CITY OF RIDGECREST

Telephone 760 499-5000
FAX 499-1500
100 West California Avenue, Ridgecrest, California 93555-4054

NOTICE AND CALL OF SPECIAL WORKSHOP OF THE RIDGECREST CITY COUNCIL / REDEVELOPMENT AGENCY/FINANCING AUTHORITY

TO THE MEMBERS OF THE RIDGECREST COUNCIL / REDEVELOPMENT AGENCY/FINANCING AUTHORITY AND CITY CLERK:

PUBLIC NOTICE that a **SPECIAL WORKSHOP** of the Ridgecrest City Council/Redevelopment Agency/Financing Authority is hereby called to be held on **Monday, November 7, 2011, at 5:00 p.m.**, in the **Kerr McGee Center, Red Rock/Chimney Peak Room,** 100 W. California Avenue, Ridgecrest, California.

Said **SPECIAL JOINT SESSION MEETING** shall be for the purpose of:

1. Presentation – Status of Strategic Plan and Unfunded Priorities — Wilson
2. Discussion of potential revenue ballot measure options and future steps — Wilson

Dated: November 1, 2011

Ronald H. Carter, Mayor / Chair

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Rachel J. Ford, CMC
City Clerk

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City Council

Redevelopment Agency

AGENDA

Monday

Special

Special Workshop 5:00 p.m.

November 7, 2011

Kerr McGee Center
Red Rock/Chimney Peak Room
100 West California Avenue
Ridgecrest CA 93555

(760) 499-5000

Ronald H. Carter, Mayor
Marshall G. Holloway, Mayor Pro Tempore
Jerry D. Taylor, Vice Mayor
Steven P. Morgan, Council Member
Jason Patin, Council Member

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CITY OF RIDGECREST

CITY COUNCIL
RIDGECREST REDEVELOPMENT AGENCY
FINANCING AUTHORITY

AGENDA
Special Council/Agency Workshop
Monday November 7, 2011

KERR MCGEE CENTER
RED ROCK/CHIMNEY PEAK ROOM
100 West California Avenue
Ridgecrest, CA 93555

Special Session – 5:00 p.m.

This meeting room is wheelchair accessible. Accommodations and access to City meetings for people with other handicaps may be requested of the City Clerk (499-5002) five working days in advance of the meeting.

In compliance with SB 343. City Council/Ridgecrest Redevelopment Agency Agenda and corresponding writings of open session items are available for public inspection at the following locations:

1. City of Ridgecrest City Hall, 100 W. California Ave., Ridgecrest, CA 93555
2. Kern County Library – Ridgecrest Branch, 131 E. Las Flores Avenue, Ridgecrest, CA 93555
3. City of Ridgecrest official website at http://ci.ridgecrest.ca.us

CALL TO ORDER

ROLL CALL

APPROVAL OF AGENDA

SPECIAL WORKSHOP – 5:00 p.m.

DISCUSSION AND OTHER ACTION ITEMS

1. **Presentation – Status Of Strategic Plan And Unfunded Priorities** **Wilson**

2. **Discussion – Revenue Ballot Measure Options And Next Steps** **Wilson/Ford**

PUBLIC COMMENT

ADJOURNMENT

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CITY COUNCIL/REDEVELOPMENT AGENCY/FINANCING AUTHORITY AGENDA ITEM

SUBJECT:
Discussion and Update of Council Strategic Plan

PRESENTED BY:
City Manager Kurt Wilson

SUMMARY:

In December 2010, City Council met in workshops to produce a Strategic Plan for the 2011 Year. This plan, once completed, became a blueprint for Staff to use as a tool to complete goals Council established.

This workshop discussion is a review and update to Council on the outcomes of goals set within the Strategic Plan.

FISCAL IMPACT:

No Fiscal Impact, Discussion Only

Reviewed by Finance Director

ACTION REQUESTED:

Council receive reports and discuss the outcome of goals established in the Strategic Plan

CITY MANAGER / EXECUTIVE DIRECTOR RECOMMENDATION:

Action as requested: Discussion and update reports from staff

Submitted by: Kurt Wilson Action Date: November 7, 2011

(Rev. 6/12/09)

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STRATEGIC PLAN - DECEMBER 2010						
January	2011	Highest	Jim	Update Agreements on Redevelopment Agency Projects with County	Staff to determine financial settlement issue for the park with the County	
January	2011	Highest	Jim	Update Agreements on Redevelopment Agency Projects with County	Staff to provide Council summary and status of the park settlement issue	1
January	2011	High	Kurt	Explore Transient Occupancy Tax Assessment Increase	Staff to evaluate TOT and recommend most viable way to implement to include consideration of bringing in an outside consultant and appropriate community education/communication	2
January	2011	High	Kurt	Explore Transient Occupancy Tax Assessment Increase	Staff to provide analysis of other activities in the community	2
January	2011	High	Kurt	Explore Sales Tax Increase	Staff to hire outside consultant, at Council direction, to conduct analysis and recommended timing of the initiative, type of tax, and community education/communication/marketing	3
January-March	2011	Highest	Kurt	Joint Maintenance/Corporation Yard via Partnership	Staff to explore joint maintenance, storage and/or use of City equipment during economic hard times to reduce investment costs and lower operating costs with various entities including public and private sectors	1
January-March	2011	High	Kurt	Joint Equipment Use/Mutual Aide via Partnership	Staff to explore joint use of City equipment during economic hard times to reduce investment costs and lower operating costs with various entities including public and private sectors	2
January-November	2011	High	Kurt	Explore Transient Occupancy Tax Assessment Increase	Staff and Council to become engaged early in the process	2
February	2011	Highest	Dennis	Roads/Pavement Management System Plan	Staff to update Council on current road conditions and budget based on Consultant's report	1
February	2011	Highest	Dennis	Roads/Pavement Management System Plan	Council to direct staff concerning implementation and further recommended actions based on report	1
February	2011	High	Dennis	Sewer Plant Design/Build (2013)	Staff to provide a preliminary update to Council	4
March	2011	High	Jim	Addition of "15" TAB Projects	Ridgecrest Redevelopment Agency and City Council to dialogue regarding the bond list in a workshop setting to obtain consensus, prioritize projects and allocate the funds - March 2011	2
March	2011	Highest	Kurt	Joint Maintenance/Corporation Yard via Partnership	Staff to present options and report back to Council, which will not unduly delay the development of the new Corporation Yard project	1
March	2011	Highest	Kurt	Joint Maintenance/Corporation Yard via Partnership	Staff to provide a status update	1
March	2011	High	Kurt	Joint Equipment Use/Mutual Aide via Partnership	Staff to present options and report back to Council	2
March	2011	High	Kurt	Joint Equipment Use/Mutual Aide via Partnership	Staff to provide a status update	2
March	2011	Highest	Jim	Improved Quality of Sports Facilities	Staff to evaluate parks and facilities to determine deficiencies to get them up to ADA standards and develop a multi-year improvement/maintenance plan with associated cost analysis	1
March	2011	Highest	Jim	Improved Quality of Sports Facilities	Staff to report back to City Council in a workshop setting to discuss the multi-year plan and other options using RAD funding	1
March	2012	High	Kurt	Explore Sales Tax Increase	Staff to report to Council with an update, and Council to adopt recommendations as they deem appropriate	3
March	2011	High	Craig/Jim	Become "Silicon Valley" of Energy	Staff to schedule Workshop with the Council as a checkpoint to discuss exploration options and what other agencies are doing	3

March	2011	High	Craig/Jim	Become "Silicon Valley" of Energy	Support the Symposium - be involved	3
April	2011	High	Jim/Planning Commission	General Plan Implementation	Review the General Plan to determine what can be implemented and costs/Include Housing component	2
April	2011	High	Jim/Planning Commission	General Plan Implementation	Staff to update Council on recommendations	2
April	2011	High	Rachel	City Committees Review/Increase Level of Engagement with Other Entities and Feedback Method to Council (e.g. Committee Assignment Updates)	Conduct a workshop with staff and Council to review the current City Committee structure (e.g. standing committees) and determine which committees are still viable, those that should b eliminated and/or new ones to be added - with the goal of enhancing staff efficiency and productivity	3
April	2011	High	Rachel	City Committees Review/Increase Level of Engagement with Other Entities and Feedback Method to Council (e.g. Committee Assignment Updates)	Determine which committees have a conflict in their role versus policy	3
April	2011	High	Rachel	City Committees Review/Increase Level of Engagement with Other Entities and Feedback Method to Council (e.g. Committee Assignment Updates)	Staff to make recommendations at the workshop and Council to adopt recommendations as they deem appropriate	3
April	2011	High	Kurt	City Committees Review/Increase Level of Engagement with Other Entities and Feedback Method to Council (e.g. Committee Assignment Updates)	Staff to review committees and evaluate current and future participation and attendance at various other entities and whether they should be staff, Council member or other committee representation (e.g. citizen advisory committee)	3
April	2011	High	Kurt	City Committees Review/Increase Level of Engagement with Other Entities and Feedback Method to Council (e.g. Committee Assignment Updates)	Staff to evaluate and develop a reporting mechanism to Council in which there will be regular reporting regarding these interactions	3
June	2011	Highest	Tyrell	Elimination of Furloughs	Explore costs to work towards elimination of furloughs and whether achievable in next fiscal year or the following fiscal year	1
June	2011	Highest	Tyrell	Elimination of Furloughs	Staff to develop a plan on how to achieve the elimination of furloughs including union/MOU implications	1
June	2011	Highest	Tyrell	Elimination of Furloughs	Staff to recommend a plan to Council and Council to direct implementation and effective date	1
June	2011	High	Kurt	Capital Equipment Investment Plan	Staff to review any major investments (IT, Fleet, Police Fleet, Communications, Facilities) and develop multi-year plan (minimum two year plan with "must dos")	3
June	2011	High	Kurt	Capital Equipment Investment Plan	Staff to determine obsolescence and budget shortfall and develop a comprehensive report	3
June	2011	High	Kurt	Capital Equipment Investment Plan	Staff to report back to Council	3
June	2011	High	Jim, Kurt	Economic Development Alliance	Evaluate the roles of all existing agencies (e.g. IWV200, RACVB, RAHO, China Lake Alliance, and High Tech Consortium) to explore common goals and eliminate duplication, and establish better collaboration	3
July	2011	Highest	Jim	Update Agreements on Redevelopment Agency Projects with County	Staff to provide Council with update on Agreements	1
July	2011	Highest	Chief	Maintain Adequate Staffing/Improve Code Enforcement/Additional Community Service Officers	Maintain current sworn staffing level to allow for non-sworn position funding, based on current departmental needs	1

