






Culver City Ballot Measures Issues Survey

*Summary of Findings from a Survey of City of Culver City
Voters Conducted March 22-April 4, 2022*



FAIRBANK, MASLIN,
MAULLIN, METZ
& ASSOCIATES

Survey Specifics and Methodology

Dates	March 22-April 4, 2022
Survey Type	Dual-mode Voter Survey
Research Population	Culver City Registered Voters
Total Interviews	418
Margin of Sampling Error	(Full Sample) $\pm 4.9\%$ at the 95% Confidence Level
Contact Methods	 Telephone Calls  Email Invitations  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews

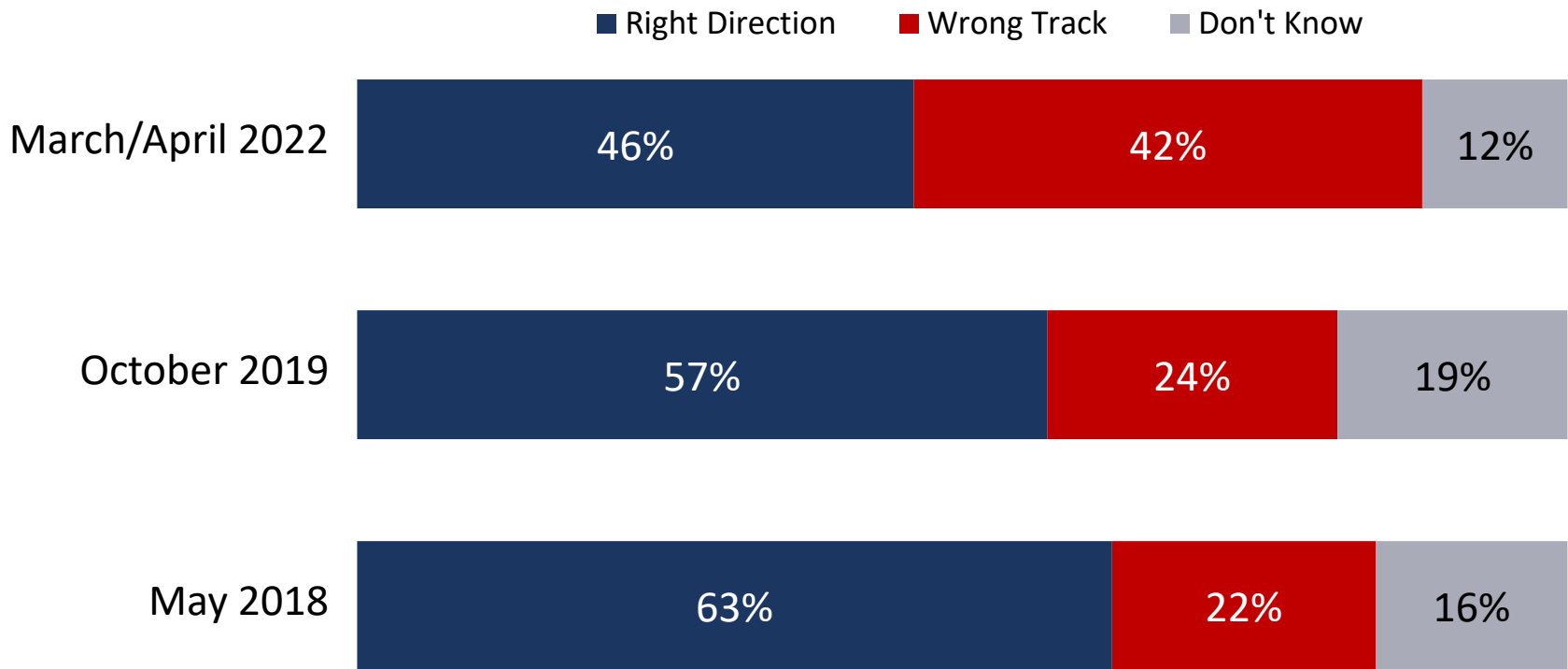
(Note: Not All Results Will Sum to 100% Due to Rounding)



Culver City Voter Mood & Issue Context

Today, a plurality thinks Culver City is headed in the right direction while more than four in ten say it is off on the wrong track.

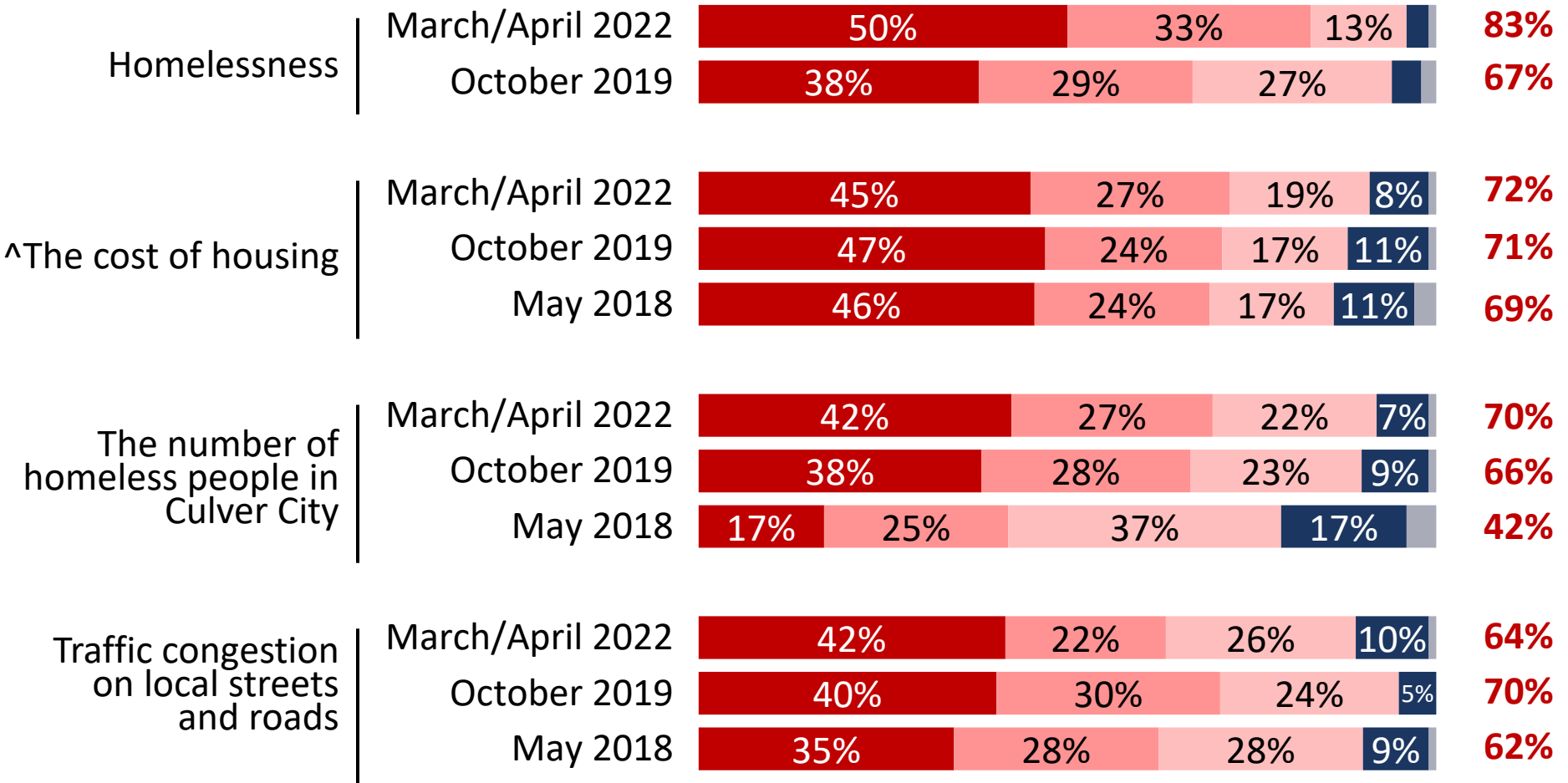
Would you say that things in Culver City are generally headed in the right direction or do you feel that things are off on the wrong track?



