



**CITY OF LONG BEACH REVENUE MEASURE
 FEASIBILITY ISSUES SURVEY
 220-7110-WT
 N=850
 MARGIN OF SAMPLING ERROR ±3.5% (95% CONFIDENCE LEVEL)
 A/B SPLITS**

Hello, I'm calling from _____, an independent public opinion research company. **(IF RESPONDENT REPLIES IN SPANISH, FOLLOW THE PROCEDURE FOR HANDING OFF TO A SPANISH-SPEAKING INTERVIEWER.)** I am not trying to sell you anything or ask for a donation, but I would like to have you take a few minutes to answer a brief survey about issues that are important to voters in the City of Long Beach. May I speak with _____? **(MUST SPEAK WITH VOTER LISTED. VERIFY THAT THE VOTER LIVES AT THE ADDRESS LISTED -- OTHERWISE TERMINATE.)**

A. Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely?

Yes, cell and can talk safely ----- 76%
 Yes, cell but cannot talk safely ----- **TERMINATE**
 No, not on cell ----- 24%
(DON'T READ) DK/NA/REFUSED----- TERMINATE

1. Generally speaking, would you say that things in _____ are generally headed in the right direction, or do you feel that things are off on the wrong track? **(DO NOT ROTATE)**

	<u>RIGHT DIRECTION</u>	<u>WRONG TRACK</u>	<u>(DON'T READ) DK/NA</u>
a. (T) Long Beach-----	38%	46%	16%
October 2023-----	39%	47%	14%
July 2022 -----	43%	42%	15%
April/May 2022 -----	38%	47%	15%
January 2021-----	60%	26%	14%
b. (T) Your neighborhood -----	42%	48%	11%
April/May 2022 -----	42%	46%	12%
January 2021-----	65%	26%	9%

2. I am now going to read the names of some people and organizations. For each one, please tell me whether you approve or disapprove of the job that person or organization is doing. **(IF APPROVE/DISAPPROVE, ASK: "Is that strongly (APPROVE/DISAPPROVE) or just somewhat?")**

	<u>STR APP</u>	<u>SMWT APP</u>	<u>SMWT DISAPP</u>	<u>STR DISAPP</u>	<u>(DK/ NA)</u>	<u>TOTAL APP</u>	<u>TOTAL DISAPP</u>
(ALWAYS ASK ITEM a FIRST)							
[]a. (T) Long Beach City government -----	10%	38%	22%	20%	10%	48%	42%
October 2023-----	11%	38%	22%	20%	9%	49%	42%

	<u>STR APP</u>	<u>SMWT APP</u>	<u>SMWT DISAPP</u>	<u>STR DISAPP</u>	<u>(DK/ NA)</u>	<u>TOTAL APP</u>	<u>TOTAL DISAPP</u>
(RANDOMIZE ALL OTHERS)							
[]b. (T) Long Beach Police Department	22%	34%	18%	18%	8%	56%	36%
October 2023	21%	35%	21%	17%	7%	56%	38%
[]c. (T) Long Beach Health Department	25%	34%	12%	9%	19%	59%	21%
October 2023	29%	34%	11%	10%	16%	63%	21%
[]d. (T) Long Beach Fire Department	55%	31%	4%	1%	9%	86%	5%
October 2023	64%	24%	3%	2%	8%	88%	4%
[]e. (T) Long Beach Public Works Department	18%	38%	19%	14%	12%	55%	33%
October 2023	18%	40%	18%	11%	12%	59%	29%

3. I am now going to mention a list of issues that some people have mentioned are problems in the City of Long Beach. After you hear each one, please tell me whether you feel it is an extremely, very, somewhat, or not too serious problem in Long Beach. **(RANDOMIZE)**

