

**Benchmark Scientific Survey**

# **Renewal of City's G.O. Street Bond**

**Plus 3 Transportation Programs**

*Commissioned by the...*  
**City of Eugene**  
Oregon



**June 2017**

*Conducted by...*

**Strategy Research Institute**  
*Research and Consulting for Strategic Planning*  
[www.sri-consulting.org](http://www.sri-consulting.org)



# Table of Contents

<b>1.0</b>	<b>Purpose Statement .....</b>	<b>1</b>
<b>2.0</b>	<b>Key Findings .....</b>	<b>2</b>
<i><u>Finding #1:</u></i>	It is a 'Go'...assuming City officials explain to Eugene voters the need for keeping the existing revenue stream in place AND the consequences of allowing the existing street bond to "sunset," without being renewed/extended.....	2
<i><u>Finding #2:</u></i>	After hearing the 'arguments' that were tested in the present survey, the lion's share of those who initially said they were "undecided" not only shifted to YES, but to <u>DEFINITE Yes</u> . Likely support increased 11.5% to 48.5%.....	3
<i><u>Finding #3:</u></i>	The IMPACT of the 'arguments' tested is strongest among the younger AND older-age voters.....	4
<i><u>Finding #4:</u></i>	The most compelling reason to vote YES is that the <u>tax rate</u> WILL NOT increase AND, if the revenue stream is allowed to 'sunset', City streets will begin to deteriorate, almost immediately.....	5
<i><u>Finding #5:</u></i>	Eugene voters are NOT willing to pay a higher tax rate in order to: (i) reduce the existing backlog of street projects and/or (ii) to fund bicycle & pedestrian projects.....	6
<i><u>Finding #6:</u></i>	Of three specific programs under consideration, Eugene voters were least aware, but most supportive, of 'Vision Zero' .....	7
<i><u>Finding #7:</u></i>	Eugene voters were asked what LOCAL ISSUES are of greatest concern to them, today.....	8
<i><u>Finding #8:</u></i>	Eugene voters were asked about PRIORITY SPENDING with regard to the City's available budget.....	8
<b>3.0</b>	<b>Recommendations .....</b>	<b>9</b>
<i><u>Recommendation #1:</u></i>	It is with guarded optimism that SRI's recommendation is 'GO', with one contingency.....	9
<i><u>Recommendation #2:</u></i>	DO NOT ask voters to authorize additional monies that are needed for continuing to address the existing BACKLOG of deferred street maintenance projects, nor to fund additional bicycle and pedestrian projects.....	10

**Recommendation #3:** It is essential to design and administer a comprehensive PUBLIC OUTREACH effort to inform Eugene voters of the need (justification) for asking voters to renew/extend the City's General Obligation Street Bond; in other words, keep this revenue stream in place vs. allowing it to Sunset at the end of Yr. 2018. This informational effort MUST be based upon CONSENSUS-BUILDING principles..... 11

#### **4.0 Summary Conclusion ..... 11**

#### **Addendum A: Figures and Charts ..... 13**

<i>Figure 1</i>	<u>Benchmark</u> Voter Support for Renewing G.O. Street Bond <u>Before</u> Arguments
<i>Figure 2</i>	<u>Net Shift</u> Due to Arguments Tested
<i>Figure 3A</i>	Voter Support for Renewing G.O. Street Bond <u>After</u> Arguments
<i>Figure 3B</i>	Voter Support for Renewing G.O. Street Bond <u>After</u> Arguments <u>Shift by WARD</u>
<i>Figure 3C</i>	Voter Support for Renewing G.O. Street Bond <u>After</u> Arguments <u>Shift by AGE</u>
<i>Figure 4A</i>	<i>Willing to Pay MORE</i> to continue...Reducing Backlog & Pay for Bicycle and Pedestrian Projects
<i>Figure 4B</i>	How much more?
<i>Figure 5A</i>	Aware of Proposed... <u>Vision Zero</u> in Eugene
<i>Figure 5B</i>	Aware of Proposed... <u>Quiet Zone</u> in Downtown & Whiteaker Neighborhoods
<i>Figure 5C</i>	Aware of Attempts to Make Eugene...More Walkable & Bike Friendly
<i>Figure 6</i>	Priority of Three Programs: Vision Zero..."Quiet Zone"...Walkable & Bike Friendly City
<i>Figure 7A</i>	<i>Willing to Pay</i> Slightly Higher Rate for Street Bond to: Fund <u>Vision Zero, Quiet Zone, &amp; Walkable &amp; Bike-friendly City</u>
<i>Figure 7B</i>	Support to Earmark Funds from Street Bond to: Fund <u>Vision Zero, Quiet Zone, &amp; Walkable &amp; Bike-friendly City</u>
<i>Figure 8</i>	Issues of Concern (Front End of Mind)
<i>Figure 9</i>	Issues of Concern (Core Values)
<i>Figure 10</i>	<i>Satisfaction with</i> ...Quality of Life
<i>Figure 11A</i>	The City Needs to Focus On Making Eugene a More Walkable and Bikeable Community
<i>Figure 11B</i>	The Local Public School System is Excellent
<i>Figure 11C</i>	Much Waste in City Budget Necessary Programs Can be Funded Without New Taxes
<i>Figure 12</i>	Priority Spending for Tax Dollars
<i>Figure 13A-B</i>	Demographics of Survey Respondents

- Figure 14A*      Gross Shift from *Arguments For/Against* Renewing G.O. Street Bond...  
It is ESSENTIAL that...City Streets are Properly Maintained
- Figure 14B*      Gross Shift from *Arguments For/Against* Renewing G.O. Street Bond...  
Taxes are Already TOO HIGH
- Figure 14C*      Gross Shift from *Arguments For/Against* Renewing G.O. Street Bond...  
There is Serious Backlog of Street Repair Projects: If the G.O. Bond  
Terminates It Will Only Get Worse
- Figure 14D*      Gross Shift from *Arguments For/Against* Renewing G.O. Street Bond...  
This is a Renewal of an Existing Tax, however...If Not Renewed City Streets  
Will Begin to Deteriorate, Immediately
- Figure 14E*      Gross Shift from *Arguments For/Against* Renewing G.O. Street Bond...  
An Independent Auditor will Monitor All Expenditures & Produce an  
Annual Report
- Figure 14F*      Gross Shift from *Arguments For/Against* Renewing G.O. Street Bond...  
A Citizen's Advisory Committee concluded...It Is ESSENTIAL to Keep  
This Revenue Stream in Place

<b><u>Addendum B:</u></b>	Questionnaire with <b>Percentages</b> .....	<b>42</b>
<b><u>Addendum C</u></b>	Research Design & Methodology .....	<b>55</b>



## Section 1.0

### Purpose Statement

The City of Eugene has in place a **General Obligation Street Bond** that is set to expire at the end of 2018. The funds from this street bond are used to maintain and fix City streets and roads throughout the community. If this revenue stream is allowed to “sunset” without being extended or replaced, a significant portion of the road repair throughout the City will be lost AND the backlog of deferred street repairs will start growing again.

Thus, at the urging of the citizen-led, *Street Repair Review Panel*, City officials are anticipating placing a Measure on the November 2017 ballot, asking Eugene voters for authorization to **RENEW** the current Street Bond for another five years. If this renewal is authorized, the annual levy will be 65-cents per \$1,000 of assessed value, which amounts to approximately **\$12.50 per month** (or \$150 per year) for the average Eugene homeowner, generating approximately \$51.2 million over the 5-year life of the new street bond. Because this will be a RENEWAL, the tax rate will remain the same as it is, today; in other words, there would be NO INCREASE in the annual tax rate.

Since 2008, Eugene voters have twice approved general obligation bonds to maintain and fix city streets. To date, the yield from these two bonds has been \$79 million. The first \$35.9 million bond was paid off within the 5-year term of the bond; the second \$43 million bond will be paid off before the street bond terminates at the end of 2018.

In addition to properly maintaining and fixing City streets, Eugene's Public Works Department has leveraged these funds to reduce the backlog of street projects from \$168 million in 2008 to about \$92 million today; beyond that, they have used about 6 percent of the current bond to fund improvements to bicycle and pedestrian projects, such as widening bike lanes and safer crosswalks.

Thus, the present scientific survey of Eugene voters was designed to address two fundamental questions:

1. What is the **level of support** among Eugene voters for a Bond Measure for keeping the present revenue stream in place, should City officials decide to place such a funding Measure on the ballot in the November 2017 election cycle?
2. What is the electorate's collective THRESHOLD of *willingness-to-pay* for the services and programs presently being funded through these street bonds?

The voter survey was also designed to address the following:

- (i) **Test a series of 'arguments'** in support of, and in opposition to, keeping this revenue stream in place for at least another five years.
- (ii) **Provide the 'intelligence'** needed for crafting ballot language and core messages for a public outreach effort designed to make it possible for Eugene voters to make an "informed decision" regarding how to vote, and without violating existing laws that prohibit any form of "advocating" for either a YES or No vote.
- (iii) Secure the form of intelligence that will allow City staff and other City officials to **develop a spending plan** that is consistent with the collective perceptions and desires of Eugene voters. This was accomplished by testing and rank-ordering a variety of transportation-related projects.
- (iv) Determine voter awareness of, and support for, three programs presently under consideration by City officials. These are:
  - a. Funding for a Railroad Quiet Zone project.
  - b. Funding to make Eugene more walkable and bicycle friendly.
  - c. Funding for a proposed project known as "Vision Zero," designed to eliminate crash-related deaths and serious (life-changing) injuries on City streets.

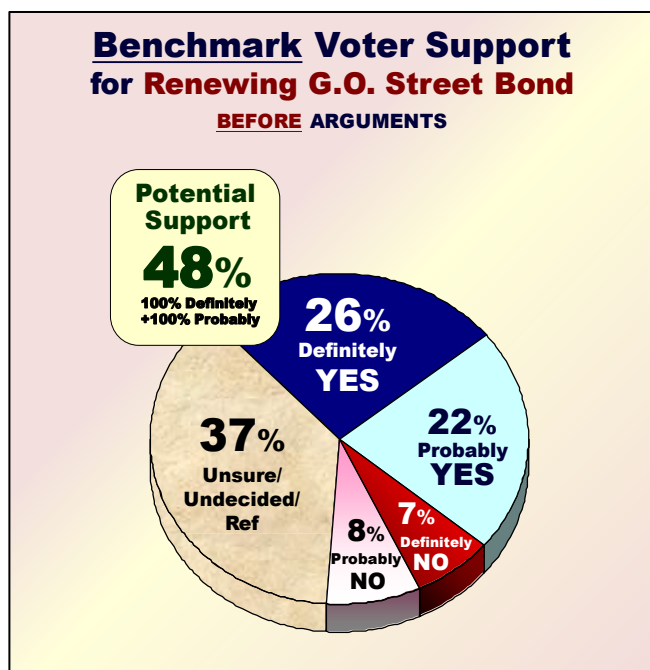
The next section of the present document reports the *findings* from the present scientific survey of the Eugene electorate; most importantly, the level of voter support for the RENEWAL or EXTENSION the City's existing street bond, should such a funding Measure be placed on the November 2017 ballot.

## Section 2.0

### *Key findings* from the present scientific survey

**Finding #1: It is a 'Go'...assuming City officials explain to Eugene voters the need for keeping the existing revenue stream in place AND the consequences of allowing the existing street bond to "sunset," without being renewed/extended.**

If an election were to be held today, asking Eugene voters for authorization to renew or extend the existing **General Obligation Street Bond** for another five years, as can be seen in the graphic below (left), potential voter support is approximately 48% YES, slightly less than requisite simple-majority support needed for passage (also refer to Addendum 'A', Figure 1).

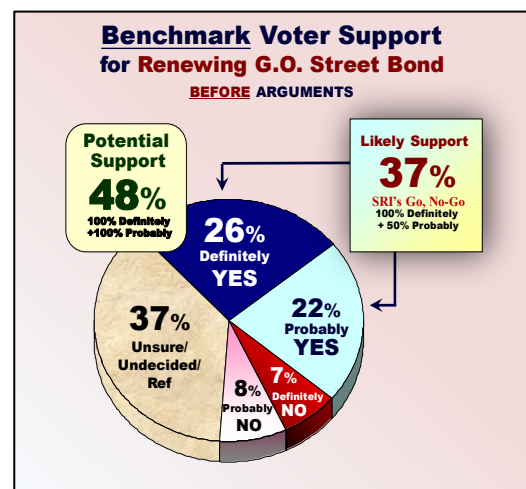


Thus, it is with **guarded optimism** that SRI researchers conclude that simple majority support can, indeed, be realized...assuming City officials make salient to Eugene voters the **NEED** for keeping this revenue stream in place **AND** the consequences of allowing this revenue stream to “sunset” (terminate) at the end of 2018.

If Eugene voters **ARE NOT** adequately informed of the need for keeping this revenue stream in place for at least another five (5) years, as seen in the graphic below (right), likely voter support will turn out to be approximately 37%; thus, such a funding Measure will **FAIL** (also refer to Figure 3A).

SRI's conclusion that a majority of Eugene voters will, indeed, support renewing/extending the existing Street bond — if they are made to understand the need — is based, in large part, upon a very curious finding:

Nearly forty percent (37%) of respondents said, **BEFORE** hearing ‘arguments’ in support of, and in opposition to, keeping this revenue stream in place, they were “**unsure**” or “**undecided**” whether or not they would vote YES or NO on such a funding Measure.



Typically, the **UNSURE** component ranges between 3% and 8% (on the outside), but virtually **NEVER** would this group represent 37% of voters surveyed.

Thus, something very unusual is going on in the case at hand; something that needs to be identified, understood, and addressed. The explanation begins with the next *finding*.

**Finding #2:** After hearing the ‘arguments’ that were tested in the present survey, the lion’s share of those who initially said they were “undecided” not only shifted to YES, but to **DEFINITE Yes**. Likely support increased 11.5% to 48.5%.

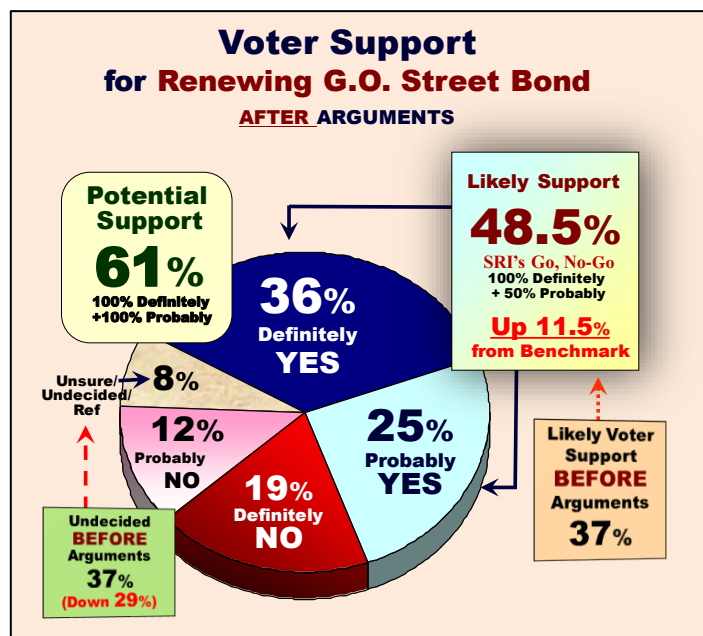
Respondents were read a series of ‘arguments’ in support of the need to renew or extend the existing street bond; they were then asked for a 2<sup>nd</sup> time whether (after hearing these ‘arguments’ from a trusted source) would they vote YES or NO on such a funding



Measure. As can be seen in the graphic at right, not only did POTENTIAL support shift from 48% to 61%, but all except 8% of the “undecided” shifted to DEFINITE Yes. Likely voter support increased 11.5% from 37% to 48.5% (also refer to Figure 3A).

That said, likely voter support still remains BELOW the threshold for passage (which is simple-majority); specifically, 48.5% YES. And, probably YES increased slightly, from 22% to 25%.

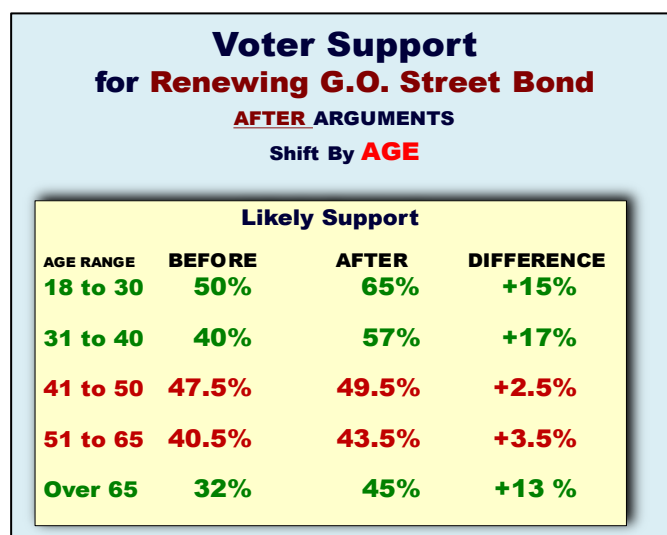
Thus, it is clear that learning of the justification for keeping this revenue stream in place creates a DRAMATIC shift in voting behavior; and, more importantly, in the desired direction (a decision to support such a funding measure). What this *finding* implies is that Eugene voters (especially high-propensity voters) want to be ADVISED of the facts **BEFORE DECIDING** how to vote; more specifically, why the yield (money) from this funding mechanism is needed AND how it will be spent. In sum, Eugene voters want to have access to the information that will make it possible for them to make an **INFORMED DECISION** of how to vote, YES or NO.



**Finding #3: The IMPACT of the ‘arguments’ tested is strongest among the younger AND older-age voters.**

It is well documented, that the seniors are HIGH PROPENSITY voters; as seen in the graphic at right (also refer to Figure 3C), the IMPACT of the ‘arguments’ tested in the present scientific survey is significant AND in the desired direction among SENIORS. The impact is even GREATER among voters from age 18 thru 40.

These *findings* support the notion that simple-majority support for renewing/extending the existing Street Bond is achievable; assuming, of course, that BOTH age groups are made to understand the need for keeping this revenue stream in place AND the consequences of allowing it to ‘sunset’.

