








Calabasas Budget Priority Issues Follow Up Survey



OPINION
RESEARCH
& STRATEGY

Survey Methodology

Dates	May 29-June 6, 2024
Survey Type	Dual-mode Voter Survey
Research Population	Likely November 2024 Voters in the City of Calabasas
Total Interviews	370
Margin of Sampling Error	(Full Sample) $\pm 5.2\%$ at the 95% Confidence Level (Half Sample) $\pm 7.1\%$ at the 95% Confidence Level
Contact Methods	 Telephone Calls  Email Invitations  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews
Survey Tracking	September 2023 & January 2024

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

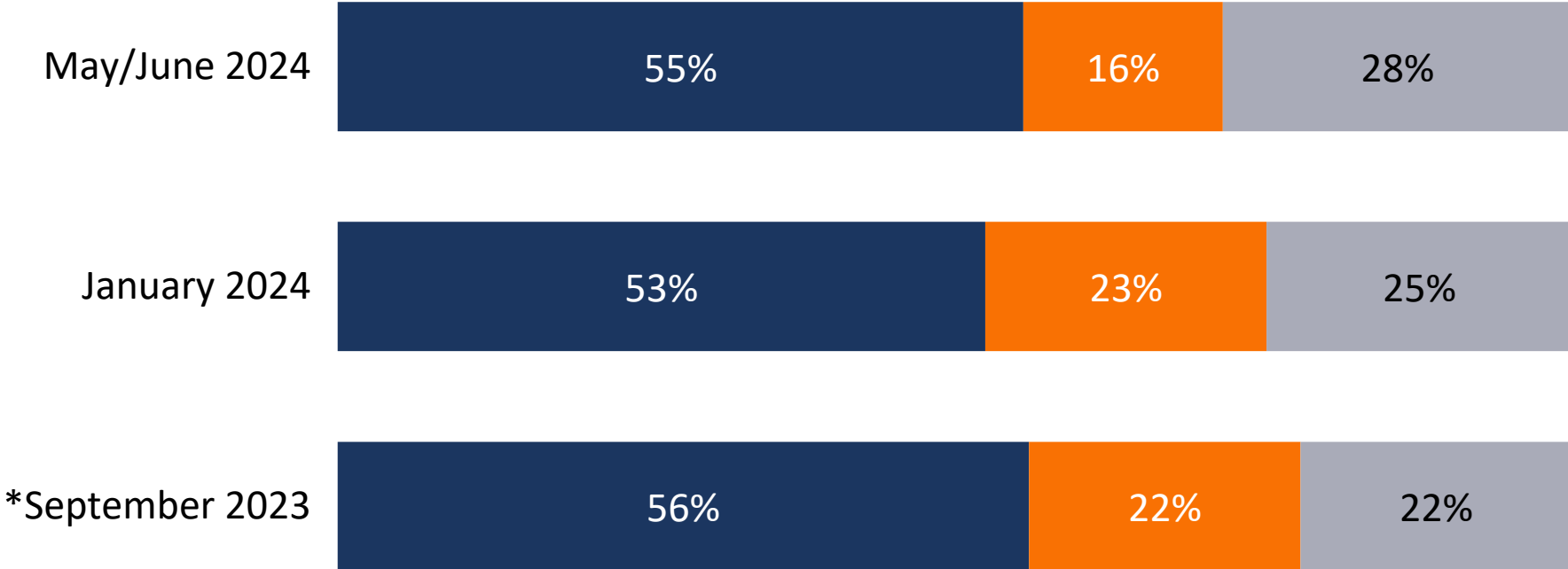


The Mood and Impressions of the Electorate

Just over half of voters have a positive impression of the City's direction — little changed from past surveys.

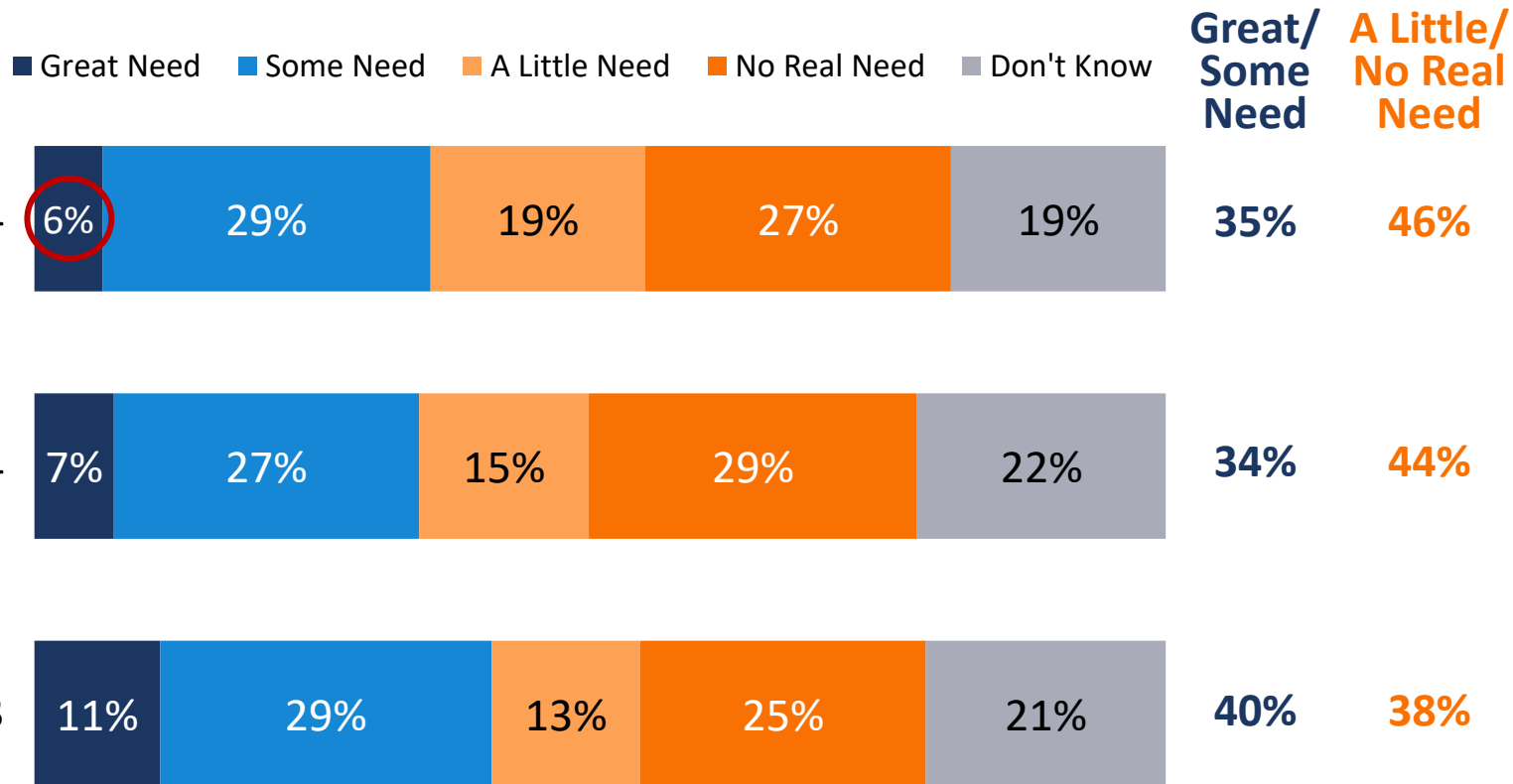
Would you say that things in the City of Calabasas are generally headed in the right direction or do you feel that things are off on the wrong track?

