

# Petaluma Community Survey

*Key Findings of a Survey Conducted:  
February 15-20, 2020*



OPINION  
RESEARCH  
& STRATEGY

# Survey Methodology

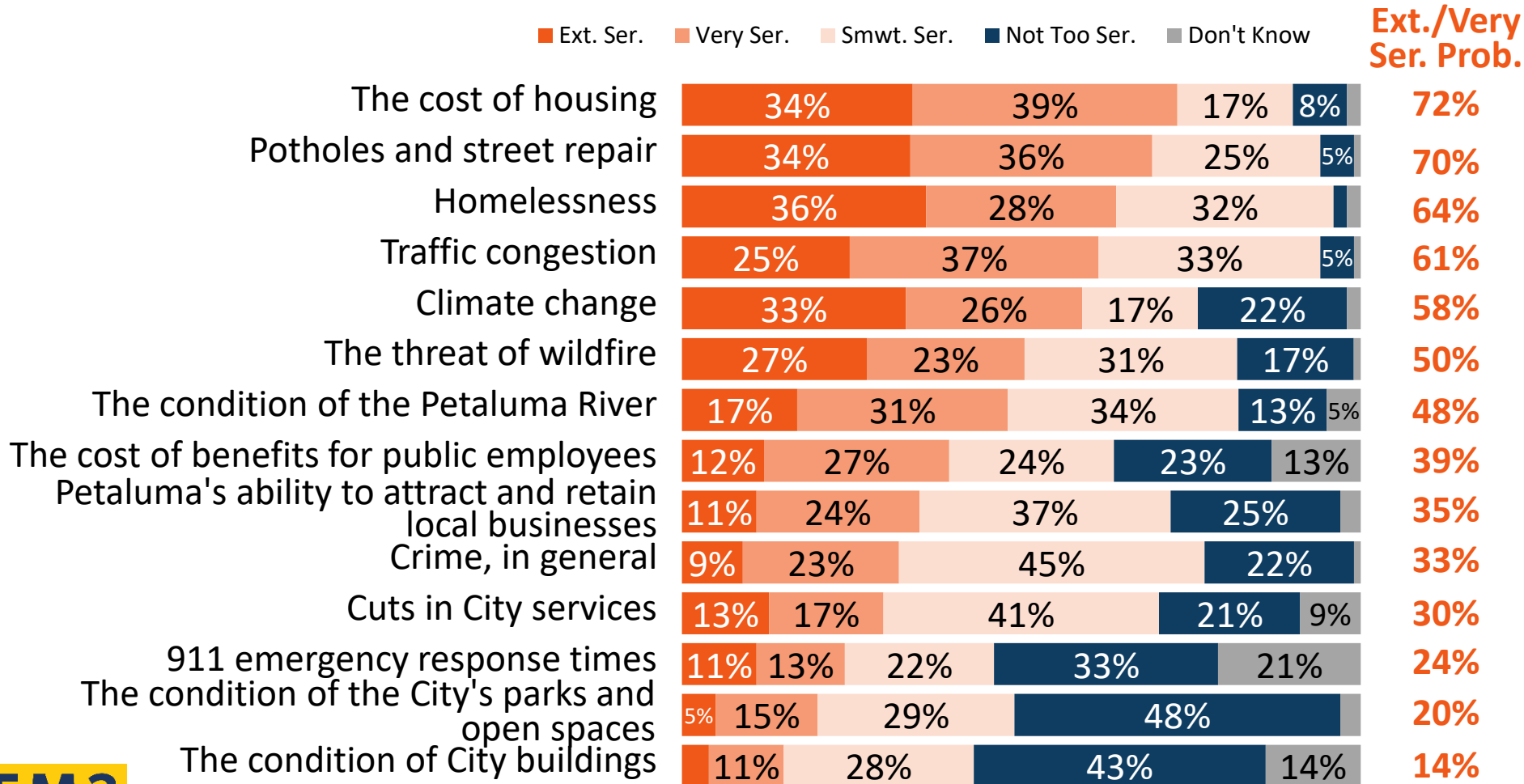
- ✓ 400 telephone interviews with voters likely to cast ballots in November 2020 in Petaluma
- ✓ Interviews conducted February 15-20, 2020
- ✓ Interviews conducted online and on landlines and cell phones
- ✓ Margin of sampling error of +/- 4.9% at the 95% confidence level
- ✓ Some percentages may not sum to 100% due to rounding
- ✓ Select comparisons to prior voter surveys



# **Issue Context**

# Housing, roads, homelessness, and traffic are seen as the top problems in Petaluma.

*I'm going to read you a list of things some people say may be problems facing Petaluma. Please tell me whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or not a problem for Petaluma residents.*





