



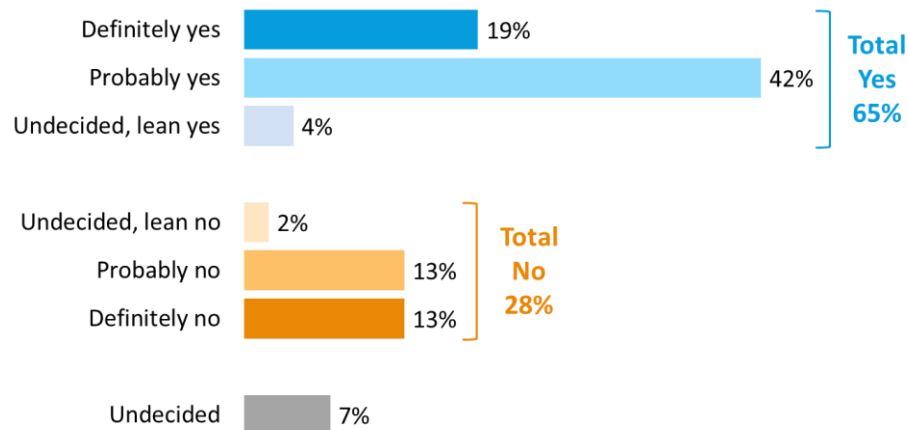
TO Capital Planning Committee
FROM Dave Metz and Lucia Del Puppo
FM3 Research
RE: San Francisco Voter Attitudes Toward a Proposed ESER Measure
DATE April 18, 2019

Fairbank, Maslin, Maullin, Metz and Associates (FM3) completed a survey of 653 San Francisco voters likely to cast a ballot in March 2020 to assess attitudes toward a proposed Earthquake Safety and Emergency Response (ESER) bond measure. The results show initial support is within the margin of error of the two-thirds threshold required for passage, and that support exceeds that amount once voters are more familiar with the need for the measure.¹

Detailed findings of the survey include the following:

- **Nearly two-thirds initially say they will vote “yes” on the proposed measure.** After hearing the proposed ballot language, 65 percent of voters say they will vote “yes” on the measure. Initial support is soft, with 19 percent saying they will “definitely” vote “yes.” Approximately one-quarter of voters are opposed (28%).

Figure 1: Initial Support for a Proposed San Francisco ESER Bond Measure



¹ **Survey Methodology:** From February 25-March 3, 2019, FM3 completed 653 interviews (online, on landlines and cellphones) with randomly-selected San Francisco voters likely to participate in the March 2020 election. Interviews were conducted in English and Chinese. The survey’s margin of error is +/- 4.0% at the 95% confidence interval. Due to rounding, not all results will sum to 100%.

- **Support for the proposed measure fluctuates as San Franciscans learn more.** After statements in favor of the measure, 72 percent say they will support it, but after a statement in opposition to it, support drops to 58 percent.

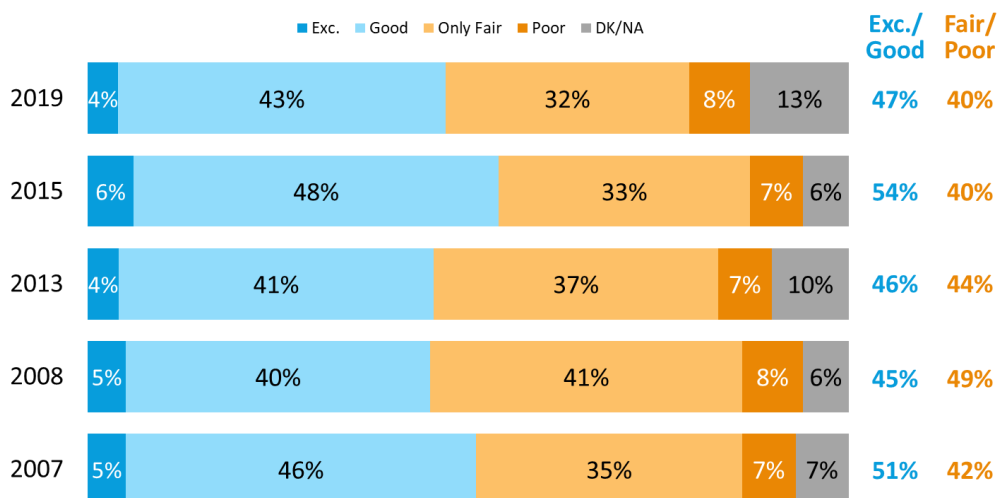
Figure 2: Attitudes Toward the Measure After Information

Position	Initial Support	After Positive Information	After Negative Information
Total Yes	65%	72%	58%
Total No	28%	22%	34%
Undecided	7%	6%	7%

- **Voters are divided on the condition of the City’s facilities.** When asked to rate the physical condition of the buildings and facilities managed by the City, 47 percent say they are “excellent” or “good” and 40 percent rate them “fair” or “poor.” These perceptions closely match those in previous years’ polling.

Figure 3: Rating of the Physical Condition of City Facilities

In general, how would you rate the physical condition of buildings and facilities managed by the City and County of San Francisco?



In sum, the results show broad initial public support for an ESER bond measure that falls right at the two-thirds threshold that would be required for approval. Support increases significantly and exceeds two-thirds once the public hears more about the need for the measure and the types of projects it would fund. The results closely mirror those in the polling leading up to Prop A in 2014; although slightly weaker than those initial results, they suggest that the measure can be successful if it attracts a broad coalition support and is paired with a program of public education.