■ Right Direction ■ Wrong Track ■ Don't Know



There is little change in the perception of need from past surveys.

In your personal opinion, do you think the City of Calabasas has a great need for additional funding, some need, a little need or no real need for additional funds to provide the level of City services that Calabasas residents need and want?





The Potential Ballot Measure

City of Calabasas Public Safety/ City Services Measure

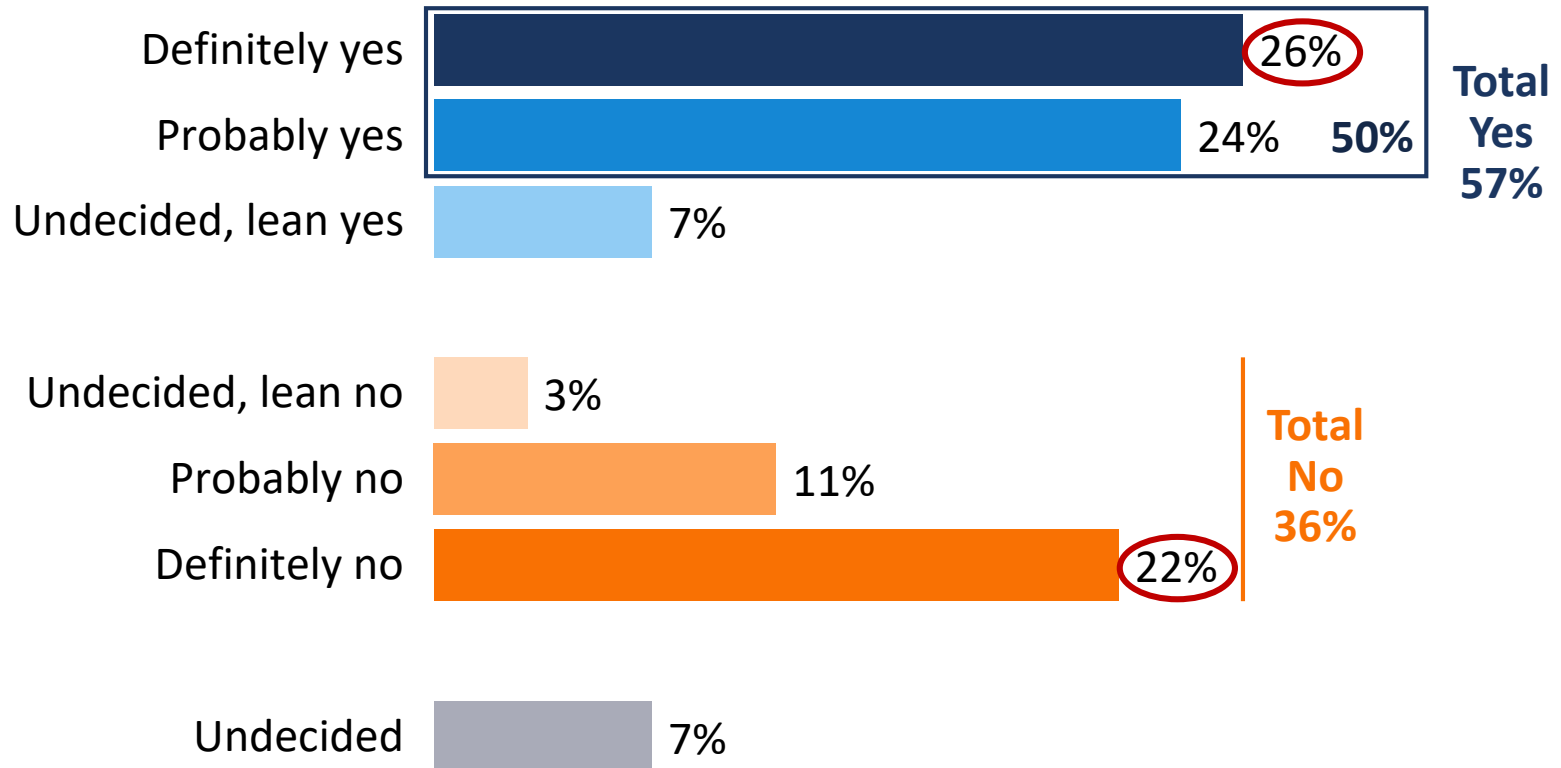
(As Approved by Legal Counsel)

