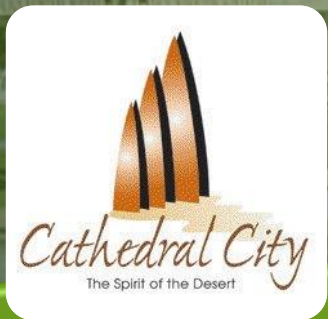


Cathedral City Survey



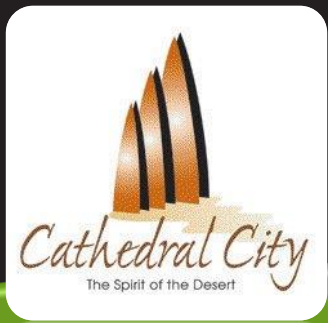
Survey Conducted:
May 4-19, 2016

Fairbank, Maslin, Maullin, Metz & Associates – FM3

PUBLIC OPINION RESEARCH & STRATEGY

Methodology

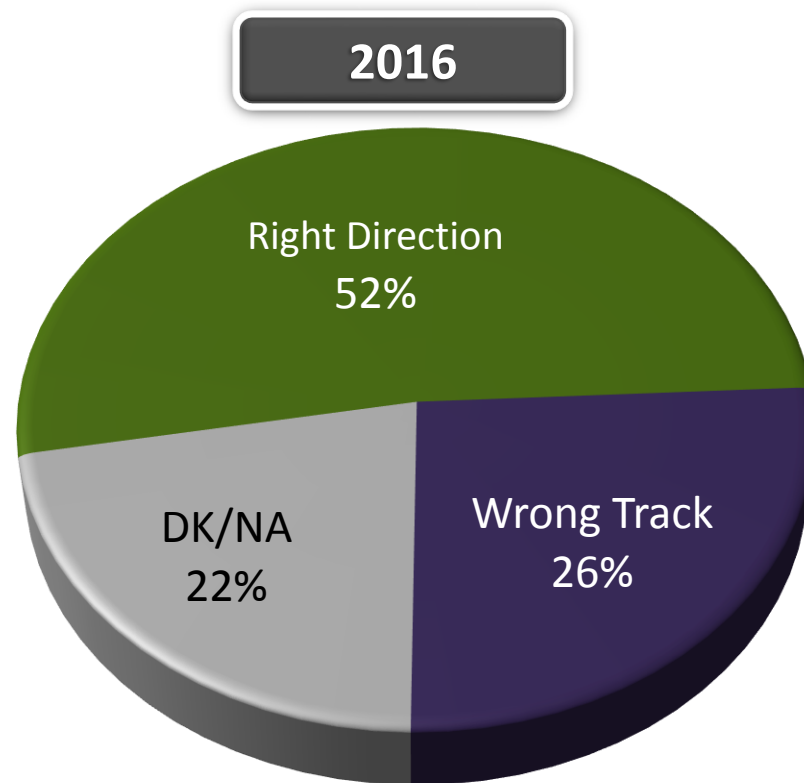
- Interviews with 430 Cathedral City voters likely to participate in the November 2016 election
- Survey was conducted online and via telephone (landline and cell) from May 4-19, 2016 in Spanish and English
- Margin of sampling error +/-4.7% at the 95% confidence interval
- Some percentages do not sum to 100% due to rounding
- Selected comparisons to 1999 survey



Life in Cathedral City

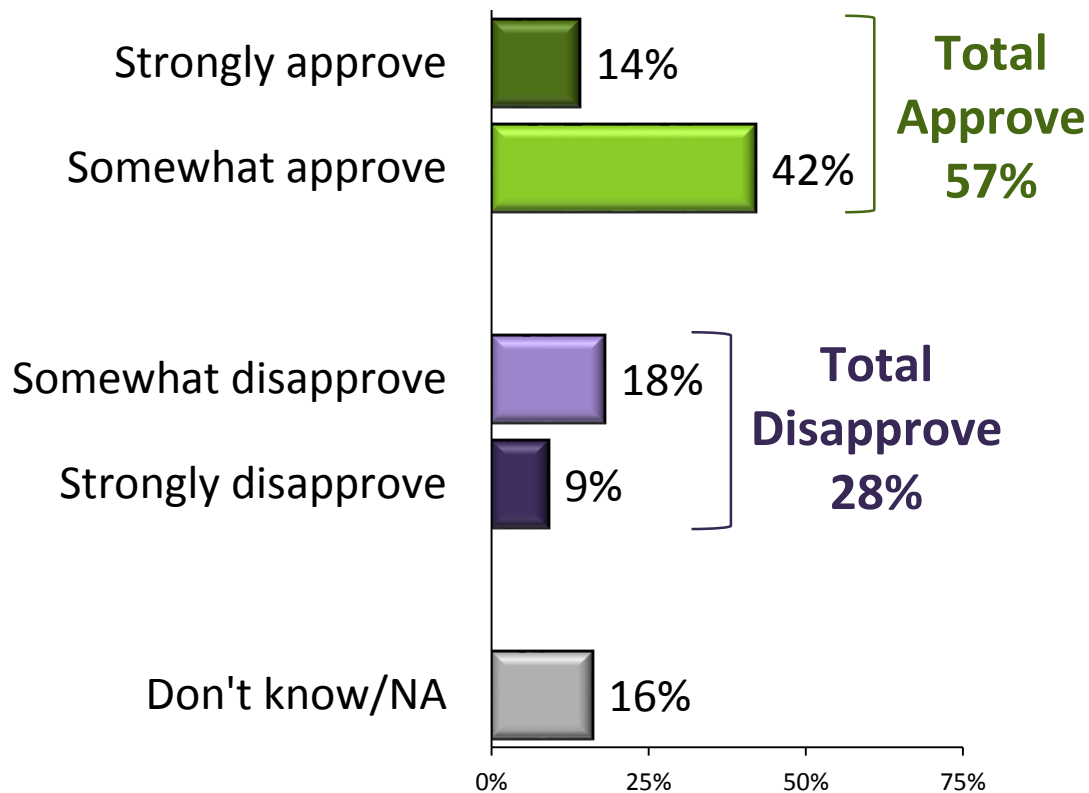
Most voters believe the City is on the right track.

Would you say things in Cathedral City are generally headed in the right direction, or do you feel that they are pretty seriously on the wrong track?

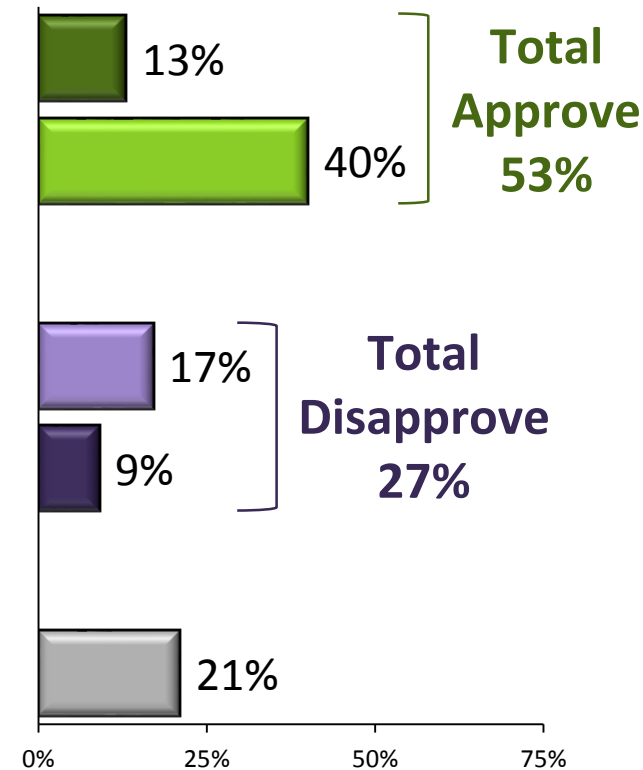


Majorities approve of the Council and City government.

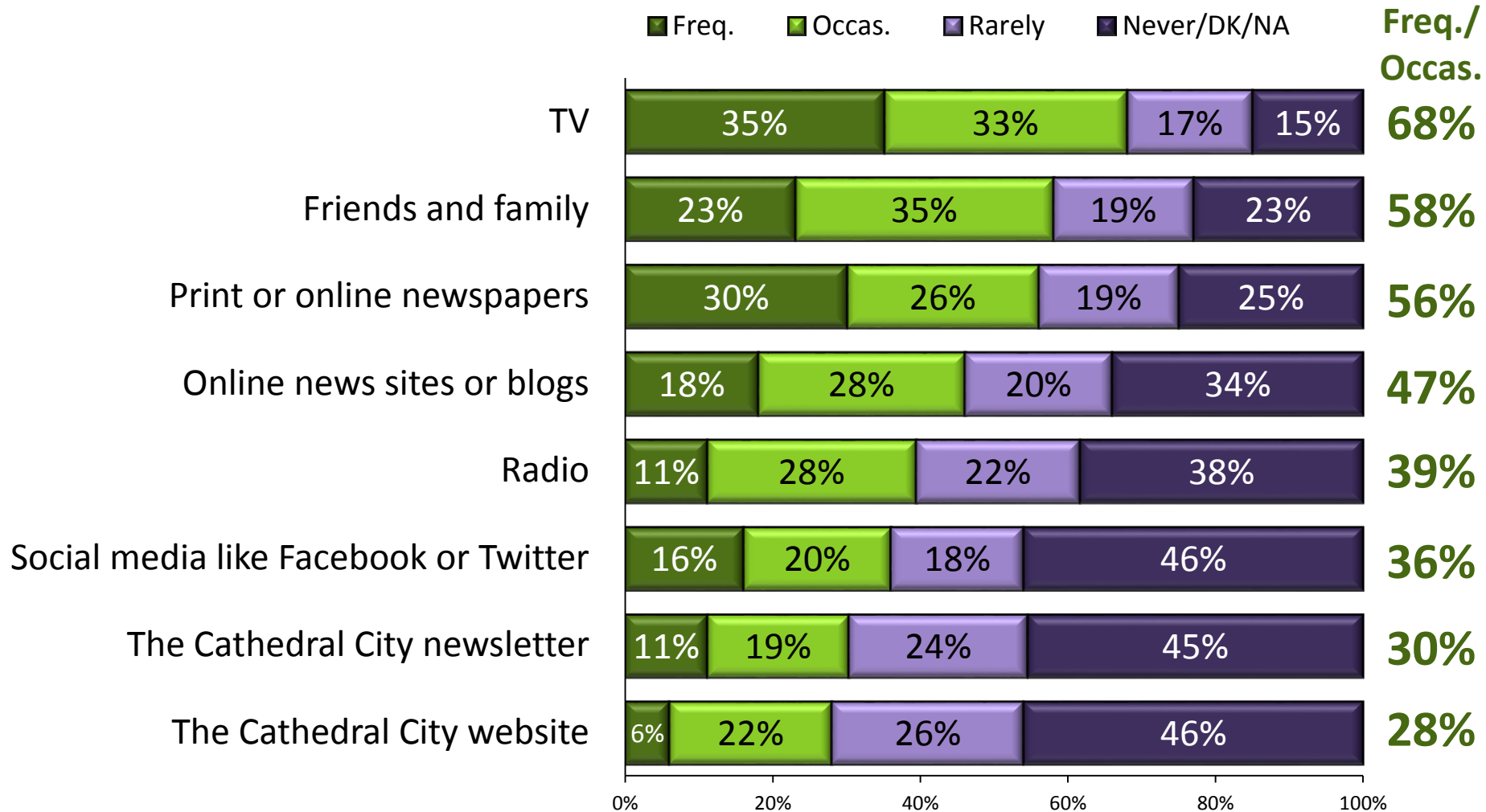
Cathedral City Government Overall



Cathedral City Council

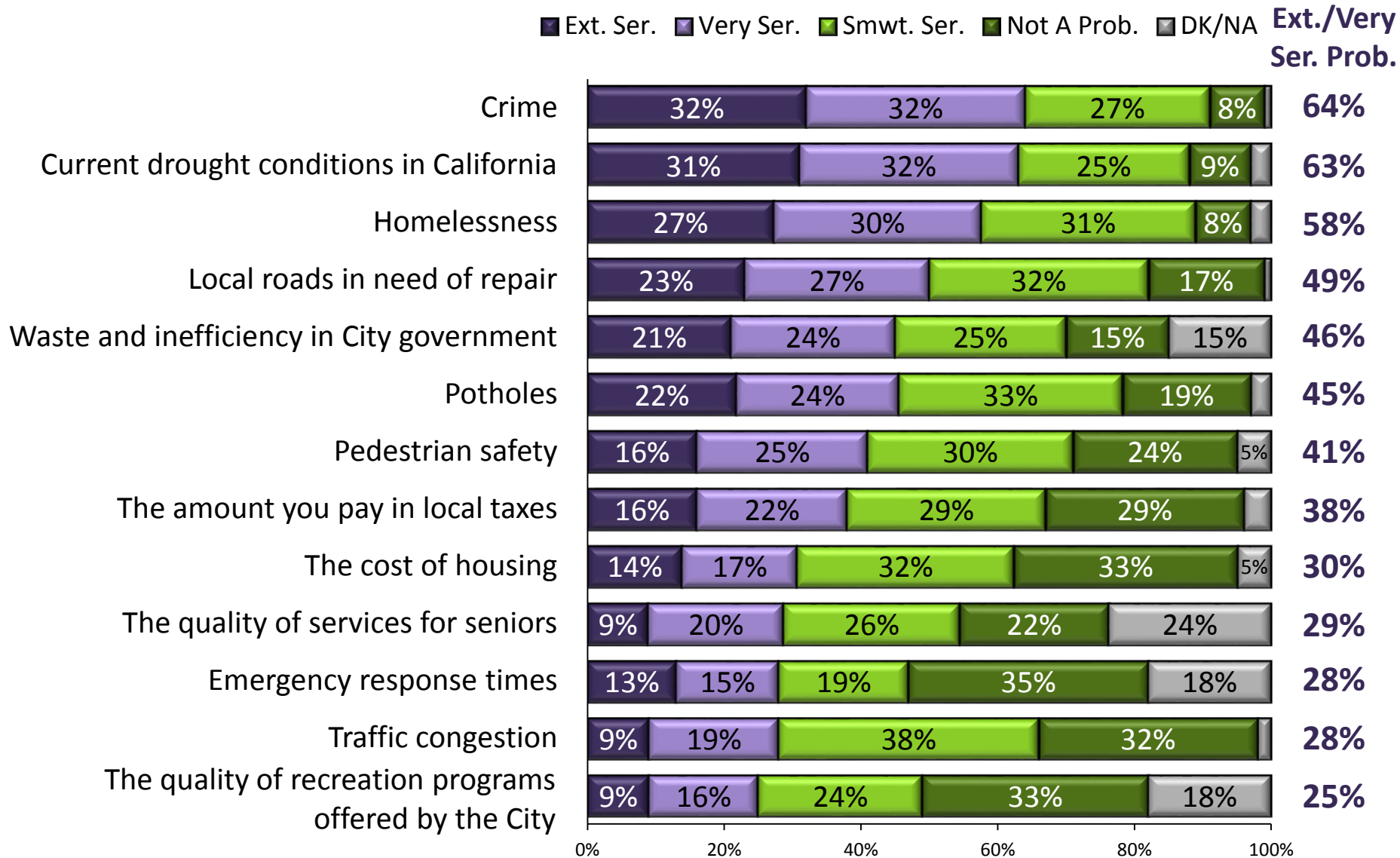


TV, friends, and newspapers are voters' main source of local political news.



