

Section 1: Introduction to Study

Hi, may I please speak to _____. My name is _____ and I'm calling from TNR, an independent public opinion research firm. We're conducting a survey of voters about important issues in the City of Atascadero (Uh-TASK-uh-DAIR-Oh) 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 needed: Your answers will be confidential. The City will be provided with a summary of all survey responses, not individual responses.

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: Quality of Life & City Services

I'd like to begin by asking you a few questions about what it is like to live in Atascadero.

Q1	How long have you lived in the City of Atascadero?		
	1	Less than 1 year	2%
	2	1 to 4 years	17%
	3	5 to 9 years	18%
	4	10 to 14 years	13%
	5	15 years or longer	50%
	99	Prefer not to answer	0%
Q2	How would you rate the overall quality of life in Atascadero? Would you say it is excellent, good, fair, poor or very poor?		
	1	Excellent	17%
	2	Good	64%
	3	Fair	16%
	4	Poor	1%
	5	Very Poor	1%
	98	Not sure	0%
	99	Prefer not to answer	0%

Q3	If the city government could change one thing to make Atascadero a better place to live now and in the future, what change would you like to see? <i>Verbatim responses recorded and later grouped into categories shown below.</i>	
	Address homeless issue	21%
	Improve, maintain infrastructure, streets, roads	19%
	Improve shopping, dining opportunities	17%
	Not sure, cannot think of anything	9%
	Improve public safety, reduce crime, drugs, provide more police presence	8%
	Improve economy, jobs	8%
	Improve downtown area	7%
	Provide affordable housing	6%
	Improve parks, recreation areas	6%
	Add bike, walking paths	6%
	Provide more community events, activities for all ages	5%
	Reduce taxes, fees	3%
	Reduce traffic	2%
	Beautify city, landscaping	2%
	Improve environmental efforts	2%
	Reduce, limit growth	2%
	Enforce City codes	2%
	Improve government, more transparency	2%
	No changes needed / Everything is fine	2%
Q4	Generally speaking, are you satisfied or dissatisfied with the job the City of Atascadero is doing to provide city services? <i>Get answer, then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?</i>	
	1 Very satisfied	19%
	2 Somewhat satisfied	57%
	3 Somewhat dissatisfied	12%
	4 Very dissatisfied	6%
	98 Not sure	5%
	99 Prefer not to answer	1%

Section 3: Initial Ballot Test

Later this year, voters in Atascadero may be asked to vote on a local ballot measure. Let me read you a summary of the measure.

Q5	To provide funding for general city services in the City of Atascadero, such as:			
	<ul style="list-style-type: none"> • Police and crime prevention • Fire protection, paramedics, and 9-1-1 emergency response • Maintenance of parks, public facilities and infrastructure • And recreation, community services, and other city services 			
shall an ordinance establishing a one-cent sales tax be adopted, providing approximately 5 million dollars annually for city services until ended by voters, with annual independent audits and all money locally controlled?				
If the election were held today, would you vote yes or no on this measure? <i>Get answer, then ask:</i> Would that be definitely (yes/no) or probably (yes/no)?				
	1	Definitely yes	31%	Skip to Q7
	2	Probably yes	35%	Skip to Q7
	3	Probably no	12%	Ask Q6
	4	Definitely no	14%	Ask Q6
	98	Not sure	7%	Ask Q6
	99	Prefer not to answer	0%	Skip to Q7
Q6	Is there a particular reason why you do <u>not</u> support or are unsure about the measure I just described? <i>If yes, ask:</i> Please briefly describe your reason? <i>Verbatim responses recorded and later grouped into categories shown below.</i>			
	Taxes already too high		36%	
	Money is misspent, mismanaged		24%	
	Need more information		22%	
	Other higher priorities in community		13%	
	Do not trust City, government		10%	
	City has enough money		8%	
	It will drive people away from purchasing in City		4%	
	Other ways to be funded		3%	
	Measure too expensive		2%	
	Mentioned past measure		2%	

