

Santa Barbara County North County Jail and Public Safety Funding Measure



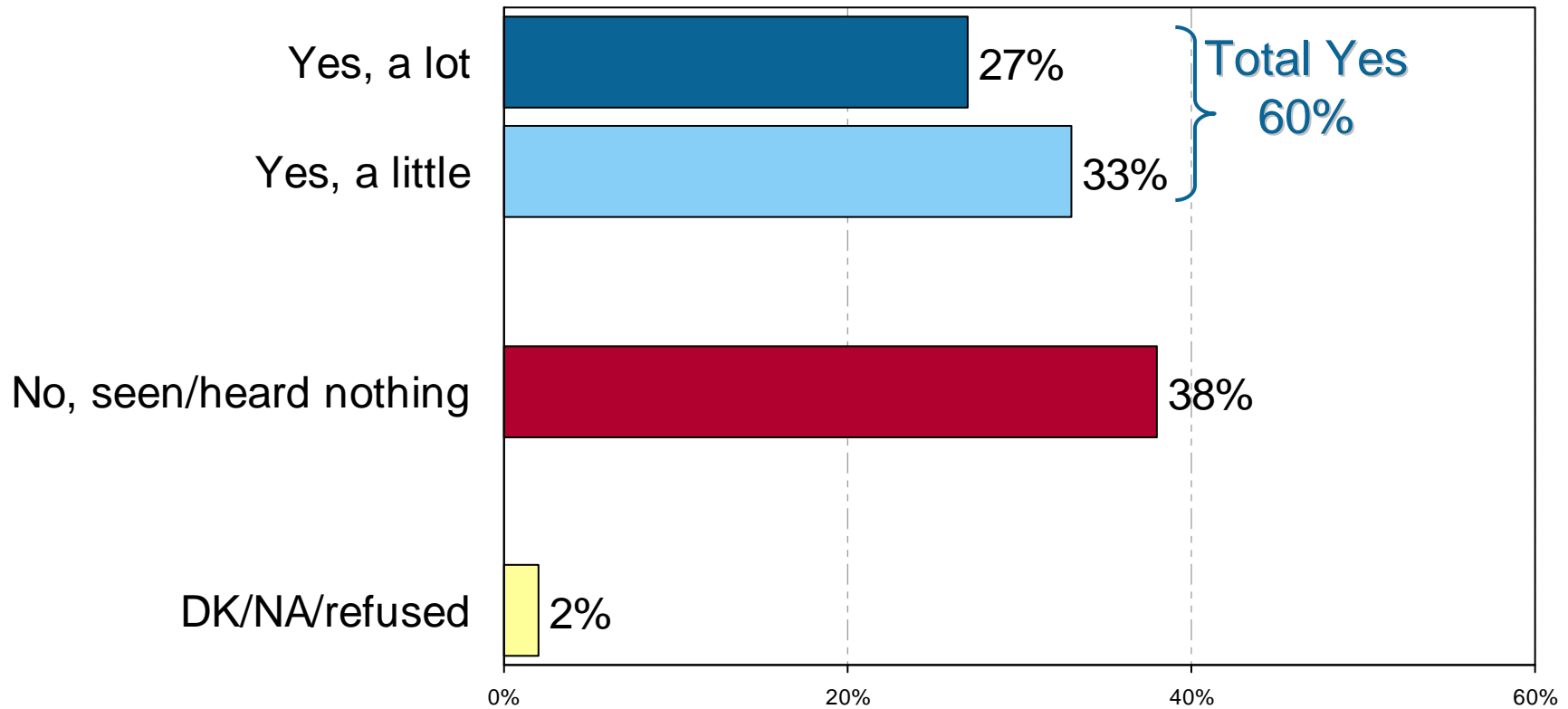
Methodology

- Telephone survey of 600 randomly selected registered voters in Santa Barbara County
- Survey conducted from January 17 through January 20, 2009
- 26 minute average survey interview
- +/- 4% margin of error due to pure chance for the sample as a whole. The error margin is greater for subsets of the sample
- Previous voting history for each respondent recorded for segmentation analysis according to propensity to vote