Q18. I'm going to read you a list of sources from which people get information about local politics. I'd like you to tell me how often you use it to get information about Cathedral City's government: frequently, occasionally, rarely, or never.

Crime, drought and homelessness are top concerns.



Voters are split in perceptions of City responsiveness and management.

■ Strng. Agree ■ Smwt. Agree ■ DK/NA ■ Smwt. Disagree ■ Strng. Disagree

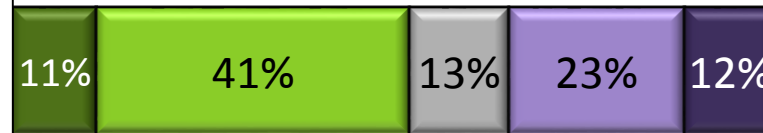
Total Agree **Total Disagree**

City government is responsive to residents and their concerns.



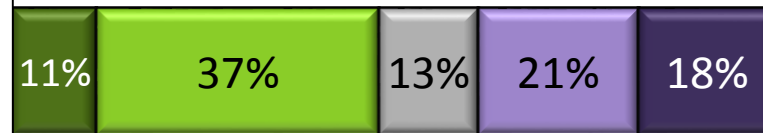
54% **34%**

Cathedral City government is well-run.



52% **36%**

The City can be trusted to properly manage tax dollars.



48% **39%**

Cathedral City officials are honest and trustworthy.

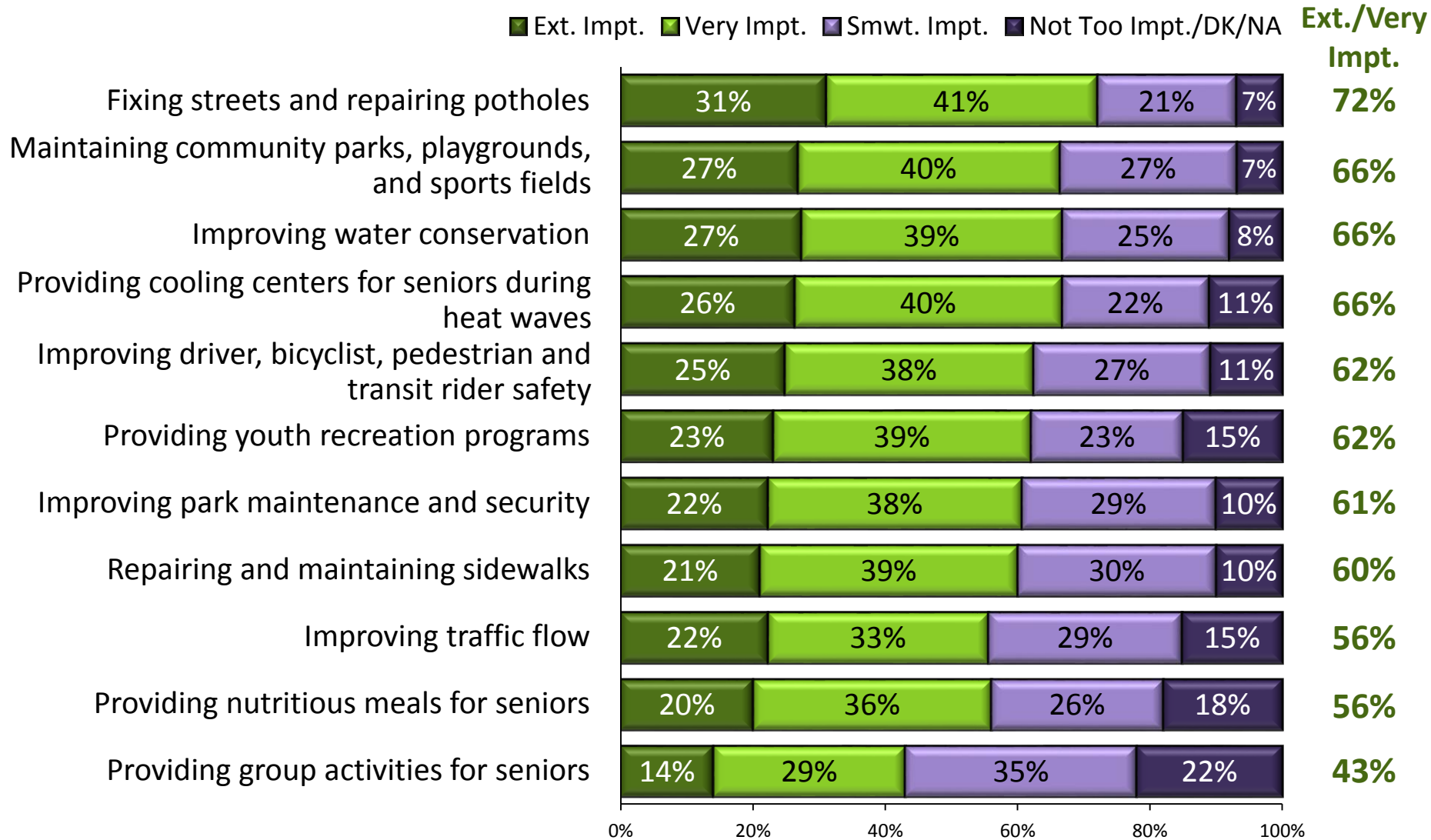


46% **32%**

0% 20% 40% 60% 80% 100%

Q9. I would like to read you some statements some people have made about Cathedral City. Please tell me whether you generally agree or disagree with each statement. .

Repairing potholes and improving water conservation and parks are top priorities for voters.





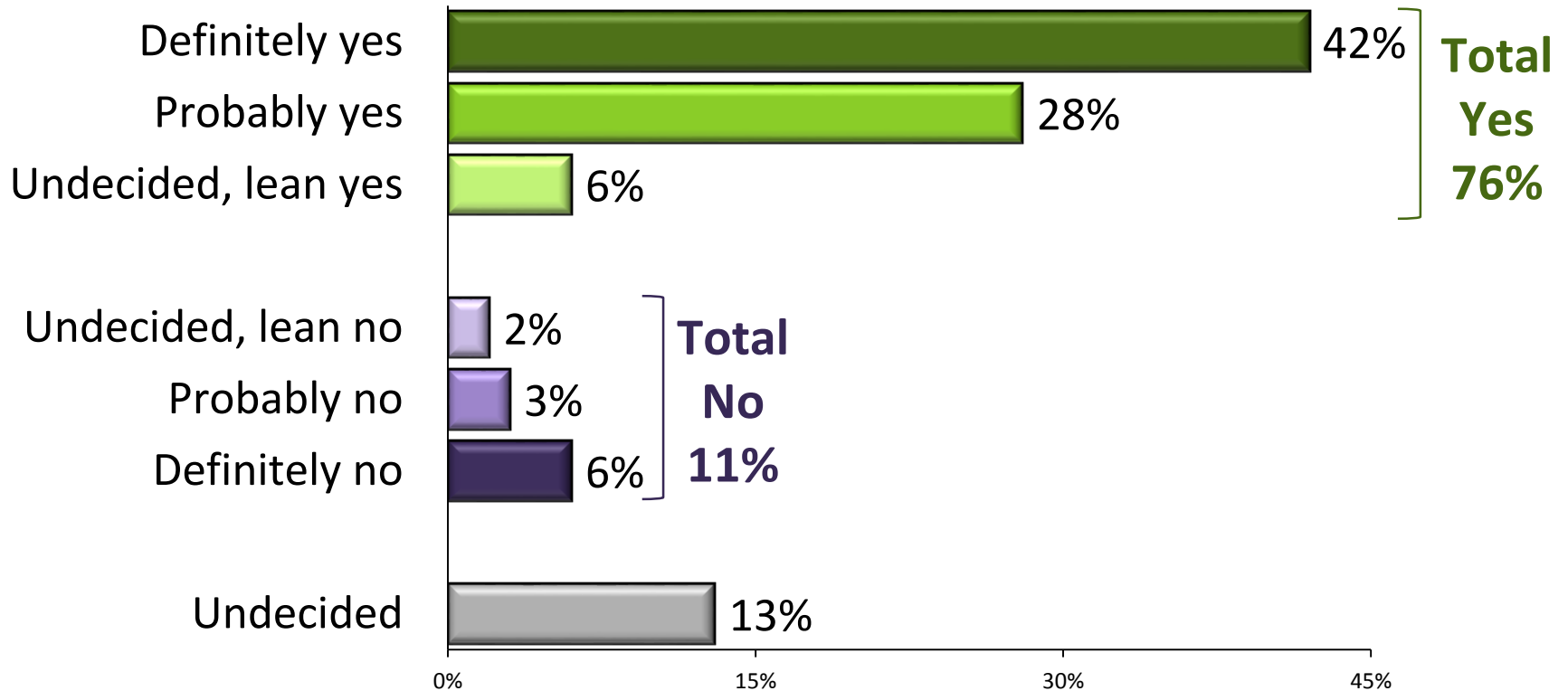
Voter Support for a Charter City Measure

Measure Language Tested

CATHEDRAL CITY CHARTER MEASURE.

To preserve self-governance and enhance local control over City municipal affairs, shall the City of Cathedral City Charter be adopted to establish the City as a charter city providing better control over public works projects and local economic development, with more transparent and efficient elections, but with no increased taxing authority, restricted councilmember compensation, and all changes to the charter required to be approved by voters?

Nearly four in five support a charter city measure.



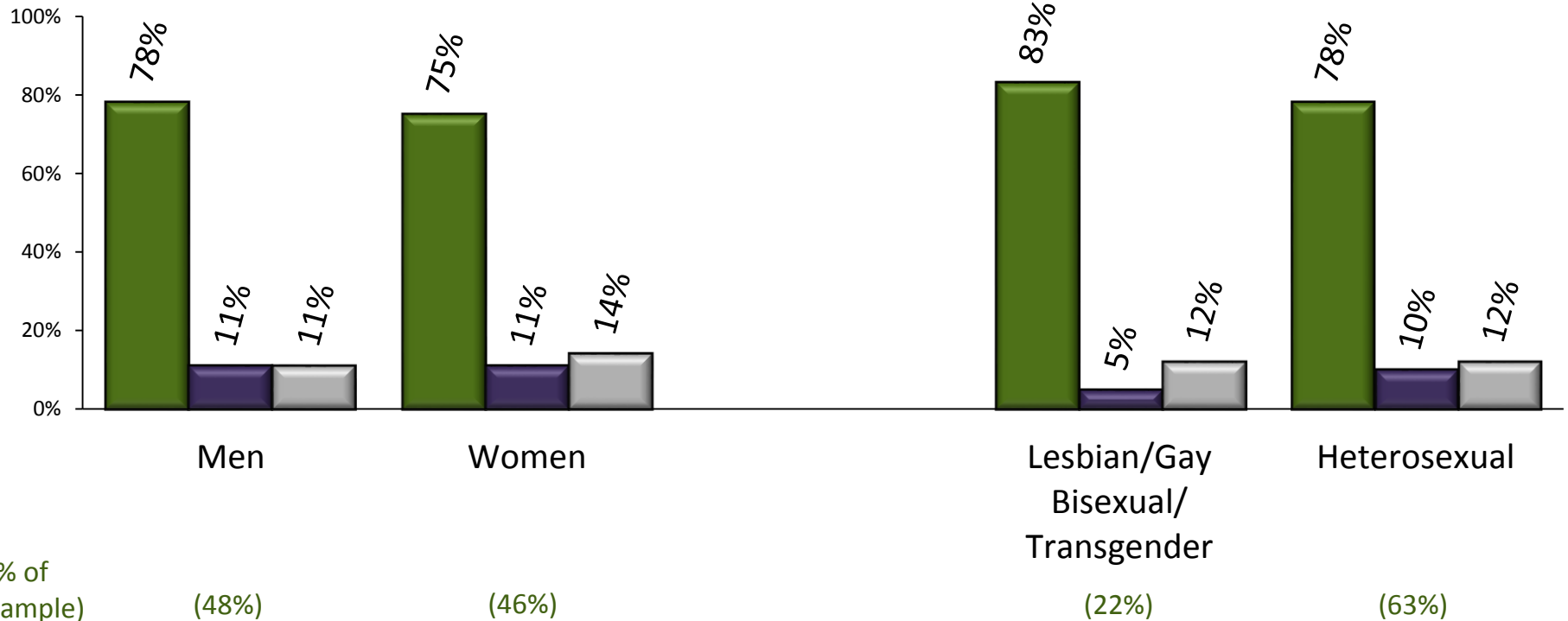
Support is strong among voters regardless of gender or sexual orientation.

