




# City of Bellflower Revenue Ballot Measure Follow-up Survey

*Survey Conducted June 3-9, 2020*



OPINION  
RESEARCH  
& STRATEGY

# Survey Methodology

- 
- Conducted a Dual Mode Survey, online, by cell, and landline between June 3rd and June 9th, 2020
  - Surveys were completed using a random sample of 415 voters registered in the City of Bellflower who are likely to vote in November 2020
  - Overall margin of error: +/-4.9% full sample; +/-6.9% for half sample
  - Survey was available in English and Spanish
  - Some percentages may not sum to 100% due to rounding
  - Results are tracked with 2010, 2011, 2012, 2015, 2016, January-February 2020 surveys.

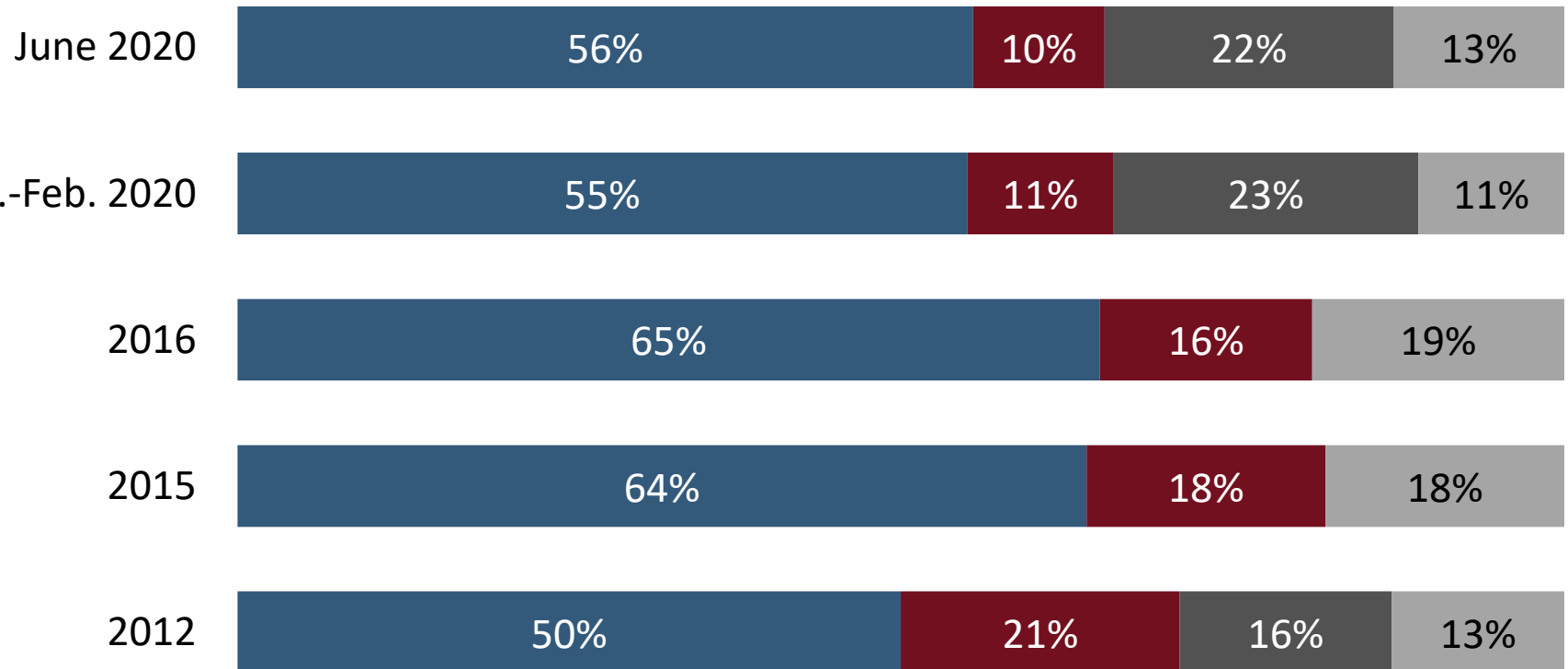


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# Mood and Perceptions of the Electorate

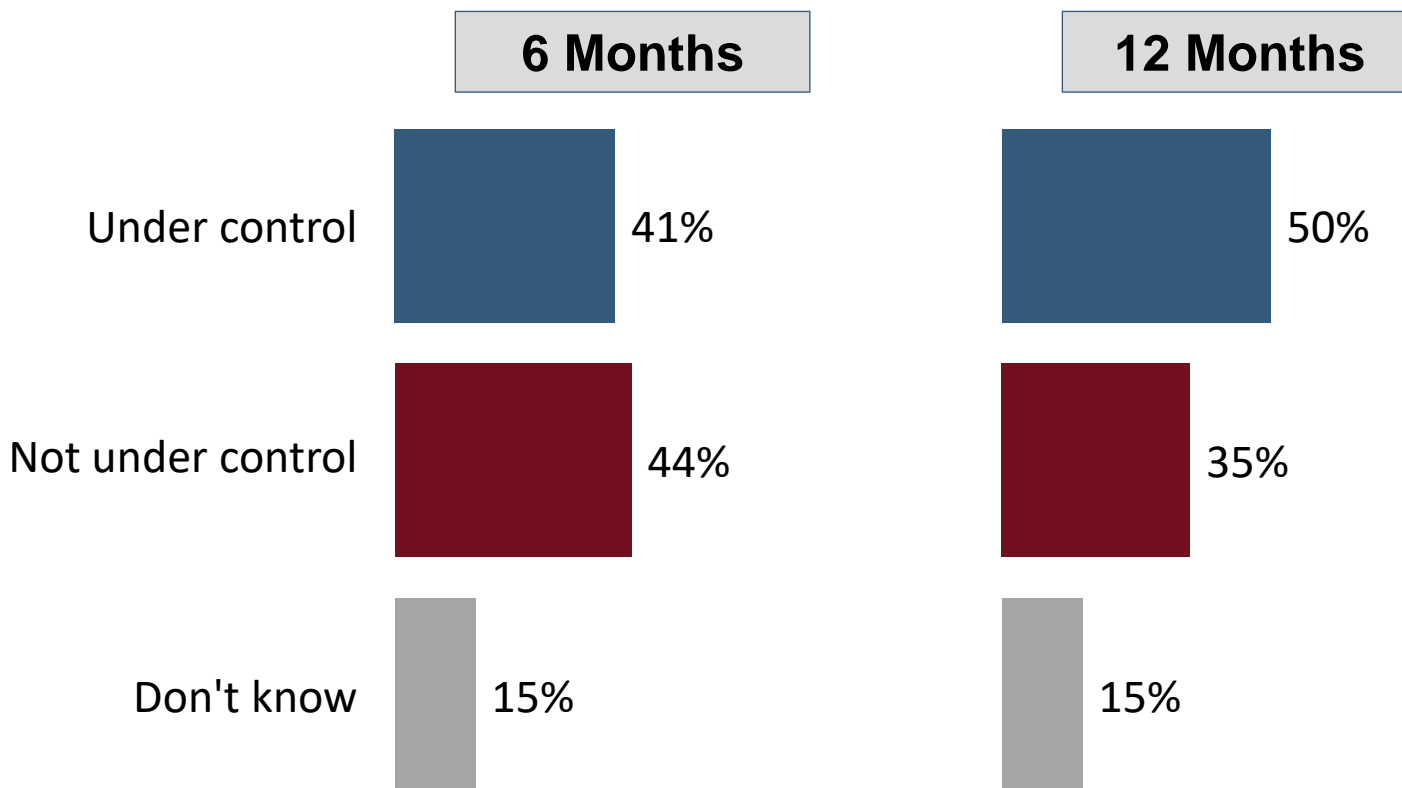
# A slight majority perceive the City is generally heading in the right direction, which is statistically similar to the baseline survey earlier this year.

