

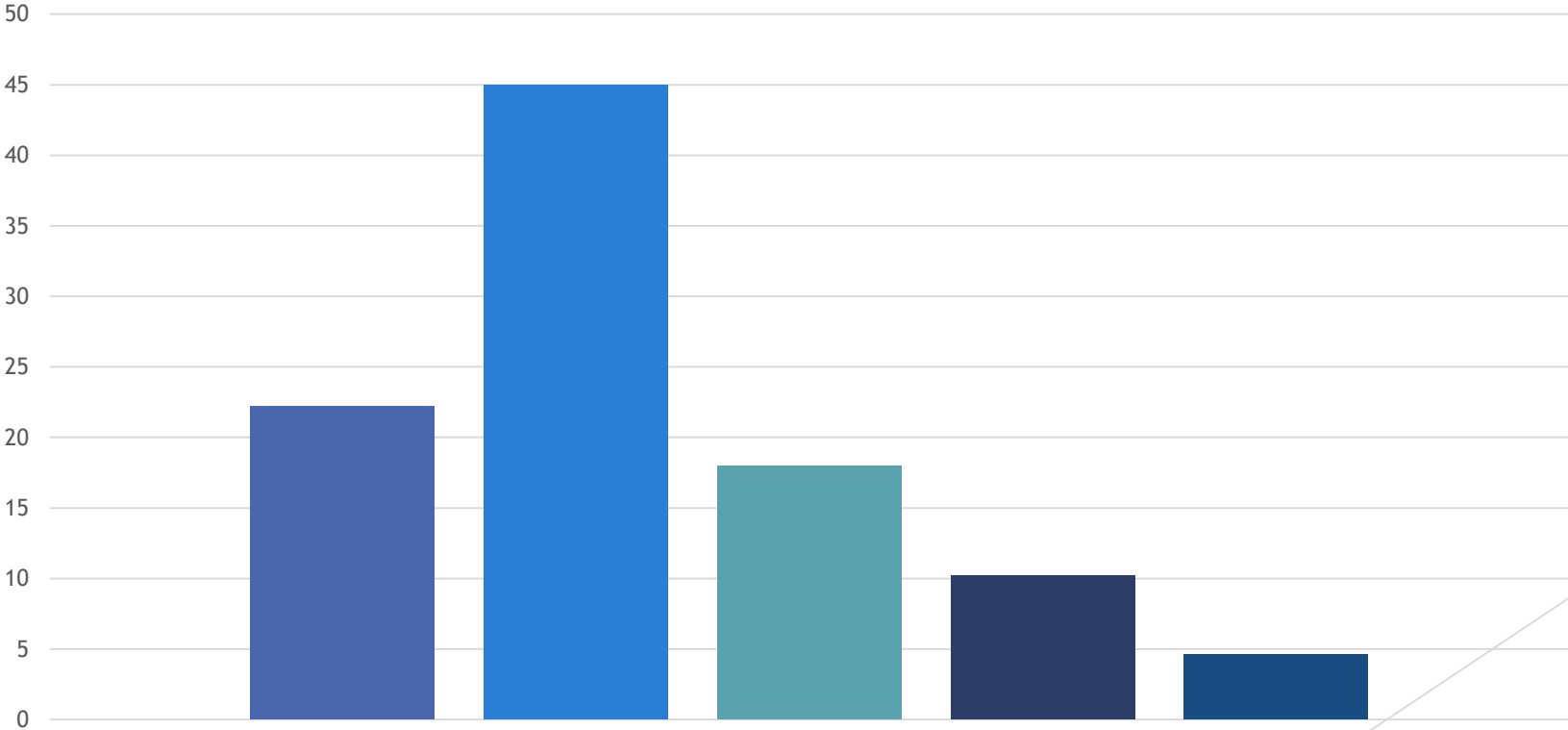
GO Bond

GO Bond Support

- We gave respondents a brief explanation of GO Bonds and some of the services that these bonds have been used for in the past.
- With this information, 67.2% of voters said they would support a GO Bond on the ballot in the future and 14.8 would oppose it.

| Strongly support | Somewhat support | Neutral/Don't know | Somewhat oppose | Strongly oppose |
|------------------|------------------|--------------------|-----------------|-----------------|
| 22.2 | 45.0 | 18.0 | 10.2 | 4.6 |

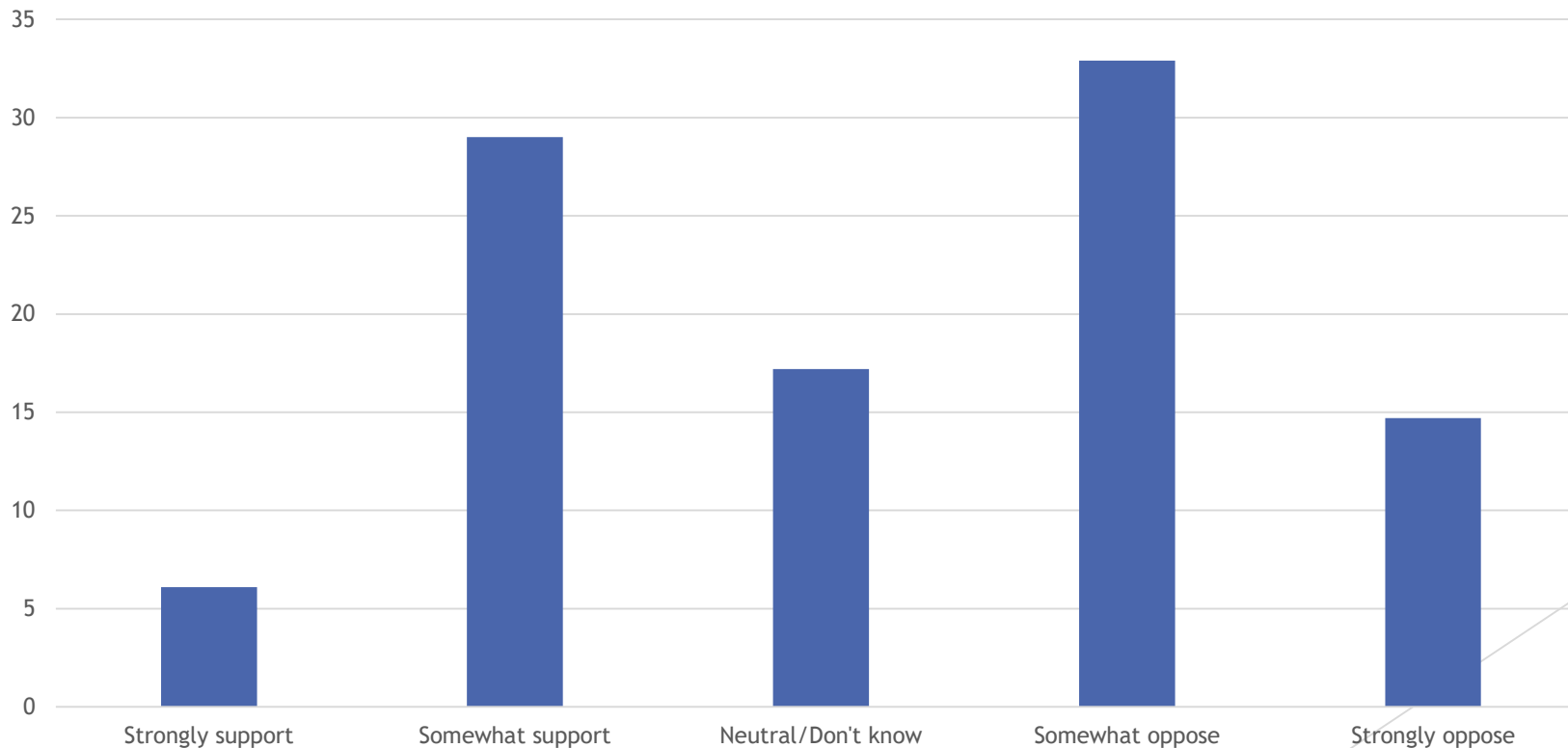
■ Strongly support ■ Somewhat support ■ Neutral/Don't know ■ Somewhat oppose ■ Strongly oppose



Economic Development Bond

- We gave respondents a brief history of the Economic Development Bond that originated in 2007. After giving both supporters and opposition views of the bond, we asked the voter if they would support this bond on the ballot.
- With just this information, 35.1% said they would support this bond and 47.6% said they would oppose it.