Voters continue to regard homelessness and the cost of housing as the most serious problems facing their city.

■ Ext. Ser. Prob. ■ Very Ser. Prob. ■ Smwt. Ser. Prob. ■ Not a Ser. Prob. ■ Don't Know

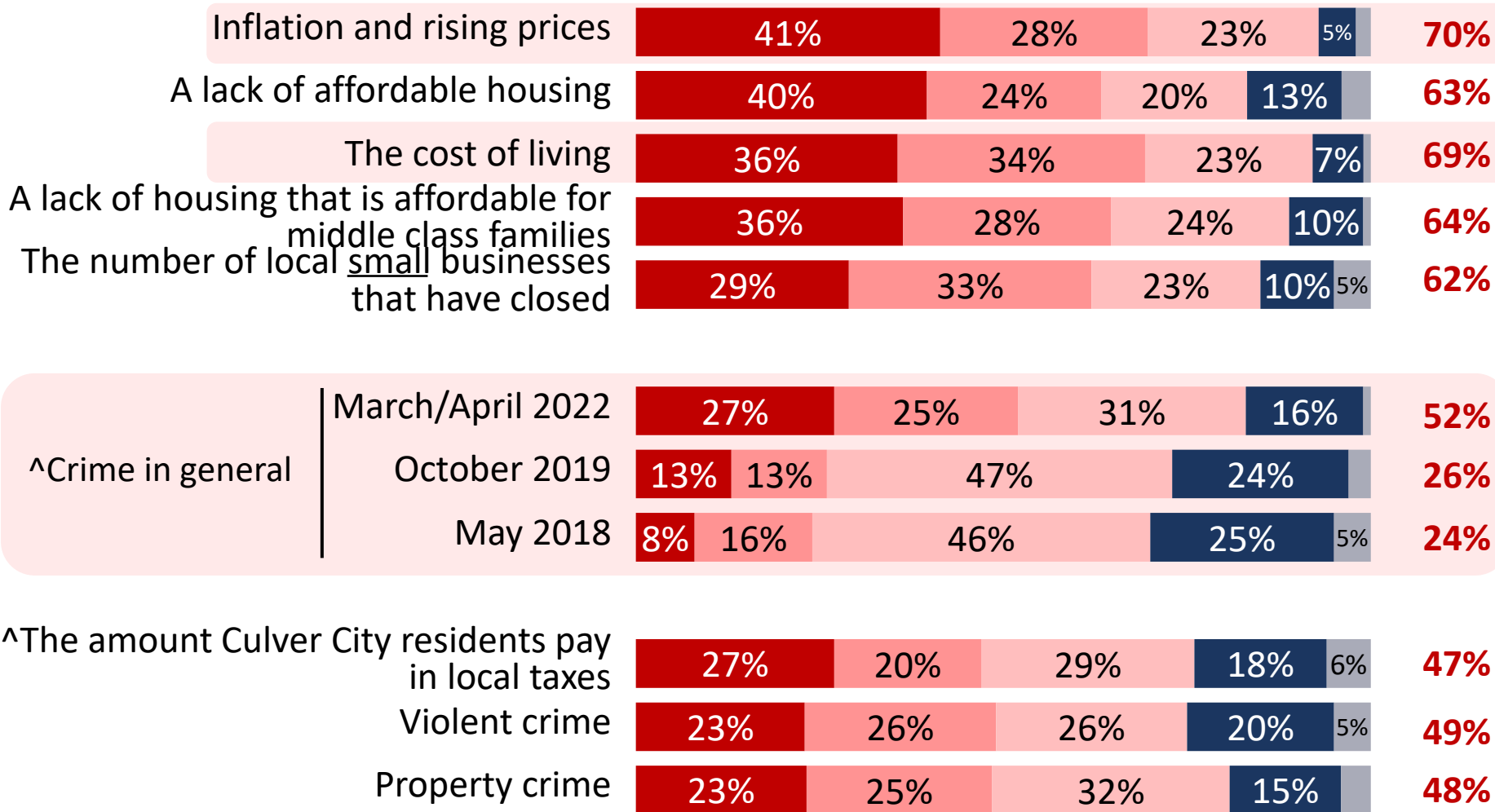
Ext./Very Ser. Prob.



Q7. I am now going to read a list of issues facing Culver City that have been mentioned by local residents. Please tell me whether you consider it to be an extremely serious problem, a very serious problem, a somewhat serious problem, or not a serious problem at all in Culver City. ^Not Part of Split Sample

Seven in ten identify inflation/cost of living as a major concern and today half view crime as a highly serious problem in Culver City.

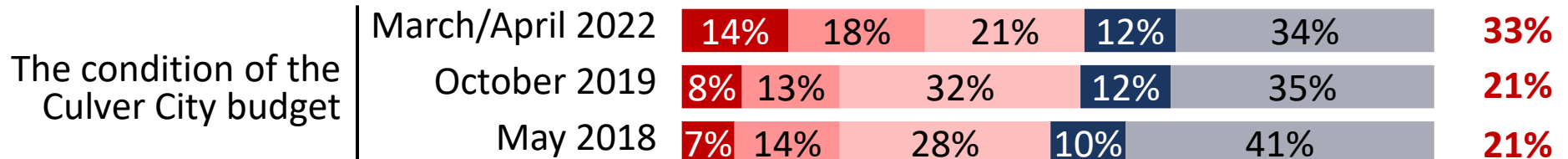
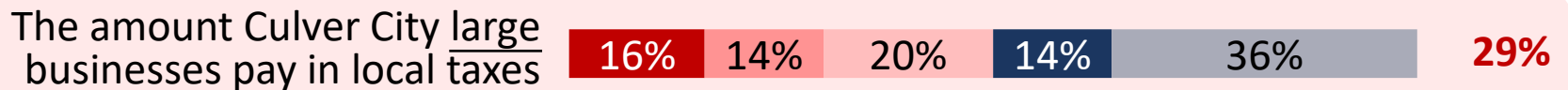
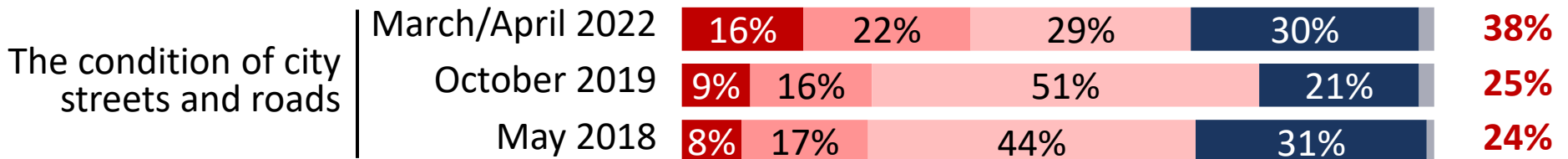
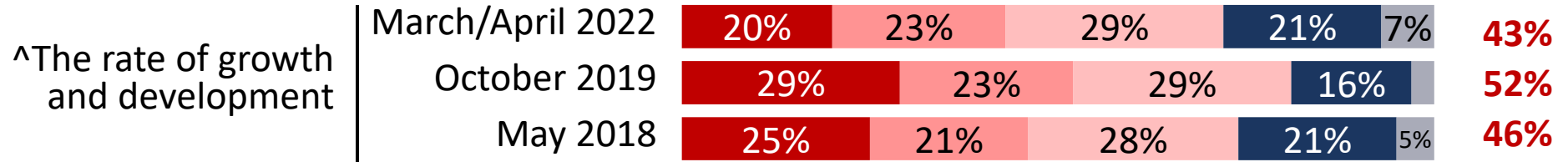
■ Ext. Ser. Prob. ■ Very Ser. Prob. ■ Smwt. Ser. Prob. ■ Not a Ser. Prob. ■ Don't Know **Ext./Very Ser. Prob.**



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Most voters are not highly concerned about taxes on local businesses, especially "big business."

