



# City of Palm Springs Issues Survey

Survey Conducted  
July 19-23, 2017

*Fairbank, Maslin, Maullin, Metz & Associates – FM3*

*PUBLIC OPINION RESEARCH & STRATEGY*

**220-4843**

# Methodology

Conducted a dual mode survey online and by telephone (landlines and cell phones) July 19th to July 23rd, 2017

Interviews with a random sample of 737 City of Palm Springs registered voters likely to vote in the November 2017 Municipal Election

Overall Margin of error:  $\pm 3.6\%$ ; for half the sample is  $\pm 5.2\%$

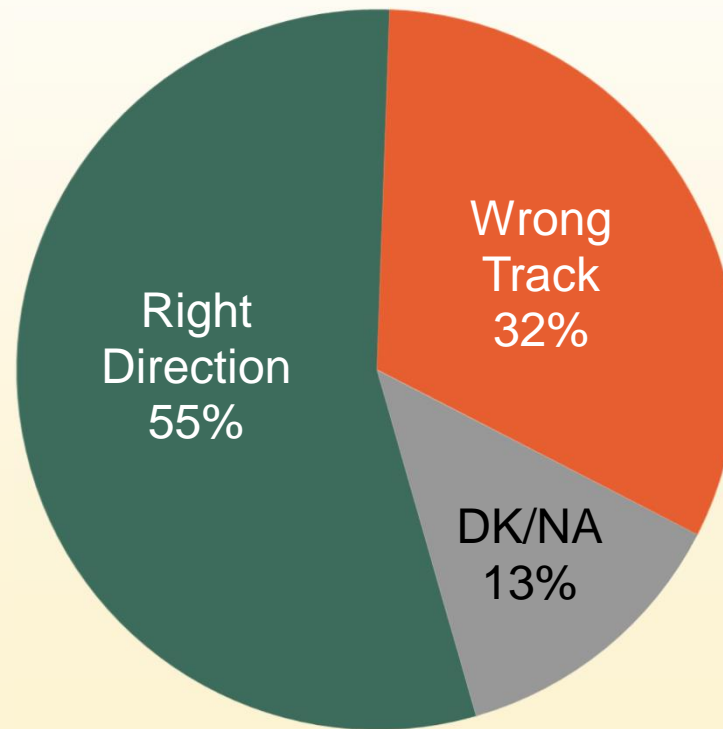
Some percentages may not sum up to 100% due to rounding



# Current Perceptions

# A majority of respondents have a positive view of the direction of the City.

*Would you say that things in Palm Springs are generally headed in the right direction or do you feel that things are seriously off on the wrong track?*



# About two thirds perceive there is a great or some need for additional funds for public safety services, specifically, and a majority perceives the need for additional funds for city services in general.

*(Ranked by Great/Some Need)*

■ Great/Some Need   ■ Little Need   ■ No Real Need   ■ DK/NA

For public safety services specifically



To provide the level of city services that Palm Springs residents need and want

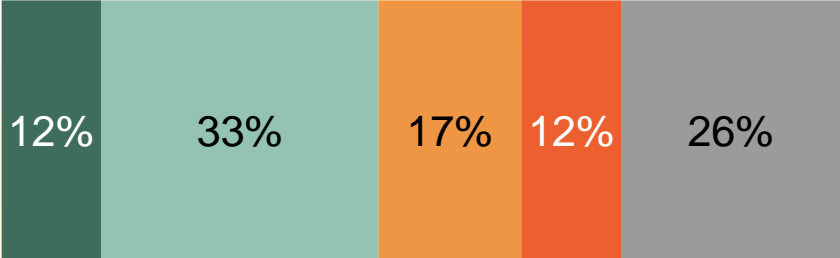


# A plurality perceive that the City government is doing a good job of managing Measure J funds and the funds have been spent as promised.

(Ranked by Total Accurate)

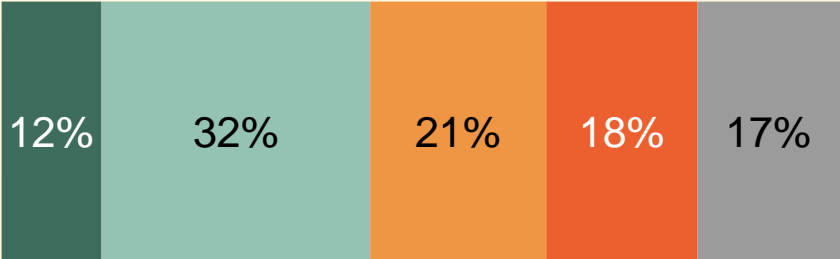
■ Very Acc.  
 ■ Smwt. Acc.  
 ■ Smwt. Inacc.  
 ■ Very Inacc.  
 ■ DK/NA  
 **Total Acc.**   **Total Inacc.**

The revenue from Measure J, the existing sales tax measure, has been spent as promised to voters



**44%**   **30%**

The Palm Springs City government has done a good job of managing the revenue from Measure J, the existing sales tax measure



**44%**   **39%**



# Ballot Measures

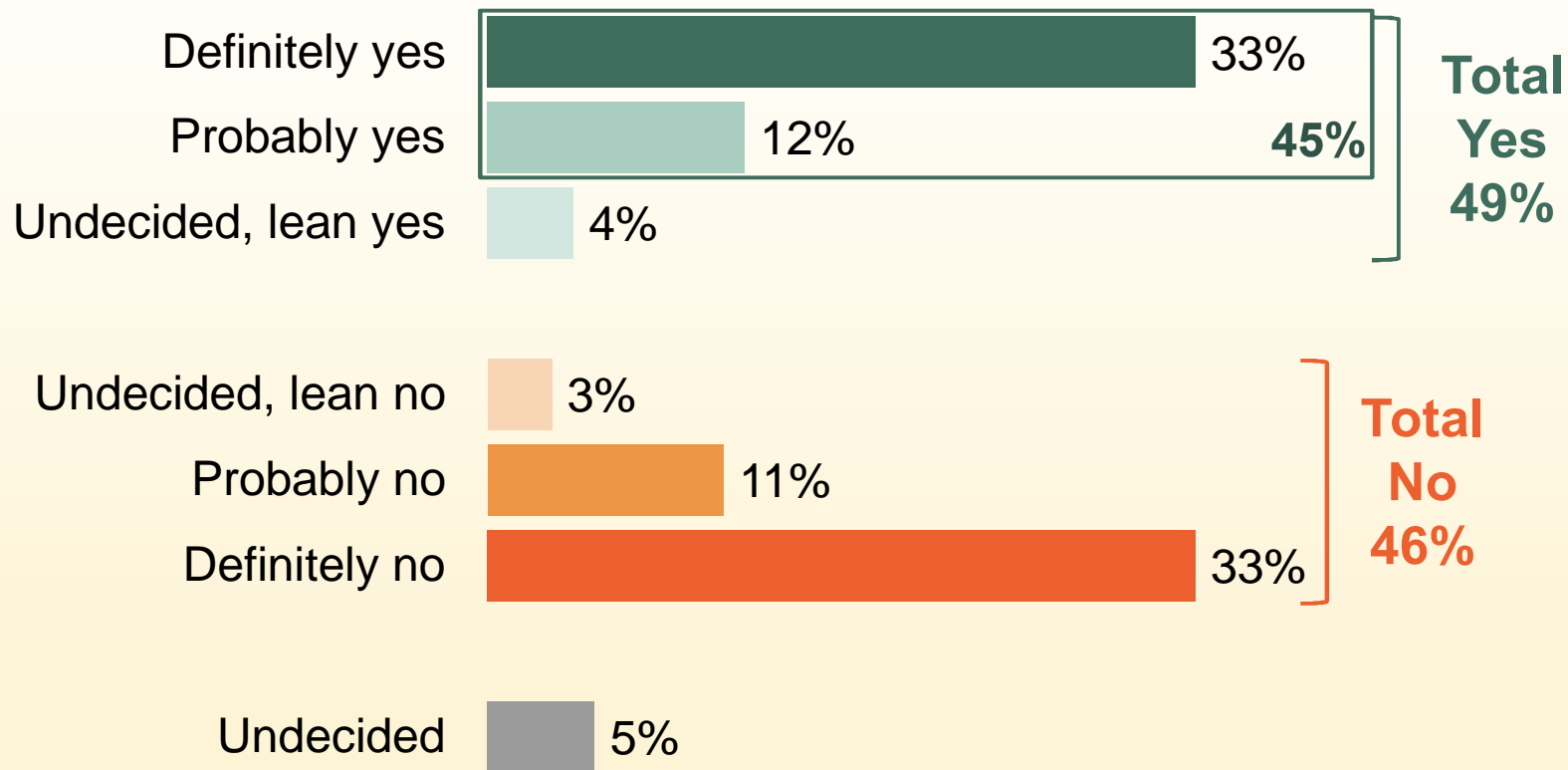
# Ballot Title and Summary for a Dedicated Public Safety Sales Tax