City of Calabasas Public Safety/City Services Measure

Shall the measure funding City of Calabasas services such as maintaining 911 response/police protection; helping prevent property crimes/home break-ins; preparing for/responding to wildfires; protecting open space/natural areas; keeping public areas/parks safe/clean; addressing homelessness; repairing streets/potholes; and for general government use by establishing a $\frac{3}{4}\text{¢}$ sales tax providing approximately \$4,000,000 annually until ended by voters; requiring audits, spending disclosure, funds locally controlled, be adopted?

Initial overall support teeters on the edge of passage – considering margin of error; intensity of support is low.

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



Ballot Language Tested January 2024 and May/June 2024

(As Approved by Legal Counsel)

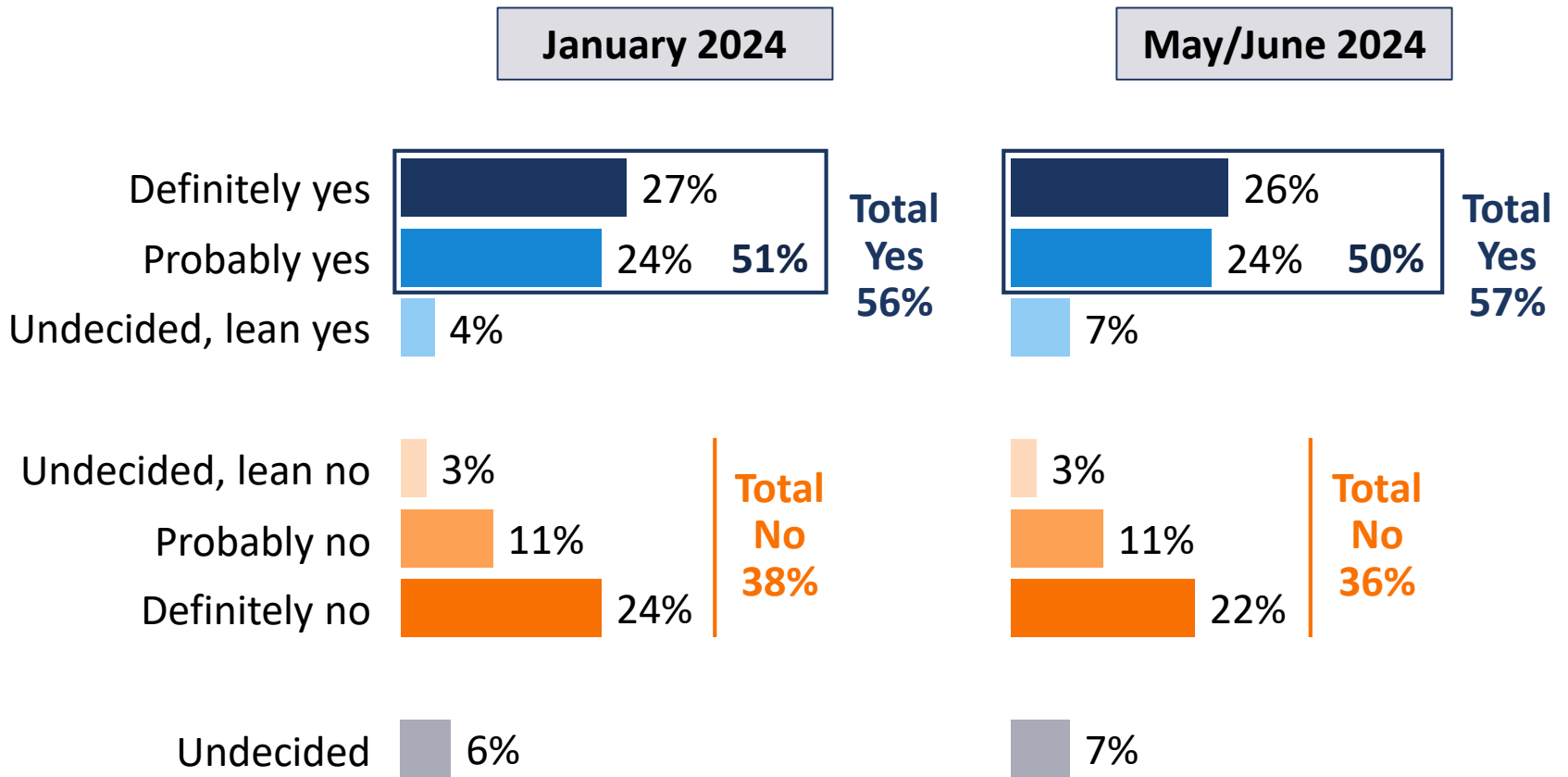
January 2024

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 $\frac{3}{4}\text{¢}$ sales tax providing approximately \$4,000,000 annually until ended by voters; requiring audits, public spending disclosure, funds locally controlled, be adopted?

May/June 2024

City of Calabasas Public Safety/ City Services Measure Shall the measure funding City of Calabasas services such as maintaining 911 response/police protection; helping prevent property crimes/home break-ins; preparing for/responding to wildfires; protecting open space/natural areas; keeping public areas/parks safe/clean; addressing homelessness; repairing streets/potholes; and for general government use by establishing a $\frac{3}{4}\text{¢}$ sales tax providing approximately \$4,000,000 annually until ended by voters; requiring audits, spending disclosure, funds locally controlled, be adopted?

