

# Public Opinion Research on Capital Investment

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# Research Objectives

Better understand voter sentiment to inform the 10-Year Capital Plan and its G.O. Bond Program, including:

- ❑ Support for capital investment;
- ❑ Types of projects/programs that garner the most support;
- ❑ Potential for support of bond(s) outside of the 2006 tax rate policy constraint;
- ❑ Potential for novel groupings of projects/programs given no odd-year elections.

FM3 Research conducted four focus groups in November 2022 and a Survey in December 2022.










# San Francisco Voter Attitudes Toward the Capital Plan

*Key Findings from a Citywide Survey  
Conducted December 6-14, 2022*



OPINION  
RESEARCH  
& STRATEGY

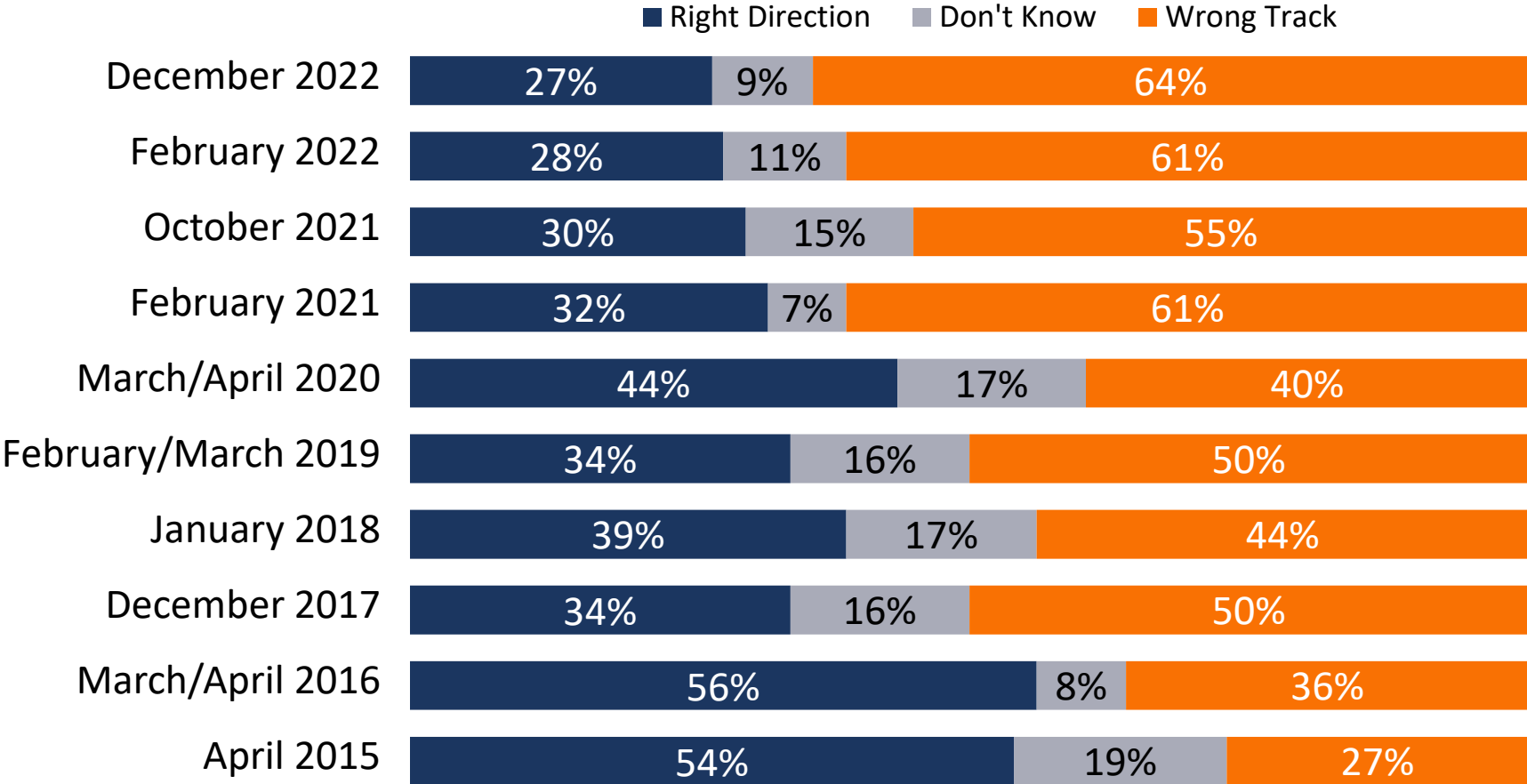
# Survey Methodology

Dates	December 6-14, 2022
Survey Type	Dual-mode Voter Survey
Research Population	Likely November 2024 Voters in the City of San Francisco
Total Interviews	854
Margin of Sampling Error	(Full Sample) $\pm 3.5\%$ at the 95% Confidence Level
Contact Methods	 Telephone Calls  Email Invitations  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews
Languages	English and Chinese

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

# Voters are more negative about the direction of the city than ever before.

*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?*



# Voters are divided on whether city infrastructure is well-prepared for a major earthquake and for the impacts of climate change.

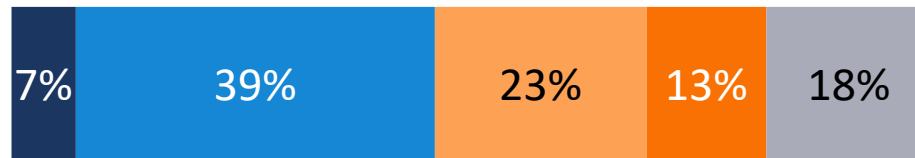
*I'm going to read you some statements about San Francisco.*

*Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.*

■ Strng. Agr. ■ Smwt. Agr. ■ Smwt. Disagr. ■ Strng. Disagr. ■ Don't Know

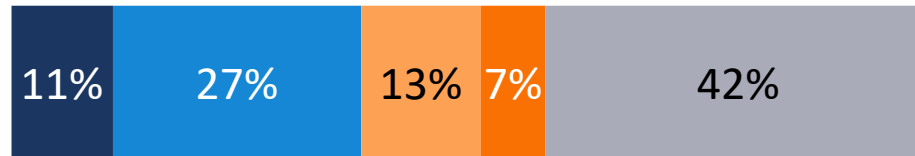
**Total Agr.** **Total Disagr.**

San Francisco's infrastructure is well prepared for the impact of a large earthquake



