



City of San José 2009 Budget Priorities Survey

**Survey Conducted:
January 11-18, 2009**

320-344

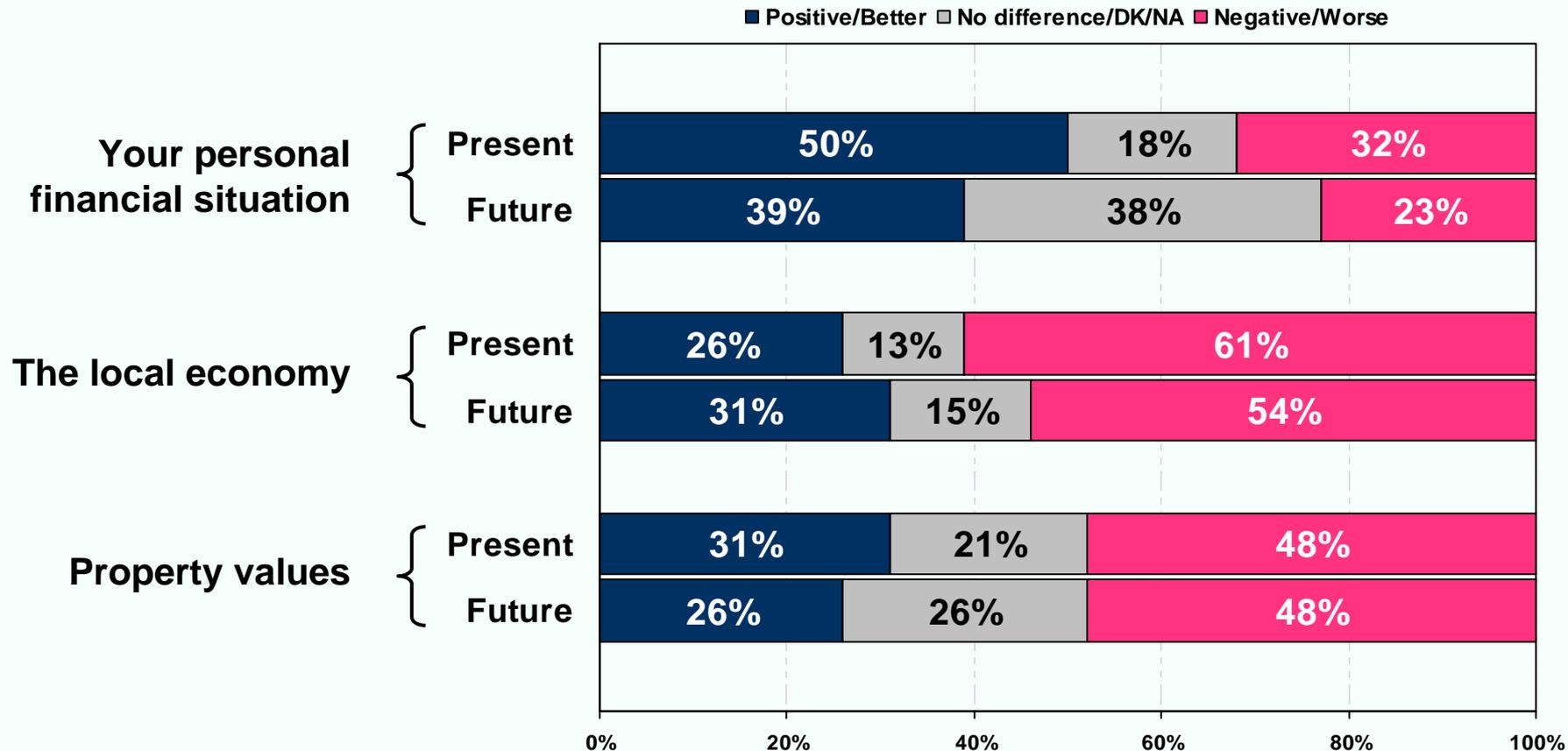
Fairbank, Maslin, Maullin & Associates
Opinion Research & Public Policy Analysis

Santa Monica, CA – Oakland, CA – Madison, WI – Mexico City

San José residents are concerned about the local economy, but are more positive about their personal financial situation.

