

Fairbank,  
Maslin,  
Maullin,  
Metz &  
Associates

FM3

**CATHEDRAL CITY SURVEY**  
**220-4426A**

Hello, I'm \_\_\_\_\_ from \_\_\_\_\_, a public opinion research company. We are not telemarketers trying to sell you anything, and we will not ask for a donation of any type. We're conducting a public opinion survey about important issues in your area. **(IF RESPONDENT REPLIES IN SPANISH, OR DESIRES TO SPEAK ONE OF THESE LANGUAGES, FOLLOW THE ESTABLISHED PROCEDURE FOR HANDING OFF TO AN INTERVIEWER WHO SPEAKS SPANISH.)**

May I speak to \_\_\_\_\_? **(MUST SPEAK TO VOTER LISTED. VERIFY THAT THE VOTER LIVES AT THE ADDRESS LISTED; OTHERWISE, TERMINATE.)**

A. Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering yourself or others? **(IF NOT ON A CELL PHONE, ASK: "Do you own a cell phone?")**

- Yes, cell and can talk safely----- 1
- Yes, cell but cannot talk safely ----- **TERMINATE**
- No, not on cell, but own one----- 2
- No, not on cell and do not own one ----- 3
- (DON'T READ) DK/NA/REFUSED----- TERMINATE**

1. **(T)** Overall, would you say things in Cathedral City are generally headed in the right direction, or do you feel that they are pretty seriously on the wrong track?

- Right direction----- 1
- Wrong track ----- 2
- (DON'T READ) DK/NA ----- 3**

2. First, I am going to read you a list of organizations. For each one, please tell me if you approve or disapprove of the job being done. **(IF APPROVE/DISAPPROVE ASK:)** Is that strongly **APPROVE/DISAPPROVE** or just somewhat? **(RANDOMIZE)**

		<b>STRONG APP.</b>	<b>S.W. APP.</b>	<b>S.W. DIS.</b>	<b>STRONG DIS.</b>	<b>(DK/ NA)</b>
[ ] a.	<b>(T)</b> Cathedral City government overall -----	1	2	3	4	5
[ ] b.	<b>(T)</b> The Cathedral City Council -----	1	2	3	4	5

3. Next, in your personal opinion, do you think there is a great need, some need, a little need, or no real need for additional funds to provide the level of City services that Cathedral City residents need and want?

- Great need----- 1
- Some need----- 2
- A little need----- 3
- No real need----- 4
- (DON'T READ)** Don't know ----- 5

**NOW I'D LIKE TO ASK YOU ABOUT A MEASURE THAT  
COULD APPEAR ON THE BALLOT IN NOVEMBER'S ELECTION.**

4. It may read as follows:

**CATHEDRAL CITY CHARTER MEASURE.** To preserve self-governance and enhance local control over City municipal affairs, shall the City of Cathedral City Charter be adopted to establish the City as a charter city providing better control over public works projects and local economic development, with more transparent and efficient elections, but with no increased taxing authority, restricted councilmember compensation, and all changes to the charter required to be approved by voters?

If the election were held today, would you vote yes in favor of it, or no to oppose this measure? **(IF YES/NO ASK):** "Is that definitely **(YES/NO)**, or just probably **(YES/NO)**?" **(IF UNDECIDED, ASK:)** "Well, do you lean towards voting yes or no?"

- Definitely yes----- 1
- Probably yes----- 2
- Undecided, lean yes----- 3
- Undecided, lean no----- 4
- Probably no----- 5
- Definitely no----- 6
- (DON'T READ)** DK/NA ----- 7

**(ASK Q5 IF YES/NO – CODES 1-6 – IN Q4)**

5. In a few words of your own, why would you vote **YES/NO** on this measure? **(OPEN END, RECORD VERBATIM RESPONSE BELOW; PROBE FOR VERY SPECIFIC RESPONSES – NOT JUST "SOUNDS LIKE A GOOD/BAD IDEA")**

a. Yes

\_\_\_\_\_

b. No

\_\_\_\_\_

**(RESUME ASKING ALL RESPONDENTS)**

6. Now let me provide you with some background information about this measure.

Currently, Cathedral City is a general-law city, meaning that the State Legislature makes laws governing the City. Becoming a charter city would allow Cathedral City to write its own ordinances tailored to the specific needs of the community rather than those made at the state level. These can include regulation of the local police force, land use and zoning decisions, municipal elections procedures, contracts with vendors, and increased accountability and transparency in local government. To become a charter city, a majority of voters have to adopt a city charter, something like a Constitution, which a majority of voters can also amend or repeal in the future. About one-quarter of California cities are charter cities, including Palm Desert, Palm Springs, Desert Hot Springs and Indian Wells here in Riverside County.

