








# City of Seal Beach Resident Satisfaction and Budget Priority Issues Survey



OPINION  
RESEARCH  
& STRATEGY

# Survey Methodology

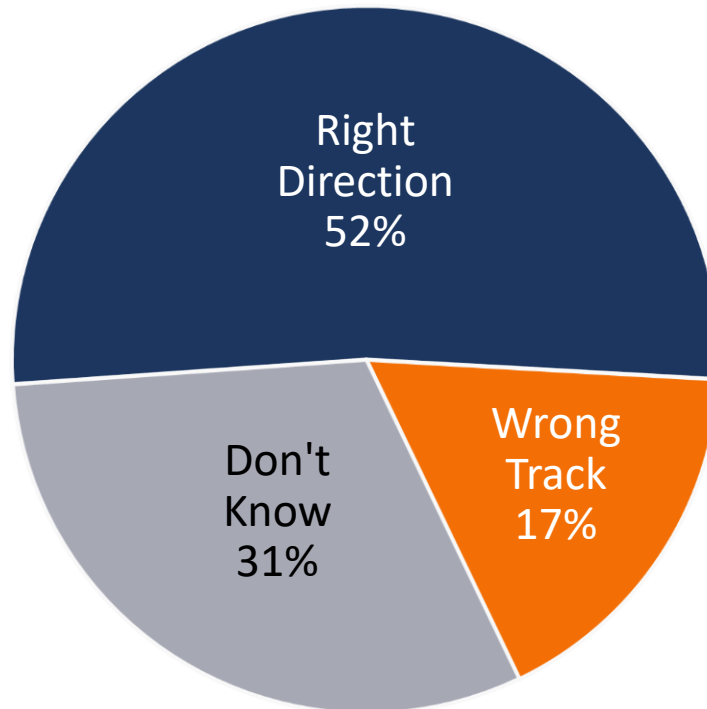
<b>Dates</b>	April 2 – 9, 2024
<b>Survey Type</b>	Dual-mode Voter Survey
<b>Research Population</b>	Seal Beach Likely November 2024 Voters
<b>Total Interviews</b>	435
<b>Margin of Sampling Error</b>	(Full Sample) $\pm 4.9\%$ at the 95% Confidence Level (Half Sample) $\pm 6.9\%$ at the 95% Confidence Level
<b>Contact Methods</b>	 Telephone Calls  Email Invitations  Text Invitations
<b>Data Collection Modes</b>	 Telephone Interviews  Online Interviews
<b>Survey Tracking</b>	June/July 2014
<b>Languages</b>	English and Korean

*(Note: Not All Results Will Sum to 100% Due to Rounding)*



# Mood of the Electorate

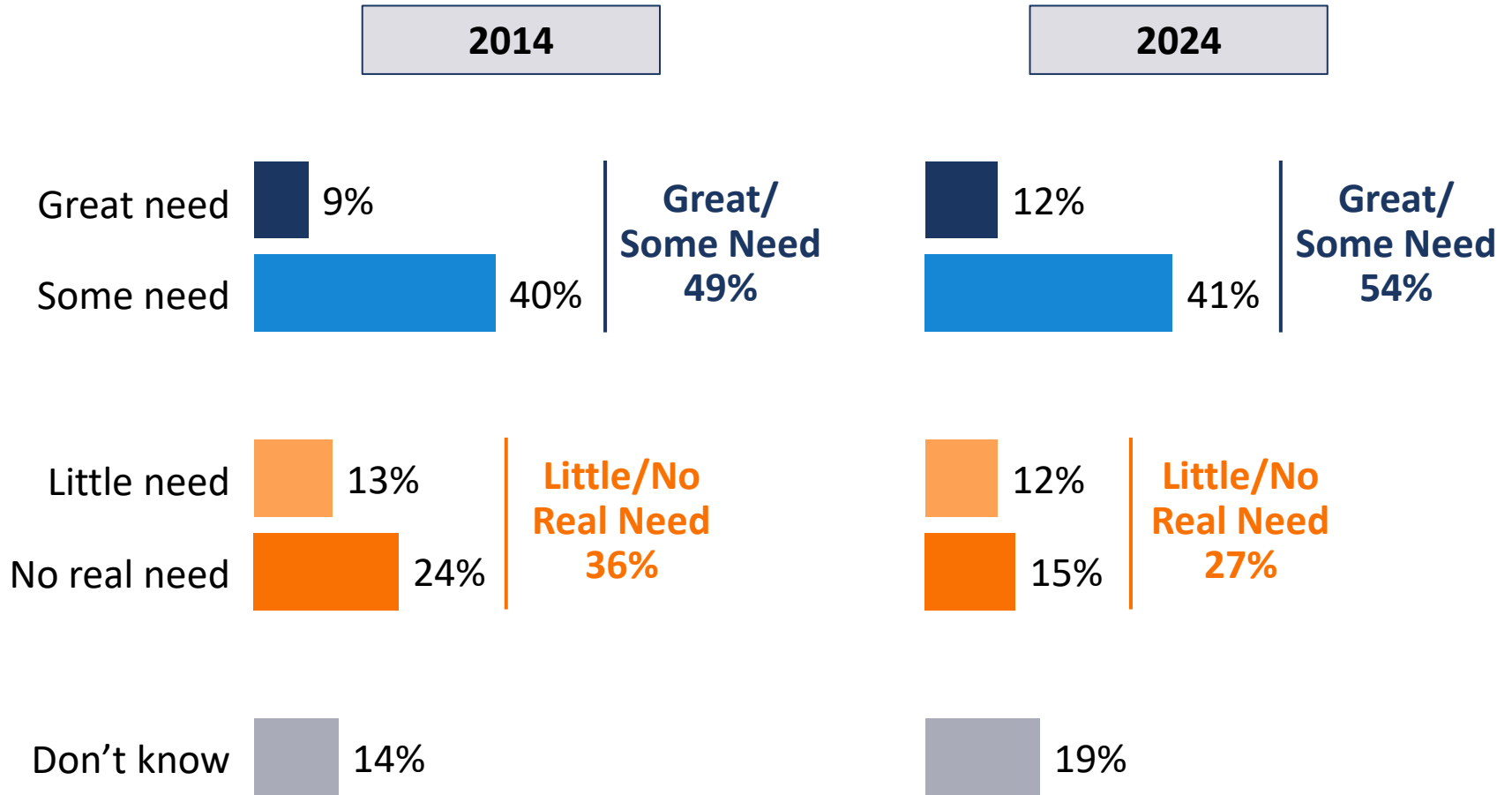
# About one-in-two have favorable views of the direction of the City.





