Revenue Measure Feasibilty Study
Summary Survey Report

prepared for the
City of Manhattan Beach



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TrueNorth Research
741 Garden View Court, Suite 208
Encinitas CA 92024
760.632.9900 www.tn-research.com

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INTRODUCTION

Located along the coastal edge of Los Angeles County, the City of Manhattan Beach is home to an estimated 35,619 residents.[1] Incorporated in 1912 as a General Law city, Manhattan Beach's current team of full-time and part-time employees provides a full suite of services through various departments including City Attorney, City Clerk, City Manager, Community Development, Finance, Fire, Parks & Recreation, Human Resources, Police, and Public Works.

As Manhattan Beach has grown, so too have the demands placed upon its facilities, services, infrastructure, and staff. Unfortunately, the City's revenue streams have not kept pace with the growing demands and escalating costs, leading to shortfalls in recent years in the funding required to provide essential municipal services at the desired levels of service. Two areas, in particular, are experiencing costs that are well in excess of dedicated revenue streams: addressing stormwater pollution and providing landscape maintenance and street lighting.

Stormwater Pollution Under the Federal Clean Water Act, each county and municipality throughout the nation is issued a National Pollutant Discharge Elimination System (NPDES) Permit. The goal of the permit is to stop polluted discharges from entering the storm drain system, local water sources, and coastal waters. The City of Manhattan Beach is responsible for developing and implementing public improvements and services designed to not only meet the requirements of the federal NPDES Permit, but also improve public health by identifying, controlling and removing pollution from the stormdrain system, local water sources, and coastal waters.

In order to provide for the safety of the residents, protect property in the city from damage associated with flooding, and to meet the requirements of the NPDES permit, it is necessary to design, construct, operate, maintain, improve and replace storm drainage facilities which collect storm and surface water runoff, as well as convey and treat such runoff in a safe manner to an acceptable point of discharge. It is also necessary to inspect, monitor, and take enforcement action related to illegal dumping and illicit discharges. In order to adequately fund such facilities and activities, the City has determined that it is necessary to update and increase the fee for storm drainage services.[2]

Landscape & Lighting Part 2 of Division 15 of the Streets and Highways Code, the Landscaping and Lighting Act of 1972, permits the establishment of assessment districts by cities for the purpose of providing certain public improvements which include the operation, maintenance and servicing of street lights, traffic signals, parks, and landscaping. Trees, landscaping and parks, if well maintained, provided beautification, shade and enhancement of the desirability of the surroundings, and therefore increase property values. Similarly, street lighting benefits all parcels within the city by enhancing the convenience, safety, and protection of people and property.[3]

Although the City of Manhattan Beach has had an assessment district in place since the early 1970's to fund landscape maintenance and street lighting, the costs of providing these services have escalated beyond the revenues generated by the existing assessment district. Accordingly,

1. Source: California Department of Finance estimate, January 2014.
2. Source: *Preliminary Analysis for the Stormwater Utility Fee* conducted for the City of Manhattan Beach by Harris & Associates, 2014.
3. Source: *Preliminary Analysis for Landscaping and Street Lighting Maintenance Assessment District* conducted for the City of Manhattan Beach by Harris & Associates, 2014.

to adequately fund landscape maintenance and street lighting in future years, the City is considering increasing assessments for this purpose.

MOTIVATION FOR RESEARCH The primary purpose of this study was to produce an unbiased, statistically reliable evaluation of property owners' interest in supporting local revenue measures to address stormwater pollution and landscape & lighting, respectively, in the City of Manhattan Beach. Additionally, should the City decide to move forward with a measure, the survey data provides guidance as to how to structure a measure so that it is consistent with the community's priorities and expressed needs. Specifically, the study was designed to:

- Gauge current, baseline support for a local revenue measure (stormwater fee or landscaping & lighting assessment)
- Identify the fee rate that the community is willing to support
- Identify the types of services and improvements that property owners are most interested in funding, should the measure pass
- Expose property owners to arguments in favor of, and against, the proposed measure to gauge how information affects support for the measure, *and*
- Estimate support for the measure once property owners are presented with the types of information they will likely be exposed to during the ballot proceeding.

It is important to note at the outset that property owners' opinions about revenue measures are often somewhat fluid, especially when the amount of information they initially have about a measure is limited. How property owners think and feel about a measure today may not be the same way they think and feel once they have had a chance to hear more information about the measure in the months leading up to a vote. Accordingly, to accurately estimate the feasibility of establishing a revenue measure, it was important that in addition to measuring *current* opinions about the measure, the survey expose respondents to the types of information property owners are likely to encounter prior to a vote—including arguments in favor and opposed to the measure—and gauge how this information ultimately impacts their voting decision.

TESTING TWO ALTERNATIVES: STORMWATER FEE AND LANDSCAPING & LIGHTING ASSESSMENT One of the objectives of the study was to determine how support for a local measure may vary depending on the type of measure employed: a property-related fee to address stormwater pollution, or a benefit assessment to fund landscaping & lighting.

To raise the funds needed to address stormwater pollution, the City is considering a **property-related fee**. A property-related fee is voted on by all property owners in the city who are being asked to pay the new fee. In addition to residential property owners, owners of other types of properties (i.e., commercial, industrial, apartments, etc.) as well as absentee owners are eligible to participate. Because all affected property owners can participate in a property-related fee, a majority of ballots returned (one vote per parcel) is required for approval. In a property-related fee ballot proceeding, all property owners are typically mailed a ballot that includes an information sheet, but does not include arguments in support or opposition as is the case with a special tax. Most of the funding measures for similar water and stormwater quality programs in California have been property-owner balloted, property-related fees.[4]

4. Examples include fees established in Rancho Palos Verdes, Palo Alto, Burlingame, and San Clemente.

To fund landscape maintenance and lighting, the City is considering a **benefit assessment**. Although a benefit assessment shares many of the same features outlined above for a property-related fee, the key difference is that the returned votes are weighted proportionately according to the amount of the fee charged to each property owner. The greater the fee levied for a parcel, the more that property owner's vote will count toward the outcome of the ballot proceeding.

To ensure a reliable estimate of property owner support for the respective measures being considered, two separate surveys were conducted using mutually-exclusive random samples of Manhattan Beach property owners. One survey focused on a property-related fee to address stormwater pollution, whereas the second survey focused on a landscape & lighting assessment. A combination of mailed invitations and phone calls were employed to recruit participation in the surveys. In total, 760 property owners participated online or by telephone between September 11 and October 7, 2014, with the interviews divided evenly between the stormwater (382) and landscape & lighting surveys (378). The telephone interviews averaged 15 minutes in length. For a full discussion of the research methods and techniques used in this study, turn to *Methodology* on page 36.

ORGANIZATION OF REPORT This report is designed to meet the needs of readers who prefer a summary of the findings as well as those who are interested in the details of the results. For those who seek an overview of the findings, the sections titled *Just the Facts* and *Conclusions* are for you. They provide a summary of the most important factual findings of the surveys in bullet-point format and a discussion of their implications. For the interested reader, this section is followed by a more detailed question-by-question discussion of the results from the surveys by topic area (see *Table of Contents*), as well as a description of the methodology employed for collecting and analyzing the data. And, for the truly ambitious reader, the questionnaires used for the interviews are contained at the back of this report (see *Questionnaire & Toplines* on page 40) and a complete set of crosstabulations for the survey results are contained in Appendix A for the stormwater version, Appendix B for the landscape & lighting version.

ACKNOWLEDGMENTS True North thanks the City of Manhattan Beach for the opportunity to assist the City in this important effort, as well as Dennis Anderson of Harris & Associates for contributing to the design of the study. Their collective expertise, insight, and local knowledge improved the overall quality of the research presented here.

DISCLAIMER The statements and conclusions in this report are those of the authors (Dr. Timothy McLarney and Richard Sarles) at True North Research, Inc. and not necessarily those of the City of Manhattan Beach. Any errors and omissions are the responsibility of the authors.

ABOUT TRUE NORTH True North is a full-service survey research firm that is dedicated to providing public agencies with a clear understanding of the values, perceptions, priorities and concerns of their residents and voters. Through designing and implementing scientific surveys, focus groups and one-on-one interviews, as well as expert interpretation of the findings, True North helps its clients to move with confidence when making strategic decisions in a variety of areas—such as planning, policy evaluation, performance management, organizational development, establishing fiscal priorities, passing revenue measures, and developing effective public information campaigns.

During their careers, Dr. McLarney and Mr. Sarles have designed and conducted over 800 survey research studies for public agencies, including more than 300 revenue measure feasibility studies. Of the measures that have gone to ballot based on Dr. McLarney's recommendation, more than 93% have been successful. In total, the research that Dr. McLarney has conducted has led to over $22 billion in successful local revenue measures.

JUST THE FACTS

The following section is an outline of the main factual findings from the survey. For the reader's convenience, we have organized the findings according to the section titles used in the body of this report. Thus, if you would like to learn more about a particular finding, simply turn to the appropriate report section.

QUALITY OF LIFE & CITY SERVICES

- Among those who were administered the **landscape & lighting** survey, more than nine-in-ten respondents shared favorable opinions of the quality of life in Manhattan Beach, with 60% reporting it is excellent and 34% stating it is good. An additional 4% of respondents indicated that the quality of life in the City is fair, and no one used poor or very poor to describe the quality of life in Manhattan Beach.
- The results were strikingly similar among property owners who were administered the **stormwater** version of the survey, with 58% reporting it is excellent, 36% stating it is good, and 6% offering that the quality of life in Manhattan Beach is fair.
- Nearly nine-in-ten respondents (89%) who received the **landscape & lighting** version of the survey indicated that they were satisfied with the City's overall performance in providing municipal services, whereas 9% were dissatisfied and 2% were unsure.
- Similarly, 87% of property owners administered the **stormwater** survey indicated that they were satisfied with the City's overall performance in providing municipal services, whereas 10% were dissatisfied and 3% were unsure.

INITIAL BALLOT TEST

- In an *unweighted* scenario (each vote counts equally), 47% of property owners initially indicated that they would support the **landscape & lighting** assessment at the highest fee rate proposed, whereas 45% stated they would oppose the assessment and 8% were unsure. Once weighted proportionately according to the fee proposed for each property, overall support for the measure declined to 36%, with 54% opposed and 10% unsure.
- Overall, 41% of property owners initially indicated that they would support the **stormwater** measure at the highest fee rate proposed, whereas 51% stated that they would oppose the measure, and 8% were unsure or unwilling to share their vote choice.
- The most frequently-mentioned reasons for opposing the **landscape & lighting** assessment were a perception that taxes/fees are already too high (26%), concern that the money will be mismanaged (22%), a perception that the City already has enough funding (14%), and a need for more information (13%).
- The reasons expressed for not supporting the **stormwater** measure were similar, including a perception that taxes/fees are already too high (40%), concern that the money will be mismanaged (20%), a perception that the City already has enough funding (14%), and a need for more information (11%).

FEE THRESHOLD

- At the highest proposed rate for each property based on the engineer's assessment (Rate A), just 23% of property owners (weighted) indicated they would support the **landscape & lighting** measure. Incremental reductions in the fee rate resulted in incremental increases in support for the measure, with 38% of property owners indicating that they would support the landscape & lighting assessment at 60% of the highest proposed rate (Rate C).

- Converting the rates to dollar ranges, support for the proposed **landscape & lighting** assessment was found among a majority (52%) of property owners when the annual fee to their property was less than $25. As the fee escalated, support declined—with just 28% of property owners indicating that they would support a fee of $100 or more per year.
- At the highest proposed rate for each property based on the engineer's assessment for the **stormwater** measure, 38% of property owners indicated they would support the measure. As the fee rate was lowered to 80% (Rate B) and 60% (Rate C) of original rate (Rate A), support climbed to 40% and 44%, respectively.
- Converting the rates to actual dollar amounts reveals that support for the **stormwater** measure was not particularly sensitive to the amount of the fee within the range of fees being considered by the City. At an annual amount of less than $90, for example, 45% of property owners stated they would support the measure. The comparable figure for fees of $150 or more per year was 41%.

PROGRAMS & PROJECTS

- Among the items that could be funded by the **landscape & lighting** assessment, property owners most strongly favored using the funds to operate, maintain and repair street lights on a timely basis (78%), fix broken or burnt-out street lights (77%), and replace outdated lighting systems that are expensive to operate and repair with new energy efficient lights that will be more cost-effective (74%).
- For the **stormwater** measure, property owners most strongly favored using the funds to reconstruct or replace storm drains that are identified by engineers as being high risk for collapse or failures (79%), install and maintain devices in storm drains that capture trash and pollution before they enter our waterways (76%), reduce illegal discharges of pollution into water sources through improved monitoring, investigation and prosecution (70%), and keep trash and pollution off our beaches and out of local waterways and the ocean (70%).

POSITIVE ARGUMENTS

When presented with arguments in favor of the **landscape & lighting** measure, property owners found the following arguments to be the most persuasive:

- *Street lights are a matter of public safety. Good street lights deter crime, prevent car accidents, and protect pedestrians.*
- *By switching to energy efficient lights, this measure will allow the City to be more cost-effective and environmentally friendly in the future.*
- *Quality street lighting improves the appearance, character and quality of life in a neighborhood.*

When presented with arguments in favor of the **stormwater** measure, property owners found the following arguments to be the most persuasive:

- *It is a lot cheaper to fix a storm drain now than to pay for reconstruction, property damage and lawsuits when it fails.*
- *Stormwater runoff carries tons of trash, infectious bacteria and toxic pollutants directly to the ocean and local beaches. This measure is one of the best ways to protect our water quality and public health.*

- *Every year, thousands of pounds of trash from our streets washes up on local beaches. This measure will help prevent and clean up trash and pollution before it ends up in our water and on our shorelines and beaches.*

INTERIM BALLOT TEST

- After exposing respondents to the types of positive arguments they may encounter during an election cycle, as well as the services and facilities that may be funded by the measures, overall support for the **landscape & lighting** measure declined to 22% in a weighted-vote scenario using the proposed Rate A, with 50% of respondents opposed to the measure and an additional 28% unsure or unwilling to state their vote choice.
- At the Interim Ballot Test, 39% of property owners indicated they would support the **stormwater** measure at the highest proposed rate (Rate A), whereas 54% opposed the measure and 7% were unsure or unwilling to share their opinion.

NEGATIVE ARGUMENTS

Of the arguments in opposition to the **landscape & lighting** assessment, property owners found the following arguments to be the most persuasive:

- *Property owners already pay an assessment for street lighting to the City. Now they want another one? That's not fair to taxpayers.*
- *This measure is unfair because it can be passed with a majority vote rather than the usual two-thirds requirement, and many voters are not allowed to participate.*
- *The City can't be trusted with this tax. They will mismanage the money.*

Of the arguments in opposition to the **stormwater** measure, property owners found the following arguments to be the most persuasive:

- *This measure won't make a difference. Most of the water pollution is coming from Los Angeles and other cities, and they aren't doing much to stop it.*
- *The City can't be trusted with this tax. They will mismanage the money.*
- *People are having a hard time making ends meet with high unemployment and a sluggish economy. Now is NOT the time to be raising taxes.*

FINAL BALLOT TEST

- After providing respondents with the wording of the proposed measures, possible fee rates, programs and projects that could be funded by the measures, as well as arguments in favor and against the proposals, support for the **landscape & lighting** measure was found among 21% of property owners in a weighted-vote scenario using the proposed Rate A, with 57% of respondents opposed to the measure and an additional 22% unsure or unwilling to state their vote choice.
- Support for the proposed **stormwater** measure remained steady a the Final Ballot Test, with 38% of property owners indicating they would support the stormwater measure at the highest proposed rate (Rate A), 55% opposed, and 7% unsure or unwilling to share their opinion.

Conclusions

The bulk of this report is devoted to conveying the details of the study findings. In this section, however, we attempt to 'see the forest through the trees' and note how the collective results of the survey answer the key questions that motivated the research. The following conclusions are based on True North's interpretations of the survey results and the firm's collective experience conducting revenue measure studies for public agencies throughout the State.

Do local property owners support establishing a revenue measure?

