








City of Palos Verdes Estates Budget Priority Issues Survey



OPINION
RESEARCH
& STRATEGY

Survey Methodology

Dates	March 26 -April 6, 2025
Survey Type	Dual-mode Voter Survey
Research Population	City of Palos Verdes Estates Likely to Vote in November 2026 Voters
Total Interviews	300, Including 258 Likely June 2026 Voters
Margin of Sampling Error	<p>Likely November 2026 Voters</p> <p>(Full Sample) $\pm 5.7\%$ at the 95% Confidence Level</p> <p>(Half Sample) $\pm 8.0\%$ at the 95% Confidence Level</p> <p>Likely June 2026 Voters</p> <p>(Full Sample) $\pm 6.1\%$ at the 95% Confidence Level</p> <p>(Half Sample) $\pm 9.2\%$ at the 95% Confidence Level</p>
Contact Methods	 Telephone Calls  Email Invitations  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews
Survey Tracking	February 2024 (Gene Bregman & Associates)

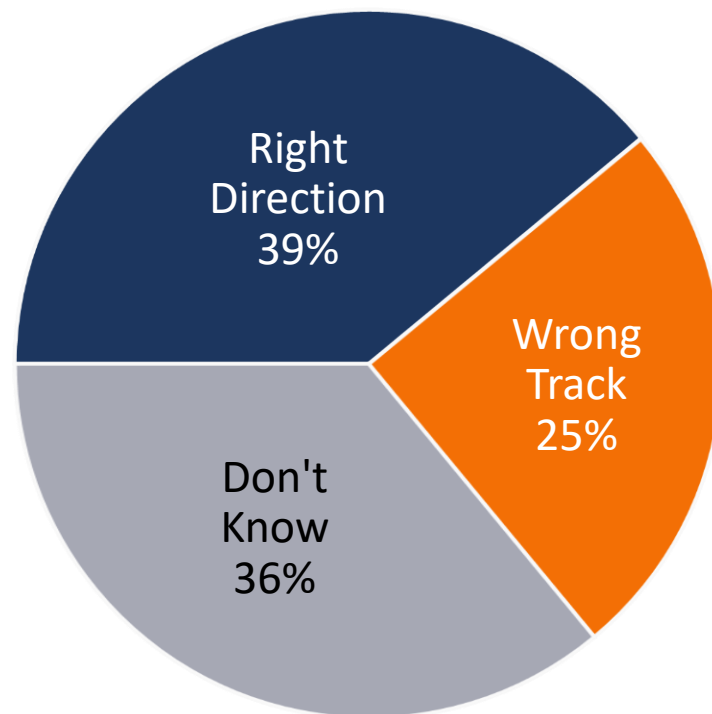
(Note: Not All Results Will Sum to 100% Due to Rounding)



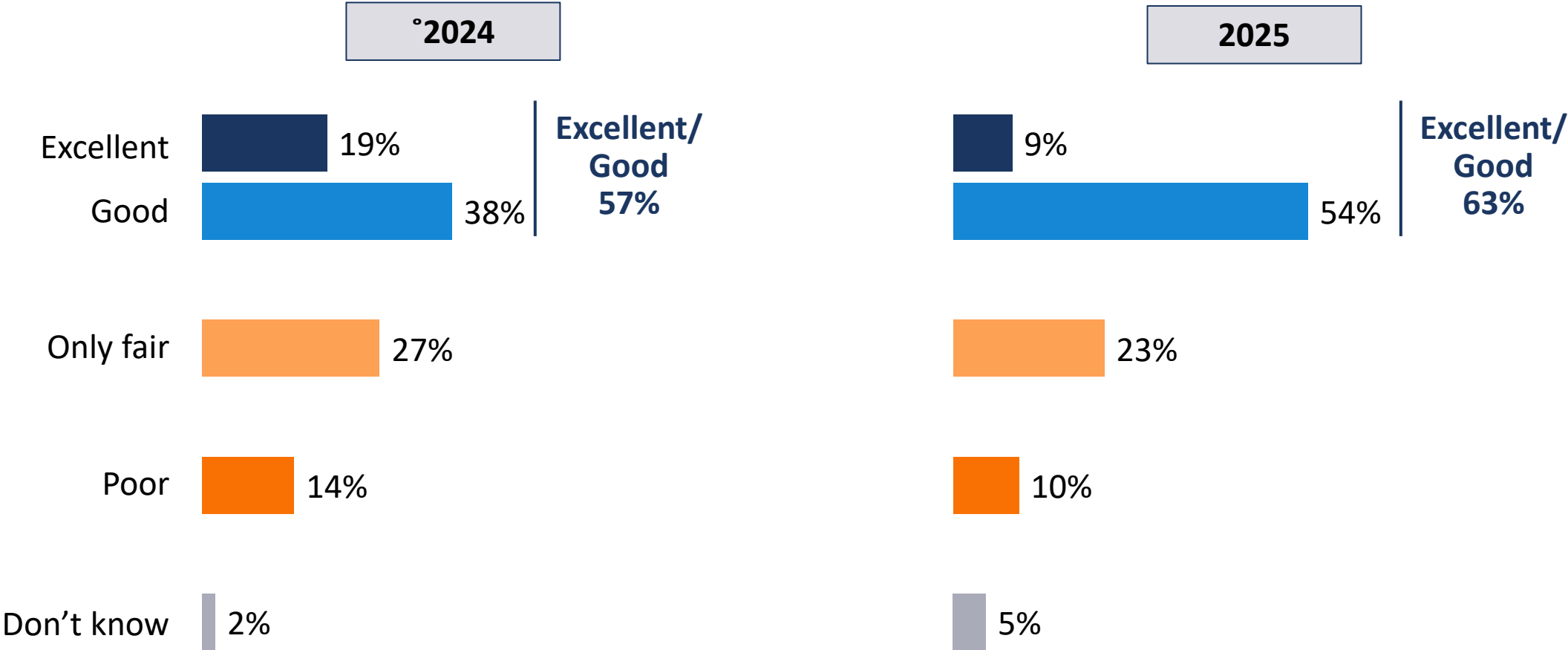
Mood of the Electorate and Context

A plurality, 4-in-10, perceive the City is headed in the right direction, with similar percentages uncertain about whether it is headed in the right direction or off on the wrong track.

