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## Town of Colma: 2019 Community Priorities Survey

June 2019

- 86.6% of respondents say they are satisfied with Town services.
- Respondents strongly prioritize public works, public safety, and local business development.
- Over 2/3rds of respondents support a simple majority requirement local funding measure.

- Data Collection Landline (3), cell phone (18), text to online (52), and email to online (5) interviewing
- Universe 546 likely November 2020 voters in the Town of Colma
- Fielding Dates June 4 through June 16, 2019
- Interview Length 17 minutes
- Sample Size 78
- Margin of Error  $\pm 10.28\%$

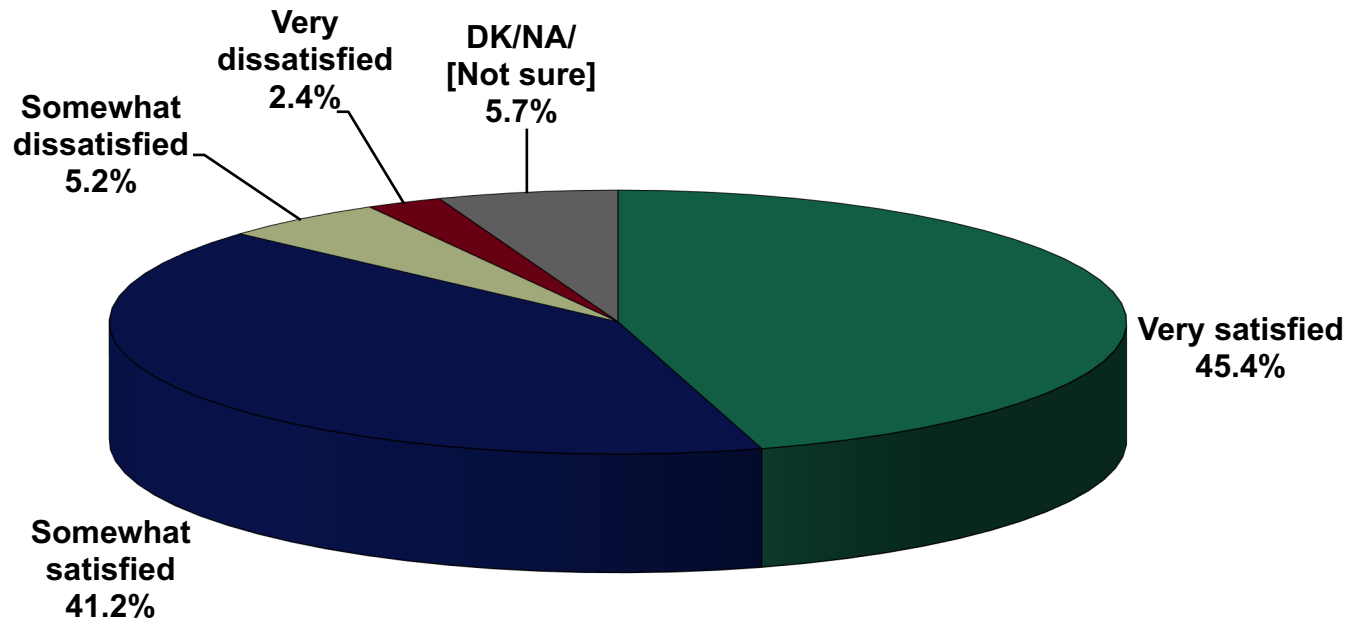


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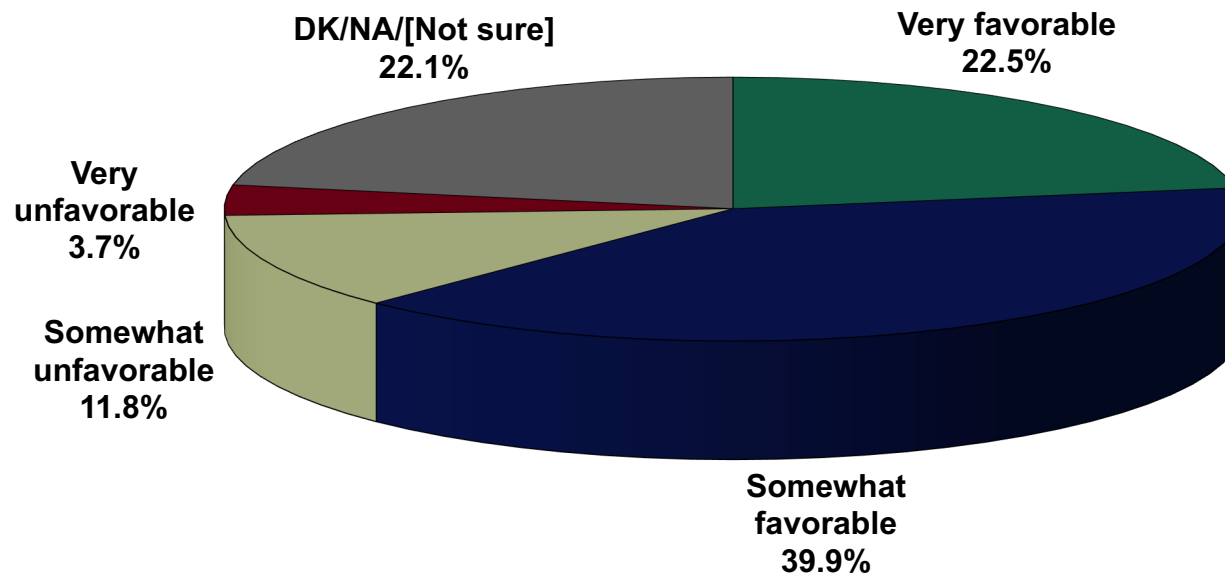
## Key Findings

# Opinion on Whether the Town is Doing a Good Job Providing Community Services



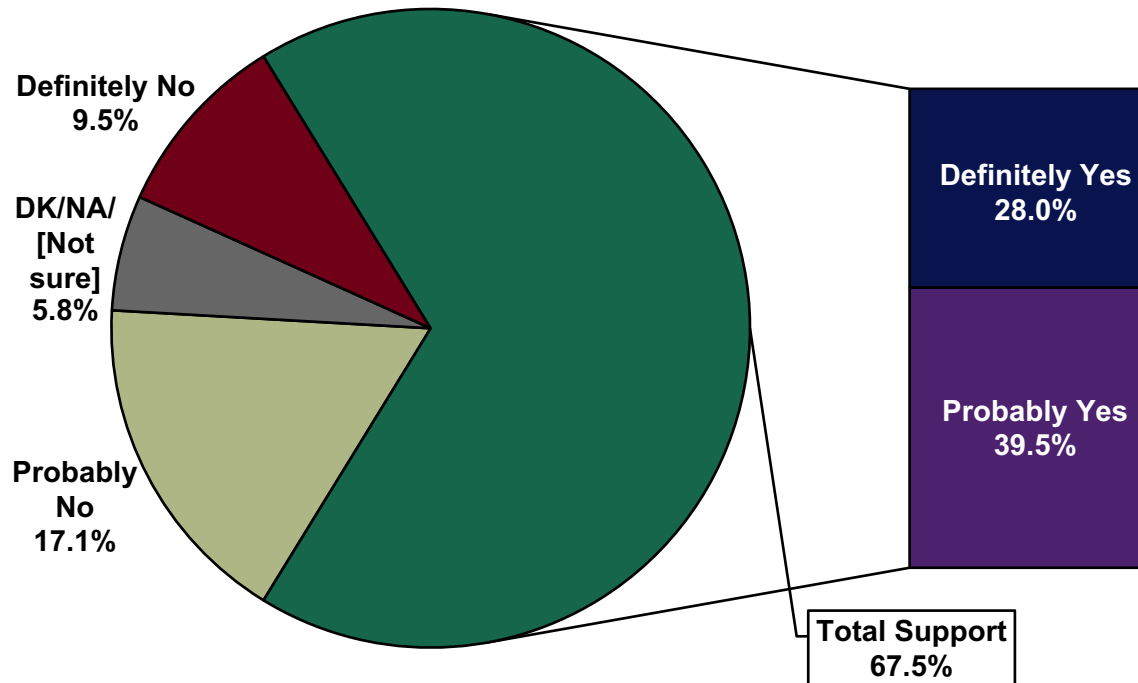
Total Satisfied	86.6%
Total Dissatisfied	7.6%
Ratio Sat to Dissat	11.4