The vast majority of property owners in the City of Manhattan Beach have high opinions of the quality of life in city, are satisfied with the City's performance in providing municipal services, and clearly value the services that they receive from the City. When it comes to *funding* municipal services and facilities, however, property owners' interest in maintaining the quality of city services is in tension with their sensitivity to increasing local taxes or fees.

The results of the **landscape & lighting** assessment survey indicate that Manhattan Beach property owners are not prepared at this juncture to support a new assessment to keep pace with the increasing costs of electricity and operating, maintaining, and repairing street lights throughout the City, avoid reductions in street lighting service, and replace outdated light systems with energy efficient lights that are less costly to operate and maintain and are better for the environment. Even at a fee rate that was 60% of the full rate proposed in the *Preliminary Analysis for Landscaping and Lighting Maintenance Assessment District* report for each parcel, support for the assessment was found among just 38% of property owners in a *weighted* vote scenario. Moreover, weighted support for the assessment generally declined as property owners learned more about the measure, with approximately one-in-five property owners (21%) supporting the assessment at the Final Ballot Test.

The results of the **stormwater** measure survey were more positive, although still below the majority required for passage at the full fee rate proposed in the *Preliminary Analysis for the Stormwater Utility Fee* report. At the Initial Ballot Test, 41% of Manhattan Beach property owners indicated they would support a measure to protect public health and reduce water pollution in Manhattan Beach, repair, reconstruct, and maintain the storm drain system throughout the City, remove pollutants, toxic chemicals, and infectious bacteria from runoff, keep trash and pollution off our beaches and out of local waterways and the ocean, and reduce illegal discharges of pollution into water sources through improved monitoring, investigation and prosecution. Support for the stormwater measure remained fairly consistent throughout the interview as property owners learned more about what the measure would fund, alternative fee rates, as well as arguments pro and con.

If the City is inclined to pursue a stormwater measure, a number of conditions will need to be met for the measure to have a reasonable chance of success—including that it is packaged appropriately, kept affordable, has clear support from the City Council, and is combined with effective public education from the City and a well-organized, independent campaign. The following paragraphs discuss some of the challenges and the next steps that True North recommends in packaging a stormwater measure for success.

How will the fee rate affect support for the measure?

Naturally, the willingness of property owners to support a specific revenue measure is contingent—in part—on the fee rate associated with a measure. The higher the rate, all other things being equal, the lower the level of aggregate support that can be expected. It is critical that the rate be set at a level that the necessary proportion of property owners view as affordable.

Although Manhattan Beach property owners did not exhibit significant price sensitivity in their support for the proposed stormwater measure, this pattern likely reflects the comparatively high fees being considered by the City. For the most common residential property (single family residential with a lot size of 0.1 acres) the proposed fee was $114.73 per year, which means that even at the lowest rate tested in the survey (60% of the proposed fee) the annual amount was still nearly $70 per year. A fee of $70 per year for stormwater services is outside the comfort zone for a majority of Manhattan Beach property owners.

For the stormwater measure to have a reasonable chance for success, it will require a more modest fee increase ($35 to $49 per year) for the typical residential property. Although rates at this level were not tested in this study, past research has shown that fees in this range tend to garner significantly higher support when compared to fees of $50 or more.

How might public education affect support for the stormwater measure?

As noted in the body of this report, individuals' opinions about revenue measures are often not rigid, especially when the amount of information presented to the public on a measure has been limited. Thus, in addition to gauging current support for the measure, one of the goals of the stormwater survey was to explore how the introduction of additional information about the measure may affect property owners' opinions about the proposed stormwater measure.

It is clear from the survey results that property owners' opinions about the stormwater measure are somewhat sensitive to the nature—and amount—of information that they have about the measure. Information about the specific services and projects that could be funded by the measure, as well as arguments in favor of the measure, were found by many respondents to be compelling reasons to support the measure. Moreover, this information played an important role in limiting the erosion of

support for the measure once respondents were exposed to the types of opposition arguments they will likely encounter during an election cycle.

Accordingly, one of the keys to building and sustaining support for a stormwater measure will be the presence of an effective, well-organized public outreach effort and independent campaign to that focuses on the need for the measure as well as the many benefits it will bring.

How might the economic or political climate alter support for the measure?

A survey is a snapshot in time—which means the results of this study and the conclusions noted above must be viewed in light of the current economic and political climates. Ongoing concerns about unemployment, economic uncertaintly, and the lingering effects of the recession continue to weigh on property owners' minds, and these concerns are factored into the results of this survey. Should the economy and/or political climate continue to improve, support for a measure could increase. Conversely, negative economic and/or political developments, especially at the local level, could dampen support for a measure below what was recorded in this study.

Quality of Life & City Services

The opening series of questions in the survey were designed to profile property owners' opinions regarding the quality of life in Manhattan Beach, as well as their assessment of the City's overall performance in providing municipal services.

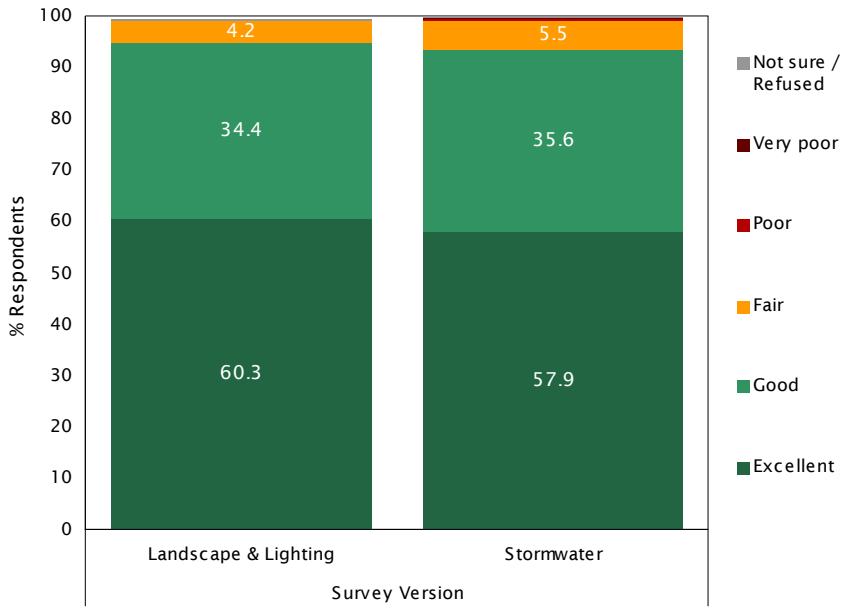
OVERALL QUALITY OF LIFE

At the outset of the interview, respondents were asked to rate the overall quality of life in the City using a five-point scale of excellent, good, fair, poor, or very poor. Following a convention that will be used throughout this report, Figure 1 presents the results to Question 2 separately for each version of the survey.

Among those who were administered the landscape & lighting survey, more than nine-in-ten respondents shared favorable opinions of the quality of life in Manhattan Beach, with 60% reporting it is excellent and 34% stating it is good. An additional 4% of respondents indicated that the quality of life in the City is fair, and no one used poor or very poor to describe the quality of life in Manhattan Beach. The results were strikingly similar among property owners who were administered the stormwater version of the survey, with 58% reporting it is excellent, 36% stating it is good, and 6% offering that the quality of life in Manhattan Beach is fair.

Question 2: Landscape & Lighting/Stormwater *How would you rate the overall quality of life in the City? Would you say it is excellent, good, fair, poor or very poor?*

FIGURE 1 QUALITY OF LIFE



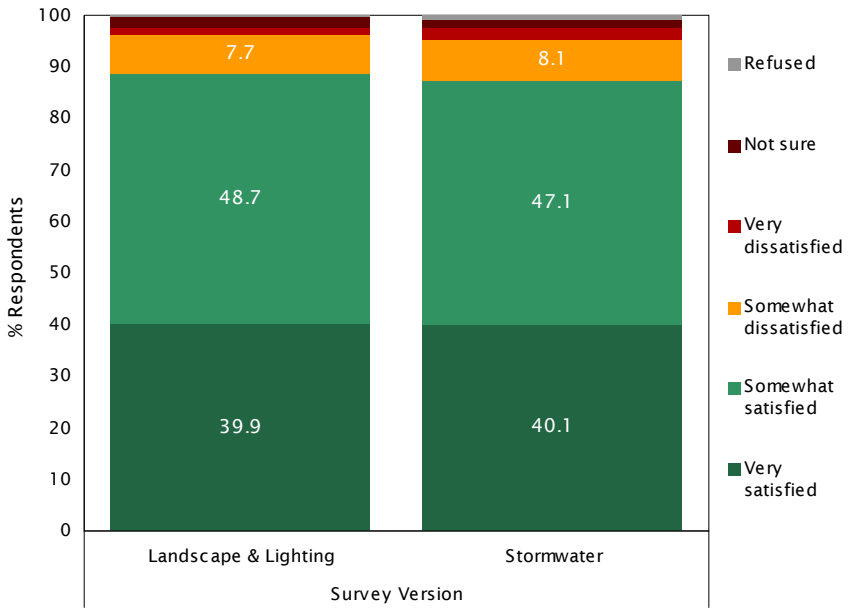
OVERALL SATISFACTION WITH CITY SERVICES

Respondents were next asked if, overall, they were satisfied or dissatisfied with the job the City of Manhattan Beach is doing to provide city services. Because this question does not reference a specific program, facility, or service and requested that the respondent consider the City's performance in general, the findings of this question may be regarded as an *overall performance rating* for the City.

As shown in Figure 2, nearly nine-in-ten respondents (89%) who received the landscape & lighting version of the survey indicated that they were satisfied with the City's overall performance in providing municipal services, whereas 9% were dissatisfied and 2% were unsure. Similarly, 87% of property owners administered the stormwater survey indicated that they were satisfied with the City's overall performance in providing municipal services, whereas 10% were dissatisfied and 3% were unsure.

Question 3: Landscape & Lighting/Stormwater *Generally speaking, are you satisfied or dissatisfied with the job the City of Manhattan Beach is doing to provide city services?*

FIGURE 2 OVERALL SATISFACTION WITH CITY



Initial Ballot Test

The primary research objective of this survey was to estimate property owners' interest in supporting local revenue measures to address stormwater pollution and landscaping & lighting, respectively. To accommodate the City's interest in understanding how support for a measure may vary depending on the type and purpose of the measure, two separate surveys were conducted using mutually-exclusive random samples of Manhattan Beach property owners. One survey focused on a property-related fee to address stormwater pollution, whereas the second survey focused on a landscaping & lighting assessment. Question 4 was designed to take an early assessment of property owners' support for the respective measures.

The motivation for placing Questions 4 up-front in the survey is twofold. First, property owner support for a measure can often depend on the amount of information they have about a measure. At this point in the survey, the respondent has not been provided information about the proposed measure beyond what is presented in the ballot language. This situation is analogous to a person casting a ballot with limited knowledge about the measure, such as what might occur in the absence of an effective education campaign. Question 4, also known as the Initial Ballot Test, is thus a good measure of property owner support for the proposed measure *as it is today*, on the natural. Because the Initial Ballot Test provides a gauge of natural support for the measure, it also serves a second purpose in that it provides a useful baseline from which to judge the impact of various information items conveyed later in the survey on property owner support for the measure.

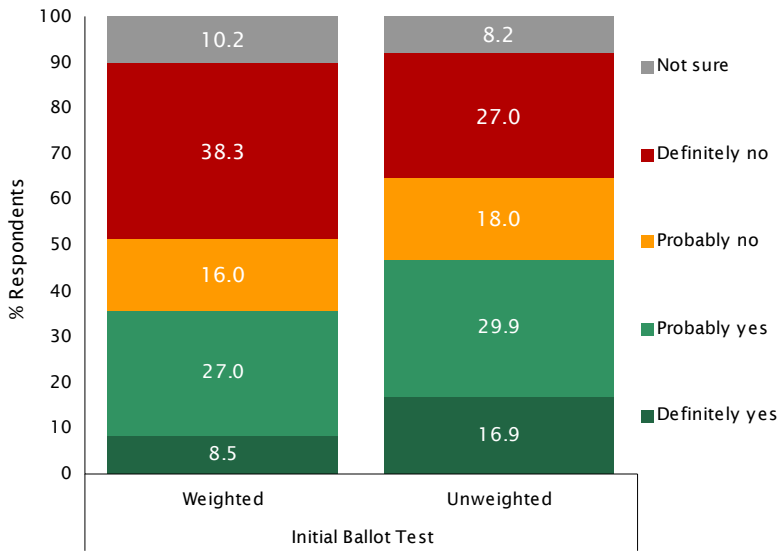
SUPPORT FOR LANDSCAPE & LIGHTING MEASURE

Figure 3 on the next page presents the results of the Initial Ballot Test for the landscape & lighting measure that would raise funds to keep pace with the increasing costs of electricity and operating, maintaining, and repairing street lights throughout the City, avoid reductions in street lighting service, and replace outdated light systems with energy efficient lights that are less costly to operate and maintain and are better for the environment. Note that each property owner was presented with a rate that was specific to their property based on the *Preliminary Analysis for Landscaping and Street Lighting Maintenance Assessment District* conducted for the City of Manhattan Beach by Harris & Associates in 2014.

Figure 3 presents the results unweighted, as well as weighted to account for the fact that in a benefit assessment each vote is weighted according to the proposed fee for the parcel. In an *unweighted* scenario (each vote counts equally), 47% of property owners indicated that they would support the landscape & lighting assessment, whereas 45% stated they would oppose the assessment and 8% were unsure. Once weighted proportionately according to the fee proposed for each property, overall support for the measure declines to 36%, with 54% opposed and 10% unsure. The decline in support in the weighted scenario reflects the tendency for property owners who receive comparatively high assessments to be more likely to oppose the measure.

Question 4: Landscape & Lighting *Next year, property owners in the City of Manhattan Beach may be asked to vote on a local ballot measure. Let me read you a summary of the measure. In order to keep pace with the increasing costs of electricity and operating, maintaining, and repairing street lights throughout the City; avoid reductions in street lighting service; and replace outdated light systems with energy efficient lights that are less costly to operate and maintain and are better for the environment. Shall property owners in Manhattan Beach be assessed an annual fee for each property that they own? The fee increase for your property would be approximately: $<Rate A> per year. If the election were held today, would you vote yes or no on this measure?*

FIGURE 3 INITIAL BALLOT TEST: LANDSCAPE & LIGHTING



LANDSCAPE & LIGHTING: SUPPORT BY SUBGROUPS

For the interested reader, Table 1 on the next page shows how support at the Initial Ballot Test for the landscape & lighting measure varied by key demographic traits. The blue column (Approximate % of Universe) indicates the percentage of the weighted voter universe that each subgroup category comprises.

When compared with their respective counterparts, those who live in a condominium, property owners who reside in a Dual Democratic household, households for which the assessors file information allowed for a match to the voter file, individuals who received comparatively low proposed fees (less than $33 annually), and males were the most likely to support the landscape & lighting measure at the Initial Ballot Test.