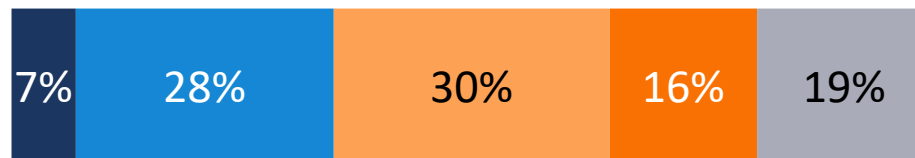
**46%** **36%**

Infrastructure spending makes up a very small part of the San Francisco city budget



**38%** **20%**

San Francisco's infrastructure is well-prepared for the impacts of climate change



**35%** **46%**

# Three in five say the City should continue to invest in infrastructure rather than cutting back to fund services.

*Which of the following statements about City spending comes closest to your opinion:*

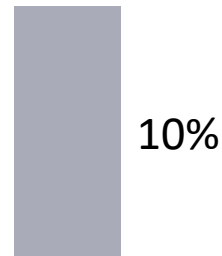
San Francisco should continue its investment in maintaining and improving infrastructure – even with other critical issues facing the City, we need to make sure our public safety, public health, and transportation infrastructure are up-to-date and prepared for emergencies and climate change.



Right now with the cost of living, crime, and homelessness as enormous concerns, the City of San Francisco should spend more on services to address these issues and cut back what it spends on maintaining and improving infrastructure.