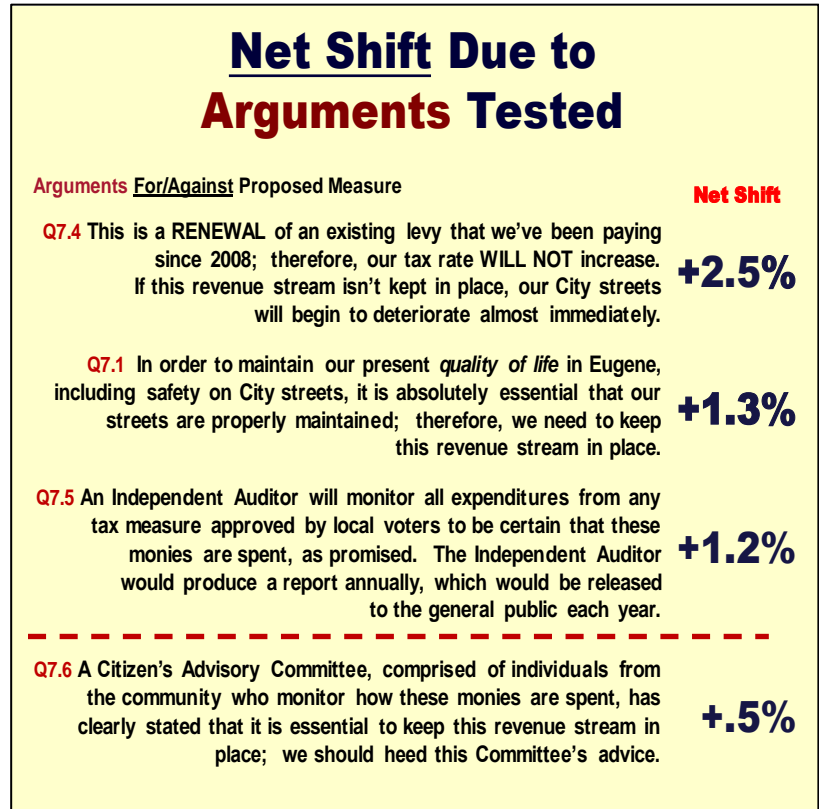




Clearly, this begs the question: **What do Eugene voters find COMPELLING about the need to renew/extend the City's Street Bond?** The answer to this question is addressed in the next set of *findings*.

**Finding #4:** The most compelling reason to vote YES is two-fold: (i) the tax rate WILL NOT increase AND (ii) if the revenue stream is allowed to 'sunset', City streets will begin to deteriorate, almost immediately.

As seen in the graphic at right, the most compelling reason for voters to authorize keeping this revenue stream in place is two-fold: (i) the existing tax rate WILL NOT increase and (ii) if the revenue stream is allowed to 'sunset', City streets will begin to deteriorate, almost immediately (for a complete listing, refer to Figure 2).



The next two reasons that move Eugene voters toward keeping the existing revenue stream in place are:

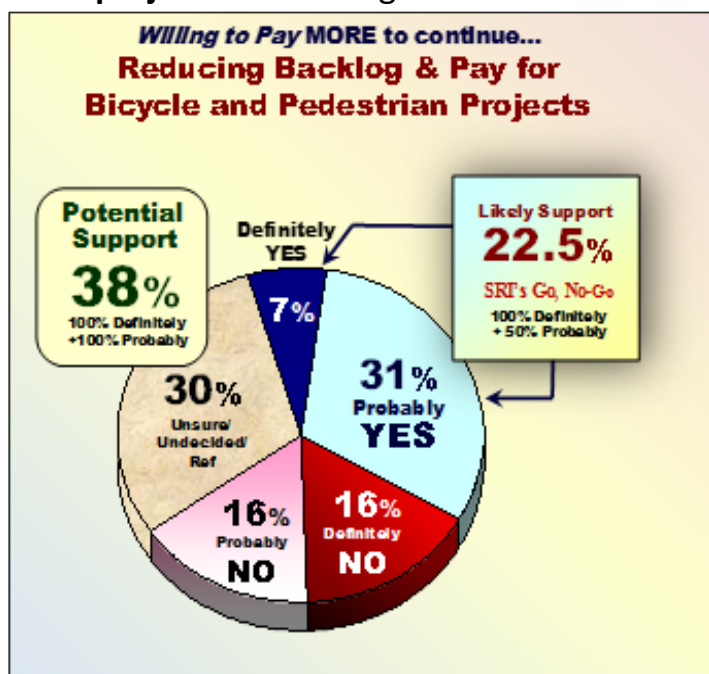
- ✓ In order to maintain our present *quality of life* in Eugene, including safety on City streets, it is absolutely essential that our streets are properly maintained; therefore, we need to keep this revenue stream in place.
- ✓ An Independent Auditor will monitor all expenditures from any tax measure approved by local voters to be certain that these monies are spent, as promised. The Independent Auditor would produce a report, annually; this report would be released to the general public each year.

There is one additional *finding* that is of particular note. This has to do with voters being advised that a **Citizen's Advisory Committee, comprised of individuals from the community who monitor how these monies are spent, has clearly stated that it is essential to keep this revenue stream in place; (thus) we should heed this Committee's advice.** Learning of

the fact that the *Street Repair Review Panel* has made a recommendation to renew/extend the existing Street Bond does, indeed, have a positive impact on likely voting behavior; just not as strong of an impact as being advised that the expenditures are being monitored by an Independent Auditor. Therefore, it would be wise to advise Eugene voters about the citizens' advisory committee and its recommendation.

**Finding #5: Eugene voters are NOT willing to pay a higher tax rate in order to:**  
**(i) reduce the existing backlog of street projects and/or (ii) to fund bicycle & pedestrian projects.**

Eugene voters were asked, "Would you be willing to support a 5-year General Obligation Street Bond that would generate enough money not only to keep City Streets in good condition, but also to **continue to reduce the existing backlog** of deferred street repair AND **provide funding for additional bicycle and pedestrian projects** ...assuming the tax rate DOES NOT exceed your level of *willingness to pay*?"



As can be seen in the graphic at left, potential voter support for increasing the tax rate for the Eugene Street Bond simply does NOT come close to securing requisite simple-majority support (also refer to Figure 4A). Potential support for such a funding measure is 38%; likely voter support is 22.5%.

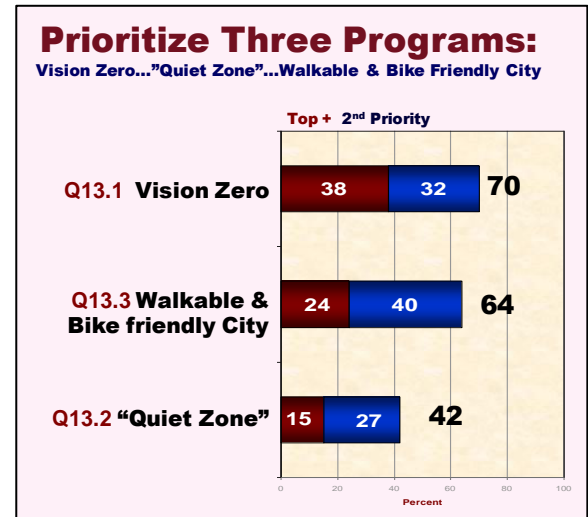
It is true that the ratio of voters who are "unsure" is extremely high (30%); however, even if this mirrored benchmark voter support for renewing/extending the existing street bond (meaning, all but 8% shifted from "undecided" to "Definitely YES"), likely voter support would only increase to

44.5%; thus, the funding measure would fail at the polls. Clearly, any such funding measure is simply not feasible; at least, not at the present point in time.

**Finding #6:** Of three specific programs under consideration, Eugene voters were least aware, but most supportive, of 'Vision Zero'.

Eugene voters were given a comprehensive description of three programs that are presently under consideration by City officials; then asked: (i) how aware of each program were they prior to the present interview?, and (ii) they were asked to prioritize them from most important to least important. The three programs were:

- **Vision Zero:** a program designed to eliminate crash-related deaths or serious injuries on City streets.
- **Quiet Zone:** a program designed to enhance public safety and simultaneously reduce noise pollution due to trains blowing their horns at each railroad crossing located in downtown Eugene and the Whiteaker neighborhoods.
- A program designed to make Eugene **more walkable** and **bike friendly**.



As seen in the above graphic (right), the rank-ordering turned out to be (also, refer to Figure 6):

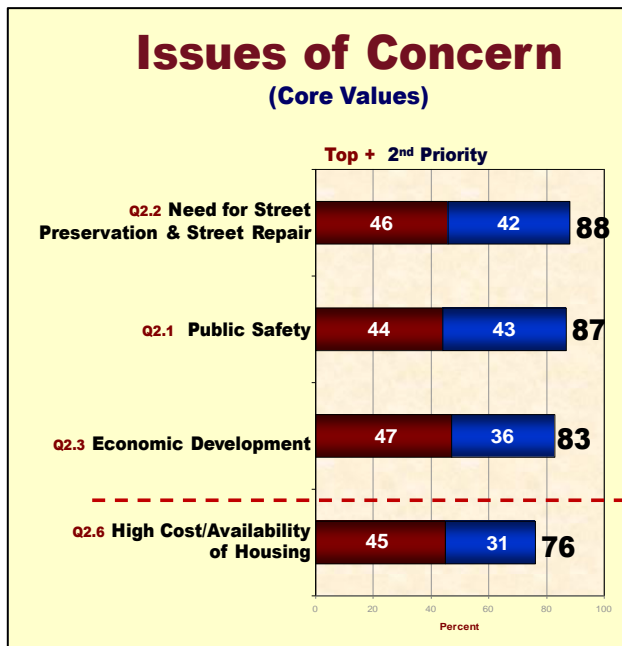
**"Vision Zero":** top priority

**Walkable & Bike –friendly City:** medium priority

**"Quite Zone":** least priority

Respondents were also told that there was NO FUNDING available to pay for developing these three programs. They were then asked if they would be willing to pay a slightly higher rate as part of the Street Bond to make it possible to: (i) fund all three programs OR (ii) at least their top priority. The answer was a definitive 'NO' to both questions; likely voter support for both alternatives was approximately one-third...far below simple-majority needed for passage (refer to Figures 7A and 7B).

**Finding #7:** Eugene voters were asked what **LOCAL ISSUES** are of greatest concern to them, today.



Respondents were given a list of eight issues and asked to prioritize them in terms of being of HIGH concern, SOME concern, or NO CONCERN at all. As seen in the graphic at left, the top three concerns on the electorate's collective mind, today, are:

1. **Need for Street preservation & street repair;** for example, repair potholes, resurfacing streets in poor conditions, and-the-like.
2. **Public safety** (specifically crime).
3. **Economic development**, including attracting new businesses to Eugene and creating jobs that pay a living wage.

The fourth concern is the high cost and availability of housing in Eugene. The reason it is included in the above graphic is that when you look at the first column (top priorities), this issue is ranked second (top priority for 45% of Eugene voters). Their #1 concern is consistent with voters' willingness to renew/extend the General Obligation Street Bond.<sup>1</sup>

**Finding #8:** Eugene voters were asked about **PRIORITY SPENDING** with regard to the City's available budget.

Respondents to the present voter survey were read the following:

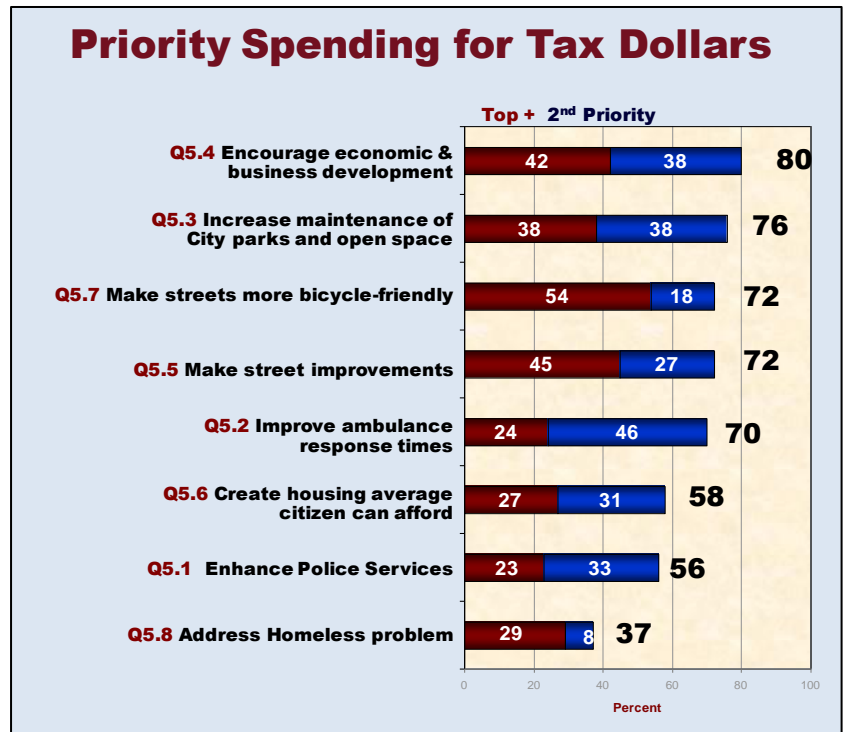
**"Eugene officials are regularly faced with making decisions regarding how best to invest the available local tax dollars for services and programs that benefit residents and make the community a more desirable place to live. These decisions are especially difficult when funds are scarce.**

**If you were an advisor to the City, how would you prioritize funding for the following services or programs?"**

<sup>1</sup> An interesting *finding* that is NOT directly related to extending the City's General Obligation Street Bond can be seen in Figure 8. When asked, in the form of an open-ended question, what one's top priorities are, today, concern for the **HOMELESS** was the #1 concern for 37% of Eugene voters. Perhaps more interesting is the fact that when we looked back over PAST surveys of Eugene voters (conducted by SRI); it turns out that concern the for the "homeless" is increasing at an extraordinary pace. In 2012, concern for the homeless in Eugene was the top concern for 7% of the respondents; in 2015, this grew to 12%, today it is a top concern and on the "front-end of mind" for 37% of Eugene voters.

As can be seen in the graphic below (right), economic development (creating more jobs with a livable wage) and business development top the list (also refer to Figure 12). **Making street improvements** turns out to be the fourth priority, which confirms (at least in part) the *finding* that while Eugene voters are, indeed, interested in **MAINTAINING status quo** (meaning, properly maintaining City streets and thoroughfares), they NOT WILLING to pay higher taxes to make street improvements; at least, not today.

Also of interest, is the fact that while Eugene voters are extremely concerned about the homeless problem in the City (refer to Footnote #1, below), they ARE NOT willing to spend tax dollars to address this problem.



Clearly, the above *findings* should prove to be instructive and extremely useful to both City Council and the City's professional staff when making policy-level decisions that impact the City's General Fund and overall budget.

## Section 3.0

### Recommendations

Three specific recommendations came out of the present survey of Eugene voters.

**Recommendation #1:** It is with guarded optimism that SRI's recommendation is 'GO', with one contingency.

There are three possible outcomes from a feasibility study that is based upon SRI's proven 'Go, No-Go Model'. They are:

- (i) **GO:** All is good and the funding measure(s) being tested will, indeed, secure requisite voter support; in the present case, simple-majority support.

- (ii) **NO-GO:** There is simply not sufficient support within the local electorate to secure the requisite vote needed for the funding measure(s) being tested; and won't be for the foreseeable future.
- (iii) **GO...but NOT NOW**, some work needs to be done BEFORE placing the measure(s) on the local ballot. The good news is that, should this turn out to be the case, the scientific survey has been designed in a manner that will identify precisely what needs to be done. Furthermore, SRI's Final Report includes specific recommendations for how to accomplish this objective and without violating any of the laws or even being accused of spending tax dollars advocating voter support. The key here is **BUILDING CONSENSUS** among stakeholders, many with competing agendas.

The RENEWAL/EXTENSION of the City's existing **General Obligation Street Bond** requires simple-majority support of those who vote in the respective election cycle; the *findings* from the present scientific voter survey show that likely support, AFTER learning why these monies are needed and how they will be spent, is 48.5% YES; thus, at first blush, voter support for such a funding Measure (if placed on the ballot in the November 2017 election cycle) is slightly below the threshold needed for passage.

That said, potential voter support is over sixty one percent (61%). Thus, assuming Eugene City officials make clear to constituents (in particular, local voters): (i) why it is vital to keep the existing revenue stream in place for another five years, and (ii) explain how the revenues from extending the City's street bond will be spent...there is every reason to believe that such a funding Measure will, indeed, secure simple-majority voter support...thus, pass.

Recommendation #2: **DO NOT ask voters to authorize additional monies that are needed for continuing to address the existing BACKLOG of deferred street maintenance projects, nor to fund additional bicycle and pedestrian projects.**

The 'ASK' of Eugene County voters should literally be for authorization to renew/extend the existing General Obligation Street Bond; with NO INCREASE to the existing tax rate. Thus, the City needs to forego asking for additional revenues in order to address the existing BACKLOG of deferred street repairs and/or asking for funding for additional bicycle and pedestrian projects.

With BENCHMARK voter support being less than simple-majority within the local electorate for renewing/extending the existing street bond, this is NOT the time to be asking for more.



**Recommendation #3** It is essential to design and administer a comprehensive **PUBLIC OUTREACH effort to inform Eugene voters of the need (justification) for asking voters to renew/extend the City's General Obligation Street Bond for another five years; in other words, keep this revenue stream in place vs. allowing it to sunset at the end of Yr. 2018. This informational effort MUST be based upon CONSENSUS-BUILDING principles.**

It is imperative that City officials reach out to Eugene voters and explain: (i) why it is essential to keep the existing revenue stream in place for another five years, and (ii) explain how these monies will be spent. This must be done **WITHOUT ADVOCATING** either a YES or NO vote; instead, simply explain the need and the consequences to allowing this revenue stream to "sunset" (terminate) at the end of 2018 (e.g., without these monies, City streets will begin to deteriorate, virtually immediately).

An effective **PUBLIC OUTREACH** (informational) effort will, literally, be the difference between success and failure at the polls.

This informational effort **MUST** be based upon: (i) the *findings* from the present scientific survey of Eugene voters; and (ii) sound **CONSENSUS-BUILDING** principles. SRI is an acknowledged expert in *consensus building*; as such, we will be pleased to discuss this process in whatever depth deemed to be useful.

Thus, SRI's recommendation, based upon the *findings* from the present scientific survey of Eugene voters...is a 'GO'; assuming Recommendation #2 and #3 are embraced and carried out.

## Section 4.0

### Summary Conclusion

We truly appreciate the opportunity to partner with the City of Eugene, once again, in designing and administering the present scientific survey of registered voters throughout the community.

This report concludes with three (3) Addenda.