Initial Charter City Vote by Gender and Sexual Orientation

■ Total Yes ■ Total No ■ Undecided

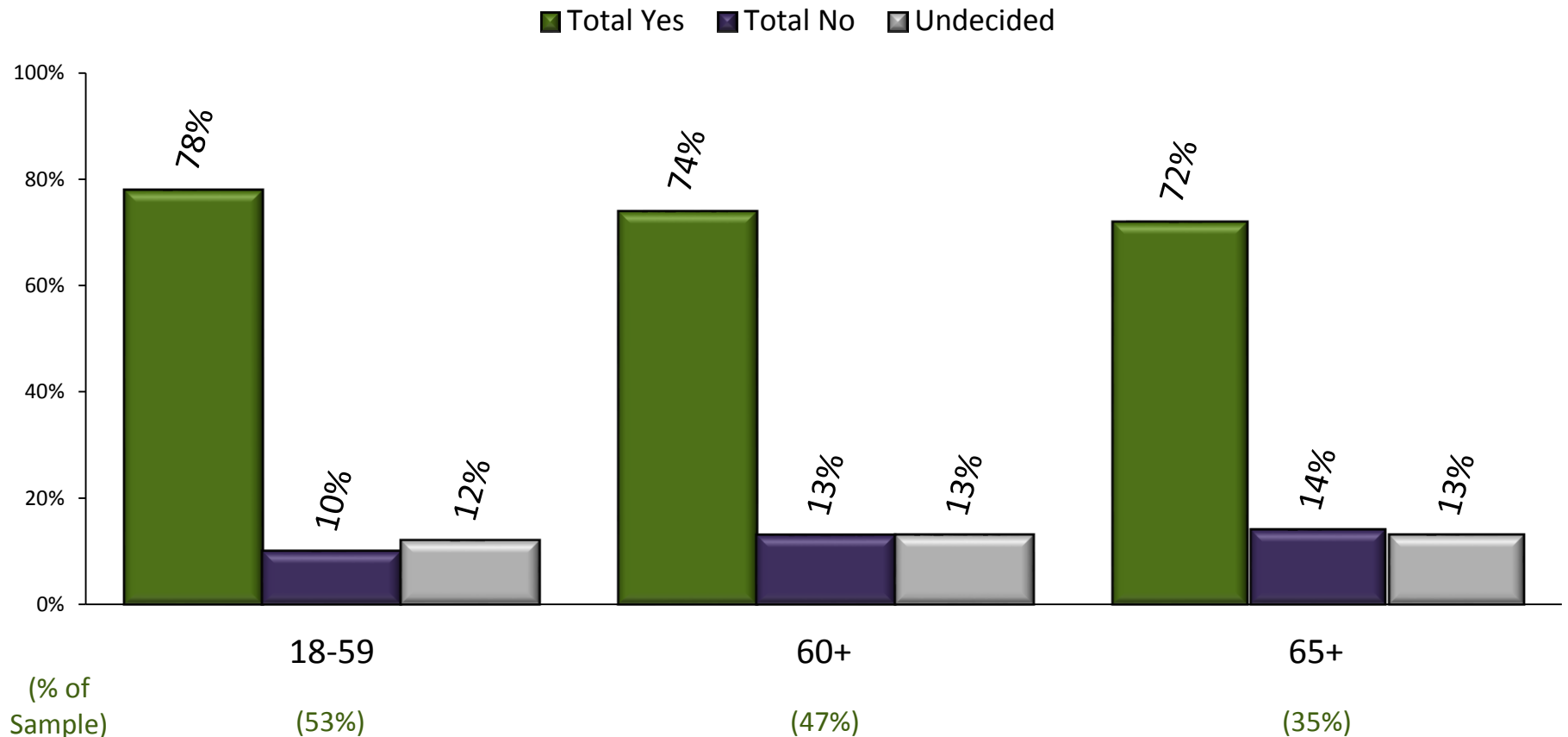
Gender

Sexual Orientation



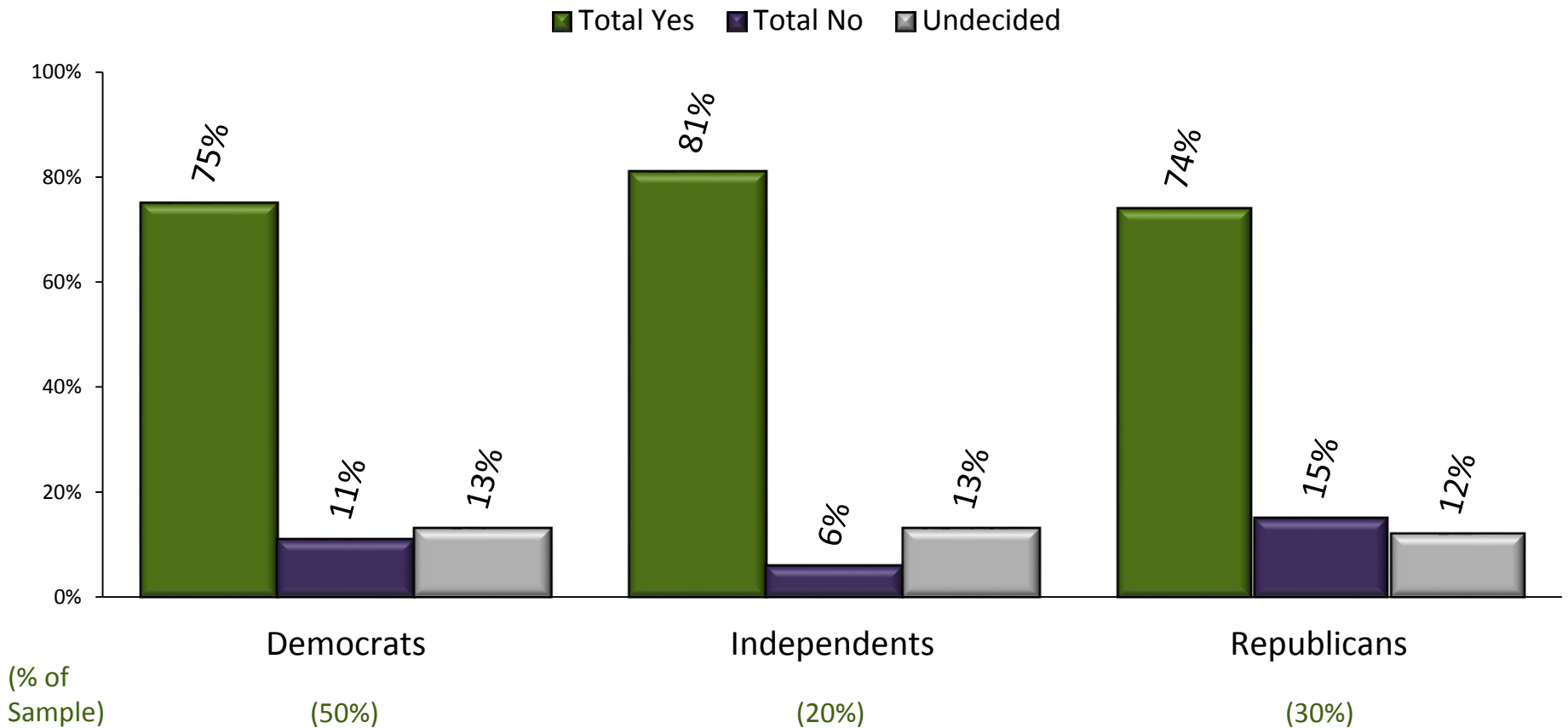
Younger voters are slightly more supportive of the measure.

Initial Charter City Vote by Age



More than four in five independent voters support the charter city measure.

Initial Charter City Vote by Party



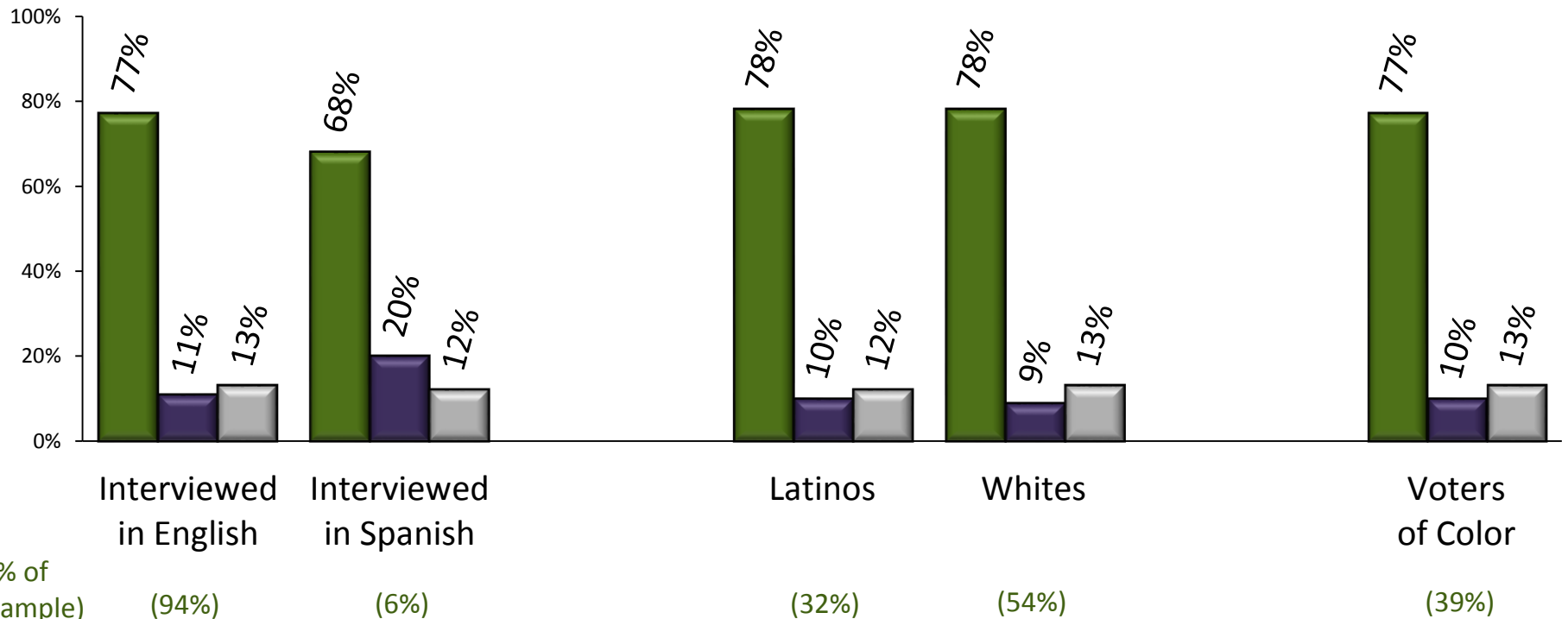
Nearly four in five white voters and voters of color back the measure.

