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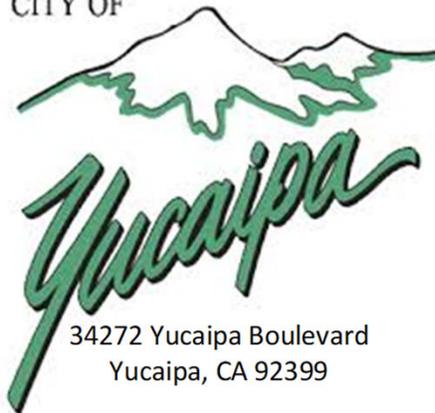
I.D. Voter support for a Funding Measure to....

**Address Annual Deficit in City's
Paramedic Program**

Thru Increase to Existing Assessment OR Sales Tax

Proposal prepared expressly for the...

CITY OF



34272 Yucaipa Boulevard
Yucaipa, CA 92399

September 2019

Strategy Research Institute
An Institute for **CONSENSUS BUILDING**
WWW.SRI-CONSULTING.ORG
800.224-7608



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Yucaipa Funding Feasibility Survey
September 2019

Research Design

Sample size: **N=400**
(N=63 Opinion Leaders)

Population surveyed: **Registered Voters**

Sampling Error: **±4 to 5%**

Data Collection: **Sept 12 thru Sept 19, 2019**



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Figure 1
Yucaipa Funding Feasibility Survey
September 2019

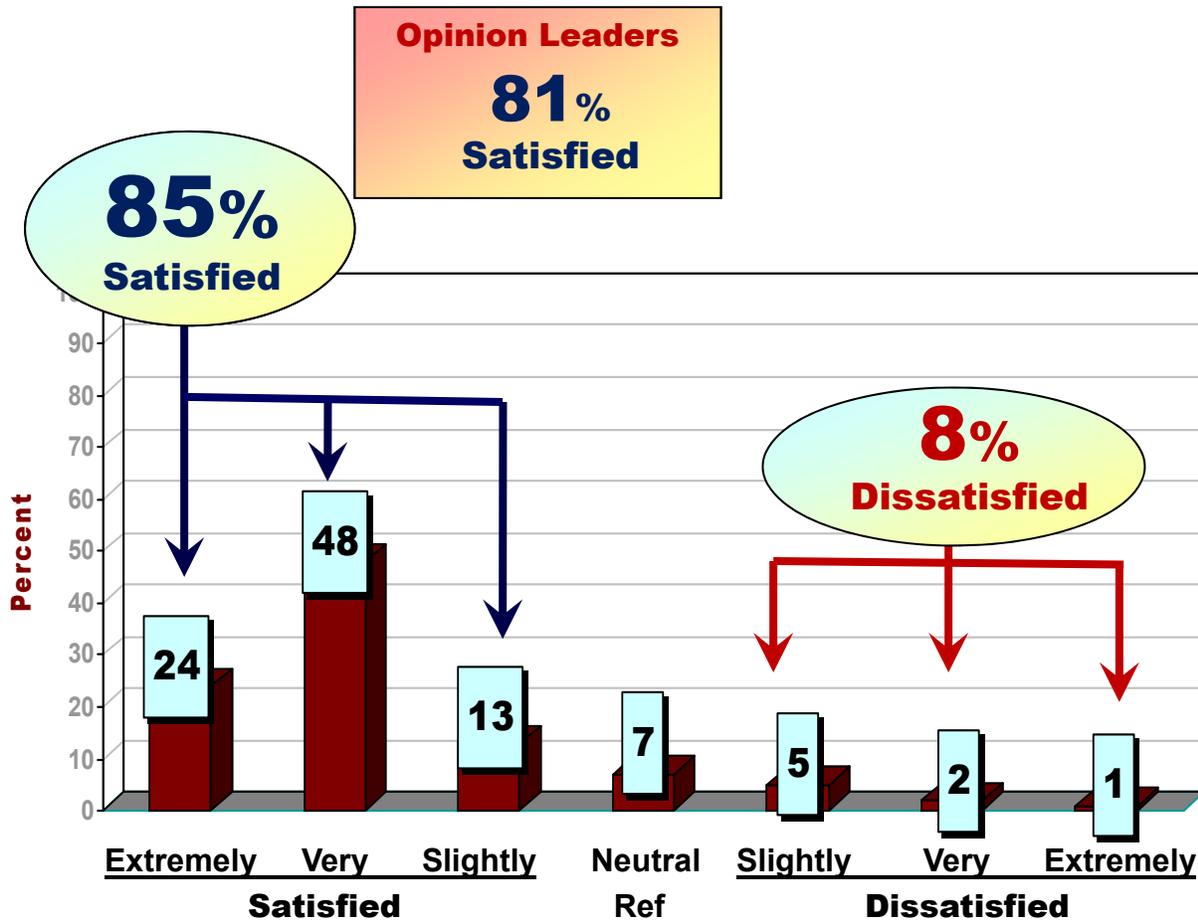
Satisfaction with...
Quality of Life
as a Resident of Yucaipa



Figure 1
Yucaipa Funding Feasibility Survey
September 2019

Satisfaction with... **Quality of Life** as a Resident of Yucaipa

Question 1.0: Overall, how satisfied are you with the **QUALITY OF LIFE** as a resident of Yucaipa??



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Figure 2
Yucaipa Funding Feasibility Survey
September 2019

Would You Prefer...

**Increase in Special Assessment or
Cut Back on Paramedic Services**

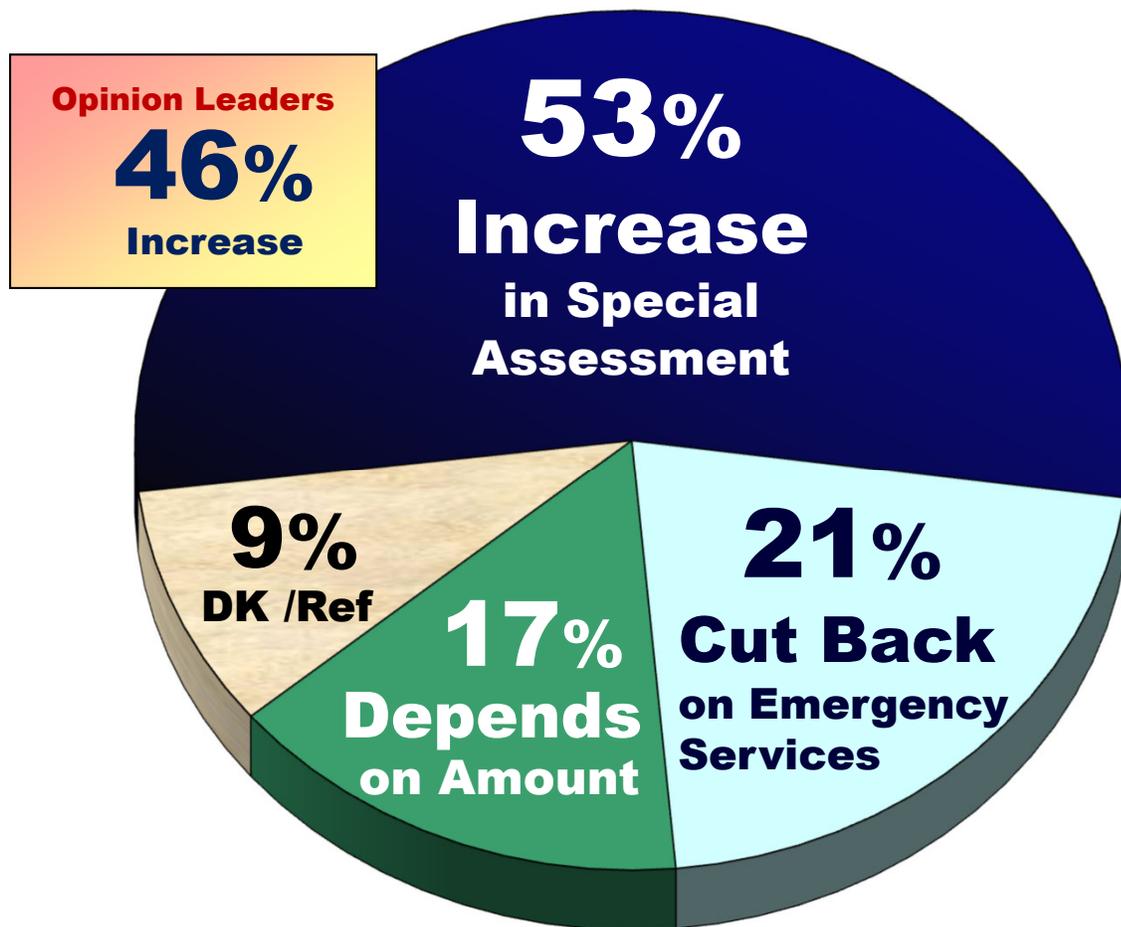


Figure 2
Yucaipa Funding Feasibility Survey
September 2019

Would You Prefer...

Increase in Special Assessment or Cut Back on Paramedic Services

Question 4.0: City officials are faced with two alternatives; one, asking local voters to authorize an increase in the Special Assessment OR, two, significantly cutting back on the level of paramedic services presently being provided through the City's Paramedic Program. Would you prefer that City officials...



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Yucaipa Funding Feasibility Survey
September 2019

Threshold

of Willingness to Pay



Figure 3A
Yucaipa Funding Feasibility Survey
September 2019

Amount *Willing to Pay* for Special Assessment for Paramedic Services **\$8.66/month/parcel of property owned**

Question 5.0-5.2: More specifically, in order to avoid having to make significant cutbacks in the level of paramedic or fire protection services presently being provided to Yucaipa residents would you be willing to authorize an increase in the annual Special Assessment for paramedic services from \$52 to \$104, which is \$8.66 per month, per parcel of property owned?

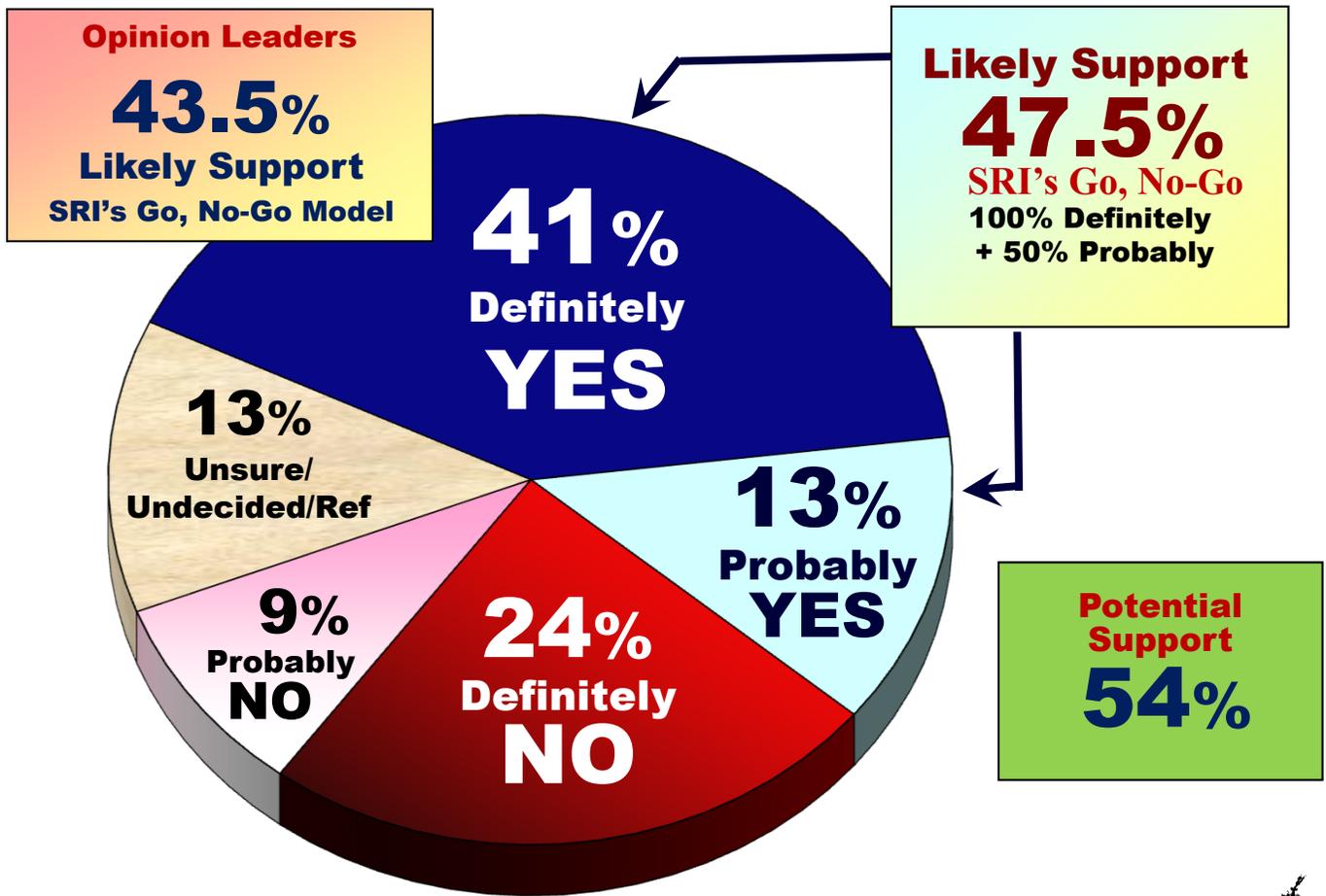
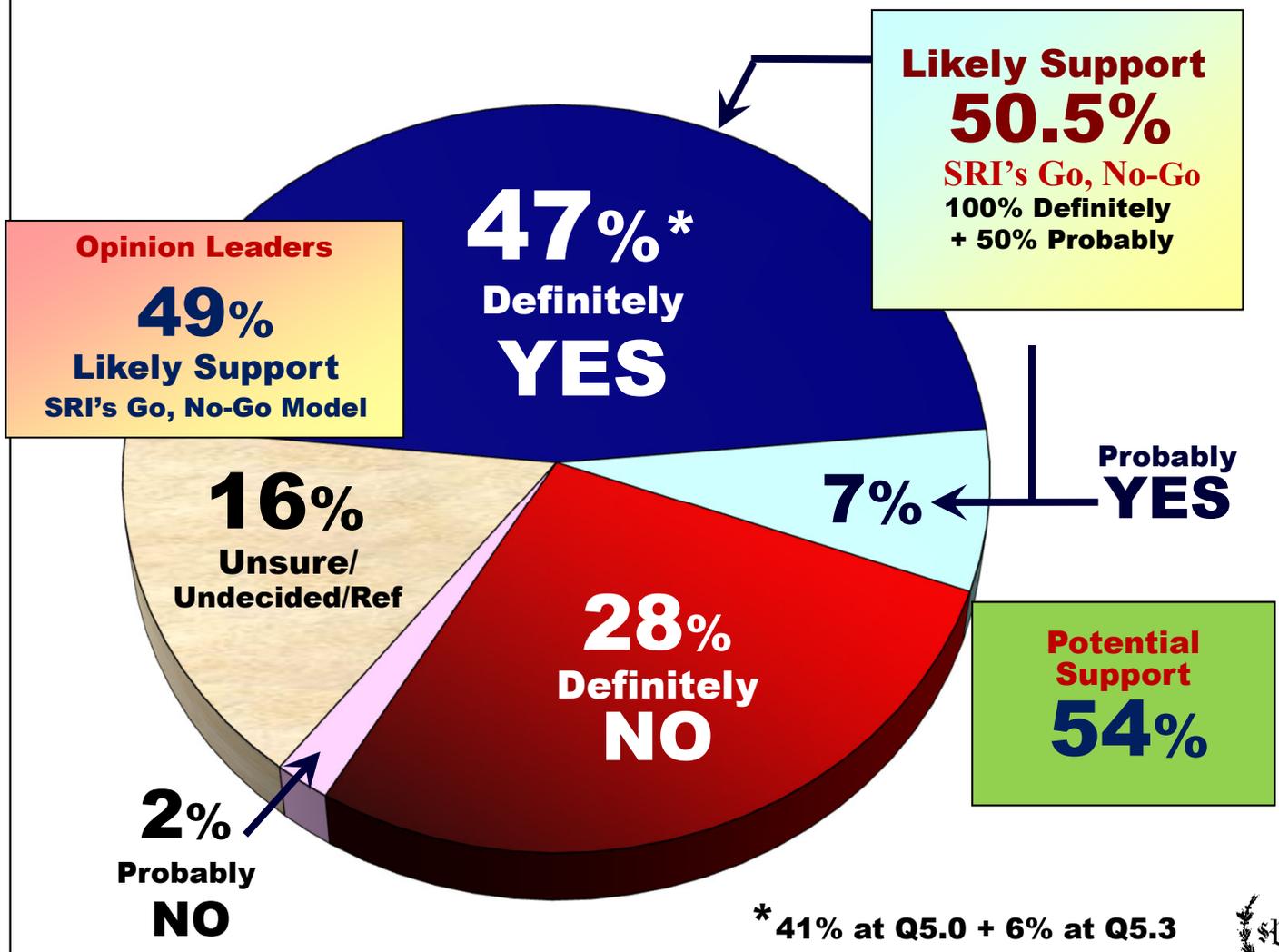