**Addendum 'A'** contains a comprehensive set of charts, graphs, and tables wherein the empirical *findings* from this scientific survey are represented.

**Addendum 'B'** contains a copy of the research instrument (questionnaire) showing percentages for each question in the survey.



**Addendum 'C'** contains a brief discussion of the Research Design and Methodology employed in the present study.

We've also produced a **Book of Crosstabs** where you can find voluminous breakouts such as identifying likely voter support by age, income, education, and other demographics, plus a host of other dimensions that may be of interest to you, going forward.

Should you wish additional input from SRI regarding the interpretation of the *findings* presented herein, we remain telephone close and we monitor our e-mail quite closely.



**Addendum 'A'**

# **Research Design**

**Sample size: N=417**  
**(Opinion Leaders N=57)**

**Population surveyed: Registered Voters**

**Sampling Error:  $\pm 4$  to 5%**

**Data Collection: June 12 thru 17, 2017**



Figure 1  
City of Eugene  
June 2017

## **Benchmark Voter Support for Renewing G.O. Street Bond**

### **BEFORE ARGUMENTS**

**Question 6.1:** Assuming City officials were to place a funding Measure on the November 2017 ballot asking Eugene voters to RENEW the existing General Obligation Street Bond; understanding that there will be NO INCREASE in the tax rate...would you vote YES or NO on such a funding Measure?

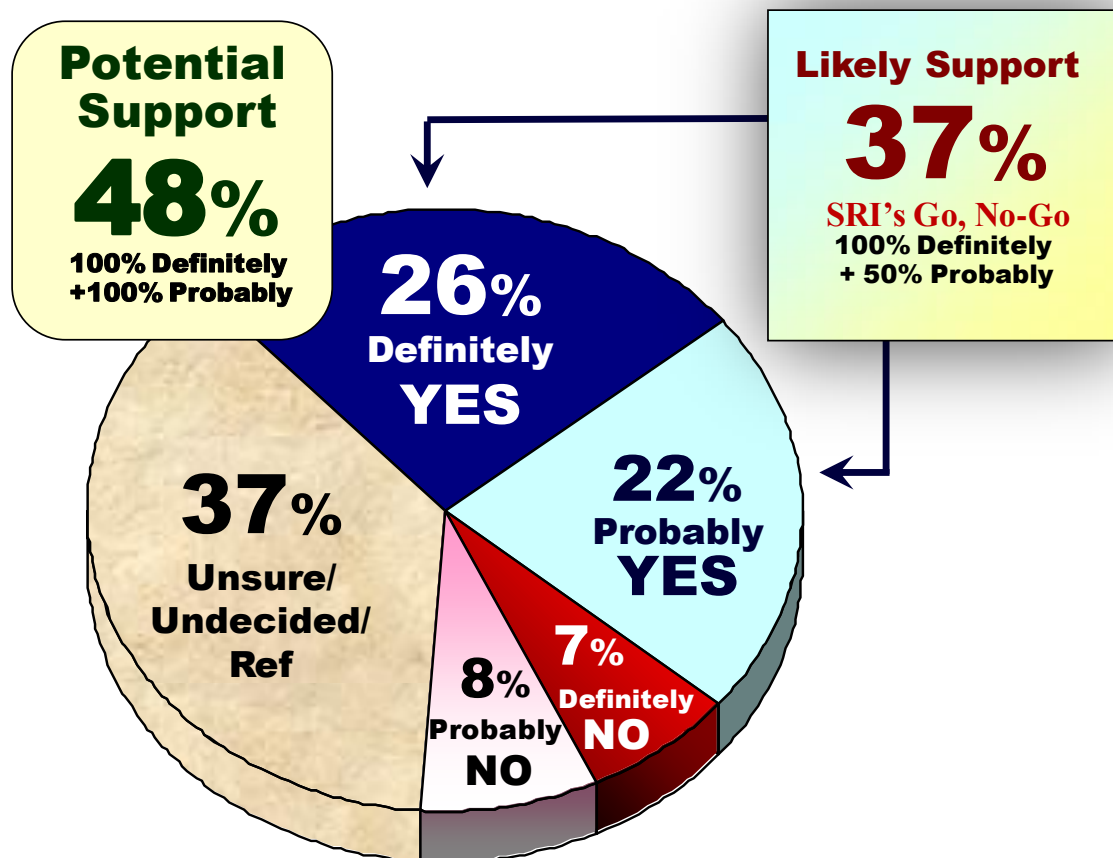


Figure 2  
City of Eugene  
June 2017

## **Net Shift Due to Arguments Tested**

### **Arguments For/Against Proposed Measure**

### **Net Shift**

<b>Q7.4</b> This is a RENEWAL of an existing levy that we've been paying since 2008; therefore, our tax rate WILL NOT increase. If this revenue stream isn't kept in place, our City streets will begin to deteriorate almost immediately.	<b>+2.5%</b>
<b>Q7.1</b> In order to maintain our present <i>quality of life</i> in Eugene, including safety on City streets, it is absolutely essential that our streets are properly maintained; therefore, we need to keep this revenue stream in place.	<b>+1.3%</b>
<b>Q7.5</b> An Independent Auditor will monitor all expenditures from any tax measure approved by local voters to be certain that these monies are spent, as promised. The Independent Auditor would produce a report annually, which would be released to the general public each year.	<b>+1.2%</b>
<hr/>	
<b>Q7.6</b> A Citizen's Advisory Committee, comprised of individuals from the community who monitor how these monies are spent, has clearly stated that it is essential to keep this revenue stream in place; we should heed this Committee's advice.	<b>+0.5%</b>
<b>Q7.3</b> There already is a serious BACKLOG of deferred street repair projects that need to be addressed; if this annual levy is allowed to "sunset" (meaning terminate), this backlog will only get worse. We can't allow that to happen.	<b>+0.1%</b>
<b>Q7.2</b> Taxes, in general, are already too high. The City will simply have to find another way to provide adequate street maintenance throughout the community.	<b>-0.1%</b>



Figure 3A  
City of Eugene  
June 2017

## Voter Support for Renewing G.O. Street Bond AFTER ARGUMENTS

**Question 8.0:** Now that you have heard several arguments FOR and AGAINST the notion of asking Eugene voters to RENEW the existing 5-year General Obligation Bond, wherein the monies generated from this bond will be dedicated solely to maintaining City streets, please tell me if such a funding Measure were to be placed on the November 2017 ballot, would you vote YES or NO on the measure?

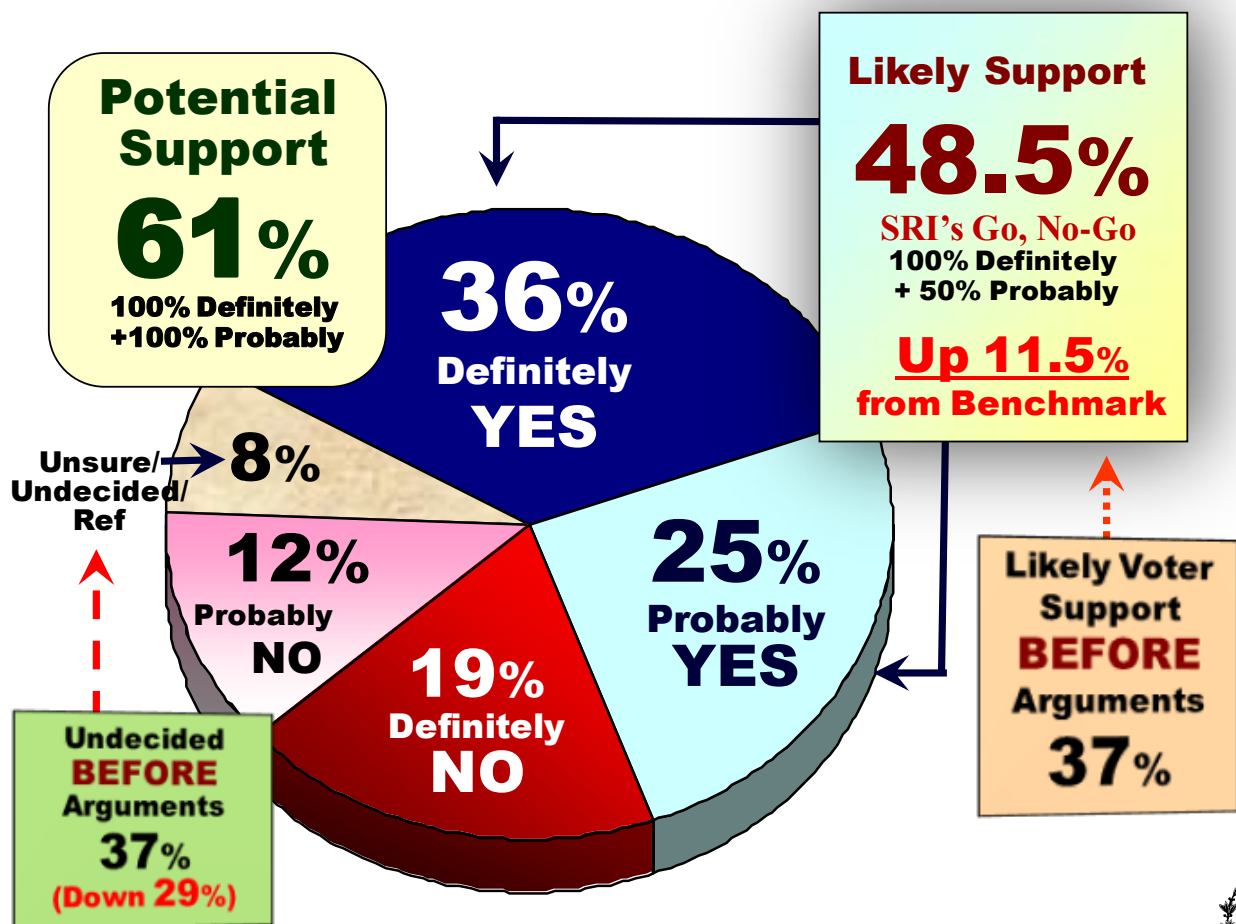


Figure 3B  
City of Eugene  
June 2017

## Voter Support for Renewing G.O. Street Bond

**AFTER ARGUMENTS**

Shift By **WARD**

	<b>Likely Support</b>		
	<b>BEFORE</b>	<b>AFTER</b>	<b>DIFFERENCE</b>
<b>Ward 1</b>	<b>47%</b>	<b>58%</b>	<b>+11%</b>
<b>Ward 2</b>	<b>33%</b>	<b>52%</b>	<b>+19%</b>
<b>Ward 3</b>	<b>26%</b>	<b>54%</b>	<b>+28%</b>
<b>Ward 4</b>	<b>29%</b>	<b>46%</b>	<b>+17%</b>
<b>Ward 5</b>	<b>34.5%</b>	<b>55%</b>	<b>+20.5%</b>
<b>Ward 6</b>	<b>43%</b>	<b>40.5%</b>	<b>-2.5%</b>
<b>Ward 7</b>	<b>28.5%</b>	<b>44.5%</b>	<b>+16%</b>
<b>Ward 8</b>	<b>42%</b>	<b>48%</b>	<b>+6%</b>
<b>Op Lead</b>	<b>39%</b>	<b>50.5%</b>	<b>+11.5%</b>



Figure 3C  
City of Eugene  
June 2017

# **Voter Support**

## **for Renewing G.O. Street Bond**

### **AFTER ARGUMENTS**

#### **Shift By AGE**

<b>Likely Support</b>			
<b>AGE RANGE</b>	<b>BEFORE</b>	<b>AFTER</b>	<b>DIFFERENCE</b>
<b>18 to 30</b>	<b>50%</b>	<b>65%</b>	<b>+15%</b>
<b>31 to 40</b>	<b>40%</b>	<b>57%</b>	<b>+17%</b>
<b>41 to 50</b>	<b>47.5%</b>	<b>49.5%</b>	<b>+2.5%</b>
<b>51 to 65</b>	<b>40.5%</b>	<b>43.5%</b>	<b>+3.5%</b>
<b>Over 65</b>	<b>32%</b>	<b>45%</b>	<b>+13 %</b>



Figure 4A  
City of Eugene  
June 2017

## ***Willing to Pay MORE to continue...*** **Reducing Backlog & Pay for Bicycle and Pedestrian Projects**

**Question 9.0:** Would you be willing to support a 5-year General Obligation Street Bond that would generate enough money not only to keep City Streets in good condition, but continue to reduce the existing backlog of deferred street repair AND provide funding for additional bicycle and pedestrian projects ...assuming the tax rate DOES NOT exceed your level of *willingness to pay*?

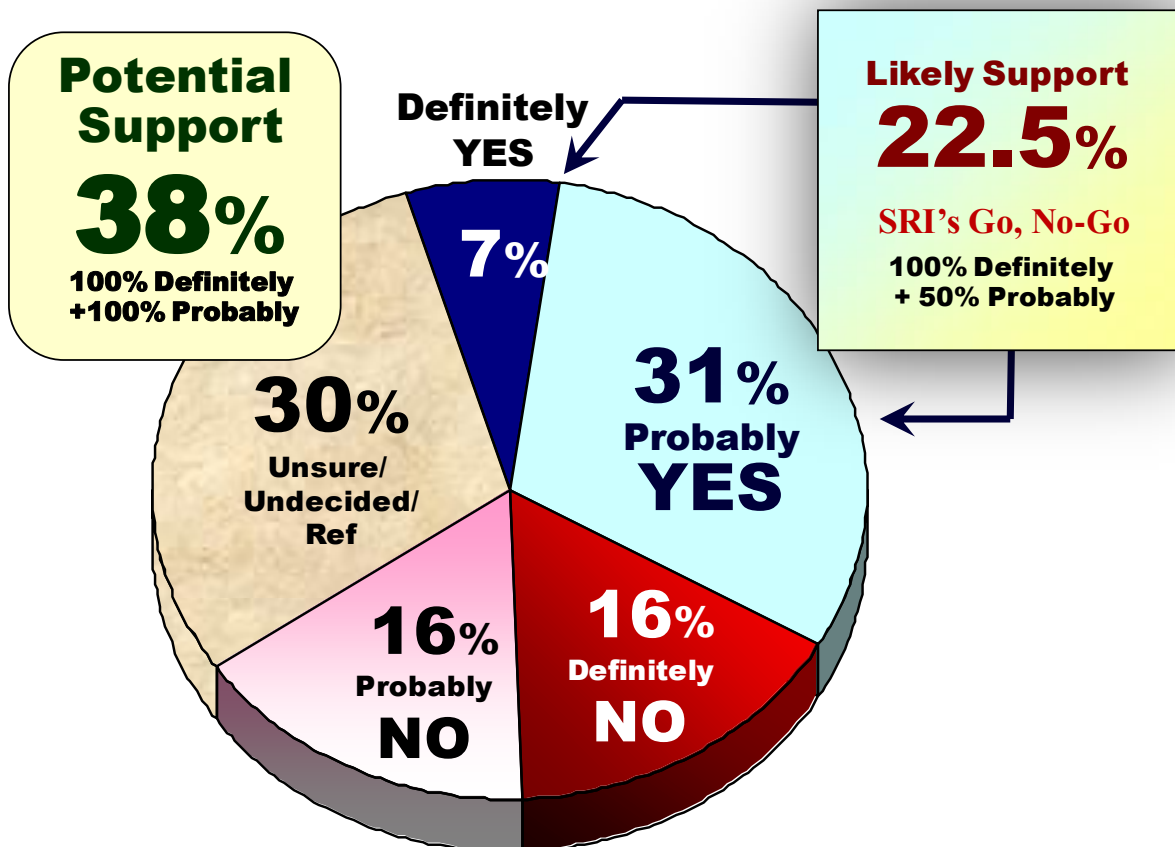


Figure 4B  
City of Eugene  
June 2017

## How Much More?

Asked only of those who answered Definitely or Probably YES, or Probably NO to Q 9.0

**Question 9.1** If the Existing Street Bond is **RENEWED** by Eugene voters in the November 2017 election, you will be continue to pay approximately \$12.50 per month (which amounts to \$150 per year) for street maintenance. However, in order to provide the funding necessary to continue reducing the City's existing **BACKLOG** of deferred street repair projects **AND** to provide funding for additional **BICYCLE AND PEDESTRIAN PROJECTS...would you be willing to pay:**

