



REDONDO  
BEACH

# Opinions on Local Funding for the City of Redondo Beach

*Highlights of a Likely Voter Survey*



FAIRBANK, MASLIN,  
MAULLIN, METZ  
& ASSOCIATES

# Survey Methodology

<b>Dates</b>	June 29-July 3, 2024
<b>Research Population</b>	Likely November 2024 Voters in the City of Redondo Beach
<b>Total Interviews</b>	438
<b>Margin of Sampling Error</b>	(Full Sample) $\pm 4.9\%$ at the 95% Confidence Level (Half Sample) $\pm 6.9\%$ at the 95% Confidence Level
<b>Contact Methods</b>	 Telephone Calls  Email Invitations  Text Invitations
<b>Data Collection Modes</b>	 Telephone Interviews  Online Interviews
<b>Languages</b>	English & Spanish

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

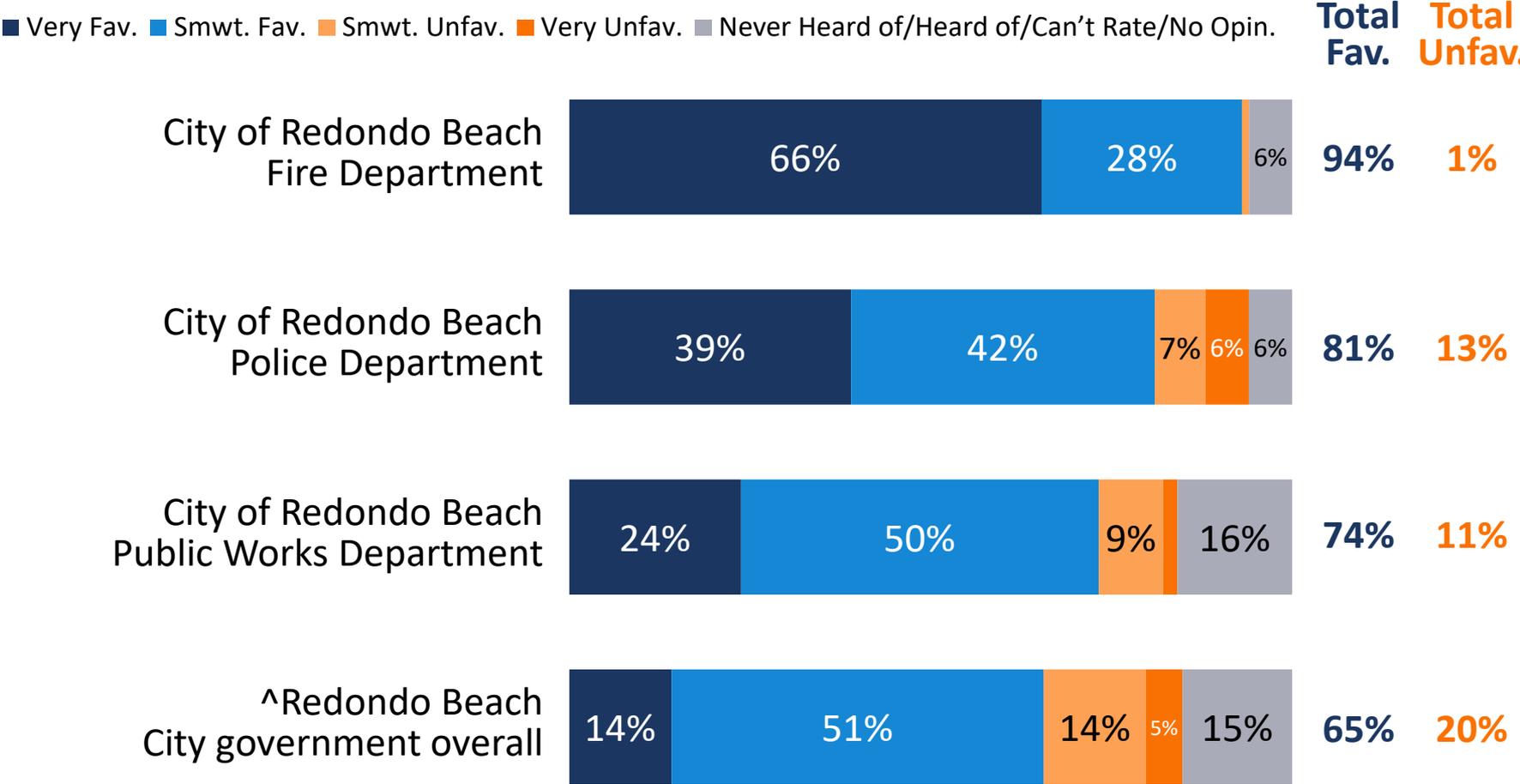


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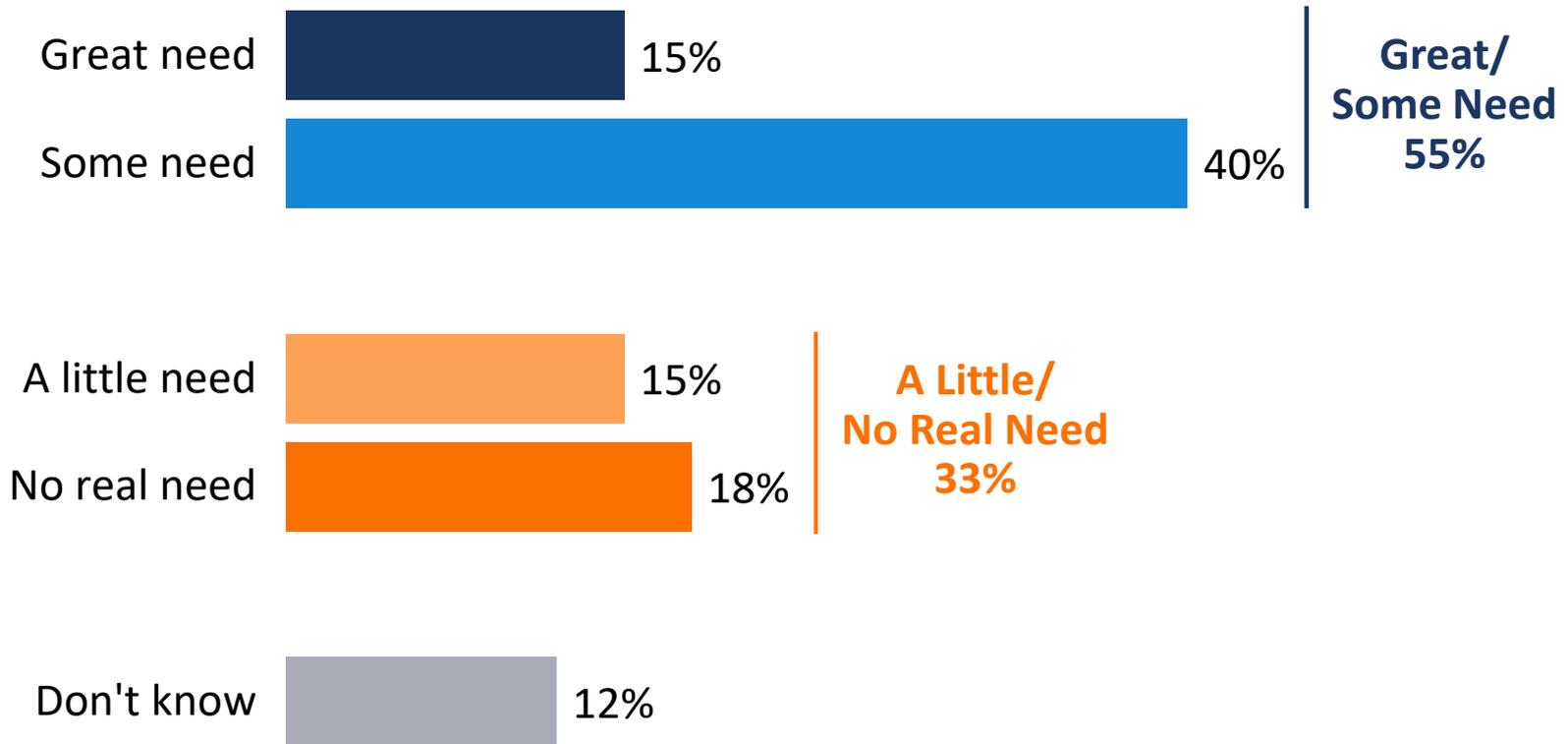
# **General Attitudes**

# Voters have extremely favorable opinions of the Fire Department and highly favorable opinions of the Police and Public Works Departments; the City government overall is also rated positively.

(Ranked by Total Favorable)



# Just over half of voters perceive that the City has a need for additional funding.





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# **Initial Attitudes on Bond Measure**

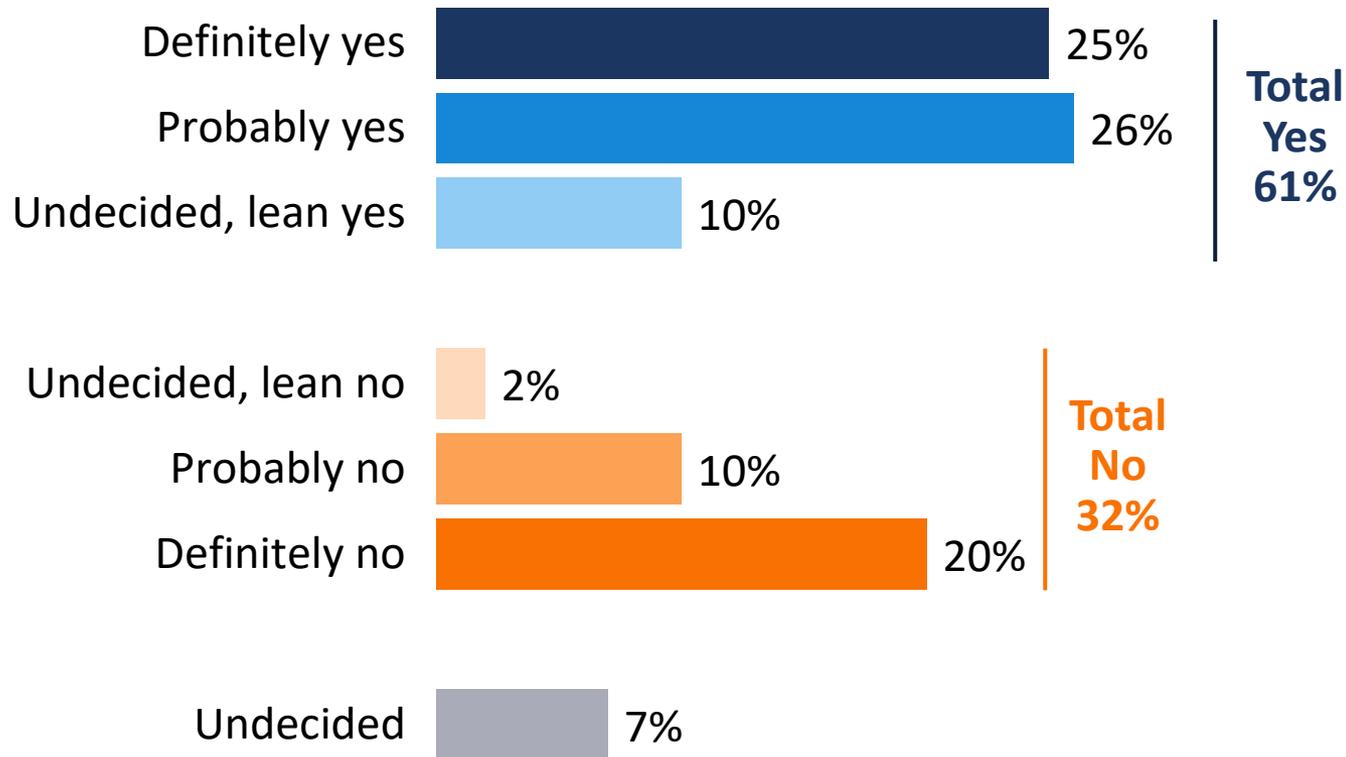
# Hypothetical Ballot Measure Tested in Survey