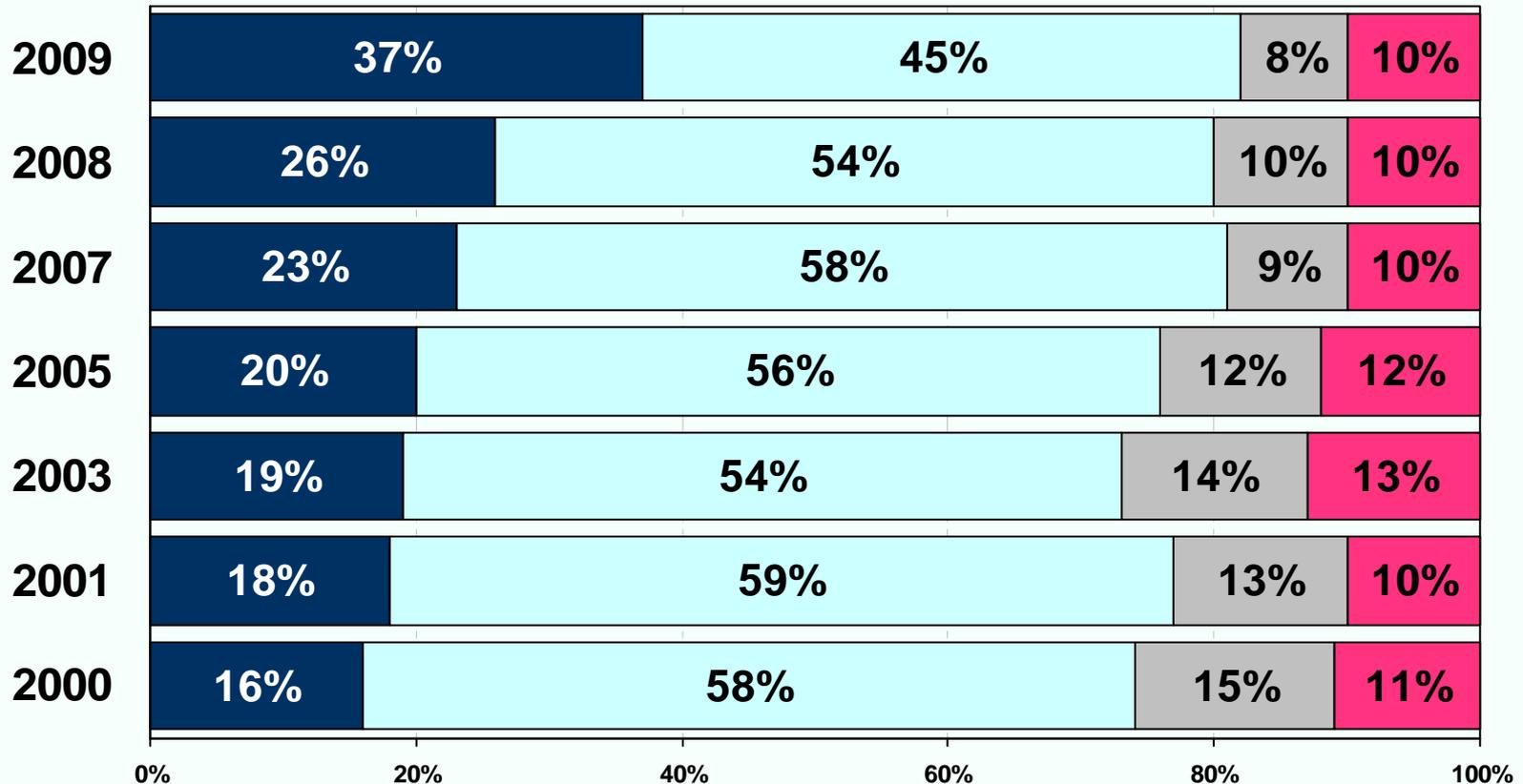
I am going to read you a list of different aspects of life in San José.

- 1) Please tell me whether you currently have a generally positive or generally negative feeling about that item.*
- 2) Please tell me if you expect that item to be better or worse twelve months from now.*



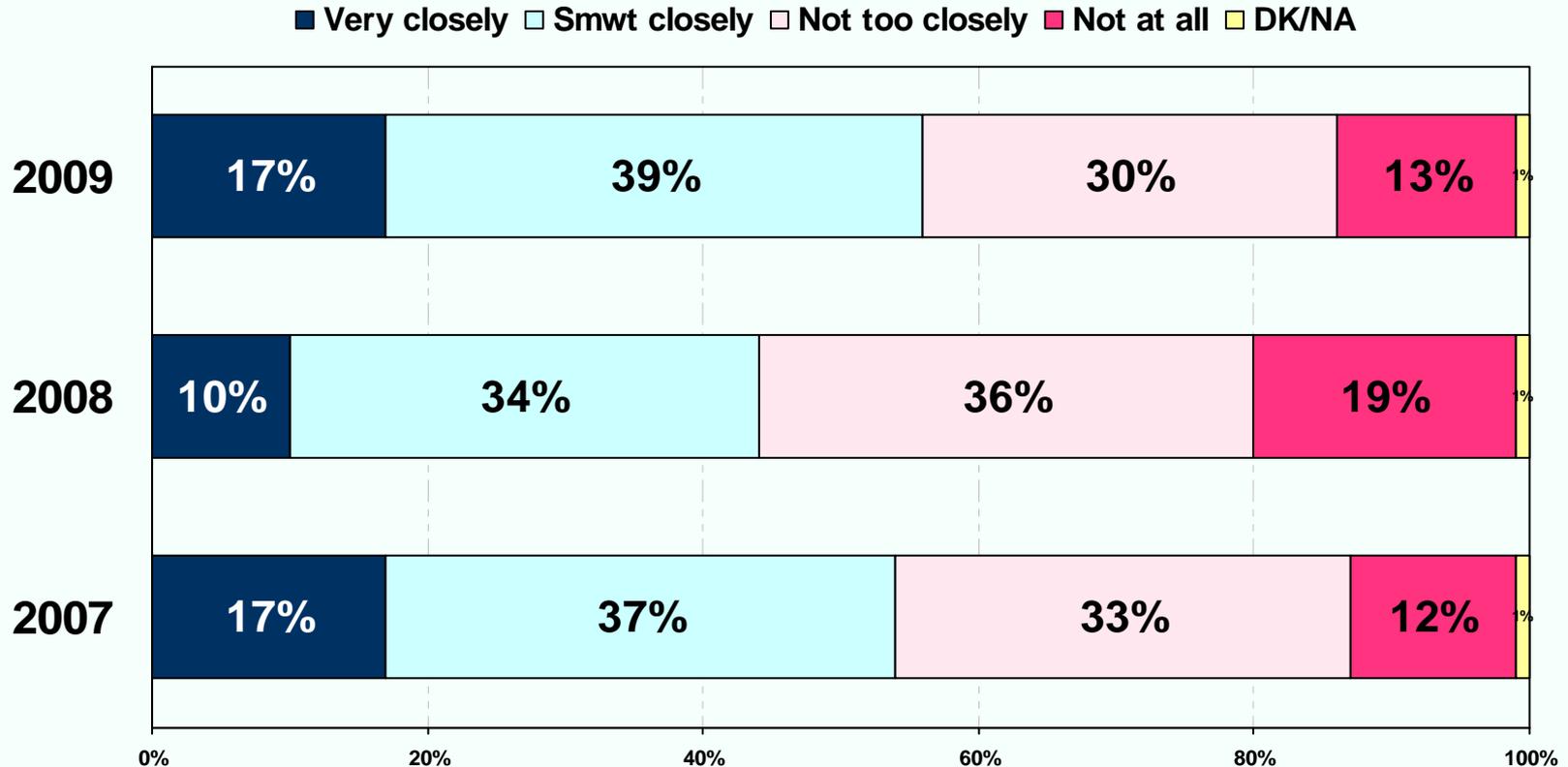
There has been a steady increase in the intensity of satisfaction with City services.

