



# CITY OF LONG BEACH

DEPARTMENT OF HEALTH AND HUMAN SERVICES

# R-30

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March 19, 2019

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION

Receive and file a report on the results of a survey to determine the level of support from property owners for a vector control funding measure in areas of the City not currently covered by a benefit assessment; and,

Authorize the City Manager, or designee, to direct the City's consultant, SCI Consulting Group, to proceed with the preliminary development of the engineer's report and ballot preparation to establish a benefit assessment district at the rate of \$8.21 per Single Family Residence per year and return to the City Council for final review and approval in May 2019. (Citywide)

## DISCUSSION

On October 2, 2018, the City Council approved a contract with SCI Consulting Group (SCI) to research the feasibility of establishing a benefit assessment district to fund mosquito and vector control in areas of the City not currently covered by a benefit assessment. Similar to establishment of a Business Improvement District, the process to establish a benefit assessment is subject to Proposition 218 (Prop. 218), which involves multiple steps, including surveys, data analysis, an engineer's report, mailed ballots, City Council direction, and a public hearing. If approved, the assessment is included on the property owner's annual tax bill. Thus, an important timing consideration is the Los Angeles County Auditor's (LACo Auditor) requirement to have any new levies submitted by August 9, 2019. Meeting the LACo Auditor's requirement is a key driver in establishing project milestones, as identified below:

|               |   |
|---------------|---|
| January 17    | Mail survey to property owners.   |
| February 22   | Survey results and presentation submitted to Health Department.   |
| March 19      | Survey results presented to City Council for direction regarding preparation of the benefit assessment district.    |
| March / April | Engineer's report prepared by consultant with City Attorney review.   |
| May 7         | City Council meeting with request to approve Prop. 218 procedures, engineer's report and direct mailing of ballots. |
| May 17        | Mail assessment ballots (must be out 45 days).  |
| July 2        | City Council meeting/public hearing. Closes balloting and calls for tabulations.                                    |
| July 3 - 22   | City Clerk tabulates ballots.   |
| July 23       | City Council meeting to announce ballot results and if approved, establish district and order levies.               |
| August 9      | Submit assessment levies to LACo Auditor for FY 19/20.  |
| December 2019 | Assessment funding provided to City Treasurer.  |

As part of the process, SCI conducted a survey to determine the priorities and level of property owner support for a vector assessment in unassessed areas of the City. To that end, a survey was mailed out to the property owners of approximately 20,000 parcels (out of 79,000) in the unassessed areas of the City. The survey was mailed out on January 18, 2019 and provided information to property owners on the vector control program and assessed their relative support for new or enhanced programs to control mosquitoes and other vectors in Long Beach.

Two key scenarios were explored in the survey. The first scenario measured support for vector services at an annual assessment of \$8.21. This level of service would provide year-round control of invasive mosquitoes and other pests using environmentally sound methods. Monitoring for public health issues, such as West Nile virus, Zika, Typhus, and other emerging vector borne diseases would also be conducted. The second scenario measured support for creating an enhanced vector control program at an annual assessment of \$14.92. The enhanced program would improve vector monitoring and improve response times to public health issues, such as West Nile virus, Zika, Typhus, and other emerging diseases. The enhanced program would also continue year-round control of invasive mosquitoes and other pests. In addition, the enhanced program would provide increased education and awareness to residents about protecting themselves from diseases carried by mosquitoes and other vectors. Services would be expanded to include addressing rodents, bats, rabies surveillance and investigations, and would provide additional monitoring for other public health threats such as emerging mosquito species.

As noted, two rates were tested for this project in the amounts of \$8.21 and \$14.92. The chart below shows the overall level of projected weighted support for each rate tested. The weighting of assessment ballots is the equivalent of one vote per dollar of proposed assessment. As an example, if the proposed assessment is \$10 per home, an owner of two single family homes could cast a ballot that is worth \$20 in weighted votes (\$10 x 2), and the owner of one single family home could cast a ballot that is worth half as much, or \$10 in weighted votes.

The chart below shows that the overall level of support for the \$8.21 is 53.7 percent, and the overall level of support for the \$14.92 rate is 50.8 percent. Although both rates are supported above the required Prop. 218 majority protest ballot threshold of 50 percent plus 1, the second rate would not be viable when considering the margin of error of 1.75 percent.

Overall Support by Proposed Rate



The overall community priorities garnering a favorable response were:

1. Control the emergence of invasive species, such as *Aedes aegypti* (Yellow Fever Mosquito), that can carry life-threatening diseases.
2. Prevent future outbreaks of Zika, Dengue, West Nile virus, and other diseases.
3. Reduce mosquito populations using environmentally-sound methods.
4. None of the proceeds from this assessment could be taken by the State or County and can only be used directly for mosquito and vector control services.
5. Continue the use of mosquito traps to measure mosquito populations, and expand focused, surveillance-based control programs.
6. Control and treat "green pools," which are a major source of mosquitoes.
7. Improve response times to control mosquito populations using environmentally-sound treatments to address Zika, Dengue, West Nile virus, and other life-threatening diseases.

These project priorities provide important insight to the community. The top priorities relate to reducing mosquito populations, invasive species and the diseases they carry, followed by the use of environmentally-sound methods. Fiscal responsibility is also a great concern in the community; survey respondents indicated that they want assurances that the funding will be used solely by the Vector Control Program for mosquito and vector control services. The results for all the projects, issues and arguments are summarized in the attached report.

The City's consultant, SCI, recommends the City conduct a mailed ballot majority protest proceeding to establish dedicated funding to continue comprehensive mosquito and vector control services at the rate of \$8.21 per Single Family Residence per year.

SCI also recommends that the City include an annual Consumer Price Index adjustment mechanism, not to exceed 3 percent per year, and requiring annual City Council approval, and that the assessment continues each year unless ended by voters or the City Council.

An informational outreach program is needed to ensure City residents are fully informed about the proposed mosquito and vector control services, and the costs and budgets included with this ballot proceeding.

Upon presentation and review of the survey results, should the City Council decide to continue formation of the mosquito and vector control benefit assessment district, the Health and Human Services Department will return to the City Council in May for adoption of a Resolution of Intention to move forward with a mailed ballot majority protest election seeking approval of the benefit assessment from the impacted parcel owners.

This matter was reviewed by Deputy City Attorney Amy R. Webber on February 26, 2019 and by Budget Analysis Officer Julissa Jose-Murray on March 1, 2019.

HONORABLE MAYOR AND CITY COUNCIL

March 19, 2019

Page 4

TIMING CONSIDERATIONS

City Council action is requested on March 19, 2019, to ensure the benefit assessment milestones are achieved in compliance with LACo Auditor submission requirements.

