








Pacifica Voter Attitudes Toward Infrastructure Funding Measures

Key Findings of a Citywide Survey Conducted January 17-25, 2024



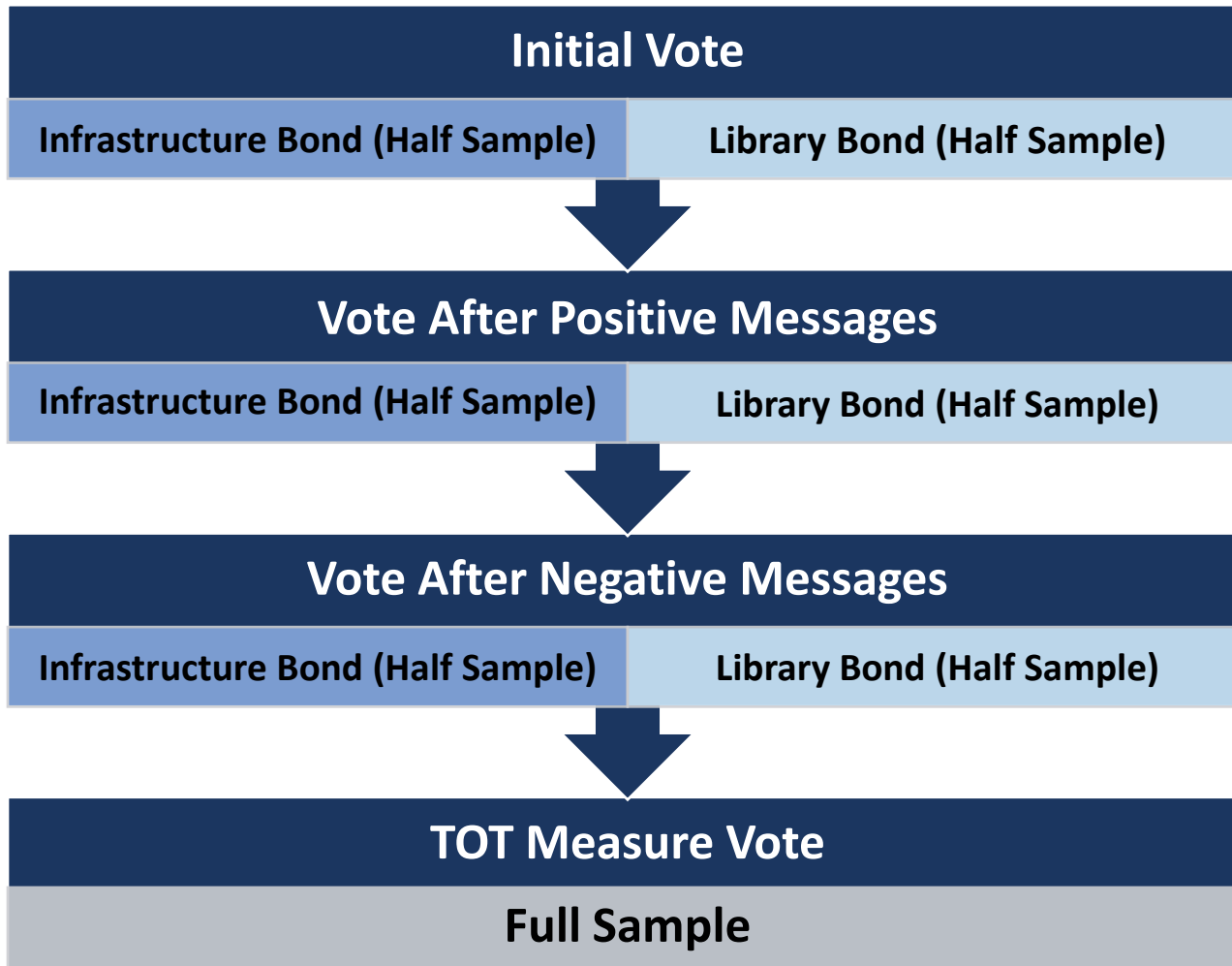
OPINION
RESEARCH
& STRATEGY

Survey Methodology

Dates	January 17-25, 2024
Survey Type	Dual-mode Voter Survey
Research Population	Likely November 2024 Voters in the City of Pacifica
Total Interviews	582
Margin of Sampling Error	(Full Sample) $\pm 4.4\%$ at the 95% Confidence Level (Half Sample) $\pm 5.7\%$ at the 95% Confidence Level
Contact Methods	 Telephone Calls  Email Invitations  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews
Survey Tracking	November 2008, June 2016, February 2019, October 2019, and April 2022

(Note: Not All Results Will Sum to 100% Due to Rounding)

Survey Approach

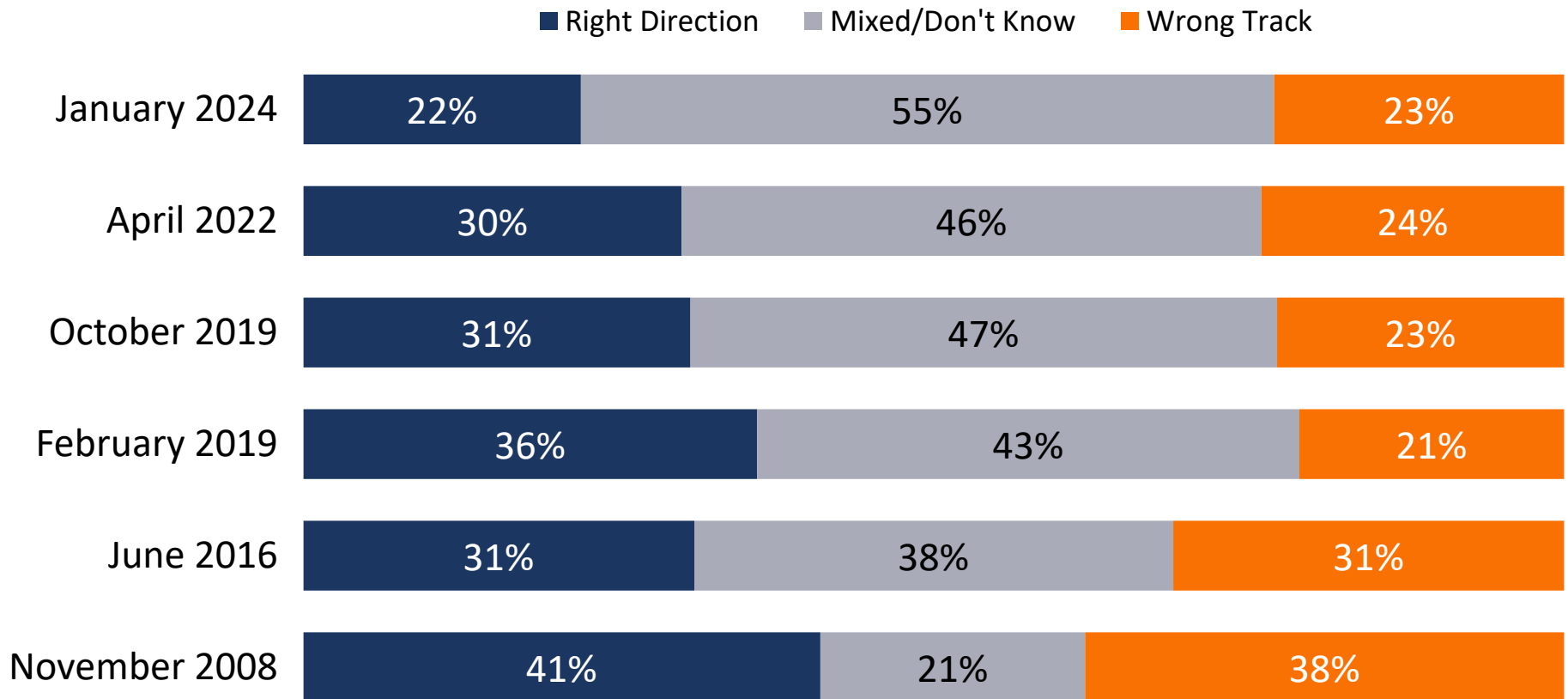




Community Context

Like many Bay Area communities, Pacifica voters are less optimistic about future.

