

**REFORM
ST. LOUIS**



Polling Results & Policy Proposal

February 2021

REFORM ST. LOUIS

SUPPORTERS

We are proudly supported by and working in partnership with:

- Reverend Darryl Gray
- Rabbi Susan Talve
- Yinka Faleti
- J.P. Johnson
- Alderwoman Christine Ingrassia
- Gena Gunn McClendon, PhD



**SHOW ME
INTEGRITY**





POLLING METHODOLOGY



During 2020, Change Research was the official pollster of CNBC, the nation's premier financial network. Change Research conducted Battleground State polling with CNBC throughout the election cycle.

They were the most accurate media pollster working with a major network or publication.

Online surveys are proving to be the new gold standard in polling. In 2020, live phone pollsters were 23% less accurate than polls conducted online and 48% less accurate than Change Research's polls.

Methodology	Average Absolute Error (last 15 Days, all FiveThirtyEight Polls)
Live Phone Only	6.6
Live Phone + IVR (no online component)	6.5
Mixed (IVR w/ Online or Text)	6.3
Online only (Online or Online/Text)	5.1
Change Research	3.5

SAMPLING

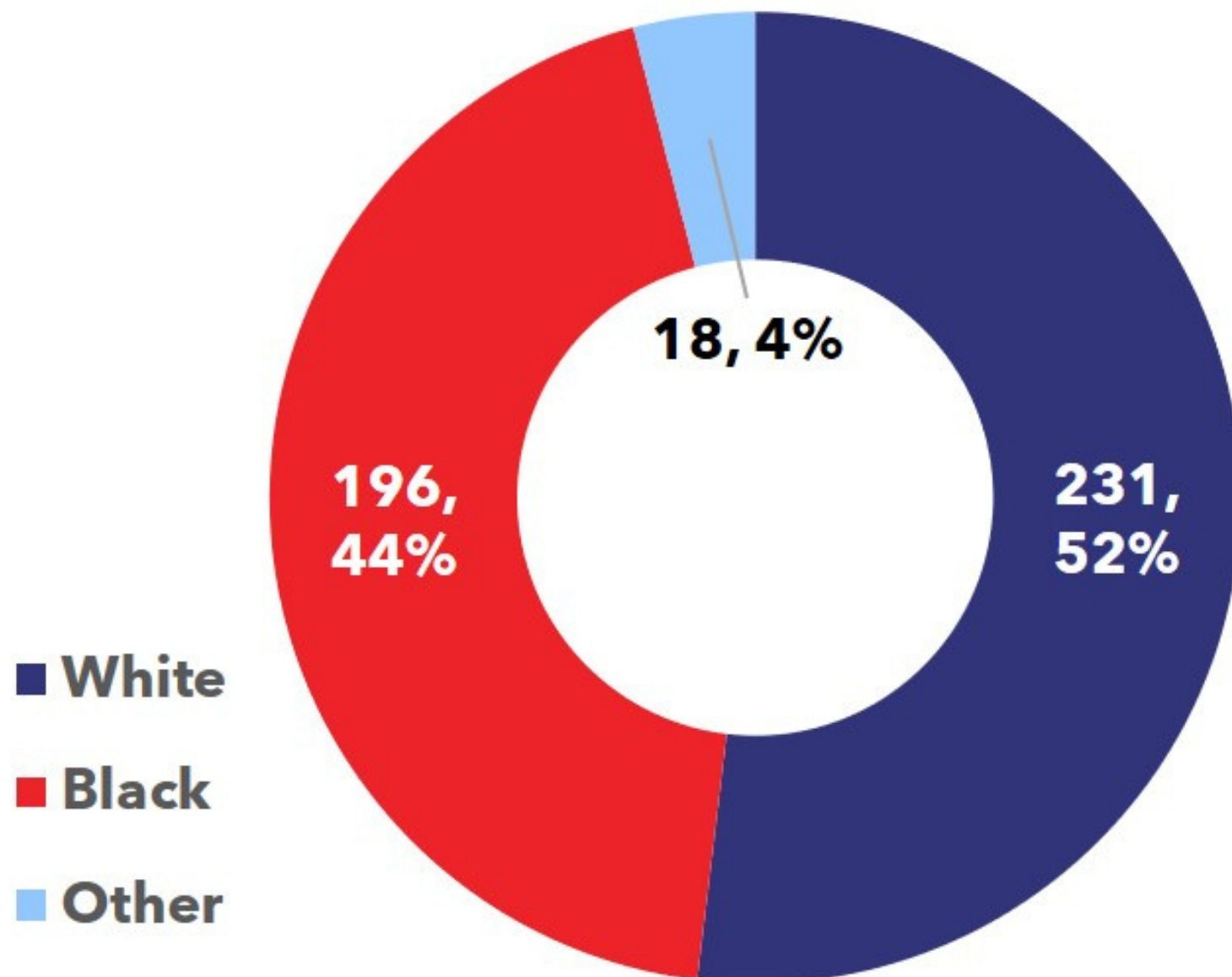
Registered voters who stated that they were likely to vote in the upcoming election were recruited through targeted advertisements, text messages, and a variety of online panels.

Change Research surveyed 445 voters in St. Louis City from February 7–11, 2021. The sample included an oversample of self-identified Black or African American voters. 44% of the sample self-identified as Black or African American.

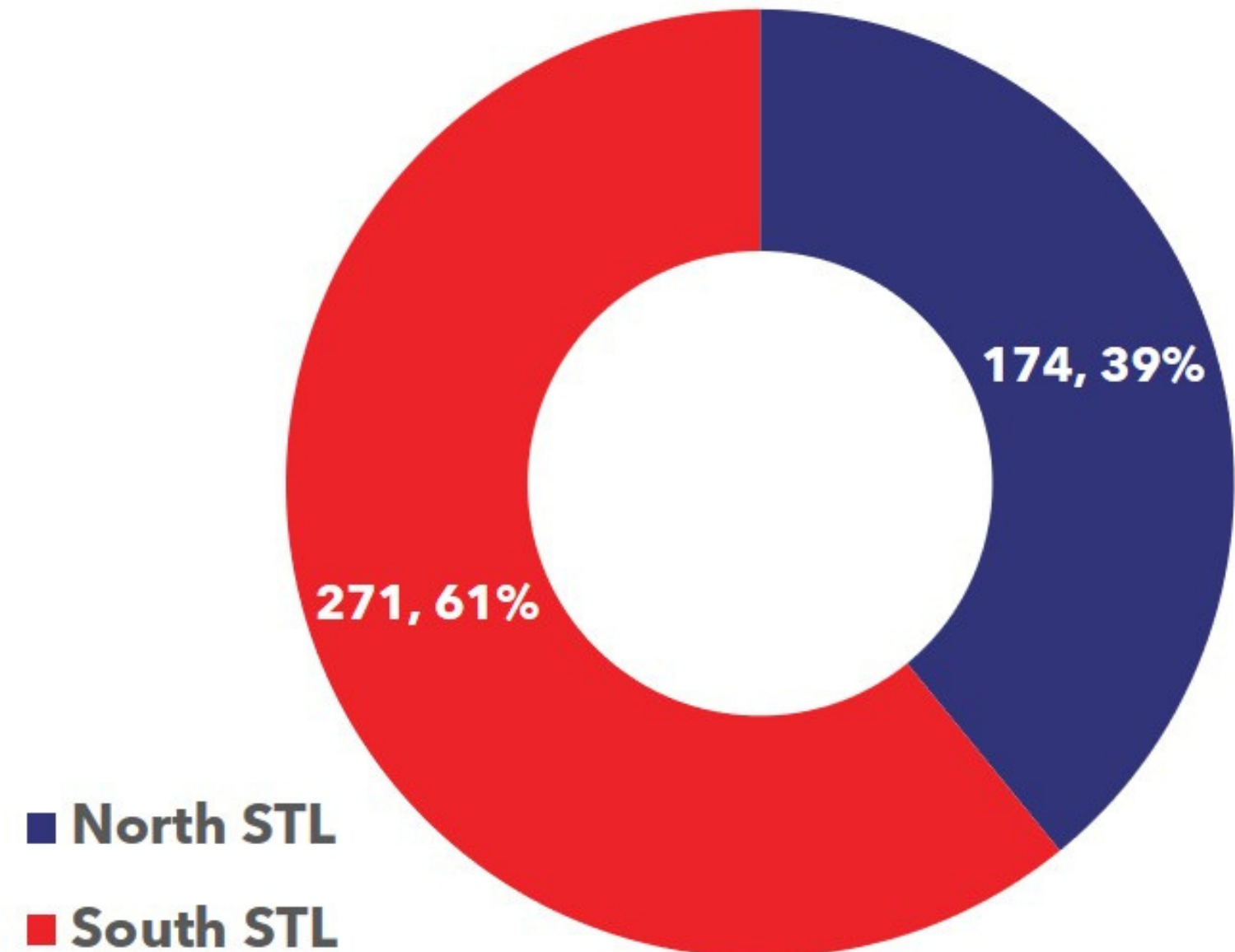
The oversample was based on expected turnout and registration on file for previous municipal/special elections, which is about 34% for Black and African American St. Louisians.

