



NAPA COUNTY
CA



Napa County Voter Support for Jail Improvements

*Key Findings from a Countywide Tracking Poll
Conducted February 6-9, 2016*

Fairbank, Maslin, Maullin, Metz & Associates – FM3

PUBLIC OPINION RESEARCH & STRATEGY

220-4346

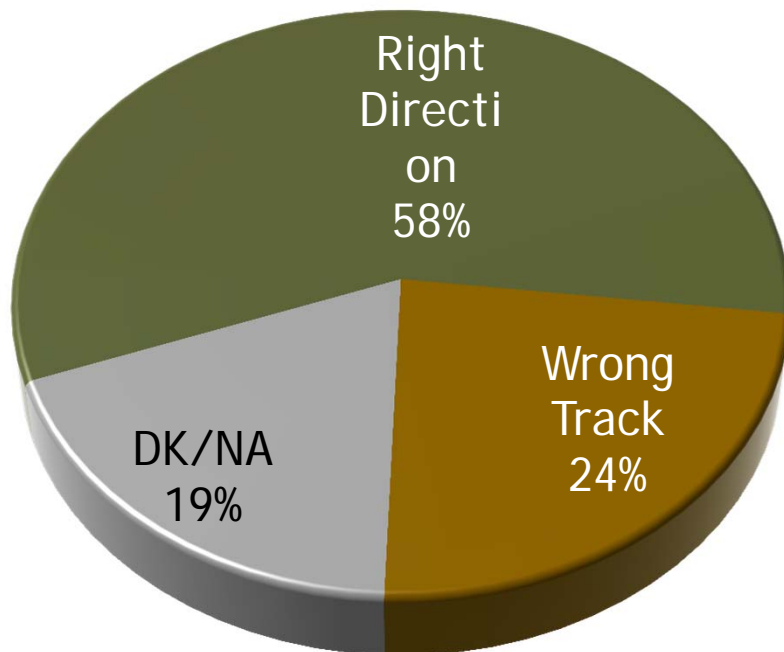
Survey Methodology

- 401 telephone interviews with voters likely to cast ballots in November 2016 in Napa County
- Interviews conducted February 6-9, 2016
- Interviews conducted in English on landlines and cell phones
- Key questions tracked from a September 2015 baseline survey
- Margin of sampling error of +/-4.9% at the 95% confidence level
- Some percentages may not sum to 100% due to rounding

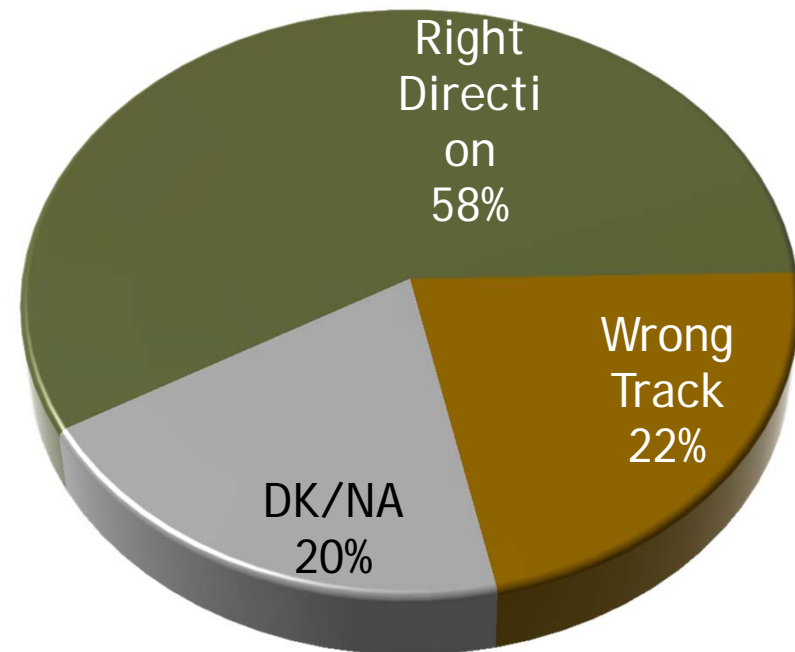
Over half of voters think the county is headed in the right direction.

Do you think things in Napa County are headed in the right direction, or do you feel that they are off on the wrong track?