Would you say that things in the City of Pacifica are generally headed in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?

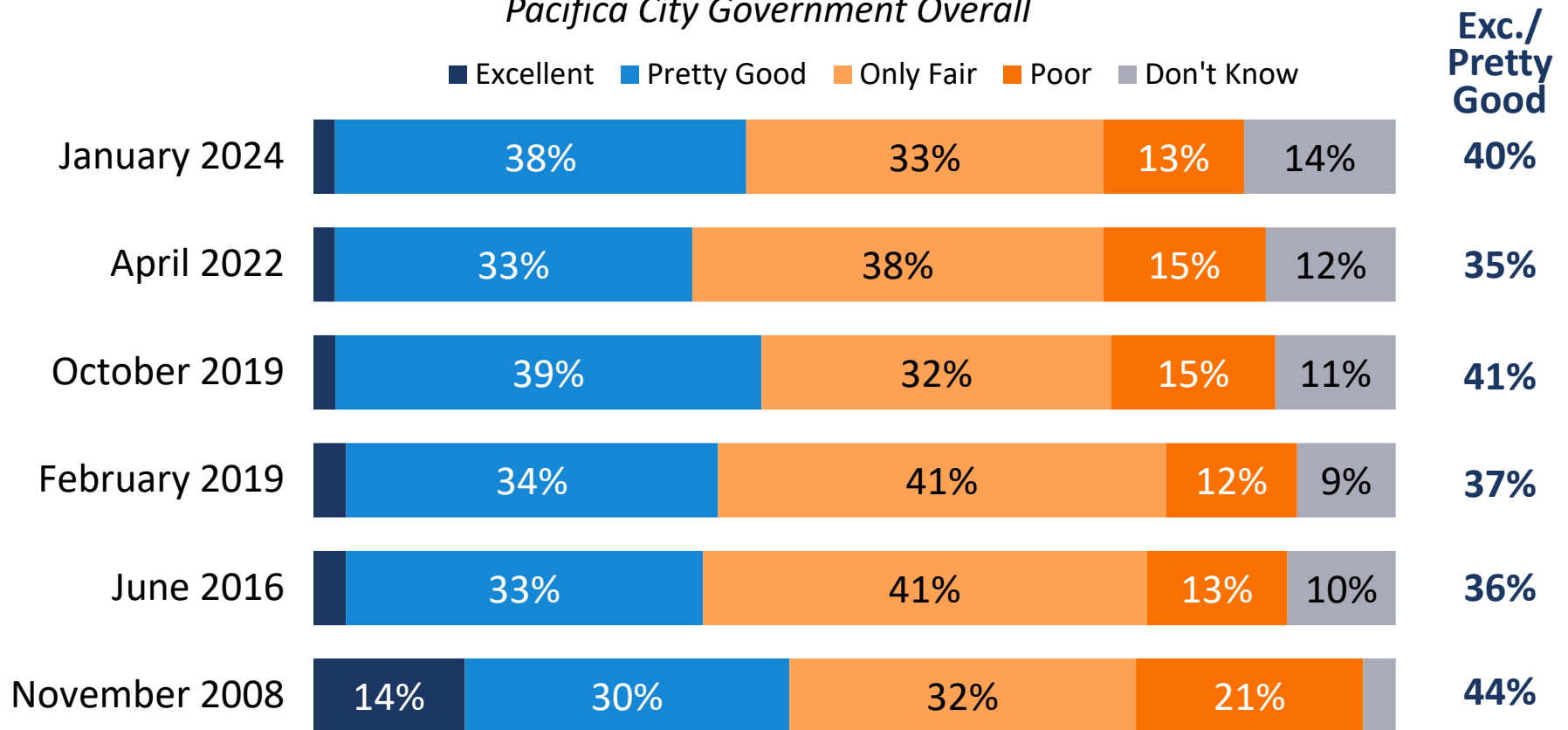


Evaluations of city government's performance have remained mostly consistent in recent years.

I am going to mention a few departments in the City of Pacifica. Please tell me if you think that department or unit is doing an excellent job, a pretty good job, an only fair job, or a poor job.

Pacifica City Government Overall

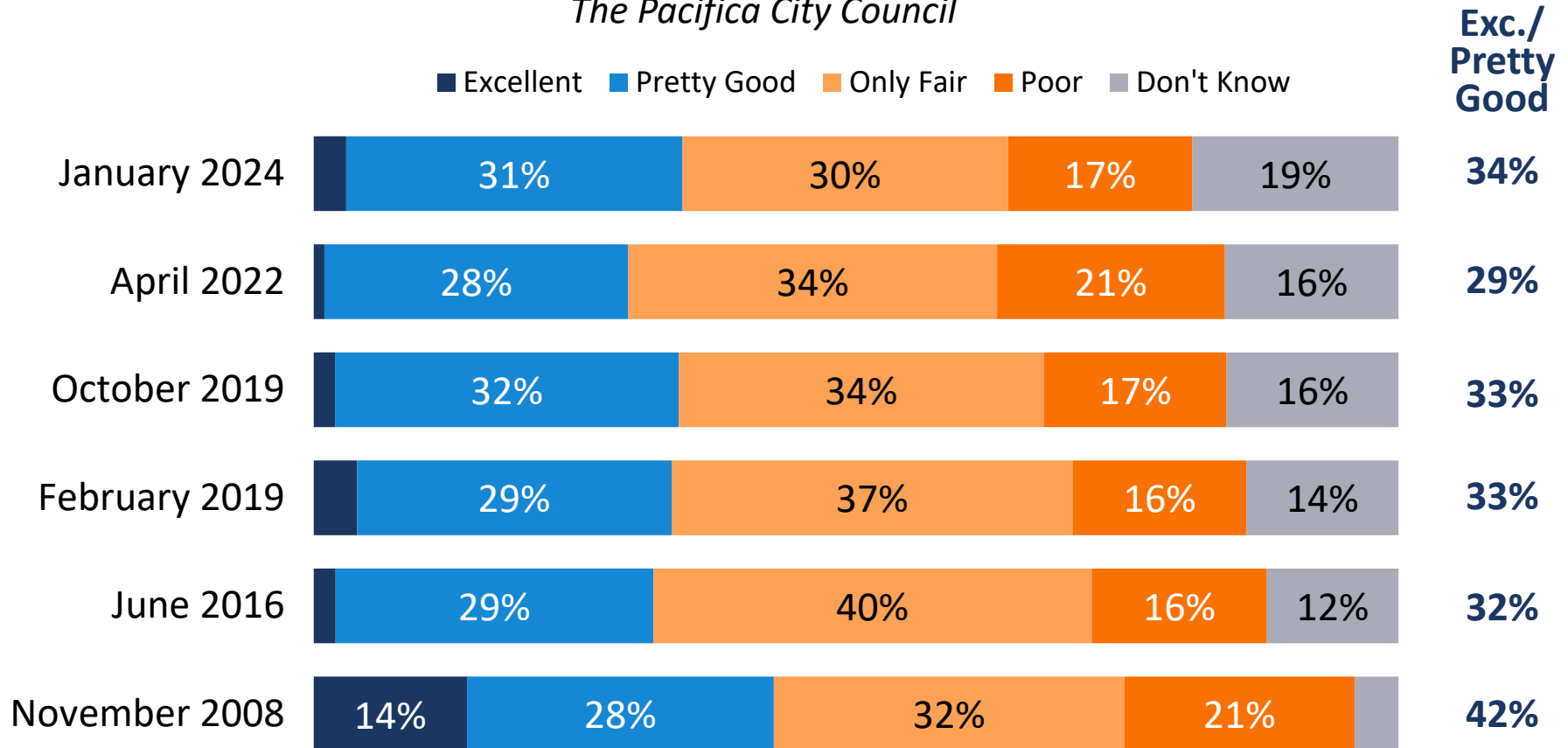
■ Excellent ■ Pretty Good ■ Only Fair ■ Poor ■ Don't Know



Views of the Council have also remained steady.

