

## Theory-driven OE

<description of flood control proposal>

The seawall would be funded by adding a mandatory fixed fee to every New York City households' monthly water bill for the foreseeable future. This fee would be the same for every household. The Department of Environmental Protection would use the money only to pay for the construction and maintenance of seawalls.

## Advisory Referendum

Given the scope and cost of this project, it is important for us to learn the opinions of New York City residents. Some people might be willing to pay for these measures while others might not. At this point, the cost of the proposed flood control system is uncertain. Until detailed designs are completed and evaluated by engineers and architects, the monthly fee needed to fund the project is not known for sure. For this reason we are going to present you with an advisory referendum and ask you to indicate the highest amount you would be willing to pay for the project. This way, if cost information becomes available, we will be able to compare the necessary monthly fee with the amount you (and others) indicate you are willing to pay. We will then be able to know the percentage in favor and against the proposal at the resulting monthly fee.

Voting results from this study are not binding, but instead are advisory in nature. Results will be shared with local authorities, and these authorities may or may not take this information into consideration.

Please consider the advisory referendum below. Keep in mind that the purpose of asking you to indicate the highest amount you would pay is that, at this time, the fee needed to fund the project is uncertain. Consider that New York City has over 500 miles of shoreline. When considering your decision, please bear in mind that there may be other things that you would rather spend your money on. Think about how much, if anything, you are willing to pay before entering your decision. In the space below, write in the highest dollar amount at which you would still vote in favor of the program.

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What is the highest mandatory fixed fee that City authorities could include on every New York City households' monthly water bill, for the foreseeable future, for which you would still vote in favor of funding the proposed flood control system for New York City?

\$ \_\_\_\_\_

*Remember, the cost of this project is very uncertain at this time, and this is why we are asking you to indicate the highest amount at which you would still vote in favor. This way, when the construction and maintenance costs are known, and the necessary monthly fee is calculated, we will be able to know the percentage in favor and against at this amount.*

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Standard OE

<description of flood control proposal>

The seawall would be funded with money collected through fees added to New York City household monthly water bills.

Advisory Referendum

Given the scope and cost of this project, it is important for us to learn the opinions of New York City residents. Some people might be willing to pay for these measures while others might not. For this reason we are going to present you with an advisory referendum and ask you to indicate the highest amount you would be willing to pay, in terms of a monthly fee, for the project.

Voting results from this study are not binding, but instead are advisory in nature. Results will be shared with local authorities, and these authorities may or may not take this information into consideration.

Please consider the advisory referendum below. Consider that New York City has over 500 miles of shoreline. When considering your decision, please bear in mind that there may be other things that you would rather spend your money on. Think about how much, if anything, you are willing to pay before entering your decision. In the space below, write in the highest dollar amount at which you would still vote in favor of the program.

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What is the highest amount that you would pay, in terms of a fee included on your household's monthly water bill, for the foreseeable future, and still vote in favor of funding the proposed flood control system for New York City?

\$ \_\_\_\_\_

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## Theory-driven PC

<description of flood control proposal>

The seawall would be funded by adding a mandatory fixed fee to every New York City households' monthly water bill for the foreseeable future. This fee would be the same for every household. The Department of Environmental Protection would use the money only to pay for the construction and maintenance of seawalls.

## Advisory Referendum

Given the scope and costs of this project, it is important for us to learn the opinions of New York City residents. Some people might be willing to pay for these measures while others might not. At this point, the cost of the proposed flood control system is uncertain. Until detailed designs are completed and evaluated by engineers and architects, the monthly fee needed to fund the project is not known for sure. For this reason we are going to present you with several advisory referenda and ask you to vote “Yes” or “No” separately for each referendum. This way, if cost information becomes available, we will be able to know the percentage in favor and against the proposal at the resulting monthly fee.

Voting results from this study are not binding, but instead are advisory in nature. Results will be shared with local authorities, and these authorities may or may not take this information into consideration.

Please look at the advisory voting table below. Keep in mind that the purpose of asking you about different possible fees is that, at this time, the fee needed to fund the project is uncertain. Some of the costs may seem high, but consider that New York City has over 500 miles of shoreline. When considering how to vote, please bear in mind that there may be other things that you would rather spend your money on. Think about how much, if anything, you are willing to pay before casting your votes. Each row represents a vote on a single advisory referendum to fund the proposed flood control system at a particular amount. Start with the row labeled 50¢. Click the circle next to “Yes” if you vote yes to add 50¢ to all New Yorkers' monthly water bill to pay for the proposal; otherwise, vote “No”. Then move on to the \$1 referendum.

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Should City authorities introduce a mandatory fixed fee of \$\_\_\_\_\_ to every New York City households' monthly water bill, for the foreseeable future, to fund the proposed flood control system for New York City?

If the fee is...	I vote "Yes"	I vote "No"
50¢		
\$1		
\$2		
\$3		
\$5		
\$7		
\$10		
\$15		
\$20		
\$35		
\$50		

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*Remember, the cost of this project is very uncertain at this time, and this is why we are presenting you with several possible amounts, and asking you to vote "Yes" or "No" for each. This way, when the construction and maintenance costs are known, and the necessary monthly fee is calculated, we will be able to know the percentage in favor and against at this amount.*

SBC

<description of flood control proposal>

The seawall would be funded by adding a mandatory fixed fee to every New York City households' monthly water bill for the foreseeable future. This fee would be the same for every household. The Department of Environmental Protection would use the money only to pay for the construction and maintenance of seawalls.

Advisory Referendum

Given the scope and costs of this project, it is important for us to learn the opinions of New York City residents. Some people might be willing to pay for these measures while others might not. We are going to present you with an advisory referendum and ask you to vote “Yes” or “No” on the referendum. This way we will be able to know the percentage in favor and against the proposal at this monthly fee.

Voting results from this study are not binding, but instead are advisory in nature. Results will be shared with local authorities, and these authorities may or may not take this information into consideration.

Please consider the advisory referendum below. The proposed fee may seem high, but consider that New York City has over 500 miles of shoreline. When considering how to vote, please bear in mind that there may be other things that you would rather spend your money on. Think about how much, if anything, you are willing to pay before casting your vote. Click the circle next to “Yes” if you are in favor of adding the fee to all New Yorkers’ monthly water bill to pay for the proposed flood control system; otherwise, vote “No” if you are against.

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Should City authorities introduce a mandatory fixed fee of \$X to every New York City households' monthly water bill, for the foreseeable future, to fund the proposed flood control system for New York City?

I vote “Yes”

I vote “No”

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