

# Factors affecting Prop 15 Failure

- 1. Ballot language**
- 2. Widespread lack of support**
- 3. Major lack of support Far West and Downtown/Central**
- 4. Very different voter make-up compared to 2006**

# Descriptive vs. terse language

## **2006 Ballot Language:**

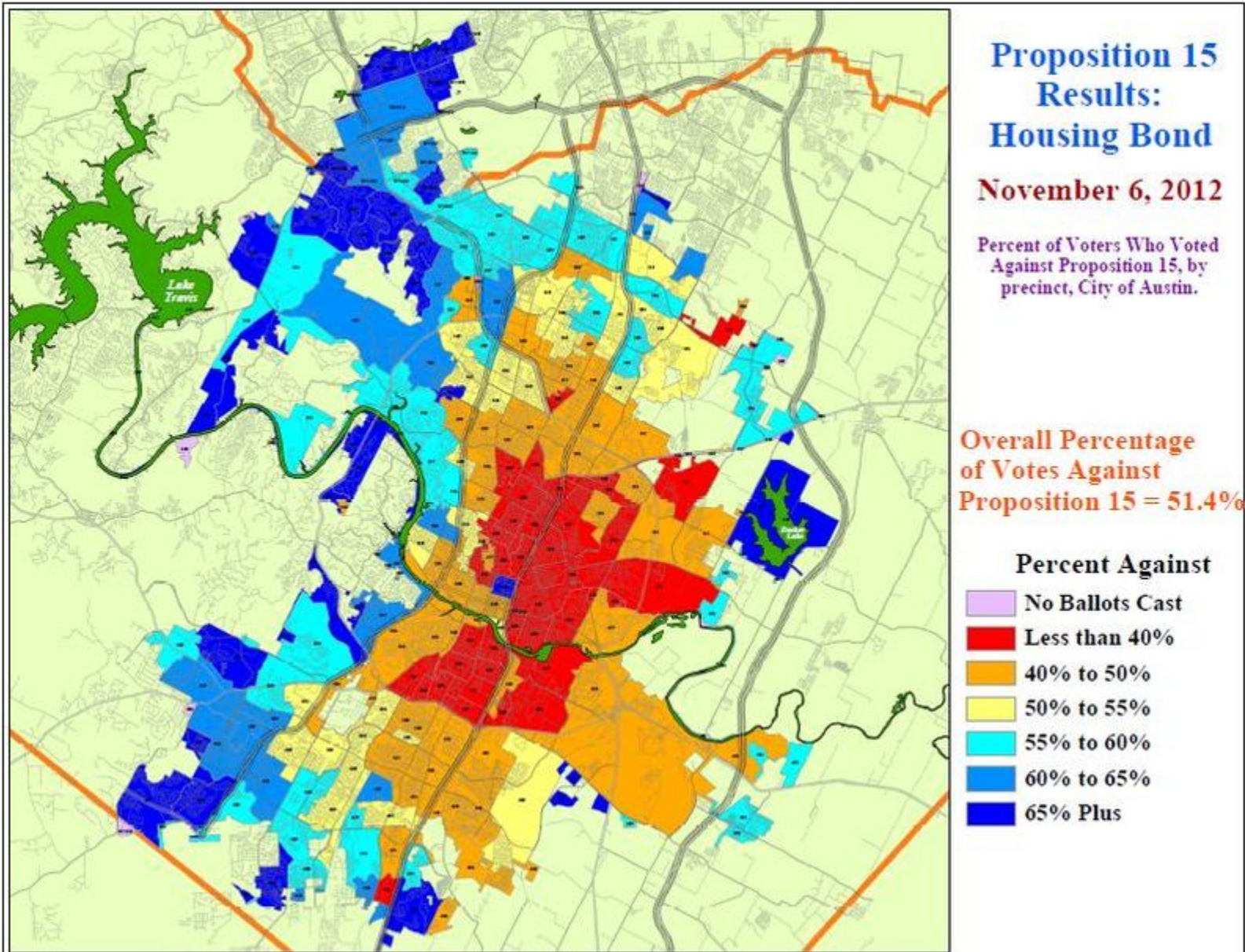
“The issuance of \$55,000,000 in tax supported General Obligation Bonds and Notes for constructing, renovating, improving, and equipping affordable housing facilities for low income persons and families, and acquiring land and interests in land and property necessary to do so, and funding affordable housing programs as may be permitted by law; and the levy of a tax sufficient to pay for the bonds and notes.”

