



City of Davis
Revenue Measure Feasibility Survey
October-November 2023

Methodology

- ▶ Multi-modal Email- and Text-to-Web/live telephone survey of likely November 2024 voters
- ▶ Survey conducted October 25-November 1, 2023
- ▶ 400 interviews; overall margin of error ± 4.9 percentage points
- ▶ Interviews were conducted in English by trained, professional interviewers; landlines and mobile phones included
- ▶ Where applicable, results compared with the following:

Methodology	Dates	Universe	Sample Size	Margin of Error	EMC #
Mixed-Mode	April 12-19, 2022	Residents	500	± 4.4 percentage points	22-8403
Mixed-Mode	May 23-31, 2019	Voters	500	± 4.4 percentage points	19-7250

Please note that due to rounding, some percentages may not add up to exactly 100%.

Key Findings

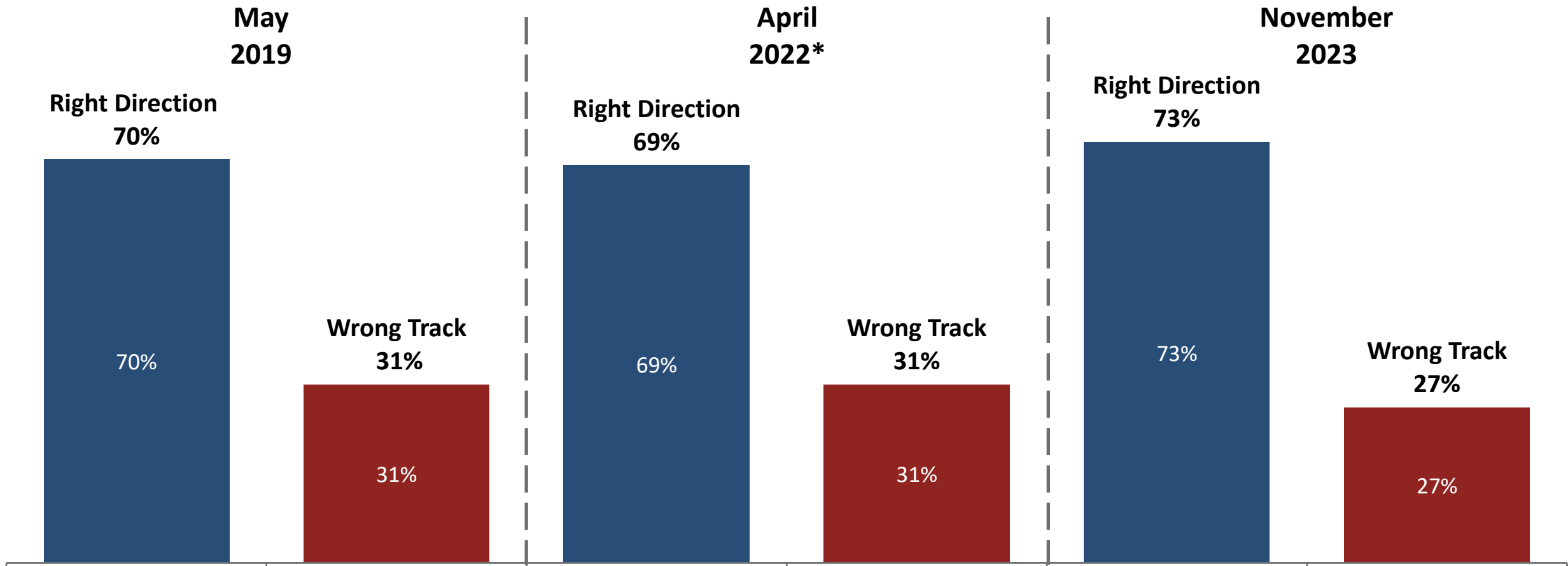
- ▶ Davis voters are optimistic about the direction of the city and most are satisfied with City government.
- ▶ A majority of voters recognize the City's need for additional funding and are willing to increase taxes to maintain services.
- ▶ Affordable housing, homelessness, and crime/public safety are top-of-mind issues for voters.
- ▶ As it stands today, support for a potential measure is well above the threshold.
- ▶ Maintaining public safety response, roads and bike paths are top tier priorities for voters.



Issue Environment

Right Direction/Wrong Track Trend

Respondents remain optimistic on the direction of Davis.

