








# Opinions on Local Revenue for the City of San Clemente

*Highlights of a Survey of Local Voters*



OPINION  
RESEARCH  
& STRATEGY

# Survey Methodology

<b>Dates</b>	May 18-26, 2024
<b>Research Population</b>	Likely November 2024 Voters in the City of San Clemente
<b>Total Interviews</b>	433
<b>Margin of Sampling Error</b>	(Full Sample) $\pm 4.9\%$ at the 95% Confidence Level (Half Sample) $\pm 6.7\%$ at the 95% Confidence Level
<b>Contact Methods</b>	 Telephone Calls  Email Invitations  Text Invitations
<b>Data Collection Modes</b>	 Telephone Interviews  Online Interviews

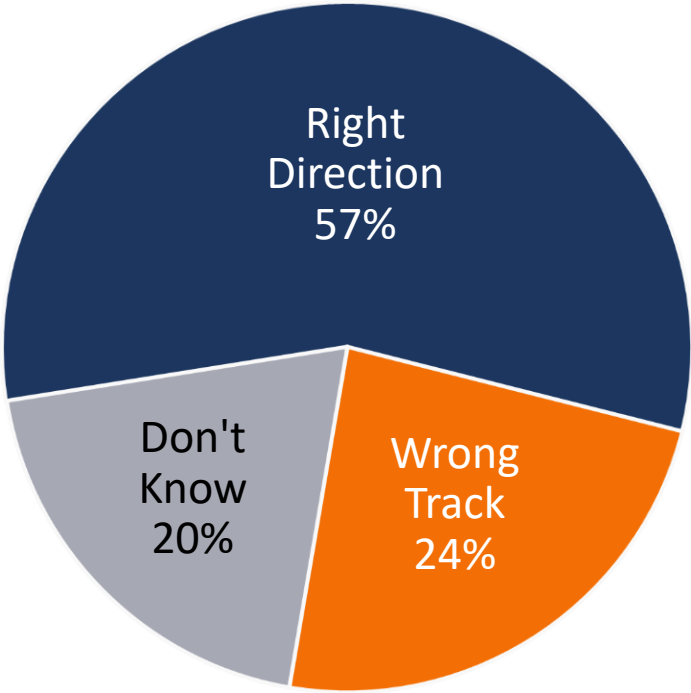
*(Note: Not All Results Will Sum to 100% Due to Rounding)*



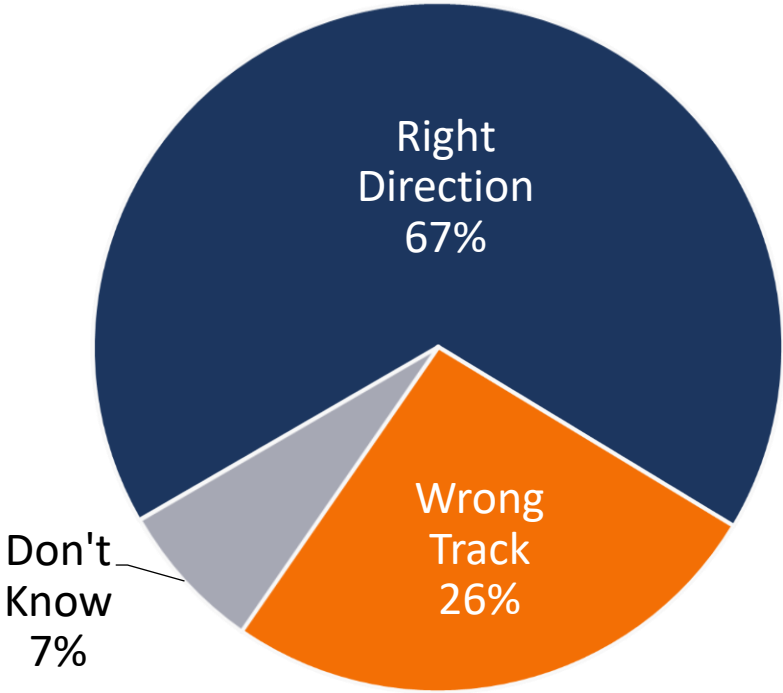
# Context

# A solid majority of voters think things in San Clemente are headed in the right direction with even more optimistic opinions about voters' own neighborhoods.

