








# City of Galt Community Priorities Budget Follow-Up Survey



OPINION  
RESEARCH  
& STRATEGY

# Survey Specifics and Methodology

<b>Dates</b>	June 22 <sup>th</sup> – July 7 <sup>th</sup> , 2022
<b>Survey Type</b>	Dual-mode Voter Survey
<b>Research Population</b>	City of Galt Voters Likely to Vote in the November 2022 General Election
<b>Total Interviews</b>	407
<b>Margin of Sampling Error</b>	(Full sample) $\pm 5.7\%$ at the 95% Confidence Level (Half sample) $\pm 8.0\%$ at the 95% Confidence Level
<b>Contact Methods</b>	 Telephone Calls  Email Invitations  Text Invitations
<b>Data Collection Modes</b>	 Telephone Interviews  Online Interviews
<b>Survey Tracking</b>	2021
<b>Languages</b>	English and Spanish

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

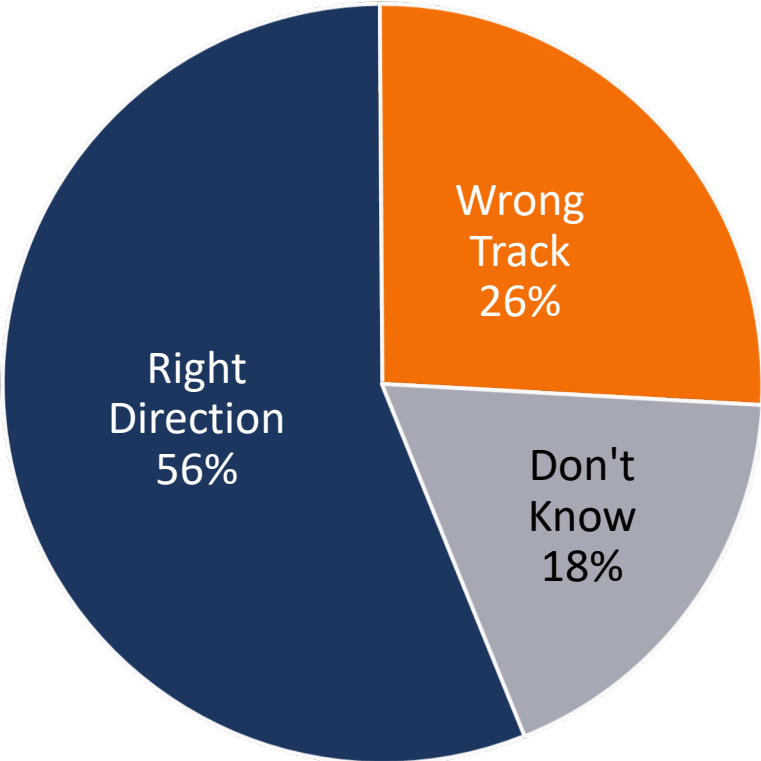


# Mood of the Electorate

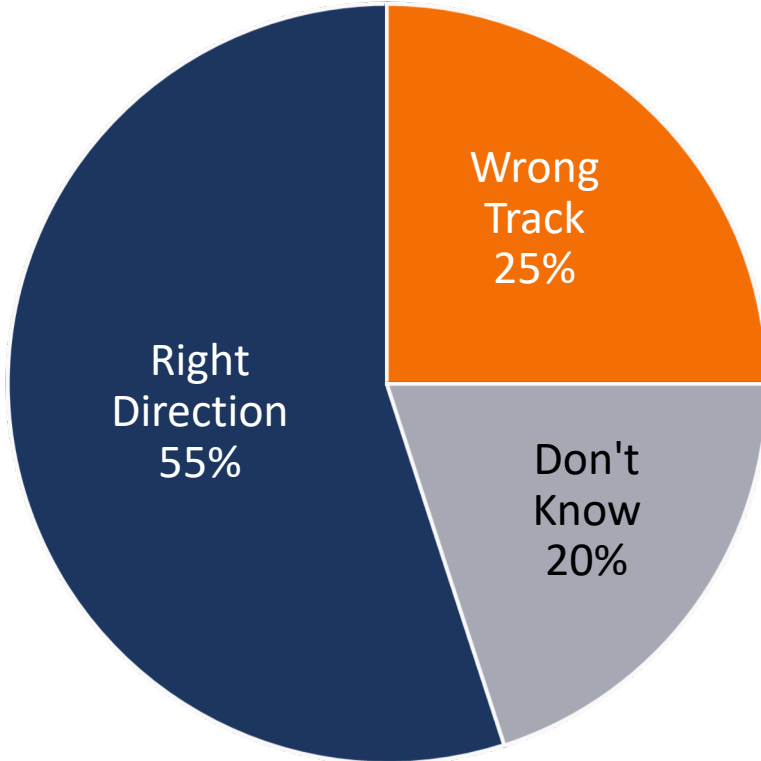
# Over half continue to perceive the City is headed in the right direction.

