THE LEW EDWARDS GROUP

City of Tracy:
Community Tracking Survey: Revenue Options

Tracy City Council
July 19, 2016

Introduction to Community Survey Results

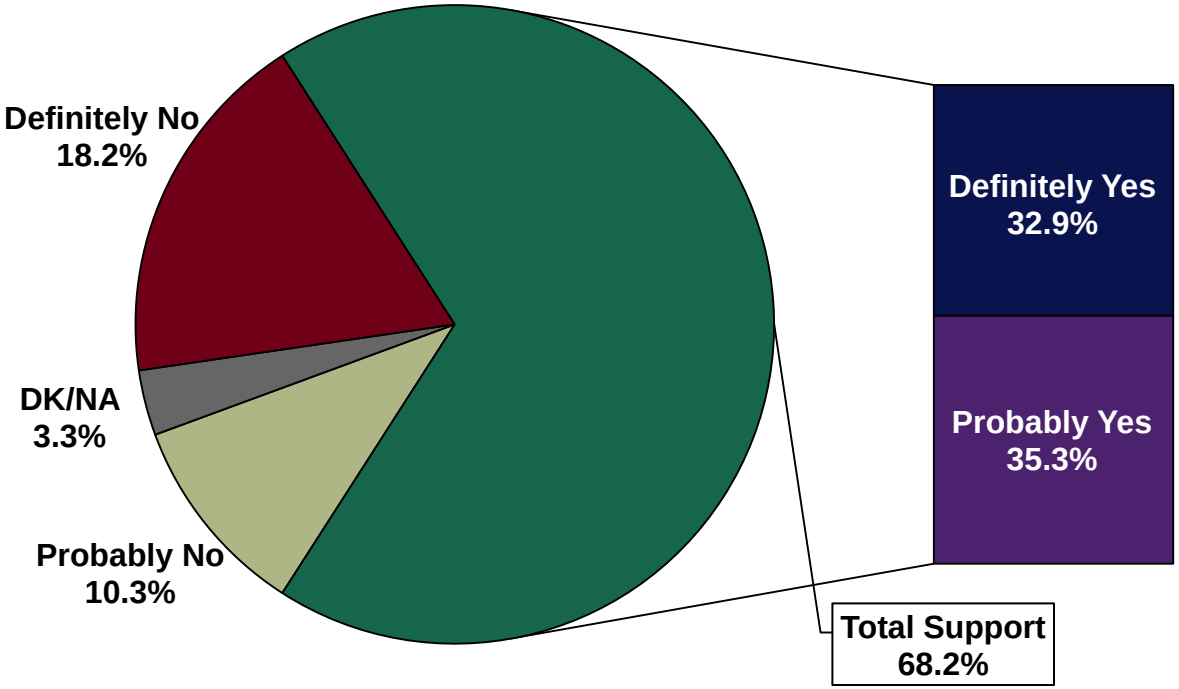
- Based on a community survey that the City Council directed be conducted in its Revenue Options workshop of June 27, your constituents are clearly interested in considering a general purpose sales tax measure of up to one cent to maintain services and address quality of life needs.
  - **Viability for a simple majority requirement measure is at 66.4%**
- This measure can be utilized to address quality of life services and programs identified by constituents, including infrastructure such as streets, roads, parks and recreation centers, public safety and programs that keep kids safe, active and out of trouble.
- This measure requires a 4/5s Council vote for placement. As the Council has no authority to raise these types of taxes, a placement actions simply allows voters to decide the matter.
  - In the City of Tracy's case, you are restricted to even-numbered election years for this particular type of funding mechanism.

Methodology Overview

➢ Data Collection	Telephone and Internet Interviewing
➢ Universe	23,010 likely November 2016 voters in the City of Tracy
➢ Fielding Dates	July 6 through July 12, 2016
➢ Interview Length	15 minutes
➢ Sample Size	378
➢ Margin of Error	± 5.00%

The data have been weighted to reflect the actual population characteristics of likely voters in the City of Tracy in terms of their gender, age, and political party type.