# Opinion on Whether the Town Effectively Manages Public Funds



Total Satisfied	62.4%
Total Dissatisfied	15.5%
Ratio Sat to Dissat	4.0

# Over 2/3rds of respondents would support a simple majority requirement funding measure to maintain these needs

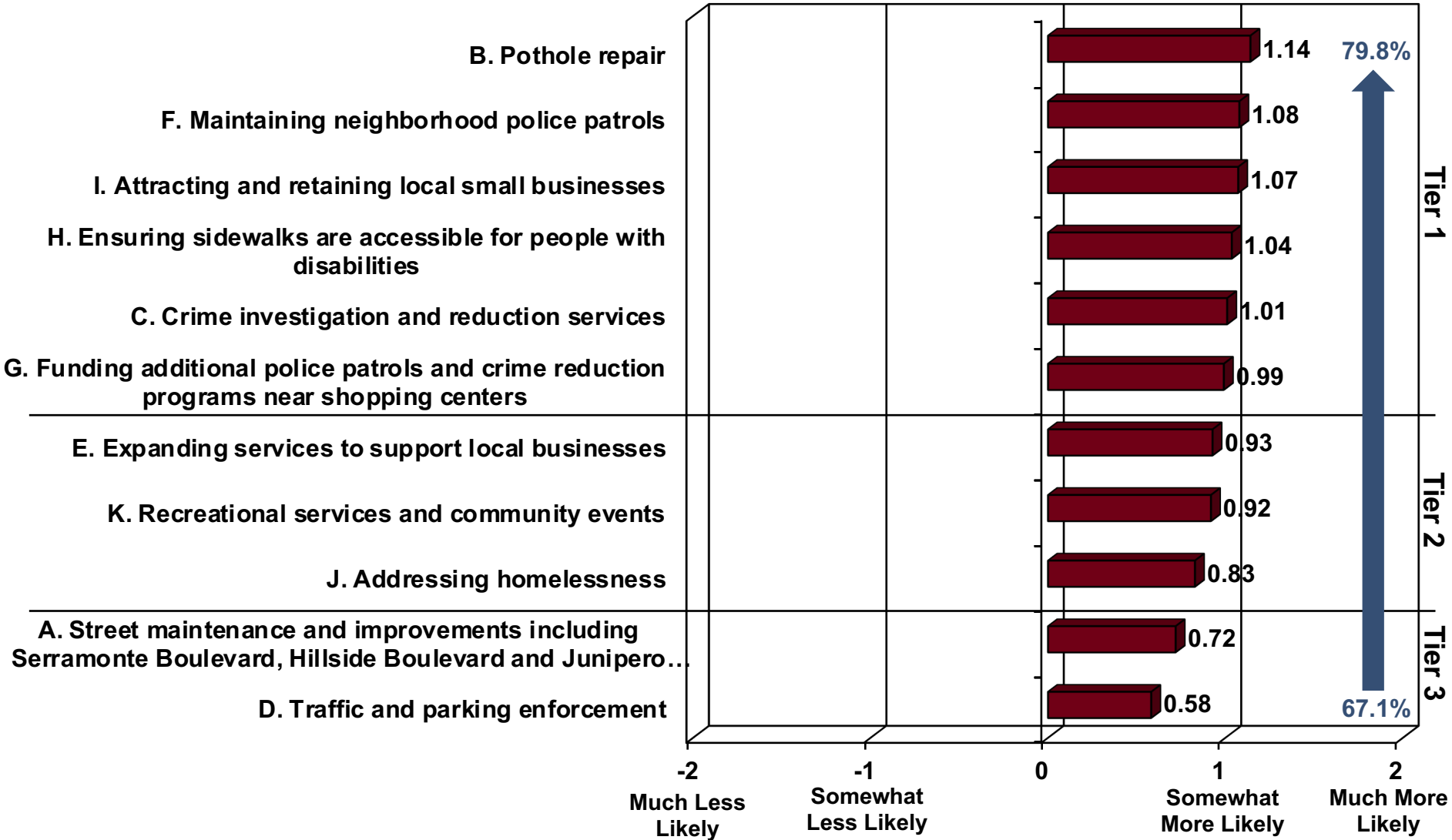


Shall the Town of Colma's measure to help fund core city services and facilities such as:

- street maintenance and improvements, including Serramonte Boulevard, Hillside Boulevard and Junipero Serra Boulevard, and pothole repair;
- crime investigation and reduction services;
- traffic and parking enforcement; and
- expanding services to support local businesses;

by establishing a one-half cent sales tax, providing \$4 million dollars annually, until ended by voters, with independent audits, no money for Sacramento, and all funds spent in the Town of Colma, be adopted?

# Community Priorities



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.





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