

CITY OF MONMOUTH POLICE STATION SURVEY RESEARCH WITH VOTERS



Research conducted
January 2013



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METHODS

- **Objective:** Provide City with an accurate, statistically reliable measure of support for a bond measure to fund the purchase & remodeling of the Forest Capital Building as the Monmouth Police Station
- **Methodology:** Telephone survey with Monmouth voters
- **Sample size:** Total of 269 interviews
- **Reliability:** $\pm 6.0\%$

KEY CONCLUSION

- Assuming information is effectively communicated to voters, a bond measure to fund the purchase & remodeling of the Forest Capital Building as the new Monmouth Police Station should pass in May 2013

RESEARCH FINDINGS

- Voter Demographics
- Voter Perceptions of City & Police
- Voter Reaction to Bond Measure
- Projection of Final Vote
- Voter Reaction to Information Statements
- Voter Information Sources

VOTER DEMOGRAPHICS

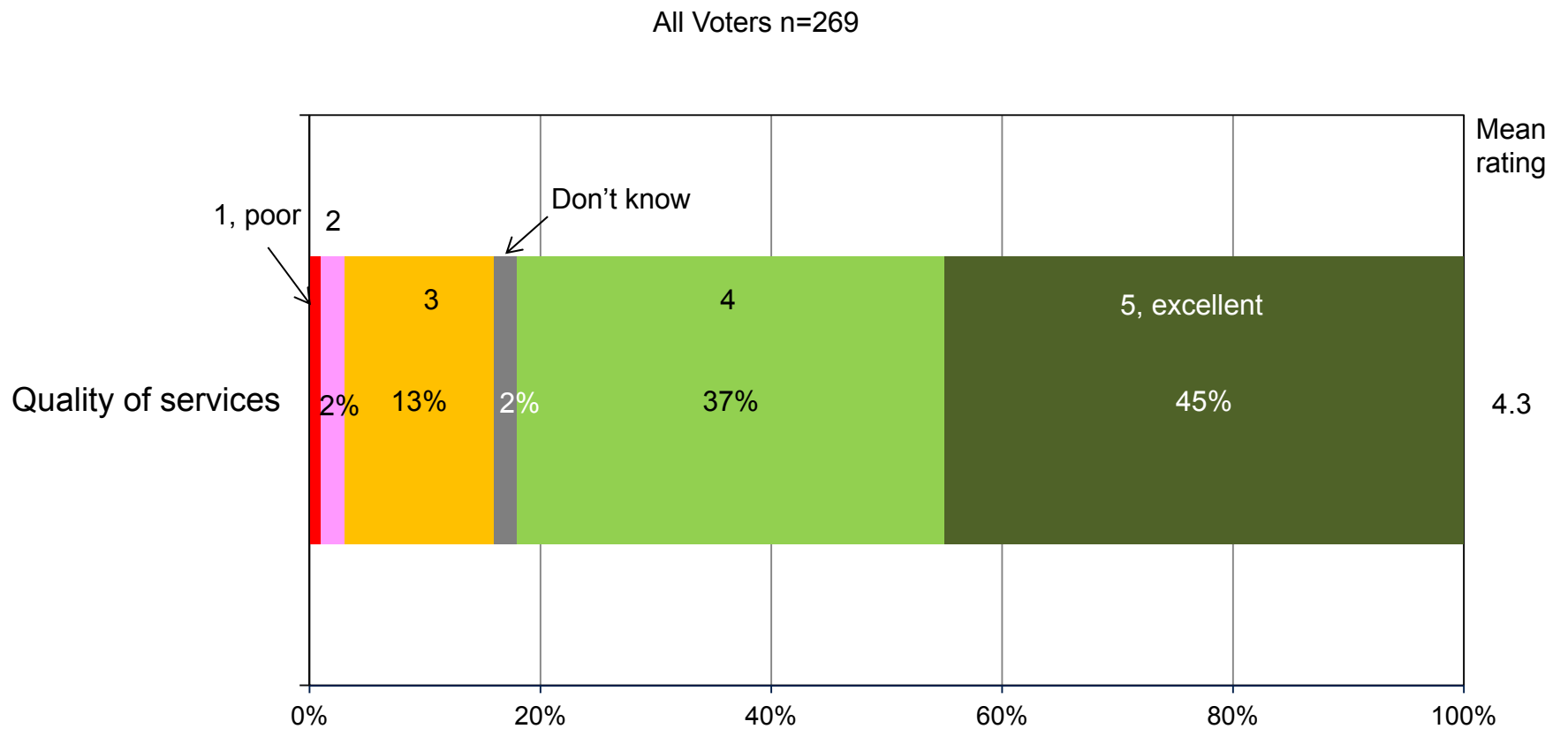
- Respondent profile is typical for *voters*:
 - ✓ Older than community as a whole. Average age is 62
 - ✓ Lived in Monmouth an average of 22 years
 - About one-quarter have been in Monmouth 10 years or less
 - ✓ Most – about three-quarters – say they vote in all elections