# **Interest in Potential Local Funding Measure**

# Conceptual Ballot Language

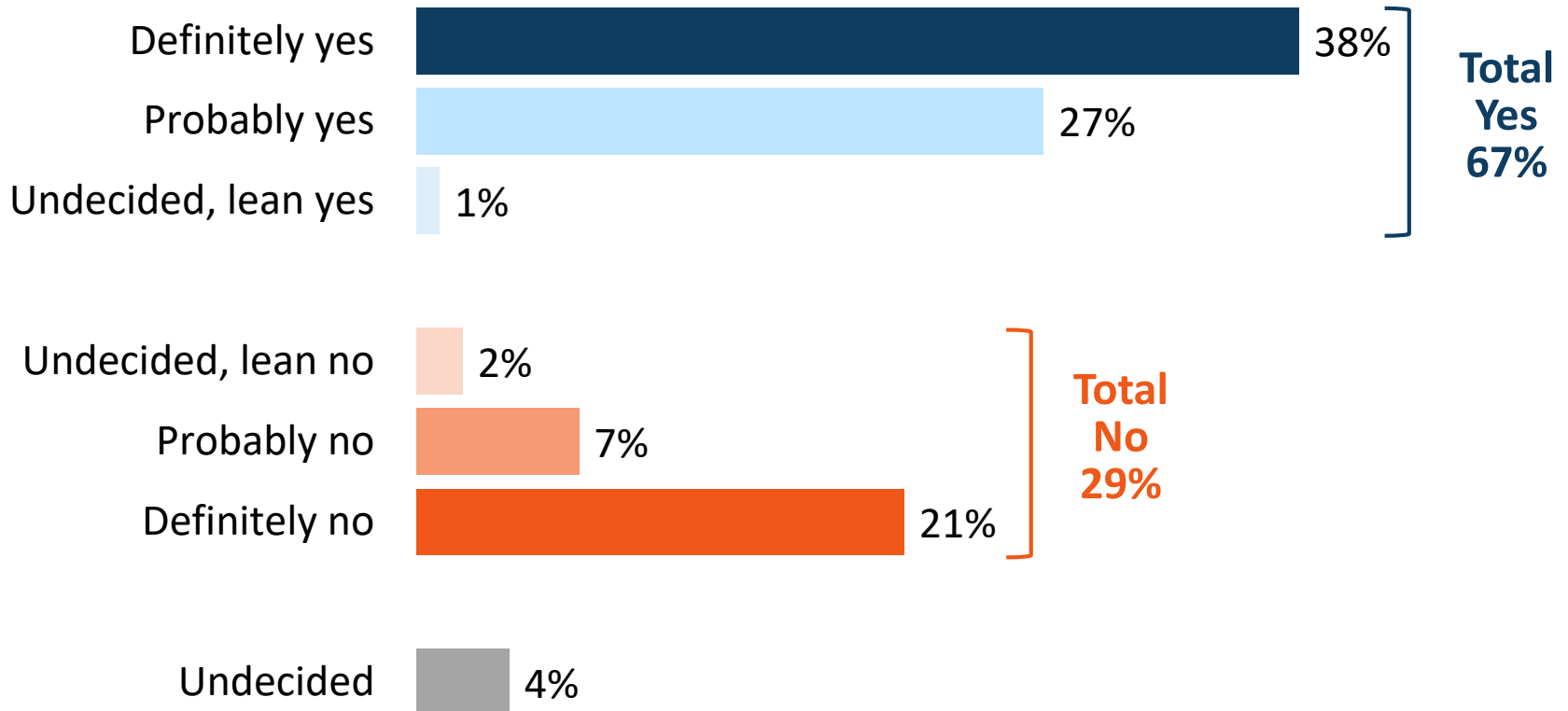
*50% Threshold for Passage*

## **City of Petaluma Public Safety, Roads, and Essential City Services Measure.**

To maintain rapid 911 emergency response; 24 hour police/fire staffing; streets/road/pothole repair to prevent further deterioration; fire protection equipment including fire engines; attracting/retaining qualified police officers; fiscal stability and other essential services; shall the City of Petaluma adopt a measure establishing a 1 cent sales tax, providing \$13.5 million annually until ended by voters, requiring independent audits, citizen oversight, and all funds spent locally?

