



City of
**Mountain
View**



City of Mountain View
Poll Highlights
March 2024

- ▶ Multimodal live telephone, email- and text-to-web survey of likely November 2024 voters in the City of Mountain View, CA
- ▶ Survey conducted March 14 – 27, 2024
- ▶ Interviews were conducted by trained, professional interviewers; landlines and mobile phones included
 - Survey was offered in English, Spanish, and Chinese
- ▶ 604 completed interviews; overall margin of error ± 3.95 percentage points
 - A split sample methodology was used to randomize the order in which respondents saw the two measures; margin of error for each split is ± 5.6
 - Split A: Heard TOT first, PTT second
 - Split B: Heard PTT first, TOT second

Please note that due to rounding, some percentages may not add up to exactly 100%.

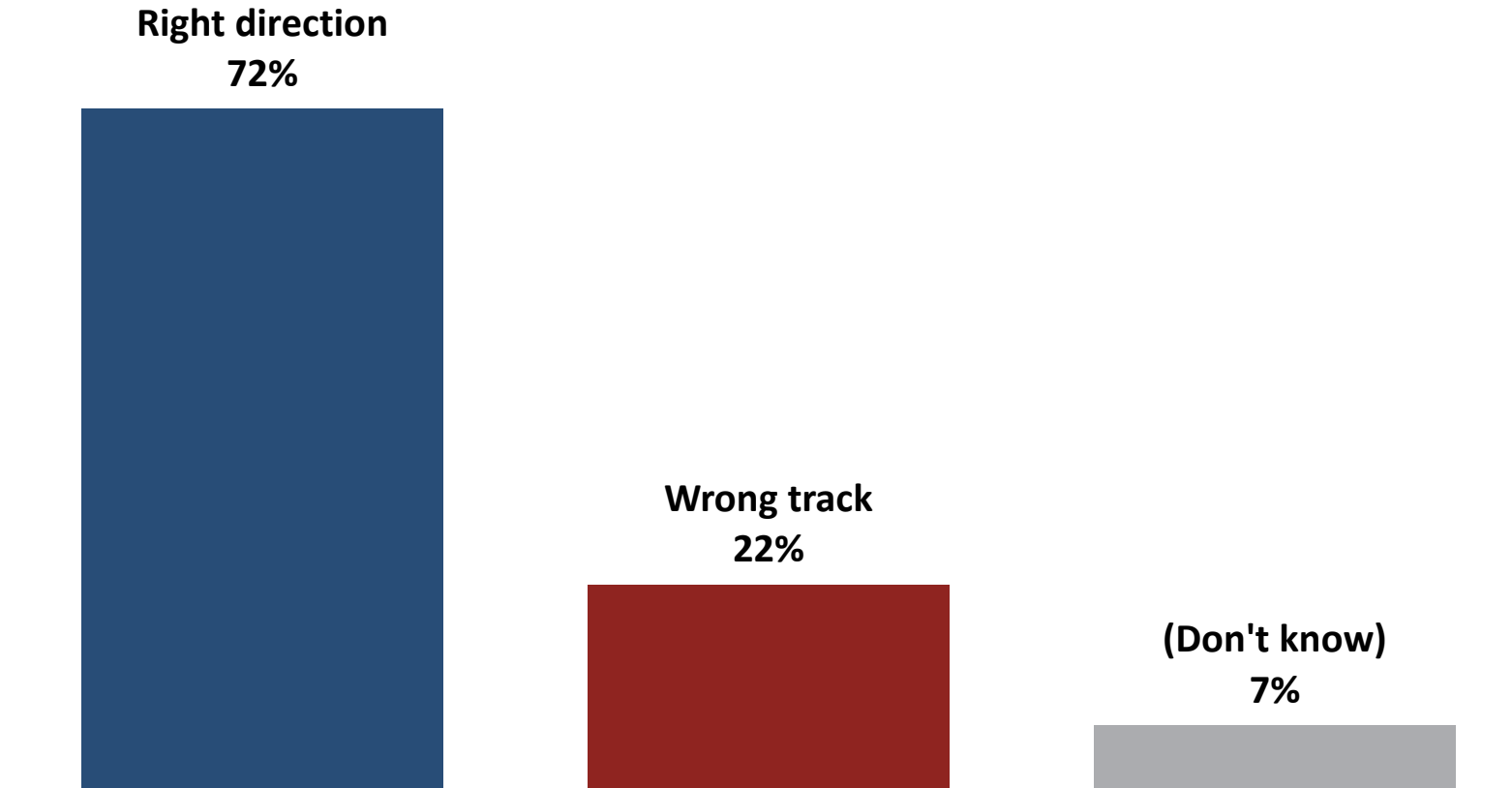


Issue Environment

Right Direction/Wrong Track



Voters are optimistic about the direction of the City.

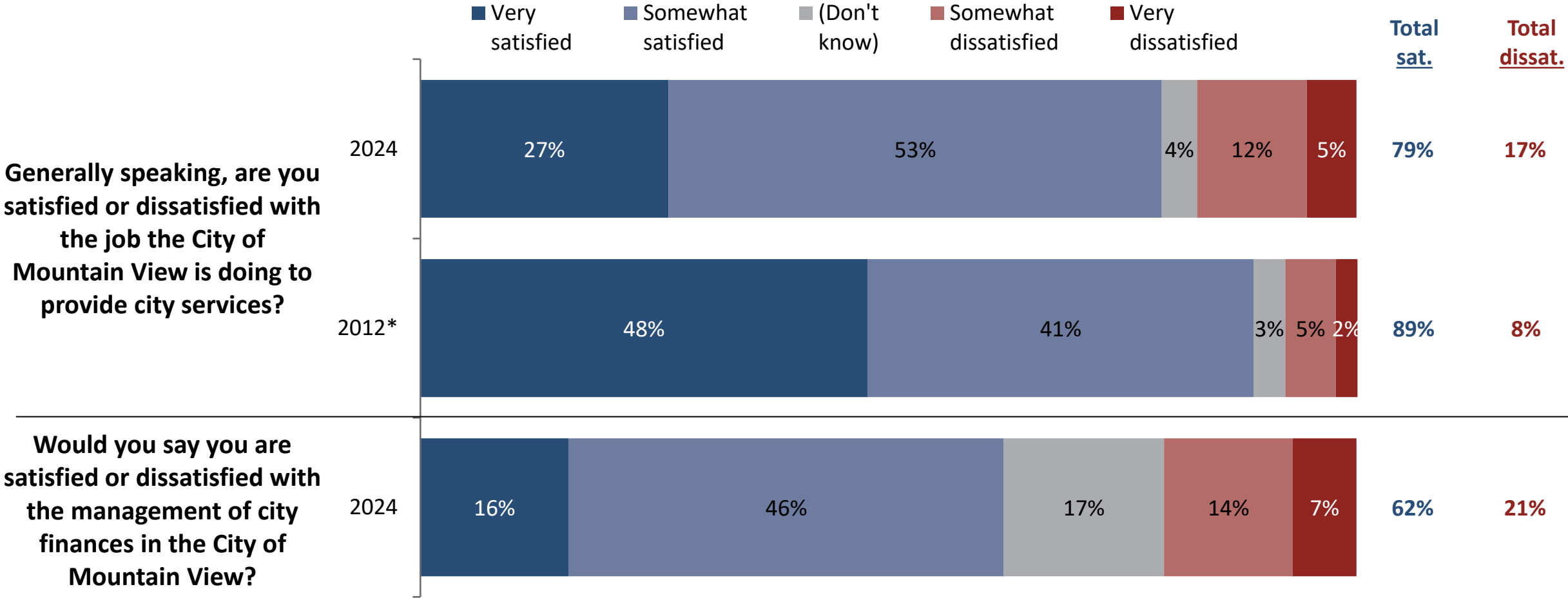


Do you feel that things in Mountain View are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

Satisfaction with City Services and Financial Management



A majority are satisfied with the job the City is doing providing city services. Voters are satisfied with the city's financial management, but intensity to this positive rating is low.

