

Orange County Green Vision: Public Opinion and Conservation


March 15, 2005

921-1008

Fairbank, Maslin, Maullin & Associates
Opinion Research & Public Policy Analysis
Santa Monica, CA – Oakland, CA – Madison, WI – Mexico City

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Orange County Green Vision: Public Opinion and Conservation



Passing a Statewide Measure: Proposition 40

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Lessons From Proposition 40



Challenges Facing Prop 40:

- An economic downturn and a growing state budget deficit
- The passage of \$4 billion in park and water bonds in March 2000
- Ballot language focusing on costs
- A low level of interest in the election, especially among Democrats
- A Republican gubernatorial primary with a conservative candidate who gained momentum in the final weeks

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Lessons From Proposition 40

YES ON
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Ballot Language

This act provides for a bond issue of \$2.6 billion dollars to provide funds to: protect rivers, lakes, and streams to improve water quality and ensure clean drinking water; protect beaches and coastal areas threatened by pollution; improve air quality; preserve open space and farmland threatened by unplanned development; protect wildlife habitat; restore historical and cultural resources; and repair and improve the safety of state and neighborhood parks. Subject to an annual independent audit. Appropriates money from state general fund to pay off bonds.

Summary of Legislative Analyst's estimate of net state and local government fiscal impact: State cost of about four point three billion dollars over 25 years to pay off both the principal (two point six billion) and interest (one point seven billion) costs on the bonds. Payments of about 172 million dollars per year. Costs potentially in the tens of millions of dollars annually to state and local governments to operate or maintain property bought or improved with these bond funds.

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Opportunities Facing Prop 40:

- A strong base of concern about growth and its consequences for air, water and open space
- Relatively low awareness of previous conservation bonds
- A broad-based bipartisan coalition in support of the measure, including business, labor, conservation, and public safety groups
- Ongoing public education efforts, led by TNC, which used the media to increase concern about land, air, and water
- No funded opposition
- Specific projects funded throughout the state

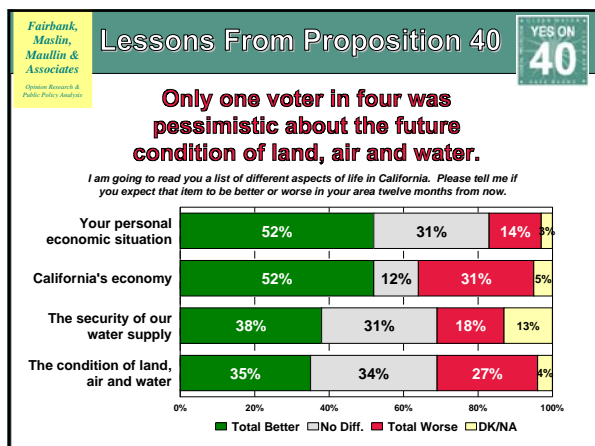
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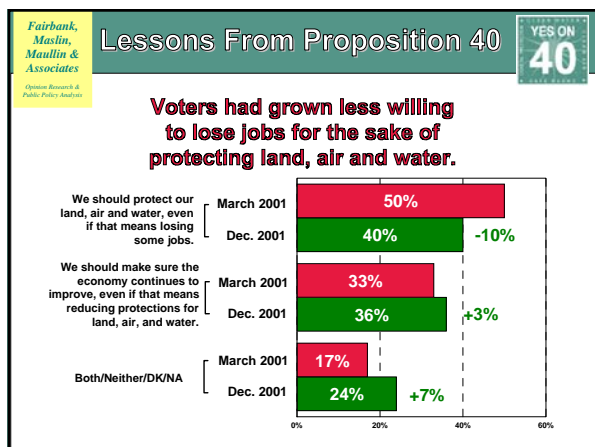
Lessons From Proposition 40

