



GODBE RESEARCH
Gain Insight

CITY OF SAN RAFAEL

2019 Resident Satisfaction Survey

Topline Report

n=750

25-minutes budget

Hybrid Online & Phone Interviewing

Sample: All Voters / Likely November 2020 / Likely March
2020 / Likely November 2019

February 26, 2019

www.godberesearch.com

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METHODOLOGY

Sample Universe:

- 46,515 Adults 18+ (2017 American Community Survey Weighting)
- 31,403 All Voters

Sample Size:

- n=750 Adults 18+ (2017 American Community Survey Weighting)
- n=750 All Voters

Data Collection Methodology:

- n=99 Landline
- n=100 Online from email invitation
- n=551 Online from text invitation

Margin of Error:

- Adults 18+ (2017 American Community Survey Weighting) \pm 3.55%
- All Voters \pm 3.54%

Interview Dates: February 7 to February 15, 2019

OVERALL SATISFACTION

		Adults 18+ (ACS Weighting)			All Voter Weighting		
		%	Count	Σ or Mean	%	Count	Σ or Mean
1. In general, are you satisfied or dissatisfied with the overall quality of life in San Rafael?	Very satisfied	34.1%	256		38.7%	290	
	Somewhat satisfied	47.6%	357		44.6%	334	
	Somewhat dissatisfied	15.2%	114		12.1%	91	
	Very dissatisfied	3.0%	22		4.1%	30	
	DK/NA/[Not sure]	0.2%	2		0.6%	4	
	Total Satisfied	81.6%			83.3%		
	Total Dissatisfied	18.1%			16.2%		
	Ratio Sat to Dissat	4.5			5.1		
2. In general, are you satisfied or dissatisfied with the job the City of San Rafael is doing to provide City services?	Very satisfied	23.1%	173		23.2%	174	
	Somewhat satisfied	47.5%	357		48.3%	362	
	Somewhat dissatisfied	19.1%	143		14.8%	111	
	Very dissatisfied	3.9%	29		5.5%	41	
	DK/NA/[Not sure]	6.4%	48		8.2%	61	
	Total Satisfied	70.6%			71.5%		
	Total Dissatisfied	22.9%			20.3%		
	Ratio Sat to Dissat	3.1			3.5		
3. In your opinion, would you say the City's financial situation is excellent, good, fair, or poor?	Excellent	5.6%	42		5.3%	40	
	Good	31.6%	237		30.9%	232	
	Fair	21.2%	159		17.4%	130	
	Poor	7.0%	53		8.1%	61	
	DK/NA/[Not sure]	34.5%	259		38.2%	287	
	Excellent + Good	37.2%			36.3%		

SATISFACTION WITH INDIVIDUAL SERVICES

		Adults 18+ (ACS Weighting)			All Voter Weighting		
		%	Count	Σ or Mean	%	Count	Σ or Mean
4A. Providing programs to reduce greenhouse gas emissions	Very Satisfied	8.9%	67	32.7%	8.4%	63	30.8%
	Sw. Satisfied	23.8%	178		22.4%	168	
	Sw. Dissat.	12.8%	96		9.1%	68	
	Very Dissat.	7.3%	55		6.3%	47	
	DK/NA/[Not sure]	47.2%	354		53.8%	404	
4B. Providing police protection	Very Satisfied	37.4%	281	79.1%	41.1%	308	80.4%
	Sw. Satisfied	41.7%	313		39.3%	295	
	Sw. Dissat.	9.5%	71		7.6%	57	
	Very Dissat.	3.2%	24		3.7%	28	
	DK/NA/[Not sure]	8.2%	61		8.3%	62	
4C. Keeping taxes at affordable levels	Very Satisfied	6.4%	48	44.0%	10.0%	75	43.7%
	Sw. Satisfied	37.6%	282		33.7%	253	
	Sw. Dissat.	21.7%	163		23.6%	177	
	Very Dissat.	17.9%	134		17.6%	132	
	DK/NA/[Not sure]	16.4%	123		15.1%	113	
4D. Managing growth and development	Very Satisfied	10.9%	82	47.3%	12.6%	94	48.1%
	Sw. Satisfied	36.4%	273		35.5%	266	
	Sw. Dissat.	19.1%	143		19.4%	145	
	Very Dissat.	14.6%	109		12.3%	92	
	DK/NA/[Not sure]	19.0%	143		20.3%	152	
4E. Preserving open space	Very Satisfied	35.4%	265	77.1%	41.1%	308	80.4%
	Sw. Satisfied	41.7%	313		39.3%	295	
	Sw. Dissat.	9.0%	68		7.8%	58	
	Very Dissat.	1.1%	8		2.0%	15	
	DK/NA/[Not sure]	12.8%	96		9.9%	74	
4F. Managing traffic on City streets	Very Satisfied	10.8%	81	45.6%	11.2%	84	42.1%
	Sw. Satisfied	34.9%	262		30.9%	232	
	Sw. Dissat.	27.3%	205		26.6%	200	
	Very Dissat.	24.6%	184		28.8%	216	
	DK/NA/[Not sure]	2.5%	18		2.4%	18	
4G. Maintaining City streets and roads	Very Satisfied	14.3%	107	49.5%	14.6%	110	52.5%
	Sw. Satisfied	35.2%	264		37.9%	284	
	Sw. Dissat.	29.2%	219		26.2%	196	
	Very Dissat.	20.3%	152		19.8%	148	
	DK/NA/[Not sure]	1.0%	7		1.6%	12	
4H. Providing public library services	Very Satisfied	52.0%	390	83.5%	53.1%	398	78.1%
	Sw. Satisfied	31.5%	236		25.1%	188	
	Sw. Dissat.	2.5%	19		3.0%	22	
	Very Dissat.	0.9%	7		1.0%	7	
	DK/NA/[Not sure]	13.1%	98		17.9%	134	
4I. Providing fire and paramedic services	Very Satisfied	57.8%	433	82.8%	57.8%	434	81.4%
	Sw. Satisfied	25.1%	188		23.6%	177	
	Sw. Dissat.	1.2%	9		0.8%	6	
	Very Dissat.	1.9%	14		1.5%	12	
	DK/NA/[Not sure]	14.1%	106		16.3%	122	
4J. Providing affordable housing	Very Satisfied	5.9%	44	16.9%	7.5%	56	21.0%
	Sw. Satisfied	11.0%	82		13.4%	101	
	Sw. Dissat.	21.4%	161		21.0%	158	
	Very Dissat.	38.8%	291		30.4%	228	
	DK/NA/[Not sure]	22.9%	172		27.6%	207	
4K. Maintaining storm drains	Very Satisfied	21.0%	158	65.6%	25.9%	194	66.0%
	Sw. Satisfied	44.6%	335		40.1%	301	
	Sw. Dissat.	18.8%	141		16.6%	125	
	Very Dissat.	5.3%	40		5.9%	44	
	DK/NA/[Not sure]	10.3%	77		11.5%	86	
4L. Maintaining sidewalks	Very Satisfied	19.3%	145	55.8%	20.5%	153	54.5%
	Sw. Satisfied	36.5%	274		34.0%	255	
	Sw. Dissat.	27.4%	205		26.9%	202	
	Very Dissat.	12.6%	95		14.0%	105	
	DK/NA/[Not sure]	4.2%	32		4.7%	35	