July	2011	Highest	Chief/Kurt	Maintain Adequate Staffing/Improve Code Enforcement/Additional Community Service Officers	Evaluate budget for viability in funding two additional CSO positions in lieu of staffing sworn vacancies	1
July	2011	Highest	Chief	Maintain Adequate Staffing/Improve Code Enforcement/Additional Community Service Officers	Develop new job descriptions for overlapping responsibilities in a variety of functional areas within the department to include report writing, police programmatic support, and code enforcement duties	1
July	2011	High	Chief	Support for Teen Court, CHAMPS, and SARB Programs	Evaluate whether to continue support of the Teen Court Program involving an additional budgetary allocation of approximately $10-15,000	2
July	2011	High	Chief	Support for Teen Court, CHAMPS, and SARB Programs	Recommend elimination of the CHAMPS Program	2
July	2011	High	Chief	Support for Teen Court, CHAMPS, and SARB Programs	Continue to participate in the SARB Program with current level of funding	2
July	2011	Highest	Jim	Improved Quality of Sports Facilities	Staff to identify location options for land acquisitions for future facility expansion using bond funding and report back to Council for further direction	1
July	2011	Highest	Jim	Improved Quality of Sports Facilities	Staff to evaluate long-term costs/savings for synthetic turf and report back to Council	1
July	2011	Highest	Jim	Improved Quality of Sports Facilities	Staff to evaluate long-term costs for facility maintenance build-outs and report back to Council	1
July	2011	High	Jim	Meet Needs of Seniors	Staff to evaluate senior housing and seek developer to bring housing projects for the senior community	2
July	2011	High	Jim	Meet Needs of Seniors	Staff to explore enticement opportunities with developers using land currently owned through RDA	2
September	2011	High	Kurt	Employee Cross Training	Explore viability of cross training given current staffing limitations	2
September	2011	High	Kurt	Employee Cross Training	Identify jobs suitable for cross training	2
September	2011	High	Kurt	Employee Cross Training	Staff to develop a plan for cross training in pertinent areas	2
September	2011	High	Kurt	Employee Cross Training	Staff to report plan and recommendations back to Council	2
October	2011	High	Jim/Kurt	Retain Young Professionals Locally/Partnership with the Base	Staff to explore a partnership with the Base for the development of a survey to identify the scope of the recruitment/retention problem for young professionals, and to understand potential solutions	3
October	2011	High	Jim/Kurt	Retain Young Professionals Locally/Partnership with the Base	Staff to report back to the City Council on the response/openness from the Base and a suggested approach and time-line	3
October	2011	High	Jim/Kurt	Retain Young Professionals Locally/Partnership with the Base	Explore fostering public/private partnerships to host events with young professionals to ascertain needs	3
October	2011	High	Jim	Signature Event for the Community (e.g. Maturango Junction	Staff to begin planning process	4
October	2011	High	Jim	Signature Event for the Community (e.g. Maturango Junction	Staff to provide update to City Council	4
October/November	2011	Highest	Kurt	Pursue Grant Funding	Staff to explore the organization's model being used to pursue grants - internal staff and other alternatives - to determine the most effective and efficient manner (e.g. RFP for grant writers with percentage to the grant writer for obtaining the grant)	1
October/November	2011	Highest	Kurt	Pursue Grant Funding	Staff to explore viability of available grants and reporting requirements	1
October/November	2011	Highest	Kurt	Pursue Grant Funding	Staff to report back to Council	1

November	2011	High	Kurt	Explore Transient Occupancy Tax Assessment Increase	Staff to report back to City Council and receive direction	2
November	2012	High	Kurt	Explore Sales Tax Increase	Staff to evaluate budget and determine what services will go away without support of the initiative	3
December	2011	Highest	Jim	Update Agreements on Redevelopment Agency Projects with County	Update agreements and financial implications	1
On-Going		High	Craig/Jim	Become "Silicon Valley" of Energy	Explore public/private partnerships	3
Summer	2011	High	Dennis	Sewer Plant Design/Build (2013)	Staff to update Council on consultant's full study and recommendations	4
Summer	2011	High	Dennis	Sewer Plant Design/Build (2013)	Council to consider options and provide direction on next steps	4
TBD		Highest	Kurt	Joint Maintenance/Corporation Yard via Partnership	Council to direct staff to enter into agreements with various entities as it deems appropriate	1
TBD		High	Kurt	Joint Equipment Use/Mutual Aide via Partnership	Council to direct staff to enter into agreements with various entities as it deems appropriate	2
TBD		Highest	Chief	Maintain Adequate Staffing/Improve Code Enforcement/Additional Community Service Officers	Establish recruitment plan	1
TBD (after Workshop)		High	Craig/Jim	Become "Silicon Valley" of Energy	Staff to develop strategy of how to proceed and to develop a plan	3
		Medium		Low Income/Senior Housing		
		Medium		Rental Housing for Young Professionals		
		Medium		Rehabilitation Loans for Low to Moderate Income		
		Medium		Old Town Redevelopment Plan Implementation/Branding		
		Medium		"Buy Local" Campaign/Marketing Plan		
		Medium		Achieve Sufficient Staffing Levels to Match Priorities		
		Medium		Increase Events/Activities for Enhanced Employee Morale		
		Medium		Staff Development		
		No Consensus		Professional Organization Participation by Staff		
		Medium		Update Municipal Code		
		Medium		Explore Establishing a Parks and Recreation District		
		No Consensus		Explore Utility User Tax		
		Medium		Explore and Engage Digital 395 Project		
		No Consensus		Explore Offsets and Utilities		
		Medium		Master Plans Update with City Council		
		No Consensus		Parks Repair and Restoration/Compliance with ADA		
		No Consensus		Sewer Line Repair Plan		
		No Consensus		Prioritization of Master Drainage Plan		
		No Consensus		Explore Viability of Additional Building Inspector Position		
		Medium		Sign Maintenance Inventory Program		
		Medium		Information Technology Investment		
		Low		Increase Library Size/Partnership with County		

		No Consensus		Explore Joint Uses of Facilities		
		Medium		Lobbyist (Focus at Federal Level)		
		Medium		Joint Partnerships with Base		
		Medium		Energy Project/Animal Shelter		
		Medium		Identity Emerging Trends		
		Medium		Improve Public Relations		
		Medium		Active Public Safety Program		
		No Consensus		Meet Needs of Youth		
		Low		Full Employment for Citizens		
		No Consensus		Fulfillment of Land Acquisition of Kerr-McGee Youth Sports Complex		

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City of Ridgecrest:
2011 Revenue Measure Feasibility Survey

November 7, 2011

Overview and Research Objectives

GODBE RESEARCH
Gain Insight

The City of Ridgecrest commissioned Godbe Research to conduct a survey of local voters with the following research objectives:

- Assess potential voter support for a revenue measure to prevent additional cuts and maintain City services;
- Identify the optimum tax type, rate, election cycle, and duration at which voters will support the measure;
- Prioritize projects/programs to be funded by the revenue measure;
- Test the influence of supporting and opposing statements on potential voter support.
- Identify any differences in voter support due to demographic and/or voter behavioral characteristics.

Methodology Overview

GODBE RESEARCH
Gain Insight

➢ Data Collection	Telephone Interviewing
➢ Universe	11,597 voters in the City of Ridgecrest who are likely to vote in the November 2012 election, with split samples of n= 250 and n=257 to test support for a sales tax versus transient occupancy tax.
➢ Fielding Dates	September 14 through September 20, 2011
➢ Interview Length	18 minutes
➢ Sample Size	507, likely November 2012 voters
➢ Margin of Error	± 4.3% November 2012 ± 6.1% each split sample

Note: The data have been weighted to reflect the actual population characteristics of likely voters in the City of Ridgecrest in terms of their gender, age, and political party type.

Key Findings

Importance of Local Issues

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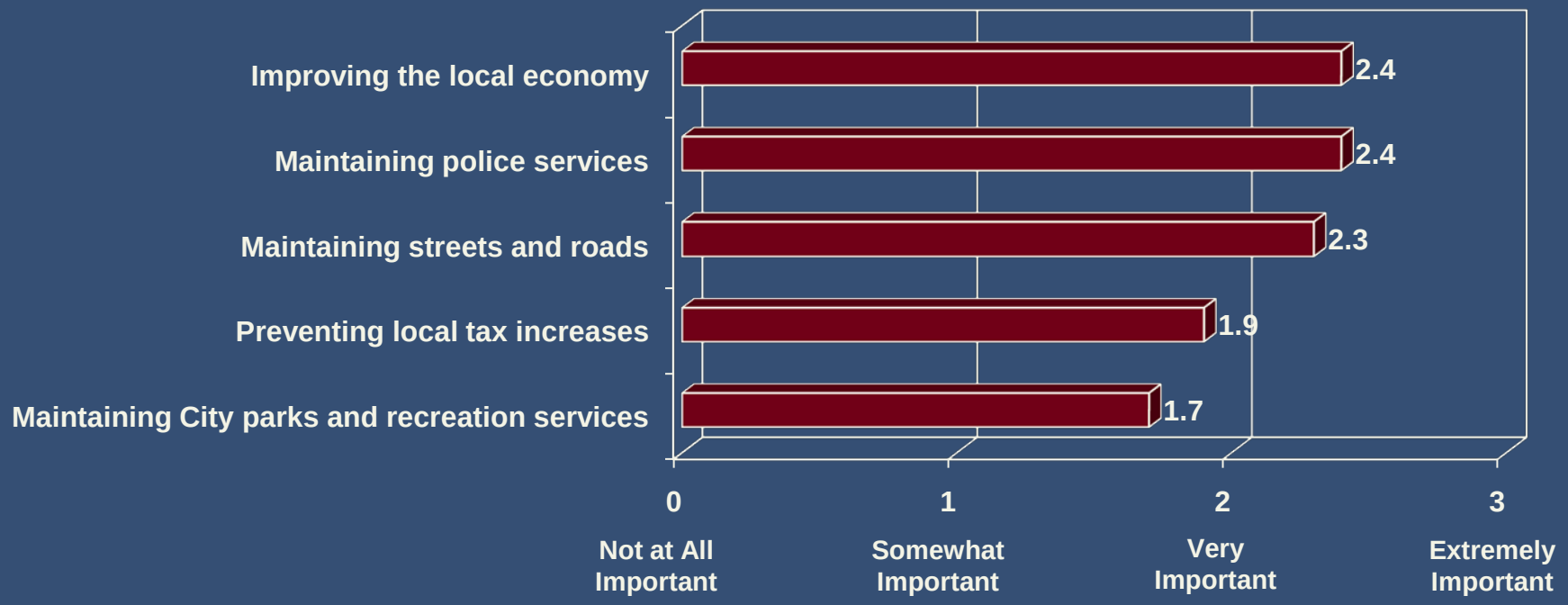
Gain Insight

To understand relative priorities in voters' minds, respondents in the survey were asked to rate the importance of local community issues. Improving the local economy, maintaining police services and maintaining streets and roads were highly important issues to Ridgecrest voters, with 8 out of 10 voters indicating such. Although preventing local tax increases was relatively less important, fully 6 out of 10 voters rated it as "extremely" or "very important." Maintaining City parks and recreation services, while garnering a lower ranking than those mentioned previously, was still rated by 5 out of 10 voters as "extremely" or "very important." However, given the high level of importance placed on preventing local tax increases, a successful revenue measure will require support from many of the voters who indicated sensitivity to local tax increases.