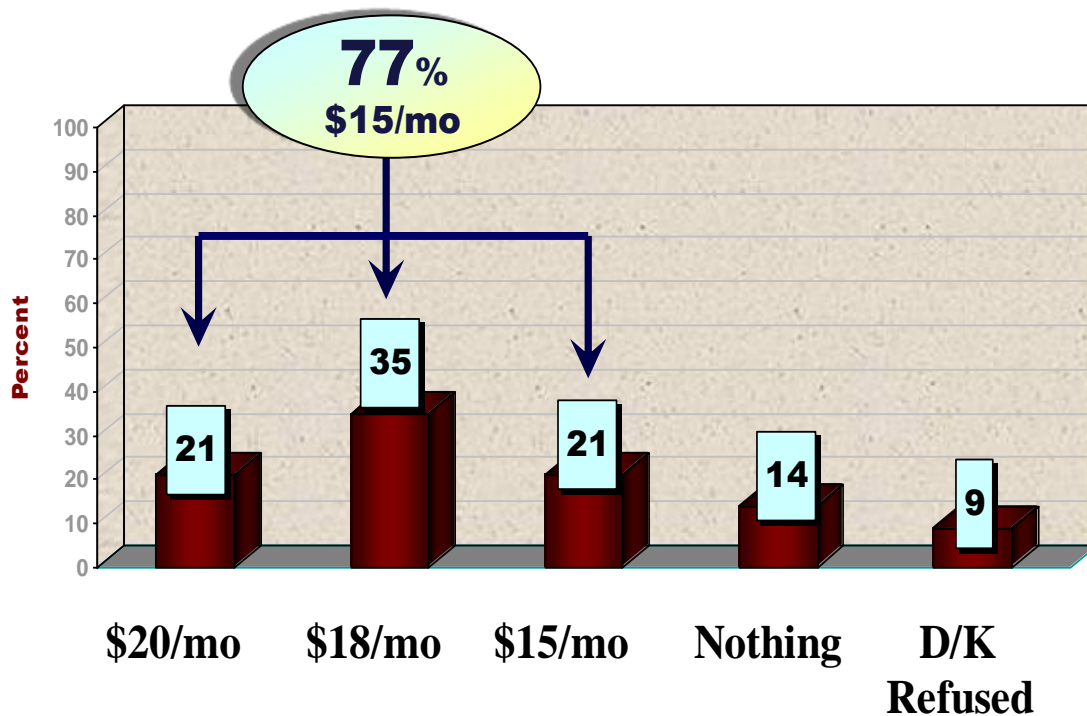


Figure 5A  
City of Eugene  
June 2017

## Aware of Proposed... **Vision Zero** in Eugene

**Question 10.1** Before the present interview, were you aware of the **Vision Zero** in Eugene?

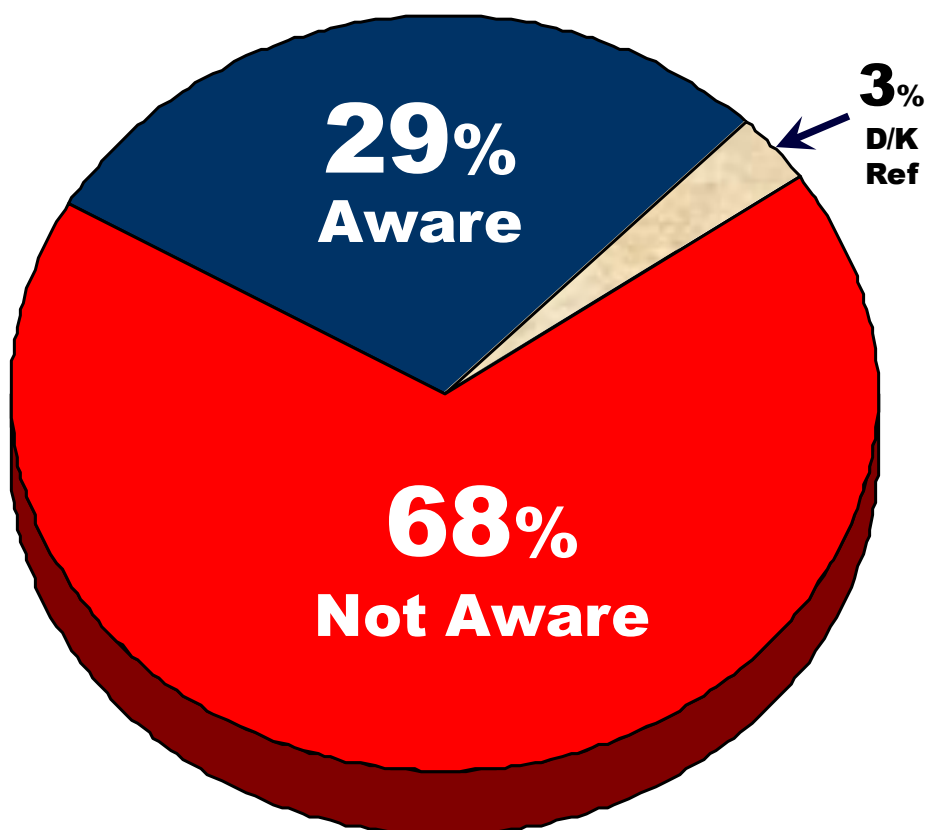


Figure 5B  
City of Eugene  
June 2017

## Aware of Proposed... Quiet Zone in Downtown & Whiteaker Neighborhoods

**Question 10.2** Before the present interview, were you aware of the proposal for the City to invest significant dollars in upgrading the 10 railroad crossings AND to create a "Quiet Zone" in the downtown area AND in the Whiteaker neighborhoods?

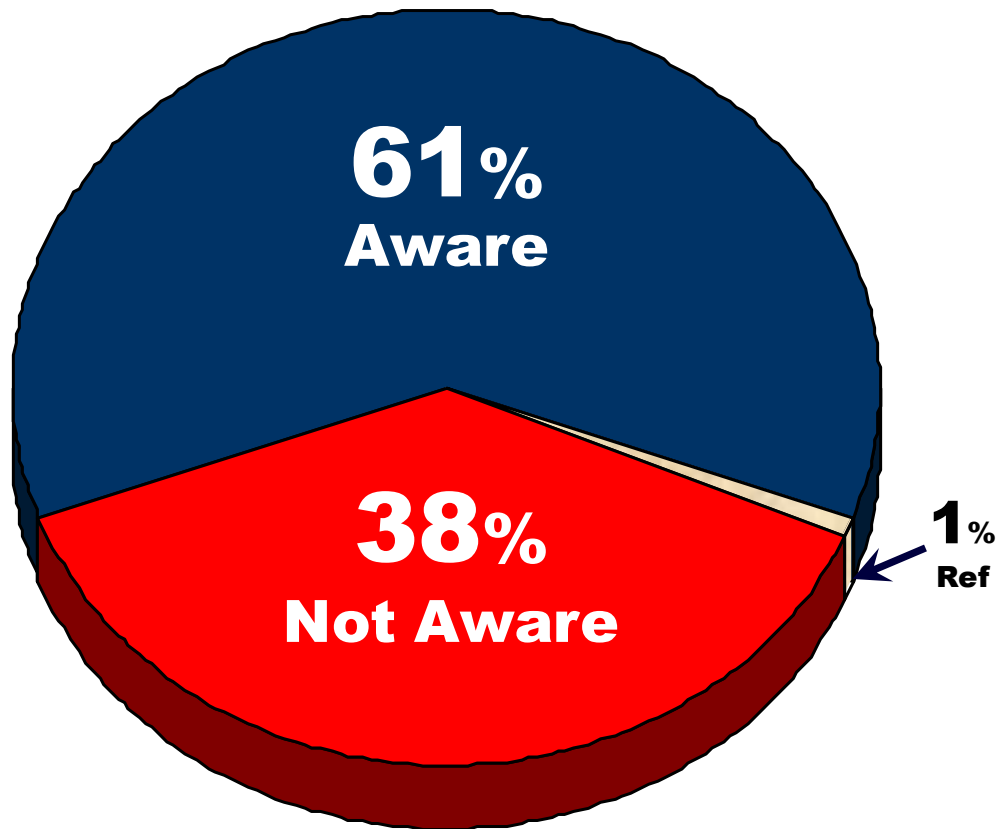


Figure5C  
City of Eugene  
June 2017

## **Aware of Attempts to Make Eugene... More Walkable & Bike Friendly**

**Question 12.1** Before the present interview, were you aware of the City's attempts to make Eugene more walkable and bike friendly as laid out in the Pedestrian and Bicycle Master Plan?

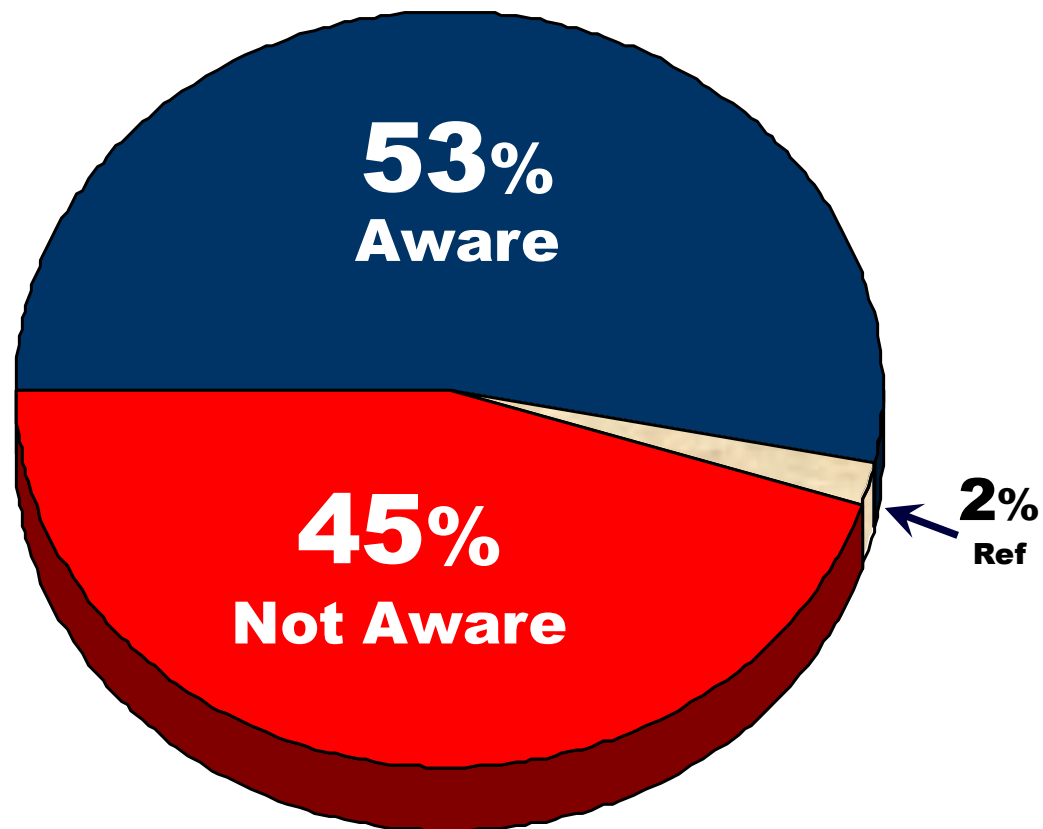


Figure 6  
City of Eugene  
June 2017

## Priority of Three Programs: Vision Zero..."Quiet Zone"...Walkable & Bike Friendly City

**Question 13.0:** I would like to ask you to prioritize the three programs that we've just discussed. I will list each of the three programs and then ask you to **RATE** them using the following scale: Top priority, Medium Priority, Low Priority, Not at all a Priority.

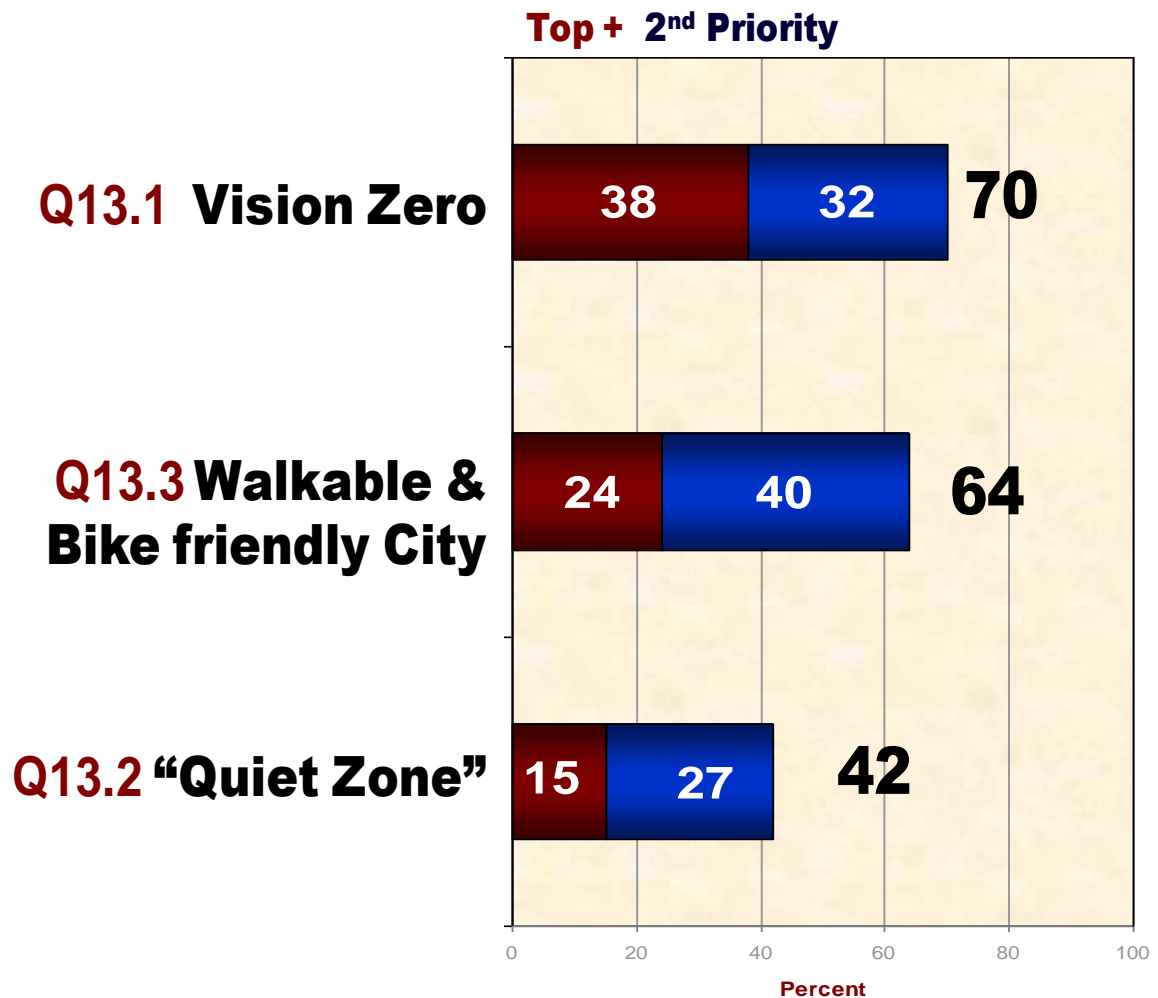


Figure 7A  
City of Eugene  
June 2017

**Willing to *Pay Slightly Higher Rate* for Street Bond to:  
Fund Vision Zero, Quiet Zone,  
& Walkable & Bike-friendly City**

**Question 14.0:** Unfortunately, there is no revenue stream dedicated to funding these three programs. So, would you be willing to pay a slightly higher rate for a Street Bond in order to fund these three programs?

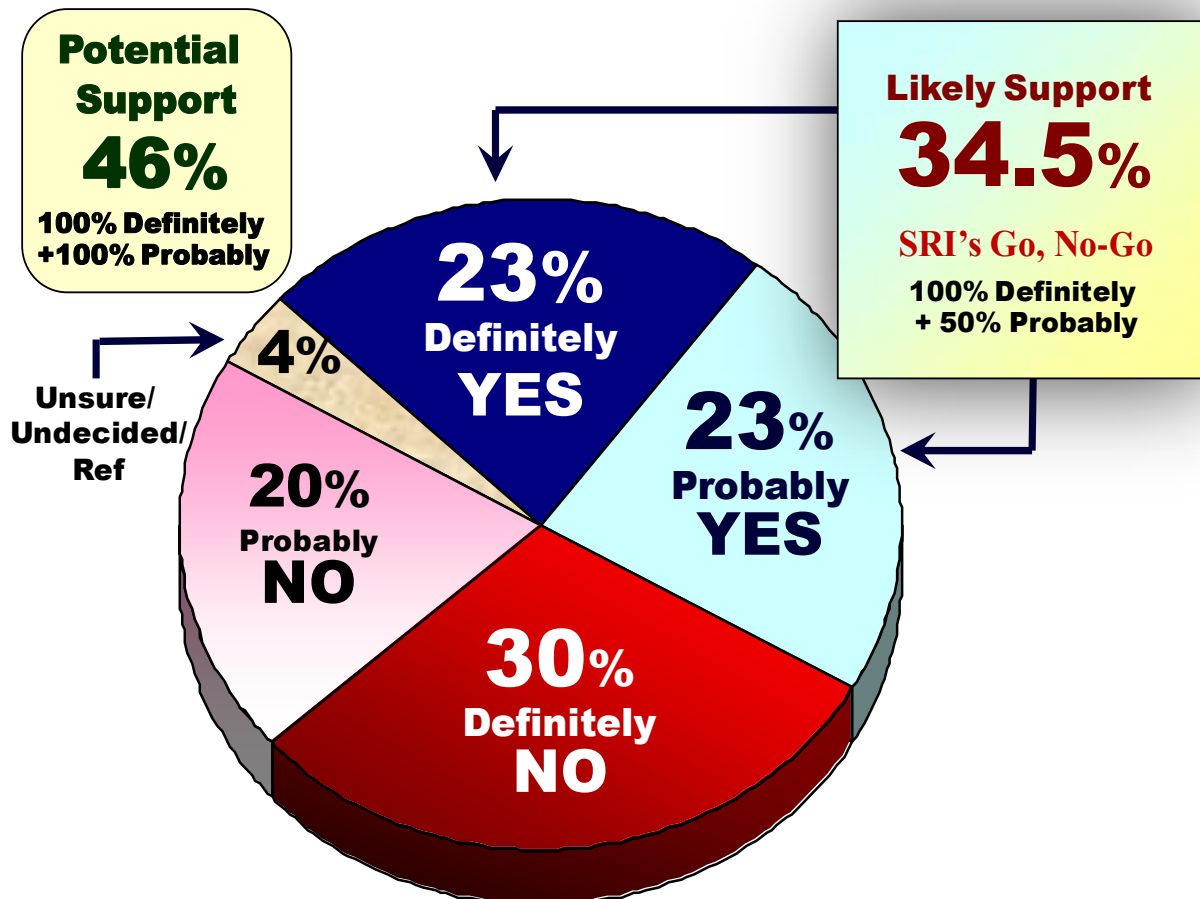




Figure 7B  
City of Eugene  
June 2017

Support to **Earmark Funds** from Street Bond to:  
**Fund Vision Zero, Quiet Zone,  
& Walkable & Bike friendly City**

**Question 15.0:** Would you **SUPPORT** or **OPPOSE** the idea of earmarking some of the monies from a successful General Obligation Street Bond for funding at least one of the three programs...**UNDERSTANDING** that there would be **LESS FUNDING** available to pay for road and street maintenance?