■ Very satisfied □ Smtw satisfied ■ Neither/DK ■ Smtw/Very dissatisfied



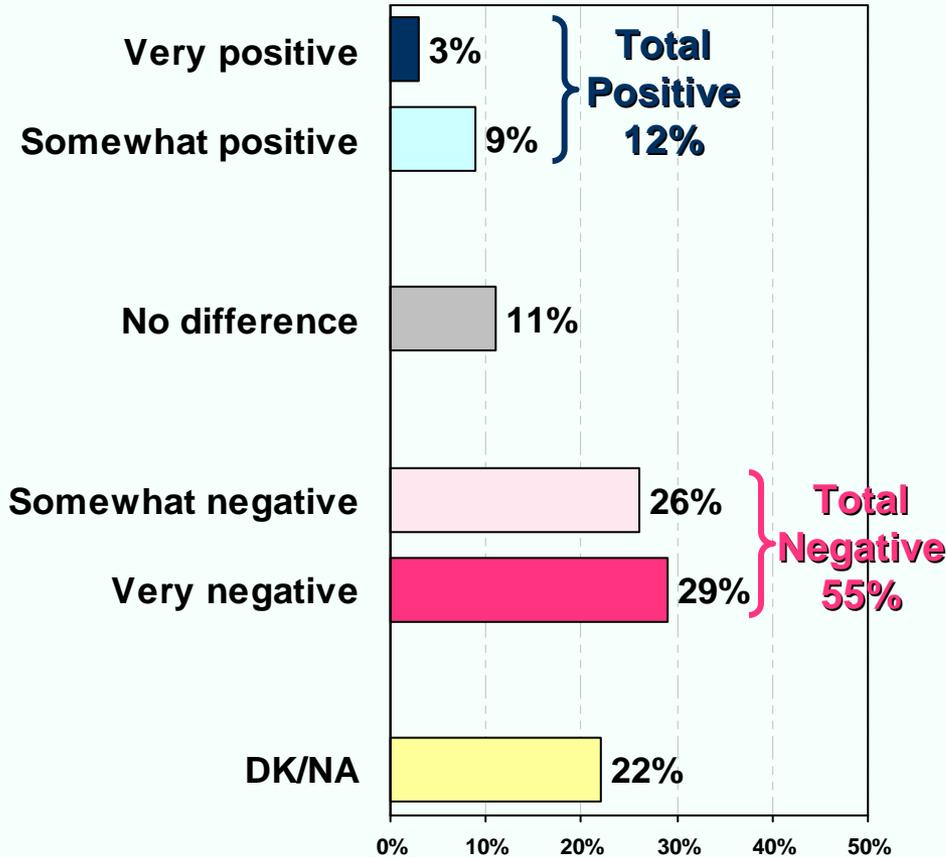
(2000-2005 data from City of San José community satisfaction surveys.)

The proportion of residents closely following the City budget has risen since last year.