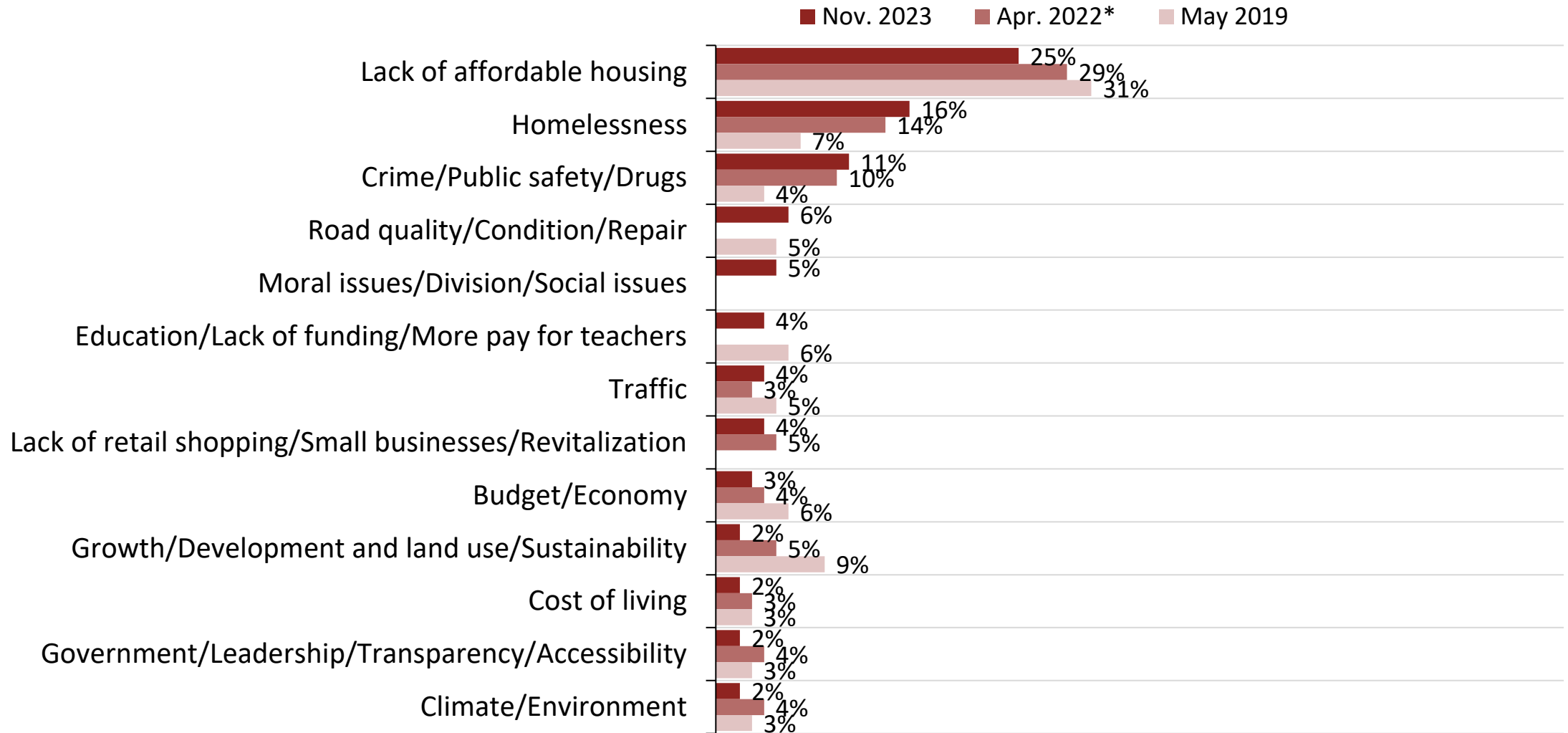


*Survey of residents

Q3. Do you feel that things in the City of Davis are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track? (Those who answered “Don’t know” or provided no response removed.)

Most Important Problem – Tracked

Affordable housing remains the top issue identified by voters, followed by homelessness and crime/public safety.



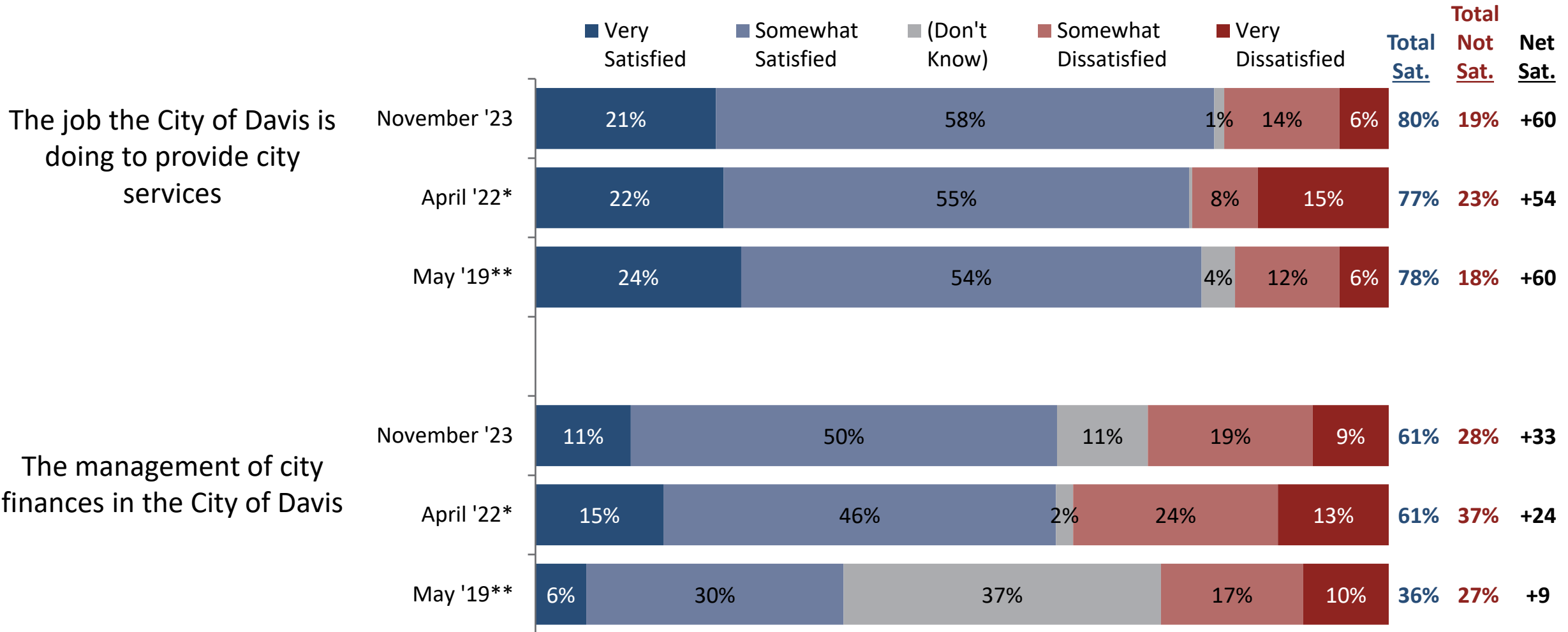
*Survey of residents

Q4. What do you think is the most important problem facing the City of Davis today?

