








City of Palos Verdes Estates Budget Priority Issues Follow-up Survey



OPINION
RESEARCH
& STRATEGY

Survey Methodology

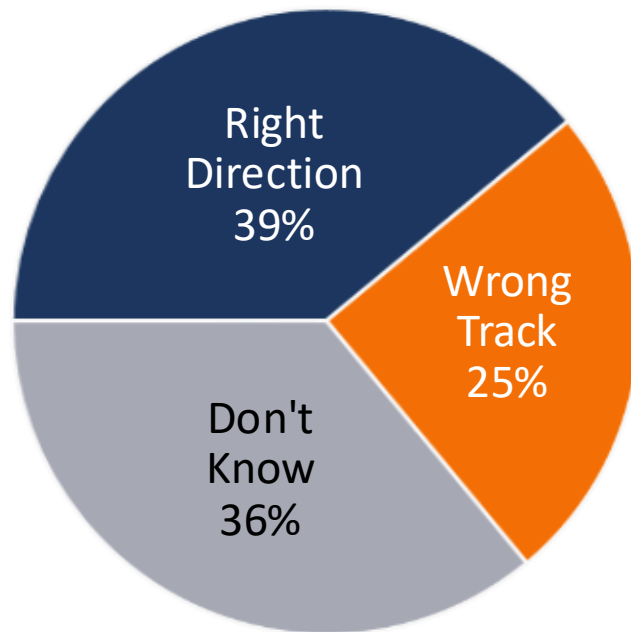
Dates	August 6-12, 2025
Survey Type	Dual-mode Voter Survey
Research Population	Likely November 2026 in the City of Palos Verdes Estates
Total Interviews	315
Margin of Sampling Error	<p>Likely November 2026 Voters (Full Sample) $\pm 5.7\%$ at the 95% Confidence Level (Half Sample) $\pm 8.0\%$ at the 95% Confidence Level</p> <p>Likely June 2026 Voters (Full Sample) $\pm 6.5\%$ at the 95% Confidence Level (Half Sample) $\pm 8.9\%$ at the 95% Confidence Level</p>
Contact Methods	 Telephone Calls  Email Invitations  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews
Survey Tracking	March/April 2025

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

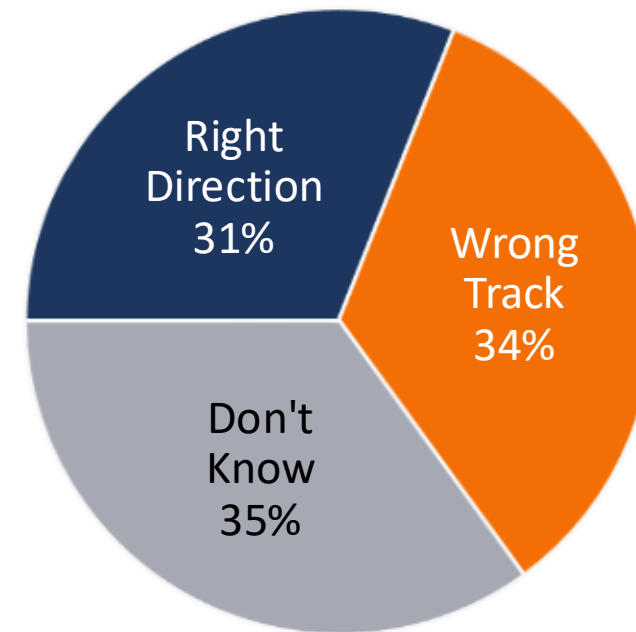
Voters are more mixed about the City's direction than they were earlier in the year.

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?