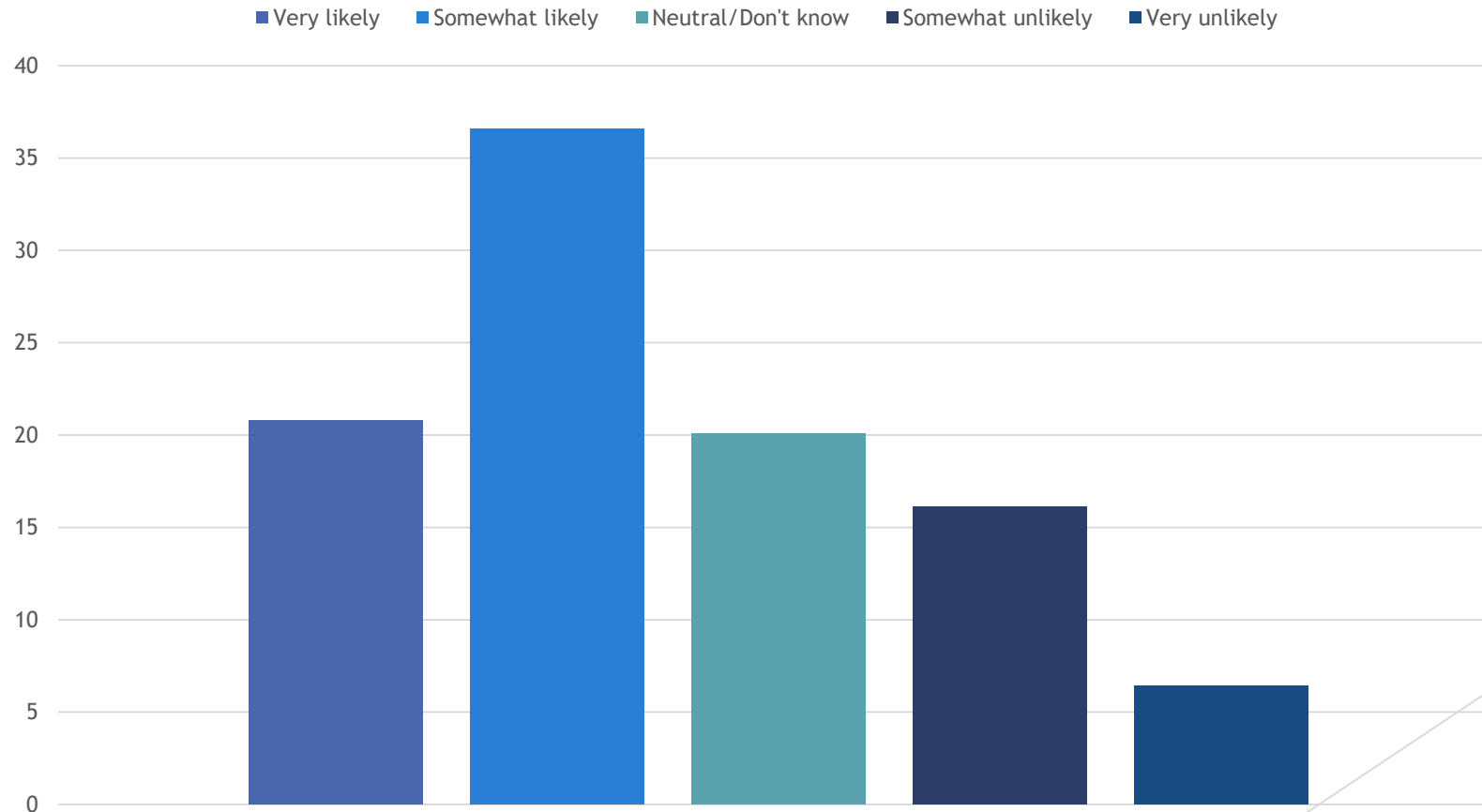
| Strongly support | Somewhat support | Neutral/Don't know | Somewhat oppose | Strongly oppose |
|------------------|------------------|--------------------|-----------------|-----------------|
| 6.1 | 29.0 | 17.2 | 32.9 | 14.7 |



General Obligation Bond

- We informed respondents that on top of the \$500 million proposed for this bond, the 2007 General Obligations bond still has \$150 million of street projects being carried out.
- Knowing this, 57.4% of voters would be likely to support the bond and 22.5% would be unlikely to support it.

| Very likely | Somewhat likely | Neutral/Don't know | Somewhat unlikely | Very unlikely |
|-------------|-----------------|--------------------|-------------------|---------------|
| 20.8 | 36.6 | 20.1 | 16.1 | 6.4 |

