



City of Riverside Benchmark Issues Survey

Survey Conducted June 12-23, 2016

220-4495

Fairbank, Maslin, Maullin, Metz & Associates – FM3

PUBLIC OPINION RESEARCH & STRATEGY

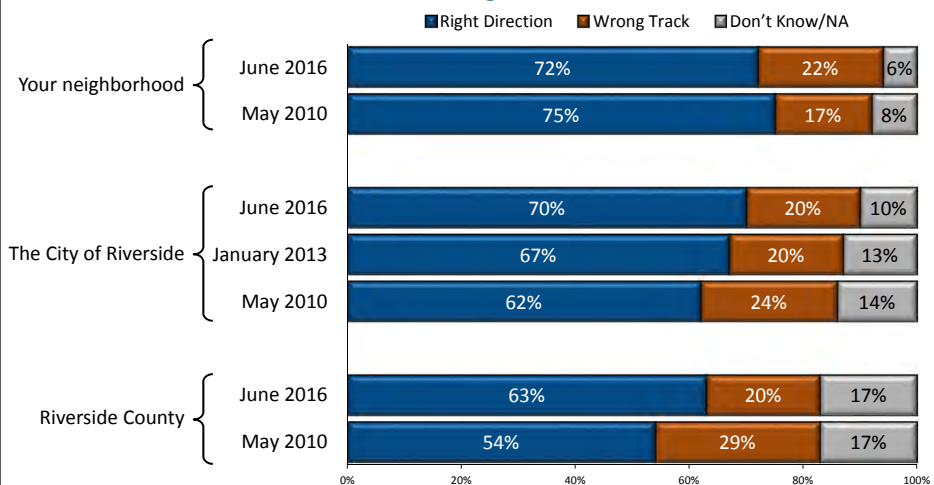
Methodology

- 600 interviews
- Riverside residents likely to vote in November 2016 election
- Conducted June 12-23, 2016
- 64% of interviews on cell phones, 36% on landlines
- 91% of interviews in English; 9% of interviews conducted in Spanish
- Overall Margin of Error: +/-4.0%
- Some results do not add up to 100% because of rounding
- Selected questions tracked to previous surveys conducted in Riverside (2015, 2013, 2010)



Mood of the Electorate

Riverside voters have a strongly positive view of the direction of their neighborhood, the City and the County overall.

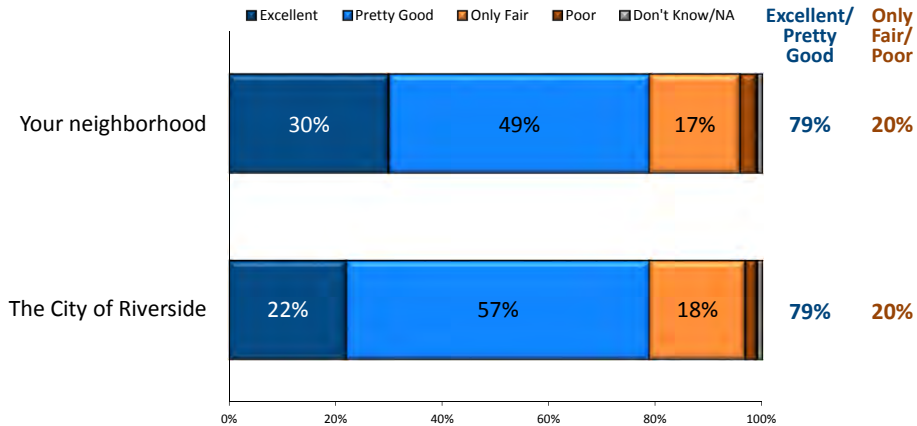


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Q1. Do you think things in _____ are generally headed in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?

Respondents overwhelmingly see the City and their neighborhood as an excellent or good place to live.

Generally speaking, how would you rate _____ as a place to live: is it an excellent place to live, a pretty good place, only fair, or a poor place to live?



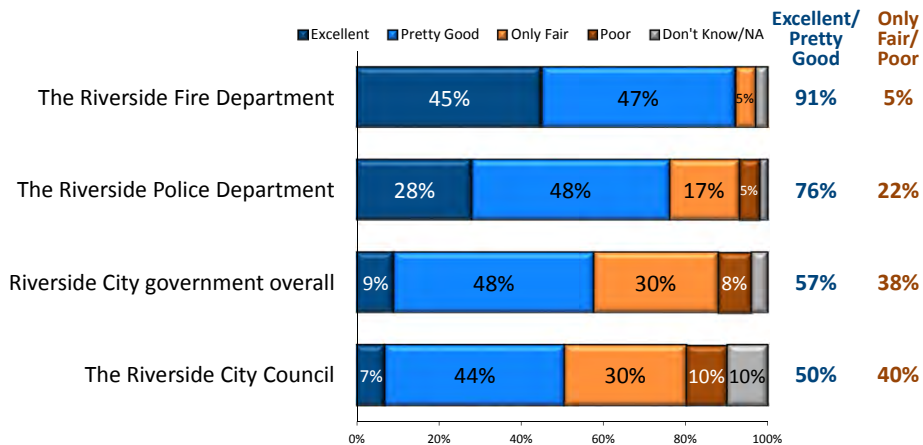
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Q2.