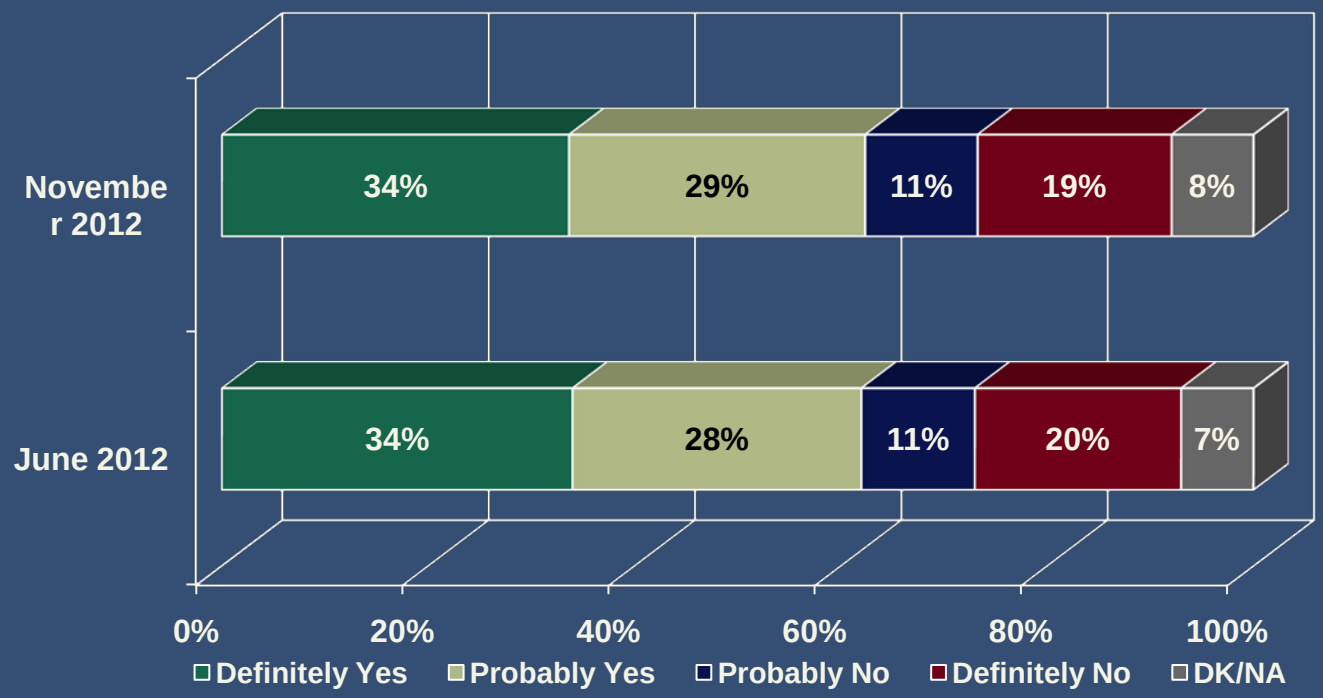


Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Extremely Important" = +3, "Very Important" = +2, "Somewhat Important" = +1, and "Not at all Important" = 0

Uninformed Support: ¾ Cent Sales Tax
Election Date Comparisons (n=257)

GODBE RESEARCH
Gain Insight

As a test of uninformed support, a split sample of voters were read only a ballot question that summarized the main features of a ¾ cent sales tax measure to provide local funding to prevent additional cuts and maintain City services. In response, voters identified as likely November 2012 and likely June 2012 indicated support for the measure, with total support at 63% and 62%, respectively. In comparison, total opposition was at 30% for likely November 2012 and 31% for likely June 2012 voters, with the remaining undecided (DK/NA). These results indicate that there is a base of support, and even when the margin of error is accounted for (6.1% likely November 2012 and 6.7% likely June 2012) support is a few percentage points above the simple majority requirement. However, it is important to bear in mind that almost half of the total support is comprised of "probably yes" voters which could change given the strength of the opposition.



To help prevent additional cuts and maintain City of Ridgecrest services, including:

- Street and street median maintenance;
- Neighborhood police patrol, 911, crime investigations, gang and narcotics enforcement;
- Park and sports field maintenance; and
- Recreation programs for all ages;

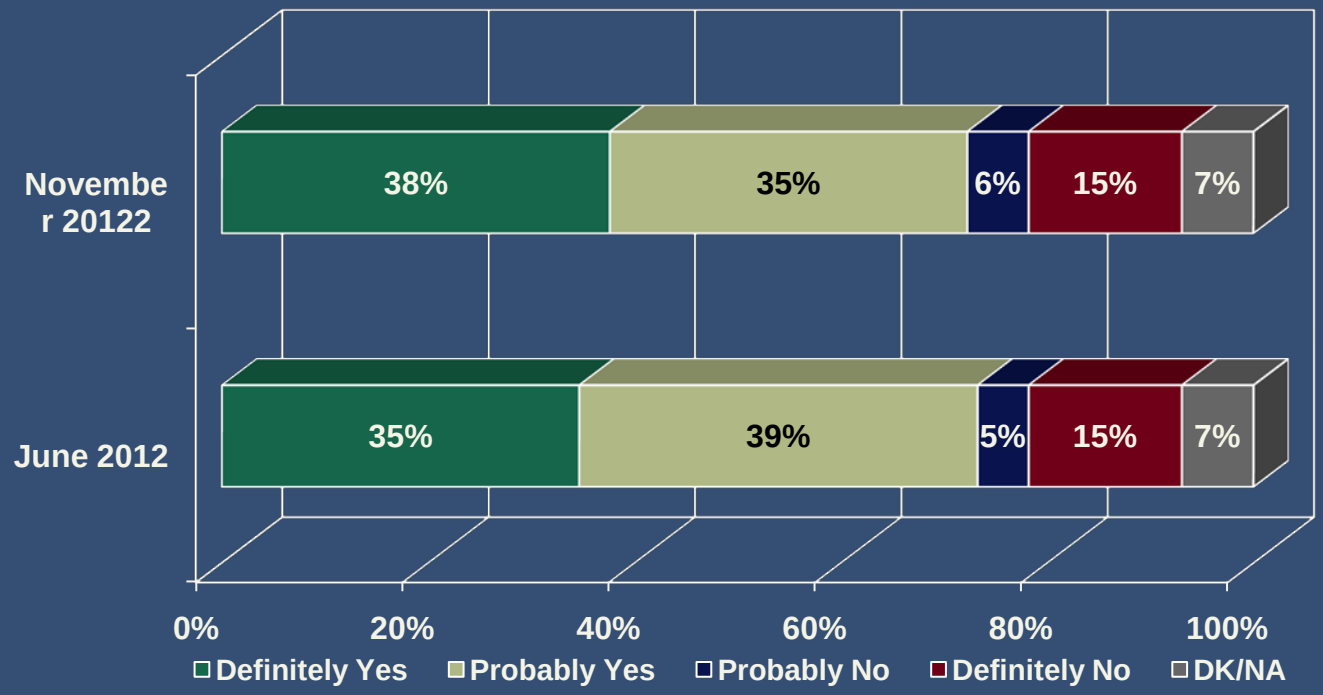
shall the City of Ridgecrest enact a three-quarter cent sales tax, requiring a citizens' oversight committee, annual independent audits, and that all funds are used for City of Ridgecrest services only?

Uninformed Support: Transient Occupancy Tax

Election Date Comparisons (n=250)

GODBE RESEARCH
Gain Insight

As a test of uninformed support, a split sample of voters were read only a ballot question that summarized the main features of a measure to increase the current transient occupancy tax rate from 10% to 12% to help prevent cuts and maintain City services. In response, voters identified as likely November 2012 voters and likely June 2012 voters indicated support for the measure, with total support at 73% and 74%, respectively. In comparison, total opposition registered at 21% for likely November 2012 voters and 20% for likely June 2012 voters, with the remaining undecided (DK/NA) at 7% for both election dates. These results indicate that there is solid support for a transient occupancy tax, even when accounting for the margin of error (6.1% for November and 6.9% for June). However, as seen earlier, support for the sales tax was at a high enough level that there is probably little reason to pursue the transient occupancy tax given the difference in potential revenue.



To help prevent additional cuts and maintain City of Ridgecrest services, including:

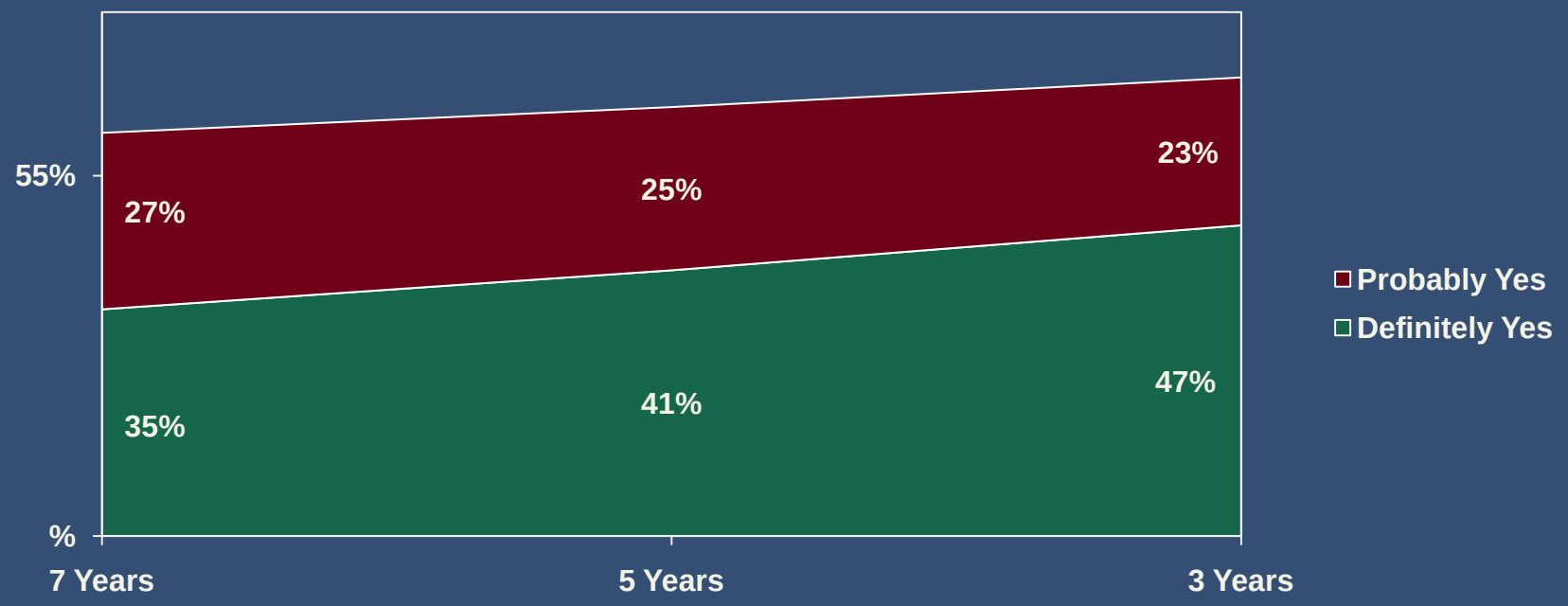
- Street and street median maintenance;
- Neighborhood police patrol, 911, crime investigations, gang and narcotics enforcement;
- Park and sports field maintenance; and
- Recreation programs for all ages;

shall the City of Ridgecrest increase the existing transient occupancy tax, charged to hotel guests, from 10 percent to 12 percent, requiring a citizens' oversight committee, annual independent audits, and that all funds are used for City of Ridgecrest services only?