August-September 2015



February 2016





Support for a Jail Improvement Ballot Measure

Methodology for Testing Funding Mechanisms

- Half of respondents were asked about a \$125 million general obligation bond measure
- Half of respondents were asked about a one-half cent sales tax
- Either approach requires two-thirds supermajority support
- Voters were offered pro and con arguments focused on whichever funding mechanism they were offered, as well as a follow-up question about the finance mechanism



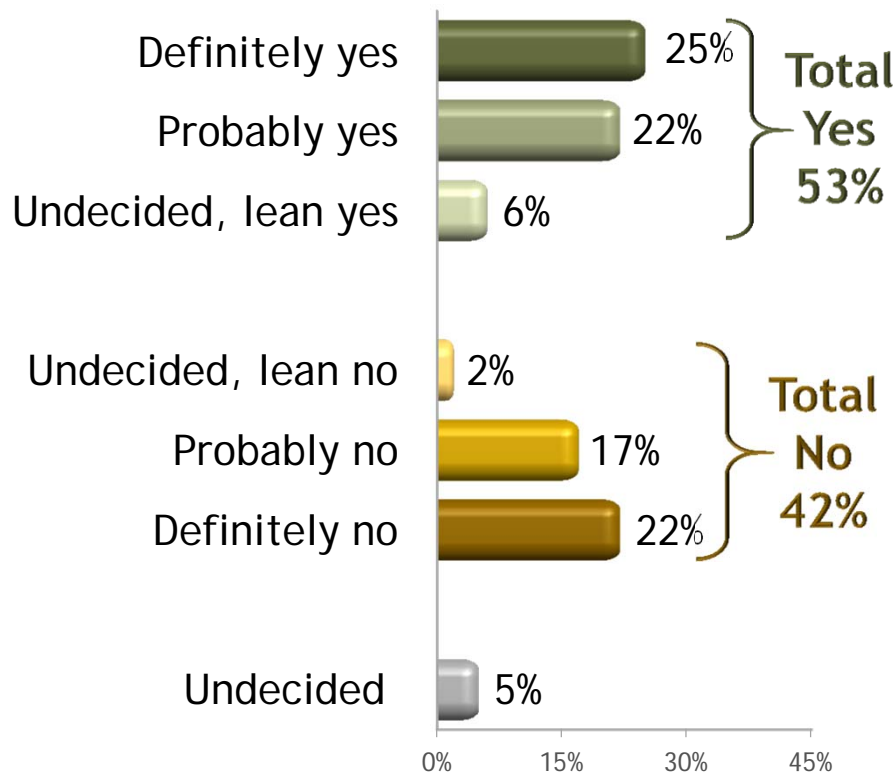
Bond Measure Ballot Language Tested

To provide mental illness and substance abuse treatment, vocational education and job training services to better prepare inmates for life after release; better meet the needs of young offenders and veterans; and safely relocate prisoners outside of downtown Napa; shall Napa County replace the outdated and earthquake-damaged jail facility by issuing \$125 million in bonds, with expenditures subject to annual independent audits and citizen oversight?

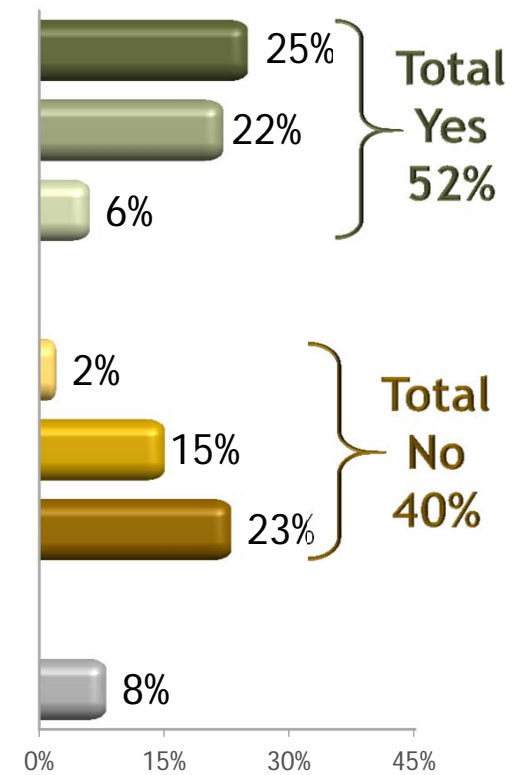
A slim majority of voters backs the bond measure, at either election date.

If the election were held today, would you vote yes in favor or no to oppose this bond measure?