## **MEASURE P. PALM SPRINGS PUBLIC SAFETY AND EMERGENCY RESPONSE MEASURE.**

To keep Palm Springs safe by adding firefighters, paramedics and police officers to improve neighborhood and downtown safety; maintain rapid 911 emergency response times; improve response to assault, burglaries and other crimes, increase neighborhood and downtown patrols and improve pedestrian safety; shall the City of Palm Springs establish a one-half cent sales tax; requiring audits and public oversight, with all funds used for Palm Springs public safety?



# Slightly less than half initially said they would vote yes on the dedicated 1/2-cent public safety sales tax measure.

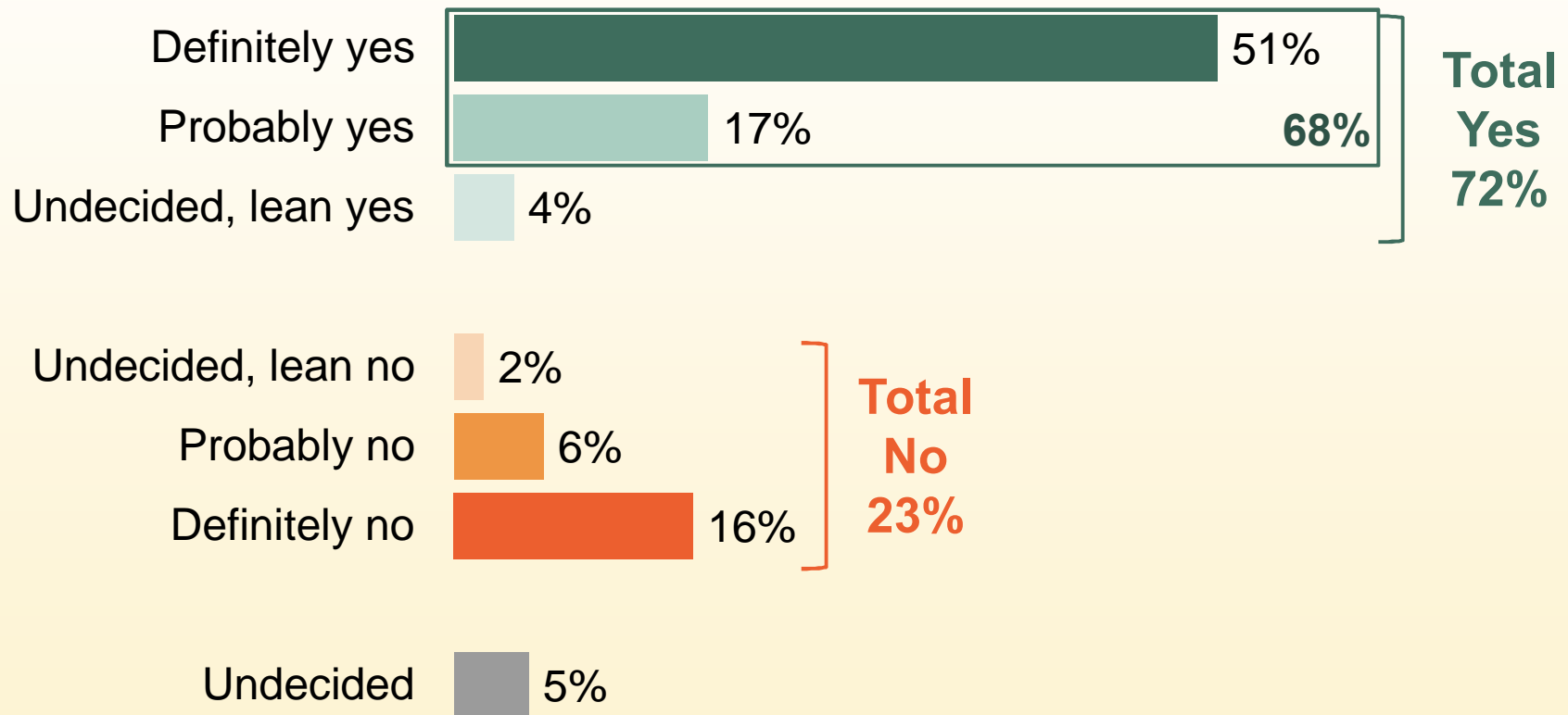


# Ballot Title and Summary for a General-Purpose Cannabis Business Tax

## Measure M. PALM SPRINGS RECREATIONAL MARIJUANA TAXATION MEASURE.

Shall Palm Springs update the existing gross receipts tax on medical cannabis collectives and cooperatives to also apply to all medical and adult-use cannabis businesses apart from cultivation businesses, which will instead be taxed at the rate of no more than \$10 per square foot, to be used to maintain and improve city services such as addressing homelessness, increasing affordable housing and public safety; requiring audits and public oversight, with all funds used in Palm Springs?

# Seventy-two percent initially said they would vote yes on the cannabis business tax, with a majority saying they would definitely vote yes.

