



MONTCLAIR
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City of Montclair Community Issues Tracking Survey

Survey Conducted June 30-July 12, 2020



OPINION
RESEARCH
& STRATEGY

Survey Methodology



Conducted a dual-mode survey, online, by cell, and landline between June 30-July 12, 2020

•The survey was in English and Spanish

•Surveys were completed by a random sample of 439 voters registered in the City of Montclair who are likely to participate in the November 2020 election

•Overall margin of error for whole sample: +/-4.9%; the margin of error for a random half the sample: +/-6.9%

Some percentages may not sum to 100% due to rounding

Questions tracked from previous January 2020 Baseline Survey



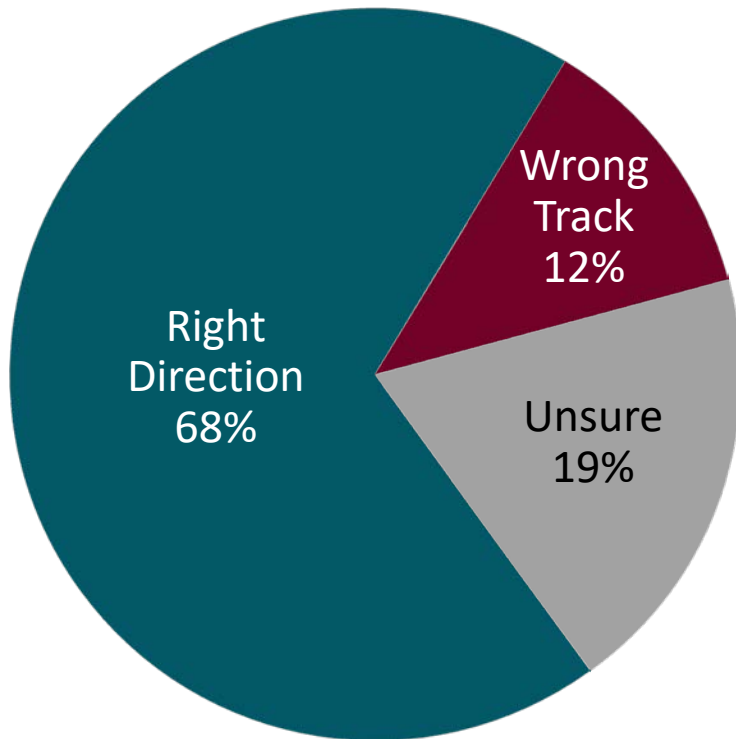
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Mood of the Electorate

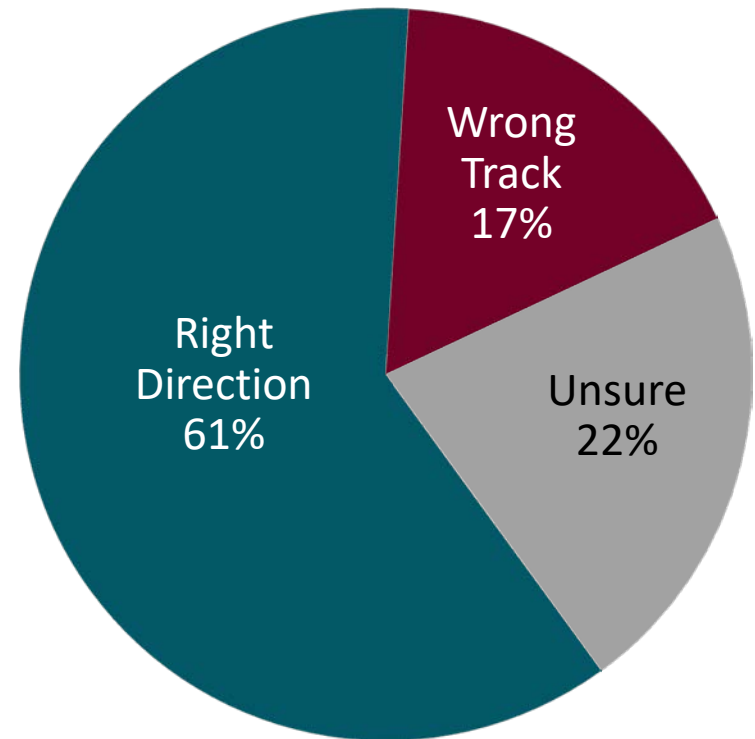
Over six-in-ten continue to believe things are headed in the right direction.

Would you say that things in the City of Montclair are generally headed in the right direction or do you feel that things are off on the wrong track?