4

Voters hold very positive feelings about local public safety agencies and the city government at large.

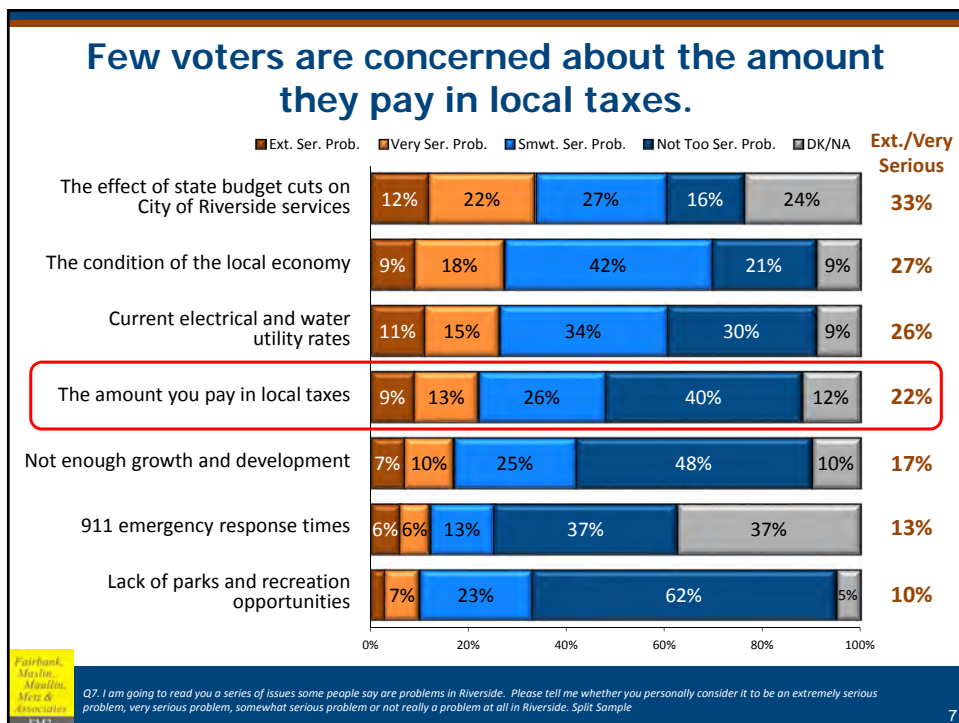
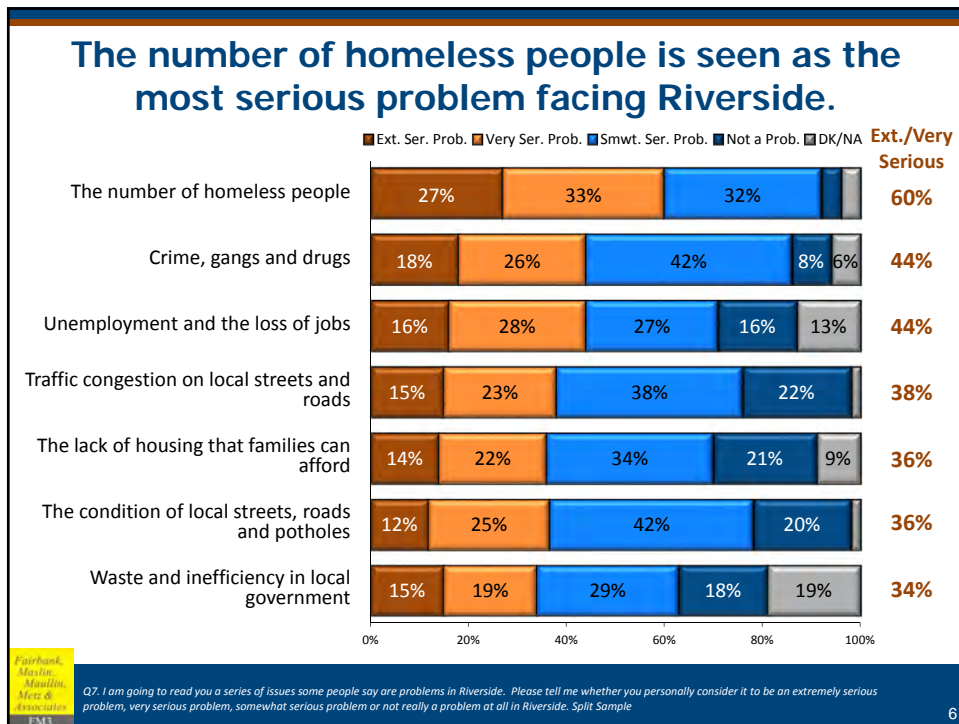
I'm going to mention a list of organizations. Please tell me if you feel that organization is doing an excellent job, a pretty good job, only a fair job or a poor job.



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Q3.

5



There has been a considerable decline in concern about unemployment and the local economy.