FISCAL IMPACT

There is no fiscal or local job impact associated with this recommendation. Compiling this report requires minimal level of staff hours beyond normal budgeted scope of duties and is consistent with existing City Council priorities. Should a benefit assessment district be established, at the rate of \$8.21 per Single Family Residence per year, it is projected it will raise \$697,607 annually to fund mosquito and vector control in areas of the City not currently covered by a benefit assessment.

SUGGESTED ACTION

Approve recommendation.

Respectfully submitted,




KELLY COLOPY  
DIRECTOR  
HEALTH AND HUMAN SERVICES

Attachment: Survey Results

APPROVED:



PATRICK H. WEST  
CITY MANAGER



**LONG BEACH DEPARTMENT OF HEALTH & HUMAN SERVICES  
BUREAU OF ENVIRONMENTAL HEALTH  
VECTOR CONTROL PROGRAM**

**OPINION RESEARCH AND SURVEY  
OF PROPERTY OWNERS**

MARCH 19, 2019

PREPARED FOR:

**CITY OF LONG BEACH CITY COUNCIL**

PREPARED BY:

**SCIConsultingGroup**

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## ACKNOWLEDGMENTS

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This Opinion Research and Survey was prepared by SCI Consulting Group under contract with the City of Long Beach, Department of Health and Human Services, Bureau of Environmental Health.

The work was accomplished under the general direction of the following persons:

- Kelly Colopy, Director, Department of Health and Human Services
- Dr. Anissa Davis, Health Officer, Department of Health and Human Services
- Nelson Kerr, Manager, Bureau of Environmental Health
- Judeth Luong, Environmental Health Operations Officer

With special thanks to the following for their technical and programmatic contributions:

- H. Lamar Rush, Operations Director, Vector Control Program
- David Gogue, Vector Control Technician, Vector Control Program
- Eddie Gogue, Vector Control Technician, Vector Control Program
- Claudia McGee, Clerical Support, Vector Control Program
- Caron Lowe, Bureau Secretary
- Emily Holman, Epidemiologist, Department of Health and Human Services
- Carl Vos, Administration Analyst, Department of Health and Human Services

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**TABLE OF CONTENTS**

---

**INTRODUCTION..... 1**  
    PURPOSE..... 1

**METHODOLOGY..... 2**  
    SAMPLE ..... 4  
    DATA COLLECTION METHOD ..... 4  
    ACCURACY..... 4

**BENEFIT ASSESSMENT FUNDING OVERVIEW..... 5**  
    BENEFIT ASSESSMENT OVERVIEW..... 5  
    COMPARISON OF BENEFIT ASSESSMENT WITH SPECIAL TAX ..... 6  
    SURVEY RESULTS ADJUSTED TO PROJECT WEIGHTED BALLOT OUTCOME ..... 7

**SURVEY FINDINGS ..... 8**  
    TYPES OF PROPERTY AND WEIGHTED VOTES THEY HOLD ..... 8  
    FIRST SURVEY QUESTION..... 9  
    SUPPORT BY RATE, FROM SINGLE FAMILY HOMEOWNERS ONLY ..... 10  
    OVERALL WEIGHTED SUPPORT BY OWNER TYPE..... 12  
    OVERALL SUPPORT BY PROPOSED RATE ..... 13  
    SERVICE PRIORITIES ..... 16  
    OTHER FINDINGS ..... 18

**RECOMMENDATIONS..... 19**

## LIST OF FIGURES

---

|  |    |
|--|----|
| FIGURE 1 – COMPARISON OF PARCEL TAXES AND BENEFIT ASSESSMENTS .....              | 7  |
| FIGURE 2 – WEIGHTED ASSESSMENT BY PROPERTY TYPE .....                            | 8  |
| FIGURE 3 – OVERALL SUPPORT BY RATE, SINGLE FAMILY HOMEOWNERS ONLY .....          | 10 |
| FIGURE 4 – SUPPORT BY RATE, SINGLE FAMILY HOMEOWNERS ONLY .....                  | 11 |
| FIGURE 5 – DETAILED SUPPORT BY RATE, SINGLE FAMILY HOMEOWNERS ONLY .....         | 11 |
| FIGURE 6 – OVERALL WEIGHTED ASSESSMENT AND SUPPORT BY OWNER TYPE.....            | 12 |
| FIGURE 7 – WEIGHTED ASSESSMENT AND SUPPORT BY OWNER TYPE AND PROPOSED RATE ..... | 12 |
| FIGURE 8 – OVERALL SUPPORT BY PROPOSED RATE .....                                | 13 |
| FIGURE 9 – SUPPORT BY AGE .....  | 14 |
| FIGURE 10 – SUPPORT BY YEARS IN RESIDENCE .....                                  | 14 |
| FIGURE 11 – SUPPORT BY HOUSEHOLD PARTY AFFILIATION .....                         | 15 |
| FIGURE 12 – PROPERTY OWNER PRIORITIES.....                                       | 17 |
| FIGURE 13 – COMMENTS RECEIVED IN FAVOR OF THE PROPOSED MEASURE .....             | 18 |
| FIGURE 14 – COMMENTS RECEIVED AGAINST THE PROPOSED MEASURE .....                 | 18 |



## INTRODUCTION

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### PURPOSE

This report presents the findings of a scientific survey of property owners and voters within the City of Long Beach areas served by the Health Department's Vector Control Program (VCP) conducted by SCI Consulting Group (SCI). The VCP is interested in establishing a new funding source that would help continue, or potentially improve, the existing vector control services presently provided.