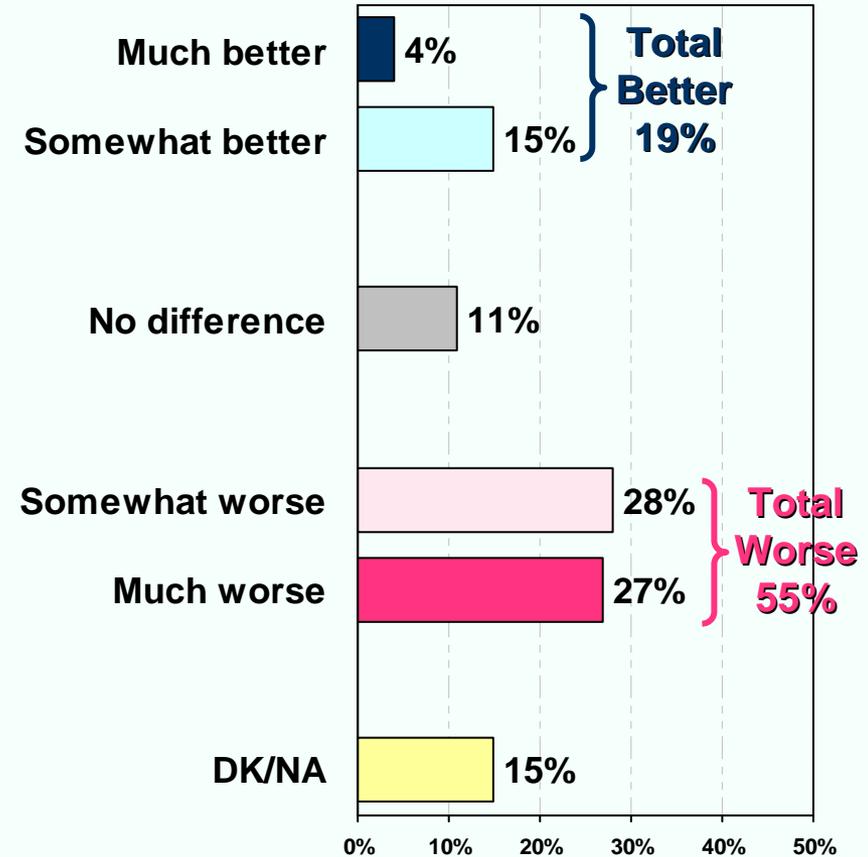


Majorities have a negative feeling about the City budget, and think it will get worse.

Current Feelings



Expectations 12 Months from Now



3d. I am going to read you a list of different aspects of life in San José. Please tell me whether you currently have a generally positive or generally negative feeling about that item: The City's budget. Split Sample

2d. I am going to read you a list of different aspects of life in San José. Please tell me if you expect that item to be better or worse twelve months from now: The City's budget. Split Sample

Residents continue to narrowly prefer service cuts to revenue increases.

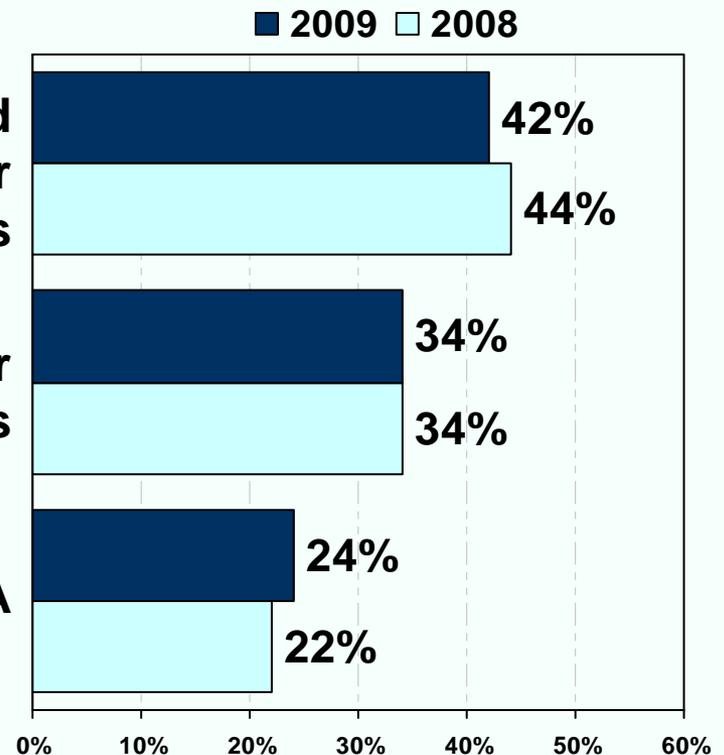
The City currently provides many services to its residents, but will not likely generate enough revenue to continue providing services at current levels in the future. In making decisions about the budget, should the City of San José place a higher priority on:

Reducing existing City services to avoid a need to raise additional revenue, including taxes or fees

