








Opinions on Local Funding Options for the City of Marina

Highlights of a Survey of Likely Voters



OPINION
RESEARCH
& STRATEGY

Survey Specifics and Methodology

Dates	June 22 - July 7, 2022
Research Population	Likely November 2022 voters in the City of Marina
Total Interviews	301
Margin of Sampling Error	(Full Sample) $\pm 5.7\%$ at the 95% Confidence Level
Contact Method(s)	 Telephone Calls  Email Invitations  Text Invitations
Data Collection Mode(s)	 Telephone Interviews  Online Interviews
Survey Tracking	July 2016

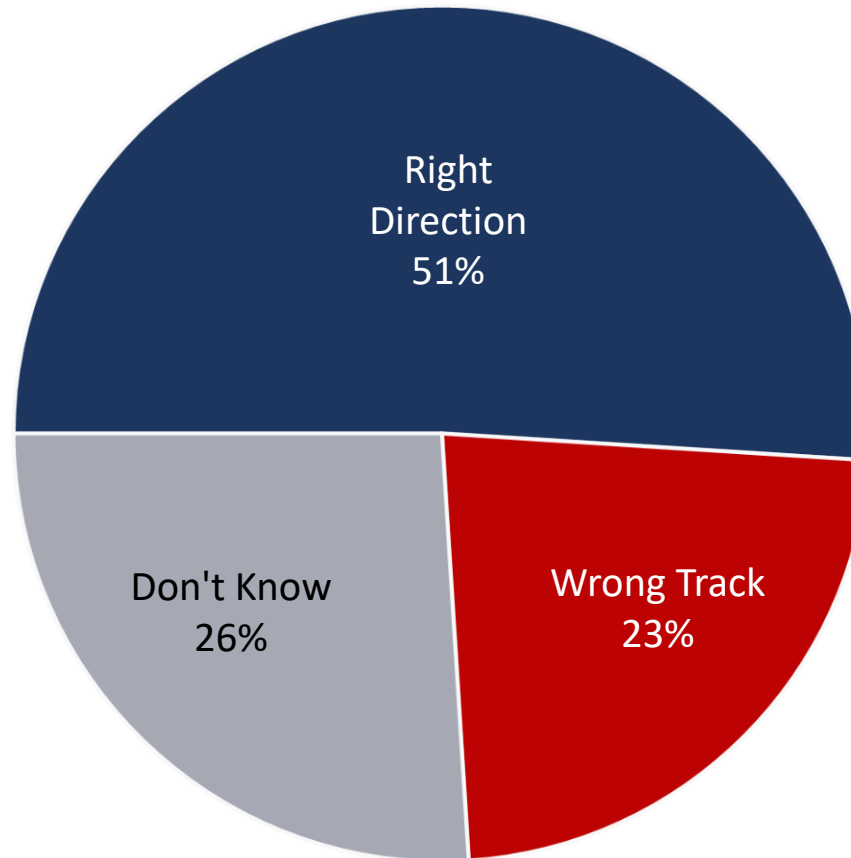
(Note: Not All Results Will Sum to 100% Due to Rounding)



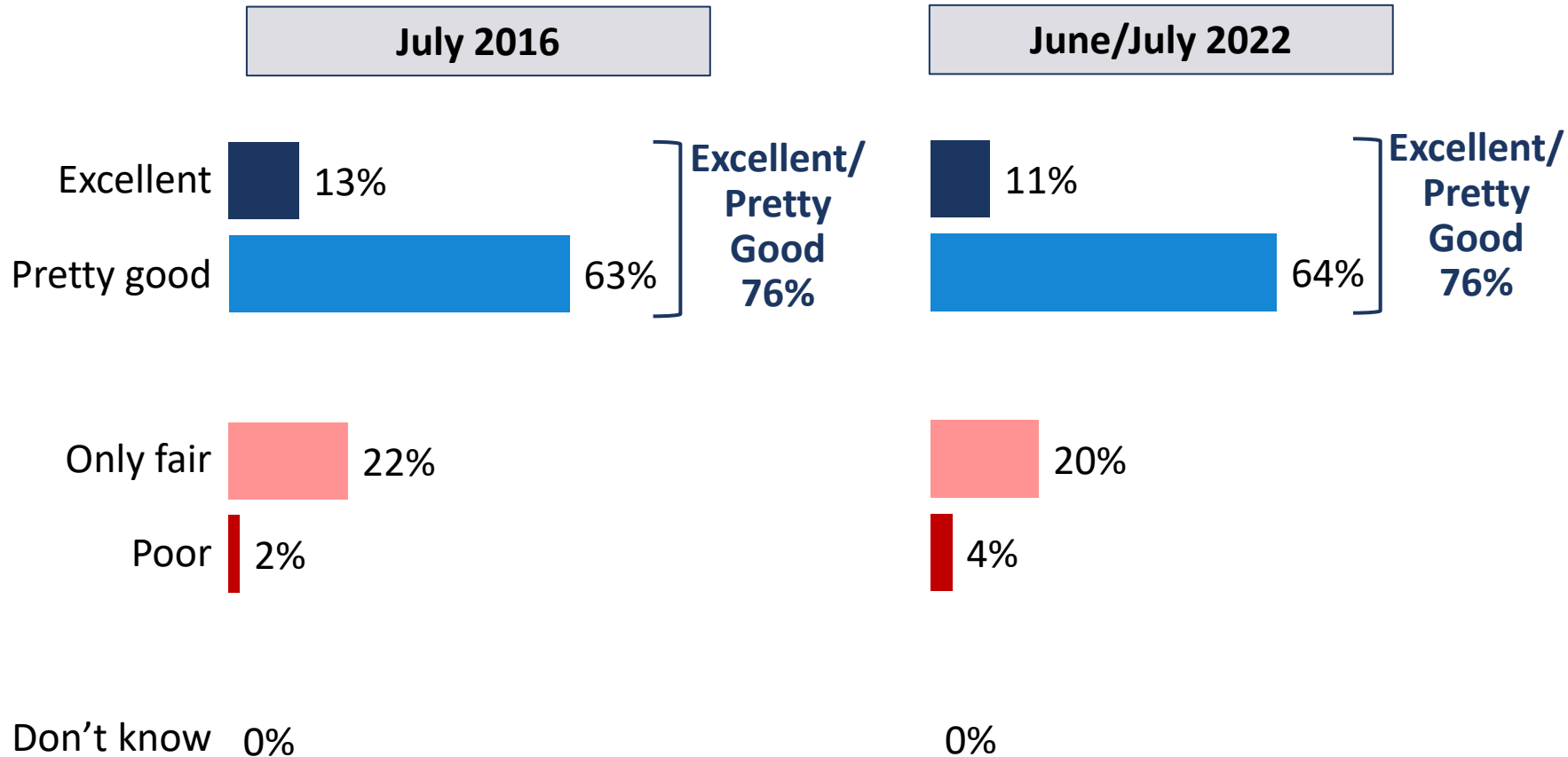
General Community Attitudes

Half of likely voters in the City of Marina think things in the City of Marina are headed in the right direction, a high rating for a California city, and which is backed up by the results of other questions.

