



Baseline Survey of Voters

Conducted for the
City of Lompoc

by True North Research and Tramutola LLC

September 5, 2007

TRAMUTOLA
THE DISCIPLINE OF WINNING

True North
RESEARCH

Purpose of Study

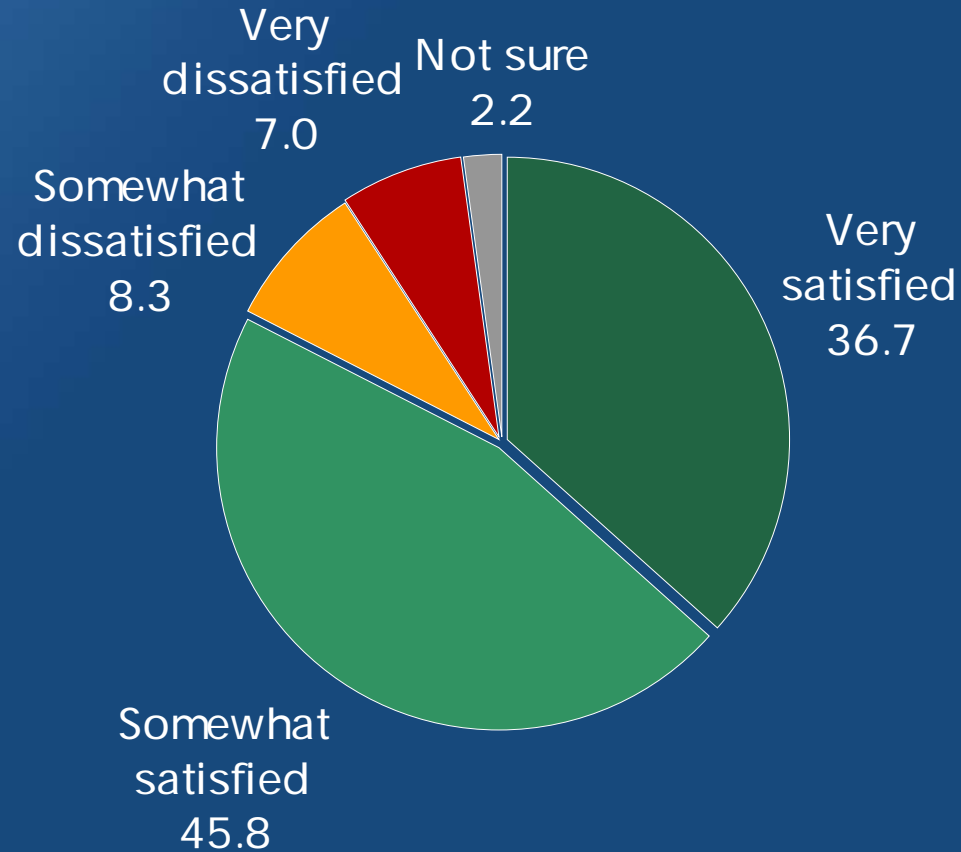
- Gauge support for a sales tax measure to fund public safety improvements.
 - Identify the tax rate the community is willing to support
 - Identify the types of projects/services that voters are most interested in funding, should the measure pass
 - Expose voters to arguments about the measure
 - Estimate support for the measure once voters are exposed to additional info



