

BALLOT MEASURE FEASIBILITY SURVEY

CONDUCTED FOR THE
SAN BENITO HEALTH CARE
DISTRICT

PRESENTED BY
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3/6/2024





PURPOSE OF STUDY

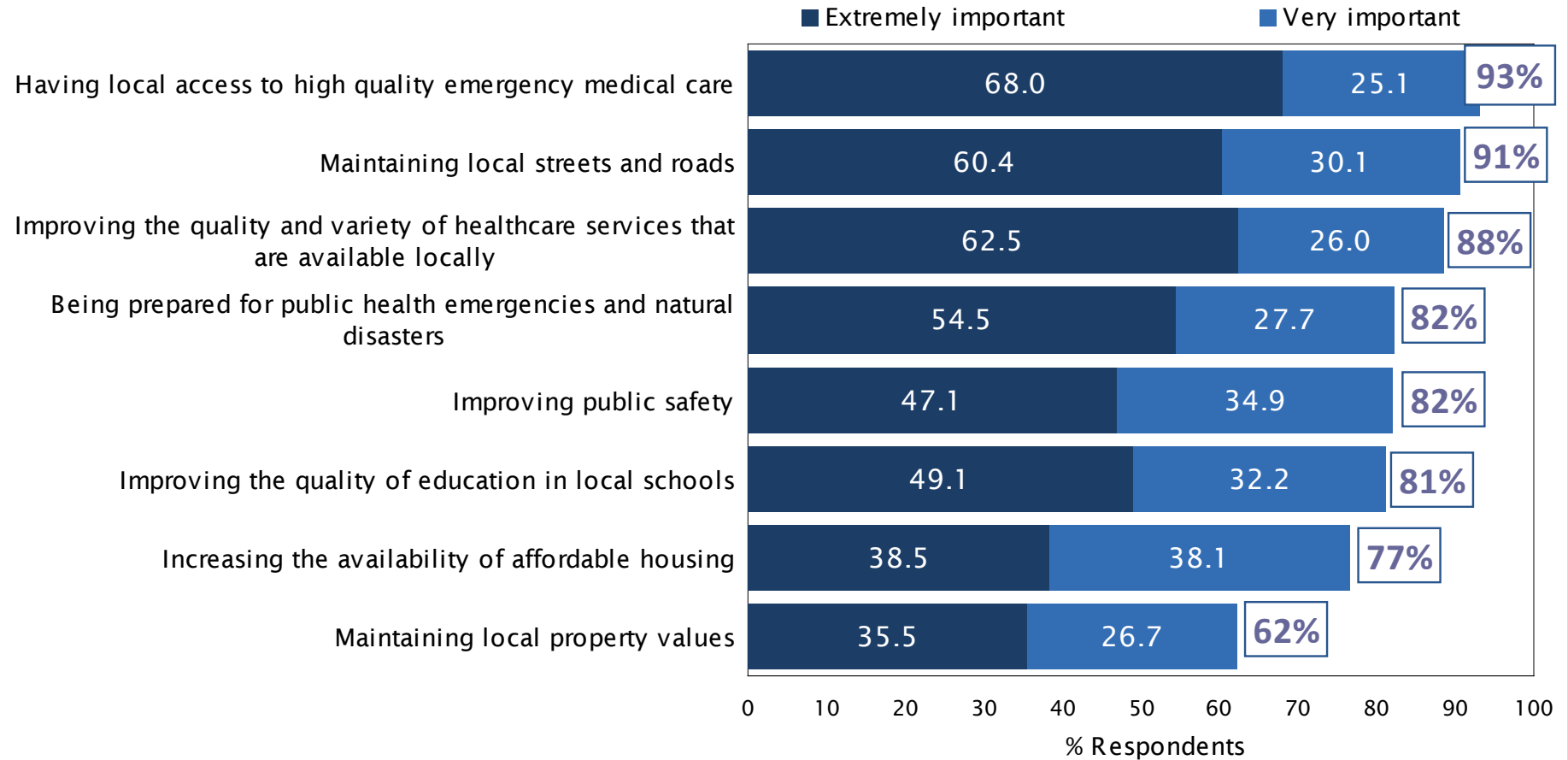
- Determine if a ballot measure allowing the lease/sale of the Hospital is feasible
- Identify how to create a measure consistent with community priorities
- Gather information needed for communications & outreach



