



GODBE RESEARCH
Gain Insight



City of Concord

2014 Sales Tax Renewal Survey
July 2014

- Measure Q was adopted by Concord voters in 2010 to protect and maintain vital services, with funding that can't be taken by Sacramento.
- Measure Q is a half-cent sales tax measure that has helped the City stay solvent, maintain services and begin rebuilding its urgent reserve funds during one of the worst economic times of our day.
- Measure Q is scheduled to expire.
- A November 2014 measure to continue Measure Q in order to maintain public safety and essential Concord services is viable.

Recommendations



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- Take steps to place a Measure Q continuation measure on the November ballot.
- Plan on proceeding with a 9 year sunset.

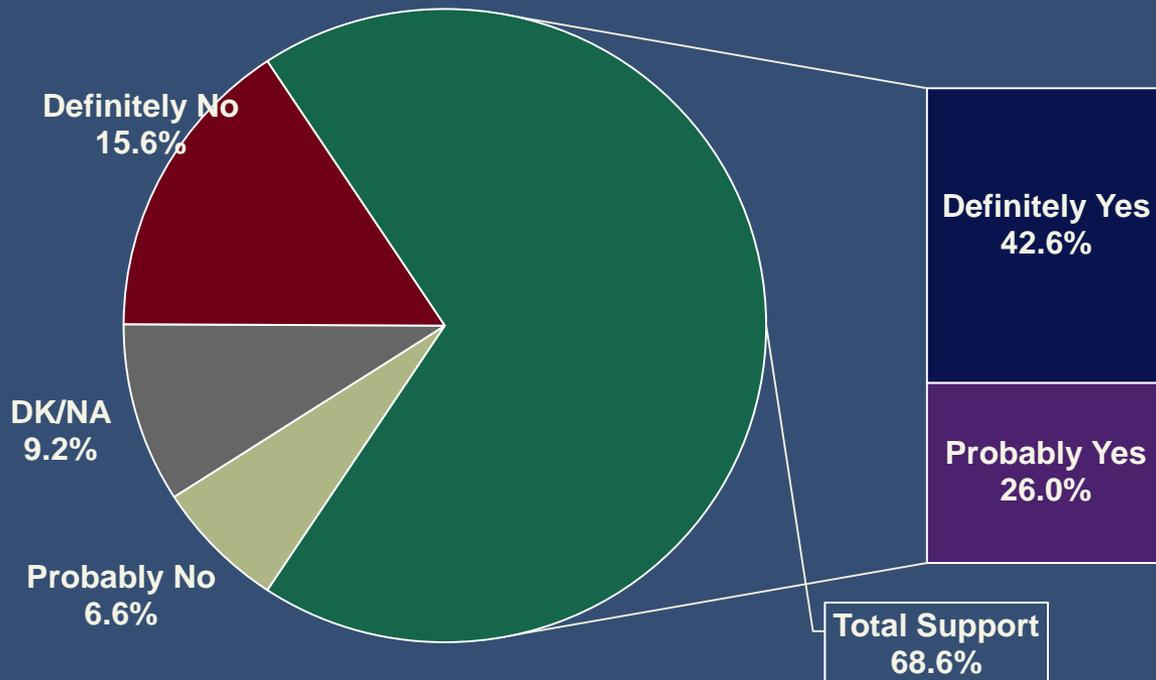
Methodology Overview



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- Data Collection Telephone Interviewing
- Universe Approximately 33,168 likely November 2014 voters in the City of Concord
- Fielding Dates July 7 through July 17, 2014
- Interview Length 18 minutes
- Sample Size 400 residents
- Margin of Error $\pm 4.9\%$

Uninformed Support (n=400)

