

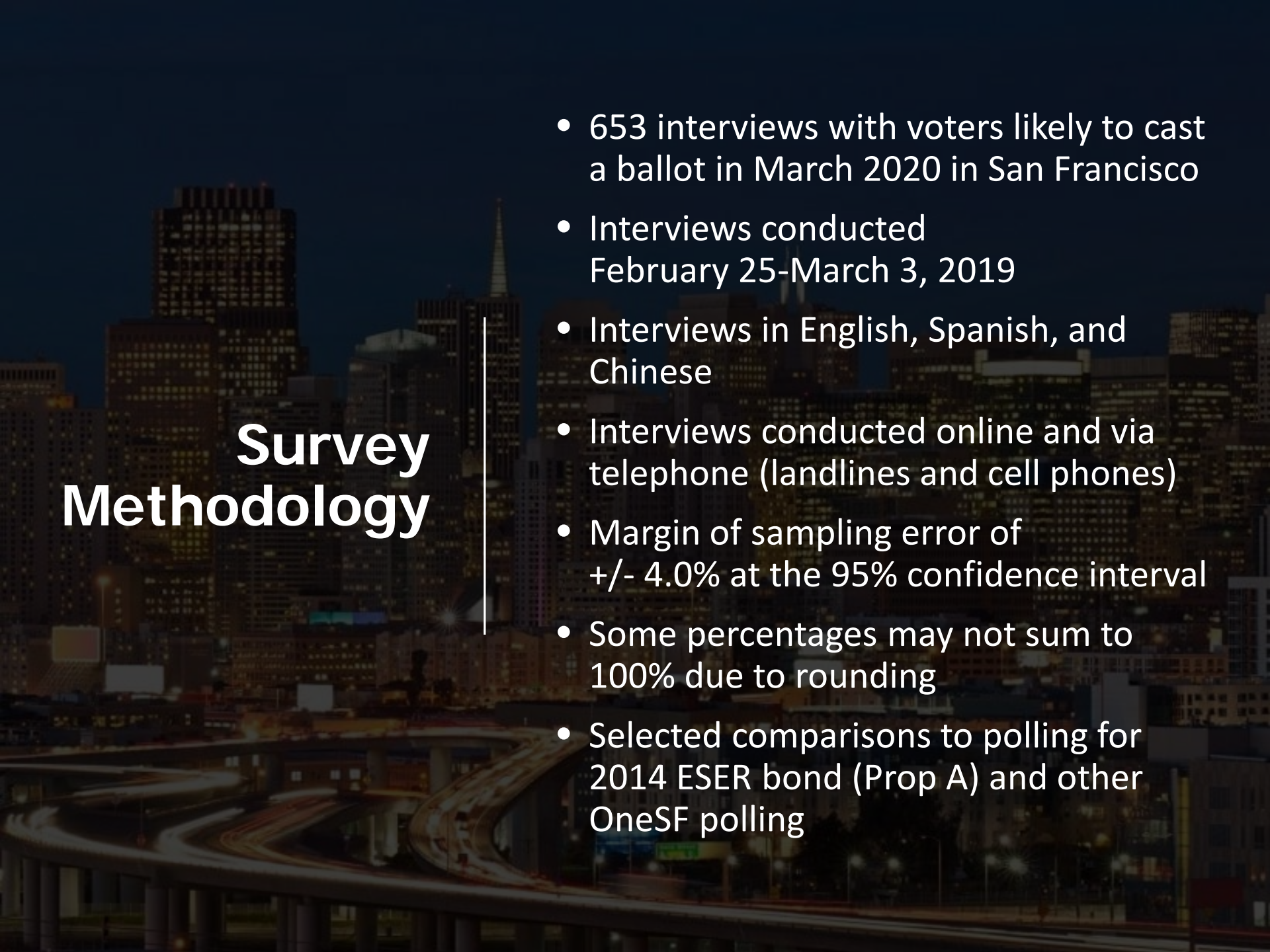


San Francisco Proposed ESER Bond Measure

Findings from a Citywide Voter Survey Conducted February 25-March 3, 2019



OPINION
RESEARCH
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A dark, atmospheric photograph of the San Francisco skyline at night, with city lights reflecting on a highway in the foreground. The image serves as a background for the presentation slide.

Survey Methodology

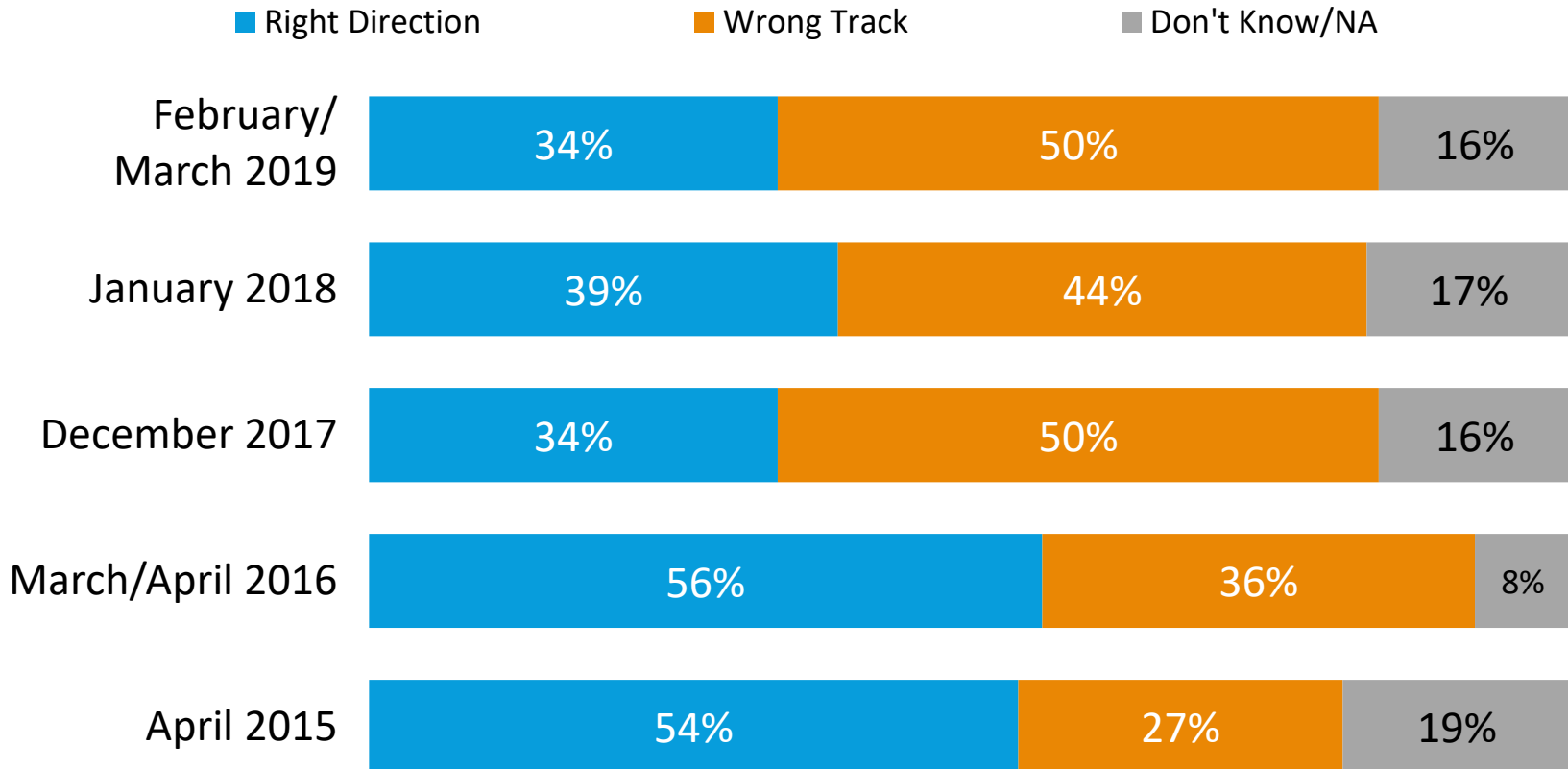
- 653 interviews with voters likely to cast a ballot in March 2020 in San Francisco
- Interviews conducted February 25-March 3, 2019
- Interviews in English, Spanish, and Chinese
- Interviews conducted online and via telephone (landlines and cell phones)
- Margin of sampling error of $\pm 4.0\%$ at the 95% confidence interval
- Some percentages may not sum to 100% due to rounding
- Selected comparisons to polling for 2014 ESER bond (Prop A) and other OneSF polling