METHODOLOGY OF STUDY

- **How did we select voters to survey?**
 - Stratified & Clustered Random Sample of likely voters (2024) using age, gender, partisanship, household party type, and sub-geographies
 - Ensures balanced, representative sample of likely voters
- **How did we recruit participation?**
 - Personalized email, text, and telephone calls
 - PINs to restrict access and ensure one complete per respondent
- **How were voters able to share their opinions?**
 - Secure, PIN-protected website that scales to the device
 - Telephone (land line or mobile)
 - English & Spanish
- **What was the sample size?**
 - 474 completed interviews
 - Overall margin of error of $\pm 4.5\%$ @ 95% level of confidence

IMPORTANCE OF ISSUES





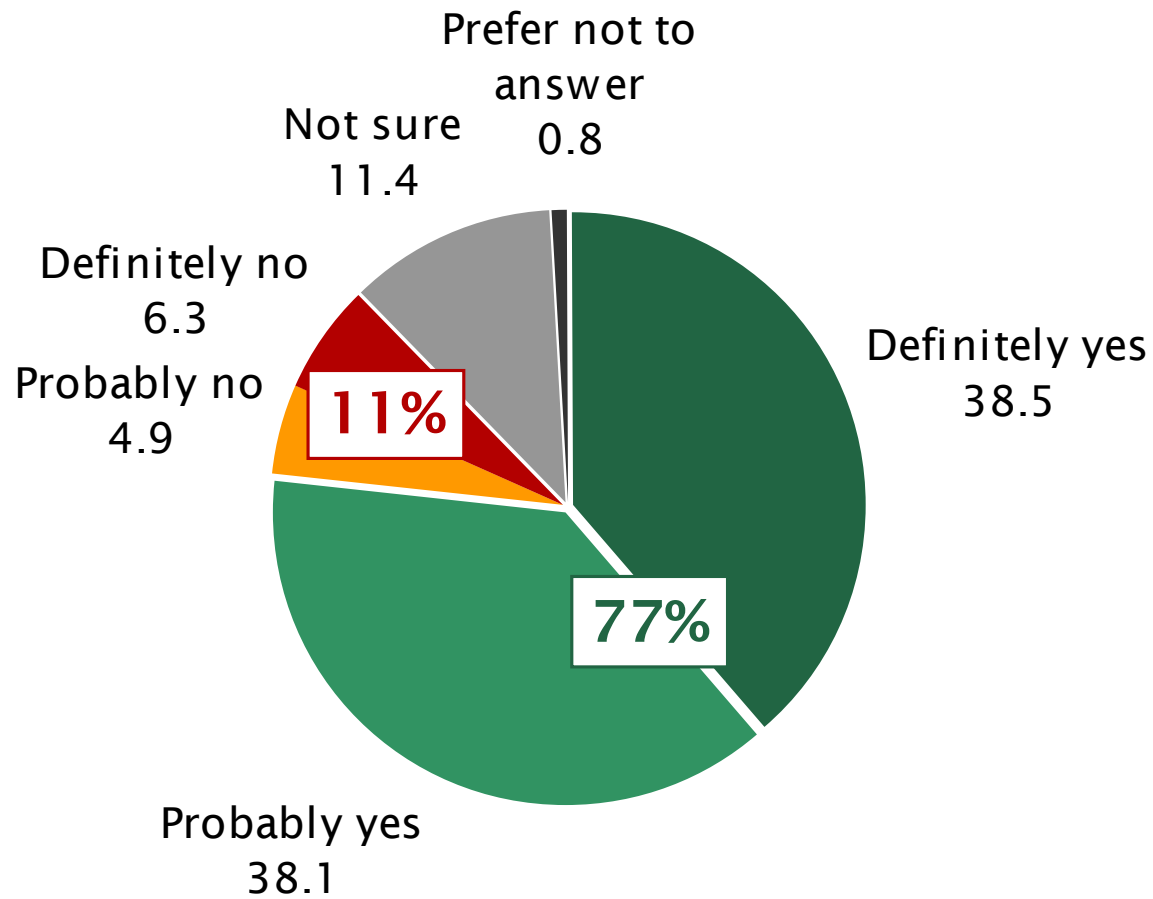
INITIAL BALLOT TEST

Without increasing taxes and to continue providing local access to life-saving emergency medical care, surgery, radiology, long-term care, advanced medical technology and treatments, clinic and physician services at Hazel Hawkins Memorial Hospital, shall the San Benito Health Care District's measure be adopted to lease, with an option to purchase, said hospital facilities to a qualified buyer for fair market value as determined by an independent appraiser to ensure continued hospital services to the community?

If the election were held today, would you vote yes or no on this measure?



