








City of Orange Budget Priority and Revenue Measure Issues Survey



OPINION
RESEARCH
& STRATEGY

Survey Specifics and Methodology

Dates	December 12-20, 2023
Survey Type	Dual-mode Voter Survey
Research Population	Likely November 2024 Voters
Total Interviews	947 City of Orange Likely November 2024 Voters
Margin of Sampling Error	(Full Sample) $\pm 3.3\%$ at the 95% Confidence Level (Half Sample – Each Measure) $\pm 4.6\%$ at the 95% Confidence Level
Contact Methods	 Telephone Calls  Email Invitations  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews
Languages	English, Spanish and Vietnamese

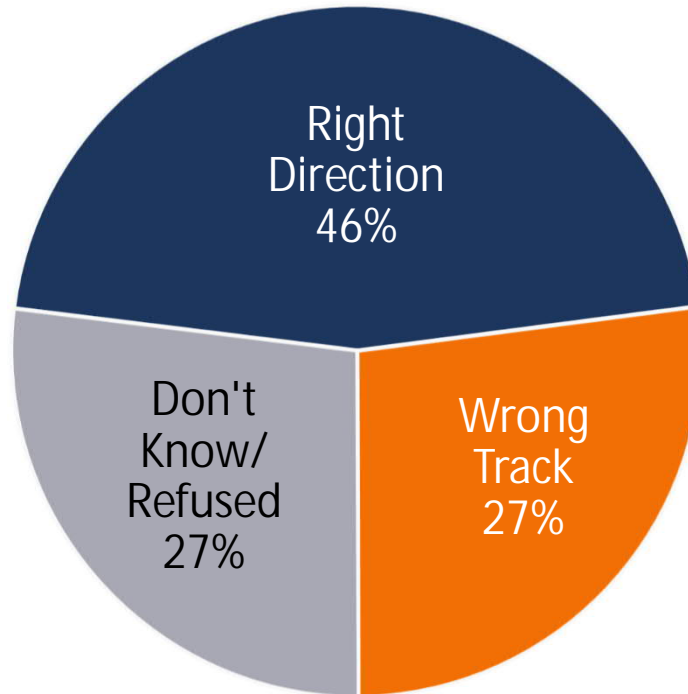
(Note: Not All Results Will Sum to 100% Due to Rounding)



Mood and Perception of City

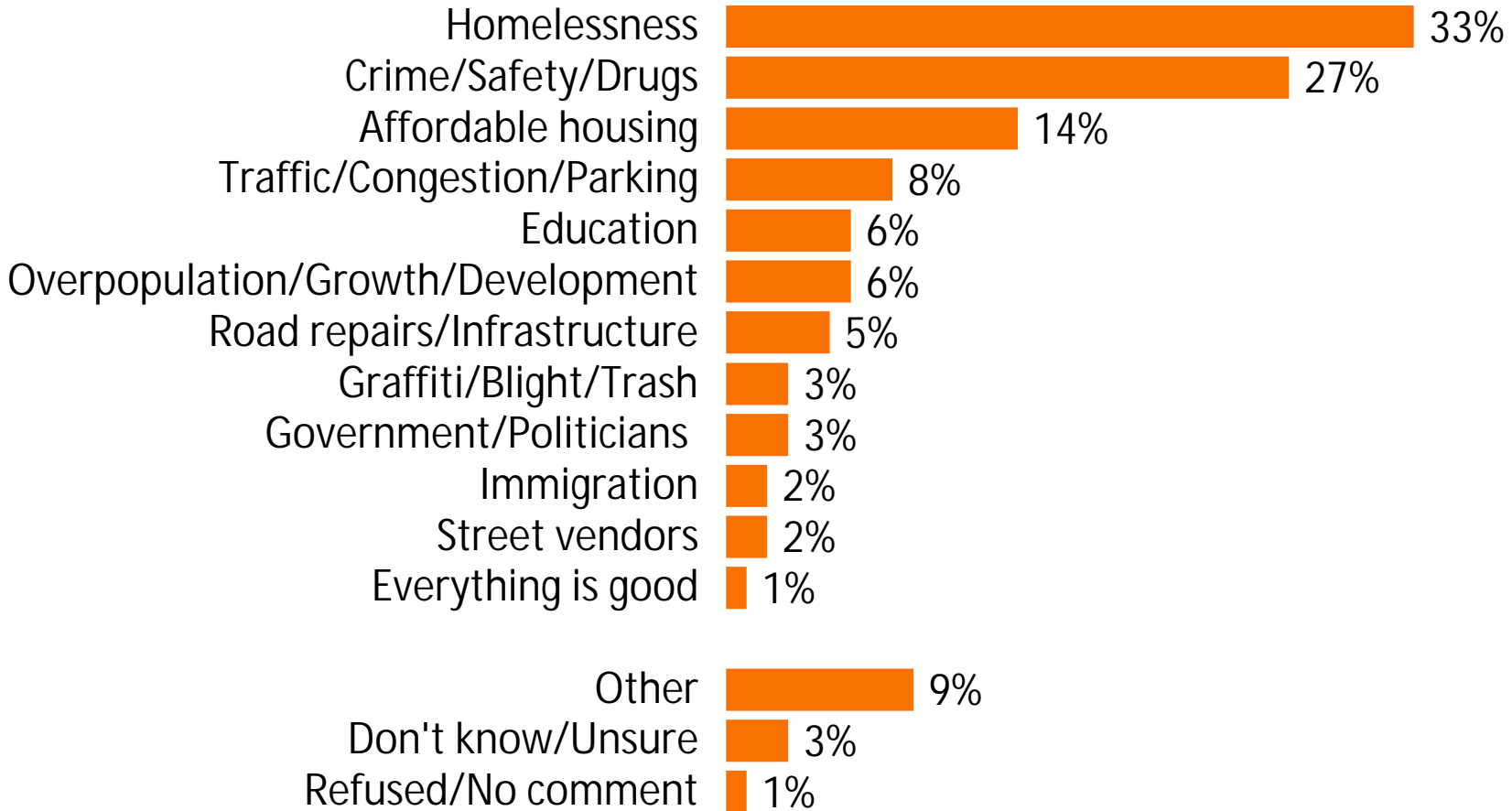
A plurality have a favorable perception of the direction of the City of Orange.

Would you say that things in the City of Orange are generally headed in the right direction or do you feel that things are off on the wrong track?