Support for Different Durations
November 2012

GODBE RESEARCH
Gain Insight

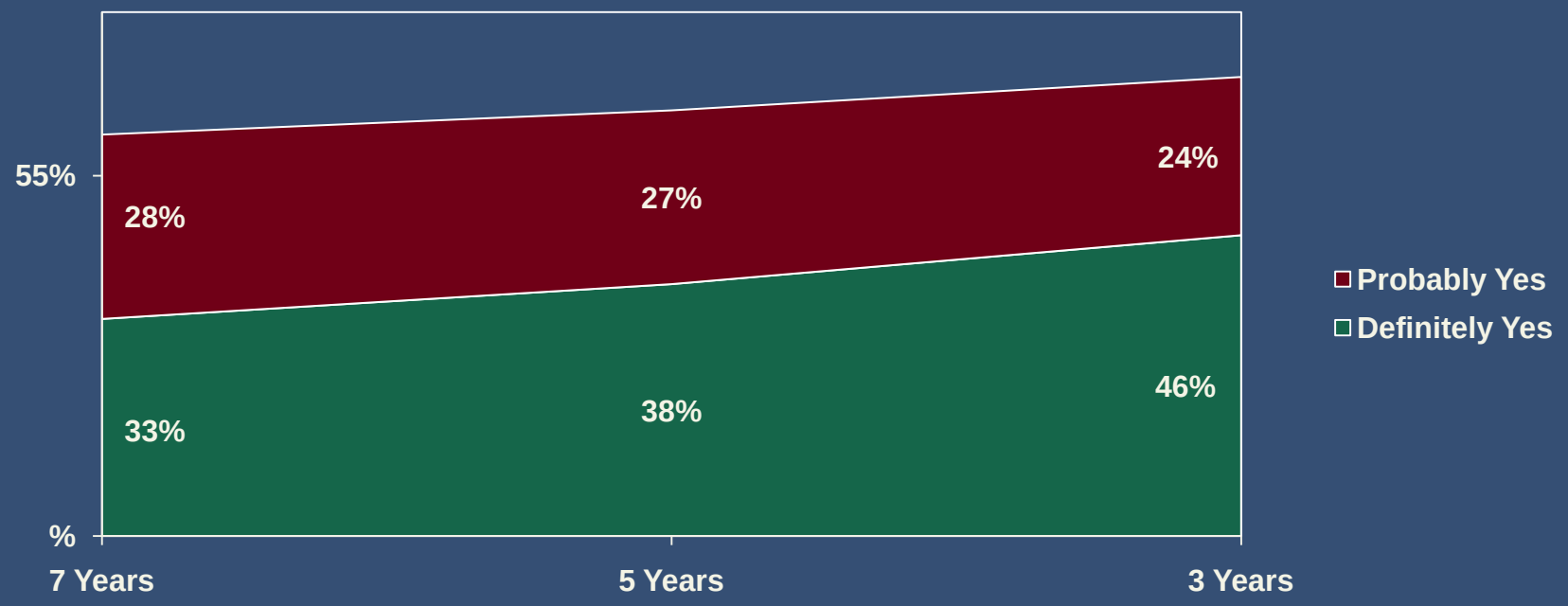
To further investigate potential support among likely November 2012 voters, they were read a list of potential durations for the tax and asked if they would vote yes or no on the measure for each rate. As expected, voter support for the measure increased as the tested tax duration dropped. For likely November 2012 voters, at the longest duration of 7 years, 62% of voters said “yes” to the measure (35% “definitely yes” and 27% “probably yes”). Support increased incrementally at the 5 year duration, and peaked at 70% when the duration dropped to 3 years (47% “definitely yes” and 23% “probably yes”). Considering the 4.3% margin of error, support at a 7 year duration could be as low as 57% among likely voters – which is above the simple majority requirement. Although the results are encouraging, the voters expressed a clear sensitivity, indicating a shorter duration is preferable.



Support for Different Durations
June 2012

GODBE RESEARCH
Gain Insight

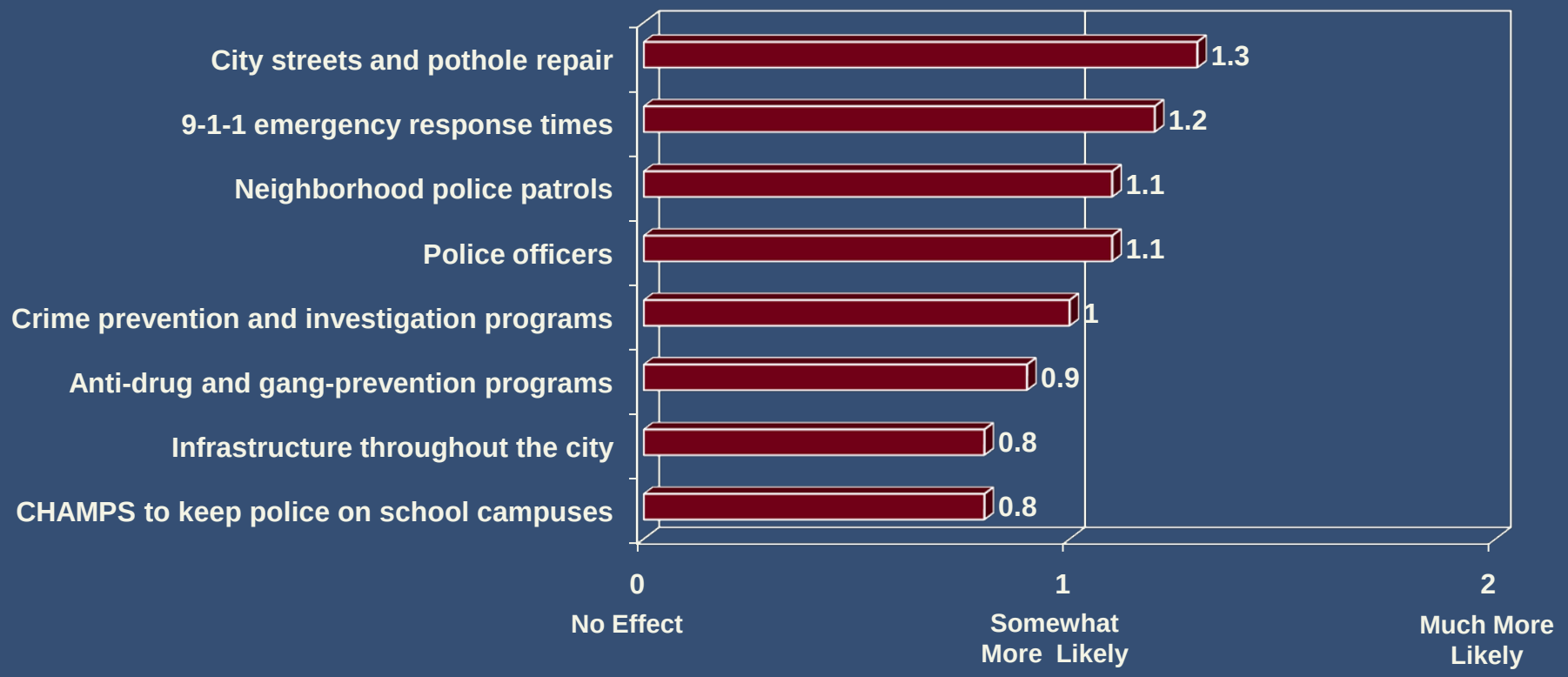
For likely June 2012 voters, the results were statistically the same as the results for likely November 2012 voters. Again, here support increased incrementally as the duration decreased, and peaked at 70% (46% “definitely yes” and 24% “probably yes”) when the duration dropped to 3 years. These results are also above the required simple majority, even when accounting for the margin of error (4.8%). As with the likely November 2012 voters, they prefer a shorter duration for the tax.



Features of the Measure I

GODBE RESEARCH
Gain Insight

Voters were then presented with 16 potential services and programs that could be maintained by the funds, and asked whether they would be more or less likely to vote for the measure upon hearing each. Only five of these programs, “City streets and pothole repair”, “9-1-1 emergency response times”, “neighborhood police patrols,” and “police officers,” made the voters “somewhat more likely” to support the measure (mean score of 1.0 or higher). The next tier of responses fell just short with mean scores of 0.8 and 0.9, indicating that these programs overall are not as persuasive.