INITIAL BALLOT TEST



POSITIVE ARGUMENTS TIER 1

There are only 2 roads in and out of County, traffic is often so bad that it's well over an hour to get to a neighboring hospital; Patients who need life-saving emergency care can't afford to sit in traffic; we need to keep local hospital open

When you need emergency care, you need it fast; seconds can mean difference between life, death; measure will ensure you, your family continue to have rapid access to advanced life-saving medical care when you need it most

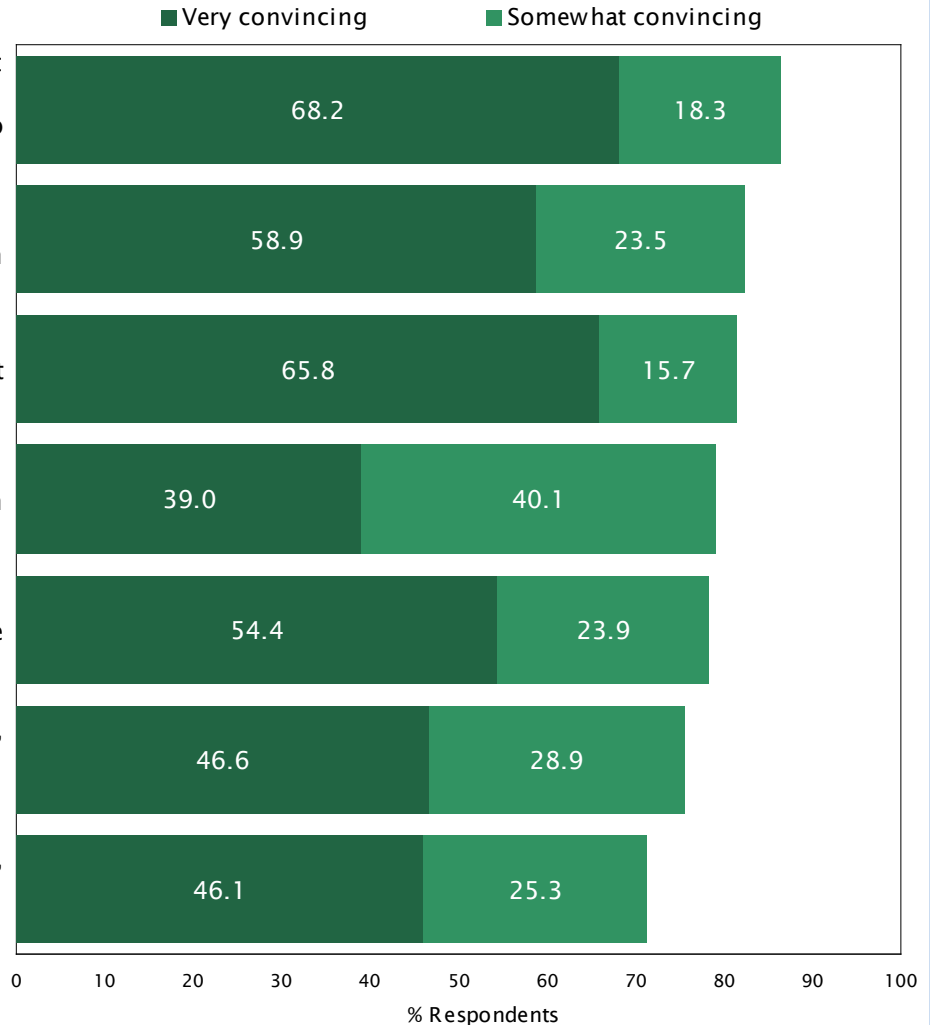
For victims of heart attacks, strokes, car accidents, other emergencies, Hazel Hawkins is only ER in area; if Hospital is closed, it will take at least 45 mins in future to drive to nearest ER

To avoid closing hospital, measure will allow San Benito Health Care District to lease or sell the hospital to a private healthcare company with resources to continue providing medical care to community

Hazel Hawkins Hospital is only option for many low-income families, seniors living on fixed-incomes in area; without it, community will lose critical life-saving services for those who need them most

Measure will allow Hospital to expand variety of healthcare services, treatments available locally, including treatments for heart disease, diabetes, cancer

Voting yes on measure is only option we have to keep Hospital open, serving community; if lease agreement is not approved, financial pressures will force Hospital to close within next 2 years



POSITIVE ARGUMENTS TIER 2

The hospital will be leased to a private healthcare company that has expertise in managing rural hospitals like ours