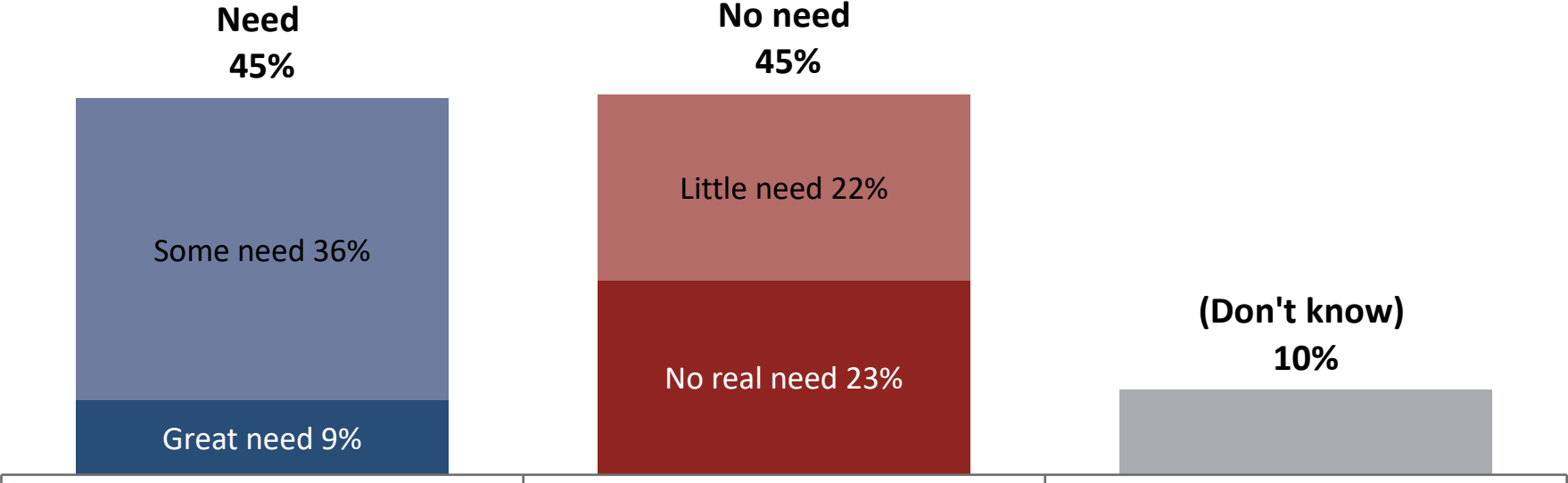


*Results are from a 2012 survey by Godbe Research; telephone interviews; n=404; MoE= ±4.8%

