

# Survey of Foster City Voters Summary of Results

Conducted for Foster City  
August 2017

# Methodology

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- ▶ Mixed-Mode, web and telephone survey of Foster City likely voters
- ▶ 452 completed interviews; margin of error  $\pm 4.6$  percentage points
  - Web – 247 interviews
  - Phone – 205 interviews
- ▶ Conducted August 14-24, 2017
- ▶ Data are weighted to reflect the demographics of a likely June, 2018 electorate

*Please note that due to rounding, some percentages may not add up to exactly 100%.*

# Key Findings

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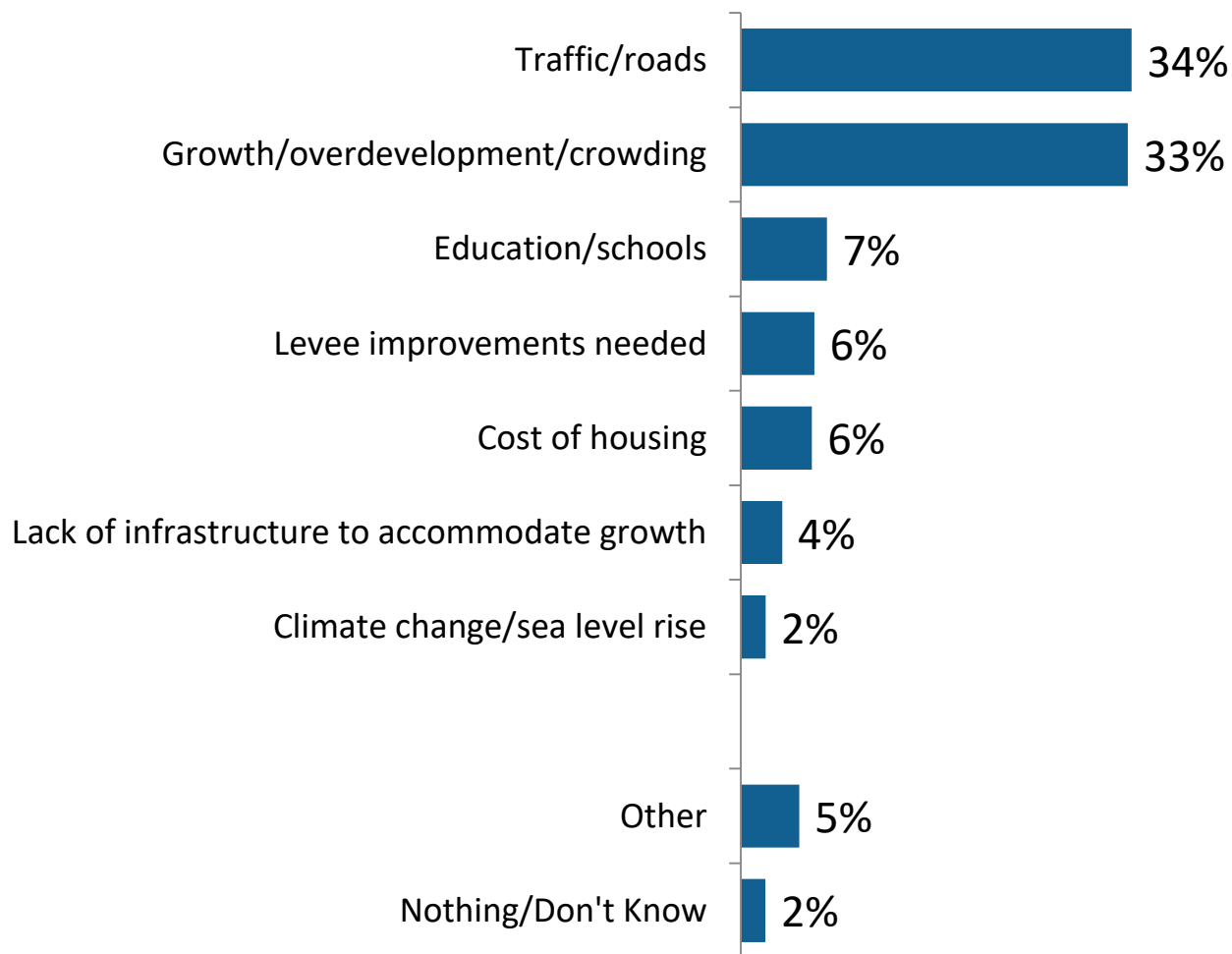
- ▶ Most voters trust the City to manage taxpayer dollars and believe that protecting the city from flooding is an important use of taxpayer money.
- ▶ Support for a \$90 million bond measure for levee improvements is above the two-thirds threshold needed for passage.
- ▶ Protecting city services and other safety-focused projects are top priorities for voters.
- ▶ Information comparing the cost of the bond to the cost of flood insurance and the potential designation of Foster City as a flood zone are compelling reasons to support a bond measure.
- ▶ Opposition may have some impact on support for a measure.