March/April 2025



August 2025





Potential Ballot Measure

Hypothetical Ballot Title and Summary Test in the Survey

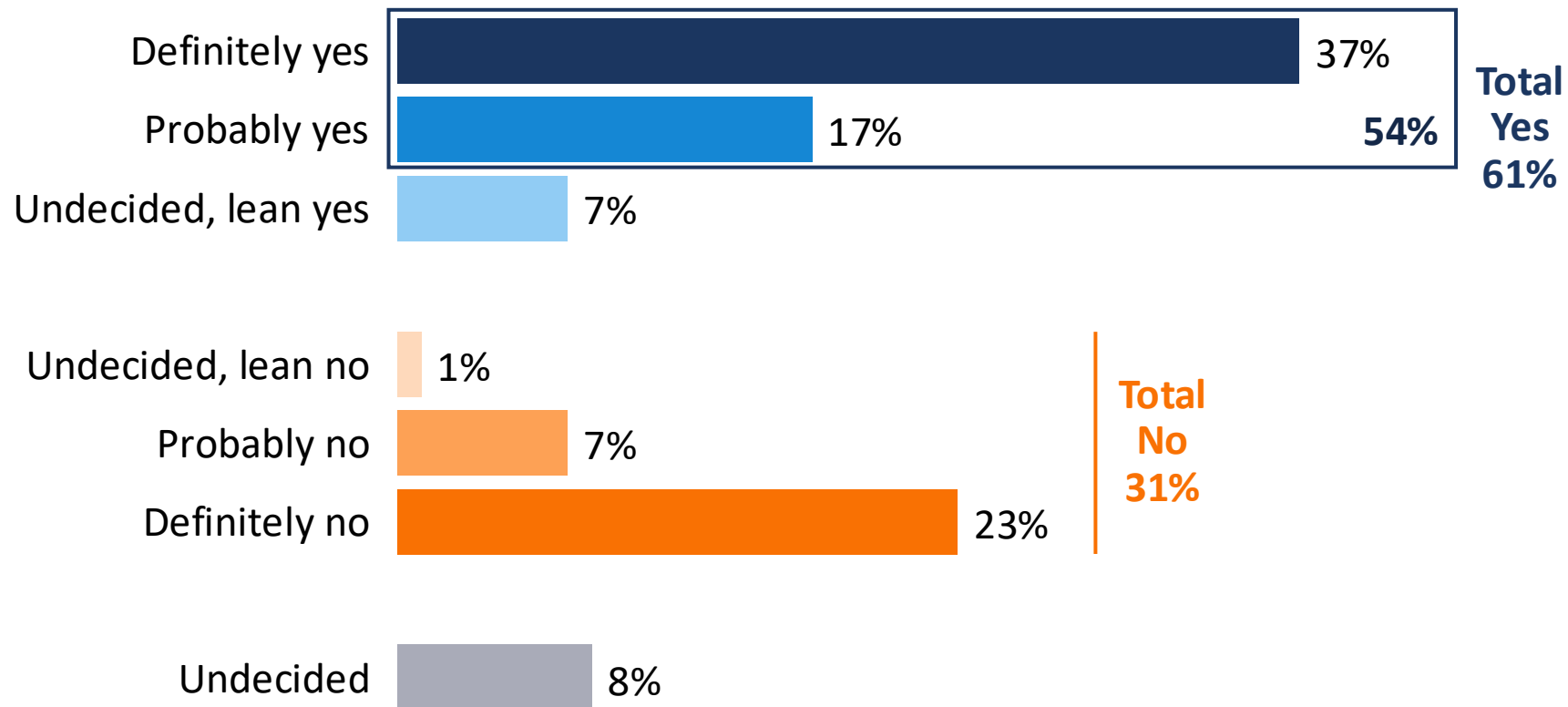
(As Approved by Legal Counsel)

City of Palos Verdes Estates Public Safety Measure:

Shall the measure funding the City of Palos Verdes Estates Police Department; maintaining fire protection services, police patrols, 911 emergency response times; recruiting/retaining police officers; helping prevent home burglaries; 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, expiring in 11 years, with annual adjustments not exceeding 3%, requiring public spending disclosure/audits, be adopted?

Initially, roughly 6 in 10 vote yes on the \$16.4 Million parcel tax measure -- below the two-thirds supermajority required for passage.

(M.O.E. = ±5.7%)

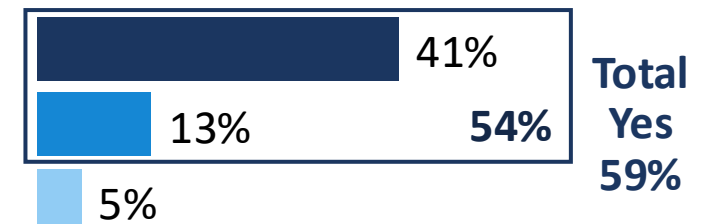
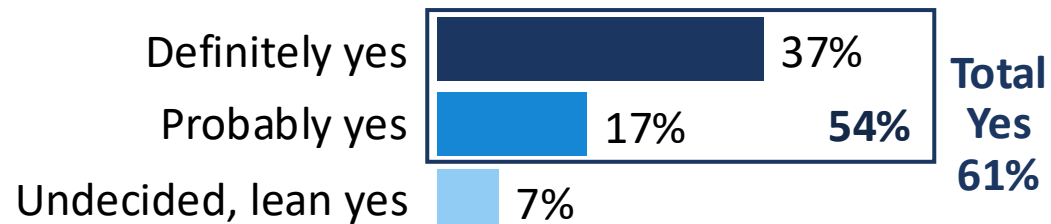


Lowering the amount of the parcel tax from \$16.4 Million to \$15 Million does not increase viability.