I am going to mention a few departments in the City of Pacifica. Please tell me if you think that department or unit is doing an excellent job, a pretty good job, an only fair job, or a poor job.

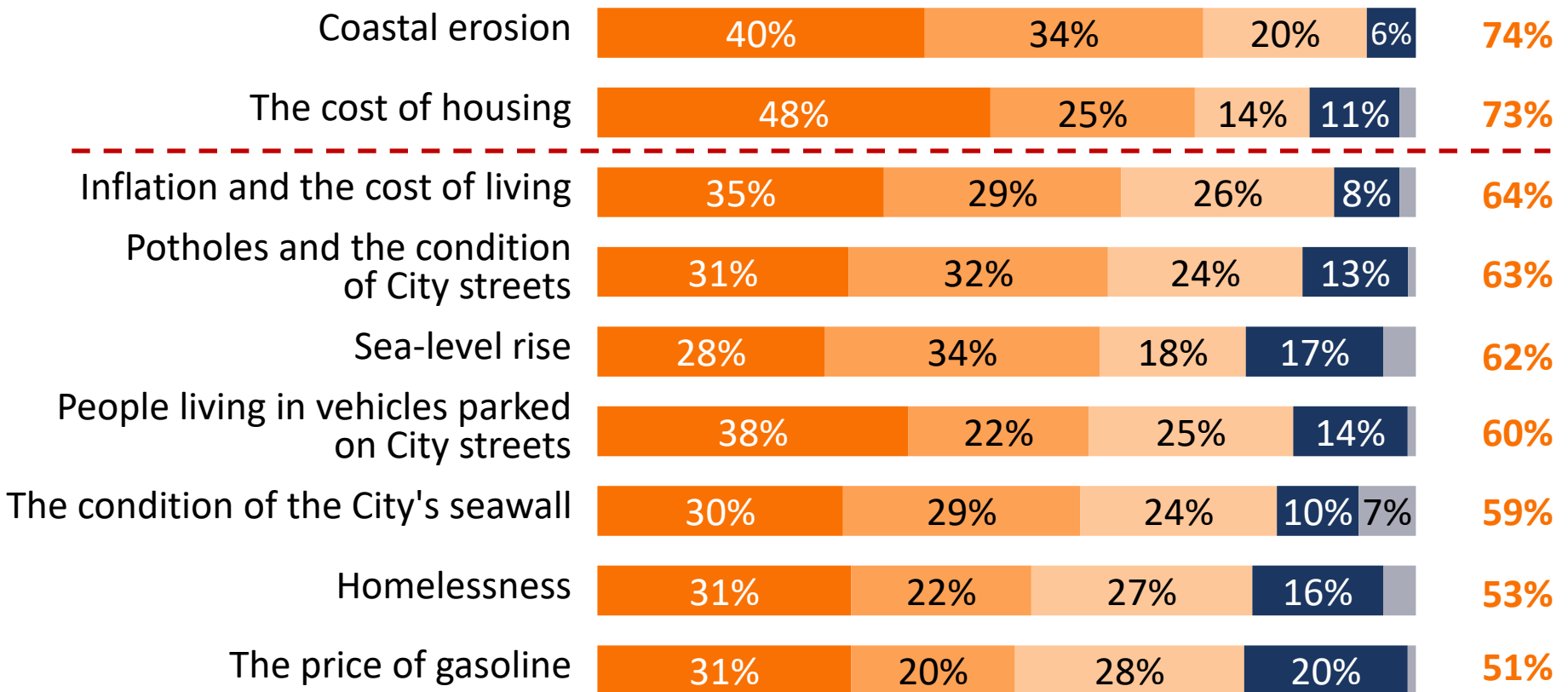
The Pacifica City Council



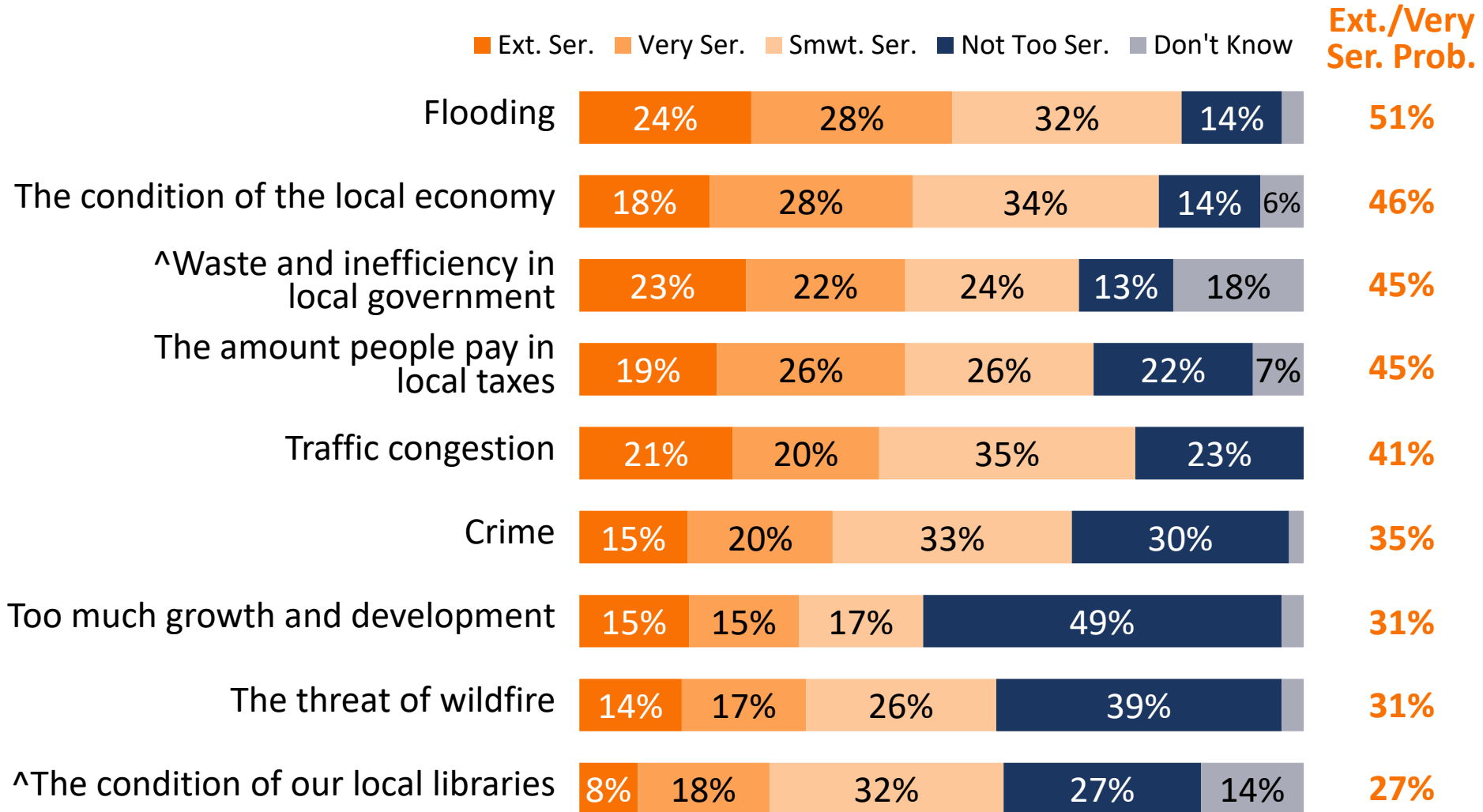
Coastal erosion and the cost of housing are the top problems in Pacifica.