Figure 3B
Yucaipa Funding Feasibility Survey
September 2019

Amount *Willing to Pay* for Special Assessment for Paramedic Services **\$8/month**/parcel of property owned

Question 5.3: More specifically, in order to avoid having to make significant cutbacks in the level of paramedic or fire protection services presently being provided to Yucaipa residents would you be willing to authorize an increase in the annual Special Assessment for paramedic services from \$52 to \$96 per year, per parcel of property owned, which is \$8 per month?



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Figure 3C
Yucaipa Funding Feasibility Survey
September 2019

Amount *Willing to Pay* for Special Assessment for Paramedic Services **\$6/month**/parcel of property owned

Question 5.4: More specifically, in order to avoid having to make significant cutbacks in the level of paramedic or fire protection services presently being provided to Yucaipa residents would you be willing to authorize an increase in the annual Special Assessment for paramedic services from \$52 to \$72 per year, per parcel of property owned, which is \$6 per month?

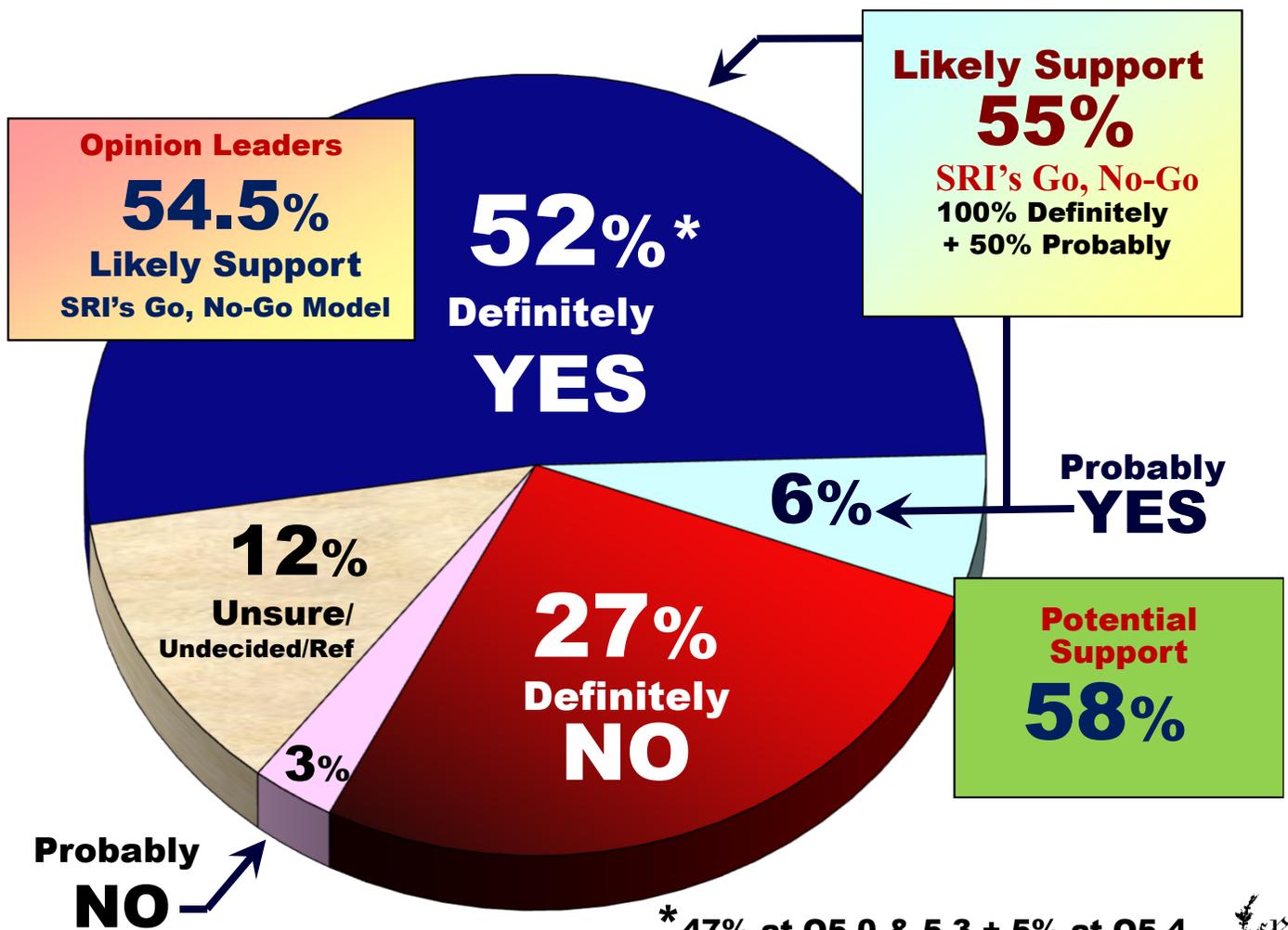
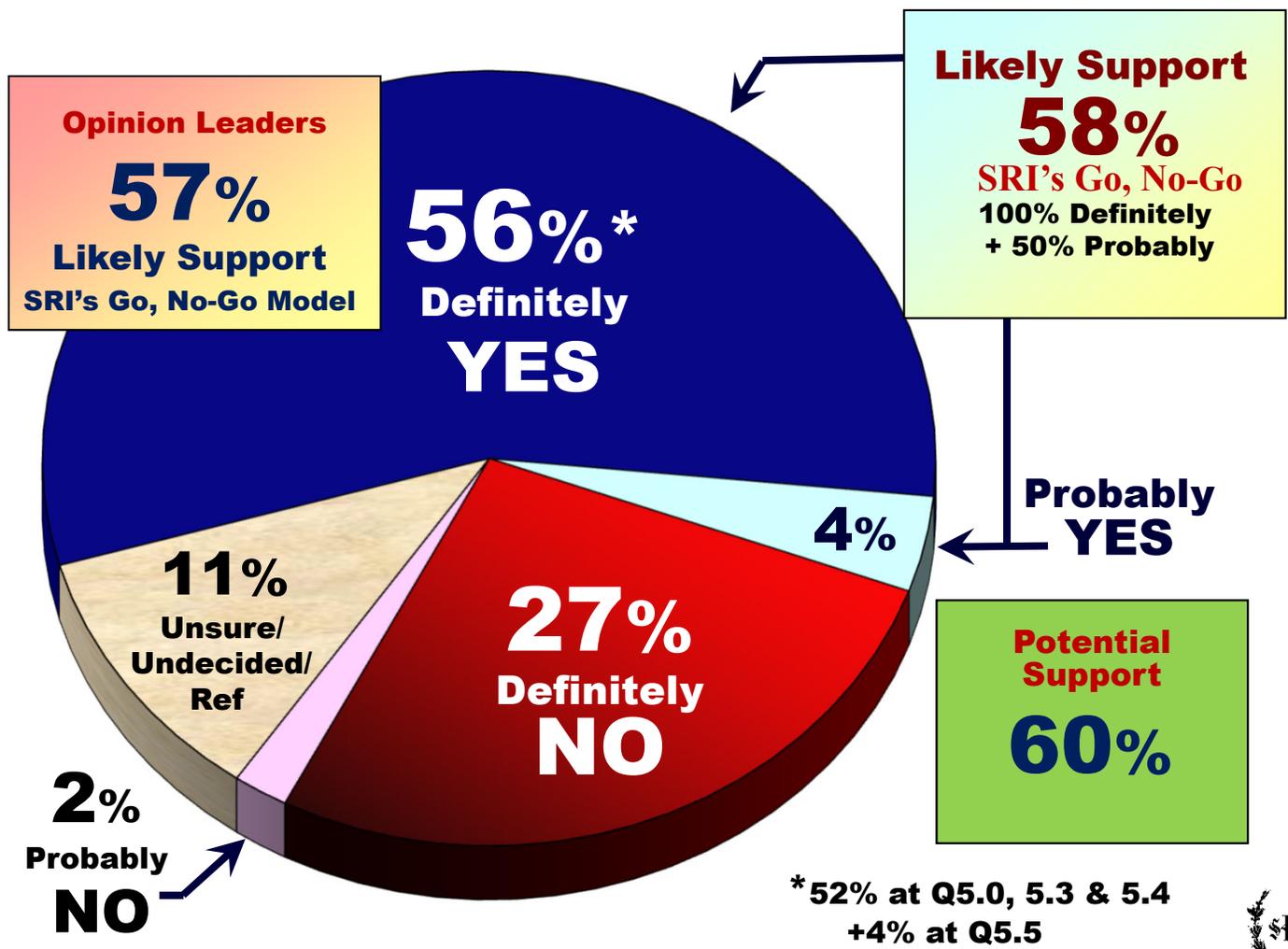


Figure 3D
Yucaipa Funding Feasibility Survey
September 2019

Amount *Willing to Pay* for Special Assessment for Paramedic Services **\$5/month**/parcel of property owned

Question 5.5: More specifically, in order to avoid having to make significant cutbacks in the level of paramedic or fire protection services presently being provided to Yucaipa residents would you be willing to authorize an increase in the annual Special Assessment for paramedic services from \$52 to \$60 per year, per parcel of property owned, which is \$5 per month?



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Yucaipa Funding Feasibility Survey
September 2019

Summary

of Willingness to Pay

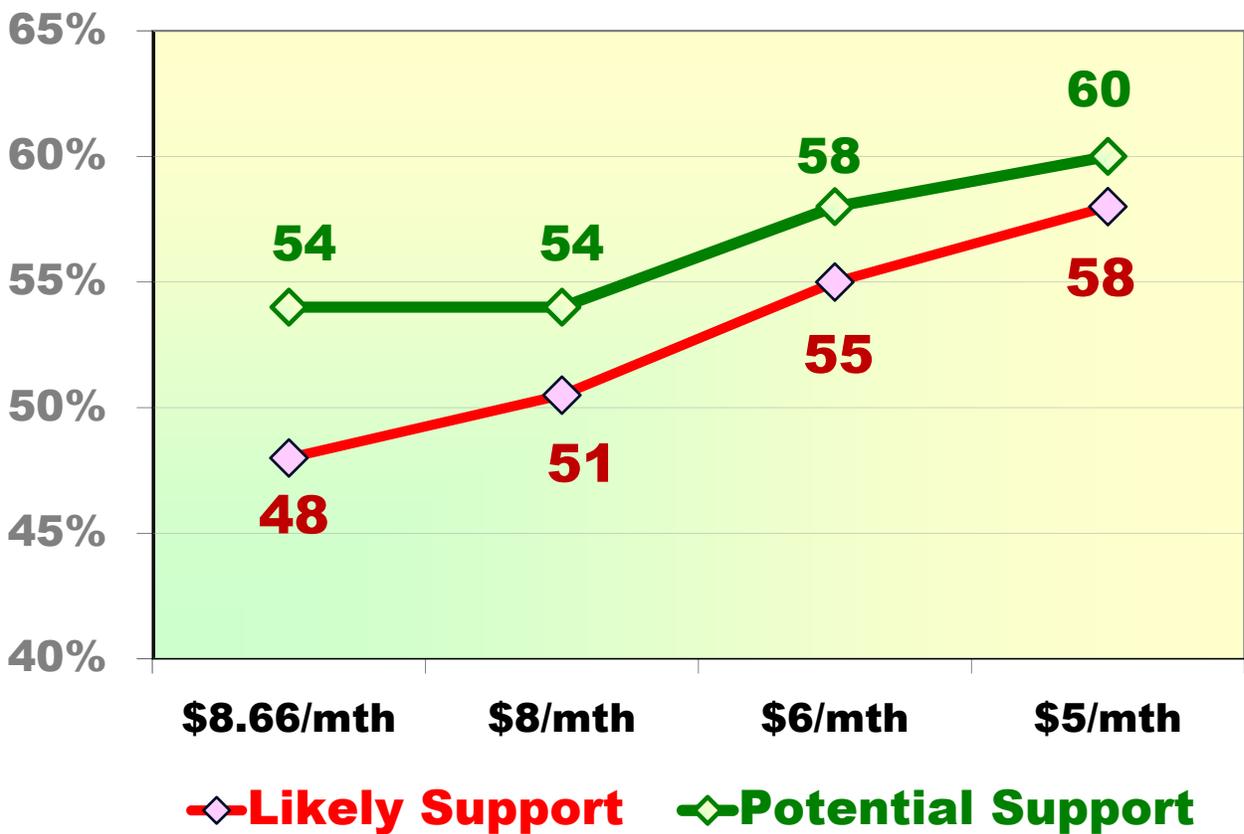


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Figure 3E
Yucaipa Funding Feasibility Survey
September 2019

Summary

of *Willingness to Pay*



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Yucaipa Funding Feasibility Survey
September 2019

Arguments

**In Support of and in Opposition to
Proposed Funding Measure**



Figure 4A
Yucaipa Funding Feasibility Survey
September 2019

Arguments For/Against
Increasing Assessment for Paramedic Services...
Providing EMS thru City's Paramedic
Program vs. Ambulance
Reduces Response Time

Question 6.5 Providing emergency medical services through the City's Paramedic Program vs. normal ambulance service significantly reduces **RESPONSE TIME** from highly trained and qualified medical personnel; thus, dramatically reducing the risk of loss of life.

