








# Voter Attitudes Toward a Potential Infrastructure Bond

*Key Findings of a Citywide Survey Conducted June 7-13, 2024*



OPINION  
RESEARCH  
& STRATEGY

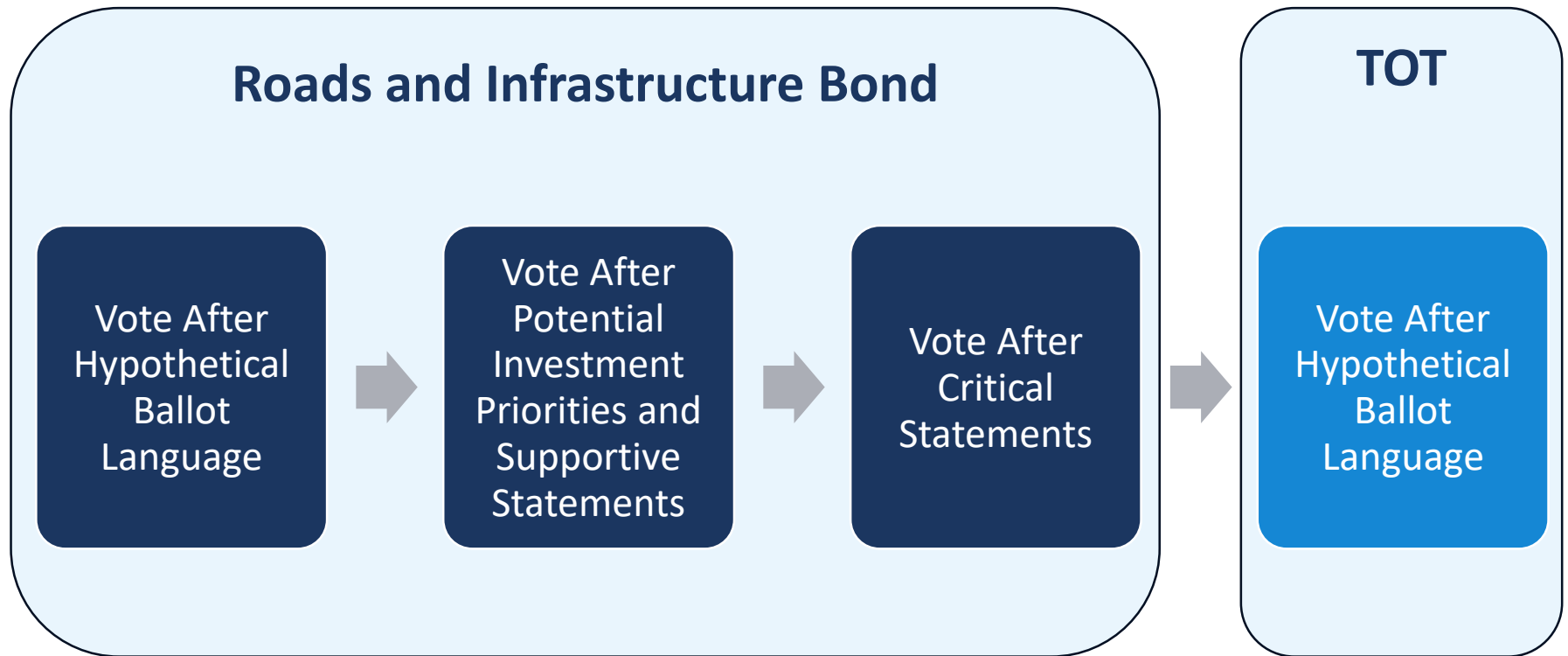
# Survey Methodology

Dates	June 7-13, 2024
Survey Type	Dual-mode Voter Survey
Research Population	Likely November 2024 Voters in Pacifica
Total Interviews	402
Margin of Sampling Error	±4.9% at the 95% Confidence Level
Contact Methods	 Telephone Calls  Email Invitations  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews
Survey Tracking	2008, 2016, 2019, 2022 & January 2024

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

# Survey Approach

Survey respondents were asked a series of detailed questions about a potential roads and infrastructure bond measure, then also a single question about a potential TOT measure.