Initial Charter City Vote by Language of Interview and Ethnicity

■ Total Yes ■ Total No ■ Undecided

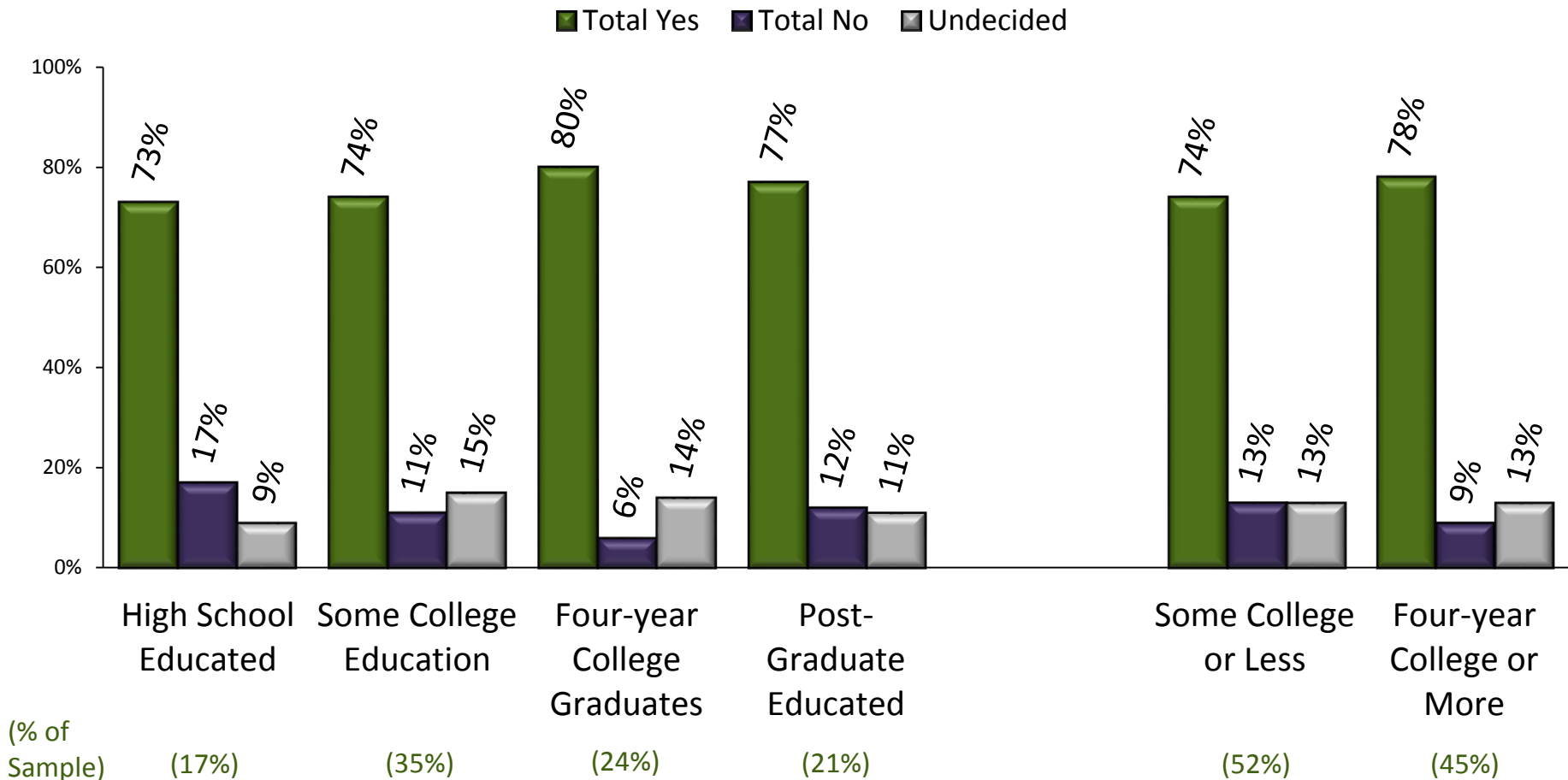
Language of Interview

Ethnicity



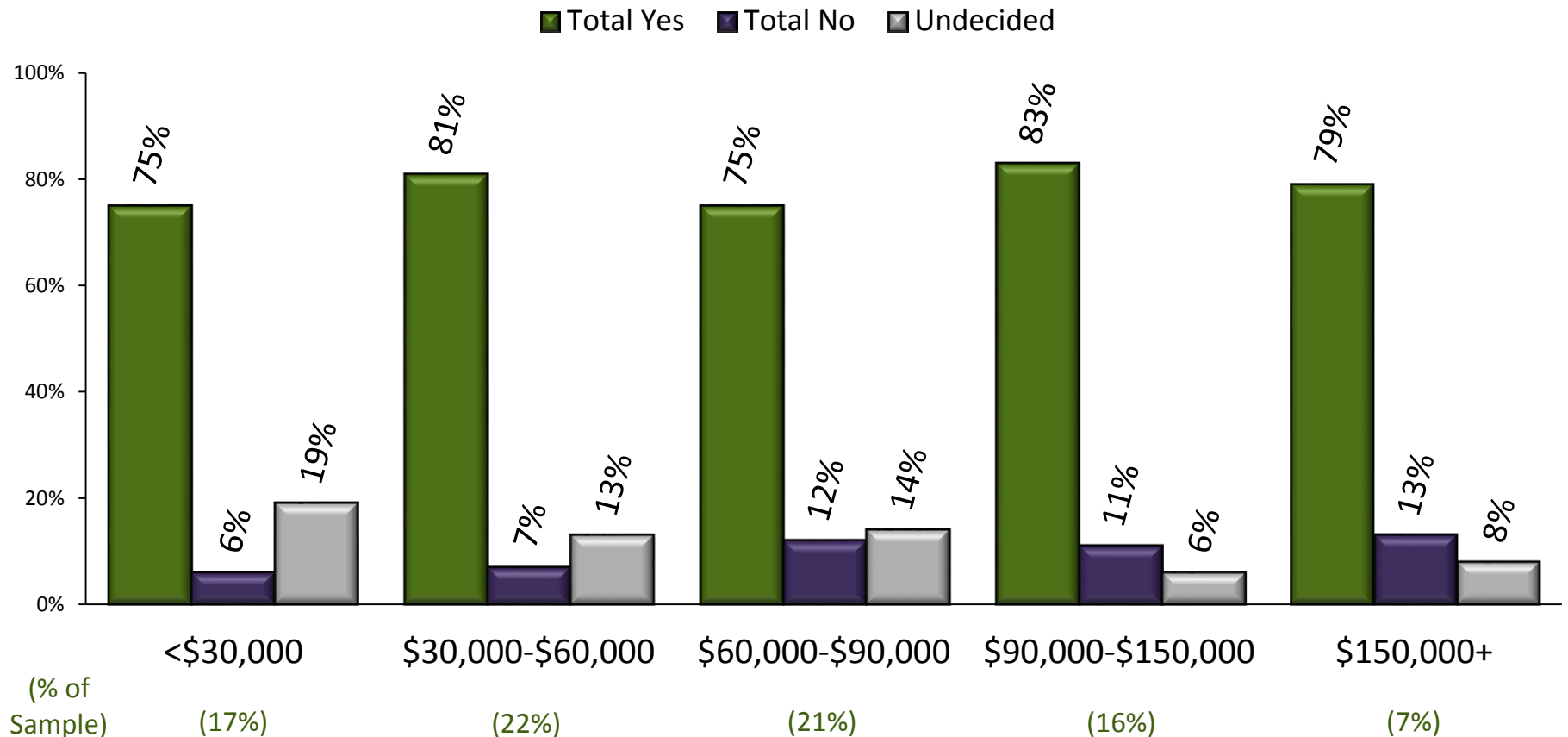
Voters at every education level support the measure overwhelmingly.

Initial Charter City Vote by Education



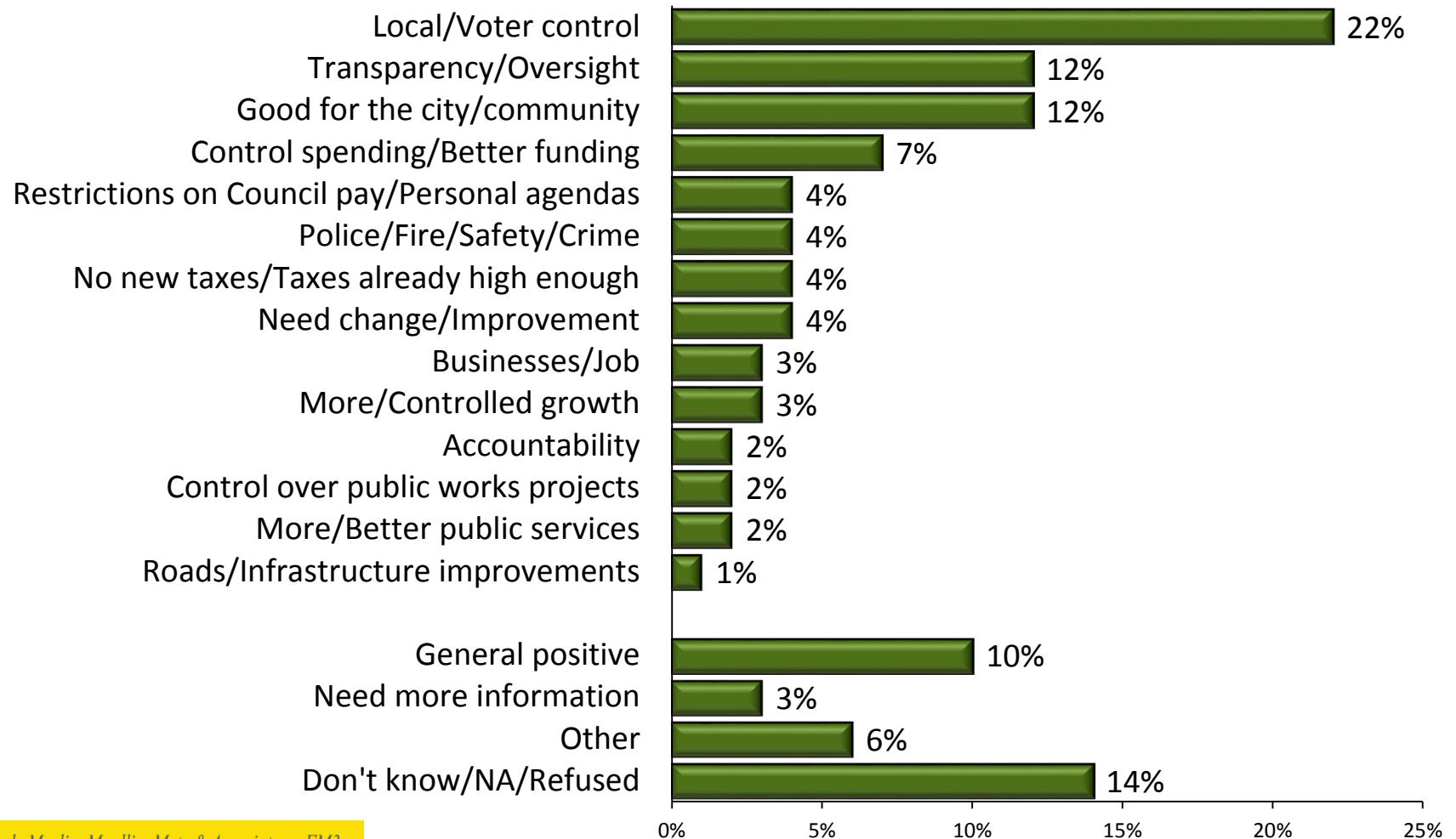
Support is strong at every income level.

Initial Charter City Vote by Income



Local control is the top motivation for yes voters.

*In a few words of your own, why would you vote **YES** on this measure?
(Open-ends; Grouped Responses Shown, n=237)*



Verbatim Responses

(Asked of Yes Voters Only, n=327)

More control and more visibility with council is not a bad thing. Couple that with no tax increase, gotta be good.

Keeps control of city matters with the city rather than the state as with a general law city. Keeps control of local issues locally as opposed to state control.

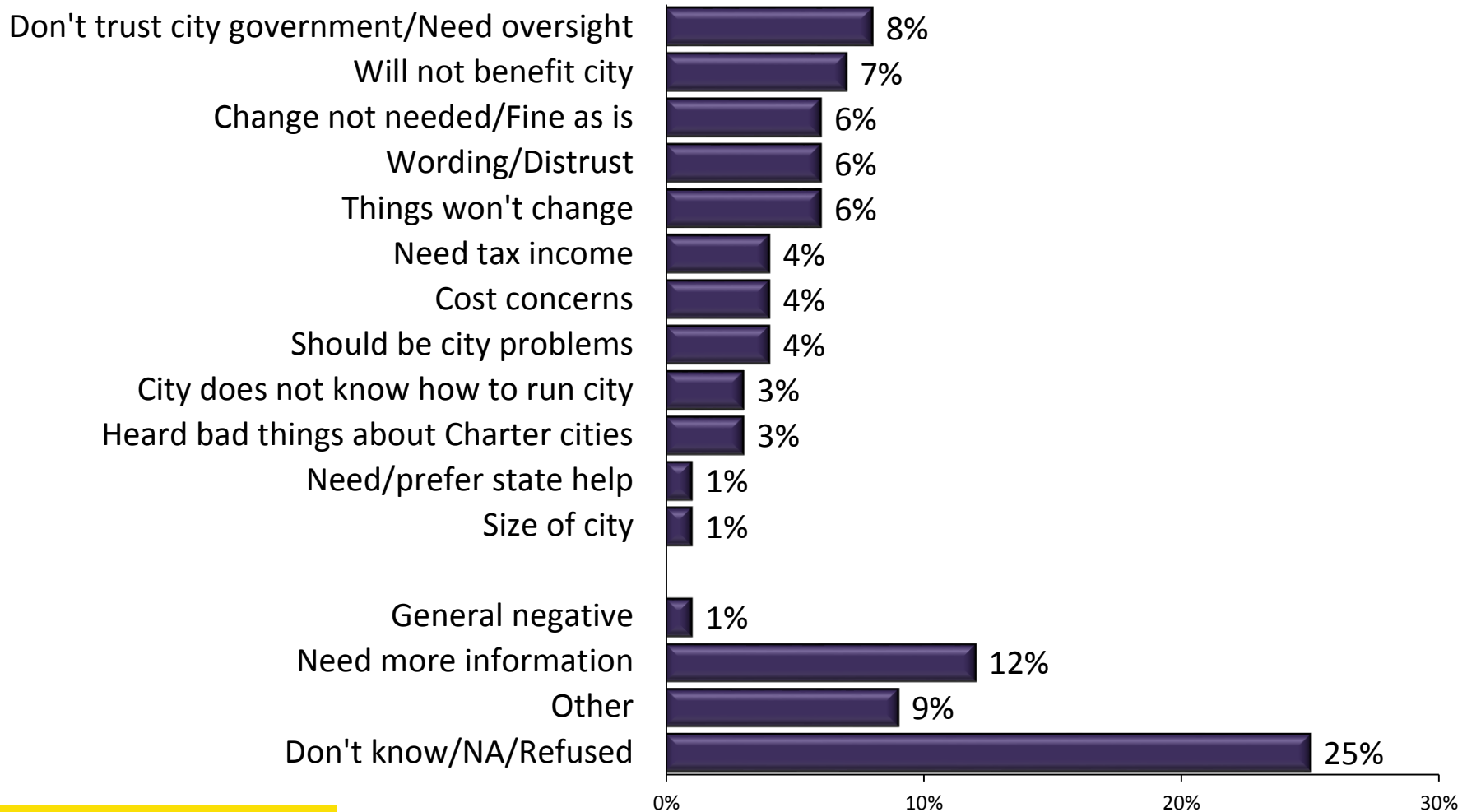
I'll need to read more about this measure before making my final decision. If, however, I feel the change would improve the efficiency of the government without increasing taxes and fees, then I'm for it.

It sounds from the description to be a tightening of fiscal oversight. It seems to place city needs over political compensations.

A charter provides flexibility related to some governance practices and may reduce costs of governing slightly.

Opposition centers around lack of trust.

*In a few words of your own, why would you vote **NO** on this measure?
(Open-ends; Grouped Responses Shown)*



Verbatim Responses

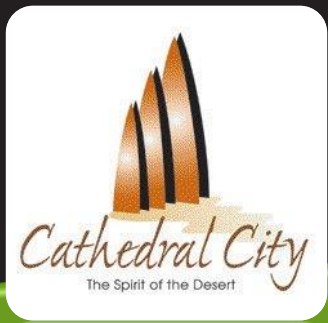
(Asked of No Voters Only, n=49)

Sounds suspicious.

I have not heard anything good about charter cities.

I think the wording of the measure is confusing, so when in doubt, I would like to vote "no."

If it's not broke, why fix it? We are fine now without changing or adding laws.

