



GODBE RESEARCH  
Gain Insight



## City of Pleasant Hill: Revenue Measure Feasibility Survey

April 2016

The City of Pleasant Hill commissioned Godbe Research to conduct a survey of local voters with the following research objectives:

- Gauge satisfaction with the City's provision of services;
- Assess potential voter support for a local funding measure to provide and maintain city services and facilities with funding that cannot be taken by the State;
- Identify residents' priorities for service and facility improvements;
- Test the influence of information and critical statements;

- Data Collection Telephone and Internet Interviewing
- Universe 15,487 likely November 2016 voters in the City of Pleasant Hill
- Fielding Dates March 24 through April 3, 2016
- Interview Length 20 minutes
- Sample Size 427 (226 online & 201 phone)
- Margin of Error  $\pm 4.68\%$

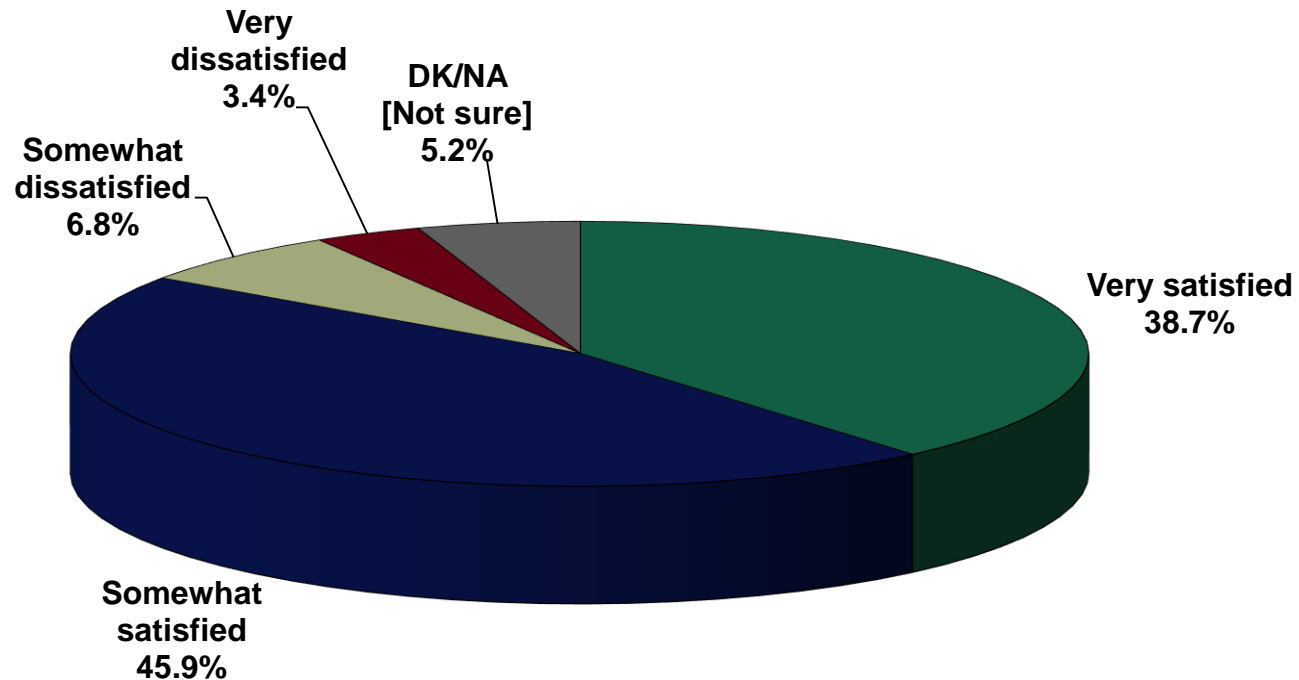


GODBE RESEARCH  
Gain Insight



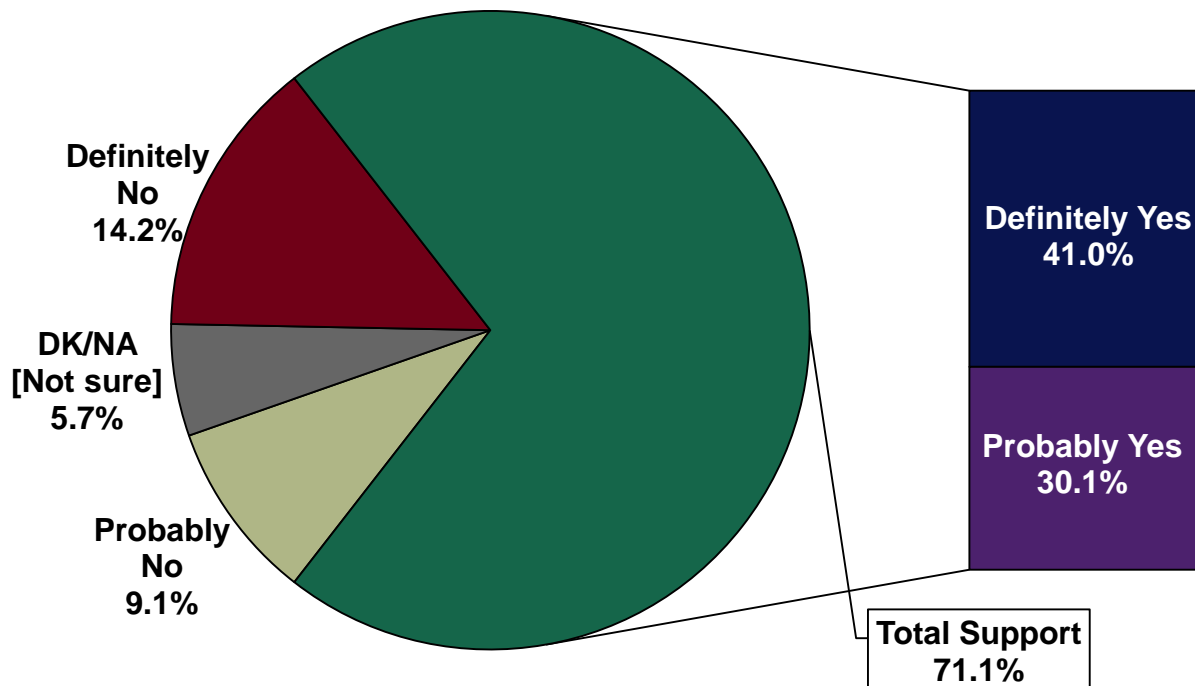
## Key Findings

# Q1. Respondent are Satisfied With City Services (n=427)



Total Satisfied = 84.7%  
Total Dissatisfied = 10.2%  
Ratio Sat to Dissat = 8.3 to 1

