



Section 1: Introduction to Study

Hi, may I please speak to _____. My name is _____, and I'm calling from TNR on behalf of the Rancho Murieta (MUR-ee-Eta) Community Services District. We're conducting a survey of voters about important issues in the community and I'd like to get your opinions.

If needed: This is a survey about important issues in your community. I'm NOT trying to sell anything and I won't ask for a donation.

If needed: The survey should take about 10 minutes to complete.

If needed: If now is not a convenient time, can you let me know a better time so I can call back?

If the person asks why you need to speak to the listed person or if they ask to participate instead, explain: For statistical purposes, at this time the survey must only be completed by this particular individual.

Section 2: Quality of Life & Local Issues

Q1	To begin, how long have you lived in Rancho Murieta (MUR-ee-Eta)?		
	1	Less than 1 year	
	2	1 to 4 years	
	3	5 to 9 years	
	4	10 to 14 years	
	5	15 to 19 years	
	6	20 years or longer	
	7	I don't live in Rancho Murieta	<i>Terminate</i>
	99	Prefer not to answer	
Q2	How would you rate the overall quality of life in your community? Would you say it is excellent, good, fair, poor or very poor?		
	1	Excellent	
	2	Good	
	3	Fair	
	4	Poor	
	5	Very Poor	
	98	Not sure	
	99	Prefer not to answer	

Q3	If you could change <i>one</i> thing to make Rancho Murieta (MUR-ee-Eta) a better place to live, what change would you like to see?									
	<i>Record verbatim first response</i>									
	2	No changes needed/Everything is fine								
	98	Not sure								
	99	Prefer not to answer								
Q4	Next, I'm going to read a list of issues facing your community and for each one, please tell me how important you feel the issue is to <u>you</u> , using a scale of extremely important, very important, somewhat important or not at all important. Here is the (first/next) issue: _____. Do you think this issue is extremely important, very important, somewhat important, or not at all important?									
	<i>Randomize</i>				Extremely Important	Very Important	Somewhat Important	Not at all Important	Not sure	Prefer not to answer
A	Maintaining local streets and roads				1	2	3	4	98	99
B	Managing growth and development				1	2	3	4	98	99
C	Preventing trespassing in the community				1	2	3	4	98	99
D	Improving public safety				1	2	3	4	98	99
E	Preventing local tax increases				1	2	3	4	98	99
F	Protecting local property values				1	2	3	4	98	99
G	Maintaining a low crime rate				1	2	3	4	98	99
H	Preparing for emergencies and natural disasters				1	2	3	4	98	99
I	Maintaining an ample supply of safe drinking water				1	2	3	4	98	99
J	Preventing unauthorized access to Calero (Kuh-LAIR-o) and Chesbro (CHEZ-bro) reservoirs				1	2	3	4	98	99

Section 3: Initial Ballot Test		
Next year, voters in your community may be asked to vote on a local ballot measure. Let me read you a summary of the measure:		
Q5	<p>In order to:</p> <ul style="list-style-type: none"> Prevent crime and better protect the lives and property of Rancho Murieta residents and businesses Provide additional patrols by Sheriff’s deputies and security staff And continue gated security 24 hours per day, year round <p>Shall the Rancho Murieta Community Services District measure be approved levying \$298 annually per residential property behind the gates (with other rates applying to multifamily, commercial, and outside the gates), providing 800 thousand dollars annually until ended by voters, with all money staying local?</p> <p>If the election were held today, would you vote yes or no on this measure? <i>Get answer, then ask:</i> Would that be definitely (yes/no) or probably (yes/no)?</p>	
	1	Definitely Yes
	2	Probably Yes
	3	Probably No
	4	Definitely No
	98	Not Sure
	99	Prefer not to answer
		<i>Skip to instruction preceding Q7</i>
		<i>Skip to instruction preceding Q7</i>
		<i>Ask Q6</i>
		<i>Ask Q6</i>
		<i>Ask Q6</i>
		<i>Skip to instruction preceding Q7</i>
Q6	Is there a particular reason why you do not support or are unsure about the security measure I just described? <i>If yes, ask:</i> Please briefly describe your reason.	
	<i>Record Verbatim Response – Record first response.</i>	
	2	No
	98	Not sure
	99	Prefer not to answer

