



GODBE RESEARCH
Gain Insight

MEMORANDUM

August 7, 2019

TO: Town of Colma

FROM: Bryan Godbe
President
Godbe Research

RE: 2019 Community Priorities Survey – Summary of the Results

Introduction:

The Town of Colma commissioned Godbe Research to conduct independent public opinion research to assess resident priorities for City services.

The results show constituents have a very favorable impression of the job the Town is doing to provide services, with an outstanding 11.4-to-1 satisfaction-to-dissatisfaction ratio.

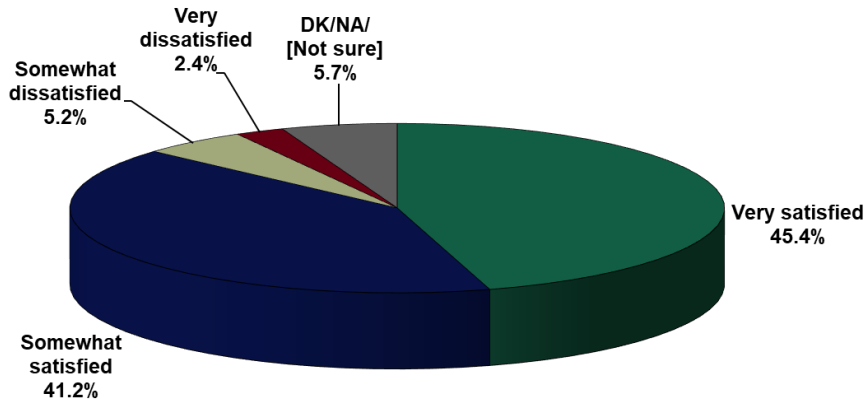
Among other findings, the survey also indicates respondents are interested in a potential local funding measure to maintain service priorities at a high watermark of two-thirds of respondents – well above the simple majority (50 +1%) requirement.

Methodology Overview:

Telephone and online interviews were conducted from June 4 through June 16, 2019 and the average phone interview time was approximately 17 minutes. A total of 78 Town of Colma respondents participated in the survey, and the study parameters resulted in a margin of error of plus or minus 10.28 percent among Likely November 2020 Voters.

Satisfaction with the Town of Colma’s Job Performance:

Eighty-seven percent of Likely November 2020 respondents indicated that they had a favorable impression of the job the Town is doing to provide services, an outstanding 11.4-to-1 satisfaction-to-dissatisfaction ratio.



Respondents Identified a Variety of Key Priorities:

Respondents were presented with a variety of community services provided by the Town to determine their importance. The results suggest clear preferences, with top priorities including “Pothole repair”, “Maintaining neighborhood police patrols”, and “Attracting and retaining local small businesses”.

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| Pothole repair | 1.14 |
| Maintaining neighborhood police patrols | 1.08 |
| Attracting and retaining local small businesses | 1.07 |
| Ensuring sidewalks are accessible for people with disabilities | 1.04 |
| Crime investigation and reduction services | 1.01 |
| Funding additional police patrols and crime reduction programs near shopping centers | 0.99 |
| Expanding services to support local businesses | 0.93 |
| Recreational services and community events | 0.92 |
| Addressing homelessness | 0.83 |
| Street maintenance and improvements including Serramonte Boulevard, Hillside Boulevard and Junipero Serra Boulevard | 0.72 |
| Traffic and parking enforcement | 0.58 |

Information of Greatest Interest to Respondents:

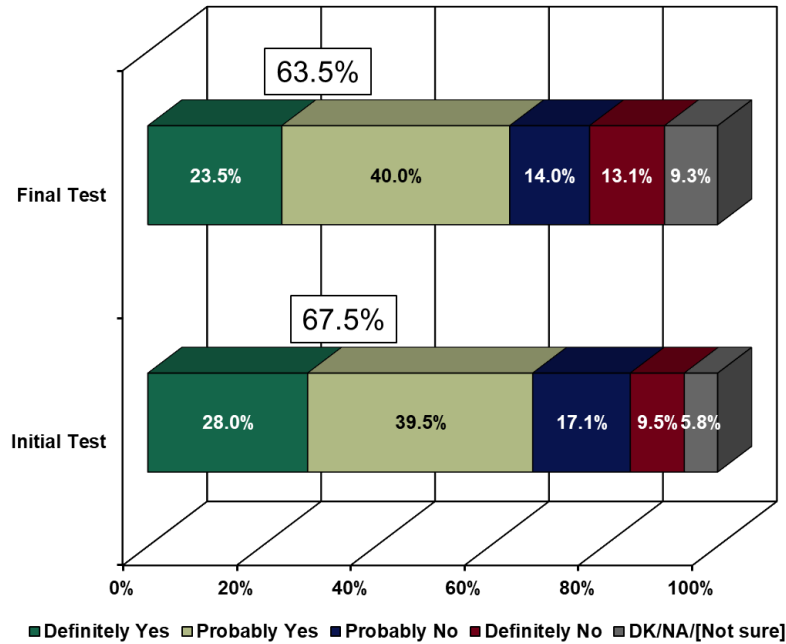
The respondents were also presented with a variety of factual statements about the potential measure. Of most interest to November 2020 Likely Voters were: “By law, all funds from this measure must stay in and benefit Colma and cannot be taken by Sacramento”, “None of the money raised by the measure would be used for City administrator salaries”, “This measure requires independent financial audits, and yearly reports to the community to ensure the funds are spent as promised”, and “The police department spends 60 percent of its time

responding to property crimes at the shopping centers, it is only fair that out-of-town shoppers pay for police protection”.

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| By law, all funds from this measure must stay in and benefit Colma and cannot be taken by Sacramento | 1.44 |
| None of the money raised by the measure would be used for City administrator salaries | 1.38 |
| This measure requires independent financial audits, and yearly reports to the community to ensure the funds are spent as promised | 1.27 |
| The police department spends 60 percent of its time responding to property crimes at the shopping centers, it is only fair that out-of-town shoppers pay for police protection | 1.27 |
| More than 80 percent of the sales tax will be paid by out-of-town visitors and shoppers, easing the burden on residents | 1.22 |
| In the next 5 to 10 years, the Town must invest \$10 to \$15 million dollars to improve and rehabilitate major roadways within the Town. If the improvements are delayed, the cost of major reconstruction could rise to \$20 to \$29 million dollars | 1.21 |
| If the measure is approved, street and pothole repair efforts will be enhanced to include residential streets | 1.16 |
| Visitors and shoppers from outside of Colma will pay their fair share for local city services | 1.16 |
| The police department spends 70 percent of its time responding to property crimes at the shopping centers, and the measure will ensure that shoppers are safe and continue shopping in Colma | 1.09 |
| The Town's infrastructure is aging and needs to be replaced to ensure that visitors will continue to come to Colma to shop and visit | 1.08 |
| The town has been very fiscally conservative and has won awards for its fiscal management practices | 1.05 |

Support for a Simple-Majority Sales Tax Measure:

Among respondents likely to participate in the November 2020 election, on both an initial test and a final test of a hypothetical revenue measure, (67.5 percent and 63.5 percent respectively) indicated support.



Conclusion:

The results show constituents are very satisfied with the job the Town is doing to provide services. The survey also indicates Likely November 2020 Voters are interested in a potential local funding measure to maintain service priorities at nearly 14 points above the simple majority requirement.