Having heard this, do you think you would vote "yes" in favor of this measure to establish Cathedral City as a charter city, or "no" to oppose it? **(IF YES/NO, ASK: "Is that definitely or just probably?") (IF UNDECIDED, DON'T KNOW, NO ANSWER, ASK: "Do you lean toward voting yes or no?")**

- Definitely yes----- 1
- Probably yes----- 2
- Undecided, lean yes----- 3
- Undecided, lean no----- 4
- Probably no----- 5
- Definitely no----- 6
- (DON'T READ) DK/NA ----- 7**

7. The charter city measure I just described would not allow the City to raise taxes without voter approval. Knowing this, are you more likely or less likely to vote for the measure? If it makes no difference, you can tell me that, too. **(IF MORE/LESS LIKELY, ASK:) Is that much MORE/LESS likely or just somewhat? (RANDOMIZE)**

- Much more likely----- 1
- Somewhat more likely ----- 2
- Somewhat less likely ----- 3
- Much less likely----- 4
- (DON'T READ) Makes no difference----- 5**
- (DON'T READ) DK/NA ----- 6**

**NOW I WOULD LIKE TO ASK YOU ABOUT SOME ISSUES FACING CATHEDRAL CITY.**

8. I'm going to read you a list of things some people say may be problems facing Cathedral City. For each, please tell me whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or not a problem for local residents. **(RANDOMIZE)**

	<u>EXT. SER.</u>	<u>VERY SER.</u>	<u>SMWHT. SER.</u>	<u>NOT A PROB</u>	<u>(DK/NA)</u>
[ ]a. Local roads in need of repair-----	1	2	3	4	5
[ ]b. Waste and inefficiency in City government-----	1	2	3	4	5
[ ]c. The cost of housing-----	1	2	3	4	5
[ ]d. The amount you pay in local taxes-----	1	2	3	4	5
[ ]e. Traffic congestion-----	1	2	3	4	5
[ ]f. Potholes-----	1	2	3	4	5
[ ]g. The quality of services for seniors-----	1	2	3	4	5
[ ]h. The quality of recreation programs offered by the City-----	1	2	3	4	5
[ ]i. Pedestrian safety-----	1	2	3	4	5
[ ]j. Current drought <b>(DROUT)</b> conditions in California-----	1	2	3	4	5
[ ]k. Crime-----	1	2	3	4	5
[ ]l. Homelessness-----	1	2	3	4	5
[ ]m. Emergency response times-----	1	2	3	4	5

9. I would like to read you some statements some people have made about Cathedral City. Please tell me whether you generally agree or disagree with each statement. **(IF AGREE/DISAGREE, ASK: Is that strongly AGREE/DISAGREE or just somewhat?) (RANDOMIZE)**

	<u>STR. AGREE</u>	<u>SW AGREE</u>	<u>SW DISAG.</u>	<u>STR. DISAG.</u>	<u>(DK/NA)</u>
[ ]a. Cathedral City officials are honest and trustworthy.-----	1	2	3	4	5
[ ]b. The City can be trusted to properly manage tax dollars.-----	1	2	3	4	5
[ ]c. City government is responsive to residents and their concerns-----	1	2	3	4	5
[ ]d. Cathedral City government is well-run.-----	1	2	3	4	5

10. I am going to read you a list of priorities for local Cathedral City government. After I mention each one, please tell me how important that project or program is to you personally: is it extremely important, very important, somewhat important, or not too important? **(RANDOMIZE)**

	<u>EXT</u> <u>IMP.</u>	<u>VERY</u> <u>IMP.</u>	<u>S.W.</u> <u>IMP.</u>	<u>NOT</u> <u>TOO</u> <u>IMP.</u>	<u>(DK/</u> <u>NA)</u>
[ ] a. Fixing streets and repairing potholes -----	1	2	3	4	5
[ ] b. Repairing and maintaining sidewalks -----	1	2	3	4	5
[ ] c. Maintaining community parks, playgrounds, and sports fields -----	1	2	3	4	5
[ ] d. Providing youth recreation programs -----	1	2	3	4	5
[ ] e. Providing cooling centers for seniors during heat waves -----	1	2	3	4	5
[ ] f. Improving park maintenance and security -----	1	2	3	4	5
[ ] g. Providing group activities for seniors -----	1	2	3	4	5
[ ] h. Providing nutritious meals for seniors -----	1	2	3	4	5
[ ] i. Improving traffic flow -----	1	2	3	4	5
[ ] j. Improving driver, bicyclist, pedestrian and transit rider safety -----	1	2	3	4	5
[ ] k. Improving water conservation -----	1	2	3	4	5

