






City of Calabasas Budget Priority Issues Survey



OPINION
RESEARCH
& STRATEGY

Survey Methodology

Dates	January 21-28, 2024
Survey Type	Dual-mode Voter Survey
Research Population	City of Calabasas Likely November 2024 Voters
Total Interviews	374
Margin of Sampling Error	(Full Sample) $\pm 5.2\%$ at the 95% Confidence Level (Half Sample) $\pm 7.4\%$ at the 95% Confidence Level
Contact Methods	 Telephone Calls  Email Invitations  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews
Survey Tracking	September 2023

(Note: Not All Results Will Sum to 100% Due to Rounding)

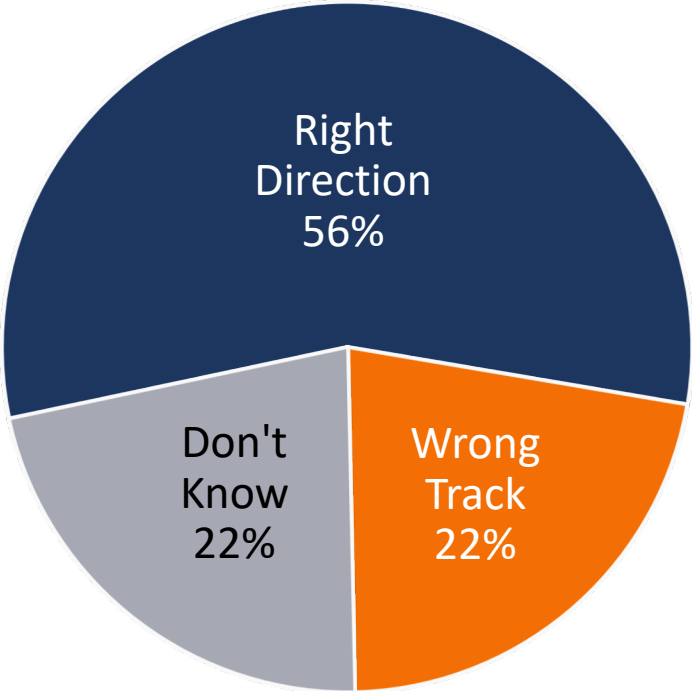


General Perceptions

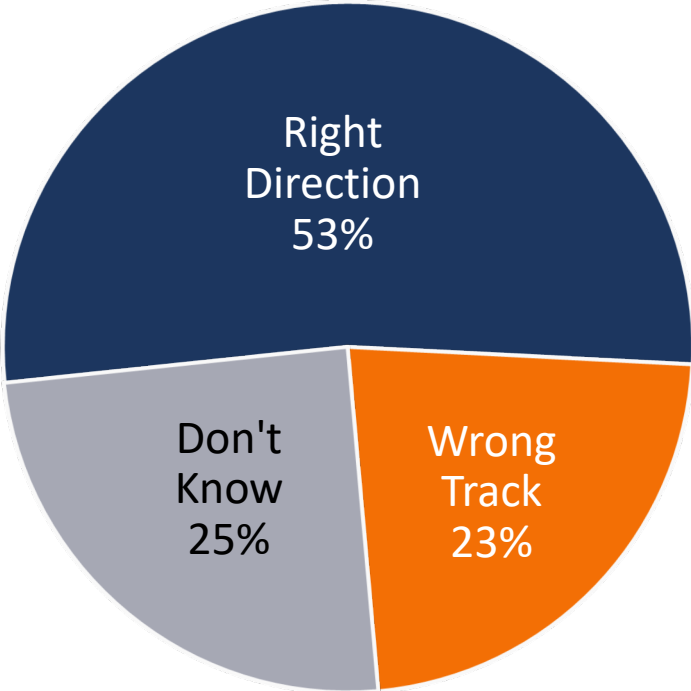
Similar to the fall of 2023, a slight majority have a favorable perception of the direction of the City of Calabasas.

Would you say that things in the City of Calabasas are generally headed in the right direction or do you feel that things are off on the wrong track?

September 2023
(All Registered Voters)



