

# City of Sebastopol City Services Voter Poll Results Presentation

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July 2024



**Opinion Research on  
Elections and Public Policy**



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# City of Sebastopol – City Services Measure

## Survey Methodology\*

	Survey Details
<b>Mode</b>	Phone (landline and mobile) Online (email and text to web)
<b>Language</b>	English and Spanish
<b>Length</b>	11 minutes
<b>Target Respondents</b>	City of Sebastopol voters
<b>Survey Fielding</b>	June 27 – July 7, 2024
<b>Survey Participants</b>	300
<b>Margin of Error</b>	+/-5.8%

## Sample

The sample was compiled from data obtained from the Sonoma County Registrar of Voters. We called, emailed, and texted voters. We matched the demographics of the City of Sebastopol voters.

## Data Collection Explained

Interviews were conducted by phone (33%) and online (67%) modes. Phone interviews were conducted via landline (28%) or mobile (72%). Online participants were invited by email (50%) and text message (50%).

Respondents in all modes chose their preferred language, English (97%) and Spanish (3%).

The online survey was accessible by computer, tablet, and smart phone.

Security measures precluded individuals from completing the survey more than once.

*Probolsky Research is a Latina- and woman-owned market and opinion research firm with corporate, election, government, and non-profit clients.*

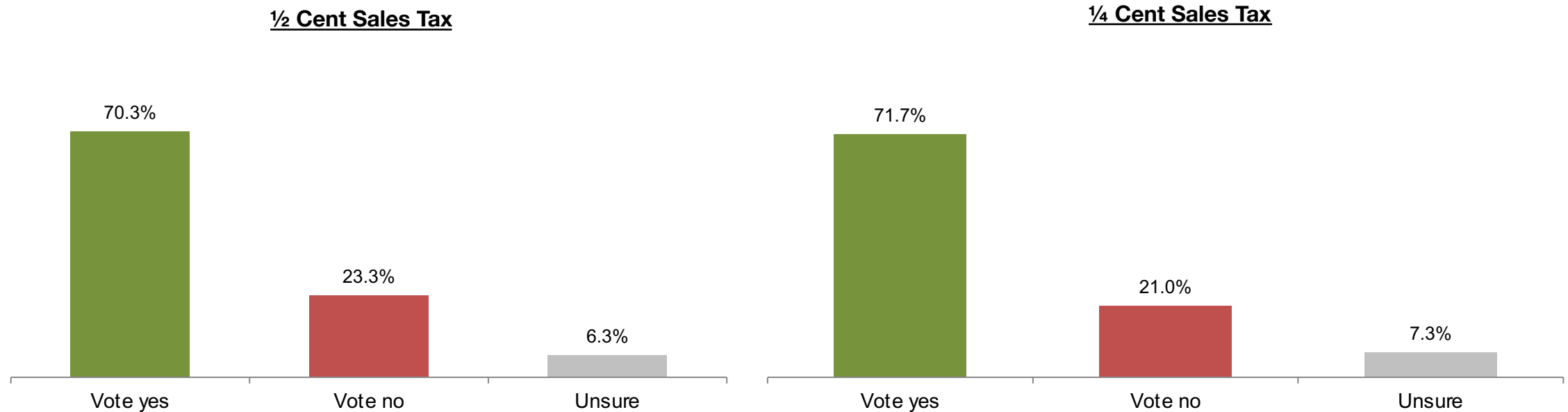
*\*Due to rounding, totals shown on charts may not add up to 100%*



# Support by tax amount

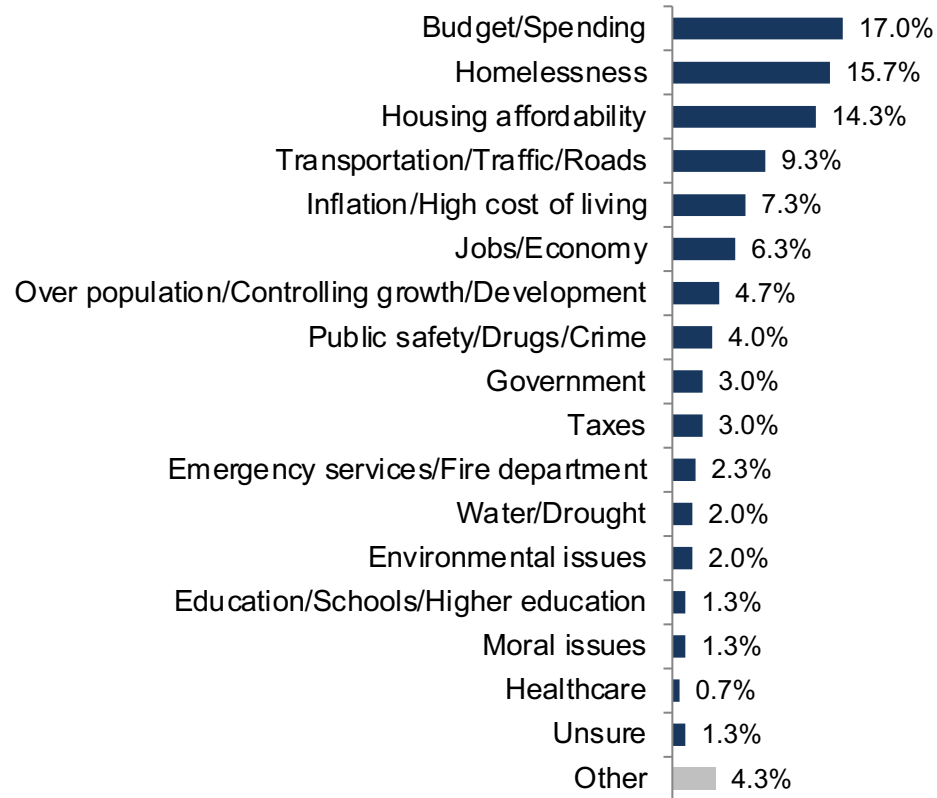
Question 5: Sebastopol Public Safety, Roads, City Services Measure: To maintain Sebastopol's City services such as 911 emergency medical/police/fire response, fire protection, emergency preparedness, maintenance of streets/roads, parks/trails, library, youth and senior services, retaining/attracting local businesses; and for general government use, shall the measure establishing a 1/2 cent sales tax generating approximately \$1,500,000 million annually until ended by voters, requiring audits, public spending disclosure, and all funds used locally, be adopted?

Question 14: What if the sales tax measure was a 1/4 cent sales tax, providing approximately \$750,000 annually, which would allow for the City to maintain emergency 911/police/fire/medical response, maintenance of streets/roads, parks, libraries, senior services, emergency preparedness, and for general government use? If the election was held today, would you vote yes or vote no?



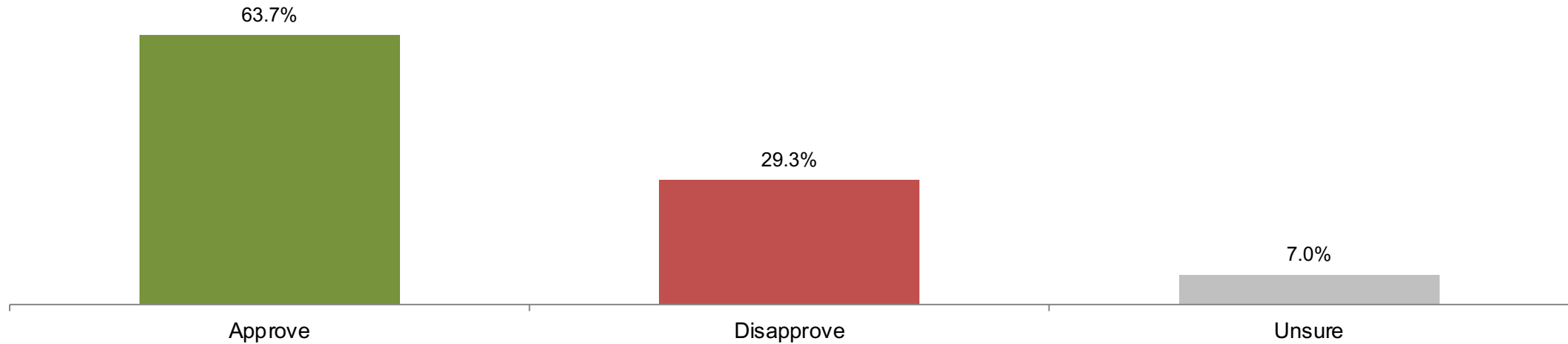
# Budget/Spending is the most important issue facing Sebastopol today

Question 1: In your own words, what do you feel is the most important issue facing Sebastopol today?  
[OPEN-ENDED RESPONSE]



# 64% approve of the job the City of Sebastopol is doing providing services to residents

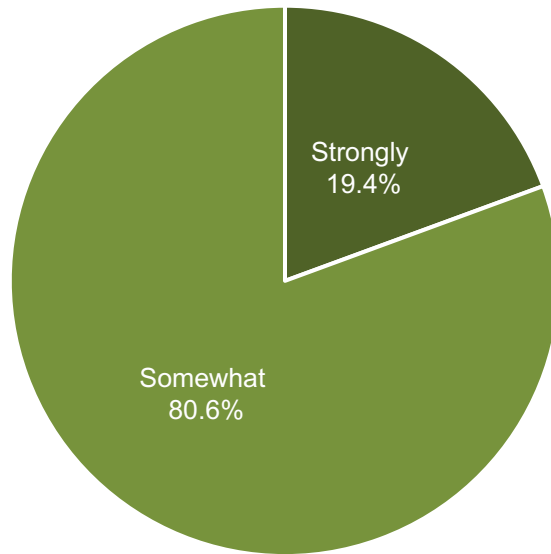
Question 2: In general, do you approve or disapprove of the job the City of Sebastopol is doing providing services to residents?



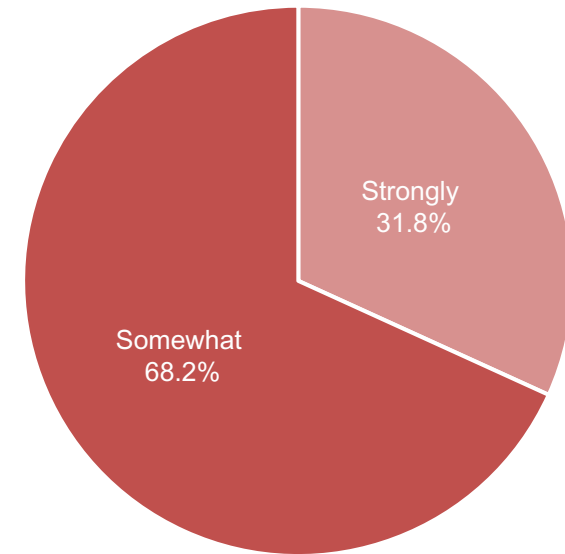
# Among those who approve, 81% somewhat approve

Question 2: In general, do you approve or disapprove of the job the City of Sebastopol is doing providing services to residents?

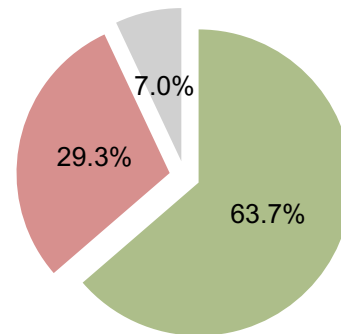
Among those who said approve



Among those who said disapprove

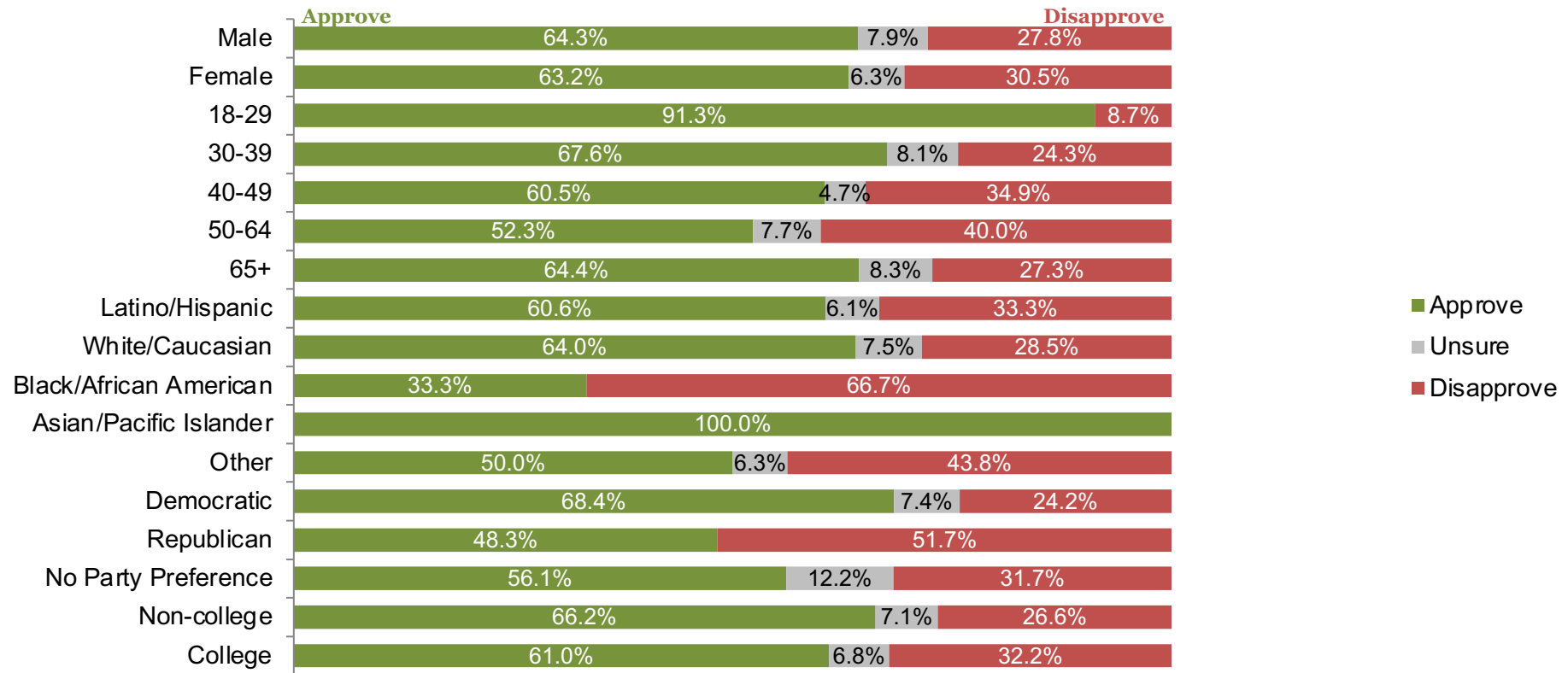


Total



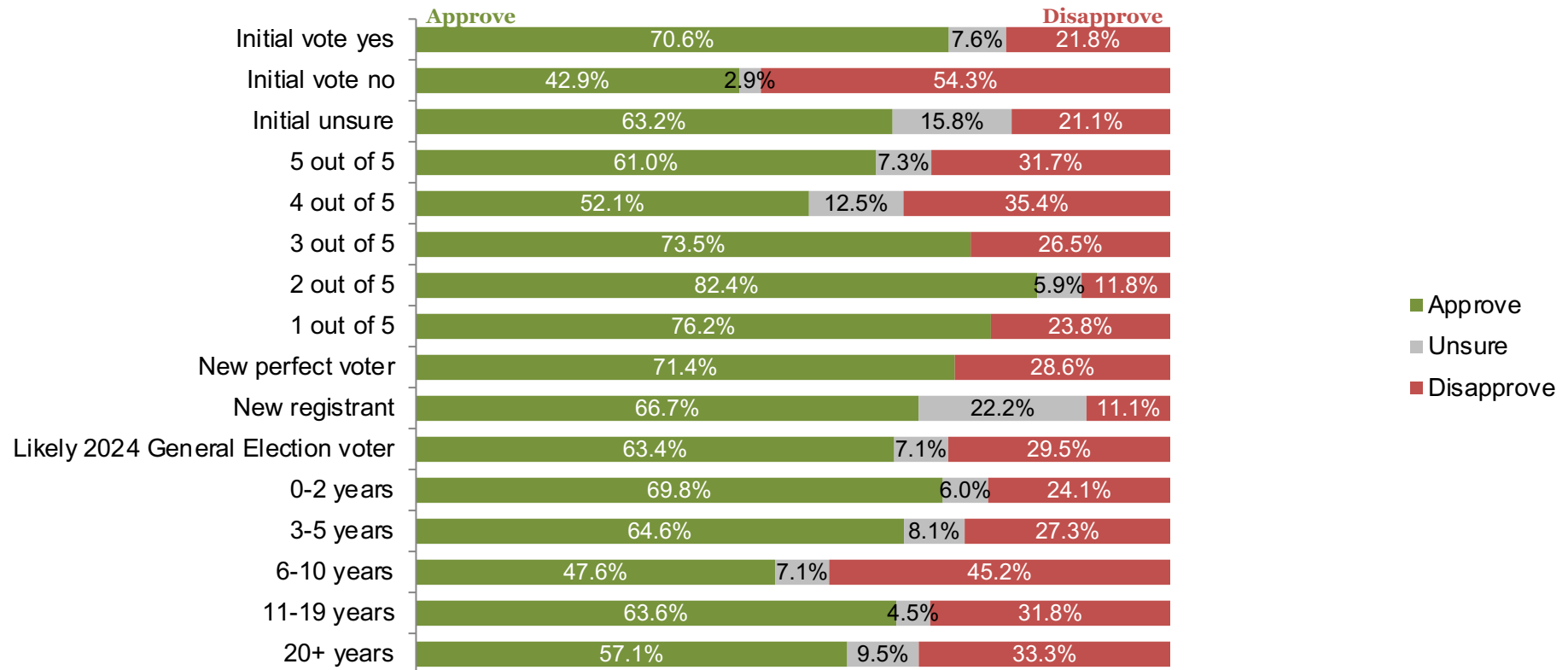
# Results by gender, age, ethnicity, party preference, and education

Question 2: In general, do you approve or disapprove of the job the City of Sebastopol is doing providing services to residents?



# Results by initial vote, vote propensity, voter type, and years of residency

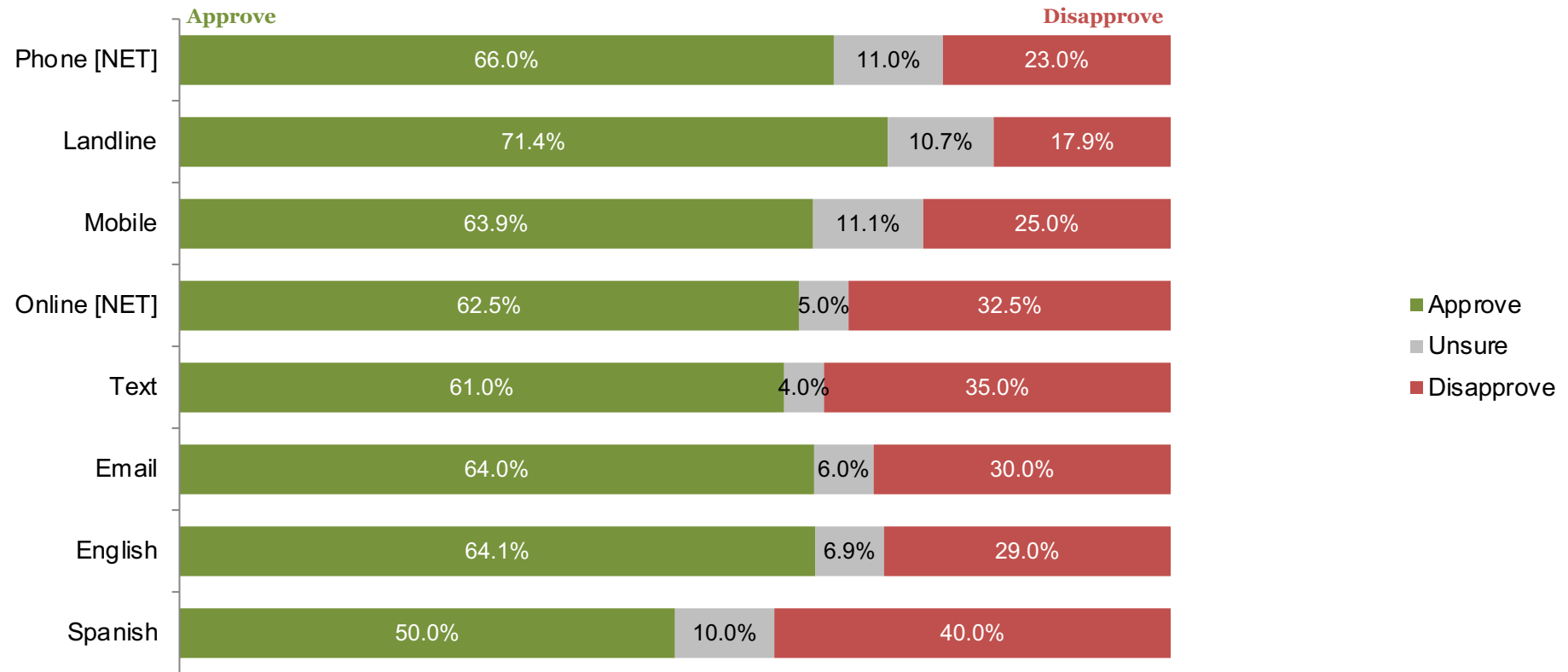
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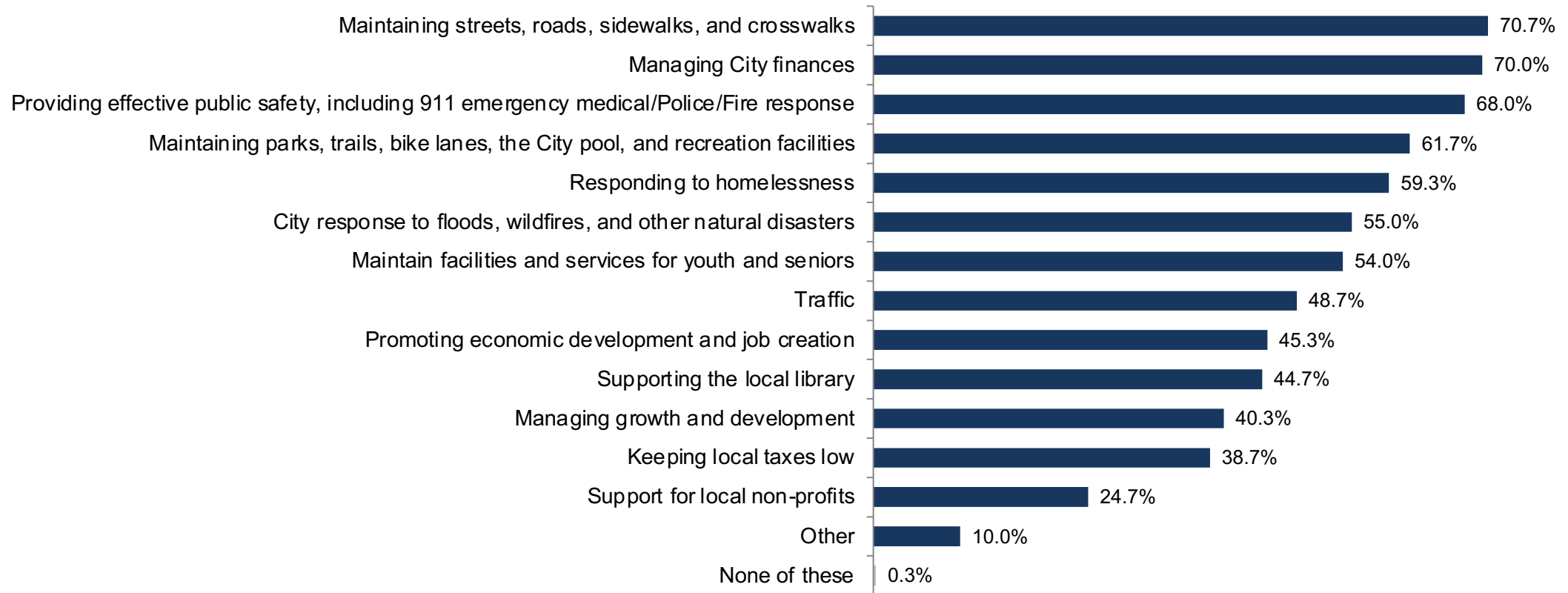
# Results by survey mode and survey language

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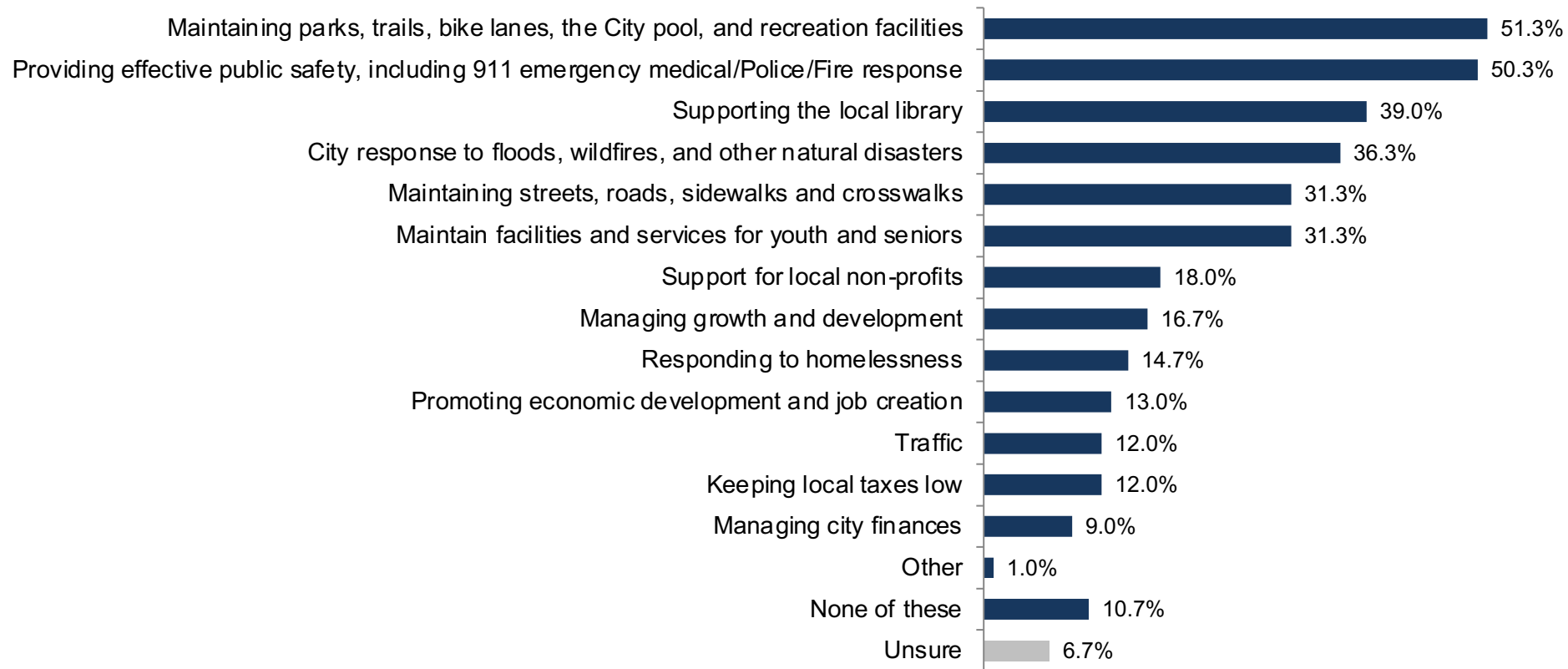
# Maintaining streets, managing City finances, and providing effective public safety are most important to Sebastopol voters

Question 3: Now we have a list of objectives by the City of Sebastopol, please indicate which objectives you think are very important to you personally. Select all that apply.



