

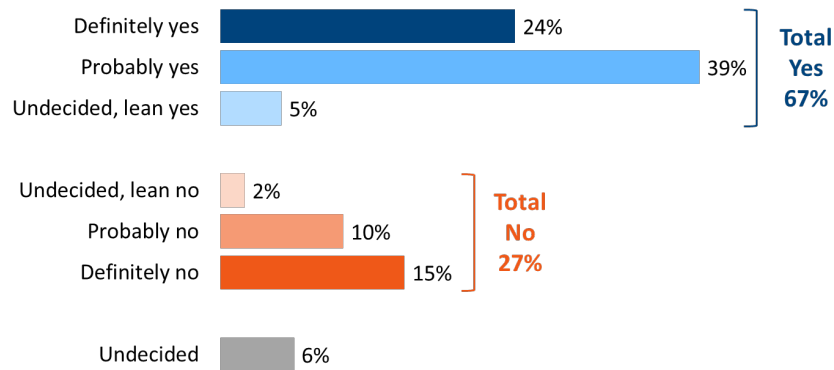
Memo on Recent Polling Related to a Potential Bond Measure to Fund Wildfire Protection, Water Supply and Quality, and Natural Resources Restoration

Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently completed a survey¹ of California voters assessing the viability of a wildfire, water, and climate resilience bond measure for the 2020 ballot. The survey found strong backing for such a measure.

- **Given a draft ballot label, initial support is extraordinarily broad.** Fully two-thirds (67%) say they would vote “yes” on a \$6 billion bond measure to reduce wildfire impact, conserve and increase water supply, and provide flood protection.

Figure 1: Support for a Wildfire and Climate Resilience Bond Measure

AUTHORIZES BONDS TO FUND WILDFIRE PROTECTION, WATER SUPPLY AND QUALITY, NATURAL RESOURCES RESTORATION. BOND INITIATIVE STATUTE. Authorizes \$6 billion in state general obligation bonds for projects to reduce wildfire impacts, conserve water, increase water supply, and provide flood protection. Fiscal Impact: Increased state costs to repay bonds averaging \$300 million per year over 40 years. Local government savings for wildfire protection and water-related projects, likely averaging \$100 million annually over the next few decades.



This level of initial support is the strongest we have seen in initial polling for an environmental bond measure in California, dating back to 2000.

- Voters’ top priorities including water quality and wildfire prevention and response.** Figure 4 below shows voters’ top priorities for such funding, ranked by the share who rated that item “extremely” or “very important.” Water and fire are the common themes, with “providing safe drinking water” important to nine in ten voters. More than four in five rate “protecting drinking water quality” or “protecting drinking water supplies” as an important priority; providing warning and evacuation systems to protect from wildfire also ranks highly. Reducing fire risk and protecting rivers, lakes and streams are also key priorities.

Figure 4: Top Funding Priorities for a Bond Measure

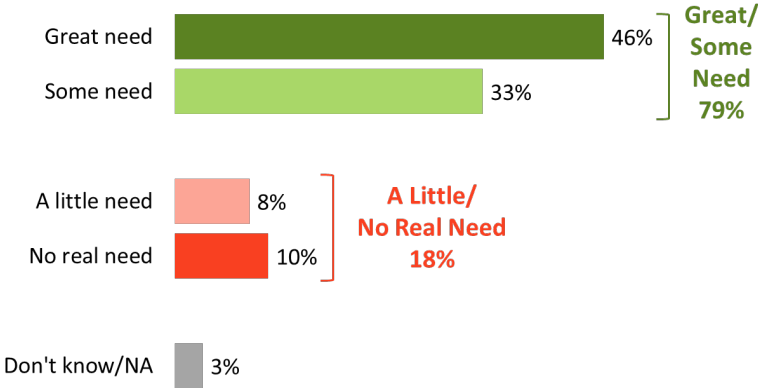
I am going to read you a list of specific projects that could be funded by this measure. Please tell me how important it is to you that each item be funded: is it extremely important, very important, somewhat important, or not too important?

Issue	% Ext. / Very Important
Providing safe drinking water	90%
Protecting drinking water quality	88%
Protecting drinking water supplies	84%
Providing warning and evacuation systems to help residents escape wildfires	79%
Reducing the risk of wildfires near our communities	76%
Protecting rivers, lakes and streams	74%

- Voters’ perception that the state needs to do more to provide flood protection, wildlife habitat and wildfire prevention and response drives support for the measure.** Fully 79 percent of California voters believe the state has at least “some need” for additional funding to invest in these priorities, while nearly half (46%) describe the need as “great.”

Figure 5: Need for Funding for Bond Purposes

Would you say that California has a great need, some need, a little need, or no real need for additional funding to protect land for flood protection, wildlife habitat, to reduce the threat of wildfires, and respond to wildfires?



In sum, a potential statewide wildfire, water quality and supply, and climate resilience measure shows great promise for 2020. The primacy of wildfire risk as a concern among California voters, along with their history of support for well-crafted environmental bond measures, indicate a clear path to success on the March or November ballots

ⁱ **Methodology:** From May 14-19, 2019, FM3 completed 800 telephone interviews with randomly-selected, likely November 2020 voters in California. Interviews were conducted on landlines and cell phones. The margin of sampling error for the full sample is ±3.5% at the 95% confidence interval. Due to rounding, not all totals will sum to 100%.