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Maullin,
Metz &
Associates*

FM3

*Public Opinion Research
& Strategy*

TO: Interested Parties

FROM: Curt Below and Lucia Del Puppo
Fairbank, Maslin, Maullin, Metz & Associates

RE: Summary of City of Larkspur Survey Results

DATE: March 15, 2017

Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently completed a survey of 402 telephone and online interviews with residents likely to vote in a November 2017 election in the City of Larkspur.¹ The goals of the survey were to assess perceptions of life in the City and the viability of a potential measure renewing Measure C, an existing, voter-approved sales tax measure generating funds for city services, including emergency response services, repairing streets, roads, and potholes, clearing brush, and upgrading storm drains. **The survey found strong support for the potential measure, both at the three-quarter cent and half-cent levels.** Respondents identified road repairs and public safety as the highest spending priorities for the potential measure.

Among the survey's key findings were the following:

- **A majority of survey respondents rated Larkspur City government as doing an “excellent” or “good” job.** Fifty-six percent noted that Larkspur city government is doing an “excellent” (7%) or “good” (49%) job, an overall level of satisfaction consistent with other surveys conducted for the City going back to 2011.

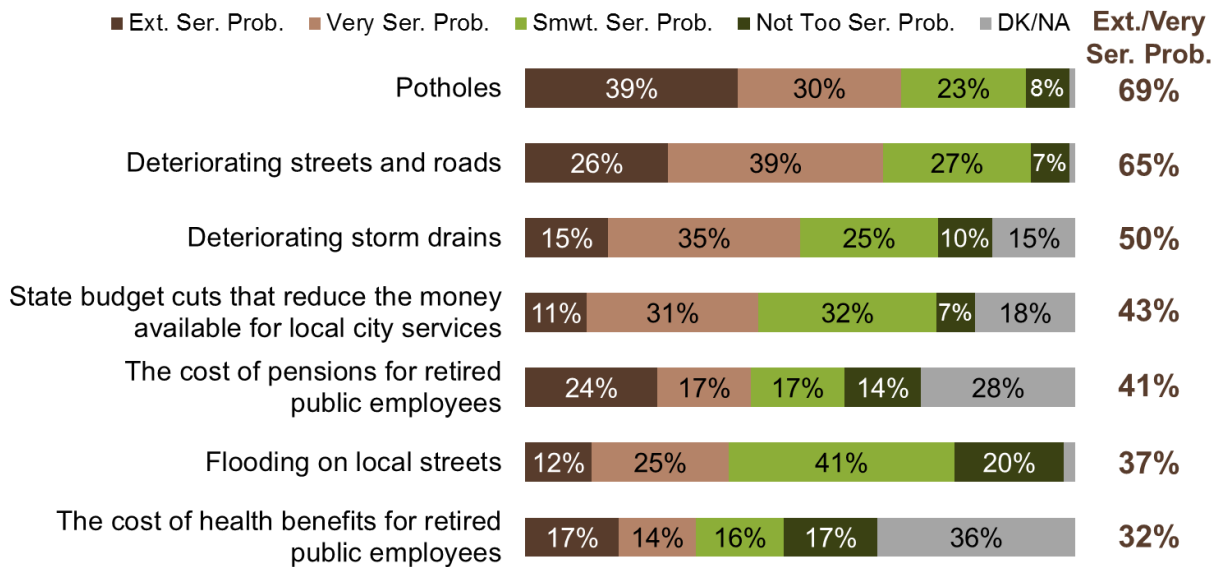
¹ **Methodology:** From February 17 - March 1, 2017, FM3 completed 402 online and telephone interviews (on both landlines and cell phones) with likely November 2017 voters in the City of Larkspur. The margin of sampling error for the study is +/-4.9% at the 95% confidence level. Margins of error for population subgroups within the sample will be higher. Due to rounding, not all totals will sum to 100%.

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- The quality of local roads is a major concern.** Survey respondents were presented with a list of potential issues faced by the City; only “potholes” and “deteriorating streets and roads” were identified as “extremely” or “very” serious problems by more than half. Additionally, when asked directly about the condition of city streets in Larkspur, four in five said they are “only fair” or “poor” (79%). Furthermore, there is an impression that roads are worsening; 65 percent said they thought the roads were getting worse, 21 percent said they were staying the same, and only 11 percent thought they were improving.