(M.O.E. = ±5.7%)

\$998/Parcel+ 68¢/Sq Ft (\$16.4M)

\$883/Parcel+ 63¢/Sq Ft (\$15M)



Q. If the election were held today, do you think you would vote yes in favor of this measure or no to oppose it?

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 annual parcel tax was a lower \$883 plus 63 cents per square foot of building improvements and generated approximately \$15 million for Palos Verdes Estates, would you vote yes in favor of it or no to oppose it?



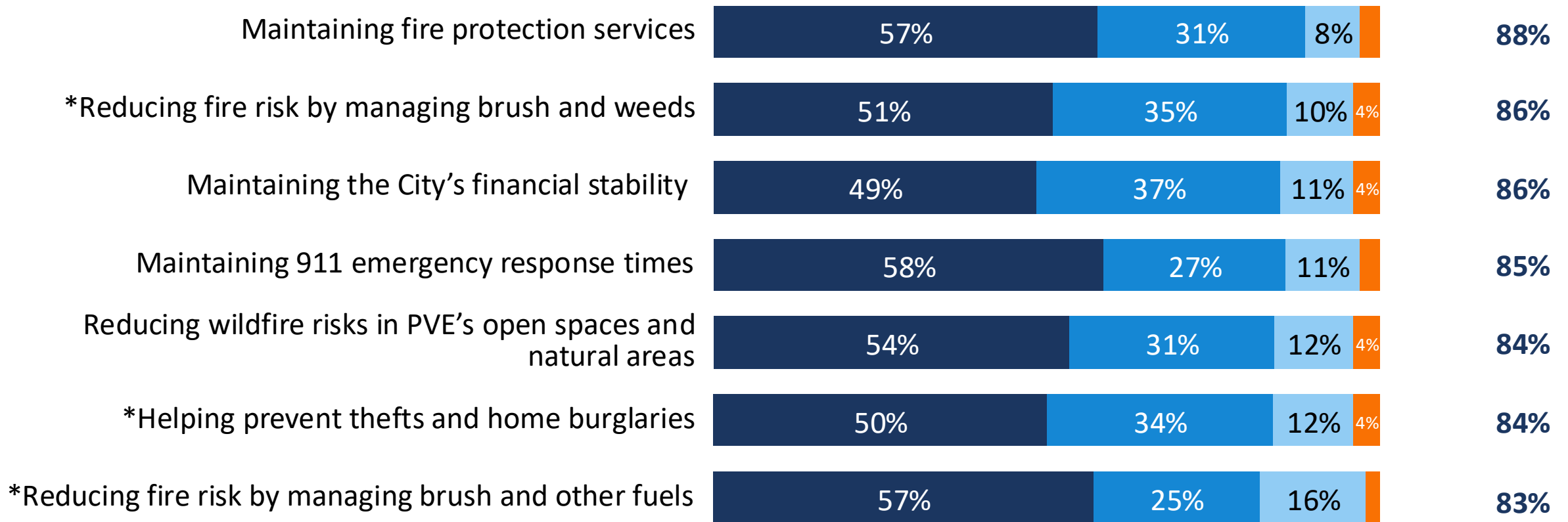
Budget Priorities

Maintaining fire protection; reducing fire risk by managing brush and weeds; maintaining the City's financial stability, and 911 response are considered to be among the top priorities of the measure.

