






2024 Fort Bragg Ballot Local Funding Measures Survey Analysis

Highlights of a Survey Conducted May 2-15, 2024



OPINION
RESEARCH
& STRATEGY

Survey Methodology

| | |
|--------------------------|--|
| Dates | May 2-15, 2024 |
| Survey Type | Dual-mode Voter Survey |
| Research Population | Likely November 2024 Fort Bragg Voters |
| Total Interviews | 202 |
| Margin of Sampling Error | (Full Sample) $\pm 6.9\%$ at the 95% Confidence Level (Half Sample) $\pm 10.0\%$ at the 95% Confidence Level |
| Contact Methods |  Telephone Calls  Email Invitations  Text Invitations |
| Data Collection Modes |  Telephone Interviews  Online Interviews |
| Survey Tracking | 2002 |
| Languages | English and Spanish |

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

Sample Characteristics

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

| Gender | % of Sample |
|-------------------------|-------------|
| Female | 52% |
| Male | 48% |
| Other/Prefer Not to Say | <1% |

| Age | % of Sample |
|-------|-------------|
| 18-49 | 32% |
| 50-64 | 22% |
| 65+ | 46% |

| Ethnicity | % of Sample |
|-------------------------|-------------|
| White Voters | 71% |
| Latino Voters | 17% |
| Other/Prefer Not to Say | 11% |

| Party | % of Sample |
|---------------------|-------------|
| Democrat | 56% |
| Republican | 17% |
| No Party Preference | 19% |
| Other | 8% |

| Language of Interview | % of Sample |
|-----------------------|-------------|
| English | 96% |
| Spanish | 4% |

| Interview Mode | % of Sample |
|----------------|-------------|
| Telephone | 49% |
| Online | 51% |

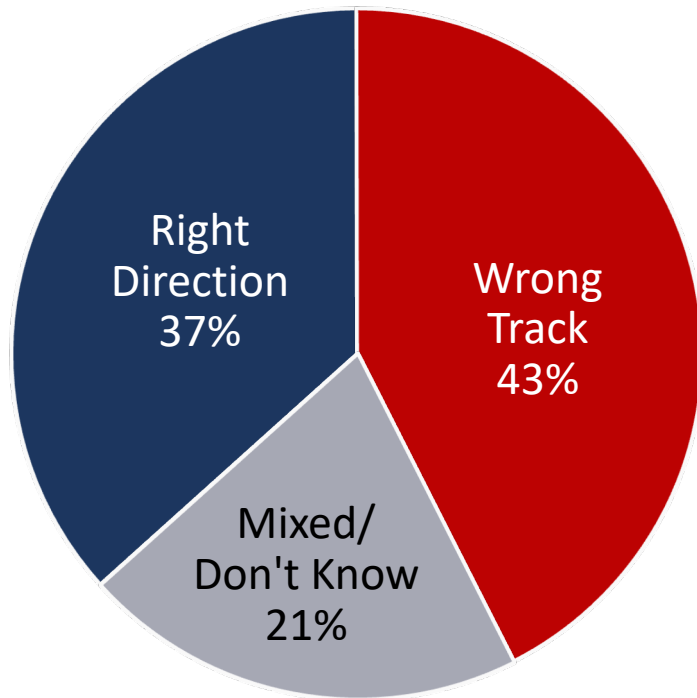


Views of Life in Fort Bragg

Fewer voters see Fort Bragg as off on the wrong track than in 2002 when FM3 last conducted a survey.

Would you say things in Fort Bragg are headed in the right direction, or do you feel they are off on the wrong track?