The City of San Clemente

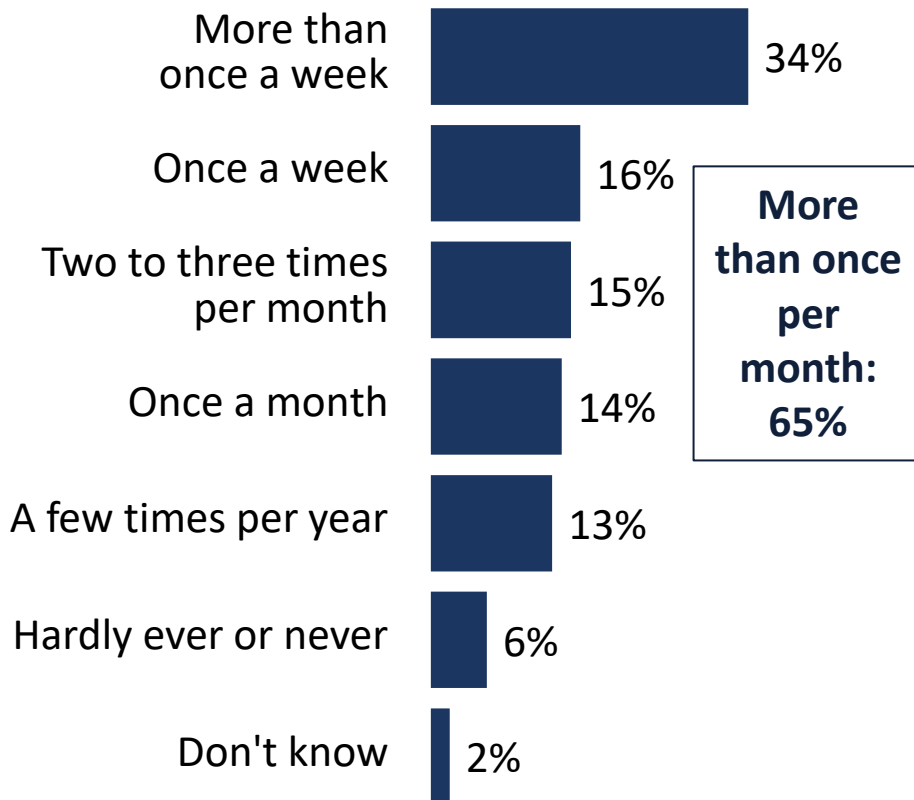


Your Local Neighborhood



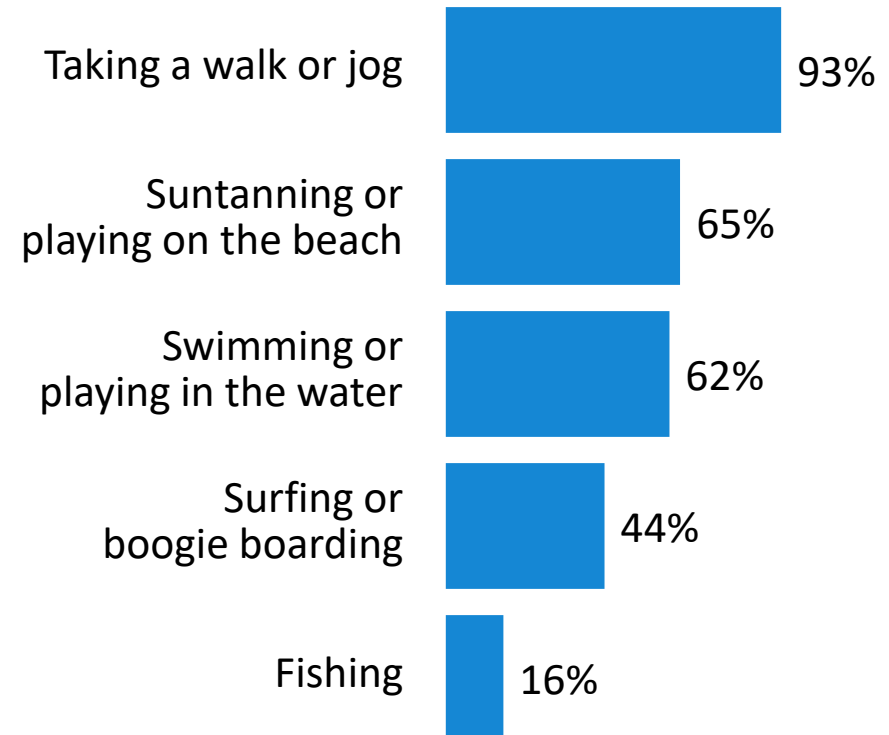
# About two-thirds of voters visit local beaches more than once per month.

*How often do you visit the beaches in the City of San Clemente?*



*Reasons to go to or spend time at the beaches in San Clemente.*

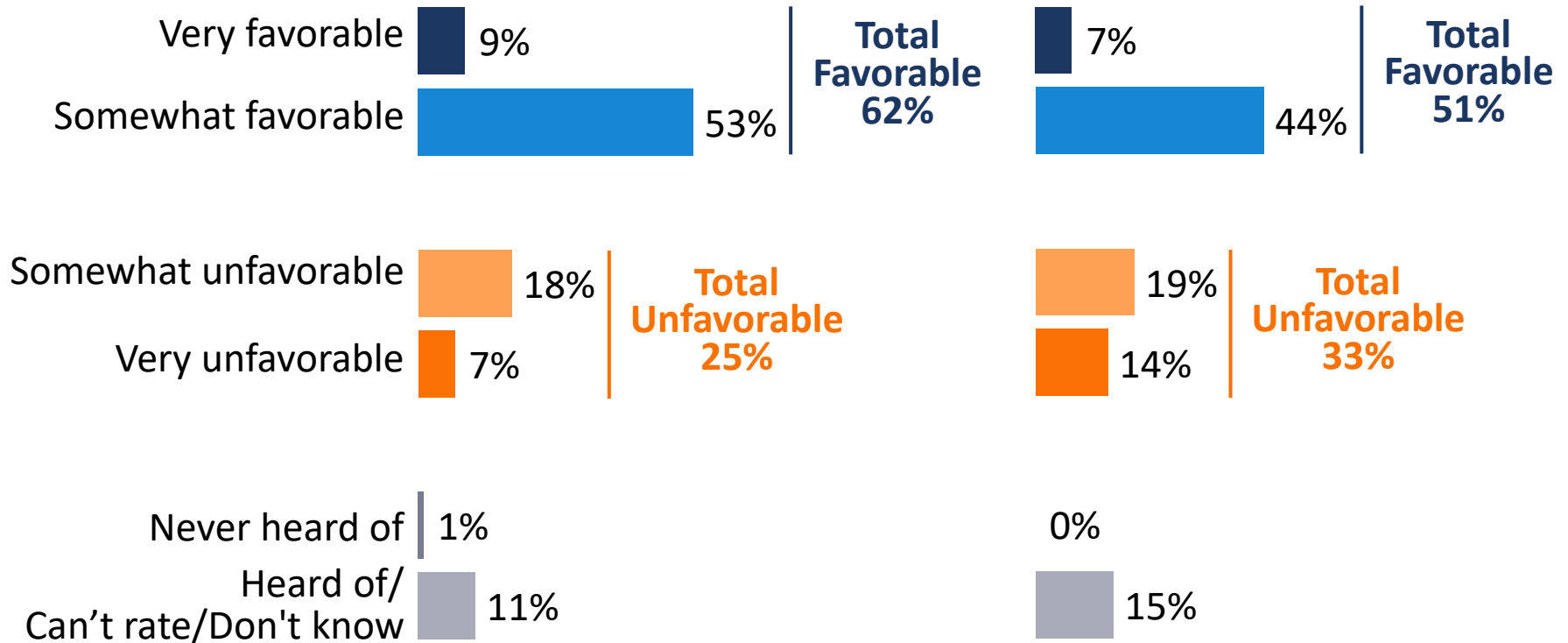
*(Asked if Visit San Clemente Beaches, n=400)*  
(% Yes)