**NOW I WOULD LIKE TO RETURN TO THE CHARTER CITY MEASURE WE FIRST SPOKE ABOUT.**

11. The structure of the Cathedral City charter measure has not been finalized. I am going to read you a pair of potential options for City government that could be in a potential city charter document. After I read them both, please tell me which you prefer. **(RANDOMIZE)**

[ ] a. [ ] Directly electing a mayor every two years ----- 1

**OR**

[ ] Rotating the position of mayor to a different City Council member each year ----- 2

**(DON'T READ)**  
**(BOTH)** ----- 3  
**(NEITHER)** ----- 4  
**(DON'T KNOW/NA)** ----- 5

[ ]b. [ ] Electing council members at-large, that is, each member is elected by the entire City----- 1

OR

[ ] Creating City Council districts, so that each member is elected by voters in a specific section of the City----- 2

- (DON'T READ)----- 3
(BOTH)----- 3
(NEITHER)----- 4
(DON'T KNOW/NA)----- 5

(SPLIT SAMPLE A ONLY)

[ ]c. [ ] Continuing to elect our part-time City Clerk, at a cost of 25 thousand dollars in compensation per year ----- 1

OR

[ ] Ending elections for of City Clerk and shifting their duties to existing City staff----- 2

- (DON'T READ)----- 3
(BOTH)----- 3
(NEITHER)----- 4
(DON'T KNOW/NA)----- 5

(SPLIT SAMPLE B ONLY)

[ ]d. [ ] Continuing to elect our part-time City Treasurer, at a cost of 25 thousand dollars in compensation per year ----- 1

OR

[ ] Ending elections for of City Treasurer and shifting their duties to existing City staff----- 2

- (DON'T READ)----- 3
(BOTH)----- 3
(NEITHER)----- 4
(DON'T KNOW/NA)----- 5

**(RESUME ASKING ALL RESPONDENTS)**

**NOW I AM GOING TO READ YOU SOME STATEMENTS BY SUPPORTERS AND OPPONENTS OF THE CHARTER CITY MEASURE WE HAVE BEEN DISCUSSING, WHICH WOULD PRESERVE SELF-GOVERNANCE AND ENHANCE LOCAL CONTROL OVER MUNICIPAL AFFAIRS WITH NO POWER TO TAX.**

12. Now I am going to read you some statements made by supporters of this ballot measure. After hearing each statement, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to support this ballot measure. If you do not believe the statement, please tell me that too. **(RANDOMIZE)**

		<u>VERY CONV.</u>	<u>SMWHT CONV.</u>	<u>NOT CONV.</u>	<u>DON'T BEL. (DK/NA)</u>	
[ ]a.	<b>(GREATER VOICE)</b> Becoming a charter city gives citizens a greater voice in their local government and gives them the opportunity to reform how government works. Charters make cities operate with more accountability and responsiveness to the voters and taxpayers. -----	1	2	3	4	5
[ ]b.	<b>(EFFICIENCY)</b> Charter cities operate more efficiently than general-law cities. By adopting this measure, voters will ensure that Cathedral City is empowered to spend taxpayer dollars as efficiently as possible. -----	1	2	3	4	5
[ ]c.	<b>(LOCAL CONTROL)</b> Establishing Cathedral City as a charter city will allow our City's voters to gain control over <u>local</u> laws, and will ensure that the City can avoid costly regulations written by state government bureaucrats <b>(BYER-oh-cratz)</b> . -----	1	2	3	4	5
[ ]d.	<b>(WASTE)</b> Improving governance and improving the contracting process will avoid wasted time and money. Becoming a charter city is the only way to empower City staff to make the reforms that will eliminate waste. -----	1	2	3	4	5
[ ]e.	<b>(NO NEW TAX)</b> This measure does <u>not</u> give the Council the power to raise our taxes. Any new tax measure would have to be approved by voters, the same way it has been until now. -----	1	2	3	4	5

13. Now that you have heard more about it, let me ask you again about the **CATHEDRAL CITY CHARTER CITY MEASURE** to establish Cathedral City as a charter city. If the election were held today, would you vote yes in favor of it, or no to oppose this ballot measure? **(IF YES/NO ASK):** “Is that definitely **(YES/NO)**, or just probably **(YES/NO)?**” **(IF UNDECIDED/DON’T KNOW/NO ANSWER, ASK:)** “Well, do you lean towards voting yes or no?”