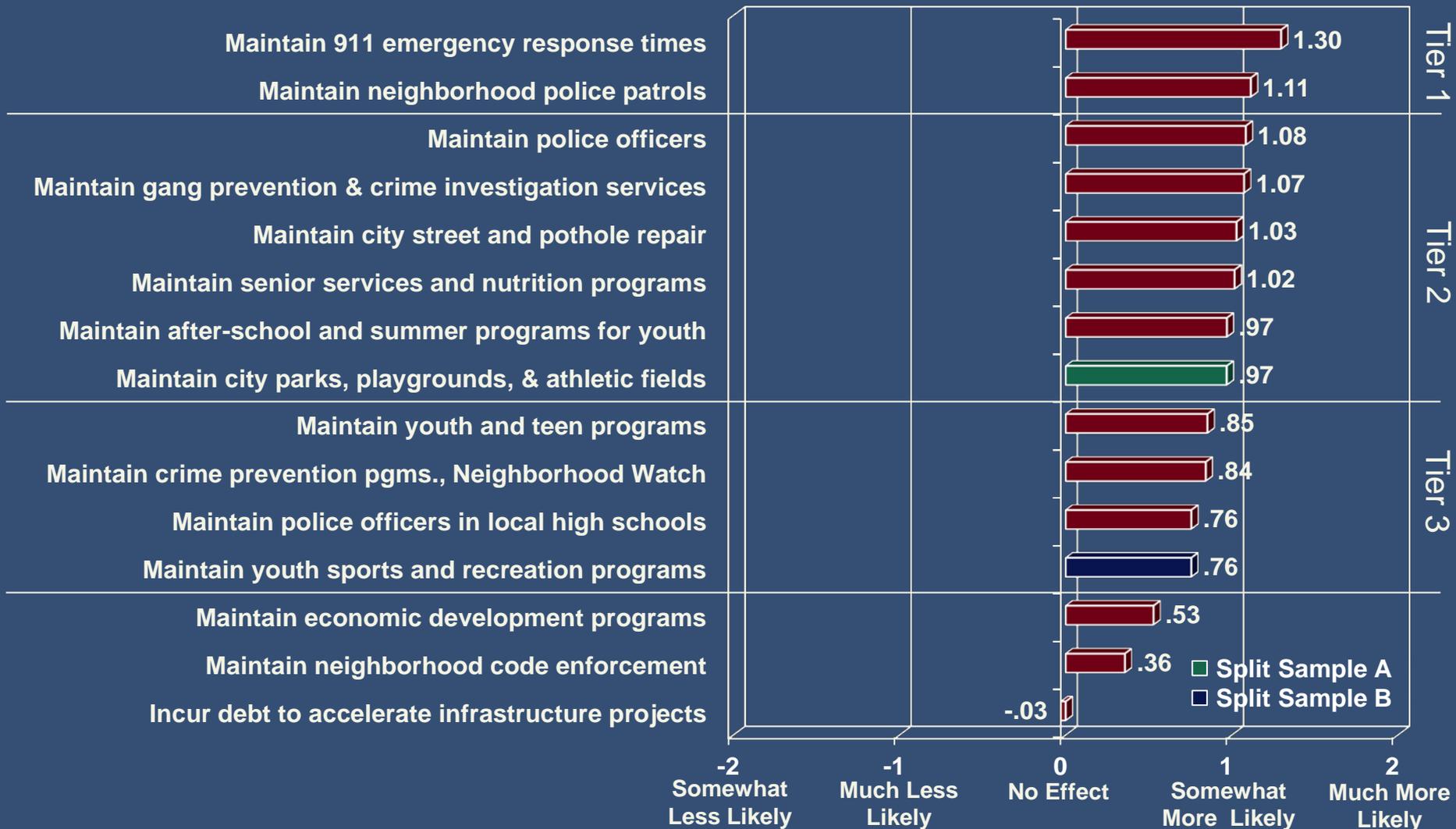


To continue funding that cannot be taken by Sacramento to protect and maintain Concord's city services, including:

- 911 emergency response,
- police officers,
- gang prevention,
- crime investigation,
- neighborhood police patrols,
- city street and pothole repair,
- senior and youth programs,
- other city services

shall the City of Concord extend the existing voter-approved ½ cent sales tax, without increasing the current tax rate, including annual audits, independent citizens oversight, authority to incur debt to accelerate infrastructure projects, and no money for Sacramento?

Features of the Measure (n=400)