Santa Barbara County North County Jail and Public Safety Funding Measure



Seen or Heard Anything in News About Overcrowding at Santa Barbara County Jail

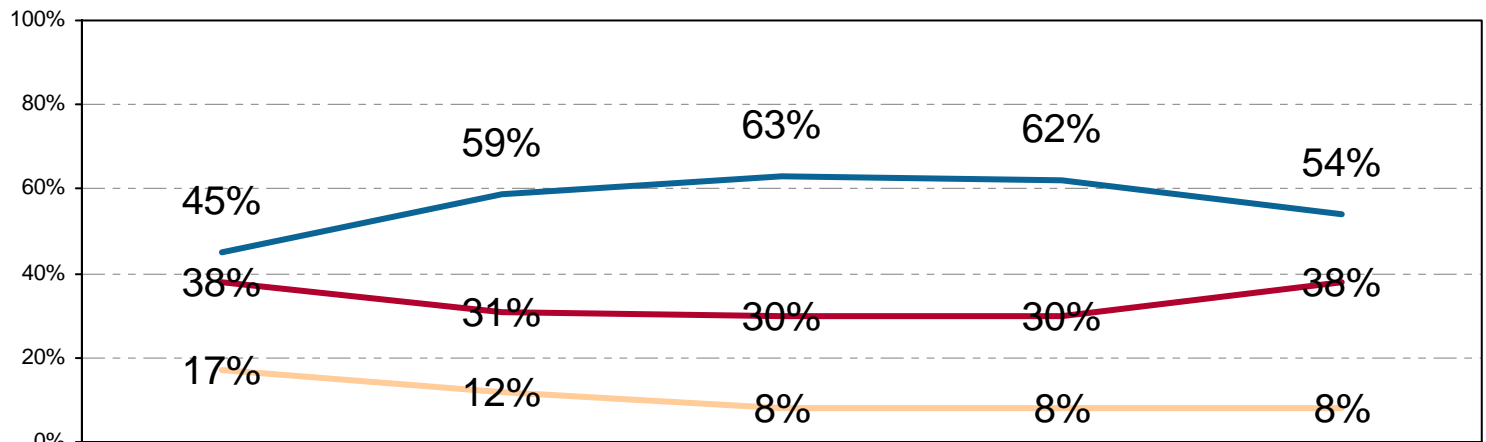


Santa Barbara County North County Jail and Public Safety Funding Measure



Favor/Oppose Half Cent Sales Tax Increase Ballot Measure to Relieve Jail Overcrowding/ Build New, Additional Jail Facility

— Total Yes — Total No — Need More Information/DK



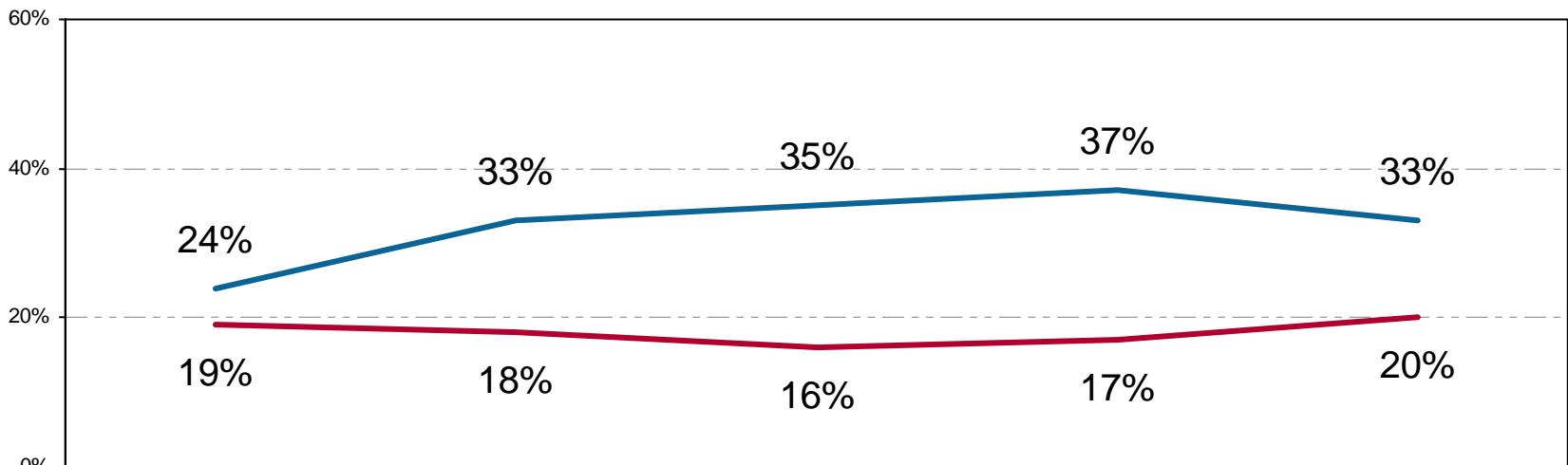
	Unprompted/ No Info.	After Sheriff's BRC Summary	After Measure's Possible Elements/Features	After Supportive Arguments	After Opposition Arguments
Total Yes	45%	59%	63%	62%	54%
Total No	38%	31%	30%	30%	38%
Need More Information/DK	17%	12%	8%	8%	8%