		Adults 18+ (ACS Weighting)			All Voter Weighting		
		%	Count	Σ or Mean	%	Count	Σ or Mean
4M. Providing bike and pedestrian friendly routes	Very Satisfied	30.7%	230	69.6%	27.5%	206	66.8%
	Sw. Satisfied	39.0%	292		39.3%	295	
	Sw. Dissat.	14.9%	111		15.0%	113	
	Very Dissat.	5.5%	41		6.5%	49	
	DK/NA/[Not sure]	10.0%	75		11.6%	87	
4N. Trimming trees along City streets	Very Satisfied	25.8%	194	60.4%	27.0%	202	63.3%
	Sw. Satisfied	34.6%	260		36.3%	273	
	Sw. Dissat.	17.0%	128		16.4%	123	
	Very Dissat.	5.8%	44		6.3%	47	
	DK/NA/[Not sure]	16.7%	125		14.0%	105	
4O. Cleaning and sweeping City streets	Very Satisfied	31.8%	239	75.4%	34.3%	257	77.3%
	Sw. Satisfied	43.6%	327		43.0%	323	
	Sw. Dissat.	12.2%	91		11.1%	84	
	Very Dissat.	10.1%	76		8.7%	66	
	DK/NA/[Not sure]	2.2%	17		2.9%	21	
4P. Providing sufficient parking downtown	Very Satisfied	19.7%	148	61.6%	20.3%	153	63.2%
	Sw. Satisfied	41.9%	314		42.9%	321	
	Sw. Dissat.	23.8%	178		23.1%	173	
	Very Dissat.	12.1%	91		11.3%	85	
	DK/NA/[Not sure]	2.5%	18		2.3%	18	
4Q. Meeting the needs of ethnic minorities	Very Satisfied	11.2%	84	33.7%	12.3%	93	32.0%
	Sw. Satisfied	22.5%	169		19.7%	148	
	Sw. Dissat.	20.6%	154		13.8%	104	
	Very Dissat.	9.3%	70		8.2%	62	
	DK/NA/[Not sure]	36.4%	273		45.9%	344	
4R. Providing garbage collection and recycling services	Very Satisfied	56.3%	423	85.6%	61.0%	458	86.7%
	Sw. Satisfied	29.2%	219		25.7%	193	
	Sw. Dissat.	9.9%	74		8.7%	66	
	Very Dissat.	3.5%	26		2.9%	22	
	DK/NA/[Not sure]	1.1%	8		1.6%	12	
4S. Enforcing traffic and parking laws	Very Satisfied	29.0%	217	62.6%	27.0%	203	64.8%
	Sw. Satisfied	33.6%	252		37.8%	284	
	Sw. Dissat.	14.5%	109		13.2%	99	
	Very Dissat.	10.9%	82		9.7%	73	
	DK/NA/[Not sure]	12.0%	90		12.2%	92	
4T. Addressing the impacts of homelessness	Very Satisfied	4.4%	33	19.6%	4.5%	34	19.3%
	Sw. Satisfied	15.2%	114		14.7%	110	
	Sw. Dissat.	32.4%	243		29.2%	219	
	Very Dissat.	38.7%	291		42.0%	315	
	DK/NA/[Not sure]	9.2%	69		9.5%	71	
4U. Having your voice heard in City government	Very Satisfied	8.9%	67	41.0%	9.1%	68	38.3%
	Sw. Satisfied	32.1%	241		29.1%	219	
	Sw. Dissat.	11.8%	88		8.9%	67	
	Very Dissat.	10.0%	75		10.9%	82	
	DK/NA/[Not sure]	37.2%	279		41.9%	314	
4V. Effectively providing building planning and permitting services	Very Satisfied	8.6%	64	31.5%	9.1%	69	31.2%
	Sw. Satisfied	22.9%	172		22.1%	166	
	Sw. Dissat.	16.5%	124		14.3%	108	
	Very Dissat.	7.1%	53		9.2%	69	
	DK/NA/[Not sure]	44.8%	336		45.2%	339	
4W. Wildfire prevention and preparedness	Very Satisfied	24.5%	183	63.4%	22.5%	168	60.9%
	Sw. Satisfied	39.0%	292		38.5%	289	
	Sw. Dissat.	12.0%	90		13.2%	99	
	Very Dissat.	3.0%	22		3.5%	26	
	DK/NA/[Not sure]	21.6%	162		22.4%	168	
4X. Providing recreation programs	Very Satisfied	26.0%	195	59.7%	25.4%	191	56.9%
	Sw. Satisfied	33.7%	253		31.5%	236	
	Sw. Dissat.	6.4%	48		6.7%	50	
	Very Dissat.	2.2%	16		2.2%	16	
	DK/NA/[Not sure]	31.7%	237		34.3%	257	