VOTER ATTITUDES TOWARD CITY & POLICE

Question:

- *Regardless of your opinion of the Police Station bond measure, how would you rate the quality of services provided by the Monmouth Police Department?*
 - ✓ “1” to “5” scale used – “1” is very poor service & “5” is excellent service
 - ✓ Asked after respondents gave opinion on bond measure request

Monmouth Police earn high marks from Voters for quality of services

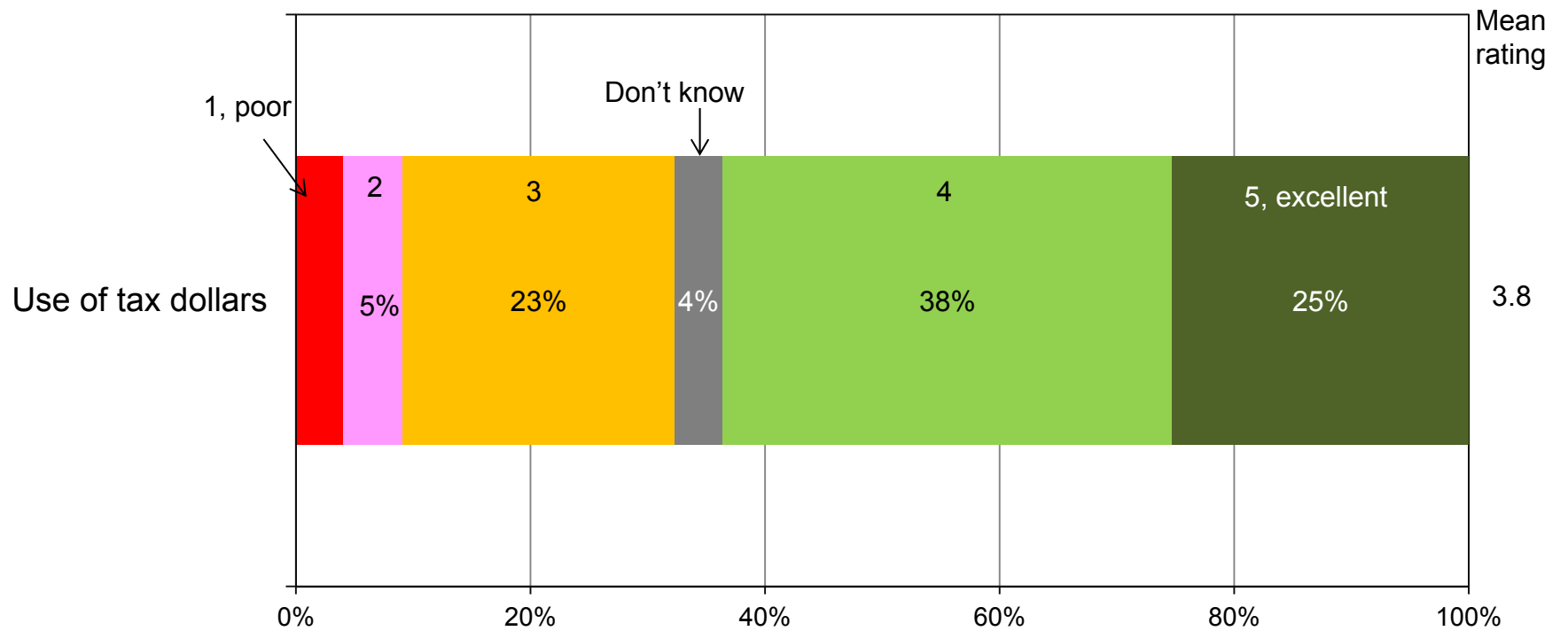


Question:

- *And please rate the degree to which you believe the City of Monmouth makes efficient use of taxpayer dollars to deliver services?*
- ✓ “1” to “5” scale used – “1” is very inefficient & “5” is very efficient
- ✓ Asked after respondents gave opinion on bond measure request

City earns respectable ratings for efficient use of tax dollars

All Voters n=269



- Monmouth's rating for efficient use of tax dollars is toward the higher end of the range we have seen. For example:
 - ✓ Higher than City of Gresham (5.4 on 10-point scale (Monmouth would be roughly 7.6 on 10-point scale)
 - ✓ Lower than Tualatin Valley Fire & Rescue – 7.9 on 10-point scale

VOTER REACTION TO BOND MEASURE

Question:

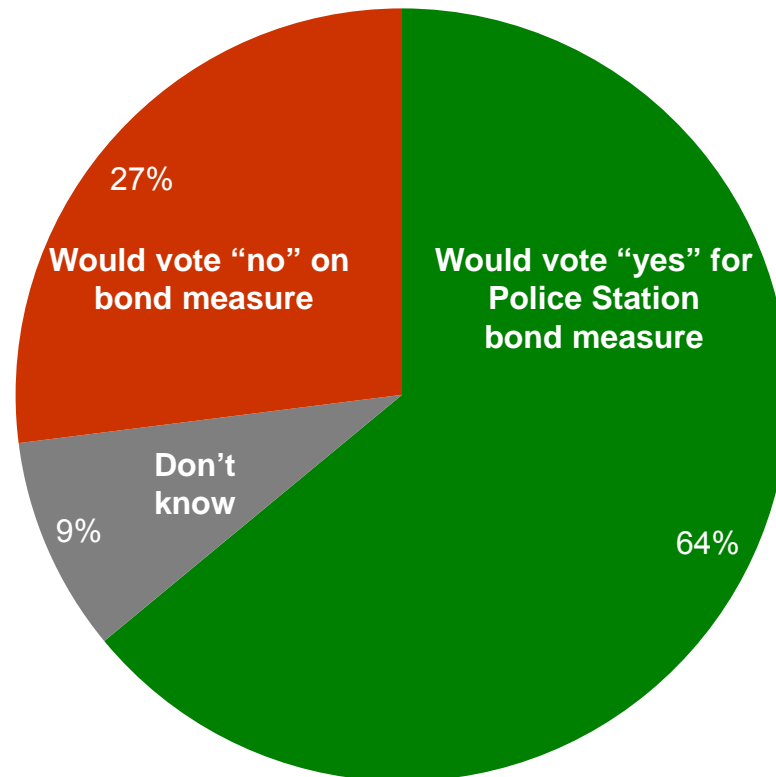
- *Funds from the bond measure would be used to relocate the Monmouth Police Station from its current location in a converted library building to the Forest Capital Building on Highway 99 at Church Street. Funds would be used to purchase and renovate the building to meet the operational and security requirements of police services in Monmouth, something the current building does not do.*

The bond measure would be designed to generate approximately \$4 million dollars. A “Yes” vote would result in the assessment of 48 cents per thousand of assessed property value over the 25-year life of the bond measure. For property assessed at \$180,000, the cost would be about \$86 per year.

Initial reaction.

“If the election were held today”