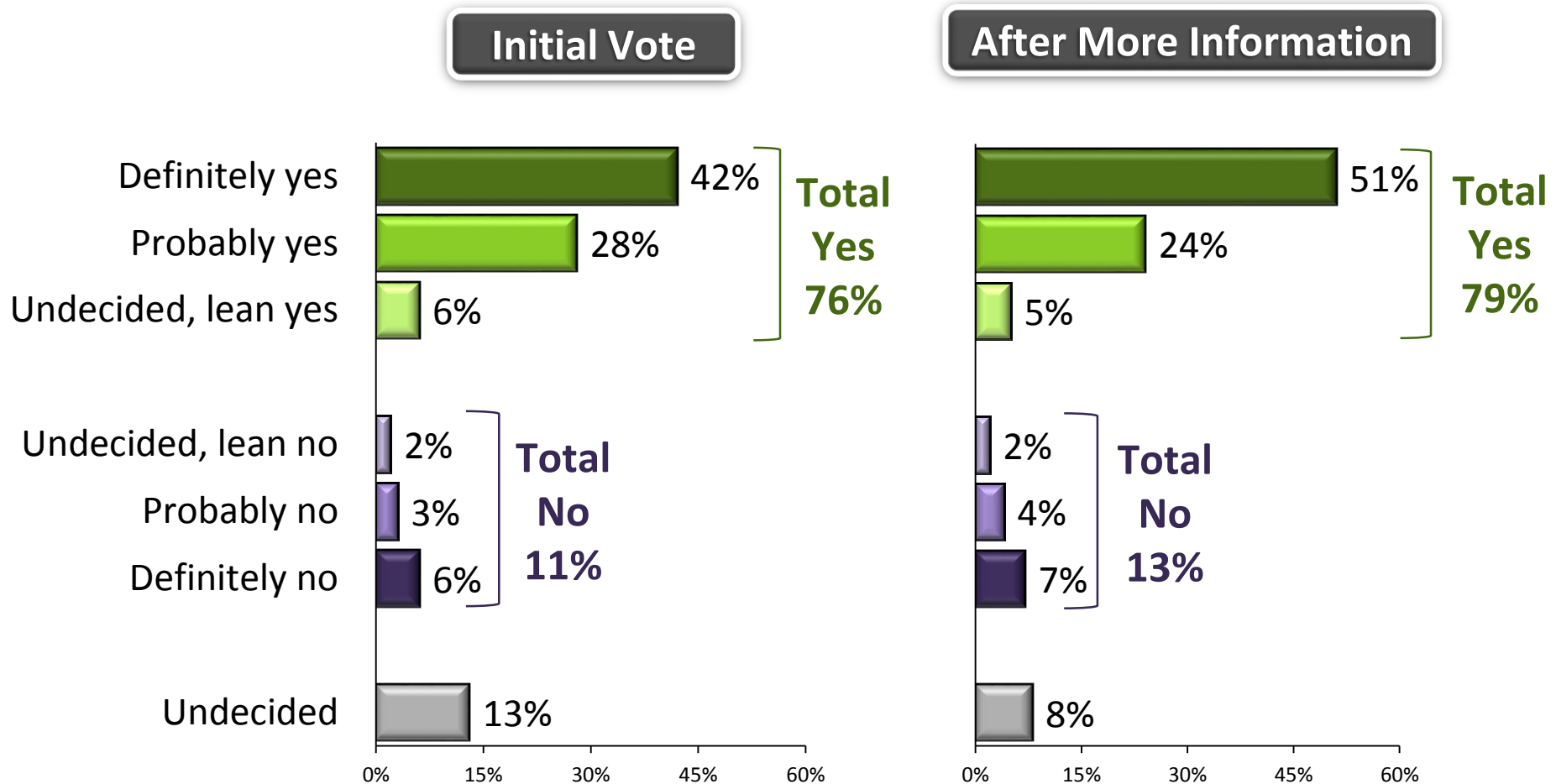


Explaining the Measure

Additional Information Provided

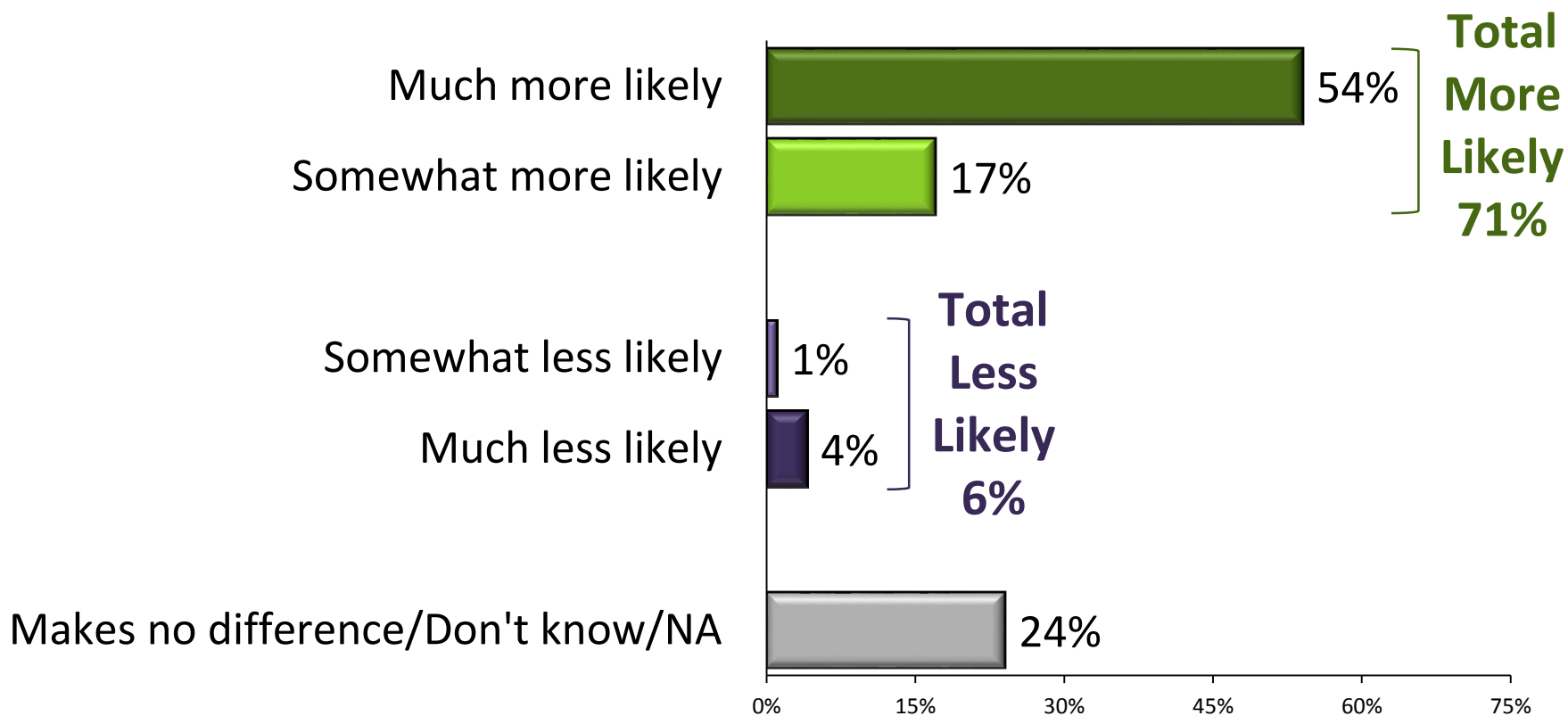
Currently, Cathedral City is a general-law city, meaning that the State Legislature makes laws governing the City. Becoming a charter city would allow Cathedral City to write its own ordinances tailored to the specific needs of the community rather than those made at the state level. These can include regulation of the local police force, land use and zoning decisions, municipal elections procedures, contracts with vendors, and increased accountability and transparency in local government. To become a charter city, a majority of voters have to adopt a city charter, something like a Constitution, which a majority of voters can also amend or repeal in the future. About one-quarter of California cities are charter cities, including Palm Desert, Palm Springs, Desert Hot Springs and Indian Wells here in Riverside County.

Given a short explanation, voters are even more supportive.



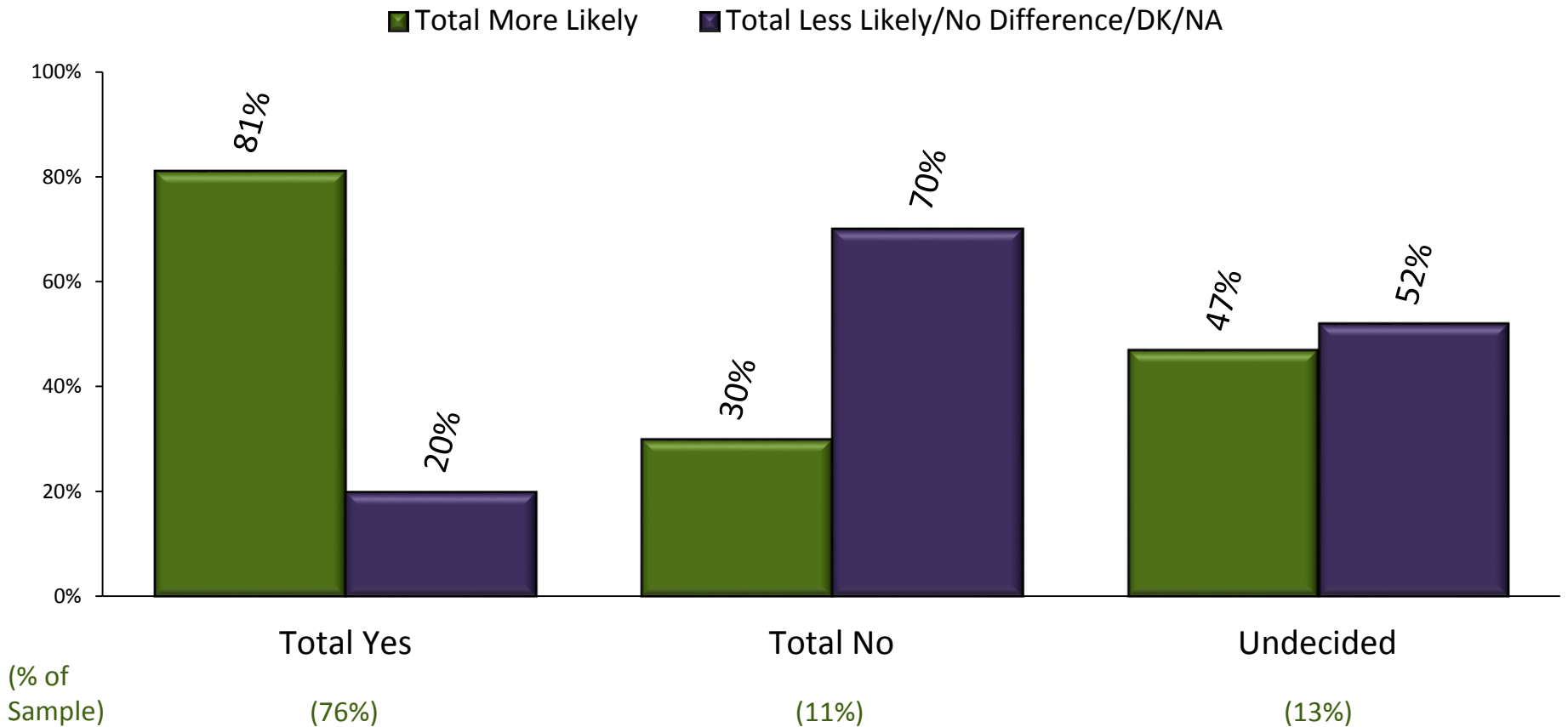
Emphasizing that the City would have no additional taxing power is persuasive.

The charter city measure I just described would not allow the City to raise taxes without voter approval. Knowing this, are you more likely or less likely to vote for the measure?



About half of undecided voters say they would be more likely to support a measure without a tax hike.