Would you say things in the City of Palos Verdes Estates are headed in the right direction, or do you feel they are off on the wrong track?



Similar to 2024, about 6-in-10 voters have a favorable view of PVE city government job performance, but the percentage of those saying excellent has somewhat declined.



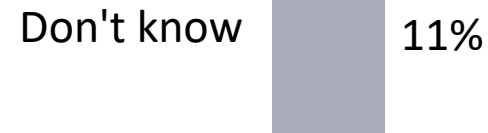
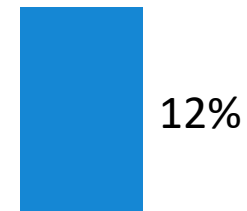
Three-quarters would like their own independent police department.

It is important to maintain our own independent police department to provide community-based public safety services.

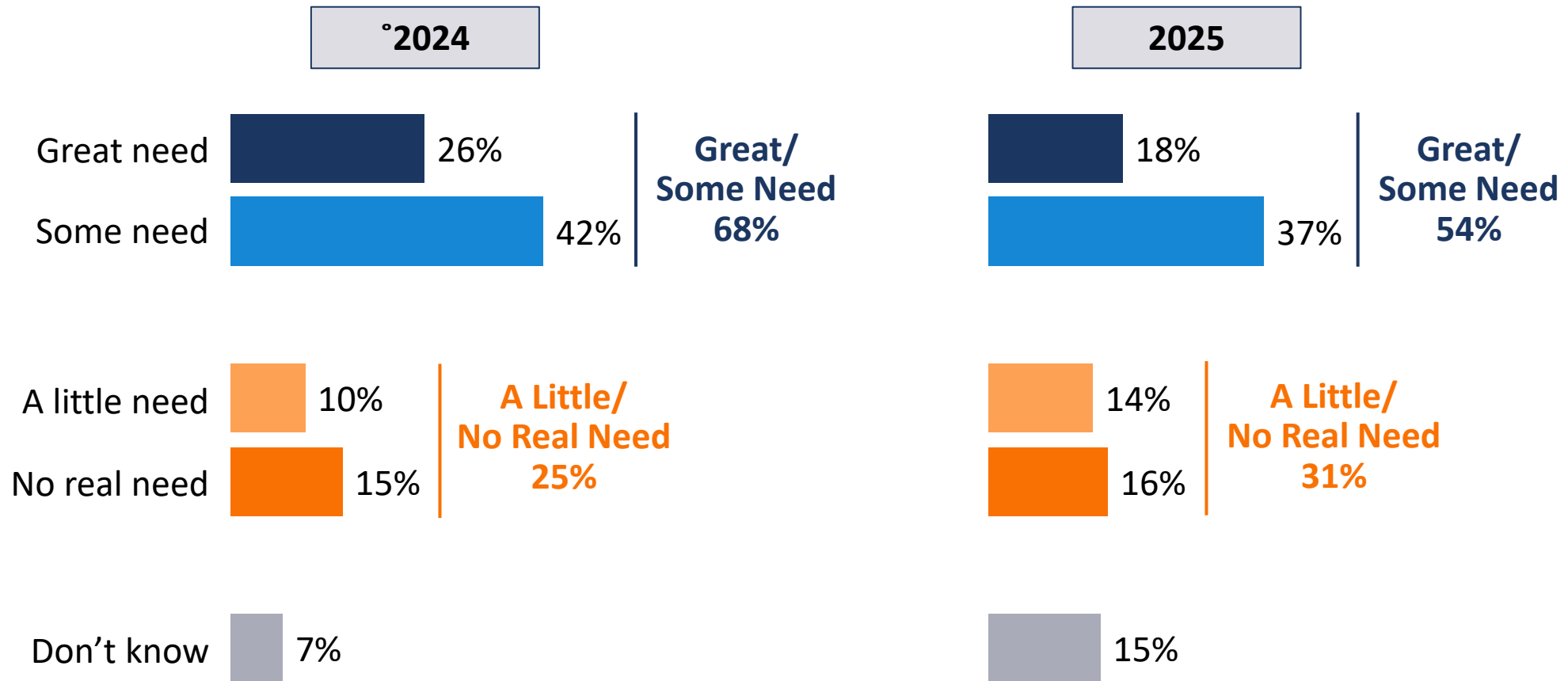


OR

We should contract with the County instead of running an independent police department because other nearby cities use LA County Sheriffs for their public safety services and are doing fine.



A slight majority perceive the City has a need for additional funds in general, a sizable decline from February 2024.



Q. In your personal opinion, do you think there is a great need, some need, a little need, or no real need for additional funds to provide the level of city services that Palos Verdes Estates residents need and want?
 *Gene Bregman & Associates Survey/Slightly different question wording: "Generally speaking, would you say that the City of Palos Verdes Estates has a great need for more money, some need, a little need, or no real need for more money?"



