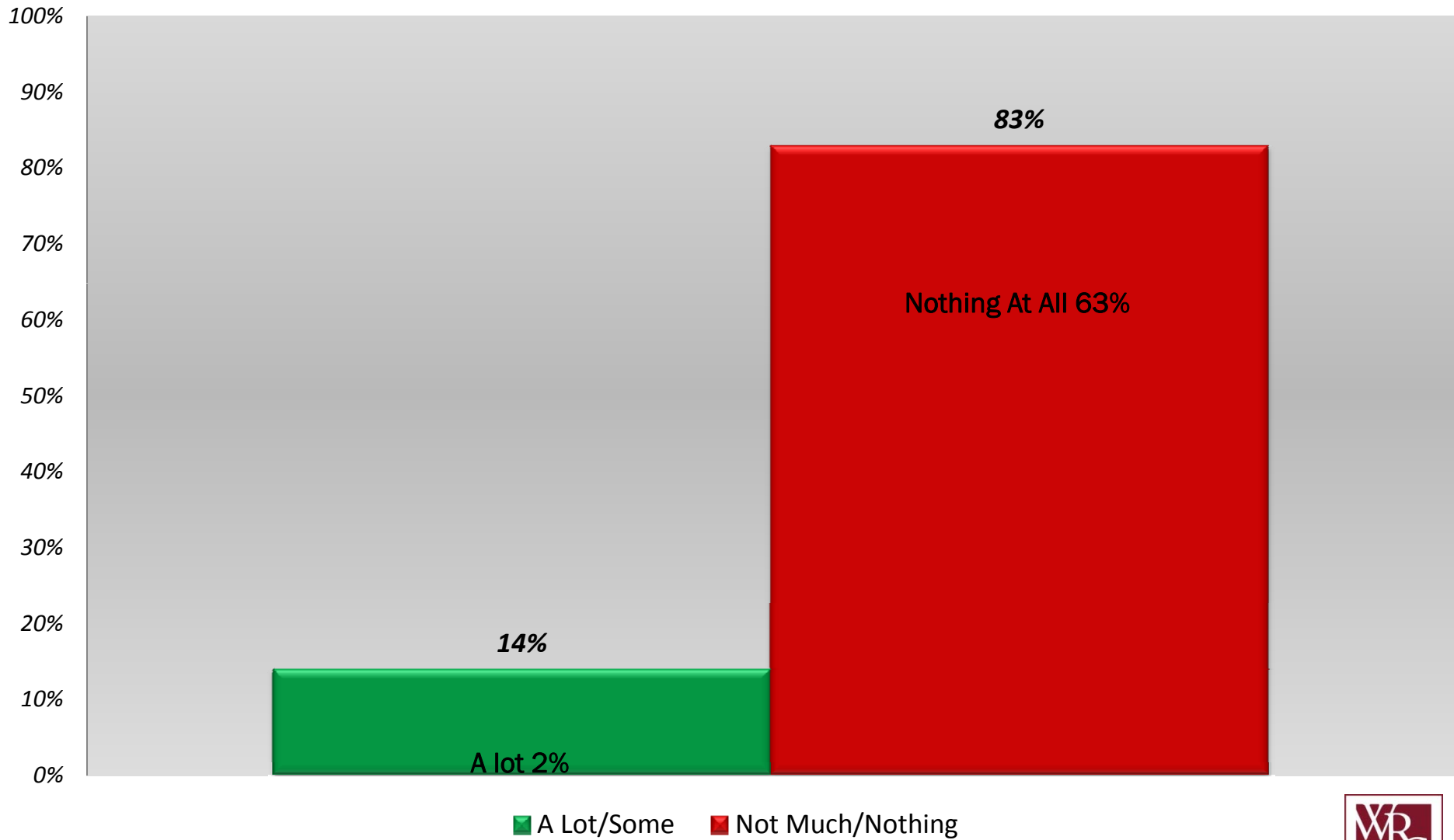


Revenue Neutrality Agreement

Few voters have seen, read or heard about the Revenue Neutrality Agreement between the City and County.



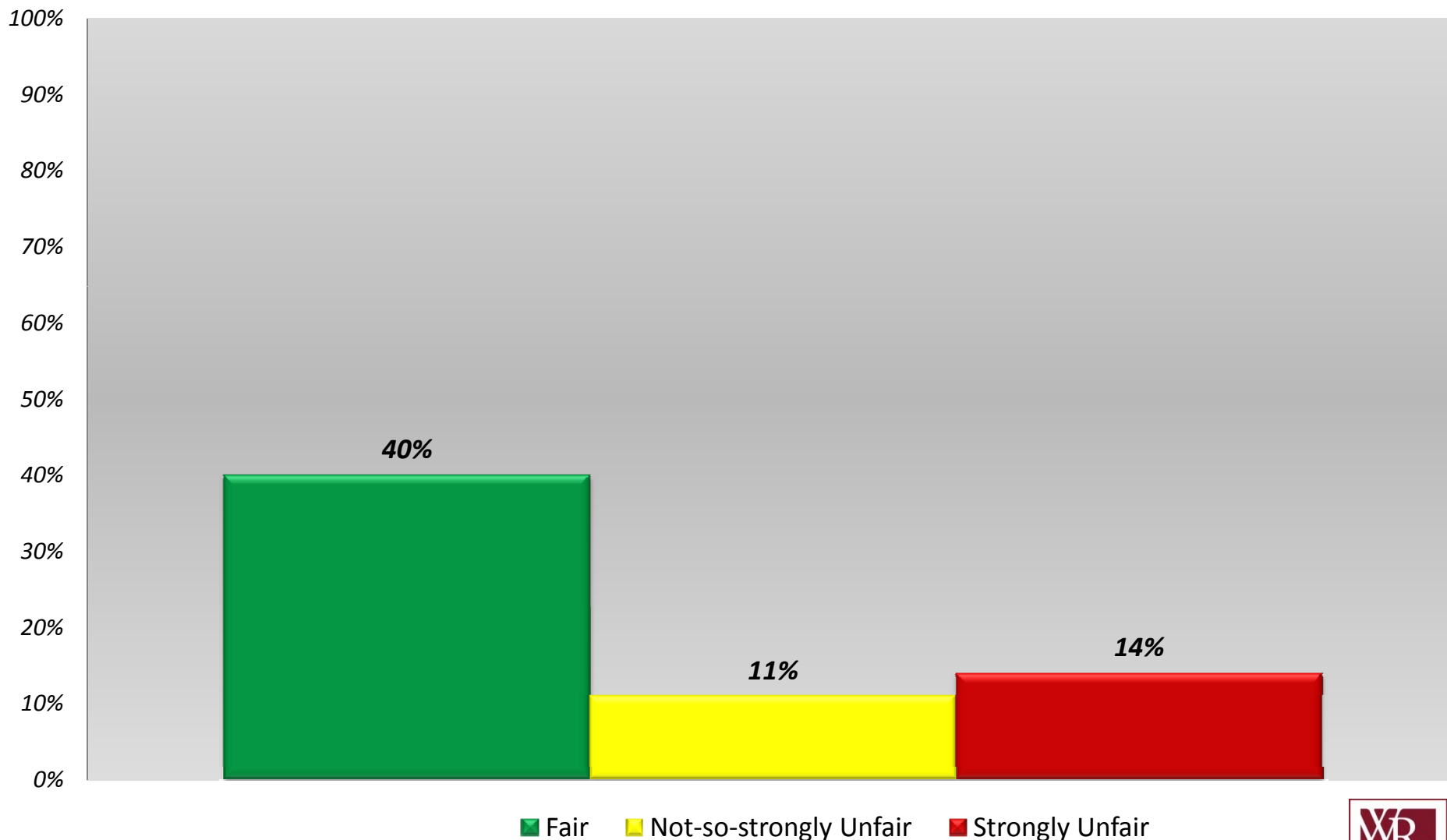
Q25: How much would you say you have seen, read or heard recently about the Revenue Neutrality Agreement between the City of Goleta and Santa Barbara County?



After a brief description, a plurality of voters believe that the agreement is fair; however, with a third of voters undecided and the complexity of the issue, this stance is, at best, soft.



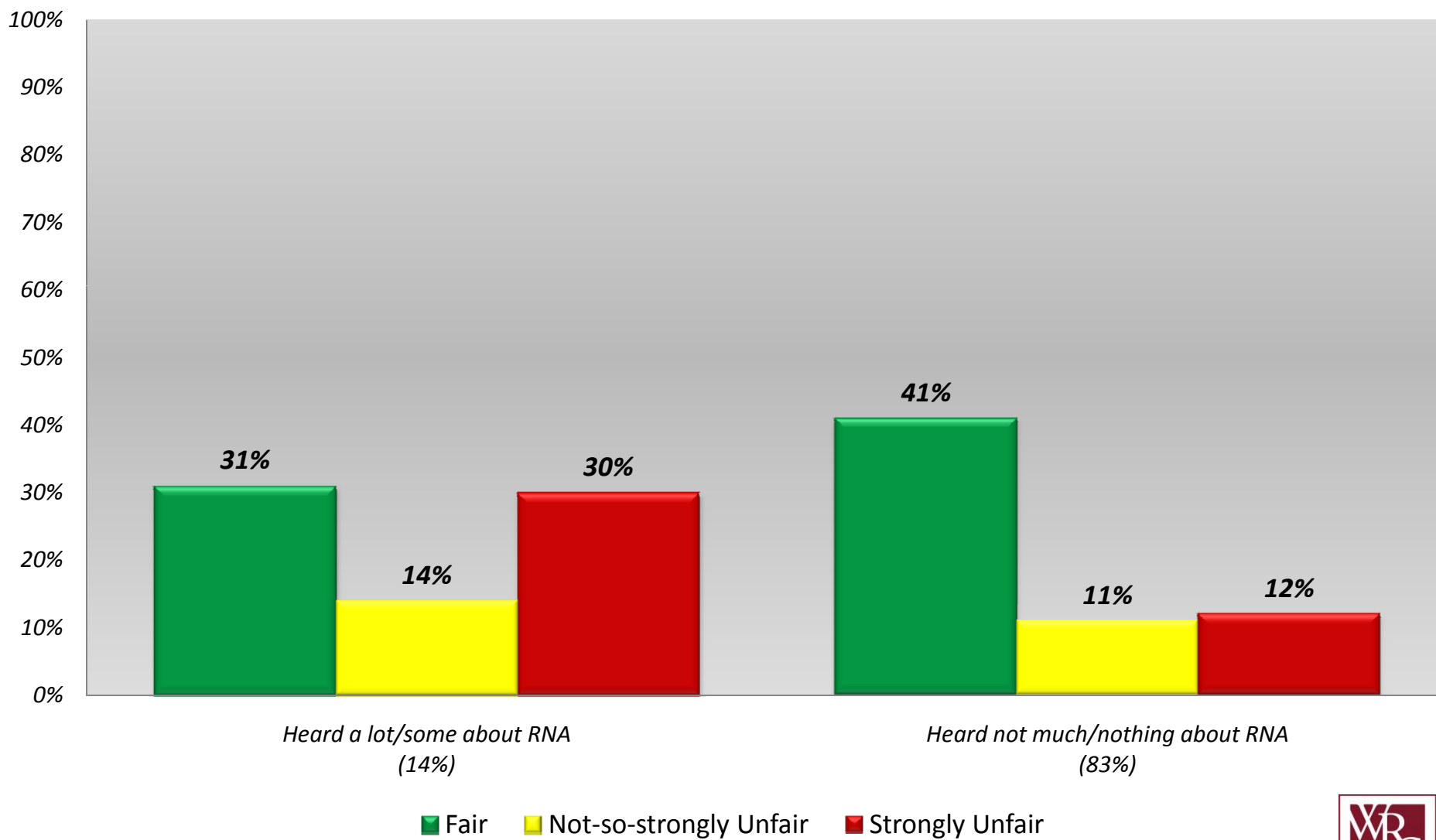
Q27: Based on what you currently know, do you believe the City's tax sharing agreement with the County is fair or unfair?



Voters who have been exposed to news of the RNA are twice as much likely to believe that the current agreement is strongly unfair than their counterparts.



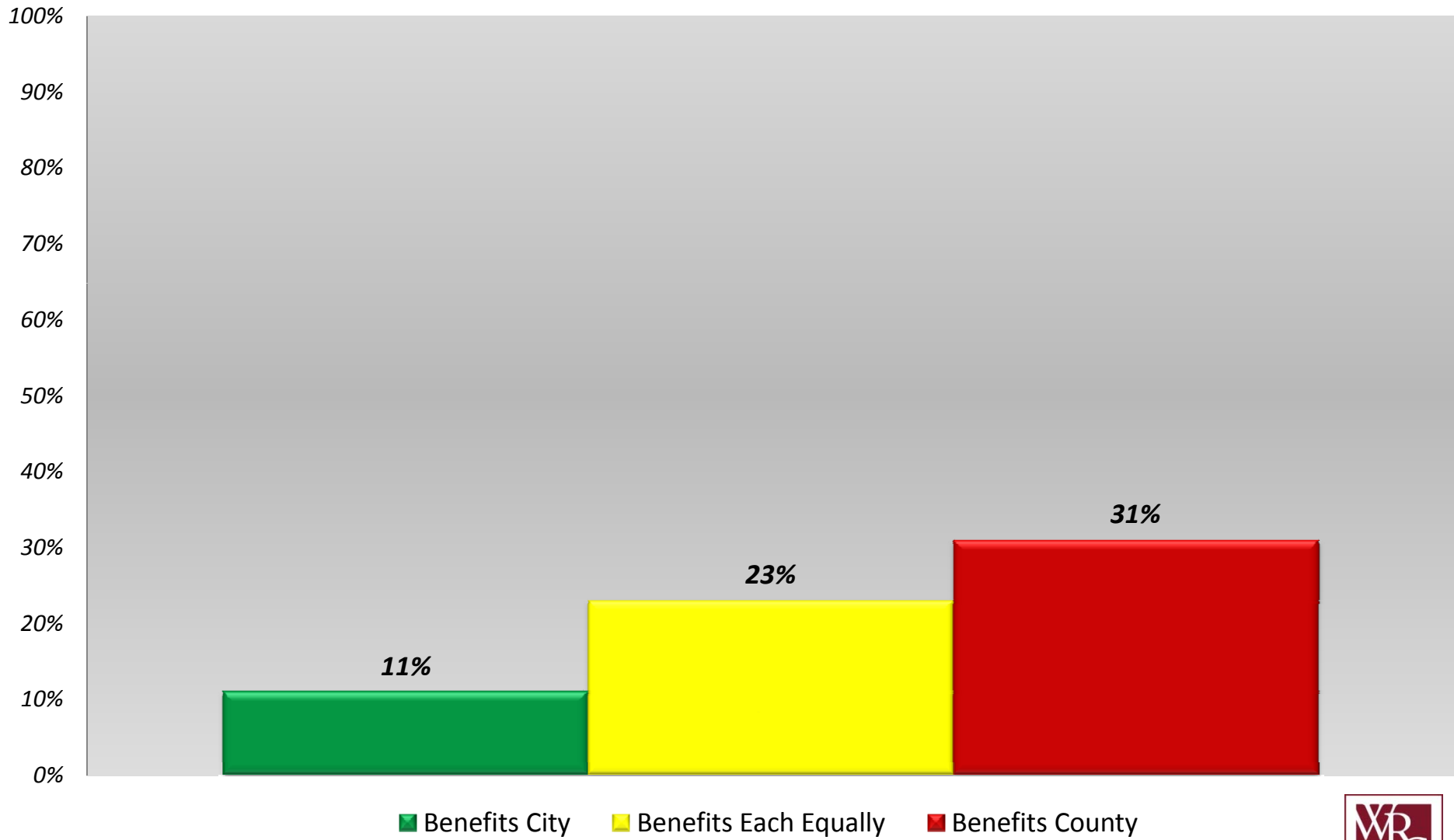
Q27: Based on what you currently know, do you believe the City's tax sharing agreement with the County is fair or unfair?