# Perception of the Need for Additional Funds

# Fifty-four percent perceive the City needs additional funds.





**Conceptual Ballot Question —  
simple majority requirement  
½-cent Local Sales Tax**

# Conceptual Ballot Label Tested in the Survey

*(As Approved by City Attorney)*

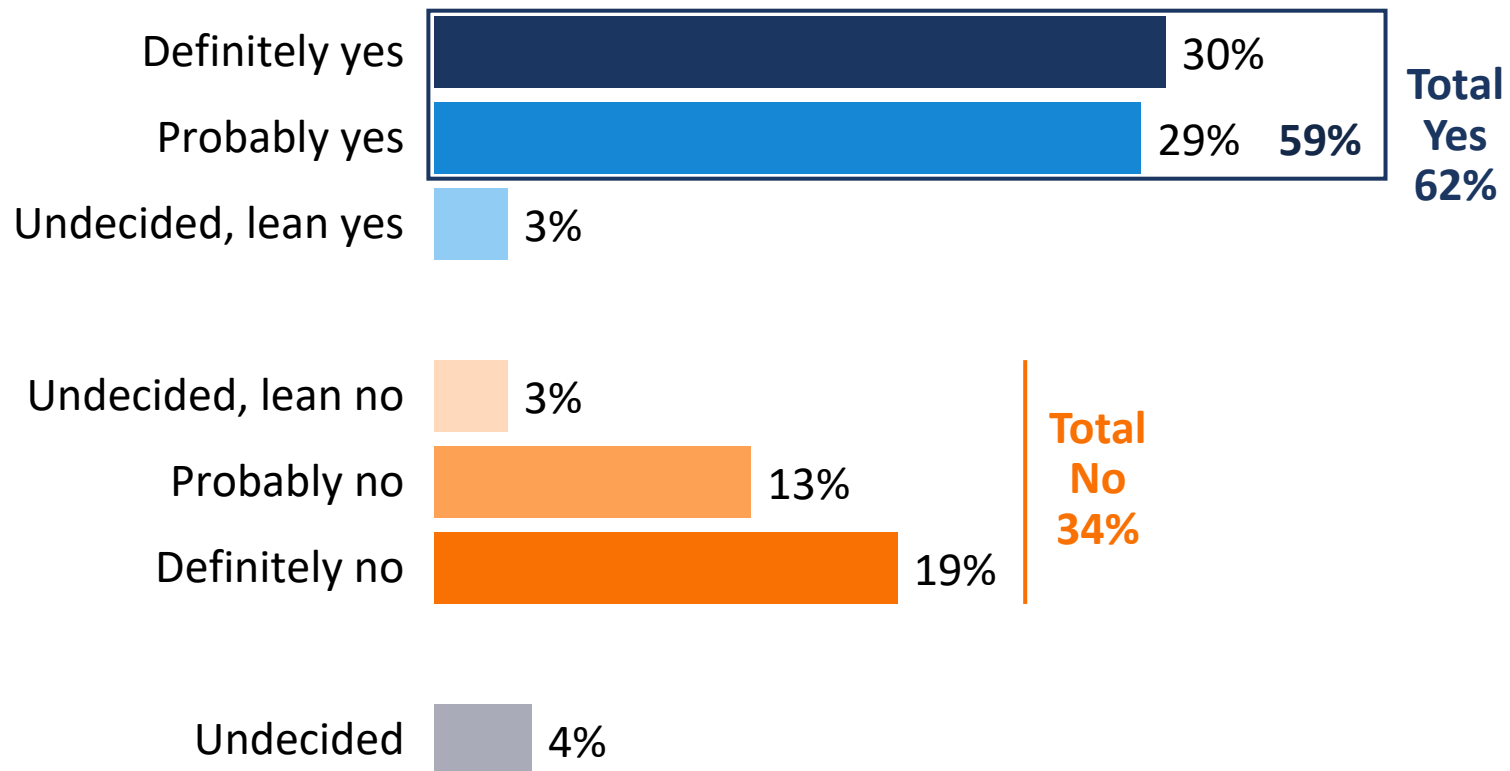
## **CITY OF SEAL BEACH SERVICES MEASURE**

Shall the measure funding City of Seal Beach services such as maintaining 911 medical emergency/police/fire response, supporting/expanding community policing; helping prevent property crimes/retail thefts; repairing streets/potholes; keeping public areas clean/safe; addressing homelessness; supporting seniors, lifeguards, youth, parks, recreation programs; and for general governmental use; by establishing a ½¢ sales tax providing \$3,000,000 annually until ended by voters; requiring audits, public spending disclosure, all funds spent for Seal Beach, be adopted?



# Slightly more than 6-in-10 initially support the simple majority sales tax measure.

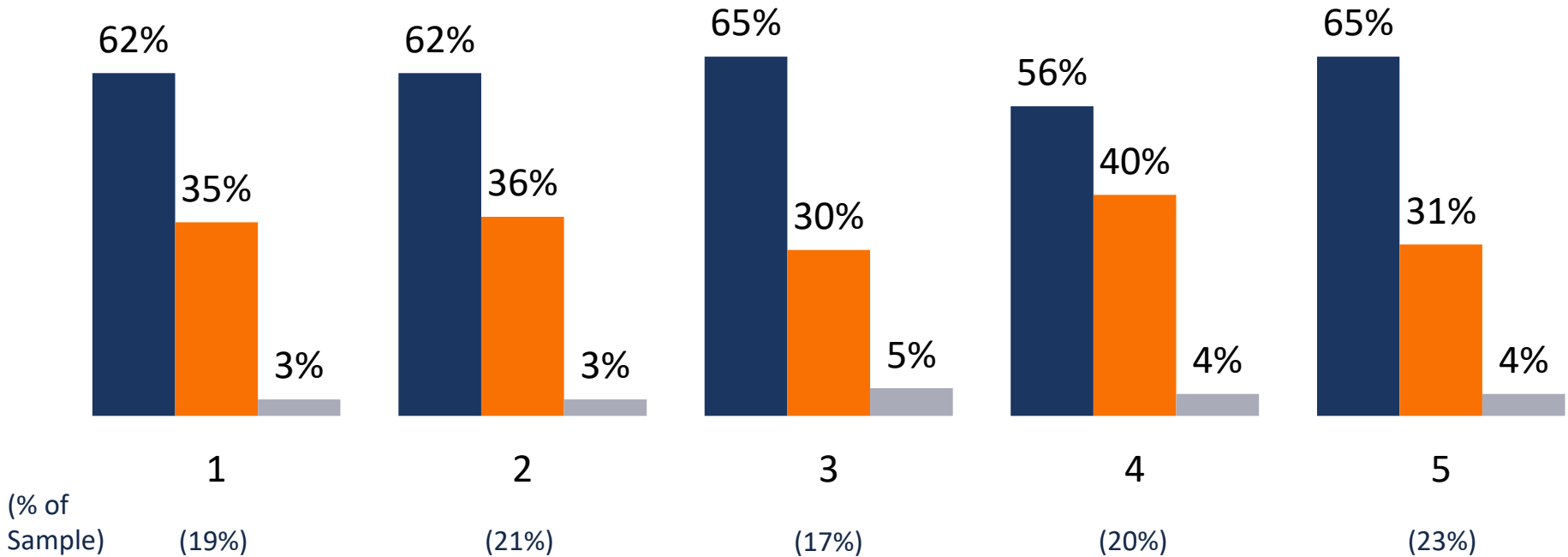
(M.O.E.=±4.9% for each Election Scenario)