Section 4: Services							
Q7	The measure we've been discussing will provide funding for a variety of services in your community.						
	If the measure passes, would you favor or oppose using some of the money to: _____, or do you not have an opinion? <i>Get answer, if favor or oppose, then ask: Would that be strongly (favor/oppose) or somewhat (favor/oppose)?</i>						
	<i>Randomize</i>	Strongly Favor	Somewhat Favor	Somewhat Oppose	Strongly Oppose	Not sure	Prefer not to answer
A	Provide police services, including crime prevention and investigations	49%	31%	7%	7%	3%	3%
B	Provide quick responses to 9-1-1 emergencies	60%	26%	5%	3%	4%	2%
C	Provide fire protection and paramedic services	58%	28%	5%	4%	3%	2%
D	Retrofit the City's 70-year-old fire station so that it is earthquake safe and can operate in an emergency	45%	36%	8%	6%	4%	2%
E	Repair and maintain public facilities and infrastructure	56%	29%	5%	4%	3%	2%
F	Keep public areas clean and free of graffiti	48%	35%	7%	5%	3%	2%
G	Maintain parks and recreation facilities including courts, fields, and playgrounds	47%	36%	8%	4%	3%	2%
H	Provide recreation programs and community services	38%	36%	11%	7%	6%	2%
I	Maintain and enhance zoo exhibits	23%	37%	15%	15%	8%	2%
J	Attracting more retail stores, restaurants and entertainment options to our city	47%	28%	11%	8%	5%	2%

Section 5: 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?						
	<i>Randomize. Split sample J1/J2</i>	Very Convincing	Somewhat Convincing	Not At All Convincing	Don't Believe	Not sure	Prefer not to answer
A	There will be a clear system of accountability including independent audits and annual reports to the community to ensure that the money is spent properly.	34%	31%	17%	12%	3%	2%

B	All money raised by the measure will be used to fund essential services and facilities here in Atascadero. By law, it can't be taken away by the State.	37%	31%	16%	10%	3%	3%
C	Fast emergency response times for 9-1-1 calls are critical for saving lives. This measure will ensure that we have enough police officers, firefighters, dispatchers, and paramedics to respond quickly to 9-1-1 emergencies.	42%	33%	14%	6%	3%	3%
D	This measure will cost just 1 dollar for every 100 dollars purchased - and food, medicine and many other essential items are excluded from the tax.	31%	31%	22%	9%	4%	3%
E	The funding raised by this measure will allow the City to keep up with basic repairs and maintenance to public facilities and infrastructure. If we don't take care of it now, it will be a lot more expensive to repair in the future.	37%	36%	14%	7%	2%	3%
F	By keeping our city safe, clean and well-maintained, this measure will help protect our property values and keep Atascadero a special place to live.	30%	38%	19%	8%	2%	3%
G	The City has done a good job keeping costs down. Over the past 10 years it has deferred maintenance projects, reduced staff, and cut back on basic services. There is no more room to cut if we want to keep our community a safe, clean place to live. We need to support this measure.	29%	34%	20%	11%	4%	3%
H	Wildland fires are getting larger, faster, and deadlier. We need to make sure we have the resources and staff to respond quickly to wildfire emergencies when they happen.	43%	30%	15%	7%	3%	3%
I	This measure will provide the funding needed to avoid deep cuts in all service areas, including police, fire protection, 9-1-1 emergency response times, the maintenance of parks and public facilities, as well as programs for youth.	34%	31%	19%	11%	3%	3%
J1	We have fewer police officers today than we did 10 years ago - meanwhile our population and the number of 9-1-1 emergency calls continues to grow. We need more police officers to keep our community safe.	36%	39%	13%	8%	2%	2%
J2	The City of Atascadero has just three police officers on duty at a time, which is less than <i>half</i> the number of police officers that experts agree is needed to keep a community of our size safe. This measure will improve our public safety.	44%	30%	11%	11%	2%	2%

Section 6: 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	<p>To provide funding for general city services in the City of Atascadero, such as:</p> <ul style="list-style-type: none"> Police and crime prevention Fire protection, paramedics, and 9-1-1 emergency response Maintenance of parks, public facilities and infrastructure And recreation, community services, and other city services <p>shall an ordinance establishing a one-cent sales tax be adopted, providing approximately 5 million dollars annually for city services until ended by voters, with annual independent audits and all money locally controlled?</p> <p>If the election were held today, would you vote yes or no on this measure? <i>Get answer, then ask:</i> Would that be definitely (yes/no) or probably (yes/no)?</p>	
1	Definitely yes	36%
2	Probably yes	32%
3	Probably no	12%
4	Definitely no	12%
98	Not sure	7%
99	Prefer not to answer	1%

