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by City Manager's Office

Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Tom Manheim

SUBJECT: DRAFT BUDGET
PRIORITIZATION SURVEY

DATE: 12-15-08

Approved

Date

12-15-08

INFORMATION

On June 10, 2008, the City Council approved a new contract with Fairbanks, Maslin, Maullin & Associates for consultant survey services. In approving the contract, the City Council directed the Administration to provide draft survey questions to the City Council for review prior to initiating the survey field work.

Consistent with that direction, a copy of the draft survey questions for 2009 Budget Prioritization Survey are attached. Because this survey will be initiated immediately following the holiday furlough, I will need any comments by the close of business on Monday, December 22.

If you have any questions or would like to discuss the survey, please contact me at 535-8170.

TOM MANHEIM
Communications Director



2008 CITY OF SAN JOSÉ COMMUNITY BUDGET SURVEY
320-344
DRAFT 5A
A/B SPLITS

Time Began _____

Time Ended _____

Minutes _____

Hello, I'm _____ from F-M-M-A, a public opinion research company. We're conducting a public opinion survey about issues that interest residents of the City of San José. **(IF RESPONDENT REPLIES IN SPANISH OR VIETNAMESE, OR DESIRES TO SPEAK ONE OF THESE LANGUAGES, FOLLOW THE ESTABLISHED PROCEDURE FOR HANDING OFF TO AN INTERVIEWER WHO SPEAKS THE APPROPRIATE LANGUAGE.)** We are definitely not trying to sell anything, and we are only interested in your opinions.

(FOR LISTED SAMPLE, READ THE FOLLOWING INTRO THEN SKIP TO Q1:)

May I speak to _____? **(YOU MUST SPEAK TO THE VOTER LISTED. VERIFY THAT THE VOTER LIVES AT THE ADDRESS LISTED, OTHERWISE TERMINATE.)**

(FOR RDD SAMPLE, READ THE FOLLOWING INTRO AND QA/B:)

May I speak with the adult in your household who celebrated a birthday most recently? **(IF NOT AVAILABLE, ASK:)** May I speak to another adult member of your household who is 18 years old or older?"

A. I will not need to know your exact address, but in order to help me verify that you live within the boundaries of our interviewing area, could you please tell me what the ZIP code is for your current residence? **(TERMINATE ALL WHOSE ZIP CODE IS NOT ON THE LIST OF SAN JOSE ZIPS)**

(RECORD ZIP CODE) _____

B. Do you live in the City of San José **(ho-ZAY)** or in some other city?

- San José -----1
- All other responses -----**TERMINATE**
- (DON'T KNOW/NA)** -----**TERMINATE**

1. Next, thinking about the overall quality of the services provided by the City of San José **(ho-ZAY)** to its residents, would you say that you are..? **(READ LIST)**

(T)

- Very satisfied -----1
- Somewhat satisfied -----2
- Neither satisfied nor dissatisfied -----3
- Somewhat dissatisfied, or -----4
- Very dissatisfied -----5
- (DON'T KNOW/NA)** -----6

(ASK Q2 OF SPLIT SAMPLE A ONLY)

2. Next, I am going to read you a list of different aspects of life in San José (**ho-ZAY**). After I read each one, please tell me if you expect that item to be better or worse twelve months from now. **(IF BETTER/WORSE)** Is that much **BETTER/WORSE** or somewhat **BETTER/ WORSE?** **(RANDOMIZE)**

	<u>MUCH</u>	<u>SMWT</u>	<u>(NO</u>	<u>SMWT</u>	<u>MUCH</u>	
	<u>BETTER</u>	<u>BETTER</u>	<u>DIFF.)</u>	<u>WORSE</u>	<u>WORSE</u>	<u>(DK/NA)</u>
[]a. Your personal financial situation -----	1	-----2	-----3	-----4	-----5	-----6
[]b. The local economy-----	1	-----2	-----3	-----4	-----5	-----6
[]c. Property values-----	1	-----2	-----3	-----4	-----5	-----6

(ASK Q3 OF SPLIT SAMPLE B ONLY)