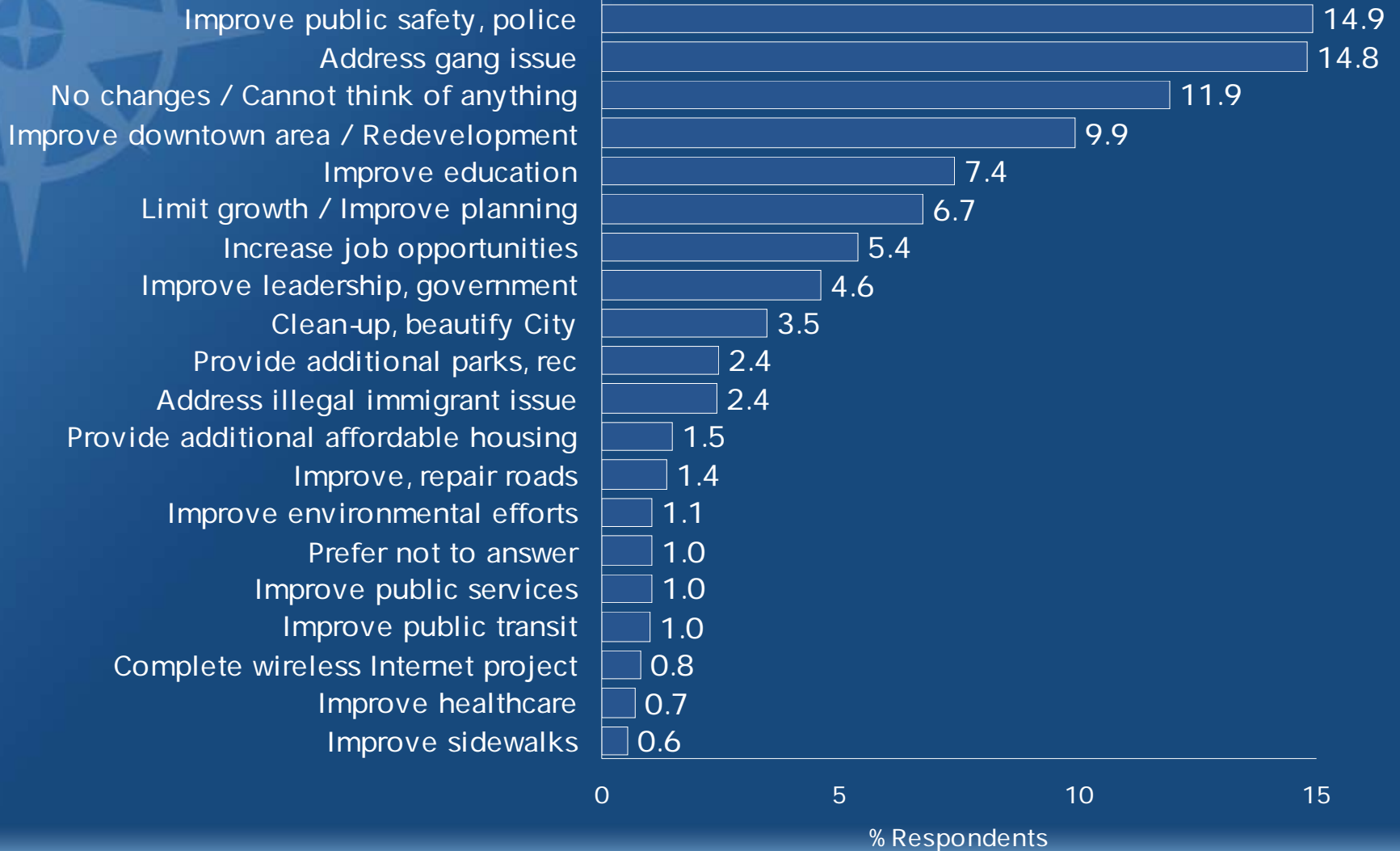
Methodology of Study

- Telephone survey
- Conducted June 22nd to July 6th
- 374 voters likely to participate in mail ballot election and/or June 2008 election
- Overall margin of error of $\pm 4.94\%$