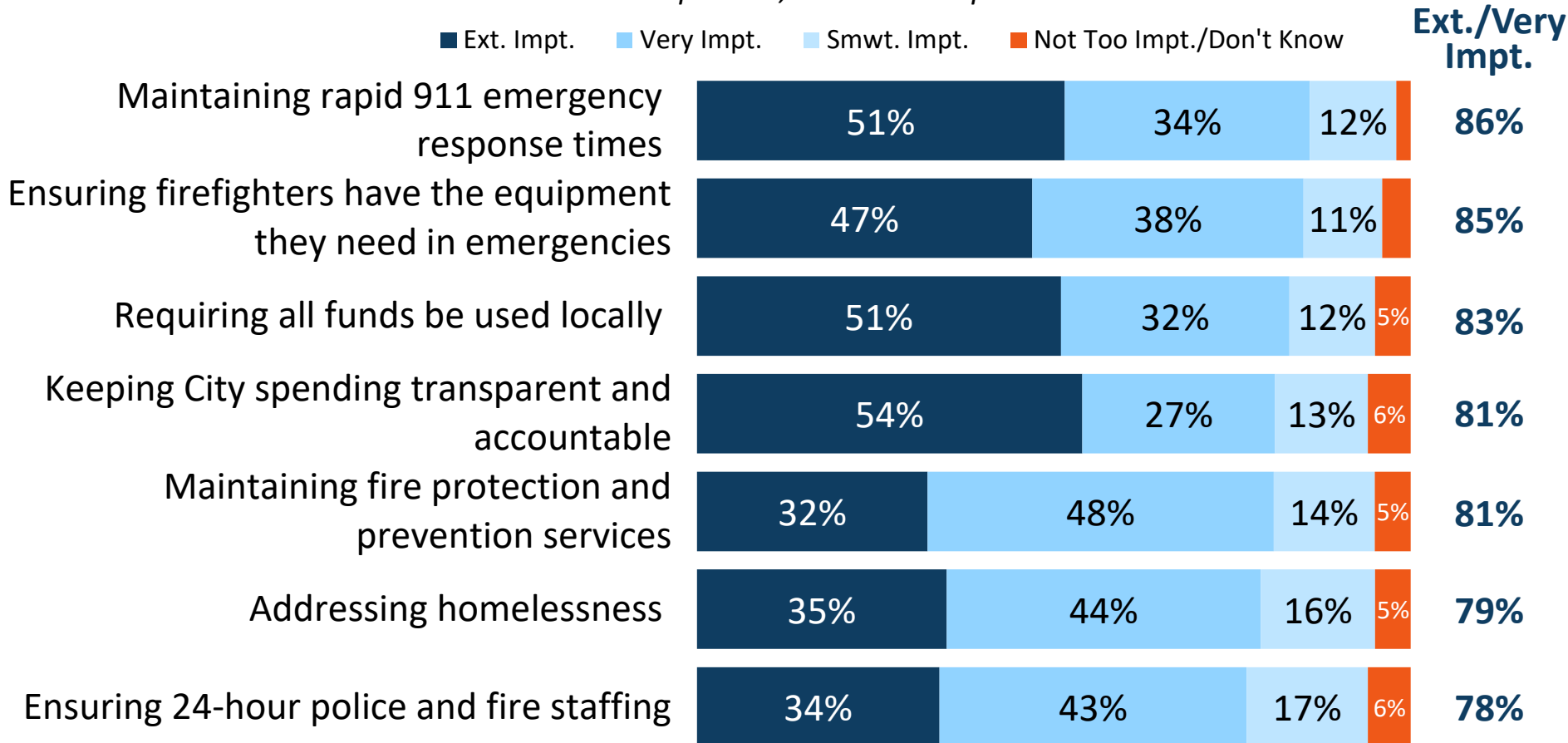
Reviewed by the City Attorney

# Two-thirds of respondents indicate interest in enhanced local funding.



# Maintaining 911 emergency response, ensuring firefighters have what they need in emergencies, and ensuring funds are used locally are top priorities.