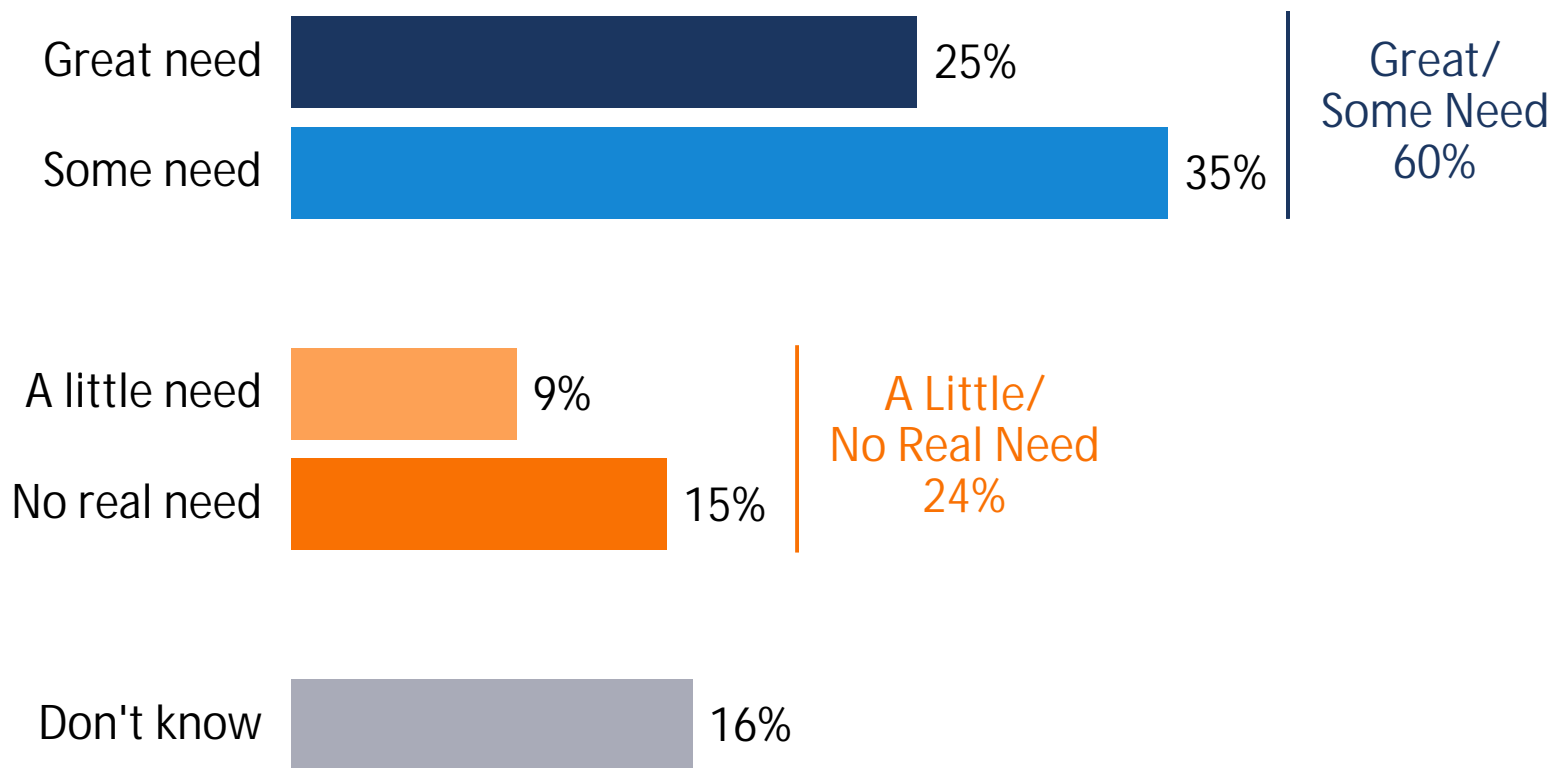


Homelessness, public safety issues, and affordable housing are the most serious issues volunteered by respondents that they would like to see City government do something about.

(Grouped Open-end Responses; Multiple Responses Accepted)



Six-in-10 perceive the City of Orange has at least some need for additional funds; however only one-quarter said "great need."





Hypothetical Ballot Measure Questions

Hypothetical Ballot Title and Summaries Tested in the Survey

(As Approved by Legal Counsel)

City of Orange Public Safety/City Services Measure

(Sales Tax)

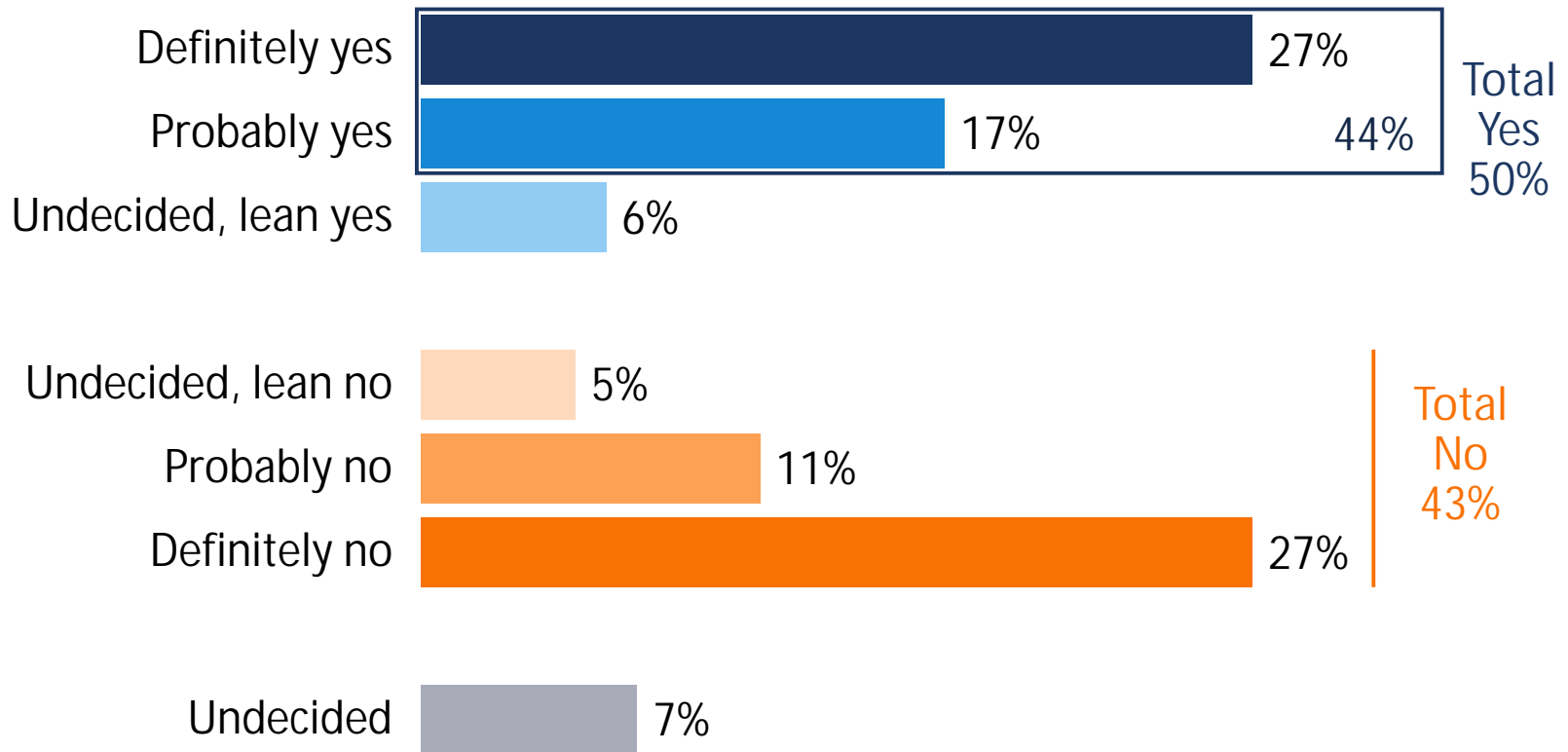
Shall the measure providing funding for City of Orange's services such as maintaining 911 emergency response, police/fire protection, gang prevention programs; recruiting/retaining well-trained police officers/firefighters; preventing property crimes; addressing homelessness; keeping public areas/parks safe/clean; repairing streets/potholes; retaining/attracting local businesses; and for general government use by establishing a 1% sales tax providing approximately \$50,000,000 annually until ended by voters; requiring audits, public spending disclosure, all funds locally controlled, be adopted?

(Transient Occupancy Tax)

Shall the measure providing funding for City of Orange's services such as maintaining 911 emergency response, police/fire protection; preventing property crimes; addressing homelessness; keeping public areas/parks safe/clean; repairing streets/potholes; and for general government use by increasing City of Orange's transient occupancy tax, paid only by hotel/motel and short-term rental guests from 10% to 15% providing approximately \$2,700,000 annually until ended by voters; requiring audits, public spending disclosure, all funds locally controlled, be adopted?

