



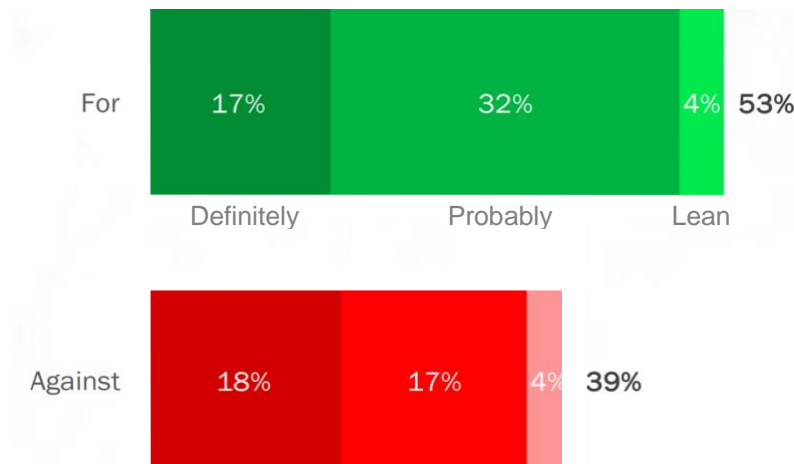
Polling Suggests Strong Voter Support for Reforming Trash Collection in San Diego

Public Dynamics & WPA Intelligence conducted a survey of likely voters in the November 2022 election from March 22-27, commissioned by the San Diego Municipal Employees Association. Respondents were asked about a measure being considered for the November ballot. The question reads:

There will be an initiative on the San Diego ballot, known as Measure C, that says: Shall San Diego municipal code be amended to ensure equal refuse collection services for all San Diego residents; allow the City to impose necessary fees to fund the collection, transportation, and disposal of residential refuse, including fees for such services provided to short term vacation rentals, accessory dwelling units, and mini dorms; and require the City to provide free containers for curbside pickup? Would you say you would vote [rotate] for or against [end rotate] Measure C?

Finding 1:

Voters approve of the measure by a 14-point margin. No information or messaging was provided to respondents other than the summary text of the measure.



Interestingly, there is no significant difference in support between northern and southern neighborhoods. The northern council districts 1, 2, 5, 6 and 7 have a combined support of level of 50% Yes and 43% No. These results indicate that the measure enjoys broad support among residents of different housing types, including single family home owners.

Conclusion:

If placed on the November 2022 ballot, the trash collection reform measure, as written in this survey, would likely be approved by voters even in the absence of a supporting campaign.

A campaign to educate voters about various popular provisions of the measure would drive support even higher, as was the case with Measure E in 2020. The provision of free bins produced significant support even when obscured in technical language and at the end of the ballot question. Bringing this feature forward in public understanding would substantially increase support.