



RIVERSIDE

California | City of Arts & Innovation

City of Riverside Issues Survey

**Survey Conducted:
May 21-25, 2010**

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FM3

*Public Opinion Research
& Strategy*

T H E
LEW
EDWARDS
G R O U P

Strategic Assessment

- Respondents have positive attitudes toward the City and the Riverside Renaissance
 - 62% of voters believe that Riverside is going in the right direction and 75% approve of the Renaissance Initiative
 - 79% see a great or some need to repair/upgrade/build city buildings, parks, streets, and infrastructure
- However, respondents are impacted by the recession
 - 84% rate unemployment and 73% rate declining home values/foreclosures as an extremely/very serious problems
- While respondents see the need for additional Renaissance projects, they are reluctant to pay for them at this time.
- Respondents are willing to support a continuation of the City's Library Measure Parcel Tax, with no increase

Library Measure Feasibility

- A renewal of Riverside's existing library parcel tax for another 10 years, with no increase, is potentially feasible for November 2010.
- 66% of voters support the measure.
- When given more information that this is not a new tax and simply renews an existing tax, with no increase, voter support increases to 74%.

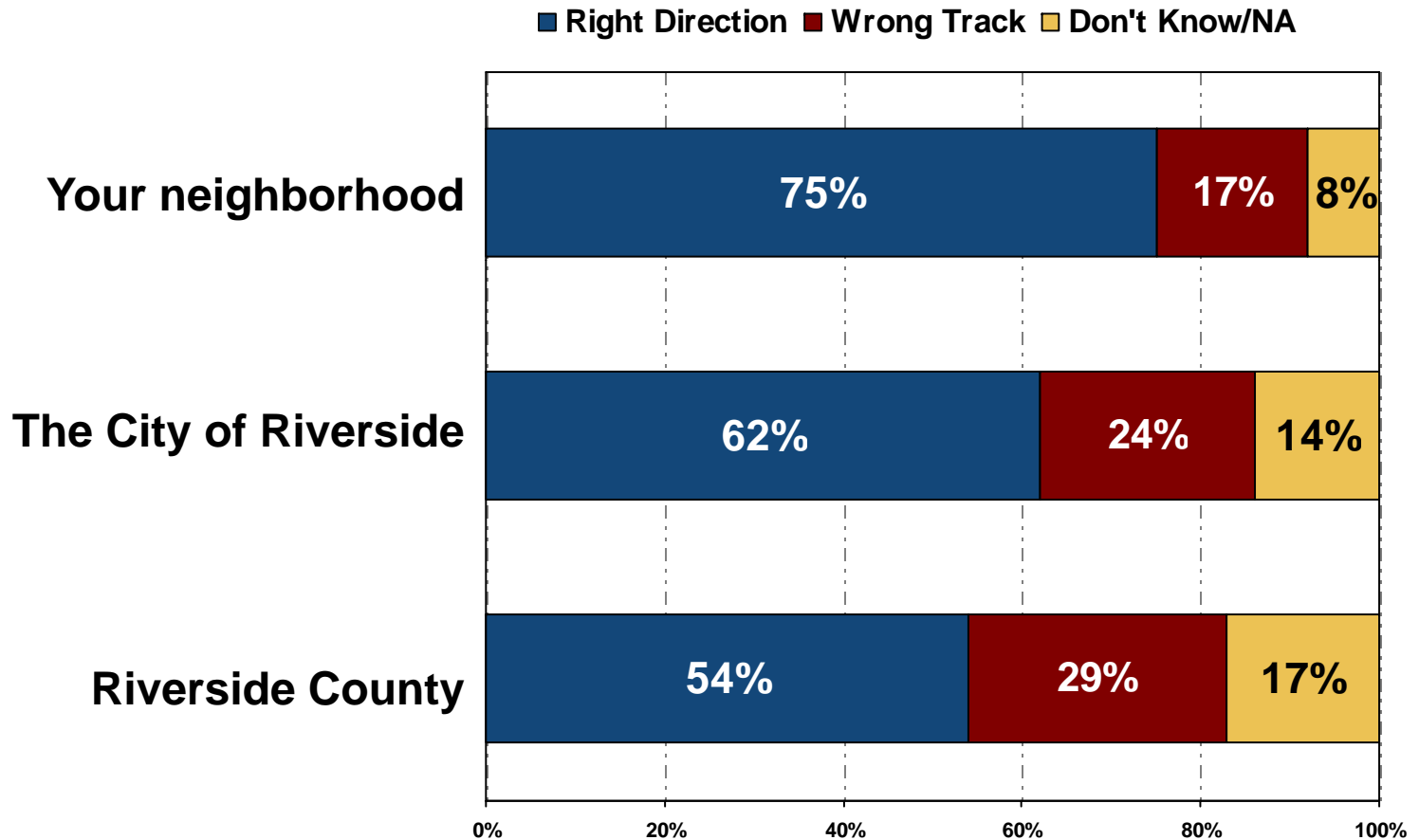
Feasibility of Riverside Renaissance II Measures

- Neither the Riverside Renaissance II GO Bond nor the Renaissance II parcel tax are viable at this time
- While 70% of voters have heard at least a little about the Renaissance, additional community education of ongoing Renaissance needs is necessary

Methodology

- Survey Conducted May 21-25, 2010
- Interviews conducted by telephone with 600 City of Riverside registered voters who based on past voting behavior are likely to cast a ballot in the November 2010 Statewide Election
- Margin of error for the full sample is +/-4.0 percent
- Margin of error for half of the sample is +/-5.6 percent

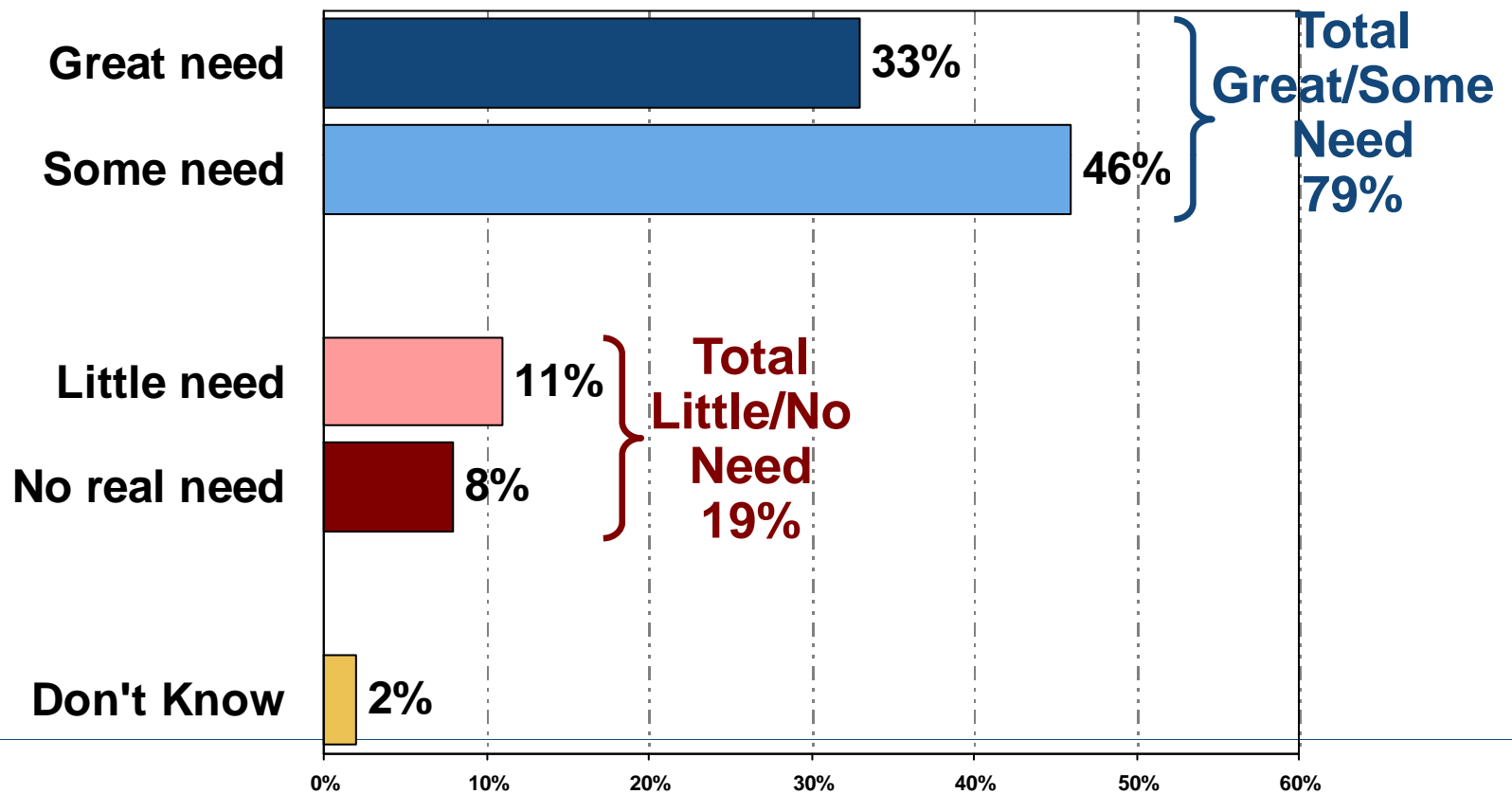
Right Direction/Wrong Track



Survey Question:

Do you think things in _____ are generally headed in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?