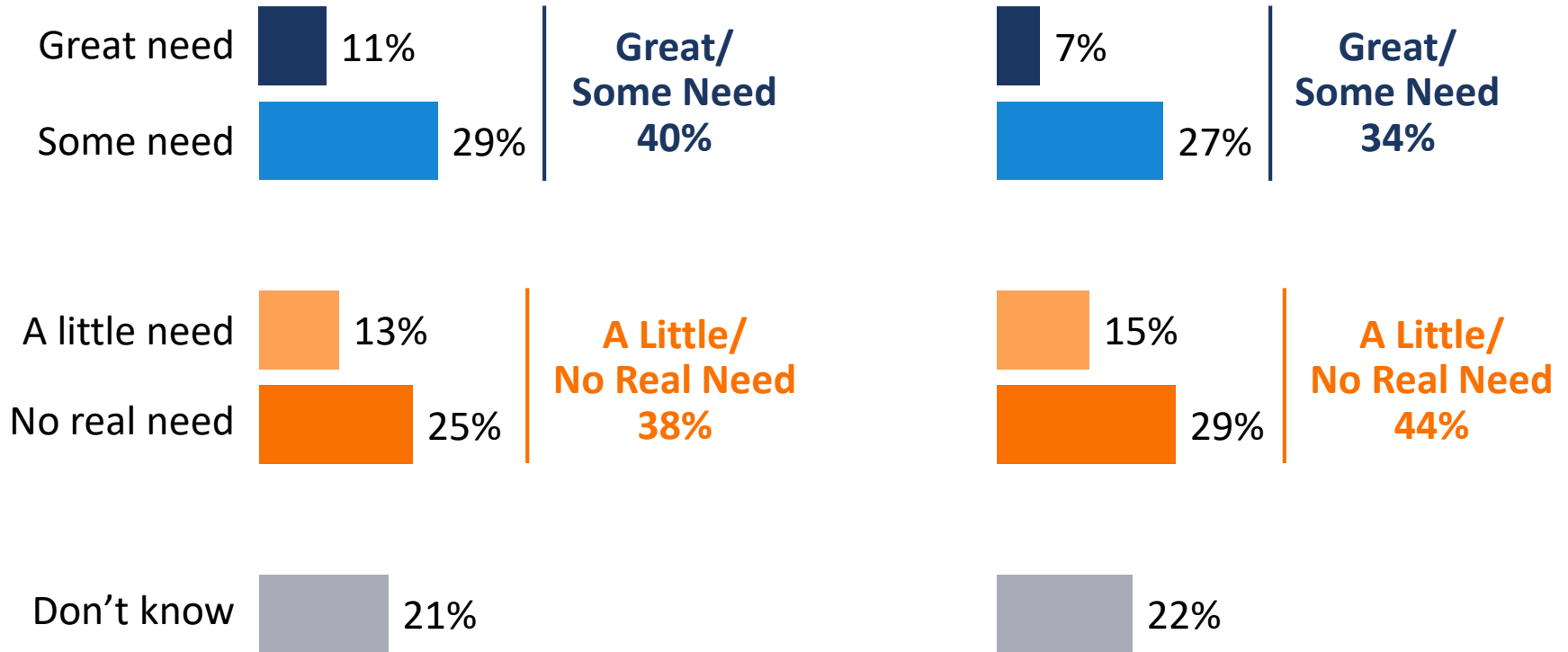
January 2024
(Likely November 2024 Voters)



Among all likely voters, only about one-third perceive the City of Calabasas has at least some need for additional funds; however, less than 10 percent said “great need.”

September 2023
(All Registered Voters)

January 2024
(Likely November 2024 Voters)





Hypothetical Sales Tax Measure Questions

Hypothetical Ballot Title and Summaries Tested in the Survey

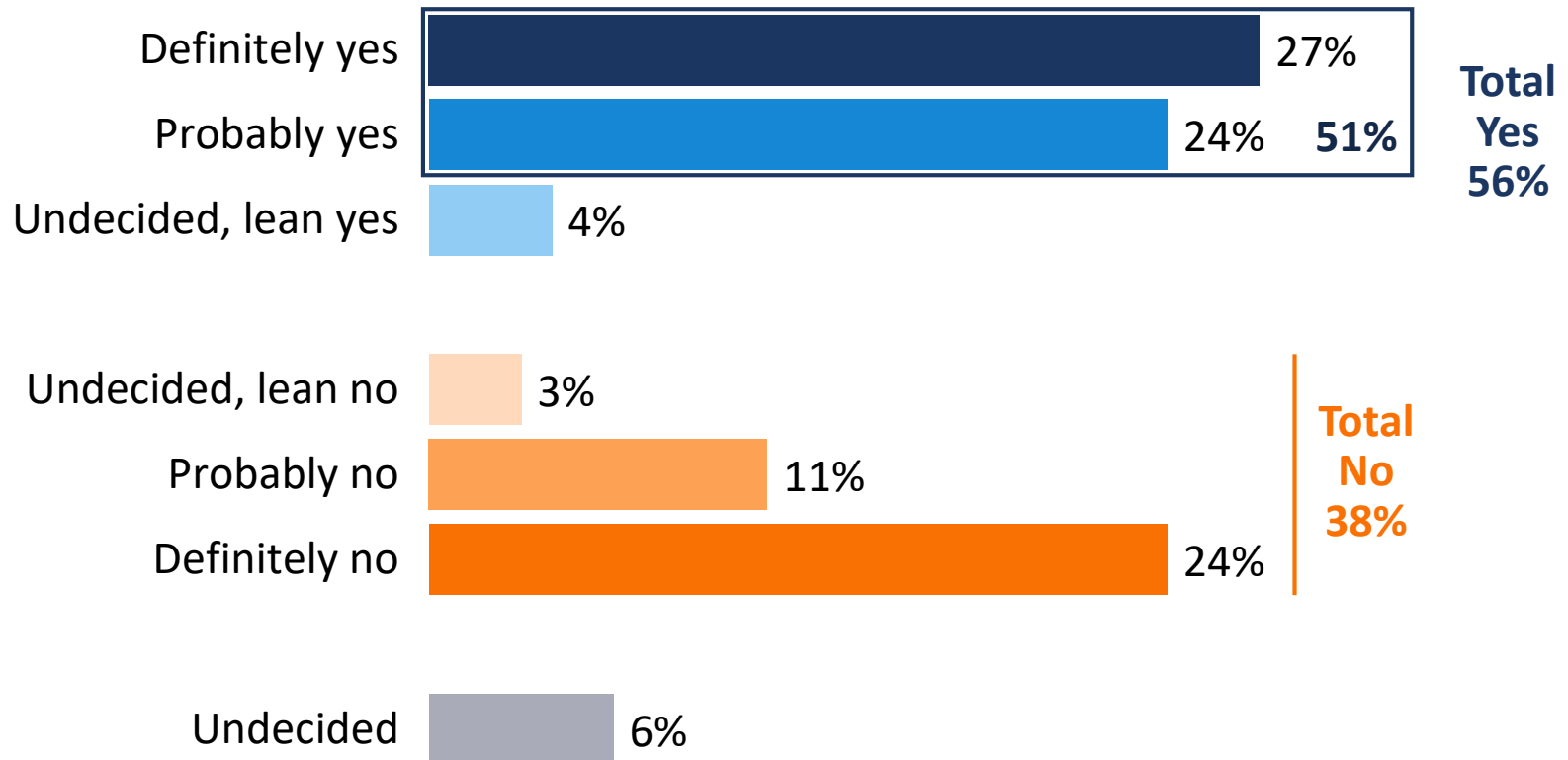
(As Approved by Legal Counsel)