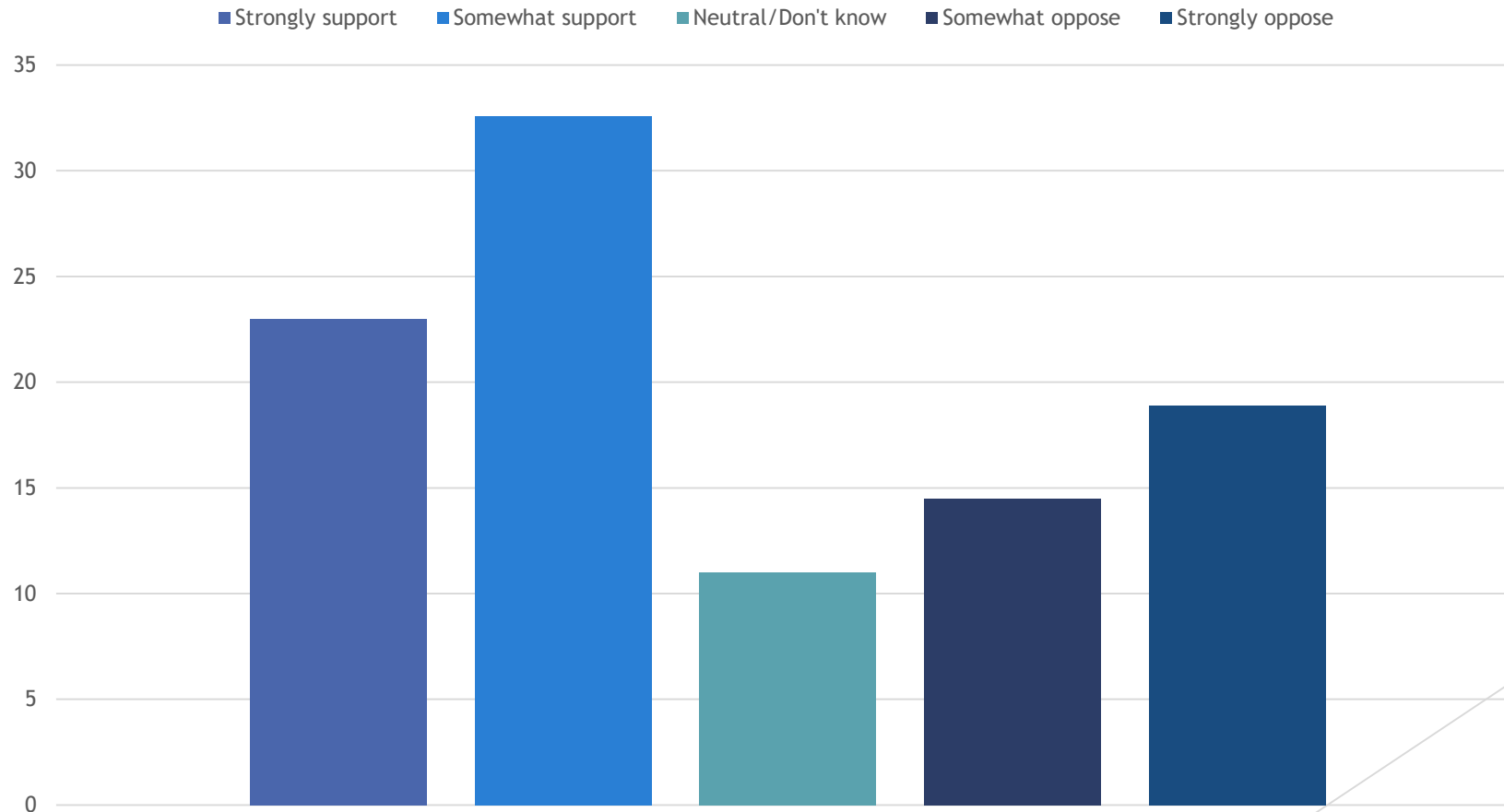


$\frac{3}{4}$ Cent

MAPS Continuation

- In this question, we give the voter some background and history of the MAPS program. We then ask if they would overall support or oppose a continuation of MAPS.
- 55.6% of voters said that they would support a continuation of this MAPS tax, and 33.4% said they would be likely to oppose.

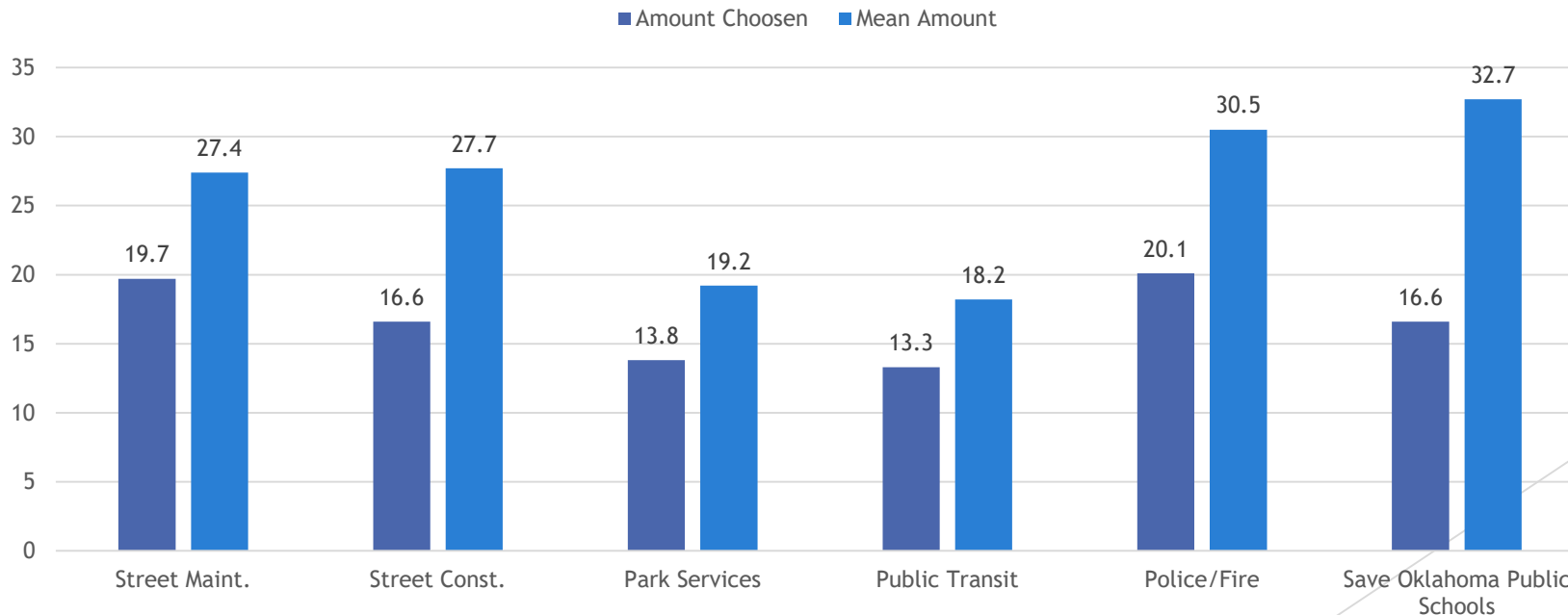
| Strongly support | Somewhat support | Neutral/Don't know | Somewhat oppose | Strongly oppose |
|------------------|------------------|--------------------|-----------------|-----------------|
| 23.0 | 32.6 | 11.0 | 14.5 | 18.9 |



Allocation of MAPS Revenue

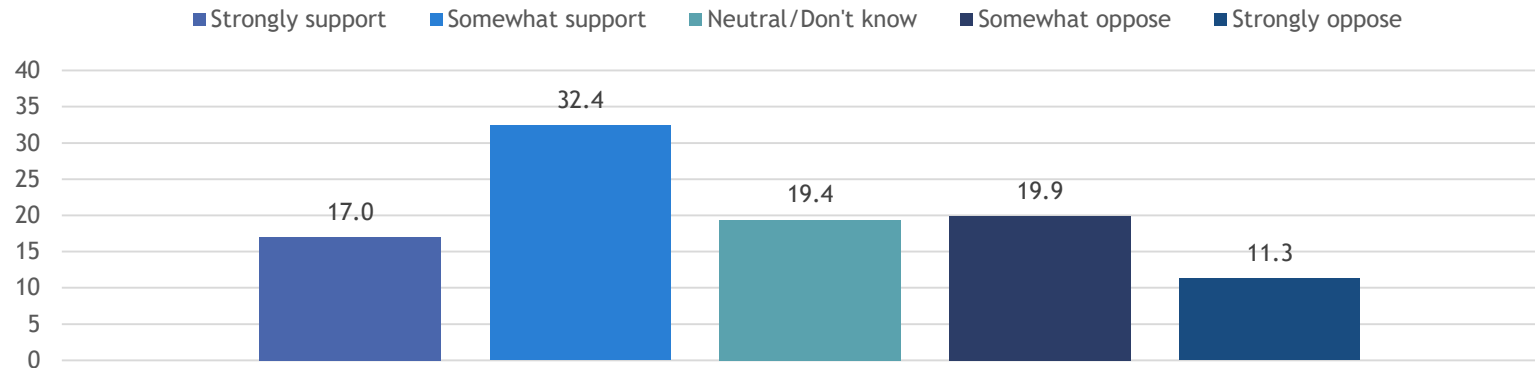
- Now we asked the voter to play the role of Oklahoma City Mayor for a moment. We asked them to tell us which services they would choose to allocate MAPS tax revenue to, and what percent they would give to each of those service areas. The voters were allowed to pick as many services from a list as they thought appropriate.
- 20.1% would allocate about 30% of the MAPS tax toward police and fire services. 19.7% would spend about 27% on street maintenance which includes the filling of pot-holes city wide.