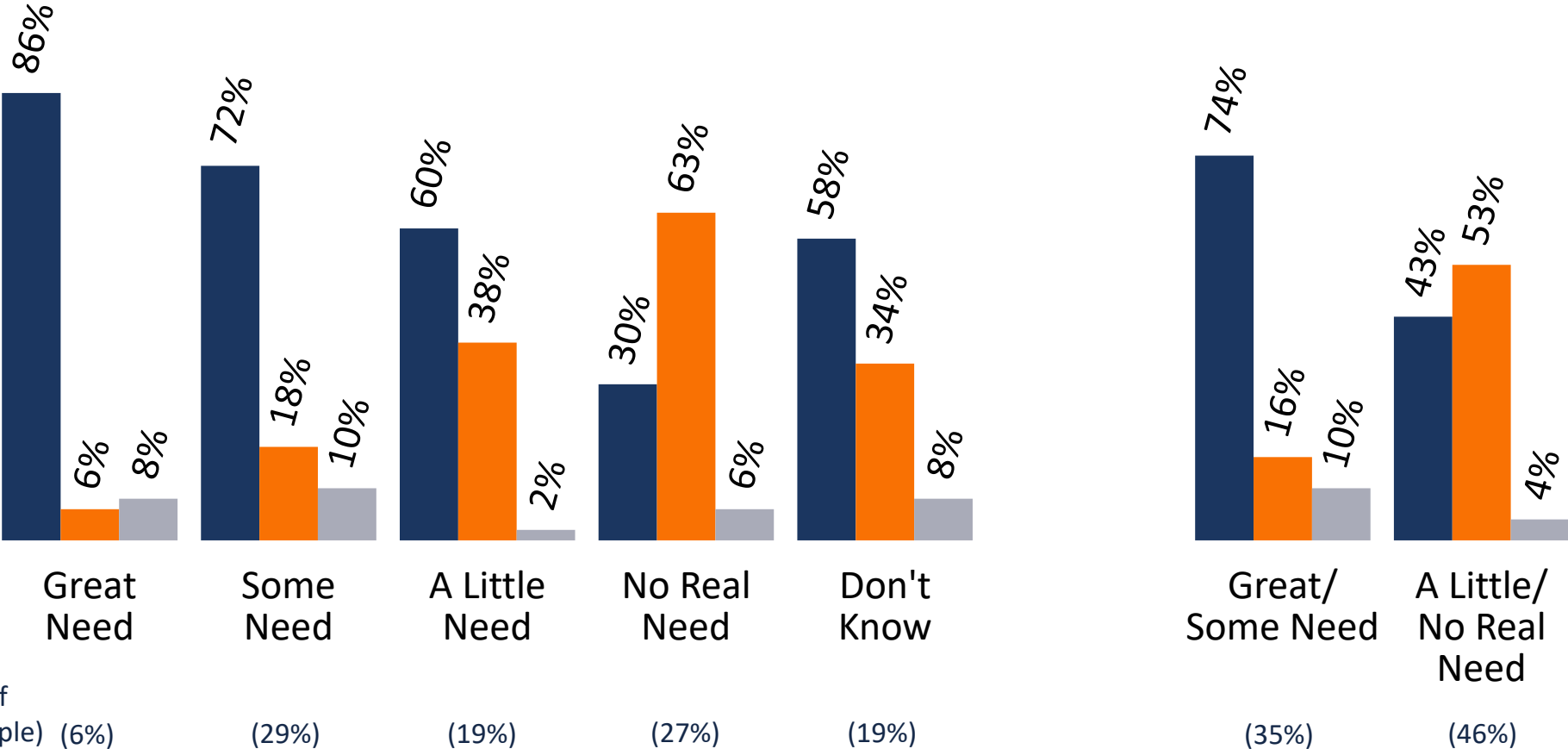
Support is unchanged from the January 2024 survey.



Support rises with perception of need.