(Ranked by Extremely/Very Important)

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

Extremely/Very Important

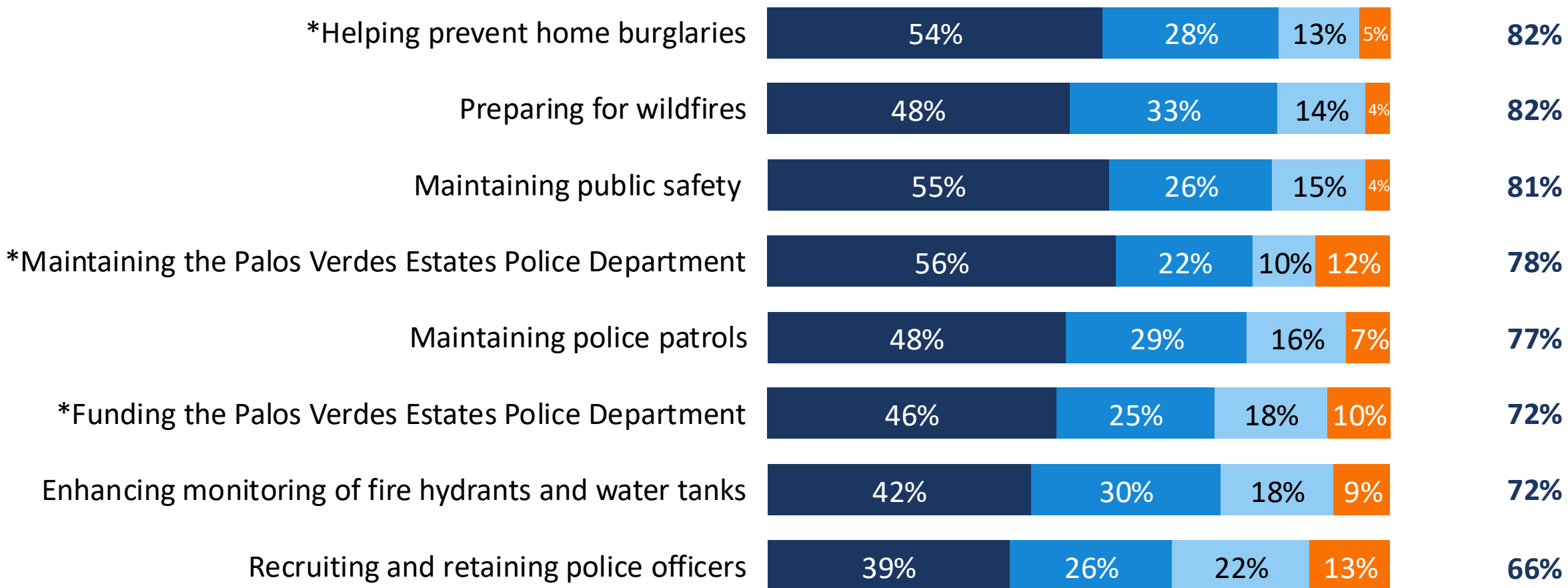


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(Ranked by Extremely/Very Important)

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

Extremely/Very Important





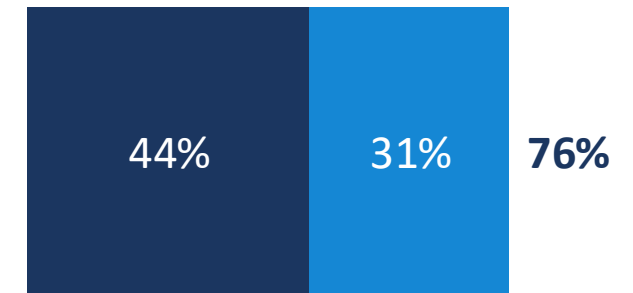
Effects of Educational Statements

Reducing fire hazards, preventing cuts to police patrol and services, and the inclusion of accountability provisions are among the leading reasons to support the measure.

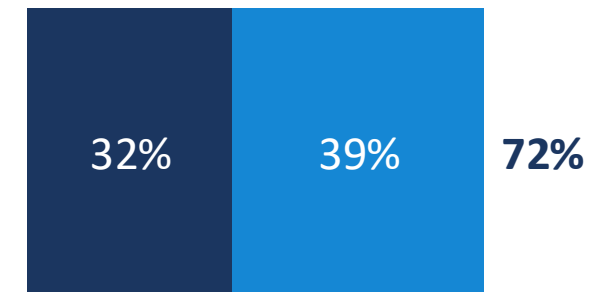
(Ranked by Total More Inclined to Vote Yes)

■ 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 maintain 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.