# Sebastopol voters are most satisfied with maintaining parks, trails, bike lanes, the City pool, and recreational facilities and providing effective public safety

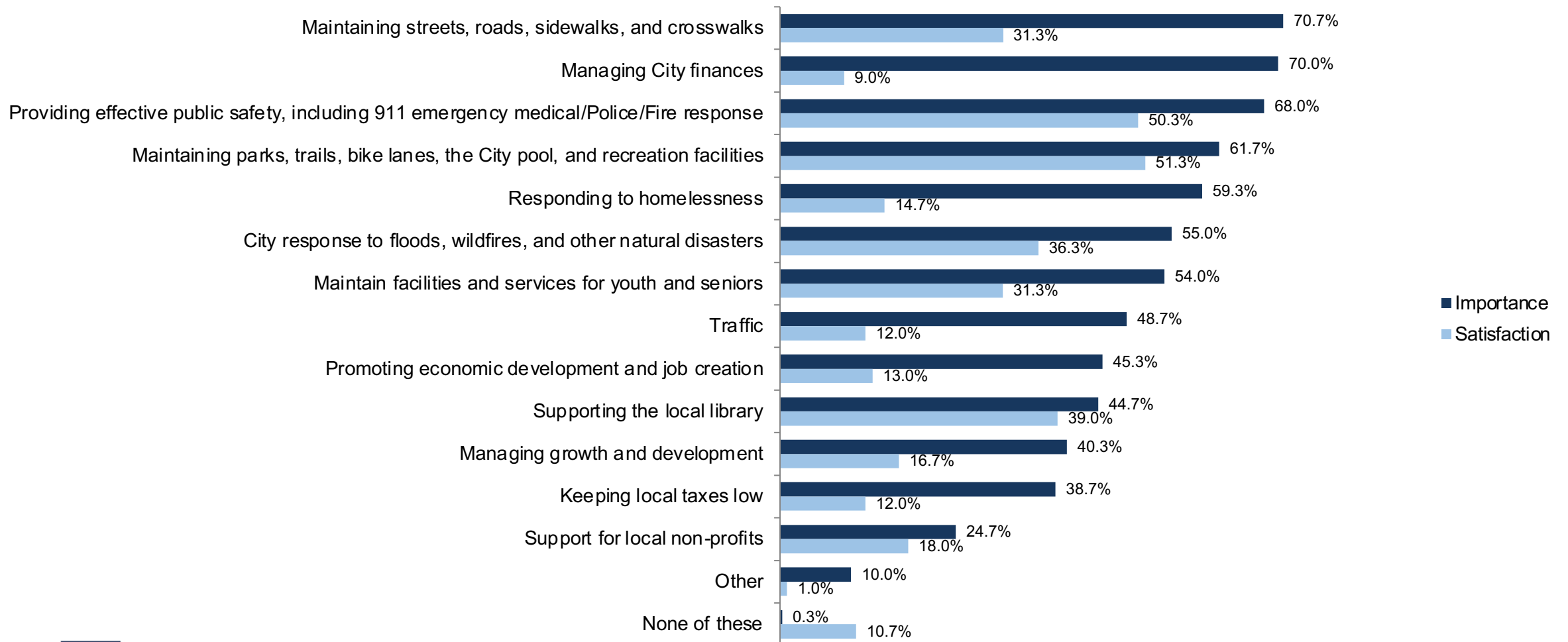
Question 4: Thinking of the same list of objectives provided by the City of Sebastopol, please indicate which objectives you are personally satisfied with.



# Gaps between importance and satisfaction are largest on managing City finances, responding to homelessness, street maintenance, and traffic

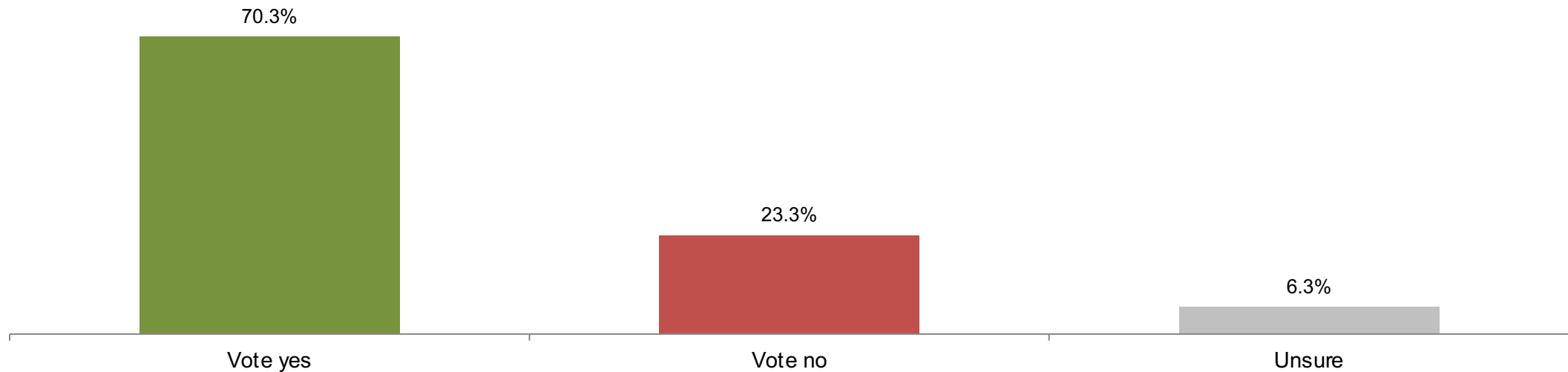
Question 3: Now we have a list of objectives by the City of Sebastopol, please indicate which objectives you think are very important to you personally. Select all that apply.

Question 4: Thinking of the same list of objectives provided by the City of Sebastopol, please indicate which objectives you are personally satisfied with.



# Initial vote: 70% vote yes on the City Services Measure

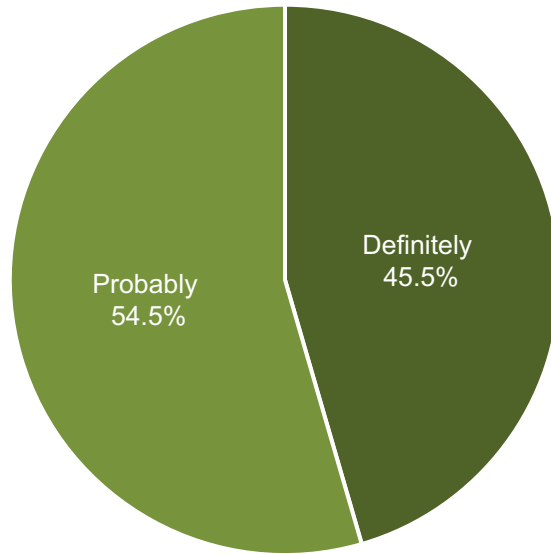
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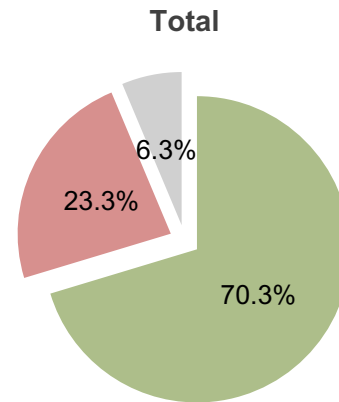
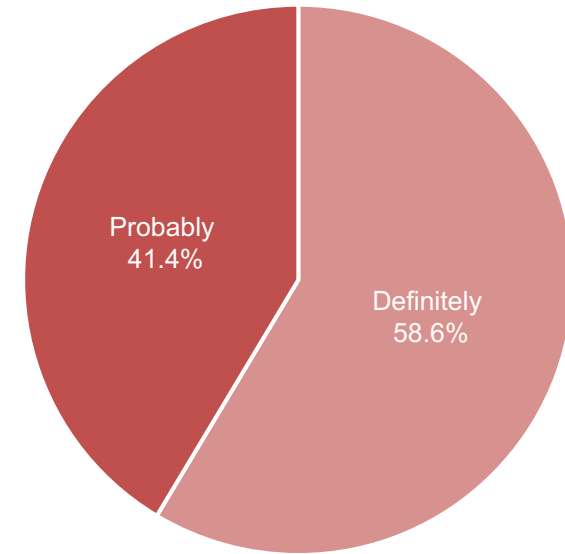
# Among those who said vote yes, 55% would probably vote yes

Question 5: Sebastopol Public Safety, Roads, City Services Measure: To maintain Sebastopol's City services such as 911 emergency medical/police/fire response, fire protection, emergency preparedness, maintenance of streets/roads, parks/trails, library, youth and senior services, retaining/attracting local businesses; and for general government use, shall the measure establishing a 1/2 cent sales tax generating approximately \$1,500,000 million annually until ended by voters, requiring audits, public spending disclosure, and all funds used locally, be adopted?

Among those who said vote yes

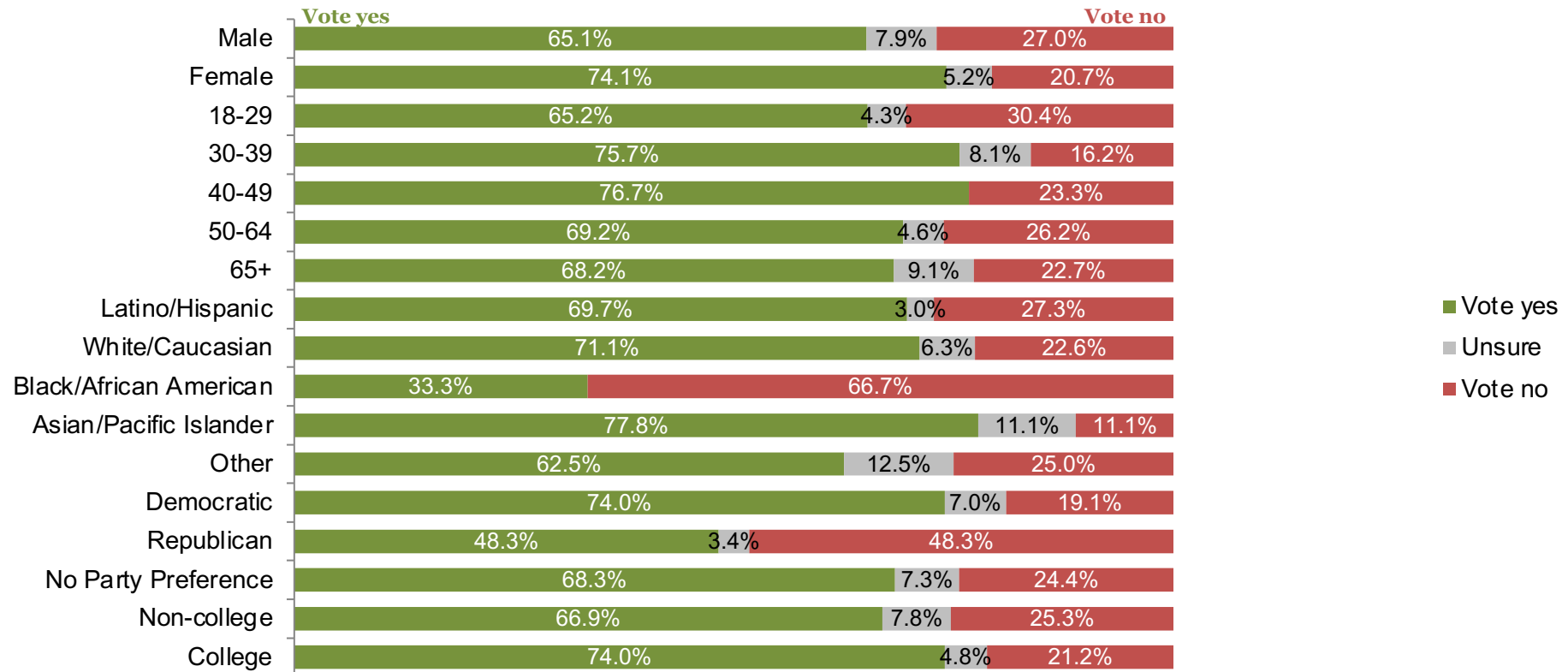


Among those who said vote no



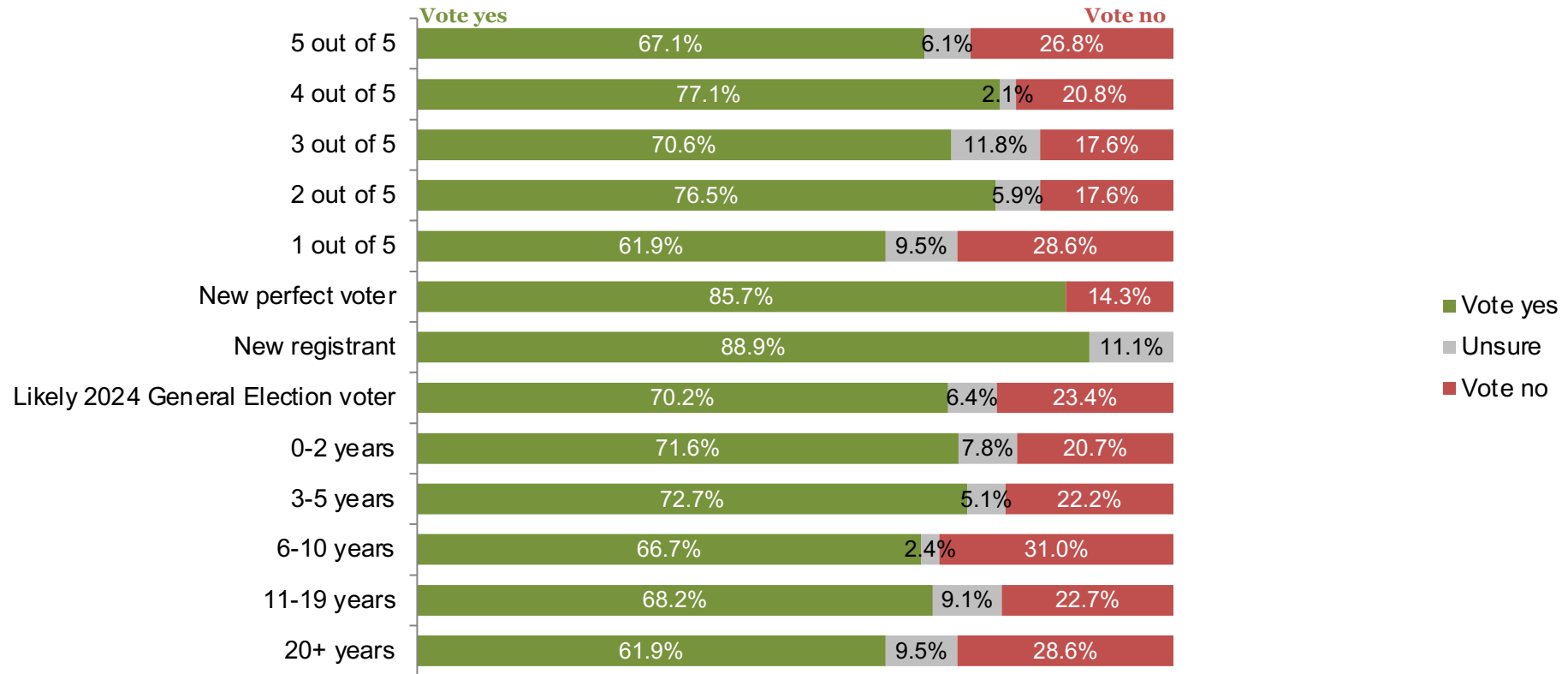
# Results by gender, age, ethnicity, party preference, and education

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# Results by vote propensity, voter type, and years of residency

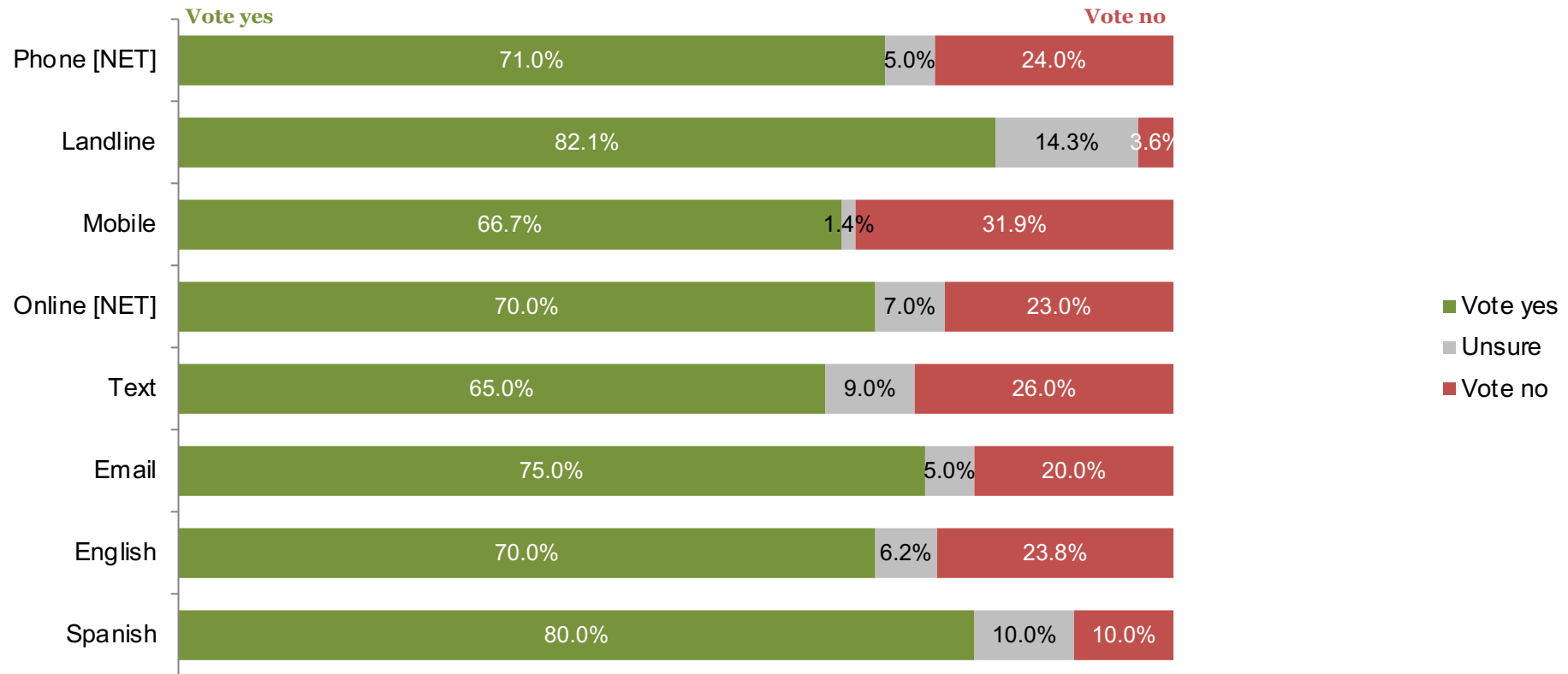
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# Results by survey mode and survey language

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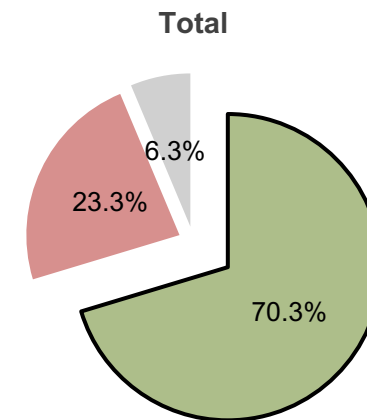
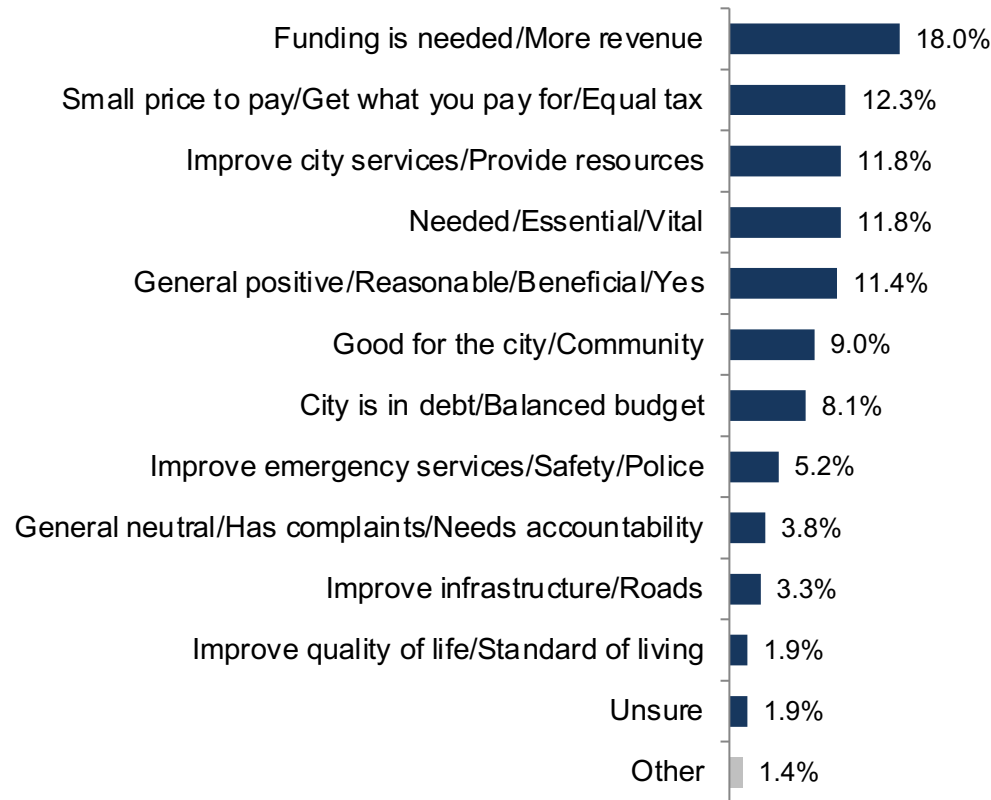


# Among those vote yes to approve the City Services Measure, 18% cite the need for additional funding/revenue

Question 6: Why would you vote yes to approve the sales tax?

[IF ANSWERED 'VOTE YES' TO Q5]

[OPEN-ENDED RESPONSE]

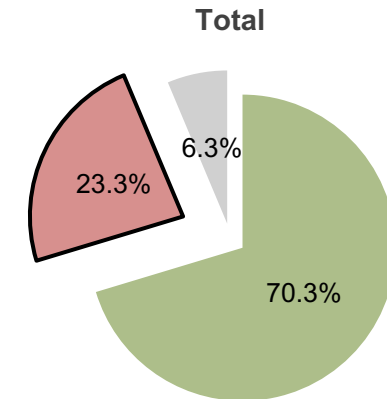
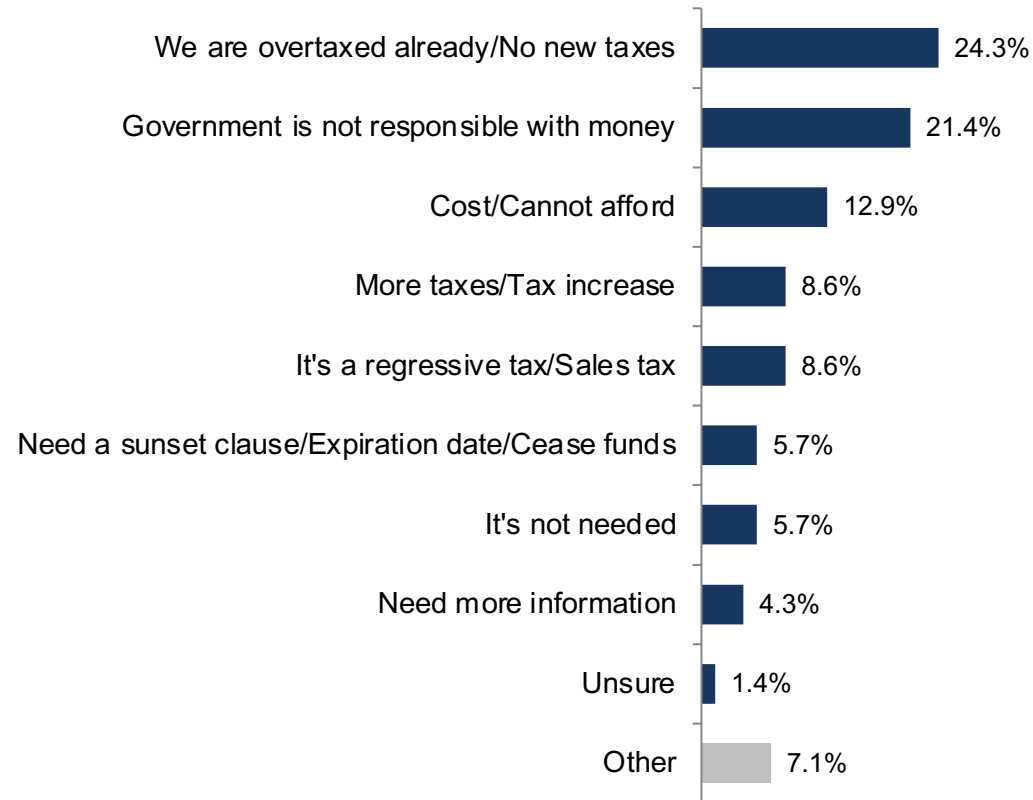


# Among those vote no to approve the City Services Measure, 24% cite already being overtaxed

Question 7: Why would you vote no to approve the sales tax?