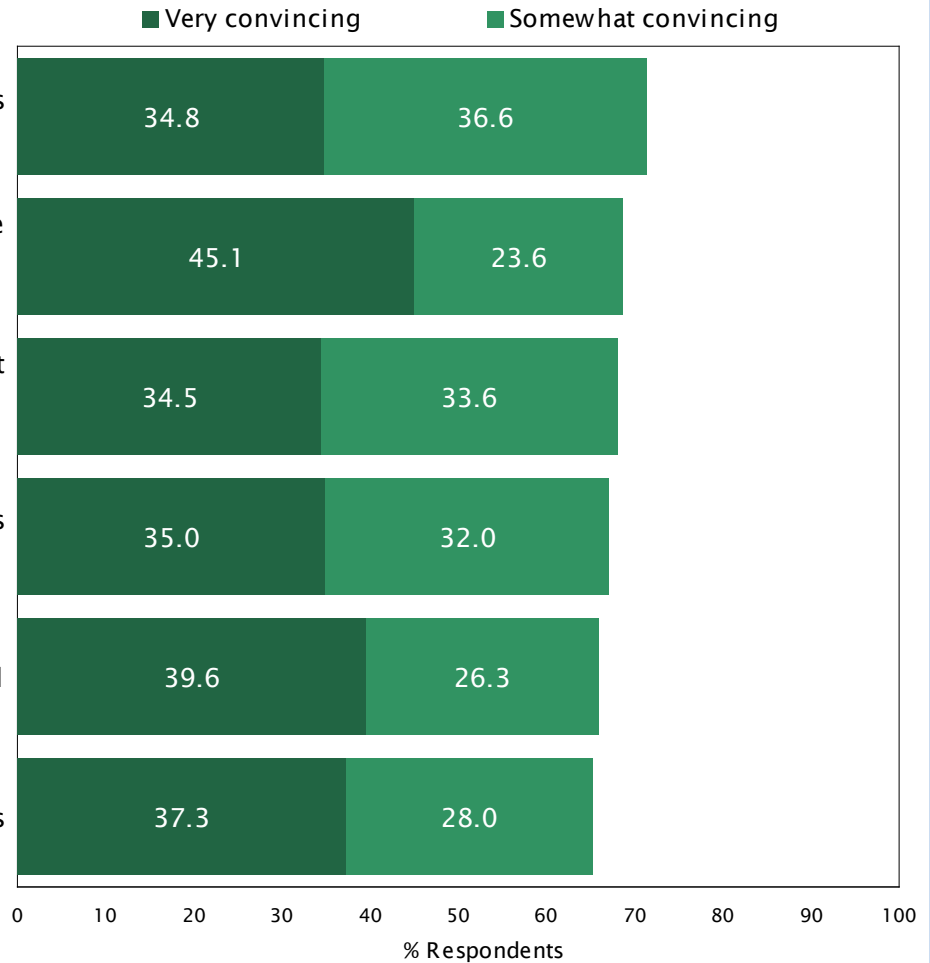
If lease agreement is not approved, financial pressures will force Hospital to close within next two years; we need to vote yes on measure to keep Hospital open

After demonstrating they can successfully manage the hospital for at least 5 yrs under lease agreement, ownership of hospital will be transferred to private healthcare company

Like many rural hospitals in CA, Hazel Hawkins Memorial Hospital is in a Fiscal Emergency; reimbursements from insurance companies haven't kept pace with escalating costs of providing medical services; after 12 yrs of not receiving an increase in medical