Issue Context

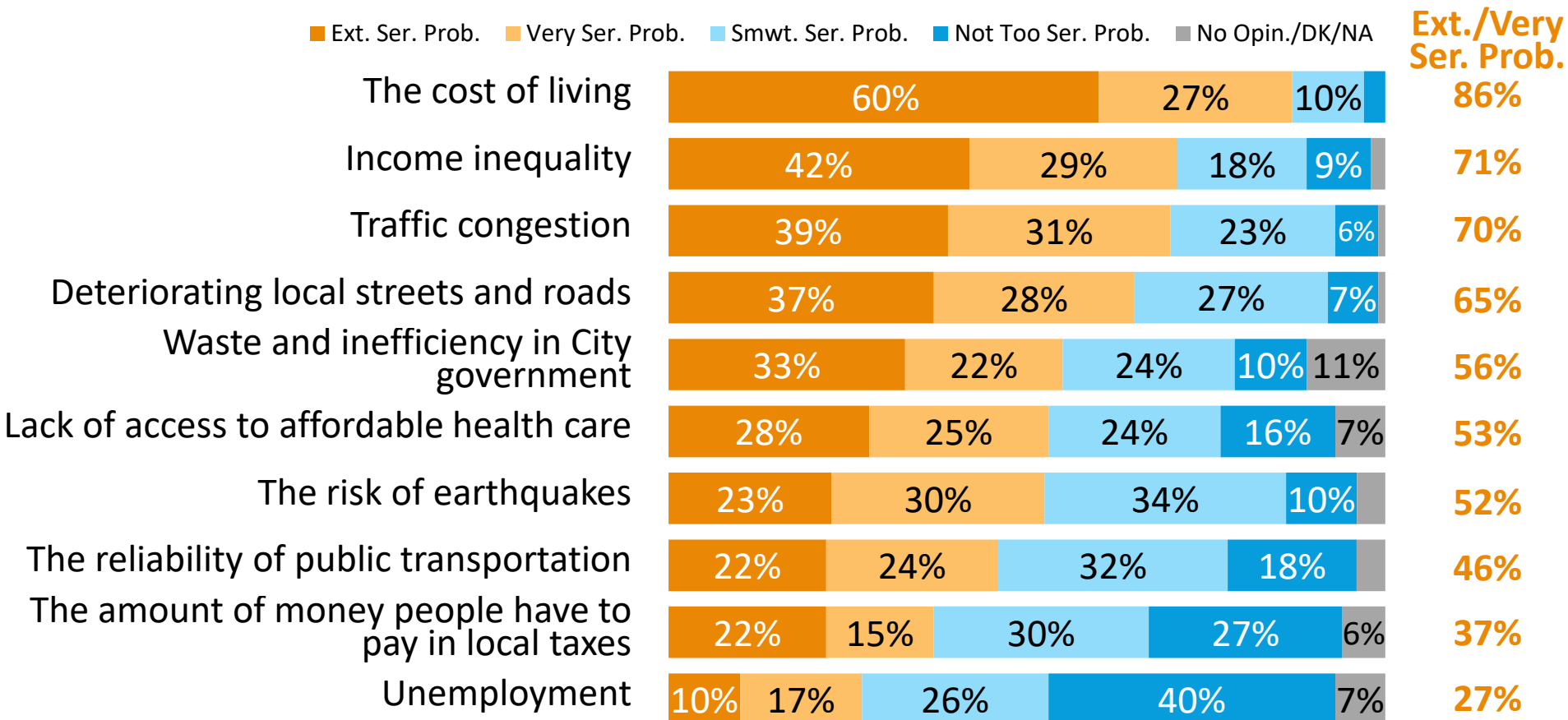
Voters are increasingly pessimistic about the direction of San Francisco.

Do you feel things in San Francisco are generally going in the right direction or do you feel things have gotten off on the wrong track?



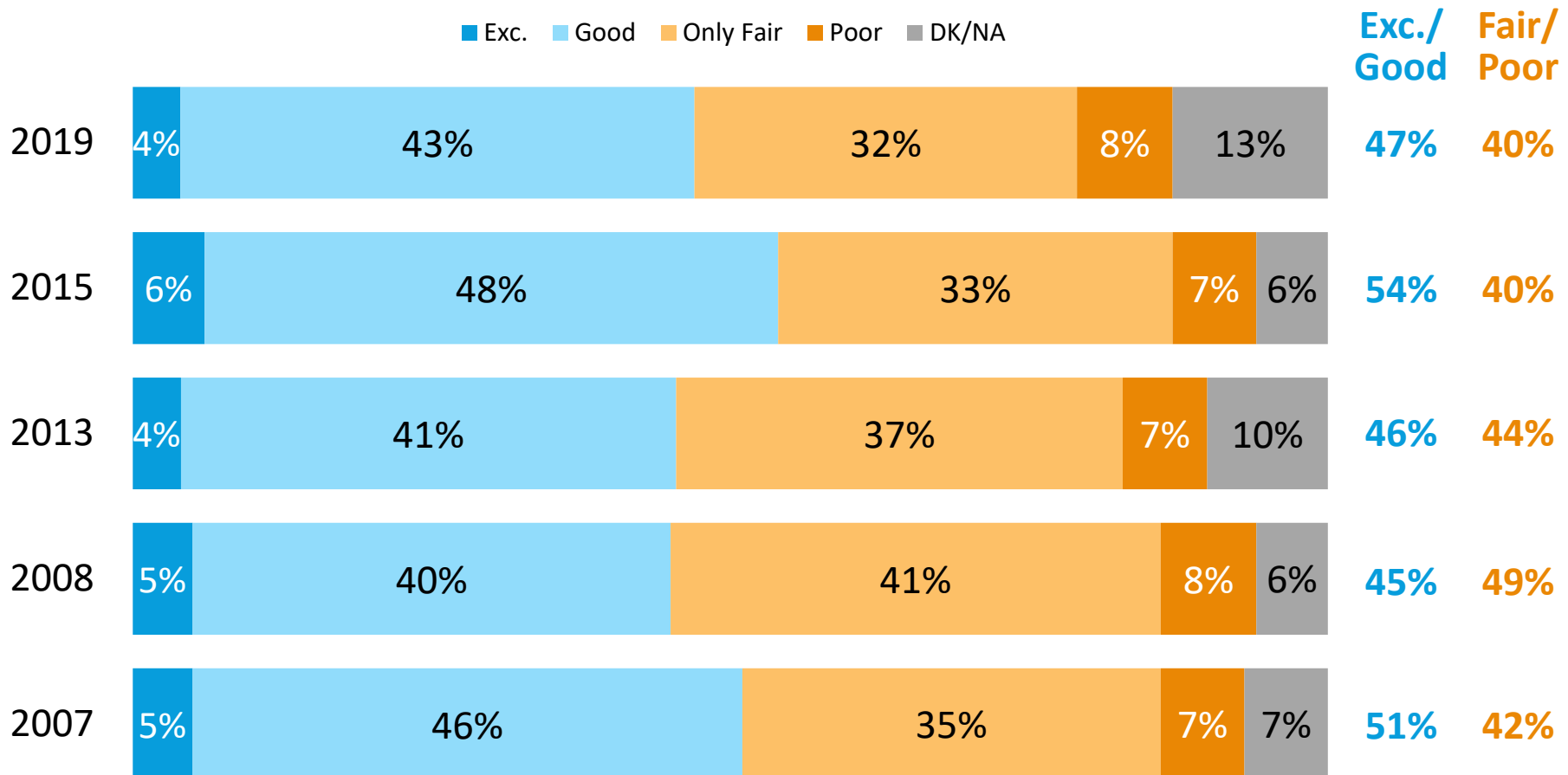
San Francisco voters rate the cost of living and income inequality among the biggest problems facing the city.

I'm going to read you a list of issues that some people say may be problems in San Francisco. Please tell me if you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or not a serious problem in San Francisco.



