



Survey of Voters
Mendocino Coast Health Care District
January 2024

Methodology

- ▶ Survey of Likely Voters
 - Demographics weighted to be reflective of a likely November 2024 electorate
- ▶ Conducted January 16-21, 2024
- ▶ Multi-modal live telephone, email-/text-to-web methodology
 - Phone interviews conducted by trained, professional interviewers; landlines and mobile phone included
 - Email and text invitations were sent for self-administration online
- ▶ Offered in English and Spanish
- ▶ 200 interviews; overall margin of error ± 6.9 percentage points

Methodology	Dates	Universe	Sample Size	Margin of Error	EMC #
Phone and Text-to-Web	January 11-21, 2018	Mendocino Coast Health Care District likely voters	300	± 5.7 percentage points	18-6615
Phone	August 21-29, 2016	Mendocino Coast Health Care District likely voters	251	± 6.2 percentage points	16-6126

Please note that due to rounding, some percentages may not add up to exactly 100%.

Key Findings

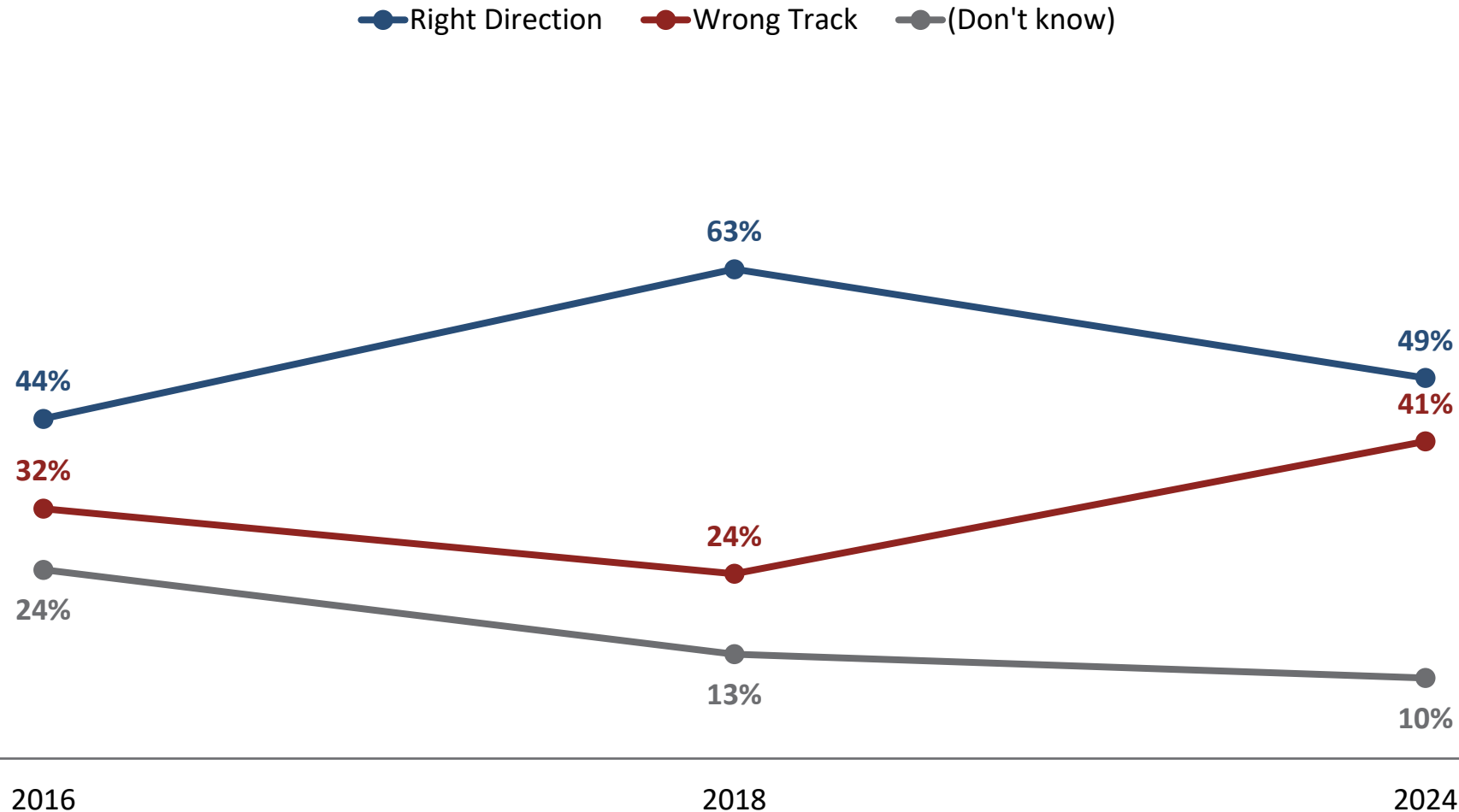
- ▶ Initial support for a potential bond measure for Mendocino Coast Health Care District is just below the two-thirds threshold for passage.
- ▶ Although most say they have heard or seen something recently about the District, recent awareness is lower than it was in 2018, and most voters do not mention anything about the hospital's need for seismic updates.
- ▶ Keeping the hospital on the Coast and maintaining emergency services are top priorities among likely voters. Fixing leaky roofs and performing other necessary maintenance are also important to most.
- ▶ Additional information about the measure is compelling to voters. A basic explanation about why the measure is necessary brings support up to the two-thirds threshold.



Issue Environment

Direction of Mendocino County Over Time

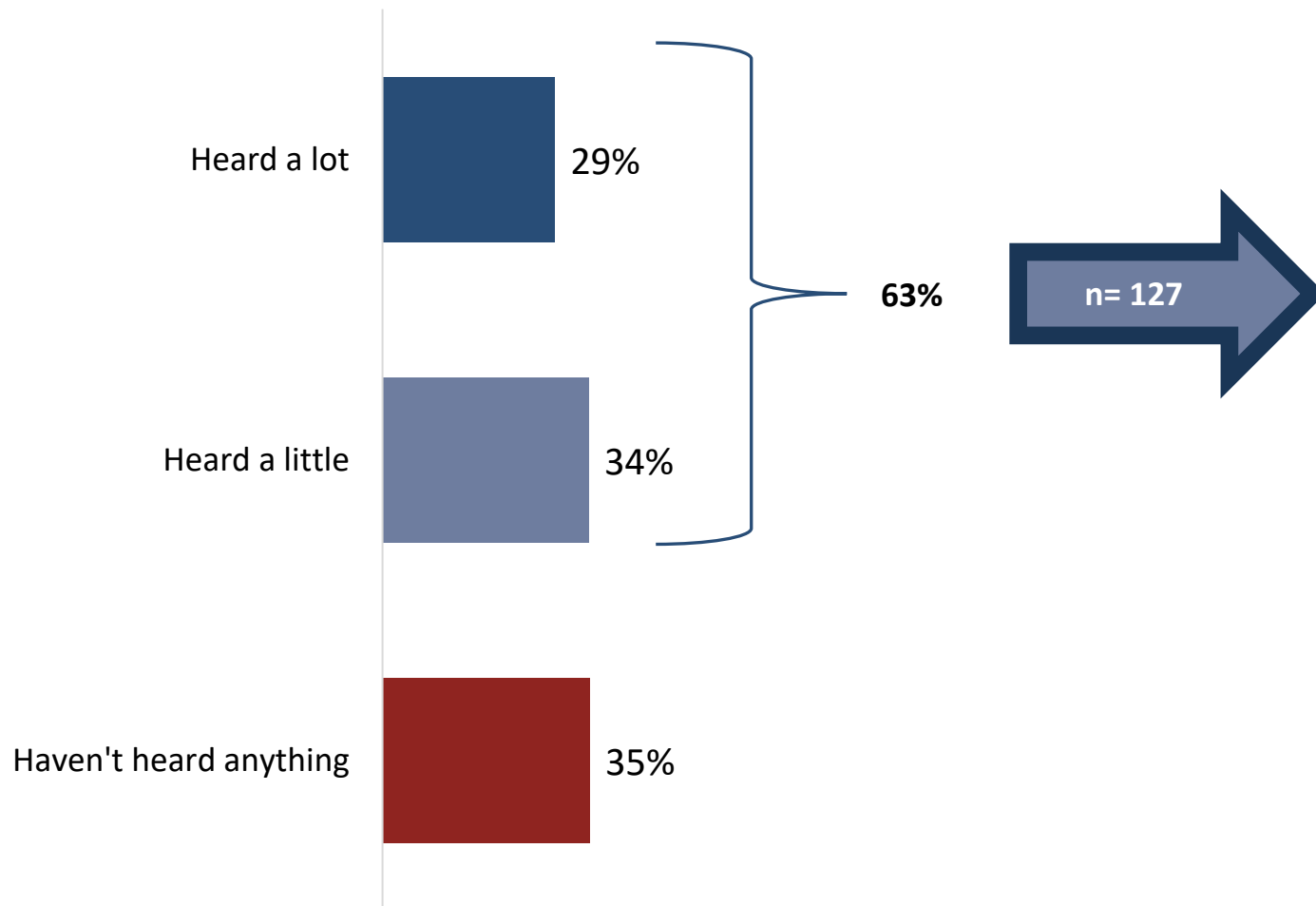
Voters are divided about the way things are going in the County, and overall mood has declined compared to 2018.