Section 7: 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?						
	<i>Randomize</i>	Very Convincing	Somewhat Convincing	Not At All Convincing	Don't Believe	Not sure	Prefer not to answer
A	Taxes are already too high - we can't afford another tax increase. This is especially true for seniors and others on fixed incomes.	33%	30%	23%	9%	3%	2%
B	City employees are making too much money in salary, pensions and benefits - that's the problem. The City needs to tighten its belt before asking residents to pay more taxes.	18%	25%	27%	19%	8%	3%
C	We can't trust the City with our tax dollars. They will mismanage the money.	18%	27%	28%	19%	6%	3%
D	There are no guarantees on how funds will be spent, which means the City can divert the money to pet projects.	32%	35%	17%	9%	6%	2%

<i>Only odd clusters receive item E.</i>							
E	This tax will last forever. There is no expiration date.	30%	24%	30%	9%	6%	1%

Section 8: 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	To provide funding for general city services in the City of Atascadero, such as:			
	<ul style="list-style-type: none"> • Police and crime prevention • Fire protection, paramedics, and 9-1-1 emergency response • Maintenance of parks, public facilities and infrastructure • And recreation, community services, and other city services 			
	shall an ordinance establishing a one-cent sales tax be adopted, providing approximately 5 million dollars annually for city services until ended by voters, with annual independent audits and all money locally controlled?			
	If the election were held today, would you vote yes or no on this measure? <i>Get answer, then ask: Would that be definitely (yes/no) or probably (yes/no)?</i>			
	1	Definitely yes	33%	Skip to Q13
	2	Probably yes	32%	Skip to Q13
	3	Probably no	13%	Ask Q12
4	Definitely no	12%	Ask Q12	
98	Not sure	8%	Ask Q12	
99	Prefer not to answer	1%	Skip to Q13	
Q12	What if the measure I just described raised the sales tax by a lower amount: one-half cent ? Would you vote yes or no on the measure? <i>Get answer, then ask: Would that be definitely (yes/no) or probably (yes/no)?</i>			
		Def, prob yes @ one-cent (Q11)	65%	
	1	Definitely yes	1%	
	2	Probably yes	5%	
	3	Probably no	10%	
	4	Definitely no	9%	
	98	Not sure	9%	
	99	Prefer not to answer	1%	

Section 9: Background & Demographics

Thank you so much for your participation. I have just few background questions for statistical purposes.

Q13	The City of Atascadero operates the Charles Paddock zoo, which is the Central Coast's only accredited zoo. In a typical year, the City spends about 500 thousand dollars of its general fund budget to operate and maintain the zoo.	
	In your opinion, should the City keep the zoo open or should the zoo be closed to save money?	
	1	Keep the zoo open
		68%
	2	Close the zoo to save money
		20%
	99	Prefer not to answer
		11%
Q14	In your opinion, has the City of Atascadero done an excellent, good, fair, poor or very poor job of managing its financial resources?	
	1	Excellent
		4%
	2	Good
		31%
	3	Fair
		25%
	4	Poor
		9%
	5	Very poor
		4%
	98	Not Sure
		24%
	99	Prefer not to answer
		2%
Q15	Do you have children under the age of 18 living in your household?	
	1	Yes
		29%
	2	No
		68%
	99	Prefer not to answer
		3%
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
		44%
	2	Female
		49%
	3	Prefer not to answer
		7%

S2	Party		
	1	Democrat	33%
	2	Republican	40%
	3	Other	8%
	4	DTS	20%
S3	Age on Voter File		
	1	18 to 29	12%
	2	30 to 39	17%
	3	40 to 49	14%
	4	50 to 64	26%
	5	65 or older	32%
S4	Registration Date		
	1	Since Nov 2016	13%
	2	Jun 2010 to before Nov 2016	17%
	3	Jun 2004 to before Jun 2010	18%
	4	Before June 2004	52%
S5	Household Party Type		
	1	Single Dem	16%
	2	Dual Dem	10%
	3	Single Rep	13%
	4	Dual Rep	16%
	5	Single Other	13%
	6	Dual Other	6%
	7	Dem & Rep	5%
	8	Dem & Other	8%
	9	Rep & Other	11%
	0	Mixed (Dem + Rep + Other)	2%
S6	Homeowner on Voter File		
	1	Yes	64%
	2	No	36%

S7	Likely to Vote by Mail		
	1	Yes	81%
	2	No	19%
S8	Likely March 2020 Voter		
	1	Yes	83%
	2	No	17%
S9	Likely November 2020 Voter		
	1	Yes, natural	95%
	2	Yes, GOTV	5%