Despite the belief that the RNA may be fair, a plurality of voters believe that the current configuration benefits the County more.



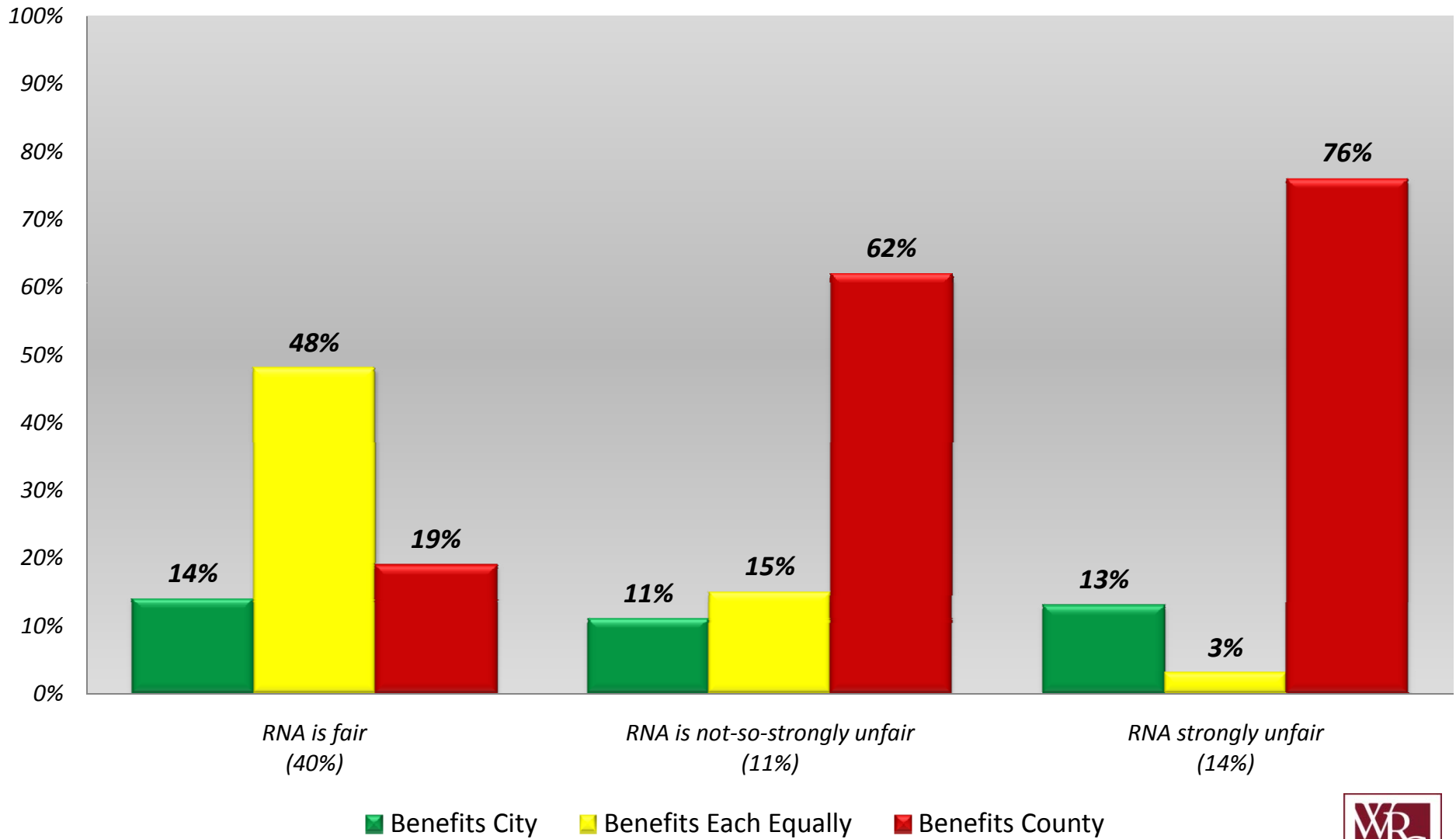
Q28: And, would you say the current tax sharing agreement benefits the City more, benefits the County more, or benefits each equally?



Naturally, voters who believe the RNA is unfair are more convinced of this fact.



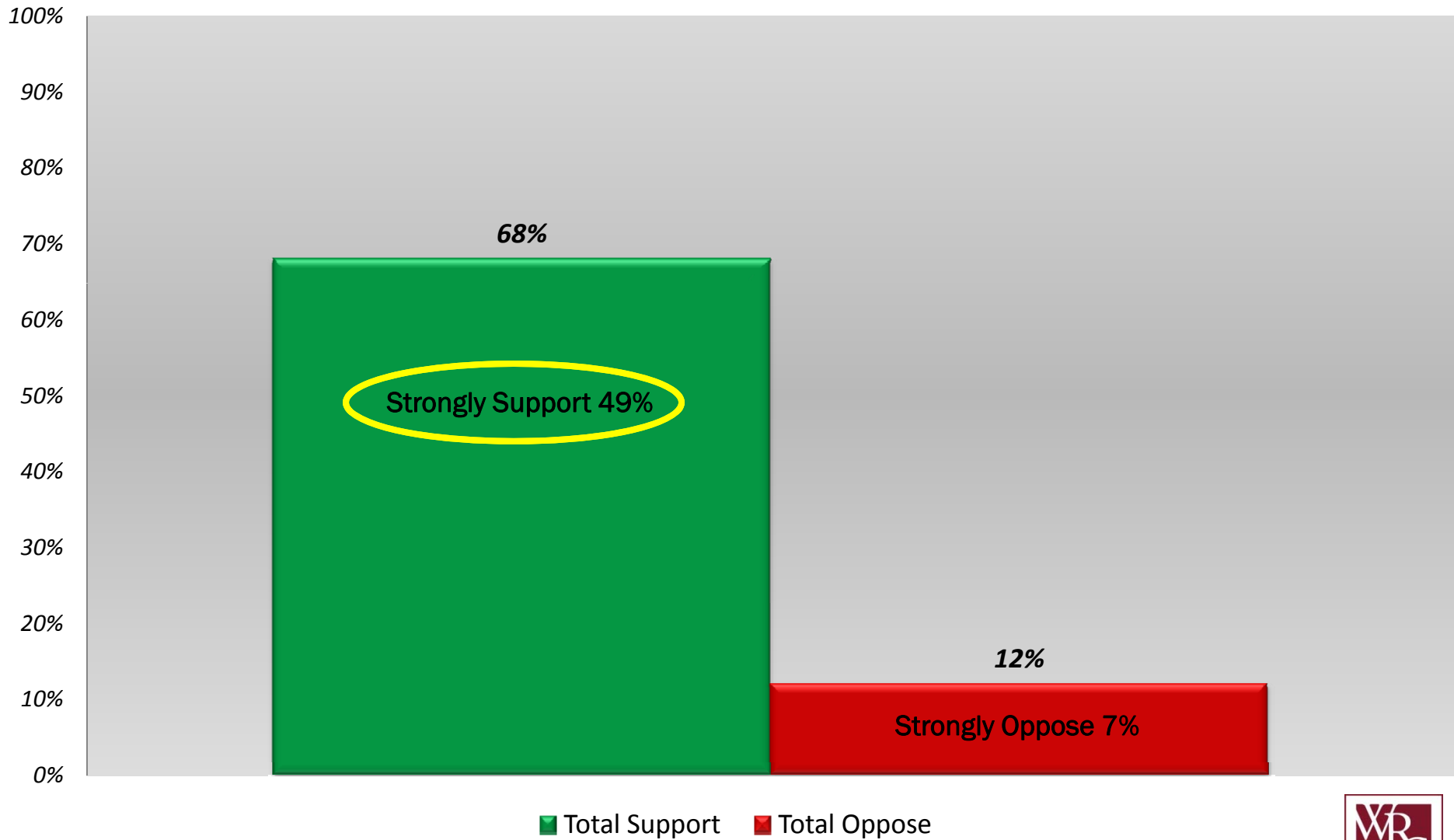
Q28: And, would you say the current tax sharing agreement benefits the City more, benefits the County more, or benefits each equally?



Regardless of how voters perceive the fairness and benefit of the current RNA, a solid majority support renegotiating the agreement. Note that nearly half strongly support the move.



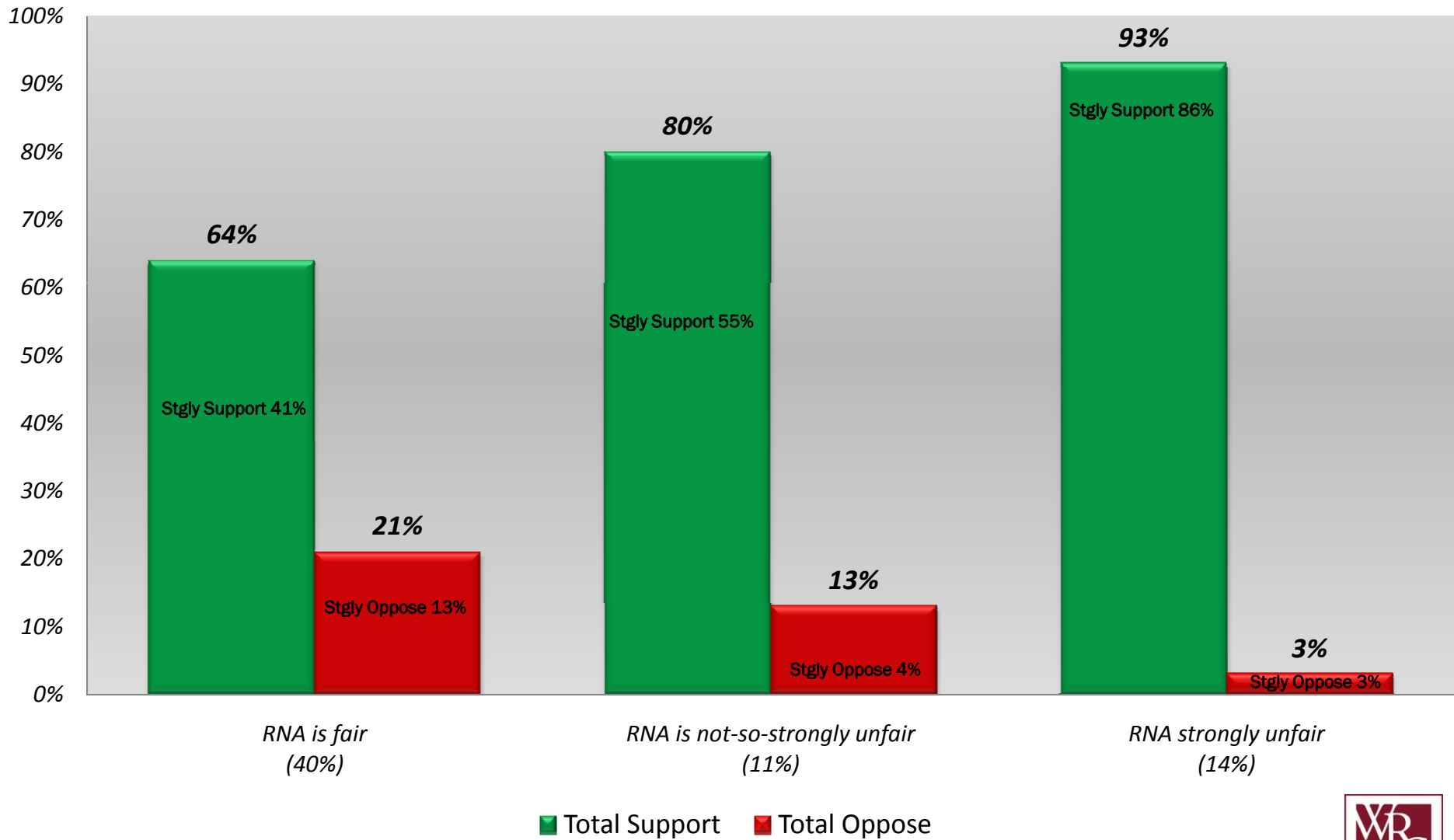
Q29: And, would you support or oppose the renegotiating or changing of the City and County's tax sharing agreement so that the City keeps a larger share of tax revenues generated locally?



Even a majority of voters who believe the current RNA is fair are still supportive of renegotiating so the City keeps a larger share of revenues generated locally.