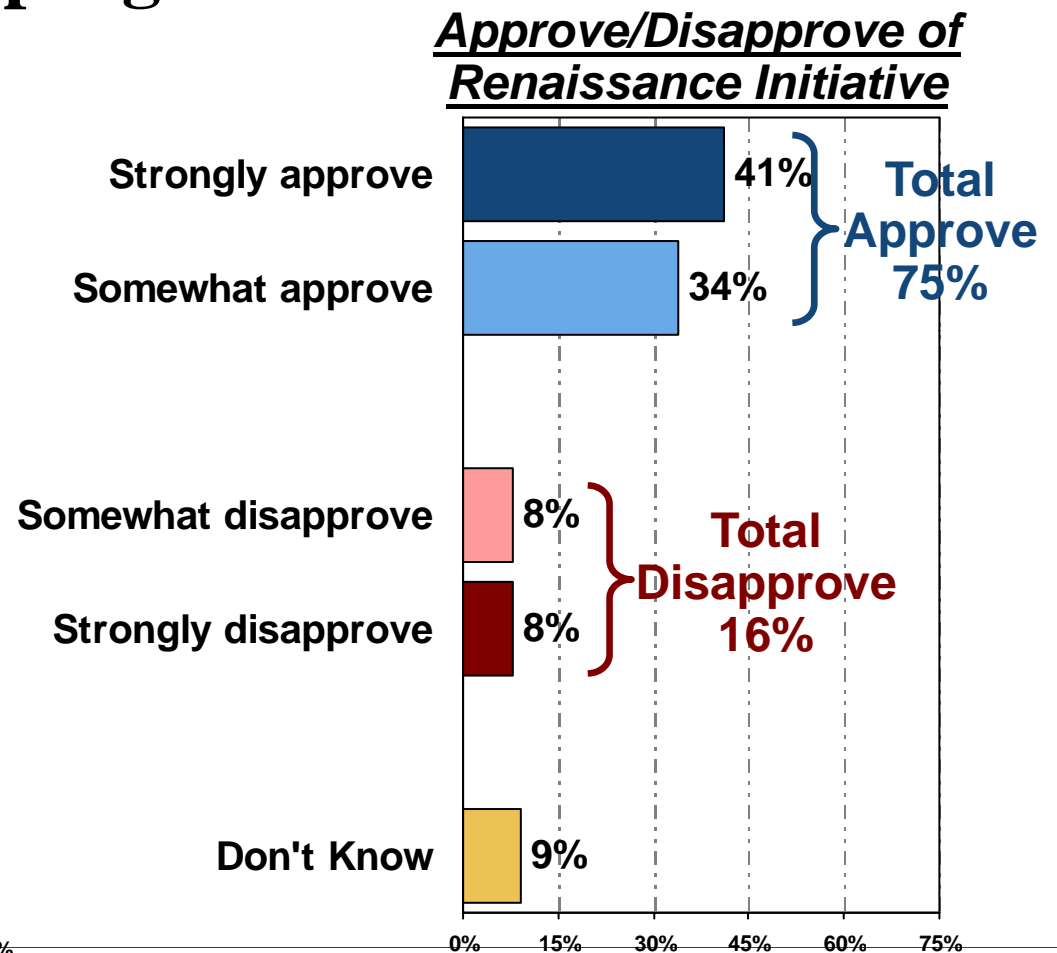
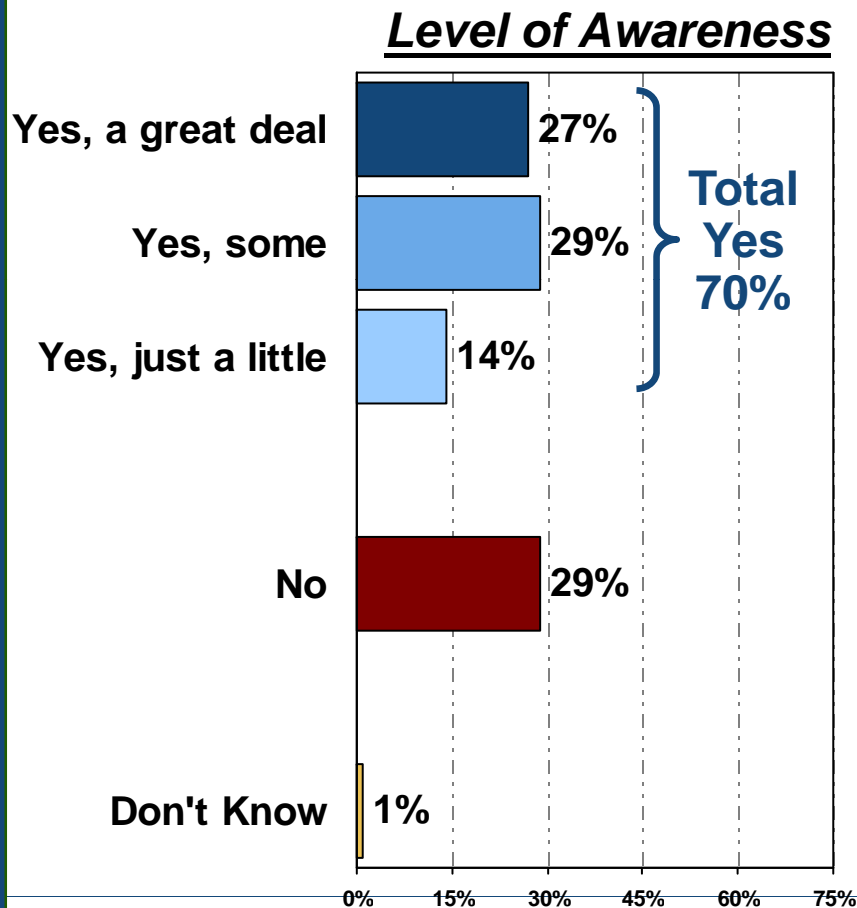
Nearly 80% recognize the City's Need for Money to Repair, Upgrade and Build Essential City Infrastructure



Survey Question:

In your personal opinion, do you think the City of Riverside has a great need, some need, a little need, or no real need for additional funds to repair, upgrade and build essential city buildings, parks, streets, sewers and other local infrastructure to improve residents' quality of life and promote healthy growth of the local economy?

Respondents are aware of the Renaissance Initiative, and three-quarters approve of the program.



Question 1: Have you seen, heard, or read anything recently about the City of Riverside's Renaissance Initiative to upgrade and build essential city buildings, parks, streets, sewers and other local infrastructure?

Question 2: Based upon what you have seen, heard or read, or just by my mentioning it, would you say you generally approve or disapprove of the City of Riverside's Renaissance Initiative to upgrade and build essential city buildings, parks, streets, sewers and other local infrastructure