City of Calabasas Public Safety/City Services Measure

Shall the measure funding City of Calabasas' services such as maintaining 911 response; increasing public safety protection, neighbor patrols; helping preventing property crimes/thefts/burglaries; protecting open space/natural areas; addressing homelessness; repairing streets/potholes; preparing for/responding to wildfires; maintaining parks; and for general government use by establishing a 3/4¢ sales tax providing approximately \$4,000,000 annually until ended by voters; requiring audits, public spending disclosure, funds locally controlled, be adopted?

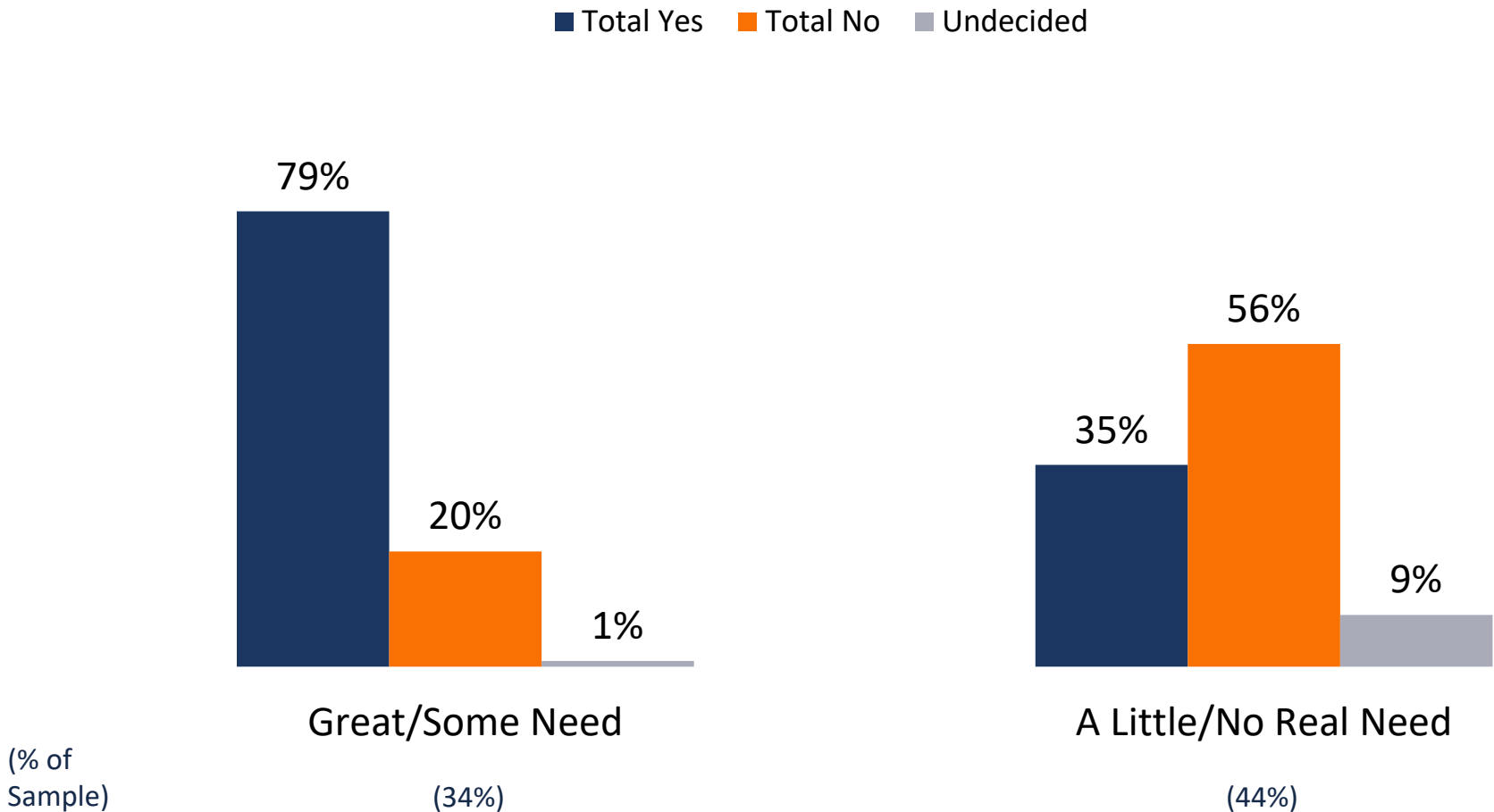
Overall, 56 percent support the simple majority sales tax measure, with roughly one-quarter saying they would definitely vote yes.