I'd like to read you some problems facing Pacifica that other people have mentioned. Please tell me whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or not too serious a problem in Pacifica.

Ext. Ser. Very Ser. Smwt. Ser. Not Too Ser. Don't Know **Ext./Very Ser. Prob.**

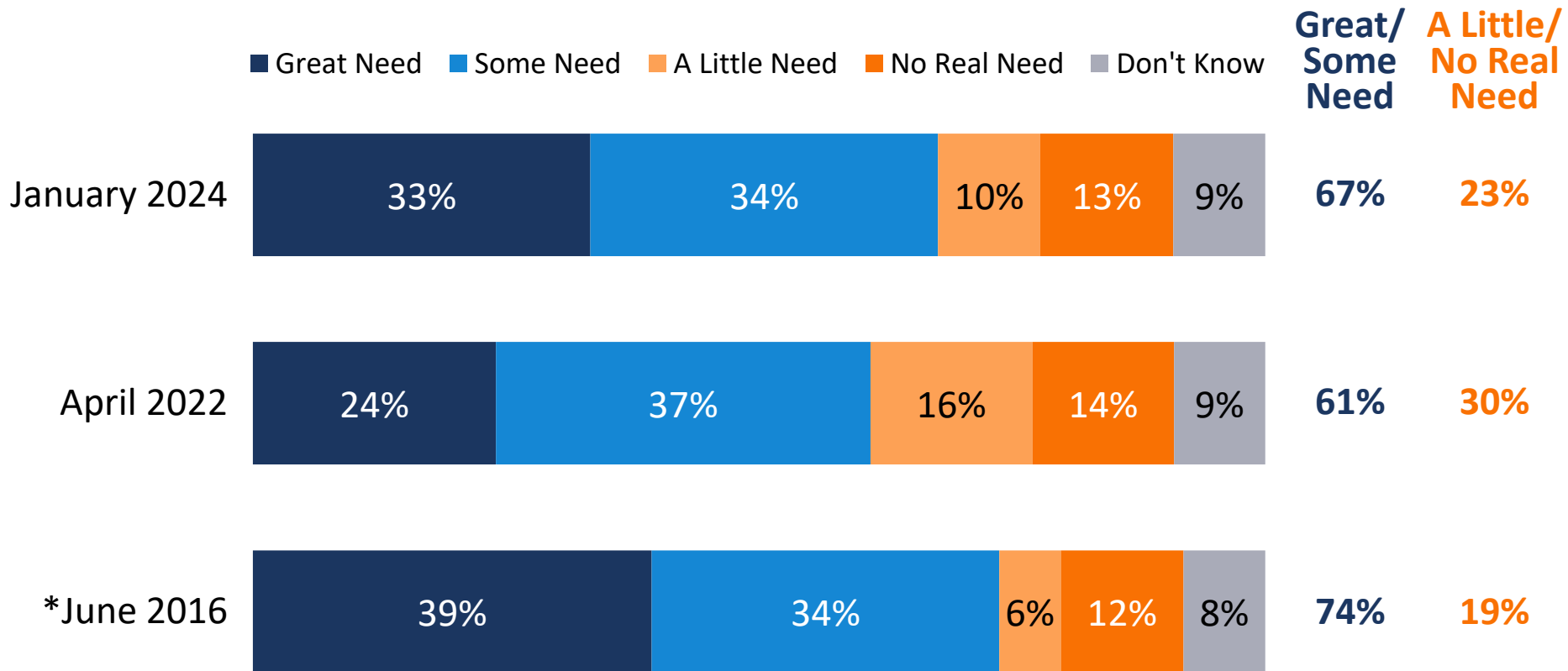


Lower-tier problems covered a wide range of issues.



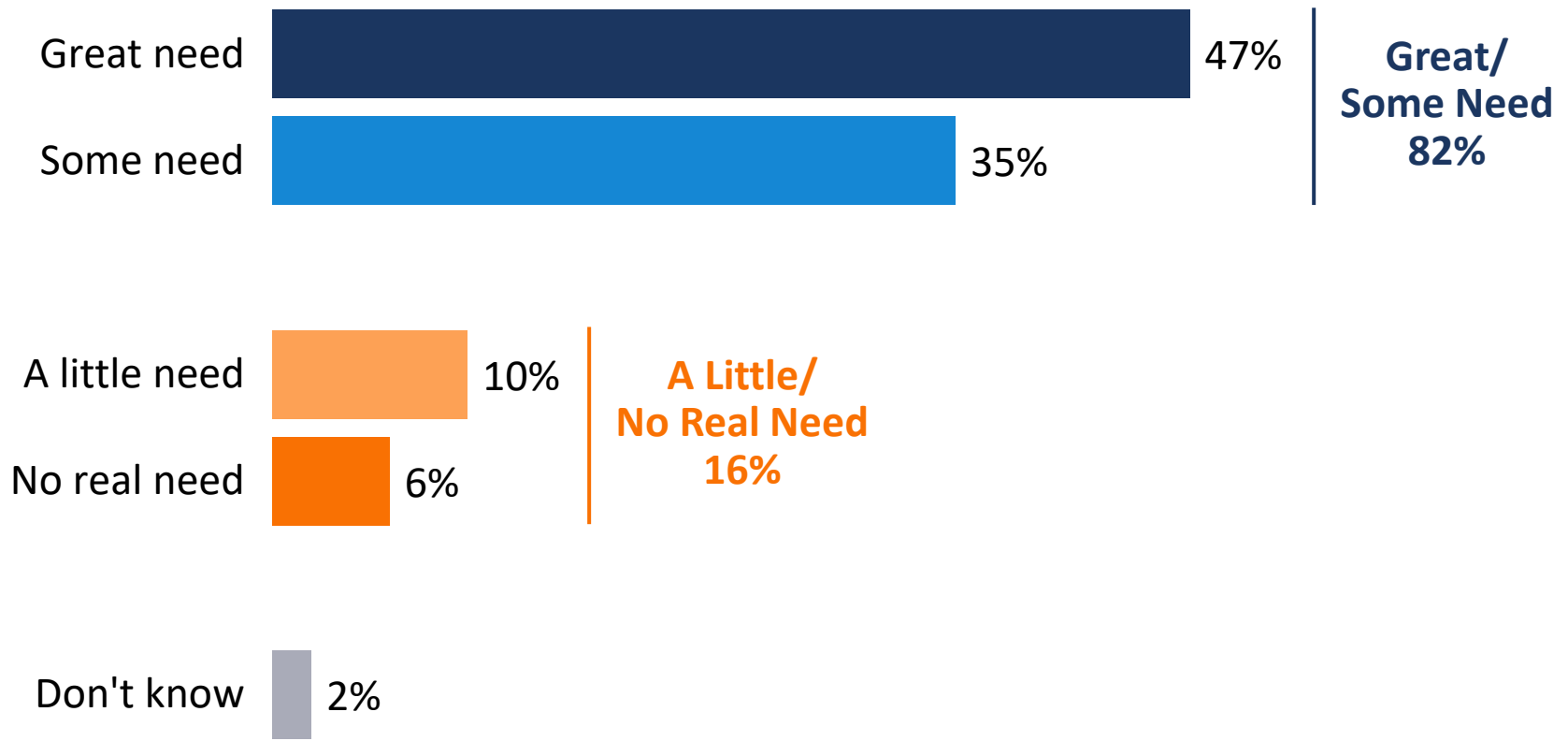
Two-thirds see a need for additional funding for city services.

In your personal opinion, do you think there is a great need, some need, a little need, or no real need for additional funds to provide the level of City services that Pacifica residents need and want?



More than four in five see a need for funding for infrastructure and roads.