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“Definite” Favor/Oppose Half Cent Sales Tax Increase Ballot Measure to Relieve Jail Overcrowding/Build New, Additional Jail Facility

— Definitely Yes — Definitely No

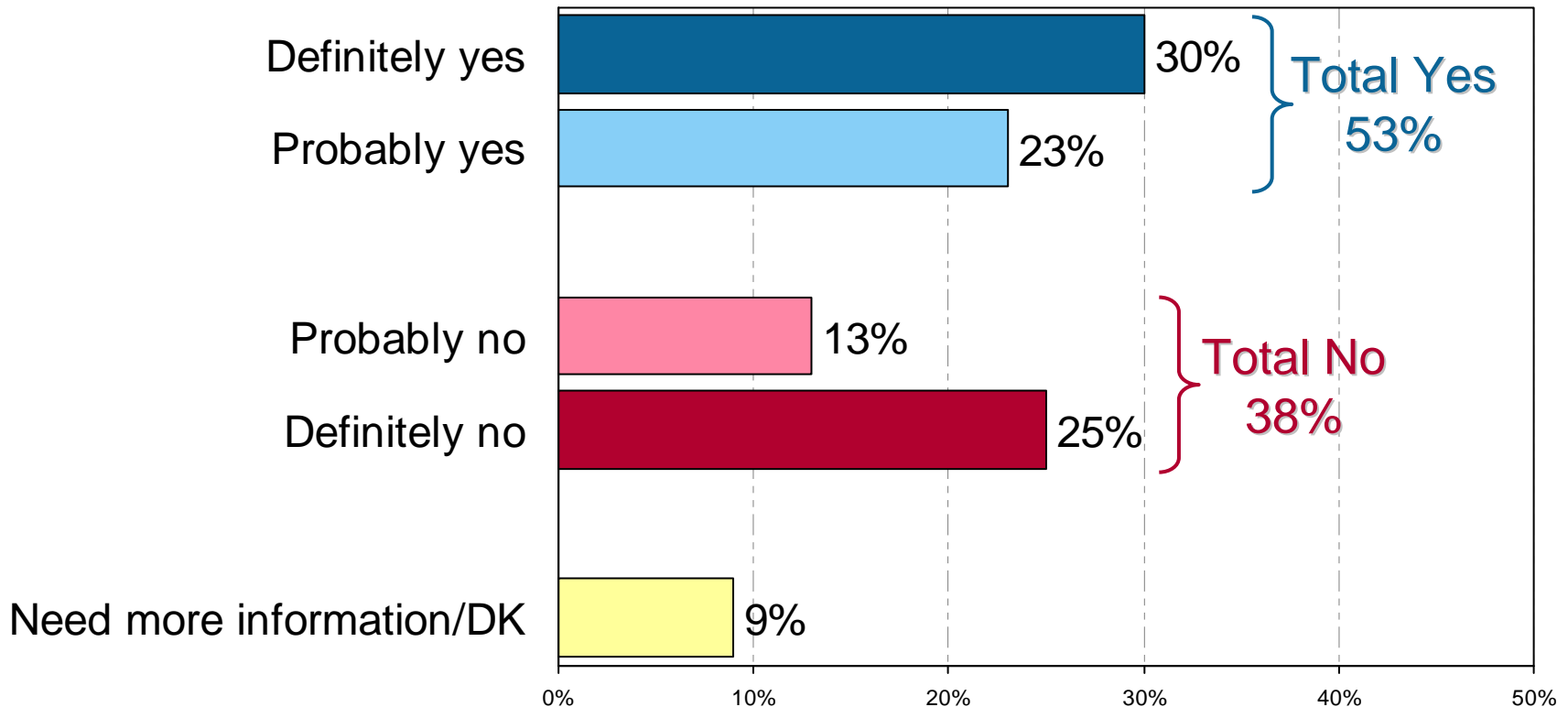


	Unprompted/ No Info.	After Sheriff's BRC Summary	After Measure's Possible Elements/Features	After Supportive Arguments	After Opposition Arguments
Definitely Yes	24%	33%	35%	37%	33%
Definitely No	19%	18%	16%	17%	20%