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

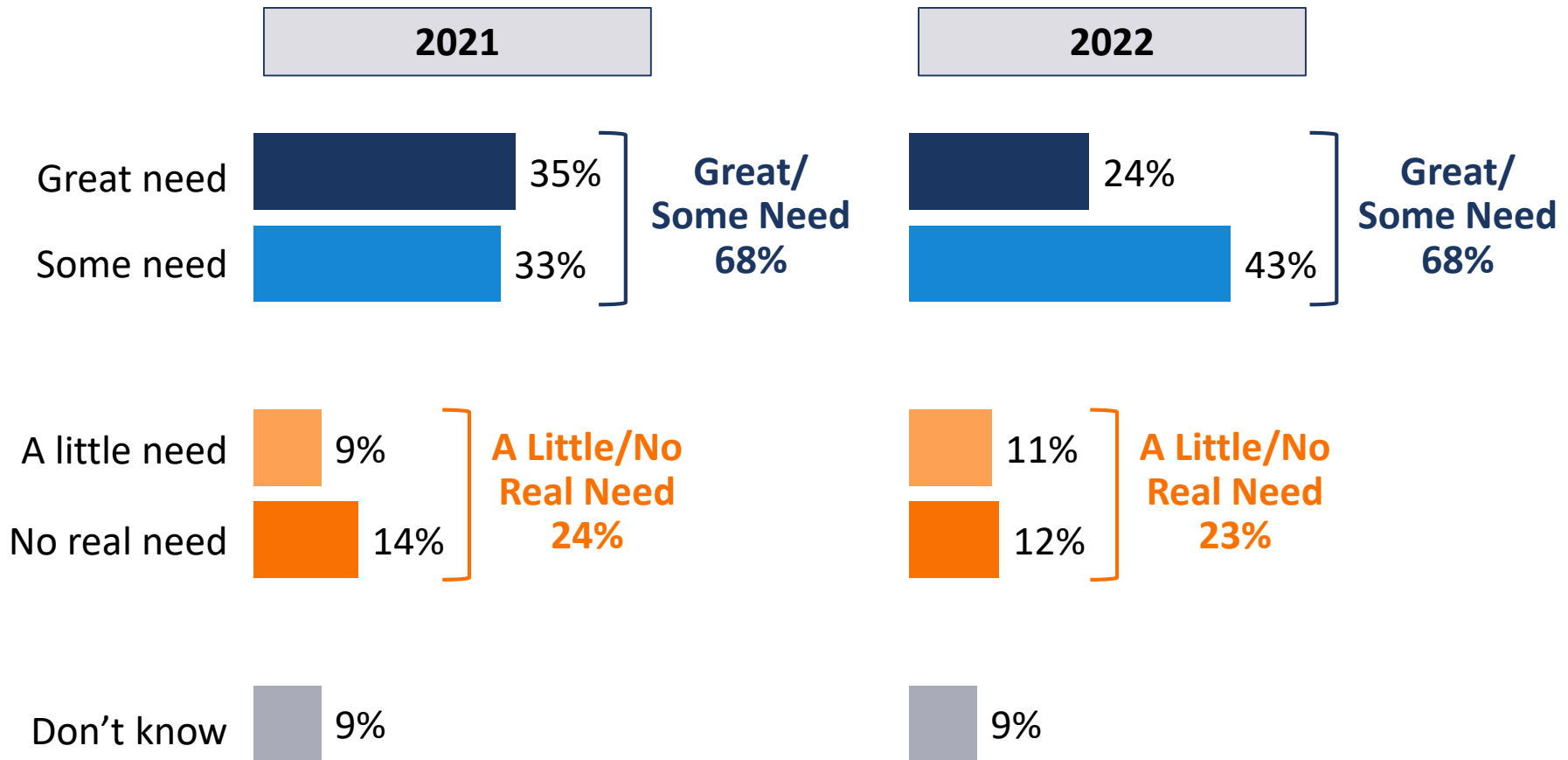
2021



2022



# Two-thirds continue to perceive the City has a great or some need for additional funds.





# Potential General-Purpose Measure

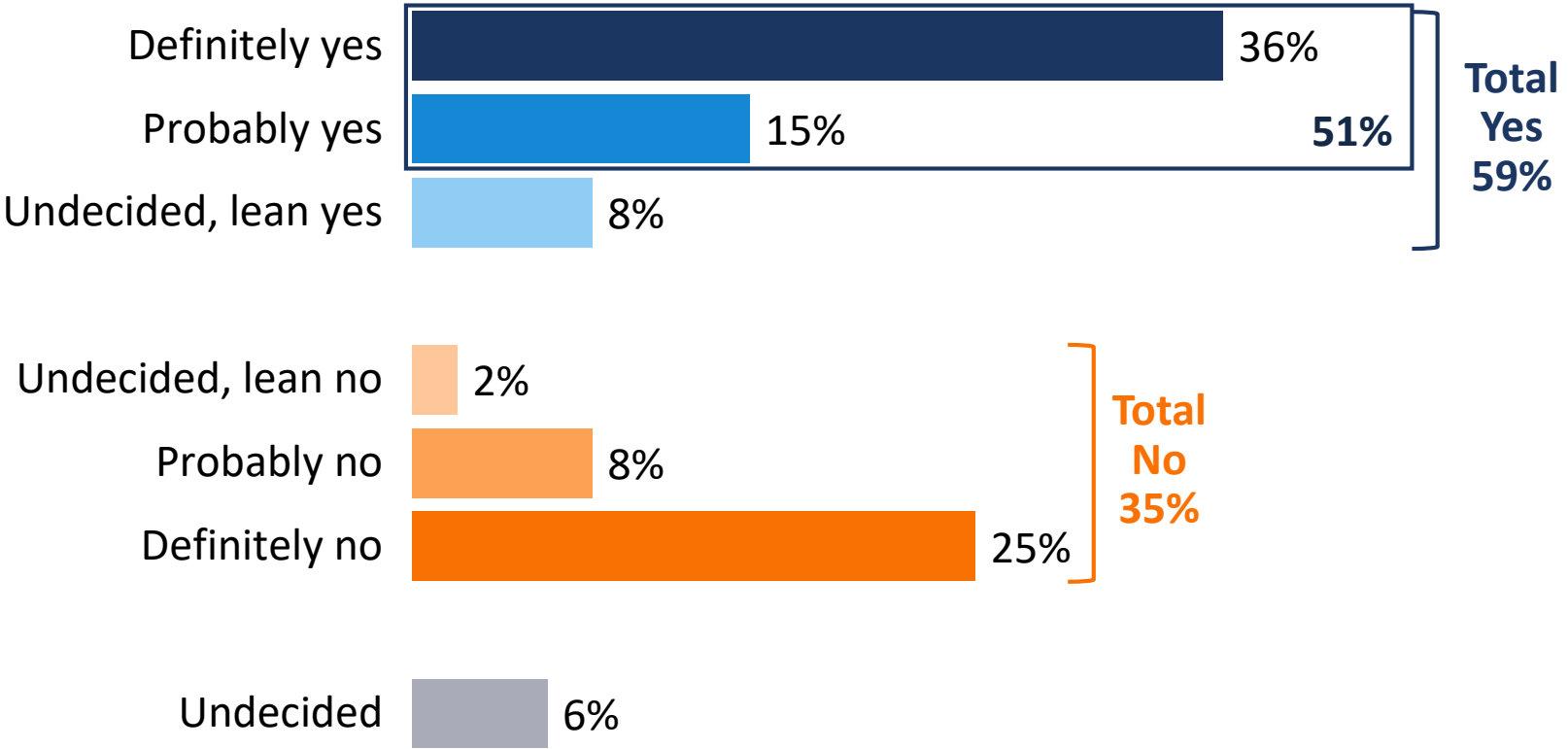
# 75-WORD BALLOT TITLE AND SUMMARY PLACEHOLDER

*(As Approved by Legal Counsel)*

## CITY OF GALT ESSENTIAL SERVICES MEASURE

To maintain Galt's long-term financial stability; maintain City services such as 911 emergency response, parks, trails, youth/ afterschool programs; respond to property crimes, thefts/burglaries; retain/attract qualified police officers; improve local clean drinking water sources; retain/attract local businesses; for general government use; shall the measure establishing a 1¢ sales tax providing approximately \$3,600,000 annually until ended by voters; requiring audits, public spending disclosures, funds locally controlled, be adopted?

# Nearly six-in-ten initially would vote yes on a one-cent general purpose sales tax, including more than one-third who said they would definitely vote yes.