Likely June 2016 Voters



Likely November 2016 Voters

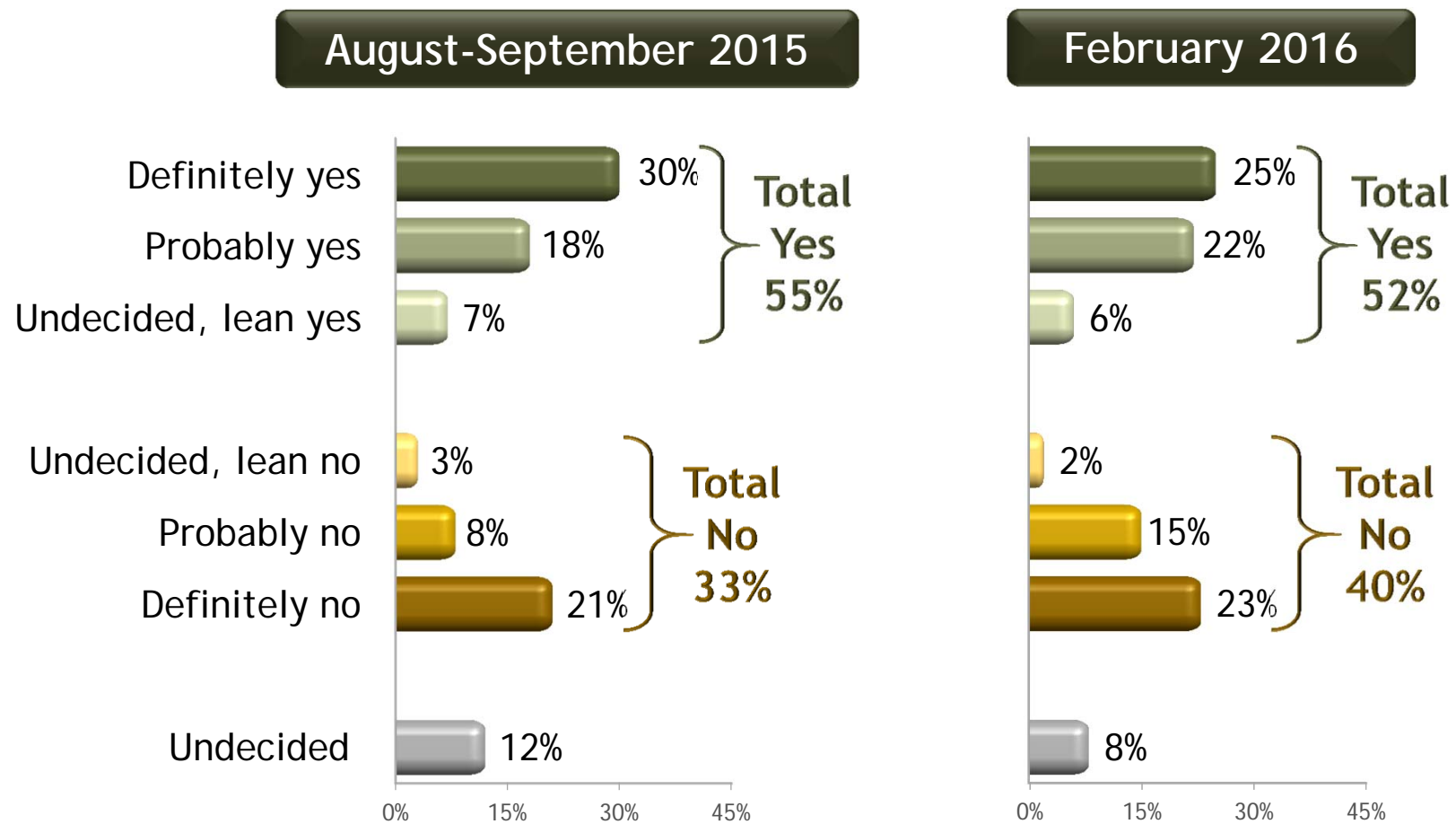


Previous Ballot Language Tested in 2015

To prevent the early release of convicted criminals; improve the safety of corrections officers; prevent overcrowding and unsafe jail conditions; provide mental illness/substance abuse treatment and job training services; safely relocate prisoners outside of downtown Napa; and reduce taxpayer costs for jail operations; shall Napa County replace the outdated and earthquake-damaged jail facility by issuing \$125 million in bonds, with expenditures subject to annual independent audits and citizen oversight?