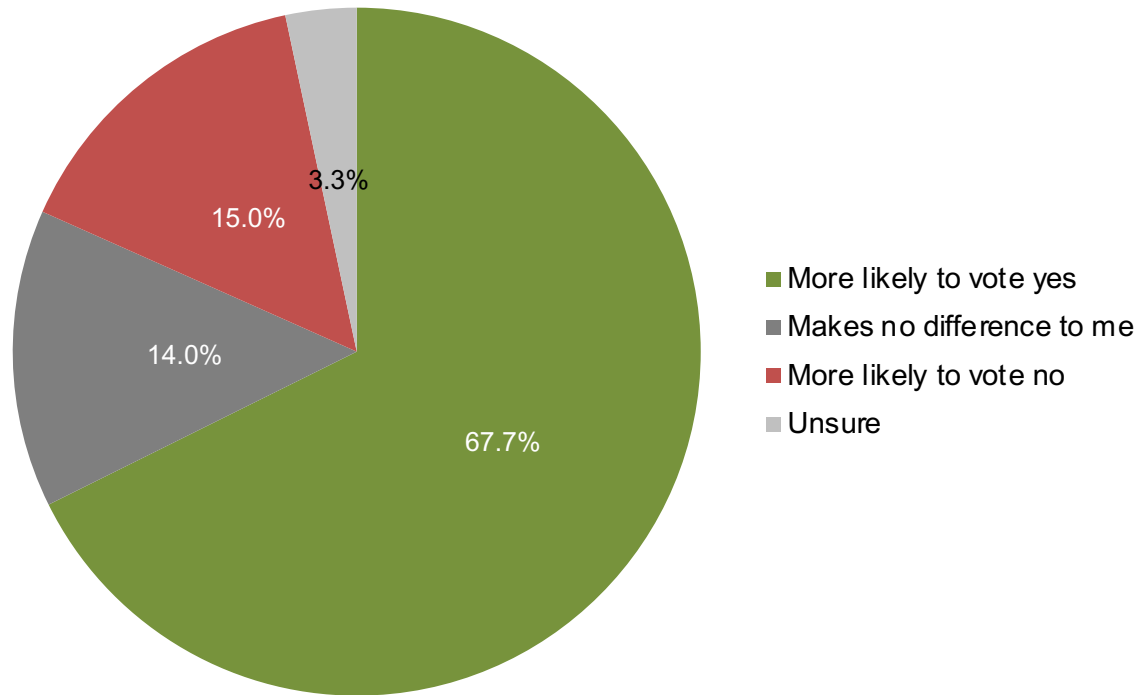
[IF ANSWERED 'VOTE NO' TO Q5]

[OPEN-ENDED RESPONSE]

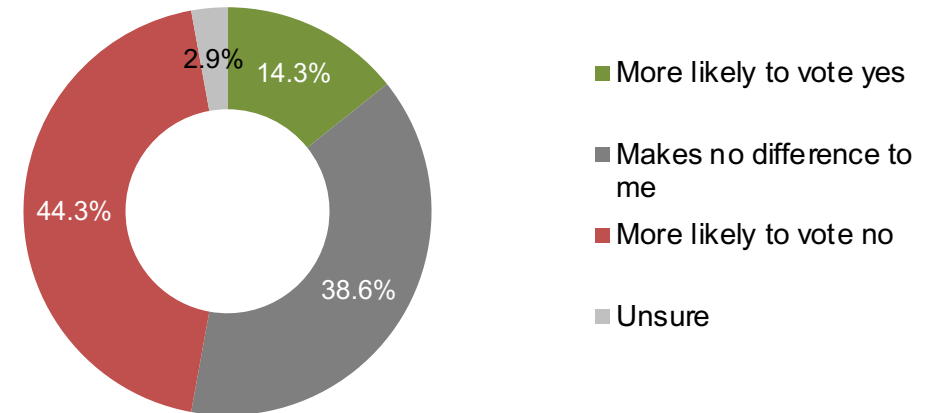


# 68% are more likely to vote yes after hearing that funding from the measure could help address property crime and thefts and maintain emergency response times

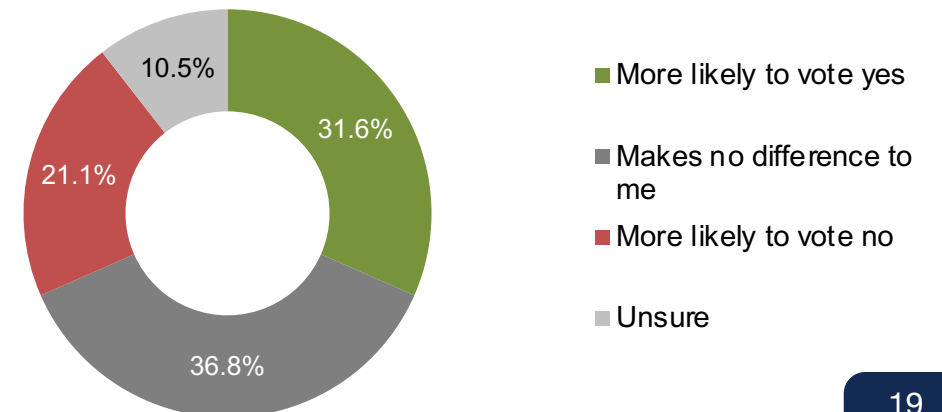
Question 8: Last year, calls for service to the police department were up 37% compared to the year before. Funding from this measure could help address property crime and thefts and maintain emergency response times. Does knowing this make you more likely to vote yes or more likely to vote no on the proposed sales tax measure?



**Among those who initially voted no**



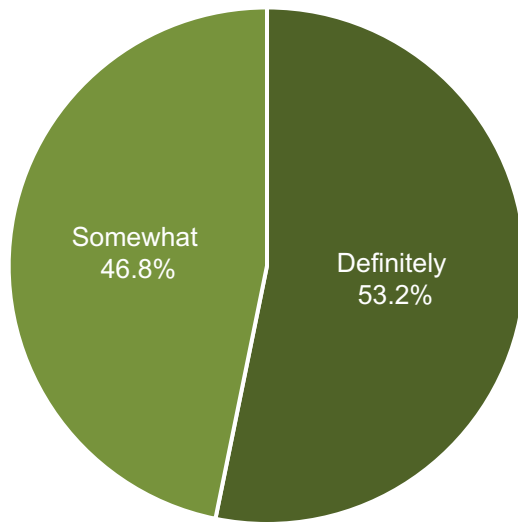
**Among those who initially voted unsure**



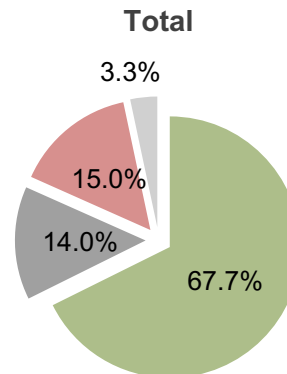
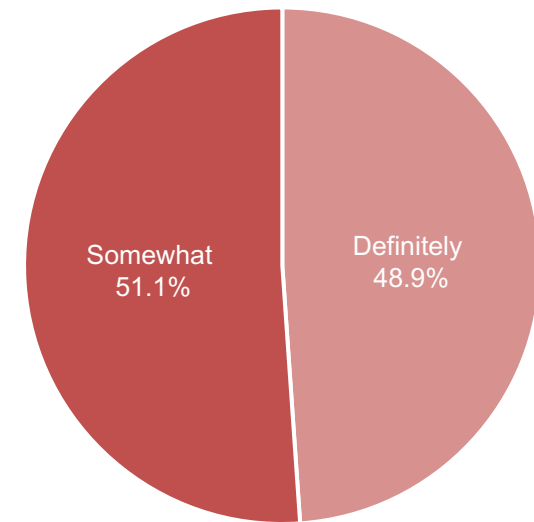
# Among those who said more likely to vote for, 53% said definitely more likely

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Among those who said more likely to vote yes

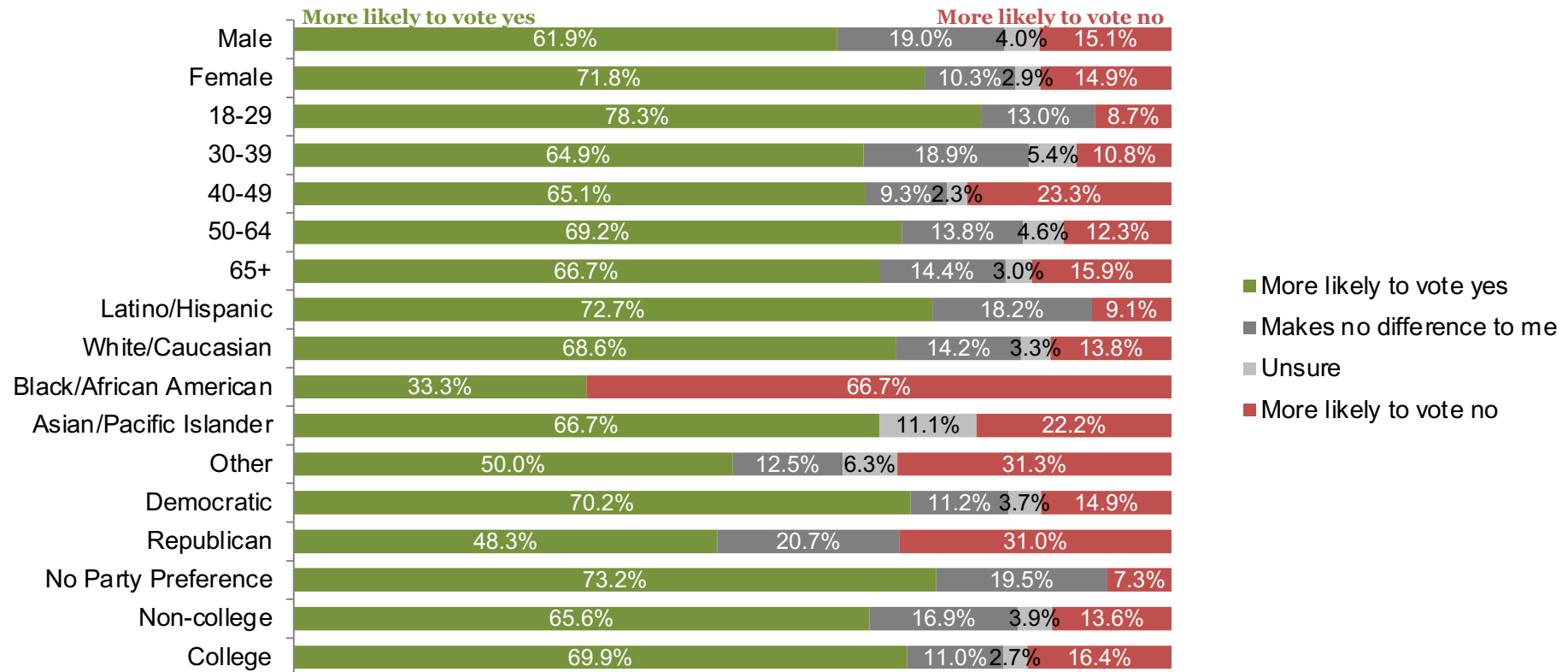


Among those who said more likely to vote no



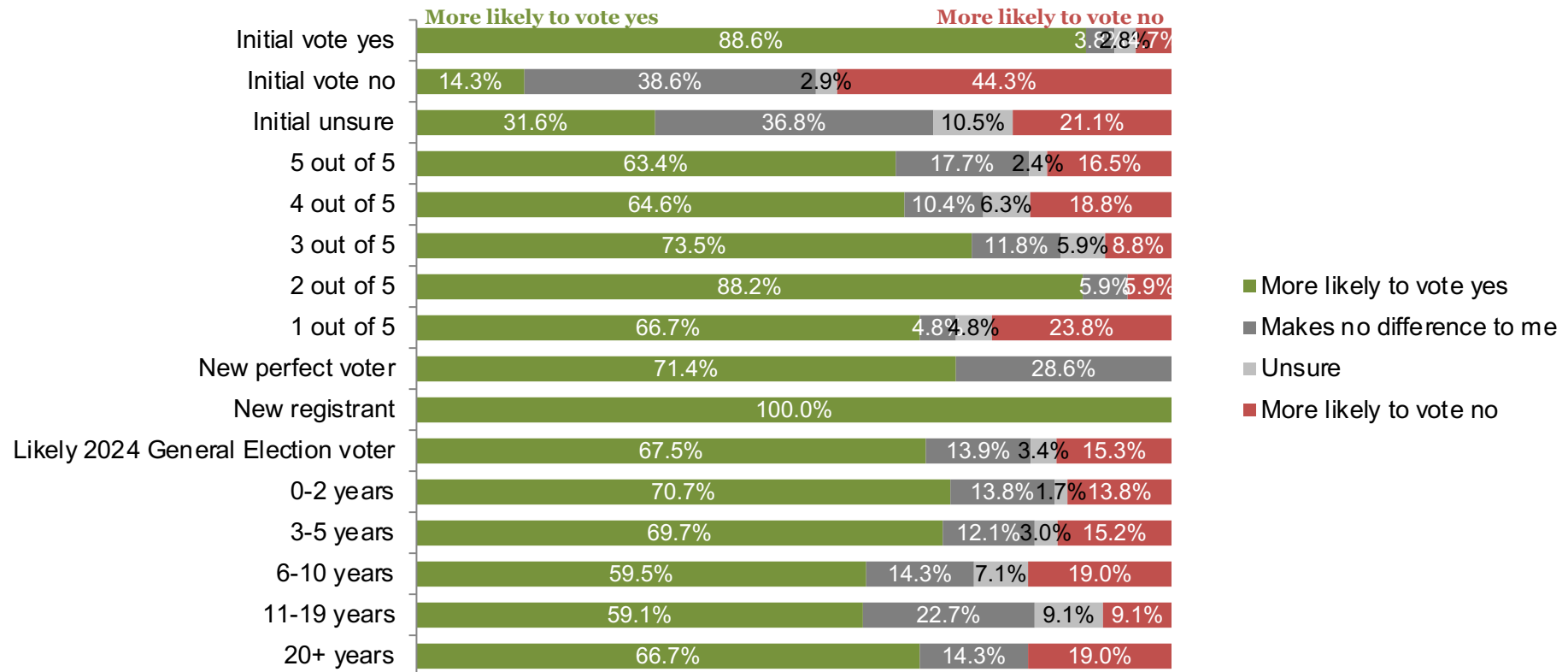
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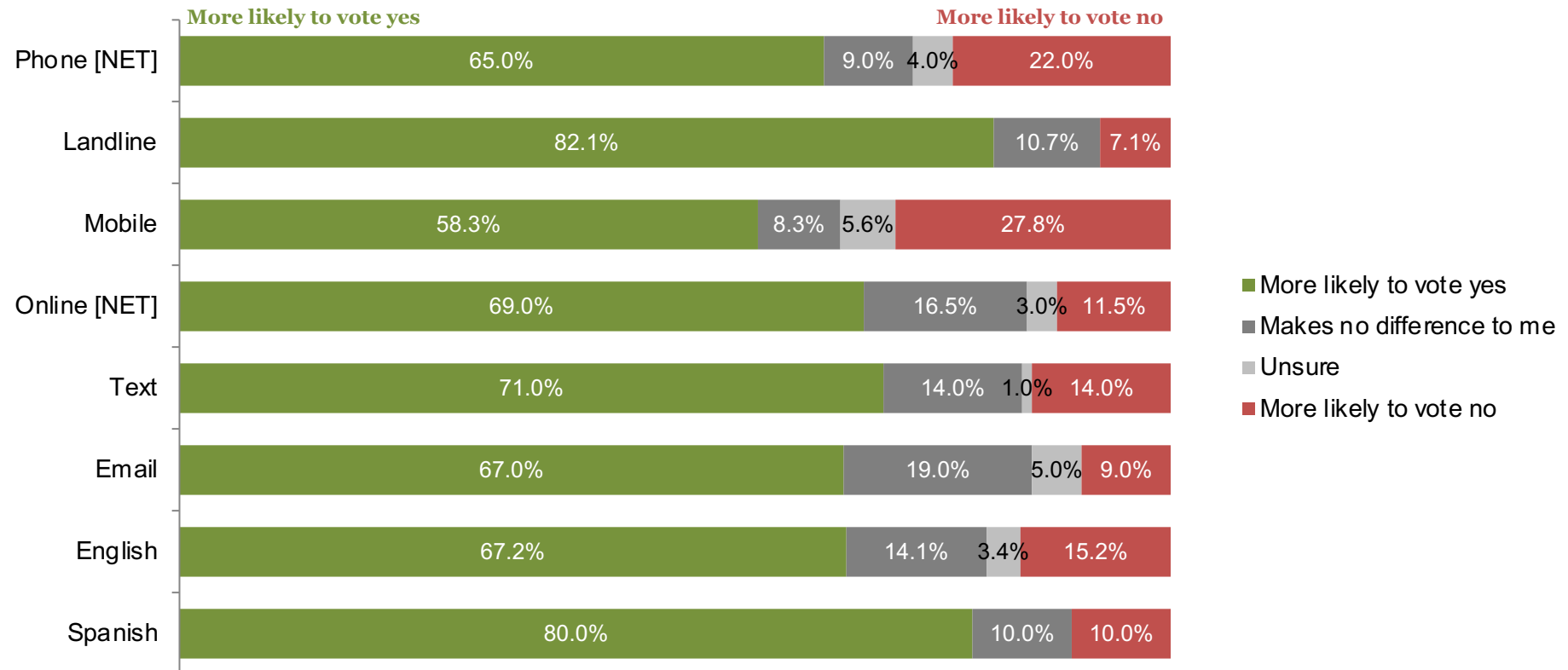
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# Results by survey mode and survey language

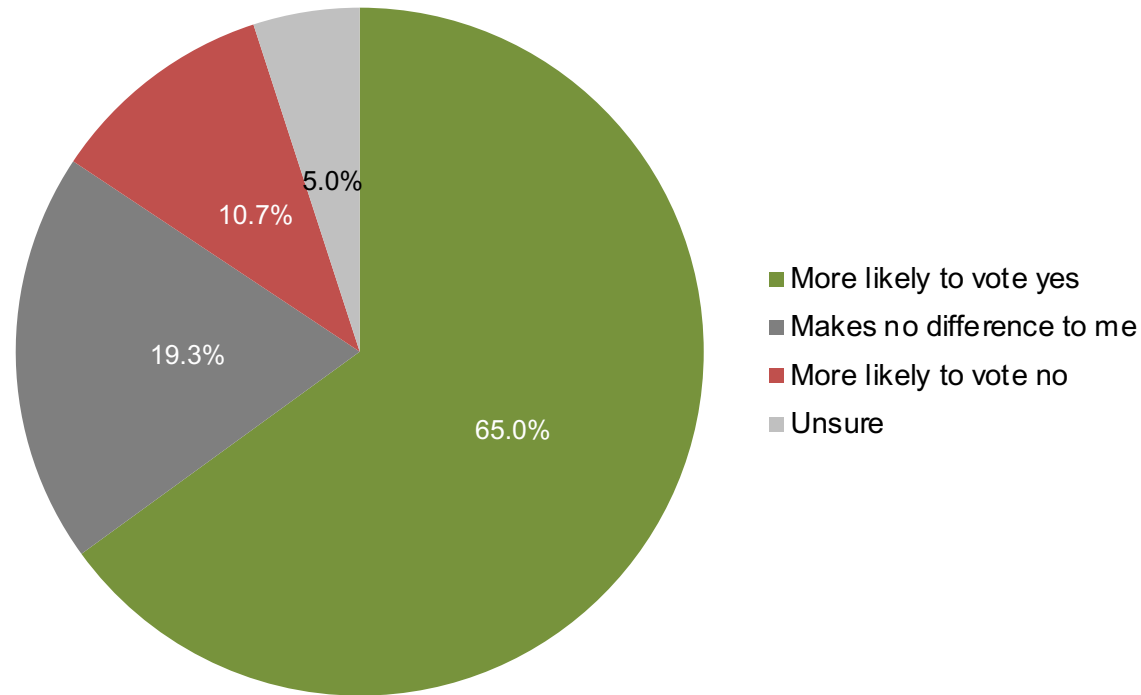
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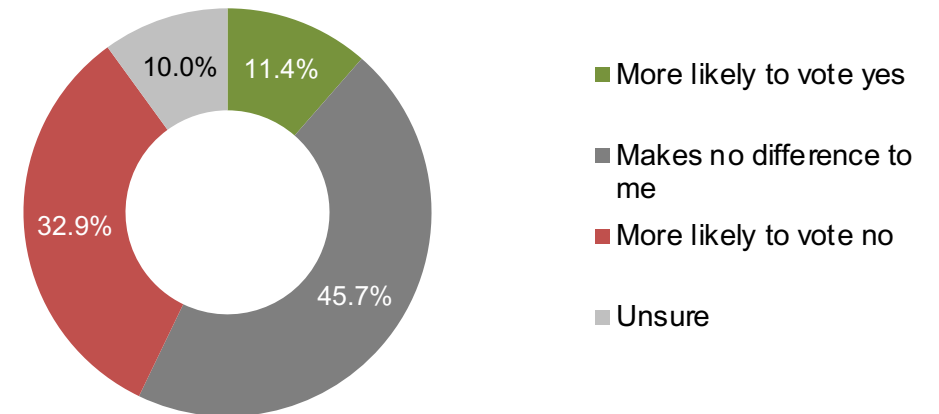


# 65% are more likely to vote yes after hearing that funding from this measure could go towards upgrading the City pool and other City facilities

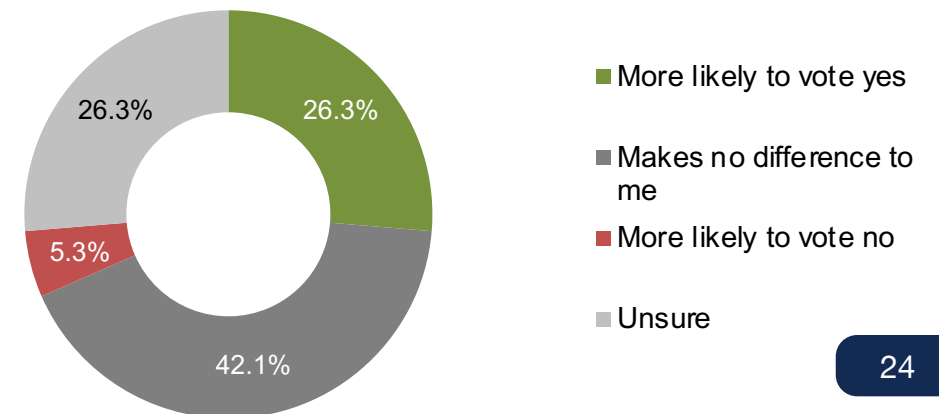
Question 9: The municipal pool is aging and in need of major upgrades while the Community Center has delayed flood damage and fire safety repairs. Funding from this measure could go towards making addressing these challenges to these and other City facilities including the senior center, improve ADA accessibility and provide our residents with up-to-date recreational facilities. Does knowing this make you more likely to vote yes or more likely to vote no on the proposed sales tax measure?