January 2020

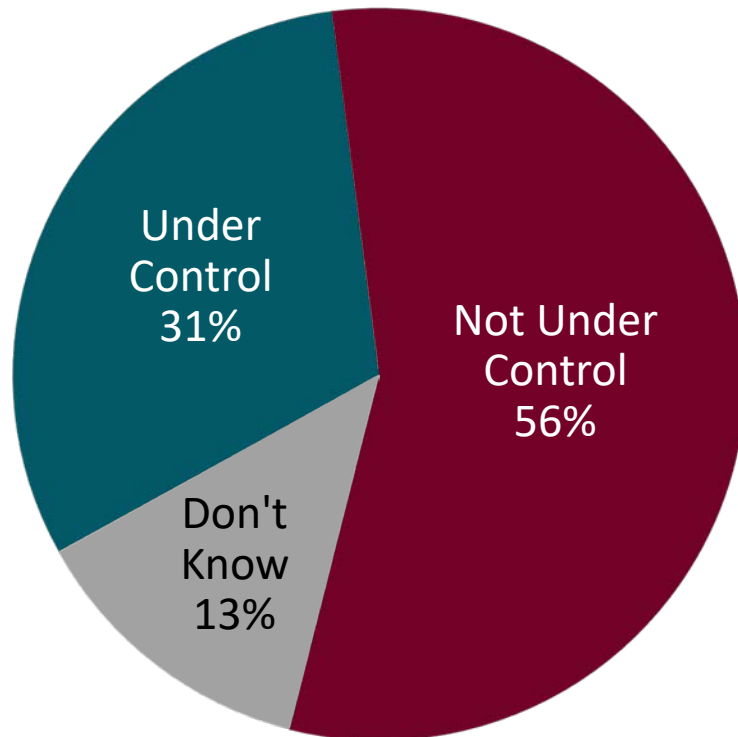


June/July 2020

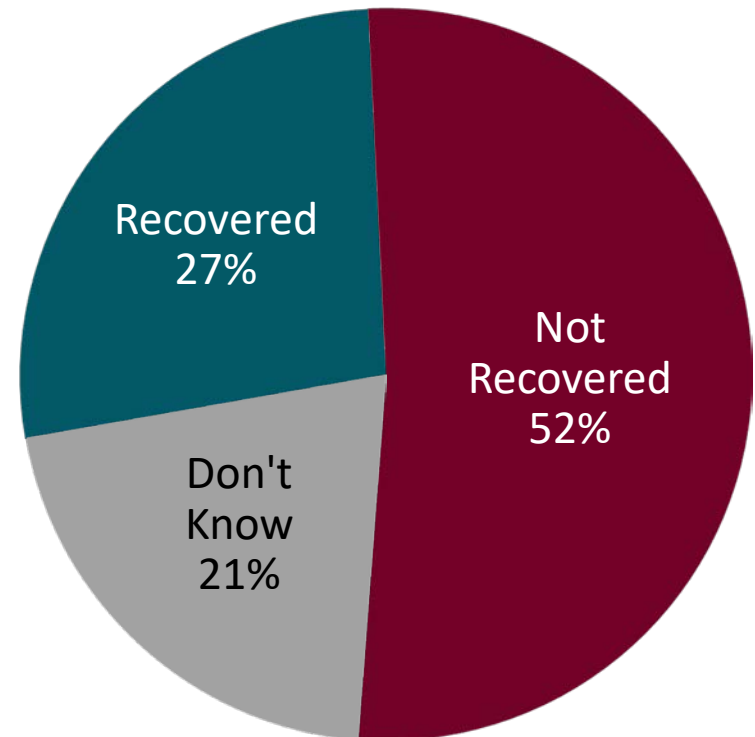


Over half believe the current pandemic will not be under control in the next six months, nor that the local economy will have recovered.