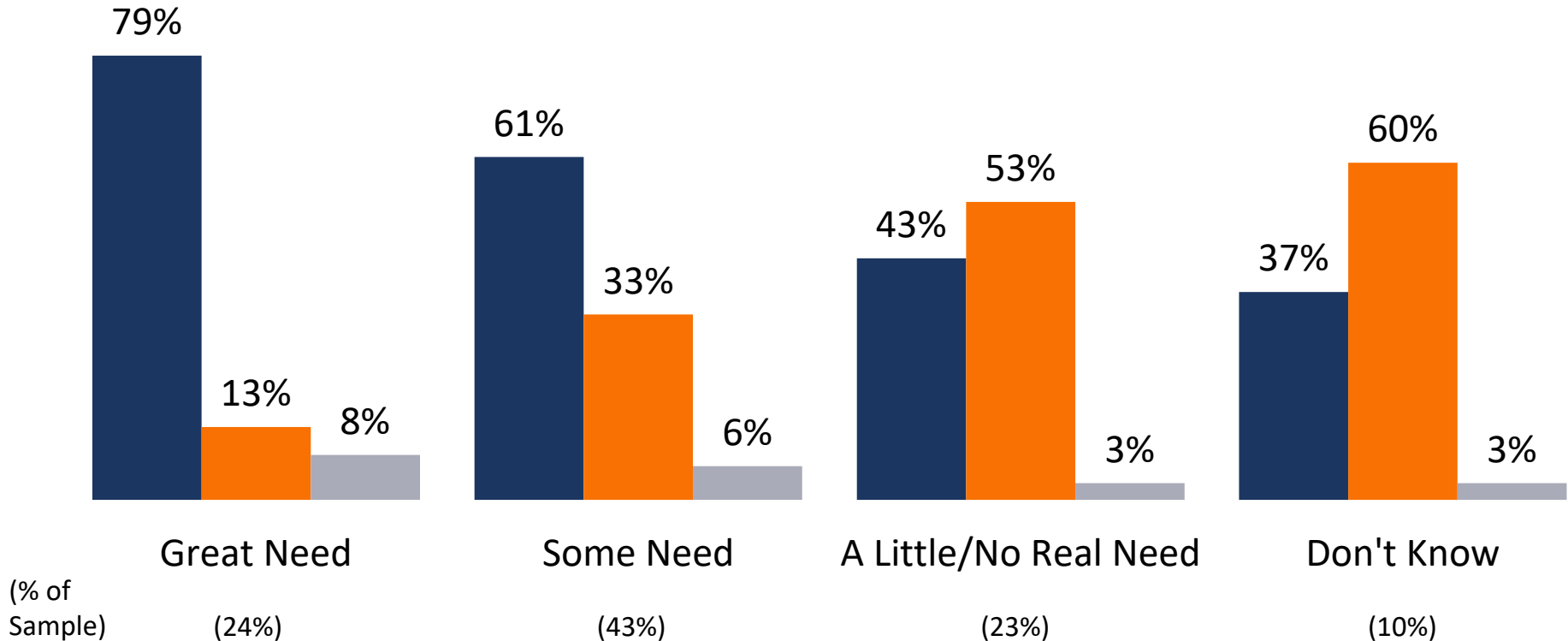




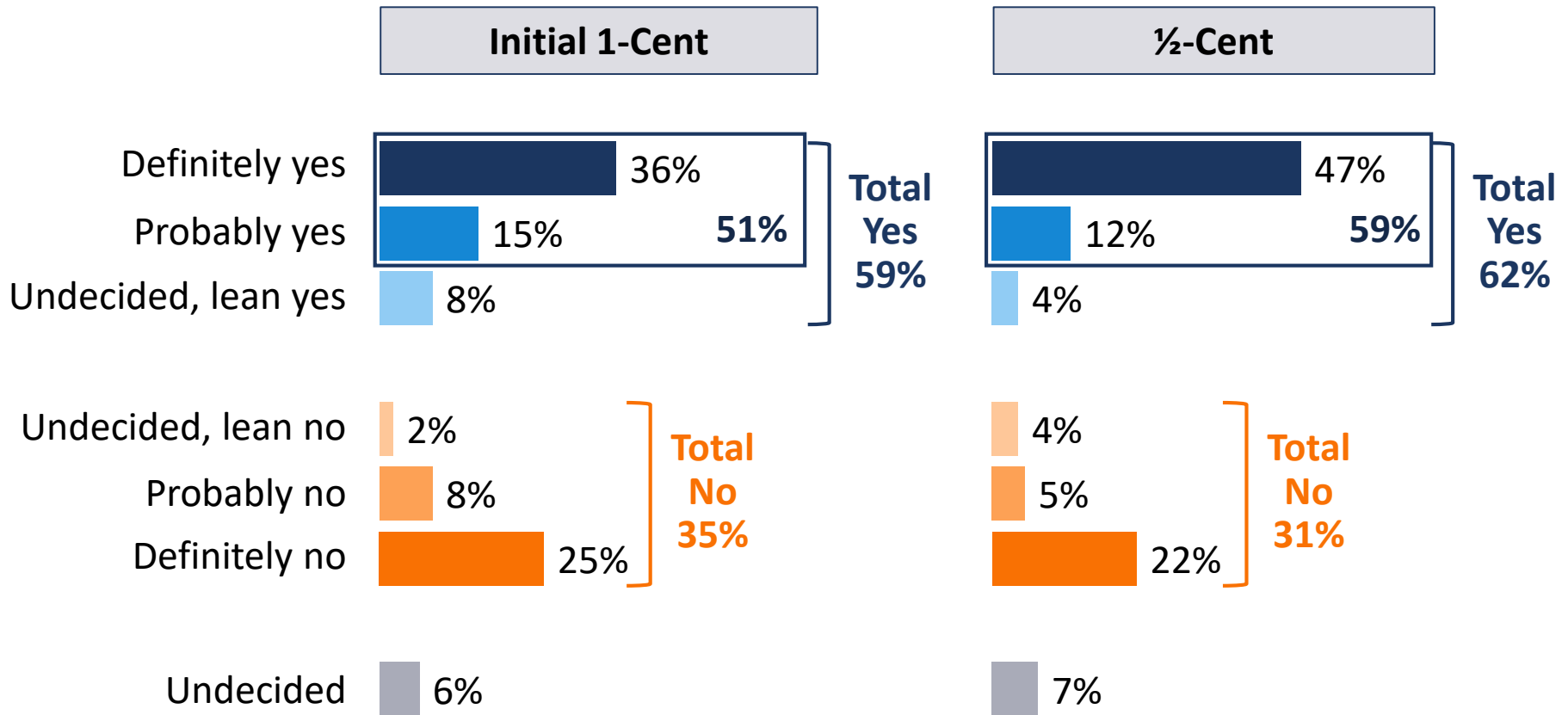
# The more one thinks there is a need for additional funding, the more likely they are to support the measure.

*Initial Vote on the 1-Cent General Purpose Measure by Need for Funding*

■ Total Yes ■ Total No ■ Undecided



# When asked about a 1/2-cent General Purpose sales tax, overall support increases slightly, but both rates are viable.



Based on this description, do you think you would vote "Yes" in favor of it or "No" to oppose it?

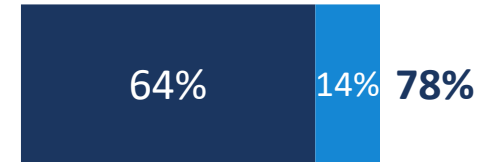
If the City of Galt sales tax measure I just asked you about established a 1/2-cent sales tax raising \$1.8 million, instead of a 1-cent sales tax raising \$3.6 million, would you vote "yes" in favor of this measure or "no" to oppose it?

# The fact that funds will be locally controlled, and this measure will help maintain parks and recreational facilities are among the leading reasons to vote yes on the measure.