# Q2. Strong Support for Local Funding Measure (n=427)

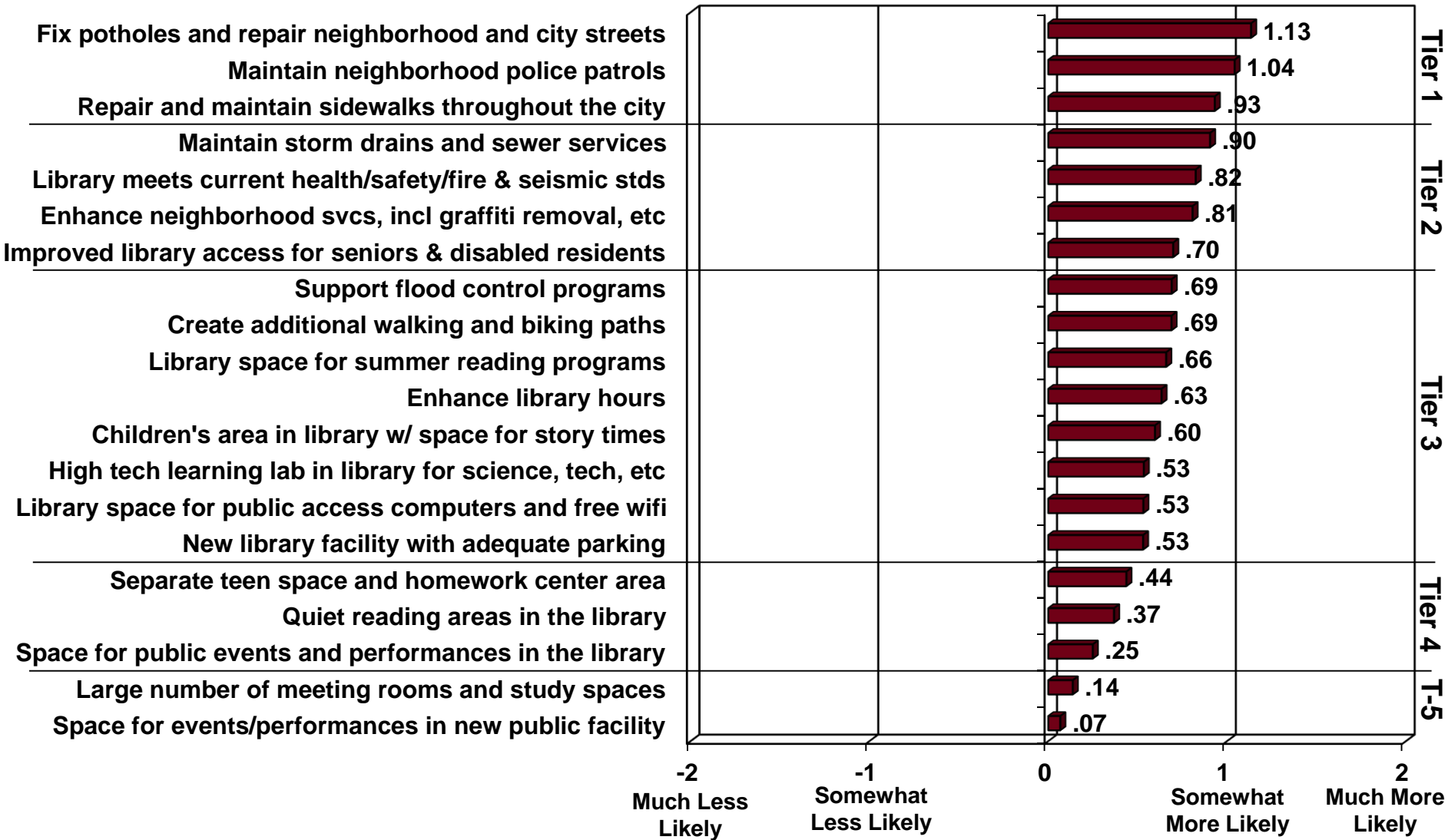


To provide and maintain Pleasant Hill city services and facilities, including

- replacing the aging library with a 21st century facility including safe space for after-school homework and tutoring;
- fixing potholes, and repairing neighborhood and city streets;
- creating additional walking and biking paths;
- maintaining storm drains; and
- other city services;