Initial Vote on Ballot Measure by Calabasas Funding Need

■ Total Yes ■ Total No ■ Undecided



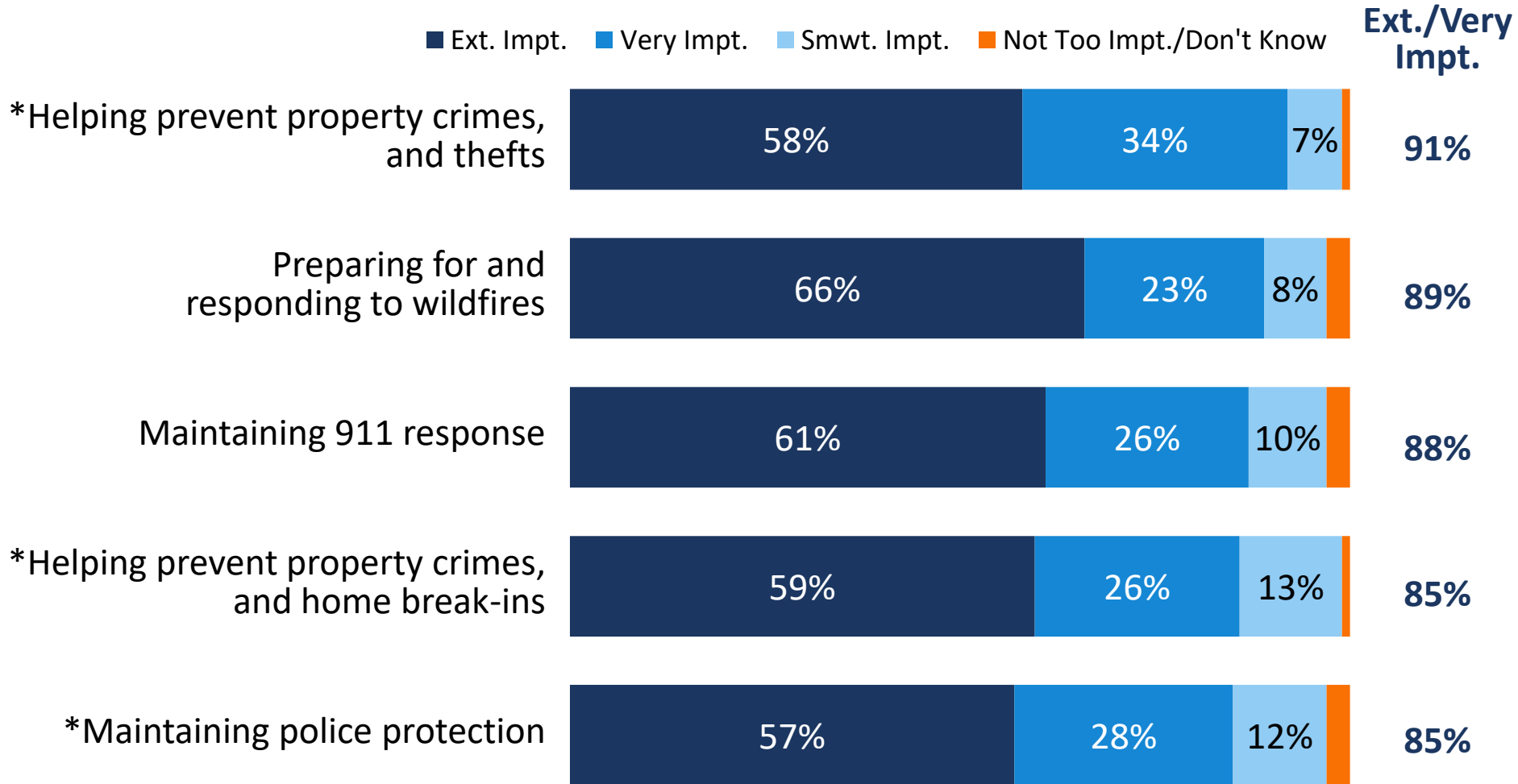
(% of Sample) (6%) (29%) (19%) (27%) (19%) (35%) (46%)



Budget Priorities

Voters place a high priority on the measure helping to prevent crime and to maintain public safety.

(Ranked by Extremely/Very Important)



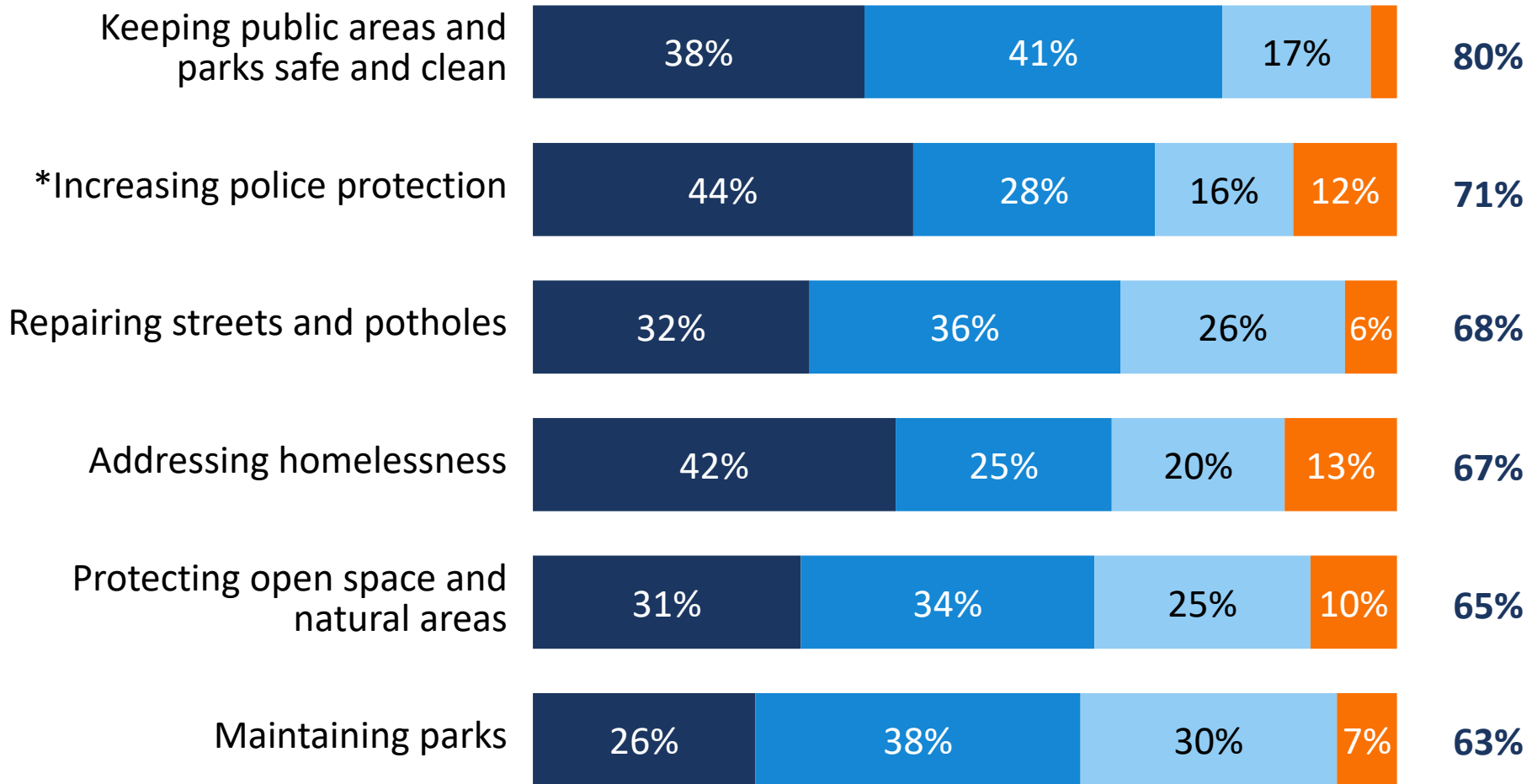
Q. I am going to read you a list of possible projects, features, and provisions that might be included in this local ballot measure. Regardless of how you feel about this measure, please tell me how important it is to you personally that each provision or use of funds is included in the measure: extremely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

Four in five say keeping public areas and parks safe and clean is important.

