

2008 Voter Survey

Survey Dates: April 21-27, 2008

220-2491

Fairbank, Maslin, Maullin & Associates
Opinion Research & Public Policy Analysis

Santa Monica, CA – Oakland, CA – Madison, WI – Mexico City

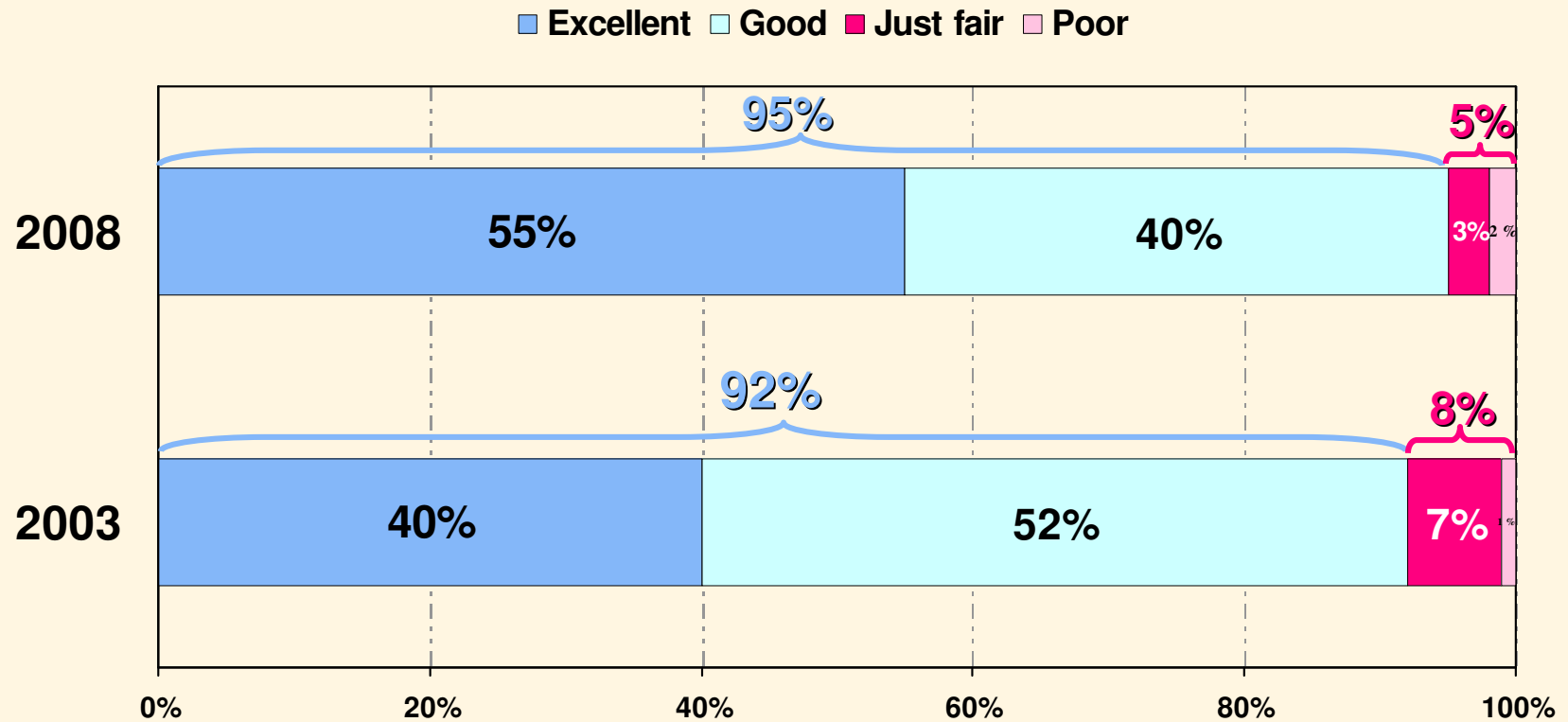
Methodology

- ◆ **Telephone interviews with 350 registered voters in the City of Capitola**
- ◆ **Interviews conducted April 21 – 27, 2008**
- ◆ **Margin of sampling error of +/-5%**
- ◆ **Comparisons to June 2003 survey results**

Mood of the Electorate

Voters have an overwhelmingly positive view of the City's quality of life.

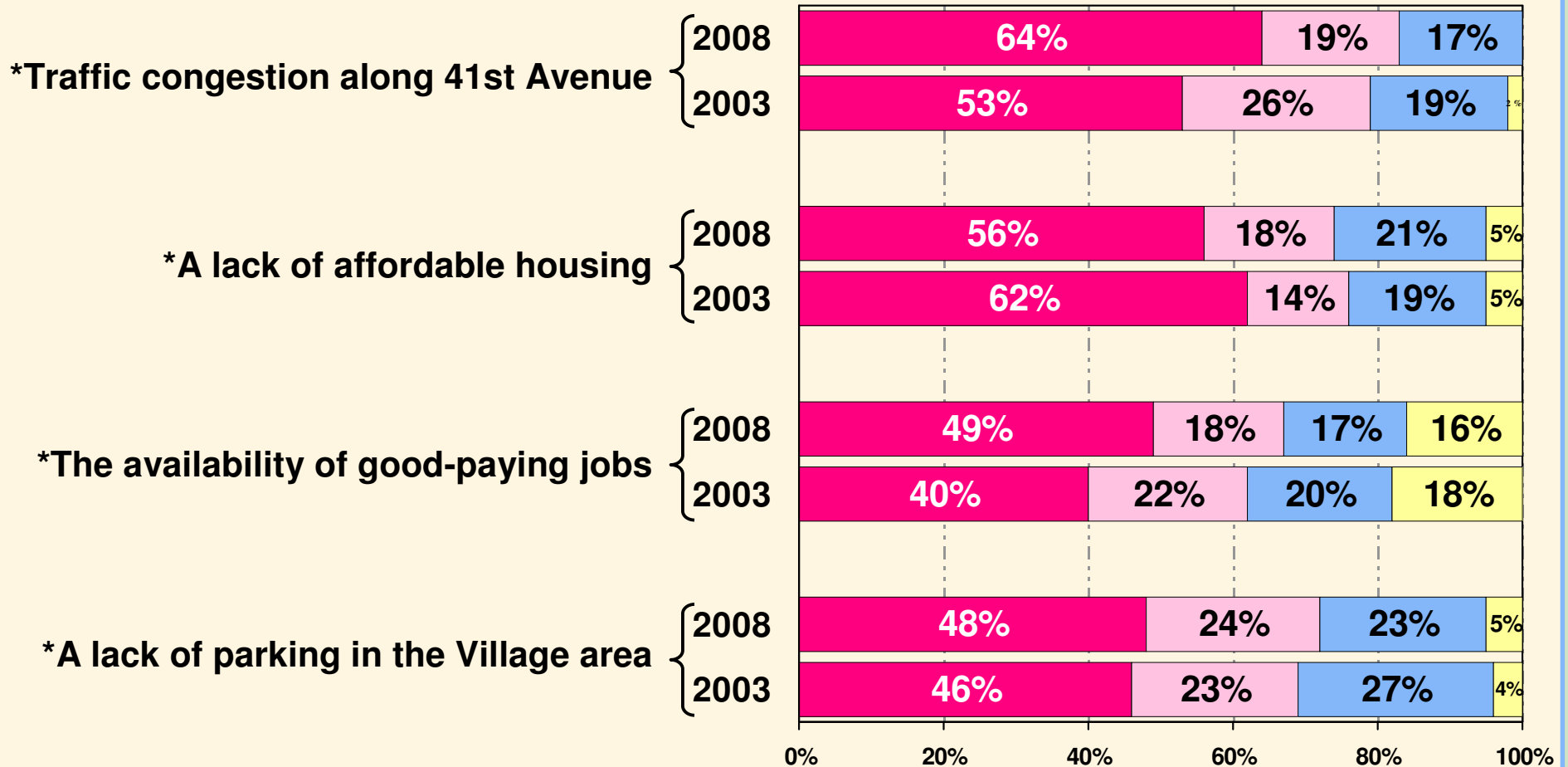
Overall, how would you rate the quality of life in Capitola today?



Few issues emerge as “extremely” or “very” serious problems.

(Ranked by 2008 Extremely/Very Serious)

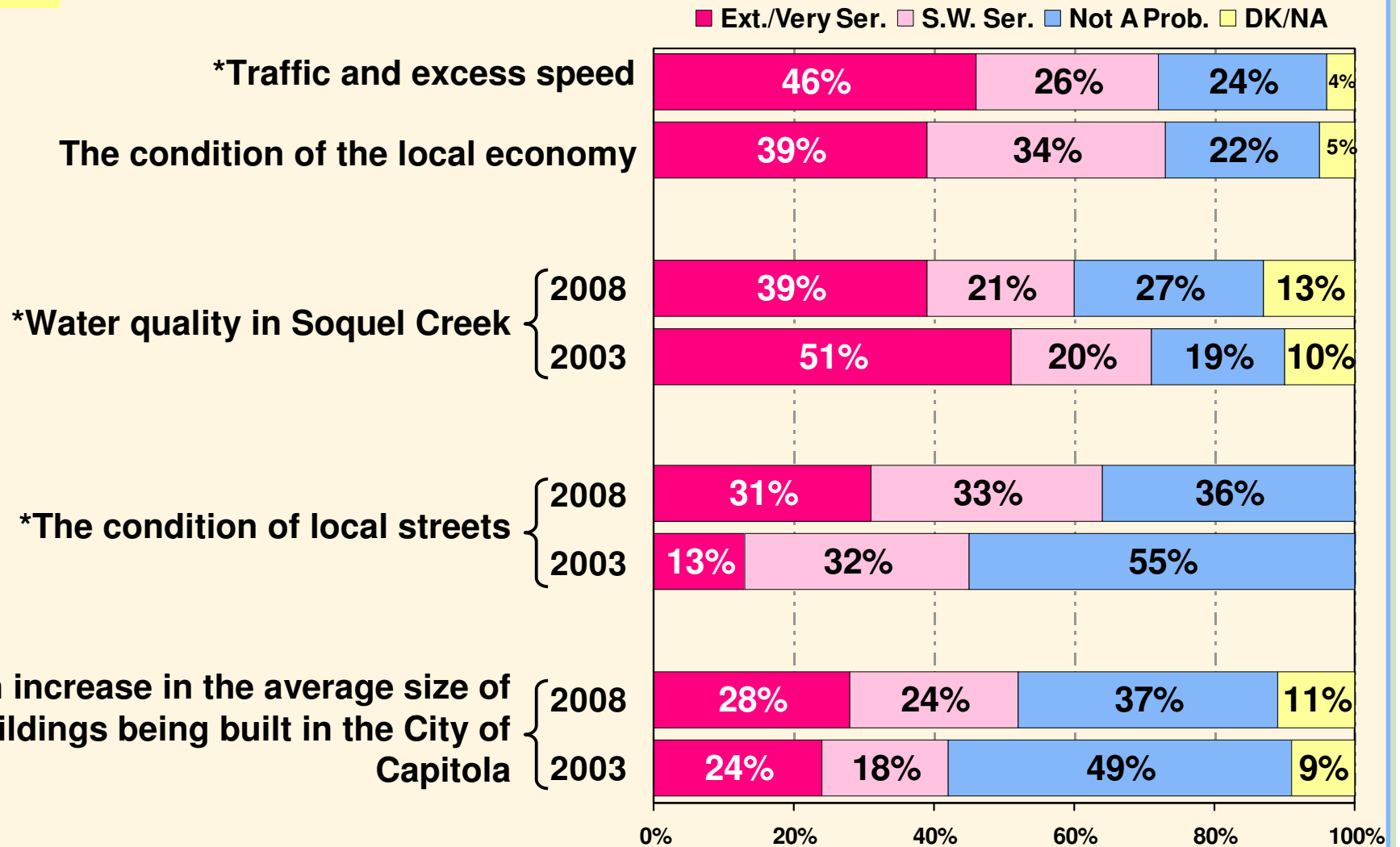
■ Ext./Very Ser. ■ S.W. Ser. ■ Not A Prob. ■ DK/NA