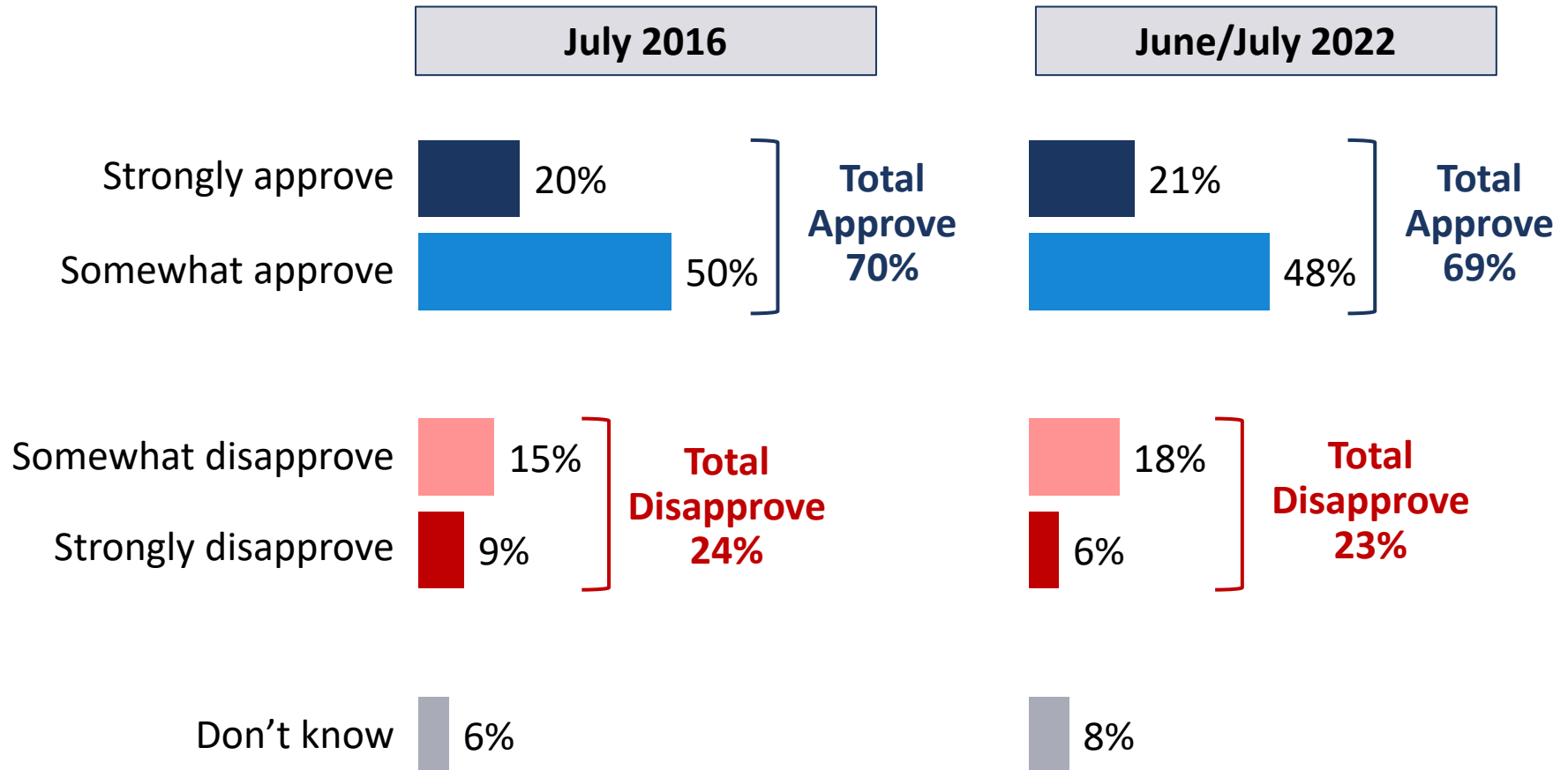
Do you think things in the City of Marina are headed in the right direction or are they off on the wrong track?



