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Marin County: 2016 Gallinas Watershed Revenue Measure Feasibility Survey

April 2016

Marin County commissioned Godbe Research to conduct a survey of local voters with the following research objectives:

- Assess potential voter support for flood control and protection in Zone 7, and potential support in the greater Gallinas watershed for restoration and water quality enhancements, with funding that cannot be taken by the State; Prioritize projects and programs to be funded with the proceeds;
- Test the influence of informational and critical statements on potential voter support;
- Identify the rate and duration at which voters will support the measure(s); and
- Identify any differences in voter support due to demographic and/or voter behavioral characteristics.

- Data Collection Telephone and Internet Interviewing
- Universe 15,094 likely November 2016 voters in the Gallinas Watershed and Zone 7
- Fielding Dates March 15 through March 26, 2016
- Interview Length 20 minutes
- Sample Size n=375 (160 online, 215 phone)
- Margin of Error $\pm 5.00\%$ Likely November 2016 voters



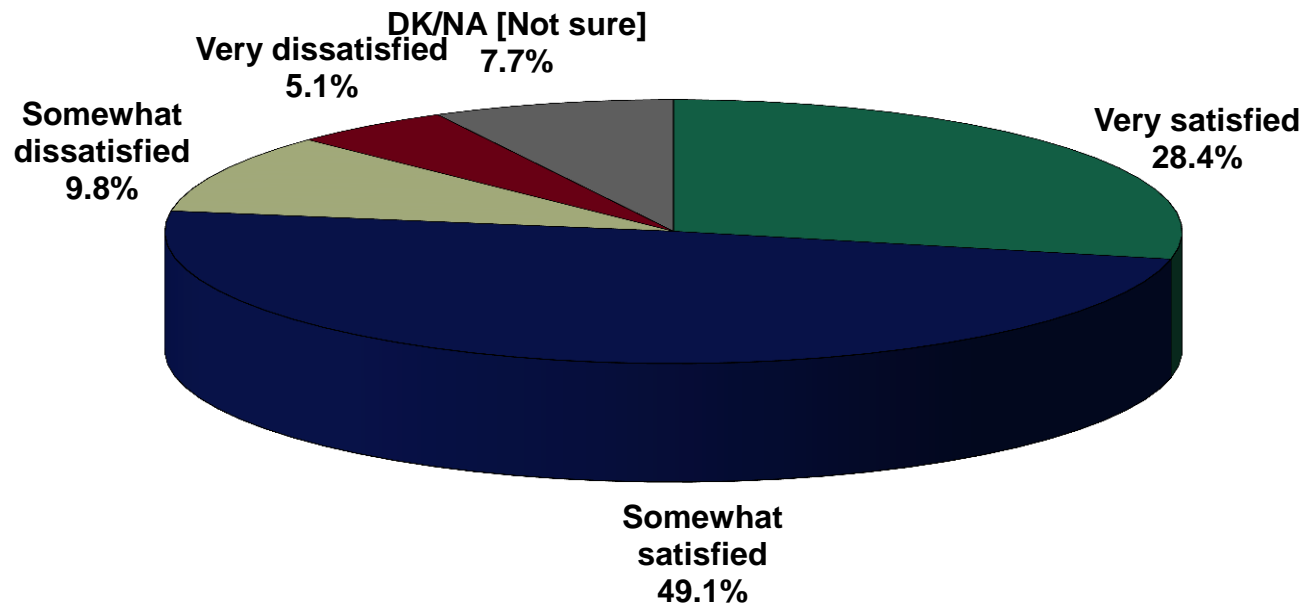
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Key Findings

Q1. Opinion on County's Provision of Services

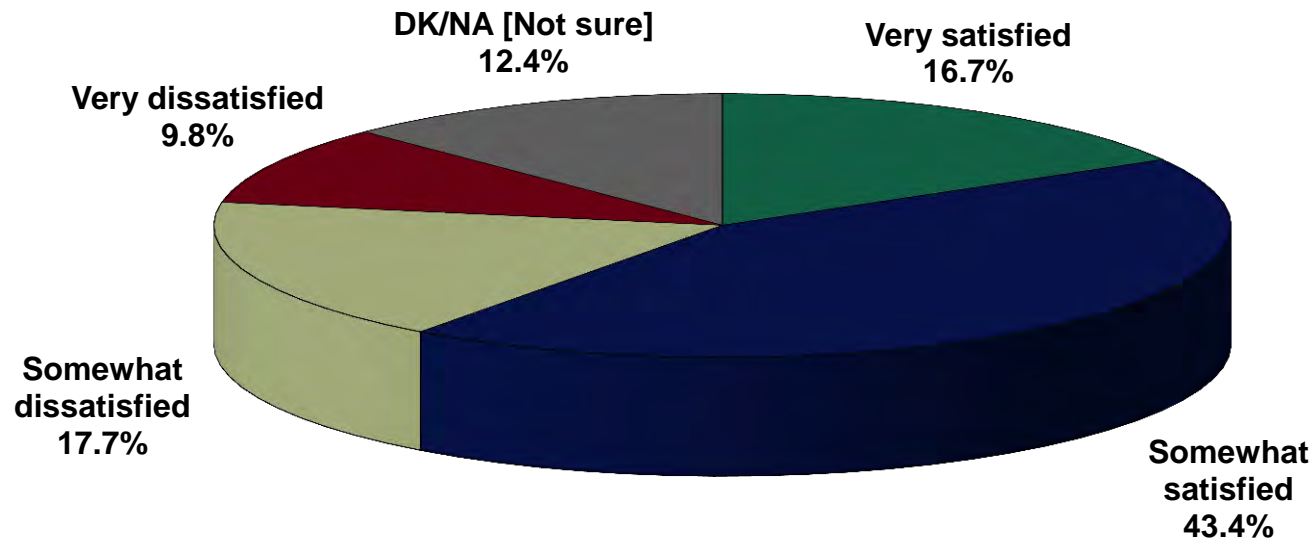
November 2016 (n=375)



Total Satisfied = 77.5%
Total Dissatisfied = 14.9%
Ratio Sat to Dissat = 5.2 to 1