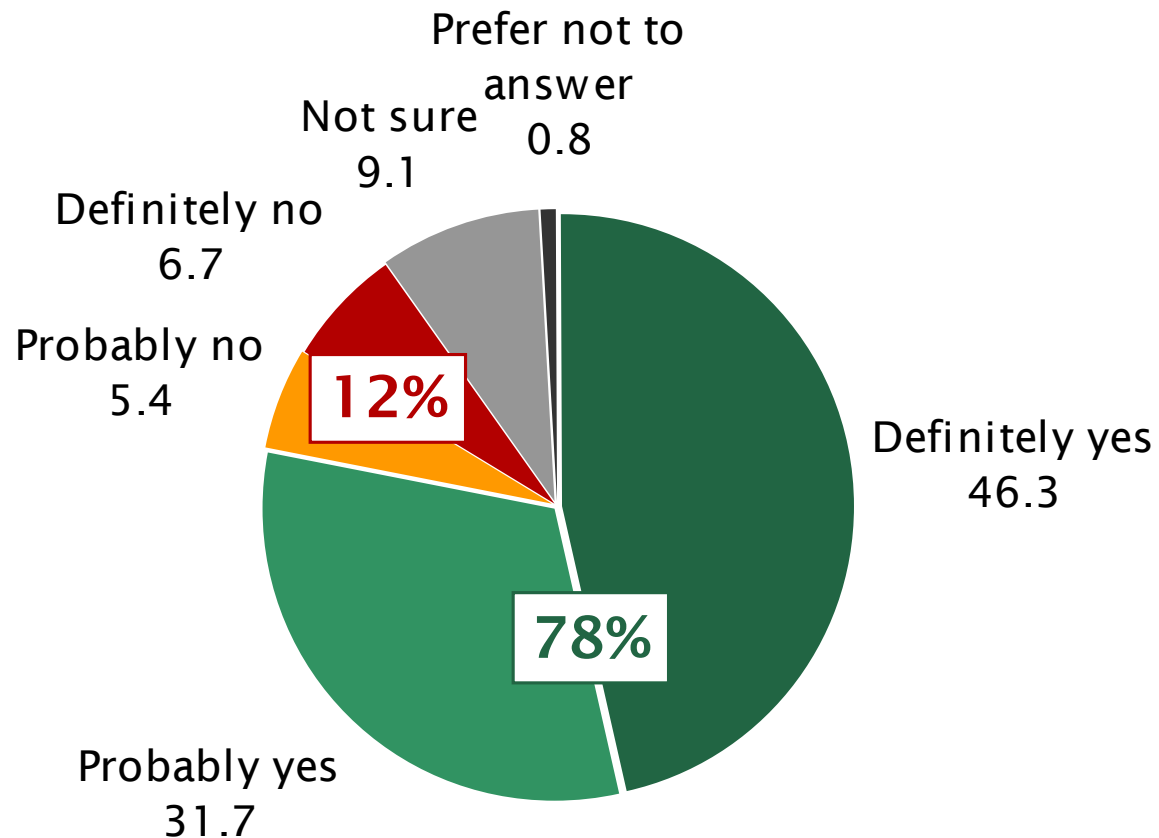
This measure is supported by doctors who work at the Hospital

Hazel Hawkins has served San Benito County for more than a century and we are at risk of losing it unless we vote Yes on this measure





INTERIM BALLOT TEST





NEGATIVE ARGUMENTS

There is nothing in measure that guarantees Hospital will stay open in future; once building is transferred to private company, they could choose to close Hospital, sell building for profit

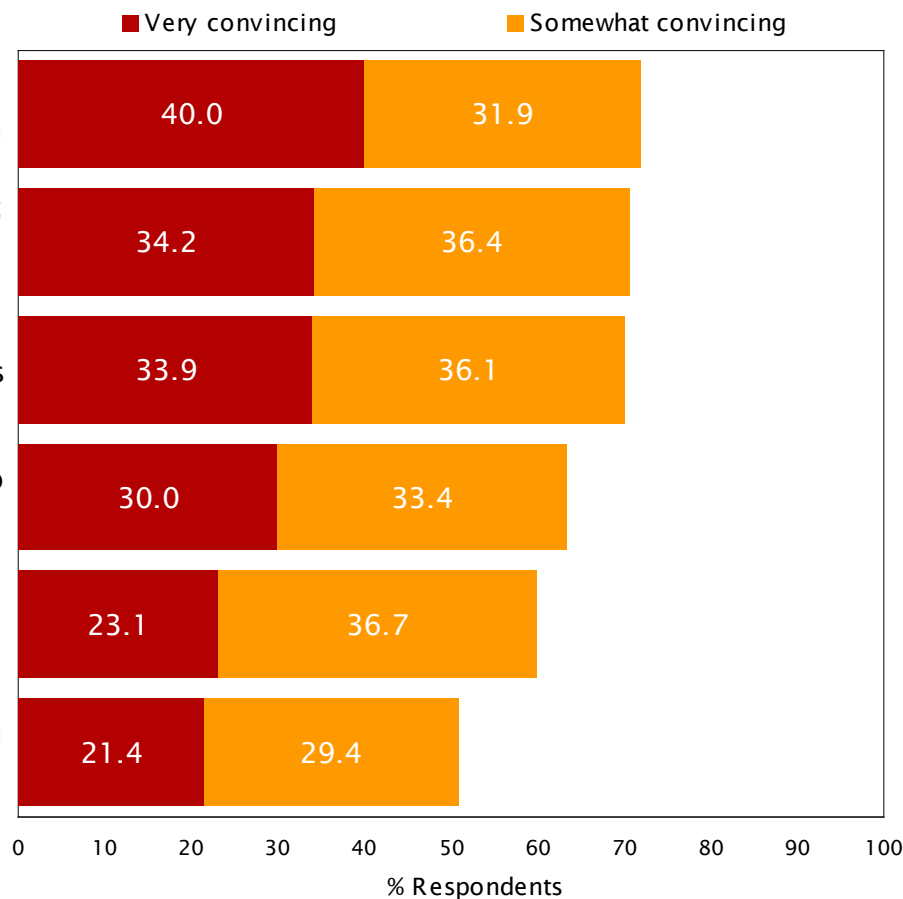
Hospital was poorly managed, that's why it's in bankruptcy; we don't need to sell the hospital, we just need better management