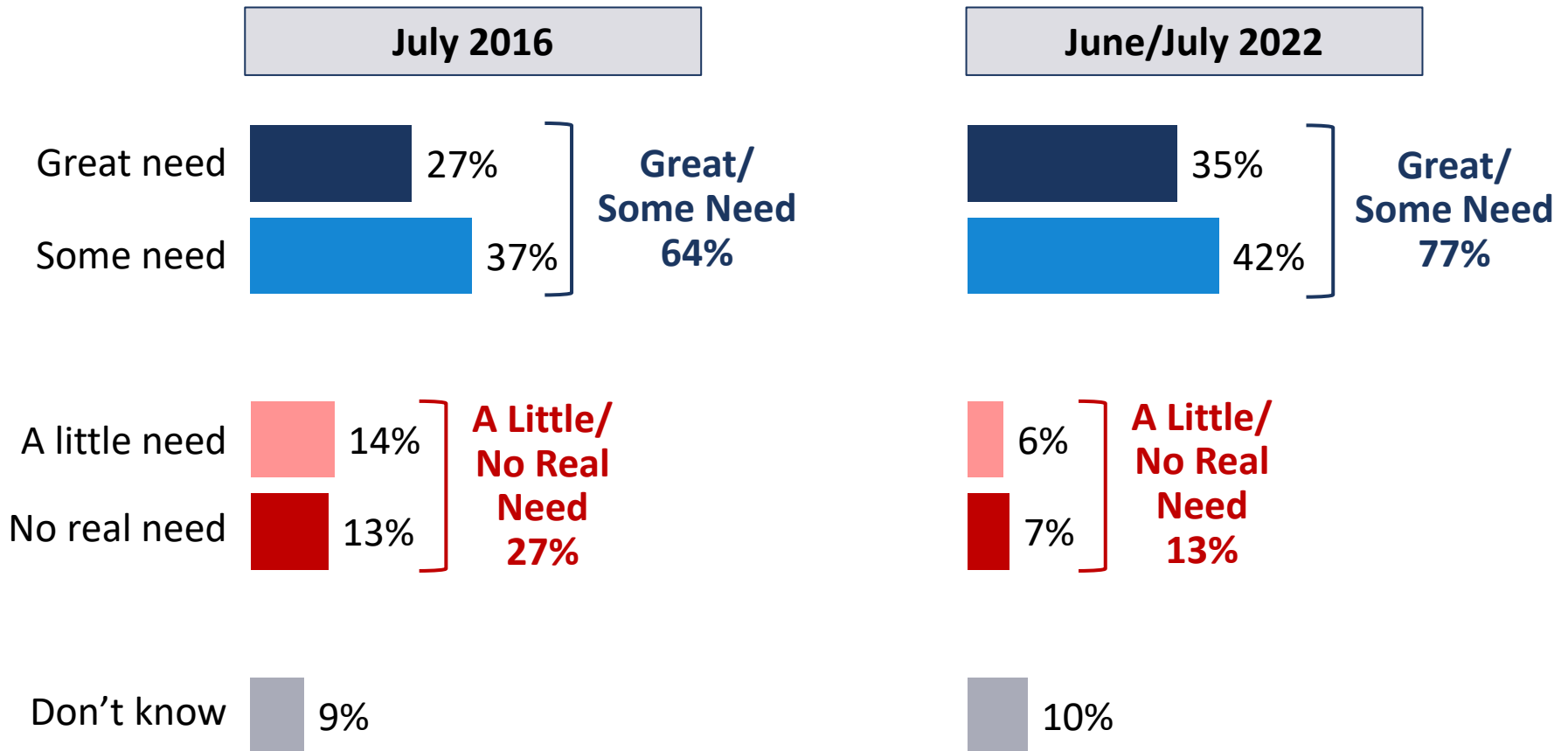
More than three-quarters describe the quality of life in Marina as excellent or pretty good, similar to the 2016 survey.




Seven-in-ten voters continue to approve of the job being done by the City of Marina.



More than seven-in-ten voters perceive that the City has at least some need for additional funding, which is up notably from the 2016 survey.