In your personal opinion, do you think there is a great need, some need, a little need, or no real need for additional funds to maintain infrastructure, including roads, in Pacifica?





Introducing a Potential Infrastructure Bond

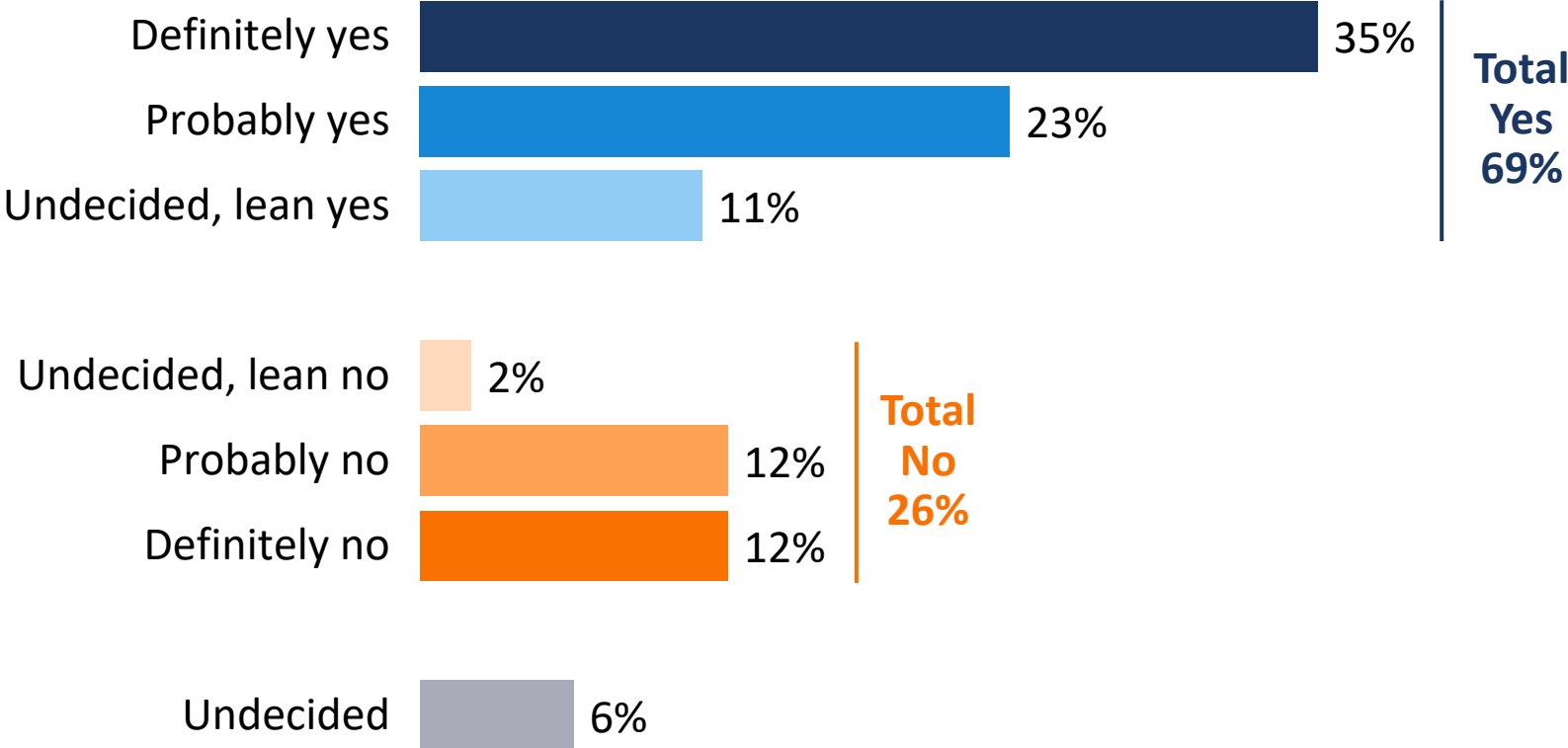
Infrastructure Bond Measure Language Tested

67% Threshold for Passage

Repairing/Maintaining Pacifica's Roads, Seawall and Infrastructure.

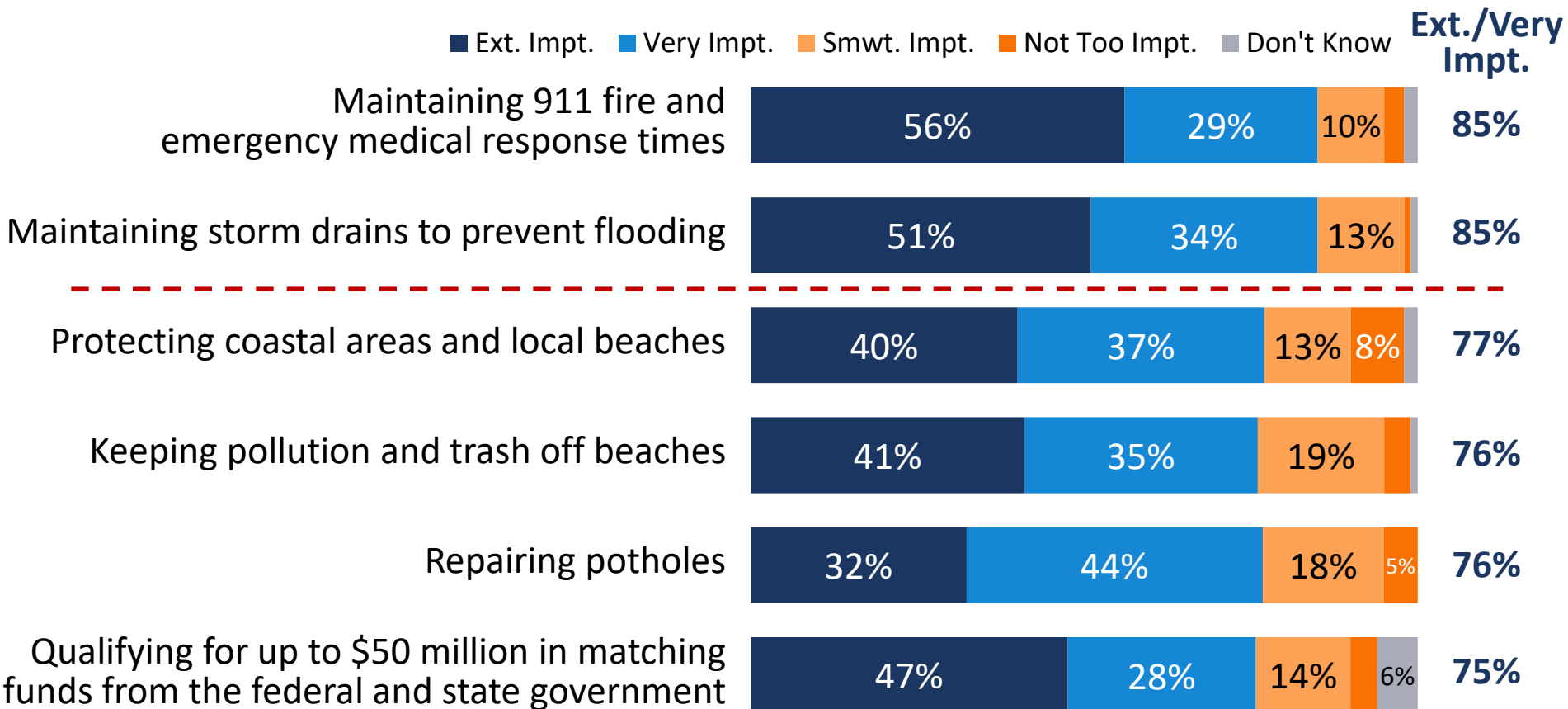
Shall the measure to repair and update aging infrastructure, including roads/potholes, the Seawall and storm drains; protect roads/buildings from flooding, sea level rise and earthquakes; qualify for state and federal matching funds; maintain public facilities; by the City of Pacifica issuing \$60,000,000 in bonds with an average levy of \$24 per \$100,000 of assessed value, generating approximately \$3,500,000 annually for 30 years, including financial audits be adopted?