2002

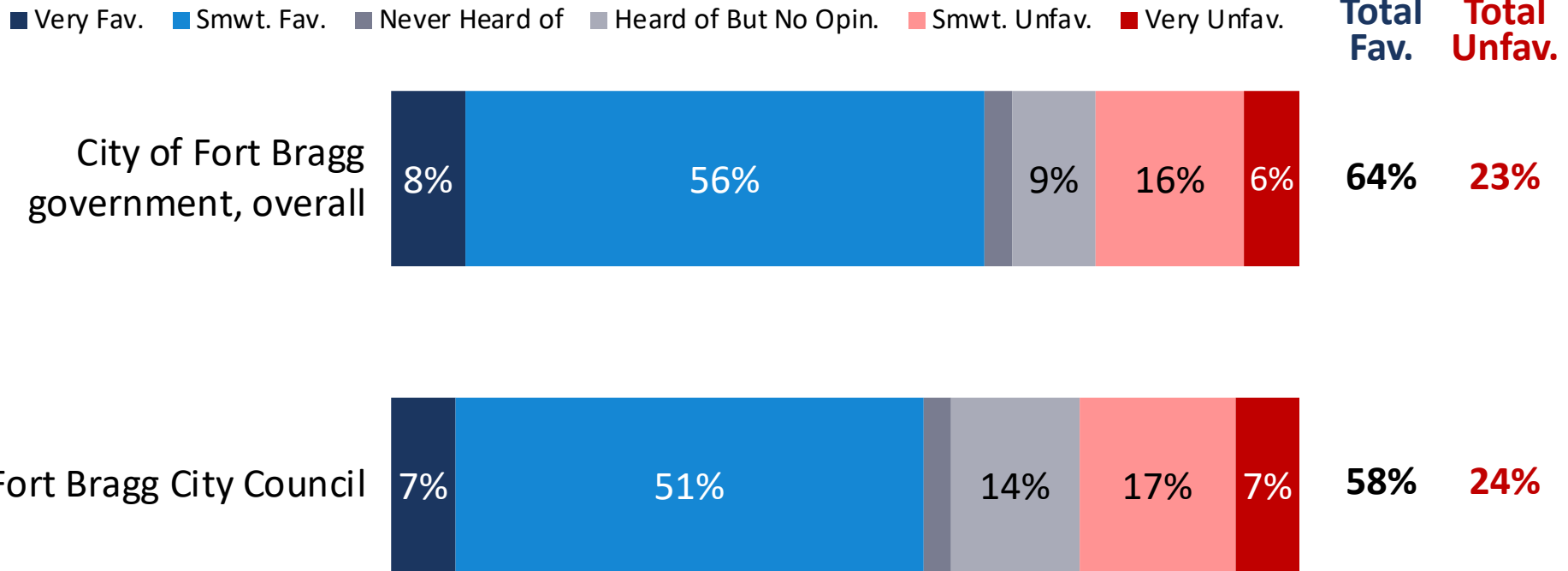


2024



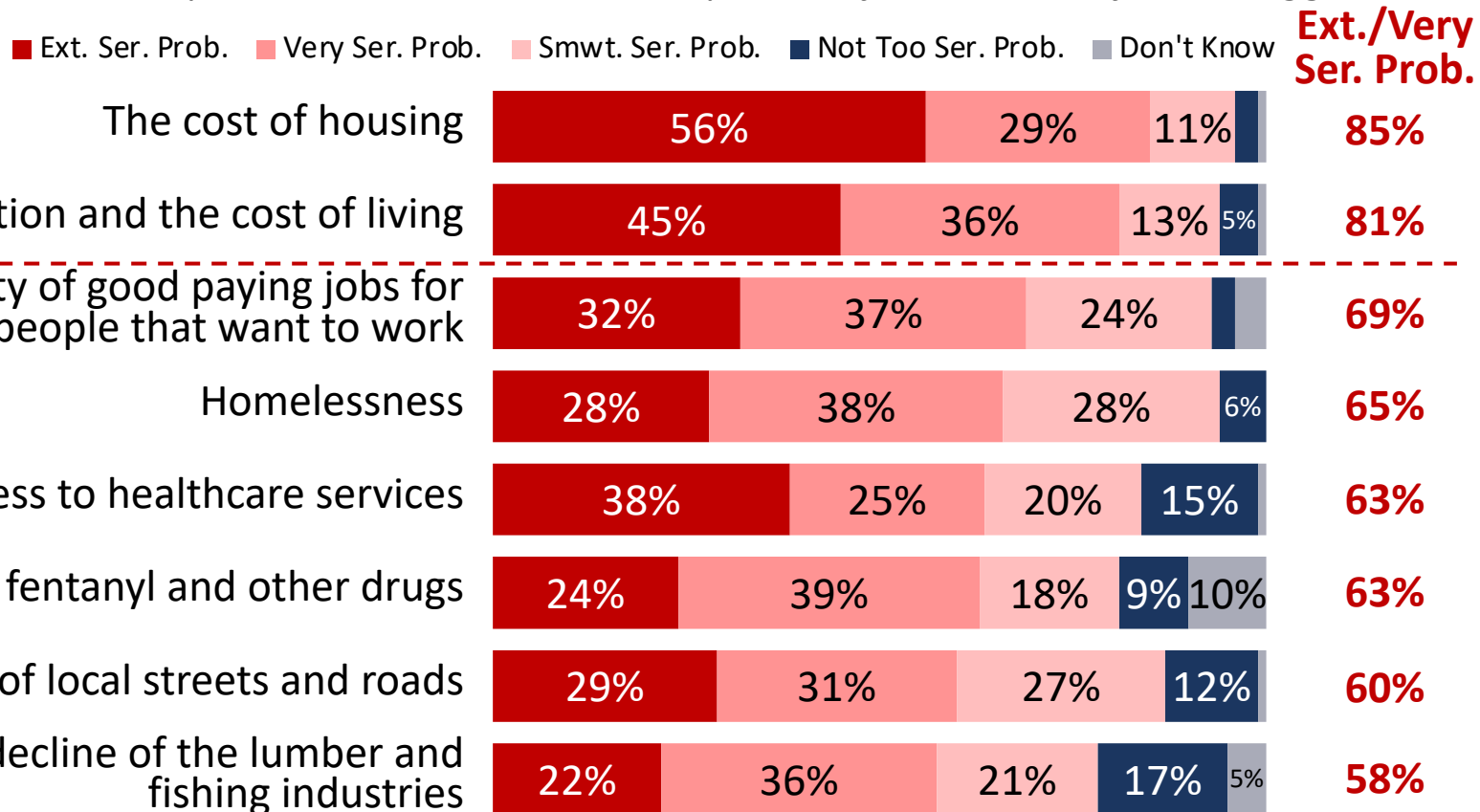
Views of City government and the City Council are broadly favorable.

Here are some names of people and organizations active in public life. Please indicate whether you have a favorable or unfavorable opinion of that person or organization.

