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Town of Moraga: 2017 Community Priorities Survey

October 24, 2017

- Respondents believe Town is going in the wrong direction, though 52% of respondents hold the sinkhole/bridge collapses and unanticipated events responsible for the Town's fiscal emergency
- There were two conceptual revenue measures assessed to assist Town in addressing the current fiscal emergency:
 - A Utility Users Tax (UUT) which is not of interest to respondents. It never reaches the threshold necessary for passage and should be eliminated as a planning option
- A conceptual storm drain property owner fee is potentially viable at both amounts tested.
- Should the Town Council wish to proceed, consultants recommend:
 - Town leaders reaching consensus on the recommended approach and timing
 - A recommended March 2018 property owner mail ballot
 - Construction of the ballot package and legally permissible communications which specifically speak to how this proposal would address community priorities related to aging storm drain infrastructure

The Town of Moraga commissioned Godbe Research to conduct a survey of local voters with the following research objectives:

- Gauge the public's perceptions of the quality of life and direction of the Town;
- Understand perceptions about the temporary fiscal emergency;
- Assess viability, if any of a storm drainage upgrade fee and utility users tax to provide local funding that cannot be taken by the State;
- Determine respondents' priorities;
- Test the effect of information;
- Examine rate differences; and
- Use demographic and behavioral characteristics to ensure the representativeness of the sample.

- Data Collection Landline, cell phone, text to online, and email to online interviewing
- Universe 8,146 likely November 2018 voters in the Town of Moraga, with a subsample 6,084 homeowners who are permanent absentee voters
- Fielding Dates September 23 through October 4, 2017
- Interview Length 30 minutes
- Sample Size 457 likely November 2018 voters
401 homeowners who are permanent absentee voters
- Margin of Error $\pm 4.45\%$ likely November 2018 Voters
 $\pm 4.73\%$ homeowners who are permanent absentee voters

The data have been weighted to reflect the actual population characteristics of likely voters in the Town of Moraga in terms of their gender, age, and political party type.