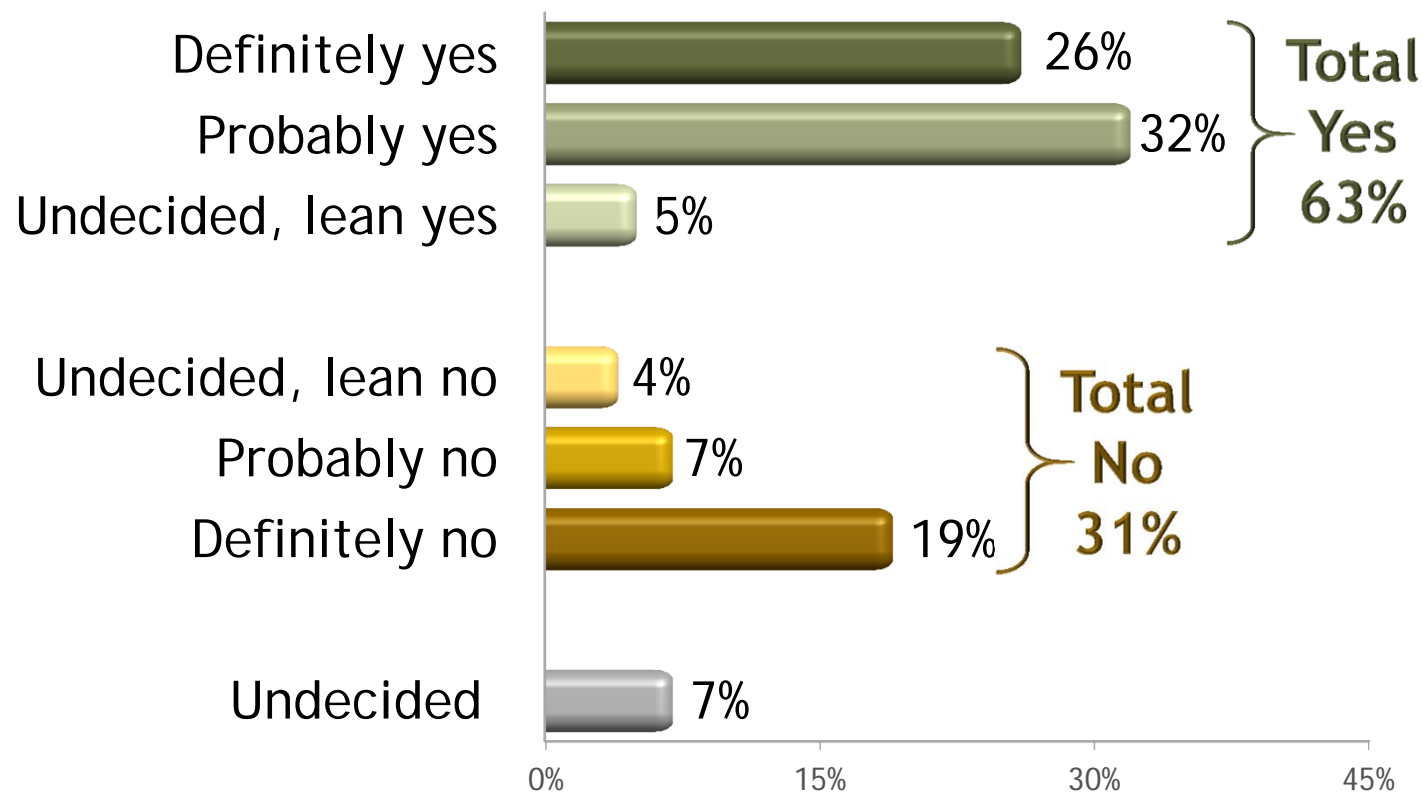
Support is at essentially the same level as it was in September 2015.

If the election were held today, would you vote yes in favor or no to oppose this bond measure?



Support rises to six in ten when a lower bond amount is proposed.

And suppose that this crime reduction, mental health and community safety measure allowed the current jail building to stand in downtown Napa, to be used for other criminal justice purposes, while moving all the inmates to a new location. The bond measure would then be for \$60 million, rather than \$125 million. In that case, would you vote yes in favor of it or no to oppose it?



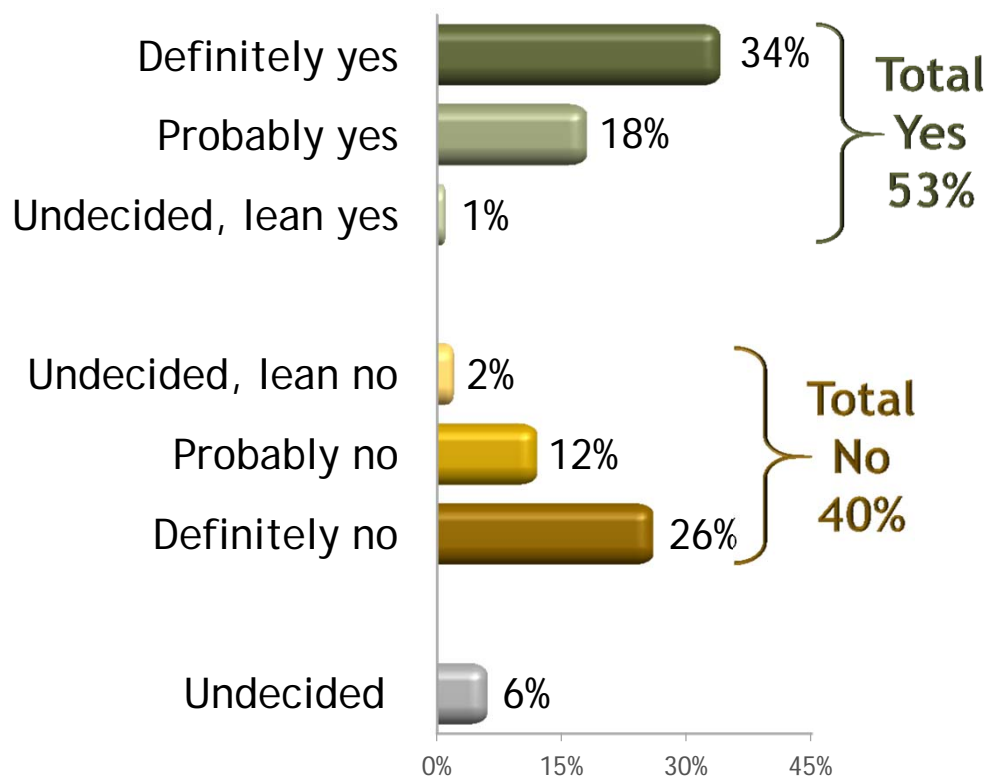
Sales Tax Ballot Language Tested

To provide mental illness and substance abuse treatment, vocational education and job training services to better prepare inmates for release; better meet the needs of young offenders and veterans; and safely relocate prisoners outside downtown Napa; shall Napa County replace the outdated and earthquake-damaged jail facility by increasing the sales tax by ½ cent for approximately 12 years, providing \$16 million per year, subject to audits and citizen oversight?

