SECURITY MEASURE VOTER SURVEY

CONDUCTED FOR THE RANCHO MURIETA CSD

PRESENTED BY
TIMOTHY McLarney Ph.D.

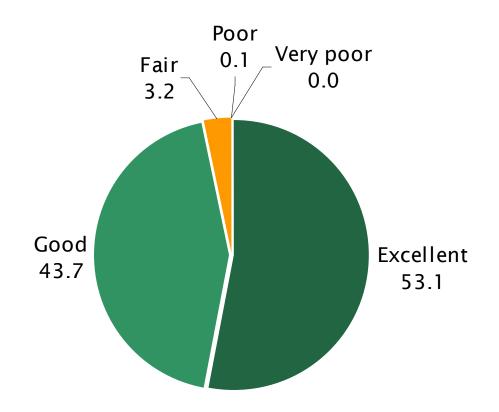


METHODOLOGY OF STUDY

- o Conducted February 5th to February 17th, 2022
- Random Sample: 673 District voters likely to participate in November 2022 election
- Mixed-Method approach
 - Recruited via phone, text and email
 - Data collection via phone and online
 - 17-minute average interview length
- Overall margin of error is ± 3.4%

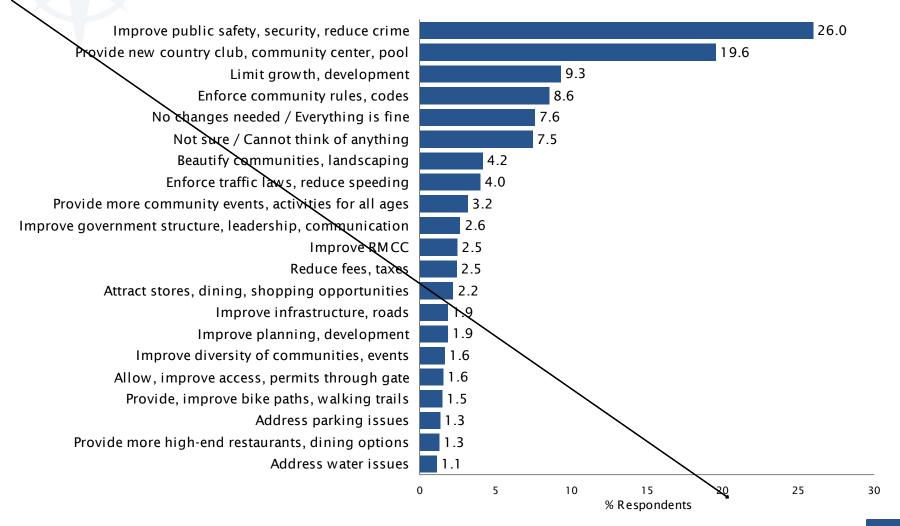


QUALITY OF LIFE



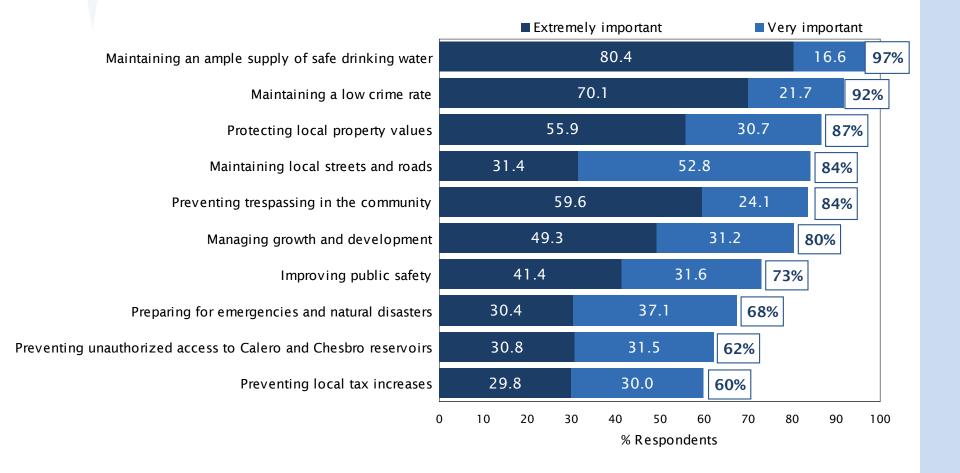


CHANGES TO IMPROVE RANCHO MURIETA





IMPORTANCE OF ISSUES





INITIAL BALLOT TEST

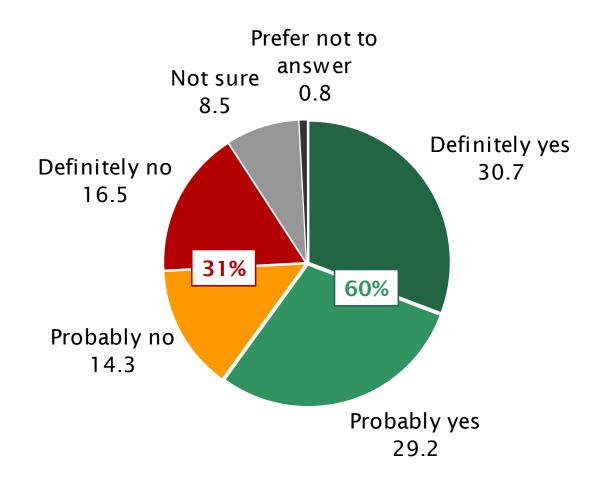
In order to:

- Prevent crime and better protect the lives and property of Rancho Murieta residents and businesses
- Provide additional patrols by Sheriff's deputies and security patrol staff
- And continue gated security 24 hours per day, year round

Shall the Rancho Murieta Community Services District measure be approved levying \$298 annually per parcel, providing 800 thousand dollars annually until ended by voters, with all money staying local? If the election were held today, would you vote yes or no on this measure?