(Ranked by Extremely/Very Important)

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt./Don't Know

Ext./Very Impt.



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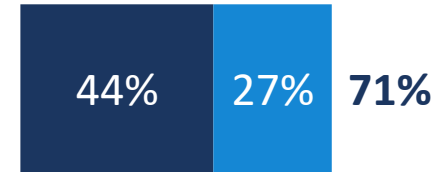
Effect of Educational and Critical Statements

Most educational statements resonate with nearly 2 out of 3 or more voters.

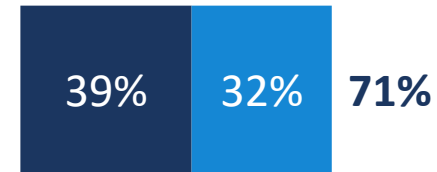
(Ranked by Total More Inclined to Vote Yes)

■ Much More Incl. ■ Smwt. More Incl.

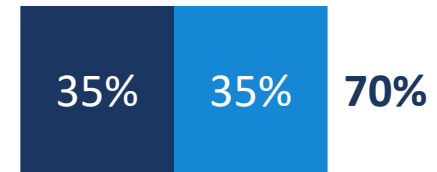
***(REDUCE CRIME)** There have been an increasing number of individuals coming into Calabasas from outside our community who have been responsible for a rash of home invasions, thefts of catalytic converters, and smash-and-grabs from local businesses. This measure will help maintain and expand the City's efforts to prevent property crimes, retail thefts and home break-ins to keep residents and local businesses and their property safe.



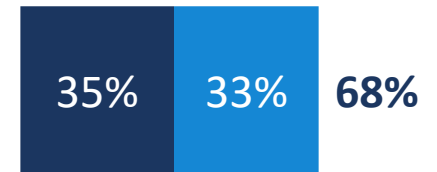
***(PROPERTY CRIME)** Last year in the City of Calabasas, there were almost 300 reported burglaries, robberies and thefts, including more than 80 thefts from vehicles. This measure will help maintain 911 emergency response times, and public safety patrols in neighborhoods and business areas to keep residents,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



(LOCAL CONTROL) Every year, Los Angeles County collects millions of dollars in sales taxes from Calabasas, but only about 12¢ 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.



(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.

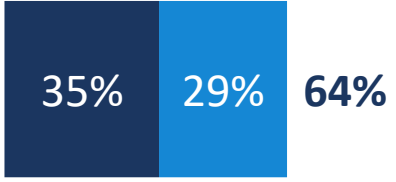


The messages on parks and streets are less compelling.

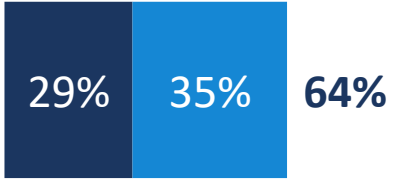
(Ranked by Total More Inclined to Vote Yes)

■ Much More Incl. ■ Smwt. More Incl.

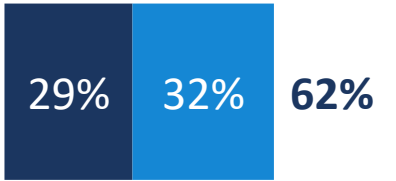
(ACCOUNTABILITY) This measure includes tough accountability provisions such as public disclosure of all spending and annual independent financial audits. These fiscal safeguards will ensure that funds from this measure will be used efficiently, effectively and as promised.



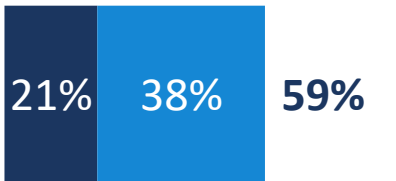
(PROPERTY VALUES) Safe neighborhoods, well-maintained streets and parks, as well as expansive and protected open space and natural areas are all a big part of maintaining property values. This measure will help to maintain or increase the value of our homes.



***(PARKS/OPEN SPACE)** The City of Calabasas prides itself on 8 parks, several recreational facilities and miles of open space and natural areas, but the City does not have the funds needed to continue to maintain them in the way that residents expect. This measure will provide the resources to maintain and upgrade our community's recreational areas; as well as protect our open space and natural wildlife habitats from development so that residents can enjoy our special community and quality of life.