5. I'm going to read you a brief list of issues facing people living in Capitola. Please tell me whether you personally consider it to be a problem or not for people living in Capitola.

*Split Sample

Continued



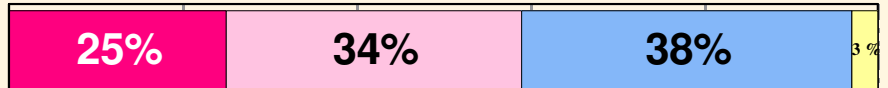
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***Too much growth and development**



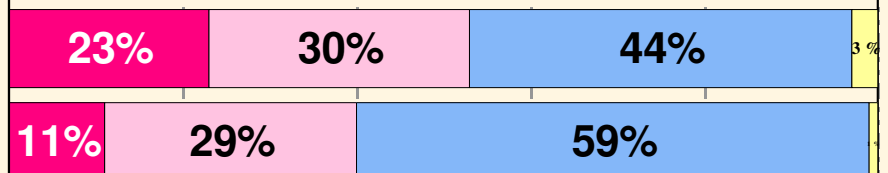
***A loss of Capitola's historical character as a city**

2008
2003



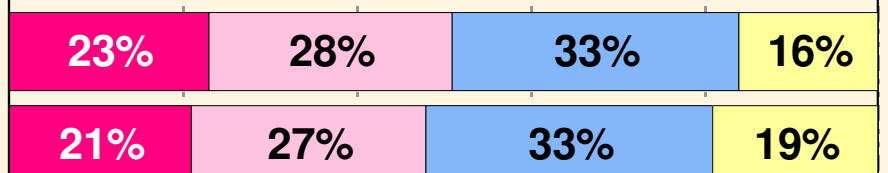
***Crime, drugs and gangs**

2008
2003



***A lack of adequate funding for city services**

2008
2003



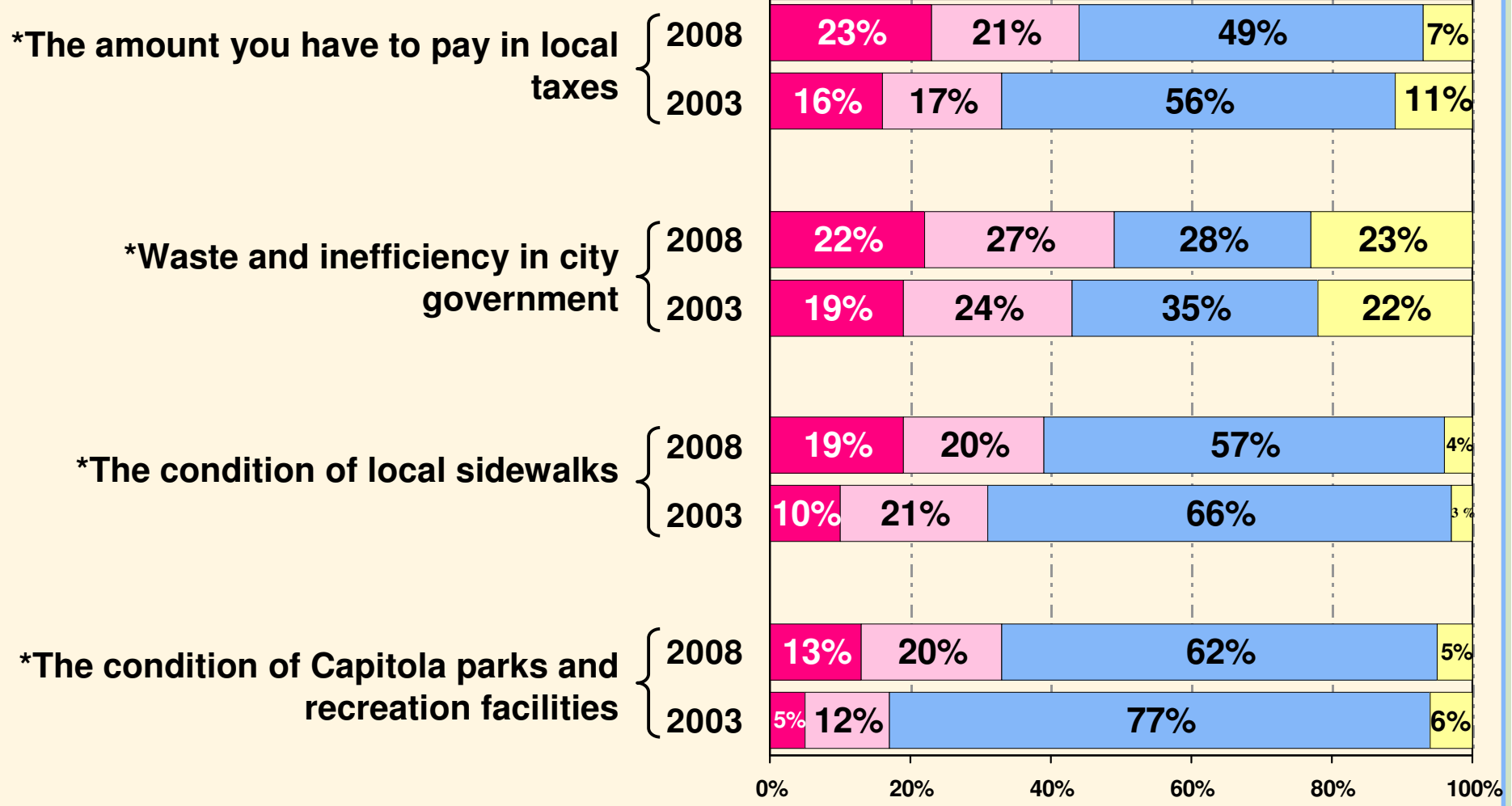
0% 20% 40% 60% 80% 100%

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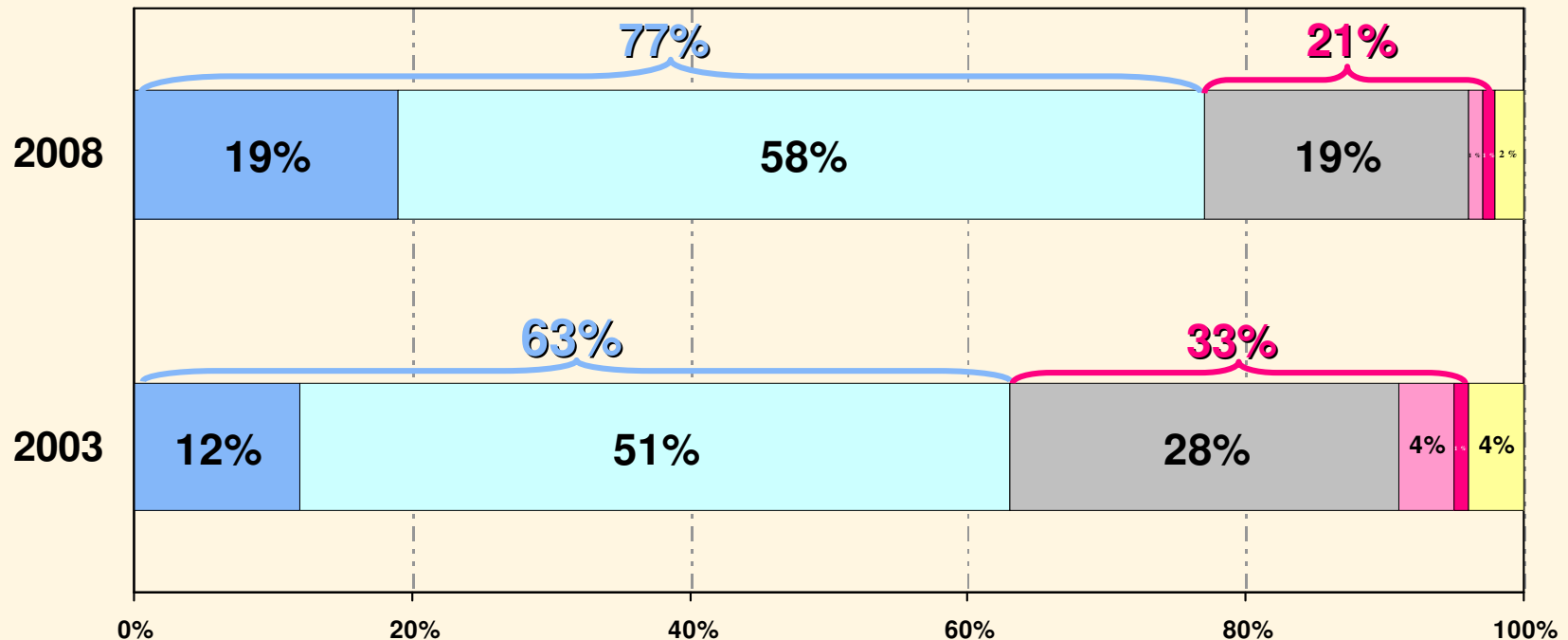
*Split Sample

Evaluations of City Government

More than three-quarters of local voters rate City government's performance as "excellent" or "good."