City Taxes by Initial Charter City Vote

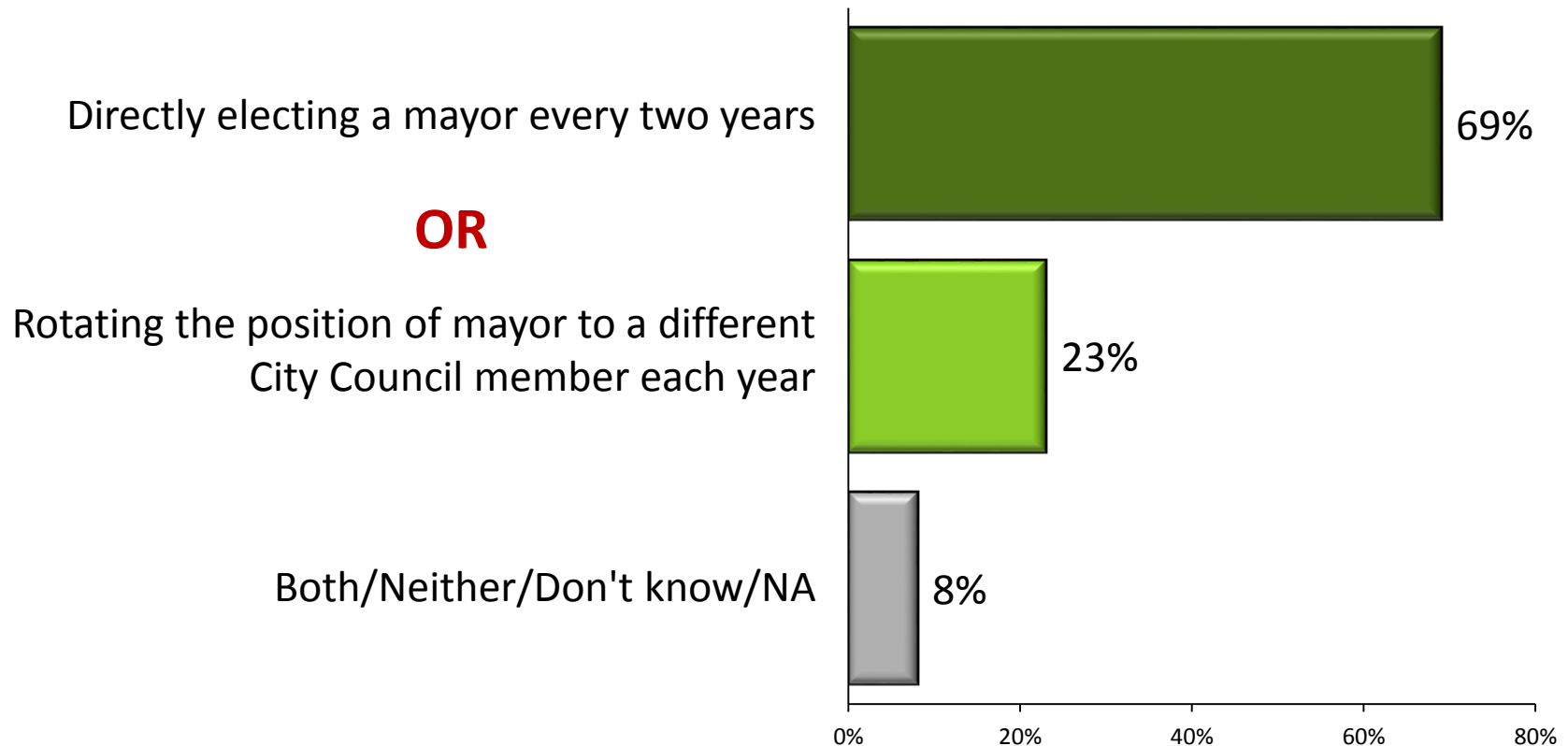




Potential Charter Elements

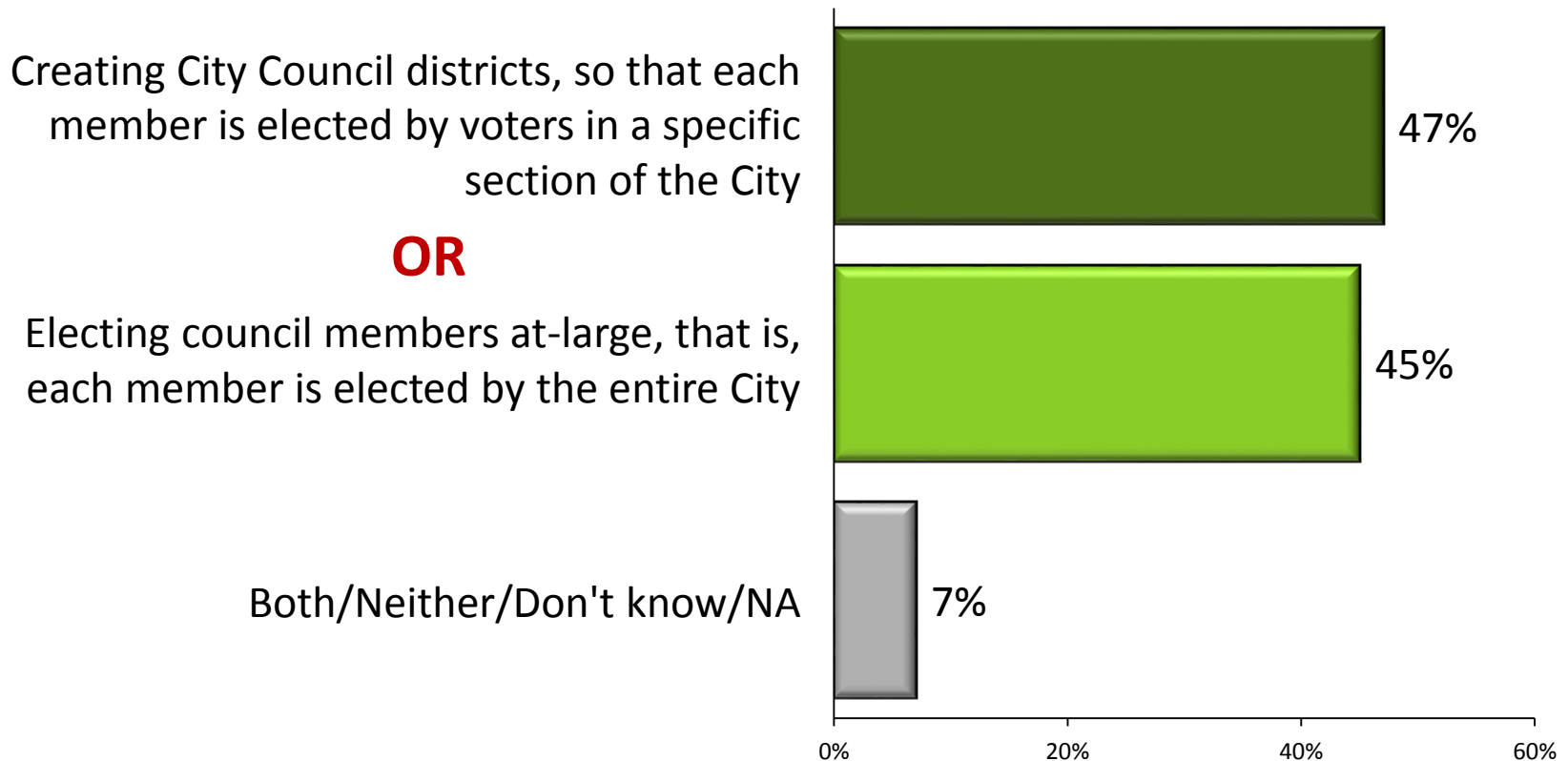
Voters strongly favor direct mayoral elections.

The structure of the Cathedral City charter measure has not been finalized. I am going to read you a few pairs of potential options for City government that could be in a potential city charter document.

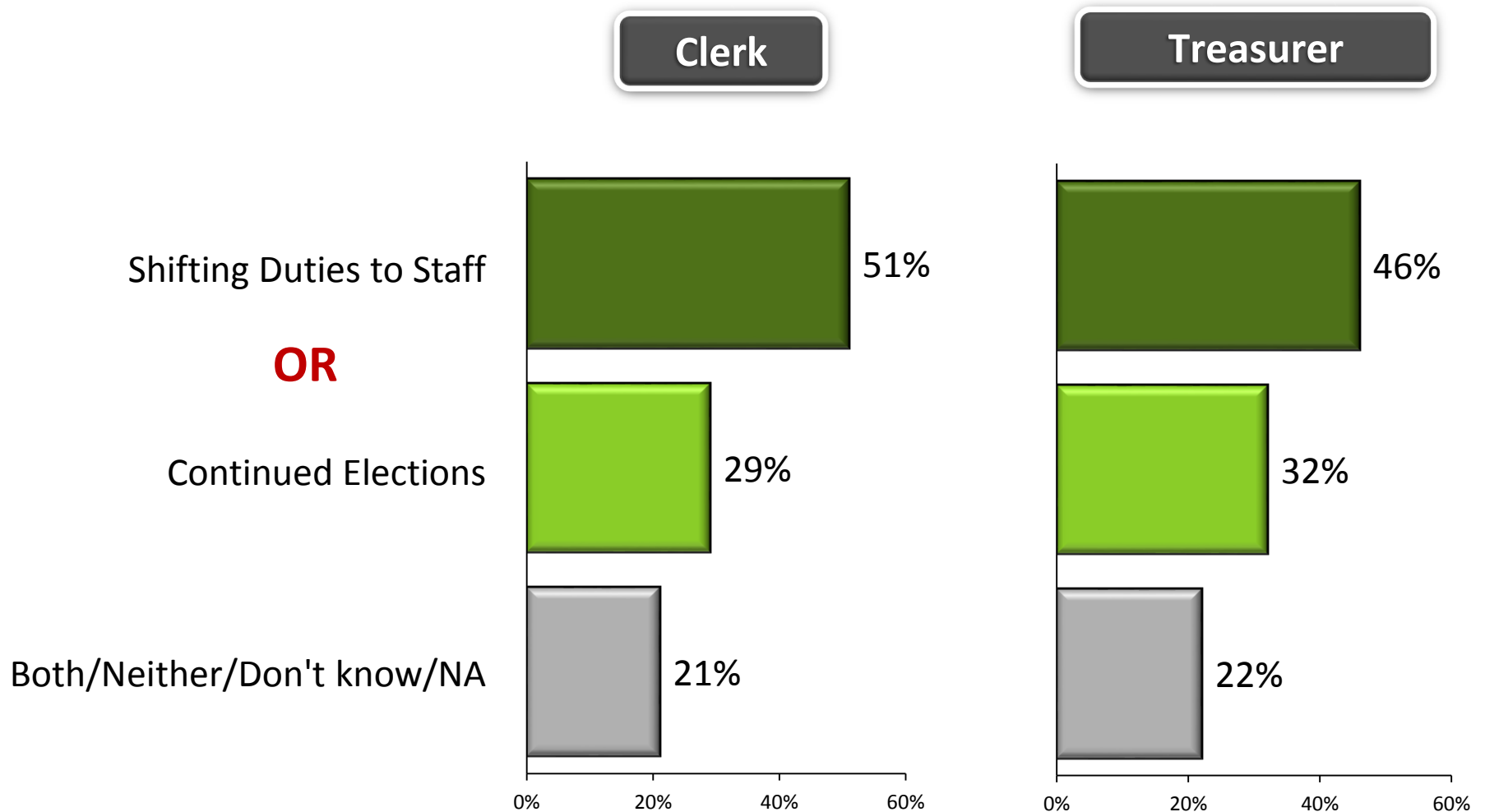


They are split on whether they prefer at-large or district council elections.

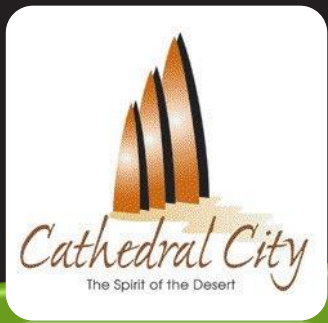
The structure of the Cathedral City charter measure has not been finalized. I am going to read you a few pairs of potential options for City government that could be in a potential city charter document.



Voters favor ending elections for Clerk and Treasurer.



Q11c & d. The structure of the Cathedral City charter measure has not been finalized. I am going to read you a few pairs of potential options for City government that could be in a potential city charter document.



Messaging

Positive Messages

Statements

(NO NEW TAX) This measure does not give the Council the power to raise our taxes. Any new tax measure would have to be approved by voters, the same way it has been until now.

(GREATER VOICE) Becoming a charter city gives citizens a greater voice in their local government and gives them the opportunity to reform how government works. Charters make cities operate with more accountability and responsiveness to the voters and taxpayers.

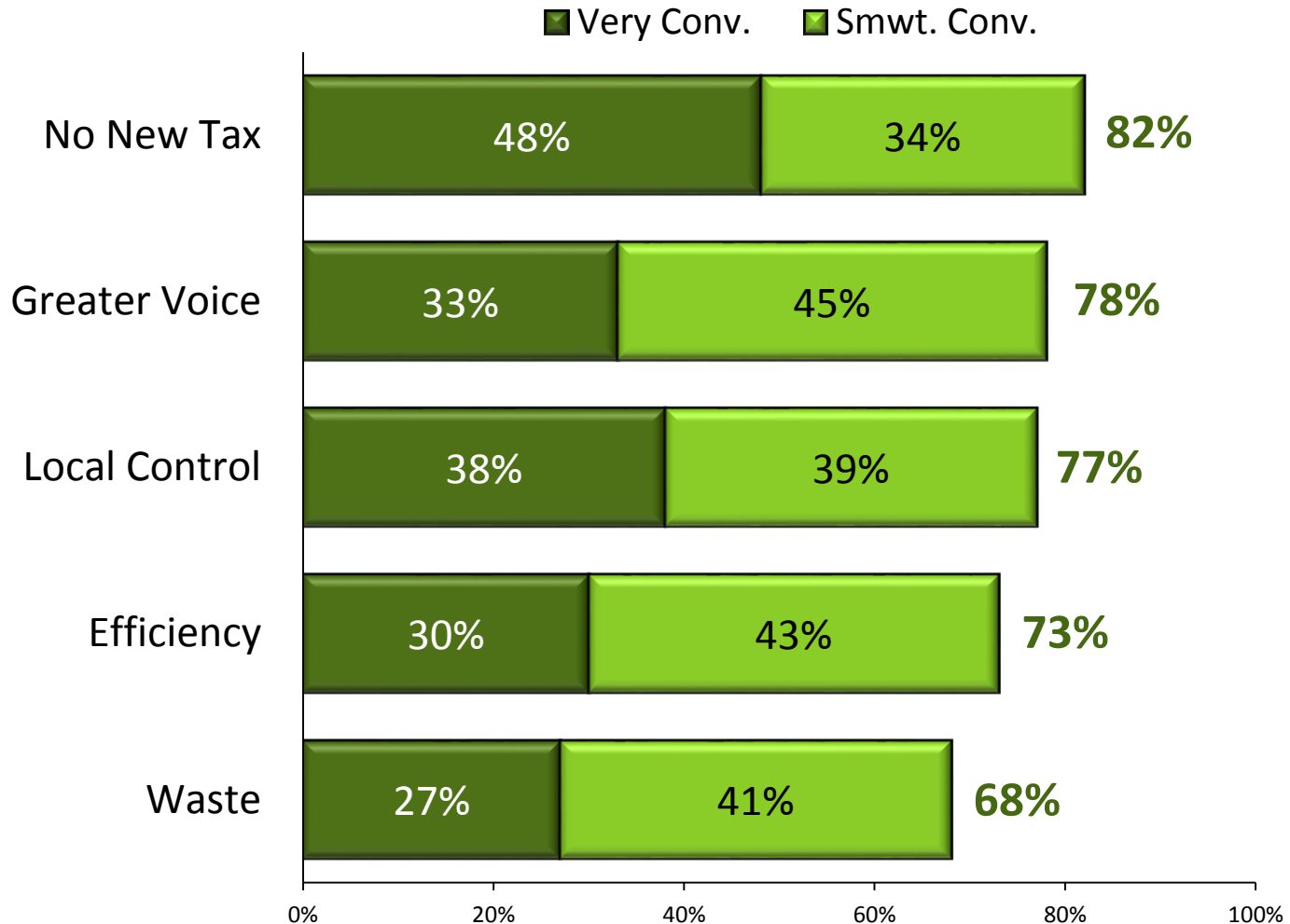
(LOCAL CONTROL) Establishing Cathedral City as a charter city will allow our City's voters to gain control over local laws, and will ensure that the City can avoid costly regulations written by state government bureaucrats.