SAMPLE DEMOGRAPHICS: RACE & GEOGRAPHY

Race

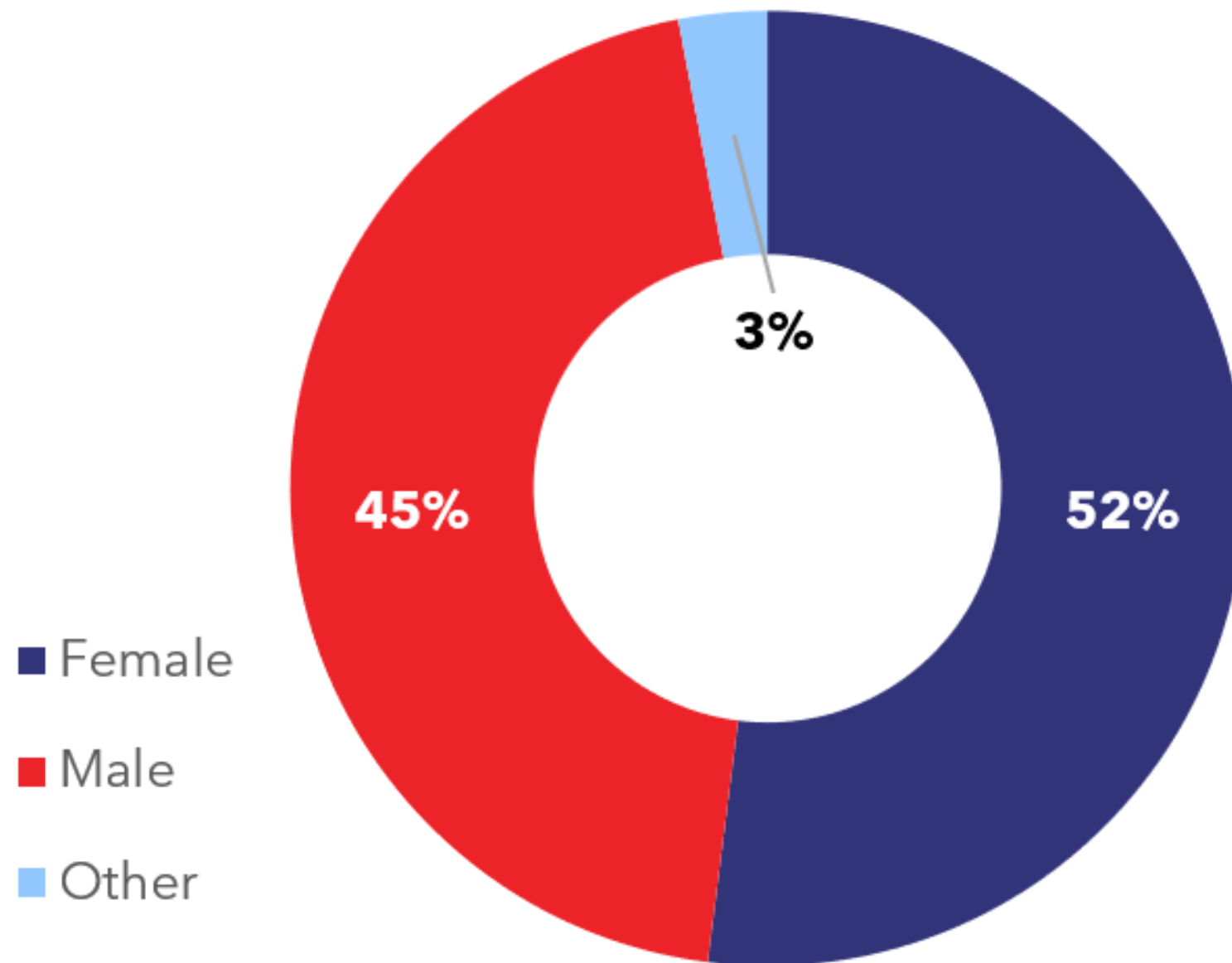


Geography

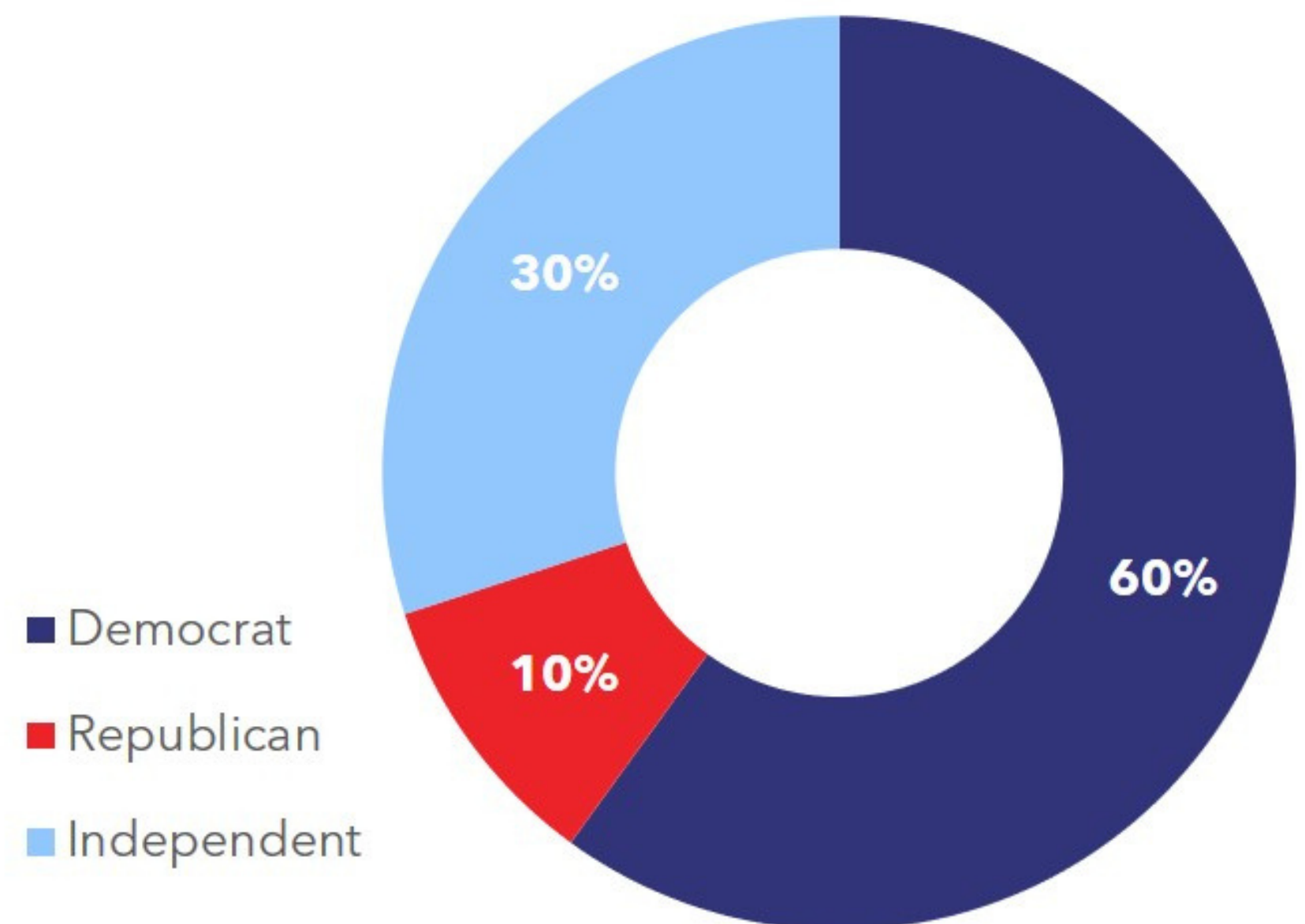


ADDITIONAL DEMOGRAPHICS: GENDER & PARTY ID

Gender



Party ID



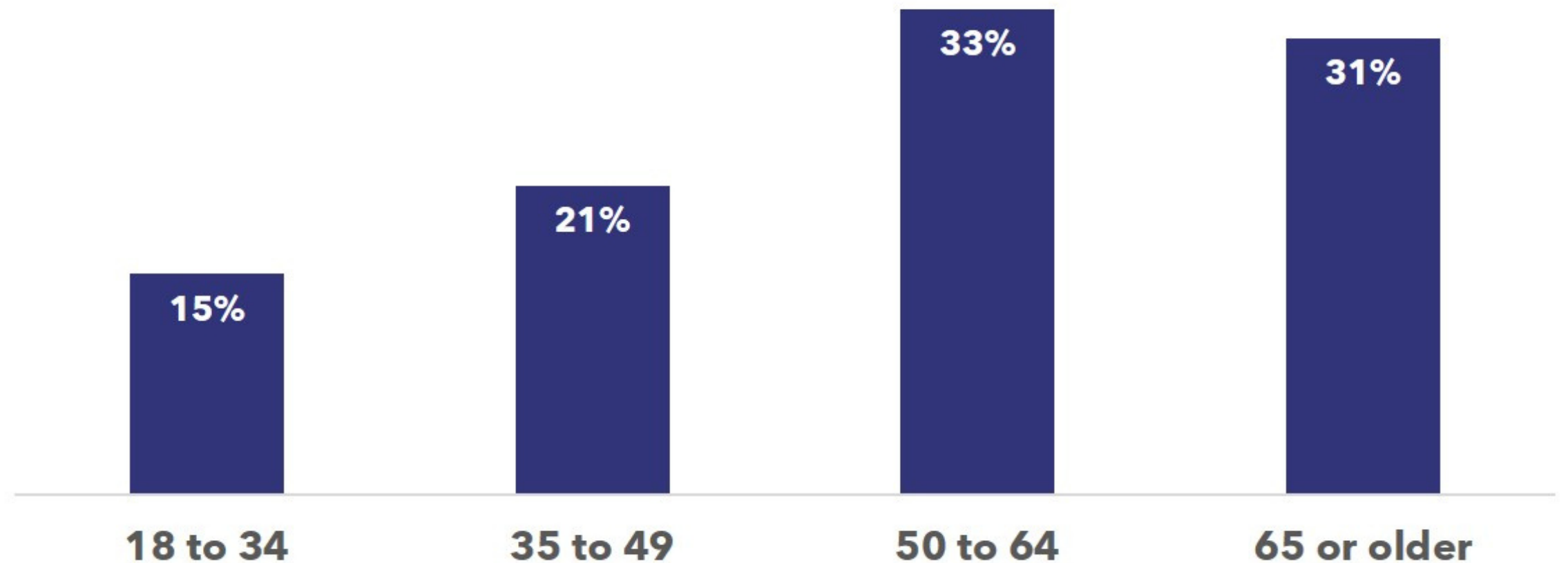
ADDITIONAL DEMOGRAPHICS

INCOME & AGE

Income



Age





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POLLING RESULTS