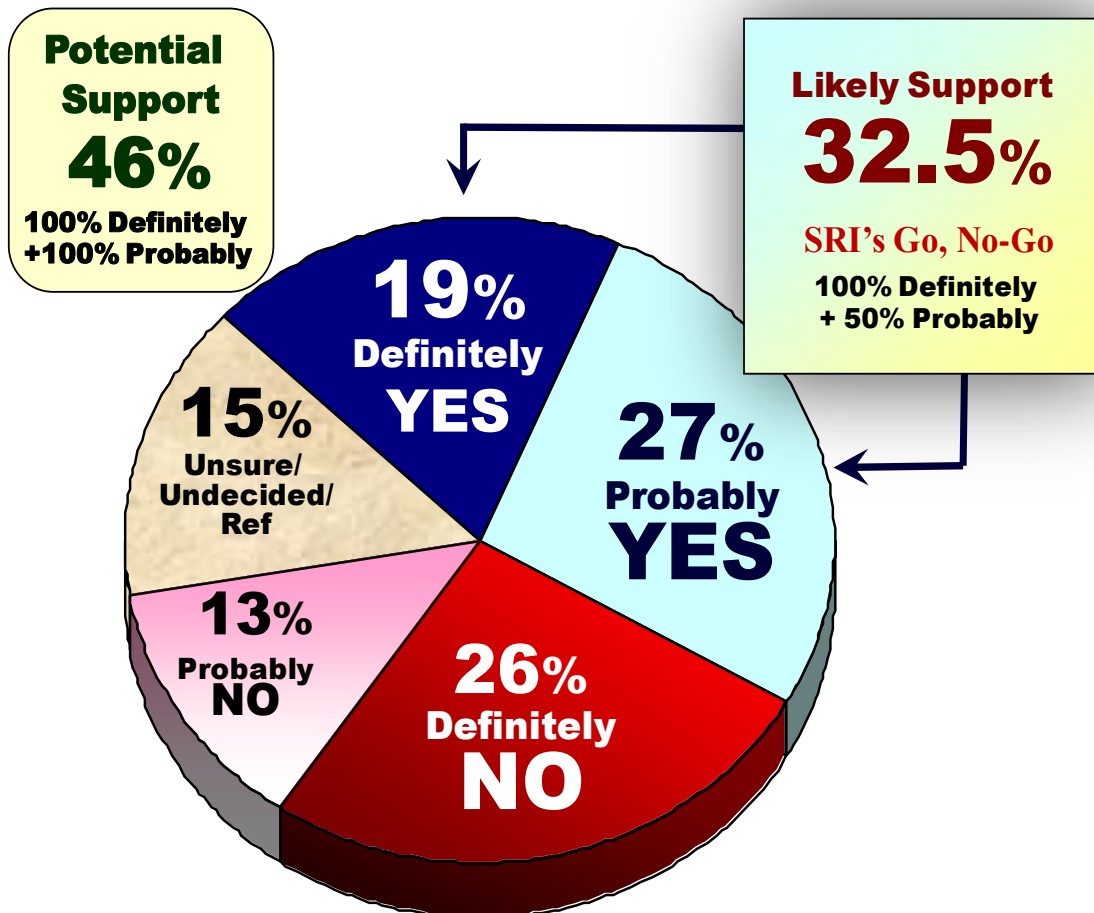
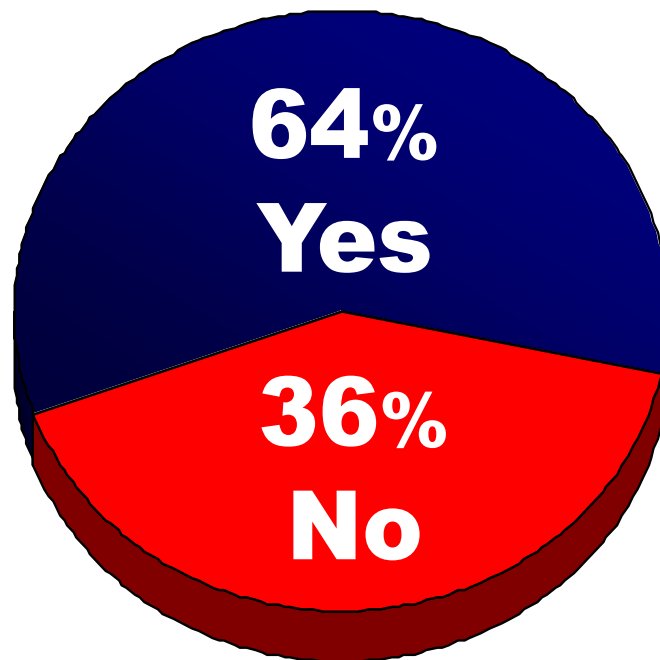


Figure 8  
City of Eugene  
June 2017

## Issues of Concern (Front End of Mind)

**Question 1.0: Is there a Local Issue you are especially concerned about today?**



**Question 1.1: Top five (5) issues of concern:**

**37% Homeless**

**7% Schools/education**

**15% Tied at 5% each: Crime;  
Downtown; Roads/streets.**

### Note:

There has been a **steady increase** in concern for the **Homeless**:

City of Eugene (2012)	7%
Eugene Library study (2015)	12%
Current study (2017)	37%



Figure 9  
City of Eugene  
June 2017

## Issues of Concern (Core Values)

**Question 2 series:** I will now **READ** a list of local issues that **MAY** or **MAY NOT** be of concern to local residents today. After I read each one, please tell me whether the issue is something that is of **HIGH** concern, **SOME** concern, or **NO CONCERN** to you at all?

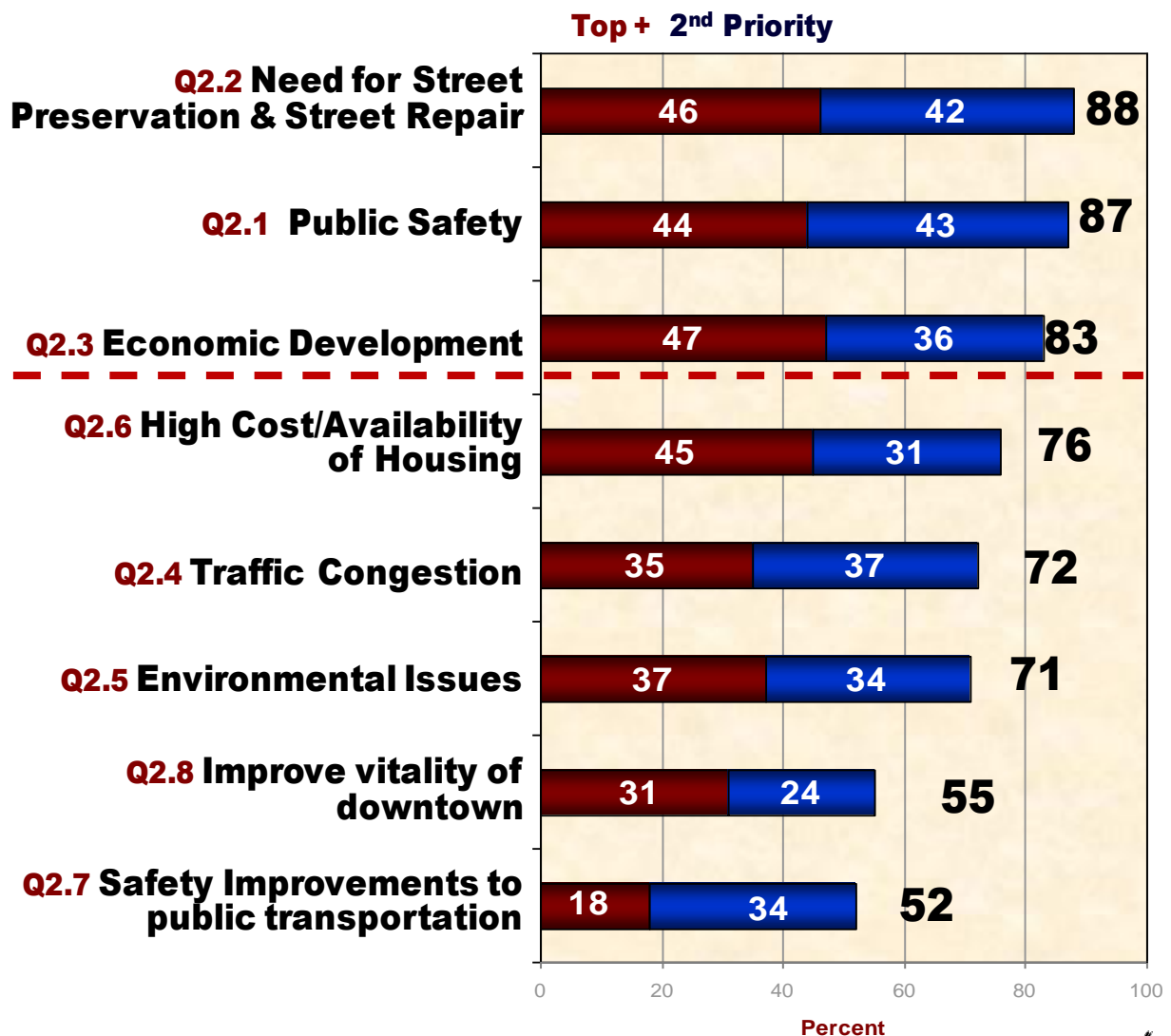


Figure 10  
City of Eugene  
June 2017

## Satisfaction With: Quality of Life

**Question 3.0** How satisfied are you with quality of life in the City of Eugene?

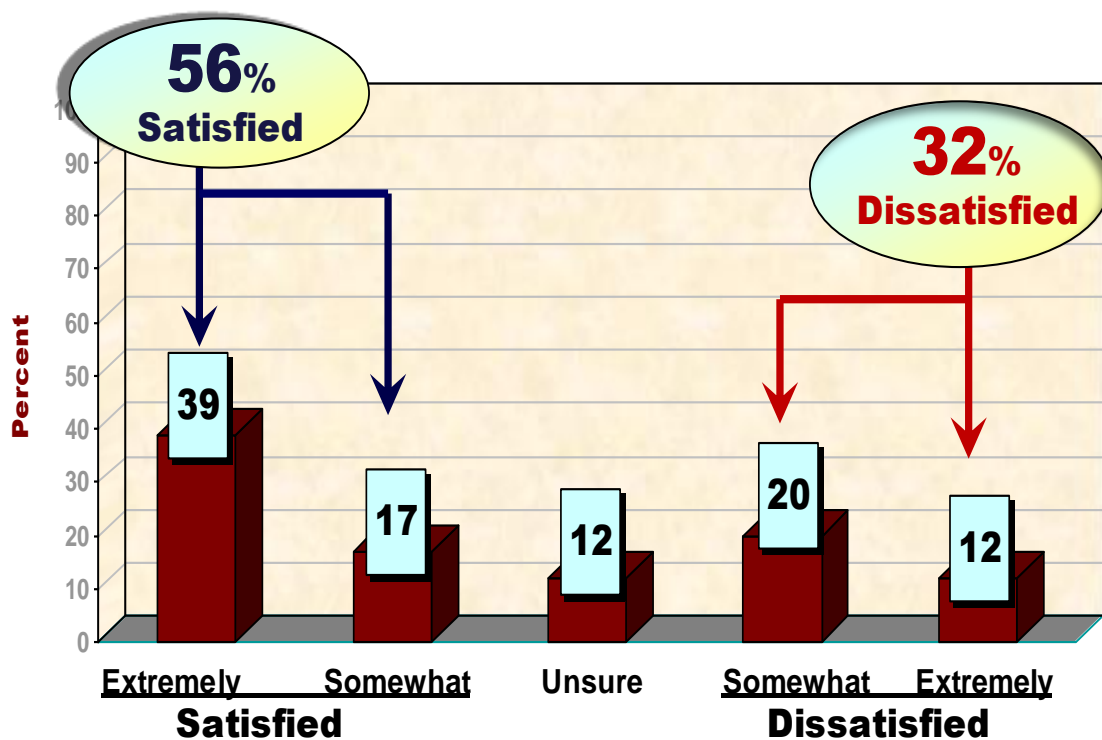


Figure 11A  
City of Eugene  
June 2017

## The City Needs to Focus On Making Eugene a More Walkable and Bikeable Community

**Question 4.1:** The City needs to focus more attention upon making Eugene a more walkable and bikeable community.

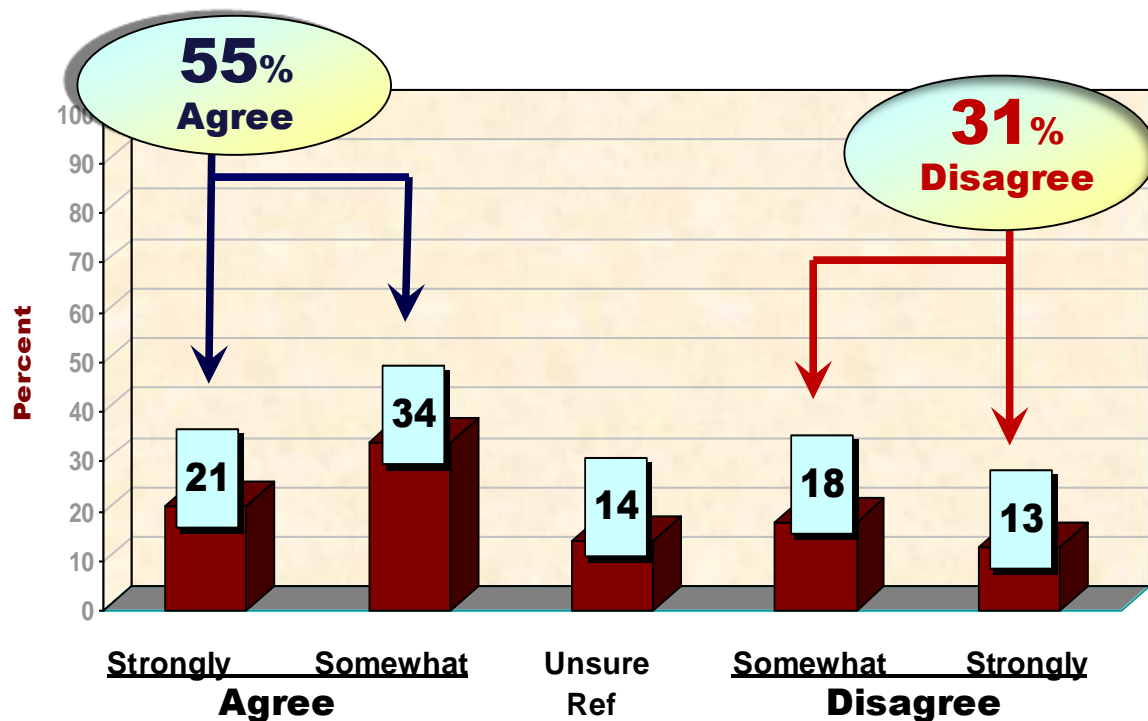


Figure 11B  
City of Eugene  
June 2017

## The Local Public School System is Excellent

**Question 4.2: The local public school system available to Eugene residents with school age children is excellent.**

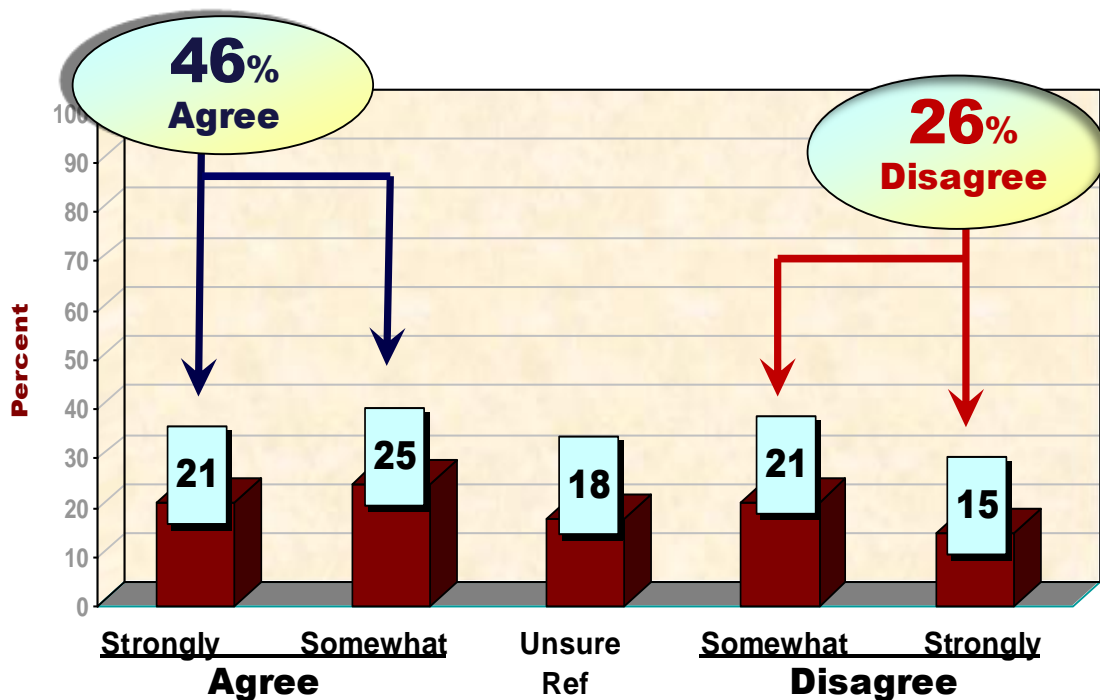


Figure 11C  
City of Eugene  
June 2017

## Much Waste in City Budget Necessary Programs Can be Funded Without New Taxes

**Question 4.3:** There is much waste in the Eugene City budget; therefore, necessary programs can be easily funded without new taxes.

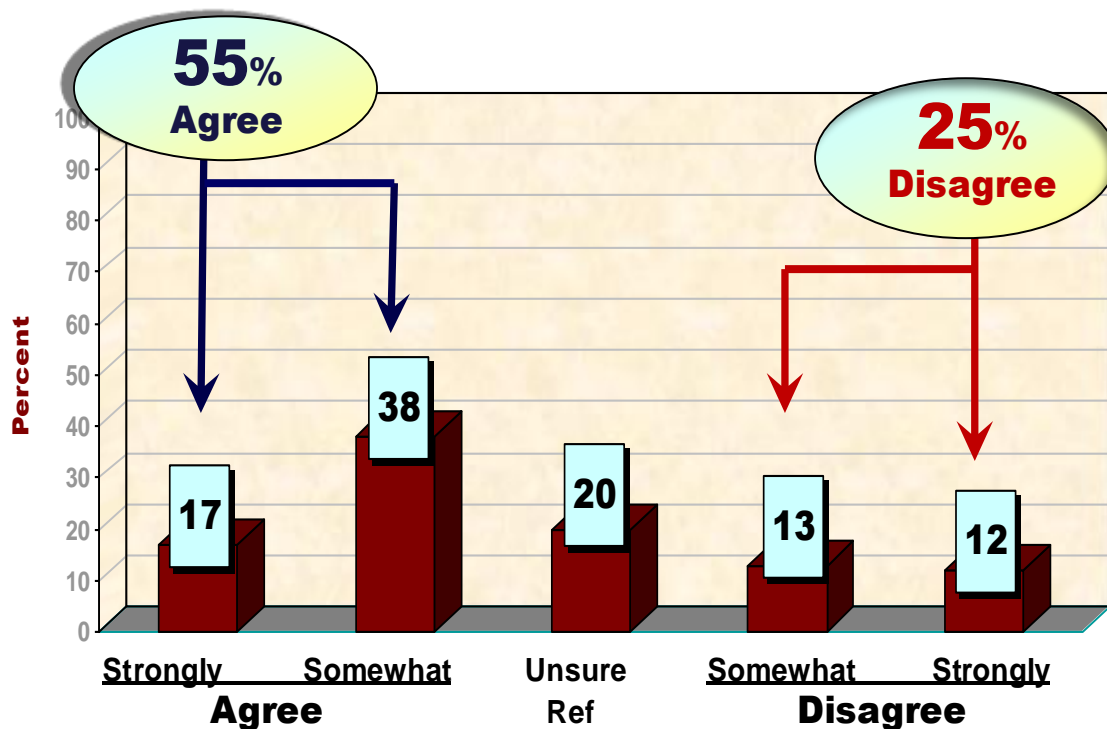


Figure 12  
City of Eugene  
June 2017

## Priority Spending for Tax Dollars

**Question 5 series:** Eugene officials are regularly faced with making decisions regarding how best to invest the available local tax dollars for services and programs that benefit residents and make the community a more desirable place to live. These decisions are especially difficult when funds are scarce. If you were an advisor to the City, how would you prioritize funding for the following services or programs?