## **2012 Ballot Language:**

“The issuance of \$78,300,000 housing bonds and notes and the levy of a tax sufficient to pay for the bonds and notes.”

# Map of Outcome

- City demographer Ryan Robinson graphed the NO-vote percentage by precinct.
- Map shows support in the inner city and declining support moving outward from older part of town.
- One precinct in Downtown had high NO vote rate.



# Another approach

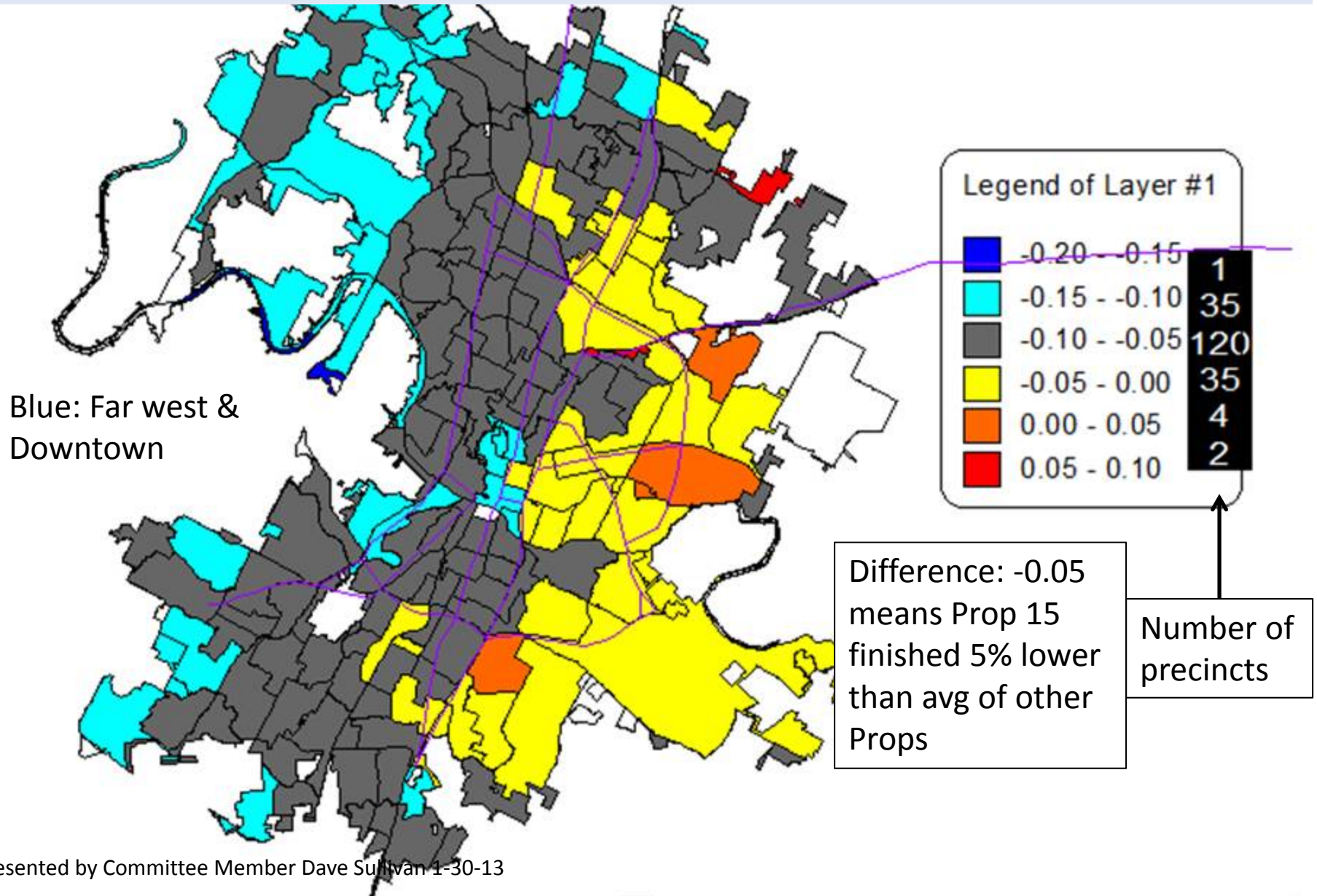
- All the propositions had a roughly similar pattern of support in inner city, decline in support in outer areas.
- The question is, how was Prop 15 different?
- Take a look at the difference between Prop 15 YES-vote percentage minus the average of other Props (12, 13, 14, 16, 17, 18) and Central Texas Health Prop 1.
- Overall result was Prop 15 averaged 8% lower than average of other props.