■ Right Direction ■ Wrong Track ■ Mixed ■ Don't Know



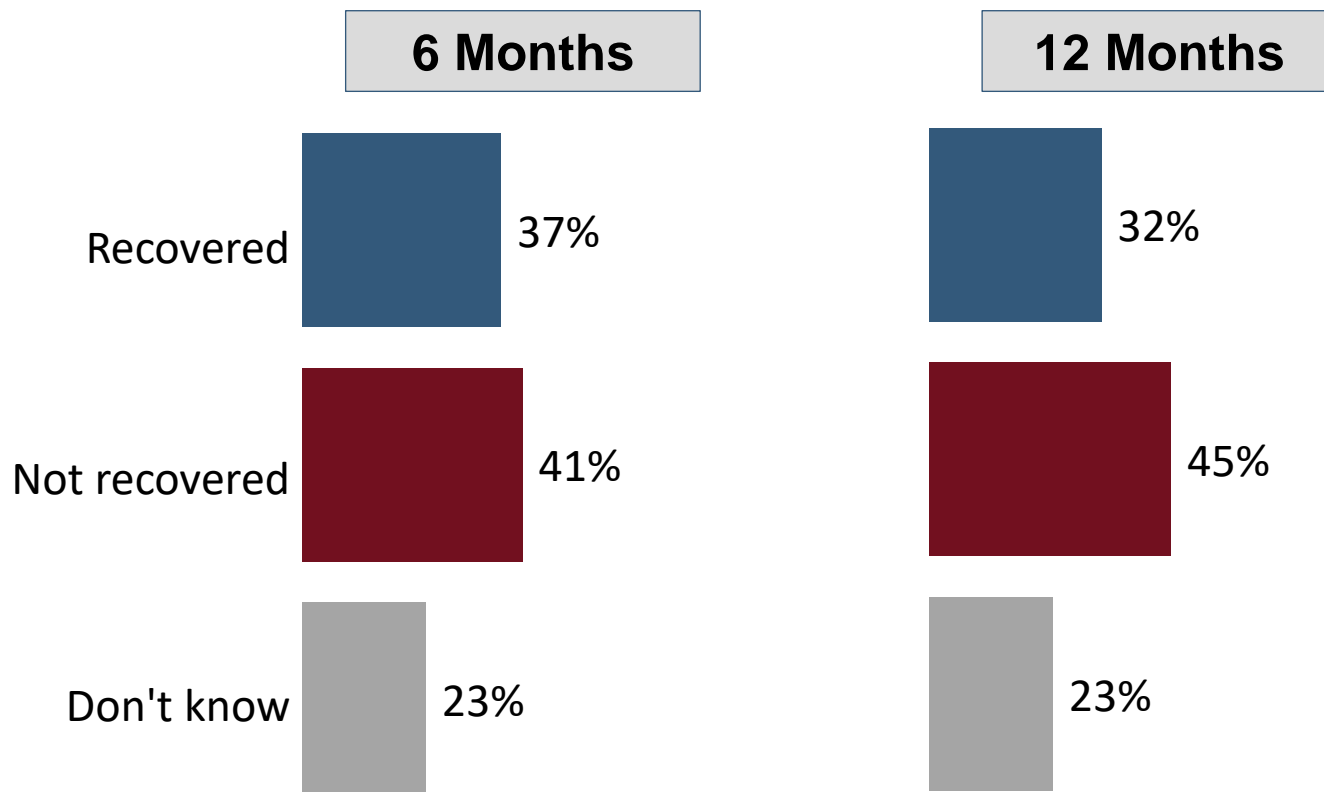
# Voters are more optimistic that the coronavirus will be under control in 12 months than in the next 6 months, though only one-in-two were optimistic about it being under control in a year.