*(As Approved by Legal Counsel)*

**CITY OF REDONDO BEACH PUBLIC SAFETY SERVICES PROTECTION MEASURE.** To improve Redondo Beach's ability to provide fire/police protection, emergency/911 response, recruit/retain police, firefighters, paramedics by repairing/upgrading/replacing deteriorated fire/police stations, including removing asbestos/mold, ensuring earthquake safety, shall Redondo Beach's measure authorizing \$98,000,000 in bonds at legal rates, levying on average \$18 per \$100,000 of assessed valuation, generating approximately \$6,600,000 annually while bonds are outstanding, requiring audits, spending disclosure, all funds spent locally, be adopted?

# About 3-in-5 voters initially support the measure, putting it in range for approval if the State measure lowering the threshold to 55% (Prop 5) is adopted in November.

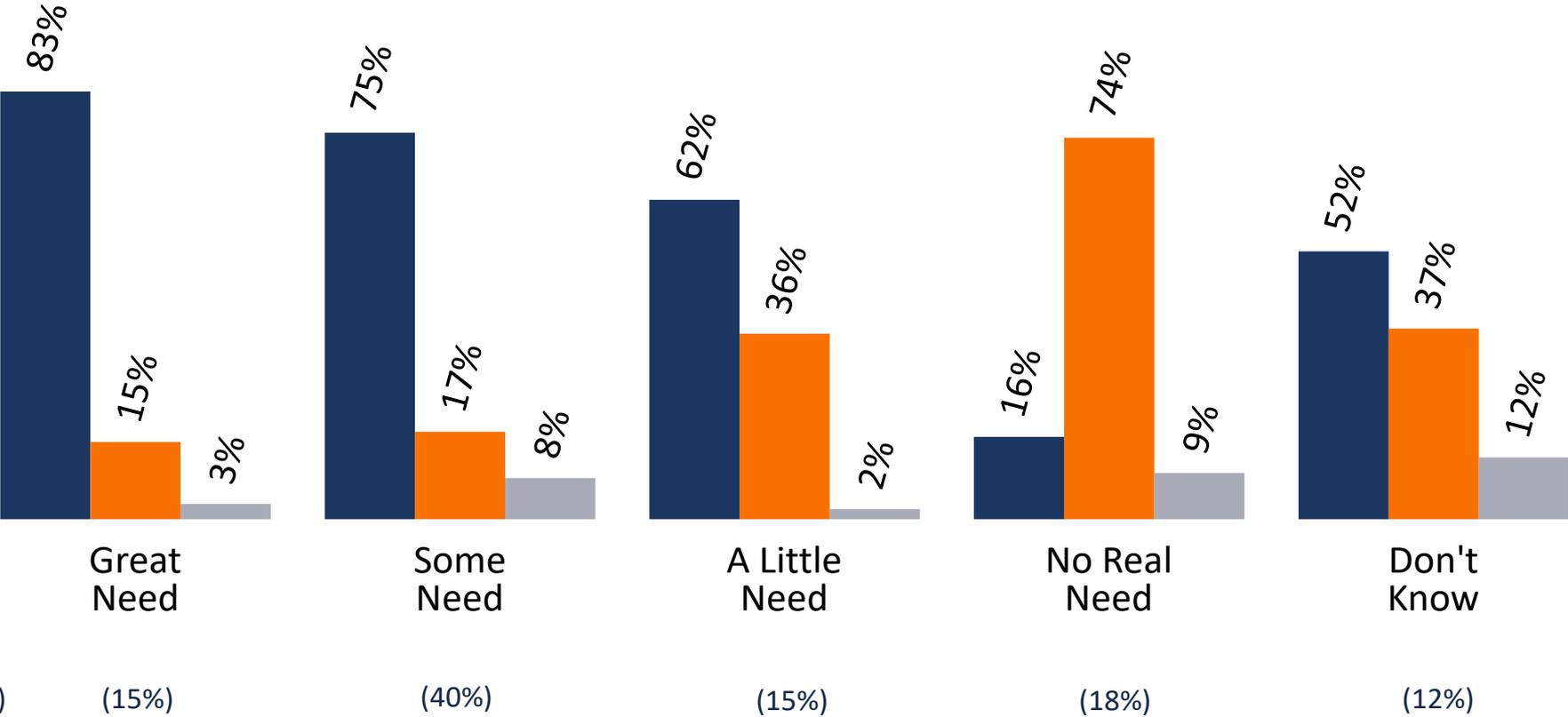
(MOE = ±4.9%)



# There is a very strong connection between perceptions of funding need and opinions on the measure.

Initial Vote by City Funding Need

■ Total Yes ■ Total No ■ Undecided



(% of Sample)