(Extremely/Very Serious)

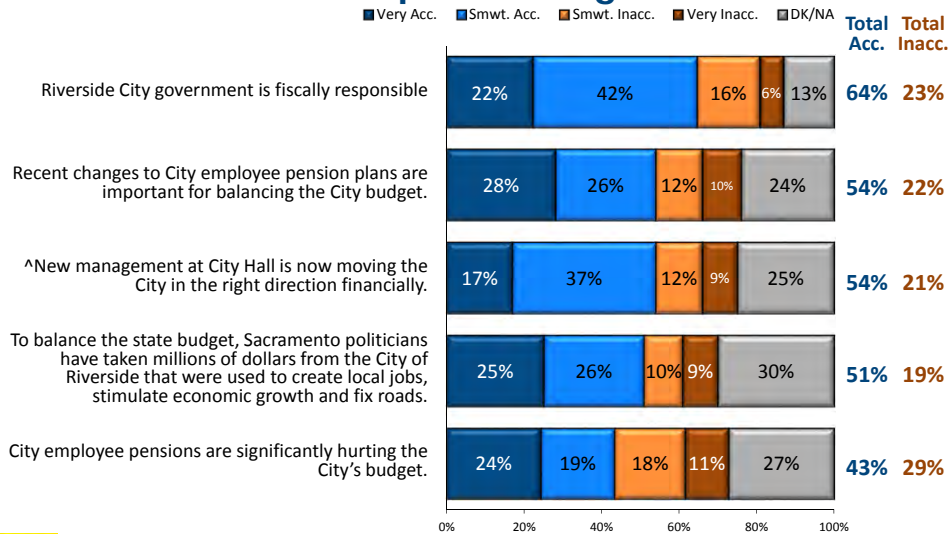
Issues	June 2016	May 2010	Difference
The amount you pay in local taxes	22%	34%	-12%
The effect of state budget cuts on City of Riverside services	33%	61%	-28%
Unemployment and the loss of jobs	44%	84%	-40%
The condition of the local economy	27%	71%	-44%

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Q7. I am going to read you a series of issues some people say are problems in Riverside. Please tell me whether you personally consider it to be an extremely serious problem, very serious problem, somewhat serious problem or not really a problem at all in Riverside. Split Sample

8

About a quarter of respondents are unsure about most specific budget issues.



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Q8. I am going to read you some statements about the City of Riverside. Please tell me if you think each of the following statements is accurate or inaccurate. ^Not Part of Split Sample

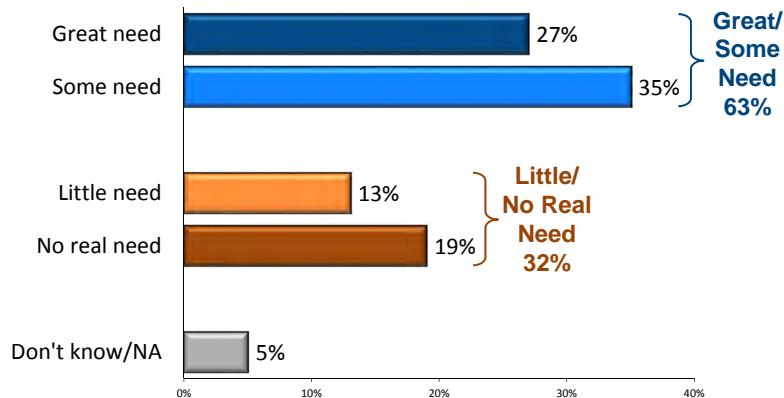
9



Attitudes on a Public Finance Measure

More than six-in-ten voters think the City has a need for additional funding.

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 Riverside residents need and want?



City of Riverside Public Safety and Vital City Services Measure

To prevent cuts to police officers, firefighters, paramedics, 911 emergency response, school safety patrols, anti-gang/drug programs, graffiti removal, library/youth after-school/senior/disabled services, park safety/maintenance; repair local streets/potholes/infrastructure; other general services, shall an ordinance be adopted establishing a one-cent sales tax providing \$48 million per year until ended by voters, requiring independent audits, citizens oversight and all funds remaining local?

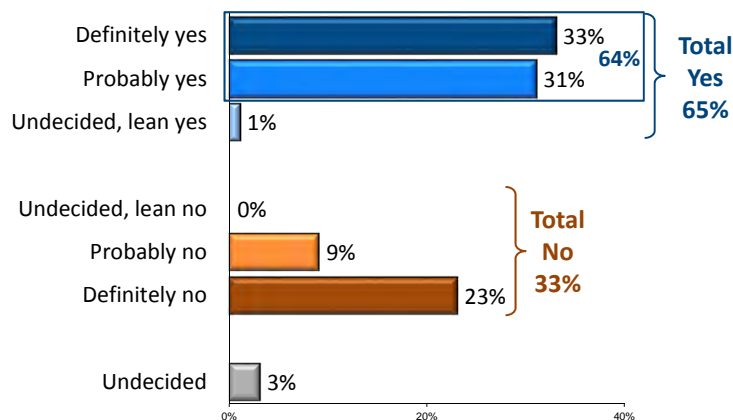
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Q5. If the election were held today, do you think you would vote "yes" in favor of this measure or "no" to oppose it?

12

Nearly two-thirds of voters said they would support the hypothetical one-cent sales tax measure.