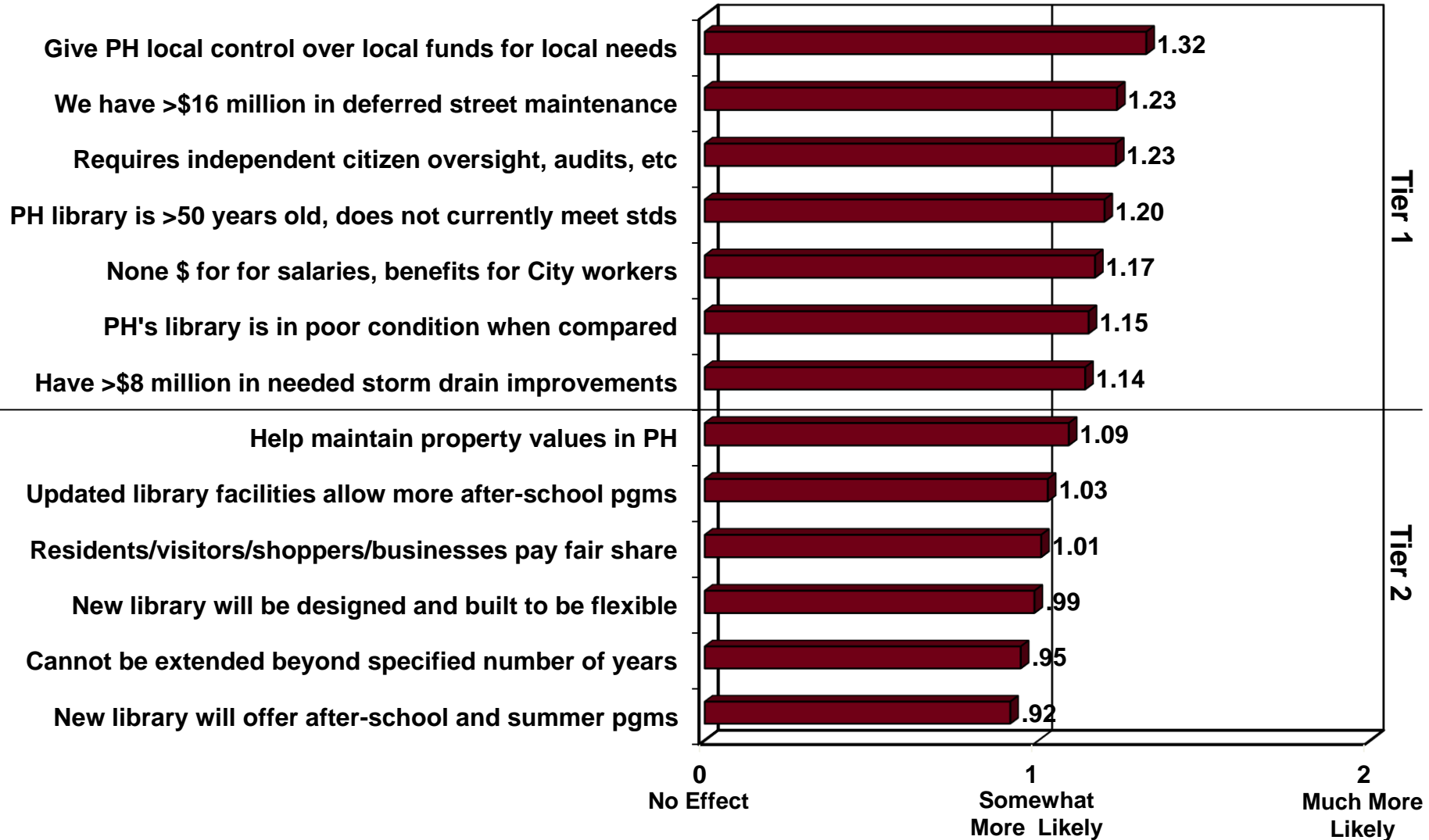
shall the City of Pleasant Hill levy a ½ cent sales tax, providing \$4 million dollars annually for 20 years, providing locally controlled funding that cannot be taken by the State?

# Q3. Features of the Measure (n=427)



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.

