

Debrief on Measure B Parcel Tax Election

Election Date: March 3, 2020

TBWBH

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REVENUE MEASURES
STRATEGY & COMMUNICATIONS

Election Environment

- Tough election for tax measures in Marin County and statewide
- Historically low passage rates
- Negative advertising on split-roll measure: Even though this measure is scheduled for November, negative advertising during this time period was designed to scare voters about losing their Prop 13 taxpayer protections
- Many voters held on to their ballots due to the presidential primary election

A Rapidly Changing Environment

Dow Jones Industrial Average



**Stock Market drops 13% 10 days
before Election Day**

SOURCE: TRADINGECONOMICS.COM



REVENUE MEASURES
STRATEGY & COMMUNICATIONS

Analysis Overview

- I. Support for Measure B
- II. Comparison of Polling to Final Results
- III. Composition of Turnout for Measure B
- IV. Timing of Turnout for Measure B
- V. Conclusions & Next Steps

I. Support for Measure B



Measure B Results

Overall

	Votes	Percent
Yes	35,409	63.68%
No	20,196	36.32%

Mail Ballot vs Poll

	YES Votes	Percent
Mail Ballot	25,189	62.51%
Polling Place	10,200	66.73%

- Measure B fell short of the 2/3 threshold needed for passage
- In order to win, 1,661 NO voters needed to instead vote YES, or an additional 4,983 YES voters needed to turn out and vote
- Measure B passed among polling place voters but not among mail ballot voters

**This is a preliminary analysis based on County's Statement of Vote posted on March 25, which does not reflect all ballots.*

Election Results by Type of Voter

	Yes	No	Yes %	% of Voted
Early Mail Ballots (Counted by 3/2)	10,093	7,611	57.0%	31.9%
Election Day Polling Place	10,200	5,086	66.7%	27.5%
Late Mail Ballots	15,096	7,493	66.8%	40.6%

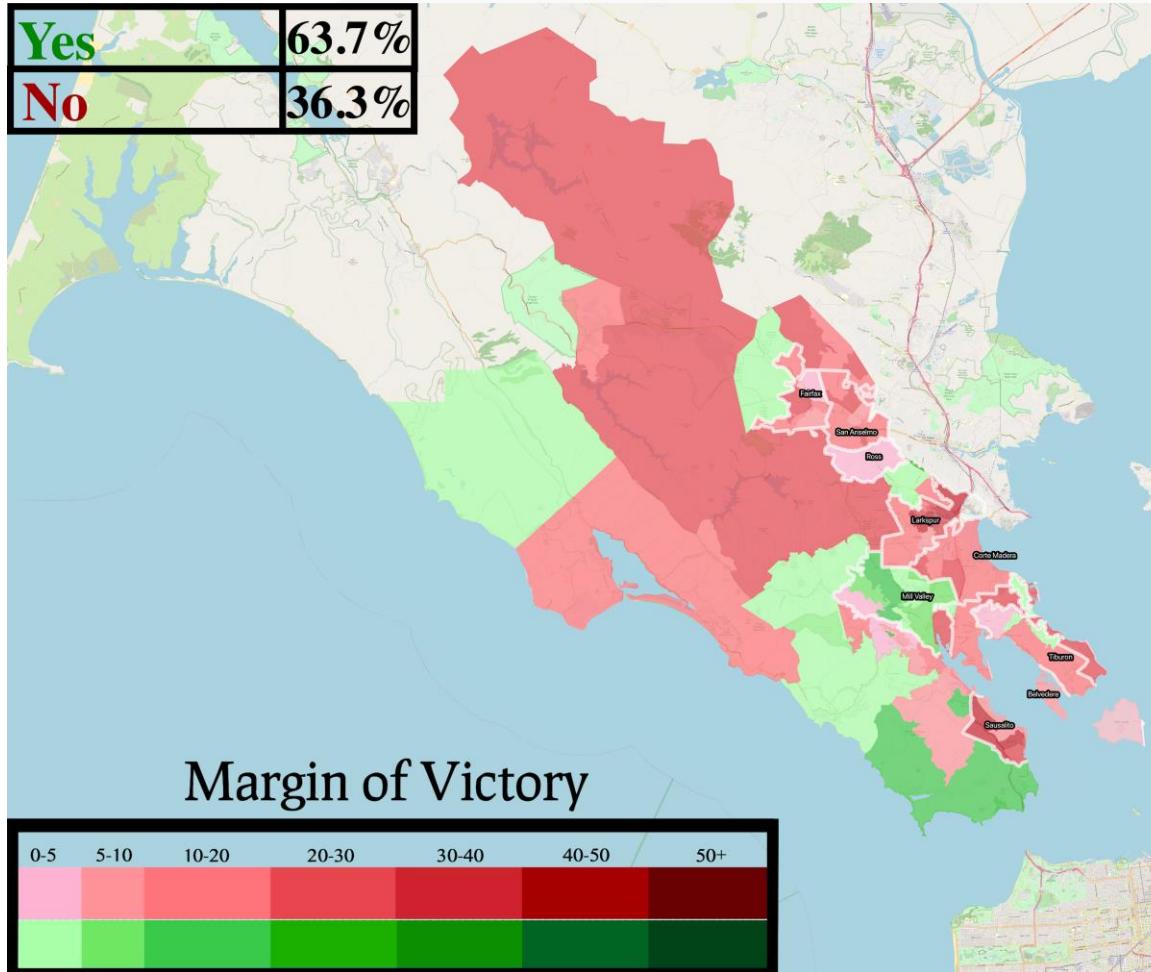
- Polling place and late mail ballot voters were supportive of Measure B and above 66.7% needed for passage
- We expected later voters to be more supportive of Measure B, which held true, yet these voters were the most impacted by increased attention on economic and COVID-19 concerns, which affected support and turnout

