



CITY OF
BURBANK CALIFORNIA

City of Burbank Revenue Measure

Survey Conducted:
November 28 - December 3, 2017

Fairbank, Maslin, Maullin, Metz & Associates – FM3

PUBLIC OPINION RESEARCH & STRATEGY

Survey Methodology

Conducted a Dual Mode Survey online and by telephone between November 28 - December 3, 2017



Surveys were completed using a random sample of 2,635 voters who are registered in the City of Burbank, and are likely to vote in the November 2018 General Election



Overall margin of error: $\pm 3.1\%$ full sample; for half sample: $\pm 4.4\%$



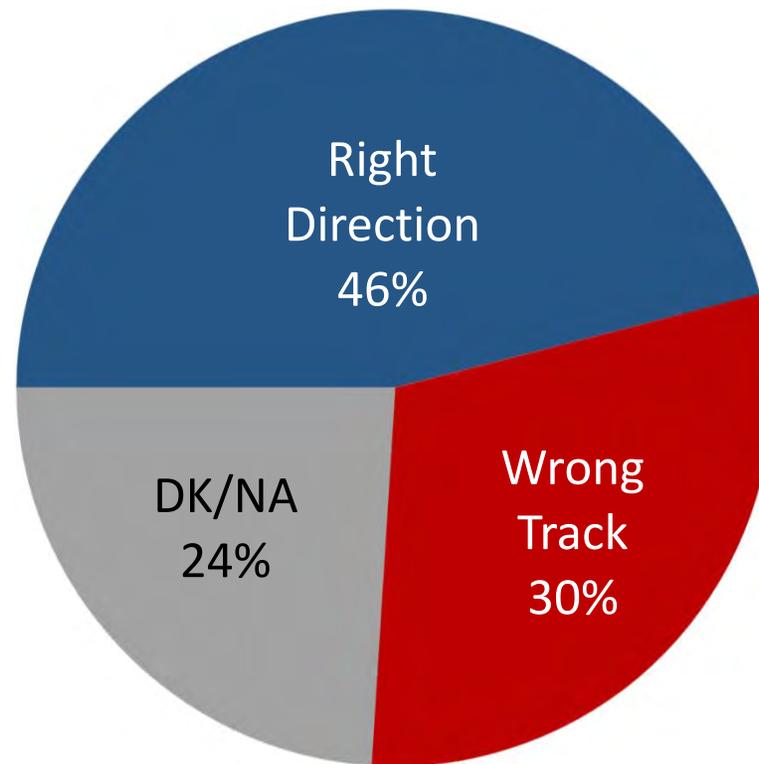
Some percentages may not sum to 100% due to rounding



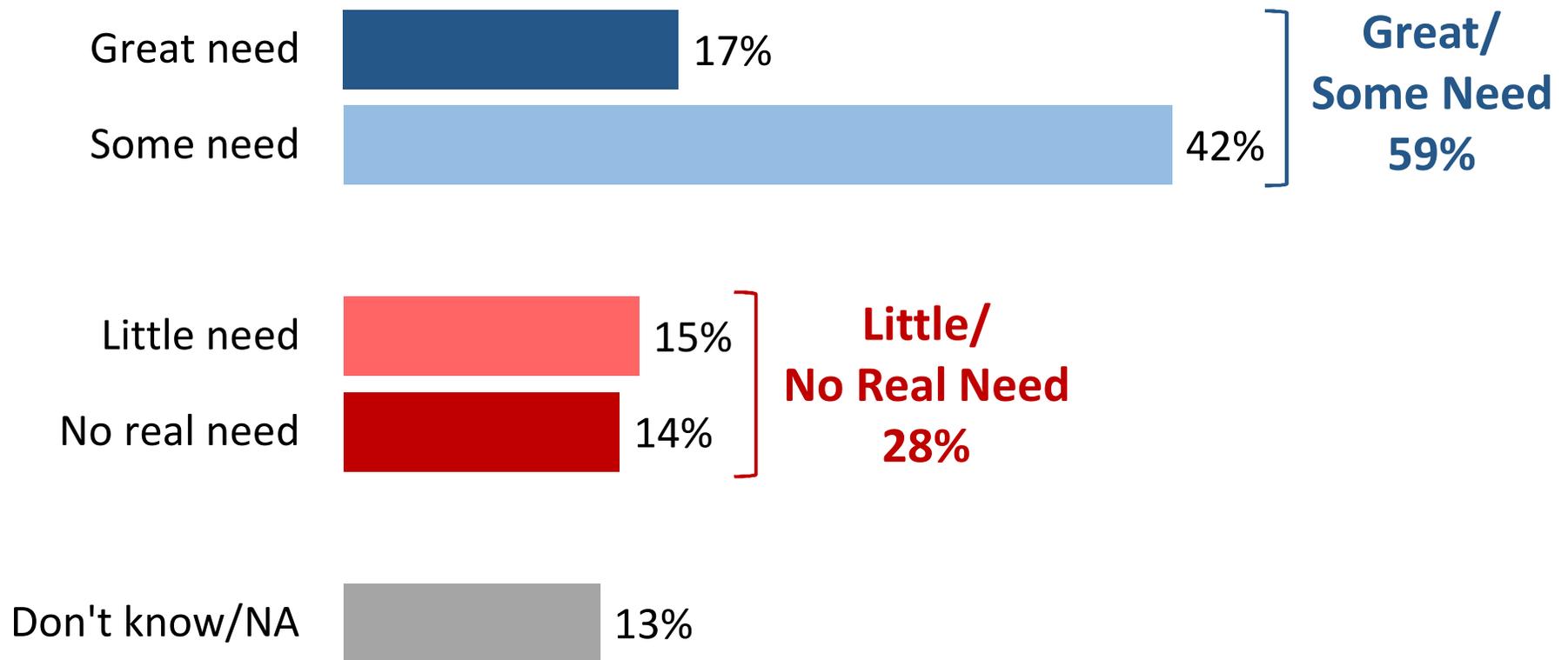
CITY OF
BURBANK CALIFORNIA

Perceptions of City-Related Issues

A plurality of voters have a favorable view of the direction of the City.



Approximately 6 in 10 perceive the City of Burbank has a great or some need for additional funds to provide the level of services that Burbank residents need and want.





