

*Fairbank,  
Maslin,  
Maullin,  
Metz &  
Associates*

**FM3**

*Public Opinion Research  
& Strategy*

Attachment 1

TO: Interested Parties

FROM: Curt Below & Miranda Everitt  
Fairbank, Maslin, Maullin, Metz & Associates

RE: Results of a Survey of the Sunnyvale Community

DATE: May 9, 2016

---

Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently completed a survey in the City of Sunnyvale on public attitudes toward local City services and spending priorities.<sup>1</sup> **Survey respondents expressed high levels of satisfaction with City services and prioritized spending on public safety, road repair, and park maintenance.**

Specific key findings include:

- **Four in five give the City high marks for the quality of services provided.** As shown in **Figure 1** on the following page, four in five (81%) rated City services as “excellent” or “good.” Roughly one-quarter (24%) give the highest rating of “excellent” – ten points higher than any who give the rating of “fair” or “poor” (14 percent).

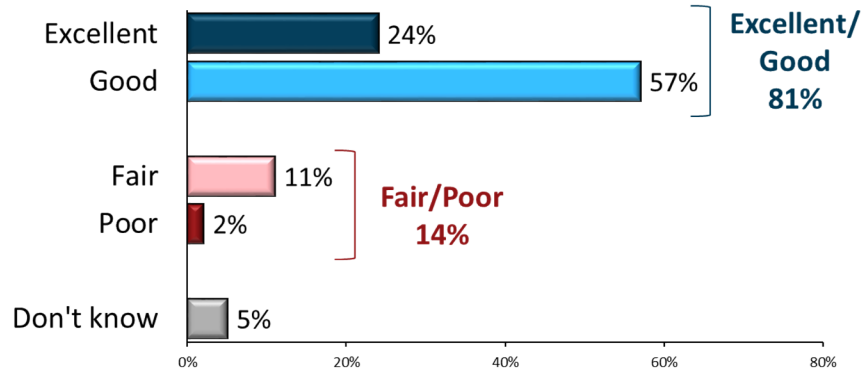
---

<sup>1</sup> **Methodology:** From April 11 to April 21, 2016, FM3 completed 541 interviews online and via both landlines and cell phones with likely November 2016 voters in the City of Sunnyvale. The margin of sampling error for the study is +/-4.2% at the 95% confidence level, and +/-6.0% for each half-sample, one of which heard the UUT and the other heard a bond measure. Margins of error for population subgroups within the sample will be higher. Due to rounding, not all totals will sum to 100%.

12100 Wilshire Blvd Suite 350  
Los Angeles, CA 90025  
Phone: (310) 828-1183  
Fax: (310) 453-6562

1999 Harrison Street Suite 2020  
Oakland, CA 94612  
Phone: (510) 451-9521  
Fax: (510) 451-0384

**FIGURE 1**  
**Quality of Sunnyvale City Services**  
*How would you rate the quality of services provided by the City of Sunnyvale?*