*Pandemic Under Control in 6 Months? Pandemic Under Control in 12 Months?*

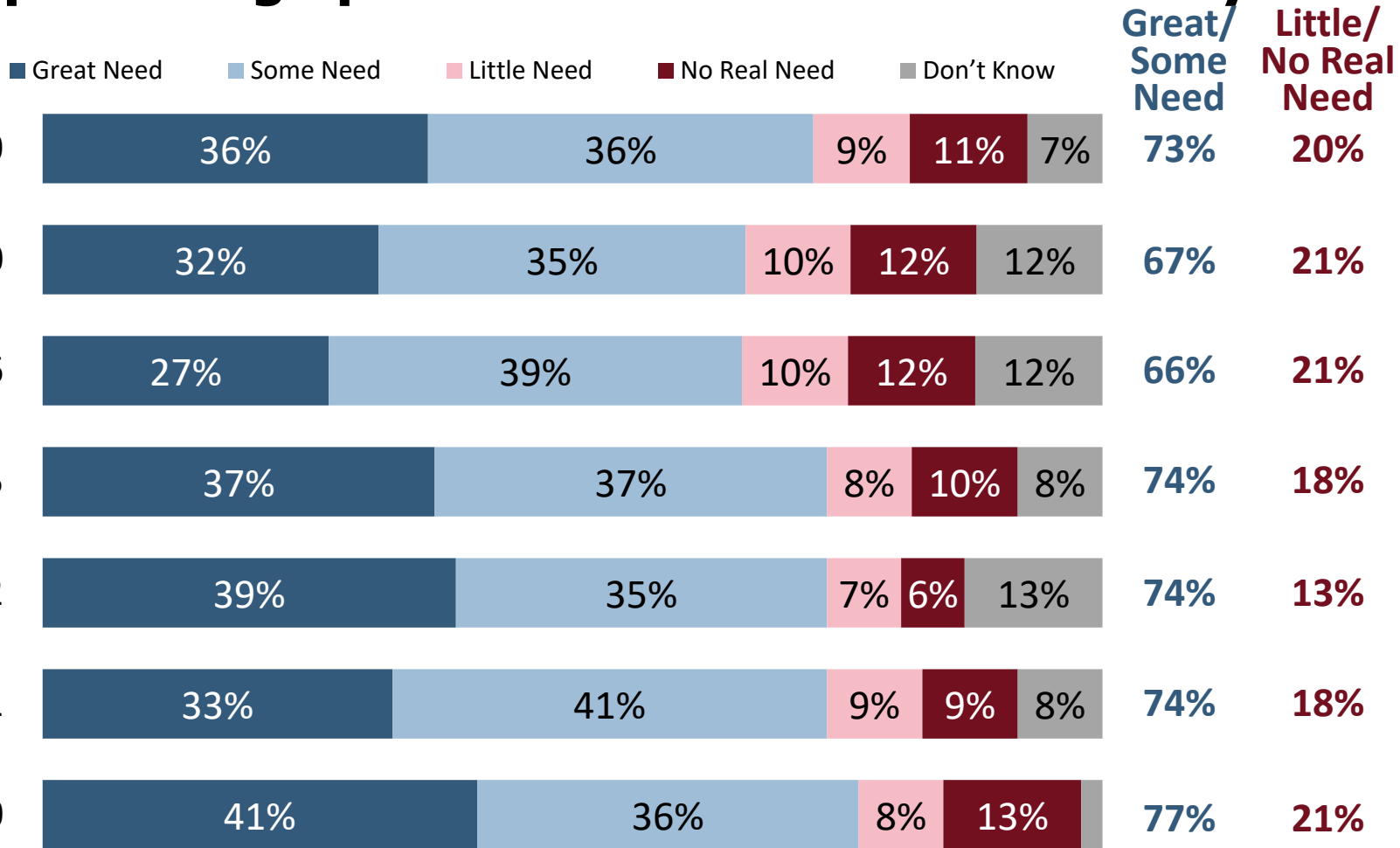


# Pluralities perceive the City's economy will not have recovered in either six or twelve months.

*Economy Recovered in 6 Months? Economy Recovered in 12 Months?*



# Close to three-quarters perceive that the City has a great or some need for additional funds to provide the level of City services Bellflower residents need and want – a six percentage point increase from earlier this year.





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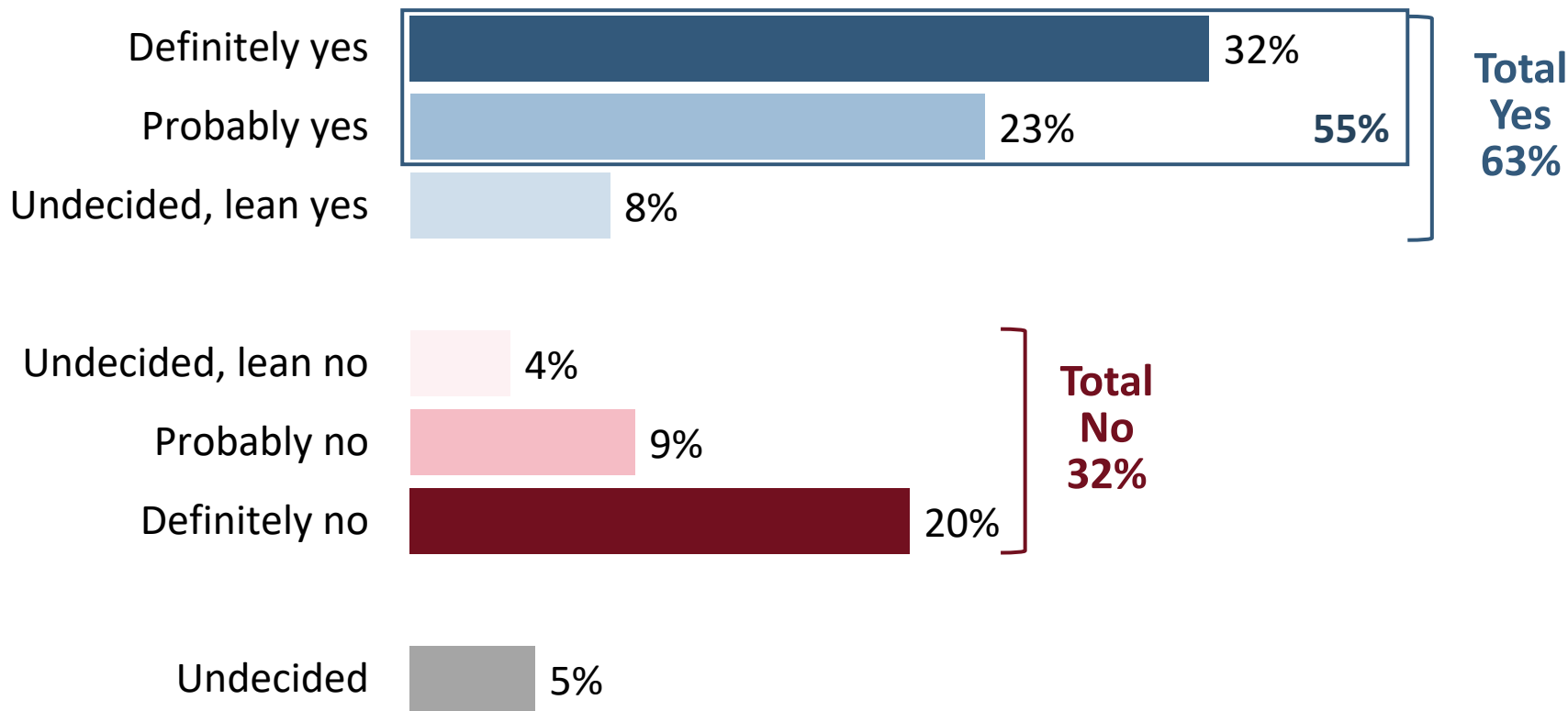
# Ballot Measure



# Ballot Summary

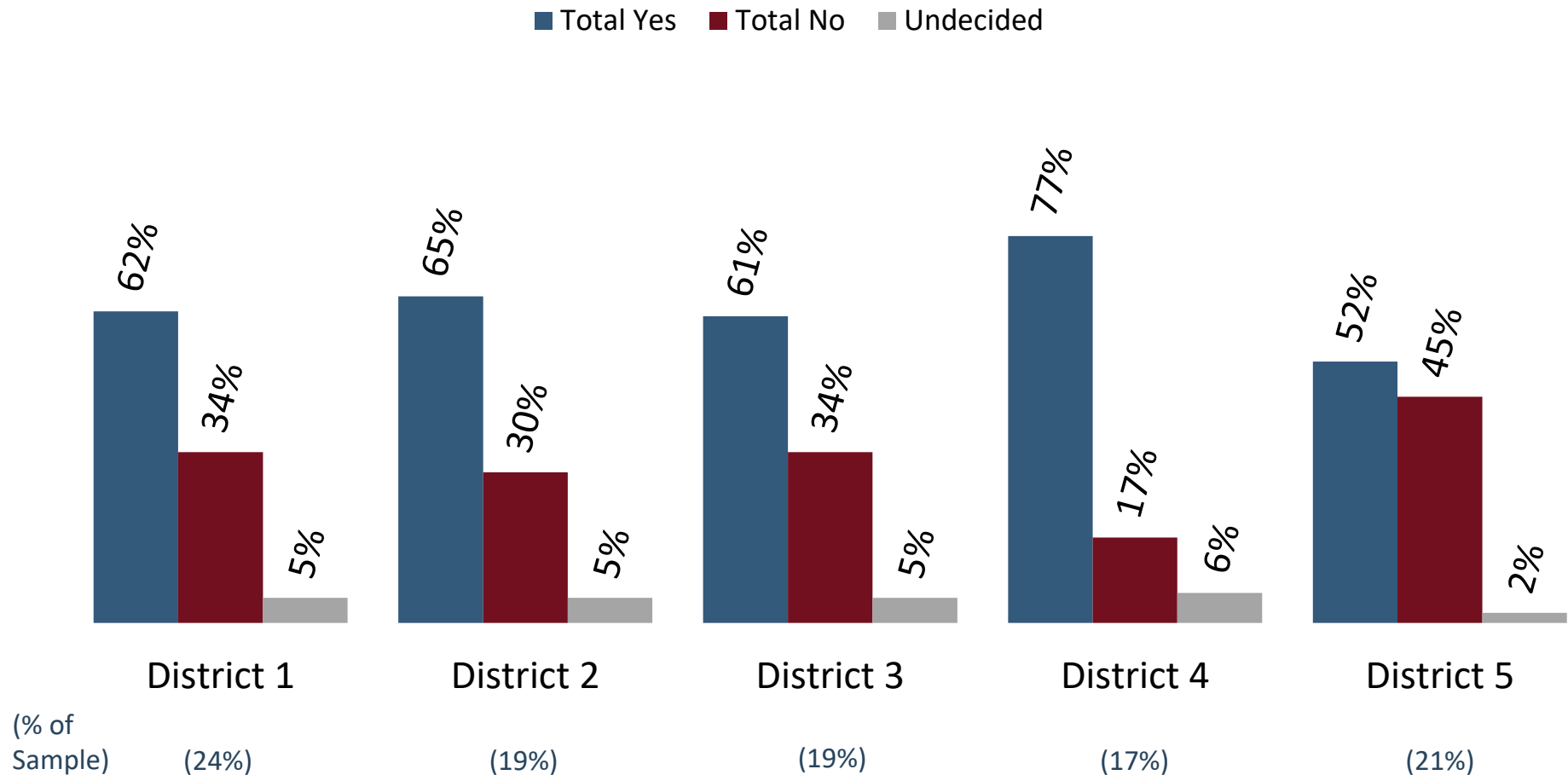
Shall the proposition entitled “An Ordinance to maintain Bellflower’s long-term financial stability; maintain local law enforcement; address homelessness; keep public areas clean/safe; protect local drinking water sources; retain local businesses; maintain streets and afterschool/youth, disabled and senior programs; and fund other general municipal services by establishing a  $\frac{3}{4}$ ¢ transactions and use (sales) tax, raising approximately \$4,500,000 annually to maintain Bellflower’s general municipal services, with audits, public disclosure of all spending, be adopted?”