Overall, how would you rate the job being done by the City of Capitola in providing services and taking care of the needs of local residents?

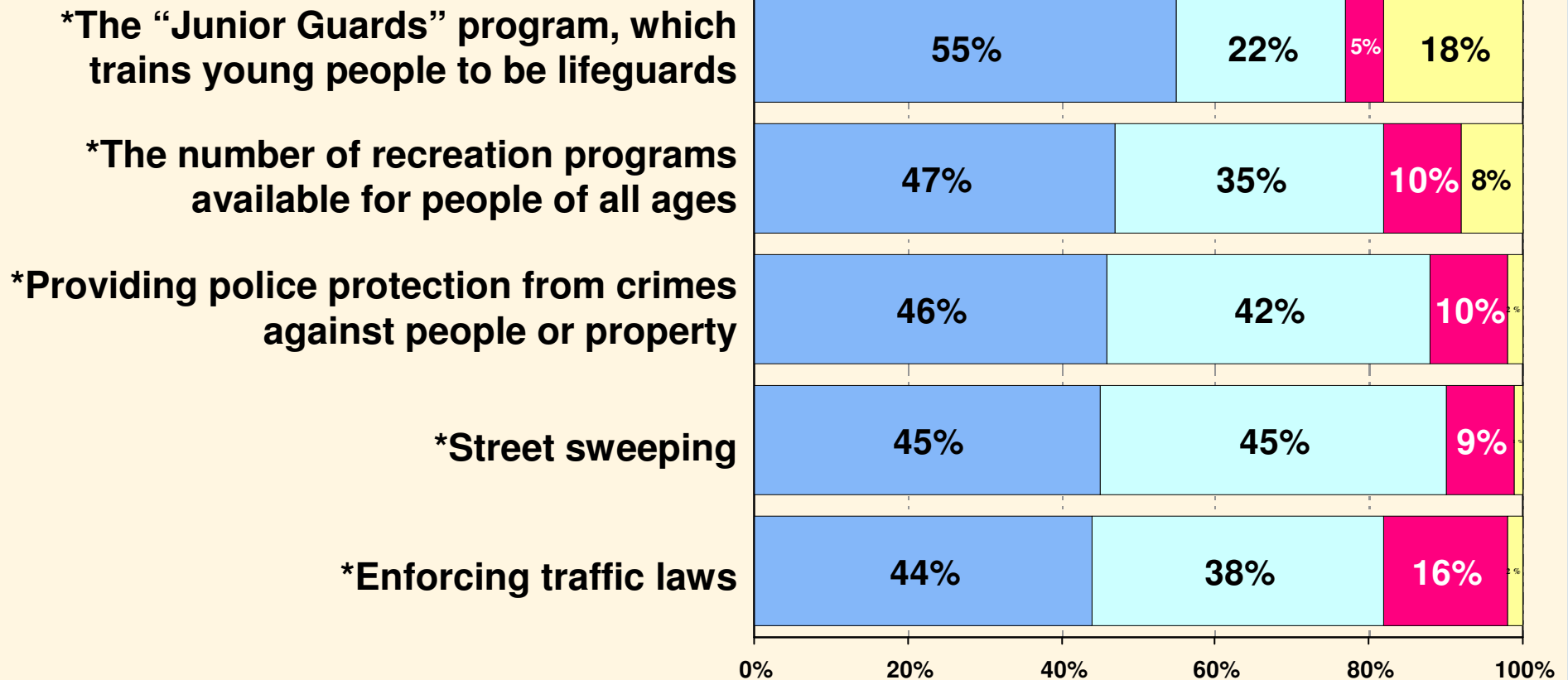
■ Excellent ■ Good ■ Just fair ■ Poor ■ Very poor job ■ DK/NA



Voters continue to be highly satisfied with most specific City services.

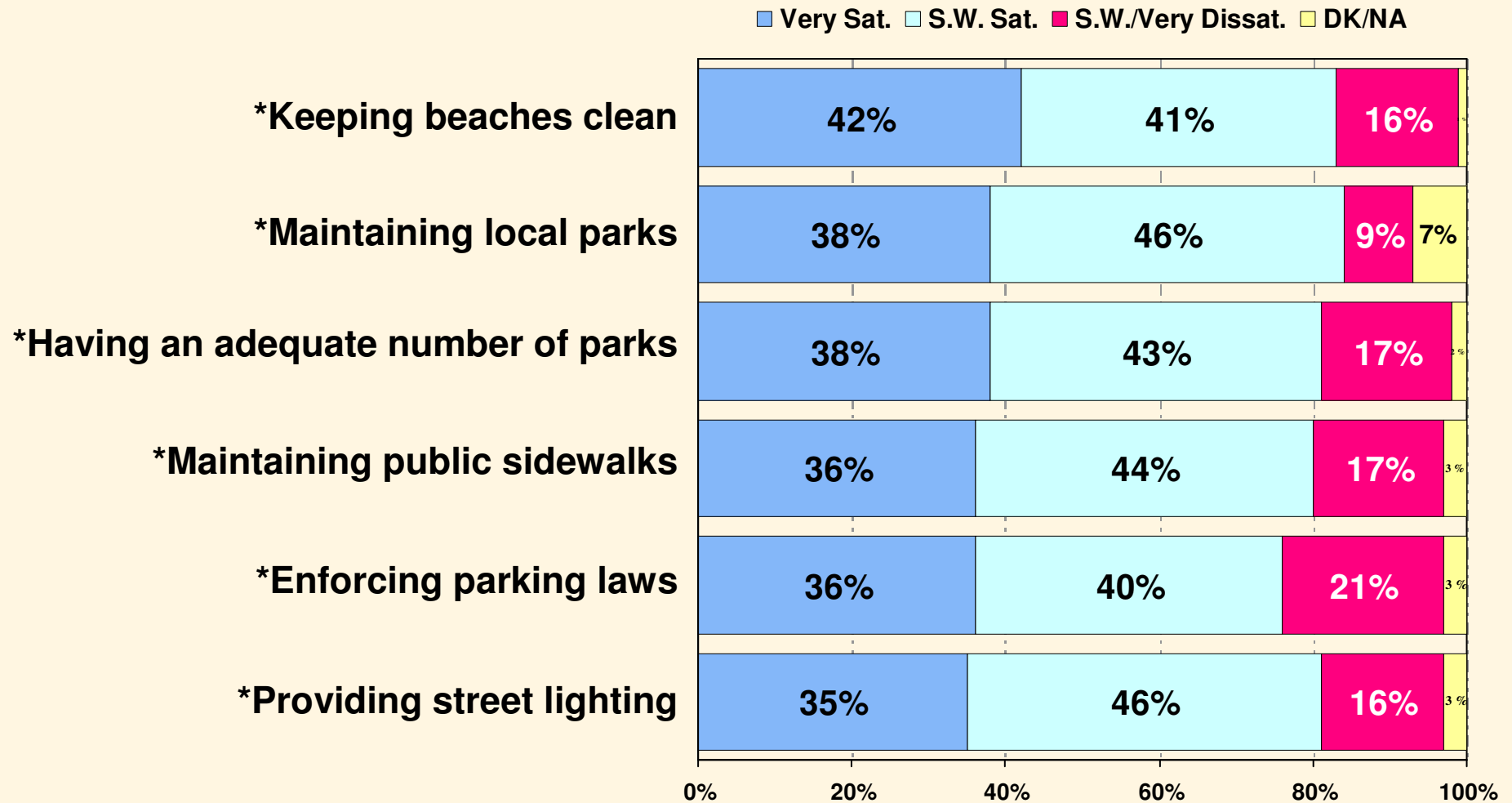
(Ranked by Very Satisfied)

■ Very Sat. ■ S.W. Sat. ■ S.W./Very Dissat. ■ DK/NA



7. I am going to read you a list of services provided by the City of Capitola. Please tell me whether you are generally satisfied or dissatisfied with the quality of that service in the City of Capitola. *Split Sample