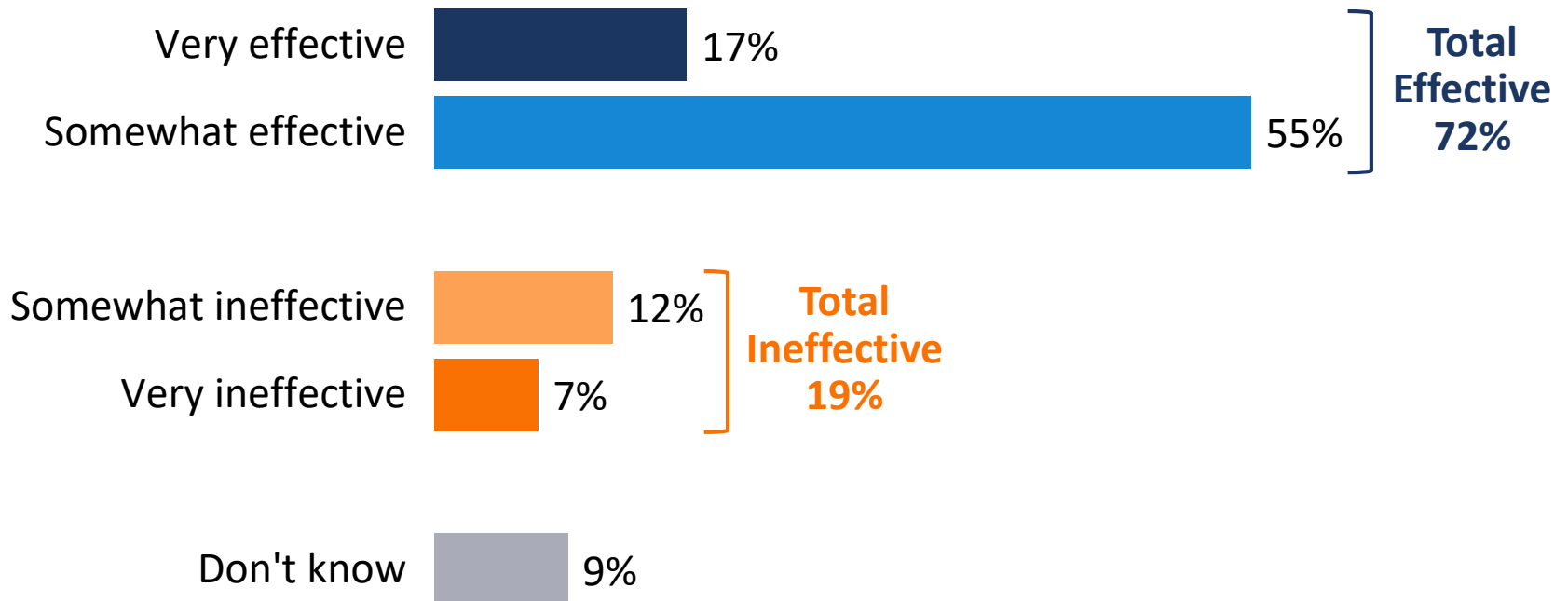


Both/Neither/Don't know 10%



# Seven in ten say the Capital Plan process is effective, but few feel strongly.

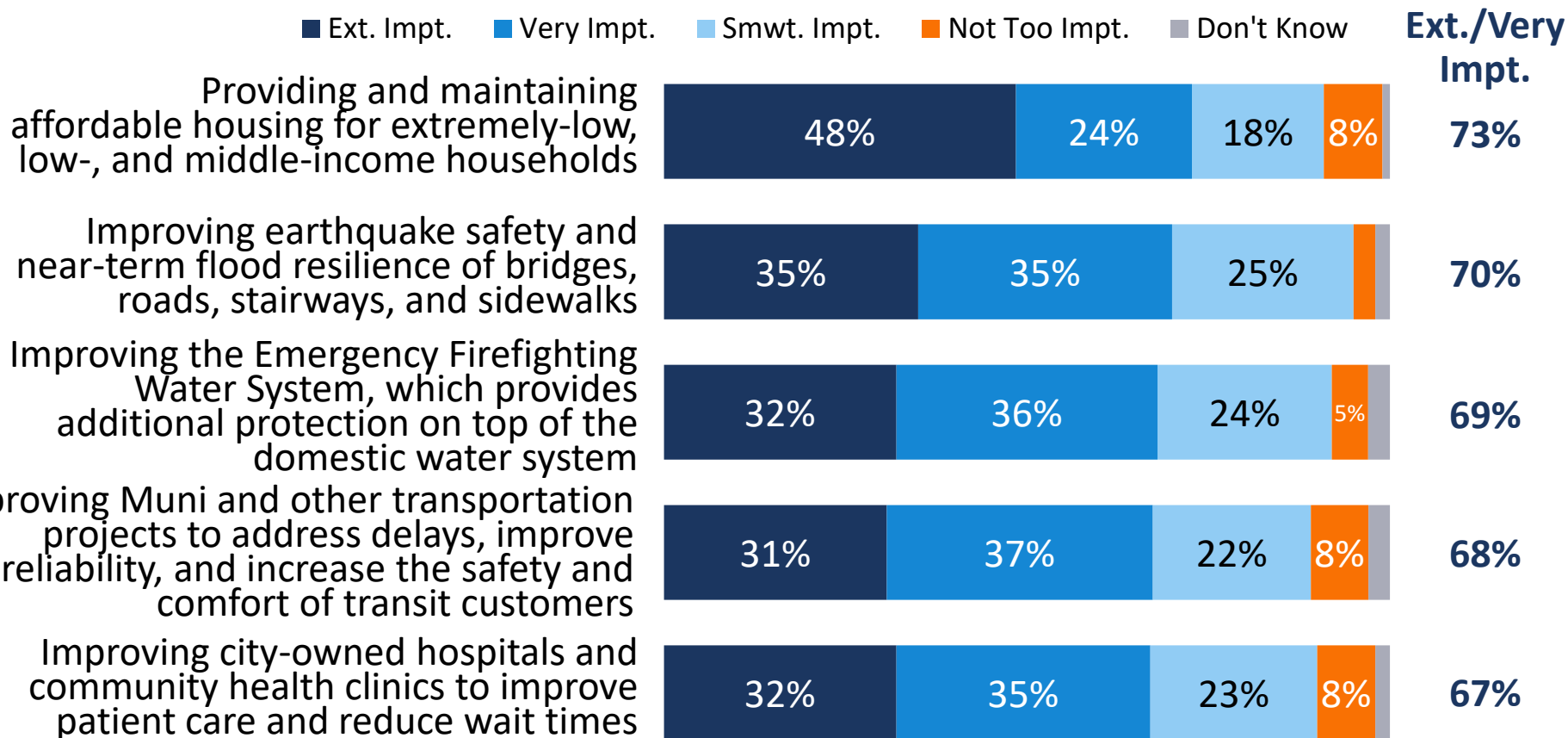
*The San Francisco Capital Plan is a 10-year plan to restore, improve, and build San Francisco's public infrastructure. Projects included in the plan are sized and sequenced to ensure that they will not require any increase in tax rates. Infrastructure projects in the plan are grouped into eight service areas: Affordable Housing; Economic and Neighborhood Development; General Government; Health and Human Services; Infrastructure and Streets; Public Safety; Recreation, Culture, and Education; and Transportation. The plan is updated on an ongoing basis in every odd-numbered year.*





# Affordable housing and earthquake safety are rated the most important capital projects.

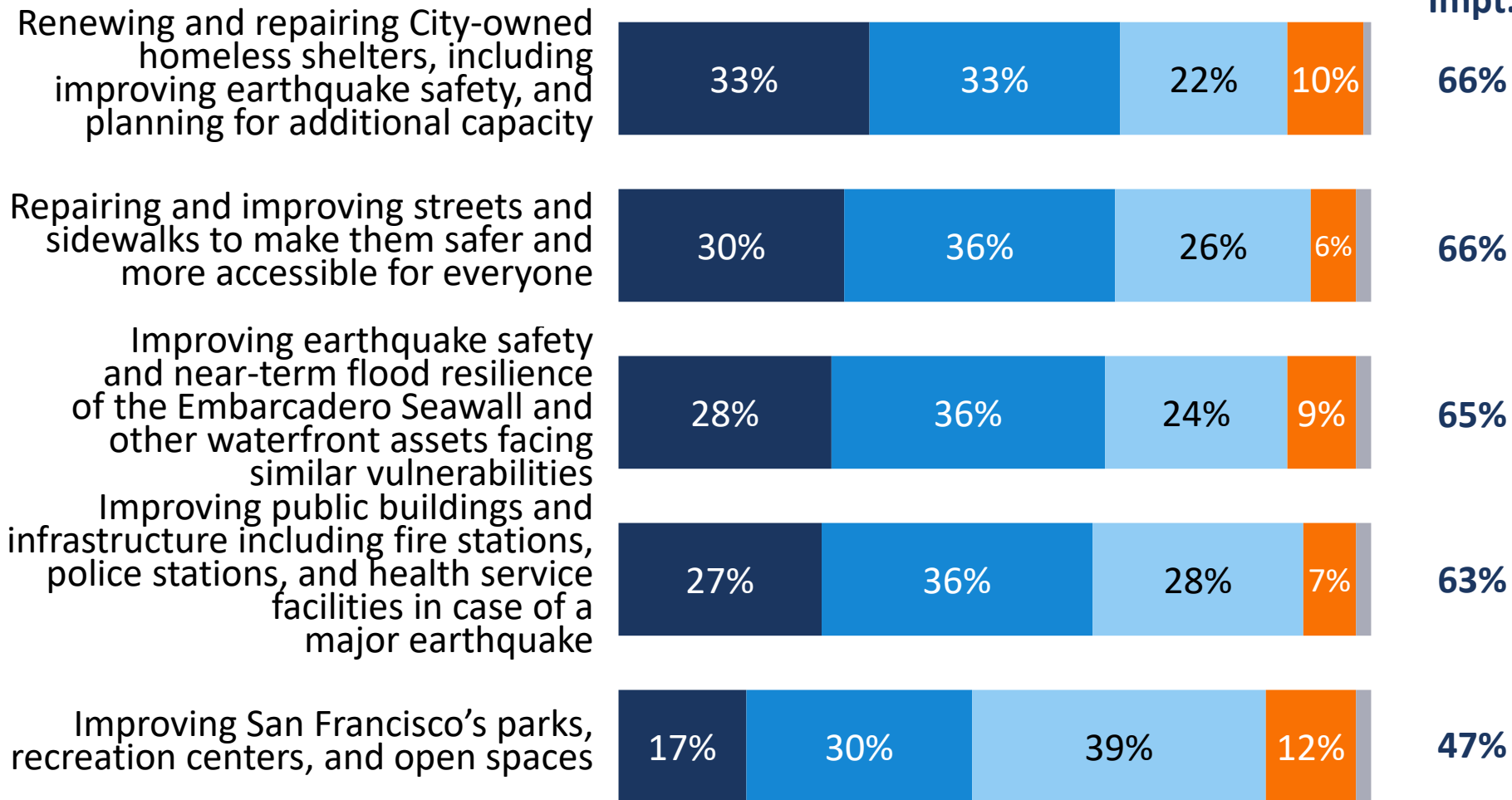
*I am going to read you a list of specific project areas that are part of the Capital Plan. Please tell me how important each of these projects is for investment—is it extremely important, very important, somewhat important, or not too important.*



