

**Godbe Research
June 2005
Toplines**

**City of Albany
Voter Survey (n=300)**

Hello, May I speak with _____? Hello, my name is _____ and I'm calling on behalf on GRA, a public opinion research firm. We're conducting a survey concerning some important issues that the voters in your area will be facing and we would like to get your opinions. It should just take just a few minutes of your time.

(IF NEEDED:) This is a survey only and I am not selling anything.

(IF THE PERSON ASKS WHY YOU ONLY WANT TO TALK TO THE INDIVIDUAL LISTED ON THE SAMPLE, OR ASKS IF THEY ARE ABLE TO PARTICIPATE INSTEAD OF THE INDIVIDUAL, THEN SAY: I'm sorry, but for statistical purposes this survey must only be completed by this particular individual.)

(IF THE INDIVIDUAL INDICATES THAT THEY ARE AN EMPLOYEE OF THE CITY, AN ELECTED OFFICIAL, OR A CITY COUNCIL MEMBER, THANK THEM FOR THEIR TIME, POLITELY EXPLAIN THAT THE FOCUS OF THIS SURVEY IS ON THE PUBLIC'S PERCEPTION OF CITY ISSUES, AND TERMINATE THE INTERVIEW.)

(IF THE INDIVIDUAL SAYS THEY ARE ON THE NATIONAL DO NOT CALL LIST, RESPOND BASED ON THE GUIDELINES FROM THE MARKETING RESEARCH ASSOCIATION. FOR EXAMPLE, IF THE INDIVIDUAL SAYS: "There's a law that says you can't call me," RESPOND WITH: "Most types of opinion and marketing research studies are exempt under the law that congress recently passed. That law was passed to regulate the activities of the telemarketing industry. This is a legitimate research call. Your opinions count!")

CONVENTIONAL ROUNDING RULES (.5 OR ABOVE IS ROUNDED UP TO THE NEXT WHOLE NUMBER, AND .4 OR BELOW IS ROUNDED DOWN TO THE PREVIOUS NUMBER) APPLY TO THE PERCENTAGES ON THE FOLLOWING PAGES. AS A RESULT, THE PERCENTAGES BELOW MAY NOT ADD UP TO 100 PERCENT.



1. How long have you lived in Albany?

Less than 1 year -----	1%
1 to 3 years-----	14%
4 to 9 years-----	26%
10 to 15 years -----	17%
16 or more years-----	42%
Don't know-----	0%

2. I'd like to ask you about some issues in your community. For each one, I'd like you to tell me how important this issue is to you.

Here's the (first/next) one: Is _____ extremely important, very important, somewhat important, or not too important to you?

RANDOMIZE

	Extremely <u>Imp.</u>	Very <u>Imp.</u>	Swt. <u>Imp.</u>	Not too <u>Imp.</u>	(DON'T READ) <u>Don't Know</u>
A. Reducing the risk of flooding-----	5%	15%	32%	44%	3%
B. Maintaining facilities at local parks	19%	51%	27%	3%	1%
C. Maintaining library services -----	37%	49%	13%	0%	0%
D. Repaving local streets -----	10%	32%	50%	8%	0%
E. Reducing local traffic congestion --	16%	27%	38%	19%	0%
F. Preventing local tax increases-----	9%	16%	32%	42%	2%
G. Providing facilities and services for youth-----	22%	49%	24%	5%	1%
H. Preventing crime -----	32%	43%	22%	3%	0%
I. Improving public safety capabilities	14%	38%	37%	8%	3%

3. Within the next year, voters of the City of Albany may be asked to vote on a number of various measures. Let me read you a summary of one of the measures that is being considered.

In order to:

- Purchase and renovate the historic Veteran's Building in Memorial Park;
- Replace damaged or unreliable storm drains,
- Improve park and recreational facilities and public landscaping;
- Maintain and expand youth and recreational programs;
- Maintain Library services;
- Repave deteriorated City streets; and,
- Improve fire and police buildings,

Shall the City of Albany be authorized to levy a \$145 per parcel tax with a guaranteed annual audit?

If the election were held today, would you vote yes or no on this measure?
(GET ANSWER, THEN ASK): Would that be definitely (yes/no) or probably (yes/no)?

Definitely yes -----	41%	SKIP TO Q5
Probably yes -----	34%	
Probably no -----	6%	
Definitely no -----	12%	
Don't know -----	7%	

4. The exact amount of the parcel tax increase for youth, park, and recreational programs, library services, the Veteran’s building, and street maintenance has not been decided yet. However, several rates are being considered.