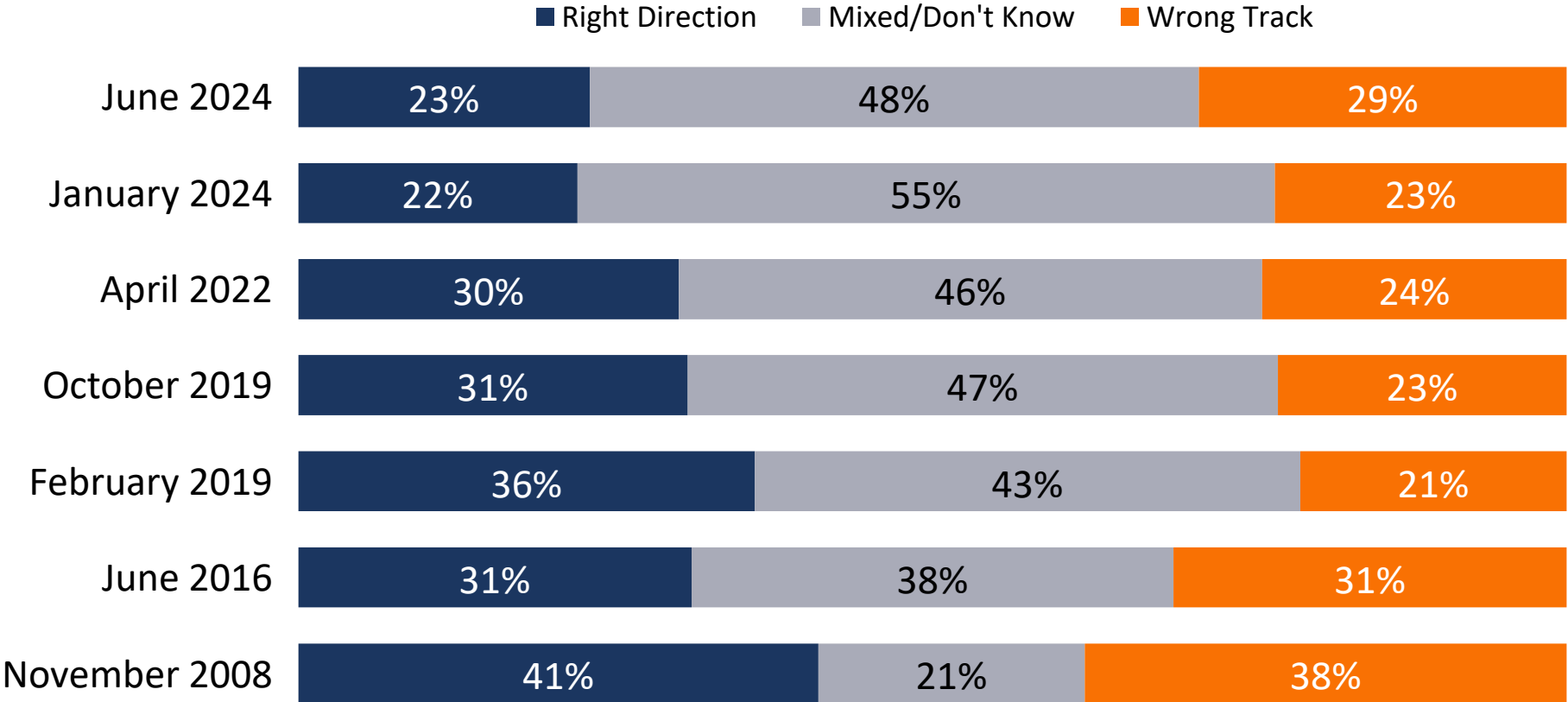




# Views of Life in Pacifica

# Like many Bay Area communities, many Pacifica voters feel ambivalent about their community's future.

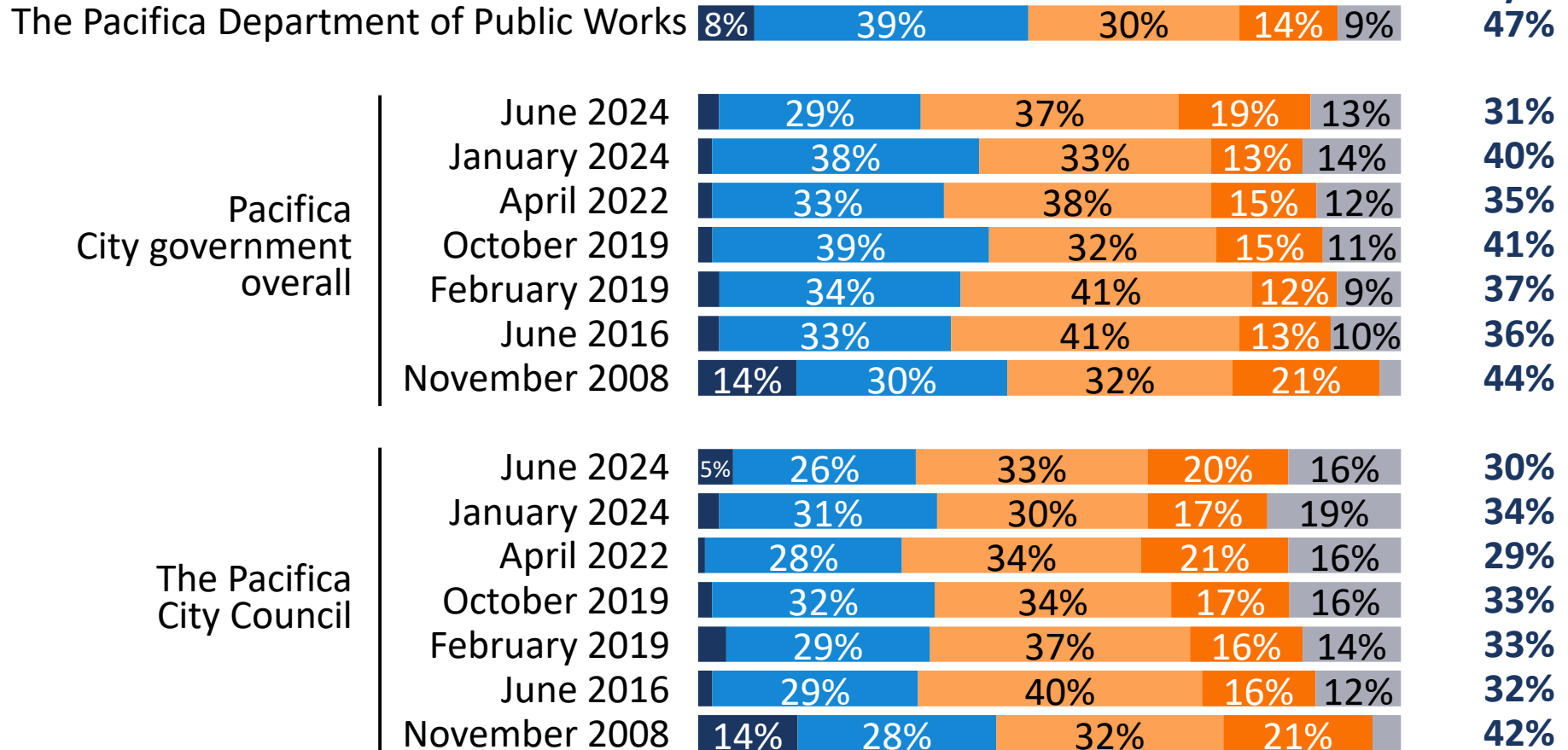
*Would you say that things in the City of Pacifica are generally headed in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?*