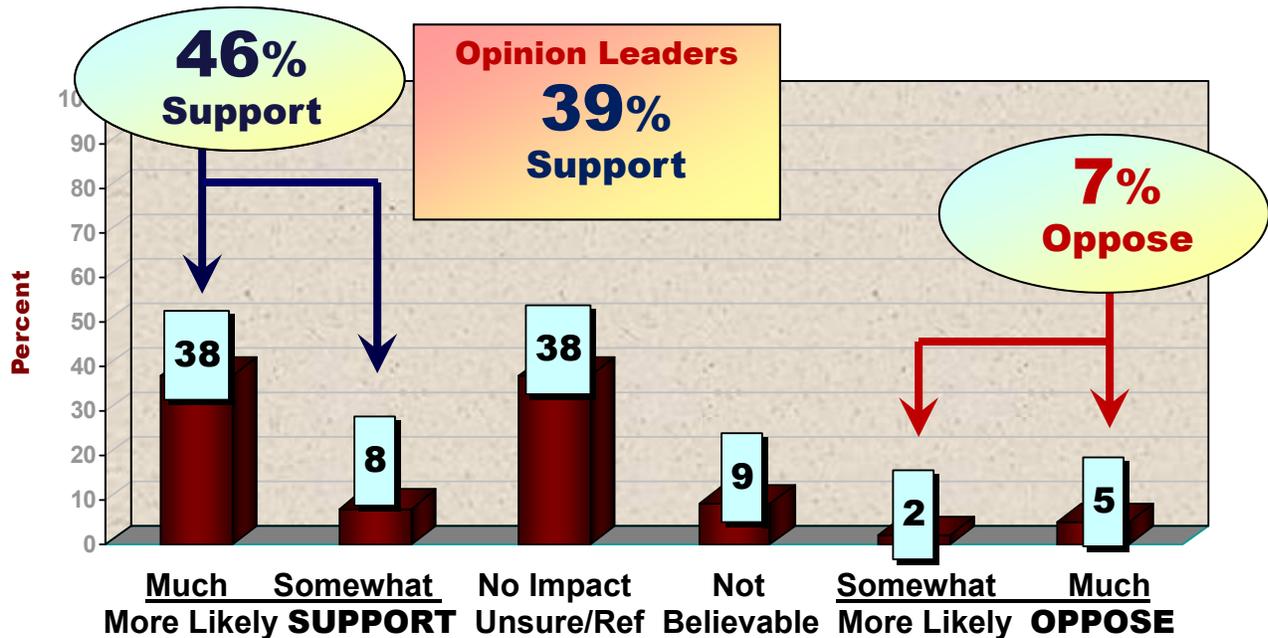


Figure 4B
Yucaipa Funding Feasibility Survey
September 2019

**Arguments For/Against
Increasing Assessment for Paramedic Services ...**

**Private Ambulance Service Will
Increase Response Time**

Question 6.3: Without the City providing paramedic services, when calling 911, Yucaipa residents will have to wait longer for an ambulance when provided through a private ambulance company.

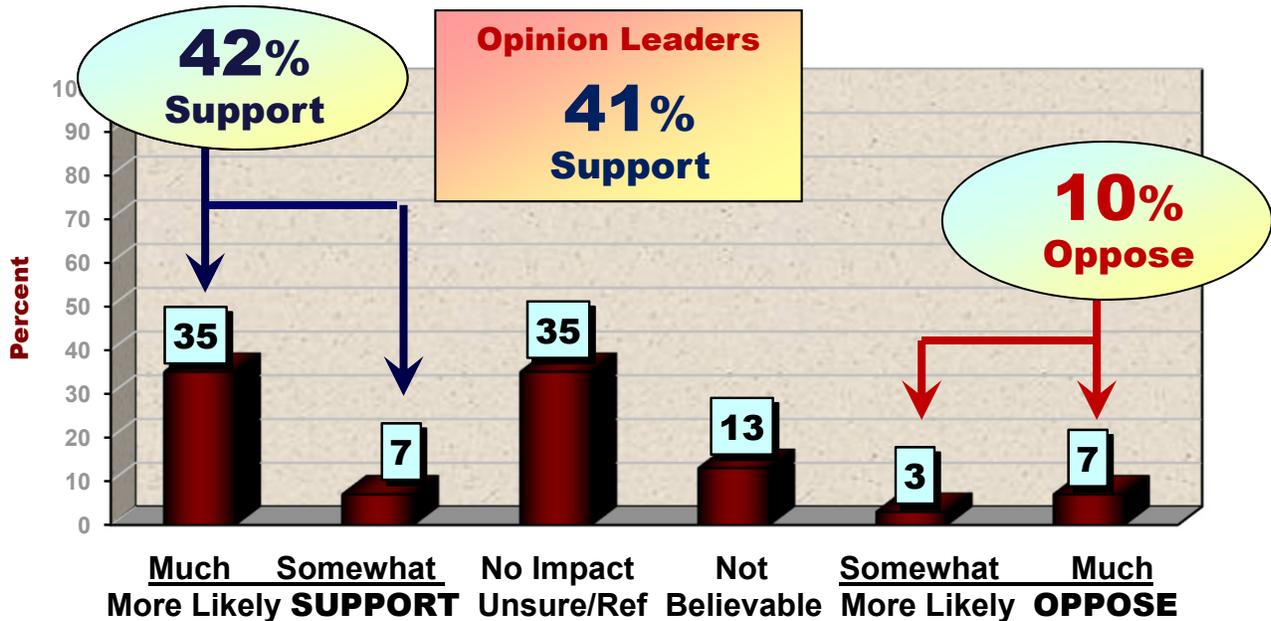


Figure 4C
Yucaipa Funding Feasibility Survey
September 2019

**Arguments For/Against
Increasing Assessment for Paramedic Services...**

Without These Funds...

There will be **DEEP Cutbacks in
Paramedic and/or Fire Protection Services**

Question 6.1: Without these funds, City officials will be forced to make deep cutbacks in the level of paramedic and/or fire protection services presently being provided to local residents; this would be devastating to the quality of life for ALL Yucaipa residents.

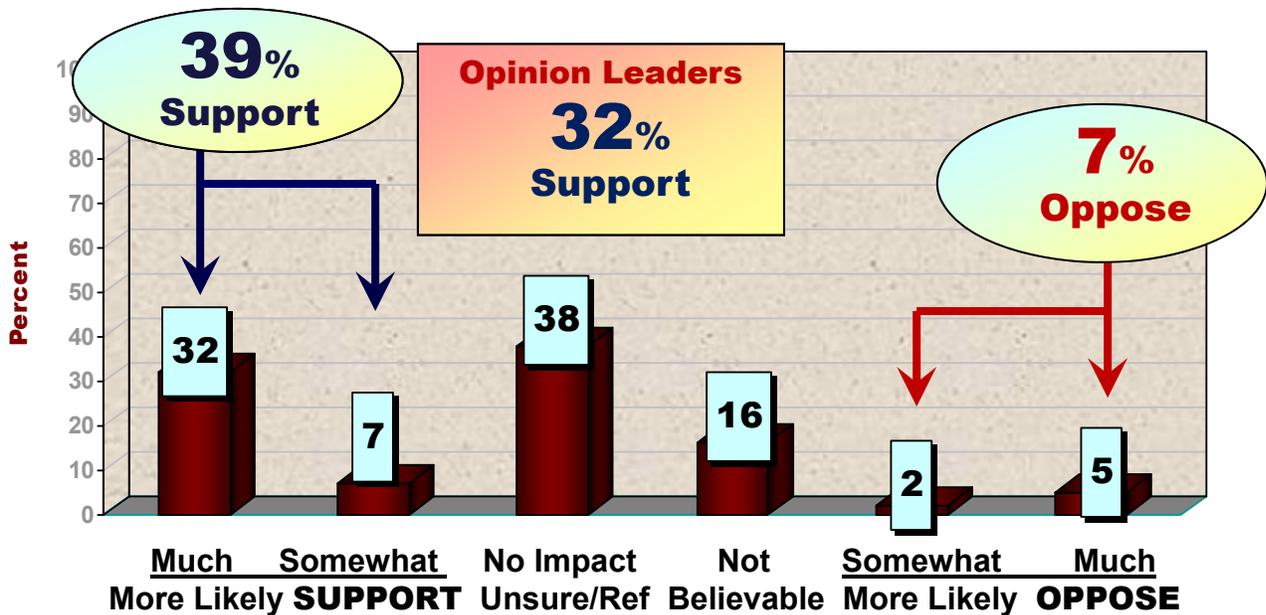


Figure 4D
Yucaipa Funding Feasibility Survey
September 2019

**Arguments For/Against
Increasing Assessment for Paramedic Services...**

**Without Additional Revenues
Fire Protection, Police & Other Critical Services
Will be Reduced**

Question 6.4 Without the revenues from the proposed funding Measure, the City will be forced to continue its “deficit spending” in order to provide adequate paramedic services, which means that the City will continue to take money out of the revenue stream that is intended to provide fire protection, police and other critical services. This is a risk we cannot afford.

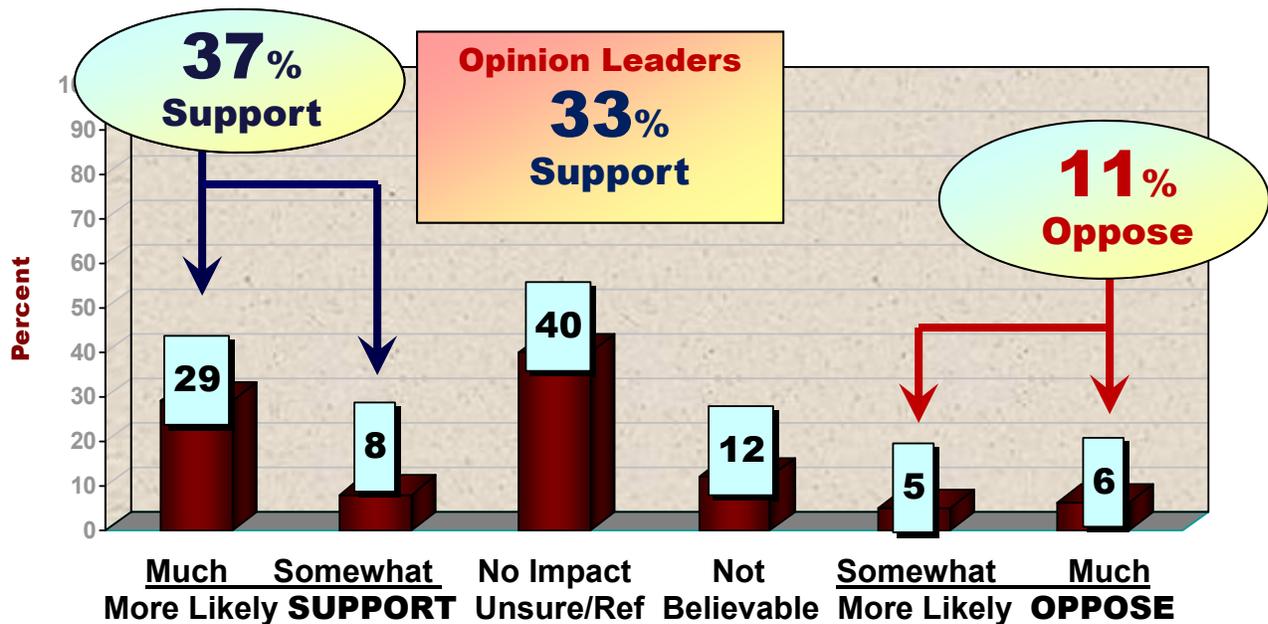


Figure 4E
Yucaipa Funding Feasibility Survey
September 2019

Arguments For/Against
Increasing Assessment for Paramedic Services ...

Taxes Are Already **TOO High**

Question 6.2: Taxes are simply too high. Yucaipa residents need tax relief. In fact, the proposed funding Measure should NOT have been placed on the local ballot in the first place.