# Initially, slightly more than six-in-ten would vote yes on a 3/4-cent sales tax, with almost one-third having said they would definitely vote yes.



# A majority of voters in each Council District support the $\frac{3}{4}$ -cent sales tax, though the least support comes from District 5.

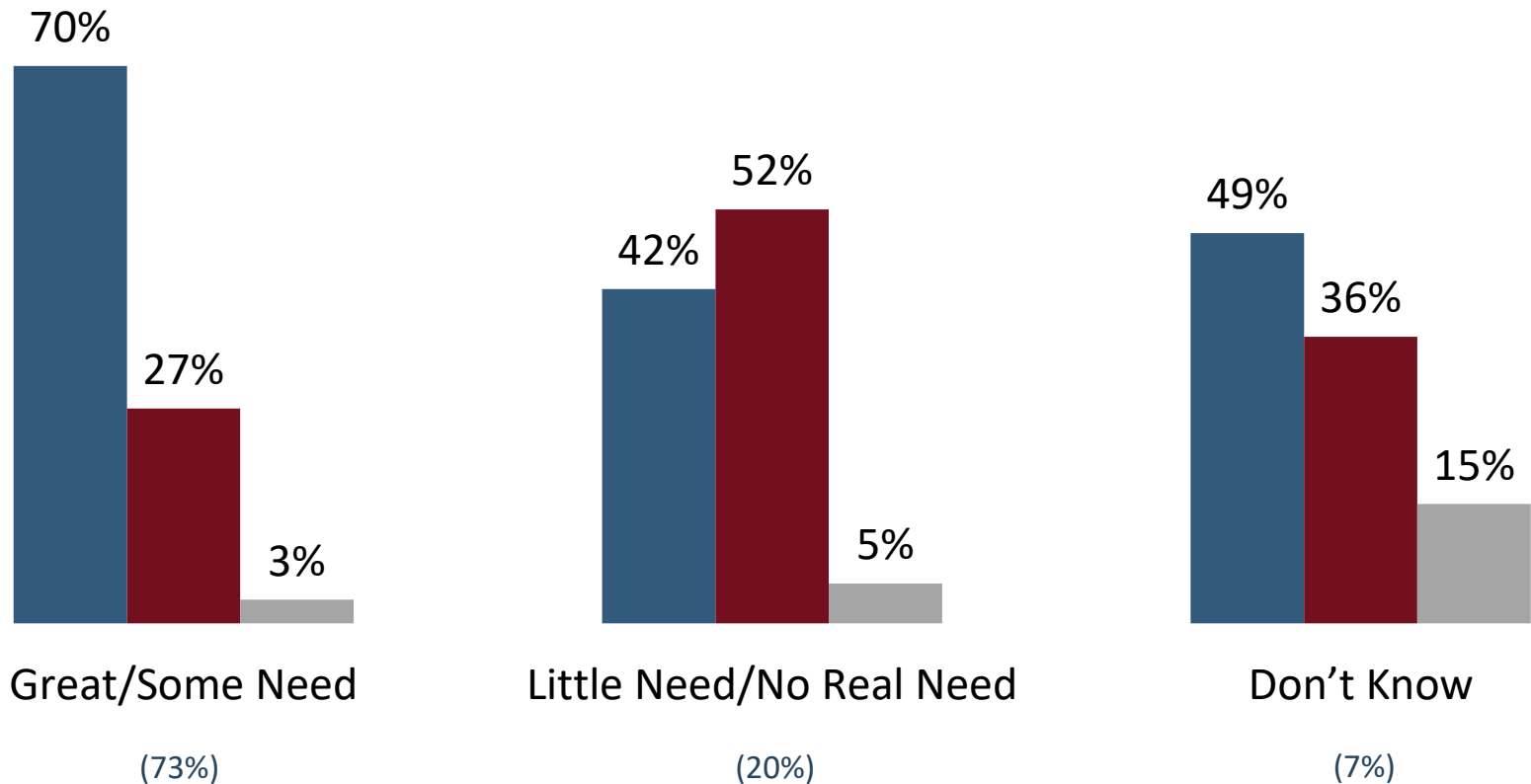
*Initial Vote on  $\frac{3}{4}$ -cent Sales Tax by City Council District*



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

Initial Vote on 3/4-cent Sales Tax by Need for Funding

■ Total Yes ■ Total No ■ Undecided



(% of Sample)