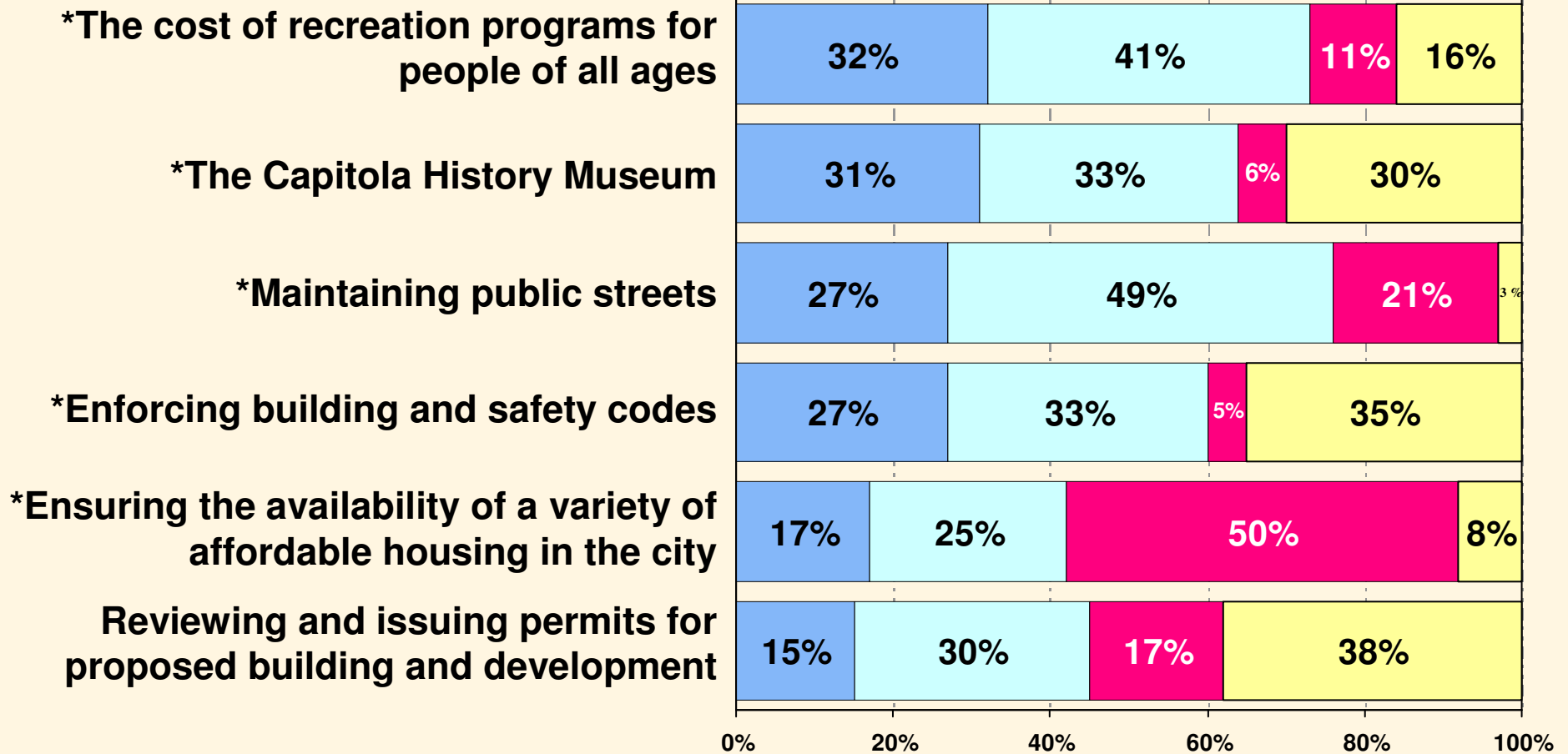
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Voters call for traffic control and enforcement to improve City services.

(Open-ended; Top responses only)

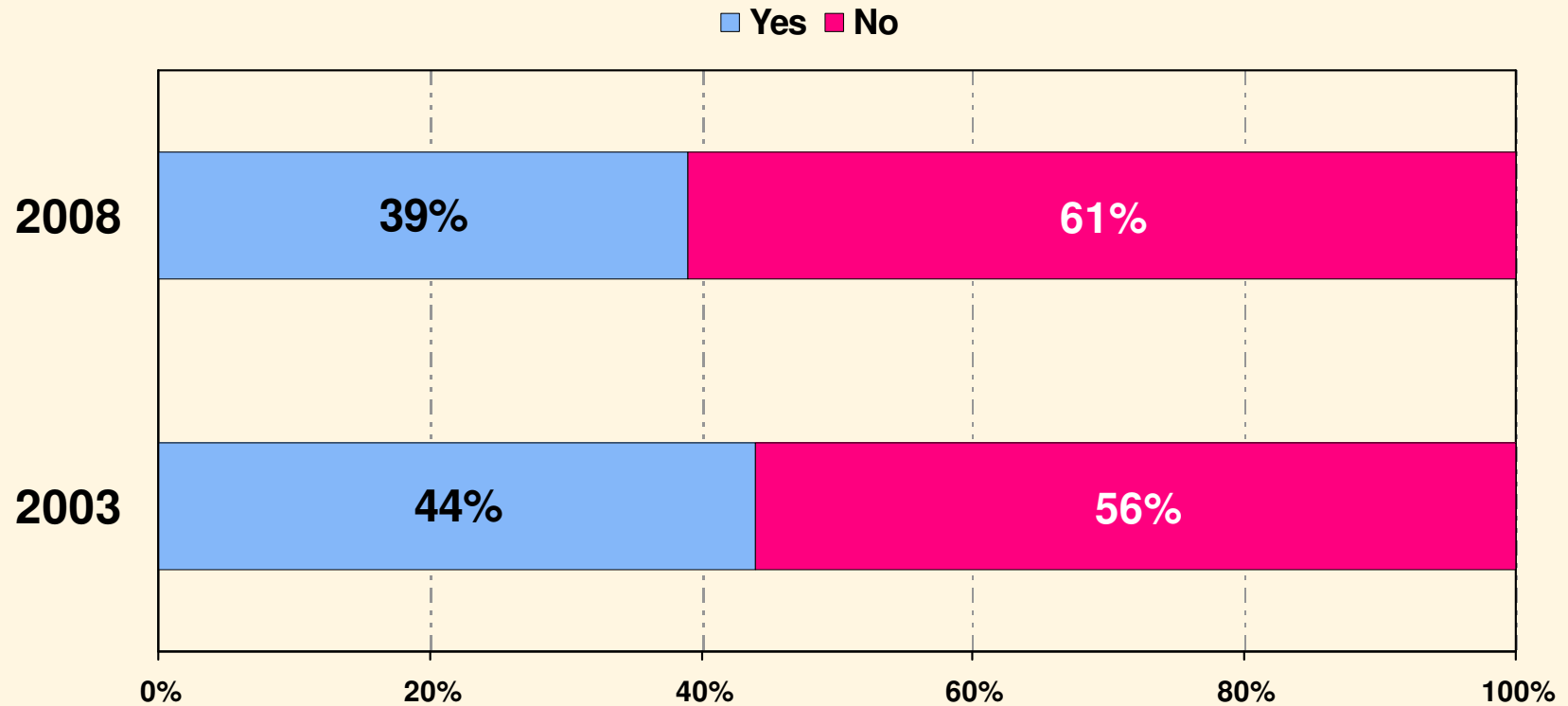
In your opinion, what is the most important thing the City of Capitola can do to improve City services for the people who live there?

Suggestion	%
Traffic control/enforcement improvements	16%
Nothing/all is well/doing good job	13%
Street repair/maintenance improvements	9%
Housing affordability improvements/rent control	6%
Police presence increased/more police patrols/improve response times	6%
Parking control/enforcement improved	4%
Communicate with the people/have town hall meetings/public forums	3%
Crime control/ensure public safety	3%
Environmental issues addressed	3%

Contact With City Government

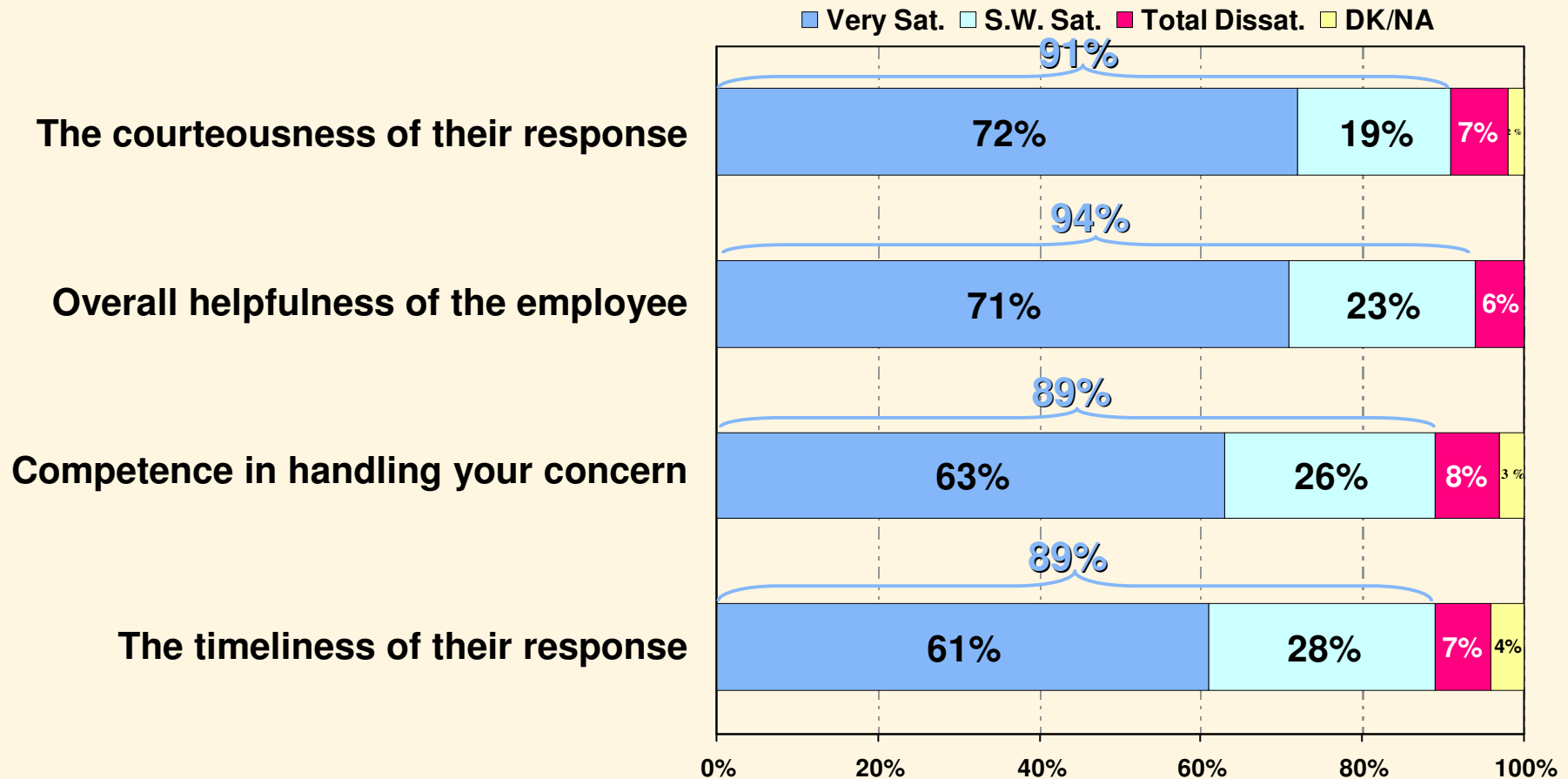
Just over a third of Capitola voters have had contact with the City in the past year.

