

Petaluma Issues Survey

*Key Findings of a Survey Conducted:
July 5-9, 2020*



OPINION
RESEARCH
& STRATEGY

Survey Methodology

- ✓ 400 telephone interviews with voters likely to cast ballots in November 2020 in Petaluma
- ✓ Interviews conducted July 5-9, 2020
- ✓ Interviews conducted online and on landlines and cell phones
- ✓ Margin of sampling error of $\pm 4.9\%$ at the 95% confidence level
- ✓ Some percentages may not sum to 100% due to rounding

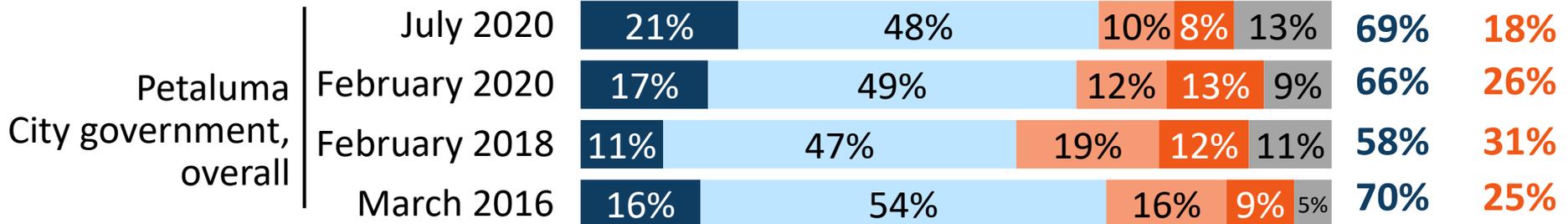
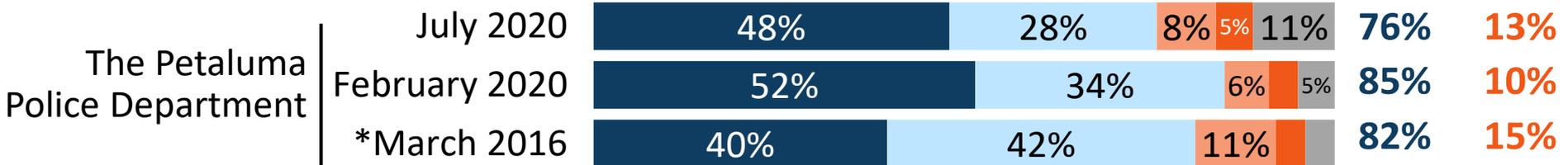
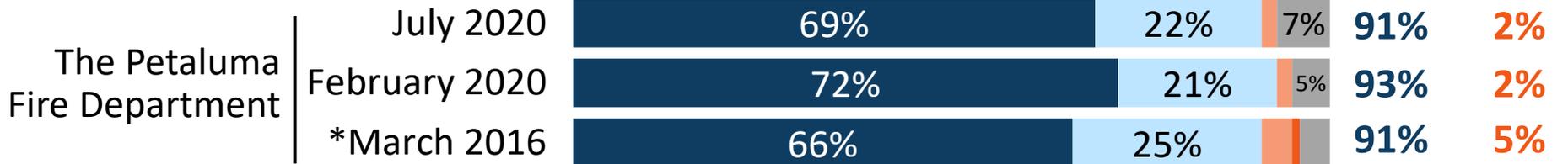


Issue Context

Voters continue to view the fire department, police department, and overall government favorably.

I am going to read you a list of organizations. Please tell me if you approve or disapprove of the job being done by the organization or individual.