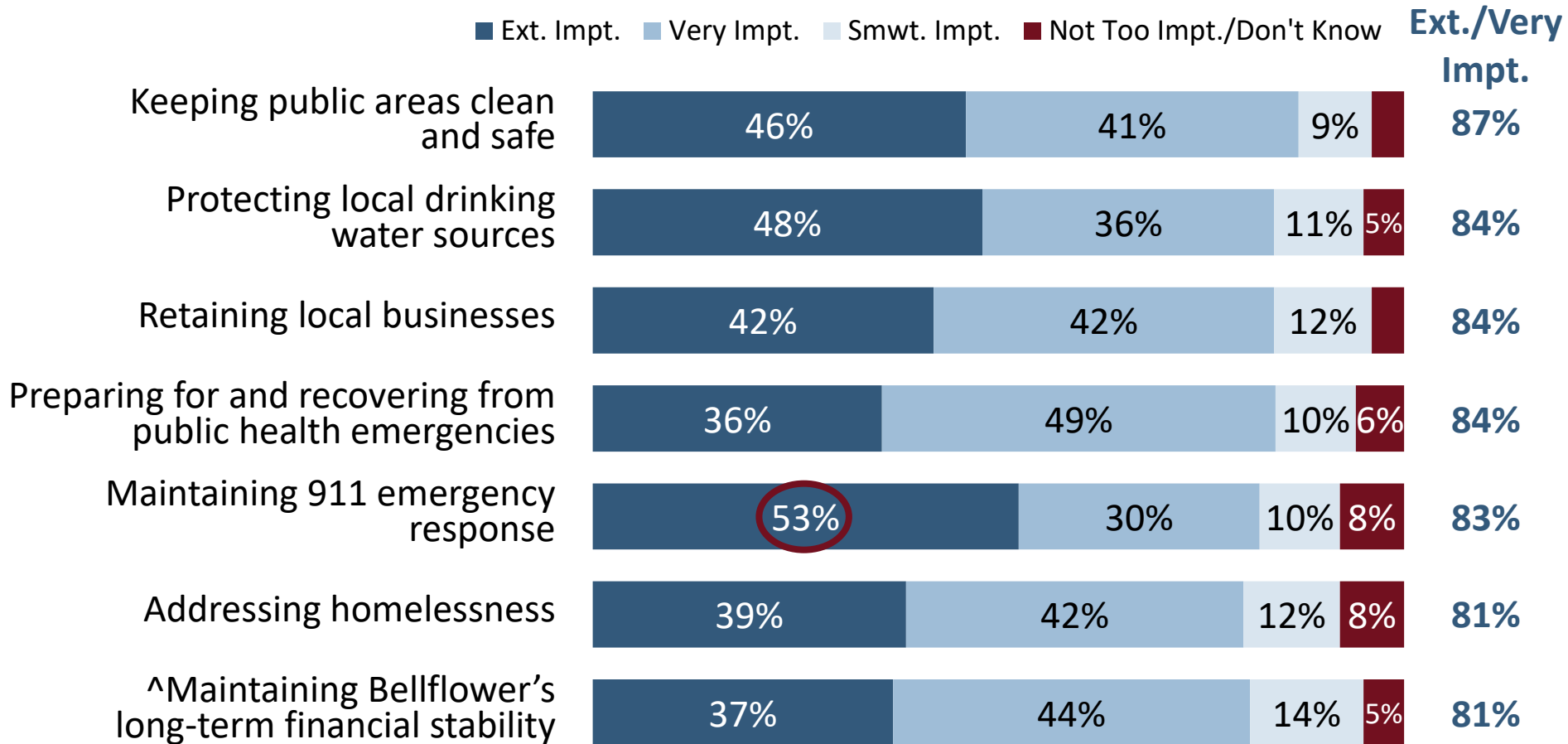


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# Voter Priorities

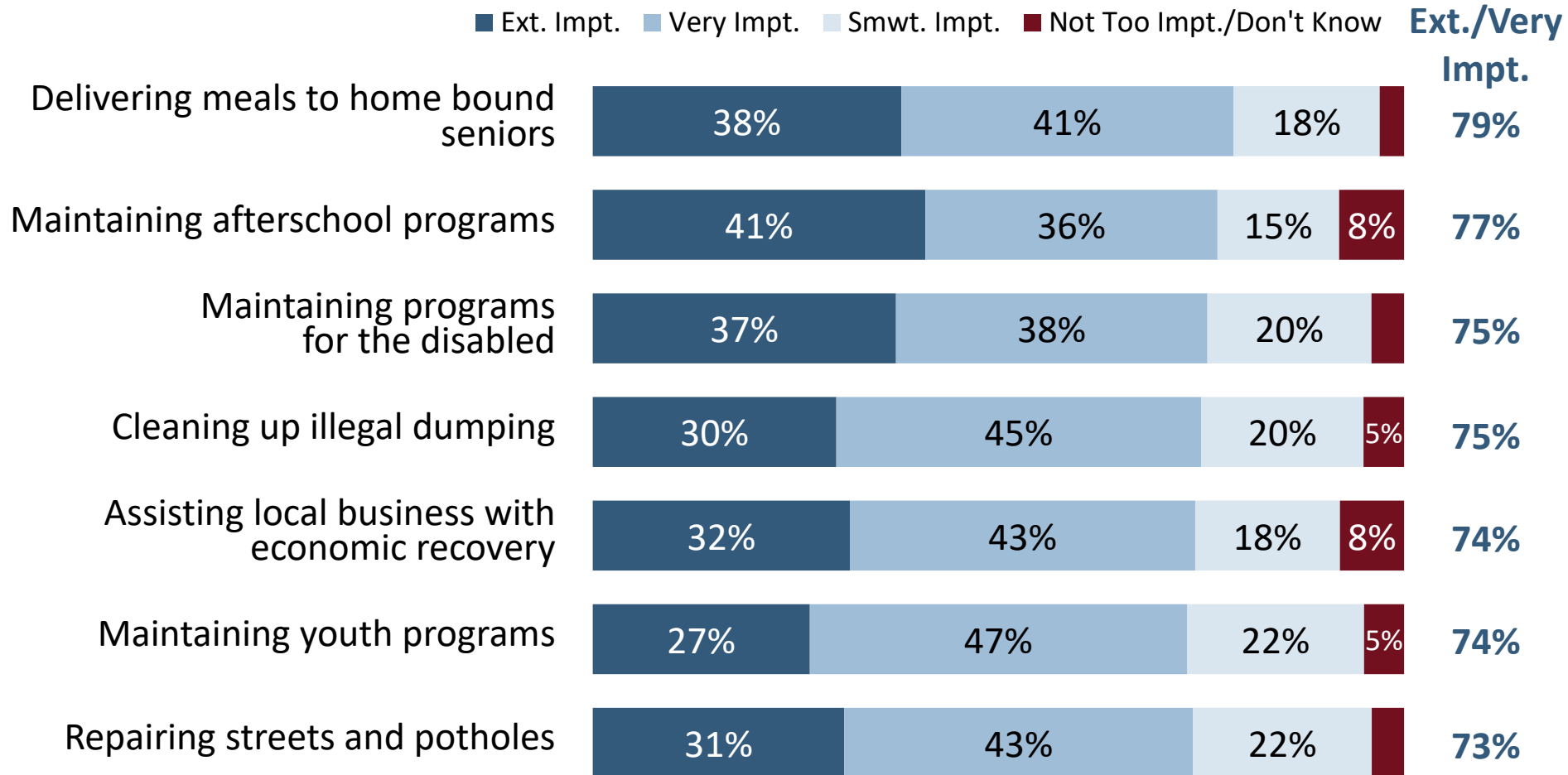
# Keeping public areas clean and safe; protecting local drinking water sources; retaining local businesses; preparing for and recovering from public health emergencies; and maintaining 911 emergency response are features considered to be extremely or very important to be included in the measure.