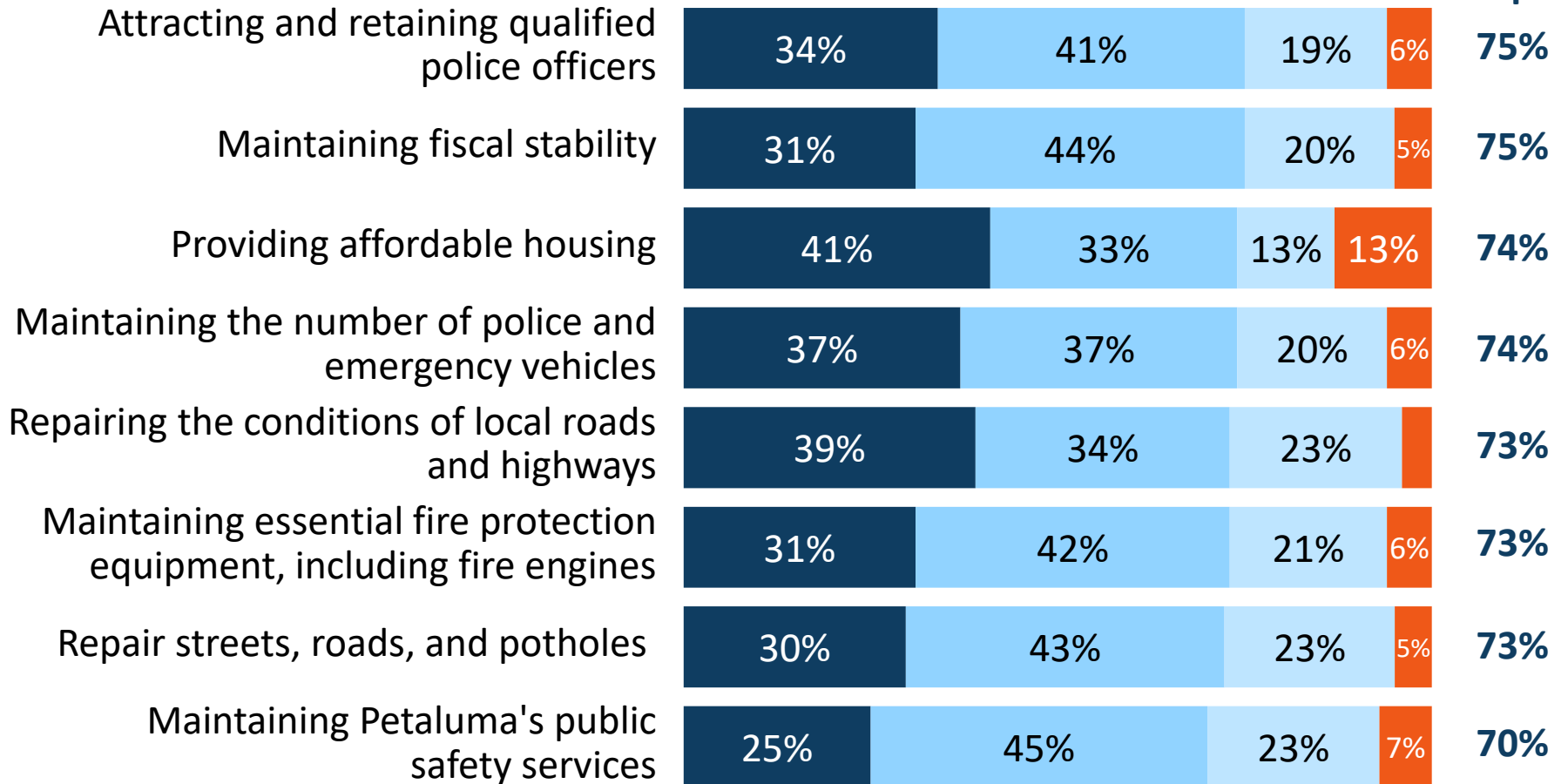
I am going to read you a list of potential spending areas and accountability provisions of this measure. Please tell me how important each item is to you personally: extremely important, very important, somewhat important, or not too important.