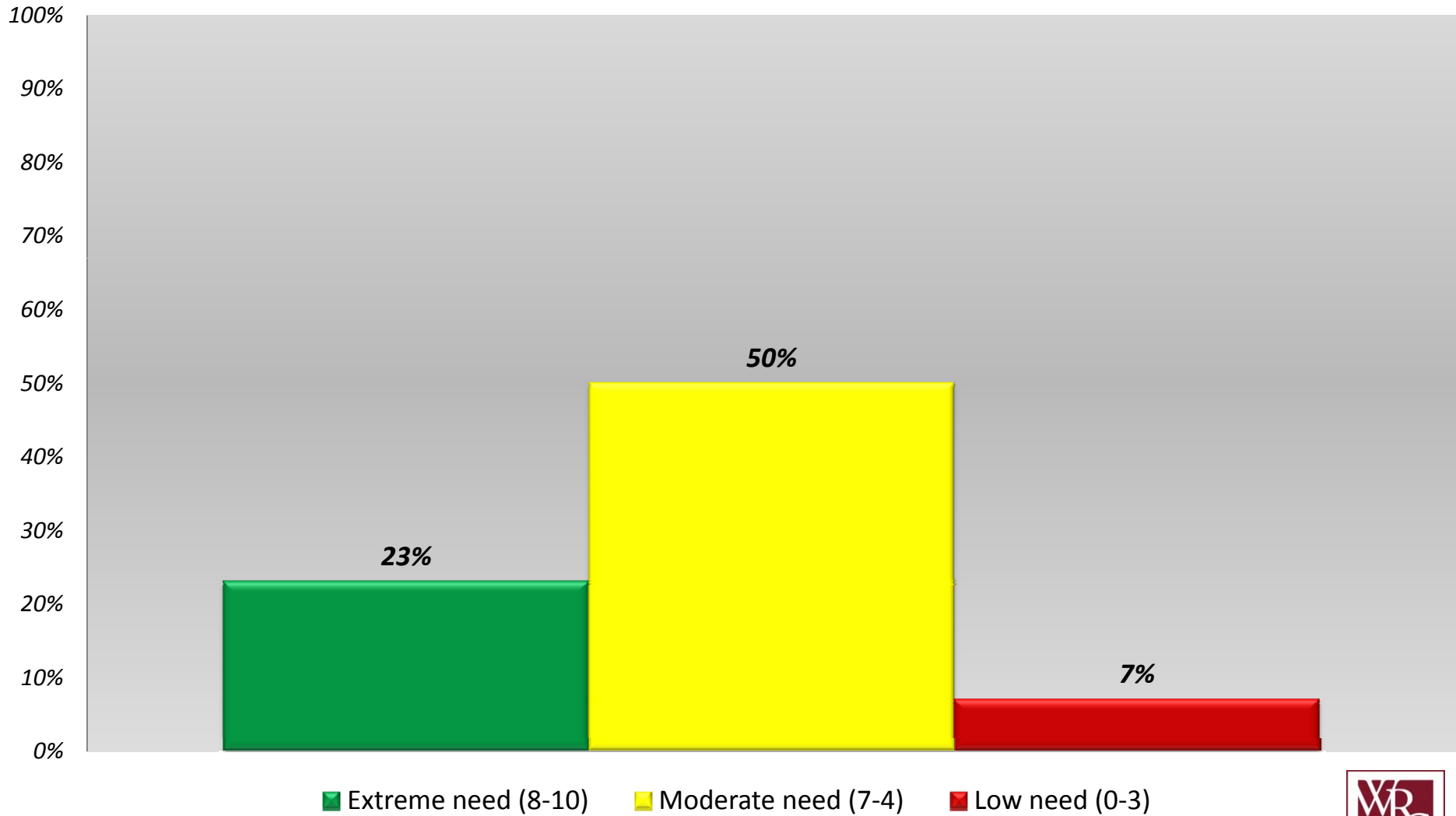
Q29: And, would you support or oppose the renegotiating or changing of the City and County's tax sharing agreement so that the City keeps a larger share of tax revenues generated locally?





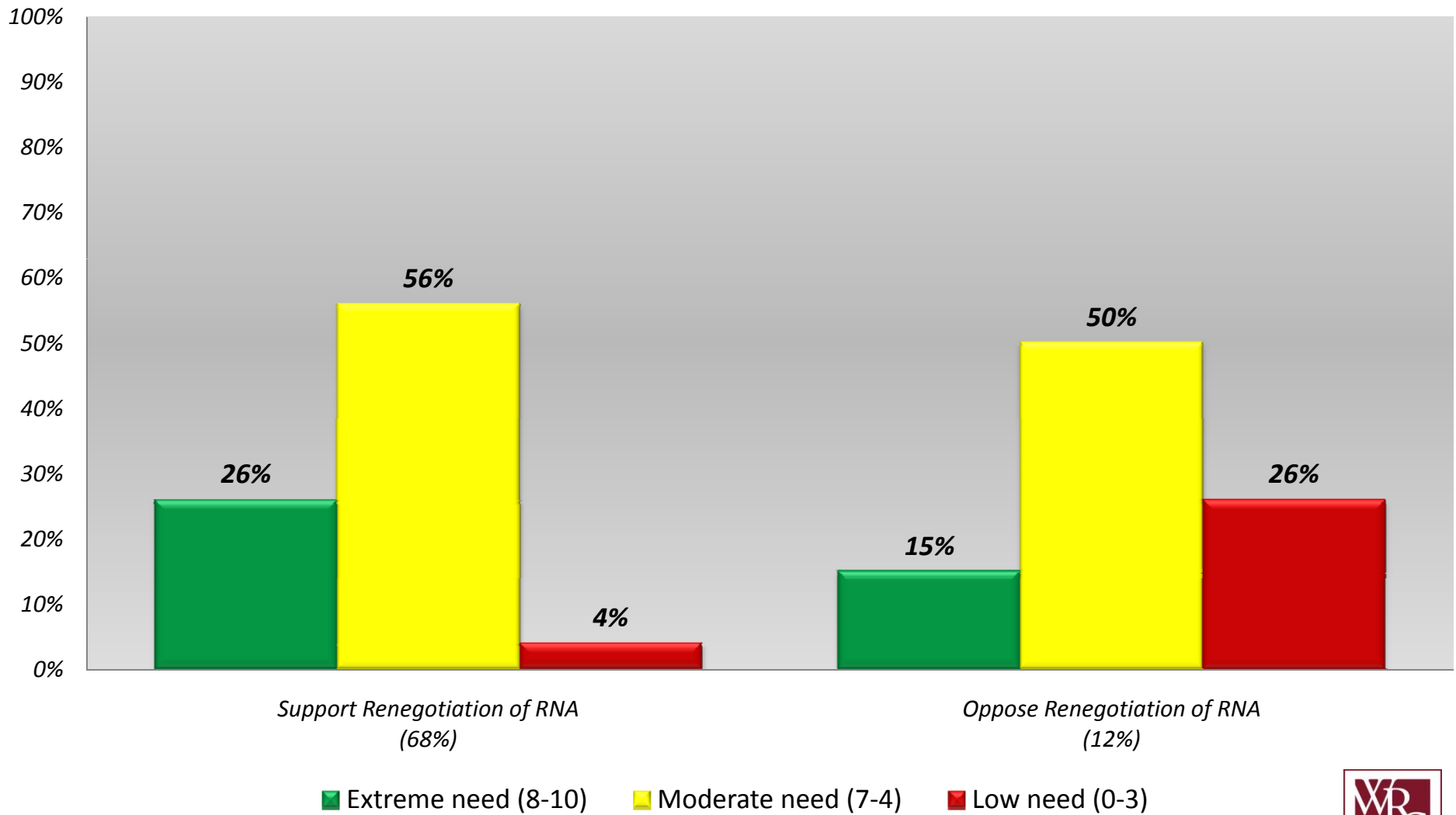
Half of the voters in the City believe that there exists only a moderate need for money the City would net from an updated RNA.

Q30: And, on a scale of 0 to 10, how much does the City of Goleta need additional money they would receive if the tax sharing agreement was changed, with zero meaning the City does NOT need the money at all and 10 meaning the City is in extreme need of the money?



Naturally, voters who strongly support a renegotiation are more likely to view the City as needing the money more.

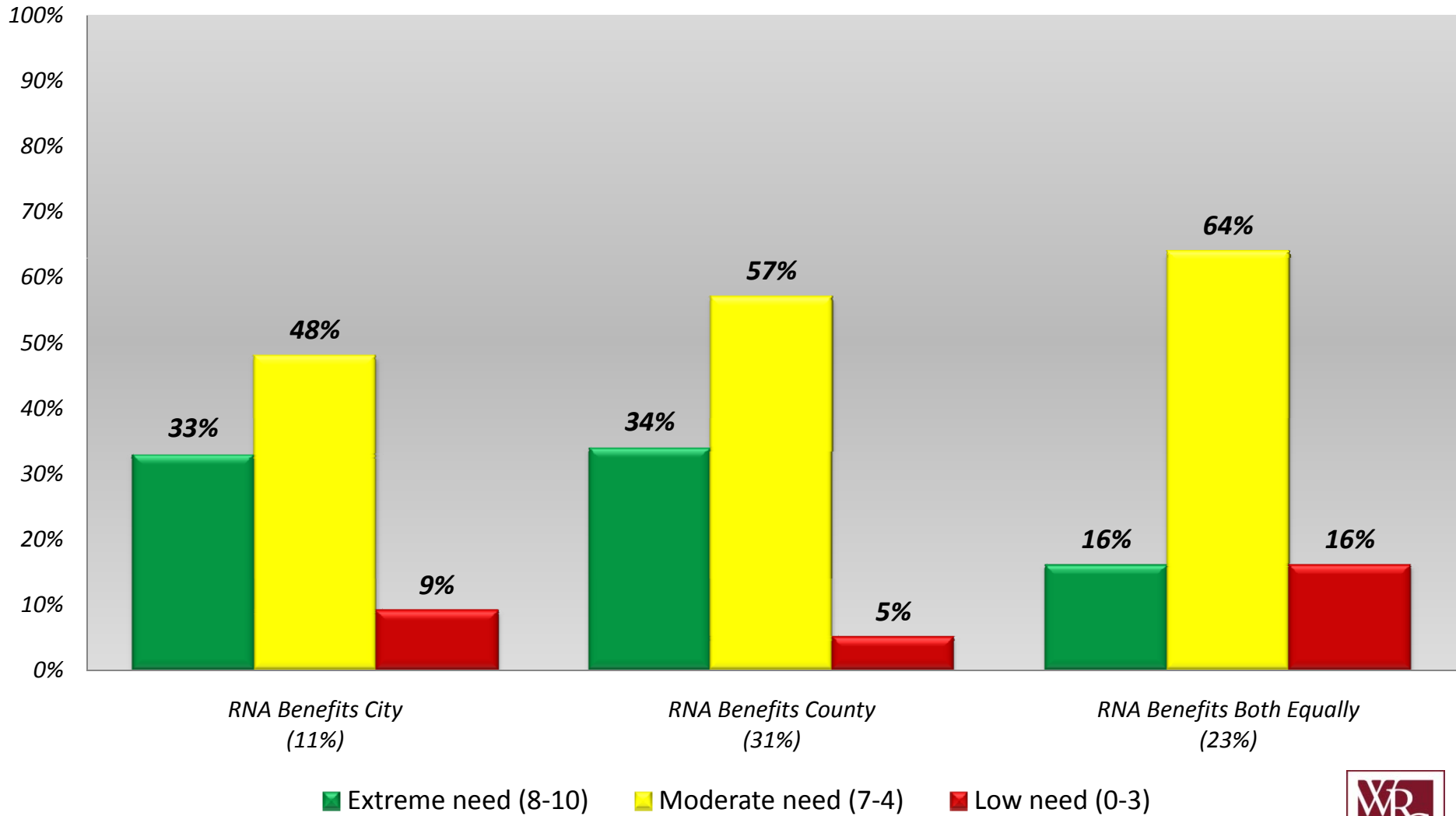
Q30: And, on a scale of 0 to 10, how much does the City of Goleta need additional money they would receive if the tax sharing agreement was changed, with zero meaning the City does NOT need the money at all and 10 meaning the City is in extreme need of the money?



However, believing that the current RNA benefits either the City or County makes little difference in how voters perceive the need of the City for the additional funds.



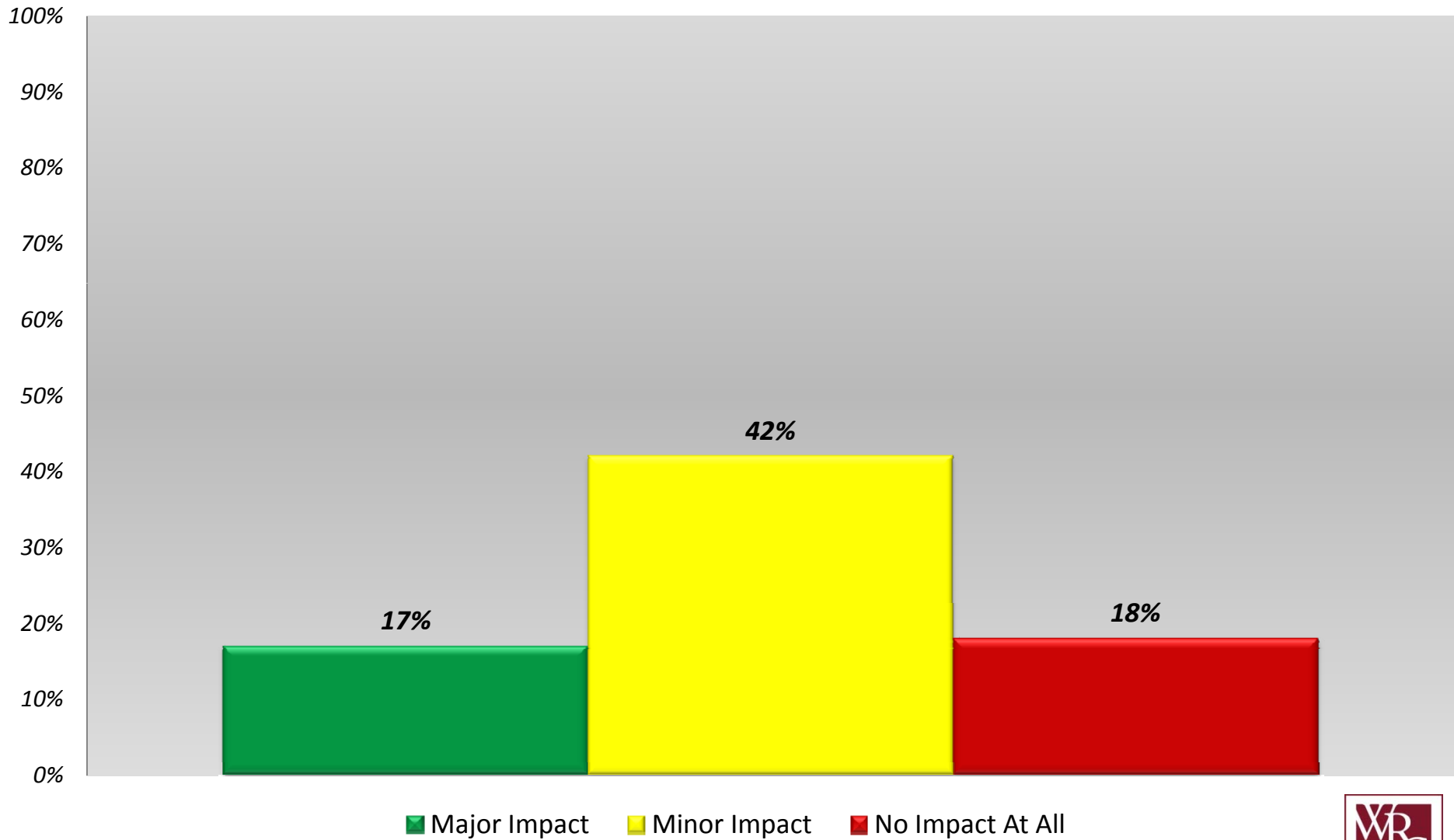
Q30: And, on a scale of 0 to 10, how much does the City of Goleta need additional money they would receive if the tax sharing agreement was changed, with zero meaning the City does NOT need the money at all and 10 meaning the City is in extreme need of the money?