**Among those who initially voted no**



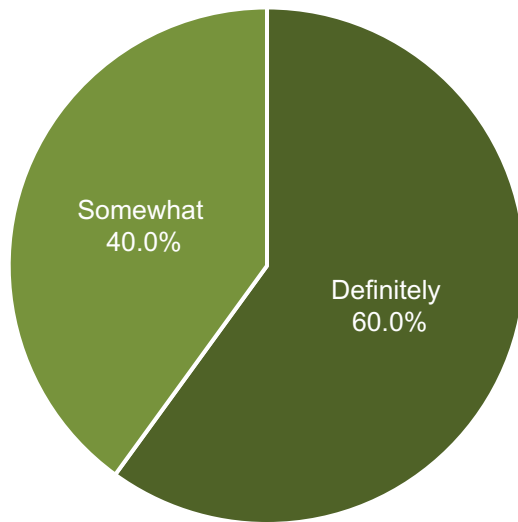
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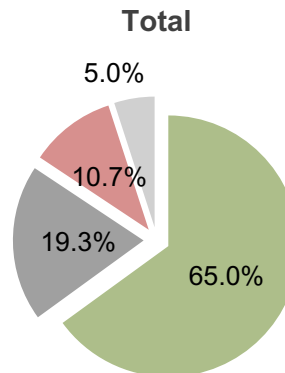
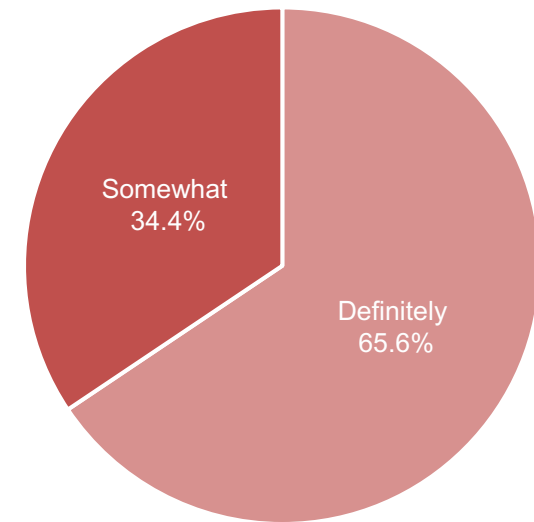
# Among those who said more likely to vote for, 60% said definitely more likely

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Among those who said more likely to vote yes

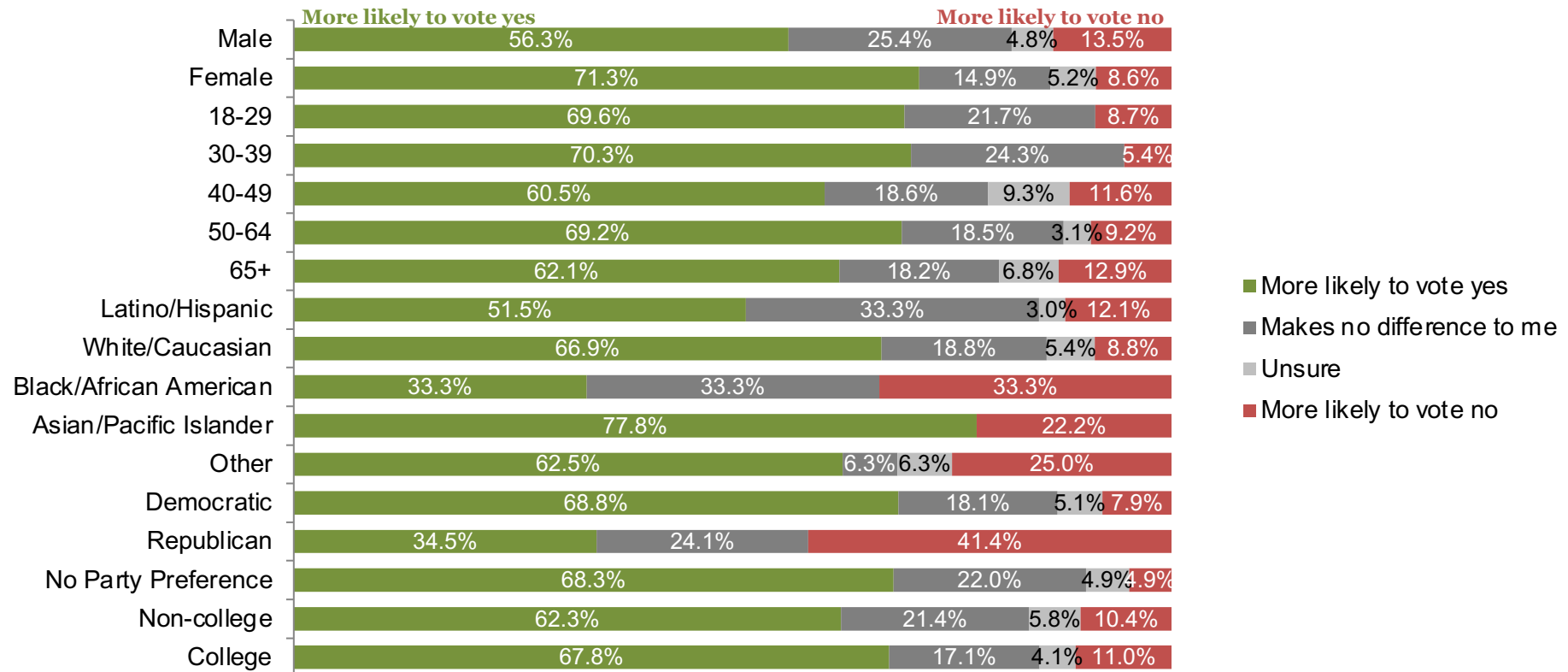


Among those who said more likely to vote no



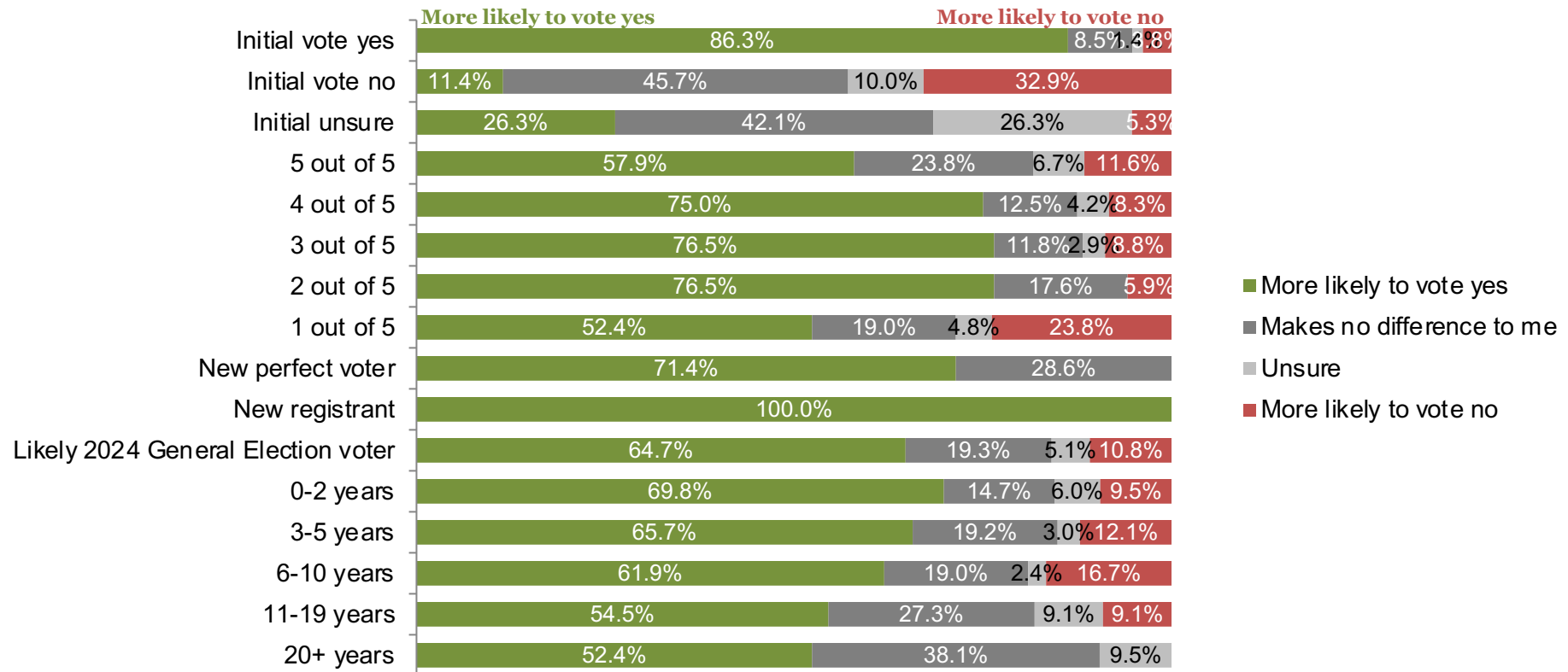
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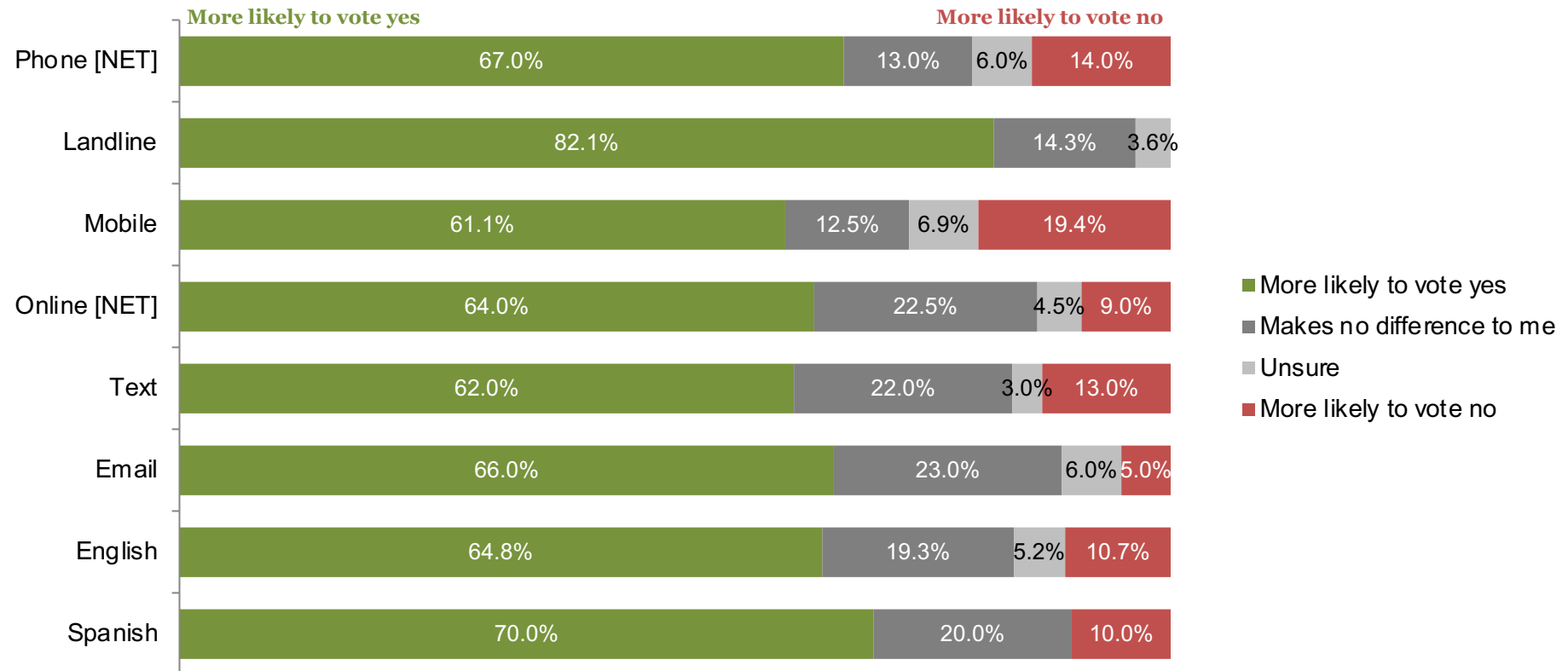
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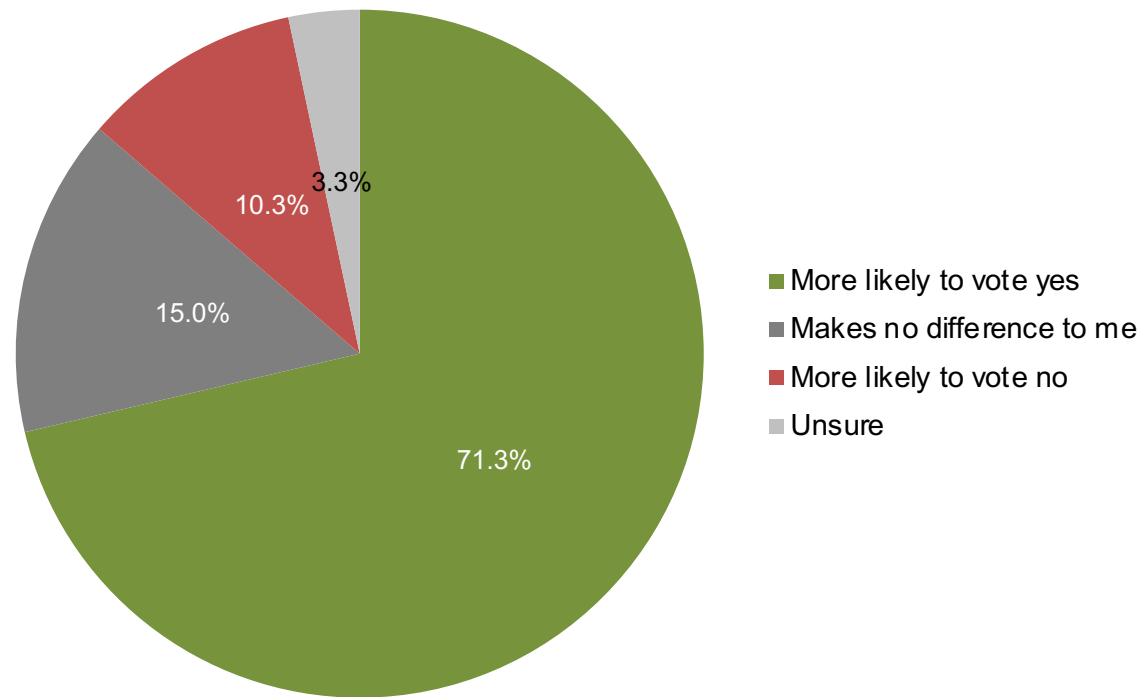
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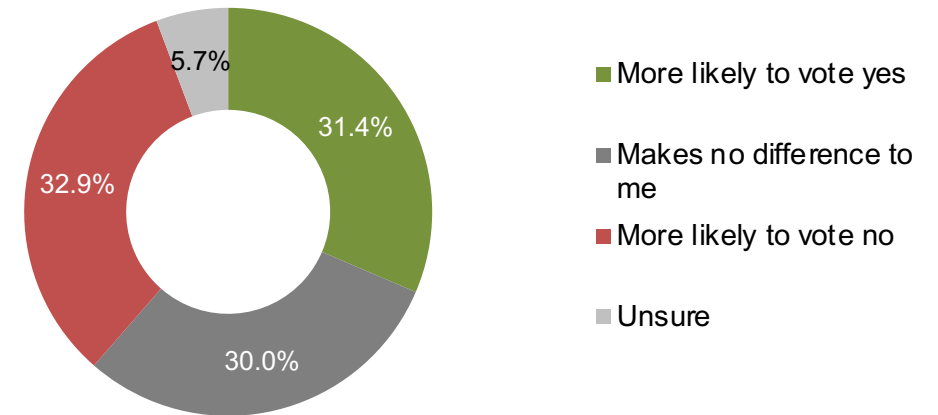


# 71% are more likely to vote yes after hearing that funding from this measure could help address the City's streets and roads where 40 percent are in poor or very poor condition

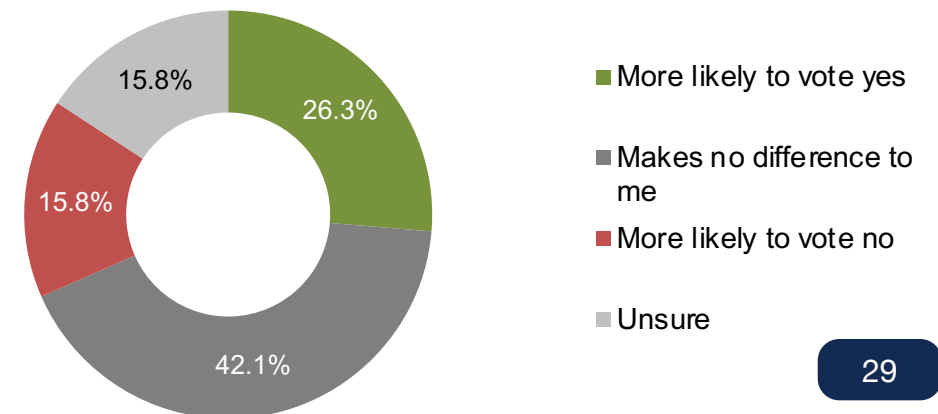
Question 10: A recent assessment of the City's streets and roads revealed that 40 percent are in poor or very poor condition, and the City forecasts at least \$1.5 million in additional funds will be needed annually to maintain and improve our local streets and roads. Funding from this measure could help address this and other infrastructure needs. Does knowing this make you more likely to vote yes or more likely to vote no on the proposed sales tax measure?



## Among those who initially were opposed



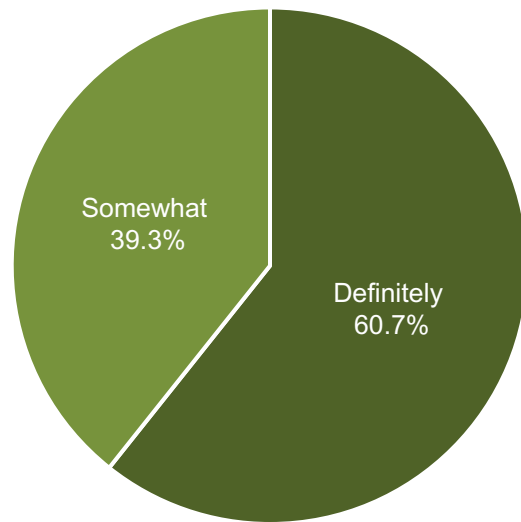
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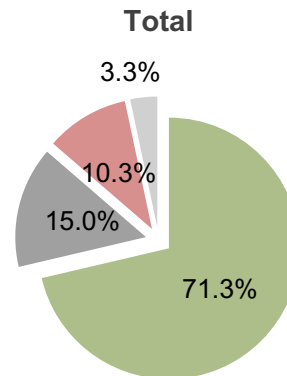
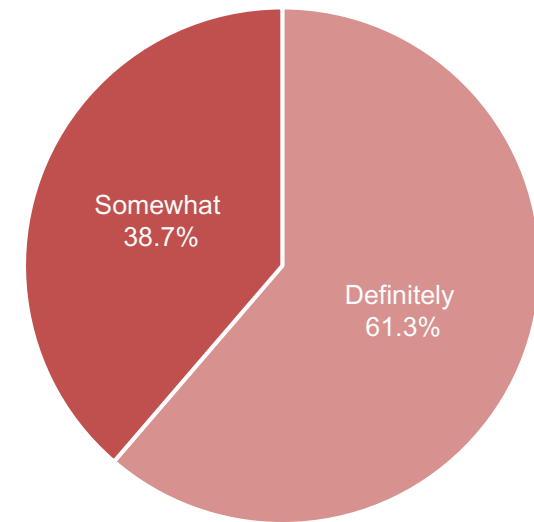
# Among those who said more likely to vote yes, 61% said definitely more likely to vote yes

Question 10: A recent assessment of the City's streets and roads revealed that 40 percent are in poor or very poor condition, and the City forecasts at least \$1.5 million in additional funds will be needed annually to maintain and improve our local streets and roads. Funding from this measure could help address this and other infrastructure needs. Does knowing this make you more likely to vote yes or more likely to vote no on the proposed sales tax measure?