County doesn't feel Hospital administration has been transparent with community, is investigating Hospital's finances

Selling to a private, for-profit company means we'll no longer have local control over our hospital

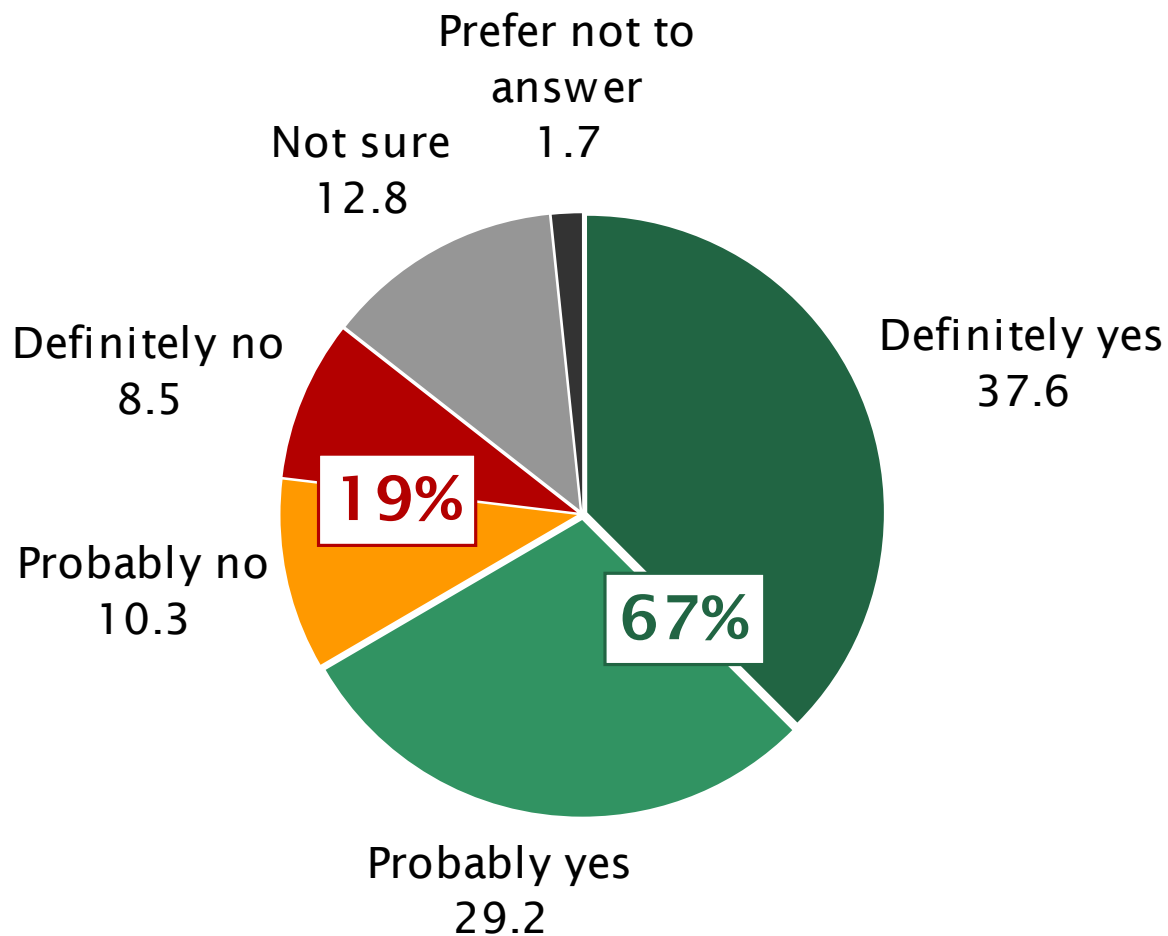
This measure is opposed by nurses who work at the Hospital

Selling hospital to a private, for-profit company is not going to result in better healthcare for community