		Adults 18+ (ACS Weighting)			All Voter Weighting		
		%	Count	Σ or Mean	%	Count	Σ or Mean
4Y. Providing childcare programs	Very Satisfied	12.9%	97	26.3%	9.2%	69	21.0%
	Sw. Satisfied	13.4%	100		11.8%	88	
	Sw. Dissat.	8.9%	67		7.0%	52	
	Very Dissat.	4.0%	30		3.4%	26	
	DK/NA/[Not sure]	60.8%	456		68.6%	514	
4Z. Maintaining City parks and recreation facilities	Very Satisfied	27.7%	207	70.1%	28.2%	211	72.0%
	Sw. Satisfied	42.5%	319		43.8%	329	
	Sw. Dissat.	15.7%	118		14.1%	106	
	Very Dissat.	4.0%	30		5.1%	39	
	DK/NA/[Not sure]	10.1%	76		8.7%	65	

SATISFACTION WITH INDIVIDUAL SERVICES – RANKED BY MEAN SCORE

	Adults 18+ (ACS Weighting)			All Voter Weighting		
	%	Count	Σ or Mean	%	Count	Σ or Mean
4I. Providing fire and paramedic services			1.58			1.62
4H. Providing public library services			1.51			1.54
4R. Providing garbage collection and recycling services			1.27			1.35
4E. Preserving open space			1.16			1.22
4B. Providing police protection			1.10			1.16
4X. Providing recreation programs			1.09			1.08
4W. Wildfire prevention and preparedness			0.89			0.81
4M. Providing bike and pedestrian friendly routes			0.83			0.75
4Z. Maintaining City parks and recreation facilities			0.82			0.83
4O. Cleaning and sweeping City streets			0.77			0.85
4N. Trimming trees along City streets			0.69			0.71
4K. Maintaining storm drains			0.64			0.72
4S. Enforcing traffic and parking laws			0.63			0.67
4Y. Providing childcare programs			0.57			0.52
4P. Providing sufficient parking downtown			0.34			0.39
4U. Having your voice heard in City government			0.29			0.29
4A. Providing programs to reduce greenhouse gas emissions			0.27			0.38
4L. Maintaining sidewalks			0.23			0.21
4V. Effectively providing building planning and permitting services			0.17			0.14
4D. Managing growth and development			0.12			0.21
4Q. Meeting the needs of ethnic minorities			0.09			0.26
4G. Maintaining City streets and roads			-0.06			0.01
4C. Keeping taxes at affordable levels			-0.09			-0.06
4F. Managing traffic on City streets			-0.21			-0.32
4T. Addressing the impacts of homelessness			-0.95			-0.99
4J. Providing affordable housing			-0.99			-0.74

OTHER SERVICES AND ISSUES

		Adults 18+ (ACS Weighting)			All Voter Weighting		
		%	Count	Σ or Mean	%	Count	Σ or Mean
5. What is the single, largest problem facing the City of San Rafael today?	Affordability of housing	27.2%	204		20.9%	156	
	Availability of housing	3.6%	27		3.7%	28	
	Availability of jobs	0.4%	3		0.3%	2	
	City employee pensions & benefits are too high	1.5%	11		2.1%	16	
	Condition of parks and/or recreation facilities	0.2%	1		0.1%	1	
	Condition or safety of buildings	0.0%	0		0.0%	0	
	Condition or safety of sidewalks/pathways	0.5%	4		1.0%	8	
	Condition or safety of streets	1.7%	13		1.6%	12	
	Cost of living	10.8%	81		8.9%	66	
	Growth and/or overcrowding	6.7%	51		5.0%	37	
	Homelessness	21.8%	163		26.4%	198	
	Undocumented workers or day laborers	2.0%	15		2.5%	18	
	Poor financial situation/condition	0.7%	6		1.2%	9	
	Preserving open space	0.1%	1		0.1%	1	
	Public safety (includes 'crime')	0.7%	5		1.3%	10	
	Quality of education	2.5%	19		3.3%	25	
	Traffic congestion	12.2%	91		14.6%	110	
	Other (SPECIFY:)	5.5%	41		4.9%	37	
	DK/NA/[Not sure]	1.9%	14		2.1%	16	
	6. Are you satisfied or dissatisfied with the job the City of San Rafael is doing in spending taxpayers' money?	Very satisfied	4.6%	35		5.2%	39
Somewhat satisfied		33.5%	251		35.1%	263	
Somewhat dissatisfied		15.9%	119		14.5%	109	
Very dissatisfied		9.2%	69		9.3%	70	
Mixed opinions		17.2%	129		16.4%	123	
No opinion		6.1%	46		6.2%	46	
DK/NA/[Not sure]		13.4%	101		13.3%	100	
Total Satisfied		38.2%			40.3%		
Total Dissatisfied	25.1%			23.8%			
Ratio Sat to Dissat	1.5			1.7			