Q3. Do you feel that things in Mendocino County are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

MCHCD/AHMC Awareness

Those who have heard about the District recently mention challenges related to maintaining staff, insurance issues, healthcare quality and financial problems; only a handful mention seismic issues.

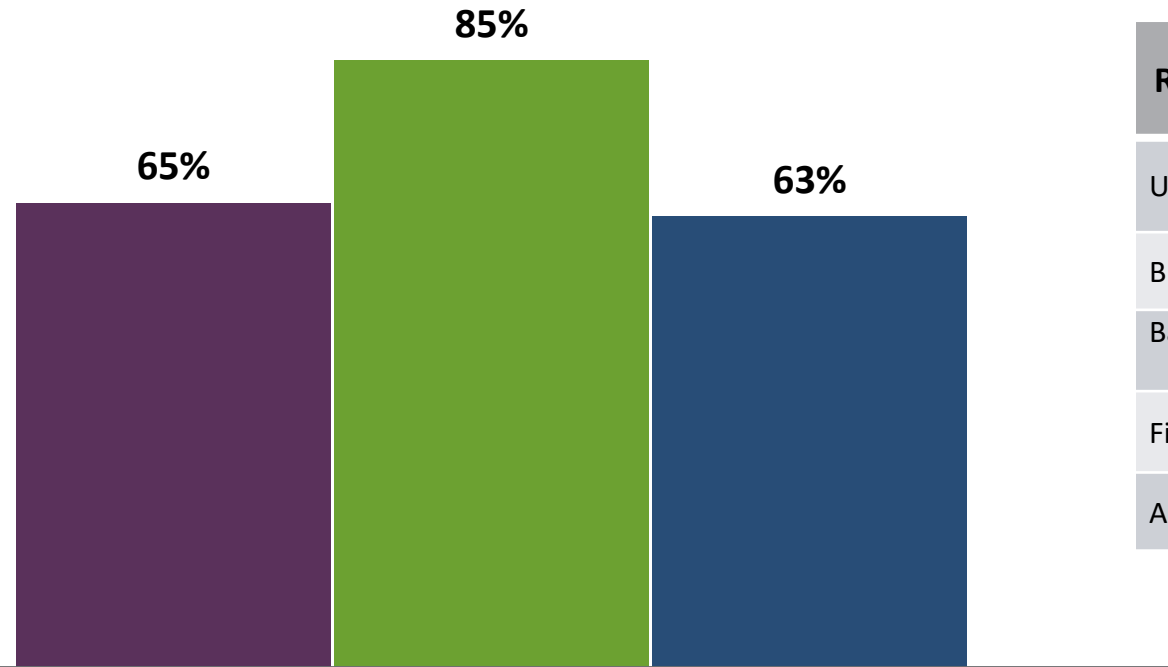


Response	Percentage
Unable to keep doctors/Staff shortages	14%
Blue Cross Blue Shield problems	12%
Bad experience/Low quality care/Poor treatment	12%
Financial issues	11%
General negative	8%
General info/heard/seen	8%
Struggling	8%
Lack of available healthcare services	7%
General positive/Good experience	6%
Administration/Management issues	5%
Newly elected officials/board members	5%
Seismic issue	2%
Other	10%
Don't know/unsure/refused	3%

MCHCD Awareness Over Time

Awareness of the District has fallen since 2018, returning to levels more similar to 2016. Issues such as financial challenges and administration or management issues have continued but are mentioned by fewer than in the past.

■ 2016 ■ 2018 ■ 2024



Have heard a lot or a little

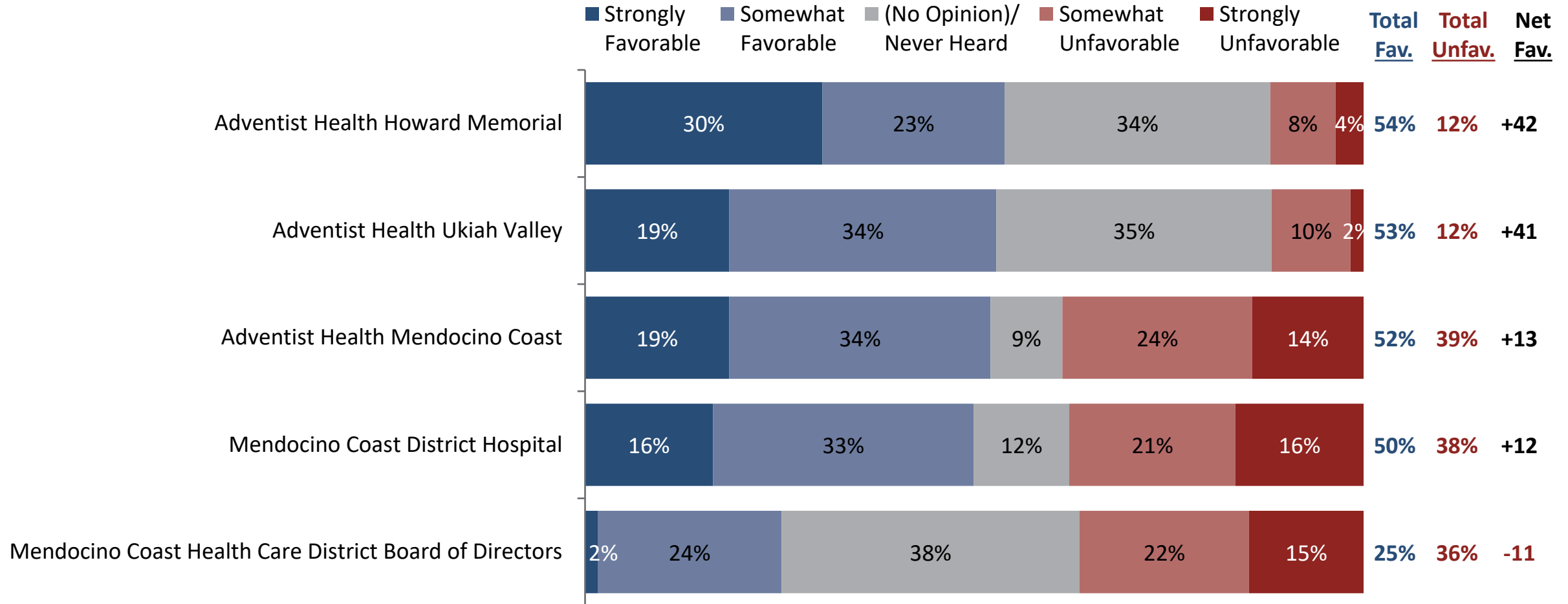
What have you heard or seen?

Response	2016 (n=161)	2018 (n=281)	2024 (n=127)
Unable to keep doctors/Staff shortages	10%	6%	14%
Blue Cross Blue Shield problems	-	-	12%
Bad experience/Low quality care/Poor treatment	14%	25%	12%
Financial issues	29%	34%	11%
Administration/Management issues	21%	26%	5%