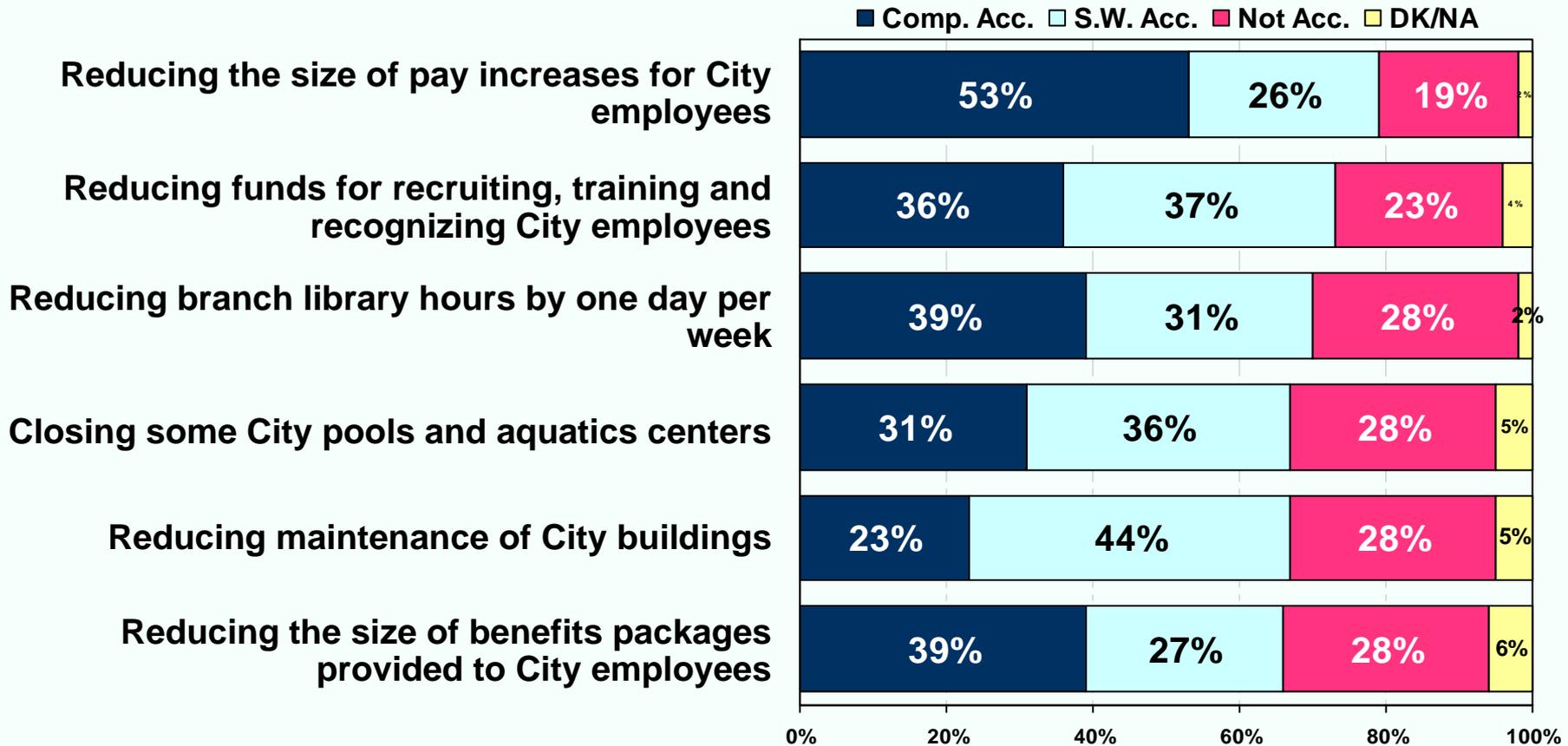
OR

Raising additional revenue, including taxes or fees, to avoid reductions in existing City services

Both/Neither/DK/NA



Two-thirds of local residents rate a variety of proposed cuts as “acceptable.”



12. I am going to read you a list of potential cuts to City services and other cost savings measures. Understanding that \$60 million has to be cut from the City budget this year, please tell me whether you would find each of the following potential budget cuts or cost savings measures to be completely acceptable, somewhat acceptable, or not at all acceptable as a way of helping to balance the City budget. Split Sample

Cuts to public safety and senior centers were viewed as least acceptable.

Eliminating City programs that educate young people in character and decision-making, or give them work experience in City government