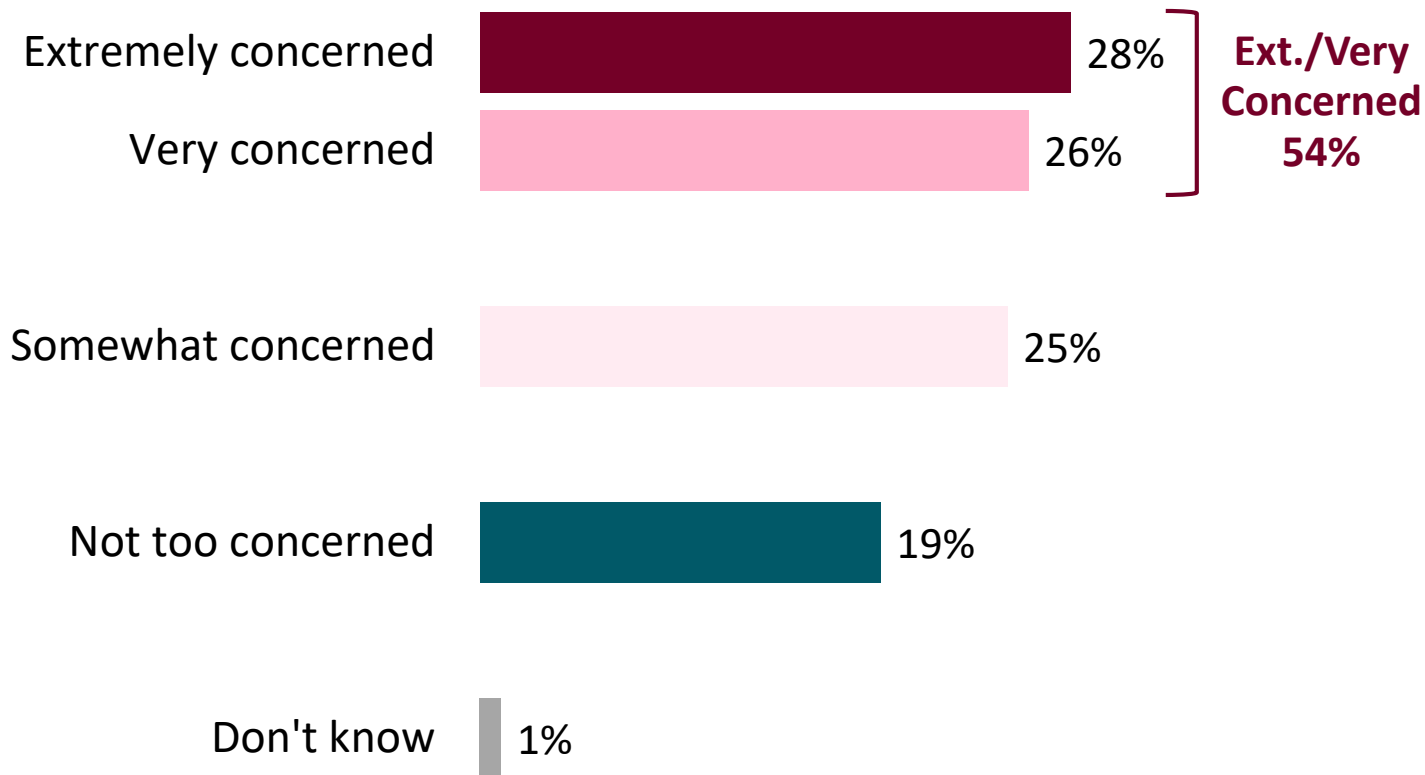
Pandemic Under Control



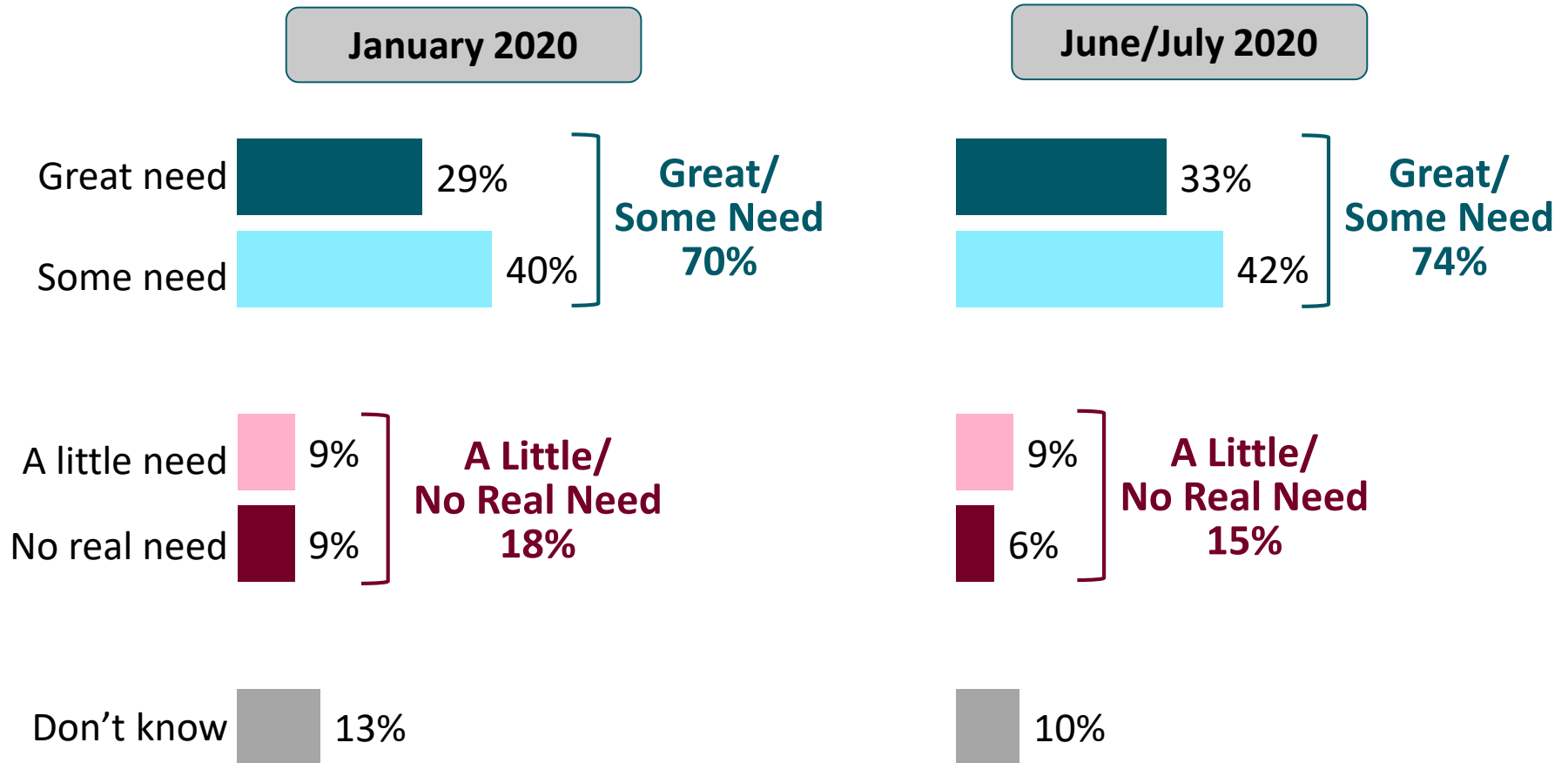
Economy Recovered



Slightly more than half said they are extremely or very concerned about the impact of the coronavirus on their personal financial situation.



Since January, the percentage of those who believe the City has a great need for funding has increased by four percentage points.





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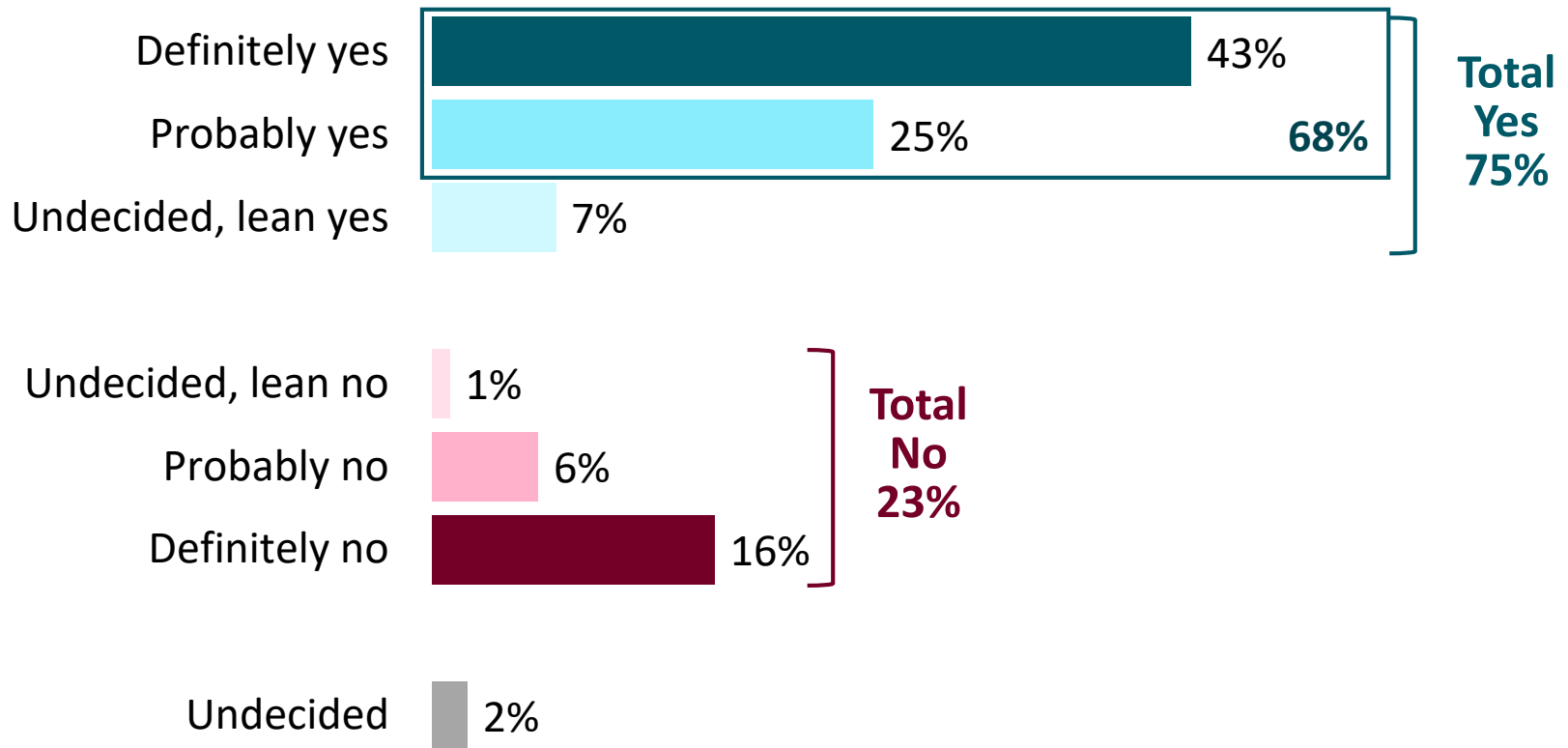
Montclair Public Safety and Essential Services Measure

Potential Ballot Title and Summary

Montclair Essential Services Protection Measure

To protect Montclair's long-term financial stability and fund general needs of the community including preparing for and recovering from public health emergencies; protecting local drinking water sources; maintaining 911 emergency and public safety response, afterschool and senior programs; repairing streets; addressing homelessness; shall the measure be adopted approving an ordinance increasing the sales tax by 1¢, providing approximately \$7,000,000 annually until ended by voters; requiring independent audits, all funds used locally?