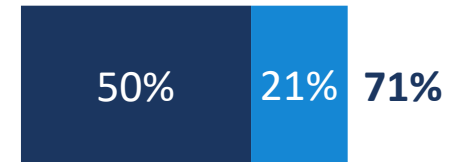
*(Ranked by Total More Inclined to Vote Yes)*

■ Much More Incl. ■ Smwt. More Incl.

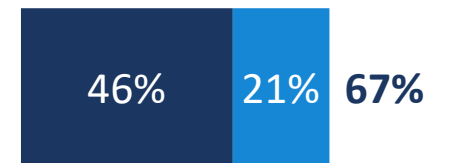
**\*(LOCAL CONTROL)** This measure requires that all funds stay in Galt for essential local services and not a penny can be taken by State, County or Federal Governments.



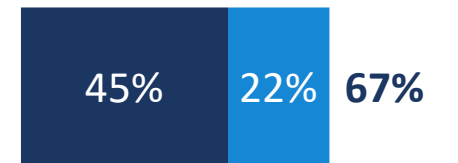
**(PARKS)** Galt prides itself on the 21 parks serving the community, but the City does not have the funding needed to continue to keep them clean and safe. This measure will maintain and repair public bathrooms; maintain landscaping and sports fields; and upgrade deteriorating gas, electrical and sewer lines, safety lighting and children's playground so that children have safe places to play.



**(YOUTH)** Over 2,000 kids participate in Galt's free or low-cost youth and afterschool recreation programs, including sports, anti-bullying, and anti-gang programs. This measure will maintain, expand and improve free and low-cost programs that help keep local kids off the streets, safe, and out of trouble.



**(ACCOUNTABILITY)** This measure includes strict accountability provisions to inform the community about how the money is spent and annual independent financial audits. These financial protections will ensure funds will be used efficiently and effectively for local City services.

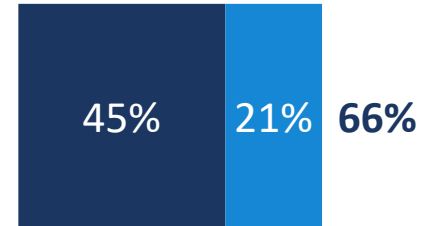


# Continued

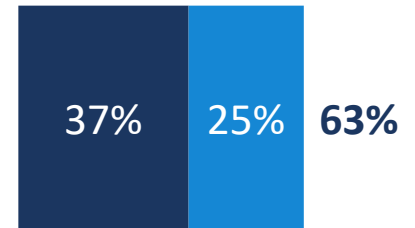
(Ranked by Total More Inclined to Vote Yes)

■ Much More Incl. ■ Smwt. More Incl.

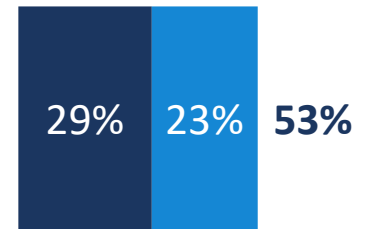
**(CRIME)** The City of Galt has worked hard to prevent crime. This measure will help ensure we can continue to retain and attract qualified police officers to maintain response times, help prevent property crimes, thefts and burglaries; and keep our city safe.



**(STREETS)** Our local streets and roads are in terrible shape. It is time we fund these essential safety road repairs before it gets even worse and becomes more expensive for local taxpayers in the future.



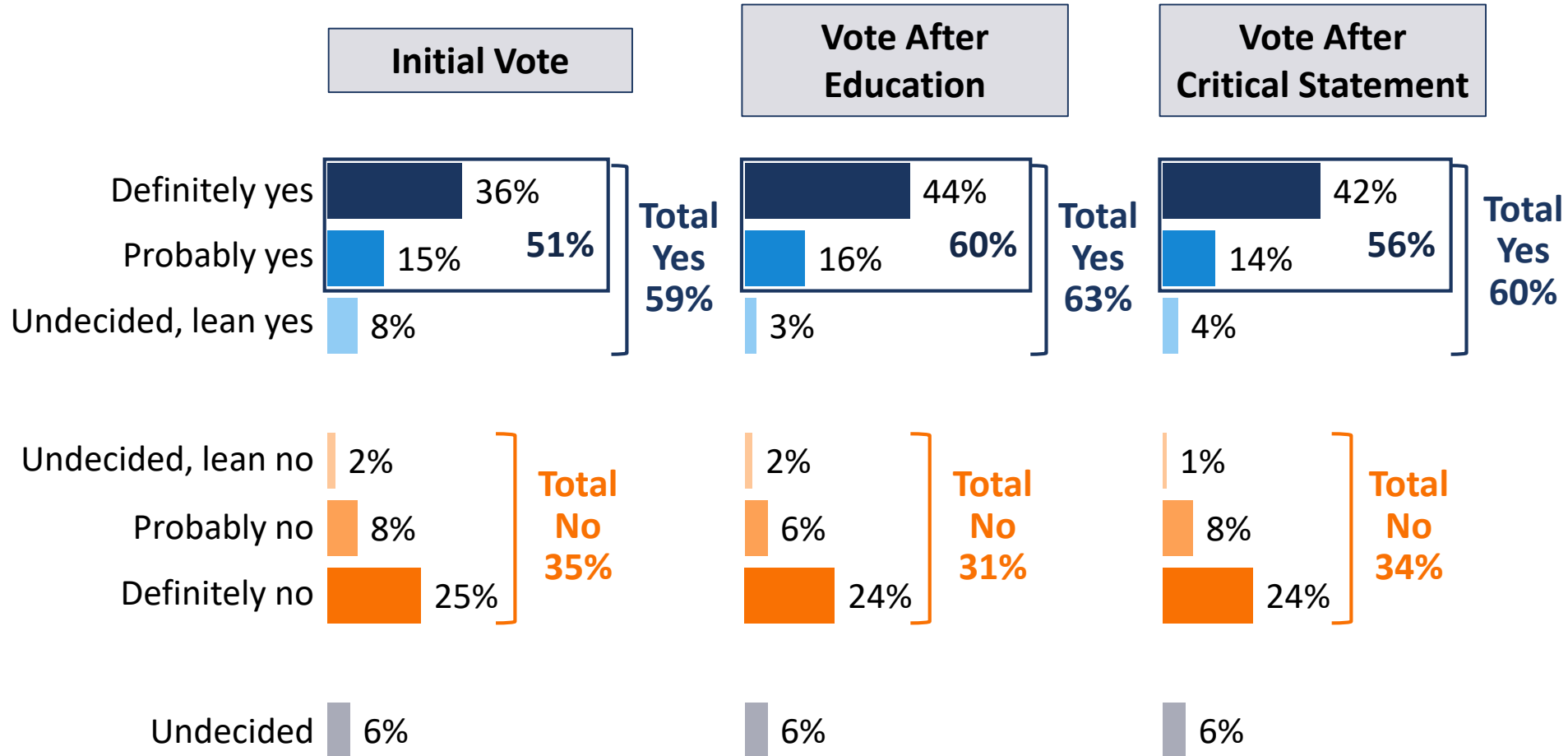
**\*(INDEPENDENT)** This measure will generate local funds to help ensure Galt is able to continue delivering the essential City services residents need and want, without having to rely on construction permits and other types of fees that would allow developers to take over our City.