Voters don't perceive a change in the RNA will affect their current tax rates.



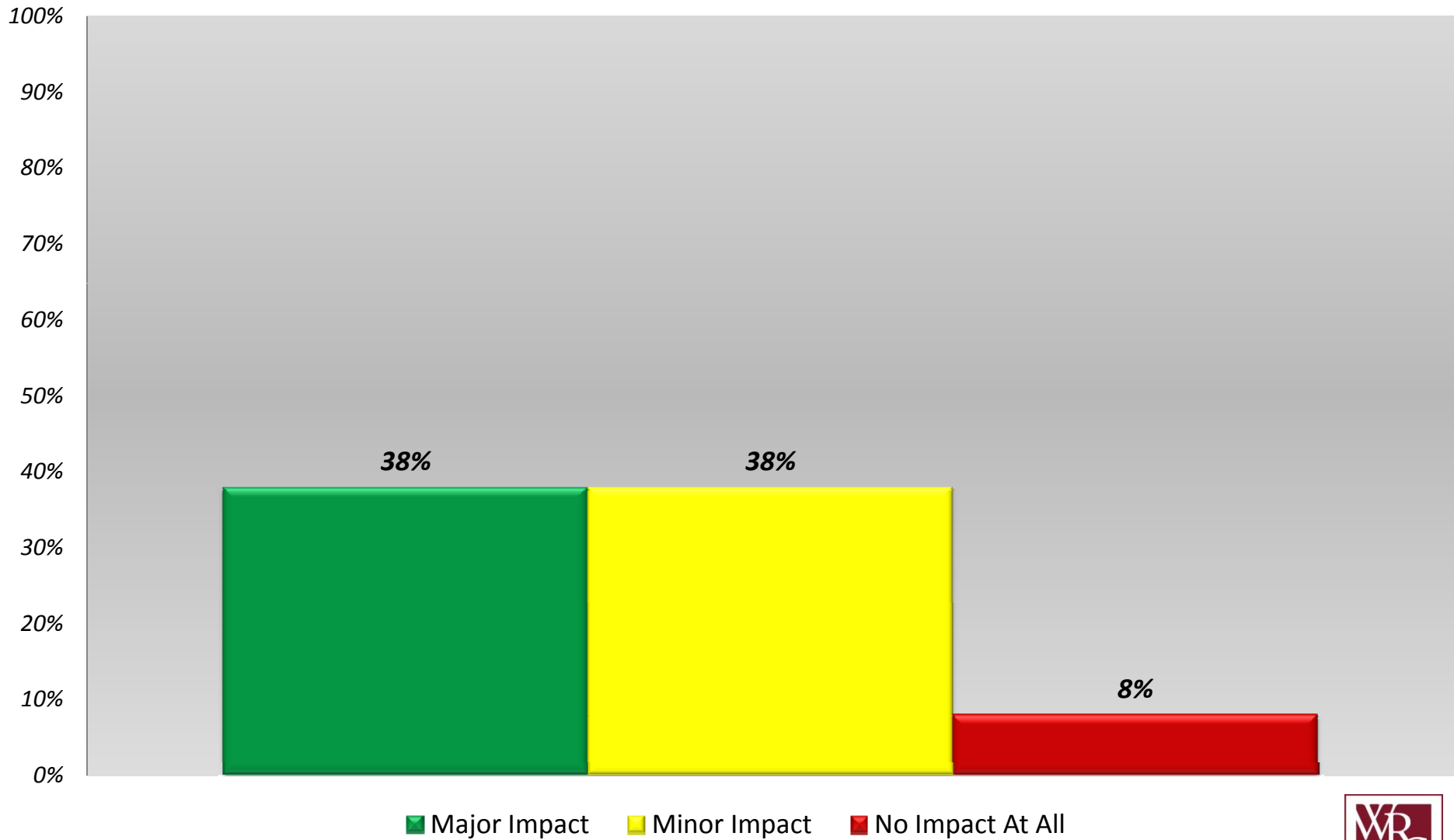
Q31: And, how much impact do you believe changing the tax sharing agreement so that the City keeps a larger share of tax revenues generated locally would have on your tax rate?



However, voters are split over whether the extent and quality of the services the City offers will be impacted by an infusion of more money.



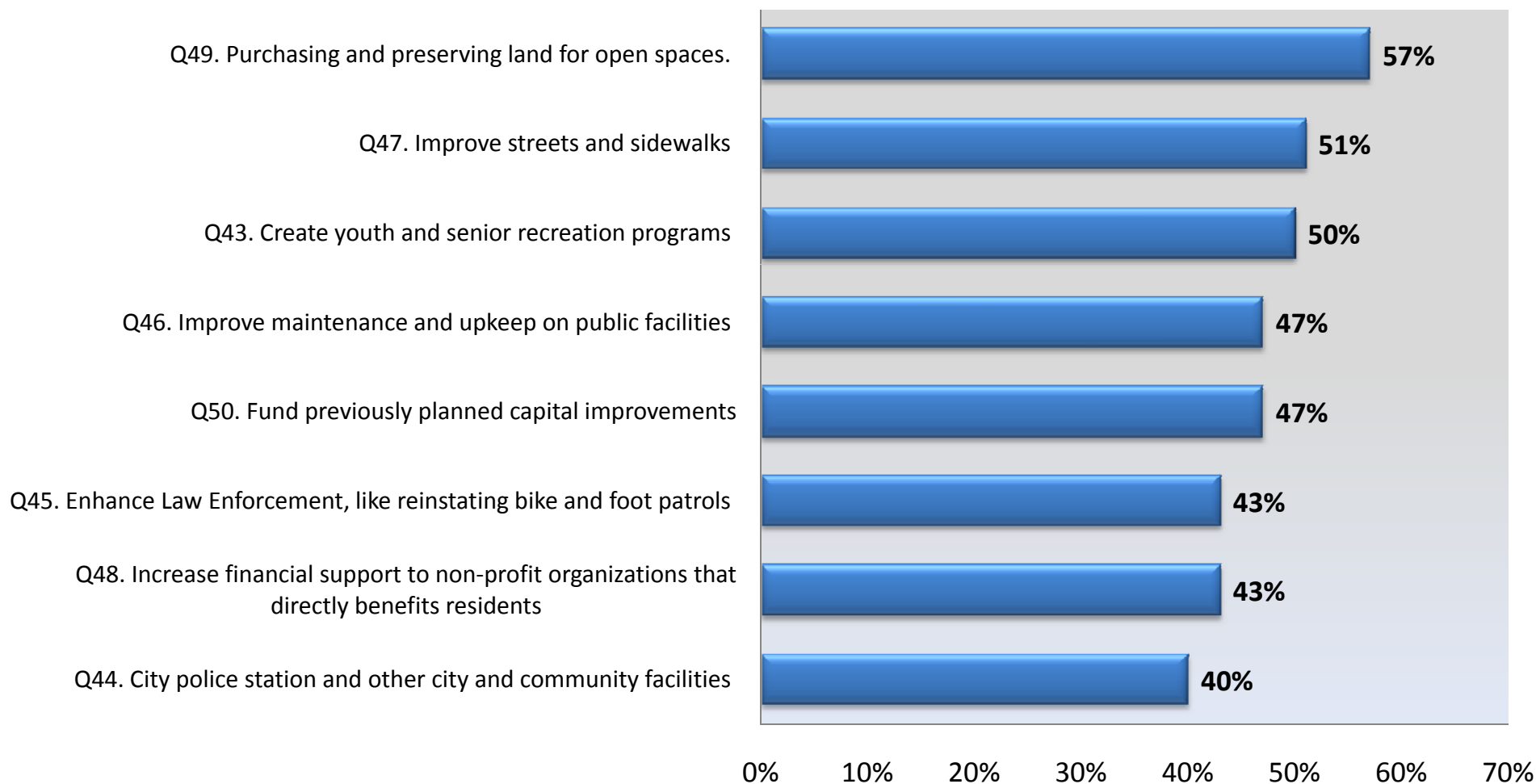
Q33: And, how much impact do you believe changing the tax sharing agreement so that the City keeps a larger share of tax revenues generated locally would have on the extent of services provided by the city?



Preserving open spaces and improving streets and sidewalks top the list of programs that voters want the City to fund with money it would have if the RNA was changed.



Q43-50: The City Council has identified a number of services that it would fund using the money it saves as a result of changing the tax sharing agreement with the County. For each one, please tell if you support or oppose spending tax dollars on that option.



Educating the Public

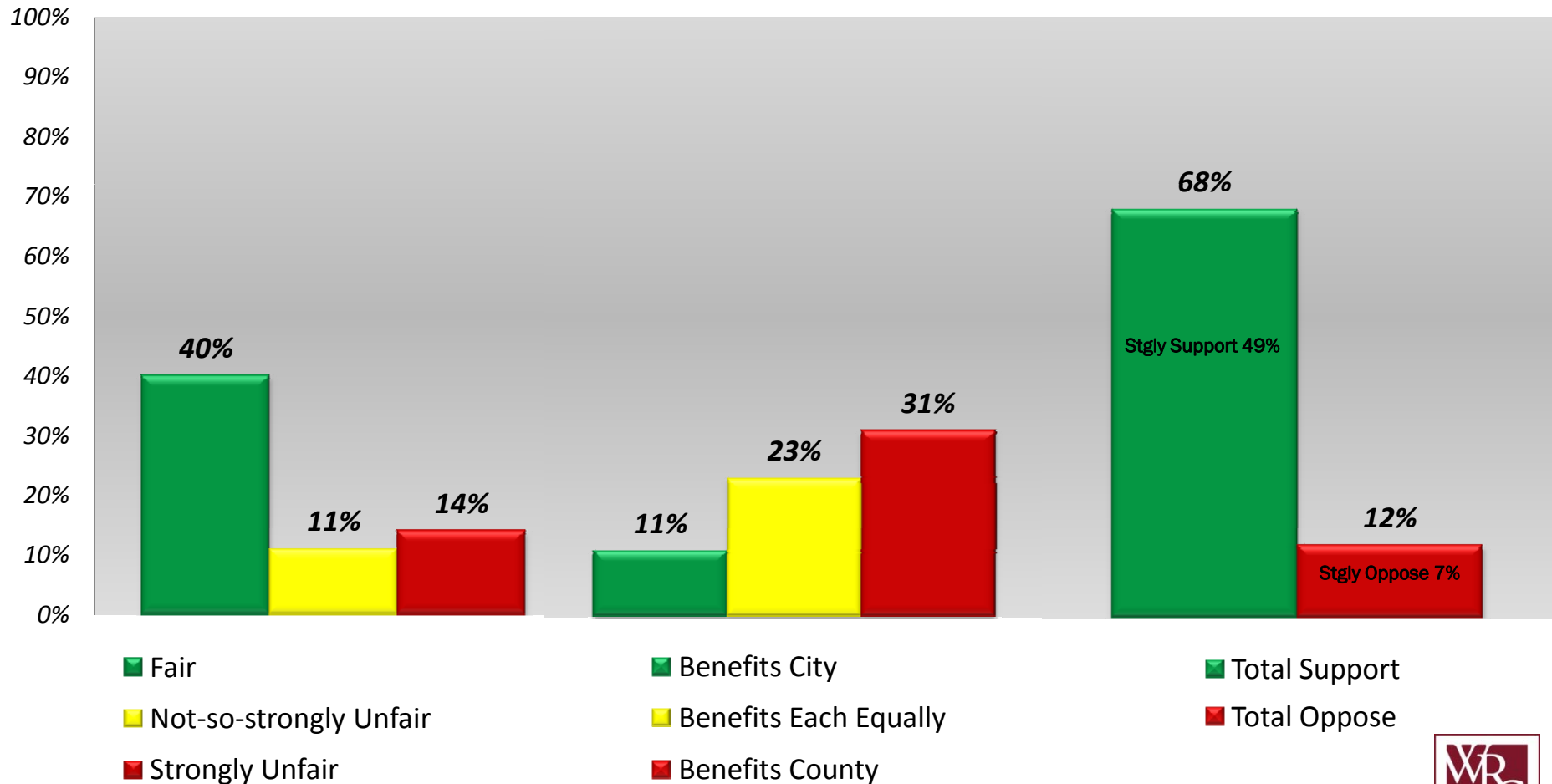
Unprompted, the public favors changing the RNA, but obviously, their stance is moderately soft and unsure.



Q27: Based on what you currently know, do you believe the City's tax sharing agreement with the County is fair or unfair?

Q28: And, would you say the current tax sharing agreement benefits the City more, benefits the County more, or benefits each equally?

Q29: And, would you support or oppose the renegotiating or changing of the City and County's tax sharing agreement so that the City keeps a larger share of tax revenues generated locally?





However, the survey identified a number of messages that help to educate the voters on more specific elements of the RNA.

Q34-38: Now, I'm going to read you some facts about the tax sharing agreement. For each statement, please tell me if it makes you more likely or less likely to support renegotiating or changing the City and County's tax sharing agreement so the City of Goleta gives LESS than what they currently give to the county.