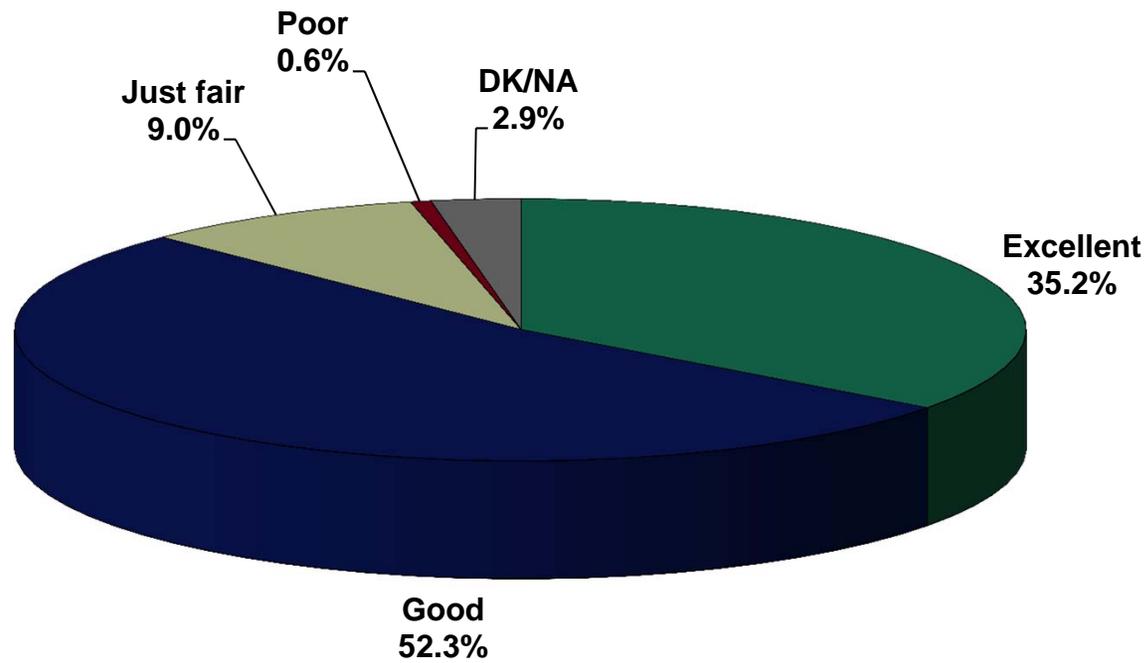


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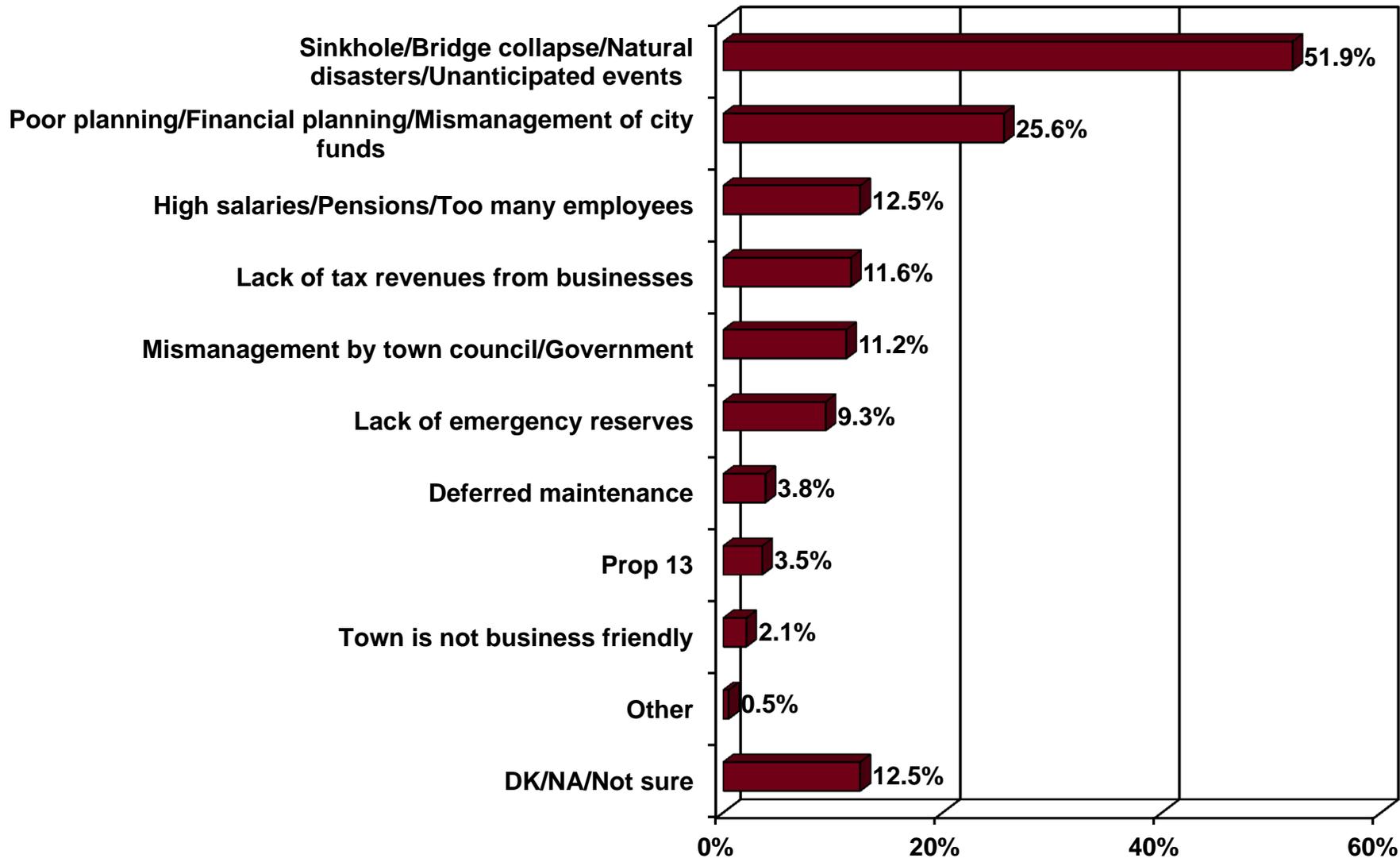
Town Climate