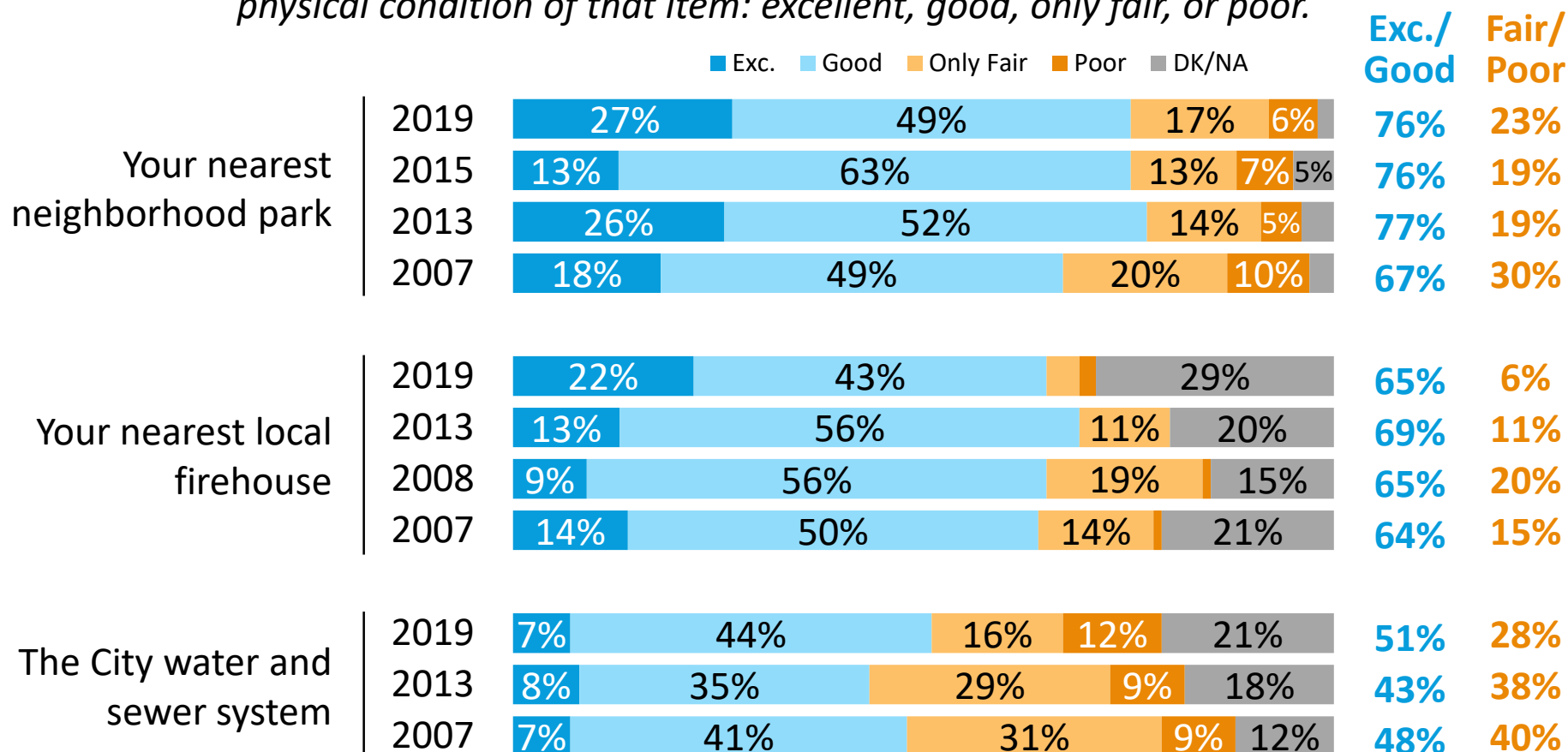
As in prior years, voters are divided on the condition of the City's facilities.

In general, how would you rate the physical condition of buildings and facilities managed by the City and County of San Francisco?

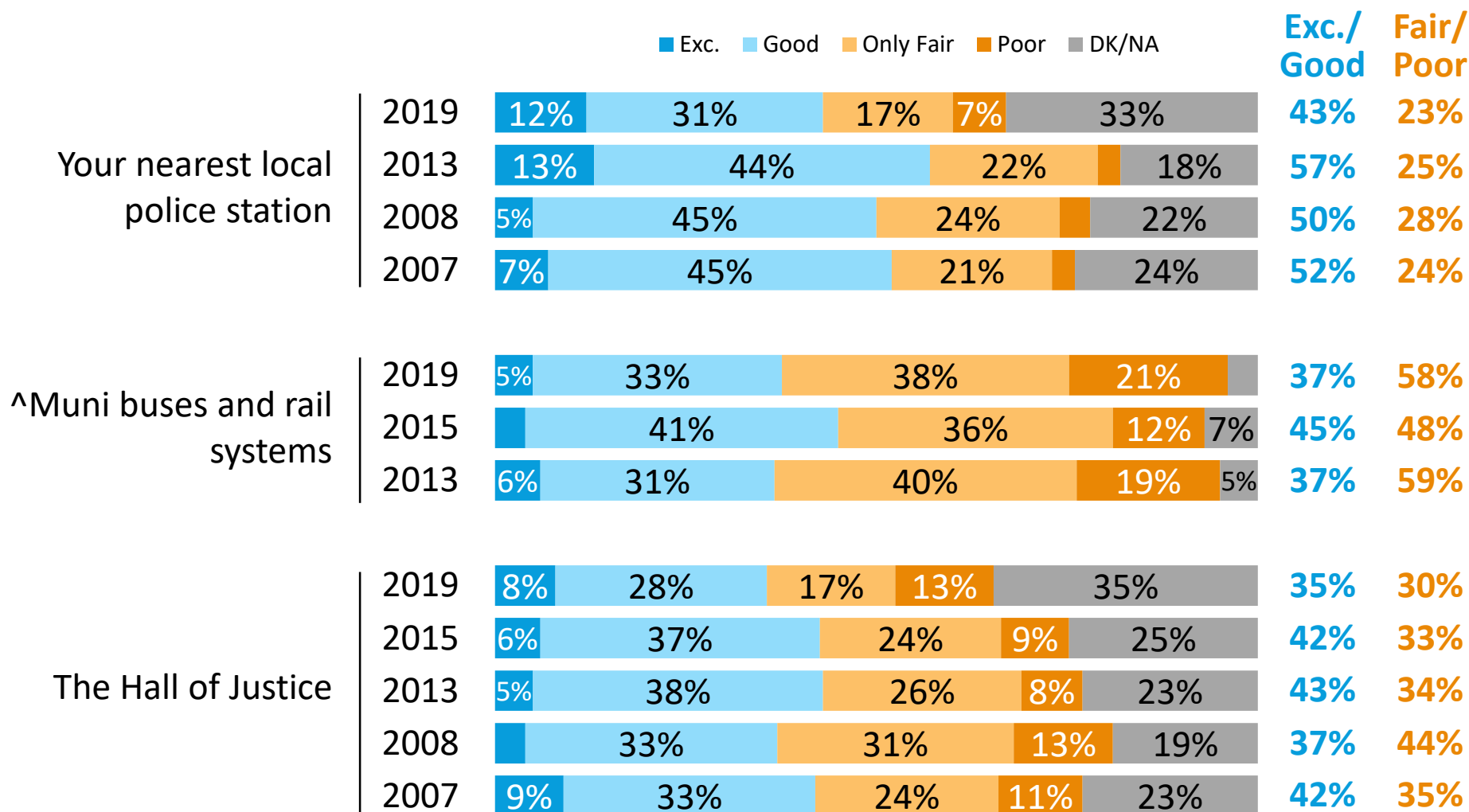


Voters feel like their neighborhood parks are in good condition; they are more divided on (and less familiar with) other public facilities.