# Half of voters say the job being done by the Department of Public Works is excellent or good.

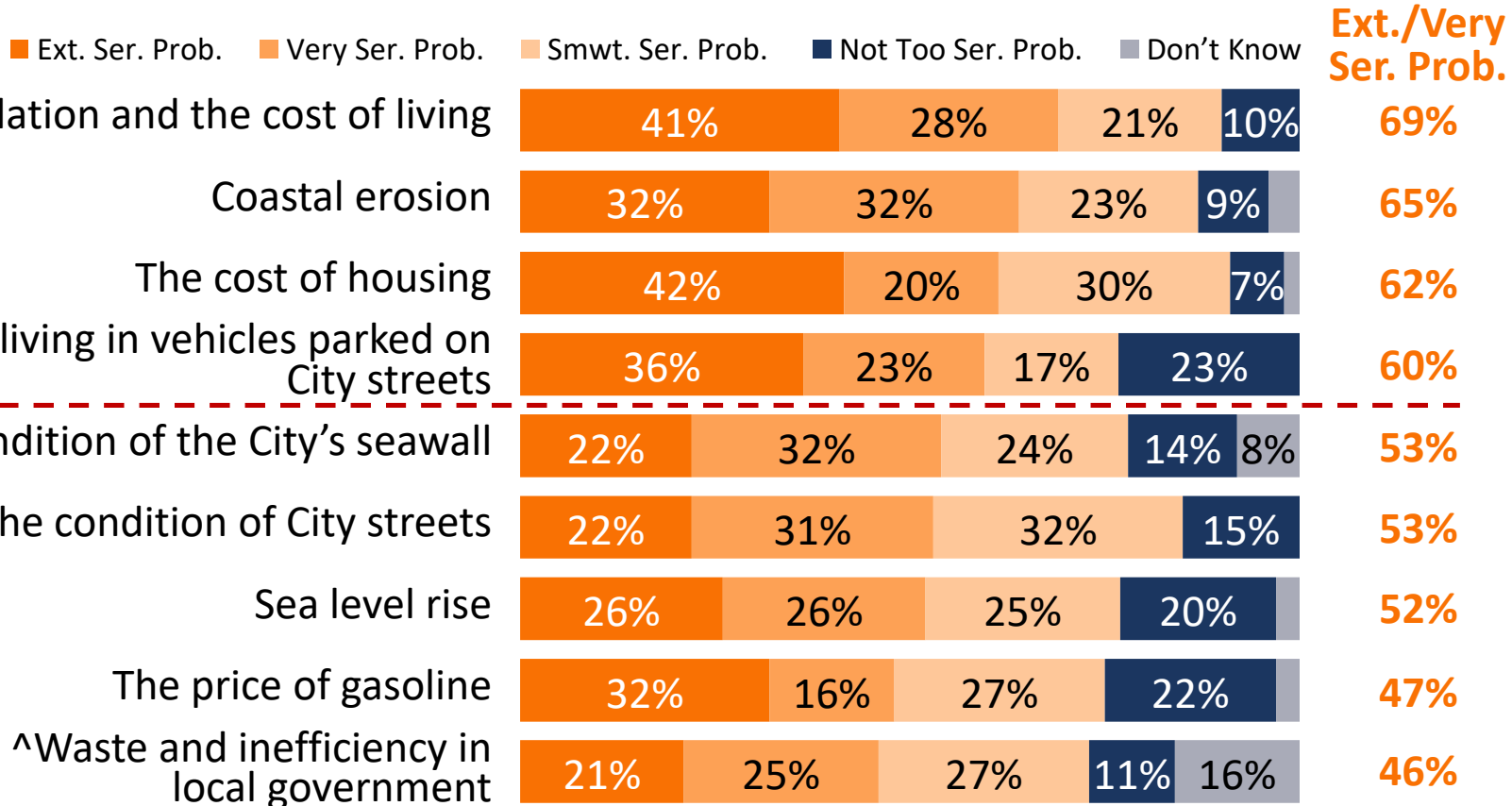
*I am going to mention a few departments in the City of Pacifica. Please tell me if you think that department or unit is doing an excellent job, a pretty good job, an only fair job, or a poor job.*