Opinion of Quality of Life in Moraga

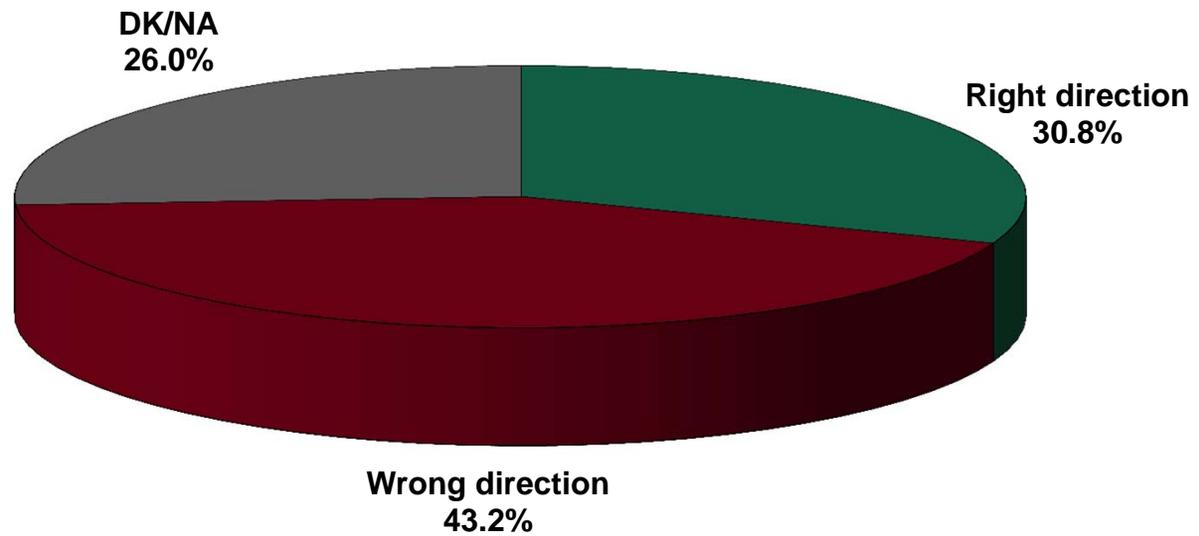


	<u>Ex + Good</u>
2017	87.5%
2016	95.7%

Reason for Fiscal Emergency



Direction of Moraga



	<u>2016</u>	<u>2017</u>
Right Direction	52.9%	30.8%
Wrong Direction	21.4%	43.2%
DK/NA	25.6%	26.0%

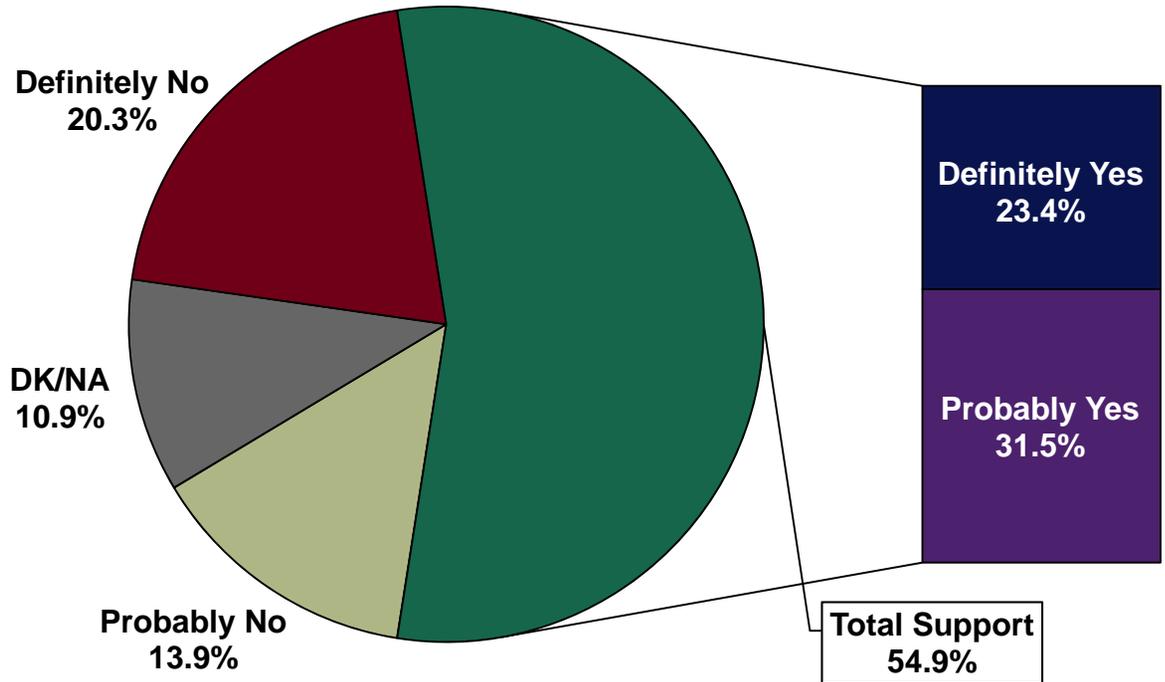


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Simple Majority Requirement Property Fee