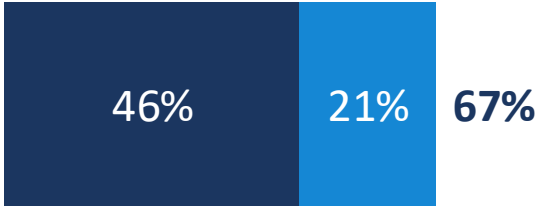


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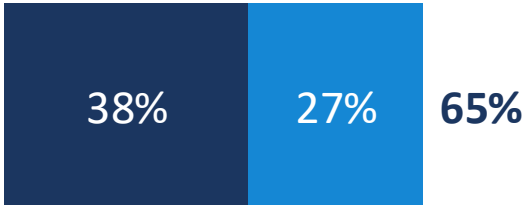
(Ranked by Total More Inclined to Vote Yes)

■ Much More Inclined ■ Somewhat More Inclined

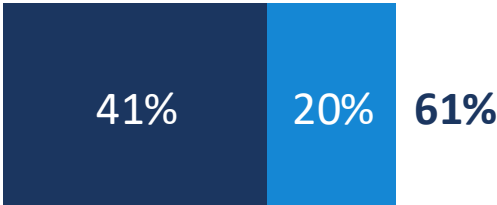
(CRIME) Last year, there were almost 100 burglaries and thefts — including auto thefts — in Palos Verdes Estates. If this measure does not pass, the City may have to make significant cuts to the PVE Police Department, which could result in having only one police officer on patrol at any given time.



(CUTS) 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. Without funding from this measure, the City will have to consider significant cuts to services, including risking the City’s ability to maintain its independent police force.

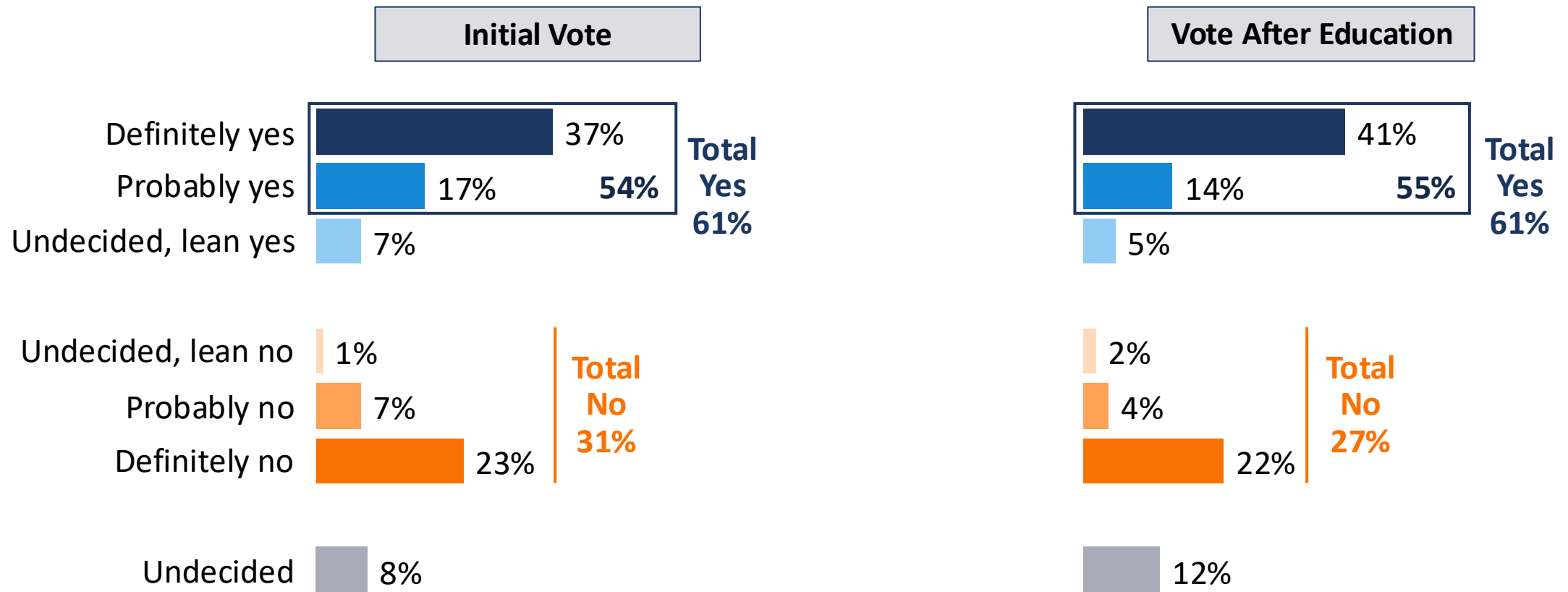


(DEFICIT/BANKRUPTCY) With rising costs for providing police, fire, and paramedic services and aging infrastructure, the City of Palos Verdes Estates is operating with a budget deficit and will exhaust its available reserves in just two years. If this measure does not pass, the City will not be able to pay its bills and may have to declare bankruptcy as a result.