Mendocino Coast Health Care District & Hospital Ratings



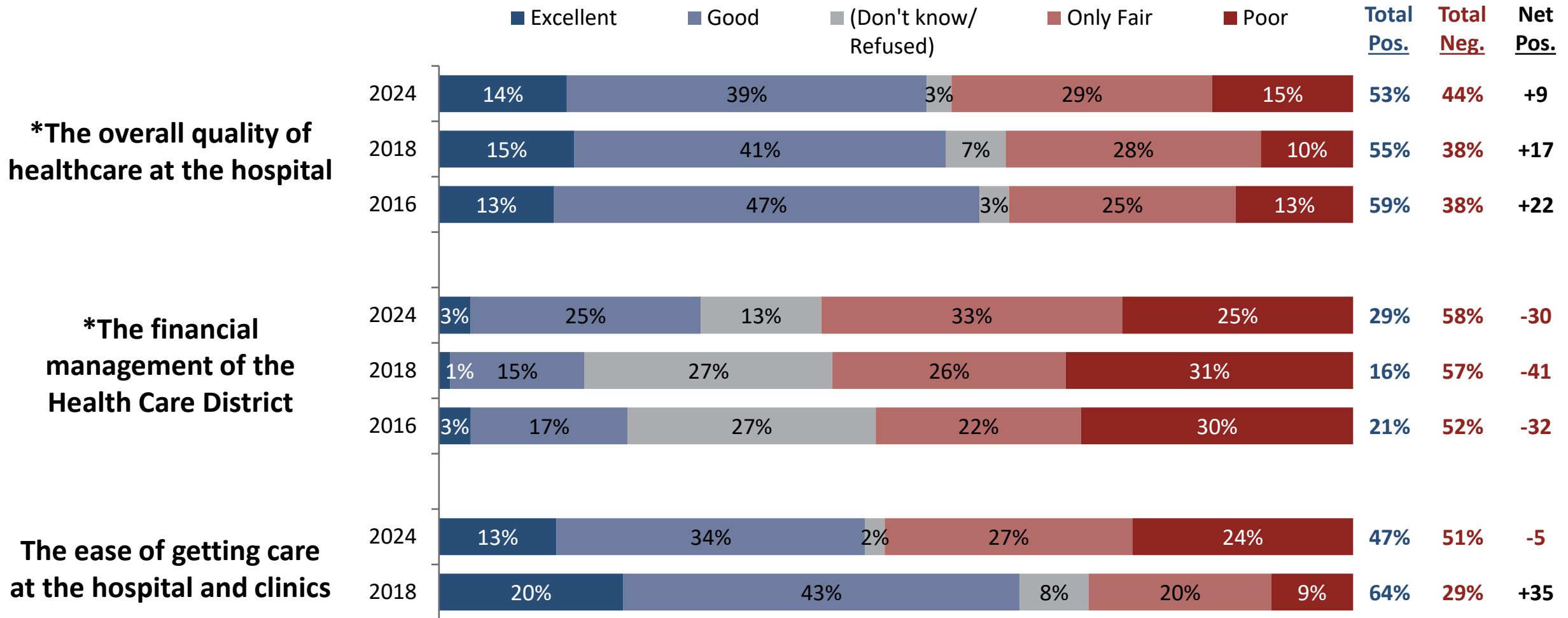
Howard Memorial and Ukiah Valley are less well-known but have higher net-positive ratings than MCHCD.



Q6-Q10. Please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of each one.

Ratings Over Time

Ratings of the quality of care at the hospital remain more positive than negative, but there has been a drop in the rating for accessibility of care. More than half rate the financial management of the District negatively.



*Note: Wording slightly updated from 2018

Q11-Q13. Please rate each of the following using a scale of excellent, good, only fair, or poor.

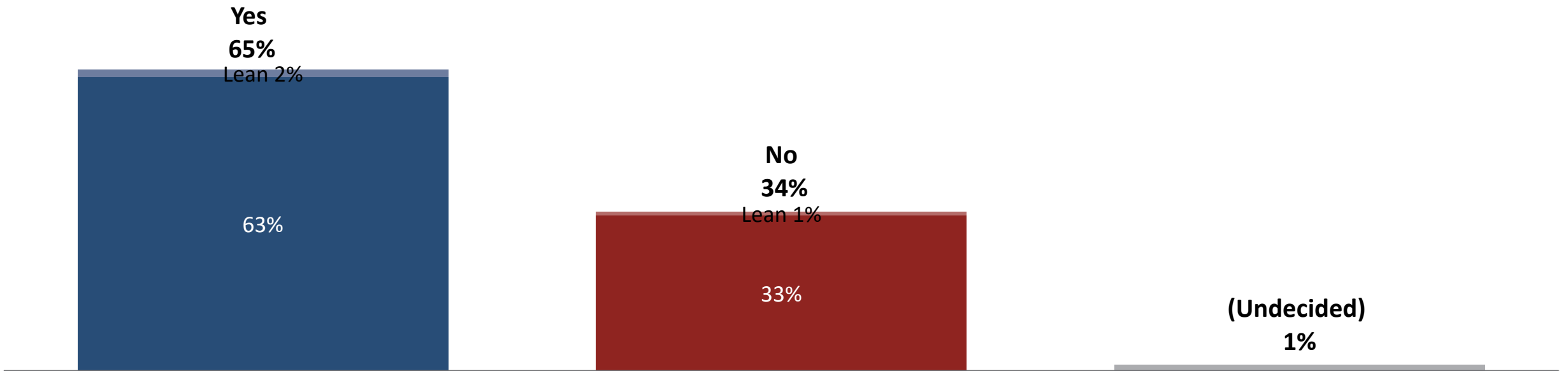


Potential Bond Measure

Initial Vote

Initial support for the measure is close to the two-thirds threshold for passage.

To modernize our local hospital to continue essential services, including life-saving care on the Coast for victims of accidents, and other life-threatening emergencies, by conducting a state-mandated seismic retrofit, and repair/replace leaky roofs and outdated electrical, plumbing and sterilization systems; shall Mendocino Coast Health Care District's measure authorizing \$20,000,000 in bonds, levying a tax rate of approximately \$27 per \$100,000 of assessed valuation (generating an estimated average \$1,500,000 annually) while bonds are outstanding, be adopted?



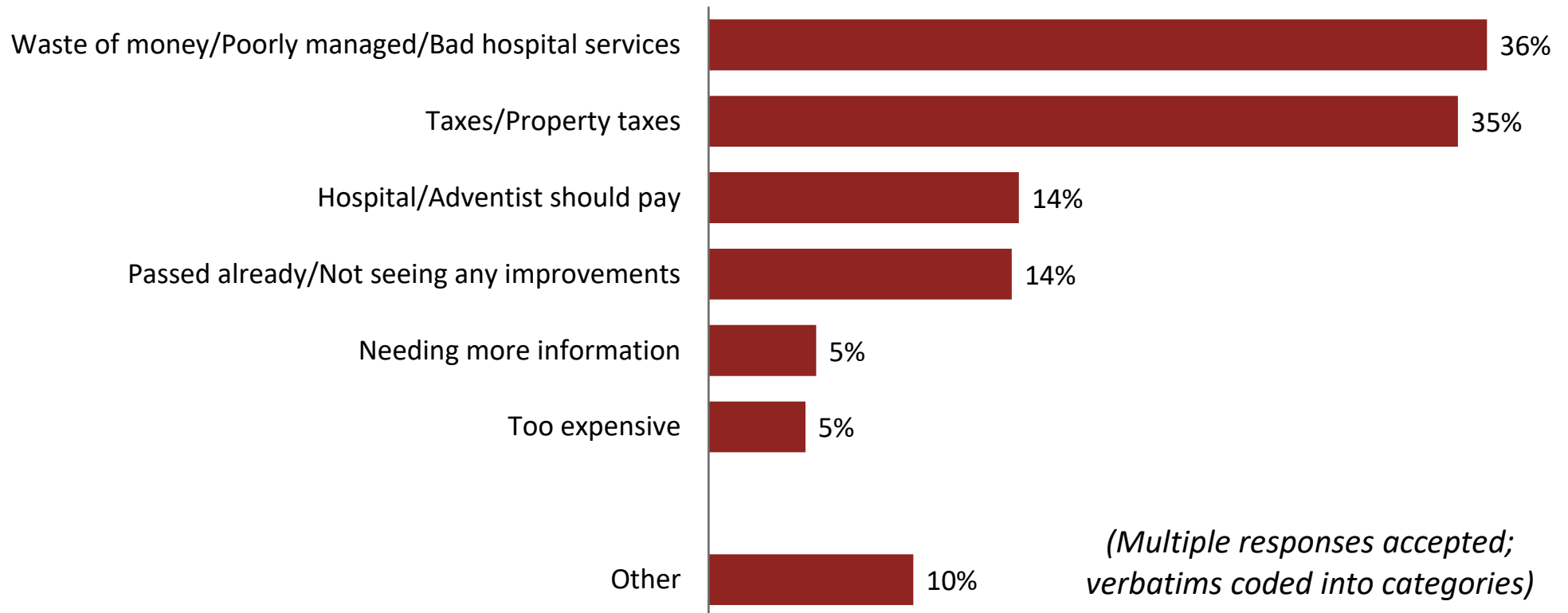
Reasons for not Supporting Measure

Negative perceptions about the hospital and tax aversion are the primary reasons cited for opposition to the measure.

(n=69)

(IF Voted No) Why did you vote no on this measure?