# The measure carries in every City Council District.

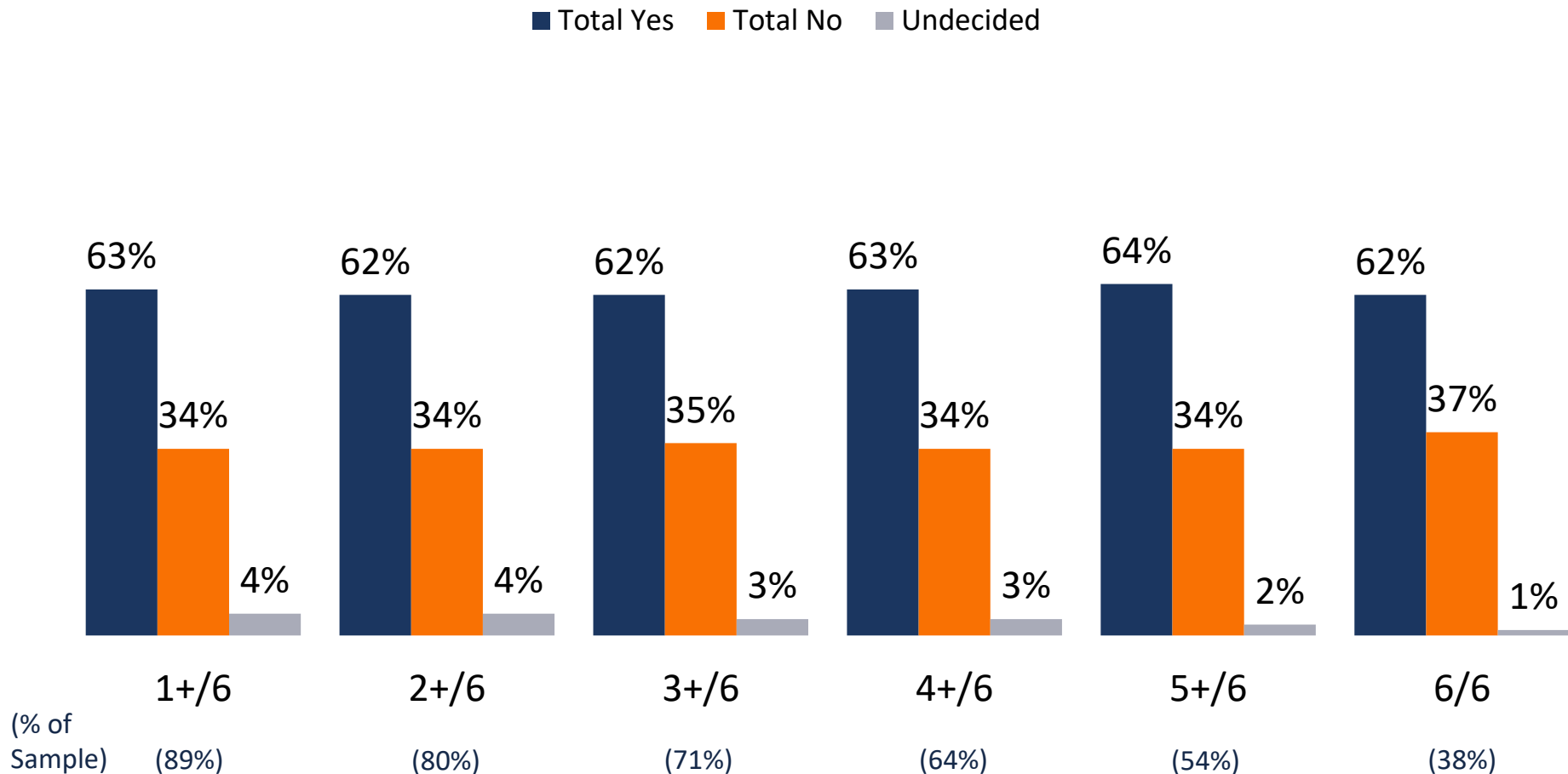
*Initial Vote by City Council District*

■ Total Yes ■ Total No ■ Undecided



# Support for the measure is strong across high or low turnout models.

*Initial Vote by Participation in the Last 6 Statewide Elections*

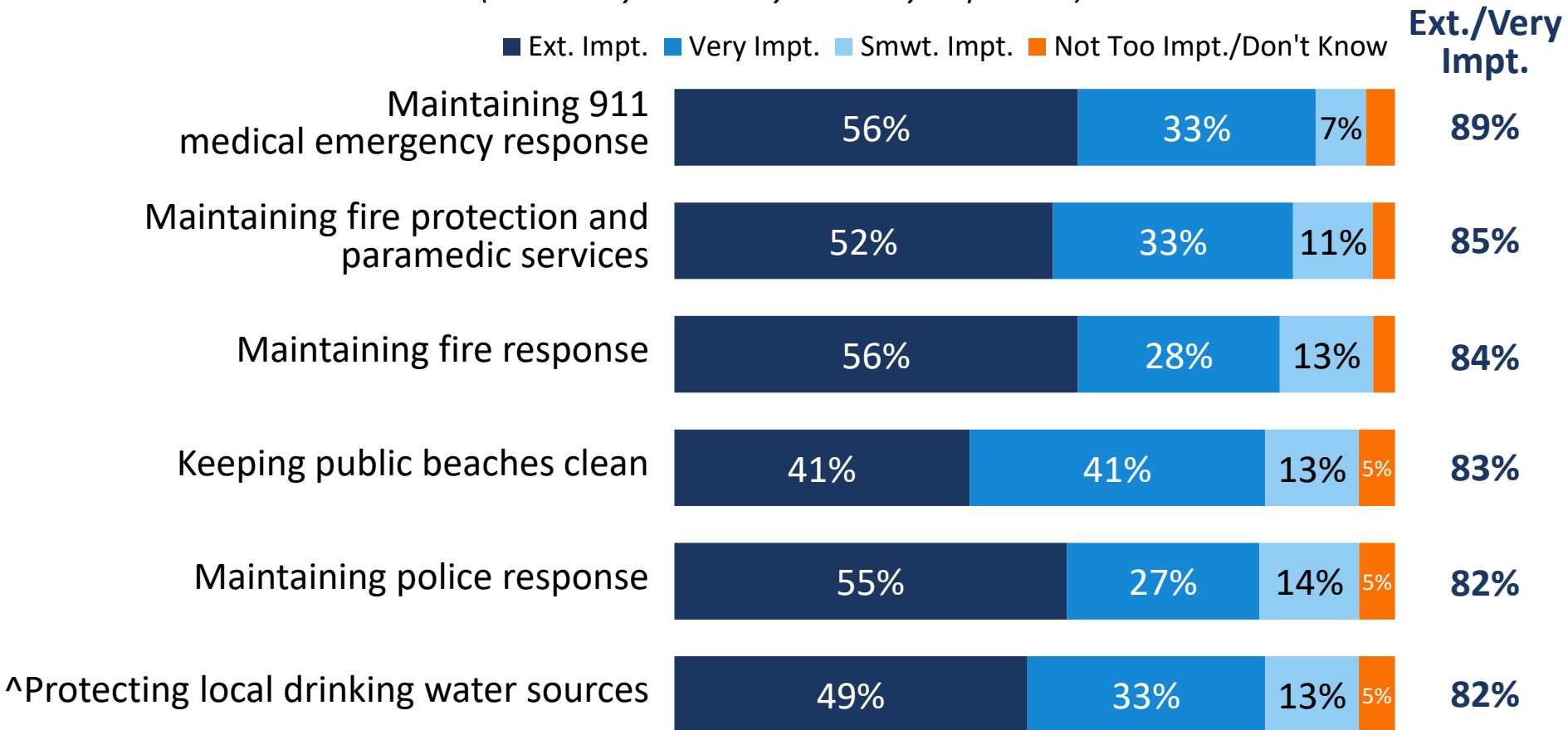




# Budget Priorities

# Maintaining 911 medical emergency and police response; maintaining fire protection and paramedic services; protecting local drinking water sources; and keeping public areas safe and clean are leading priorities for use of funds.