3. Next, I am going to read you a list of different aspects of life in San José (**ho-ZAY**). After I read each one, please tell me whether you currently have a generally positive or generally negative feeling about that item. **(IF POSITIVE/NEGATIVE)** Is that very **POSITIVE/NEGATIVE** or somewhat **POSITIVE/NEGATIVE?** **(RANDOMIZE)**

	<u>VERY</u>	<u>SMWT</u>	<u>(NO</u>	<u>SMWT</u>	<u>VERY</u>	
	<u>POS.</u>	<u>POS.</u>	<u>DIFF.)</u>	<u>NEG.</u>	<u>NEG.</u>	<u>(DK/NA)</u>
[]a. Your personal financial situation -----	1	-----2	-----3	-----4	-----5	-----6
[]b. The local economy-----	1	-----2	-----3	-----4	-----5	-----6
[]c. Property values-----	1	-----2	-----3	-----4	-----5	-----6

(RESUME ASKING ALL RESPONDENTS)

4. Next, how closely do you follow the news about San José (**ho-ZAY**) city government and the city budget: very closely, somewhat closely, not too closely, or not at all?

(T)	Very closely-----	1
	Somewhat closely-----	2
	Not too closely-----	3
	Not at all-----	4
	(DK/NA)-----	5

MY NEXT QUESTIONS DEAL WITH SAN JOSÉ'S CITY GOVERNMENT BUDGET.

5. (T) Let me give you some more information. The City currently provides many services to its residents, but will not likely generate enough revenue to continue providing services at current levels in the future. In making decisions about the budget, should the City of San José (ho-ZAY) place a higher priority on: (RANDOMIZE)

[] Reducing existing City services to avoid a need to raise additional revenue, including taxes or fees -----1

OR

[] Raising additional revenue, including taxes or fees, to avoid reductions in existing City services-----2

- (DON'T READ) -----3
(BOTH) -----4
(NEITHER)-----5
(DON'T KNOW/NA)-----5

NOW I WOULD LIKE TO ASK YOU ABOUT SOME DIFFERENT MEASURES THAT MAY APPEAR ON AN UPCOMING CITY OF SAN JOSE BALLOT IN A FUTURE ELECTION. FOR EACH, I WILL READ YOU A DESCRIPTION OF THE POTENTIAL MEASURE. PLEASE LISTEN CAREFULLY AND THEN TELL ME HOW YOU THINK YOU MIGHT VOTE. PLEASE KEEP IN MIND THAT ONLY ONE OF THESE MEASURES WILL ACTUALLY APPEAR ON THE BALLOT.

6. First, here is the description of one possible ballot measure that could appear on the ballot in an upcoming election. It is entitled The City of San José (ho-ZAY) Vital City Services Measure, and reads as follows:

"In order to protect and maintain essential City services such as police patrols, fire, 9-1-1 emergency response, street maintenance, pothole repair, parks and libraries, youth and senior recreation programs, and neighborhood watch and crime prevention, shall an ordinance be adopted to enact a one-quarter cent sales tax, subject to existing financial audits and public expenditure reports?"

If there were an election today, do you think you would vote "yes" in favor of this measure or "no" to oppose it? (IF YES/NO, ASK: "Is that definitely or just probably?") (IF UNDECIDED, DON'T KNOW, NO ANSWER, NEED MORE INFORMATION ASK:) "Do you lean toward voting yes or no?"

- Definitely yes -----1
Probably yes -----2
Undecided, lean yes-----3
Undecided, lean no-----4
Probably no-----5
Definitely no -----6
(DON'T READ) DK/NA -----7

7. Now I would like to ask you about two other measures that may appear on a future City of San José (ho-ZAY) ballot instead of the first measure we discussed. After I read each one, please tell me whether you would you vote yes to support it, or no to oppose it? (IF YES/NO, ASK:) "Is that definitely (YES/NO) or just probably?" (IF UNDECIDED, ASK: Well, do you lean towards voting yes or no?) (RANDOMIZE)

DEF PROB LEAN LEAN PROB DEF (DK/
YES YES YES NO NO NO NA)

[]a. A measure to protect and maintain essential City services like police patrols, fire, street repair, parks and libraries by establishing a ten percent tax on parking facility rates in San José (ho-ZAY). -----1-----2-----3-----4-----5-----6-----7