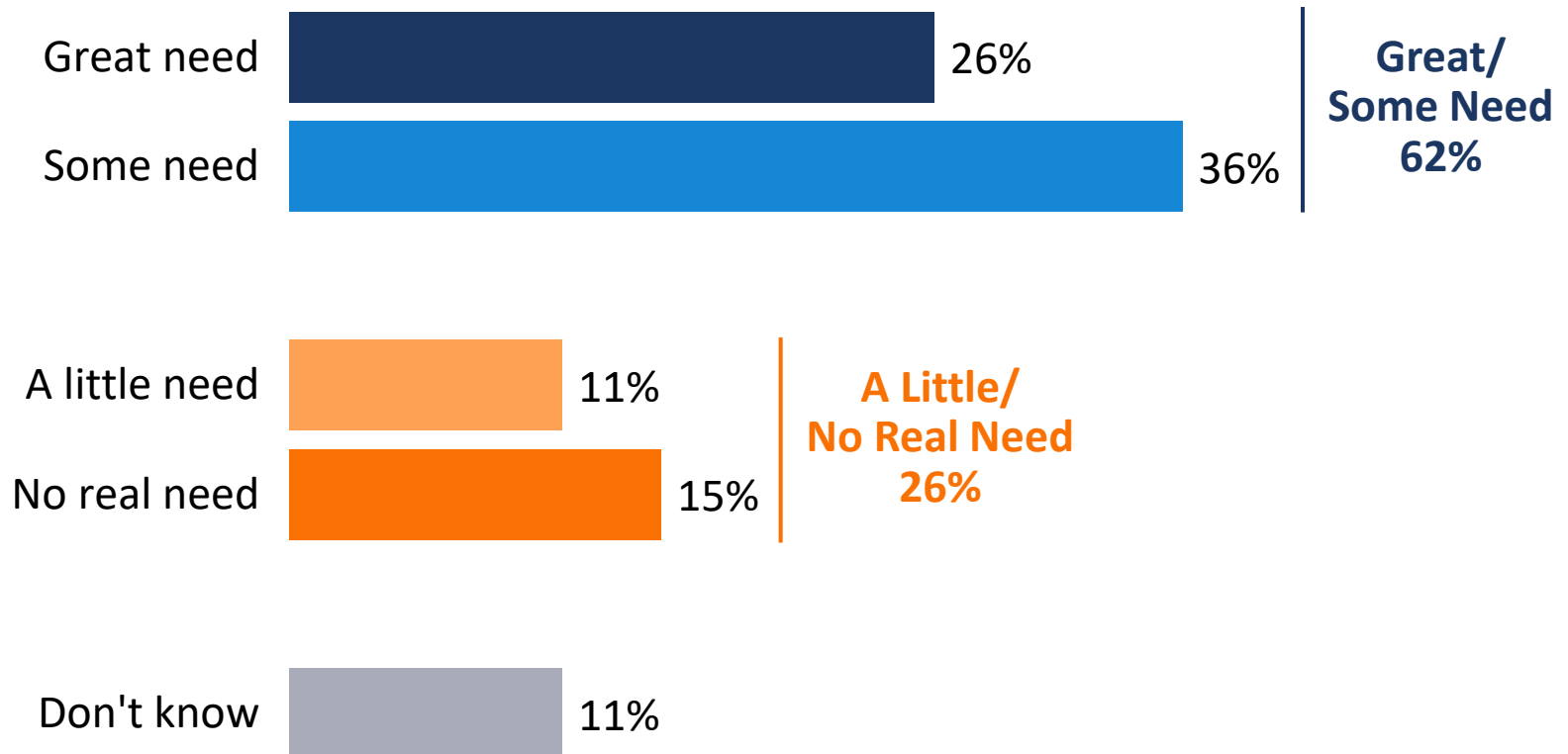
# Majorities of voters have favorable opinions of the City government and City Council.

## The San Clemente City Government Overall

## The San Clemente City Council



# More than six-in-ten perceive that the City needs additional funding.



Q. In your personal opinion, do you think the City of San Clemente has a great need for additional funding, some need, a little need or no real need for additional funds to provide the level of City services that San Clemente residents need and want?