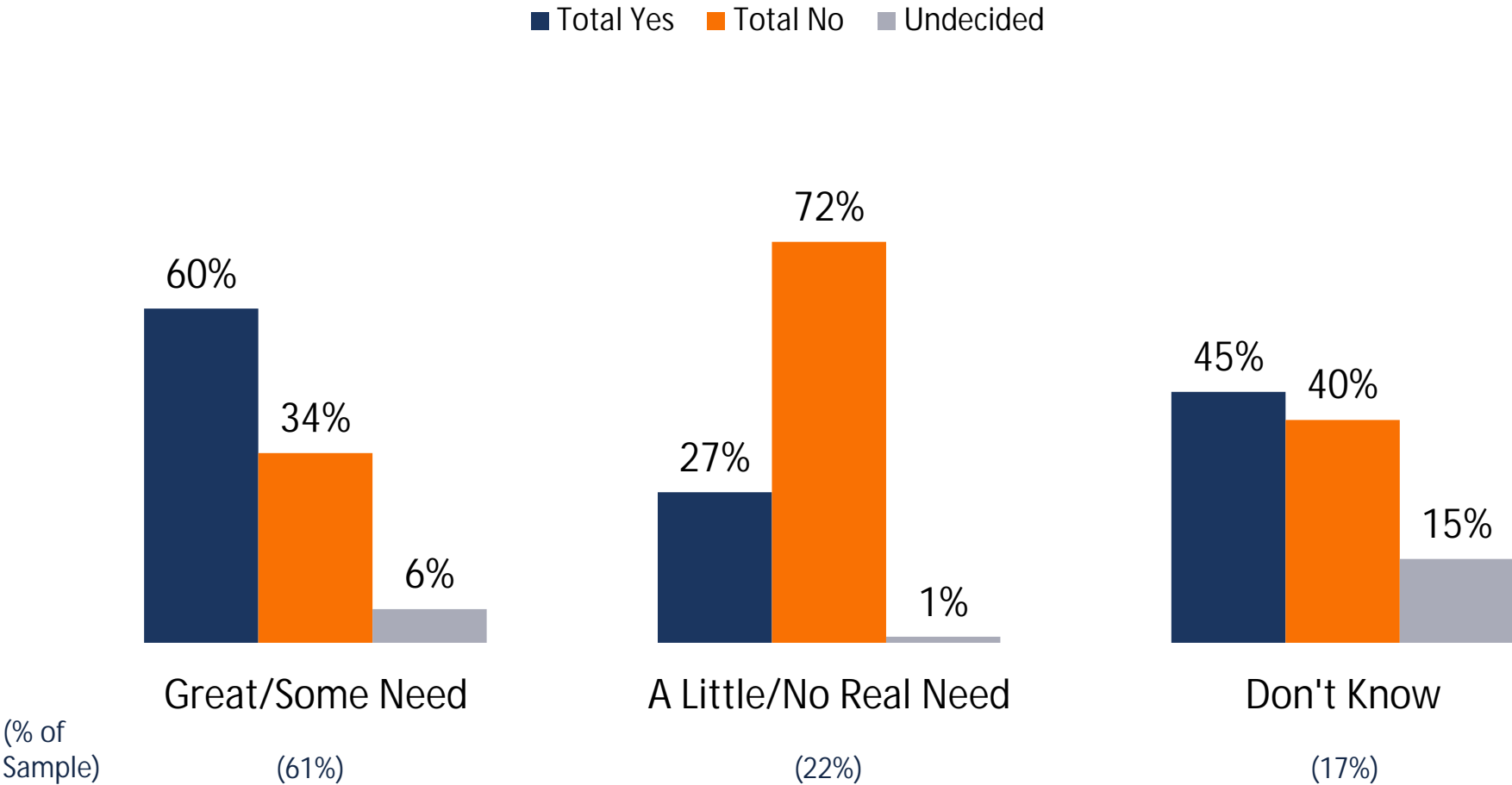
Overall, one-in-two initially support the simple majority sales tax measure, with roughly one-quarter having said they would definitely vote yes.

(1% Sales Tax, M.O.E. = $\pm 4.6\%$)



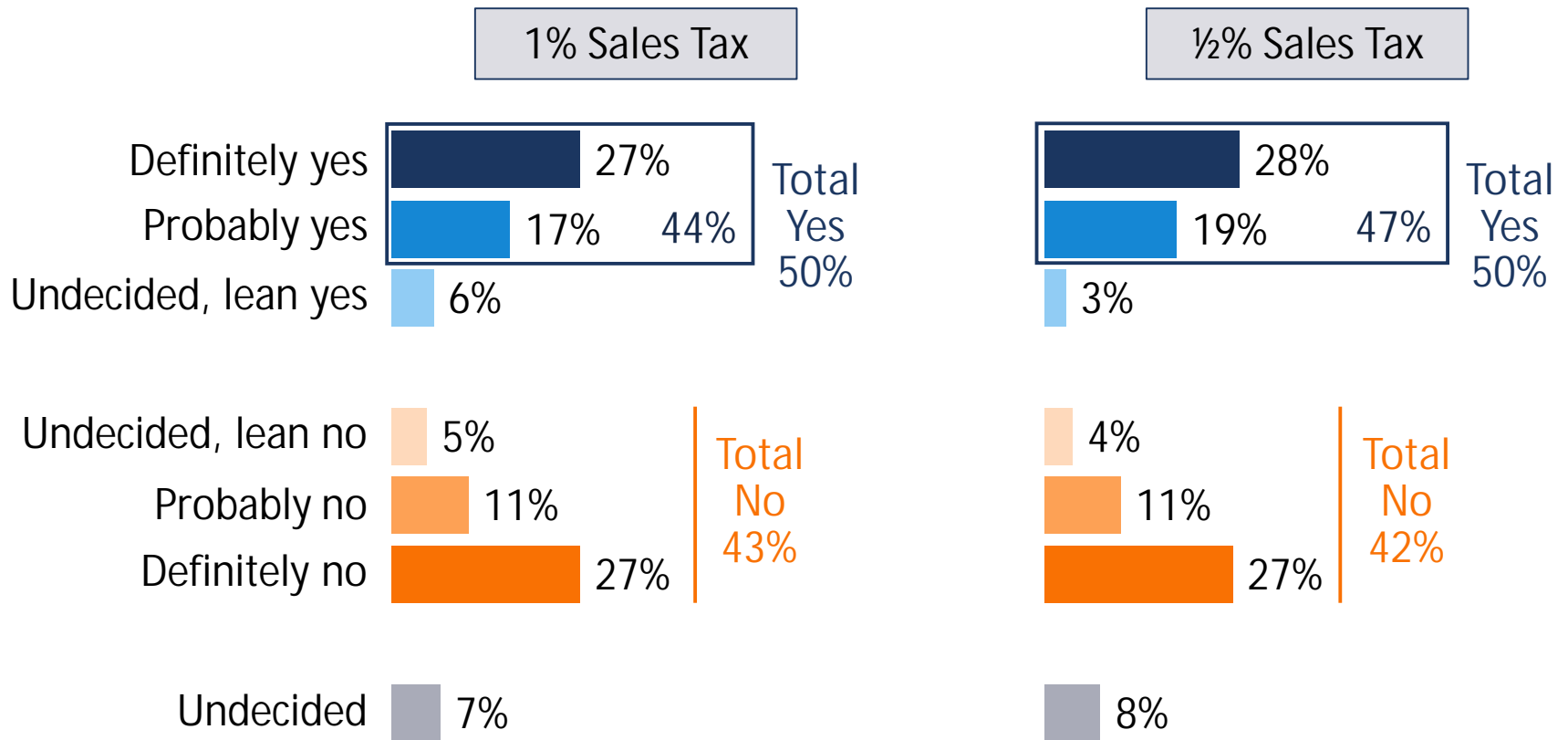
The more one perceives the City of Orange has a need for additional funds, the more one is likely to vote yes.

Initial Vote on the 1% Sale Tax Measure by Perception that the City of Orange Needs Additional Funds



Lowering the sales tax rate by a ½% does not make a significant difference in the level of support for a measure.