(M.O.E. = $\pm 5.2\%$)



The more one perceives the City needs additional funds to provide services, the more likely they are to vote yes.

Initial Vote on the ¾-cent Sale Tax Measure by Calabasas Funding Need



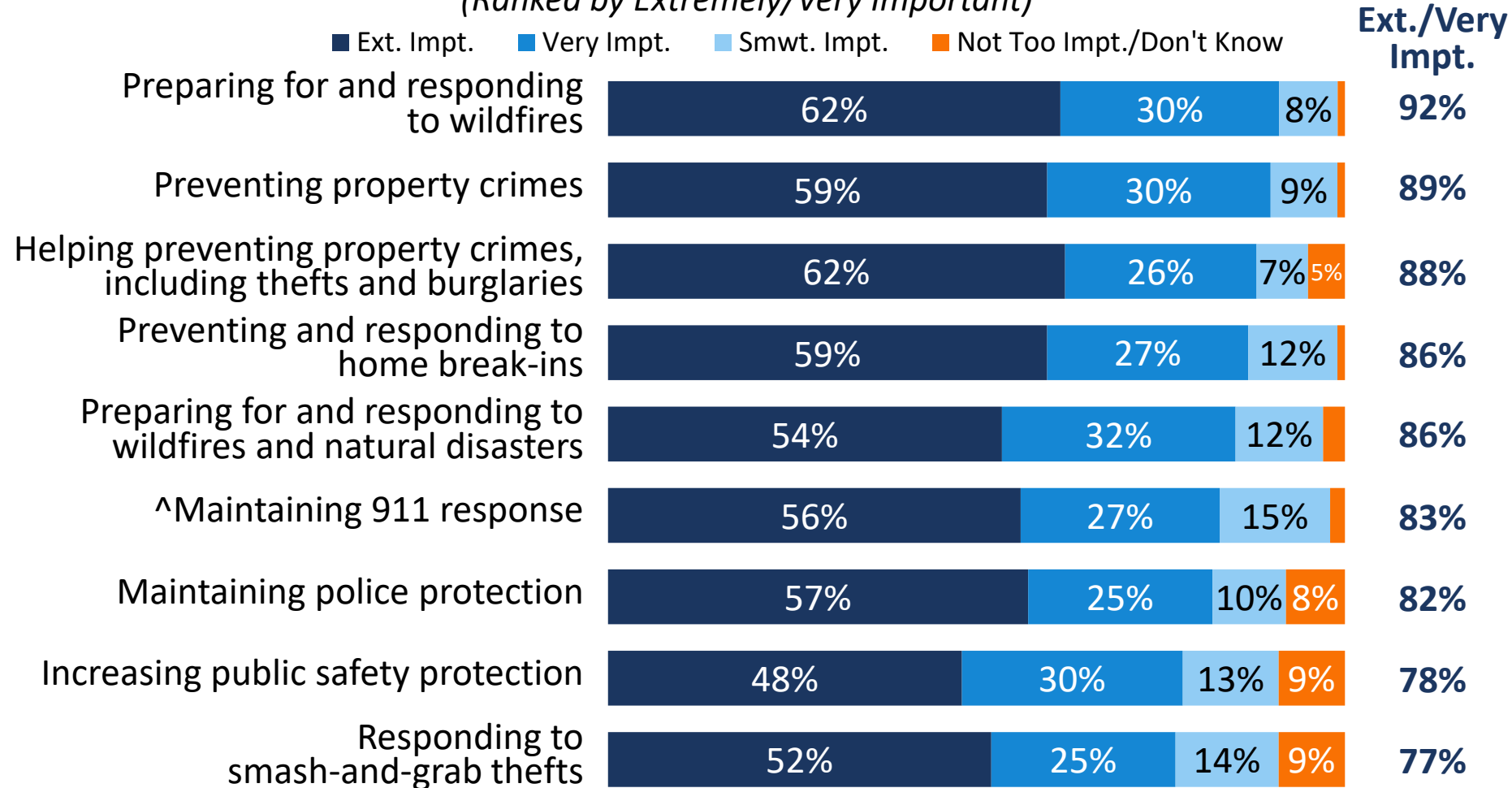
(% of Sample)



Voter Budget Priorities

Public safety services, including preparing for and responding to wildfires; preventing property crimes; preventing and responding to home break-ins; as well as keeping public areas and parks safe and clean; and repairing streets and potholes are considered top priorities by high percentages.

