








City of Riverside Highlights of Electric Utility Transfer Measure Follow-Up Survey



OPINION
RESEARCH
& STRATEGY

Survey Specifics and Methodology

Dates	June 19-28, 2021
Survey Type	Dual-mode Voter Survey
Research Population	Likely November 2021 Voters in City of Riverside
Total Interviews	605
Margin of Sampling Error	(Full Sample) $\pm 4.0\%$ at the 95% Confidence Level (Half Sample) $\pm 5.7\%$ at the 95% Confidence Level
Contact Methods	 Telephone Calls  Email Invitations  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Survey
Languages	English, Spanish

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

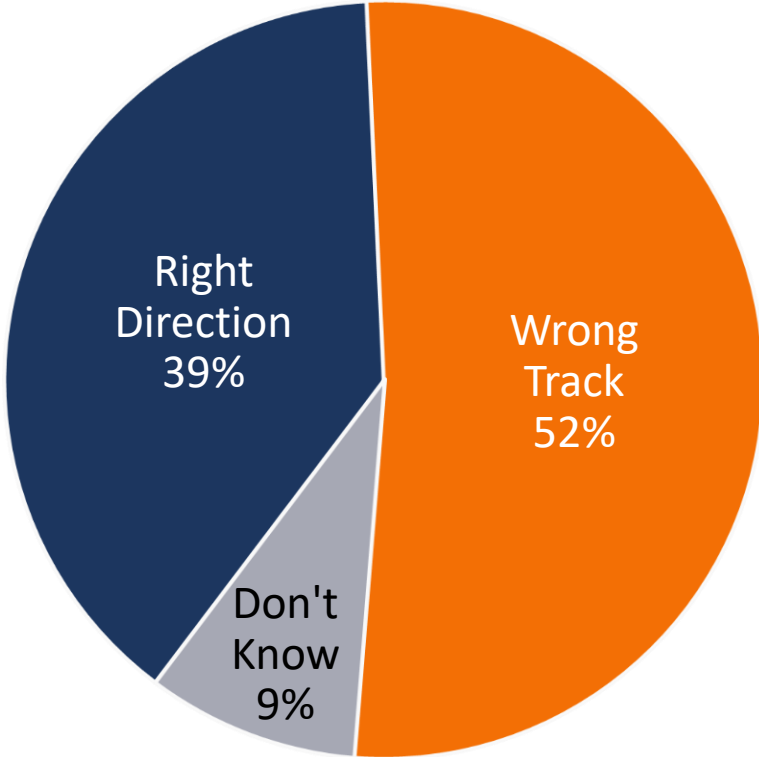


Views of the Direction of the City and Job Satisfaction

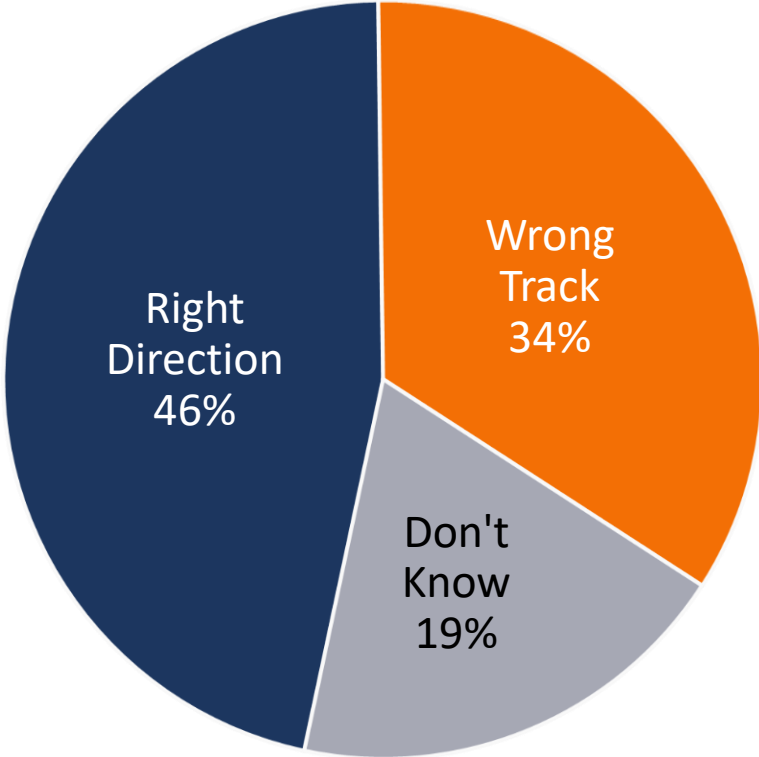
A plurality have a favorable view of the direction of the City, while a majority perceive that California is headed on the wrong track.