City Services Perceived Need for Funding



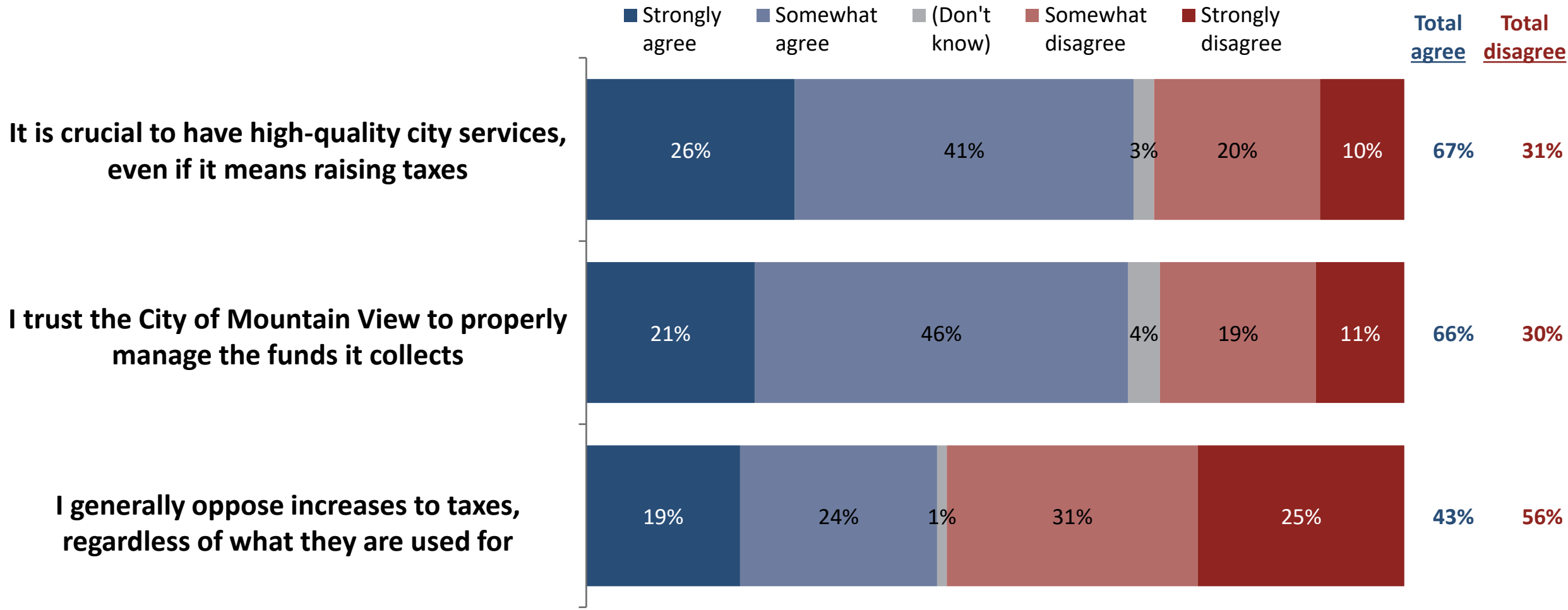
Voters are evenly split on whether the City has a need for additional funding.



Would you say that the City of Mountain View has a great need for more money, some need for more money, little need for more money, or no real need for more money for city services?

