SAN FRANCISCO BAY BALLOT MEASURE FEASIBILITY SURVEY 220-2916 DRAFT 2

Intervi	ewer:		Time Begar	ı		AND COLOR
Station	ı#		Time Ended	<u> </u>		
anythii concei	I'm from F-M Three ing or ask for a donation. We're cor on citizens in the Bay Area. May I play THAT THE VOTER LIVES AT THE	nducting a public opini ease speak to	on survey al ? (MU :	bout some ir ST SPEAK 1	nportant is	sues tha
1.	Before we begin, I need to know, he place where you can talk safely?"	ave I reached you on	a cell phone	? (IF YES, A	ASK:) "Are	you in a
		Yes, cell and in safe p Yes, cell not in safe p No, not on cell (DON'T READ) DK/N	lace 	TERMIN	NATE 2	
2.	First, I'm going to describe a few diffyou vote in every election of that typelection? (DO NOT ROTATE)					
		<u>EVERY</u>	MOST	SOME	<u>FEW</u>	NONE (DK)
[]a.	Statewide November presidential elections	1 2	3	1	TEDM	
[]b.	Statewide primary elections	1 2	3	4 4	5	6
[]c.	Special elections for local ballot measures	1 2	3	4	5	6
3.	(T) Do you feel things in the Bay Are wrong track?	ea are generally going i	n the right di	rection or are	they off o	n the
		Right direction Wrong track (DON'T READ			2	

4. Now I'm going to ask you about a few people and organizations active in public life. Please tell me whether you have a favorable or unfavorable opinion of each one. If you have never heard of one, please just say so. (IF FAVORABLE/UNFAVORABLE, ASK: "Is that verall FAVORABLE/UNFAVORABLE or just somewhat?") (ROTATE)

		VERY	SMWT	SMWT	VERY	NEVER	(CAN'T
		FAV	FAV	<u>UNFAV</u>	UNFAV	HEARD OF	RATE/DK)
[]a.	The Board of Supervisors in						
	your County	1	2	3	4	5	6
[]b.	Your local Mayor	1	2	3	4	5	6
[]c.	The San Francisco Bay						
	Restoration Authority	1	2	3	4	5	6
[]d.	(T) Save the Bay	1	2	3	4	5	6

NOW I WOULD LIKE TO ASK YOU ABOUT SEVERAL MEASURES THAT MAY APPEAR ON AN UPCOMING BALLOT IN YOUR LOCAL AREA.

(SPLIT SAMPLE C ASK QXX THROUGH QXX, THEN QXX) (SPLIT SAMPLE D ASK QXX, THEN QXX THROUGH QXX)

5. (SPLIT SAMPLE C SAY: The first measure might read as follows: (SPLIT SAMPLE D SAY: The next measure would appear on the ballot <u>instead of</u> the measure I just described. Please listen carefully. Although the two measures may sound similar, there are differences. This measure might read as follows:

(RESUME ASKING ALL RESPONDENTS)

"The San Francisco Bay Water Quality and Wildlife Habitat Restoration Measure. To improve water quality in the San Francisco Bay and surrounding rivers, lakes and streams, protect endangered wildlife, increase flood protection for Bay Area cities, and restore shoreline, wetlands, marshes and related habitat and expand parks and public access to the Bay, Shall a 25 dollar <u>parcel tax</u> be levied for

(SPLIT SAMPLE A ONLY)

15 years, with annual independent audits and citizen oversight of all expenditures?"

(SPLIT SAMPLE B ONLY)

20 years, with annual independent audits and citizen oversight of all expenditures?"

(RESUME ASKING ALL RESPONDENTS)

If the vote on this measure were held today, would you vote yes in favor of this measure or no to oppose it? (IF YES/NO ASK): "Is that definitely (YES/NO) or just probably (YES/NO)?" (IF UNDECIDED, ASK:) Well, do you lean towards voting yes or no?