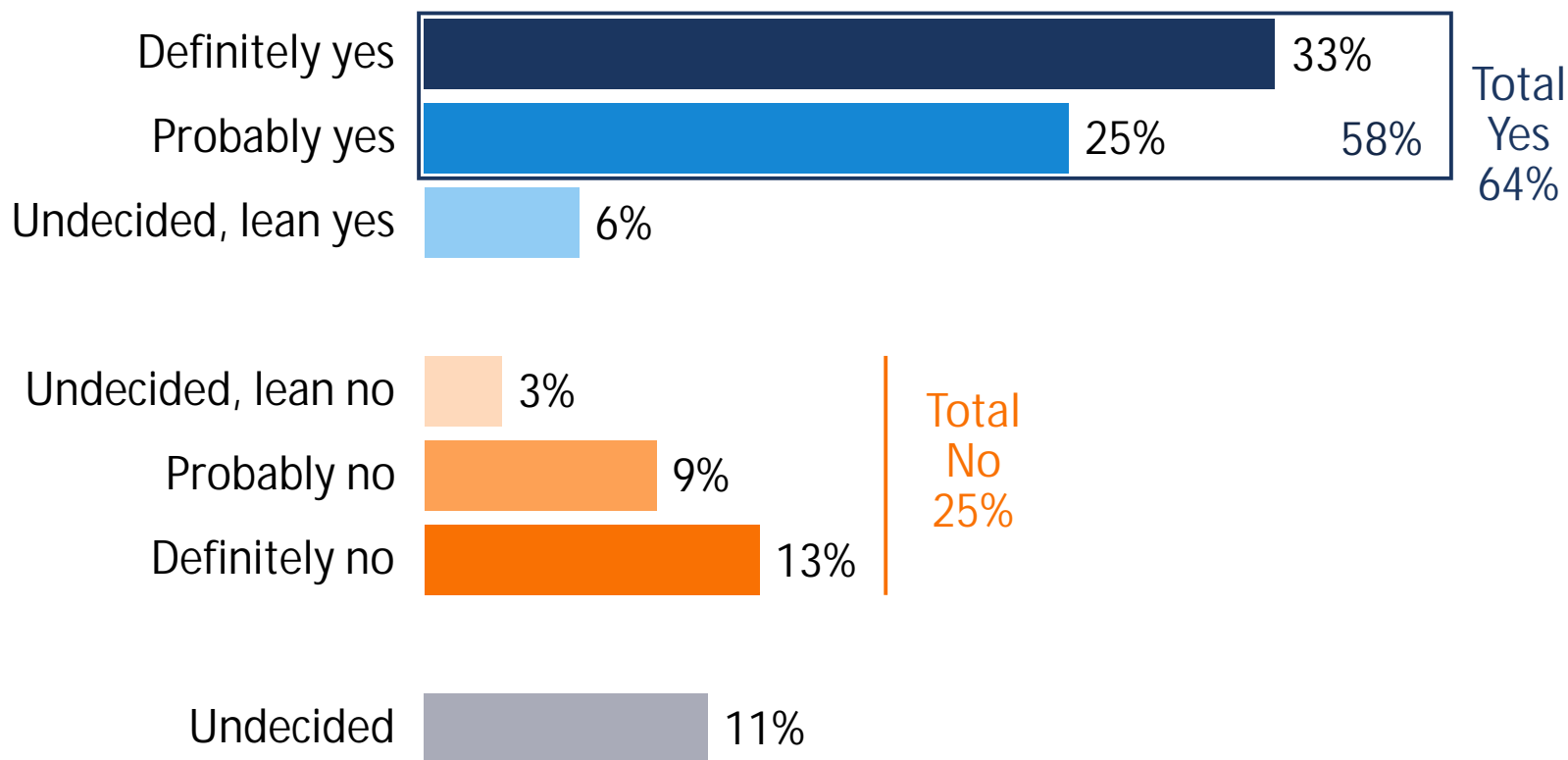
(M.O.E. = ±4.6%)



Q5. If the election were held today, do you think you would vote "yes" in favor of this measure or "no" to oppose it? Split Sample
 Q6. What if the proposed measure I just described established a ½% sales tax, raising \$25,000,000, instead of the 1% sales tax I just described which would raise \$50,000,000? If that were the case, do you think you would vote "yes" in favor of this measure or "no" to oppose it? Split Sample

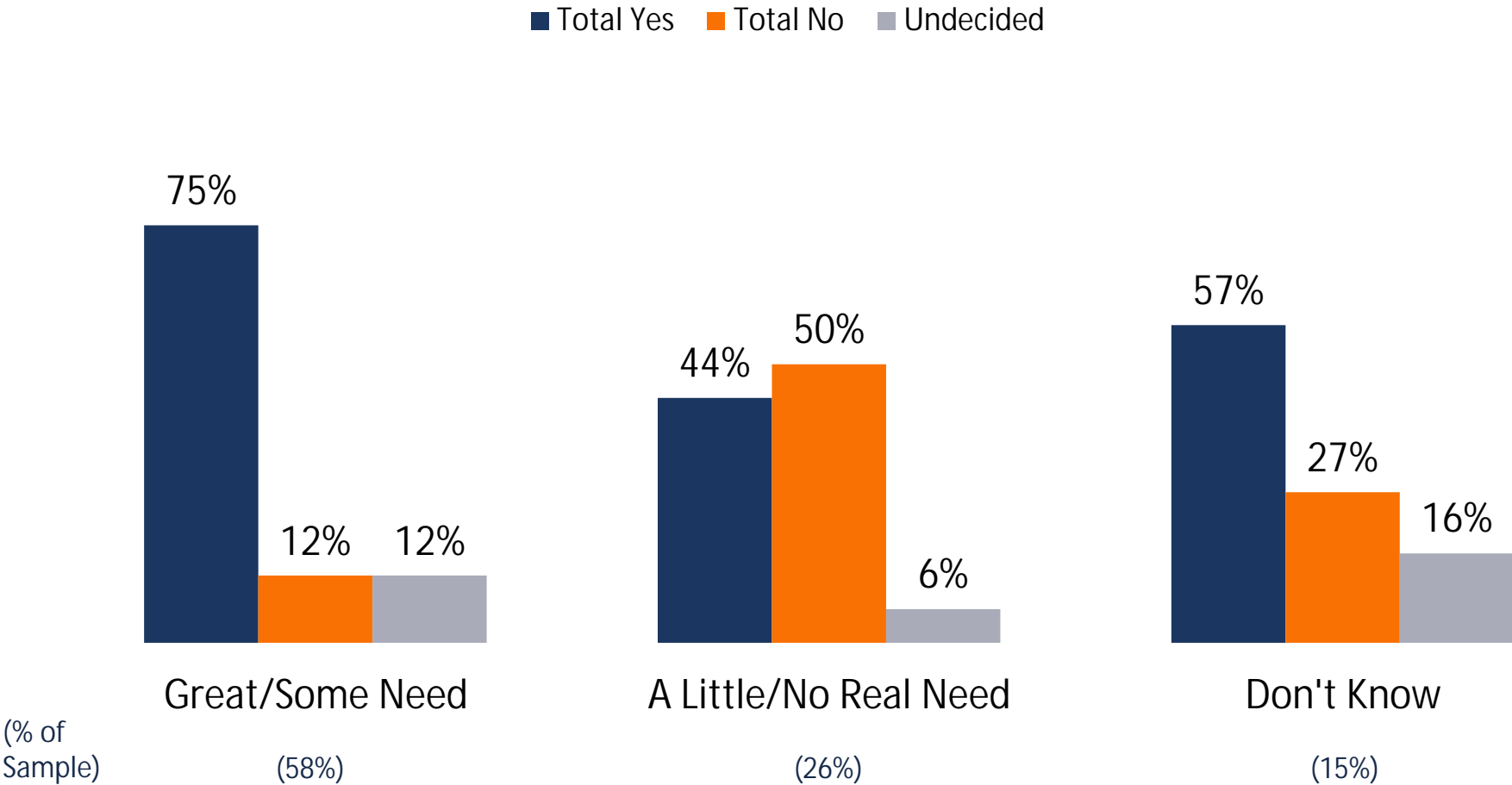
Overall, slightly less than two-thirds initially support the simple majority TOT measure, with roughly one-third having said they would definitely vote yes.