(EFFICIENCY) Charter cities operate more efficiently than general-law cities. By adopting this measure, voters will ensure that Cathedral City is empowered to spend taxpayer dollars as efficiently as possible.

(WASTE) Improving governance and improving the contracting process will avoid wasted time and money. Becoming a charter city is the only way to empower City staff to make the reforms that will eliminate waste.

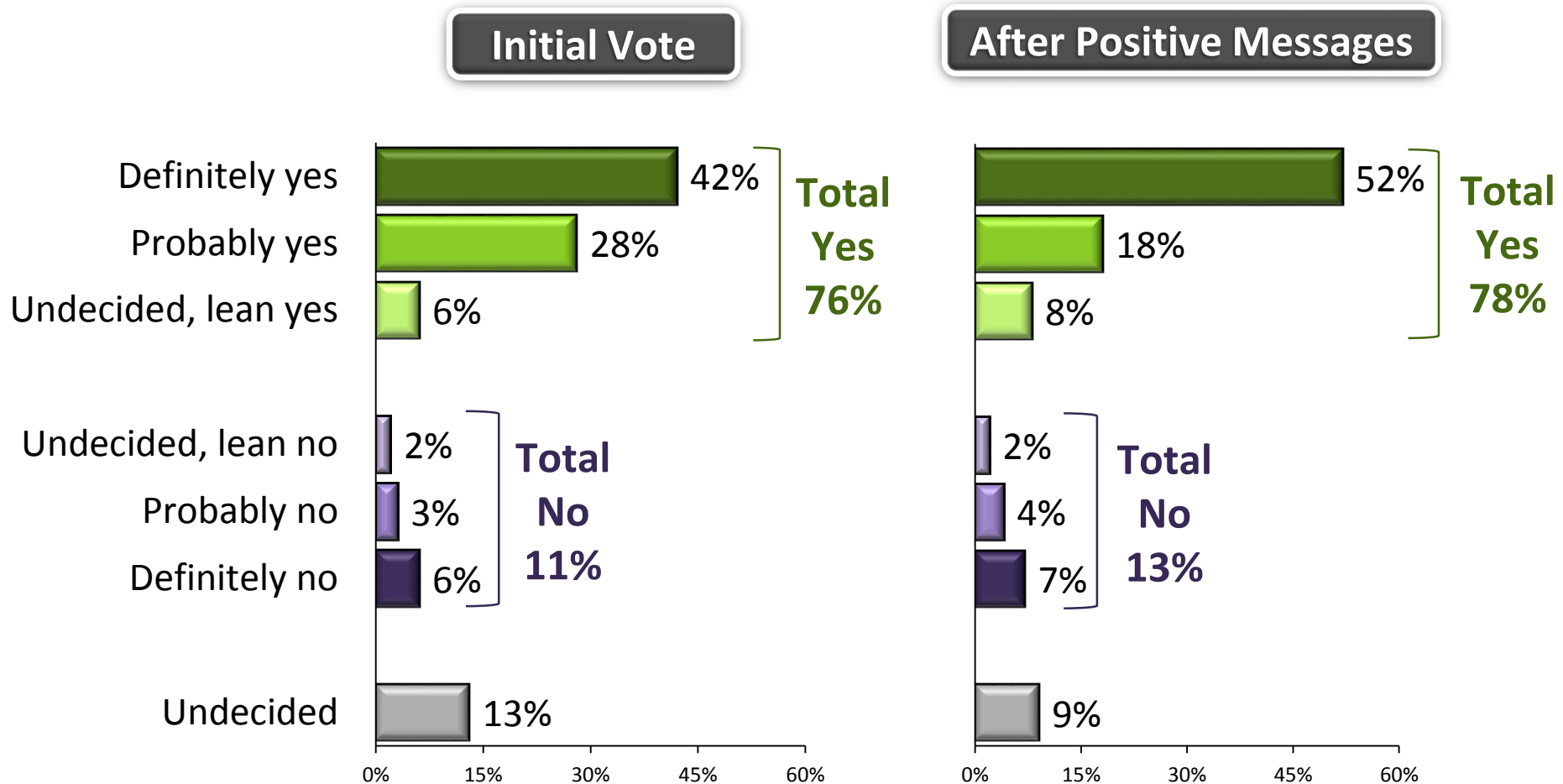
Q12. I am going to read you some statements made by supporters of this ballot measure. Please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to support this ballot measure.

Voters again find the assurance that the measure would not allow tax increases appealing.



Q12. I am going to read you some statements made by supporters of this ballot measure. Please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to support this ballot measure.

A majority say they would “definitely” vote yes after these arguments.



Negative Messages

Statements

(NO RULES) Because charter cities do not have to follow the same rules as everyone else, they have greater authority to raise local taxes and fees, and if we became a charter city, City Council could increase their take-home pay, impose unlimited penalties on residents and business and give out jobs and city contracts to whomever they choose. We've seen this happen before in places like Bell, a city that quickly went bankrupt after adopting a charter.

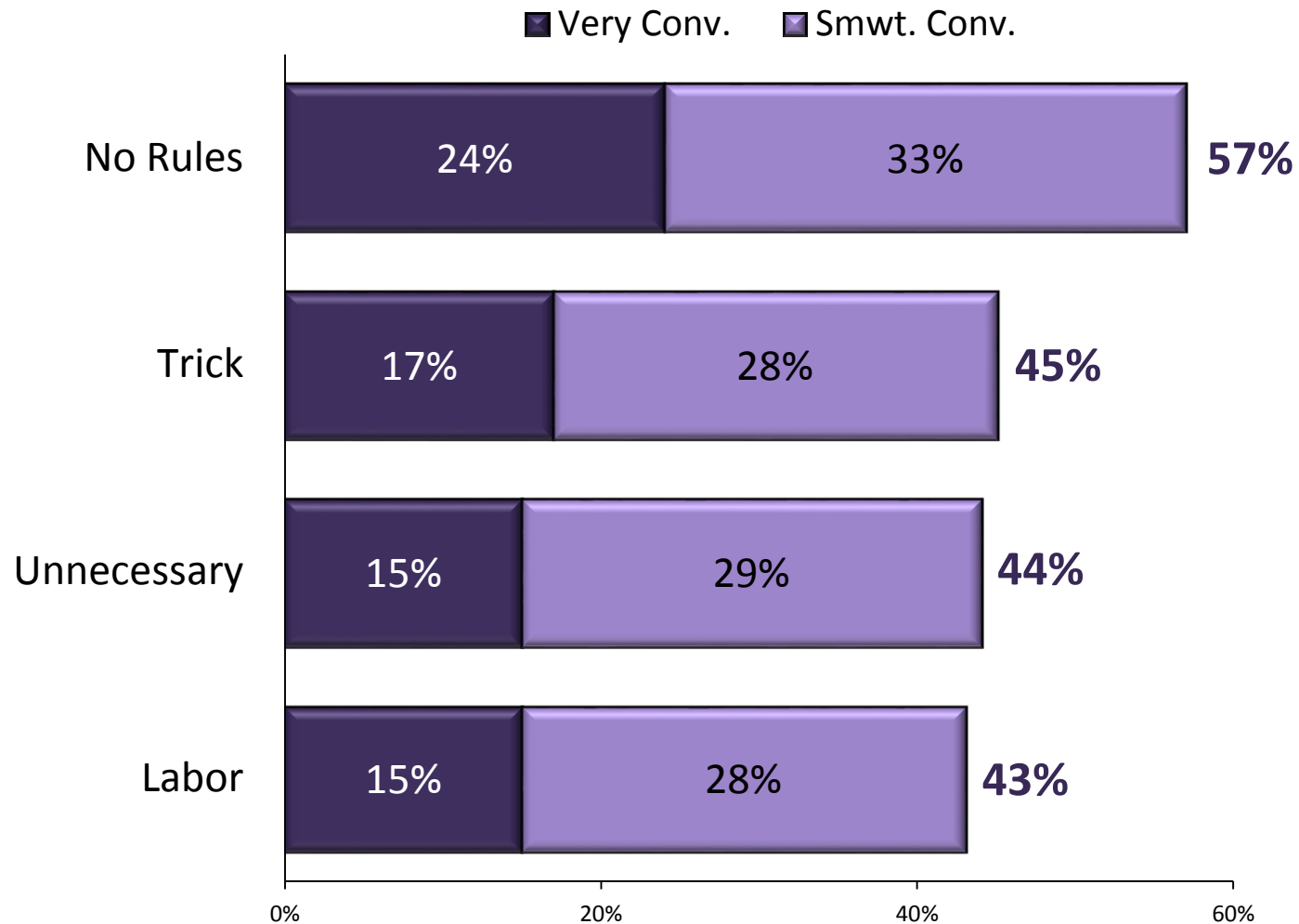
(TRICK) Supporters say this measure won't raise taxes, but cities that adopt a charter always seem to ask for more taxpayer money soon after. We shouldn't vote for this deceptive measure.

(UNNECESSARY) This measure is simply not necessary. There's nothing wrong with the way our city runs now, and if Cathedral City becomes a charter city, we'll become vulnerable to special interests putting charter amendments on the ballot.

(LABOR) Becoming a charter city sounds like a positive reform, but it is really a trick to allow the City to avoid fair wage standards and other laws meant to protect working people employed by businesses with lucrative government contracts.

Q14. I am going to read you some statements made by opponents of this ballot measure. Please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to oppose this ballot measure.

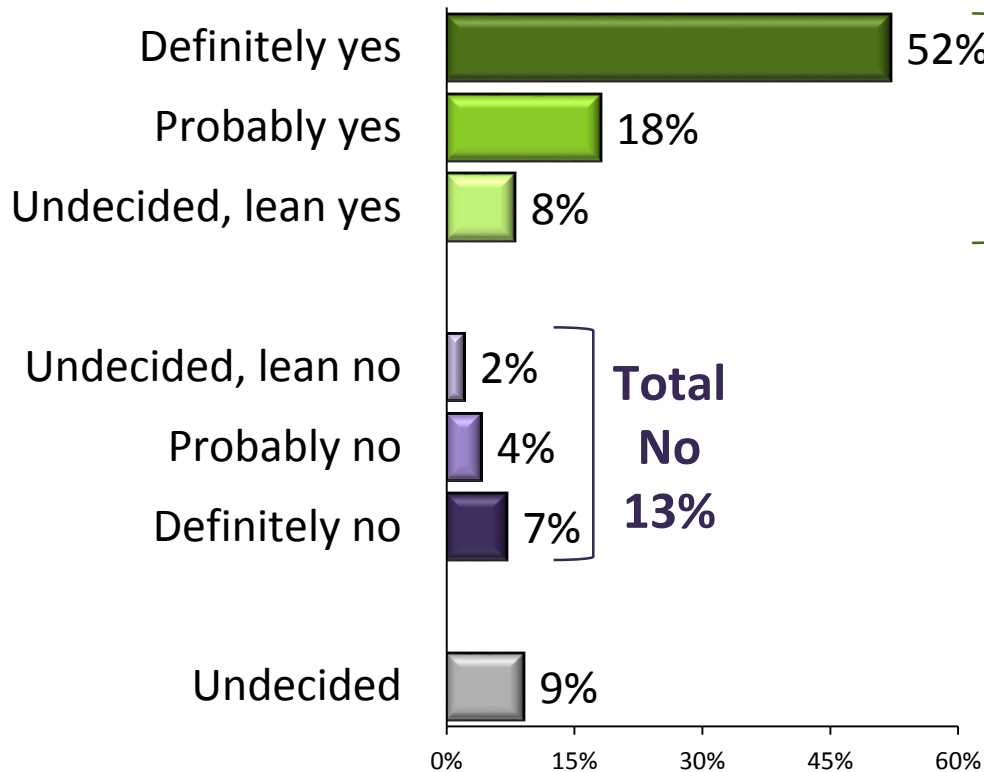
A laundry list of potential negative changes is persuasive to nearly three in five.



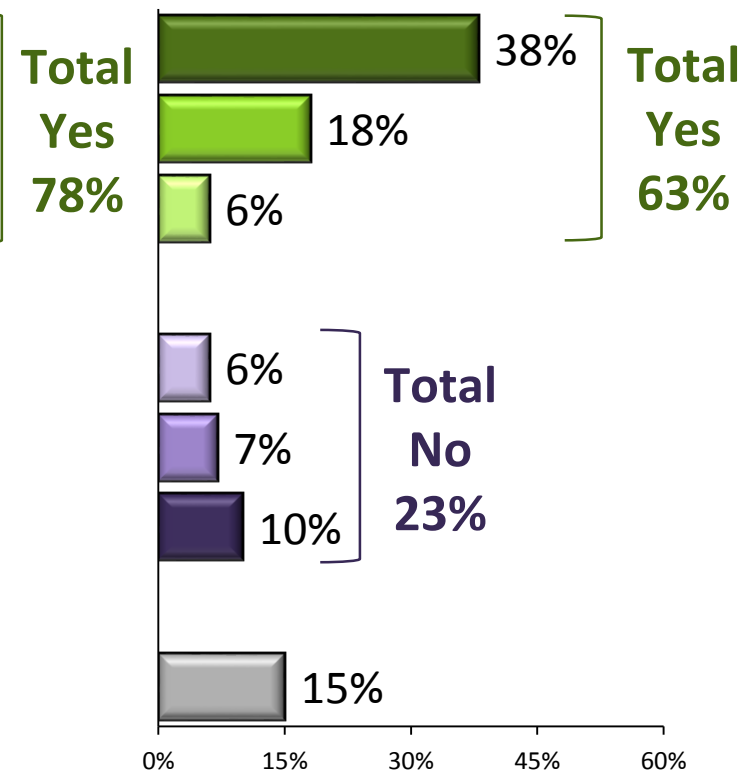
Q14. I am going to read you some statements made by opponents of this ballot measure. Please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to oppose this ballot measure.

