



GODBE RESEARCH
Gain Insight

OCEANO COMMUNITY SERVICES DISTRICT

2019 Revenue Measure Feasibility Survey

Topline Report

n=157

20 minutes

All Voters Weighted to Likely March 2020 Voters

October 4, 2019

www.godberesearch.com

Northern California and Corporate Offices
1575 Bayshore Highway, Suite 102
Burlingame, CA 94010

Nevada
59 Damonte Ranch Parkway, Suite B309
Reno, NV 89521

Pacific Northwest
601 108th Avenue NE, Suite 1900
Bellevue, WA 98004

METHODOLOGY

Sample Universe:

- 2,437 Likely March 2020 Voters

Sample Size:

n=157 Likely March 2020 Voters

Data Collection Methodology:

n=24 Landline

n=46 Cell

n=13 Online from email invitation

n=74 Online from text invitation

Margin of Error:

- Likely March 2020 Voters \pm 7.60%

Interview Dates: September 17 to September 30, 2019

OCEANO CSD CLIMATE

		Likely March 2020 Voter		
		Column N %	Count	Σ or Mean
1. Are you satisfied or dissatisfied with the job the Oceano Community Services District is doing to provide community services in your area?	Very satisfied	19.0%	30	
	Somewhat satisfied	46.6%	73	
	Somewhat dissatisfied	11.2%	18	
	Very dissatisfied	8.0%	13	
	DK/NA	15.2%	24	
	Total Satisfied	65.6%		
	Total Dissatisfied	19.2%		
	Ratio Sat to Dissat	3.4		
2. Are you satisfied or dissatisfied with the job the Five Cities Fire Authority is doing to provide medical emergency and fire responses in your area?	Very satisfied	47.5%	75	
	Somewhat satisfied	29.5%	46	
	Somewhat dissatisfied	2.6%	4	
	Very dissatisfied	0.4%	1	
	DK/NA	20.0%	31	
	Total Satisfied	77.0%		
	Total Dissatisfied	3.0%		
	Ratio Sat to Dissat	25.5		
3. Are you satisfied or dissatisfied with the job the Oceano [OH-she-on-OH] Community Services District is doing to effectively manage and spend taxpayer dollars and public funds?	Very satisfied	12.6%	20	
	Somewhat satisfied	32.2%	51	
	Somewhat dissatisfied	20.7%	32	
	Very dissatisfied	10.5%	16	
	DK/NA	24.0%	38	
	Total Satisfied	44.8%		
	Total Dissatisfied	31.2%		
	Ratio Sat to Dissat	1.4		

UNINFORMED BALLOT TEST

		Likely March 2020 Voter		
		Column N %	Count	Σ or Mean
4. To: •Maintain rapid response times for 9-1-1 medical emergencies and fires; •Prevent further station closures and layoffs; •Maintain fire engine staffing 24/7; and •Equip firefighters for hazardous material responses; shall the Oceano Community Services District's medical emergency and fire protection measure levying an annual special tax of \$180 per residential unit equivalent, subject to an annual CPI adjustment capped at 2%, until repealed by the voters, providing \$475,000 annually, requiring independent citizen oversight and annual reports, be adopted?	Definitely Yes	16.3%	26	
	Probably Yes	32.8%	52	
	Probably No	23.0%	36	
	Definitely No	13.8%	22	
	DK/NA	14.0%	22	
	Total Yes	49.1%		
	Total No	36.9%		

FEATURES OF THE MEASURE

		Likely March 2020 Voter		
		Column N %	Count	Σ or Mean
5A. Maintain rapid response times for 9-1-1 medical emergencies and fires	Much More Likely	43.1%	68	73.3%
	Swt. More Likely	30.2%	47	
	No Effect	16.4%	26	
	Swt. Less Likely	3.6%	6	
	Much Less Likely	2.5%	4	
	DK/NA	4.1%	7	
5B. Prevent further station closures and layoffs	Much More Likely	32.2%	51	72.5%
	Swt. More Likely	40.3%	63	
	No Effect	14.3%	22	
	Swt. Less Likely	5.2%	8	
	Much Less Likely	3.5%	5	
	DK/NA	4.4%	7	
5C. Maintain fire engine staffing 24/7	Much More Likely	40.9%	64	70.2%
	Swt. More Likely	29.3%	46	
	No Effect	19.1%	30	
	Swt. Less Likely	4.3%	7	
	Much Less Likely	2.8%	4	
	DK/NA	3.5%	6	
5D. Equip firefighters for hazardous material responses	Much More Likely	33.0%	52	59.5%
	Swt. More Likely	26.5%	42	
	No Effect	24.4%	38	
	Swt. Less Likely	3.6%	6	
	Much Less Likely	7.7%	12	
	DK/NA	4.8%	7	
5E. Increase firefighter staff levels to meet minimum national standards	Much More Likely	35.1%	55	67.7%
	Swt. More Likely	32.6%	51	
	No Effect	17.3%	27	
	Swt. Less Likely	4.5%	7	
	Much Less Likely	5.2%	8	
	DK/NA	5.3%	8	
5F. Maintain fire prevention services	Much More Likely	36.8%	58	68.8%
	Swt. More Likely	31.9%	50	
	No Effect	18.8%	30	
	Swt. Less Likely	3.3%	5	
	Much Less Likely	5.1%	8	
	DK/NA	4.0%	6	
5G. Maintain hazardous materials response	Much More Likely	28.0%	44	61.7%
	Swt. More Likely	33.7%	53	
	No Effect	20.5%	32	
	Swt. Less Likely	5.1%	8	
	Much Less Likely	7.0%	11	
	DK/NA	5.7%	9	

		Likely March 2020 Voter		
		Column N %	Count	Σ or Mean
5H. Maintain emergency rescue services	Much More Likely	35.3%	55	68.6%
	Swt. More Likely	33.3%	52	
	No Effect	20.5%	32	
	Swt. Less Likely	3.2%	5	
	Much Less Likely	3.9%	6	
	DK/NA	3.8%	6	

FEATURES OF THE MEASURE – RANKED BY INTENSITY SCORE

	Likely March 2020 Voter		
	Column N %	Count	Σ or Mean
5A. Maintain rapid response times for 9-1-1 medical emergencies and fires			1.12
5C. Maintain fire engine staffing 24/7			1.05
5B. Prevent further station closures and layoffs			0.97
5H. Maintain emergency rescue services			0.97
5F. Maintain fire prevention services			0.96
5E. Increase firefighter staff levels to meet minimum national standards			0.93
5D. Equip firefighters for hazardous material responses			0.77
5G. Maintain hazardous materials response			0.75