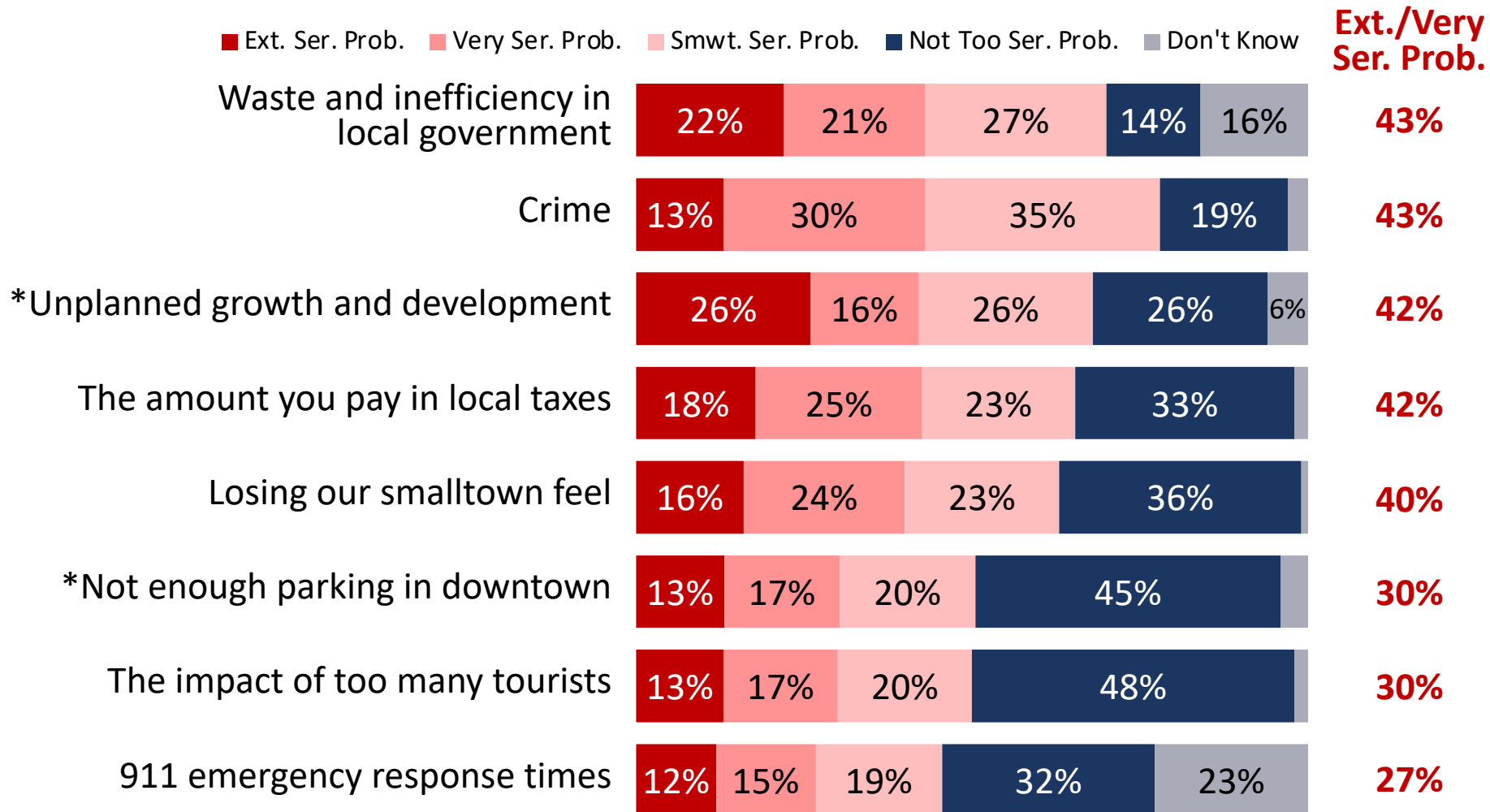


Costs of housing and living are intensely seen as top concerns in Fort Bragg.

Please consider the following issues that some people suggest are problems facing Fort Bragg. Please indicate whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or a not too serious problem for residents of Fort Bragg.

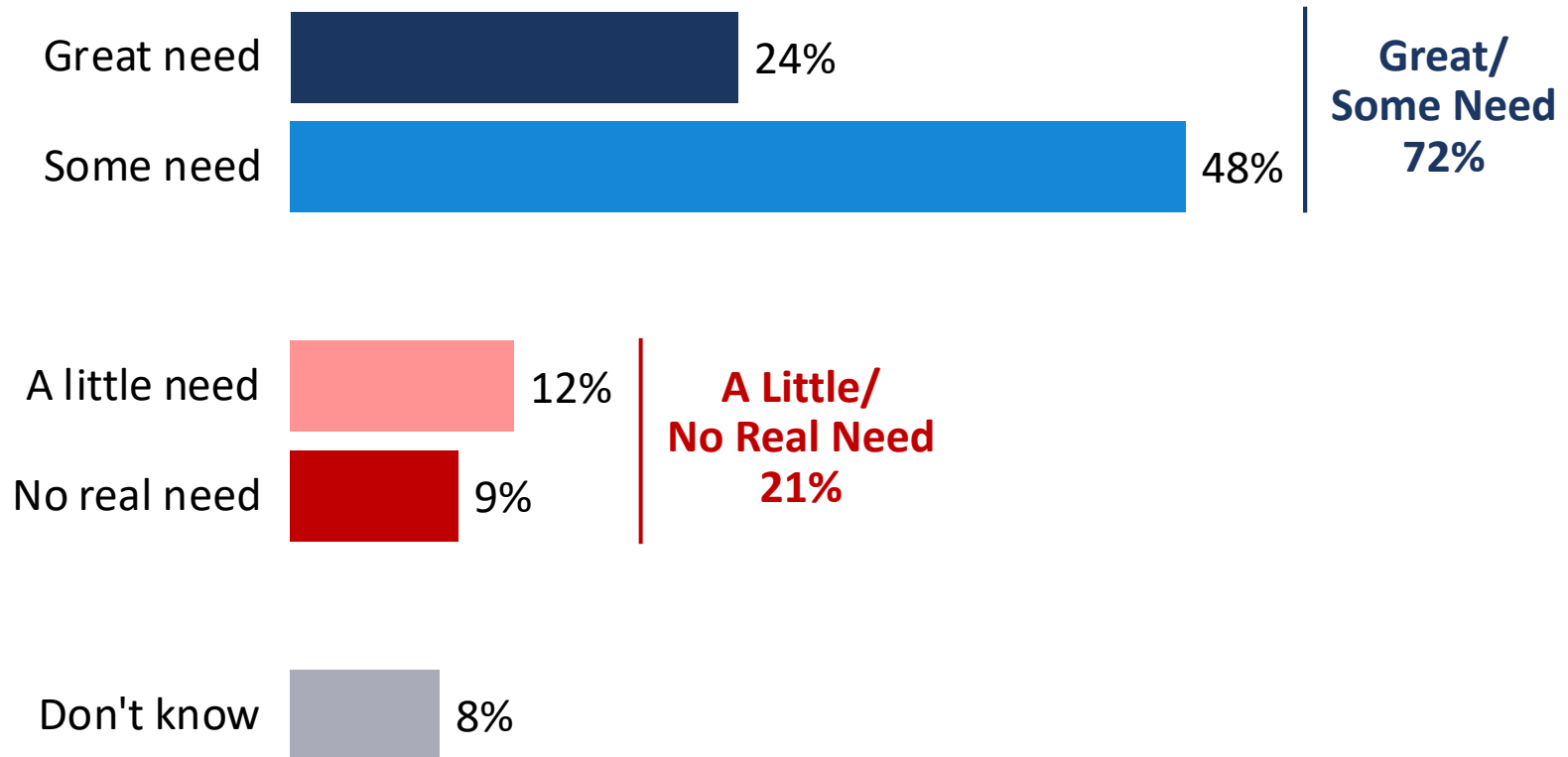


The impact of tourists and lack of parking are seen as less-pressing issues.