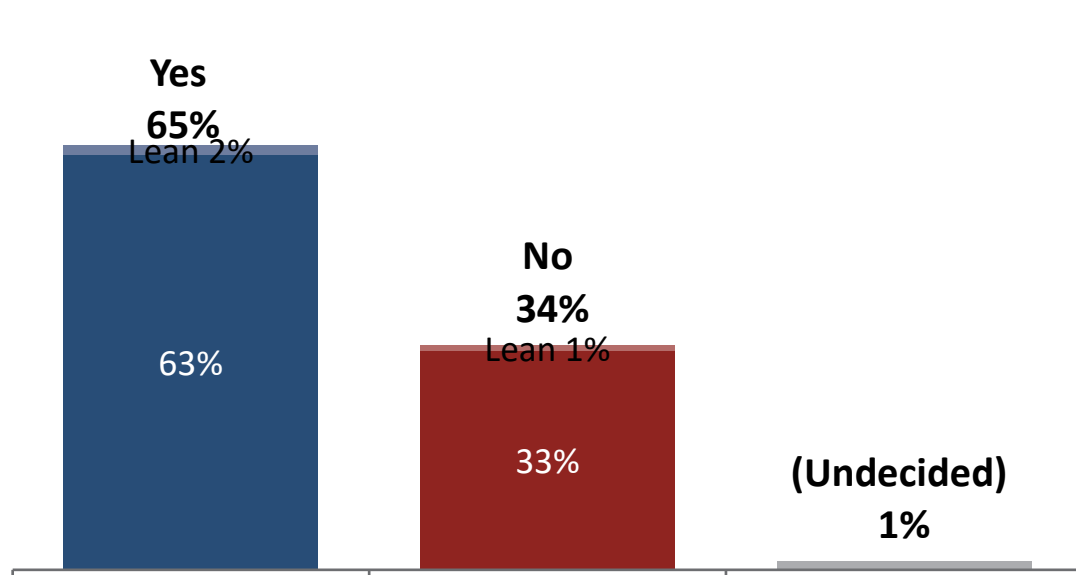
Open-ended question, verbatim responses coded into categories shown below.



Vote After Context

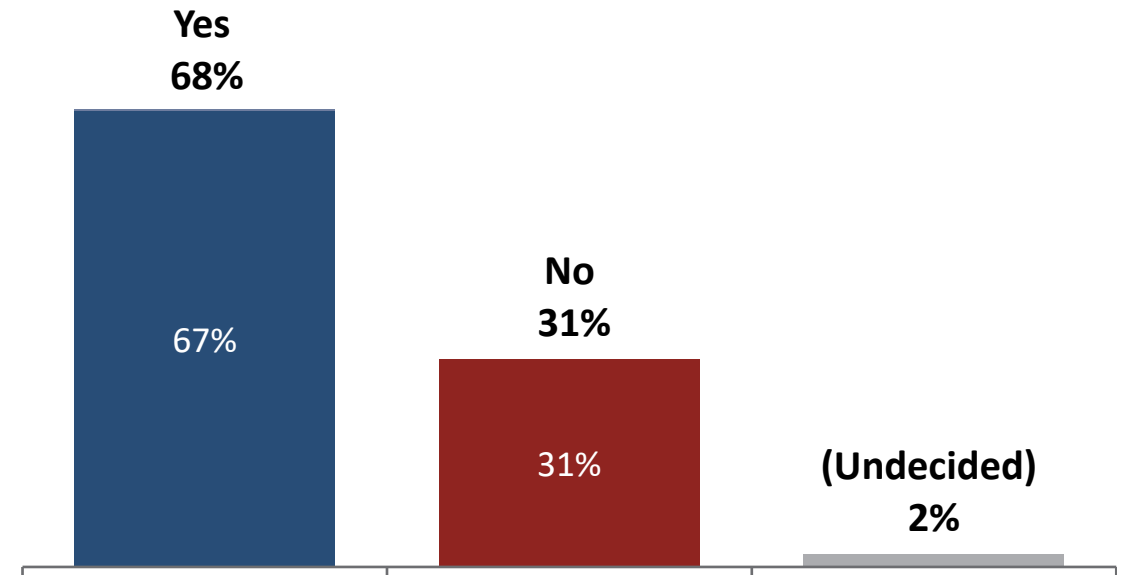
A short, informational message about the reason for the measure is impactful, moving support to two-thirds.

To modernize our local hospital to continue essential services, including life-saving care on the Coast for victims of accidents, and other life-threatening emergencies, by conducting a state-mandated seismic retrofit, and repair/replace leaky roofs and outdated electrical, plumbing and sterilization systems; shall Mendocino Coast Health Care District's measure authorizing \$20,000,000 in bonds, levying a tax rate of approximately \$27 per \$100,000 of assessed valuation (generating an estimated average \$1,500,000 annually) while bonds are outstanding, be adopted?



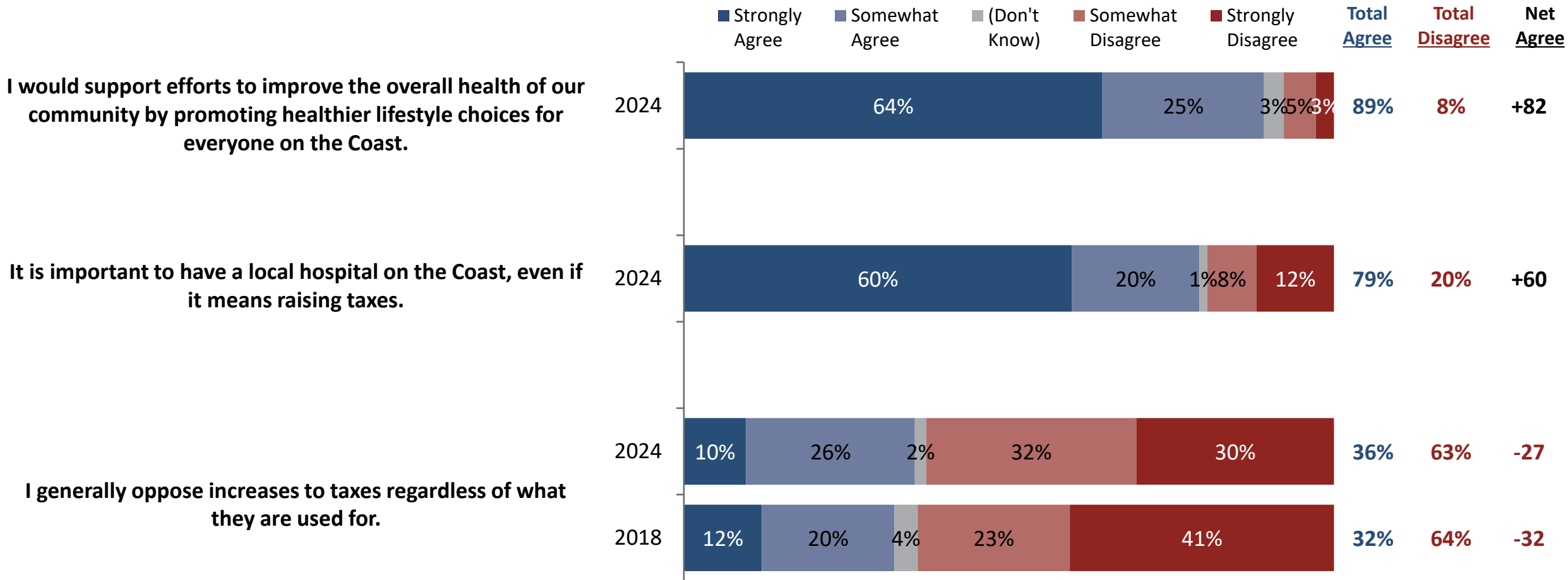
The state of California has mandated that all hospitals be updated to current seismic standards by 2030. Failure to upgrade or replace our local hospital buildings could result in the closure of the hospital. This bond measure would provide funding for the seismic retrofit to ensure the local hospital stays open.

Given what you've heard, if the election were held today, would you vote yes to approve or no to reject the bond measure for Mendocino Coast Health Care District?