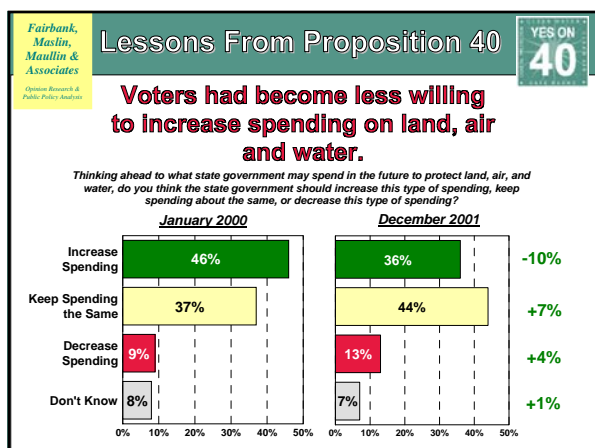
YES ON
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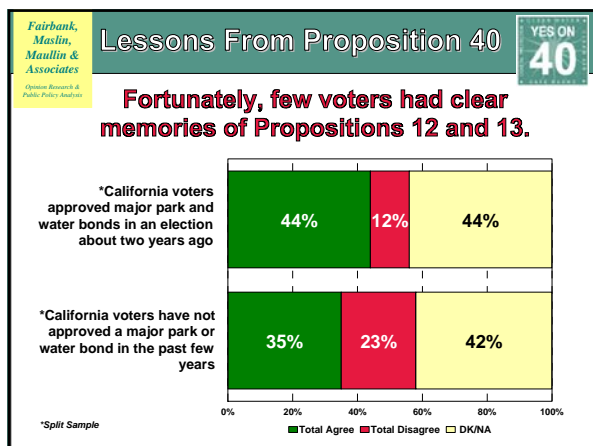
Baseline Survey Methodology:

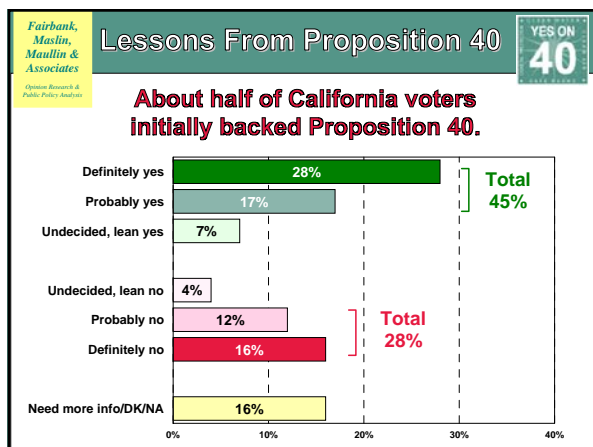
- 1,000 interviews with registered voters likely to cast ballots in March 2002
- Interviews conducted December 15-19, 2001
- Margin of sampling error of +/- 3.1%