Omitting responses categorized as "Other" or "Don't know"

City of Davis Ratings

Voters' satisfaction with the provision of city services remains strong.

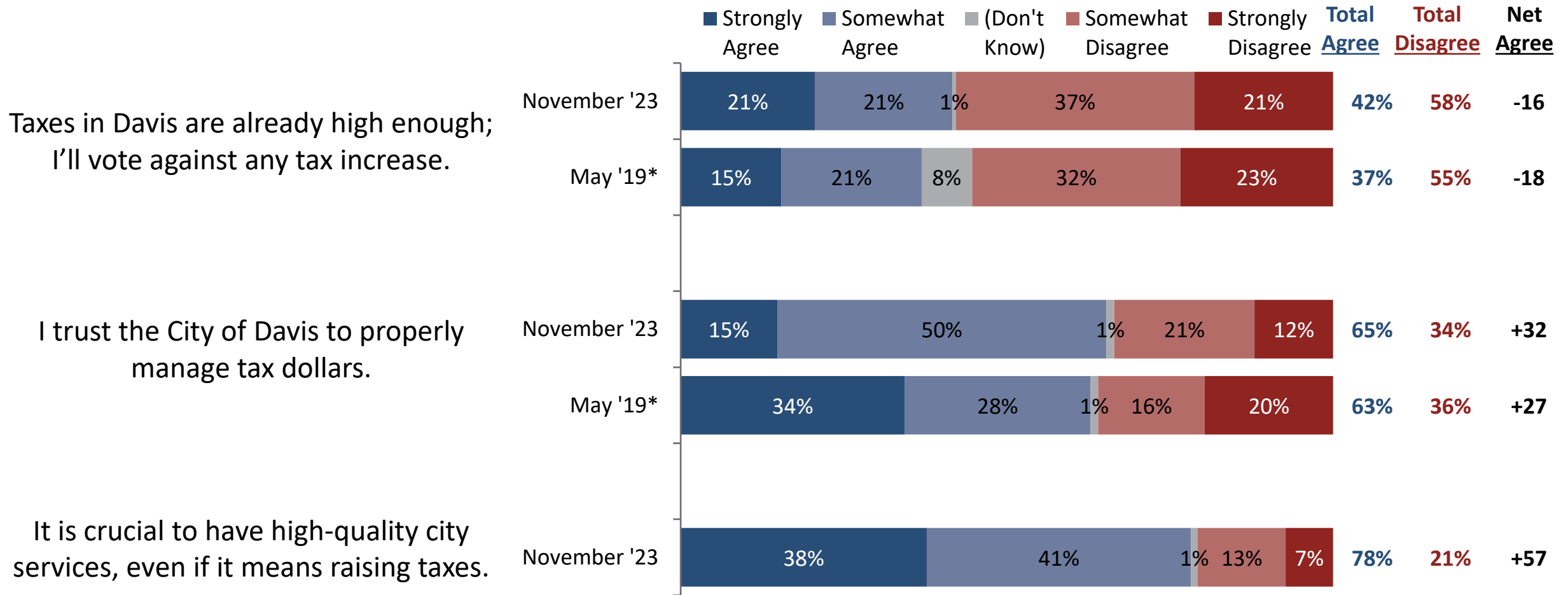


*Survey of residents

**In 2019 survey, web respondents were offered an explicit "Don't know" option Q6/7. Generally speaking, are you satisfied or dissatisfied with:....?