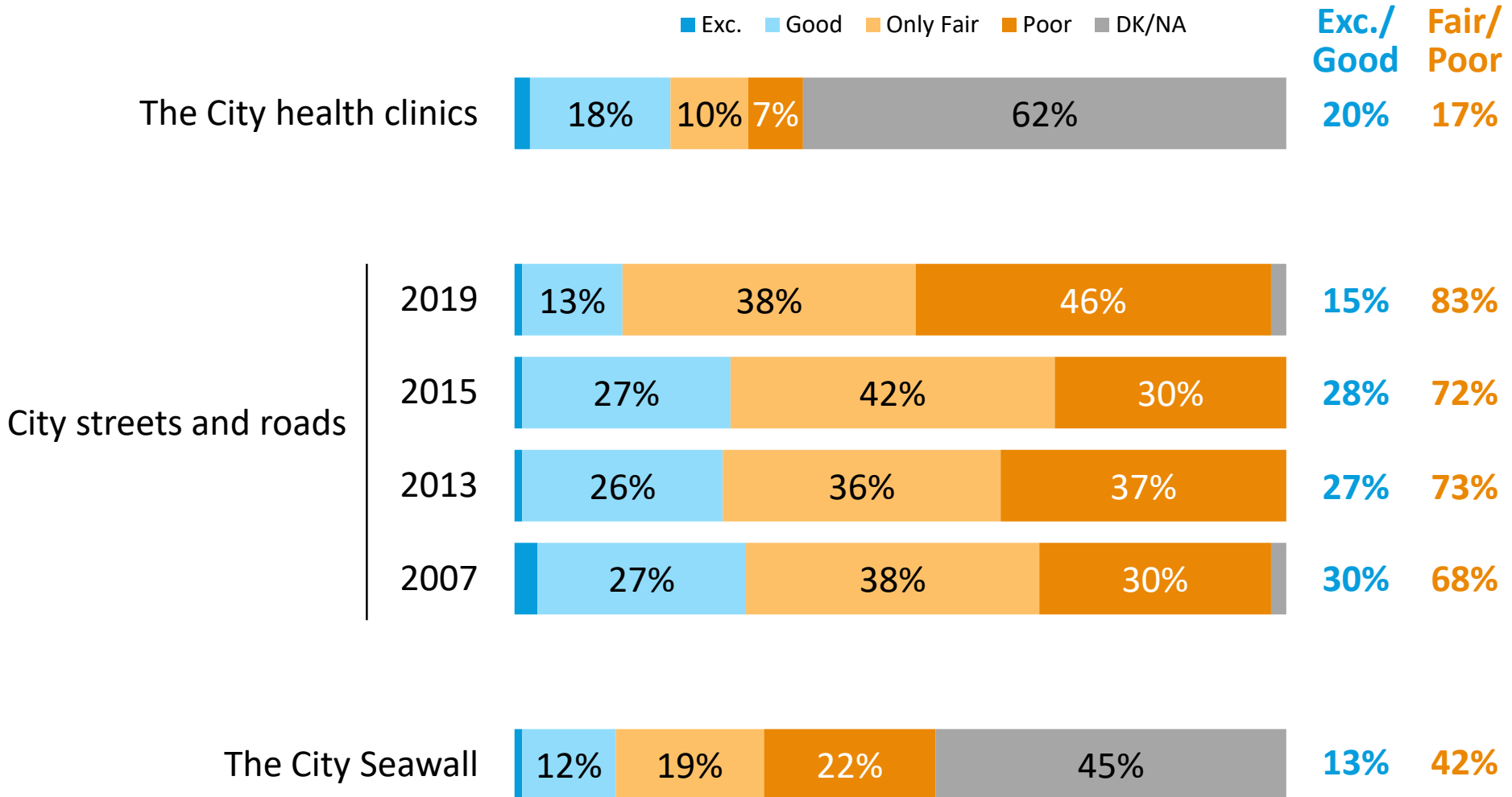
I am going to read you the names of several specific public facilities, buildings, spaces, and other infrastructure in San Francisco. Please tell me how you would rate the physical condition of that item: excellent, good, only fair, or poor.



Voters have offered consistently negative evaluations of Muni infrastructure...



...and the same for city streets and roads, with a sharp decline in the last few years.





Initial Attitudes Toward a Proposed ESER Measure

AB195-Compliant ESER Bond Measure

Language Tested

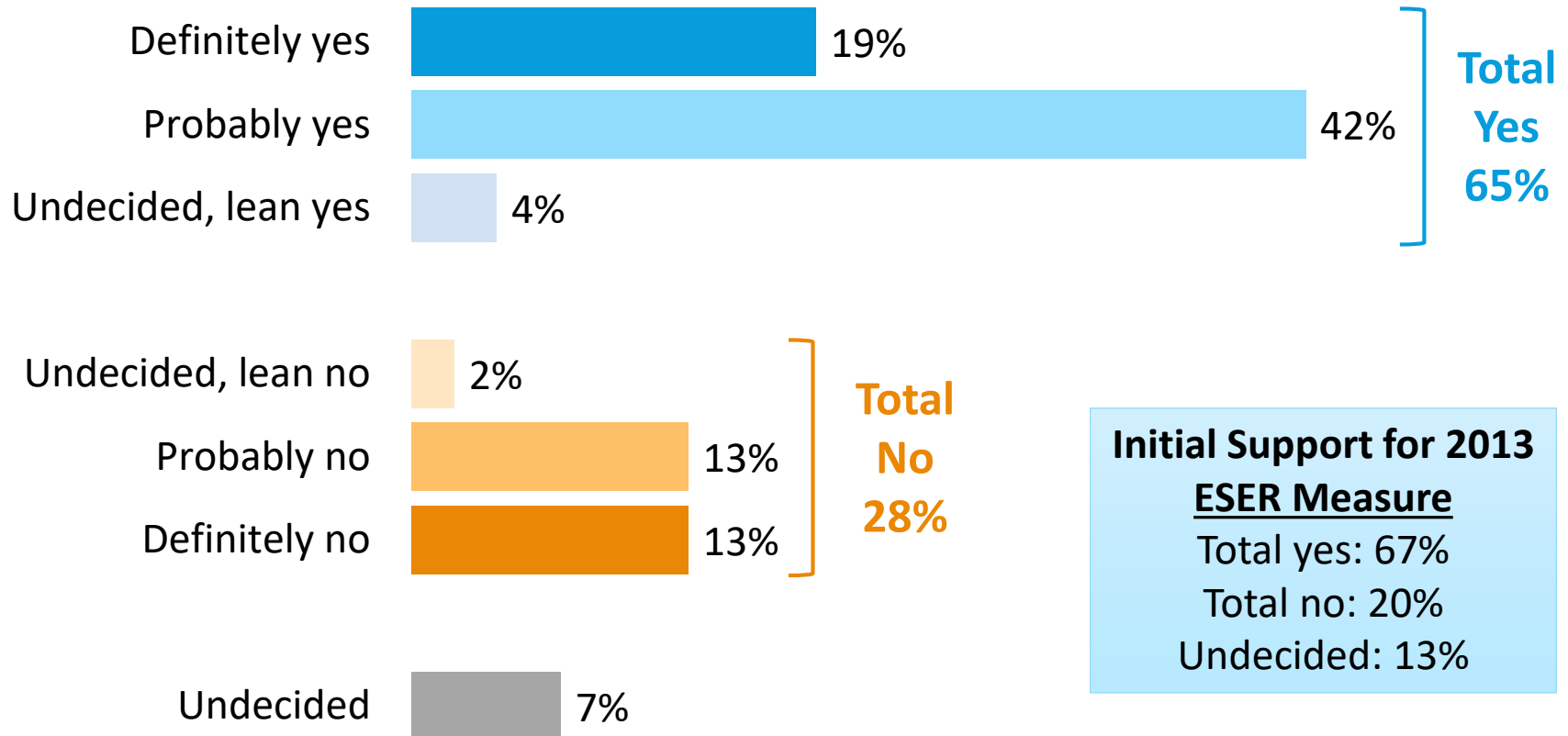
To improve fire, earthquake and emergency response by:

- improving and/or replacing deteriorating cisterns, pipes, and tunnels, and related facilities to ensure firefighters a reliable water supply to fight fires during emergencies and disasters;
- improving and/or replacing neighborhood fire and police stations and training facilities;
- expanding the 911 Call Center to ensure adequate capacity for sufficient staffing; and
- replacing certain seismically-unsafe facilities needed for effective emergency response with earthquake-safe buildings and to pay related costs,

shall the City and County of San Francisco issue \$600 million in general obligation bonds, with a duration up to 30 years from the time of issuance, an estimated tax rate of \$14.67 per \$100,000 of assessed property value, and estimated annual revenues of up to \$55 million, subject to citizen oversight. and regular audits?