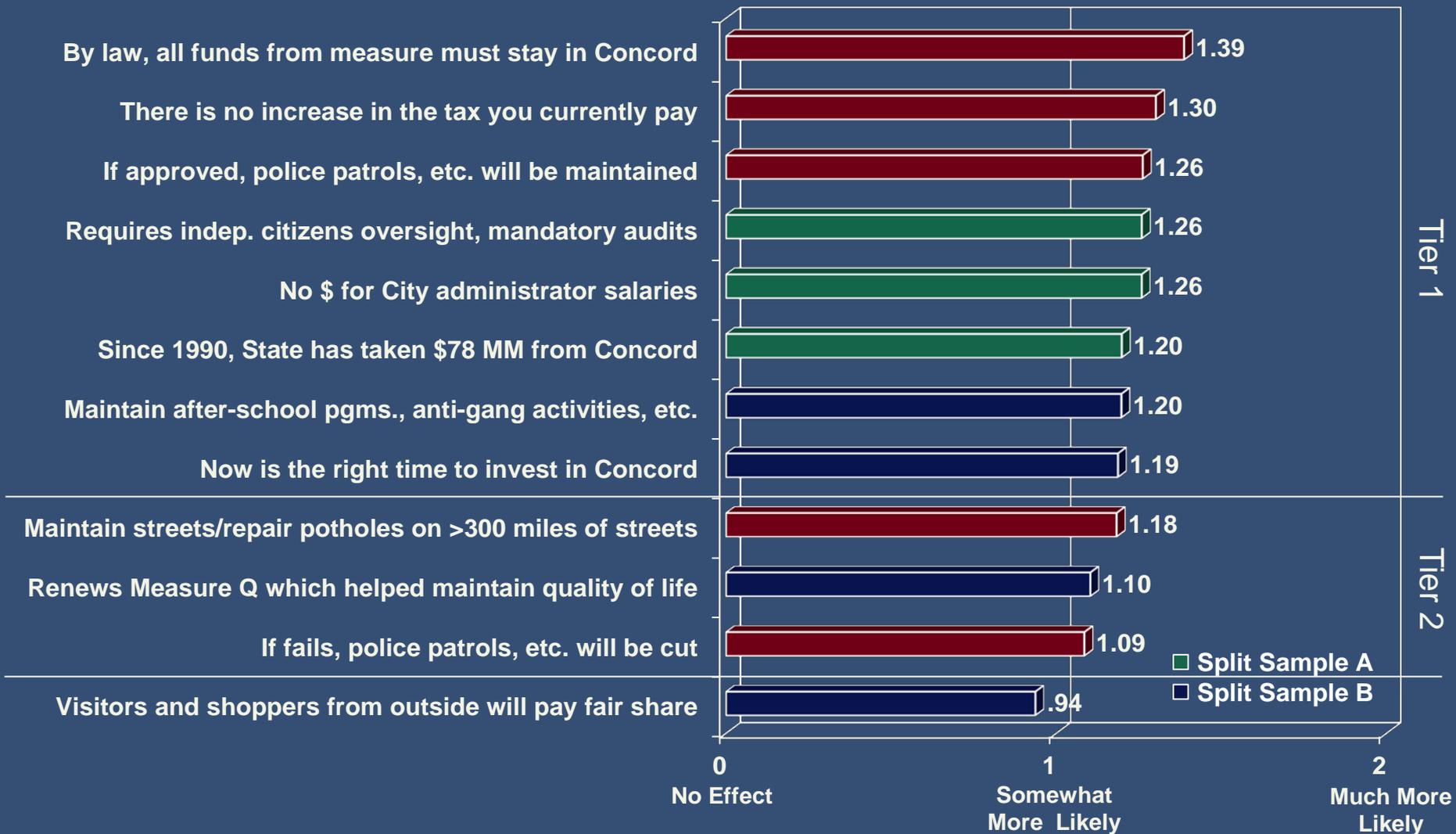


Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.

Influence of Supporting Statements (n=400)

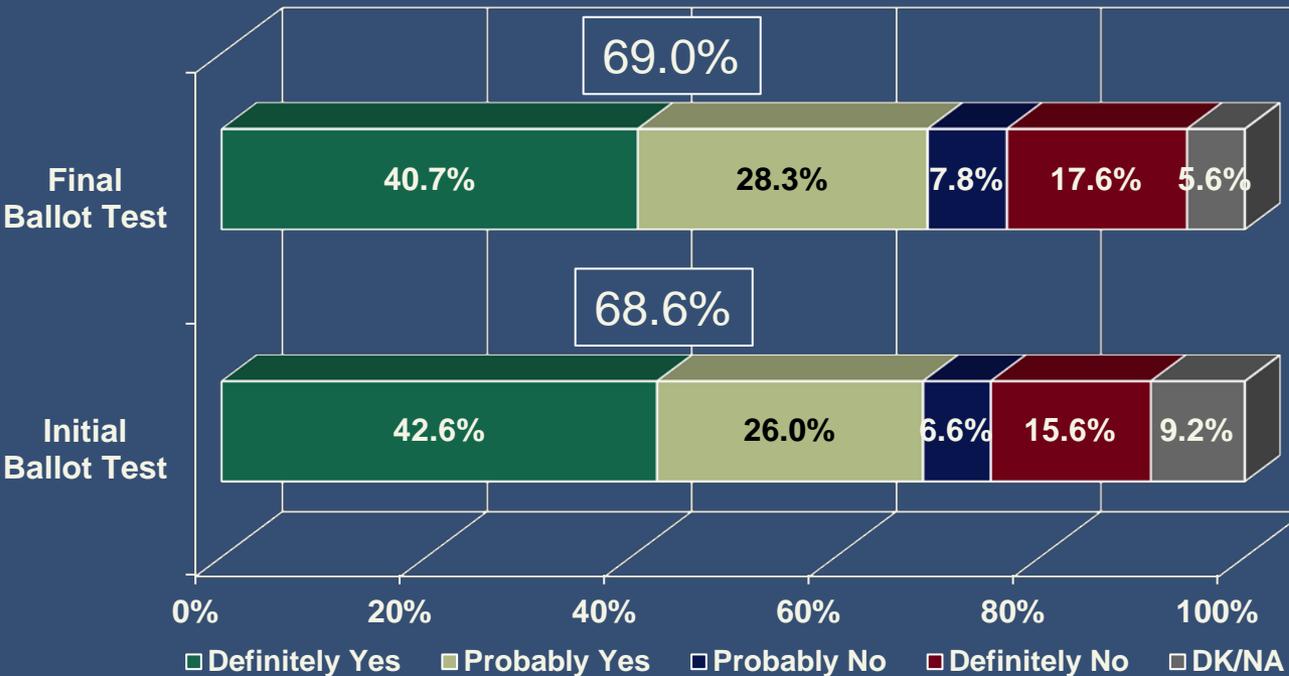


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Informed and Uninformed Support (n=400)



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Conclusions



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- A Measure Q continuation, general purpose half-cent sales tax measure – with its majority vote threshold – appears viable at this time.
- Funding from a Measure Q continuation measure would help maintain public safety and quality of life services that Concord residents have identified as important.



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