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

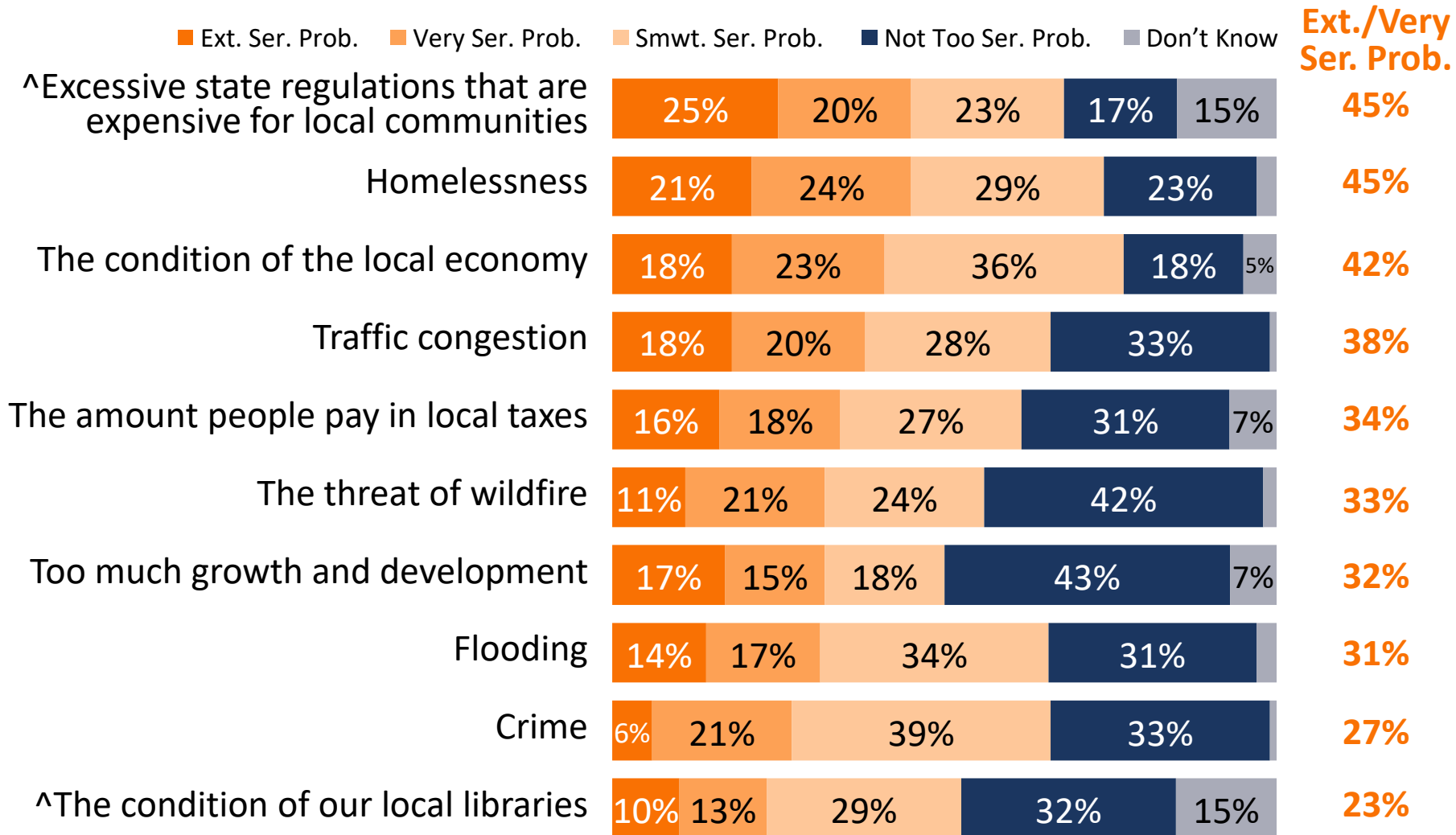


# Inflation and the cost of living, coastal erosion, housing costs, and people living in vehicles are seen as the top problems facing the community.

*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.*



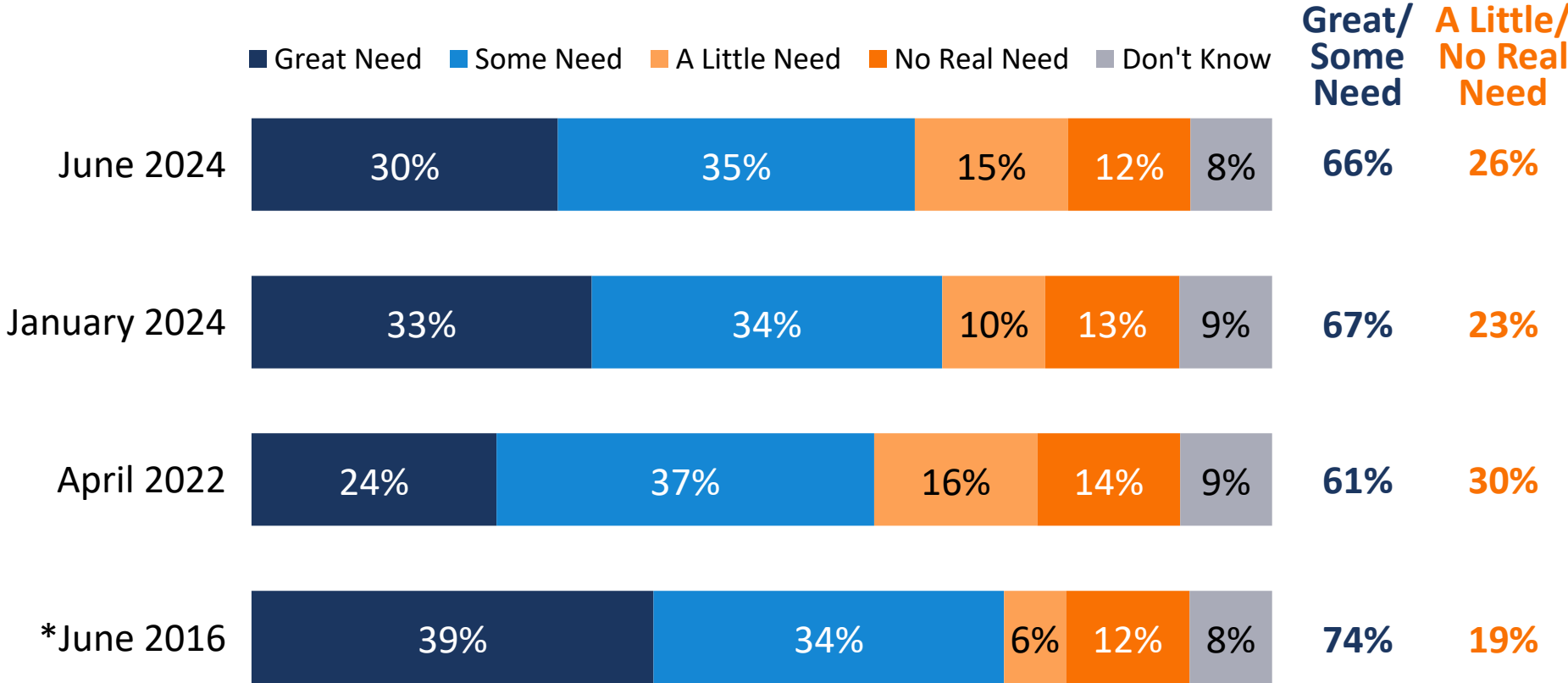
# Crime and the condition of local libraries rank lowest as problems.