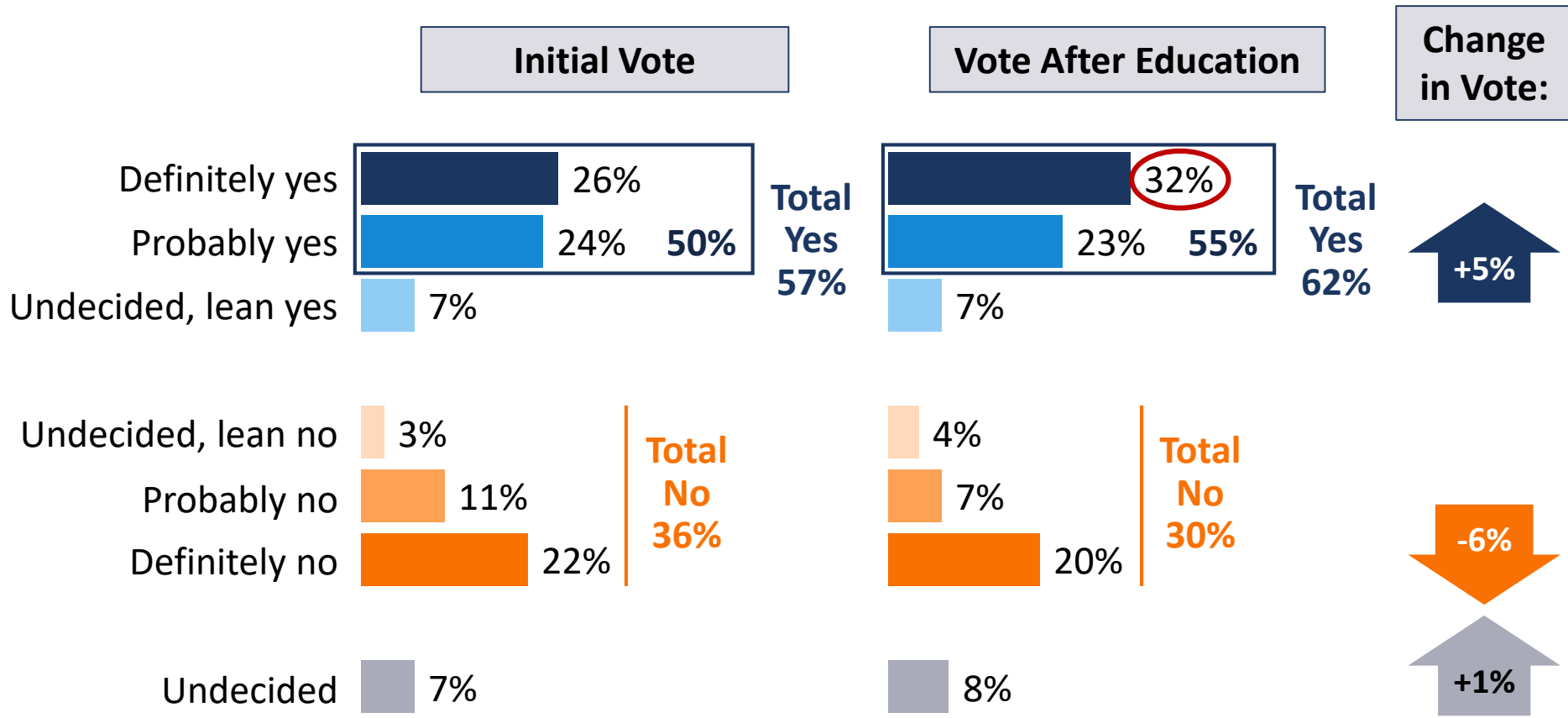


***(STREETS)** Prior to last year's rainy season, independent engineers rated nearly one-quarter of the City's streets and roads as "fair," or "poor" and their condition has only gotten worse. It is time we fund these needed street and pothole repairs before the problem gets even worse and more expensive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



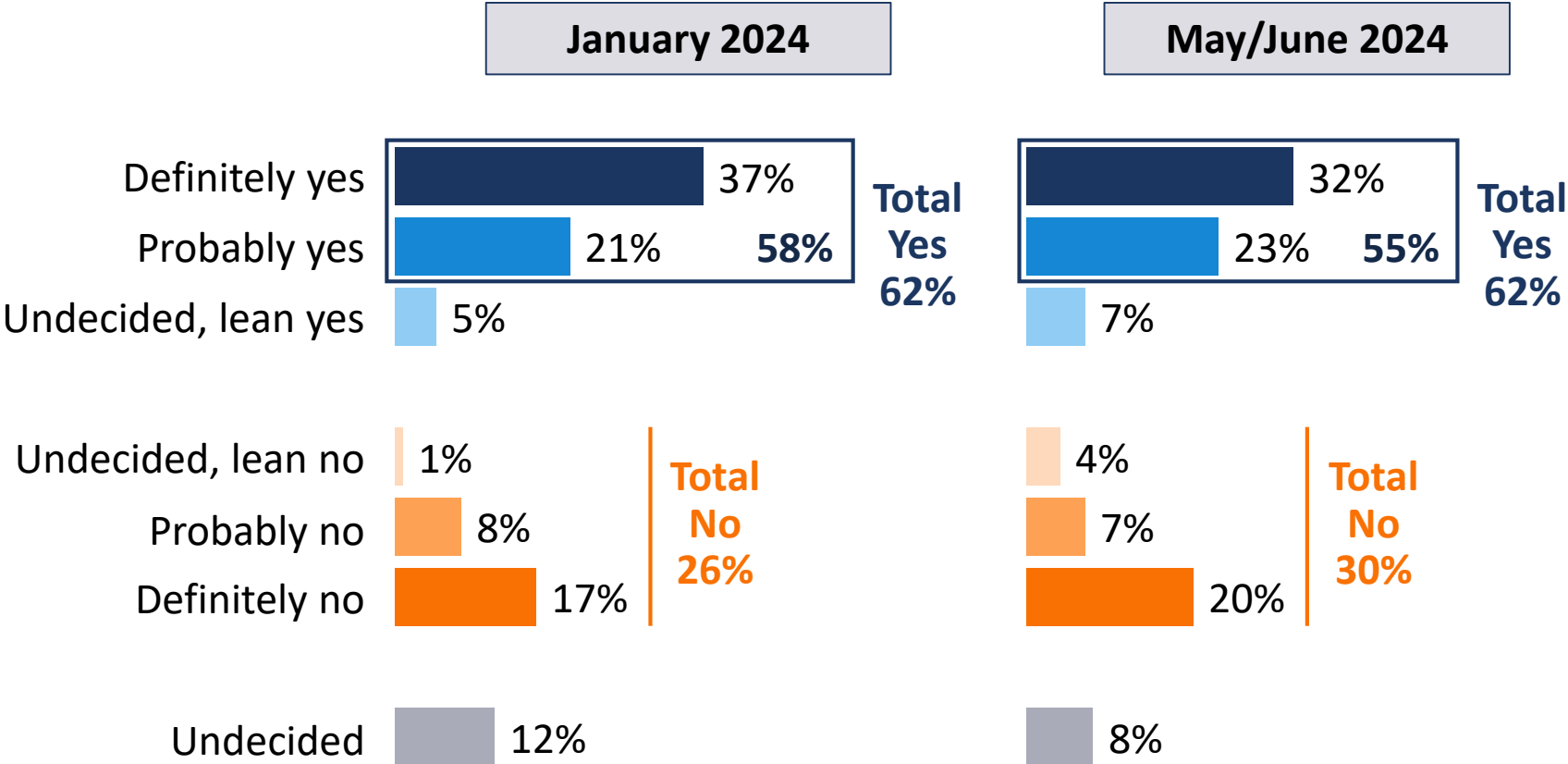
After educational statements, support increases to 62%.

