

Capitola City Council

Agenda Report

Meeting: March 14, 2024

From: City Manager Department

Subject: Voter Polling Results



Recommended Action: Receive survey results from EMC Research.

Background: In 2021, the City Council decided against proposing a revenue measure for the 2022 General Election ballot and directed staff to research and provide information about the viability of such measures in conjunction with the 2024 General Election. The adopted FY 2023-24 Budget allocated funding to poll Capitola voters to determine the viability of potential tax revenue measures before the 2024 General Election.

In November 2023, the Capitola Finance Advisory Committee discussed polling potential revenue measures for the 2024 General Election and recommended polling an extension of Measure F and a General Obligation Bond, to assess how each type of tax measure would be received by voters.

On November 21, 2023, the City Council authorized the City Manager to execute a Professional Services Agreement with EMC Research to conduct polling with Capitola voters on potential revenue measures to be placed on the 2024 General Election ballot.

Discussion: EMC Research surveyed registered voters over two weeks in January, and used email, text, and phone calls to obtain interviews in both English and Spanish, depending on voters' language preferences; ultimately obtaining 206 interviews. Representatives from EMC Research will present survey results during the March 14th meeting.

Staff plans to bring resolutions formally requesting the 2024 General Election and consolidation with the County to the City Council in June. The last day for the City to submit a measure to be placed on the ballot is August 9th. If the City Council directs staff to pursue a ballot measure, the adoption of a resolution to place a measure on the ballot could be considered in June, in conjunction with the resolutions requesting an election.

Fiscal Impact: None.

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