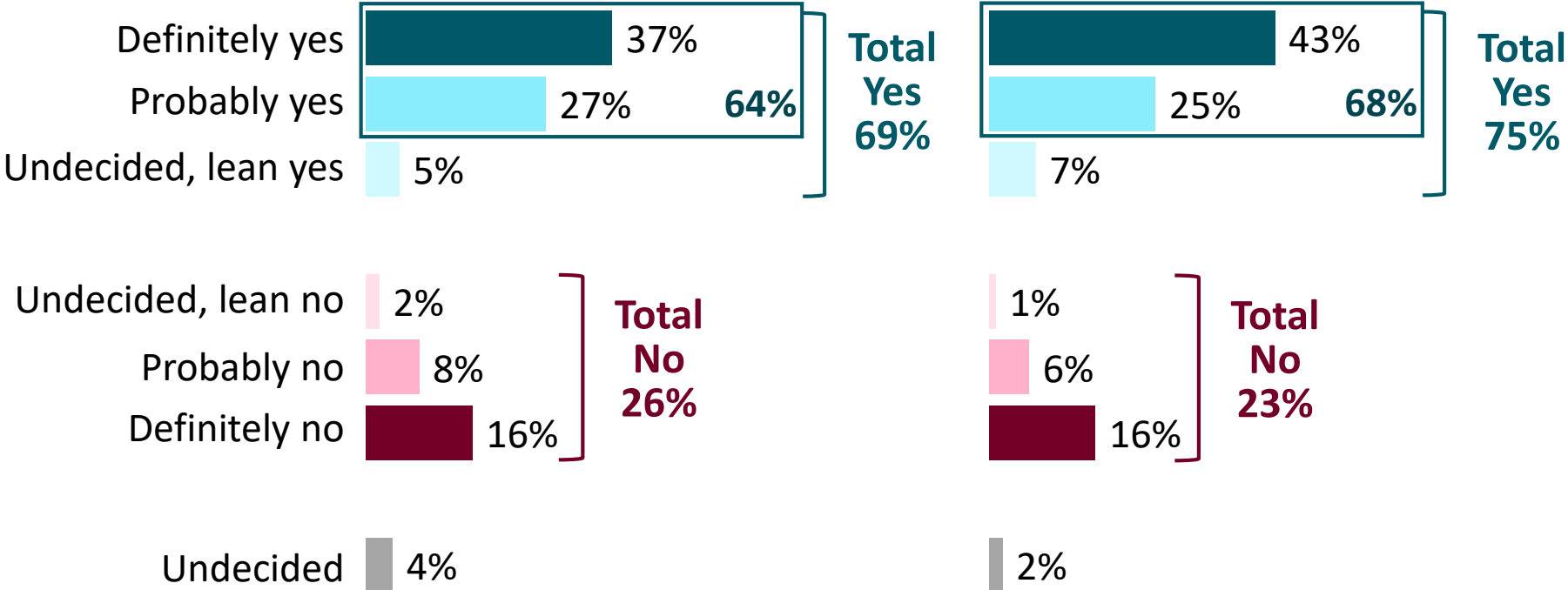
Three-quarters of the voters are in favor of the measure, with over four-in-ten indicating they would definitely vote yes.



Support for the measure has increased by six percentage points since January 2020.

January 2020

June/July 2020



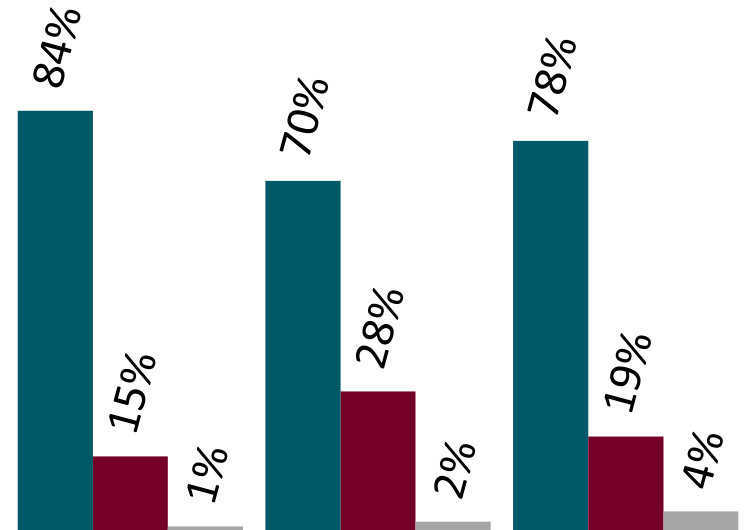
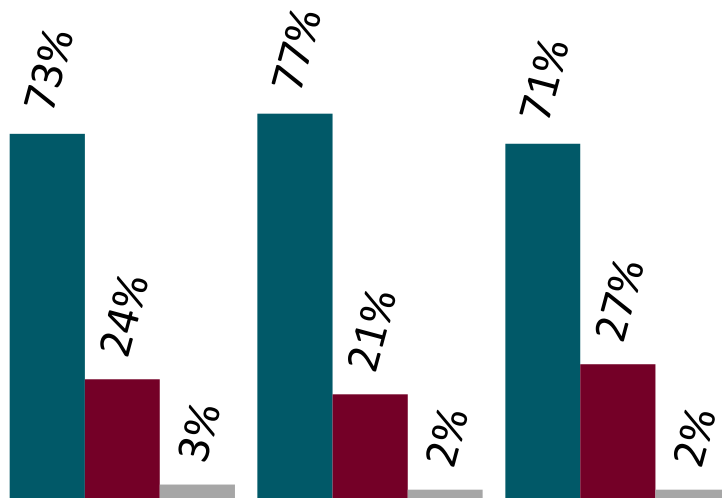
Support also remains high regardless of voters' concerns about the pandemic and the economy's impacts in the next six months.

Initial Vote by Pandemic Under Control in 6 Months & Economy Recovered in 6 Months

■ Total Yes ■ Total No ■ Undecided

Pandemic Under Control in 6 Months

Economy Recovered in 6 Months



Under Control (31%) Not Under Control (56%) Don't Know (13%)

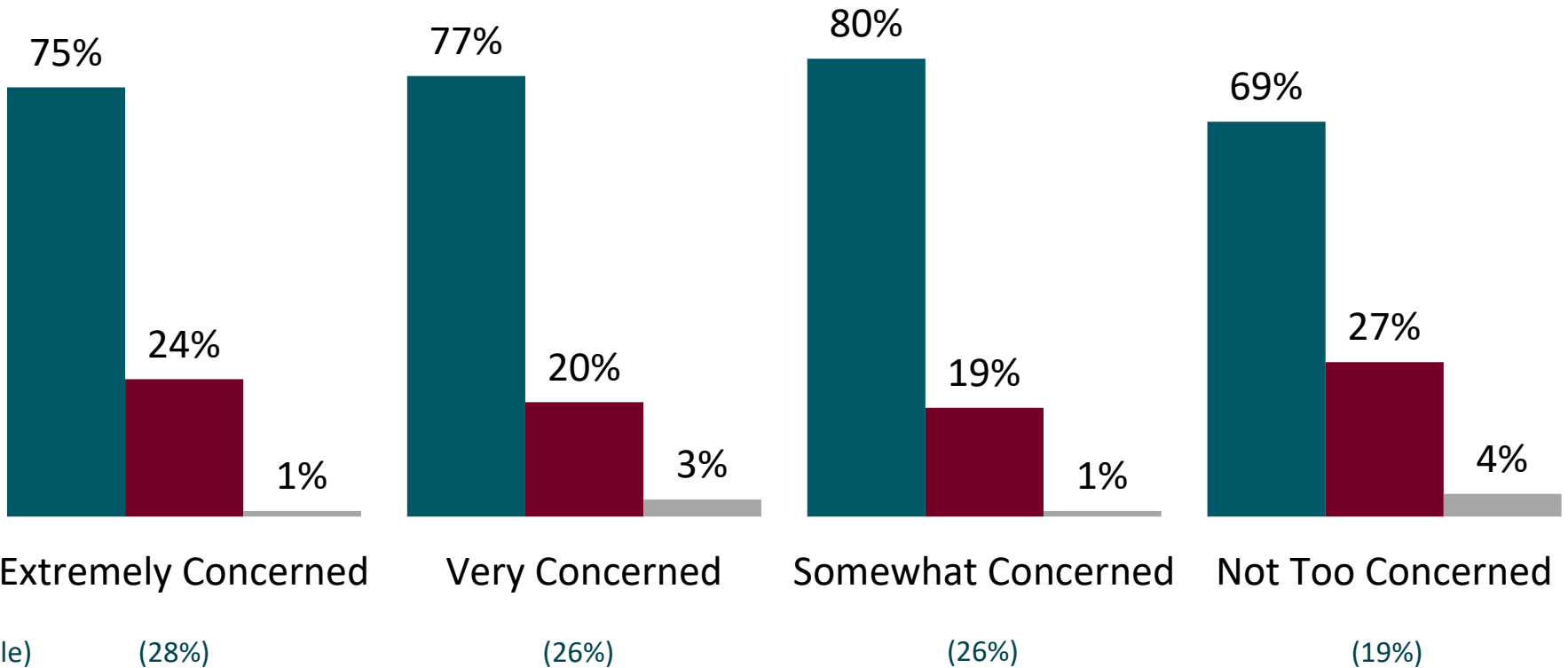
Recovered (27%) Not Recovered (52%) Don't Know (21%)