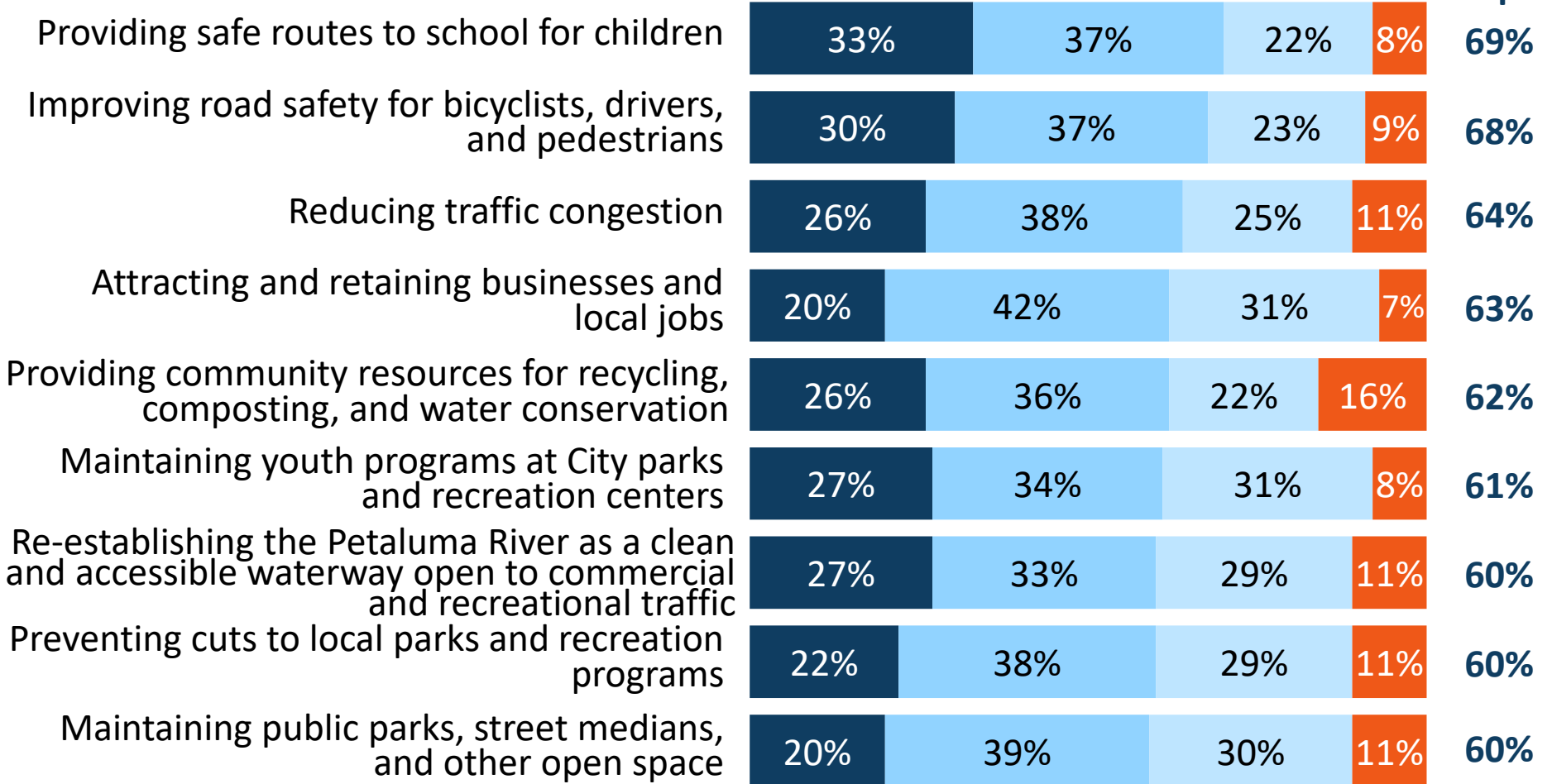
# Attracting and retaining offices, maintaining fiscal stability, and providing affordable housing are also important.

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



# Providing safe routes to school, improving road safety and reducing congestion are middle-tier priorities.

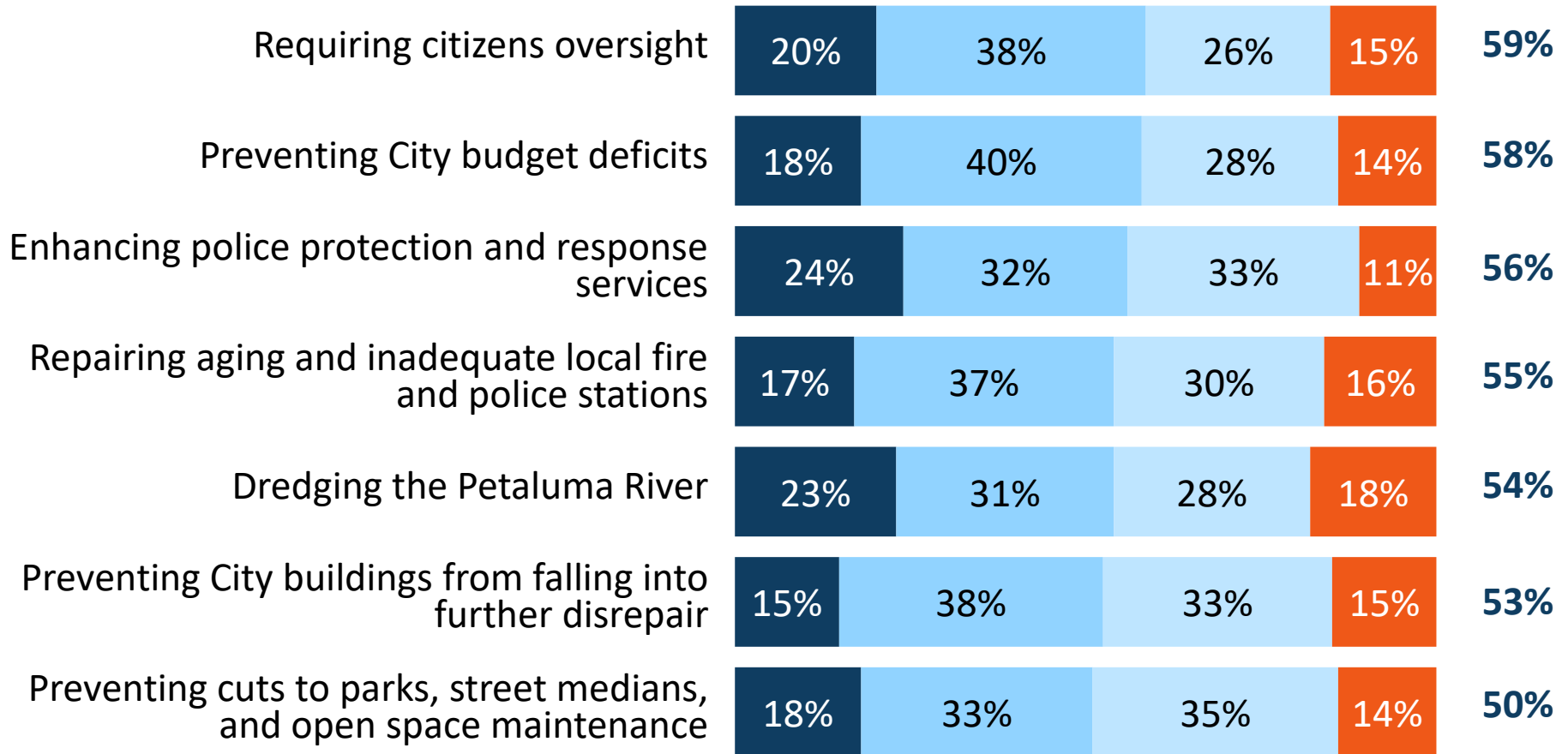
■ Ext. Impt.   ■ Very Impt.   ■ Smwt. Impt.   ■ Not Too Impt./Don't Know   Ext./Very Impt.