Among those who said more likely to vote yes

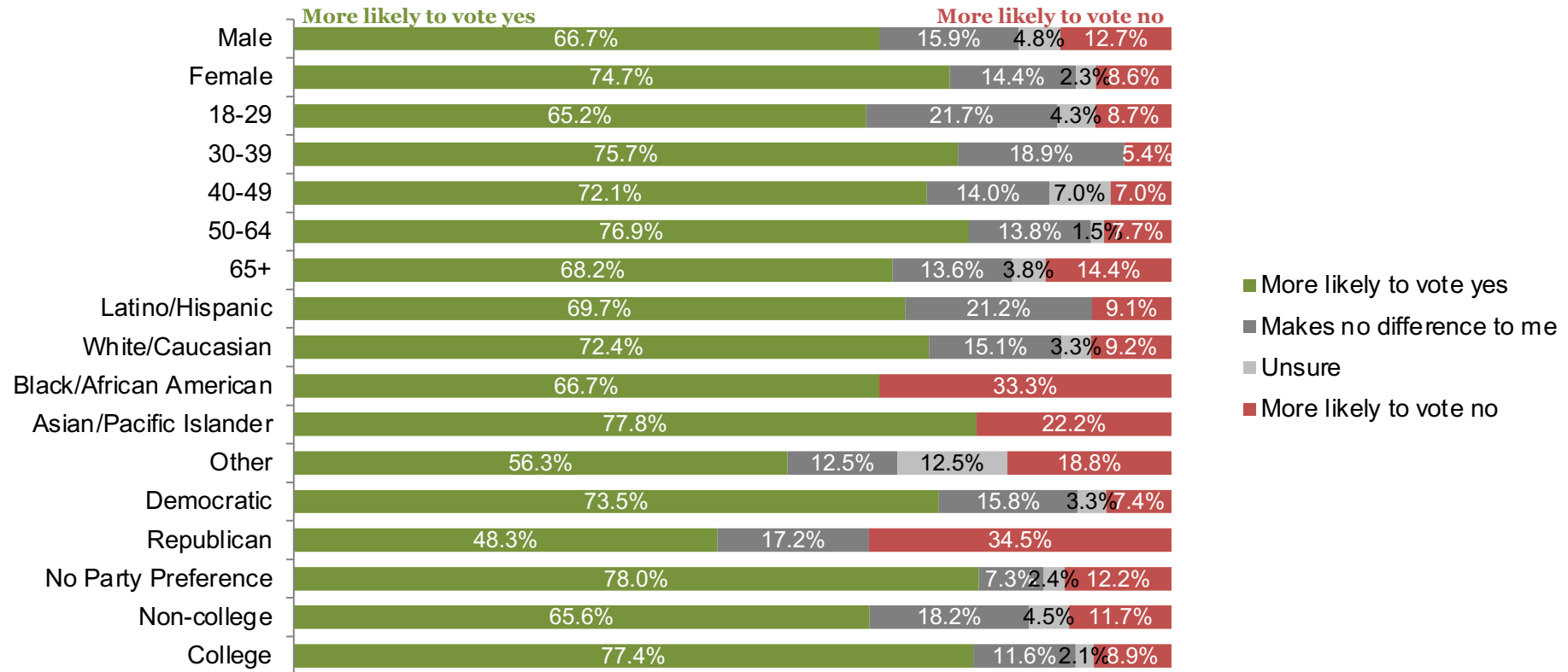


Among those who said more likely to vote no



# Results by gender, age, ethnicity, party preference and education

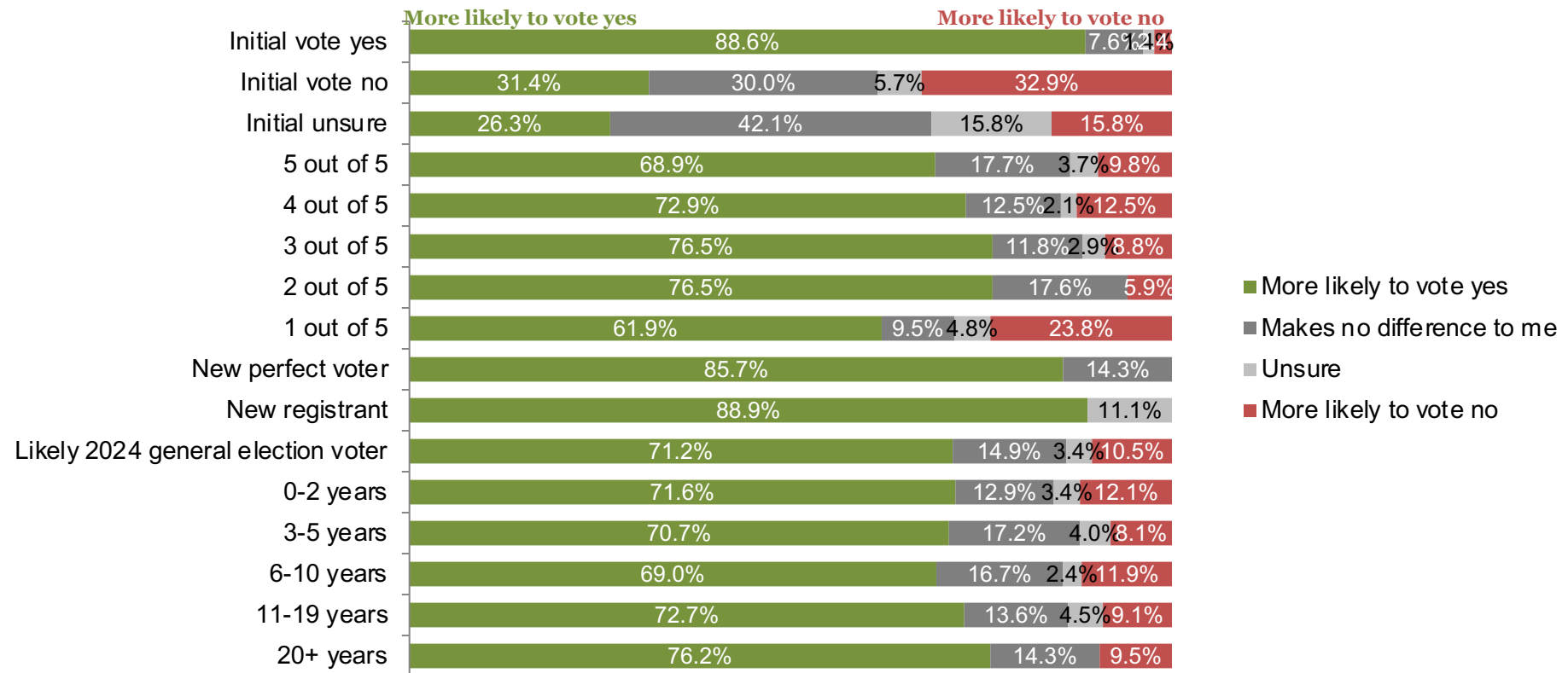
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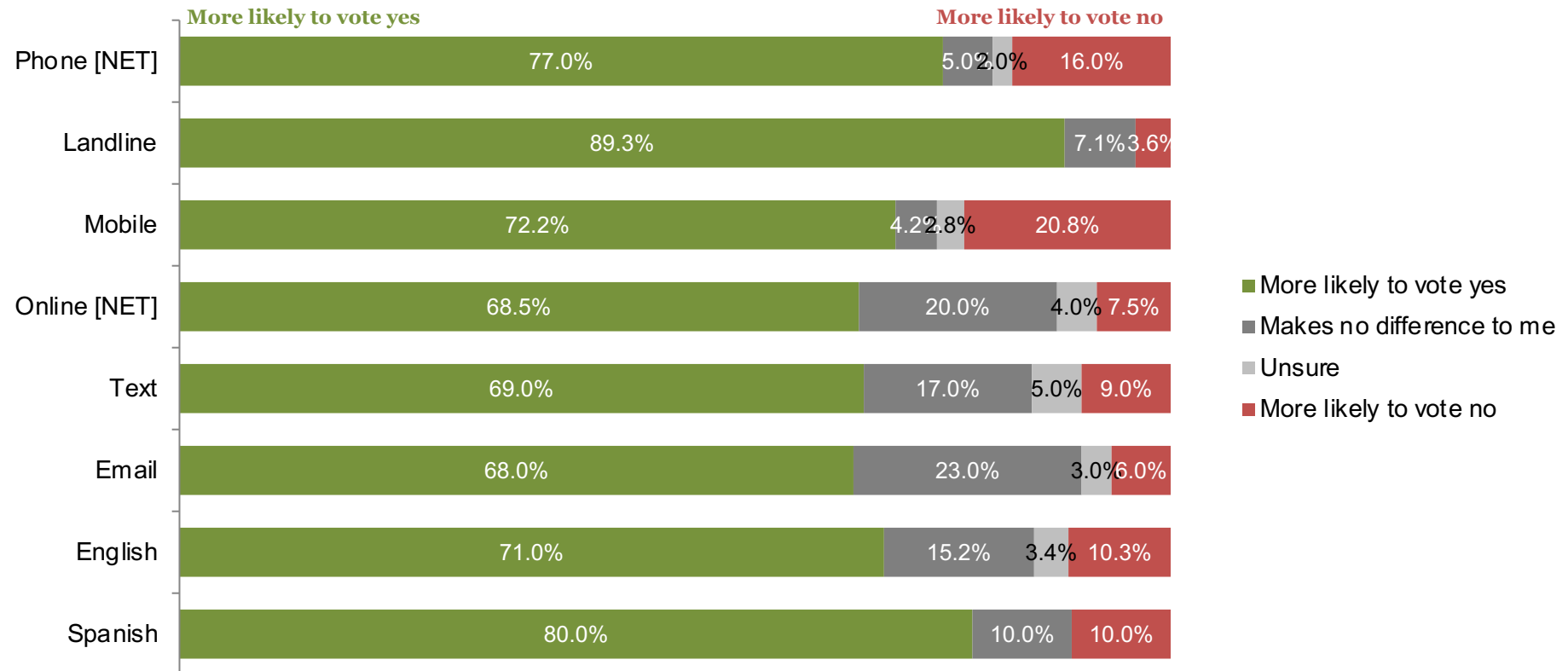
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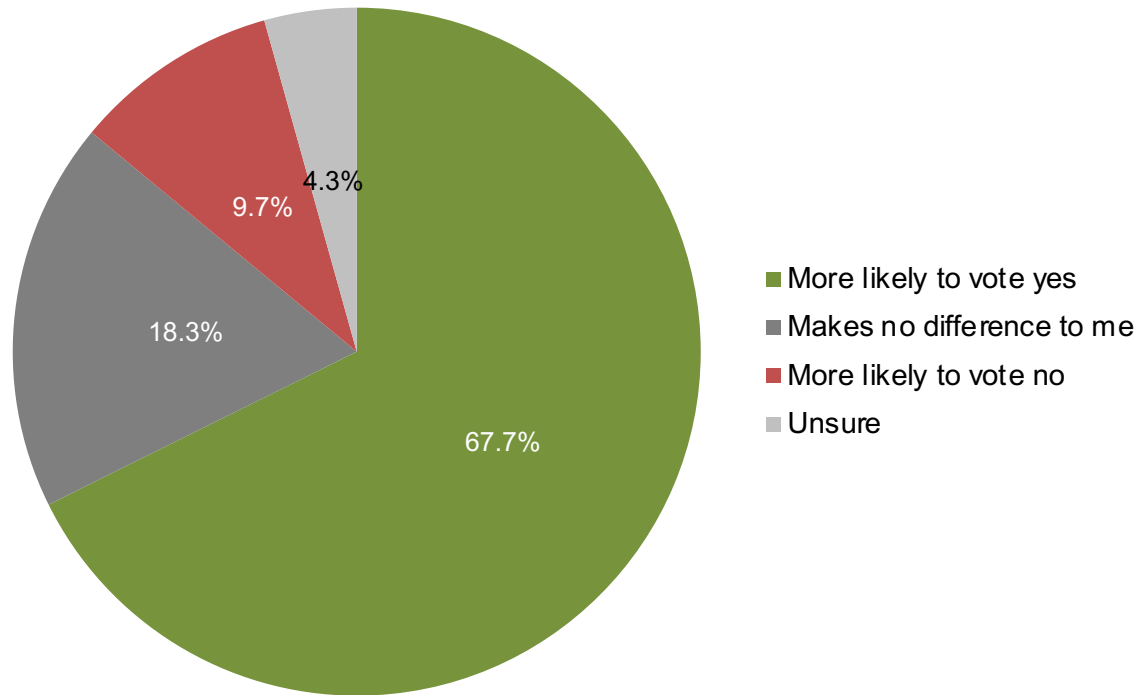
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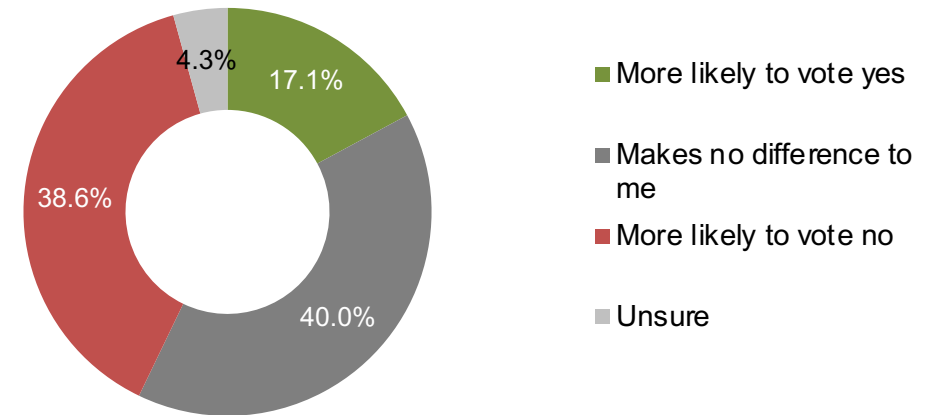


# 68% are more likely to vote yes after hearing that visitors and tourists also pay a portion of the sales taxes generated in Sebastopol

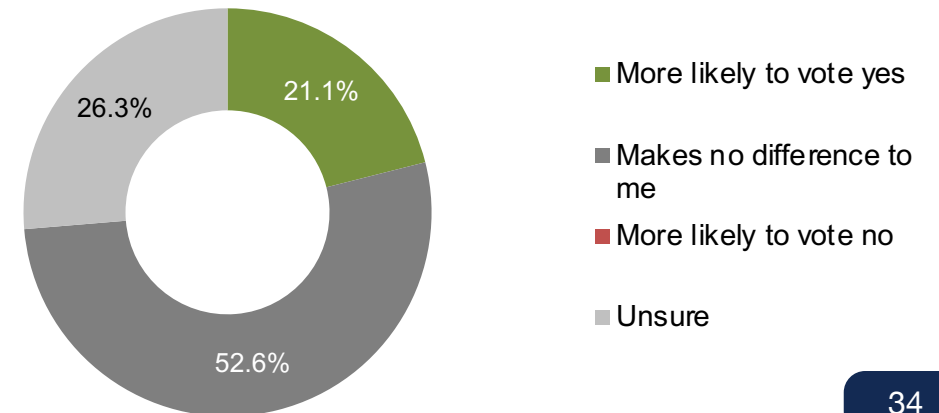
Question 11: Visitors and tourists pay a portion of the Sales Taxes generated in Sebastopol. This measure will help ensure these visitors pay their fair share when they use our streets, 911, and other services. Does knowing this make you more likely to vote yes or more likely to vote no on the proposed sales tax measure?



## Among those who initially were opposed



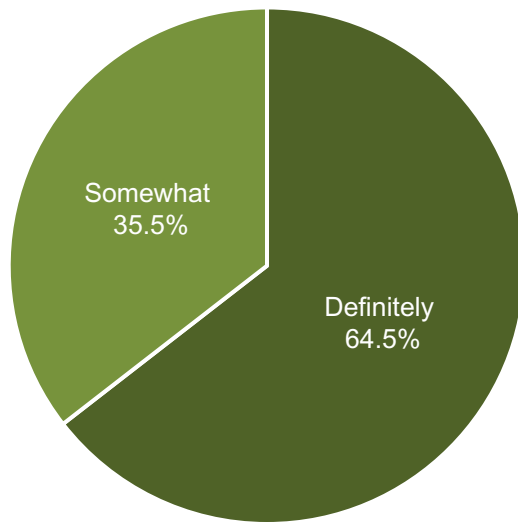
## Among those who initially were unsure



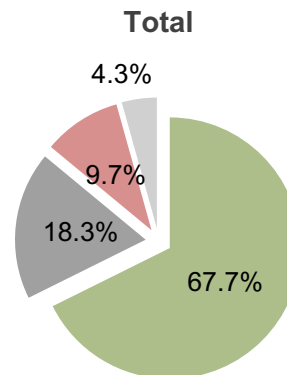
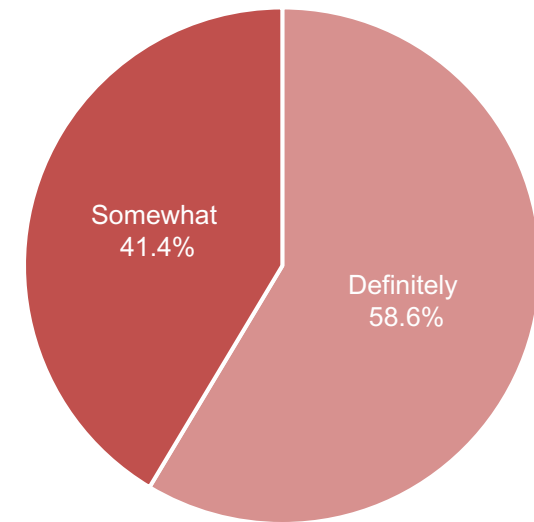
# Among those who said more likely to vote yes, 65% said definitely more likely to vote yes

Question 11: Visitors and tourists pay a portion of the Sales Taxes generated in Sebastopol. This measure will help ensure these visitors pay their fair share when they use our streets, 911, and other services. Does knowing this make you more likely to vote yes or more likely to vote no on the proposed sales tax measure?

Among those who said more likely to vote yes

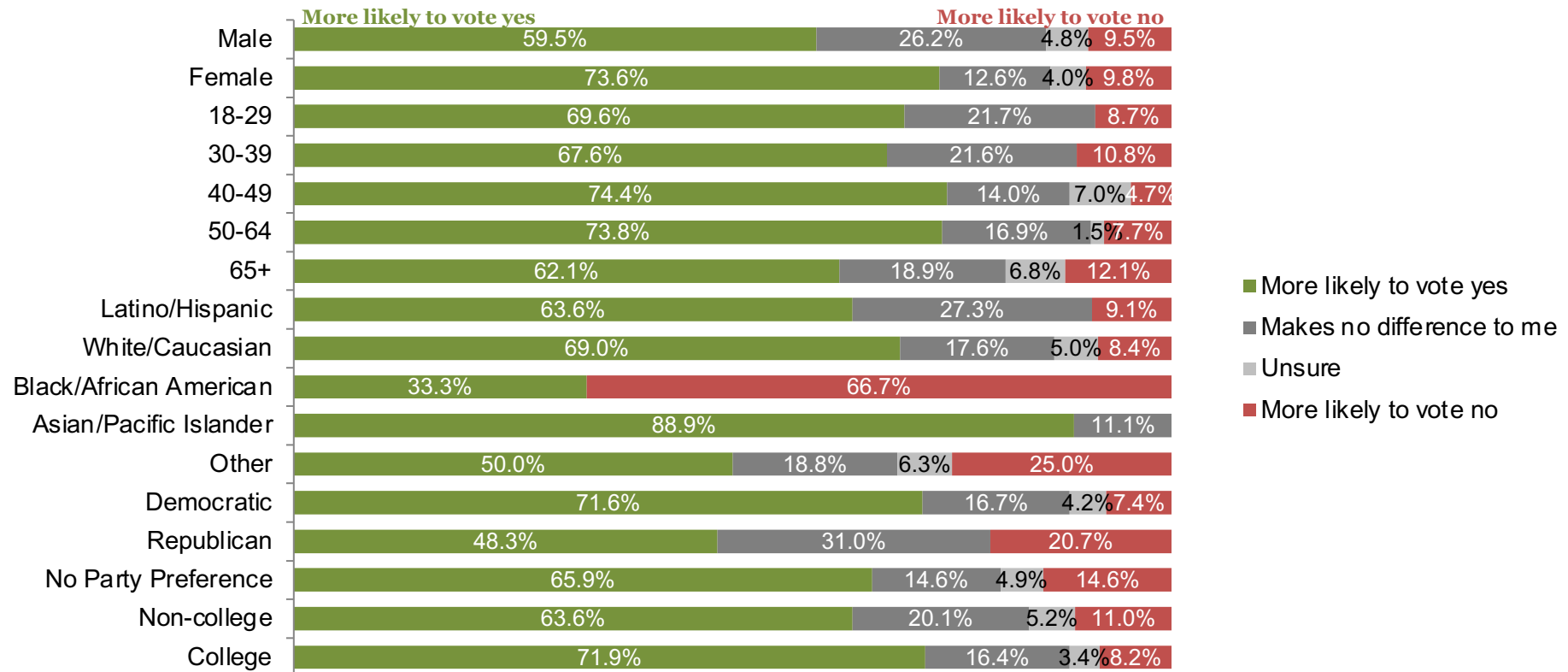


Among those who said more likely to vote no



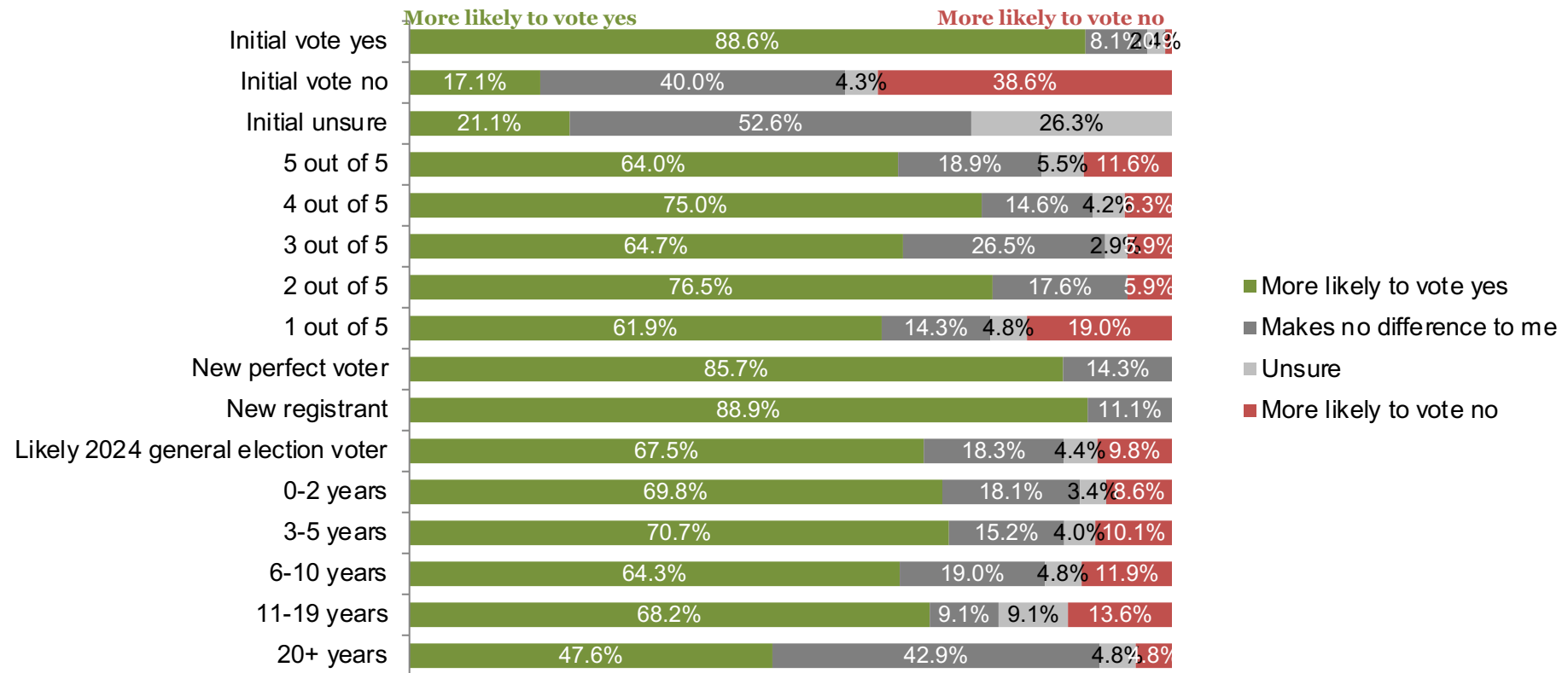
# Results by gender, age, ethnicity, party preference and education

Question 11: Visitors and tourists pay a portion of the Sales Taxes generated in Sebastopol. This measure will help ensure these visitors pay their fair share when they use our streets, 911, and other services. Does knowing this make you more likely to vote yes or more likely to vote no on the proposed sales tax measure?



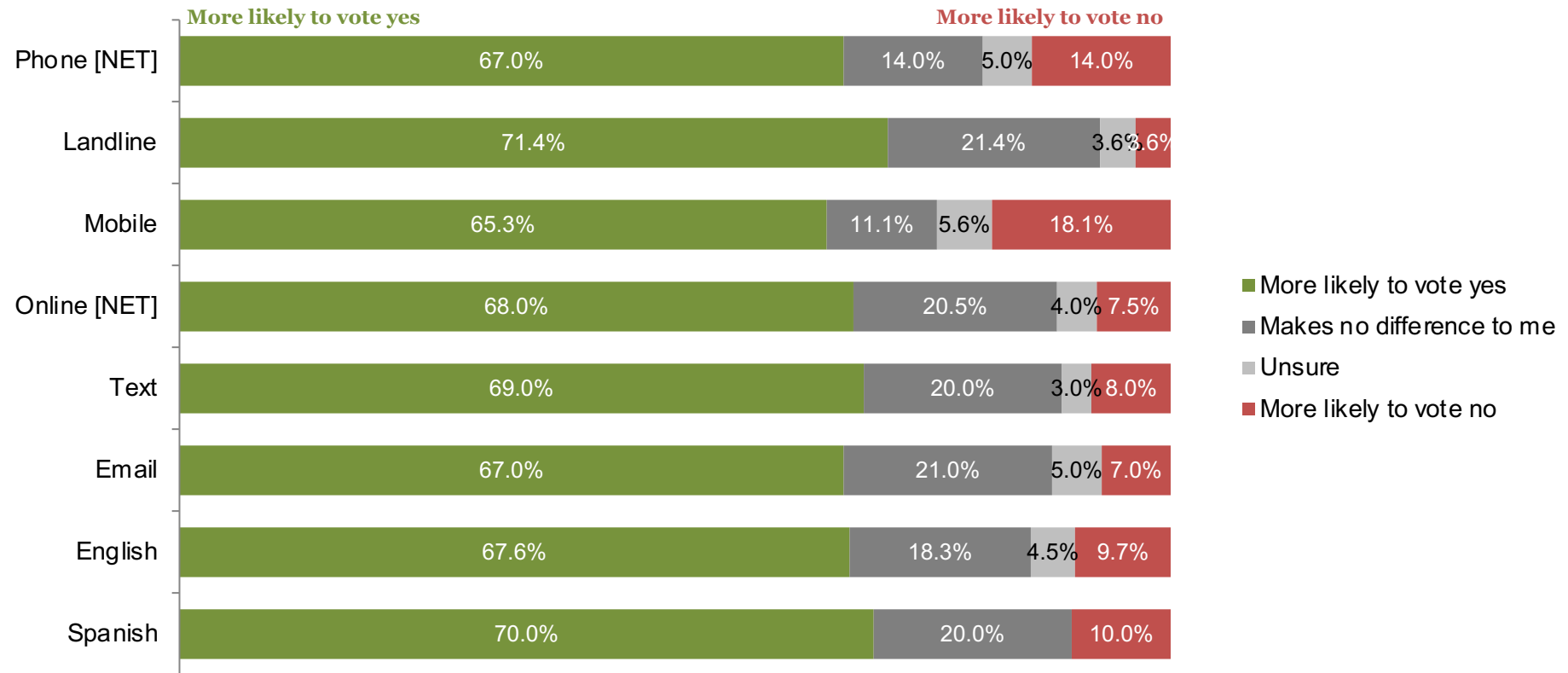
# Results by initial vote, vote propensity, voter type, and years of residency

Question 11: Visitors and tourists pay a portion of the Sales Taxes generated in Sebastopol. This measure will help ensure these visitors pay their fair share when they use our streets, 911, and other services. Does knowing this make you more likely to vote yes or more likely to vote no on the proposed sales tax measure?



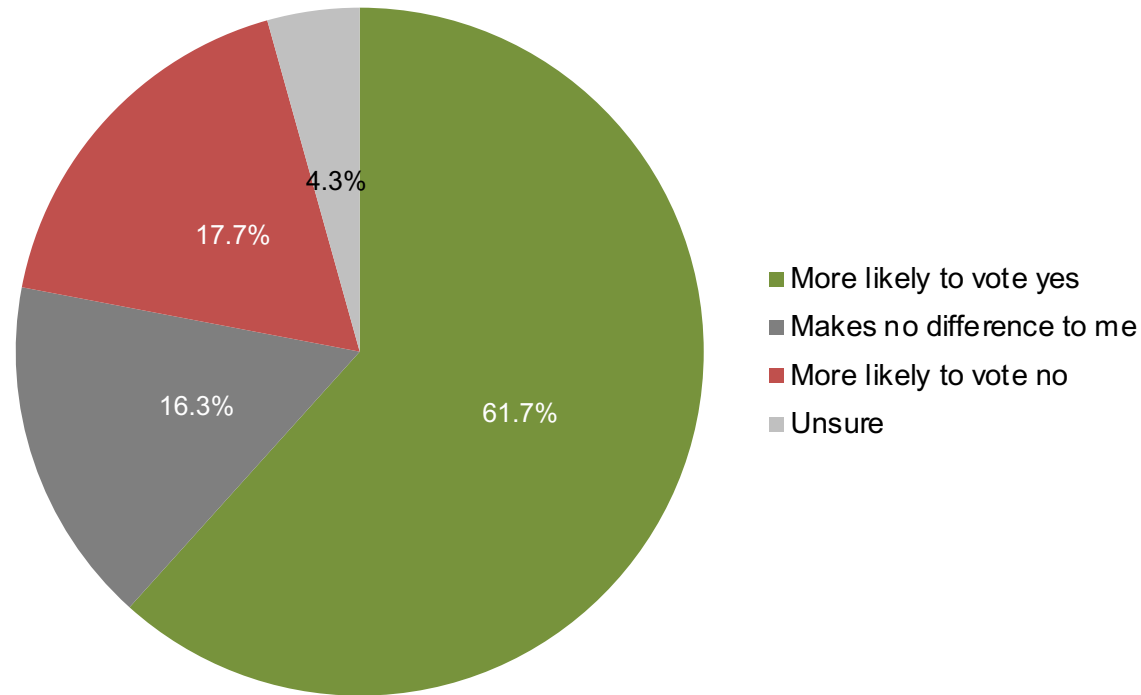
# Results by survey mode and survey language

Question 11: Visitors and tourists pay a portion of the Sales Taxes generated in Sebastopol. This measure will help ensure these visitors pay their fair share when they use our streets, 911, and other services. Does knowing this make you more likely to vote yes or more likely to vote no on the proposed sales tax measure?

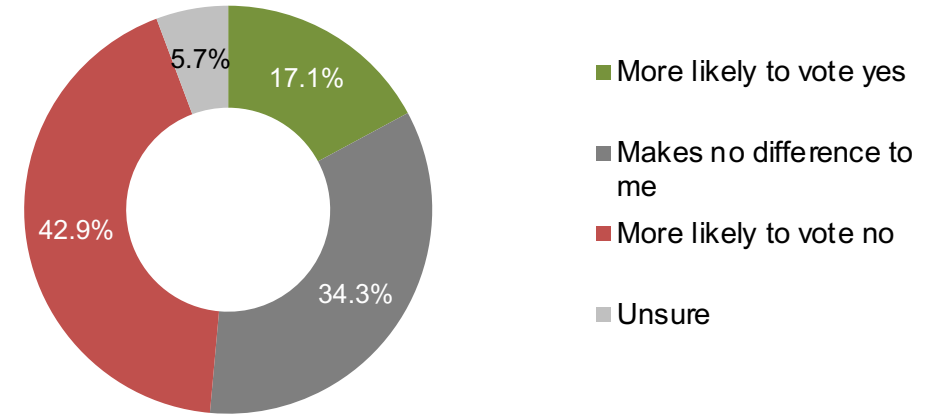


# 62% are more likely to vote yes after hearing that this measure could be used to maintain community services including support for local non-profits, homeless outreach and youth programs

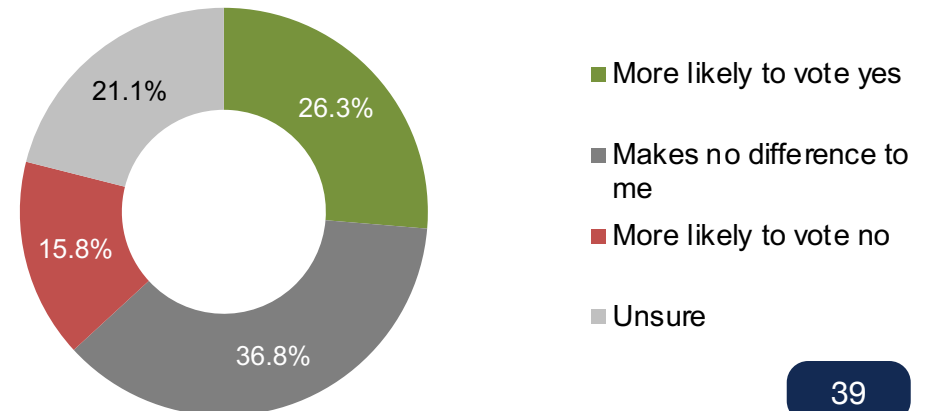
Question 12: This measure could be used to maintain community services including support for local non-profits, funding for homeless outreach, as well as youth leadership programs and social services through the Sebastopol Library. Does knowing this make you more likely to vote yes or more likely to vote no on the proposed sales tax measure?