■ Ext. Ser. Prob. ■ Very Ser. Prob. ■ Smwt. Ser. Prob. ■ Not a Ser. Prob. ■ Don't Know **Ext./Very Ser. Prob.**



FM3 Q7. I am now going to read a list of issues facing Culver City that have been mentioned by local residents. Please tell me whether you consider it to be an extremely serious problem, a very serious problem, a somewhat serious problem, or not a serious problem at all in Culver City. ^Not Part of Split Sample



Initial Reaction to Culver City Ballot Measures

Simulated 75-Word Culver City Business License Tax Ballot Measure Survey

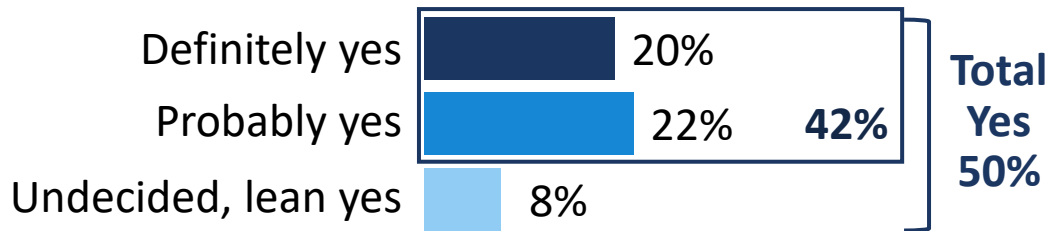
CULVER CITY BUSINESS TAX AND LOCAL NEIGHBORHOOD SERVICES MEASURE.

Shall the measure to maintain firefighter, paramedic, police, emergency response services; upgrade roads, parks, libraries, senior/youth services, general fund services, preserve emergency reserve funds for natural disaster response by increasing the business license tax for the majority of businesses from an average of 0.14% to 0.24%, generating approximately \$12,000,000 annually until ended by voters, exempting qualifying small businesses, requiring audits/local use of funds, be adopted?

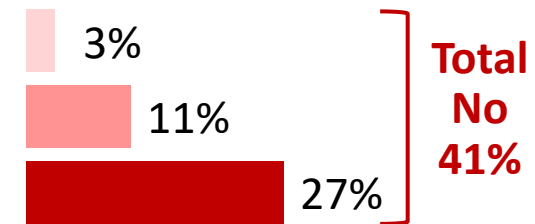
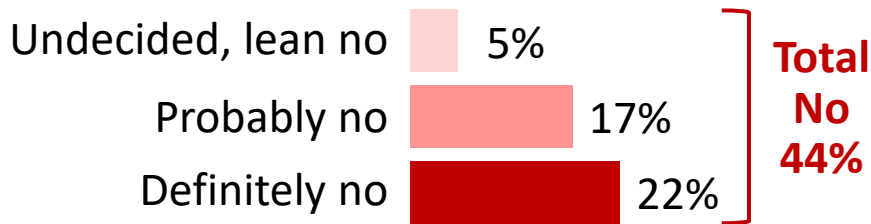
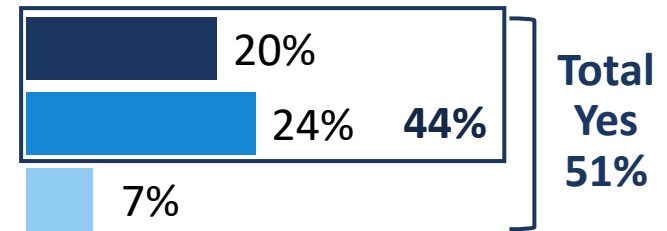
A very narrow majority votes in favor of the proposal to raise Culver City's Business License Tax based on this summary language.

Initial Vote on Business License Tax Measure

Asked BEFORE Affordable Housing Measure



Asked AFTER Affordable Housing Measure



Undecided 5%

Undecided 8%

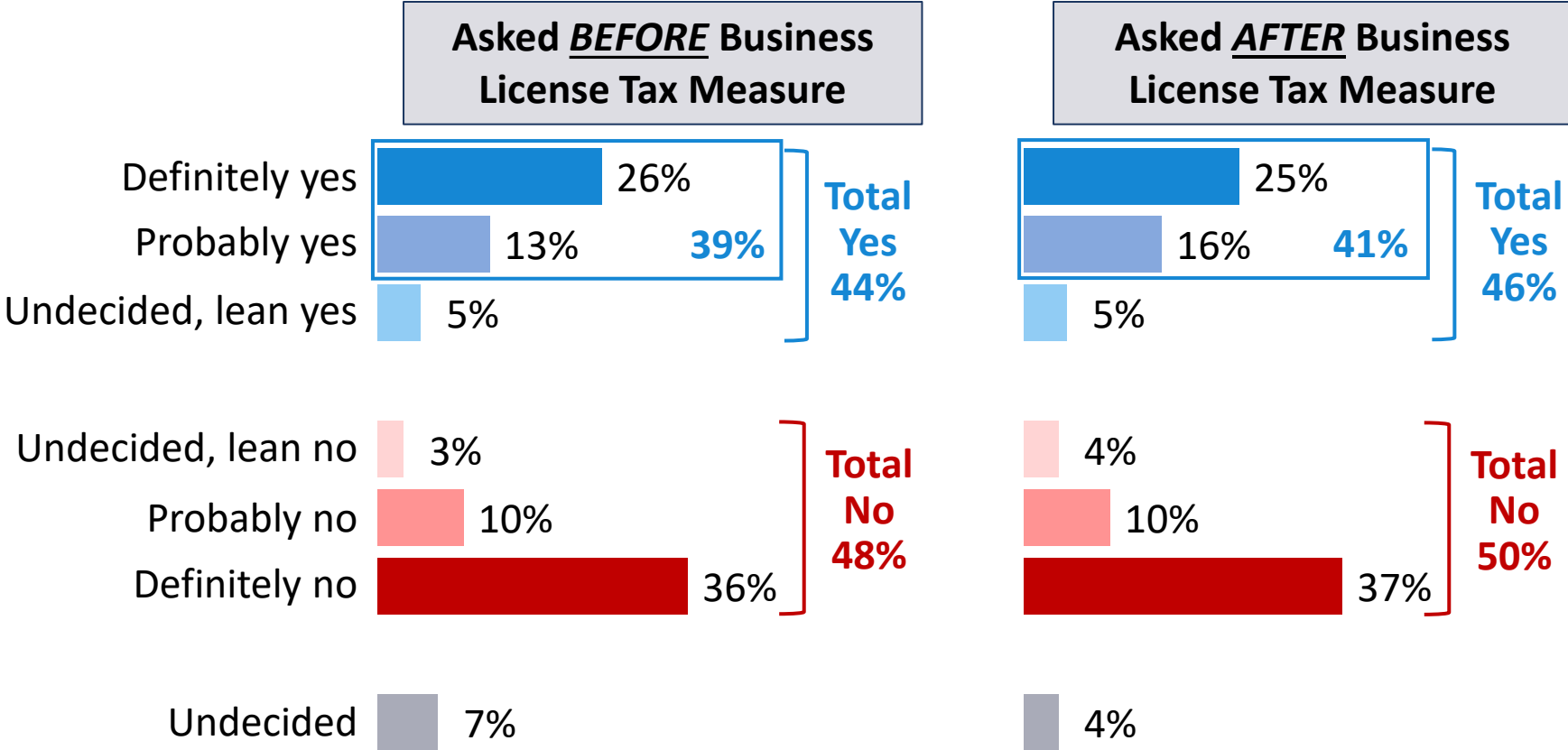
Simulated 75-Word Culver City Workforce/Affordable Housing Ballot Measure Survey

CULVER CITY WORKFORCE/AFFORDABLE HOUSING MEASURE.

Shall the measure to provide affordable housing for local teachers, nurses, paramedic/frontline workers, low/middle income families, veterans, seniors, other vulnerable populations; reduce homelessness by expanding access to supportive housing, mental health/treatment services by establishing an annual \$759 parcel tax per residential property, higher rates for business and commercial properties, generating approximately \$10,000,000 annually until ended by voters, exempting qualifying small businesses/low-income seniors, requiring annual audits, be adopted?