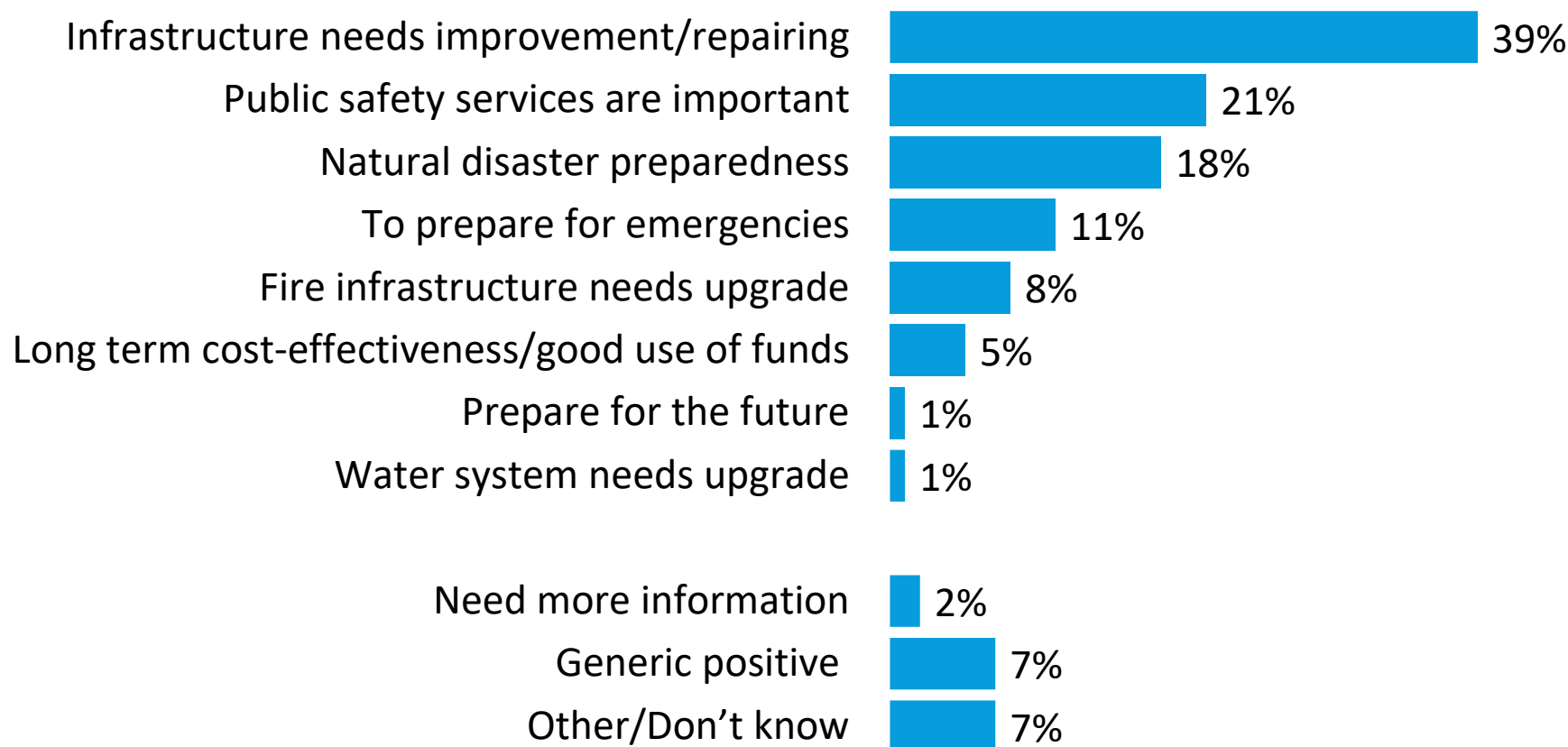
Nearly two-thirds say they will vote “yes” on the measure.

If there were an election today, do you think you would vote “yes” in favor of this measure or “no” to oppose it?



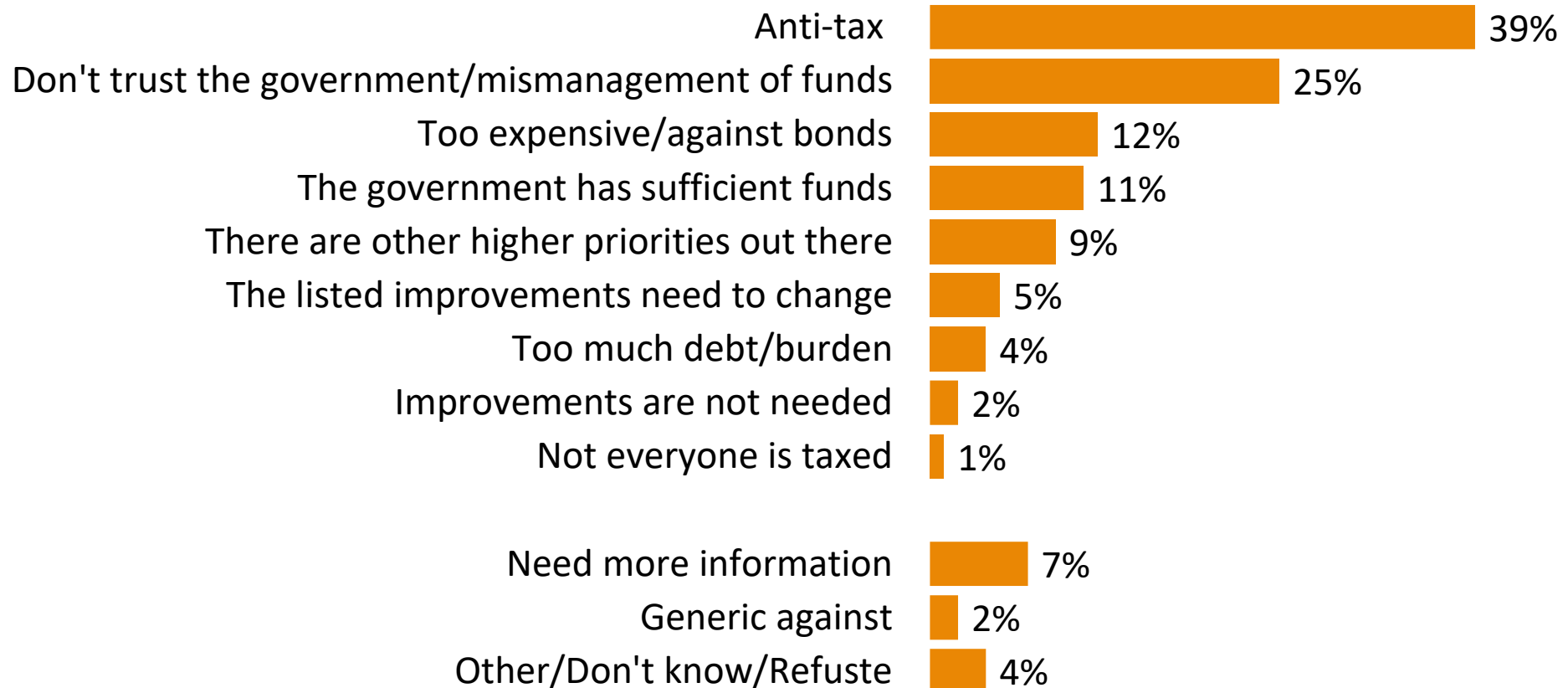
Those supportive of the measure voice support for improving public safety infrastructure.

*In a few words of your own, why would you vote **YES** on this measure?
(Open Ended; Asked of Yes Voters Only)*



The opposition is motivated by anti-tax sentiment and a lack of trust in government.