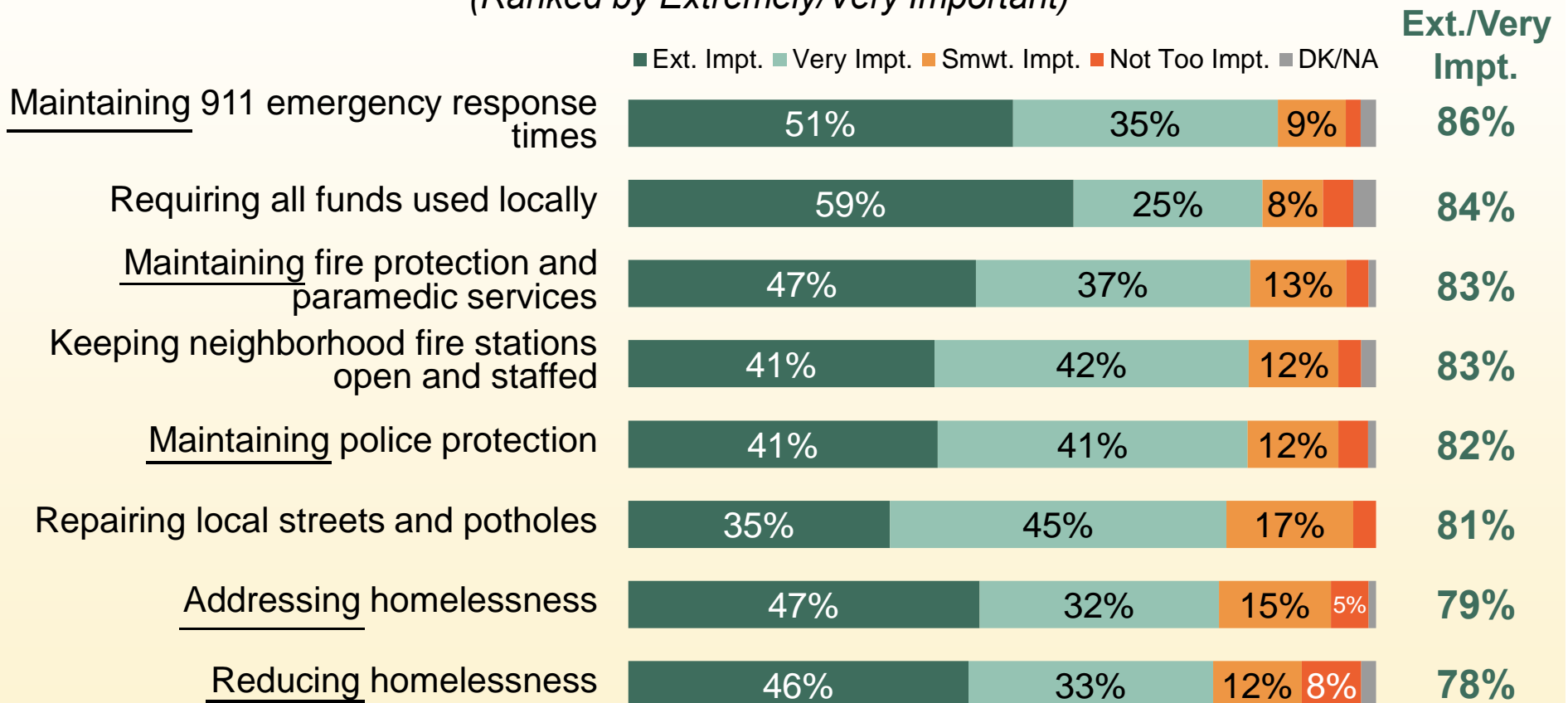




# Gauging Priorities and the Effects of Educational Outreach

# Maintaining public safety services and response times and local control of tax revenue lead the list of priorities, but high percentages also prioritize street maintenance and addressing homelessness.

(Ranked by Extremely/Very Important)



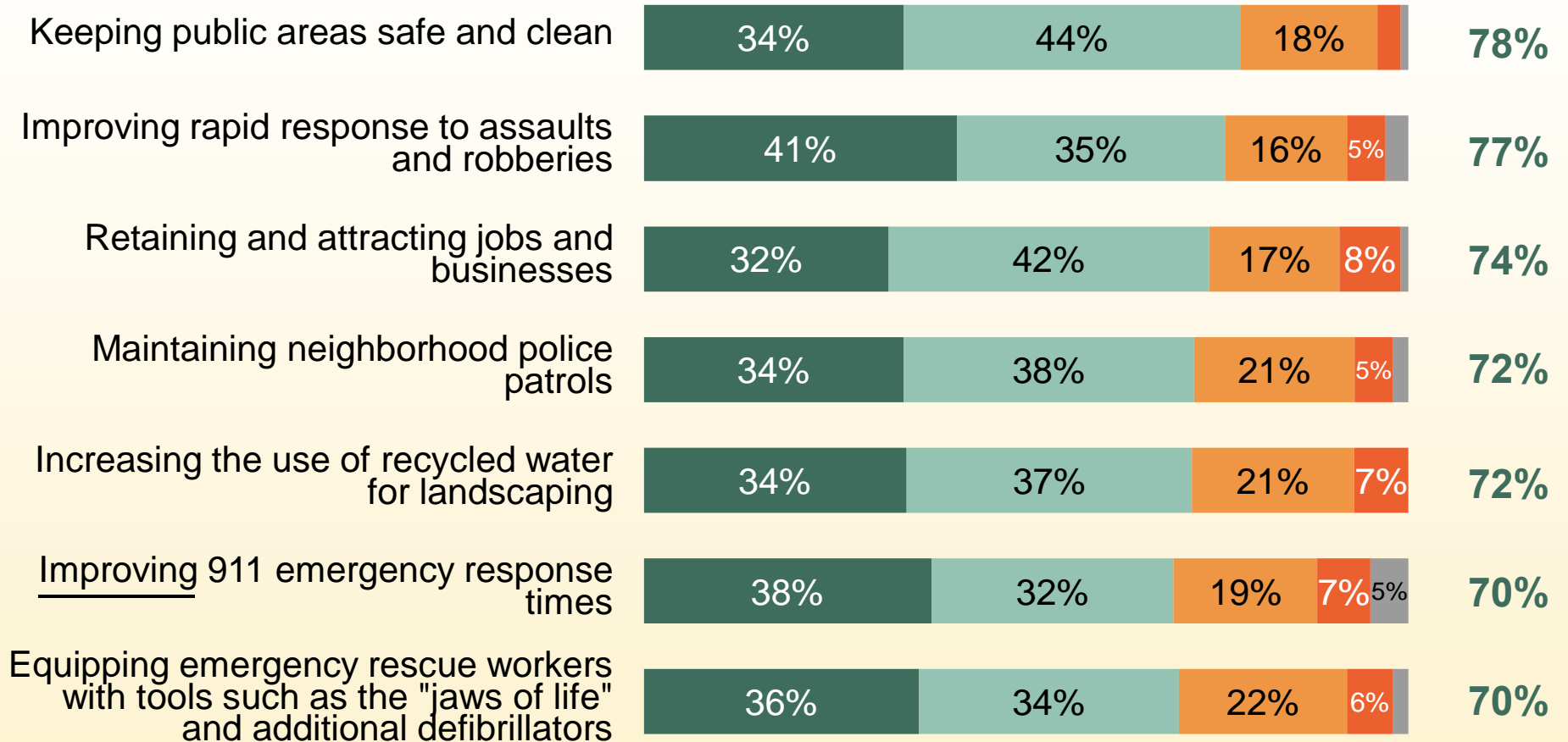
Q5 b-x, z-uu. Thinking again about the ballot measures we have been discussing, the features and provisions of the measures have not yet been finalized. I would like to mention some features and provisions that may be included in one or both of the measures. Regardless of whether you support the measures, as I read each one, please tell me how important it is to you that each feature or provision be included. Is it extremely important, very important, somewhat important, or not too important? Split Sample

# Continued

(Ranked by Extremely/Very Important)