(Ranked by Extremely/Very Important)



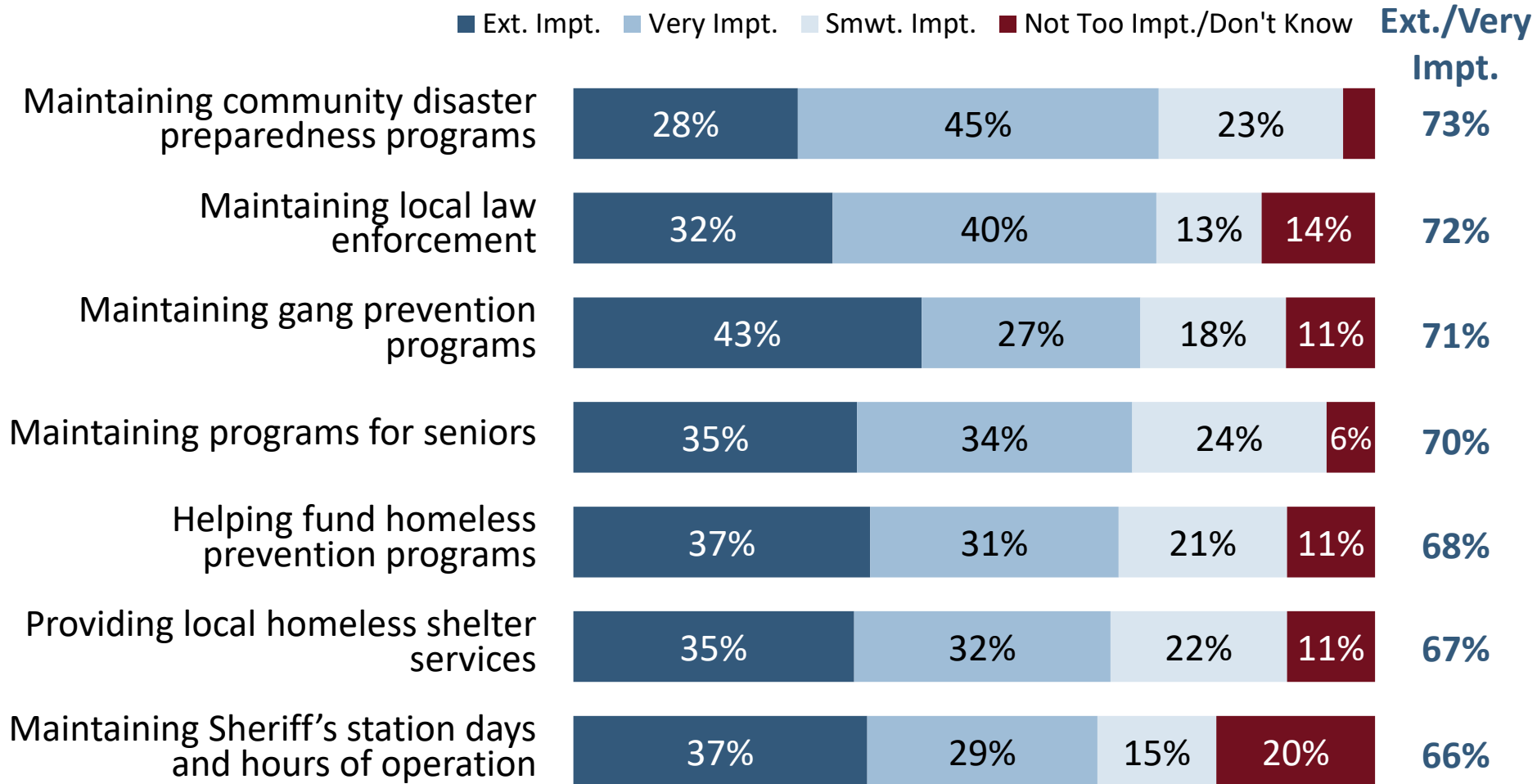
# Continued

(Ranked by Extremely/Very Important)



# Continued

(Ranked by Extremely/Very Important)







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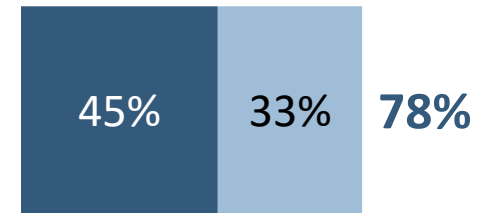
# Educational Outreach

# Addressing homelessness; requiring funds are locally controlled; upgrading local streets; and funding for local youth programs are leading reasons to support the measure.

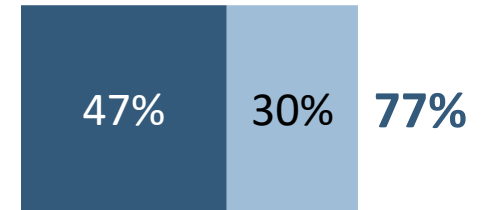
(Ranked by % Total More Inclined to Vote Yes)

■ Much More Incl. ■ Smwt. More Incl.

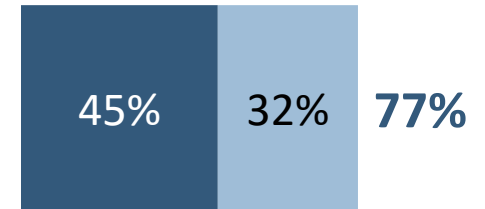
**^(HOMELESSNESS)** Prior to the current crisis, our community already had more than 150 homeless individuals. As our community looks towards recovering, this measure helps the City address homelessness by providing access to temporary shelter and homeless services including job training, health and mental health services, substance abuse treatment, and assistance to prevent home evictions. This will also ensure our business districts, parks and other public areas are clean, safe and secure for everyone.



**(LOCAL CONTROL)** In the last five years, the California state government has taken away more than \$15 million in funding for local services from the City of Bellflower. And for the last two LA County sales tax increases, only approximately 25 cents on the dollar is being returned to our city. This measure requires that all funds raised stay in our city for the essential local services you rely on and not a penny can be taken by the county, state or federal government.



**(STREETS)** Nearly half of Bellflower's streets, roads and alleys were recently rated by independent engineers as either "poor" or "very poor." These essential repairs have been put off for too long. It is time to fix our streets and make them safer before conditions get even worse and become more expensive to repair.

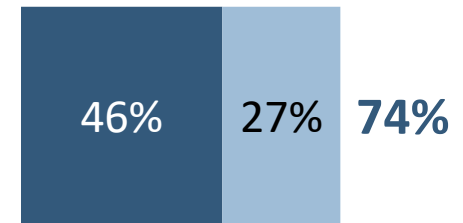


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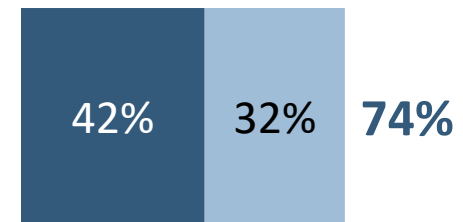
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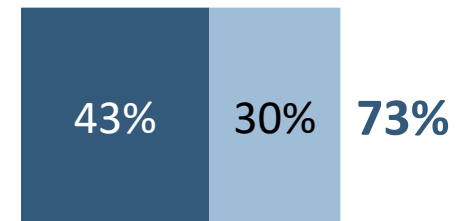
**(YOUTH)** This measure will maintain City-funded after-school and summer recreational online and in-person programs, youth job training programs; all of which provide healthy alternatives for at-risk youth who might be tempted to join local area gangs. These programs provide more than 15,000 kids in our community each year with safe and supervised activities that keep these children and youth off the streets, away from gangs and out of trouble.