## Among those who initially were opposed



## Among those who initially were unsure

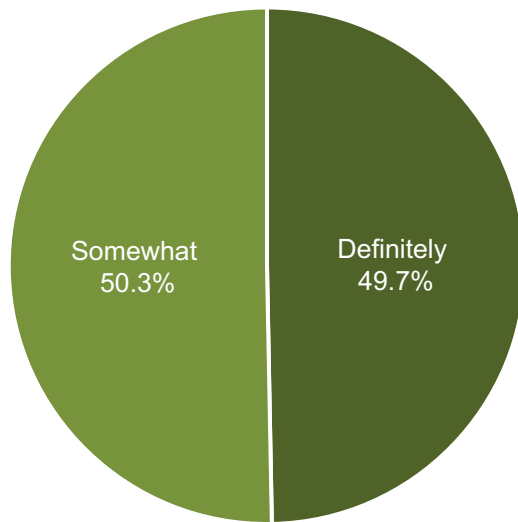




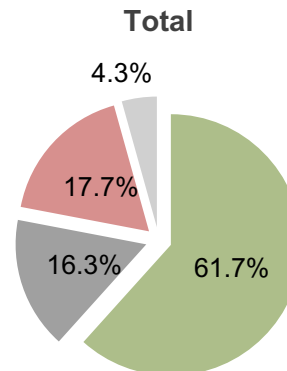
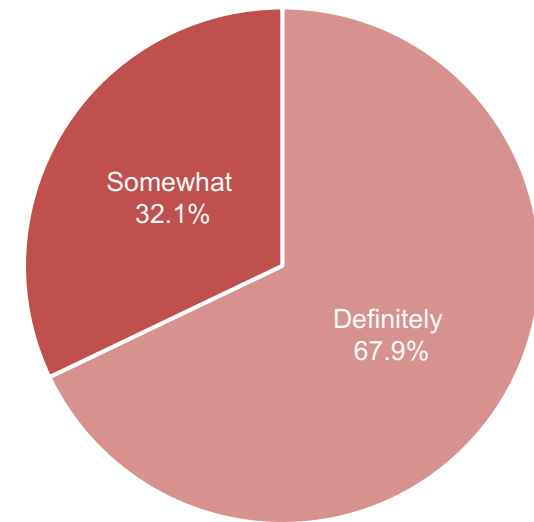
# Among those who said more likely to vote yes, 50% said definitely more likely to vote yes

Question 12: This measure could be used to maintain community services including support for local non-profits, funding for homeless outreach, as well as youth leadership programs and social services through the Sebastopol Library. Does knowing this make you more likely to vote yes or more likely to vote no on the proposed sales tax measure?

Among those who said more likely to vote yes

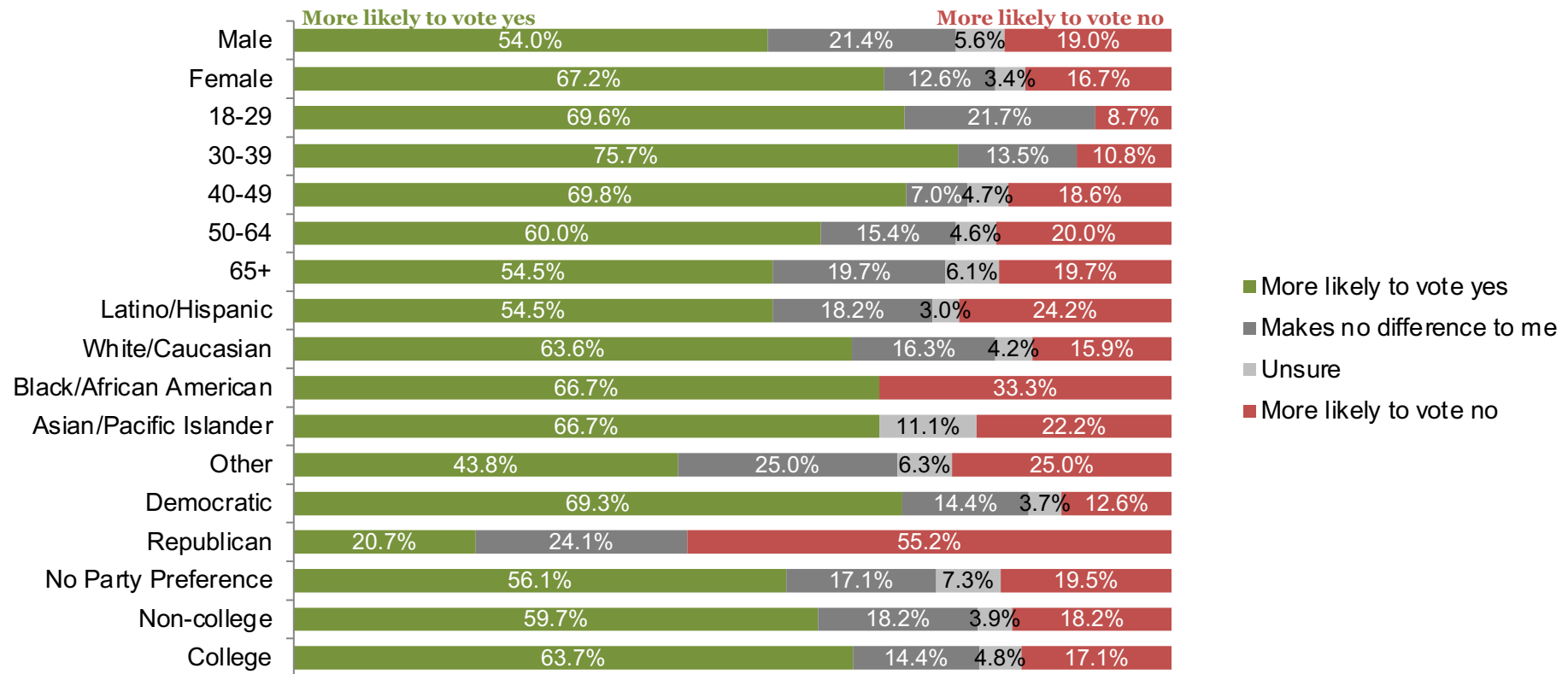


Among those who said more likely to vote no



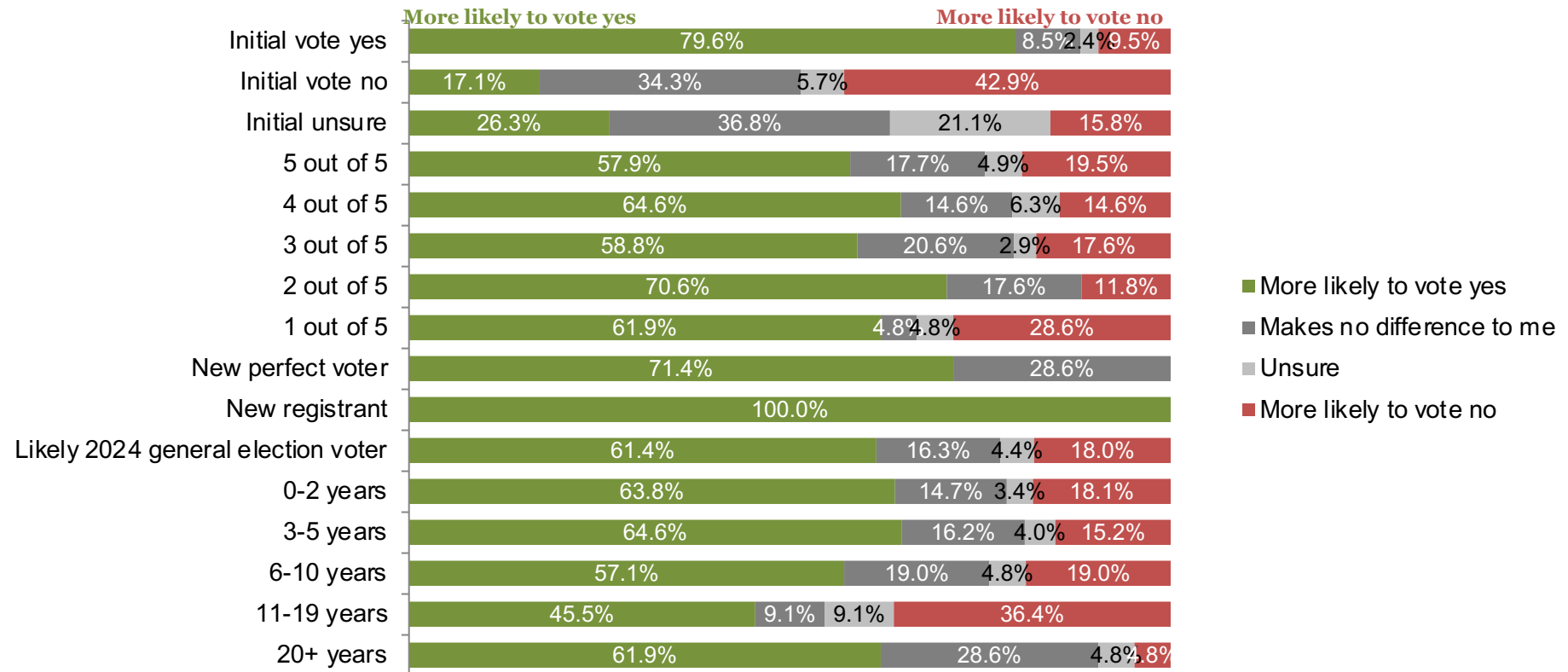
# Results by gender, age, ethnicity, party preference and education

Question 12: This measure could be used to maintain community services including support for local non-profits, funding for homeless outreach, as well as youth leadership programs and social services through the Sebastopol Library. Does knowing this make you more likely to vote yes or more likely to vote no on the proposed sales tax measure?



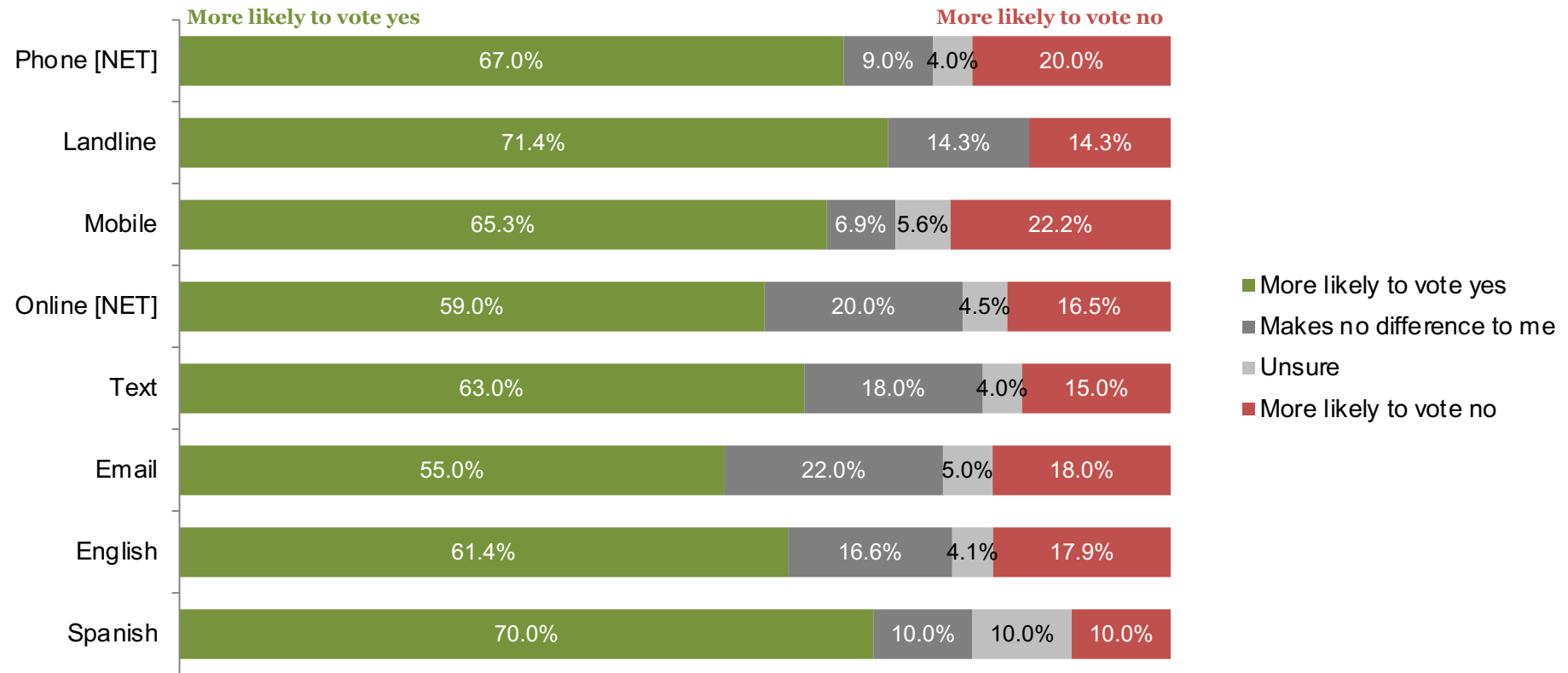
# Results by initial vote, vote propensity, voter type, and years of residency

Question 12: This measure could be used to maintain community services including support for local non-profits, funding for homeless outreach, as well as youth leadership programs and social services through the Sebastopol Library. Does knowing this make you more likely to vote yes or more likely to vote no on the proposed sales tax measure?



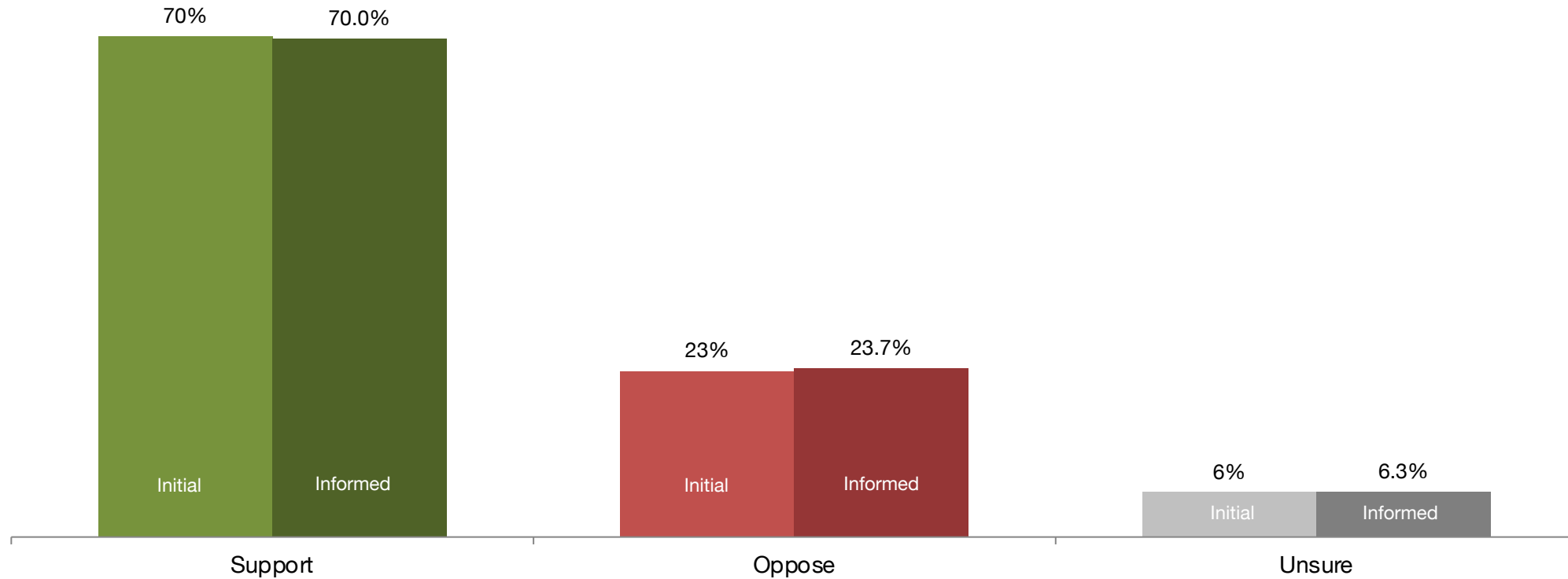
# Results by survey mode and survey language

Question 12: This measure could be used to maintain community services including support for local non-profits, funding for homeless outreach, as well as youth leadership programs and social services through the Sebastopol Library. Does knowing this make you more likely to vote yes or more likely to vote no on the proposed sales tax measure?



# Informed: 70% vote yes for the city services measure

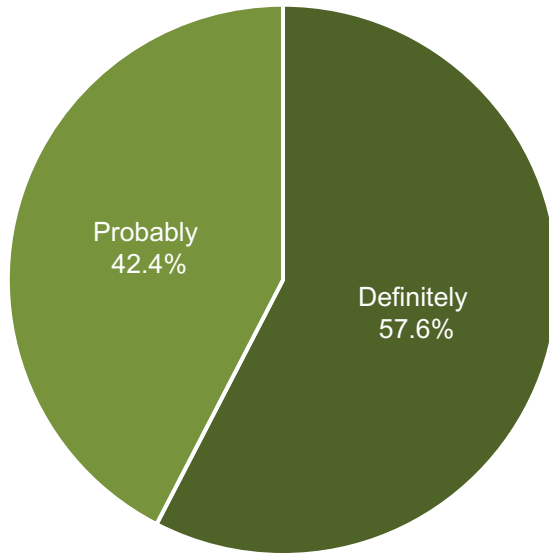
Question 13: Sebastopol Public Safety, Roads, City Services Measure: To maintain Sebastopol's City services such as 911 emergency medical/police/fire response, fire protection, emergency preparedness, maintenance of streets/roads, parks/trails, library, youth and senior services, retaining/attracting local businesses; and for general government use, shall the measure establishing a 1/2 cent sales tax generating approximately \$1,500,000 million annually until ended by voters, requiring audits, public spending disclosure, and all funds used locally, be adopted?



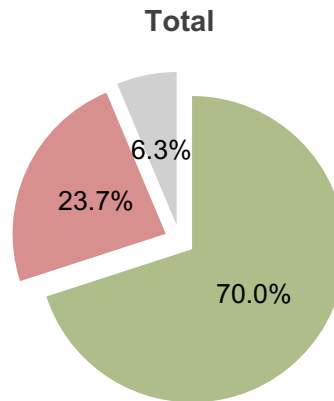
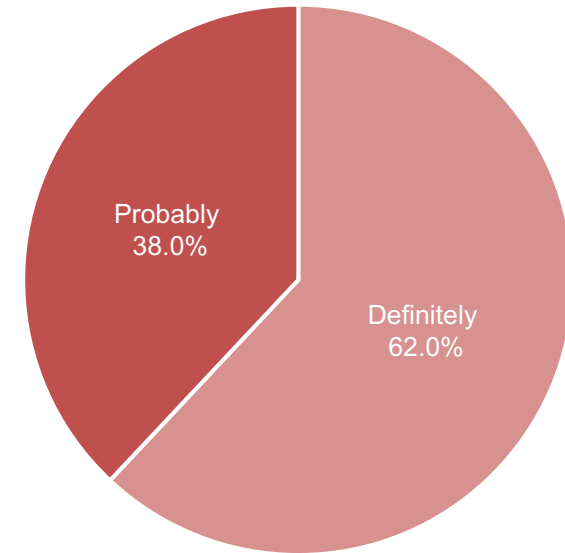
# Among those who said vote yes, 58% said definitely vote yes

Question 13: Sebastopol Public Safety, Roads, City Services Measure: To maintain Sebastopol's City services such as 911 emergency medical/police/fire response, fire protection, emergency preparedness, maintenance of streets/roads, parks/trails, library, youth and senior services, retaining/attracting local businesses; and for general government use, shall the measure establishing a 1/2 cent sales tax generating approximately \$1,500,000 million annually until ended by voters, requiring audits, public spending disclosure, and all funds used locally, be adopted?

Among those who said vote yes

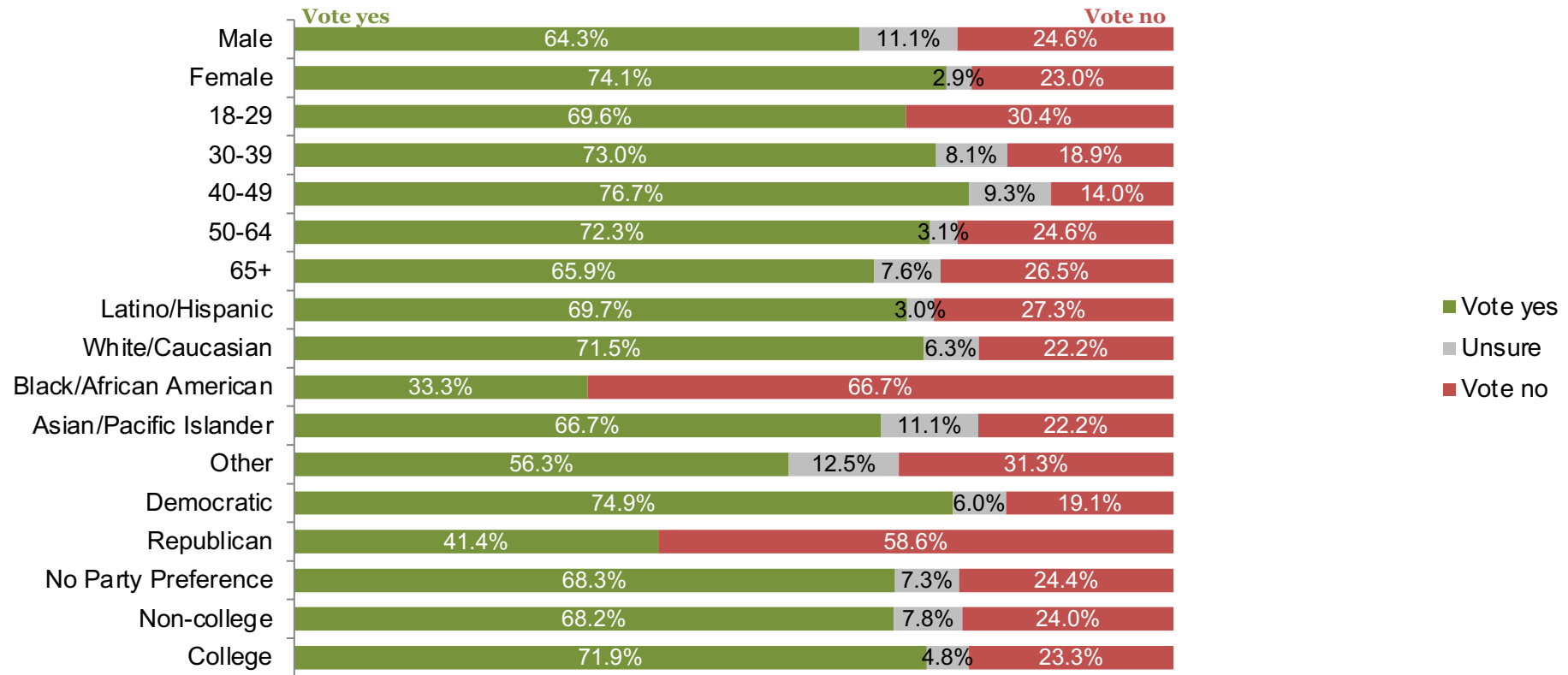


Among those who said vote no



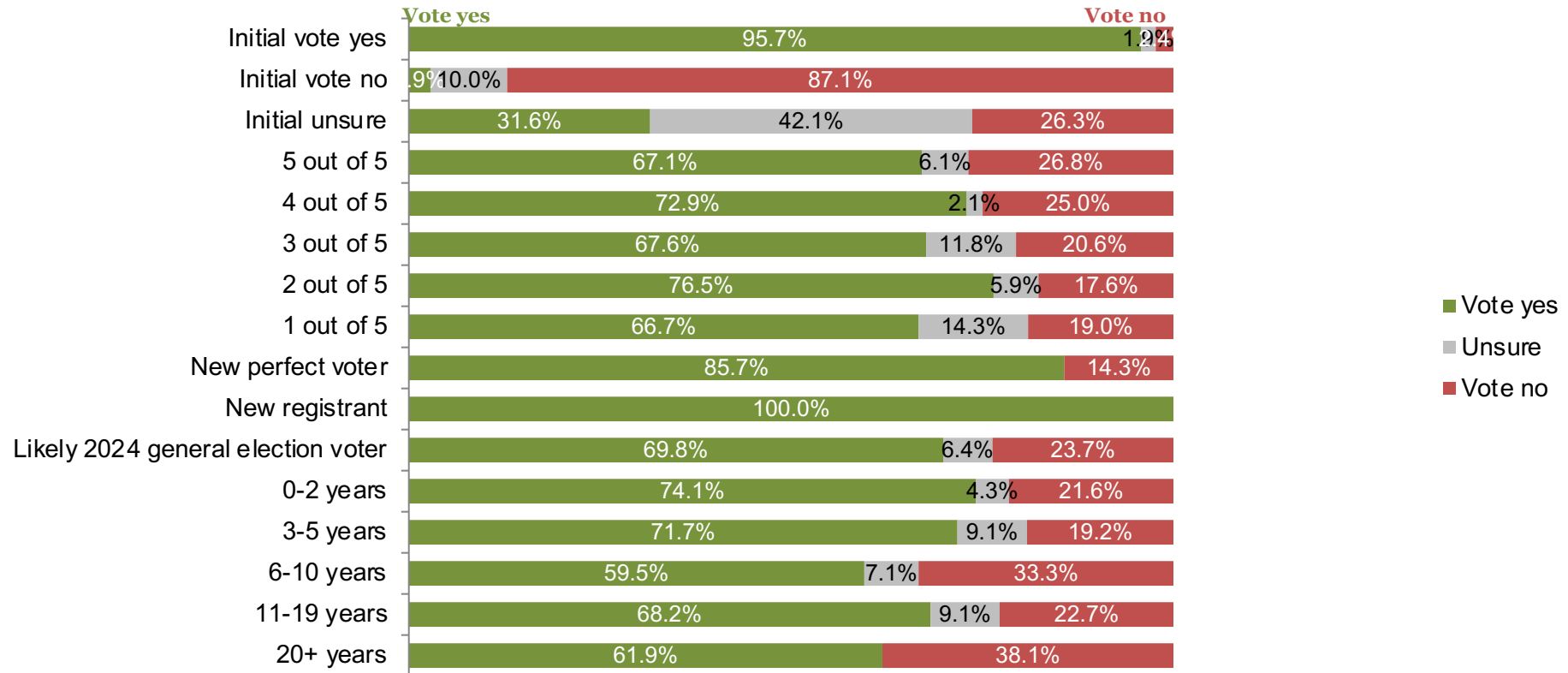
# Results by gender, age, ethnicity, party preference and education

Question 13: Sebastopol Public Safety, Roads, City Services Measure: To maintain Sebastopol's City services such as 911 emergency medical/police/fire response, fire protection, emergency preparedness, maintenance of streets/roads, parks/trails, library, youth and senior services, retaining/attracting local businesses; and for general government use, shall the measure establishing a 1/2 cent sales tax generating approximately \$1,500,000 million annually until ended by voters, requiring audits, public spending disclosure, and all funds used locally, be adopted?