Initial Support for Simple Majority Requirement Property Fee

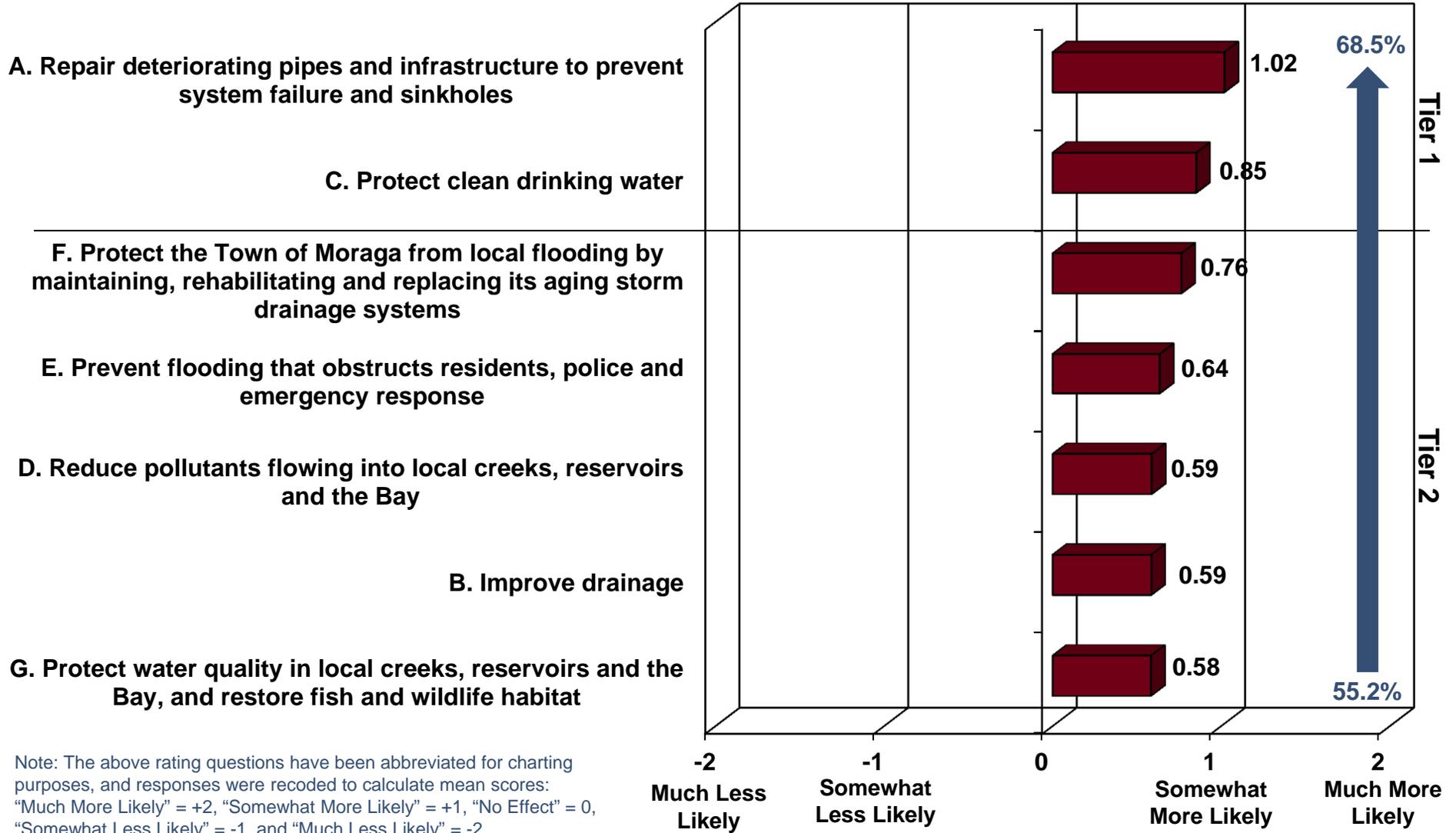


To improve, upgrade and maintain the storm drain system to address:

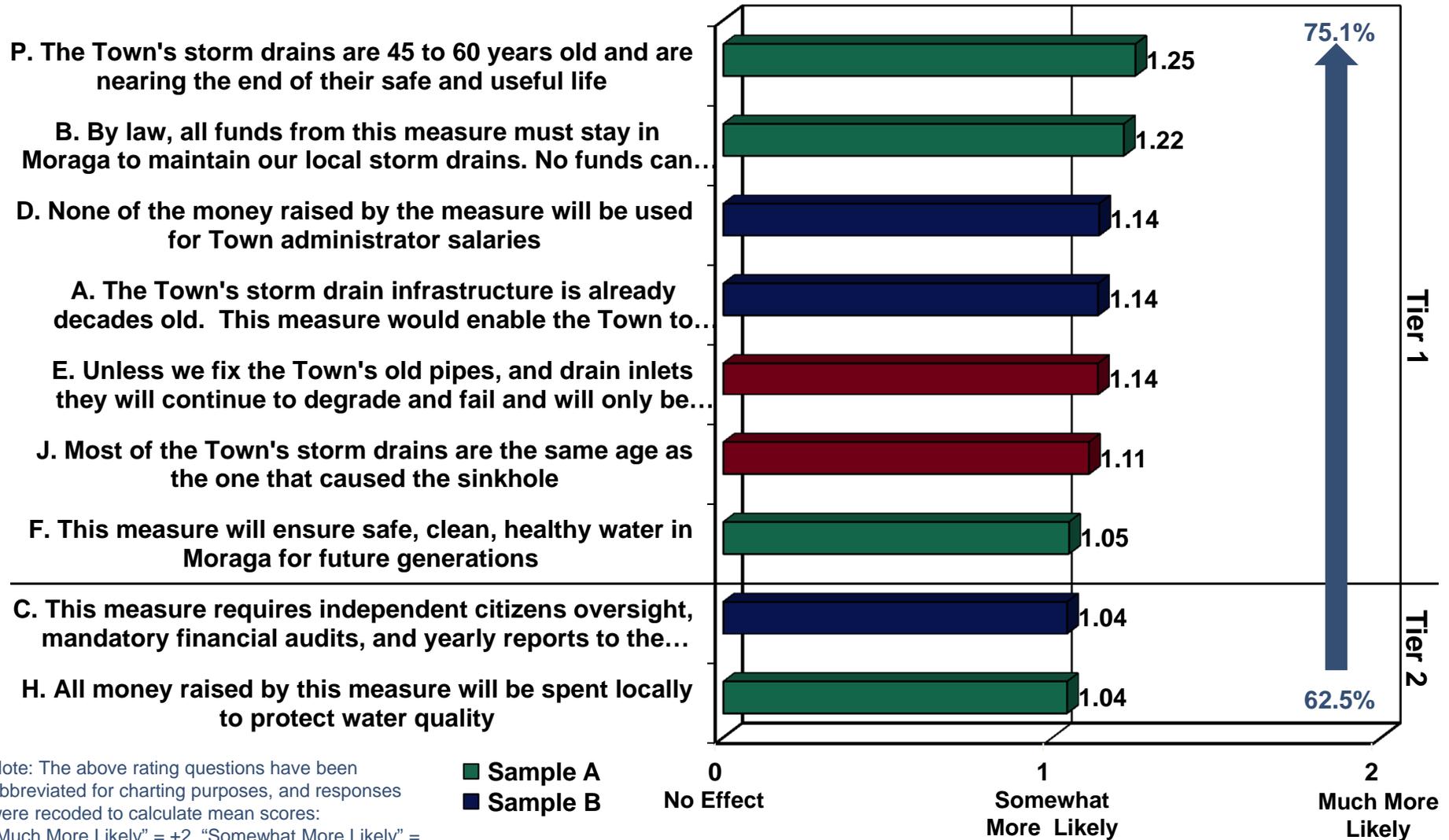
- deteriorating pipes, infrastructure, and sinkholes which improve drainage,
- protect clean drinking water,
- reduce pollutants flowing into local creeks and the Bay, and
- prevent flooding that obstructs police and emergency access,

shall the Town of Moraga enact an annual storm drainage upgrade fee of \$144 per single family home, with independent audits, citizen's oversight, and requiring all funds expended only on Moraga storm drains?