Roughly half of Culver City voters oppose a parcel tax to raise funding for the city to invest in affordable housing and services to address homelessness.

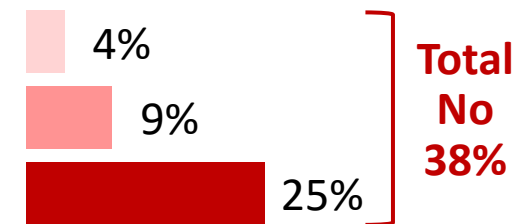
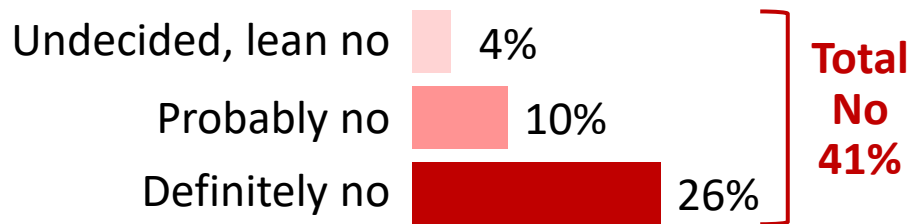
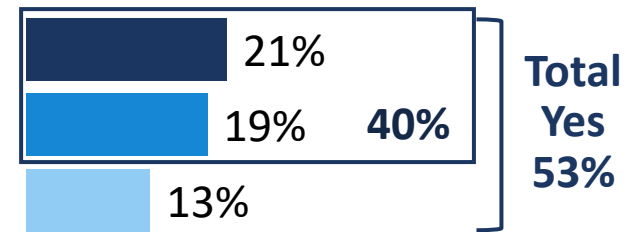
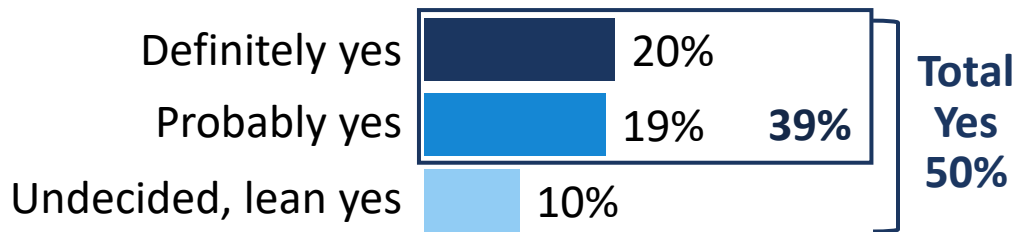
Initial Vote on Affordable Housing Parcel Tax Measure



Support does increase when the tax is described in cents per square footage rather than as a whole dollar amount.

11 Cents/Square Foot

8 Cents/Square Foot



Undecided 9%

Undecided 8%



Use of Business License Tax Ballot Measure Funds

Voters prioritize using Business License Tax funding for local fire protection and paramedic response services and programs for seniors.

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know

Ext./Very Impt.

Maintaining firefighters and paramedics staffing levels



80%

Ensuring the city's 3 neighborhood fire stations are fully-staffed and open

March/April 2022



80%

May 2018



85%

Maintaining emergency 911 response times

March/April 2022



80%

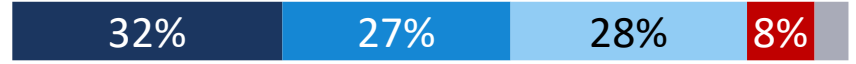
May 2018



86%

Upgrading 911 emergency communications equipment, such as radios and computers

March/April 2022



59%

May 2018



63%

Maintaining senior services, including meals-on-wheels and health, education and recreation programs

March/April 2022



74%

May 2018



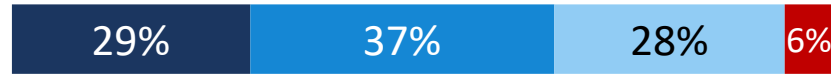
77%

There is also a strong desire to invest in local roads and storm drains and after school programs for local youth.

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know **Ext./Very Impt.**

Repairing potholes and maintaining city streets

March/April 2022



66%

May 2018



73%

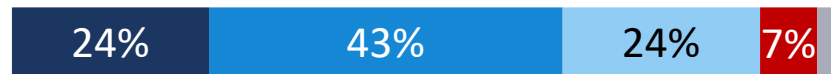
Improving storm drains to protect groundwater supplies and prevent pollution of local beaches and coastal waters

March/April 2022



66%

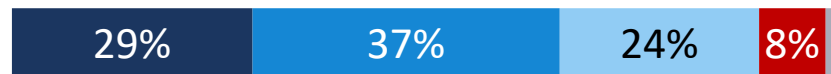
May 2018



67%

Providing after school tutoring, mentoring and recreation programs for local youth

March/April 2022



66%

May 2018



70%

Maintaining the current number of police officers patrolling city streets

March/April 2022



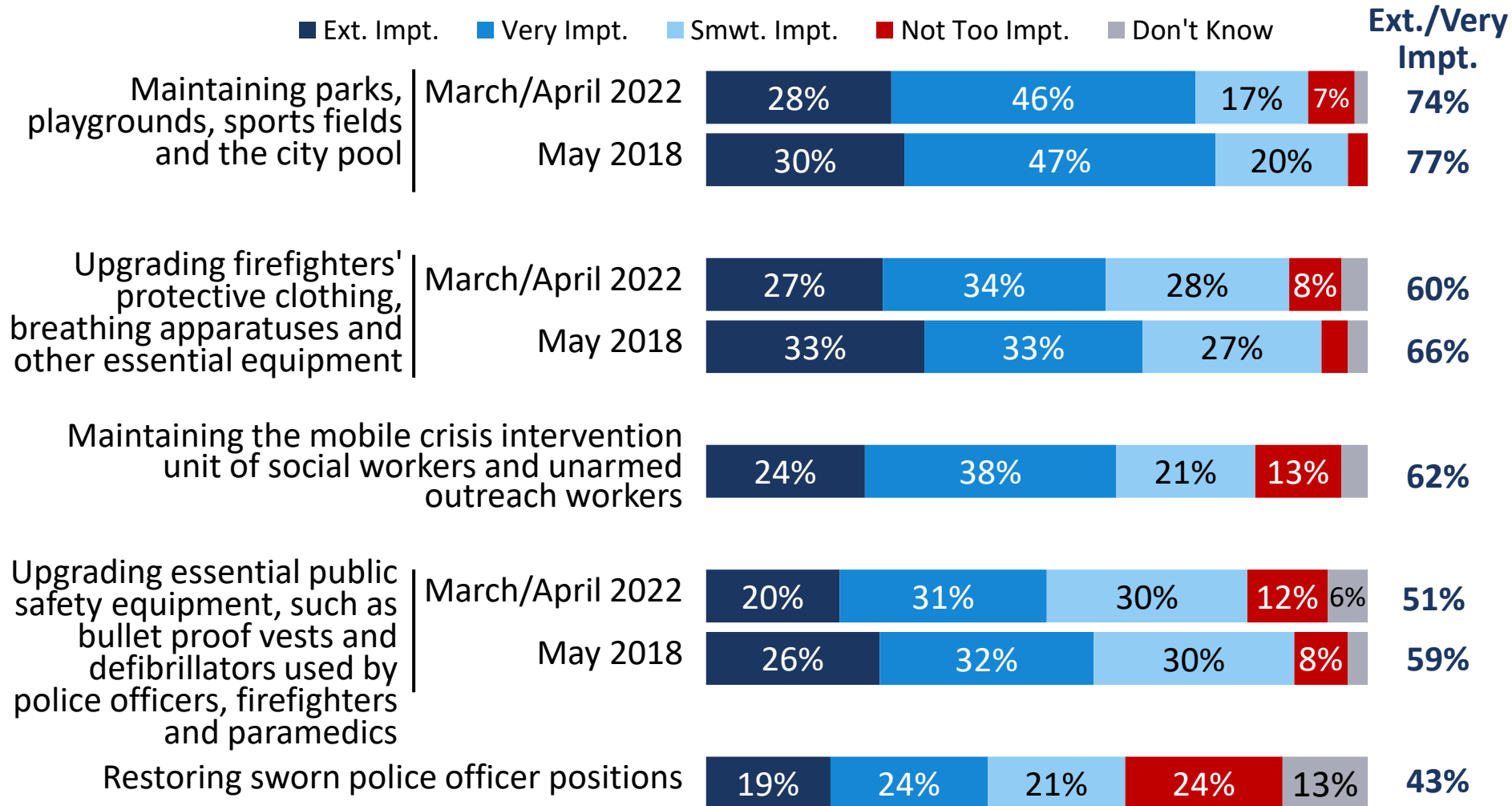
58%

May 2018



64%

Three in four continue to identify maintaining recreational areas as a highly important use of funds.