Q. Based on this description, do you think you would vote "yes" in favor of this measure or "no" to oppose it?



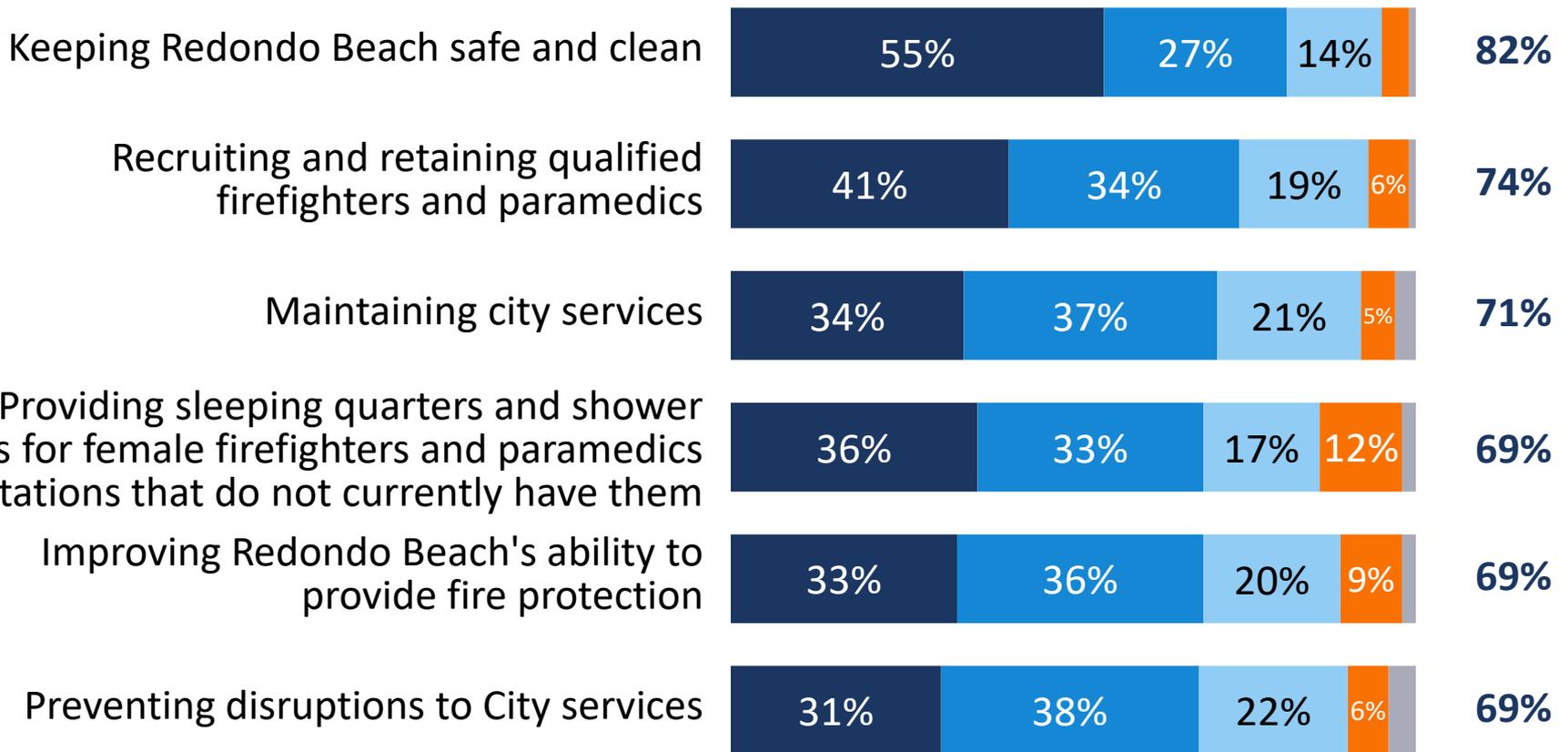
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# **Voter Budget Priorities**

The top priorities for the measure include keeping the city safe and clean, recruiting/retaining firefighters and paramedics and providing them appropriate accommodations, improving fire protection and maintaining City services broadly.

(Ranked by Extremely/Very Important)

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know **Ext./Very Impt.**



Q. I am going to mention a list of the types of features and provisions that could be included in this potential measure. Regardless of whether you support this measure, please tell me how important it is to you that each feature or provision is included in the measure: extremely important, very important, somewhat important, or not too important. Split Sample

# Continued

(Ranked by Extremely/Very Important)

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know

**Ext./Very Impt.**

Improving Redondo Beach's ability to provide 911 response



**68%**

Recruiting and retaining qualified police



**68%**

Providing safe places for children to play



**67%**

Improving Redondo Beach's ability to provide emergency response



**65%**

Removing asbestos



**65%**

Improving Redondo Beach's ability to provide police protection



**64%**

Updating the police station to accommodate technology needed to investigate crimes



