

TO Interested Parties

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FM3 Research

RE: Results of a Local Survey in the City of Los Banos

DATE May 24, 2018

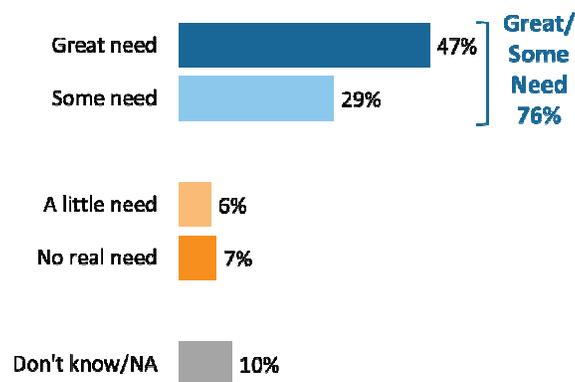
Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently completed a survey assessing community priorities and policies under consideration in the City of Los Banos.ⁱ The study found that voters highly value—and are willing to support—a revenue-generating ballot measure to fund these priorities.

Key findings of the survey include:

- **Three-quarters of survey respondents expressed at least some need for additional funding for services residents need and want.** Nearly half (47%) said that the City has a "great need" for new funding—and fewer than one in eight said there is little or no need for new funding in Los Banos (Figure 1).

Figure 1: Need for Additional Funding for City Services

Would you say that the City of Los Banos has a great need for additional funding, some need, a little need, or no real need for additional funding for services residents need and want?



- Top priorities include public safety and street and road repairs.** Figure 2 lists the potential spending priorities rated "extremely" or "very important" to at least seven in ten respondents. *Preventing theft and property crimes* and *answering all 911 calls* stood out, with about nine in ten giving them high ratings (91% and 89% "extremely" or "very important," respectively). The highest priority non-public safety items were related to road repairs and maintaining the City's fiscal stability.

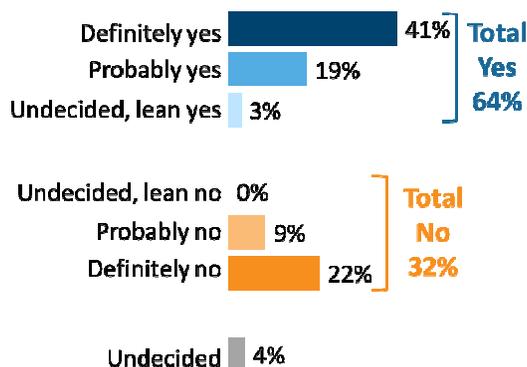
Figure 2: Priorities for the City of Los Banos

Priority	Extremely/Very Important
Preventing theft and property crimes	91%
Answering all 911 calls	89%
Preventing residential property and auto-related crimes like burglary and robbery	86%
Protecting and maintaining 911 response times for police officers and firefighters	85%
Protecting and maintaining anti-gang and crime prevention programs	81%
Expanding crime, gang and youth violence prevention programs	79%
Maintaining neighborhood police patrols	79%
Recruiting and retaining police officers	76%
Maintaining fiscal stability	75%
Repairing streets and roads	74%
Protecting and maintaining the number of firefighters and EMTs	74%
Repairing potholes	72%
Protecting and maintaining police and firefighter positions	71%

- **A half-cent sales tax measure received support from nearly two-thirds of respondents.** As shown in Figure 3, voters back a measure increasing funding for these priorities by a two-to-one margin (64% to 32%), with two in five (41%) saying they would "definitely" vote "yes." Support for the measure crossed major demographic and geographic lines:
 - Majority support across gender and age, with particularly strong support among women under age 50 (79% "yes");
 - 71 percent support among Democrats, 66 percent among independents, and a plurality of Republicans;
 - Two-thirds (67%) of Latinos and 64 percent of white voters; and
 - Support from more than three in five in all four City Council Districts (64% in City Council District 1, 60% in District 2, 65% in District 3, and 67% in District 4).

Figure 3: Support for a Potential Ballot Measure

Los Banos Essential City Services Measure. To help maintain fiscal stability and protect and maintain: neighborhood police patrols; police and firefighter recruitment and retention; 911 emergency medical response times; crime, gang and youth violence prevention programs; pothole and road repairs; senior, childcare and recreation programs; park maintenance; other City services; and to fund building a community pool; shall the City of Los Banos enact a half-cent sales tax, raising approximately \$2.3 million annually until ended by voters, with citizens' oversight, independent audits, and all funds spent locally?



Taken together, these survey results suggest that Los Banos voters highly value the basic services provided by the City, especially public safety and road maintenance. They broadly see a need for new funding, with half characterizing the need as "great." These attitudes are reflected in robust support for a potential ballot measure to enact a half-cent sales tax to fund the City's basic needs.

ⁱ **Methodology:** From January 8-14, 2018, FM3 completed 445 interviews (online and with both landlines and cell phones) in English and Spanish with randomly selected likely November 2018 voters in the City of Los Banos. The margin of sampling error for the study is $\pm 4.9\%$ at the 95% confidence level; margins of error for population subgroups within the sample will be higher (e.g., $\pm 6.9\%$ for half the sample). Due to rounding, not all totals will sum to 100%.