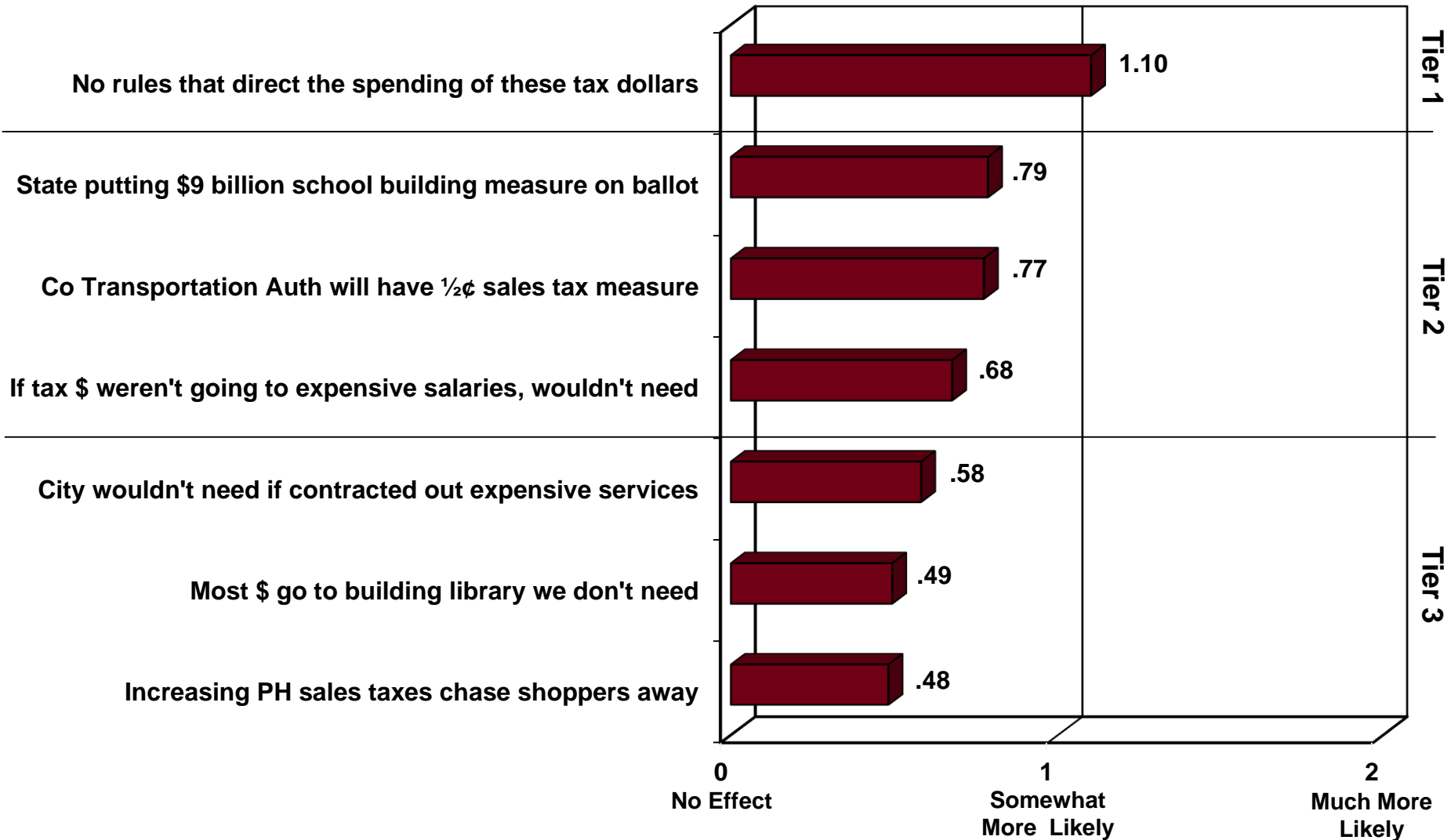
# Q4. Influence of Informational Statements (n=427)



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.