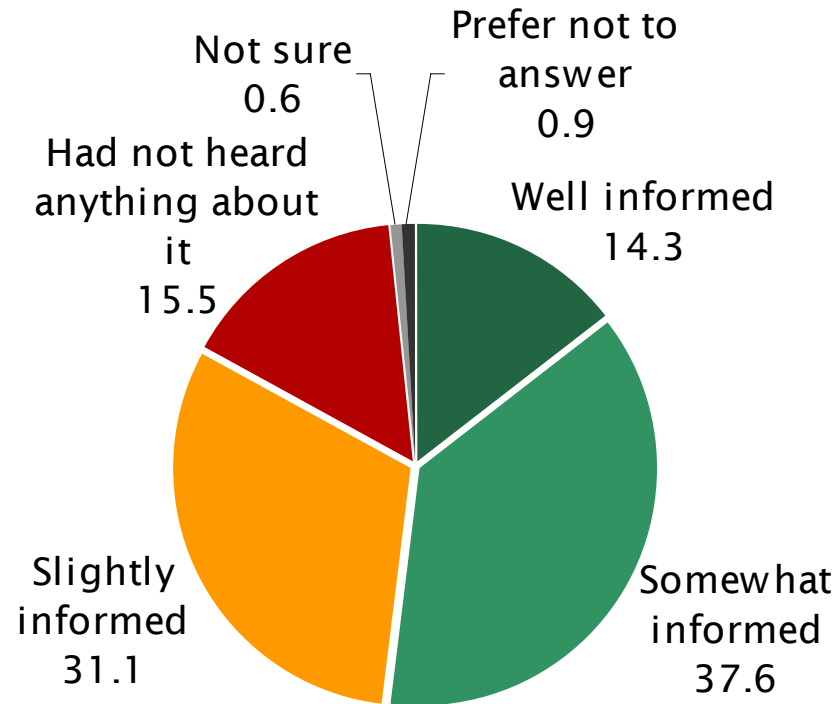




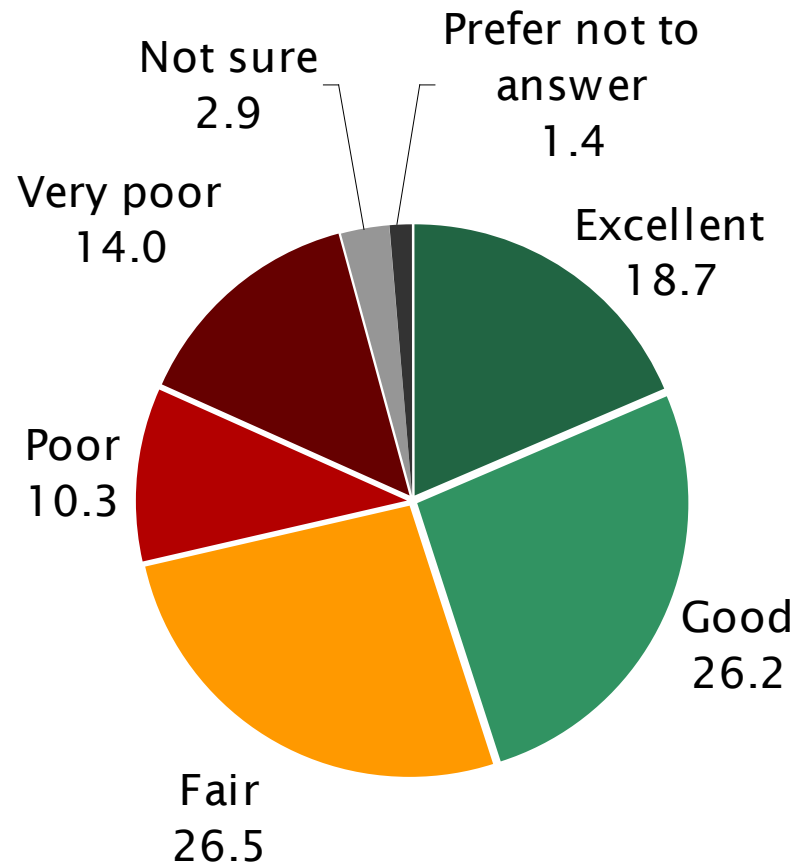
FINAL BALLOT TEST



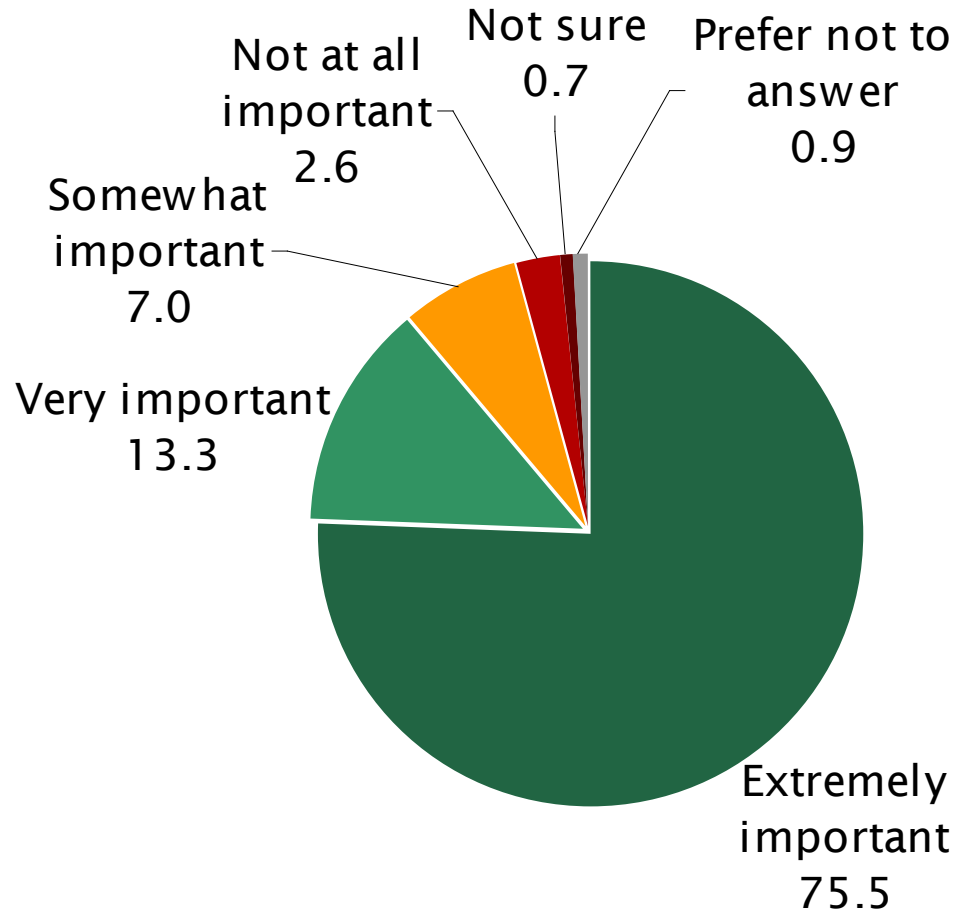
INFORMED ABOUT BANKRUPTCY & POTENTIAL SALE



QUALITY OF HEALTHCARE AT HAZEL HAWKINS HOSPITAL



IMPORTANCE OF HAZEL HAWKINS REMAINING OPEN





KEY CONCLUSIONS

Does a lease/sales measure appear to be feasible? Yes.

Positive Signs

- Voters rank having local access to high-quality emergency medical care as the *most* important issues facing the community
- Solid *natural* support for the proposed measure as described in the ballot language (77%)
- Support for measure is consistent regardless of how ‘informed’ voters felt prior to taking the survey about the bankruptcy
- Positive messages resonate, especially those that center on keeping the Hospital open as it’s the only ER within 45 minutes for many residents
- All ballot tests are well above simple majority (50%+1), even after opposition arguments

Challenges

- Receptiveness to potential opposition arguments (-11%)
- Opposition messages to date appear not to have sunk in for many voters, but that can change
- AB1416: Opponents listed on the ballot in San Benito County?

TCX Key Milestones

We are Here



- ✓ Voter Survey
- ✓ Election Timing