In general, do you think things in _____ are headed in the right direction or are they off on the wrong track?

California



The City of Riverside



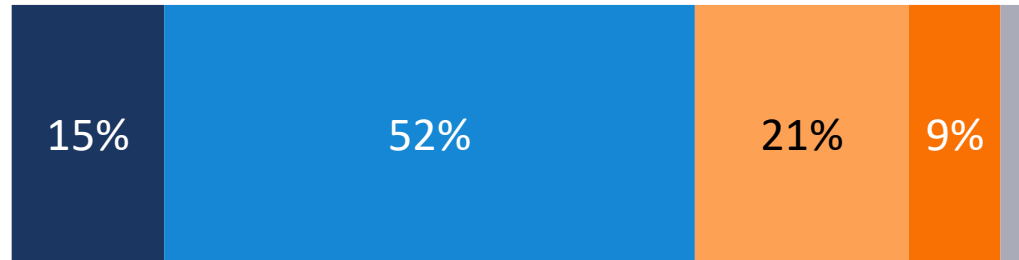
Two-thirds have favorable views of the RPU job performance.

(Ranked by Excellent/Pretty Good)

■ Excl. ■ Pretty Good ■ Only Fair ■ Poor ■ Don't Know

**Excl./
Pretty
Good** **Fair/
Poor**

Riverside Public Utilities,
or RPU



67% **29%**

Riverside City government
overall



48% **48%**

Alternative 1 Ballot Question

(Asked of Half the Sample)

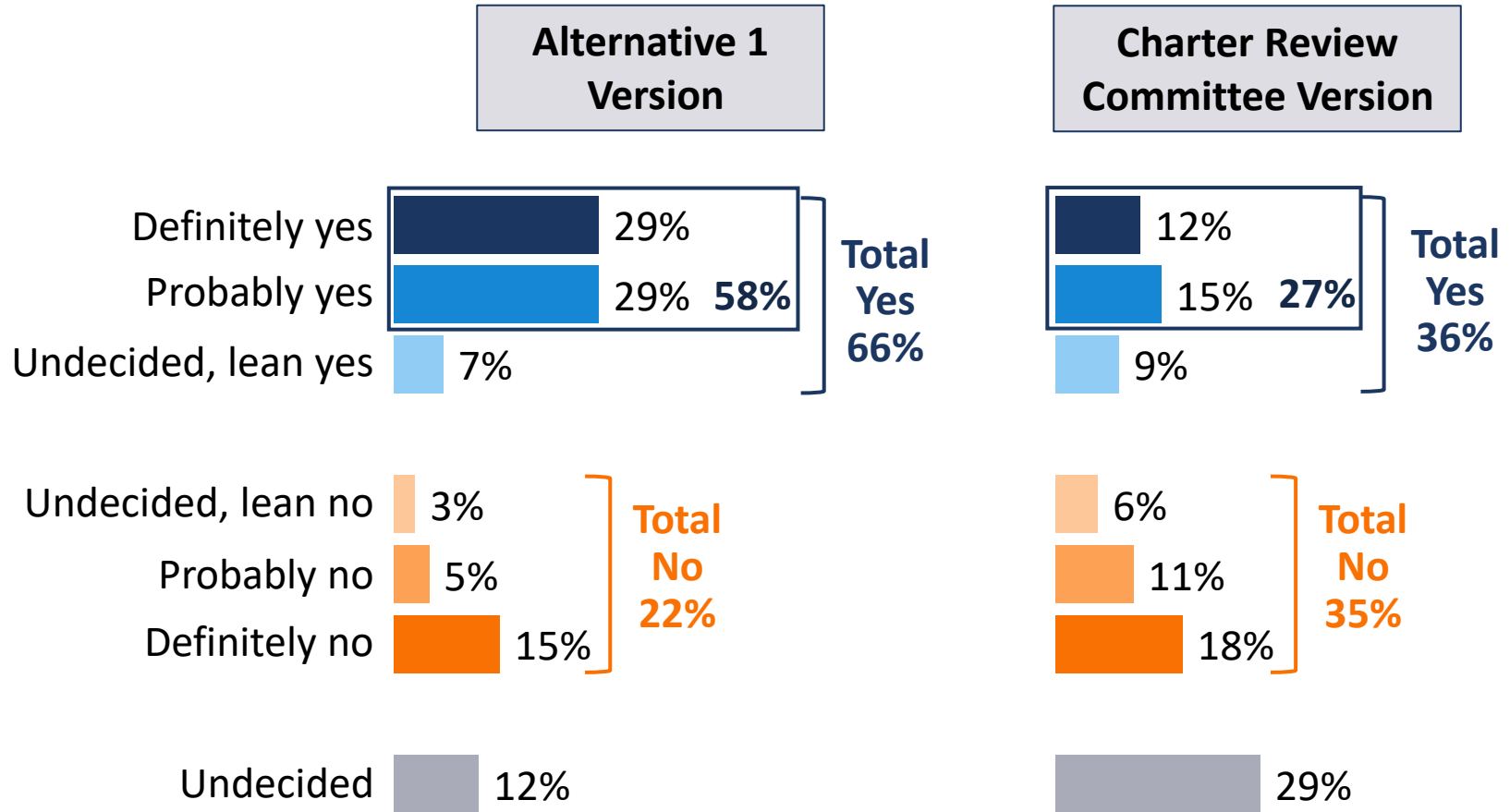
City of Riverside Services Protection Measure. To maintain 911 response times, fire, paramedic, police, street repairs, parks, senior services; address homelessness; maintain other general services, shall the measure amending City of Riverside's Charter to continue collecting in electric rates and maintain the voter-approved fund transfer (established 1968), limited to 11.5% of gross revenue, providing approximately \$40,000,000 annually to City of Riverside's General Fund not increasing tax or utility rates, until ended by voters, requiring audits/funds controlled locally, be adopted?