# Results by initial vote, vote propensity, voter type, and years of residency

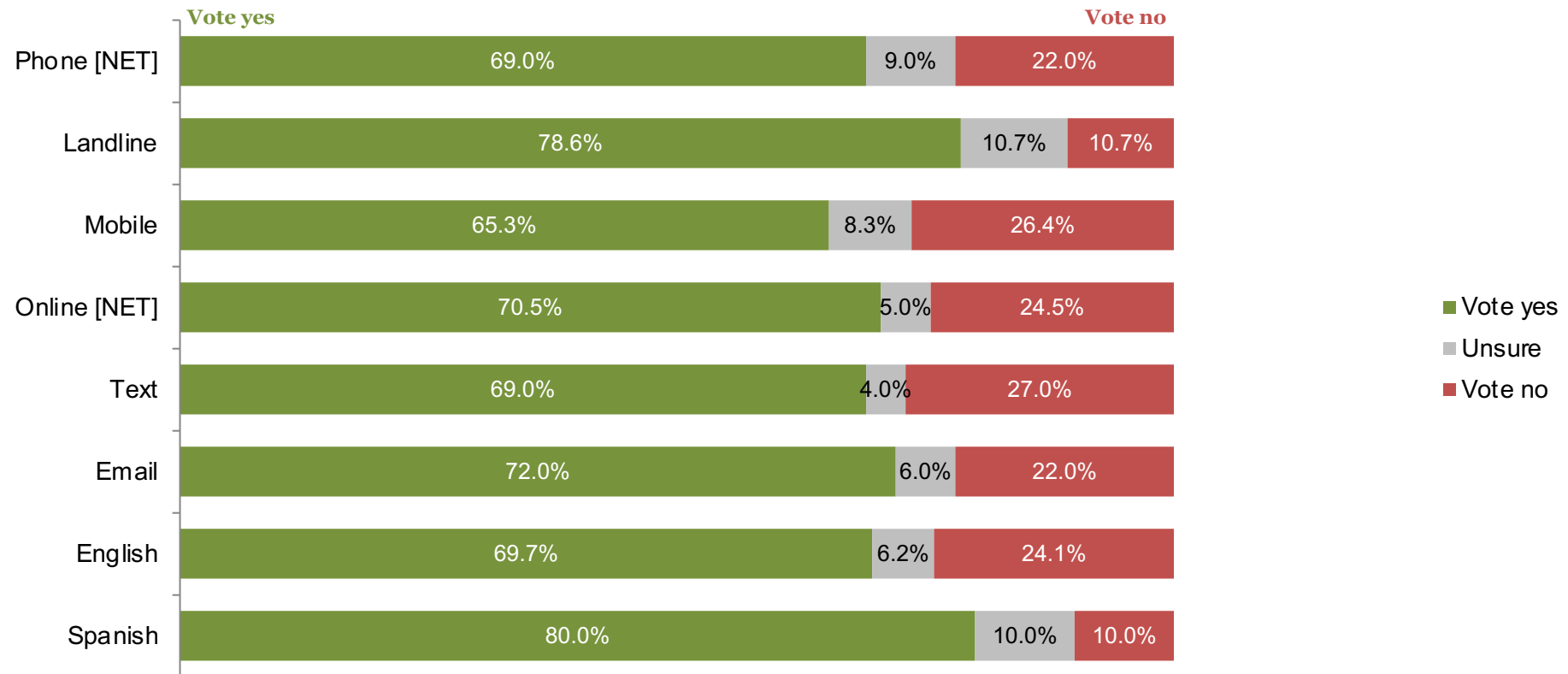
Question 13: Sebastopol Public Safety, Roads, City Services Measure: To maintain Sebastopol's City services such as 911 emergency medical/police/fire response, fire protection, emergency preparedness, maintenance of streets/roads, parks/trails, library, youth and senior services, retaining/attracting local businesses; and for general government use, shall the measure establishing a 1/2 cent sales tax generating approximately \$1,500,000 million annually until ended by voters, requiring audits, public spending disclosure, and all funds used locally, be adopted?





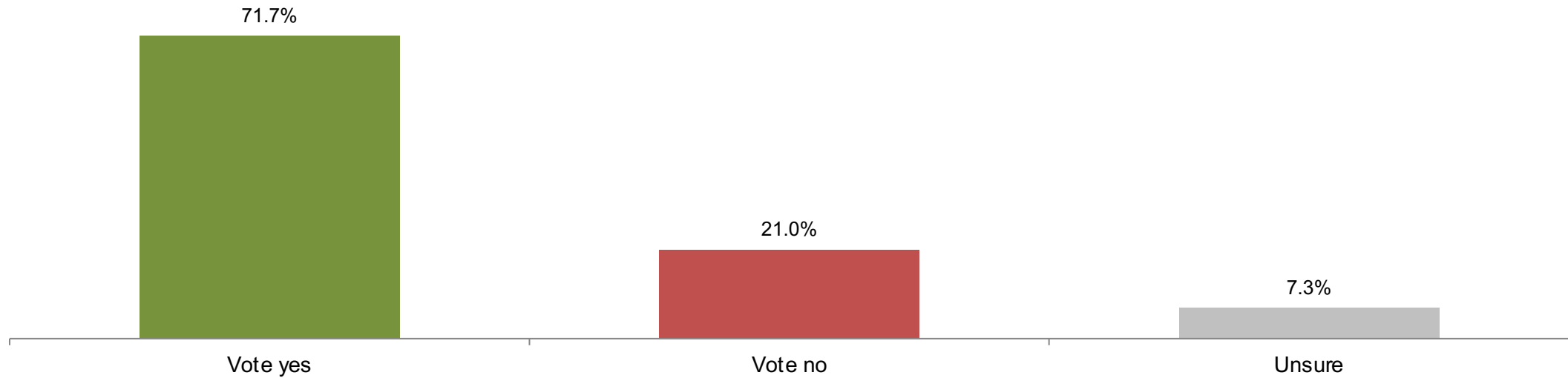
# Results by survey mode and survey language

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# 72% support the city services measure at 1/4 cent sales tax

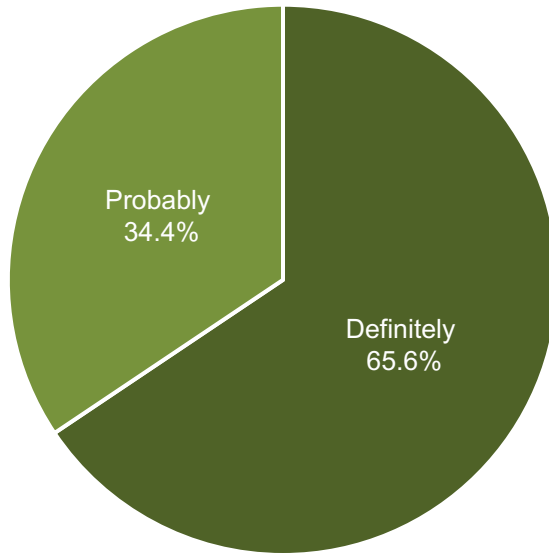
Question 14: What if the sales tax measure was a 1/4 cent sales tax, providing approximately \$750,000 annually, which would allow for the City to maintain emergency 911/police/fire/medical response, maintenance of streets/roads, parks, libraries, senior services, emergency preparedness, and for general government use? If the election was held today, would you vote yes or vote no?



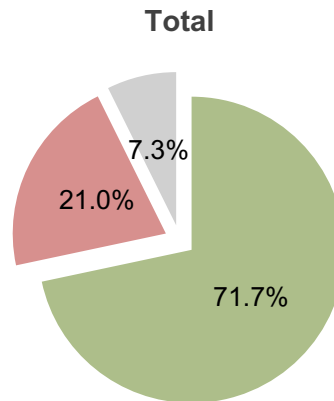
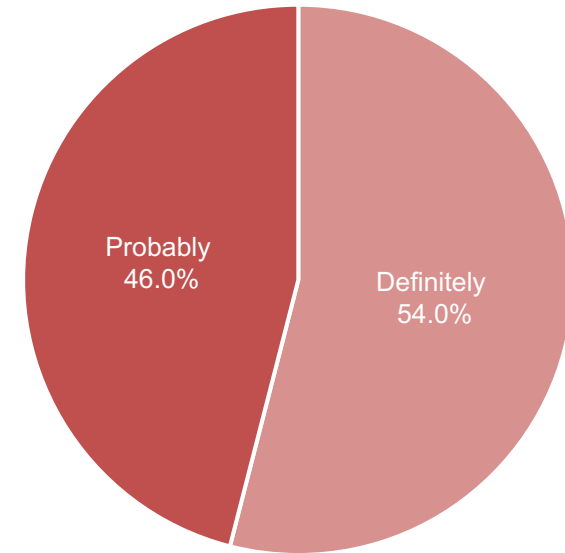
# Among those who said vote yes, 66% said definitely vote yes

Question 14: What if the sales tax measure was a 1/4 cent sales tax, providing approximately \$750,000 annually, which would allow for the City to maintain emergency 911/police/fire/medical response, maintenance of streets/roads, parks, libraries, senior services, emergency preparedness, and for general government use? If the election was held today, would you vote yes or vote no?

Among those who said vote yes

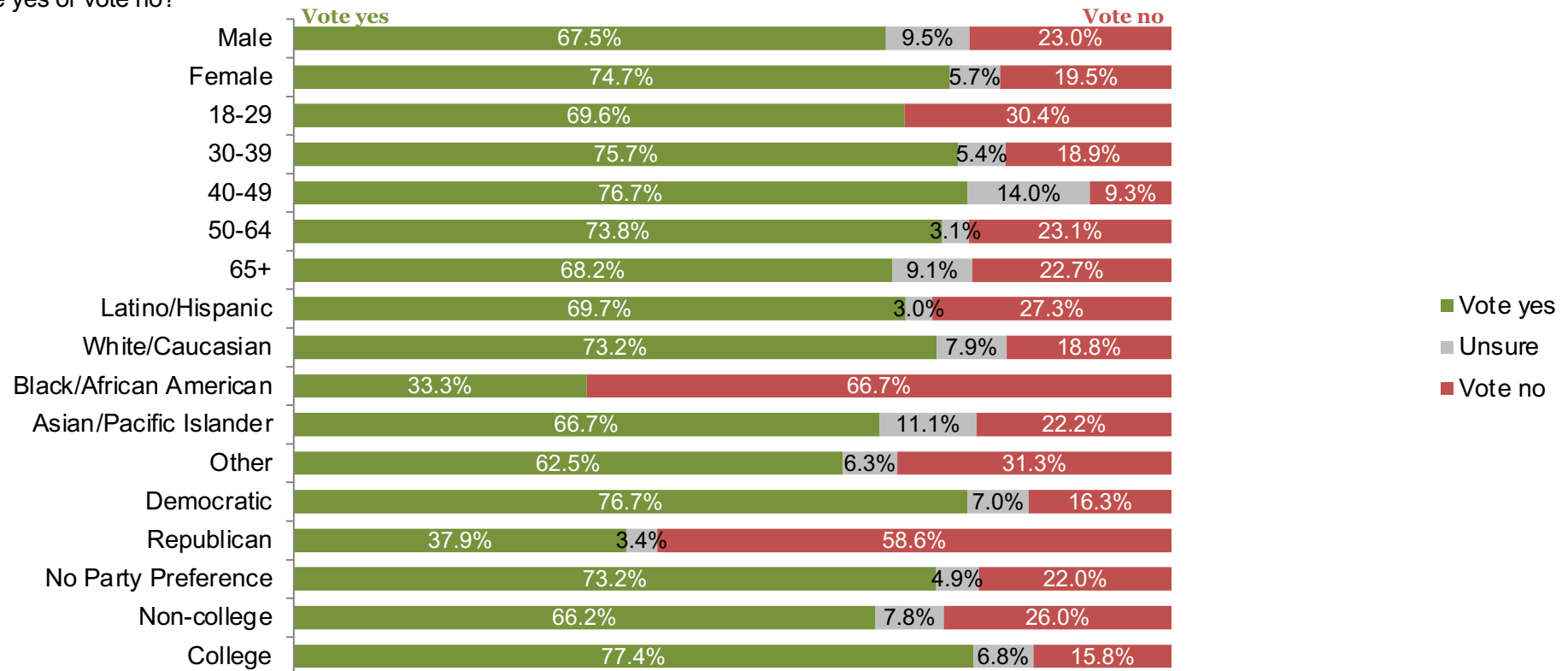


Among those who said vote no



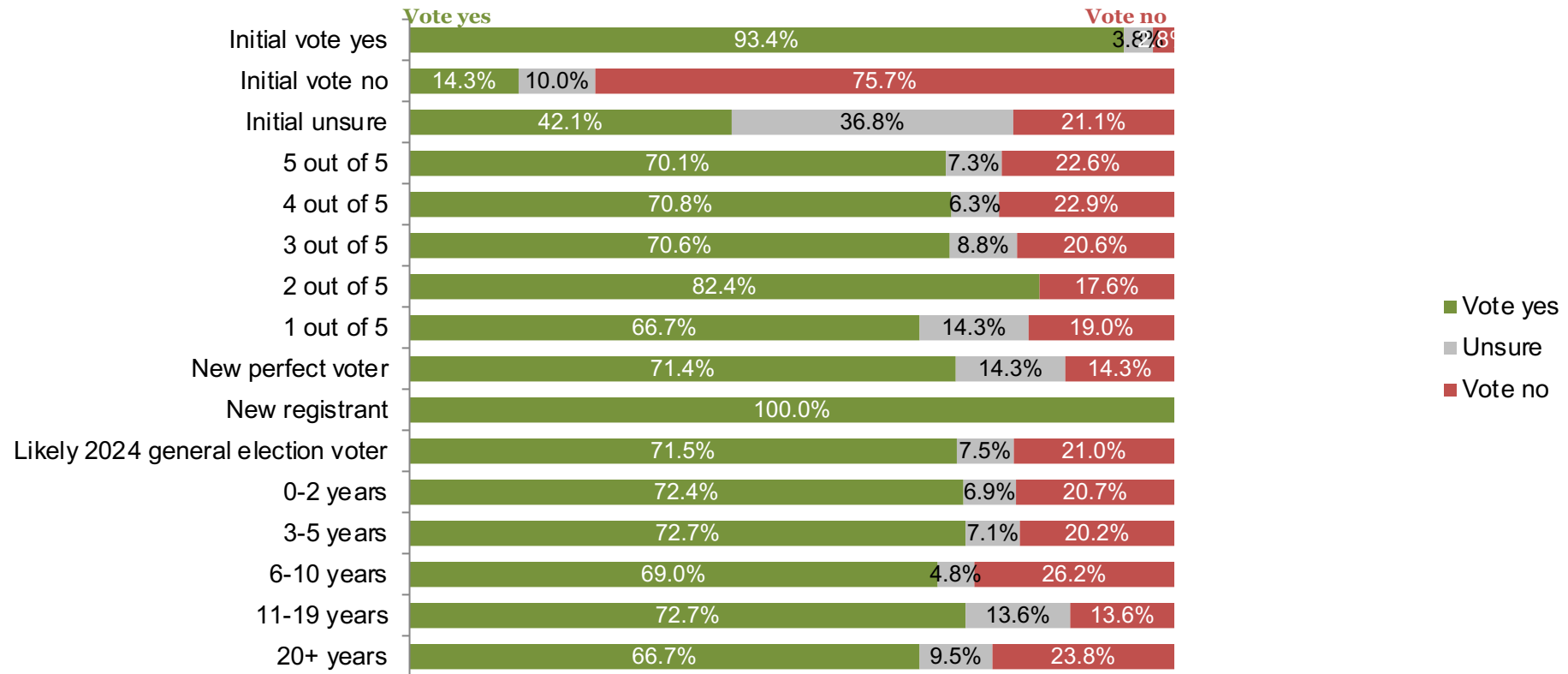
# Results by gender, age, ethnicity, party preference and education

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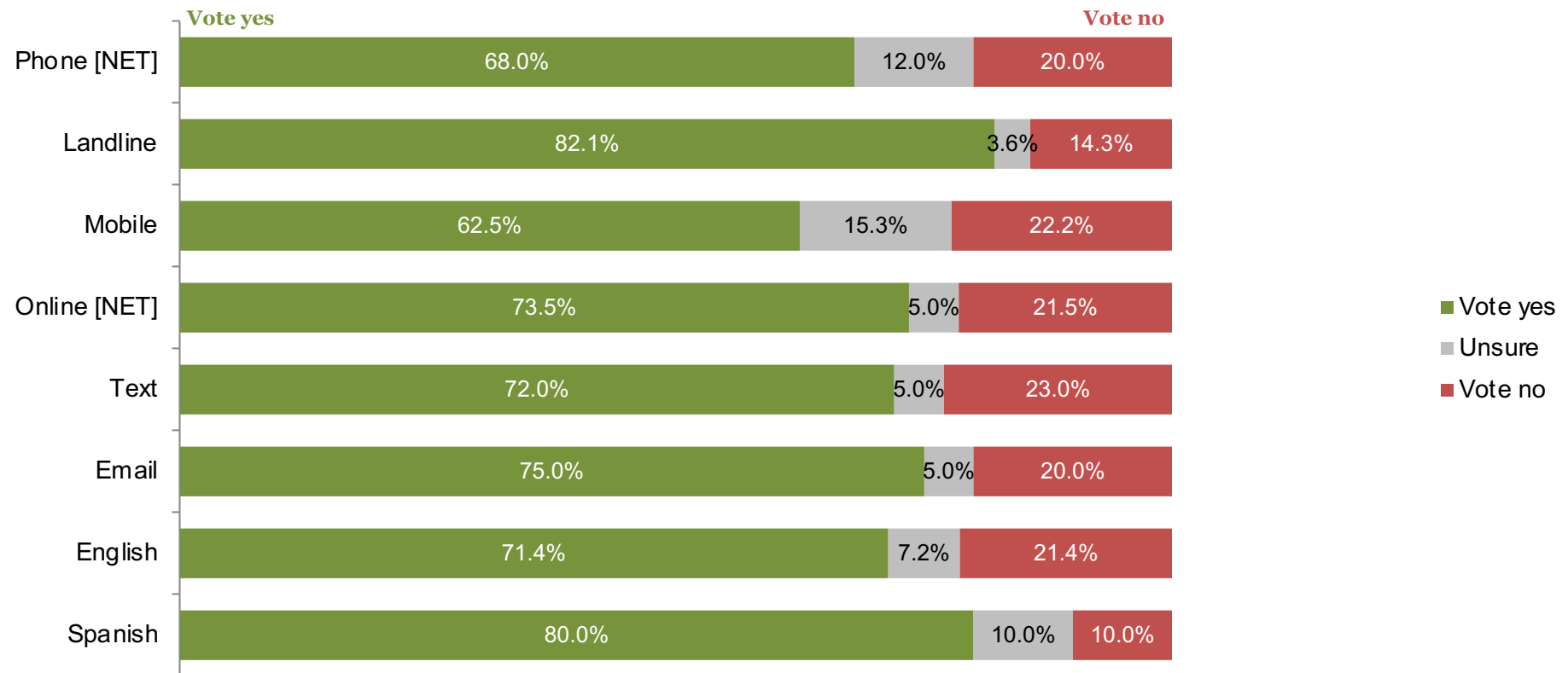
# Results by initial vote, vote propensity, voter type, and years of residency

Question 14: What if the sales tax measure was a 1/4 cent sales tax, providing approximately \$750,000 annually, which would allow for the City to maintain emergency 911/police/fire/medical response, maintenance of streets/roads, parks, libraries, senior services, emergency preparedness, and for general government use? If the election was held today, would you vote yes or vote no?



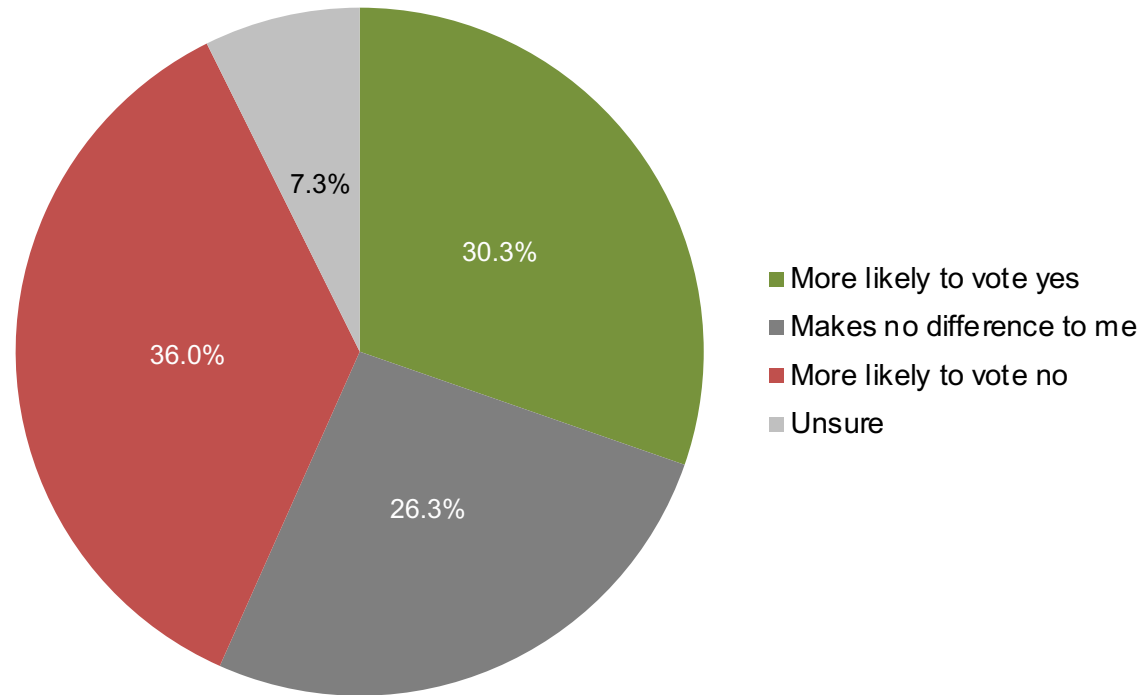
# Results by survey mode and survey language

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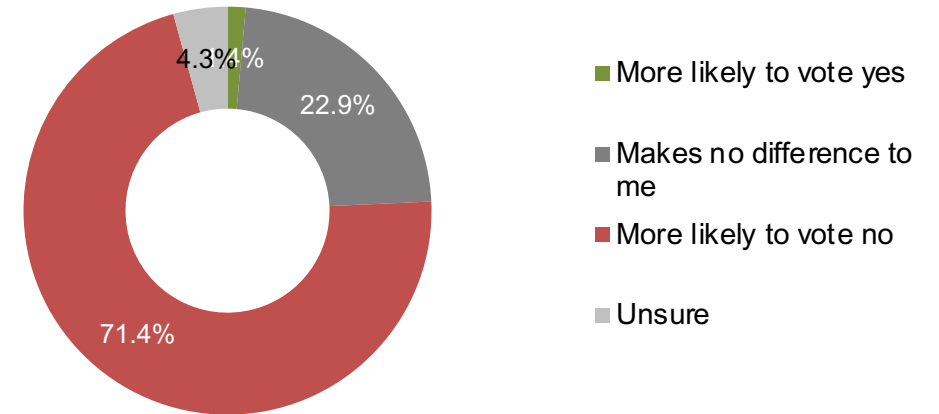


# 36% are less likely to support after hearing that sales taxes are regressive and its time for the city to manage its finances better and reign in spending

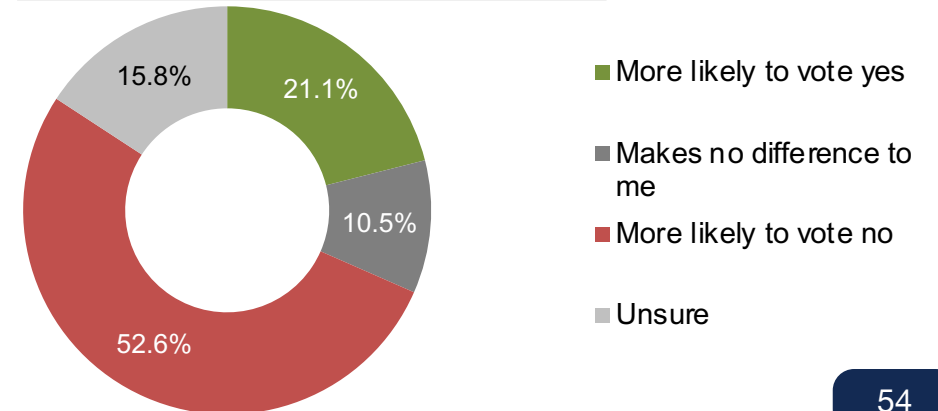
Question 15: Some people say that sales taxes are regressive, hurting low-income residents the most, and that Sebastopol wouldn't need new revenues at all if it managed its finances better and reigned in spending. We already have local sales tax measures and pay one of the highest sales tax rates in Sonoma County. Does knowing this make you more likely to vote yes or more likely to vote no on the proposed sales tax measure?