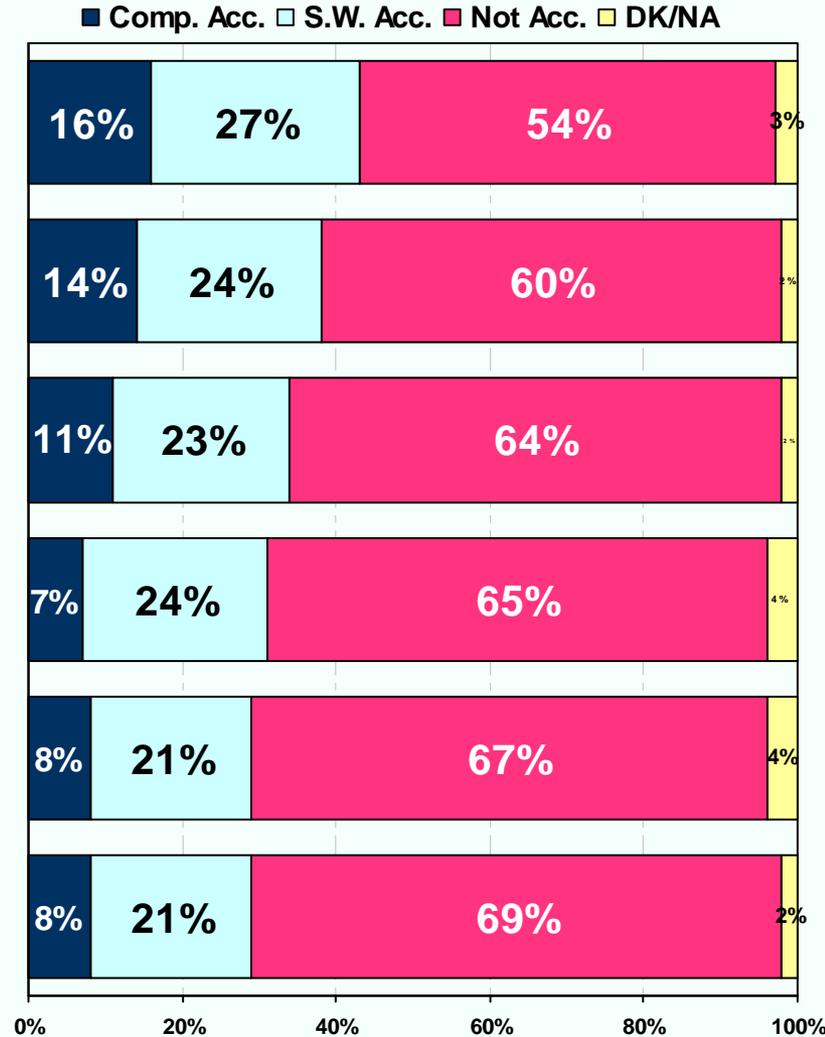
Closing bathrooms in neighborhood parks

Reducing the number of school crossing guards

Closing some senior centers

Eliminating crime prevention programs in which the City works with neighborhoods

Reducing police staffing dedicated to solving property crimes



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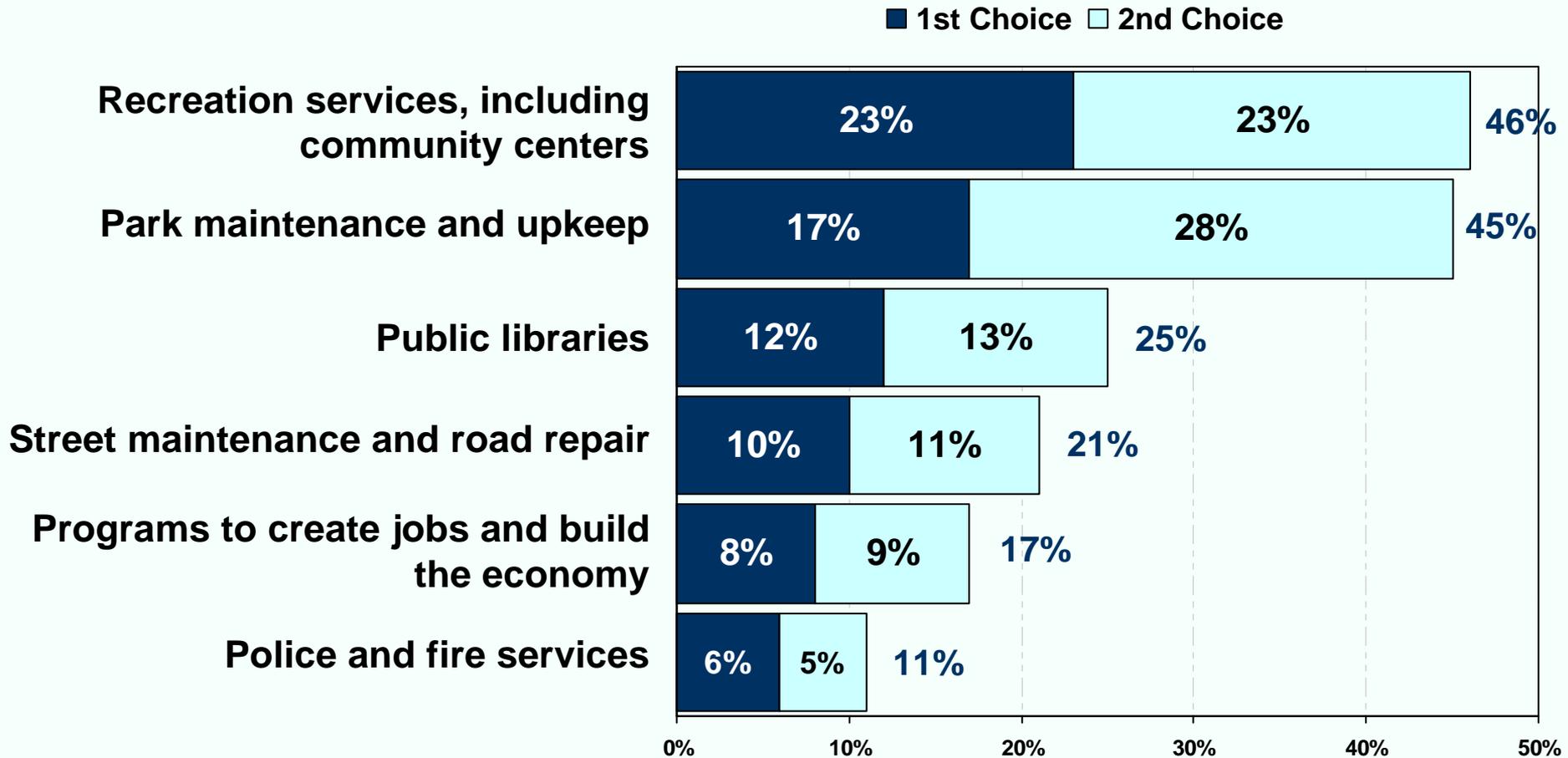
Residents viewed a number of these cuts as more acceptable than in 2008.

Potential Cut	2009 “Completely Acceptable”	2008 “Completely Acceptable”	Change
Reducing the size of pay increases for City employees	53%	36%	+17%
Reducing street maintenance	18%	7%	+11%
Reducing staff at community centers	25%	16%	+9%
Reducing staff at senior centers	17%	9%	+8%
Reducing funds for recruiting, training and recognizing City employees	36%	28%	+8%

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When forced to choose, residents are most willing to cut park and recreation services.

Please tell me which of these six types of services you would be most willing to see cut back in next year's budget.