Overall Results by City

City/Town	Yes	Yes %	No	No %	Total Voters
Mill Valley	4,991	69.2%	2,225	30.8%	7,216
Ross	746	66.1%	382	33.9%	1,128
Tiburon	2,633	65.0%	1,419	35.0%	4,052
Belvedere	637	64.9%	344	35.1%	981
Unincorporated	11,599	63.5%	6,655	36.5%	18,254
Fairfax	2,506	63.0%	1,471	37.0%	3,977
Corte Madera	2,748	62.6%	1,640	37.4%	4,388
San Anselmo	3,926	62.0%	2,407	38.0%	6,333
Larkspur	3,347	60.8%	2,161	39.2%	5,508
Sausalito	2,038	59.6%	1,379	40.4%	3,417

- Mill Valley is the only city that supported Measure B above the 2/3 level

Results by Precinct



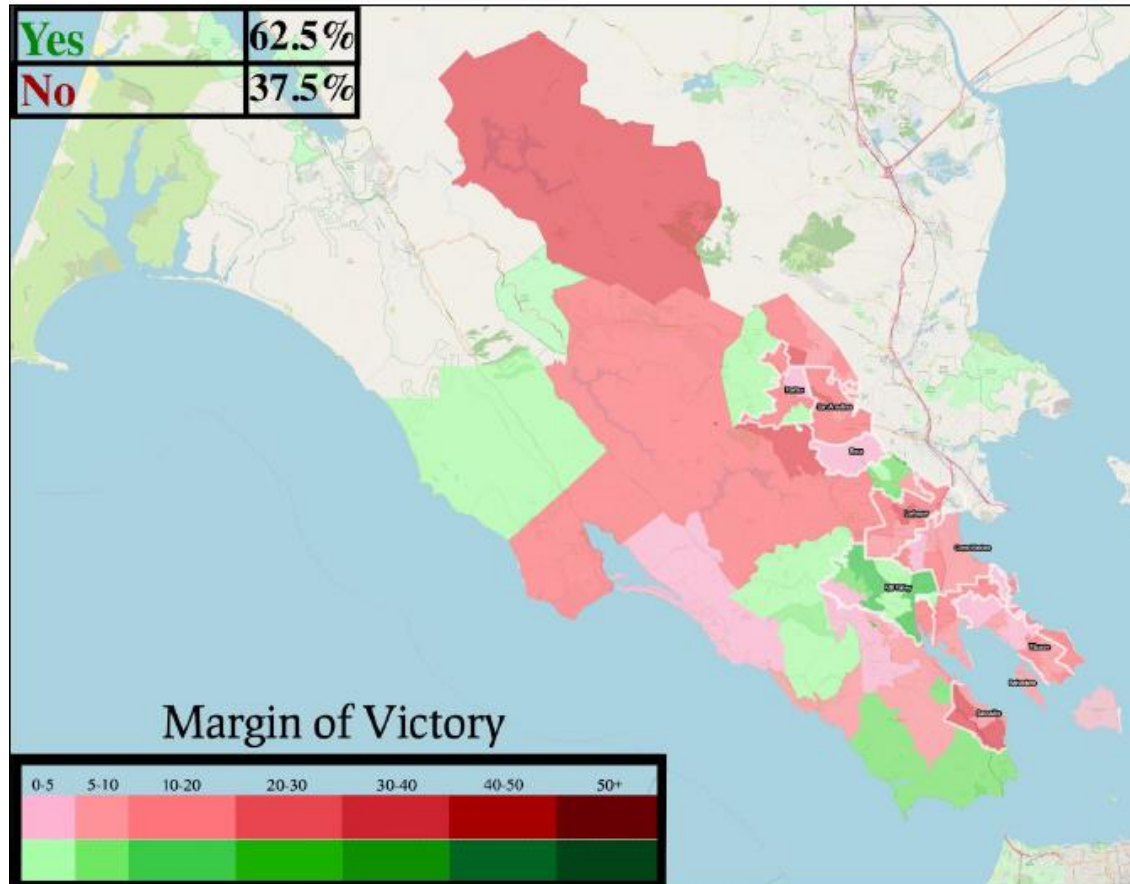
- Although Mill Valley was the only city to pass Measure B, precincts within other cities and towns were supportive above the 2/3 level

Polling Place vs VBM Results by City

City/Town	Polling Place %	VBM %
Mill Valley	71.90%	68.09%
Tiburon	69.35%	63.83%
Belvedere	68.09%	64.19%
Ross	67.38%	65.72%
Unincorporated	66.70%	62.39%
San Anselmo	66.03%	60.37%
Fairfax	65.65%	61.58%
Larkspur	65.00%	59.50%
Sausalito	64.24%	57.88%
Corte Madera	62.11%	62.82%