Willingness to Pay for Services

Strong majorities express willingness to see taxes raised to maintain high-quality services and trust in the City to appropriately manage funds. Tax aversion is a less prevalent sentiment among respondents.



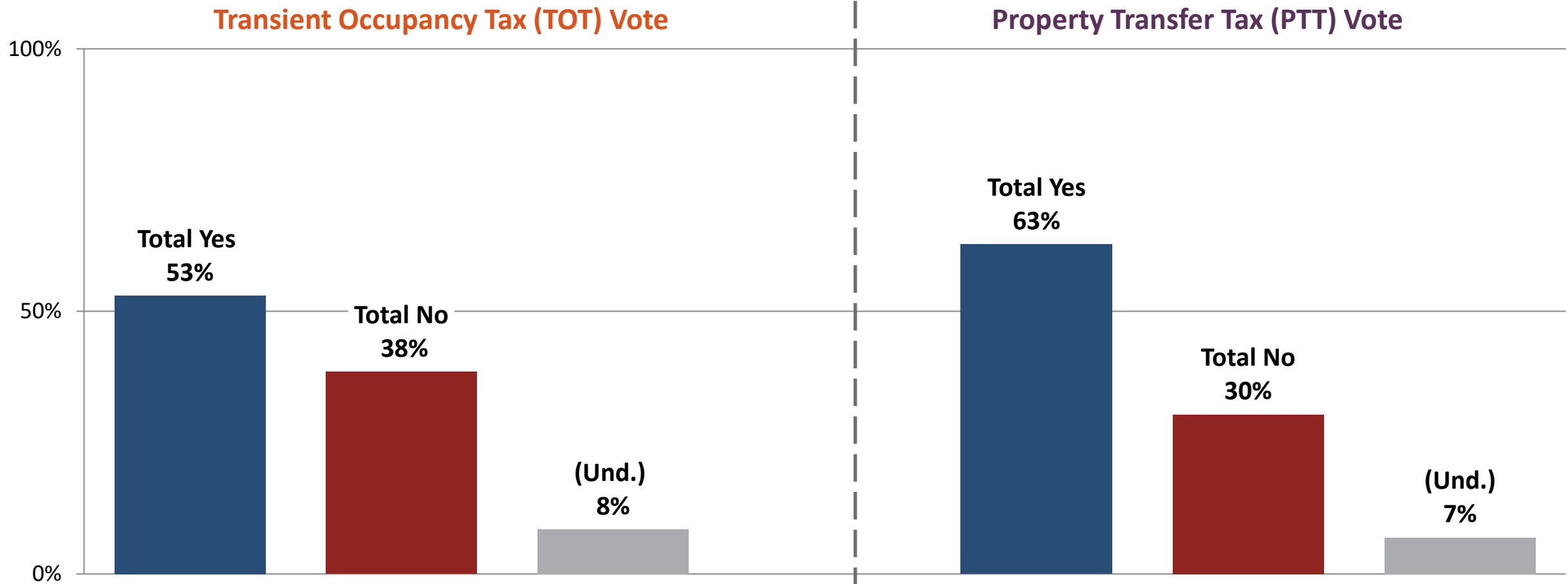
Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.