If you heard that, in order to fund the areas we’ve been talking about, each property owner would pay an increase of _____ (READ ITEM ‘A’ FIRST AND CONTINUE IN ORDER) would you vote yes or no on this measure? (GET ANSWER, THEN ASK:) Is that definitely (yes/no) or probably (yes/no)?

(READ IN SEQUENCE UNTIL ALL ITEMS ARE READ. IF RESPONDENTS SAYS ‘DEFINITELY YES’, RECORD ‘DEFINITELY YES’ FOR ALL OTHER LOWER TAX RATE(S), AND GO TO Q5)

DO NOT RANDOMIZE	Definitely <u>yes</u>	Probably <u>yes</u>	Probably <u>no</u>	Definitely <u>no</u>	(DON'T READ) <u>Don't Know</u>
A. \$130 per year -----	47%	29%	8%	10%	6%
B. \$115 per year -----	52%	23%	9%	11%	5%
C. \$100 per year -----	58%	23%	7%	8%	4%
D. \$85 per year -----	63%	22%	4%	8%	3%
E. \$70 per year -----	66%	21%	2%	7%	3%

5. The measure we've been discussing would fund a variety of improvements to the City. For each of the following statements please tell me if you would be more or less likely to vote for the measure given the information.

If you heard that some of the funds would be used to _____ would you be more or less likely to vote for the measure? (GET ANSWER, THEN ASK) Is that much (more/less) likely or somewhat (more/less) likely?

RANDOMIZE	Much More Likely	Swt. More Likely	(DON'T READ) No Effect	Swt. Less Likely	Much Less Likely	(DON'T READ) DK/NA
A. Replace damaged or unreliable storm drains in the Curtis-Nielsen neighborhood South of Sonoma Avenue --	19%	39%	18%	13%	7%	4%
B. Repair and perform major rehabilitation to deteriorated City streets -----	30%	47%	8%	11%	3%	1%
C. Purchase, rehabilitate, and renovate the historic Veteran's Building in Memorial Park -----	22%	34%	14%	17%	9%	4%
D. Improve the landscaping along the Key Route median-----	14%	26%	21%	25%	11%	2%
E. Purchase vacant land near Pierce street and convert it into a neighborhood park ---	29%	34%	11%	13%	11%	2%
F. Maintain and expand City park and recreation programs----	33%	46%	8%	6%	6%	1%
G. Maintain and expand youth programs-----	39%	45%	7%	5%	2%	2%
H. Expand the number of hours per week the Library is open to the public -----	46%	38%	6%	6%	3%	2%
I. Repave damaged areas along Pierce Street as well as Masonic, Portland, and Solano Avenues-----	22%	46%	12%	13%	5%	2%
J. Expand police and fire stations to meet current operations needs and improve effectiveness -	32%	43%	7%	13%	4%	1%
K. Upgrade City Hall to be more energy efficient, environmentally friendly, and service oriented	19%	38%	15%	16%	10%	3%
L. Improve City landscaping services and athletic field maintenance -----	22%	38%	14%	17%	8%	2%

6. Now that you know a little more about the measure, let me read you the summary again:

In order to:

- Purchase and renovate the historic Veteran's Building in Memorial Park;
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- Maintain Library services;
- Repave deteriorated City streets; and,
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(GET ANSWER, THEN ASK): Would that be definitely (yes/no) or probably (yes/no)?

Definitely yes -----	46%
Probably yes -----	29%
Probably no -----	9%
Definitely no-----	12%
Don't know-----	4%

ROTATE THE ORDER OF QUESTIONS 7 & 8

7. During the next several months, voters will hear arguments from supporters in favor of the proposed measure we have been discussing. As I read each of the arguments for the measure, please tell me if you would be more likely to vote yes on the measure given that argument. If you heard that _____, would you be much more likely or somewhat more likely to vote yes on the measure, or does the information have no effect on how you would vote?

RANDOMIZE	<u>Much More Likely</u>	<u>Swt. More Likely</u>	<u>No Effect</u>	<u>(DON'T READ) DK/NA</u>
A. Albany has a growing family segment within its community and needs additional park and recreational facilities and programs-----	27%	35%	37%	1%
B. The measures will help improve the aesthetics of the City -----	18%	32%	48%	2%
C. The measures will help improve the City and keep real estate values high-----	21%	34%	43%	2%
D. A local measure will ensure the funds are spent within Albany and without State interference -----	35%	32%	32%	2%
E. Without the measure, public facilities will become unsafe and inaccessible -----	30%	33%	34%	3%
F. The measure will maintain one of Albany's most historic buildings, the Veteran's building in Memorial Park-----	19%	36%	44%	1%
G. The City did a good job spending measure F funds wisely and will do the same with this measure -----	19%	34%	40%	8%
H. The measure will help attract and retain quality police and firefighters-----	30%	35%	34%	2%
I. The measure will help to restore money that the State has taken away since 1991 -----	33%	34%	32%	1%

8. During the next several months, voters will hear arguments from opponents of the proposed measure we have been discussing. As I read each of the arguments against the measure, please tell me if you would be more likely to vote no on the measure given that argument. If you heard that _____, would you be much more likely or somewhat more likely to vote no on the measure, or does the information have no effect on how you would vote?