Hypothetical Ballot Question

Hypothetical Ballot Title and Summary Test in the Survey

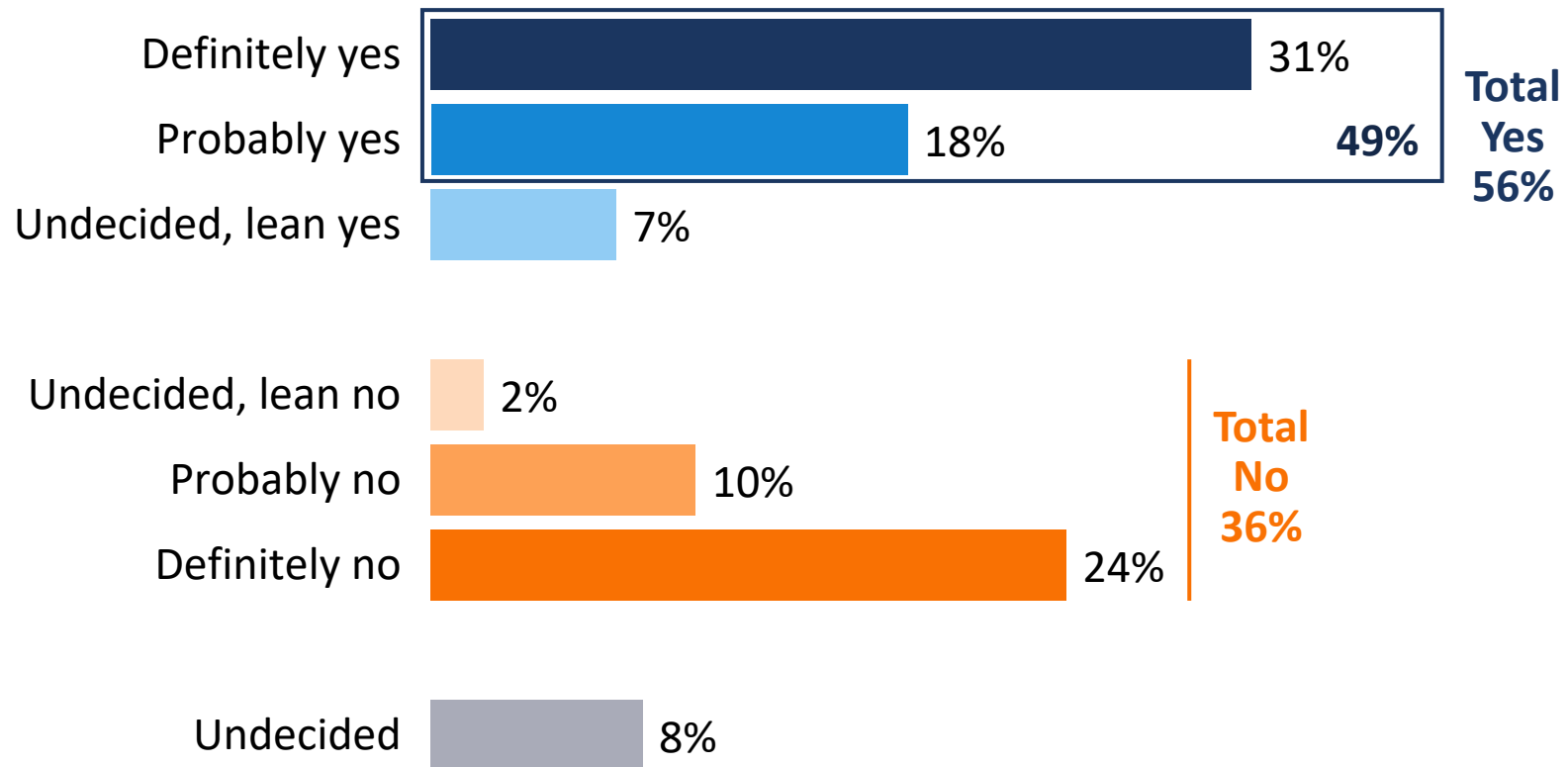
(As Approved by Legal Counsel)

City of Palos Verdes Estates Public Safety Measure:

Shall the measure funding the City of Palos Verdes Estates Police Department; maintaining 911 response times/police patrols; recruiting/retaining police; helping prevent home burglaries; maintaining fire protection services; reducing fire risk by managing brush/weeds; by extending the existing City of Palos Verdes Estates annual parcel tax to \$998 plus 68¢ per square foot of building improvements, generating approximately \$16,400,000 annually, until ended by voters, with annual adjustments not exceeding the consumer price index, requiring spending disclosure/audits, be adopted?

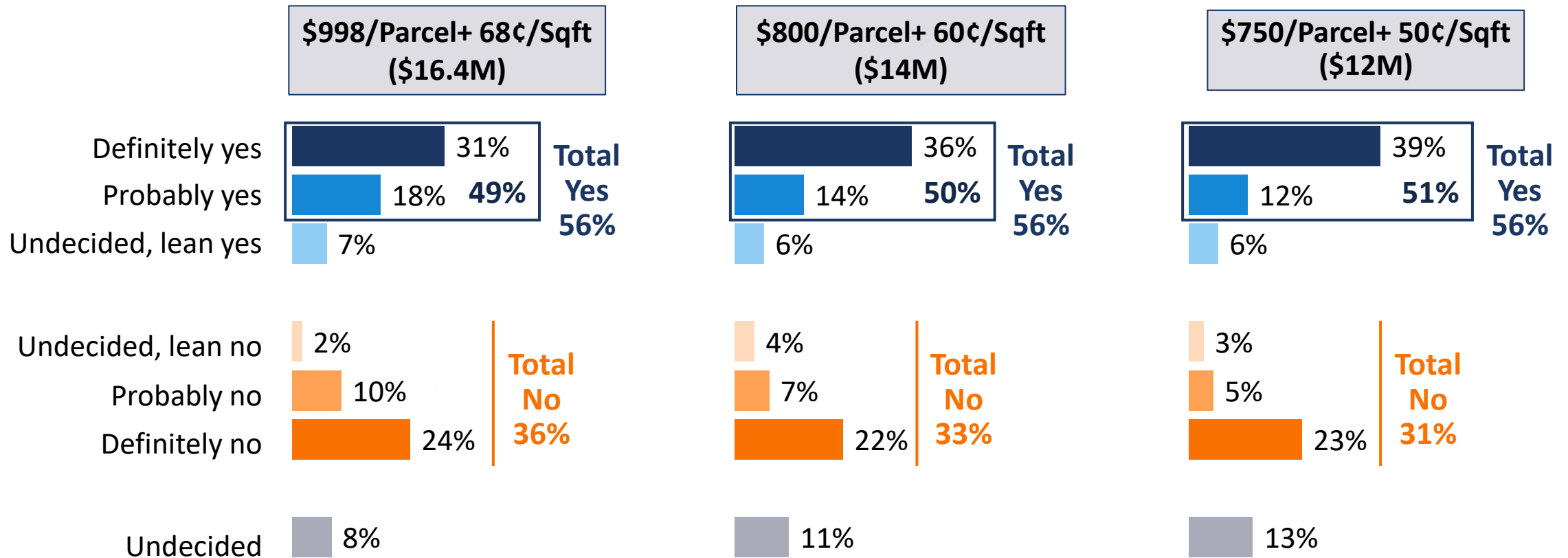
Initially, fewer than 6-in-10 vote yes on the supermajority public safety measure, with just under one-third saying they would definitely vote yes.

