



## MEMORANDUM

October 24, 2017

TO: Town of Moraga

FROM: Bryan Godbe  
President  
Godbe Research

RE: 2017 Community Priorities Survey – Summary of the Results

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### ***Introduction:***

Consistent with the Town's community engagement goals to understand resident satisfaction and service priorities, the Town of Moraga commissioned Godbe Research to conduct a dual mode telephone and Internet survey to assess resident priorities.

The results show constituents continue to be very satisfied with the quality of life the Town provides. An overwhelming majority of 87.5% of respondents rate Moraga's quality of life as "excellent" or "good." A majority of the respondents believe the "sinkhole/bridge collapse" and "other unanticipated events" are the reasons for the Town's urgent fiscal situation. A plurality of residents (43.2%) do feel the Town is going in the wrong direction, while 30.8% feel things are going in the right direction.

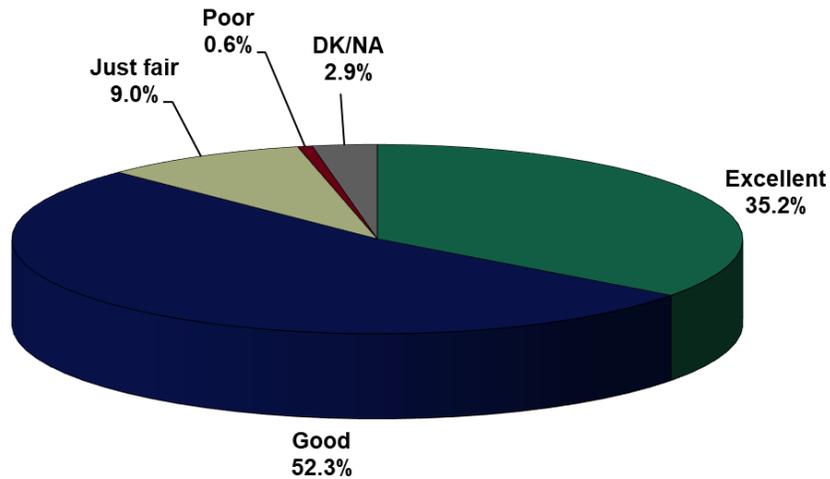
Among other findings, the survey also indicates that respondents support a \$96 property fee to provide storm drain funding at 17 points above the simple majority requirement.

### ***Methodology Overview:***

Landline, cell phone, and online (from email and text invites) interviews were conducted from September 23 to October 4, 2017 and the average phone interview time was approximately 30 minutes. A total of 457 Town of Moraga respondents participated in the survey, and the study parameters resulted in a margin of error between 4.45± and 4.73± percent, depending on the segment being considered.

**Quality of Life:**

Survey respondents have a strong perception of the quality of life in the Town of Moraga with 87.5% indicating that the quality of life was excellent or good.



**Respondents Identified Key Storm Water Priorities – “Repair deteriorating pipes and infrastructure to prevent system failure and sinkholes” Are Most Important:**

Survey respondents were presented with a variety of storm water needs to determine their priority. The survey results suggest clear priorities including “repair deteriorating pipes and infrastructure to prevent system failure and sinkholes”, “protect clean drinking water”, and “protect the Town of Moraga from local flooding by maintaining, rehabilitating and replacing its aging storm drainage systems”.

<b>5A. Repair deteriorating pipes and infrastructure to prevent system failure and sinkholes</b>	1.02
<b>5C. Protect clean drinking water</b>	0.85
<b>5F. Protect the Town of Moraga from local flooding by maintaining, rehabilitating and replacing its aging storm drainage systems</b>	0.76
<b>5E. Prevent flooding that obstructs residents, police and emergency response</b>	0.64
<b>5D. Reduce pollutants flowing into local creeks, reservoirs and the Bay</b>	0.59
<b>5B. Improve drainage</b>	0.59
<b>5G. Protect water quality in local creeks, reservoirs and the Bay, and restore fish and wildlife habitat</b>	0.58