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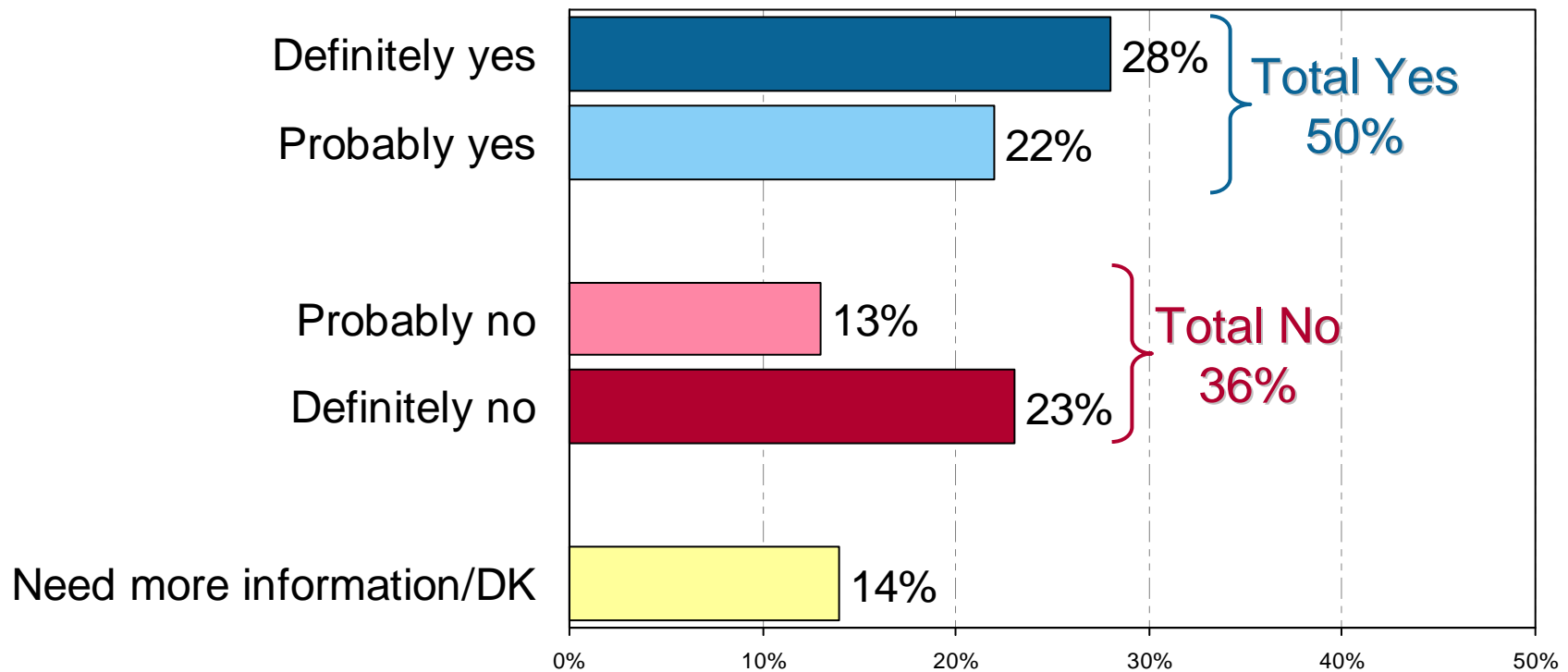
Favor/Oppose Quarter Cent Sales Tax Increase Ballot Measure to Relieve Jail Overcrowding/ Build New, Additional Jail Facility