Charter Review Committee (CRC) Ballot Question

(Asked of Half the Sample)

The Fiscal Responsibility Act of 2021. Shall the measure, beginning January 2022, discontinuing the 11.5% tax on electricity, replacing it with a \$38 million fixed amount transferred from Riverside Public Utility to the unrestricted general fund which amount will be reduced annually by \$1 million until this reduction reaches \$30 million and continuing until ended by the voters, be adopted?

Roughly two-thirds initially report they would vote yes on the alternative 1 ballot question. The reaction to the CRC ballot question is significantly lower.



Two thirds prefer to maintain current levels of City services rather than reducing funding.

(Question order rotated randomly)

Voters should act to maintain current levels of city services the public relies upon, and oppose cuts to services such as 911 response times, fire and police services, park safety and maintenance, road repairs and addressing homelessness.



66%

OR

The City needs to live within its means. A reform measure to reduce funding for the City of Riverside's 911 response times, fire and police services, park safety and maintenance, road repairs and addressing homelessness by \$10,000,000 will force the City to tighten its spending.



25%

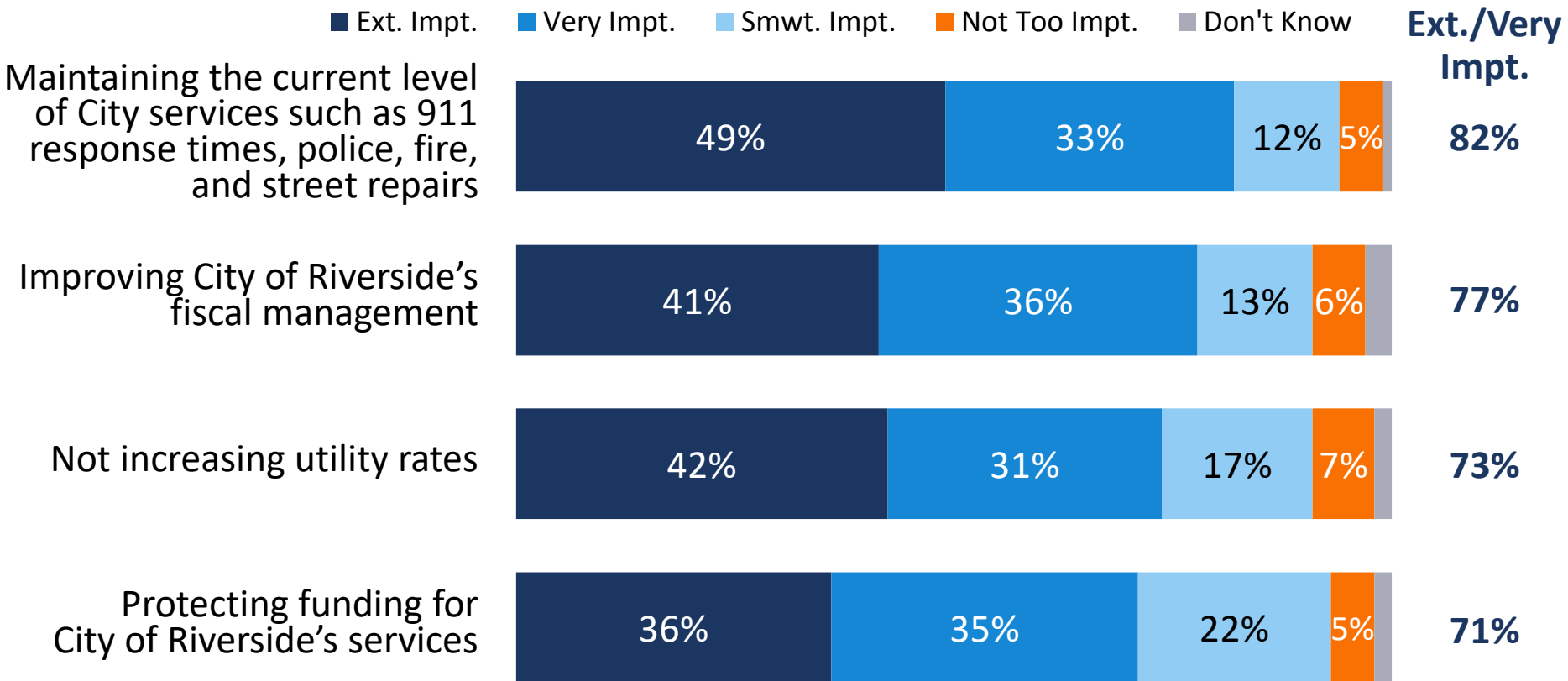
Both/Neither/Undecided



10%

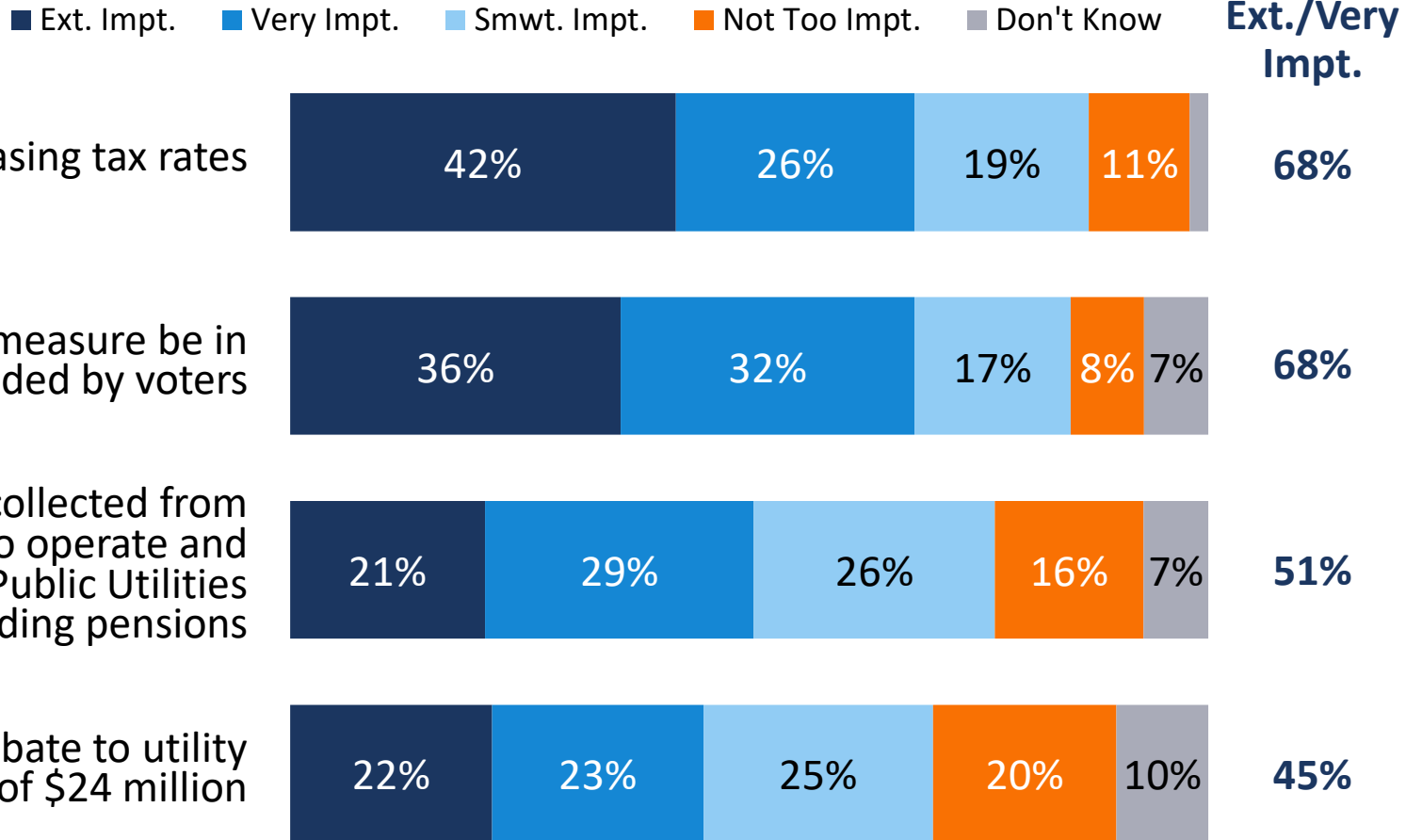
Maintaining current level of City services, and improving the City's fiscal management are considered extremely or very important elements of a proposed measure.

(Ranked by Extremely/Very Important)



Continued

(Ranked by Extremely/Very Important)



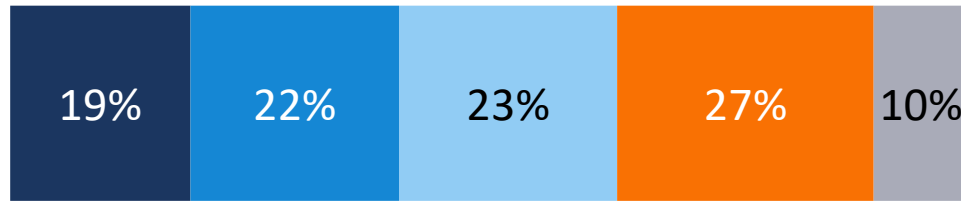
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(Ranked by Extremely/Very Important)

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

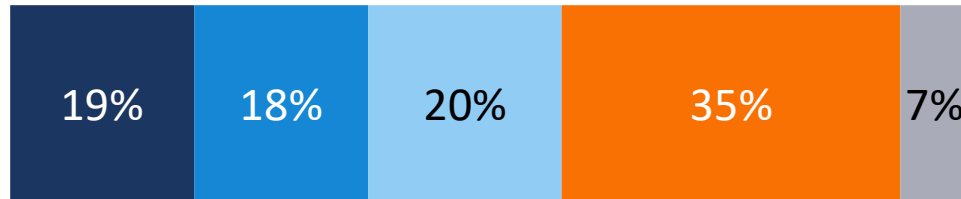
Ext./Very Impt.