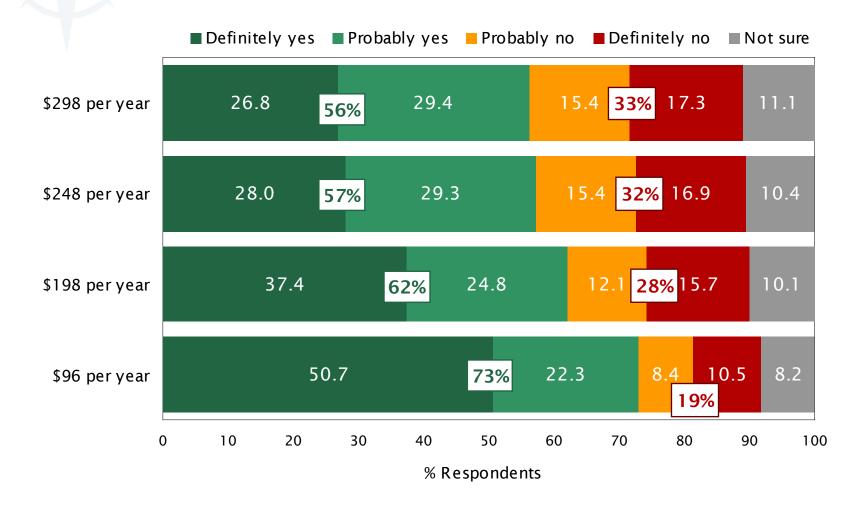


INITIAL BALLOT TEST





TAX THRESHOLD





SERVICES & IMPROVEMENTS

■ Strongly agree ■ Somewhat agree Deter major crimes including burglary and theft 75.6 16.5 Continue providing security gate officers 24 hrs per day, year 81.5 9.1 round, to control community access, prevent trespassing Reduce vandalism, graffiti, and property damage 64.7 25.9 Reduce trespassing by non-residents 63.4 26.1 44.8 38.4 Patrol open space areas to reduce trespassing and fire risk Provide private security patrols, emergency response 24 hrs per 54.8 23.4 day, year round Provide additional patrols by Sheriff's deputies with full law 48.2 26.4 enforcement powers Better enforce speed limits and safe driving practices 33.2 38.0 Enforce RMA rules 35.4 35.4 0 10 20 30 40 50 60 70 80 90 100 % Respondents



POSITIVE ARGUMENTS

By keeping community safe, secure, measure will help protect property values, keep Rancho Murieta a special place to live