Tax Attitudes Over Time

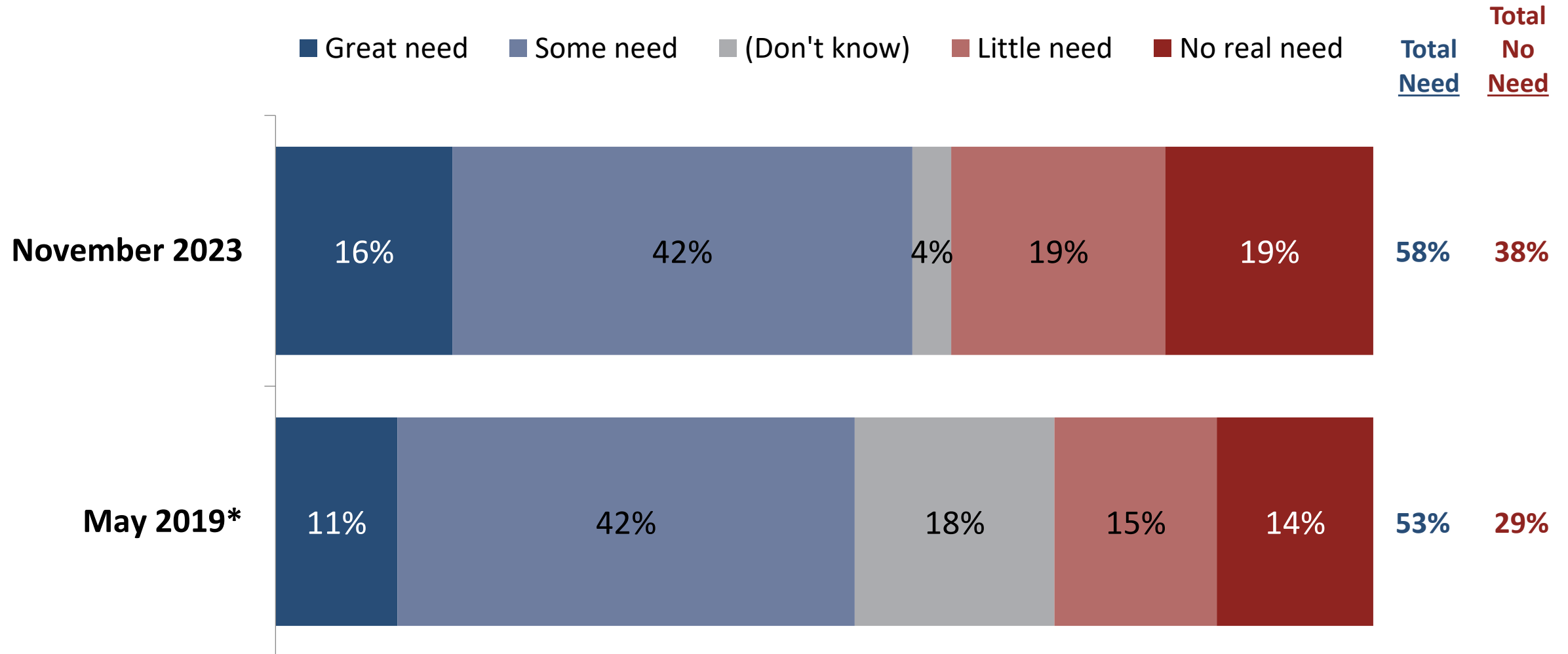
Davis voters are open to tax increases for City services. Most voters trust the City's management of tax dollars, although intensity has decreased since 2019.



*In 2019 survey, web respondents were offered an explicit "Don't know" option Q9-11. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

Perception of Need for Funding

Perceptions of the City's need for funding remain mixed.



*In 2019 survey, web respondents were offered an explicit "Don't know" option
Q5. Would you say that the City of Davis has a great need for more money, some need for more money, little need for more money, or no real need for more money for city services?