More than seven in ten see a material need for more essential services funding.

In your personal opinion, would you say that to maintain essential services, the City of Fort Bragg has a great need, some need, a little need, or no real need for additional funding?





Reactions to Hypothetical Ballot Measures

Research Approach

- To ensure that survey respondents were not biased towards favoring one ballot measure over the other, half of all respondents were shown a hypothetical sales tax measure first and a hypothetical transit occupancy tax (TOT) measure second. The other half were shown the TOT first and then the sales tax.
- Respondents then heard statements supporting both measures and were re-asked for their opinion on each measure in the same order as before.
- Lastly, they were given statements critical of the measures and once again asked for their opinion of each measure in the same order.

Hypothetical Ballot Language of Both Measures

Sales Tax

(General-purpose; 50% vote threshold)

Fort Bragg Public Safety, Workforce Housing, and Essential Services Measure. Shall the measure providing Fort Bragg funding for city services, such police and fire protection; 911 emergency response; natural disaster preparation; providing workforce housing; addressing homelessness; storm drain maintenance; youth and adult recreation programs; and general government use by establishing a locally controlled 3/8 cent sales tax providing approximately \$800,000 annually until ended by voters; requiring independent audits and public disclosure, be adopted?

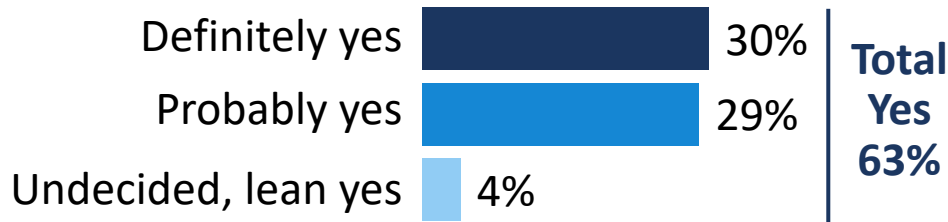
Transient Occupancy Tax (TOT)

(General-purpose; 50% vote threshold)

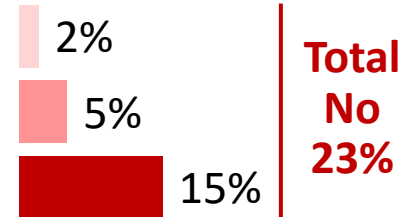
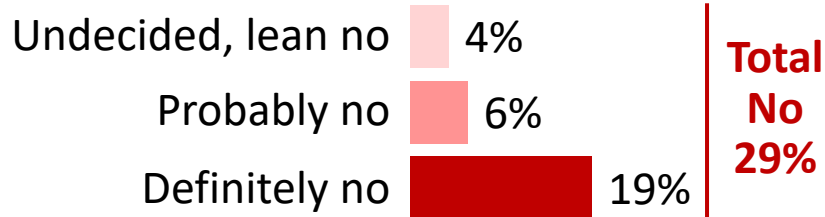
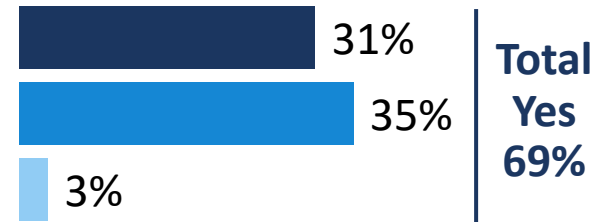
Fort Bragg Tourist Impact Reduction and Quality of Life Measure. Shall the measure providing Fort Bragg funding to reduce the impacts of tourists; keep public spaces, parks, beaches, and bathrooms safe, clean, and free of litter; support local businesses; and for other general government use by increasing a locally controlled transient occupancy (hotel) tax by 2% (paid by hotel/motel guests), providing approximately \$400,000 annually until ended by voters; requiring independent audits and public disclosure, be adopted?

More than three in five support the sales tax while seven in ten back the TOT based on ballot language alone; both above their vote thresholds.