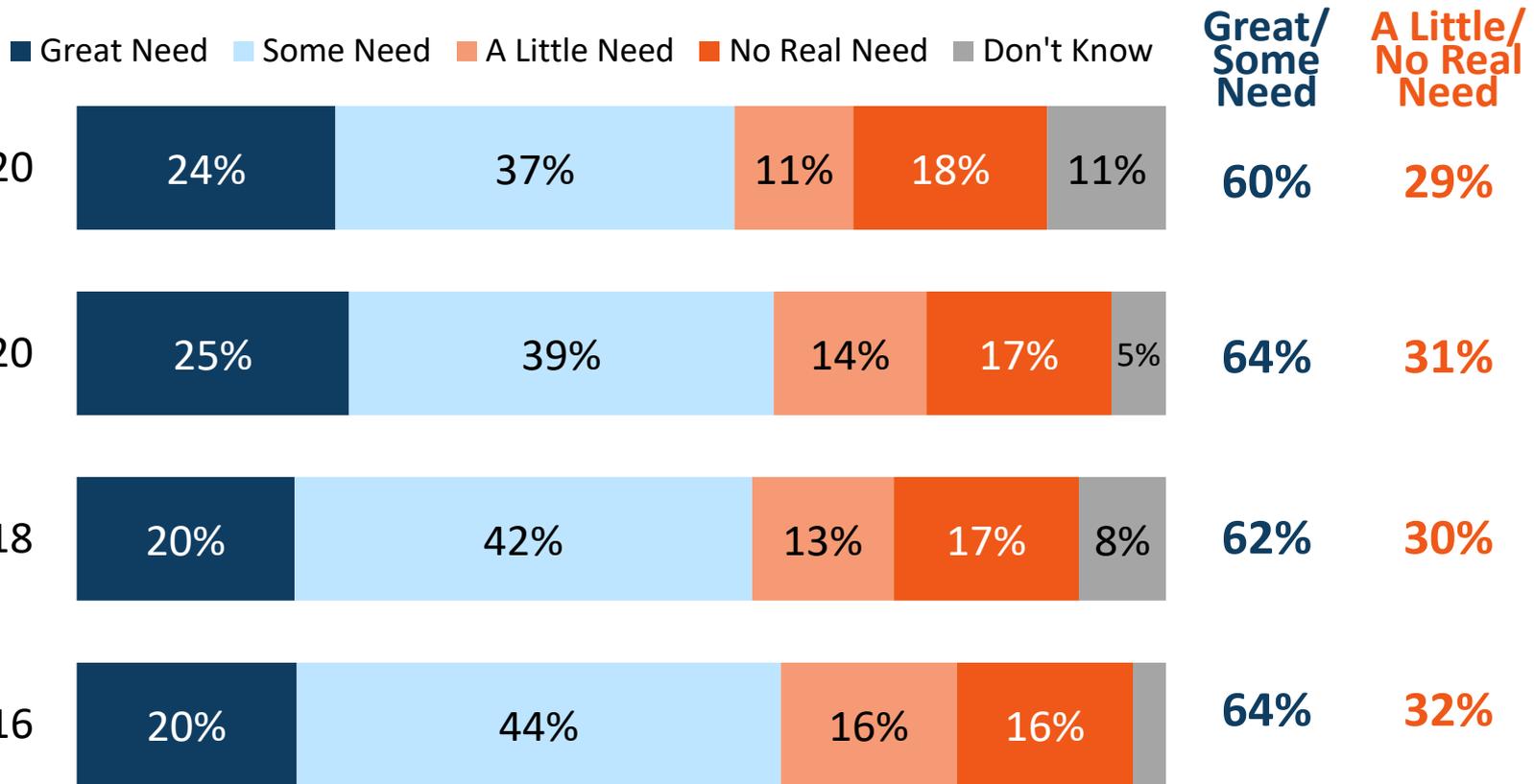
■ Strng. Appr.
 ■ Smwt. Appr.
 ■ Smwt. Disappr.
 ■ Strng. Disappr.
 ■ Don't Know
 Total Appr.
Total Disappr.