- Definitely yes----- 1
- Probably yes----- 2
- Undecided, lean yes----- 3
- Undecided, lean no----- 4
- Probably no----- 5
- Definitely no----- 6
- (DON'T READ) DK/NA ----- 7**

14. Now I am going to read you some statements made by opponents of this ballot measure. After hearing each statement, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to oppose this ballot measure. If you do not believe the statement, please tell me that too. **(RANDOMIZE)**

- |  | <u>VERY</u><br><u>CONV.</u> | <u>SMWHT</u><br><u>CONV.</u> | <u>NOT</u><br><u>CONV.</u> | <u>DON'T</u><br><u>BEL. (DK/NA)</u> |
|--|-----------------------------|------------------------------|----------------------------|-------------------------------------|
| [ ]a. <b>(LABOR)</b> Becoming a charter city sounds like a positive reform, but it is really a trick to allow the City to avoid fair wage standards and other laws meant to protect working people employed by businesses with lucrative government contracts. -----   | 1-----                      | 2-----                       | 3-----                     | 4----- 5                            |
| [ ]b. <b>(UNNECESSARY)</b> This measure is simply not necessary. There’s nothing wrong with the way our city runs now, and if Cathedral City becomes a charter city, we’ll become vulnerable to special interests putting charter amendments on the ballot. -----  | 1-----                      | 2-----                       | 3-----                     | 4----- 5                            |
| [ ]c. <b>(NO RULES)</b> Because charter cities do not have to follow the same rules as everyone else, they have greater authority to raise local taxes and fees, and if we became a charter city, City Council could increase their take-home pay, impose unlimited penalties on residents and business and give out jobs and city contracts to whomever they choose. We’ve seen this happen before in places like Bell, a city that quickly went bankrupt after adopting a charter. ----- | 1-----                      | 2-----                       | 3-----                     | 4----- 5                            |
| [ ]d. <b>(TRICK)</b> Supporters say this measure won’t raise taxes, but cities that adopt a charter always seem to ask for more taxpayer money soon after. We shouldn’t vote for this deceptive measure. -----   | 1-----                      | 2-----                       | 3-----                     | 4----- 5                            |

15. Sometimes over the course of surveys such as this, people change their minds, and sometimes they do not. Let me ask you again about the **CATHEDRAL CITY CHARTER CITY MEASURE** to establish Cathedral City as a charter city. If the election were held today, would you vote yes in favor of it, or no to oppose this ballot measure? **(IF YES/NO ASK):** “Is that definitely **(YES/NO)**, or just probably **(YES/NO)?**” **(IF UNDECIDED/DON’T KNOW/NO ANSWER, ASK:)** “Well, do you lean towards voting yes or no?”

- Definitely yes----- 1
- Probably yes----- 2
- Undecided, lean yes----- 3



Undecided, lean no----- 4  
 Probably no----- 5  
 Definitely no----- 6  
 (DON'T READ) DK/NA ----- 7

**THE CITY OF CATHEDRAL CITY IS CONSIDERING A REVENUE MEASURE AS WELL. I AM GOING TO READ YOU THE SUMMARIES OF TWO POSSIBLE CATHEDRAL CITY MEASURES, BUT PLEASE KEEP IN MIND THAT ONLY ONE WOULD APPEAR ON THE BALLOT IN A FUTURE CITY ELECTION.**

**(ROTATE Q16/Q17)**

16. The **FIRST/NEXT** may read: “**Cathedral City Safe Streets and Pothole Repair Measure.** In order to repair, repave, and improve local residential streets and City roads; fix potholes; build sidewalks in neighborhoods; improve traffic flow; and improve driver, bicycle, pedestrian, and transit rider safety, shall Cathedral City enact a 16 dollar 60 cent monthly assessment, providing about three-point-five million dollars annually until ended by voters, requiring review by a citizens’ committee, with all revenues controlled locally?”

If the election were held today, would you vote yes in favor of it, or no to oppose this measure? **(IF YES/NO ASK):** “Is that definitely **(YES/NO)**, or just probably **(YES/NO)**?” **(IF UNDECIDED/DON’T KNOW/NO ANSWER, ASK:)** “Well, do you lean towards voting yes or no?”

Definitely yes----- 1  
 Probably yes----- 2  
 Undecided, lean yes----- 3  
 Undecided, lean no----- 4  
 Probably no----- 5  
 Definitely no----- 6  
 (DON'T READ) DK/NA ----- 7

**(ROTATE Q16/Q17)**

17. The **FIRST/NEXT** may read: “**Cathedral City Senior and Childrens’ Services Measure.** To provide safe, healthy and affordable recreation programs for local seniors, children and families by improving park maintenance and security, providing healthy meals, cooling centers, and group activities to seniors, providing after-school and summer activities including sports, arts, culture, tutoring and technology, shall Cathedral City’s utility users tax by one-half of one percent, providing about 400 thousand dollars annually until ended by voters, requiring independent audits, public review of spending, all revenues controlled locally?