# A majority view citizens oversight and budget deficits as important, but few say they are "extremely important."

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

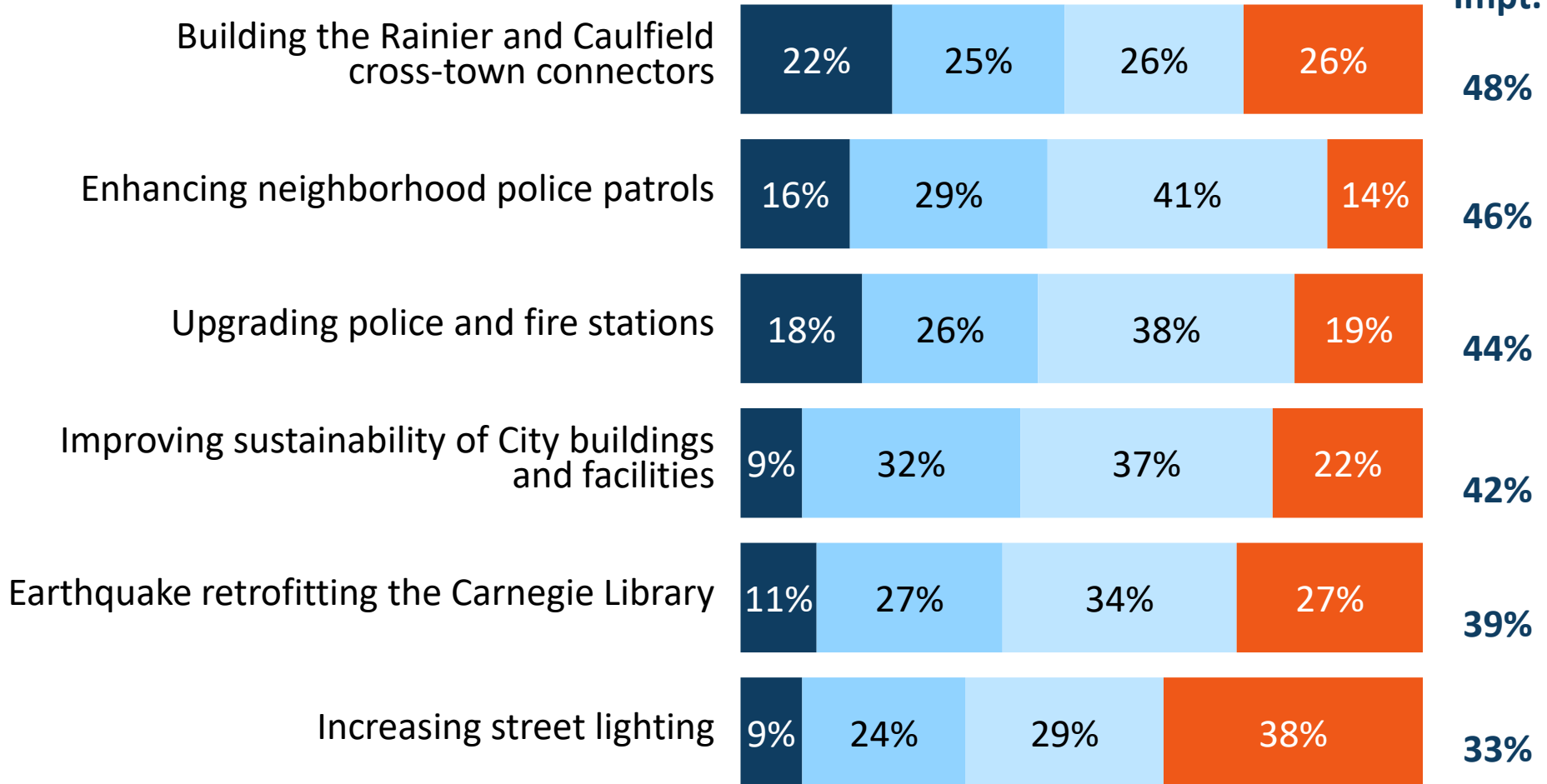
Ext./Very Impt.