*In a few words of your own, why would you vote **NO** on this measure?
(Open Ended; Asked of No Voters Only)*

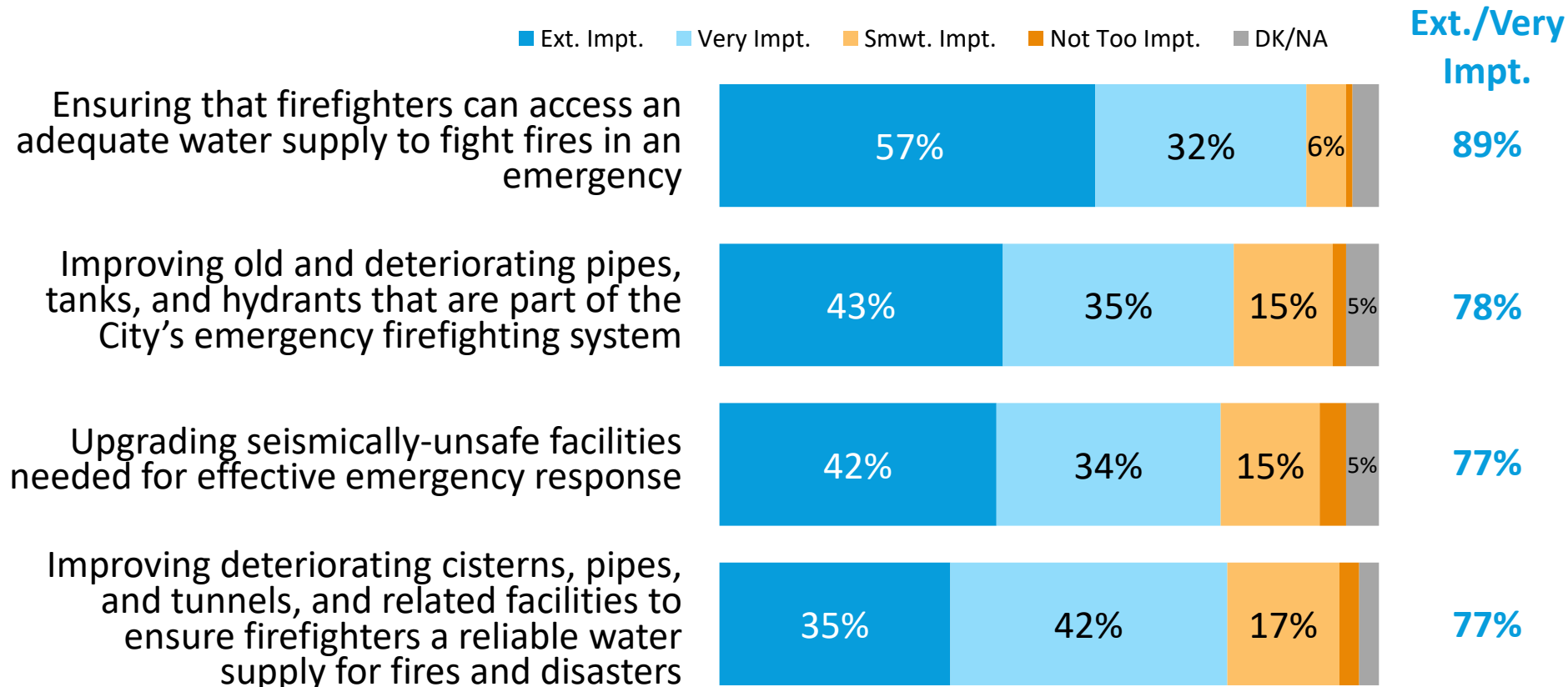




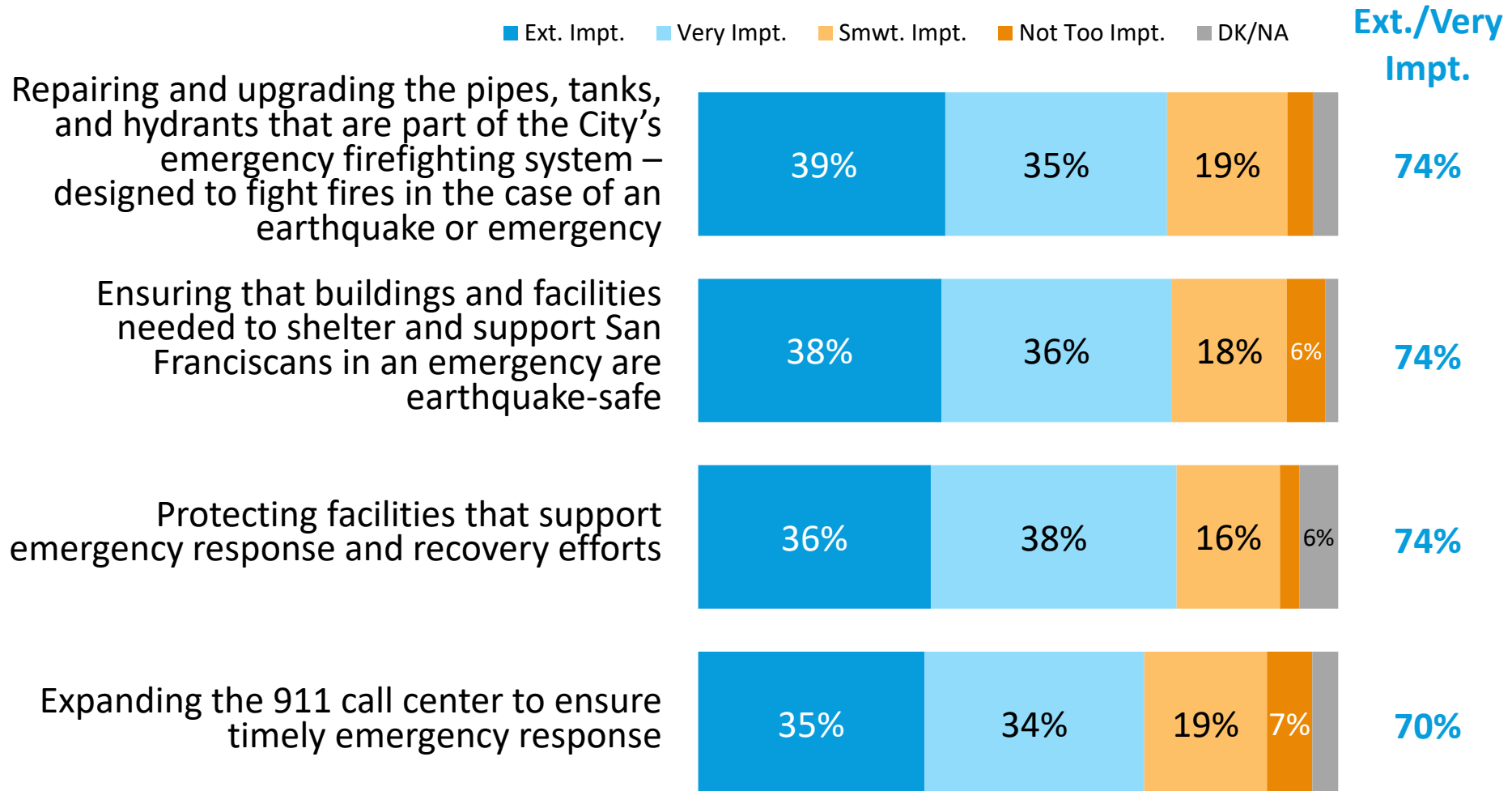
Bond Project Priorities

Voters place the highest priority on ensuring firefighters can access water in an emergency.