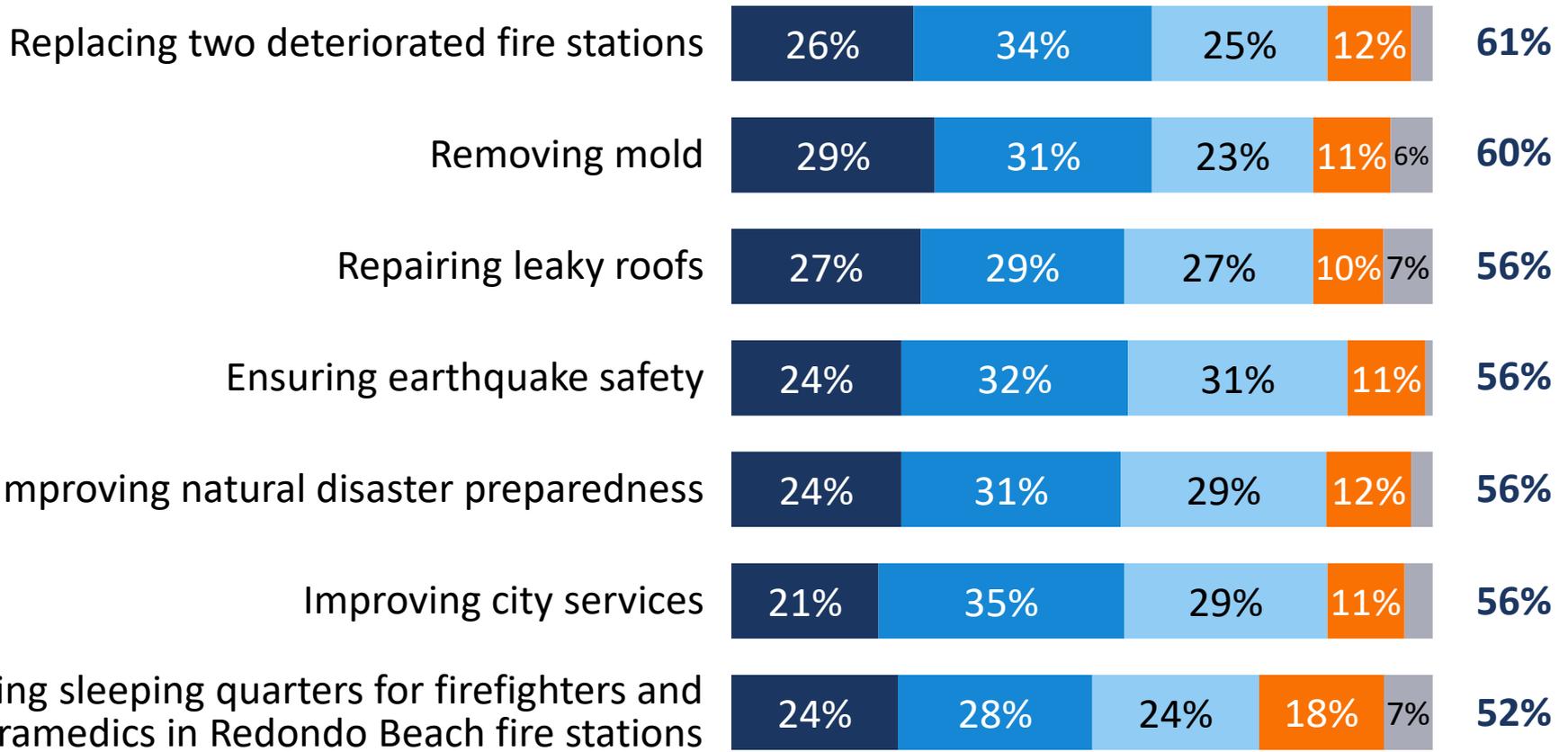
**62%**

*Q. I am going to mention a list of the types of features and provisions that could be included in this potential measure. Regardless of whether you support this measure, please tell me how important it is to you that each feature or provision is included in the measure: extremely important, very important, somewhat important, or not too important. Split Sample*

# Continued

(Ranked by Extremely/Very Important)

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know **Ext./Very Impt.**



Q. I am going to mention a list of the types of features and provisions that could be included in this potential measure. Regardless of whether you support this measure, please tell me how important it is to you that each feature or provision is included in the measure: extremely important, very important, somewhat important, or not too important. Split Sample



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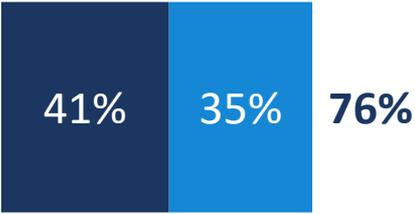
# Impact of Information

# The strongest themes about the measure relate to the condition of the fire stations, the age of fire and police stations relative to the population, and the need to maintain 911 medical response.

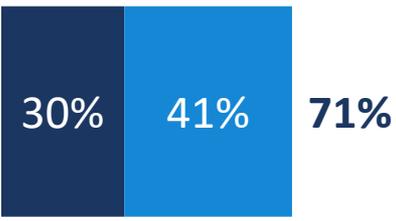
*(Ranked by Total More Inclined)*

■ Much More Incl. ■ Smwt. More Incl.

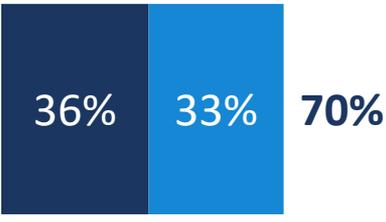
**\*(MORE EXPENSIVE LATER)** Two of the three fire stations in Redondo Beach are over 65 years old and have structural cracking, decaying walls, mold, leaky roofs, asbestos, deteriorating plumbing, and outdated and unsafe electrical wiring, and do not meet earthquake standards. As a result, the City of Redondo Beach has to make constant repairs to keep the stations operational-which is just putting a band aid on the bigger problem. If we do not replace these aging stations now, it will only cost taxpayers more to do so later.



**(OUTGREW STATIONS)** Redondo Beach's population is nearly triple what it was when our fire and police stations were designed in the 1950s, and the stations are too small to accommodate the police, firefighters, and paramedics our city needs on duty each day as well as the modern technology and life-saving fire equipment to keep us safe. Passing this measure will allow Redondo Beach to have the facilities and staff we need for a community our size.



**(911 RESPONSE)** 90% of all 911 calls to the Redondo Beach Fire Department are for medical emergencies, such as heart attacks, strokes, and car accidents. Seconds matter in a life-threatening situation, and this measure will provide needed funds to help ensure our first responders have the staffing and resources they need to respond quickly and effectively and save lives.

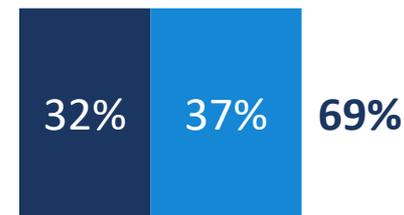


# Continued

*(Ranked by Total More Inclined)*

■ Much More Incl. ■ Smwt. More Incl.