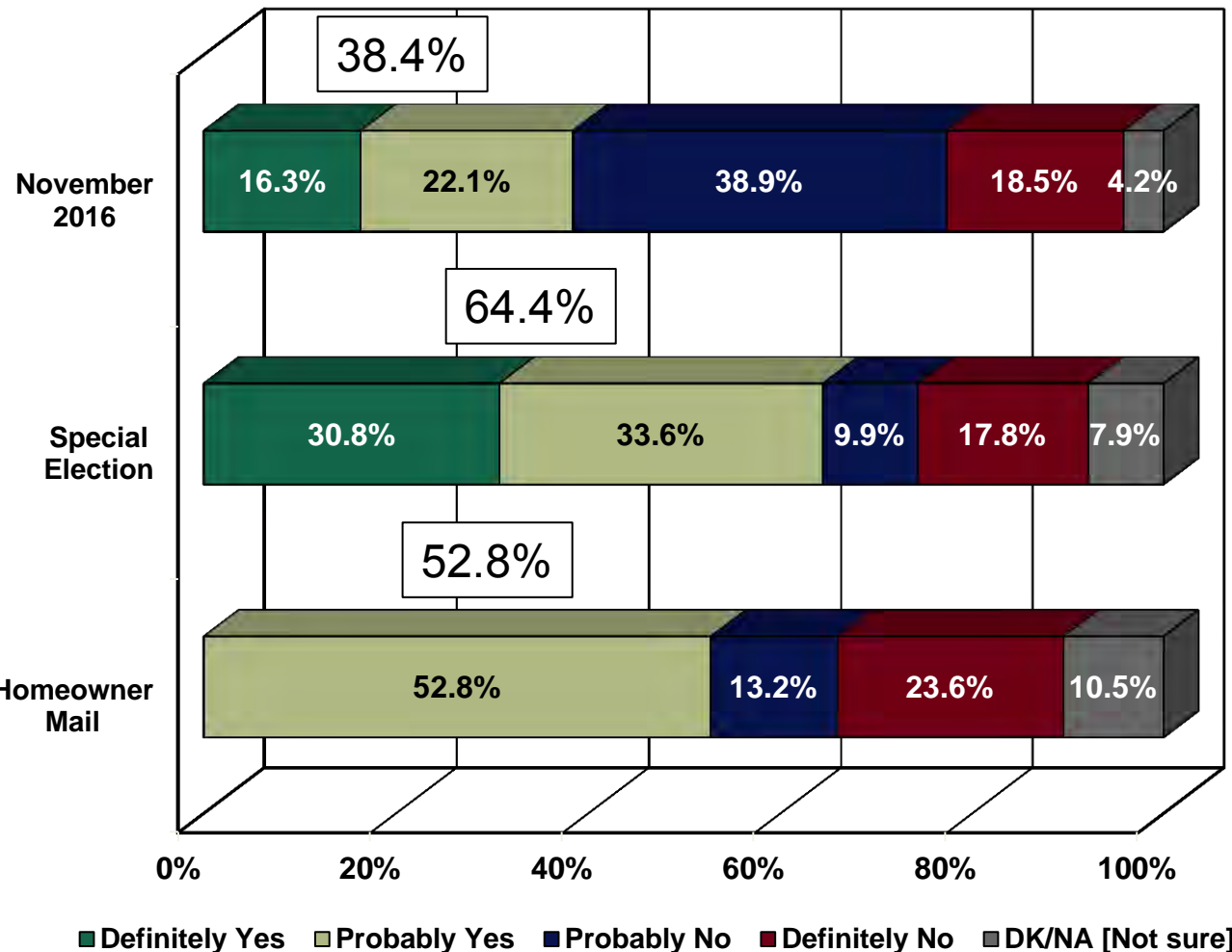
Q2. Opinion on County's Management of Public Funds

November 2016 (n=375)



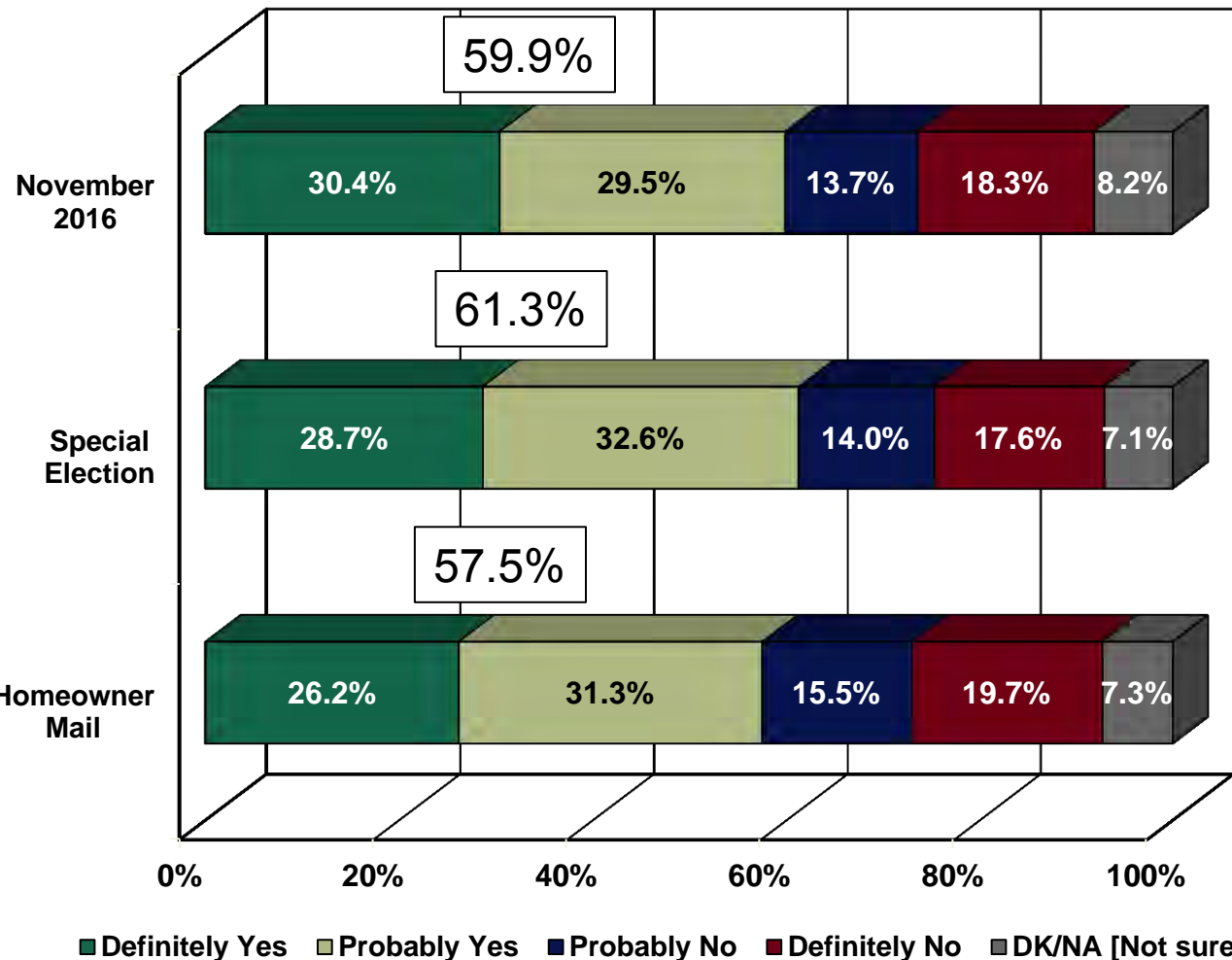
Total Satisfied = 60.1%
Total Dissatisfied = 27.5%
Ratio Sat to Dissat = 2.2 to 1