**Figure 1:
Most Serious Problems Facing Larkspur²**

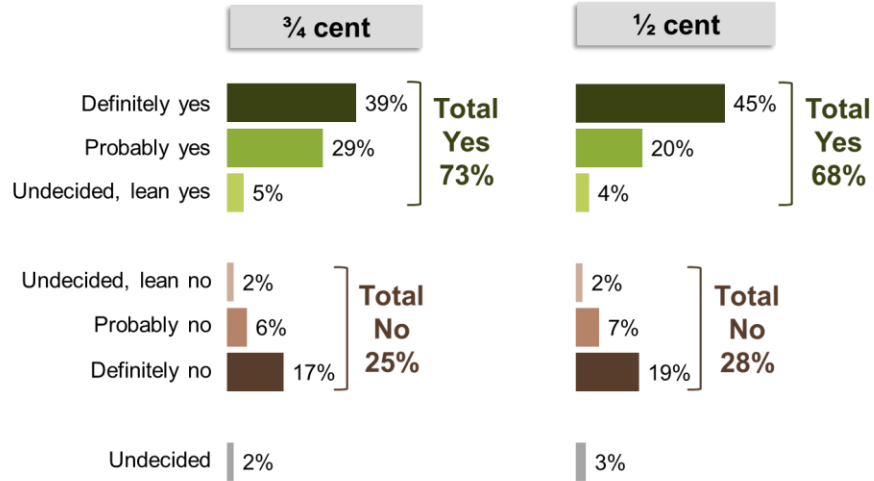


- Likely November 2017 voters are very supportive of a potential ballot measure.** The survey sample was split into two, with half the sample initially hearing about a proposed three-quarter cent sales tax measure and the other half learning about a proposed half-cent sales tax measure. In both cases, majorities backed the sales tax renewal measure. As seen in **Figure 2** on the next page, initial overall support was slightly stronger for a three-quarter cent measure (73% support) compared to the half-cent measure (68%), though support was more intense for the half-cent measure (45% “definitely yes” versus 39%). Additionally, both versions of the measure receive broad demographic support with majority support among:

- ✓ *Men and women;*
- ✓ *Democrats, Republicans and independents;*
- ✓ *White voters and voters of color;*
- ✓ *Those of all age groups;*
- ✓ *Homeowners and renters; and*
- ✓ *Those living in both the 94939 and 94904 zip codes.*

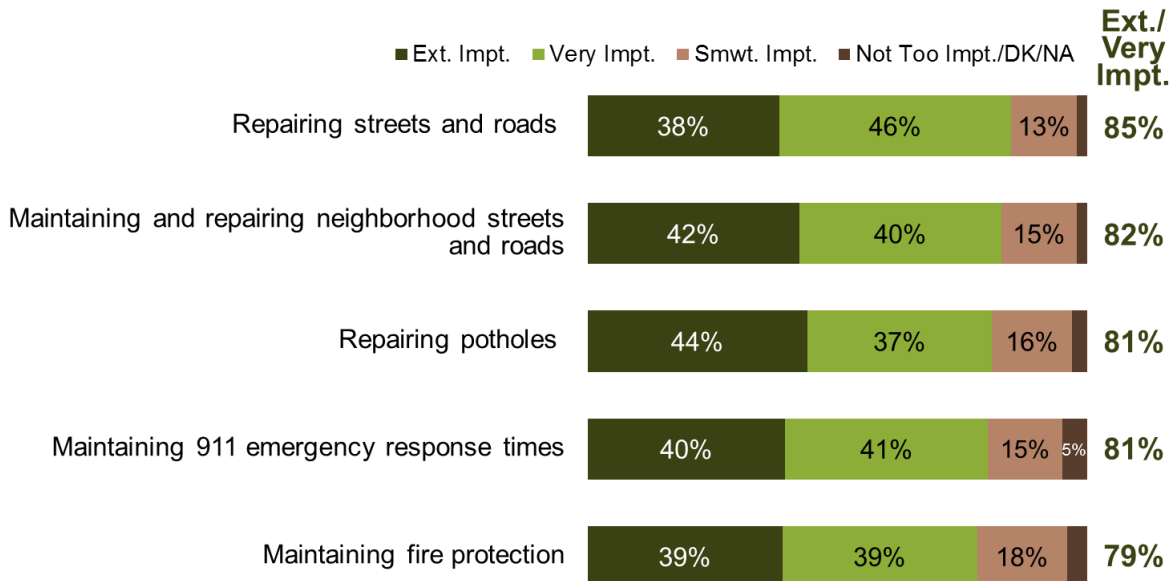
² Participants were asked about an extensive list of problems; this figure shows the ones identified as most serious.

**Figure 2:
Voter Support for a Proposed Sales Tax Measure**



- Road repairs and public safety were top priorities.** When asked to rank a series of potential spending areas in order of importance, 85 percent identified “repairing streets and roads” as “extremely” or “very” important, 82 percent said the same about “maintaining and repairing neighborhood streets and roads” and 81 percent thought “repairing potholes” and “maintaining 911 emergency response times” were “extremely” or “very” important (Figure 3).

**Figure 3:
Top Spending Priorities**



- **After information, majorities continued to support both versions of the proposed measure.** After learning more about the measure’s potential spending areas and being presented with balanced pro and con arguments, survey respondents continued to back a potential sales tax measure. As seen in **Figure 4**, 66 percent said they supported a three-quarter cent sales tax and 65 percent said they supported a half-cent sales tax, levels of support above the majority-vote threshold required to pass such a measure.

Figure 4
Support for a Proposed Measure Before and After Information

3/4 cent		
Position	Initial Support	After Information
<i>Total Yes</i>	73%	66%
<i>Total No</i>	25%	29%
<i>Undecided</i>	2%	5%
1/2 cent		
Position	Initial Support	After Information
<i>Total Yes</i>	68%	65%
<i>Total No</i>	28%	30%
<i>Undecided</i>	3%	5%

Ultimately, voters likely to participate in a November 2017 election in the City of Larkspur feel positively about life in the city and about their city government. They are, however, highly concerned about the conditions of local roads. At this point in time, this concern drives consistent support for a sales tax measure which would renew Measure C and provide funding for city services.