(SPLIT SAMPLE A ONLY)

[]b. A measure to protect and maintain essential City services like police patrols, fire, street repair, parks and libraries by modernizing the tax that businesses pay with an inflation adjustment. -----1-----2-----3-----4-----5-----6-----7

(SPLIT SAMPLE B ONLY)

[]c. A measure to protect and maintain essential City services like police patrols, fire, street repair, parks and libraries by modernizing the tax that businesses pay with an inflation adjustment, which would approximately double annual payments. -----1-----2-----3-----4-----5-----6-----7

(RESUME ASKING ALL RESPONDENTS)

NOW I WOULD LIKE TO ASK YOU A FEW MORE QUESTIONS ABOUT THESE POTENTIAL BALLOT MEASURES.

8. First, I am going to read statements from supporters and opponents of the first measure I read to you, the measure that would enact a one-quarter cent sales tax to protect and maintain essential City services like police patrols, fire, street repair, parks and libraries. (RANDOMIZE)

[] **SUPPORTERS** of this measure say that given the national and state economic crisis, the City needs a protected and reliable revenue source to fund vital services. And although the City has already taken steps to address 20 million dollars of the projected budget deficit, this measure – which would ensure that tourists and visitors from outside San Jose pay their fair share – is needed to close the remaining 60 million dollar gap.

[] **OPPONENTS** of this proposal say that with California in a recession, this is not the right time to raise taxes on San José (**ho-ZAY**) residents. With the potential for significant increases in state taxes – including a sales tax -- we should not be increasing local sales taxes, particularly when we cannot trust the City to spend the money generated by this ballot measure.

Now that you have heard more about it, do you think you would vote "yes" in favor of this measure or "no" to oppose it? (IF YES/NO, ASK: "Is that definitely or just probably?") (IF UNDECIDED, DON'T KNOW, NO ANSWER, NEED MORE INFORMATION ASK:) "Do you lean toward voting yes or no?"

- Definitely yes -----1
- Probably yes -----2
- Undecided, lean yes-----3
- Undecided, lean no -----4
- Probably no -----5
- Definitely no -----6
- (DON'T READ) DK/NA -----7

(RANDOMIZE Q9 AND Q10)

9. Next, I would like to ask you a question about a different ballot measure than the **ONE/ONES** we were just discussing. This is the measure I mentioned earlier that would help protect and maintain City services like police patrols, fire, street repair, parks and libraries by establishing a ten percent tax on parking facility rates in San José (ho-ZAY). Here are statements from supporters and opponents of the measure. **(RANDOMIZE)**

SUPPORTERS of this measure say that most of the revenue generated by this tax on parking facility rates would come from tourists and out-of-town visitors. This measure would raise about five million dollars to preserve public safety and prevent cuts to essential City services.

OPPONENTS of this proposal say that raising taxes during an economic recession is the wrong thing to do. They also say that this tax will unfairly burden people who need to drive to work, and drive away tourists and other visitors who would bring business to San Jose.

Now that you have heard more about it, do you think you would vote "yes" in favor of this measure or "no" to oppose it? **(IF YES/NO, ASK: "Is that definitely or just probably?") (IF UNDECIDED, DON'T KNOW, NO ANSWER, NEED MORE INFORMATION ASK:)** "Do you lean toward voting yes or no?"

- Definitely yes -----1
- Probably yes -----2
- Undecided, lean yes-----3
- Undecided, lean no-----4
- Probably no-----5
- Definitely no -----6
- (DON'T READ) DK/NA** -----7

(RANDOMIZE Q9 AND Q10)

10. Next, I would like to ask you a question about a different ballot measure than the **ONE/ONES** we were just discussing. This is the measure I mentioned earlier that would protect and maintain City services like police patrols, fire, street repair, parks and libraries by modernizing the tax that businesses pay with an inflation adjustment.

(SPLIT SAMPLE B ONLY: which would approximately double annual payments.)

First, I am going to read statements from supporters and opponents of the measure. **(RANDOMIZE)**

[] SUPPORTERS of this measure say that business tax rates have not changed since they were adopted in 1984. This measure will modernize the business tax to reflect the new industries that have developed since 1984 and keep up with inflation over time. It will ensure that San José (**ho-ZAY**) businesses pay their fair share, just like residents, to protect and maintain essential City services and treat business fairly.

