

*Fairbank,
Maslin,
Maullin,
Metz &
Associates*

FM3

*Public Opinion Research
& Strategy*

TO: City of Hollister

FROM: John Fairbank and Lucia Del Puppo
Fairbank, Maslin, Maullin, Metz & Associates

RE: Summary of City of Hollister Potential Viability of a No Tax Rate Increase Public Safety/City Services Measure Survey Results

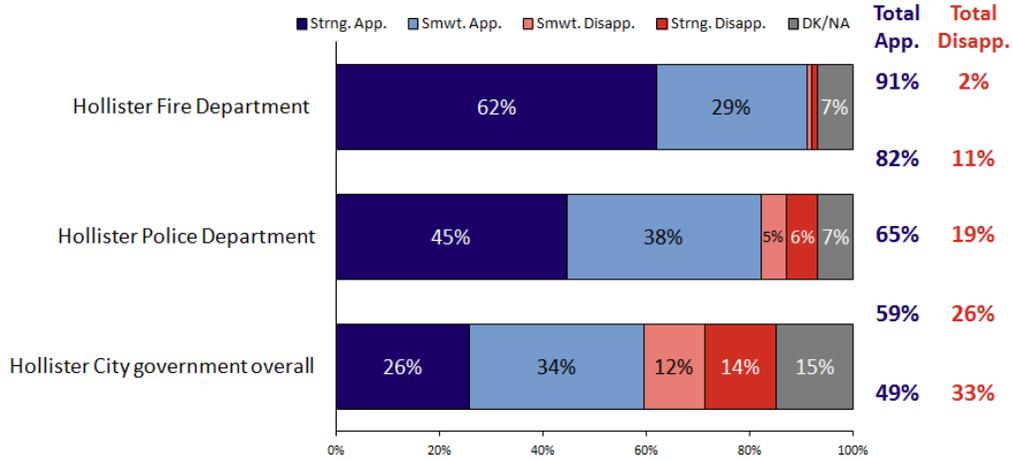
DATE: May 2, 2016

Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently completed a survey in the City of Hollister¹ revealing residents' positive view toward local government. Four in five believe the City is in need of additional funding. The highest priority funding areas for respondents include maintaining emergency response times, maintaining operations at fire stations, and preventing cuts to gang prevention programs.

- Hollister voters perceive the Fire Department and Police Department very favorably. Nine in ten approve of the job being done by the Hollister Fire Department (91%) and 82 percent say the same about the Police Department. As seen in **Figure 1** on the next page, respondents perceived city government very favorably as well.

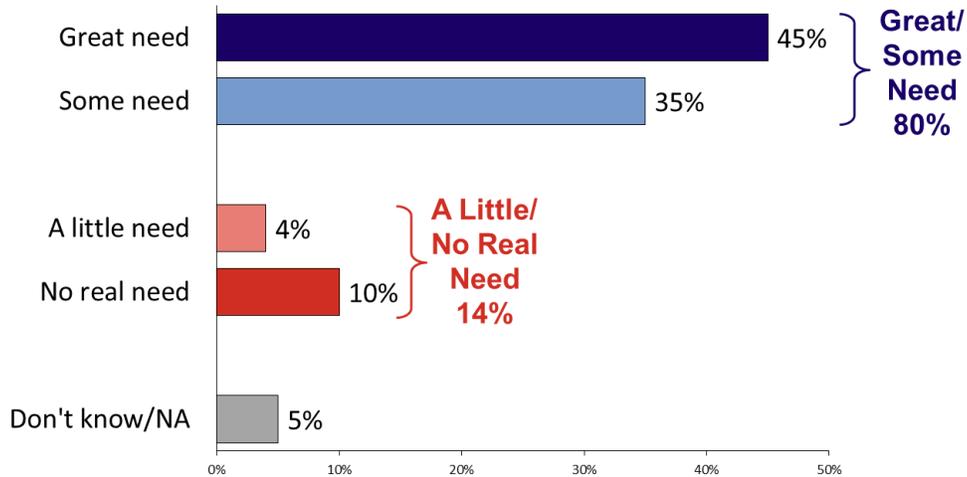
¹ **Methodology:** From January 12-February 6, 2016, FM3 completed 229 telephone interviews (on both landlines and cell phones) with likely November 2016 voters in the City of Hollister. The margin of sampling error for the study is +/-6.5% at the 95% confidence level; margins of error for population subgroups within the sample will be higher. Due to rounding, not all totals will sum to 100%.