*Worded Slightly Different in 2016

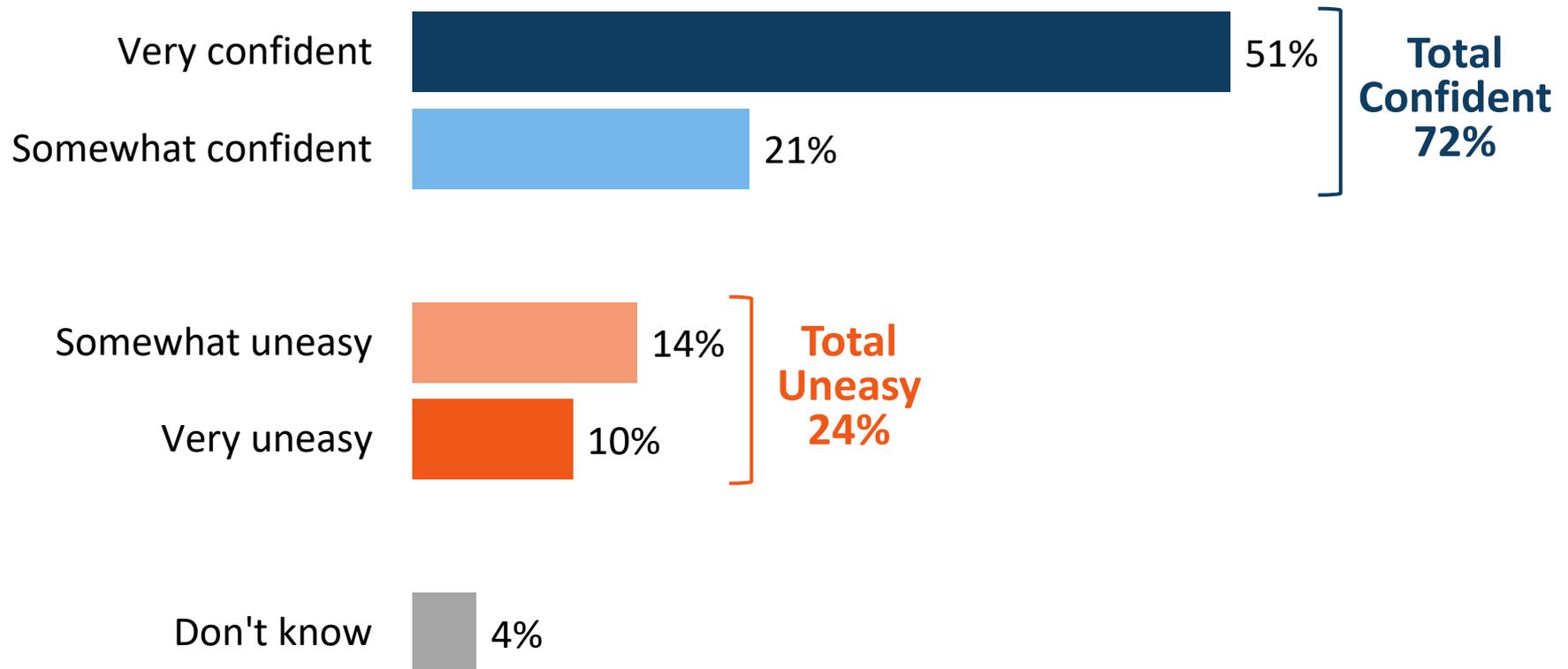
Three in five see a need for additional funding for City services.

In your personal opinion, do you think there is a great need, some need, a little need, or no real need for additional funds to provide the level of City services that Petaluma residents need and want?



Nearly three-quarters are confident in their ability to meet their living expenses.

Thinking about your personal financial situation over the next few months, do you feel confident or uneasy you will be able to meet your living expenses?