One of main reasons people move to Rancho Murieta is to be in safe, gated community with private security

Measure will ensure we always have security officer to respond quickly to emergencies, day or night; If we cut back security, that won't be the case

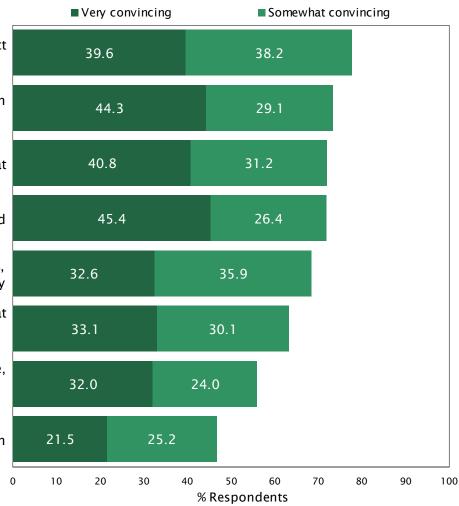
All money will be spent to provide security, safety, law enforcement in Rancho Murieta; can't be taken away by State, used for other purposes

There will be clear system of accountability, independent audits, citizen oversight, annual reports to ensure money spent properly

District does not receive revenue to continue providing security at current levels; if measure doesn't pass, District forced to cut security officers, patrols

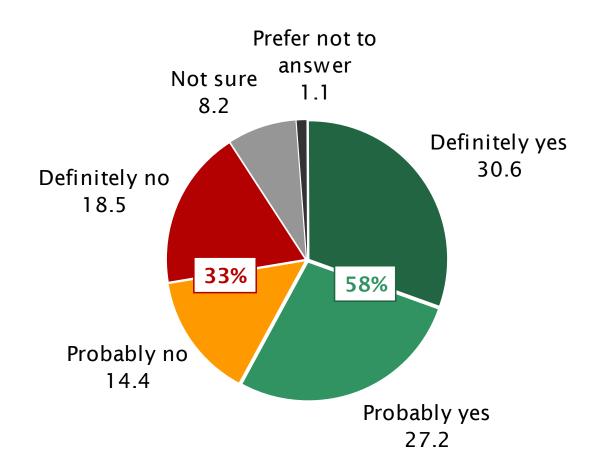
The choice is ours, we can invest in keeping Rancho Murieta safe, secure place to live, or cut back on private security, be like any other community

Earlier this year, CA made more than 76K prisoners eligible for early parole, measure provides funds needed to combat crime in community





INTERIM BALLOT TEST





NEGATIVE ARGUMENTS

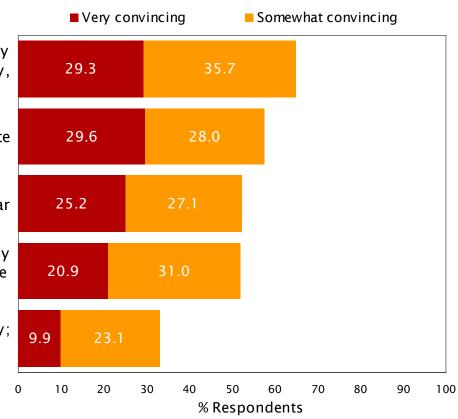
Property owners already paying District a lot of money for water, sewer, security; District has plenty of money, just need to do a better job managing it

This tax will last forever; there is no expiration date

The tax amount will automatically increase 3% every year

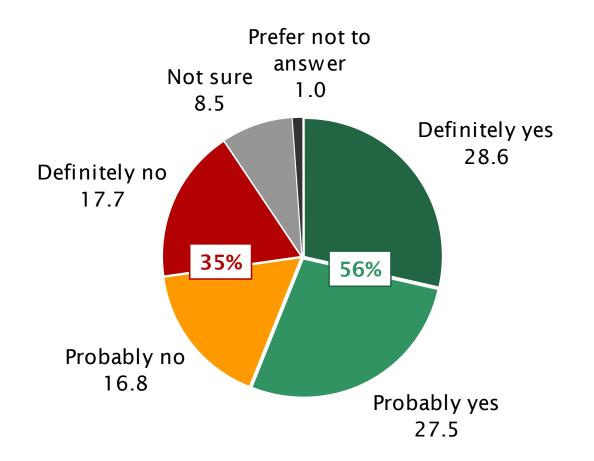
Many residents, local businesses have been hit hard by pandemic, are struggling to stay afloat; now is not the time to raise taxes

