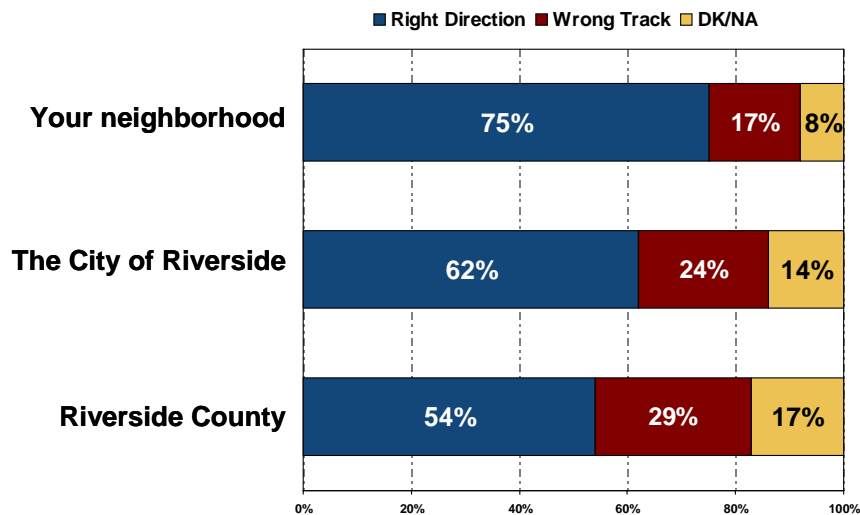


TO: Interested Parties
FROM: Fairbank, Maslin, Maullin, Metz & Associates
RE: Summary of City of Riverside Survey
DATE: July 9, 2010

Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently conducted a survey¹ of City of Riverside to assess overall attitudes toward the city, satisfaction with the Riverside Renaissance Initiative and determine voters' willingness to support a potential local ballot measure in an upcoming election to provide the city with funds for vital local services, building projects and infrastructure repairs and improvements. Voters are pleased with their city as 62 percent think the City of Riverside is "headed in the right direction." (Figure 1) Further, three-in-four hold a similar view of their neighborhood. In addition, 71 percent of Riverside voters think the statement "Riverside city government is fiscally responsible" is accurate.

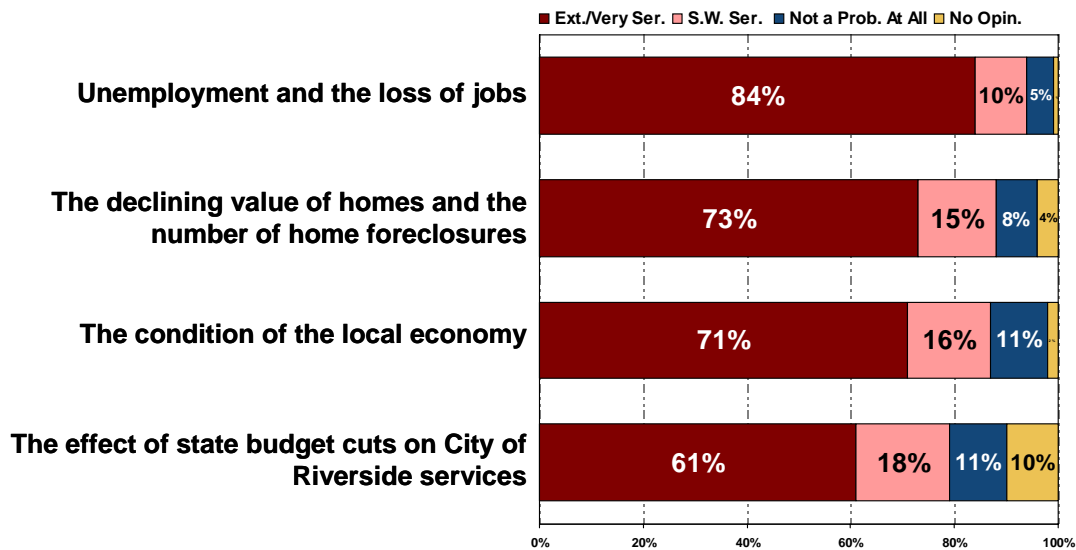
Figure 1: Right Direction/Wrong Track for Neighborhood, City and County



¹ Survey Methodology: From May 21-25, Fairbank, Maslin, Maullin, Metz & Associates (FM3) conducted a telephone survey of with 600 City of Riverside registered voters who based on past voting behavior are likely to cast a ballot in the vote in the November 2010 Statewide Election. The margin of error for the full sample is +/-4.0 percent at the 95 percent confidence level.