**\*(FIREFIGHTER WORKPLACE)** Our firefighters and paramedics are sleeping and working in aging stations that have structural cracking, decaying walls, mold, leaky roofs, asbestos, deteriorating plumbing, and outdated and unsafe electrical wiring, and that do not meet earthquake standards. This measure will not only improve emergency services for residents, but it will also give these first responders a healthy and safe place to work and help attract the qualified firefighters and paramedics our City needs.



**(ACCOUNTABILITY)** This measure includes strict accountability requirements, including public disclosure of all spending and independent audits to make sure all funds are used effectively, efficiently, and as promised. Furthermore, all funds will be used locally and cannot be taken by Sacramento.

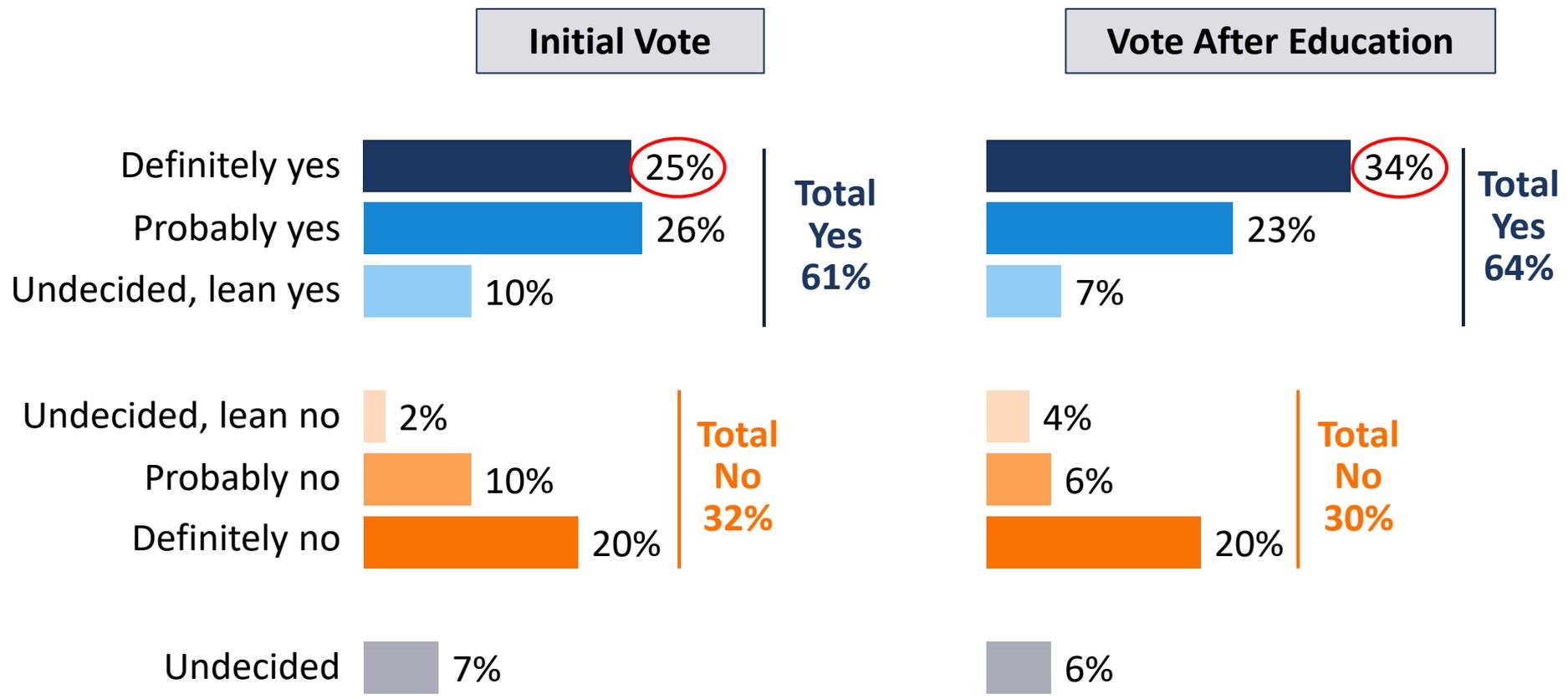


**(CRIME)** Last year, there were over 1,600 robberies, burglaries, and thefts in Redondo Beach-including a 29% increase in robberies compared to the previous year. This measure provides funds to repair and upgrade our over 60-year-old police station to allow for more crime investigation technology and other resources our police officers need to keep our schools, business areas, neighborhoods, and residents safe.