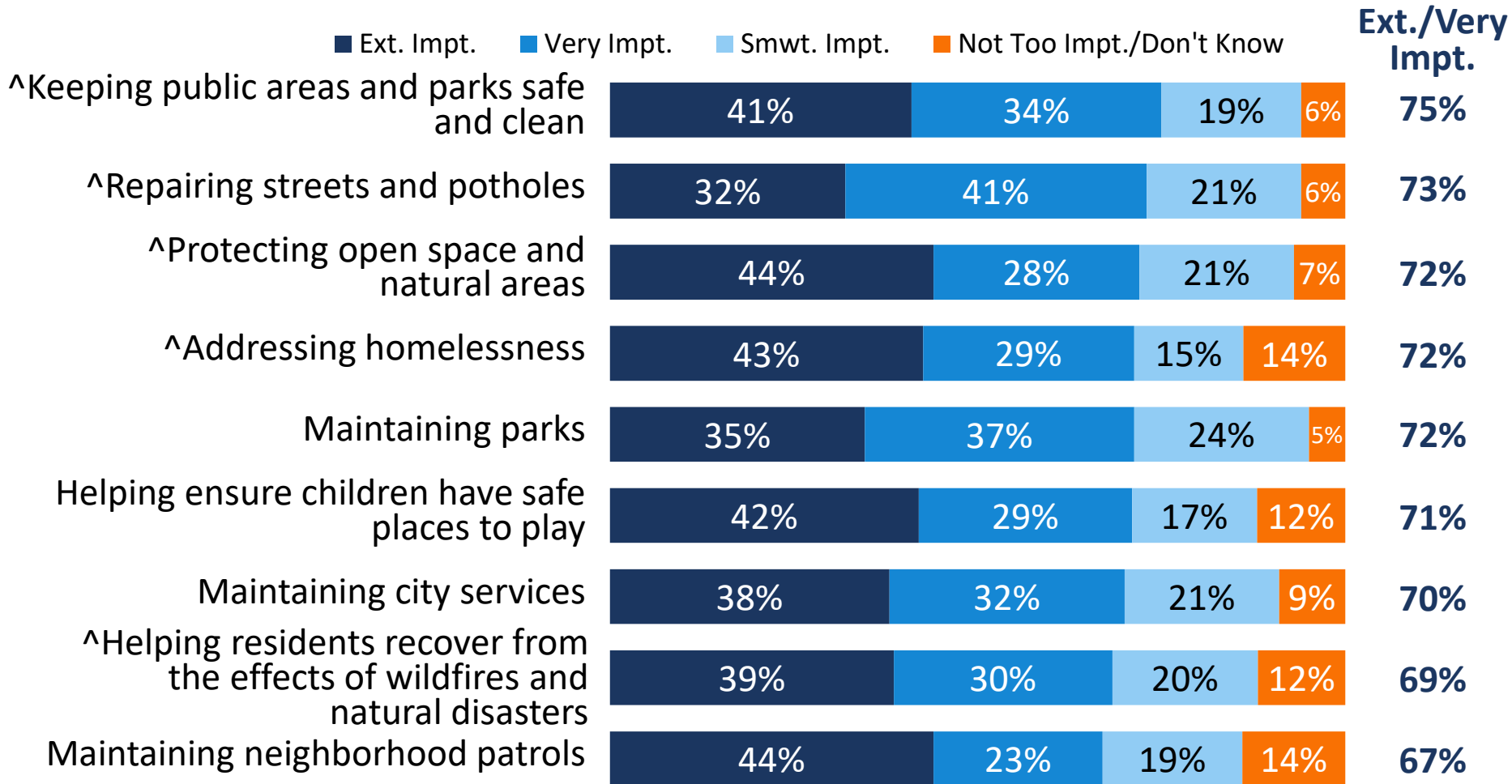
(Ranked by Extremely/Very Important)



Q. I am going to read you a list of possible projects, features, and provisions that might be included in this local ballot measure. Regardless of how you feel about this measure, please tell me how important it is to you personally that each provision or use of funds is included in the measure: extremely important, very important, somewhat important, or not too important. ^Not Part of Split Sample