Respondent Priorities for Property Fee

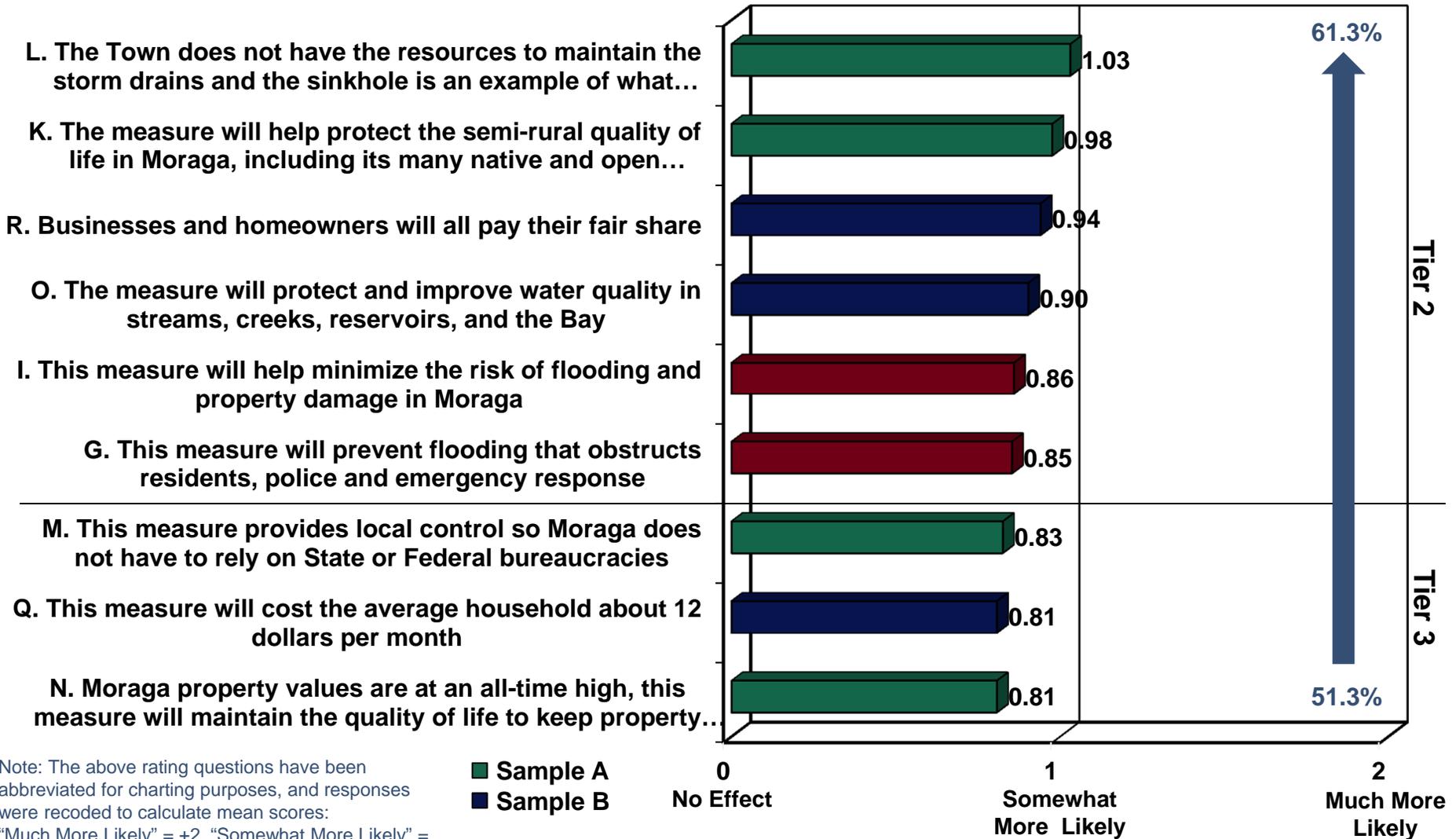


Property Fee Informational Statements



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0.