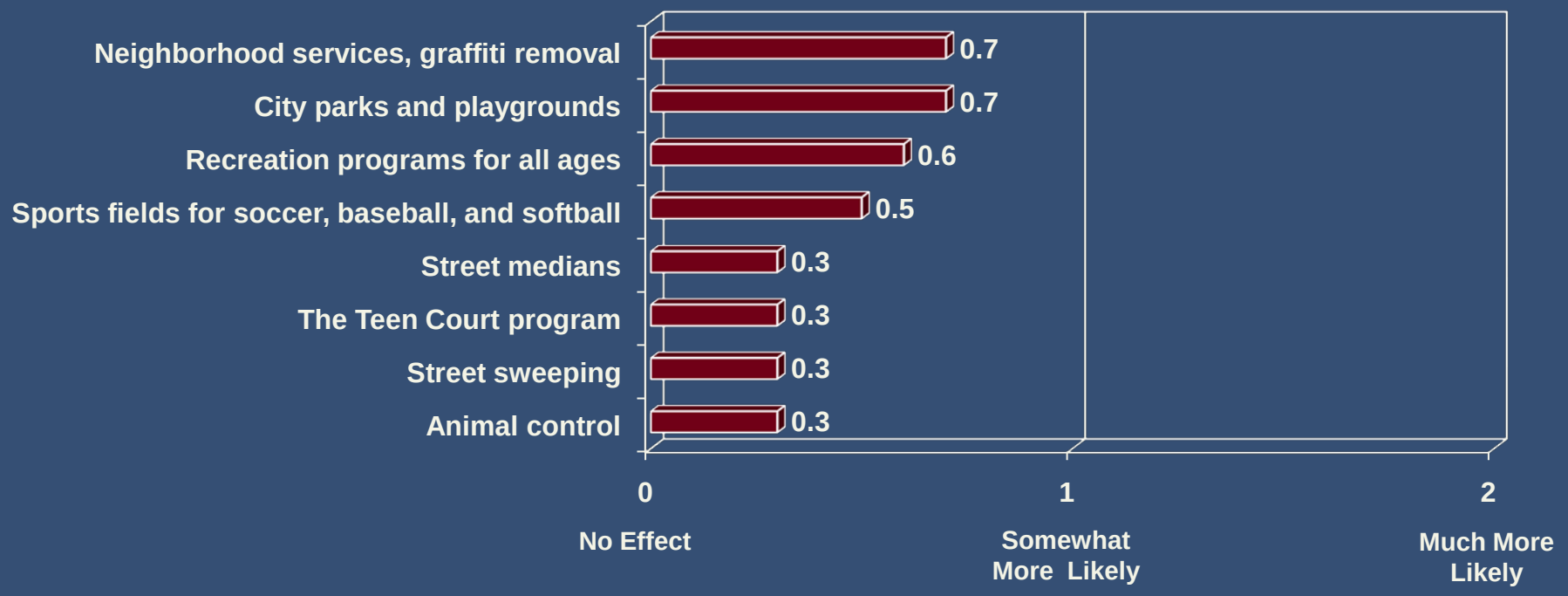


Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: “Much More Likely” = +2, “Somewhat More Likely” = +1, “No Effect” = 0, “Somewhat Less Likely” = -1, and “Much Less Likely” = -2.

Features of the Measure II

GODBE RESEARCH
Gain Insight

All of the remaining eight features failed to make the voter "somewhat more likely" to support the measure, achieving. The lowest scoring features were "street medians", "Teen Court program", "street sweeping", and "animal control," each with a 0.3 score.



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.

Features of the Measure I
Party Type Comparisons

GODBE RESEARCH
Gain Insight

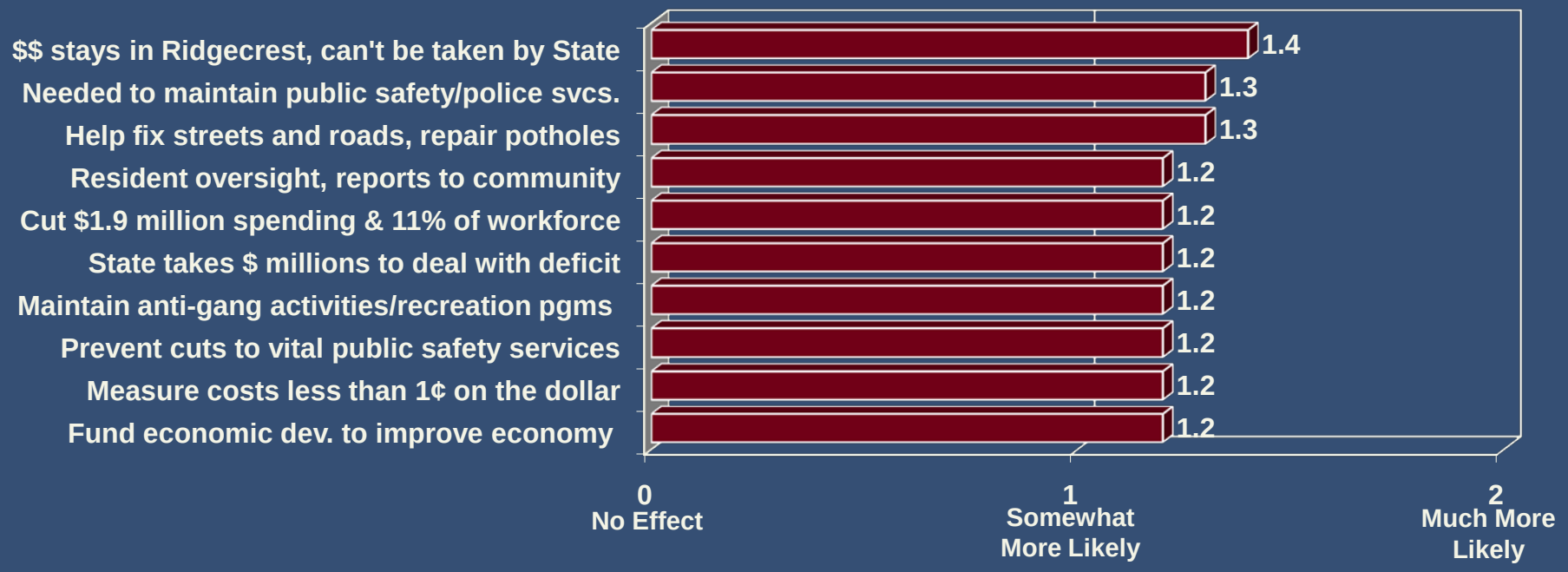
The table below highlights in blue the funding needs that resonate most strongly with voters from each political party type, at both individual and household levels. Overall, the features tested were less influential in garnering support among the Republicans (as indicated by lower mean scores), especially from the two-or-more-Republican households. At the same time, the top-scoring features were generally consistent across political parties. When speaking to all voters, emphasizing the projects that resonate most strongly with the Republican voter subgroup would maximize the overall success of a tax measure.

	Individual Party				Household Party					
	Dem	Rep	Other	DTS	Dem (1)	Dem (2+)	Rep (1)	Rep (2+)	Mixed	Other
9-1-1 emergency response times	1.4	1.0	1.3	1.2	1.5	1.5	1.0	1.0	1.2	1.2
City streets and pothole repair	1.4	1.2	1.5	1.3	1.4	1.7	1.1	1.1	1.2	1.4
Police officers	1.3	1.1	1.2	1.1	1.3	1.7	1.1	1.0	1.1	1.1
Crime prevention and investigation programs	1.3	.9	1.1	1.0	1.3	1.6	.9	.9	1.0	1.0
Anti-drug and gang-prevention programs	1.2	.8	.9	.9	1.3	1.5	.9	.7	.9	.9
Neighborhood police patrols	1.2	1.0	1.2	.9	1.1	1.5	1.0	1.0	1.0	1.1
CHAMPS to keep police on school campuses	1.1	.7	1.0	.7	1.1	1.4	.7	.7	.7	.8
Infrastructure throughout the city	1.1	.8	.4	.9	1.1	1.3	.9	.6	.8	.9
Neighborhood services, graffiti removal	1.0	.6	.8	.7	.9	1.4	.7	.5	.7	.7
Recreation programs for all ages	1.0	.5	1.0	.4	.9	1.2	.5	.5	.5	.6

Influence of Supporting Statements I

GODBE RESEARCH
Gain Insight

Responses to the supporting statements were coded and averaged such that a higher score indicates a message made voters more likely to vote yes. Overall, 14 of the 16 statements in favor made voters "somewhat more likely" to support the measure (mean scores higher than 1.0). The three top scoring statements made 7 out of 10 voters more likely to vote yes on the measure. The next tier of statements, with mean scores of 1.2, made at least 6 out of 10 voters more likely to vote yes.

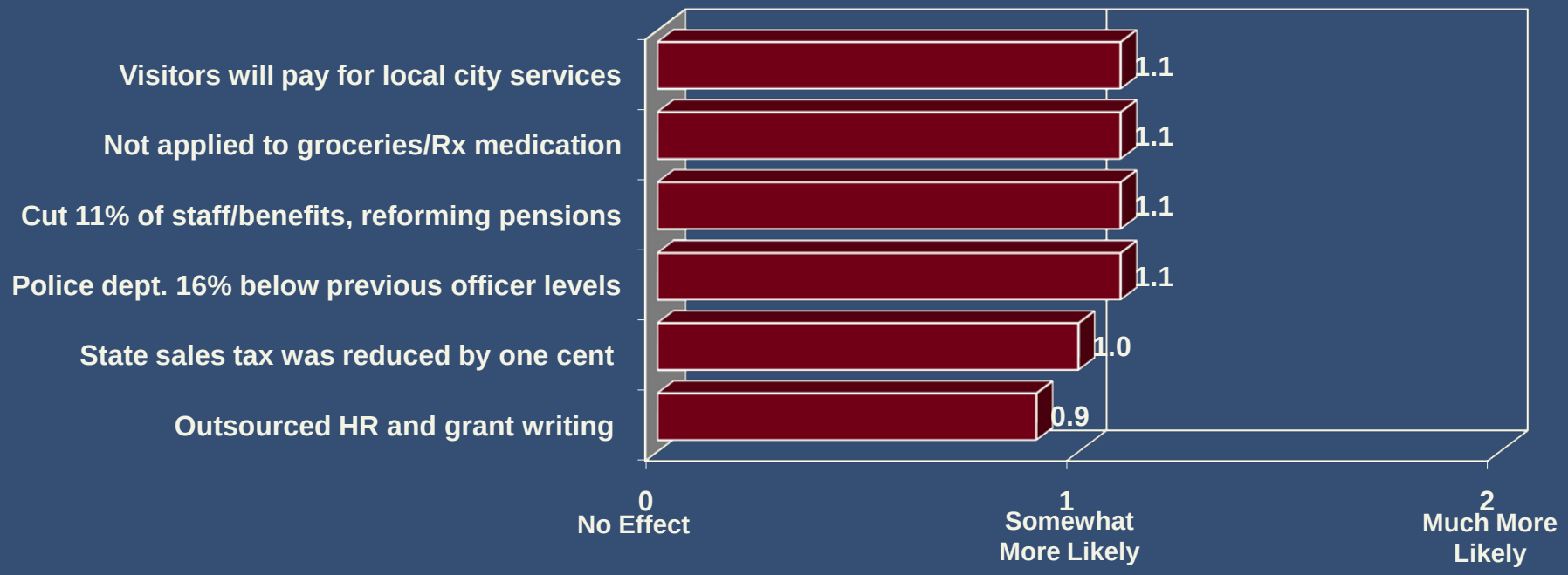


Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0.