They should outsource security to a private company; we'd get more for our money



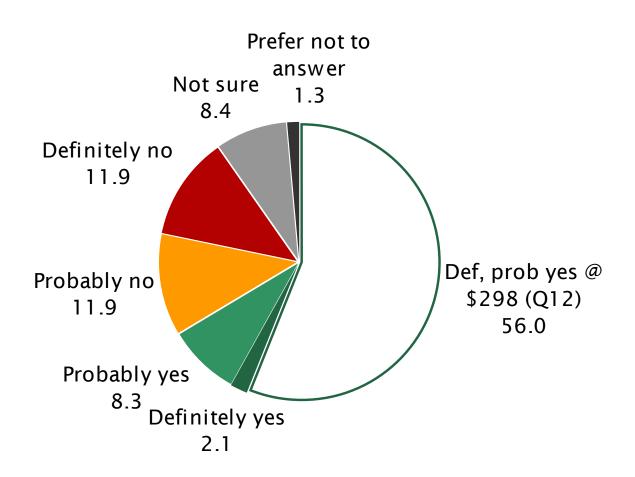


FINAL BALLOT TEST



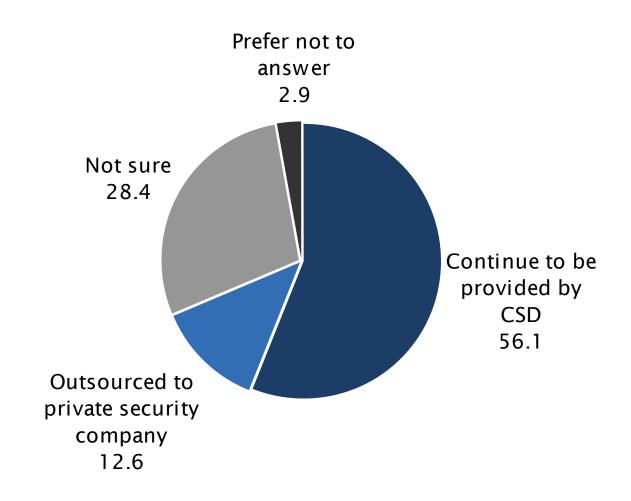


FINAL BALLOT TEST AT \$171 PER YEAR





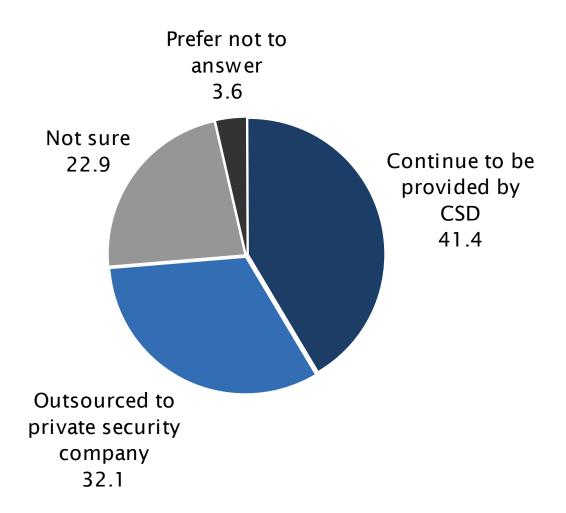
SECURITY SERVICE PREFERENCE





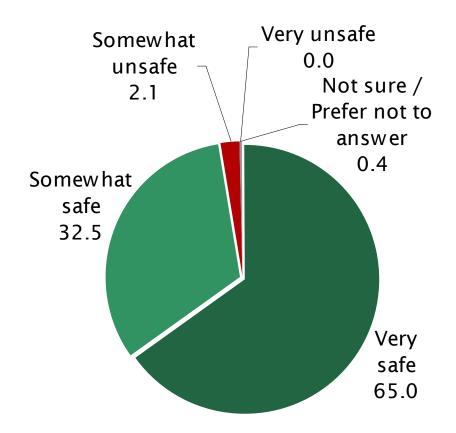
SECURITY SERVICE PREFERENCE

WITH 20% SAVINGS



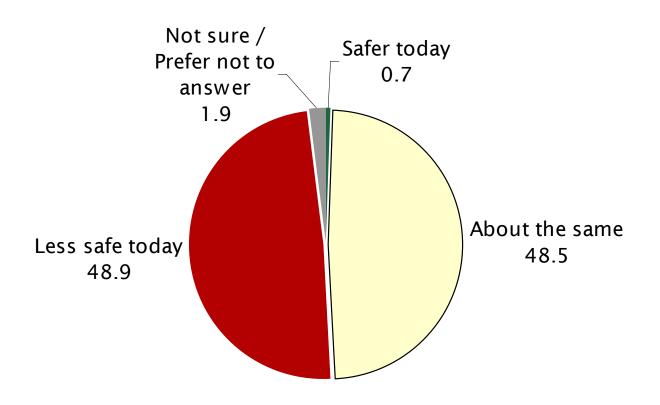


PERCEIVED SAFETY



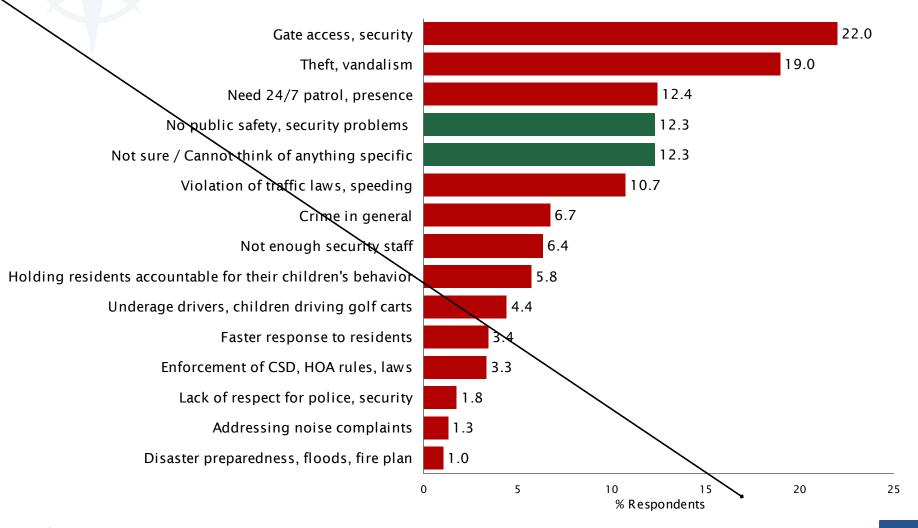


SAFETY COMPARED TO 5 YEARS AGO





SAFETY & SECURITY CONCERNS





KEY CONCLUSIONS

 Does a parcel tax measure appear to be feasible for November 2022? Yes, if structured appropriately and combined with effective outreach/communications.

Positive Signs

- Ovoters rate improve safety & security/reducing crime as the most important issue facing the community
- Solid natural support for proposed measure at \$298 per parcel (60%)
- Popular services
- O Positive arguments resonate

Challenges

- Tax rate sensitivity
- Negative arguments get some traction
- Ounknowns: trajectory of pandemic, inflation, international conflict



OBSERVATIONS & RECOMMENDATIONS

- Snapshot in time, not a crystal ball.
- o **Price Tag**: Keep it affordable. \$96 has two-thirds support. *May* be able to achieve \$171 to continue existing service levels, but will require additional education.
- Voters' Priorities: Deterring major crimes, 24-hour gated security, reduce vandalism, graffiti and property damage, reduce trespassing, reduce fire risk, provide security patrols.
- District Communications: Expand the conversation with the community to build awareness and understanding of security needs and consensus on a proposal.
- Independent Campaign: Need to have solid independent campaign to advocate for measure, navigate through the election cycle, and weather uncertainties (pandemic, inflation, crosscutting political winds).