Section 4: Tax Threshold							
<i>Ask Q7 if respondent lives behind gates.</i>							
Q7	The measure I just described would raise money through annual property taxes paid by residential and commercial property owners. However, the amount to be charged to each parcel has not been determined yet and will depend on whether the property is inside or outside the gates.						
	If you knew that your household would pay an additional _____ per year, would you vote yes or no on the measure? <i>Get answer, then ask: Would that be definitely (yes/no) or probably (yes/no)?</i>						
<i>Read in sequence starting with the highest amount (A), then the next highest (B), and so on. If respondent says 'definitely yes', record 'definitely yes' for all LOWER dollar amounts and go to next section.</i>							
	<i>Ask in Order</i>	Definitely Yes	Probably Yes	Probably No	Definitely No	Not Sure	Prefer not to answer
A	298 dollars	1	2	3	4	98	99
B	248 dollars	1	2	3	4	98	99
C	198 dollars	1	2	3	4	98	99
<i>Ask Q8 if respondent lives outside gates (Murieta Gardens II & Murieta Village)</i>							
Q8	The measure I just described would raise money through annual property taxes paid by residential and commercial property owners. However, the amount to be charged to each parcel has not been determined yet and will depend on whether the property is inside or outside the gates.						
	If you knew that your household would pay an additional _____ per year, would you vote yes or no on the measure? <i>Get answer, then ask: Would that be definitely (yes/no) or probably (yes/no)?</i>						
<i>Read in sequence starting with the highest amount (A), then the next highest (B), and so on. If respondent says 'definitely yes', record 'definitely yes' for all LOWER dollar amounts and go to next section.</i>							
	<i>Ask in Order</i>	Definitely Yes	Probably Yes	Probably No	Definitely No	Not Sure	Prefer not to answer
A	198 dollars	1	2	3	4	98	99
B	148 dollars	1	2	3	4	98	99
C	98 dollars	1	2	3	4	98	99

Section 5: Services & Improvements							
Q9	The measure we've been discussing would provide funding for a variety of security services and improvements. If the measure passes, would you favor or oppose using some of the money to: _____, or do you not have an opinion? <i>Get answer, if favor or oppose, then ask: Would that be strongly (favor/oppose) or somewhat (favor/oppose)?</i>						
	<i>Read A, B & C first, then randomize remaining items.</i>	Strongly Favor	Somewhat Favor	Somewhat Oppose	Strongly Oppose	No Opinion	Prefer not to answer
A	Continue providing security gate officers 24 hours per day, year round, to control community access and prevent trespassing	1	2	3	4	98	99
B	Provide private security patrols and emergency response 24 hours per day, year round.	1	2	3	4	98	99
C	Provide additional patrols by Sheriff's deputies with full law enforcement powers	1	2	3	4	98	99
D	Better enforce speed limits and safe driving practices	1	2	3	4	98	99
E	Reduce vandalism, graffiti, and property damage	1	2	3	4	98	99
F	Reduce trespassing by non-residents	1	2	3	4	98	99
G	Enforce RMA rules	1	2	3	4	98	99
H	Deter major crimes including burglary and theft	1	2	3	4	98	99
I	Patrol open space areas to reduce trespassing and fire risk	1	2	3	4	98	99
J	<i>Others?</i>	1	2	3	4	98	99

Section 6: Positive Arguments							
What I'd like to do now is tell you what some people are saying about the measure we've been discussing.							
Q10	Supporters of the measure say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to SUPPORT the measure?						
	<i>Randomize. Split Sample C1 & C2</i>	Very Convincing	Somewhat Convincing	Not At All Convincing	Don't Believe	Don't Know/No Opinion	Prefer not to answer
A	All money raised by this measure will be spent to provide security, safety, and law enforcement services in Rancho Murieta. The money can't be taken away by the State or used for other purposes.	1	2	3	4	98	99

B	There will be a clear system of accountability including independent audits, citizen oversight, and annual reports to the community to ensure that the money is spent properly.	1	2	3	4	98	99
C1	One of the main reasons people move to Rancho Murieta is to be in a safe, gated community with private security. If we want to keep our community safe, we need to support this measure.	1	2	3	4	98	99
C2	The choice is ours - we can invest in keeping Rancho Murieta a safe and secure place to live, or we can cut back on private security and be like any other community.	1	2	3	4	98	99
D	Earlier this year, California made more than 76,000 (seventy-six thousand) prisoners eligible for early parole, which means a lot more criminals are being released into our area. This measure provides the funds needed to combat crime in our community.	1	2	3	4	98	99
E	This measure will ensure that we always have a security officer available to respond quickly to emergencies - day or night. If we cut back on security, that won't be the case.	1	2	3	4	98	99
F	By keeping our community safe and secure, this measure will help protect our property values and keep Rancho Murieta a special place to live.	1	2	3	4	98	99
G	The District does not receive the revenues needed to continue providing security services at their current levels. If this measure doesn't pass, the District will be forced to cut back on security officers and security patrols.	1	2	3	4	98	99

Section 7: Interim Ballot Test	
Sometimes people change their mind about a measure once they have more information about it. Now that you have heard a bit more about the measure, let me read you a summary of it again:	
Q11	<p>In order to:</p> <ul style="list-style-type: none"> Prevent crime and better protect the lives and property of Rancho Murieta residents and businesses Provide additional patrols by Sheriff's deputies and security staff And continue gated security 24 hours per day, year round <p>Shall the Rancho Murieta Community Services District measure be approved levying \$298 annually per residential property behind the gates (with other rates applying to multifamily, commercial, and outside the gates), providing 800 thousand dollars annually until ended by voters, with all money staying local?</p> <p>If the election were held today, would you vote yes or no on this measure? <i>Get answer, then ask: Would that be definitely (yes/no) or probably (yes/no)?</i></p>
1	Definitely Yes

2	Probably Yes	
3	Probably No	
4	Definitely No	
98	Not Sure	
99	Prefer not to answer	

Section 8: Negative Arguments

Next, let me tell you what opponents of the measure are saying.