(M.O.E.=±5.7%)



Among November 2026 voters, level of support remains the same and below two-thirds across tax amounts; the percentage that would definitely vote yes increases slightly as the amount decreases.

(M.O.E.=±5.7%)



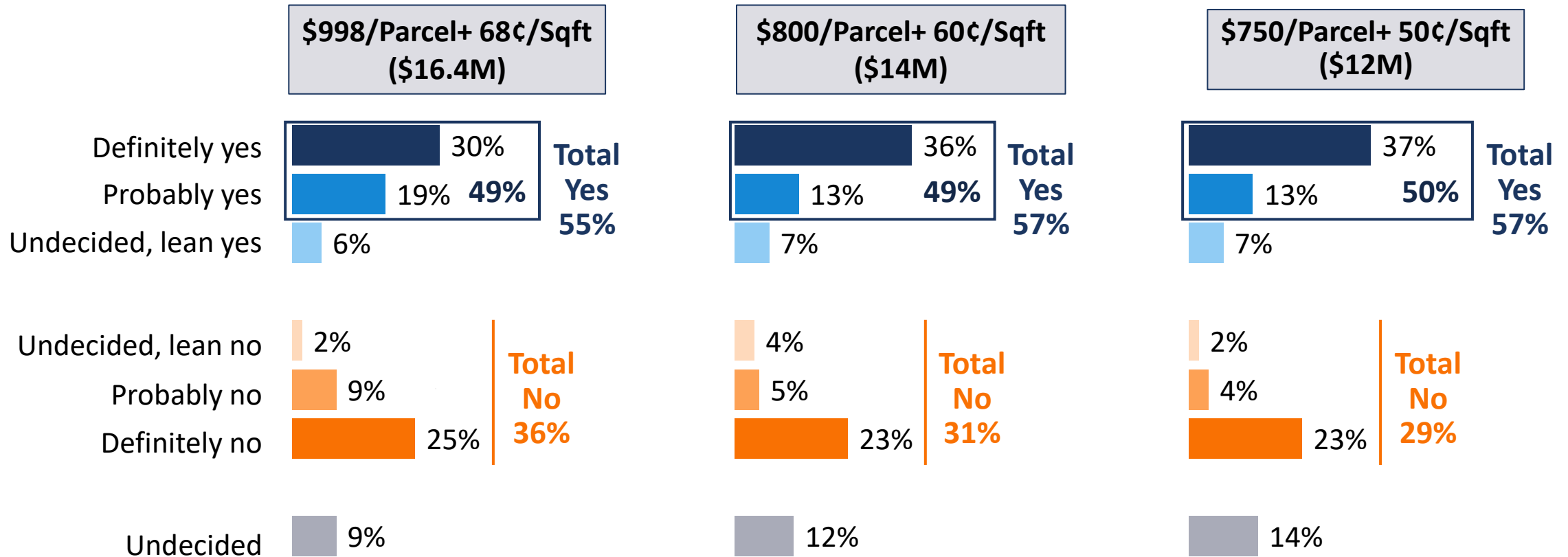
Q. Based on this description, do you think you would vote yes or no on this measure?

Q. This potential parcel tax of \$998 plus 68 cents per square foot of building improvements would generate approximately \$16.4 million for Palos Verdes Estates. If, instead, the potential measure was for a lower amount of \$800 plus 60 cents per square foot of building improvements and generated approximately \$14 million for Palos Verdes Estates, would you vote yes in favor of it or no to oppose it?

Q. If the potential parcel tax was for \$750 plus 50 cents per square foot of building improvements, generating approximately \$12 million, would you vote yes in favor of it or no to oppose it?

Among likely June 2026 voters, level of support remains about the same and below two-thirds across tax amounts; the percentage that would definitely vote yes increases slightly as the amount decreases.