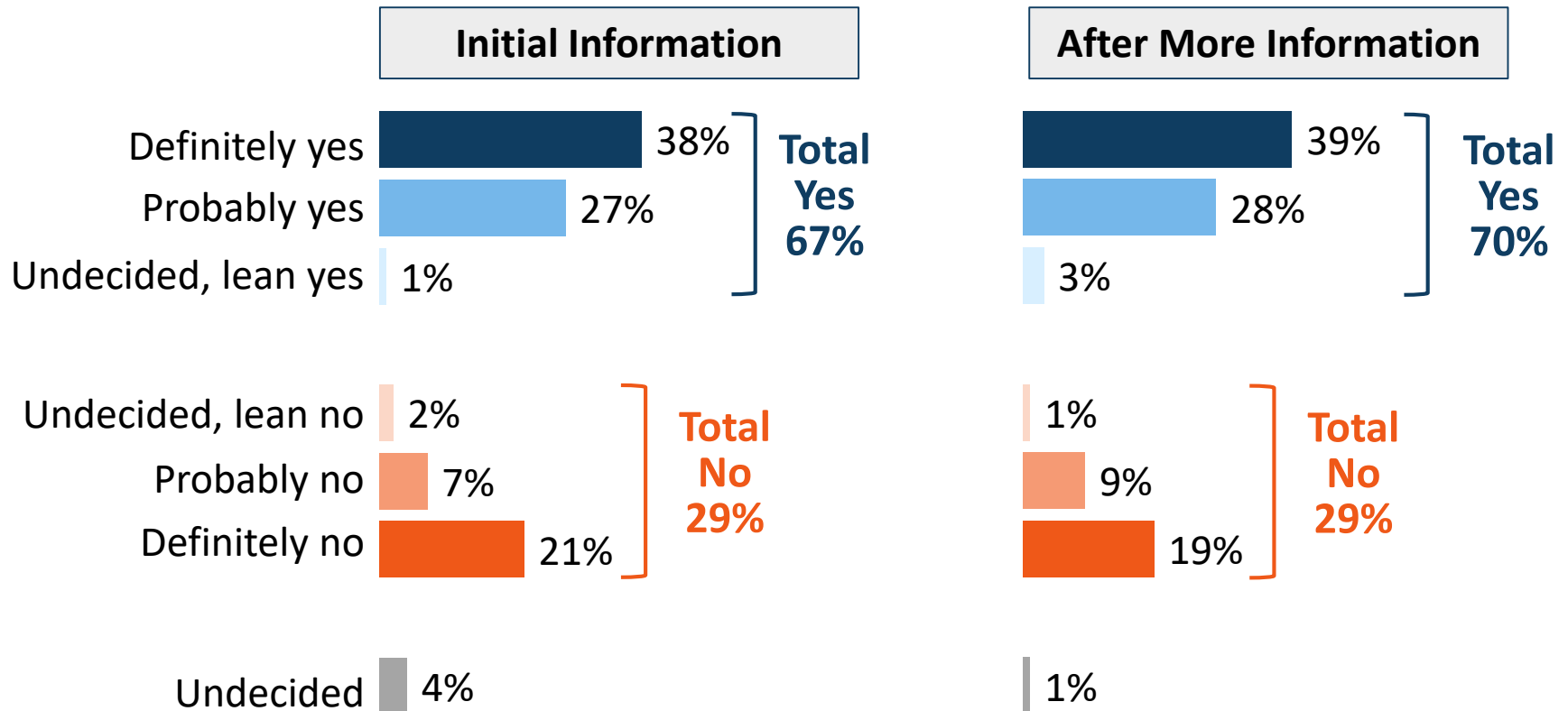
# Less than half view cross-town connectors, enhanced police patrols, and addressing facilities as priorities.