(Ranked by Extremely and Very Important)



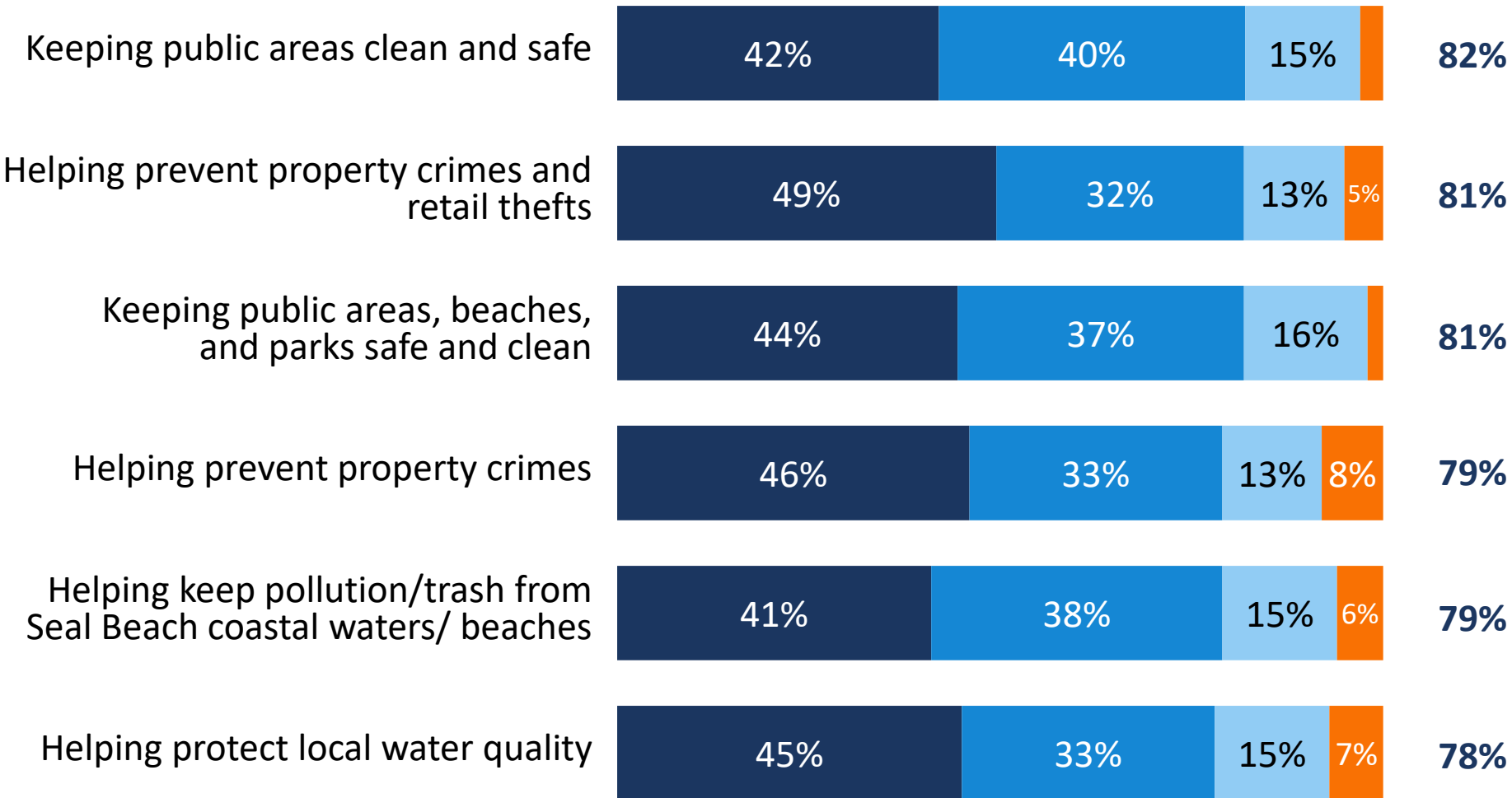
I am going to mention a list of possible uses of the funds and provisions that might apply to the measure. Regardless of how you feel about this measure, as I mention each one, please tell me how important it is to you personally that each use of funds or provision may apply to the measure: Would you say it is extremely important, very important, somewhat important, or not too important? ^Not Part of Split Sample

# Budget Priorities, Continued

(Ranked by Extremely and Very Important)

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt./Don't Know

Ext./Very Impt.