[] OPPONENTS of this proposal say that raising taxes during an economic recession is the wrong thing to do. This tax could result in a significant across-the-board increase in business taxes, hurting San José's (**ho-ZAYS**) small businesses and driving others to relocate in neighboring cities with lower tax rates.

Now that you have heard more about it, do you think you would vote "yes" in favor of this measure or "no" to oppose it? **(IF YES/NO, ASK: "Is that definitely or just probably?") (IF UNDECIDED, DON'T KNOW, NO ANSWER, NEED MORE INFORMATION ASK:)** "Do you lean toward voting yes or no?"

- Definitely yes -----1
- Probably yes -----2
- Undecided, lean yes-----3
- Undecided, lean no -----4
- Probably no-----5
- Definitely no -----6
- (DON'T READ) DK/NA** -----7

(RESUME ASKING ALL RESPONDENTS)

NOW LET ME GIVE YOU SOME MORE INFORMATION ABOUT THIS YEAR'S CITY BUDGET. OVER THE PAST SEVEN YEARS, THE CITY HAS IMPLEMENTED OVER 350 MILLION DOLLARS IN BUDGET REDUCTIONS. HOWEVER, THE CITY STILL NEEDS TO FIND 106 MILLION DOLLARS OF REDUCTIONS OVER THE NEXT FOUR YEARS TO ADDRESS ITS STRUCTURAL BUDGET DEFICIT.

11. I am now going to read you some of the main types of spending in the San José (**ho-ZAY**) City budget. Please tell me which of these six types of services you would be most willing to see cut back in next year's budget. **(IF CHOICE MADE, FOLLOW UP BY ASKING: And which should be the second choice?) (RANDOMIZE)**

	<u>FIRST CHOICE</u>	<u>SECOND CHOICE</u>
[]a. Street maintenance and road repair -----	1	1
[]b. Police and fire services -----	2	2
[]c. Public libraries -----	3	3
[]d. Park maintenance and upkeep -----	4	4
[]e. Recreation services, including community centers -----	5	5
[]f. Programs to create jobs and build the economy -----	6	6
(DON'T READ) Other (Specify) _____	7	7
(DON'T READ) All -----	8	8
(DON'T READ) None -----	9	9
(DON'T READ) Don't Know -----	10	10

12. Now I am going to read you a list of potential cuts to City services. Understanding that 60 million dollars has to be cut from the City budget this year, please tell me whether you would find each of the following potential budget cuts to be completely acceptable, somewhat acceptable, or not at all acceptable as a way of helping to balance the City budget. **(RANDOMIZE)**

	<u>COMP. ACC.</u>	<u>SMWT ACC.</u>	<u>NOT ACC.</u>	<u>(DK/ NA)</u>
(SPLIT SAMPLE A ONLY)				
[]a. (T) Reducing funding to non-profit community based organizations -----	1	2	3	4
[]b. (T) Reducing support staff, but <u>not</u> sworn police officers, in the police department -----	1	2	3	4
[]c. Closing some City pools and aquatics centers -----	1	2	3	4
[]d. (T) Reducing street maintenance -----	1	2	3	4
[]e. (T) Reducing funds for recruiting, training and recognizing City employees -----	1	2	3	4
[]f. (T) Closing bathrooms in neighborhood parks -----	1	2	3	4
[]g. (T) Reducing the number of officers doing traffic enforcement -----	1	2	3	4
[]h. (T) Reducing the size of pay increases for City employees -----	1	2	3	4
[]i. Transitioning more responsibilities from police officers to civilian Police Department employees -----	1	2	3	4
[]j. (T) Reducing staff at community centers -----	1	2	3	4