Interest in Potential Revenue Options

Initial Vote on Hypothetical Measures*

The property transfer tax receives notably more support in an initial, uninformed vote.

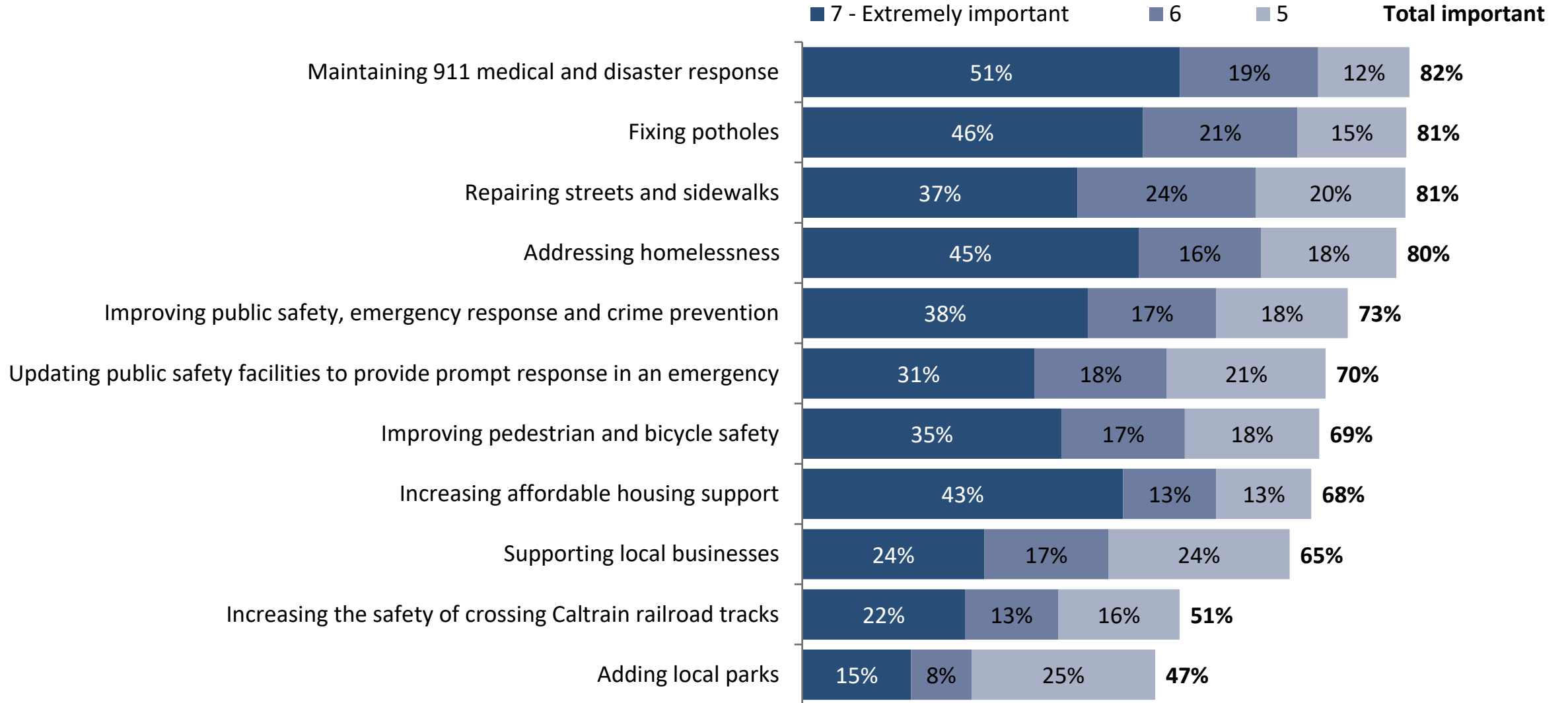


If the election were held today, would you vote yes to approve or no to reject this measure?

*Ballot questions reviewed by the City Attorney.

Measure Components

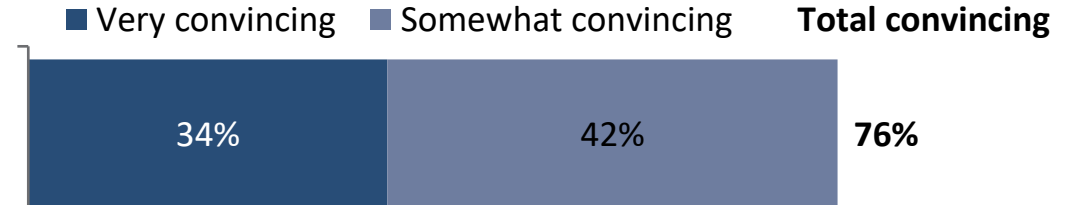
911 response and pothole repair rise to the top of the list of service priorities.



Impact of Information

Respondents find statements about the benefits to be convincing as reasons to vote for the measures.

The city’s Emergency Operations Center is currently not safe to withstand an earthquake, putting the community at risk when disaster strikes. These measures will help to provide an up-to-date public safety center allowing emergency workers to provide rapid 911 response to the community during emergencies.



These measures will help improve cyclist and pedestrian safety, increase safety measures around railroad crossings, and provide Safe Routes to Schools programs to help protect every child in Mountain View from road hazards on their way to school.



Mandatory financial audits and yearly reports will ensure that all funds from these measures are spent right here in the City of Mountain View only for voter-approved purposes.



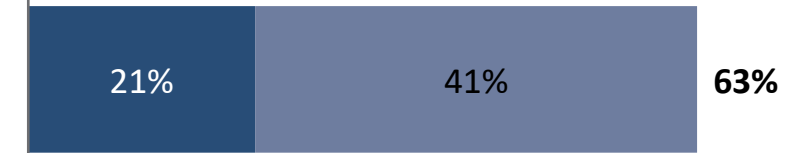
These measures would create a guaranteed source of local funding that, by law, cannot be taken by Sacramento, for our vital city services, ensuring our tax dollars stay local for the benefit of Mountain View residents.



These tax measures help the City maintain critical services, but neither costs the average Mountain View resident anything. Only those who book a hotel, motel, or short-term rental in Mountain View; or those buying or selling property valued over \$5 million pay these taxes.



Our great neighborhood parks and public facilities are what makes Mountain View such an amazing place to live, but many of our parks are starting to show their age. These measures will allow the City to invest in upgrading our existing parks, as well as fund new parks.





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