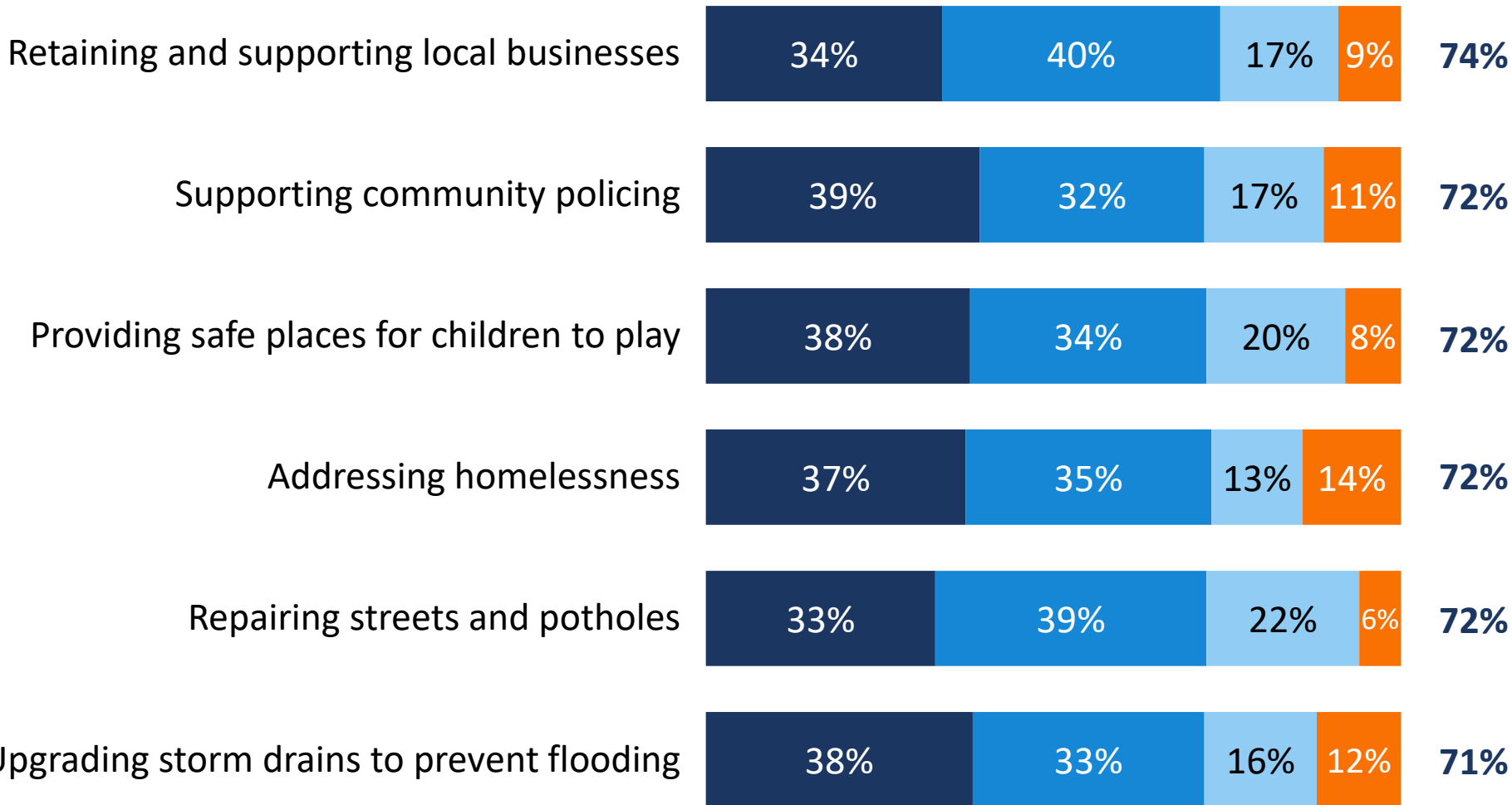
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# Budget Priorities, Continued

(Ranked by Extremely and Very Important)

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt./Don't Know

Ext./Very Impt.



I am going to mention a list of possible uses of the funds and provisions that might apply to the measure. Regardless of how you feel about this measure, as I mention each one, please tell me how important it is to you personally that each use of funds or provision may apply to the measure: Would you say it is extremely important, very important, somewhat important, or not too important? Split Sample

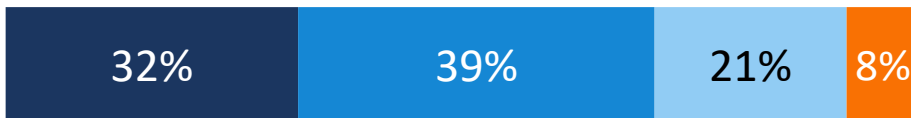
# Budget Priorities, Continued

(Ranked by Extremely and Very Important)

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt./Don't Know

Ext./Very Impt.

Maintaining City services



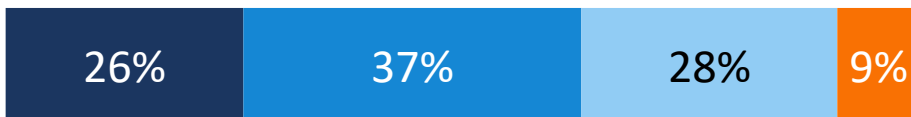
71%

Reducing the risk of flooding



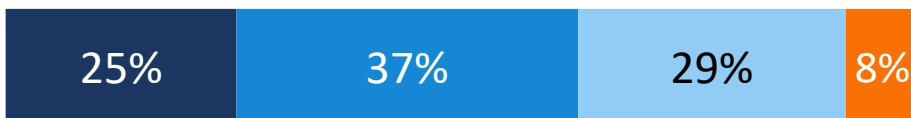
68%

Retaining and attracting businesses



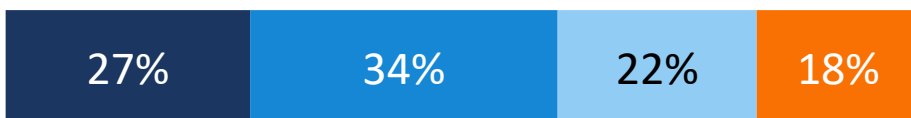
62%

Supporting lifeguards



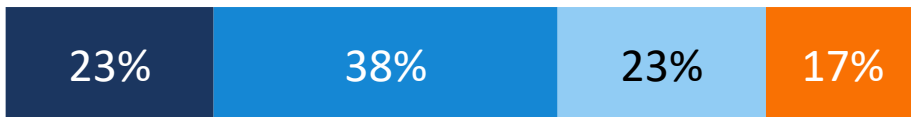
62%

Expanding community policing efforts



60%

Supporting youth programs



60%

I am going to mention a list of possible uses of the funds and provisions that might apply to the measure. Regardless of how you feel about this measure, as I mention each one, please tell me how important it is to you personally that each use of funds or provision may apply to the measure: Would you say it is extremely important, very important, somewhat important, or not too important? Split Sample



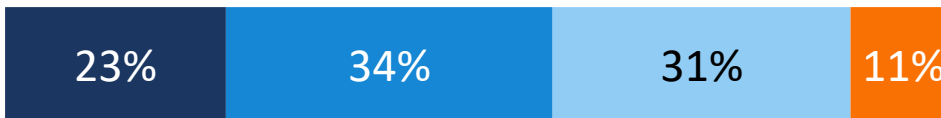
# Budget Priorities, Continued

(Ranked by Extremely and Very Important)

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt./Don't Know

**Ext./Very Impt.**

Improving City services



**57%**

^Supporting senior programs



**52%**

Supporting parks and recreation programs



**52%**

Upgrading city park and recreation facilities



**47%**

Maintaining and expanding senior transportation shuttle services



**47%**

Supporting the Junior Lifeguard Program



**45%**

Q5. I am going to mention a list of possible uses of the funds and provisions that might apply to the measure. Regardless of how you feel about this measure, as I mention each one, please tell me how important it is to you personally that each use of funds or provision may apply to the measure: Would you say it is extremely important, very important, somewhat important, or not too important? ^Not Part of Split Sample

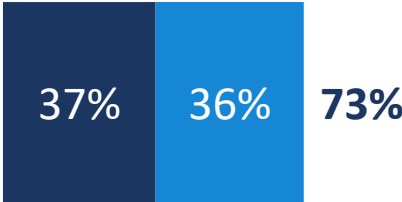


# Effects of Education and Critical Statements

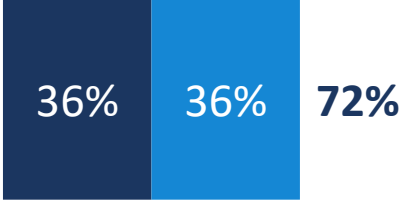
# Maintaining fire and medical emergency response times; and maintaining public safety and community policing efforts to keep residents and their property safe are compelling.

■ Much More Incl. ■ Smwt. More Incl.