(M.O.E.=±6.1%)



Q. Based on this description, do you think you would vote yes or no on this measure?

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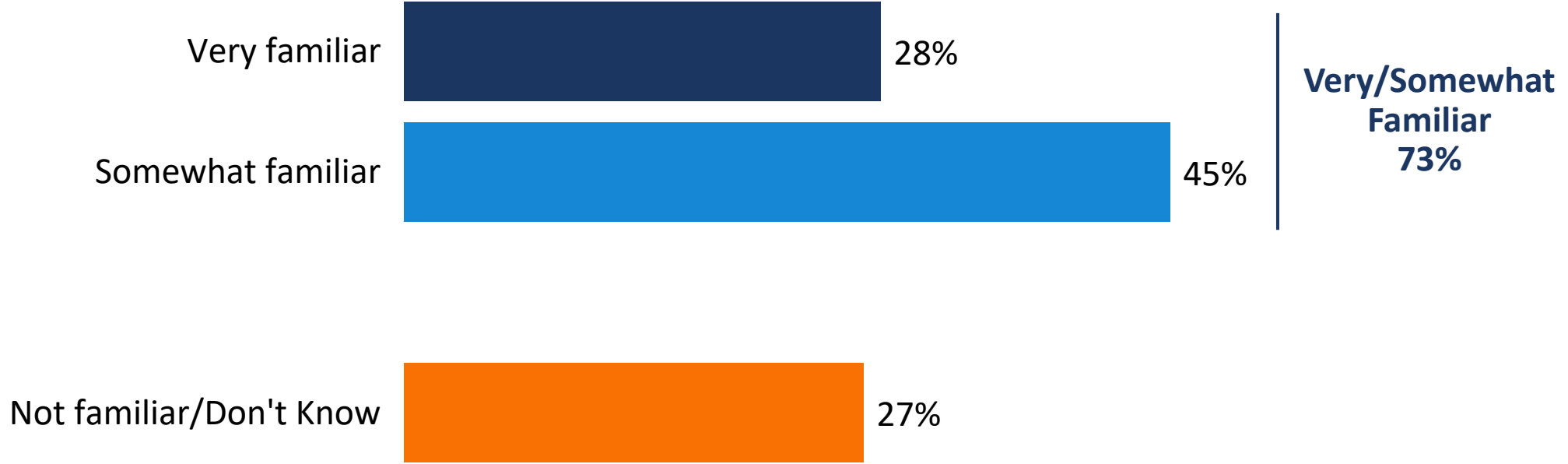


Familiarity With the Current Parcel Tax

After providing objective information about the previous measure, about 7-in-10 report familiarity with Measure E, but only slightly more than one-quarter said they were “very familiar.”

City of Palos Verdes Estates residents and businesses currently pay a parcel tax, called Measure E, to help fund the City’s Police Department. This parcel tax is set to expire in 2027 unless it is extended.

Before it was mentioned in this survey, would you say you were very familiar with this current parcel tax, somewhat familiar, or not familiar with it?

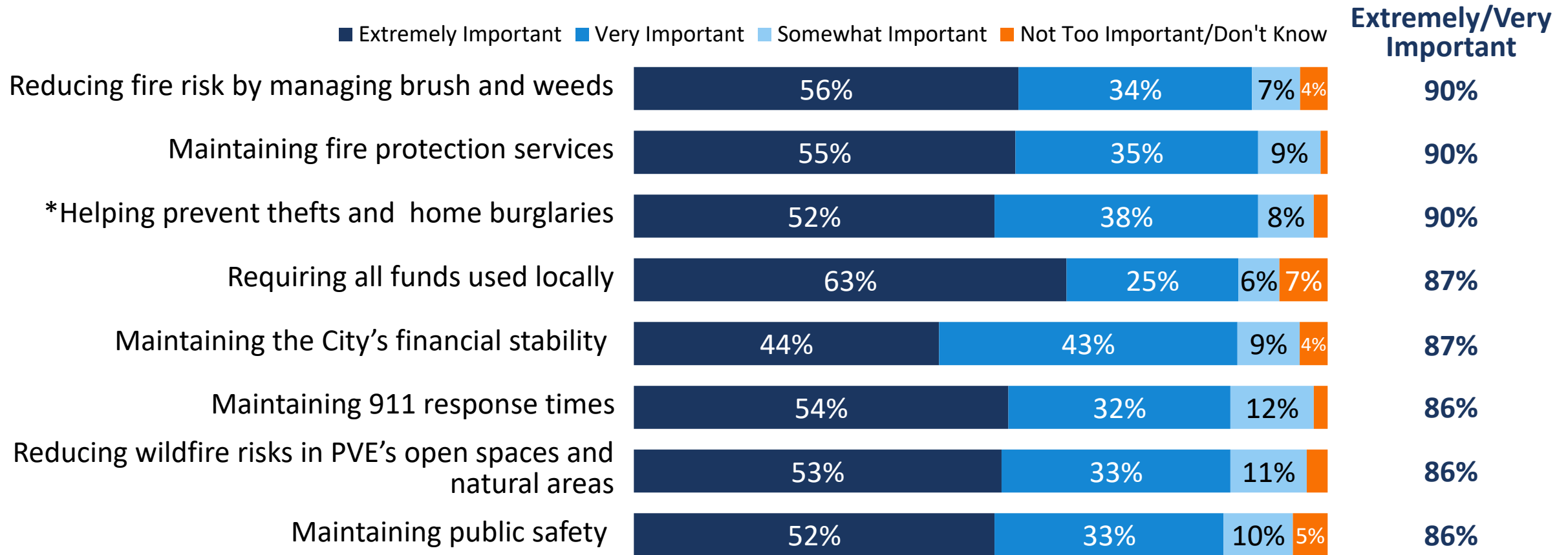




Budget Priorities

Reducing fire risk by managing brush and weeds, maintaining fire protection services, and helping protect thefts and home burglaries are among the leading priorities for the use of funds.

