

Survey Results Presentation for the City of Needles

by

Urban Futures, Inc.

June 2026



Methodology



There are 2,200 registered voters in the City

City of Needles

- ❖ The City of Needles is currently assessing the feasibility of placing a Transient Occupancy Tax (TOT) measure and/or a general obligation bond measure on an upcoming ballot.
- ❖ A phone and text survey was conducted from Tuesday June 2nd through Monday June 8th to assess support for the proposed measures.
- ❖ The survey tested voter attitudes regarding the City, projects to be funded by the proposed measures, and tax tolerances.
- ❖ 111 households (140 individuals) were contacted, which represents approximately 10% of voters with a working phone number.

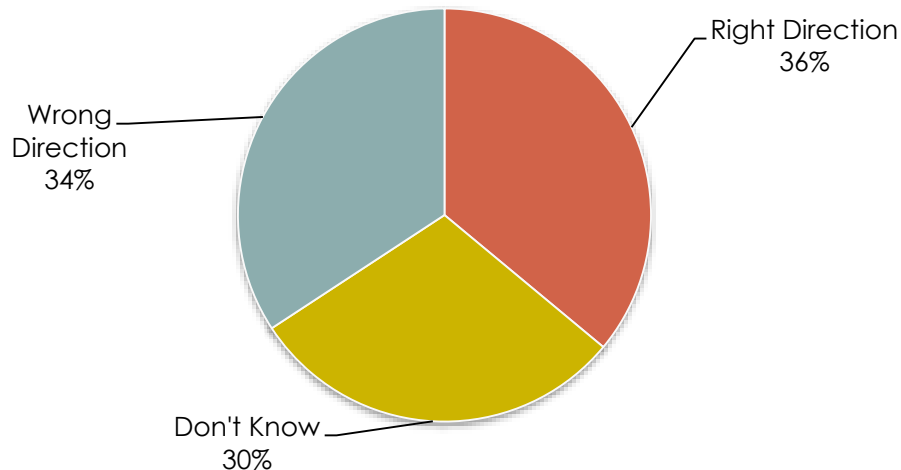


General Questions

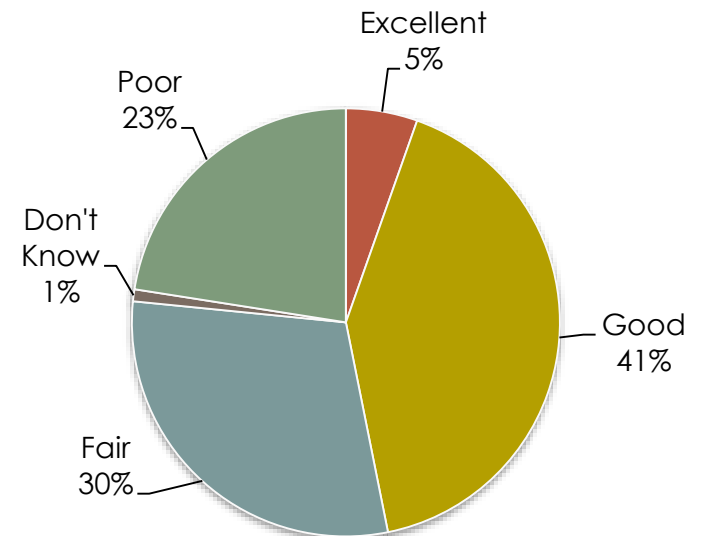
Majority of voters satisfied with the quality of City services

City of Needles

- ❖ Generally speaking, would you say the City of Needles is headed in the right direction or the wrong direction?



- ❖ From what you know or what you've heard, would you rate the quality of services provided by the City of Needles as Excellent, Good, Fair, or Poor?