**Figure 1:
Local Government Approval Ratings**



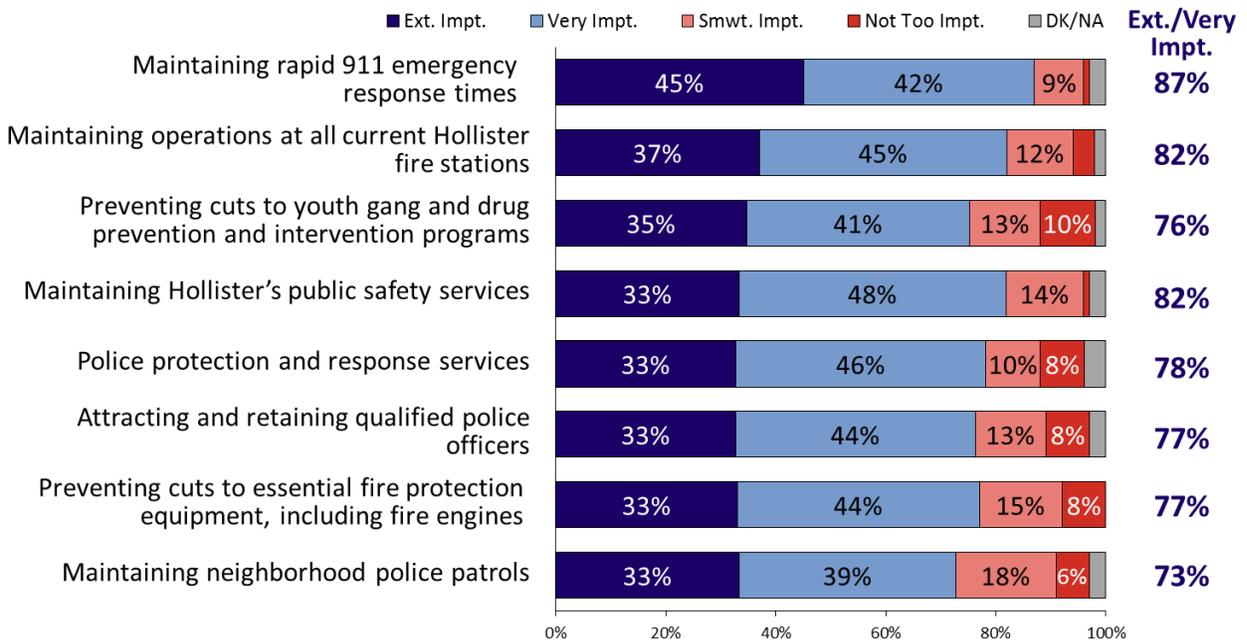
- Respondents felt a strong need for additional funding for city services. **Eighty percent of respondents believed that the City has a “great” or “some” need for additional funding; 45 percent described the need as “great,”** as shown in Figure 2.

**Figure 2:
Need for Additional Funding**



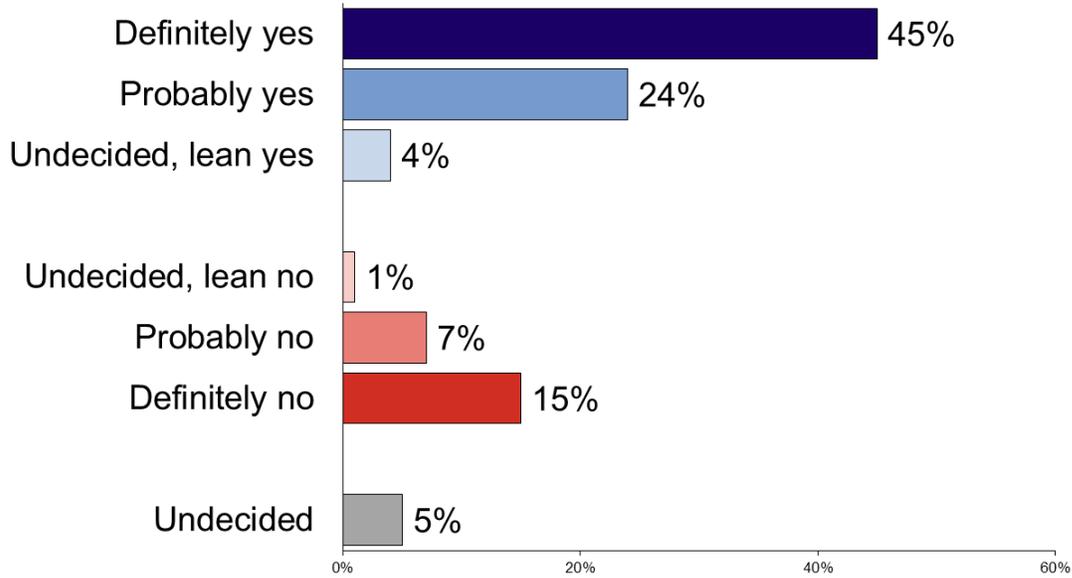
- As shown in Figure 3 below, respondents highly valued a set of funding priorities related to public safety. Many felt *maintaining rapid 911 emergency response times* is “extremely important”. Additionally, approximately 82 percent named *maintaining operations at all current Hollister fire stations* as “extremely” or “very” important priorities; the same number identify *maintaining Hollister’s public safety services* (82%), as extremely/or very important. Other top funding priorities follow the same theme: *preventing cuts to youth gang and drug prevention and intervention programs* (76%) and *police protection and response services* (78%).

**Figure 3:
Top Spending Priorities**



- Seventy-two percent of respondents, said they would vote ‘yes’ on a conceptual no tax rate increase Public Safety/City Services Measure and 45 percent would definitely vote ‘yes.’ The intensity of support is much stronger than the intensity of opposition, with the number of voters who would definitely vote ‘yes’ outweighing those who would definitely vote ‘no’ three to one.

Figure 4:
Support for a Potential No Tax Increase Local Funding Continuation Measure



In conclusion, survey results suggest that City of Hollister respondents see a strong need for funding, place very high importance on public safety, and are interested in a potential no tax increase sales tax continuation measure that would protect vital city services.