



MEMORANDUM

October 29, 2015

TO: Land Trust of Napa County

FROM: Bryan Godbe
President
Godbe Research

RE: 2016 Sales Tax Feasibility Survey – Summary of the Results

The Land Trust of Napa County commissioned Godbe Research to conduct an online and telephone survey to assess support for a sales tax measure to support park and open space needs.

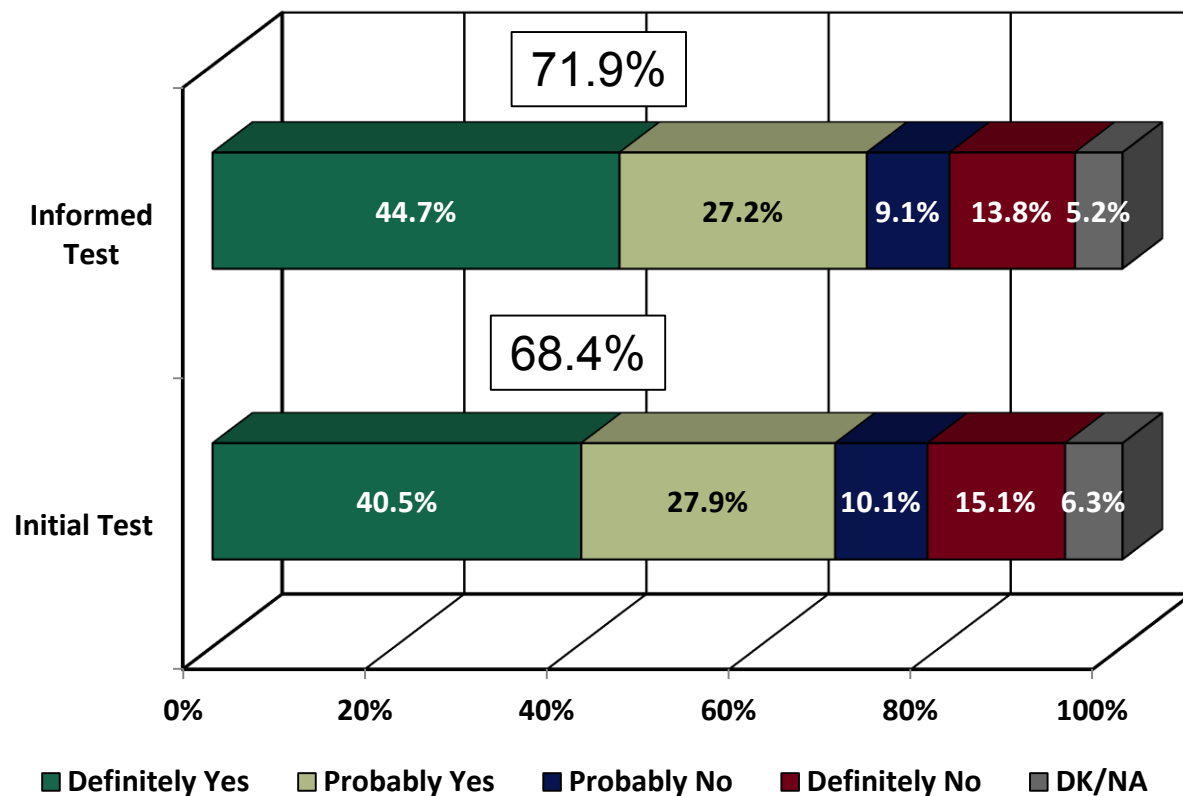
Interviews were conducted from September 8 to September 17, 2015, and the average phone interview time was approximately 22 minutes. A total of 809 likely November 2016 voters in Napa County participated in the survey, and the study parameters resulted in a margin of error of plus or minus 3.4 percent. The survey sample is representative of likely November 2016 Napa County voters in terms of gender, age, and other demographics.

Overall, protecting local watersheds and preserving open space are among the five most important issues tested in the county.

1C. Maintaining the quality of public education	2.39
1B. Protecting local watersheds	2.32
1D. Improving the local economy	2.13
1A. Preserving open space	2.03
1G. Reducing traffic	1.98

The survey results indicate a solid base of support for a park and open space sales tax measure among likely November 2016 voters.

After hearing and initial summary of a ½ cent park and open space sales tax measure, fully 68.4 percent of those surveyed indicated support, including 40.5 percent who indicated they would definitely support the measure.



After more information about the proposal, including priorities to be funded and positive statements about the measure, the definitely yes category increased to 44.7 percent, with a total yes of 71.9 percent. Even when the margin of error is accounted for, 68.5 percent of the voters support the measure. And, if the tax rate were ¼ cent, support increases to 72.8 percent.

Respondents identified a variety of key priorities:

Survey respondents were presented with a variety of park and open space needs to determine their importance and the survey results suggest a clear priority:

4K. Protect water resources	1.32
4F. Preserve land that protects drinking water sources	1.31
4I. Restore and protect watersheds, rivers, and creeks	1.23
4Q. Protect water quality and quantity	1.20
4P. Protect the quality of water in Napa County rivers, lakes and streams	1.18
4G. Manage vegetation to preserve biodiversity and reduce wildfire risk	1.05
4A. Protect natural areas, and wildlife habitat	1.02
4D. Restoration of the Napa River	0.99
4C. Improve and maintain existing parks	0.97
4H. Repair and replace deteriorating open space infrastructure	0.92
4B. Maintain and enhance walking, hiking, biking and equestrian trails	0.91

Understanding the impacts of the measure strongly increases support:

Survey respondents were also presented with a variety statements about the measure, all of which significantly increased support for the measure – between 82 and 63 percent:

5D. The measure will help protect our water supply.	1.43
5A. The measure will give Napa County local control over local funds for local needs. 100 percent of the money will stay in Napa and no funds can be taken by the state	1.40
5C. The measure will help protect water quality in rivers, creeks, streams.	1.39
5B. The measure requires independent citizen oversight, mandatory financial audits, and yearly reports to the community to ensure that all funds are spent as promised, not for administrator salaries or pensions.	1.31
5N. We must act now to protect Napa County's natural areas, water quality and wildlife before they are gone forever. The longer we wait, the more expensive it will be to protect open space, water and wildlife.	1.30
5K. Without the measure, unprotected natural land will eventually be lost to development, causing even more overcrowding, traffic and demand for water.	1.27
5F. The measure will help protect 30,000 acres of Napa's rolling hills, watersheds, natural habitats, and forests throughout Napa County.	1.26
5S. The measure will improve the of quality life for locals, not just tourists.	1.26
5M. The measure will preserve open space and our environment for our children and grandchildren.	1.25
5E. Tourists from outside Napa County will pay more than one third of the total to fund Park and Open Space services.	1.21

5P. The measure will ensure that Napa County gets its fair share of State and Federal matching funds to help protect open space in Napa County.

1.21

Conclusion:

Likely November 2016 voters in Napa County strongly support a park and open space sales tax measure, and there is a clear sense of the respondents' open space priorities for the funds generated by the measure.