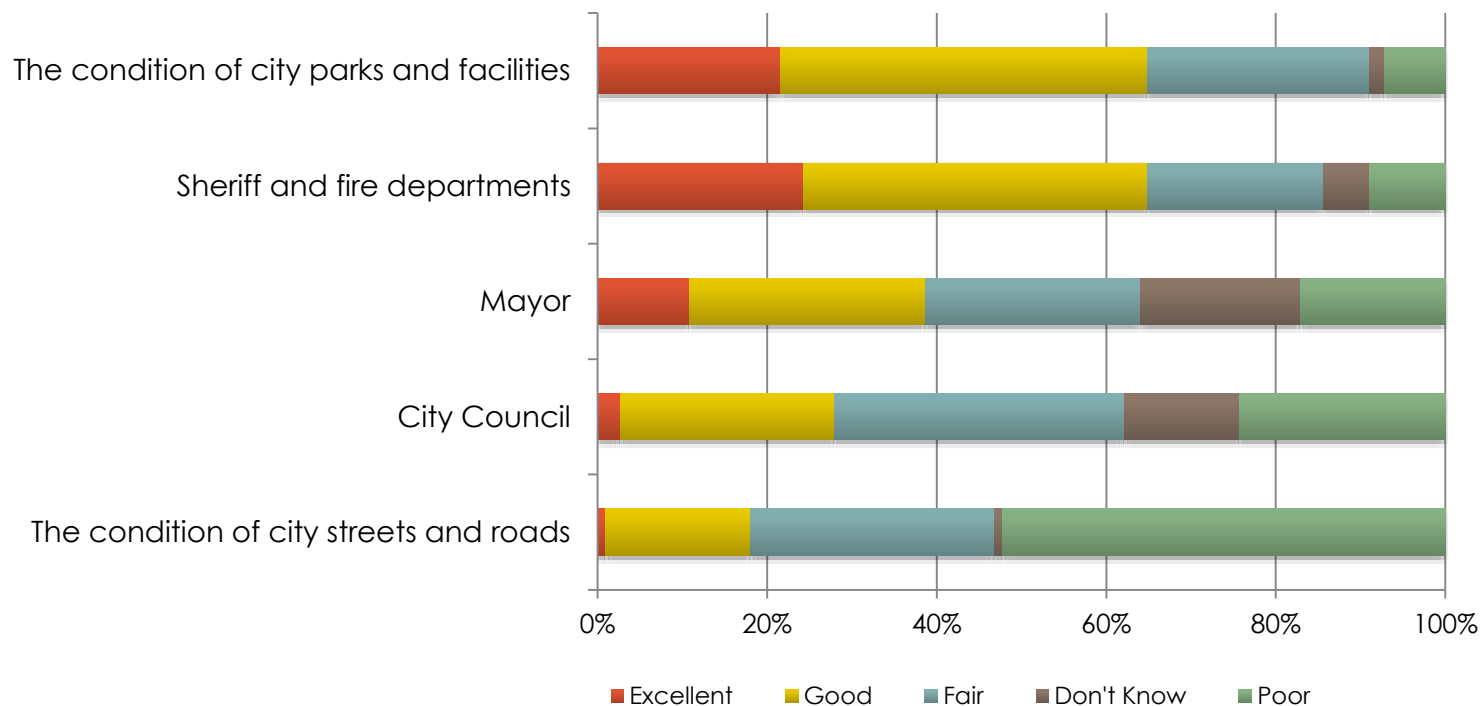


General Questions

Voters are supportive of the City

City of Needles

- ❖ Now I would like to ask you several questions regarding different aspects of the City of Needles. For each please tell me whether you would rate it as Excellent, Good, Fair, or Poor?



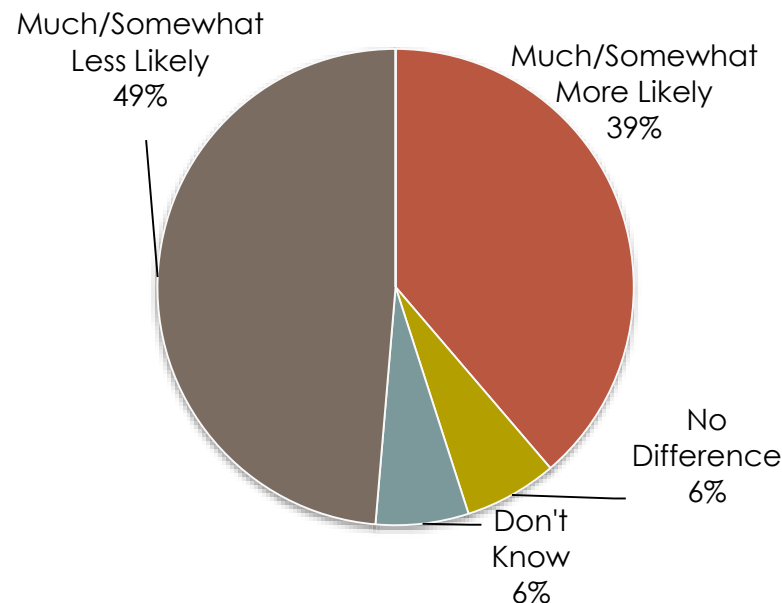


City Council Salary

39% of voters surveyed would support a salary increase

City of Needles

- ❖ Currently, the Needles City Council makes a monthly salary of \$1.00. There is talk of increasing that salary to \$250.00 a month. Based on your opinion of the job the Needles City Council is doing, if an election were held today, would you be more likely or less likely to vote for a salary increase for city council members?