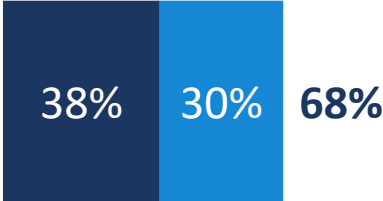
**^(MEDICAL RESPONSE)** So far this year alone, approximately 75% of all calls to the Orange County Fire Authority that serves Seal Beach have been related to medical emergencies. This measure will ensure that our city has the needed firefighters and paramedics, and lifesaving equipment to maintain emergency response times and save lives.



**(CRIME OVERALL)** Last year, there were over 700 thefts, burglaries, robberies and auto thefts in the City of Seal Beach — the highest number in five years. This measure will help maintain public safety and community policing efforts to keep residents and their property safe.



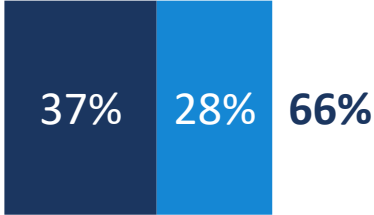
**(LOCAL CONTROL)** The state imposes expensive regulations and bureaucracy which takes away funding and local tax revenue from our City. However, all funds raised by this measure are legally required to be spent for Seal Beach, which will ensure local control of this revenue and provide a guaranteed source of funding for city services that cannot be taken by Sacramento.



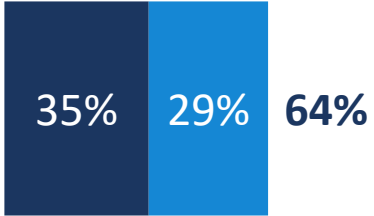
# Continued

■ Much More Incl. ■ Smwt. More Incl.

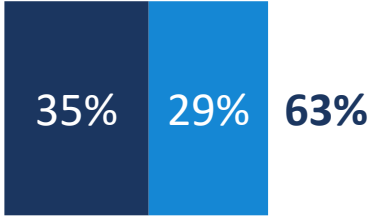
**(CUTS)** If this measure does not pass, the City may face significant financial challenges this year, giving the City no choice but to make severe cuts in funding for fire and police protection, pothole repairs, park maintenance, water and beach protection and other essential city services.



**(POLICING)** During certain times of the day, there are no more than four police officers patrolling our City, which makes up more than 24,000 residents plus visitors. This measure would help retain and attract police officers to support and expand community policing efforts and keep neighborhoods, residents and businesses safe.



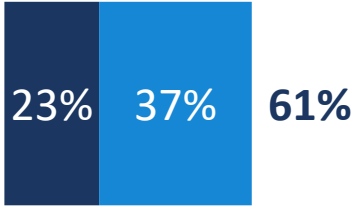
**(A NICE PLACE TO LIVE)** Many of us live in Seal Beach rather than in other parts of Orange County or LA County, because of its small-town character, and high quality of life. Passing this measure is an investment in maintaining City services such as public safety, road maintenance, and parks and recreation services, so that our community remains a great place to live and raise a family.



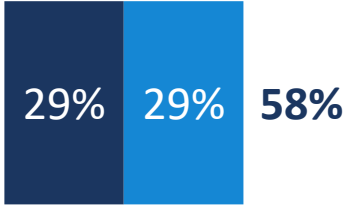
# Continued

■ Much More Incl. ■ Smwt. More Incl.

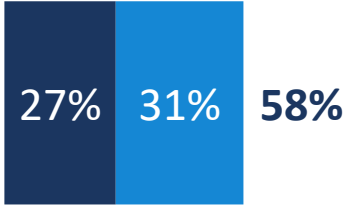
**(YOUTH)** Passing this measure will protect funding for more than 2,000 City of Seal Beach children and youth who rely on City-run and well-supervised recreation programs, summer camps, junior lifeguards and swim lessons. These programs keep our kids off the streets, safe, and out of trouble.



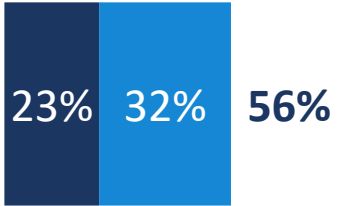
**^(ACCOUNTABILITY)** The revenue from this measure will be subject to fiscal oversight and accountability safeguards such as annual independent financial audits and public spending disclosures posted on the City's website. These requirements ensure that funds are spent efficiently, and effectively.



**(VISITORS)** Almost half of all sales tax dollars collected in Seal Beach are paid by tourists who visit our beaches, shop at local stores, and eat in our restaurants, as well as day visitors who work in Seal Beach. This means people who are not Seal Beach residents will contribute their fair share to keep the roads they drive on in good condition and our community safe while they are in our City.

