

"BIG HOMIE" STREET TEAM BLOCK BY BLOCK UNITED

ATTENTION!!!
MEADOWVIEW AND OAK PARK COMMUNITIES

Join the Roberts Family Development Center -
Youth Gang and Violence Reduction Initiative!

- GET INVOLVED: #1 Crisis Intervention "Street Team"**
- Identify troubled youth or possible gang members
 - Refer youth and families into positive activities -
 - Provide crisis intervention to "at risk youth" and families



If you are a Youth or Family in Crisis Please Contact (24Hour hotline:
(916.646.5964)
For Local Information and Support



This Project is sponsored by City Of Sacramento Council Members
Bonnie Pannell, Lauren Hammond & The Office Of Youth Development

Education

Genesis

Adult Education—5601 47th Avenue, Sacramento, Ca
(916)433-5300 – Cadet Corp - Charles Love – 519-6363

Recreation

John Still Middle School—Recreation Camp—2250 John Still Dr., Sacramento, Ca
(916) 433-5375 www.scusd.edu

Sam C. Pannell Community Center—2450 Meadow View Dr., Sacramento, Ca
www.cityofsacramento.org

Boys and Girls Club—Lemon Hill- 5212 Lemon Hill Avenue, Sacramento, Ca
Contact: Arellano (916) 932-2582 www.bgca.org

Sister Sister Inc.

Contact: Darlene "Dede" Dean (916) 689-7864

Oak Park Community Center – Friday Late Night (8-10pm)

Contact - DeDee Cornelius - 808-6151

Another Choice, Another Chance

Contact - Jermaine Jordan - 916-429-7977

Dosty's Martial Arts

(916) 308-9047

Job Training:

La Familia Counseling

Contact – Vidal Gonzalez 916-452-3601 or Maysua Chervunkong

Asian Resources Center

Contact Stephanie Nguyen 916-324-6202

SACRAMENTO WORKS - Contact - Zachary D. Stevenson
925 Del Paso Blvd. 916- 263-5427

Sacramento Urban League – 3725 Marysville Blvd., Sacramento, Ca
(916) 286-8600 – Omar Johnson 286-8601 www.gsul.org

Sacramento Local Conservation Corps —8460 Bell Verde Avenue #7, Sacramento, Ca – Dwight Washabaugh (916) 386-8394
www.sacramentomentolocalconservationscorps.org

Sacramento Job Corps Center—Sacramento, Ca
Contact: Brian Broadway (916) 394-0770

Cal Expo: Employment Dept.
(916) 263-3247

Now Hiring for Janitorial Services

www.calexpo.com : www.bigpine.org

ACCESS Sacramento – Orientation about Services
916-456-8600 Ext. 0

Self Help Programs:

Wind Youth Center— 300 Ahern Street, Sacramento, Ca
(916) 443-8333 – or Mr. Ingram 628-9071

Sacramento Mental Health Center—2150 Stockton Blvd., Sacramento, Ca
Main: (916) 875-10000 Crisis line: (916) 732-3637

Alcohol & Drug Bureau - 4875 Broadway Ste.#129, Sacramento, Ca (916) 874-9754

Imani Clinic – 916-875-2999

The Birthing Project – 916-558-4800 Ext. 0 – South Sacramento

Birth & Family Health Center – 916-706-7480 – North Sacramento

For More Information Contact the "Big Homie Hotline" – 916-646-5964

**CHAIRMAN
BOARD OF SUPERVISORS
COUNTY OF SACRAMENTO**

700 H Street, Suite 2450
Sacramento, CA 95814
Telephone: (916) 874-5481
Facsimile: (916) 874-7593



**JIMMIE R. YEE
SUPERVISOR
SECOND DISTRICT**

**ART GEE
Chief of Staff**

July 29, 2008

Supervisor Roger Dickinson
Board of Supervisors, District 1
700 H Street, Suite 2450
Sacramento, CA 95814

Re: Gang and Youth Violence Prevention Measure/Sacramento City Council, 7/29/08

Dear Roger:

I join you in support of this important measure, which the Sacramento City Council will consider today. As you know, the effect of gang activity in the south Sacramento area of my district is particularly profound. From property crime to tragic violence, such as the death of Detective Vu Nguyen last year, our community is all too familiar with heartbreaking stories of the lost potential of our young people attracted to a gang lifestyle, and of the demoralizing impact of gangs on our neighborhoods and business communities. We remain hopeful that with the appropriate resources we can work together to offer challenged youth positive alternatives, and help them lead productive lives.

Of all the recent debate I have heard concerning youth gang activity, I have not heard the suggestion that the problem does not exist, nor that we should be passive or tentative in our response. Accordingly, when you attend the hearing at City Hall today, please feel free to convey to my former colleagues on the council that I strongly encourage them to forward this reasonable proposal—which promises great benefits with only minimal impact on city residents—to Sacramento voters in November.