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ DK/NA

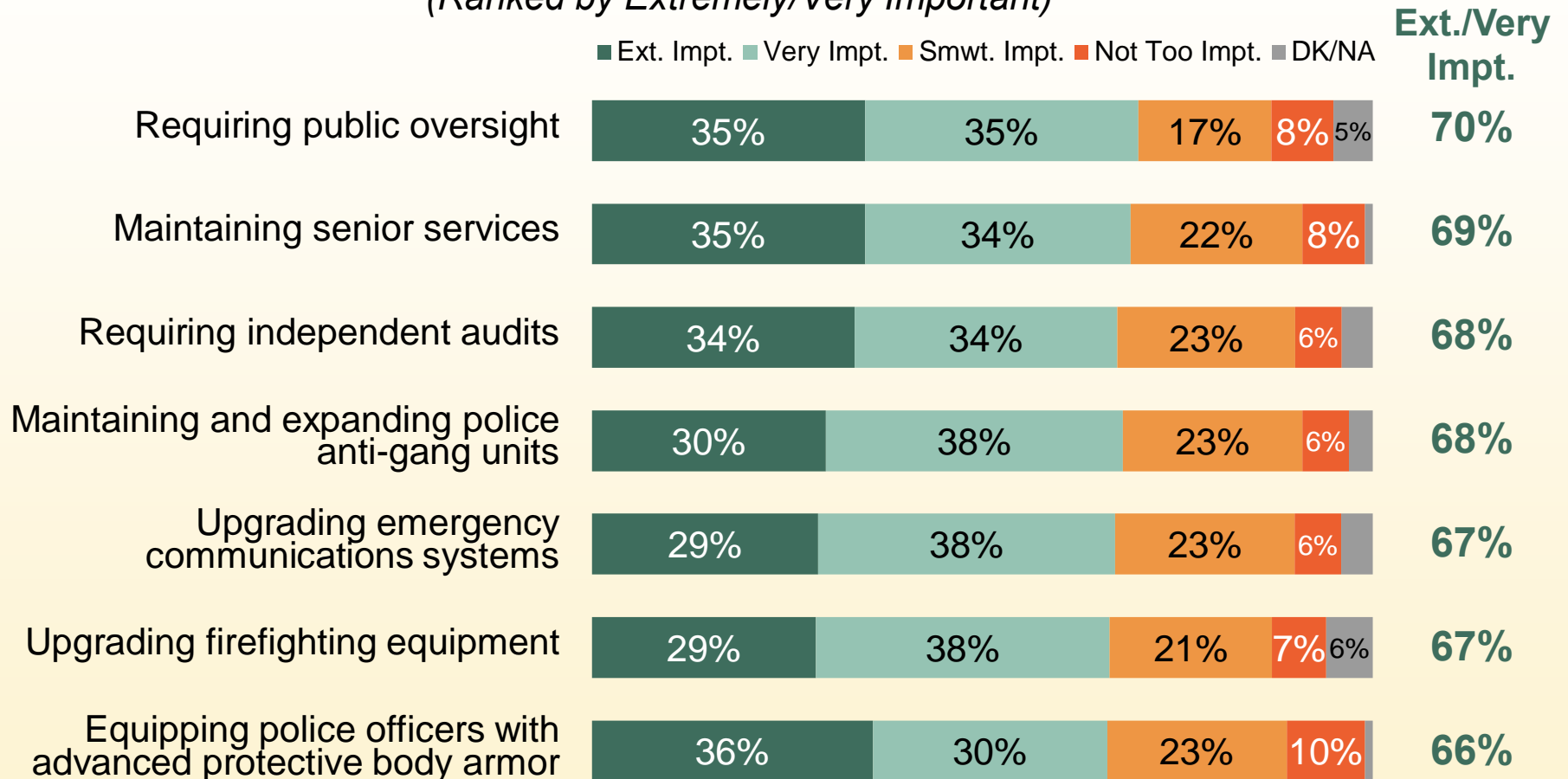
Ext./Very  
Impt.



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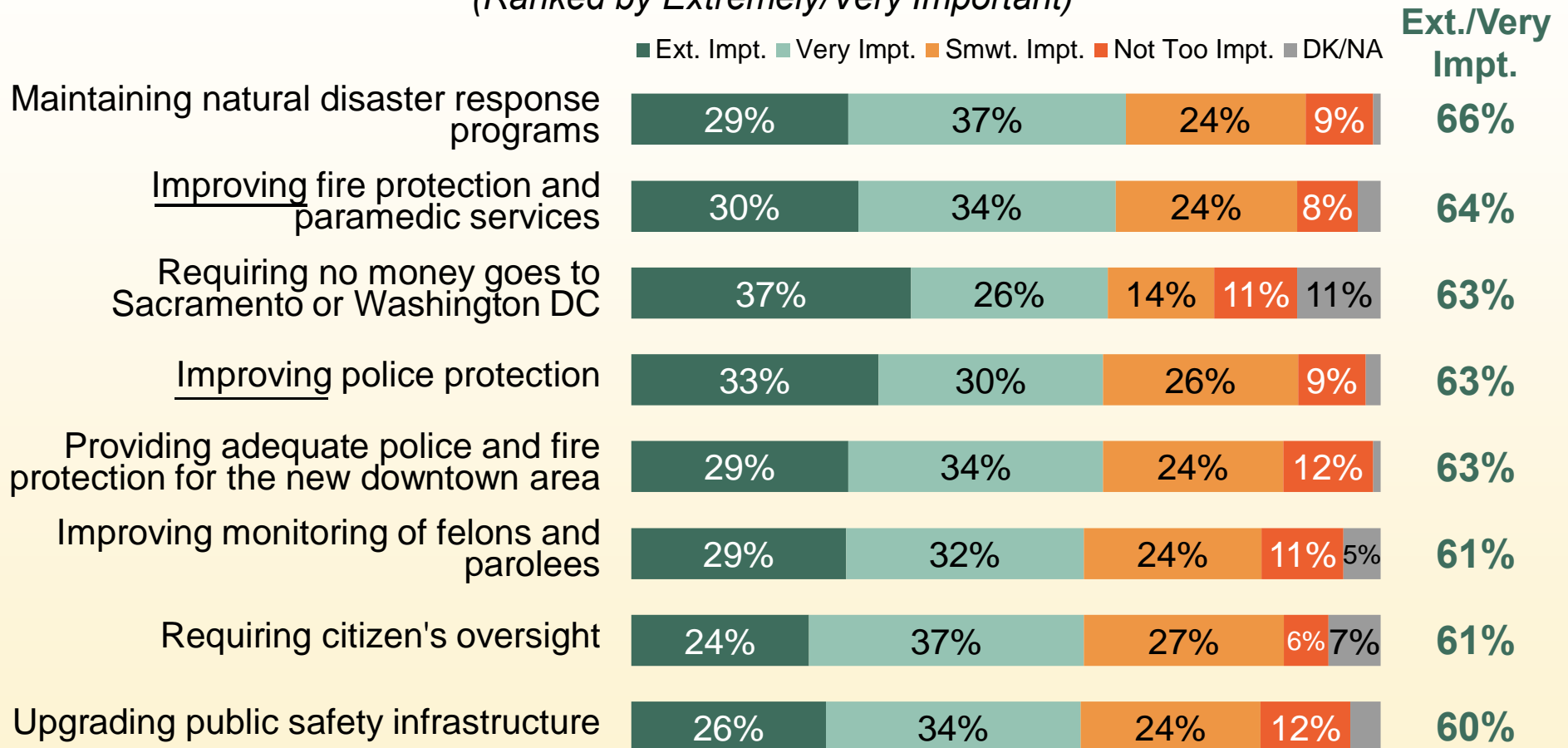
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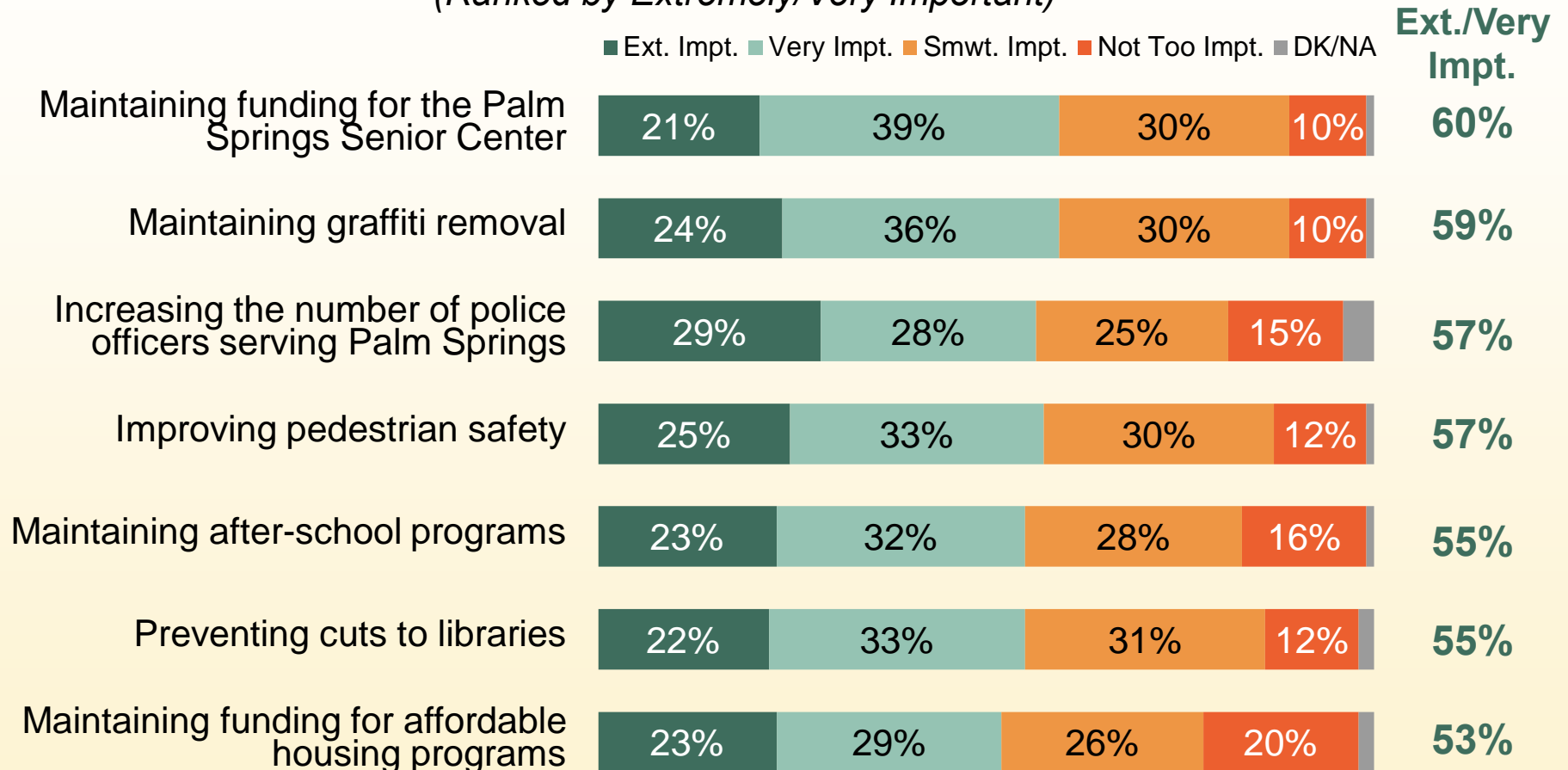