CITY OF
BURBANK CALIFORNIA

The Ballot Measure

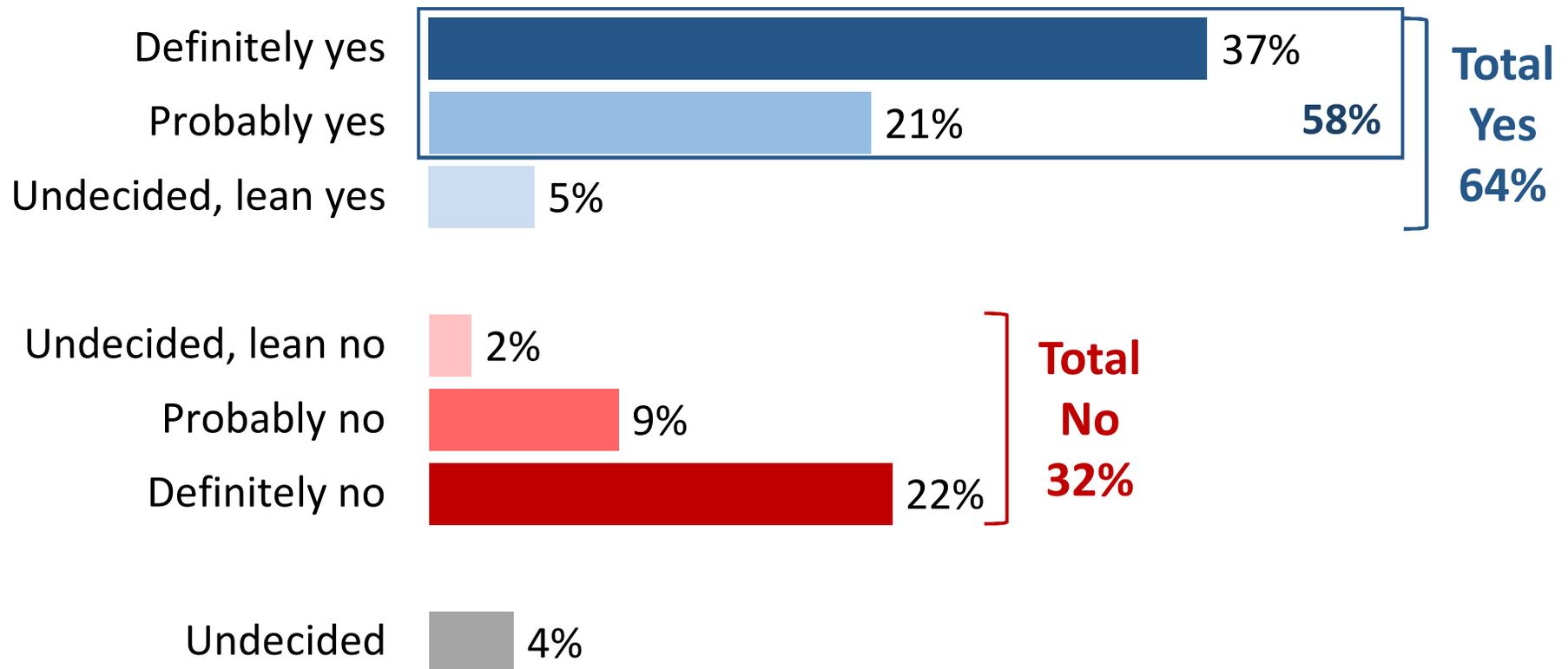
Ballot Title and Summary

BURBANK INFRASTRUCTURE AND COMMUNITY SERVICES PROTECTION MEASURE

To maintain City of Burbank fire, police, 911 response, school safety, gang prevention programs, parks, senior services, after school programs; address homelessness; repair streets; upgrade central library; protect local ground water quality and supply; provide other services and infrastructure upgrades; maintain long-term financial stability; shall the measure establishing a $\frac{3}{4}\text{¢}$ sales tax providing approximately \$21 million annually until ended by voters; requiring audits, citizen's oversight, all funds used in Burbank, be adopted?

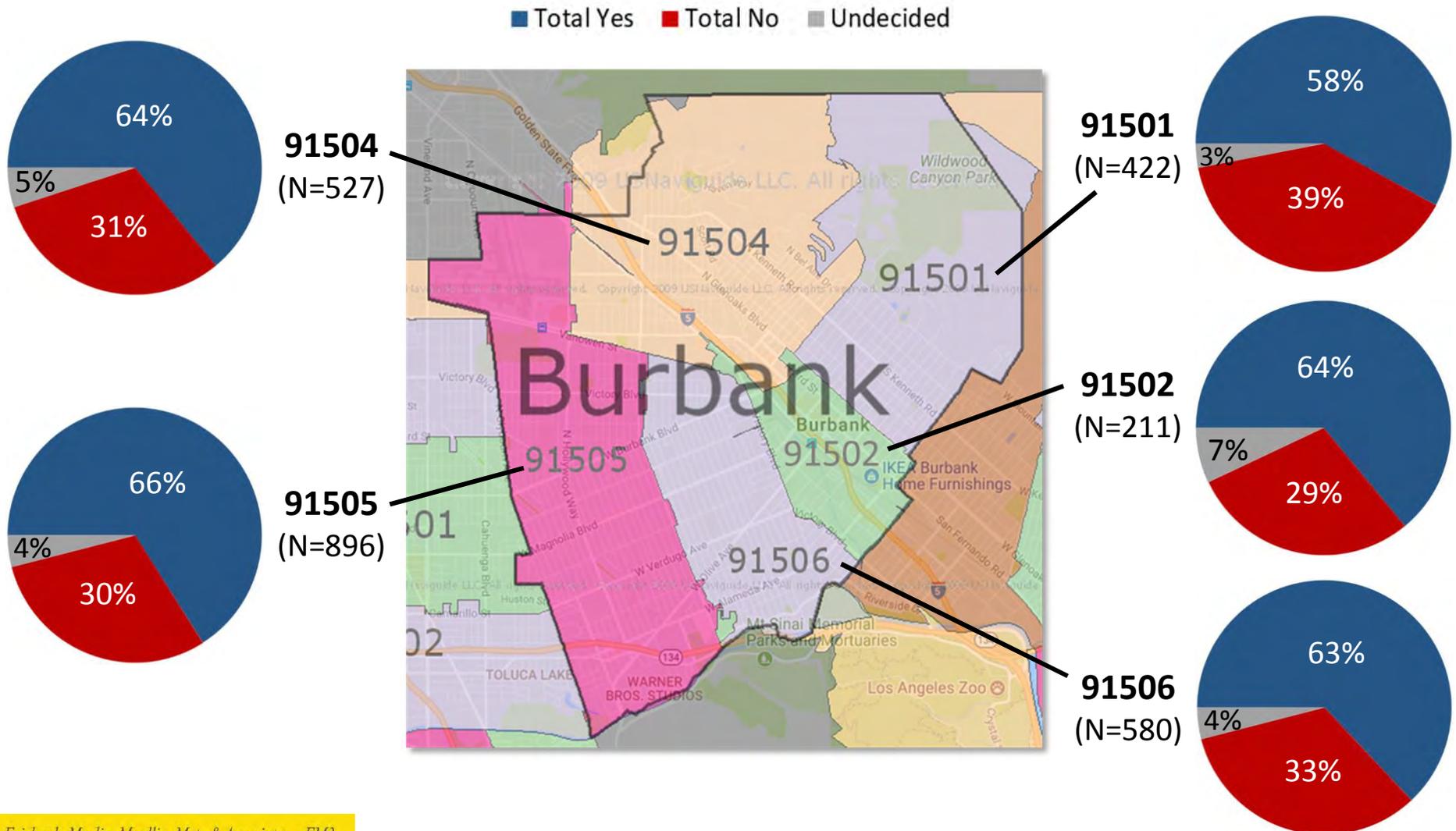
Q. If the vote on this measure were held today, would you vote yes in favor, or no to oppose it?

On the initial vote, close to two-thirds support the ballot measure, with close to 4 in 10 saying they would definitely vote yes.