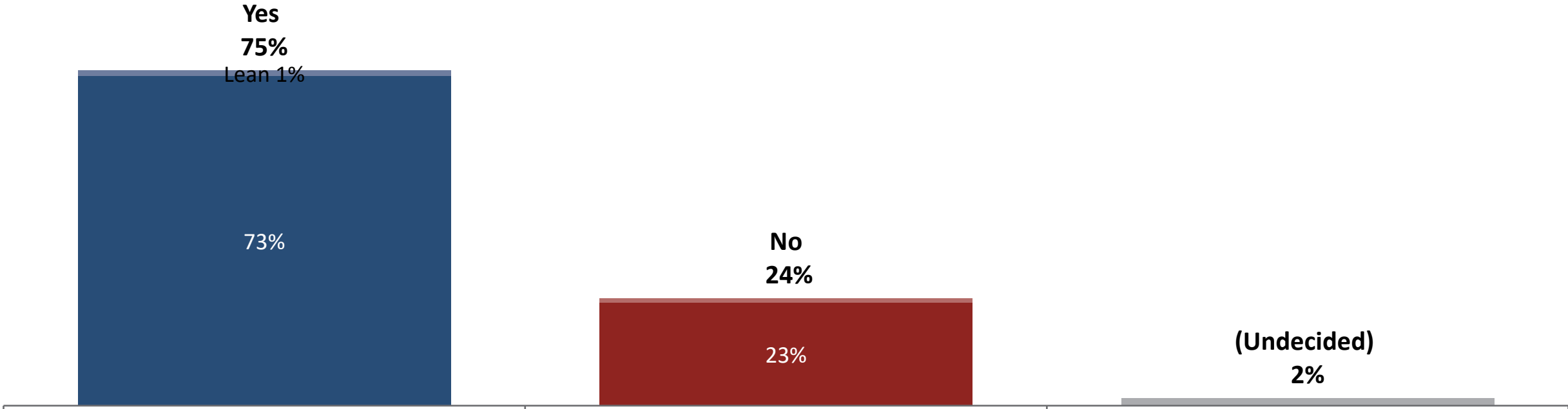


Ballot Measure

Sales Tax Initial Vote

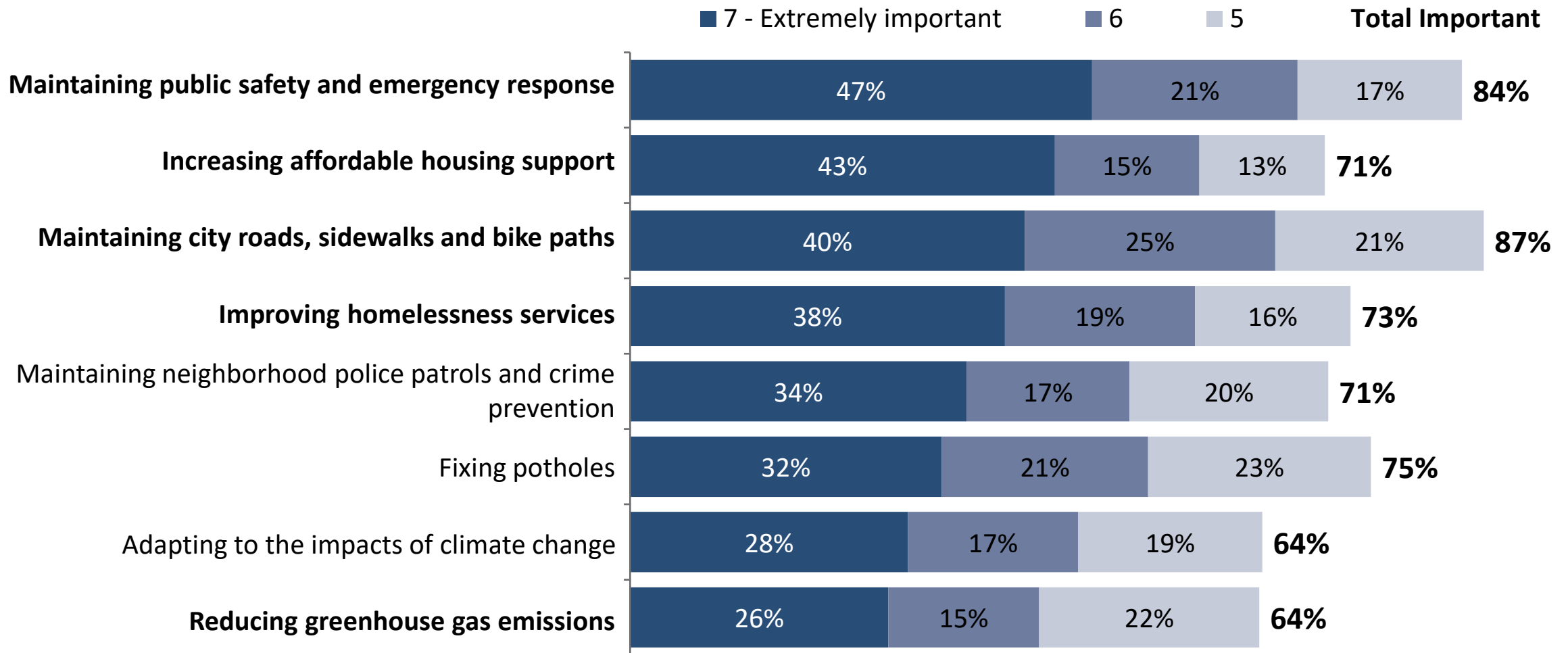
Three-quarters of voters support a potential sales tax measure.

To fund essential city services, such as public safety and emergency response; crime prevention; city road, sidewalk, and bike path maintenance; homelessness services and affordable housing support; and greenhouse gas reductions, shall the City of Davis Ordinance be adopted establishing a 1¢ sales tax, providing approximately \$10,000,000 annually for general government use until repealed by the voters, subject to annual review, public disclosure of all spending and with all funds staying local?



Measure Components

Public safety, affordable housing support, maintaining roads, sidewalks and bike paths, and improving homeless services are among the top priorities tested.

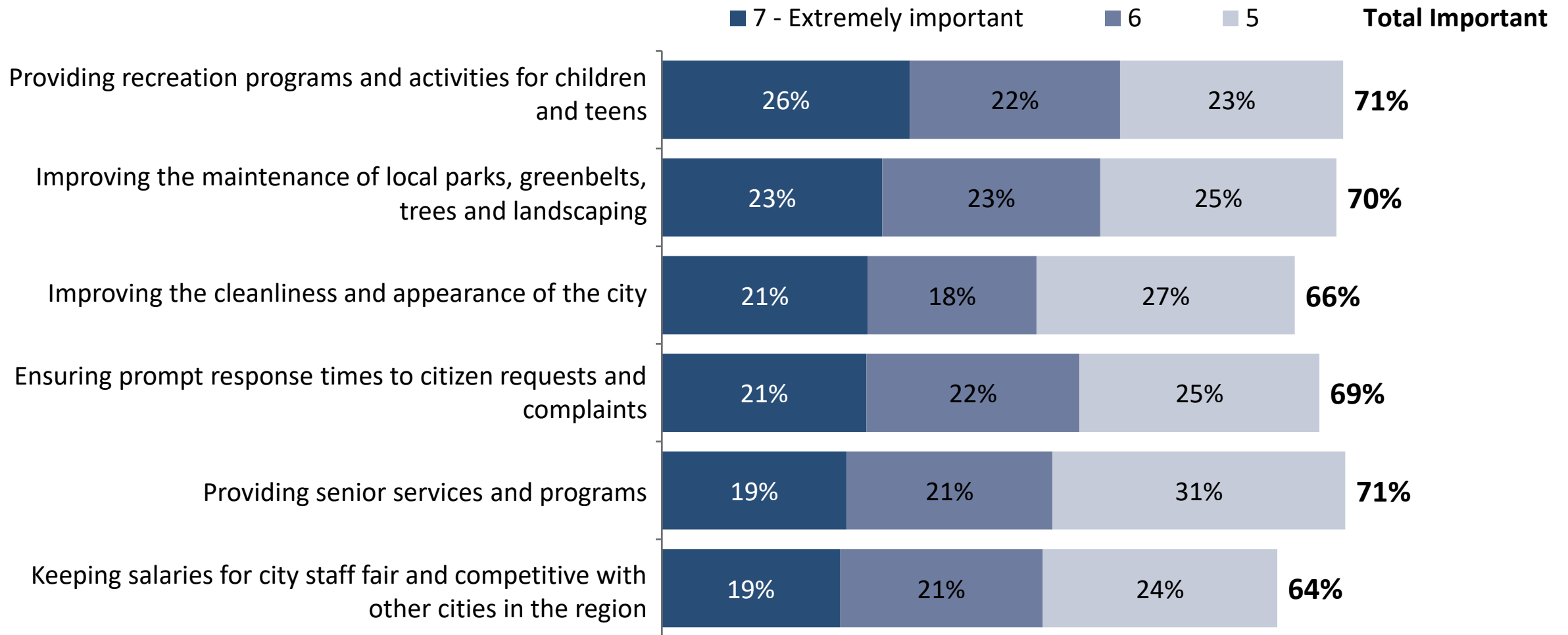


Bolded items appear in tested 75-word statement

Q12-25. How would you rate that item, with 1 being not at all important, and 7 being extremely important?