# Issue Environment

# Most Important Problem Facing Foster City

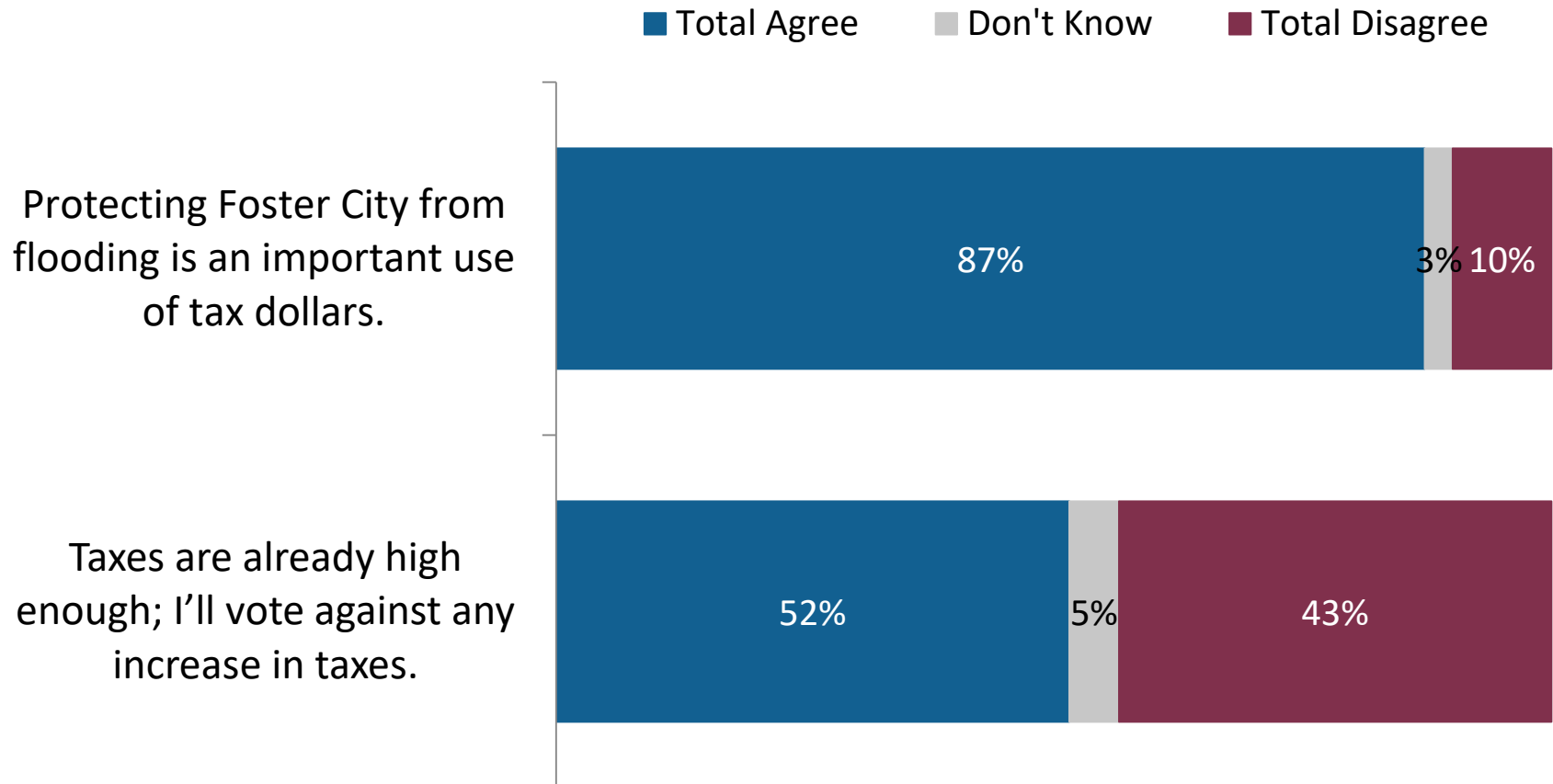
*While traffic and growth are the top issues raised, six percent of voters do specifically mention that levee improvements are needed.*