Q3. Uninformed Support: Flood Control Zone 7 Flood Protection Measure



Flood Control Zone 7 Flood Protection Measure. To reduce flooding risk for Santa Venetia residents and businesses, and improve community flood protection facilities by maintaining pump stations, strengthening levees, and enhancing stormwater management systems, shall an ordinance be adopted levying \$250 per improved parcel, providing \$222,500 annually for 10 years in Zone 7, limiting increases to three percent annually, requiring annual audits, that funds be spent in Zone 7 and cannot be taken by the State?

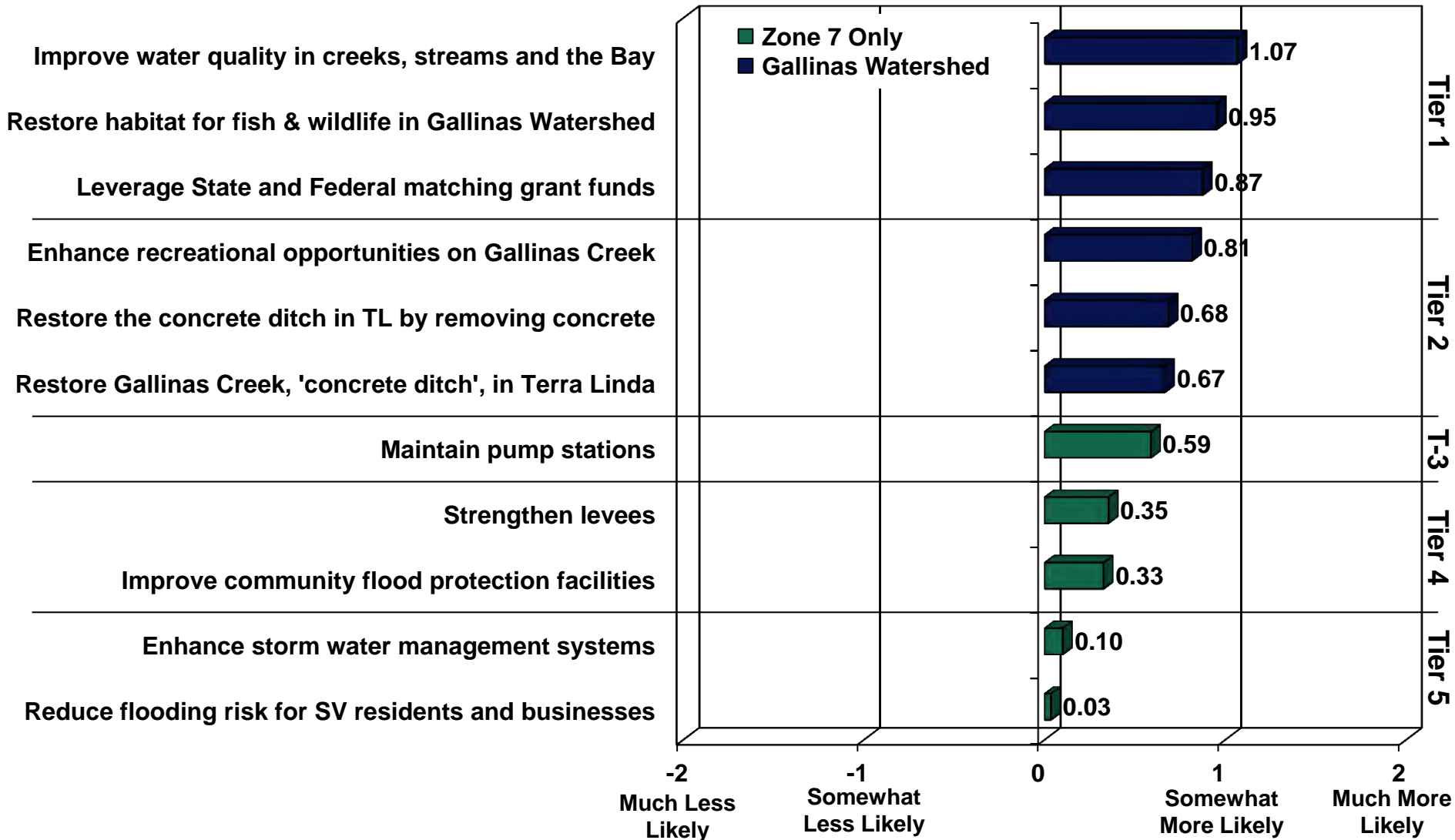
Q4. Uninformed Support: Gallinas Watershed and Water Quality Enhancement Measure



Gallinas Watershed and Water Quality Enhancement Measure. To restore Gallinas Creek in Terra Linda and Santa Venetia, improve water quality in the local watershed; enhance recreational opportunities; leverage matching grant funds and restore fish and wildlife habitat, shall an ordinance be adopted levying \$50 per improved parcel, providing \$382,500 annually for 5 years, limiting increases to three percent a year, requiring annual audits, that funds be spent in Terra Linda and Santa Venetia and cannot be taken by the State?