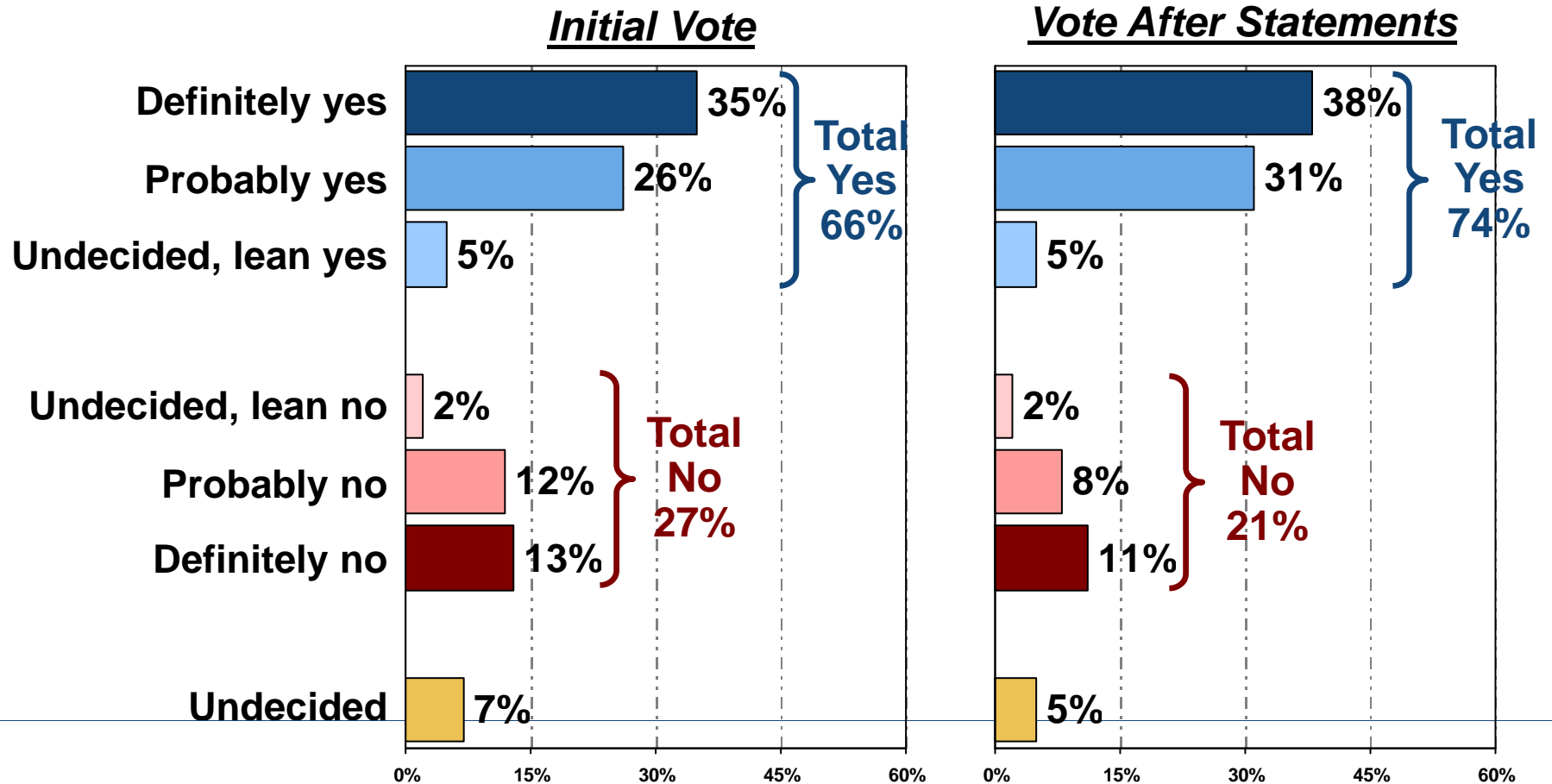
**City of Riverside \$19 Annual
Library Parcel Tax Renewal Measure
Ballot Language Tested**

**Riverside Neighborhood Branch Library, Youth and
Community Education Renewal Measure.**

To maintain current neighborhood branch library hours, retain librarians, and after school programs, including homework assistance, teen activities and children's reading; adult literacy and job search programs; delivery of books to homebound seniors; replace/upgrade/purchase books, computers and e-books; shall the City of Riverside renew the expiring \$19 library parcel tax for ten years, with no tax rate increase without voter approval, annual audits and citizens' oversight?

Vote on \$19 Library Parcel Tax Measure

After hearing that it does not Increase Taxes



Survey Question:

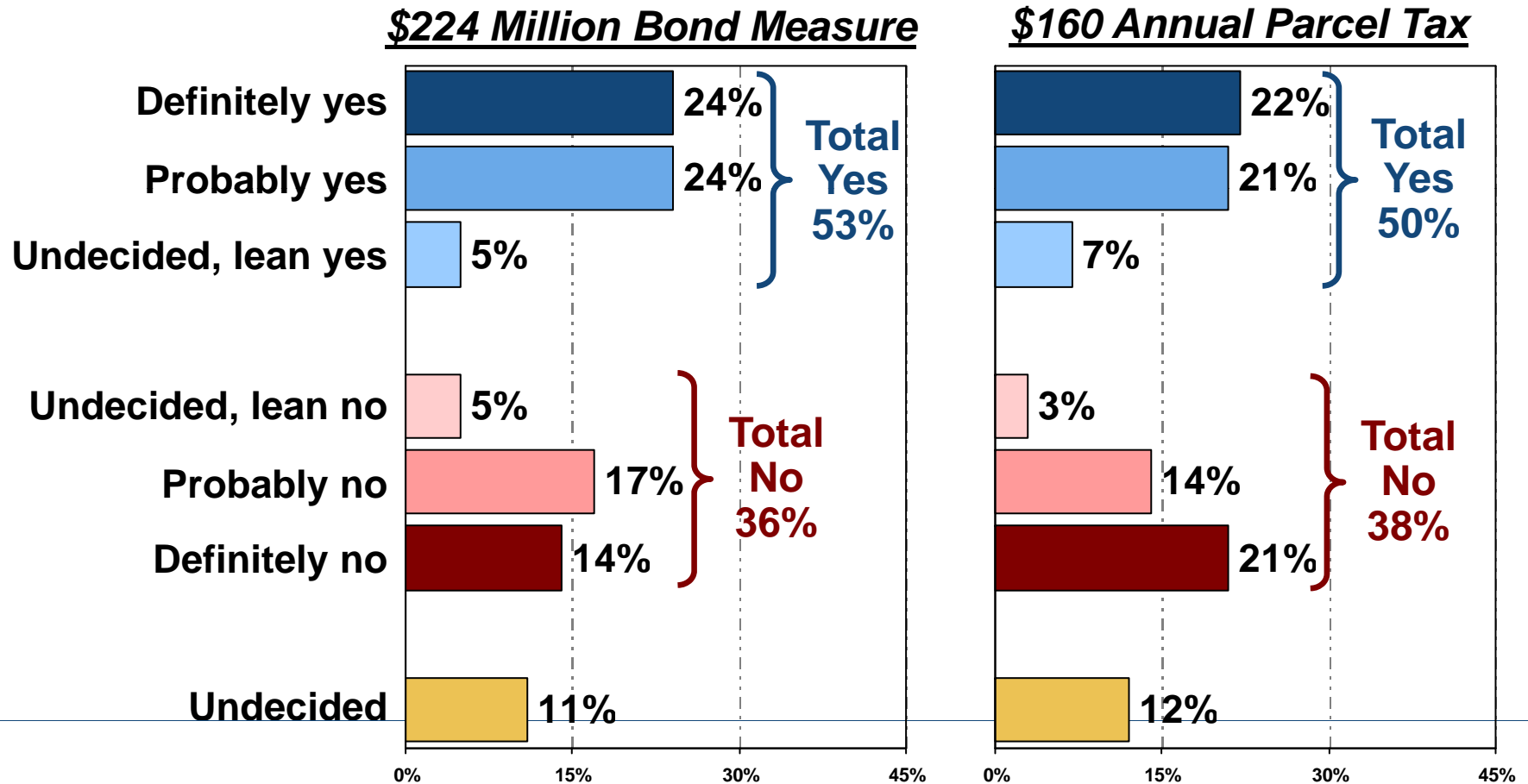
If the election were held today, do you think you would vote "Yes" in favor of this ballot measure or "No" to oppose it?

City of Riverside Ballot Language Tested

Riverside Economic Growth, Job Creation and Community Investment Measure.

To stimulate local economic growth, create jobs, and invest in the Riverside community by upgrading/equipping/constructing a 911 Emergency Dispatch Center, neighborhood police/fire stations; upgrading the convention center to attract more visitors, improving neighborhood parks, sports fields, libraries, community centers; repairing streets and other local infrastructure; shall the City of Riverside **(Half Sample: issue \$224 million in bonds)**/**(Half Sample: enact an annual parcel tax of \$160 million)**, requiring annual independent audits and no money for salaries or pensions?