(% of Sample)

Whether one is concerned about the impact of the coronavirus on their financial situation has no significant effect on how one will vote on the measure.

Initial Vote by Concerned for Financial Situation

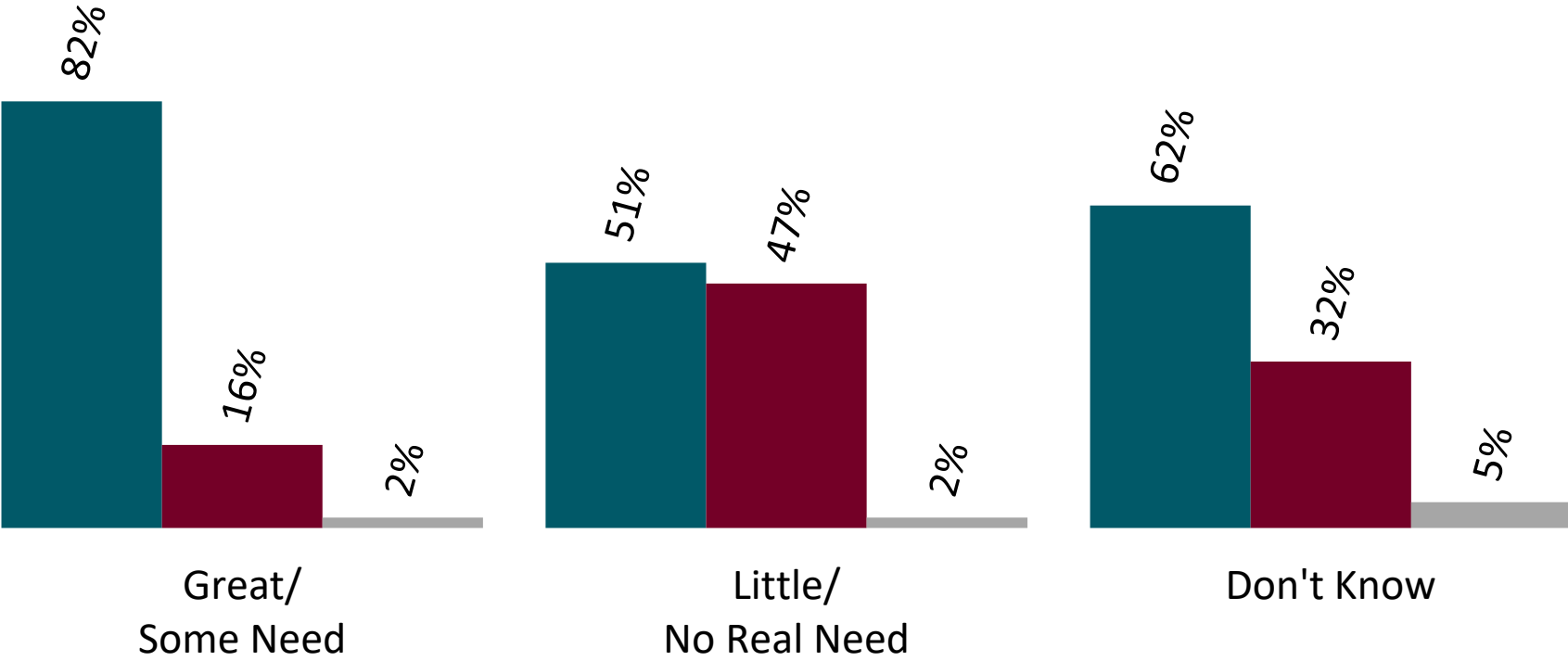
■ Total Yes ■ Total No ■ Undecided



Voters who perceive the City has a greater need for funding are more likely to support the measure as well.

Initial Vote by Need for Funding

■ Total Yes ■ Total No ■ Undecided



(% of Sample)