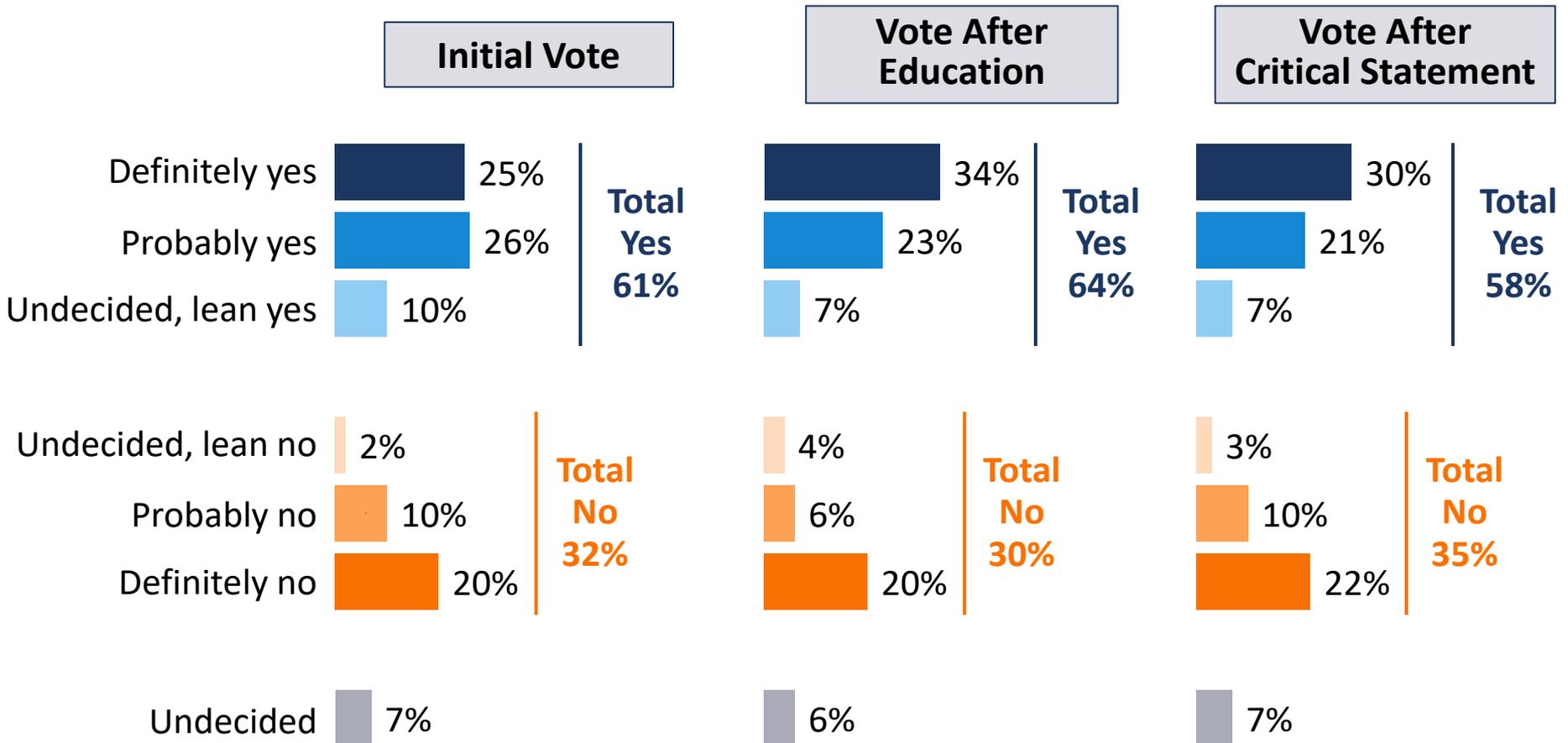
# The intensity of support increases after simulating community education, and the total “Yes” vote increases to be substantially higher than the potential 55% threshold, but it does not reach two-thirds.

(MOE = ±4.9%)



# Support for the measure declines after simulating opposition but remains slightly above the potential threshold for passage.

(MOE = ±4.9%)