If the election were held today, do you think you would vote "yes" in favor of this measure or "no" to oppose it?



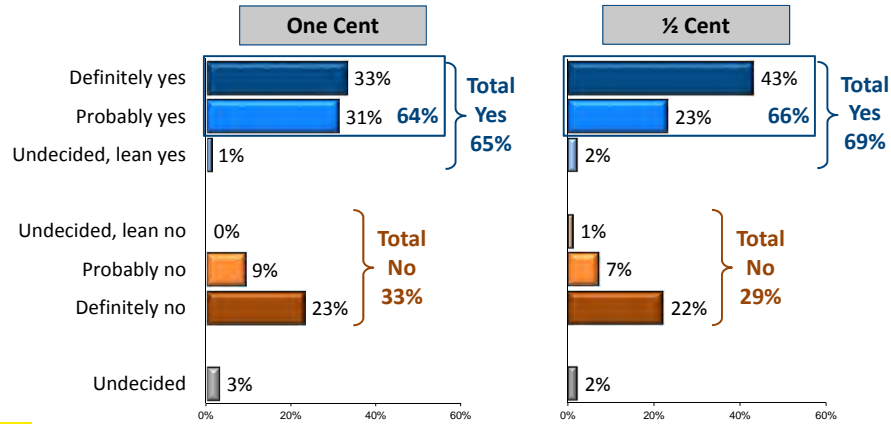
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Q5.

13

A small number of voters would only support the measure if it were for ½ cent, even assuming support from all who would definitely vote for one cent.

If the election were held today, do you think you would vote "yes" in favor of this measure or "no" to oppose it?



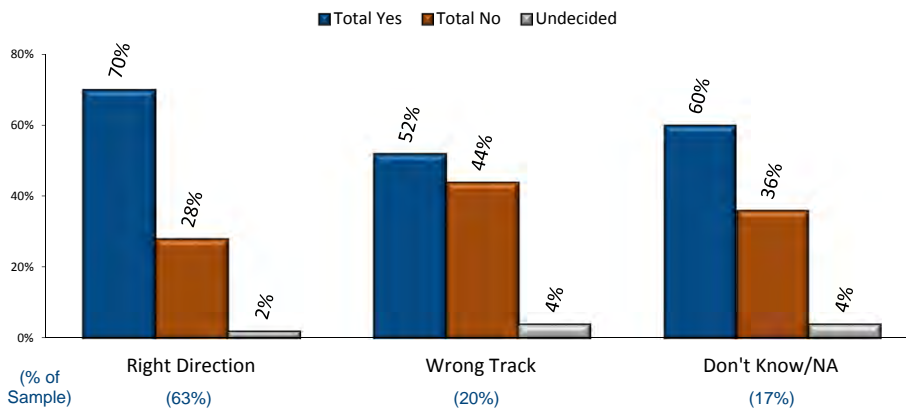
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Q5 & Q5/Q6 Combined.

14

Voters who think the City is moving in the right direction are more likely to support the measure.

Initial Vote by Riverside Direction



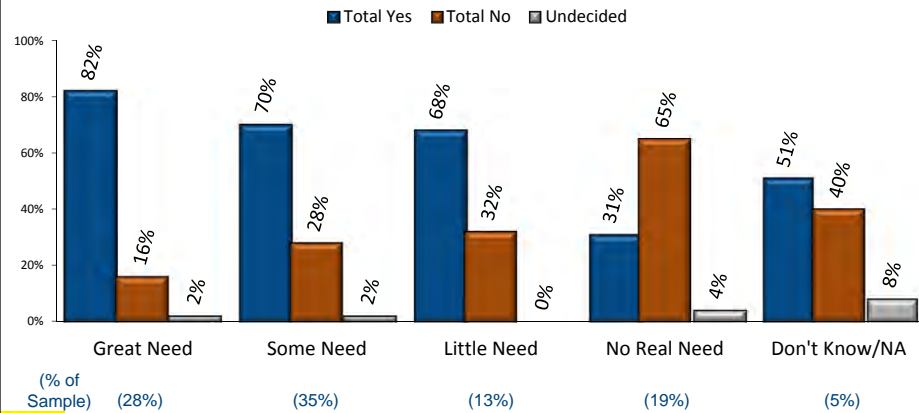
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Q5. If the election were held today, do you think you would vote "yes" in favor of this measure or "no" to oppose it?

15

But, support for the measure is more closely tied to the perception of the City's need for funding.