| | Percent of Respondents | Mean amount to spend on services |
|------------------------------|------------------------|----------------------------------|
| Street Maint. | 19.7 | 27.4 |
| Street Const. | 16.6 | 27.7 |
| Park Services | 13.8 | 19.2 |
| Public Transit | 13.3 | 18.2 |
| Police/Fire | 20.1 | 30.5 |
| Save Oklahoma Public Schools | 16.6 | 32.7 |

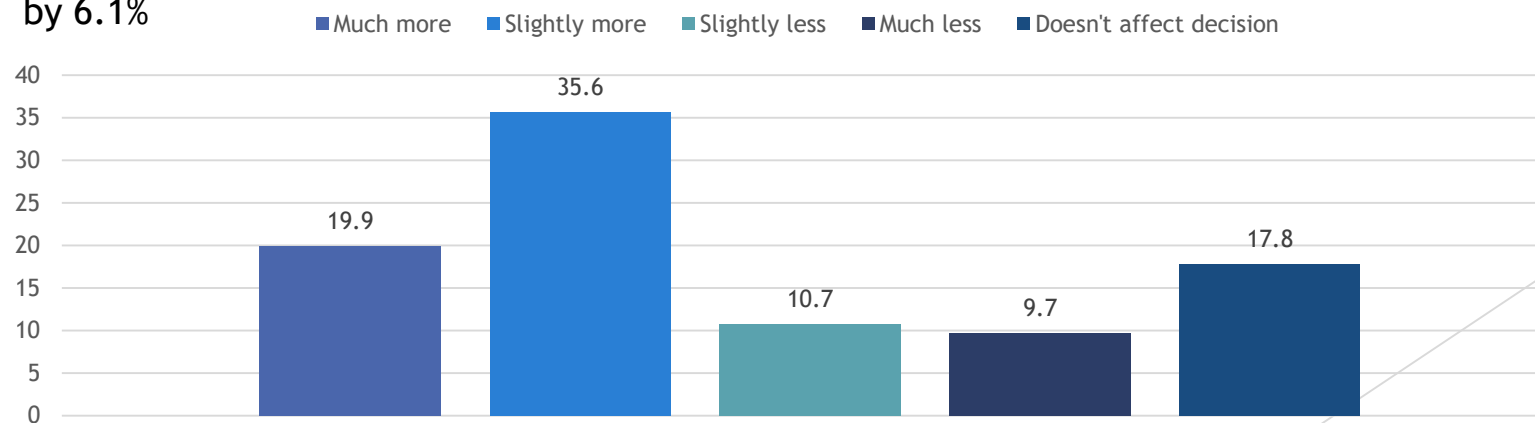


Include Spending for City Parks

- We asked voters if they would be supportive of some of the revenue generated by the Mayor's plan for MAPS going toward Oklahoma City Parks.
- Almost half of all respondents (49.4%) said that they would support some of the revenue going toward OKC parks and 31.2% would oppose this.



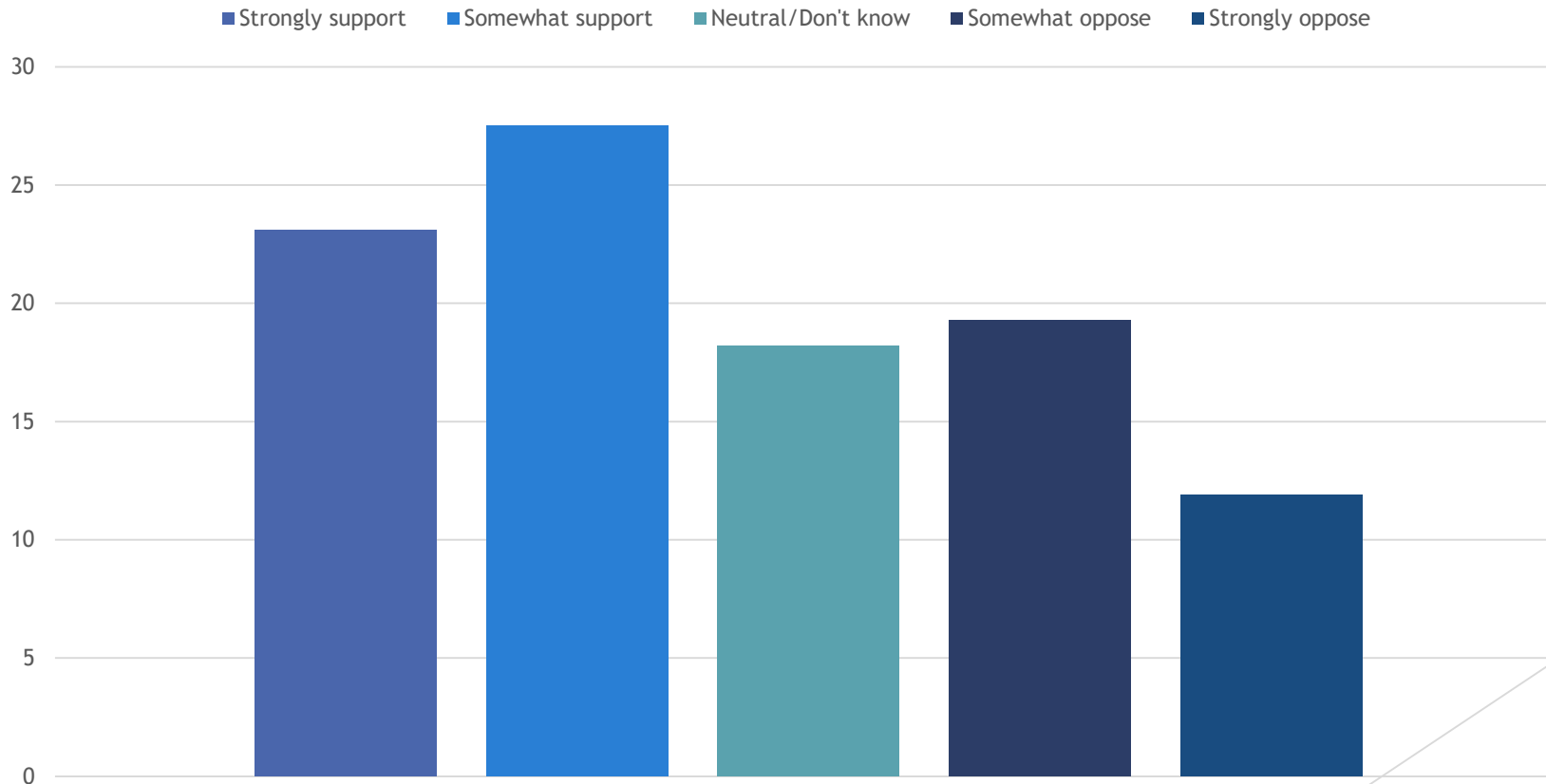
- Now we introduce the voter to new information about Oklahoma City Parks, informing them that Oklahoma spends 28% of what a typical mid-western city spends on park maintenance and the Trust for Public Land ranked our parks 89th out of 100 major metropolitan park systems to see if this changed their opinion.
- You can see that this increased favorability for increased spending of Oklahoma City parks by 6.1%



Portion for Public Transit

- Now we inform the voter that Oklahoma City is the largest city in America with no public bus transportation on Sundays and very little in the evenings.
- Knowing this, 50.6% of respondents said they would likely support spending a portion of the MAPS tax on public transportation, while 31.2% don't think public transportation is priority for spending.