Continued

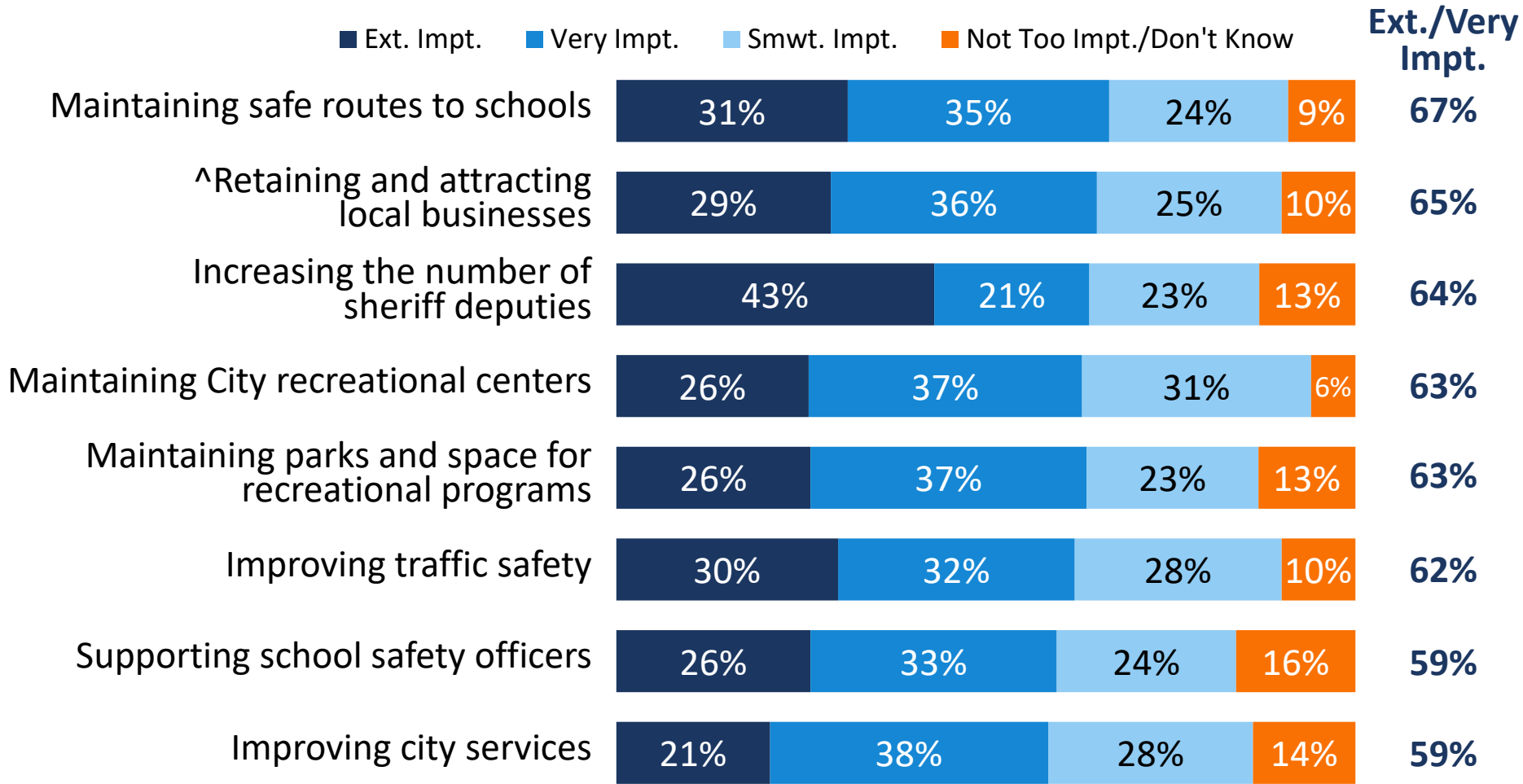
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Continued

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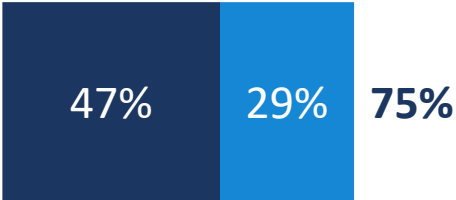
Effects of Education and Critical Statements

Desire to have local control of the funds and how they are spent, emphasis on addressing property crime, and protecting property values are leading reasons to support the measure.

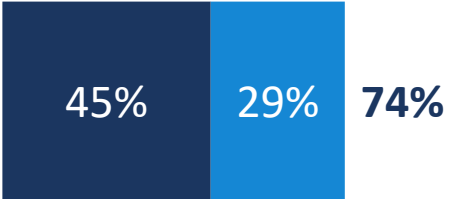
(Ranked by Total More Inclined to Vote Yes)

■ Much More Incl. ■ Smwt. More Incl.

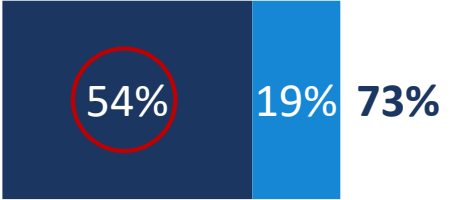
(LOCAL CONTROL) Every year, Los Angeles County collects millions of dollars in sales taxes from Calabasas, but only about 12 cents for every dollar is returned to our city. By law, all funds raised by this measure are legally required to be used in Calabasas, ensuring local control of our tax dollars and a guaranteed source of funding for essential city services.



***(PROPERTY VALUES)** Safe neighborhoods, well-maintained streets and parks, as well as expansive and protected open space and natural areas are all a big part of maintaining property values. This measure will help to maintain or increase the value of our homes.



***(REDUCE CRIME)** There have been an increasing number of individuals coming into Calabasas from outside our community who have been responsible for a rash of home invasions, thefts of catalytic converters, and smash-and-grabs from local businesses. This measure will help provide the funds to expand the number of Sheriffs serving Calabasas and hire trained additional neighborhood private security to keep residents and local businesses and their property safe.