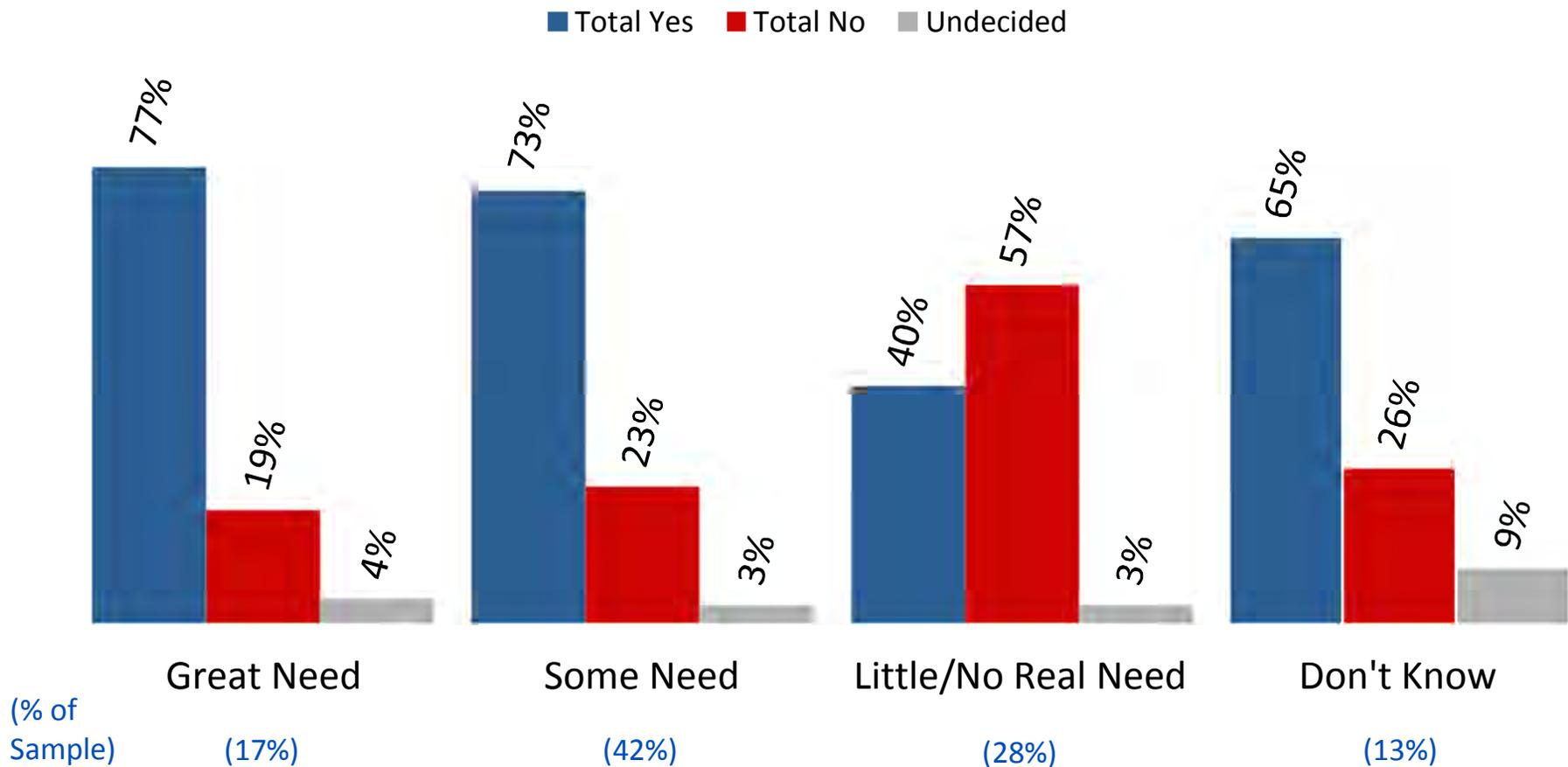
Support is strong across zip codes, with those living in 91501 the least supportive - but still above the 50% +1 threshold.

Initial Vote on the Sales Tax Measure by ZIP Code

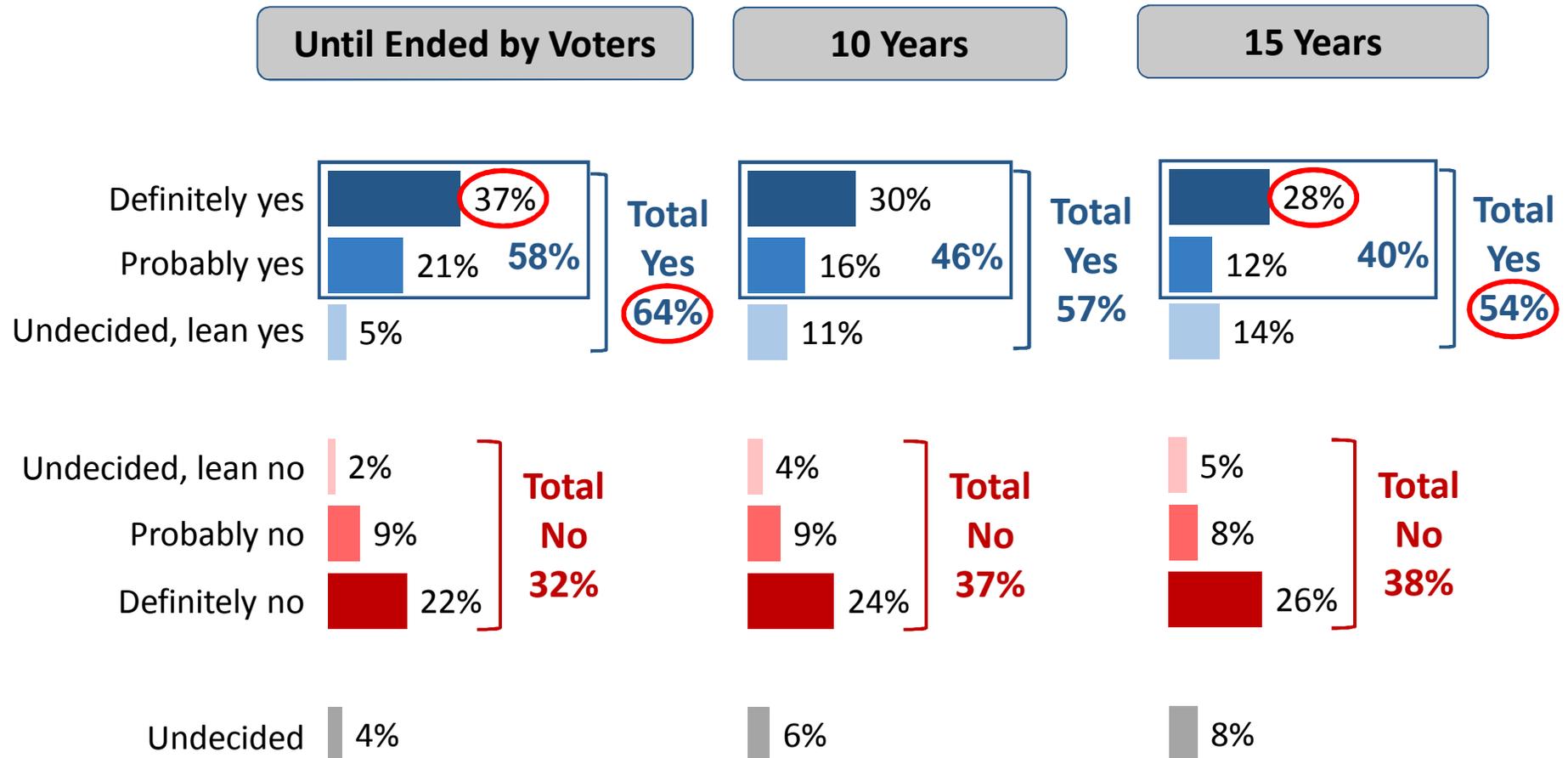


Those who perceive the City has a need for additional funds are more likely to support the measure