Decreasing the budget transfer of funds established and approved by voters in 1968 to maintain the community's 911 response times, police, fire and street repairs by \$10 million



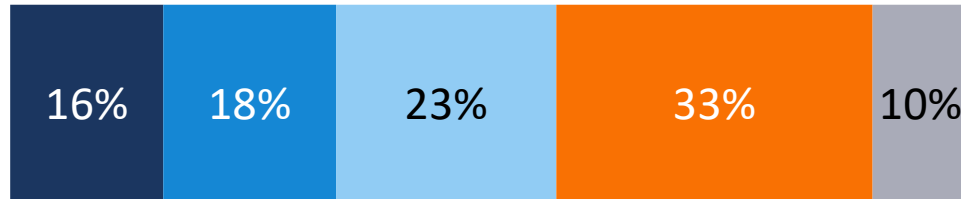
41%

Reducing the amount the City receives to fund general services such as 911 response times, police, fire, and street repairs by \$10 million



37%

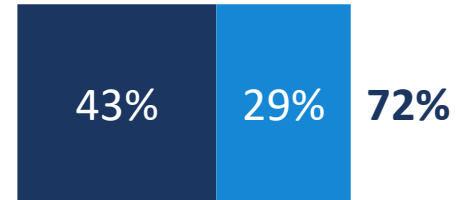
Reducing the amount the City receives to fund general services such as 911 response times, police, fire, and street repairs immediately by \$2 million in 2022



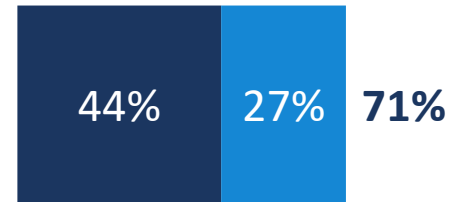
34%

Maintaining medical response times and lifesaving equipment; ensuring no change to electricity rates, taxes and the transfers to pay for City services; and the inclusion of strict accountability are of greatest interest to respondents.

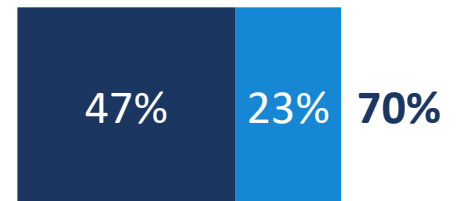
(MEDICAL RESPONSE TIMES) Seconds count in an emergency. Nearly 3 in every 4 calls made to the City of Riverside dispatch have been medical emergencies or rescues. This measure will ensure that Riverside has the needed firefighter-paramedics, infrastructure, lifesaving equipment, personal protective equipment and communications technology to save lives in any type of natural disaster or health emergency.



(ACCOUNTABILITY) This measure includes strict accountability requirements to make sure that funds are used effectively and as promised, including annual independent financial audits and public disclosure of all spending, which will be available online.



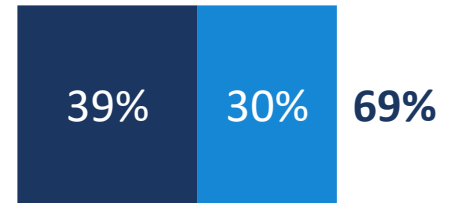
(NO CHANGE) *(Asked only of those who received BQ#1)* This measure does not change electricity rates or raise City taxes. It simply renews permission for the City to continue paying for many of the services that Riverside residents currently receive, such as police and firefighter services and road repairs, with a budgeting procedure that has been in place here in Riverside since 1968 and that has been approved by voters 3 other times over the years.



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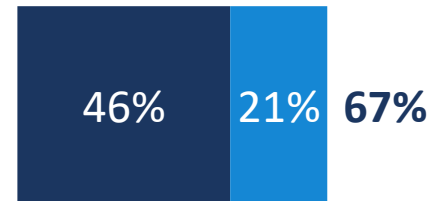
(MAINTAINS CURRENT FUNDING) *(Asked only of those who received BQ#1)*

Particularly in times like this, when the economy is hurting, Riverside needs to maintain its own local funding at current levels for financial stability and to continue to provide essential local services like firefighting, paramedics, police, street repair, and senior and youth service. This measure maintains local funding at levels previously approved by Riverside voters that by law cannot be taken by the county, state or federal governments.



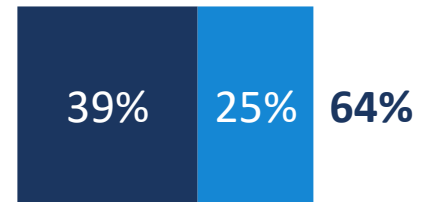
(KEEPING GANGS OUT)

There are 78 active gangs in the City of Riverside, including nearly 1,300 gang members living in or frequenting Riverside, with even larger numbers in our surrounding communities. Passing this measure will allow the police department to continue fighting gang violence, maintain anti-gang programs for at-risk-youth, and keep gang members and drug dealers from nearby communities.