## **Voters were provided also provided with critical statements about the potential General Purpose sales tax measure.**

- Critical statements included the opinion that the City should cut its waste and inefficiencies, that CPI and gas prices are sky-high, the potential of another sales tax from the County also coming in November, that the measure would provide a “blank check” to City Council, and that the City should focus on just improving park programs, services, and infrastructure.

# After receiving all information, support for the measure remains above the simple-majority threshold and above the margin of error.





# **Potential Dedicated Park and Recreation Services Measure**

# 75-WORD BALLOT TITLE AND SUMMARY PLACEHOLDER

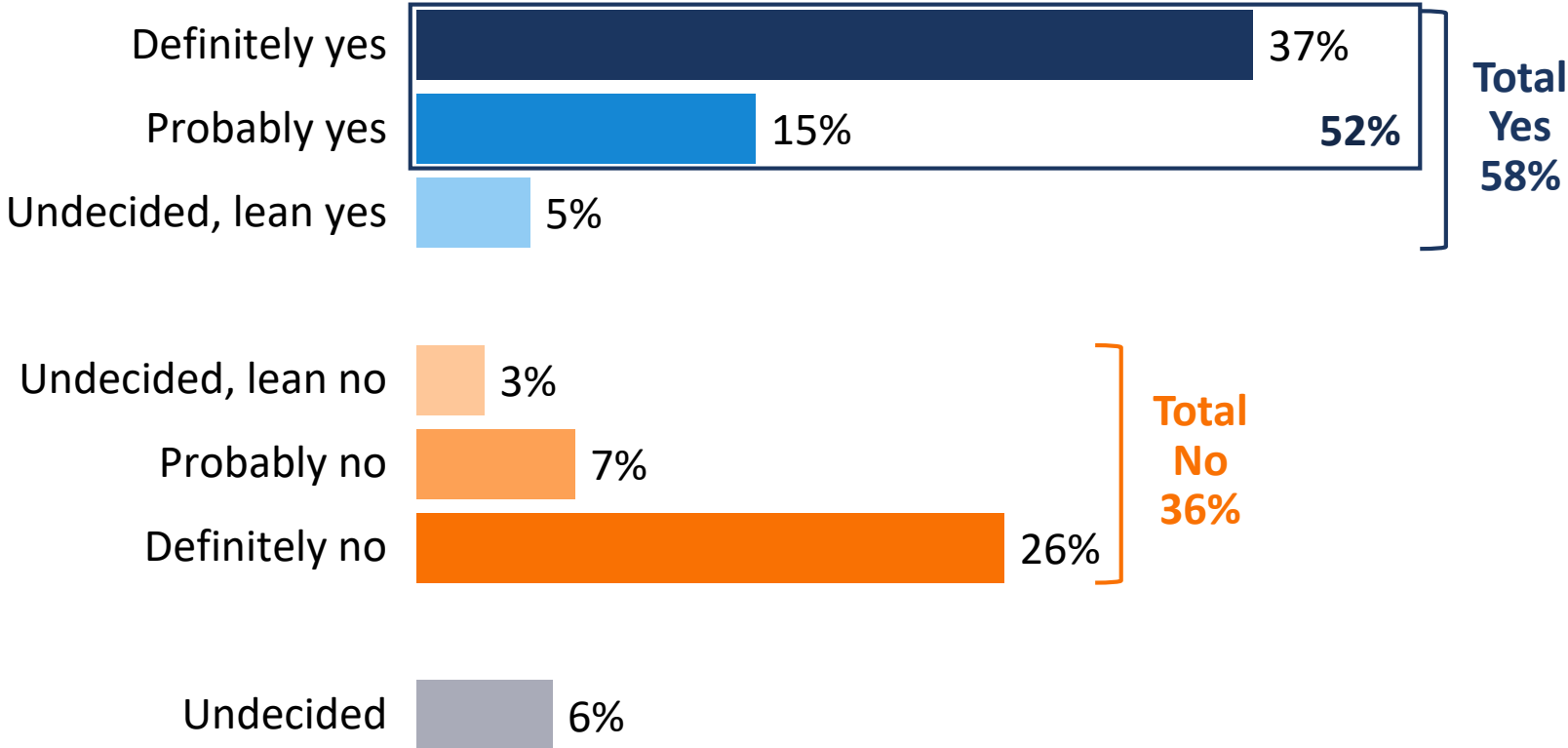
*(As Approved by Legal Counsel)*

## CITY OF GALT PARKS AND RECREATION SERVICES MEASURE

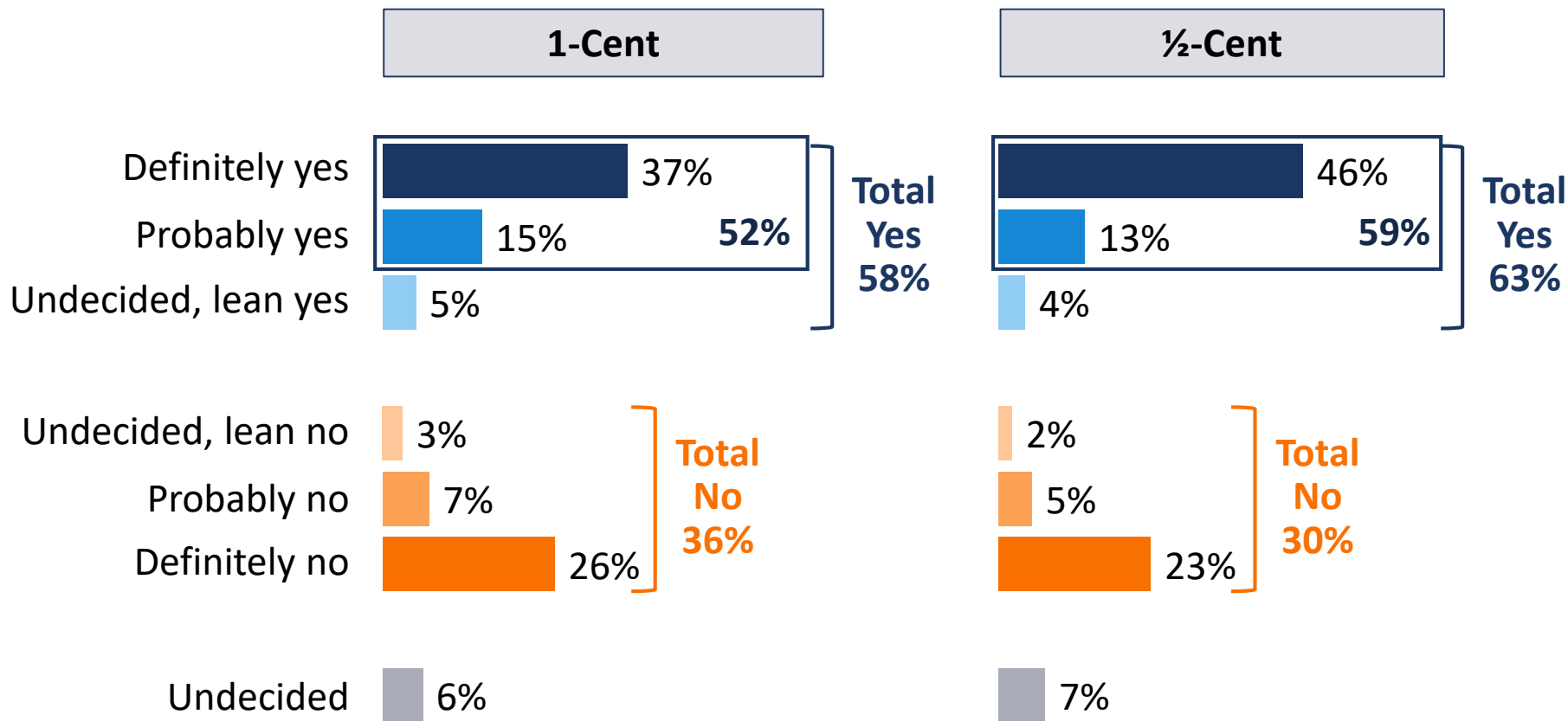
To provide Galt safe/clean parks/recreational areas; maintain median landscapes, trails/fields, park bathrooms/plumbing, youth/afterschool programs and keep them affordable; help prevent the closure of City-run parks; upgrade park safety lighting; help provide children safe places to play; shall the measure establishing a 1¢ sales tax providing approximately \$3,600,000 annually until ended by voters; requiring audits, public spending disclosures, all funds locally controlled, be adopted?



# Slightly less than six-in-ten initially would vote yes on a one-cent dedicated measure for park and recreation services -- significantly below the two-thirds threshold for passage.



# When asked about a 1/2-cent Dedicated Park and Recreation Measure sales tax, support increase five percentage points, from 58% to 63% - below the threshold needed to pass a two-thirds measure.