(TOT Measure, M.O.E. = $\pm 4.6\%$)



The more one perceives the City of Orange has a need for additional funds, the more one is likely to vote yes.

Initial Vote on the TOT Measure by Perception that the City of Orange Needs Additional Funds

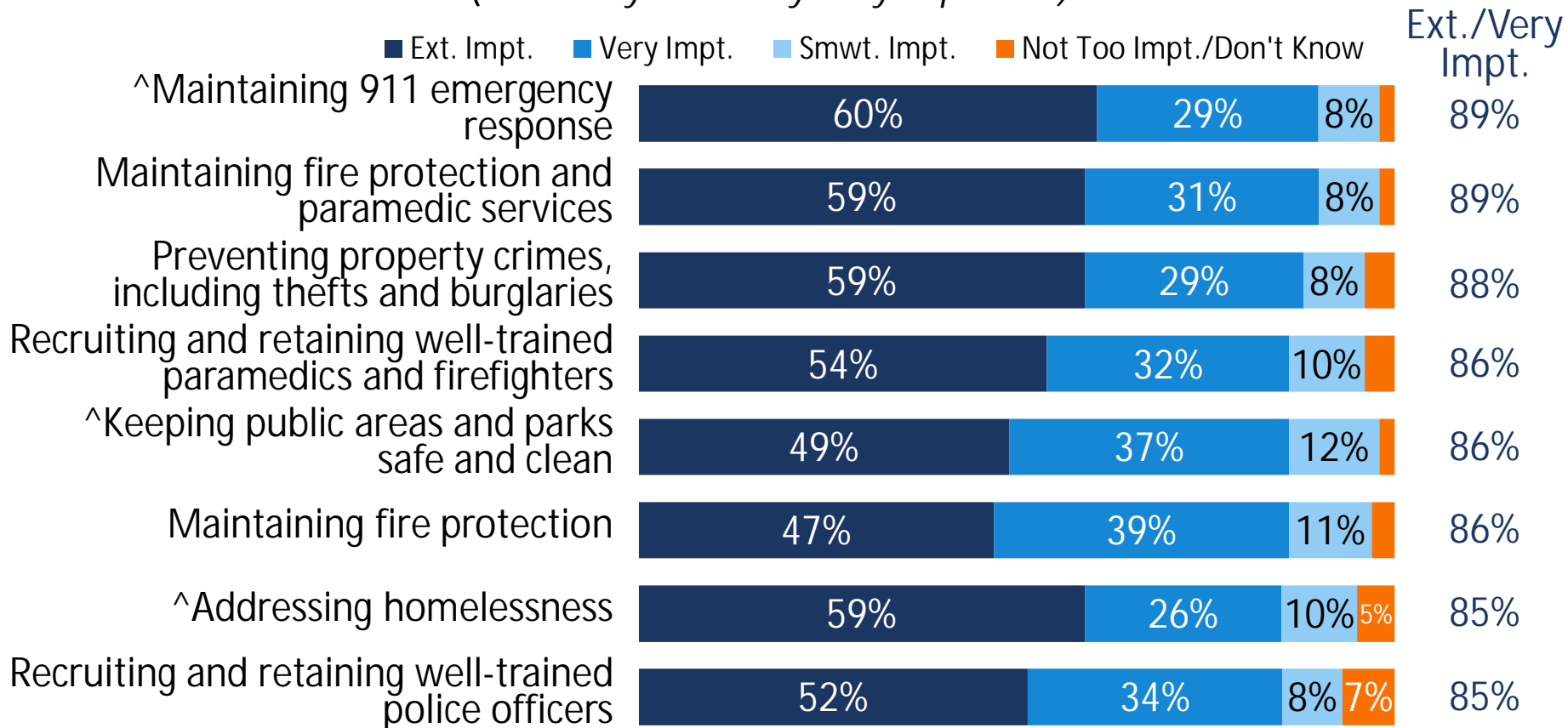




Budget Priorities

Public safety-related services and staff lead voter priorities, with addressing homelessness, ensuring children have safe places to play and keeping all funds local also considered top priorities by high percentages.

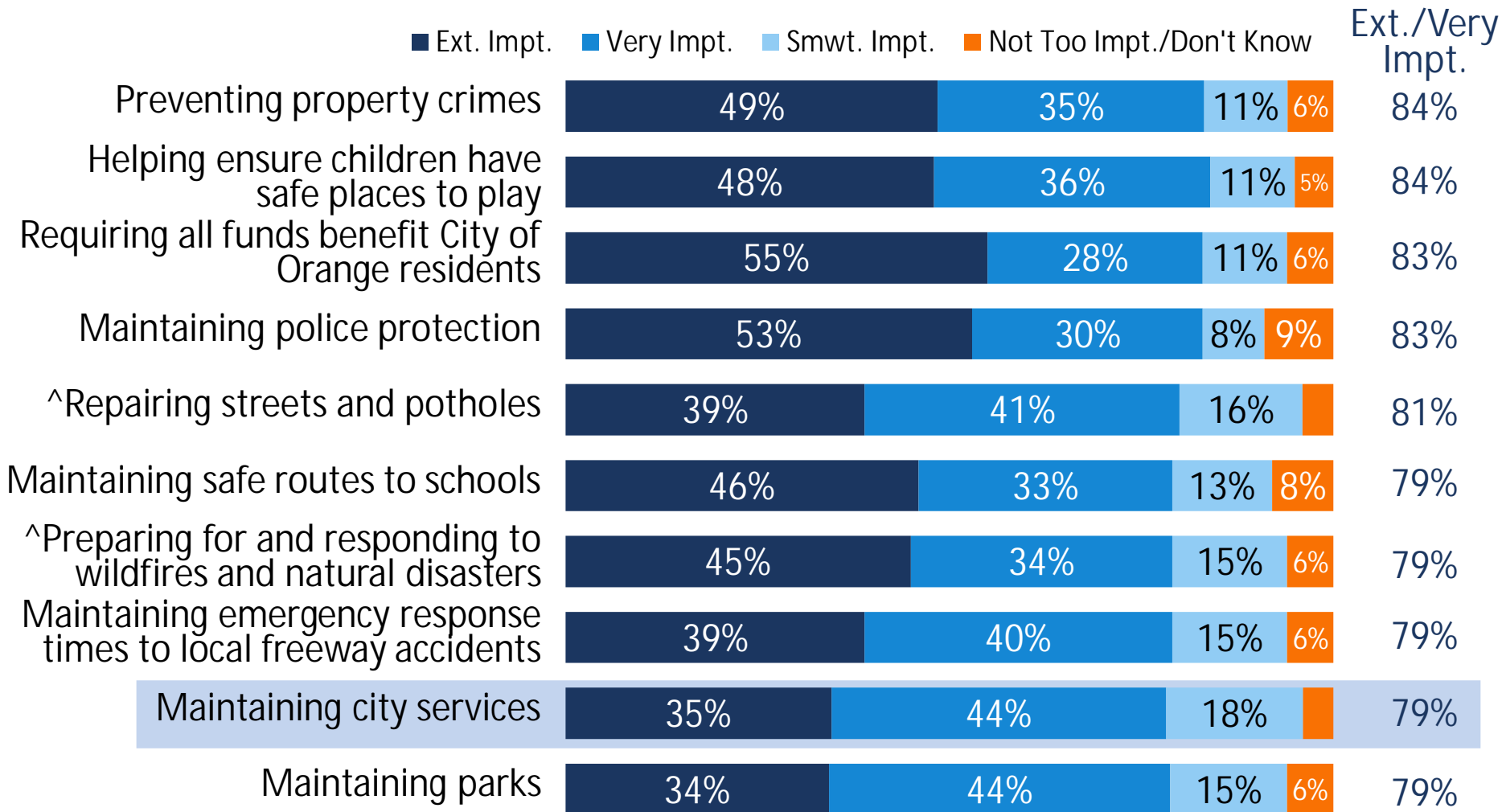
(Ranked by Extremely/Very Important)