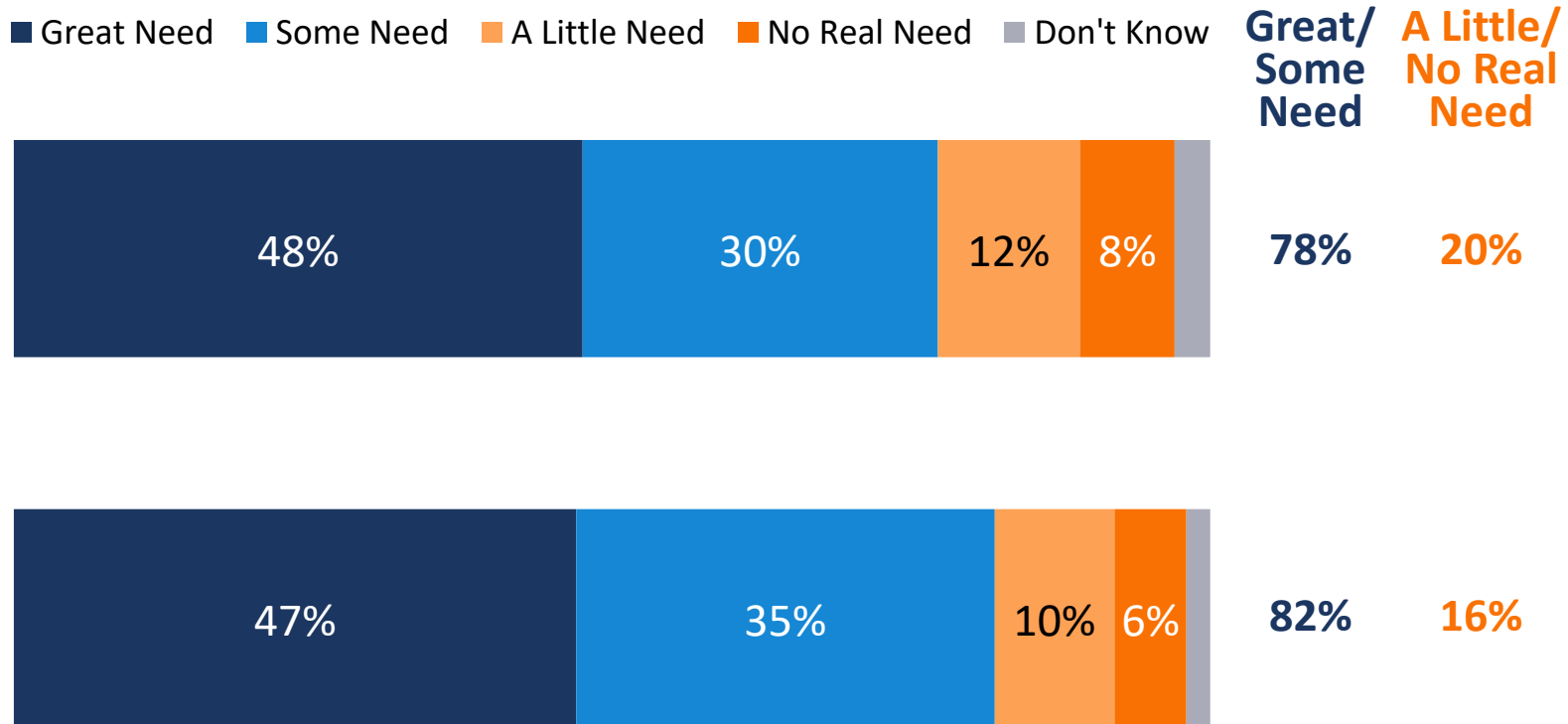
# Two-thirds continue to see a need for funding for city services.

*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 three quarters 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 Roads and Infrastructure Bond Measure**

# Hypothetical Ballot Language Tested

*(67% Threshold for Passage)*

## **Repairing/Maintaining Pacifica's Roads and Infrastructure.**

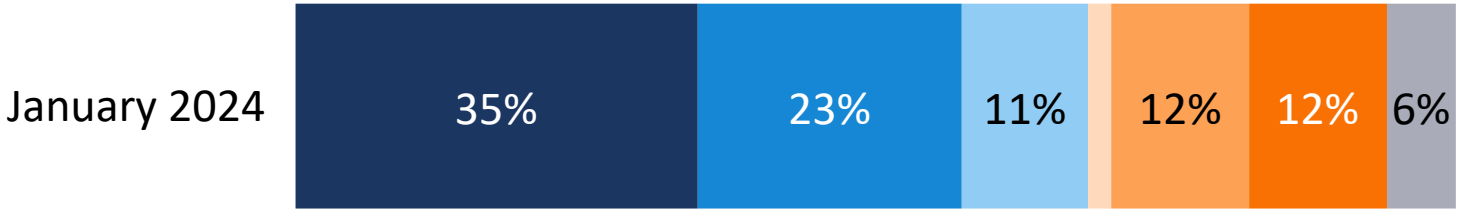
To repair and update aging infrastructure, including roads/potholes, and storm drains; protect roads/buildings from flooding, sea level rise and earthquakes; and maintain public facilities while qualifying for state and federal matching funds; shall the City of Pacifica's measure to issue \$60,000,000 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?

# Three in five support a potential bond measure, but support falls short of two-thirds and has declined from January.

*67% Threshold for Passage*

■ Def. Yes ■ Prob. Yes ■ Und., Lean Yes ■ Und., Lean No ■ Prob. No ■ Def. No ■ Undecided