Q. Based on this description, would you vote yes or no on this measure?



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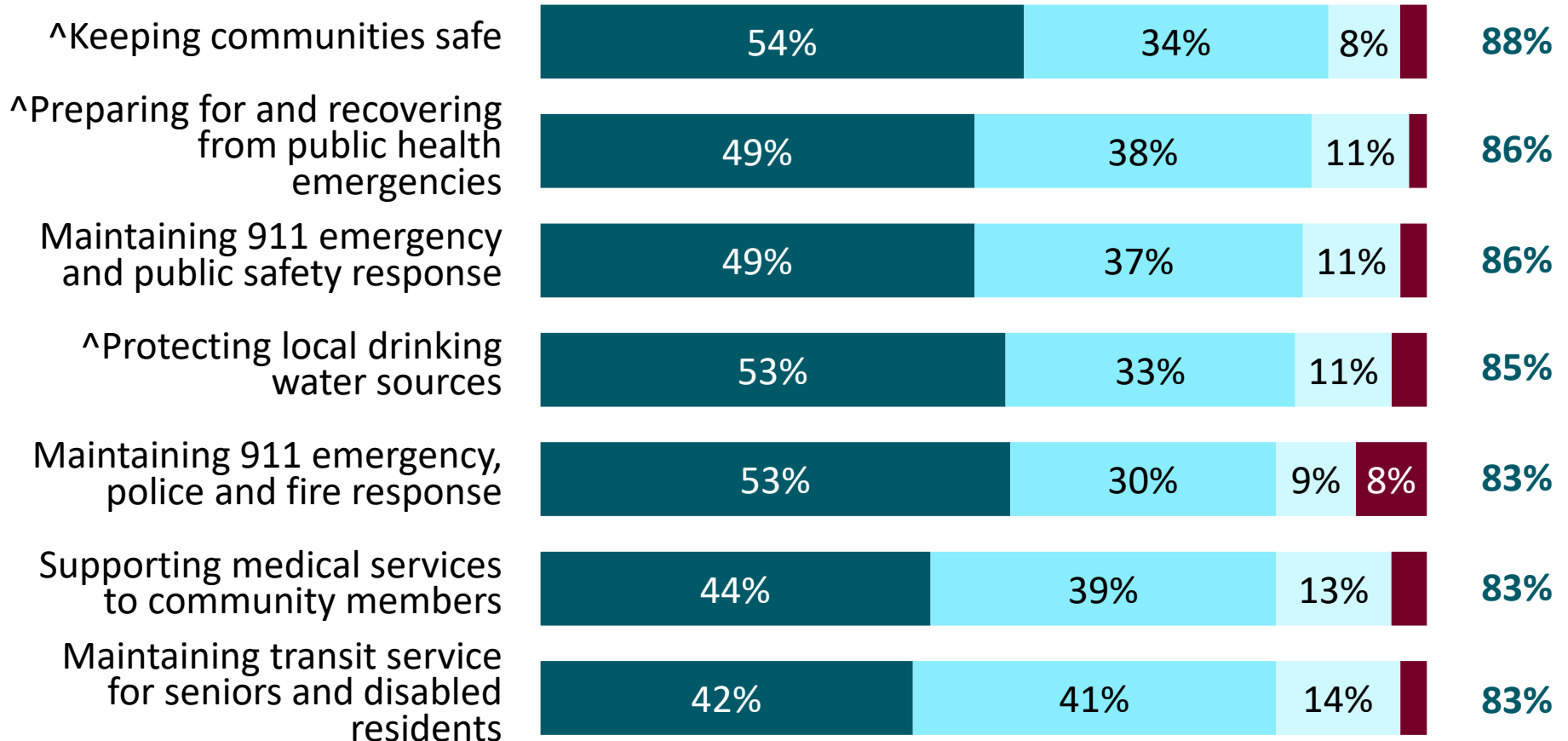
Project Priorities

Voters prioritize spending for keeping communities safe, preparing for and recovering from public health emergencies, and maintaining 911 emergency and public safety response.

(Ranked by Extremely/Very Important)

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt./Don't Know

Ext./Very Impt.



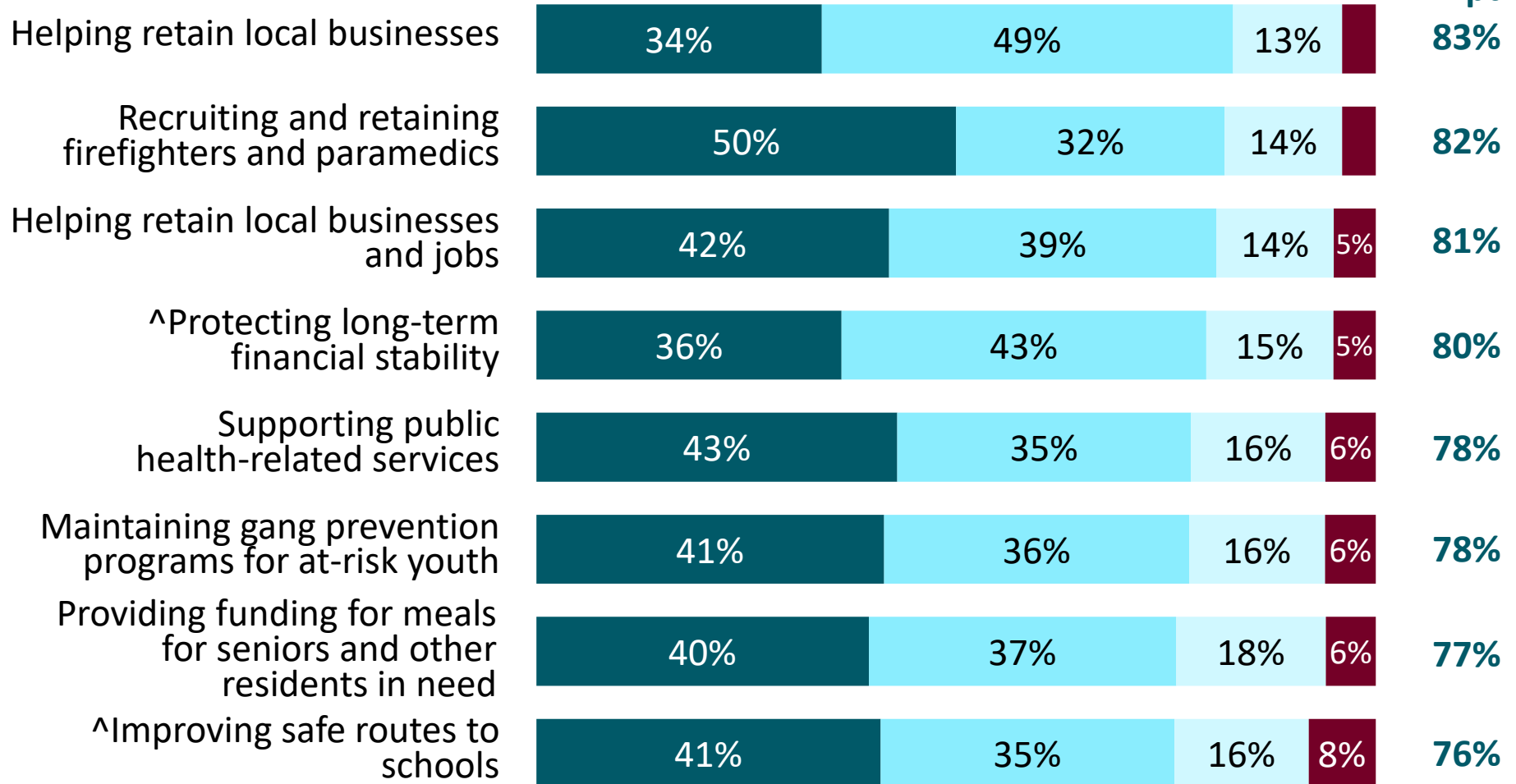
Q. I am now going to mention a list of possible projects and services that might be included in this local ballot measure. Regardless of how you feel about this measure, please tell me how important it is to you personally that each project or service is included in the measure: extremely important, very important, somewhat important, or not too important. ^Not Part of Split Sample

Continued

(Ranked by Extremely/Very Important)

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt./Don't Know

Ext./Very Impt.