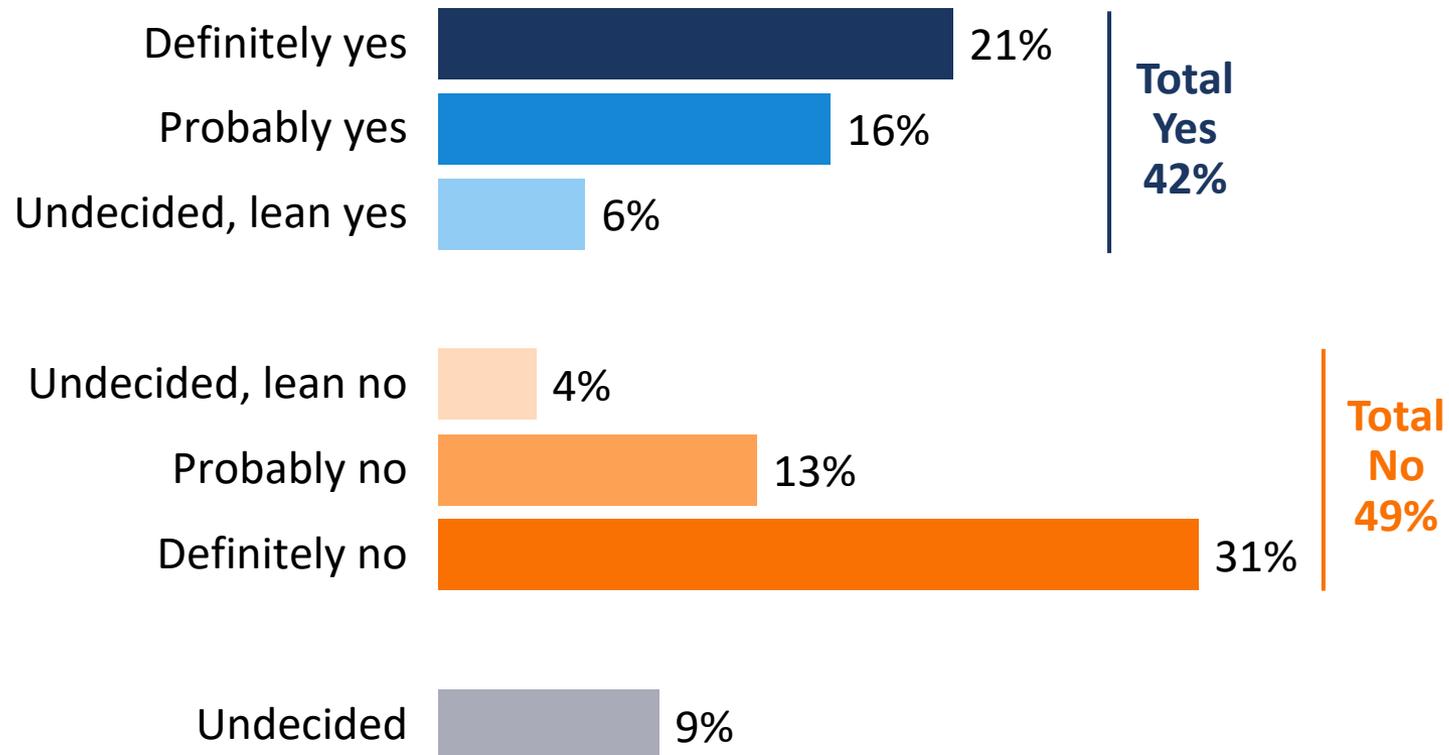


# Larger Bond Measure Tested in Survey

**CITY OF REDONDO BEACH SAFETY, CITY SERVICES PROTECTION MEASURE.** To improve Redondo Beach's ability to provide fire/police/911 response, maintain roads, parks, infrastructure, keep Redondo Beach safe/clean by repairing/upgrading/replacing deteriorated fire/police stations, maintenance facilities, public buildings and acquiring open space, shall Redondo Beach's measure authorizing \$150,000,000 in bonds at legal rates, levying on average \$28 per \$100,000 of assessed valuation, generating approximately \$10,000,000 annually while bonds are outstanding, requiring spending disclosure, funds spent locally, be adopted?

# The measure addressing more of the City's infrastructure needs is not viable at this time with more opposition than support.

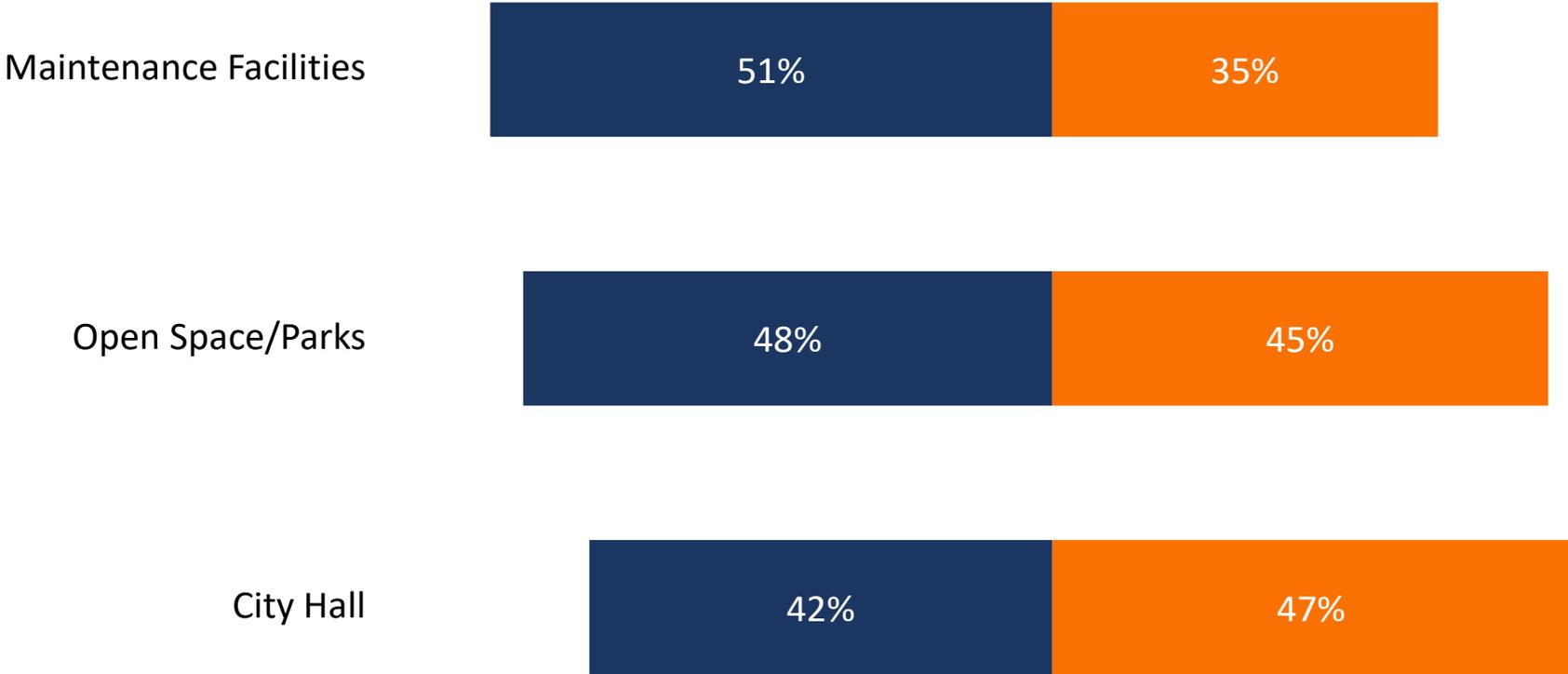
(MOE = ±4.9%)



**After a series of pro and con statements, a slim majority of voters supports funding to repair and upgrade the City’s maintenance facilities, they are split on acquiring land for parks and open space, and more opposed to funding for repairs to City Hall.**

*After Pro and Con Statement*

■ Total Support ■ Total Oppose





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# **Conclusions**

# Conclusions

- The \$98 million bond measure to replace/upgrade fire stations and the police station tested in the survey could be successful in the November 2024 election, but likely only under the possible 55% threshold that would be triggered by the passage of Prop 5/ACA 1 in the same election.
- An expanded bond measure which includes funding for the public works yard, City Hall and open space acquisition is not viable at this time, even at a 55% threshold.
  - Based on responses to individual questions about each of those needs, none would seem likely to add to support for a bond measure.
- As with most local infrastructure measures, voters are more interested in the outcomes of upgrading public safety buildings than they are in the upgrades themselves.
- The City government enjoys positive ratings, but there is a relatively low perception of funding need.



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