Message
Q34. In addition to giving the County thirty percent of all sales taxes for the existence of the City, the tax sharing agreement says the City will also have to give the County another twenty percent of sales taxes for the first ten years.
Q35. Most other cities have a sunset provision for all revenue sharing, meaning that after a period of time the city no longer shares its taxes with the county; however, the agreement between the City of Goleta and Santa Barbara County says that the County will receive fifty percent of all property taxes and thirty percent of all sales tax for an indefinite period of time.
Q36. The City of Goleta has the worst tax sharing agreement in the state, meaning that no other newly incorporated city in the state has such a high percentage of revenues going back to its county.
Q37. The City of Goleta has paid Santa Barbara County thirty-two million dollars more through the tax sharing agreement than was originally estimated, allowing the city to already meet the total amount the county expected to recuperate from the agreement, but the city is locked into the agreement.
Q38. Under the current revenue sharing agreement, the City of Goleta will experience a budget deficit starting next year that could impact the level, quality and extent of city services.

Message Mapping™ Methodology

- Message Mapping™ is a WRS proprietary tool used to determine effectiveness of potential messages by testing the association between respondents' views and their support choice. Messages are represented on bubble charts, providing an easy to use “map” for further action.

Agree

- The message's position on the Y-axis (vertical) measures how much the voter agrees with the statement.
- The higher the bubble appears on the chart, the more the voter agrees with it and the more effective the message is in moving respondents' support.

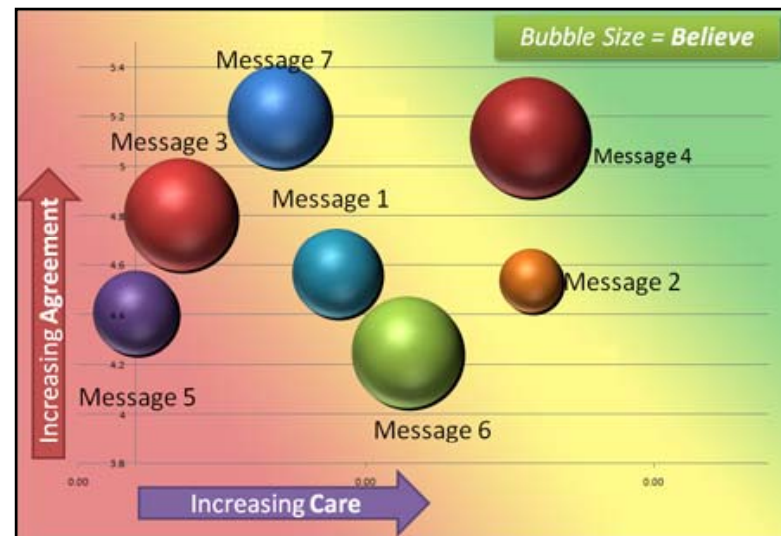
Believe

- The size of the bubble is indicative of how believable the message is for voters.
- Larger bubbles equate to more believable messages.
- While voters may *Agree* a particular message would change their support, if it is unbelievable it will have limited effectiveness.

Care

- The message's position on the X-axis (horizontal) illustrates to what extent support is impacted by the message, or how much voters actually care about a particular message.
- Care is calculated by the correlation coefficients derived through the use of bi-variate correlation matrixes.

- Bubbles located closest to the upper right-hand corner (shaded green) are the most effective messages.

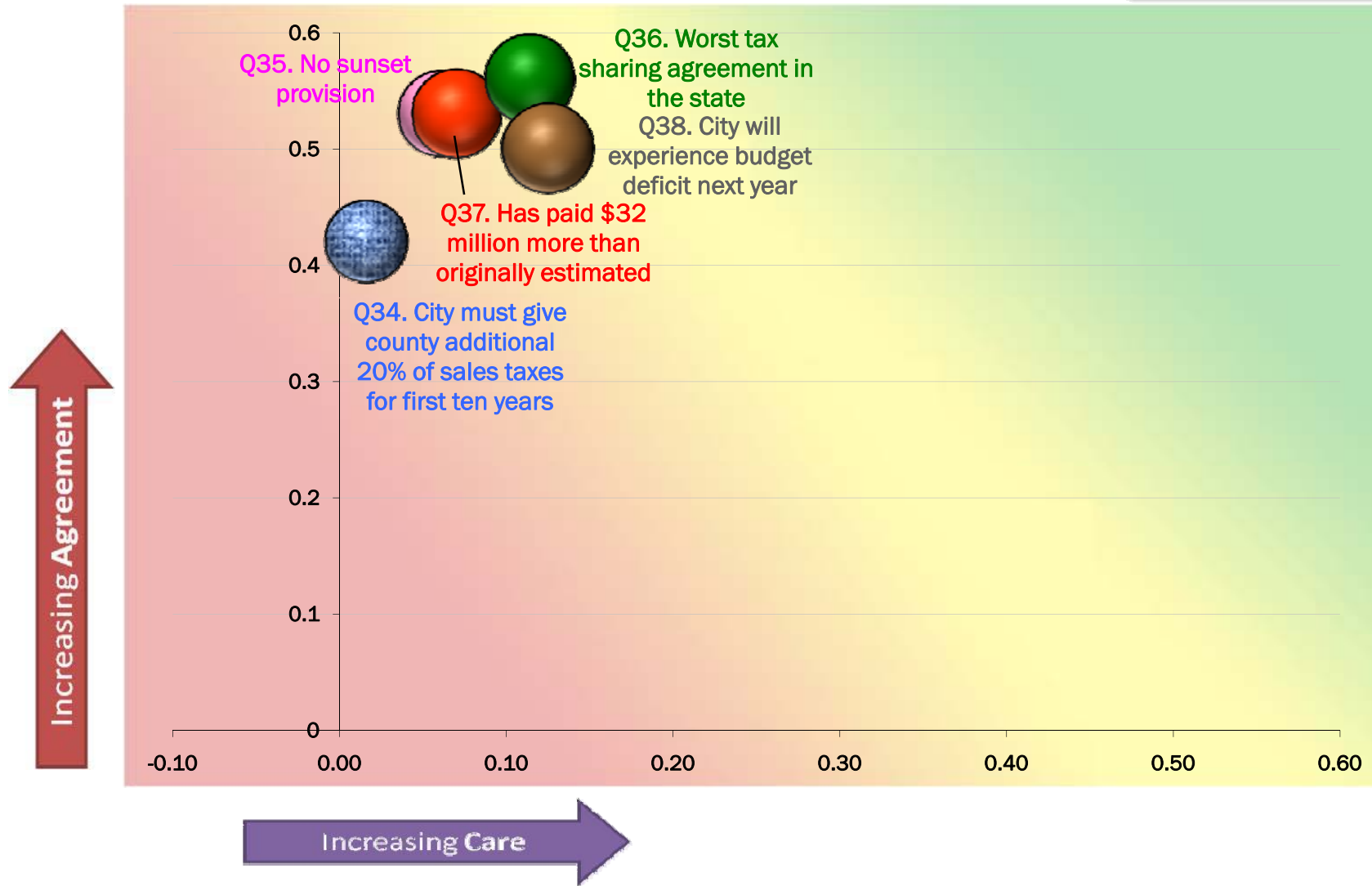


Overall, the messages are understood by most voters. Obviously, voters are somewhat confused by the “20% more sales tax over ten years” message.



Message Maps: Total

Bubble Size = Believe

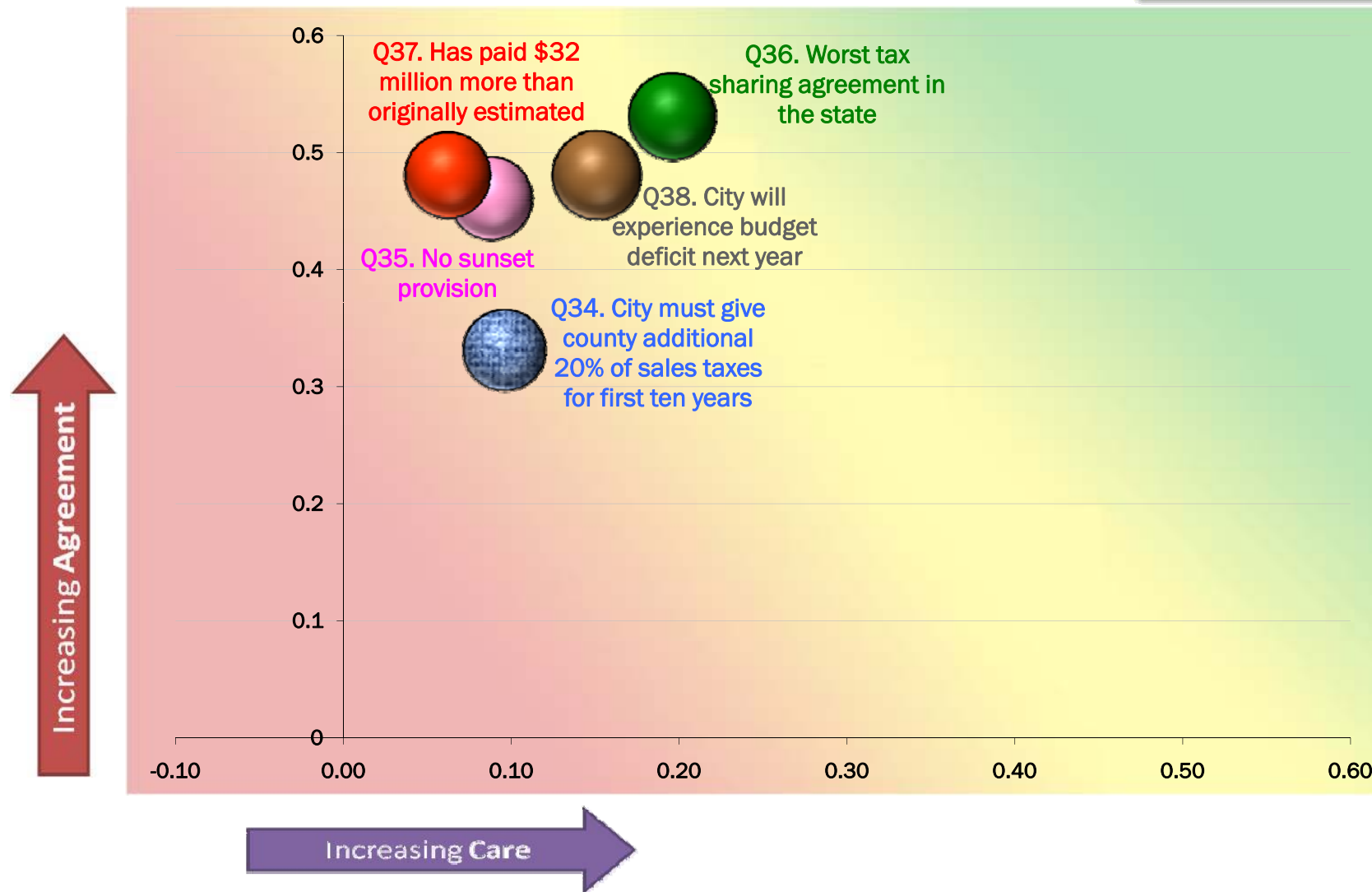


Saying that the Goleta-Santa Barbara County RNA is the “worst agreement in the state” connects well with voters who initially believe the RNA is fair.



Message Maps: RNA is fair (40%)

Bubble Size = Believe

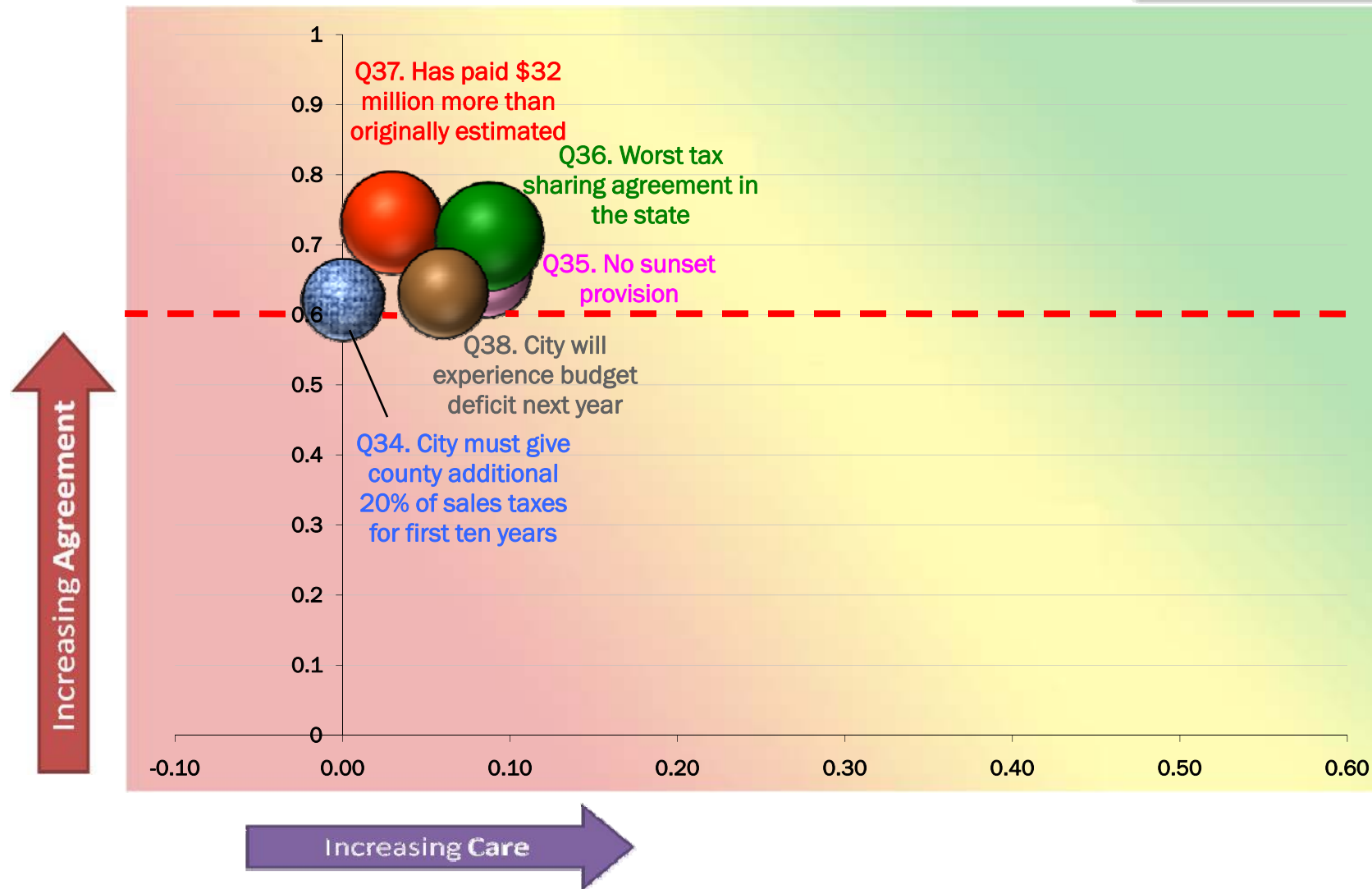


Voters who believe, unprompted, that the RNA is unfair are connecting best to the “no sunset provision” message.