TABLE 1 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT INITIAL BALLOT TEST: LANDSCAPING & LIGHTING

		Approximate % of Weighted Voter Universe	% Probably or Definitely Yes	% Not sure
Overall		100	35.5	10.2
Years in Manhattan Beach (Q1)	Less than 5	8	50.8	8.1
	5 to 9	7	50.0	8.8
	10 to 14	31	49.2	1.2
	15 or longer	54	33.9	18.4
Land Use Category	Commercial	46	25.8	12.5
	Condo	5	60.7	5.3
	Mult Family	13	25.6	7.7
	Single Family	36	48.1	8.8
Household Party Type	Single dem	6	46.7	16.5
	Dual dem	4	62.8	2.7
	Single rep	6	24.7	18.5
	Dual rep	6	58.3	5.2
	Other	5	46.7	14.0
	Mixed	6	46.1	8.3
	No voter ID	67	29.9	9.8
Voter Hsld Identified	Yes	33	47.0	11.0
	No	67	29.9	9.8
Rate A Group	Low (<$33)	2	64.4	0.0
	Mid ($33~$66)	34	47.3	8.4
	High ($66+)	64	28.4	11.4
Gender	Male	75	37.7	3.3
	Female	25	28.8	31.5

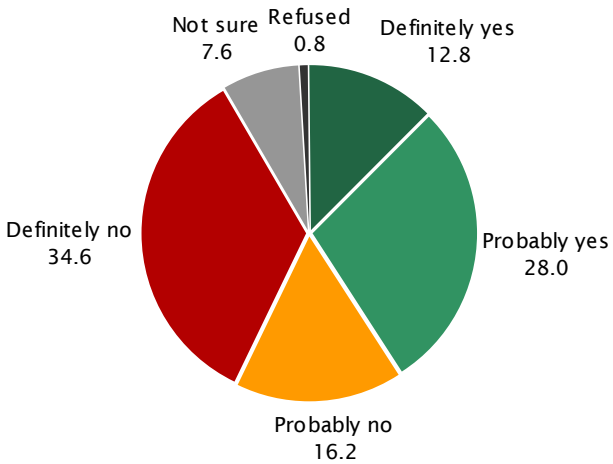
SUPPORT FOR STORMWATER MEASURE

Figure 4 on the next page presents the results of the Initial Ballot Test for the stormwater measure that would raise funds to protect public health and reduce water pollution in Manhattan Beach, repair, reconstruct, and maintain the storm drain system throughout the City, remove pollutants, toxic chemicals, and infectious bacteria from runoff, keep trash and pollution off our beaches and out of local waterways and the ocean, and reduce illegal discharges of pollution into water sources through improved monitoring, investigation and prosecution. As was the case with the landscape & lighting survey, each property owner was presented with a rate that was specific to their property based on the *Preliminary Analysis for the Stormwater Utility Fee* conducted for the City of Manhattan Beach by Harris & Associates in 2014.

Overall, 41% of property owners indicated that they would definitely or probably support the stormwater measure at this stage in the survey, whereas 51% stated that they would oppose the measure, and 8% were unsure or unwilling to share their vote choice.

Question 4: Stormwater *Next year, property owners in the City of Manhattan Beach may be asked to vote on a local ballot measure. Let me read you a summary of the measure. In order to protect public health and reduce water pollution in Manhattan Beach; repair, reconstruct, and maintain the storm drain system throughout the City; remove pollutants, toxic chemicals, and infectious bacteria from runoff; keep trash and pollution off our beaches and out of local waterways and the ocean; and reduce illegal discharges of pollution into water sources through improved monitoring, investigation and prosecution. Shall property owners in Manhattan Beach be assessed an annual fee for each property that they own? The fee for your property would be approximately: $<Rate A> per year. If the election were held today, would you vote yes or no on this measure?*

FIGURE 4 INITIAL BALLOT TEST: STORMWATER



STORMWATER: SUPPORT BY SUBGROUPS Table 2 on the next page shows how support at the Initial Ballot Test for the stormwater measure varied by key demographic traits. The blue column (Approximate % of Universe) indicates the percentage of the voter universe that each subgroup category comprises. When compared with their respective counterparts, those who had lived in Manhattan Beach less than 10 years, those living in a condominium or single family residence, Single and Dual Democratic households, and property owners whose proposed fee was less than $200 were the most likely to exhibit support for the measure.

TABLE 2 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT INITIAL BALLOT TEST: STORMWATER

		Approximate % of Voter Universe	% Probably or Definitely Yes	% Not sure
Overall		100	40.8	7.6
Years in Manhattan Beach (Q1)	Less than 5	7	44.4	14.8
	5 to 9	11	47.6	4.8
	10 to 14	13	42.6	8.5
	15 or longer	69	39.5	7.0
Land Use Category	Commercial	3	16.7	0.0
	Condo	8	45.2	3.2
	Mult Family	14	30.8	5.8
	Single Family	75	43.2	8.7
Household Party Type	Single dem	12	55.6	11.1
	Dual dem	7	50.0	3.8
	Single rep	11	41.9	7.0
	Dual rep	11	29.3	4.9
	Other	10	26.3	18.4
	Mixed	17	45.5	4.5
	No voter ID	32	39.0	6.5
Voter Hsld Identified	Yes	68	41.7	8.1
	No	32	39.0	6.5
Rate A Group	Low (<$150)	6	39.1	4.3
	Mid ($150~$200)	85	41.8	8.0
	High ($200+)	9	32.4	5.9
Gender	Male	68	41.7	5.8
	Female	32	39.0	11.4

REASONS FOR OPPOSING MEASURE

Respondents who opposed the measures at Questions 4 were subsequently asked if there was a particular reason for their position. Question 5 was asked in an open-ended manner, thereby allowing respondents to mention any reason that came to mind without being prompted by or restricted to a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 5 for the landscape & lighting assessment, Figure 6 for the stormwater measure.

The most frequently-mentioned reasons for opposing the landscape & lighting assessment were a perception that taxes/fees are already too high (26%), concern that the money will be mismanaged (22%), a perception that the City already has enough funding (14%), and a need for more information (13%). The reasons expressed for not supporting the stormwater measure were similar, including a perception that taxes/fees are already too high (40%), concern that the money will be mismanaged (20%), a perception that the City already has enough funding (14%), and a need for more information (11%).

Question 5 *Is there a particular reason why you do not support the measure I just described?*

FIGURE 5 REASONS FOR NOT SUPPORTING MEASURE: LANDSCAPE & LIGHTING

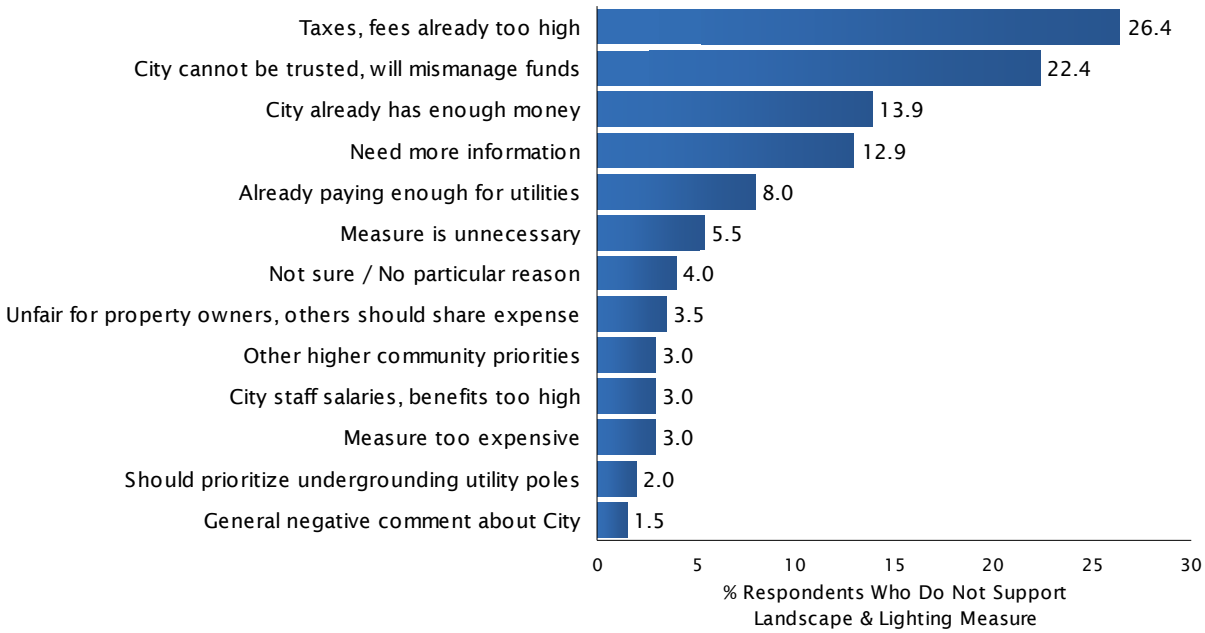
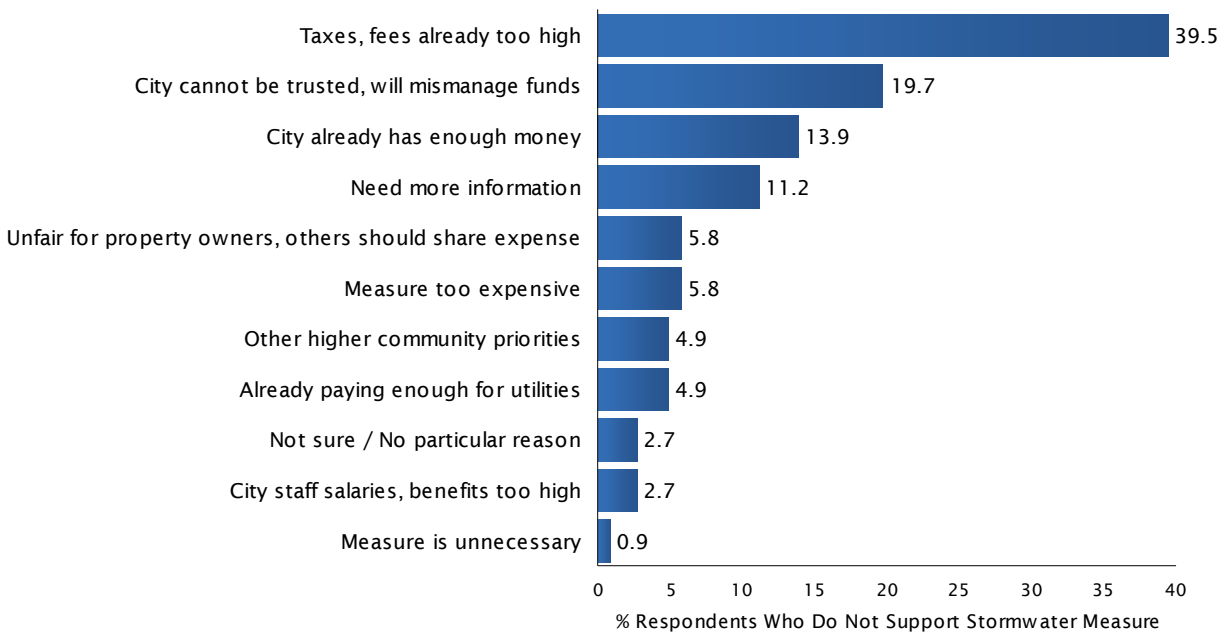


FIGURE 6 REASONS FOR NOT SUPPORTING MEASURE: STORMWATER



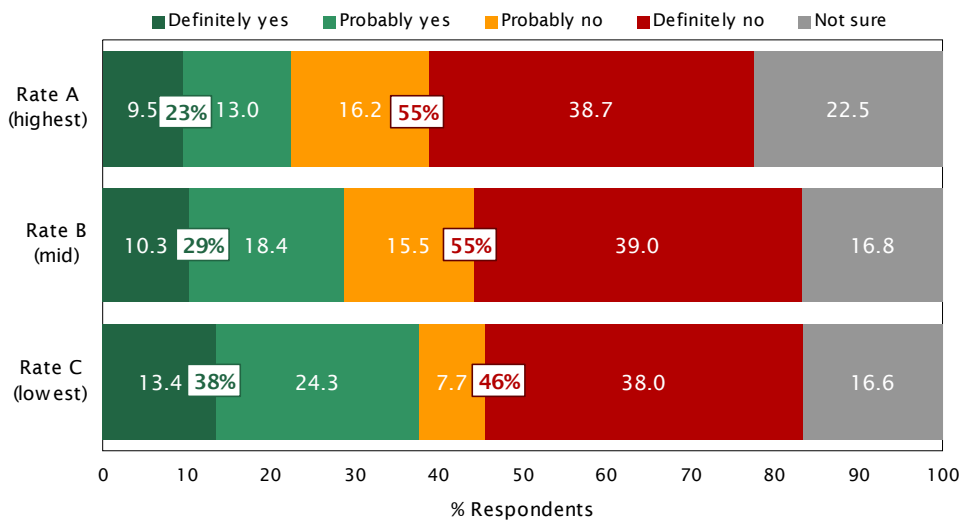
Fee Threshold

Naturally, property owner support for a revenue measure is often contingent on the cost of the measure. The higher the tax rate or fee, all other things being equal, the less likely an individual is to support the measure. One of the goals of this study was thus to gauge the impact that changes in the fee rate can be expected to have on property owner support for the proposed revenue measures.

Question 6 was designed to do just that. Respondents were first instructed that the fee rate for the measure had yet to be determined, although several rates were being considered. They were then presented with the highest amount for their property based on the preliminary engineer's analysis (Rate A) and asked if they would support the proposed measure at that amount. If a respondent did not answer 'definitely yes', they were asked whether they would support the measure at the next lowest rate (Rate B), and so on. Note that Rate B was 80% of the Rate A amount, whereas Rate C was 60% of Rate A. The three rates tested, as well as the percentage of respondents who indicated they would vote in favor of the measure at each rate, are shown below in Figure 7 for the landscape & lighting assessment, Figure 9 for the stormwater measure.

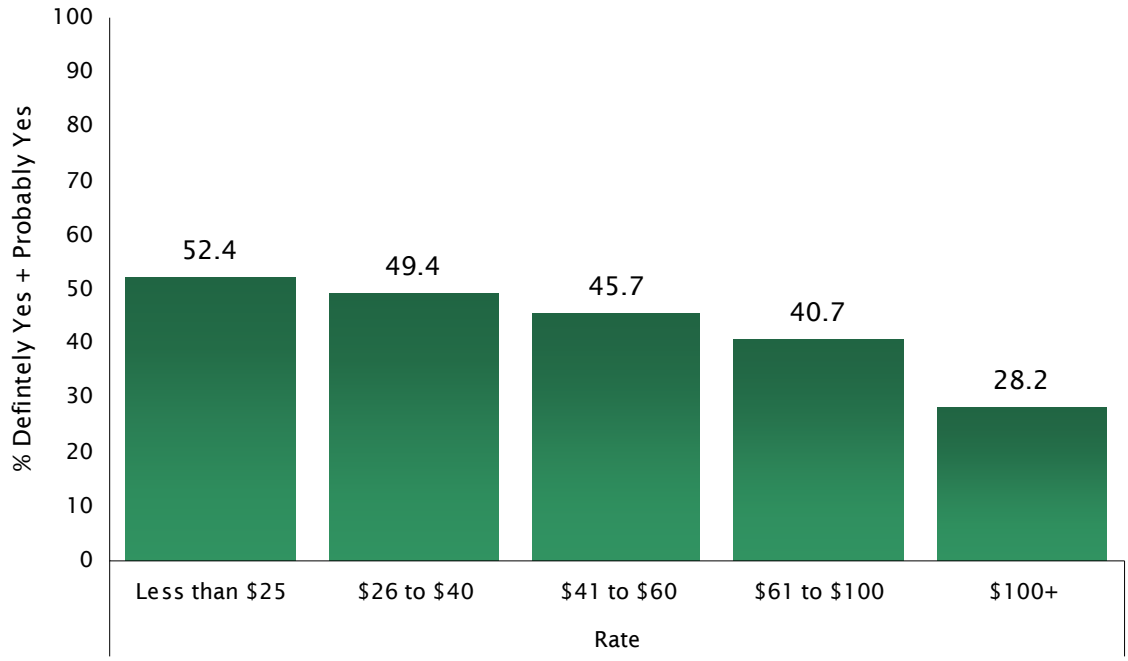
Question 6: Landscape & Lighting *The measure I just described would raise money through annual property taxes paid by residential and commercial property owners in the City. However, the amount to be charged to each parcel has not been determined yet. If you heard that your household would pay an additional _____ per year for each property you own in Manhattan Beach, would you vote yes or no on the measure?*

Figure 7 Tax Threshold: Landscape & Lighting



At the highest proposed rate for each property based on the engineer's assessment, just 23% of property owners (weighted) indicated they would support the measure. Incremental reductions in the fee rate resulted in incremental increases in support for the measure, with 38% of property owners indicating that they would support the landscape & lighting assessment at 60% of the highest proposed rate (Rate C).

FIGURE 8 SUPPORT FOR LANDSCAPE & LIGHTING MEASURE BY DOLLAR AMOUNT



Whereas Figure 7 shows support at each of the proposed rate structures (recognzing that the amount will vary by parcel), Figure 8 illustrates how support varied depending on the specific dollar amount presented to property owners. As note in the figure, support for the proposed landscape & lighting assessment was found among a majority (52%) of property owners when the annual fee to their property was less than $25. As the fee escalated, support declined—with just 28% of property owners indicating that they would support a fee of $100 or more per year.