*Have you had any direct contact, either in person or by telephone,
with Capitola City government in the past year?*



Those who had contact with the City were overwhelmingly satisfied.

(Ranked by Very Satisfied)



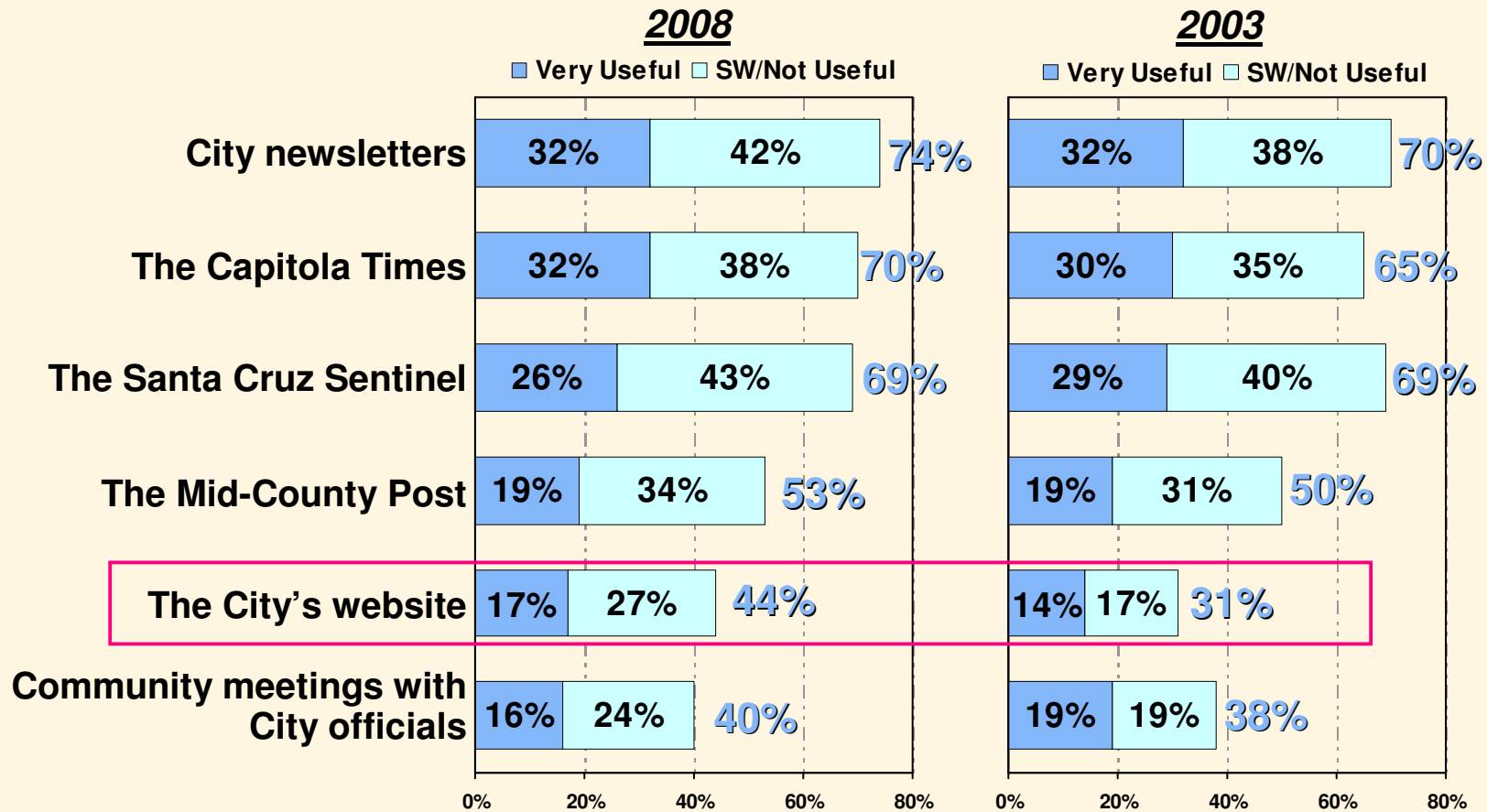
17. I'm going to read you a list of different aspects of the service you received from the Capitola employee or employees with whom you had contact. Please tell me whether you were generally satisfied or dissatisfied with that aspect of the service you received from the Capitola City employee.

CITY OF Capitola

Voters turn most often to newsletters and the Capitola Times as source of information about the City.

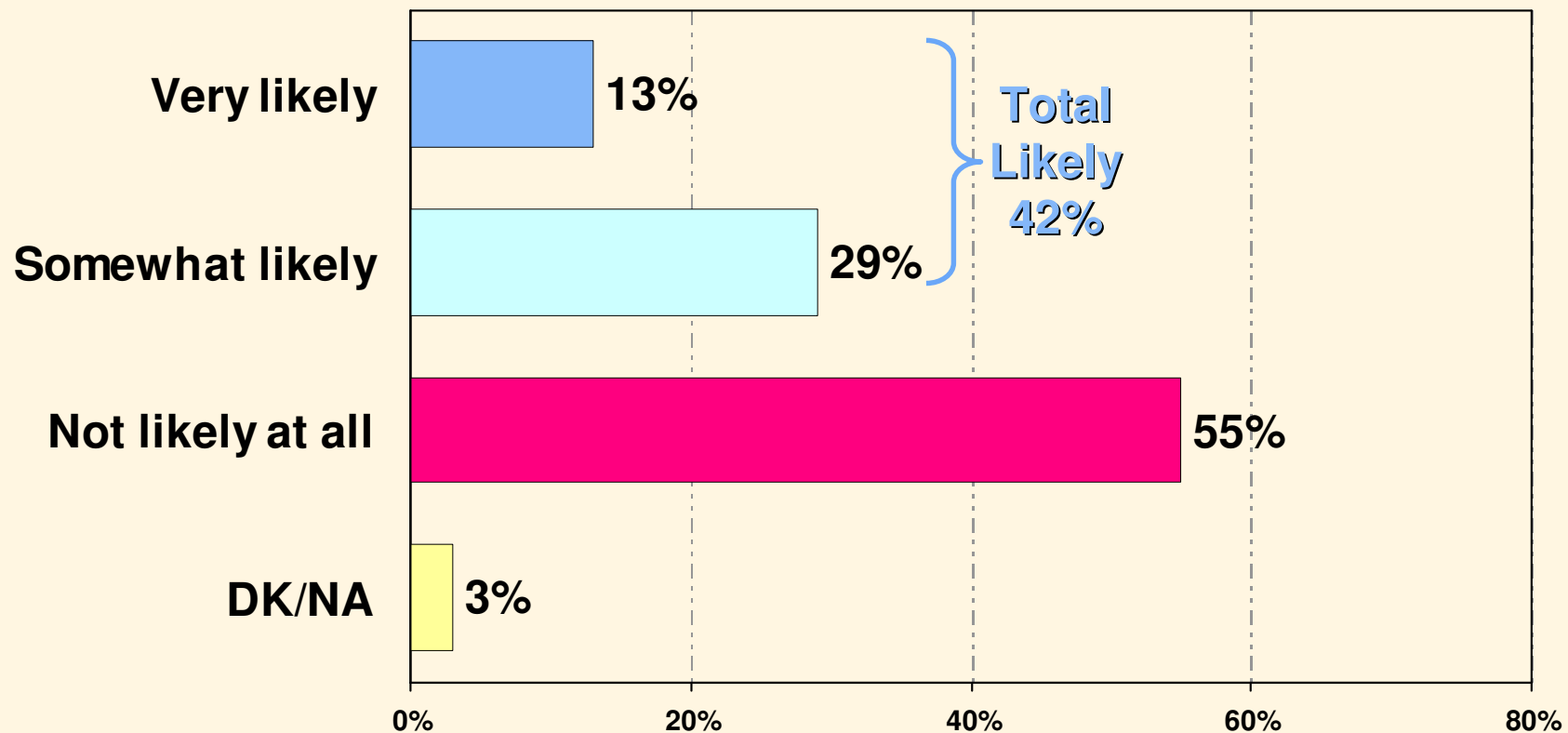
(Ranked by 2008 Very Useful)

I'm going to read you a list of places that people might get information about the activities of Capitola's City government. Please tell me whether you ever use that source to get information about Capitola City government.



Only about one in ten voters are likely to watch webcasts of Council meetings.

If live video or “webcasts” of City Council meetings were available on the City’s website, how likely would you be to watch Council meetings from a computer or download them from the internet to view later?