Influence of Supporting Statements II

GODBE RESEARCH
Gain Insight

Slightly less influential than the previous arguments, the next four statements still achieved a mean score of 1.1 indicating that they also made voters somewhat more likely to vote for the measure. Like the previous set of arguments, each of these also made 6 out of 10 voters more likely to vote for the measure. The lowest ranking arguments "State sales tax was reduced by one cent" and "outsourced HR and grant writing" ranked only slightly behind the others and made at least 5 out of 10 voters more likely to vote for the measure.



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0.

Influence of Supporting Statements I
Party Type Comparisons

GODBE RESEARCH
Gain Insight

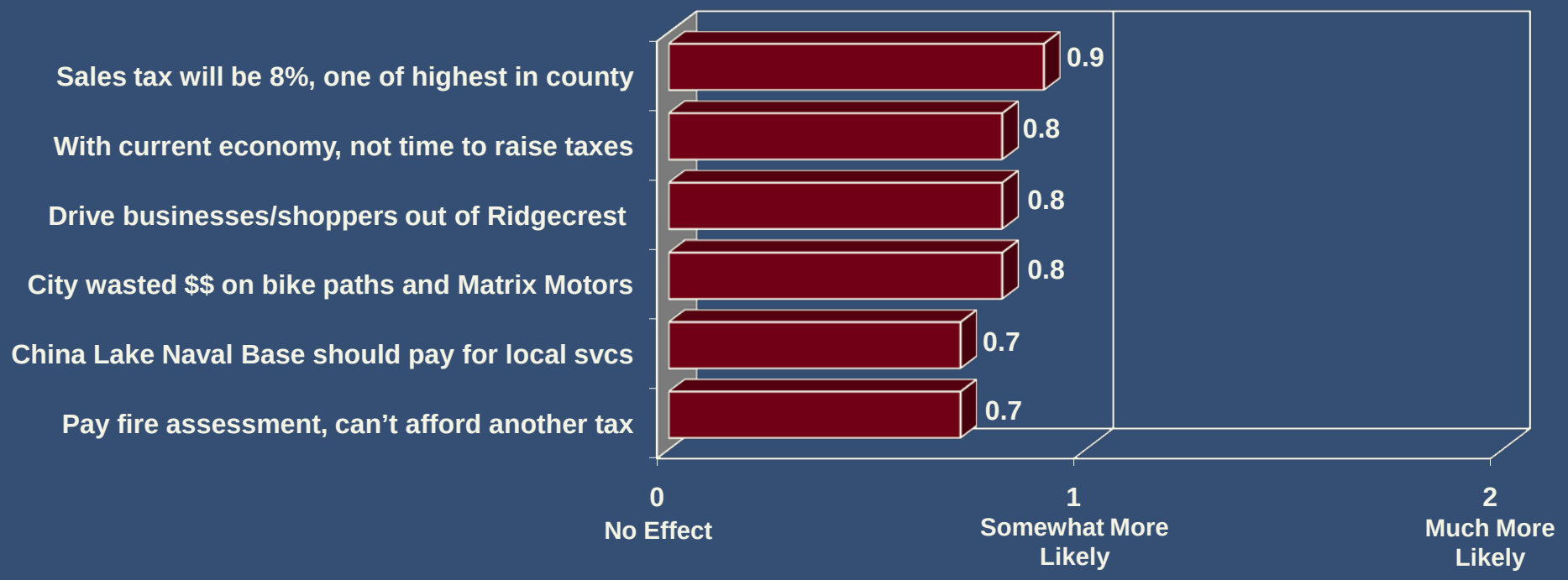
The table below highlights in blue the supporting statements that resonate most strongly with voters from each political party type, at both individual and household levels. Overall, the statements in favor of the measure were most influential among Democrats (indicated by higher mean scores) and two-or-more Democrat households. In contrast, the statements were less influential in eliciting support among Republicans (indicated by lower mean scores). This is especially true of two-or-more-Republican households. Mixed party households also found the statements less influential. At the same time, the top-scoring messages were fairly consistent across political parties. These results suggest that Democrats and Republicans respond positively to the top messages tested, and communicating these through the voter education campaign would be effective across political parties.

	Individual Party				Household Party					
	Dem	Rep	Other	DTS	Dem (1)	Dem (2+)	Rep (1)	Rep (2+)	Mixed	Other
$$ stays in Ridgecrest, can't be taken by State	1.6	1.3	1.6	1.4	1.5	1.7	1.5	1.2	1.4	1.5
Needed to maintain public safety/police svcs.	1.4	1.3	1.4	1.2	1.4	1.7	1.3	1.2	1.3	1.3
Maintain anti-gang activities/recreation pgms	1.4	1.2	1.2	1.2	1.4	1.6	1.3	1.1	1.2	1.2
Help fix streets and roads, repair potholes	1.4	1.2	1.4	1.3	1.3	1.7	1.3	1.2	1.3	1.4
Fund economic dev. to improve economy	1.4	1.1	1.4	1.3	1.4	1.5	1.3	1.0	1.2	1.3
Cut $1.9 million spending & 11% of workforce	1.4	1.1	1.4	1.2	1.3	1.6	1.3	1.0	1.2	1.3
Measure costs less than 1¢ on the dollar	1.4	1.1	1.2	1.1	1.2	1.6	1.3	1.0	1.1	1.1
Prevent cuts to vital public safety services	1.4	1.1	1.2	1.2	1.3	1.5	1.2	1.0	1.2	1.2
State takes $ millions to deal with deficit	1.4	1.1	1.3	1.2	1.3	1.6	1.3	1.1	1.2	1.2
Visitors will pay for local city services	1.4	1.1	1.0	1.1	1.4	1.5	1.2	1.0	1.1	1.0

Potential Opposition Statements

GODBE RESEARCH
Gain Insight

Responses to the potential opposition statements were coded and averaged such that a higher score indicates an argument made voters more likely to vote no. The analysis shows that all of the arguments tested in the survey could be somewhat detrimental to the success of a measure. However, the four top-scoring statements made at least 4 out of 10 voters more likely to vote no. The potential influence of these statements highlights the need for a well-organized community education effort to address voter concerns.

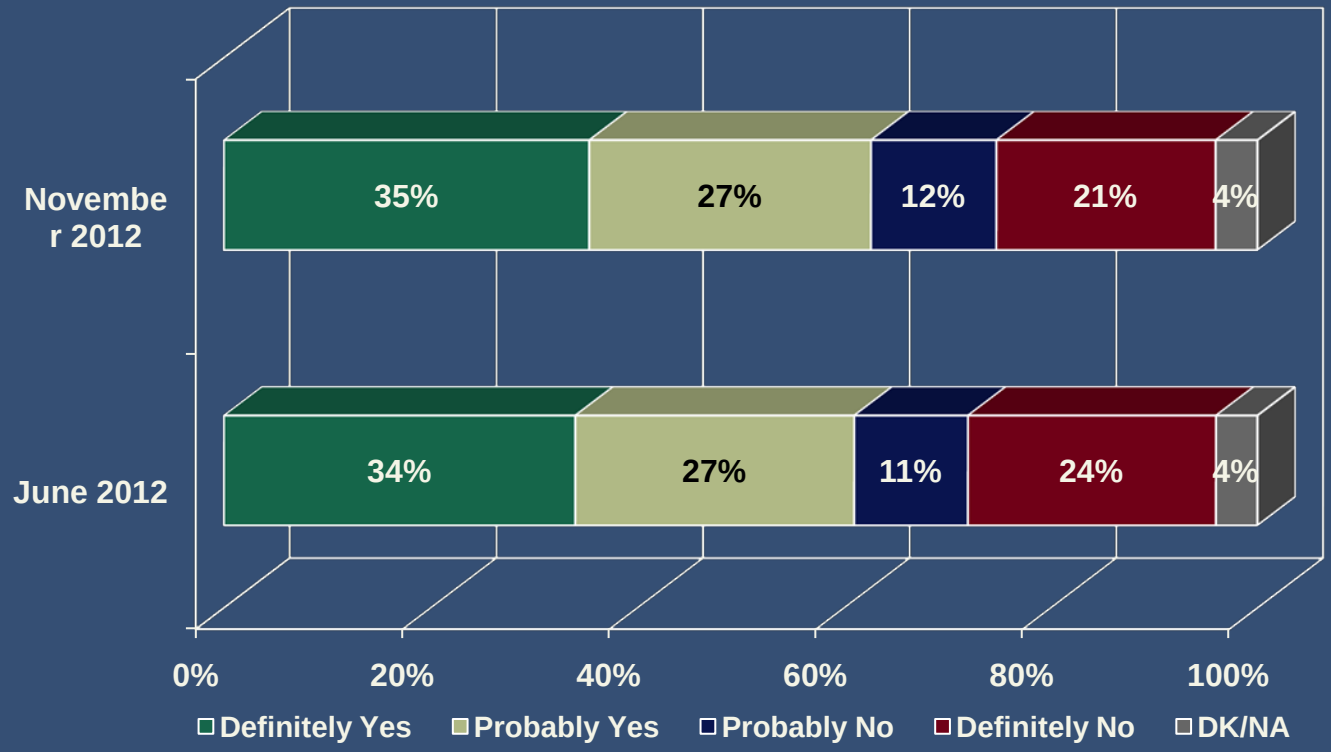


Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0.

Informed Support: ¾ Cent Sales Tax
Election Date Comparisons (n=257)

GODBE RESEARCH
Gain Insight

After simulated public information, total support for a ¾ cent sales tax measure among likely November 2012 and likely June 2012 voters was at 62% and 61%, respectively, statistically unchanged from support in the initial ballot test. Accounting for the margin of error (6.1% for November and 6.7% for June) a conservative estimate of total informed support for November could be as low as 56% with 55% for June, above the requisite simple majority. Total opposition increased slightly to 33% for November and 35% for June, from the initial ballot test, due to the decrease in undecided voters. However, the largest increase within total opposition was to the "definitely no" response category. Again, there is a base of support, but almost half of the total support is comprised of "probably yes" voters which could shift depending on the strength of the opposition.