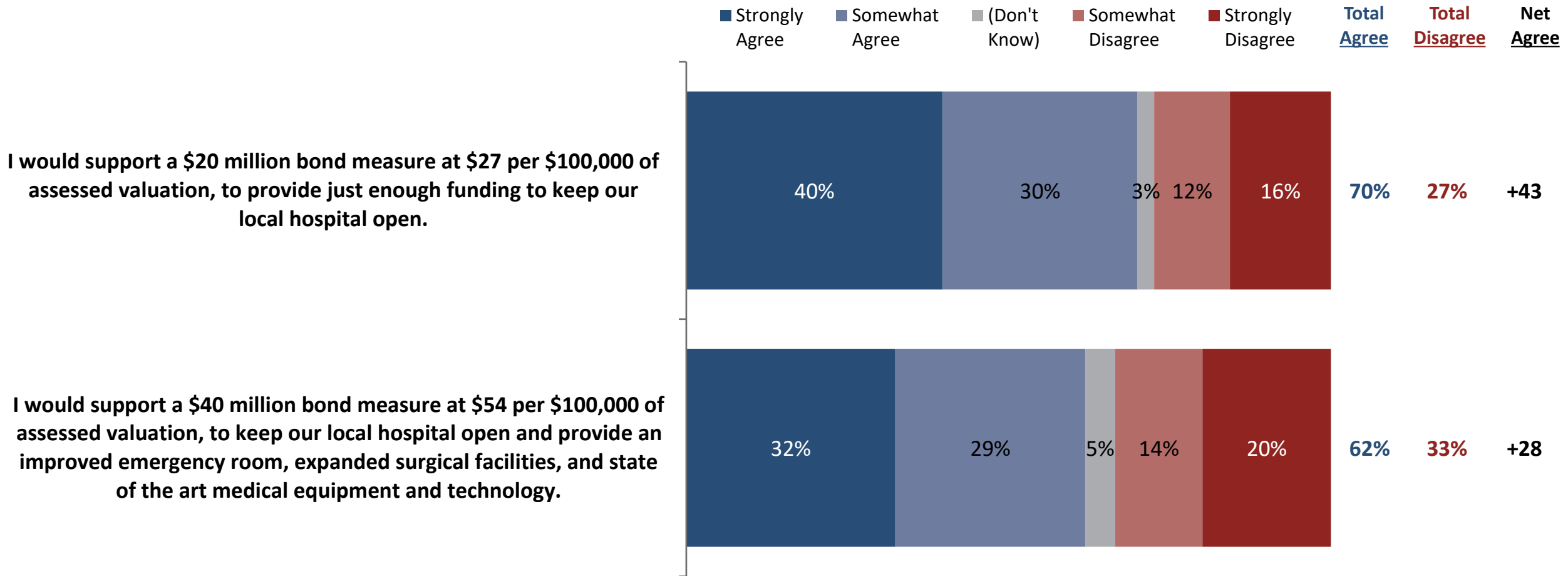
Funding Priorities & Tax Sensitivity

There is an unambiguous desire to keep a local hospital on the Coast and voters continue to be quite tax resilient. Nine-in-ten voters express support for efforts to improve community health and promote healthier lifestyle choices.



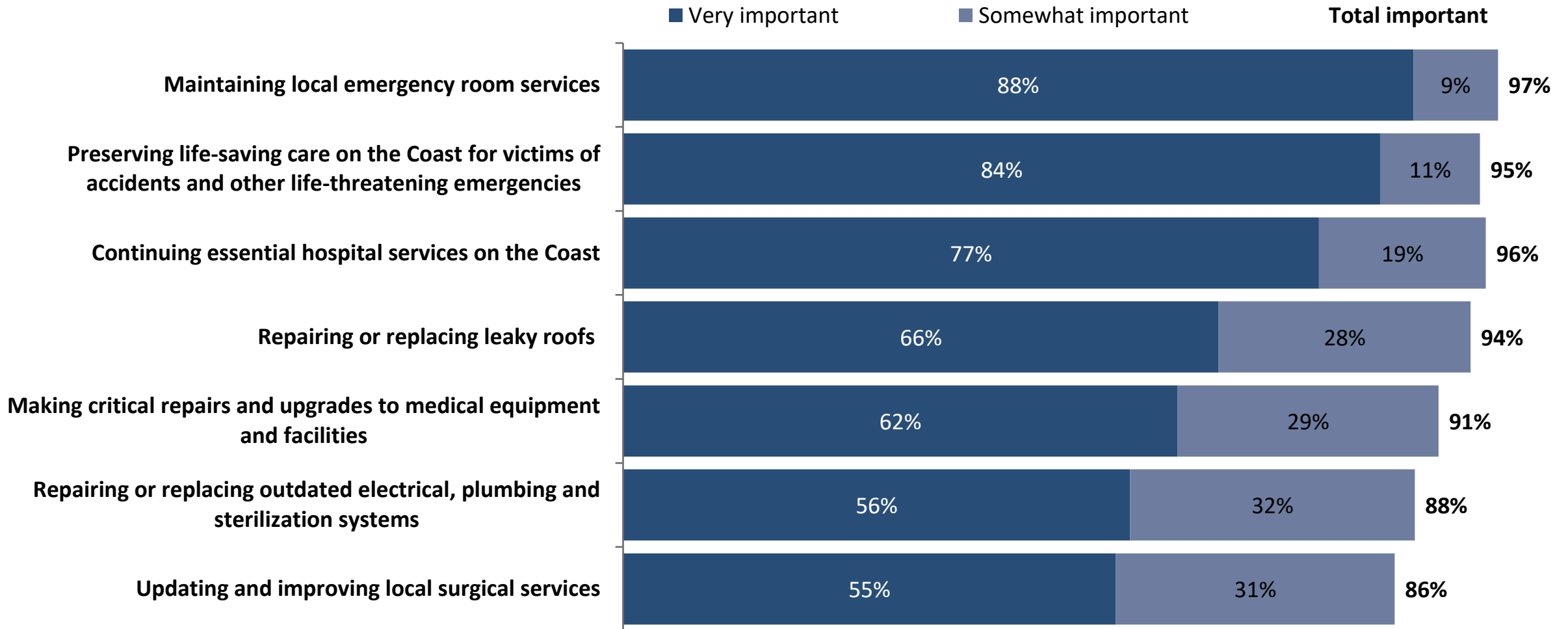
Bond Amount & Price Sensitivity

While there is majority support for a larger bond that provides more updates and expansions for the hospital, support is weaker than for the proposed \$20 million bond and is below the two-thirds threshold for passage.



Top Bond Components

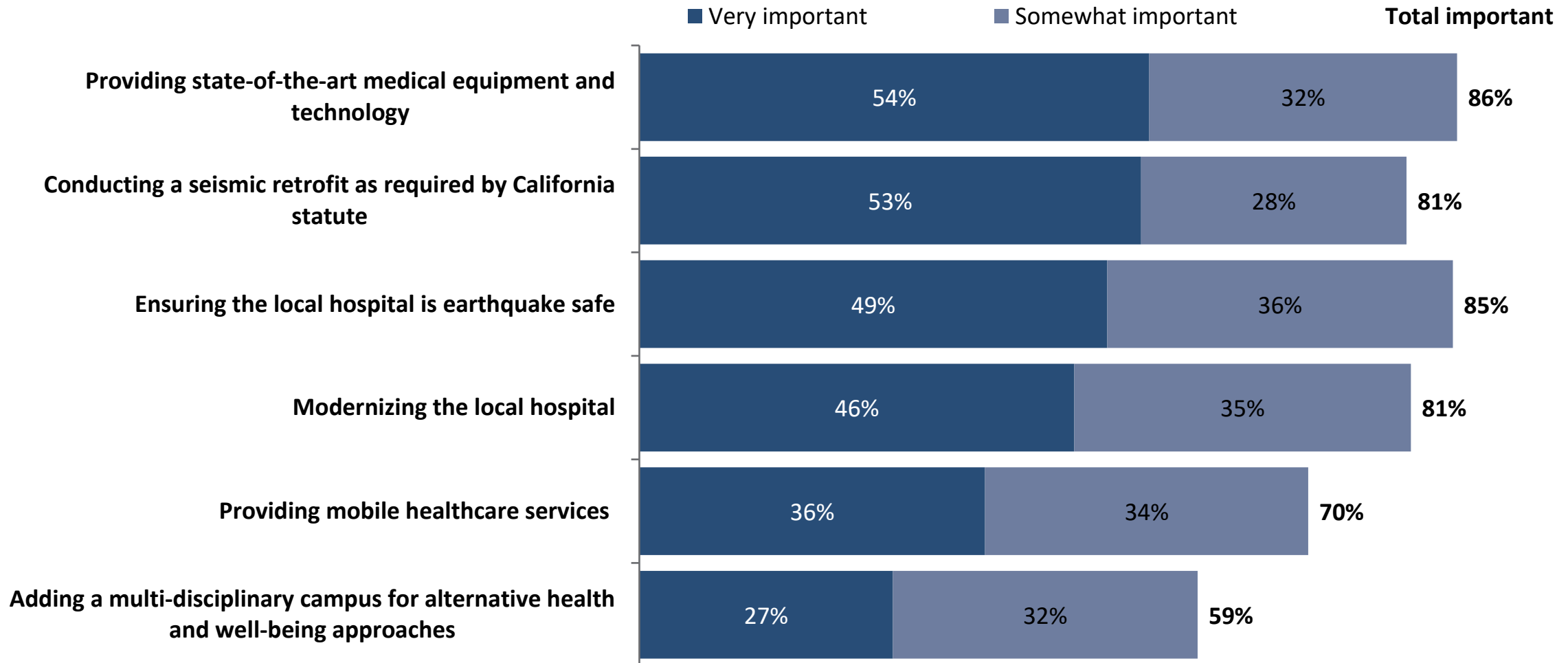
Overwhelming majorities find all priorities tested to be important with strong intensity behind maintaining emergency room services, 'preserving care' and 'continuing essential services' on the Coast.