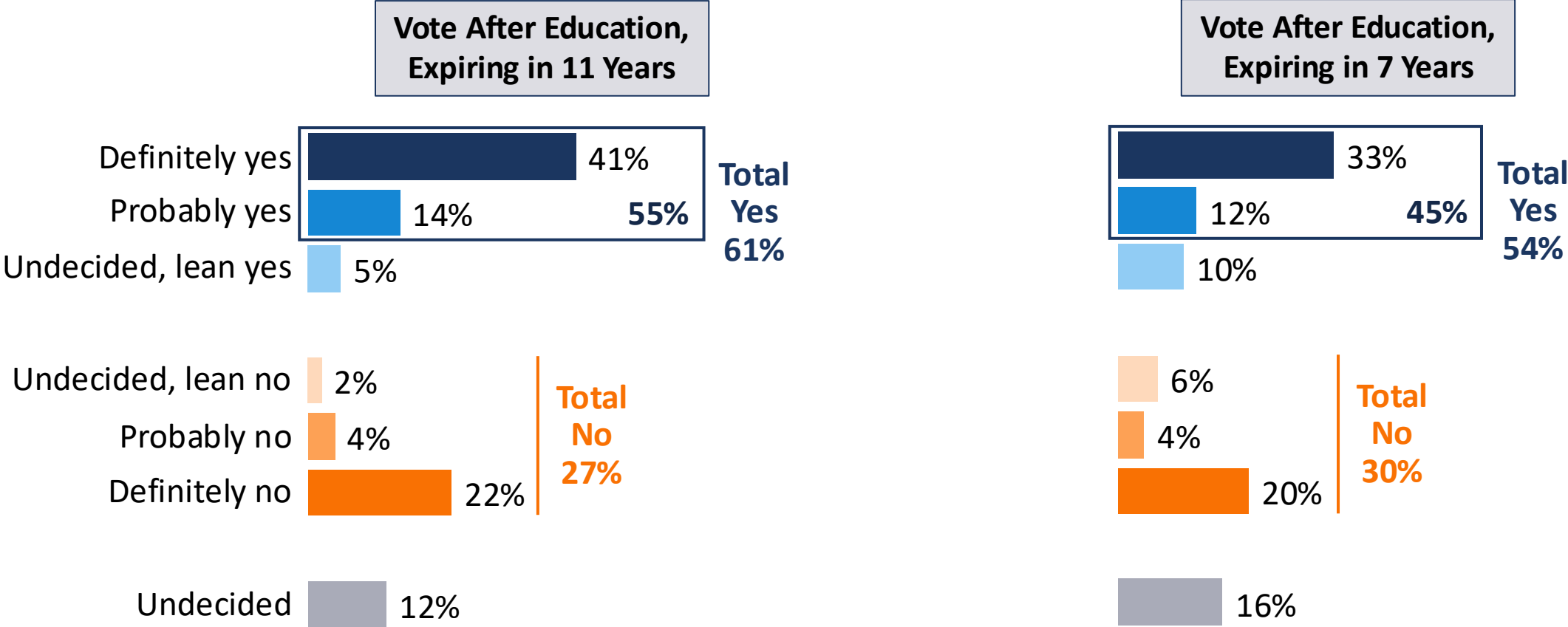
After education, overall support remains steady for the \$16.4 Million parcel tax, but the proportion who would “definitely” vote yes increases -- to just above 4 in 10.

(M.O.E. = ±5.7%)



Reducing the measure's sunset date from 11 to 7 years decreases its level of support.