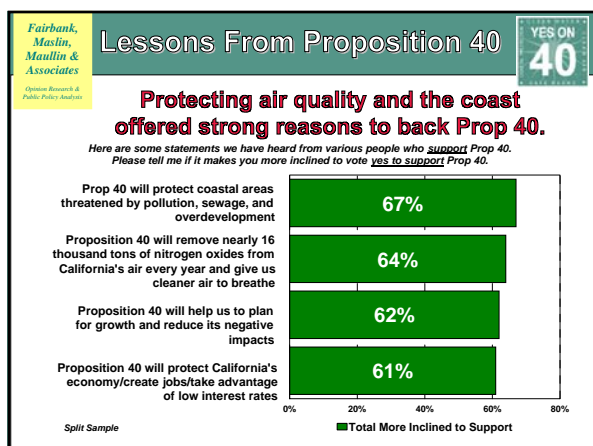


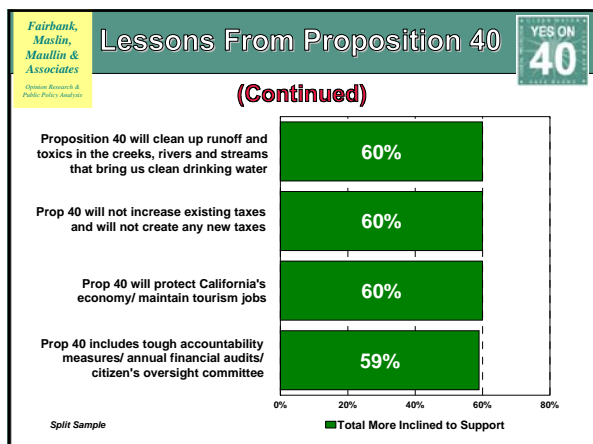


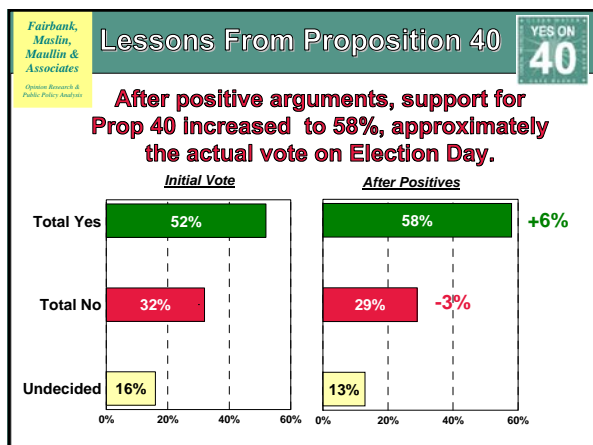


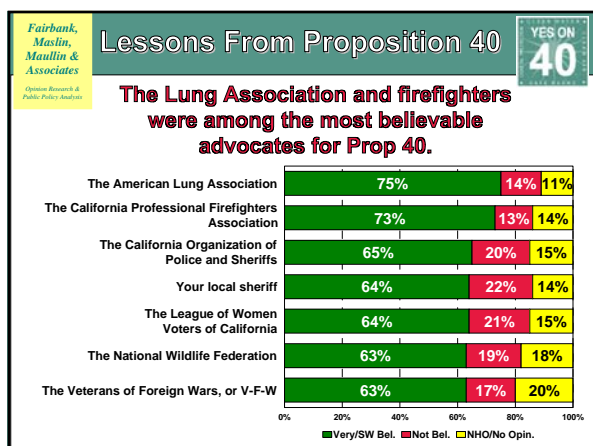












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Conclusions from the Baseline Survey:

- As economic concerns increased, voters were becoming somewhat less willing to invest in protecting land, air, and water;
- Prop 40 began with the backing of over half the electorate, and support grew as voters heard more about it;
- The support of key groups of swing voters -- Republican women, women over 50, white Democrats, and independents -- would be critical;
- Voters viewed toxic contamination of water as a particularly high-priority issue;

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Conclusions (Continued):

- Maintaining a positive, upbeat tone would be important;
- Protecting air, water, and the coast, along with managing growth, continued to offer some of the strongest reasons to vote for Prop 40;
- The poll results suggested that the campaign was winnable if Prop 40 supporters were able to raise sufficient funds to get their message out; and
- Prop 40 ultimately won with 57% of the vote -- almost exactly what was predicted by the poll (58%).

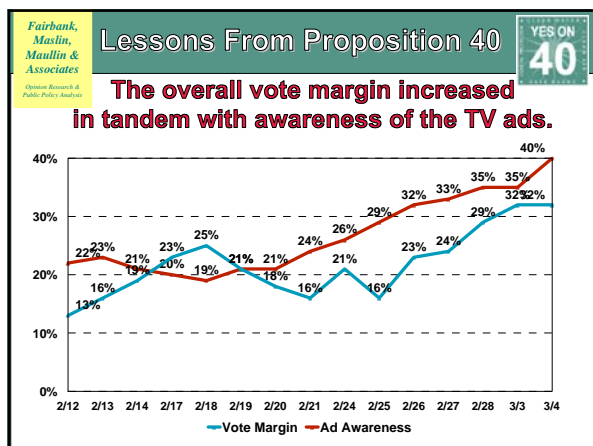
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YES ON
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Support for Prop 40 increased dramatically in the final week.

Date	Total Yes (%)	Total No (%)
2/12	48%	35%
2/13	51%	35%
2/14	54%	35%
2/17	55%	32%
2/18	55%	30%
2/19	52%	31%
2/20	51%	33%
2/21	49%	33%
2/24	52%	31%
2/25	48%	32%
2/26	52%	29%
2/27	53%	29%
2/28	57%	28%
3/3	57%	25%
3/4	58%	26%



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Lessons From Proposition 40

YES ON 40

Key Conclusions from the Prop 40 Campaign:

- Despite many obstacles, a disciplined, aggressive and well-funded campaign led voters to approve Proposition 40 by a wide 57% to 43% margin;
- Even with a weakened economy, voters remain very willing to invest in protecting land, air, and water;
- Defining the problems that Prop 40 would solve was essential in building an early sense of urgency about the measure;
- Protecting drinking water, more than any other single factor, offered one of the strongest reasons to vote for the measure;

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Lessons From Proposition 40


YES ON 40

Key Conclusions (Continued):

- Concern about the rate of growth and development is a powerful force underlying support for conservation;
- Highlighting the bond's impact on essential quality-of-life issues helped to build support; and
- The positive, upbeat tone of the campaign helped to build voter support in the final days.

