

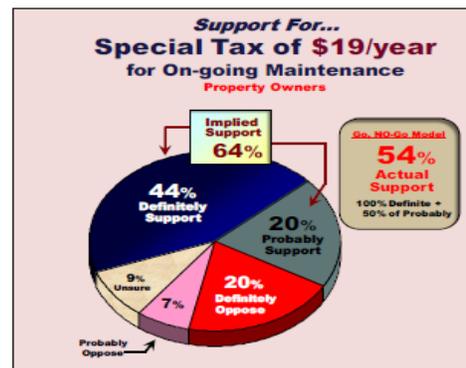
Contra Costa County

Summary of Rodeo Community Survey



In September 2009, Strategy Research Institute (SRI) conducted a phone survey of 200 Rodeo residents. The survey was developed by SRI with input from the Public Works Department and the Redevelopment Agency to determine the level of support for funding the maintenance of Parker Avenue improvements which include landscaping, garbage collection, benches, and graffiti removal (\$50,000 annually); a dedicated Sheriff's Deputy for Rodeo (\$200,000 annually); and additional community events administered through Lefty Gomez Community Center (\$25,000 annually).

The survey results indicated that there was not a likelihood of getting voter support for an increase in property taxes to maintain the public landscaping and medians along Parker Avenue because 2/3 voter support would be needed. About half (51%) of voters would be willing to pay a modest increase in their property tax which falls short of the 2/3 voter support needed. Over one third (35%) would prefer to allow these public amenities along Parker Avenue to deteriorate. However, when voters were asked if they would be willing to pay an additional \$19 per year to keep the public landscaping and medians along Parker Avenue maintained, 54% said they would be willing.



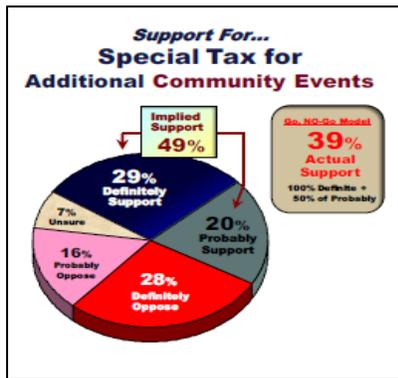
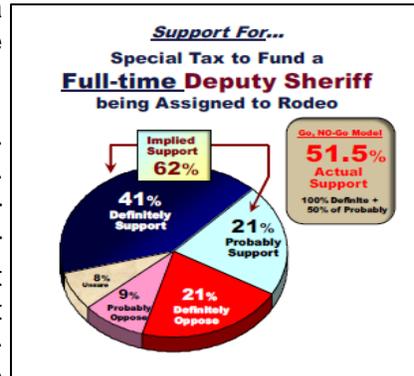
The results show that voter support for a funding measure, if one were placed on the local ballot today, is 54%. However, if a Measure were to be placed on the ballot as a Special Tax, which requires 2/3 support for passage ...it would fail. (SRI's 'Go, No-Go' Model has routinely predicted voter behavior within 1% to 2% of reality by aggregating 100% of the DEFINITELY support with half (50%) of the PROBABLY support.)

In addition to a Special Tax, another opportunity to fund the Parker Avenue improvements would be if all property owners were asked to authorize a Special Benefit Assessment. A Special Benefit Assessment is funded by property owners in proportion to the amount of benefit received by that property. Passage requires a yes vote from a simple majority (50%) of property owners. The actual amount of the increase in an annual assessment would be greater for those properties located adjacent to, or even close to, the public landscaped areas and medians along Parker Avenue. If residential property were assessed \$19, those located near Parker Avenue would be assessed around \$45 to \$50 per year. Commercial property would be assessed approximately \$100 to \$150 per year. Because those properties located near Parker Avenue would receive greater benefit than parcels located further away from the public landscaped area, those property owners must pay more for landscaping maintenance.

It is highly unlikely that a Special Benefit Assessment would pass. Why? The sample in the survey was comprised of voters in Rodeo; then, researchers analyzed the subset of owners of residential property. Because the survey tested both a Special Tax, which would be placed on the local ballot and voted on, and an Annual Assessment having to do with a Landscape and Lighting Assessment District (LLAD) which involves sending property owners a mail ballot asking for their vote...owners of commercial property were not surveyed. Before placing a Special Benefit Assessment before Rodeo property owners, owners of commercial property adjacent to the pub-

lic landscaped areas and medians along Parker Avenue should be surveyed. Since the amount of assessments for such properties would be markedly above \$19 per year, it's highly unlikely that the owners of these properties would support a new Special Benefit Assessment; as a result, such a measure would probably fail.

A majority (87%) of Rodeo voters say there is a need for additional police protection in the community. Although a large ratio of Rodeo residents want additional police protection in their community, if a Special Tax measure (which requires 2/3 voter support) for \$73 per year were to be placed on the local ballot to fund a Deputy Sheriff being assigned full time to Rodeo...it would secure 51.5% voter support...therefore, it would fail to secure the 2/3 vote needed for passage.



Securing voter support for a modest tax of \$9.50 per year to fund a variety of community events throughout the community would also fail. Even in a best case scenario only 49% support a tax to fund a variety of community events in Rodeo. Should such a measure be placed on the local ballot, likely voter support would be 39%. Thus, such a Measure would fail... especially since 2/3 voter support would be needed.

Additionally, property owners in Rodeo are not willing to authorize an increase for inflation between 3% and 4% for the increased cost of properly maintaining the public landscaped areas and medians along Parker Avenue. Should such a measure be placed before local property owners, it would secure only 24% voter support.

Lefty Gomez Community Center plays an important role in terms of enhancing the quality of life for Rodeo residents. This is especially interesting given the fact that only 10% of respondents said they use the facilities at Lefty Gomez Community Center "often;" another 12% use these facilities "sometimes;" and 17% "rarely" use these facilities. Fully 60% said they never use the facilities at the Community Center.

Researchers learned that the community center is mostly used by local youth and young adults. Most people (especially parents of school-age children and seniors) place a high priority on providing organized activities (for example, basketball, baseball, softball, and football) for local youth. It helps keep them off the streets and out of trouble. This goes a long way toward enhancing public safety throughout the community.

The findings from the present survey have led researchers to two very specific recommendations.

Recommendation #1: Do NOT move forward, today, with asking Rodeo voters to support a Special Tax (2/3 vote needed) for any purpose.

Recommendation #2: After the local, regional, state and national economies rebound, County officials and County Service Area R-10 (Rodeo) may want to revisit this matter.