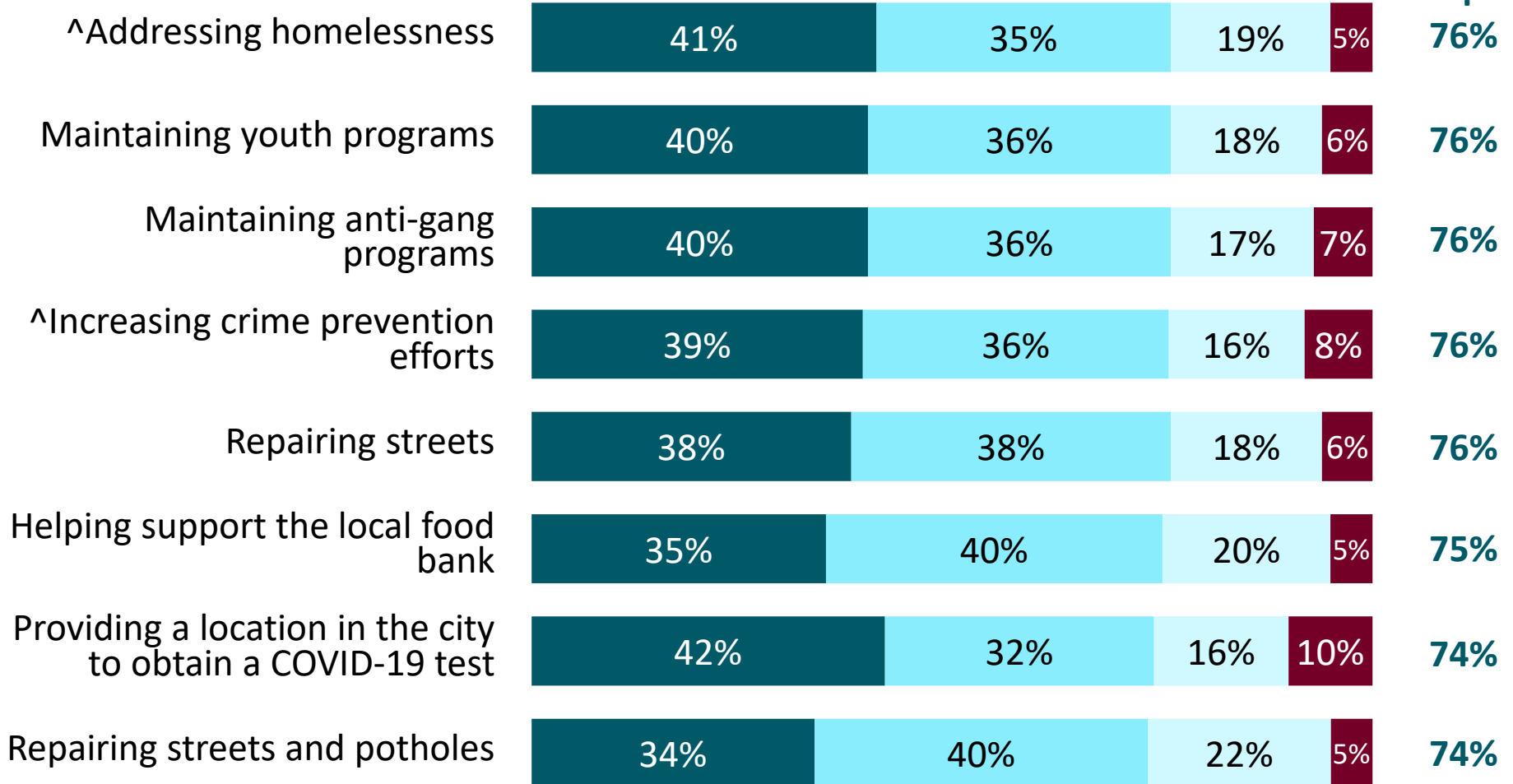
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Continued

(Ranked by Extremely/Very Important)

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt./Don't Know

Ext./Very Impt.



Q. I am now going to mention a list of possible projects and services that might be included in this local ballot measure. Regardless of how you feel about this measure, please tell me how important it is to you personally that each project or service is included in the measure: extremely important, very important, somewhat important, or not too important. ^Not Part of Split Sample



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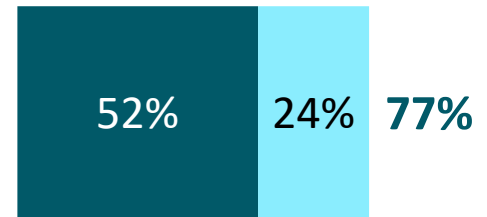
Impacts of Statements

Statements about improving medical emergency response times and maintaining afterschool and youth programming are among the top reasons to support the measure.

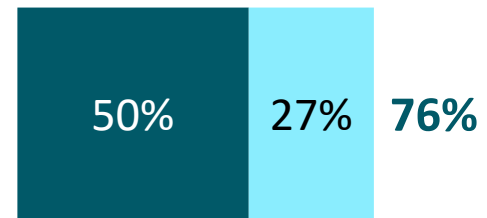
(Ranked by Total More Inclined to Vote Yes)

■ Much More Incl. ■ Smwt. More Incl.

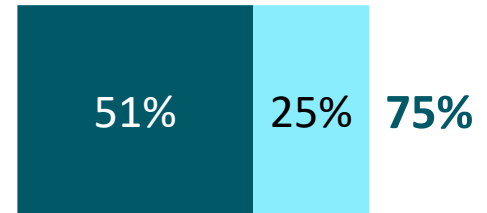
^(RESPONSE TIMES -MEDICAL) When you have an emergency, seconds count. Approximately 85% of calls to the City of Montclair Fire Department are related to medical emergencies. This measure will ensure that Montclair has the needed firefighters and paramedics, and lifesaving equipment to improve its emergency response times and save lives.



(YOUTH) This measure will maintain City-funded after-school and summer recreational online and in-person programs, all of which provide healthy alternatives for at-risk youth who might be tempted to join local area gangs. These programs provide more than 3,000 kids in our community each year with safe and supervised activities that keep these children and youth off the streets and out of trouble.



(QUALITY OF LIFE #2) This measure ensures well-maintained streets, the quality of local parks, clean and safe public areas and neighborhoods, and rapid 911 emergency and police response that strengthen our community, improve property values and make it a more desirable place to live, do business and raise a family.

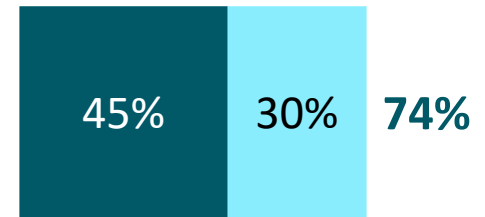


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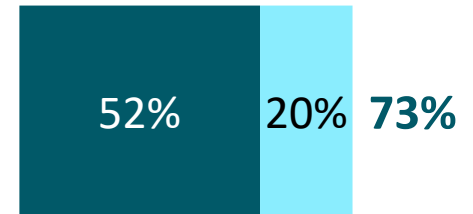
(Ranked by Total More Inclined to Vote Yes)

■ Much More Incl. ■ Smwt. More Incl.