	<u>EXT SER PROB</u>	<u>VERY SER PROB</u>	<u>SMWT SER PROB</u>	<u>NOT TOO SER PROB</u>	<u>(DK/ NA)</u>	<u>EXT/ VERY</u>
[]a. (T) Homelessness	70%	21%	7%	1%	1%	91%
April/May 2022	68%	23%	7%	1%	0%	91%
[]b. The condition of the Long Beach City budget	18%	22%	21%	9%	30%	40%

(SPLIT SAMPLE A ONLY)

[]c. (T) Crime	42%	28%	20%	8%	1%	70%
April/May 2022	49%	26%	19%	5%	1%	75%
[]d. (T) Jobs and the economy	19%	27%	29%	18%	8%	46%
April/May 2022	31%	28%	27%	9%	6%	58%
[]e. (T) The cost of living	47%	26%	20%	7%	0%	72%
April/May 2022	51%	27%	17%	5%	0%	79%
[]f. (T) Water pollution	17%	25%	25%	17%	16%	42%
April/May 2022	31%	27%	22%	14%	5%	59%
[]g. Gun violence	29%	29%	21%	14%	8%	58%
[]h. The cost of housing	50%	23%	19%	7%	2%	73%
[]i. Traffic congestion on local streets and roads	20%	20%	36%	23%	0%	40%

	<u>EXT SER PROB</u>	<u>VERY SER PROB</u>	<u>SMWT SER PROB</u>	<u>NOT TOO SER PROB</u>	<u>(DK/ NA)</u>	<u>EXT/ VERY</u>
(SPLIT SAMPLE B ONLY)						
[]j. Drugs and drug abuse -----	44%	24%	19%	8%	6%	67%
[]k. (T) Waste and mismanagement by Long Beach City government-----	27%	18%	24%	15%	17%	44%
April/May 2022 -----	29%	22%	21%	14%	13%	51%
[]l. (T) The condition of local streets and roads-----	32%	27%	26%	13%	1%	60%
April/May 2022 -----	33%	28%	28%	10%	0%	61%
[]m. (T) Inflation and rising prices-----	44%	26%	19%	10%	1%	71%
April/May 2022 -----	48%	32%	16%	3%	1%	80%
[]n. (T) Air pollution -----	23%	22%	29%	23%	3%	44%
April/May 2022 -----	31%	27%	22%	19%	1%	58%
[]o. The rate of growth and development -----	12%	14%	30%	29%	14%	26%
[]p. Thefts, burglaries and other property crimes-----	44%	23%	20%	10%	4%	67%
[]q. A lack of affordable housing -----	50%	20%	15%	10%	5%	70%

(RESUME ASKING ALL RESPONDENTS)

4. Next, would you say the City of Long Beach’s budget and fiscal situation is getting better, worse or staying about the same? **(IF BETTER/WORSE, ASK: “Is that much (BETTER/WORSE) or just somewhat (BETTER/WORSE)?”)**

TOTAL BETTER -----	10%
Much better-----	2%
Somewhat better -----	8%
TOTAL WORSE -----	32%
Somewhat worse-----	17%
Much worse-----	16%
About the same-----	24%
(DON'T READ) Don't know -----	34%

5. (T) In your personal opinion, do you think there is a great need, some need, a little need, or no real need for additional funds to provide the level of City services that Long Beach residents need and want?

	<u>APRIL</u> <u>2019</u>	<u>SEPT</u> <u>2019</u>	<u>JULY</u> <u>2020</u>	<u>APRIL</u> <u>2024</u>
GREAT/SOME NEED -----	70%	66%	72%	67%
Great need-----	33%	30%	40%	41%
Some need-----	37%	36%	32%	27%
 LITTLE/NO REAL NEED -----	 24%	 27%	 19%	 22%
Little need-----	8%	9%	6%	7%
No real need -----	16%	19%	13%	14%
 (DON'T READ) Don't know -----	 7%	 7%	 9%	 11%

6. I am now going to mention different ways people have proposed raising additional revenue to fund Long Beach city services. For each one, please tell me whether you support or oppose it. (IF SUPPORT/OPPOSE, ASK: “Is that strongly (SUPPORT/OPPOSE) or just somewhat?”) (RANDOMIZE)