#### **The primary purposes of the study were to:**

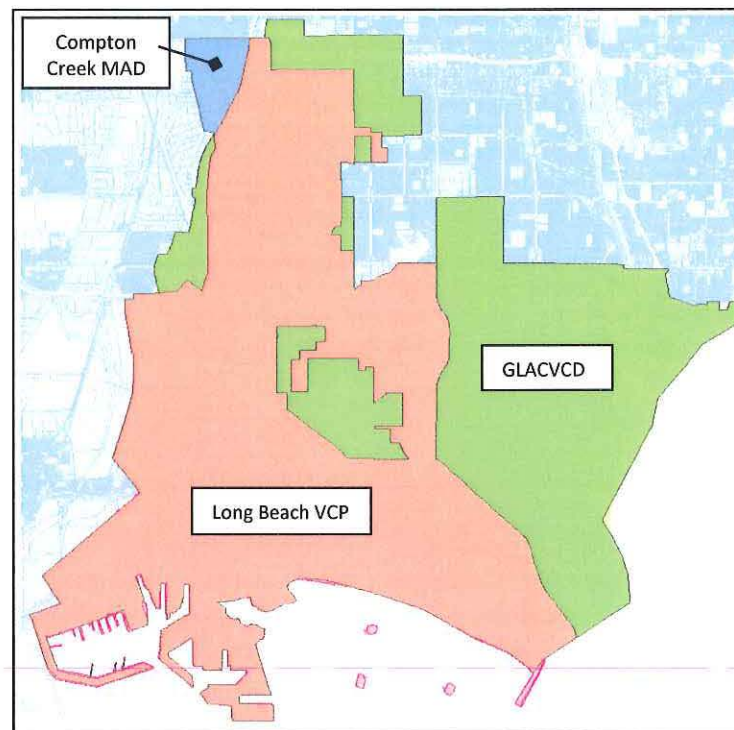
- Evaluate the support, desires, and priorities of property owners within the Health Department's Vector Control Program with respect to the proposed mosquito, vector and disease control services.
- Measure the relative level of support and priorities of property owners and voters overall in the area by type of property owner.
- Measure the level of financial support for the proposed mosquito, vector and disease control services.

The surveys were sent out with an informational page that provided an overview of the VCP's mosquito, vector and disease control services. There were two versions of the survey, each presenting one of two proposed annual rates of assessment, \$8.21 and \$14.92 (corresponding to two different levels of proposed services) per single family home, and proportional rates based on property use, size and other characteristics for other types of properties in conjunction with the identified financial needs of the VCP. The total proposed amounts for each unique owner were independently calculated and individually printed on each survey.

After a brief overview of the methodology employed in the survey, this report presents a summary of the key survey findings. The survey utilized a mailed survey approach because SCI has found this survey technique to more closely, and accurately, model actual ballot results for a property owner mailed ballot proceeding.

## METHODOLOGY

The Vector Control Program is part of the Bureau of Environmental Health within the Long Beach Department of Health and Human Services. The Health Department's Vector Control Program (VCP) provides mosquito and disease control services to most of the properties in the City of Long Beach, except for the areas served by the Greater Los Angeles County Vector Control District and the Compton Creek Mosquito Abatement District, as shown in the map below.



Mosquito Control Agencies Serving the City of Long Beach

The VCP is currently funded by a portion of the Health Department's Realignment Funding, which is allocated from the State Department of Public Health for general public health programs. Sources of these funds are State Vehicle License Fees and sales taxes. The VCP also receives additional revenue from the City's general fund for reimbursement of work performed on City properties. All these funding sources tend to fluctuate from year to year, and the VCP's revenue base is not keeping pace with the rising costs of providing services, and the growing demand for more services. After considerable review of available options, the Bureau of Environmental Health is interested in exploring a new local funding source for the VCP in order to continue financing the existing mosquito, vector and disease control services provided.

The Bureau of Environmental Health is also interested in the possibility of providing expanded services to the community. The following are some of the proposed enhanced services:

- Enhance year-round control of invasive mosquitoes and other pests, and the diseases they carry.
- Improve identification of mosquitoes and shorten response times to public health issues such as Zika, Dengue, West Nile virus, and other emerging diseases.
- Expand environmentally sound adult mosquito control when necessary to protect public health.
- Broaden control of mosquito sources with environmentally sound products wherever mosquito larvae or pupae are found.
- Continue the use of mosquito traps to measure mosquito populations and expand focused, surveillance-based control programs.
- Increase surveillance and treatment of green pools which are a major source of mosquitos.
- Expand rodent (e.g., rats, mice, bats, etc.) control inspections and advice to residents, rabies surveillance and investigation, and monitoring of other public health threats.
- Increase public education on how to manage and prevent vector sources, and how to protect people and pets from diseases carried by mosquitoes and other vectors.

This survey was designed to gather property owner input for a proposed annual assessment to continue funding the services currently provided (\$8.21, tested on survey version 1), as well as a proposed annual assessment to fund expanded services (\$14.92, tested on survey version 2).

The survey was designed to simulate the property owner ballot measure response pool and data collection method of the actual assessment approval procedures as closely as possible. In this way, the survey results will be predictive in evaluating the support an assessment measure would likely receive in the actual mailed-ballot election.

It should be noted that a benefit assessment is the only local funding alternative that gives a vote to all property owners who are being asked to support mosquito, vector and disease control services. This type of local funding mechanism is discussed in further detail in the following section.

## **SAMPLE**

SCI created a stratified sample pool that included most of the qualified property owners in the VCP area. The sample was designed to draw from the property owners eligible to participate in the mailed ballot proceeding for this funding mechanism, and in proportion to their representation of property ownership throughout the area.

Next, two sub-samples were created from this pool. Each sub-sample was designed to test different levels of support at two annual assessment levels (\$8.21 and \$14.92 per single family dwelling) corresponding to two different levels of service. All sub-samples for this research project were created using a randomized, stratified approach designed to replicate the profile of property ownership within the VCP.

## **DATA COLLECTION METHOD**

The surveys were designed as a mail-based survey to replicate the mailed-ballot proceeding that would be used if the City moves forward with a benefit assessment measure. On January 17, 2019, about 20,000 surveys were mailed to unique property owners within the VCP service area. The survey mailings included general information about the mosquito, vector and disease control services, and a questionnaire with an enclosed postage-paid return envelope. This data collection method closely mirrors the mailed-ballot proceeding and has proven to be highly reliable for predicting the results from an actual benefit assessment ballot measure.

Survey recipients were also given the option to respond to the survey online by either scanning with their cell phone the barcode (Qr Code) printed on the survey questionnaire, typing the survey website path on their computer or cell phone browser, or clicking on the hyperlink contained in the email sent to those property owners for whom there was an email address.

To date, about 2,974 surveys have been received from the property owners, representing a response rate of over 15%. This response rate is generally consistent with SCI's experience from other similar survey projects, and is significantly higher than the typical response rate of approximately 5% for a telephone survey.

## **ACCURACY**

The statistical margin of error for the results presented in this report is about 1.75%. This margin of error means that there is a 95% certainty that the actual levels of support in the area are  $\pm 1.75\%$  from the results presented in this report.

## BENEFIT ASSESSMENT FUNDING OVERVIEW

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### BENEFIT ASSESSMENT OVERVIEW

As noted, the funding mechanism being considered in this study is a benefit assessment. Benefit assessments are a common local funding alternative for mosquito, vector and disease control services, and such assessments have been approved in many other areas in California. Benefit assessments are levies on real property that are based on the “special benefit” each property receives from the mosquito, vector and disease control services to be funded by the assessments. Such assessments for the mosquito, vector and disease control services have a long history of use in California, including County of San Diego VCP, Orange County VCD, West Valley MVCD, Fresno MVCD, Fresno Westside MAD, Placer MVCD, Napa County MAD, Alameda County VCD, Alameda County MAD, Northwest MVCD, Butte County MVCD, Northern Salinas MVCD, etc.

