

SECURITY MEASURE VOTER SURVEY

CONDUCTED FOR THE
RANCHO MURIETA CSD

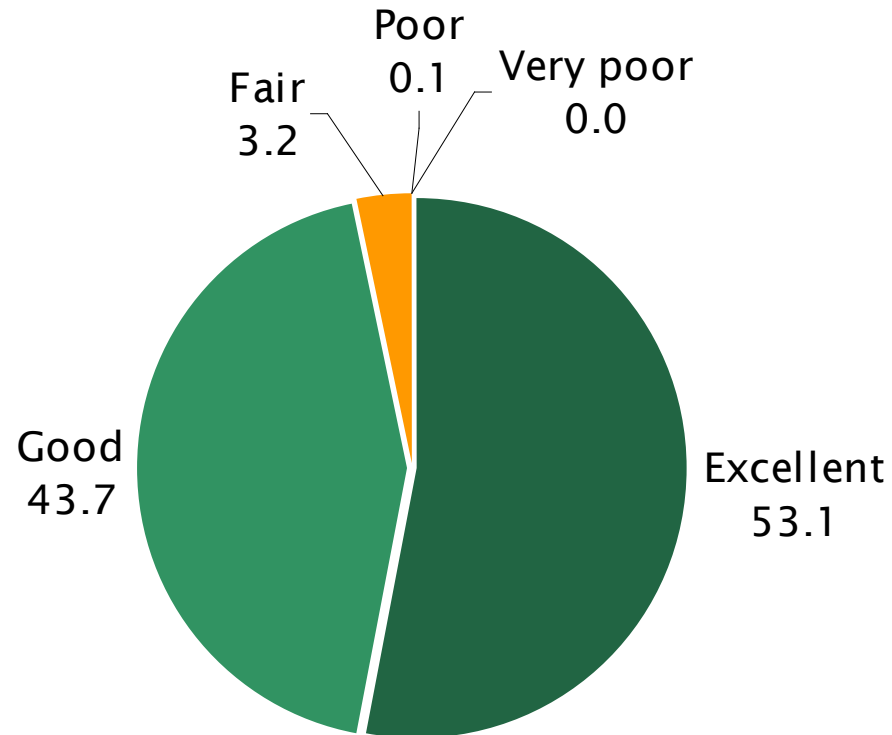
PRESENTED BY
TIMOTHY McLARNEY PH.D.



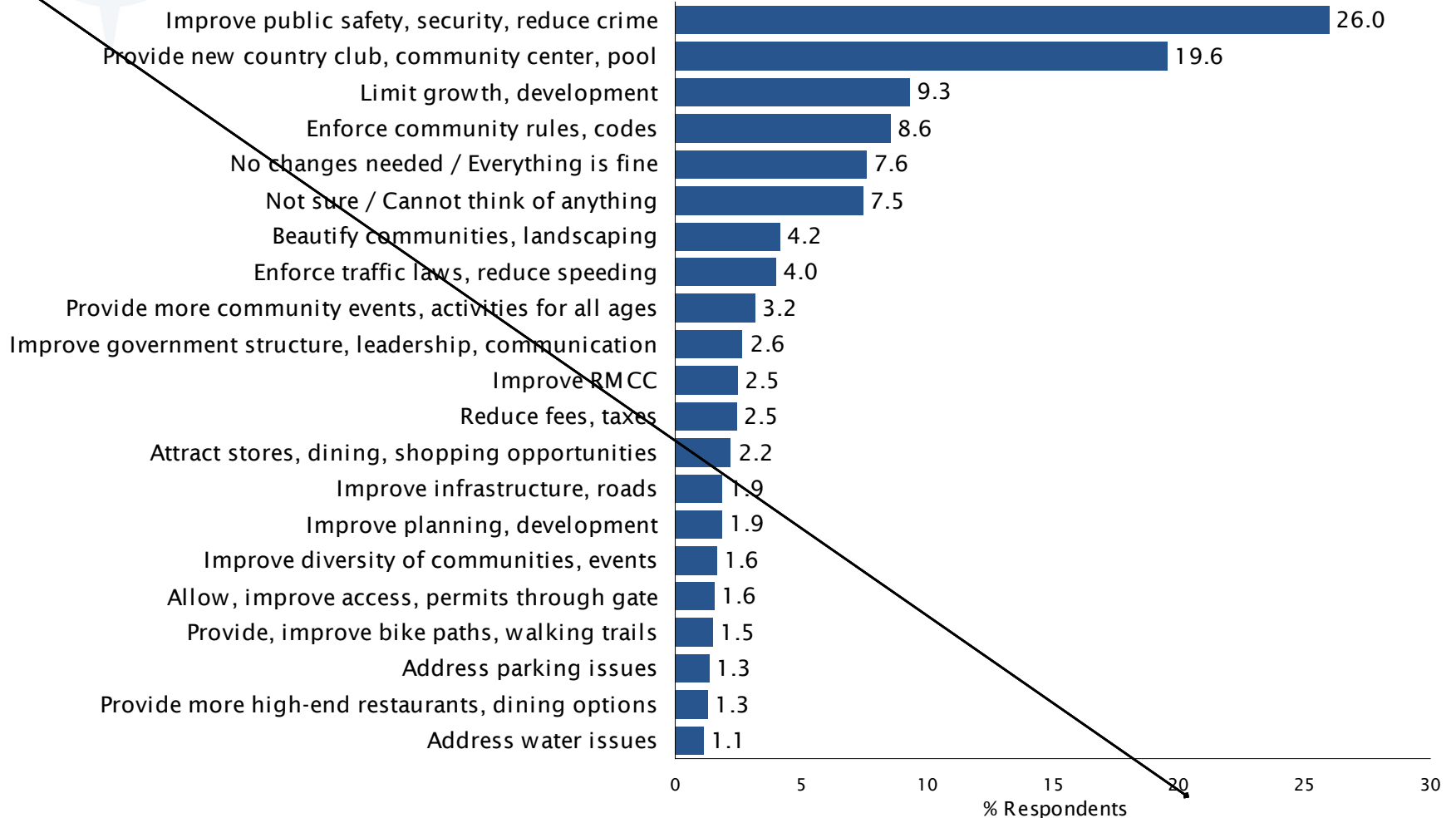
METHODOLOGY OF STUDY

- Conducted February 5th to February 17th, 2022
- Random Sample: 673 District voters likely to participate in November 2022 election
- Mixed-Method approach
 - Recruited via phone, text and email
 - Data collection via phone and online
 - 17-minute average interview length
- Overall margin of error is $\pm 3.4\%$