INFORMATIONAL STATEMENTS

		Likely March 2020 Voter		
		Column N %	Count	Σ or Mean
6A. None of the money raised by the measure will be used for administrators' salaries	Much more likely to vote Yes	57.1%	90	72.8%
	Swt. more likely to vote Yes	15.7%	25	
	No effect	22.2%	35	
	DK/NA	5.1%	8	
6B. All money raised by this measure will be controlled locally, will go to our fire protection and 9-1-1 emergency services and cannot be taken away by the State	Much more likely to vote Yes	54.0%	85	77.4%
	Swt. more likely to vote Yes	23.4%	37	
	No effect	13.9%	22	
	DK/NA	8.7%	14	
6C. The measure will ensure Oceano receives a consistent level of service	Much more likely to vote Yes	41.0%	64	69.2%
	Swt. more likely to vote Yes	28.2%	44	
	No effect	22.6%	36	
	DK/NA	8.2%	13	
6D. Having a reliable, locally controlled Fire Department with the ability to respond 24 hours a day, 7 days a week, is critical to saving lives	Much more likely to vote Yes	45.3%	71	69.9%
	Swt. more likely to vote Yes	24.6%	39	
	No effect	23.7%	37	
	DK/NA	6.4%	10	
6E. The measure requires independent citizen oversight to ensure the money is spent as promised	Much more likely to vote Yes	47.9%	75	72.8%
	Swt. more likely to vote Yes	24.9%	39	
	No effect	19.9%	31	
	DK/NA	7.3%	12	
6F. As the community has grown, the number of simultaneous calls has increased dramatically. The measure is critical to providing rapid response to every emergency call	Much more likely to vote Yes	37.7%	59	71.2%
	Swt. more likely to vote Yes	33.5%	53	
	No effect	21.9%	34	
	DK/NA	6.9%	11	
6G. The measure will help maintain response times in a major disaster like an earthquake	Much more likely to vote Yes	46.1%	72	67.2%
	Swt. more likely to vote Yes	21.1%	33	
	No effect	25.1%	39	
	DK/NA	7.7%	12	
6H. The measure will prevent the Oceano fire station from being closed part of the time	Much more likely to vote Yes	38.2%	60	65.9%
	Swt. more likely to vote Yes	27.7%	43	
	No effect	23.6%	37	
	DK/NA	10.5%	17	
6I. If the measure fails, Oceano may become part of the county system, which has firefighters spread out over a large part of the county, meaning that Oceano may have longer response times and less consistent service during multiple emergency events	Much more likely to vote Yes	37.9%	60	63.3%
	Swt. more likely to vote Yes	25.4%	40	
	No effect	25.0%	39	
	DK/NA	11.7%	18	
6J. Eighty percent of all calls are for emergency medical, the measure will ensure rapid response times	Much more likely to vote Yes	44.2%	69	73.2%
	Swt. more likely to vote Yes	29.0%	46	
	No effect	20.0%	31	
	DK/NA	6.8%	11	
6K. The measure ensures that Oceano will have local control over the emergency medical and fire services	Much more likely to vote Yes	39.5%	62	67.9%
	Swt. more likely to vote Yes	28.4%	45	
	No effect	25.2%	40	
	DK/NA	6.9%	11	

		Likely March 2020 Voter		
		Column N %	Count	Σ or Mean
6L. As the population ages, the emergency medical maintained by this measure is critical to save lives	Much more likely to vote Yes	40.0%	63	68.7%
	Swt. more likely to vote Yes	28.8%	45	
	No effect	24.4%	38	
	DK/NA	6.9%	11	
6M. With longer and hotter fire seasons, we need to be ready to save lives during fire-related emergencies	Much more likely to vote Yes	43.1%	68	60.3%
	Swt. more likely to vote Yes	17.2%	27	
	No effect	32.9%	52	
	DK/NA	6.8%	11	
6N. This ballot measure would prevent the Oceano Community Services District from being forced to withdraw from the Five Cities Fire Authority	Much more likely to vote Yes	37.2%	58	62.5%
	Swt. more likely to vote Yes	25.3%	40	
	No effect	26.7%	42	
	DK/NA	10.8%	17	
6O. The Oceano [OH-she-on-OH] Community Services District has been a good steward of taxpayer money, spending within its means	Much more likely to vote Yes	26.6%	42	50.2%
	Swt. more likely to vote Yes	23.6%	37	
	No effect	29.9%	47	
	DK/NA	19.9%	31	
6P. The measure will allow the Five Cities Fire Authority to provide emergency medical technicians who can perform more life saving procedures	Much more likely to vote Yes	39.9%	63	73.4%
	Swt. more likely to vote Yes	33.4%	52	
	No effect	19.0%	30	
	DK/NA	7.6%	12	
6Q. This measure will ensure a rapid response to the 9-1-1 emergency and fire calls the Five Cities Fire Authority receives every day	Much more likely to vote Yes	46.0%	72	73.0%
	Swt. more likely to vote Yes	27.0%	42	
	No effect	21.5%	34	
	DK/NA	5.5%	9	
6R. The measure will provide three firefighters per fire engine, providing a higher level of emergency response	Much more likely to vote Yes	41.5%	65	65.2%
	Swt. more likely to vote Yes	23.7%	37	
	No effect	24.5%	39	
	DK/NA	10.3%	16	
6S. The funds raised by the measure will not be used to respond to emergencies on the dunes	Much more likely to vote Yes	34.7%	54	53.8%
	Swt. more likely to vote Yes	19.1%	30	
	No effect	31.6%	50	
	DK/NA	14.7%	23	
6T. The measure will cost the typical residential dwelling unit just \$15 per month	Much more likely to vote Yes	27.7%	44	54.7%
	Swt. more likely to vote Yes	27.0%	42	
	No effect	27.9%	44	
	DK/NA	17.4%	27	

INFORMATIONAL STATEMENTS -- RANKED BY INTENSITY SCORE

	Likely March 2020 Voter		
	Column N %	Count	Σ or Mean
6B. All money raised by this measure will be controlled locally, will go to our fire protection and 9-1-1 emergency services and cannot be taken away by the State			1.44
6A. None of the money raised by the measure will be used for administrators' salaries			1.37
6E. The measure requires independent citizen oversight to ensure the money is spent as promised			1.30
6J. Eighty percent of all calls are for emergency medical, the measure will ensure rapid response times			1.26
6Q. This measure will ensure a rapid response to the 9-1-1 emergency and fire calls the Five Cities Fire Authority receives every day			1.26
6D. Having a reliable, locally controlled Fire Department with the ability to respond 24 hours a day, 7 days a week, is critical to saving lives			1.23
6G. The measure will help maintain response times in a major disaster like an earthquake			1.23
6P. The measure will allow the Five Cities Fire Authority to provide emergency medical technicians who can perform more life saving procedures			1.23
6C. The measure will ensure Oceano receives a consistent level of service			1.20
6R. The measure will provide three firefighters per fire engine, providing a higher level of emergency response			1.19
6F. As the community has grown, the number of simultaneous calls has increased dramatically. The measure is critical to providing rapid response to every emergency call			1.17
6L. As the population ages, the emergency medical maintained by this measure is critical to save lives			1.17
6H. The measure will prevent the Oceano fire station from being closed part of the time			1.16
6K. The measure ensures that Oceano will have local control over the emergency medical and fire services			1.15
6I. If the measure fails, Oceano may become part of the county system, which has firefighters spread out over a large part of the county, meaning that Oceano may have longer response times and less consistent service during multiple emergency events			1.15
6N. This ballot measure would prevent the Oceano Community Services District from being forced to withdraw from the Five Cities Fire Authority			1.12
6M. With longer and hotter fire seasons, we need to be ready to save lives during fire-related emergencies			1.11
6S. The funds raised by the measure will not be used to respond to emergencies on the dunes			1.04
6T. The measure will cost the typical residential dwelling unit just \$15 per month			1.00
6O. The Oceano [OH-she-on-OH] Community Services District has been a good steward of taxpayer money, spending within its means			0.96

