



GODBE RESEARCH
Gain Insight



Town of Moraga: 2012 Revenue Measure Feasibility Survey

May 2012

Overview and Research Objectives

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

- Assess potential voter support for potential local funding measure(s)—including a local sales tax and/or community facilities district option-- that could help with funding streets and roads;
- Prioritize projects and programs to be funded with the proceeds;
- Test the influence of various statements on potential voter support;
- Identify the optimum tax amount at which voters will support potential measure(s);
- Identify any differences in voter support due to demographic and/or voter behavioral characteristics.

Methodology Overview

- Data Collection Telephone Interviewing
- Universe 9,001 likely November 2012 voters in the Town of Moraga.
- Fielding Dates May 15 through May 24, 2012
- Interview Length 18 minutes
- Sample Size 302
- Margin of Error $\pm 5.5\%$



Strategic Observations

- The survey demonstrates that a Town of Moraga, one-cent sales tax Measure to preserve and maintain Town services and help repair streets and roads, is potentially viable for a November 2012 Election, but results are within the Margin of Error.
- After all information is shared, support is at 54%, with a margin of error of +/- 5.5%.
- Unfortunately, a \$14 million CFD receives only 40% support and is not viable in the foreseeable future. We recommend that this be eliminated as a viable option.

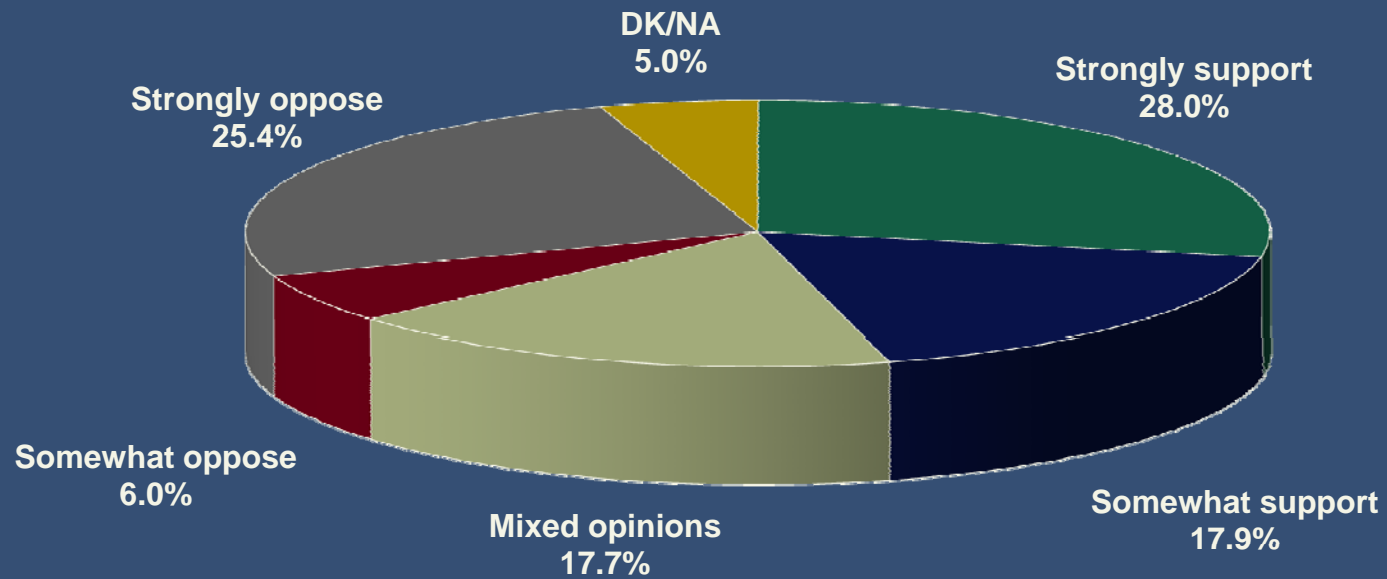


GODBE RESEARCH
Gain Insight

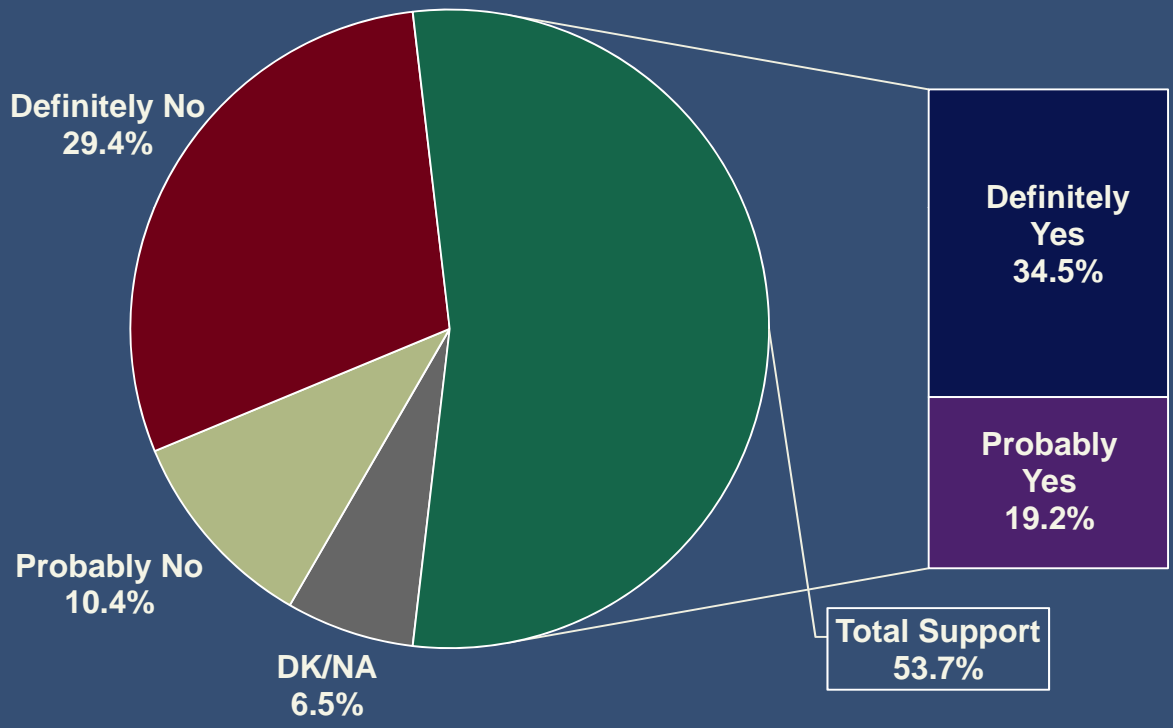


Key Findings

Support for Statewide Tax Measures (n=302)



Uninformed Support (n=302)

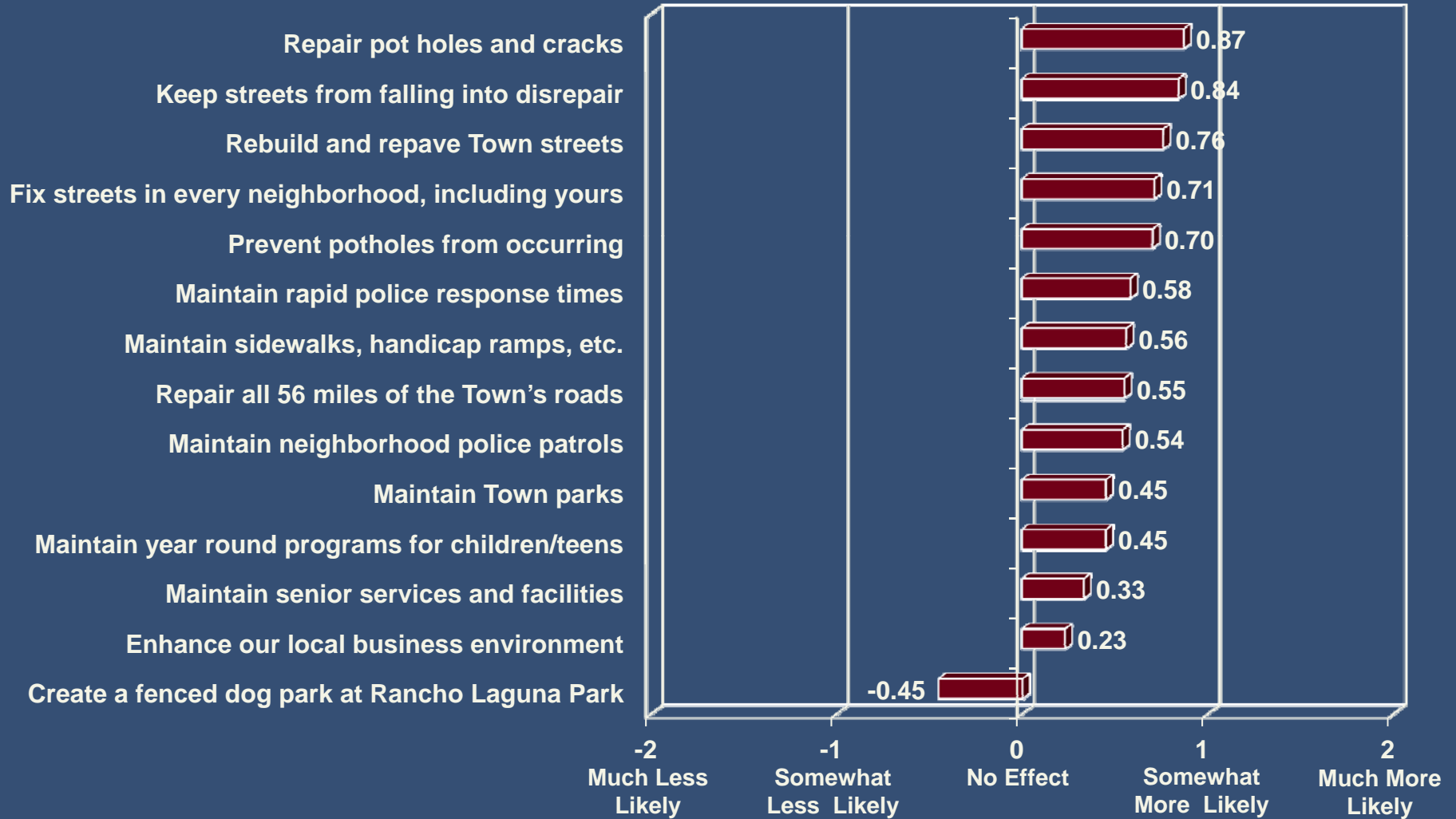


To preserve and maintain Town services and facilities, including:

- fixing potholes and cracks;
- maintaining neighborhood police patrols and response times;
- repairing neighborhood streets;
- maintaining recreation programs for youth and seniors;
- maintaining Town parks and facilities; and
- other general Town services,

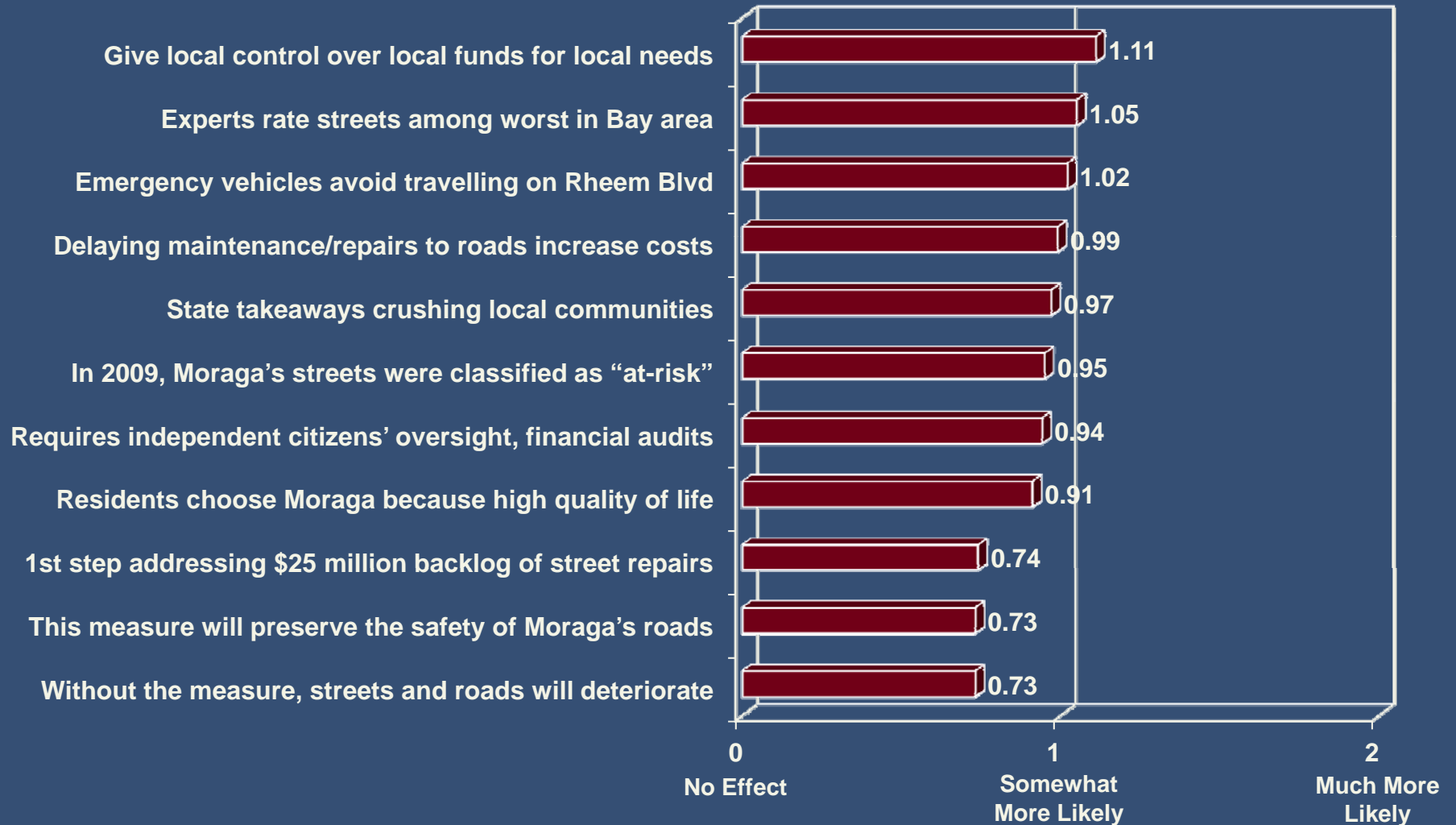
shall the Town of Moraga enact a one cent sales tax for 20 years with the authority to incur debt to accelerate infrastructure projects, with annual audits, citizens' oversight, no funds for Sacramento and all funds spent only in Moraga?