Initial Vote on City of Riverside Renaissance II Measures

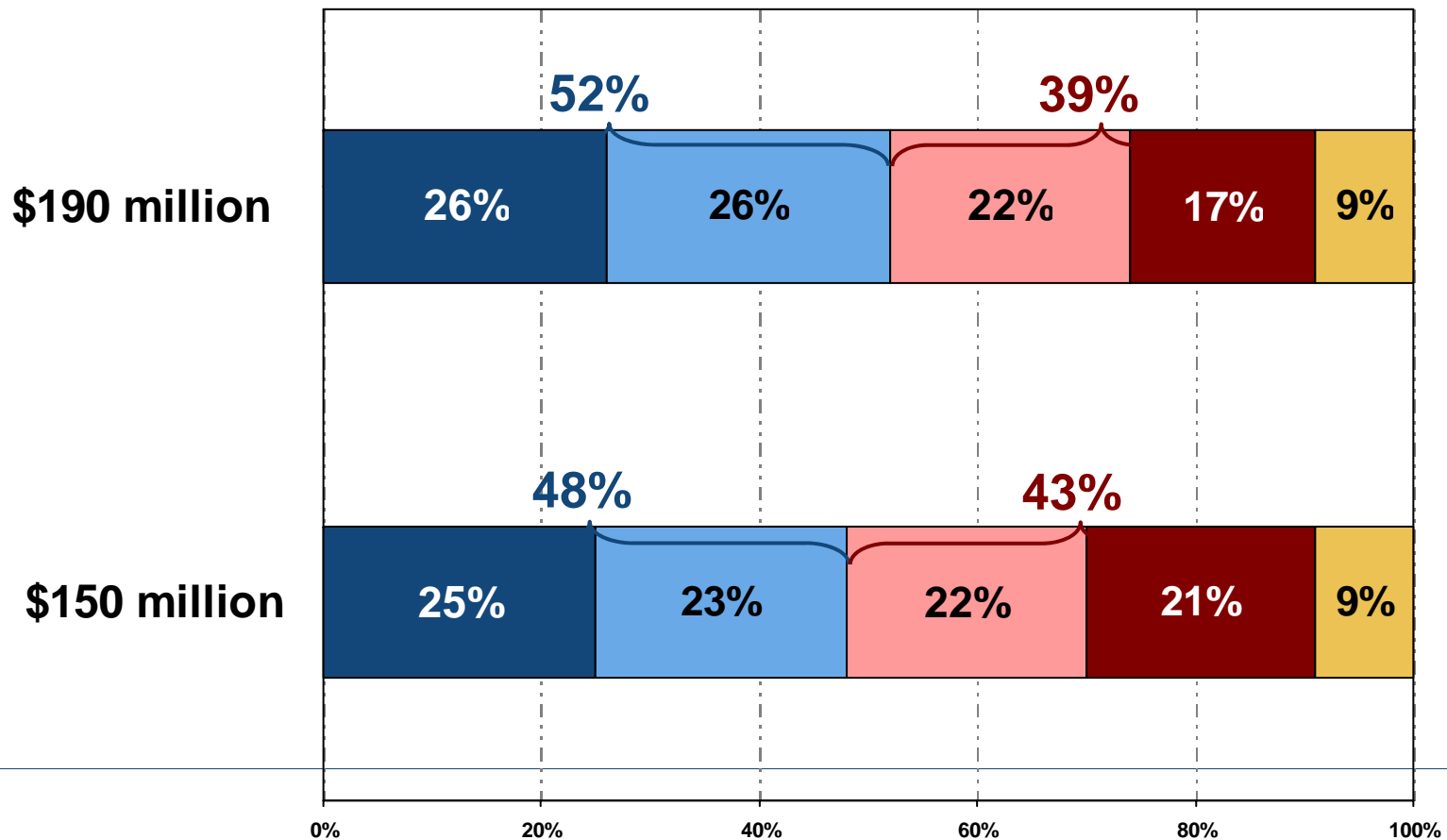


Survey Question:

If the election were held today, do you think you would vote "Yes" in favor of this ballot measure or "No" to oppose it?

Support for the Renaissance bond remains under the two-thirds level at other amounts

■ Def. Yes ■ Prob./Lean Yes ■ Lean/Prob. No ■ Def. No ■ Undecided

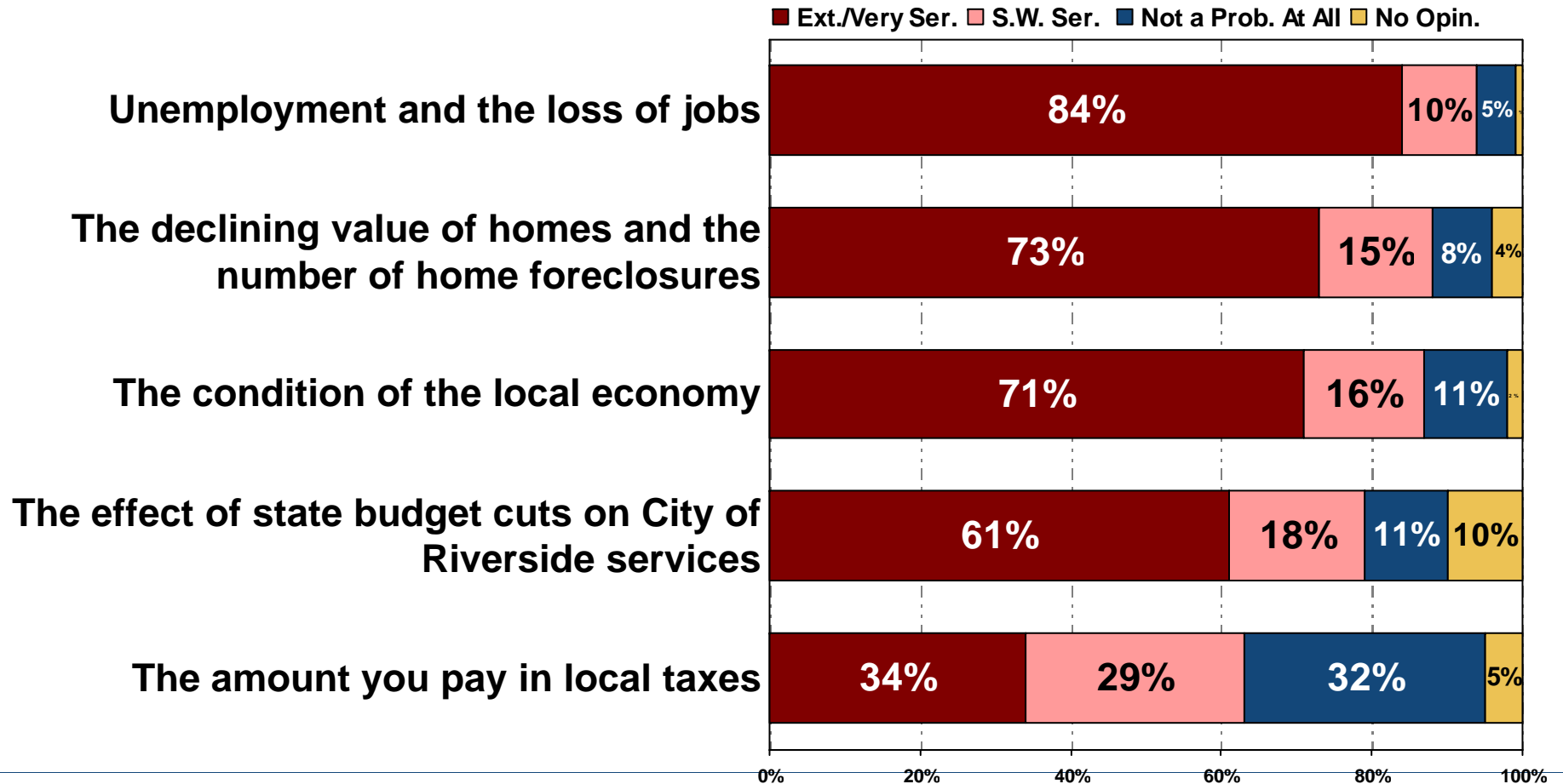


Survey Question:

What if this City of Riverside ballot measure that I just described to you was for _____, instead of \$224 million dollars? If that were the case, would you vote yes in favor of it, or no to oppose it?

Jobs, home foreclosures and the economy are of greatest concern to Riverside voters.