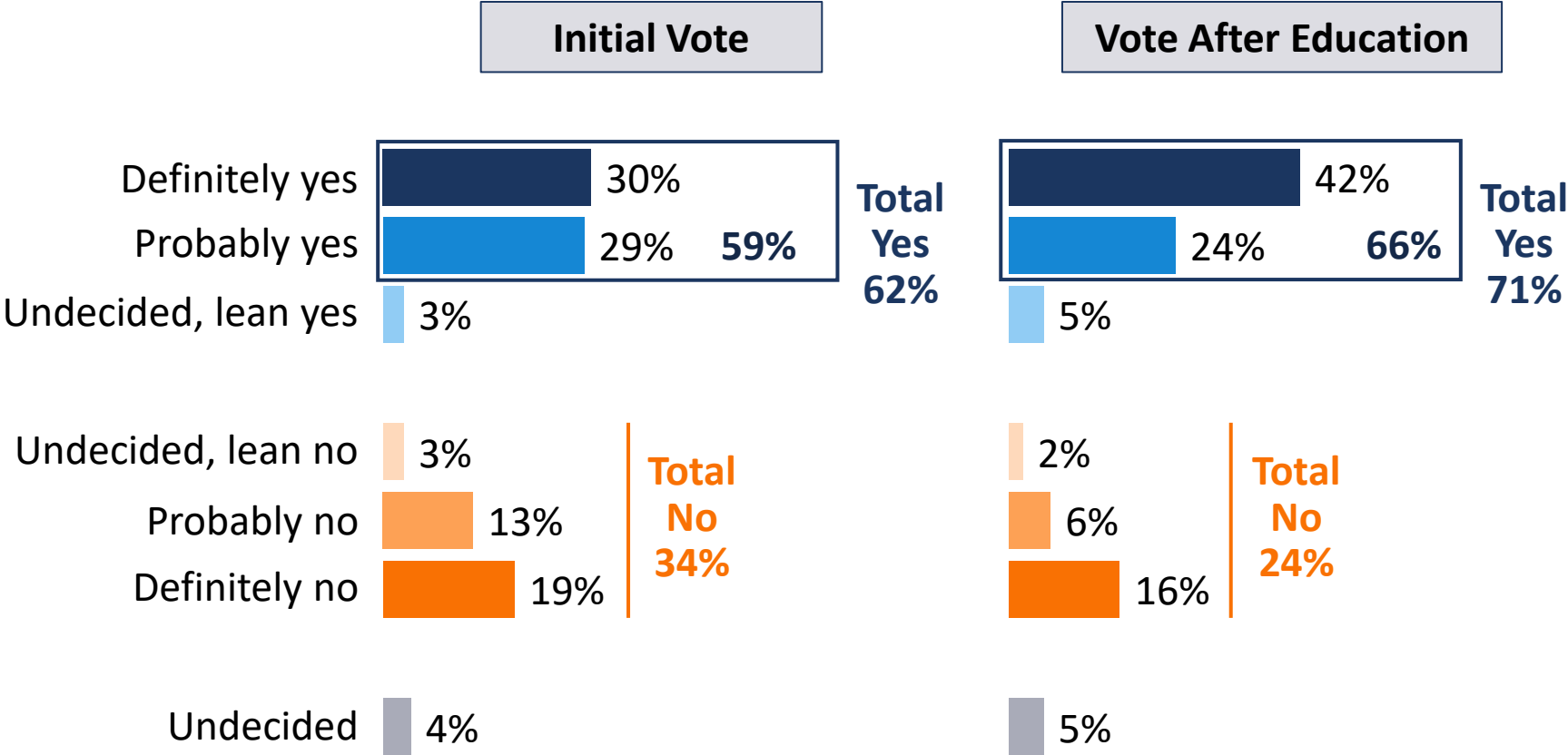


**(PROPERTY VALUES)** Safe neighborhoods, well-maintained streets and parks, as well as expansive and protected open space and natural areas are all a big part of maintaining property values. This measure will help to maintain or increase the value of our homes.



# After education, overall support for the measure increases nine percentage points (62% to 71%), significantly above the simple majority threshold for passage.

(M.O.E.=±4.9%)



# Critical Statements

Opponents say that the cost of living, including housing, gas prices, and groceries, is still sky high. This is not the time to raise taxes, especially on seniors with fixed incomes. If our sales tax increases, we will have one of the highest sales taxes in the area, which will encourage residents to shop in nearby cities such as Cypress and Huntington Beach and hurt local businesses. Further, they say that the City has the funds they need if they just dip into its more than \$14 million reserve fund; cut waste, inefficiencies, and generous City executives' salaries, pensions and benefits.

Opponents say that the cost of living, including housing, gas prices, and groceries, is still sky high. This is not the time to raise taxes, especially on seniors with fixed incomes. They also say there is nothing in this ballot measure that requires any of the money to be used for public safety services, road repairs or any of the other programs mentioned in the description. In fact, the last time we voted for a sales tax increase, the City did not follow through on its promises, including not fully staffing a police substation at the Pier. So why should we trust them now. Opponents also say with no specified end date for this measure, this is really a forever tax which will be forced on our children and grandchildren.

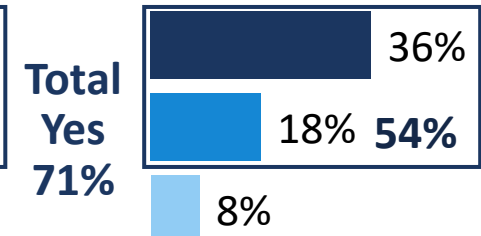
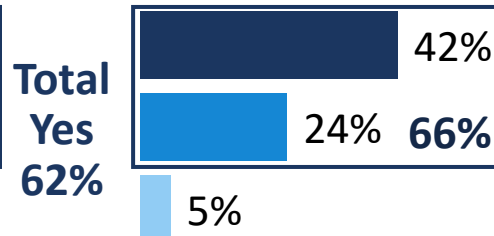
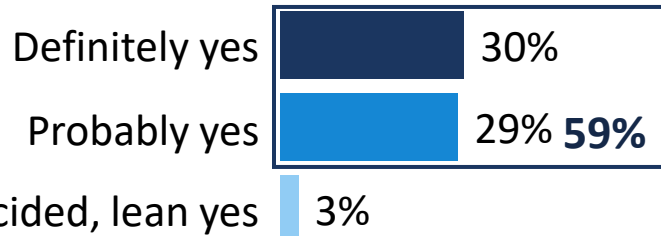
# After critical statements, viability remains well above the simple majority threshold for passage.

(M.O.E.=±4.9%)

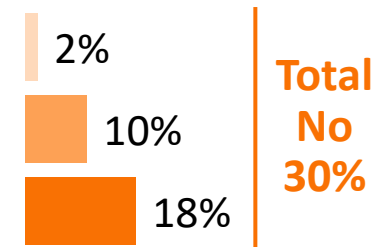
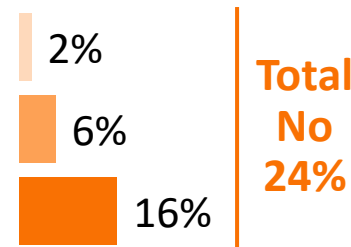
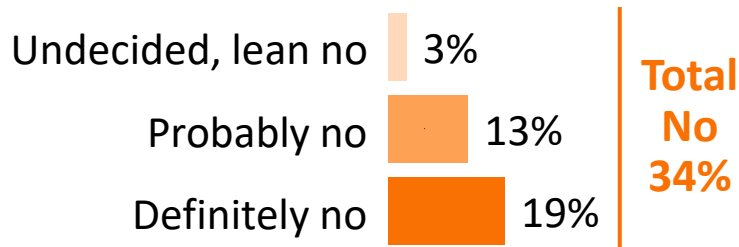
**Initial Vote**