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Passing a Local Measure: Los Angeles Proposition O

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Los Angeles
Proposition O: Storm Drains - 2004

Los Angeles City Proposition O

Official Ballot Label – November 2004

CLEAN WATER AND OCEAN, RIVER, BEACH, BAY
STORMWATER CLEANUP PROPOSITION – GENERAL CITY
OBLIGATION BONDS.

To protect public health by cleaning up polluted storm water, keeping pollution, trash, toxic chemicals and dangerous bacteria from rivers and beaches; and preserving clean drinking water by protection groundwater quality; reducing flooding; increasing water conservation, and protecting bays, rivers and lakes from storm water contamination, shall the City incur bonded indebtedness totaling \$500 million for storm water projects, with independent financial audits and citizen oversight?

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Los Angeles
Proposition O: Storm Drains - 2004

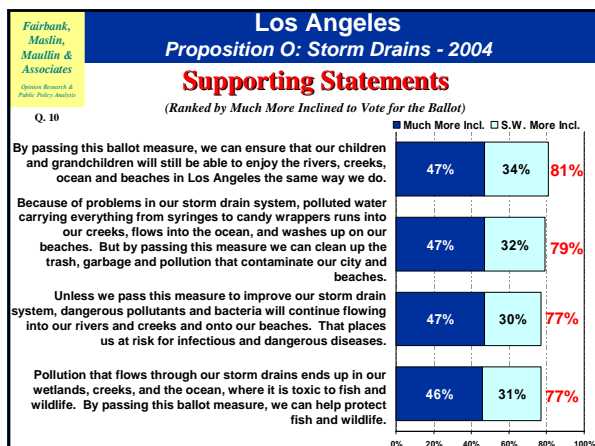
Voters were most enthusiastic about spending revenue from a measure on protecting water quality and beaches.

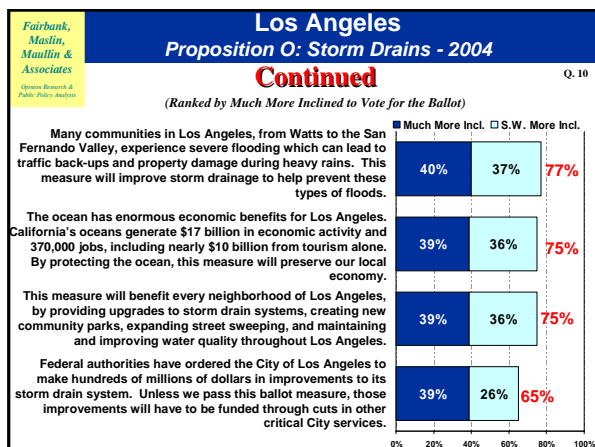
Q. 19
The final structure of this ballot measure has not yet been determined. I am going to read you a list of specific individual components that might be included in the ballot measure. Please tell me how important it is to you that each component be included in the measure: extremely important, very important, somewhat important, or not important.

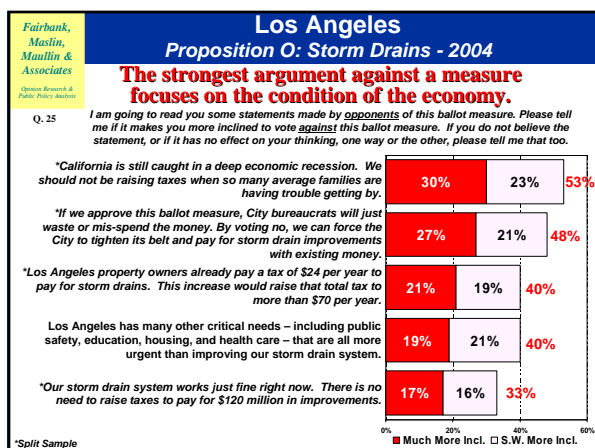
*Keeping toxic chemicals out of stormwater that flows to the ocean	87%	9%	3%
*Keeping pollution and toxic chemicals out of the ocean	85%	9%	4%
*Preventing the contamination of groundwater that provides drinking water to Los Angeles	83%	10%	5%
*Keeping garbage out of rivers and streams and off of beaches	81%	15%	3%