Initial Vote on the Sales Tax Measure by City's Need for Funding



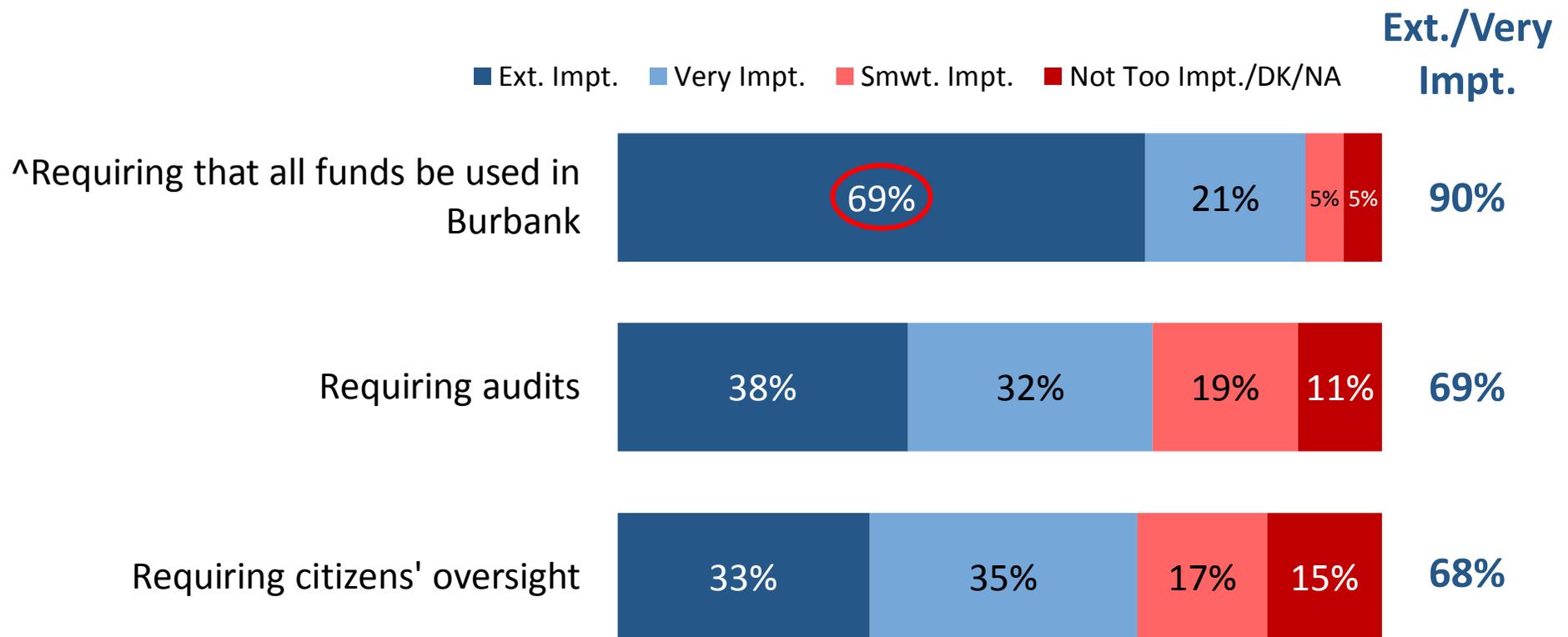
Support declines when various specific sunset dates are mentioned.



Q. If the vote on this measure were held today, would you vote yes in favor, or no to oppose it?
 Q. What if the local three-quarter cent sales tax measure that I described to you earlier was written so that it would be in effect for _____ and would then be legally required to end at that time? If that were the case, would you vote yes in favor of it, or no to oppose it?

High percentages rate the three accountability provisions asked about as being extremely or very important, with all funds being used in Burbank rated highly by 9 out of 10 respondents.

(Ranked by Extremely/Very Important)

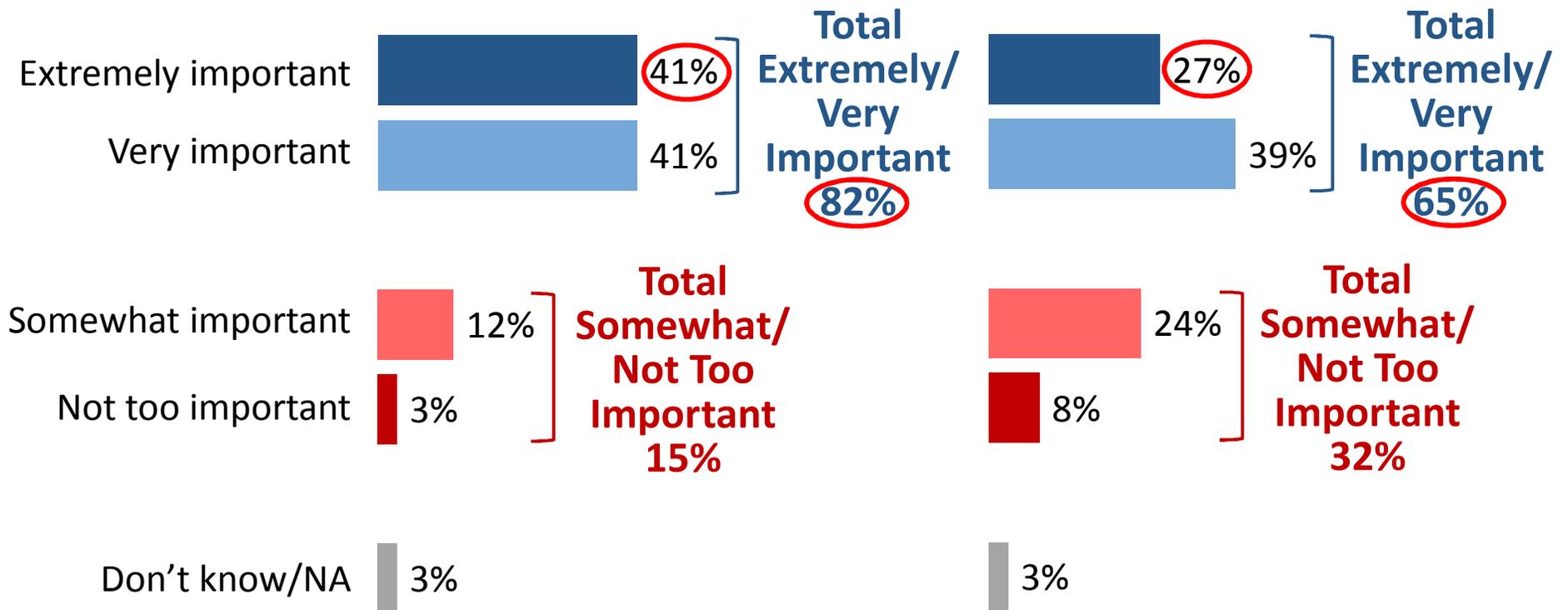


Q. I am going to read you a list of possible projects, features, and provisions that might be included in this sales tax measure we have been discussing. Regardless of how you feel about this measure, please tell me how important it is to you personally that each of the following provisions or use of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

There is a 17% gap between voters rating maintaining essential city services and improving essential services extremely/very important, showing a comparatively greater concern to maintain what they already have.