Message Maps: RNA is unfair (25%)

Bubble Size = Believe

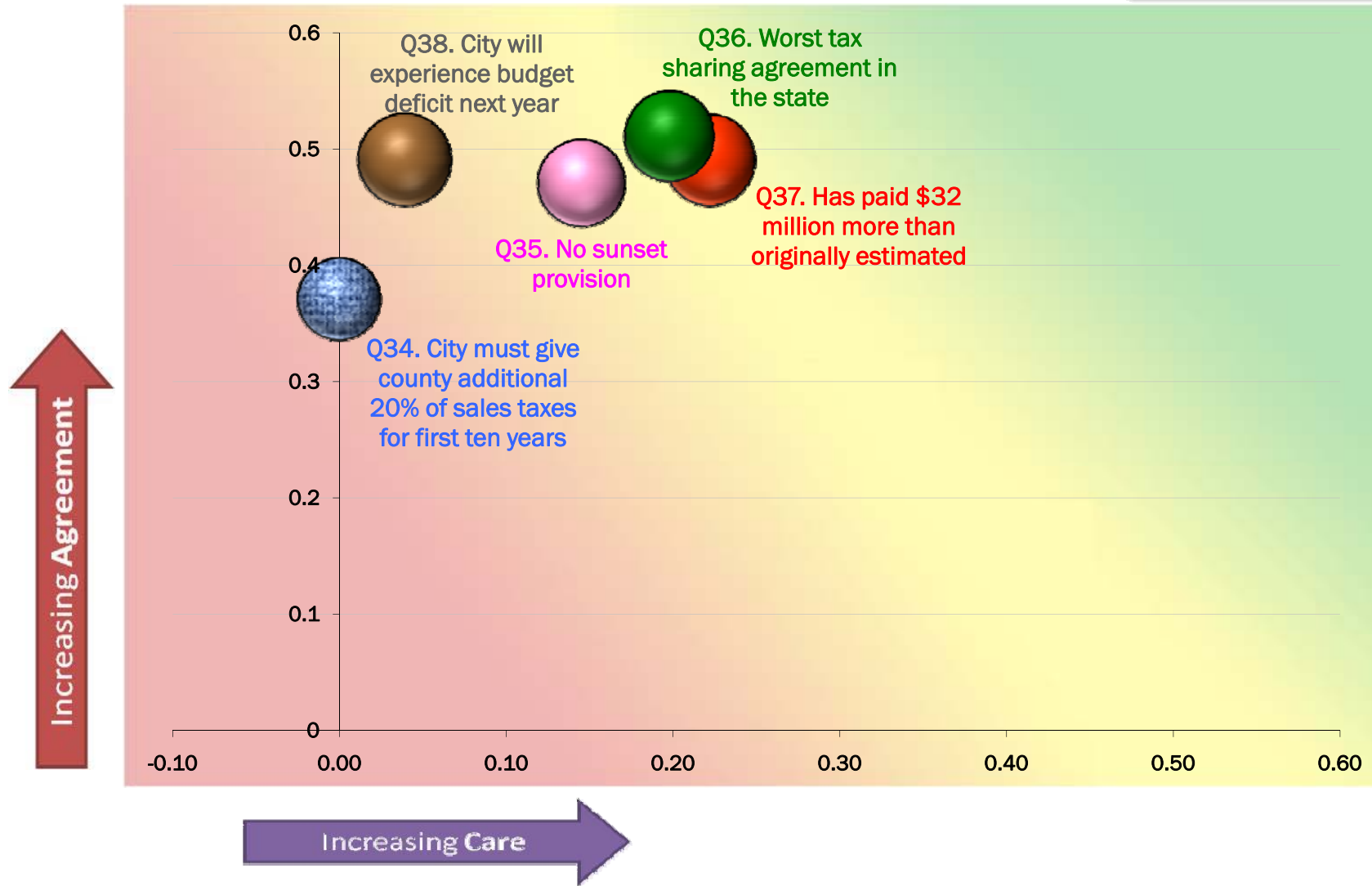


Those believing that the RNA benefits the City react best to the “worst RNA in the state” and the “City has paid \$32 million more than originally estimated” messages.



Message Maps: RNA benefits city (11%)

Bubble Size = Believe

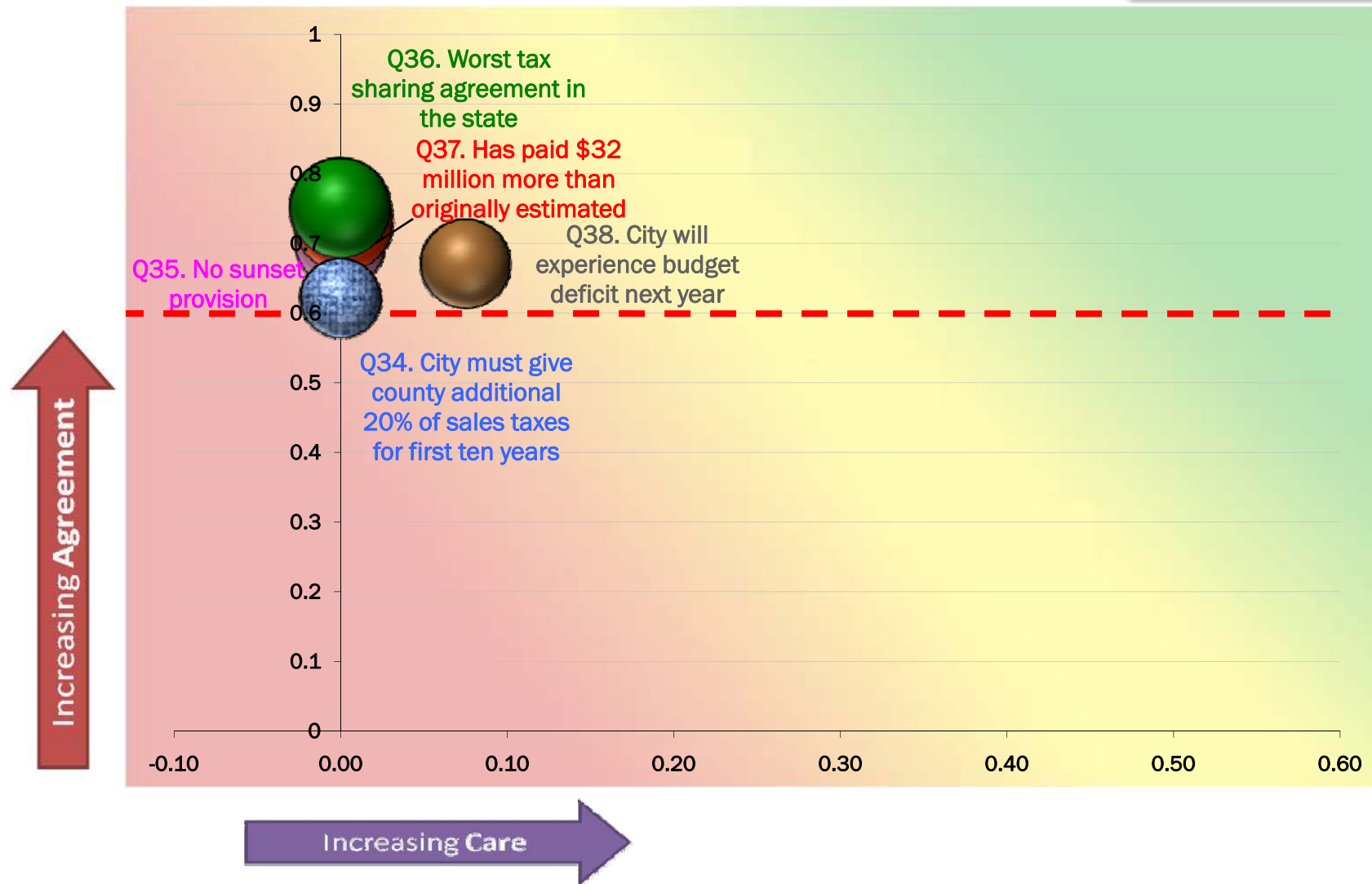


Voters believing that the RNA benefits the County connect best to the “City will experience a deficit” message.



Message Maps: RNA benefits county (31%)

Bubble Size = Believe

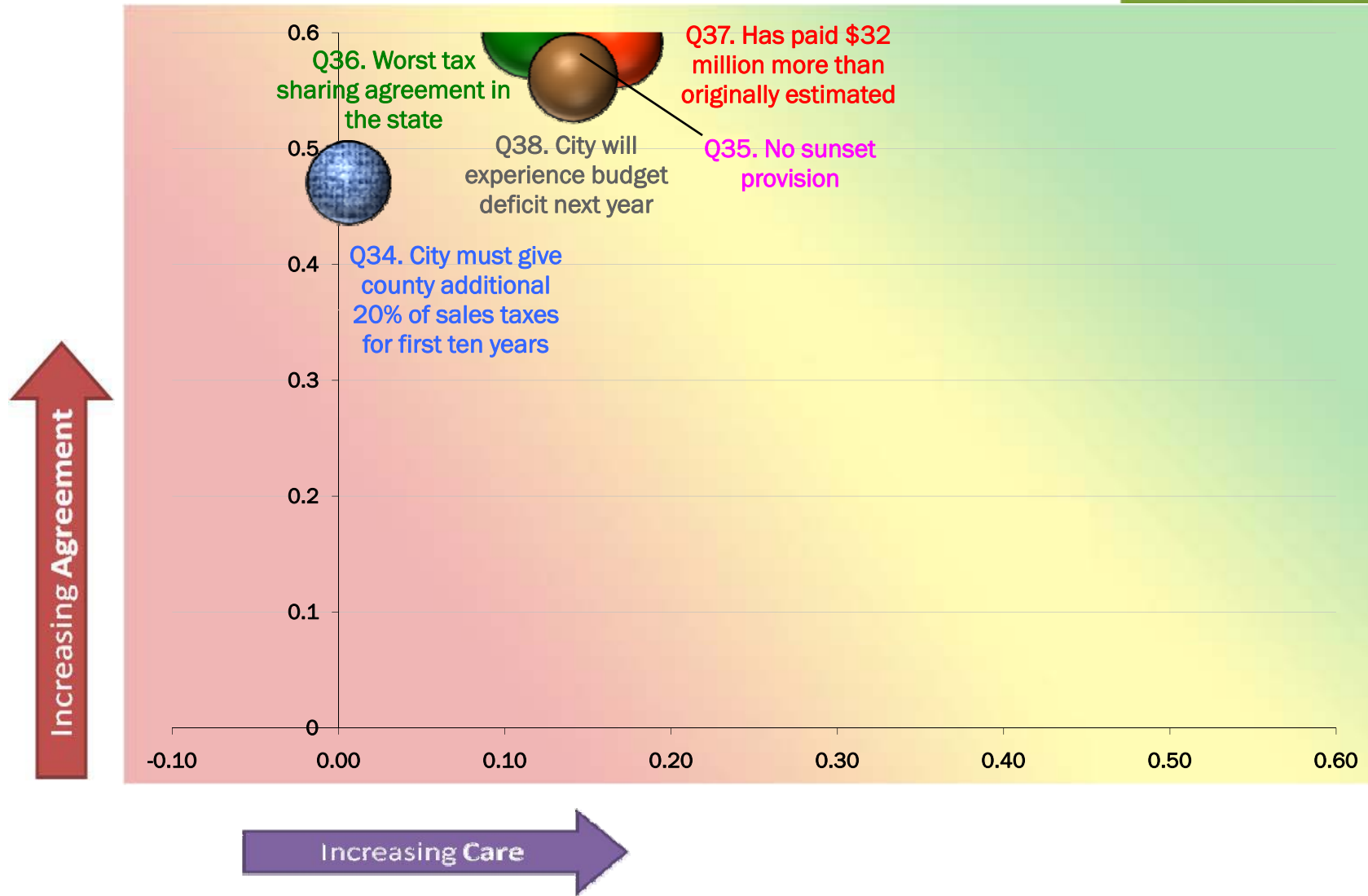


Voters who believe that the City already has a budget deficit react best to the “paid more than originally estimated” message.