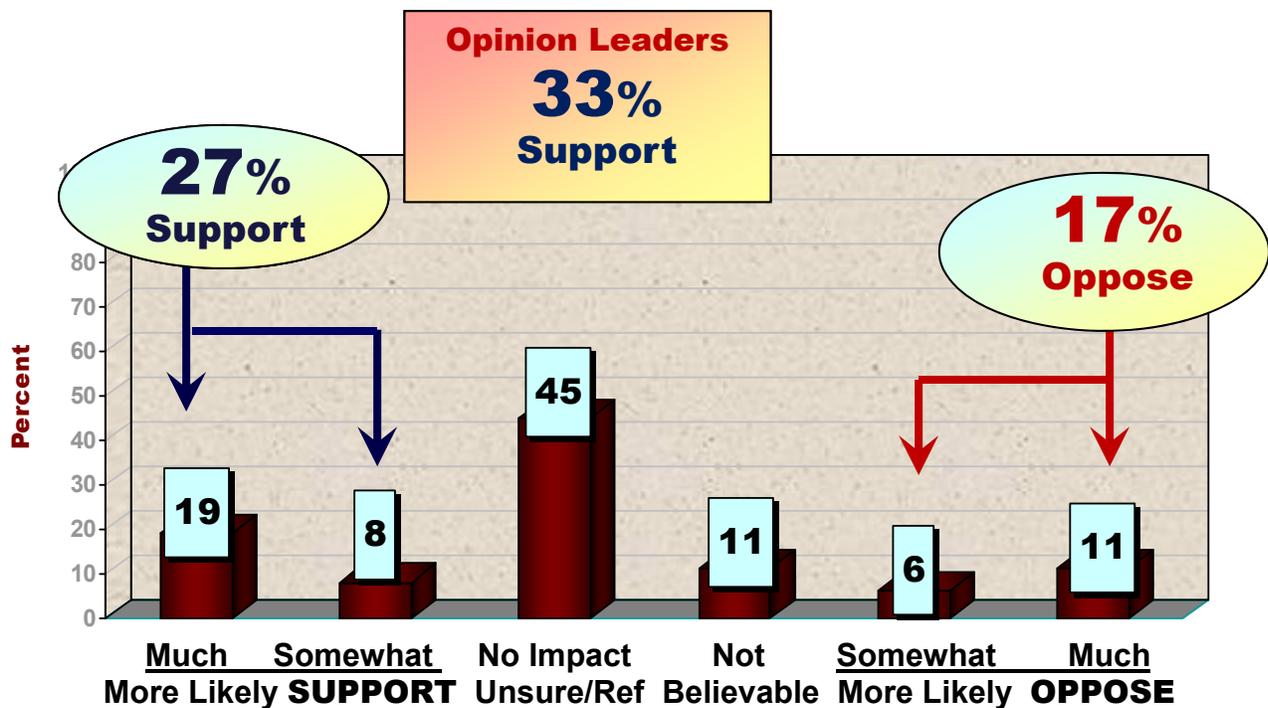
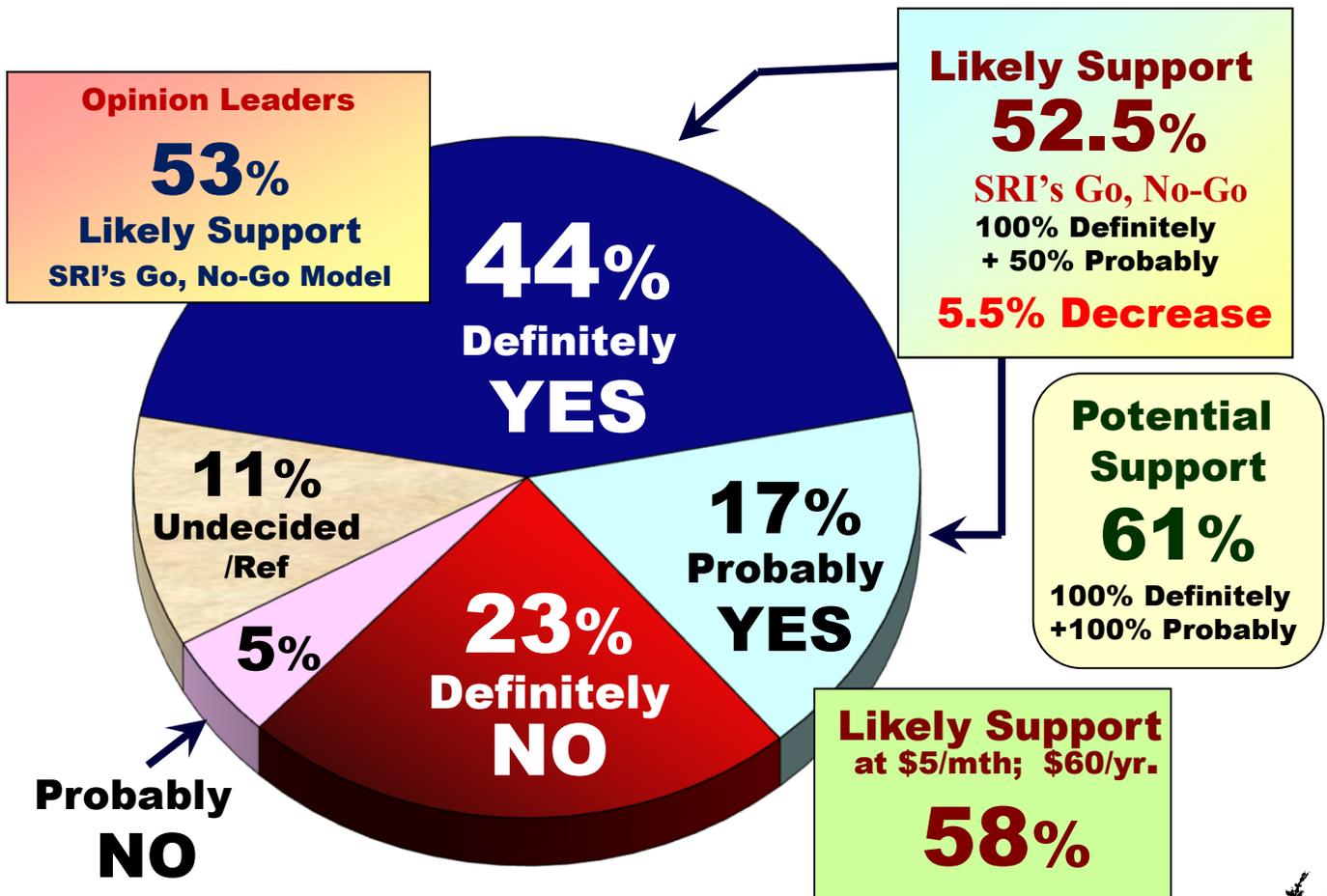


Figure 5
Yucaipa Funding Feasibility Survey
September 2019

Support for Special Assessment for Paramedic Services After Arguments

Question 7.0: Now that you have heard several arguments in **SUPPORT** of, and in **OPPOSITION** to, the notion of authorizing an increase to the annual Special Assessment necessary for keeping the level of paramedic services in place that are presently being provided through the City of Yucaipa, and assuming the amount of increase does **NOT** exceed your **THRESHOLD** of *willingness to pay*, would you vote **YES** or **NO** on such a funding Measure?



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Yucaipa Funding Feasibility Survey
September 2019

Need for...
Sunset Clause



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Figure 6A
Yucaipa Funding Feasibility Survey
September 2019

Support for...
**Keeping Proposed Special
Assessment in Place
Permanently**

Question 8.0 Because the need for the paramedic services presently being provided to local residents through the City will continue into the foreseeable future, would you recommend making the proposed increase in the annual Special Assessment, if authorized by Yucaipa voters, **PERMANENT**; or, would you want the increase to 'Sunset' (meaning terminate) in a specific number of years **OR** be brought back to local voters to be **RENEWED**?

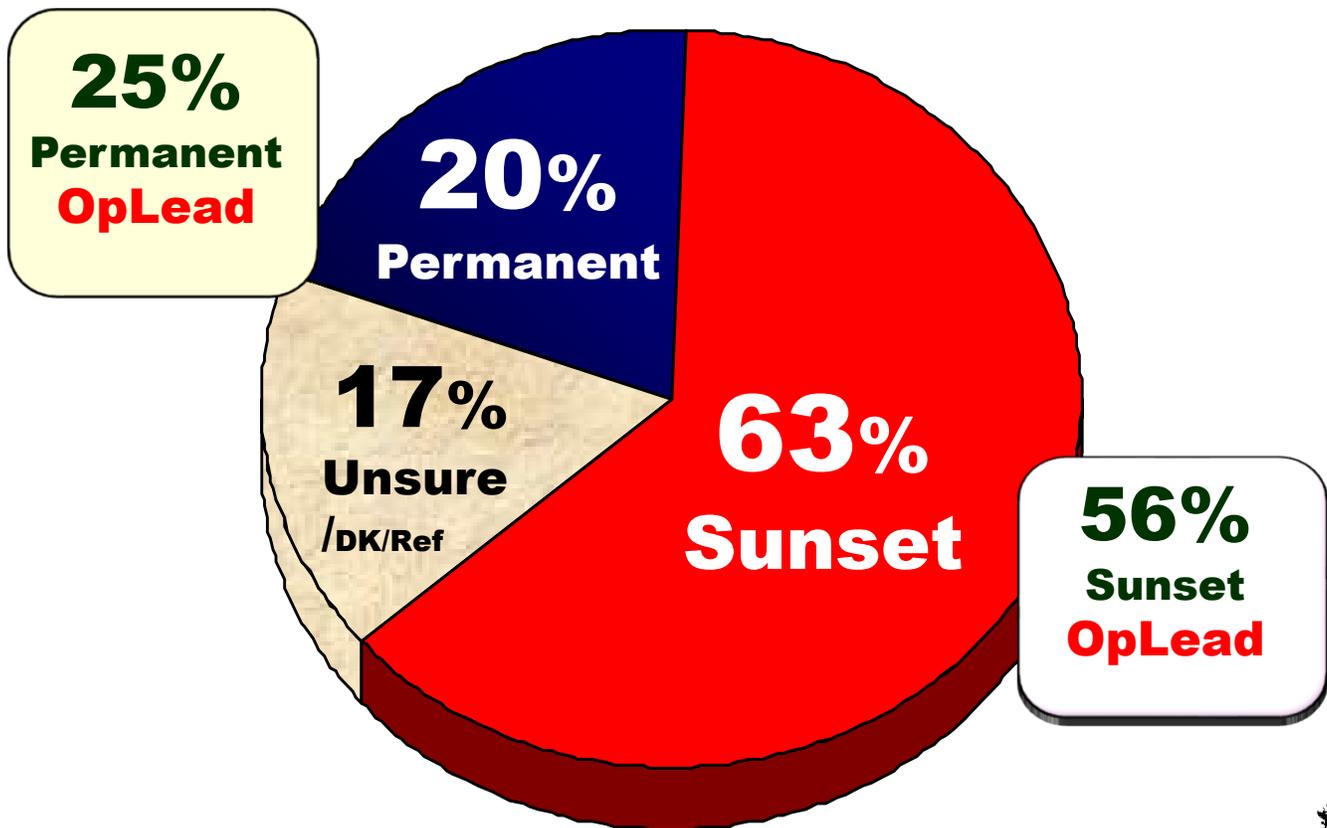


Figure 6B
Yucaipa Funding Feasibility Survey
September 2019

Support for...
**Keeping Proposed Special
Assessment in Place 30 Years**
Asked of Respondents who said NO or No Opinion at Q8.0

Question 8.1 Since you're not willing to support keeping this increase in the annual Special Assessment in place PERMANENTLY, would you be willing to keep it in place for 30 years; then have it terminate OR be brought back to local voters for renewal?

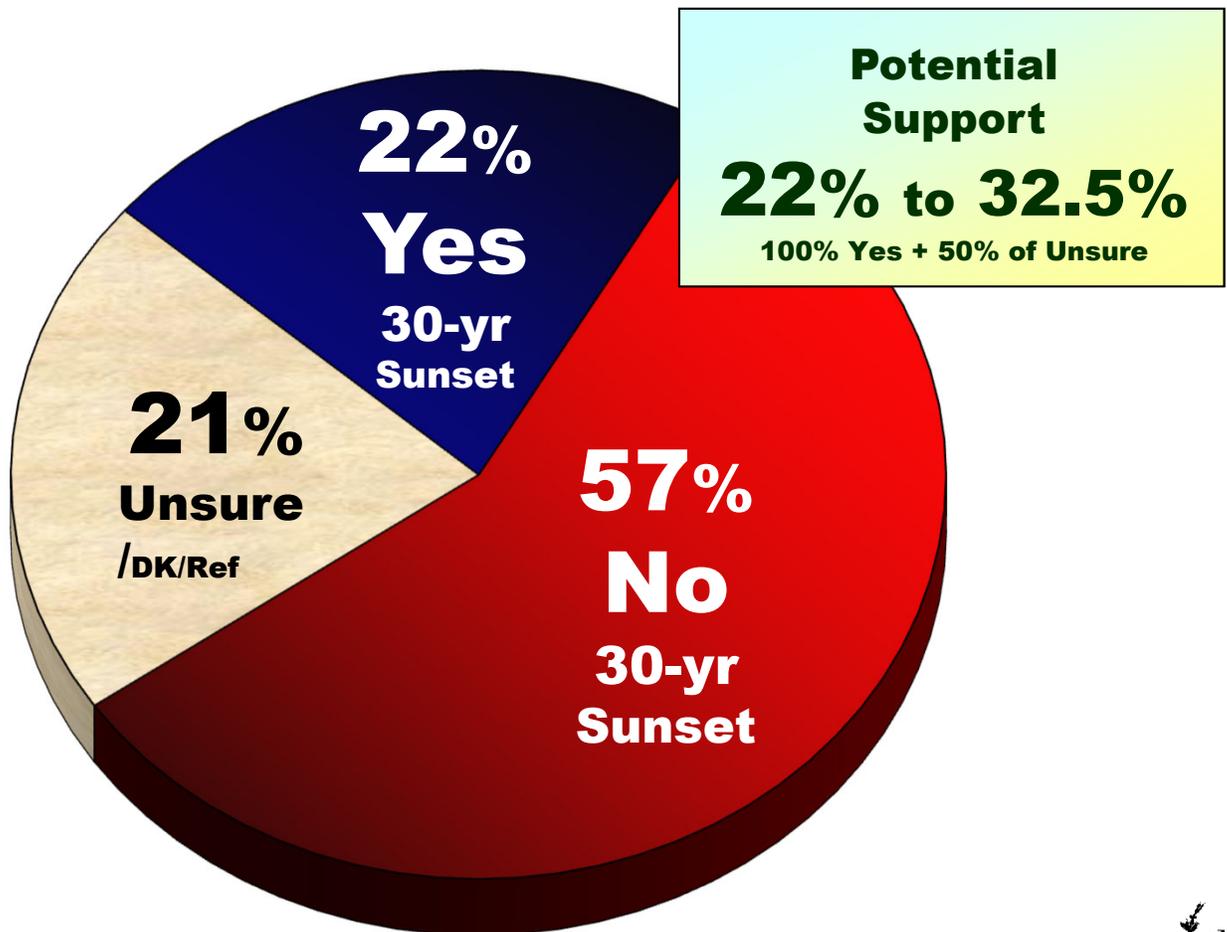


Figure 6C
Yucaipa Funding Feasibility Survey
September 2019

Support for... Keeping Proposed Special Assessment in Place **20 Years**

Asked of Respondents who said NO or No Opinion at Q8.0 & 8.1

Question 8.2 Since you're not willing to support keeping this increase in the annual Special Assessment in place for 30 years, would you be willing to keep it in place for 20 years; then have it terminate OR be brought back to local voters for renewal?

