

2023 Community Survey (tracker)

What

5,000 surveys mailed out
Stormwater – Clean Creeks and Flood Protection



Why

Test messaging & current willingness to invest (16 months since previous survey)
Revisit community priorities – Verify alignment with City's
Projects and issues polled to gauge support

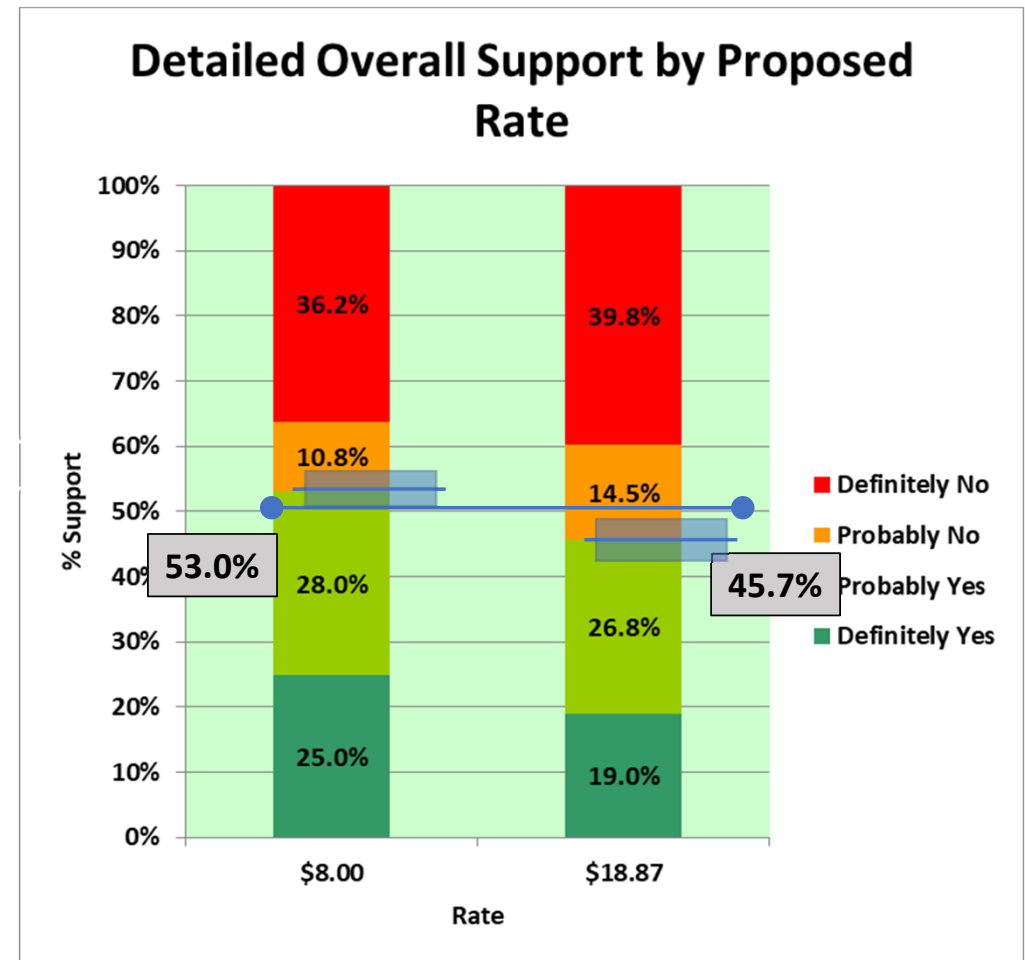


How

Mailed on March 31, 2023 – Completed April 25, 2023
Separately tested Stormwater fee between \$96-\$226/year (\$8-18.87/month)