	<u>COMP.</u> <u>ACC.</u>	<u>SMWT</u> <u>ACC.</u>	<u>NOT</u> <u>ACC.</u>	<u>(DK/</u> <u>NA)</u>
(SPLIT SAMPLE B ONLY)				
[]k. (T) Reducing administrative staff at the fire department-----	1-----	2-----	3-----	4-----
[]l. (T) Reducing library hours by one day per week-----	1-----	2-----	3-----	4-----
[]m. (T) Reducing the number of school crossing guards-----	1-----	2-----	3-----	4-----
[]n. (T) Reducing funds for revenue collection and management of City finances-----	1-----	2-----	3-----	4-----
[]o. (T) Eliminating City programs that educate young people in character and decision-making or give them work experience in City government-----	1-----	2-----	3-----	4-----
[]p. (T) Eliminating crime prevention programs in which the City works with neighborhoods-----	1-----	2-----	3-----	4-----
[]q. (T) Reducing police staffing dedicated to solving property crimes-----	1-----	2-----	3-----	4-----
[]r. Reducing lawn mowing and garbage pick-up at parks-----	1-----	2-----	3-----	4-----
[]s. (T) Reducing staff at senior centers-----	1-----	2-----	3-----	4-----
[]t. Reducing maintenance of street medians and residential park strips-----	1-----	2-----	3-----	4-----
[]u. Reducing the size of benefits packages provided to City employees-----	1-----	2-----	3-----	4-----

(RESUME ASKING ALL RESPONDENTS)

13. Now, thinking back to the two different budget deficit solutions we discussed, please tell me one more time, in making decisions about the budget, should the City of San José (**ho-ZAY**) place a higher priority on: **(RANDOMIZE)**

[] Reducing existing City services to avoid a need to raise additional revenue, including taxes or fees-----1

OR

[] Raising additional revenue, including taxes or fees, to avoid reductions in existing City services-----2

(DON'T READ)-----3
(BOTH)-----4
(NEITHER)-----4
(DON'T KNOW/NA)-----5

14. Next, I'm going ask you a list of several other suggested strategies to address the City's budget deficit. After I read each one, please tell me whether you support or oppose the City implementing that particular strategy. (IF SUPPORT/OPPOSE, ASK: Is that strongly SUPPORT/OPPOSE or just somewhat?) (RANDOMIZE a/b FIRST, THEN RANDOMIZE c-f)

	<u>STR</u>	<u>SW</u>	<u>SW</u>	<u>STR</u>	<u>(DK/NA)</u>
	<u>SUPP</u>	<u>SUPP</u>	<u>OPP</u>	<u>OPP</u>	
(RANDOMIZE FIRST)					
[]a. Selling outdoor advertising space on City land-----	1	2	3	4	5
[]b. Selling non-essential City-owned properties for private development-----	1	2	3	4	5
(RANDOMIZE SECOND)					
[]c. Selling the former City Hall-----	1	2	3	4	5
[]d. Selling City-owned closed landfills-----	1	2	3	4	5
[]e. Selling City-owned golf courses-----	1	2	3	4	5
[]f. Selling the Hayes Mansion Conference Center-----	1	2	3	4	5

HERE ARE MY FINAL QUESTIONS. THEY ARE JUST FOR STATISTICAL PURPOSES.

15. About how long have you lived in San José (ho-ZAY)? (READ LIST)
(T)

- Less than two years ----- 1
- Three to four years----- 2
- Five to six years ----- 3
- Seven to ten years ----- 4
- 11 to 15 years ----- 5
- 16 to 20 years ----- 6
- 21 years or more ----- 7
- (DON'T READ) Don't know/Refused----- 8

16. Do you live in a single-residence detached home, or do you live in a multi-family apartment, mobile home park, or condo building?
(T)

- Single family detached house----- 1
- Multi-family apt/condo----- 2
- Mobile home park----- 3
- (DON'T READ) Don't know/Refused----- 4

17. Do you own or rent the house or apartment where you live?
(T)

- Own ----- 1
- Rent ----- 2
- (DON'T READ) Don't know/Refused----- 3

18. Are there any children under the age of 18 living in your household?
(T)

- Yes----- 1
- No ----- 2
- (DK/NA) ----- 3

19. What was the last level of school you completed?
(T)

Grades 1-8----- 1
 Grades 9-11 ----- 2
 High School Graduate (12) ----- 3
 Some College ----- 4
 Business/Vocational School----- 5
 College Graduate (4)----- 6
 Post-Graduate Work/Professional
 School ----- 7
 (DON'T READ) DK/Refused ----- 8

20. Please stop me when I come to the category that best describes the ethnic or racial group with which you identify yourself. Is it....?