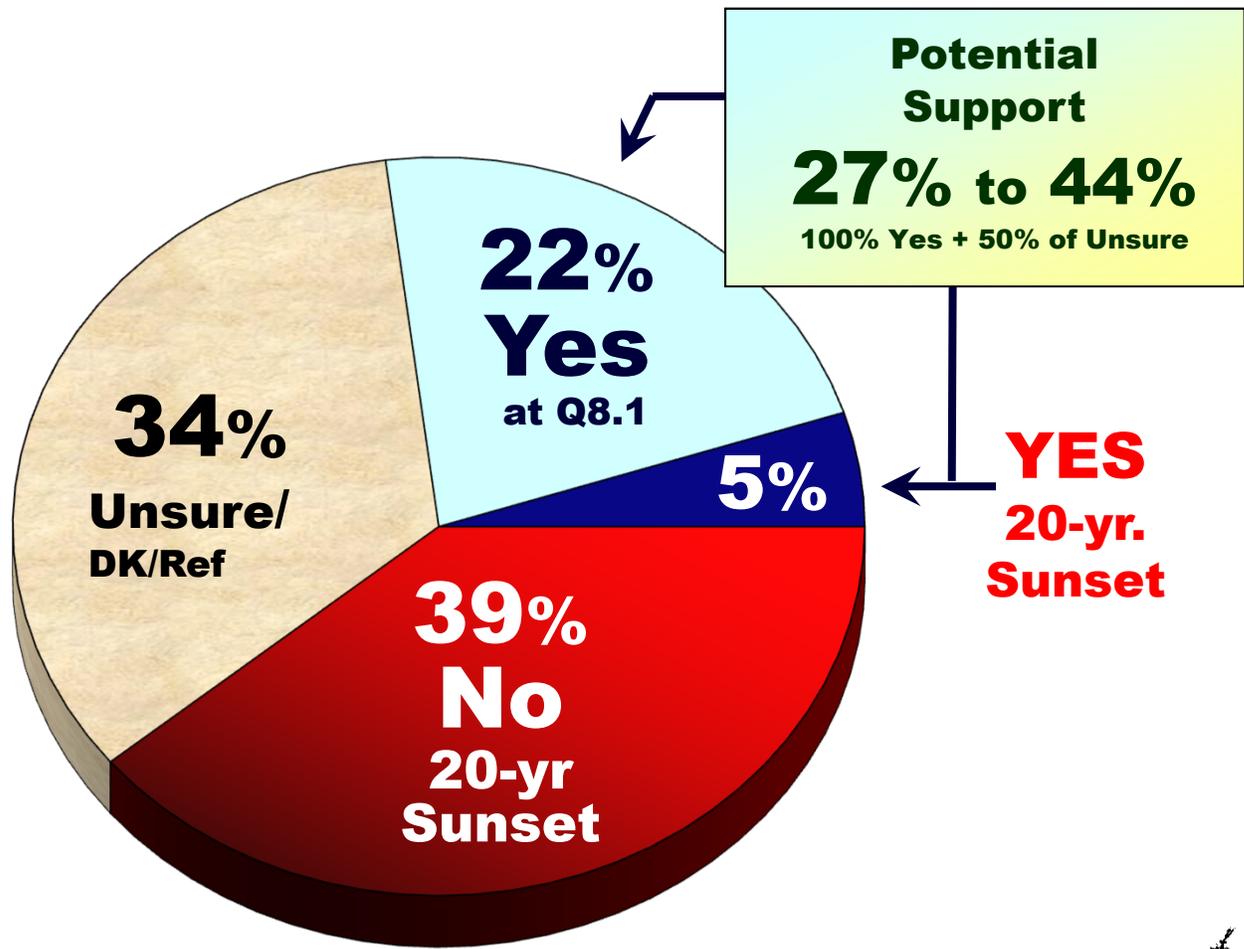
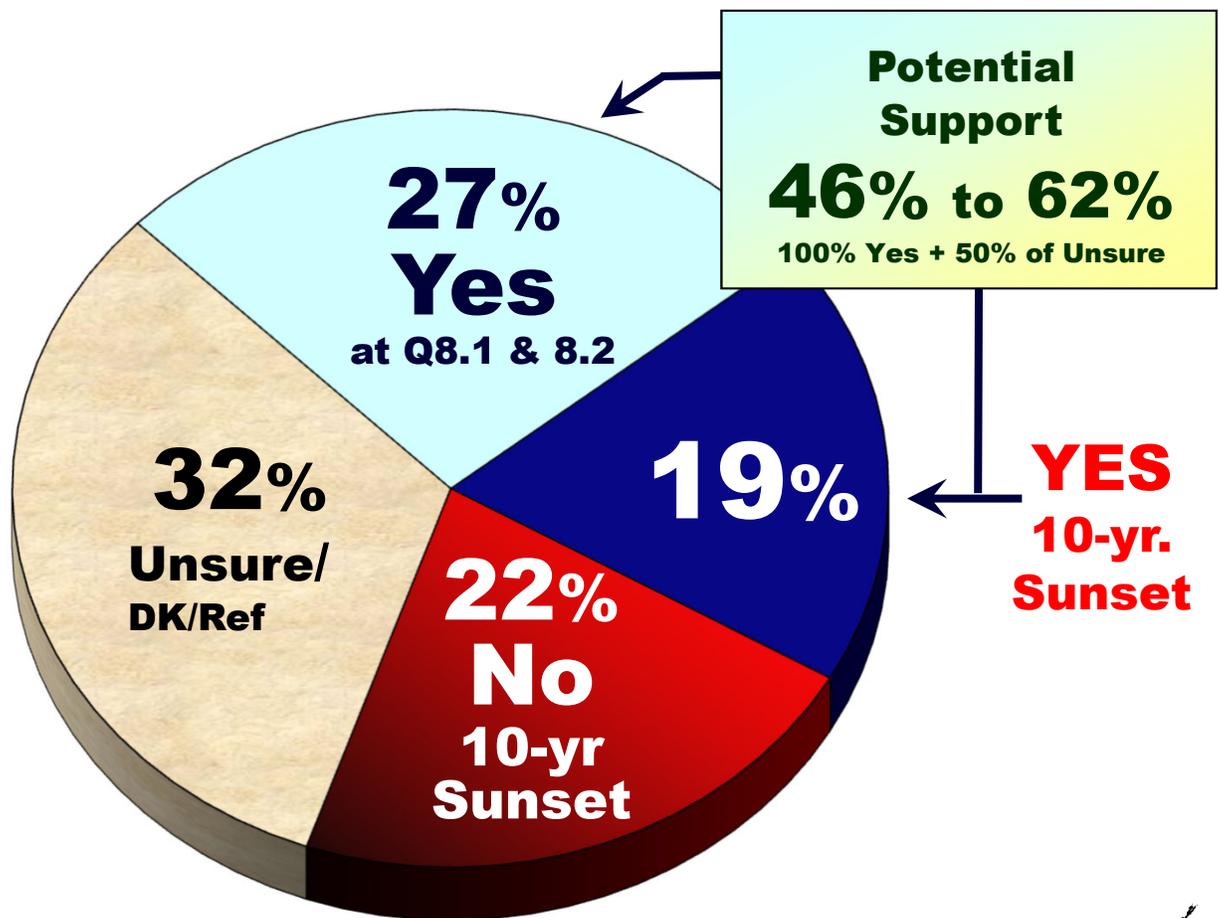


Figure 6D
Yucaipa Funding Feasibility Survey
September 2019

Support for... Keeping Proposed Special Assessment in Place **10 Years**

Asked of Respondents who said **NO** or **No Opinion** at Q8.0,
8.2 & 8.3

Question 8.3 Since you're not willing to support keeping increase in the annual Special Assessment for 20 years, would you be willing to keep it in place for 10 years; then have it terminate OR be brought back to local voters for renewal?



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Yucaipa Funding Feasibility Survey
September 2019

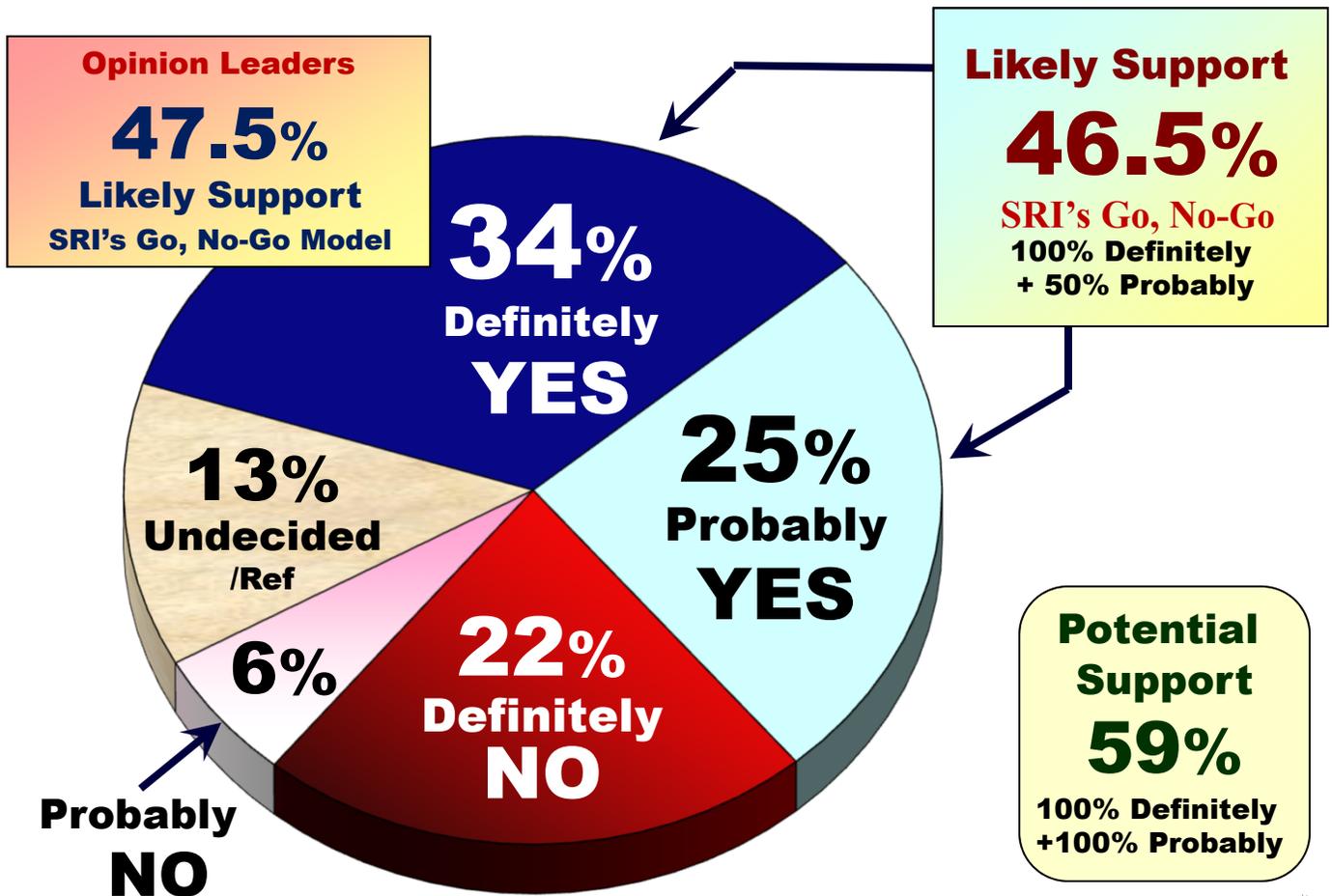
**Support for Measure to Authorize a
CPI NOT to Exceed **3% per year****



Figure 7
Yucaipa Funding Feasibility Survey
September 2019

Support for Measure to Authorize a **CPI** NOT to Exceed **3% per year**

Question 9.1: In order to control for normal inflation, would you support authorizing a modest annual increase in the amount of this assessment that is based upon a CPI (not to exceed 3%), in order to **KEEP PACE** with the increased cost of providing paramedic services to Yucaipa residents from year-to-year.



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Yucaipa Funding Feasibility Survey
September 2019

Support for an Increase in
Sales Tax
vs.
Annual Assessment



Figure 8A
Yucaipa Funding Feasibility Survey
September 2019

Would You Prefer...

Increase in **Special Assessment** or Increase in **Sales Tax**

Question 10.0: Given what you presently know about the need for additional funding to preserve the level of paramedic services currently being provided to Yucaipa residents, would you prefer having the City increase the amount of the Annual Assessment dedicated to providing paramedic services to Yucaipa residents (as we've already discussed) OR would you prefer authorizing an additional, but modest, sales tax for purchases made in Yucaipa, ?

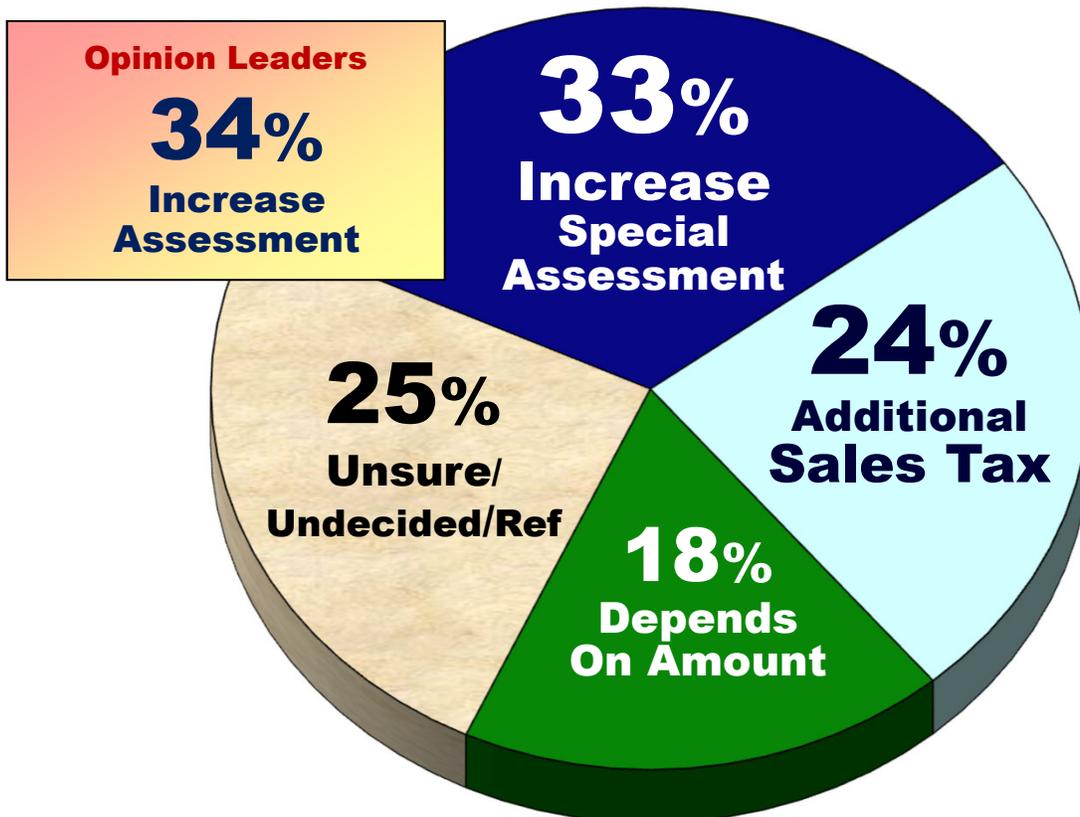


Figure 8B
Yucaipa Funding Feasibility Survey
September 2019

Support **1/2-cent increase** in Sales Tax

Question 10.1: More specifically, would you support authorizing a 1/2-cent increase in the sales tax in on purchases made within the City to provide the funding needed for maintaining paramedic services being provided to Yucaipa residents at their present level...thus, increasing the sales tax charged on purchases made within the City from 7³/₄% to 8¹/₄%?