**Vote After Education**

**Vote After Critical Statements**



**Total Yes 62%**







# Conceptual Ballot Question – Oil Production Tax

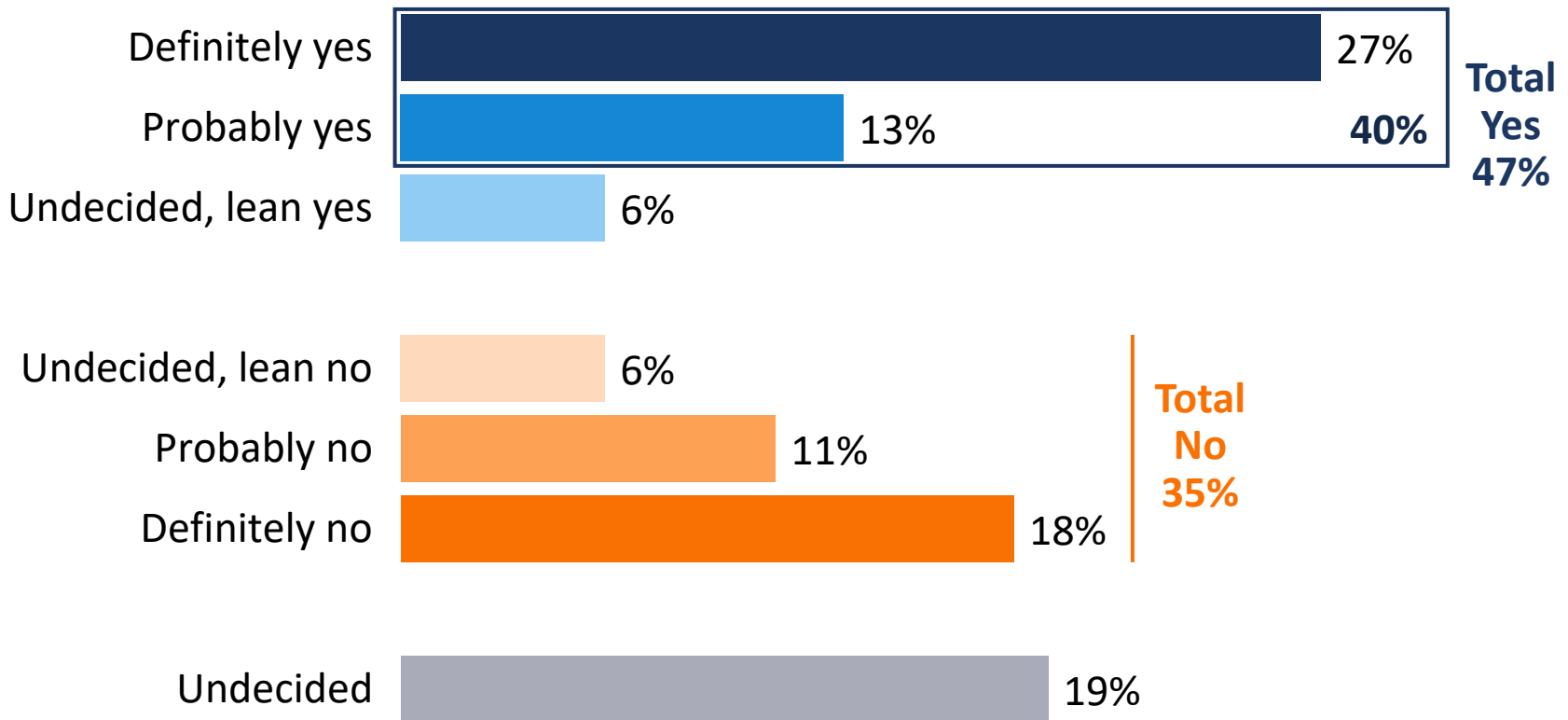
# Conceptual Ballot Label Tested in the Survey

*(As Approved by City Attorney)*

**CITY OF SEAL BEACH OIL PRODUCTION TAX.** Shall an ordinance taxing outside oil producers, fund City of Seal Beach services such as helping keep pollution/trash from Seal Beach coastal waters/beaches; attracting/retaining businesses; for general governmental use by updating Seal Beach's per barrel oil tax rate to 91¢ on outside City oil production, and levying a 25¢ tax per 1,000 cubic feet of natural gas extracted from oil wells within the City, generating \$200,000 annually until ended by voters; be adopted?

# The initial test is below the threshold needed for passage.

(M.O.E.=±4.9% for each Election Scenario)



# Educational and Critical Statements

*(Rotated)*

**Supporters** say this measure will not increase taxes on residents at all. It is paid only by oil companies who benefit from drilling oil and gas in our city. Supporters also say in the last three years, over 1,000 tons of trash from our streets, enough to fill up almost 17 Olympic swimming pools, have been picked up from our local beaches. This measure will help prevent pollution and trash from entering our storm drains and flowing into our coastal waters and onto local beaches. It only seems right that oil companies who benefit from drilling in the city pay their fair share to make sure our community is clean and safe.

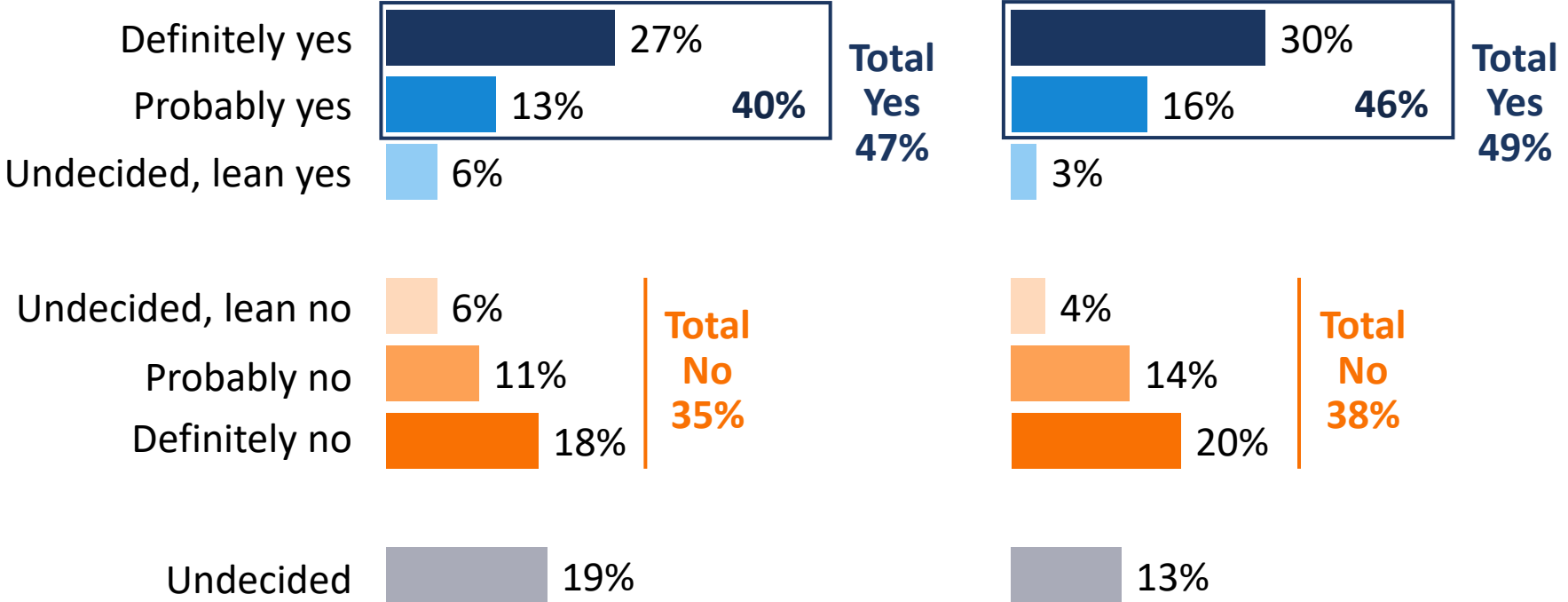
**Opponents** say gas and oil prices are way too high and that if this measure passes, this tax will ultimately be passed on to consumers, especially hurting seniors and others on fixed incomes who are trying to make ends meet. The measure's language claims the money will go to protecting our local coast waters and beaches. But in reality, there are no legal safeguards in place to ensure the money will go to these important priorities. Rather than spending precious tax dollars to place this measure on the ballot, the City should invest that money towards ensuring our coastal waters, beaches and city remain clean and safe.

# This measure never reaches the level required for passage and is not recommended for consideration by the consulting team.

(M.O.E.=±4.9% for each Election Scenario)

## Initial Vote

## Vote After All Information





# City of Seal Beach Resident Satisfaction and Budget Priority Issues Survey



OPINION  
RESEARCH  
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