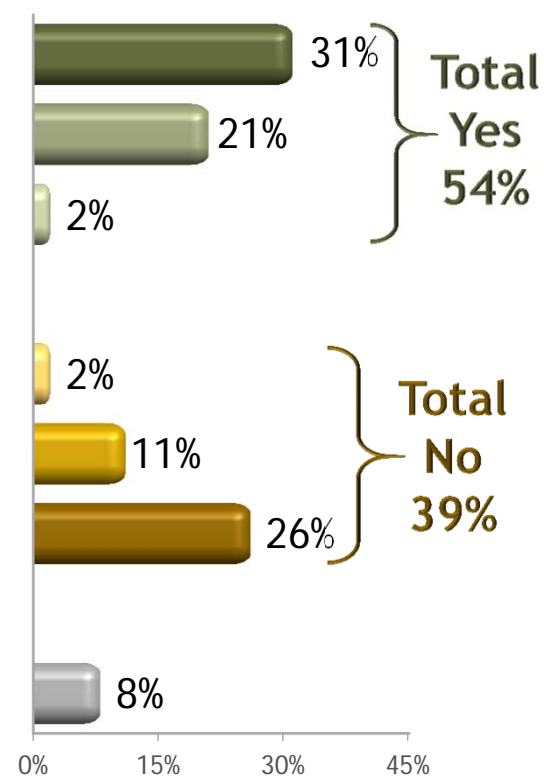
Over half of voters support a sales tax, but well short of two-thirds.

If the election were held today, would you vote yes in favor or no to oppose this bond measure?