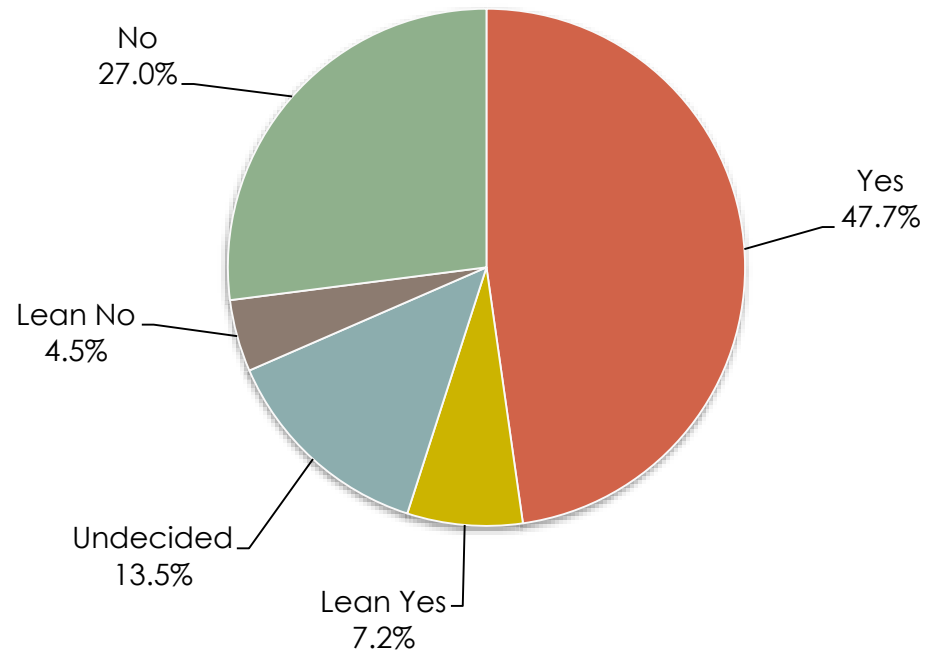
Bond Measure

Support for measure is below the required two-thirds vote

City of Needles

- ❖ At this time, the City of Needles is looking to make significant infrastructure improvements and is considering placing a bond measure before voters in your community on an upcoming ballot. If the election were held today, would you vote YES in favor of the measure or would you vote NO to oppose the measure?

"To improve the City of Needles including roads and transportation infrastructure; repairing and repaving streets; fixing potholes; maintaining community safety; improving parks and recreational facilities; and revitalizing downtown Main Street; shall the City of Needles measure be adopted issuing \$24,500,000 of bonds at legal rates, generating on average \$1,400,000 annually while bonds are outstanding at a rate of \$119 per \$100,000 assessed value, with annual audits, independent citizens' oversight, NO money for salaries and all money staying in Needles?"