THE PROBLEM



St. Louisans are very unhappy with the direction of the city and their city government.



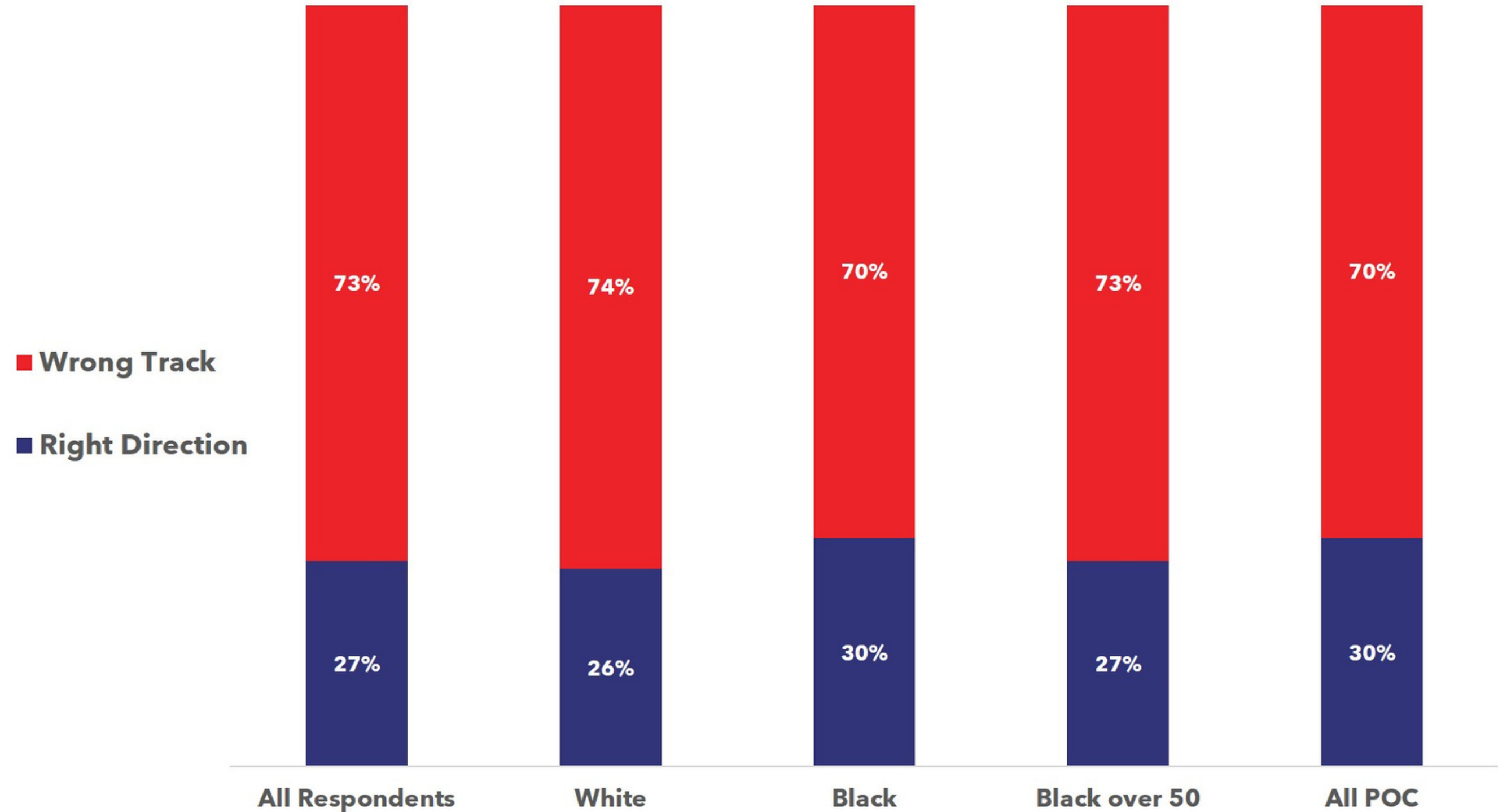
Black respondents are, in general, more dissatisfied with their personal Alderman.



St. Louisans are very dissatisfied with the Board of Aldermen as a whole.