# Conceptual General-Purpose Measure Tested in Survey (simple majority requirement)

*(Approved by City Attorney)*

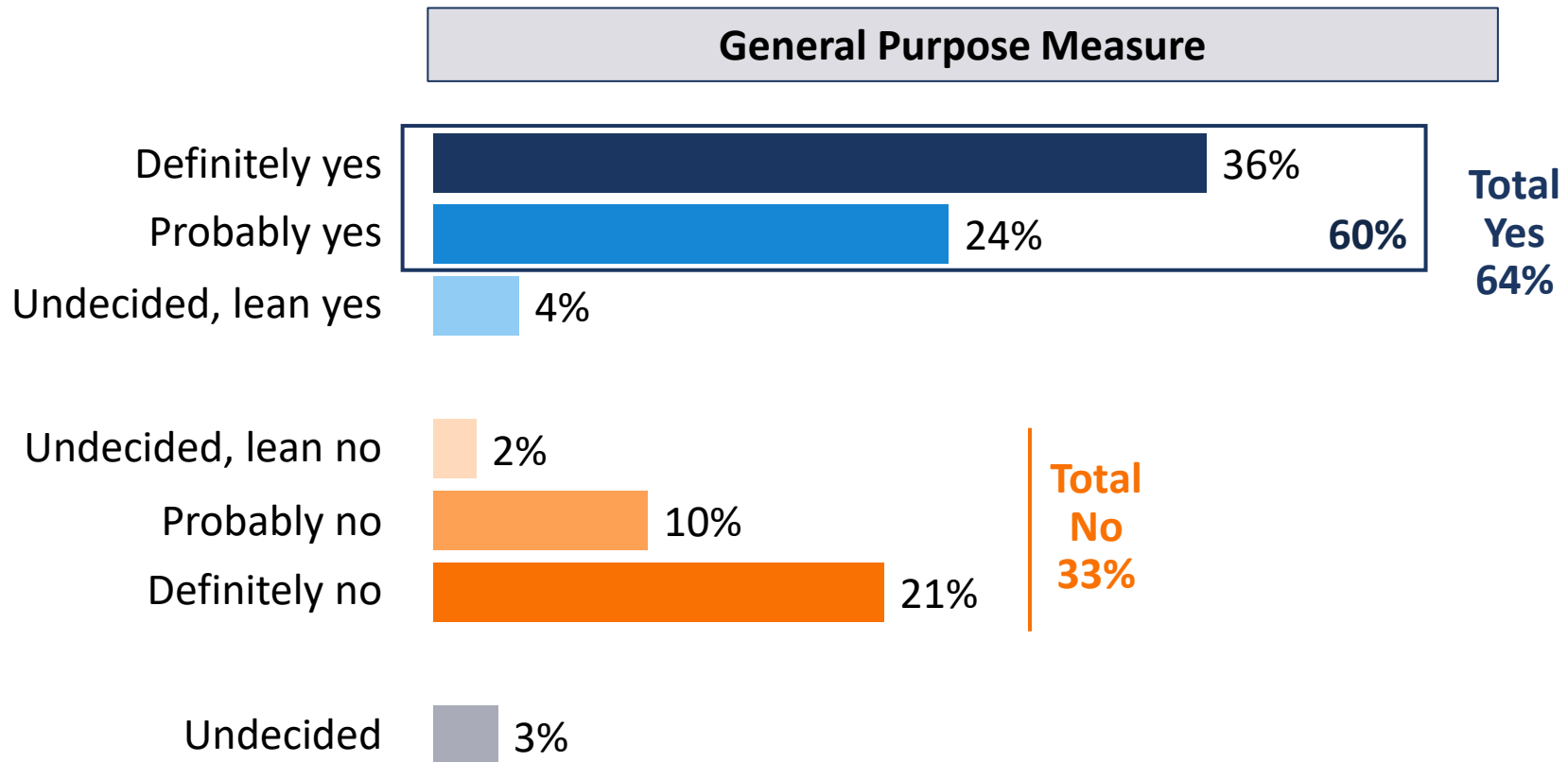
## **SAN CLEMENTE PUBLIC SAFETY, BEACHES, CITY SERVICES MEASURE**

Shall the measure funding San Clemente services such as maintaining 911 emergency response; Sheriff's patrols; keeping public areas safe/clean; restoring/protecting local beaches/coastal water quality; maintaining streets/roads; retaining local small businesses; maintaining parks/recreation programs; and for general government use, by establishing a 1¢ sales tax providing approximately \$13,500,000 annually until ended by voters; requiring public spending disclosure, audits, all funds used locally, be adopted?



# Initially, overall support is above 6-in-10 for this simple majority general purpose measure.

(Margin of Error =  $\pm 6.7\%$ )