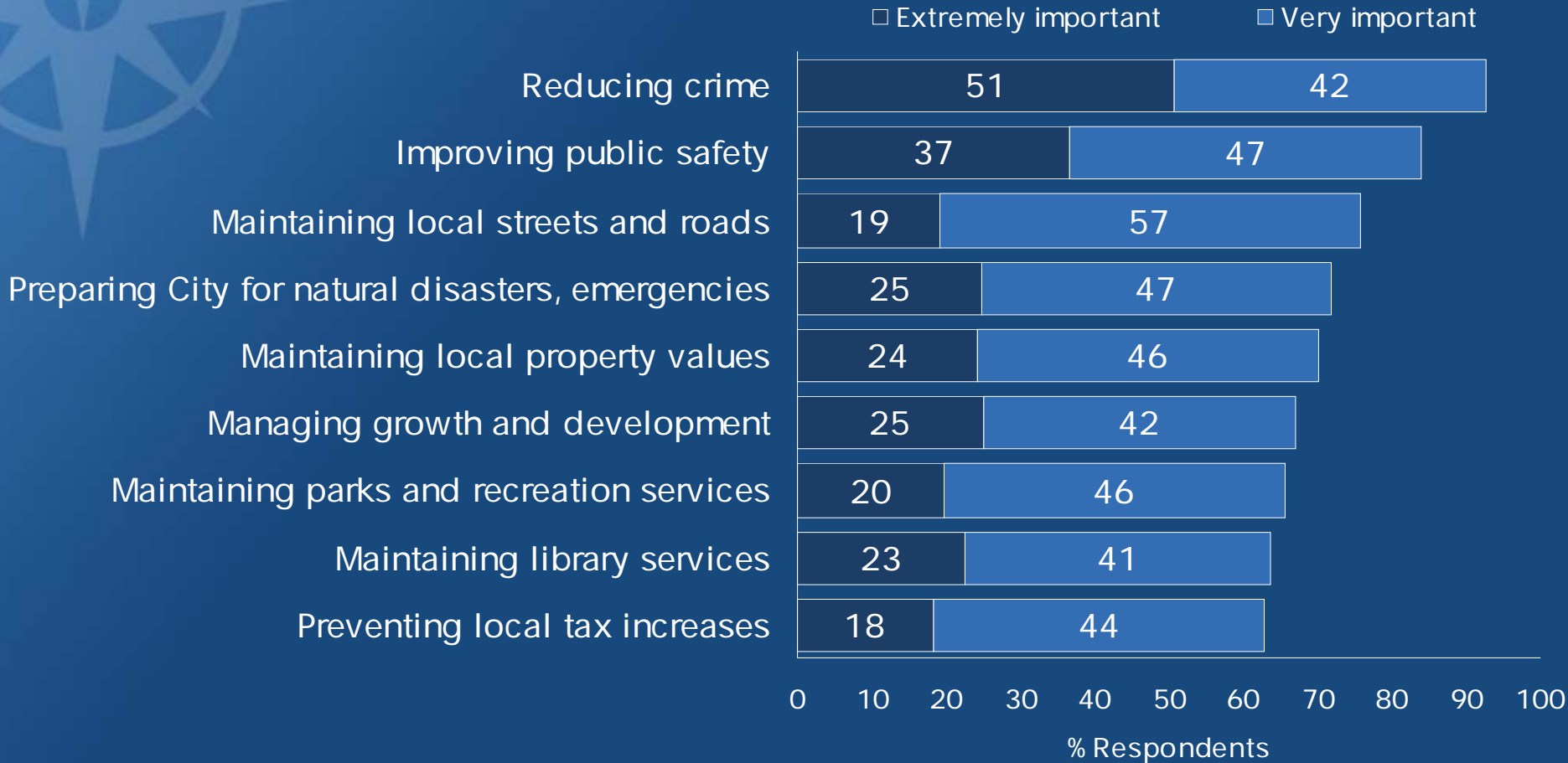
Overall Satisfaction



One Change to Improve Lompoc



Importance of Issues





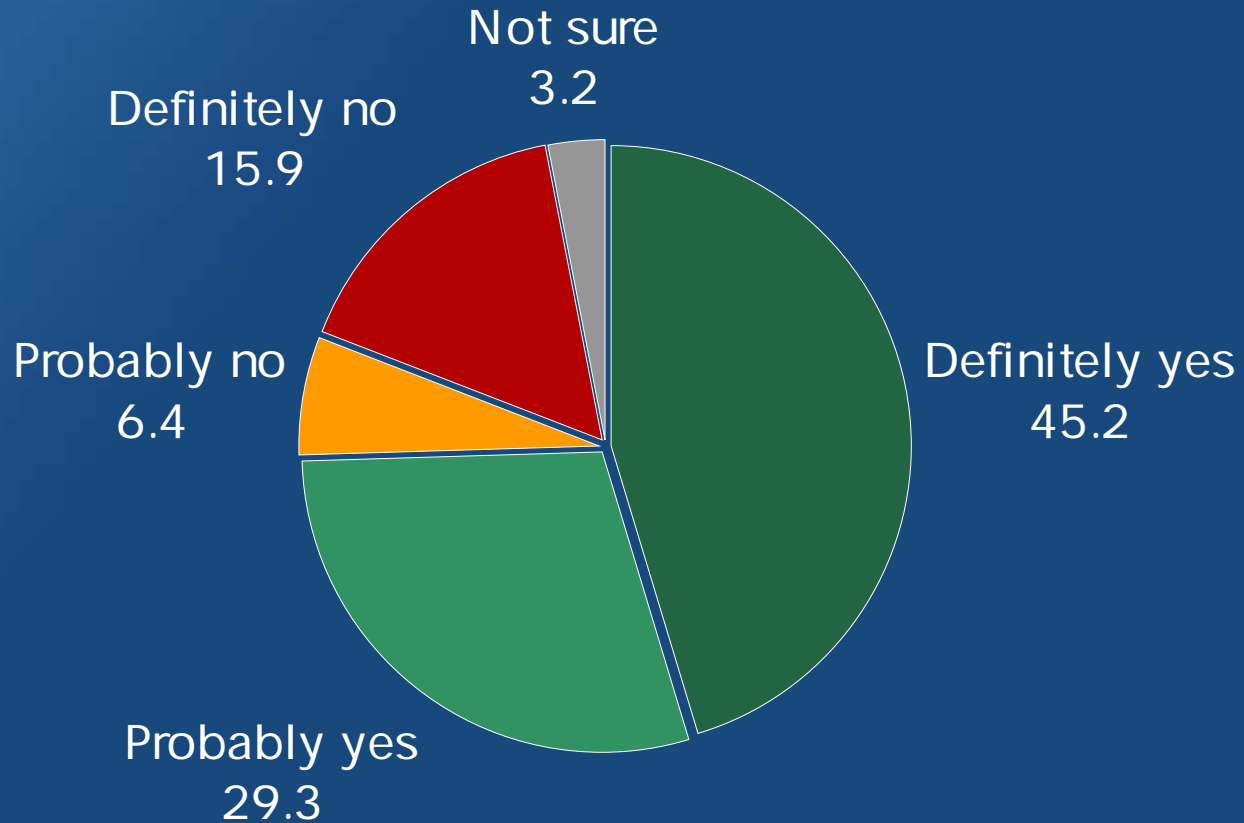
Initial Ballot Test

In order to:

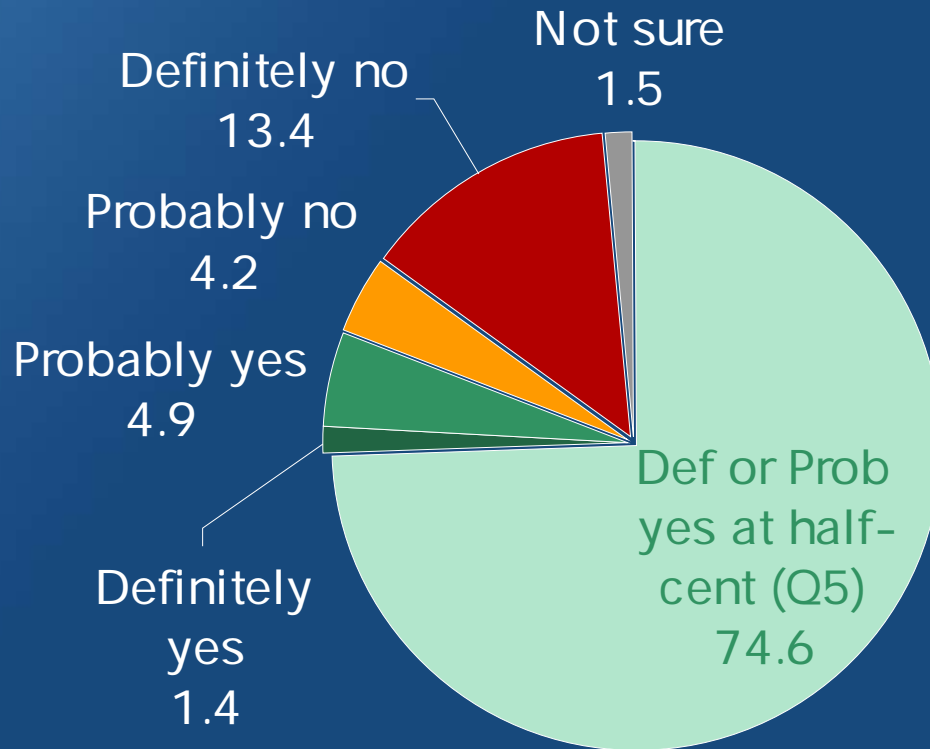
- Address the shortage of police officers, firefighters, and medics in Lompoc
- Improve 9-1-1 and emergency medical response times
- Prevent increasing gang violence and illegal drugs
- Update emergency rescue equipment
- Upgrade public safety facilities
- And ensure that the City is prepared for natural disasters and other emergencies

Shall the City enact a one-half cent sales tax for a period not to exceed eight years, with independent citizen oversight, annual audits, and all money staying local?