Support for Potential Ballot Measures

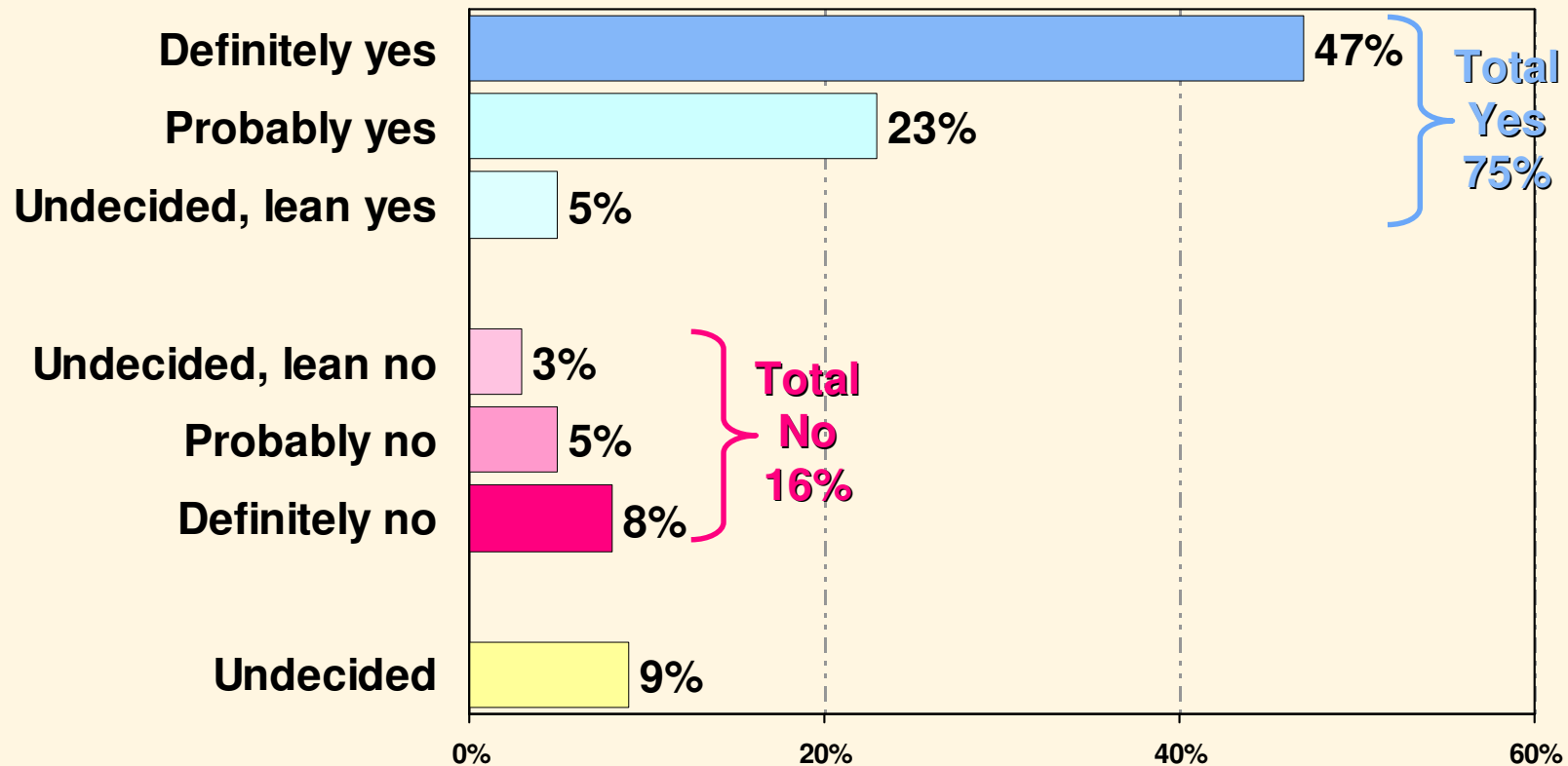
Sales Tax Renewal Ballot Question Tested

CITY OF CAPITOLA PUBLIC SAFETY, ROAD REPAIR AND VITAL CITY SERVICES MEASURE. To fund general city services, such as:

- **Police officers and other public safety services;**
- **Improving local streets and roads; and**
- **Maintaining and improving parks;**

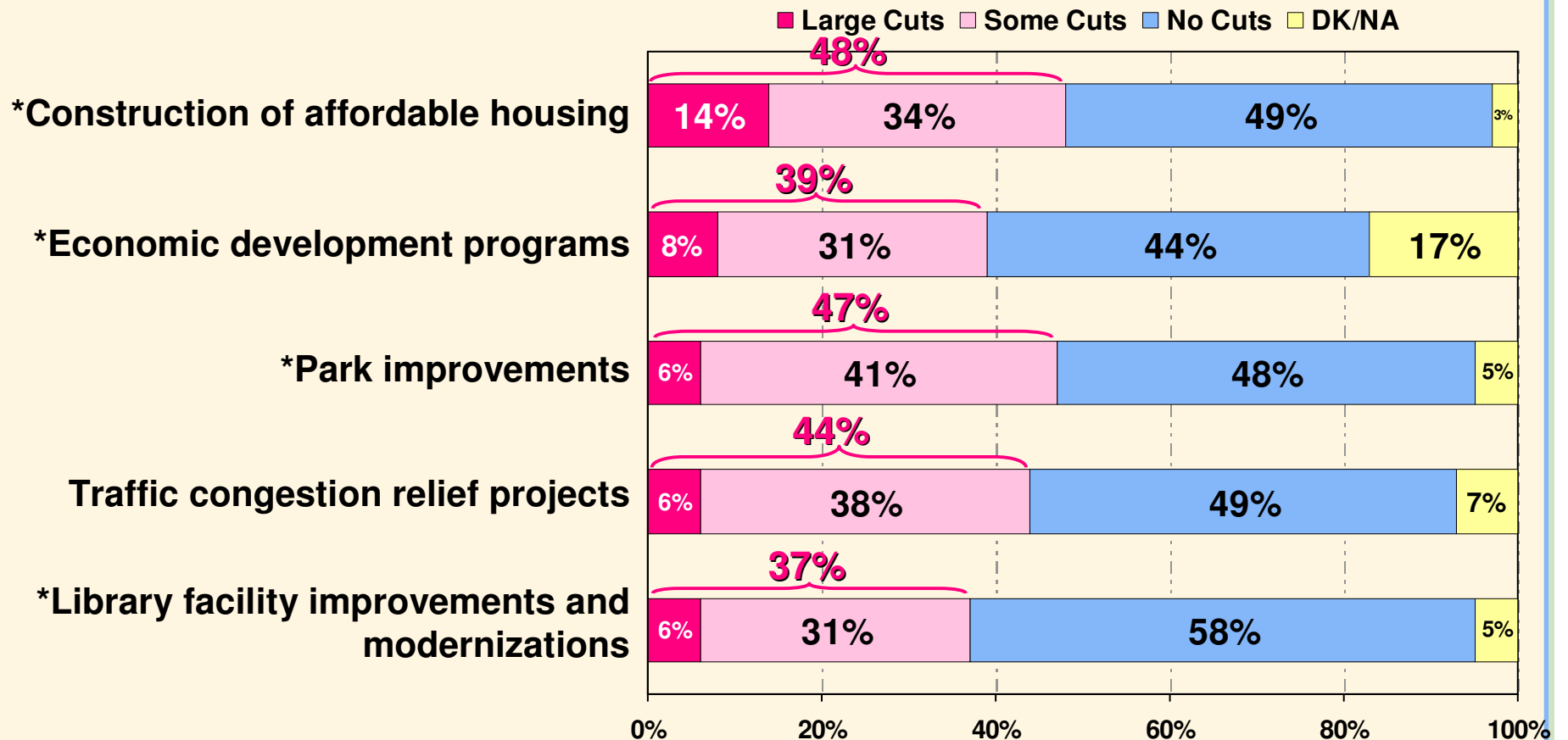
Shall the City of Capitola voters continue, but not increase, the existing quarter-cent sales tax for an additional 10 years, with local control, independent audits and public review of expenditures?

Three-quarters of voters say they are inclined to vote “yes” to renew 1/4 cent sales tax.



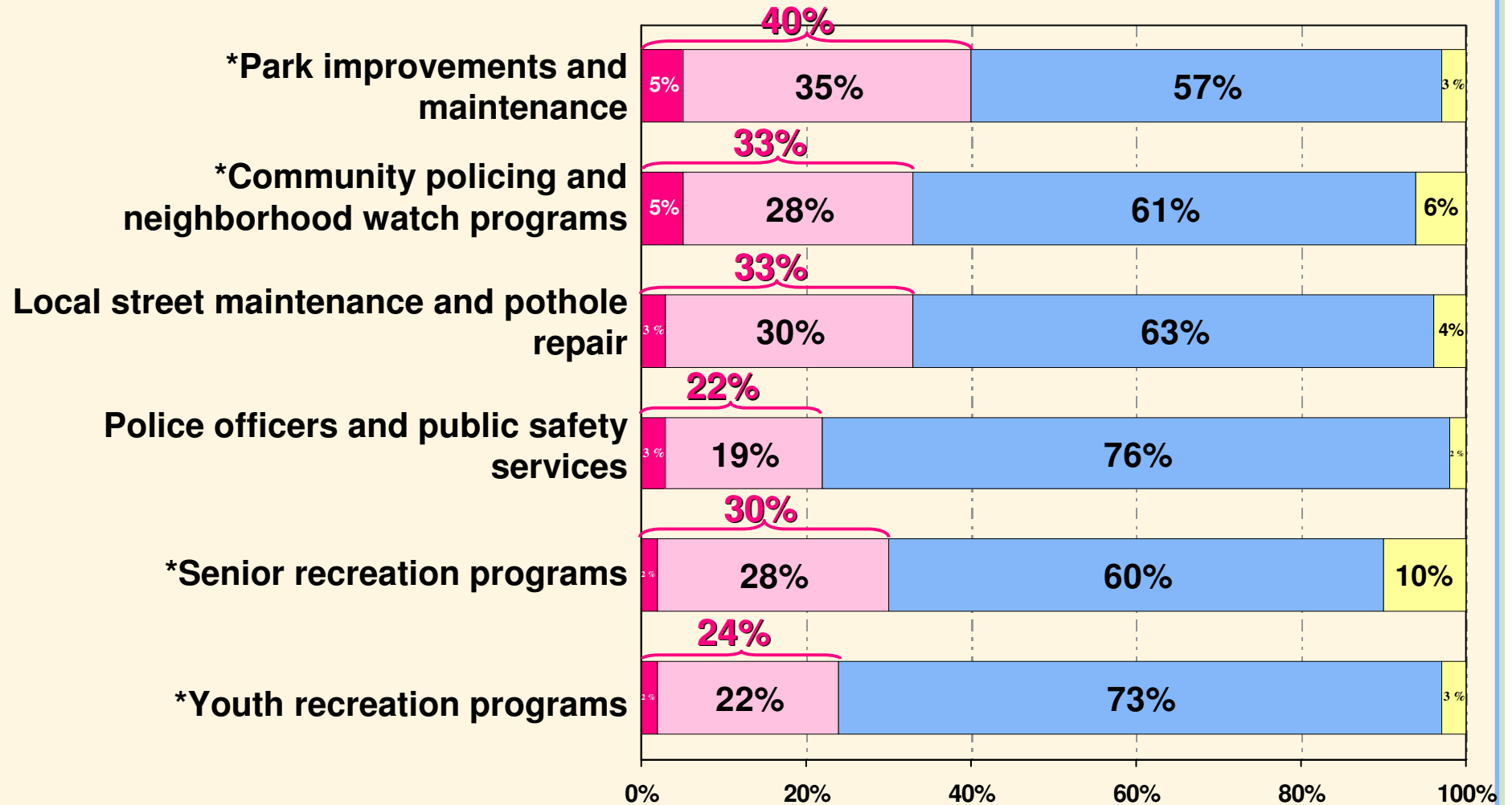
Support likely stems from voters' desire to avoid service cuts.