(M.O.E. = ±5.2%)



Support after education is statistically equal to what was found in the January 2024 survey.

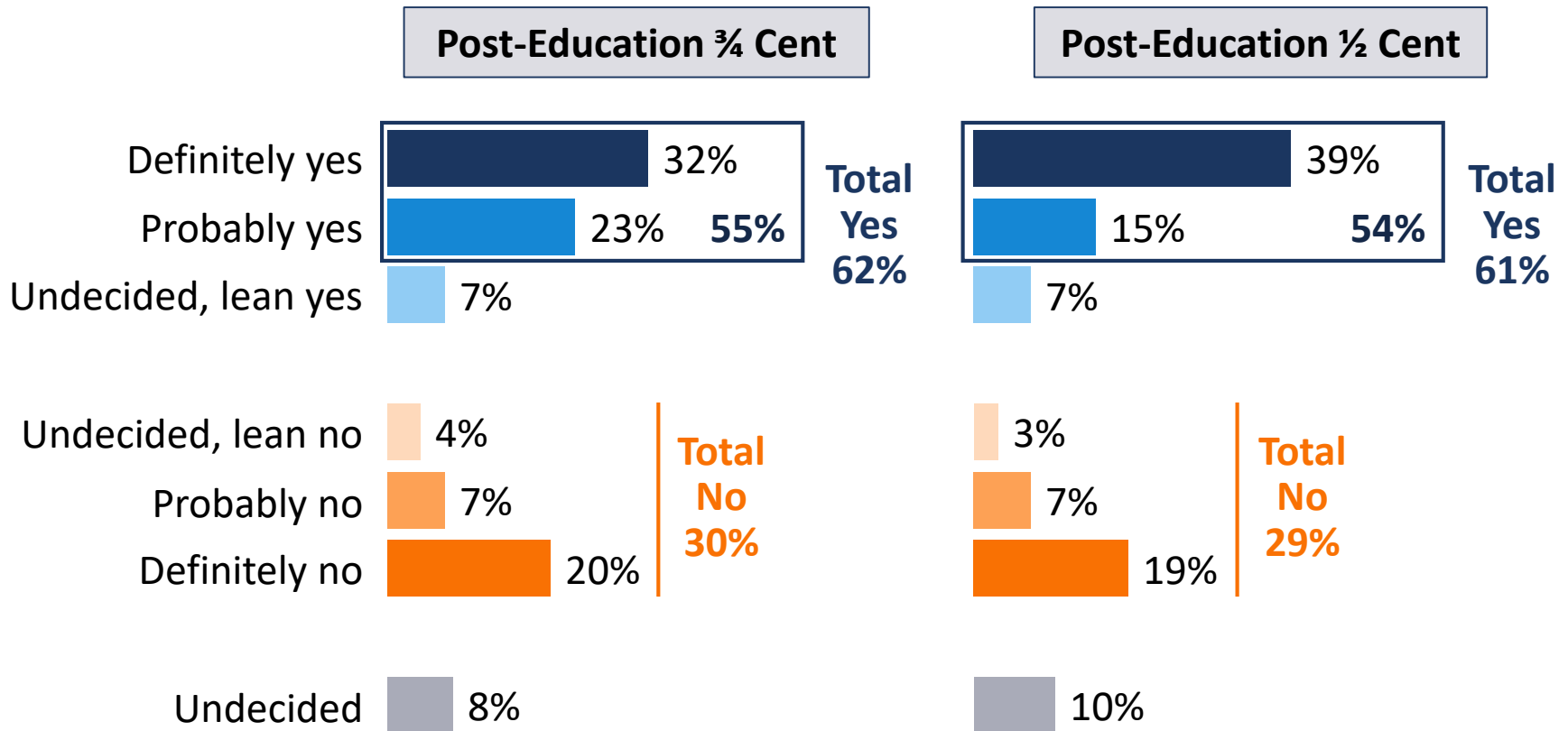
(M.O.E. = ±5.2%)



Support is little changed at a lower tax rate overall; intensity rises slightly.

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?

(M.O.E. = ±5.2%)





Conclusions

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- Voter support for the proposed $\frac{3}{4}$ cent sales tax remains consistent with January 2024.
- A majority of voters continue to support the measure, but those saying they would definitely vote yes is quite modest.
- Voters place the greatest priority on public safety, wildfire protection, and keeping public spaces safe and clean.
- The most convincing messages in favor of the measure relate to reducing crime, property crime rates, and maintaining local control of funds.
- Overall, the proposed measure could succeed at the November ballot with continued and sustained education, but remains vulnerable to opposition.



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