2023 Stormwater Survey Findings

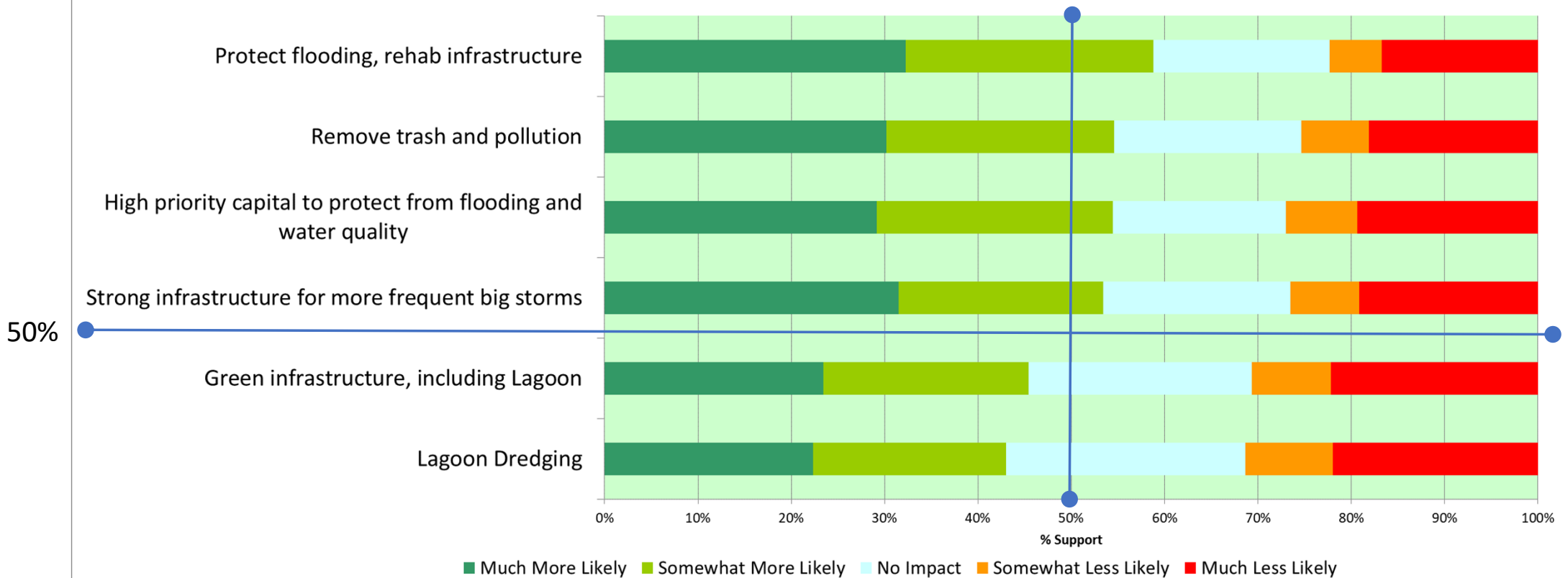
- City-wide Stormwater Fee (*Annual*)
 - \$96– 53.0% support
 - \$226– 45.7% support
- Margin of error = 2.86%
 - Slightly higher if taken separately
- (NOTE: Survey used monthly rates of \$8 and \$18.87)



Projects

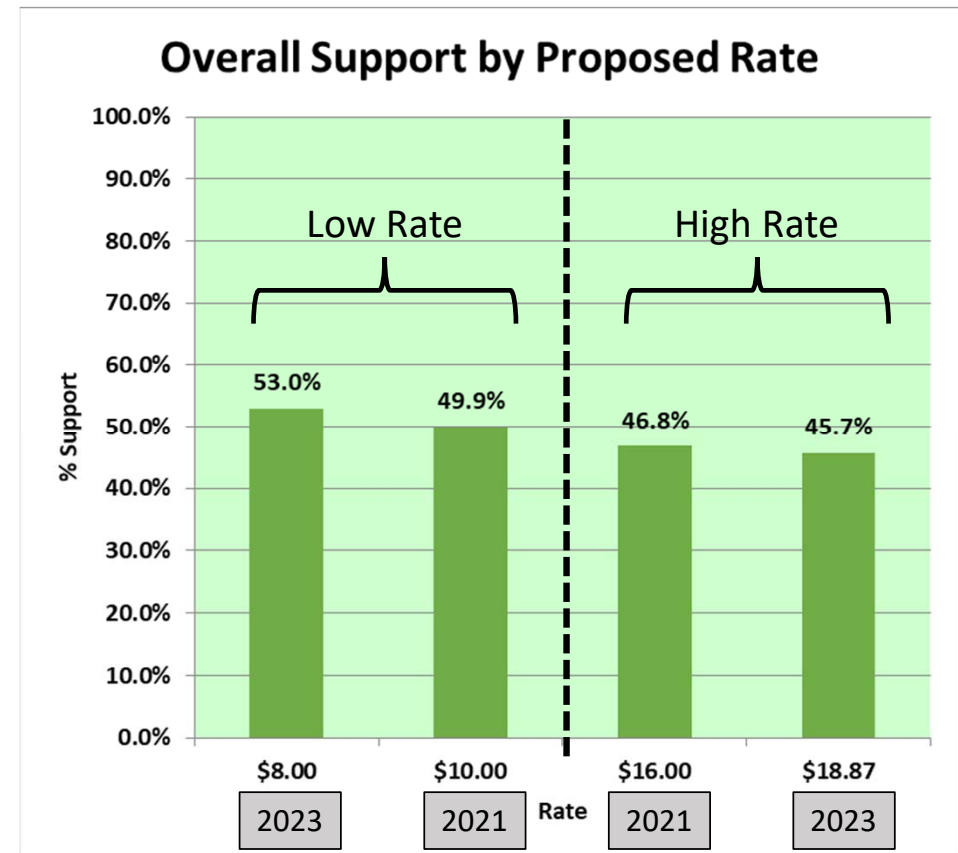
Property owners were asked to indicate whether a proposed project would make them more or less likely to support the proposed Stormwater Fee.