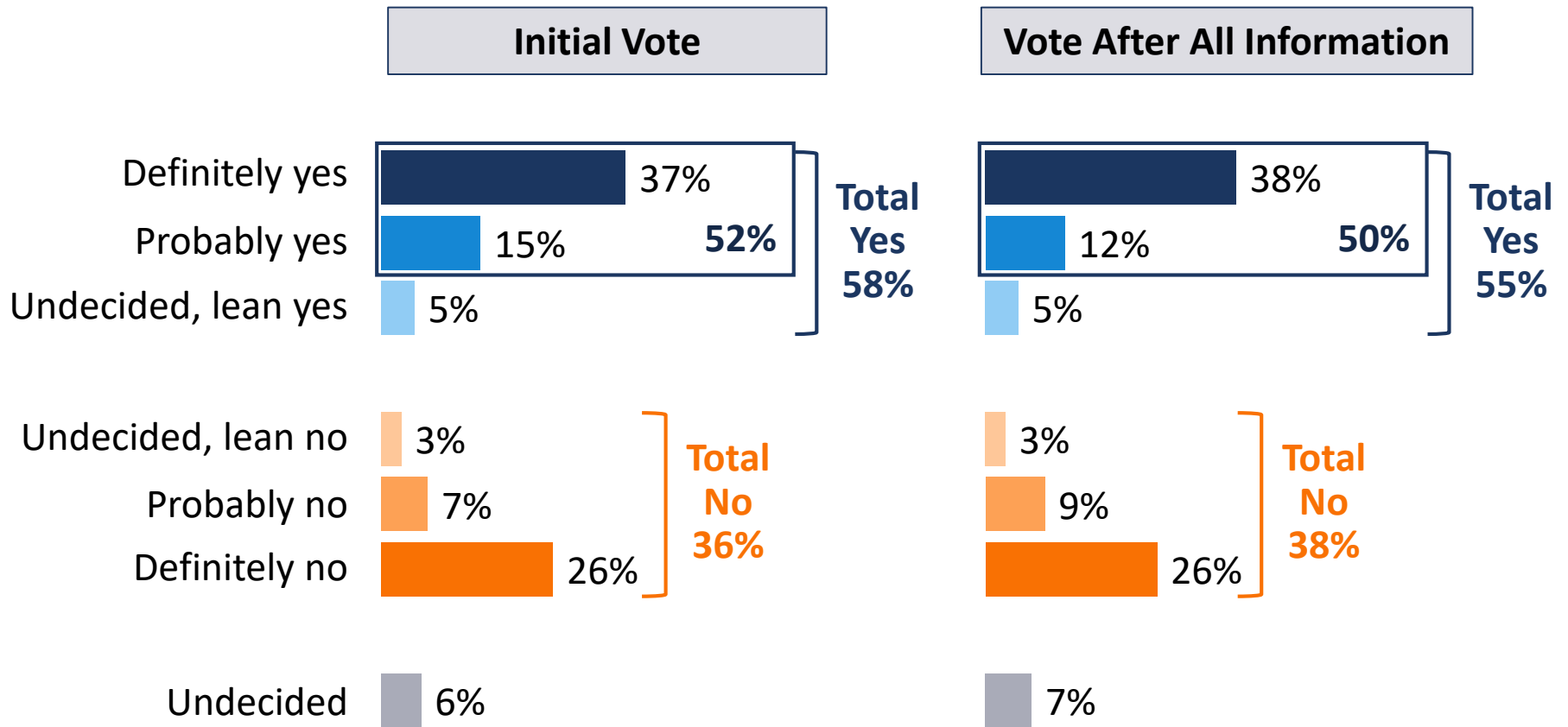
Based on this description, do you think you would vote "Yes" in favor of it or "No" to oppose it?

If the City of Galt Park and Recreation Measure sales tax measure I just asked you about established a 1/2-cent sales tax raising \$1.8 million, instead of a 1-cent sales tax raising \$3.6 million, would you vote "yes" in favor of this measure or "no" to oppose it?

# **Voters were provided also with both educational and critical statements about the potential dedicated park and recreation services measure.**

- Educational statements spoke about how maintaining local parks and recreation areas benefit the community, included more details about the types of repairs and maintenance the measure would cover to help keep safe places for children to play, the type of accountability features the measure would put into place, and how all funds will be used only for local recreational programs and parks.
- Critical statements included the opinion that the City should cut its waste and inefficiencies, that CPI and gas prices are sky-high, the potential of another sales tax from the County also coming in November, and the perception that there are other more pressing issues that the City should address besides parks and recreation services.

# After all information, total yes decreases by three percentage points, from 58 to 55 percent – keeping support below the two-thirds required for passage of a dedicated Parks and Recreation measure.





# Conclusions

# Conclusions

- **Two-thirds** perceive the **City** has a **great or some need for additional funds** to provide level of City services that Galt residents need and want.
- Throughout the survey, approximately **6-in-10 support the general purpose 1-cent sales tax measure**, with 44% saying they would definitely vote yes after education.
- The fact that the **funds** from the measure are **locally controlled** and that the measure will help **maintain the 21 community parks and help provide free and low-cost recreation programs** for local kids are **leading reasons to support the measure**.
- The **measure** appears to be **resilient in the face of opposition efforts**.
- The **super-majority two-thirds dedicated park and recreation sales tax measure is not viable** at either the one-cent or one-half cent rate.



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