Initial Ballot Test



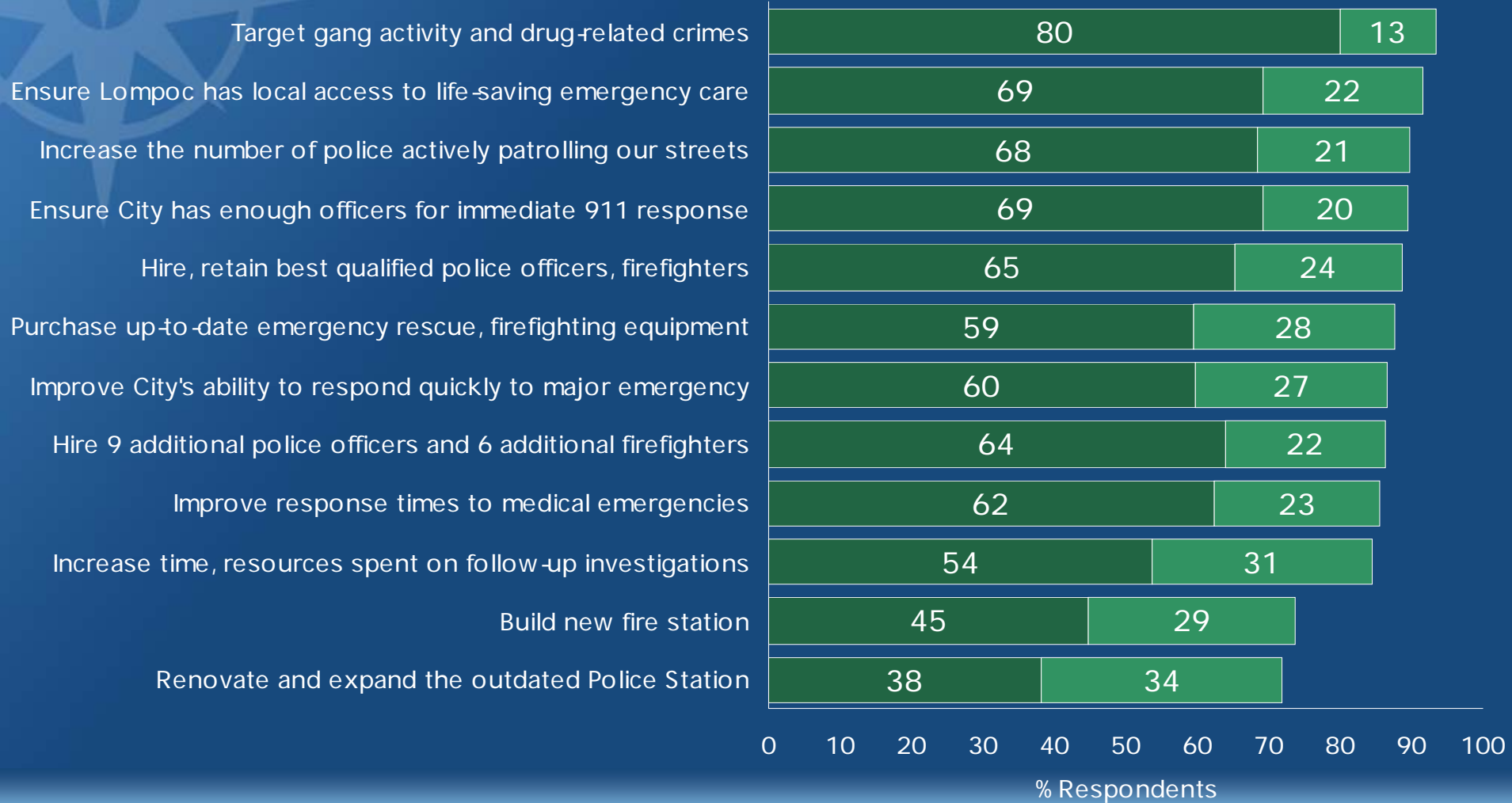
Initial Ballot Test at One-Quarter Cent



Proposed Projects

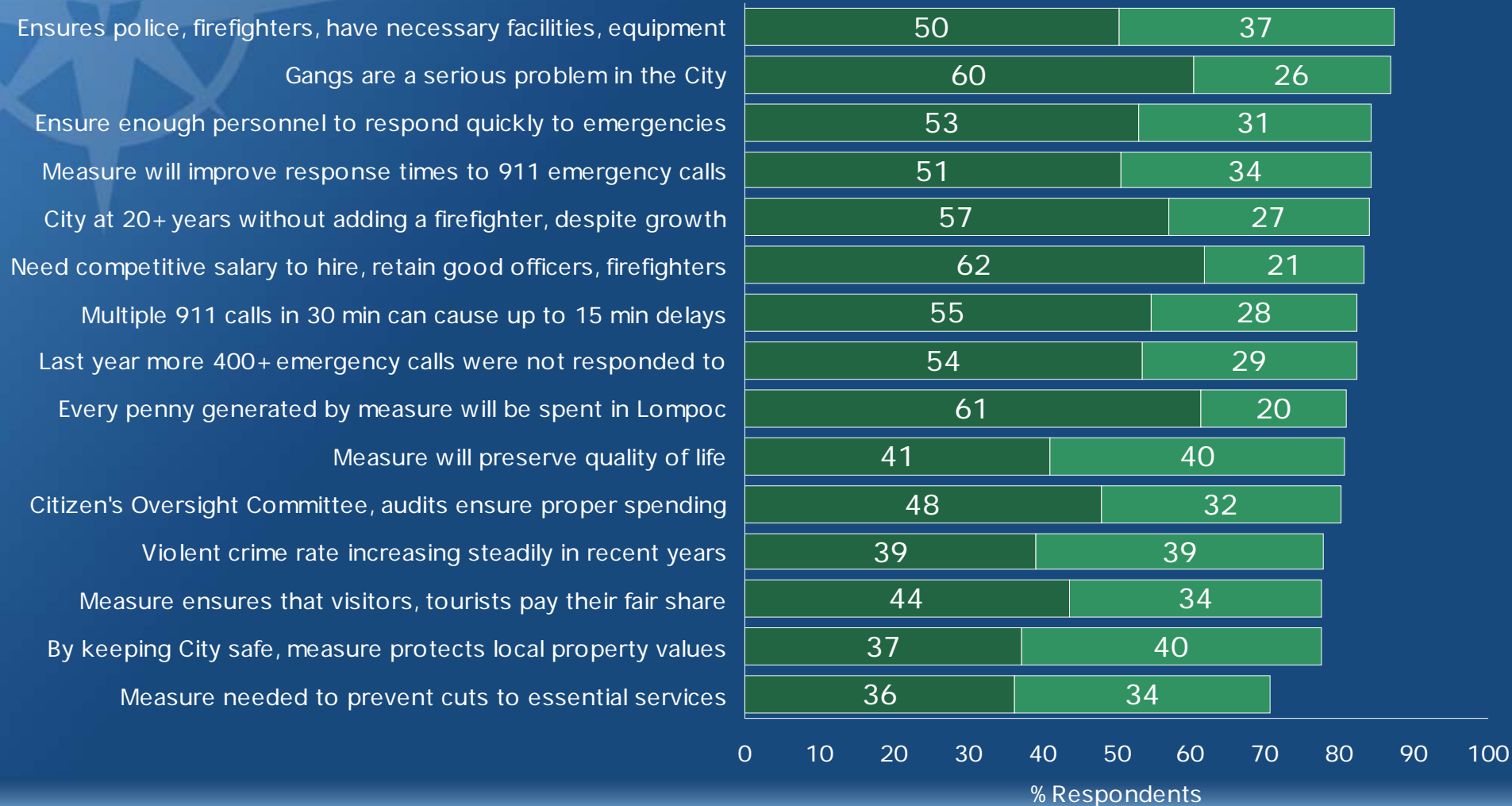
Strongly favor

Somewhat favor

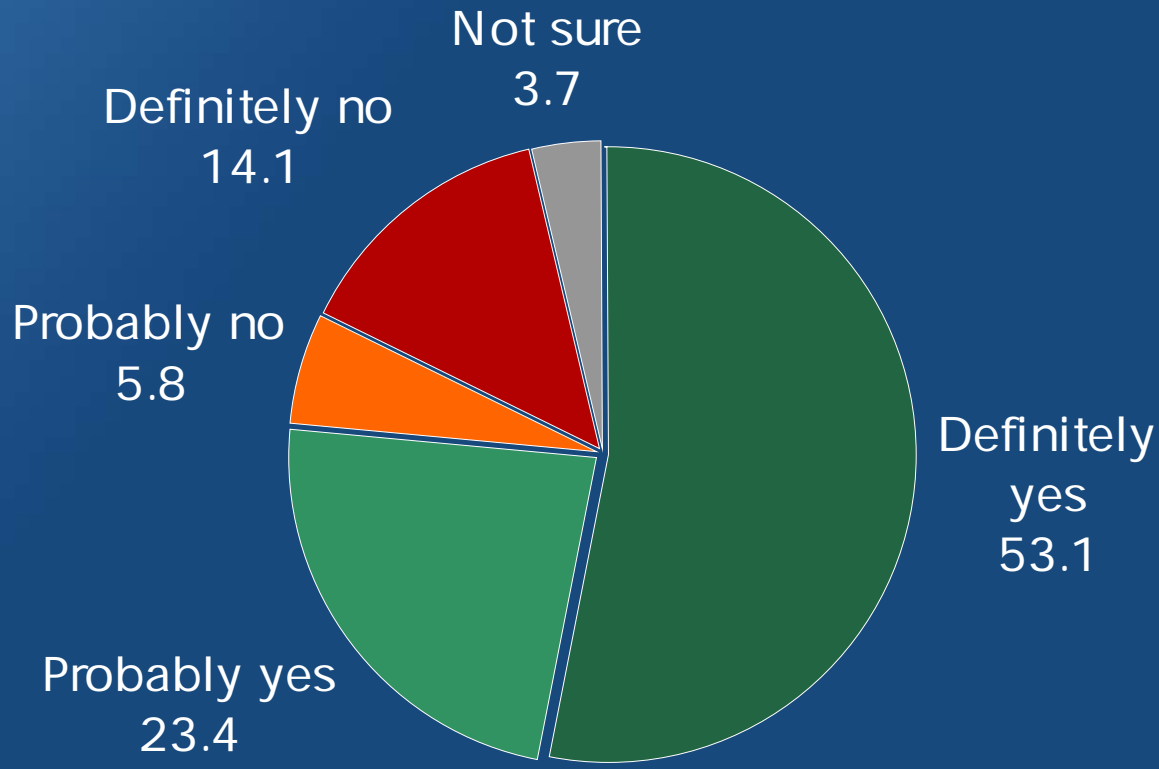


Positive Arguments

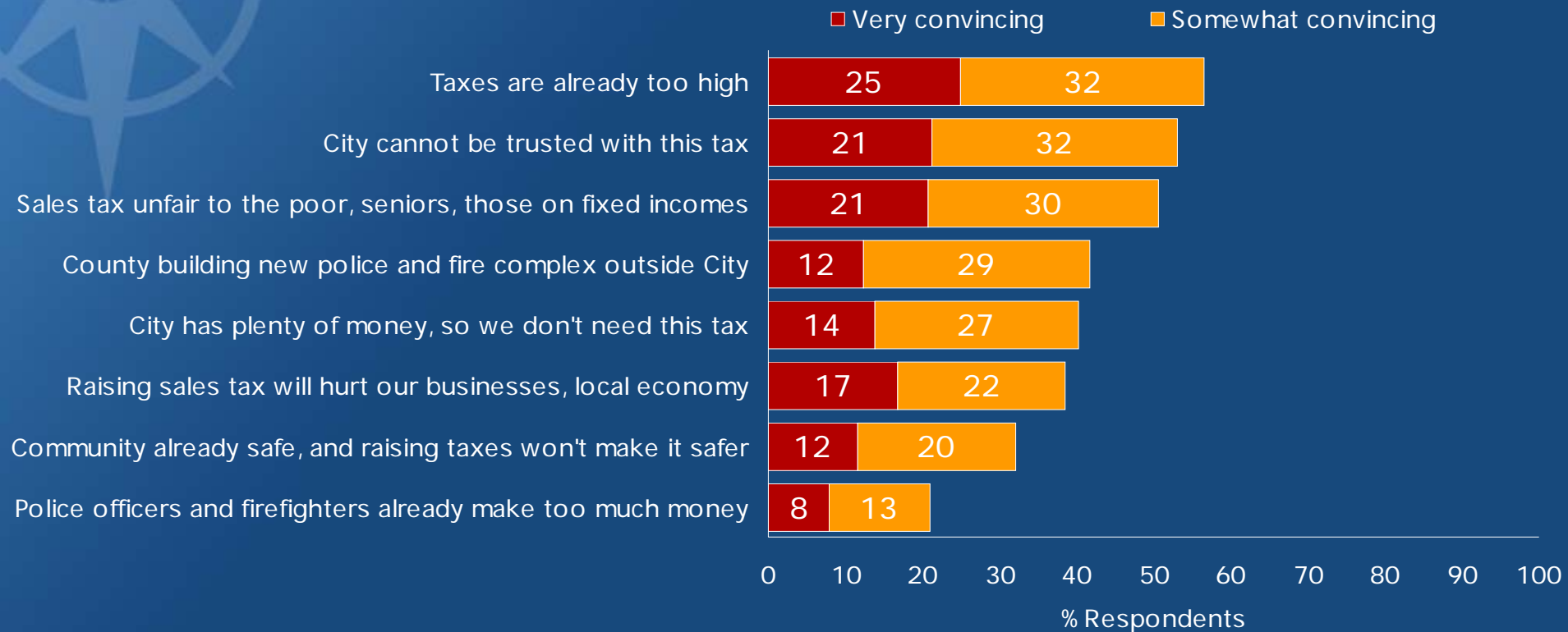
Very convincing Somewhat convincing