	<u>STR</u> <u>SUPP</u>	<u>SMWT</u> <u>SUPP</u>	<u>SMWT</u> <u>OPP</u>	<u>STR</u> <u>OPP</u>	<u>(DK/</u> <u>NA)</u>	<u>TOTAL</u> <u>SUPP</u>	<u>TOTAL</u> <u>OPP</u>
[]a. Raising the City’s business license tax, which would result in the average Long Beach business paying an additional 321 dollars per year-----	13%	20%	21%	42%	5%	33%	62%
[]b. Raising the City’s electricity franchise fee to five percent, which would result in the average Long Beach household paying an additional 30 dollars per year-----	8%	14%	21%	54%	3%	23%	75%
[]c. Raising the City’s natural gas franchise fee to five percent, which would raise taxes on power plants operating in the city but have virtually no effect on Long Beach residents-----	35%	24%	9%	27%	5%	59%	37%
[]d. Raising the City’s real estate transfer tax 55 cents per one thousand dollars, which is paid by the seller of a property-----	19%	16%	18%	39%	7%	36%	57%

7. I am going to read you some different statements. For each one, please tell me whether you generally agree or disagree with that statement. (IF AGREE/DISAGREE, ASK: “Is that strongly (AGREE/DISAGREE) or only somewhat?”) (RANDOMIZE)

	<u>STR</u> <u>AGREE</u>	<u>SMWT</u> <u>AGREE</u>	<u>SMWT</u> <u>DISAGR</u>	<u>STR</u> <u>DISAGR</u>	<u>(DK/</u> <u>NA)</u>	<u>TOTAL</u> <u>AGREE</u>	<u>TOTAL</u> <u>DISAGR</u>
[]a. Long Beach will have to reduce local services and programs unless the city secures additional funding	16%	21%	17%	27%	19%	37%	44%
[]b. Long Beach’s economy has rebounded faster and stronger from the effects of the pandemic than many other cities in Southern California	14%	29%	17%	14%	26%	43%	31%
[]c. The City of Long Beach must maintain an adequate emergency reserve fund to respond to and provide vital services during earthquakes, flooding and other natural disasters	58%	30%	6%	3%	3%	88%	9%
[]d. With local oil production operations being phased out, the city will need a new revenue source to replace the taxes oil producers pay to Long Beach	35%	28%	11%	14%	13%	62%	24%

(ASK SPLIT SAMPLE A ONLY)

[]e. Long Beach businesses pay their fair share of local taxes to fund vital city services	27%	29%	11%	5%	27%	57%	16%
[]f. The city should invest in public safety programs like community policing and youth gang and drug prevention	46%	33%	8%	8%	5%	79%	16%
[]g. Long Beach benefits from the city’s programs that support local economic development and attract business investments	27%	33%	11%	10%	19%	60%	21%
[]h. The City of Long Beach needs additional funding to repair curbs, trim trees and fix potholes	41%	27%	9%	13%	10%	68%	22%

	<u>STR</u>	<u>SMWT</u>	<u>SMWT</u>	<u>STR</u>	<u>(DK/</u>	<u>TOTAL</u>	<u>TOTAL</u>	
	<u>AGREE</u>	<u>AGREE</u>	<u>DISAGR</u>	<u>DISAGR</u>	<u>NA)</u>	<u>AGREE</u>	<u>DISAGR</u>	
(ASK SPLIT SAMPLE B ONLY)								
[]i.	Power plants operating in Long Beach pay their fair share of local taxes to fund vital city services -----	22%	17%	13%	19%	28%	40%	32%
[]j.	To reduce homelessness, the city should invest more resources to increase outreach services and expand access to mental health services and drug and alcohol treatment-----	53%	26%	6%	12%	2%	79%	18%
[]k.	Long Beach residents and small businesses benefit from the city's programs that support local economic development and attract business investments-----	24%	36%	14%	9%	17%	60%	24%
[]l.	The City of Long Beach needs additional funding to upgrade infrastructure in order to prepare for the impacts of climate change, such as more frequent and more intense storms -----	37%	29%	12%	15%	6%	66%	27%