Maintaining Essential City Services

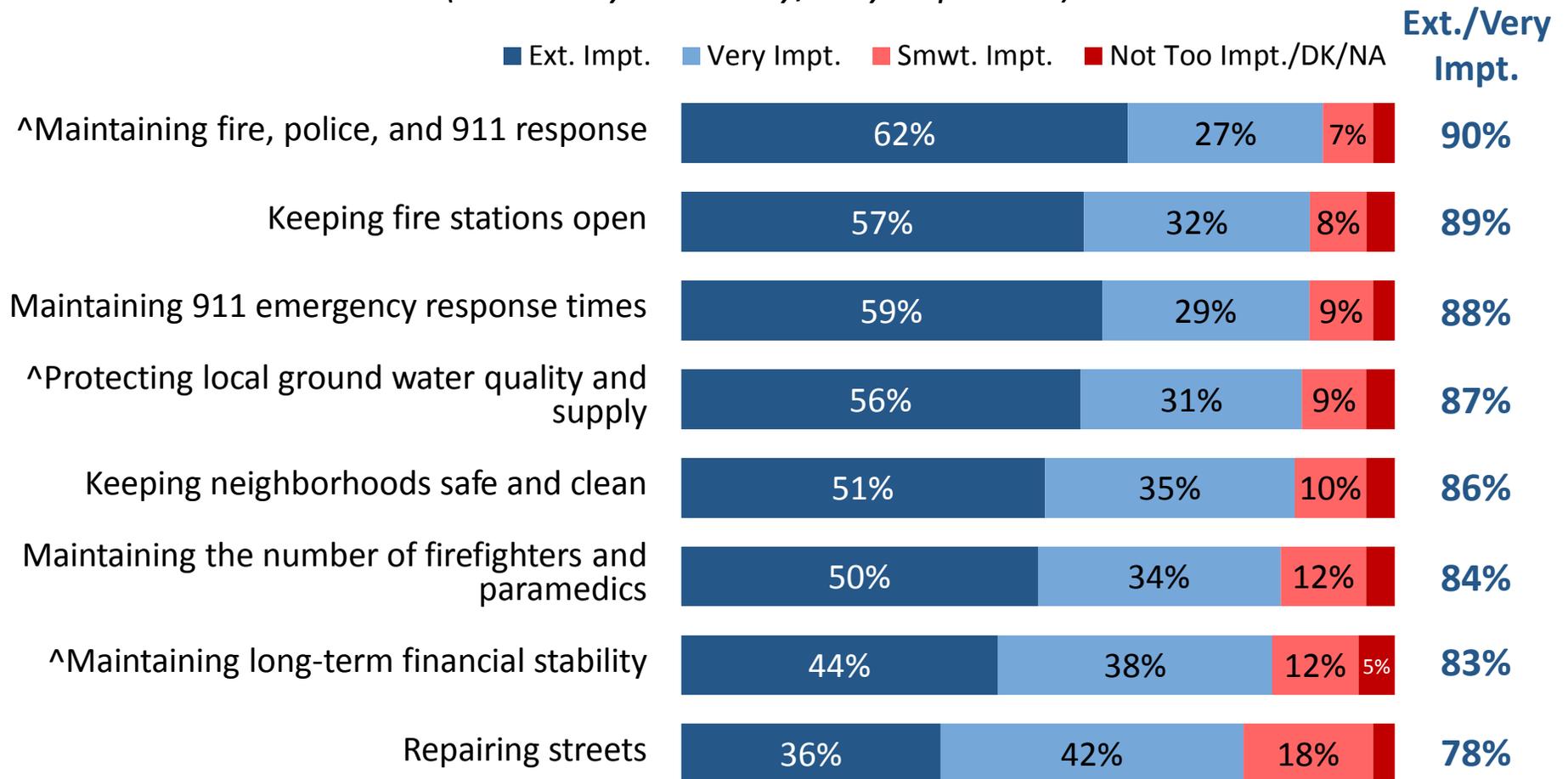
Improving Essential City Services



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

Maintaining fire, police and 911 response; keeping fire stations open; and protecting local ground water quality and supply are among the services and infrastructure projects considered extremely/very important to be included.

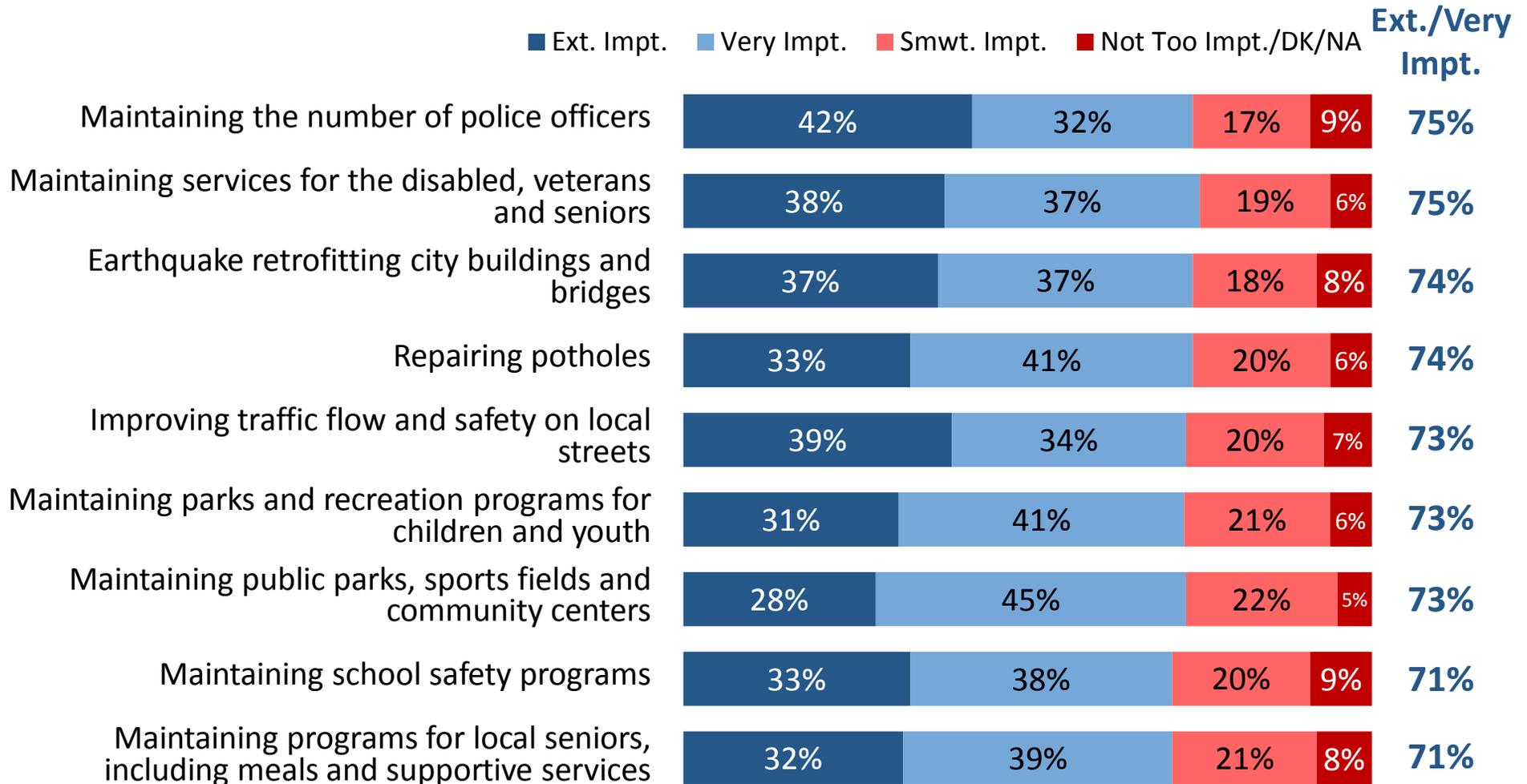
(Ranked by Extremely/Very Important)