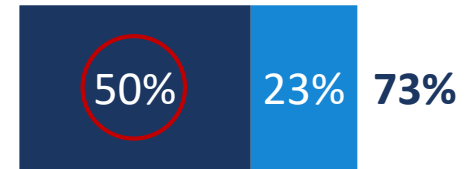


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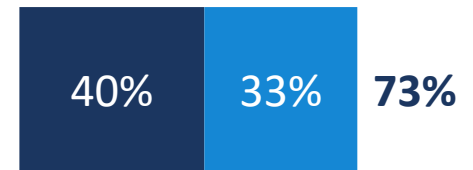
(Ranked by Total More Inclined to Vote Yes)

■ Much More Incl. ■ Smwt. More Incl.

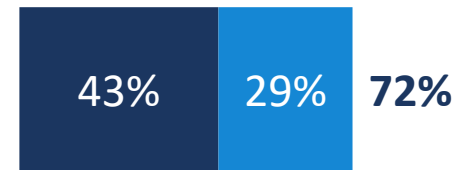
***(PROPERTY CRIME)** Last year in the City of Calabasas, there were almost 300 reported burglaries, robberies and thefts, including more than 80 thefts from vehicles. This measure will help maintain 911 emergency response times, and sheriff patrols in neighborhoods and business areas to keep residents, local businesses, and their property safe.



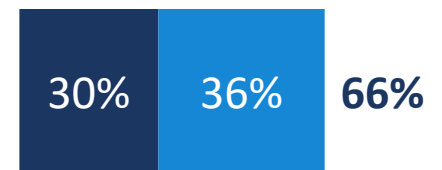
(WILDFIRES) As evidenced by the 2018 Woolsey Fire; fire season is now year-round. This measure will support efforts to reduce the risk of wildfires by helping our community prepare for, respond to and recover from brush fires and other natural disasters.



(ACCOUNTABILITY) This measure includes tough accountability provisions such as public disclosure of all spending and annual independent financial audits. These fiscal safeguards will ensure that funds from this measure will be used efficiently, effectively and as promised.



(STREETS) Prior to last year's rainy season, independent engineers rated nearly one-quarter of the City of Calabasas' streets and roads as "fair," or "poor" and their condition has only gotten worse. It is time we fund these needed street and pothole repairs before the problem gets even worse and more expensive to fix.

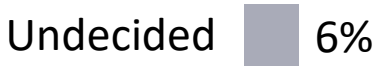
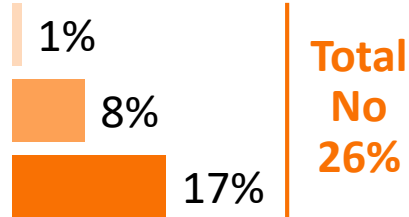
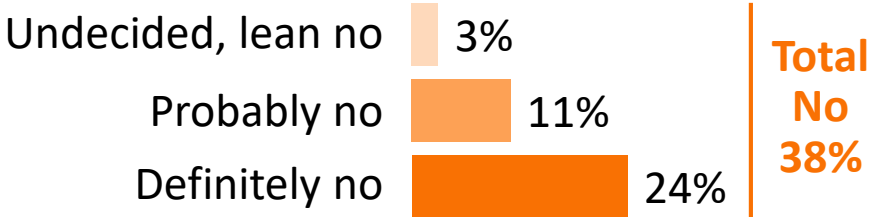
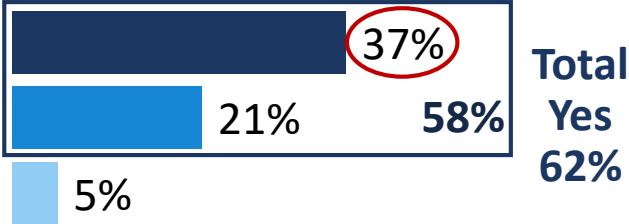
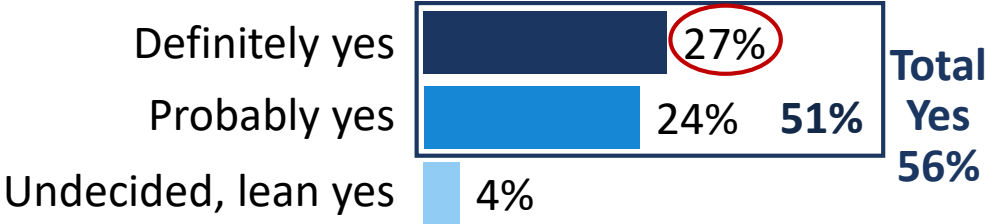


After education, overall support for the 3/4-cent simple majority sales tax measure increases six percentage points from 56 to 62 percent, above the margin of error.