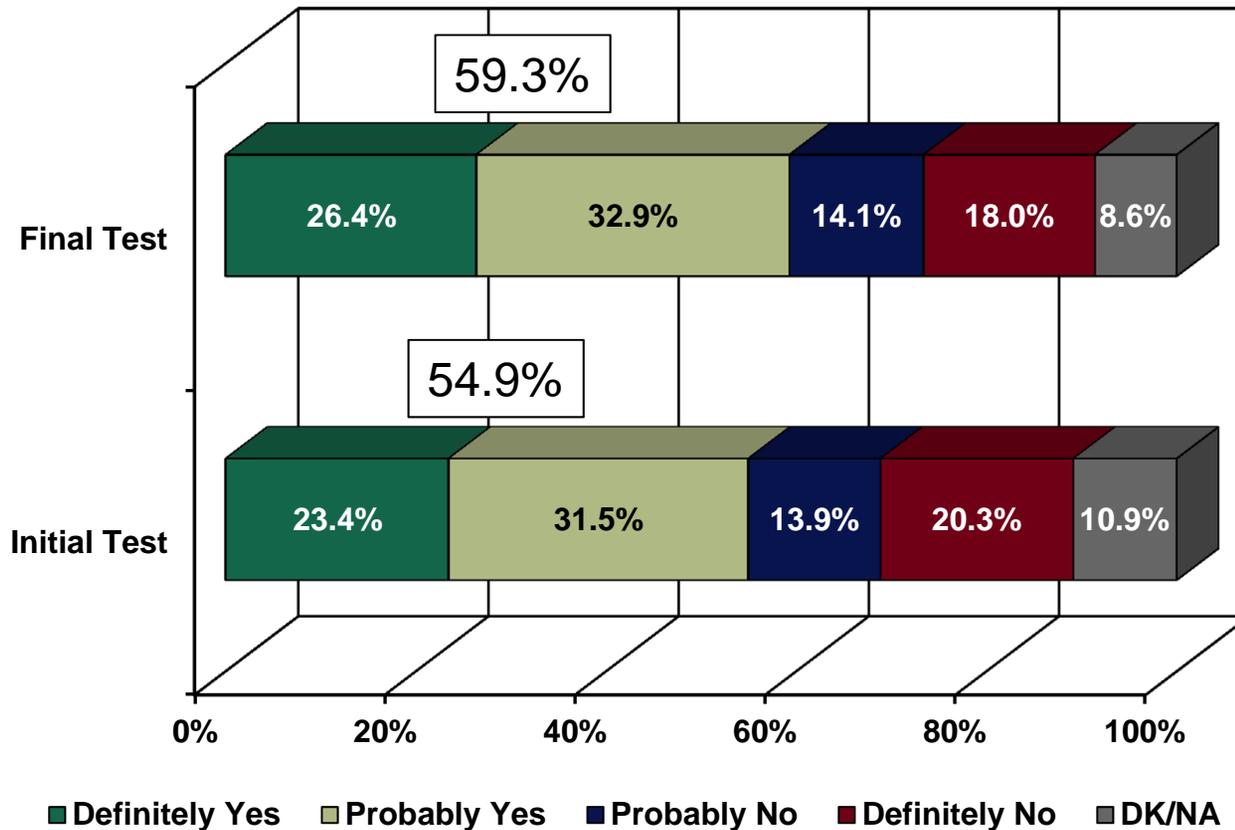
Property Fee Informational Statements



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0.

- Respondents were asked several critical statements about whether they felt taxes were too high, whether taxpayer money was wasted, and whether the city had been forthcoming about the current fiscal situation.
- While impactful, these statements did not effect viability of a simple majority requirement property fee.

Informed Support for \$144 Property Fee

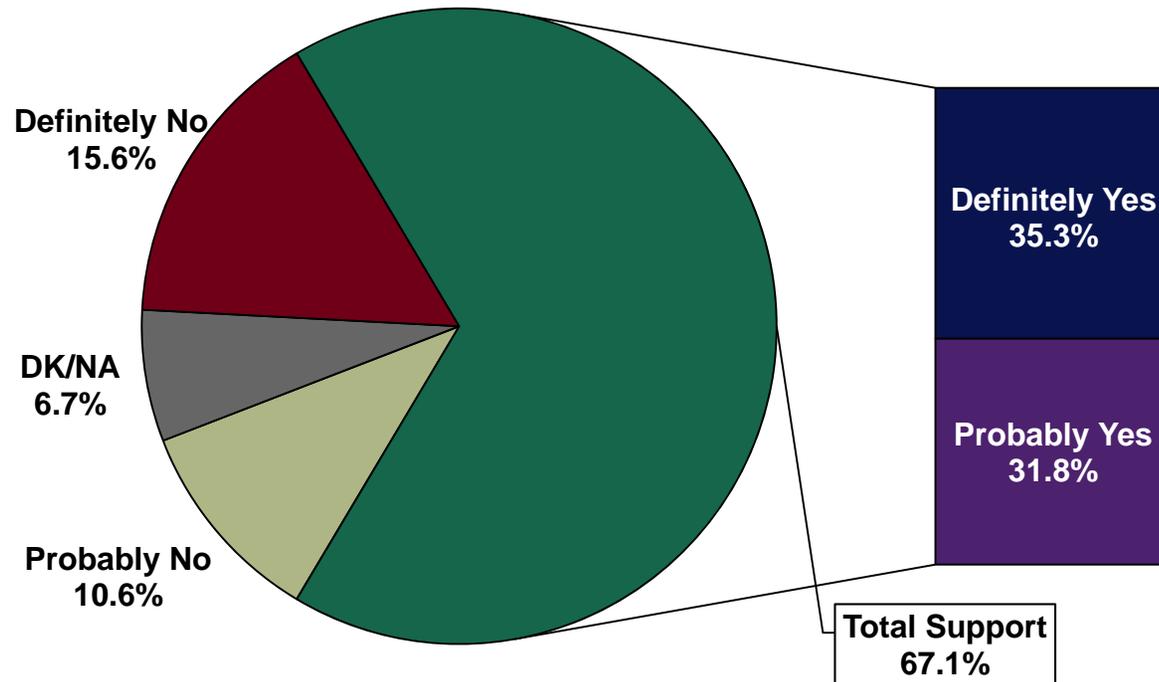


To improve, upgrade and maintain the storm drain system to address:

- deteriorating pipes, infrastructure, and sinkholes which improve drainage,
- protect clean drinking water,
- reduce pollutants flowing into local creeks and the Bay, and
- prevent flooding that obstructs police and emergency access,

shall the Town of Moraga enact an annual storm drainage upgrade fee of \$144 per single family home, with independent audits, citizen's oversight, and requiring all funds expended only on Moraga storm drains?