When compared to the landscape & lighting assessment, support for the proposed stormwater measure was somewhat higher (see Figure 9 on the next page). At the highest proposed rate for each property based on the engineer's assessment, 38% of property owners indicated they would support the measure. As the fee rate was lowered to 80% (Rate B) and 60% (Rate C) of original rate (Rate A), support climbed to 40% and 44%, respectively.

Converting the rates to actual dollar amounts reveals that support for the stormwater measure was not particularly sensitive to the amount of the fee within the range of fees being considered by the City (see Figure 10). At an annual amount of less than $90, for example, 45% of property owners stated they would support the measure. The comparable figure for fees of $150 or more per year was 41%. It is likely, however, that a more modest fee (less than $50, for example), would generate a spike in support.

Question 6: Stormwater *The measure I just described would raise money through annual property taxes paid by residential and commercial property owners in the City. However, the amount to be charged to each parcel has not been determined yet. If you heard that your household would pay _____ per year for each property you own in Manhattan Beach, would you vote yes or no on the measure?*

FIGURE 9 TAX THRESHOLD: STORMWATER

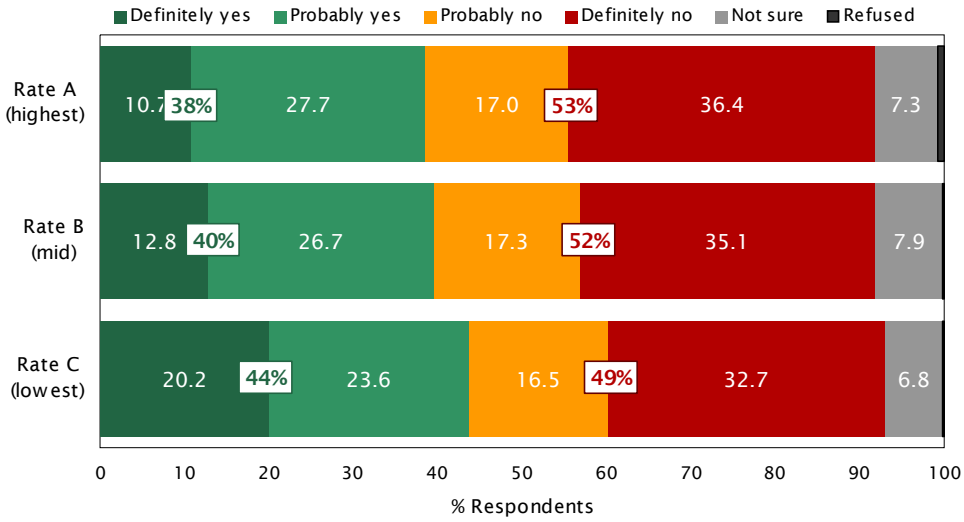
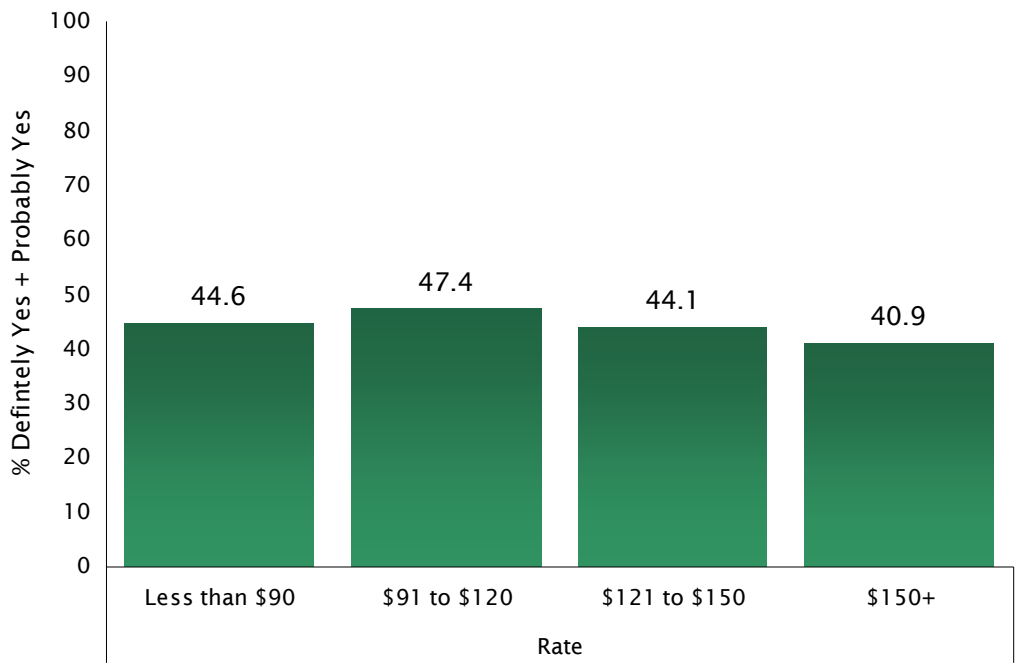


FIGURE 10 SUPPORT FOR STORMWATER MEASURE BY DOLLAR AMOUNT



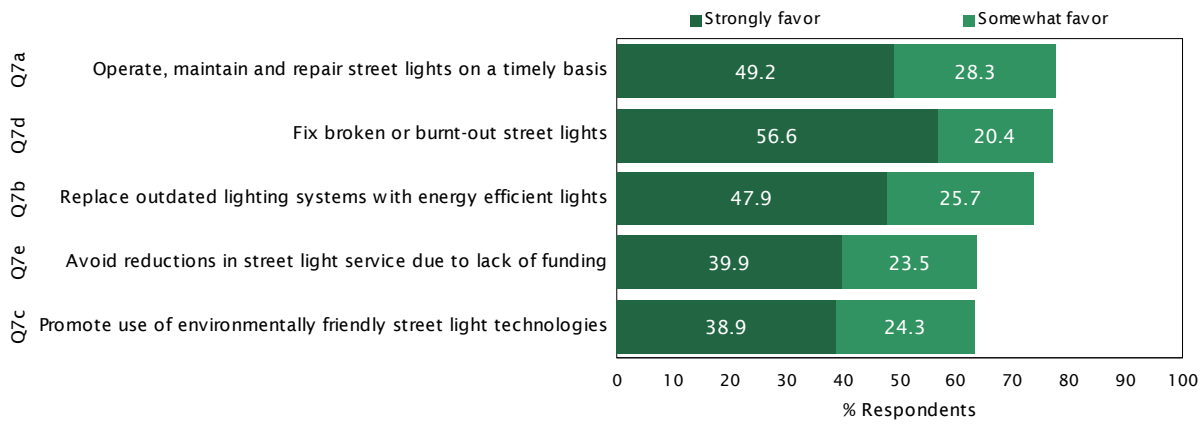
Programs & Projects

The ballot language presented in Question 2 indicated that the proposed landscape & lighting assessment would raise funds to keep pace with the increasing costs of electricity and operating, maintaining, and repairing street lights throughout the City, avoid reductions in street lighting service, and replace outdated light systems with energy efficient lights that are less costly to operate and maintain and are better for the environment. The ballot language for the stormwater measure was similarly succinct, stating that the measure would raise funds to protect public health and reduce water pollution in Manhattan Beach, repair, reconstruct, and maintain the storm drain system throughout the City, remove pollutants, toxic chemicals, and infectious bacteria from runoff, keep trash and pollution off our beaches and out of local waterways and the ocean, and reduce illegal discharges of pollution into water sources through improved monitoring, investigation and prosecution. The purpose of Question 7 was to provide respondents with the full range of services and infrastructure improvements that may be funded by the proposed measures, as well as identify which of these improvements property owners most favored funding with measure proceeds.

After reading each service or project that may be funded by the measure, respondents were asked if they would favor or oppose spending some of the money on that particular item assuming that the measure passes. Truncated descriptions of the improvements tested, as well as property owners' responses, are shown in Figure 11 for the landscape & lighting assessment, Figure 12 for the stormwater measure.[5]

Question 7: Landscape & Lighting/Stormwater *The measure we've been discussing will fund a variety of projects and services in the City. If the measure passes, would you favor or oppose using some of the money to: _____, or do you not have an opinion?*

Figure 11 Programs & Projects: Landscape & Lighting



Among the items that could be funded by the landscape & lighting assessment, property owners most strongly favored using the funds to operate, maintain and repair street lights on a timely basis (78%), fix broken or burnt-out street lights (77%), and replace outdated lighting systems that are expensive to operate and repair with new energy efficient lights that will be more cost-

5. For the full text of the items tested, turn to Question 6 in *Questionnaire & Toplines* on page 40.

effective (74%). For the interested reader, Table 3 ranks the five projects and services (showing the percentage of respondents who *strongly* favor each) by position at the Initial Ballot Test.

TABLE 3 TOP PROGRAMS & PROJECTS BY POSITION AT INITIAL BALLOT TEST: LANDSCAPE & LIGHTING

Position at Initial Ballot Test (Q4)	Item	Program or Project Summary	% Strongly Favor
Probably or Definitely **Yes** (*n* = 177)	Q7d	Fix broken or burnt-out street lights	77
	Q7b	Replace outdated lighting systems with energy efficient lights	73
	Q7a	Operate, maintain and repair street lights on a timely basis	69
	Q7e	Avoid reductions in street light service due to lack of funding	59
	Q7c	Promote use of environmentally friendly street light technologies	58
Probably or Definitely **No** (*n* = 170)	Q7d	Fix broken or burnt-out street lights	39
	Q7a	Operate, maintain and repair street lights on a timely basis	32
	Q7e	Avoid reductions in street light service due to lack of funding	24
	Q7b	Replace outdated lighting systems with energy efficient lights	22
	Q7c	Promote use of environmentally friendly street light technologies	19
Not Sure (*n* = 31)	Q7b	Replace outdated lighting systems with energy efficient lights	42
	Q7c	Promote use of environmentally friendly street light technologies	42
	Q7d	Fix broken or burnt-out street lights	32
	Q7a	Operate, maintain and repair street lights on a timely basis	26
	Q7e	Avoid reductions in street light service due to lack of funding	19

For the stormwater measure (see Figure 12), property owners most strongly favored using the funds to reconstruct or replace storm drains that are identified by engineers as being high risk for collapse or failures (79%), install and maintain devices in storm drains that capture trash and pollution before they enter our waterways (76%), reduce illegal discharges of pollution into water sources through improved monitoring, investigation and prosecution (70%), and keep trash and pollution off our beaches and out of local waterways and the ocean (70%). Table 4 on the next page ranks the five projects and services (showing the percentage of respondents who *strongly* favor each) by position at the Initial Ballot Test.

FIGURE 12 PROGRAMS & PROJECTS: STORMWATER

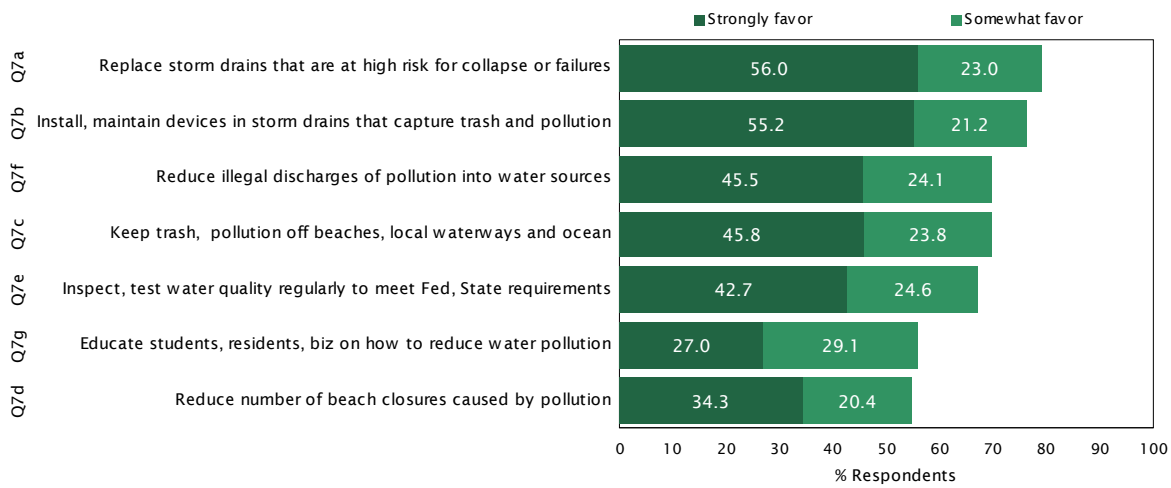


TABLE 4 TOP PROGRAMS & PROJECTS BY POSITION AT INITIAL BALLOT TEST: STORMWATER

Position at Initial Ballot Test (Q4)	Item	Program or Project Summary	% Strongly Favor
Probably or Definitely **Yes** (*n* = 156)	Q7a	Replace storm drains that are at high risk for collapse or failures	85
	Q7b	Install, maintain devices in storm drains that capture trash and pollution	85
	Q7c	Keep trash, pollution off beaches, local waterways and ocean	79
	Q7f	Reduce illegal discharges of pollution into water sources	73
	Q7e	Inspect, test water quality regularly to meet Fed, State requirements	71
Probably or Definitely **No** (*n* = 194)	Q7a	Replace storm drains that are at high risk for collapse or failures	31
	Q7b	Install, maintain devices in storm drains that capture trash and pollution	31
	Q7f	Reduce illegal discharges of pollution into water sources	23
	Q7e	Inspect, test water quality regularly to meet Fed, State requirements	21
	Q7c	Keep trash, pollution off beaches, local waterways and ocean	18
Not Sure (*n* = 29)	Q7a	Replace storm drains that are at high risk for collapse or failures	66
	Q7b	Install, maintain devices in storm drains that capture trash and pollution	59
	Q7c	Keep trash, pollution off beaches, local waterways and ocean	55
	Q7f	Reduce illegal discharges of pollution into water sources	52
	Q7e	Inspect, test water quality regularly to meet Fed, State requirements	38

Positive Arguments

If the City Council chooses to place a measure on an upcoming ballot, voters will be exposed to various arguments about the measure in the ensuing months. Proponents of the measure will present arguments to try to persuade property owners to support the measure, just as opponents may present arguments to achieve the opposite goal. For this study to be a reliable gauge of property owner support for a measure, it is important that the survey simulate the type of discussion and debate that will occur prior to the vote taking place and identify how this information ultimately shapes property owners' opinions about the measure.

The objective of Question 8 was thus to present respondents with arguments in favor of the proposed measures and identify whether they felt the arguments were convincing reasons to support the measures. Arguments in opposition to the measures were also presented and are discussed later in this report (see *Negative Arguments* on page 31). Within each series, specific arguments were administered in random order to avoid a systematic position bias.