Definitely yes 1	
Probably yes 2	
Undecided, lean yes 3	
Undecided, lean no4	
Probably no 5	
Definitely no 6	
(DON'T READ) DK/NA 7	



C. d.

6.	What if the measure I judollars. In that case, with definitely (YES/NO) or yes or no?" (DO NOT I	favor of it o	r no to opp	ose it? (IF Y	ES/NO ASP	(): "Is that		
		DEF YES	PROB YES	LEAN YES	LEAN NO	PROB <u>NO</u>	DEF NO	(DK/ NA)
a. b.	20 dollars per year 15 dollars per year							

7. Suppose you knew that instead of a tax that would levy the same amount on every parcel, the amount of the tax would vary based on how close properties are to the Bay, so those closer to the Bay would pay more and those farther away would pay less. If that were the case, would you be more or less likely to support a tax measure to protect and restore the Bay. (IF MORE/LESS ASK:), "Is that much MORE/LESS, or just somewhat?

10 dollars per year------ 1 ------- 3 ------- 5 ------ 5 ------ 6 ------ 7 5 dollars per year----- 1 ------- 3 ------- 3 ------- 5 ------ 6 ------- 7

Much more likely	1
Somewhat more likely	2
Somewhat less likely	3
Much less likely	4
(DON'T READ) MAKES NO DIFFERENCE	5
(DON'T READ) DK/NA	6

(SPLIT SAMPLE C ASK QXX THROUGH QXX, THEN QXX) (SPLIT SAMPLE D ASK QXX, THEN QXX THROUGH QXX)

8. **(SPLIT SAMPLE C SAY:** The next measure would appear on the ballot <u>instead of</u> the measure we judiscussed. Please listen carefully. Although the two measures may sound similar, there are differences. The measure might read as follows:

(SPLIT SAMPLE D SAY: The first measure might read as follows:

The San Francisco Bay Water Quality and Wildlife Habitat Restoration Measure. To improve water quality in the San Francisco Bay and surrounding rivers, lakes and streams, protect endangered fish and wildlife, increase flood protection for Bay Area cities, and restore shoreline, wetlands, marshes and related habitat and expand parks and public access to the Bay, Shall the County sales tax be increased by one-quarter cent for

(SPLIT SAMPLE A ONLY)

15 years, with annual independent audits and citizen oversight of all expenditures?"

(SPLIT SAMPLE B ONLY)

20 years, with annual independent audits and citizen oversight of all expenditures?"

(RESUME ASKING ALL RESPONDENTS)

If the vote on this measure were held today, would you vote yes in favor of this measure or no to oppose it? (IF YES/NO ASK): "Is that definitely (YES/NO) or just probably (YES/NO)?" (IF UNDECIDED, ASK:) Well, do you lean towards voting yes or no?

Definitely yes	1
Probably yes	2
Undecided, lean yes	3
Undecided, lean no	4
Probably no	5
Definitely no	6
(DON'T READ) DK/NA	7



9. I'm going to read you a list of issues, and I'd like you to tell me how serious a problem you think each one is in the Bay Area. After I read each one, please tell me if you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, a not too serious problem, or not at all a serious problem. (RANDOMIZE)

		EXT.	VERY	S.W.	NOT TOO	NOT AT ALL	(DK/
(SDI I	T SAMPLE A ONLY)	SER.	SER.	SER.	SER.	SER.	NA)
[]a.	(T) Overall levels of pollution in the San	<u>JLIX.</u>	<u>JLIV.</u>	<u>JLIV.</u>	<u>JLIX.</u>	<u>JLN.</u>	13/1
į ju.	Francisco Bay	1	2	3	4	5	6
[]b.	(T) Loss of open space						
[]c.	(T) The amount you pay in property taxes						
[]d.	Government waste and mismanagement						
[]e.	(T) The rate at which land is being developed	1	2	3	4	5	6
[]f.	(T) Loss of tidal marshes						
[]g.	(T) The quality of drinking water	1	2	3	4	5	6
[]h.	Unemployment	1	2	3	4	5	6
[]i.	(T) Air pollution and smog						
[]j.	(T) Loss of wetlands	1	2	3	4	5	6 V
- 					NOT	NOT	
	ı	EXT.	VERY	S.W.	TOO	AT ALL	(DK/

SER.

SER.

SER.

SER.

SER.