Q5. Features of the Measure

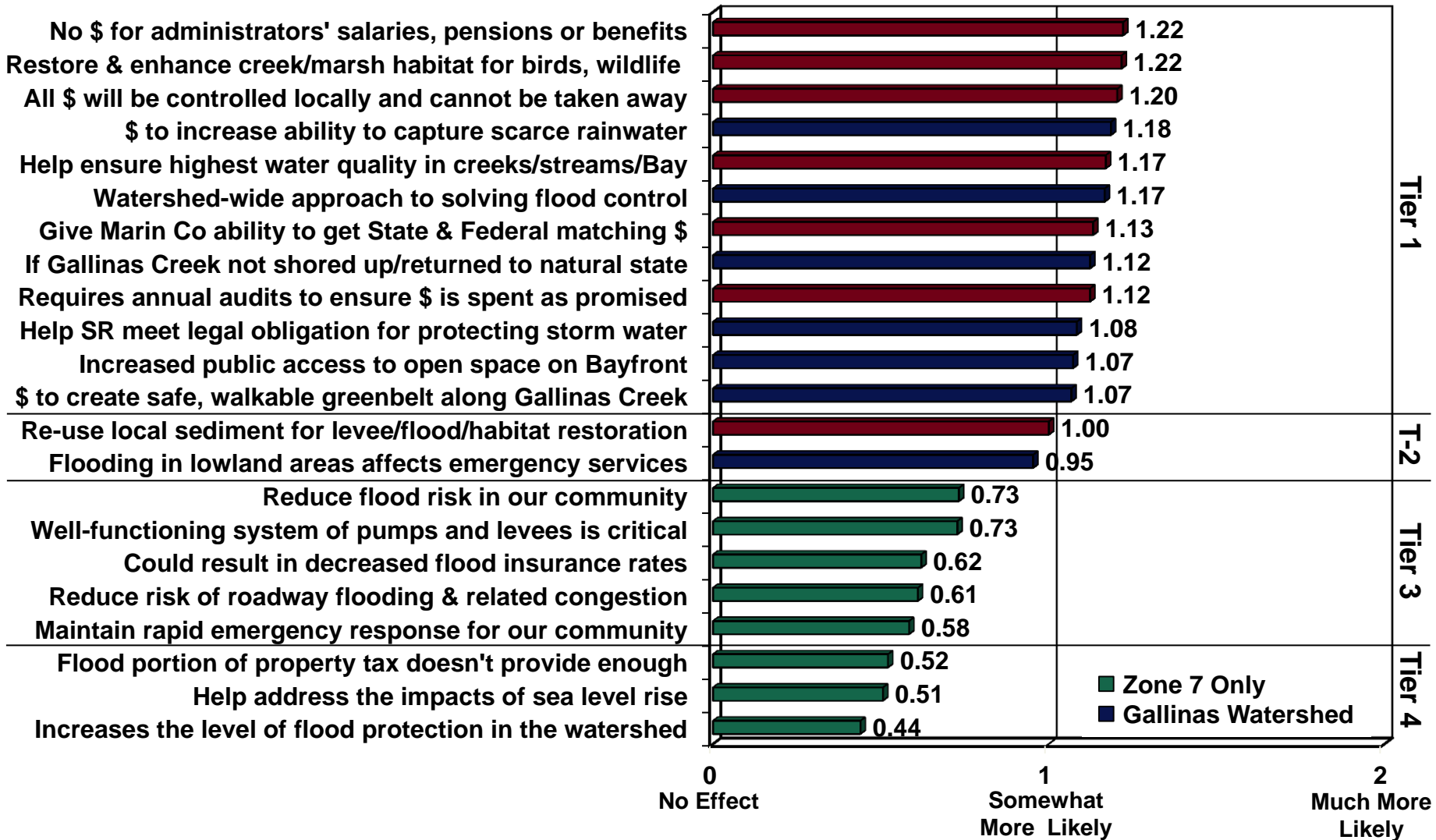
November 2016 (n=375)



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.

Q6. Influence of Informational Statements

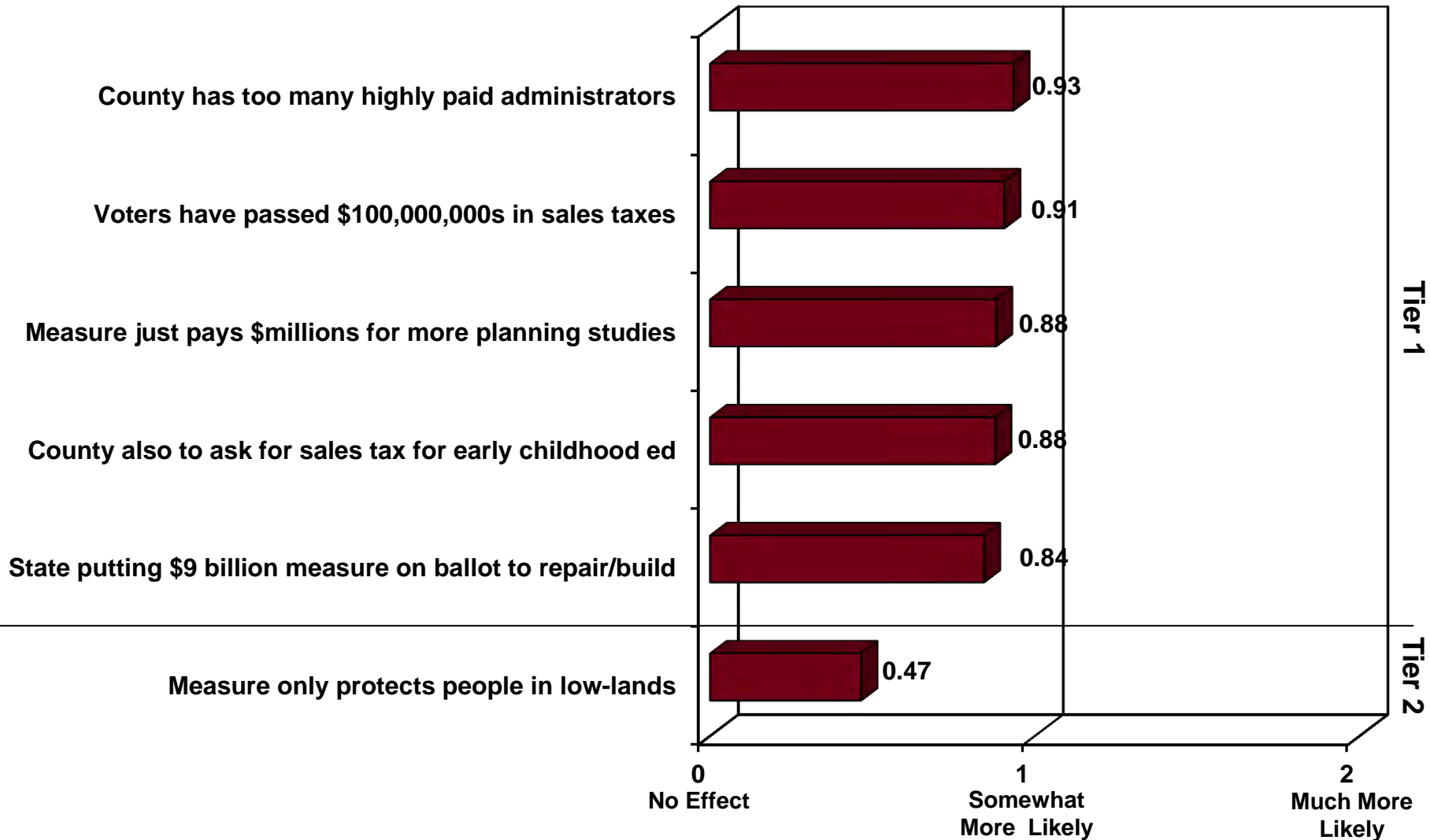
November 2016 (n=375)