In only 11 out of 242precincts did Prop 15 top the mean of the other Props

P name	Reg voters	Sum pres	Mean pct	Delta 15	prop 01	prop 11	prop 12	prop 13	prop 14	prop 15	prop 16	prop 17	prop 18
407 C	212	89	69.9	7.4	80	86	59	63	73	<b>77</b>	66	81	68
118 A	804	352	63.8	6.1	70	84	58	55	62	<b>70</b>	58	74	69
227 C	219	121	59.0	4.4	74	72	53	39	53	<b>63</b>	59	72	65
436 A	460	187	62.8	2.4	64	72	58	58	63	<b>65</b>	59	68	69
426 A	238	105	71.5	2.1	75	86	65	69	72	<b>74</b>	65	75	79
117 D	1477	706	55.0	2.1	68	73	46	44	55	<b>57</b>	50	66	56
121 C	914	528	59.7	1.3	69	79	52	47	57	<b>61</b>	58	73	62
139 A	434	195	56.6	1.1	67	79	49	43	59	<b>58</b>	53	67	57
452 A	2397	996	55.8	0.8	63	74	48	46	56	<b>57</b>	53	65	60
129 B	2773	1449	62.6	0.4	68	75	55	56	62	<b>63</b>	60	71	67
423 B	1943	655	58.9	0.1	66	78	50	46	61	<b>59</b>	56	70	62



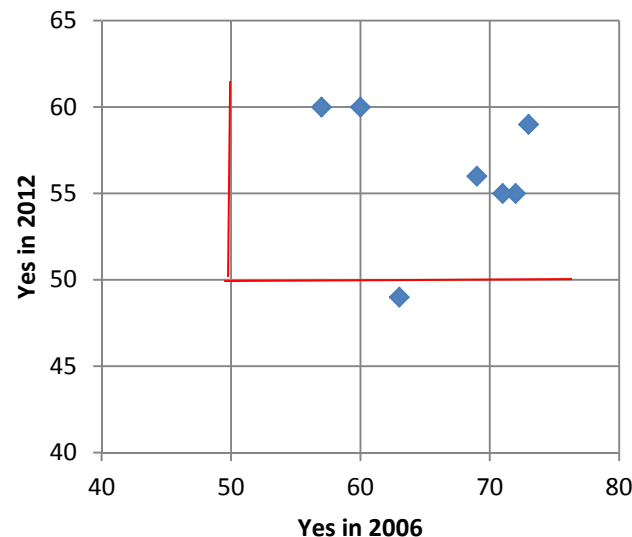
## %Difference between Prop 15 and average of other Props



# Different voters in 2012 v 2006

Nov. 2006						Nov. 2012					
voters	169,267					voters	297,516				
registered	420,966					registered	495,735				
Prop	Issue	yes	no	% yes	% no	Prop	Issue	yes	no	% yes	% no
1	Transportation	112.4	43.3	72	28	12	Transportation	131.1	106.9	55	45
2	Watersheds	106.4	48.7	69	31	13	Watersheds	132.7	104.5	56	44
3	Parks	113.4	42.6	73	27	14	Parks	142.0	97.7	59	41
5	Afford. Housing	97.4	58.0	63	37	15	Afford. Housing	114.3	121.1	49	51
7	Public Safety	110.5	45.1	71	29	16	Public Safety	130.6	105.7	55	45
6	Libraries	93.3	62.0	60	40	17	Health&Human Serv.	143.3	96.3	60	40
4	Culture	89.5	66.6	57	43	18	Libraries & Culture	147.0	96.0	60	40

Fewer persons vote in non-presidential elections, and (hypothesis) are more likely to be better informed.



(Hypothesis) New and less informed voters in the big presidential election were familiar with traditional bond items, but not Affordable Housing.