The application of special benefit generally means that the amount of proposed assessment will not be uniform for all properties. Properties that are deemed to receive greater benefit (larger properties and properties with higher numbers of dwelling units) will typically have relatively higher assessments.

The benefit assessment is different from other revenue vehicles in its makeup, design, and voter participation. In short, there are charges levied upon parcels of real property to pay for benefits the parcels receive from local improvements and services. The charge is derived from the “special benefit”, or a particular and distinct benefit over and above general benefits conferred on real property located in the agency service area or to the public at large. All property owners who would pay the proposed assessments are eligible to vote. Furthermore, the method of voting is through a mailed ballot procedure by which every property owner receives a ballot indicating the total amount of the proposed assessment for their property. The property owners who cast their ballots are voting based on the total dollar amount of their proposed assessment. Therefore, the results are determined by a weighting of total proposed assessments of the returned ballots. In order for the benefit assessment to pass, a majority of the weighted amount of the proposed assessments of the returned ballots is needed.

In other words, the weighting of assessment ballots is the equivalent of one vote per dollar of proposed assessment. As an example, if the proposed assessment is \$10 per home, an owner of two single family homes could cast a ballot that is worth \$20 in weighted votes (\$10 x 2), and the owner of one single family home could cast a ballot that is worth half as much, or \$10 in weighted votes.

### COMPARISON OF BENEFIT ASSESSMENT WITH SPECIAL TAX

The primary local funding alternatives for the proposed services are a special tax (parcel tax) or a benefit assessment. A parcel tax is decided by registered voters in the City, typically in a one-day election, and it requires 66.7% voter support. As noted, a benefit assessment is decided by all property owners within the VCP service area, including business owners, apartment owners, and agricultural property owners, and it requires a weighted majority support from property owners.

In an election to approve a parcel tax, only registered voters are eligible to vote. This includes tenants who will not pay the proposed tax, and excludes property owners such as business owners, apartment owners and others who will have to pay the tax. Because non-owner voters have a significant say in parcel tax elections and many other property owners who would pay the taxes are excluded from the voting, the Howard Jarvis Taxpayers Association ("HJTA"), via Proposition 13, established a two-thirds (super-majority) requirement for parcel tax elections.

Conversely, all property owners being asked to support an assessment, including the owners of businesses, apartments and agricultural property, can vote on benefit assessments, and these property owners have a "say" that is proportional to their proposed assessment. Therefore, because all property owners who own property within the VCP service area can vote, and each owner's vote is proportional to how much they are being asked to pay, the HJTA established a weighted majority threshold for these mailed ballot measures (via Proposition 218).

Figure 1 on the next page provides a further comparison of parcel taxes and benefit assessments:

FIGURE 1 – COMPARISON OF PARCEL TAXES AND BENEFIT ASSESSMENTS

|  | <i>Parcel Tax</i> | <i>Benefit Assessment</i> |
|--|-------------------|---------------------------|
| Who Votes?                                       | Registered Voters | Property Owners           |
| Who Created Requirements?                        | Jarvis Taxpayers  | Jarvis Taxpayers          |
| Election Venue                                   | Polling Booth     | Mail Ballot               |
| Election Period                                  | 1 Day             | 45 Days                   |
| Does Everyone Who Will Pay Get a Vote?           | No                | Yes                       |
| Are Votes Proportional to How Much You Will Pay? | No                | Yes                       |
| Tax/Assessment Amounts Based on Benefit?         | No                | Yes                       |
| Threshold of Vote Required for Success           | Super Majority    | Weighted Majority         |
| Common For Mosquito and Vector Control Agencies? | Yes               | Yes                       |

#### **SURVEY RESULTS ADJUSTED TO PROJECT WEIGHTED BALLOT OUTCOME**

This survey was specifically designed to predict the outcome of a benefit assessment mailed-ballot proceeding, including the relatively higher weighted ballots for the owners of larger business and investment properties and the likely participation rates for various types of property owners. Unless otherwise noted, the level of support presented in this study is the projected actual weighted ballot result for the overall measure, including ballots from the owners of residential property, businesses, apartments, investment property and other properties.

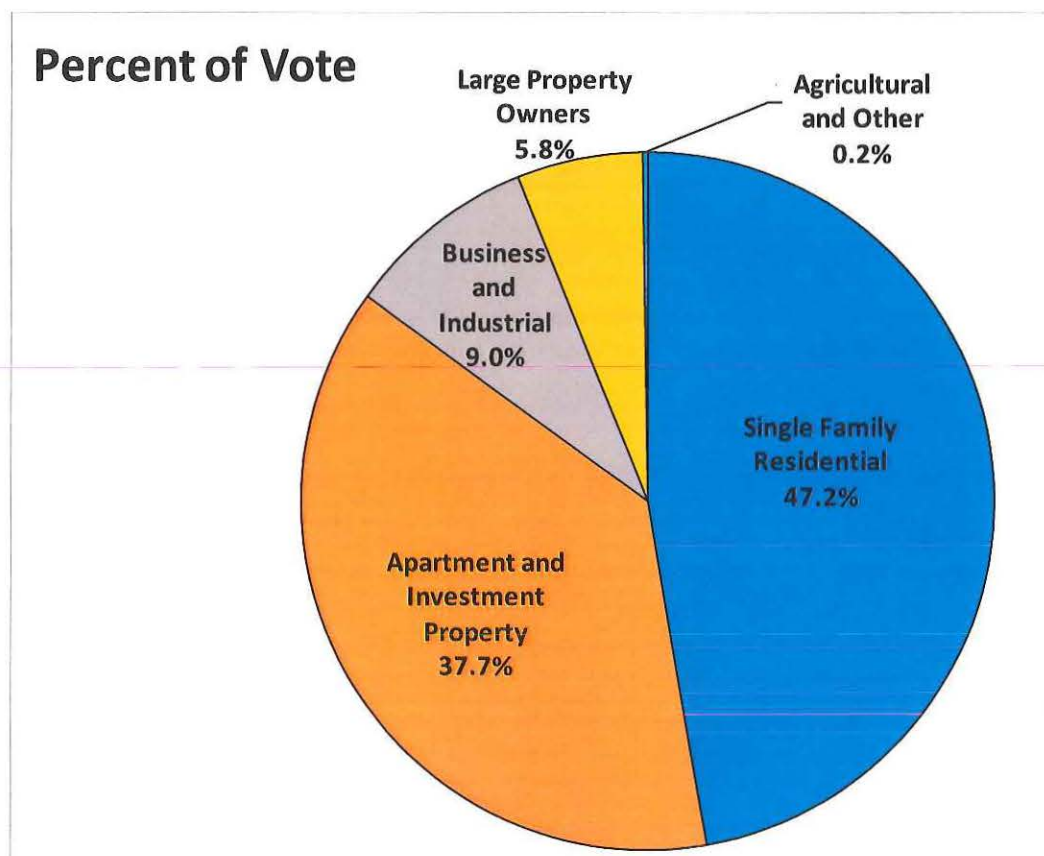
## SURVEY FINDINGS

Before discussing the survey/ballot findings, it is helpful to review the types of property within the VCP and "weighted" votes.