All Voters n=269

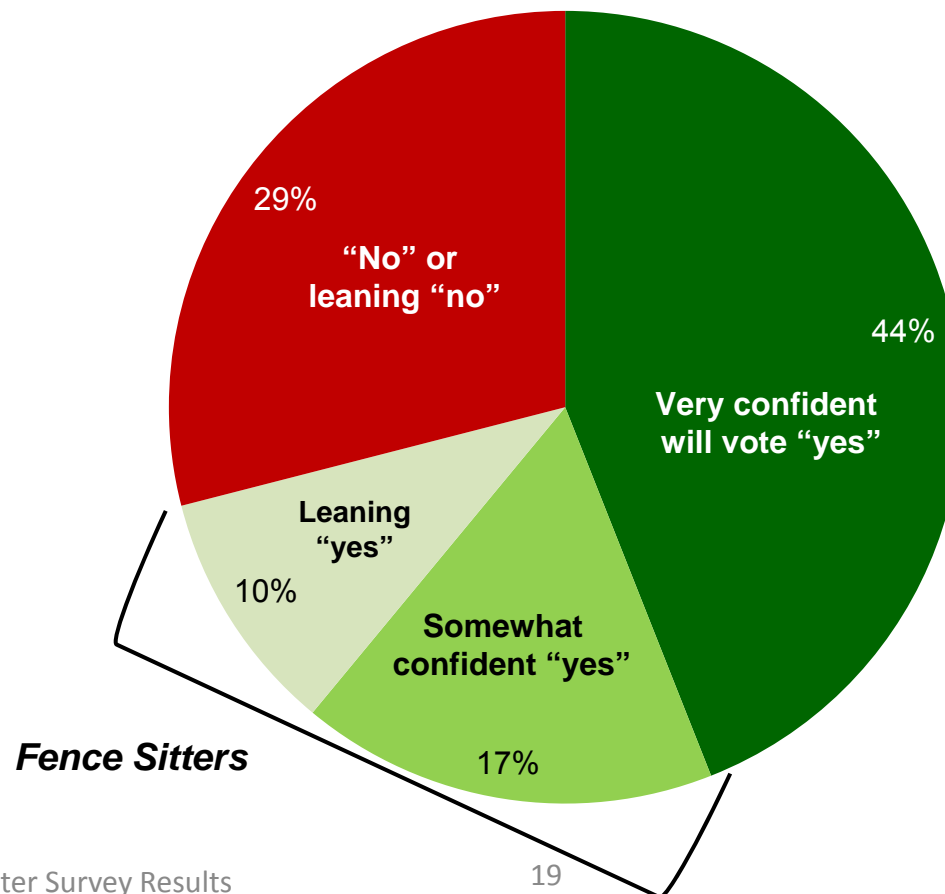


- As could be expected, more likely to vote “yes” if later provide high rating for quality of police services or City’s use of tax dollars
- No significant difference by gender, age, or how long they have lived in Monmouth
- No significant difference by how often they vote

- Additional questions asked to determine strength of support:
 - ✓ **IF DON'T KNOW:** *If you had to make a decision today, would you say you are leaning toward voting for or against the Police Station Bond Measure?*
 - ✓ **IF YES:** *How strong is your support for the bond measure for the Police Station? Would you say you are very confident, somewhat confident, or not confident that you would vote for this bond measure in May of 2013?*

Strength of support. Combined responses to initial reaction & “*which way do you lean?*” & “*how confident are you in your ‘yes’ vote?*”

All Voters n=269



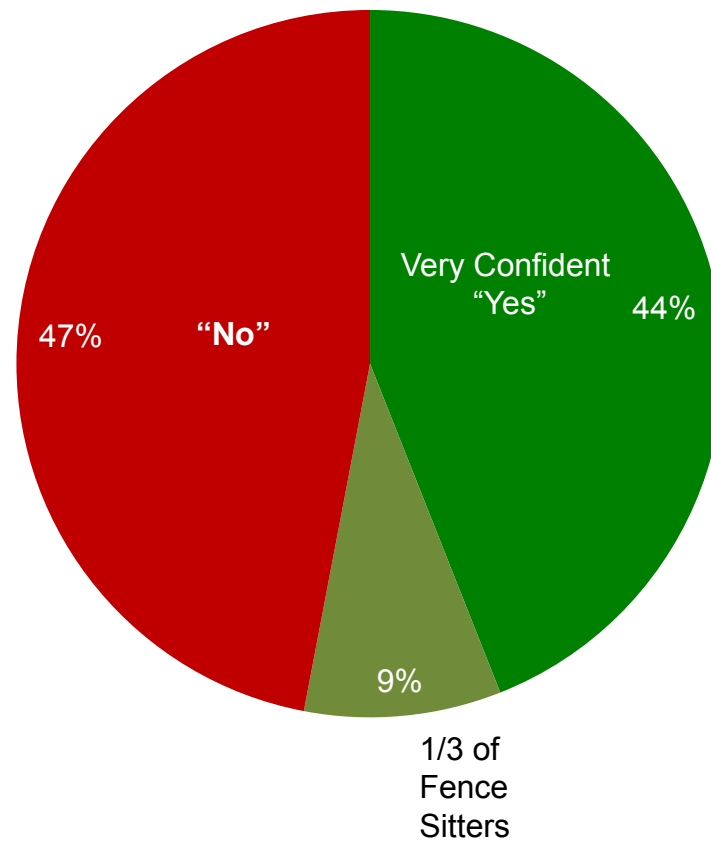
Fence sitters:
Voters who may change their mind:
“Yes” voters who are somewhat or not confident, or don’t know.
“Don’t know” voters who, when pushed, lean yes or still don’t know