Measure Components

Other components are also important to most, but with lower intensity.

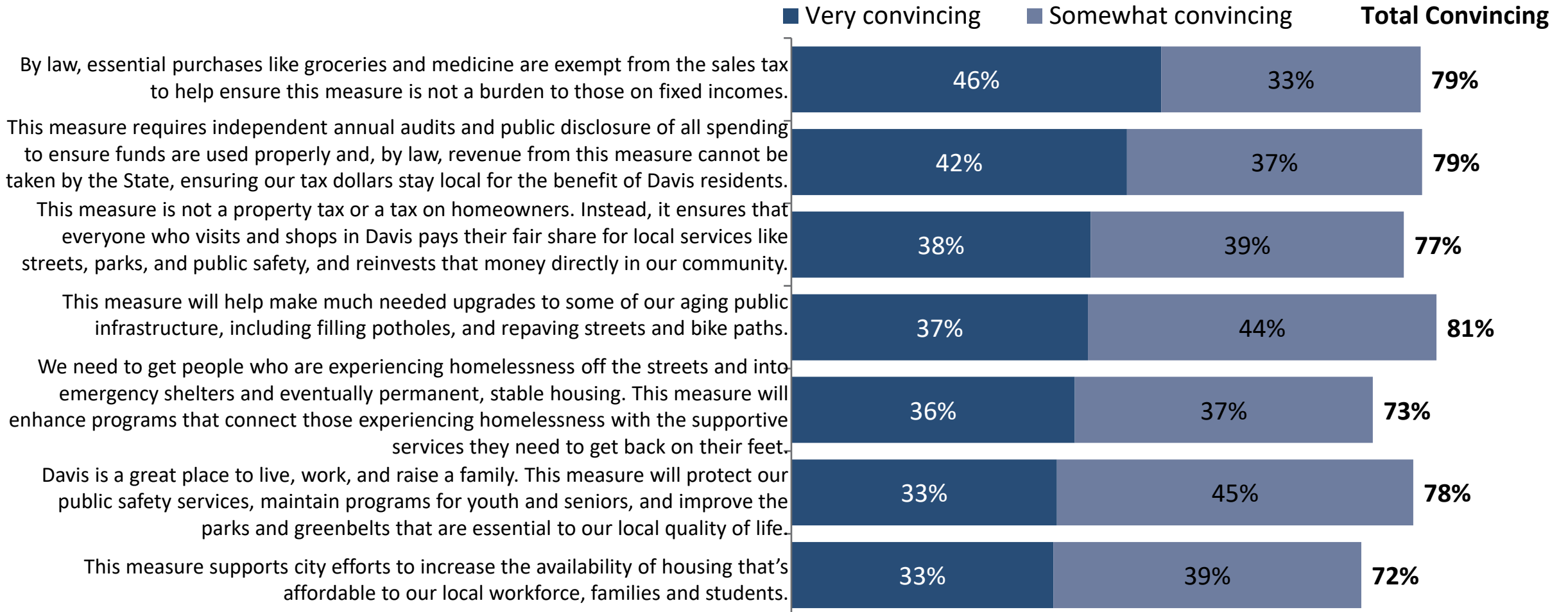


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Additional Information

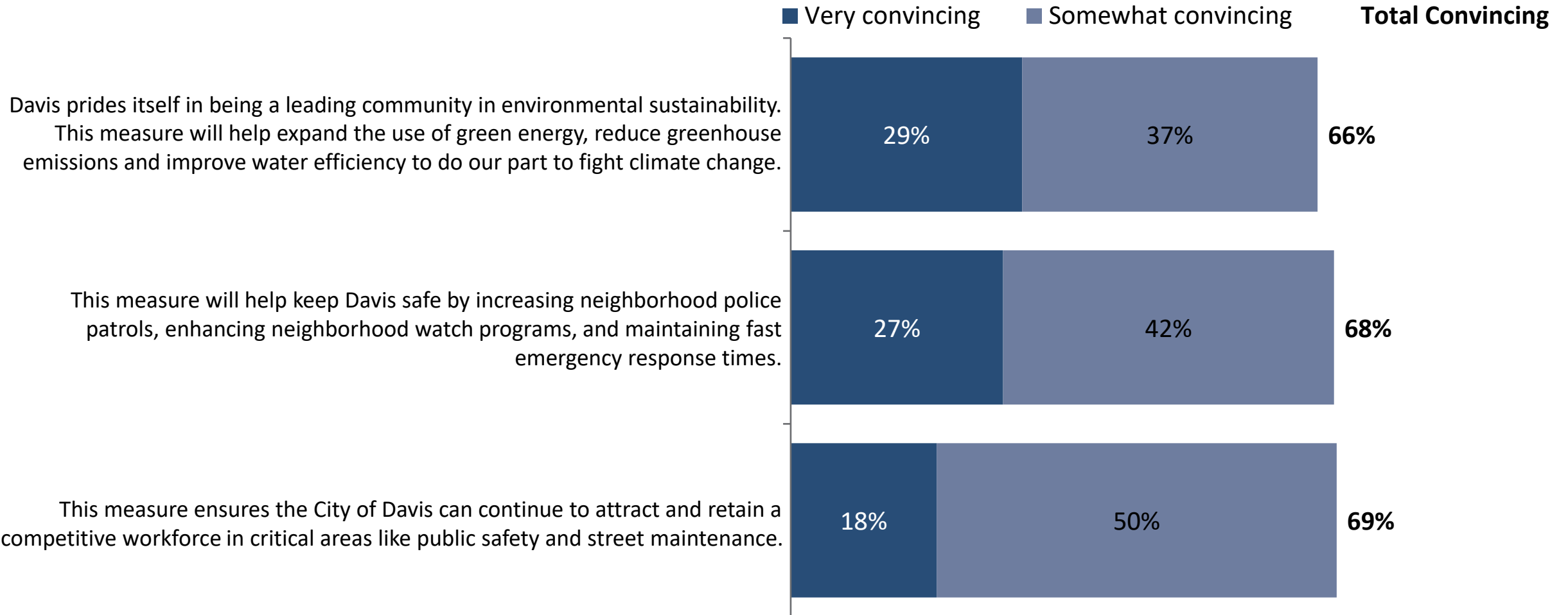
Information around exemptions and accountability features is especially compelling to voters.