(Ranked by Extremely/Very Important)

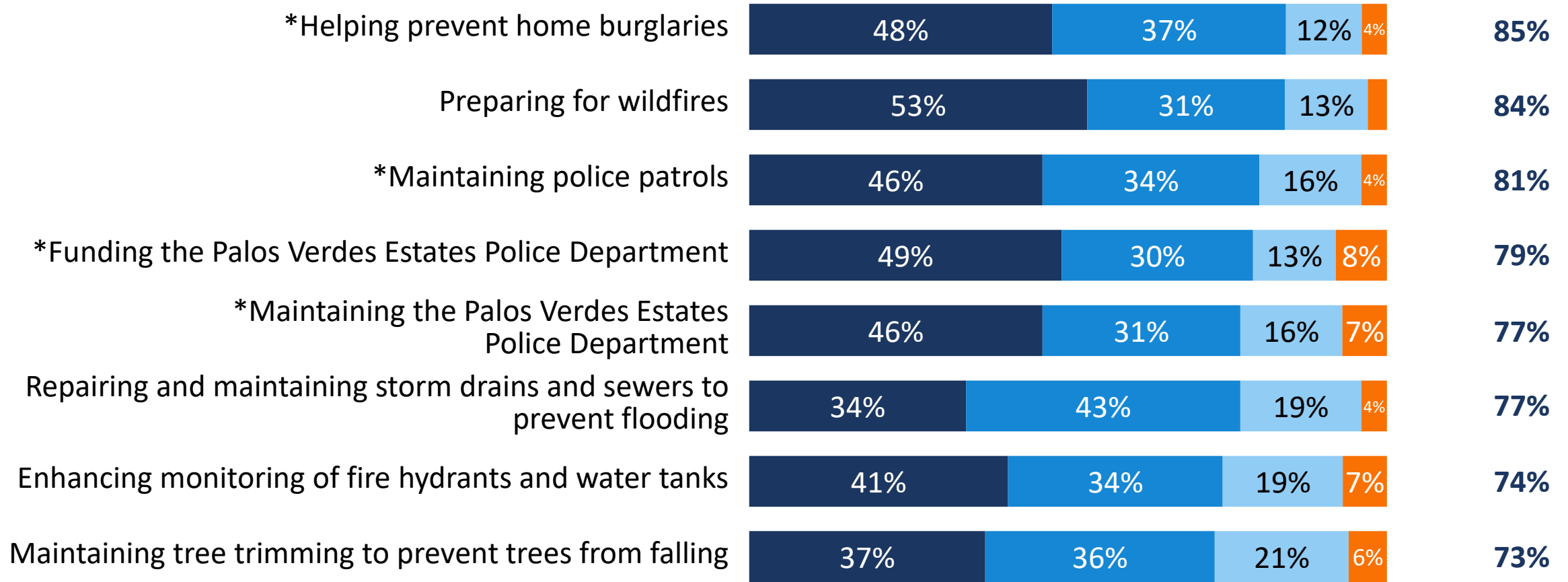


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(Ranked by Extremely/Very Important)

■ Extremely Important ■ Very Important ■ Somewhat Important ■ Not Too Important/Don't Know

Extremely/Very Important

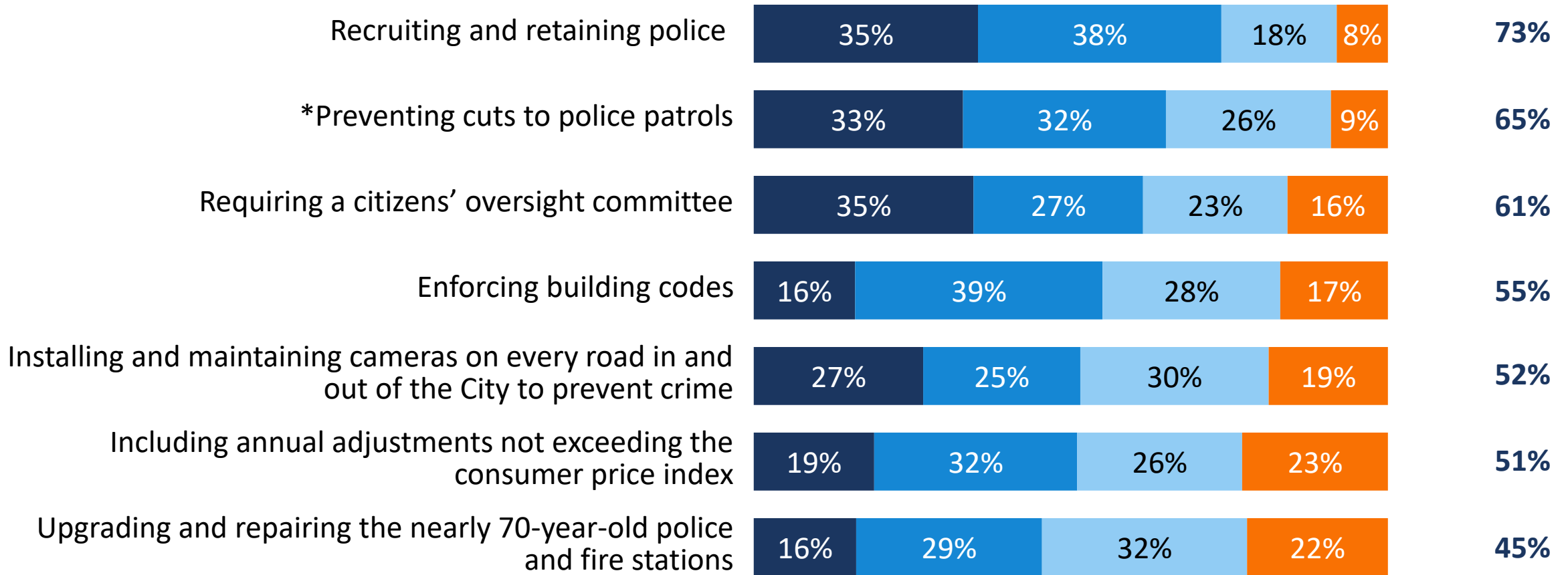


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(Ranked by Extremely/Very Important)

■ Extremely Important ■ Very Important ■ Somewhat Important ■ Not Too Important/Don't Know

Extremely/Very Important





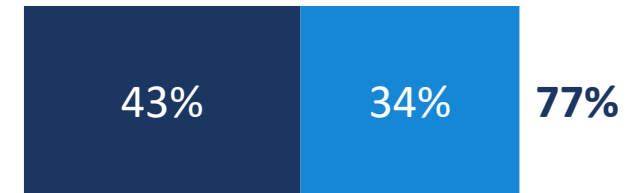
Effects of Education and Critical Statements

Reducing fire hazards, preventing cuts to addressing property crime, and concerns about accountability are among the leading reasons to support the measure.