To help prevent additional cuts and maintain City of Ridgecrest services, including:

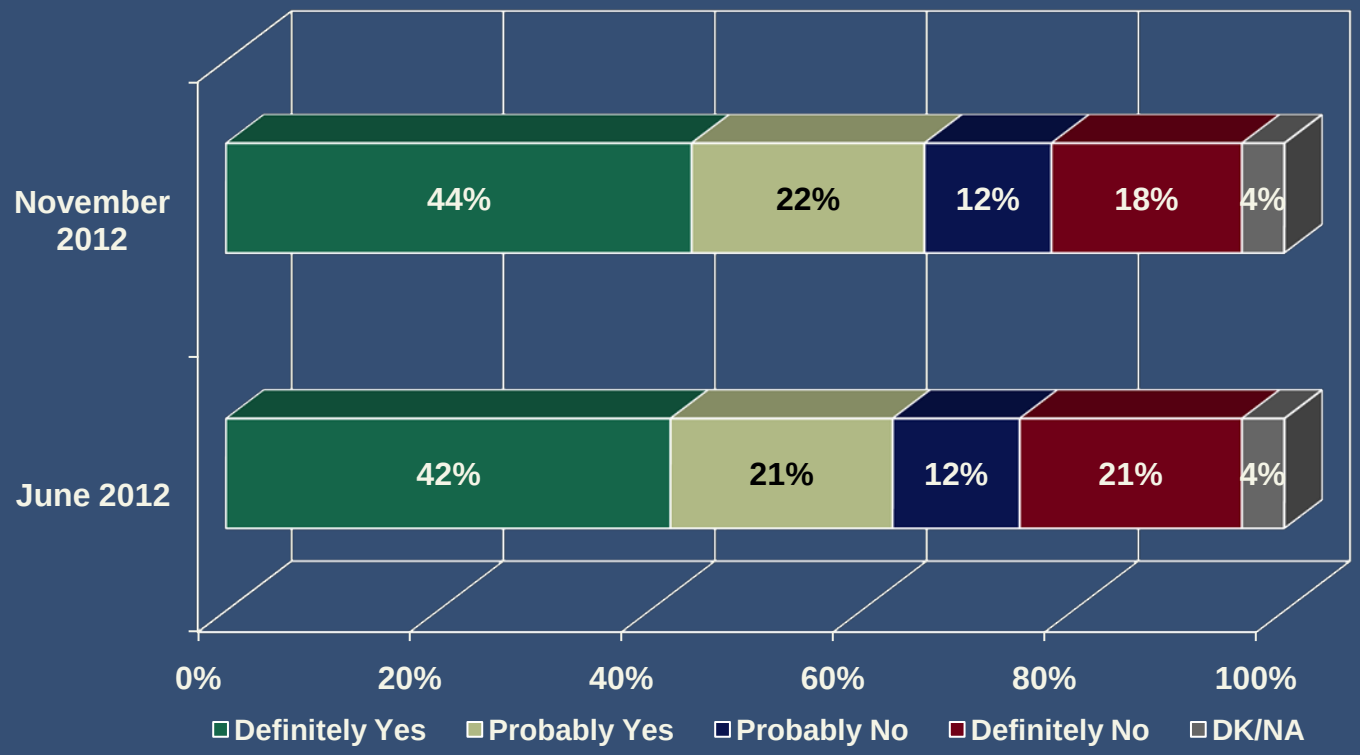
- Street and street median maintenance;
- Neighborhood police patrol, 911, crime investigations, gang and narcotics enforcement;
- Park and sports field maintenance; and
- Recreation programs for all ages;

shall the City of Ridgecrest enact a three-quarter cent sales tax, requiring a citizens' oversight committee, annual independent audits, and that all funds are used for City of Ridgecrest services only?

Informed Support: ½ Cent Sales Tax
Election Date Comparisons (n=257)

GODBE RESEARCH
Gain Insight

After the final ballot test for the ¾ cent sales tax measure, voters were asked if they would support a sales tax if the amount were reduced to ½ cent. Total support for likely November 2012 voters increased slightly to 66% and to 63% for likely June 2012 voters, well above the simple majority threshold (including the margin of error). Total opposition stayed at relatively the same level, but saw a reduction in the number of voters who indicated "definitely no" to the measure.

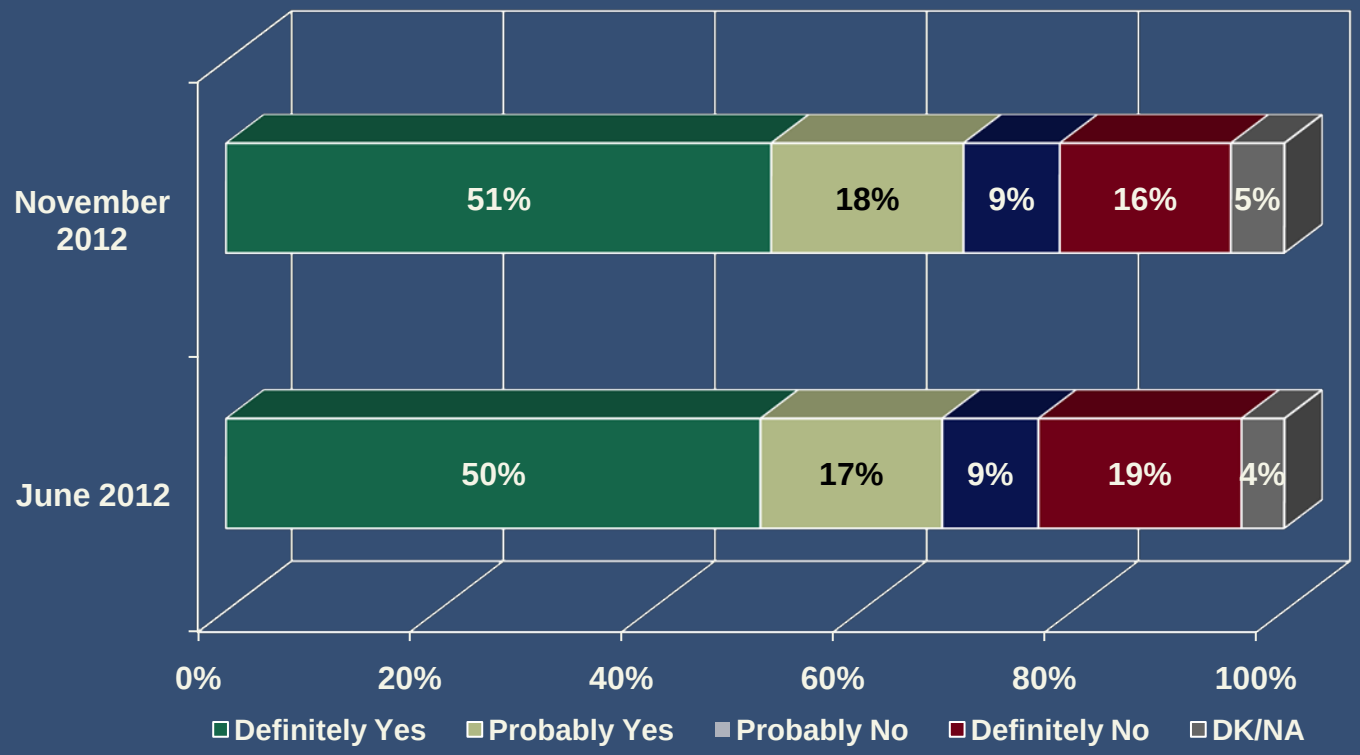


If you heard that the sales tax was going to be just one-half cent instead of three-quarters of a cent, but would still be used to maintain vital city services would you vote yes or no on this measure? Would that be definitely (yes/no) or probably (yes/no)?

Informed Support: ¼ Cent Sales Tax
Election Date Comparisons (n=257)

GODBE RESEARCH
Gain Insight

As the final test in the sales tax measure series, respondents were asked if they would support or oppose a ¼ cent sales tax. Consistent with the earlier pattern, total support increased among likely November 2012 voters to 69% (51% "definitely yes" and 18% "probably yes") and to 67% among likely June 2012 voters. Total opposition decreased to 25% for November and 28% for June voters.

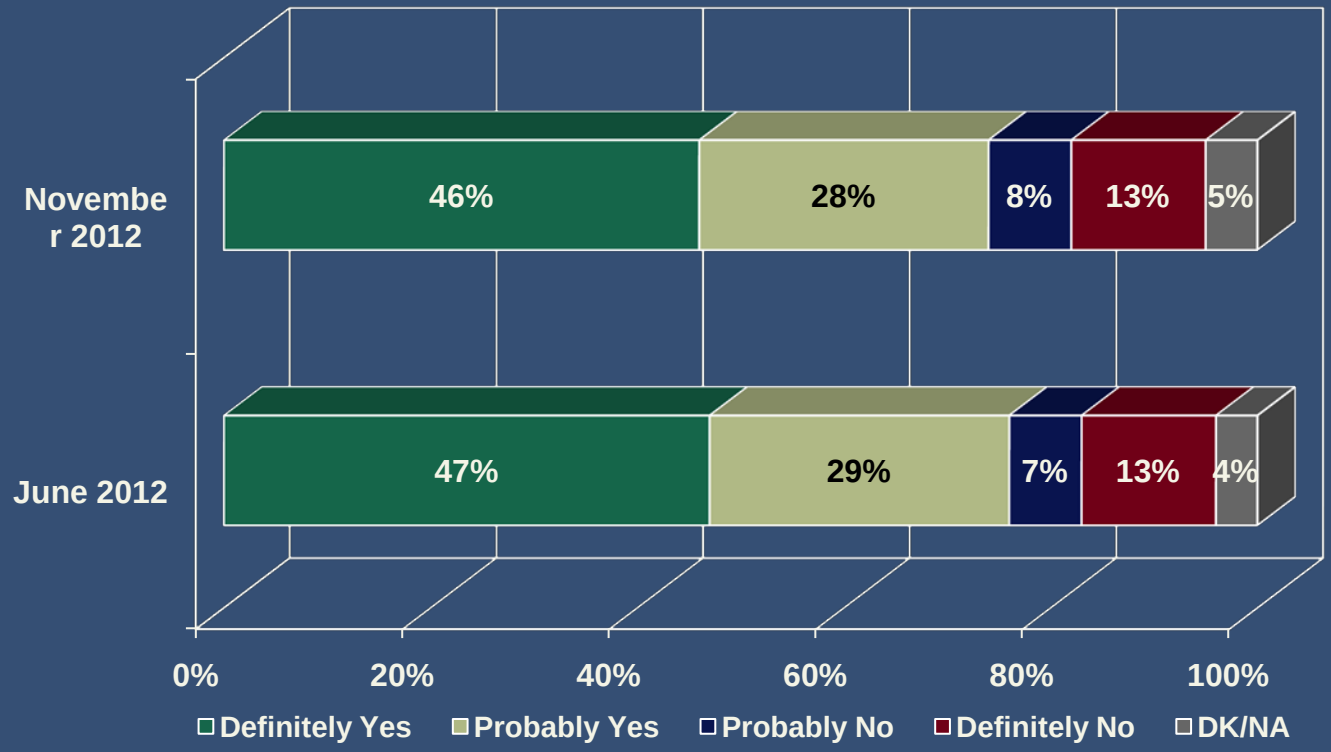


If you heard that the sales tax was going to be just one-quarter cent instead of one-half cent, but would still be used to maintain vital city services would you vote yes or no on this measure? Would that be definitely (yes/no) or probably (yes/no)?