CRITICAL STATEMENTS

		Likely March 2020 Voter		
		Column N %	Count	Σ or Mean
7A. The Community Services District has high paid administrators, and pensions and benefits are out of control. If the District managed its money better and spent within its means, this measure would not be needed	Much more likely to vote No	42.4%	67	63.2%
	Swt. more likely to vote No	20.7%	33	
	No effect	28.3%	44	
	DK/NA	8.5%	13	
7B. All of the money in the Five Cities Fire Authority goes to Grover Beach and Arroyo Grande. Oceano does not get its fair share	Much more likely to vote No	44.1%	69	63.2%
	Swt. more likely to vote No	19.1%	30	
	No effect	28.0%	44	
	DK/NA	8.7%	14	
7C. The average homeowner is already paying extra taxes for water and trash to the Oceano Community Services District, now they want even more	Much more likely to vote No	40.5%	64	56.1%
	Swt. more likely to vote No	15.6%	24	
	No effect	33.9%	53	
	DK/NA	10.0%	16	
7D. The County will provide the same service at a lower cost to taxpayers	Much more likely to vote No	36.0%	57	58.8%
	Swt. more likely to vote No	22.8%	36	
	No effect	31.9%	50	
	DK/NA	9.3%	15	
7E. The measure puts all the burden on homeowners, renters don't have to pay their fair share	Much more likely to vote No	34.6%	54	53.1%
	Swt. more likely to vote No	18.5%	29	
	No effect	35.5%	56	
	DK/NA	11.4%	18	
7F. Instead of a new tax, we should use a volunteer fire department to save money	Much more likely to vote No	20.9%	33	37.4%
	Swt. more likely to vote No	16.5%	26	
	No effect	45.8%	72	
	DK/NA	16.9%	26	
7G. If ambulance services were reorganized, then we would not have to pay more for fire service	Much more likely to vote No	29.5%	46	58.9%
	Swt. more likely to vote No	29.5%	46	
	No effect	27.9%	44	
	DK/NA	13.2%	21	

CRITICAL STATEMENTS -- RANKED BY INTENSITY SCORE

	Likely March 2020 Voter		
	Column N %	Count	Σ or Mean
7B. All of the money in the Five Cities Fire Authority goes to Grover Beach and Arroyo Grande. Oceano does not get its fair share			1.18
7A. The Community Services District has high paid administrators, and pensions and benefits are out of control. If the District managed its money better and spent within its means, this measure would not be needed			1.15
7C. The average homeowner is already paying extra taxes for water and trash to the Oceano Community Services District, now they want even more			1.07
7D. The County will provide the same service at a lower cost to taxpayers			1.04
7G. If ambulance services were reorganized, then we would not have to pay more for fire service			1.02
7E. The measure puts all the burden on homeowners, renters don't have to pay their fair share			0.99
7F. Instead of a new tax, we should use a volunteer fire department to save money			0.70

INFORMED BALLOT TEST & ALTERNATIVE

		Likely March 2020 Voter		
		Column N %	Count	Σ or Mean
8. To: •Maintain rapid response times for 9-1-1 medical emergencies and fires; •Prevent further station closures and layoffs; •Maintain fire engine staffing 24/7; and •Equip firefighters for hazardous material responses; shall the Oceano Community Services District's medical emergency and fire protection measure levying an annual special tax of \$180 per residential unit equivalent, subject to an annual CPI adjustment capped at 2%, until repealed by the voters, providing \$475,000 annually, requiring independent citizen oversight and annual reports, be adopted?	Definitely Yes	19.5%	31	
	Probably Yes	33.5%	53	
	Probably No	17.5%	27	
	Definitely No	13.8%	22	
	DK/NA	15.7%	25	
	Total Yes	53.1%		
	Total No	31.2%		
9. Ballot Test - Equal Amount on All Parcels	Definitely Yes	11.1%	17	
	Probably Yes	34.3%	54	
	Probably No	21.6%	34	
	Definitely No	13.5%	21	
	DK/NA	19.6%	31	
	Total Yes	45.4%		
	Total No	35.0%		

DEMOGRAPHICS

		Likely March 2020 Voter		
		Column N %	Count	Σ or Mean
A. Do any children under the age of 18 live in your household?	Yes	24.5%	38	
	No	74.5%	117	
	DK/NA	1.0%	2	
B. What social media do you use regularly?	Facebook	61.9%	97	
	Instagram	27.6%	43	
	Linkedin	11.0%	17	
	Nextdoor	15.6%	25	
	Pinterest	7.5%	12	
	Snapchat	10.1%	16	
	Twitter	8.3%	13	
	Other	6.0%	9	
	Not sure/DK/NA	21.0%	33	
	QC. Gender	MALE	45.9%	72
FEMALE		54.1%	85	
UNKNOWN		0.0%	0	
D. Age	18-29	8.3%	13	
	30-39	14.7%	23	
	40-49	13.3%	21	
	50-69	39.2%	61	
	70+	24.6%	39	
	Not coded	0.0%	0	
E. Broad Ethnic Groupings	East and South Asian	0.8%	1	
	European	63.7%	100	
	Hispanic and Portuguese	25.9%	41	
	Likely African-American	0.0%	0	
	Other	1.9%	3	
	Unknown	7.8%	12	
F. Marital Status	Single or Unknown	57.5%	90	
	Married	30.8%	48	
	Non-Traditional	11.6%	18	
G. Homeownership Status	Owner	50.0%	78	
	Renter	37.4%	59	
	Unknown	12.6%	20	
H. Estimated Income Range	\$1,000-\$14,999	1.7%	3	
	\$15,000-\$24,999	3.1%	5	
	\$25,000-\$34,999	7.7%	12	
	\$35,000-\$49,999	13.9%	22	
	\$50,000-\$74,999	48.9%	77	
	\$75,000-\$99,999	8.1%	13	
	\$100,000-\$124,999	6.3%	10	
	\$125,000-\$149,999	2.0%	3	
	\$150,000-\$174,999	2.4%	4	
	\$175,000-\$199,999	0.0%	0	
	\$200,000-\$249,999	1.0%	2	
	\$250,000 and up	2.3%	4	
	Unknown	2.5%	4	

		Likely March 2020 Voter		
		Column N %	Count	Σ or Mean
I. Estimated Home Value Range	\$0K to \$19K	1.2%	2	
	\$20K to \$49K	0.0%	0	
	\$50K to \$99K	1.1%	2	
	\$100K to \$149K	0.5%	1	
	\$150K to \$174K	1.9%	3	
	\$175K to \$199K	0.2%	0	
	\$200K to \$249K	12.2%	19	
	\$250K to \$299K	4.1%	6	
	\$300K to \$399K	33.9%	53	
	\$400K to \$499K	24.8%	39	
	\$500K to \$749K	14.6%	23	
	\$750K to \$999K	0.6%	1	
	\$1000K to 1M and over	1.6%	2	
	Unknown	3.1%	5	
J. Individual Party	American Independent	3.1%	5	
	Democratic	39.0%	61	
	Green	0.8%	1	
	Libertarian	0.6%	1	
	Natural Law	0.0%	0	
	Non-Partisan	22.7%	36	
	Other	1.5%	2	
	Peace and Freedom	0.4%	1	
	Reform	0.2%	0	
	Republican	31.7%	50	
	Unknown	0.1%	0	
	No data	0.0%	0	
K. Household Party Tyoe	Dem	29.1%	46	
	Dem&Ind	15.0%	24	
	Dem&Rep	6.0%	9	
	Dem&Rep&Ind	1.8%	3	
	Ind	16.9%	27	
	Rep	22.3%	35	
	Rep&Ind	9.0%	14	
	No data	0.0%	0	
L. Household Gender Composition	Mixed Gender Household	54.7%	86	
	Female Only Household	28.2%	44	
	Male Only Household	17.1%	27	
	Cannot Determine	0.0%	0	
	No data	0.0%	0	