Q26-35. Please tell me how convincing that statement is as a reason to vote for the measure – very convincing, somewhat convincing, not too convincing, or not at all convincing.

Additional Information

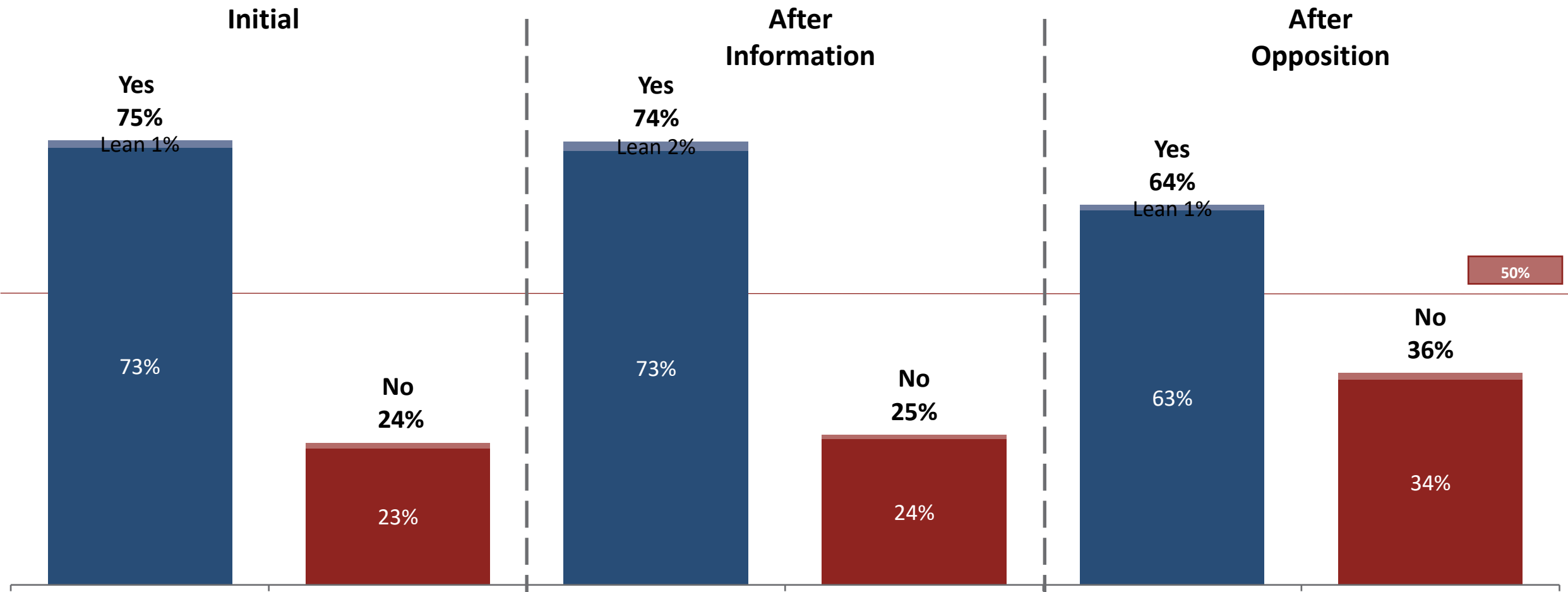
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Q26-35. Please tell me how convincing that statement is as a reason to vote for the measure – very convincing, somewhat convincing, not too convincing, or not at all convincing.