**Total Yes**    **Total No**



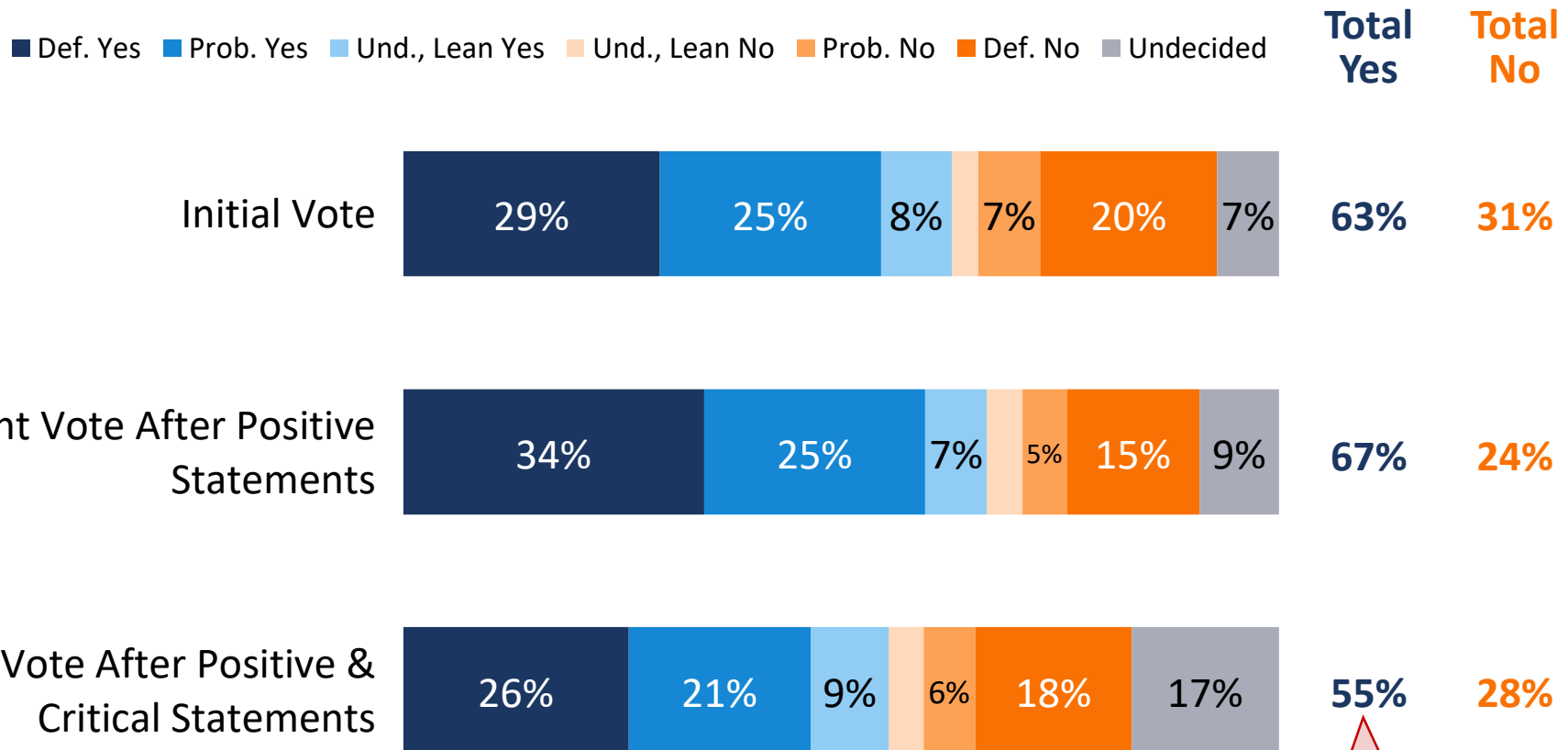
**69%**    **26%**



**63%**    **31%**

55% without "leaners"

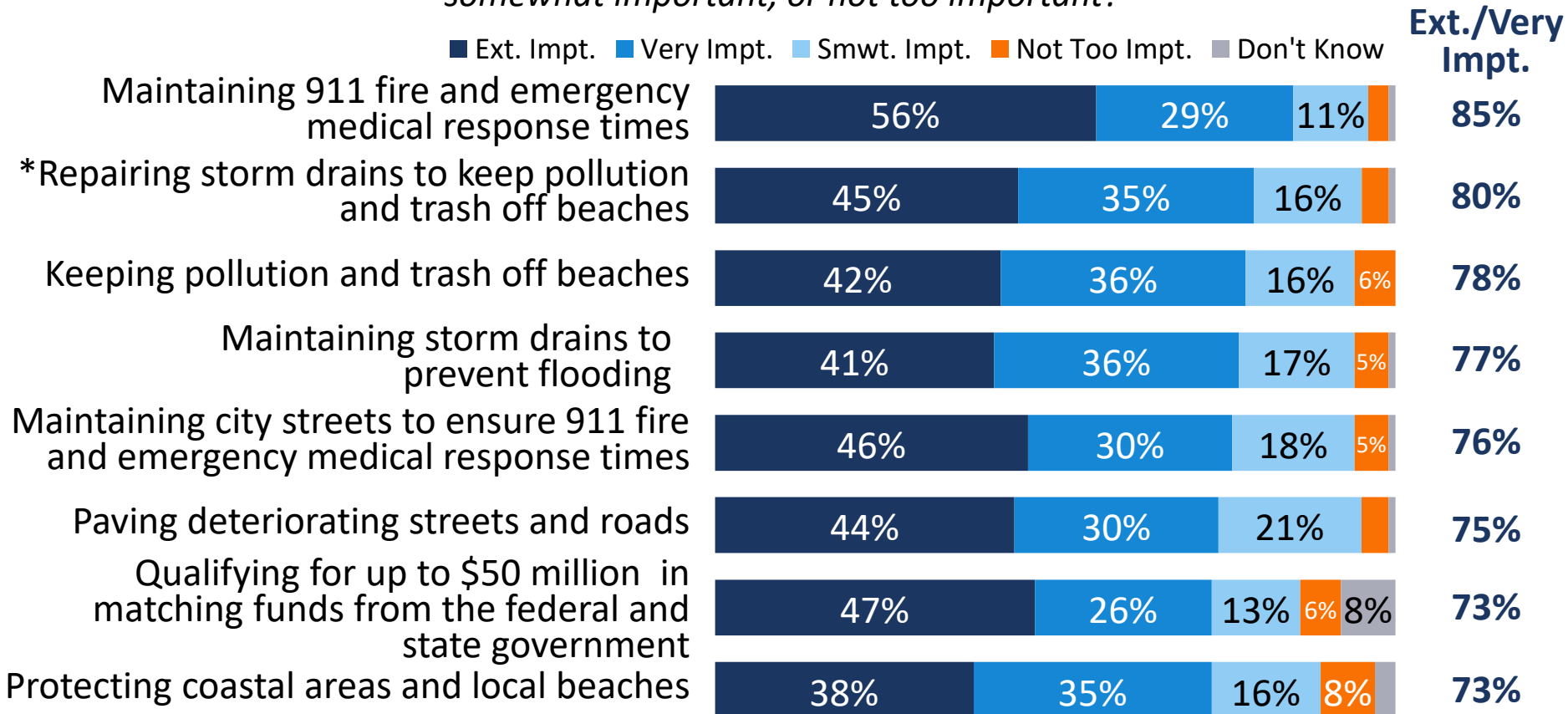
# Support reaches two-thirds after positives, but drops to 55% after opposition messaging.