CANNABIS PLANNING ISSUES

		Adults 18+ (ACS Weighting)			All Voter Weighting		
		%	Count	Σ or Mean	%	Count	Σ or Mean
7. For each of the following areas in San Rafael, do you support or oppose allowing medical cannabis dispensaries or storefronts?							
7A. Downtown	Strongly Support	35.9%	269	61.8%	37.6%	282	62.3%
	Somewhat Support	25.9%	194		24.7%	185	
	Somewhat Oppose	9.1%	68		9.1%	68	
	Strongly Oppose	24.3%	182		25.1%	188	
	DK/NA/[Not sure]	4.8%	36		3.5%	26	
7B. Local shopping centers	Strongly Support	31.0%	233	55.7%	32.4%	243	56.9%
	Somewhat Support	24.7%	185		24.5%	184	
	Somewhat Oppose	9.4%	71		10.4%	78	
	Strongly Oppose	29.7%	223		29.0%	218	
	DK/NA/[Not sure]	5.2%	39		3.6%	27	
7C. Residential neighborhoods	Strongly Support	15.6%	117	31.7%	15.1%	113	29.7%
	Somewhat Support	16.1%	120		14.6%	110	
	Somewhat Oppose	16.3%	122		14.5%	108	
	Strongly Oppose	48.7%	365		53.2%	399	
	DK/NA/[Not sure]	3.3%	25		2.6%	20	
7D. Near the police department	Strongly Support	39.7%	298	66.9%	40.1%	301	67.6%
	Somewhat Support	27.2%	204		27.5%	207	
	Somewhat Oppose	9.1%	68		9.2%	69	
	Strongly Oppose	19.1%	143		18.5%	139	
	DK/NA/[Not sure]	4.9%	37		4.7%	35	
7E. Regional shopping centers	Strongly Support	29.6%	222	57.0%	31.2%	234	57.6%
	Somewhat Support	27.4%	205		26.4%	198	
	Somewhat Oppose	10.0%	75		10.5%	79	
	Strongly Oppose	28.2%	212		28.2%	212	
	DK/NA/[Not sure]	4.8%	36		3.7%	28	
7F. Industrial areas	Strongly Support	33.2%	249	62.5%	35.2%	264	63.5%
	Somewhat Support	29.3%	220		28.3%	212	
	Somewhat Oppose	11.6%	87		10.9%	82	
	Strongly Oppose	19.9%	149		21.3%	160	
	DK/NA/[Not sure]	6.0%	45		4.3%	32	
7G. Office buildings	Strongly Support	27.7%	208	53.0%	27.9%	209	53.4%
	Somewhat Support	25.3%	190		25.6%	192	
	Somewhat Oppose	15.9%	119		15.4%	116	
	Strongly Oppose	24.9%	187		26.9%	201	
	DK/NA/[Not sure]	6.2%	47		4.3%	32	
7D. Near the police department			0.62			0.65	
7F. Industrial areas			0.47			0.47	
7A. Downtown			0.42			0.42	
7E. Regional shopping centers			0.21			0.23	
7B. Local shopping centers			0.19			0.22	
7G. Office buildings			0.16			0.13	
7C. Residential neighborhoods			-0.69			-0.78	

		Adults 18+ (ACS Weighting)			All Voter Weighting		
		%	Count	Σ or Mean	%	Count	Σ or Mean
8. For each of the following areas in San Rafael, do you support or oppose allowing adult recreational cannabis dispensaries or storefronts?							
8A. Downtown	Strongly Support	31.8%	238	57.1%	32.1%	241	56.4%
	Somewhat Support	25.3%	190		24.3%	182	
	Somewhat Oppose	10.0%	75		10.6%	80	
	Strongly Oppose	28.6%	215		30.4%	228	
	DK/NA/[Not sure]	4.2%	32		2.6%	19	
8B. Local shopping centers	Strongly Support	24.9%	187	49.6%	26.3%	197	49.0%
	Somewhat Support	24.7%	185		22.8%	171	
	Somewhat Oppose	12.4%	93		13.1%	98	
	Strongly Oppose	33.3%	249		33.7%	253	
	DK/NA/[Not sure]	4.7%	35		4.2%	31	
8C. Residential neighborhoods	Strongly Support	16.7%	125	31.5%	15.8%	119	29.8%
	Somewhat Support	14.8%	111		14.0%	105	
	Somewhat Oppose	17.5%	132		16.2%	122	
	Strongly Oppose	48.2%	361		51.6%	387	
	DK/NA/[Not sure]	2.8%	21		2.4%	18	
8D. Near the police department	Strongly Support	37.4%	280	63.9%	36.8%	276	61.9%
	Somewhat Support	26.5%	199		25.1%	188	
	Somewhat Oppose	7.8%	59		8.0%	60	
	Strongly Oppose	20.8%	156		24.9%	187	
	DK/NA/[Not sure]	7.4%	56		5.2%	39	
8E. Regional shopping centers	Strongly Support	23.9%	179	52.2%	24.8%	186	51.0%
	Somewhat Support	28.3%	212		26.2%	196	
	Somewhat Oppose	9.3%	70		12.3%	92	
	Strongly Oppose	33.4%	251		32.2%	241	
	DK/NA/[Not sure]	5.1%	38		4.5%	34	
8F. Industrial areas	Strongly Support	30.8%	231	57.0%	31.4%	236	58.9%
	Somewhat Support	26.2%	197		27.5%	206	
	Somewhat Oppose	11.3%	84		9.4%	71	
	Strongly Oppose	25.4%	190		26.9%	202	
	DK/NA/[Not sure]	6.3%	48		4.7%	35	
8G. Office buildings	Strongly Support	24.5%	184	45.7%	23.8%	178	45.6%
	Somewhat Support	21.2%	159		21.8%	164	
	Somewhat Oppose	15.8%	118		15.7%	118	
	Strongly Oppose	31.6%	237		34.0%	255	
	DK/NA/[Not sure]	6.9%	52		4.6%	35	
8D. Near the police department			0.56			0.43	
8F. Industrial areas			0.27			0.28	
8A. Downtown			0.23			0.18	
8E. Regional shopping centers			0.00			-0.01	
8B. Local shopping centers			-0.05			-0.05	
8G. Office buildings			-0.09			-0.15	
8C. Residential neighborhoods			-0.68			-0.76	