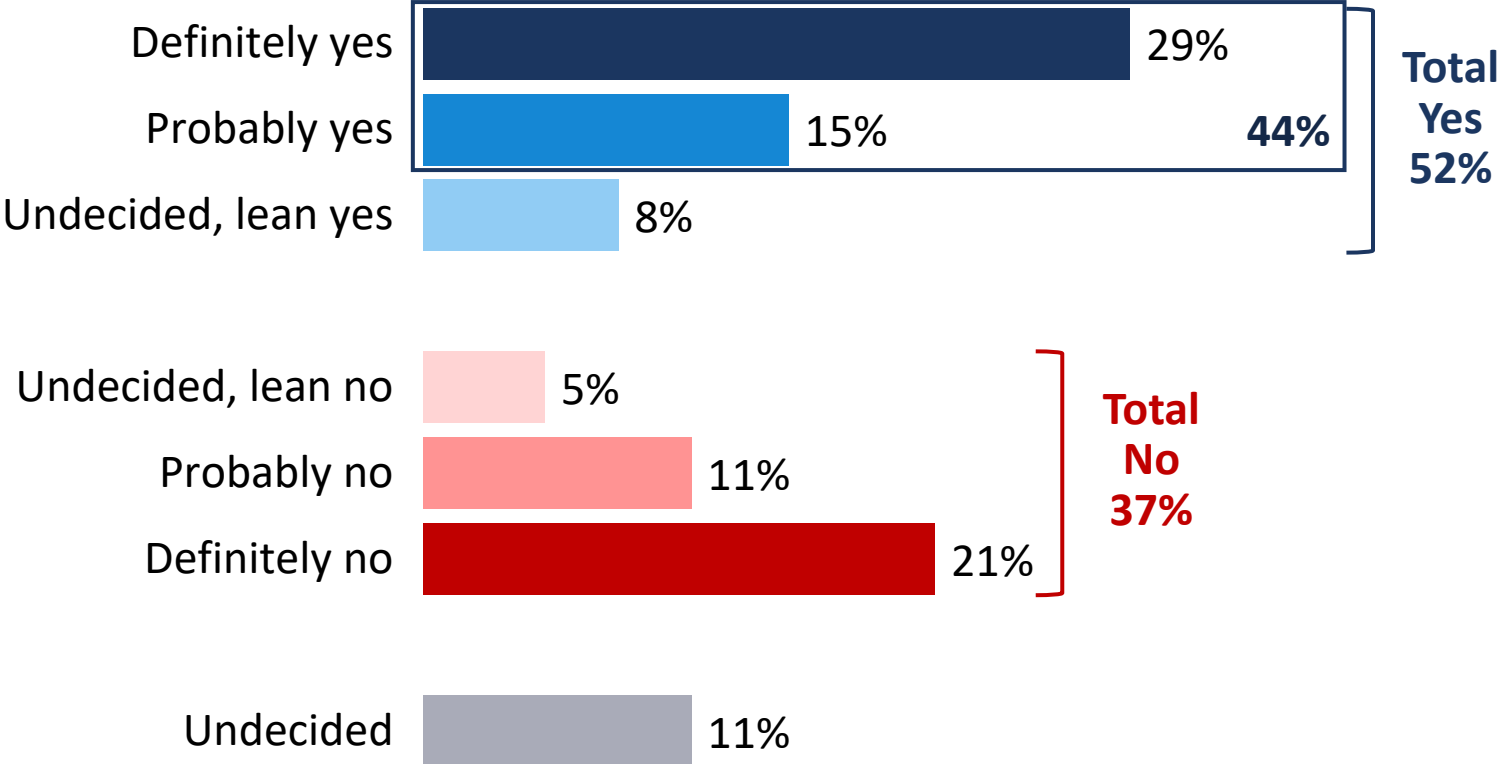
Initial Ballot Measure Opinions

Hypothetical Ballot Question Tested in Survey

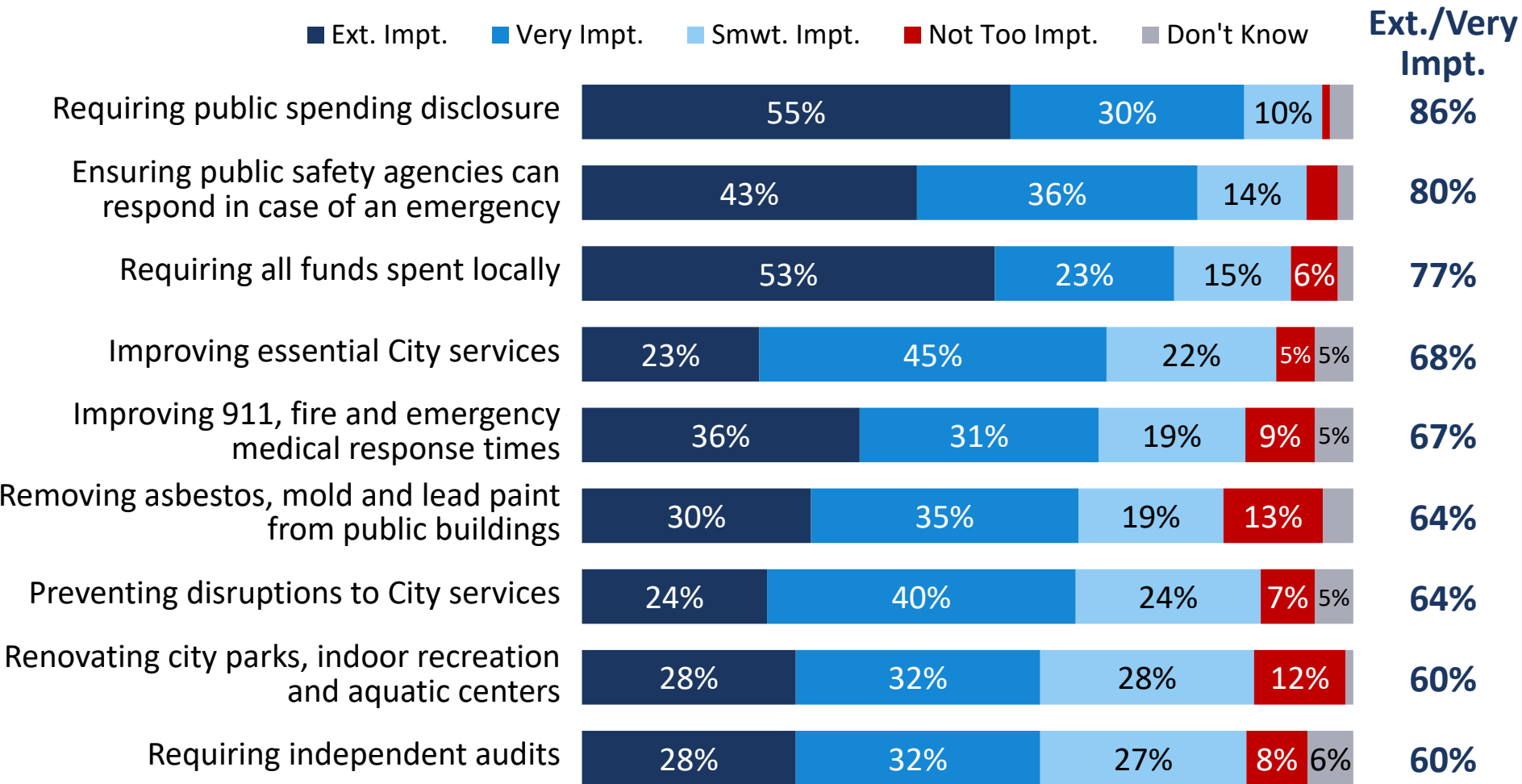
MARINA EMERGENCY RESPONSE, PUBLIC SAFETY, ESSENTIAL CITY SERVICES MEASURE

To improve 911 emergency/natural disaster response, public safety by building a fire station, upgrading police station; improve local essential services/senior services by establishing an earthquake-safe Community Center, shall the City of Marina issue \$50,000,000 in bonds at legal rates, levy \$105 per \$100,000 of assessed value, providing \$3,000,000 annually while bonds are outstanding, requiring public spending disclosure, independent oversight, all bond measure funds for Marina?

A majority of voters initially support the measure, but it falls well short of the two-thirds threshold necessary for passage.



The top priorities for the measure include emergency response, improving essential City services, and removing hazardous materials from public buildings, along with fiscal accountability.