Sales Tax Initial
Ballot Language Vote



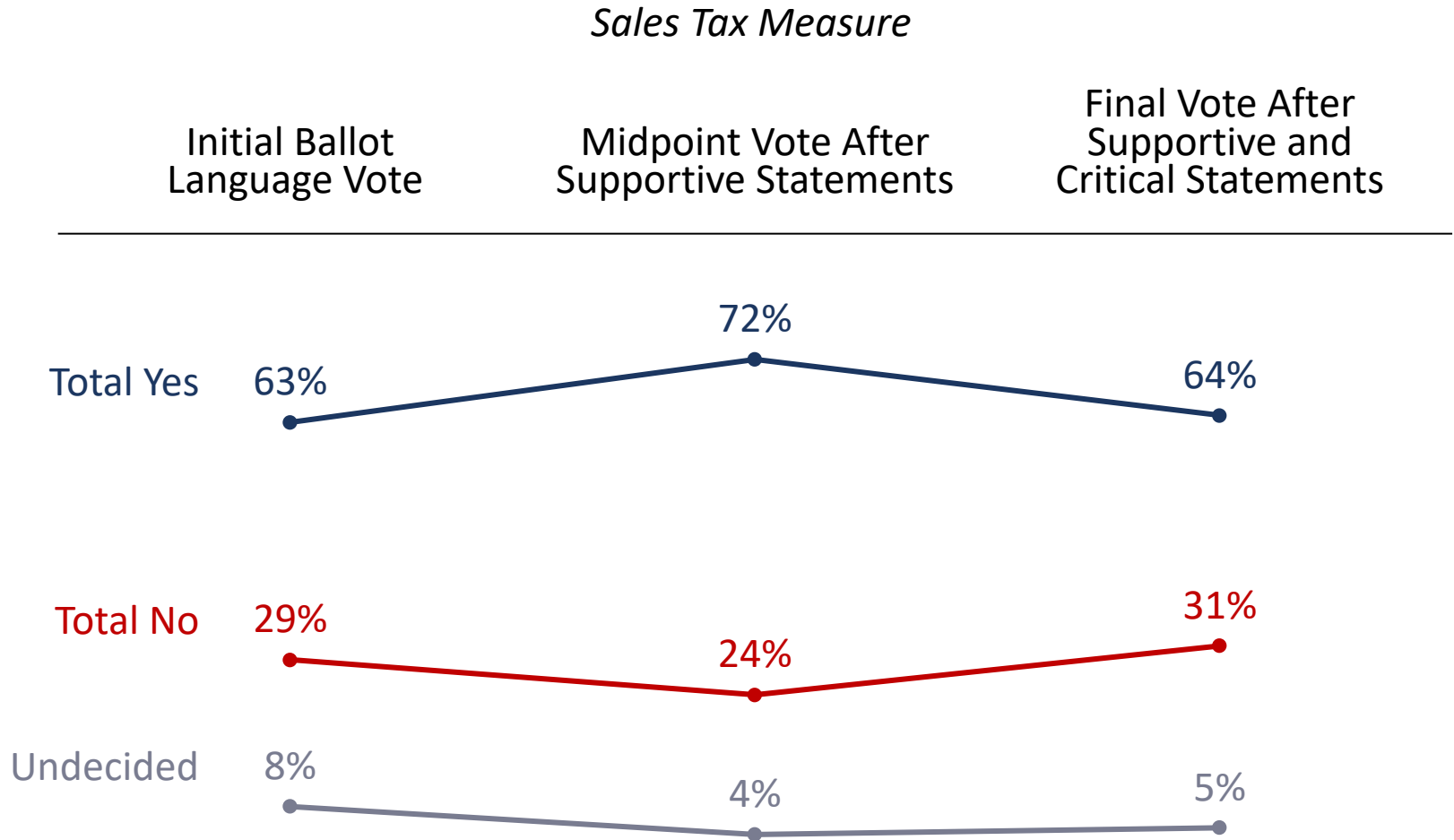
TOT Initial Ballot
Language Vote



Undecided 8%

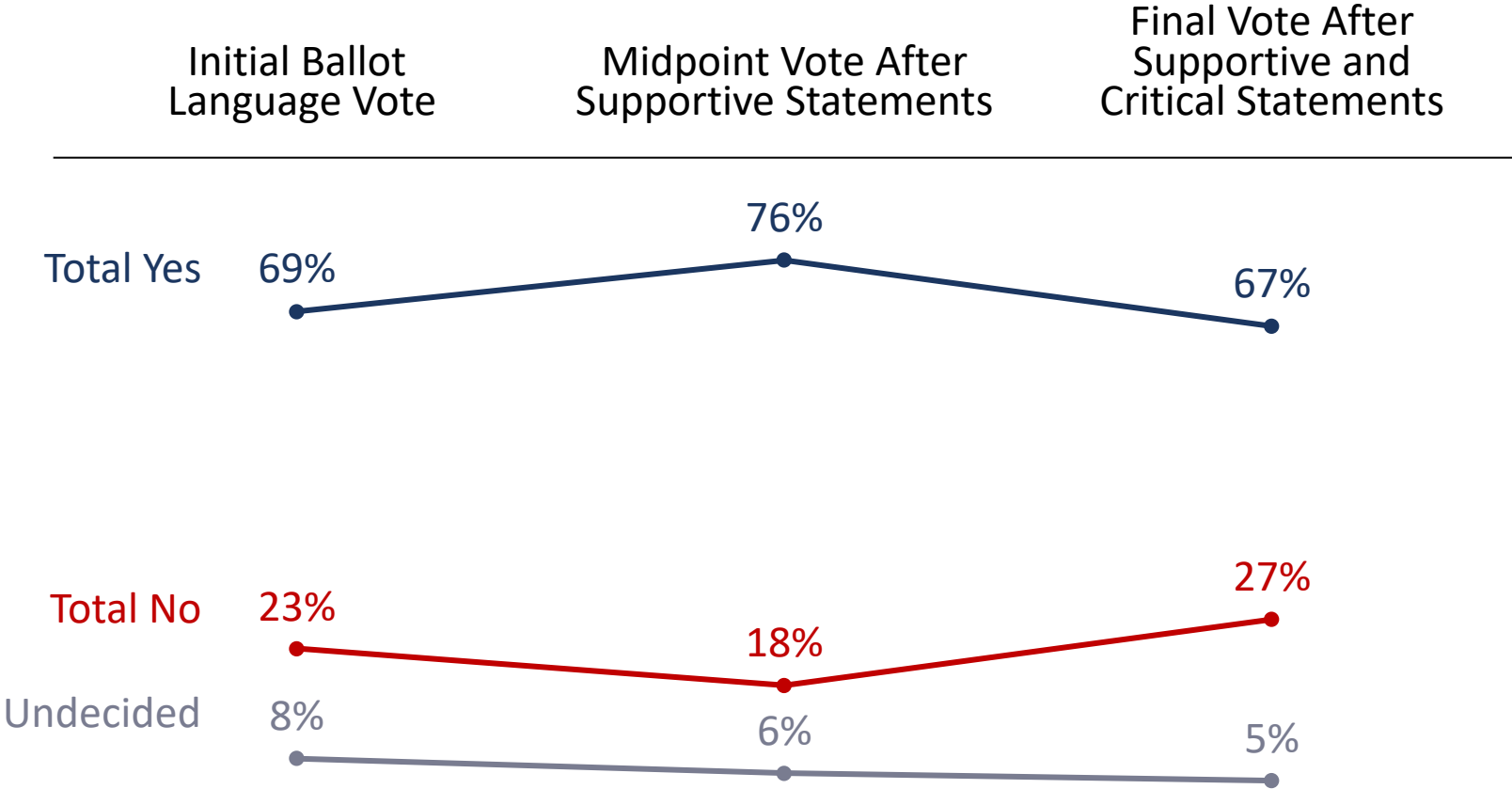
Undecided 8%

The sales tax retains support from more than three in five voters after supportive and critical statements.



Similarly, the TOT retains support from more than two-thirds of voters over the course of the survey.