BALLOT TESTS

		Adults 18+ (ACS Weighting)			All Voter Weighting		
		%	Count	Σ or Mean	%	Count	Σ or Mean
<p>9. To preserve essential city services with funding that cannot be taken by Sacramento, including:</p> <ul style="list-style-type: none"> •maintaining rapid emergency police and fire response times; •maintaining adequate numbers of on-duty firefighters, paramedics and police; •attracting, training, and retaining quality police, fire and city employees; •maintaining city streets and parks; and •supporting other city services; <p>shall the City of San Rafael measure increasing the local sales tax rate by one-quarter percent, for 9 years, providing \$4 million dollars per year, be adopted?</p>	Definitely yes	26.3%	99		27.0%	96	
	Probably yes	28.1%	106		27.5%	98	
	Probably no	11.3%	43		14.8%	53	
	Definitely no	24.9%	94		22.5%	80	
	DK/NA/[Not sure]	9.5%	36		8.2%	29	
	Total Yes	54.3%			54.5%		
	Total No	36.1%			37.4%		
<p>10. To improve wildfire prevention and disaster services, including:</p> <ul style="list-style-type: none"> •increasing capability for early fire detection and warning; •implementing and overseeing vegetation management and fuel reduction for private, public, and open space areas; •improving disaster preparedness and evacuation planning; and •increasing emergency services positions; <p>shall the City of San Rafael measure creating a \$200 per parcel disaster prevention levy, for 10 years, providing \$3.2 million dollars annually, with annual inflation adjustments and independent citizen oversight, be adopted?</p>	Definitely yes	23.4%	87		22.8%	90	
	Probably yes	34.3%	128		39.6%	155	
	Probably no	14.8%	55		13.4%	53	
	Definitely no	15.7%	58		14.7%	58	
	DK/NA/[Not sure]	11.8%	44		9.5%	37	
	Total Yes	57.8%			62.4%		
	Total No	30.5%			28.1%		
<p>11. Instead of a \$200 tax for increasing capability for early fire detection and warning; implementing and overseeing vegetation management and fuel reduction for private, public, and open space areas; improving disaster preparedness and evacuation planning; and increasing emergency services positions, what if the tax rate was \$100?</p>	Definitely yes	41.1%	153		40.7%	160	
	Probably yes	32.9%	123		34.5%	136	
	Probably no	7.8%	29		6.1%	24	
	Definitely no	9.7%	36		10.7%	42	
	DK/NA/[Not sure]	8.4%	31		8.0%	32	
	Total Yes	74.1%			75.1%		
	Total No	17.5%			16.8%		

FEATURES OF THE MEASURES

		Adults 18+ (ACS Weighting)			All Voter Weighting		
		%	Count	Σ or Mean	%	Count	Σ or Mean
12A. The measure will continue the appointed Citizen Oversight Committee to assure the money raised is used for its intended purposes	Much More Likely	31.8%	239	63.5%	33.1%	248	64.1%
	Somewhat More Likely	31.7%	238		31.1%	233	
	No Effect	16.4%	123		18.9%	142	
	Somewhat Less Likely	6.8%	51		4.7%	36	
	Much Less Likely	4.5%	34		3.8%	29	
	DK/NA/[Not sure]	8.8%	66		8.4%	63	
12B. Every penny from this measure must stay in San Rafael. No funds can be taken away by Sacramento	Much More Likely	58.2%	436	81.0%	54.6%	410	78.4%
	Somewhat More Likely	22.8%	171		23.8%	178	
	No Effect	10.2%	76		12.2%	92	
	Somewhat Less Likely	1.1%	9		1.5%	11	
	Much Less Likely	3.2%	24		2.5%	19	
	DK/NA/[Not sure]	4.5%	34		5.4%	40	
12C. The City has been very fiscally responsible, but cost increases threaten our city's long-term financial viability. This measure will ensure the funds are there to prevent cuts to city services	Much More Likely	26.6%	199	63.9%	25.6%	192	59.3%
	Somewhat More Likely	37.3%	280		33.7%	253	
	No Effect	16.4%	123		18.6%	140	
	Somewhat Less Likely	3.6%	27		4.8%	36	
	Much Less Likely	5.7%	43		6.6%	49	
	DK/NA/[Not sure]	10.4%	78		10.7%	80	
12D. The tax will be used to support a bloated and costly pension program for City employees	Much More Likely	6.7%	50	22.5%	7.3%	55	17.9%
	Somewhat More Likely	15.8%	119		10.6%	79	
	No Effect	16.7%	125		15.3%	115	
	Somewhat Less Likely	12.4%	93		12.7%	96	
	Much Less Likely	38.4%	288		44.7%	335	
	DK/NA/[Not sure]	9.9%	74		9.4%	70	
12E. The measure will maintain rapid emergency police and fire response times	Much More Likely	42.5%	160	68.2%	41.3%	147	71.0%
	Somewhat More Likely	25.7%	97		29.7%	106	
	No Effect	20.7%	78		17.8%	64	
	Somewhat Less Likely	1.0%	4		1.4%	5	
	Much Less Likely	7.6%	29		5.6%	20	
	DK/NA/[Not sure]	2.5%	9		4.2%	15	
12F. The measure will attract, train, and retain quality police, fire and city employees	Much More Likely	32.3%	122	59.2%	33.4%	119	63.5%
	Somewhat More Likely	26.9%	101		30.1%	108	
	No Effect	24.1%	91		20.5%	73	
	Somewhat Less Likely	1.7%	6		1.5%	5	
	Much Less Likely	8.7%	33		7.6%	27	
	DK/NA/[Not sure]	6.3%	24		7.0%	25	
12G. The measure will help maintain city streets and parks	Much More Likely	33.1%	125	67.6%	33.2%	119	68.2%
	Somewhat More Likely	34.5%	130		35.0%	125	
	No Effect	20.7%	78		18.6%	66	
	Somewhat Less Likely	4.3%	16		4.4%	16	
	Much Less Likely	4.1%	15		3.1%	11	
	DK/NA/[Not sure]	3.4%	13		5.7%	20	
12H. The measure will help support other city services	Much More Likely	20.8%	78	53.0%	18.3%	65	48.9%
	Somewhat More Likely	32.2%	122		30.6%	109	
	No Effect	24.1%	91		26.6%	95	
	Somewhat Less Likely	9.0%	34		9.4%	33	
	Much Less Likely	5.9%	22		4.8%	17	
	DK/NA/[Not sure]	8.1%	30		10.3%	37	
12I. The measure will provide wildfire prevention services and wildfire rapid response	Much More Likely	46.6%	174	78.6%	45.2%	178	76.3%
	Somewhat More Likely	31.9%	119		31.0%	122	
	No Effect	11.3%	42		11.1%	44	
	Somewhat Less Likely	0.8%	3		2.0%	8	
	Much Less Likely	3.1%	12		3.9%	15	
	DK/NA/[Not sure]	6.2%	23		6.8%	27	
12J. The measure will increase capability for early fire warnings and detection	Much More Likely	44.1%	164	77.3%	42.9%	169	75.3%
	Somewhat More Likely	33.3%	124		32.4%	128	
	No Effect	10.8%	40		11.2%	44	
	Somewhat Less Likely	1.9%	7		2.7%	11	
	Much Less Likely	2.7%	10		2.4%	9	
	DK/NA/[Not sure]	7.2%	27		8.3%	33	