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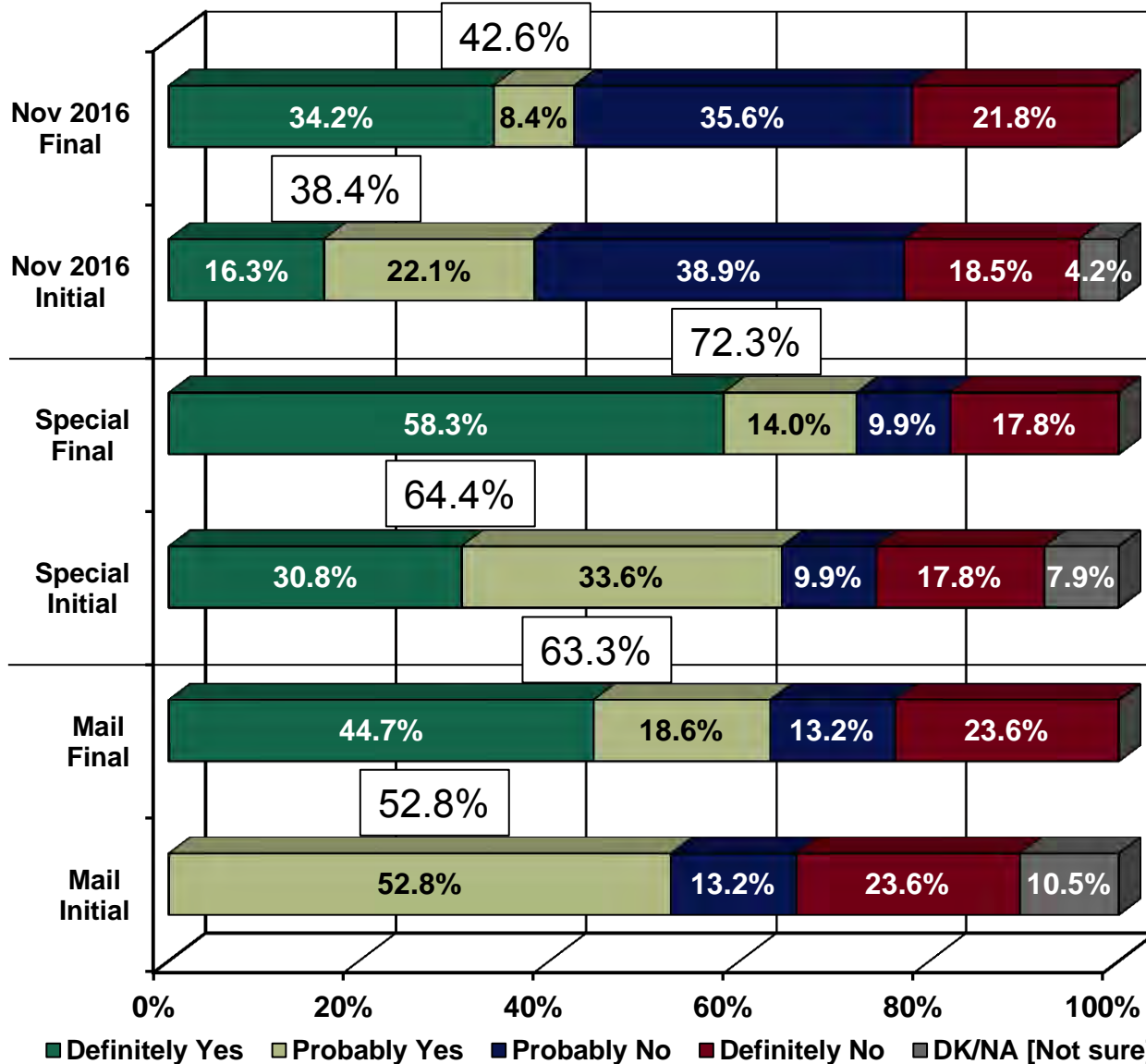
Q7. Potential Opposition Statements

November 2016 (n=375)