NA)

(SPLIT SAMPLE B ONLY)

FAIR	BANK, MASLIN, MAULLIN, METZ & ASSOC	IATES	220-	2916 D2		PAGE 5	}
[]k.	(T) The overall condition of the land around						
L 11.	San Francisco Bay nearest where you live			-23	34	5	6
[]l.	Loss of fish and wildlife habitat	1 -		-23	34	5	6
[]m.	The amount of taxes people pay to local						
<i>.</i>	government	1 -		-23	34	5	6
[]n.	Too much government spending	1 ·		-23	34	5	6
[]o.	(T) The condition of parks and recreational						
	areas						
[]p.	(T) Loss of farmland	1 -		-23	34	5	6
[]q.	Water quality	1 -		-23	34	5	6
[]r.	(T) Pollution of rivers and streams	1 -		-23	34	5	6
[]s.	Flooding	1 -		-23	34	5	6
[]t.	The state budget deficit	1 -		-23	34	5	6
/RES	UME ASKING ALL RESPONDENTS)						
10.	(T) Based on what you know, how would	vou rate the	overa	II condition	n of the Sa	an Franciso	o Bay
	(READ LIST)	,					
		Excellent				1	
		Good				2	
		Just fair, or				3	
		Poor					
		(DON'T KNC)W/NA)		5	
11.	(T) Do you expect the condition of the San F (IF BETTER/WORSE, ASK: Is that much B		RSE or	just somev	vhat?)		years?
		Somewhat be					
D		(NO DIFFER					
		Somewhat w					
		Much worse					
		(DON'T KNC					
	UME ASKING ALL RESPONDENTS)	EIO OLIEOTI	0110.4	DOUT TIL			
NOW	I WOULD LIKE TO ASK YOU A FEW SPECI	FIC QUESTI	ONS A	BOUT THI	E SAN FRA	NCISCO I	BAY.
12.	Next, I'm going to read you a list of statemen statement, I'd like you to tell me whether you ASK: "Is that strongly AGREE/DISAGREE of	generally ag	ree or	disagree. (IF AGREE/		E,
		9	STR.	S.W.	S.W.	STR.	(DK/
(SPLI	T SAMPLE A ONLY)		GREE	AGREE	DISAG.	DISAG.	NA)
[]a.	(T) San Francisco Bay is very important to						
••	my quality of life		- 1	2	3	4	5
[]b.	(T) The presence of the Bay increases the						
	value of homes throughout the Bay Area		- 1	2	3	4	5
[]c.	(T) Only those people and businesses that						
	are located right along the Bay, or have a						
	view of the Bay, really benefit from it		- 1	2	3	4	5
		_		0.147	0 144	OTE	/D://
MAR: :	T CAMPLE A CONT \		TR.	S.W.	S.W.	STR.	(DK/
1000000	T SAMPLE A CONT.)	AC	REE	AGREE	<u>DISAG.</u>	DISAG.	NA)
[]d.	(T) Being close to the Bay is a major reason why I have chosen to live where I live		1	2	2	А	E
(epi i			.		J	4	5
(SPLI	T SAMPLE B ONLY)						

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I AINDAIM,	INICOLIII,			MOOUGHILO

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[]e.	(T) It is important for the region's economy to have a clean, health and vibrant San					
[]f.	Francisco Bay (T) We need better public access to the San	- 1	-2	3	-4	
[]ı.	Francisco Bay so more people can enjoy					~~
	everything that it has to offer	- 1	-2	3	4	5
[]g.	(T) I would be willing to pay more in taxes					
	for wetlands restoration if I knew more					
	about the benefits of restoring the wetlands					
	around San Francisco Bay	- 1	-2	3	4	5
[]h.	(T) Taking care of the San Francisco Bay is	4	2	2	4	r.
	a government responsibility	-	-	J	4	J

NOW I WOULD LIKE TO RETURN TO OUR DISCUSSION OF ONE OF THE MEASURES WE DISCUSSED EARLIER, THE 25 DOLLAR PARCEL TAX MEASURE TO IMPROVE WATER QUALITY IN THE SAN FRANCISCO BAY, PROTECT ENDANGERED WILDLIFE, INCREASE FLOOD PROTECTION, RESTORE SHORELINE, WETLANDS MARSHES AND RELATED HABITAT AND EXPAND PARKS AND PUBLIC ACCESS TO THE BAY.