Q4. What do you think is the most important problem facing Foster City today? (Responses shown are coded categories of open ended responses)

# Tax Sentiment

*While aversion to new taxes is fairly widespread in Foster City, nearly 9 in 10 voters find protecting the city from flooding to be an important use of tax dollars.*

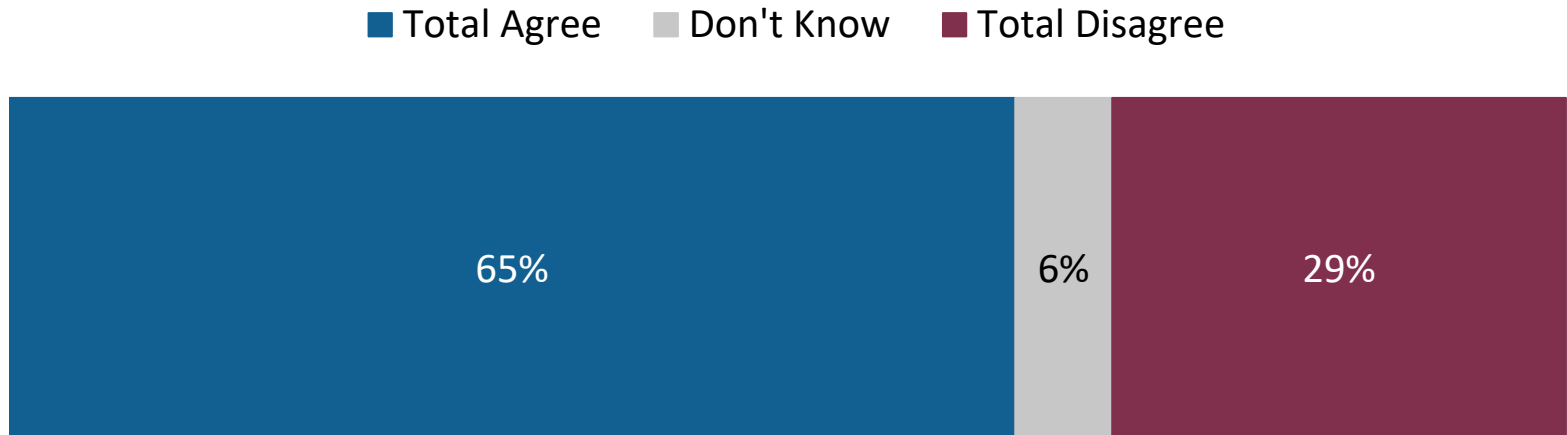


Q6-7. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

# Trust in the City

*Nearly two-thirds of voters trust the City with tax dollars.*

***I trust the Foster City government to properly manage tax dollars***



Q8. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.