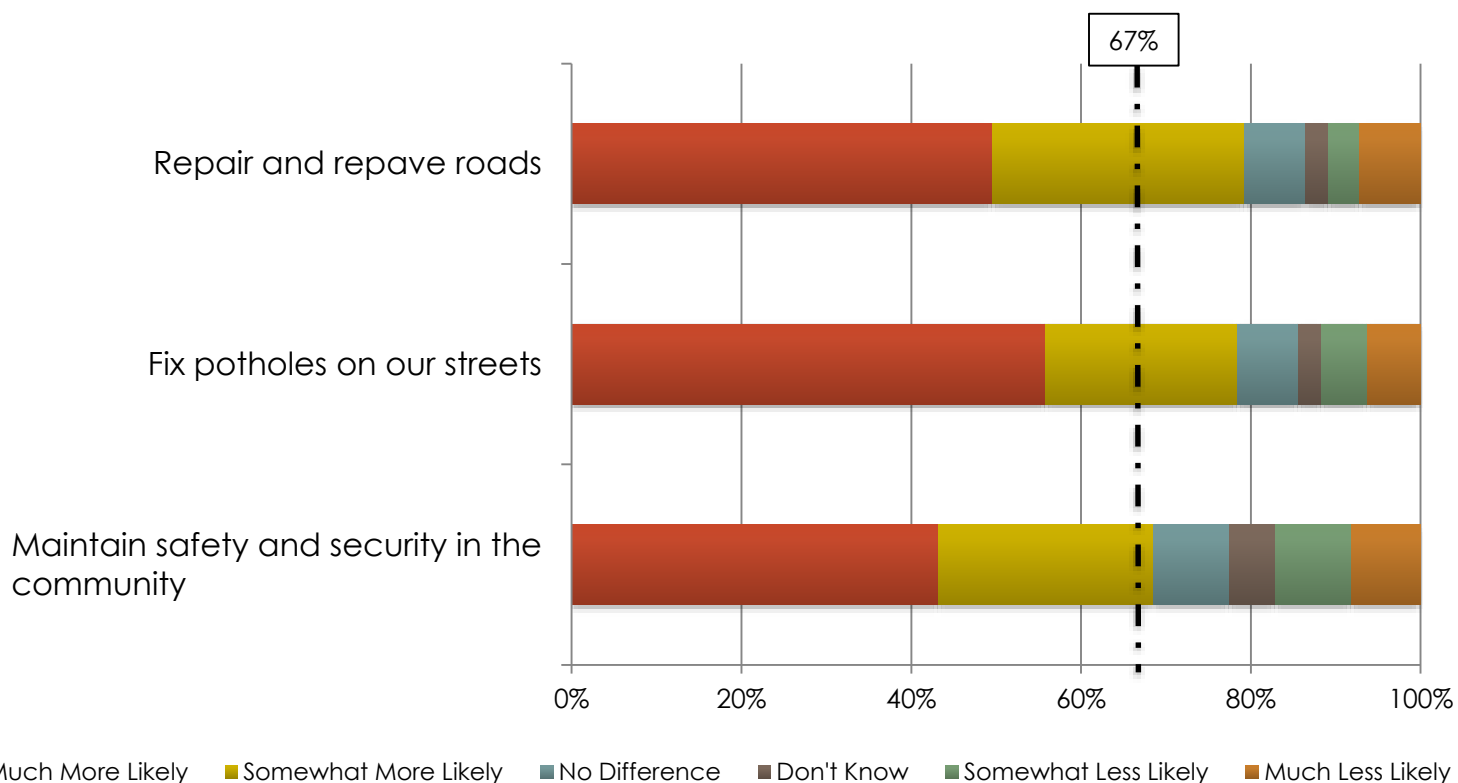


Bond Measure Projects

All projects tested below received two-thirds support and above

City of Needles

- ❖ For each project, please tell me whether it would make you More Likely or Less Likely to vote in favor of the measure if you knew funds would be used to:



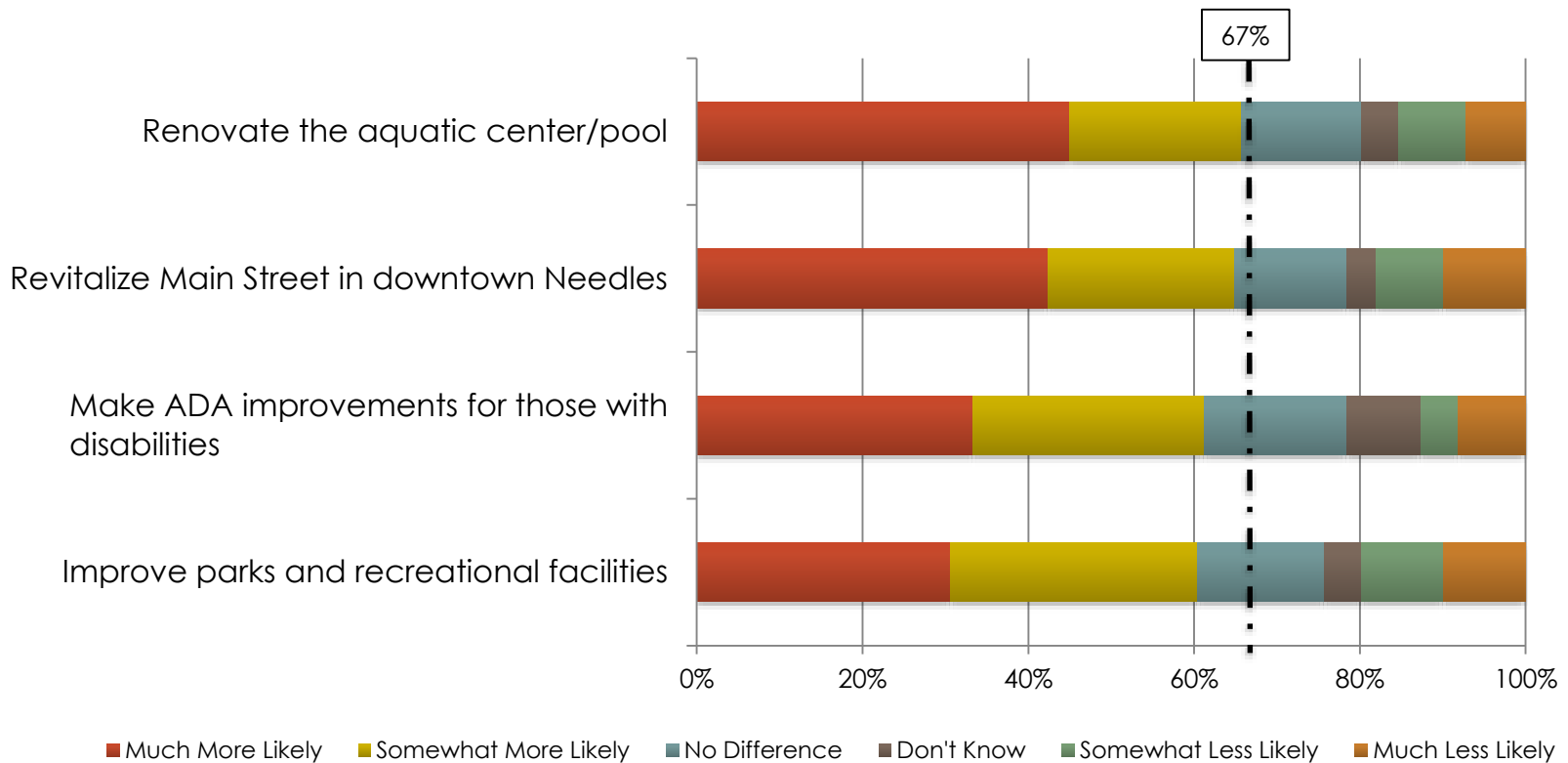


Bond Measure Projects

All projects tested below received less than two-thirds support

City of Needles

- ❖ For each project, please tell me whether it would make you More Likely or Less Likely to vote in favor of the measure if you knew funds would be used to:



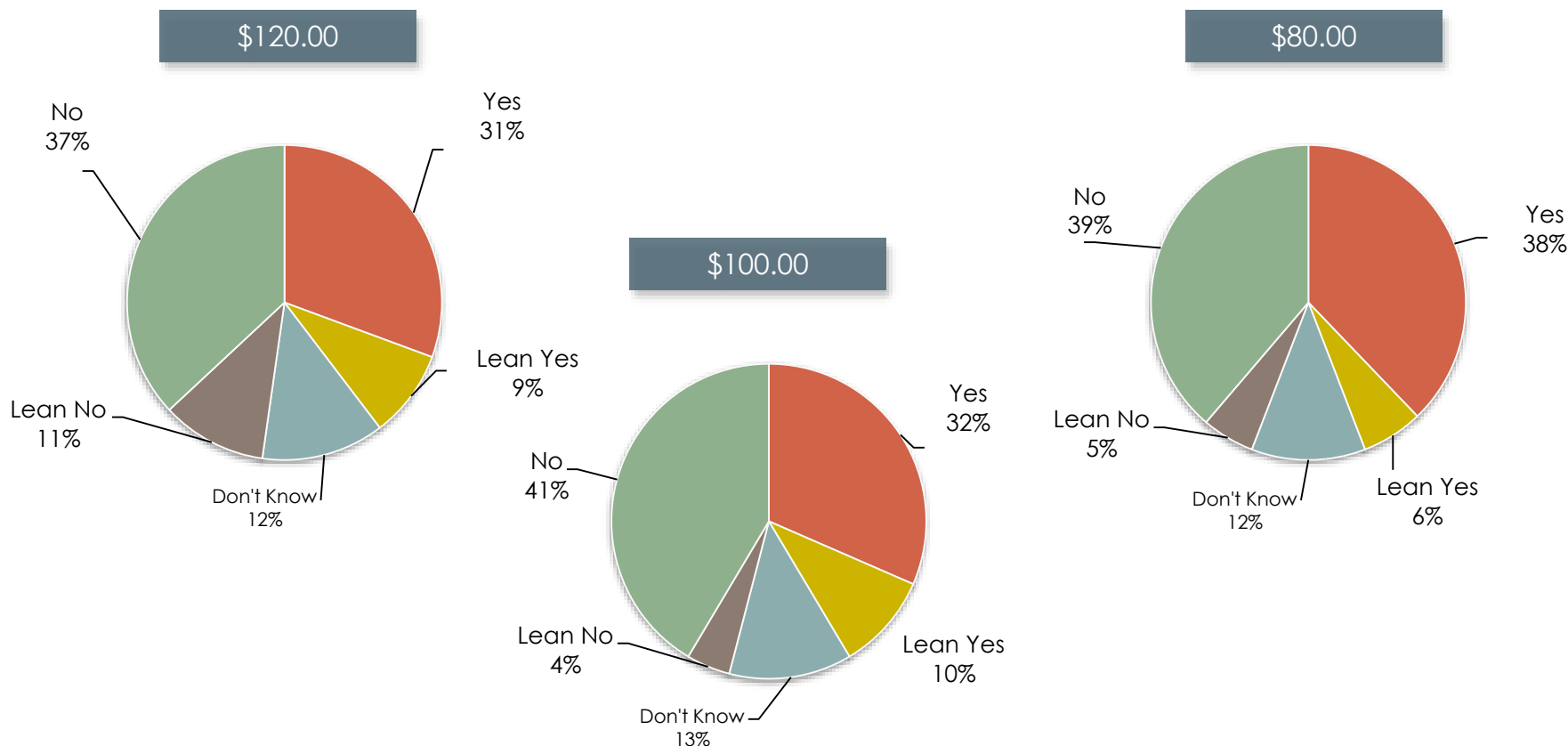


Tax Tolerances

Voters were sensitive to tax rates tested

City of Needles

- ❖ The proposed measure would cost property owners \$120/\$100/\$80 per \$100,000 of assessed valuation per year, would you be More or Less Likely to vote "yes" in Favor of or "no" to Oppose the measure?



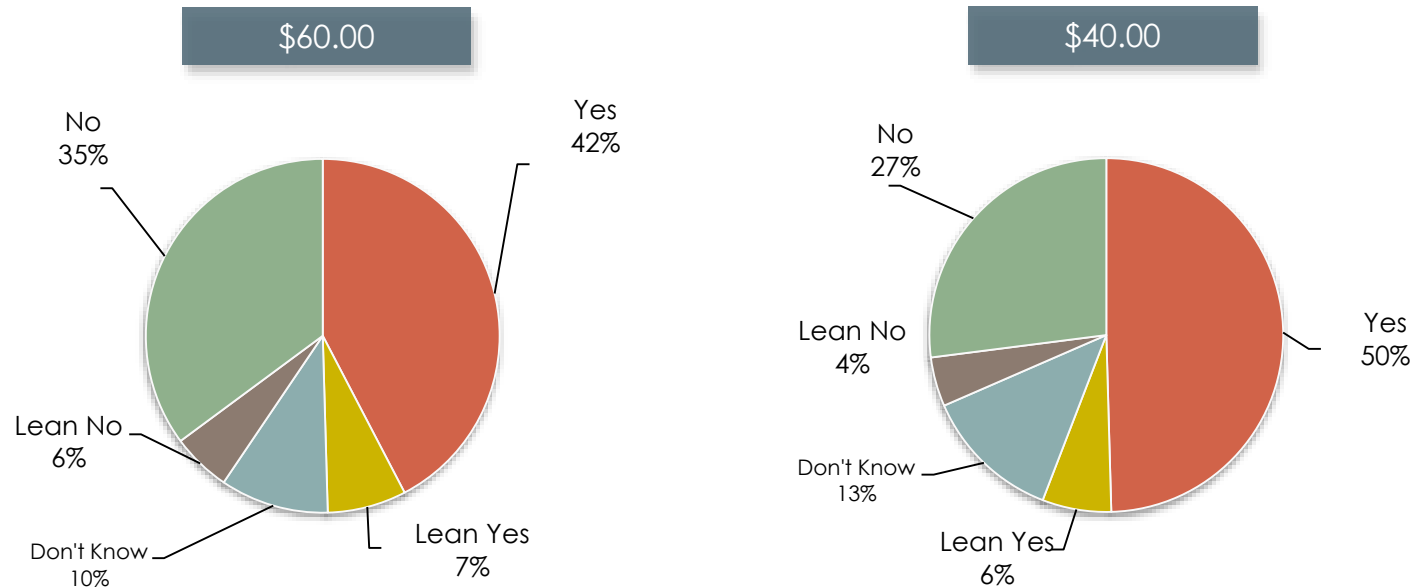


Tax Tolerances

Support increased with lower rates

City of Needles

- ❖ The proposed measure would cost property owners \$60/\$40 per \$100,000 of assessed valuation per year, would you be More or Less Likely to vote "yes" in Favor of or "no" to Oppose the measure?



Support crosses 50% only at \$40-\$60 range.