Features of the Measure (n=302)



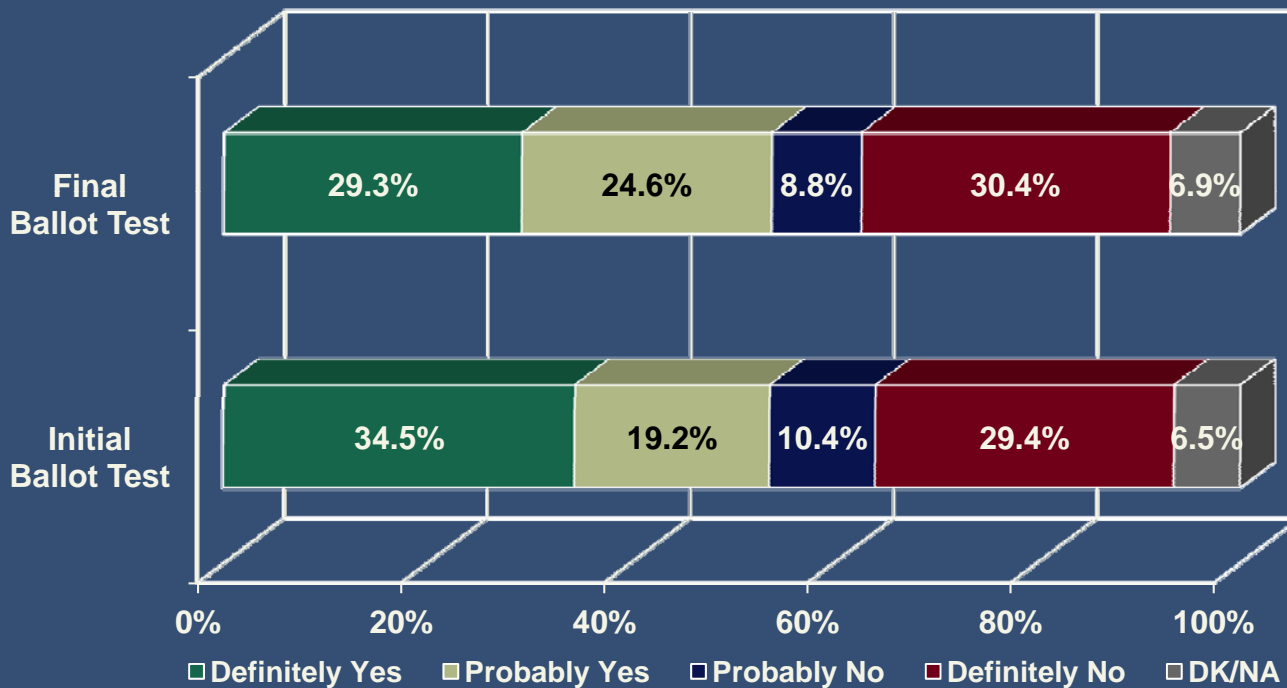
Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.

Influence of Informational Statements (n=302)



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.

Informed and Uninformed Support (n=302)