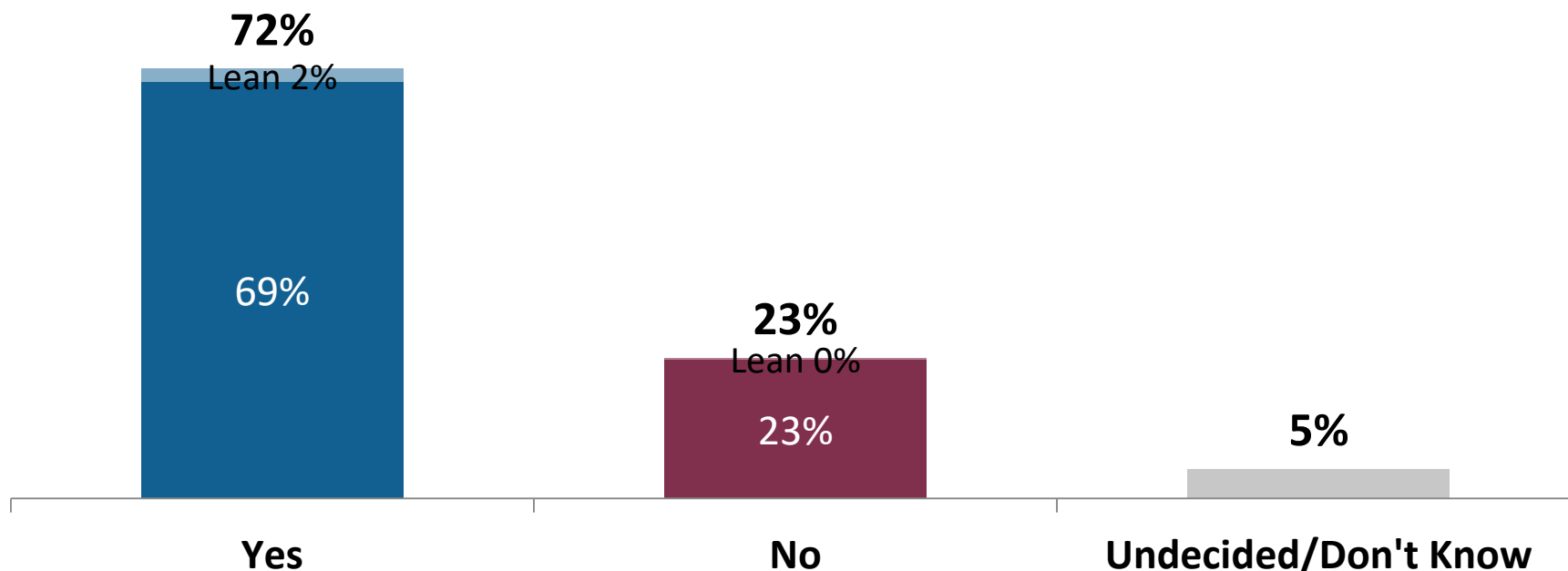
# Potential Bond Measure



# Initial Support

*Initial support is above the two-thirds threshold needed to pass.*

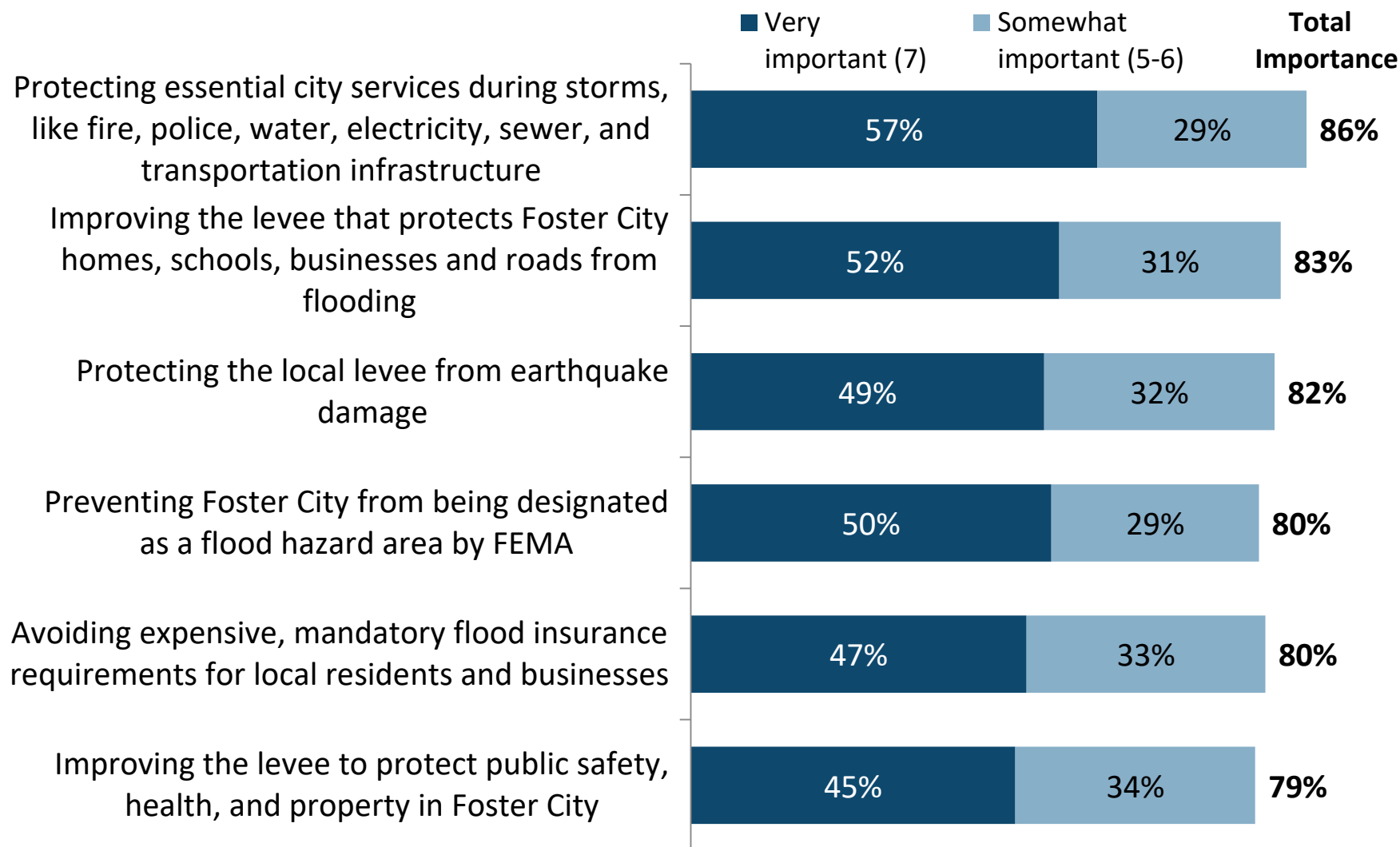
*To improve the levee that protects Foster City homes, schools, businesses and roads from flooding; prevent Foster City from designation as a flood hazard area by FEMA; avoid expensive, mandatory flood insurance requirements for local residents and businesses; and enhance levee trail access, usability, and landscaping for walkers, runners, and cyclists; shall Foster City issue \$90,000,000 in bonds at legal rates, with oversight by the citizens' audit committee, no funds for administrators, and all funds staying local?*



Q5. If the election were held today, would you vote yes to approve or no to reject this measure?  
(IF UNDECIDED/NOT SURE) Well which way do you lean -- towards voting yes or no on the measure?

# Top Bond Components

*Protecting city services and other safety-focused projects are particularly important.*



Q9-17. I'm going to read you a list of components that could be included in a levee bond measure. On a scale of 1 to 7, where 1 is not at all important and 7 is extremely important, please tell me how important each of the following is to you.