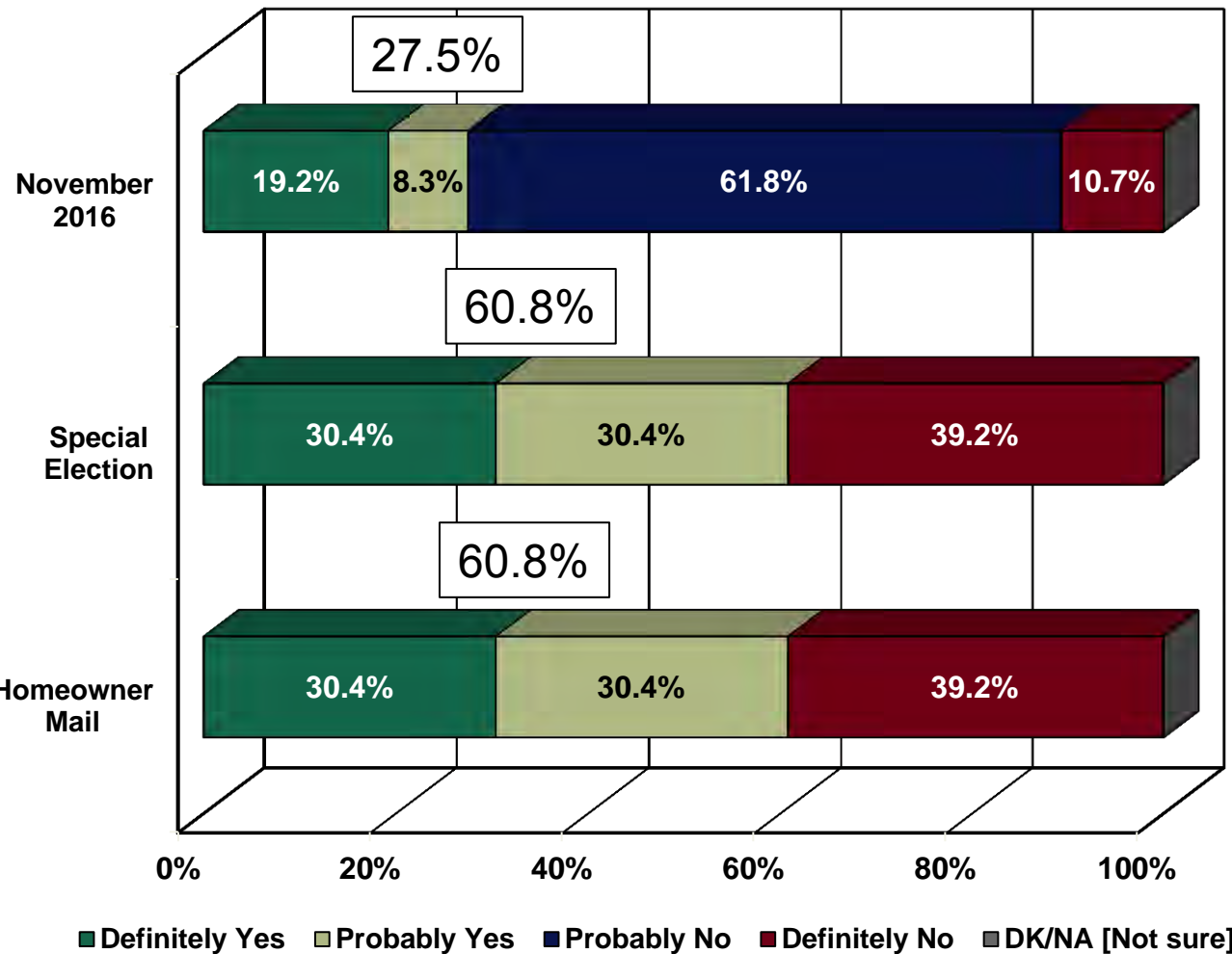
Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0.

Q8. Informed Support: Flood Control Zone 7 Flood Protection Measure



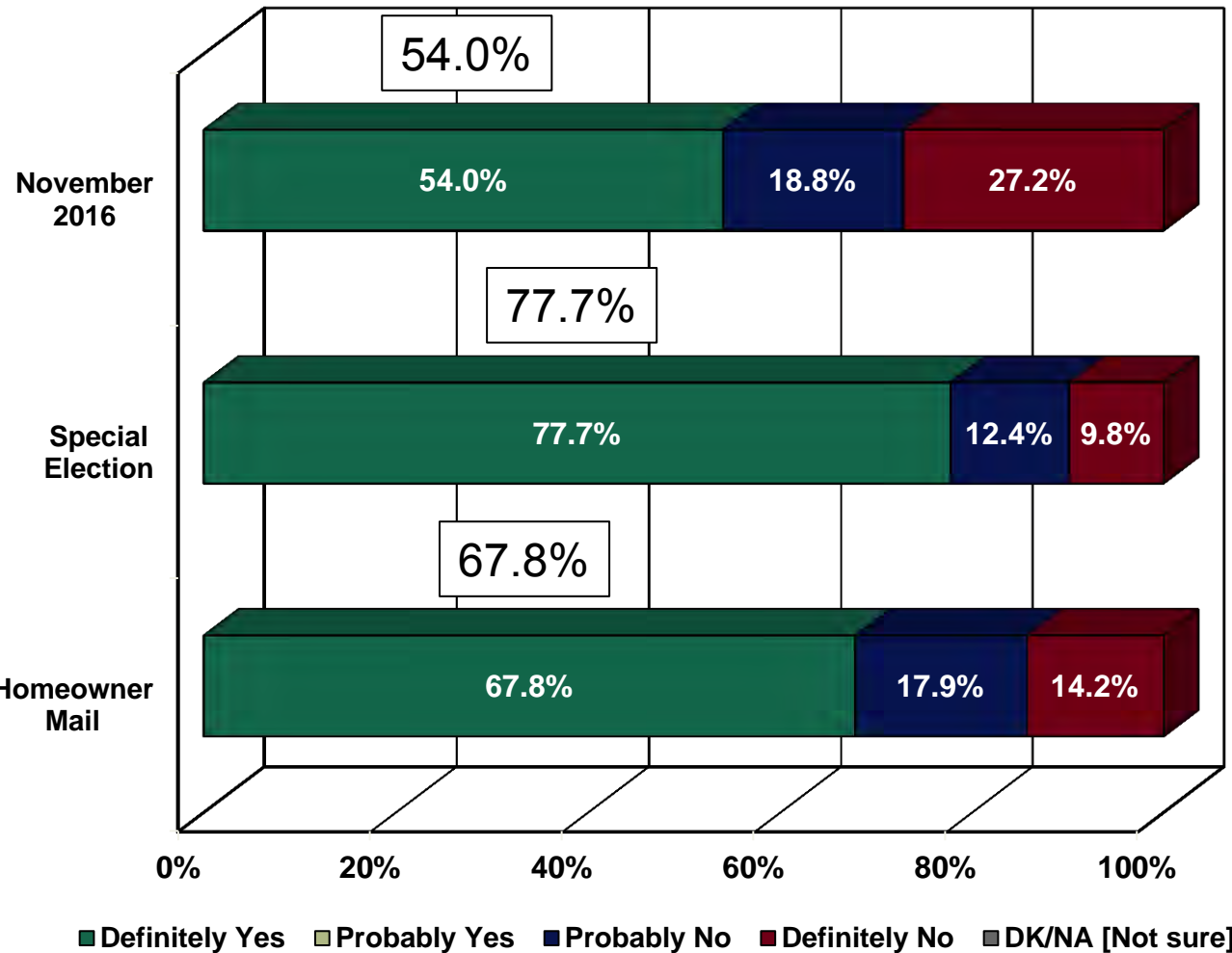
Flood Control Zone 7 Flood Protection Measure. To reduce flooding risk for Santa Venetia residents and businesses, and improve community flood protection facilities by maintaining pump stations, strengthening levees, and enhancing stormwater management systems, shall an ordinance be adopted levying \$250 per improved parcel, providing \$222,500 annually for 10 years in Zone 7, limiting increases to three percent annually, requiring annual audits, that funds be spent in Zone 7 and cannot be taken by the State?