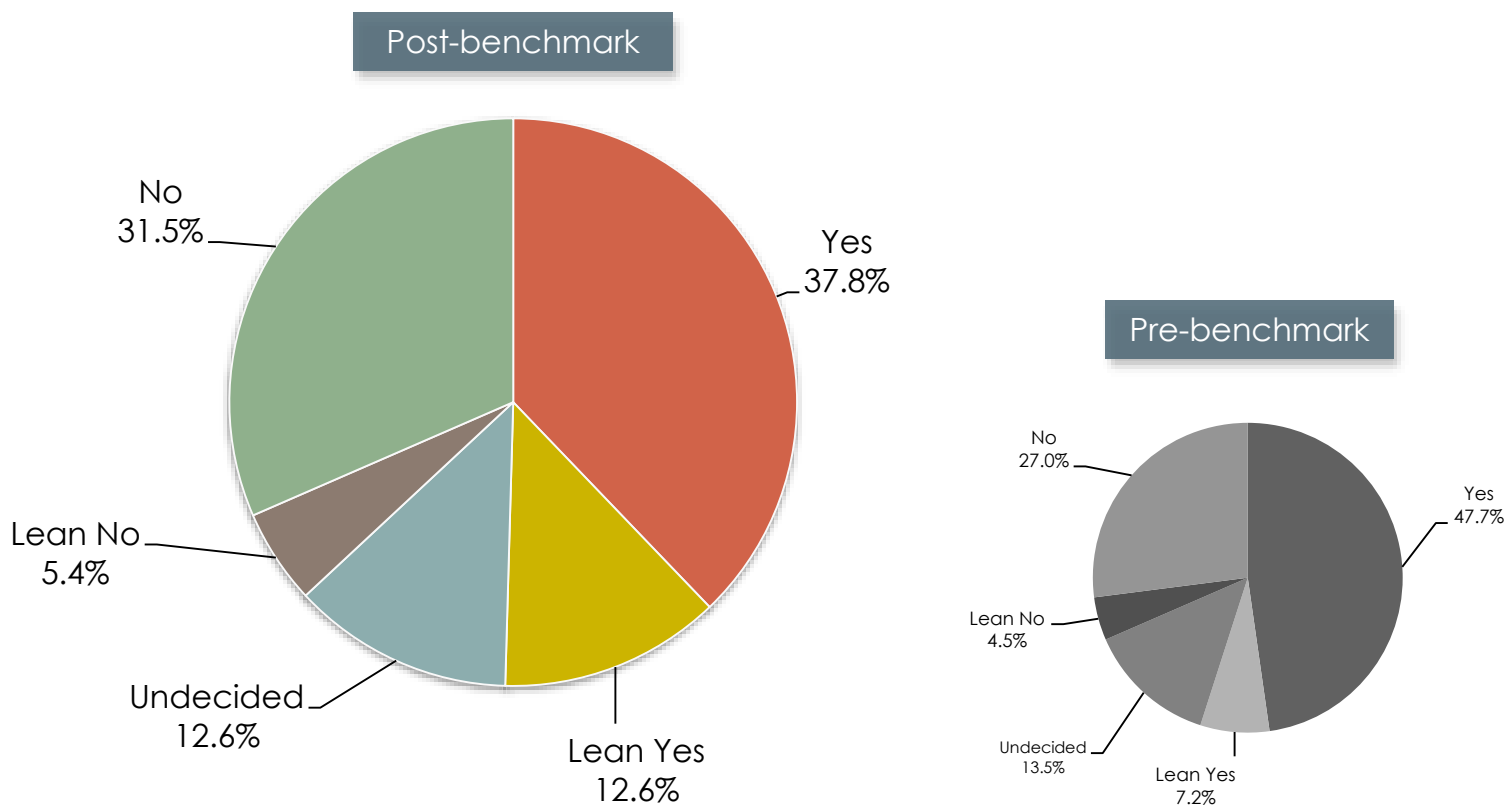


Bond Measure

Support decreased after voter education

City of Needles

- ❖ Now that you have heard some more information regarding the proposed measure, projects, and cost, if the election were held today, would you vote YES in favor of the measure or would you vote NO to oppose the measure?