(RESUME ASKING ALL RESPONDENTS)

8. Let me give you some additional information about the City of Long Beach's budget and fiscal situation.

Over the last several years, the city has used federal government funding from the American Rescue Plan passed during the COVID pandemic to maintain Long Beach city services. This source of federal government funding has ended, and now the City of Long Beach has a projected annual structural budget deficit of nearly 36 million dollars. Without a new source of revenue, the City would have to implement cuts to local services, such as eliminating paramedic, firefighter and police officer staffing levels and reducing other city services like street and pothole repairs, parks and recreation programs, library hours and economic development programs.

Based on this information, how much of a concern is it to you personally that the City of Long Beach will have to implement cuts to local services: is it an extremely serious concern, very serious concern, somewhat serious concern, not too serious of a concern or not a concern at all?

EXT/VERY SERIOUS CONCERN ----- 72%
 Extremely serious concern ----- 45%
 Very serious concern----- 26%

Somewhat serious concern ----- 17%
 Not too serious of a concern-----5%
 Not a concern at all-----5%
(DON'T READ) Don't know -----2%

9. Now that you have more information about the city’s fiscal situation, I am going to ask you one more time about several ways to raise additional revenue to fund Long Beach city services. As you did before, for each one please tell me whether you support or oppose it. (IF SUPPORT/OPPOSE, ASK: “Is that strongly (SUPPORT/OPPOSE) or just somewhat?”) (RANDOMIZE)

	<u>STR SUPP</u>	<u>SMWT SUPP</u>	<u>SMWT OPP</u>	<u>STR OPP</u>	<u>(DK/ NA)</u>	<u>TOTAL SUPP</u>	<u>TOTAL OPP</u>
[]a. Raising the City’s business license tax, which would result in the average Long Beach business paying an additional 321 dollars per year -----	21%	23%	21%	32%	3%	44%	54%
[]b. Raising the City’s electricity franchise fee to five percent, which would result in the average Long Beach household paying an additional 30 dollars per year -----	15%	21%	18%	44%	2%	36%	61%
[]c. Raising the City’s natural gas franchise fee to five percent, which would raise taxes on power plants operating in the city but have virtually no effect on Long Beach residents -----	45%	22%	8%	22%	3%	67%	30%
[]d. Raising the City’s real estate transfer tax 55 cents per one thousand dollars, which is paid by the seller of a property -----	24%	26%	14%	32%	4%	50%	46%

10. I am now going to read you different categories of Long Beach city programs and services. If the city is not able to secure additional revenue to address its structural budget deficit, please tell me whether you support city government making large cuts, some cuts or no cuts to that category of programs and services. Here is the first one... (RANDOMIZE)

	<u>LARGE CUTS</u>	<u>SOME CUTS</u>	<u>NO CUTS</u>	<u>(DK/ NA)</u>	<u>TOTAL CUTS</u>
[]a. Public safety, including 911 paramedic medical emergency response, fire protection, police services and disaster preparedness -----	6%	18%	75%	2%	23%
[]b. Health and social services, including disease control and prevention, maternal and family care -----	9%	29%	59%	3%	38%
[]c. Affordable housing and providing services for people experiencing homelessness -----	17%	22%	58%	3%	39%
[]d. Economic development, including job-training and job-placement services and retaining and attracting small businesses -----	17%	41%	38%	4%	58%