Uninformed Reaction to Simple Majority Requirement Sales Tax:
July 2016 Survey

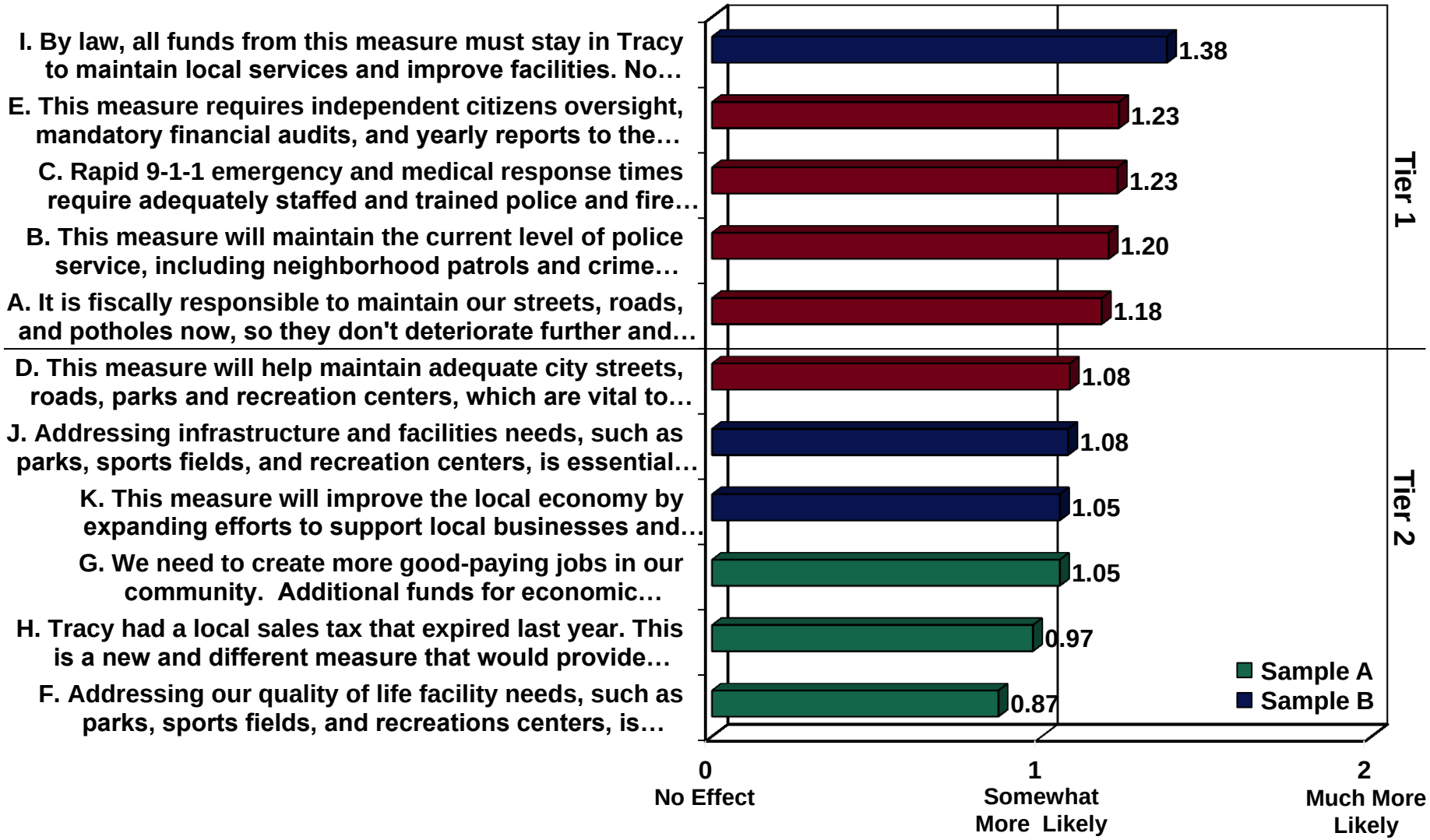


To provide funding for City services and facilities, including:

- **police (patrol, 911, command, gang and narcotics enforcement, crime investigations, other police services);**
- **fire protection, emergency, and other fire services;**
- **support services;**
- **street, median, and park repair and maintenance**
- **senior and youth services;**
- **planning and business retention and attraction;**
- **building facilities (such as parks and sports fields);**
- **other general services;**