Informed Support: Transient Occupancy Tax
Election Date Comparisons (n=250)

GODBE RESEARCH
Gain Insight

After simulated public information, total support for an increase in the existing transient occupancy tax from 10% to 12% among likely November 2012 voters was at 74% (46% “definitely yes” and 28% “probably yes”) and 76% (47% “definitely yes” and 29% “probably yes”) among likely June 2012 voters, statistically unchanged from the initial ballot test. With the margin of error (6.1% for November and 6.9% for June), we can conservatively estimate that total informed support could be as low as 68% for November 2012 and 67% for June 2012, well above the requisite simple majority. Total opposition remained relatively unchanged. As discussed earlier, given the encouraging results for the sales tax measure, it is most likely unnecessary to seek a transient occupancy tax.



To help prevent additional cuts and maintain City of Ridgecrest services, including:

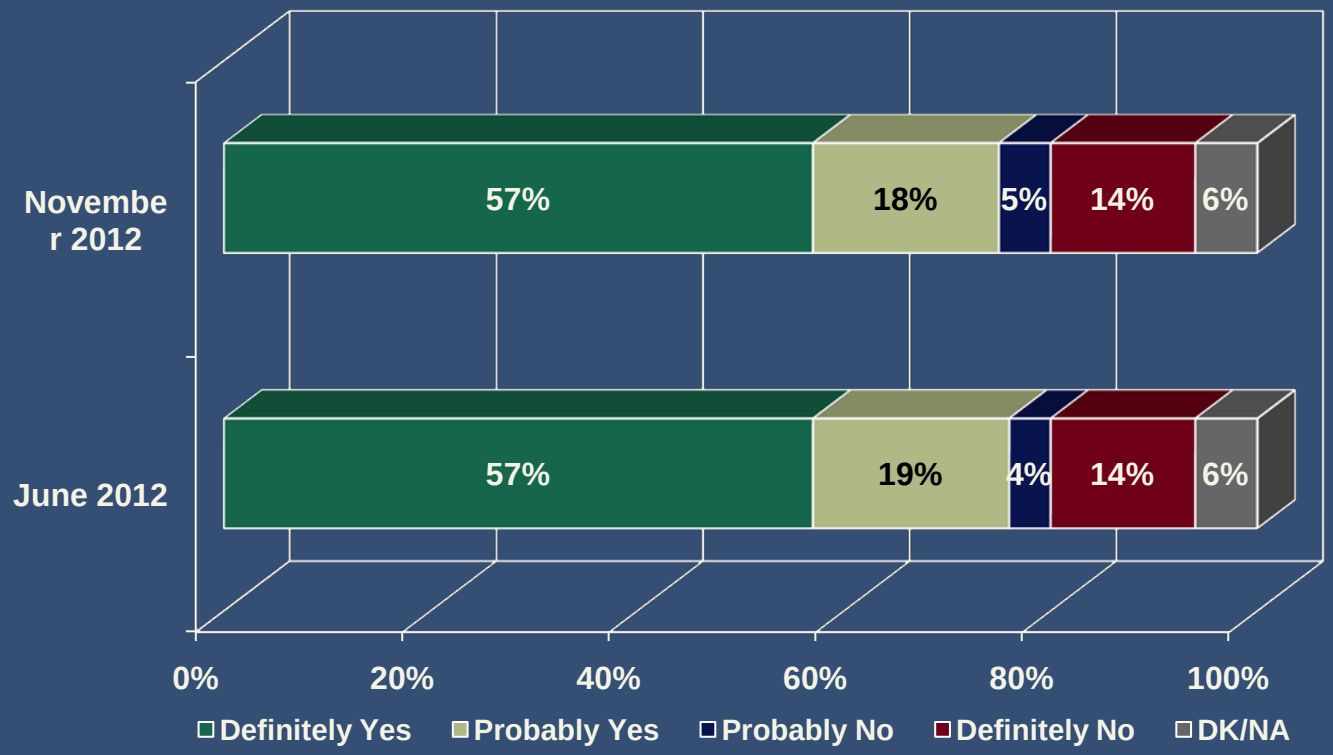
- Street and street median maintenance;
- Neighborhood police patrol, 911, crime investigations, gang and narcotics enforcement;
- Park and sports field maintenance; and
- Recreation programs for all ages;

shall the City of Ridgecrest increase the existing transient occupancy tax, charged to hotel guests, from 10 percent to 12 percent, requiring a citizens’ oversight committee, annual independent audits, and that all funds are used for City of Ridgecrest services only?

11% Transient Occupancy Tax Option
Election Date Comparisons (n=250)

GODBE RESEARCH
Gain Insight

After the final ballot test for the increase of the current transient occupancy tax from 10% to 12%, voters were then asked for their response to an increase of the current transient occupancy tax at a reduced rate, from 10% to 11%. Total support among likely November 2012 voters was at 75% (57% “definitely yes” and 18% “probably yes”) and among likely June 2012 voters was at 76% (57% “definitely yes” and 19% “probably yes”), showing increased support for the lower tax rate.

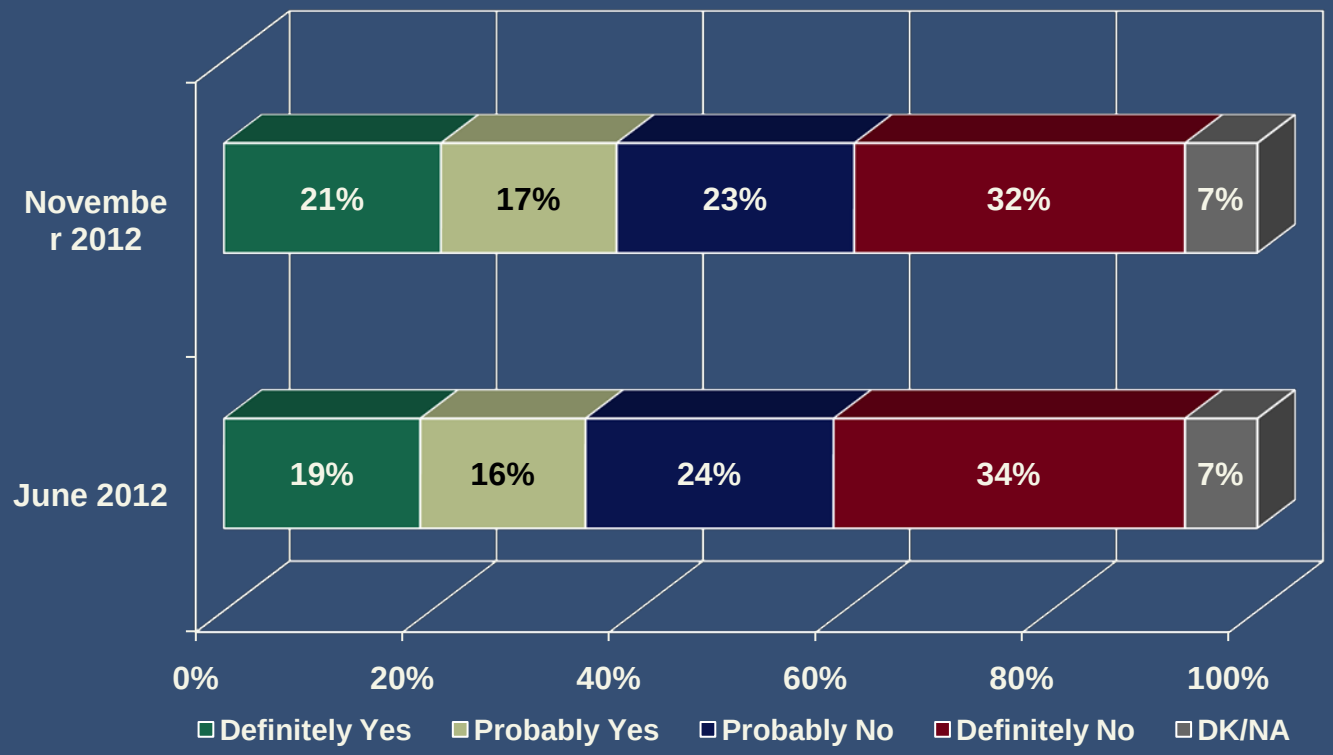


If you heard that the transient occupancy tax charged to hotel guests was going to be increased from 10 percent to 11 percent instead of from 10 percent to 12 percent, but would still be used to maintain and protect Ridgecrest city services and facilities, would you vote yes or no on this measure?

Property Assessment
Election Date Comparisons (n=250)

GODBE RESEARCH
Gain Insight

After the final ballot test for an increase to the transient occupancy tax, voters were asked to indicate their support or opposition for a property assessment. Total support among likely November 2012 voters was at 38% (21% “definitely yes” and 17% “probably yes”) and 35% among likely June 2012 voters (19% “definitely yes” and 16% “probably yes”). For both election cycles, total opposition (55% for November and 58% for June) outweighed support.



To help prevent additional cuts and maintain firefighting and emergency services in the City of Ridgecrest, including:

- Maintaining an optimal response time;
- Keeping neighborhood fire stations open; and
- Ensuring that firefighters have the best emergency training;

shall the City of Ridgecrest renew and increase the existing property assessment by $65, per parcel, per year, requiring a citizens’ oversight committee, annual independent audits, and that all funds are used for City of Ridgecrest firefighting and emergency services only? If the election were held today, would you vote yes or no on this measure?

Summary and Recommendations

Summary and Recommendations

GODBE RESEARCH
Gain Insight

- The survey revealed a solid base of voter support for a either a sales tax or transient occupancy tax measure, and Godbe Research recommends that the City of Ridgecrest consider preparing for a ½ cent sales tax measure in the June 2012 or November 2012 election.
- The survey results indicate potential voter support increases as the tax rate declines.
  - Specifically, support for the three-quarter cent sales tax measure on the second test was (62% November / 61% June) reasonable, and at one-half cent there is a growing cushion beyond the 6% margin of error (66% November / 63% June). And when voters were provided with the one-quarter cent rate the largest support was achieved (69% November / 67% June).
  - While a November election achieves a higher numeric result than June, the differences are not statistically significant, indicating the other variables may suggest the best election opportunity.
  - The 12% transient occupancy tax shows even greater support on the second test (74% November / 76% June), but would not raise the same amount of revenue for the City.
- The survey results indicate the City of Ridgecrest consider:
  - Beginning the necessary steps to prepare to place a revenue measure on the ballot in the June or November 2012 election.
  - Initiating a community outreach effort to explain the City's situation and needs.
- However, the City should be prepared to head off voter concerns and explain why a revenue measure is needed now despite the economic downturn, that a measure would not drive shoppers out of the City, that the City can be trusted to spend the dollars wisely, and that accountability provisions will be in place.