Message Maps: City has deficit (19%)

Bubble Size = Believe

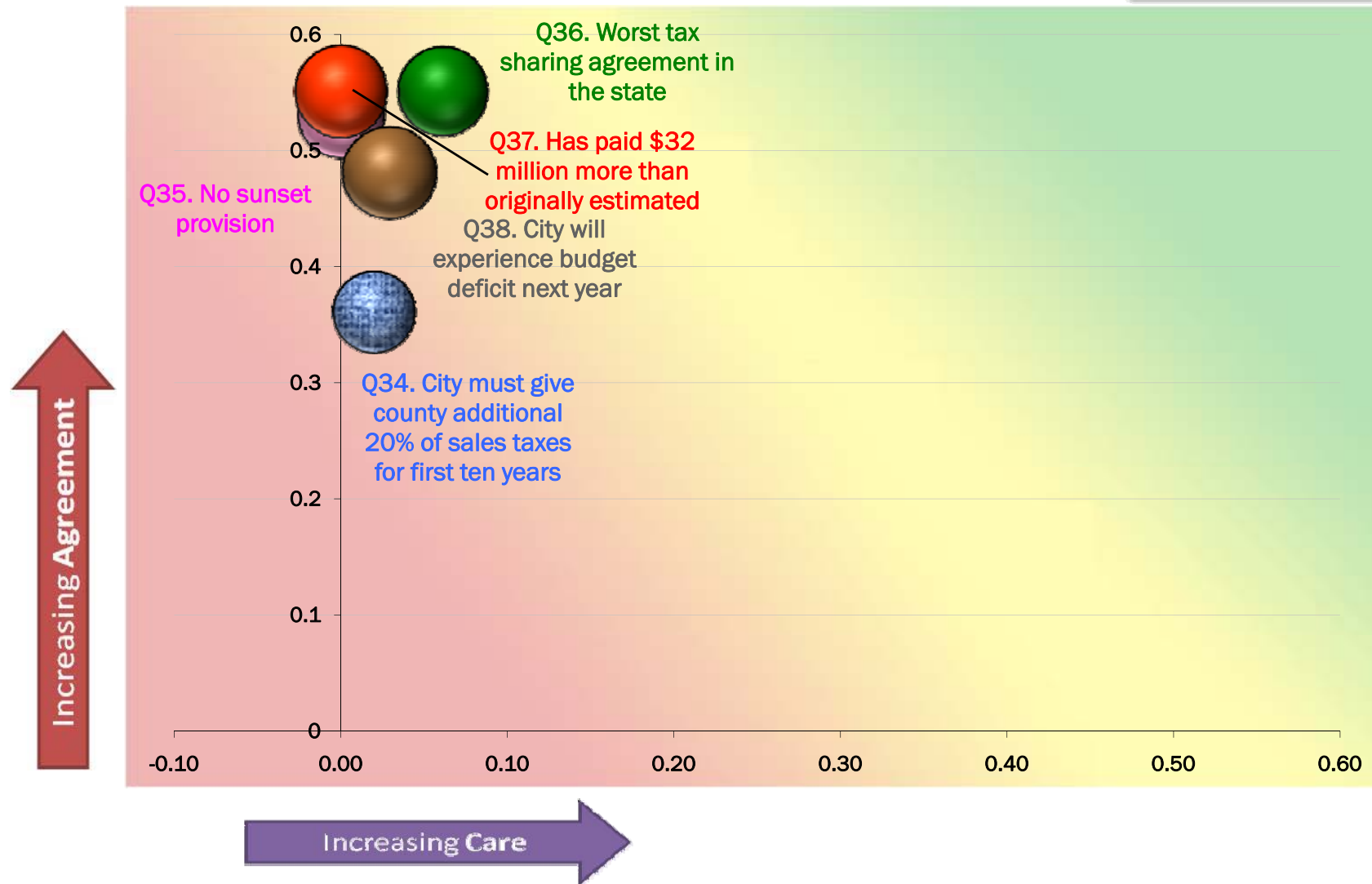


However, those that think that Goleta is on budget react best to the “worst RNA in state” message.



Message Maps: City is on budget (36%)

Bubble Size = Believe

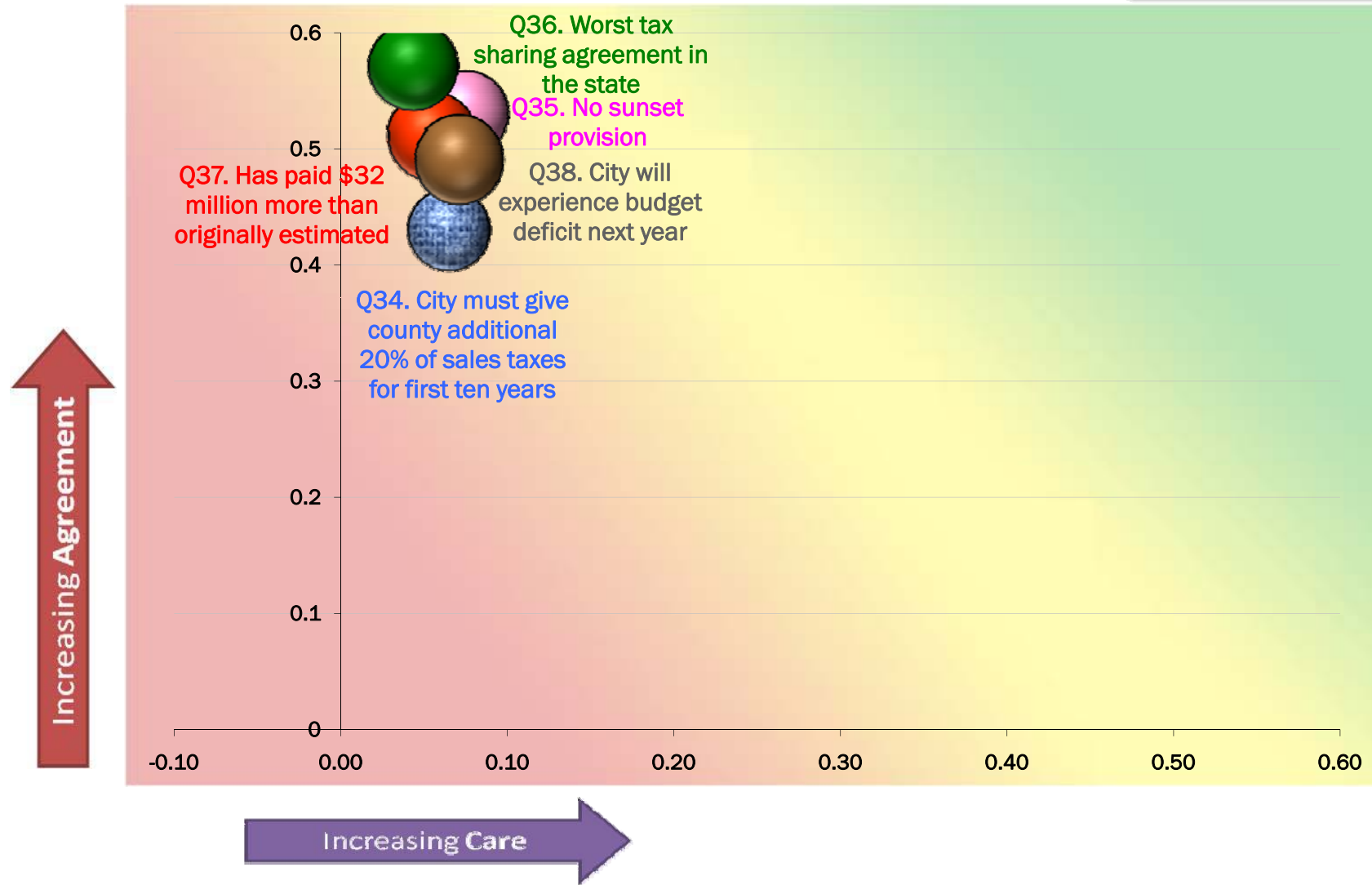


Younger voters react similarly to all messages, indicating a need to educate these voters with a more comprehensive approach.



Message Maps: 18-54 year-olds (58%)

Bubble Size = Believe

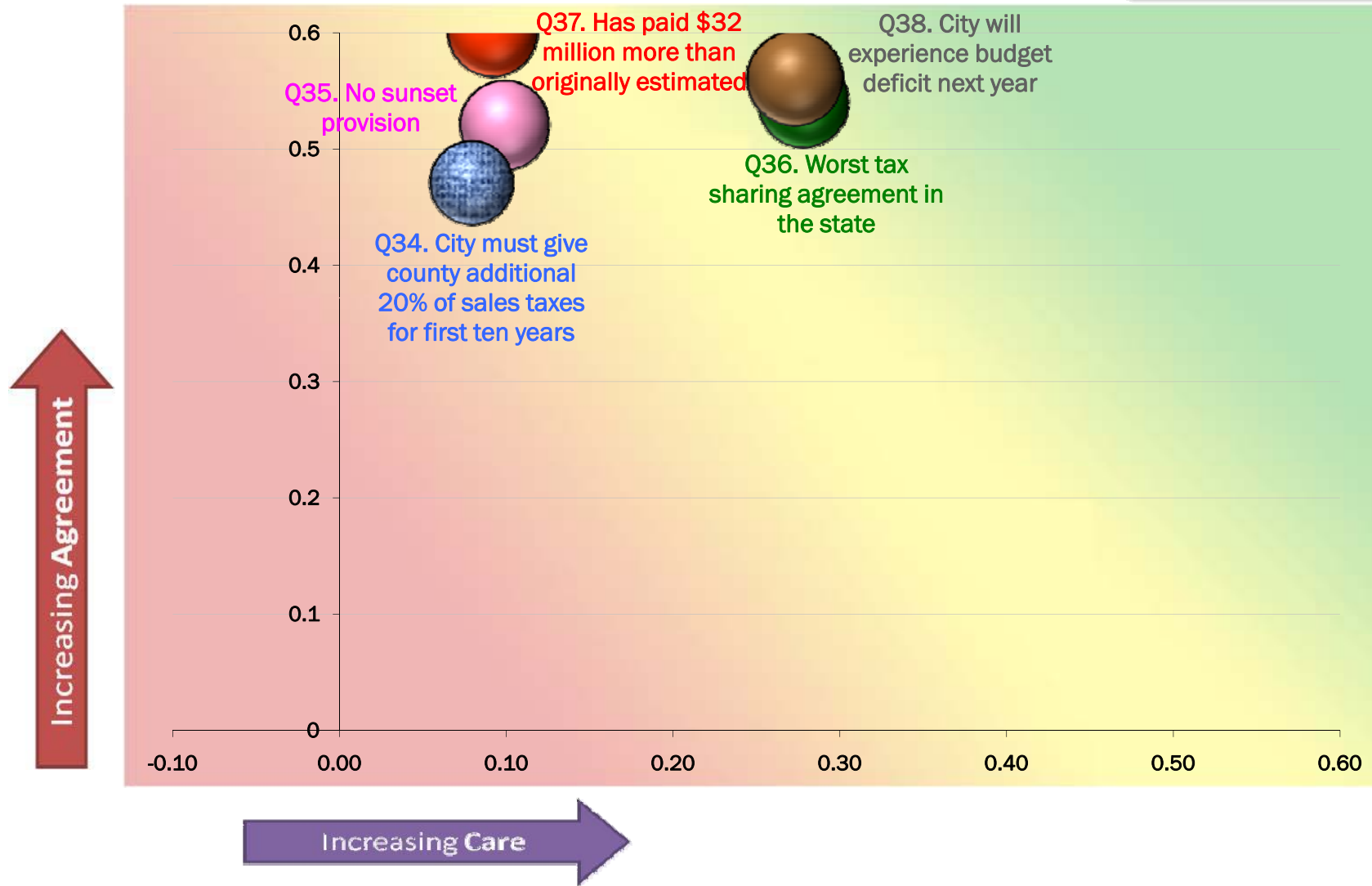


Older voters seem to already have an understanding about the RNA situation and need to be told about the impending deficit.



Message Maps: 55 year-olds and over (40%)

Bubble Size = Believe

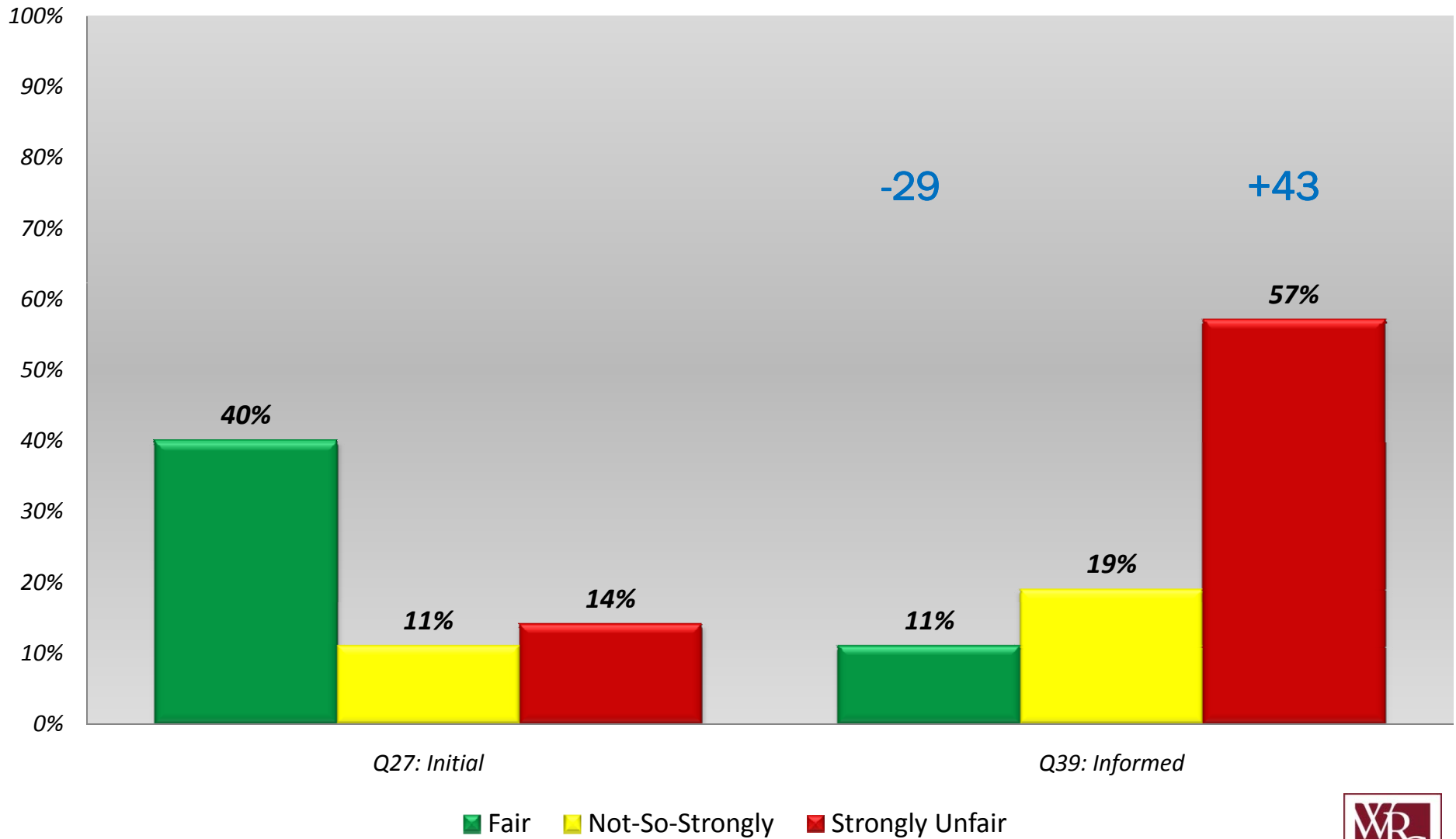


Results of Education

Clearly, when voters understand the RNA better, they fully subscribe to the notion that it is unfair.