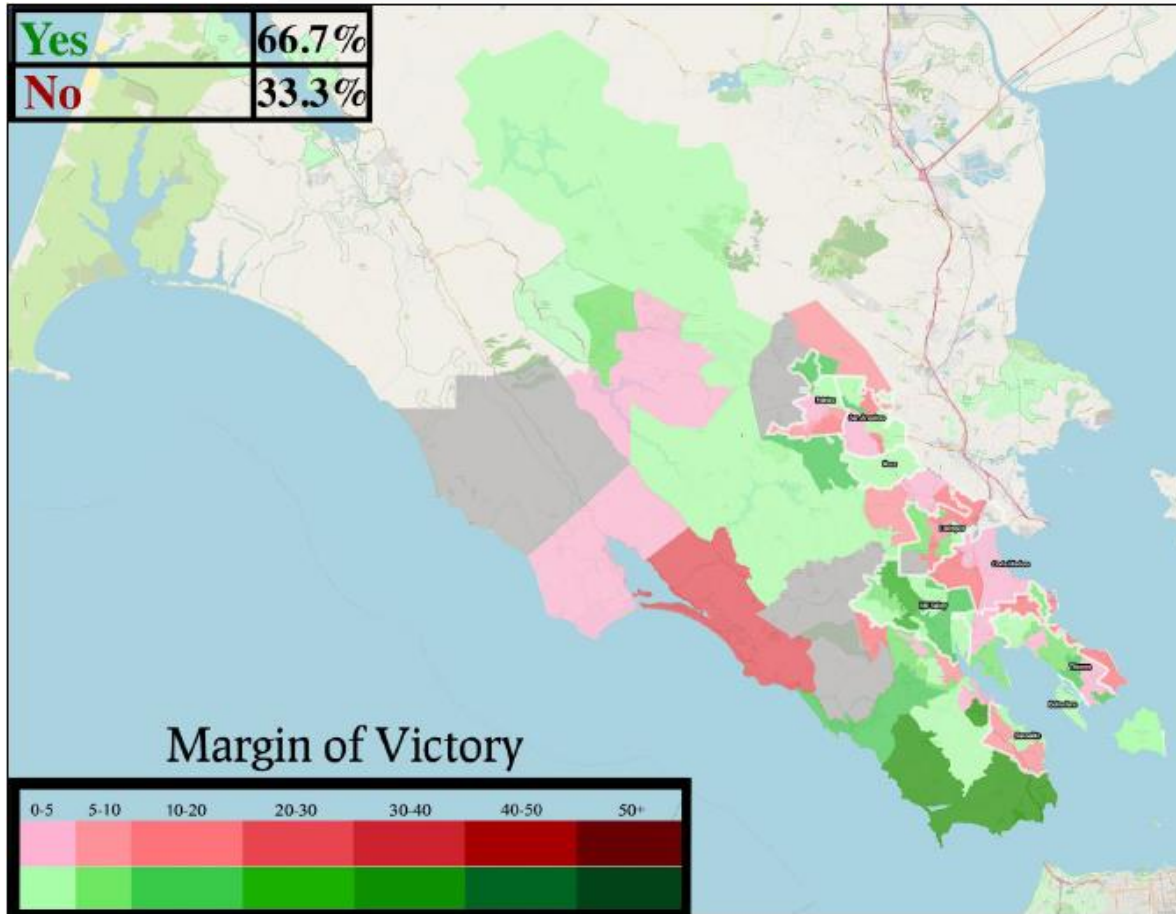
- Within most cities, support for Measure B was higher among polling place voters than mail ballot voters

Vote by Mail Results



- Support for Measure B was lower among mail ballot voters, yet the measure was supported above 2/3 within some precincts

Polling Place Results



- Measure B was supported by polling place voters within many precincts throughout the district

II. Comparison of Polling to Final Results



Polling

Survey Data Projected March Universe & Election Day Results					
	Initial Ballot Test - \$190 Increase	Interim Ballot Test - \$190 Increase	Informed Ballot Test - \$190 Increase	Margin of Error Range Informed Test ($\pm 3.7\%$)	Election Day \$190 Increase
Definitely Yes	36.6%	44.3%	37.3%		
Probably Yes	28.7%	27.1%	29.3%		
Probably No	10.7%	8.4%	10.9%		
Definitely No	16.3%	14.6%	15.3%		
DK/NA	7.7%	5.6%	7.2%		
Total Yes	65.3%	71.4%	66.6%	70.3% to 62.9%	63.68%
Total No	27.0%	23.0%	26.2%		36.32%

Projected March Universe & Election Day Turnout					
Projected					61,752
Actual					58,635
Difference					3,117

III. Composition of Turnout for Measure B



Measure B Turnout

	Voters	Percent
Registered Voters	84,259	100%
Voted in March Election	58,635	69.6%
Voted on Measure B	55,605	65.9%

	Voters	Percent
Voted by Mail	40,293	72.5%
Voted at the Polls	15,286	27.5%

- 3,030 voters cast ballots in this election but did not vote on Measure B
- Turnout was lower than the projected turnout of 62,000 voters, although the demographics of who voted was relatively consistent with projections