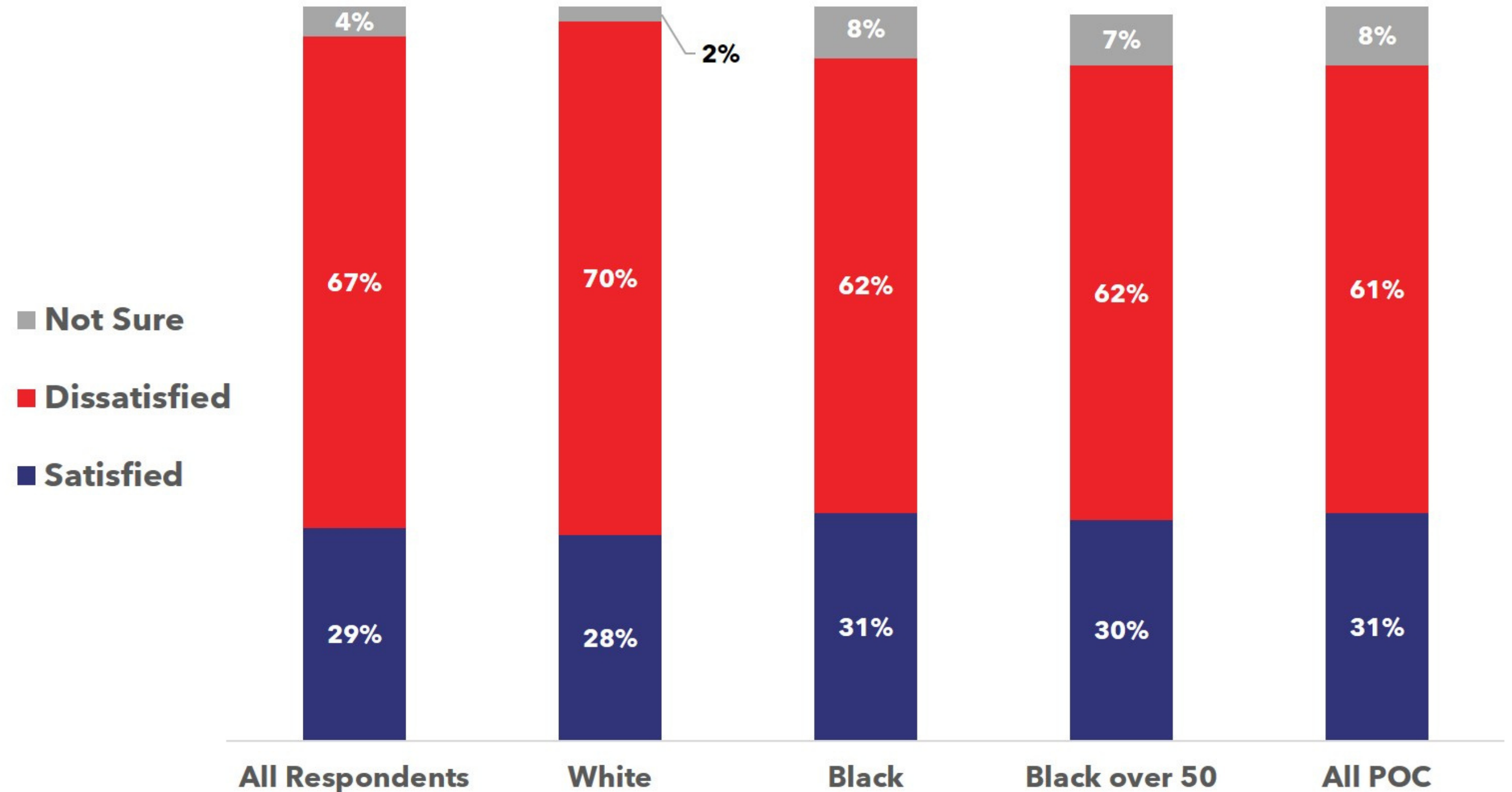
How would you say things are going in the City of St. Louis? Are they going in the right direction or off on the wrong track?

In general, people feel that the City is off on the wrong track. 73% of respondents report feeling this way.



How satisfied or dissatisfied are you with how the St. Louis City Government is addressing your concerns and the needs of the overall city?

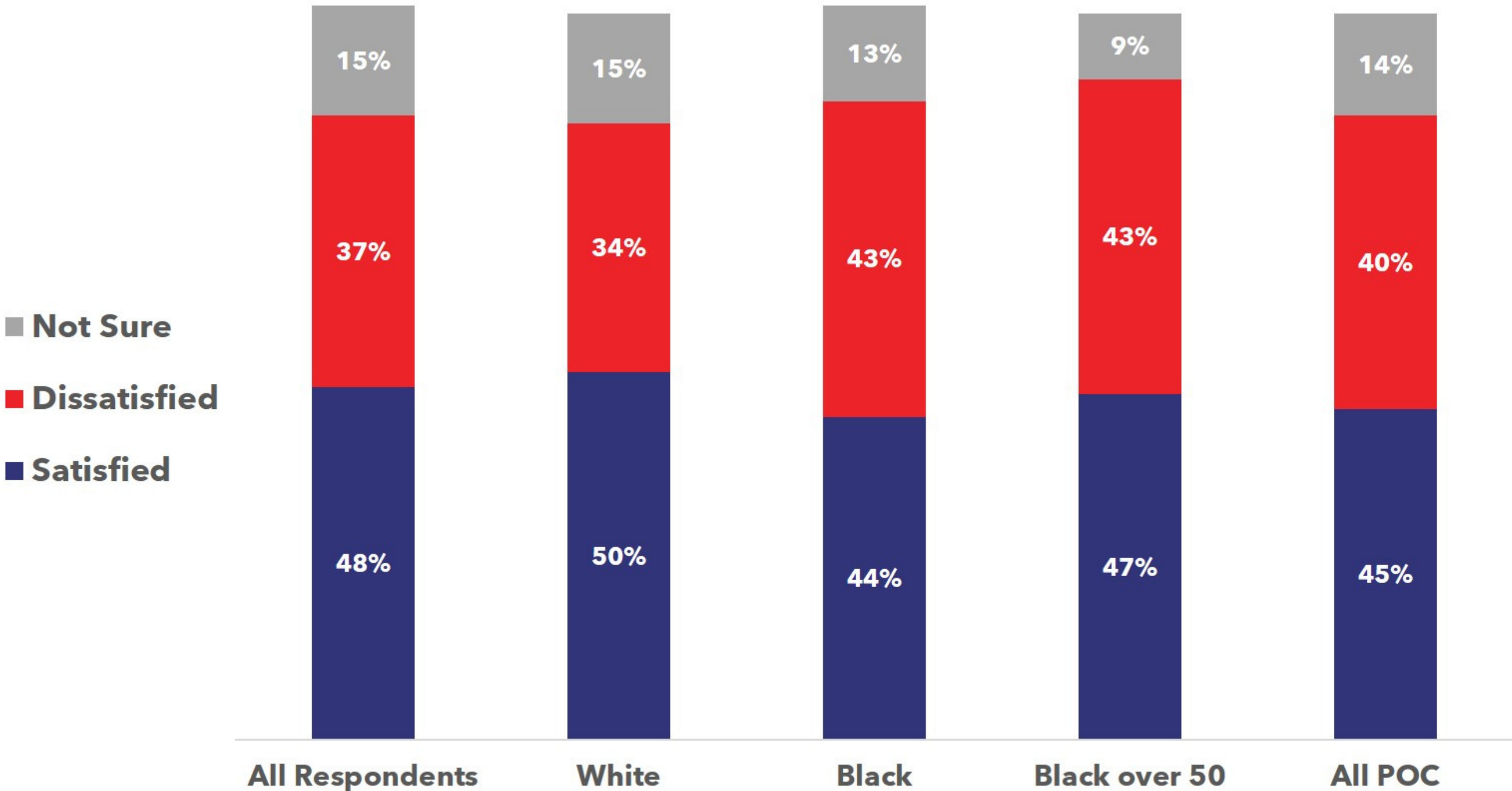
In general, people are very dissatisfied with the St. Louis City Government. Over 67% of respondents report feeling this way.



How satisfied or dissatisfied are you with how your Alderman is addressing your concerns and the needs of the overall city?

On the whole, individual Aldermen have a net +11% approval.