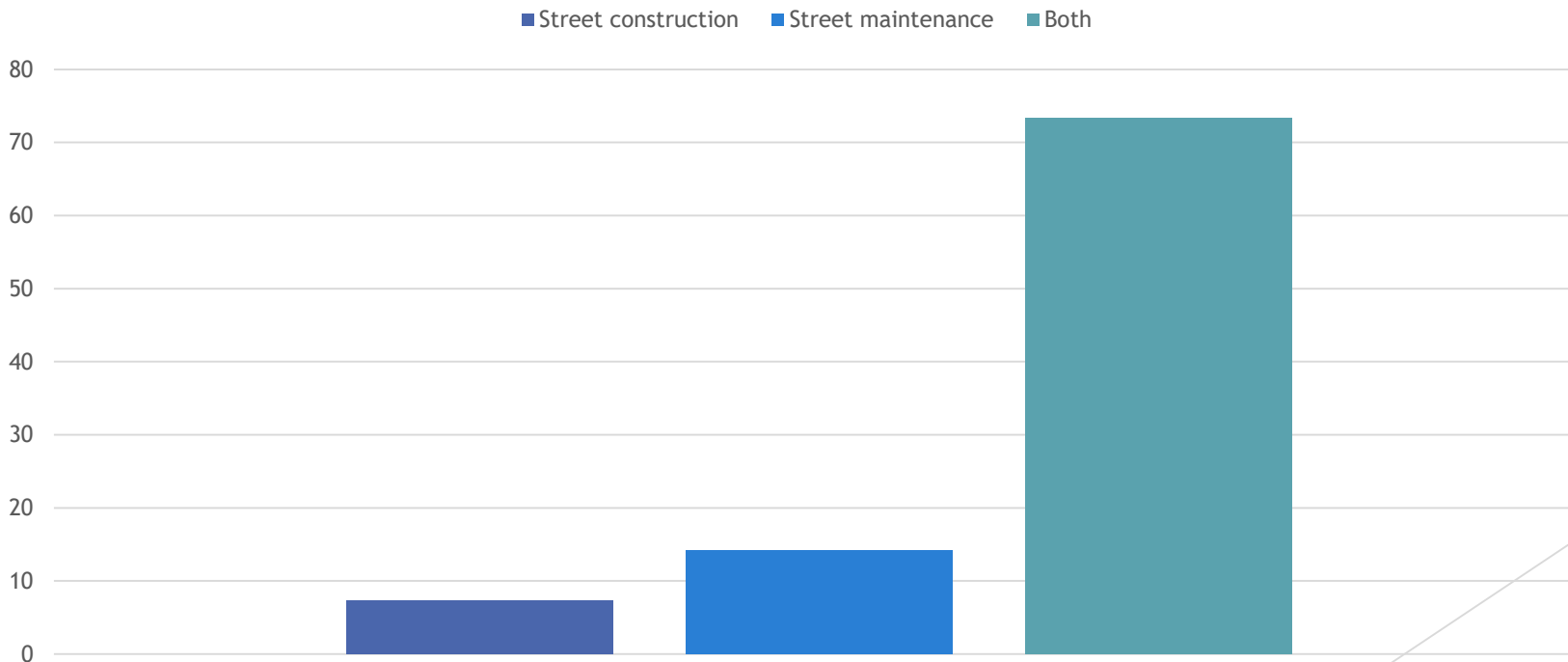
| Strongly support | Somewhat support | Neutral/Don't know | Somewhat oppose | Strongly oppose |
|------------------|------------------|--------------------|-----------------|-----------------|
| 23.1 | 27.5 | 18.2 | 19.3 | 11.9 |



Street Maintenance vs Street Construction

- Usually when people think of street repair and maintenance, they think of the filling of pot-holes. In this question, we wanted to make sure the respondent knew that the 75% allocated to street construction in the Mayor’s plan does NOT include filling of pot-holes throughout the city as that was considered street maintenance. We asked the voter to express which was more important to them. Street construction which includes new streets and newly resurfaced streets or street maintenance which includes the filling of pot-holes city wide.
- It is important to voters that there is a combination of both street maintenance and new street construction throughout the city.

| Street construction | Street maintenance | Both |
|---------------------|--------------------|------|
| 7.4 | 14.2 | 73.4 |

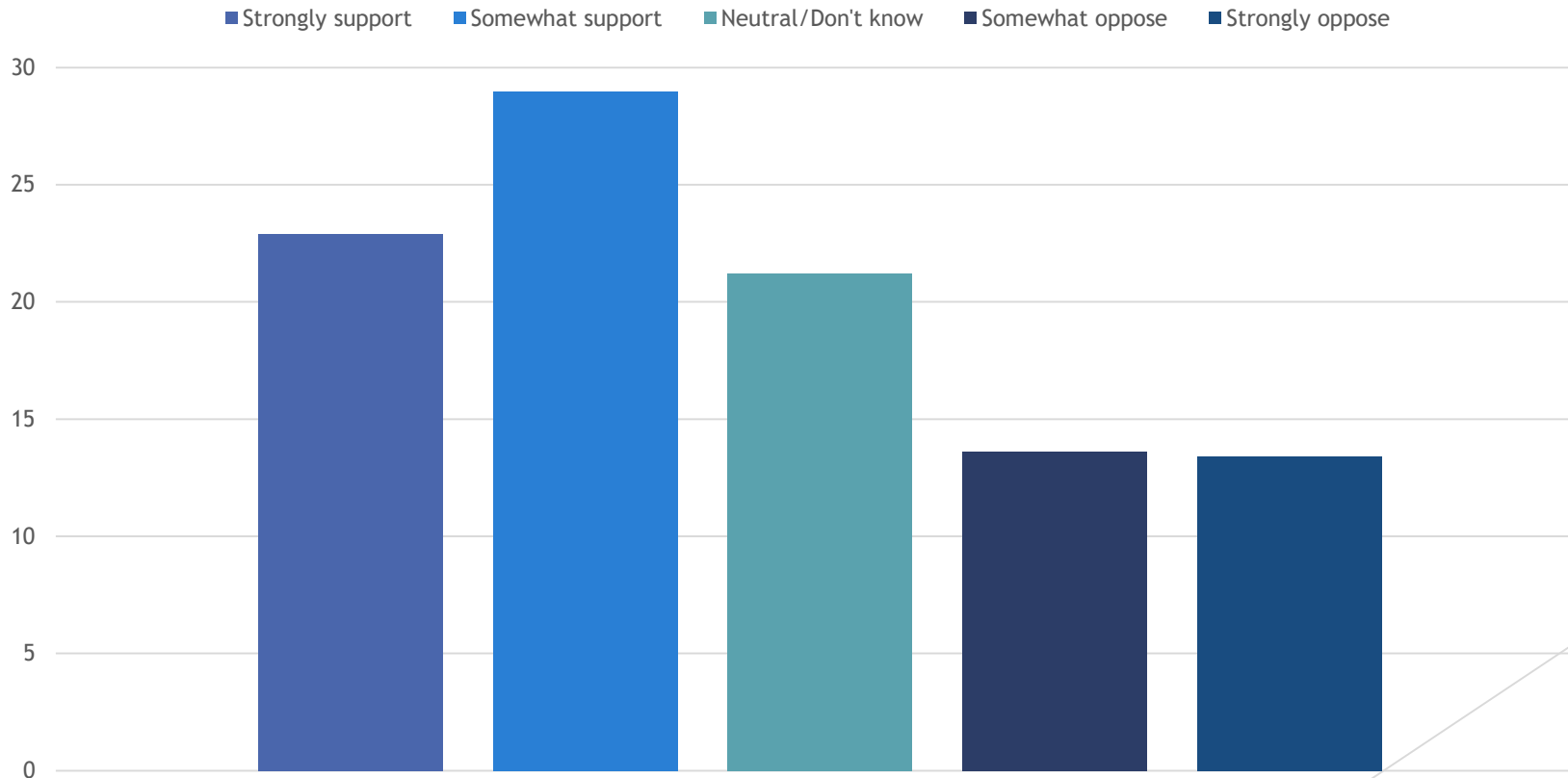


Save Oklahoma Schools

Save Oklahoma City Schools Proposal

- In this question, we introduced the “Save Oklahoma City Schools Proposal,” informing the voter that funds raised under this proposal would allocate 50% of the funds for per-pupil spending such as school supplies and decreasing class size and 50% on non-administrative salaries such as teachers and support staff.
- Knowing this, 51.9% said they would support this proposal and 27% would likely oppose it.