Use of Workforce/Affordable Housing Ballot Measure Funds

Two-thirds support using housing measure funds for mental health services and supportive housing for vulnerable populations to reduce homelessness.

■ Much More Lkly. ■ Smwt. More Lkly. ■ Smwt. Less Lkly. ■ Much Less Lkly. ■ Makes No Diff. ■ Don't Know

**Total
More
Lkly.** **Total
Less
Lkly.**

Expanding access to mental health, counseling, and treatment programs to reduce homelessness



68% **14%**

Expanding access to supportive housing to reduce homelessness



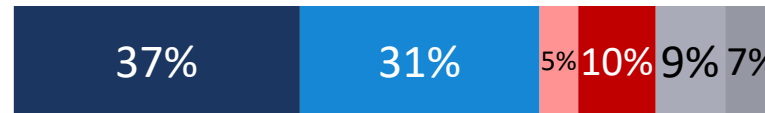
69% **14%**

Creating affordable housing for veterans, seniors, disabled, and other vulnerable populations



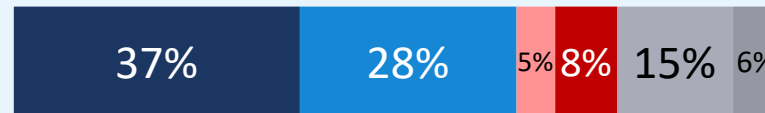
68% **12%**

Increasing funding for local nonprofits that provide emergency housing and social services to reduce homelessness



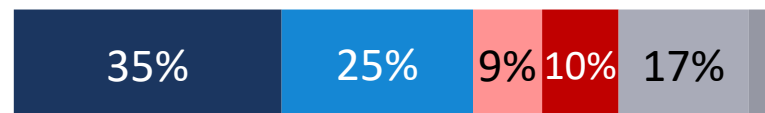
68% **16%**

Providing affordable housing



65% **14%**

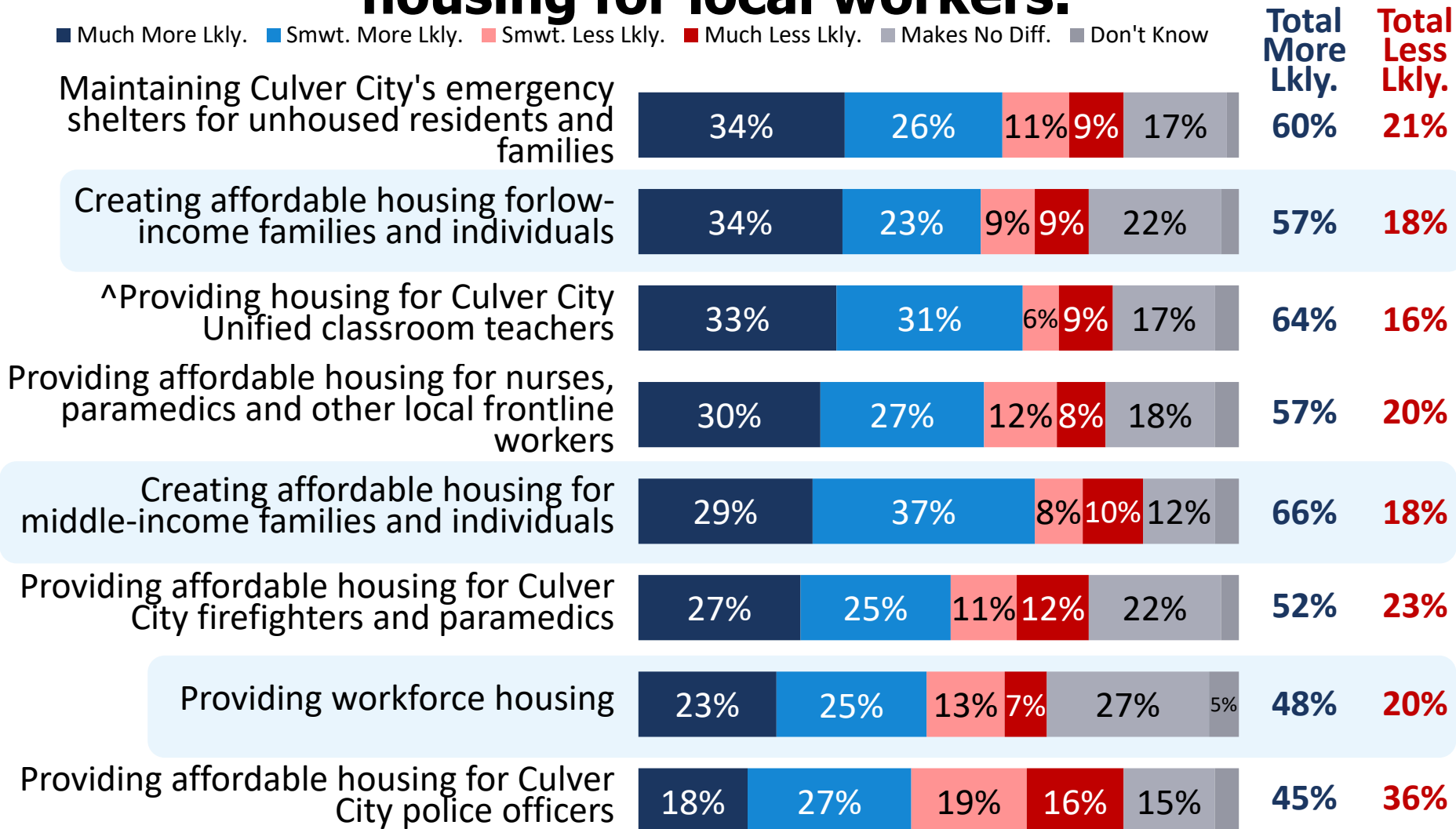
Hiring social workers and community outreach workers to reduce homelessness



60% **19%**

Voters back using funds for “middle-income families and individuals”, there is less interest in funding housing for local workers.

■ Much More Lkly. ■ Smwt. More Lkly. ■ Smwt. Less Lkly. ■ Much Less Lkly. ■ Makes No Diff. ■ Don't Know