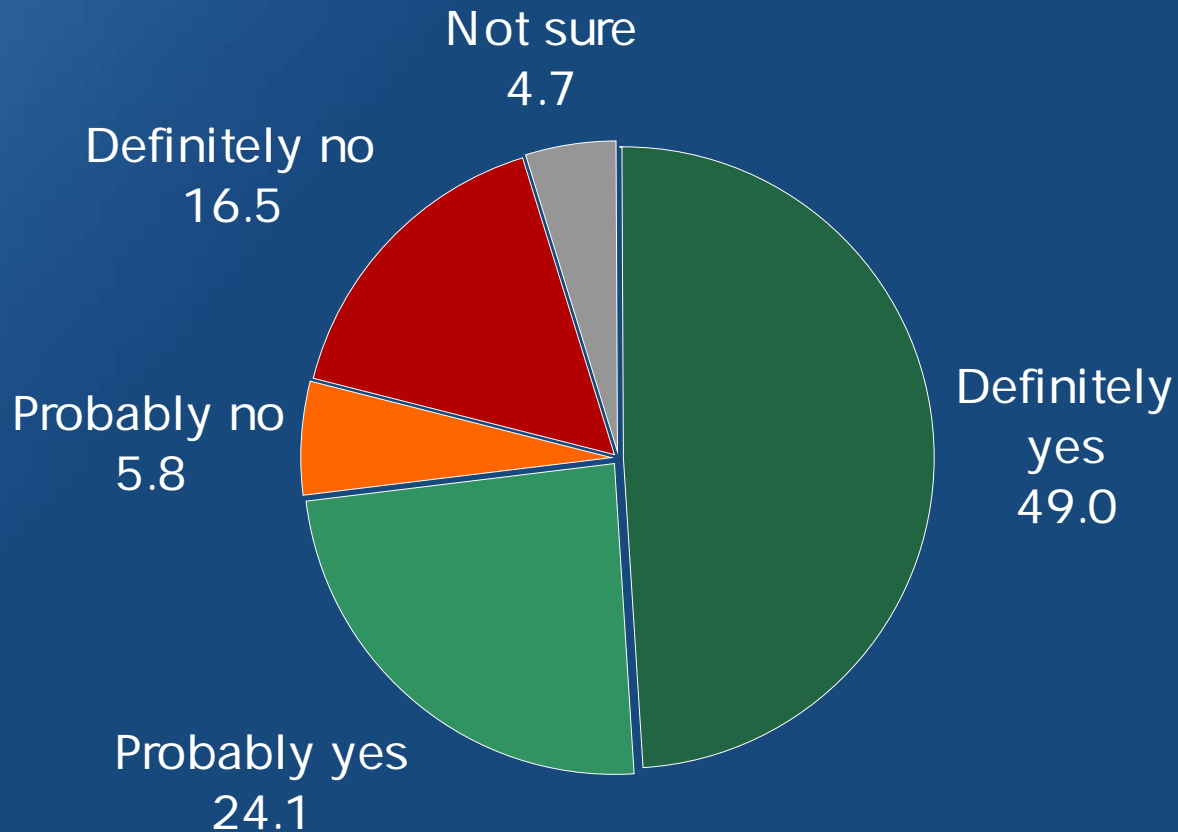
Interim Ballot Test



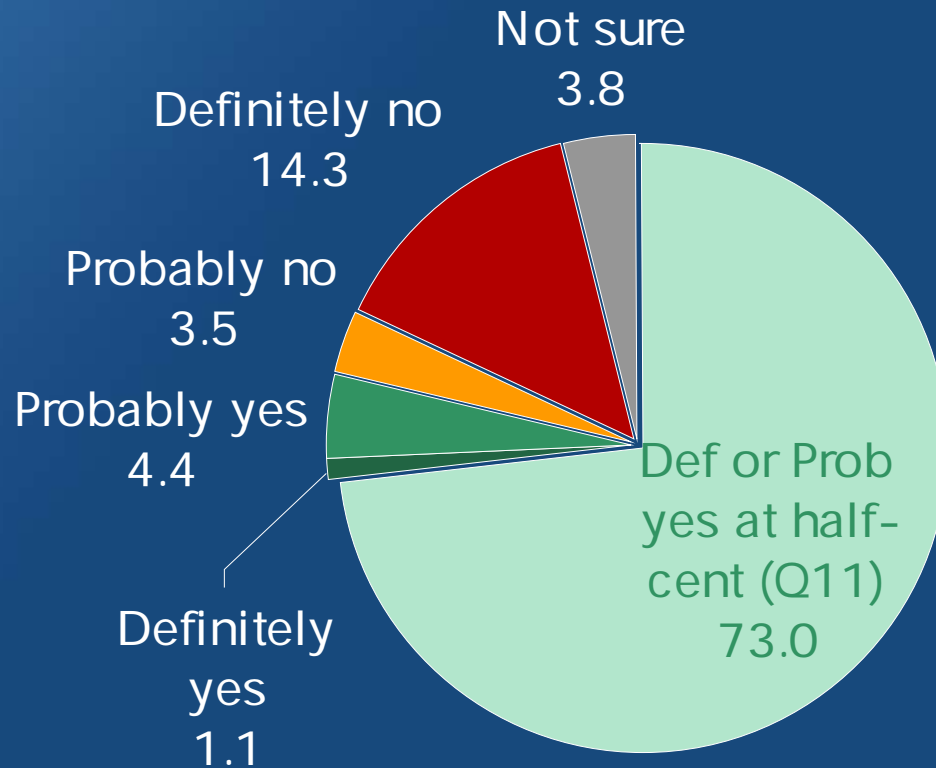
Negative Arguments



Final Ballot Test



Final Ballot Test at One-Quarter Cent



Key Conclusions

- Is it feasible to move forward with a sales tax measure? *Yes.*
 - Voters perceive that public safety is the *most* important issue and worthy of additional funding.
 - Popular projects/services
 - Strong positive arguments

Key Conclusions

- Caveats and Considerations?
 - Tax rate: ½ cent vs. ¼ cent
 - Need for well-orchestrated public education effort.

Next Steps

- Determine funding mechanism: general vs. special tax
- Target a ballot in 2008
 - Feb 5, 2008 – Regular, file by Nov. 9
 - March 4, 2008 – Mail, file by Dec. 7
 - May 6, 2008 – Mail, file by Feb. 8
 - June 3, 2008 – Regular, file by March 7
- Develop and execute a public information campaign



Baseline Survey of Voters

Conducted for the
City of Lompoc

by True North Research and Tramutola LLC

September 5, 2007

TRAMUTOLA
THE DISCIPLINE OF WINNING

True North
RESEARCH