		Likely March 2020 Voter		
		Column N %	Count	Σ or Mean
M. Registration Date	2017 to present	43.0%	68	
	2013-2016	31.7%	50	
	2009-2012	7.4%	12	
	2005-2008	3.7%	6	
	2001-2004	3.3%	5	
	1997-2000	2.7%	4	
	1993-1996	2.3%	4	
	1981-1992	3.2%	5	
	1980 or before	2.6%	4	
	Not coded	0.0%	0	
N. Voting Frequency	0	6.8%	11	
	1	7.0%	11	
	2	6.2%	10	
	3	13.0%	20	
	4	12.1%	19	
	5	8.0%	13	
	6	11.1%	17	
	7	11.8%	18	
	8	24.1%	38	
O. Voting History	see detailed crosstabs			
P. Household Voter Count	1	37.6%	59	
	2	47.1%	74	
	3	12.8%	20	
	4	2.6%	4	
	No data	0.0%	0	
Q. Permanent Absentee Voter	Military	0.0%	0	
	Permanent US	75.7%	119	
	Unknown	24.3%	38	
R. Likely November 2020 Voter	Yes	100.0%	157	
	No	0.0%	0	
S. Likely March 2020 Voter	Yes	100.0%	157	
	No	0.0%	0	



GODBE RESEARCH
Gain Insight



Oceano Community Services District: 2019 Revenue Measure Feasibility Survey

October 2019

Oceano Community Services District commissioned Godbe Research to conduct a survey of local voters with the following research objectives:

- Gauge public satisfaction on the District's provision of services, medical emergency and fire response, and effective management of public funds;
- Assess potential voter support for an assessment to support medical emergency and fire protection with funding that cannot be taken by the State;
- Prioritize projects and programs to be funded with the proceeds;
- Test the influence of informational and critical statements on potential voter support;
- Identify the rate at which voters will support the measure; and
- Identify any differences in voter support due to demographic and/or voter behavioral characteristics.

- Data Collection Landline (24), cell phone (46), text to online (74), and email to online (13) interviewing
- Universe 2,437 likely March 2020 voters in the Oceano Community Services District
- Fielding Dates September 17 through September 30, 2019
- Interview Length 20 minutes
- Sample Size 157
- Margin of Error $\pm 7.60\%$

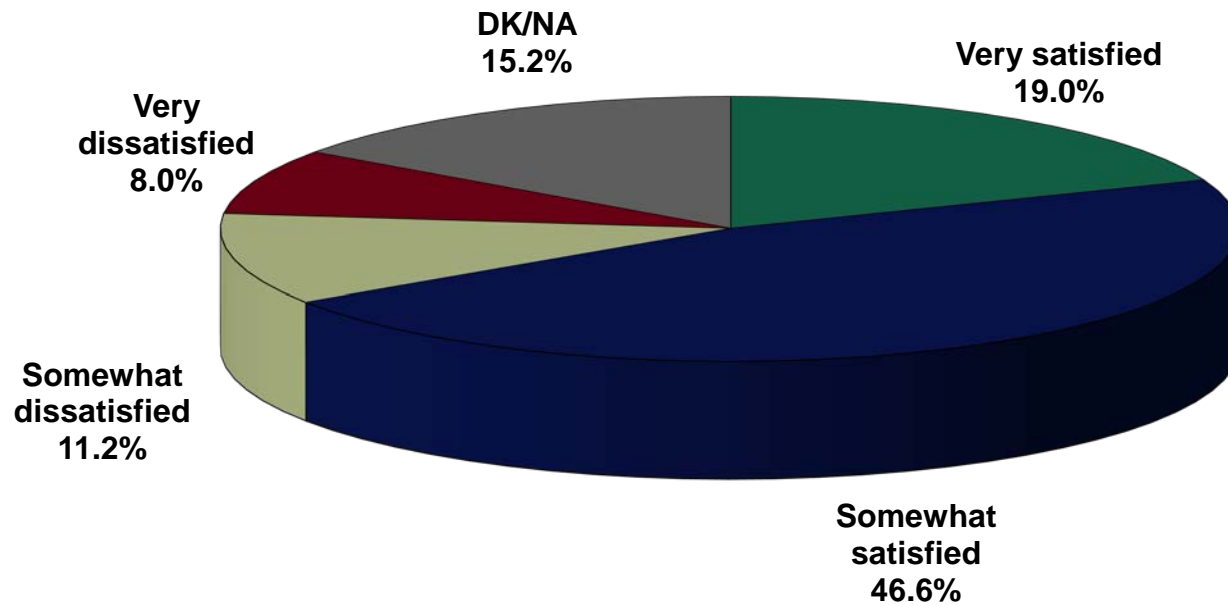


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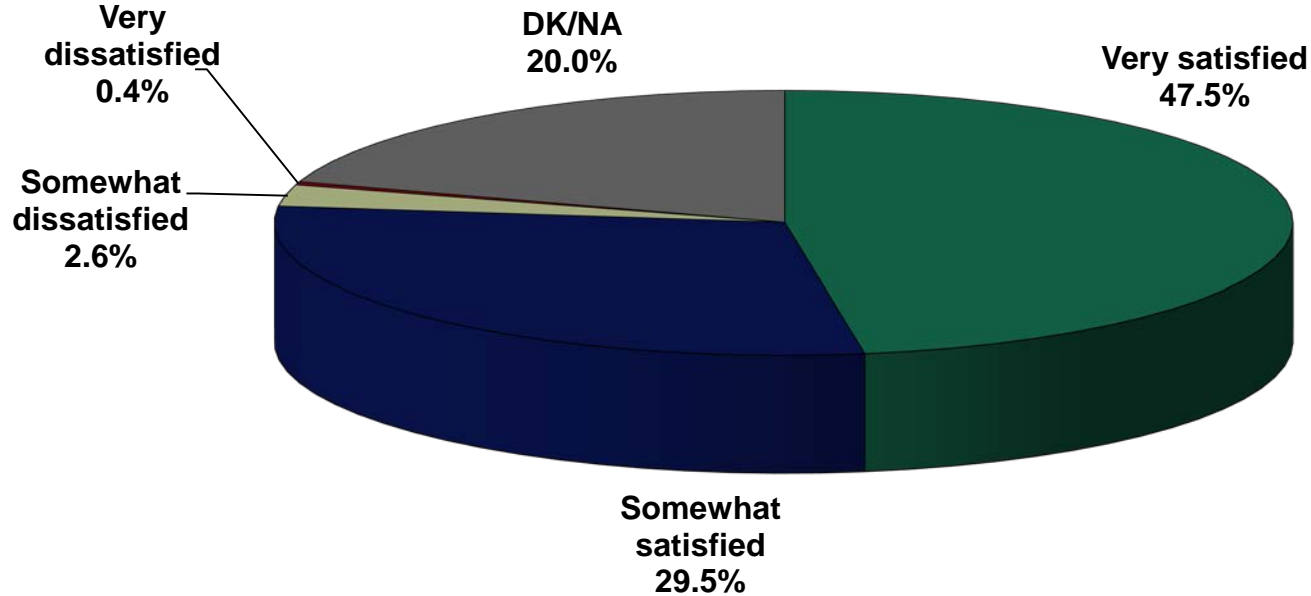
Key Findings

Q1. Satisfaction with the District's Provision of Community Services (n=157)