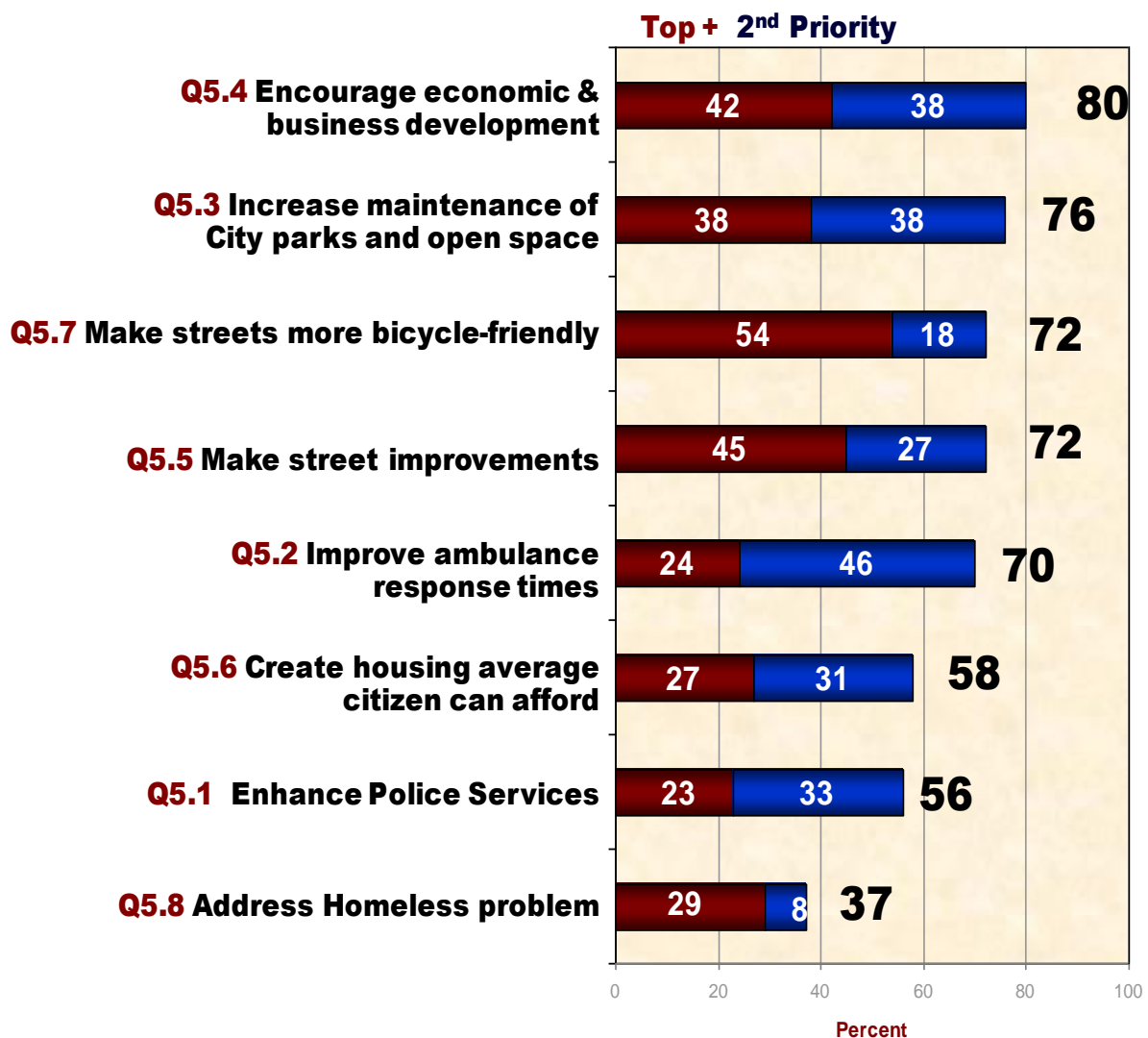




Figure 13A  
City of Eugene  
June 2017

## Demographics of Survey Respondents

**Sample Represents Eugene Electorate; NOT the Community-at-large**

### ***Length of Residency***

0 to 5 years	9%
6 to 10	7%
11 to 25	24%
Over 25 years	60%

### ***Age***

18 to 30	9%
31 to 40	8%
41 to 50	14%
51 to 65	4%
Over 65	65%

### ***Household Income***

Under \$25,000	18%
\$25,001 to \$50,000	20%
\$50,001 to \$75,000	15%
\$75,001 to \$100,000	11%
Over \$100,000	16%
Refused	20%

### ***Ideology***

Liberal	35%
Progressive	27%
Moderate	20%
Conservative	13%
Refused	5%

### ***Home Ownership***

Own	75%
Rent	24%
Refused	1%

### ***Education***

Less than High School	1%
High School/Trade School	27%
Some College	23%
College Graduate	8%
Graduate/Prof. School	5%
Refused	36%

### ***Market Value of Home***

Less than \$100,000	8%
\$100,001 to \$200,000	16%
\$200,001 to \$500,000	57%
\$500,001 to \$750,000	6%
\$850,001 to \$1 million	3%
Over \$1 million	2%
Refused	8%

### ***Gender***

Male	37%
Female	63%



Figure 13B  
City of Eugene Library  
March 2015

## Demographics of Survey Respondents

**Sample Represents Eugene Electorate; NOT the Community-at-large**

### ***Voting Propensity***

High	34%
Moderate	33%
Low	33%

### ***# of Adults Over18***

One	25%
Two	59%
Three	10%
Four	3%
Five or more	1%
Refused	2%

### ***Party ID***

Democrat	58%
Republican	21%
Other	21%

### ***# of Children Under 18***

None	79%
One	9%
Two	7%
Three or more	4%
Refused	1%

### ***Ethnicity***

Caucasian	84%
Hispanic/Latino	2%
African American/Black	1%
Native American/Alaskan	2%
Native Hawaiian & other Pacific Islander	0%
Asian	2%
Other	7%
Refused	2%

### ***Ward***

1-Emily Semple	14%
2-Betty Taylor	14%
3-Alan Zelenka	17%
4-Vacant	6%
5-Mike Clark	14%
6-Greg Evans	9%
7-Claire Syrett	9%
8-Chris Pryor	9%
Unknown	8%



Figure 14A  
City of Eugene  
June 2017

**GROSS SHIFT from**  
**Arguments For/Against**  
**Renewing G.O. Street Bond...**

**It Is ESSENTIAL that...**  
**City Streets are Properly Maintained**

**Question 7.1:** In order to maintain our present *quality of life* in Eugene, including safety on City streets, it is absolutely essential that our streets are properly maintained; therefore, we need to keep this revenue stream in place.

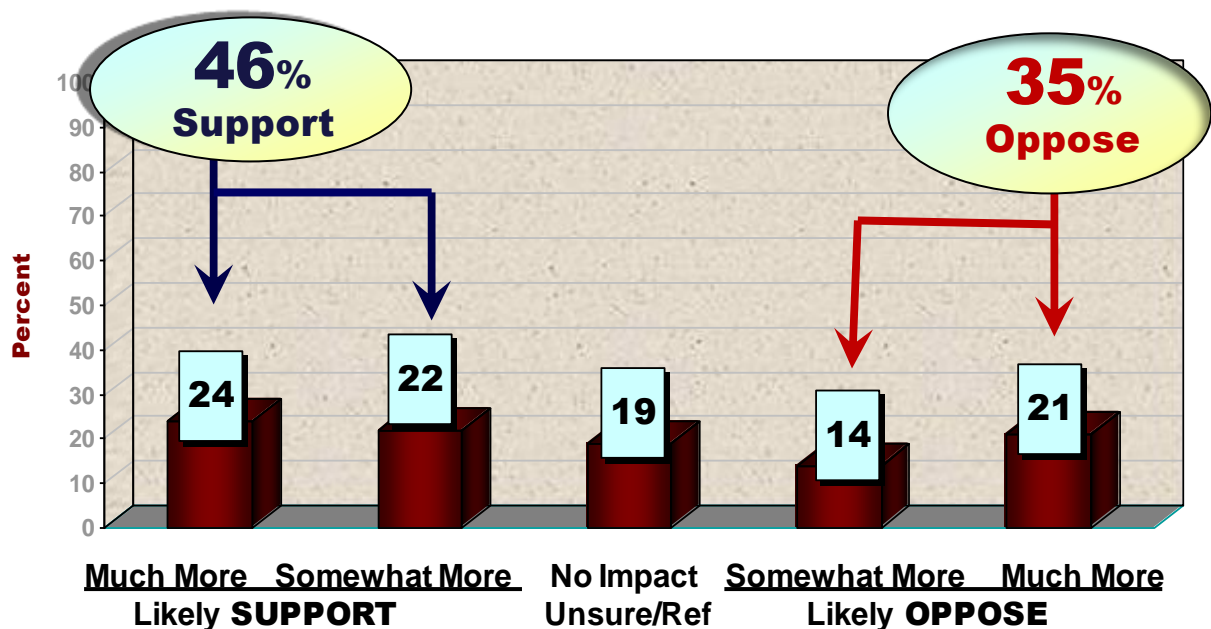


Figure 14B  
City of Eugene  
June 2017

**GROSS SHIFT from**  
***Arguments For/Against***  
**Renewing G.O. Street Bond...**

**Taxes are Already**  
**TOO HIGH**

**Question 7.2: Taxes, in general, are already too high. The City will simply have to find another way to provide adequate street maintenance throughout the community.**

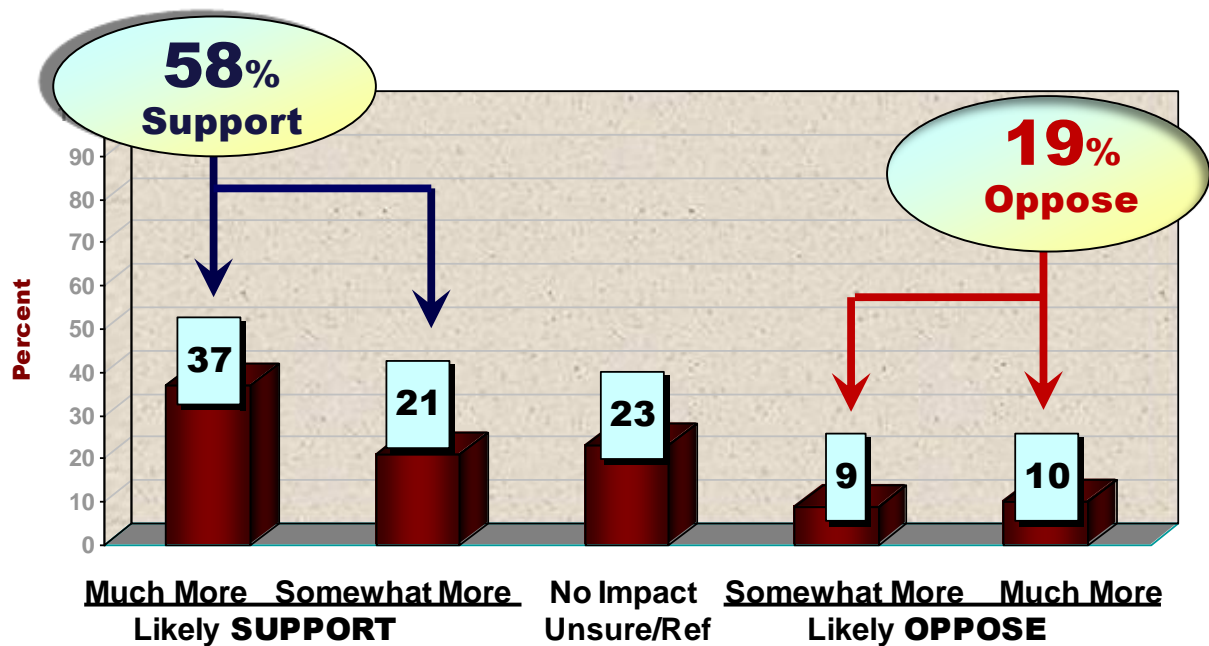


Figure 14C  
City of Eugene  
June 2017

**GROSS SHIFT from**  
***Arguments For/Against***  
**Renewing G.O. Street Bond...**

**There is Serious BACKLOG of Street Repair Projects:**  
**If the G.O. Bond Terminates**  
**It Will Only Get Worse**

**Question 7.3:** There already is a serious **BACKLOG** of deferred street repair projects that need to be addressed; if this annual levy is allowed to “sunset” (meaning terminate), this backlog will only get worse. We can’t allow that to happen.

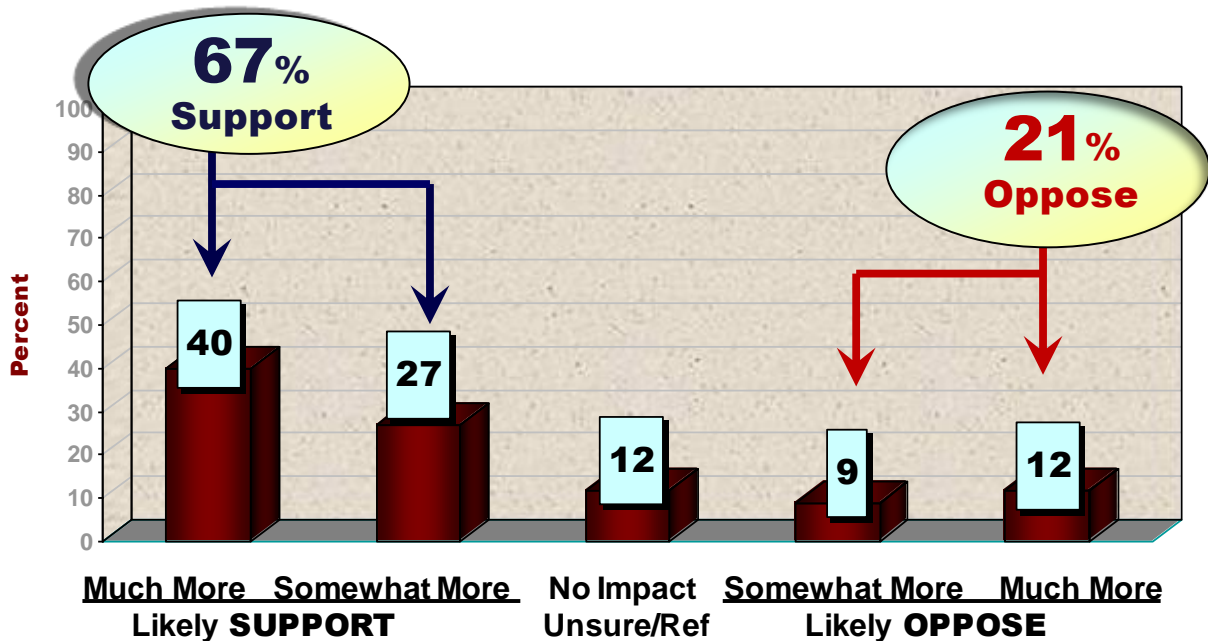


Figure 14D  
City of Eugene  
June 2017

**GROSS SHIFT from**  
***Arguments For/Against***  
**Renewing G.O. Street Bond...**

**This is a Renewal of an Existing Tax, however...**  
**If Not Renewed City Streets**  
**Will Begin to Deteriorate, Immediately**

**Question 7.4:** This is a **RENEWAL** of an existing levy that we've been paying since 2008; therefore, our tax rate **WILL NOT** increase. If this revenue stream isn't kept in place, our City streets will begin to deteriorate almost immediately.