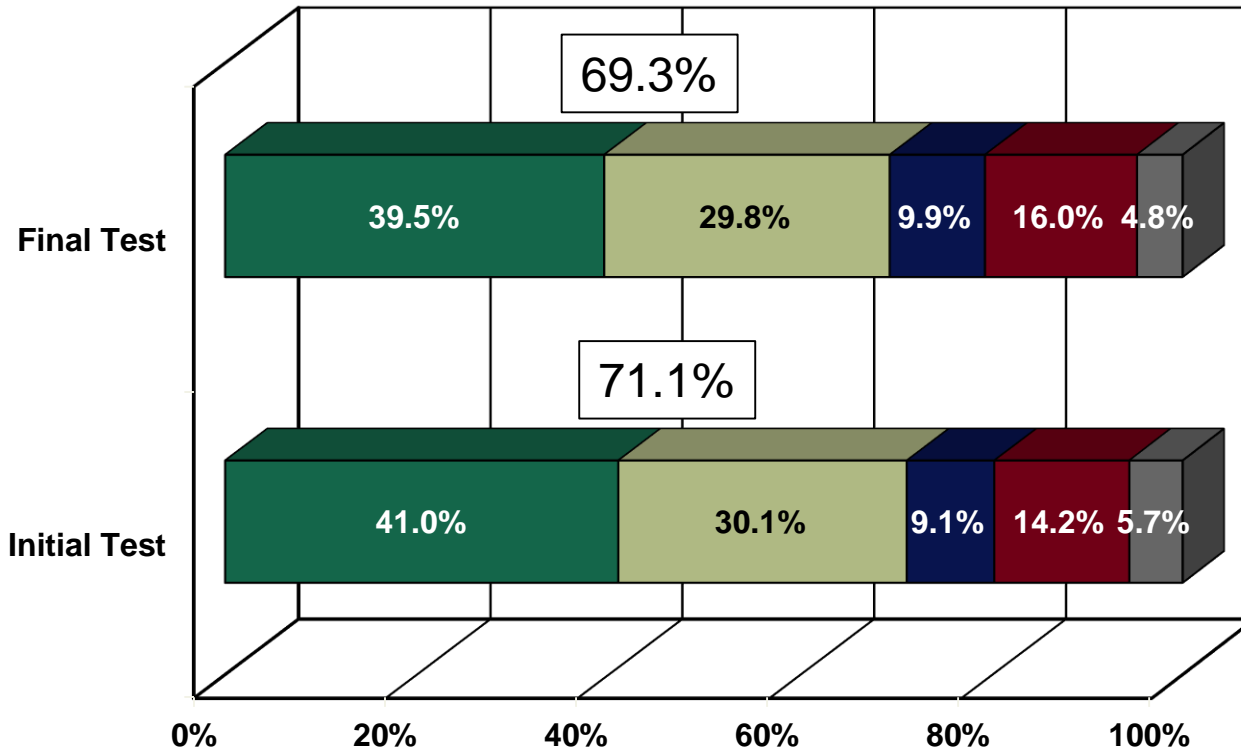


# Q5. Influence of Critical Statements (n=427)



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.

# Q6. Support Remains Strong for Local Funding Throughout Survey (n=427)



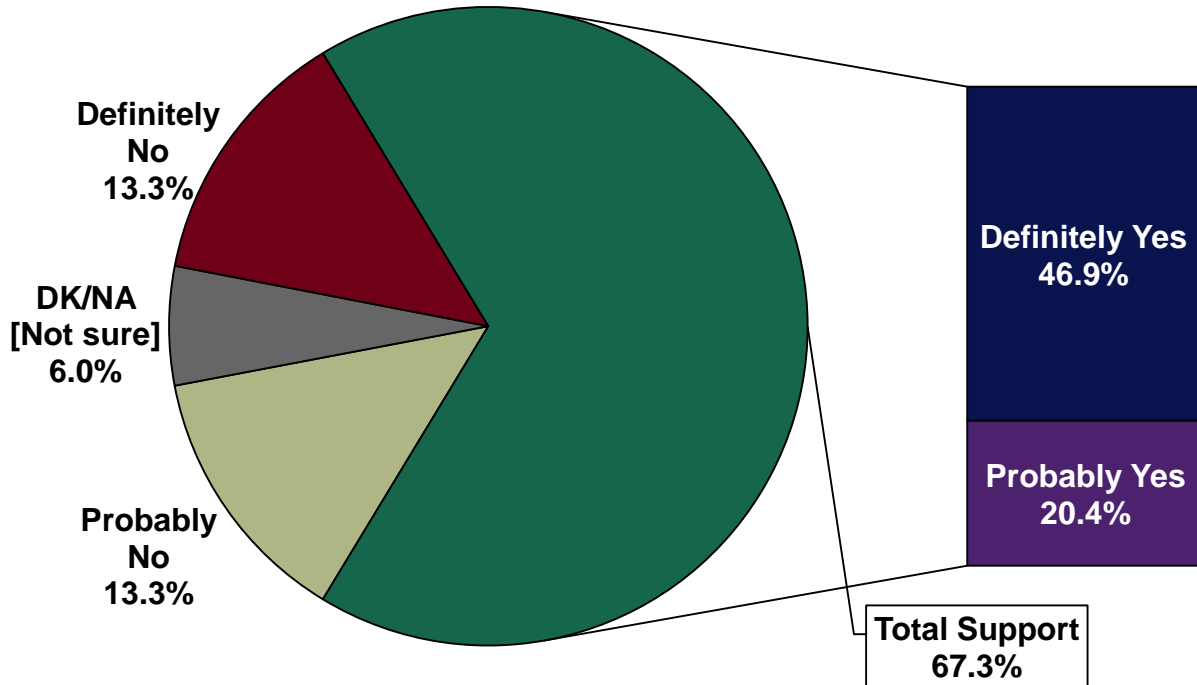
To provide and maintain Pleasant Hill city services and facilities, including

- replacing the aging library with a 21st century facility including safe space for after-school homework and tutoring;
- fixing potholes, and repairing neighborhood and city streets;
- creating additional walking and biking paths;
- maintaining storm drains; and
- other city services;

shall the City of Pleasant Hill levy a ½ cent sales tax, providing \$4 million dollars annually for 20 years, providing locally controlled funding that cannot be taken by the State?