# San Francisco parks rank lower in importance.

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

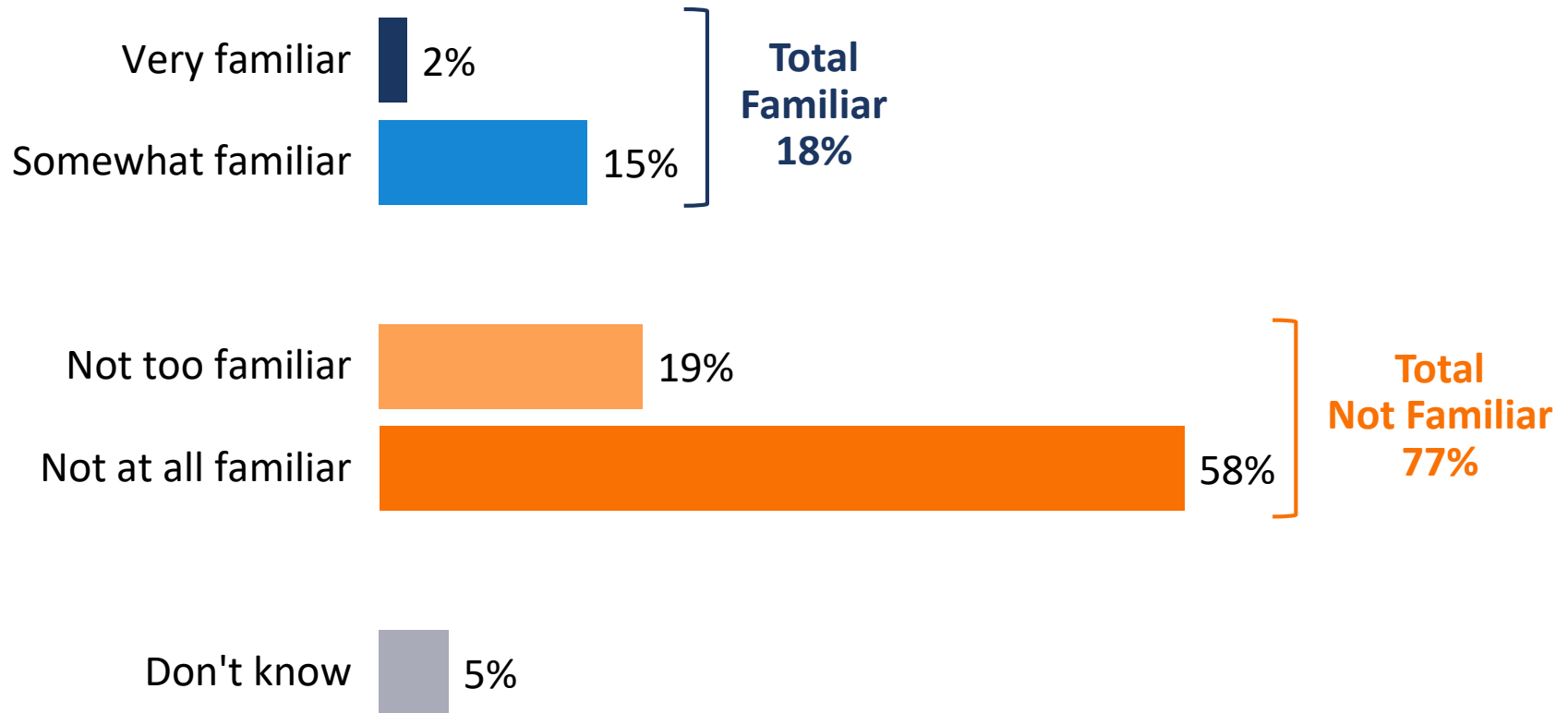
**Ext./Very Impt.**



Q12. I am going to read you a list of specific project areas that are part of the Capital Plan. Please tell me how important each of these projects is for investment—is it extremely important, very important, somewhat important, or not too important. Split Sample