		Adults 18+ (ACS Weighting)			All Voter Weighting		
		%	Count	Σ or Mean	%	Count	Σ or Mean
12K. Voters already increased taxes for a new fire station and public safety building downtown, why do we need another fire tax?	Much More Likely	12.2%	45	25.4%	10.1%	40	22.7%
	Somewhat More Likely	13.3%	49		12.6%	50	
	No Effect	31.9%	119		30.3%	119	
	Somewhat Less Likely	19.4%	72		17.2%	68	
	Much Less Likely	11.0%	41		12.6%	50	
	DK/NA/[Not sure]	12.3%	46		17.2%	68	
12L. The measure will fund implementation and oversight of vegetation management plans for private, public and open space areas	Much More Likely	37.9%	141	67.8%	35.1%	138	65.8%
	Somewhat More Likely	29.9%	111		30.7%	121	
	No Effect	14.4%	54		16.1%	63	
	Somewhat Less Likely	3.5%	13		4.6%	18	
	Much Less Likely	5.7%	21		4.9%	19	
	DK/NA/[Not sure]	8.5%	32		8.5%	34	
12M. The measure will fund development of programs and training to enable fuel reduction efforts through education, outreach, and data gathering	Much More Likely	32.4%	121	60.8%	25.1%	99	58.8%
	Somewhat More Likely	28.4%	106		33.7%	132	
	No Effect	18.6%	69		15.8%	62	
	Somewhat Less Likely	5.9%	22		7.4%	29	
	Much Less Likely	6.5%	24		7.1%	28	
	DK/NA/[Not sure]	8.2%	31		10.9%	43	
12N. The measure will fund disaster preparation to address flooding from climate change and sea-level rise	Much More Likely	40.1%	150	63.3%	37.2%	146	61.6%
	Somewhat More Likely	23.2%	86		24.4%	96	
	No Effect	18.7%	70		17.3%	68	
	Somewhat Less Likely	3.9%	15		4.8%	19	
	Much Less Likely	6.1%	23		8.2%	32	
	DK/NA/[Not sure]	7.9%	30		8.2%	32	
12O. The measure will fund disaster preparation to address the impacts of earthquake	Much More Likely	39.9%	149	69.9%	33.6%	132	64.9%
	Somewhat More Likely	30.0%	112		31.3%	123	
	No Effect	18.8%	70		20.2%	79	
	Somewhat Less Likely	2.2%	8		3.2%	13	
	Much Less Likely	3.3%	12		4.2%	17	
	DK/NA/[Not sure]	5.7%	21		7.5%	29	
12P. The measure will help provide a new 21st century library	Much More Likely	29.3%	109	56.5%	27.7%	109	50.4%
	Somewhat More Likely	27.2%	101		22.7%	89	
	No Effect	19.9%	74		21.9%	86	
	Somewhat Less Likely	8.7%	32		9.4%	37	
	Much Less Likely	8.0%	30		10.0%	39	
	DK/NA/[Not sure]	7.0%	26		8.3%	33	
12Q. The measure will provide help to reduce fuels around critical infrastructure	Much More Likely	36.9%	138	61.8%	35.0%	137	60.1%
	Somewhat More Likely	24.9%	93		25.1%	99	
	No Effect	21.9%	81		19.4%	76	
	Somewhat Less Likely	2.4%	9		4.1%	16	
	Much Less Likely	3.5%	13		4.0%	16	
	DK/NA/[Not sure]	10.3%	38		12.4%	49	
12R. The measure will provide increased access and control of technology, including cameras with heat detection, and micro-weather stations for the highest fire risk areas in San Rafael	Much More Likely	37.8%	141	70.6%	36.2%	142	69.8%
	Somewhat More Likely	32.9%	123		33.6%	132	
	No Effect	13.7%	51		12.4%	49	
	Somewhat Less Likely	5.4%	20		5.7%	22	
	Much Less Likely	4.5%	17		5.4%	21	
	DK/NA/[Not sure]	5.7%	21		6.7%	26	
12S. The measure will reduce the risk of encampment ignited wildfires	Much More Likely	41.7%	155	73.6%	43.5%	171	74.7%
	Somewhat More Likely	31.9%	119		31.2%	123	
	No Effect	11.9%	44		10.0%	39	
	Somewhat Less Likely	2.2%	8		2.6%	10	
	Much Less Likely	3.0%	11		3.5%	14	
	DK/NA/[Not sure]	9.3%	35		9.1%	36	
12T. The measure will provide increased emergency services positions	Much More Likely	36.3%	135	65.0%	32.7%	129	64.9%
	Somewhat More Likely	28.7%	107		32.2%	126	
	No Effect	18.5%	69		17.2%	68	
	Somewhat Less Likely	2.6%	10		4.5%	18	
	Much Less Likely	3.2%	12		3.2%	13	
	DK/NA/[Not sure]	10.6%	40		10.2%	40	