Santa Barbara County North County Jail and Public Safety Funding Measure



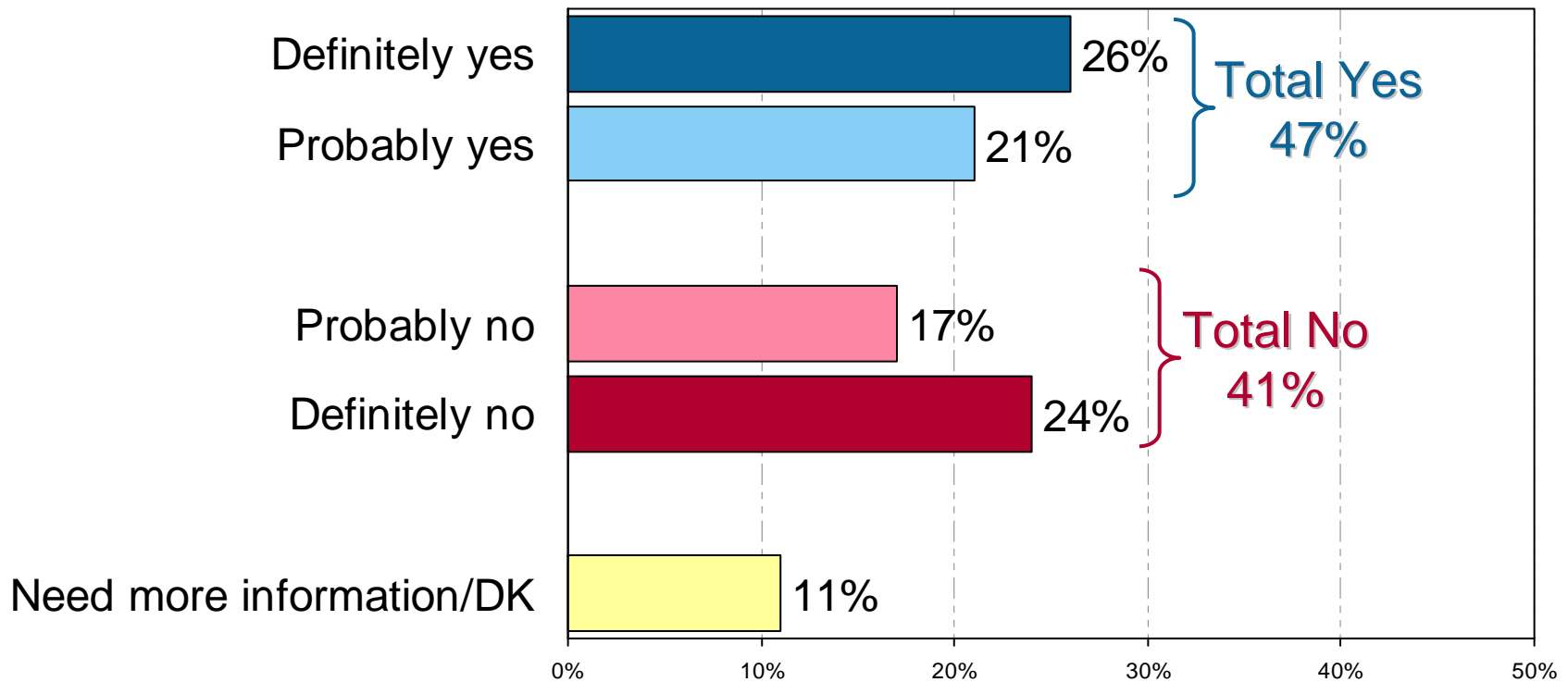
Favor/Oppose Half Cent Sales Tax Increase Ballot Measure to Fund Increased Fire Prevention and Suppression Services, Improved Emergency Services, Including an EOC, Emergency Trauma Care Facilities, Additional Policing and a New, Additional County Jail Facility