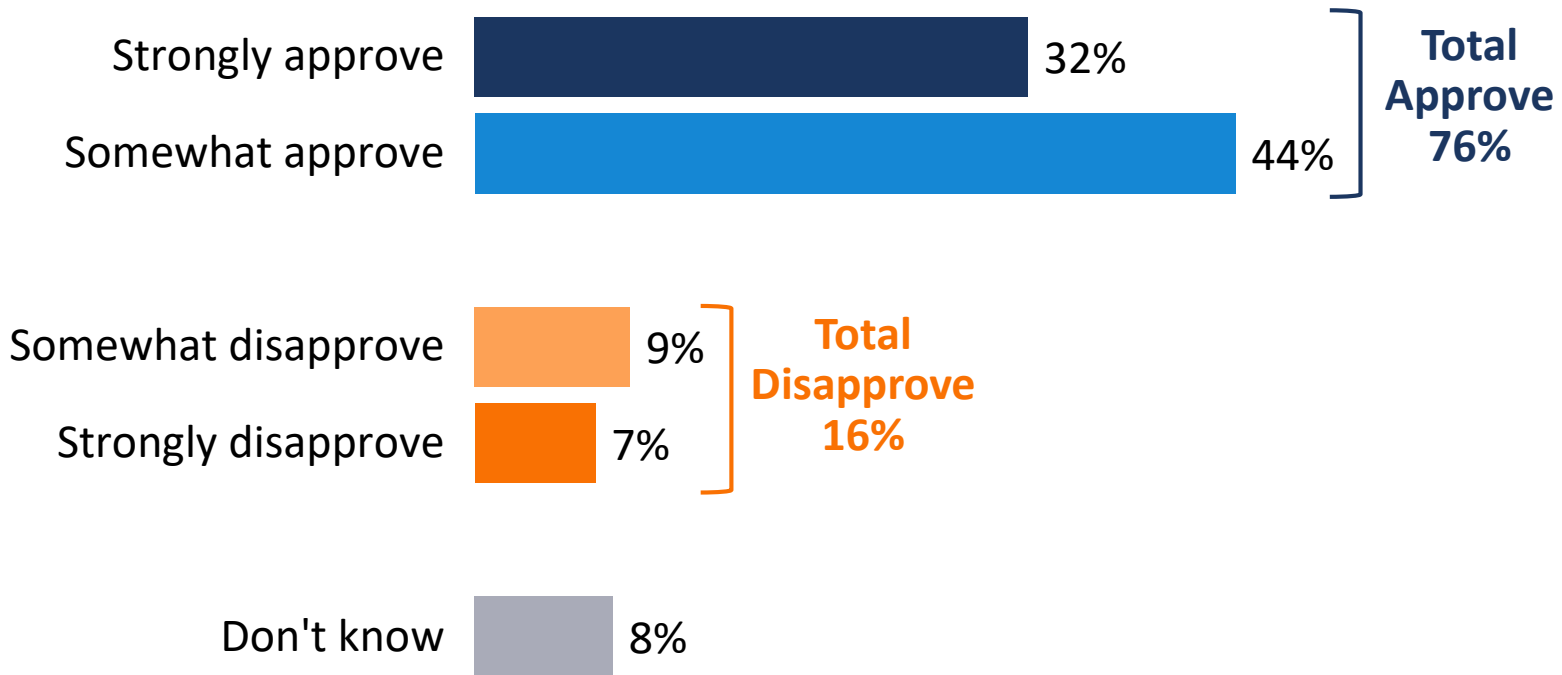
# Only one in fifty voters is “very familiar” with the Capital Plan.

*How familiar are you with the San Francisco Capital Plan?*



# Three-quarters approve of tax cap as currently implemented in the capital plan...

*The Capital Plan raises much of its money for infrastructure improvement projects through voter-approved bond measures. When voters approve a bond, the City is authorized to borrow money immediately to pay for infrastructure improvements, which it pays back over a time, with interest, from the City's property taxes. Under the Capital Plan, the City has a policy of limiting the size of new bond measures and spacing them out as old bond measures are paid off. Using this approach, the City has been able to ensure that bonds approved under the plan do not require any increase in property tax rates.*



# ...but a little more than one-third are open to the idea of increasing tax rates to carry out high-priority projects sooner.

*Which of the following statements comes closer to your personal opinion about this approach:*

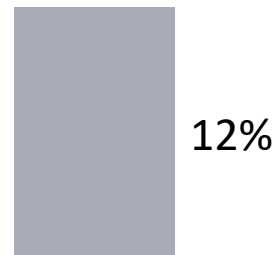
The City should continue to space out bond measures and limit their size so that property tax rates do not increase, even if it means delaying addressing high-priority infrastructure needs by a decade or more



The City should place bond measures on the ballot for urgent infrastructure projects more quickly and at a larger size, even if it means that San Franciscans' property tax rates may increase