(T)
 Hispanic/Latino ----- 1
 African-American ----- 2
 Asian/Pacific Islander ----- 3
 Caucasian/White ----- 4
 Native American/Indian ----- 5
 Some other group or identification ----- 6
 (DON'T READ) Refused ----- 7

21. In what year were you born?

(T)
 1990-1984 (18-24) ----- 1
 1983-1979 (25-29) ----- 2
 1978-1974 (30-34) ----- 3
 1973-1969 (35-39) ----- 4
 1968-1964 (40-44) ----- 5
 1963-1959 (45-49) ----- 6
 1958-1954 (50-54) ----- 7
 1953-1949 (55-59) ----- 8
 1948-1944 (60-64) ----- 9
 1943 or earlier (65 & over) ----- 10
 (DON'T READ) Refused ----- 11

22. I don't need to know the exact amount but I'm going to read you some categories for household income. Would you please stop me when I have read the category indicating the total combined income for all the people in your household before taxes in 2007?

(T)
 \$10,000 and under ----- 1
 \$10,001 - \$20,000 ----- 2
 \$20,001 - \$30,000 ----- 3
 \$30,001 - \$60,000 ----- 4
 \$60,001 - \$75,000 ----- 5
 \$75,001 - \$100,000 ----- 6
 \$100,001 - \$150,000 ----- 7
 More than \$150,000 ----- 7
 (DON'T READ) Refused ----- 8

(ASK QXX- QXX OF RDD SAMPLE ONLY)

23. Are you a registered voter in the City of San José (ho-ZAY)?

- Yes ----- (CONTINUE TO Q24 AND Q25)-1
- No----- (SKIP TO Q26)-2
- (DON'T READ) Refused ----- (SKIP TO Q26)-3

(IF "YES" IN QXX ASK:)

24. Are you registered as a Democrat, as a Republican, as a member of another political party, or as declining to state a party affiliation?

- Democrat----- 1
- Republican----- 2
- Other/Declining to State ----- 3
- (DON'T READ) Refused ----- 4

(ASK ALL RESPONDENTS WHO ARE "YES" IN QXX, AND ASK ALL VOTERS ON THE LISTED SAMPLE)

25. Which of the following best describes how often you vote in local elections: (READ LIST)

- I never miss an election----- 1
- I vote in almost all elections----- 2
- I vote in most major elections, but occasionally miss one----- 3
- I only vote in some elections, or ----- 4
- I rarely vote----- 5
- (DON'T READ) Refused ----- 6

(RESUME ASKING ALL RESPONDENTS)

26. Here is my final question. Could you tell me the cross streets of the main intersection near where you live? (WRITE IN STREET NAMES)

Street _____

with

Street _____

THANK YOU VERY MUCH FOR YOUR TIME AND ATTENTION TO MY QUESTIONS.

Gender by observation: Male ----- 1
Female ----- 2

Language by observation: English ----- 1
Spanish ----- 2
Vietnamese ----- 3

Sample: RDD (N=500) ----- 1
Voter List (N=500) ----- 2

Phone # _____

Date _____ ZIP _____

City _____ County _____

Interviewer _____ Cluster # _____

Verified by _____ Page # _____

(RECORD BELOW FOR VOTER LIST SAMPLE ONLY)

Party: From file

Democrat----- 1
 Republican----- 2
 Decline-to-state----- 3
 Other party----- 4

Name _____

Page # _____

Address _____

Voter ID # _____

City _____

Precinct _____

Zip _____

Interviewer _____

FLAGS

P02-----1
 G02-----2
 R03-----3
 P04-----4
 G04-----5
 N05-----6
 P06-----7
 G06-----8
 F08-----9
 J08-----10
 G08-----11
 BLANK-----12

CITY COUNCIL DISTRICT

1-----1
 2-----2
 3-----3
 4-----4
 5-----5
 6-----6
 7-----7
 8-----8
 9-----9
 10-----10

VOTE BY MAIL

1-----1
 2-----2
 3+-----3
 BLANK-----4

PERMANENT ABSENTEE

Yes-----1
 No-----2