RANDOMIZE	<u>Much More Likely</u>	<u>Swt. More Likely</u>	<u>No Effect</u>	<u>(DON'T READ) DK/NA</u>
A. City administrators can't be trusted to spend the money appropriately -----	12%	18%	67%	4%
B. Voters recently approved a measure that was supposed to cover these areas-----	19%	40%	37%	4%
C. Taxes are already too high -----	9%	15%	75%	1%
D. An improved Veteran's Memorial will only lead to increased maintenance costs and eventually more taxes to support it-----	9%	15%	75%	1%
E. Funds for these improvements should come out of the City's general fund, not taxpayer's pockets-----	14%	19%	62%	5%

9. Now that you know even more about the measure, let me read you the summary one last time:

In order to:

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- Maintain Library services;
- Repave deteriorated City streets; and,
- Improve fire and police buildings,

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Definitely yes -----	43%
Probably yes -----	31%
Probably no -----	9%
Definitely no -----	13%
Don't know -----	4%

10. If you heard that a portion of the parcel tax will expire in seven years and that approximately **50%** will remain for another **15** years in order to repay the issuance of bonds for the facility improvements throughout the City, would you vote yes or no on this measure? (GET ANSWER, THEN ASK): Would that be definitely (yes/no) or probably (yes/no)?

Definitely yes -----	34%
Probably yes -----	34%
Probably no -----	11%
Definitely no -----	12%
Don't know -----	9%

Now for some background questions for comparison purposes.

11. How frequently do you visit public parks in Albany?

Everyday-----	7%
5 to 6 times a week -----	5%
2 to 4 times a week -----	20%
Once a week-----	16%
2 to 3 times a month -----	10%
Once a month -----	13%
Less than once a month -----	20%
Never -----	10%
Don't know-----	1%

12. Generally speaking, are you satisfied or dissatisfied with the job the City of Albany is doing to provide city services? (GET ANSWER, THEN ASK:)
Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

Very satisfied -----	40%
Somewhat satisfied -----	51%
Somewhat dissatisfied-----	6%
Very dissatisfied -----	2%
Don't know-----	2%

**Those are all the questions I have for you.
Thank you very much for participating.**

A. Interviewer record respondent's sex:

Male-----44%
Female -----56%

FROM VOTER FILE

B. Age:

18-29 years ----- 6%
30-39 years -----14%
40-49 years -----21%
50-64 years -----36%
65+ years -----14%
Not coded----- 9%

C. Party:

Democrat -----72%
Republican ----- 8%
Other----- 7%
DTS -----13%

D. Voting History:

	<u>Yes</u>	<u>No</u>
a. Voted 6/98-----	56%	44%
b. Voted 11/98-----	100%	0%
c. Voted 3/00-----	67%	33%
d. Voted 11/00-----	79%	22%
e. Voted 3/02-----	58%	42%
f. Voted 11/02-----	84%	16%
g. Voted 3/04-----	94%	6%
h. Voted 11/04-----	98%	2%

E. Voting Propensity:

Once -----	0%
Twice -----	1%
Three times -----	11%
Four times -----	9%
Five times-----	8%
Six times -----	12%
Seven times-----	20%
Eight times -----	39%
Never voted-----	0%

F. Absentee Propensity:

Once -----	21%
Twice -----	11%
Three times -----	6%
Four times -----	3%
Five times-----	2%
Six times -----	3%
Seven times-----	2%
Eight times -----	0%
Never voted absentee-----	52%

G. Permanent Absentee :

Yes -----	34%
No -----	66%

H. Household Party Type:

Democrat (1)	37%
Democrat (2+)	27%
Republican (1)	3%
Republican (2+)	2%
Other (1)	13%
Other (2)	4%
Democrat and Republican	3%
Democrat and Other	9%
Republican and Other	2%
Mixed	1%

I. Likely Vote by Mail:

Yes	36%
No	64%