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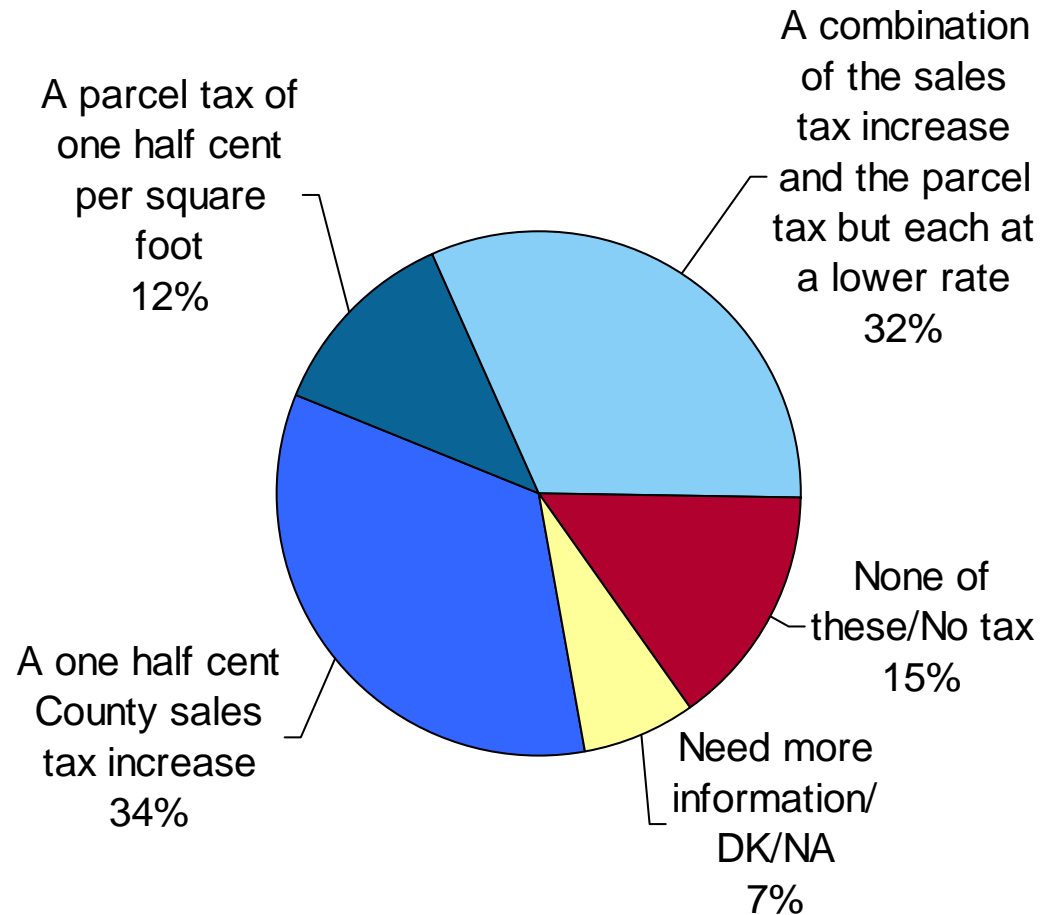
Favor/Oppose Half Cent Sales Tax Increase Ballot Measure to “Preserve and Enhance” Public Safety Services Such as Fire, Sheriff, Disaster Preparedness/Recovery if Cuts in County Budget Due to Economic Crisis



Santa Barbara County North County Jail and Public Safety Funding Measure



Preference for New Jail Funding Source



Santa Barbara County North County Jail and Public Safety Funding Measure



Amount Willing to Pay Over Year in New Taxes

	Construct/Operate New Jail	Increased Fire Prevention and Suppression Services, Improved Emergency Services, Including an EOC, Emergency Trauma Care Facilities, Additional Policing and a New, Additional County Jail Facility
\$150	34%	43%
Between \$125 and \$149, which is 34 to 40 cents a day	8%	6%
Between \$100 and \$124, which is 27 to 33 cents a day	7%	6%
\$75 and \$99, which is 21 to 27 cents a day	7%	4%
Between \$50 and \$74, which is 14 to 20 cents a day	1%	5%
Between \$25 and \$49, which is 7 to 20 cents a day	2%	4%
Between \$15 and \$24 , which is 4 to 7 cents a day	3%	4%
Between \$5 and \$14 , which is 1 to 4 cents a day	1%	0%
Less than \$5	31%	25%
Refused	7%	4%