FEATURES OF THE MEASURES – RANKED BY MEAN SCORE

	Adults 18+ (ACS Weighting)			All Voter Weighting		
	%	Count	Σ or Mean	%	Count	Σ or Mean
12B. Every penny from this measure must stay in San Rafael. No funds can be taken away by Sacramento			1.38			1.34
12I. The measure will provide wildfire prevention services and wildfire rapid response			1.26			1.20
12J. The measure will increase capability for early fire warnings and detection			1.23			1.21
12S. The measure will reduce the risk of encampment ignited wildfires			1.18			1.19
12O. The measure will fund disaster preparation to address the impacts of earthquake			1.07			0.94
12T. The measure will provide increased emergency services positions			1.03			0.97
12R. The measure will provide increased access and control of technology, including cameras with heat detection, and micro-weather stations for the highest fire risk areas in San Rafael			1.00			0.96
12Q. The measure will provide help to reduce fuels around critical infrastructure			1.00			0.95
12L. The measure will fund implementation and oversight of vegetation management plans for private, public and open space areas			0.99			0.95
12E. The measure will maintain rapid emergency police and fire response times			0.97			1.04
12N. The measure will fund disaster preparation to address flooding from climate change and sea-level rise			0.95			0.85
12G. The measure will help maintain city streets and parks			0.91			0.96
12A. The measure will continue the appointed Citizen Oversight Committee to assure the money raised is used for its intended purposes			0.87			0.93
12C. The City has been very fiscally responsible, but cost increases threaten our city's long-term financial viability. This measure will ensure the funds are there to prevent cuts to city services			0.84			0.75
12M. The measure will fund development of programs and training to enable fuel reduction efforts through education, outreach, and data gathering			0.81			0.70
12F. The measure will attract, train, and retain quality police, fire and city employees			0.77			0.86
12P. The measure will help provide a new 21st century library			0.66			0.53
12H. The measure will help support other city services			0.58			0.54
12K. Voters already increased taxes for a new fire station and public safety building downtown, why do we need another fire tax?			-0.04			-0.12
12D. The tax will be used to support a bloated and costly pension program for City employees			-0.67			-0.85

DEMOGRAPHICS

		Adults 18+ (ACS Weighting)			All Voter Weighting		
		%	Count	Σ or Mean	%	Count	Σ or Mean
A. What ethnic group do you consider yourself a part of or feel closest to?	African-American or Black	2.1%	16		1.1%	9	
	American Indian or Alaska Native	0.1%	1		0.2%	1	
	Asian	5.9%	44		4.9%	37	
	Caucasian or White	55.6%	417		76.6%	575	
	Hispanic or Latino	29.6%	222		8.5%	64	
	Native Hawaiian or other Pacific Islander	0.2%	1		0.1%	1	
	Two or more races	3.6%	27		5.2%	39	
	Some other race	1.2%	9		0.9%	6	
	DK/NA[Not sure]	1.7%	13		2.5%	19	
B. Do you have any children 18 years or younger living in your household?	Yes	27.9%	209		24.3%	182	
	No	71.4%	535		73.9%	555	
	DK/NA[Not sure]	0.7%	5		1.8%	13	
C. Including yourself, if applicable, how many adults ages 65 and over live in your household?	None	59.2%	444		53.1%	398	
	One	24.4%	183		24.2%	181	
	Two	12.6%	95		18.6%	139	
	Three or more	2.7%	20		2.3%	18	
	DK/NA[Not sure]	1.1%	8		1.9%	14	
D. Which of the following best describes your working status?	Full-time	52.6%	394		46.5%	349	
	Part-time	9.8%	73		7.6%	57	
	Self-employed	8.5%	64		12.1%	91	
	Unemployed	2.3%	17		1.7%	13	
	Homemaker or stay-at-home parent	2.3%	17		2.3%	17	
	Retired	17.9%	134		25.1%	188	
	Student	5.8%	43		3.6%	27	
	DK/NA[Not sure]	0.9%	6		1.1%	8	
E. How long have you lived in San Rafael?	Less than 5 years	26.1%	196		24.3%	182	
	5 to 10 years	18.0%	135		17.6%	132	
	11 to 20 years	20.1%	150		19.3%	145	
	More than 20 years	35.6%	267		38.2%	286	
	DK/NA[Not sure]	0.3%	2		0.6%	5	
F. Do you own or rent your home?	Owner	50.4%	378		64.6%	484	
	Renter	45.7%	343		31.1%	233	
	DK/NA[Not sure]	3.9%	29		4.3%	33	
G. Respondent's Gender	Male	48.3%	362		44.6%	335	
	Female	50.1%	376		51.9%	389	
	Other	1.6%	12		3.5%	26	
H. Which group includes your age?	18-29 years	17.4%	130		11.7%	88	
	30-39 years	16.6%	124		13.5%	101	
	40-49 years	18.4%	138		16.4%	123	
	50-64 years	24.3%	182		26.9%	202	
	65+ years	22.7%	171		30.8%	231	
	Not Coded	0.7%	5		0.7%	5	
I. Again, for statistical purposes only, what was the approximate total income of your household last year?	Less than \$20,000	5.6%	42		3.9%	29	
	\$20,000 to less than \$40,000	9.4%	70		8.1%	61	
	\$40,000 to less than \$75,000	13.8%	103		11.7%	88	
	\$75,000 to less than \$100,000	11.2%	84		10.2%	76	
	\$100,000 to less than \$125,000	6.3%	47		8.7%	65	
	\$125,000 to less than \$150,000	9.6%	72		9.7%	73	
	\$150,000 or more	32.7%	245		34.4%	258	
	DK/NA[Not Sure]	11.5%	86		13.3%	100	
J. Mailing List for City Managers Newsletter		provided separately					