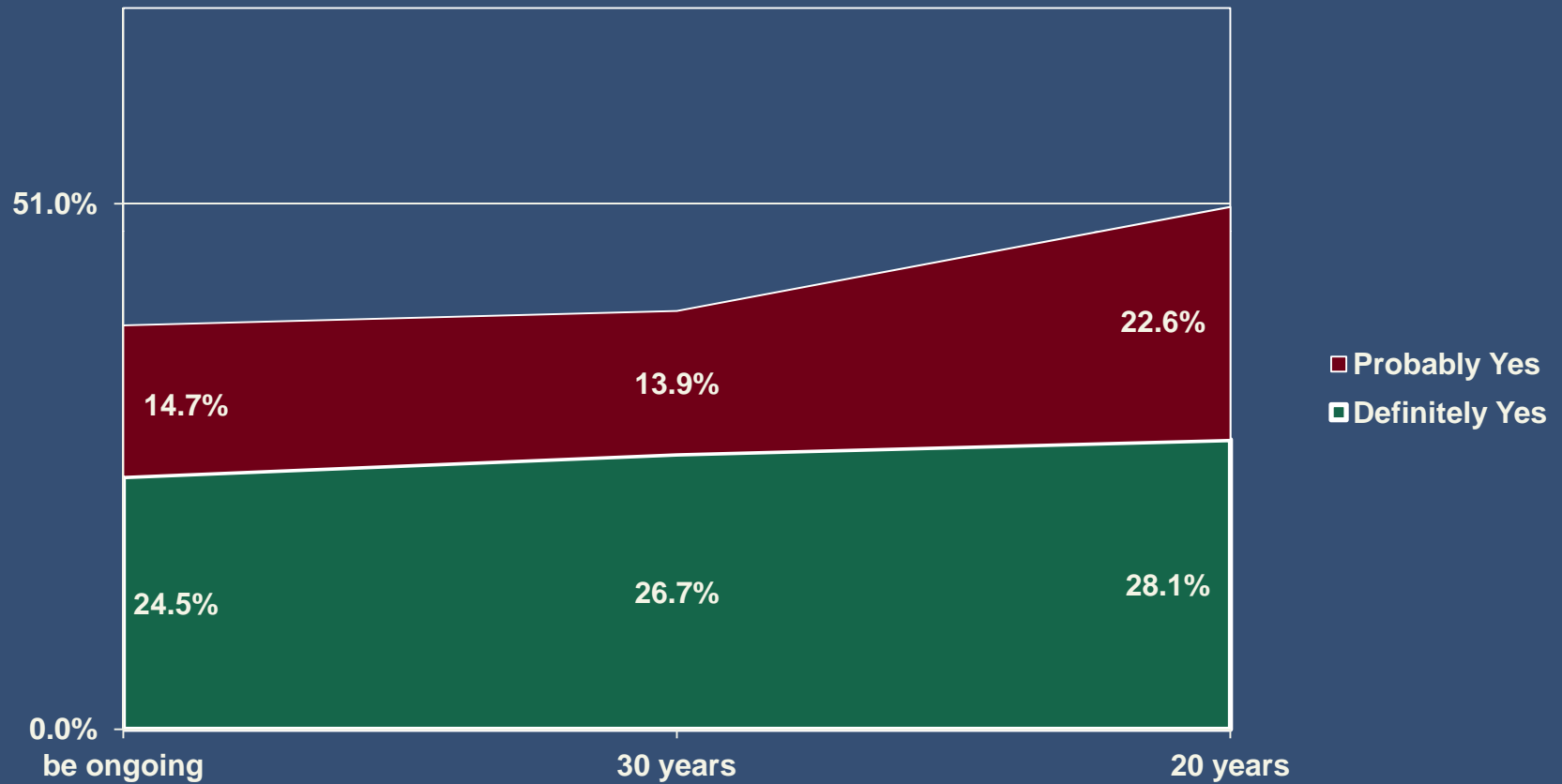


To preserve and maintain Town services and facilities, including:

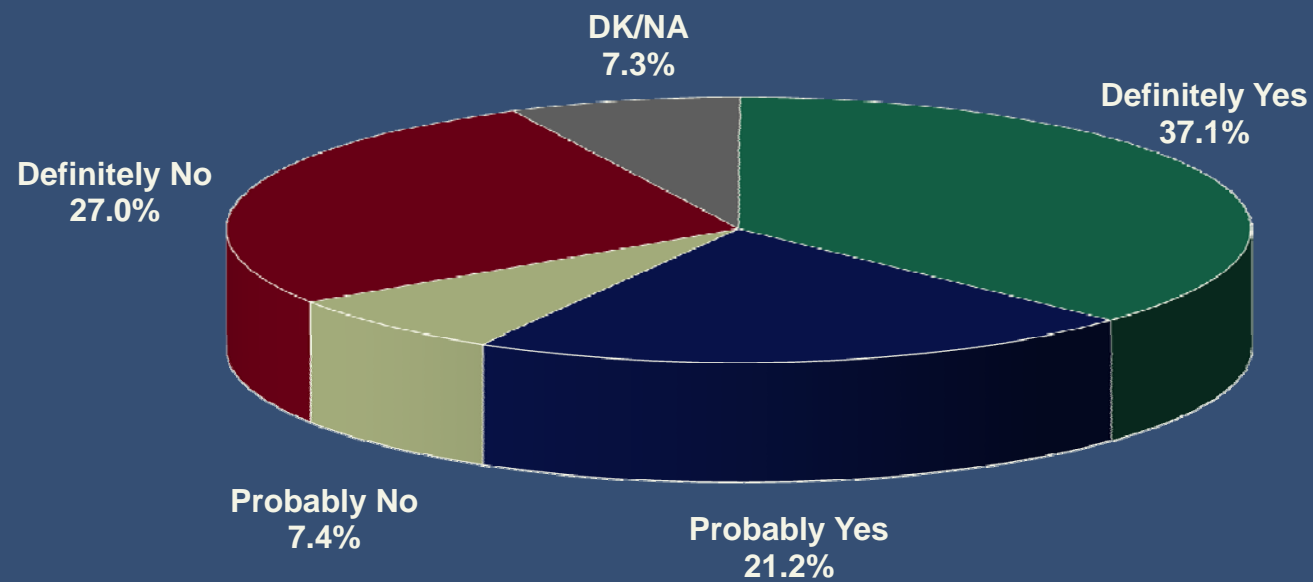
- fixing potholes and cracks;
- maintaining neighborhood police patrols and response times;
- repairing neighborhood streets;
- maintaining recreation programs for youth and seniors;
- maintaining Town parks and facilities;
- and
- other general Town services,

shall the Town of Moraga enact a one cent sales tax for 20 years with the authority to incur debt to accelerate infrastructure projects, with annual audits, citizens' oversight, no funds for Sacramento and all funds spent only in Moraga?