Q22-Q34. After each one, please tell me if that item is very important, somewhat important, not too important, or not at all important to you.

Bond Components cont.

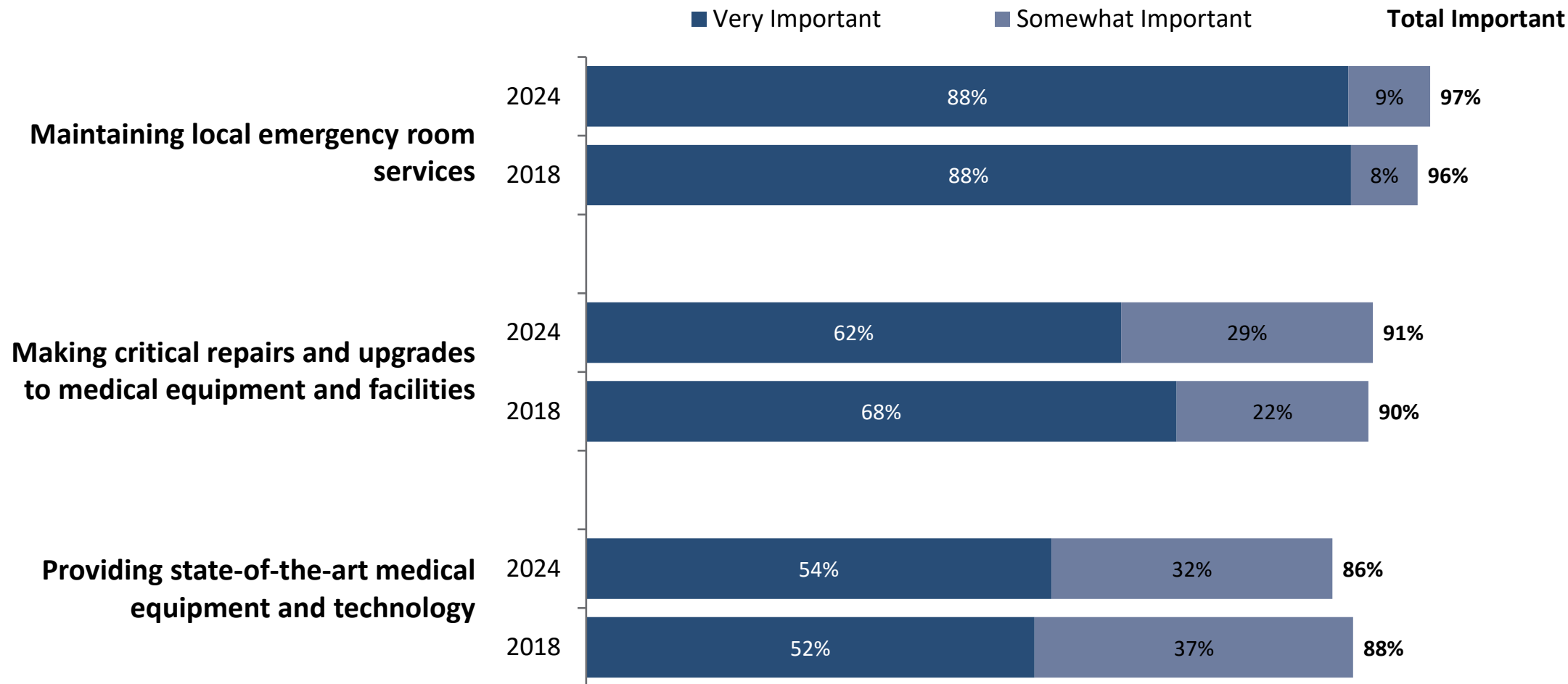
'Modernizing the local hospital' is important to most but with lower intensity than preserving and maintaining services. Mobile healthcare services and adding a multi-disciplinary campus are seen as less important than other components.



Q22-Q34. After each one, please tell me if that item is very important, somewhat important, not too important, or not at all important to you.

Funding Priorities Over Time

Maintaining emergency services, making critical repairs and upgrades, and providing state-of-the-art equipment and technology all remain very important to strong majorities of voters, particularly maintaining local emergency services.



Q22-Q34. After each one, please tell me if that item is very important, somewhat important, not too important, or not at all important to you.



Additional Messages

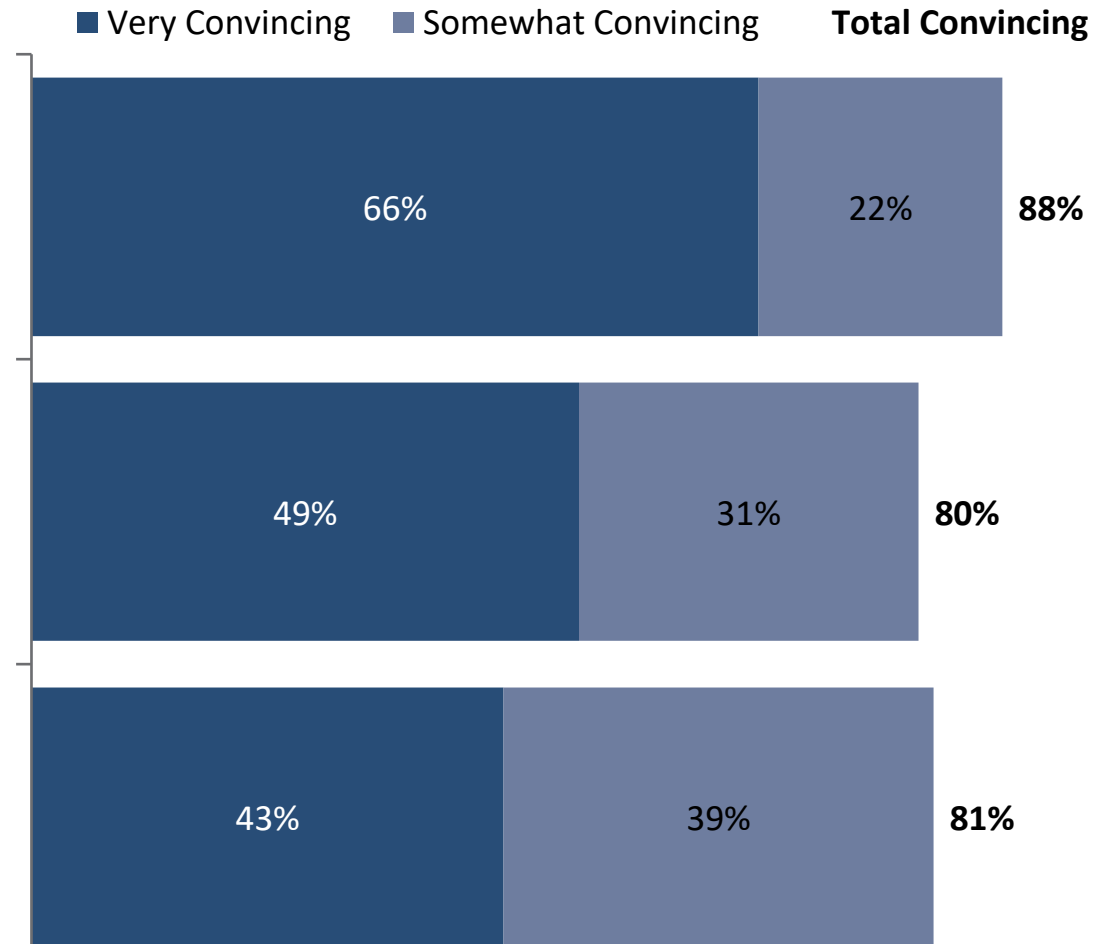
Positive Information

Reminding voters of the importance of having a local hospital in the first hour after a life-threatening incident is particularly compelling.

The first hour after a life-threatening accident, stroke, or other emergency can mean the difference between life and death. Losing our local hospital would mean the closest hospital would be in Willits or Ukiah. This measure will save lives by keeping our local hospital and emergency services open.

By law, all of the revenue from this measure must be spent locally. No funds can be taken away by the state or county, and the measure includes annual audits and citizen oversight to ensure that all funds are spent as promised.