- Those more likely to be “very confident” of their “yes” vote:
 - ✓ Also provide high rating for police services or efficiency of use of tax dollars
 - ✓ Are older (55+) (significant at 85% confidence level)
 - ✓ Vote in all elections, not just primary & general elections. Means May good time to have measure on ballot

PROJECTIONS OF FINAL VOTE

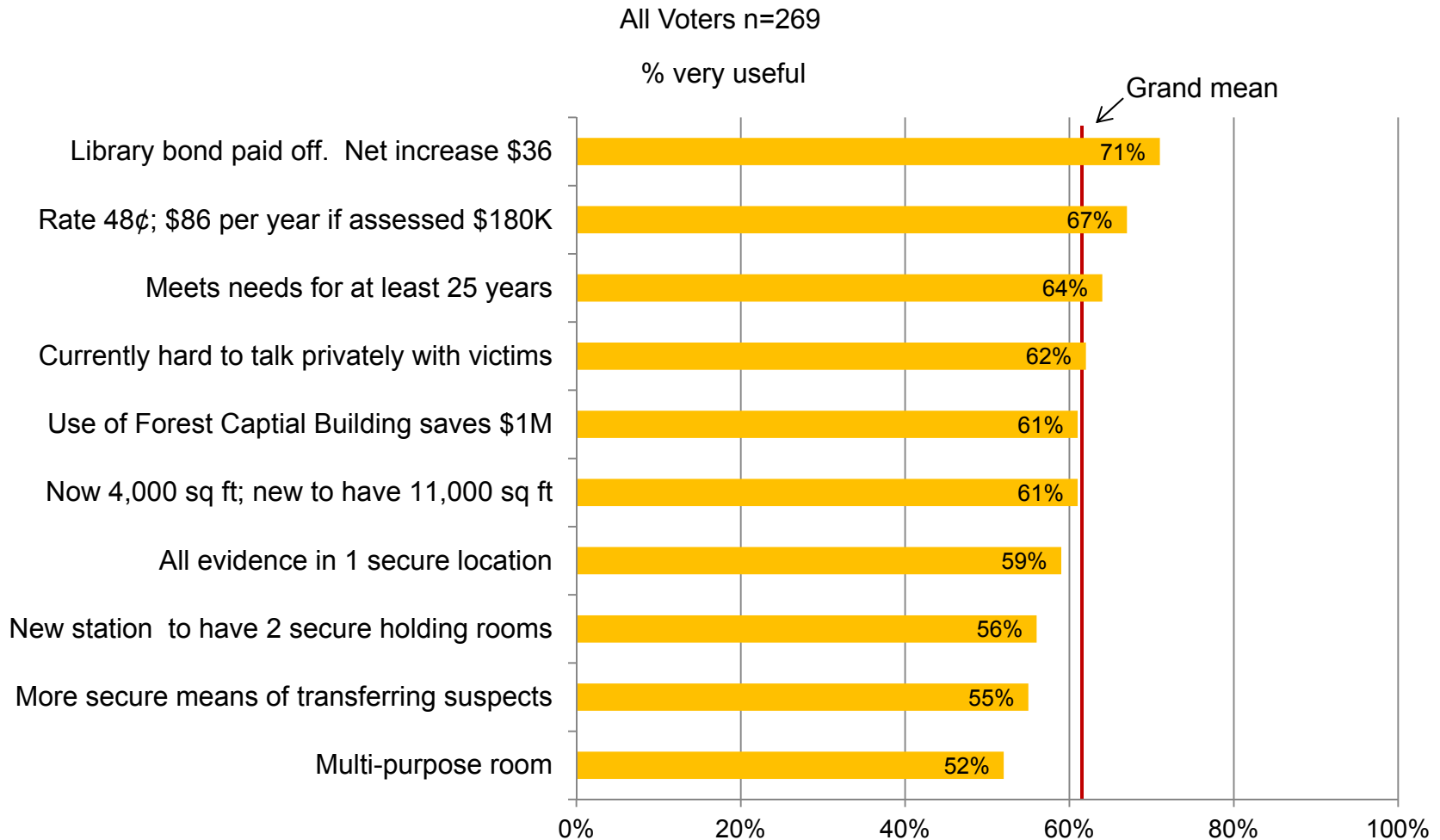
Projection: Police Station bond should pass