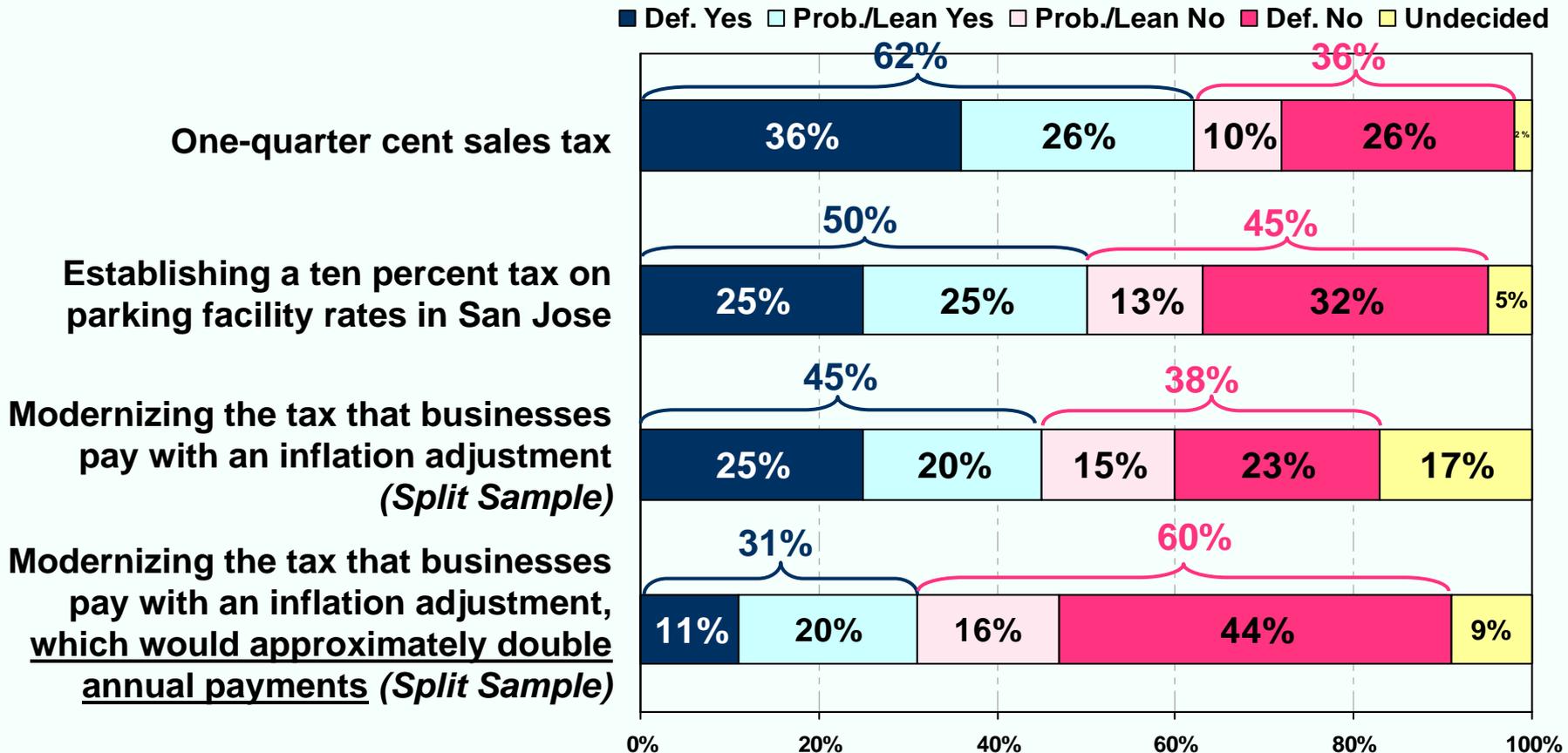
11. I am now going to read you some of the main types of spending in the San José City budget. Please tell me which of these six types of services you would be most willing to see cut back in next year's budget.

Potential Ballot Measure Concepts Tested

- **One-quarter cent sales tax**
- **Ten percent tax on parking facility rates**
- **Modernizing the business tax to keep up with inflation**

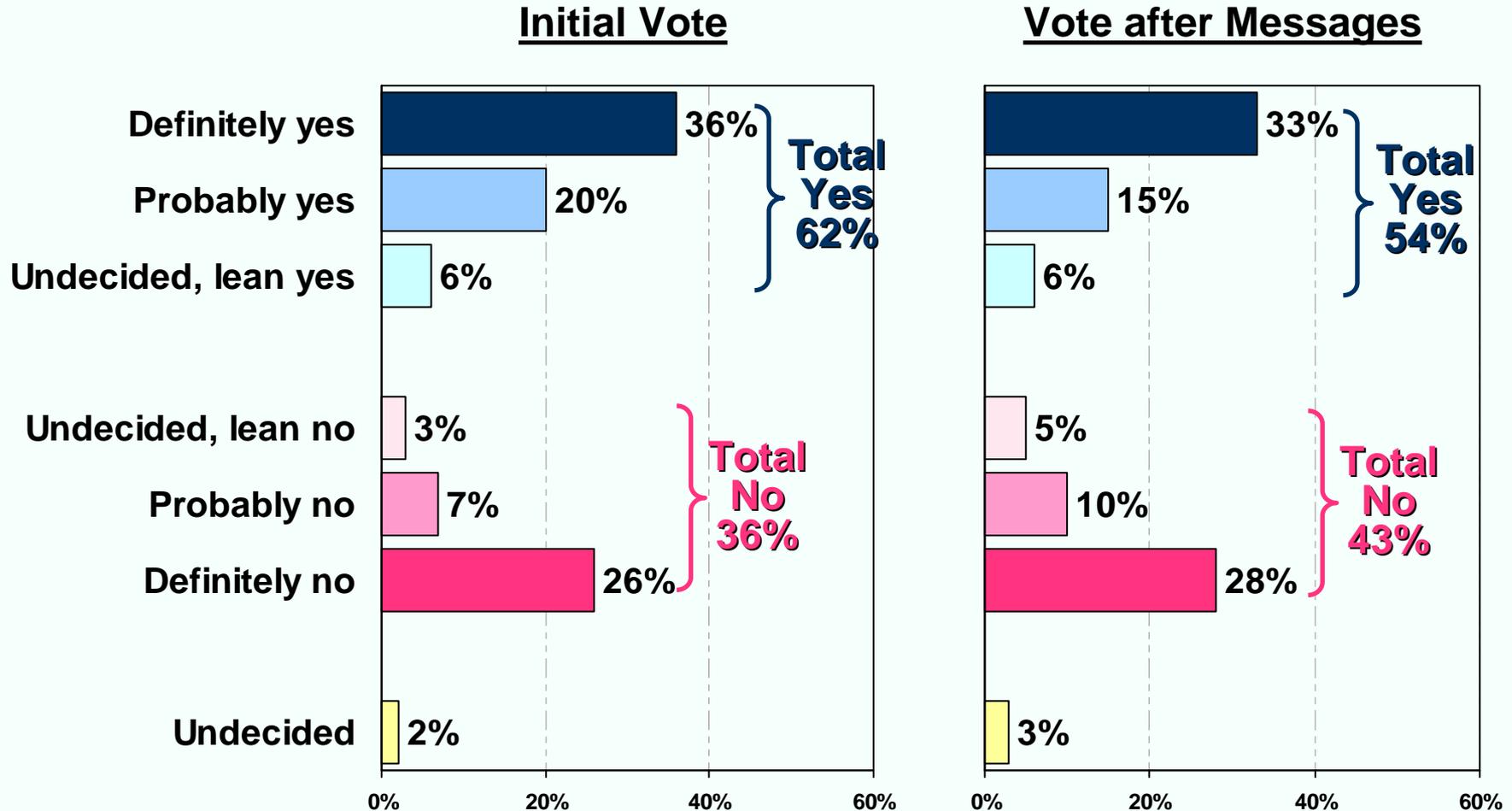
Only the 1/4-cent sales tax measure generated initial support from a solid majority of likely voters.