I thank you for your leadership on this important issue.

Sincerely,

A handwritten signature in black ink that reads "Jimmie R. Yee".

**JIMMIE R. YEE, Chair
Board of Supervisors, District 2**

JRY:cf

*Fairbank,
Maslin,
Maullin &
Associates*

*Opinion Research &
Public Policy Analysis*

TO: Gus Vina and Mark Prestwich

FROM: David Metz and Curtis Below
Fairbank, Maslin, Maullin & Associates

RE: Results of Recent City of Sacramento Voter Survey

DATE: May 23, 2008

Fairbank, Maslin, Maullin & Associates (FMM&A) recently completed a survey of 600 City of Sacramento voters to assess their support for potential ballot measures to enhance funding for public safety services in the City. The survey tested a variety of funding mechanisms, potential uses of the revenue, and pro and con arguments that might be used over the course of a campaign by supporters of a measure. Overall, the results show that it will be highly challenging to pass a measure this year to enhance public safety funding, even given the favorable demographics of turnout in November. While it is noteworthy that consistent majorities of voters say they would support such a measure, support falls short of the required two-thirds supermajority.

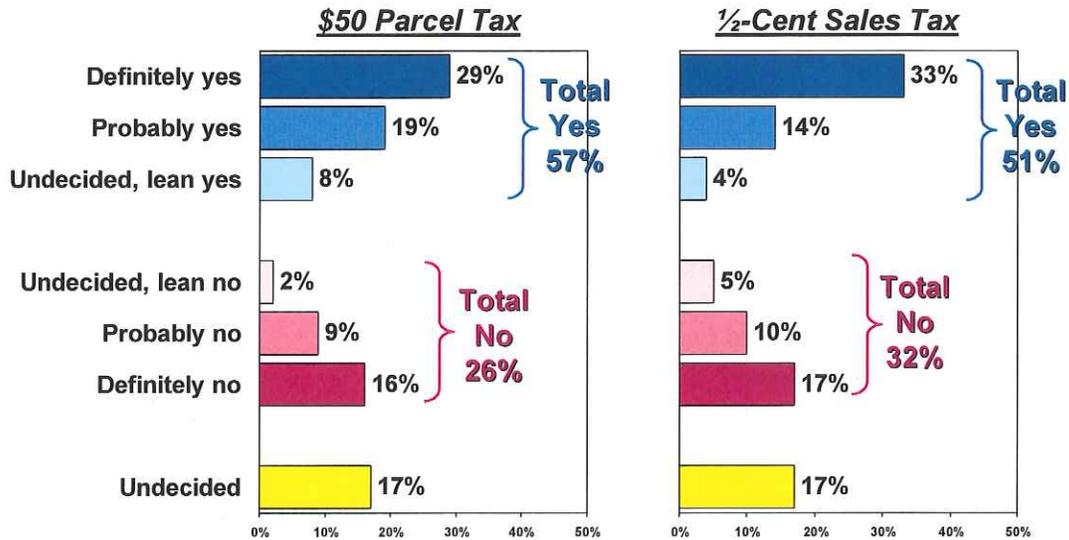
The following are the key findings of the survey:

Initial support for both measures falls short of the recommended benchmarks for success. Survey respondents were offered draft ballot language for one of two measures: a half-cent sales tax or a \$50 residential parcel tax (with comparable amounts for non-residential parcels) to fund police, fire and youth development services. The results for the initial ballot questions are highlighted in **Figure 1** on the following page.

2425 Colorado Avenue Suite 180
Santa Monica, CA 90404
Phone: (310) 828-1183
Fax: (310) 453-6562

1999 Harrison Street Suite 1290
Oakland, CA 94612
Phone: (510) 451-9521
Fax: (510) 451-0384

FIGURE 1:
Initial Support for Proposed Ballot Measures
(Split Sampled; Totals Rounded)



The rule of thumb is that a measure requiring two-thirds supermajority support should begin with at least that level of support in the initial polling, with ideally more than 40% in the “definite yes” category. This benchmark is usually targeted because measures tend to lose support over the time before the vote, especially if they are at all contentious. Though both versions of the measure tested in this survey receive majority support, they fall short of the standard typically required for a two-thirds measure.

Additional information and messages increase support for the measures, but still leave them short of the two-thirds supermajority. Over the course of the survey, respondents were offered a series of pro and con arguments often used by supporters and opponents of such measures. In some cases, measures that start with relatively low levels of initial support may see their prospects significantly improved after voters have more information in context, which may provide encouragement for moving forward even with tenuous initial numbers. In the case of these measures, however, messaging has a much more mild impact. As **Figure 2a** on the following page makes clear, even after positive messaging support for the parcel tax rises to only 63% while opposition increases by a nearly corresponding amount. And after negative messaging, opposition rises more than twice as much as support does. The patterns of change in support for a sales tax are very similar, though the initial level of support is lower.