Two-thirds expressed support for a potential infrastructure bond measure.



Maintaining 911 emergency response times and storm drain maintenance are top priorities for the measure.

I'm going to read you a list of potential elements of this measure, including projects the measure could fund. Please tell me how important it is to you that each of the following items are included in the measure we have been discussing. Is it extremely important, very important, somewhat important, or not too important? (Items presented in random order.)



Three-quarters say that reducing the risk of flooding and repairing aging infrastructure is important.

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know **Ext./Very Impt.**

Reducing the risk of flooding and mudslides



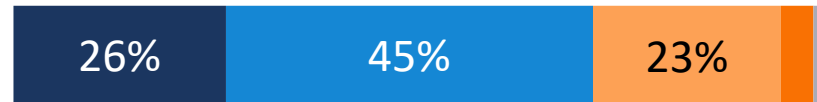
74%

Repairing aging city infrastructure



73%

Maintaining parks and playgrounds



72%

Protecting roads and buildings from flooding, sea level rise, and earthquakes



71%

Maintaining seawalls



69%

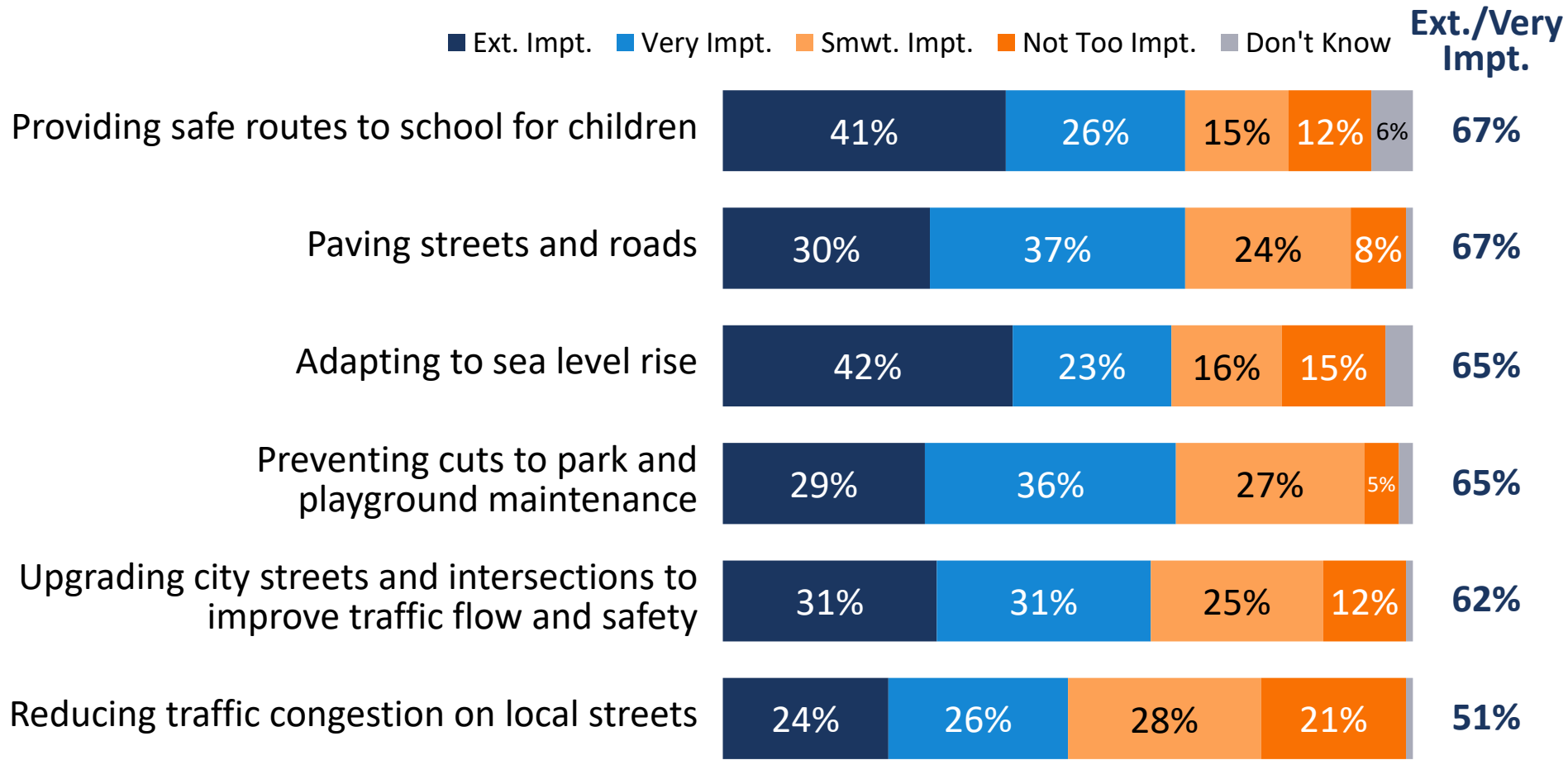
Preventing coastal erosion



69%

I'm going to read you a list of potential elements of this measure, including projects the measure could fund. Please tell me how important it is to you that each of the following items are included in the measure we have been discussing. Is it extremely important, very important, somewhat important, or not too important? Split Sample

Two-thirds say safe routes to school and paving streets and roads is important.



I'm going to read you a list of potential elements of this measure, including projects the measure could fund. Please tell me how important it is to you that each of the following items are included in the measure we have been discussing. Is it extremely important, very important, somewhat important, or not too important? Split Sample