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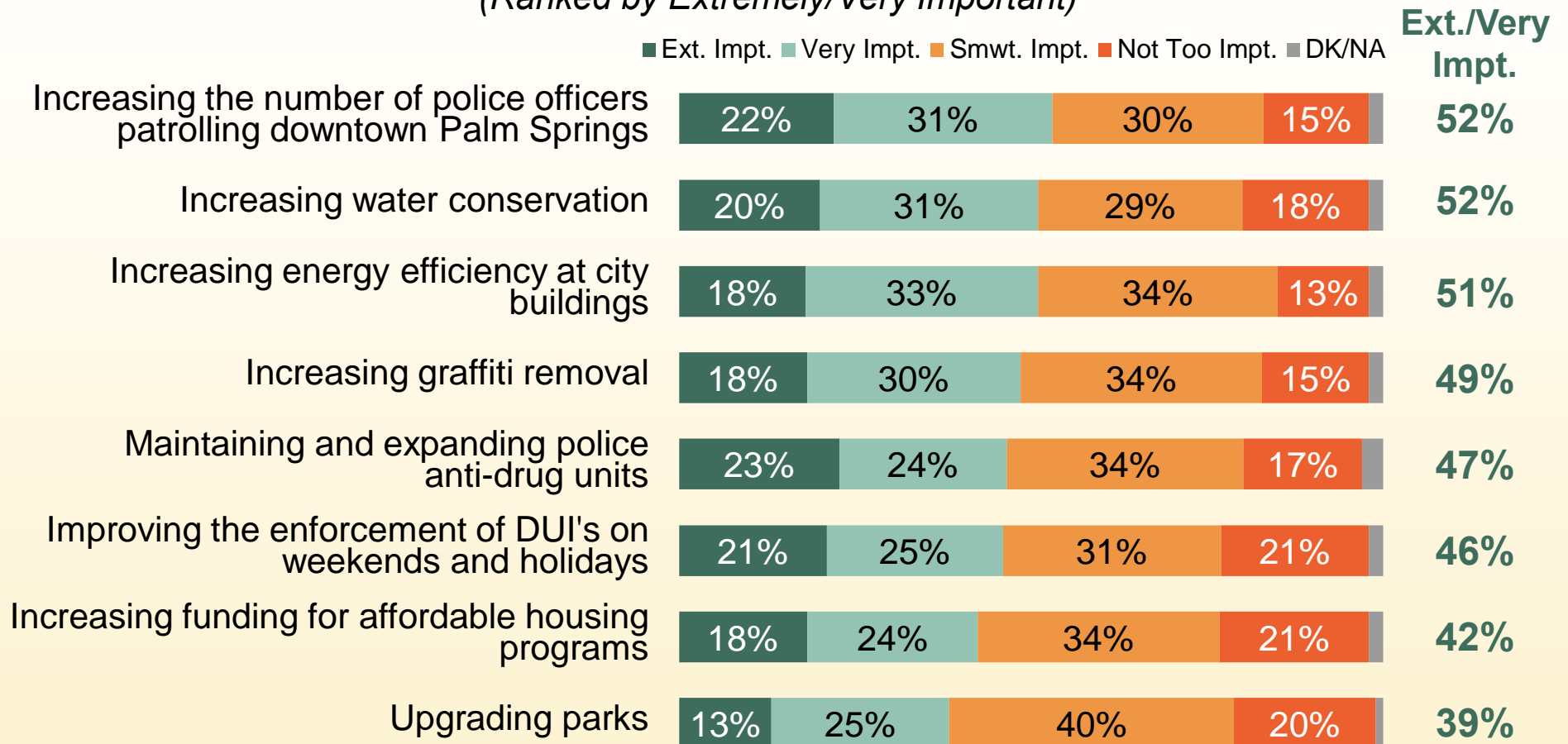
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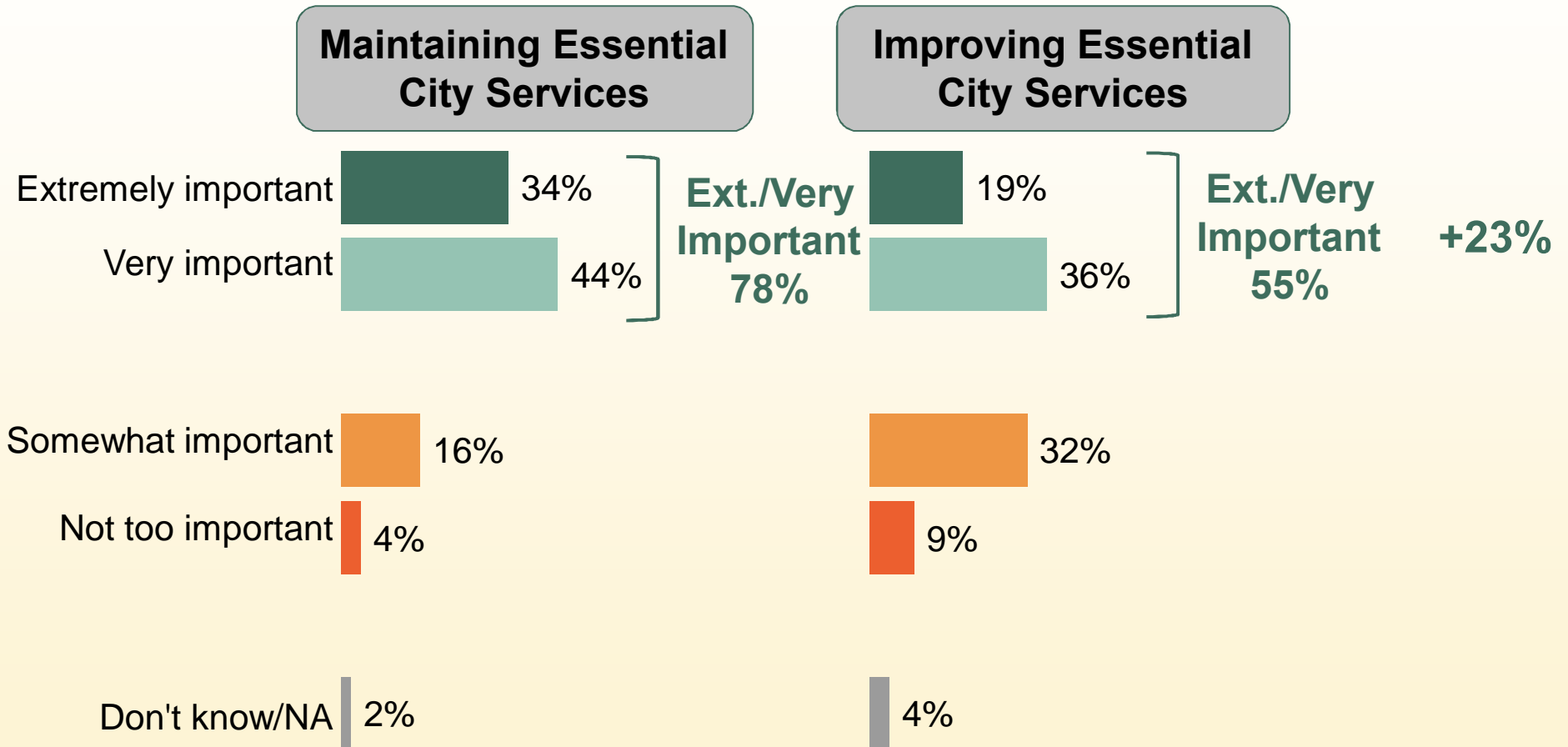
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# Higher percentages prioritize maintaining essential city services than improving essential city services, though a majority think improving is also important.