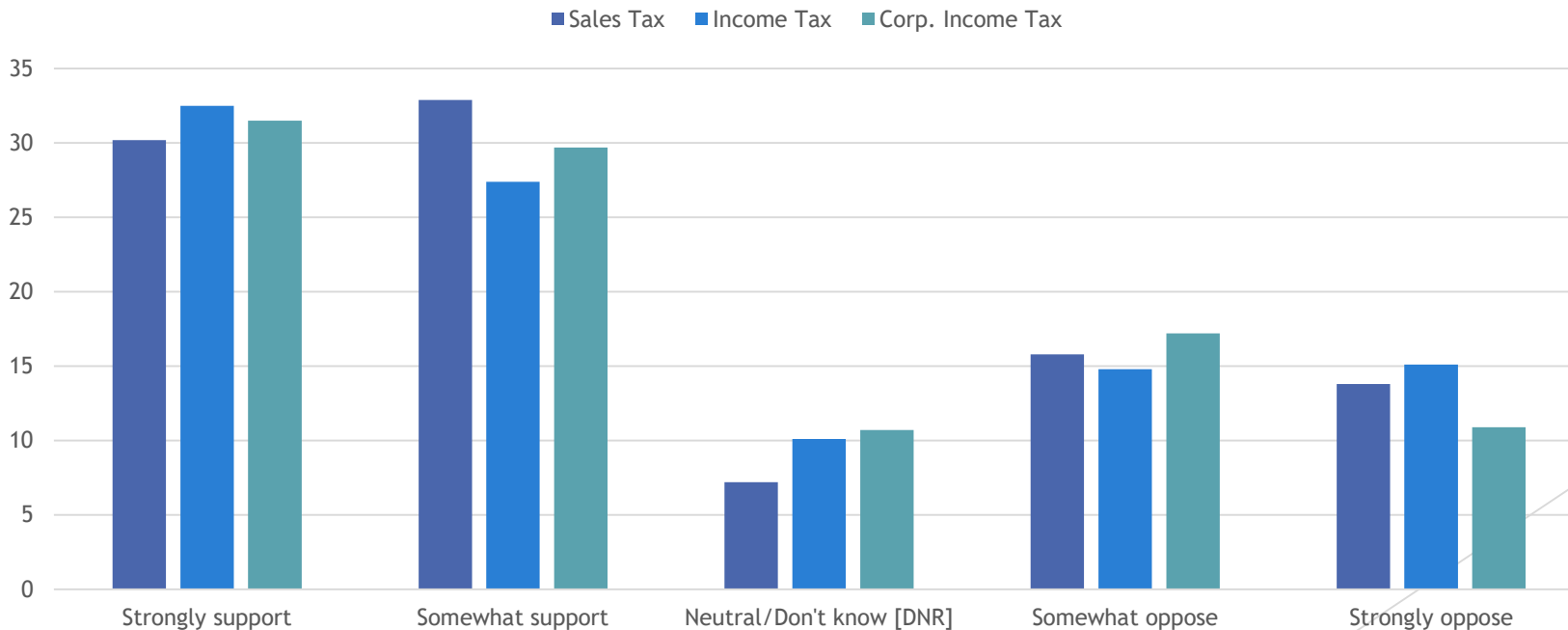
| Strongly support | Somewhat support | Neutral/Don't know | Somewhat oppose | Strongly oppose |
|------------------|------------------|--------------------|-----------------|-----------------|
| 22.9 | 29.0 | 21.2 | 13.6 | 13.4 |



Methods of Funding

- We introduced three different methods in which to fund the Save Oklahoma City Schools Proposal. These options included a quarter of a percent increase to sales tax, income tax, or corporate income tax.
- Support for all three methods is about the same, however, support for sales tax increase is slightly higher by 1.9% over an increase for corporate sales tax.
- Income tax had the highest opposition at 29.9%.

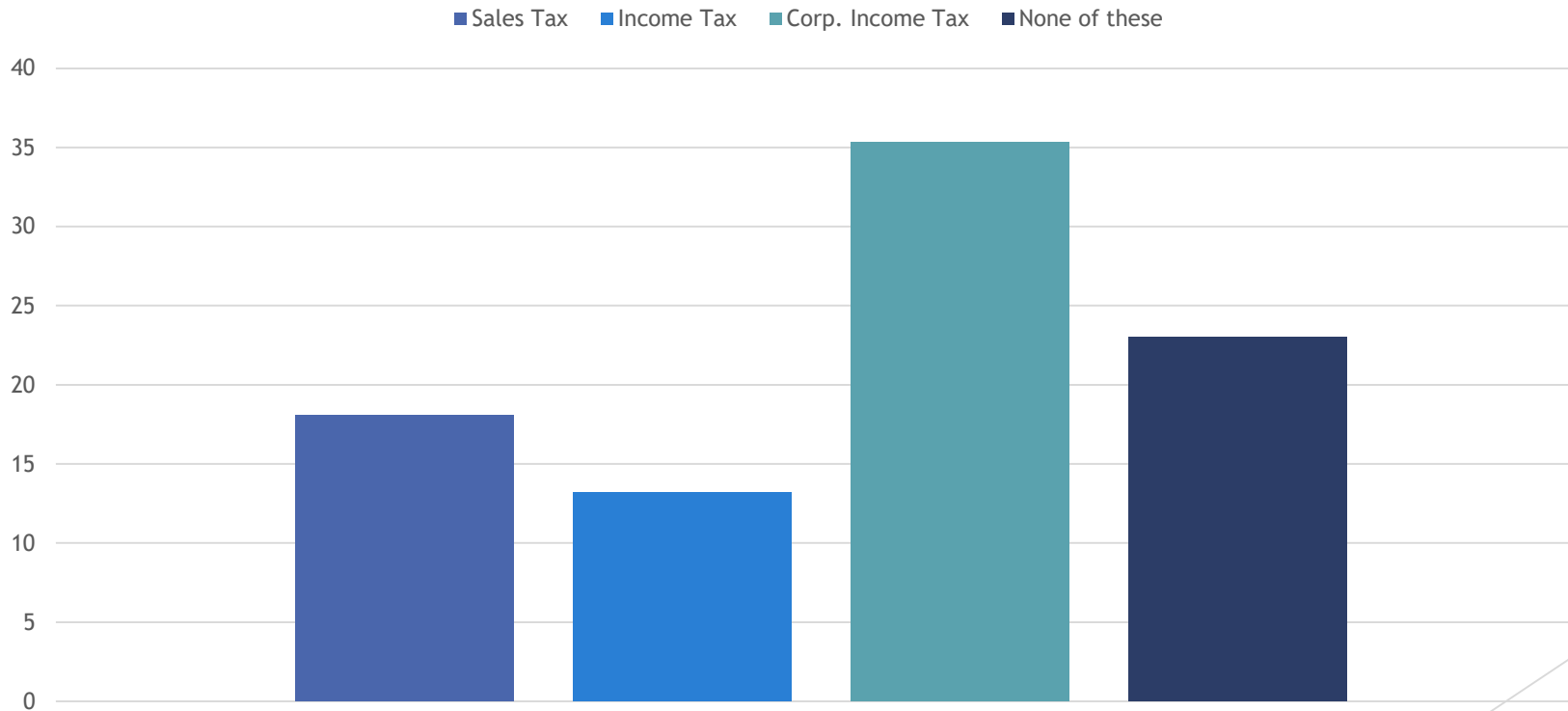
| | Sales Tax | Income Tax | Corp. Income Tax |
|--------------------------|-----------|------------|------------------|
| Strongly support | 30.2 | 32.5 | 31.5 |
| Somewhat support | 32.9 | 27.4 | 29.7 |
| Neutral/Don't know [DNR] | 7.2 | 10.1 | 10.7 |
| Somewhat oppose | 15.8 | 14.8 | 17.2 |
| Strongly oppose | 13.8 | 15.1 | 10.9 |