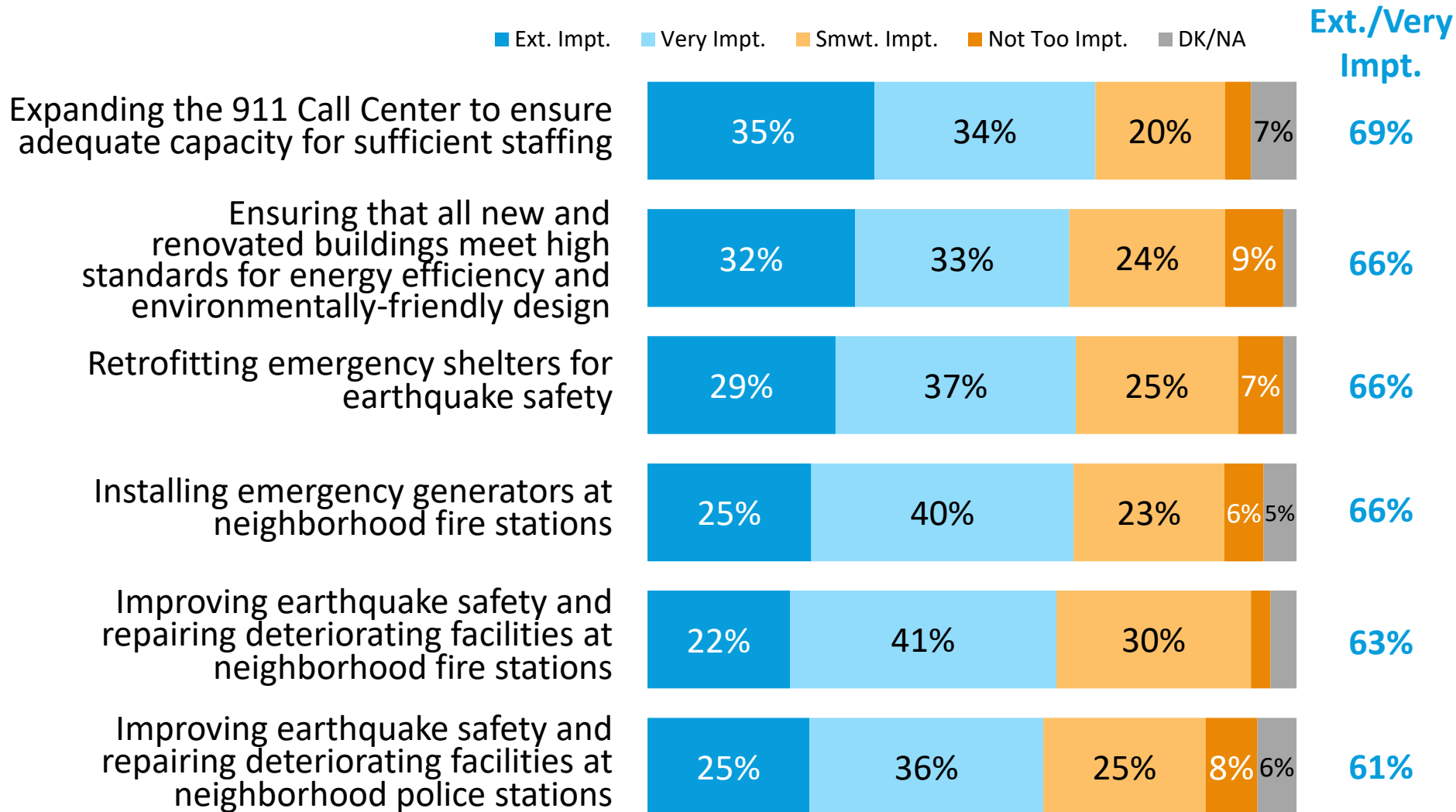
I am going to read you a list of specific ways that money from the bond measure might be used. Please tell me how important it is to you that money from the measure be used to pay for each of the following—is it extremely important, very important, somewhat important or not too important.



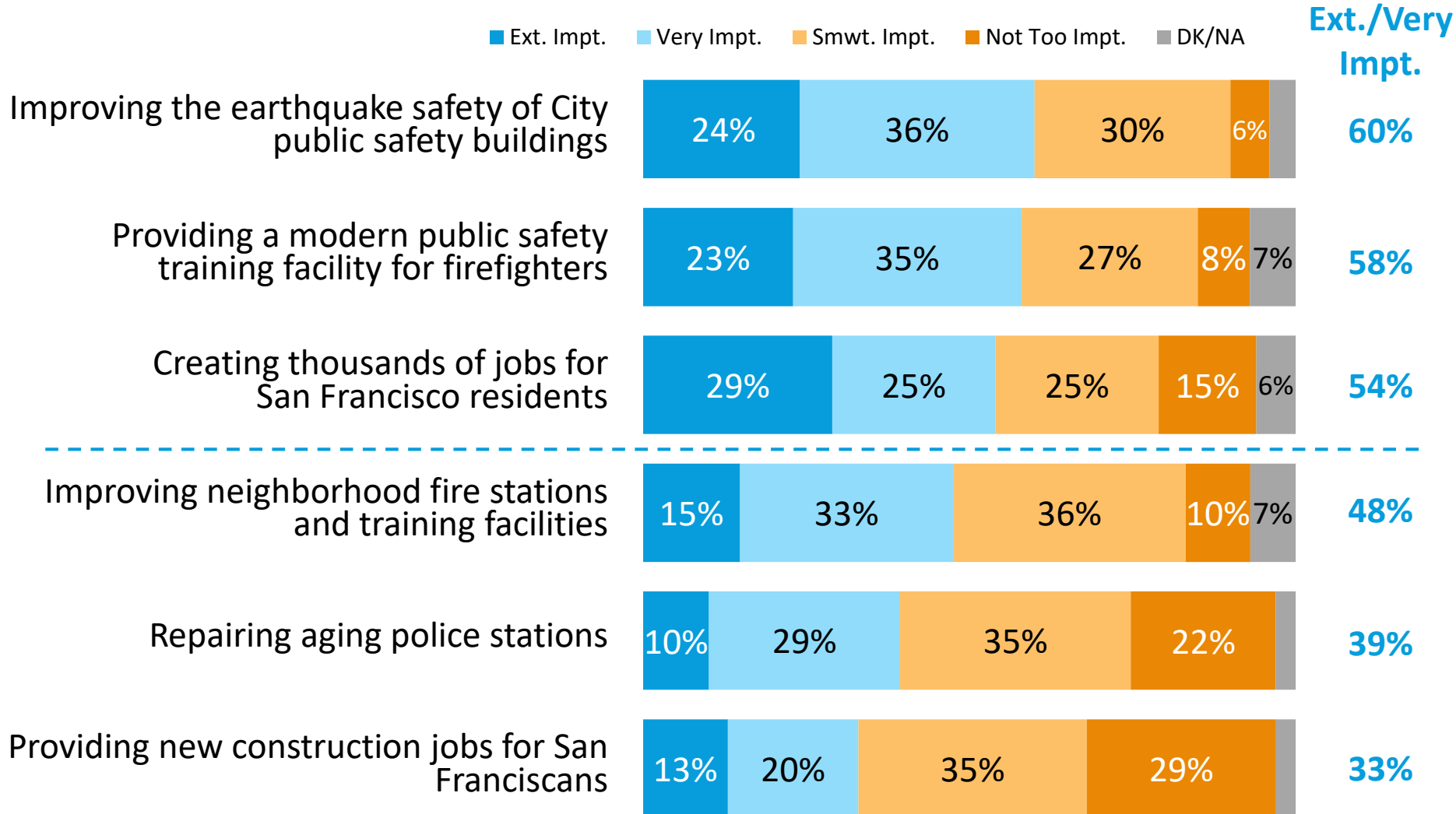
Repairing the City's emergency firefighting system, providing emergency shelter and protecting emergency response facilities are also important.



Neighborhood police and fire stations are more middle-tier priorities.