### TYPES OF PROPERTY AND WEIGHTED VOTES THEY HOLD

The following Figure presents the percentage of overall weighted "votes" for each type of property surveyed. As shown, within the VCP service area, single family residential owners represent approximately 47.2% of the overall weighted vote; apartments and investment properties represent approximately 37.7%; business and industrial properties represent 9.0%; large property owners represent 5.8%; and agricultural and other properties (which are primarily vacant parcels) represent 0.2%.

FIGURE 2 – WEIGHTED ASSESSMENT BY PROPERTY TYPE



Note: Weighting of assessments and "votes" is based on likely assessment methodology based on experience by SCI.



## FIRST SURVEY QUESTION

After the potential assessment rates and potential weighted votes were calculated for each property, the survey questionnaire and informational sheets were finalized and mailed. The survey documents were mailed to a stratified sample of property owners within the VCP boundaries. In the survey, property owners were first asked whether they would support or oppose a proposal to pay an annual property assessment for mosquito and disease control services.

The first survey question on the proposed local funding measure for mosquito and disease control services was presented as follows:

### **Version 1 – Question #1 (First Survey Question for continuing services, \$8.21 rate)**

*In order to:*

- *Continue to provide year-round control of invasive mosquitoes and other pests, and the diseases they carry; and*
- *Continue monitoring and responding to public health issues, such as West Nile virus and other emerging diseases,*

*would you support a yearly assessment on your property(s)\* in the amount of \_\_\_\_\_?*

\*(Note the specific amount of proposed assessment for all of the properties owned by each surveyed owner was printed on each survey in the area underlined)

### **Version 2 – Question #1 (First Survey Question for improving services, \$14.92 rate)**

*In order to:*

- *Continue to provide year-round control of invasive mosquitoes and other pests, and the diseases they carry; and*
- *Improve monitoring and response times to public health issues, such as West Nile virus and other emerging diseases,*

*would you support a yearly assessment on your property(s)\* in the amount of \_\_\_\_\_?*

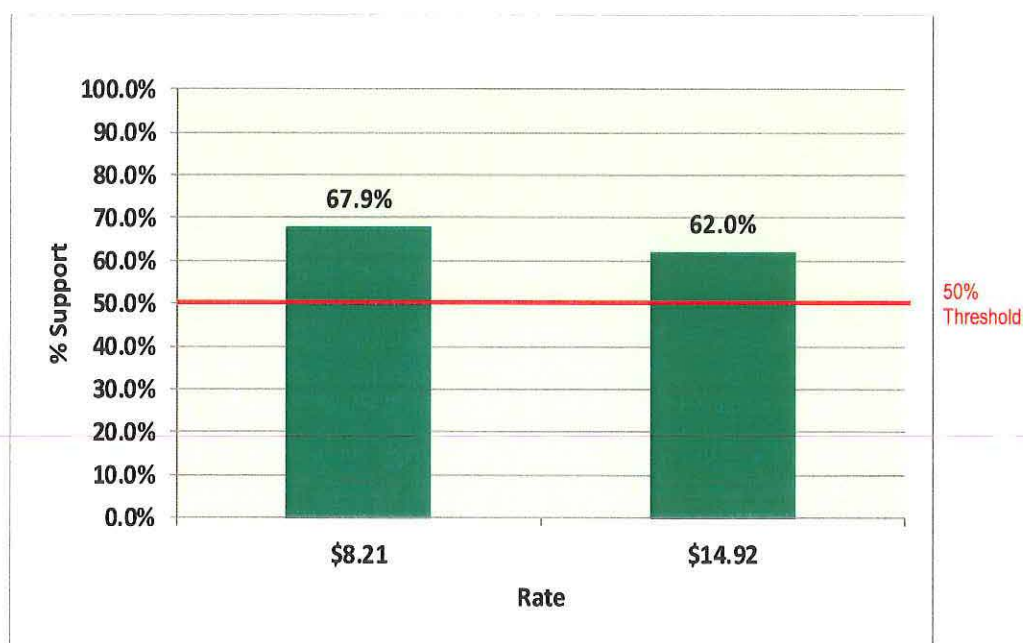
\*(Note the specific amount of proposed assessment for all of the properties owned by each surveyed owner was printed on each survey in the area underlined)

The property owner receiving the survey is given four choices to answer this first survey question: Definitely YES, Probably YES, Probably NO, and Definitely NO.

**SUPPORT BY RATE, FROM SINGLE FAMILY HOMEOWNERS ONLY**

Figure 3 below summarizes the level of support from single-family homeowners only combined across the two proposed annual assessment rates tested (\$8.21 and \$14.92) for the proposed mosquito and disease control services measure. It is important to note that the percentage of support displayed in these tables does not include other property owners, such as business, vacant and apartment owners. (The analysis for single-family homeowners only is presented as an important datum to evaluate levels of support versus other measures, areas, etc.)

As shown in this figure, support from single family homeowners in the VCP overall was 67.9% at the proposed rate of \$8.21 per year, and 62.0% at the proposed rate of \$14.92.

**FIGURE 3 – OVERALL SUPPORT BY RATE, SINGLE FAMILY HOMEOWNERS ONLY**

Figures 4 and 5 below present further detail about the degree of support or opposition from single family owners in the VCP.