**^(ACCOUNTABILITY)** This measure includes tough accountability by continuing to require annual independent financial audits, public disclosure of all spending, and ensures that all funds remain in the City of Bellflower and cannot be taken by Sacramento. These fiscal safeguards will ensure that funds from this measure will be used efficiently, effectively and as promised.



**(SELF-RELIANCE)** The current Coronavirus pandemic is having a significant impact on our economy. We have seen in the past that we cannot count on the state or federal governments to take care of our needs. This measure ensures we have continued funding to be invested in Bellflower. This includes resources that help protect small businesses that provide local jobs and local non-profits that provide essential services to our community, so we can safely help our local economy recover.

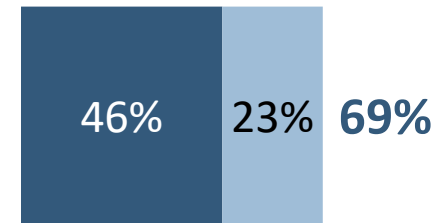


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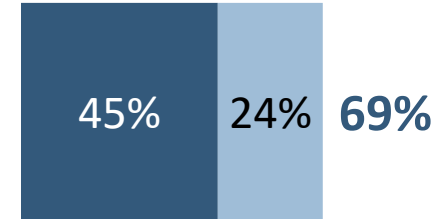
(Ranked by % Total More Inclined to Vote Yes)

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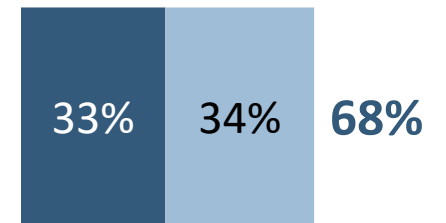
**(CUTS #1)** After the effects of the Coronavirus are considered, the City estimates a projected reduction in revenue of \$2.9 million this year and next. If this measure does not pass, the City has and will make significant employee cuts, but it will also be forced to make cuts to essential services such as Sheriff patrols, 911 emergency response times, pothole and street repairs, preparing for natural disasters and other programs that help us recover from the current crisis, and impact the safety and quality of life of our community.



**^(CRIME)** Between 2018 and 2019, home burglaries and aggravated assaults increased in the city and there were over 300 car thefts. This measure will help make our city safer by providing the funds needed to maintain and increase neighborhood Sherriff patrols and response times, as well as improve the resources dedicated to investigating and stopping crime.



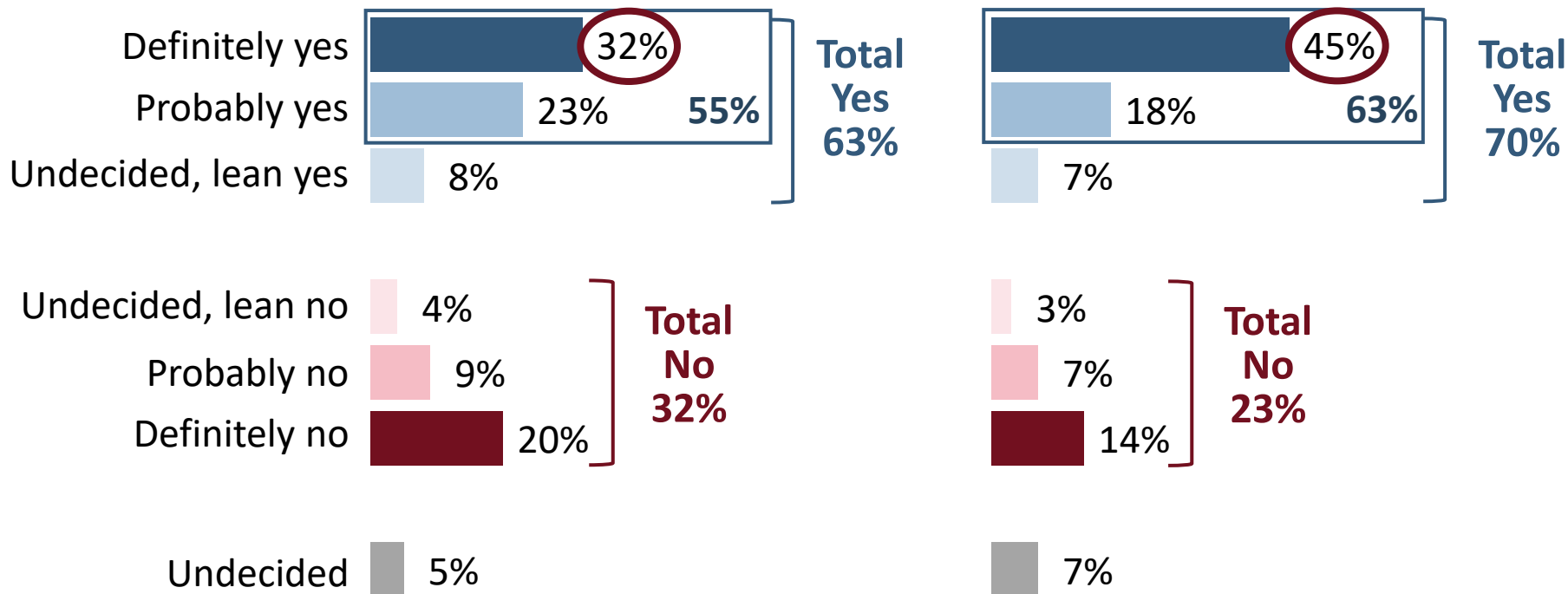
**(CUTS #2)** After the effects of the Coronavirus are considered, the City estimates a projected reduction in revenue of \$2.9 million this year and next. If this measure does not pass, the City will be forced to make cuts to programs and services that could otherwise help us recover from the current crisis, such as protecting public health and safety, working with local non-profits to provide assistance to community members in need, and helping local businesses survive.



# After education, overall support increases seven percentage points, and those saying they would definitely vote yes increases by 13 percentage points.