(Ranked by % Extremely/Very Serious Problem)



Survey Question:

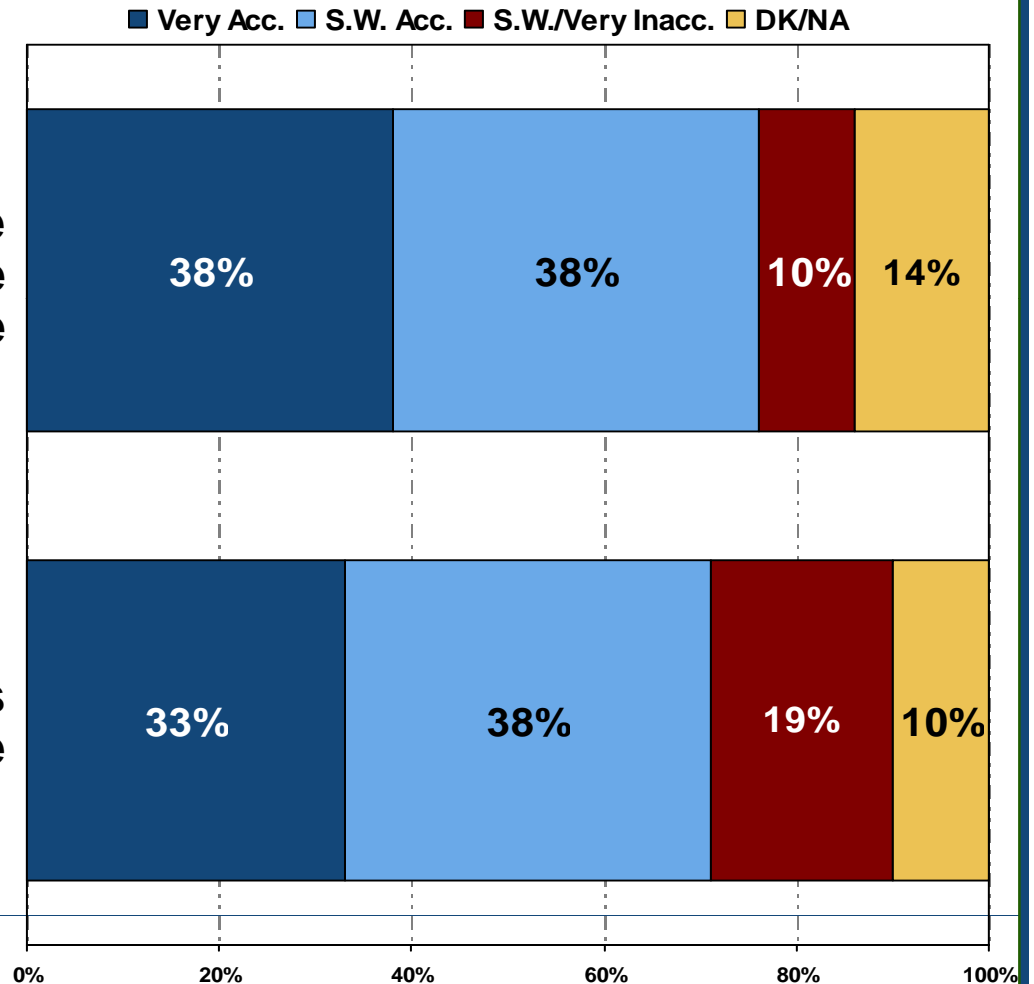
Now let me read you a short list of issues some people in the City of Riverside may be concerned about these days. Please tell me whether you consider it to be an extremely serious problem, a very serious problem, a somewhat serious problem or not a problem at all for Riverside residents.

Accuracy of Statements made about the City of Riverside

(Ranked by % Very Accurate)

***The City of Riverside's Renaissance Initiative is not finished and more needs to be done**

***Riverside City government is fiscally responsible**



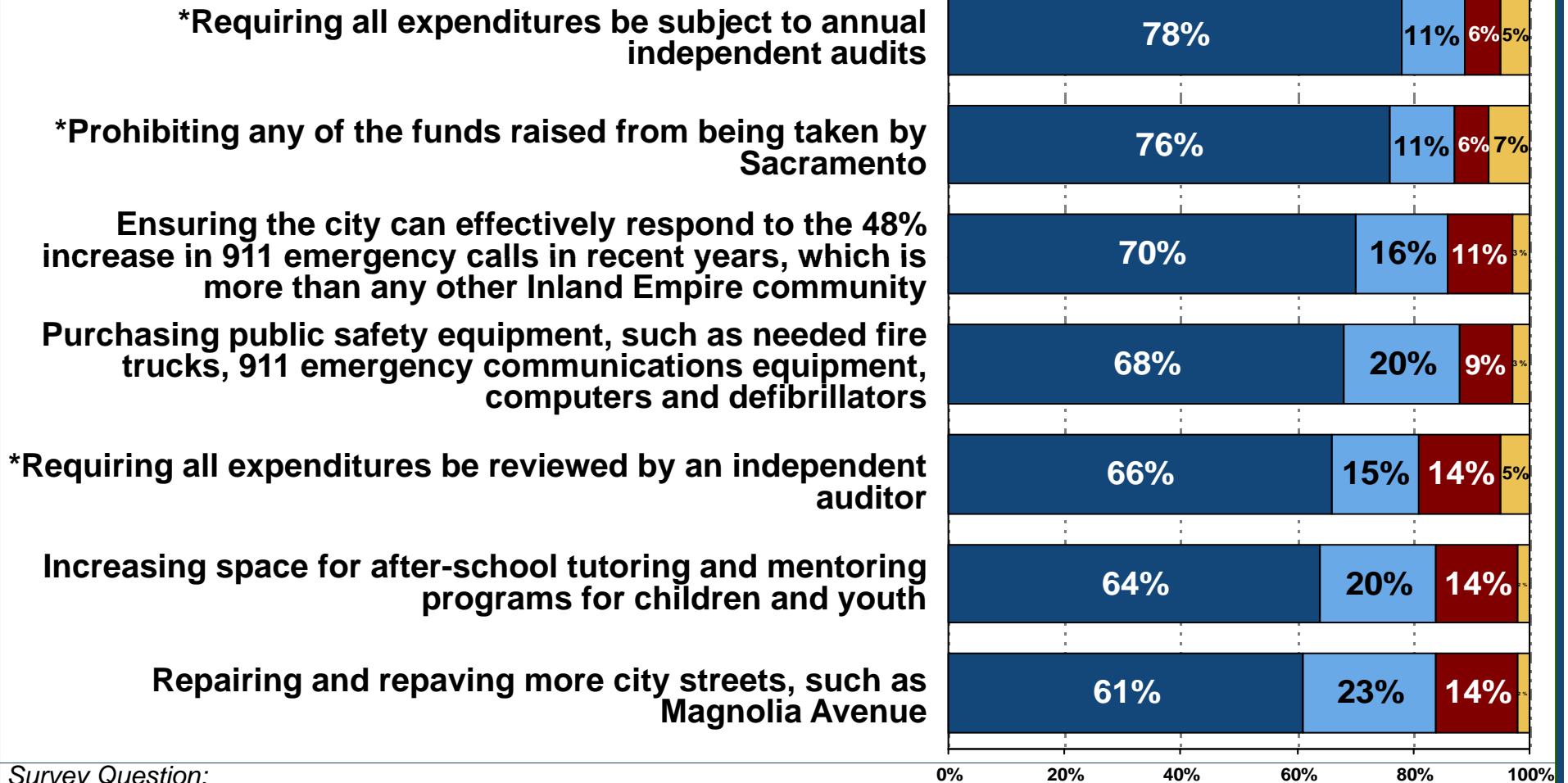
Survey Question:

I would like to share with you some statements about the City of Riverside. Please tell me if you think each of the following statements is accurate or inaccurate. *Split Sample

Priorities that Respondents want Funded by a City of Riverside Renaissance II Measure

(Ranked by % Extremely/Very Important)