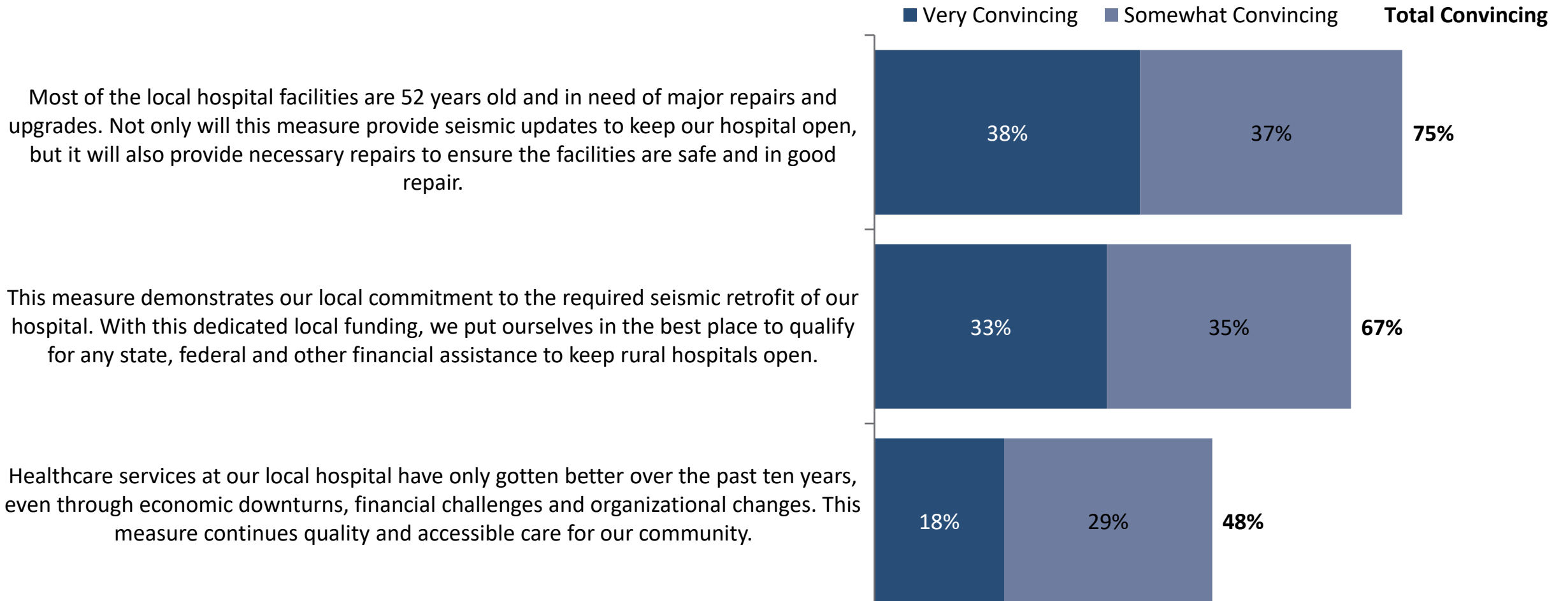
Our community stepped up to build our local hospital decades ago so that we had access to essential medical care right here on the Coast. We need to keep it open for our families, neighbors and the entire community.



Q35-Q40. Next, I'd like to read you statements from people who support the Mendocino Coast Health Care District bond measure. After each one, please tell me how convincing that statement is as a reason to vote for the Mendocino Coast Health Care District measure.

Positive Information

Other messages are also convincing to voters, but the “improved services” message is an exception.



Q35-Q40. Next, I'd like to read you statements from people who support the Mendocino Coast Health Care District bond measure. After each one, please tell me how convincing that statement is as a reason to vote for the Mendocino Coast Health Care District measure.

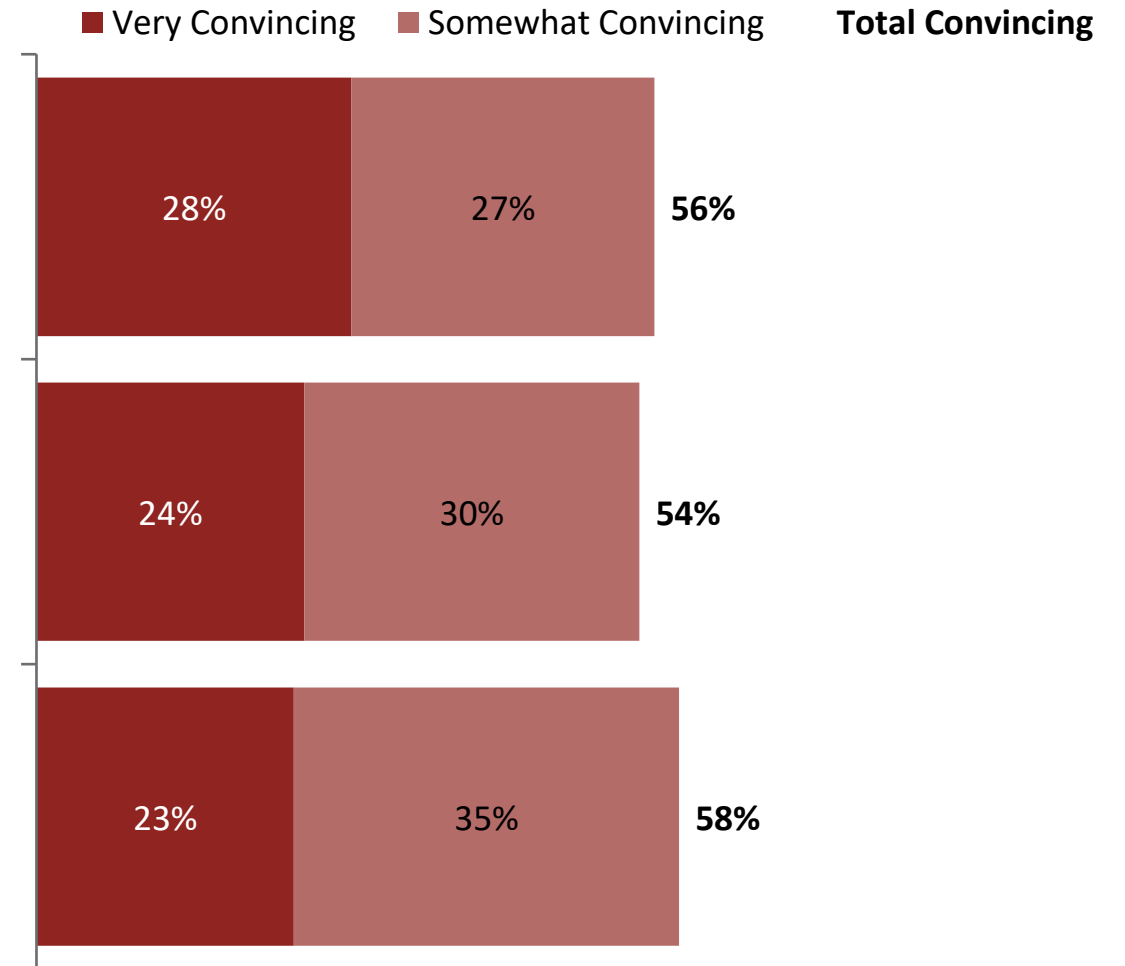
Opposition Messages

Some opposition messages are compelling, especially those suggesting that the District cannot be trusted.

The Mendocino Coast Health Care District just passed a parcel tax a few years ago and they didn't use the funding on things that matter to our community. We can't trust them to keep their promises and we should not give them any more money.

The local health care district is poorly managed and does not provide the security of knowing that you're going to be well taken care of if you go to the hospital.