Initial Vote

Vote after Education



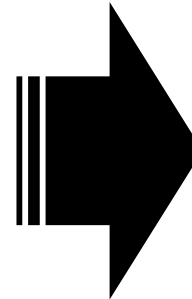
# Initial Support and Support after Education by City Council District

*(Total Yes)*

City Council District	Initial Vote	Vote after Education	Difference	Percent of Sample
<b>Total</b>	<b>63%</b>	<b>70%</b>	<b>+7%</b>	<b>100%</b>
District 1	62%	69%	+7%	24%
District 2	65%	70%	+5%	19%
District 3	61%	68%	+7%	19%
District 4	77%	82%	+5%	17%
District 5	52%	63%	+11%	21%

# Voters also received an expansive statement that could be made by opponents criticizing the measure.

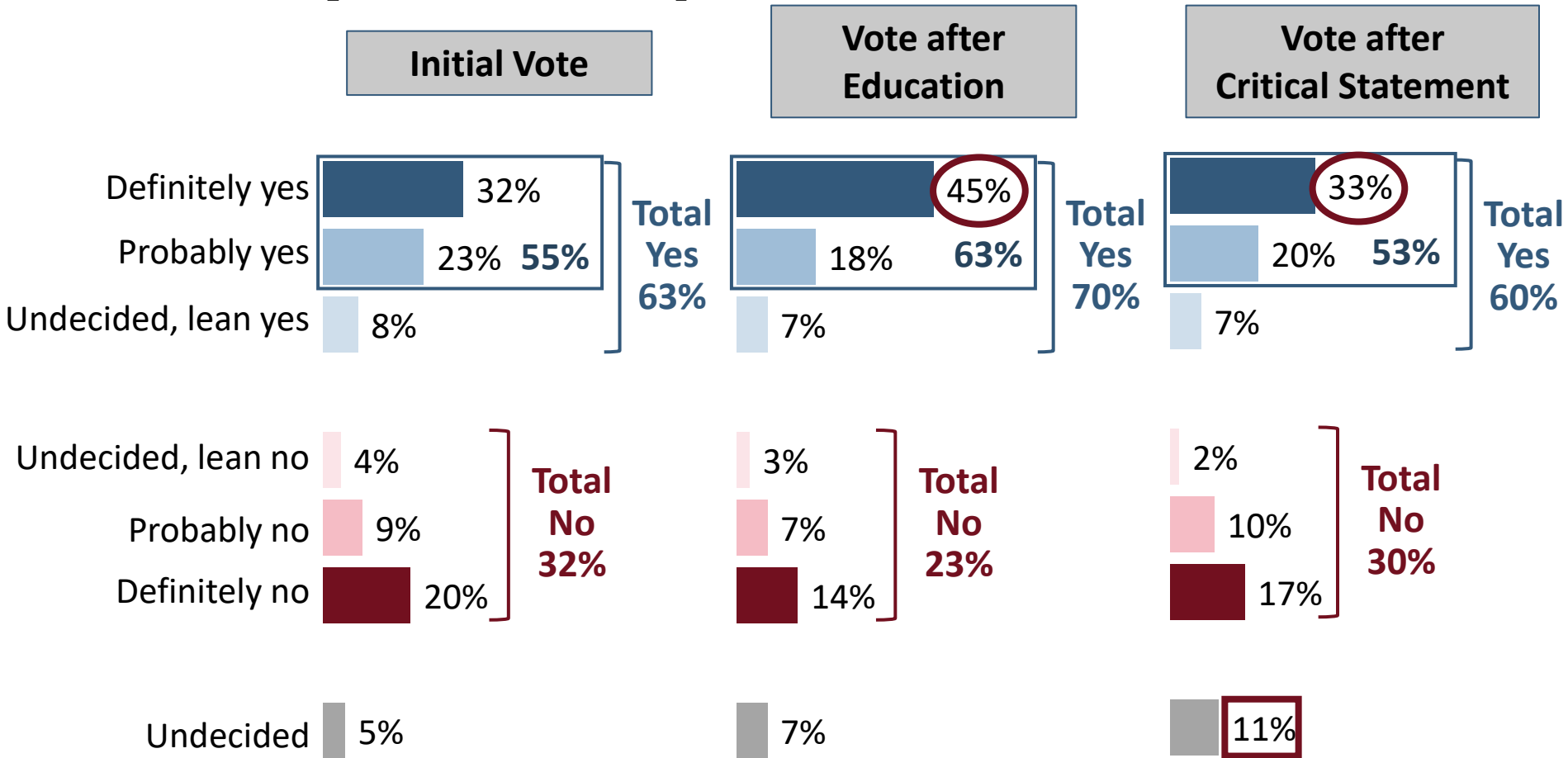
This is not the right time to raise taxes again. As we head into a recession because of the coronavirus pandemic, people are losing their jobs, taking pay cuts, and seeing their retirement accounts decline. Furthermore, this measure will only increase retail prices, making people less inclined to shop locally, and adding to the difficulties experienced by local businesses. Instead, the City should use its rainy-day reserves and learn to live within its means by cutting waste, inefficiencies, and excessive salaries and pensions to pay for essential services.



## Key Critical Arguments:

1. Not right time to raise taxes
2. Pandemic = recession
3. Increase retail prices will decrease local shopping
4. Use Rainy-day fund
5. Cut waste, salaries, pensions

# After critical statements, overall support drops 10 percentage points to 60 percent, with only one-third indicating they would definitely vote yes and 11 percent undecided.





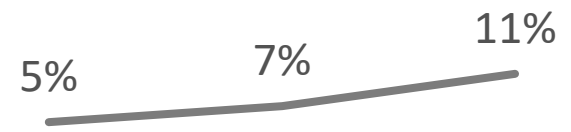
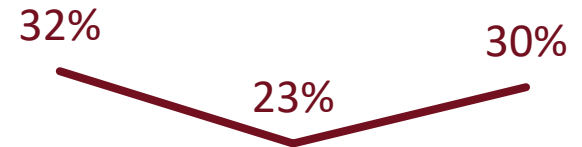
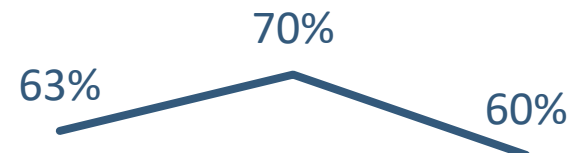
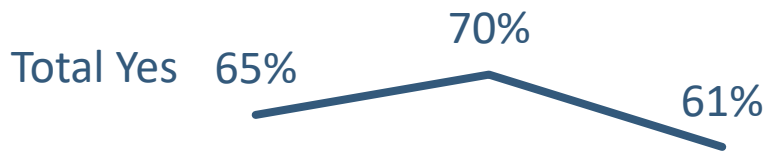
# Vote Progression line graph January-February 2020 and June 2020

January-February 2020

June 2020

Initial Vote      Vote after Education      Vote after Critical Statement

Initial Vote      Vote after Education      Vote after Critical Statement





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# Conclusions

# Conclusions

- ✓ A majority continue to perceive that the City is headed in the right direction.
- ✓ One-in-two perceive that the Pandemic will be under control within a year, smaller percentages think it will be under control within six months.
- ✓ A plurality do not perceive that the local economy will have recovered in either six months or a year.
- ✓ Almost three quarters recognize the need for additional funds, slightly more than earlier this year.

# Conclusions; Continued

- ✓ Initially, slightly more than six-in-ten would support a simple majority  $\frac{3}{4}$ -cent general purpose sales tax; statistically similar to the baseline survey.
- ✓ Keeping public areas clean and safe; protecting local drinking water sources; retaining local businesses; preparing for and recovering from public health emergencies; and maintaining 911 emergency response are considered among the most important potential features of the measure.

# Conclusions; Continued

- ✓ Educational statements about addressing homelessness; the desire for local control of tax revenues; the need to repair local streets; and ensuring Bellflower youth have activities to remain safe are leading reasons to support the measure.
- ✓ After education, support rises to 7-in-10; however, after a critical statement, support drops to roughly 6-in-10. Despite the decline, support still remains above the margin of error for passage.
- ✓ It is important to note that only one-third said they would definitely vote yes by the end of the survey – seven percentage points less than in the baseline survey.



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& STRATEGY