Methods of Funding

- Now that the voter has been offered all funding choices, we ask them to pick which of the three they would be most likely to support.
- An increase in corporate tax of a quarter of a percent was the first most picked option at 35.3%.

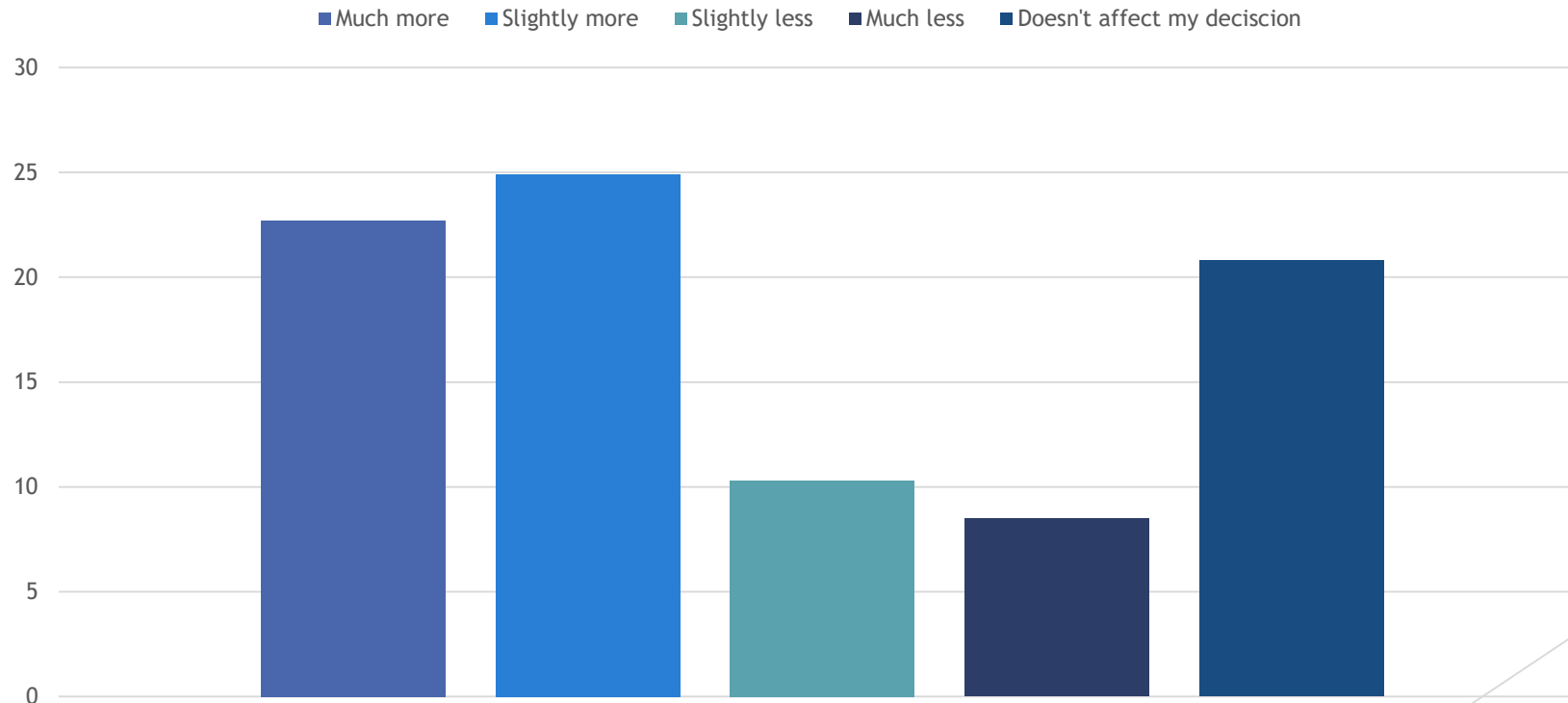
| Sales Tax | Income Tax | Corp. Income Tax | None of these |
|-----------|------------|------------------|---------------|
| 18.1 | 13.2 | 35.3 | 23.0 |



Save Oklahoma City Schools Funding

- We inform voters that if the state legislature increases funding to schools AFTER any of the proposed funding methods of the Save Oklahoma City Schools Proposal were put into place, then the implemented funding initiative would immediately expire.
- Knowing this, 47.6% said that they would be more likely to support the Save Oklahoma City Schools Proposal, and 18.8% said they would be less likely to support it.
- 1 in 5 (20.8%) said that it doesn't affect their decision.

| Much more | Slightly more | Slightly less | Much less | Doesn't affect my decision |
|-----------|---------------|---------------|-----------|----------------------------|
| 22.7 | 24.9 | 10.3 | 8.5 | 20.8 |