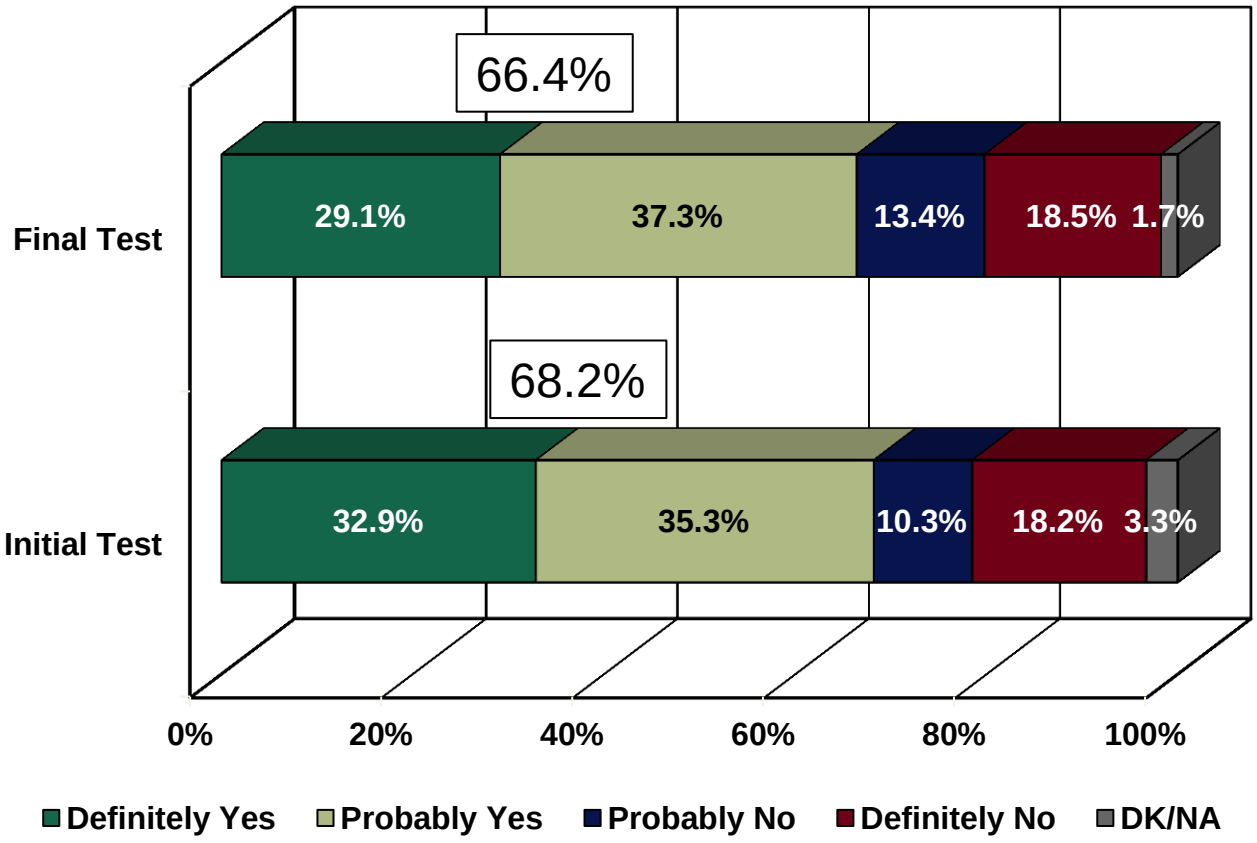
shall the City of Tracy enact a 1¢ sales tax for 20 years, providing $14 million dollars annually, with citizens' oversight, and all funds spent locally?

Informational Statements
July 2016 Survey



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0.