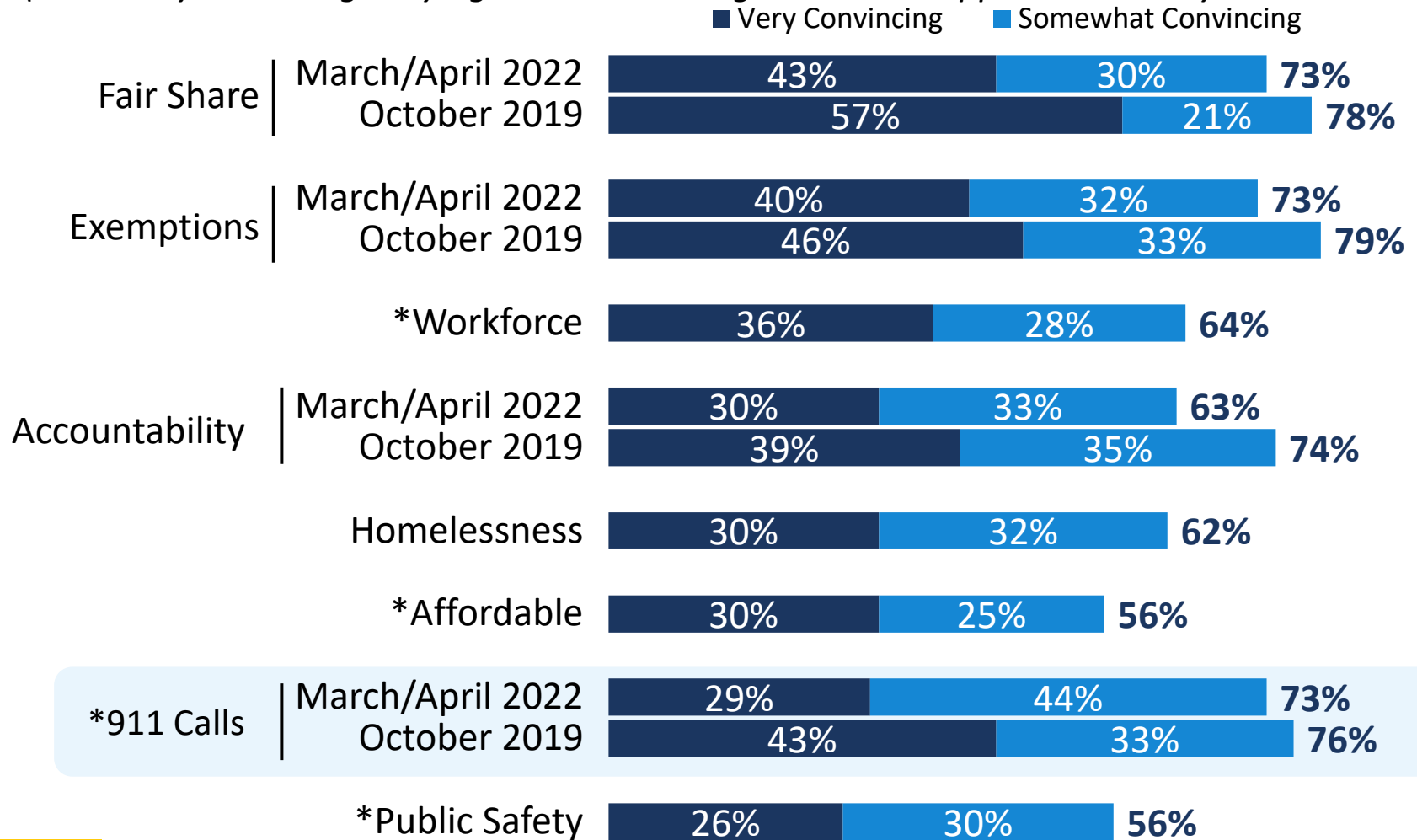
Q8. I am now going to read you ways that funds raised by the **CULVER CITY WORKFORCE/AFFORDABLE HOUSING MEASURE** may be used. Please tell whether it makes you more likely or less likely to vote in favor of the measure. ^Not Part of Split Sample



The Impact of Educational Statements

Ensuring big business contributes and protecting small business resonates; statements about homelessness and affordable housing were less impactful.

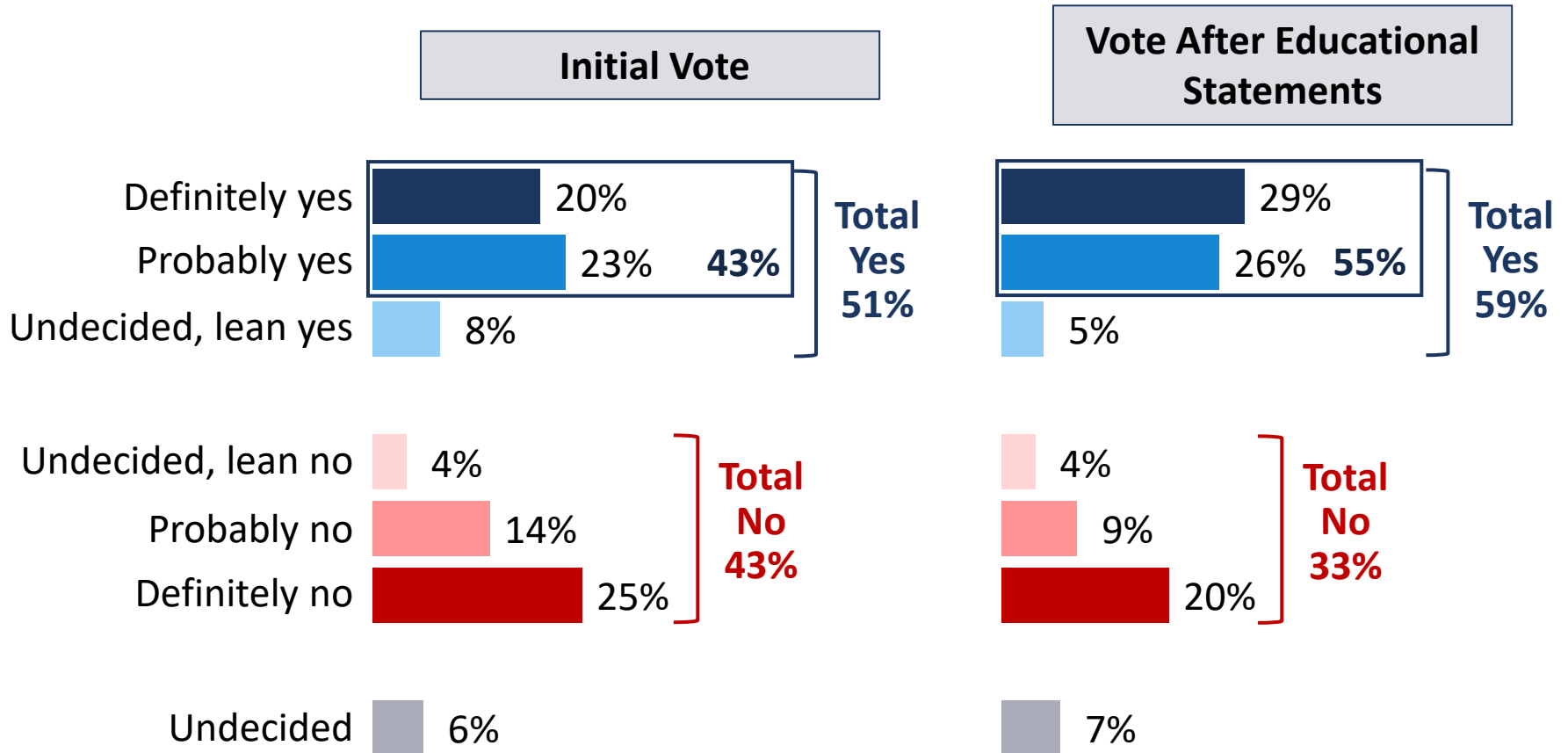
(Ranked by Percentage Saying VERY Convincing Reason to Support Culver City Ballot Measures)



Q10. I am going to read you some statements from people who support these measures. Please tell me whether you find it to be a very convincing, somewhat convincing, or not convincing reason to vote yes to approve these measures. *Split Sample