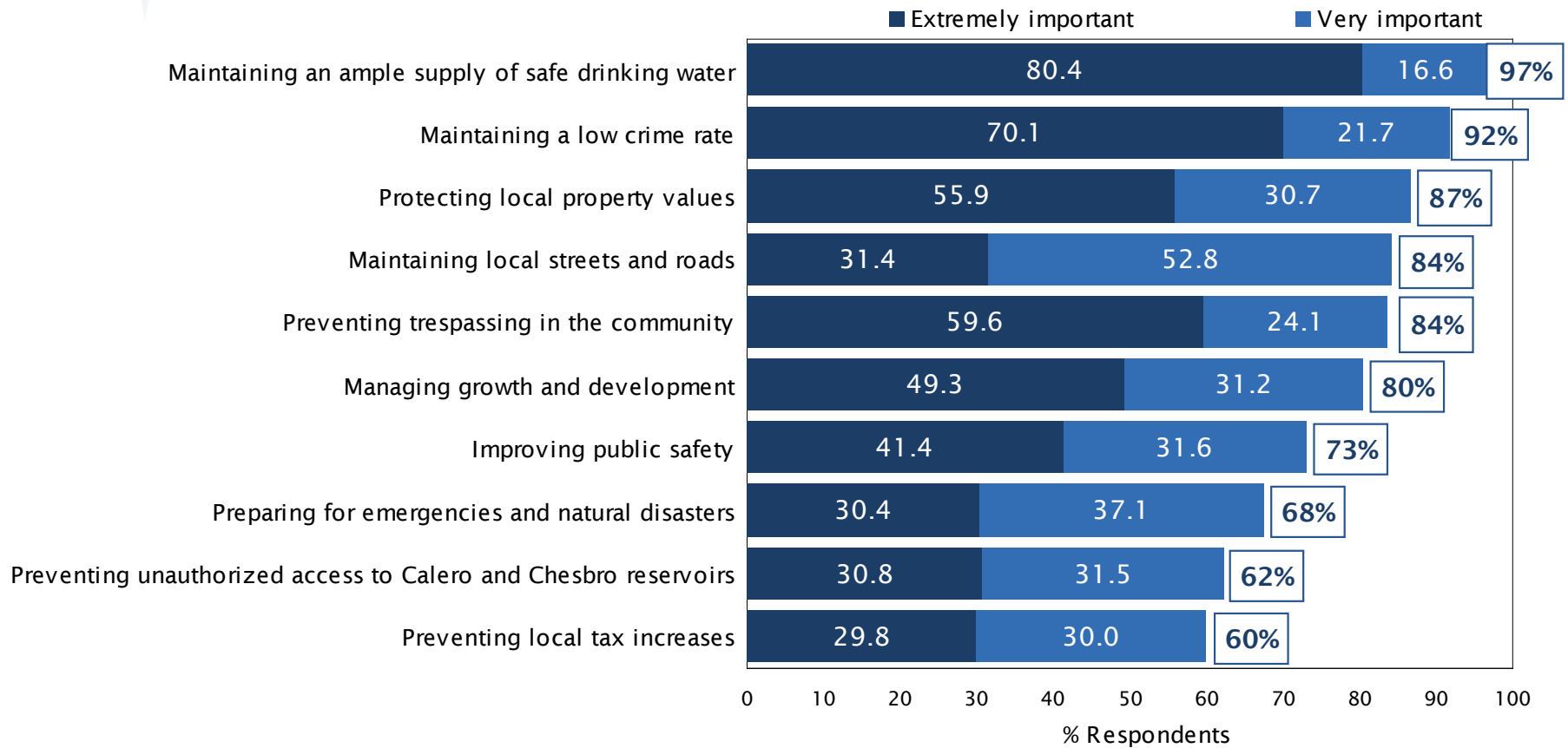
QUALITY OF LIFE



CHANGES TO IMPROVE RANCHO MURIETA



IMPORTANCE OF ISSUES





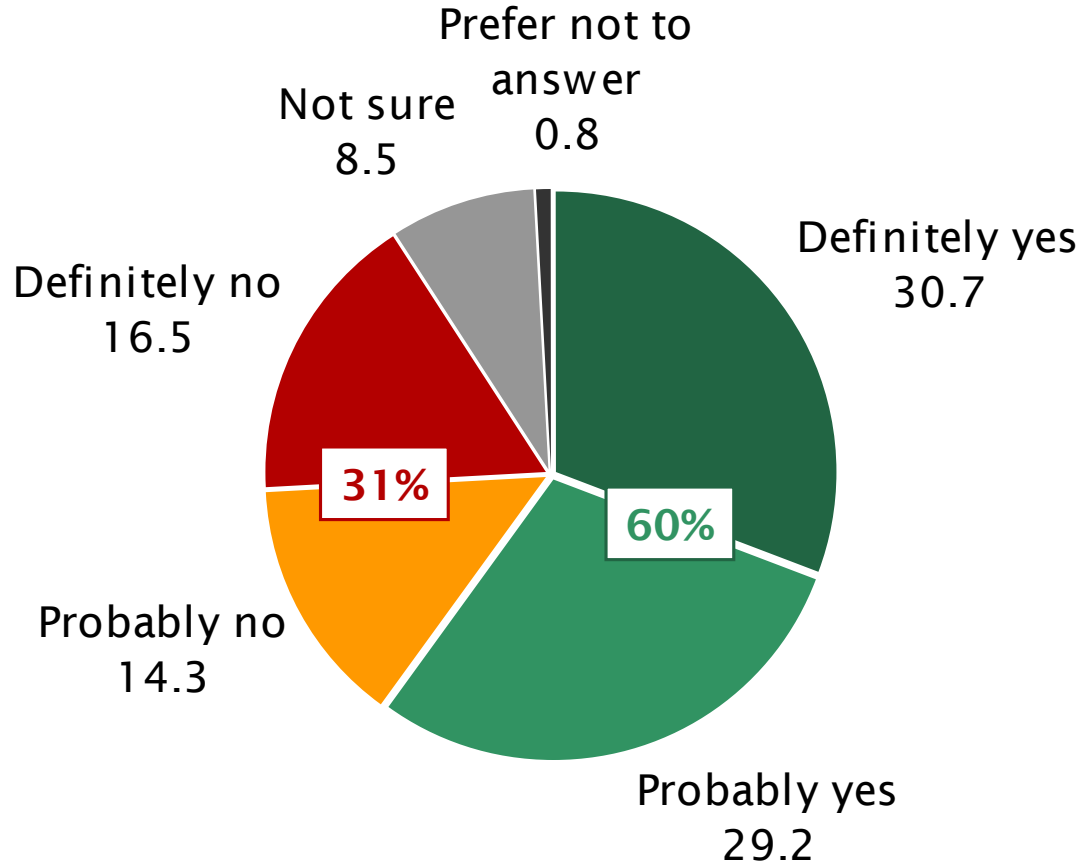
INITIAL BALLOT TEST

In order to:

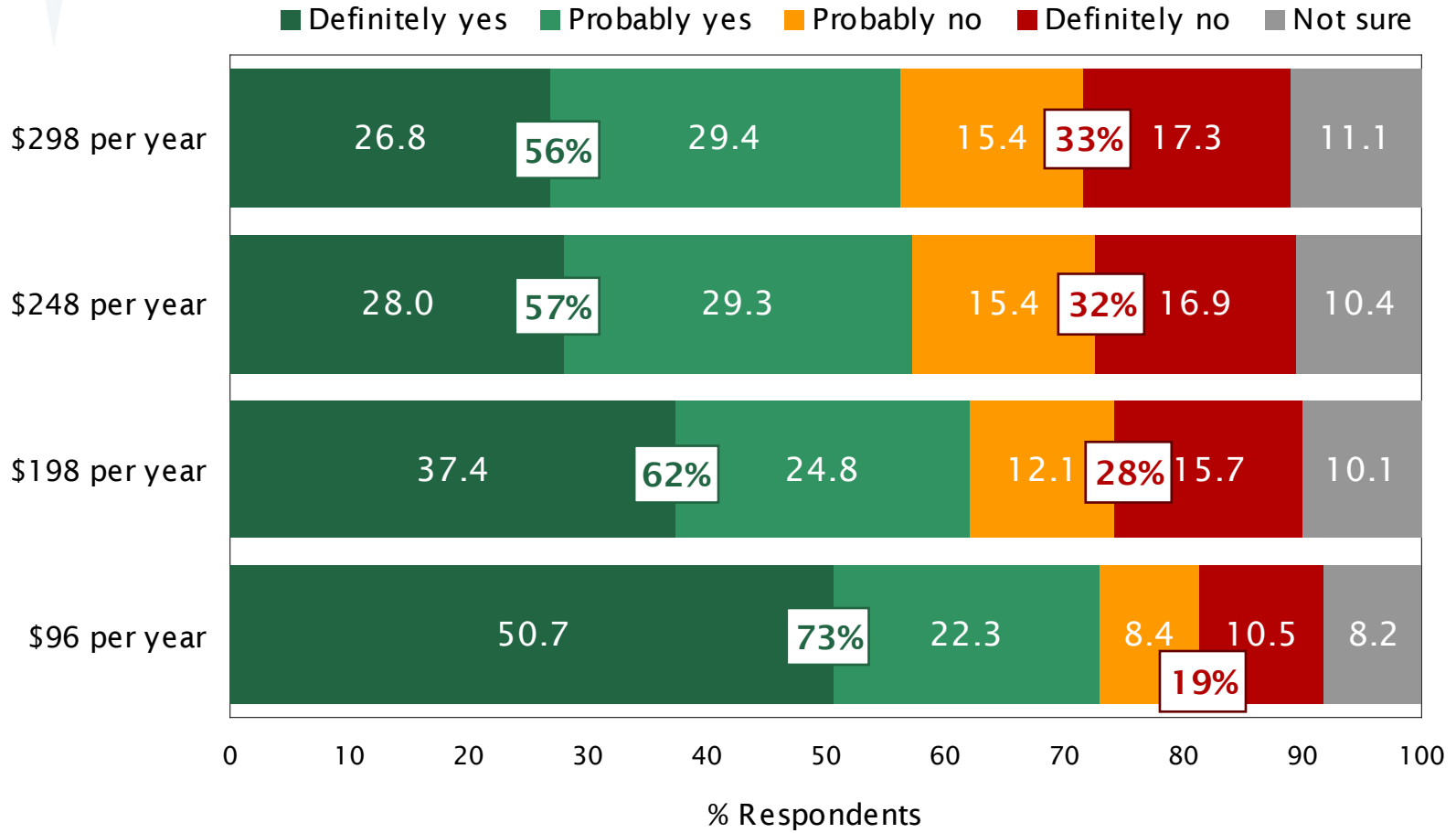
- Prevent crime and better protect the lives and property of Rancho Murieta residents and businesses
- Provide additional patrols by Sheriff's deputies and security patrol staff
- And continue gated security 24 hours per day, year round

Shall the Rancho Murieta Community Services District measure be approved levying \$298 annually per parcel, providing 800 thousand dollars annually until ended by voters, with all money staying local? If the election were held today, would you vote yes or no on this measure?