Introducing a Potential Library Bond

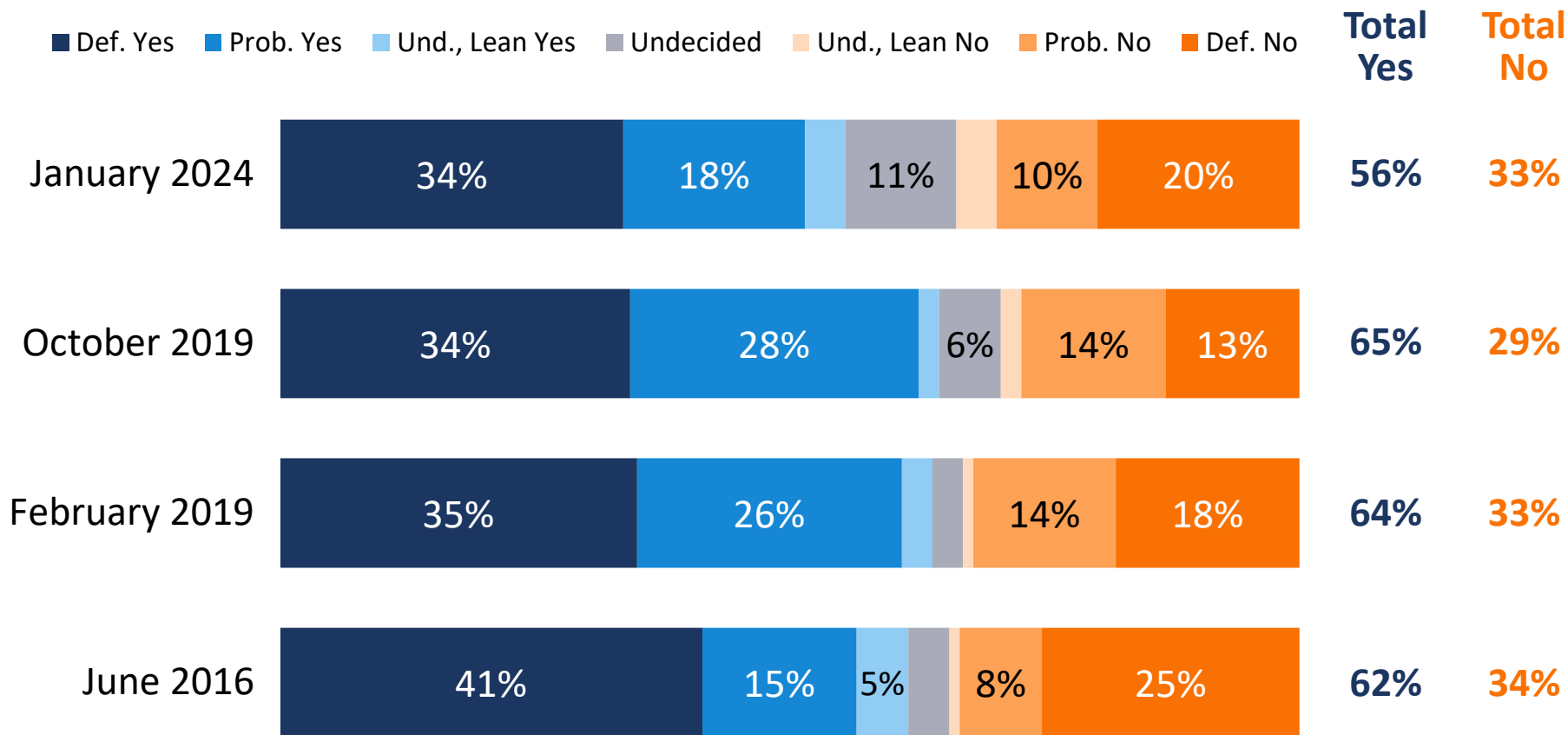
Library Bond Measure Language Tested

67% Threshold for Passage

Repairing/Modernizing Pacifica's Libraries.

Shall the measure to improve earthquake, fire safety and disability access; repair/replace leaky roofs/plumbing and deteriorating electrical wiring; provide access to computers/internet; provide spaces for children/teens/seniors; and become accessible 7 days/week; by repairing/modernizing Sanchez Library and replacing Sharp Park Library, by the City of Pacifica issuing \$60,000,000 in bonds with an average levy of \$24 per \$100,000 assessed value, generating approximately \$3,500,000 annually for 30 years, including financial audits be adopted?

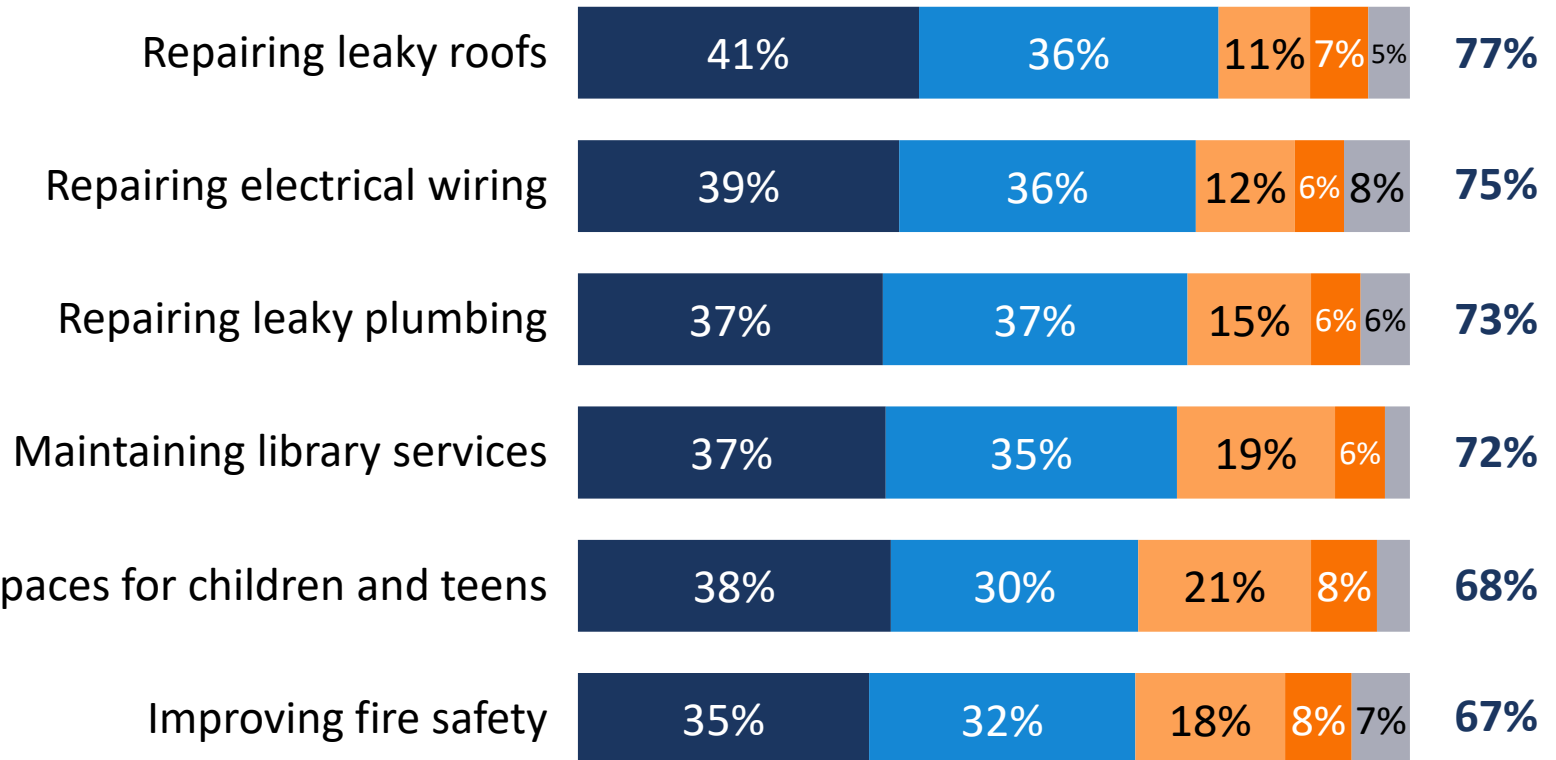
While a majority expressed support for a potential library bond, that support is unfortunately lower than assessed in prior survey research.