Likely June 2016 Voters

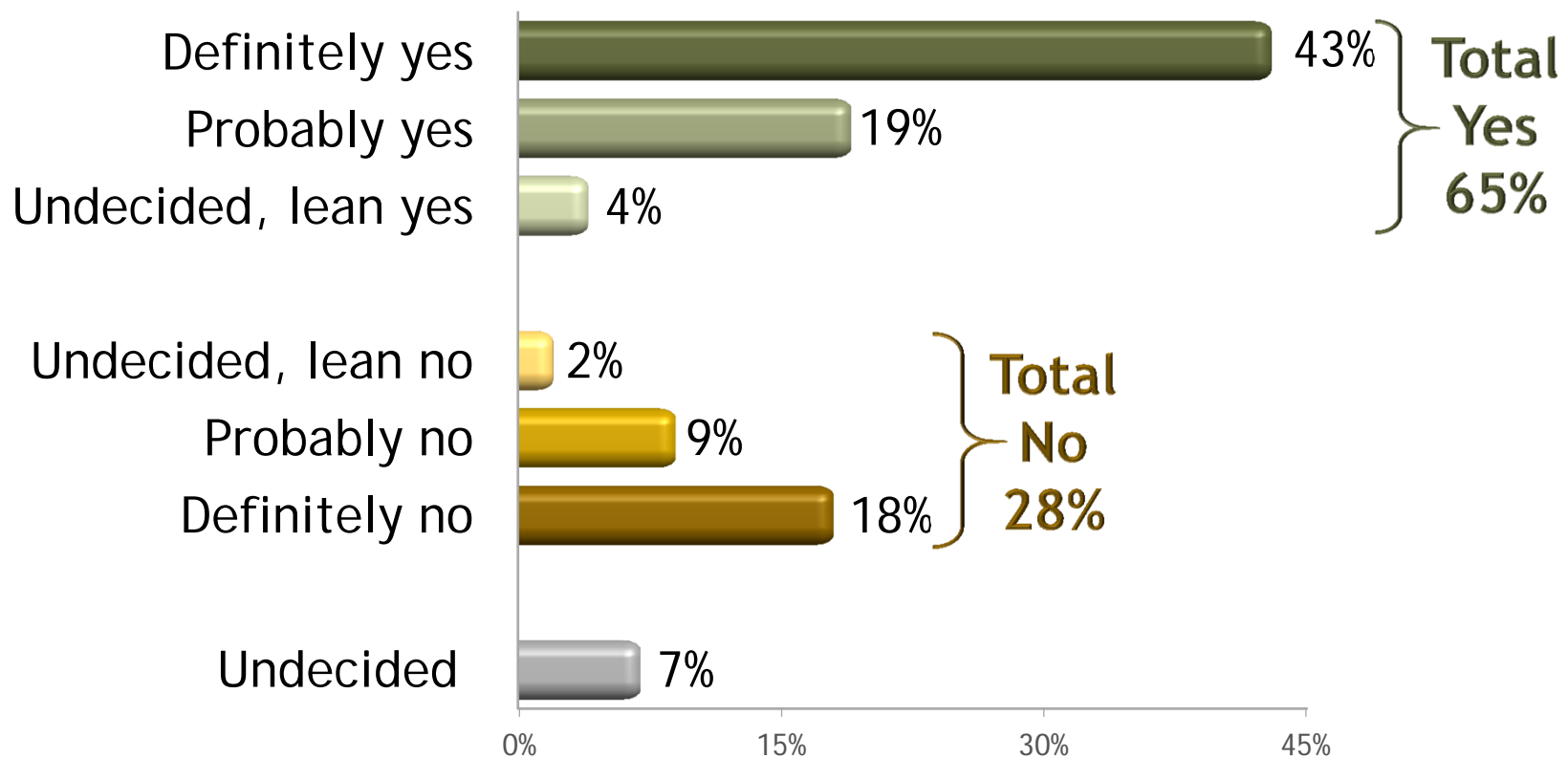


Likely November 2016 Voters



Support for a sales tax is just shy of two-thirds when voters learn tourists will bear the majority of the tax burden.

Suppose you knew much of the sales tax revenue generated by this measure would be paid by tourists and visitors to Napa County, rather than by local residents. In that case, would you vote yes in favor or no to oppose this measure?