Q8. I am going to read you a list of possible projects, features, and provisions that might be included in this local ballot measure. Regardless of how you feel about this measure, as I read each one, please tell me how important it is to you personally that each provision or use of funds is included in the measure: extremely important, very important, somewhat important, or not too important. ^Not Part of Split Sample

Continued

(Ranked by Extremely/Very Important)



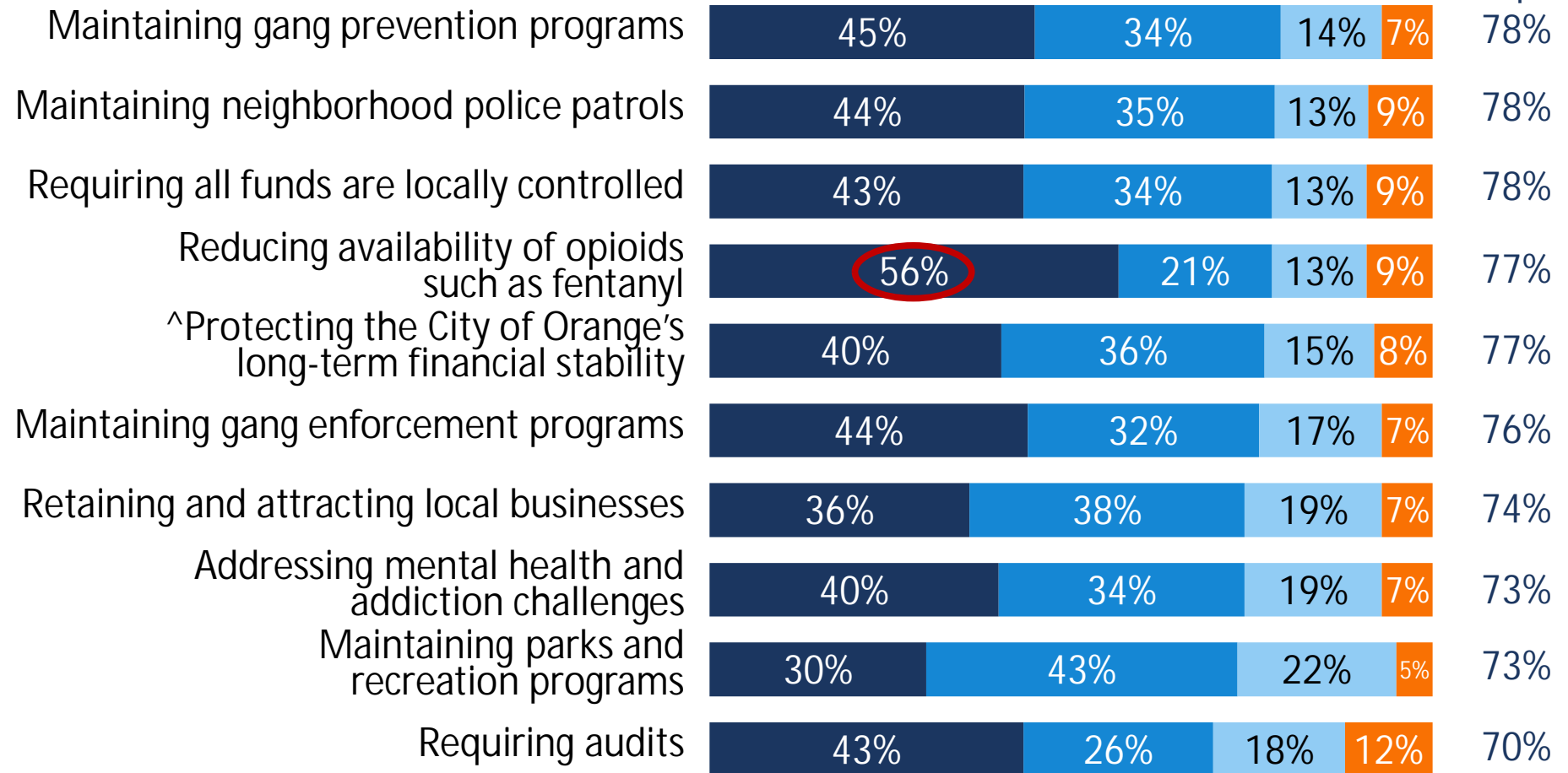
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Continued

(Ranked by Extremely/Very Important)

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

Ext./Very Impt.



Q8. I am going to read you a list of possible projects, features, and provisions that might be included in this local ballot measure. Regardless of how you feel about this measure, as I read each one, please tell me how important it is to you personally that each provision or use of funds is included in the measure: extremely important, very important, somewhat important, or not too important. ^Not Part of Split Sample



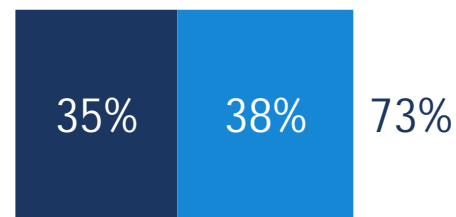
Effects of Education and Critical Statements

Ensuring the City has the needed firefighters, paramedics and equipment to maintain its emergency response; and helping provide funding to address homelessness are among leading reasons to support the measure.

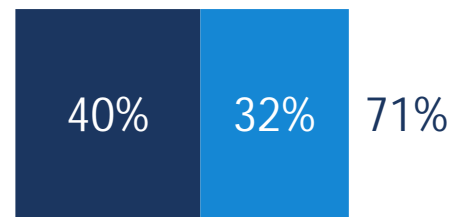
(Ranked by Total More Inclined to Vote Yes)

■ Much More Incl. ■ Smwt. More Incl.

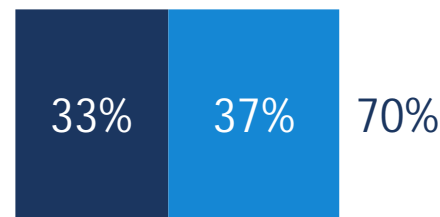
(RESPONSE TIMES - MEDICAL) So far this year alone, approximately 83% of calls to the City of Orange Fire Department have been related to medical emergencies. This measure will ensure that the City of Orange has the needed firefighters and paramedics, and lifesaving equipment to maintain its emergency response times and save lives.



^(HOMELESS) Last year the City of Orange had one of the highest numbers of homeless individuals in North Orange County. This measure will help provide funding for the City to address homelessness by connecting them with available non-profit and regional services, including mental health and substance abuse treatment, emergency shelter, food services, and health and social services. This will also ensure The Plaza, and other business districts, parks and public areas are safe and secure for everyone.



(PARKS) The City of Orange prides itself on 22 parks serving the community, but the City does not have the funding needed to continue to keep them clean and safe. This measure will upgrade playgrounds, so children have safe places to play; repair park bathrooms and leaky roofs; update safety lighting and keep park facilities clean.

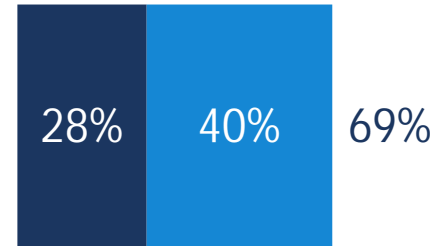


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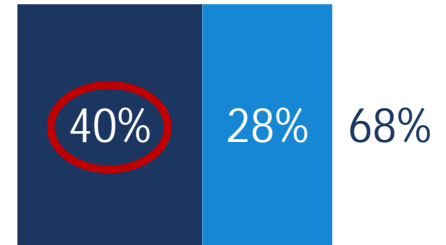
(Ranked by Total More Inclined to Vote Yes)

■ Much More Incl. ■ Smwt. More Incl.