Support for \$96 Property Fee



If you heard that the storm drainage upgrade fee was going to be \$96 instead of \$144 per single family home, but would still be used to improve, upgrade and maintain the deteriorating storm drain system would you vote yes or no on this measure?

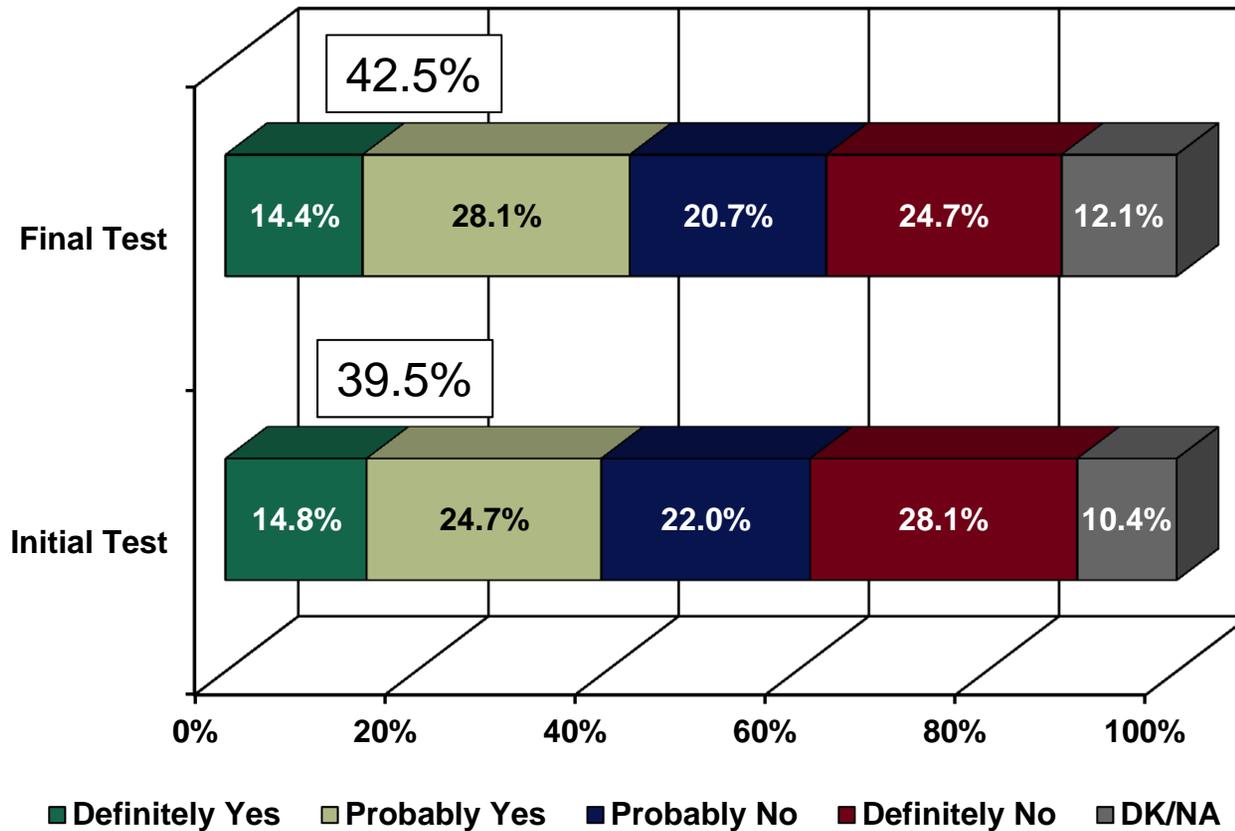


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General Purpose UUT Measure

Insufficient Support for UUT



Town of Moraga Temporary Fiscal Emergency Measure. To maintain services such as:

- neighborhood police patrols, rapid 9-1-1 response times and crime prevention programs,
- repairing and maintaining additional neighborhood streets,
- Town parks, trails and open space,
- youth and senior recreation programs,
- attracting and retaining local businesses,
- and other general Town services,

shall the Town of Moraga enact a 3% utility users tax providing \$1.9 million dollars annually for five years, with independent citizen oversight, annual audits, and all funds spent only for Moraga services?



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