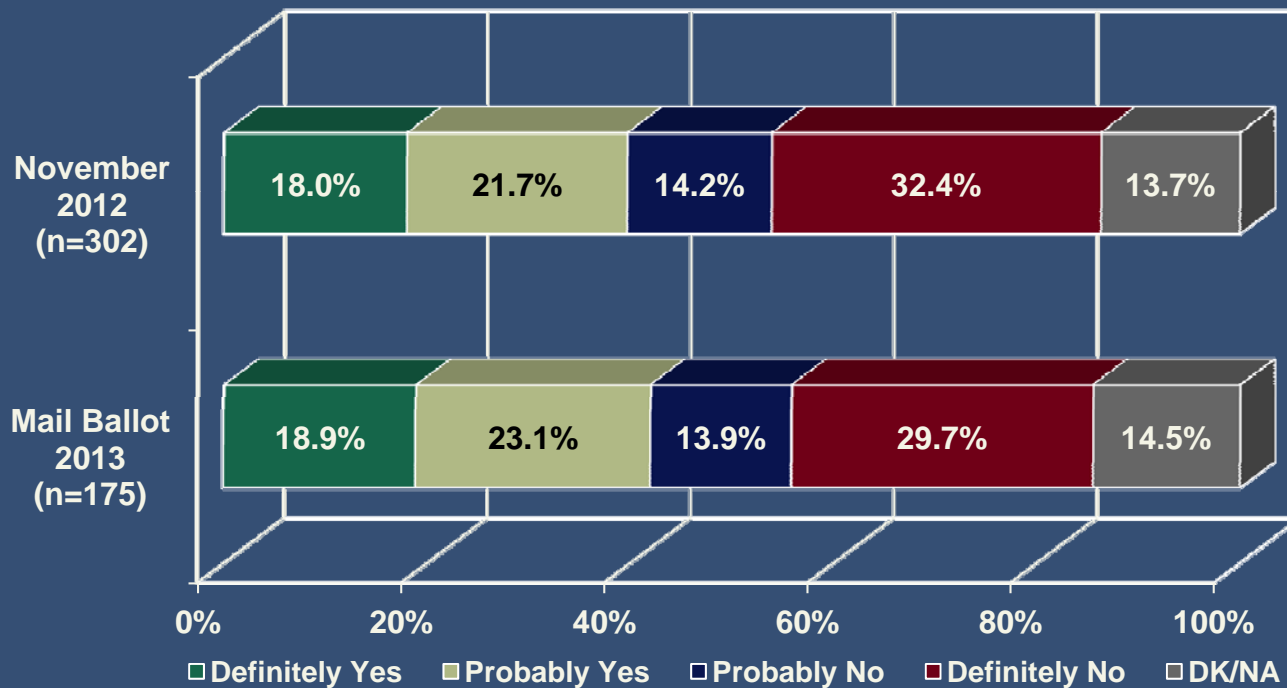
Support for Different Durations (n=302)



Support for ½-Cent Sales Tax (n=302)