47% without "leaners"

# Maintaining emergency response times and repairing storm drains are the top priorities for voters.

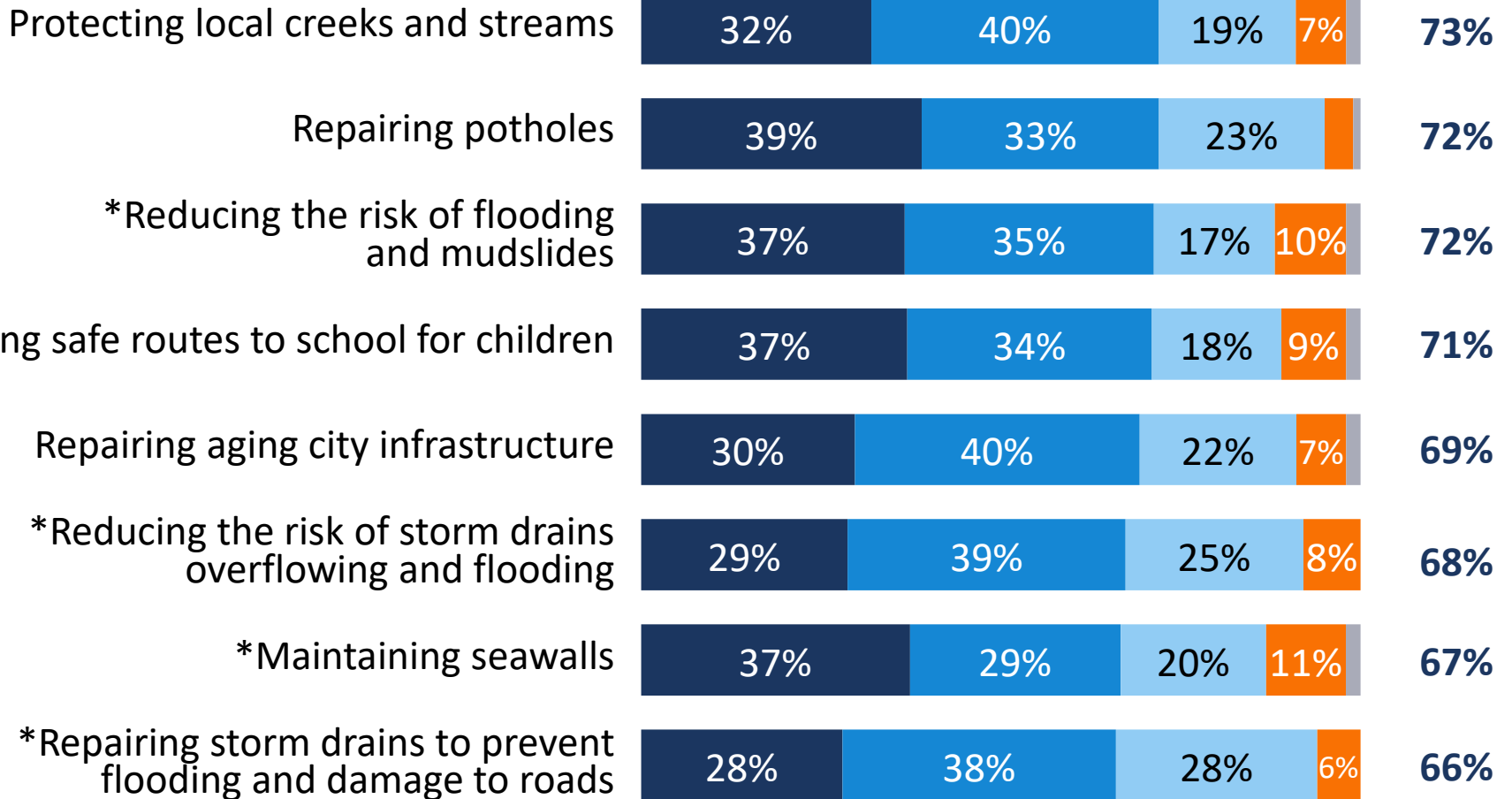
*I'm going to read you a list of potential elements of this measure, including projects the measure could fund. Please tell me how important it is to you that each of the following items are included in the measure we have been discussing. Is it extremely important, very important, somewhat important,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



# Protecting local creeks and streams and repairing potholes are important to seven in ten voters.

Ext./Very Impt.

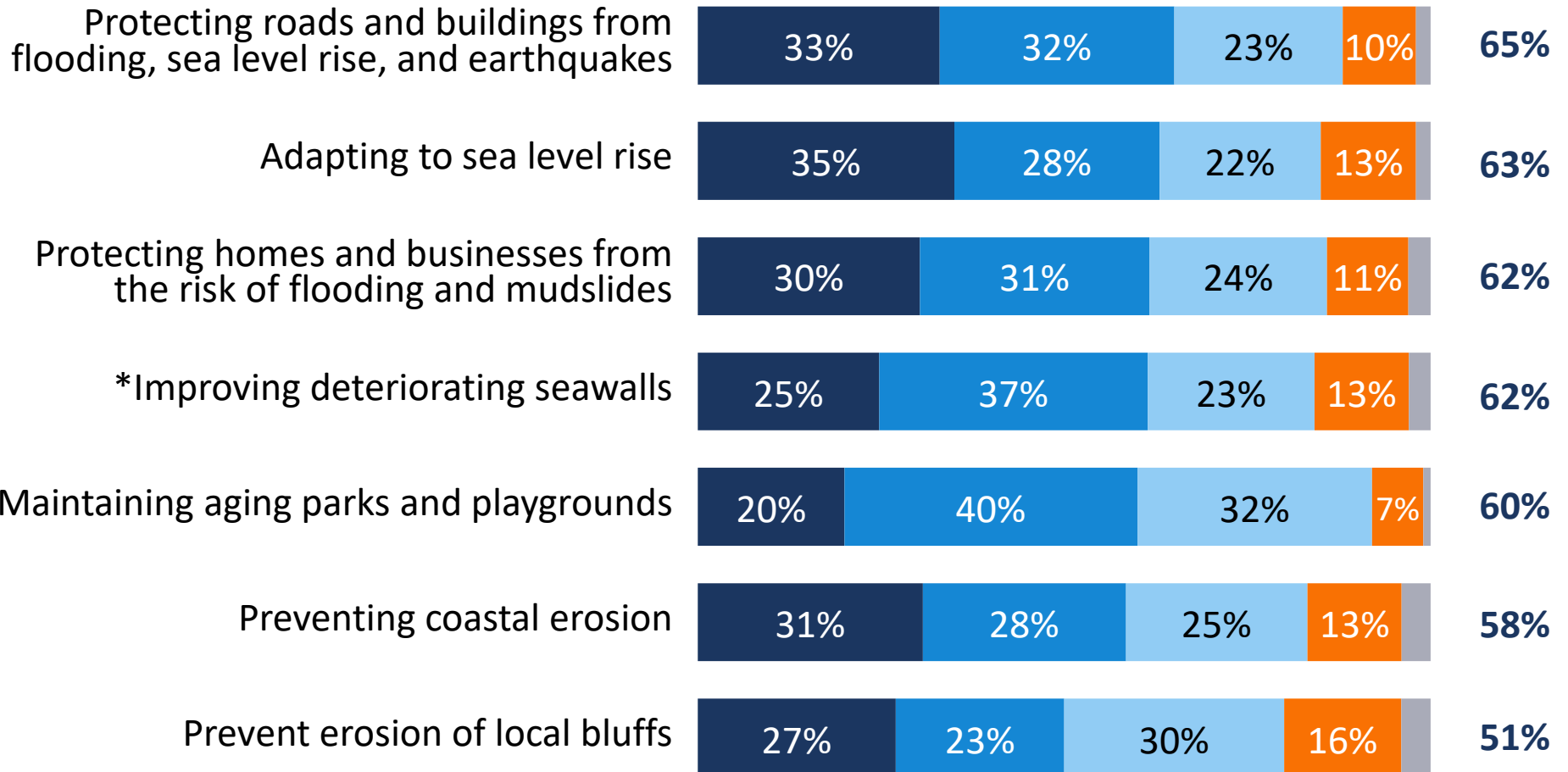
■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know