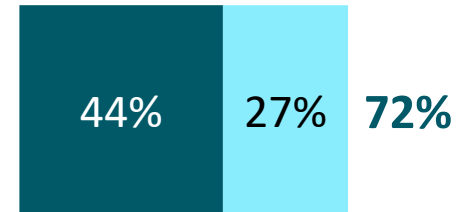
(QUALITY OF LIFE #1) This measure ensures well-maintained streets, the quality of local parks, clean and safe public areas and neighborhoods, and rapid 911 emergency and public safety response that strengthen our community, improve property values and make it a more desirable place to live, do business and raise a family.



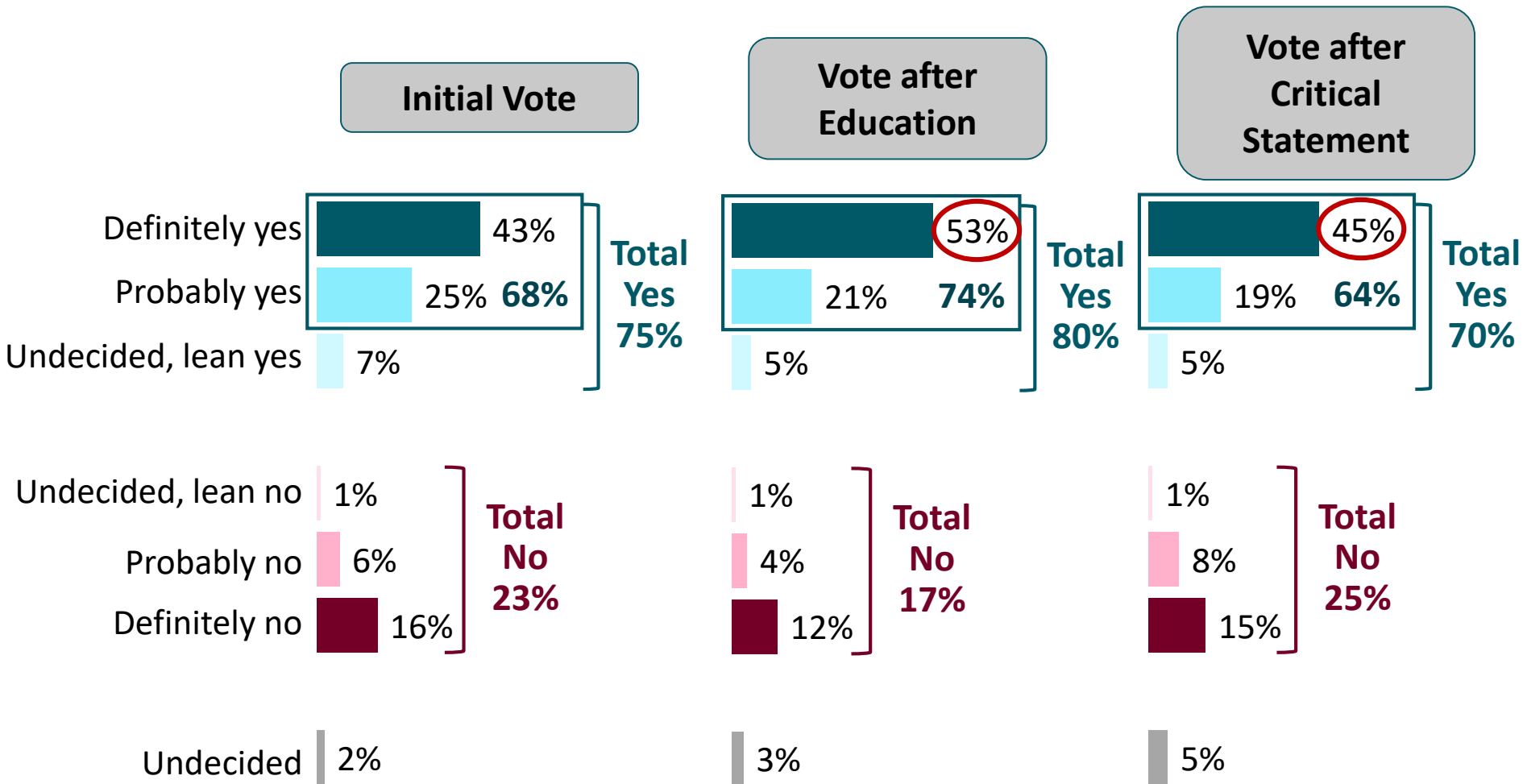
(KEEPING GANGS OUT) Montclair's nearby cities have a number of gangs that frequent our community and are known to be involved in violent and non-violent criminal activity, including burglaries and thefts. Passing this measure will enable the City to improve the safety of our neighborhoods and business areas to keep gang members from nearby communities out of our city.



^(ACCOUNTABILITY) This measure includes tough accountability provisions such as establishing a citizens' oversight committee, public disclosure of all spending and annual independent financial audits. These fiscal safeguards will ensure funds are used efficiently, effectively and as promised, and only for programs and services that benefit Montclair residents.



After hearing all information, seven-in-ten remain in support of the measure—well above the required threshold for passage and the margin of error.



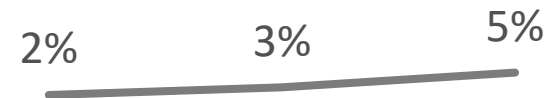
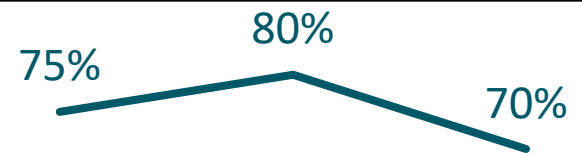
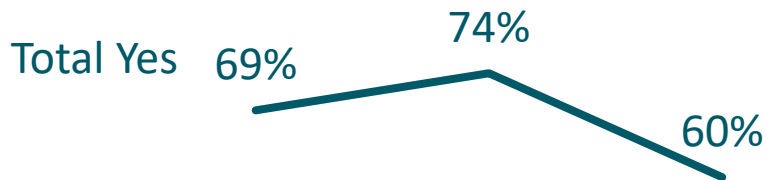
Support remains higher in June/July even after critical messaging than in January 2020.

January 2020

June/July 2020

Initial Vote Vote after Education Vote after Critical Statement

Initial Vote Vote after Education Vote after Critical Statement





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Conclusions

Conclusions

- ✓ Voters largely continue to believe things are headed on the right track, although most do not believe the pandemic will be under control nor the economy recovered in the next six months.
- ✓ Over seven-in-ten continue to see there is a need for additional funding, with a third believing that need is great.
- ✓ Initial support for the measure is higher than in January, with three-quarters indicating they would vote yes in support of the measure.
- ✓ Voters prioritize spending to keep communities safe and preparing for and recovering from public health emergencies. Some previous top-priorities remain important to voters, despite their lower ranking.

Conclusions

- ✓ Messages discussing improving medical response times, maintaining funding for youth programs, and the quality of life continue to resonate with voters, and are among the top reasons to support the measure.
- ✓ After education, support for the measure increases to 80% with over half indicating they would definitely vote yes.
- ✓ After critical statements, support declines by ten percentage points overall. However, seven-in-ten remain in support – ten percentage points above final level of support in January.



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