- ✓ Political Landscape

- ✓ Non-Advocacy Communication
- ✓ Existing comms
- ✓ Informational mailers / digital ads
- ✓ Internal and external audiences
- ✓ Seek feedback

- ✓ Ballot Question
- ✓ Final Details of Agreement
- ✓ Ballot Argument & Signers
- ✓ Official Board Vote (>88 days before Election)

- ✓ Volunteer leaders
- ✓ Fundraising
- ✓ Website/Social
- ✓ Endorsements
- ✓ Lawn Signs
- ✓ Mailers
- ✓ Digital Ads
- ✓ Get Out the Vote

TEAMCIVX

Assuming Nov 2024 election: Aug. 9 Deadline

TCX Sample November Timeline

✓ Mar — Messaging Development & Outreach Planning

- ✓ Create social media & web presence
- ✓ Develop FAQs, presentation, fact sheet, etc.
- ✓ Identify key stakeholders & schedule feedback sessions

✓ April-May — Public Education & Community Engagement

- ✓ Direct mail to all registered voters
- ✓ Digital & social media advertising
- ✓ One-on-one stakeholder meetings and listening sessions

✓ Jun-Aug — Ballot Measure Development & Finalized Plan

- ✓ Consider tracking survey to refine proposal
- ✓ Ballot language finalized
- ✓ Board adoption of measure before Aug. 9 deadline

✓ Sep-Nov — Independent Advocacy Campaign

- ✓ Must be independently coordinated and privately funded — no district resources can be used