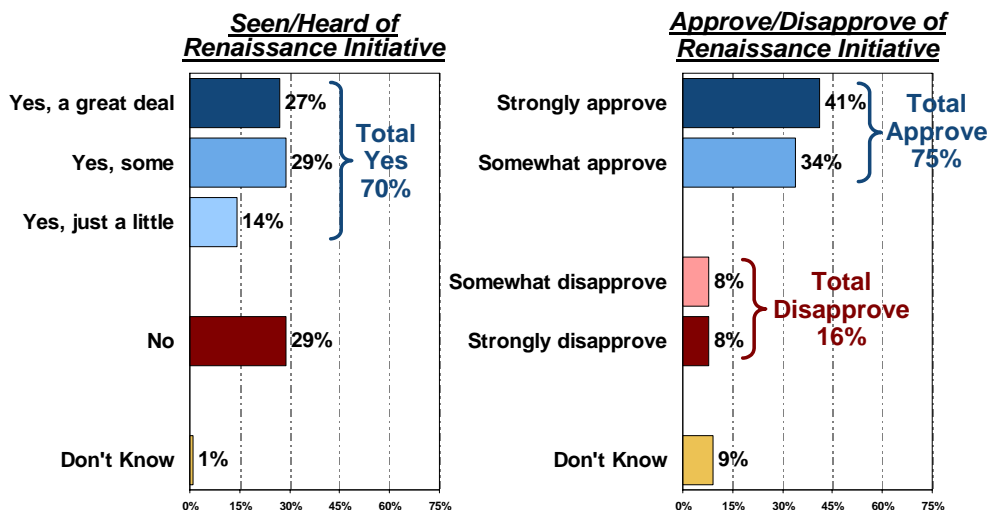
Like all Californians, Riverside voters express high levels of concern about economic issues and the impact of state budget cuts on their city’s ability to maintain vital local services. As shown in Figure 2 below, large majorities of Riverside voters regard unemployment, the housing market, the local economy, and state cuts to city services as major problems. The opinions of Riverside voters are consistent with other public opinion surveys FM3 has conducted recently in Inland Empire cities and throughout California. Thus, despite reports that the nation’s economy may be showing signs of recovery, Riverside voters continue to see the local economy and job market as very troubled.

Figure 2: Top Concerns of Riverside Voters
(Ranked by Percentage saying “Extremely/Very Serious Problem”)



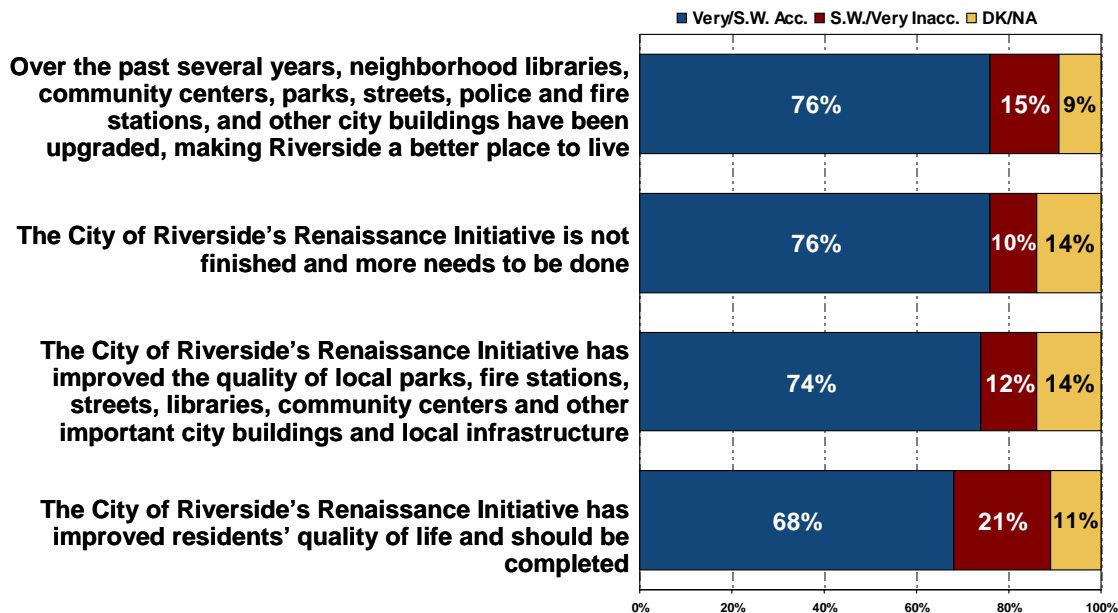
Voters are aware of the city’s Renaissance Initiative and view it favorably. (See Figure 3) Seventy percent of voters report having heard or seen information about the Renaissance Initiative, with more than one in four (27 percent) saying they have seen or heard a “great deal” about the program. Furthermore, three-quarters (75 percent) approve of the Renaissance Initiative to upgrade and build essential city buildings, parks, streets, sewers and other local infrastructure, with a plurality of 41 percent saying they “strongly approve.”