FIGURE 2A:
Progression of Support for a \$50 Parcel Tax
(Split Sampled; Totals Rounded)

Position	Initial Vote	After Positive Messages	After Negative Messages	Change
Definitely yes	29%	32%	32%	+3%
Probably/lean yes	27%	30%	27%	0%
TOTAL YES	57%	63%	60%	+3%
Definitely no	16%	20%	23%	+7%
Probably/lean no	11%	11%	10%	-1%
TOTAL NO	26%	31%	34%	+8%
UNDECIDED	17%	6%	6%	-11%

FIGURE 2B:
Progression of Support for a Half-Cent Sales Tax
(Split Sampled; Totals Rounded)

Position	Initial Vote	After Positive Messages	After Negative Messages	Change
Definitely yes	33%	32%	34%	+1%
Probably/lean yes	18%	23%	18%	0%
TOTAL YES	51%	56%	52%	+1%
Definitely no	17%	22%	23%	+6%
Probably/lean no	15%	16%	19%	+4%
TOTAL NO	32%	38%	43%	+11%
UNDECIDED	17%	6%	5%	-12%

To further test the sales tax approach, we asked voters who were opposed to or undecided on the half-cent sales tax increase if they would support a quarter-cent sales tax increase. Although 16% of these respondents said they would support a quarter-cent sales tax, this translates into only an additional 8% support, leaving the measure still below the two-thirds threshold required for passage, even after positive messaging.

Despite the failure to achieve necessary levels of support, voters do express strong support for a variety of potential uses for funding. Figure 3 on the following page shows voters' rankings of the elements of a potential measure that they view as most

important (including those that either 30% ranked as “extremely important” or 60% ranked as either “extremely” or “very important”). Generally speaking, items related to police response to violent crime and youth development programs rank highest on the list. While this list should not necessarily be used to develop precise funding allocations for a ballot measure, it does highlight the services that are most important to local residents. Our analysis shows that four of these items (highlighted in italics in the table) have a statistically significant correlation with “yes” votes in the next ballot question on the survey.

**FIGURE 3:
Evaluating the Importance of Potential Uses of New Revenue
(Split Sampled)**

Project	TOTAL EXT./ VERY	Extremely Imp.	Very Imp.	SW Imp.	Not Imp.	DK/ NA
Providing local youth with alternatives to gangs through after-school and job training programs	78%	40%	38%	17%	4%	1%
Investigating more major crimes, including robberies and sexual assaults	77%	34%	43%	17%	5%	0%
<i>Investigating and preventing more gang-related crimes</i>	77%	40%	37%	16%	4%	4%
<i>Improving police department response times to 9-1-1 emergency calls</i>	74%	28%	46%	18%	5%	2%
Improving the Fire Department’s ability to respond to floods, earthquakes and disasters	70%	27%	43%	20%	9%	1%
Hiring additional police officers to expand neighborhood policing programs	67%	35%	32%	24%	7%	1%
<i>Establishing school-based afternoon and evening programs for at-risk youth</i>	65%	32%	33%	22%	11%	1%
Expanding programs to reduce truancy rates and keep kids in school	65%	32%	33%	24%	8%	2%
<i>Expanding funding for successful anti-gang and at-risk youth development programs run by community-based organizations</i>	64%	30%	34%	25%	7%	5%
Upgrading the city’s existing emergency and disaster communications system	63%	32%	31%	24%	7%	6%

The condition of the economy and anti-tax sentiment appear to be key obstacles. A number of factors seem to be driving the level of opposition to the measure. First and foremost, when presented with a series of arguments against the measure, voters point to one clear standout – *“With our economy headed into a recession and gas prices reaching all-time highs, this is not the right time to raise taxes on hard-working Sacramento residents.”* Fully 71% of those polled rate the economy a “convincing” argument against the measure (including 42% who rate it “very convincing”), a good 10 points more than said the same for any other opposition argument. Second is straight anti-tax sentiment; when asked why they initially oppose the measure, a sizable plurality of the measure’s opponents (regardless of funding source) cite opposition to any kind of a tax increase.

In conclusion, while a majority of respondents support either a parcel tax or sales tax to generate additional revenue for police, fire and youth development programs, that support fails to achieve the two-thirds majority necessary for either approach to be approved in November, which appears to be driven primarily by overriding concerns about the economy and a pervasive anti-tax sentiment among voters.

Survey Methodology: From May 4-7, 2008, FMM&A completed telephone interviews with 600 voters in the City of Sacramento likely to cast ballots in the November 2008 election. The margin of error for the full sample is +/- 4.9%; margins of error for subgroups within the sample will be higher.