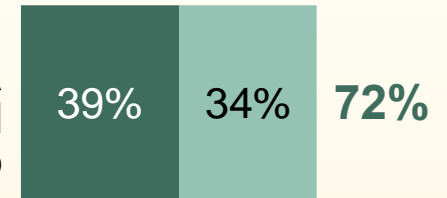
Q5 a/y. Thinking again about the ballot measures we have been discussing, the features and provisions of the measures have not yet been finalized. I would like to mention some features and provisions that may be included in one or both of the measures. Regardless of whether you support the measures, as I read each one, please tell me how important it is to you that each feature or provision be included. Is it extremely important, very important, somewhat important, or not too important? Split Sample

# Concern for medical response times; ensuring first responders have safety equipment and life-saving tools; and police staffing are among the lead reasons to support the public safety measure.

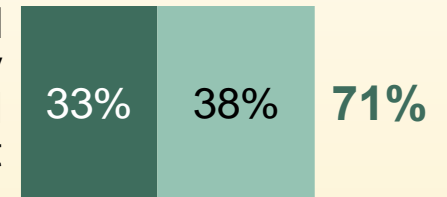
(Ranked by Total More Inclined to Vote Yes on a Public Safety Sales Tax Measure)

■ Much More Incl. ■ Smwt. More Incl.

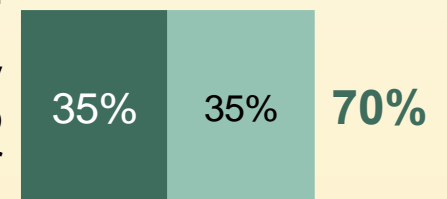
**(RESPONSE TIMES - MEDICAL)** 73% of all 911 calls to the Palm Springs Fire Department require emergency medical attention. Medical experts agree that after five minutes, the brain starts to deteriorate after a serious trauma, like a heart attack. This measure will improve rapid response times of our City's firefighter paramedics who are the first to respond and save lives.



**(EQUIPMENT)** This measure will fund vital needs to keep our first responders safe, such as protective clothing, breathing apparatuses and appropriate emergency communication equipment. And it will ensure they have the life-saving tools such as the jaws of life and additional defibrillators to ensure that residents receive the advanced life-support they need during a medical emergency.



**(POLICE STAFFING)** The Palm Springs Police Department received more than 23,000 calls this year, which is 14% more than just last year. And, with the state releasing parolees into local communities and many surrounding cities cutting their police forces, the problem is only going to get worse. We need to invest in our community police and protect our neighborhoods.



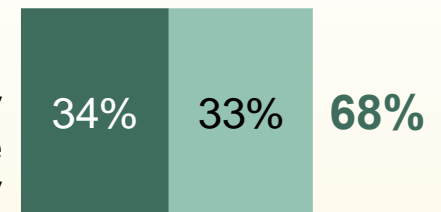
Q7. I would like to return to discussing Measure P, the possible Palm Springs ballot measure that would provide funding for public safety services by increasing the sales tax by one-half cent. Now, I am going to read some statements made by people who may support Measure P. Please tell me if it makes you more inclined to vote yes to support the measure. ^Not Part of Split Sample

# Continued

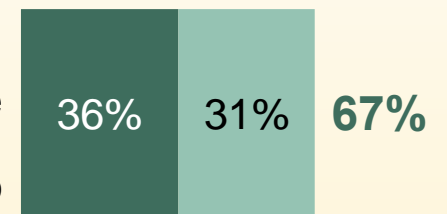
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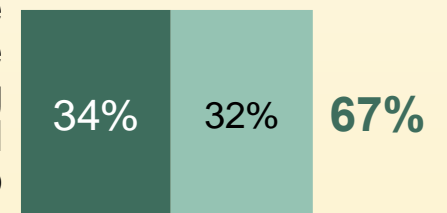
**(LOCAL CONTROL - STATE)** Increasingly, the state of California has shifted responsibility for many programs back to local cities, like Palm Springs, without the funds necessary to provide those services. In fact, for the last five years, the state has taken nearly \$16 million a year in City funding. This measure will provide our City with a dedicated local source of funding that by law cannot be taken by the federal, state or county government and all funds must be used only in Palm Springs.



**^(SALES TAX)** An estimated two-thirds of sales tax dollars collected in Palm Springs come from tourists and visitors from surrounding areas. This measure will ensure that out-of-towners pay their fair share for the police, fire, paramedics and other public safety services they benefit from when they visit our city. And, this measure will not be applied to prescription medication or food purchased as groceries.



**(GANGS)** There are 46 known gangs with over 1,500 members in the Coachella Valley. Passing this measure will allow the City police department to dedicate officers and improve resources to help keep gang members and drug dealers from nearby communities out of our city. And it will continue prevention programs for at-risk youth and their families to keep children off the streets, out of trouble and on the right path.