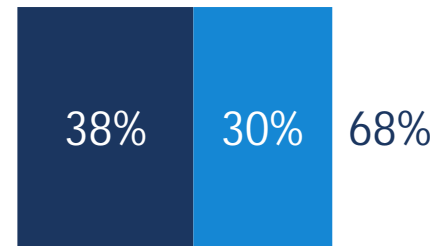
(WILDFIRES) The Freeway Complex Fire and the Canyon Fires are important reminders that our community is vulnerable to ongoing threats of Santa Ana winds that lead to wildfires. This measure will improve the City's ability to respond to one or more fires before they get out of control by helping to retain and attract well-qualified firefighters; update the fire equipment and trucks; and support efforts to reduce the risk of wildfires.



(PROPERTY CRIME) Last year in the City of Orange, there were over 1,800 reported burglaries and thefts, including 480 reported car thefts. This measure will help maintain 911 emergency response times, and police patrols in neighborhoods and business areas to keep residents and their property safe.



^(ACCOUNTABILITY) This measure includes tough accountability provisions such as public disclosure of all spending and annual independent financial audits. These fiscal safeguards will ensure that funds from this measure will be used efficiently, effectively and as promised.

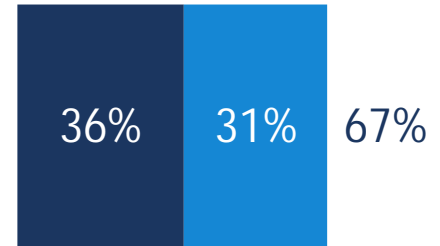


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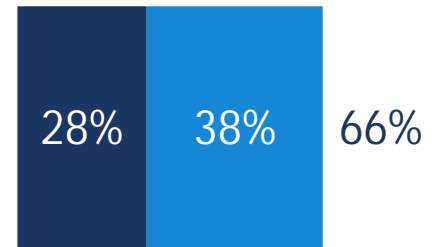
(Ranked by Total More Inclined to Vote Yes)

■ Much More Incl. ■ Smwt. More Incl.

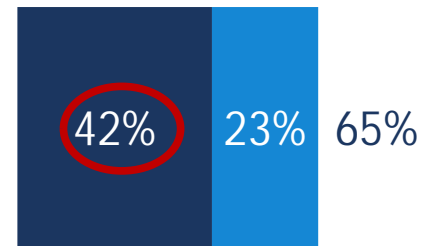
^(LOCAL CONTROL) In the last five years alone, Sacramento and DC politicians have taken away tens of millions of dollars in funding and local tax revenue from the City. All funds raised by this measure are legally required to be spent in the City of Orange, which will ensure local control of this revenue and provide a guaranteed source of funding for city services that cannot be taken by Sacramento or Washington, DC.



^(STREETS) Prior to this year's rainy season, independent engineers rated nearly one-quarter of the City of Orange's streets and roads as "fair," "poor," or "very poor"; the roads have only gotten worse. It is time we fund these needed street and pothole repairs before the problem gets even worse and more expensive to fix.

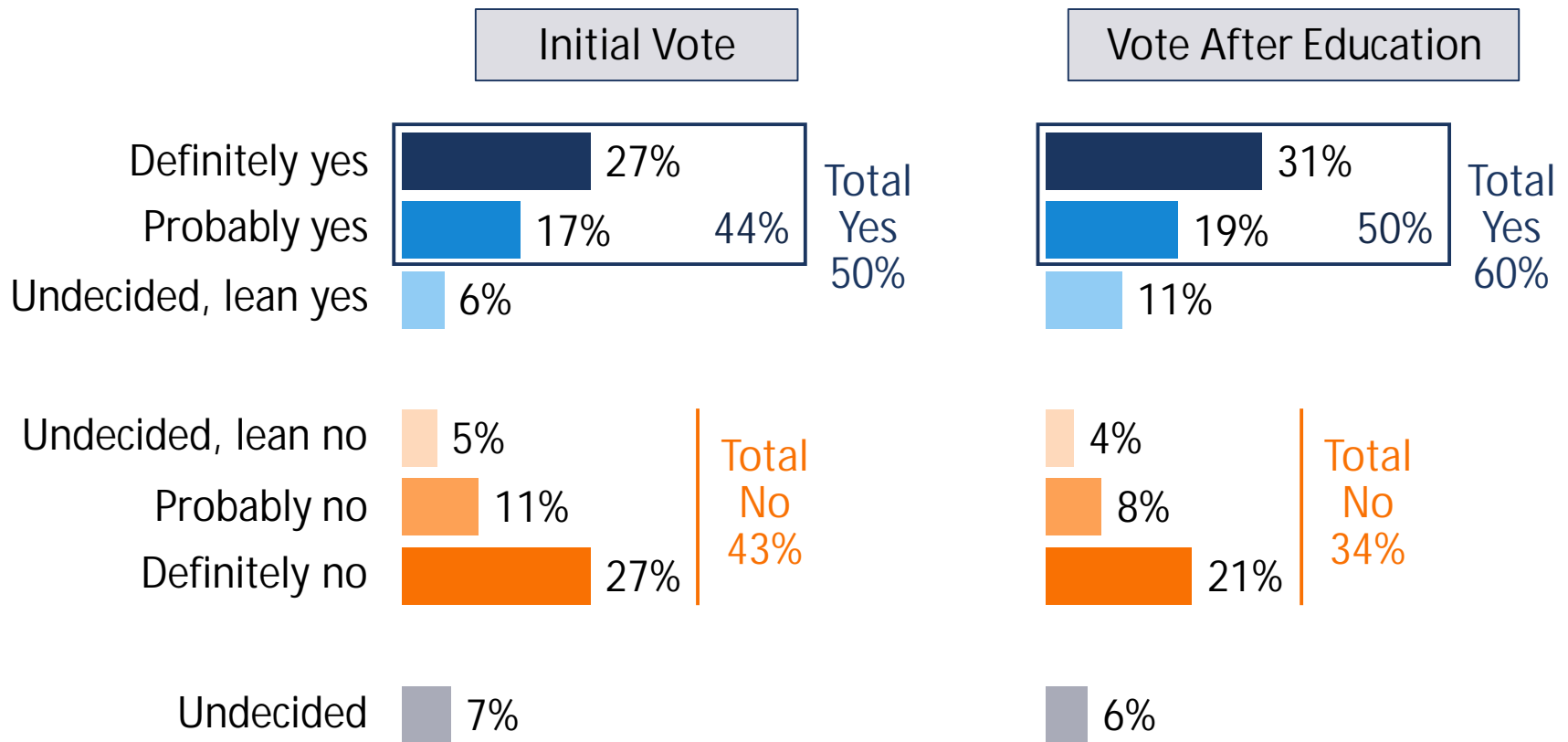


(PATROLS) During certain times of the day, there are no more than ten police officers patrolling our City, which makes up more than 137,000 residents plus visitors. This measure would help retain and attract police officers to increase the number of patrols and keep neighborhoods and residents safe.