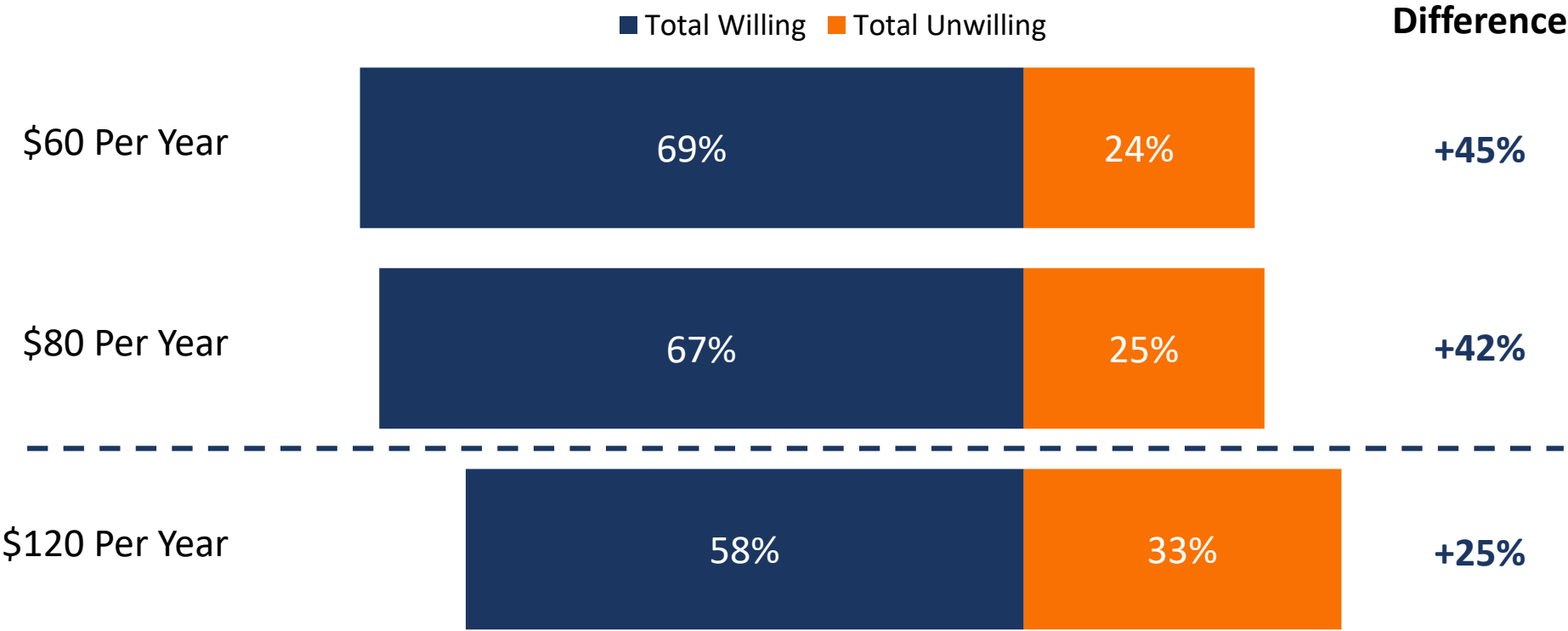


Both/Neither/Don't know



# In fact, two-thirds of voters are willing to pay up to \$80 per year more in taxes to support such projects.

*Suppose the City placed a bond measure on the ballot to fund high-priority infrastructure improvements, but that it did require a small increase in property taxes. Would you be willing to pay an additional \_\_\_\_\_ in property taxes if it were dedicated to repairing and improving high-priority infrastructure?*

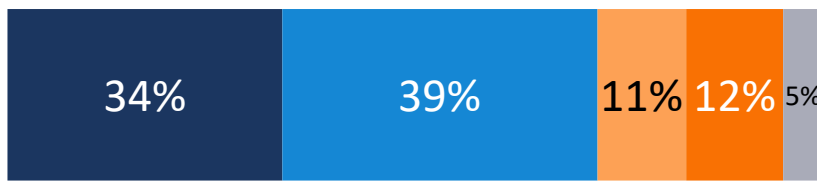


# Voters view a public health bond and an ESER bond as most acceptable.

Here are some of the projects that could be funded by a bond measure that might require a small increase in property taxes (**HALF SAMPLE:** of up to \$120 per year for the typical homeowner). Would you find a small property tax increase to fund each of the following bond measures to be very acceptable, somewhat acceptable, somewhat unacceptable, or very unacceptable?

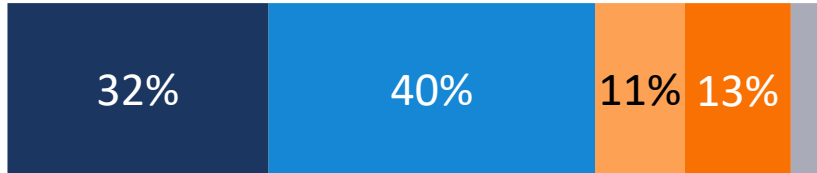
■ Very Acc. 
 ■ Smwt. Acc. 
 ■ Smwt. Unacc. 
 ■ Very Unacc. 
 ■ Don't Know 
 **Total Acc.**
**Total Inacc.**

A public health bond funding improvements to hospitals and community health clinics to improve patient care and reduce wait times



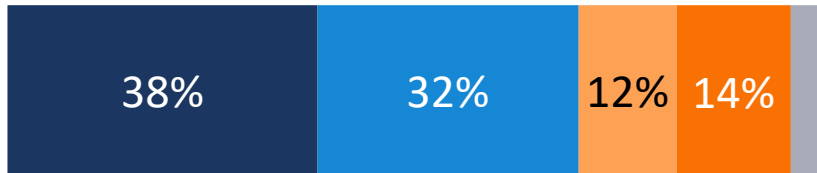
**73%** **22%**

An earthquake safety and emergency response bond to fund improvements to neighborhood fire stations, police stations, and other first-responder facilities and related infrastructure to withstand a major earthquake



**73%** **24%**

A transportation bond funding Muni and other transportation projects to improve the reliability and safety of transit and repairing streets and sidewalks so they are safer for pedestrians, cyclists, and drivers



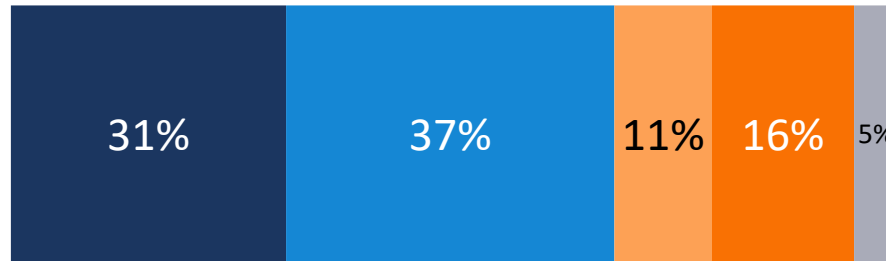
**71%** **25%**

# Two-thirds of voters say paying increased taxes for a climate bond would be acceptable.

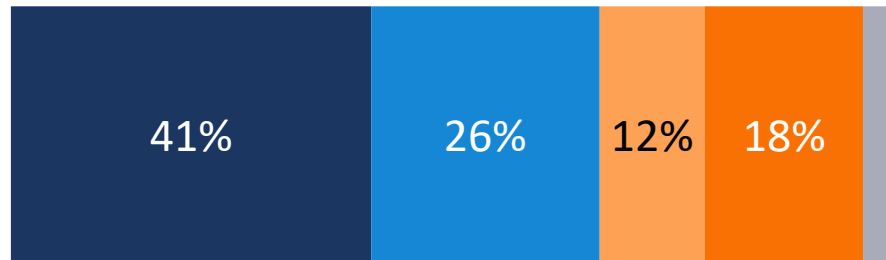
■ Very Acc. ■ Smwt. Acc. ■ Smwt. Unacc. ■ Very Unacc. ■ Don't Know