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

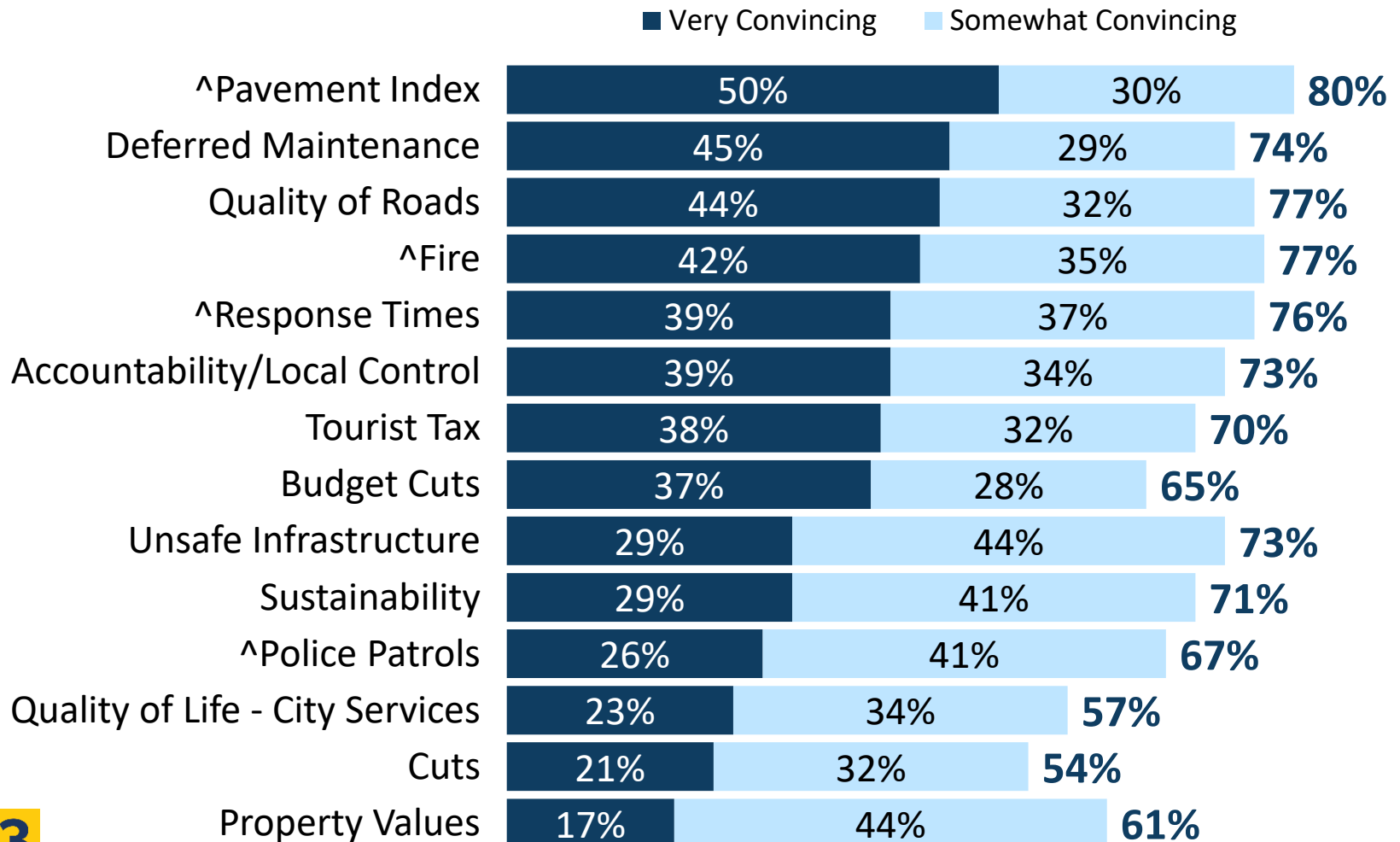
Ext./Very Impt.



# Interest in local funding remains essentially consistent after hearing more information.



# Additional factual information describing the City's pavement index, the cost of deferred maintenance, and poor quality of roads resonate strongly.





# Conclusions

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- ✓ A simple majority local revenue measure appears to be viable at this time, with up to 70% of respondents indicating interest.
- ✓ Maintaining emergency response and police/fire services, local control, and accountability are top priorities.
- ✓ Information on the quality of roads, the costs of deferring maintenance, the need to fund fire services, and improve and maintain emergency response times is of most interest to respondents.



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