■ Ext./Very Impt. ■ S.W. Impt. ■ Not Impt. ■ DK/NA

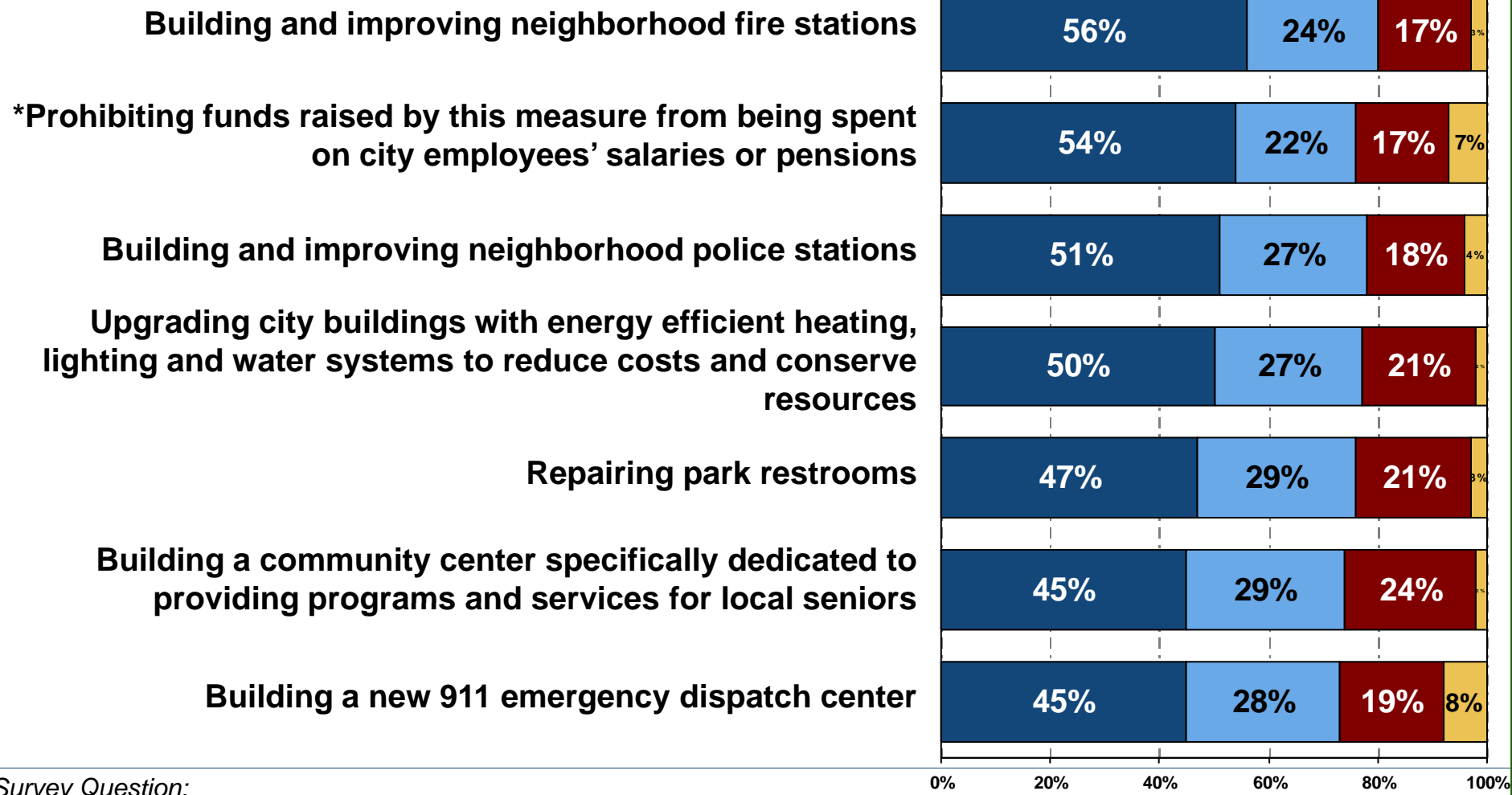


Survey Question:

Let's return to the City of Riverside ballot measure I asked you to vote on earlier. Next, I am going to read you a number of ways that funds from this local ballot measure could be used. Please tell me how important it is to you personally that funds raised by a City of Riverside ballot measure be used for that particular project or service: extremely important, very important, somewhat important, or not too important. *Split Sample

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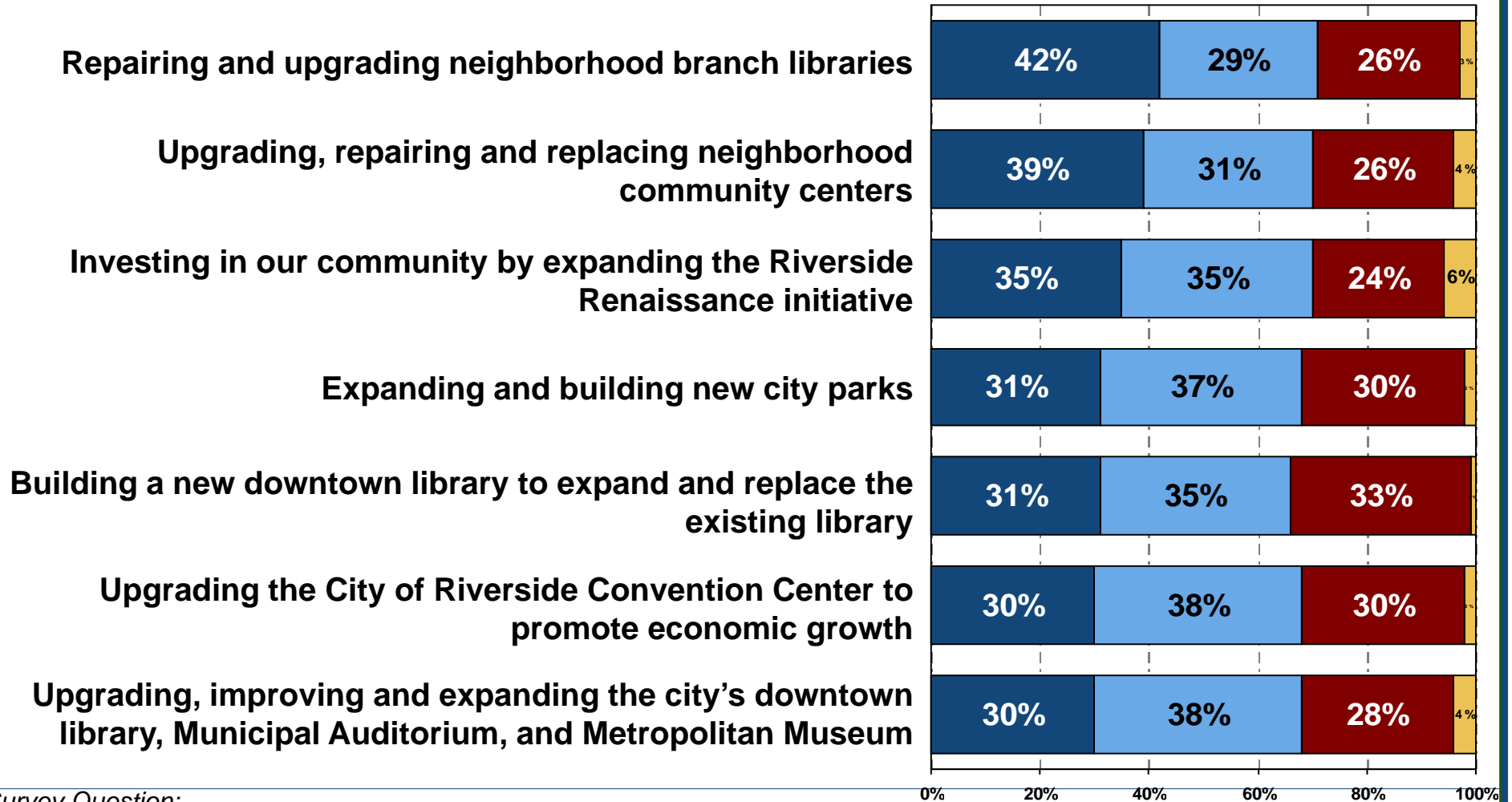
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Continued

■ Ext./Very Impt. ■ S.W. Impt. ■ Not Impt. ■ DK/NA

***Upgrading and expanding the City of Riverside Metropolitan Museum**

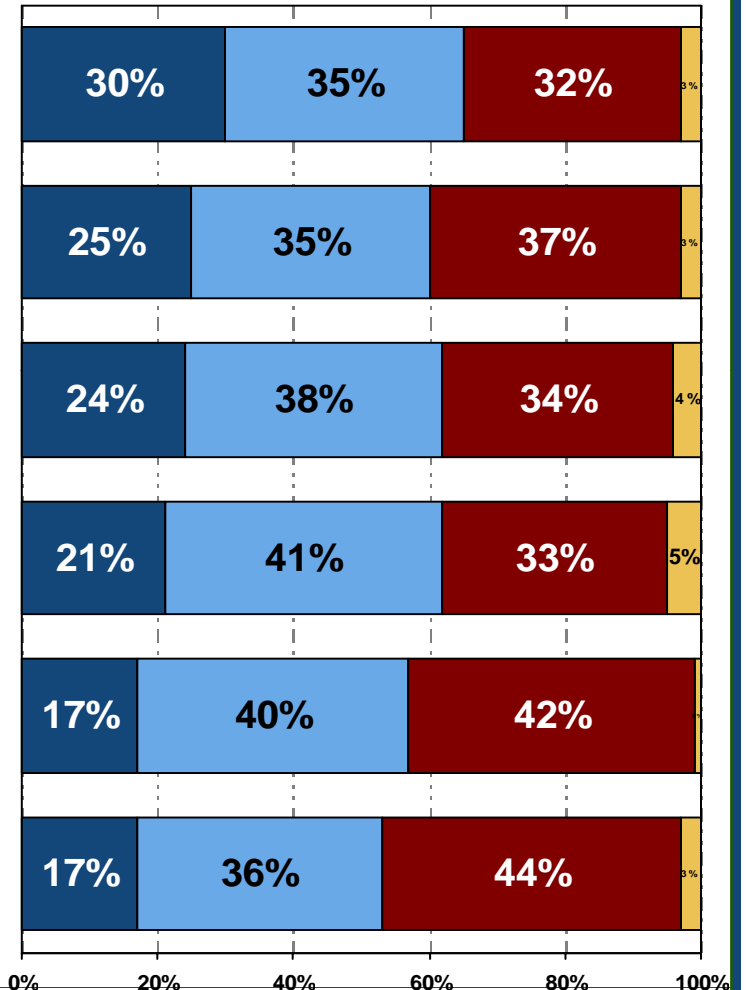
***Building a six thousand seat City of Riverside Arena to provide a local venue for entertainment and special community events, such as concerts, sporting events and high school graduation ceremonies**