**Total Acc. 68%** **Total Unacc. 27%**

A climate bond to protect critical infrastructure from damage caused by rising sea levels and severe storms (**HALF SAMPLE ONLY**: and to convert buildings from natural gas to electric to reduce carbon pollution)



A housing and homelessness bond providing affordable housing for extremely-low, low-, and middle-income households, and improving infrastructure to expand City-owned homeless shelters and ensure they can withstand a major earthquake



**67%** **29%**

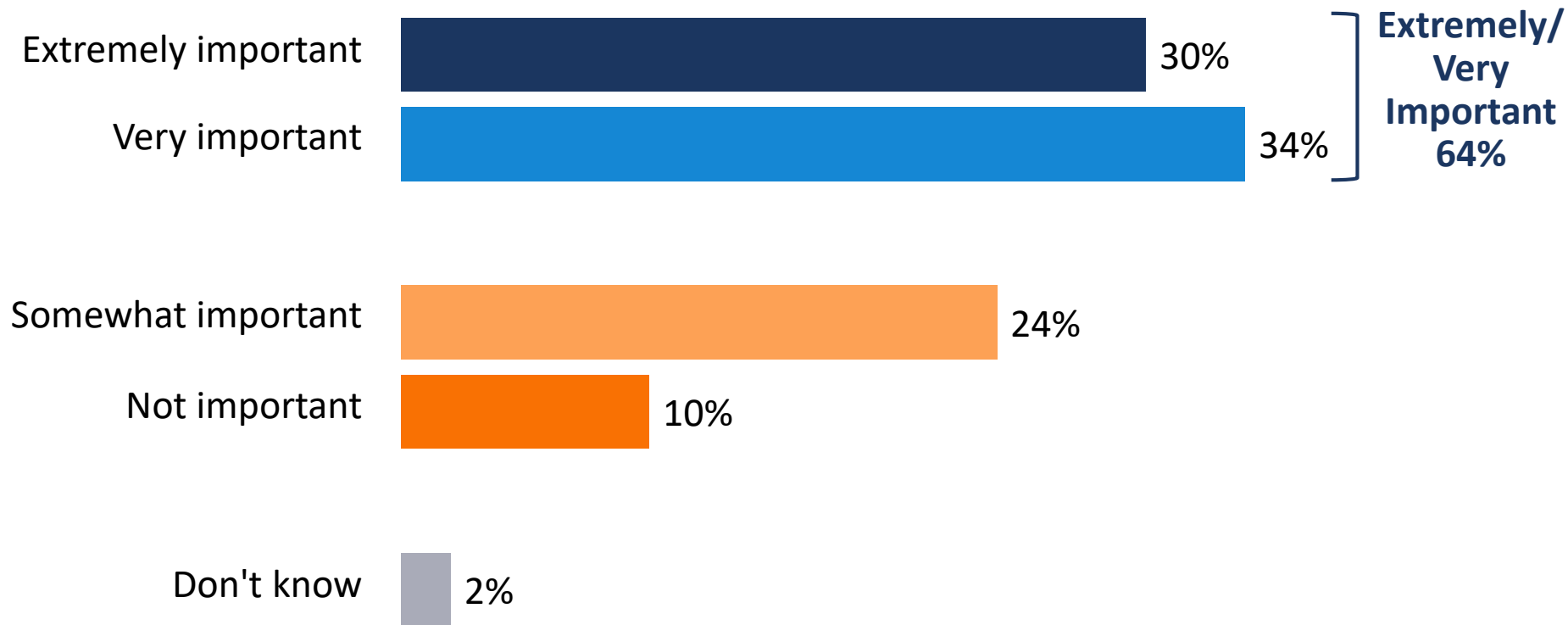
*72% find the climate bond acceptable without reference to building decarbonization; 64% find it acceptable with building decarbonization included*

Q16. Here are some of the projects that could be funded by a bond measure that might require a small increase in property taxes (**SPLIT SAMPLE A ONLY**: of up to \$120 per year for the typical homeowner). Would you find a small property tax increase to fund each of the following bond measures to be very acceptable, somewhat acceptable, somewhat unacceptable, or very unacceptable?



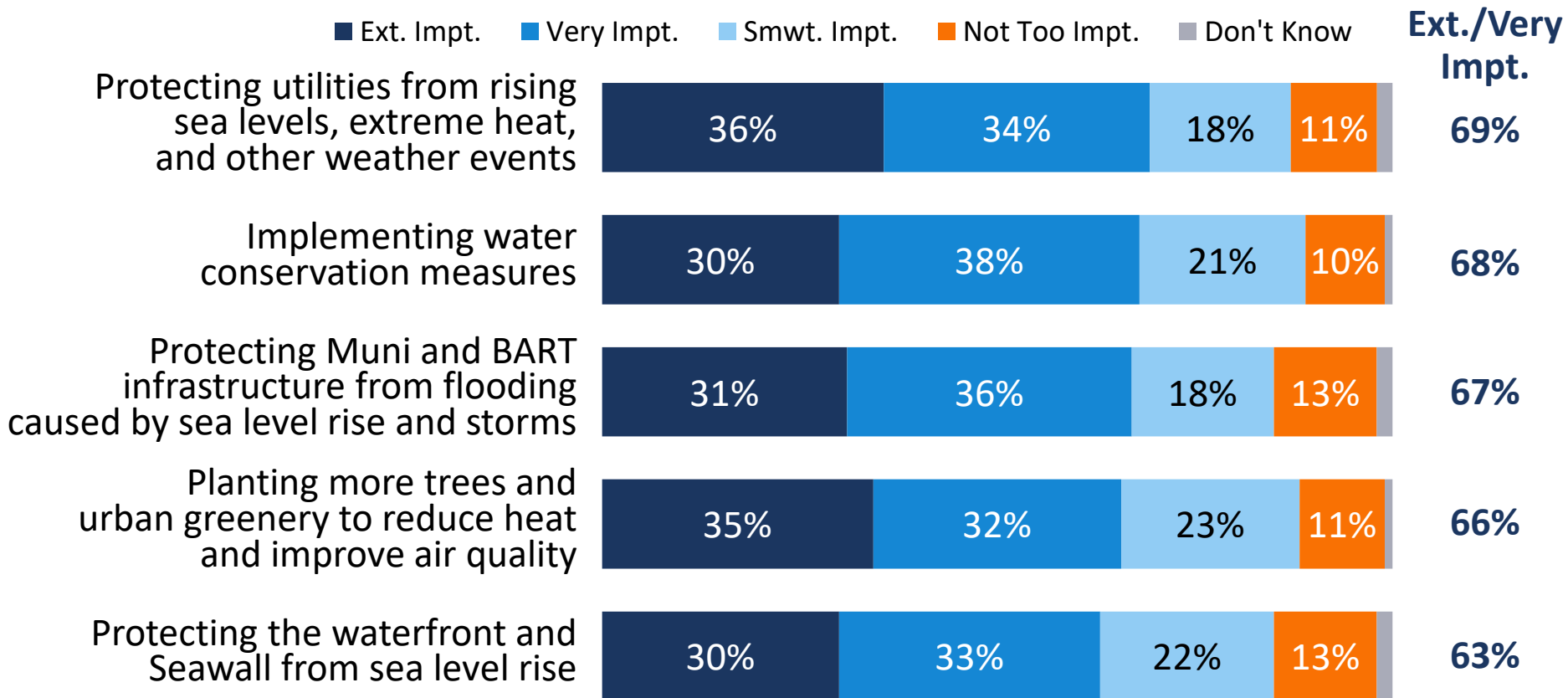
# Nearly-two thirds see it as “very important” to prepare infrastructure for climate change.