Q. I am going to read you a list of possible projects, features, and provisions that might be included in this sales tax measure we have been discussing. Regardless of how you feel about this measure, please tell me how important it is to you personally that each of the following provisions 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

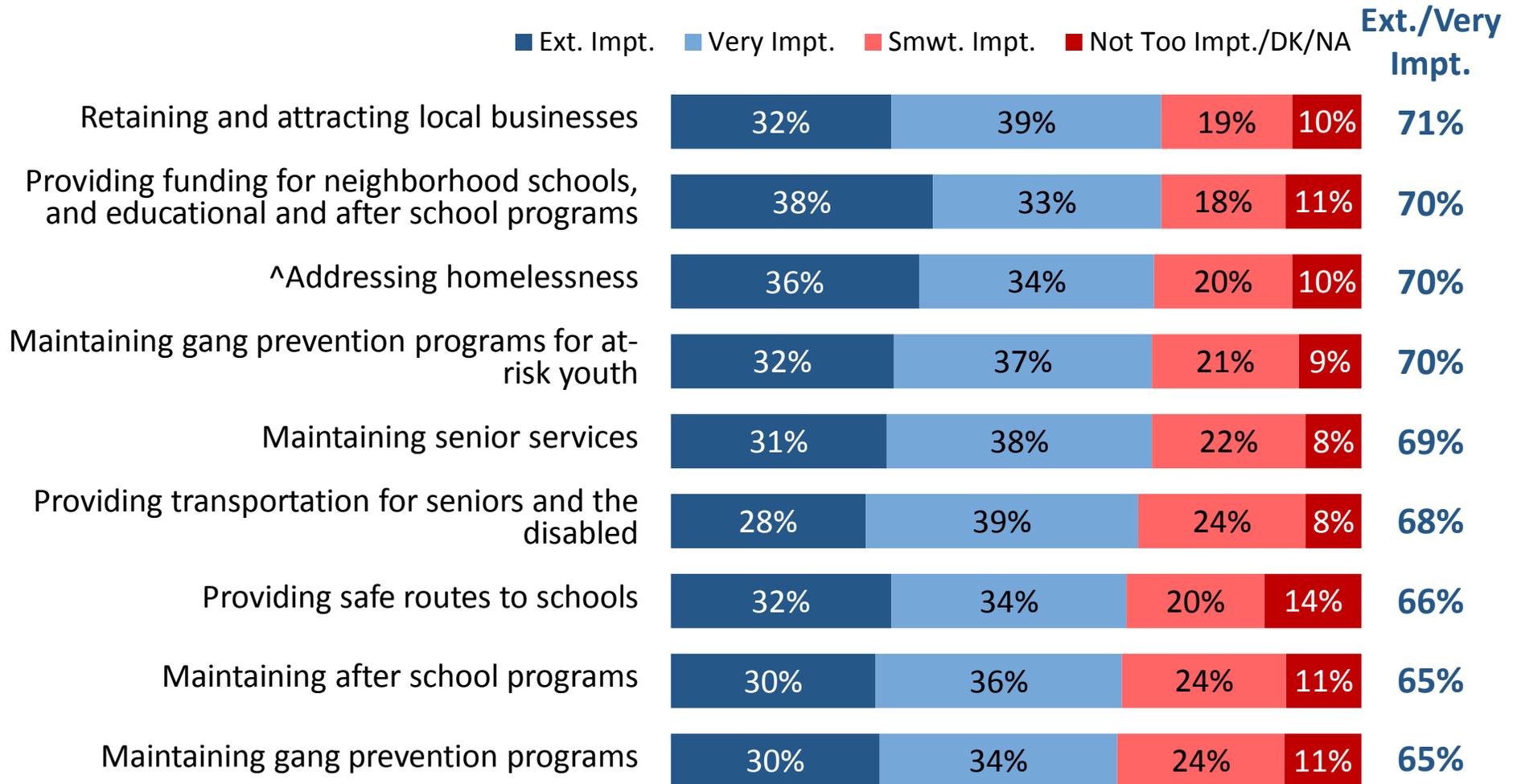
(Ranked by Extremely/Very Important)



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

Continued

(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 sales tax measure we have been discussing. Regardless of how you feel about this measure, please tell me how important it is to you personally that each of the following provisions or use of funds is included in the measure: extremely important, very important, somewhat important, or not too important. ^Not Part of Split Sample



CITY OF
BURBANK CALIFORNIA

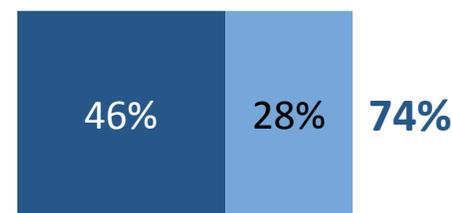
Impacts of Information

Information about Burbank's infrastructure, maintaining the quality of life, and the assurance of accountability are among a list of strong reasons why high percentages of voters would be more inclined to vote yes on the measure.

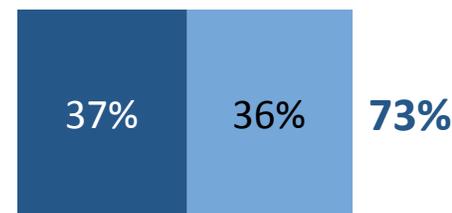
(Ranked by Total More Inclined to Vote Yes)

■ Much More Incl. ■ Smwt. More Incl.

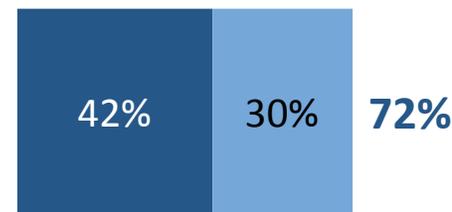
^(ACCOUNTABILITY) This measure includes strict accountability requirements to make sure that funds are used effectively and as promised, including an independent oversight committee and annual independent financial audits which will be available online, and all money will stay local and cannot be taken by Sacramento or Washington DC.