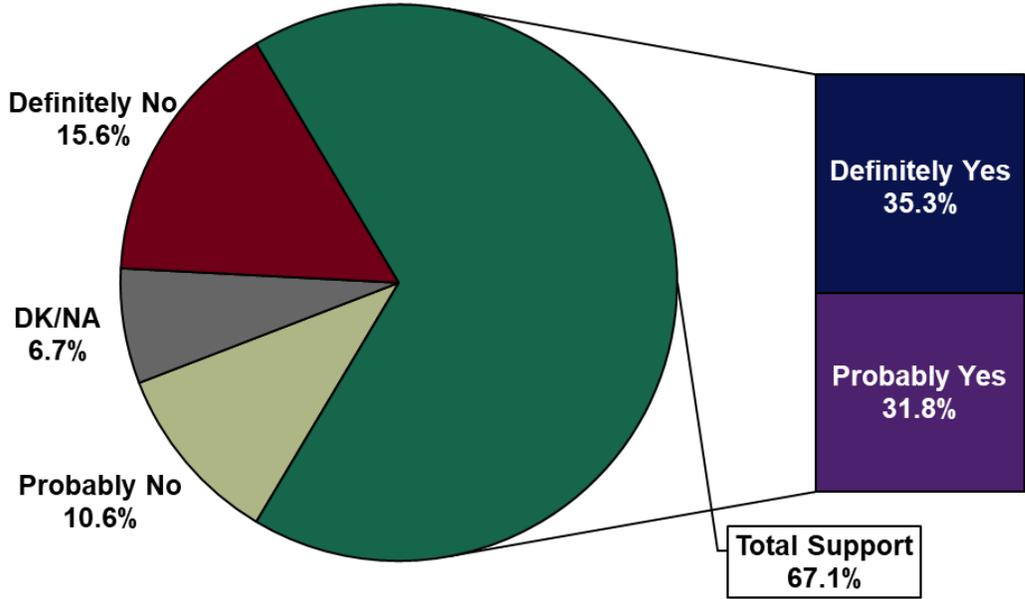
### **Respondents Want Funds to Stay Local for Aging Storm Drains:**

Survey respondents were also provided with a variety of information about the storm drain proposal. The table below shows respondent priorities including the highest ranked: “the Town's storm drains are 45 to 60 years old and are nearing the end of their safe and useful life”, “by law, all funds from this measure must stay in Moraga to maintain our local storm drains. No funds can be taken by the State or other agencies” and “none of the money raised by the measure will be used for Town administrator salaries”.

<b>6P. The Town's storm drains are 45 to 60 years old and are nearing the end of their safe and useful life</b>	1.25
<b>6B. By law, all funds from this measure must stay in Moraga to maintain our local storm drains. No funds can be taken by the State or other agencies</b>	1.22
<b>6D. None of the money raised by the measure will be used for Town administrator salaries</b>	1.14
<b>6A. The Town's storm drain infrastructure is already decades old. This measure would enable the Town to make urgent repairs while making the system safe and reliable</b>	1.14
<b>6E. Unless we fix the Town's old pipes, and drain inlets they will continue to degrade and fail and will only be more expensive to fix in the future</b>	1.14
<b>6J. Most of the Town's storm drains are the same age as the one that caused the sinkhole</b>	1.11
<b>6F. This measure will ensure safe, clean, healthy water in Moraga for future generations</b>	1.05
<b>6C. This measure requires independent citizens oversight, mandatory financial audits, and yearly reports to the community to ensure the funds are spent as promised</b>	1.04
<b>6H. All money raised by this measure will be spent locally to protect water quality</b>	1.04
<b>6L. The Town does not have the resources to maintain the storm drains and the sinkhole is an example of what happens with storm drains of this age</b>	1.03
<b>6K. The measure will help protect the semi-rural quality of life in Moraga, including its many native and open creeks that are located throughout the Town</b>	0.98
<b>6R. Businesses and homeowners will all pay their fair share</b>	0.94
<b>6O. The measure will protect and improve water quality in streams, creeks, reservoirs, and the Bay</b>	0.90
<b>6I. This measure will help minimize the risk of flooding and property damage in Moraga</b>	0.86
<b>6G. This measure will prevent flooding that obstructs residents, police and emergency response</b>	0.85
<b>6M. This measure provides local control so Moraga does not have to rely on State or Federal bureaucracies</b>	0.83
<b>6Q. This measure will cost the average household about 12 dollars per month</b>	0.81
<b>6N. Moraga property values are at an all-time high, this measure will maintain the quality of life to keep property values up</b>	0.81

**The Survey Results Indicate Potential Support for a Conceptual Measure to Provide Funding Specifically Dedicated to Storm Drain Improvements.**

Two-thirds of respondents support a \$96 property fee to address storm drain infrastructure needs – 17 points above the required threshold. If placed before property owners, this type of measure requires a simple majority threshold to pass.



In contrast, a utility user tax measure shows scarce support among respondents.

**Summary:**

The survey indicates that respondents support a \$96 property fee to provide storm drain funding at 17 points above the simple majority requirement. And, the results show constituents continue to be very satisfied with their quality of life the Town provides. An overwhelming majority of 87.5% of respondents rate Moraga’s quality of life as “excellent” or “good.”