Petaluma Community Survey

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



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.

Ext. Ser.	Very Ser.	Smwt.	Ser. ∎N	ot Too Ser.	■ Don't Kn	ow	Ext./Very Ser. Prob.
The cost of housing	34	%	3	9%	17%	8%	72%
Potholes and street repair	34	%	36	5%	25%	5%	70%
Homelessness	36	5%	28	%	32%		64%
Traffic congestion	25%		37%		33%	5%	61%
Climate change	33	%	26%	179	6 22	%	58%
The threat of wildfire	27%	,)	23%	31%	5 1	7%	50%
The condition of the Petaluma River	17%	31	%	34%	13	<mark>3%</mark> 5%	48%
The cost of benefits for public employees Petaluma's ability to attract and retain local businesses Crime, in general	12%	27%	24	4%	23%	13%	39%
	11%	24%	3	37%	25%	0	35%
	9% 2	3%	2	45%	22	%	33%
Cuts in City services	13% 1	17%	41	%	21%	9%	30%
911 emergency response times The condition of the City's parks and open spaces	11% 13	2	2%	33%	2	1%	24%
	^{5%} 15%	29	9%	4	8%		20%
The condition of City buildings	11%	28%	,)	43%		14%	14%
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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.





If the election were held today, would you vote yes in favor of it, or no to oppose this measure?

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

Ext. Impt. Ve	ery Impt.	Smwt. Impt.	. <mark>=</mark> No	t Too Impt./Don	't Know	Ext./Very Impt.
Maintaining rapid 911 emergency response times		51%		34%	12%	86%
Ensuring firefighters have the equipment they need in emergencies		47%		38%	11%	85%
Requiring all funds be used locally	,	51%		32%	12% <mark>5</mark> 9	6 83%
Keeping City spending transparent and accountable		54%		27%	13% 6%	81%
Maintaining fire protection and prevention services		32%		48%	14% 59	6 81%
Addressing homelessness		35%		44%	16% 59	6 79%
Ensuring 24-hour police and fire staffing	B	34%	L	43%	17% 6%	78%



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.
Attracting and retaining qualified police officer		4%	41%	19% 69	× 75%
Maintaining fiscal stabilit	Sy 31	%	44%	20% 5	» 75%
Providing affordable housin	g	41%	33%	13% 13%	74%
Maintaining the number of police and emergency vehicle	2	7%	37%	20% 69	<mark>⁄74%</mark>
Repairing the conditions of local road and highway		39%	34%	23%	73%
Maintaining essential fire protection equipment, including fire engine	21	%	42%	21% 69	<mark>%</mark> 73%
Repair streets, roads, and potholes	s 30'	%	43%	23% 5	<mark>% 73%</mark>
Maintaining Petaluma's publi safety service		<i>,</i>	45%	23% 79	6 70%



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





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

Ext. Impt. Very I	mpt. ■ Sn	nwt. Impt. 🛛 🗖 Not	Too Impt./Don't	Know	Ext./Very Impt.
Requiring citizens oversight	20%	38%	26%	15%	59%
Preventing City budget deficits	18%	40%	28%	14%	58%
Enhancing police protection and response services	24%	32%	33%	11%	56%
Repairing aging and inadequate local fire and police stations	17%	37%	30%	16%	55%
Dredging the Petaluma River	23%	31%	28%	18%	54%
Preventing City buildings from falling into further disrepair	15%	38%	33%	15%	53%
Preventing cuts to parks, street medians, and open space maintenance	18%	33%	35%	14%	50%



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



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





If the election were held today, would you vote yes in favor of it, or no to oppose this measure?

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

	Very C	Convincing	Somewhat Con	vincing	
^Pavement Index	50%		30	80%	
Deferred Maintenance	45%		29%	74%	
Quality of Roads	44%	/ 0	32%	77%	
^Fire	42%		35%	77%	
^Response Times	39%	39% 379		76%	
Accountability/Local Control	39%	39% 349		73%	
Tourist Tax	38%	38% 32%		70%	
Budget Cuts	37%	28%		65%	
Unsafe Infrastructure	29%		44%	73%	
Sustainability	29%		41%	71%	
^Police Patrols	26%	4	-1%	67%	
Quality of Life - City Services	23%	34%	57 %	6	
Cuts	21%	32%	54%		
Property Values	17%	44%	6	1%	



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.



For more information, contact:



Dave Metz

Dave@FM3research.com

Lucia Del Puppo

Lucia@FM3research.com