Q9. Support for Alternative \$189 Measure: Flood Control Zone 7 Flood Protection Measure • Split Sample A



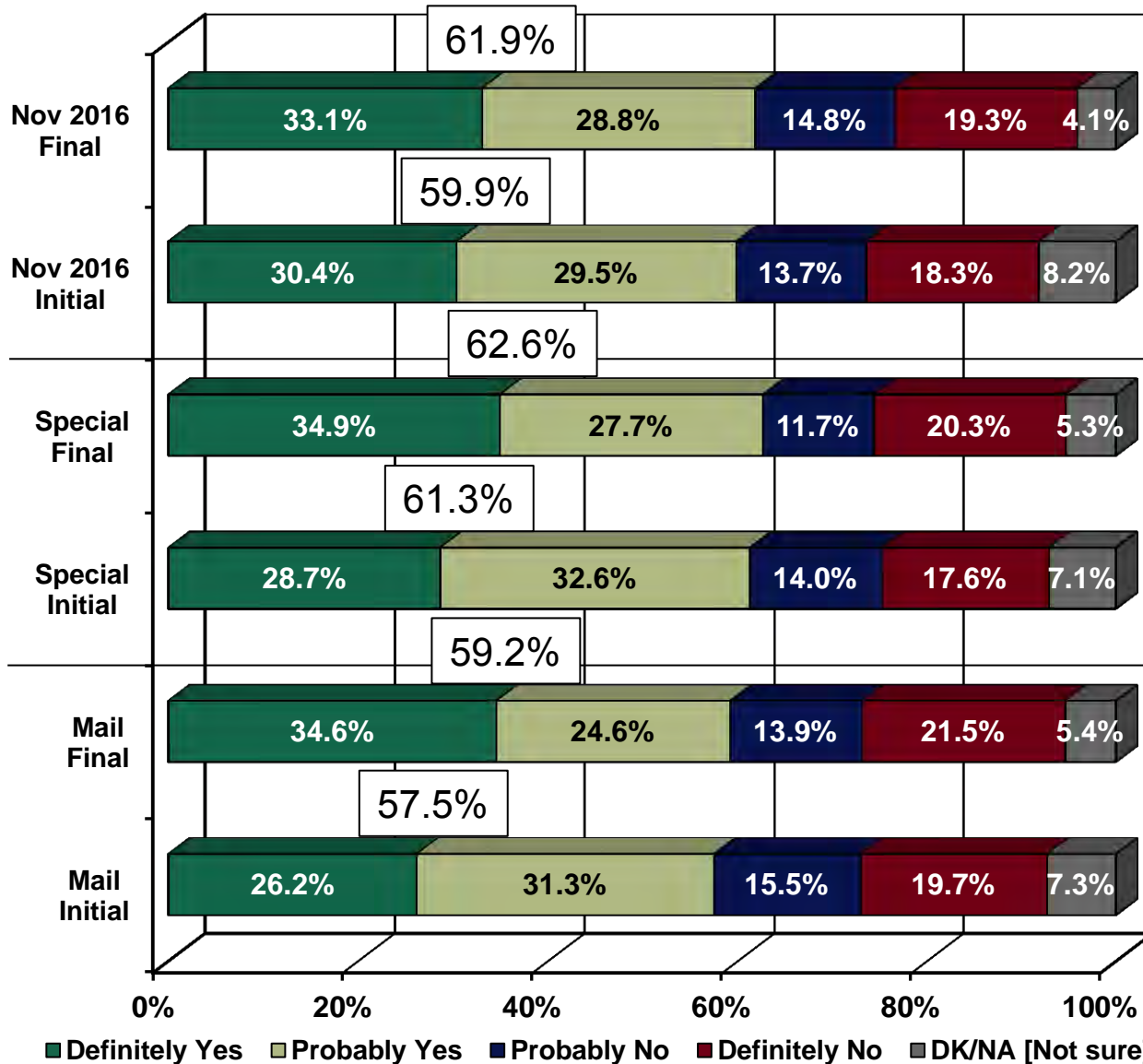
INSTEAD of a \$250 parcel tax, an alternative would be to levy \$189 per improved parcel.

Q10. Support for Alternative 5 Year Measure: Flood Control Zone 7 Flood Protection Measure • Split Sample B



INSTEAD of levying a parcel tax for 10 years, an alternative would be to levy the measure for 5 years.