(M.O.E. = ±5.2%)

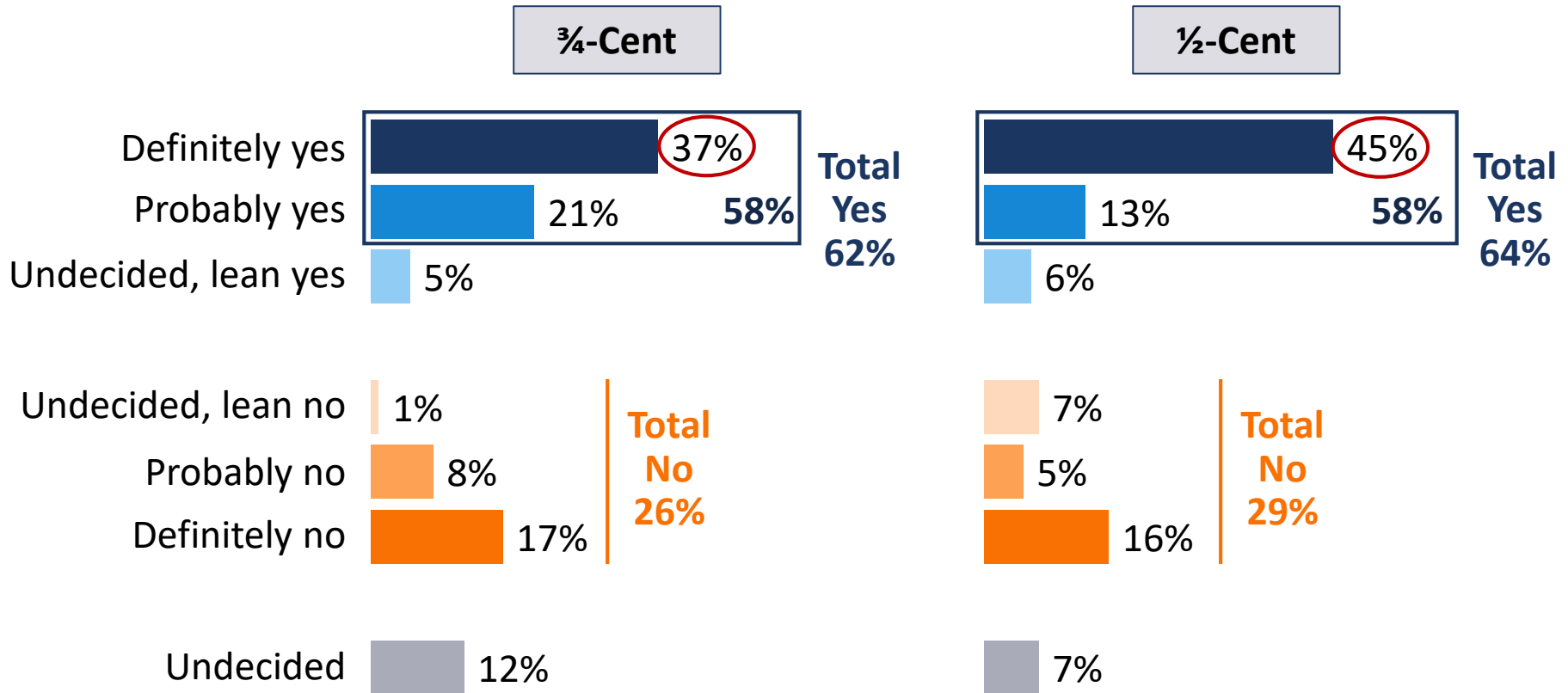
Initial Vote

Vote After Education



Lowering the sales tax rate to a ½-cent does not make a significant difference on the overall level of support for a measure, but the percentage who said they would definitely vote yes increases eight percentage points to 45 percent.

(M.O.E. = ±5.2%)



Q. If the election were held today, do you think you would vote "yes" in favor of this measure or "no" to oppose it?

Q. What if the proposed measure I just described established a ½¢ sales tax, raising \$2,700,000, instead of the ¾¢ sales tax I just described which would raise \$4,000,000? If that were the case, do you think you would vote "yes" in favor of this measure or "no" to oppose it?



Conclusions

Conclusions

Perceptions of the City:

- A slight majority perceives the City is headed in the right direction.
- Local businessowners, the City overall and Council, The Acorn, and EPIC-FSC are all seen favorably by almost 6 in 10 or more.
- Only about one-third perceive the City has at least some need, but only seven percent said “great need.”

$\frac{3}{4}$ -Cent Sales Tax:

- Initially, 56 percent said they would vote yes on the measure, just outside the margin of error, with only slightly more than one-quarter saying definitely yes.
- After education, overall support increases six percentage points on this simple majority measure, from 56 to 62 percent – above the margin of error.

Conclusions; Continued

½-Cent Sales Tax:

- While only asked once, after education, overall support reached 64 percent for a half-cent sales tax, with a survey high of 45 percent saying they would definitely vote yes.

Budget Priorities:

- Preparing for and responding to wildfires
- Preventing property crimes
- Maintaining 911 response
- Protecting open space and natural areas
- Addressing homelessness
- Repairing streets and potholes

Conclusions; Continued

- Statements related to local control, reducing crime and protecting property values were leading reasons to support the measure.
- The measure, with a strong outreach effort, may be viable on the November 2024 ballot – assuming minimal opposition.
- A half-cent sales tax, rather than a three-quarter cent sales tax, may provide the few extra percentage points needed to get the measure successfully over the finish line.



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