Based on assumption:
all Very Confident “yes” & one-third of Fence Sitters will vote “yes”



VOTER REACTION TO INFORMATION STATEMENTS

Overall, money issues, meeting need for 25 years, & private space for victims most useful

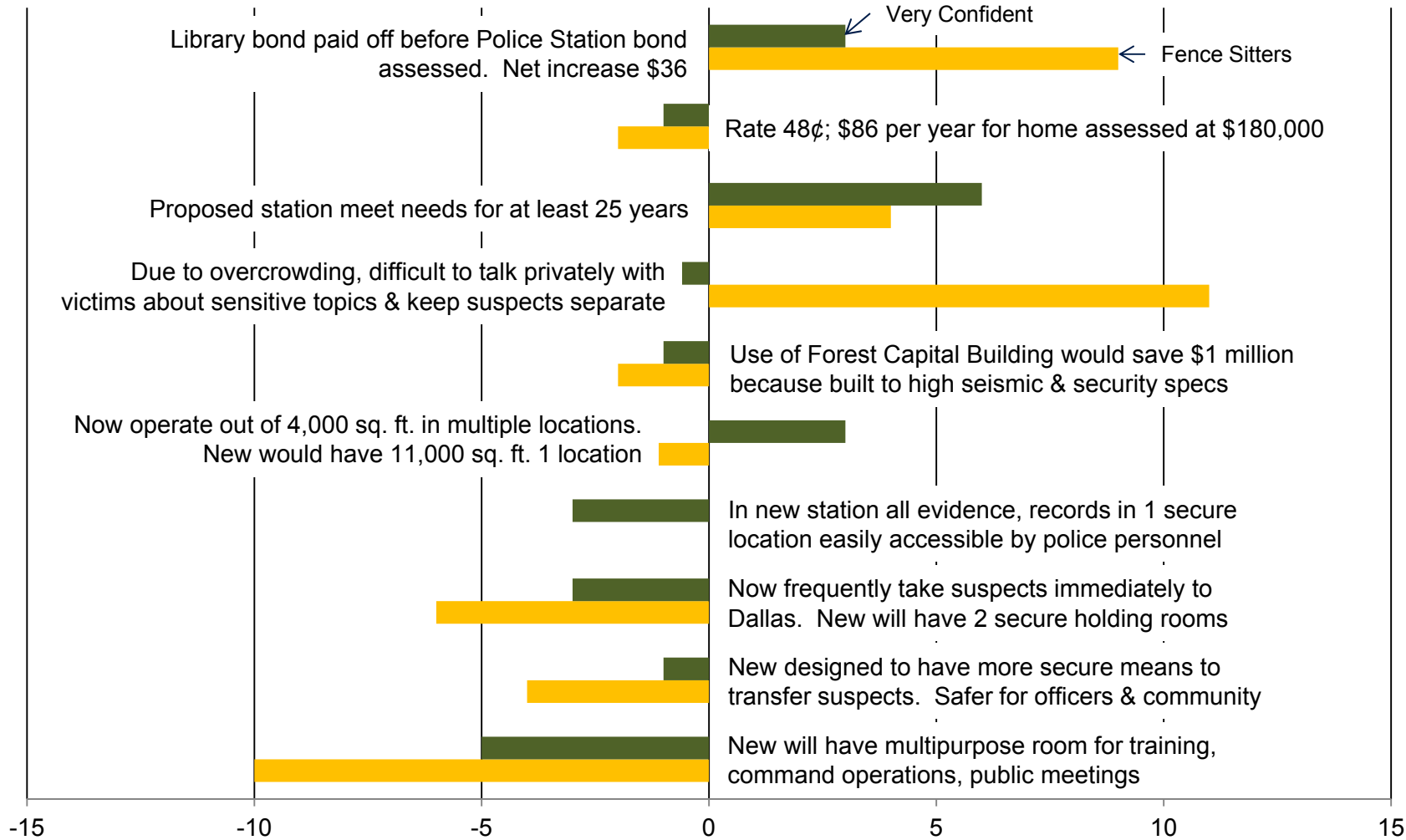


Normalize data to identify key messages

- Tendency for individuals or groups to rate all items higher or lower than others
- To address issue, normalize data. Two-step process:
 - ✓ Determine “grand mean” – average of averages – for segment
 - ✓ Determine how far above or below each statement’s rating is from grand mean
- Higher *above* grand mean, more important to communicate