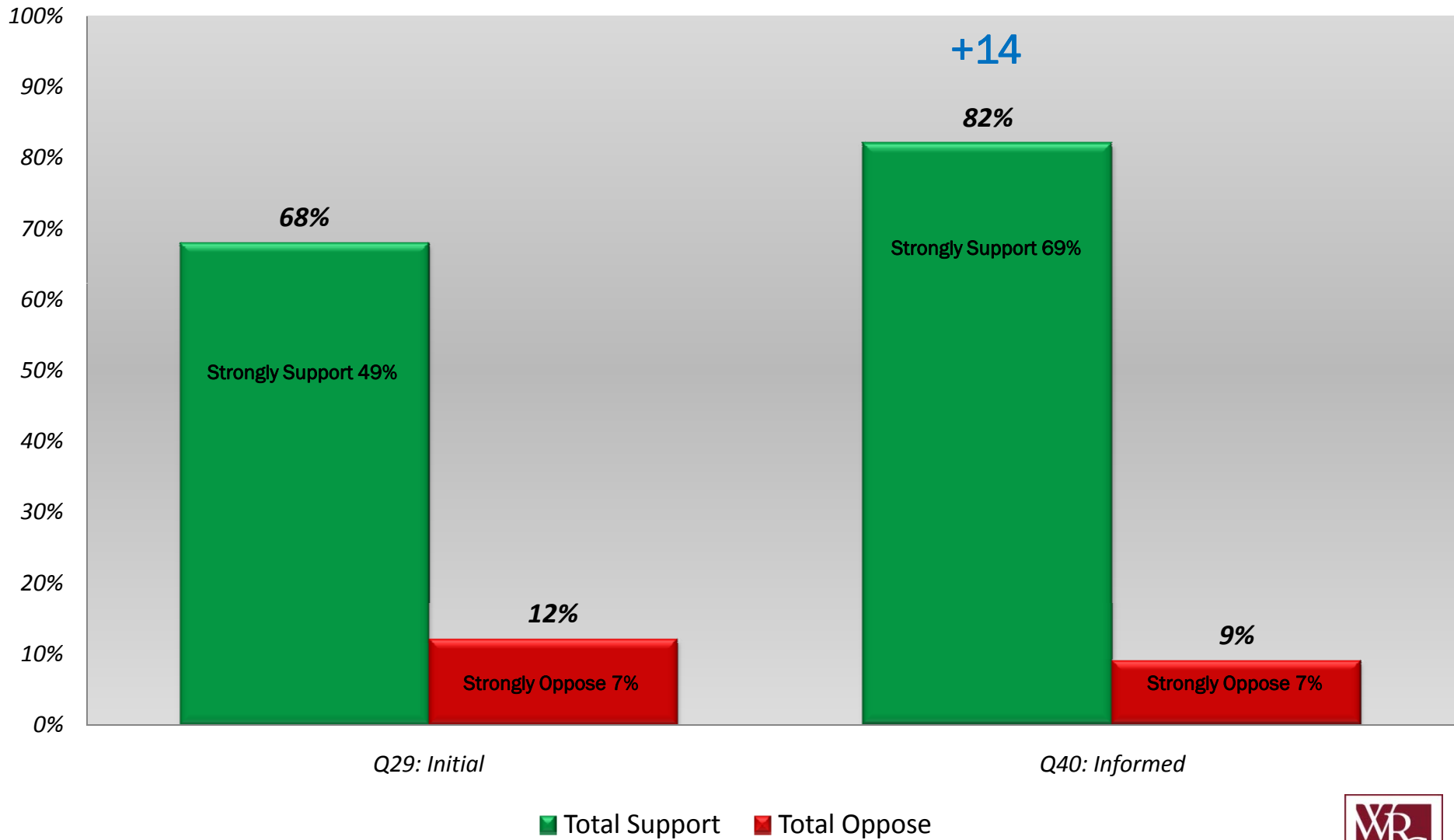
Q39: Now that you've heard more, do you believe the City's tax sharing agreement with the County is fair or unfair?



Voters are also overwhelmingly supportive of renegotiating or changing the RNA so that the City retains more local revenues.



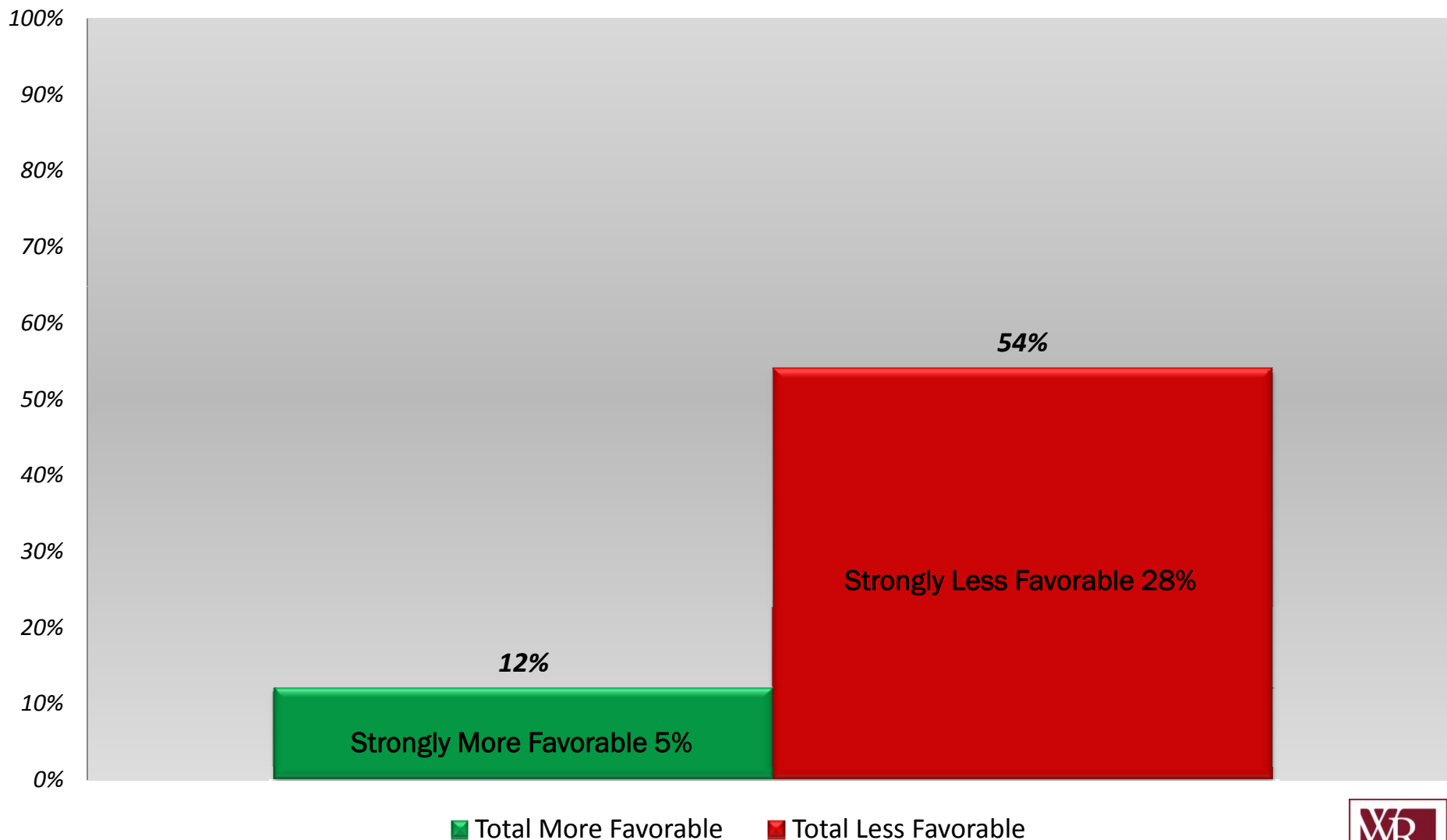
Q40: And, would you support or oppose the renegotiating or changing of the City and County's tax sharing agreement so that the City keeps a larger share of tax revenues generated locally?



Likewise, voters now blame the County for the imbalanced RNA, forming a less favorable opinion than they originally had at the beginning of the survey.



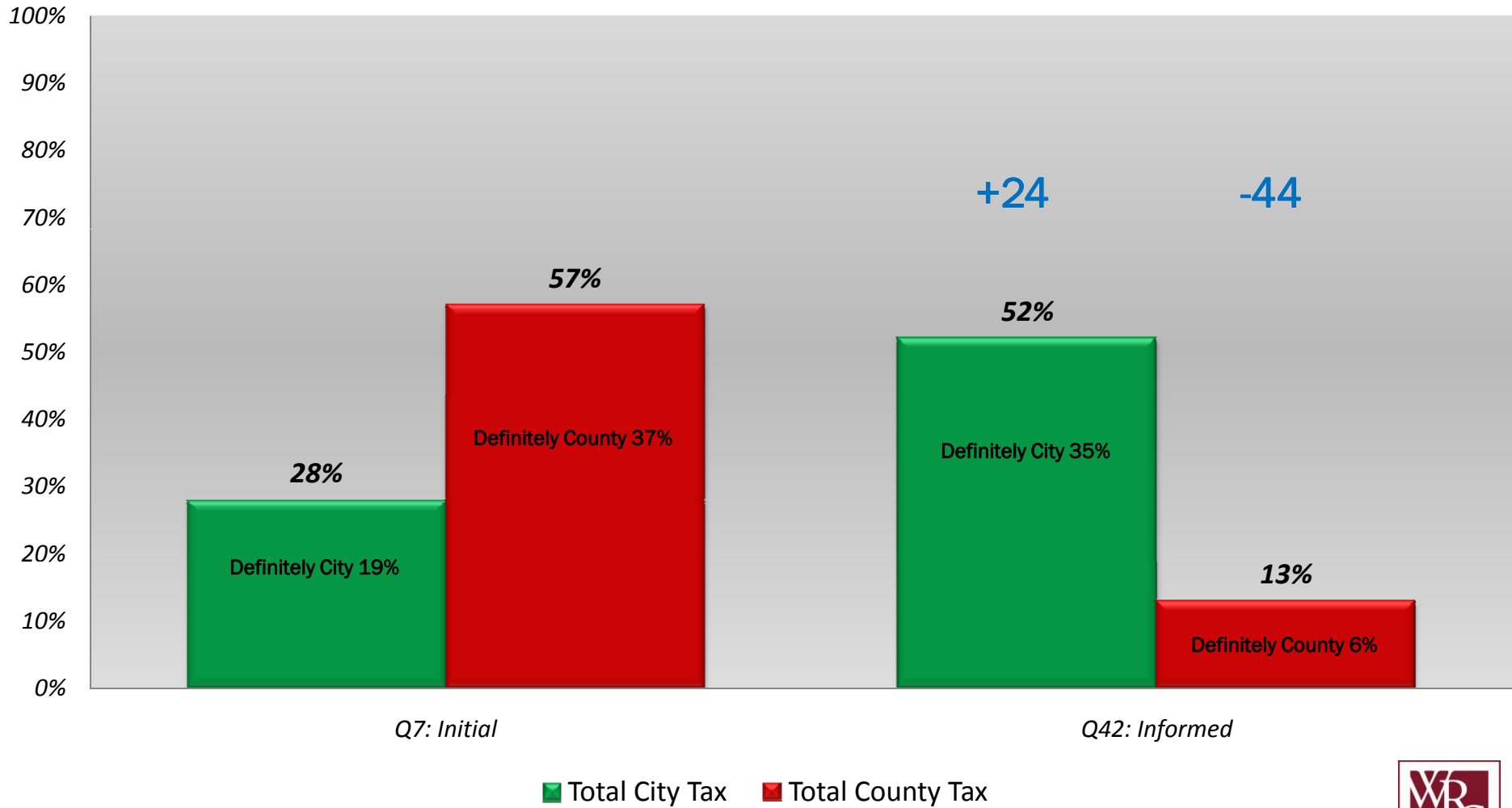
Q41: And, does knowing more about the condition of the City and County's tax sharing agreement give you a more favorable or less favorable impression of the County?



Voters take out their frustrations on the County's transportation measure as a majority would back a City tax over the County's ballot initiative.



Q42: Knowing what you know now, if the City of Goleta were to pursue a half-cent sales tax measure where the revenue would be used to prevent budget shortfalls and all the money would stay in Goleta...and...if the County were to pursue a continued half-cent sales tax for needed transportation purposes countywide, which would you be most likely to support?



Summary of Findings and Recommendations

Summary of Findings and Recommendations

- Overall, voters are very satisfied with the City of Goleta.
 - A solid majority of voters have a favorable impression of the City's government, are satisfied with the job the City Council is doing and generally approve of the overall direction in which Goleta is heading.
 - Most City services receive high satisfaction scores, leaving only a handful of services that need attention (keeping residents informed, storm water management, road maintenance and customer service).
- Voters are most concerned with “too much growth,” followed by gangs/juvenile delinquency.
- Despite being generally satisfied with the Santa Barbara government and the County Board of Supervisors, voters are divided over the direction the County is headed in as a many voters saying that the County is headed in the right direction as those who say it is off on the wrong track.
 - Concerns about “too much growth/development” are the driving force behind the frustrations with the County. This leads many voters to lay blame on the County Board of Supervisors for not effectively addressing the issue.
 - However, with a majority of voters saying they are satisfied with both the County government at large and the Board of Supervisors, there is an obvious a limit to the negativity that “too much growth/development” can evoke.
- Voters believe that the County is facing a budget deficit, while the City is operating on budget.
 - Obviously, this is the case now, but voters will have to be educated as to the exact effect of not changing the RNA.

Summary of Findings and Recommendations

- Unsurprisingly, few voters have heard of the Revenue Neutrality Agreement. However, their initial reaction is that the RNA is fair, but benefits the County. The good news is that a solid majority believe, unprompted, that the RNA should be renegotiated to allow the City to retain more local revenues.
- Voters believe that the City only has a moderate need for the money it would get from changing the RNA, and are split over whether renegotiating the RNA would increase the extent and quality of City services.
 - *Clearly, this is something that the City needs to address, because voters have virtually no concept of what additional funds would be used for by the City.*
 - *Using the money to preserve more open spaces, improve streets and sidewalks and create a youth and senior recreation program tops the list of things voters want the money spent on.*
- Voter, undoubtedly, will have to be educated about what the RNA is and specifically what elements of the plan cause it to be “unfair” to the City.
 - *Overall, voters understand and connect best with the “worst RNA agreement in the state” and the “City will experience a budget deficit next year” messages. These need to be the core messages of any program or campaign to educate city residents.*
- If educated about the RNA and reasons why the City wants changes, voters will withhold support for the County’s transportation measure, especially if the City has a tax initiative on the ballot.



WILSON RESEARCH STRATEGIES

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We do much more than collect information. We interpret and analyze data to develop actionable strategies and tactics to best position our client versus the competition.

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