(Ranked by Total More Inclined to Vote Yes)

■ Much More Inclined ■ Somewhat More Inclined

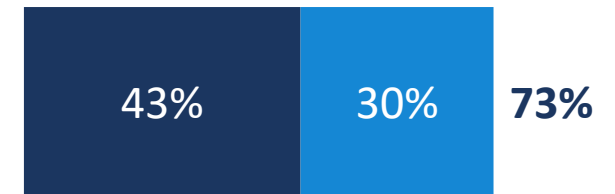
(FIRE MITIGATION) The recent Los Angeles fires remind us that Palos Verdes Estates has terrain very similar to Pacific Palisades, including 28% of city land being open space. This measure would provide funding for firefighters and life-saving equipment as well as funding to provide weed abatement and reduce other fire hazards.



(ACCOUNTABILITY) This measure includes accountability requirements such as public disclosure of all spending, annual independent financial audits and citizens' oversight, and all funds can only be used for public safety for City of Palos Verdes Estates residents and businesses.



(CRIME) Last year, there were almost 100 burglaries and thefts — including auto thefts — in Palos Verdes Estates. If this measure does not pass, the City may have to make significant cuts to the PVE Police Department, such as only one police officer on patrol at any one time.

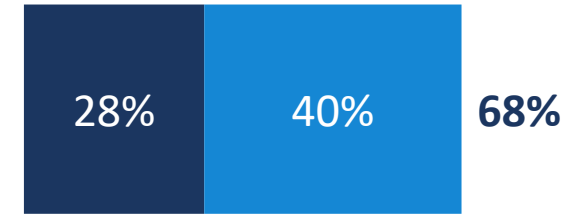


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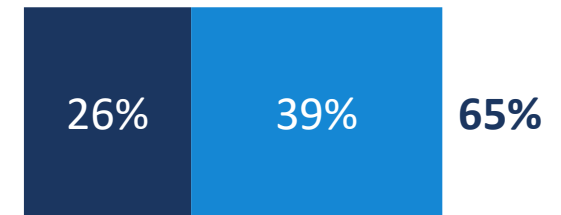
(Ranked by Total More Inclined to Vote Yes)

■ Much More Inclined ■ Somewhat More Inclined

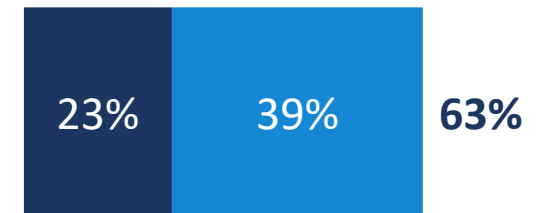
(PROPERTY VALUES) This measure is an investment to protect local property values by making sure Palos Verdes Estates has safe and clean neighborhoods, streets, and open spaces, as well as reliable fire and paramedic services to continue to make our community a desirable place to live, raise a family, and retire.



(STORM DRAINS) Palos Verdes Estates lacks the funds to maintain and repair the City's aging storm drains and sewer lines. This has led to sewage overflow and, during heavy storms, storm drains backing up and flooding our streets and homes. This measure could provide funding to help repair and replace aging storm drains and sewer lines.