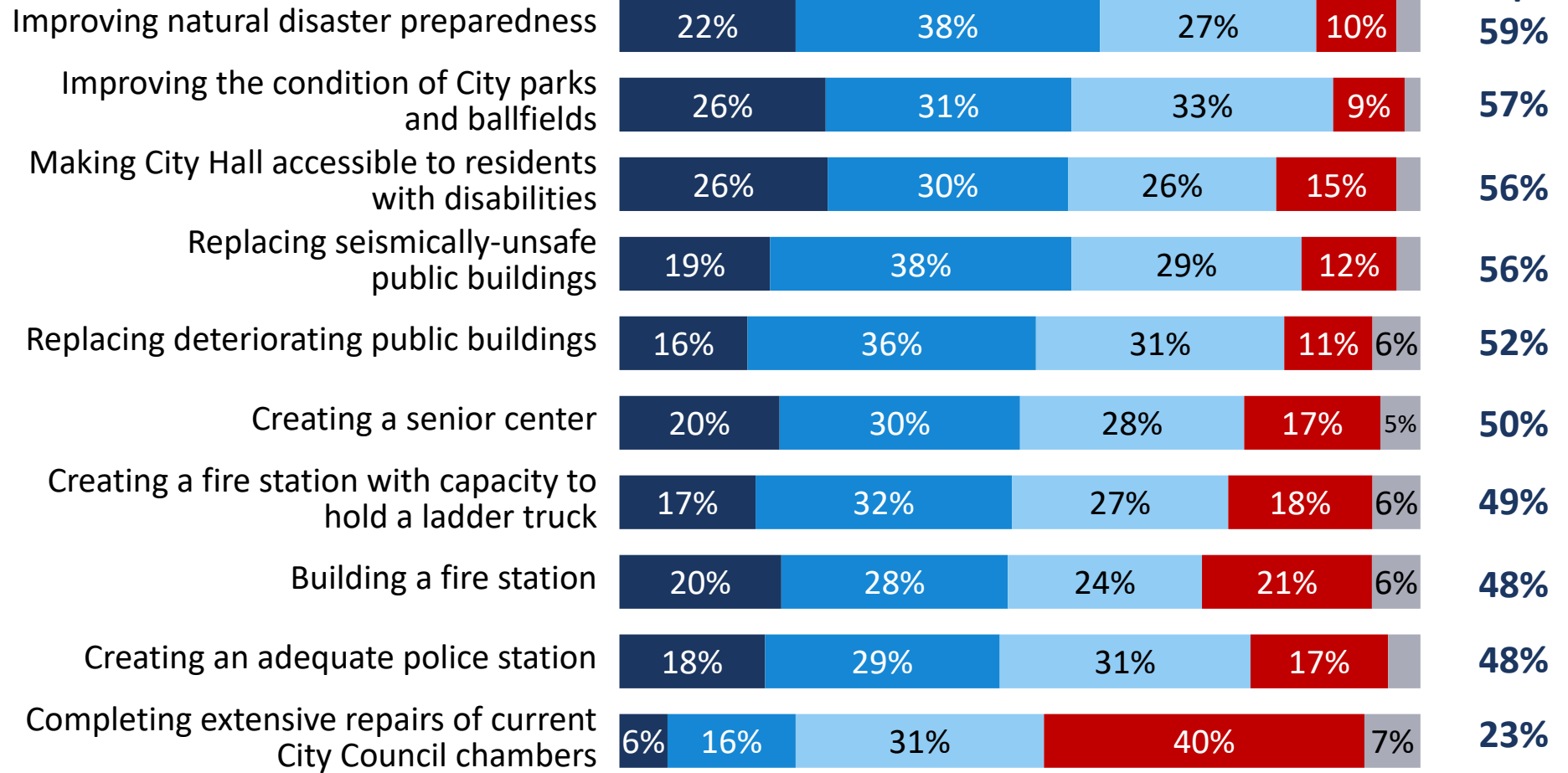


Q6. I am going to read you a list of specific City projects and services that could be funded by, or provisions included in, the measure you just considered. Recognizing that there will not be enough funding for all of these projects, please tell me how important each one is to you: extremely important, very important, somewhat important, or not important.

Voter Priorities, Continued

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

Ext./Very Impt.



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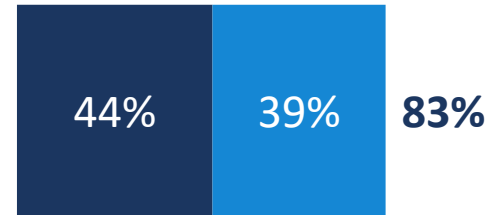


Impact of Information

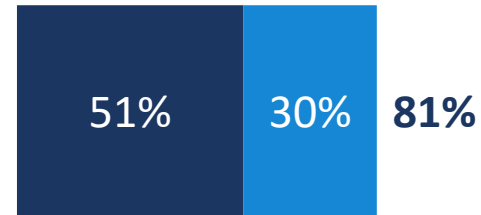
The most compelling themes about the measure include fiscal accountability, the condition of the City Hall offices, and inadequacy of the fire station.

■ Very Conv. ■ Smwt. Conv.

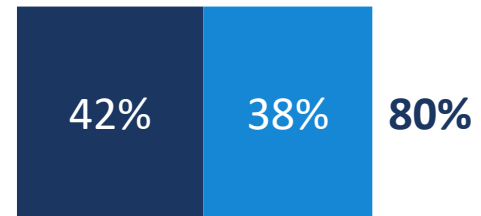
(ACCOUNTABILITY) This measure includes strict accountability provisions to ensure funds are used as promised, such as requiring public disclosure of all spending, independent audits, and a fiscal oversight committee of local residents. And by law, all funds must be used to benefit Marina residents and cannot be taken by the County, State or federal government.



(COMMUNITY CENTER) When Marina first became a city in 1975, a few temporary, portable buildings were set up to operate as the City Hall offices. The plan was to replace them in about six months. But, 47 years later those temporary portable buildings are still being used to house our city services, despite the fact that they are deteriorating, are not accessible for residents with disabilities, have mold, asbestos, leaky roofs, are not earthquake safe, and do not provide adequate space to host our local services. It is beyond time to create a real City Hall to serve all Marina residents.



(FIRE) Over the last eight years the fire service workload has increased by more than 50%. But our City relies on two old, inadequate fire stations with safety concerns, that are in the wrong location to meet response times needed for fire and medical emergencies. What's more the fire station in Seaside which provides backup support in our city is being moved farther away. This measure would help maintain and improve our public safety as Marina grows.

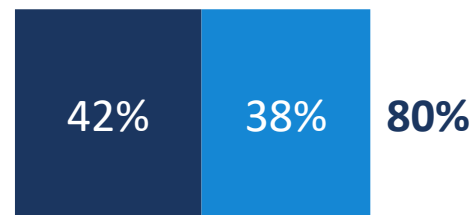


Q7. I am going to read you some statements from both supporters and opponents of the **MARINA EMERGENCY RESPONSE, PUBLIC SAFETY, ESSENTIAL CITY SERVICES MEASURE**. First, I am going to read some statements from people who support the measure. Please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to support this measure on a future ballot.

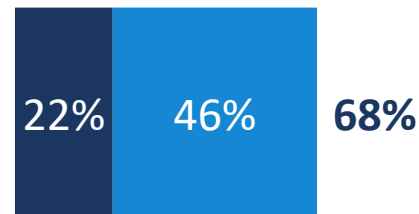
The importance of the measure for emergency medical response times resonates strongly as well.

■ Very Conv. ■ Smwt. Conv.