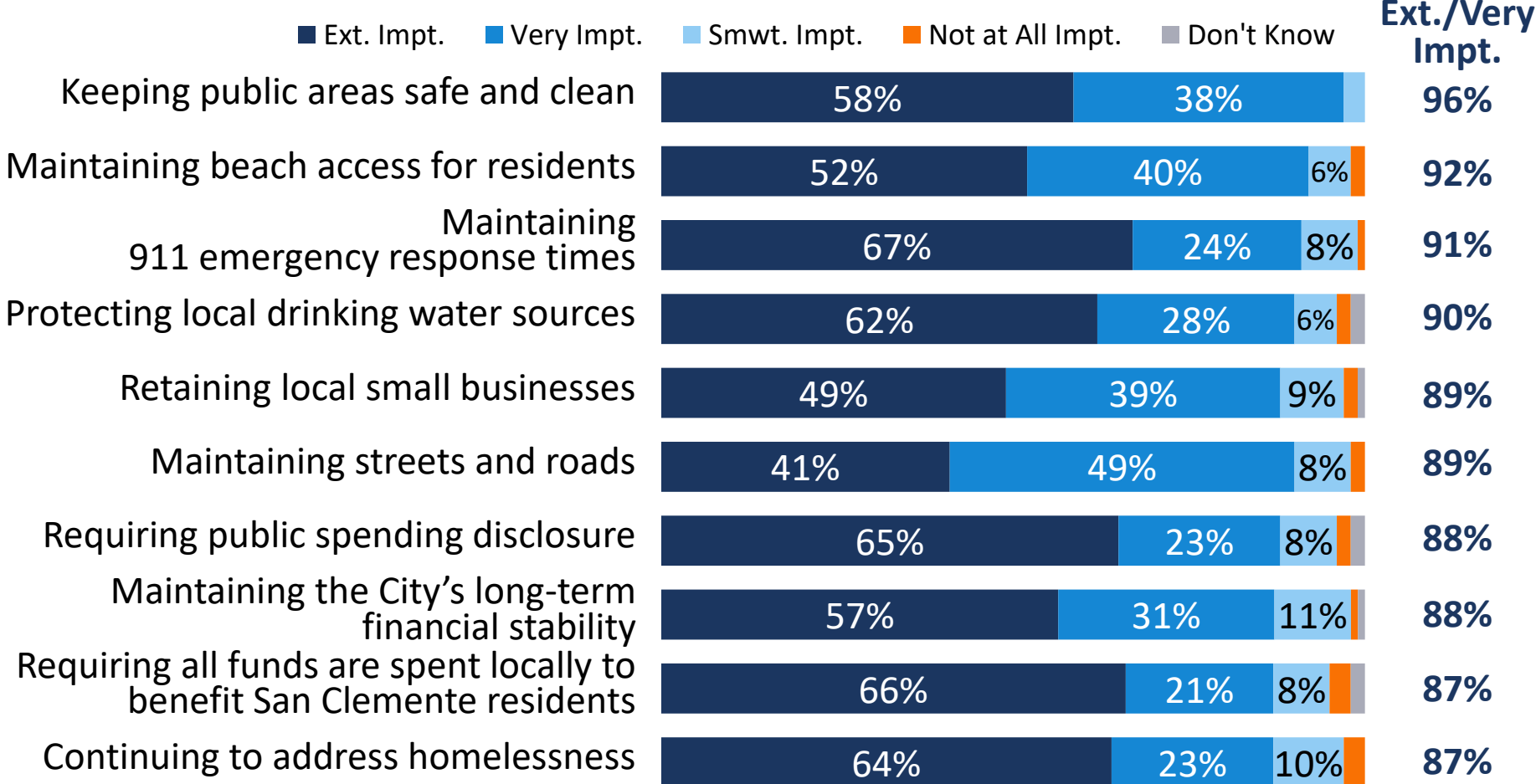




# **City Service Priorities**

# The top priorities are keeping public areas safe and clean, maintaining beach access, and 9-1-1 response times, among many others.

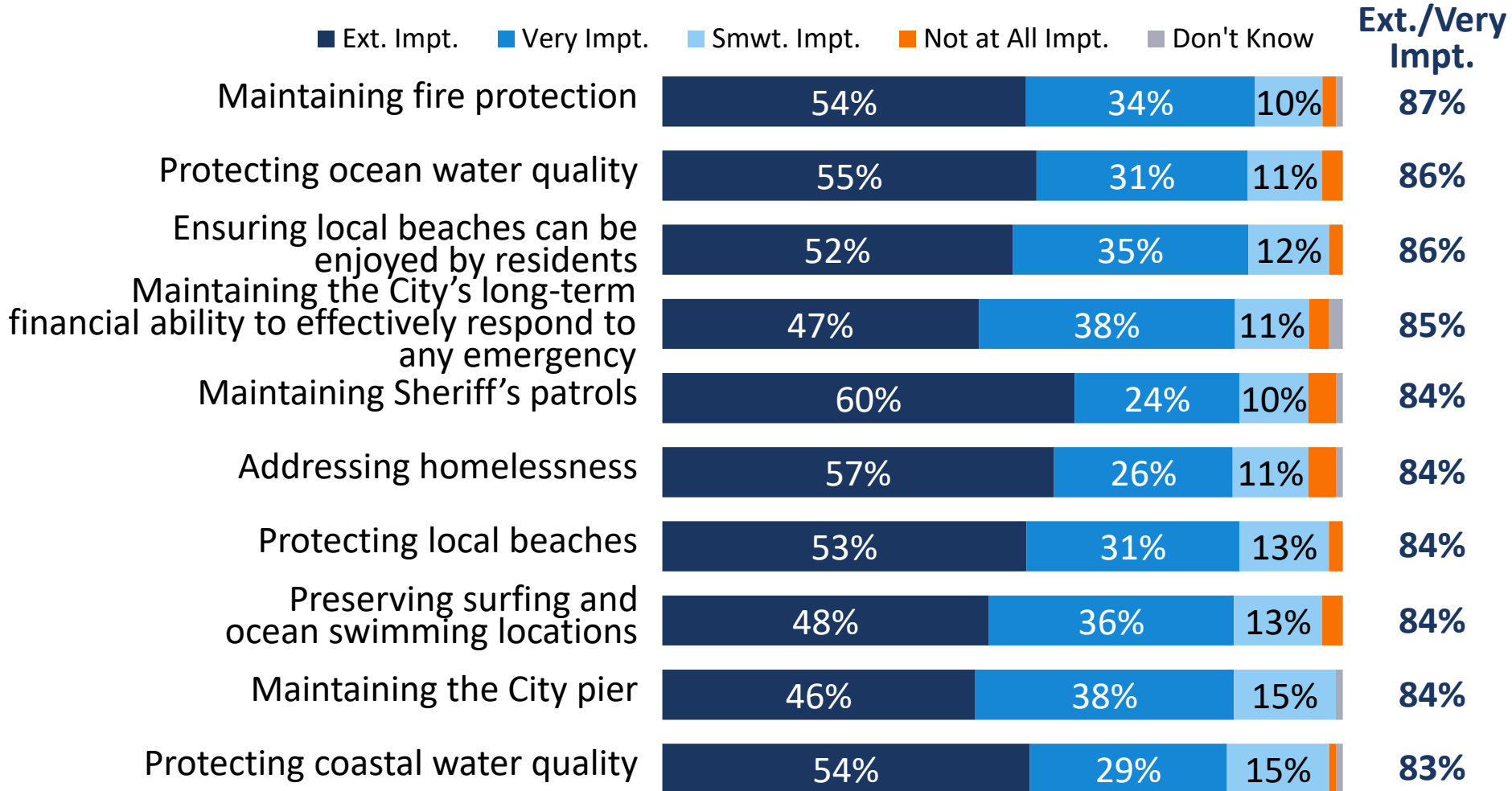
(Ranked by Extremely/Very Important)