	<u>LARGE CUTS</u>	<u>SOME CUTS</u>	<u>NO CUTS</u>	<u>(DK/NA)</u>	<u>TOTAL CUTS</u>
[]e. Environmental protection, including reducing local air and water pollution, and protecting local beaches and waterways -----	10%	30%	56%	4%	40%
[]f. Parks, recreation and community services, including after school and youth programs, senior services and community events-----	5%	32%	62%	2%	37%
[]g. City infrastructure, including buildings, streets, bridges, parks and stormwater sewer systems-----	7%	28%	64%	2%	34%
[]h. Financial operations and management to ensure a balanced budget, reserves for emergencies, and fiscal oversight and analysis-----	15%	48%	33%	5%	62%
[]i. Neighborhood library education programs, community services and book collections-----	9%	35%	53%	3%	44%

11. I am now going to read statements from people who support the idea of creating a new source of funding for Long Beach city services. After each statement, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to support this idea. If you do not believe the statement, please tell me that too. **(RANDOMIZE)**

	<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT CONV</u>	<u>DON'T BEL</u>	<u>(DK/NA)</u>	<u>VERY/SMWT</u>
[]a. (PUBLIC SAFETY CUTS) Without a new source of revenue the City of Long Beach will have to close a 36-million-dollar budget shortfall that will likely require cuts to the police and fire departments. If no additional revenue is secured, the city projects that it would likely be forced to reduce police officer staffing levels, reduce fire and paramedic services, and cut parks, library and community programs. -----	25%	29%	22%	18%	5%	54%
[]b. (ECONOMIC DEVELOPMENT) Long Beach city government is committed to creating opportunity by providing grants and support to local small businesses and entrepreneurs, and attracting new businesses that create good-paying jobs for residents. Continuing local economic development programs is an effective way to invest in our city's future that benefits all Long Beach residents. -----	18%	38%	22%	17%	5%	56%

	<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT CONV</u>	<u>DON'T BEL</u>	<u>(DK/ NA)</u>	<u>VERY/ SMWT</u>
[]c. (CITY BUDGET) New restrictions on oil production will result in Long Beach losing up to 20 million dollars per year in tax revenue, creating a structural deficit that threatens the city’s fiscal stability and funding for vital city services. Creating a new, locally controlled source of revenue will help to balance the city budget and maintain police, fire protection and 911 emergency services, repair potholes and curbs, tree trimming service and maintain street medians. -----	24%	38%	20%	12%	5%	62%
[]d. (COMMUNITY SERVICES) Securing additional revenue will allow the city to maintain community services essential to residents’ quality of life. This includes day care, after school programs and summer camps that keep students healthy, safe and off the streets; job training and adult education at local libraries; access to affordable healthcare; and services for people with disabilities and seniors like meals-on-wheels and transportation programs. -----	29%	35%	18%	11%	6%	65%
[]e. (ACCOUNTABILITY) All City of Long Beach measures are written with strict accountability provision to ensure taxpayer funds are used efficiently and as promised. This includes annual independent audits and public expenditure reports so all funds can be traced and tracked by residents, and by law, these funds must be used to provide City of Long Beach services and cannot be taken by Sacramento politicians. -----	24%	31%	19%	20%	6%	55%

12. Regardless of how the funds may be raised, having heard these statements, would you support or oppose creating a new source of funding for Long Beach city services? (IF SUPPORT/OPPOSE, ASK: “Is that strongly or somewhat SUPPORT/OPPOSE?”)

TOTAL SUPPORT ----- 78%
 Strongly support ----- 43%
 Somewhat support ----- 35%

TOTAL OPPOSE ----- 17%
 Somewhat oppose ----- 6%
 Strongly oppose ----- 11%

(DON'T READ) Don't know/NA ----- 5%

13. I am now going to read a statement from people who oppose creating a new source of funding for Long Beach city services.

(ASK SPLIT SAMPLE A ONLY)

a. We keep passing local taxes and school bonds, but it is never enough for city politicians and bureaucrats. With high prices for housing, food and gas, it is a terrible time to increase local taxes on working families, seniors on fixed incomes and small businesses that are struggling to get by.

(ASK SPLIT SAMPLE B ONLY)

b. We keep passing local taxes and school bonds, but it is never enough for city politicians and bureaucrats. Instead, the city must eliminate wasteful spending and reform its out-of-control pension system that costs taxpayers millions and is the real cause of Long Beach’s budget crisis.