TOT Measure



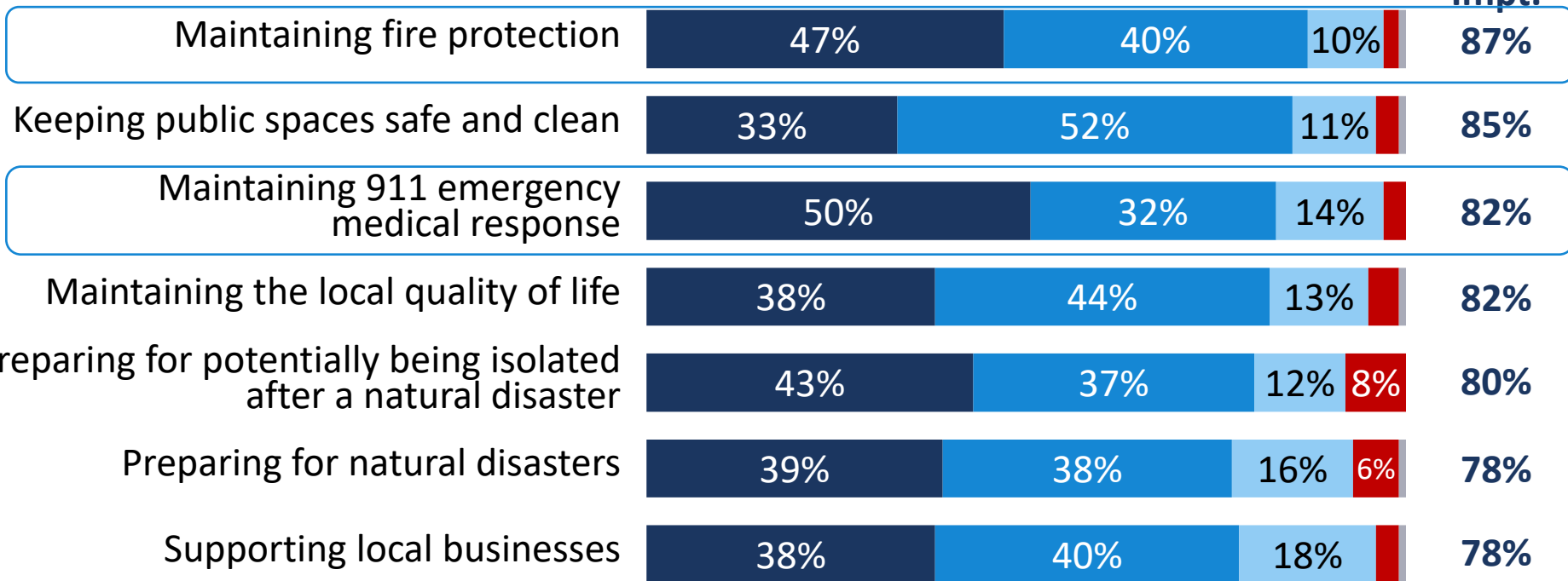


Investment Priorities

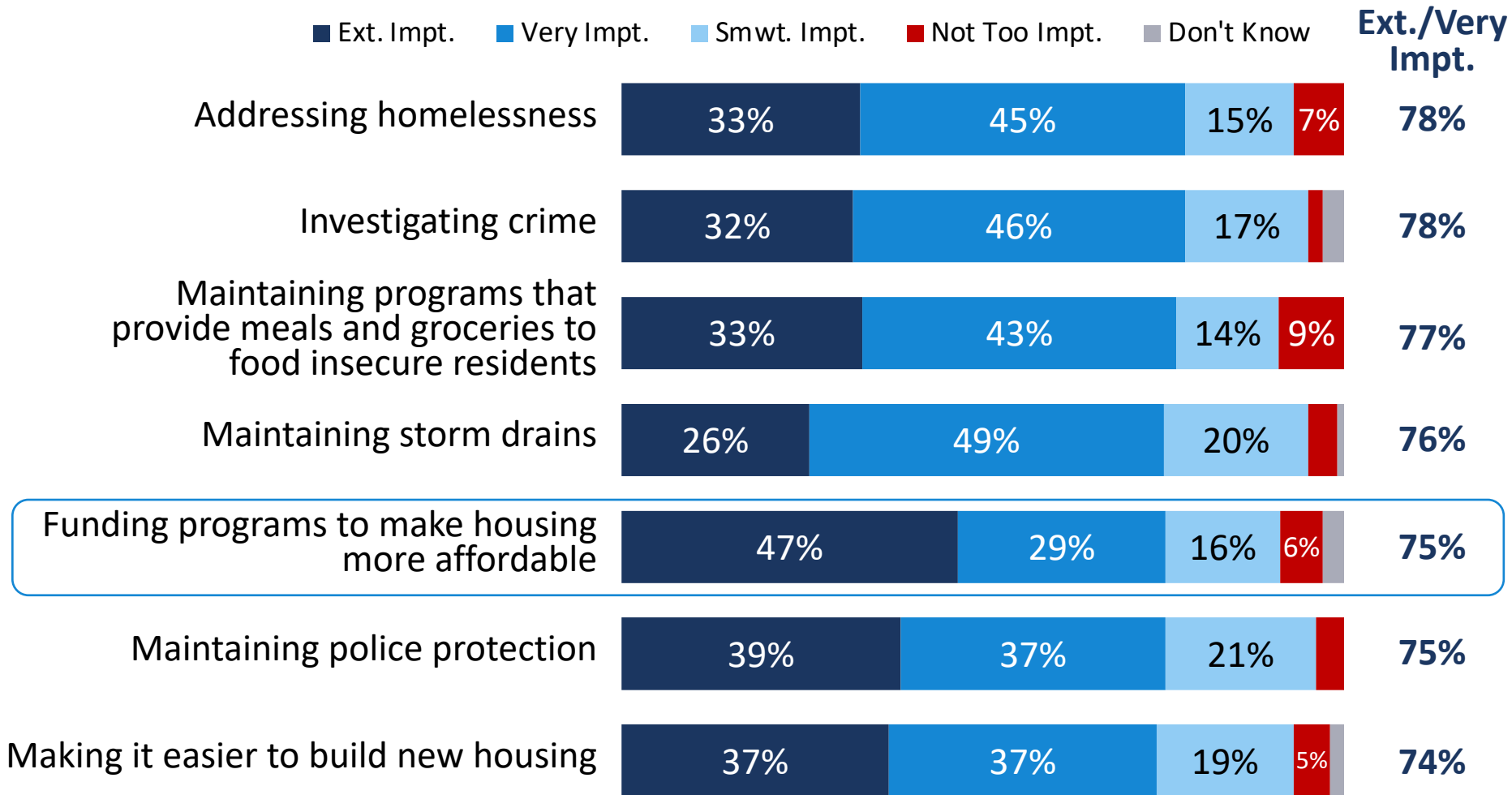
Voters broadly value using measure funds for emergency services and public safety.