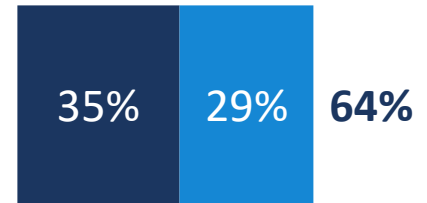
(STREETS)

Nearly half of the City of Riverside's streets were recently rated by independent engineers as either "fair," "marginal," "poor," or "very poor." But without this measure, the situation will get even worse and the City will not have funding for basic road repairs. It is time to fix our streets and make them safer before conditions get even worse and become more expensive to repair.

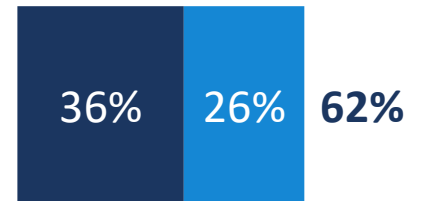


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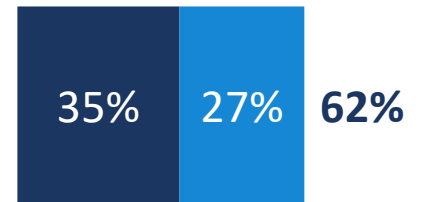
(LESS MONEY) *(Asked only of those who received CRC-BQ)* By steadily reducing our electricity bill payments to the City's General Fund by \$1 million a year, this measure allows the City to plan for cutting unnecessary spending while preserving core services and reducing costs to ratepayers



(PROPERTY VALUES) We do not know how long the financial effects of this pandemic will last, so we need this measure to maintain our local property values by providing the funding to make sure Riverside continues to have well-maintained streets, safe and clean neighborhoods, streets and parks that make our community a desirable place to live, do business and raise a family.

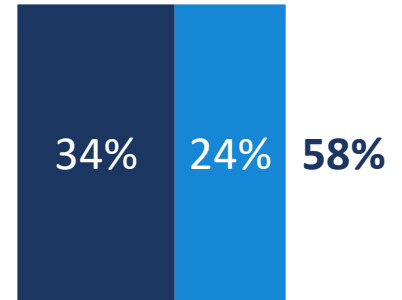


(REFORM) *(Asked only of those who received CRC-BQ)* By lowering the amount that the City is transferring from Riverside Public Utilities ratepayers to the General Fund, the measure will reduce the cost of our electric bills and force the City to improve its fiscal management and be more efficient.

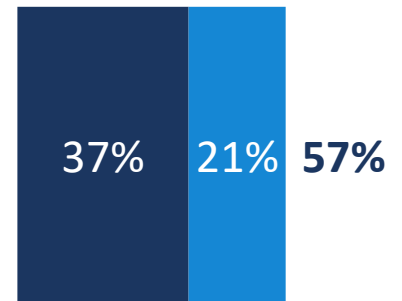



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(REBATE) If this measure passes, Riverside Public Utility rate payers will receive a credit rebate on their electricity bill from the City, which will help many Riverside residents who are still struggling to make ends meet after losing their jobs or getting their hours cut due to the ongoing pandemic.