13. I am going to read you a list of specific projects that might be funded through this measure. As I read each one, please tell me how important it is to you that that project be funded: extremely important, very important, somewhat important, or not important. (RANDOMIZE)

		EXT. IMP.	VERY IMP.	S.W. IMP.	NOT IMP.	(DON'T READ) DK/NA
(SPLI	T SAMPLE A ONLY)					
[]a.	Improving water quality					
[]b.	Protecting endangered fish and wildlife	1	2	3	4	5
[]c.	Restoring Bay wetlands					
[]d.	(T) Protecting migrating birds like shorebirds and ducks -	1	2	3	4	5
[]e.	(T) Protecting grasslands around the Bay	1	2	3	4	5
[]f.	(T) Creating new areas around the Bay for swimming,					
	hiking, biking, wildlife viewing and other recreational					
	activities					
[]g.	(T) Protecting woodlands around the Bay					
[]h.	Restoring shoreline					
[]i.	Increasing flood protection for Bay area cities					
[]j.	Protecting against sea level rise	1	2	3	4	5
(CDL)	T CAMPLE D ONLY)					
	T SAMPLE B ONLY)					
[]k.	(T) Improving water quality in rivers and streams	4	2	2		_
r 11	around San Francisco Bay			3	4	5
[]].	Restoring land surrounding the Bay to its natural habitat	4	2	2		_
	Tiabitat			3	4	
		EXT.	VERY	S.W.	NOT	(DON'T READ)
		IMP.	IMP.	IMP.	IMP.	DK/NA
(SPLI	T SAMPLE B CONT.)	11411	HVIF.	HVIF.	HWIF.	DIVINA
[]m.	(T) Protecting habitat for endangered fish and wildlife	1	2	3	1	5 <i>(</i>
[]n.	Improving drinking water quality					
[]0.	Restoring wetlands that provide flood protection					
[]p.	(T) Reducing levels of pollution in the Bay					
[]q.	(T) Creating more parks and open space for public use		<u> </u>	J	¬	J
1177	around the Bay	1	2	3	4	5
		•		•	-	-

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[]r. []s.	Restoring tidal marshes Providing opportunities for kids to learn about the					
]]t.	environment Dealing with the impact of climate change	1 1	2 2	3 3	4 4	5 5
(RES	Next, I am going to read you a pair of statements. After I statement comes closest to your own opinion, even if new exactly. (ROTATE)	ither of the	statemer			
	[] It does not matter to me if revenues generated by this in my county, as long as funding goes to the most effecti improve the Bay	ve projects	s to		1	
	OR					
	[] I only want revenues raised in my county to be spent in	n my coun	ty		2	
	(DON'T READ) (BOTH) (NEITHER) (DON'T KNOW/NA)				4	
1	I WOULD LIKE TO SHARE A LITTLE MORE INFORMAT NCISCO BAY.	TION WITH	I YOU AE	BOUT TI	HE SAN	
15.	I'm going to read you a list of facts about the condition of please tell me how concerned you are about that item: e somewhat concerned or not too concerned. (ROTATE)					
[]a.	XX species of fish, birds, and animals that live in San	EXT. CONC.		CONC.		
[]b.	Francisco Bay have been designated as endangered XX percent of all Bay fish sampled have been contaminated with harmful chemicals like PCBs,					
	mercury and pesticides that made them unsafe to eat	EXT. CONC.	VERY	S.W.	тоо	NOT (DK/
[]c.	Today, only 5 percent of the Bay's original wetlands remain and the Bay is threatened everyday by pollution and sprawl					
[]d.	XX percent of the original marsh, and river habitat around the San Francisco Bay either no longer exists or has been developed					
[]e.	Native fish populations in the Bay have declined by XX percent since XX, leading to a collapse of commercial and recreational fishing					
[]f.]]g.	Many fish that are caught in the Bay are not safe to eat Scientists advise that a healthy, sustainable Bay requires at leat 100,00 acres of tidal wetlands, but	1	2	3	4	5
	planned for restoration.	1	2	3	4	5

(RESUME ASKING ALL RESPONDENTS)

NOW I WOULD LIKE TO READ SOME STATEMENTS FROM SUPPORTERS AND OPPONENTS OF THE 25 DOLLAR PARCEL TAX MEASURE WE HAVE BEEN DISCUSSING, WHICH WOULD IMPROVE WATER QUALITY IN THE SAN FRANCISCO BAY AND RESTORE SURROUNDING HABITAT AND NATURAL AREAS.

16. First, <u>supporters</u> of this measure say the San Francisco Bay is an important part of the natural beauty and unique quality of life we enjoy in the Bay Area. They say that if we don't act now to protect the Bay, our children and grandchildren will not be able to enjoy recreational opportunities and the Bay's natural beauty and public health and safety benefits like we do today. Supporters point out that this measure will also help restore wetlands and other natural habitat that help filter toxins and prevent soil and shoreline erosion, keeping our water clean and helping to prevent floods. Restoring these wetlands has the added benefit of protecting dozens of species of plants, animals, birds and fish. This measure will also bring in state and federal matching funds to the Bay Area that would otherwise go to other communities and projects.