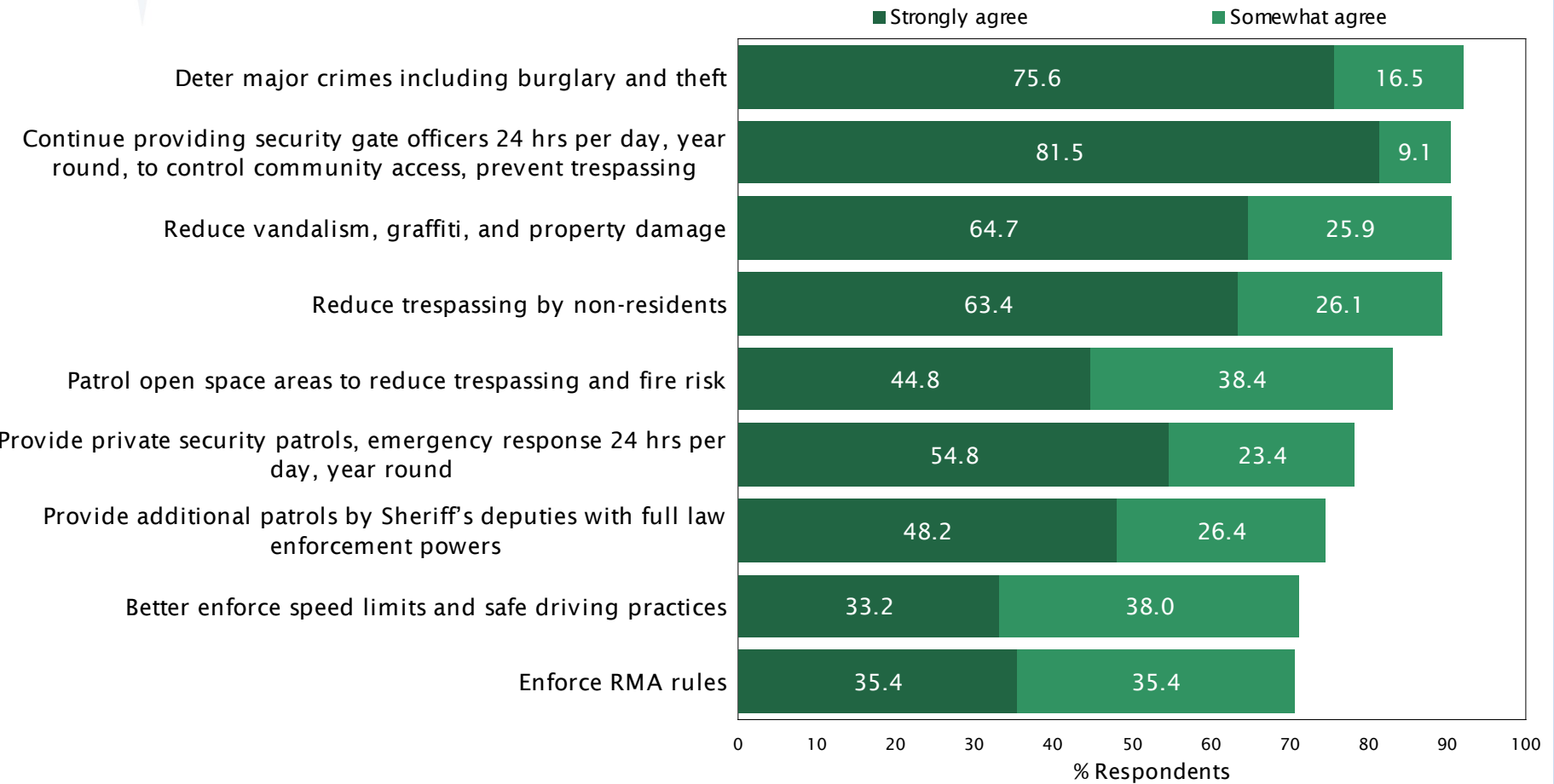
INITIAL BALLOT TEST



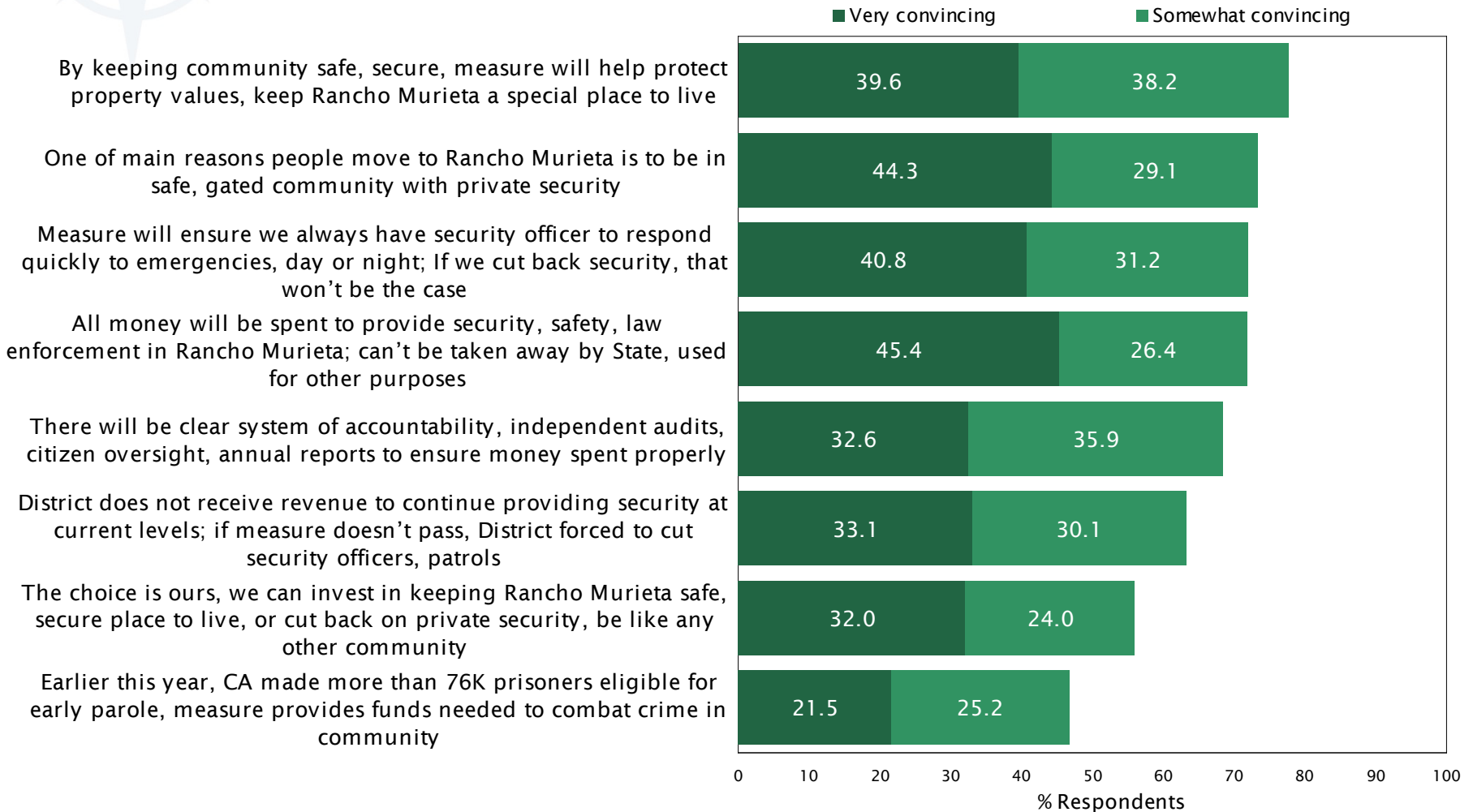
TAX THRESHOLD



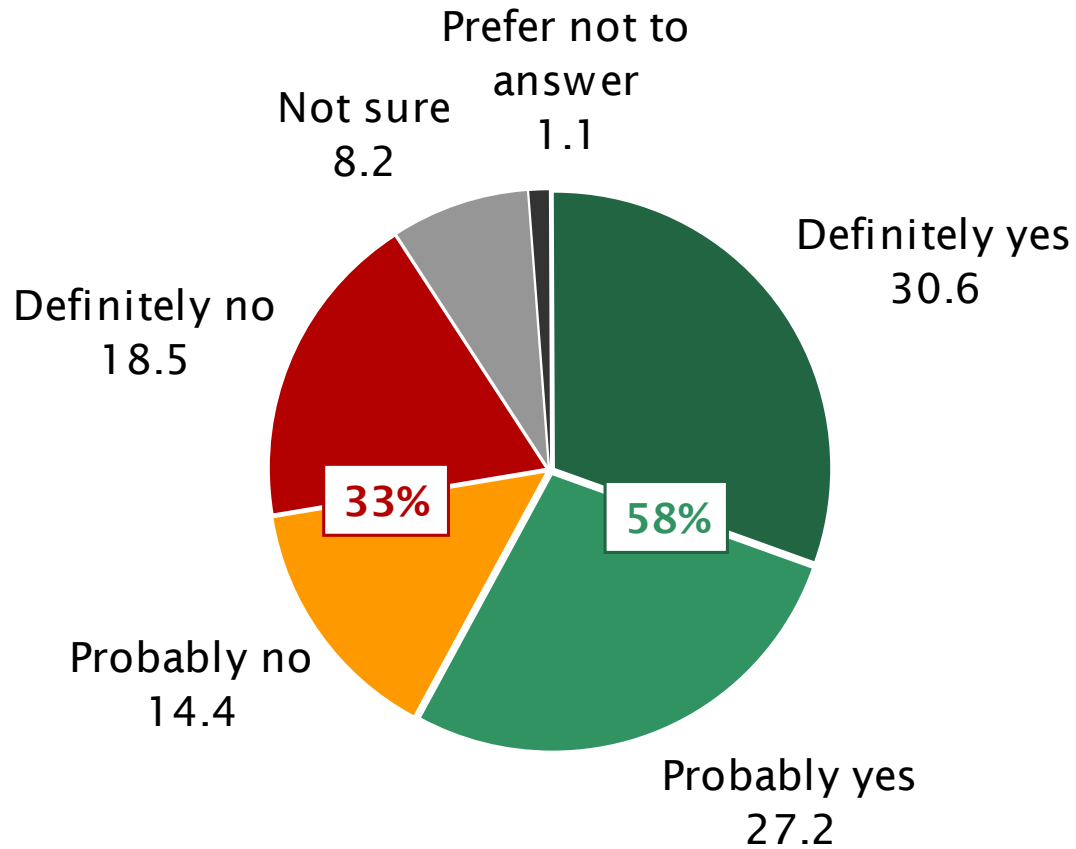
SERVICES & IMPROVEMENTS



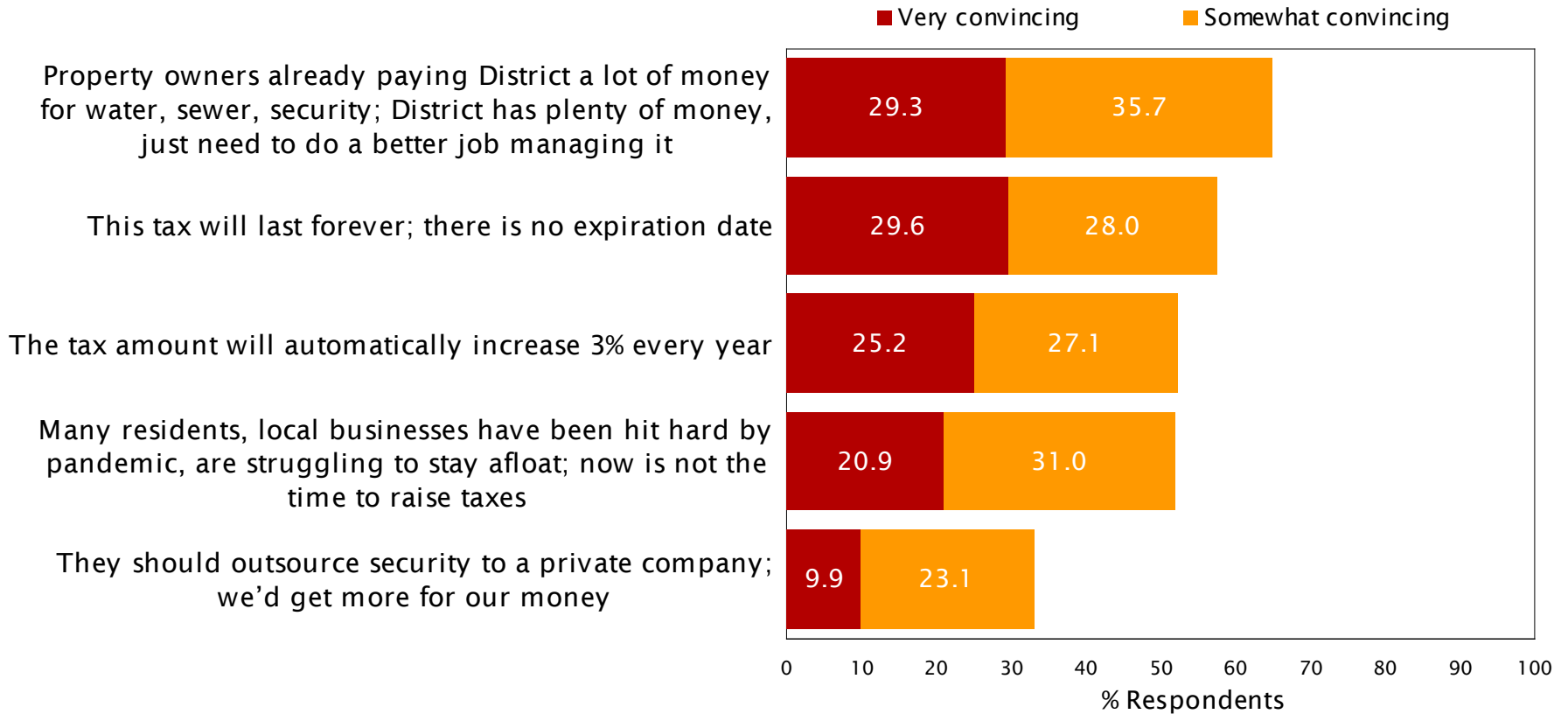
POSITIVE ARGUMENTS



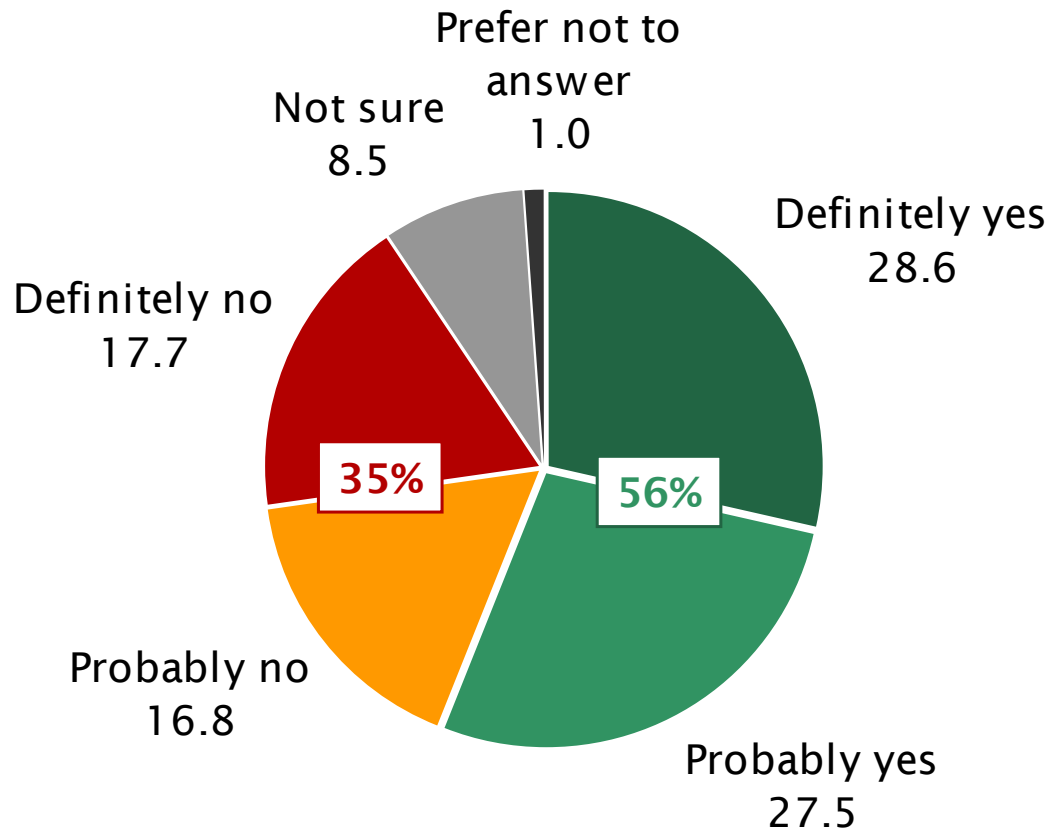
INTERIM BALLOT TEST



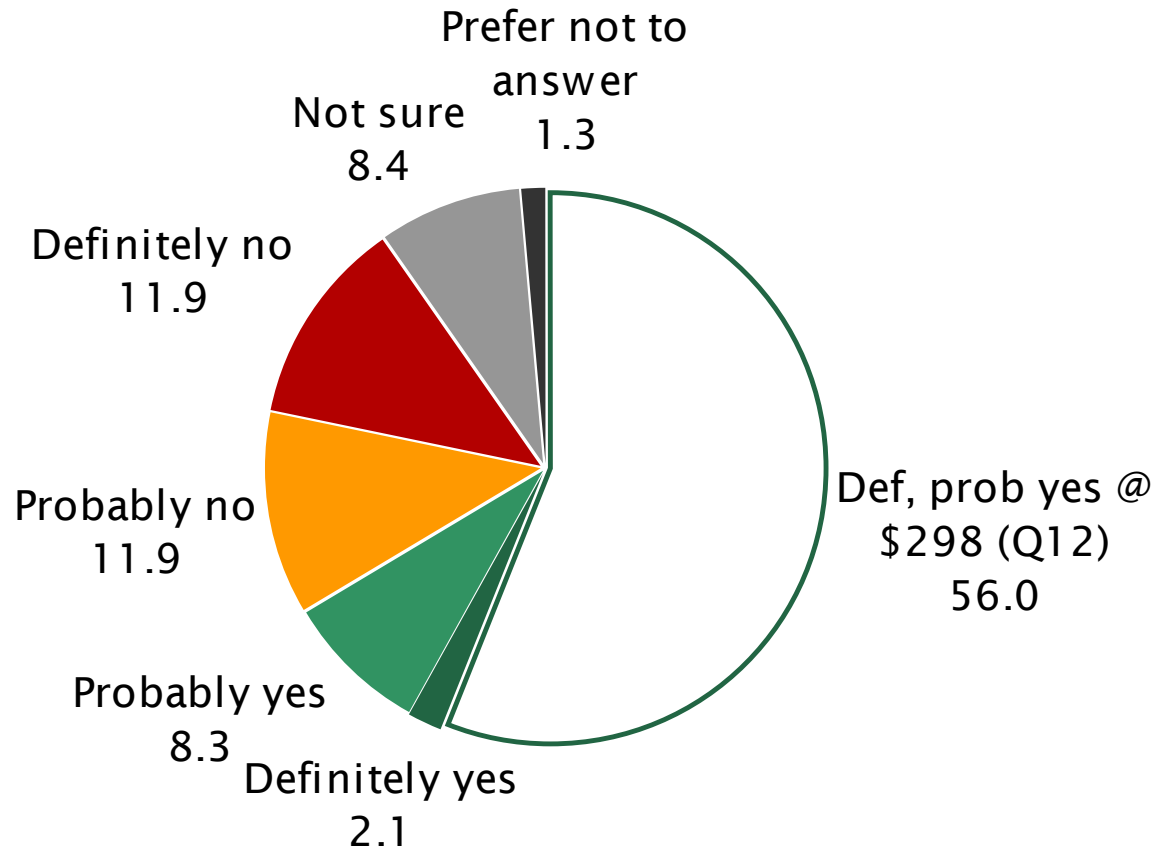
NEGATIVE ARGUMENTS



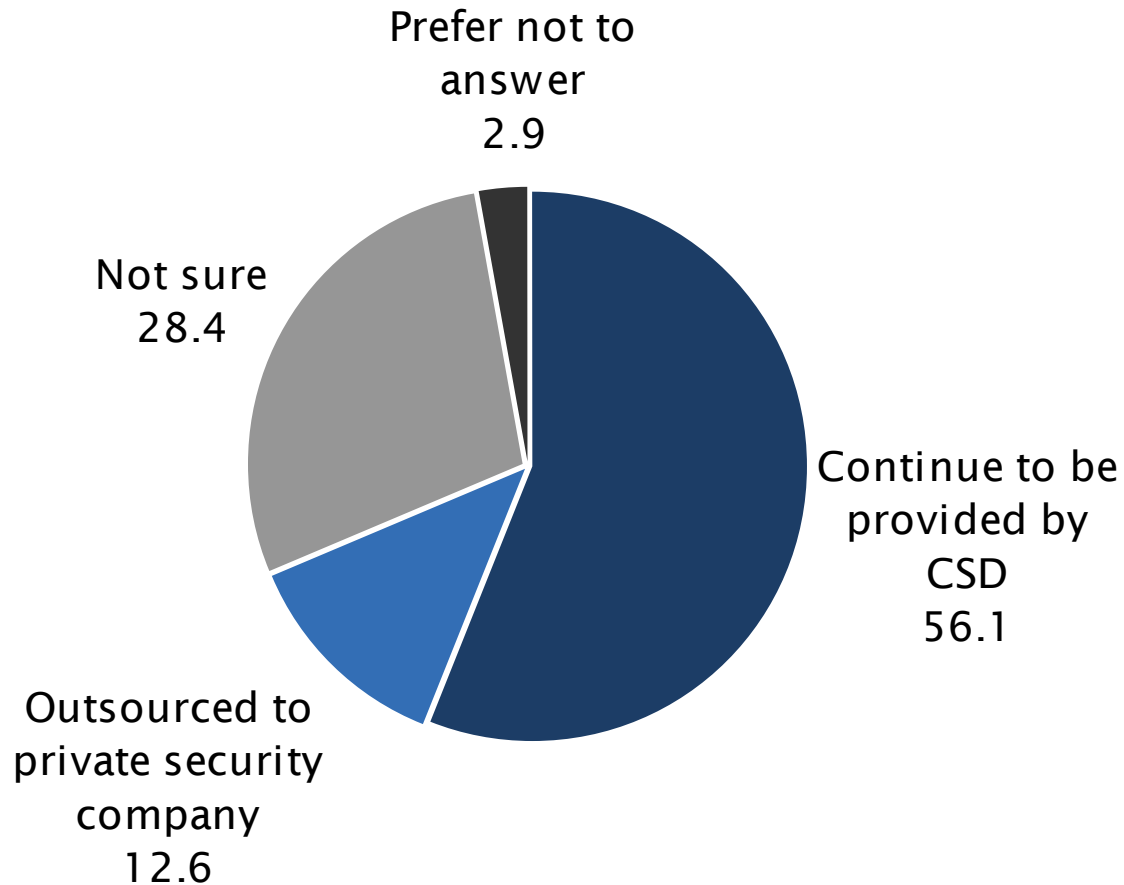