^(INFRASTRUCTURE) The City of Burbank is over 100 years old and has aging infrastructure which needs to be repaired and upgraded. This measure invests in our community's safety by helping improve such features as our streets and sidewalks; earthquake-retrofit city buildings and bridges; and upgrade libraries and aging playground equipment. It will cost taxpayers less to address these infrastructure needs now, rather than letting them worsen and cost all of us more in the long-run.



(QUALITY OF LIFE) People live in Burbank because it offers a better quality of life and services than other Los Angeles County cities. This measure will support essential services that protect our quality of life, including neighborhood police patrols, keeping our roads and parks in good condition, supporting our youth and senior programs, and other services that make Burbank such a nice place to live.



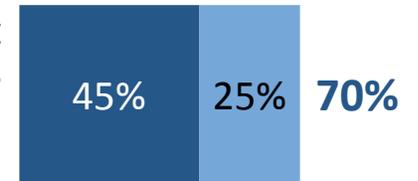
Continued

(Ranked by Total More Inclined to Vote Yes)

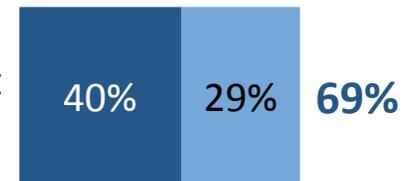
■ Much More Incl. ■ Smwt. More Incl.

(POLICE OFFICER REDUCTIONS) The number of robberies and thefts in the city are at a five-year high, demonstrating the need for a fully-staffed police department and continued frequent neighborhood patrols. Without the additional funds provided by this measure, Burbank may have to cut as many as 40 police officers, which would reduce the department's ability to prevent crimes and respond quickly.

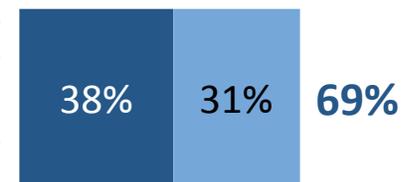
We need to pass this measure to ensure the safety of residents.



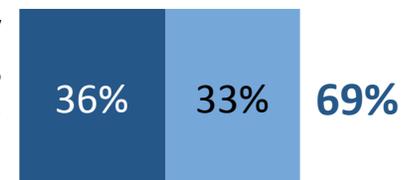
(LESS DESIRABLE PLACE) In recent years, the City of Burbank and its public safety officials have worked hard to ensure that we live in one of the safest cities in the country and a community where people desire to live and raise families. Without this measure, the city will be forced to make cuts to basic city services and badly-needed repairs, causing it to look just like some of our neighboring cities, with more gangs, graffiti, and rundown streets. We can't let this happen to our community.



(SALES TAX) One-third of sales tax dollars collected in Burbank come from tourists and visitors from surrounding areas. So this measure will help make sure they are paying their fair share to maintain our community and not leave it to be paid exclusively by city residents or businesses. And, this measure will not be applied to prescription medication or food purchased as groceries.



(PROPERTY VALUES) This measure is an investment in local property values by making sure Burbank has well-maintained streets, safe and clean neighborhoods and streets, and parks and schools that make our community a more desirable place to live, do business and raise a family.

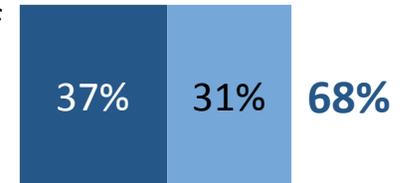


Continued

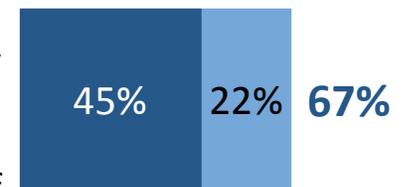
(Ranked by Total More Inclined to Vote Yes)

■ Much More Incl. ■ Smwt. More Incl.

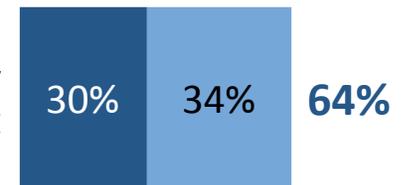
^(LOCAL CONTROL) In the last 10 years alone, Burbank has lost over \$200 million from Sacramento budget raids and cuts, resulting in the City having to cut staff positions and significantly reduce funds needed to repair and upgrade our aging infrastructure. Passing this measure prevents harmful cuts to our local services and having to put off needed repairs and upgrades, while requiring that all funds raised be controlled locally and cannot be taken by the state.



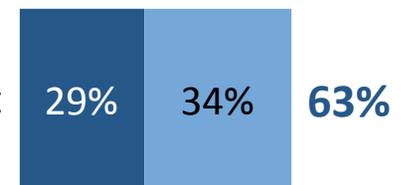
(STRUCTURAL DEFICIT) If this measure does not pass, the City forecasts that it will face an ongoing deficit of more than \$50 million per year. This will force the City to make severe cuts to services and infrastructure upgrades that will impact the daily lives of residents such as police and fire protection, paramedics, street maintenance and pothole repair, and after-school and senior programs; as well as closing libraries, parks, and two fire stations - all of which will begin to impact the daily lives of Burbank residents.