		Adults 18+ (ACS Weighting)			All Voter Weighting		
		%	Count	Σ or Mean	%	Count	Σ or Mean
K. Age	18-24	14.0%	105		6.5%	49	
	25-29	3.9%	29		5.6%	42	
	30-34	5.9%	44		5.5%	41	
	35-39	7.9%	59		6.0%	45	
	40-44	8.2%	62		6.8%	51	
	45-49	8.2%	61		8.0%	60	
	50-54	8.7%	65		9.0%	67	
	55-59	8.3%	62		9.1%	68	
	60-64	9.0%	68		9.7%	73	
	65-69	10.1%	76		9.5%	71	
	70+	15.9%	119		24.4%	183	
	Not coded	0.0%	0		0.0%	0	
L. Ethnicity	African-American	2.1%	16		1.1%	9	
	Asian	5.9%	44		4.9%	37	
	Latino	29.6%	222		8.5%	64	
	None of those	62.4%	468		85.5%	641	
M. Birthplace	US born	80.5%	604		80.9%	606	
	Foreign born	15.8%	118		14.2%	106	
	Unknown	3.7%	28		5.0%	37	
N. Homeownership Status (from demographics)	Owner	44.6%	335		56.8%	426	
	Renter	55.4%	415		43.2%	324	
O. Party	Democrat	58.0%	435		56.5%	424	
	Republican	9.2%	69		13.7%	103	
	Other	4.1%	31		4.4%	33	
	DTS	28.6%	215		25.4%	190	
P. Party with Behavior	Dem plus	68.2%	511		66.0%	495	
	Rep plus	10.5%	78		15.4%	115	
	Oth plus	21.4%	160		18.6%	140	
Q. Household Party Type	Dem 1	37.6%	282		36.4%	273	
	Dem 2+	14.8%	111		13.5%	101	
	Rep 1	4.7%	35		6.3%	47	
	Rep 2+	1.9%	14		2.9%	22	
	Other 1	21.5%	161		18.7%	141	
	Other 2+	4.2%	32		4.5%	34	
	Dem & Rep	1.8%	13		3.1%	24	
	Dem & Other	9.4%	71		9.5%	71	
	Rep & Other	3.7%	28		4.5%	34	
	Dem, Rep & Other	0.4%	3		0.5%	4	
S. Registration Date	2017 to 2019	45.2%	339		40.0%	300	
	2013 to 2016	31.8%	238		30.3%	227	
	2009 to 2012	6.1%	46		5.9%	44	
	2005 to 2008	5.7%	43		8.4%	63	
	2001 to 2004	4.4%	33		5.9%	44	
	1997 to 2000	1.2%	9		2.4%	18	
	1993 to 1996	1.8%	14		2.0%	15	
	1981 to 1992	1.4%	10		2.4%	18	
	1980 or before	2.4%	18		2.7%	20	
	Not Coded	0.0%	0		0.0%	0	

		Adults 18+ (ACS Weighting)			All Voter Weighting		
		%	Count	Σ or Mean	%	Count	Σ or Mean
T. Voting History		see detailed crosstabs					
U. Times Voted in Last Elections	0	7.3%	55		7.9%	60	
	1	15.7%	117		10.6%	79	
	2	8.0%	60		7.5%	56	
	3	6.0%	45		5.8%	43	
	4	5.4%	41		5.1%	38	
	5	3.1%	23		4.0%	30	
	6	3.3%	25		5.9%	44	
	7	3.1%	23		2.6%	19	
	8	2.9%	22		2.8%	21	
	9	4.0%	30		5.0%	38	
	10	4.2%	31		5.4%	41	
	11	5.9%	44		4.4%	33	
	12	4.8%	36		4.4%	33	
	13	3.8%	29		4.9%	37	
	14	4.7%	36		3.7%	27	
	15	7.1%	53		7.5%	57	
	16	10.8%	81		12.5%	94	
V. Absentee Voter	0	25.8%	194		25.4%	190	
	1	13.8%	104		14.3%	107	
	2	7.6%	57		7.2%	54	
	3	8.7%	65		8.0%	60	
	4	4.6%	35		5.0%	37	
	5	4.5%	34		4.1%	31	
	6	2.6%	19		3.0%	23	
	7	3.4%	25		2.8%	21	
	8	3.1%	23		2.7%	20	
	9	2.1%	16		2.5%	19	
	10	2.1%	16		2.4%	18	
	11	2.1%	16		2.0%	15	
	12	2.7%	20		2.1%	16	
	13	1.9%	14		3.0%	22	
	14	3.1%	23		3.3%	25	
	15	6.1%	46		5.2%	39	
	16	5.6%	42		7.1%	53	
W. Permanent Absentee Voter	Yes	77.6%	582		76.6%	574	
	No	22.4%	168		23.4%	176	
X. 20P Universe	1	51.6%	387		45.6%	342	
	2	9.0%	68		4.1%	31	
	3	6.7%	51		11.4%	85	
	4	0.3%	2		1.1%	8	
	5	13.3%	100		6.9%	52	
	6	3.7%	27		4.5%	34	
	7	1.2%	9		5.0%	37	
	8	1.4%	10		5.6%	42	
	9	4.5%	34		5.5%	41	
	Missing	8.3%	62		10.4%	78	
Y. Supervisorial District	1st District	68.5%	513		79.6%	597	
	2nd District	14.4%	108		13.5%	102	
	3rd District	0.0%	0		0.0%	0	
	4th District	17.1%	128		6.8%	51	
	5th District	0.0%	0		0.0%	0	