(Results Among Likely Voters)

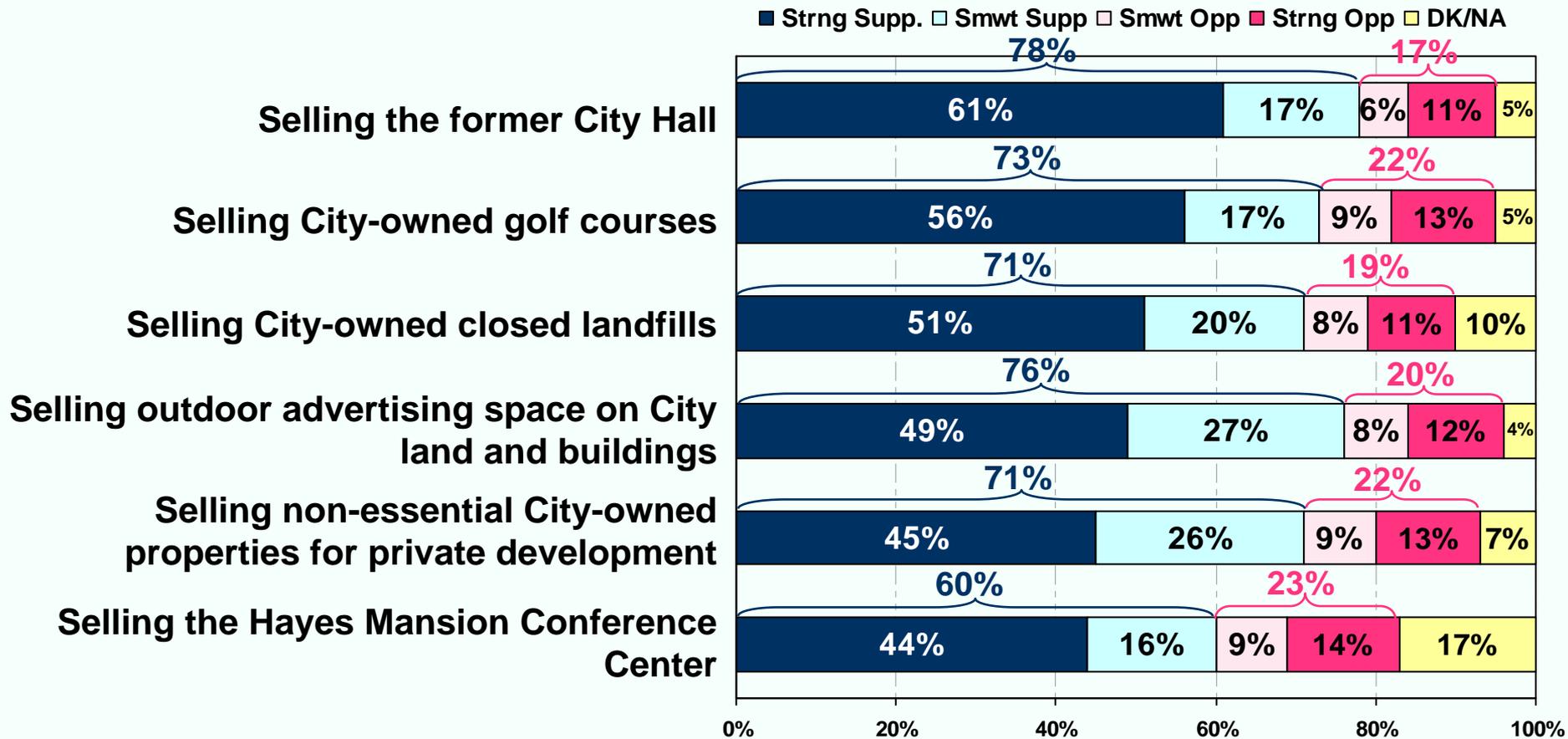


A somewhat smaller majority supports the sales tax after pro and con messages.

(Results Among Likely Voters)



Residents strongly support increasing revenue through selling City properties or advertising space.



For more information, contact:

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