Initial Vote by Need for Funding



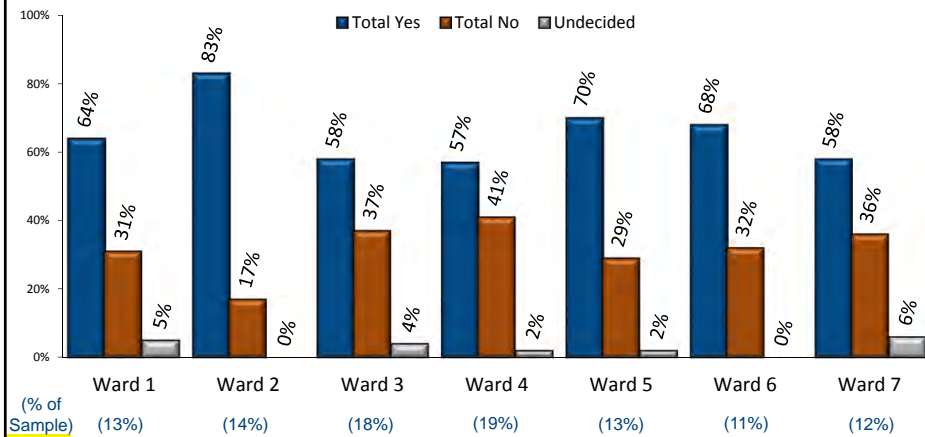
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Q5. If the election were held today, do you think you would vote "yes" in favor of this measure or "no" to oppose it?

16

In all Wards, a majority of voters support the measure.

Initial Vote by City Council Ward



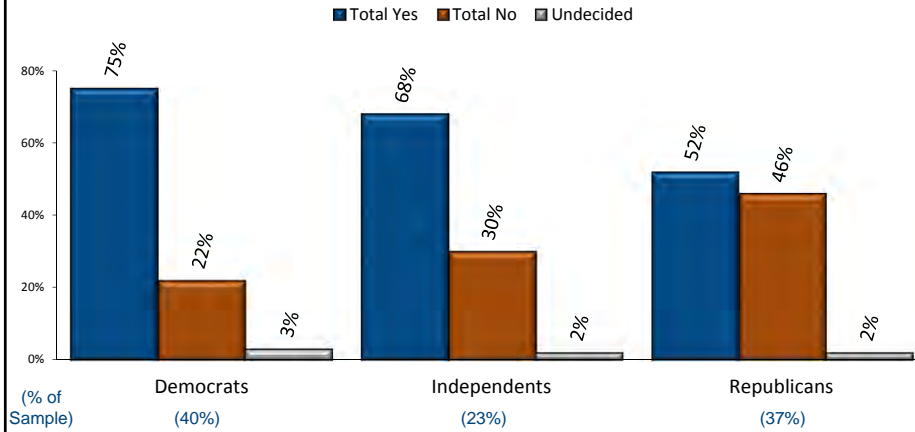
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Q5. If the election were held today, do you think you would vote "yes" in favor of this measure or "no" to oppose it?

17

Majorities of voters of all parties support the measure.

Initial Vote by Party



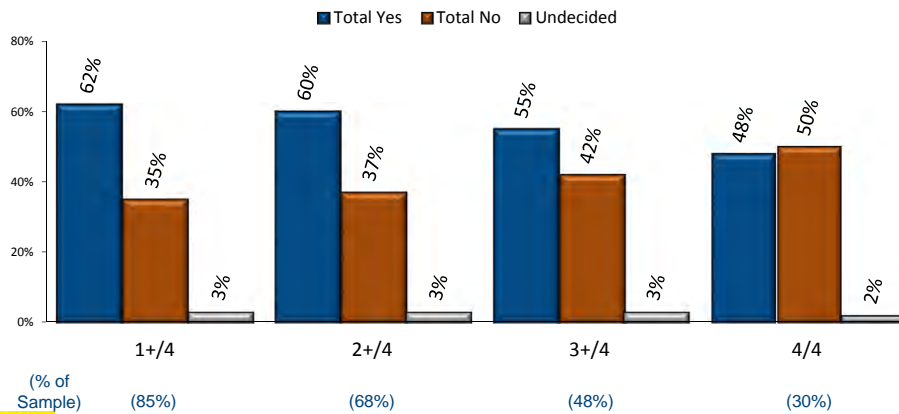
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Q5. If the election were held today, do you think you would vote "yes" in favor of this measure or "no" to oppose it?

18

High voter turnout scenarios favor the measure.

Initial Vote by Voting History

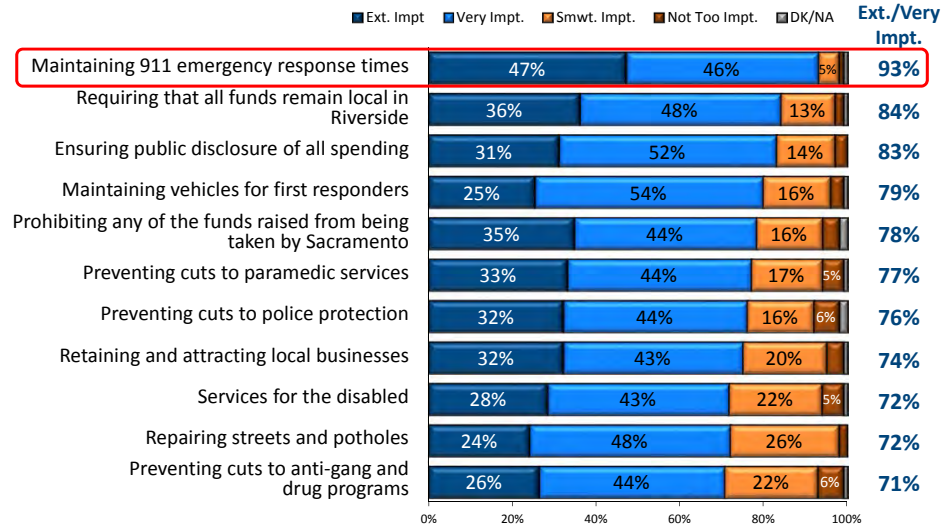


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Q5. If the election were held today, do you think you would vote "yes" in favor of this measure or "no" to oppose it?