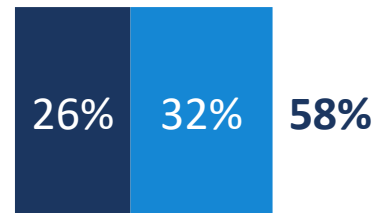
(RESPONSE TIMES - MEDICAL) When you have an emergency, seconds count. In 2021, 80 percent of calls to the Marina Fire Department were related to medical emergencies. But response times for some areas of the city are close to 8 minutes. This measure provides funding to build a much-needed, additional fire station in Marina, so all residents can get the timely 911 response they need.



(QUALITY OF LIFE) Marina is a place where people desire to work, live and raise families. However, we need to invest in our fire and police protection, and community center to be able to provide high-quality essential City services. This measure will help protect residents and maintain our community as a safe, clean place to live.

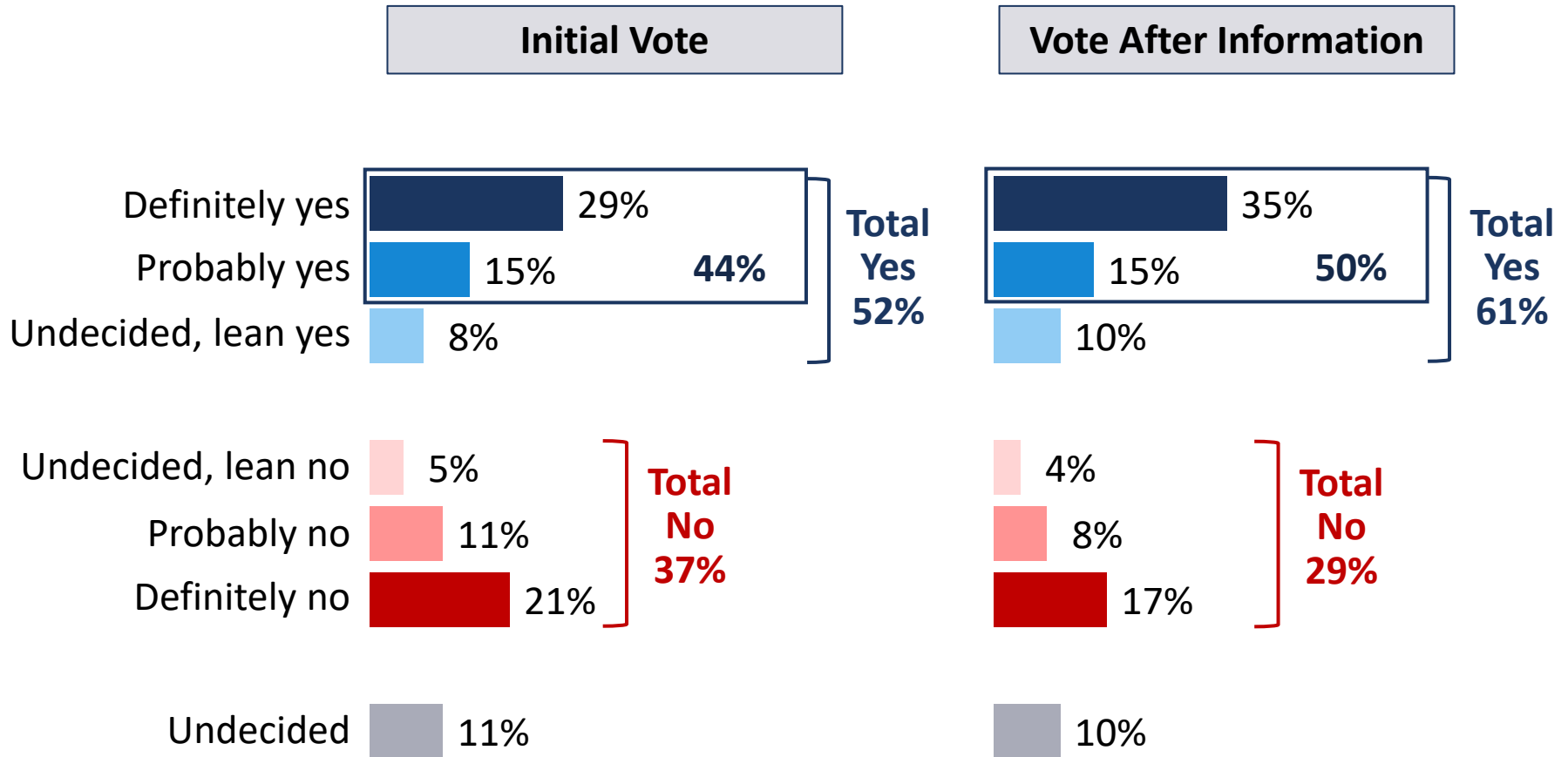


(PROPERTY VALUE) By improving 911 emergency response, fire and public safety capabilities, this measure will help to protect property values for Marina homeowners.



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Support for the measure increases substantially after information.

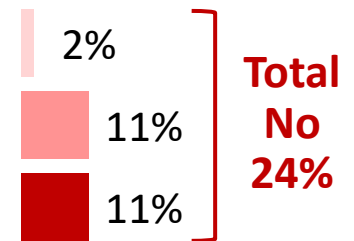
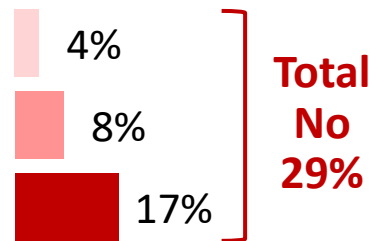
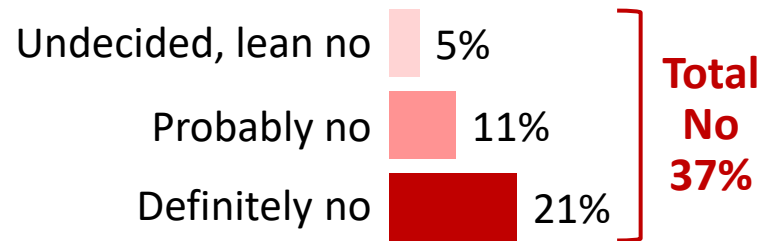
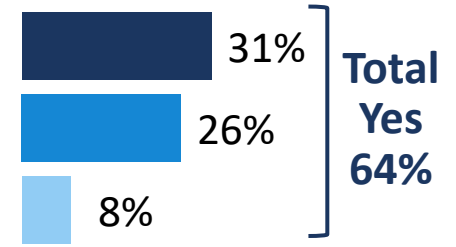
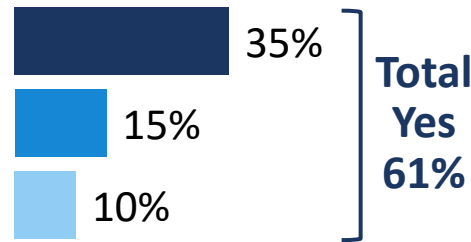
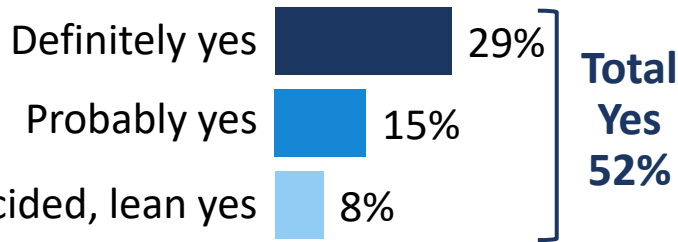