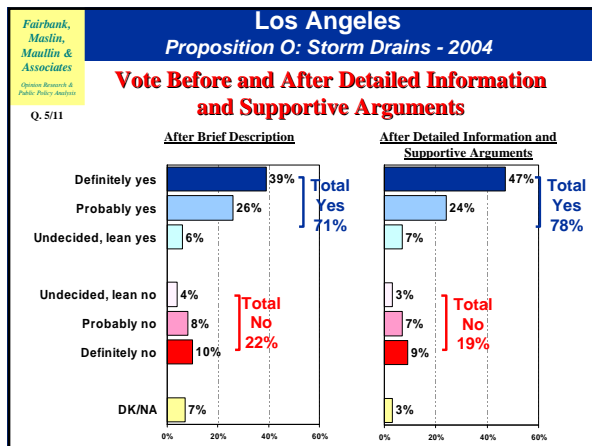
*Split Sample

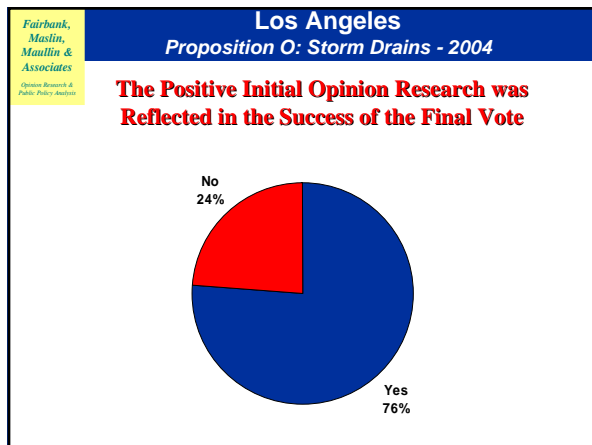
Ext./Very Impt. S.W. Impt. Not Impt. DK/NA







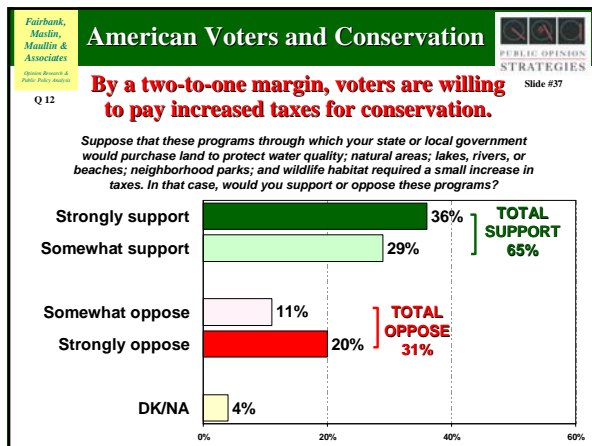


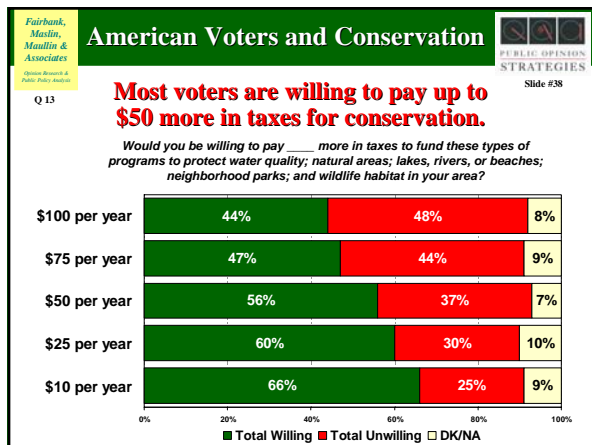


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National Voter Attitudes Toward Conservation





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