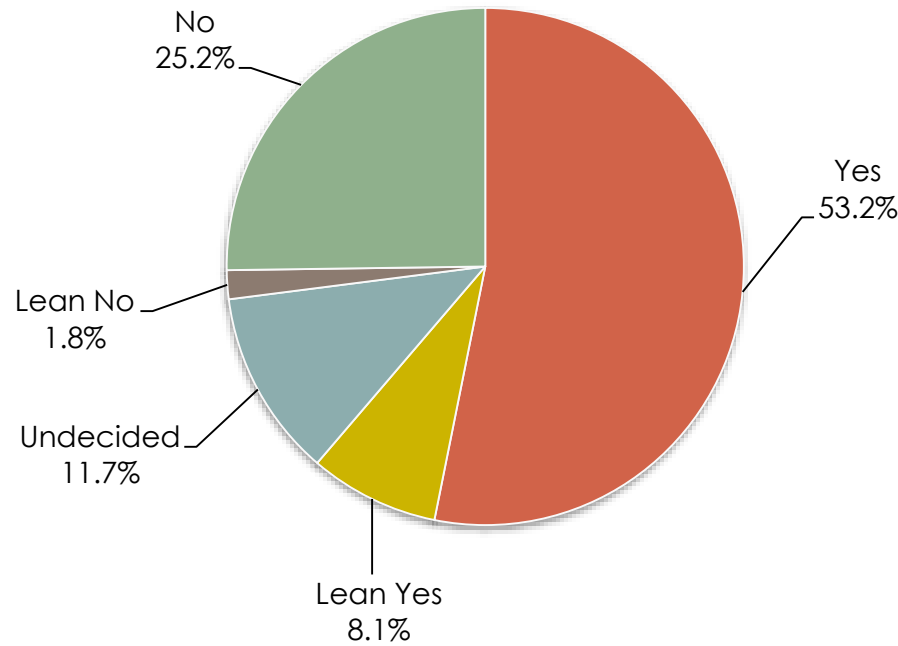


Transient Occupancy Tax (TOT)

Support for measure is above the simple majority threshold

City of Needles

- ❖ Additionally, the City of Needles is considering placing a Transient Occupancy Tax, or TOT, on an upcoming ballot. A TOT measure is voted on by local voters but paid for by tourists and guests who stay in local hotels and motels in Needles. These tax dollars would then be used to pay for street and road improvements, to revitalize the downtown, and other needed projects. If a TOT measure were on the ballot today to increase the rate from the current 10% to 14%, would you vote YES or NO?



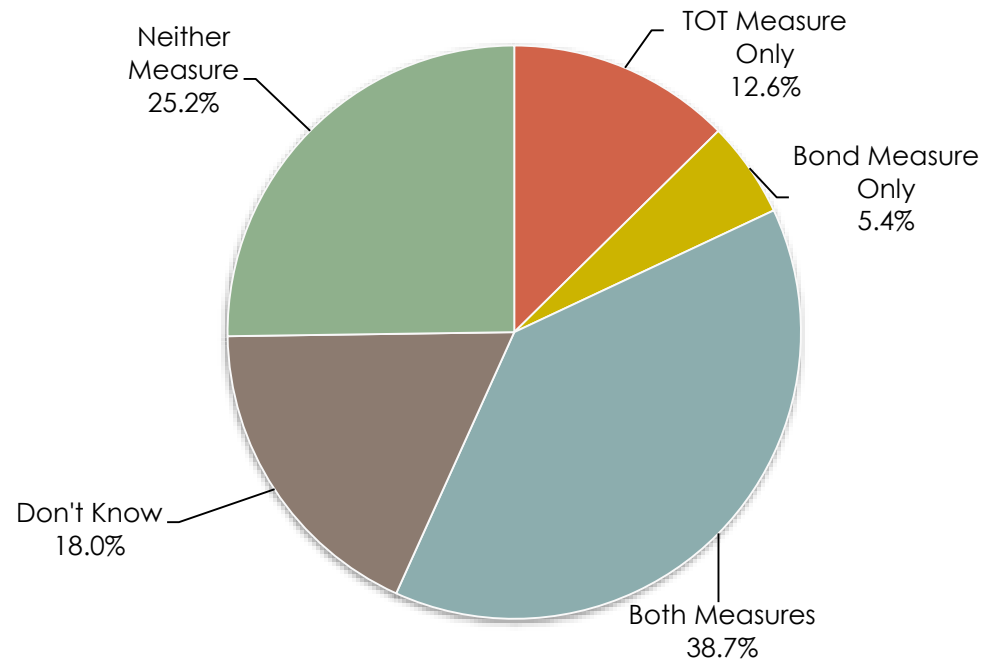


TOT or G.O. Bond Measure?

39% of voters would support both measures

City of Needles

- ❖ Now that you have received information about the two funding options the City is considering, if an election were held today, would you vote for...



Conclusions and Recommendations

Conclusions & Recommendations



Majority of voters believe in more funding

City of Needles

- ❖ 36% of voters believe the City is headed in the right direction; 39% support a Council salary increase.
- ❖ Bond measure support stands at 37.8% (Yes + Lean Yes) after information — below the 2/3 threshold.
- ❖ Three of seven projects (especially road repair, pothole fixes, and public safety) received strong 2/3+ support.
- ❖ Voters are highly sensitive to tax rates — support rises significantly at \$40–\$60 per \$100k assessed value.
 - ❖ \$60 Assessment = \$10M in bond proceeds through two issues (2027 and 2029)
 - ❖ \$40 Assessment = \$6.7M in bond proceeds through two issues (2027 and 2029)
- ❖ TOT measure enjoys solid 53.2% (Yes + Lean Yes) support and remains viable even when paired with a bond (51.3%).
- ❖ Recommendation: Place the TOT increase on the November 2026 ballot. Continue community education on popular projects and explore refined bond options with lower tax rates or phased implementation..