**Among those who initially were opposed**



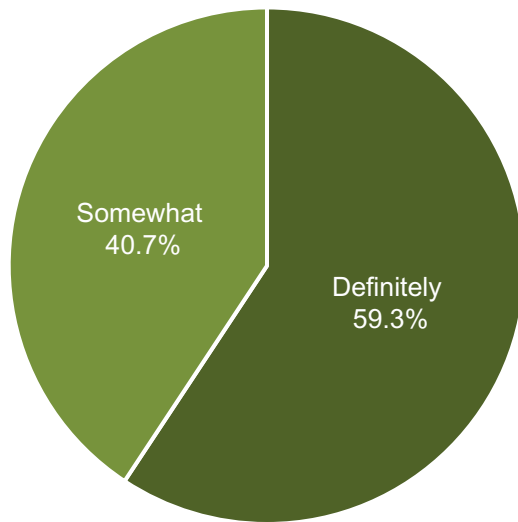
**Among those who initially were unsure**



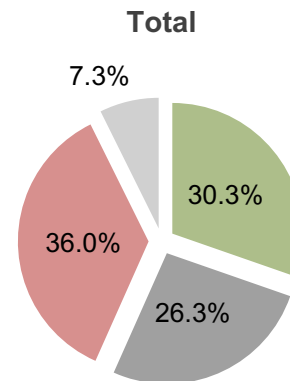
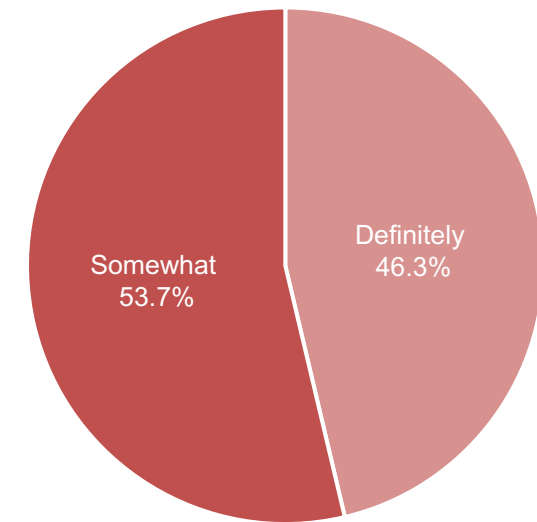
# Among those who said more likely to vote yes, 59% said definitely vote yes

Question 15: Some people say that sales taxes are regressive, hurting low-income residents the most, and that Sebastopol wouldn't need new revenues at all if it managed its finances better and reigned in spending. We already have local sales tax measures and pay one of the highest sales tax rates in Sonoma County. Does knowing this make you more likely to vote yes or more likely to vote no on the proposed sales tax measure?

Among those who said more likely to vote yes



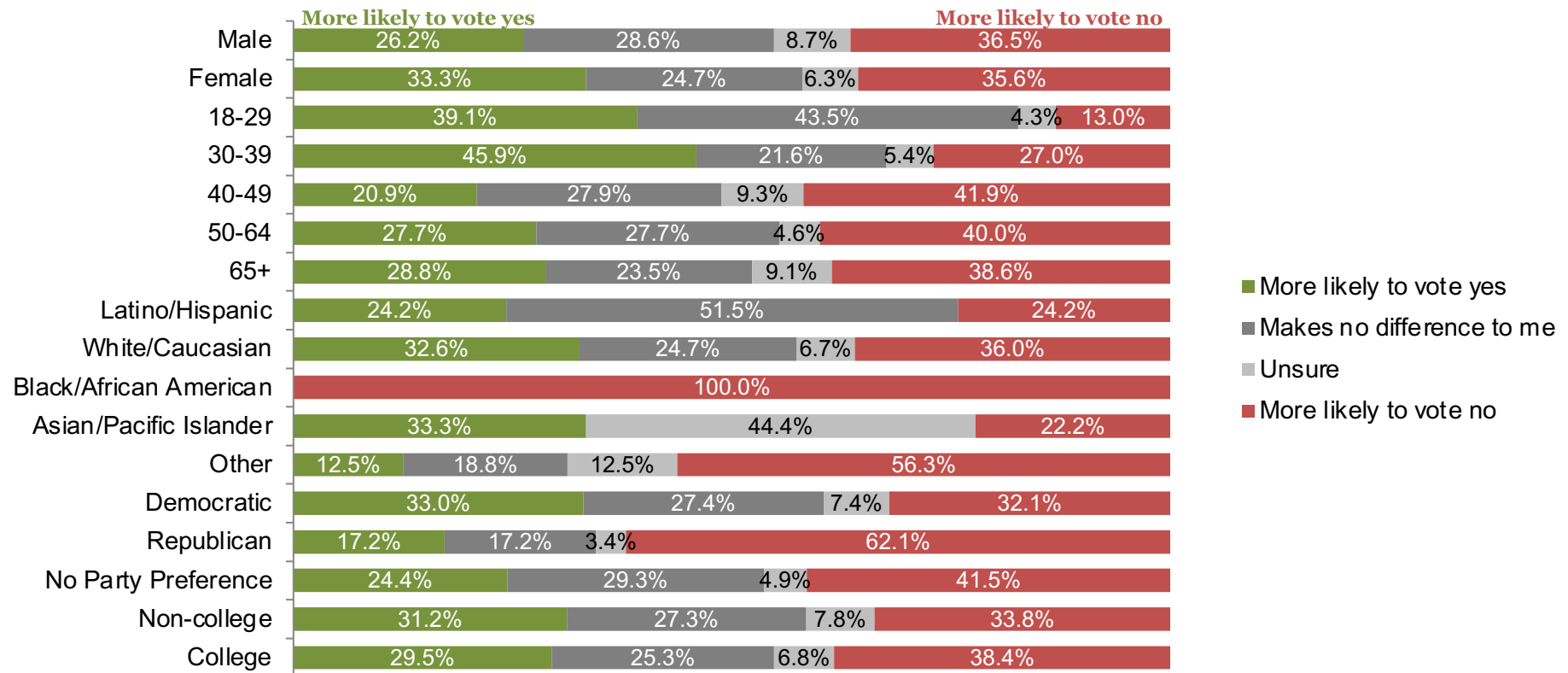
Among those who said more likely to vote no





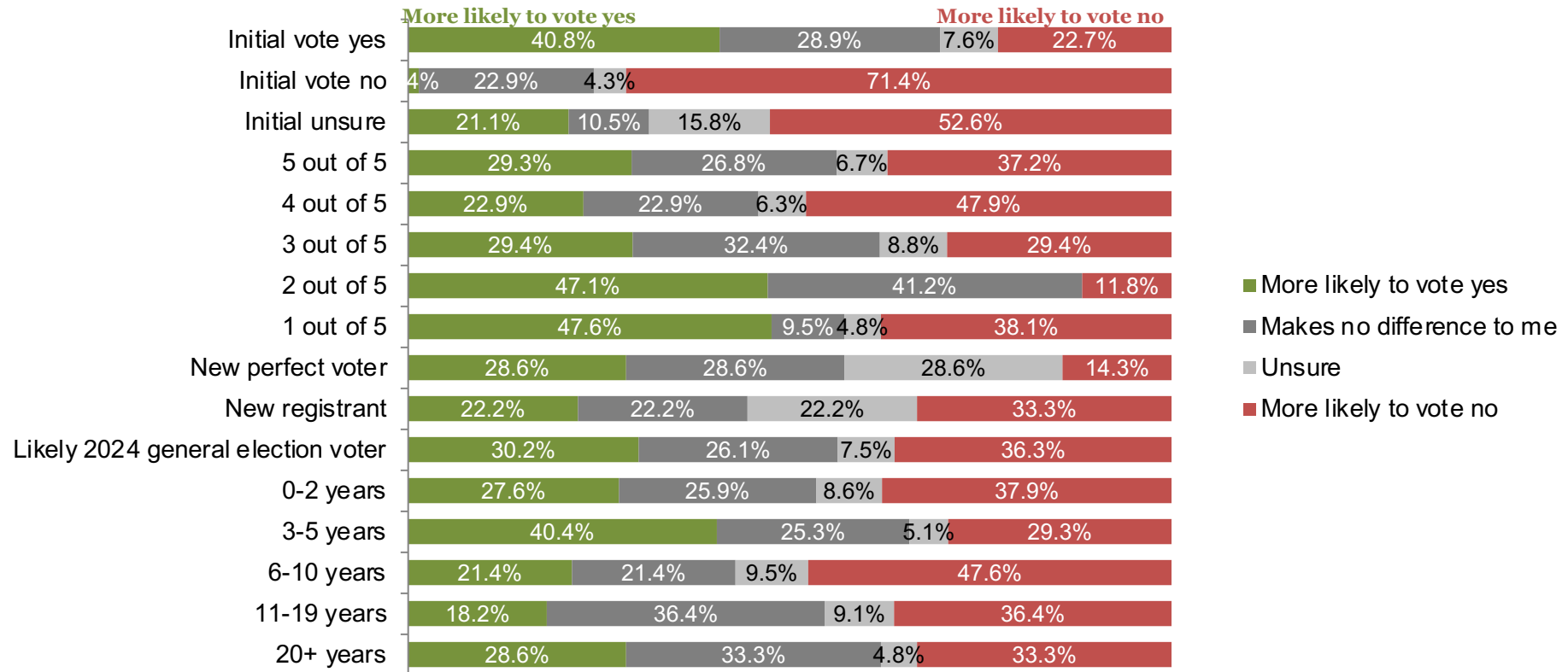
# Results by gender, age, ethnicity, party preference and education

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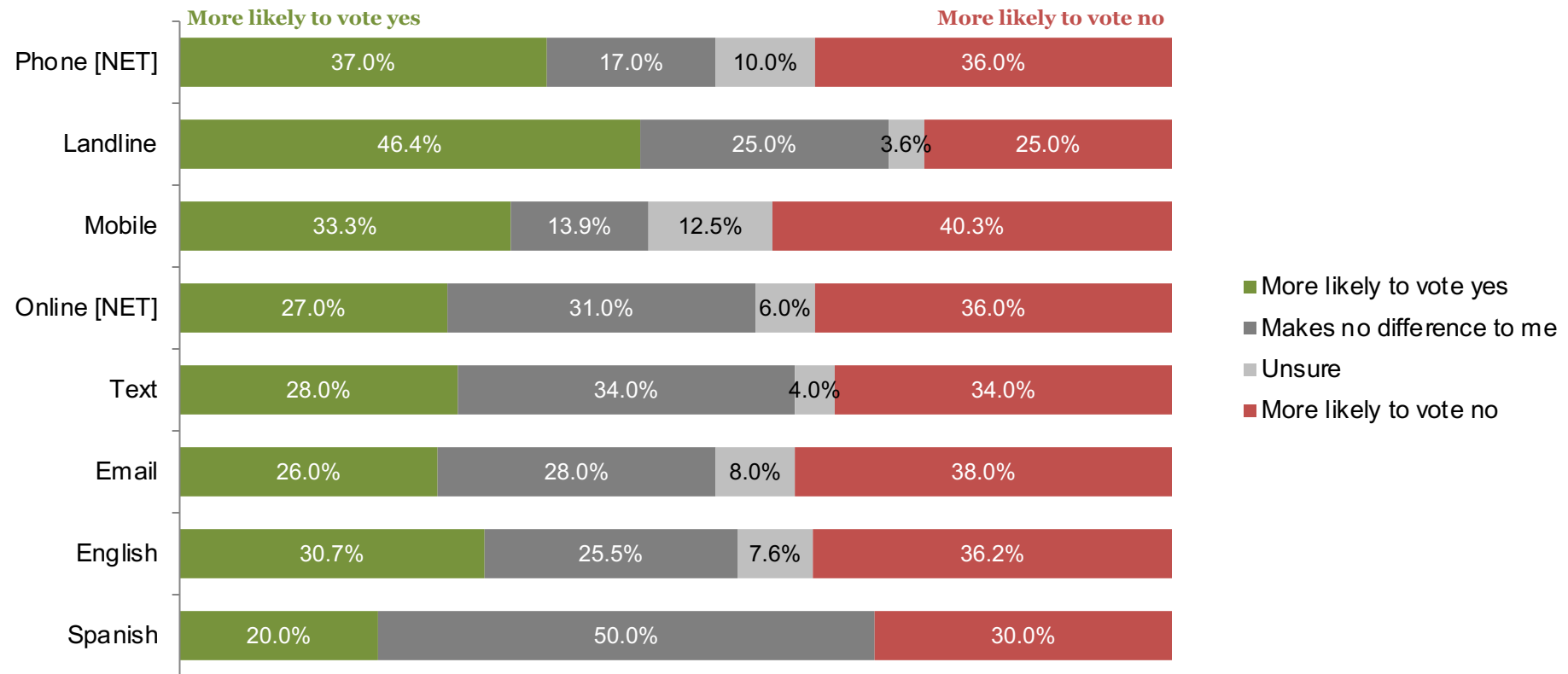
# Results by initial vote, vote propensity, voter type, and years of residency

Question 15: Some people say that sales taxes are regressive, hurting low-income residents the most, and that Sebastopol wouldn't need new revenues at all if it managed its finances better and reigned in spending. We already have local sales tax measures and pay one of the highest sales tax rates in Sonoma County. Does knowing this make you more likely to vote yes or more likely to vote no on the proposed sales tax measure?



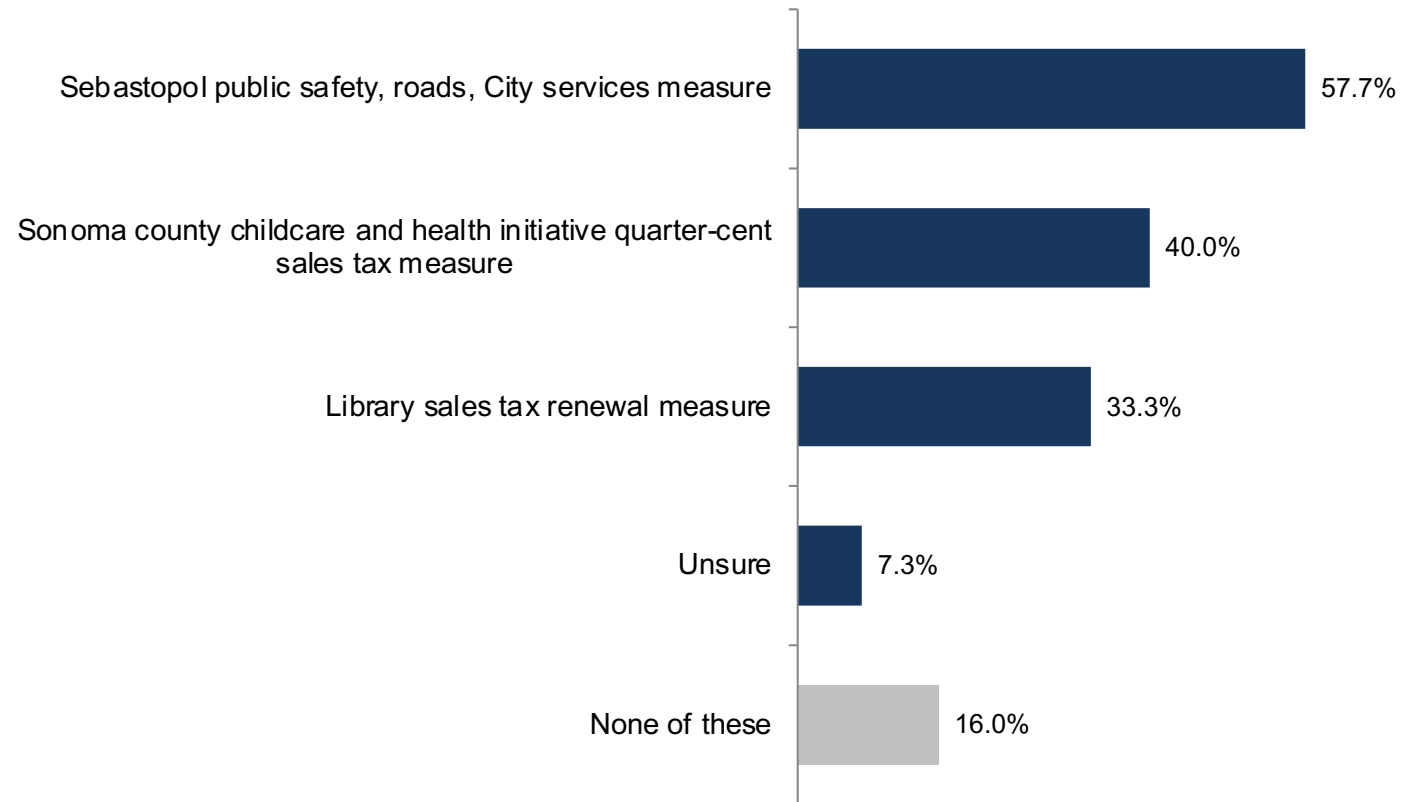
# Results by survey mode and survey language

Question 15: Some people say that sales taxes are regressive, hurting low-income residents the most, and that Sebastopol wouldn't need new revenues at all if it managed its finances better and reigned in spending. We already have local sales tax measures and pay one of the highest sales tax rates in Sonoma County. Does knowing this make you more likely to vote yes or more likely to vote no on the proposed sales tax measure?



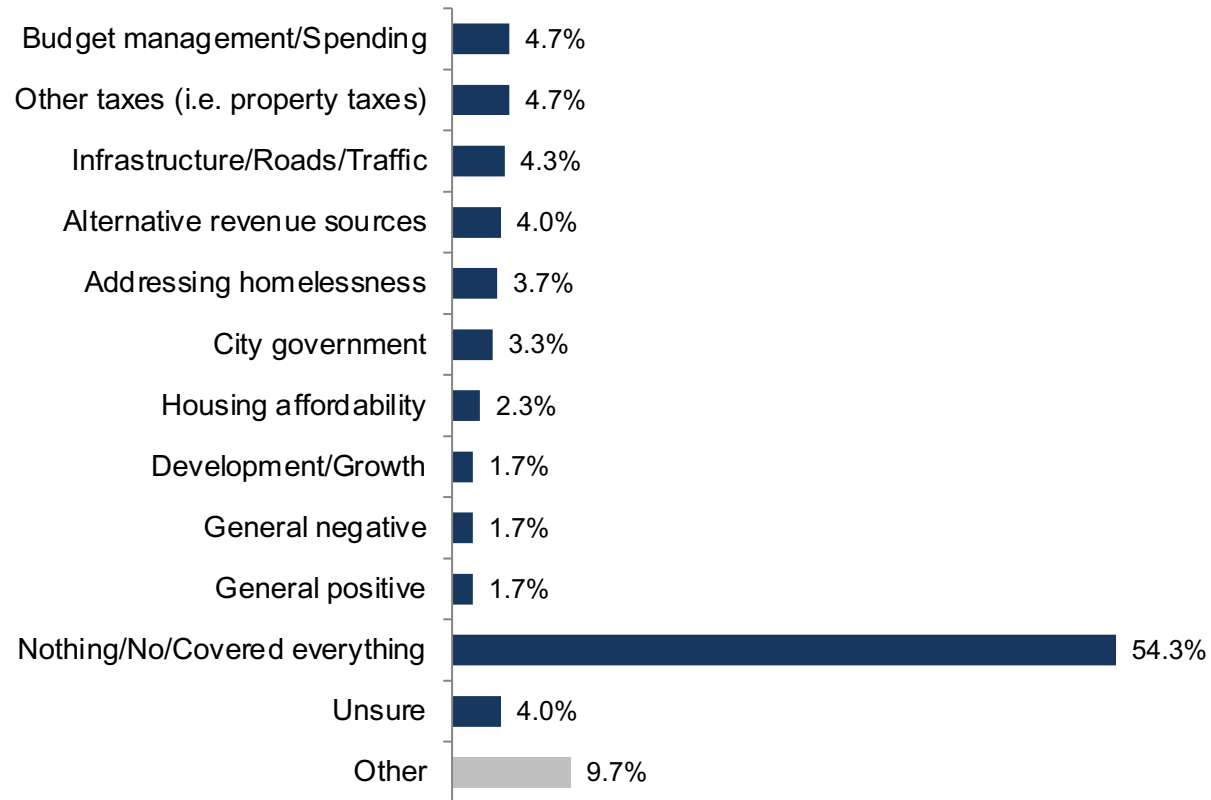
# 58% will for sure vote for the Sebastopol public safety, roads, City services measure

Question 16: Out of the following potential initiatives on the November ballot, which one(s) would you for sure vote for? Select all that apply.



# Topics including budget management and property taxes are mentioned by voters

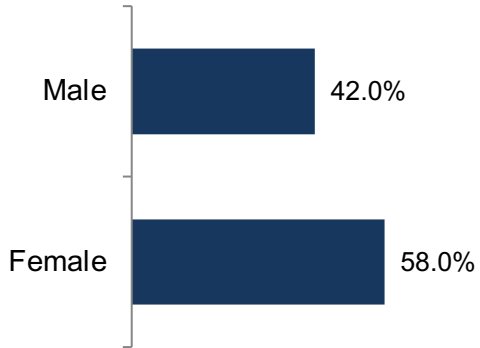
Question 17: Is there anything we did not cover in the survey that you would like to share?  
[OPEN-ENDED RESPONSE]



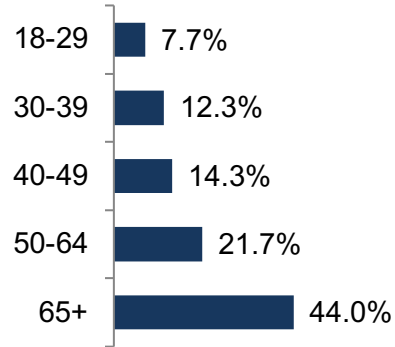
# Demographics

# Respondent demographics by gender, age group, ethnicity, survey language, and survey mode

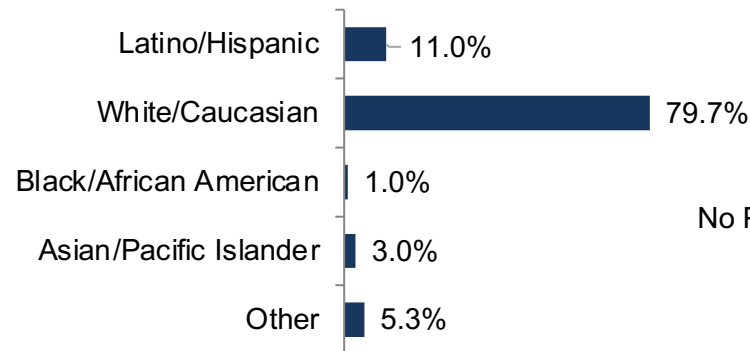
## Gender



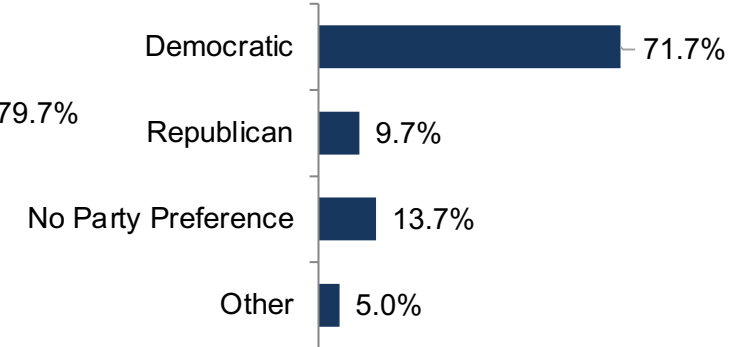
## Age Group



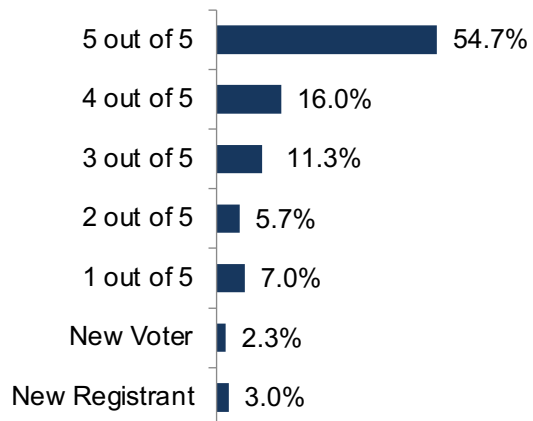
## Ethnicity



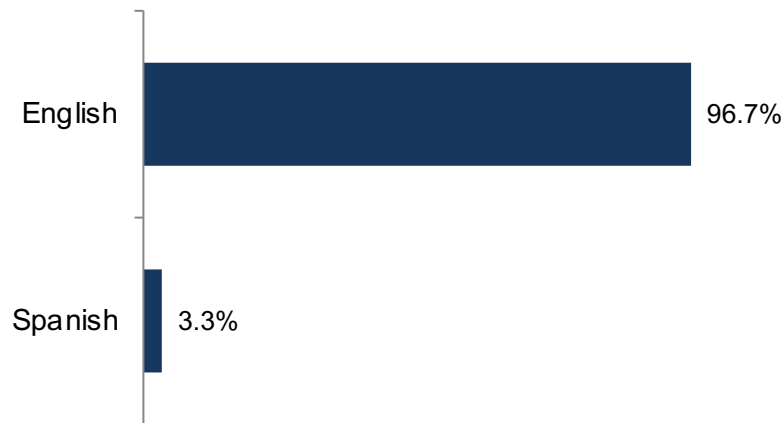
## Party



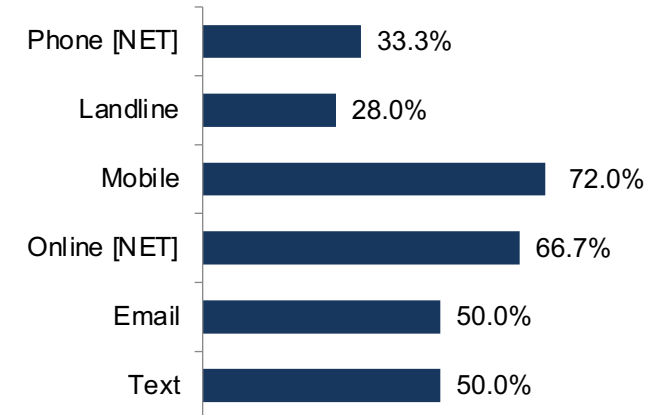
## Vote Propensity



## Survey Language



## Survey Mode



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# Questions?

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E: [adamp@probolskyresearch.com](mailto:adamp@probolskyresearch.com)

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