# Potential Messaging

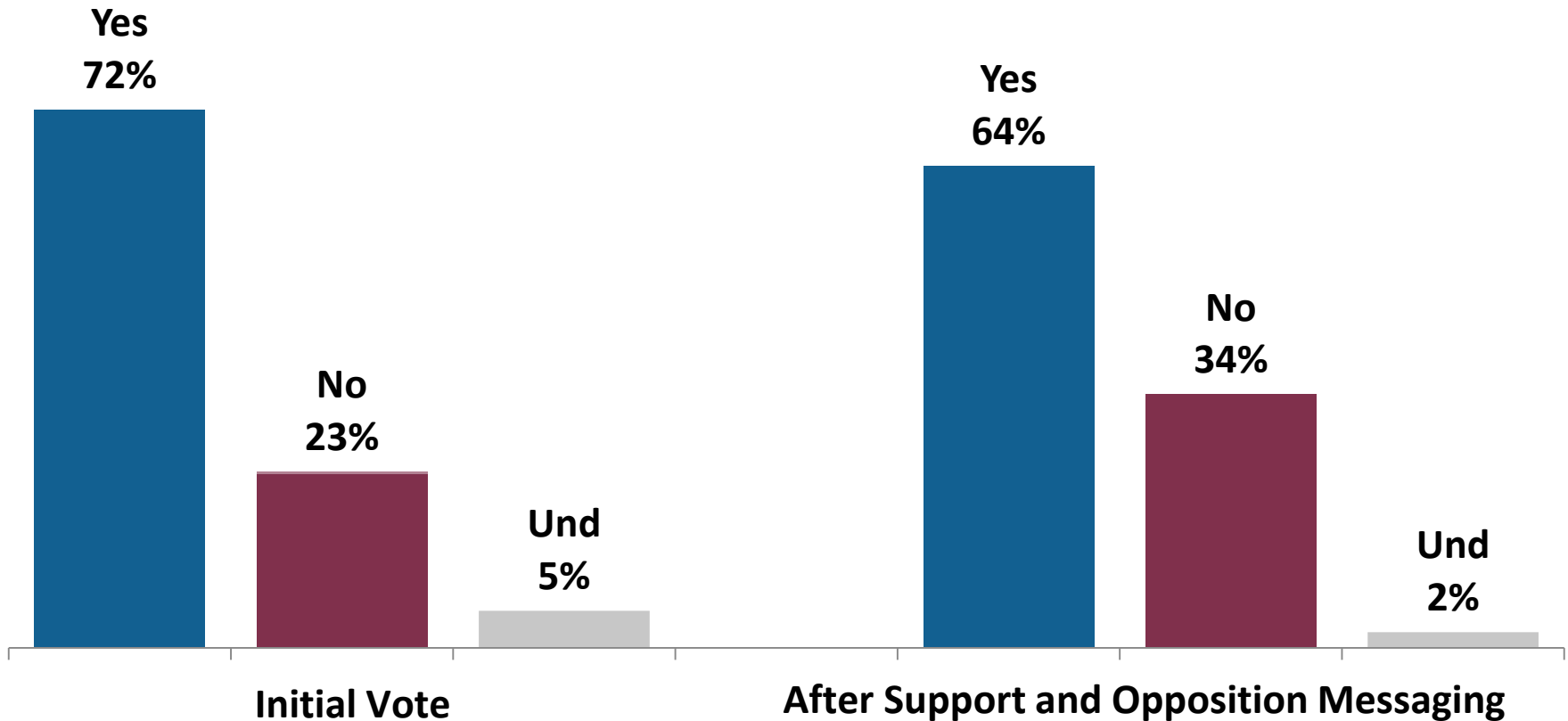
*Additional information may impact support for a measure.*

Supporting Messages	% Very Convincing	Opposing Messages	% Very Convincing
<b>Cost Comparison:</b> If measure passes, average household pays \$268 per year to prevent floods; if it does not pass, \$2,000-\$3,000 per year plus and still face flood risk	52%	<b>Regional Impact:</b> Flooding will impact the whole region, federal government is forcing levee updates; City taxpayers shouldn't have to pick up the entire bill	24%
<b>FEMA Designation:</b> FEMA says 85% of levee does not meet minimum standards; need to make life-saving upgrades now	45%	<b>Unnecessary:</b> City has plenty of money to pay for levee updates from general funds and property taxes	23%
<b>Flood Zone:</b> Without the measure, City is designated as a Flood Zone; any building upgrades would trigger requirement to raise several feet	40%	<b>Goes Too Far:</b> Would make the levee much higher than it needs to be, at too high a cost	17%

Q18-28, 30-36. Next I'd like to read you some statements from people who **support/oppose** the measure. After each one, please tell me how convincing that statement is as a reason to **vote for/against** the measure—very convincing, somewhat convincing, not too convincing, or not at all convincing.