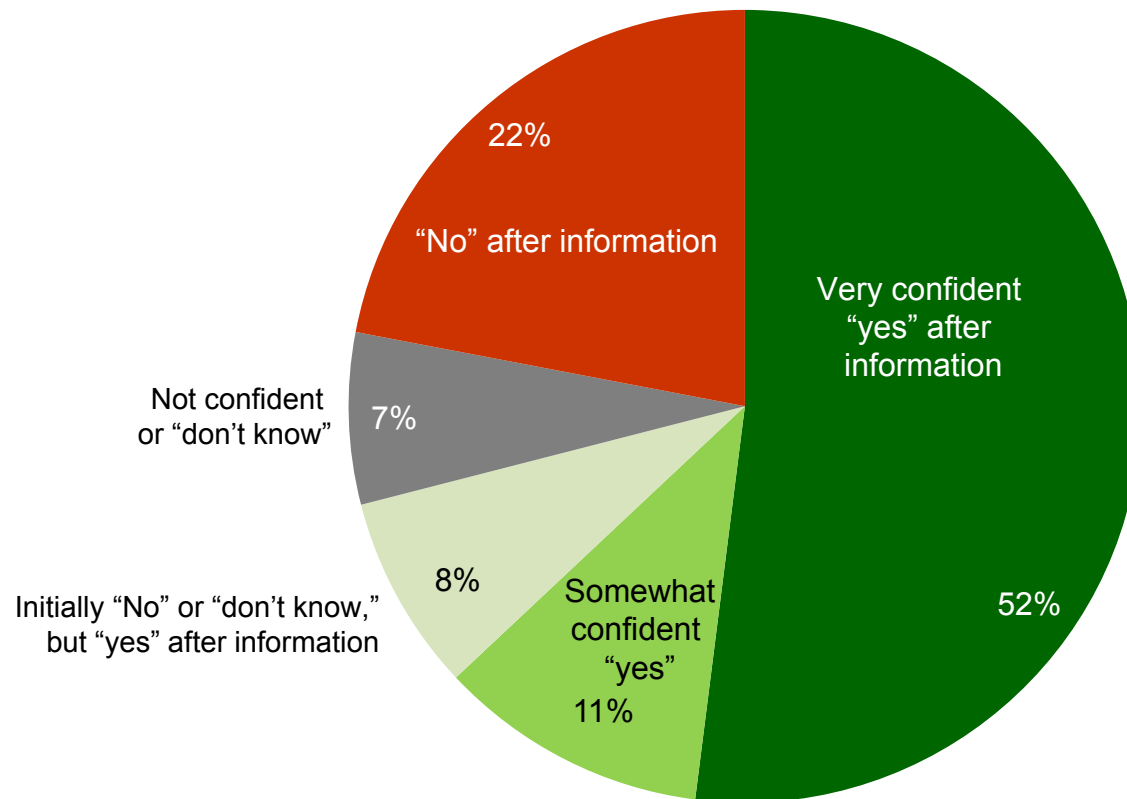
Look at Very Confident Voters & Fence Sitters to identify what is most useful to each