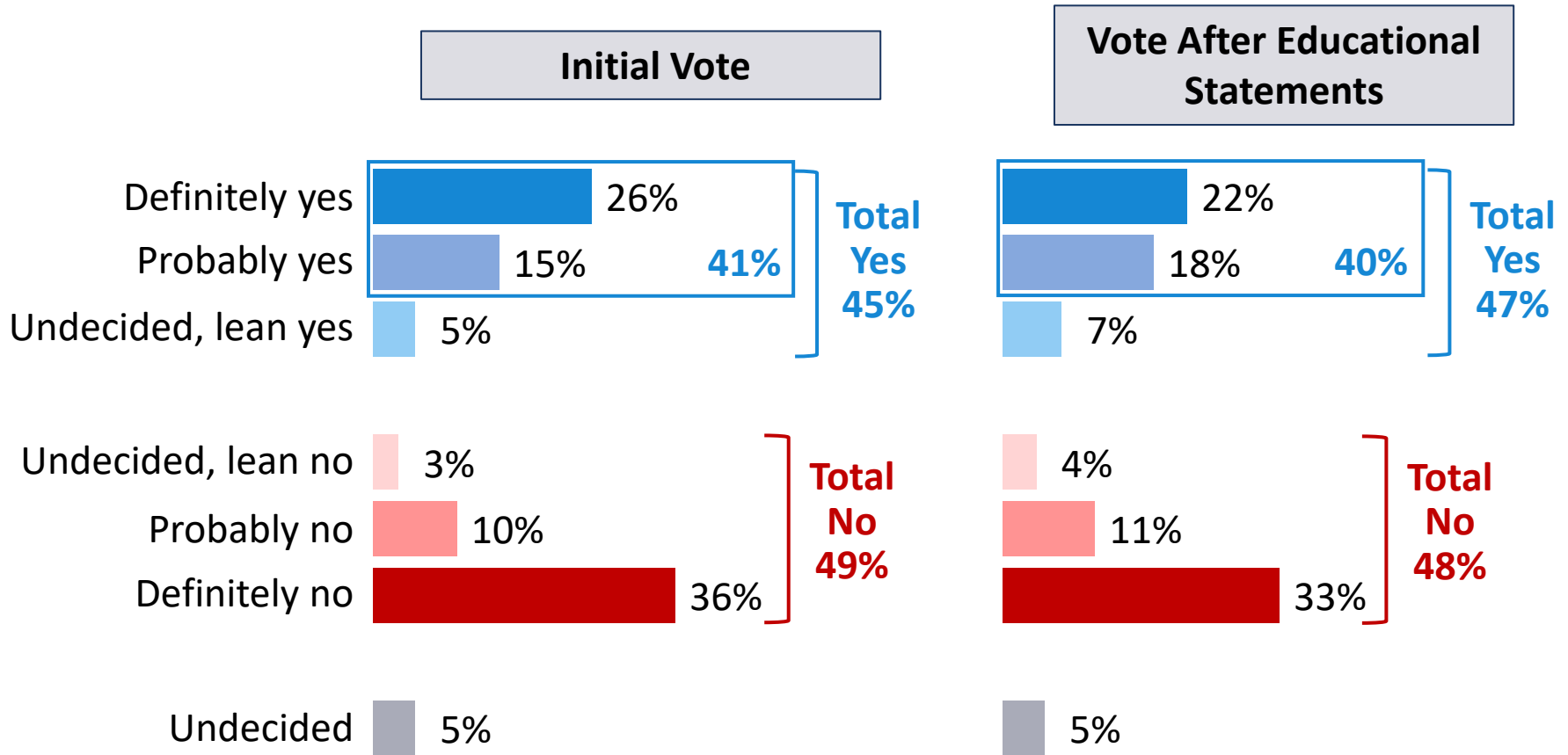
Following these statements, nearly six in ten vote in favor of raising Culver City's Business License Tax.

Business License Tax Measure



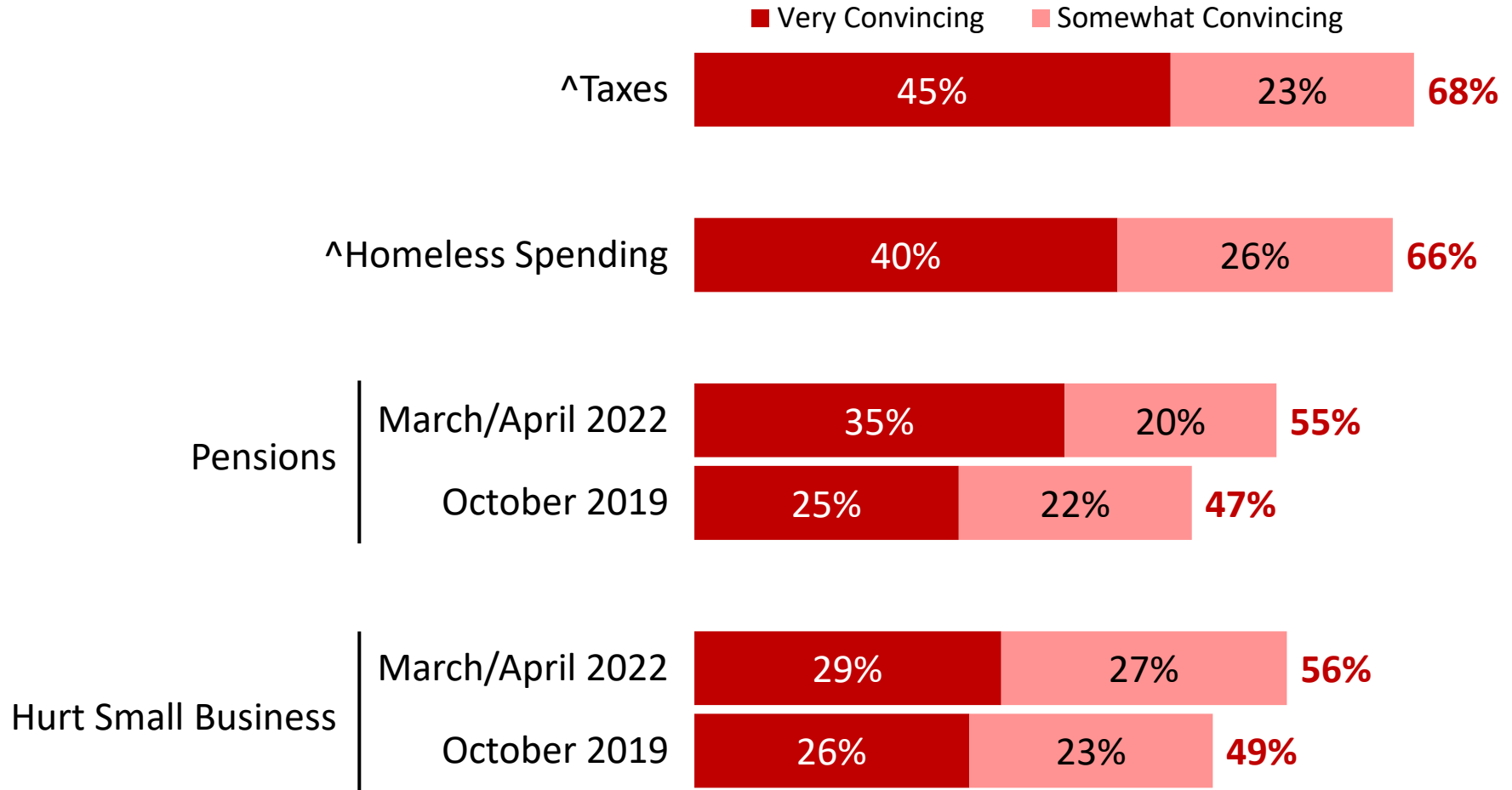
There is almost no effect on voters' willingness to support the affordable housing measure as less than half favor it following the educational statements.