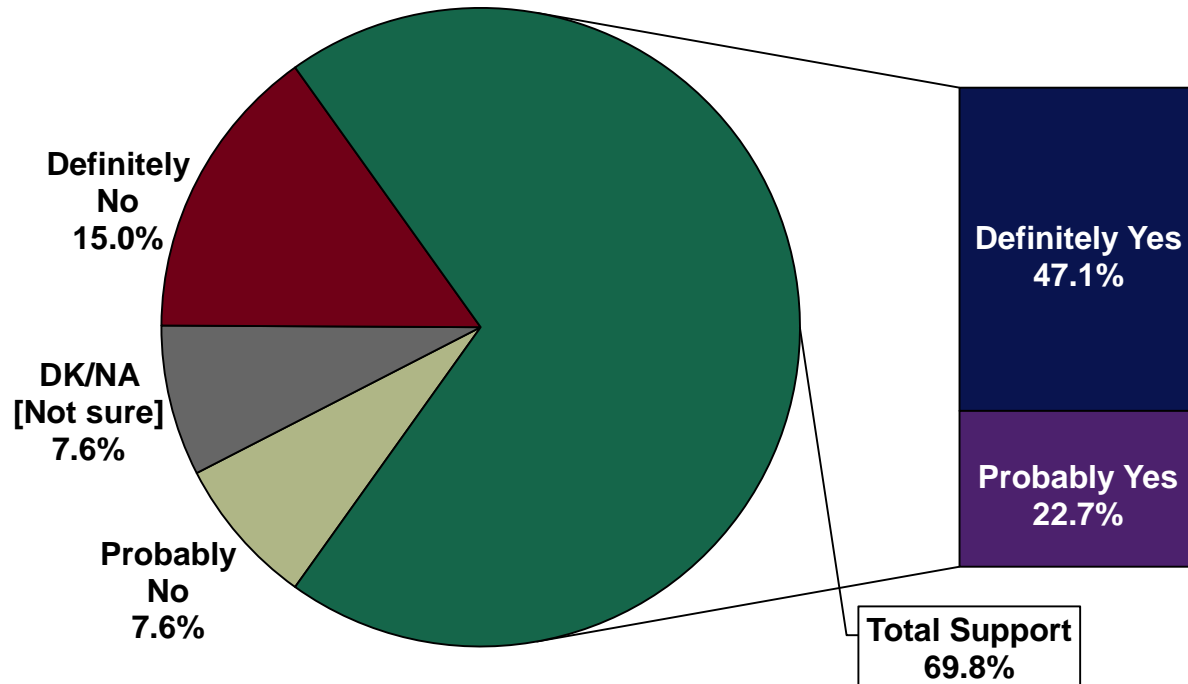
■ Definitely Yes ■ Probably Yes ■ Probably No ■ Definitely No ■ DK/NA [Not sure]

# Q7. Increased Intensity of Support for ¼¢ Alternative Split Sample A (n=214)



**INSTEAD** of levying a ½ cent sales tax, an alternative would be to levy a ¼ cent sales tax to be used for the same purposes.

# Q8. Increased Intensity of Support for 10 Year Duration Split Sample B (n=213)



**INSTEAD** of levying a sales tax for 20 years, an alternative would be to end the measure after 10 years.

# Summary & Recommendations

- Residents are very satisfied with the City services provided in Pleasant Hill.
- The services and facilities that residents are most concerned about are:
  - Fixing potholes and repairing neighborhood and city streets and roads
  - Maintaining neighborhood police patrols
  - Repairing and maintaining sidewalks throughout the city
  - Maintaining storm drains and sewer services
  - Providing a library that meets current health, safety, fire and seismic standards
  - Enhancing neighborhood services, including graffiti removal, vandalism prevention, and code enforcement
  - Providing improved library access for seniors and disabled residents
  - Supporting flood control programs
  - Creating additional walking and biking paths
  - Providing library space for summer reading programs for school age children
- There is solid support for a general purpose funding measure at the half cent level.



**GODBE RESEARCH**  
Gain Insight



**[www.godberesearch.com](http://www.godberesearch.com)**

**California and Corporate Offices**  
1575 Old Bayshore Highway, Suite 102  
Burlingame, CA 94010

**Nevada Office**

59 Damonte Ranch Parkway, Suite B309  
Reno, NV 89521

**Pacific Northwest Office**

601 108th Avenue NE, Suite 1900  
Bellevue, WA 98004