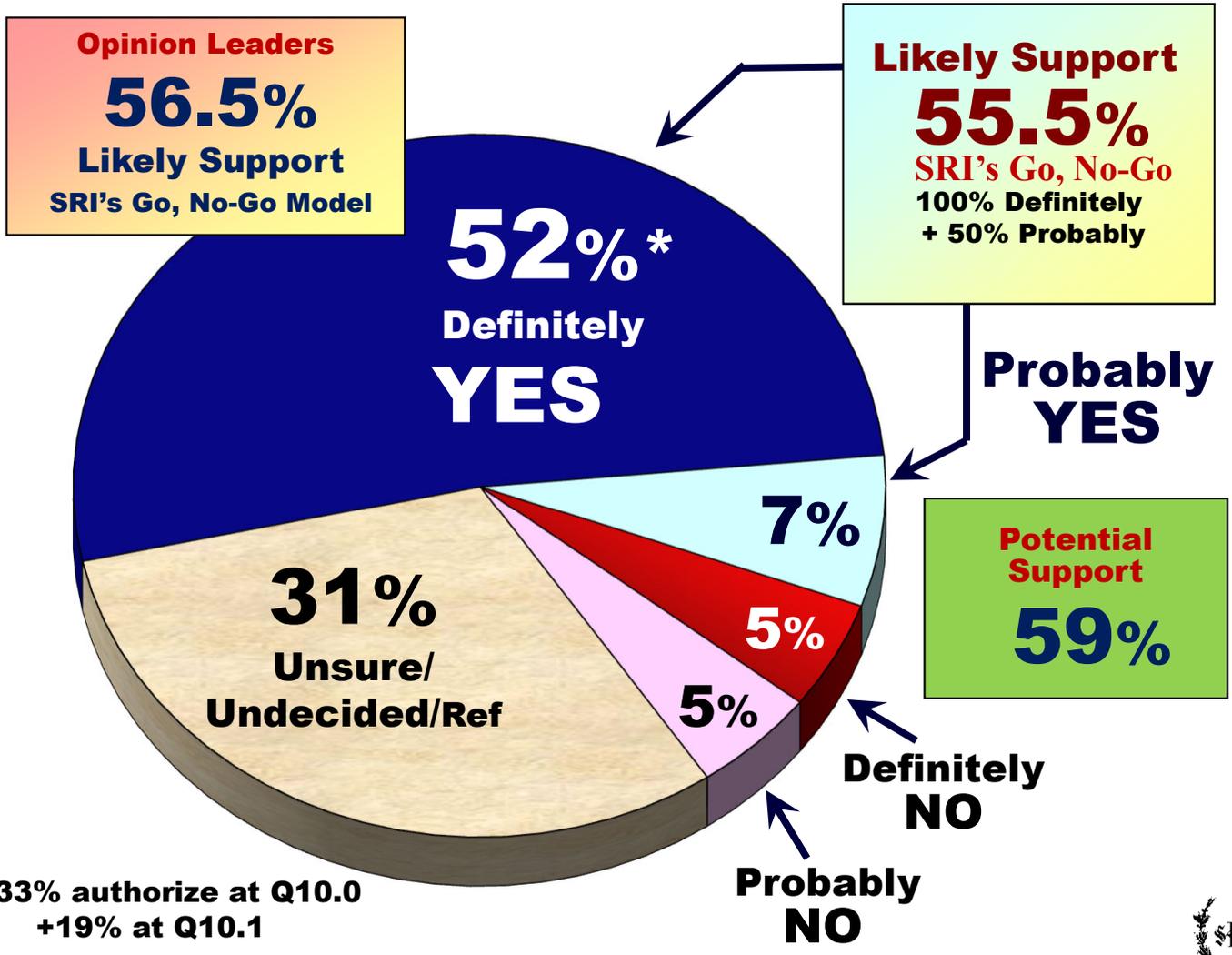
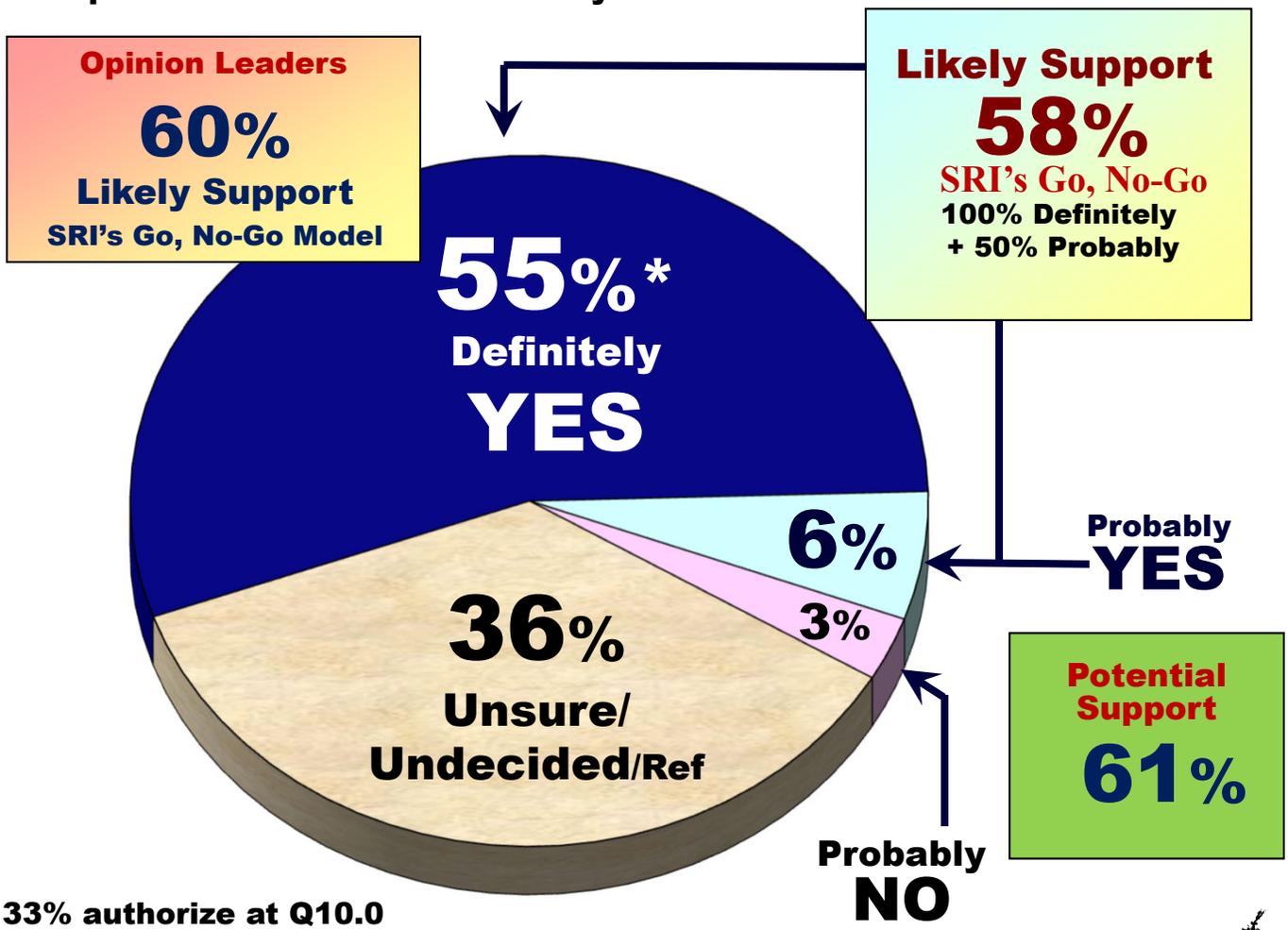


Figure 8C
Yucaipa Funding Feasibility Survey
September 2019

Support **1/4-cent increase** in Sales Tax

Question 10.2: Since you **DO NOT** support authorizing a 1/2-cent increase in sales tax on purchases made within the City to provide the funding needed for maintaining paramedic services being provided to Yucaipa residents at their present level, would you support authorizing a 1/4-cent increase in the sales tax...thus, bringing the sales tax charged on purchases made within the City from 7 3/4% to 8%?



*33% authorize at Q10.0
+19% at Q10.1 + 3% at Q10.2



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Yucaipa Funding Feasibility Survey
September 2019

Support for...

**Support for Measure to
Fund a Paramedic Squad**

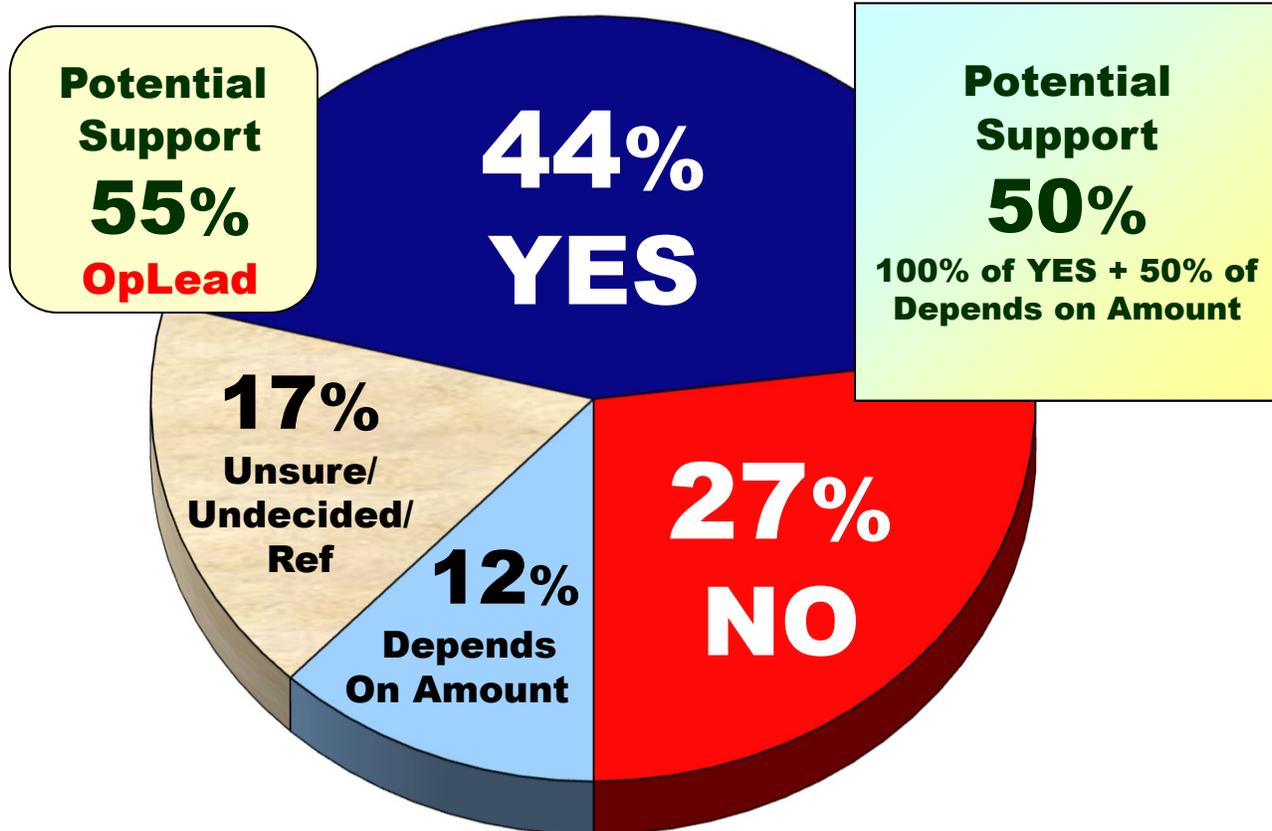


Figure 9
Yucaipa Funding Feasibility Survey
September 2019

Support for...

Support for Measure to Fund a **Paramedic Squad**

Question 11.0 Would you recommend that City officials place a funding Measure on the local ballot, asking Yucaipa voters to authorize increasing either the annual Special Assessment OR increase the Sales Tax on purchases made in Yucaipa in an amount that would make it possible not only to maintain paramedic emergency services at the present level; but, enhance these paramedic services by creating a Paramedic Squad designed to significantly REDUCE RESONSE TIME when responding to 911 emergency calls?



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Yucaipa Funding Feasibility Survey
September 2019

Local Issues of Concern

(Front-end of Mind)

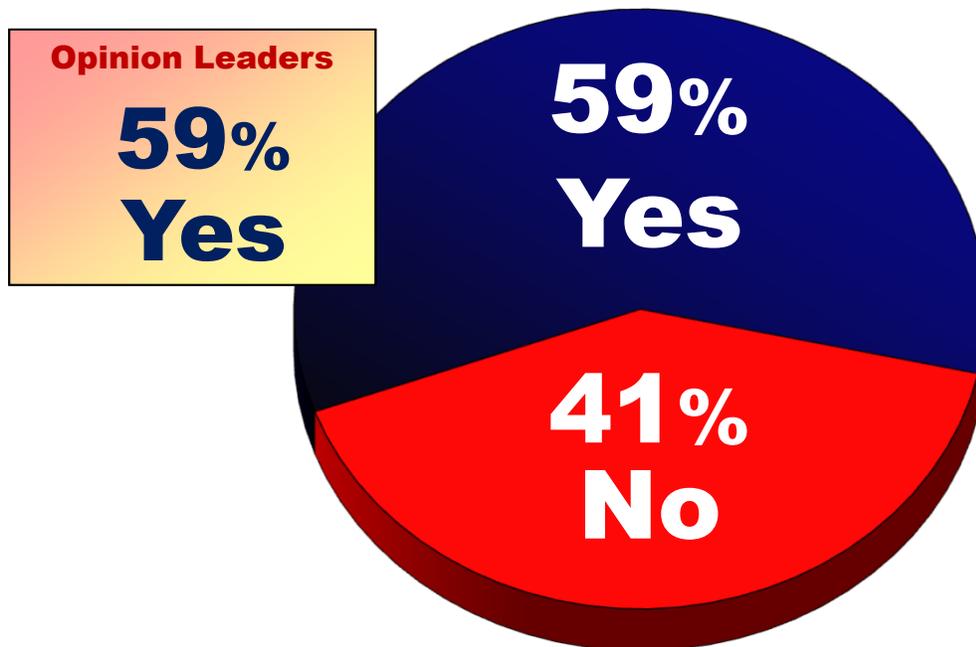


Figure 10
Yucaipa Funding Feasibility Survey
September 2019

Local Issues of Concern

(Front-end of Mind)

Question 2.0: Is there a Local Issue you are especially concerned about today?