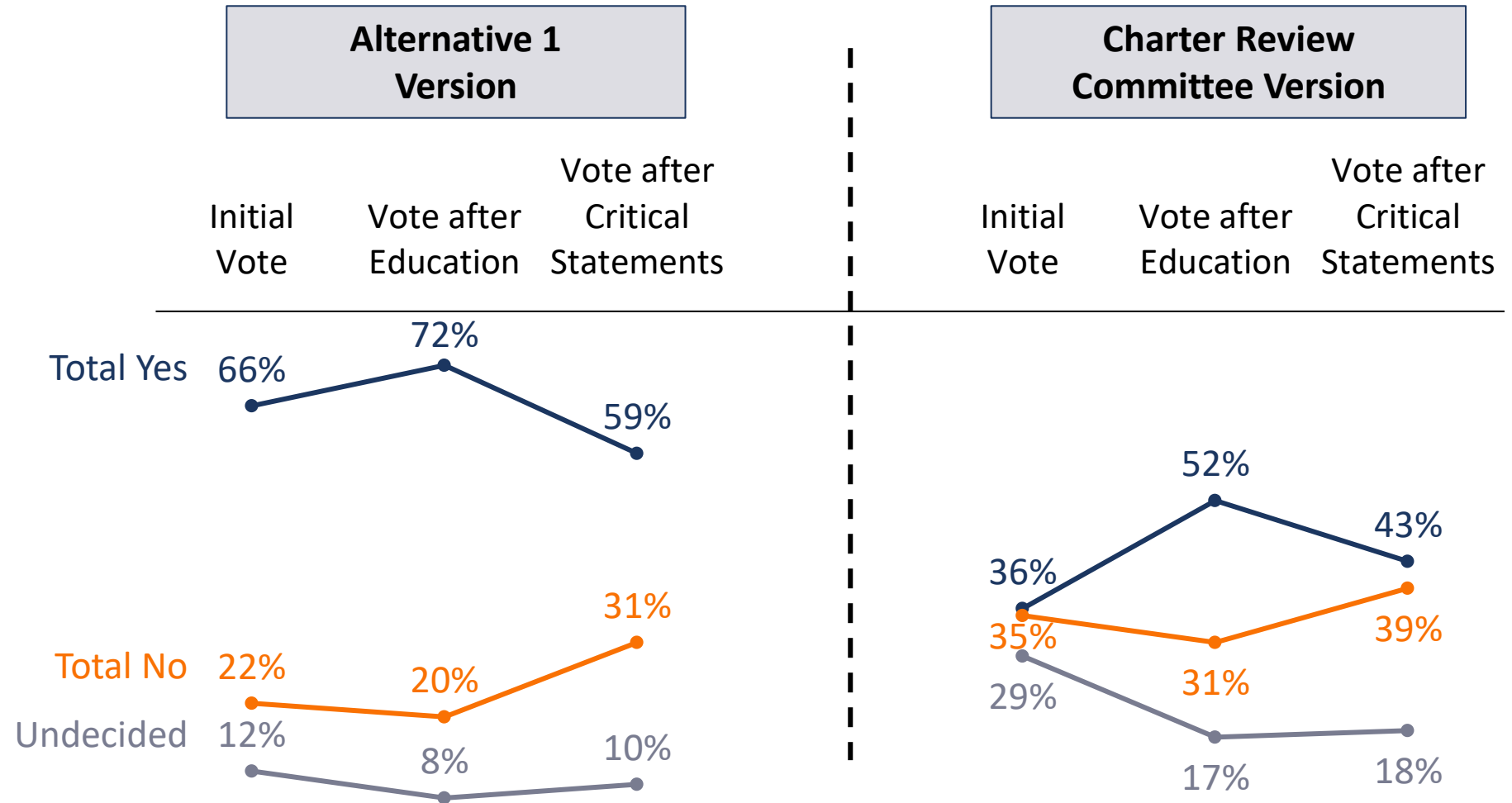
(BUDGET CUTS) If this measure does not pass, the City will lose \$32 million every year and have no choice but to slash basic city services just to balance its budget. The City will be forced to cut essential city services that may include firefighting, paramedics, police, street maintenance, parks, senior services, youth programs, economic development and others.





Respondents also received additional critical information about City reserves, the need for additional cuts to the City's budget and how the City is to refund \$24 million to electricity customers.

After all information, a majority remained in support of the alternative 1 version of the measure, meeting the required threshold above the margin of error, but the CRC version did not.



Conclusions and Recommendations:

FM3 recommends the City of Riverside to move forward with the Alternative 1 Ballot Question.

- Two-thirds initially support the Alternative 1 Ballot Question, and after hearing all information, support above the threshold with 59% indicating they would vote yes.
- Alternative 1 Ballot Question remains above the margin of error of passage throughout the survey, and at its high-point slightly more than four-in-ten said they would definitely vote yes.
- The Charter Review Committee Ballot Question does not appear to be viable at this time. Roughly one-third initially support the measure and support remains below the threshold after critical statements.



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