Viability for a Simple Majority Requirement Measure: July 2016



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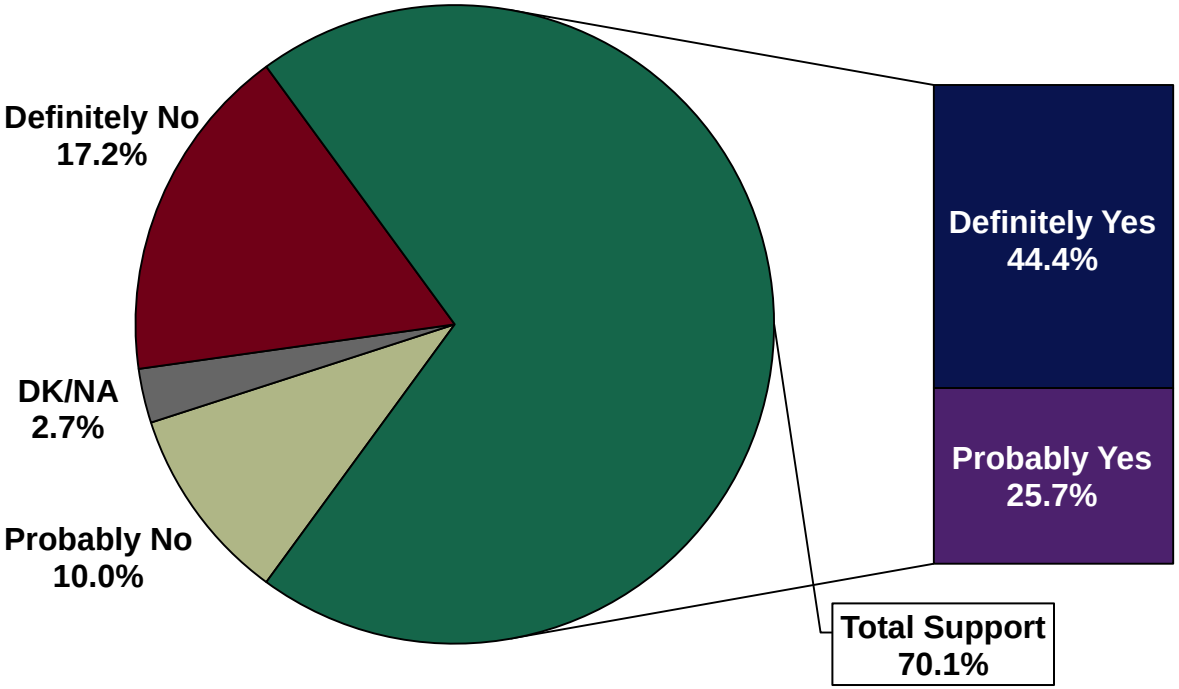
Uninformed Viability for Alternative ½¢ Rate: July 2016



If you heard that INSTEAD OF a 1 cent sales tax, the City of Tracy measure to provide funding for City services and facilities would be just one half of a percent sales tax, and if the election were held today would you vote yes or no on this measure?

2015 Uninformed Support for $490 Parcel Tax Measure (2/3s requirement)

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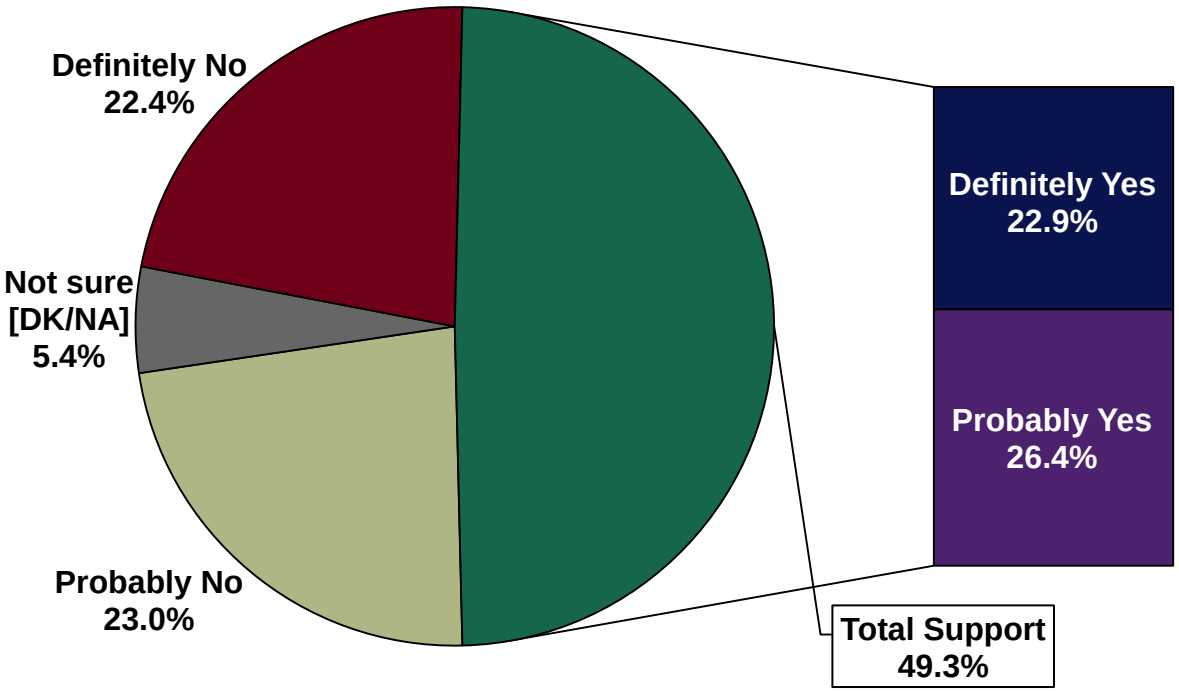
Two-Thirds Requirement Measure