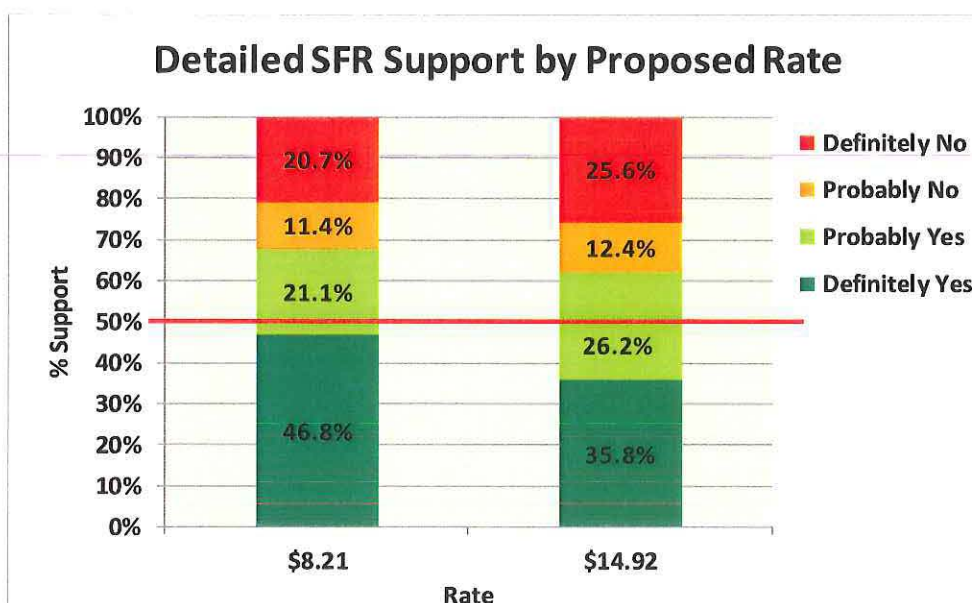
These figures show that many of the property owners are in the “Probably Yes” category. A moderate percentage of negative respondents were in the “probably no” category. Unfortunately, SCI has found that most often these respondents will vote no on the actual ballot measure regardless of any further information presented to them.

A significant percentage of respondents were somewhat undecided, so information and outreach to more fully inform residents and property owners about the need for continued funding for mosquito and disease control services would improve support over time.

**FIGURE 4 – SUPPORT BY RATE, SINGLE FAMILY HOMEOWNERS ONLY**

| Rate    | Definitely Yes | Probably Yes | Probably No | Definitely No |
|---------|----------------|--------------|-------------|---------------|
| \$8.21  | 46.8%          | 21.1%        | 11.4%       | 20.7%         |
| \$14.92 | 35.8%          | 26.2%        | 12.4%       | 25.6%         |

**FIGURE 5 – DETAILED SUPPORT BY RATE, SINGLE FAMILY HOMEOWNERS ONLY**



**OVERALL WEIGHTED SUPPORT BY OWNER TYPE**

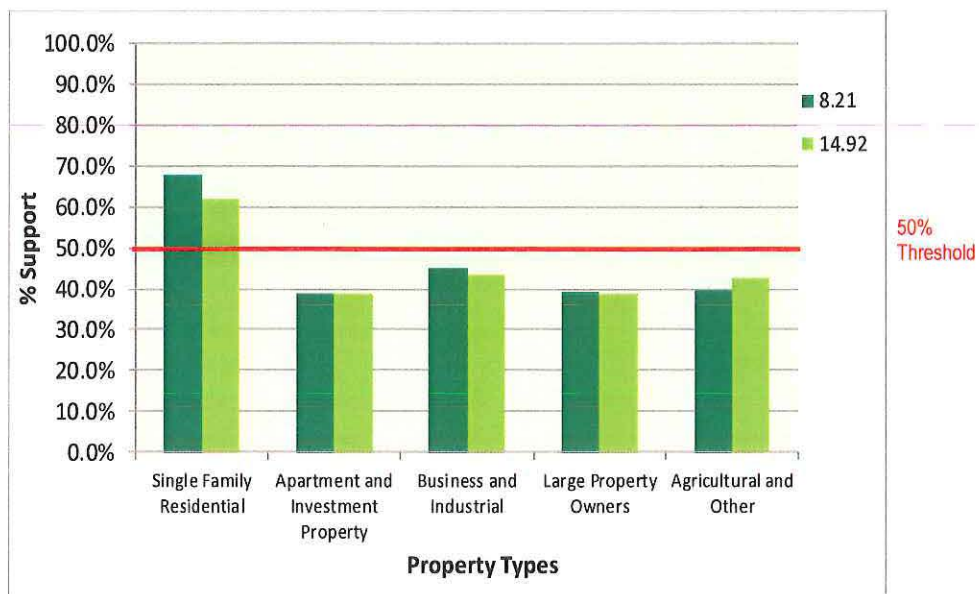
Figure 6 summarizes the survey findings for all property owners, and the overall projected support for the two proposed alternate survey rates combined. As shown, the overall projected weighted level of support is projected to be 52.3%, and support from single family home owners alone is at 65.1%.

**FIGURE 6 – OVERALL WEIGHTED ASSESSMENT AND SUPPORT BY OWNER TYPE**

| Property Type                     | Percent of Vote | Weighted Support |
|-----------------------------------|-----------------|------------------|
| Single Family Residential         | 47.2%           | 65.1%            |
| Apartment and Investment Property | 37.7%           | 38.7%            |
| Business and Industrial           | 9.0%            | 44.8%            |
| Large Property Owners             | 5.8%            | 39.6%            |
| Agricultural and Other            | 0.2%            | 34.5%            |
| <b>Total</b>                      | <b>100.0%</b>   | <b>52.3%</b>     |

Figure 7 below displays the level of support by property type for each of the two rates tested. Single family homeowners are the group most in favor of the proposed mosquito and disease control services measure.

**FIGURE 7 – WEIGHTED ASSESSMENT AND SUPPORT BY OWNER TYPE AND PROPOSED RATE**



### OVERALL SUPPORT BY PROPOSED RATE

As noted, two rates were tested for this project in the amounts of \$8.21 and \$14.92. Figure 8 below shows the overall level of projected weighted support for each rate tested. This chart shows that the overall level of support for the \$8.21 is 53.7%, and the overall level of support for the \$14.92 rate is 50.8%. Although both rates are supported above the required ballot threshold of 50% plus 1, the second rate would not be viable when considering the margin of error of 1.75%.

FIGURE 8 – OVERALL SUPPORT BY PROPOSED RATE



Figure 9 presents an analysis of levels of support from property owners by age groupings. This data demonstrates that the proposed mosquito, vector and disease control services garner 50% support or higher from most age groups at both rates, and that the lower rate is better supported by all age groups.