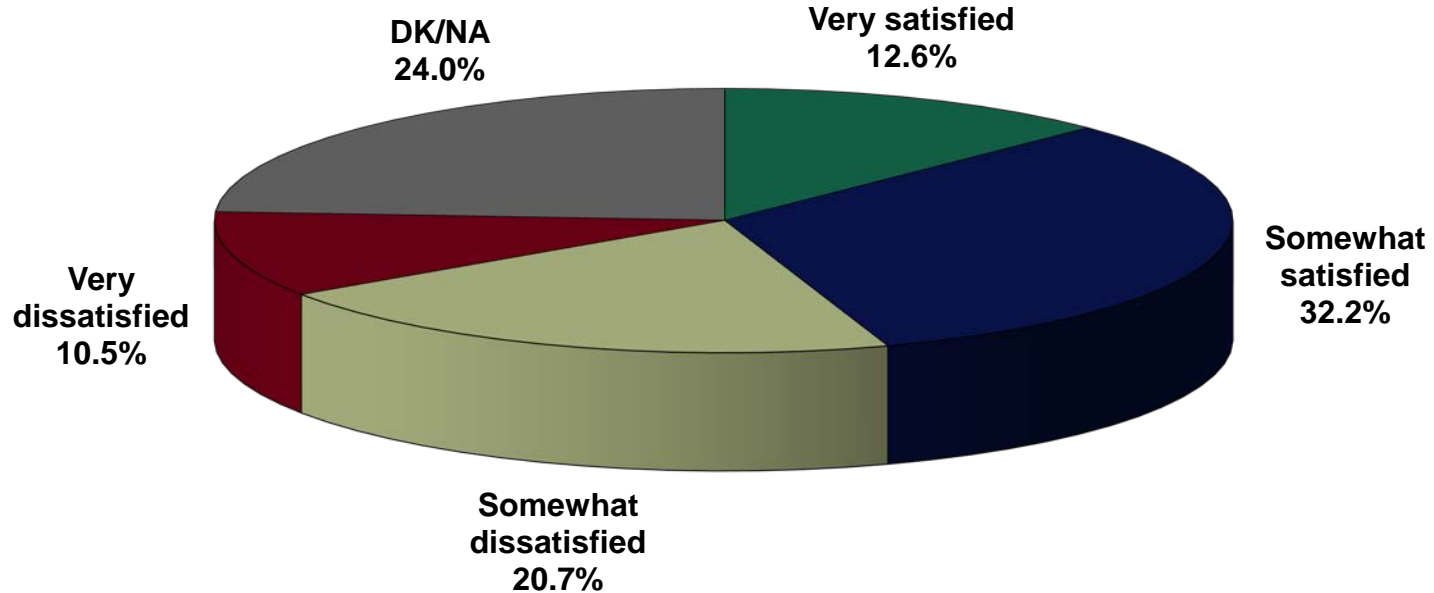
Satisfied	65.6%
Dissatisfied	19.2%
Ratio Sat to Dissat	3.4

Q2. Satisfaction With the Five Cities Fire Authority's Provision of Medical Emergency and Fire Response Services (n=157)



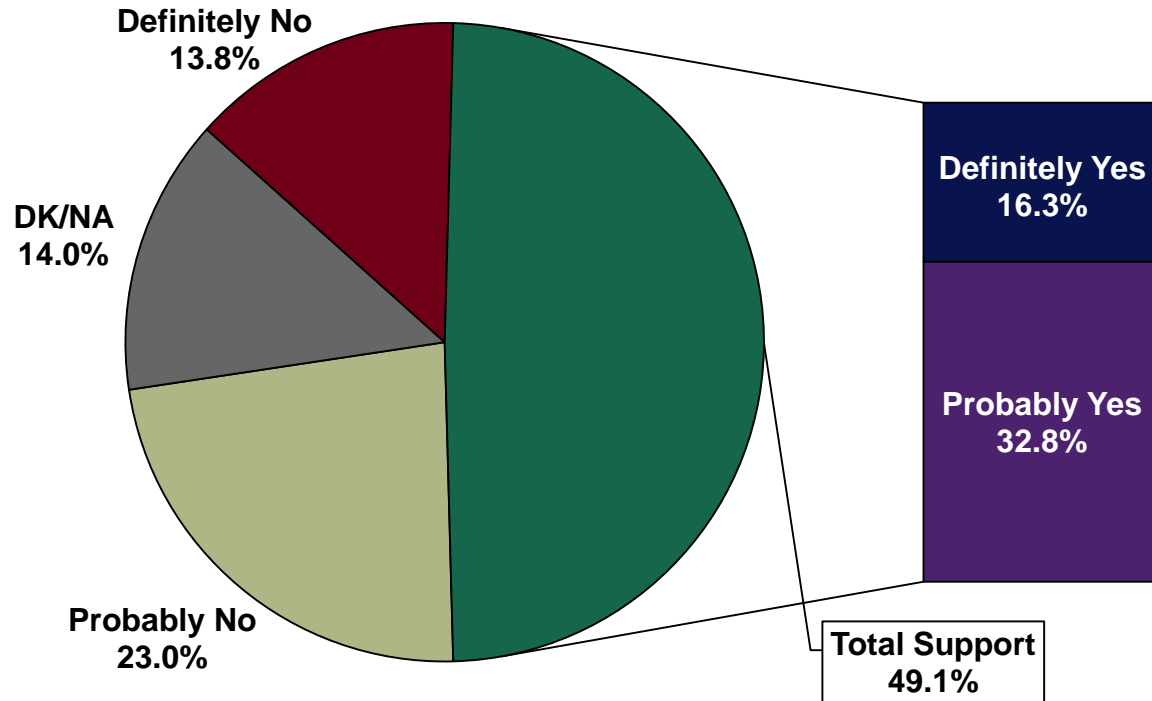
Satisfied	77.0%
Dissatisfied	3.0%
Ratio Sat to Dissat	25.5

Q3. Satisfaction With the District's Management of Public Funds (n=157)



Satisfied	44.8%
Dissatisfied	31.2%
Ratio Sat to Dissat	1.4

Q4. Uninformed Support for Assessment (n=157)