If the election were held today, would you vote yes in favor of it, or no to oppose this measure? **(IF YES/NO ASK):** “Is that definitely **(YES/NO)**, or just probably **(YES/NO)?**” **(IF UNDECIDED/DON’T KNOW/NO ANSWER, ASK:)** “Well, do you lean towards voting yes or no?”

- Definitely yes----- 1
- Probably yes----- 2
- Undecided, lean yes----- 3
- Undecided, lean no----- 4
- Probably no----- 5
- Definitely no----- 6
- (DON'T READ) DK/NA ----- 7**

18. Next, I’m going to read you a list of sources from which people get information about local politics. For each, I’d like you to tell me how often you use it to get information about Cathedral City’s government: frequently, occasionally, rarely, or never. **(RANDOMIZE)**

	<u>FREQ.</u>	<u>OCCAS.</u>	<u>RARELY</u>	<u>NEVER (DK/NA)</u>
[ ]a. T-V -----	1	2	3	4 ----- 5
[ ]b. Print or online newspapers -----	1	2	3	4 ----- 5
[ ]c. Radio -----	1	2	3	4 ----- 5
[ ]d. Social media like Facebook or Twitter -----	1	2	3	4 ----- 5
[ ]e. Friends and family -----	1	2	3	4 ----- 5
[ ]f. Online news sites or blogs -----	1	2	3	4 ----- 5
[ ]g. The Cathedral City website -----	1	2	3	4 ----- 5
[ ]h. The Cathedral City newsletter -----	1	2	3	4 ----- 5

**(RESUME ASKING ALL RESPONDENTS)**

**HERE ARE MY FINAL QUESTIONS. THEY ARE JUST FOR STATISTICAL PURPOSES.**

19. Do you ...?

- Own your home----- 1
- Rent an apartment or home ----- 2
- Rent or own a mobile home----- 3
- (DON'T READ) DK/NA/REFUSED ----- 4**

20. Please stop me when I come to the category that best describes the ethnic or racial group with which you identify yourself. Is it... **(READ LIST)**

- Hispanic or Latino----- 1
- African-American or Black ----- 2
- Asian/Pacific Islander----- 3
- Caucasian or White----- 4
- (OTHER- SPECIFY( \_\_\_\_ )----- 5**
- (DON'T KNOW/NA) ----- 6**

21. What was the last level of school you completed?

- High School graduate or less ----- 1
- Some college/vocational school ----- 2
- College graduate (4 years) ----- 3
- Post graduate work/professional school --- 4
- (DON'T READ) Refused ----- 5**

22. I don't need to know the exact amount, but I'm going to read you some categories for household income. Would you please stop me when I have read the category indicating the total combined income for all the people in your household before taxes in 2015?

- Under \$30,000 ----- 1
- \$30,001 - \$60,000 ----- 2
- \$60,001 - \$90,000 ----- 3
- \$90,001 – \$150,000----- 4
- More than \$150,000----- 5
- (DON'T KNOW/REFUSED) ----- 6**

23. Finally, do you consider yourself: **(READ LIST)**

- Heterosexual ----- 1
- Gay or lesbian ----- 2
- Bisexual, or ----- 3
- Transgender ----- 4
- (DON'T READ) Prefer not to say ----- 5**
- (DON'T READ) DK/NA ----- 6**

**THANK AND TERMINATE**

<b>SEX (by observation):</b>	Male-----	1
	Female-----	2
<b>LANGUAGE (by observation):</b>	English-----	1
	Spanish-----	2
<b>PARTY REGISTRATION:</b>	Democrat-----	1
	Republican-----	2
	No Party Preference-----	3
	Other-----	4
<b>SURVEY MODE:</b>	Online-----	1
	Phone-----	2

**PERMANENT ABSENTEE**

Yes-----	1
No-----	2

**HOUSEHOLD PARTY**

1 DEM-----	1
2+ DEMS-----	2
1 REP-----	3
2+ REPS-----	4
1+ INDEPENDENT-----	5
MIXED-----	6

**FLAGS**

P10-----	1
G10-----	2
P12-----	3
G12-----	4
P14-----	5
G14-----	6
BLANK-----	7

**AGE**

18-29-----	1
30-39-----	2
40-49-----	3
50-54-----	4
55-59-----	5
60-64-----	6
65-74-----	7
75+-----	8
BLANK-----	9