Turnout by City

City	Voted	Total Voters	% Turnout
CITY OF MILL VALLEY	7,216	10,428	69.2%
TOWN OF ROSS	1,128	1,631	69.2%
TOWN OF SAN ANSELMO	6,333	9,164	69.1%
TOWN OF FAIRFAX	3,977	5,757	69.1%
CITY OF BELVEDERE	981	1,501	65.4%
UNINC - MARIN COUNTYWIDE	18,254	27,990	65.2%
CITY OF LARKSPUR	5,508	8,468	65.0%
TOWN OF CORTE MADERA	4,388	6,844	64.1%
TOWN OF TIBURON	4,052	6,477	62.6%
CITY OF SAUSALITO	3,417	5,559	61.5%

- Turnout varied significantly across the district, with Mill Valley voters turning out at the highest rate

Turnout by Political Party

	Total	% of Registration	Voted	Turnout within Party	% of Total Votes Cast	Anticipated % of Votes Cast	Difference
Democrat	52,417	61.84%	40,806	77.85%	68.52%	65.68%	+2.84%
Republican	9,593	11.32%	6,078	63.36%	10.21%	11.39%	-1.18%
Decline to State	22,751	26.84%	12,666	55.67%	21.27%	22.93%	-1.66%

- Democrats made up a significant percentage of ballots cast, due to registration advantage
- Turnout among Democrats was slightly higher than anticipated, which was likely due to the Presidential Primary

Turnout by Age

	Total	% of Registration	Voted	Turnout within Group	% of Total Votes Cast	Anticipated % of Votes Cast	Difference
Age 18-24	5,860	6.91%	2,543	43.40%	4.27%	4.70%	-0.43%
Age 25-34	7,807	9.21%	3,711	47.53%	6.23%	6.01%	+0.23%
Age 35-44	10,794	12.73%	6,553	60.71%	11.00%	10.67%	+0.33%
Age 45-54	16,536	19.51%	11,526	69.70%	19.36%	19.28%	+0.08%
Age 55-64	16,614	19.60%	12,659	76.19%	21.26%	21.45%	-0.19%
Age 65+	27,150	32.03%	22,558	83.09%	37.88%	37.89%	-0.01%

- Over half of the ballots cast in this election were by voters age 55+, due to registration advantage
- Turnout by age was relatively consistent with projections

Turnout of Supporters

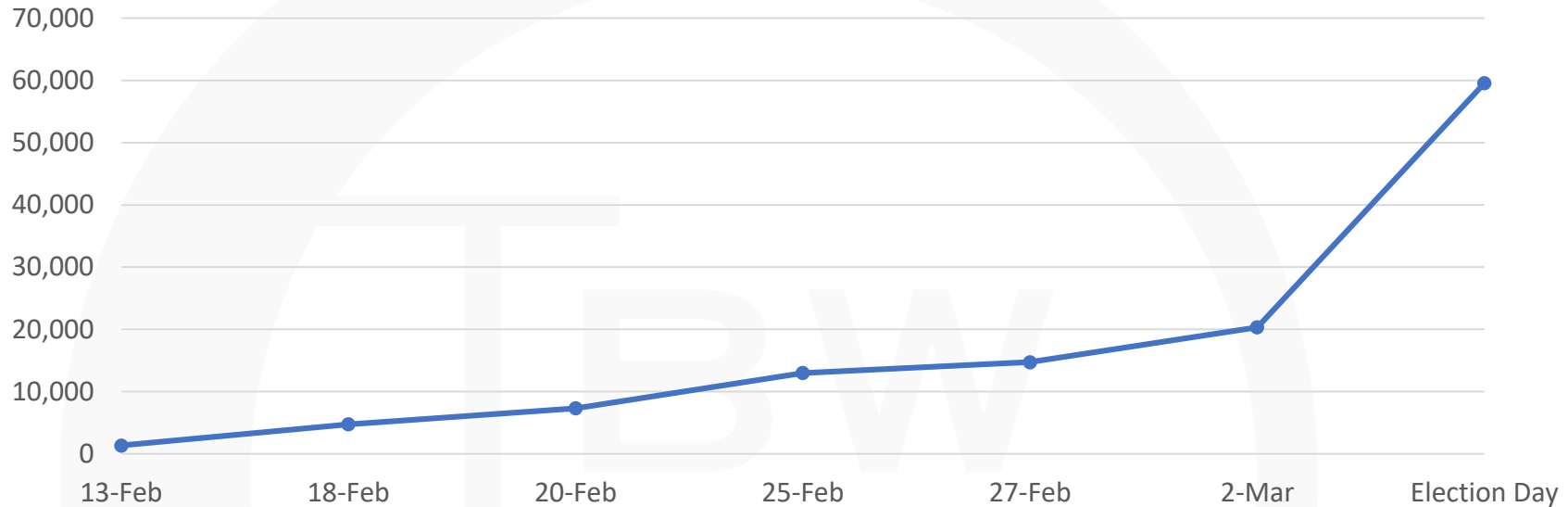
	Total	Voted	Turnout	Turnout of Others	Difference
Identified Supporters	960	842	87.71%	70.06%	+ 17.65%
GOTV Universe	16,679	13549	81.23%	67.57%	+ 13.67%