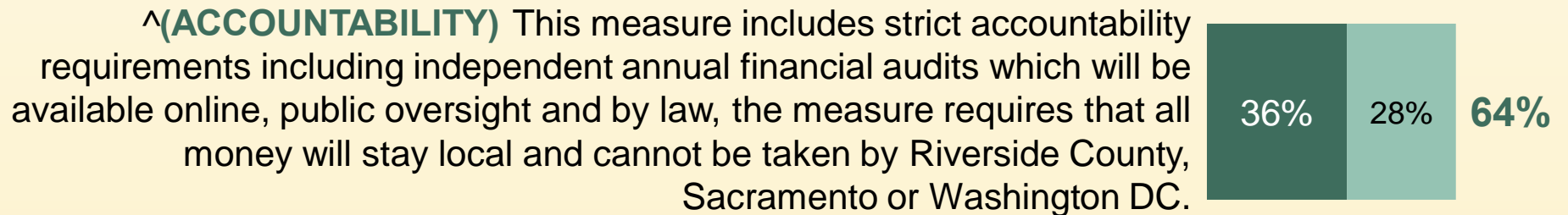
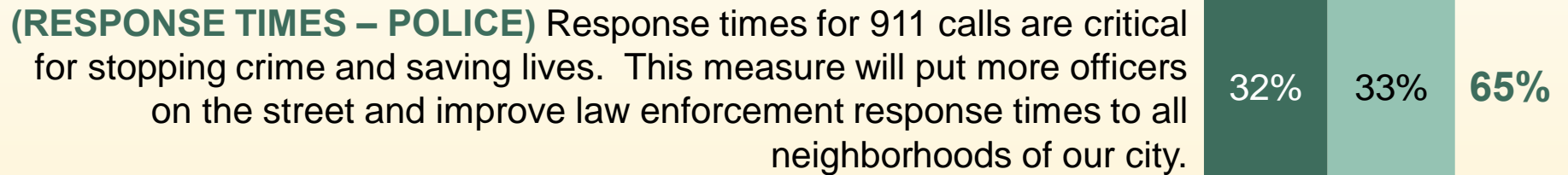
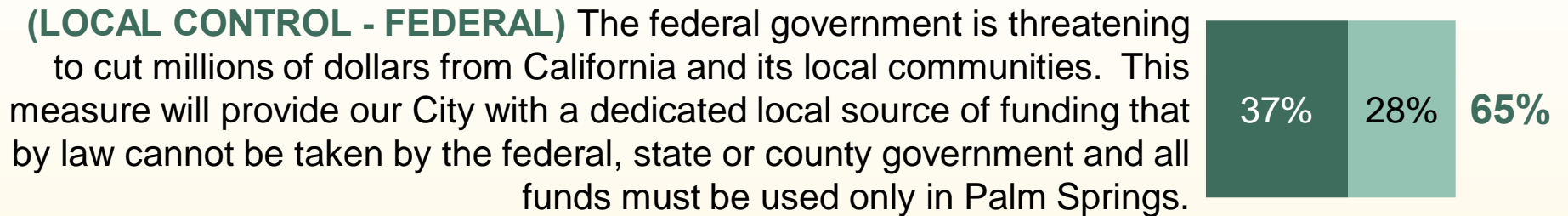


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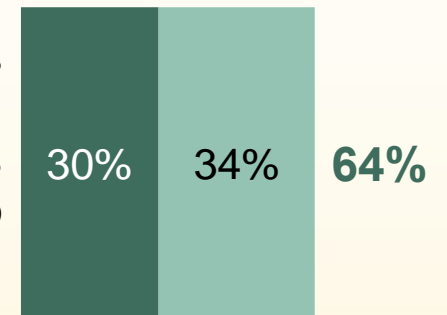


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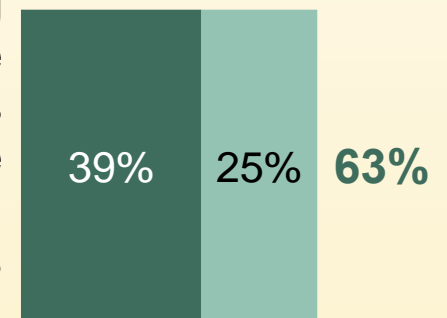
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**(PROPERTY VALUES)** This measure will help ensure that Palm Springs remains a safe, clean city with less graffiti, crime and gang activity which helps maintain and improve local property values. This measure allows the City to continue making Palm Springs a safe and attractive place to live and for new businesses to invest.



**(HOMELESSNESS)** Palm Springs has over 100 homeless people living on our streets on any given day. This measure will help the City increase the number of people who work on the streets with homeless individuals and provide resources including mental health, substance abuse treatment and job training, that help individuals and families transition away from the street, as well as to ensure our business districts, parks and other public areas are safe and secure for everyone.

