

Polling Memorandum

TO: PublicCEO
FROM: Adam D. Probolsky
Probolsky Research
SUBJECT: California Statewide Voter Survey on Special District Consolidation
DATE: June 4, 2015

From Thursday, April 9 through Sunday, April 12, 2015, Probolsky Research conducted a telephone survey of California voters.

California Voters Say Special Districts Should be Consolidated

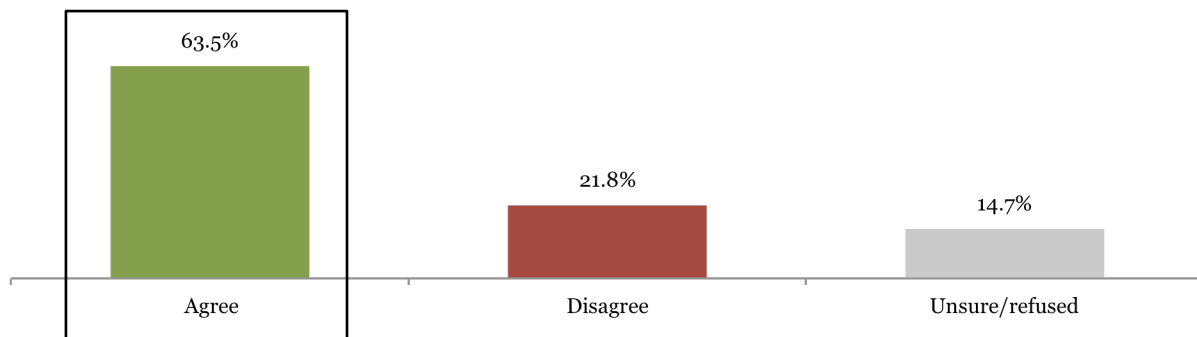
Our research revealed that 63.5% of California voters agree that most special districts should be consolidated into cities, counties or other local or regional government agencies.

I intentionally crafted this question to be somewhat biased, to realistically reflect the perspective of those who might be ill-informed about the important role special districts play in California and therefore be pre-disposed to seek a wholesale consolidation of them, absent further education. Clearly, it worked. Special districts are vulnerable.

The charge now is for special districts to recognize this fact and to address it, by 1) performing the necessary local opinion research to better understand the messages that will resonate with their constituents, and 2) developing the communication tools and channels to effectively, regularly reach out to those constituencies, educating them of districts' roles and impacts.

The lessons learned from the past (think redevelopment) are to protect agencies by building understanding among voters. Only then can we ensure there will be a place for special districts in the hierarchy of California governments in the future.

63.5% AGREE THAT MOST SPECIAL DISTRICTS SHOULD BE CONSOLIDATED INTO OTHER LOCAL OR REGIONAL GOV'T AGENCIES



Question: "Now, please tell me if you agree or disagree with the following statement: 'With over two-thousand special districts in California, there are just too many of these government agencies that are nothing more an extra layer of government that we just don't need. Most special districts should be consolidated into cities, counties or other local or regional government agencies.'"

A total of 1,000 interviews were collected. A survey of this size yields a margin of error of +/-3.1% with a 95% degree of confidence. Interviews were conducted with voters on both landline and cell phones and were offered in English and Spanish languages.

Probolsky Research specializes in opinion research on behalf of business, government, labor, media, political, and other special interest clients.