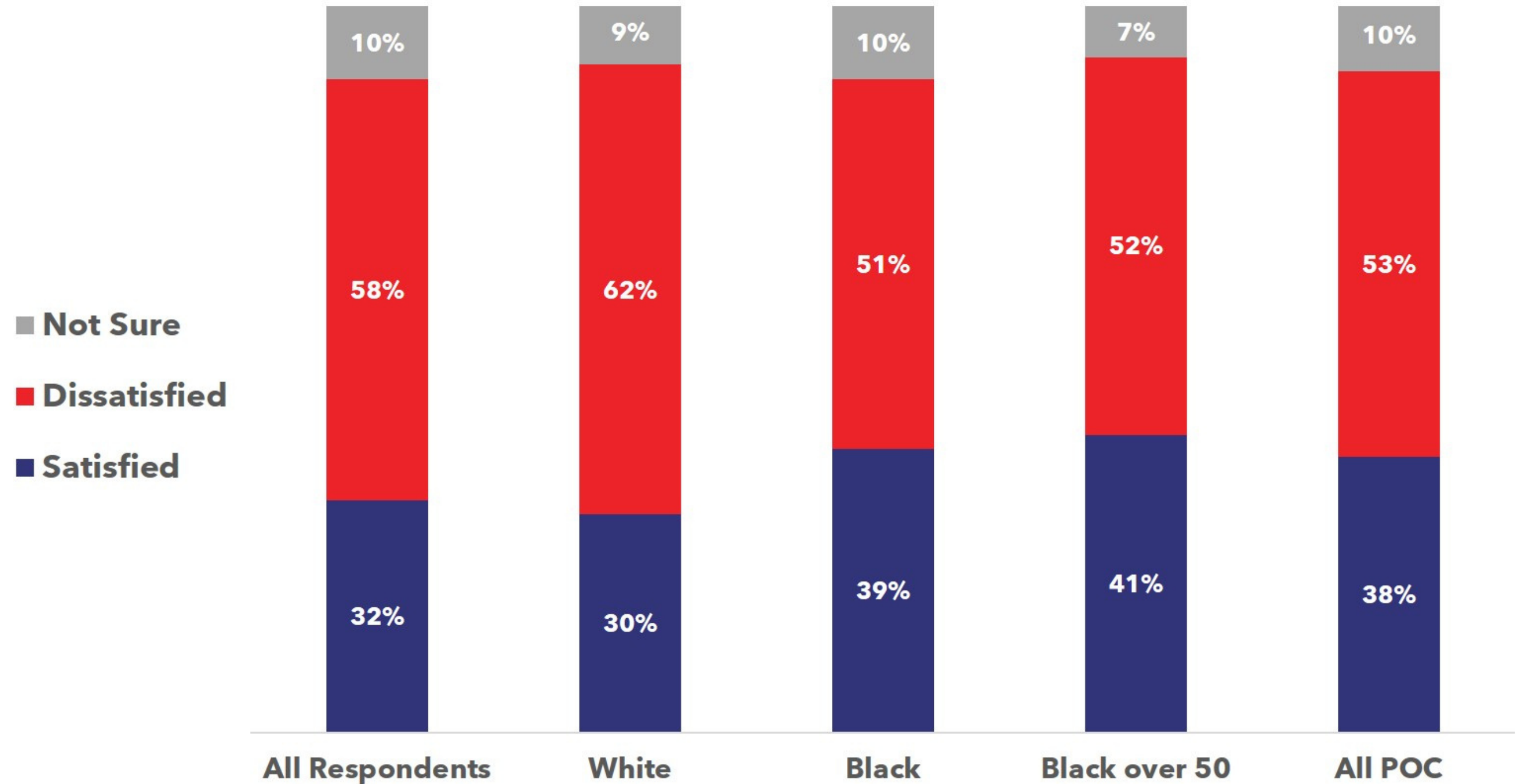
But Black respondents report being less satisfied with their personal Alderman. Net +1% approval.



How satisfied or dissatisfied are you with how the Board of Aldermen is addressing your concerns and the needs of the overall city?

Respondents are very dissatisfied with the Board of Aldermen, with overall approval at -26%.

62% of white respondents & 51% of Black respondents are dissatisfied with the Board of Aldermen.



The Charter Amendment

✓ Independent People's Redistricting Commission

The Commission will consist of seven members who meet eligibility criteria, and will be selected by three Oversight Committee Members. This would give the power to draw ward boundary maps to an equitably selected independent citizens commission, who would be required to hold public hearings and keep neighborhoods and communities together

This proposal helps give voters the ability to hold leaders accountable when they fail to act in the public interest.

✓ Conflict of Interest Reforms

Did you know that alderpersons are not required to recuse themselves when they have conflicts of interest? This is unlike other cities' policies.

Our proposal includes (1) prohibiting lobbyists, aldermen & others with conflicts of interest from serving on the independent commission, and (2) prohibiting aldermen from taking actions on policies where they have a personal or financial conflict of interest related to the legislation being considered

✓ Transparency at Board

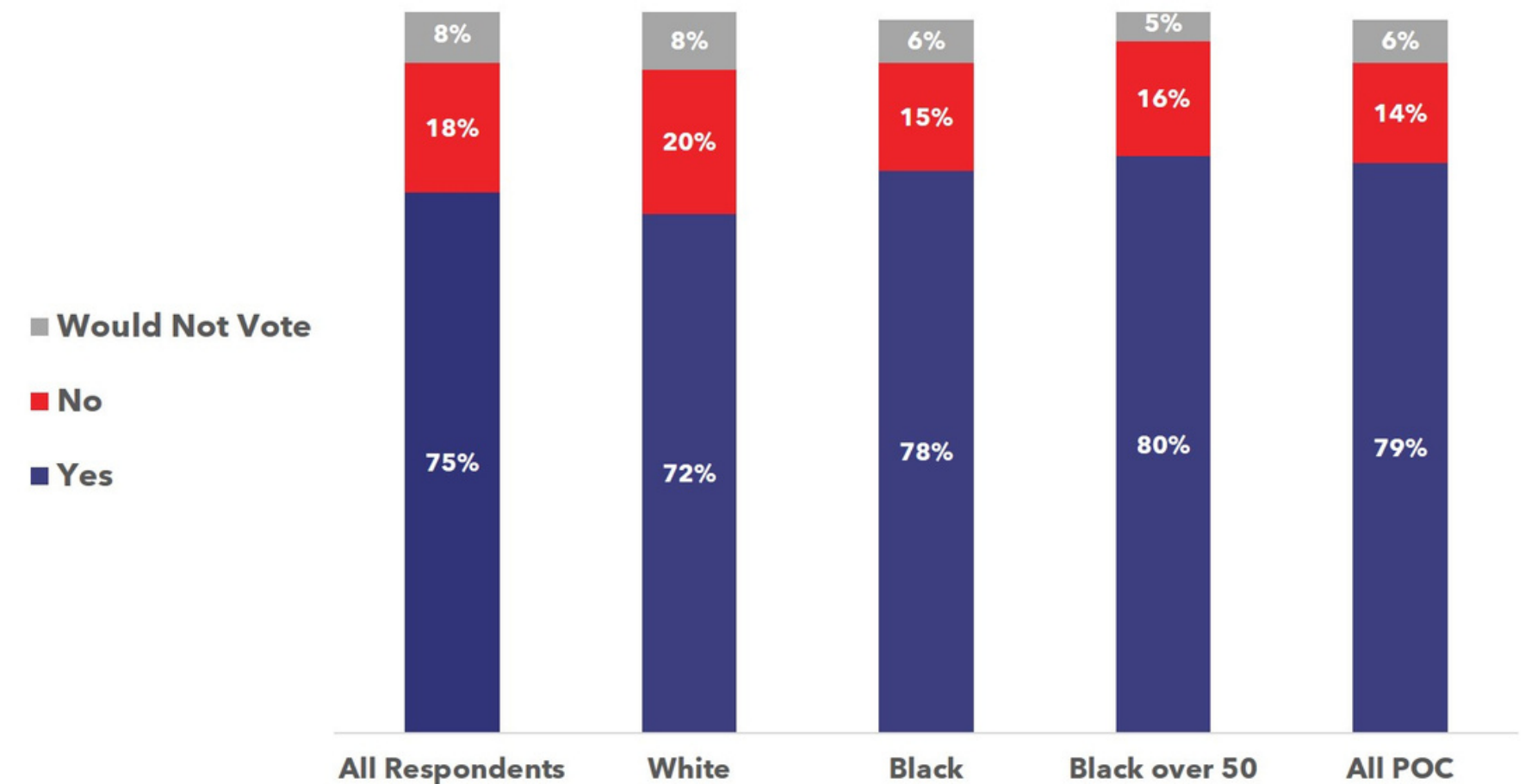
Our proposal also includes language around transparency and accountability. The policy would require that Aldermen's financial disclosure statements be posted online and open to the public without having to request them.

This ensures the public can hold Aldermen accountable for potential conflict of interests, and ensure equitable decisions are made at the Board of Aldermen.