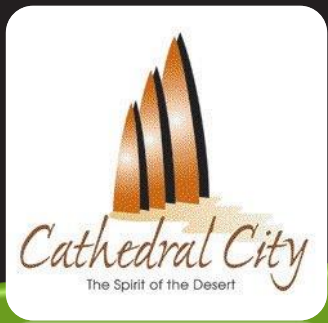
About two-thirds continue to support the measure.

After Positive Messages



After Negative Messages

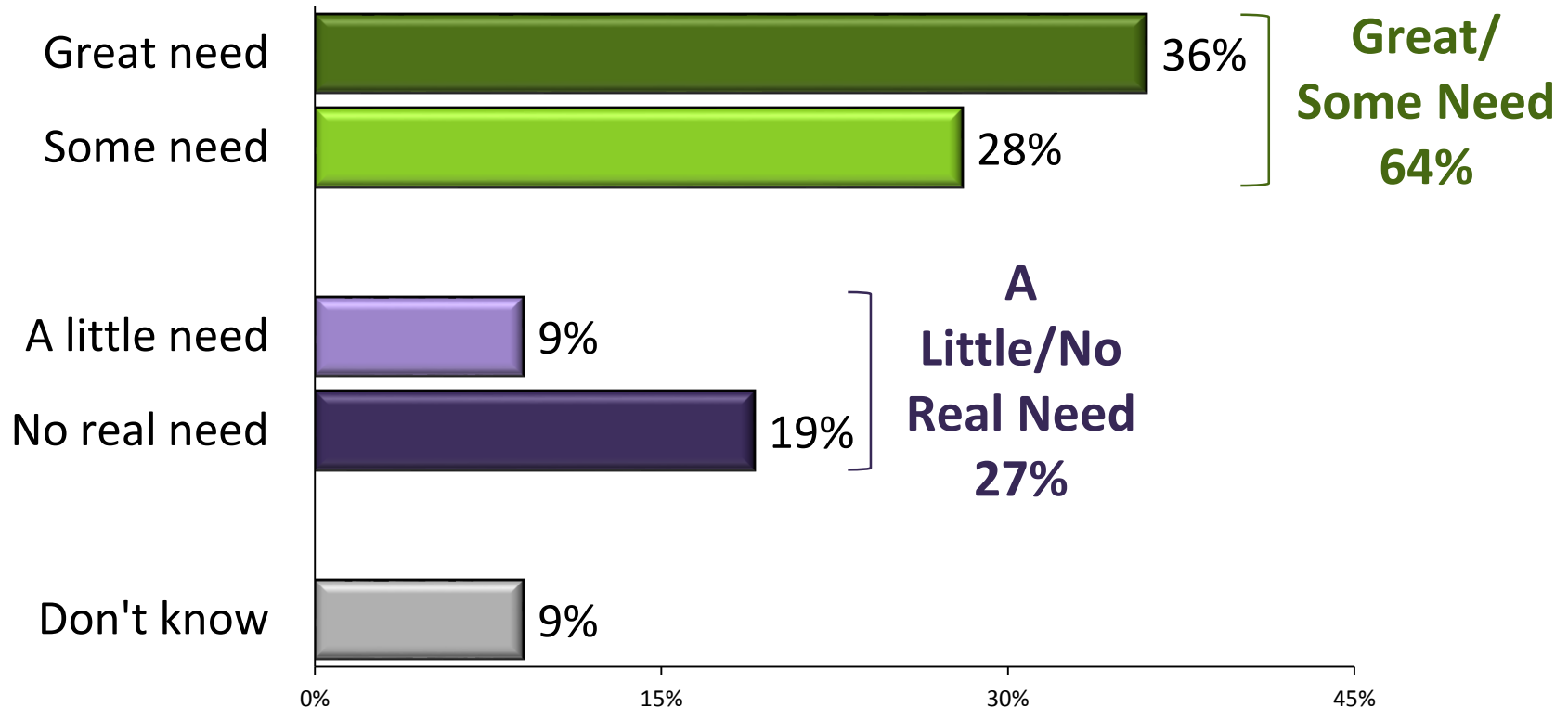




Testing Potential Finance Measures

Nearly three in five see at least some need for additional funding.

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



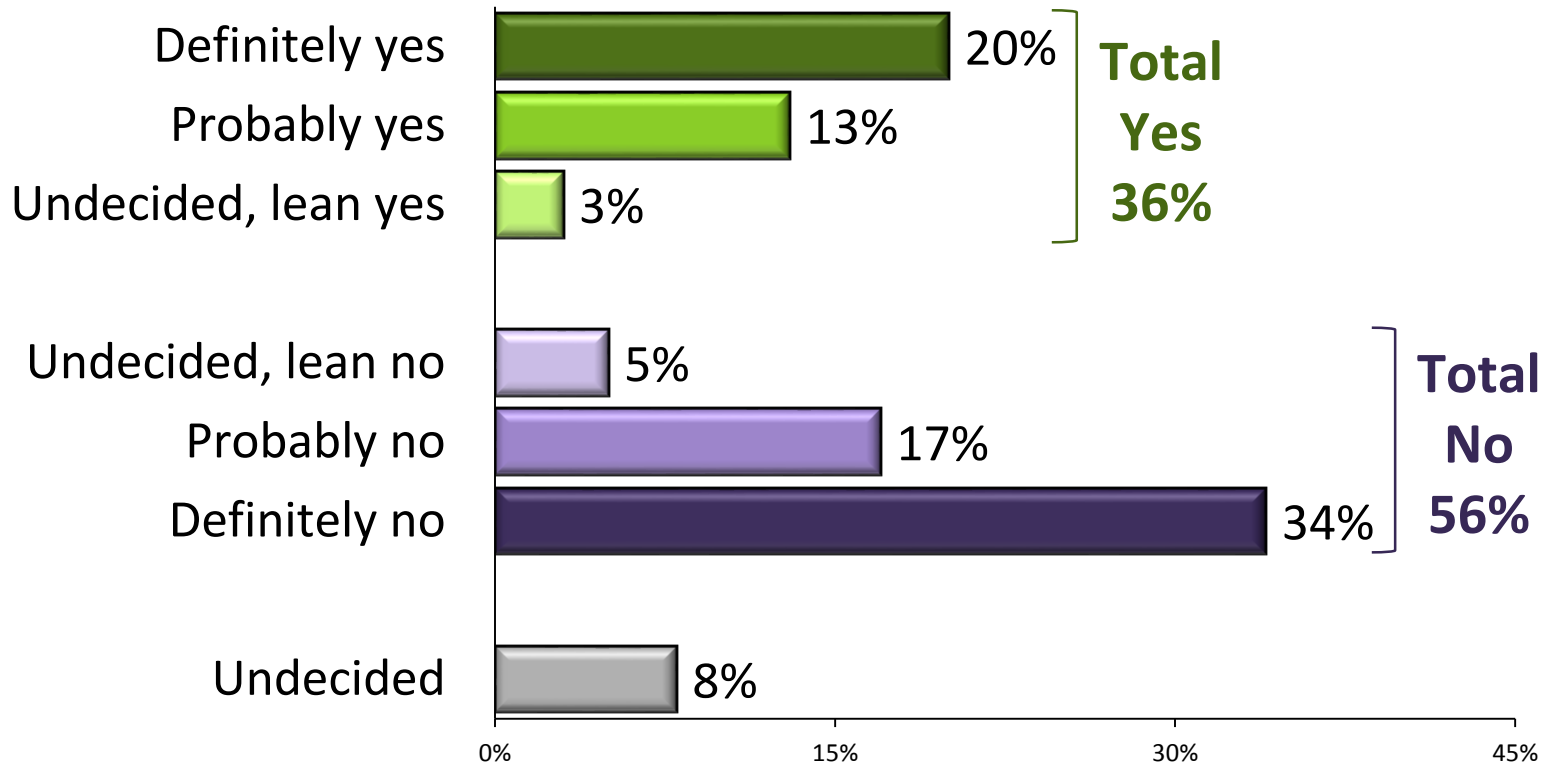
Measure Language Tested

Cathedral City Safe Streets and Pothole Repair Measure. In order to repair, repave, and improve local residential streets and City roads; fix potholes; build sidewalks in neighborhoods; improve traffic flow; and improve driver, bicycle, pedestrian, and transit rider safety, shall Cathedral City enact a \$16.60 monthly assessment, providing about \$3.5 million annually until ended by voters, requiring review by a citizens' committee, with all revenues controlled locally?"

Cathedral City Senior and Children's Services Measure. To provide safe, healthy and affordable recreation programs for local seniors, children and families by improving park maintenance and security, providing healthy meals, cooling centers, and group activities to seniors, providing after-school and summer activities including sports, arts, culture, tutoring and technology, shall Cathedral City's increase its utility users tax by one-half of one percent, providing about \$400,000 annually until ended by voters, requiring independent audits, public review of spending, all revenues controlled locally?

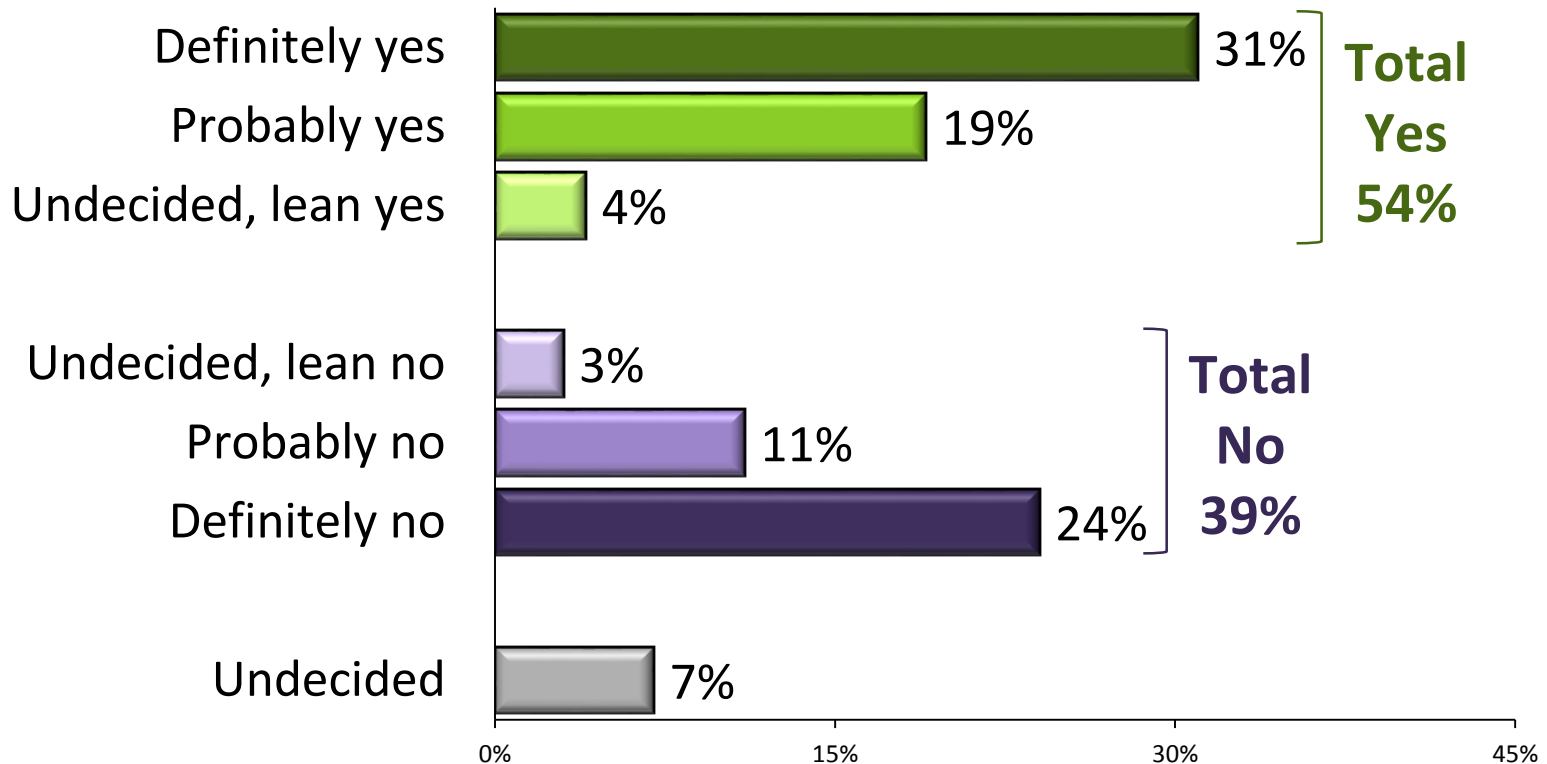
A streets and roads measure, tested briefly, is unpopular.

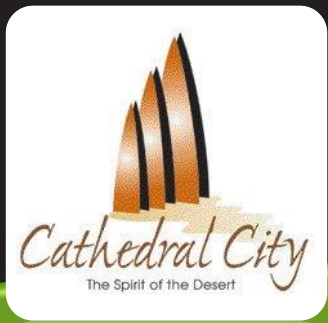
(Roads Assessment)



A measure funding senior and children's programming wins support just short of a majority.

(UUT Increase)





Conclusions

Conclusions

- Three-quarters support a charter city ballot measure (76%), with increased local control and transparency as the primary drivers of support.
- Voters are mixed on the direction of the City, but a majority perceive local government favorably. Majorities view the City as well-run and local government as responsive to their needs.
- Voter support grows when they are provided more background information on the measure and 71% say they are more likely to support it knowing that all taxes will continue to require voter-approval.
- Messages in opposition to the measure are not individually convincing but do lower support significantly. Despite this, support remains above the 50% threshold for passage.
- Nearly two-thirds see a need for additional funding in the City, however, the finance measures briefly tested are not especially popular.
- Voters prefer a directly elected Mayor, and for the city clerk and treasurer to be staff positions.

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