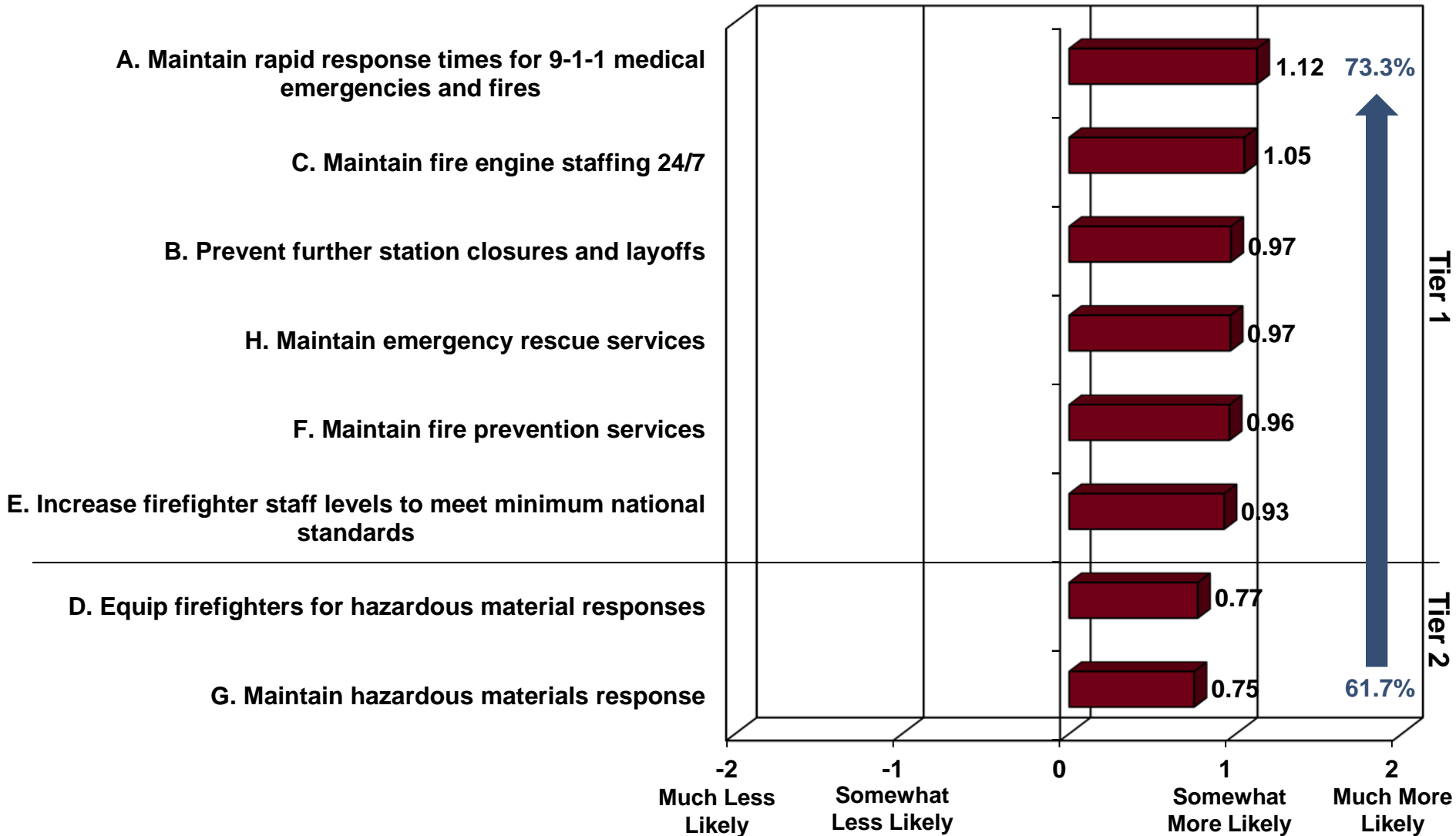


To:

- Maintain rapid response times for 9-1-1 medical emergencies and fires;
- Prevent further station closures and layoffs;
- Maintain fire engine staffing 24/7; and
- Equip firefighters for hazardous material responses;

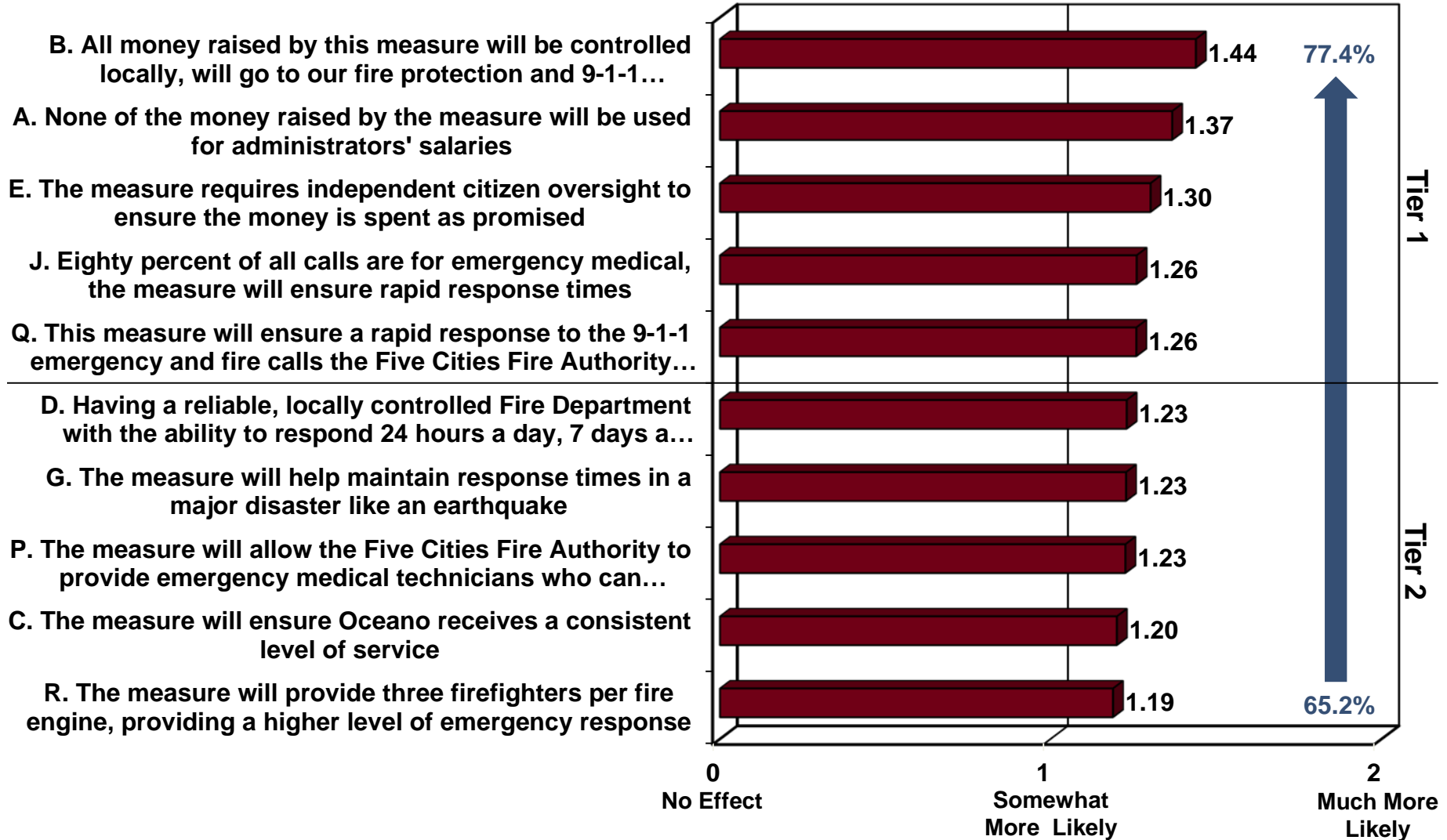
shall the Oceano Community Services District's medical emergency and fire protection measure levying an annual special tax of \$180 per residential unit equivalent, subject to an annual CPI adjustment capped at 2%, until repealed by the voters, providing \$475,000 annually, requiring independent citizen oversight and annual reports, be adopted?

Q5. Features of the Measure (n=157)



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.