Now that you have heard more about it, let me ask you again about the 25 dollar parcel tax measure to protect and restore the San Francisco Bay, If the vote on this measure were held today, would you vote yes in favor of this measure or no to oppose it? (IF YES/NO ASK): "Is that definitely (YES/NO) or just probably (YES/NO)?" (IF UNDECIDED, ASK:) Well, do you lean towards voting yes or no?

Definitely yes	1
Probably yes	2
Undecided, lean yes	3
Undecided, lean no	4
Probably no	5
Definitely no	6
(DON'T READ) DK/NA	





17.	Opponents of this measure say that with the economy still in deep recession we simply cannot afford any increase in property taxes. They also say that with vital services being cut and a state budget deficit of nearly 20 billion dollars, there are other more important priorities for our tax dollars than the environment, including schools, public safety and roads. They say government cannot be trusted to manage any additional tax dollars and any funds from this measure would simply be mismanaged and wasted.						
	Sometimes over the course of a surveask you again about the 25 dollar parthe vote on this measure were held to it? (IF YES/NO ASK): "Is that definithe Well, do you lean towards voting yes	cel tax measure to proday, would you vote tely (yes/no) or just p	rotect and restore yes in favor of th	e the San Fr nis measure	ancisco Bay. If or no to oppose		
		Definitely yes		1			
			Probably yes2				
		Undecided, lean yes 3					
		Undecided, lean no4					
		Probably no					
		Definitely no (DON'T READ) DK/N					
	,	(DON I READ) DIVIN	IA	/			
7	HESE ARE MY FINAL QUESTIONS, A	AND THEY ARE FOR	R CLASSIFICAT	ION PURPO	SES ONLY.		
	•	· · · · · · · · · · · · · · · · · · ·					
18.	I'm going to mention some places t mention, please tell me whether that is(ROTATE) Next is						
		FREQUENTLY <u>VISIT</u>			(DON'T READ) <u>DK/NA</u>		
[]a.	The San Francisco Bay		2	3	4		
[]b.	Ocean beaches	1	2	3	4		
[]c.	Local creeks and creek trails		2	3	4		
[]d.	Marinas along your area of the Bay	1	2	3	4		
[]e.	Local wetlands Parks near your area of the Bay	1	 2	3 2	4 1		
[]f.	Parks flear your area of the bay						
19.	Approximately how many miles is your home from San Francisco Bay? (OPEN-END—CODE IN APPROPRIATE CATEGORY)						
	Three miles or less 1						
			les				
	Five to ten miles3						
	11-20 miles4						
		21-30 miles 5					
		31 miles or mo			7		
		(DIVIREFUSEI	D/NA)		1		
20.	Do you have any children under the age of 19 living at home?						
		Yes			1		
			No 2				
À		(DON'T READ) DK/NA/REFUS	ED	3		
7	Daniel and a second second	Jan 20					
21.	Do you own or rent your place of residence?						

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		Rent		2			
			EAD) DK/NA/REFUSED				
22.	What was the last level of school yo	What was the last level of school you completed?					
		Less than	grade 12	1			
			4yrs of College				
			raduate (4)				
		Post gradu	* *				
			al School	5			
			D/NA)				
		Anglo/Whi African-Am Asian	r Latinotenerican or Black	2 3 4			
			else				
		(DON'T RE	EAD) Refused/NA	6			
24.	In what year were you born?						
		1992-198	6 (18-24)	1			
			1 (25-29)				
			6 (30-34)				
			1 (35-39)				
			6 (40-44)				
		1965-196	1 (45-49)	6			



THANK AND TERMINATE					
Sex: By Observation	Male				
	Female	2			
Party Registration:	Democrat	1			
.,.	Republican				
	Other				
Name	Phone #				
Zip Code	Date				
DMA#	Voter ID#				
Interviewer	Rep #				
Verified by	Page #				
Yes 1 No 2 FLAGS 1 P02 1 G02 2 P04 3 G04 4 P06 5 G06 6 P08 7 G08 8 BLANK 9					
COUNTY Alameda					
Sonomo 0					