Very confident n=119; Fence Sitters n=73



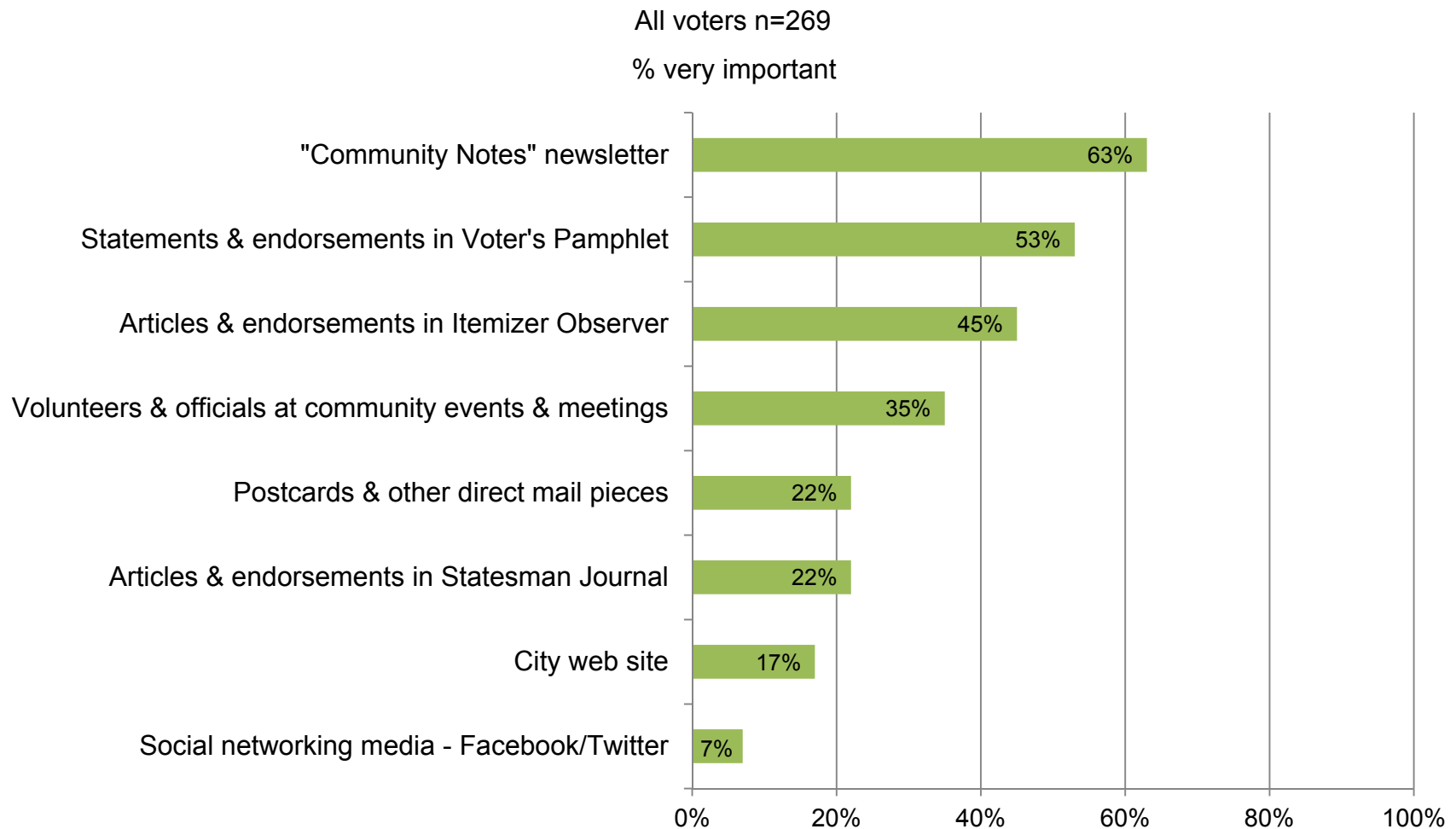
After information is provided, some move. Passage likely *if* information gets to Voters

All Voters n=269



VOTER INFORMATION SOURCES

City newsletter, Voter's pamphlet, *Itemizer Observer* head list of information sources



RECOMMENDATIONS

- While results find bond measure to fund new police station stands a good chance of passing, substantial effort will be required to succeed

➤ Focus on communicating key messages:

- ✓ Bonds will result in a 48¢ per thousand tax rate, which is \$86 per year for a house assessed at \$180,000

However, bonds for Police Station *will not be assessed* until library bonds are paid off. Net increase to property taxes is \$36

- ✓ Will meet needs for at least 25 years
- ✓ Due to current overcrowding it is difficult to talk privately with victims about sensitive issues & to keep suspects separate from staff & visitors

- Maximize the use of 3 key communications vehicles to get messages to voters:
 - ✓ City's "Community Notes" newsletter that voters receive in their utility bills
 - ✓ Statements & endorsements in the Voter's Pamphlet
 - ✓ Articles & endorsements in *The Itemizer Observer*

For answers to questions or
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