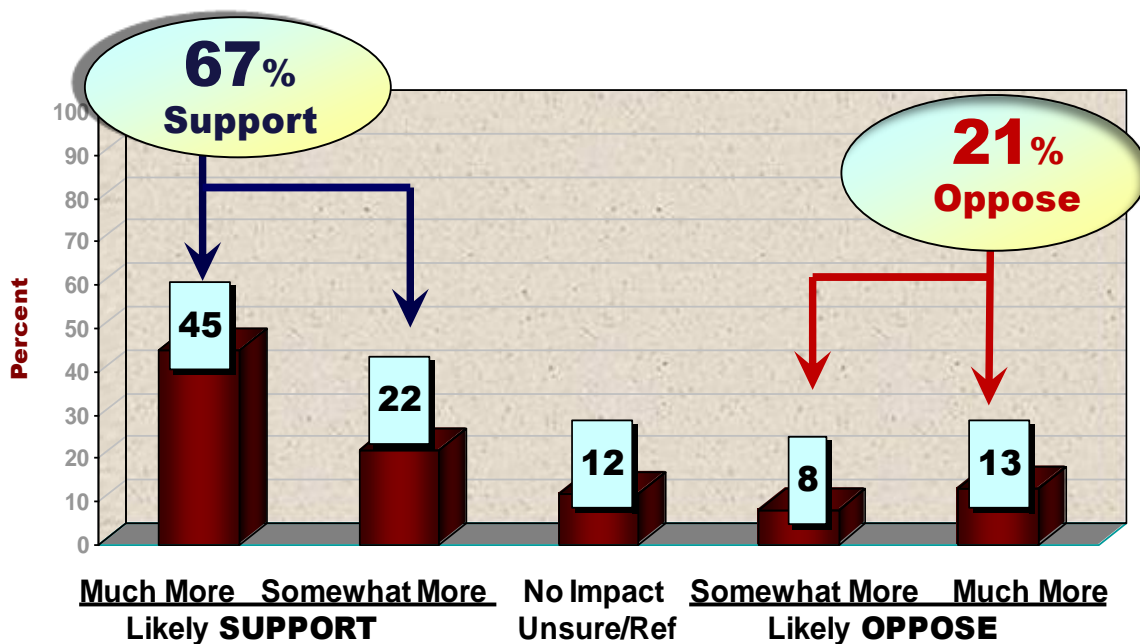


Figure 14E  
City of Eugene  
June 2017

**GROSS SHIFT from**  
***Arguments For/Against***  
**Renewing G.O. Street Bond...**

**An Independent Auditor will Monitor**  
**All Expenditures &**  
**Produce an Annual Report**

**Question 7.5: An Independent Auditor will monitor all expenditures from any tax measure approved by local voters to be certain that these monies are spent, as promised. The Independent Auditor would produce a report annually, which would be released to the general public each year.**

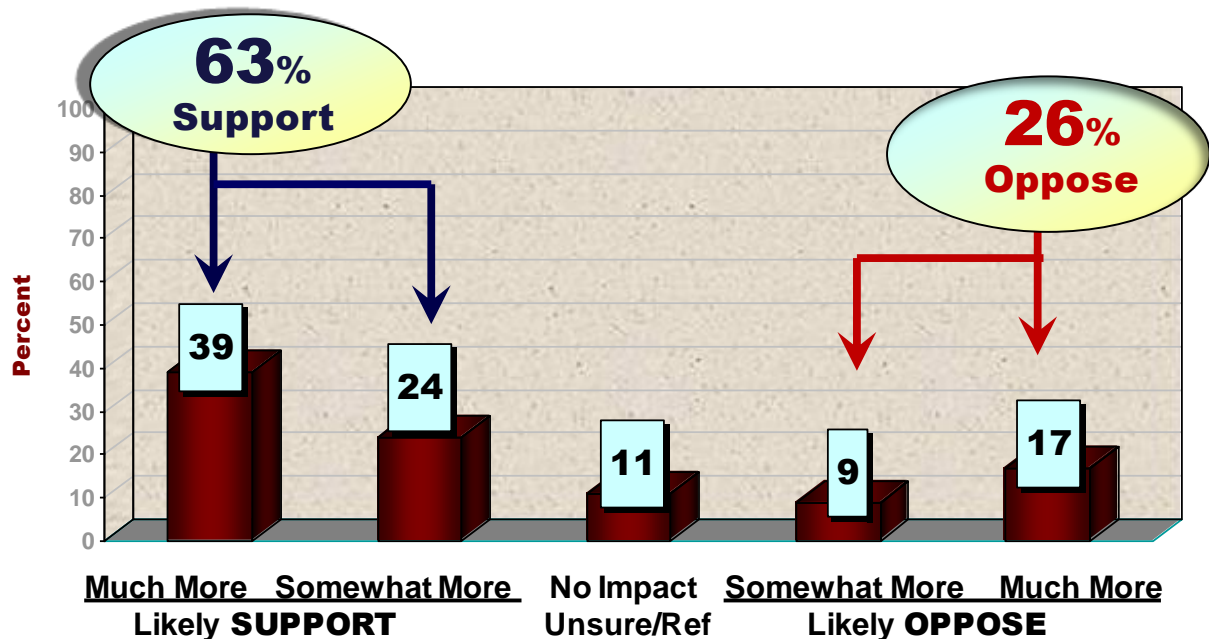


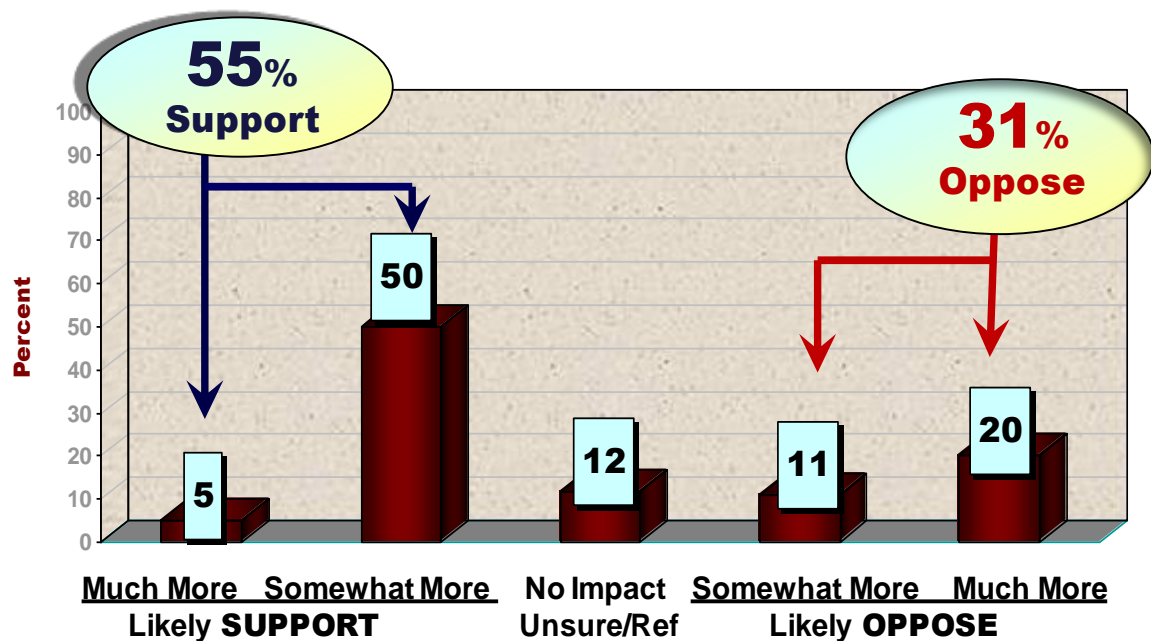
Figure 14F  
City of Eugene  
June 2017

**GROSS SHIFT from**  
**Arguments For/Against**  
**Renewing G.O. Street Bond...**

**A Citizen's Advisory Committee concluded...**

**It Is ESSENTIAL to Keep  
This Revenue Stream in Place**

**Question 7.6: A Citizen's Advisory Committee, comprised of individuals from the community who monitor how these monies are spent, has clearly stated that it is essential to keep this revenue stream in place; we should heed this Committee's advice.**





**Addendum 'B'**  
**CITY OF EUGENE, OREGON**  
**Feasibility Study**  
**G.O. Bond for Street Maintenance & 3 Transportation Programs**

N=417

**OPINION LEADERS: N=57**

Hello. My name is \_\_\_\_\_ and I am with the **Survey Research Institute**. We are conducting a survey for the City of Eugene regarding issues of concern to residents. The City would like to learn more about the concerns, needs and interests of the people of Eugene in connection with specific public services. This survey is not part of any political campaign. Would you kindly take a few minutes to respond to our questionnaire?

NOTE TO INTERVIEWER: If respondent asks "How long will the survey take?" answer, "About 10 minutes"

**Issues and Core Values**

1.0 Is there a **Local Issue** you are especially concerned about today?

YES	NO	All
64%	36%	OpLead
<b>81%</b>	<b>19%</b>	

1.1. What would that be? (% of those who responded YES at Q1.0)

All	<b>Oplead</b>	
37%	<b>47%</b>	Homeless
7%	<b>0%</b>	Public schools/education
5%	<b>4%</b>	Crime
5%	<b>7%</b>	Downtown
5%	<b>2%</b>	Roads/streets
4%	<b>4%</b>	Traffic
3%	<b>7%</b>	Affordable housing
2%	<b>2%</b>	Bike safety, paths
32%	<b>27%</b>	Misc.

**Note:**

There has been a steady increase in the concern for the **Homeless**:

City of Eugene (2012)	7%
Eugene Library study (2015)	12%
Current study (2017)	37%

2.0 I will now READ a list of **local issues** that MAY or MAY NOT be of concern to local residents today. After I read each one, please tell me whether the issue is something that is of **HIGH** concern, **SOME** concern, or **NO CONCERN** to you at all?

[Note to callers: Please use the following scale when recording the respondent's answers:]

3=of **high** concern, 2=of **some** concern, 1=of **no** concern at all.

1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	
44%	43%	13%	2.1 <b>Public Safety</b> in the City of Eugene (specifically, crime)
<b>46%</b>	<b>44%</b>	<b>10%</b>	
46%	42%	12%	2.2 <b>Need for Street Preservation and Repair</b> in Eugene; for example, repair potholes, resurfacing streets in poor condition, and-the-like.
<b>48%</b>	<b>40%</b>	<b>12%</b>	

1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	
47%	36%	17%	2.3 <b>Economic Development</b> , including attracting new businesses to Eugene and creating jobs that <i>pay a living wage</i> .
56%	28%	16%	
35%	37%	28%	2.4 <b>Traffic congestion</b> in and around Eugene.
35%	39%	26%	
37%	34%	29%	2.5 <b>Environmental</b> issues, such as the Greenhouse Gas Emissions.
35%	39%	26%	
45%	31%	24%	2.6 The high cost and limited availability of <b>HOUSING</b> .
42%	30%	28%	
18%	34%	48%	2.7 Need for <b>Safety Improvements</b> to the <u>public transportation system</u> in and around Eugene
16%	46%	38%	
45%	31%	24%	2.8 Improve the <b>VITALITY</b> of downtown Eugene
42%	35%	23%	

### Attitudes toward City and *Quality of Life* in Eugene

3.0 How **satisfied** are you with the **quality of life** in the City of Eugene? Would you say you are...?

Extremely Satisfied	Somewhat Satisfied	Neutral Unsure (Do Not Read)	Somewhat Dissatisfied	Extremely Dissatisfied	
39%	17%	12%	20%	12%	All
21%	40%	7%	23%	9%	Op Lead

4.0 I would like to ask whether you agree or disagree with several statements related to the City of Eugene. When responding, please use the following scale:

- 5 = I strongly **Agree**  
 4 = I somewhat **Agree**  
 3 = I don't really agree, nor disagree, unsure or neutral [DO NOT read this option]  
 2 = I somewhat **Disagree**  
 1 = I strongly **Disagree**

[Note to callers: reread scale options only as necessary]

4.1 The City needs to focus more attention upon making Eugene a **more walkable and bikeable** community.

Strongly Agree	Somewhat Agree	Neutral Unsure	Somewhat Disagree	Strongly Disagree	Refused	
21%	34%	13%	18%	13%	1%	All
30%	26%	10%	18%	16%	0%	OpLead

4.2 The local **public school system** available to Eugene residents with school age children is excellent.

Strongly Agree	Somewhat Agree	Neutral Unsure	Somewhat Disagree	Strongly Disagree	Refused	
21%	25%	17%	21%	15%	1%	All
16%	32%	14%	17%	21%	0%	OpLead

- 4.3 There is much **waste** in the Eugene City budget; therefore, necessary programs can be easily funded without new taxes.

Strongly Agree	Somewhat Agree	Neutral Unsure	Somewhat Disagree	Strongly Disagree	Refused	
17%	38%	19%	13%	12%	1%	All
14%	39%	12%	19%	16%	0%	OpLead

- 4.4 Elected officials in the City of Eugene are completely trustworthy.

Strongly Agree	Somewhat Agree	Neutral Unsure	Somewhat Disagree	Strongly Disagree	Refused	
2%	3%	43%	37%	12%	3%	All
5%	2%	26%	46%	14%	7%	OpLead

### Spending Priorities for Tax Dollars

NOTE TO INTERVIEWER: Rotate 5.1 thru 5.8

5.0 Eugene officials are regularly faced with making decisions regarding how best to invest the available local tax dollars for services and programs that benefit residents and make the community a more desirable place to live. These decisions are especially difficult when funds are scarce. If you were an advisor to the City, how would you prioritize funding for the following services or programs?

Specifically, using the following scale, would you say the service, program, or project should be a: **TOP** priority, absolutely essential; **MEDIUM** priority, added if the budget allows; **LOW** priority; or, **NOT a priority** at all?

You may feel that each of these are top priorities; or you may feel that none of these are top priorities.

- 3 = top priority, absolutely essential  
 2 = medium priority, added if the budget allows  
 1 = low priority  
 0 = NOT at all a priority  
 8 = unsure/don't know (**DO NOT READ** this option)  
 9 = Refused (**DO NOT READ** this option)

[Note to callers: reread scale options only as necessary]

Now, how would you rank...		top	2nd	3rd	not	DK / refused	
5.1	Enhancing <b>Police</b> services in Eugene	23%	33%	19%	14%	11%	All
		19%	44%	23%	9%	5%	OpLead
5.2	Improve <b>ambulance</b> <u>response times</u>	24%	46%	19%	9%	2%	All
		16%	49%	24%	9%	2%	OpLead
5.3	<b>Increase maintenance</b> of City <u>parks and open space</u>	38%	38%	13%	10%	1%	All
		37%	37%	12%	12%	2%	OpLead
5.4	Encouraging <b>economic and business development</b> in Eugene; thus, <u>creating more jobs</u> for Eugene residents	42%	38%	14%	5%	1%	All
		37%	44%	17%	2%	0%	OpLead
5.5	Make <b>street improvements</b> , such as repaving local streets, fixing unimproved streets, and making other upgrades to City streets	45%	27%	18%	8%	2%	All
		47%	25%	25%	2%	1%	OpLead

		top	2nd	3rd	not	DK / refused	
5.6	Creating a supply of <u>housing</u> that the <b>average citizen can afford</b>	27% 32%	31% 28%	27% 25%	13% 12%	2% 3%	All OpLead
5.7	Make City streets more <b>bicycle friendly</b>	54% 63%	18% 11%	12% 10%	13% 14%	3% 2%	All OpLead
5.8	Addressing the <b>HOMELESS</b> problem in Eugene	29% 30%	8% 12%	14% 16%	45% 39%	4% 3%	All OpLead

### Voter Support for Renewing G.O. Street Bond

6.0 Since 2008, Eugene voters have twice approved general obligation bonds to maintain and fix City streets. The bonds cost a combined \$79 million. The first \$35.9 million bond was paid off within the 5-year term of the bond; the second \$43 million bond will be paid off when it "sunssets" (meaning terminates) at the end of 2018.

Eugene's Public Works Department has leveraged the funds not only to reduce the backlog of street projects from \$168 million in 2008 to about \$92 million today; but, they have used about 6 percent of the current bond to fund improvements to bicycle and pedestrian projects, such as widening bike lanes and safer crosswalks.

However, with the current bond scheduled to "sunset" at the end of 2018, a significant portion of the road repair revenue stream will be lost AND the backlog of deferred street repairs will begin to grow again.

Thus, at the urging of a citizen-led Advisory Committee, City officials are anticipating placing a Measure on the November 2017 ballot, asking Eugene voters for authorization to **RENEW** the current Street Bond for another five years. If authorized by Eugene voters, the annual levy will be 65-cents per \$1,000 of assessed value, which amounts to approximately **\$12.50 per month** (or \$150 per year) for the average homeowner, generating approximately \$51.2 million over the 5-year life of the new street bond. Because this will be a "RENEWAL", the tax rate will remain the same as it is, today; in other words, there would be NO INCREASE in the annual tax rate.

So, my question is this...

6.1 Assuming City officials were to place a funding Measure on the November 2017 ballot asking Eugene voters to **RENEW** the existing General Obligation Street Bond, understanding that there will be NO INCREASE in the tax rate...would you vote **YES** or **NO** on such a funding Measure? And, would that be **definitely YES**, **probably YES**, **probably NO**, or **definitely NO**?

All	OpLead	
26%	33%	<u>Definitely</u> YES
22%	12%	<u>Probably</u> YES
32%	33%	Unsure
8%	11%	<u>Probably</u> NO
7%	7%	<u>Definitely</u> NO
5%	4%	DK/Refused

#### Likely **BENCHMARK** Support:

## 37%

#### SRI's Go/No-Go Model:

100% Definitely Yes + 50% Probably Yes

## Testing 'ARGUMENTS' for and against Renewing the Street Bond

### NOTE TO INTERVIEWERS:

ROTATE the order in which you read the list of arguments being tested, 7.1 thru 7.6

7.0 I am now going to read a few brief arguments that might be offered either **for** or **against** authorizing the RENEWAL of the existing General Obligation Street Bond. After I read each statement; please tell me if you heard the statement from a credible source, would you be more likely to **support** or more likely to **oppose** such a funding Measure that would be dedicated to continuing to properly maintain City streets throughout Eugene, or would the argument have no impact on your decision of how to vote?"

Here is the first argument:

- 7.1 In order to maintain our present *quality of life* in Eugene, including safety on City streets, it is absolutely essential that our streets are properly maintained; therefore, we need to keep this revenue stream in place.
- Would hearing this from a trusted source make you more likely to SUPPORT or OPPOSE such a funding Measure? And, would that be...

All	OpLead	
24%	28%	<b>Much</b> more likely to SUPPORT
22%	19%	<b>Somewhat</b> more likely to SUPPORT
11%	7%	<b>Somewhat</b> more likely to OPPOSE
14%	18%	<b>Much more</b> likely to OPPOSE, or...
21%	25%	Would have <u>NO IMPACT</u> on my decision to SUPPORT or OPPOSE such a funding Measure.
8%	3%	Unsure/don't know/Refused (DO NOT READ this option)

- 7.2 **Taxes, in general, are already too high.** The City will simply have to find another way to provide adequate street maintenance throughout the community.

Would hearing this from a trusted source make you more likely to SUPPORT or OPPOSE such a funding Measure? And, would that be...

All	OpLead	
37%	49%	<b>Much</b> more likely to SUPPORT
21%	17%	<b>Somewhat</b> more likely to SUPPORT
9%	3%	<b>Somewhat</b> more likely to OPPOSE
10%	9%	<b>Much more</b> likely to OPPOSE, or...
19%	19%	Would have <u>NO IMPACT</u> on my decision to SUPPORT or OPPOSE such a funding Measure.
4%	3%	Unsure/don't know/Refused (DO NOT READ this option)

- 7.3 There already is a serious BACKLOG of deferred street repair projects that need to be addressed; if this annual levy is allowed to "sunset" (meaning terminate), this backlog will only get worse. We can't allow that to happen.

Would hearing this from a trusted source make you more likely to SUPPORT or OPPOSE such a funding Measure? And, would that be...

All	OpLead	
40%	42%	<b>Much</b> more likely to SUPPORT
27%	30%	<b>Somewhat</b> more likely to SUPPORT
8%	9%	<b>Somewhat</b> more likely to OPPOSE
9%	7%	<b>Much more</b> likely to OPPOSE, or...
12%	11%	Would have <u>NO IMPACT</u> on my decision to SUPPORT or OPPOSE such a funding Measure.
4%	1%	Unsure/don't know/Refused (DO NOT READ this option)

- 7.4 This is a **RENEWAL** of an existing levy that we've been paying since 2008; therefore, our tax rate WILL NOT increase. If this revenue stream isn't kept in place, our City streets will begin to deteriorate, almost immediately.