Detailed Support by Projects and Issues for All Respondents



Combined 2021 & 2023 Survey Findings

- The 2021 Stormwater survey tested monthly rates of \$10 and \$16.
- Support in 2021 for a \$10/month fee was marginal and a proposed annual fee amount below \$100 was recommended.
- The 2023 Stormwater tracker survey tested monthly rates of \$8 and \$18.87.



2021 & 2023 Survey – Mailings

November, 2021 Stormwater Survey						
Council District	Surveys Mailed	Surveys Returned	\$10 Rate Mailed	\$16 Rate Mailed	\$10 Rate Returned	\$16 Rate Returned
1	1,127	197	555	572	94	103
2	965	130	498	467	61	69
3	944	153	461	483	72	81
4	886	134	450	436	73	61
5	1,078	195	536	542	87	108
Total	5,000	809	2,500	2,500	387	422

Margin of Error: +- 3.39%, slightly higher when taken separately

April, 2023 Tracker Survey						
Council District	Surveys Mailed	Surveys Returned	\$8 Rate Mailed	\$18.87 Rate Mailed	\$8 Rate Returned	\$18.87 Rate Returned
1	1,080	254	552	528	125	129
2	1,054	208	534	520	110	98
3	999	195	489	510	93	102
4	855	205	425	430	82	123
5	1,030	264	509	521	127	137
Total	5,018	1,126	2,509	2,509	537	589

Margin of Error: +- 2.86%, slightly higher when taken separately

- Approximately 5,000 surveys were mailed for both surveys.
- Surveys utilize a scientific methodology, including stratified random sampling across the entire City.
- Mailed survey approach mimics the conditions for a mailed property owner balloting, increasing survey results confidence.

Findings

- Results show support for a stormwater fee of \$8/month (\$96/year). Support levels for higher proposed fee amounts was under the required 50% majority for fee approval.
 - **Less than half** of what is needed for full funding (\$18.87/month)
- Projects and Issues:
 - Top tier: flood protection, environmental (trash/pollution), impact of climate change
 - Bottom tier: Marina Lagoon work has little support – dredging and green infrastructure

Findings - Continued

- Price sensitivity
 - Although 16 months passed between the November, 2021 and April, 2023 surveys, support for a stormwater fee correlated strongly to the proposed fee amount.
 - Support levels are inverse to proposed fee amount. The four monthly rates tested (\$8; \$10; \$16; \$18.87) received higher support as the proposed fee amount decreased
 - Return rate increased from 16.2% in 2021 to 22.4% in 2023, indicating stronger community engagement. However, the price sensitivity trends remained the same.
 - Traditionally \$100 is an important threshold for property owner acceptance across many types of fees, taxes and assessments.
 - The \$8 per month fee, or \$96 annually was the only rate that tested above 50%, the threshold needed for fee approval.