Affordable Housing Parcel Tax Measure



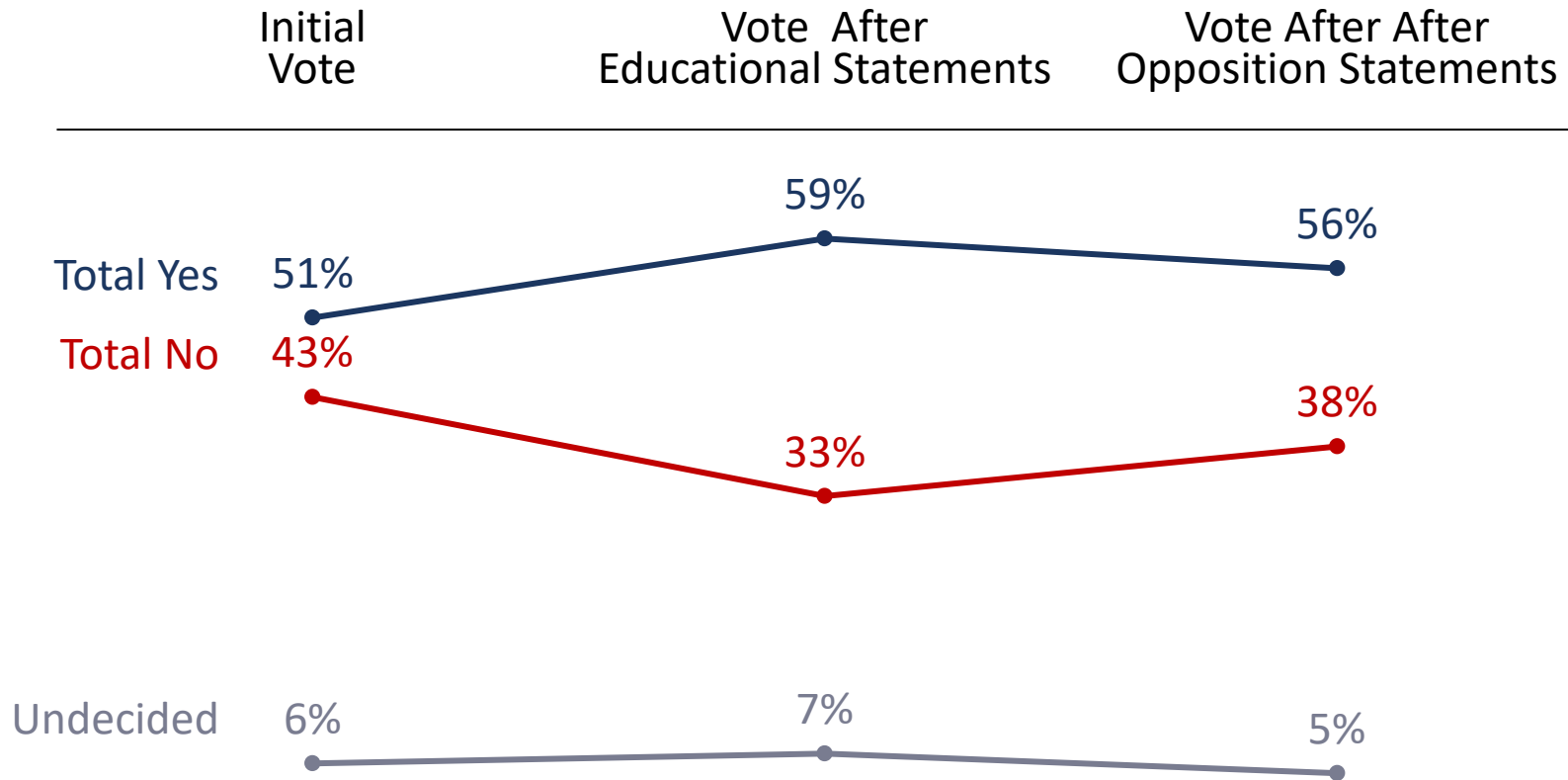
Increasing taxes at a time of high inflation and rising prices and the ineffectiveness of spending to address homelessness are very persuasive arguments.

(Ranked by Percentage Saying VERY Convincing Reason to Oppose Culver City Ballot Measures)



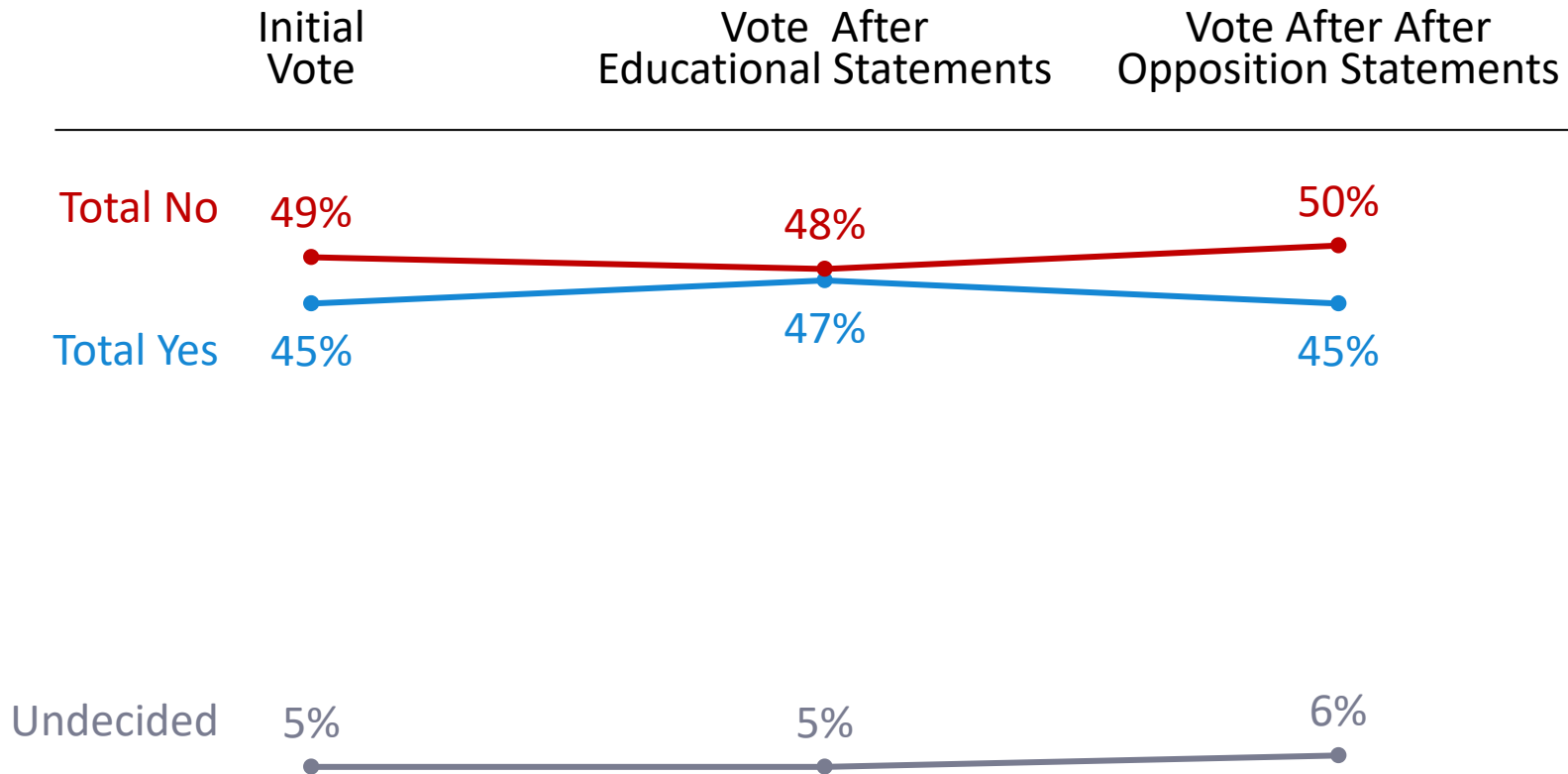
A majority continues to support the Business License Tax ballot measure following arguments from opponents.

Business License Tax Measure



Half of Culver City voters reject the Affordable Housing measure at the end of the survey.

Affordable Housing Parcel Tax Measure





Conclusions

Conclusions

- The mood of Culver City voters has changed over the past several years as overall opinion of the city is more divided, and there has been a decline in job approval ratings for the City Council and City government.
- This shift in public sentiment is likely due to the major issues confronting all communities in the LA Metro area – particularly, homelessness, housing costs, inflation and rising prices, and the cost of living.
- Also, half of Culver City voters identify crime as an extremely or very serious problem, a significant increase compared to the survey conducted in 2019.
- A ballot measure to increase the city’s Business License Tax is at a weaker position than when tested previously; however, when voters are provided with additional information about the proposal, support increases to six in ten.
- These results suggest Culver City should commit to a public education program to engage with the community to help residents understand how the proposed measure would be implemented and structured to promote fairness, and how funds raised would be used to address community priorities.
- The Workforce/Affordable Housing measure tested in this survey does not appear to be viable at this time, particularly if it is placed on the ballot by the City Council as it would require a two-thirds vote for passage.

**For more information,
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