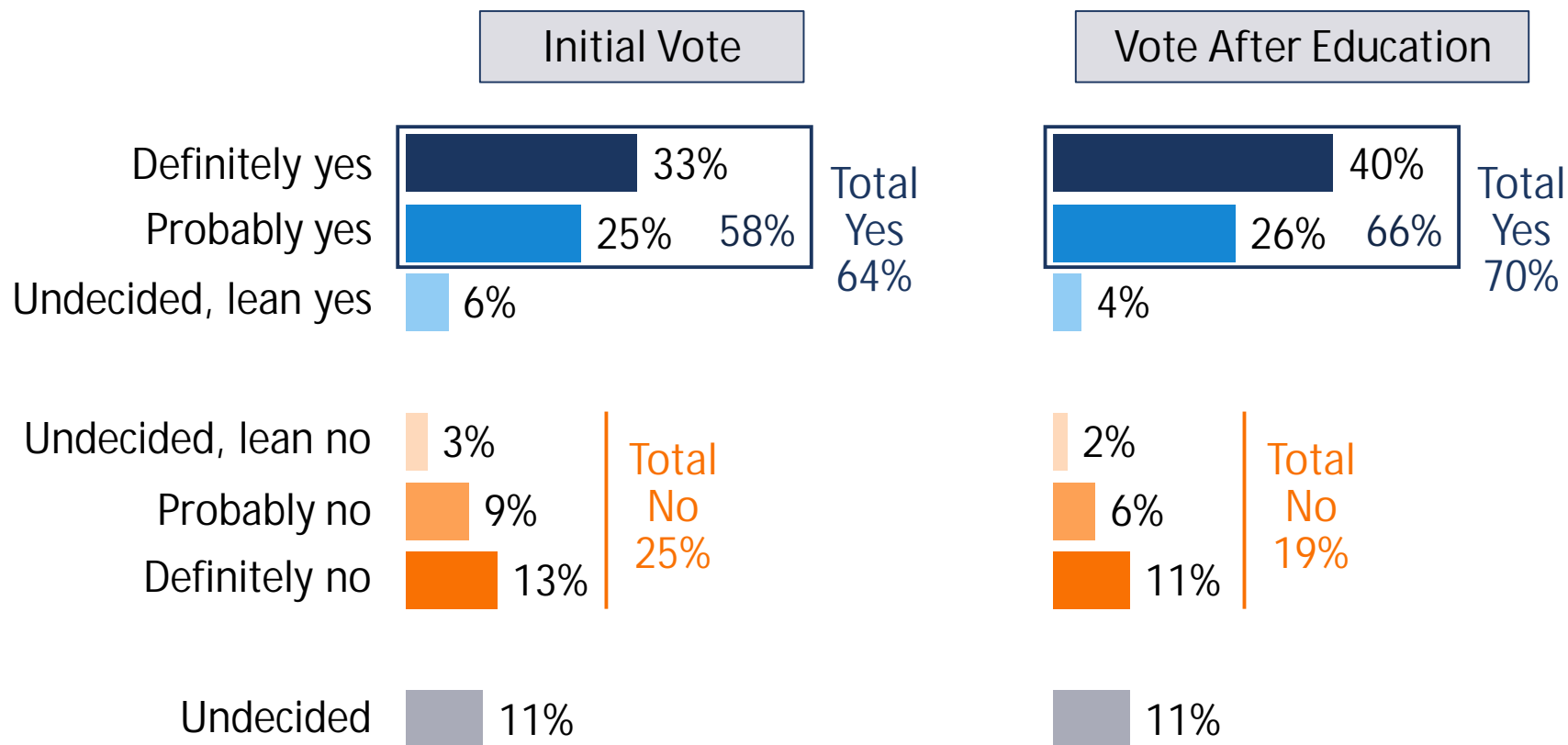
After education, overall support for the 1% sales tax increases 10 percentage points from 50 to 60 percent.

(1% Sales Tax, M.O.E. = ±4.6%)



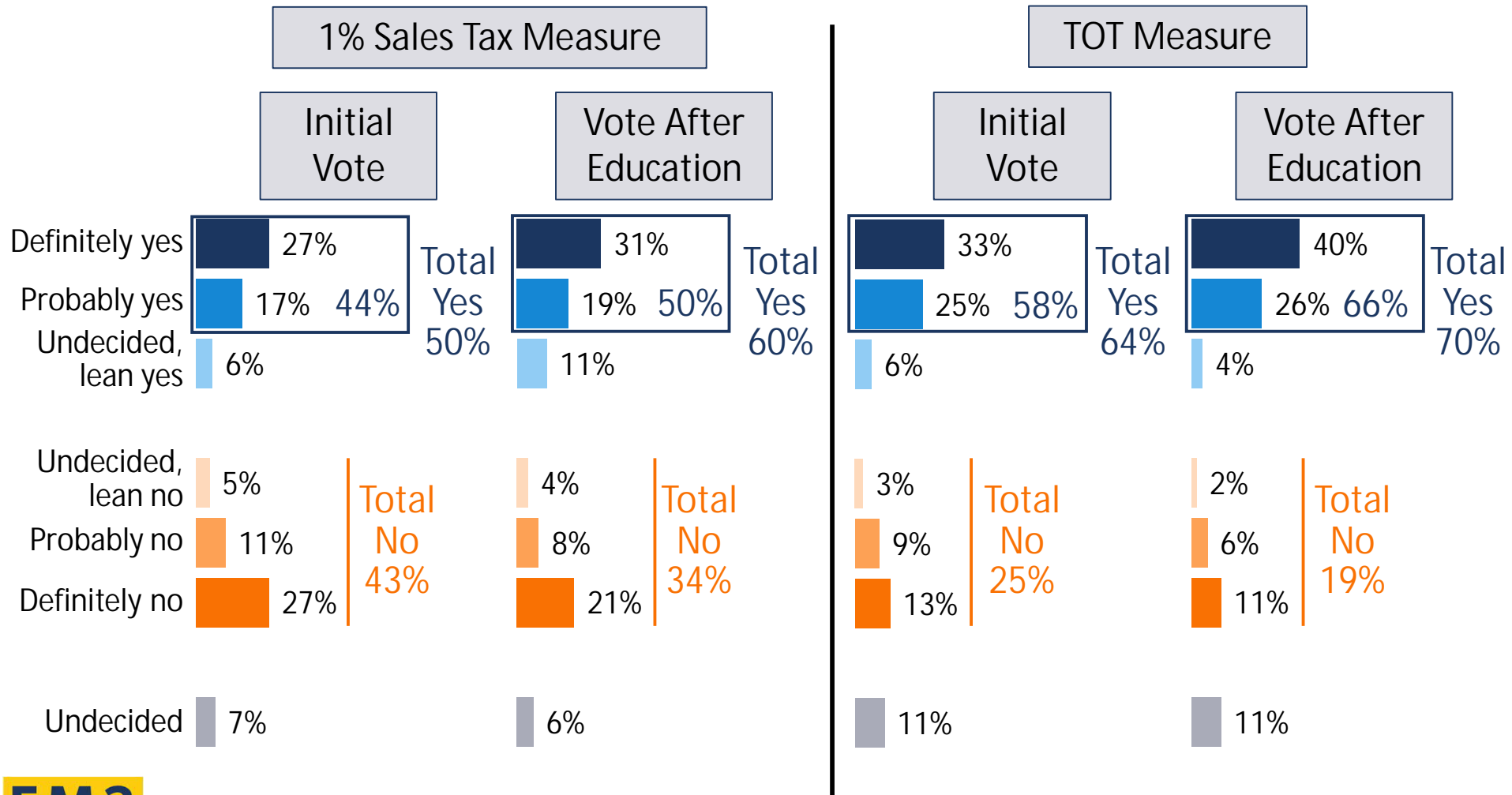
After education, overall support for the TOT increases six percentage points from 64 to 70 percent.

(TOT Measure, M.O.E. = ±4.6%)



After education, both measures receive support above the threshold for passage and above the margin error; however, the intensity of support for the TOT is much greater than the sales tax.

(M.O.E. = ±4.6% for Each Measure)





Conclusions

Conclusions

- General Perceptions of the City:
 - A plurality perceive things in Orange are headed in the right direction.
 - Top of mind concerns include homelessness; crime, safety, and drugs; and affordable housing.
 - Six-in-ten perceive that the City needs at least some additional funds, but only one-quarter believe there is a “great need.”
- Revenue Measure:
 - A sales tax could be viable, but it will require considerable educational outreach.
 - A TOT increase of 5%, with education appears viable.

Conclusions; Continued

- Budget Priorities include:
 - Maintaining 9-1-1 emergency response
 - Fire protection
 - Preventing property crimes
 - Addressing homelessness
 - Recruiting and retaining well-trained paramedics, firefighters and police officers



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