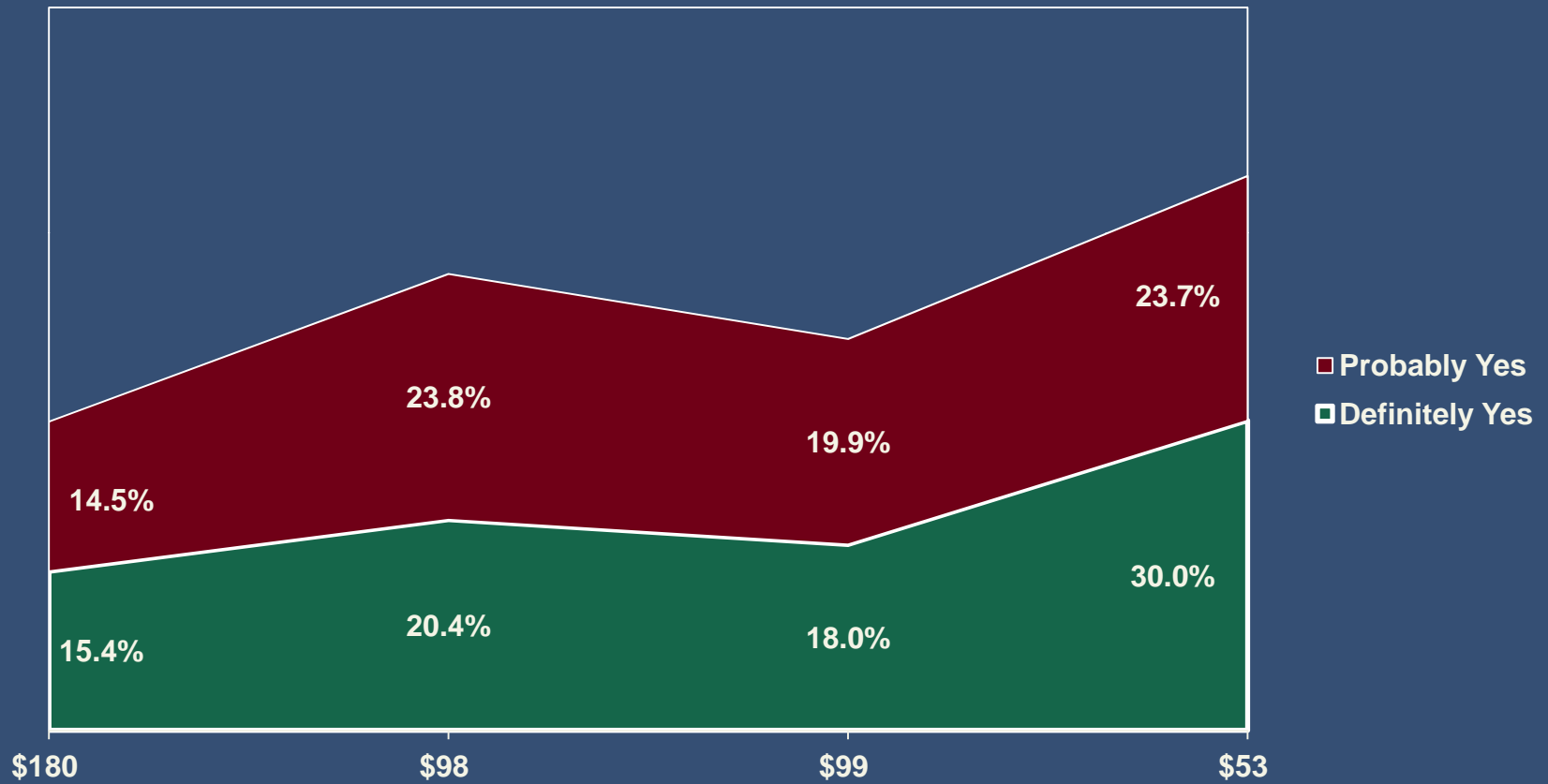


Support for Future CFD Measure

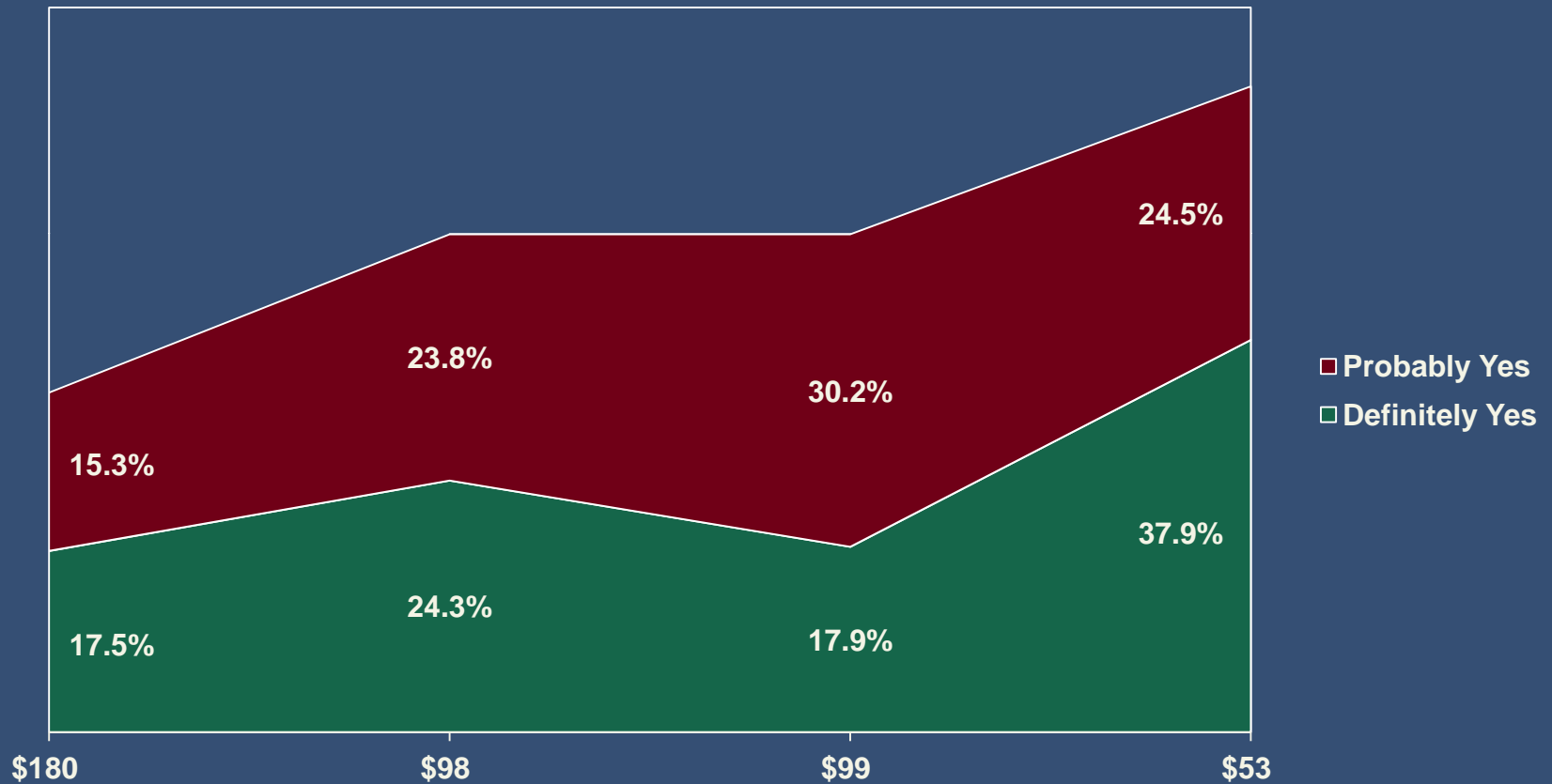


Moraga Pothole and Street Repair Measure. To repair, maintain and improve streets, reduce potential flooding and increase road safety including by fixing potholes and sealing cracks; maintaining, repairing and repaving streets; improving handicapped ramps, crosswalks and bicycle lanes; and other needed road repairs; shall the Town of Moraga levy a special tax, issue bonds and set an appropriations limit not to exceed \$14 million, on behalf of a Community Facilities District, at interest rates not to exceed the maximum permitted by law?