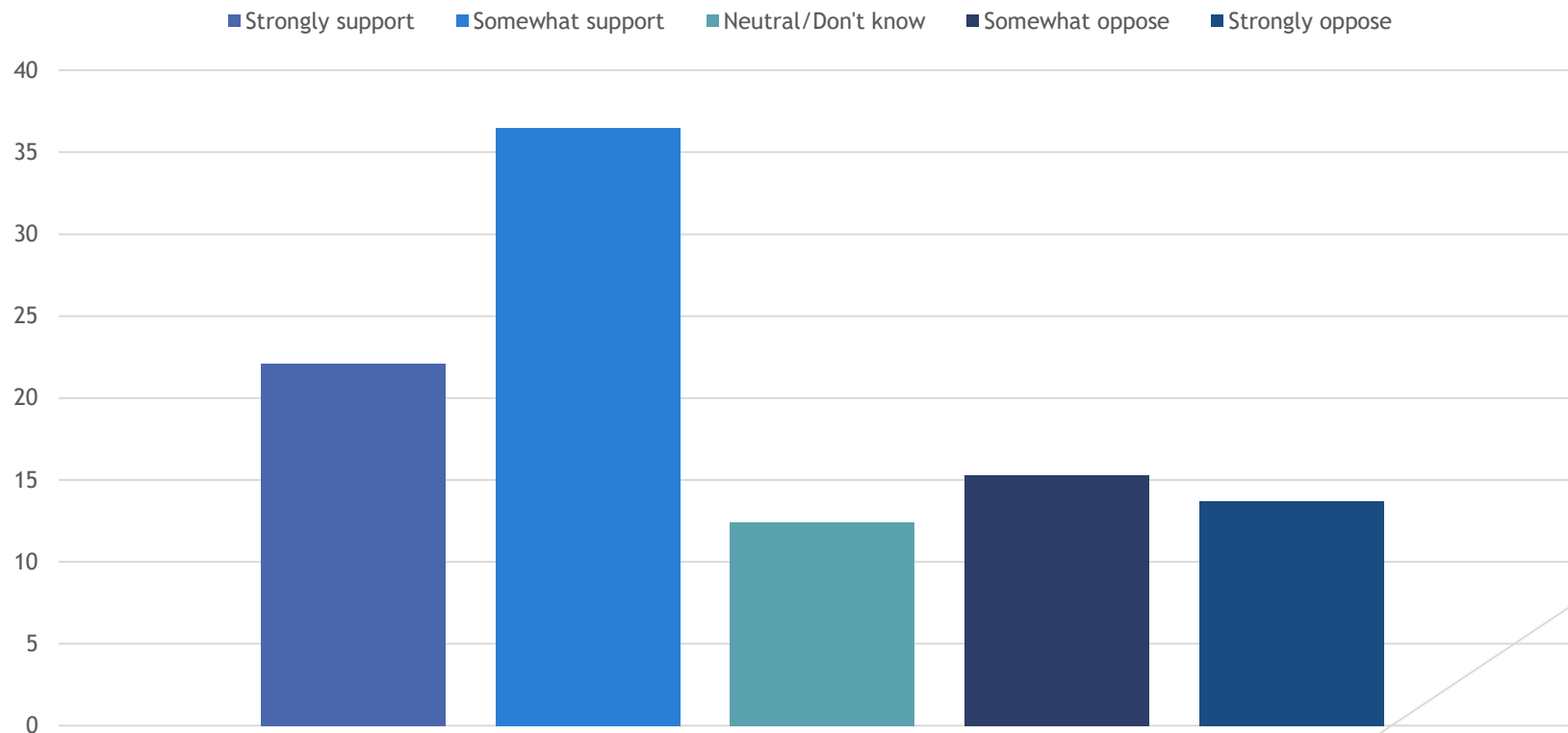


Conclusion

Mayor's Plan for MAPS Continuation

- Now we introduce an allocation plan that we called “The Mayors Plan” for the MAPS continuation. This plan would allocate a quarter of a cent on a permanent basis to city operations and the other 75% would go, temporarily for 27 months, toward sidewalk improvement, NEW streets and re-pavement of existing ones, which is usually a limited number of streets due to the high costs of resurfacing.
- 58.6% of respondents say that they would support this plan for MAPS and 29% would likely oppose it.

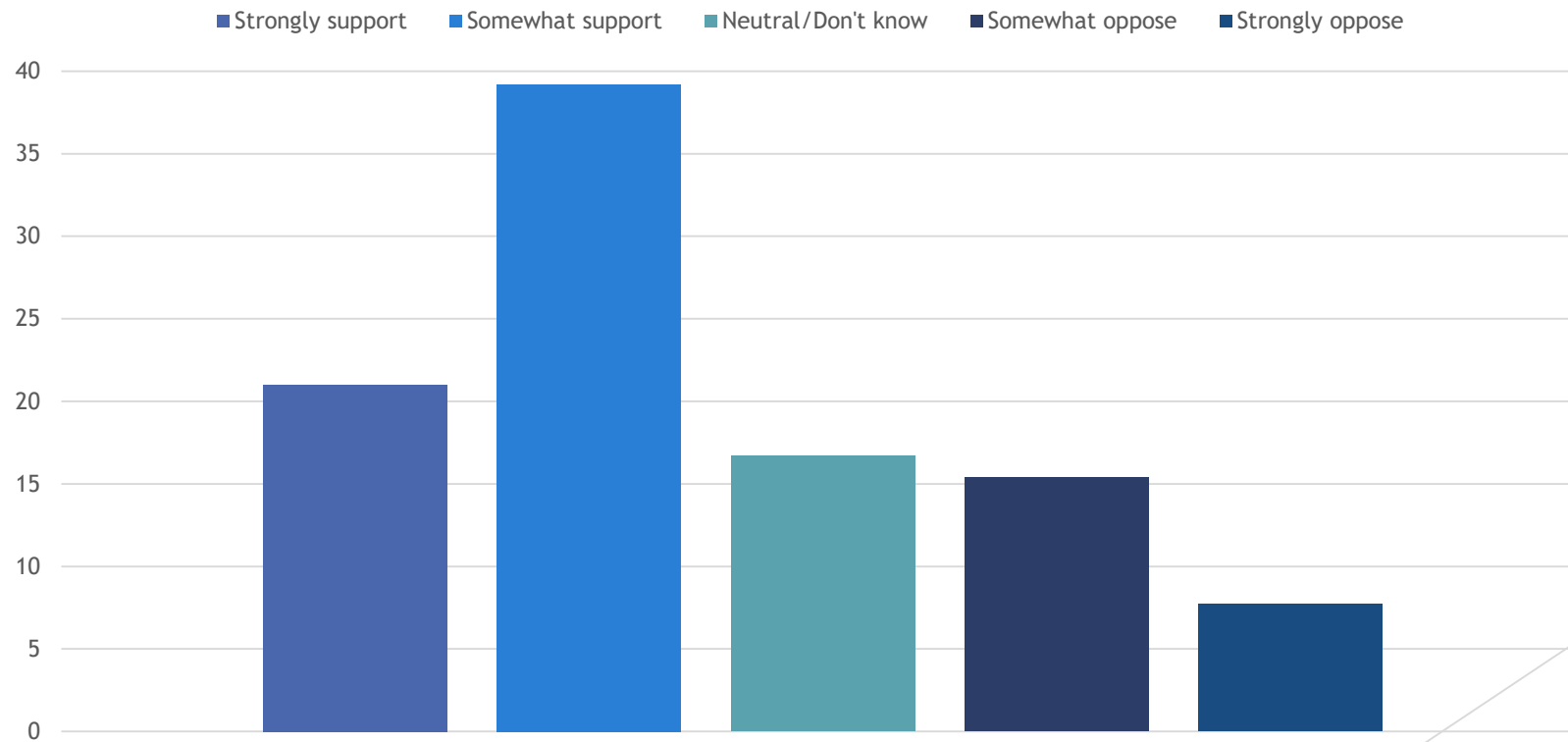
| Strongly support | Somewhat support | Neutral/Don't know | Somewhat oppose | Strongly oppose |
|------------------|------------------|--------------------|-----------------|-----------------|
| 22.1 | 36.5 | 12.4 | 15.3 | 13.7 |



MAPS for Neighborhoods

- Now we introduce another possible plan for the MAPS tax which we called “MAPS for Neighborhoods” which includes 50% toward city services such as fire, police, pothole repairs, park amenities, and public transit, 25% toward creation of new roads and re-paving of existing ones and 25% toward the Save Oklahoma City Schools Proposal.
- We asked the voter if in general, they would support this plan for MAPS revenue, and 60.2% said they would while 23.1% would likely oppose it.

| Strongly support | Somewhat support | Neutral/Don't know | Somewhat oppose | Strongly oppose |
|------------------|------------------|--------------------|-----------------|-----------------|
| 21.0 | 39.2 | 16.7 | 15.4 | 7.7 |



MAPS Plan Favorability

- As a final question regarding the plan for MAPS revenue, we asked the voter to pick which plan they would most likely support.
- MAPS for neighborhoods, which included 50% toward city services such as fire, police, pothole repairs, park amenities, and public transit, 25% toward creation of new roads and re-paving of existing ones and 25% toward the Save Oklahoma Public Schools Proposal, had 32.6% more favorability than the Mayor's Plan for MAPS.
- 12.5% were not favorable of either plan for MAPS revenues.

| Mayor's Plan | MAPS for Neighborhoods | Neither |
|--------------|------------------------|---------|
| 21.8 | 54.4 | 12.5 |