Support also increases when voters consider a lower tax rate for the bond measure.

**Initial vote
(\$105/\$100K)**

**Vote After
Information
(\$105/\$100K)**

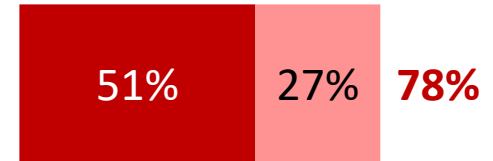
**\$60/\$100K
Tax Rate Vote**



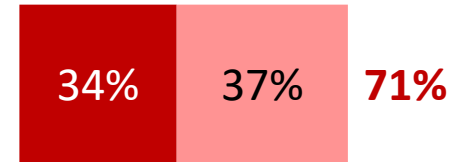
Several opposition statements resonate strongly

■ Very Conv. ■ Smwt. Conv.

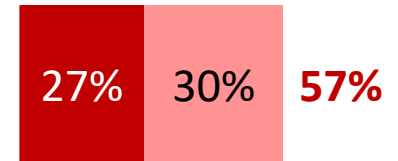
(TAXES) We are being overwhelmed by higher taxes and rising prices for gas, food, healthcare, housing, and other everyday essentials. Passing this bond measure would raise local property taxes by more than \$450 for the average homeowner, hurting those who can least afford it, like working families and seniors on fixed incomes.



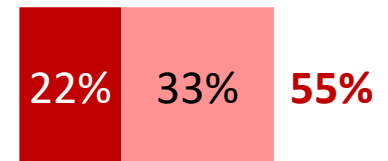
(NO NEED) With all the money the City has raised from land sales, past bond measures, sales taxes, hotel taxes and millions of dollars in new funding from the state and federal government, it should have enough funding without raising even more taxes.



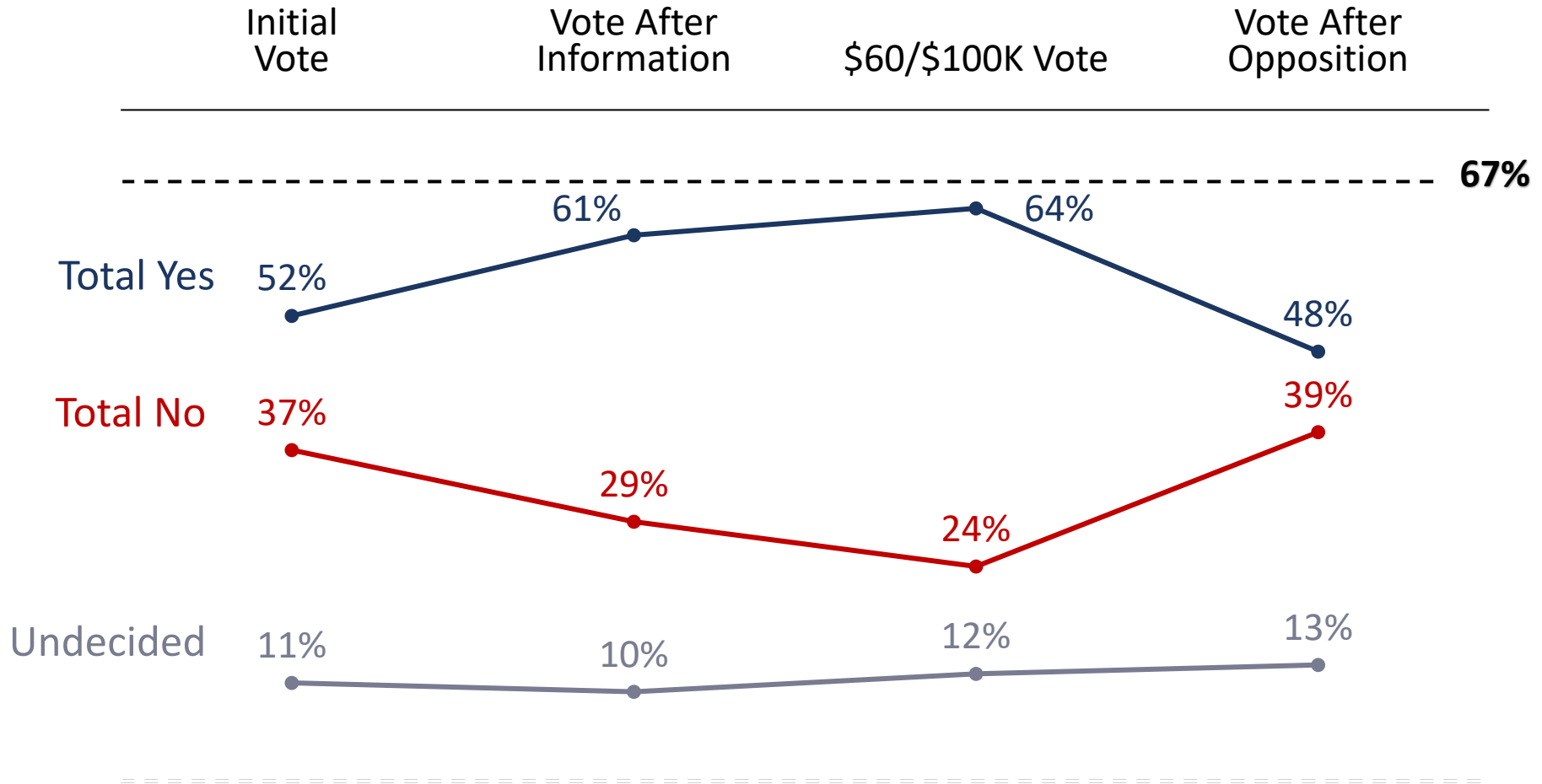
(WASTE) Instead of raising taxes, the City should just cut unnecessary spending. We don't need to raise taxes again and allow bureaucrats and politicians to waste our tax dollars.