ADDITIONAL REFORMS

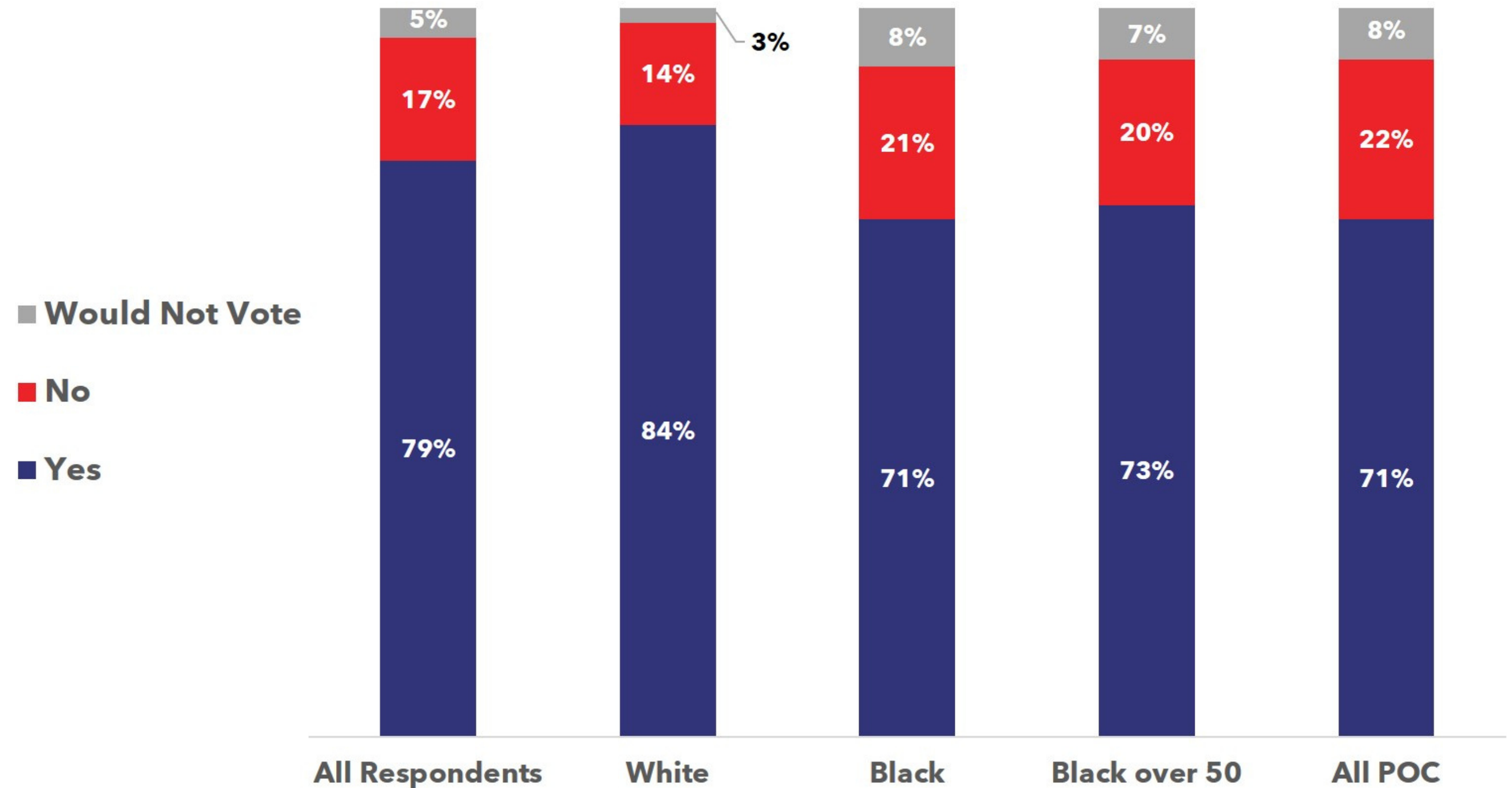
Removing gendered language from the charter, i.e. changing Alderman to Alderperson

Protecting the right of the people to vote for all candidates they approve of; we will not be adding requirements for runoffs or partisanship. 75% of respondents in our poll said they would vote yes on this measure.



Shall the City of St. Louis give the power to draw ward boundary maps to an equitably selected independent citizens commission?

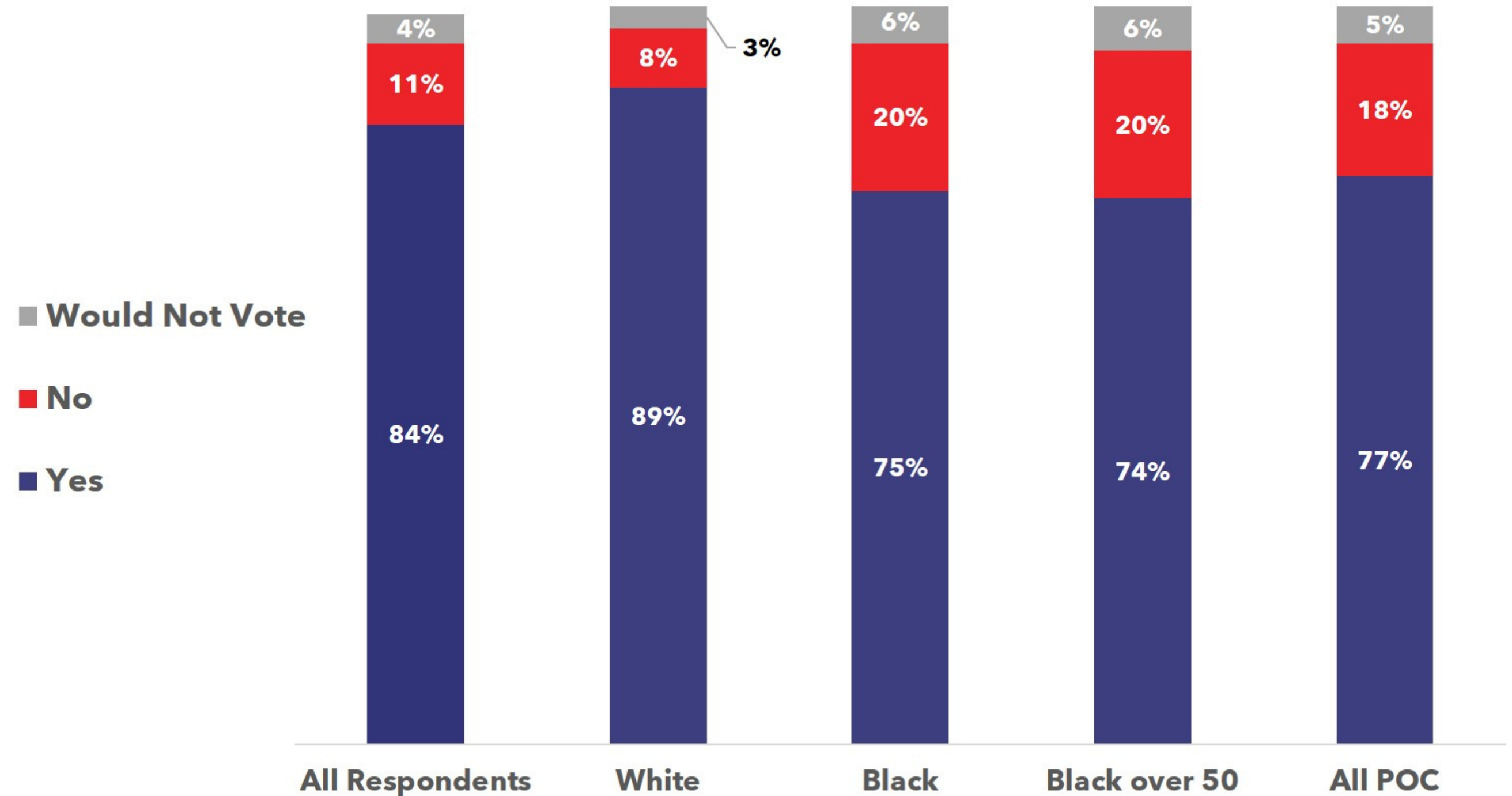
79% of respondents would vote yes on creating an Independent Citizens Commission to draw ward lines, if they voted today.



Shall the City of St. Louis prohibit aldermen from taking actions on policies where they have a personal or financial conflict of interest related to the legislation being considered?