**FIGURE 9 – SUPPORT BY AGE**

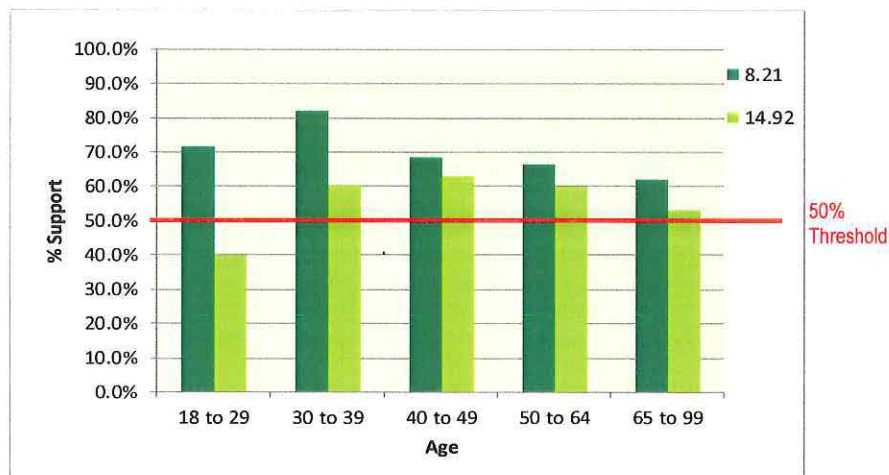


Figure 10 presents an analysis of levels of support from property owners by years in residence and rate. Once again, the chart shows that the proposed mosquito, vector and disease control services receive 50% support or more from most groups, except the property owners with 25 or more years of ownership, which only support both rates at 48%. Also, the lower rate is better supported by more recent property owners.

**FIGURE 10 – SUPPORT BY YEARS IN RESIDENCE**

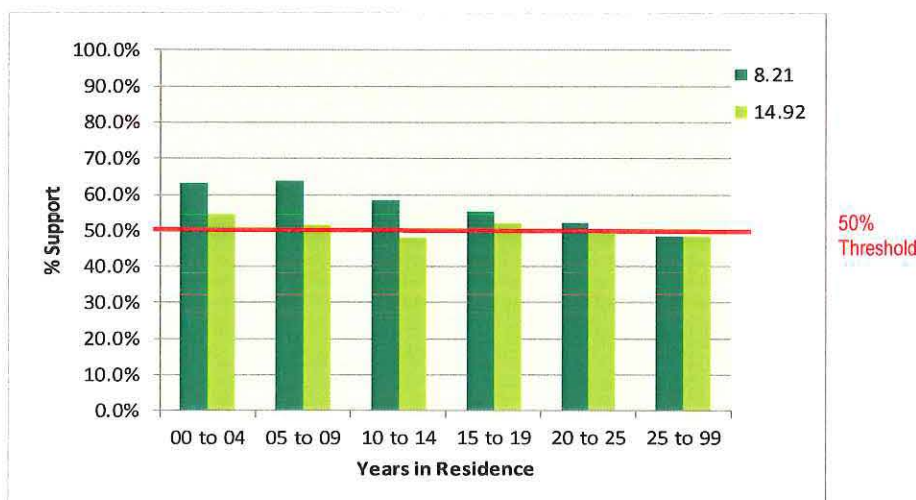
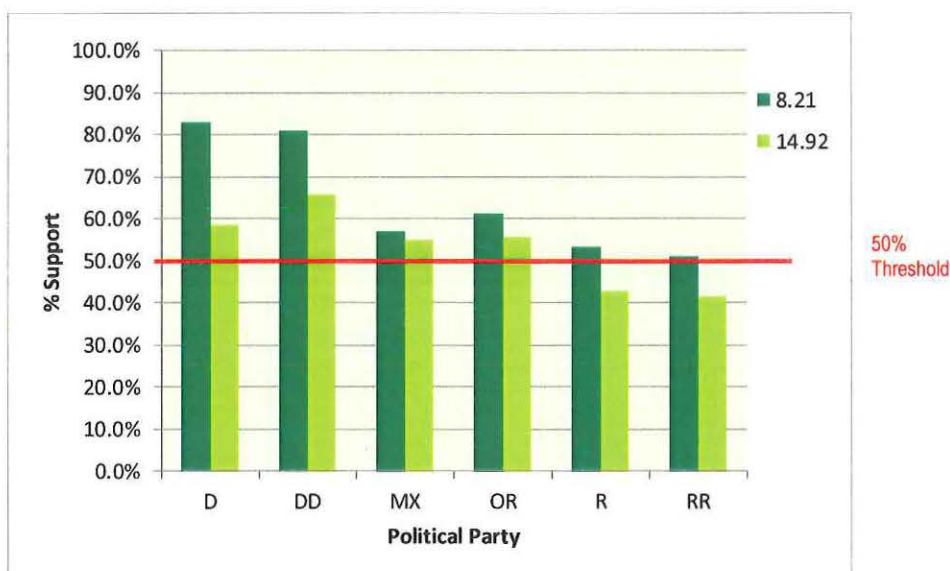


Figure 11 presents the analysis of levels of support by political party affiliation for property owners that are registered to vote. This data shows that the single Democrat and double Democrat households show more support for the proposed measure. Overall the support is above 50% for most political party groups, except for the single and double Republican households that support the higher rate at only 42.9% and 41.7% respectively. Again, the lower rate receives higher support from all political affiliations.

**FIGURE 11 – SUPPORT BY HOUSEHOLD PARTY AFFILIATION**



Source: Los Angeles County Registrar of Voters

Note:

- D = One Democrat in residence
- DD = Two Democrats in residence
- MX = One Democrat and one Republican in residence
- OR = Neither Democrat nor Republican in residence (e.g., Green, Reform, Independent)
- R = One Republican in residence
- RR = Two Republicans in residence