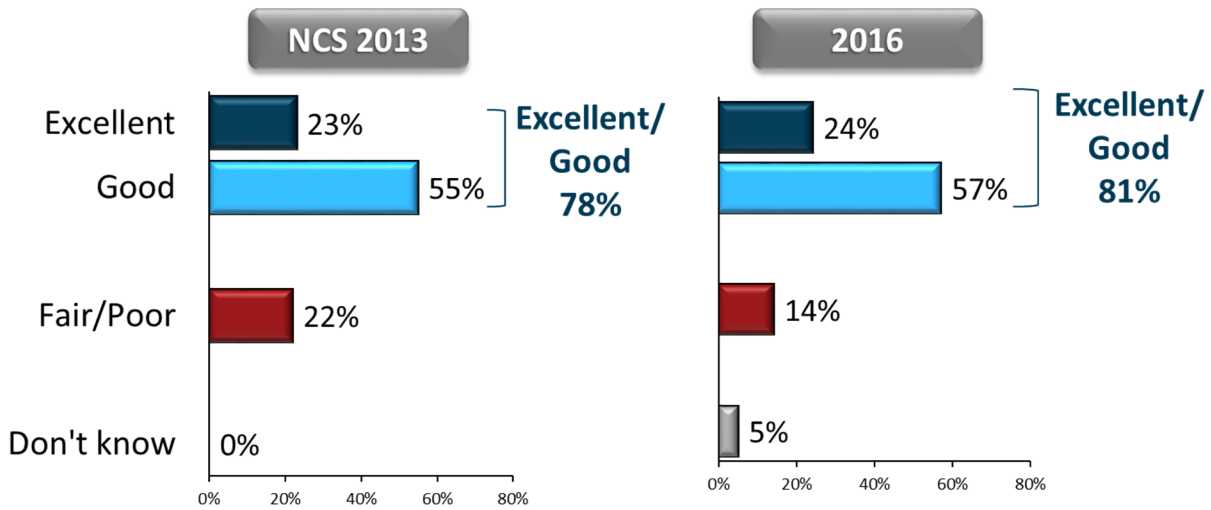


Positive ratings of “excellent” or “good” are shared by respondents across major demographic subgroups, including:

- ✓ 87% of women and 77% of men;
- ✓ 75% of respondents under 50, and 86% of respondents aged 50 or older;
- ✓ 81% of Democrats, 84% of independents, and 78% of Republican voters; and
- ✓ 84% of white respondents, and 83% of respondents of color.

These findings are consistent with a 2013 poll of Sunnyvale residents conducted by The National Citizen Survey, which found that 78 percent rated City services as “excellent” or “good” (**Figure 2**).

**FIGURE 2**  
**Quality of Sunnyvale City Services, Comparison**  
*How would you rate the quality of services provided by the City of Sunnyvale?*



- **Survey respondents viewed maintaining the City’s financial stability one of the top spending priorities, along with public safety, road repair, and park maintenance.** Fully 87 percent of respondents rated *maintaining police response to violent crimes* as an “extremely” or “very important” priority for the City (**Figure 3**). Other public safety services were also in the top tier, including *maintaining police response to property crimes* (80% “extremely” or “very important”) and *ensuring community preparedness for disasters and large-scale emergencies* (71%).

In addition to public safety services, other top spending priorities included the overall goal of *maintaining the City of Sunnyvale’s financial stability* (81% “extremely” or “very important”), *fixing potholes and repairing streets* (76%), *maintaining parks and school open space areas* (71%), and *repairing and maintaining neighborhood parks* (66%)

**FIGURE 3**  
**Top City Service Spending Priorities**

Priority	Extremely/Very Important
Maintaining police response to violent crimes	87%
Maintaining the City of Sunnyvale’s financial stability	81%
Maintaining police response to property crimes, such as burglaries	80%
Fixing potholes and repairing streets	76%
Maintaining parks and school open space areas	71%
Ensuring community preparedness for disasters and large-scale emergencies	71%
Repairing and maintaining neighborhood parks	66%

In addition to testing issues related to service satisfaction and spending priorities, the survey also evaluated potential community interest in three possible local funding measures – a Civic Center bond measure, a general purpose sales tax measure, and a measure modernizing the City’s existing utility users tax (UUT). While the Civic Center bond measure did garner support from a majority of survey respondents, this type of finance measure requires a two-thirds supermajority for passage. However, support for this measure at the survey’s conclusions was only at 57 percent, suggesting that such a measure is not viable at this point in time.

A new general purpose sales tax measure – requiring majority support for passage – was supported by 52 percent of survey respondents. Though this exceeds the measure’s vote threshold, it is within the survey’s margin of error, suggesting that it would need additional preparation activities and refinement if considered by the City. Finally, a measure modernizing the City’s existing UUT – without raising tax rates – was supported by 65 percent of survey respondents after a brief explanation, and was at 58 percent support at the survey’s conclusion, exceeding the measure’s majority-vote threshold.

Overall, these findings demonstrate that Sunnyvale voters are remarkably satisfied with the quality of services the City provides and would like to protect them in the future. Significant shares rank maintaining basic services such as public safety, street repairs and park maintenance quite highly. In addition, more than four in five rate maintaining the City's financial stability as one of their top priorities. Finally, while majorities are willing to support a local finance measure benefiting the City, viability of a potential measure depends highly upon a measure's vote threshold and design.