# Impact of Messaging

*Support for a measure can be impacted by messaging.*



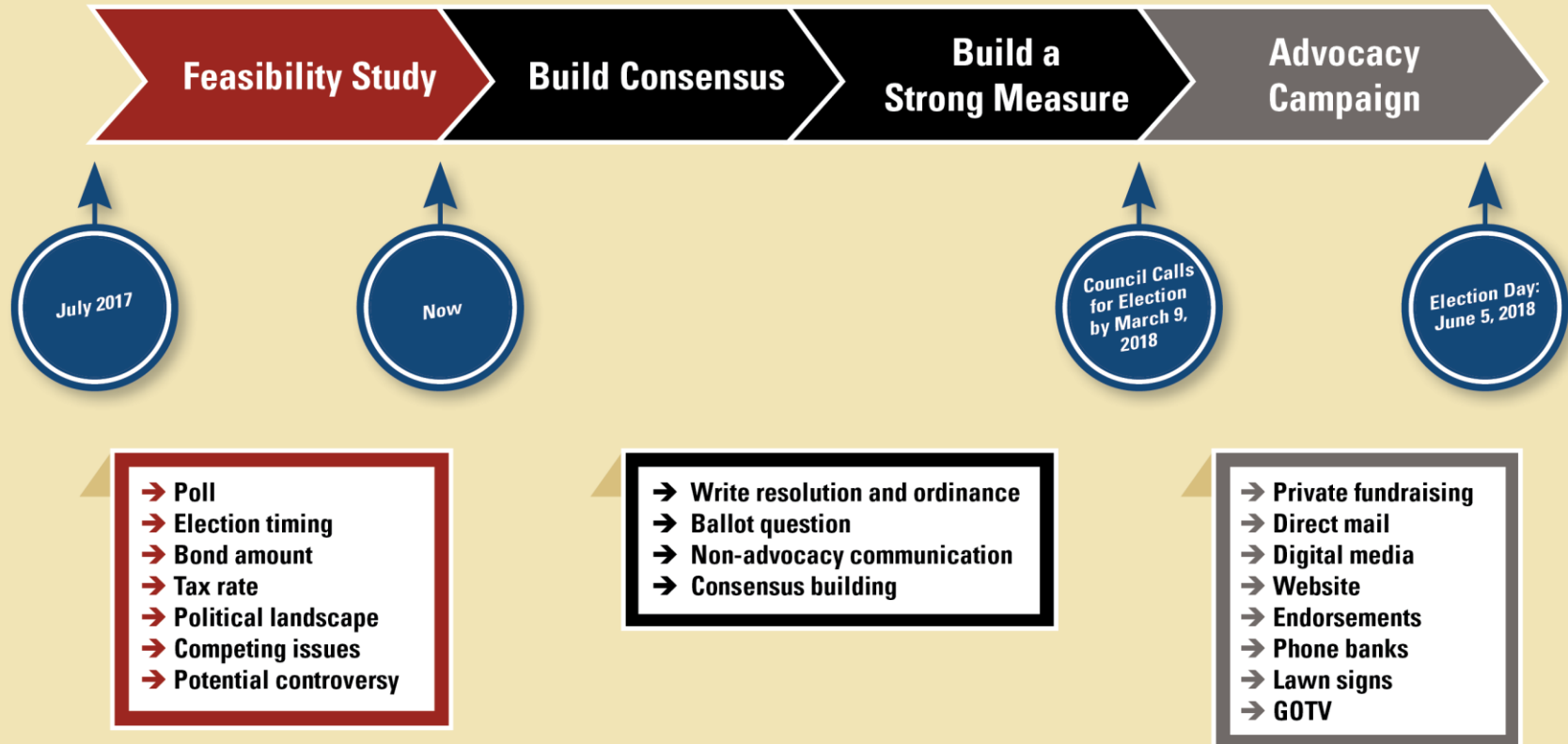
Q37. Now given everything you've heard, if the election were held today would you vote yes to approve or no to reject a \$90 million levee improvement bond? If the election were held today, would you vote yes to approve or no to reject this measure? **(IF UNDECIDED/NOT SURE)** Well which way do you lean -- towards voting yes or no on the measure?

# Conclusions and Recommendations

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- ▶ Foster City voters recognize the importance of taking action to protect the city from flooding, safety and infrastructure hazards, and expensive mandatory flood insurance requirements.
- ▶ A bond measure for levee improvements appears feasible for the June, 2018 ballot. However, an opposition campaign could be impactful.
- ▶ An informational outreach effort from the City to raise awareness about the levee is strongly recommended.
- ▶ A privately funded outreach campaign to ensure voters understand what is at stake and have the information they need to make an informed choice at the ballot is strongly recommended.

# June 2018 Ballot Measure Timeline



# Contact

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