## SERVICE PRIORITIES

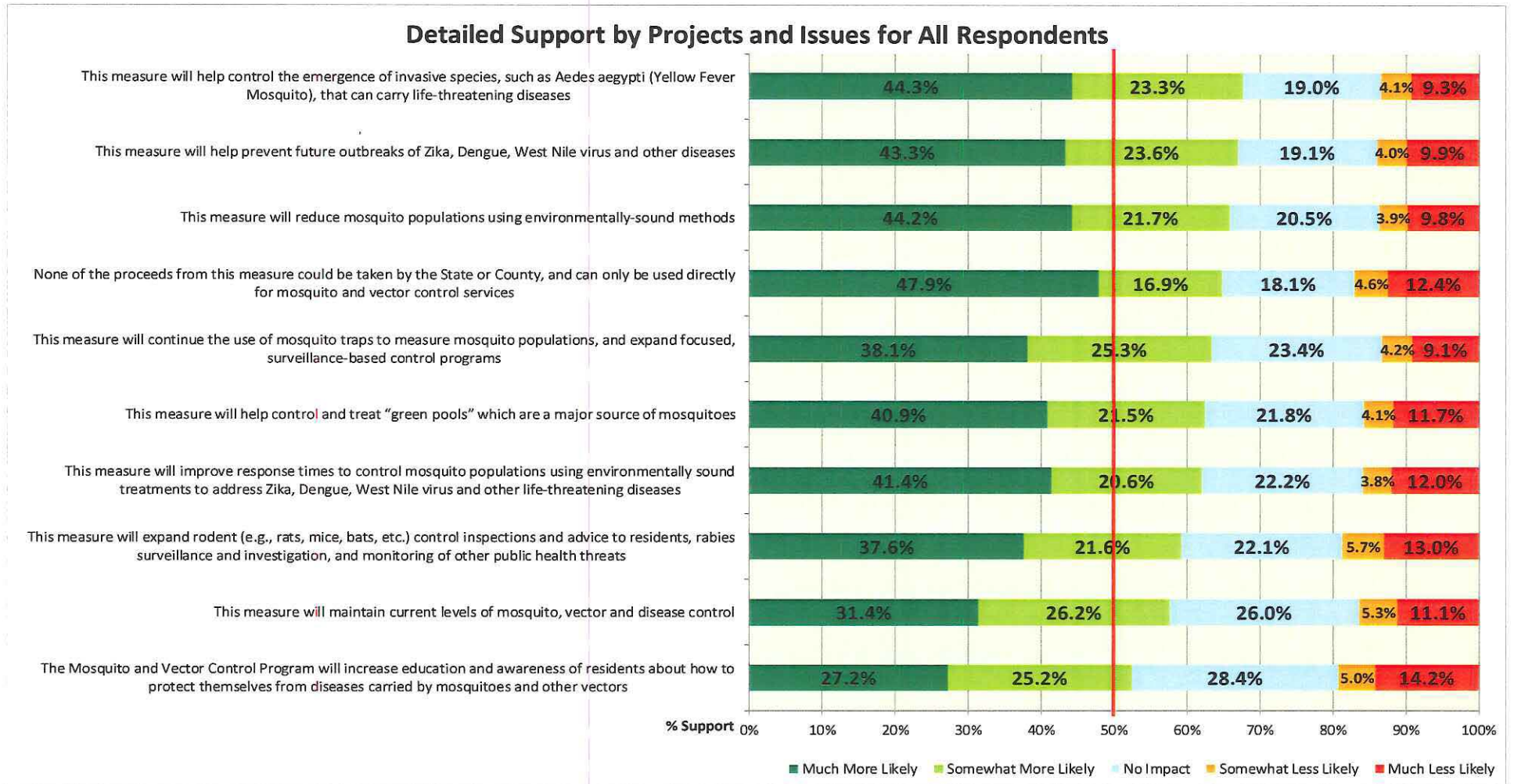
After indicating their degree of support for the measure, property owners were presented with a list of mosquito, vector and disease control services, and were asked to indicate their degree of support for each service. These questions were asked even of those owners who indicated that they intended to vote against the measure. This ensures that the mosquito, vector and disease control service priority ratings reflect the overall community priorities, not just the interests of those who intend to vote for the measure. As the figure on the following page illustrates, the top priorities and features, garnering 60% favorable responses or better, were:

1. Control the emergence of invasive species, such as *Aedes aegypti* (Yellow Fever Mosquito), that can carry life-threatening diseases
2. Prevent future outbreaks of Zika, Dengue, West Nile virus and other diseases
3. Reduce mosquito populations using environmentally-sound methods
4. None of the proceeds from this measure could be taken by the State or County, and can only be used directly for mosquito and vector control services
5. Continue the use of mosquito traps to measure mosquito populations, and expand focused, surveillance-based control programs
6. Control and treat “green pools” which are a major source of mosquitoes
7. Improve response times to control mosquito populations using environmentally sound treatments to address Zika, Dengue, West Nile virus and other life-threatening diseases

These project priorities provide important insight to the community. The top priorities relate to reducing mosquito populations, invasive species and the diseases they carry, followed by the use of environmentally-sound methods. Fiscal responsibility is also a great concern in the community; survey respondents indicated that they want assurances that the funding will be used solely by the VCP for mosquito and vector control services. The results for all the projects, issues and arguments are summarized in Figure 12.



FIGURE 12 – PROPERTY OWNER PRIORITIES



## OTHER FINDINGS

The survey included a section for respondents to indicate their other opinions and feedback regarding the proposed funding measures. Following is a summary of the comment categories. Figure 13 shows the comment categories received from respondents in favor of the proposed measure. Figure 14 lists the comment categories received from respondents who were against the proposed measure.

**FIGURE 13 – COMMENTS RECEIVED IN FAVOR OF THE PROPOSED MEASURE**

| <b>Respondents In Favor of an Assessment</b> |  |
|--|--|
| <b># of Comments</b>                         | <b>Comment Topic</b>                           |
| <b>56</b>                                    | Disease Control / Public Health                |
| <b>57</b>                                    | General Support                                |
| <b>16</b>                                    | Environmental Concerns                         |
| <b>36</b>                                    | Mosquito Control and Services                  |
| <b>31</b>                                    | General Support, Questions, and Other Concerns |
| <b>44</b>                                    | General Issues/Dislikes                        |
| <b>240</b>                                   | Total Comments In Favor                        |

**FIGURE 14 – COMMENTS RECEIVED AGAINST THE PROPOSED MEASURE**

| <b>Respondents NOT In Favor of an Assessment</b> |  |
|--|--|
| <b># of Comments</b>                             | <b>Comment Topic</b>                                 |
| <b>95</b>  | Distrust of Government                               |
| <b>199</b>                                       | No New Taxes/Financial Issue                         |
| <b>43</b>  | Fairness of Assessment                               |
| <b>18</b>  | Environmental Concerns                               |
| <b>41</b>  | General Concerns                                     |
| <b>34</b>  | Confusion with Who is Responsible for Vector Control |
| <b>19</b>  | Need Additional Information                          |
| <b>9</b>   | Unhappy with Service                                 |
| <b>3</b>   | Comments About the Survey Itself                     |
| <b>461</b>                                       | Total Comments Not In Favor                          |

NOTE: Some comments may appear in multiple categories where the respondents commented in more than one topic.

## RECOMMENDATIONS

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SCI recommends the City conduct a mailed ballot proceeding to establish dedicated funding to continue comprehensive mosquito and vector control services at the rate of \$8.21 per Single Family Residence per year.

SCI also recommends that the City include an annual Consumer Price Index adjustment mechanism, not to exceed 3% per year, and requiring annual City Council approval, and that the assessment continues each year unless ended by voters or the City Council.

However, a robust, effective informational outreach program is needed to ensure City residents are fully informed about the proposed mosquito and vector control services, and the costs and budgets included with this ballot proceeding.