Q. I would like to ask you some questions about the services provided by the City of San Clemente and services that could be offered in the future. Please tell me how important it is to you personally that the City funds that service: is it extremely important to you, very important, somewhat important, or not at all important to you personally? Split Sample

# Priorities - Continued

(Ranked by Extremely/Very Important)



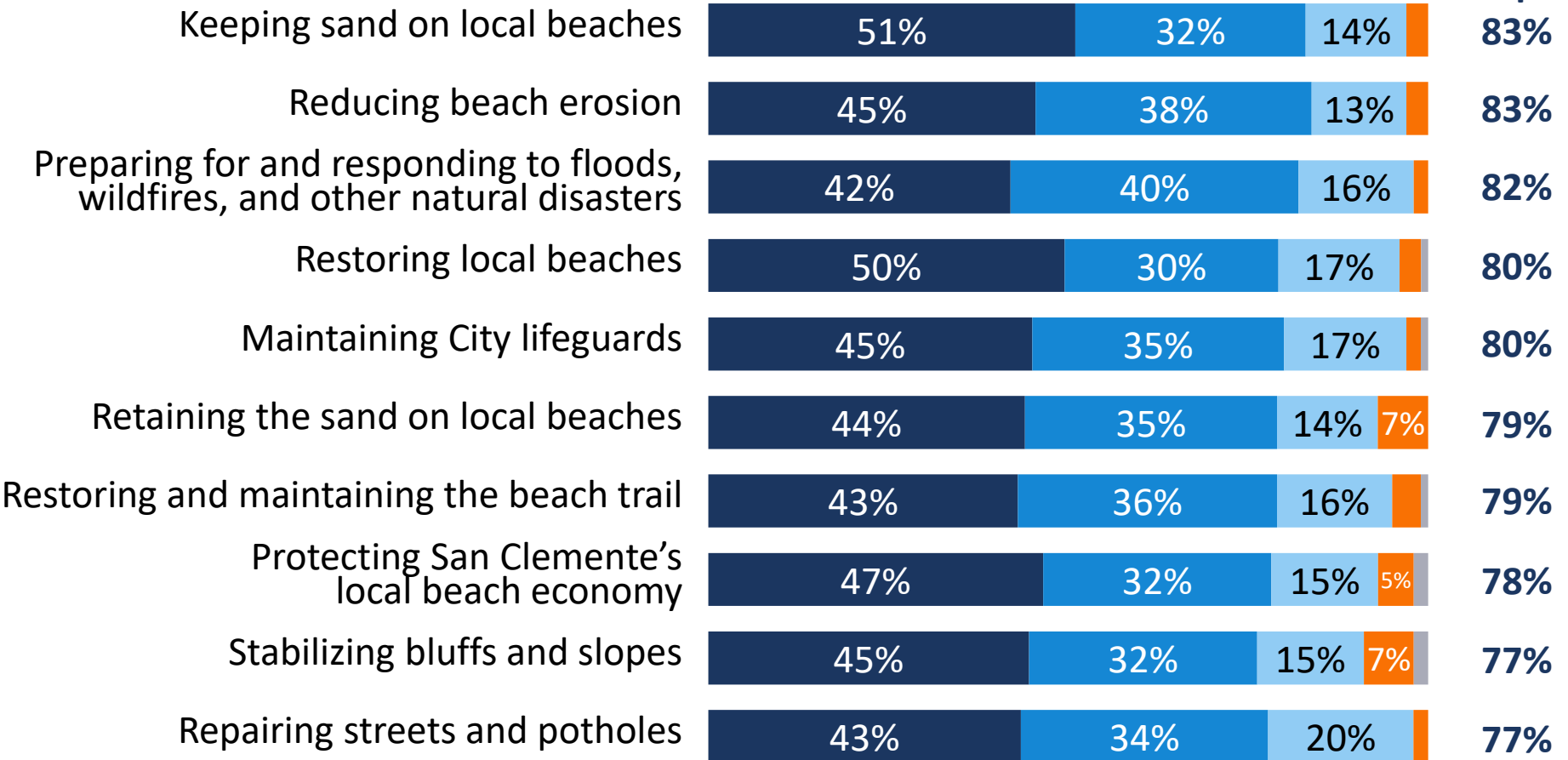
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# Priorities - Continued

(Ranked by Extremely/Very Important)

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not at All Impt. ■ Don't Know