(CITY HALL) Most of the money from this measure is going to build fancy new offices for City employees. This is not a good use of our tax dollars, especially when so many employees can be working from home.

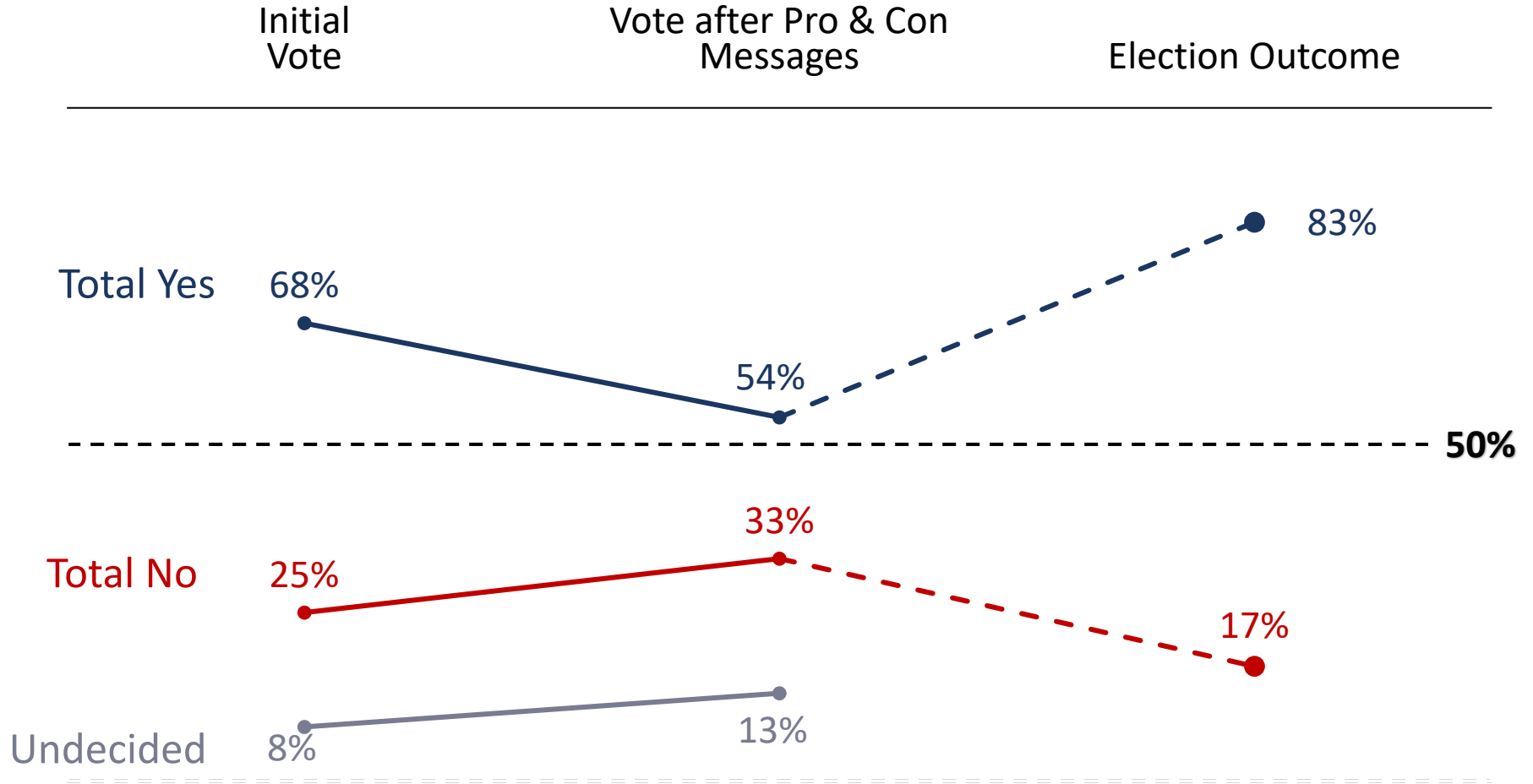


Simulating a robust opposition campaign drops support for the measure very considerably.



In 2016, support for Marina's business license tax measure exceeded survey results which simulated an equal amount of pro and con messaging; however there was no organized opposition to the measure.

Measure U - Business License Tax (2016)





Conclusions

Conclusions

- Survey results show that approximately half of Marina voters support a \$50 million bond measure for the development of a Community Center and fire station. After information about the reasons the City could pursue the measure, support grows to 61% but remains below the two-thirds threshold necessary for passage of the measure.
- Compared to 2016, there is a lot of consistency on attitudes on the quality of life in Marina and approval of the City's job performance.
- More than three-quarters of voters think the City has a need for additional funding, which is up from the 2016 survey.

Conclusions; Continued

- Voters top priorities for the measure include:
 - Ensuring public safety agencies can respond in case of an emergency
 - Improving essential City services
 - Improving 911, fire and emergency medical response times
 - Removing asbestos, mold and lead paint from public buildings
 - Preventing disruptions to City services
- Voters also value fiscal accountability provisions such as requiring public disclosure of spending and that all funds would be spent locally.

Conclusions; Continued

- Several informational themes resonate with voters including that the current City Hall was set up to be temporary 40 years ago and does not meet current safety/accessibility needs, the need for improved fire station capacity to meet current needs for fire and medical emergencies.
- Support for a smaller bond measure with a lower tax rate (\$60/\$100,000 of assessed value) is somewhat stronger, but still does not quite reach the two-thirds level.
- Simulating a robust opposition campaign knocks down the level of support for the measure below its initial level.



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