Vote Progression

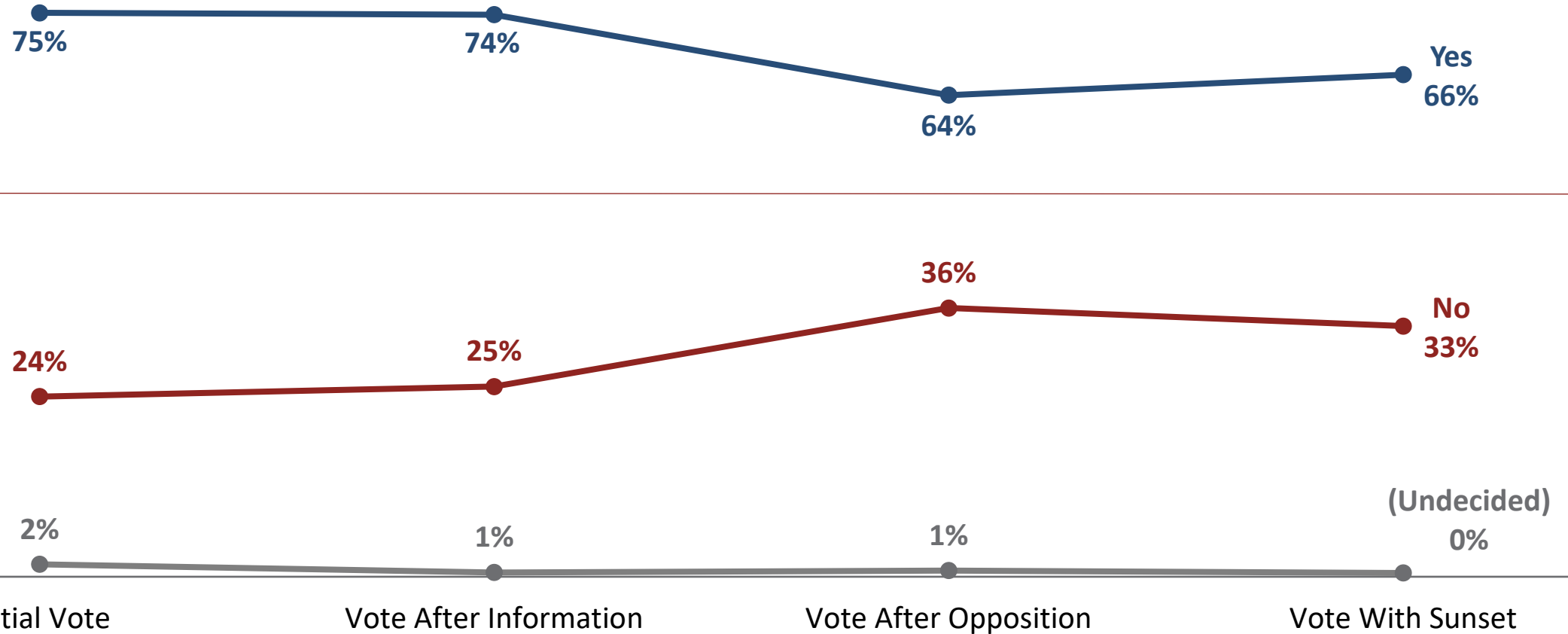
Measure support does not change following additional information, but drops following potential opposition messaging.



Measure Vote Progression

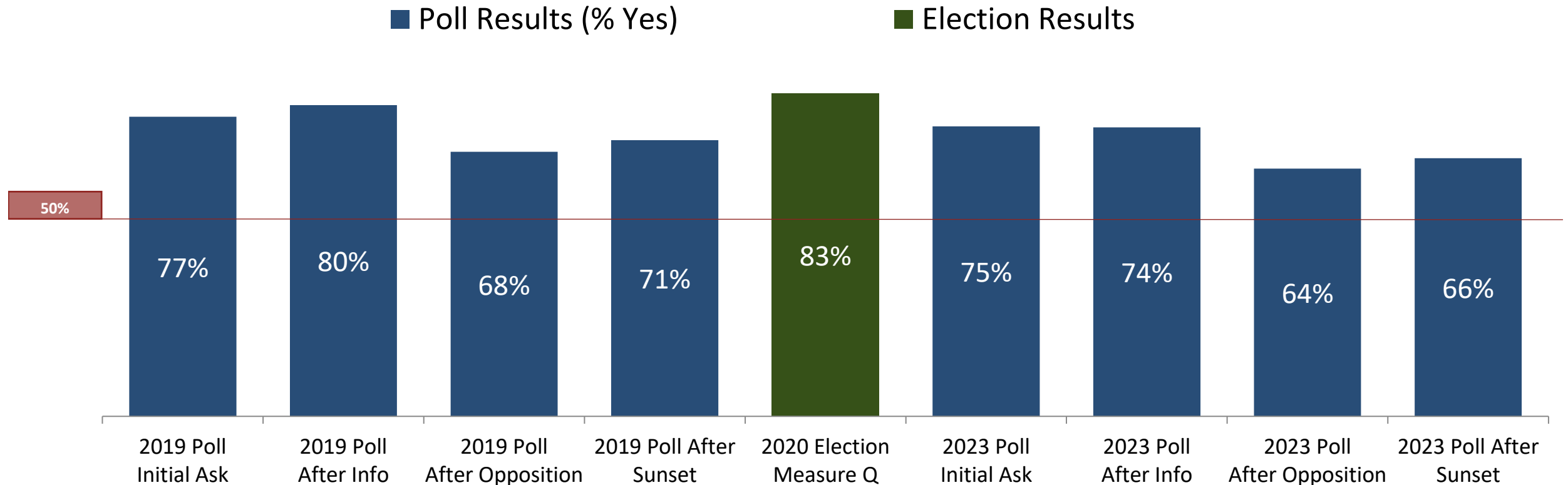
The inclusion of a sunset clause in the measure has little impact.

What if the measure we have been discussing automatically expires in 9 years instead of continuing until repealed by the voters, would you vote yes to approve or no to reject this measure?



Historical Context

Initial support for the potential measure is similar to support seen in polling for Measure Q.



Conclusions

- ▶ Support for an additional 1¢ sales tax begins in a strong place, similar to support seen in polling prior to the Measure Q sales tax extension.
- ▶ Support does not increase further after additional information, suggesting initial support may already be at the ceiling in the current environment.
- ▶ Many of voters' priorities are included among measure components.
- ▶ While a potential measure is somewhat vulnerable to opposition, support remains well above the passage threshold in the current landscape.



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