(RESUME ASKING ALL RESPONDENTS)

Having heard this statement, let me ask you one more time, would you support or oppose creating a new source of funding for Long Beach city services? **(IF SUPPORT/OPPOSE, ASK: “Is that strongly or somewhat SUPPORT/OPPOSE?”)**

	TAXES SPLIT A	WASTE SPLIT B	TOTAL
TOTAL SUPPORT -----	62%	56%	59%
Strongly support-----	31%	30%	30%
Somewhat support -----	31%	26%	29%
 TOTAL OPPOSE -----	 35%	 38%	 36%
Somewhat oppose-----	15%	21%	18%
Strongly oppose -----	20%	17%	18%
 (DK/NA) -----	 3%	 6%	 5%

HERE ARE MY LAST QUESTIONS, AND THEY ARE FOR STATISTICAL PURPOSES ONLY.

14. Do you have any children under the age of 19 living at home?

Yes -----	22%
No -----	76%
(DON'T READ) DK/NA -----	3%

15. **(T)** Are you a member of a labor union or teachers’ union? Is any member of your family a member of a labor union or teachers’ union?

Yes, self-----	10%
Yes, family member -----	10%
Yes, both-----	4%
No -----	72%
(DON'T READ) Refused/NA -----	4%

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

First to 11 th grade-----	2%
High school graduate-----	7%
Vocational/technical school-----	3%
Some college, but no degree-----	16%
Associates degree-----	9%
Four-year college or bachelor’s degree-----	35%
Graduate school or advanced degree-----	26%
(DON'T READ) DK/NA-----	2%

17. (T) Lastly, to make sure everyone’s opinions are represented in this survey, please tell me with which racial or ethnic group do you identify yourself: Latino or Hispanic; African American or Black; White or Caucasian; Asian or Pacific Islander; more than one ethnic or racial group; or a different ethnic or racial background that I did not mention?

Latino/Hispanic-----	29%
African American/Black-----	10%
White/Caucasian-----	41%
Asian/Pacific Islander-----	9%
Multiracial-----	6%
Another ethnic/racial background-----	2%
(DON'T READ) DK/NA/REFUSED---	4%

THANK AND TERMINATE

GENDER:	Male-----	47%
	Female-----	53%
	Non-binary-----	0%

PARTY REGISTRATION:	Democrat-----	54%
	Republican-----	18%
	No party preference-----	20%
	Other-----	8%

LANGUAGE BY OBSERVATION:	English-----	92%
	Spanish-----	8%

STATEWIDE FLAGS

P14-----	22%
G14-----	32%
P16-----	45%
G16-----	64%
P18-----	40%
G18-----	64%
P20-----	54%
G20-----	83%
P22-----	51%
G22-----	65%
BLANK-----	10%

AGE

18-24-----	8%
25-29-----	9%
30-34-----	11%
35-39-----	9%
40-44-----	10%
45-49-----	6%
50-54-----	8%
55-59-----	8%
60-64-----	8%
65-74-----	13%
75+-----	10%
Blank-----	0%

CITY COUNCIL DISTRICT

1-----	9%
2-----	11%
3-----	14%
4-----	14%
5-----	16%
6-----	8%
7-----	10%
8-----	9%
9-----	9%

CONGRESSIONAL DISTRICT

42-----	58%
44-----	42%

ASSEMBLY DISTRICT

65-----	12%
69-----	88%

OWN/RENT

Homeowners-----	52%
Renters-----	48%

FOREIGN BORN

Yes-----	24%
No-----	76%

HOUSEHOLD PARTY TYPE

D1-----	32%
D2+-----	13%
R1-----	9%
R2+-----	4%
I1+-----	21%
Mixed-----	21%

CONTACT METHOD

Phone-----	48%
Online/email-----	32%
Online/text-----	21%

A/B SPLIT

A-----	50%
B-----	50%