Question 8: Landscape & Lighting/Stormwater *What I'd like to do now is tell you what some people are saying about the measure we've been discussing. Supporters of the measure say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to SUPPORT the measure?*

Figure 13 Positive Arguments: Landscape & Lighting

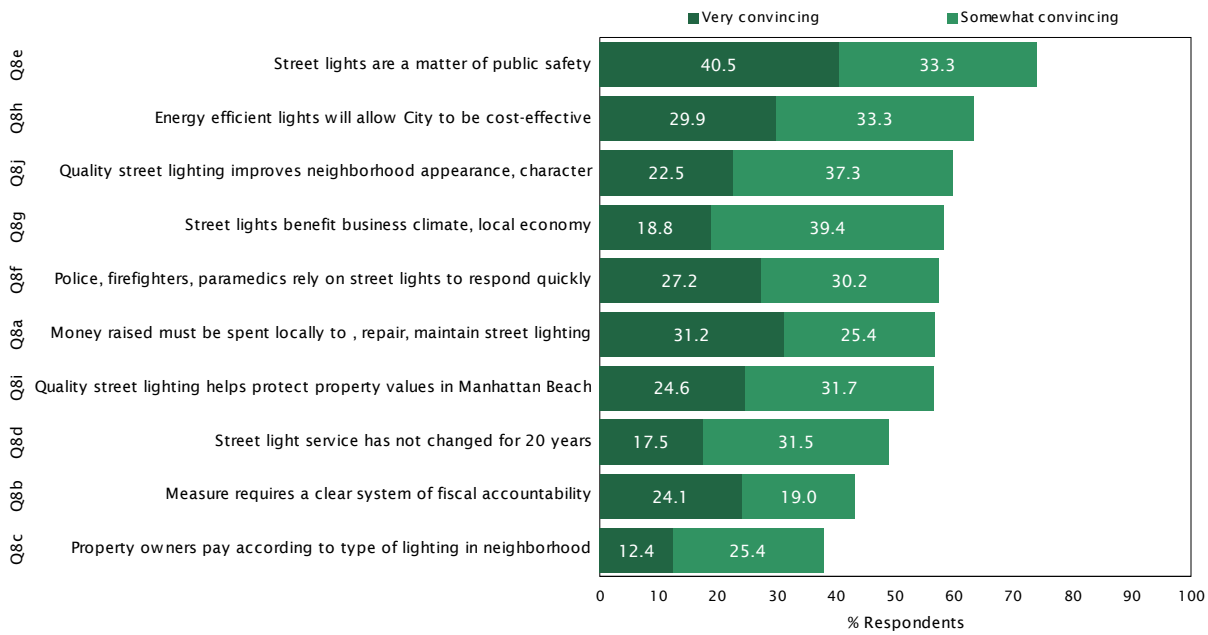


Figure 13 presents the truncated positive arguments tested in the landscape & lighting survey, as well as property owners' reactions to the arguments. The arguments are ranked from most convincing to least convincing based on the percentage of respondents who indicated that the argument was either a 'very convincing' or 'somewhat convincing' reason to support the measure. Using this methodology, the most compelling positive argument was: *Street lights are a matter of public safety. Good street lights deter crime, prevent car accidents, and protect pedestrians* (74%), followed by *By switching to energy efficient lights, this measure will allow the City to be more cost-effective and environmentally friendly in the future* (63%), and *Quality street*

lighting improves the appearance, character and quality of life in a neighborhood (60%). Table 5 lists the top five most convincing positive arguments for the landscape & lighting measure (showing the percentage of respondents who cited each as *very* convincing) according to respondents' vote choice at the Initial Ballot Test.

TABLE 5 TOP POSITIVE ARGUMENTS BY POSITION AT INITIAL BALLOT TEST: LANDSCAPE & LIGHTING

Position at Initial Ballot Test (Q4)	Item	Positive Argument Summary	% Very Convincing
Probably or Definitely **Yes** (*n* = 177)	Q8e	Street lights are a matter of public safety	66
	Q8a	Money raised must be spent locally to operate, repair, maintain street lighting	54
	Q8h	Energy efficient lights will allow City to be cost-effective, environmentally friendly	51
	Q8f	Police, firefighters, paramedics rely on street lights to respond quickly	48
	Q8i	Quality street lighting helps protect property values in Manhattan Beach	45
Probably or Definitely **No** (*n* = 170)	Q8e	Street lights are a matter of public safety	18
	Q8a	Money raised must be spent locally to operate, repair, maintain street lighting	10
	Q8h	Energy efficient lights will allow City to be cost-effective, environmentally friendly	9
	Q8f	Police, firefighters, paramedics rely on street lights to respond quickly	9
	Q8b	Measure requires a clear system of fiscal accountability	7
Not Sure (*n* = 31)	Q8e	Street lights are a matter of public safety	23
	Q8h	Energy efficient lights will allow City to be cost-effective, environmentally friendly	23
	Q8a	Money raised must be spent locally to operate, repair, maintain street lighting	19
	Q8g	Street lights benefit business climate, local economy	16
	Q8j	Quality street lighting improves neighborhood appearance, character, quality of life	16

For the stormwater measure (see Figure 14), the most compelling positive arguments were: *It is a lot cheaper to fix a storm drain now than to pay for reconstruction, property damage and lawsuits when it fails* (61%), *Stormwater runoff carries tons of trash, infectious bacteria and toxic pollutants directly to the ocean and local beaches. This measure is one of the best ways to protect our water quality and public health* (57%), and *Every year, thousands of pounds of trash from our streets washes up on local beaches. This measure will help prevent and clean up trash and pollution before it ends up in our water and on our shorelines and beaches* (53%).

FIGURE 14 TOP POSITIVE ARGUMENTS: STORMWATER

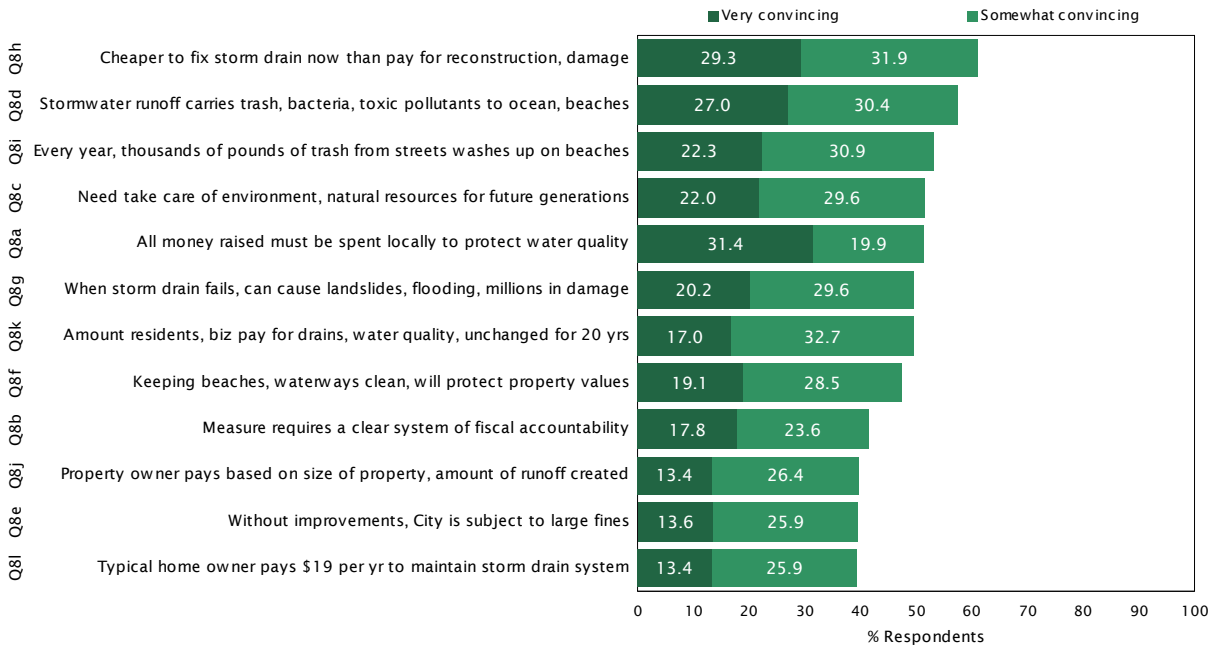


Table 6 lists the top five most convincing positive arguments for the stormwater measure (showing the percentage of respondents who cited each as *very* convincing) according to respondents' vote choice at the Initial Ballot Test.

TABLE 6 TOP POSITIVE ARGUMENTS BY POSITION AT INITIAL BALLOT TEST: STORMWATER

Position at Initial Ballot Test (Q4)	Item	Positive Argument Summary	% Very Convincing
Probably or Definitely **Yes** (*n* = 156)	Q8a	All money raised must be spent locally to protect water quality	60
	Q8d	Stormwater runoff carries trash, bacteria, toxic pollutants to ocean, beaches	58
	Q8h	Cheaper to fix storm drain now than pay for reconstruction, damage, lawsuits	50
	Q8i	Every year, thousands of pounds of trash from streets washes up on beaches	46
	Q8c	Need take care of environment, natural resources for future generations	44
Probably or Definitely **No** (*n* = 194)	Q8h	Cheaper to fix storm drain now than pay for reconstruction, damage, lawsuits	11
	Q8a	All money raised must be spent locally to protect water quality	8
	Q8g	When storm drain fails, can cause landslides, flooding, millions in damage	7
	Q8c	Need take care of environment, natural resources for future generations	5
	Q8i	Every year, thousands of pounds of trash from streets washes up on beaches	4
Not Sure (*n* = 29)	Q8h	Cheaper to fix storm drain now than pay for reconstruction, damage, lawsuits	41
	Q8g	When storm drain fails, can cause landslides, flooding, millions in damage	34
	Q8a	All money raised must be spent locally to protect water quality	31
	Q8f	Keeping beaches, waterways clean, pollution-free will protect property values	24
	Q8b	Measure requires a clear system of fiscal accountability	21

INTERIM BALLOT TEST

After exposing respondents to the types of positive arguments they may encounter during an election cycle, as well as the services and facilities that may be funded by the measures, the survey again presented property owners with the ballot language used previously to gauge how their support for the proposed measures may have changed.

LANDSCAPE & LIGHTING ASSESSMENT As shown in Figure 15, overall support for the landscape & lighting measure at this point declined to 22% in a weighted-vote scenario using the proposed Rate A, with 50% of respondents opposed to the measure and an additional 28% unsure or unwilling to state their vote choice. When the votes were not weighted, support at the Interim Ballot Test was higher (43%) yet still below the majority required for passage. Table 7 on the next page displays how support for the landscape & lighting assessment at this point in the survey varied by key demographic subgroups, as well as the percentage change in subgroup support when compared to the Initial Ballot Test. Positive differences appear in green, whereas negative differences appear in red.

Question 9: Landscape & Lighting *Sometimes people change their mind about a measure once they have more information about it. Now that you have heard a bit more about the measure, let me read you a summary of it again. In order to keep pace with the increasing costs of electricity and operating, maintaining, and repairing street lights throughout the City; avoid reductions in street lighting service; and replace outdated light systems with energy efficient lights that are less costly to operate and maintain and are better for the environment. Shall property owners in Manhattan Beach be assessed an annual fee for each property that they own? The fee increase for your property would be approximately: $<Rate A> per year. If the election were held today, would you vote yes or no on this measure.*

FIGURE 15 INTERIM BALLOT TEST: LANDSCAPE & LIGHTING

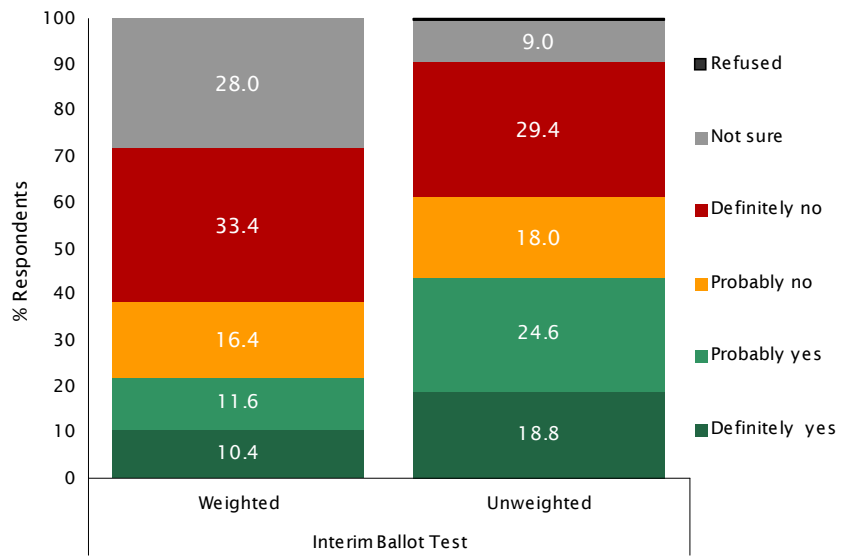


TABLE 7 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT INTERIM BALLOT TEST: LANDSCAPE & LIGHTING

		Approximate % of Weighted Voter Universe	% Probably or Definitely Yes	Change From Initial Ballot Test (Q4)
Overall		100	22.1	-13.4
Years in Manhattan Beach (Q1)	Less than 5	8	53.2	+2.4
	5 to 9	7	46.5	-3.5
	10 to 14	31	5.8	-43.4
	15 or longer	54	30.0	-3.9
Land Use Category	Commercial	46	0.2	-25.6
	Condo	5	48.2	-12.5
	Mult Family	13	25.0	-0.6
	Single Family	36	45.1	-3.0
Household Party Type	Single dem	6	43.0	-3.7
	Dual dem	4	57.4	-5.3
	Single rep	6	27.8	+3.1
	Dual rep	6	50.3	-8.0
	Other	5	46.7	No change
	Mixed	6	39.4	-6.6
	No voter ID	67	11.6	-18.3
Voter Hsld Identified	Yes	33	43.4	-3.6
	No	67	11.6	-18.3
Rate A Group	Low (<$33)	2	55.8	-8.6
	Mid ($33~$66)	34	44.1	-3.2
	High ($66+)	64	9.4	-19.0
Gender	Male	75	20.7	-17.0
	Female	25	26.4	-2.4

STORMWATER MEASURE When compared to support for the landscape & lighting assessment, support for the proposed stormwater measure was more consistent between the Initial and Interim Ballot Tests, as well as higher overall. At the Interim Ballot Test, 39% of property owners indicated they would support the stormwater measure at the highest proposed rate (Rate A), whereas 54% opposed the measure and 7% were unsure or unwilling to share their opinion. Table 8 shows that the relative stability of property owner support for the measure in the aggregate was also shared at the subgroup level, with nearly every subgroup exhibiting little or no change in support for the stormwater measure between the Initial and Interim Ballot Tests.

Question 9: Stormwater *Sometimes people change their mind about a measure once they have more information about it. Now that you have heard a bit more about the measure, let me read you a summary of it again. In order to protect public health and reduce water pollution in Manhattan Beach; repair, reconstruct, and maintain the storm drain system throughout the City; remove pollutants, toxic chemicals, and infectious bacteria from runoff; keep trash and pollution off our beaches and out of local waterways and the ocean; and reduce illegal discharges of pollution into water sources through improved monitoring, investigation and prosecution. Shall property owners in Manhattan Beach be assessed an annual fee for each property that they own? The fee for your property would be approximately: $<Rate A> per year. If the election were held today, would you vote yes or no on this measure?*

FIGURE 16 INTERIM BALLOT TEST STORMWATER

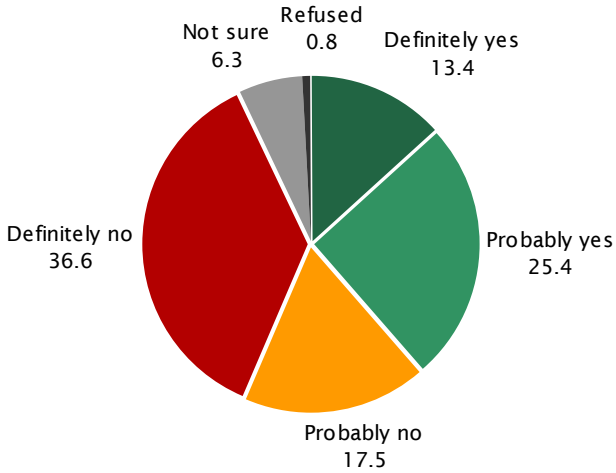


TABLE 8 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT INTERIM BALLOT TEST: STORMWATER

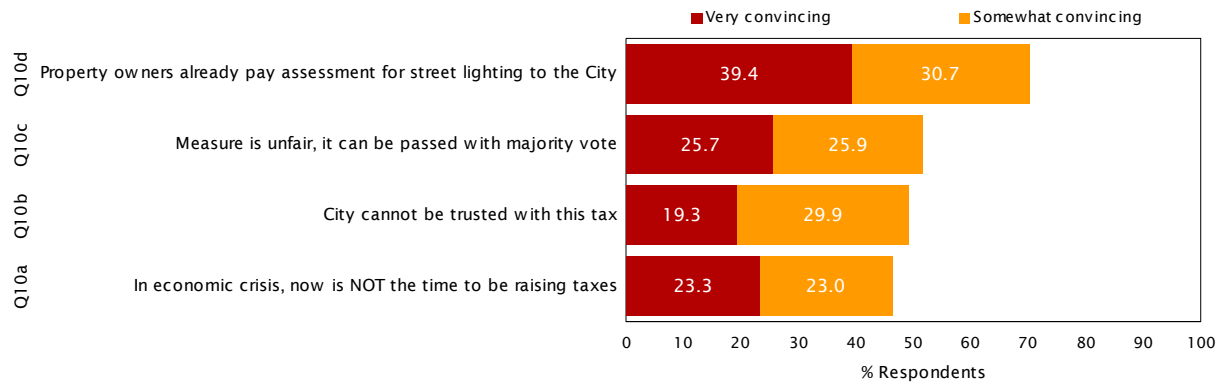
		Approximate % of Voter Universe	% Probably or Definitely Yes	Change From Initial Ballot Test (Q4)
Overall		100	38.7	-2.1
Years in Manhattan Beach (Q1)	Less than 5	7	44.4	No change
	5 to 9	11	40.5	-7.1
	10 to 14	13	46.8	+4.3
	15 or longer	69	37.1	-2.3
Land Use Category	Commercial	3	16.7	No change
	Condo	8	41.9	-3.2
	Mult Family	14	30.8	No change
	Single Family	75	40.8	-2.4
Household Party Type	Single dem	12	53.3	-2.2
	Dual dem	7	50.0	No change
	Single rep	11	37.2	-4.7
	Dual rep	11	26.8	-2.4
	Other	10	26.3	No change
	Mixed	17	40.9	-4.5
	No voter ID	32	38.2	-0.8
Voter Hsld Identified	Yes	68	39.0	-2.7
	No	32	38.2	-0.8
Rate A Group	Low (<$150)	6	39.1	No change
	Mid ($150~$200)	85	39.4	-2.5
	High ($200+)	9	32.4	-0.0
Gender	Male	68	38.6	-3.1
	Female	32	39.0	No change

Negative Arguments

Whereas Question 8 presented respondents with arguments in favor of the measures, Question 10 presented respondents with arguments designed to elicit opposition to the measures. In the case of Question 10, however, respondents were asked whether they felt that the argument was a very convincing, somewhat convincing, or not at all convincing reason to *oppose* the measure. The arguments tested, as well as property owners' opinions about the arguments, are presented in Figure 17 for the landscape & lighting measure and Figure 18 for the stormwater measure.

