



TO Interested Parties

FROM Dave Metz and Lucia Del Puppo
FM3 Research

RE: Petaluma Community Survey Summary Memo

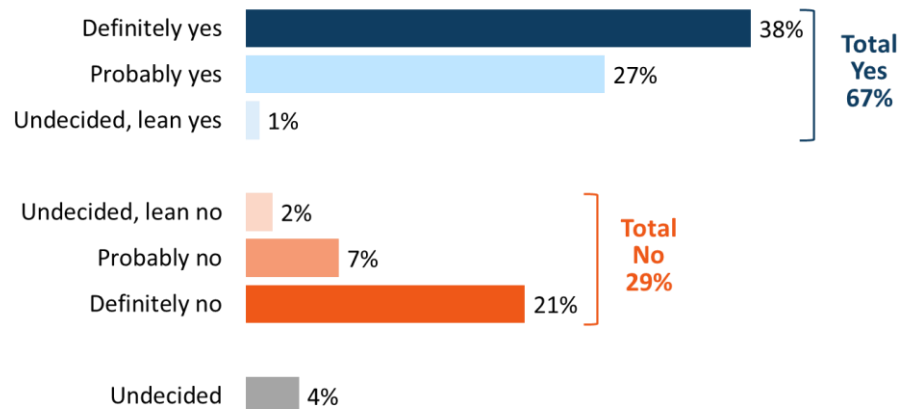
DATE April 16, 2020

Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently completed a survey of 400 voters likely to cast ballots in November 2020 in the City of Petaluma.¹ The survey found that voters are willing to support a local funding measure to invest in essential city services via a local, one-cent sales tax mechanism. Voters place a high degree of priority on maintaining public safety services and ensuring funding is invested locally.

- **Two-thirds of respondents expressed support for a local, voter-approved essential services funding measure.** After hearing about a potential one-cent sales tax measure, 67 percent of likely November voters indicated they would vote “yes” on the measure (Figure 1), well above the 50 percent threshold for passage.

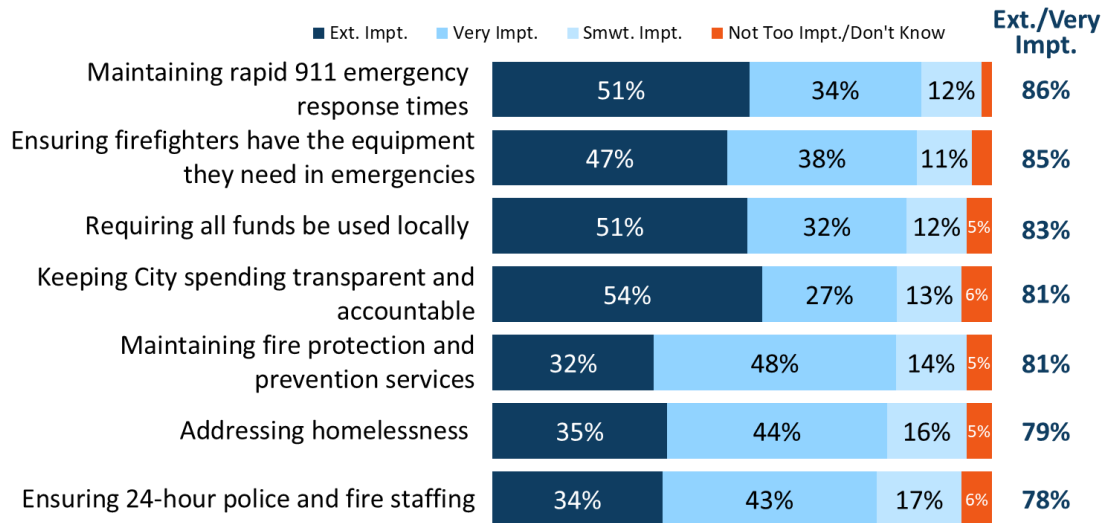
Figure 1: Initial vote on Potential Essential Services Measure

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?



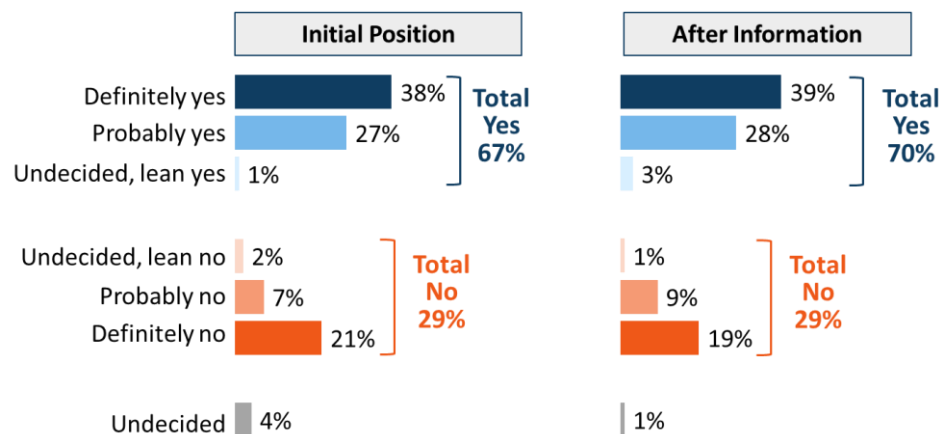
- Maintaining 911 emergency response, ensuring firefighters have what they need in emergencies, and ensuring funds are used locally are voters' top priorities.** After hearing about potential investment areas and provisions of the measure, voters place the greatest priority on public safety services and accountability.

Figure 2: Funding Priorities



- As voters learn more, support for the measure remains consistently strong.** After hearing details on how the measure will be spent and the benefits to Petaluma, support for the measure remains strong, with seven in ten indicating they are likely to support it.

Figure 3: Voter Support After More Information



ⁱ **Methodology:** From February 15-20, 2020, FM3 completed 400 telephone interviews in the City of Petaluma likely to cast a ballot in November 2020 on both landline and wireless phones. The margin of sampling error for the study is +/-4.9% at the 95% confidence level. Margins of error for population subgroups within the sample will be higher. Due to rounding, not all totals will sum to 100%.