If budget cuts are necessary, please tell me, if you think large cuts should be made to that service, just some cuts should be made, or no cuts at all should be made to that service to make up for a potential shortfall.



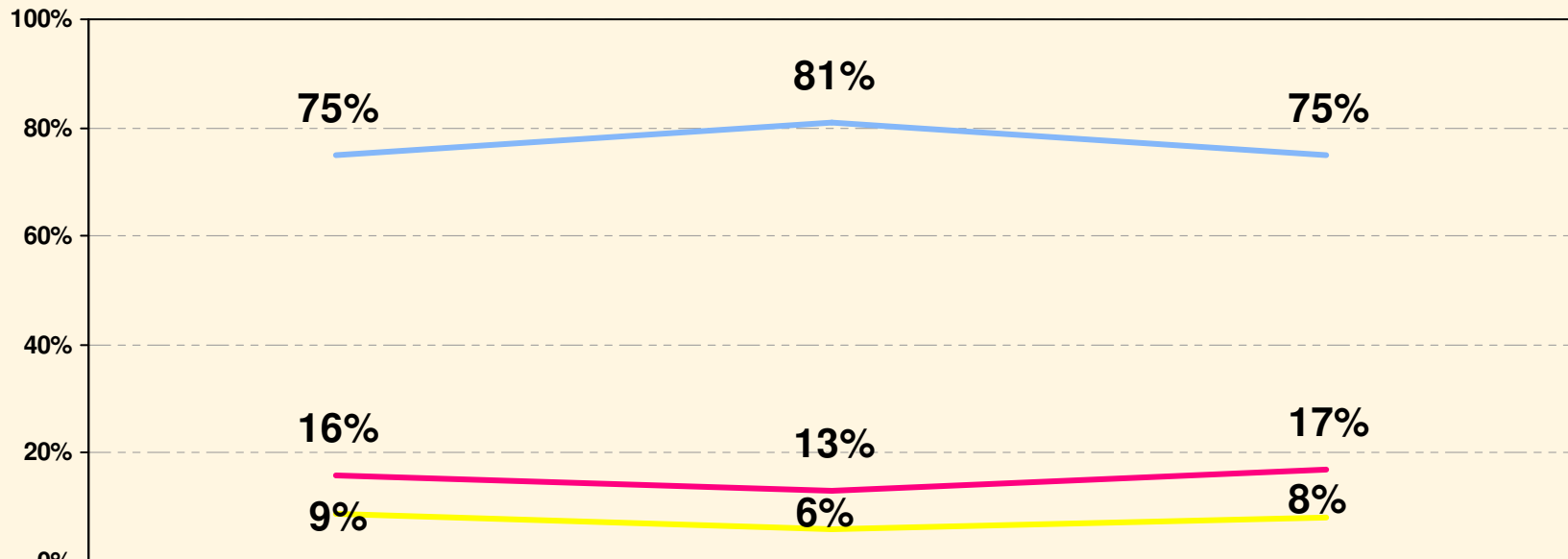
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■ Large Cuts ■ Some Cuts ■ No Cuts ■ DK/NA



Support for the sales tax remains high after pro and con arguments.

— Total Yes — Total No — Undecided



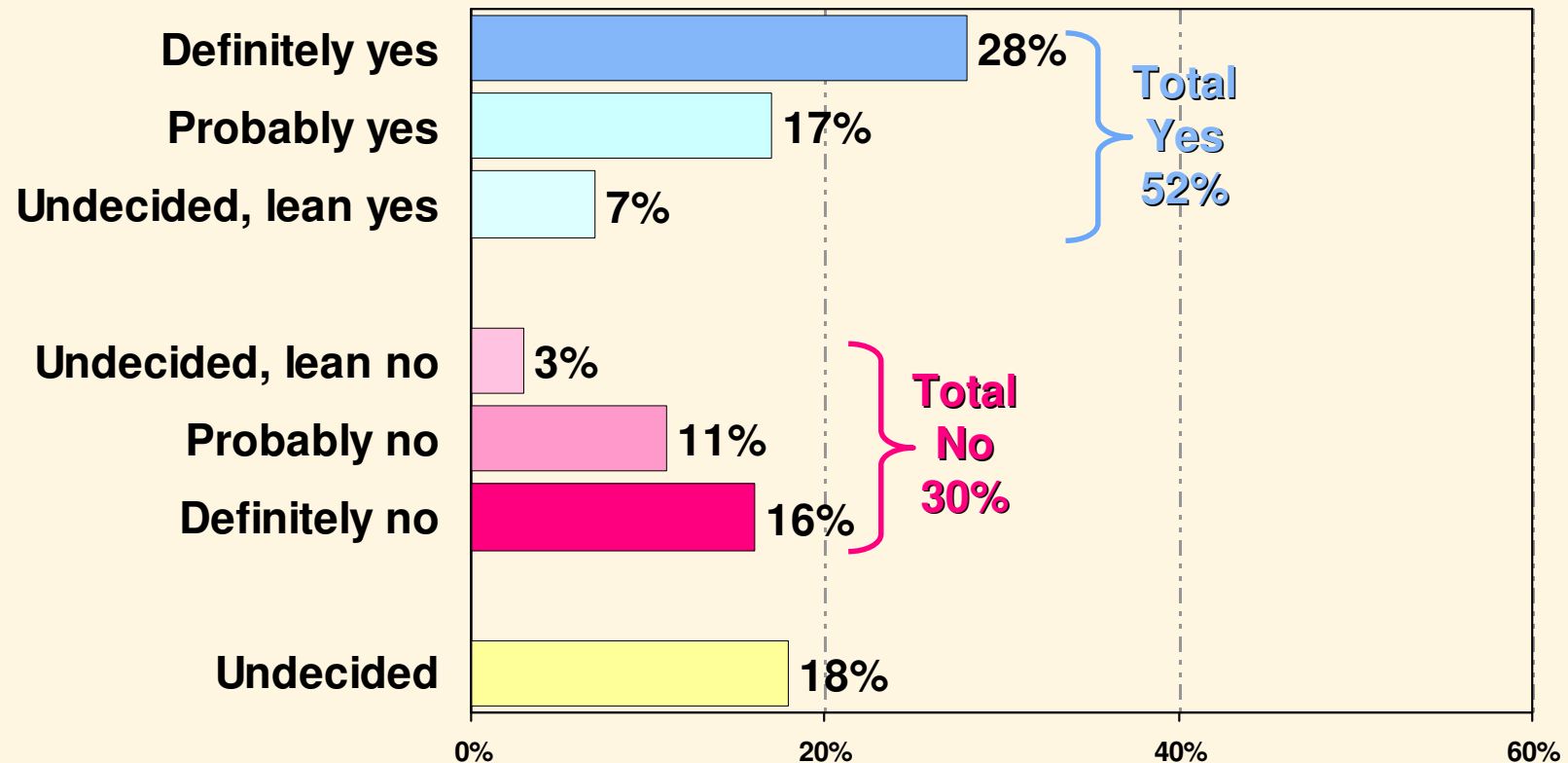
	Initial Vote	Vote After Positive Arguments	Voter After Negative Arguments
Total Yes	75%	81%	75%
Total No	16%	13%	17%
Undecided	9%	6%	8%

Park Purchase Bond Description Tested

As you may know, the school district currently owns Jade Street Park and leases it to the City for active park and recreational services for the local residents.

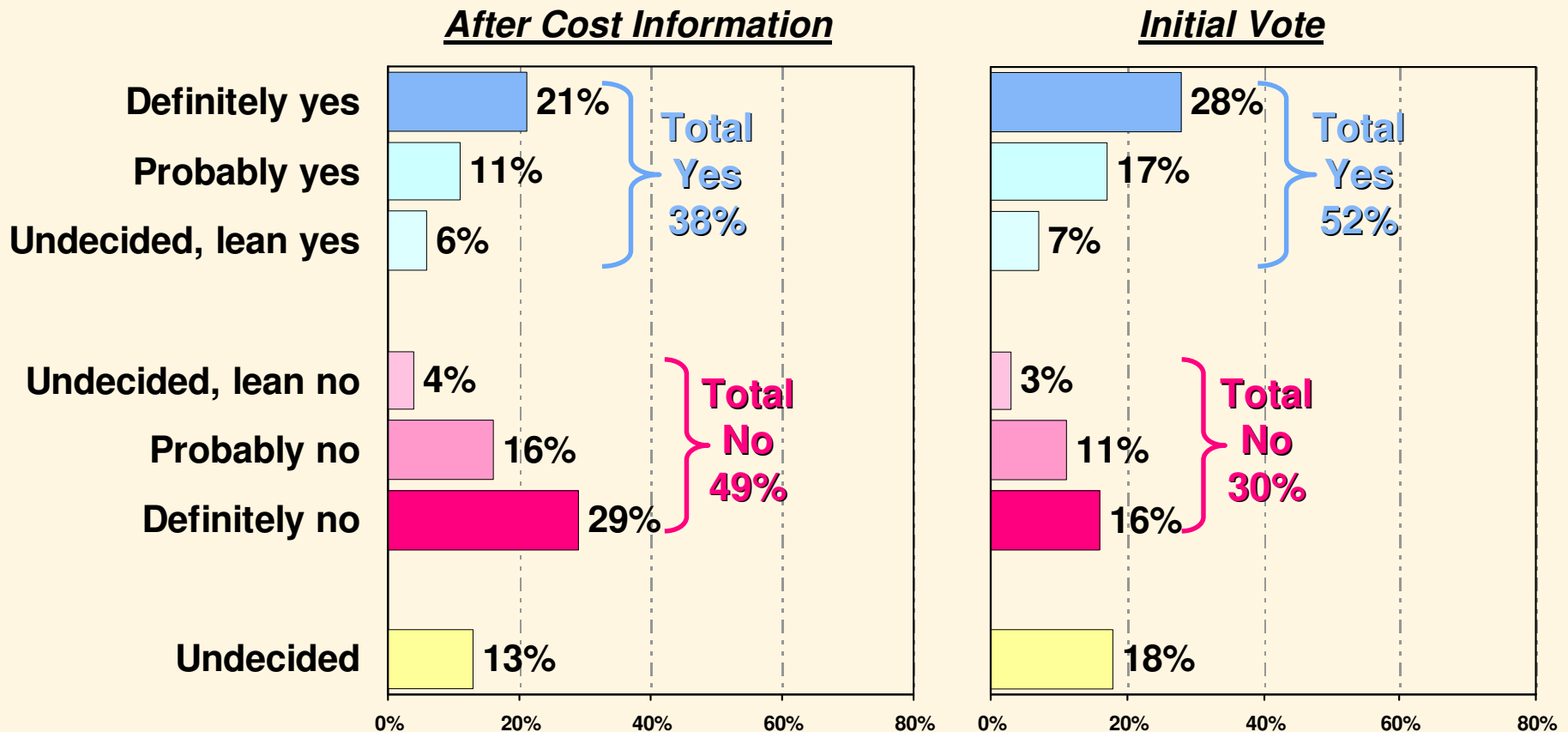
As a result, some people have said that the City of Capitola should place a \$8 million bond measure on the ballot, and use the money to purchase Jade Street Park from the school district. The City could then keep the park open to residents of the city, and make improvements to the Park that might include permanent gardens, softball and soccer fields.