Would hearing this from a trusted source make you more likely to SUPPORT or OPPOSE such a funding Measure? And, would that be...

All	OpLead	
45%	51%	<b>Much</b> more likely to SUPPORT
22%	18%	<b>Somewhat</b> more likely to SUPPORT
8%	11%	<b>Somewhat</b> more likely to OPPOSE
8%	5%	<b>Much more</b> likely to OPPOSE, or...
13%	14%	Would have <b>NO IMPACT</b> on my decision to SUPPORT or OPPOSE such a funding Measure.
4%	1%	Unsure/don't know/Refused <b>(DO NOT READ this option)</b>

- 7.5 An **Independent Auditor** will monitor all expenditures from any tax measure approved by local voters to be certain that these monies are spent, as promised. The Independent Auditor would produce a report annually, which would be released to the general public each year.

Would hearing this from a trusted source make you more likely to SUPPORT or OPPOSE such a funding Measure? And, would that be...

All	OpLead	
39%	44%	<b>Much</b> more likely to SUPPORT
24%	28%	<b>Somewhat</b> more likely to SUPPORT
6%	4%	<b>Somewhat</b> more likely to OPPOSE
9%	4%	<b>Much more</b> likely to OPPOSE, or...
17%	19%	Would have <b>NO IMPACT</b> on my decision to SUPPORT or OPPOSE such a funding Measure.
5%	1%	Unsure/don't know/Refused <b>(DO NOT READ this option)</b>

- 7.6 A **Citizen's Advisory Committee**, comprised of individuals from the community who monitor how these monies are spent, has clearly stated that it is essential to keep this revenue stream in place; we should heed this Committee's advice. Would hearing this through a trusted source cause you to be...

All	OpLead	
5%	7%	<b>Much</b> more likely to SUPPORT
50%	46%	<b>Somewhat</b> more likely to SUPPORT
6%	5%	<b>Somewhat</b> more likely to OPPOSE
11%	9%	<b>Much more</b> likely to OPPOSE, or...
20%	25%	Would have <b>NO IMPACT</b> on my decision to SUPPORT or OPPOSE such a funding Measure.
8%	8%	Unsure/don't know/Refused <b>(DO NOT READ this option)</b>

### Voter Support AFTER Hearing Arguments

- 8.0 Now that you have heard several arguments FOR and AGAINST the notion of asking Eugene voters to RENEW the existing **5-year General Obligation Bond**, wherein the monies generated from this bond will be dedicated solely to maintaining City streets, please tell me if such a funding Measure were to be placed on the November 2017 ballot, would you vote **YES** or **NO** on the measure; and would that be...

All	OpLead	
36%	40%	<b>Definitely YES</b>
25%	21%	<b>Probably YES</b>
12%	12%	<b>Probably NO</b>
19%	21%	<b>Definitely NO</b>
8%	6%	Undecided/DK/Refused

**Likely Voter Support  
AFTER Arguments  
48.5%  
Potential Support  
61%  
SRI's Go/No-Go Model:  
100% Definitely Yes + 50% Probably Yes**

### Willingness to Pay for Services Lost Due to Inflation

9.0 While RENEWING the existing street bond will provide funding necessary for making repairs that will keep City streets in good condition, UNFORTUNATELY, due to normal inflation (such as the increased cost of materials and labor), this WILL NOT generate a sufficient amount of money to further REDUCE the BACKLOG of deferred street repairs; nor will there be money to fund additional bicycle and pedestrian projects, such as filling in gaps in the network of City sidewalks and building safer pedestrian crossings at busy streets. Therefore, City officials would like to know if Eugene voters would be willing to authorize a slightly higher tax rate in order to continue to reduce the remaining backlog of deferred street maintenance projects. So, my question is this...

Would you be willing to support a 5-year General Obligation Street Bond that would **generate enough money** not only to keep City Streets in good condition, but continue to reduce the existing backlog of deferred street repair AND provide funding for additional bicycle and pedestrian projects...assuming the tax rate DOES NOT exceed your level of *willingness to pay*?

All	OpLead		
7%	12%	Definitely YES	(Ask Q9.1)
31%	23%	Probably YES	(Ask Q9.1)
16%	14%	Probably NO	(Ask Q9.1)
16%	26%	Definitely NO	(SKIP to Q10)
30%	25%	Undecided/DK/Refused	(Ask Q9.1) [DO NOT READ]

#### Likely Voter Support for: Services Lost Due to Inflation

### 22.5%

#### SRI's Go/No-Go Model:

100% Definitely Yes + 50% Probably Yes

9.1 If the Existing Street Bond is RENEWED by Eugene voters in the November 2017 election, you will be continue to pay approximately \$12.50 per month (which amounts to \$150 per year) for street maintenance. However, in order to provide the funding necessary to continue reducing the City's existing BACKLOG of deferred street repair projects AND to provide funding for additional BICYCLE AND PEDESTRIAN PROJECTS...would you be willing to pay:

(Asked of those who responded Def Yes, Prob Yes, Prob No, or were undecided at Q9.0)

All	Op Lead		
21%	21%	An additional \$7.50 per month for these added services, which would mean that you would be paying a total of <b>\$20 per month</b> , which amounts to \$240 per year? (If YES at \$20, SKIP to Q10.0; if NO, <u>Go On</u> to next category)	
35%	24%	Would you be willing to pay an additional \$5.50 per month for these added services, which is a total of <b>\$18 per month</b> , which amounts to \$216 per year? (If YES at \$18, SKIP to Q10.0; if NO, <u>Go On</u> to next category)	
21%	38%	Would you be willing to pay an additional \$2.50 per month for these added services, which is a total of <b>\$15 per month</b> , which amounts to \$180 per year?	
14%	10%	<b>Nothing</b>	[DO NOT READ]
9%	7%	DK/unsure/Refused	[DO NOT READ]

### Public Support for Three Specific Programs

I will tell you about three programs that City officials have been giving special attention to for some time, now; I will give you a brief description of each one and then ask if, before today's interview, were you aware of this plan?

10.0 The first program is called **Vision Zero** and has to do with eliminating crash-related deaths or serious injuries on City streets.



In November of 2015, the Eugene City Council adopted a [Vision Zero Resolution](#) that centers on the notion that a single death or serious injury on City streets is unacceptable. What is meant by "serious injury" is an injury that is LIFE CHANGING, such as one becoming paralyzed, loss of a limb, experiencing brain damage; an injury that results in the individual no longer being able to live the life that he or she lived before the crash. On average, six people die each year on Eugene streets AND 34 people suffer a serious injury.

The City and community partners are currently developing a **Vision Zero Action Plan** that will lay out how to eliminate deaths and life-changing injuries on the City's transportation system by preventing the most common causes of these crashes from occurring. Vision Zero aims to eliminate all deaths and life-changing injuries on Eugene streets by 2035.

Some examples of steps that can be taken include: redesigning City streets to reduce speed (such adding curb extensions, reducing street width, installing speed bumps, reducing speed limits); street enhancements that separate pedestrians and bicyclists from motorists; providing sidewalks and better-marked crosswalks, and-the-like.

10.1 Before the present interview, **were you aware** of the Vision Zero in Eugene?

All	OpLead		
29%	30%	YES	
68%	70%	NO	
3%	0%	DK/unsure/Refused	(DO NOT READ this option).

11.0 The second program involves BOTH **public safety** and **noise pollution** due to trains blowing their horns at each railroad crossing located in Downtown Eugene and the Whiteaker neighborhoods. City officials are considering seeking funds to upgrade crossings (in order to improve public safety) in these sections of the City AND to create a "Quiet Zone" by **upgrading the railroad crossings** located in downtown Eugene and in the Whiteaker neighborhoods in order to eliminate the requirement to sound the train horn in these two sections of the City.

11.1 Before the present interview, **were you aware** of the proposal for the City to invest significant dollars in upgrading the 10 railroad crossings AND to create a "Quiet Zone" in the downtown area AND in the Whiteaker neighborhoods?

All	OpLead		
61%	75%	YES	
38%	25%	NO	
1%	0%	DK/unsure/Refused	(DO NOT READ this option).

12.0 The third program has to do with making Eugene more **WALKABLE** and **BIKE FRIENDLY**. The proposed plan embraces the notion that making Eugene truly "walkable" and "bike friendly" and enhances EQUITY, because senior citizens, people with disabilities, and local youth, for example, will have the same mobility opportunities as the driving population. Moreover, a walkable and bikeable city supports active lifestyles, thus improving community health.

This plan includes funding infrastructure improvements, and programs in Engineering, called out in the City's Pedestrian and Bicycle Master Plan or other long-range planning documents; as such, this proposal calls for the City to invest resources, including tax dollars, to make Eugene more walkable and bike friendly.

12.1 Before the present interview, were you aware of the City's attempts to make Eugene more walkable and bike friendly as laid out in the Pedestrian and Bicycle Master Plan?

All	OpLead		
53%	65%	YES	
45%	35%	NO	
2%	0%	DK/unsure/Refused	(DO NOT READ this option).



### Forced Choice among the Three Programs

13.0 I would like to ask you to prioritize the three programs that we've just discussed. I will list each of the three programs and then ask you to RATE them using the following scale:

- 1 = Top priority, absolutely essential
- 2 = Medium priority, added if the budget allows
- 3 = Low priority
- 0 = NOT at all a priority
- 8 = Unsure/don't know (DO NOT READ this option)
- 9 = Refused (DO NOT READ this option)

Top	Med	Low	NOT		
38%	32%	18%	12%	13.1	<b>Vision Zero</b> , embracing the notion that a single death or serious injury on City streets is simply unacceptable
37%	21%	28%	14%		
15%	27%	31%	27%	13.2	Creating a " <b>Quiet Zone</b> " to enhance <u>public safety</u> and reduce <u>noise pollution</u> due to trains blowing their horns at each railroad crossing located in Downtown Eugene and the Whiteaker neighborhoods.
16%	28%	33%	23%		
24%	40%	24%	12%	13.3	Invest more money in making Eugene a more <b>WALKABLE</b> and <b>BIKE FRIENDLY</b> City.
30%	31%	23%	16%		

14.0 Unfortunately, there is no revenue stream dedicated to funding these three programs. So, would you be willing to pay a slightly higher rate for a Street Bond in order to fund these three programs? And, would that be...

All	OpLead	
23%	33%	<u>Definitely</u> YES
23%	18%	<u>Probably</u> YES
20%	17%	<u>Probably</u> NO
30%	30%	<u>Definitely</u> NO
4%	2%	Undecided/DK/Refused [DO NOT READ]

**Likely Voter Support for:  
Paying adding to Street Bond**

**34.5%**

**SRI's Go/No-Go Model:**

100% Definitely Yes + 50% Probably Yes

15.0 Would you SUPPORT or OPPOSE the idea of **earmarking some of the monies** from a successful General Obligation Street Bond for funding at least one of the three programs...UNDERSTANDING that there would be LESS FUNDING available to pay for road and street maintenance? And, would that be...

All	OpLead	
19%	30%	Definitely SUPPORT earmarking some funds from a successful Street Bond for this purpose
27%	30%	Probably SUPPORT earmarking some funds for this purpose
13%	7%	Probably OPPOSE earmarking any funds from a successful Street Bond for this purpose
26%	25%	Definitely OPPOSE earmarking any funds from a successful Street Bond for this purpose
3%	2%	NO FEELINGS either way
12%	6%	Undecided/DK/Refused [DO NOT READ]

**Likely Voter Support**

**32.5%**

**SRI's Go/No-Go Model:**

100% Definitely Yes + 50% Probably Yes

## Identifying Opinion Leaders

- 16.0 Do you subscribe to a **daily newspaper**, listen (routinely) to **National Public Radio** (KLCC or OPB), OR access news **on-line**?
- 78% YES ASK Q16.1  
22% NO SKIP to Q17.0
- 16.1 When you read the newspaper, do you usually just **skim** the paper? OR do you **read some of the paper carefully**? OR do you **read most of the paper carefully**? (Asked of those who responded YES at Q16.0)
- 12% Usually just **skims** the paper  
29% **Reads some of the paper carefully**  
59% **Reads most of the paper carefully**  
0% DK/unsure/Refused [Do not read this option]
- 17.0 Do you subscribe to a news magazine such as Time, Newsweek, or another similar publication?
- 23% YES ASK Q17.1  
77% NO SKIP to Q18.0
- 17.1 When you read the news magazine, do you usually just **skim** the magazine? OR do you **read a few articles carefully**? OR do you **read many articles carefully**? (Asked of those who responded yes at Q17.0)
- 15% Usually just **skims** the magazine  
43% **Reads a few articles carefully**  
40% **Reads many articles carefully**  
2% DK/unsure/Refused [Do not read this option]
- 18.0 Which of the following two statements most closely applies to you? Would you say...
- 34% ***"I have very high personal aspirations."***  
OR, would you say  
62% ***"I am basically satisfied with my current achievements."***  
4% DK/unsure/neither/depends/Refused [Do not read this option]
- 19.0 Do you spend time on social network, such as Facebook, Twitter, or **Next Door**? If so, do you spend a few minutes a week, a few minutes a day, or a significant amount of time, daily on social media?
- 37% I spend **NO TIME** on Facebook, Twitter, or other social network sites.  
17% A **few minutes** a week  
27% A **few minutes** a day  
16% I spend a **significant amount of time**, daily, on Facebook, Twitter, Next Door, or other social network sites.  
3% DK/unsure/neither/depends/Refused [Do not read this option]

20.0 Which of the following two statements most closely applies to you? In general, would you say...

65% ***"I have a very favorable attitude toward 'change;' I like change."***

OR, would you say

24% ***"I prefer keeping things as they are; I don't really like a lot of change."***

11% DK/unsure/both/depends/Refused [Do not read this option]

21.0 Which of the following two statements most closely applies to you? In general, would you say...

52% ***"I have many close friends and acquaintances."***

OR, would you say

47% ***"I have just a few close friends and acquaintances."***

1% DK/unsure/neither/Refused [Do not read this option]

22.0 Which of the following two statements most closely applies to you? In general, would you say...

33% ***"I am very favorable toward the responsible use of credit and borrowed money."***

OR, would you say

62% ***"I prefer to avoid using borrowed money and avoid relying too much on credit."***

5% DK/unsure/neither/Refused [Do not read this option]

## Demographics

Now, I have a few final questions about you.

23.0 How long have you lived in Eugene?

9% 0 to 5 years

7% 6 to 10 years

24% 11 to 25 years

60% Over 25 years

24.0 Do you own or rent your home?

75% Own Ask 24.1

24% Rent Skip to Q25.0

1% Refused

24.1 What range does the CURRENT Market Value of your home fall into...  
Asked of those who own at Q24.0)

8% Less than \$100,000

16% \$100,001 to \$200,000

57% \$200,001 to \$500,000

6% \$500,001 to \$750,000

3% \$750,001 to \$1 million

2% Over \$1 million

8% Refused

25.0 How many adults (18 years or older) do you have living in your household?

25%	One
59%	Two
10%	Three
3%	Four
1%	Five or more
2%	Refused

26.0 How many school-age children do you have living at home under the age of 18?

79%	None
9%	One
7%	Two
4%	Three or more
1%	Refused

27.0 How many years of school have you completed?

1%	Less than High School
27%	High School graduate (or Trade School)
23%	Some college
8%	College graduate
5%	Graduate school, Professional school
36%	Refused

28.0 Into what range does your annual household income fall?

13%	Under \$25,000
18%	Between \$25,000 and \$50,000
17%	Between \$50,000 and \$75,000
14%	Between \$75,000 and \$100,000
20%	Over \$100,000
18%	Refused

29.0 With respect to age, in which of the following categories do you fall?

9%	18 to 30 years
8%	31 to 40 years
14%	41 to 50 years
4%	51 to 65 years
65%	Over 65 years

30.0 Using the traditional political labels would you describe yourself as **liberal**, **progressive**, **moderate**, or **conservative**?

35%	Liberal
27%	Moderate
20%	Conservative
13%	Progressive
5%	Refused

31.0 What is your ethnic background?

84%	White or Caucasian
2%	Hispanic/Latino
1%	African American or Black
2%	Native American/Alaskan Native
0%	Native Hawaiian & other Pacific Islander
2%	Asian
7%	Other
2%	Refused

Thank the interviewee for participating in the survey and politely say "Good-bye."

32.0 Gender of respondent?

63%	Female
37%	Male

33.0 Party ID

58%	Democrat
21%	Republican
21%	Other

34.0 Voting Propensity?

34%	High propensity
33%	Moderate propensity
33%	Low propensity

35.0 Ward:

All	Oplead	
14%	16%	Emily Semple
14%	19%	Betty Taylor
17%	4%	Alan Zelenka
6%	7%	Vacant
14%	12%	Mike Clark
9%	9%	Greg Evans
9%	9%	Claire Syrett
9%	11%	Chris Pryor
8%	13%	Unknown

June 2017

## Addendum 'C'

### Research Design and Methodology

The present research effort adheres strictly to “**The Scientific Method**,” as do all SRI studies.

The telephone survey was comprised of a random sample of N=417 completed interviews with registered voters throughout the City of Eugene. At 95% confidence level, an N≈400 yields *sampling error* of ±4% to 5%.

Thus, the “*findings*” from the present research effort are highly “representative” of the population) from which the sample was drawn (in the present case, registered voters throughout Eugene).

By working closely with City officials, SRI researchers were able to create a Research Instrument (questionnaire) tailored to the Client's needs and expectations.<sup>2</sup> The Research Instrument was then “pre-tested”; appropriate adjustments were made; and the survey was entered into the field. Of course, special care was taken to ensure that appropriate measurement “scales” were employed in order to maximize both the *reliability* and *validity* of the responses.

Data collection continued from June 12-17, 2017. After the data were gathered, they were analyzed using a statistical package called SPSS, which accommodates the application of both *descriptive* and *advanced* statistical analyses. From that intelligence, we created the appropriate graphs, charts, and tables. We then debriefed the Client through two on-line conference calls (one with Staff and one with the City's **Street Repair Review Panel** (a Citizen-based advisory committee) in order to rest assured that the *findings* were properly interpreted. Finally, we prepared the present document for use by the Client, going forward.

Should additional analysis and/or interpretation of the “*findings*” be desired, SRI will happily do so and in a timely fashion.



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<sup>2</sup> **Addendum 'B'** contains the final Research Instrument (questionnaire) showing percentages for each of the questions incorporated into the study.