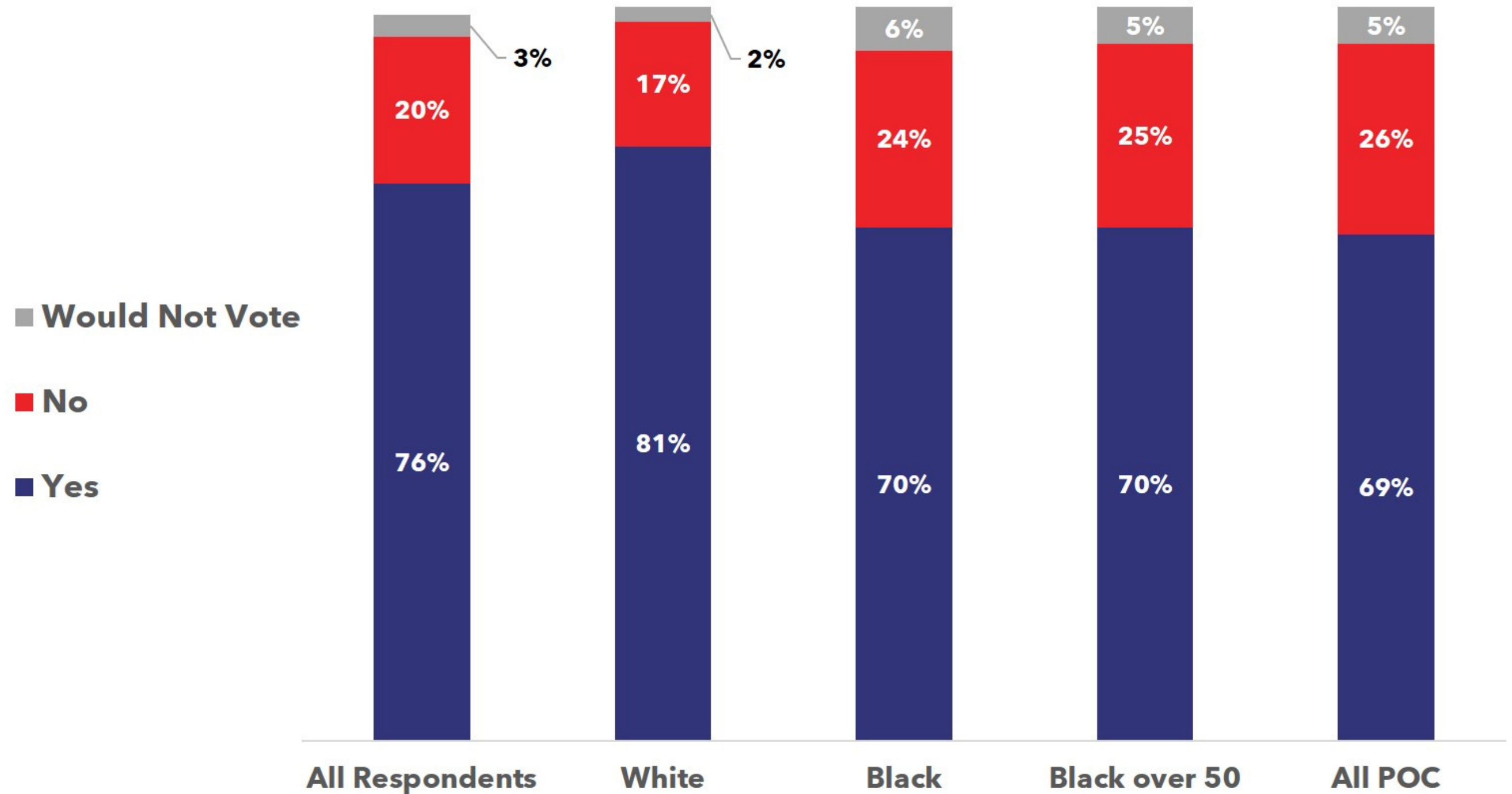
84% of respondents would vote yes on prohibiting Aldermen from taking action on policies where they have a conflict of interest, if they voted today.

This is the most widely supported policy.



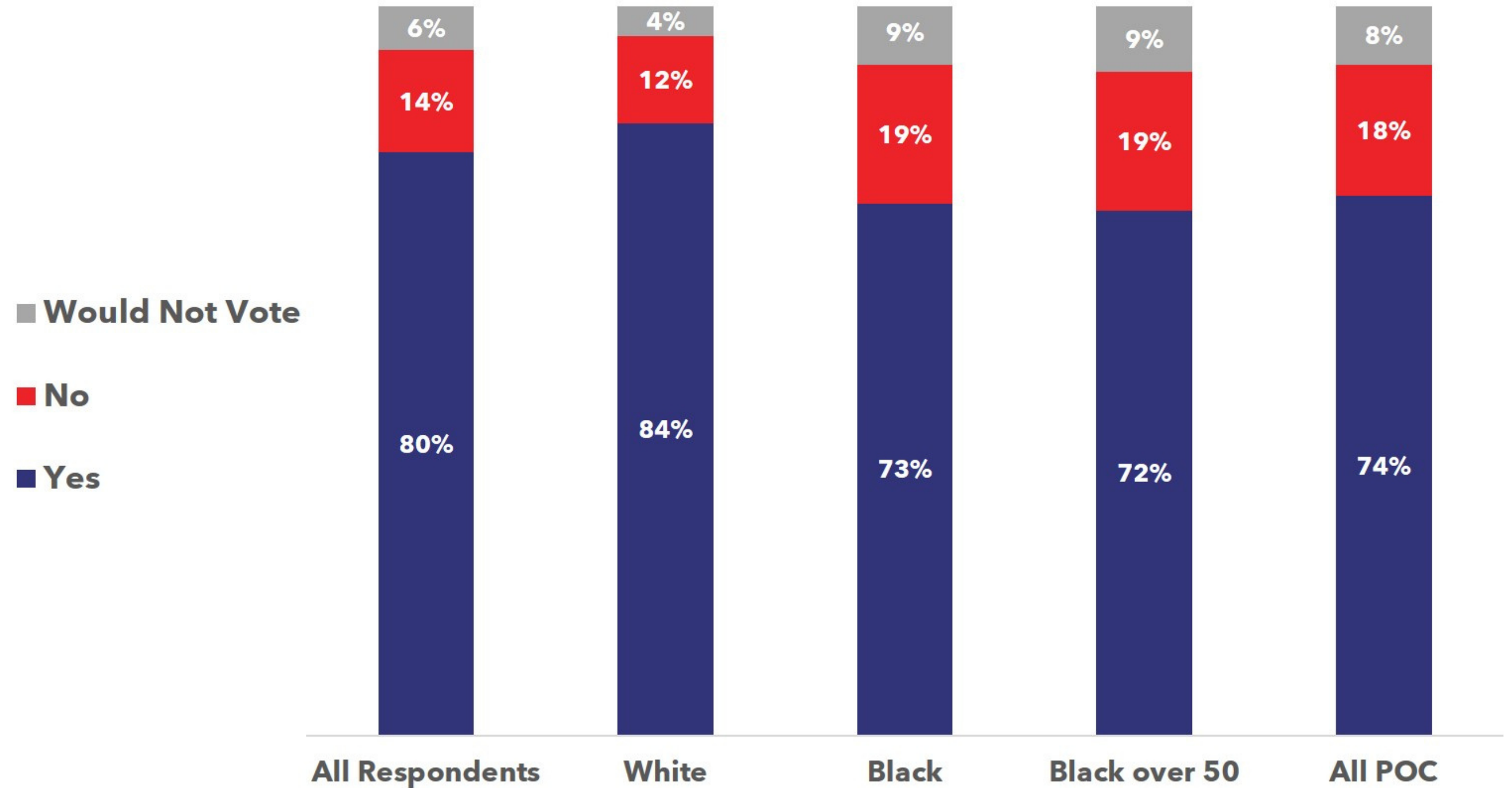
Shall the City of St. Louis require that aldermen's financial disclosure statements be posted online and open to the public without having to request them?

76% of respondents would vote yes on requiring financial disclosure statements to be available online for the public, if they voted today.



Shall the City of St. Louis do all three: create an Independent Redistricting Commission, require online disclosure statements, and require recusal in situations of conflicts of interest?

80% of respondents would vote yes making all three of these changes, if they voted today on the policy.