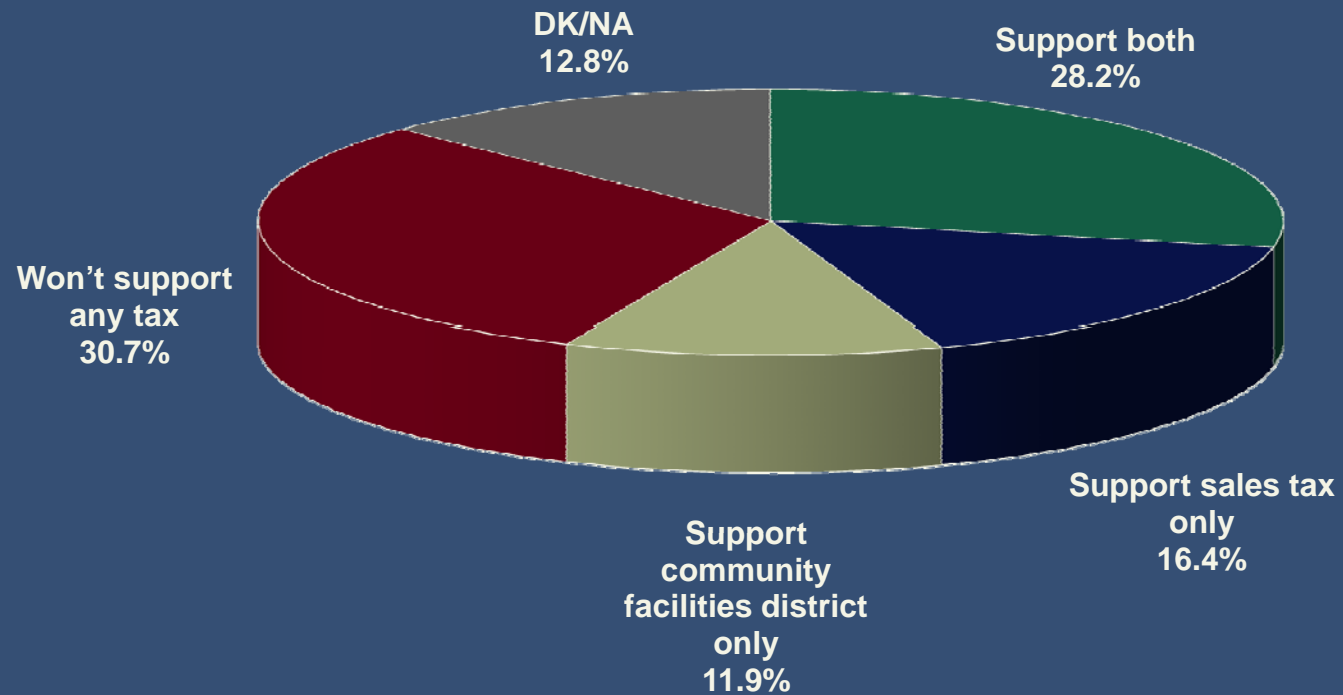
Support for Different Rates: November 2012 (n=302)



Support for Different Rates: Mail Ballot 2013 (n=175)



Support for Sales Tax and CFD Measures (n=302)





Community Priorities for a Town of Moraga Measure

- ✓ Repair potholes and cracks (*70.3% much more/somewhat more likely*)
- ✓ Keep streets from falling into disrepair (*67.6% much more/somewhat more likely*)
- ✓ Rebuild and repave Town streets (*67.5% much more/somewhat more likely*)
- ✓ Fix streets in every neighborhood, including yours (*64.3% much more/somewhat more likely*)
- ✓ Prevent potholes from occurring (*63.7% much more/somewhat more likely*)



Fiscal Accountability

- Any Town of Moraga Sales Tax Measure proposed by Council should include the following provisions:
 - ✓ Give Moraga local control over local funds for local needs. No funds can be taken by the state
 - ✓ Require independent financial audits and Citizens Oversight
 - ✓ Ensure that out of towners who visit Moraga pay their fair share to maintain local roads
 - ✓ Guarantee that food purchased as groceries, prescription drugs, professional services and rent would not be subject to the additional tax



Next Steps

- Update outreach materials to inform/solicit additional input and perspectives from more stakeholders, including our business community
- Continue outreach efforts and presentations to local neighborhoods and organizations
- Begin to engage these additional constituencies--including local small business leaders-- about their views
- Accept the community's preferences and eliminate those options that your constituents currently reject



GODBE RESEARCH
Gain Insight



www.godberesearch.com

Northern California and Corporate Offices
1660 South Amphlett Boulevard, Suite 205
San Mateo, CA 94402

Southern California Office
4695 MacArthur Court, 11th Floor
Newport Beach, CA 92660

Nevada Office
59 Damonte Ranch Parkway, Suite B309
Reno, NV 89521

Pacific Northwest Office
601 108th Avenue NE, Suite 1900
Bellevue, WA 98004