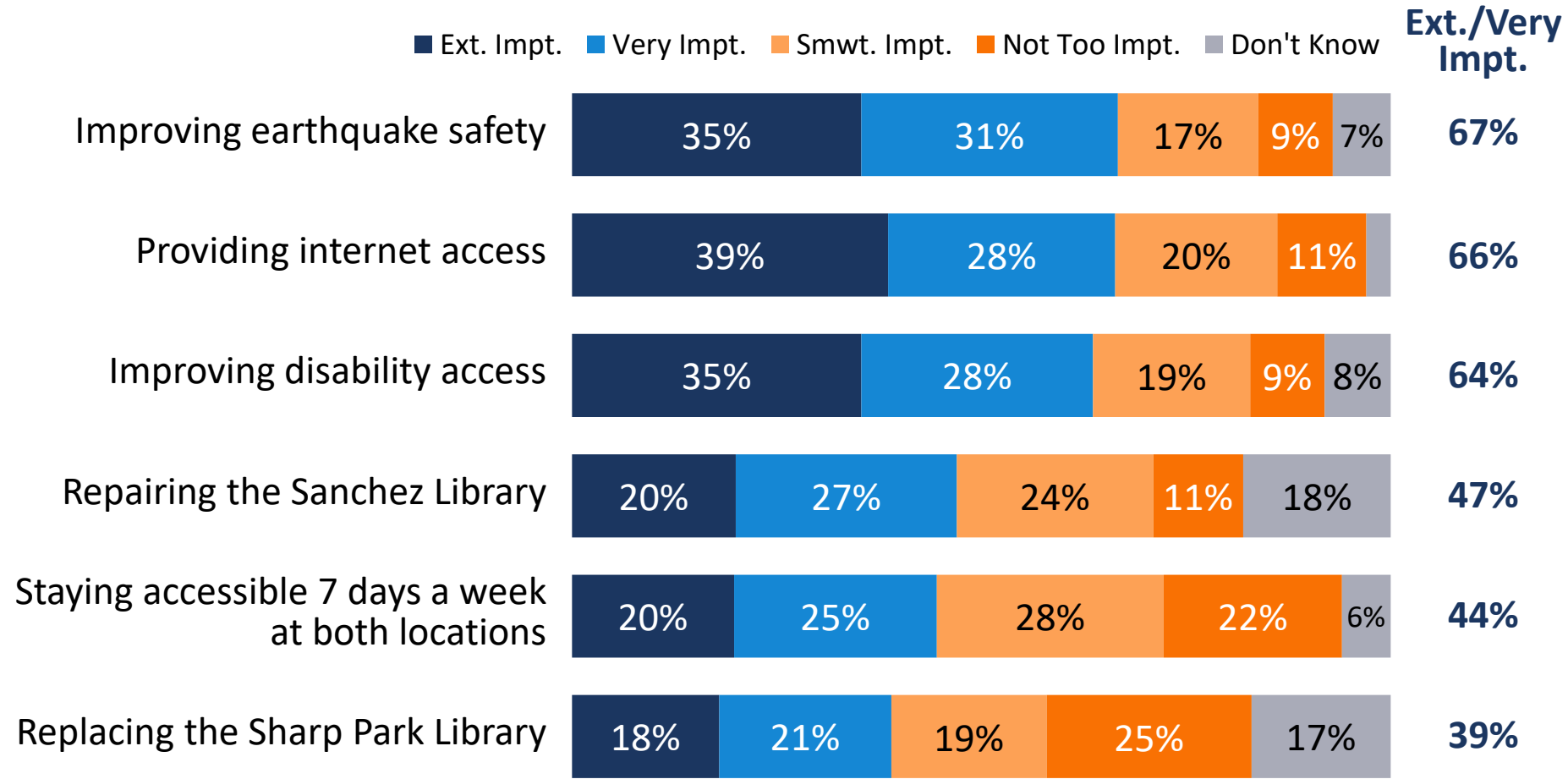
Repairing leaky roofs, electrical wiring and leaky plumbing are top priorities for a library bond.

I'm going to read you a list of potential elements of this measure, including projects the measure could fund. Please tell me how important it is to you that each of the following items are included in the measure we have been discussing. Is it extremely important, very important, somewhat important, or not too important? (Items presented in random order.)

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know **Ext./Very Impt.**



Lower-tier priorities were tied to specific library branches rather than overall system benefits.



I'm going to read you a list of potential elements of this measure, including projects the measure could fund. Please tell me how important it is to you that each of the following items are included in the measure we have been discussing. Is it extremely important, very important, somewhat important, or not too important? Split Sample



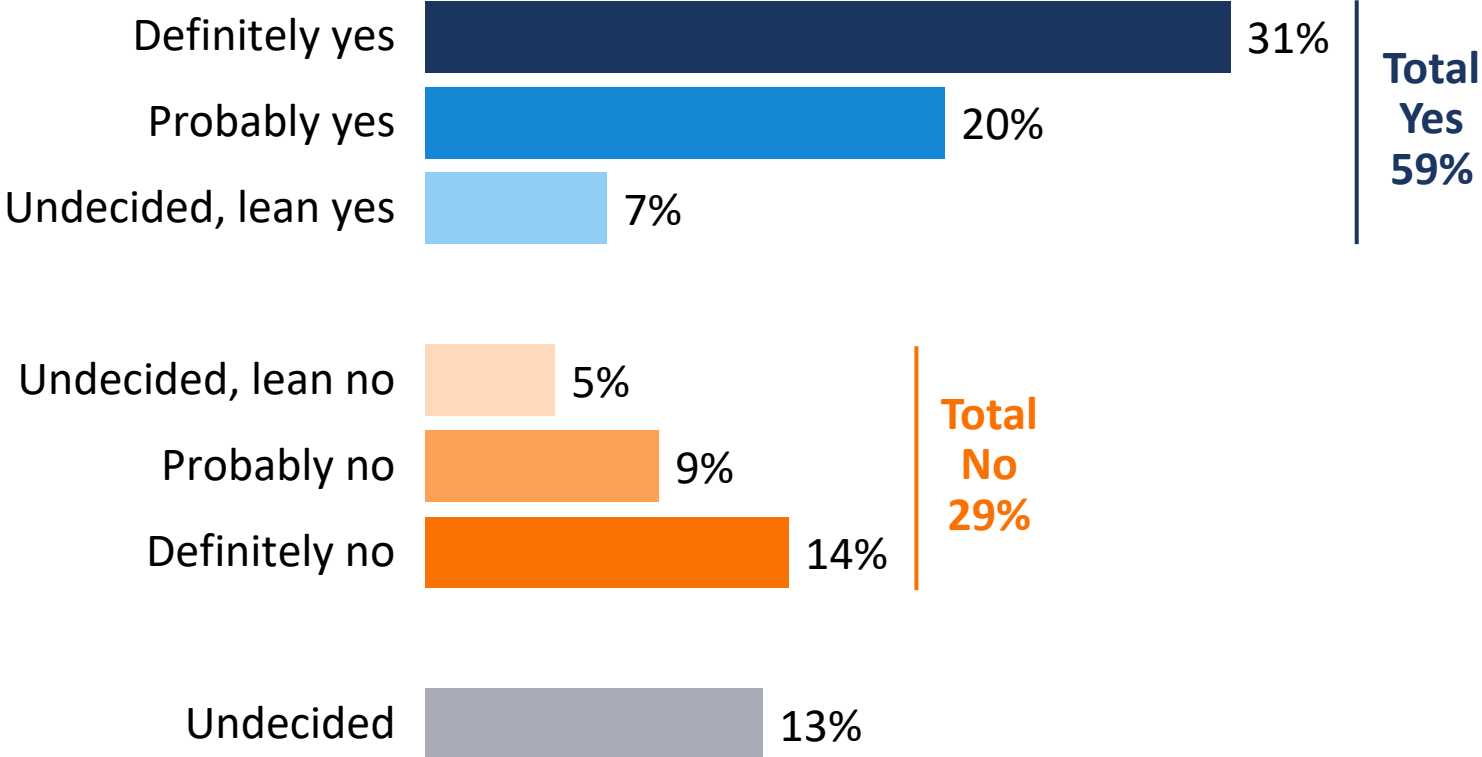
Introducing a Potential TOT Measure

TOT Ballot Language Tested

50% Threshold for Passage

Shall Ordinance No. 200, enacting a transient occupancy tax (paid only by hotel/lodging guests) imposed on short-term stays at a 15% rate, for general government use to continue funding vital Pacifica services, such as police, fire, 911 emergency response; street/pothole repair; youth/senior programs; adapting to sea-level rise; keeping trash off beaches; and generating approximately \$720,000 annually until ended by voters and subject to annual audits, be adopted?

Nearly three in five support a potential TOT measure.



High-level Takeaways

- Majorities of voters feel the city has an appreciable need for additional funding for services and city infrastructure.
- 69% are inclined to support a potential \$60MM infrastructure bond, a measure that currently has a two-thirds vote threshold.
- 56% are inclined to support a potential \$60MM library bond, a measure that also currently has a two-thirds vote threshold.
- 59% are inclined to support a potential, general-purpose TOT measure, which has a majority vote threshold.

For more information,
contact:



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1999 Harrison St., Suite 2020
Oakland, CA 94612
Phone (510) 451-9521
Fax (510) 451-0384

Curt Below

Curt@FM3research.com

Lucia Del Puppo

Lucia@FM3research.com