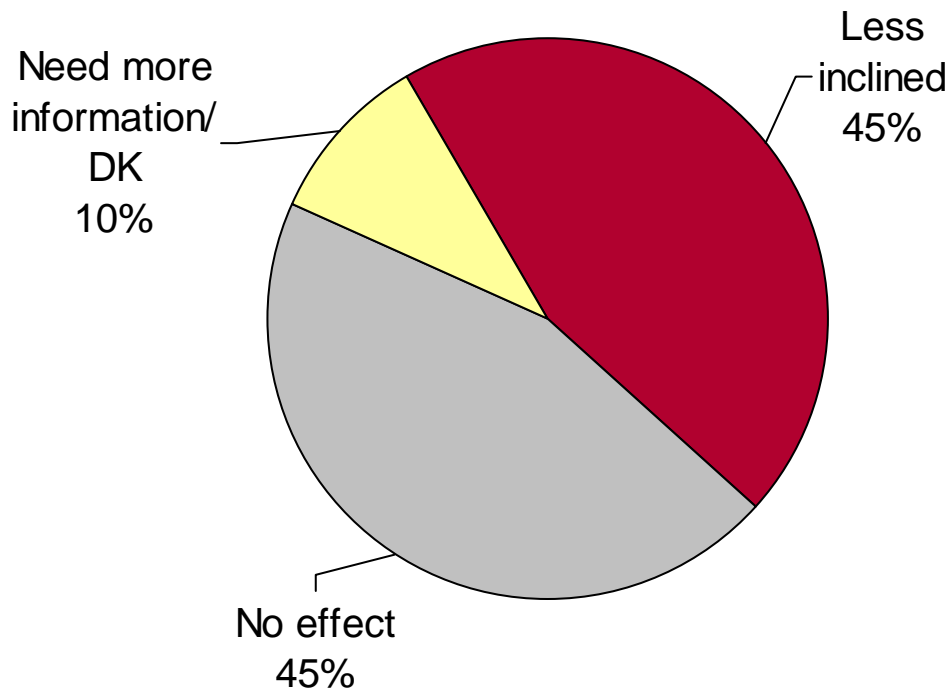
56%

59%

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Lesser Inclination to Vote for Half Cent Sales Tax Increase for New Jail if California Raises State Sales Tax 1.5 Cents



**52% “Less inclined”
Among Post BRC
Info. Yes Voters**

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Rank Order of Ballot Measure Elements/Features: Inclination to Approve Ballot Measure if Included

	Much/S.W. More Inclined to Support	S.W./Much Less Inclined to Support	No Diff./ DK/NA
Establishing a Jail Overcrowding Prevention Commission to direct federal, state and local funds to programs, including drug treatment and alcohol use rehabilitation and gang diversion, to reduce the number of potential jail inmates	68%	16%	16%
Creating an independent citizens oversight committee to review expenditures and make annual public reports regarding construction and operation of a new jail facility	63%	16%	21%
Building a new 300-bed new jail facility at a rural north County site to relieve overcrowded conditions in the existing County jail and stop the early release of inmates	62%	16%	22%
Providing a fixed future date for the expiration of the portion of the tax that pays for the construction of a new jail facility	62%	13%	25%
Distributing funds raised by this measure on the basis of 50% for construction and operation of a new jail facility, 25% for alcohol, drug and other rehabilitation programs and 25% to County government and local cities in Santa Barbara County to improve policing	57%	20%	23%

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Rank Order of Arguments in Favor of Half Cent Sales Tax Increase Measure to Fund New Jail

(Mean Score: +10 = All voters say "Much more inclined to Vote Yes," -10 = All voters say "Less inclined" or "Don't believe")

	Much/S.W. More Inclined to Vote Yes	Less Inclined to Vote Yes	Don't Believe	No Effect/ No Opinion	Mean Score
Building a new 300-bed jail will pump as much as \$80 million into the County's economy, provide construction jobs for 100 people in Santa Barbara County over a two-year year construction period and create about 150 permanent jobs to operate the new jail facility	66%	7%	6%	21%	3.8
With the cost of construction materials and labor at a low point due to current slow economic conditions, this is the best time to build a new jail facility at the lowest cost. Waiting for an economic upturn will only increase taxpayer costs and delay a solution to the jail overcrowding and early release problem	60%	7%	9%	24%	3.1

Santa Barbara County North County Jail and Public Safety Funding Measure



Continued

	Much/S.W. More Inclined to Vote Yes	Less Inclined to Vote Yes	Don't Believe	No Effect/ No Opinion	Mean Score
Nine in ten jail inmates are alcohol and/or drug abusers, one in three has a certified mental health problem and two in five are involved in gangs. Overcrowding makes it impossible to get the most out of inmate rehabilitation and diversion programs. That means more inmates return to jail again after release, which results in more taxpayer costs for dealing with them. A new, 300-bed jail facility will help break this vicious cycle, reduce jail costs in the long run and improve overall public safety	57%	8%	13%	21%	2.3
Today's overcrowded conditions in the County's single existing jail severely limit inmate access to the Sheriff Department's rehabilitation programs. This means more inmates return again to crime and then to jail. A new jail facility will increase access to rehabilitation programs, thus helping close the revolving door to crime and jail.	57%	8%	11%	24%	2.7
Forced early release of jail inmates because of an overcrowded jail sends the message that criminals don't have to pay the full penalty if they are caught and convicted. This measure says criminals belong in jail for their full sentence and voters intend to make sure of that	57%	8%	8%	27%	3.1