Issues of concern

(Top 5, Rank-ordered)

Homeless	19%
Crime	17%
Street/Road repair	14%
Trash bill on taxes	11%
Too much growth	6%

(Refer to Questionnaire for entire list)



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Yucaipa Funding Feasibility Survey
September 2019

Satisfaction Scores



Figure 11A
Yucaipa Funding Feasibility Survey
September 2019

Satisfaction with level of... **Fire Protection**

Question 3.4: How satisfied are you with the level of fire protection presently being provided to Yucaipa residents?

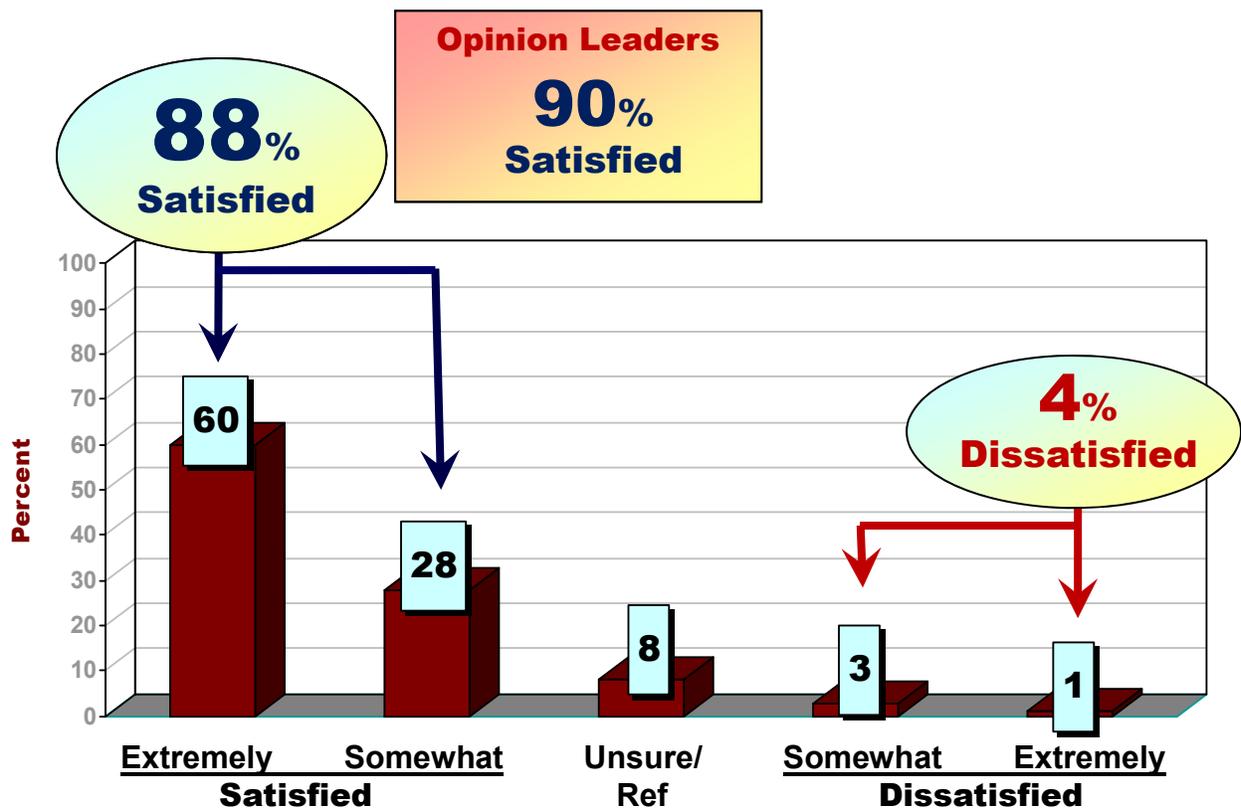


Figure 11B
Yucaipa Funding Feasibility Survey
September 2019

Satisfaction with City-owned... **Park & Recreation Amenities**

Question 3.1: How satisfied are you with the park and recreation amenities presently available to local residents, including community and neighborhood parks, the City's community swim pool, and the Yucaipa Performing Arts Center?

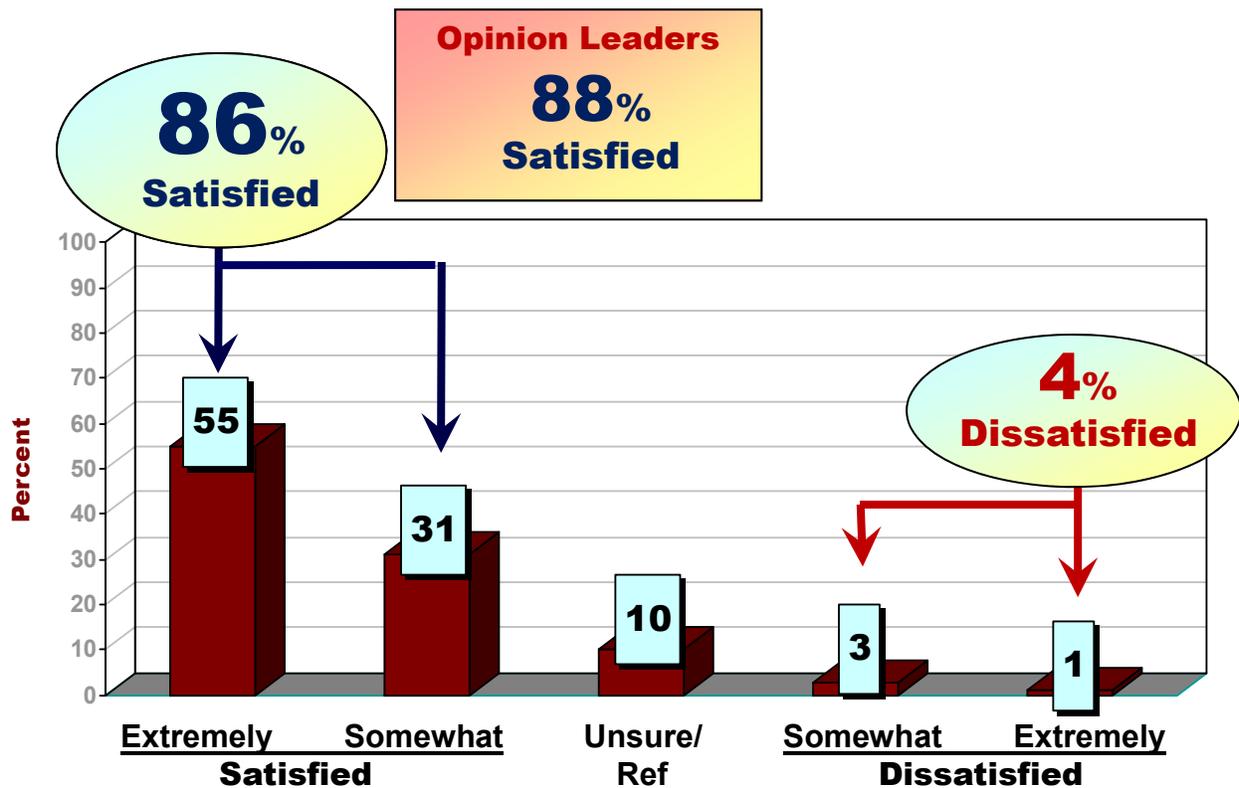


Figure 11C
Yucaipa Funding Feasibility Survey
September 2019

Satisfaction with level of... **Paramedic Services**

Question 3.5: How satisfied are you with the level of paramedic services presently available to Yucaipa residents throughout the City?

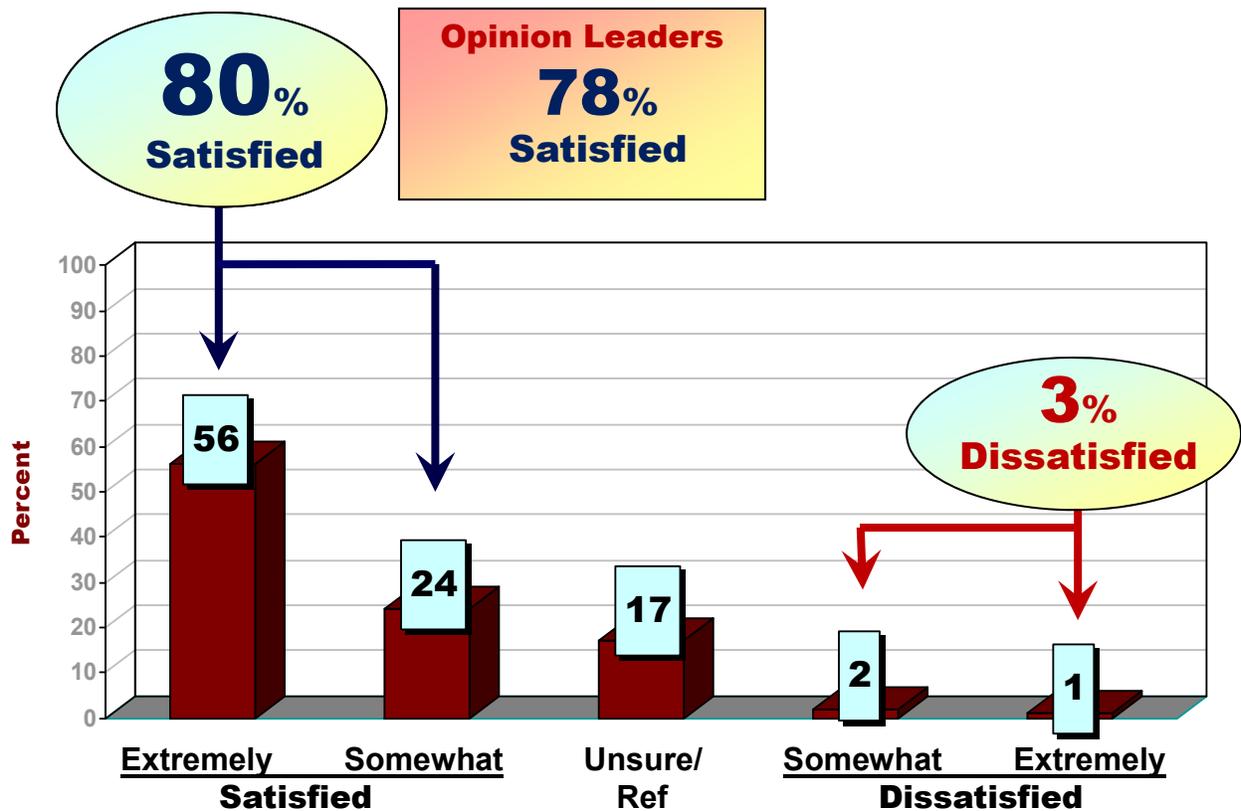


Figure 11D
Yucaipa Funding Feasibility Survey
September 2019

Satisfaction with level of... **Police Services**

Question 3.2: How satisfied are you with the level of police services presently being provided in Yucaipa?

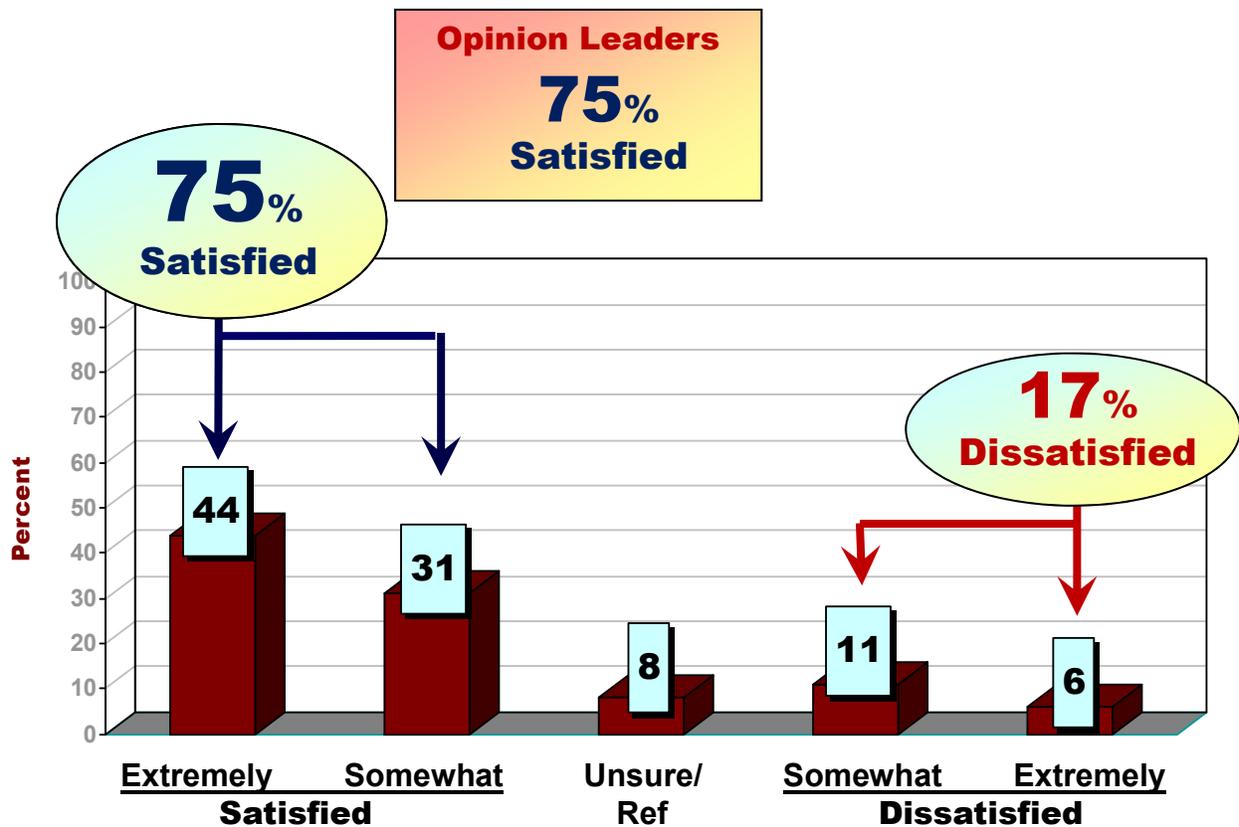


Figure 11E
Yucaipa Funding Feasibility Survey
September 2019

Satisfaction with the... **Quality of Education** being Provided to Local Youth

Question 3.6: How satisfied are you with the level of education presently being provided to local youth?