Question 10: Landscape & Lighting/Stormwater *Next, let me tell you what opponents of the measure are saying. Opponents of the measure say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to OPPOSE the measure?*

Figure 17 Negative Arguments: Landscape & Lighting



Among the negative arguments tested for the landscape & lighting assessment, the most compelling were: *Property owners already pay an assessment for street lighting to the City. Now they want another one? That's not fair to taxpayers* (70%), *This measure is unfair because it can be passed with a majority vote rather than the usual two-thirds requirement, and many voters are not allowed to participate* (52%), and *The City can't be trusted with this tax. They will mismanage the money* (49%). Table 9 ranks the negative arguments (showing the percentage of respondents who cited each as very convincing) according to respondents' vote choice at the Initial Ballot Test for the landscape & lighting measure.

Table 9 Negative Arguments by Position at Initial Ballot Test: Landscape & Lighting

Position at Initial Ballot Test (Q4)	Item	Negative Argument Summary	% Very Convincing
Probably or Definitely **Yes** (*n* = 177)	Q10d	Property owners already pay assessment for street lighting to the City	15
	Q10c	Measure is unfair, it can be passed with majority vote	12
	Q10a	In economic crisis, now is NOT the time to be raising taxes	5
	Q10b	City cannot be trusted with this tax	5
Probably or Definitely **No** (*n* = 170)	Q10d	Property owners already pay assessment for street lighting to the City	68
	Q10a	In economic crisis, now is NOT the time to be raising taxes	44
	Q10c	Measure is unfair, it can be passed with majority vote	41
	Q10b	City cannot be trusted with this tax	35
Not Sure (*n* = 31)	Q10d	Property owners already pay assessment for street lighting to the City	26
	Q10c	Measure is unfair, it can be passed with majority vote	19
	Q10b	City cannot be trusted with this tax	16
	Q10a	In economic crisis, now is NOT the time to be raising taxes	13

Among the negative arguments tested for the stormwater measure, the most compelling were: *This measure won't make a difference. Most of the water pollution is coming from Los Angeles and other cities, and they aren't doing much to stop it* (69%), *The City can't be trusted with this tax. They will mismanage the money* (56%), and *People are having a hard time making ends meet with high unemployment and a sluggish economy. Now is NOT the time to be raising taxes* (52%). Table 10 ranks the negative arguments (showing the percentage of respondents who cited each as very convincing) according to respondents' vote choice at the Initial Ballot Test for the stormwater measure.

FIGURE 18 NEGATIVE ARGUMENTS: STORMWATER

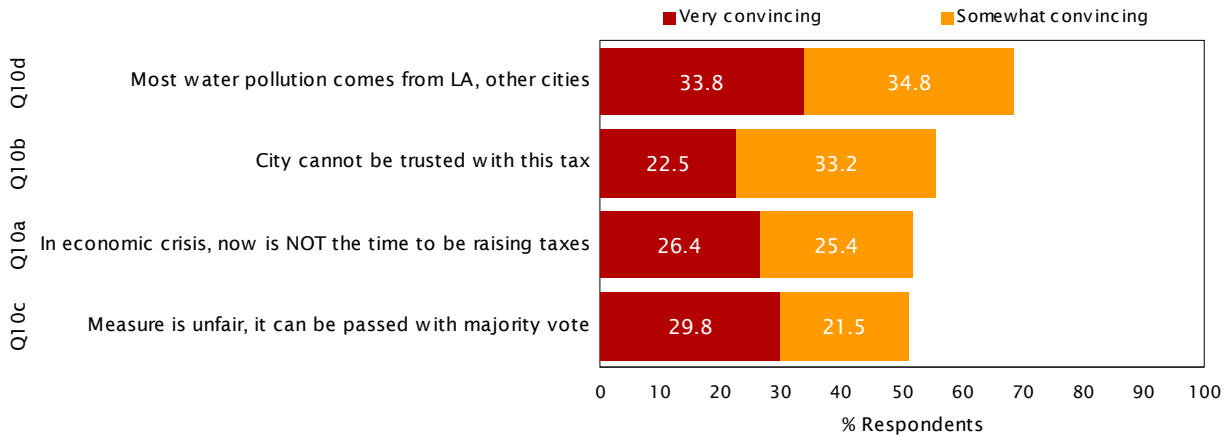


TABLE 10 NEGATIVE ARGUMENTS BY POSITION AT INITIAL BALLOT TEST: STORMWATER

Position at Initial Ballot Test (Q4)	Item	Negative Argument Summary	% Very Convincing
Probably or Definitely **Yes** (*n* = 156)	Q10d	Most water pollution comes from LA, other cities	15
	Q10c	Measure is unfair, it can be passed with majority vote	8
	Q10a	In economic crisis, now is NOT the time to be raising taxes	6
	Q10b	City cannot be trusted with this tax	4
Probably or Definitely **No** (*n* = 194)	Q10c	Measure is unfair, it can be passed with majority vote	49
	Q10d	Most water pollution comes from LA, other cities	48
	Q10a	In economic crisis, now is NOT the time to be raising taxes	46
	Q10b	City cannot be trusted with this tax	39
Not Sure (*n* = 29)	Q10d	Most water pollution comes from LA, other cities	38
	Q10c	Measure is unfair, it can be passed with majority vote	14
	Q10b	City cannot be trusted with this tax	10
	Q10a	In economic crisis, now is NOT the time to be raising taxes	7

Final Ballot Test

Property owners' opinions about revenue measures are often not rigid, especially when the amount of information presented to the public on a measure has been limited. An important goal of the survey was thus to gauge how property owners' opinions about the proposed measures may be affected by the information they could encounter during the course of an election cycle. After providing respondents with the wording of the proposed measures, possible fee rates, programs and projects that could be funded by the measures, as well as arguments in favor and against the proposals, respondents were again asked whether they would vote 'yes' or 'no' on the proposed landscape & lighting assessment and stormwater measure.

LANDSCAPE & LIGHTING ASSESSMENT Support for the landscape & lighting measure at this point in the survey was found among 21% of property owners in a weighted-vote scenario using the proposed Rate A, with 57% of respondents opposed to the measure and an additional 22% unsure or unwilling to state their vote choice. When the votes were not weighted, support at the Interim Ballot Test was considerably higher (41%) yet still below the majority required for passage.

Question 11: Landscape & Lighting *Now that you have heard a bit more about the measure, let me read you a summary of it one more time. In order to keep pace with the increasing costs of electricity and operating, maintaining, and repairing street lights throughout the City; avoid reductions in street lighting service; and replace outdated light systems with energy efficient lights that are less costly to operate and maintain and are better for the environment. Shall property owners in Manhattan Beach be assessed an annual fee for each property that they own? The fee increase for your property would be approximately: $<Rate A> per year. If the election were held today, would you vote yes or no on this measure.*

Figure 19 Final Ballot Test Landscape & Lighting

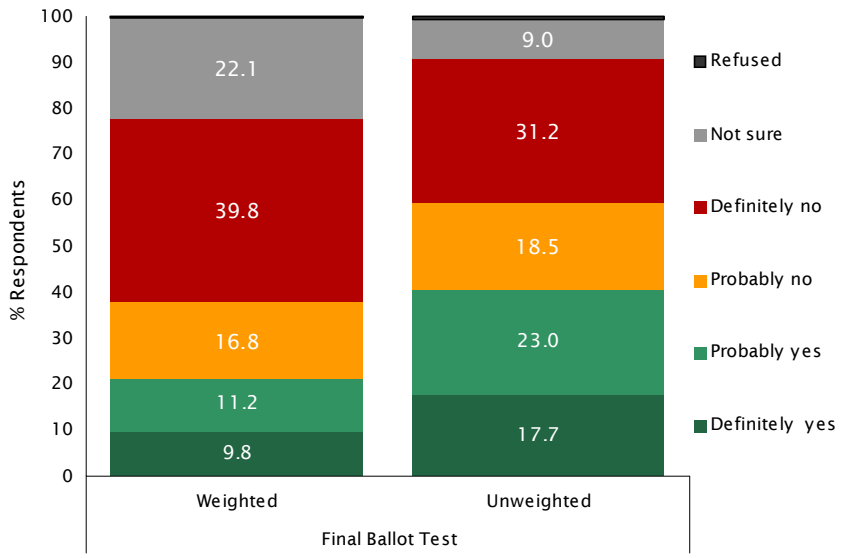


Table 11 provides a closer look at how support for the landscape & lighting assessment changed over the course of the interview by calculating the difference in support between the Initial, Interim, and Final Ballot Tests within various subgroups of property owners. The percentage of support for the measure at the Final Ballot Test is shown in the column with the heading *% Probably or Definitely Yes*. The columns to the right show the difference between the Final and the Initial, and the Final and Interim Ballot Tests. Positive differences appear in green, negative differences in red.

TABLE 11 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT FINAL BALLOT TEST: LANDSCAPE & LIGHTING

		Approximate % of Weighted Voter Universe	% Probably or Definitely Yes	Change From Initial Ballot Test (Q4)	Change From Interim Ballot Test (Q9)
Overall		100	21.0	-14.5	-1.0
Years in Manhattan Beach (Q1)	Less than 5	8	50.2	-0.6	-3.0
	5 to 9	7	43.0	-7.1	-3.5
	10 to 14	31	5.8	-43.4	No change
	15 or longer	54	28.6	-5.2	-1.3
Land Use Category	Commercial	46	0.2	-25.6	No change
	Condo	5	46.4	-14.3	-1.8
	Mult Family	13	25.0	-0.6	No change
	Single Family	36	42.5	-5.6	-2.7
Household Party Type	Single dem	6	39.3	-7.4	-3.7
	Dual dem	4	57.4	-5.3	+0.0
	Single rep	6	25.8	+1.1	-1.9
	Dual rep	6	48.6	-9.7	-1.7
	Other	5	40.6	-6.1	-6.1
	Mixed	6	37.8	-8.3	-1.7
	No voter ID	67	11.3	-18.6	-0.3
Voter Hsld Identified	Yes	33	40.9	-6.1	-2.5
	No	67	11.3	-18.6	-0.3
Rate A Group	Low (<$33)	2	51.5	-12.9	-4.3
	Mid ($33~$66)	34	41.3	-6.0	-2.8
	High ($66+)	64	9.4	-19.0	-0.0
Gender	Male	75	19.7	-18.0	-1.0
	Female	25	25.1	-3.7	-1.3

STORMWATER MEASURE

Support for the proposed stormwater measure remained steady a the Final Ballot Test, with 38% of property owners indicating they would support the stormwater measure at the highest proposed rate (Rate A), 55% opposed, and 7% unsure or unwilling to share their opinion (see Figure 20). Table 12 on the next page shows how support for the stormwater measure changed over the course of the interview by calculating the difference in support between the Initial, Interim, and Final Ballot Tests within various subgroups of property owners.

Question 11: Stormwater *Now that you have heard a bit more about the measure, let me read you a summary of it one more time. In order to protect public health and reduce water pollution in Manhattan Beach; repair, reconstruct, and maintain the storm drain system throughout the City; remove pollutants, toxic chemicals, and infectious bacteria from runoff; keep trash and pollution off our beaches and out of local waterways and the ocean; and reduce illegal discharges of pollution into water sources through improved monitoring, investigation and prosecution. Shall property owners in Manhattan Beach be assessed an annual fee for each property that they own? The fee for your property would be approximately: $<Rate A> per year. If the election were held today, would you vote yes or no on this measure?*

FIGURE 20 FINAL BALLOT TEST: STORMWATER

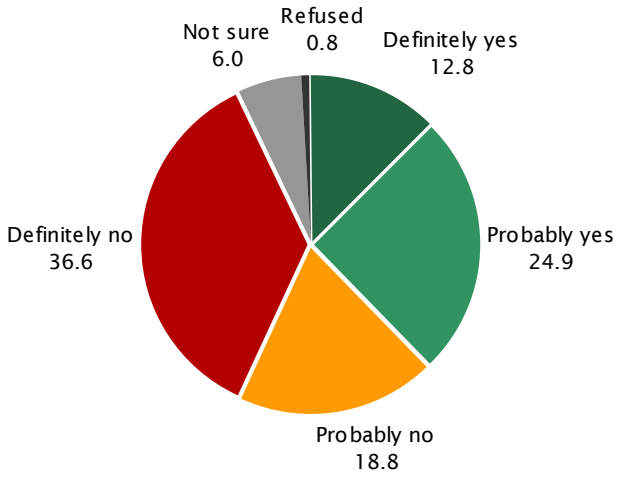


TABLE 12 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT FINAL BALLOT TEST: STORMWATER

		Approximate % of Voter Universe	% Probably or Definitely Yes	Change From Initial Ballot Test (Q4)	Change From Interim Ballot Test (Q9)
Overall		100	37.7	-3.1	-1.0
Years in Manhattan Beach (Q1)	Less than 5	7	44.4	No change	No change
	5 to 9	11	38.1	-9.5	-2.4
	10 to 14	13	40.4	-2.1	-6.4
	15 or longer	69	37.1	-2.3	No change
Land Use Category	Commercial	3	16.7	No change	No change
	Condo	8	45.2	No change	+3.2
	Mult Family	14	28.8	-1.9	-1.9
	Single Family	75	39.4	-3.8	-1.4
Household Party Type	Single dem	12	48.9	-6.7	-4.4
	Dual dem	7	50.0	No change	No change
	Single rep	11	37.2	-4.7	No change
	Dual rep	11	26.8	-2.4	No change
	Other	10	28.9	+2.6	+2.6
	Mixed	17	39.4	-6.1	-1.5
	No voter ID	32	36.6	-2.4	-1.6
Voter Hsld Identified	Yes	68	38.2	-3.5	-0.8
	No	32	36.6	-2.4	-1.6
Rate A Group	Low (<$150)	6	39.1	No change	No change
	Mid ($150~$200)	85	38.5	-3.4	-0.9
	High ($200+)	9	29.4	-2.9	-2.9
Gender	Male	68	38.6	-3.1	No change
	Female	32	35.8	-3.3	-3.3

METHODOLOGY

The following sections outline the methodology used in the study, as well as the motivation for using certain techniques.