INDEPENDENT REDISTRICTING COMMISSION

-
- **The Commission shall consist of seven members that represents the demographic makeup of the City or a committee that is diverse with regard to race, ethnicity, gender identity, ability, and more.**
 - **The application period shall remain open until at least 50 applications are received including at least one applicant from each ward.**
 - **An Oversight Committee composed of three people - 1 representative from Planning & Urban Design, and 2 retired judges - will select four commission members at random.**
 - **At least two of the four drawn members must identify as a member of a traditionally under represented group as described previously.**
 - **These four members will then select the final three members**

INDEPENDENT REDISTRICTING COMMISSION

-
- **Certain requirements must be met for the ward map that is drawn by the Commission:**
 - **Wards shall be composed of contiguous territory.**
 - **Wards shall be designed to minimize the division of and maintain the geographic integrity of any local neighborhood or local community of interest**
 - **Wards shall be designed to be compact in form**
 - **Wards shall be designed using geographically identifiable boundaries**
 - **Once a plan is made, there shall be at least three public hearings, held in north, south, and central St. Louis City, on different dates to receive public comments on the preliminary plan.**
 - **The Commission votes on the final map, after hearing feedback from the Board of Aldermen**



SURVEY RESULTS

Would you support changing the current process in the City of St. Louis by giving the power of redistricting to an Independent Citizens Commission that is required to prioritize both equitable representation and keeping communities together?

379 out of 379 answered



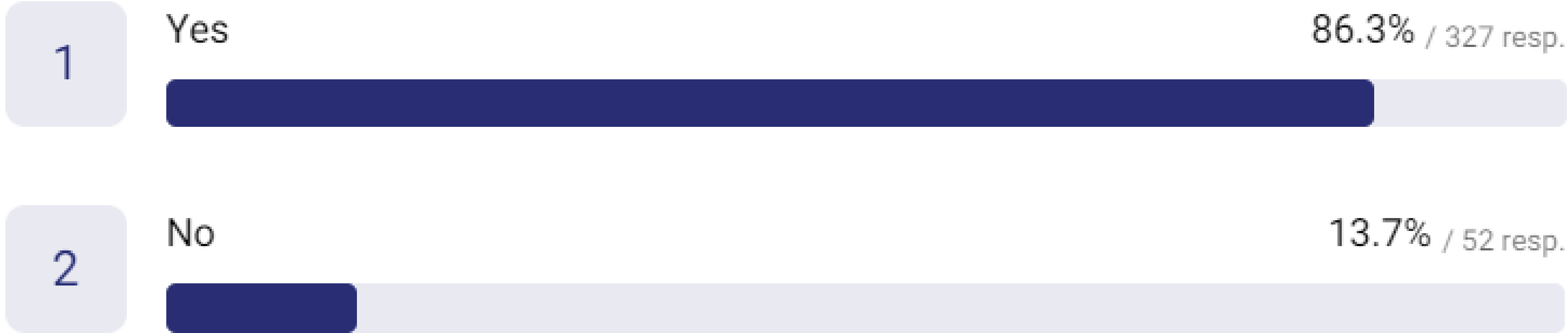
Would you support requiring Aldermen to step back from voting on issues in which they have conflicts of interest?

379 out of 379 answered



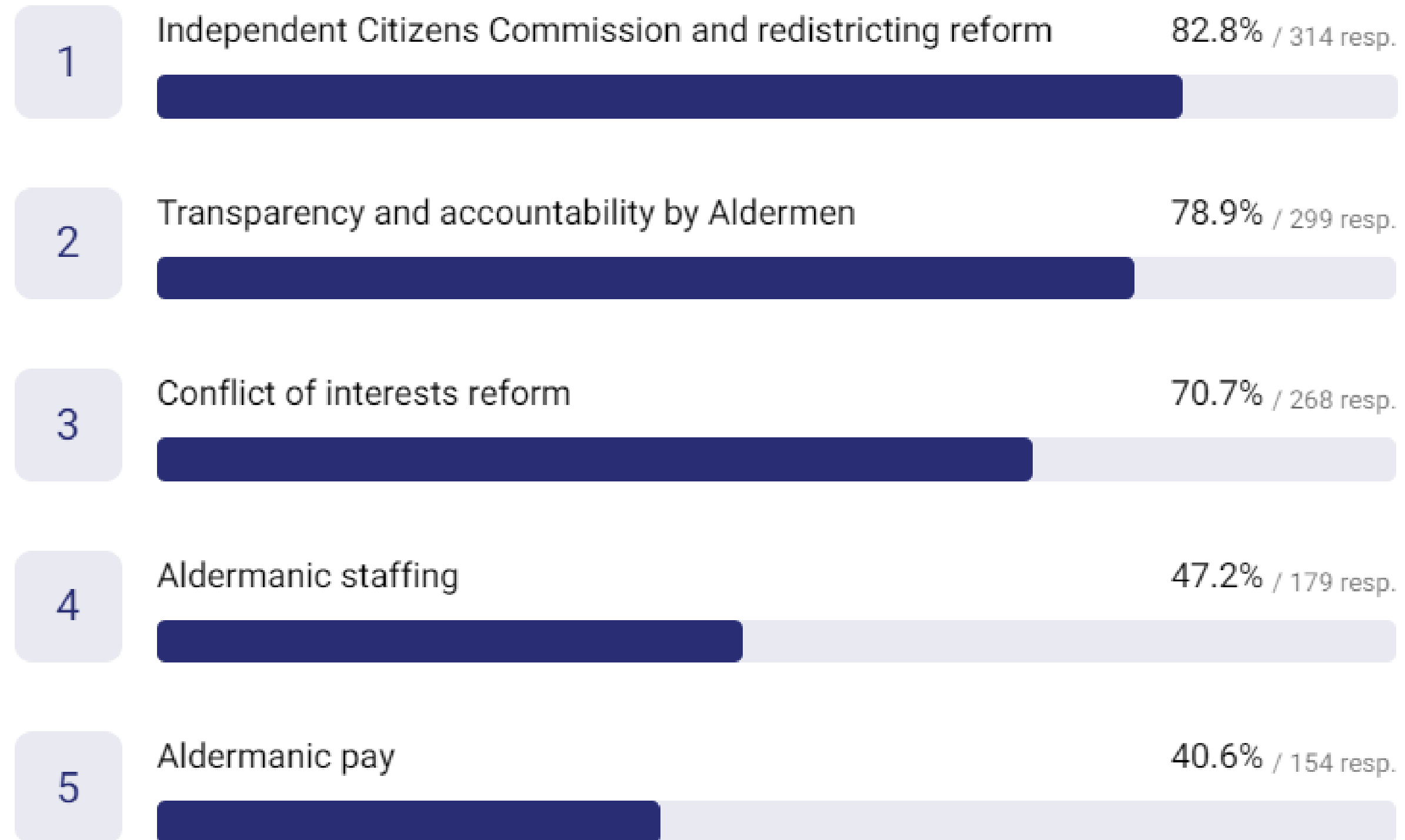
Would you support requiring this personal financial information be available online for the general public?

379 out of 379 answered



Of the following policies, please check all that are important to you:

379 out of 379 answered





NEXT STEPS

Next Steps

✓ Finalize Proposal

We are accepting comments, suggestions, and feedback on the proposal ahead of February 19. We will be finalizing the proposal on this date and drafting the final policy with our legal team at Stinson LLP.

✓ Message Testing Poll

We are preparing to launch a second poll to test messaging for our policies. We are planning to work again with Change Research to test which messaging polls well with the public, and what pieces of education we still need to do.

✓ Get on the Ballot

We are planning to start signature collection on March 2, **if - and only if - we raise \$100,000 and recruit 200 volunteers by February 28, 2021.**

Signatures will be due by June and will trigger a November Special Election.

PROGRESS & OUR PLAN

Since launching our exploratory campaign on February 1, we have recruited about half of our required volunteers, and raised over \$42,000. We have 14 days left to hit our goal.

We will not launch this campaign if we do not hit our goal of raising \$100,000 and recruiting 200 volunteers by the end of February. This campaign will only be won by community support.

Our goal is to raise \$300,000, recruit volunteers for March & April to collect signatures, and this on the ballot for a November special election.

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Questions? Comments?

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taylor@showmeintegrity.org
or visit showmeintegrity.org/reformstl