- Turnout of our supporters was significantly higher than turnout among other voters, due to the campaign's GOTV efforts

IV. Timing of Turnout for Measure B

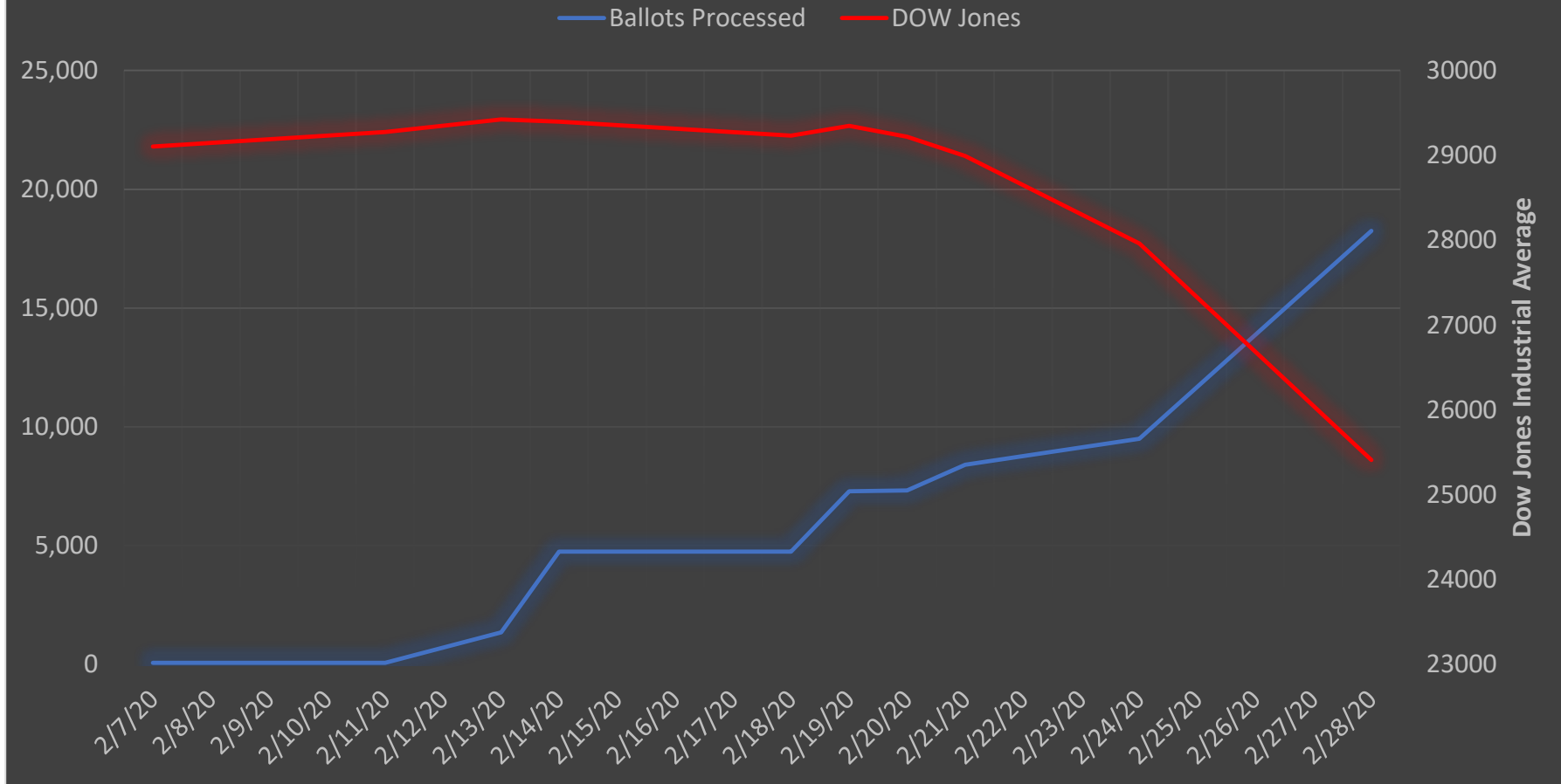


Rate of Ballot Returns & Votes