Q12	Opponents of the measure say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to OPPOSE the measure?						
	<i>Randomize</i>	Very Convincing	Somewhat Convincing	Not At All Convincing	Don't Believe	Don't Know/No Opinion	Prefer not to answer
A	Property owners are already paying the District a lot of money for water, sewer, and security. The District has plenty of money - they just need to do a better job managing it.	1	2	3	4	98	99
B	Many of our residents and local businesses have been hit hard by the pandemic and are struggling to stay afloat. Now is <i>not</i> the time to raise taxes.	1	2	3	4	98	99
C	This tax will last forever. There is no expiration date.	1	2	3	4	98	99
D	The tax amount will automatically increase 3% every year.	1	2	3	4	98	99
E	They should outsource security to a private company. We'd get more for our money.	1	2	3	4	98	99

Section 9: Final Ballot Test

Now that you have heard a bit more about the measure, let me read you a summary of it one more time:

Q13	<p>In order to:</p> <ul style="list-style-type: none"> Prevent crime and better protect the lives and property of Rancho Murieta residents and businesses Provide additional patrols by Sheriff's deputies and security staff And continue gated security 24 hours per day, year round <p>Shall the Rancho Murieta Community Services District measure be approved levying \$298 annually per residential property behind the gates (with other rates applying to multifamily, commercial, and outside the gates), providing 800 thousand dollars annually until ended by voters, with all money staying local?</p> <p>If the election were held today, would you vote yes or no on this measure? <i>Get answer, then ask:</i> Would that be definitely (yes/no) or probably (yes/no)?</p>
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	1	Definitely Yes	<i>Skip to intro preceding Q15</i>
	2	Probably Yes	<i>Skip to intro preceding Q15</i>
	3	Probably No	<i>Ask Q14</i>
	4	Definitely No	<i>Ask Q14</i>
	98	Not Sure	<i>Ask Q14</i>
	99	Prefer not to answer	<i>Skip to intro preceding Q15</i>
Q14	<p>What if the tax rate were set at a <i>lower</i> amount -- \$171 per year for residential properties behind the gates? This is the amount needed to continue providing the <i>current</i> levels of security in the community and avoid having to make deep cuts to security patrols.</p> <p>Would you vote yes or no on the measure at this rate to <i>maintain</i> the current levels of security services? <i>Get answer, then ask:</i> Would that be definitely (yes/no) or probably (yes/no)?</p>		
	1	Definitely Yes	
	2	Probably Yes	
	3	Probably No	
	4	Definitely No	
	98	Not Sure	
	99	Prefer not to answer	

Section 10: Relevant Attitudes & Background

Thank you so much for your participation. I have just a few background questions for statistical purposes.

Q15	Overall, how safe is Rancho Murieta as a place to live? Would you say it is very safe, somewhat safe, somewhat unsafe, or very unsafe?		
	1	Very safe	
	2	Somewhat safe	
	3	Somewhat unsafe	
	4	Very unsafe	
	98	Not sure	
	99	Prefer not to answer	

<i>Ask Q16 if Q1=(3-7). Otherwise skip to Q17.</i>		
Q16	When compared to five years ago, would you say Rancho Murieta is safer today, about the same, or less safe?	
	1	Safer today
	2	About the same
	3	Less safe today
	98	Not sure
	99	Prefer not to answer
Q17	What is the public safety issue or security problem that you'd <i>most</i> like to see addressed in your community?	
		<i>Record Verbatim Response - Record first response.</i>
	2	There are no public safety or security problems I'd like to see addressed
	98	Not sure
	99	Prefer not to answer
<p>Those are all of the questions that I have for you. Thanks so much for participating in this important survey.</p>		

<i>Post-Interview & Sample Items</i>		
S1	Gender	
	1	Male
	2	Female
S2	Party	
	1	Democrat
	2	Republican
	3	Other
	4	DTS
S3	Age on Voter File	
	1	18 to 29
	2	30 to 39
	3	40 to 49
	4	50 to 64
	5	65 or older
	99	Not Coded

S4	Registration Date	
	1	Since Nov 2018
	2	Jun 2012 to before Nov 2018
	3	Jun 2006 to before Jun 2012
	4	Before June 2006
S5	Household Party Type	
	1	Single Dem
	2	Dual Dem
	3	Single Rep
	4	Dual Rep
	5	Single Other
	6	Dual Other
	7	Dem & Rep
	8	Dem & Other
	9	Rep & Other
	0	Mixed (Dem + Rep + Other)
S6	ZIP Code	
	<i>5-digit ZIP</i>	
S7	Voting History	
	<i>For last six elections</i>	
S8	Homeowner on Voter File	
	1	Yes
	2	No
S9	Likely to Vote by Mail	
	1	Yes
	2	No
S10	Likely June 2022 Voter	
	1	Yes
	2	No
S11	Likely November 2022 Voter	
	1	Yes
	2	No