(M.O.E. = ±5.7%)

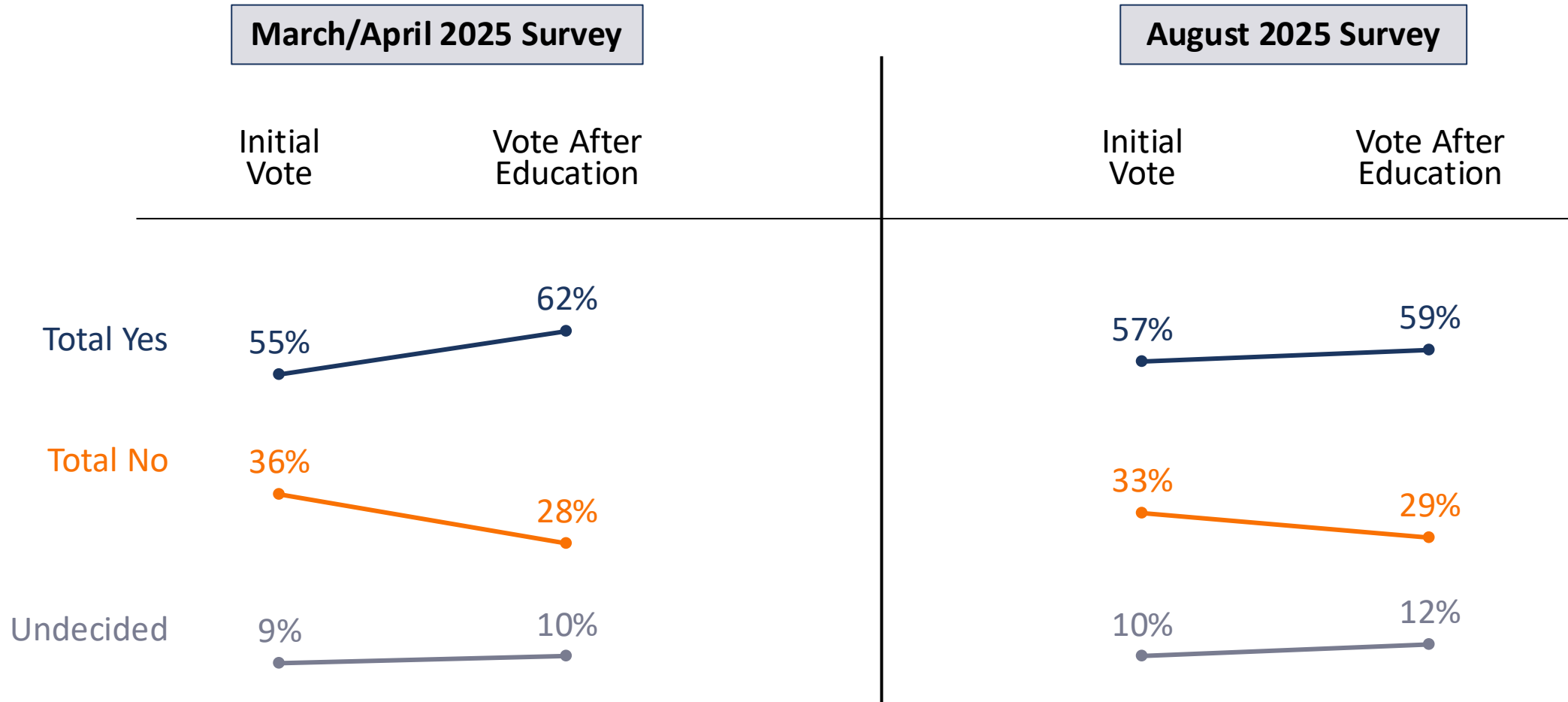


Q. If the election were held today, do you think you would vote yes in favor of this measure or no to oppose it?

Q. What if the potential City of Palos Verdes Estates Public Safety Measure that you have been considering, automatically expired after 7 years, instead of being in place for 11 years before expiring? If that were the case, do you think you would vote yes in favor of this measure or no to oppose it?