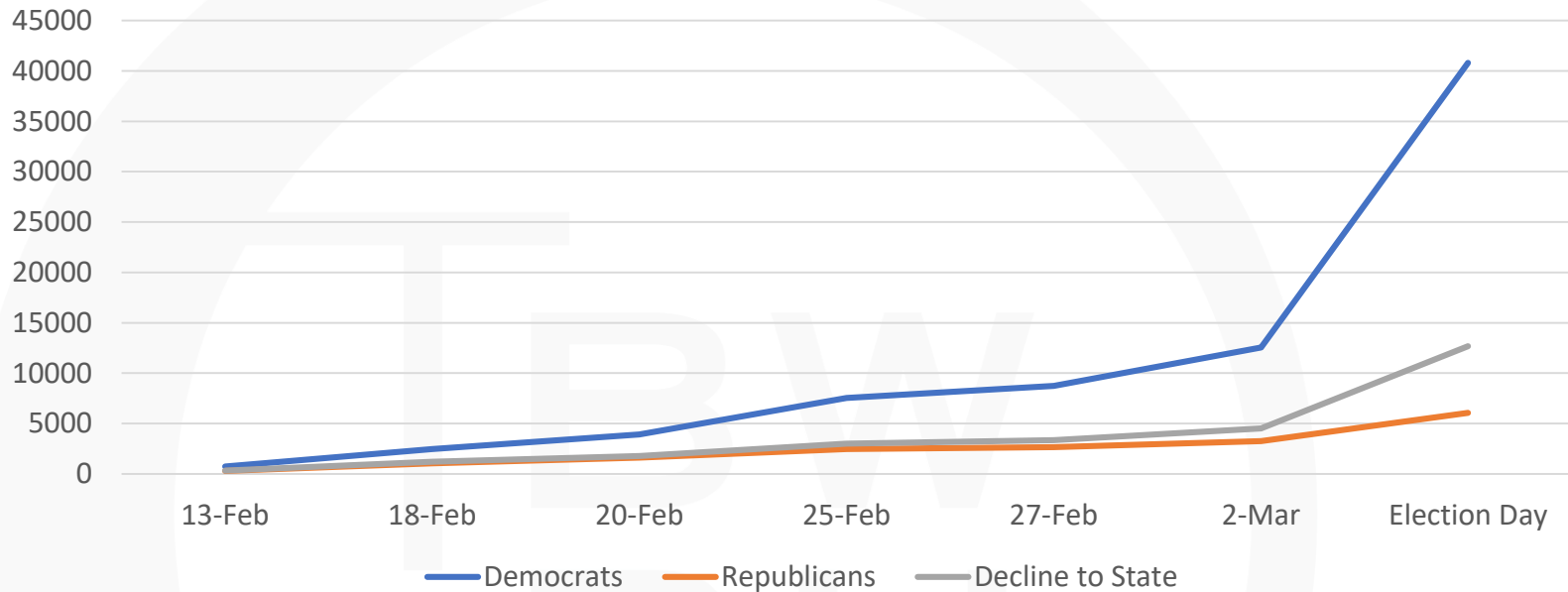
- By March 2, the day before Election Day, only 20,327 ballots had been returned, which is only half the ballots that were returned by mail
- Many voters held onto their ballots and voted close to Election Day