19

The top priorities relate to emergency response/public safety and fiscal accountability.

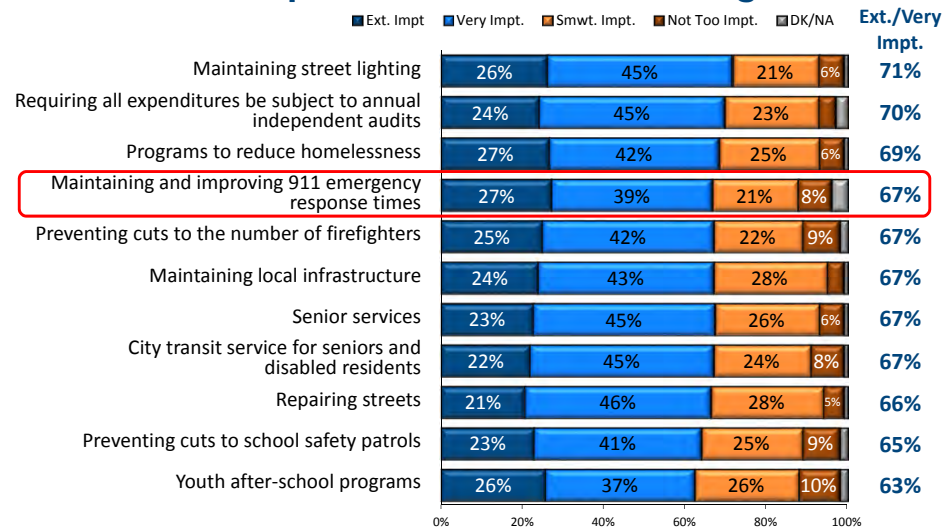


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Q9. Returning to the CITY OF RIVERSIDE PUBLIC SAFETY AND VITAL CITY SERVICES MEASURE we were discussing earlier, I am going to read you a list of ways in which the funds generated by this ballot measure *could* be spent and provisions that could potentially be included. Regardless of your opinion of the measure, please tell me how important that provision or use of funds is to you personally: is it extremely important, very important, somewhat important, or not too important?

20

"Improving" 911 emergency response times is much less important than "Maintaining" them.

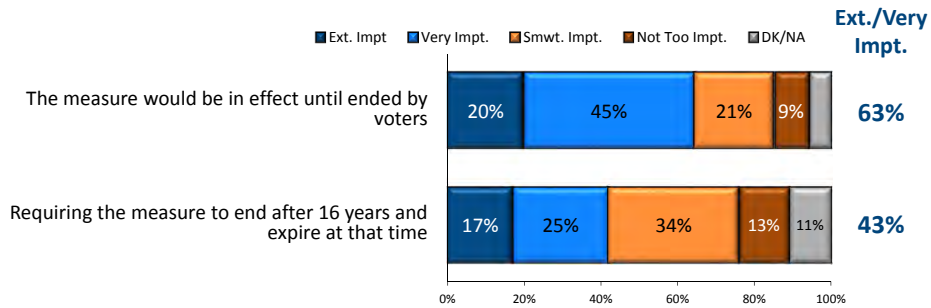


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21

Less than a majority feel a 16-year sunset clause is extremely or very important.



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22



Impact of Information

Informational statements

Messages

*(**YOUTH**) Providing local youth with access to quality libraries, parks, and community centers will give them safe places to go where they are supervised and receive positive influences. Passing this measure is an effective way to keep our young people on the right track and off the streets, away from gangs and drugs.

*(**ACCOUNTABILITY**) This measure includes tough accountability by continuing to require annual independent financial audits and public review of expenditures, and ensures that all funds remain in the City of Riverside and cannot be taken by Sacramento. These fiscal safeguards will ensure funds continue to be used efficiently, effectively and as promised.

(**LOCAL CONTROL**) The State of California has shifted responsibility for many programs to Riverside and other local cities without the necessary funding to provide the services. In the last eight years alone, the State has taken tens of millions of dollars from Riverside. This measure provides locally-controlled funding for essential city services that cannot be taken by the State. All funds required by law to remain local.

*(**HOMELESSNESS**) Homelessness and pan handling has reached epidemic levels in Riverside and Southern California, with more homeless people impacting our parks, business districts, and downtown areas. This measure will fund enforcement and support programs to get people off of the streets and out of the parks into appropriate housing and support programs.

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Q10. I am going to read you some informational statements from people who support the CITY OF RIVERSIDE PUBLIC SAFETY AND VITAL CITY SERVICES MEASURE. Please tell me if it makes you more inclined to support the measure. If you do not believe the statement, or if it has no effect on your thinking one way or the other, please tell me that too. *Split Sample

24

Informational statements, continued

Messages

(**NEIGHBORING CITIES**) People live in Riverside because it offers a better quality of life and better services than some other cities in the County. But without this measure, the City will have to cut basic services. We cannot let Riverside turn into some of our nearby cities, with giant budget deficits, more crime, gangs, and graffiti and rundown streets.