***Expanding the City of Riverside Convention Center to include a six thousand seat Arena to attract more visitors and provide a local venue for entertainment and special community events, such as concerts, sporting events and high school graduation ceremonies**

***Upgrading the City of Riverside Municipal Auditorium**

Building a new soccer park

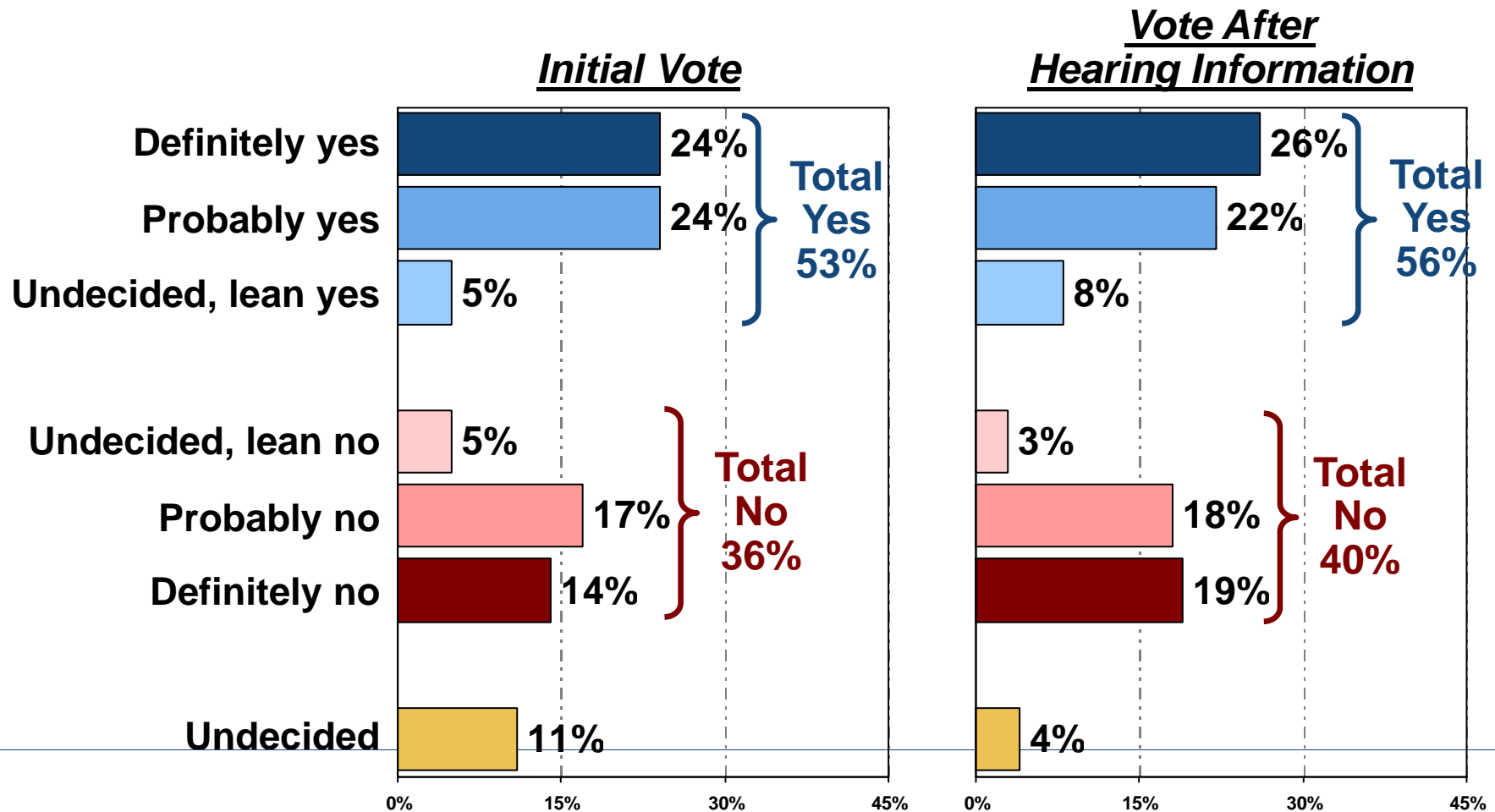
Increasing hiking trails



Survey Question:

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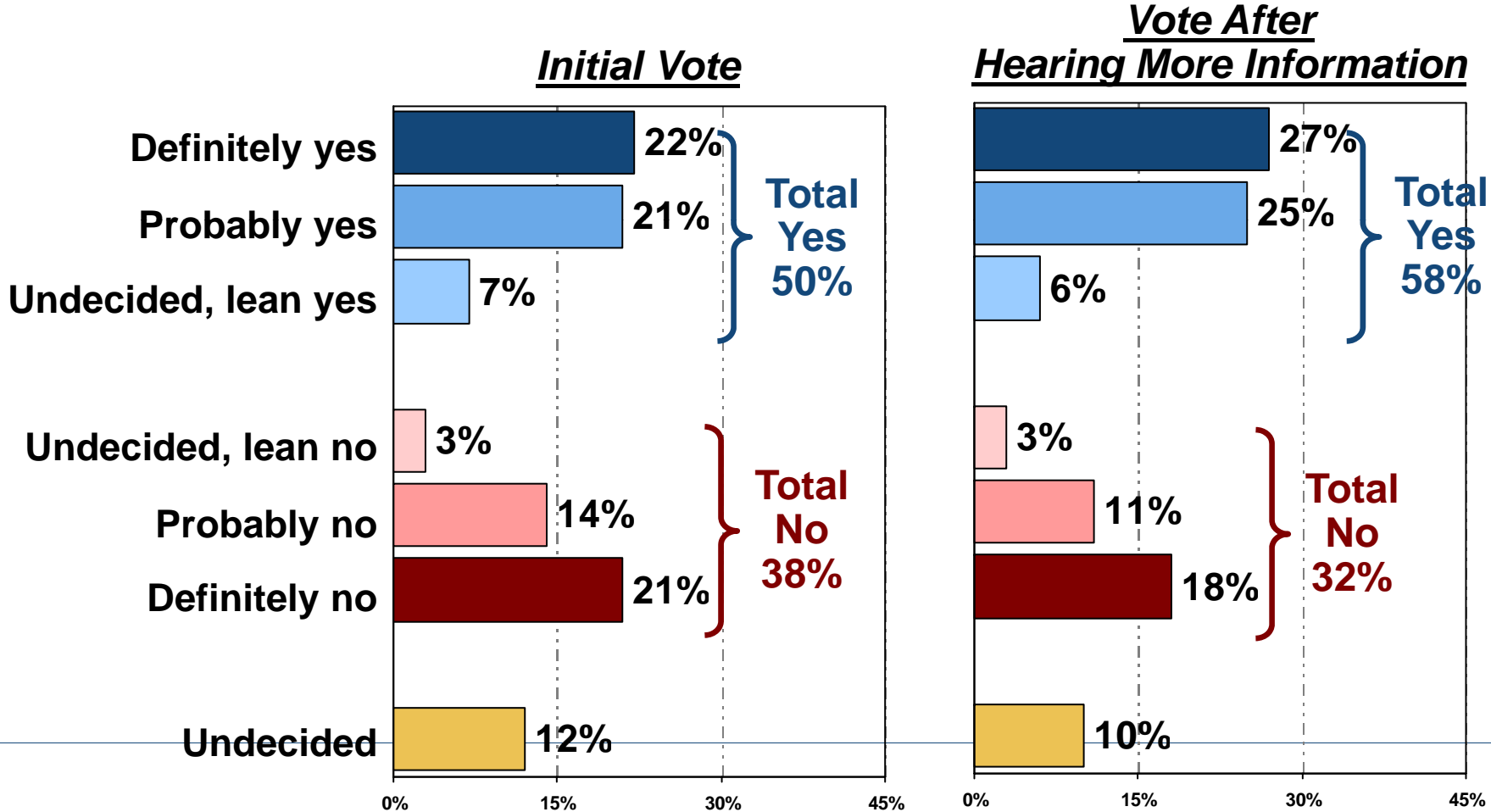
Vote on \$224M Renaissance II Bond Measure after Information is Provided



Survey Question:

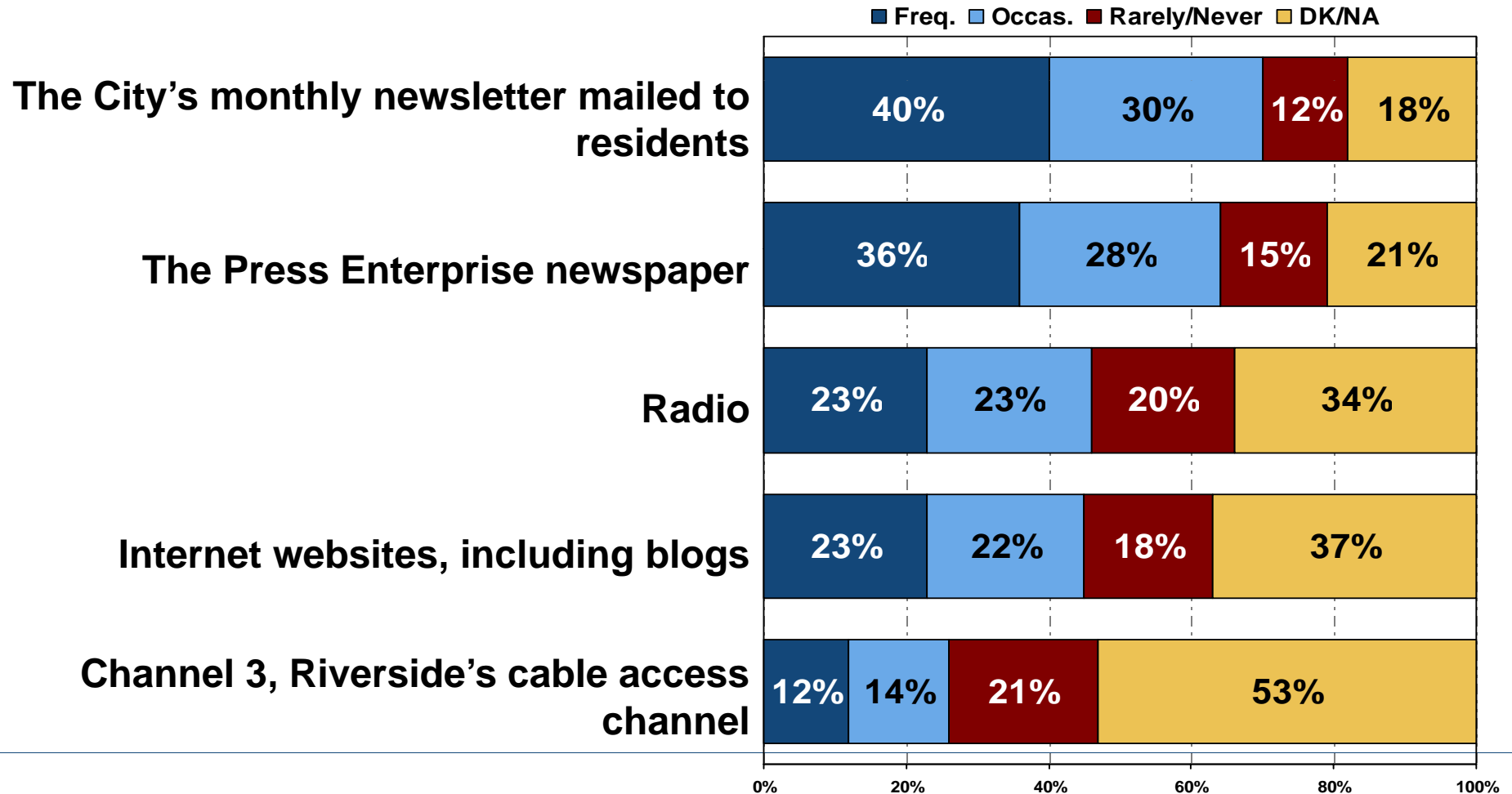
If the election were held today, do you think you would vote "Yes" in favor of this ballot measure or "No" to oppose it?

Vote on \$160 Renaissance II Parcel Tax Measure after Hearing More Information



Survey Question:
If the election were held today, do you think you would vote "Yes" in favor of this ballot measure or "No" to oppose it?

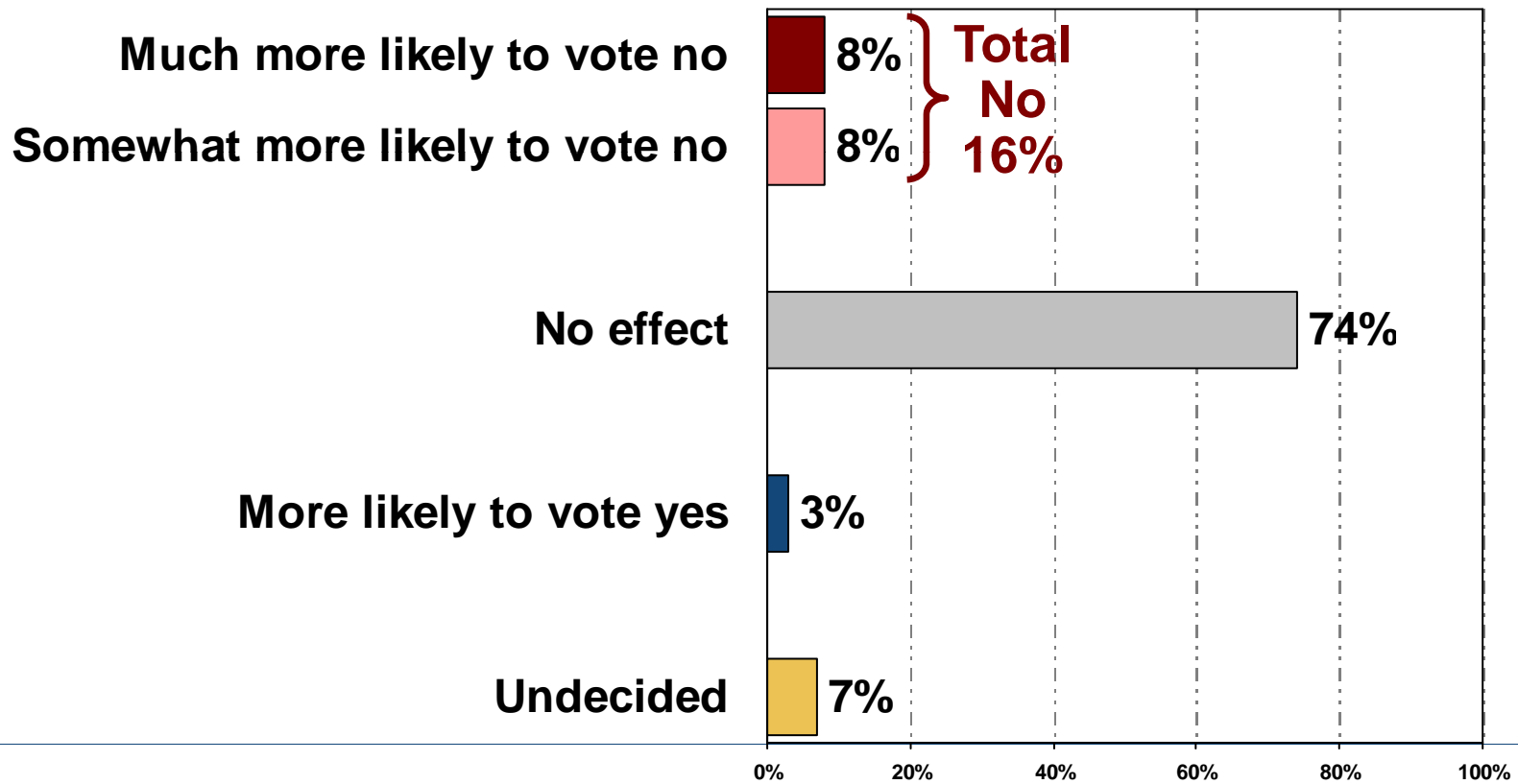
The community uses a variety of informational sources, most frequently the City newsletter



Survey Question:

I'm going to read you a list of sources from which people get news and information about the City of Riverside. For each, I'd like you to tell me how often you use it to get information about such issues: frequently, occasionally, rarely, or never.

Effect of *Press Enterprise* Opposing a City of Riverside Ballot Measure



Survey Question:

Suppose the *Press Enterprise* Newspaper opposed a local ballot measure to provide the City of Riverside with additional funding, such as the ones we been discussing in this survey. Would this make you more likely to vote no on a City of Riverside ballot measure?

Conclusions

- In the current economic climate, we recommend that the City consider renewing the existing library parcel tax
- Begin to educate the community on the Renaissance II needs to complete additional city building projects