QUESTIONNAIRE DEVELOPMENT Dr. McLarney of True North Research worked closely with the City of Manhattan Beach and Harris & Associates to develop a questionnaire that covered the topics of interest and avoided possible sources of systematic measurement error, including position-order effects, wording effects, response-category effects, scaling effects, and priming. Several questions included multiple individual items. Because asking the items in a set order can lead to a systematic position bias in responses, items were asked in random order for each respondent.

Some of the questions asked in this study were presented only to a subset of respondents. For example, only individuals who did not support the measure at Question 4 were asked the follow-up open-ended Question 5 regarding their reasons for not supporting the measure. The questionnaires included with this report (see *Questionnaire & Toplines* on page 40) identify the skip patterns that were used during the interview to ensure that each respondent received the appropriate questions.

PROGRAMMING & PRE-TEST Prior to fielding the survey, the questionnaire was CATI (Computer Assisted Telephone Interviewing) programmed to assist interviewers when conducting the telephone interviews, as well as web programmed to allow online participation. Both programs automatically navigate skip patterns, randomize the appropriate question items, and alert the interviewer (phone) or participant (web) to certain types of keypunching mistakes should they occur. The integrity of the questionnaire was pre-tested internally by True North prior to formally commencing the interviewing.

SAMPLE, RECRUITING & DATA COLLECTION To ensure a reliable estimate of property owner support for the respective measures being considered, two separate surveys were conducted using mutually-exclusive random samples of Manhattan Beach property owners. One survey focused on a property-related fee to address stormwater pollution, whereas the second survey focused on a landscaping & lighting assessment. A combination of mailed invitations and phone calls were employed to recruit participation in the surveys.

A total of 6,000 property owners were mailed letters that invited them to participate in the study either online at a secure website or by telephone. Each property owner was assigned a unique personal identification number (PIN), which prevented outsiders from participating in the survey and ensured that property owners completed the survey only once.[6] Following a three-week period of online data collection, True North began calling households that had not yet participated in the online survey. In total, 760 property owners participated online or by telephone between September 11 and October 7, 2014, with the interviews divided evenly between the stormwater (382) and landscaping & lighting surveys (378). The telephone interviews averaged 15 minutes in length.

6. In cases where an individual owned multiple properties, they were eligible to receive multiple survey invitations—one per parcel.

STATISTICAL MARGIN OF ERROR The final samples of property owners were representative of property owners who are eligible and likely to participate in a ballot proceeding. The results of the samples can thus be used to estimate the opinions of *all* property owners likely to cast a vote in an upcoming landscape & lighting or stormwater measure election. Because not all property owners participated in the study, however, the results have what is known as a statistical margin of error due to sampling. The margin of error refers to the difference between what was found in the survey of property owners for a particular question and what would have been found if *all* of the approximately 12,360 property owners who are eligible to cast a ballot had been surveyed for the study.

For example, in estimating the percentage of property owners that would *definitely* support the stormwater measure at the Initial Ballot Test (Question 4 in the survey), the margin of error can be calculated if one knows the size of the population, the size of the sample, a confidence level, and the distribution of responses to the question. The appropriate equation for estimating the margin of error, in this case, is shown below.

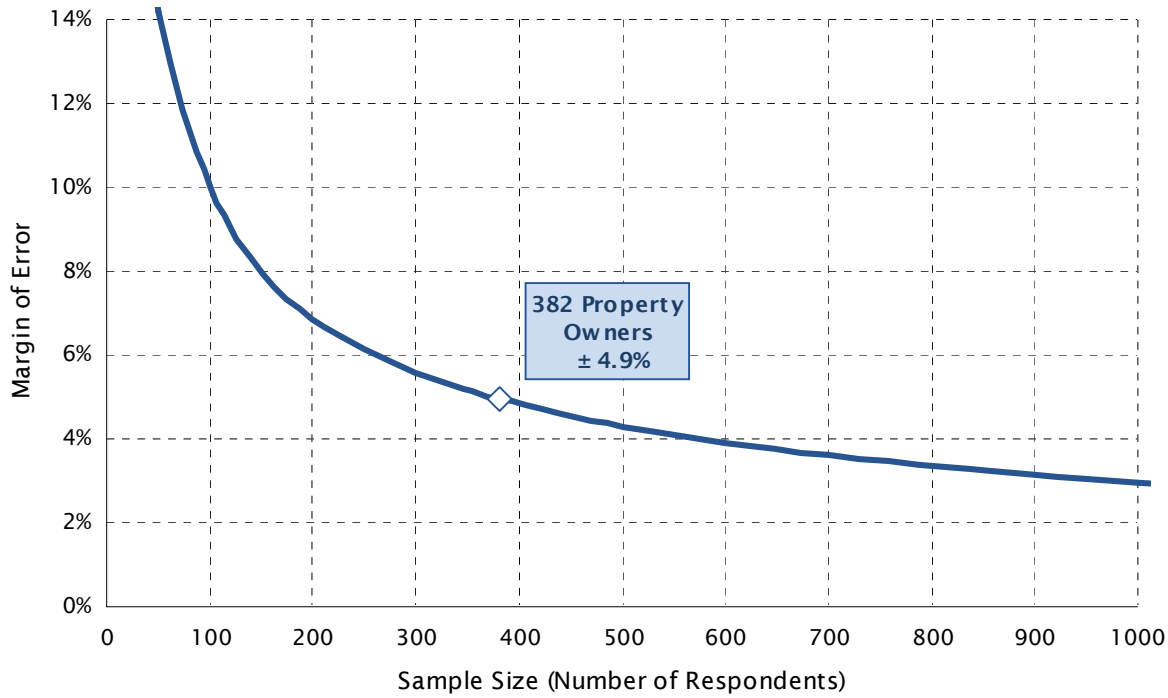
$$\hat{p} \pm t\sqrt{\left(\frac{N-n}{N}\right)\frac{\hat{p}(1-\hat{p})}{n-1}}$$

Where $\hat{p}$ is the proportion of property owners who said *definitely yes* (0.13 for 13% in this example), N is the population size of eligible property owners (12,360), n is the sample size that received the question (382) and t is the upper $\alpha/2$ point for the t-distribution with $n-1$ degrees of freedom (1.96 for a 95% confidence interval). Solving the equation using these values reveals a margin of error of ± 3.32%. This means that with 13% of survey respondents indicating they would *definitely* support the measure at the Initial Ballot Test, we can be 95% confident that the actual percentage of all property owners that would definitely support the measure is between 10% and 16%.

Figure 21 on the next page provides a graphic plot of the *maximum* margin of error in this study. The maximum margin of error for a dichotomous percentage result occurs when the answers are evenly split such that 50% provide one response and 50% provide the alternative response. For *each* survey, the maximum margin of error is approximately ± 4.9%.

Within this report, figures and tables show how responses to certain questions varied by subgroups such as age, gender, and partisan affiliation. Figure 21 is thus useful for understanding how the maximum margin of error for a percentage estimate will grow as the number of individuals asked a question (or in a particular subgroup) shrinks. Because the margin of error grows exponentially as the sample size decreases, the reader should use caution when generalizing and interpreting the results for small subgroups.

FIGURE 21 MAXIMUM MARGIN OF ERROR DUE TO SAMPLING



DATA PROCESSING Data processing consisted of checking the data for errors or inconsistencies, coding and recoding responses, and preparing frequency analyses, and crosstabulations.

ROUNDING Numbers that end in 0.5 or higher are rounded up to the nearest whole number, whereas numbers that end in 0.4 or lower are rounded down to the nearest whole number. These same rounding rules are also applied, when needed, to arrive at numbers that include a decimal place in constructing figures and charts. Occasionally, these rounding rules lead to small discrepancies in the first decimal place when comparing tables and pie charts for a given question.

TABLE 13 DEMOGRAPHICS OF SAMPLE

	Survey Version	
	Landscape & Lighting	Stormwater
Total Respondents	*378*	*382*
Years in Manhattan Beach (Q1)		
Less than 5	12.2	7.1
5 to 9	9.8	11.0
10 to 14	9.0	12.3
15 or longer	67.5	67.0
Refused	1.6	2.6
Land Use Category		
Commercial	3.7	3.1
Condo	8.5	8.1
Mult Family	12.7	13.6
Single Family	74.9	75.1
Other	0.3	0.0
Household Party Type		
Single dem	10.3	11.8
Dual dem	6.9	6.8
Single rep	9.8	11.3
Dual rep	12.7	10.7
Other	10.8	9.9
Mixed	14.3	17.3
No voter ID	35.2	32.2
Voter Hsld Identified		
Yes	64.8	67.8
No	35.2	32.2
Rate A Group		
Low	6.3	6.0
Mid	79.4	85.1
High	14.3	8.9
Gender		
Male	67.2	67.8
Female	32.8	32.2

In addition to questions directly related to the proposed measures, the study collected basic demographic information about respondents and their households. Some of this information was gathered during the interview, although much was collected from the assessor's file or voter file. The profile of the property owner samples used for this study are shown in Table 13.

TRUE NORTH RESEARCH

City of Manhattan Beach
Stormwater Fee Survey
Final Toplines
September 2014

Section 1: Introduction to Study
Hi, may I please speak to _____. My name is _____, and I'm calling on behalf of TNR, an independent public opinion research firm. We're conducting a survey of property owners about important issues in Manhattan Beach and I'd like to get your opinions.
If needed: This is a survey about important issues in your community. I'm NOT trying to sell anything and I won't ask for a donation. *If needed:* The survey should take about 12 minutes to complete. *If needed:* If now is not a convenient time, can you let me know a better time so I can call back? *If the person asks why you need to speak to the listed person or if they ask to participate instead, explain:* For statistical purposes, at this time the survey must only be completed by this particular individual. *If the person says they are an elected official or is somehow associated with the survey, politely explain that this survey is designed to measure the opinions of those not closely associated with the study, thank them for their time, and terminate the interview.*

Section 2: Screener for Inclusion in the Study			
SC1	Before we begin, could you please tell me whether you currently rent or own your home in Manhattan Beach?		
	1	Rent	*Terminate*
	2	Own	*Go to intro preceding Q1*
	99	Not sure/Refused	*Terminate*

Section 3: Quality of Life & City Services			
I'd like to begin by asking you a few questions about what it is like to live in the City of Manhattan Beach.			
Q1	How long have you lived in the City of Manhattan Beach?		
	1	Less than 1 year	1%
	2	1 to 2 years	3%
	3	3 to 4 years	4%
	4	5 to 9 years	11%
	5	10 to 14 years	12%
	6	15 years or longer	67%
	99	Not sure/Refused	3%

Q2	How would you rate the overall quality of life in the City? Would you say it is excellent, good, fair, poor or very poor?		
	1	Excellent	58%
	2	Good	36%
	3	Fair	5%
	4	Poor	1%
	5	Very poor	0%
	98	Not sure	0%
	99	Refused	0%
Q3	Generally speaking, are you satisfied or dissatisfied with the job the City of Manhattan Beach is doing to provide city services? *Get answer, then ask:* Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?		
	1	Very satisfied	40%
	2	Somewhat satisfied	47%
	3	Somewhat dissatisfied	8%
	4	Very dissatisfied	2%
	98	Not sure	2%
	99	Refused	1%

Section 4: Initial Ballot Test

Next year, property owners in the City of Manhattan Beach may be asked to vote on a local ballot measure. Let me read you a summary of the measure:

Q4

In order to:

- Protect public health and reduce water pollution in Manhattan Beach
- Repair, reconstruct, and maintain the storm drain system throughout the City
- Remove pollutants, toxic chemicals, and infectious bacteria from runoff
- Keep trash and pollution off our beaches and out of local waterways and the ocean
- And reduce illegal discharges of pollution into water sources through improved monitoring, investigation and prosecution

Shall property owners in Manhattan Beach be assessed an annual fee for each property that they own? The fee for your property would be approximately: $<Rate A> per year. If the election were held today, would you vote yes or no on this measure? *Get answer, then ask:* Would that be definitely (yes/no) or probably (yes/no)?

	1	Definitely yes	13%	*Skip to Q6*
	2	Probably yes	28%	*Skip to Q6*
	3	Probably no	16%	*Ask Q5*
	4	Definitely no	35%	*Ask Q5*
	98	Not sure	8%	*Ask Q5*
	99	Refused	1%	*Skip to Q6*

Q5	Is there a particular reason why you do not support the measure I just described? *If yes, ask:* Please briefly describe your reason. Verbatim responses recorded and later grouped into the categories shown below.	
	Taxes, fees already too high	39%
	City cannot be trusted, will mismanage funds	20%
	City already has enough money	14%
	Need more information	11%
	Prefer not to answer	11%
	Measure too expensive	6%
	Unfair for property owners, others should share expense	6%
	Already paying enough for utilities	5%
	Other higher community priorities	5%
	City staff salaries, benefits too high	3%
	Not sure / No particular reason	3%
	Measure is unnecessary	1%

Section 5: Tax Threshold

Q6 The measure I just described would raise money through annual property taxes paid by residential and commercial property owners in the City. However, the amount to be charged to each parcel has not been determined yet.

If you heard that your household would pay _____ per year for each property you own in Manhattan Beach, would you vote yes or no on the measure? *Get answer, then ask:* Is that definitely (yes/no) or probably (yes/no)?

Read in sequence starting with the highest amount (A), then the next highest (B), and so on. If respondent says 'definitely yes', record 'definitely yes' for all LOWER dollar amounts and go to next section.

	Ask in Order	Definitely Yes	Probably Yes	Probably No	Definitely No	Not Sure	Refused
A	Rate A	11%	28%	17%	36%	7%	1%
B	Rate B	13%	27%	17%	35%	8%	0%
C	Rate C	20%	24%	16%	33%	7%	0%

Section 6: Programs & Projects							
Q7	The measure we've been discussing will fund a variety of water-related projects and services in the City. If the measure passes, would you favor or oppose using some of the money to: _____, or do you not have an opinion? *Get answer, if favor or oppose, then ask:* Would that be strongly (favor/oppose) or somewhat (favor/oppose)?						
	Randomize	Strongly Favor	Somewhat Favor	Somewhat Oppose	Strongly Oppose	No Opinion	Refused
A	Reconstruct or replace storm drains that are identified by engineers as being high risk for collapse or failures	56%	23%	2%	9%	4%	5%
B	Install and maintain devices in storm drains that capture trash and pollution before they enter our waterways	55%	21%	6%	9%	3%	5%
C	Keep trash and pollution off our beaches and out of local waterways and the ocean	46%	24%	5%	12%	7%	7%
D	Reduce the number of beach closures caused by pollution	34%	20%	7%	14%	18%	7%
E	Inspect and test water quality on a regular basis to ensure that it meets Federal and State clean water requirements	43%	25%	7%	15%	6%	5%
F	Reduce illegal discharges of pollution into water sources through improved monitoring, investigation and prosecution	46%	24%	8%	13%	5%	4%
G	Educate students, residents and businesses on how they can reduce water pollution	27%	29%	11%	20%	8%	4%

Section 7: Positive Arguments							
What I'd like to do now is tell you what some people are saying about the measure we've been discussing.							
Q8	Supporters of the measure say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to **SUPPORT** the measure?						
	Randomize	Very Convincing	Somewhat Convincing	Not At All Convincing	Don't Believe	Don't Know/No Opinion	Refused
A	By law, all of the money raised by this measure must be spent locally to protect our water quality. It cannot be taken away by the State or be used for other purposes.	31%	20%	18%	20%	5%	6%
B	There will be a clear system of accountability including annual independent audits to ensure that the money is spent properly.	18%	24%	24%	24%	4%	6%