A majority of voters, but less than two-thirds, support the potential park bond.



However, support declines dramatically when voters learn of potential cost impact.

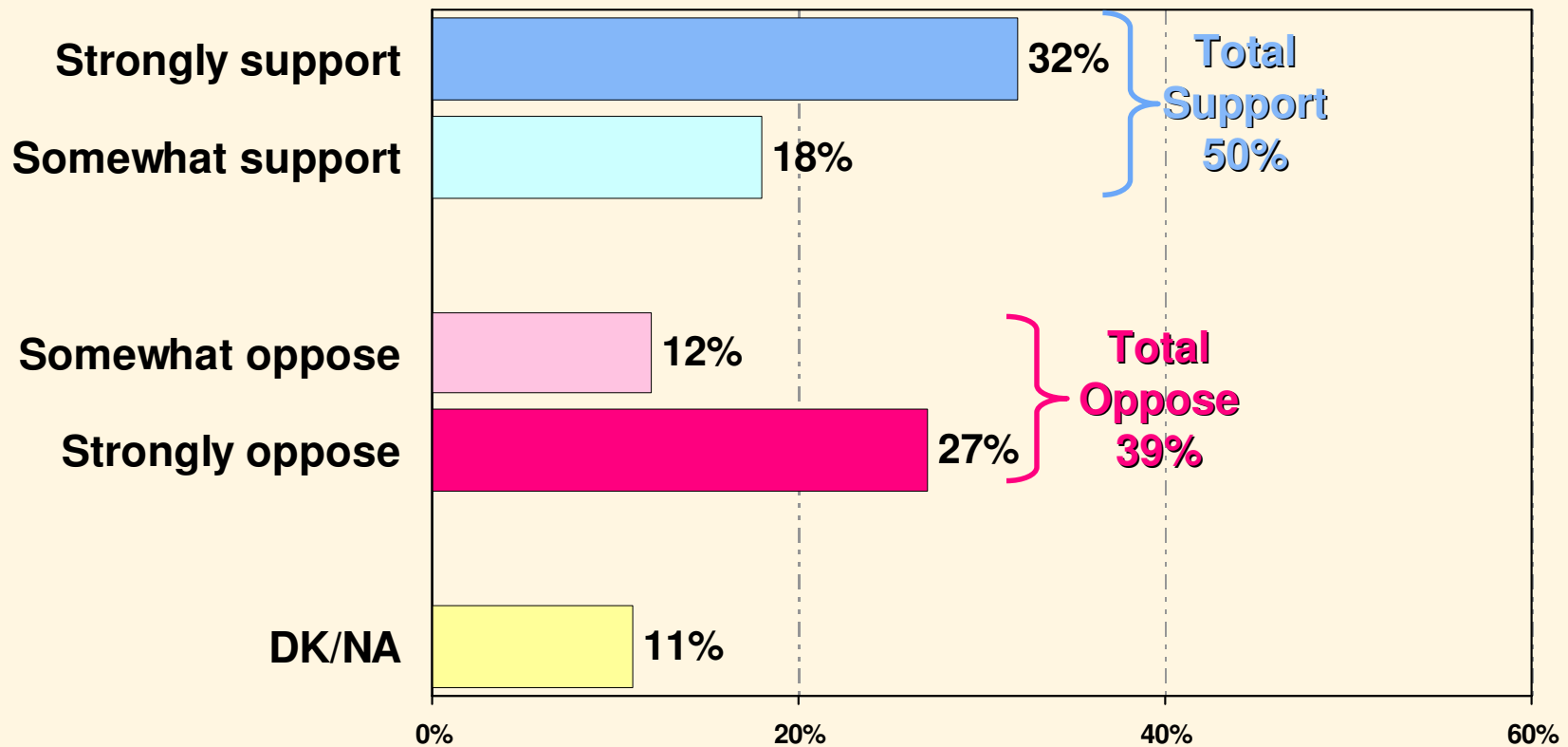
Suppose you knew that the bond measure would cost the average Capitola homeowner a maximum of 100 dollars per year for 25 years?



Rispin Mansion Redevelopment Description Tested

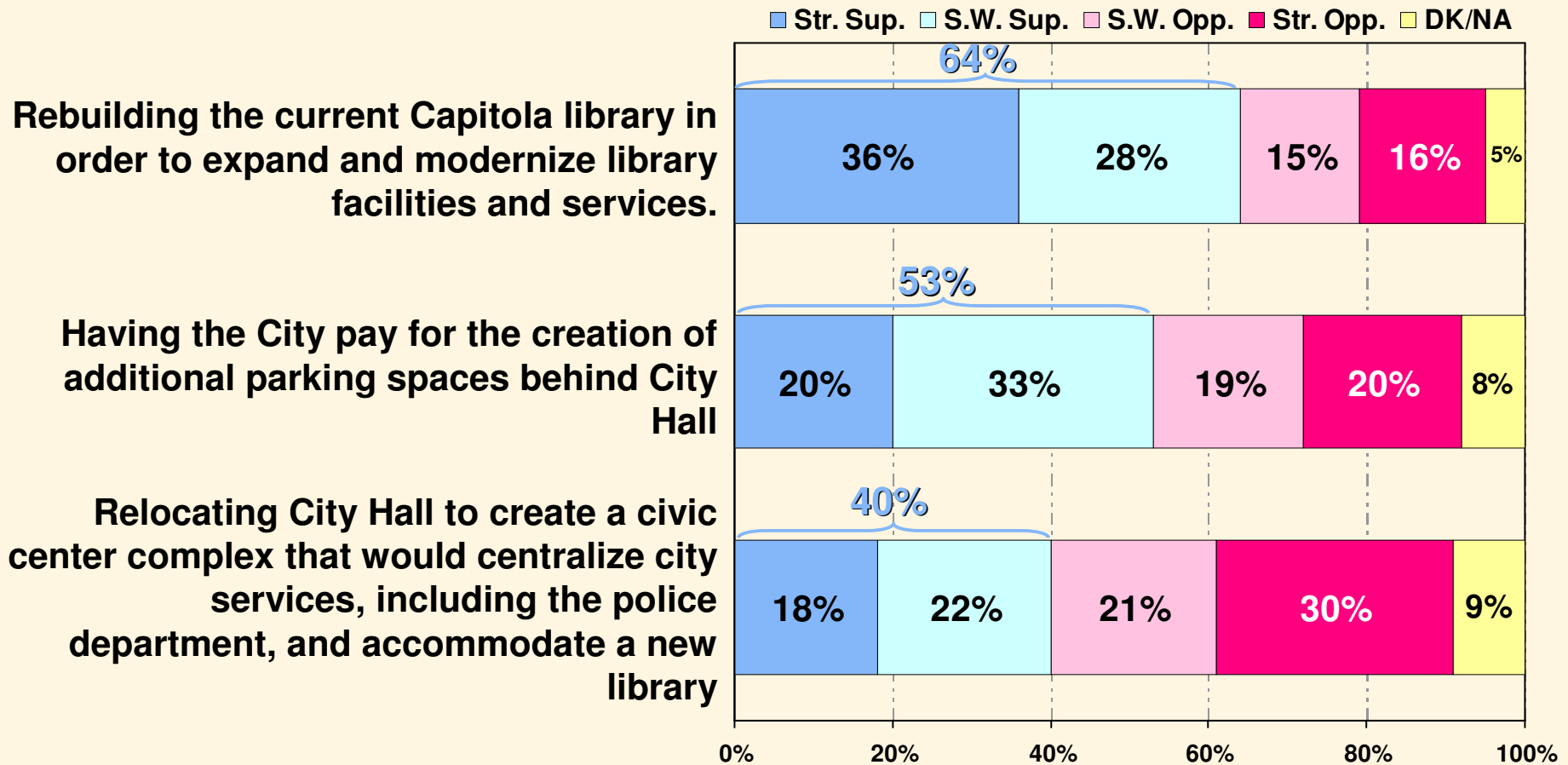
As you may know, in 1986, the City purchased the Rispin Mansion intending to make it a public facility. Three years ago the Capitola Redevelopment Agency entered into an agreement with a private developer to lease and develop the site. The development plans include renovation of the mansion to accommodate a luxury hotel and spa, recreation of a historic garden and preservation of a butterfly habitat and sensitive ecology. The City Redevelopment Agency has agreed to provide three million dollars in funding for the project and 96 percent of the property will be maintained as permanent open space.

A majority of voters support Rispin Mansion redevelopment.



A little more than two-thirds of voters indicate support for new library, less support for potential civic center.

(Ranked by Total Support)



13. I am going to read you a list of proposals some people have said that Capitola City government should consider undertaking. Please tell me whether it sounds like something you would support or oppose.

Conclusions

- ◆ **Voters are overwhelmingly pleased with current conditions in Capitola.**
- ◆ **Voters see housing costs and traffic as the City's main problems.**
- ◆ **Voters are highly satisfied with most City services and want to protect most from cuts.**
- ◆ **Support for a sales tax renewal is solid, but support for a park bond is highly sensitive to costs.**
- ◆ **When asked how to improve City government, voters call for improvements in traffic control.**

For more information, contact:

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