*How important do you think it is to prepare San Francisco’s infrastructure for the impacts of climate change:*



# Protecting utilities, water conservation measures, and protecting Muni and BART infrastructure are rated the most important climate investments.

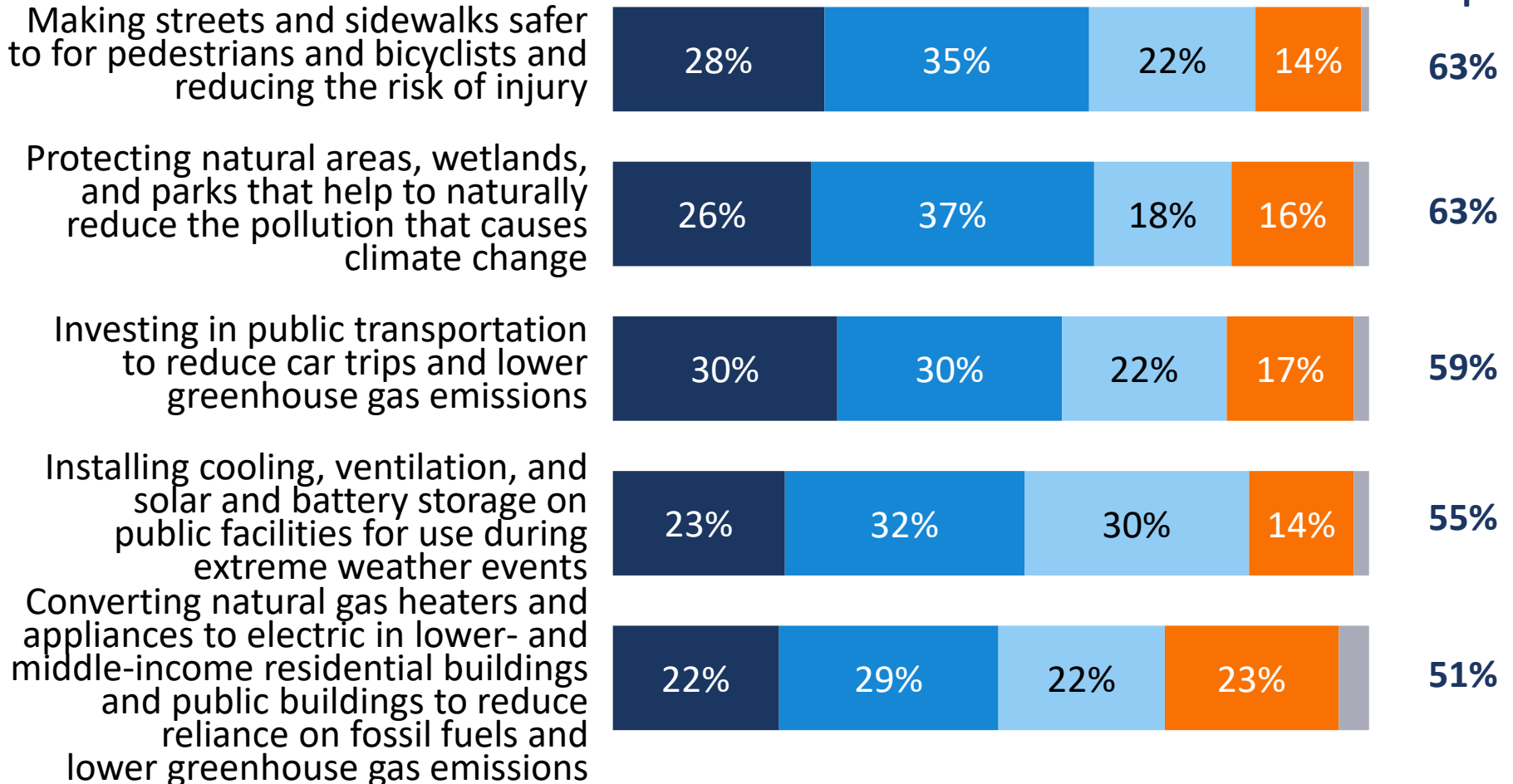
*I'm going to read you a list of potential climate-related infrastructure projects in San Francisco. Please tell me how important it is to complete this project: extremely important, very important, somewhat important, or not too important.*



# Converting gas appliances to electric is least important to voters.

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

**Ext./Very Impt.**



Q18. I'm going to read you a list of potential climate-related infrastructure projects in San Francisco. Please tell me how important it is to complete this project: extremely important, very important, somewhat important, or not too important. Split Sample

For more information,  
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