Please consider some potential elements of these measures, including ways in which funds they generate could be spent. Please indicate how important each one is to you personally, regardless of how you feel about the measures: either extremely important, very important, somewhat important, or not too important.

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



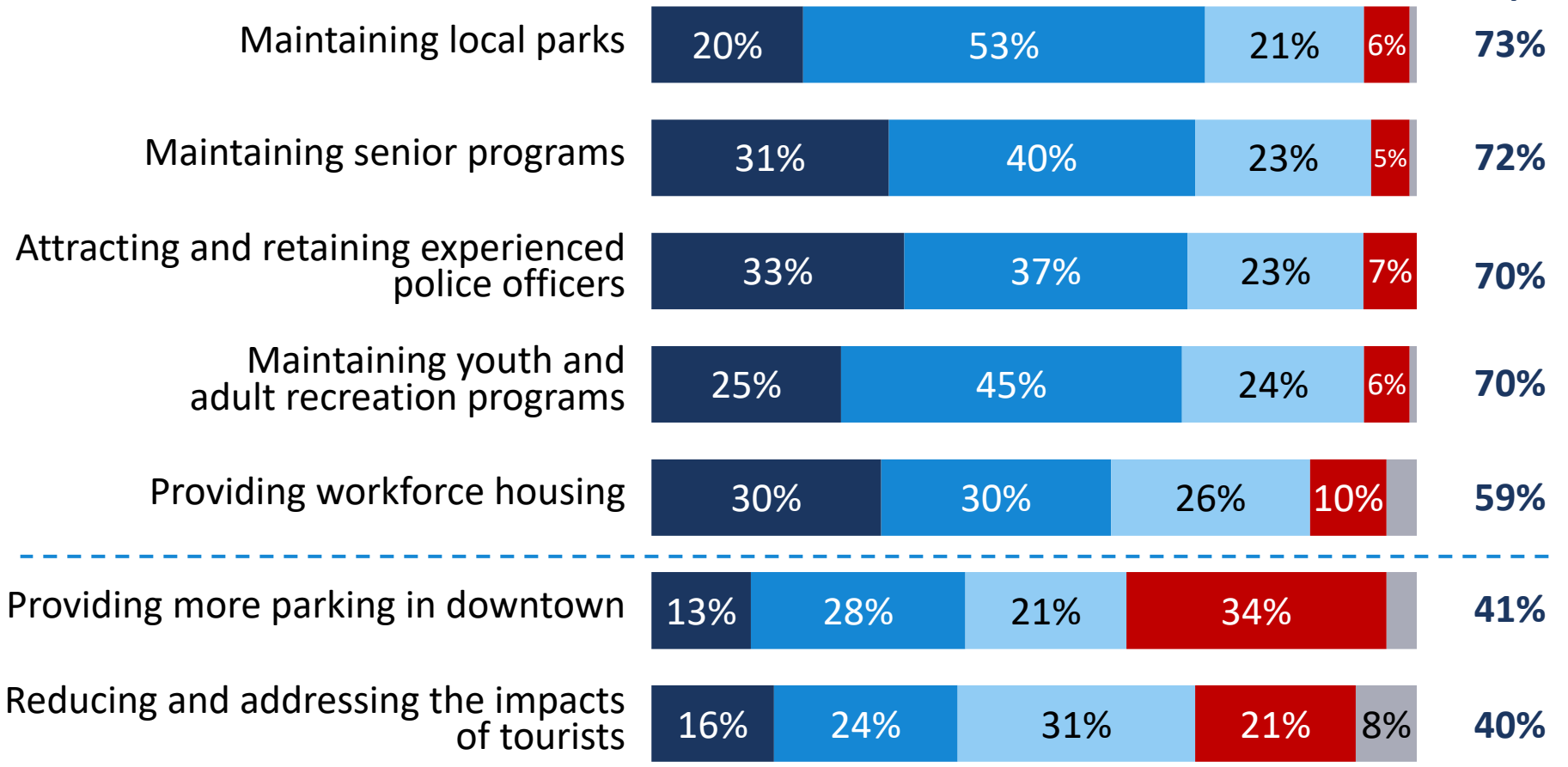
Voters intensely value using measure funds on programs that make housing more affordable.



Please consider some potential elements of these measures, including ways in which funds they generate could be spent. Please indicate how important each one is to you personally, regardless of how you feel about the measures: either extremely important, very important, somewhat important, or not too important.

Downtown parking and reducing tourism impact are much less popular uses of measure funding.