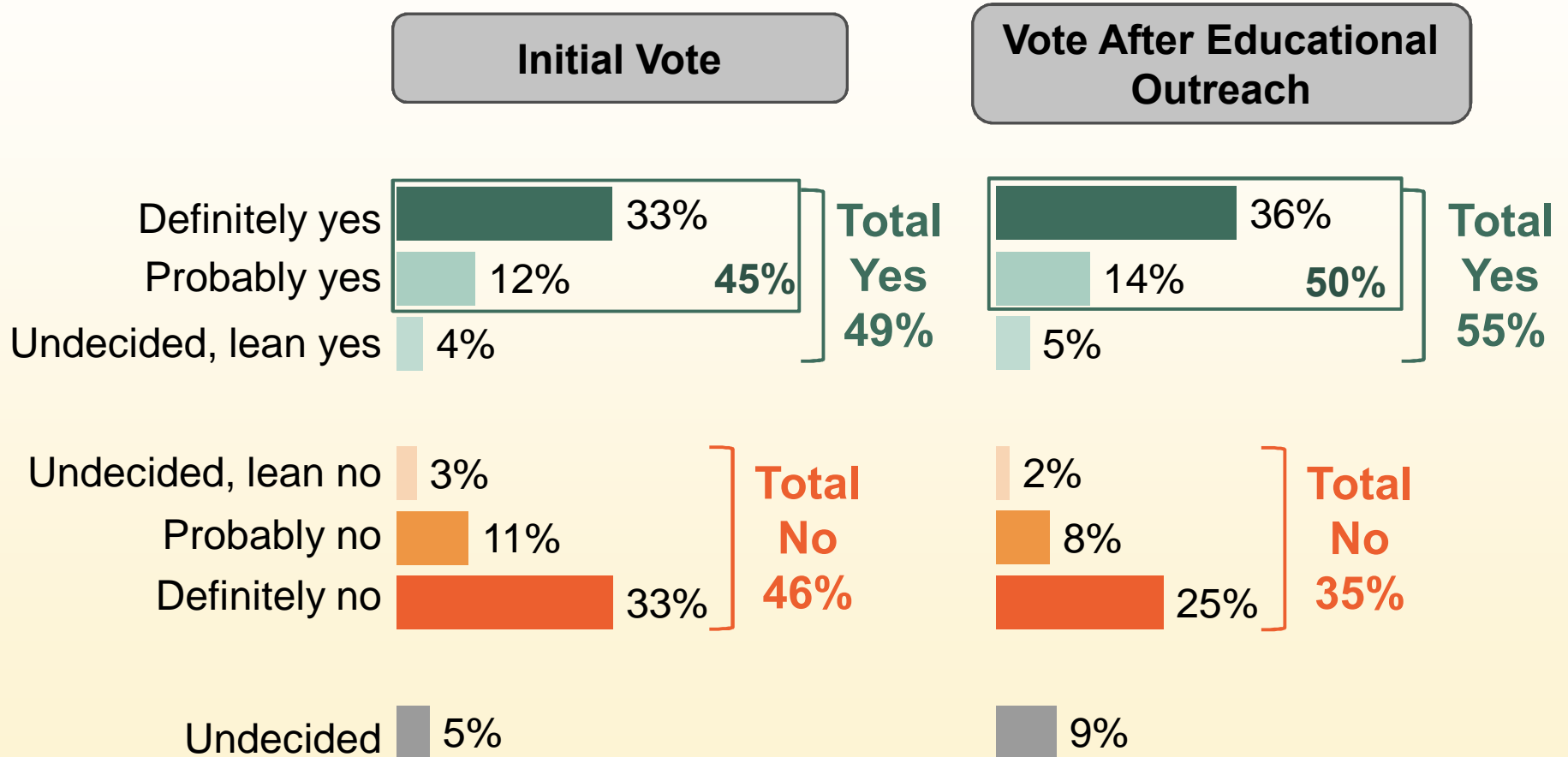




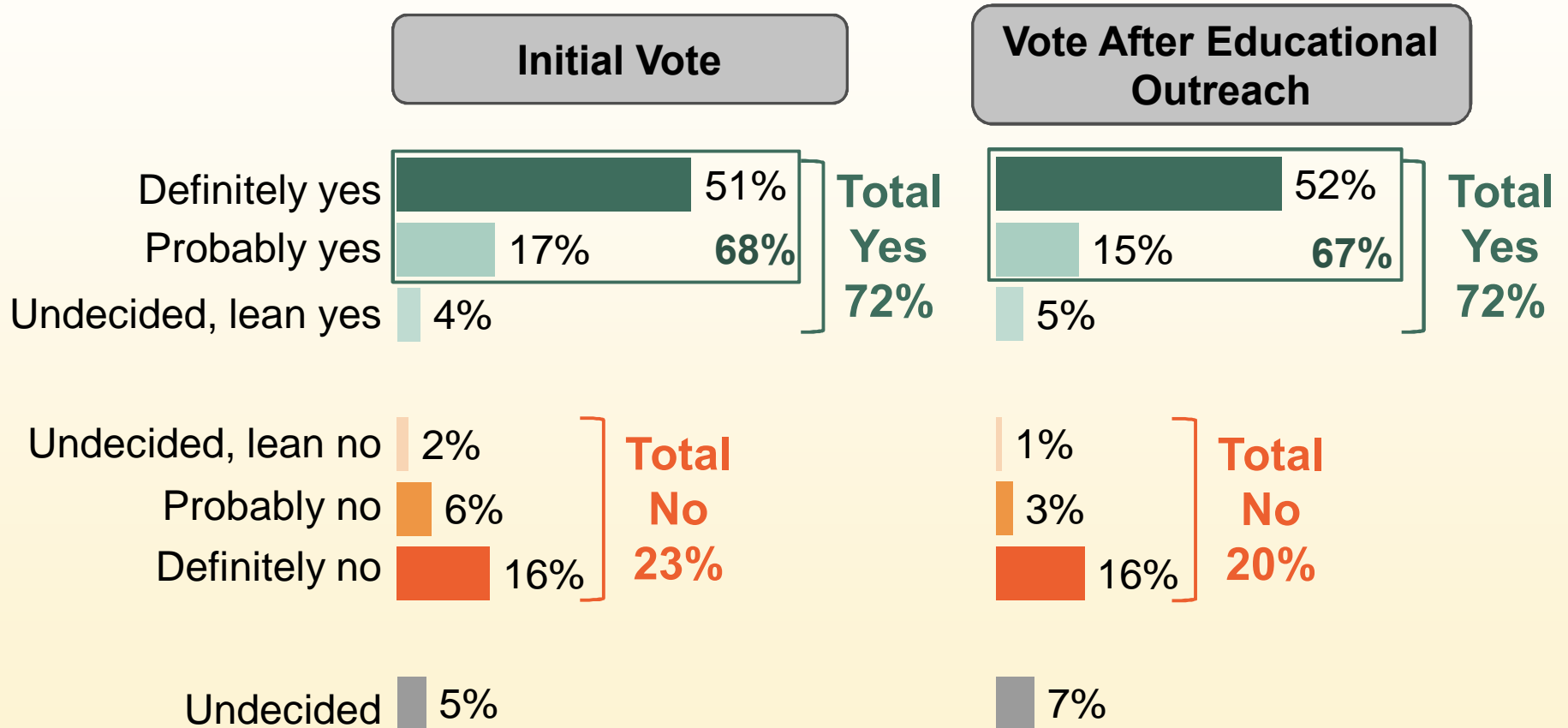
# Impact of Educational Outreach on Ballot Measures



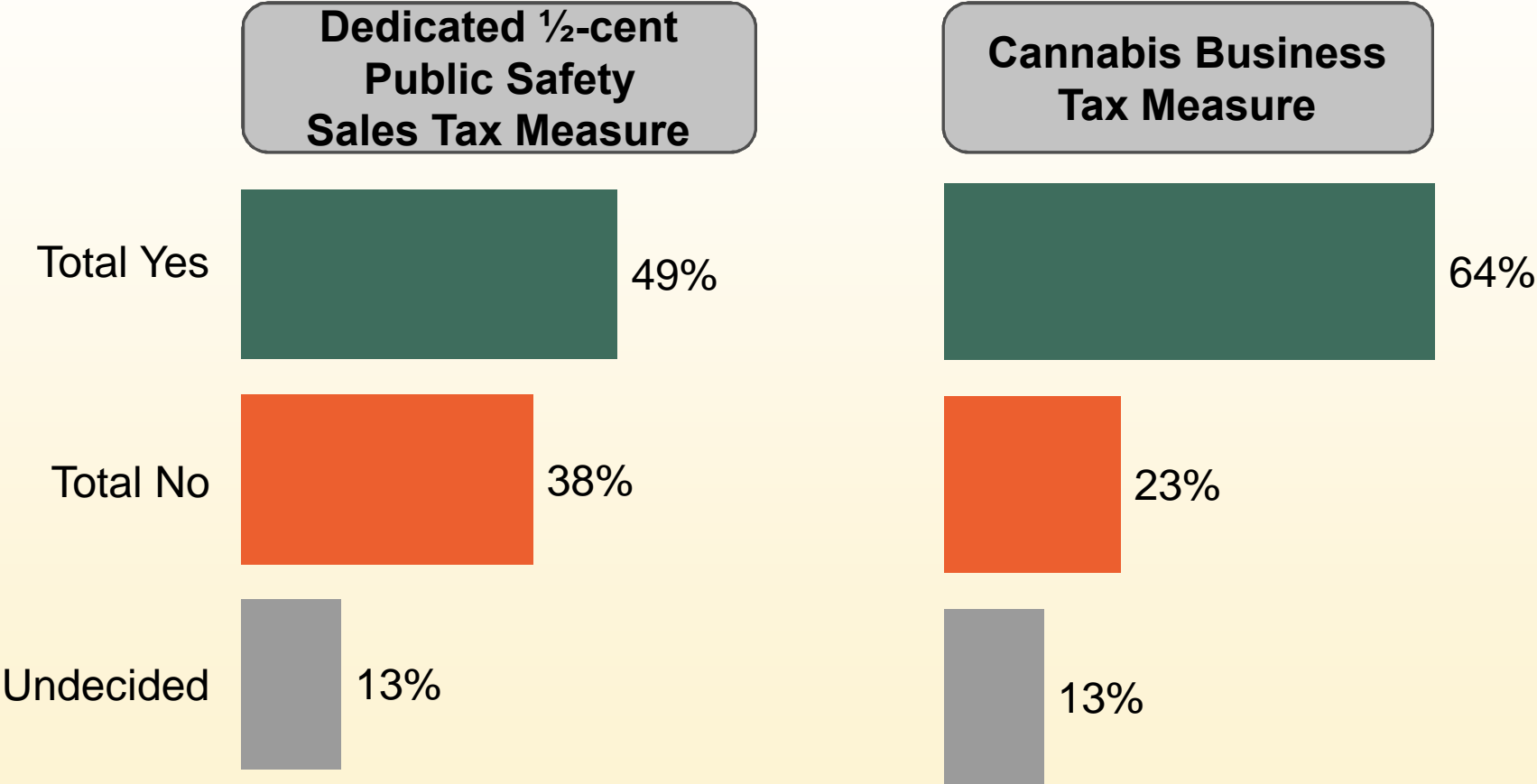
# After educational outreach, support for the dedicated 1/2-cent public safety sales tax measure increases by 6%.



# After educational outreach, support remains at 72% for a general-purpose cannabis business tax.



**If both measures are on the same ballot, nearly a majority say they would support the dedicated public safety measure, while 2/3 would support the cannabis business tax.**



Q10. Suppose that both Measure P and Measure M were on the ballot at the same time. Again, Measure P would establish a sales tax to maintain and improve public safety services such as police and fire protections and 911 emergency response, and Measure M would update local tax regulations on adult-use cannabis businesses to maintain and improve city services such as addressing homelessness, increasing affordable housing and other services. If both measures were on the same ballot, do you think that you vote yes on both measures, vote yes on only one of the two measures, or vote no on both measures?  
 Q11. Which one of the two measures do you think you would support?