FINAL BALLOT TEST



FINAL BALLOT TEST AT \$171 PER YEAR

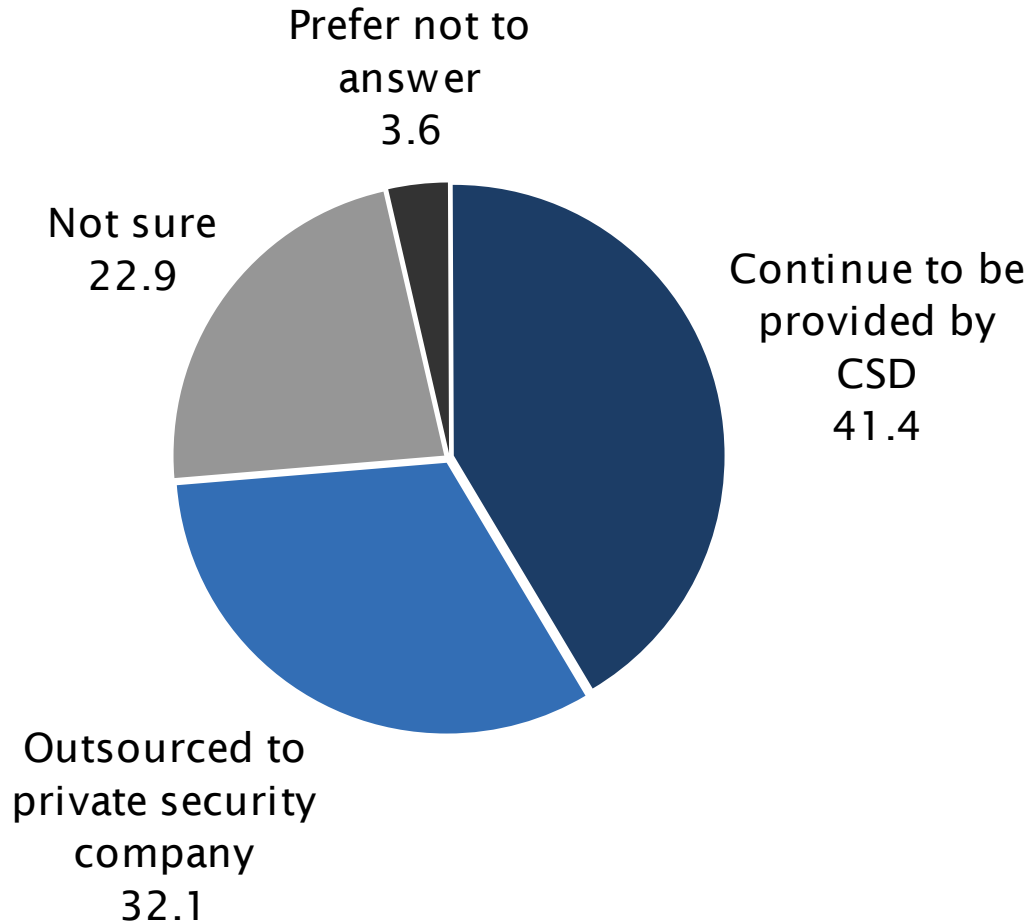


SECURITY SERVICE PREFERENCE

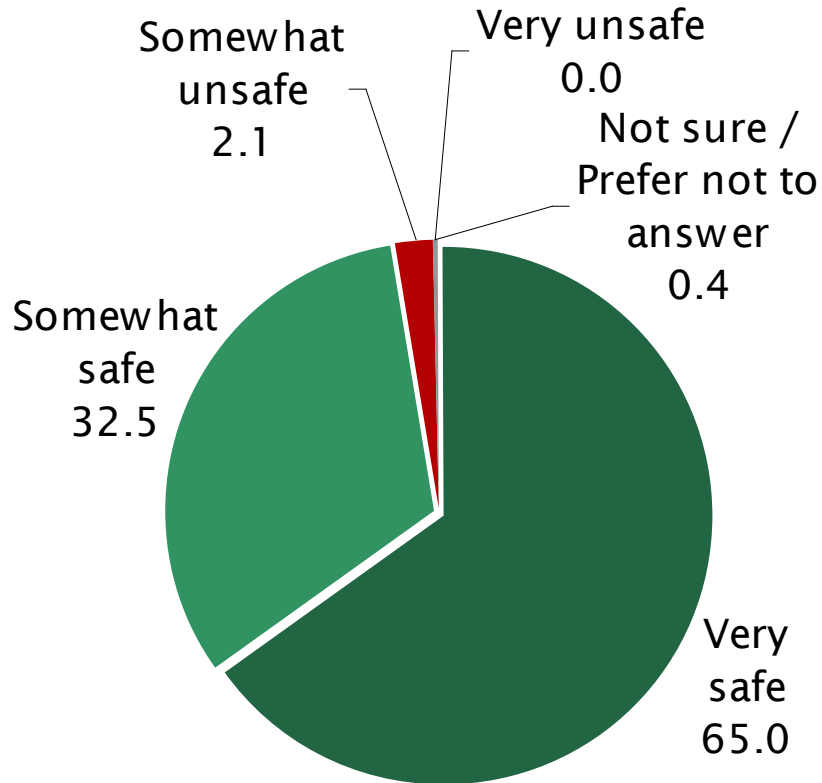


SECURITY SERVICE PREFERENCE

WITH 20% SAVINGS



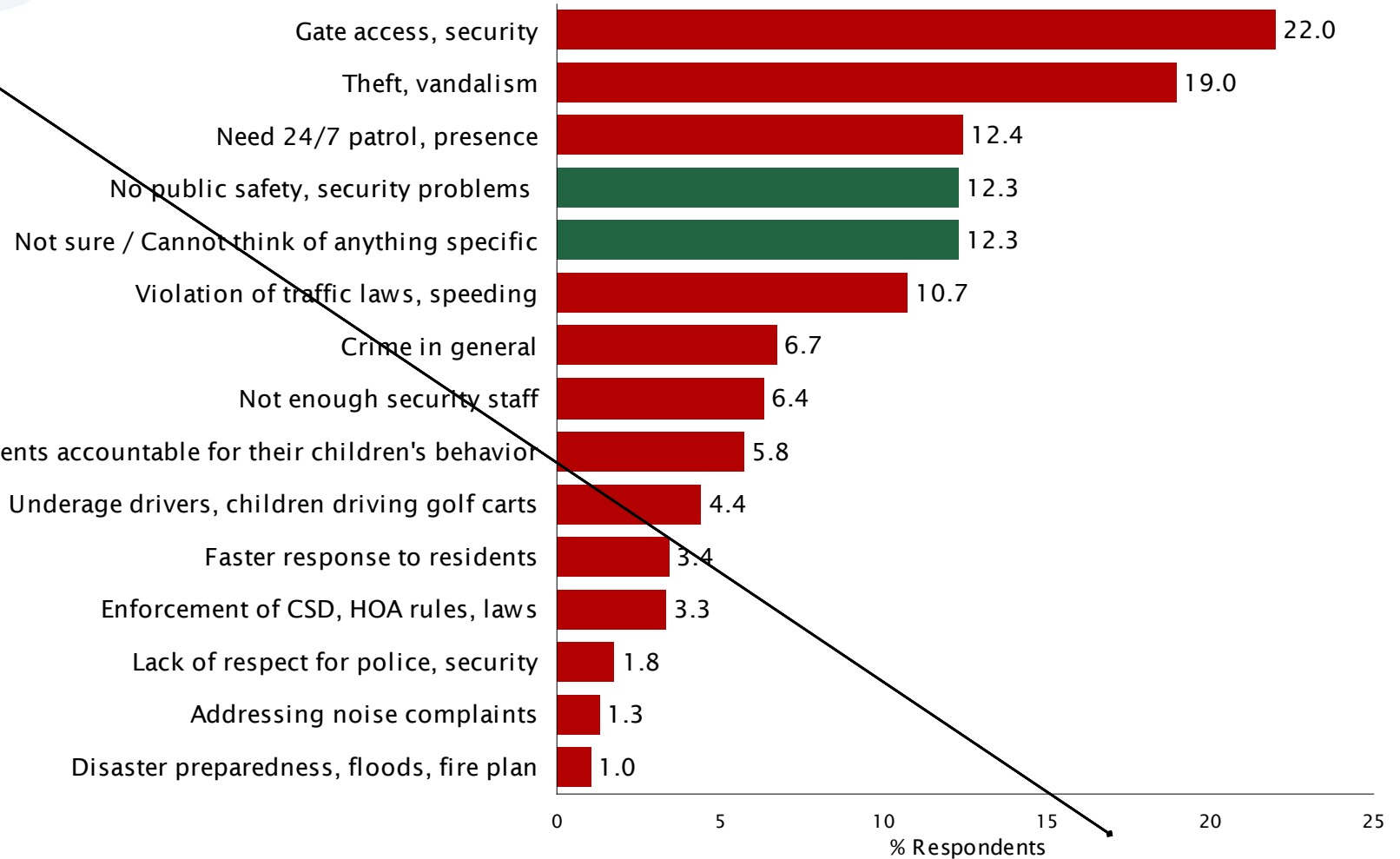
PERCEIVED SAFETY



SAFETY COMPARED TO 5 YEARS AGO



SAFETY & SECURITY CONCERNS





KEY CONCLUSIONS

- Does a parcel tax measure appear to be feasible for November 2022? *Yes, if structured appropriately and combined with effective outreach/communications.*

Positive Signs

- Voters rate improve safety & security/reducing crime as the most important issue facing the community
- Solid natural support for proposed measure at \$298 per parcel (60%)
- Popular services
- Positive arguments resonate

Challenges

- Tax rate sensitivity
- Negative arguments get some traction
- Unknowns: trajectory of pandemic, inflation, international conflict



OBSERVATIONS & RECOMMENDATIONS

- Snapshot in time, not a crystal ball.
- **Price Tag:** Keep it affordable. \$96 has two-thirds support. *May* be able to achieve \$171 to continue existing service levels, but will require additional education.
- **Voters' Priorities:** Deterring major crimes, 24-hour gated security, reduce vandalism, graffiti and property damage, reduce trespassing, reduce fire risk, provide security patrols.
- **District Communications:** Expand the conversation with the community to build awareness and understanding of security needs and consensus on a proposal.
- **Independent Campaign:** Need to have solid independent campaign to advocate for measure, navigate through the election cycle, and weather uncertainties (pandemic, inflation, cross-cutting political winds).