# Preventing coastal erosion is important to a majority but ranks lower as a relative priority.

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





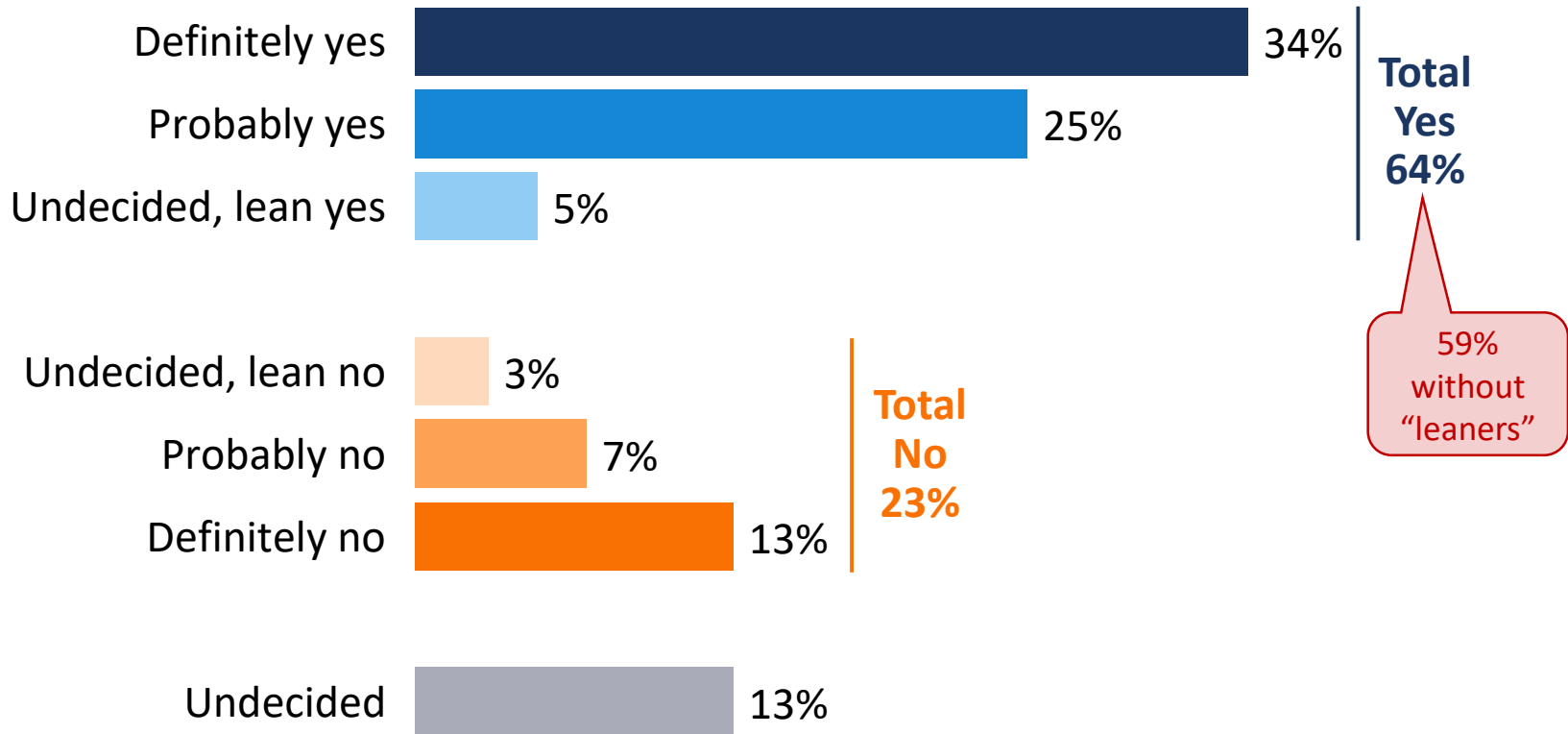
# Attitudes Toward a Potential TOT Measure

# Hypothetical TOT Ballot Language Tested

*50+1% Threshold for Passage*

Shall an ordinance updating the 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?

# Support for the TOT is well above the threshold for passage.





# Conclusions

# Conclusions

- At this point in time a potential infrastructure bond does not appear viable for November 2024, assuming a two-thirds vote threshold and given Pacifica's past measure history.
  - Support starts below the two-thirds required for success at the ballot.
  - Although support reaches the two-thirds level after supportive statements, opposition impacts it notably.
  - Comparing Measure Y to 2022 polling, Measure Y passed with 59% "yes," which was the final vote after pros and cons in a 2022 survey, though it reached a higher 66% "yes" in that same survey.
- In contrast, a TOT appears well-positioned for the ballot, with 64% support.
- Voters' top funding priorities include maintaining emergency response times, storm drains, and keeping pollution and trash off beaches, as well as maintaining local control over the funding.

For more information,  
contact:



**Curt Below**

Curt@FM3research.com

**Lucia Del Puppo**

Lucia@FM3research.com