Ballot Returns Over Time vs. Dow Jones 2/2020



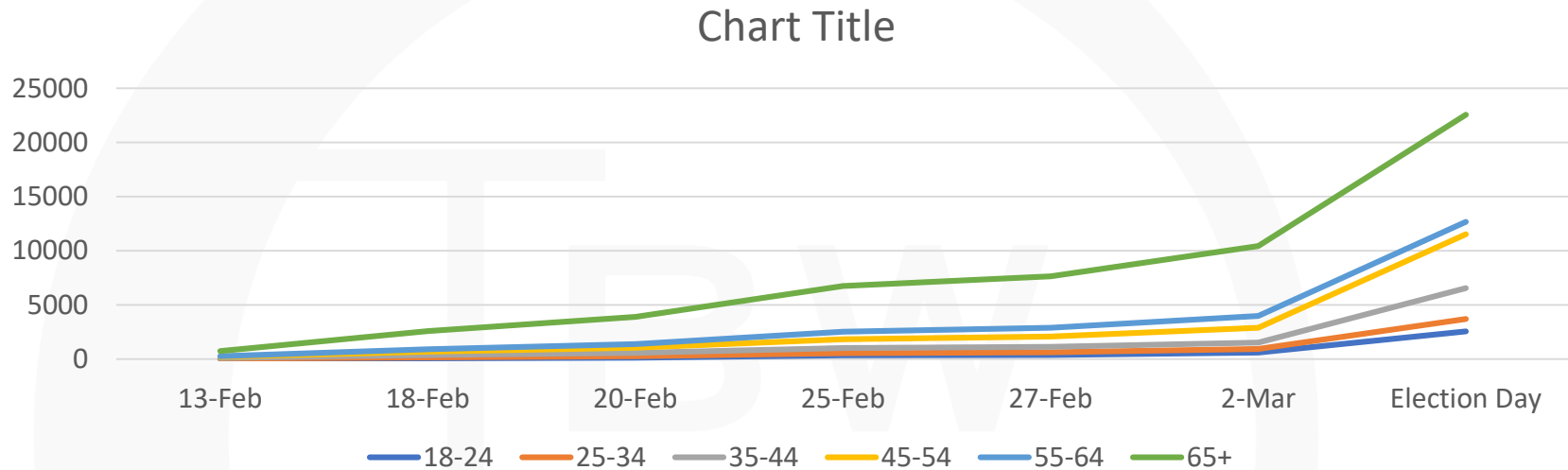
- This chart displays the rate ballots were returned in the District over the voting period. When the stock market began to drop, the majority of voters had yet to cast their ballots

Rate of Ballot Returns & Votes by Party



- Voters in all parties held onto their ballots, although a greater percentage of Democrats voted later in the election
- Over 69% of Democratic ballots, 46% of Republican ballots and 64% of DTS ballots were processed or cast on Election Day, indicating that concerns about the economy and Covid-19 were present when they were voting

Rate of Ballot Returns & Votes by Age



- Voters of all ages held onto their ballots and voted late in the cycle

V. Conclusions & Next Steps



Findings

- Due to the Presidential Primary election, many voters held on to their ballots and over 66% of ballots were cast in the final days of the election
- Although turnout was lower than anticipated, the overall makeup of voters was consistent with projections
- Partisan concerns and the split-roll tax impacted voter attitudes throughout the election, with concerns about COVID-19 and the economy rising in the final days

Upcoming Potential Election Dates

- **November 3, 2020**
 - General Election
 - Deadline to place on ballot: August 7, 2020
- **March 2, 2021**
 - Special Election
 - Deadline to place on ballot: December 4, 2020
- **May 4, 2021**
 - Special Mail Ballot Election
 - Deadline to place on ballot: February 5, 2021



Parcel Tax Planning Timeline