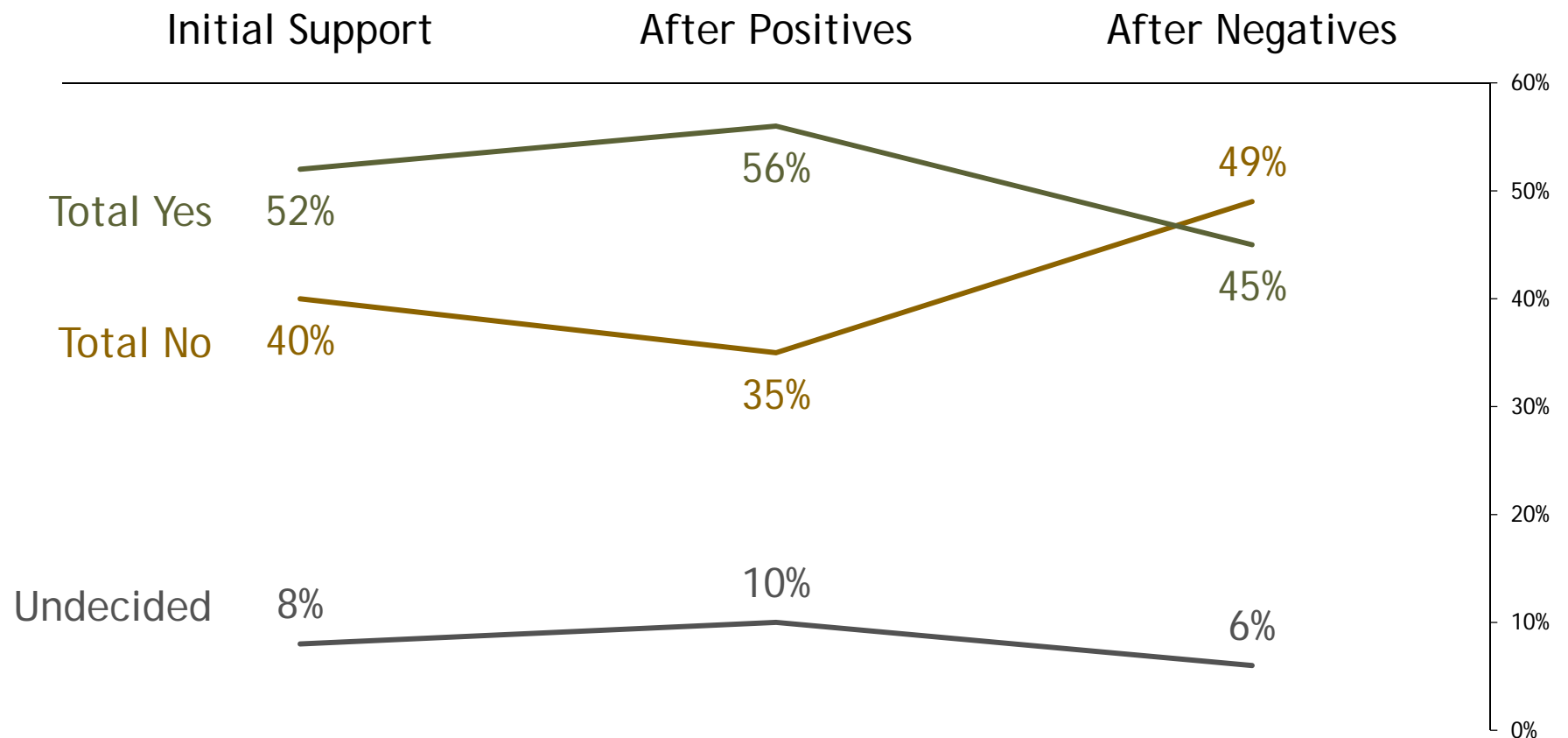
Impact of Messaging

Support and Opposition Messages Tested

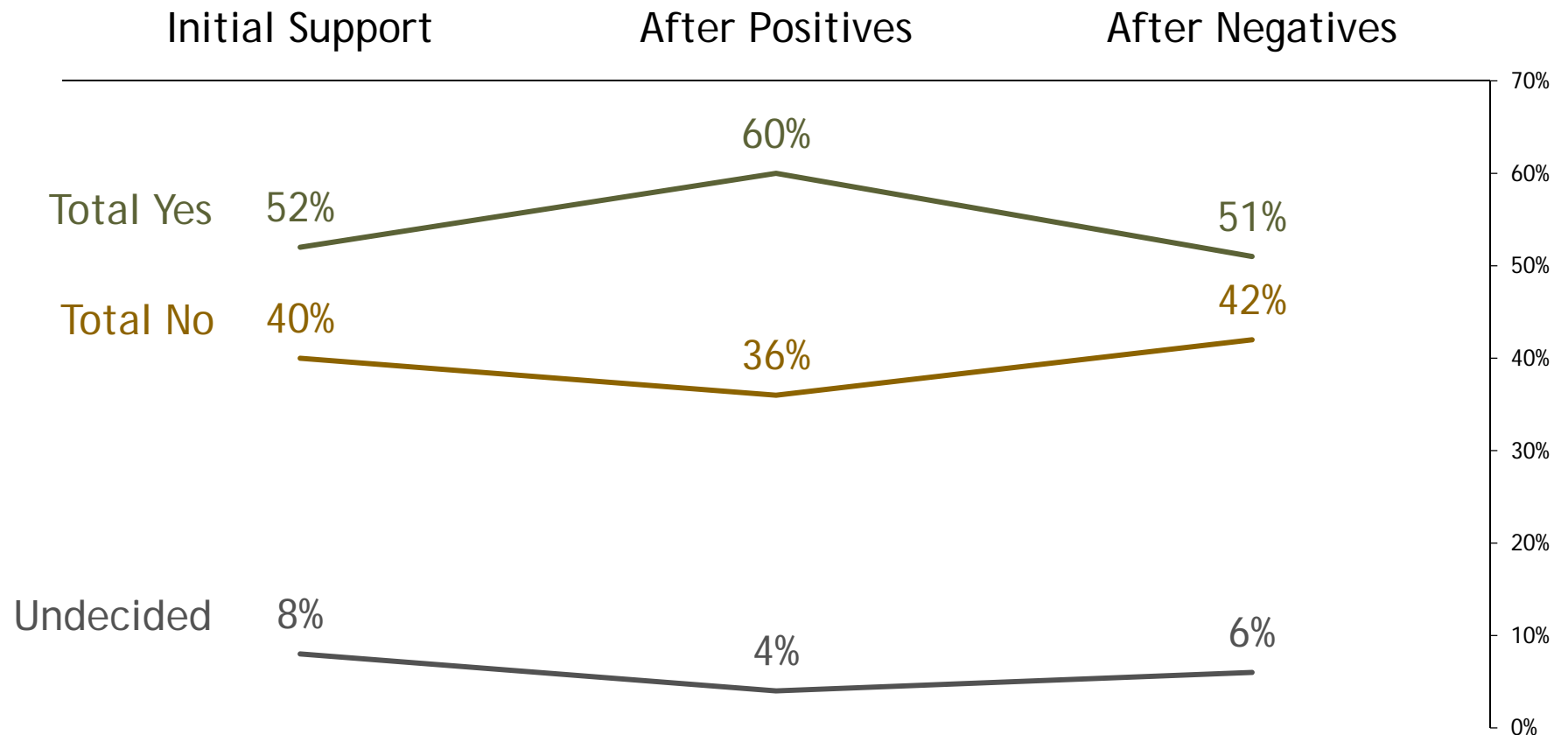
Supporters say that Napa County relies on an aging, deteriorating, overcrowded jail built forty years ago in downtown Napa. While Napa County has a proven track record treating and rehabilitating inmates so that they don't return to crime, the old jail lacks adequate facilities for mental health treatment and addiction counseling inmates need to get their lives back on track. Improved educational and job training facilities are needed to help give inmates the skills they need to succeed when they get out, so inmates who are ready for release can avoid slipping back into criminal behavior and can re-enter society as productive citizens. In addition, the old jail lacks adequate facilities for specialized programs needed by military veterans among our inmate population. That's why the Napa County Grand Jury has urged the County to seek funding to replace the old jail. This measure would fund a new facility outside of downtown that would provide these critical rehabilitation services, replacing the current jail, which is located near shops, restaurants and housing.