Instead of a sales tax renewal, the city might consider a different measure instead, specifically focused on the aquatics and ball field projects just mentioned. Voters would not be presented with both. Here is the description of this alternative measure:

To provide funding for park and sports field construction and maintenance, and expand and improve recreation programs including swimming, soccer, baseball, and basketball, shall the City of Tracy levy a $490 parcel tax, for 30 years, with resident oversight, annual independent audits, and all funds used for City of Tracy facilities and services only?

2015 Uninformed Support for $280 Parcel Tax Measure (2/3s requirement measure)

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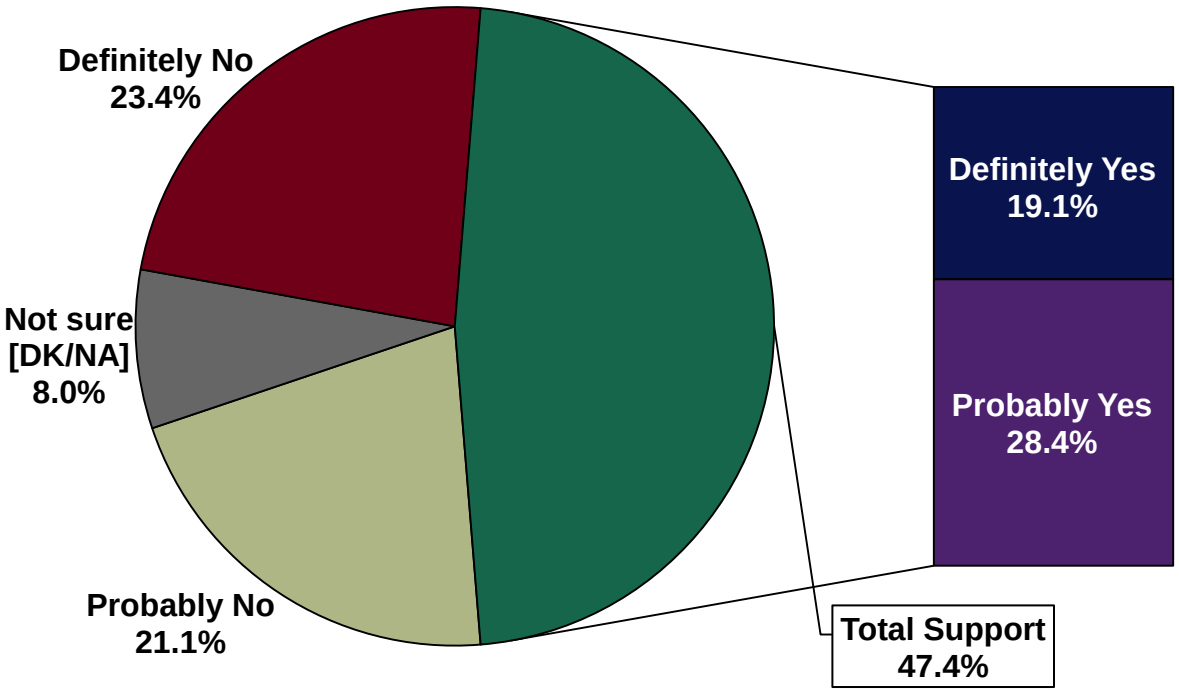
Gain Insight

Two-Thirds Requirement Measure



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Consulting Team Recommendations

- A general purpose sales tax measure of up to one cent (20 year sunset) to address local quality of life needs is of interest to your constituents and is viable.
- Again, the City Council's action this evening, should one be taken, is to place a measure on the ballot for constituents to decide.
  - Neither the City or the City Council has the authority to raise sales tax rates—only voters of Tracy can do so.
- Remember that San Joaquin County's requested submittal deadline for placing a measure on the November 2016 ballot is July 22. The State's statutory deadline is August 12th.

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