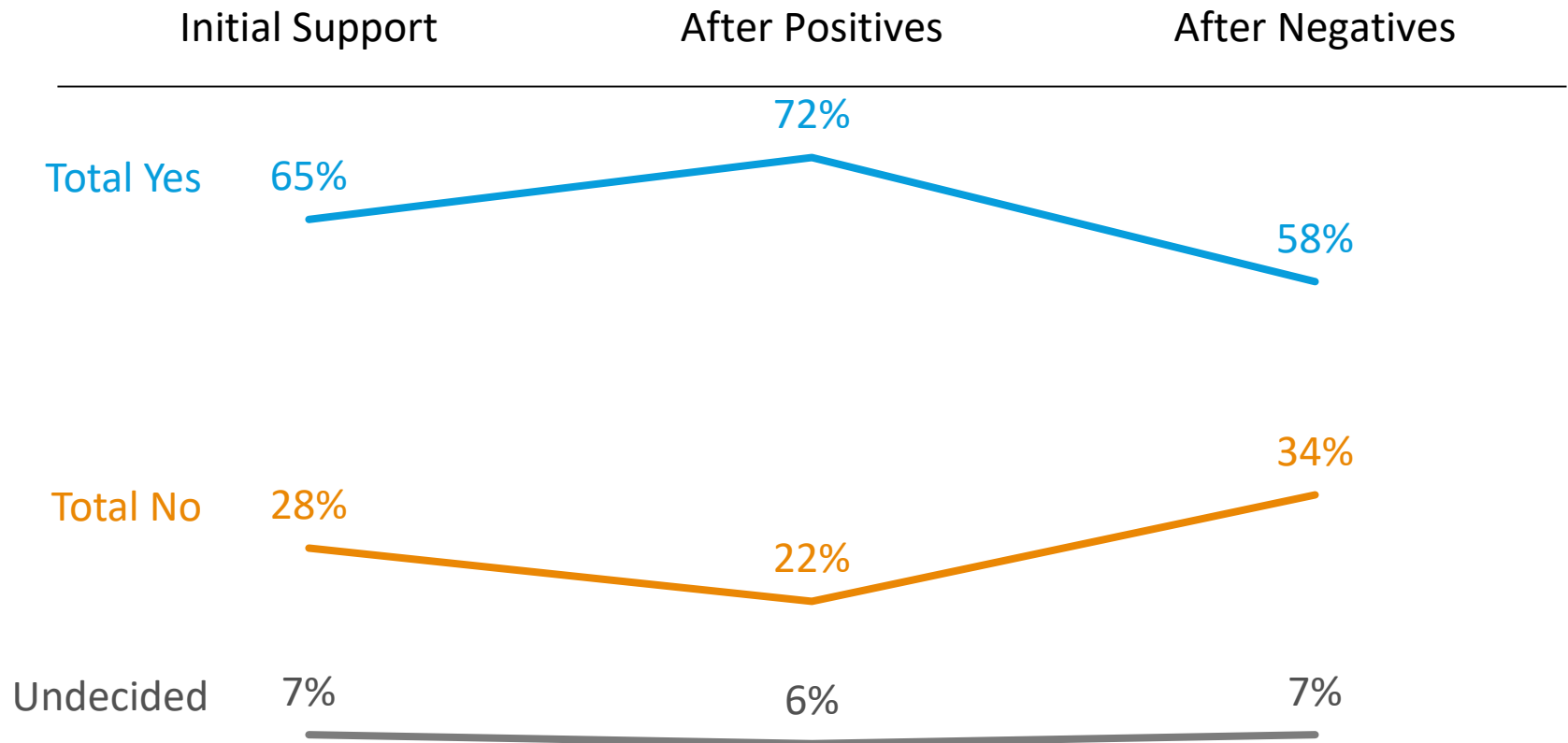
Given low levels of concern about unemployment, job creation is a lower priority.



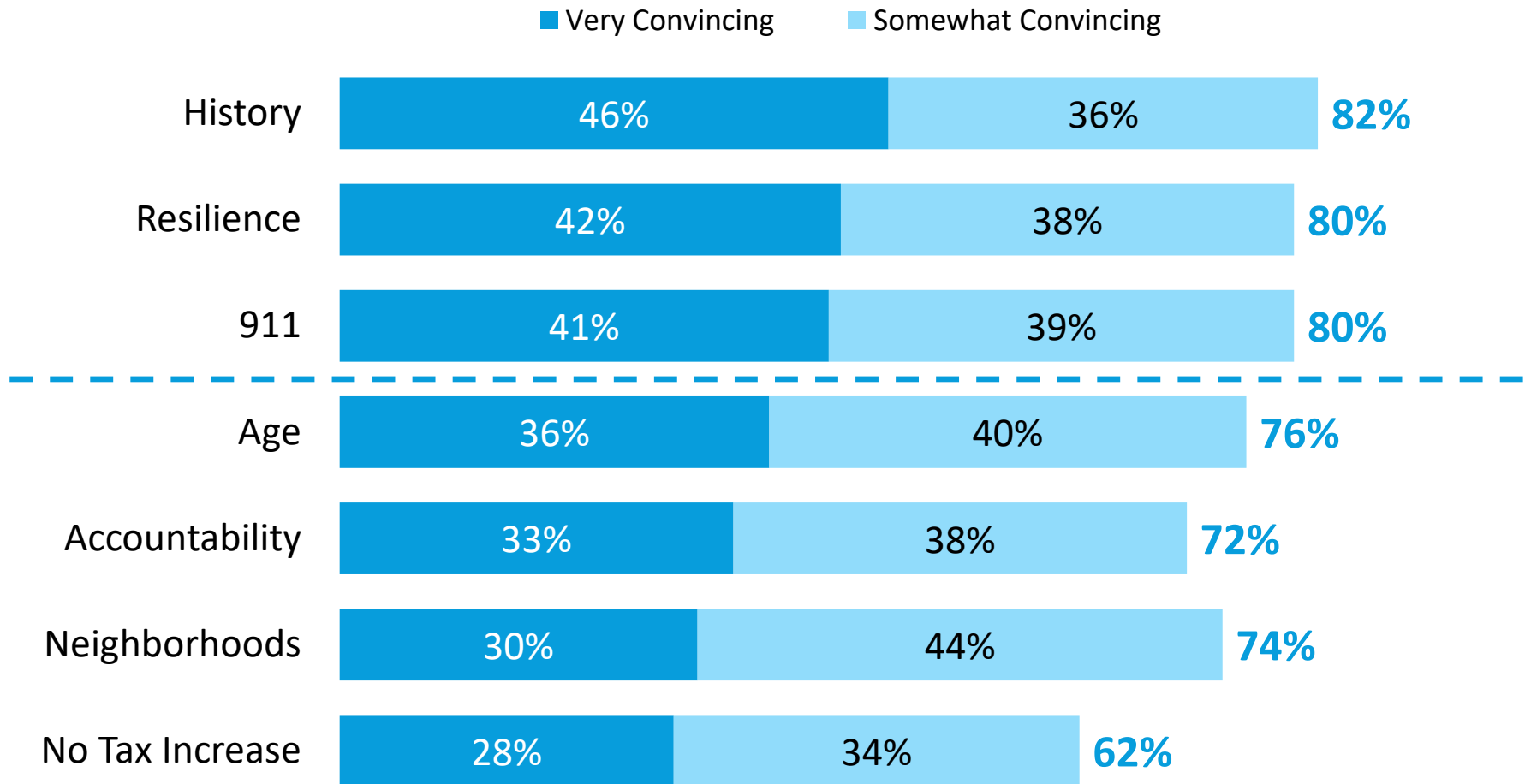


Evaluating Messaging

Support for the bond measure fluctuates with messaging.



Messages focused on historic fires, seismic resilience, and emergency response are most compelling.



A message focused on historical disasters stands out among key groups.

(Very Convincing)

Statement	All Voters	Swing	Soft Supporters/ Undec.	Ethnicity				
				Latinos	Whites	Asians/ Pacific Islanders	Chinese	All Voters of Color
History	46%	39%	52%	56%	48%	46%	47%	46%
Resilience	42%	34%	48%	48%	44%	45%	44%	42%
911	41%	34%	46%	53%	40%	44%	43%	43%
Age	36%	32%	42%	42%	37%	34%	26%	36%
Accountability	33%	28%	38%	29%	37%	28%	28%	28%
Neighborhoods	30%	25%	29%	45%	31%	28%	29%	32%
No Tax Increase	28%	28%	30%	31%	29%	29%	29%	28%

Reactions to messages do not vary much by age and geography.

(Very Convincing)

Statement	All Voters	Quadrant				Age		
		Northeast	Southeast	Northwest	Southwest	18-49	50-64	65+
History	46%	49%	44%	53%	40%	43%	47%	54%
Resilience	42%	45%	39%	49%	38%	45%	36%	42%
911	41%	43%	38%	45%	38%	38%	43%	48%
Age	36%	37%	37%	25%	43%	39%	27%	38%
Accountability	33%	37%	28%	33%	37%	32%	30%	41%
Neighborhoods	30%	32%	24%	25%	40%	29%	23%	39%
No Tax Increase	28%	26%	29%	34%	26%	27%	30%	31%



Conclusions

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- ✓ Initial voter support for an ESER bond measure is within the margin of error of the two-thirds threshold for passage, at 65%.
- ✓ While voters are broadly pessimistic about the direction of the city, they feel positively towards key municipal departments, particularly firefighters.
- ✓ After hearing a series of related positive message – particularly those focused on historic disasters, seismic resilience, and the need to ensure emergency response – voter support grows to 72%.
- ✓ However, a comprehensive message from critics brings support down to 58%, well below two-thirds.
- ✓ These results closely mirror those in the polling leading up to Prop A in 2014; although slightly weaker than those initial results, they suggest that the measure can be successful if it attracts broad coalition support and is paired with a program of public education.

For more information, contact:



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