Santa Barbara County North County Jail and Public Safety Funding Measure



Continued

	Much/S.W. More Inclined to Vote Yes	Less Inclined to Vote Yes	Don't Believe	No Effect/ No Opinion	Mean Score
Without a new 300-bed jail facility, more and more inmates will have to be released from the existing County jail before their sentences are completed. This measure will end overcrowding at the County jail and stop the early release of inmates, thus making a major improvement to public safety in Santa Barbara County.	54%	7%	8%	31%	2.8
Unless a new, additional jail is built, law-abiding Santa Barbara County residents will continue to have thousands of convicted criminals in their midst -- some of whom continue to commit crimes -- simply because there is not enough jail space to handle them	52%	8%	14%	25%	1.9

Santa Barbara County North County Jail and Public Safety Funding Measure



Continued

	Much/S.W. More Inclined to Vote Yes	Less Inclined to Vote Yes	Don't Believe	No Effect/ No Opinion	Mean Score
Overcrowding in the Santa Barbara jail creates severe health and safety problems for jail inmates and greatly reduces access to effective rehabilitation programs. There is no way to resolve these problems other than to build more capacity for the County's growing jail population	51%	9%	11%	30%	1.9
Unless this measure is passed providing new revenue for an additional 300 bed jail, the courts may force Santa Barbara County to build a jail anyway to relieve jail crowding. This could only be funded by massive cuts in everything, from emergency and public safety services to road maintenance to parks	48%	11%	15%	26%	1.2

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Rank Order of Arguments Opposed to of Half Cent Sales Tax Increase Measure to Fund New Jail

(Mean Score: +10 = All voters say "Much less inclined to Vote No," -10 = All voters say "Less inclined" or "Don't believe")

	Much/S.W. More Inclined to Vote No	Less Inclined to Vote No	Don't Believe	No Effect/ No Opinion	Mean Score
The simple fact is that with State government likely to add another one and a half cents to the sales tax to balance the state budget and the County raising the sales tax another half cent to pay for a new jail, the overall sales tax in Santa Barbara County will be nine and three-quarters cents per dollar. That's simply too much sales tax.	57%	11%	10%	22%	2.4
If a new jail is needed, it can be paid for by cutbacks and greater efficiency in the way County government spends the hundreds of millions of dollars it already collects from taxpayers	46%	6%	17%	31%	1.2

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Continued

	Much/S.W. More Inclined to Vote No	Less Inclined to Vote No	Don't Believe	No Effect/ No Opinion	Mean Score
Whatever the merits of a new jail, taxpayers simply can't afford another tax increase in these troubled economic times	43%	9%	15%	32%	1.1
Jails are not supposed to be luxury hotels, and we definitely don't need yet another jail hotel to coddle criminals. The fact is we don't need this measure because there is plenty of room in the existing jail for criminals	27%	12%	29%	32%	-2.1

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Findings and Conclusions

- Santa Barbara County voters are reluctant to propose budget cuts for most county services for the next fiscal year.
- A majority of voters have heard something about overcrowding at the County jail. However, only a few have a full understanding of overcrowding's negative ramifications for public safety and overall policing costs.

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Continued

- Without education on the need for a new jail facility to ease overcrowding, only a plurality supports building a new jail.
- However, a dedicated funding ballot measure that incorporates the general sense of the Sheriff's Blue Ribbon Commission's proposals for a new jail facility and coordinated increases in rehabilitation and crime prevention would gain majority support, if this information were widely and effectively disseminated to voters.

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- Nevertheless, the survey's results suggest that a dedicated jail measure would be difficult to pass at the required two-third vote level, particularly in the short run due to the unsettled general economic and state budget climate and despite favorable reaction to several economic and public safety arguments in support of such a measure.
- In contrast, a broad general public safety measure which would include jail funding, written to require only a simple majority, would be much less risky, according to this survey's results, particularly if the election were at a later date when the state's economic and budgetary climate is improved and the intervening time were dedicated to public information efforts on behalf of the measure.

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- Voters prefer a half cent sales tax increase over a half cent per square foot parcel tax to fund a specific jail or broader public safety measure. However, survey results suggest that a creative combination of a small sales tax increase, in combination with a small parcel tax, could fare as well as a half cent sales tax measure alone.
- In the aggregate over a year's time, a majority of voters would be agreeable to spending at least \$75 to \$99 in increased taxes to resolve jail overcrowding issues.



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Survey Conducted:
January 2009

220-2667

Fairbank, Maslin, Maullin & Associates

Opinion Research & Public Policy Analysis

Santa Monica, CA – Oakland, CA – Madison, WI – Mexico City