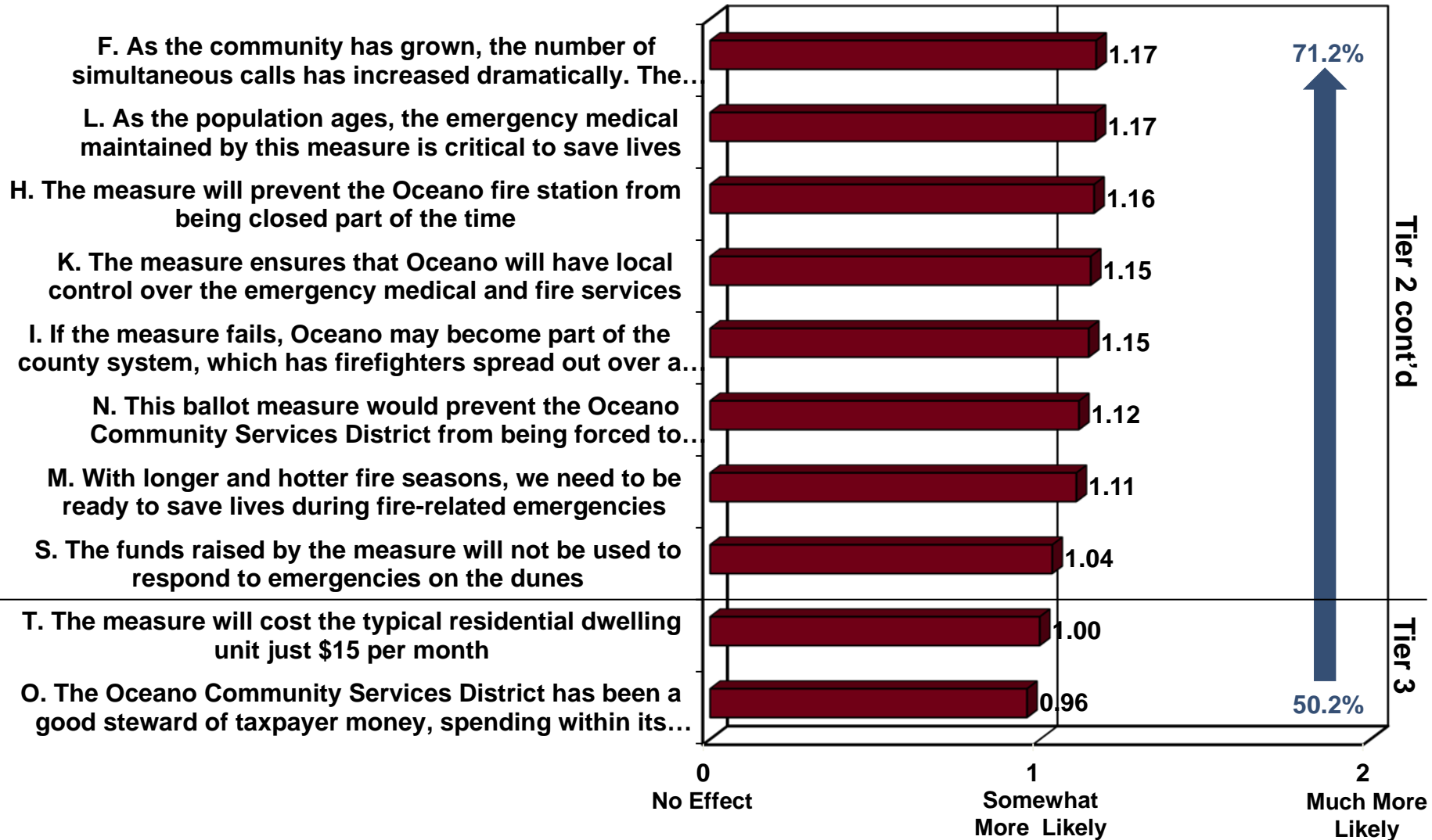
Q6. Informational Statements I (n=157)



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0.

Q6. Informational Statements II

(n=157)



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0.

Q7. Critical Statements (n=157)

B. All of the money in the Five Cities Fire Authority goes to Grover Beach and Arroyo Grande. Oceano does not get its fair share

A. The Community Services District has high paid administrators, and pensions and benefits are out of control. If the District managed its money better and...

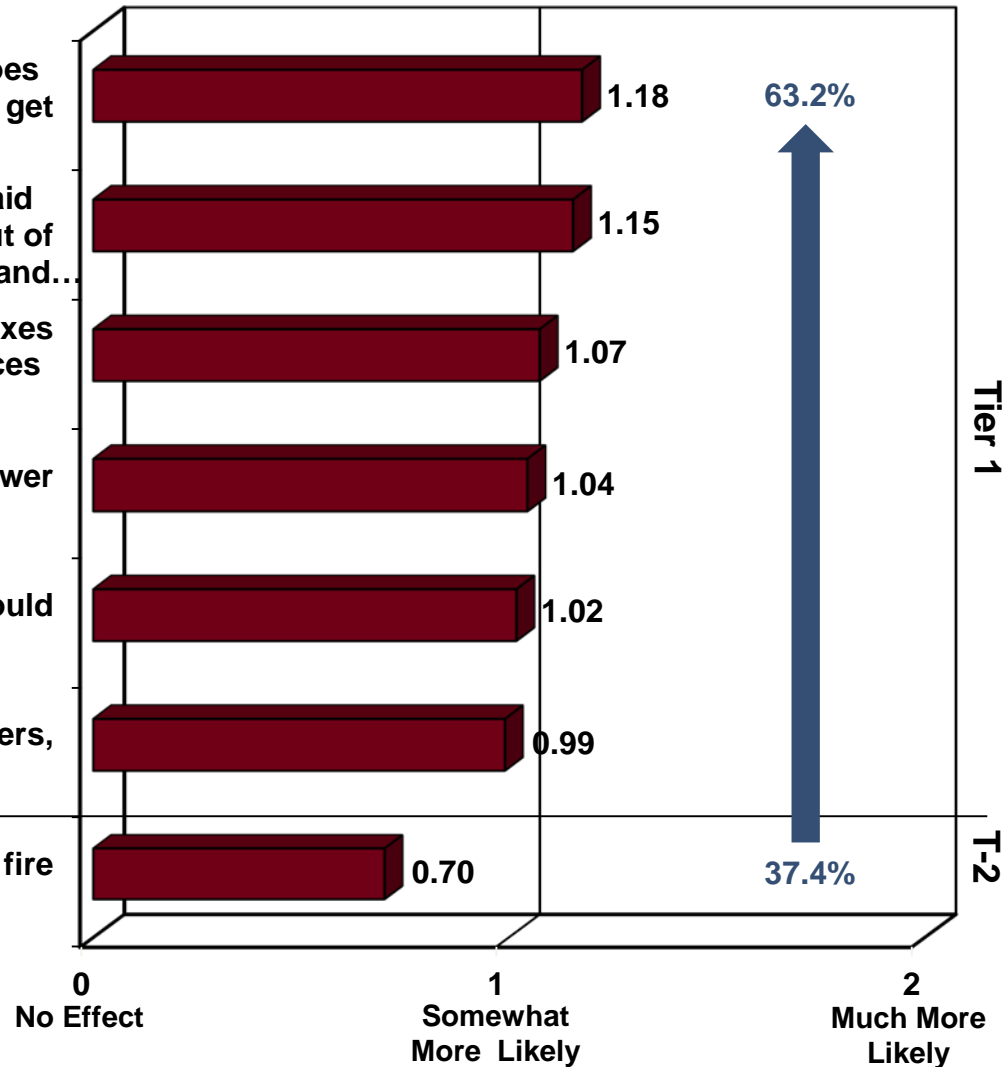
C. The average homeowner is already paying extra taxes for water and trash to the Oceano Community Services District, now they want even more