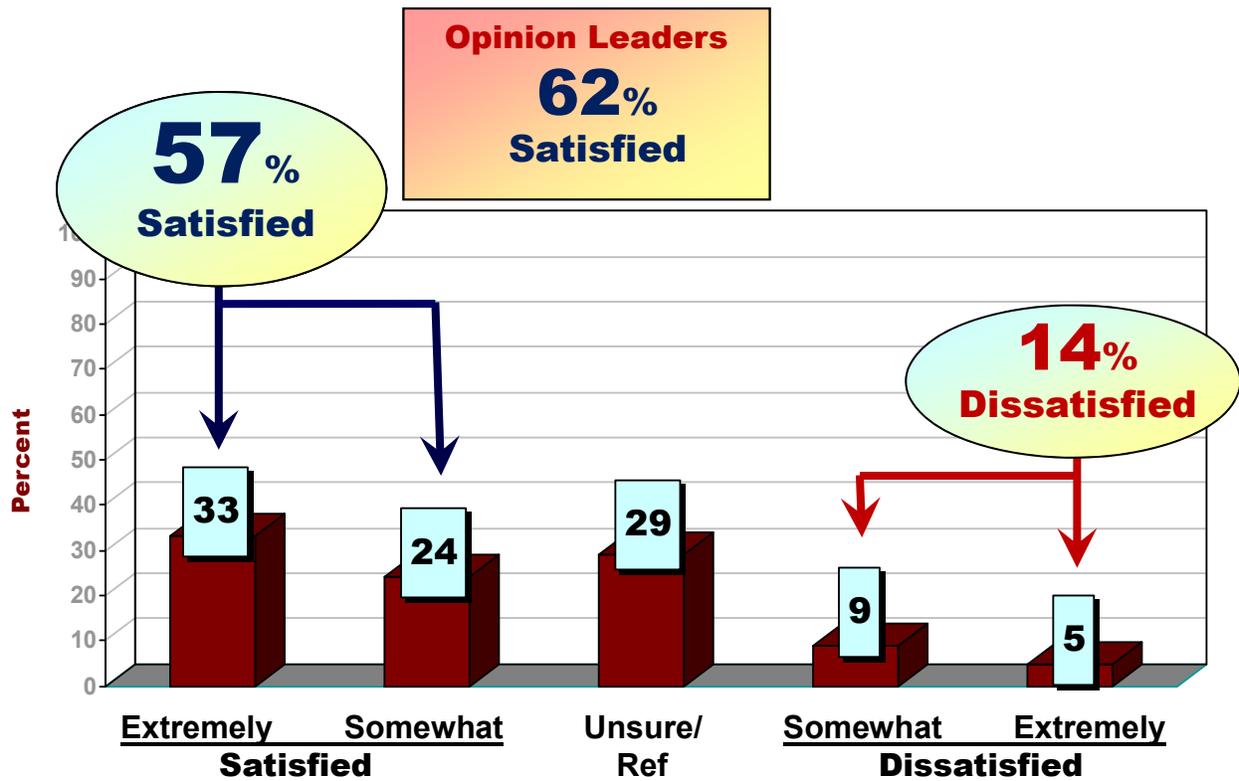


Figure 11F
Yucaipa Funding Feasibility Survey
September 2019

Satisfaction with the level of... **Services and Opportunities** presently being Provided to Local Youth

Question 3.7: How satisfied are you with the level of services and opportunities presently being provided to local youth?

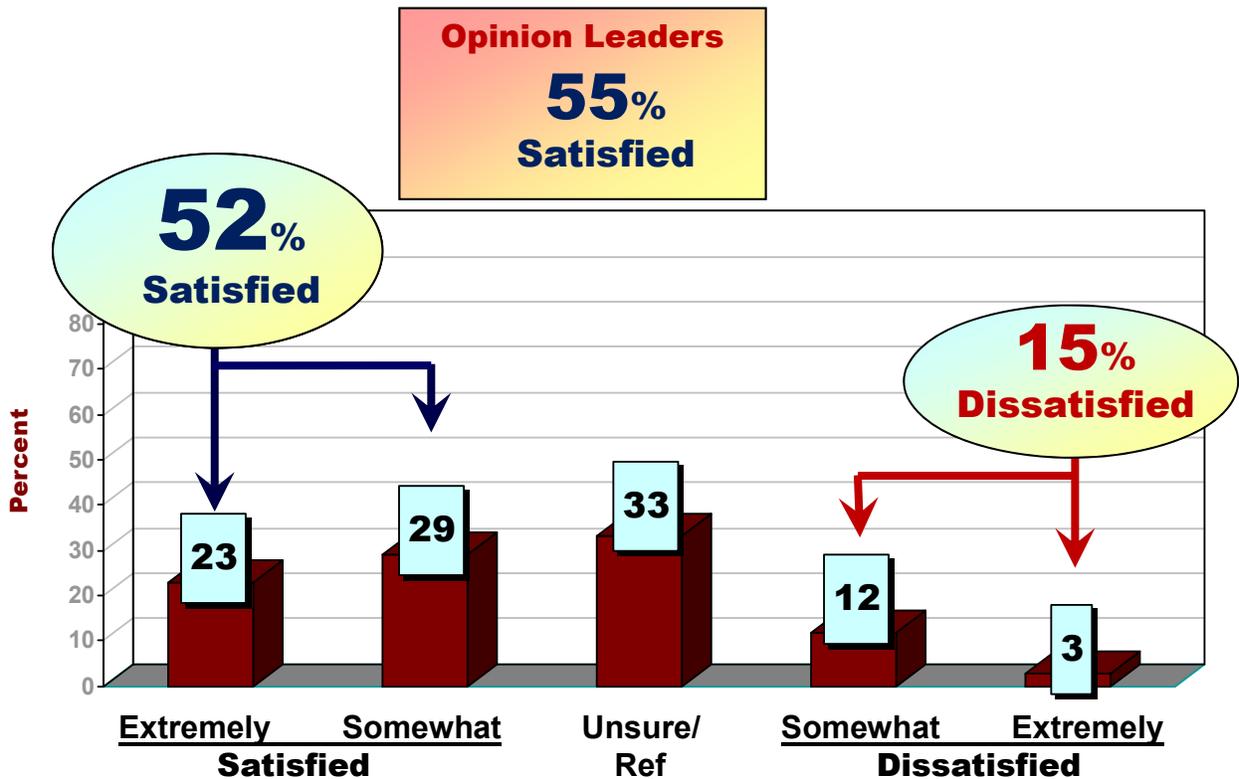


Figure 11G
Yucaipa Funding Feasibility Survey
September 2019

Satisfaction with the... **Level of Services** presently being Provided to Local Seniors

Question 3.3: How satisfied are you with the level of services presently being provided to seniors who reside in Yucaipa?

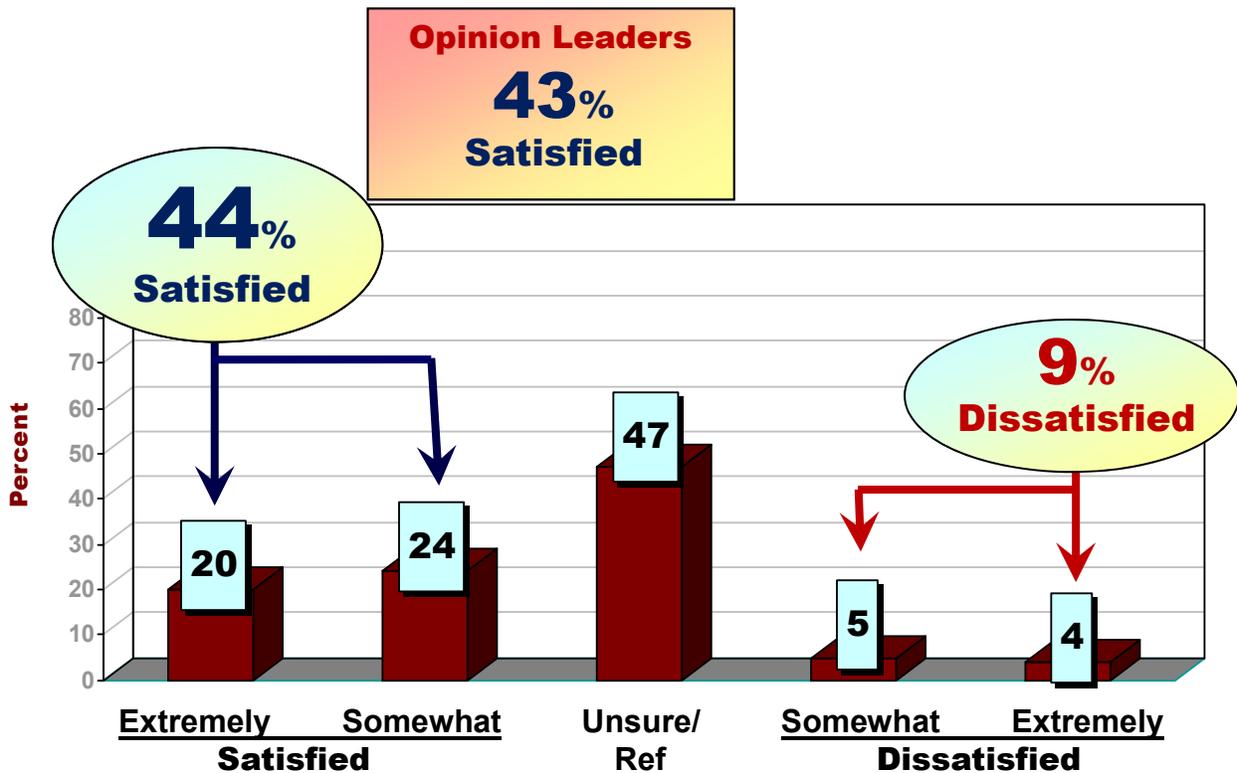
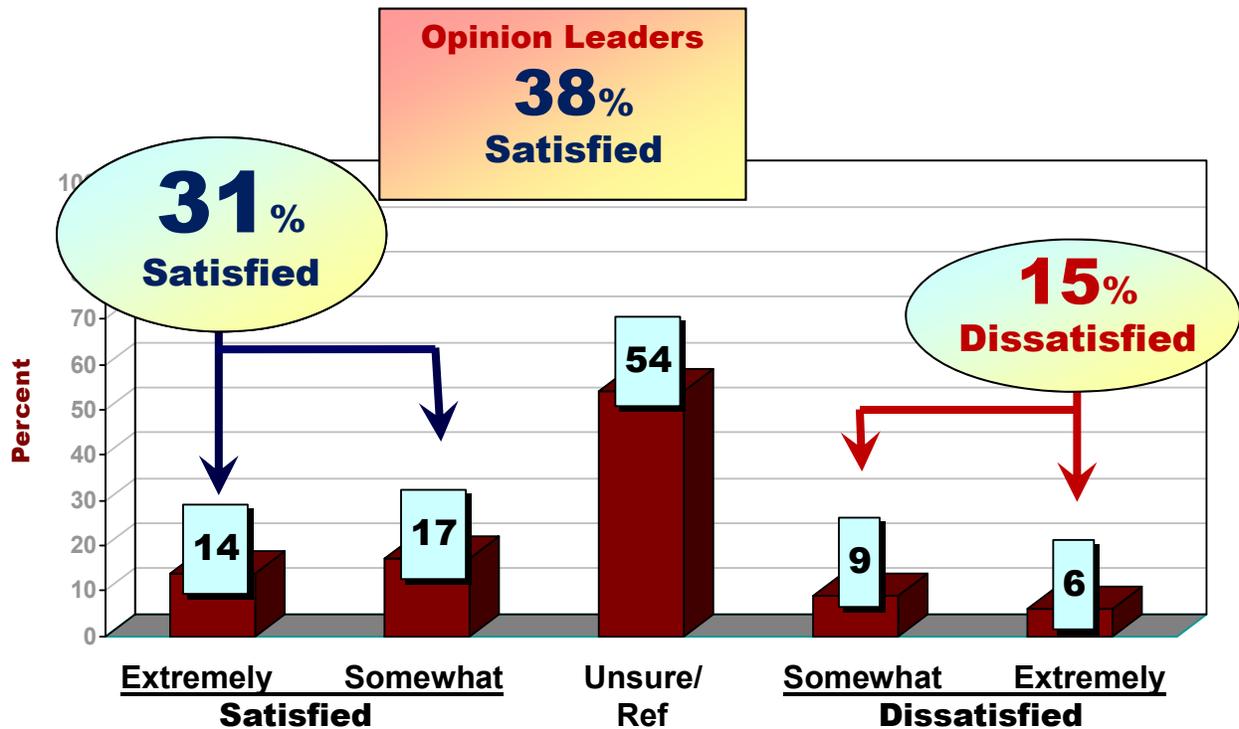


Figure 11H
Yucaipa Funding Feasibility Survey
September 2019

Satisfaction with ... **Public Transportation** being provided through OmniTrans

Question 3.8: How satisfied are you with the public transit services being provided to Yucaipa residents through OmniTrans?



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Thank You



*We'll be pleased to
Take Questions Now*



Figure 12A
Yucaipa Funding Feasibility Survey
September 2019

Demographics of Survey Respondents

Length of Residency

0 to 5 years	21%
6 to 10	13%
11 to 25	32%
Over 25 years	34%
Refused	0%

Age

18 to 30	8%
31 to 40	11%
41 to 50	13%
51 to 65	30%
Over 65 years	36%
Refused	2%

Household Income

Under \$25,000	13%
\$25,001 to \$50,000	14%
\$50,001 to \$85,000	15%
\$85,001 to \$100,000	14%
Over \$100,000	33%
Refused	11%

Ideology

Liberal	15%
Progressive	6%
Moderate	19%
Conservative	49%
Refused	11%

Home Ownership

Own	79%
Rent	21%
Refused	0%

Education

Less than High School	3%
High School/Trade School	19%
Some College	31%
College Graduate	26%
Graduate/Prof. School	19%
Refused	2%

Ethnicity

Caucasian	76%
Hispanic/Latino	11%
African American/Black	1%
Native American/Alaskan	2%
Native Hawaiian & other Pacific Islander	0%
Russian	0%
Asian	2%
Refused	8%

Gender

Male	46%
Female	54%



Figure 12B
Yucaipa Funding Feasibility Survey
September 2019

Demographics of Survey Respondents

School Aged Children

None	70%
One	13%
Two	10%
Three or more	7%
Refused	0%

Area of Residence

North Beach	17%
Dunlap Acres	7%
Wildwood Canyon	15%
South Wildwood	
Canyon Road	8%
Central City	18%
Chapman Heights	12%
Other	22%
Refused	1%