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

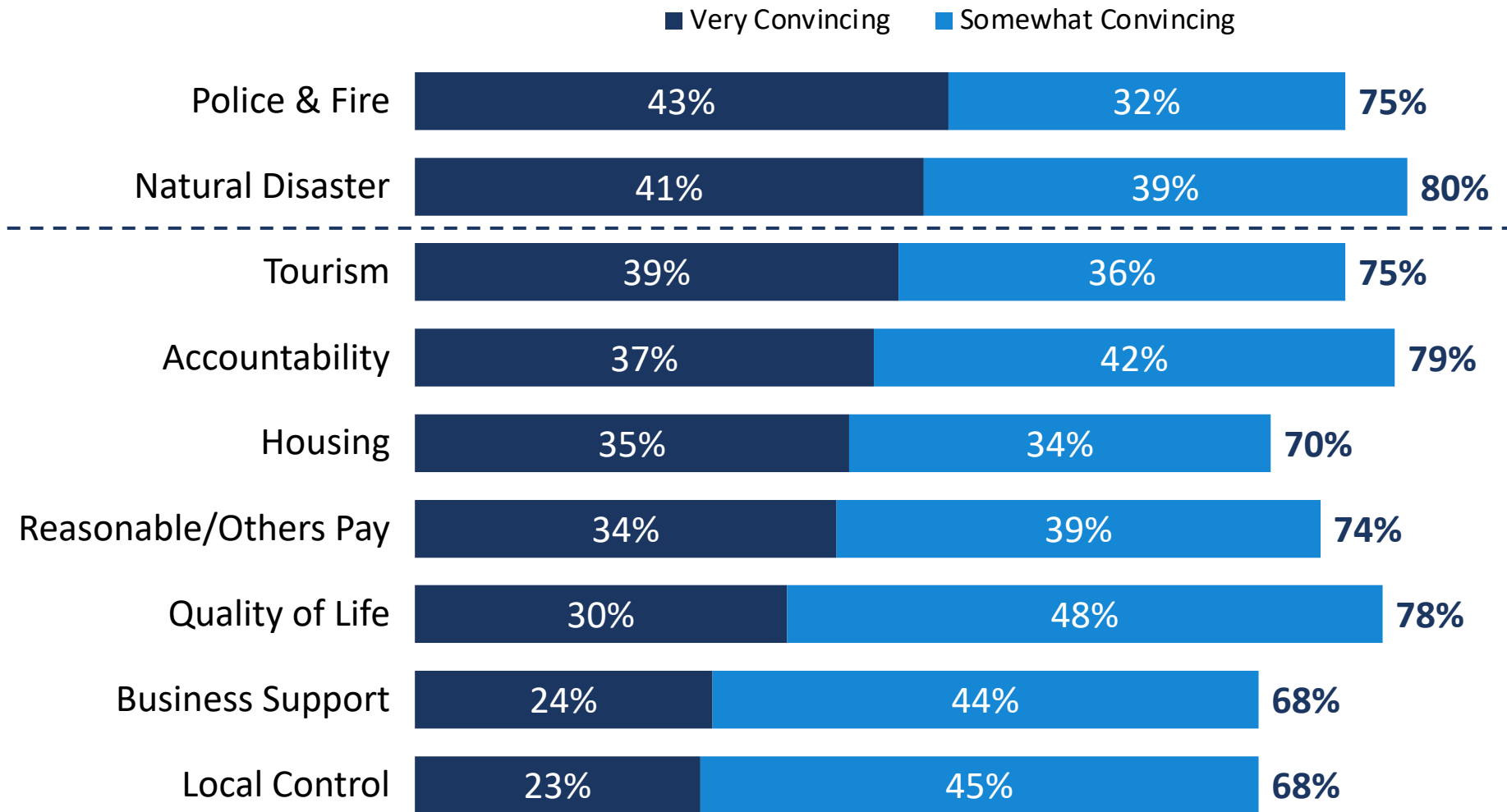


Please consider some potential elements of these measures, including ways in which funds they generate could be spent. Please indicate how important each one is to you personally, regardless of how you feel about the measures: either extremely important, very important, somewhat important, or not too important.



Supportive and Critical Statements

Themes of maintaining police/fire services—as well as natural disaster preparation—were most convincing.



Please consider the following statements from people who may support these potential measures. Please indicate whether you find it very convincing, somewhat convincing, or not convincing as a reason to support the measure.

Supportive Statements

Ranked by Very Convincing

43%

(POLICE & FIRE) We need these measures to help keep Fort Bragg safe. They will help maintain 911 emergency response for fires and medical emergencies, and help attract and retain experienced police officers, which we keep losing to other cities.

41%

(NATURAL DISASTER) Earthquakes and other natural disasters are inevitable in our community, and we face the very real possibility of being isolated or overlooked for larger communities in a catastrophe. These measures will help Fort Bragg prepare for these disasters and keep residents safe and connected to surrounding communities and emergency responders.

39%

(TOURISM) Tourists are a critical part of our local economy. However, they also use our public services, parks, and beaches, and during peak season, the Police Department actually has to put more officers on duty to handle the demand. These measures will help ensure tourists pay their fair share for the city services they use when visiting.

37%

(ACCOUNTABILITY) These measures contain tough fiscal accountability by requiring annual independent financial audits, and public disclosure of spending and ensures that all funds remain in Fort Bragg and cannot be taken by the County or State government.

35%

(HOUSING) Housing costs in Fort Bragg are high for seniors, young adults, and those hoping to work locally in the city. This measure will help the city continue funding programs that directly provide affordable housing and help make securing housing more affordable, in general.

Supportive Statements (Continued)

Ranked by Very Convincing

34%

(REASONABLE/OTHERS PAY) The vast majority of the funding generated by these measures won't come from Fort Bragg residents. Tourists pay almost all of the hotel tax and three-quarters of our sales tax revenue comes from out-of-towners. The small amount residents will pay is very reasonable to bring it much more money from people visiting our city.

30%

(QUALITY OF LIFE) We all love living in Fort Bragg because of its small-town character and quality of life. That includes the natural environment, but also services provided by the city that could be funded by these measures, such as road and park maintenance, recreation programs, and police and fire protection.

24%

(BUSINESS SUPPORT) Our local economy has changed dramatically over the past few decades. These measures will help the city provide local businesses with the additional support to adjust to these changes, provide good-paying local jobs, and continue providing goods and services locally.

23%

(LOCAL CONTROL) We can't wait around and count on the State or County to fix our problems. Addressing Fort Bragg's long-term fiscal independence starts with empowering local government with much needed funding provided by these measures.

Critical Statements

- Several themes critical of the potential ballot measures were presented to voters, touching on issues related to concerns about city government waste; the negative impacts the measure might have on local businesses; the fact that the funds generated could be spent on any services or projects; the fact that these measures persist until ended by voters; and simple anti-tax sentiment.
- As we have observed virtually everywhere in the California this election cycle, the most concerning criticism invoked the high cost of living in the area.



Conclusions

Measure Viability

- At this point in time, both a 3/8 cent sales tax measure and a 2% transient occupancy tax measure in Fort Bragg appear viable on a November 2024 ballot at the same time.
- Support for both measures start broad and remains consistent even respondents heard supportive and critical statements.
- With the revenue from this measure, voters see maintaining emergency services and public safety as key spending areas. They also intensely value programs that make housing more affordable and see value in using funds to help the City prepare for any future natural disasters.

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