(**CUTS**) If this measure does not pass, the City will be forced to slash funding for basic services such as police and fire protection, paramedics and 911 emergency response, senior services, youth programs, street and road repairs, libraries, parks and other programs that make Riverside a desirable place to live, visit and do business.

(**PUBLIC SAFETY**) The cost of providing police, fire, paramedic and 911 emergency response services in Riverside has gone up significantly in recent years and is projected to climb even higher. Without this measure, the City will not have the resources necessary to keep our city safe.

(**INFRASTRUCTURE**) Much of Riverside is rundown and in dire need of repair. This measure is crucial to update our city and keep it safe by maintaining and improving our local infrastructure, such as repairing streets, roads, sidewalks, and streetlights, maintaining fire and police stations and the local convention center.

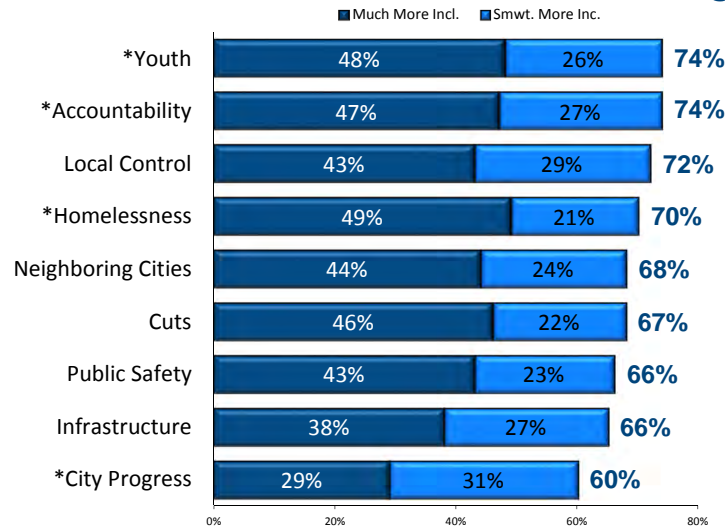
*(**CITY PROGRESS**) The City of Riverside has taken major steps to address our fiscal needs. Efficiency is up and administrative expenses have been reduced significantly in just the last few years. And City employees are contributing more to pensions. But, even with all that progress, this measure is the only way to make sure Riverside does not face the same long-term fiscal challenges as some of our neighboring cities.

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25

Youth services, accountability, local control and homelessness statements resonate strongly.



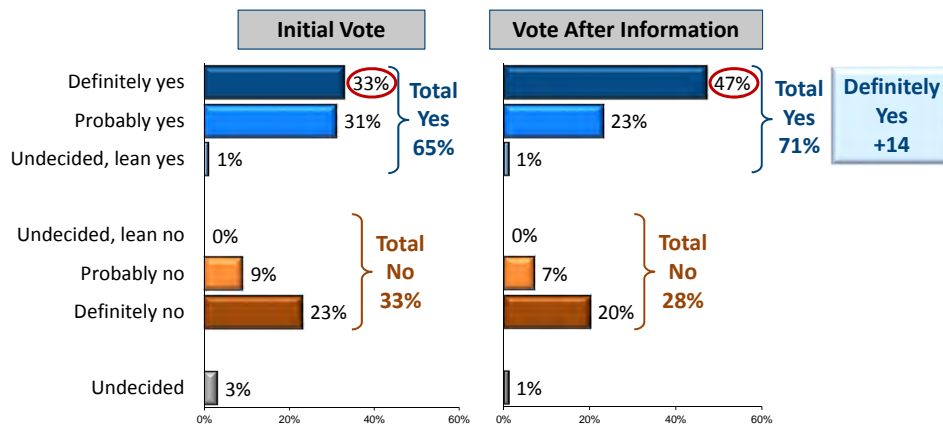
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26

The "Definitely Yes" vote increases significantly after information.

If the election were held today, do you think you would vote "yes" in favor of this measure or "no" to oppose it?



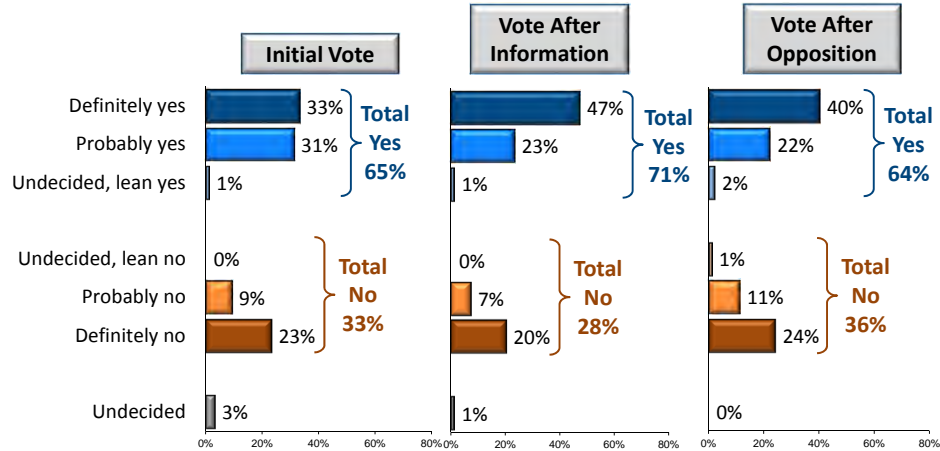
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Q5/Q11. If the election were held today, do you think you would vote "yes" in favor of this measure or "no" to oppose it?