Opponents say that this measure will add to the very high taxes Napa County residents already pay. We cannot afford to spend more on a new jail when there are so many other urgent issues facing the County, like schools and education. There are less expensive ways to treat drug addiction and mental illness. The state budget is running a surplus now, and Sacramento politicians are still handing state prisoners to Napa County to take care of. Rather than taxing ourselves to build a new jail, we should tell the state to pay to solve its own problems.

Support for a bond measure fluctuates with messaging, but never reaches two-thirds.



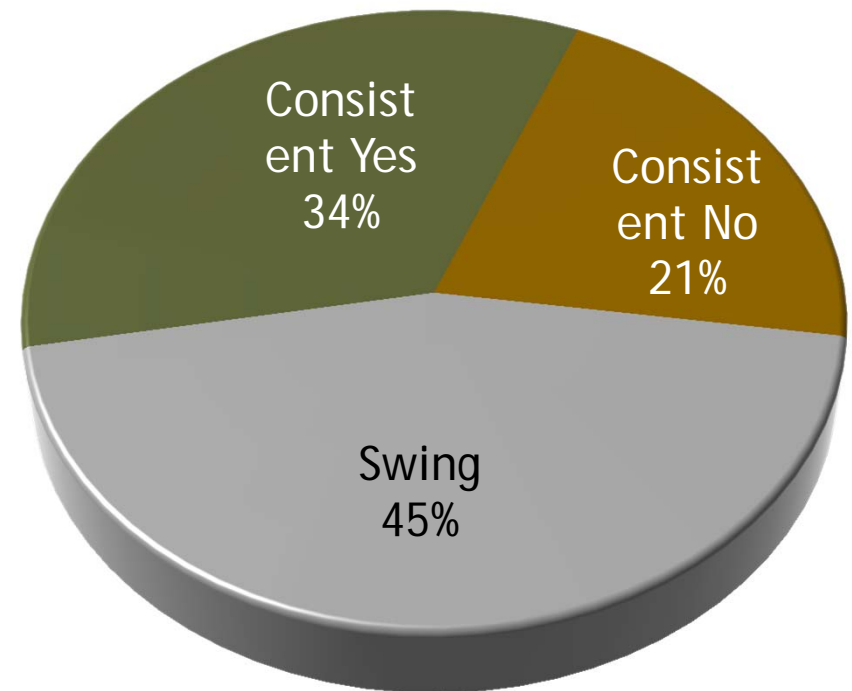
Support for the sales tax measure follows a similar trend, and stays below two-thirds – though it retains majority support.



Segmenting Napa County Voters by Consistency of Support

- **Consistent Yes:** Voters who consistently indicated they would vote “yes” in favor of the measure
- **Consistent No:** Voters who consistently indicated they would vote “no” to oppose the measure
- **Swing:** Voters who do not fall into any of the other categories - remaining consistently undecided or switching positions

The following slide shows demographic groups that disproportionately fall into one category or the other.



Demographic Profile of the Segments

| Consistent Yes | Swing | Consistent No |
|-----------------------------|----------------------------|-----------------------------|
| <i>34% of Electorate</i> | <i>45% of Electorate</i> | <i>21% of Electorate</i> |
| Liberal Democrats | Latinos | Multi-Republican Households |
| Liberals | Voters of Color | Republican Men |
| HH Income \$50,000-\$75,000 | Women Ages 18-49 | Republicans |
| Multi-Democrat Households | American Canyon | Supervisory District 1 |
| Democratic Men | Independent Women | Republicans Ages 50+ |
| Democrats Ages 50+ | Supervisory District 5 | Republican Women |
| Democrats | Republican Women | Conservative Republicans |
| Renters | Ages 30-39 | Independents Ages 50+ |
| Independent Men | Election Day Voters | Men Ages 50+ |
| Men Ages 18-49 | HH Income <\$50,000 | Ages 50-64 |
| HH Income \$75,000+ | Women | Conservative |
| Democratic Women | Independents Ages 18-49 | Homeowners |
| Supervisory District 2 | Ages 18-49 | Ages 50+ |
| Democrats Ages 18-49 | Single Democrat Households | Men |
| Independents Ages 18-49 | Democrats Ages 18-49 | Independent Men |
| Whites | Ages 18-29 | Napa |
| Ages 18-29 | Conservative Republicans | HH Income \$75,000+ |
| Men | Ages 75+ | Whites |



Conclusions

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- While voters offer consistent majority support for a jail improvement measure, that support falls consistently below the two-thirds level.
- A sales tax shows somewhat more potential than a general obligation bond, particularly when voters understand that visitors pay much of the tax.
- Nonetheless, neither measure shows a high probability of success in either June or November.
- While a continuing program of public education remains important, alternative finance concepts will need to be considered.

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