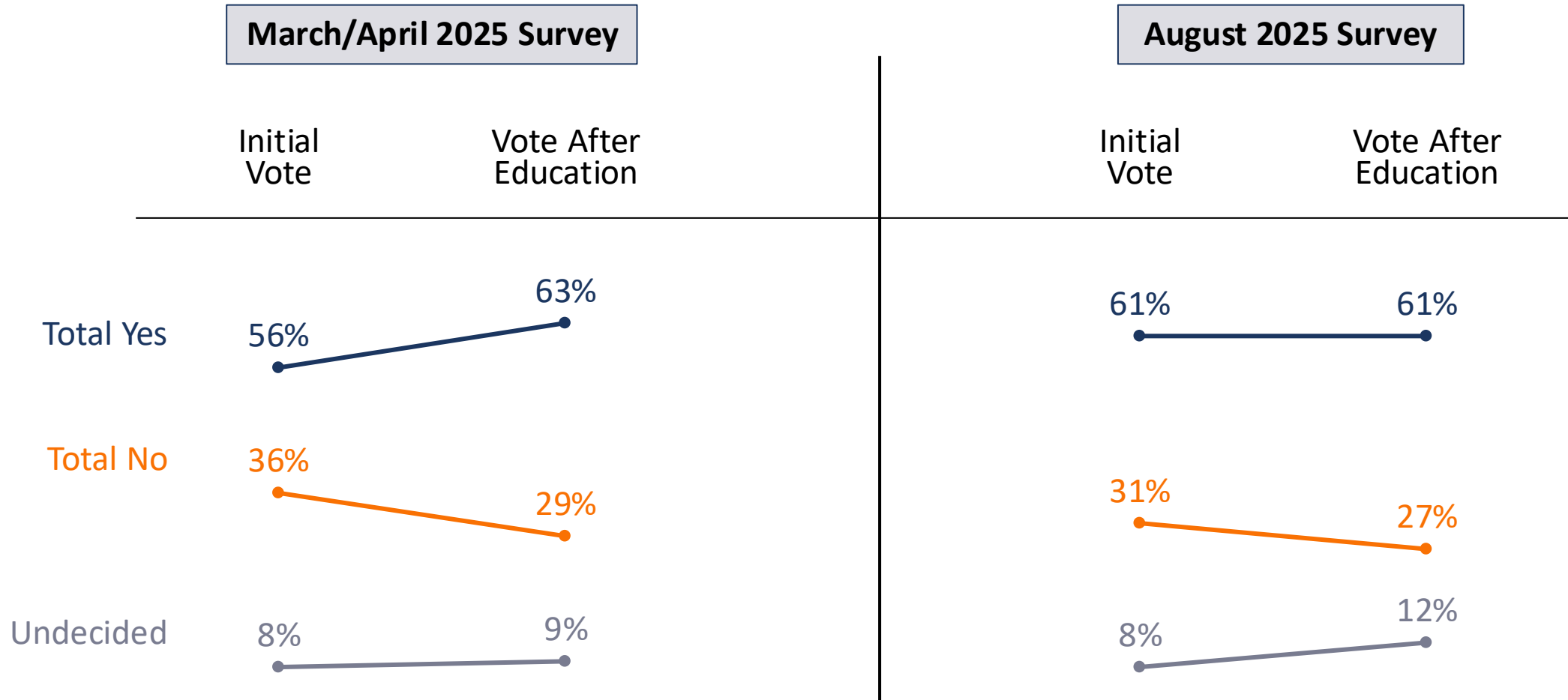
Vote Progression March/April 2025 Survey vs. August 2025 Survey — \$16.4 Million Parcel Tax

(June 2026 Election Scenario; March/April 2025: M.O.E. = ±6.1%; August 2025: M.O.E. = ±6.5%)



Vote Progression March/April 2025 Survey vs. August 2025 Survey — \$16.4 Million Parcel Tax

(November 2026 Election Scenario; M.O.E.=±5.7%)





Conclusions

Conclusions

Perceptions of the City and Context:

- Voters are mixed about the direction of the City, more pessimistic than they were earlier in the year.
- Throughout the survey, only a majority of 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, helping protect against theft and home burglaries, and local control are leading priorities for the measure's funds.

Conclusions; Continued

- Reducing fire hazards, having enough officers to prevent burglaries and thefts, and the inclusion of accountability provisions are leading reasons to support the measure.
- Level of support does not vary significantly, even with the first survey measure's duration framed as "until ended by voters" compared to the second survey duration at an expiration of 11 years.
- Reducing the measure's sunset from 11 to 9 years does not elicit support at the two-thirds threshold required for passage, and in fact causes support to decline.
- Reducing the amount of the parcel tax from \$16.4 Million to \$15 Million also does not increase its level of support to the required two-thirds threshold for passage.

Conclusions

- Conclusion: At this time, given the two-thirds support threshold required for passage, the parcel tax measure is not viable for a June 2026 or November 2026 Election.



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