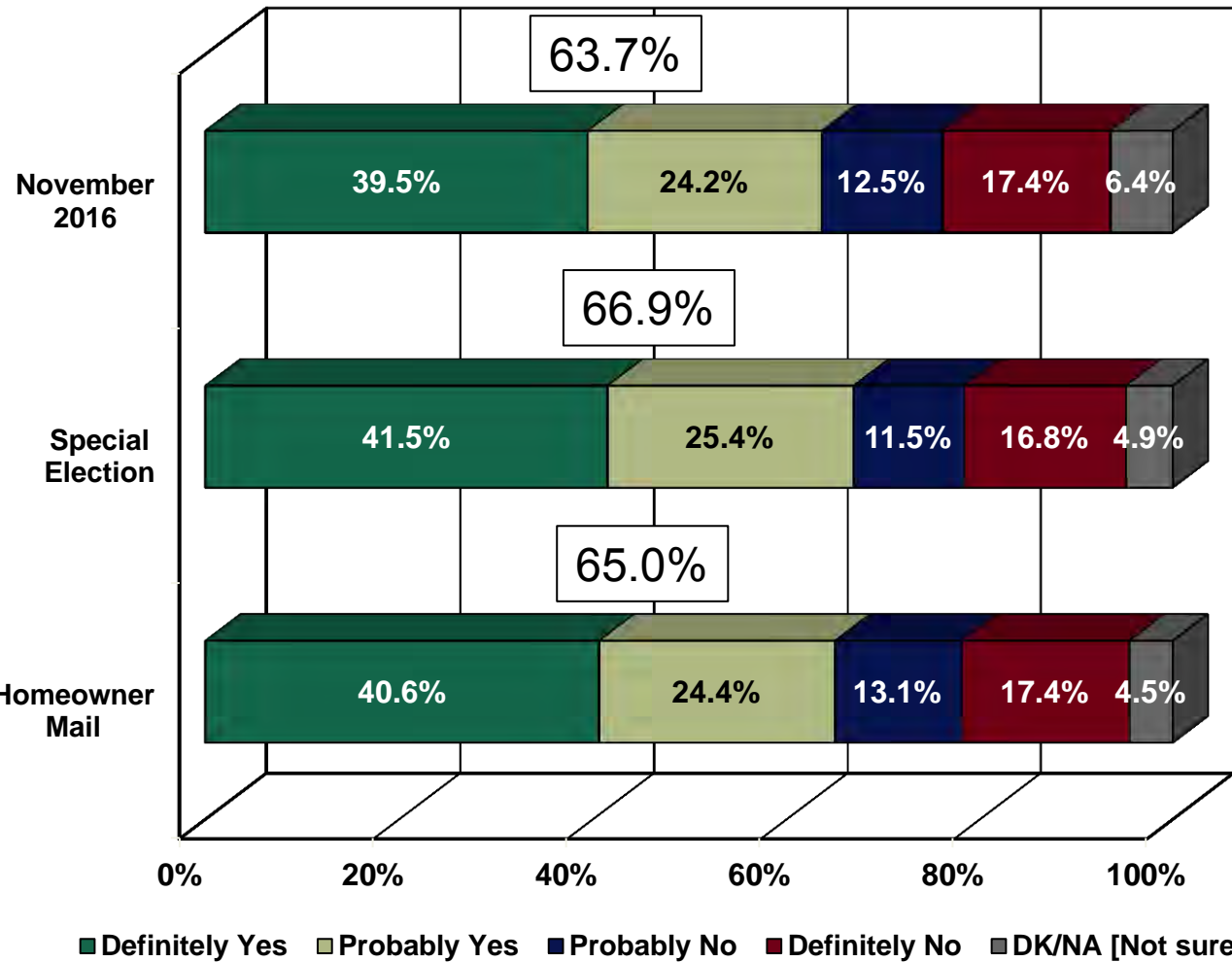
Q11. Informed Support: Gallinas Watershed and Water Quality Enhancement Measure



Gallinas Watershed and Water Quality Enhancement Measure. To restore Gallinas Creek in Terra Linda and Santa Venetia, improve water quality in the local watershed; enhance recreational opportunities; leverage matching grant funds and restore fish and wildlife habitat, shall an ordinance be adopted levying \$50 per improved parcel, providing \$382,500 annually for 5 years, limiting increases to three percent a year, requiring annual audits, that funds be spent in Terra Linda and Santa Venetia and cannot be taken by the State?

Q12. Support for Alternative \$39 Measure: Gallinas Watershed and Water Quality Enhancement Measure Split Sample A

INSTEAD of a \$50 parcel tax, an alternative would be to levy \$39 per improved parcel.



- Residents are satisfied with the County services provided in Gallinas.
- While not reaching the two-thirds threshold, the top features of the Zone 7 proposal are:
 - Maintain pump stations
 - Strengthen levees
 - Improve community flood protection facilities
- Contrastingly, and reaching the two-thirds threshold, the top features of the Watershed-wide proposal are:
 - Improve water quality in creeks, streams and the Bay
 - Restore habitat for fish and wildlife in the Gallinas Watershed
 - Leverage State and Federal matching grant funds
 - Enhance recreational opportunities, including walking and hiking paths and trails, and kayaking and canoeing on Gallinas Creek
- Top informational statements are:
 - None of the money raised by the measure will be used for administrators' salaries, pensions or benefits
 - The measure will restore and enhance creek and marsh habitat for birds, wildlife and fisheries
 - All money raised by this measure will be controlled locally and cannot be taken away by the State

- The measure will provide funds to increase our ability to capture scarce rainwater in times of drought, protecting our community's landscape and trees
 - The measure will help ensure the highest water quality in creeks, streams and the Bay
 - The measure provides a watershed-wide approach to solving flood control and environmental problems, not just short-term band aid patches
 - The measure will give Marin County the ability to get State and Federal matching funds
 - If Gallinas Creek is not shored up and at the same time returned to its natural state, the aging infrastructure will continue to deteriorate and may cause damage to the road and result in failures that will snarl traffic throughout our neighborhoods
 - The measure requires annual audits to ensure the money is spent as promised
 - This measure will help San Rafael meet its legal obligation for protecting storm water, saving the community from costly state fines
 - The measure will provide increased public access to open space on the Bayfront
 - The measure will provide funds to create a safe, walkable greenbelt park along a restored Gallinas Creek
- However, overall there is tepid support for the Zone 7 and the Gallinas Watershed measures at the two-thirds level, and neither measure should be placed before the voters at this time.



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