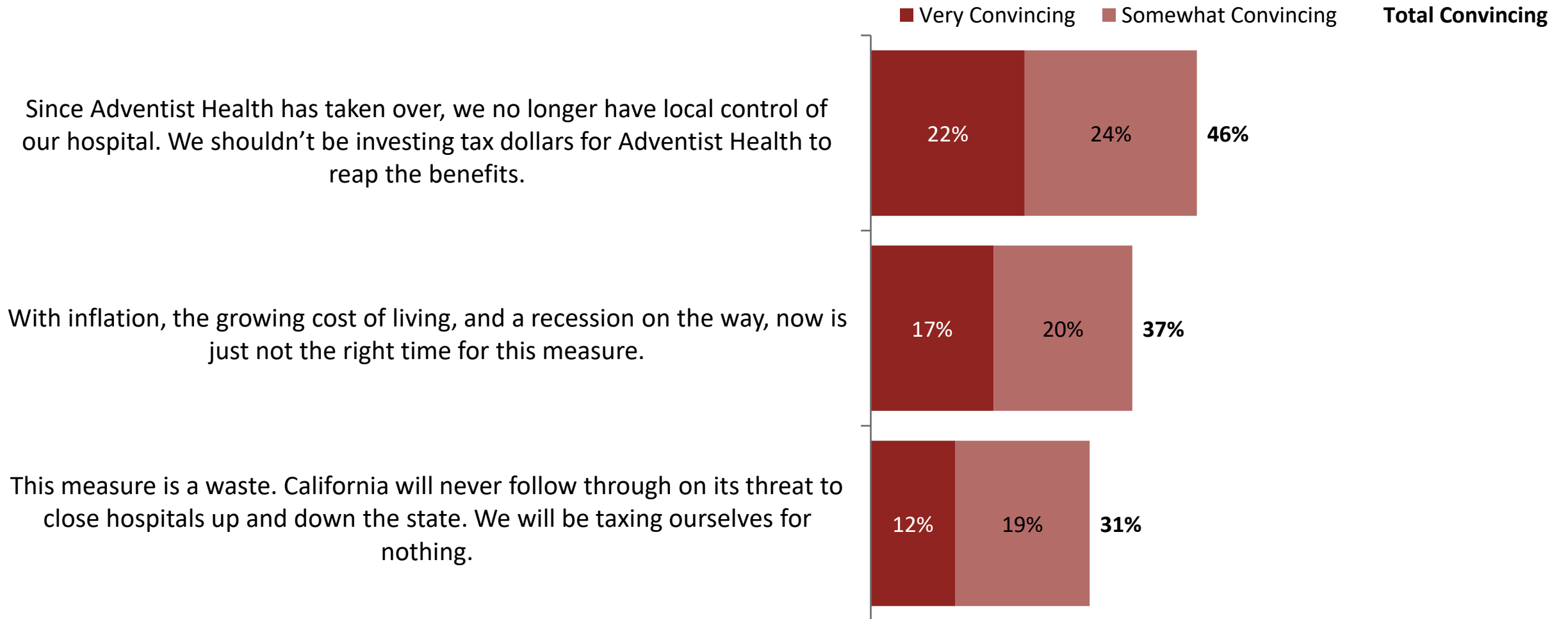
The Mendocino Coast Health Care District declared bankruptcy in 2012 and its finances are in trouble again today. We just can't trust the health care district to manage money properly.



Q42-Q47. Next, I'd like to read you statements from people who oppose the Mendocino Coast Health Care District bond measure. After each one, please tell me how convincing that statement is as a reason to vote against the Mendocino Coast Health Care District measure.

Opposition Messages

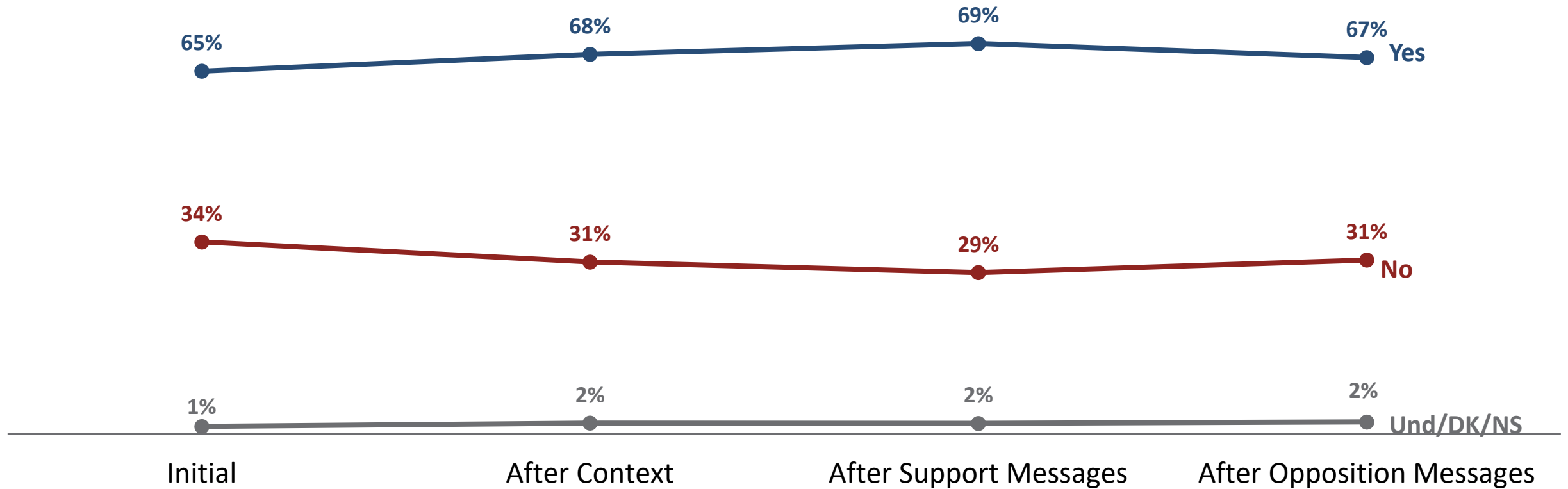
Other opposition messages are less convincing.



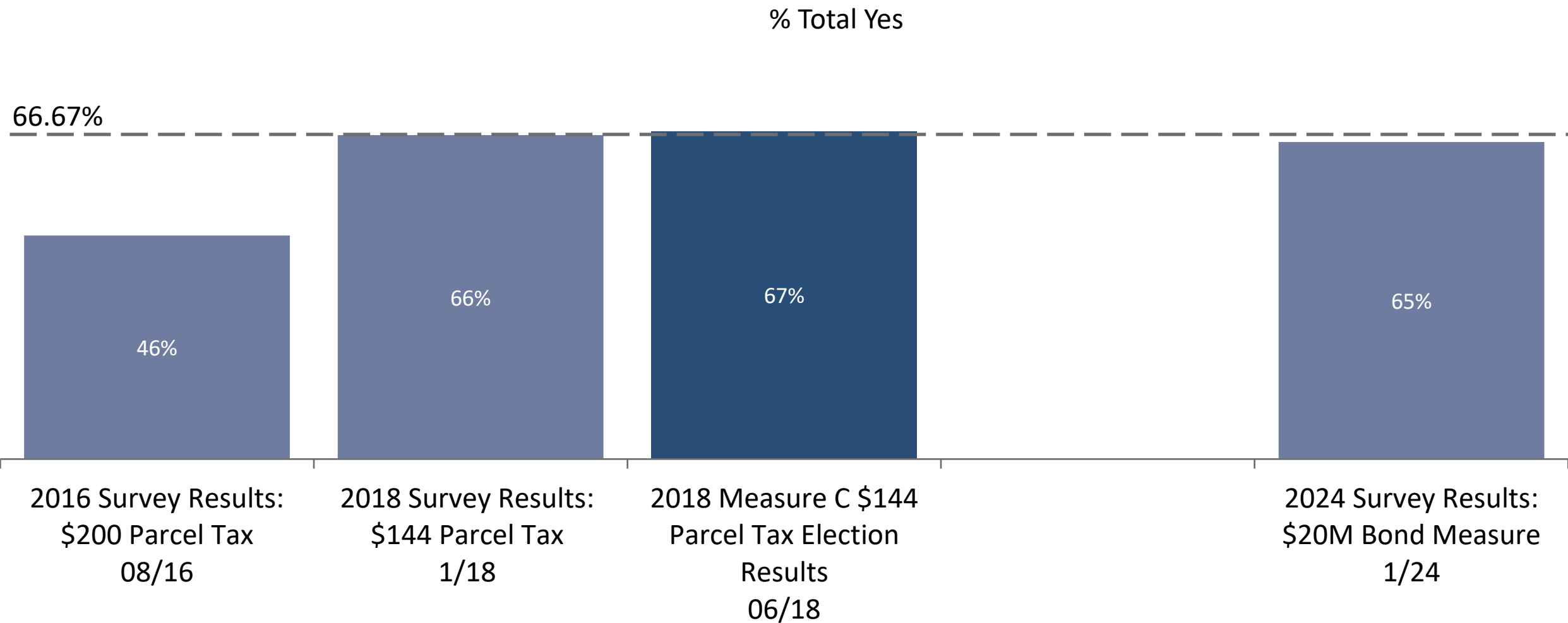
Q42-Q47. Next, I'd like to read you statements from people who oppose the Mendocino Coast Health Care District bond measure. After each one, please tell me how convincing that statement is as a reason to vote against the Mendocino Coast Health Care District measure.

Measure Vote Progression

Opposition messaging has little impact.



Historical Polling and Election Results (Revenue Measures)



Conclusions

- ▶ A bond measure to fund essential seismic upgrades to the hospital may be feasible if voters understand the purpose and necessity of the measure.
- ▶ Long-standing concerns about hospital quality, administration, and financial management, as well as trust in the District could be a factor.
- ▶ Voters find information that highlights the impact of losing the local hospital to be particularly compelling. The accountability features of the measure are also important to voters.
- ▶ Essential to the measure's success is ensuring the community is aware that without a bond measure to fund a seismic retrofit, the hospital may not continue to operate.



Jessica Polsky-Sanchez
jessica@emcresearch.com
510.550.8933

James Tarkington
jtarkington@emcresearch.com
202.849.6528