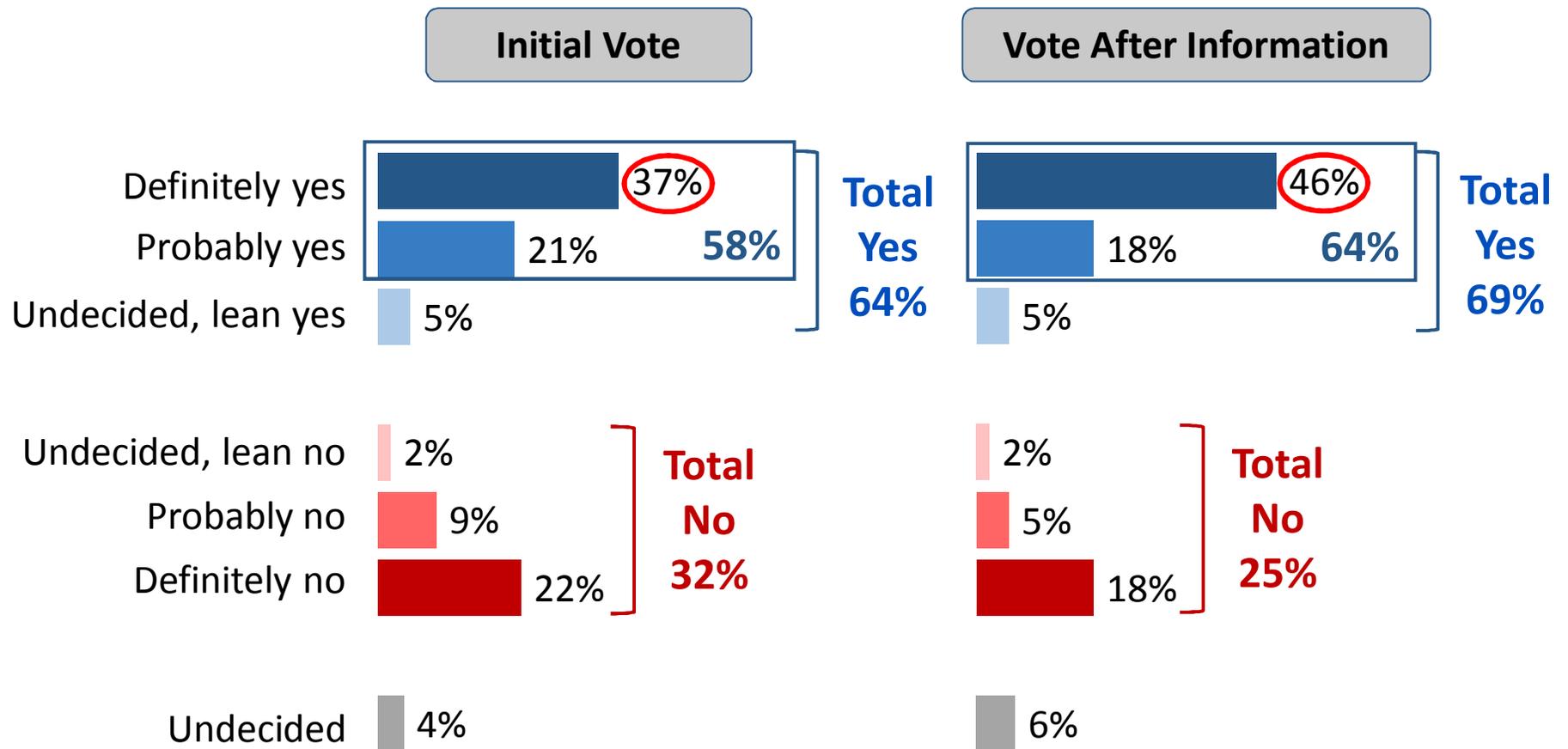
(BURBANK YOUTH) Passing this measure protects funding for more than 1,500 Burbank youth who rely on City-run after school and summer programs; public safety patrols at neighborhood schools; and physical fitness and recreation opportunities at local parks, which help keep them off the street, safe, and out of trouble.



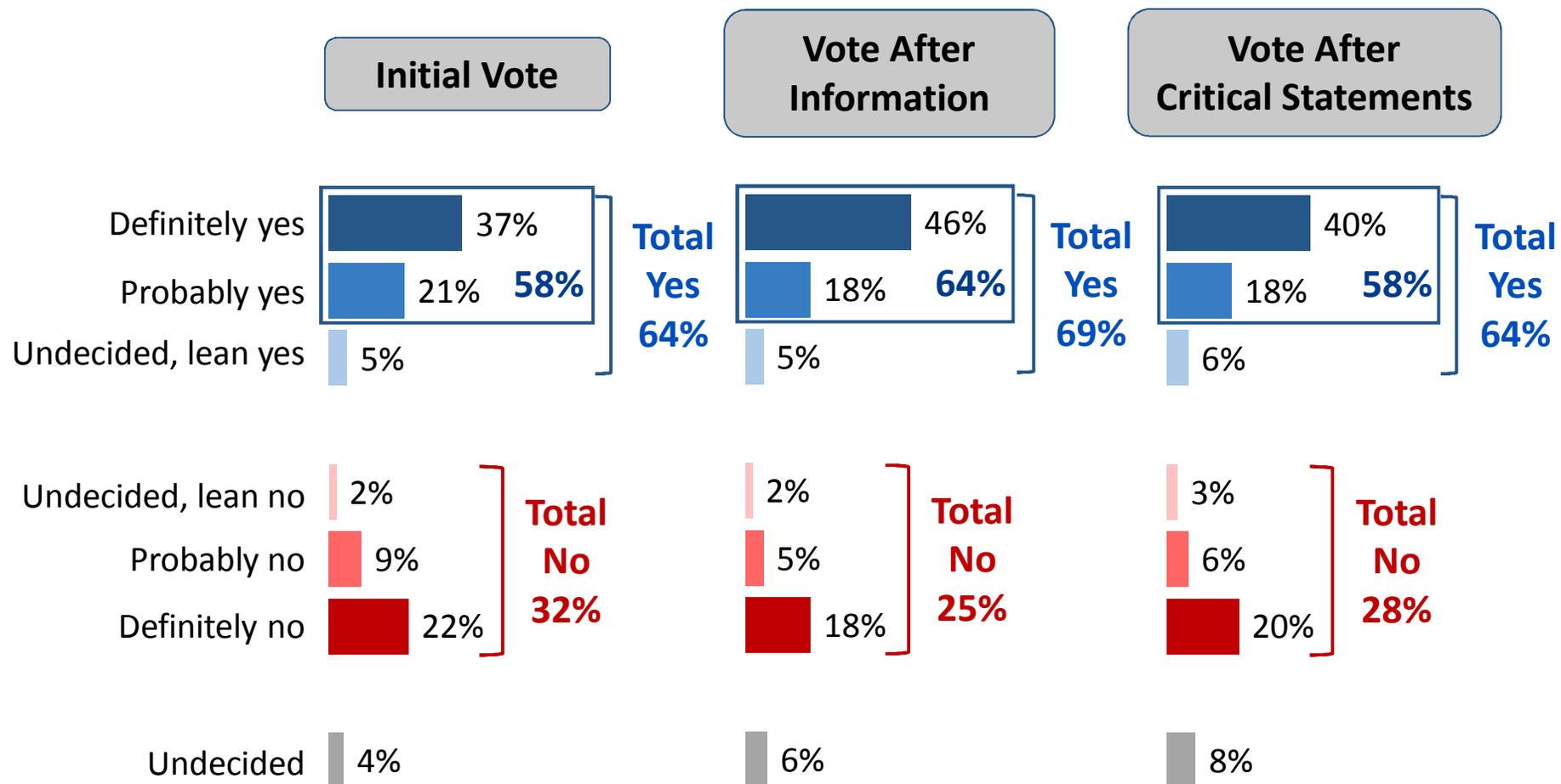
(STREET RATINGS) More than half of all Burbank residential streets are rated "poor," "very poor" or "failed" by independent pavement management engineers. It is about time we make these essential upgrades before they fail and are more costly to repair.



Support for the ballot measure increases 5 percentage points after information, with those saying definitely yes increasing 9 percentage points from 37 to 46%.



Support for the ballot measure declines after critical statements, but still remains above the simple majority to pass, with 4 in 10 saying they would definitely vote yes.





CITY OF
BURBANK CALIFORNIA

Conclusions

Conclusions

- ✓ At this time, a general purpose sales tax measure appears to be viable for the November 2018 General Election.
- ✓ Voters expect tough accountability provisions within the ballot measure.
- ✓ Maintaining public safety services, protecting local groundwater quality and supply, and repairing streets are among the services and infrastructure improvements residents rate as most important to be funded by the measure.
- ✓ Information about aging infrastructure, protecting quality of life and concern about a reduction in police officers are among the lead reasons to support the measure.



CITY OF
BURBANK CALIFORNIA

City of Burbank Revenue Measure

Survey Conducted:
November 28 - December 3, 2017

Fairbank, Maslin, Maullin, Metz & Associates – FM3

PUBLIC OPINION RESEARCH & STRATEGY