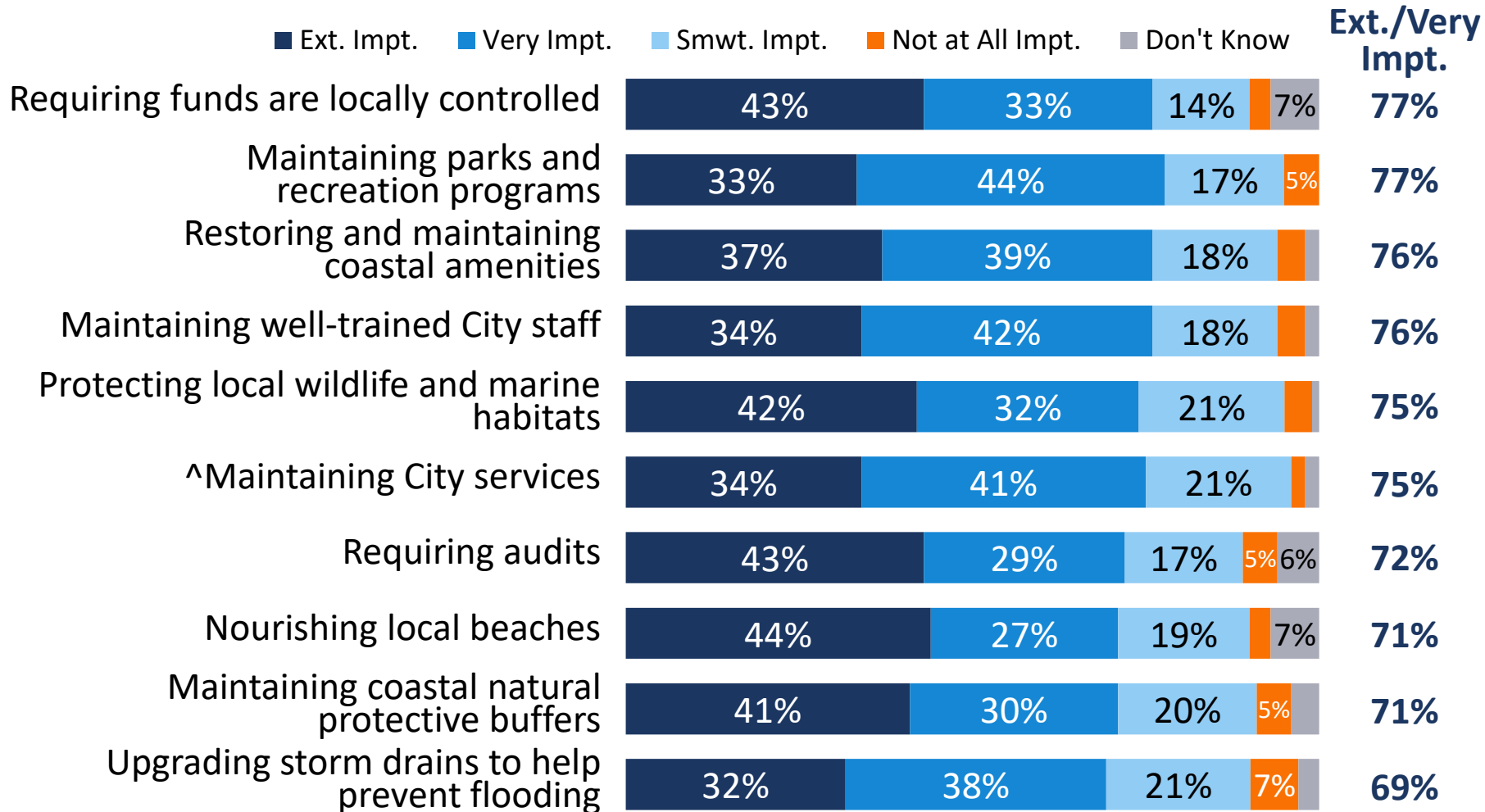
**Ext./Very Impt.**



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# Priorities - Continued

(Ranked by Extremely/Very Important)



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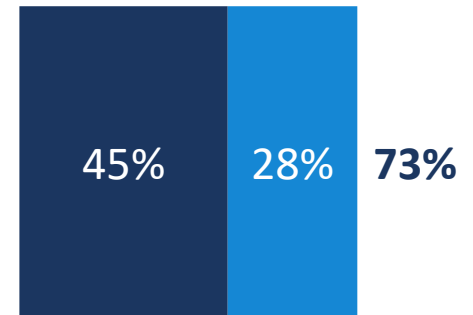
# **Impact of Information**

# The strongest themes about the measures include fiscal accountability, public safety, and restoring the beach.

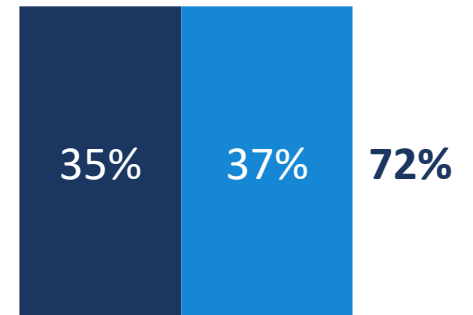
(Ranked by Total More Inclined to Vote Yes)

■ Much More Incl. ■ Smwt More Incl.

**(ACCOUNTABILITY)** This measure includes tough accountability provisions such as requiring public disclosure of all spending and guaranteed annual independent audits. These fiscal safeguards will ensure funds are used efficiently, effectively and as promised. And by law, all funding will be used locally in San Clemente and cannot be taken by the County, State or Federal government.



**(MEDICAL RESPONSE TIMES)** When you have an emergency, seconds count. Approximately two-thirds of all calls to the County Fire Department serving our area are related to medical emergencies. This measure will ensure that San Clemente is served by the number of firefighters and paramedics we need, and they are able to respond quickly to emergencies and save lives.



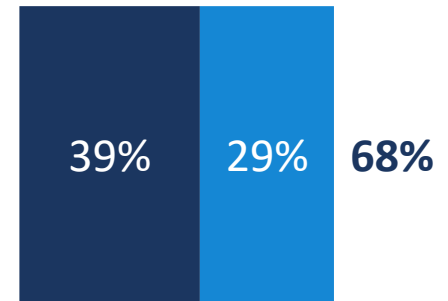


# Themes - Continued

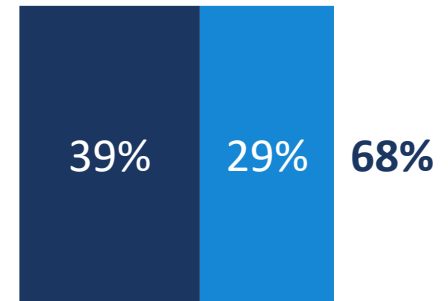
*(Ranked by Total More Inclined to Vote Yes)*

■ Much More Incl. ■ Smwt More Incl.