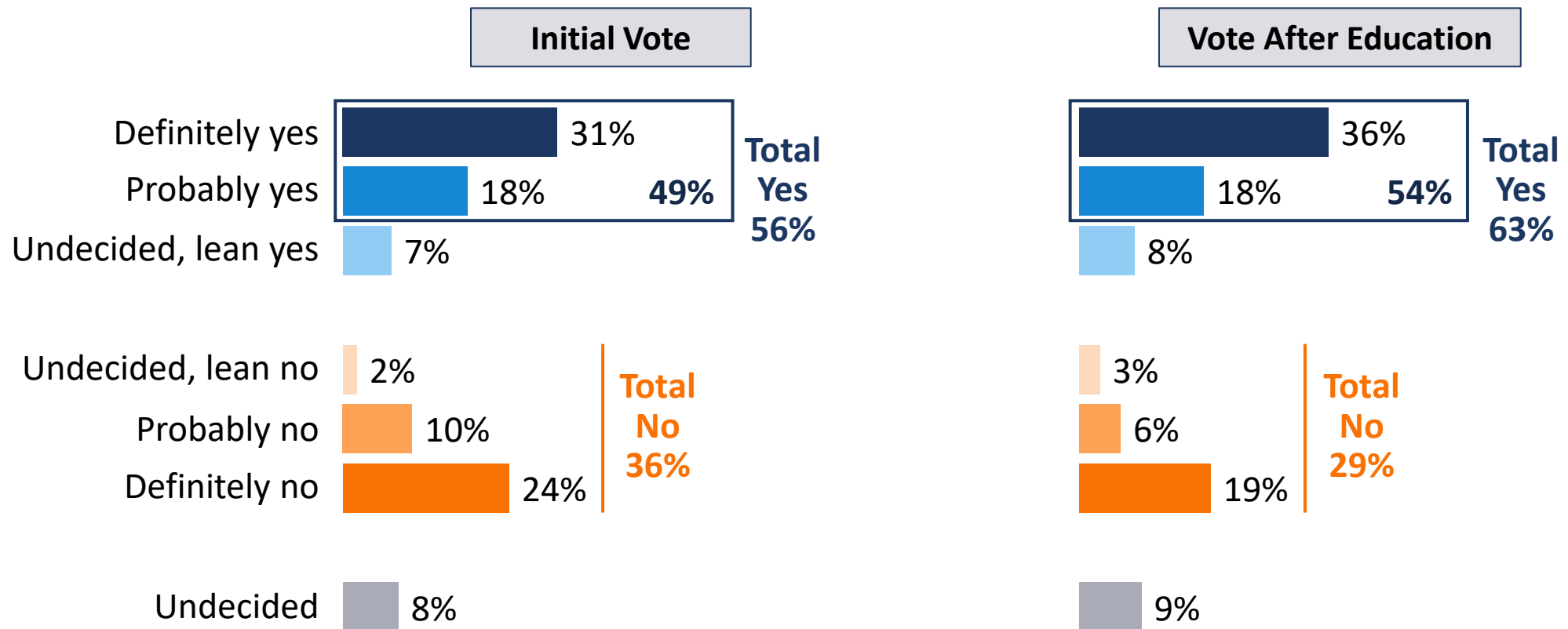


***(TAX BASE 1)** With few commercial businesses like other cities have to generate revenue for city services, extending the city's parcel tax is the only way to sufficiently fund our community's public safety services.



After education, overall support for the measure increases 7 percentage points from 56% to 63%, with only slightly more than one-third reporting they would definitely vote yes.

(M.O.E.=±5.7%)



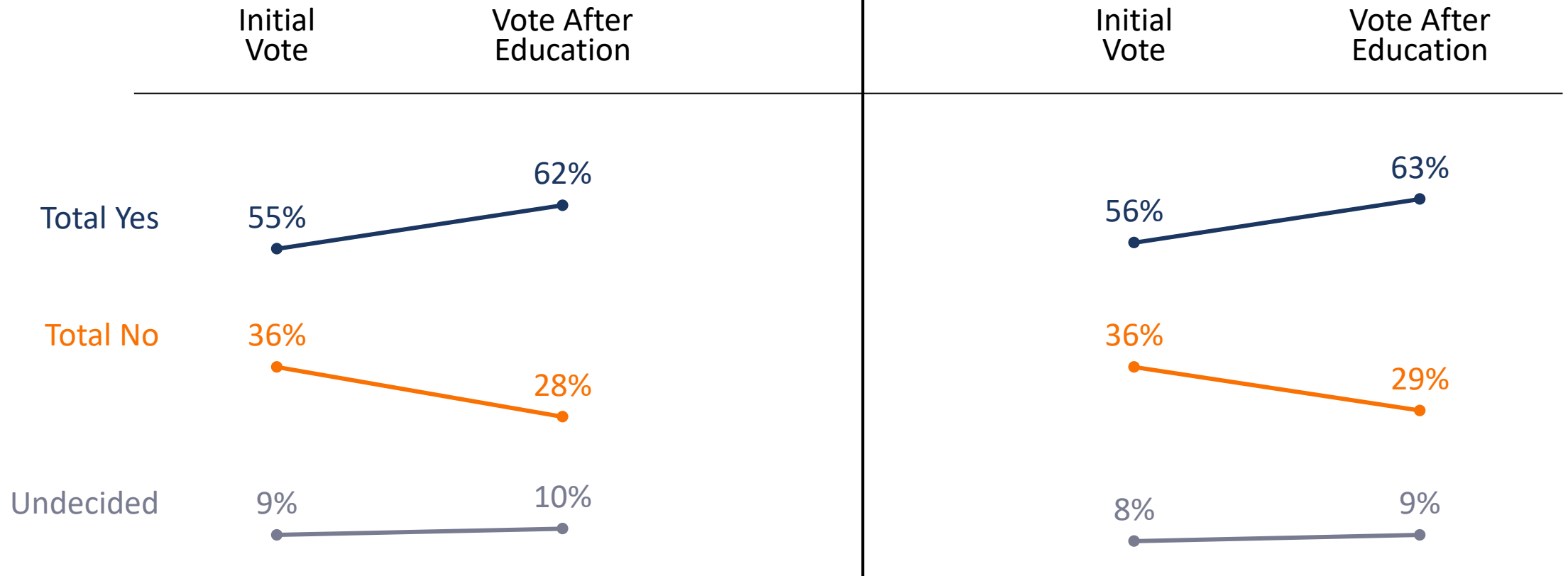
Vote Progression June 2026 Vs. November 2026

June 2026 Likely Voters

(M.O.E.=±6.1%)

November 2026 Likely Voters

(M.O.E.=±5.7%)





Conclusions

Conclusions

Perceptions of the City and Context:

- A plurality perceive the City is headed in the right direction, though about 6-in-10 rate the City's job in providing services favorably.
- Over three-quarters (77%) would like to maintain the City independent police department.
- Slightly more than half perceive that the City has at least some need for additional funds to provide services.
- Only approximately one-quarter are very familiar with the current City parcel tax.

Conclusions; Continued

Public Safety Measure:

- Throughout the survey, a majority among both likely November 2026 and likely June 2026 voters would vote yes on a larger parcel tax (Measure E) replacement, well below the supermajority needed for passage.
- Reducing fire risk, maintaining fire protection services and helping protect against theft and home burglaries are among the leading priorities for the use of funds.
- Reducing fire hazards, having enough officers to prevent burglaries and thefts and ensuring that the measure has accountability requirements are leading reasons to support the measure.



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