C	It's our responsibility to take care of the environment and our natural resources for future generations. This measure will help improve our quality of life as well as theirs.	22%	30%	25%	13%	4%	7%
D	Stormwater runoff carries tons of trash, infectious bacteria and toxic pollutants directly to the ocean and local beaches. This measure is one of the best ways to protect our water quality and public health.	27%	30%	19%	14%	4%	6%
E	Without these improvements, the City is subject to large fines because it can't meet the new laws for stormwater pollution control.	14%	26%	24%	21%	8%	7%
F	By keeping our local beaches and waterways clean and free of pollution, this measure will help protect property values in Manhattan Beach.	19%	29%	24%	18%	4%	6%
G	When a storm drain fails, it can cause landslides, flooding, and millions of dollars in damage to property.	20%	30%	26%	13%	5%	6%
H	It is a lot cheaper to fix a storm drain now than to pay for reconstruction, property damage and lawsuits when it fails.	29%	32%	18%	9%	5%	6%
I	Every year, thousands of pounds of trash from our streets washes up on local beaches. This measure will help prevent and clean up trash and pollution before it ends up in our water and on our shorelines and beaches.	22%	31%	21%	15%	4%	7%
J	This measure is designed to be fair. The amount each property owner pays is based on the size of their property and the amount of runoff it creates.	13%	26%	24%	25%	4%	7%
K	The amount residents and local businesses pay for storm drains and water quality projects has not changed for nearly 20 years, even though the costs to the City have grown every year. This measure is needed to close this gap and keep up with inflation.	17%	33%	22%	17%	5%	6%
L	The typical home owner in Manhattan Beach currently pays 19 dollars per year to help maintain the storm drain system. This measure will replace that fee.	13%	26%	29%	16%	9%	6%

Section 8: Interim Ballot Test			
Sometimes people change their mind about a measure once they have more information about it. Now that you have heard a bit more about the measure, let me read you a summary of it again:			
Q9	In order to: ◇ Protect public health and reduce water pollution in Manhattan Beach ◇ Repair, reconstruct, and maintain the storm drain system throughout the City ◇ Remove pollutants, toxic chemicals, and infectious bacteria from runoff ◇ Keep trash and pollution off our beaches and out of local waterways and the ocean ◇ And reduce illegal discharges of pollution into water sources through improved monitoring, investigation and prosecution Shall property owners in Manhattan Beach be assessed an annual fee for each property that they own? The fee for your property would be approximately: $<Rate A> per year. If the election were held today, would you vote yes or no on this measure? *Get answer, then ask:* Would that be definitely (yes/no) or probably (yes/no)?		
	1	Definitely yes	13%
	2	Probably yes	25%
	3	Probably no	18%
	4	Definitely no	37%
	98	Not sure	6%
	99	Refused	1%

Section 9: Negative Arguments							
Next, let me tell you what opponents of the measure are saying.							
Q10	Opponents of the measure say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to OPPOSE the measure?						
	Randomize	Very Convincing	Somewhat Convincing	Not At All Convincing	Don't Believe	Don't Know/No Opinion	Refused
A	People are having a hard time making ends meet with high unemployment and a sluggish economy. Now is NOT the time to be raising taxes.	26%	25%	32%	10%	3%	3%
B	The City can't be trusted with this tax. They will mismanage the money.	23%	33%	22%	12%	7%	4%
C	This measure is unfair because it can be passed with a majority vote rather than the usual two-thirds requirement, and many voters are not allowed to participate.	30%	21%	30%	7%	9%	3%

D	This measure won't make a difference. Most of the water pollution is coming from Los Angeles and other cities, and they aren't doing much to stop it.	34%	35%	17%	5%	6%	3%

Section 10: Final Ballot Test			
Now that you have heard a bit more about the measure, let me read you a summary of it one more time:			
Q11	In order to: ◇ Protect public health and reduce water pollution in Manhattan Beach ◇ Repair, reconstruct, and maintain the storm drain system throughout the City ◇ Remove pollutants, toxic chemicals, and infectious bacteria from runoff ◇ Keep trash and pollution off our beaches and out of local waterways and the ocean ◇ And reduce illegal discharges of pollution into water sources through improved monitoring, investigation and prosecution Shall property owners in Manhattan Beach be assessed an annual fee for each property that they own? The fee for your property would be approximately: $<Rate A> per year. If the election were held today, would you vote yes or no on this measure? *Get answer, then ask:* Would that be definitely (yes/no) or probably (yes/no)?		
	1	Definitely yes	13%
	2	Probably yes	25%
	3	Probably no	19%
	4	Definitely no	37%
	98	Not sure	6%
	99	Refused	1%
Those are all of the questions that I have for you. Thanks so much for participating in this important survey.			

Post-Interview & Sample Items			
S1	Gender		
	1	Male	68%
	2	Female	32%
S2	Voter Household Identified		
	1	Yes	68%
	2	No	32%

S3	Household Party Type		
	1	Single Dem	12%
	2	Dual Dem	7%
	3	Single Rep	11%
	4	Dual Rep	11%
	5	Single Other	8%
	6	Dual Other	2%
	7	Dem & Rep	6%
	8	Dem & Other	3%
	9	Rep & Other	7%
	0	Mixed (Dem + Rep + Other)	1%
		No voter ID	32%
S4	Land Use Category		
	Commercial		3%
	Condo		8%
	Mult Family		14%
	Single Family		75%
S5	Rate A Group		
	1	Low (<$150)	6%
	2	Mid ($150~$200)	85%
	3	High ($200+)	9%

Section 1: Introduction to Study
Hi, may I please speak to _____. My name is _____, and I'm calling on behalf of TNR, an independent public opinion research firm. We're conducting a survey of property owners about important issues in Manhattan Beach and I'd like to get your opinions.
If needed: This is a survey about important issues in your community. I'm NOT trying to sell anything and I won't ask for a donation. *If needed:* The survey should take about 12 minutes to complete. *If needed:* If now is not a convenient time, can you let me know a better time so I can call back? *If the person asks why you need to speak to the listed person or if they ask to participate instead, explain:* For statistical purposes, at this time the survey must only be completed by this particular individual. *If the person says they are an elected official or is somehow associated with the survey, politely explain that this survey is designed to measure the opinions of those not closely associated with the study, thank them for their time, and terminate the interview.*

Section 2: Screener for Inclusion in the Study			
SC1	Before we begin, could you please tell me whether you currently rent or own your home in Manhattan Beach?		
	1	Rent	*Terminate*
	2	Own	*Go to intro preceding Q1*
	99	Not sure/Refused	*Terminate*

Section 3: Quality of Life & City Services			
I'd like to begin by asking you a few questions about what it is like to live in the City of Manhattan Beach.			
Q1	How long have you lived in the City of Manhattan Beach?		
	1	Less than 1 year	1%
	2	1 to 2 years	4%
	3	3 to 4 years	7%
	4	5 to 9 years	10%
	5	10 to 14 years	9%
	6	15 years or longer	67%
	99	Not sure/Refused	2%

Q2	How would you rate the overall quality of life in the City? Would you say it is excellent, good, fair, poor or very poor?		
	1	Excellent	60%
	2	Good	34%
	3	Fair	4%
	4	Poor	0%
	5	Very poor	0%
	98	Not sure	0%
	99	Refused	1%
Q3	Generally speaking, are you satisfied or dissatisfied with the job the City of Manhattan Beach is doing to provide city services? *Get answer, then ask:* Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?		
	1	Very satisfied	40%
	2	Somewhat satisfied	49%
	3	Somewhat dissatisfied	8%
	4	Very dissatisfied	1%
	98	Not sure	0%
	99	Refused	2%

Section 4: Initial Ballot Test

Next year, property owners in the City of Manhattan Beach may be asked to vote on a local ballot measure. Let me read you a summary of the measure:

Q4

In order to:

- Keep pace with the increasing costs of electricity and operating, maintaining, and repairing street lights throughout the City
- Avoid reductions in street lighting service
- And replace outdated light systems with energy efficient lights that are less costly to operate and maintain and are better for the environment

Shall property owners in Manhattan Beach be assessed an annual fee for each property that they own? The fee increase for your property would be approximately: $<Rate A> per year. If the election were held today, would you vote yes or no on this measure? *Get answer, then ask:* Would that be definitely (yes/no) or probably (yes/no)?

			Weighted	Unweighted	
	1	Definitely yes	8%	17%	*Skip to Q6*
	2	Probably yes	27%	30%	*Skip to Q6*
	3	Probably no	16%	18%	*Ask Q5*
	4	Definitely no	38%	27%	*Ask Q5*
	98	Not sure	10%	8%	*Ask Q5*
	99	Refused	0%	0%	*Skip to Q6*

Q5	Is there a particular reason why you do not support the measure I just described? *If yes, ask:* Please briefly describe your reason. Verbatim responses recorded and later grouped into the categories shown below.	
	Taxes, fees already too high	26%
	City cannot be trusted, will mismanage funds	22%
	City already has enough money	14%
	Need more information	13%
	Prefer not to answer	11%
	Already paying enough for utilities	8%
	Measure is unnecessary	5%
	Not sure / No particular reason	4%
	Measure too expensive	3%
	City staff salaries, benefits too high	3%
	Other higher community priorities	3%
	Unfair for property owners, others should share expense	3%
	Should prioritize undergrounding utility poles	2%
	General negative comment about City	1%

Section 5: Tax Threshold

Q6 The measure I just described would raise money through annual property taxes paid by residential and commercial property owners in the City. However, the amount to be charged to each parcel has not been determined yet.

If you heard that your household would pay an additional _____ per year for each property you own in Manhattan Beach, would you vote yes or no on the measure? *Get answer, then ask:* Is that definitely (yes/no) or probably (yes/no)?

Read in sequence starting with the highest amount (A), then the next highest (B), and so on. If respondent says 'definitely yes', record 'definitely yes' for all LOWER dollar amounts and go to next section.

	Ask in Order	Definitely Yes	Probably Yes	Probably No	Definitely No	Not Sure	Refused
	Weighted						
A	Rate A	10%	13%	16%	39%	23%	0%
B	Rate B	10%	18%	16%	39%	17%	0%
C	Rate C	13%	24%	8%	38%	16%	0%
	Unweighted						
A	Rate A	17%	27%	18%	28%	9%	0%
B	Rate B	19%	27%	17%	28%	8%	0%
C	Rate C	25%	25%	15%	26%	8%	1%

Section 6: Programs & Projects							
Q7	The measure we've been discussing will fund a variety of projects and services in the City. If the measure passes, would you favor or oppose using some of the money to: _____, or do you not have an opinion? *Get answer, if favor or oppose, then ask:* Would that be strongly (favor/oppose) or somewhat (favor/oppose)?						
	Randomize	Strongly Favor	Somewhat Favor	Somewhat Oppose	Strongly Oppose	No Opinion	Refused
A	Operate, maintain and repair street lights on a timely basis	49%	28%	3%	8%	8%	3%
B	Replace outdated lighting systems that are expensive to operate and repair with new energy efficient lights that will be more cost-effective	48%	26%	4%	12%	8%	2%
C	Promote the use of environmentally friendly street light technologies	39%	24%	10%	14%	11%	3%
D	Fix broken or burnt-out street lights	57%	20%	3%	9%	8%	3%
E	Avoid reductions in street light service due to lack of funding	40%	24%	7%	13%	12%	4%

Section 7: Positive Arguments							
What I'd like to do now is tell you what some people are saying about the measure we've been discussing.							
Q8	Supporters of the measure say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to **SUPPORT** the measure?						
	Randomize	Very Convincing	Somewhat Convincing	Not At All Convincing	Don't Believe	Don't Know/No Opinion	Refused
A	By law, all of the money raised by this measure must be spent locally to operate, repair and maintain quality street lighting. It cannot be taken away by the State or be used for other purposes.	31%	25%	21%	14%	6%	3%
B	There will be a clear system of accountability including annual independent audits to ensure that the money is spent properly.	24%	19%	25%	23%	6%	4%
C	This measure is designed to be fair. The amount each property owner pays is based on the quality and type of lighting they have in their neighborhood.	12%	25%	30%	21%	7%	4%

D	The amount residents and local businesses pay for street light service has not changed for nearly 20 years, even though the costs to the City have grown every year. This measure is needed to close this gap and keep up with inflation.	17%	31%	25%	17%	6%	3%
E	Street lights are a matter of public safety. Good street lights deter crime, prevent car accidents, and protect pedestrians.	40%	33%	15%	4%	3%	4%
F	Police, firefighters, and paramedics rely on good street lights to help them respond quickly to emergencies after dark.	27%	30%	26%	8%	5%	3%
G	By keeping commercial areas well lit after dark, street lights benefit the business climate and local economy.	19%	39%	24%	8%	6%	4%
H	By switching to energy efficient lights, this measure will allow the City to be more cost-effective and environmentally friendly in the future.	30%	33%	16%	11%	6%	4%
I	Quality street lighting helps protect property values in Manhattan Beach.	25%	32%	23%	12%	5%	4%
J	Quality street lighting improves the appearance, character and quality of life in a neighborhood.	22%	37%	22%	11%	4%	4%

Section 8: Interim Ballot Test

Sometimes people change their mind about a measure once they have more information about it. Now that you have heard a bit more about the measure, let me read you a summary of it again:

Q9

In order to:

- Keep pace with the increasing costs of electricity and operating, maintaining, and repairing street lights throughout the City
- Avoid reductions in street lighting service
- And replace outdated light systems with energy efficient lights that are less costly to operate and maintain and are better for the environment

Shall property owners in Manhattan Beach be assessed an annual fee for each property that they own? The fee increase for your property would be approximately: $<Rate A> per year.
If the election were held today, would you vote yes or no on this measure? *Get answer, then ask:* Would that be definitely (yes/no) or probably (yes/no)?

		Weighted	Unweighted
1	Definitely yes	10%	19%
2	Probably yes	12%	25%
3	Probably no	16%	18%
4	Definitely no	33%	29%
98	Not sure	28%	9%
99	Refused	0%	0%

Section 9: Negative Arguments							
Next, let me tell you what opponents of the measure are saying.							
Q10	Opponents of the measure say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to OPPOSE the measure?						
	Randomize	Very Convincing	Somewhat Convincing	Not At All Convincing	Don't Believe	Don't Know/No Opinion	Refused
A	People are having a hard time making ends meet with high unemployment and a sluggish economy. Now is NOT the time to be raising taxes.	23%	23%	31%	16%	4%	2%
B	The City can't be trusted with this tax. They will mismanage the money.	19%	30%	27%	13%	8%	3%
C	This measure is unfair because it can be passed with a majority vote rather than the usual two-thirds requirement, and many voters are not allowed to participate.	26%	26%	31%	5%	10%	2%
D	Property owners already pay an assessment for street lighting to the City. Now they want another one? That's not fair to taxpayers.	39%	31%	19%	4%	6%	2%

Section 10: Final Ballot Test				
Now that you have heard a bit more about the measure, let me read you a summary of it one more time:				
Q11	In order to: ◇ Keep pace with the increasing costs of electricity and operating, maintaining, and repairing street lights throughout the City ◇ Avoid reductions in street lighting service ◇ And replace outdated light systems with energy efficient lights that are less costly to operate and maintain and are better for the environment Shall property owners in Manhattan Beach be assessed an annual fee for each property that they own? The fee increase for your property would be approximately: $<Rate A> per year. If the election were held today, would you vote yes or no on this measure? *Get answer, then ask:* Would that be definitely (yes/no) or probably (yes/no)?			
			Weighted	**Unweighted**
	1	Definitely yes	10%	18%
	2	Probably yes	11%	23%
	3	Probably no	17%	19%
	4	Definitely no	40%	31%
	98	Not sure	22%	9%
	99	Refused	0%	1%

Those are all of the questions that I have for you. Thanks so much for participating in this important survey.

Post-Interview & Sample Items			
S1	Gender		
	1	Male	67%
	2	Female	33%
S2	Voter Household Identified		
	1	Yes	65%
	2	No	35%
S3	Household Party Type		
	1	Single Dem	10%
	2	Dual Dem	7%
	3	Single Rep	10%
	4	Dual Rep	13%
	5	Single Other	8%
	6	Dual Other	3%
	7	Dem & Rep	5%
	8	Dem & Other	4%
	9	Rep & Other	3%
	0	Mixed (Dem + Rep + Other)	2%
		No voter ID	35%
S4	Land Use Category		
	Commercial		4%
	Condo		8%
	Mult Family		13%
	Single Family		75%
	VRS		<1%

S5	Rate A Group		
	1	Low (<$33)	6%
	2	Mid ($33~$66)	79%
	3	High ($66+)	14%