°**(CRIME)** All across our region, crime has been increasing in recent years. In the last year of crime statistics, there were 142 violent crimes and 908 property crimes reported. This measure will help maintain 911 emergency response times and the number of Sheriff's deputies patrolling our neighborhoods, and ensure the City can do more to keep residents and their property safe.

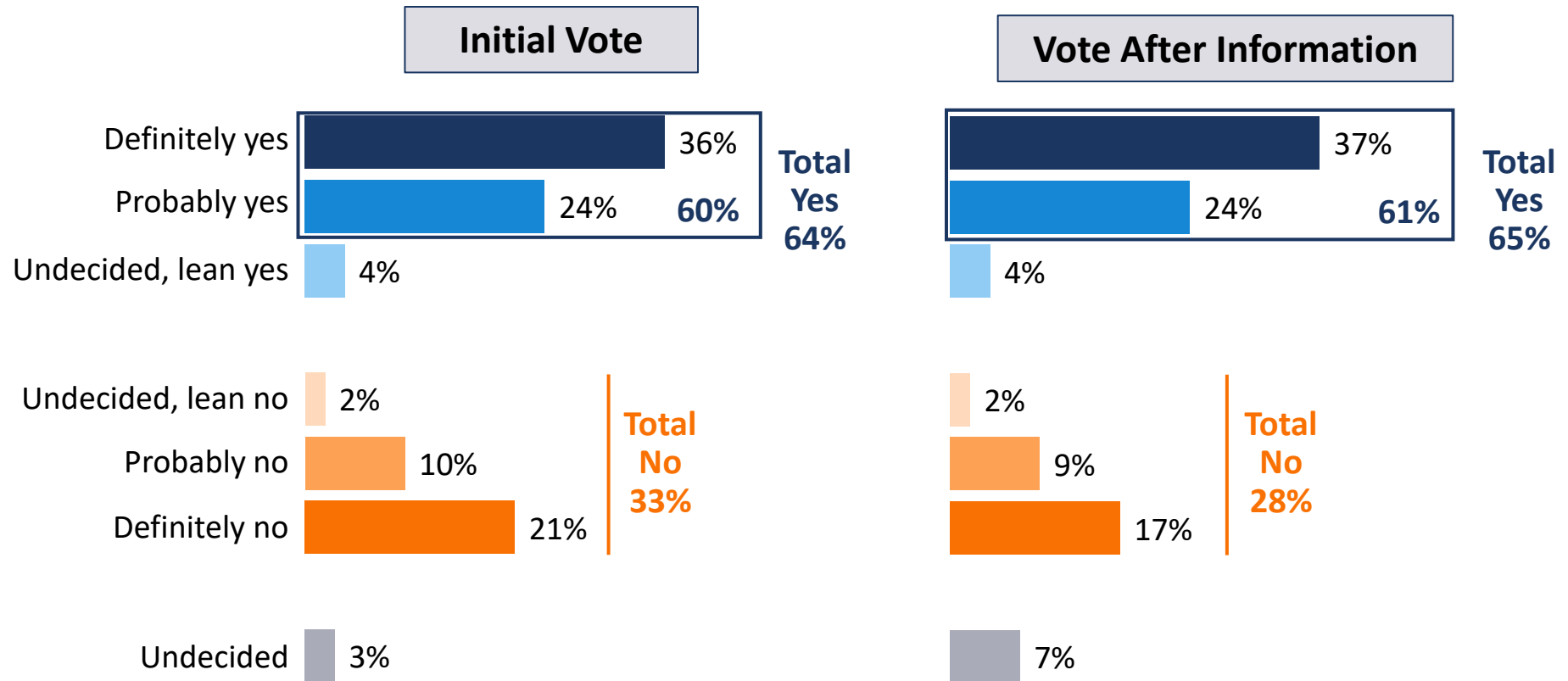


**(BEACHES WAY OF LIFE)** San Clemente's beaches are an essential part of our way of life. They are our gathering places, central to our local economy, and one of the things that makes our city special. This measure helps restore our beaches and keep them in good condition for decades to come.



# Support for the measure remains strong and relatively unchanged after information.

(Margin of Error =  $\pm 6.7\%$ )





# Conclusions

# Conclusions

## Context:

- A **majority** of residents are **optimistic** about the **direction of the City** and their local **neighborhood**
- More specifically, a **majority** of residents have **favorable views** about the **City government** and the **Council**.
- **More than six-in-ten believe** that the **City** has at least **some need for additional funds** to **provide** the level of **City services** residents need and want.
- Half the respondents visit San Clemente beaches at least once a week, with close to **two-thirds visiting the local beaches at least two to three times per month or more**

# Conclusions; Continued

## Revenue Option and City Service Priorities:

- **Initially, the San Clemente Public Safety, Beaches, City Services Measure, (general purpose measure) receives strong support and remains viable after information appears viable for November 2024 General, if the City provides legally permissible education about the measure and budgetary needs**
- **San Clemente residents indicate that they place a high value on a number of services and the maintenance of and upgrades to the City infrastructure, which include:**
  - Keeping public areas safe and clean
  - Maintaining beach access for residents
  - Maintaining 911 emergency response times
  - Protecting local drinking water sources
  - Retaining local small businesses
  - Maintaining streets and roads



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