27

After an exchange of information, the vote settles well above the majority vote threshold needed for passage.

If there were an election today, do you think you would vote "yes" in favor of this measure or "no" to oppose it?



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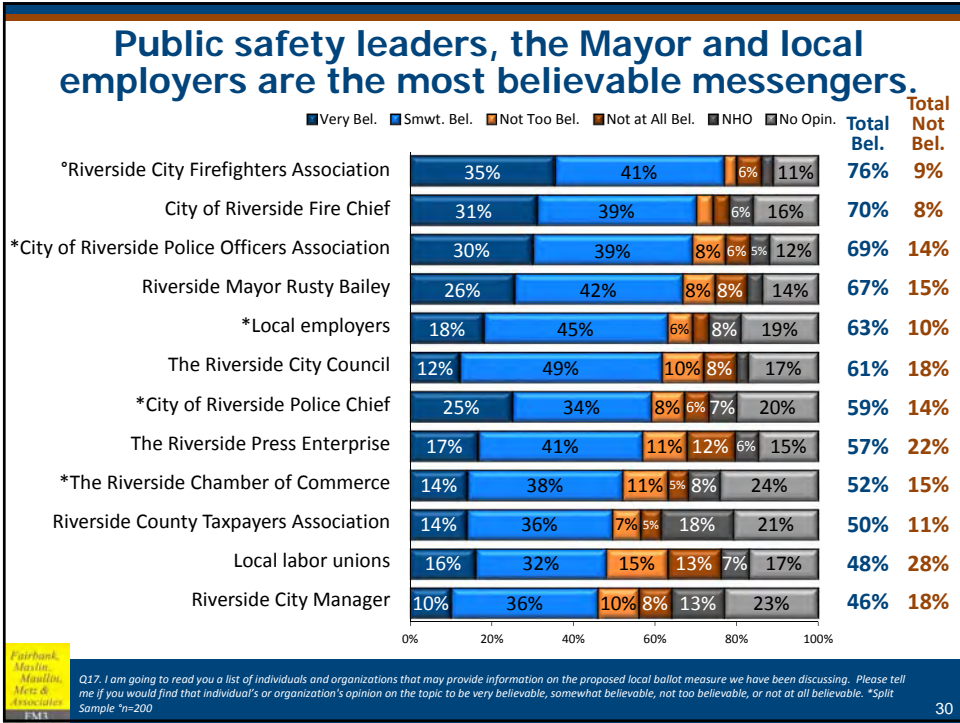
Q5/Q11/Q13.







28



Messengers

29





Riverside Unified School District Bond Measure

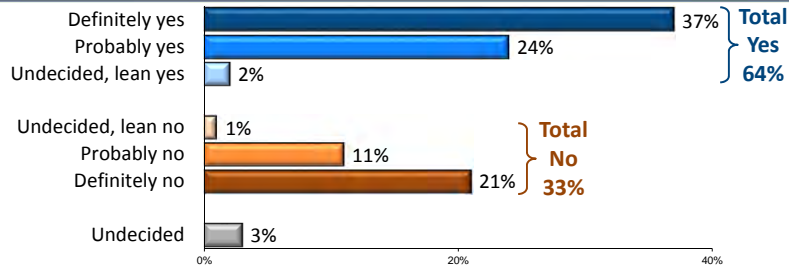
31

The RUSD bond measure also has support from nearly two-thirds of voters.

RIVERSIDE UNIFIED SCHOOL DISTRICT SCHOOL REPAIR AND STUDENT SAFETY MEASURE In order to:

- Repair or replace aging, outdated classrooms and school buildings
- Upgrade classrooms, science labs, career-training facilities, and computer systems to keep pace with technology
- Improve student safety, campus security, and seismic safety
- And provide students access to the education, technology, and facilities they need to succeed in college and careers

Shall the Riverside Unified School District issue \$392 million in bonds at legal interest rates, with independent citizen oversight, no money for administrator salaries, and all money staying local?



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Q14. If there were an election today, do you think you would vote "yes" in favor of this measure or "no" to oppose it? Asked Only in Riverside Unified School District

32



Conclusions

33

Conclusions

- Riverside voters have generally favorable opinions of their City and its leadership, few are concerned about the amount they pay in local taxes and most recognize a need for additional funding.
- A one-cent general purpose sales tax is viable for further planning.
- Public outreach is helpful to build support and defend against opposition.
- Outreach should highlight the measure's importance for maintaining public safety services, programs for young people, addressing homelessness, and fiscal accountability.
- "Process" messages about the city's recent efficiency improvements may help make the case with high-level stakeholders, but do not resonate with voters widely.



34

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