D. The County will provide the same service at a lower cost to taxpayers

G. If ambulance services were reorganized, then we would not have to pay more for fire service

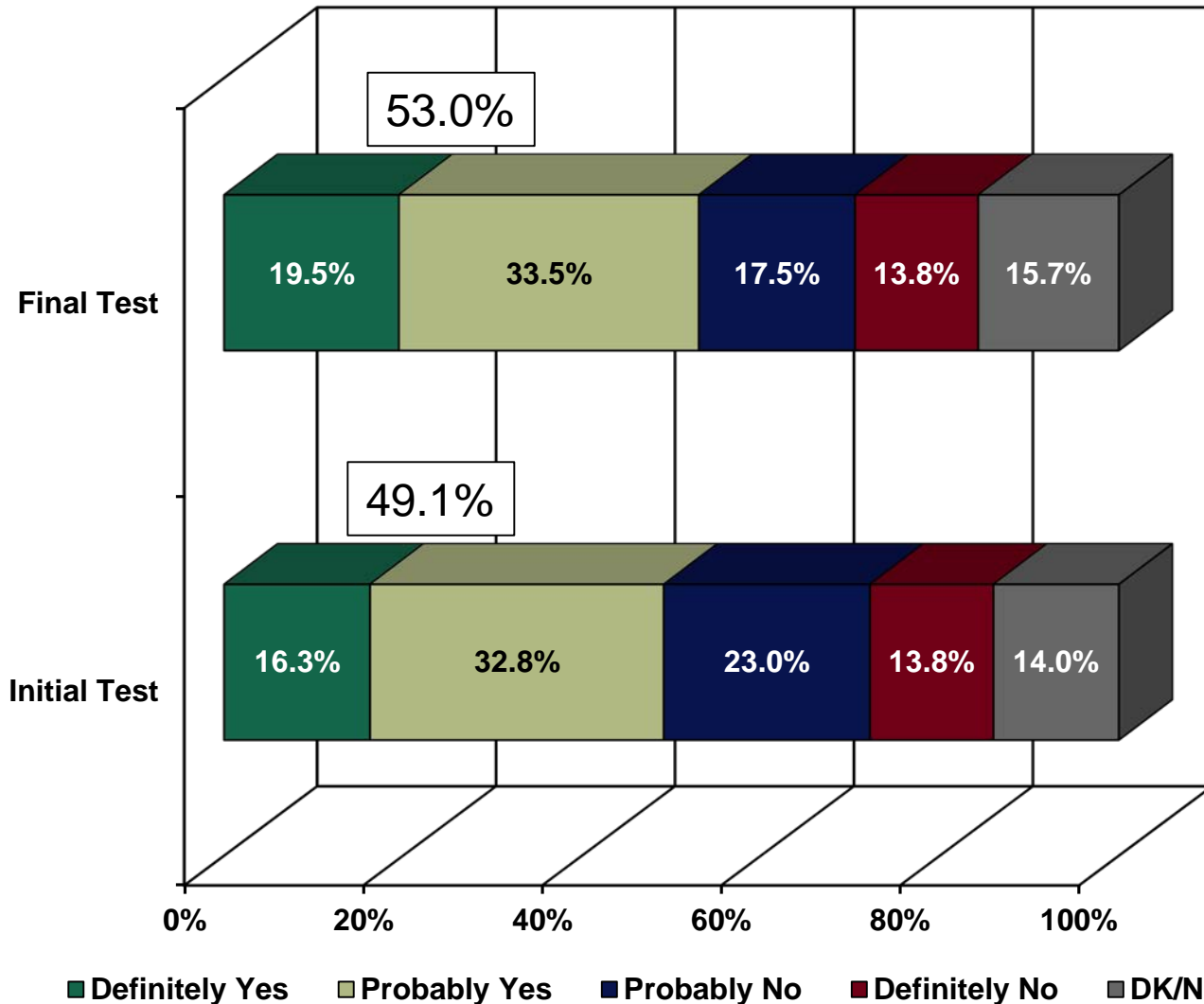
E. The measure puts all the burden on homeowners, renters don't have to pay their fair share

F. Instead of a new tax, we should use a volunteer fire department to save money



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0.

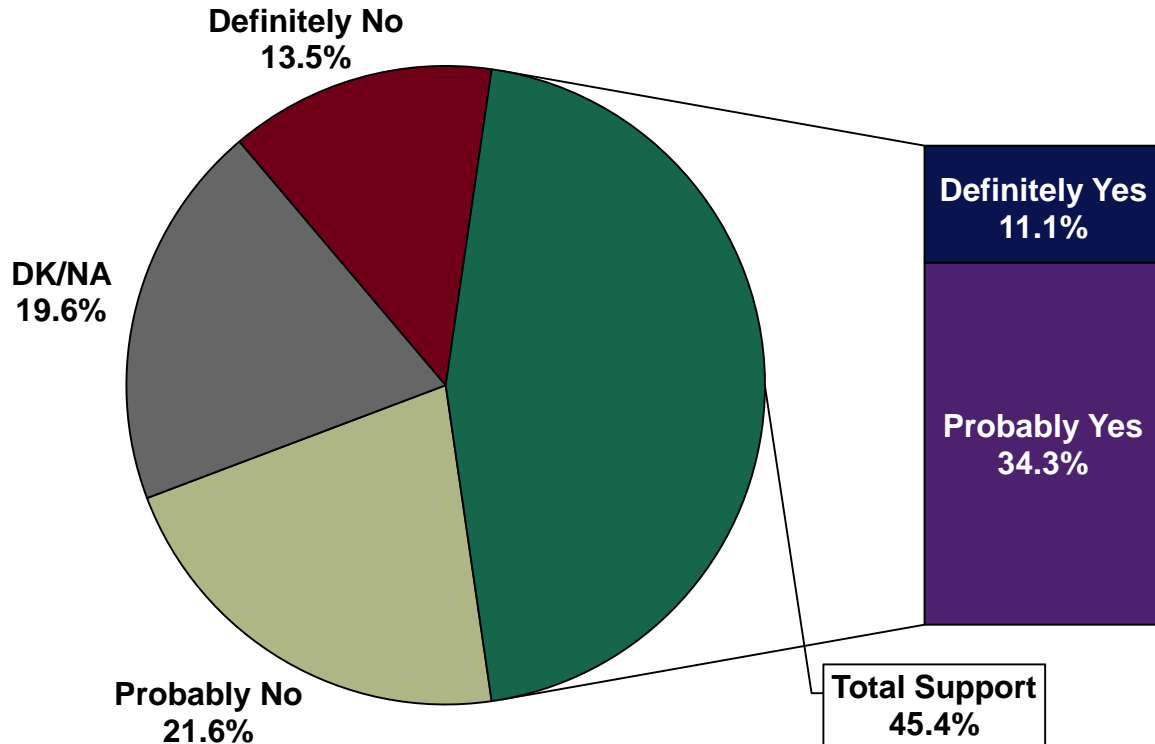
Q8. Informed Support for Assessment (n=157)



To:

- Maintain rapid response times for 9-1-1 medical emergencies and fires;
 - Prevent further station closures and layoffs;
 - Maintain fire engine staffing 24/7; and
 - Equip firefighters for hazardous material responses;
- shall the Oceano Community Services District's medical emergency and fire protection measure levying an annual special tax of \$180 per residential unit equivalent, subject to an annual CPI adjustment capped at 2%, until repealed by the voters, providing \$475,000 annually, requiring independent citizen oversight and annual reports, be adopted?

Q9. Support for Alternative Equal Amount for All Parcels Assessment (n=157)



INSTEAD of levying the annual medical emergency and fire protection special tax based on residential unit equivalent or actual land use, another alternative would be to levy the special tax in an equal amount on all parcels of land within Oceano.

If the election were held today, would you definitely vote yes, probably vote yes, probably vote no, or definitely vote no on this measure?



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California and Corporate Offices
1575 Old Bayshore Highway, Suite 102
Burlingame, CA 94010

Nevada Office

59 Damonte Ranch Parkway, Suite B309
Reno, NV 89521

Pacific Northwest Office

601 108th Avenue NE, Suite 1900
Bellevue, WA 98004