Figure 3: Awareness and Opinion of the City’s Renaissance Initiative



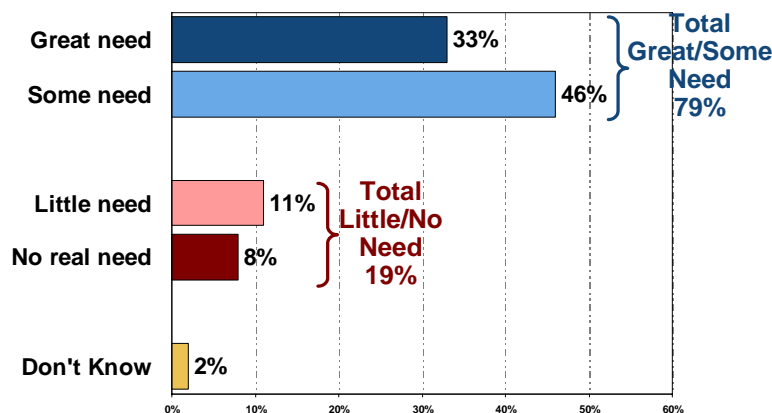
Riverside voters regard the Renaissance Initiative highly, but economic concerns diminish support for a local ballot measure to continue the program and provide additional funds to repair, upgrade, and improve local buildings and other city infrastructure. As demonstrated by the responses to a series of statements (See Figure 4) it is clear that voters recognize the impact of the programs on their city. In addition, voters understand that more needs to be done and would like these repairs and upgrades to continue.

Figure 4: Accuracy of Statements about the City of Riverside Renaissance Initiative
(Ranked by Percentage saying Very/Somewhat Accurate)



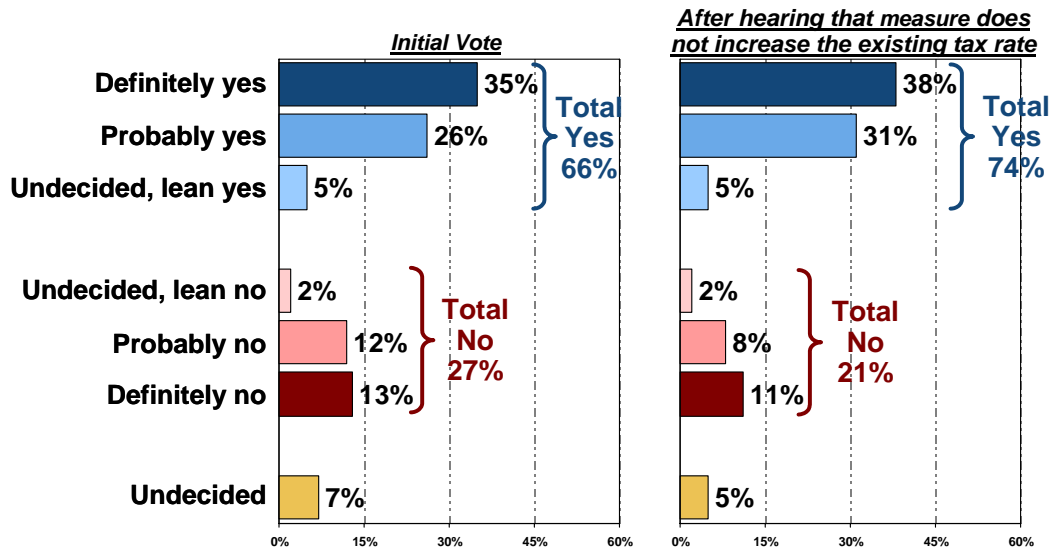
In addition, four-in-five voters think the city has a “great” or “some” need for additional funds to repair, upgrade and build essential city buildings, parks, streets, sewers and other local infrastructure to improve residents’ quality of life and promote healthy growth of the local economy. (See Figure 5) However, only a simple majority (53 percent) supports a local bond measure to provide the city with the funding needed to extend the Renaissance Initiative. (Such a local bond measure requires a two-thirds supermajority for passage.) These results suggest that under better economic circumstances and with some refinement to the ballot measure, Riverside voters may be willing to support a local bond measure to ensure important city buildings and infrastructure are repaired, upgraded and improved.

Figure 5: City’s Need for Funds to Build Essential City Buildings and Improve Local Infrastructure



Riverside voters are willing to support a ballot measure to continue the existing local library parcel tax with no increase in the tax rate. Initially two-thirds of Riverside voters support a ballot measure to renew the city’s existing \$19 library parcel tax measure to maintain neighborhood branch library hours and retain librarians, and a variety of programs, including after school homework assistance, children’s reading; adult literacy, and job search programs. After being told that the measure does not increase the existing tax rate, support for the measure increases to three-in-four. (See Figure 6)

Figure 6: Vote on City of Riverside Library Parcel Tax Renewal Measure



The survey results indicate that despite the current economic and political climate, Riverside voters view their city positively, and regard their city government as fiscally responsible. In addition, voters are pleased with the city’s investments in local infrastructure, believe the Renaissance Initiative has improved their quality of life and would like to see the program continued. Nevertheless, at this time there is not enough support to pass a bond measure requiring a two-thirds majority to provide additional funding for city building and infrastructure improvement projects. However, Riverside voters are willing to support a more modest ballot measure to renew the existing library parcel tax with no tax rate increase.