Support for a Proposed Local Funding Measure

Conceptual Ballot Language Tested

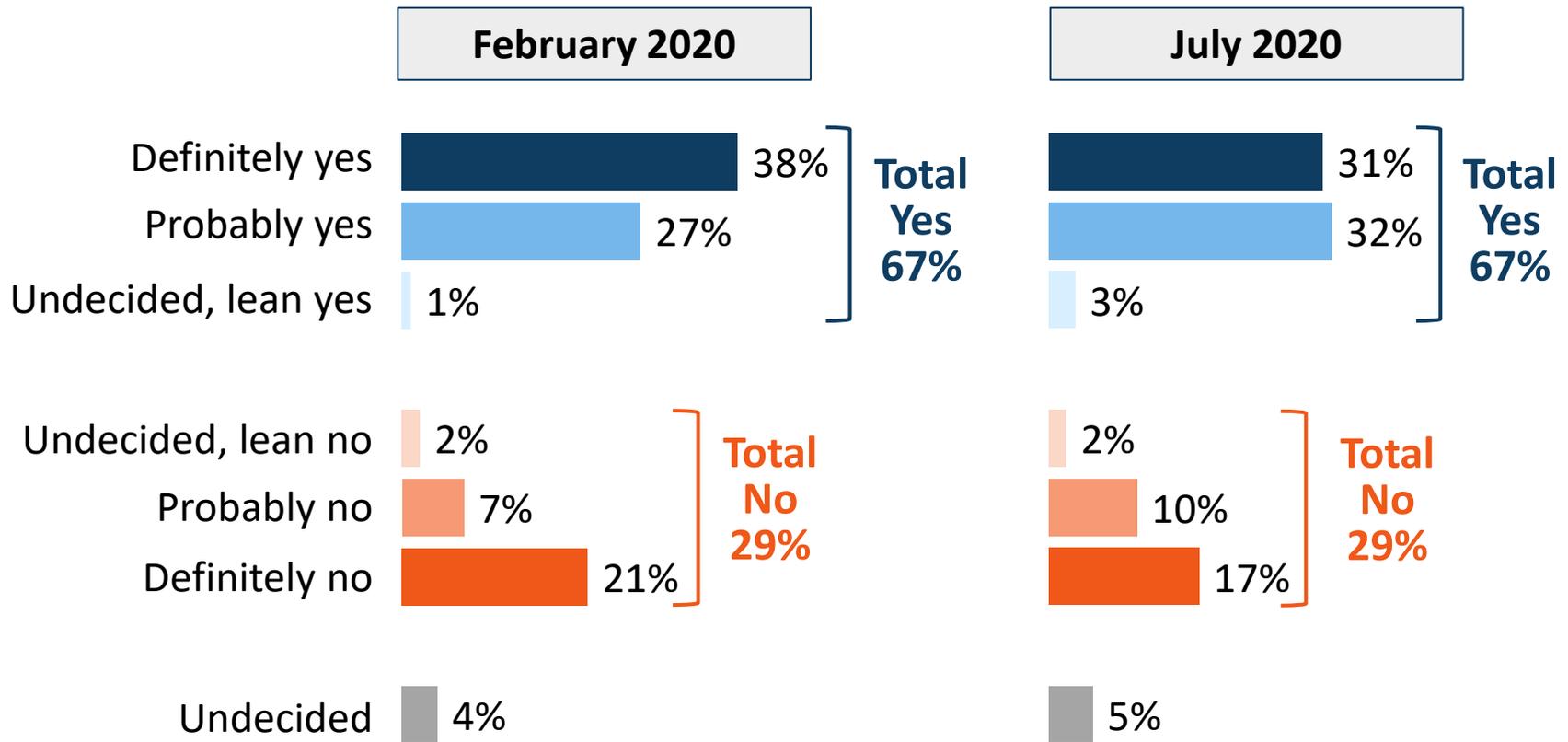
50% Threshold for Passage

City of Petaluma Local Recovery, Emergency Preparedness, and Essential City Services Measure.

To maintain rapid 911 emergency response/preparedness; fire protection services/firefighting equipment; 24 hour police/fire staffing; streets/road/pothole repair; support for local business and jobs creation; fiscal stability and other essential services; shall the City of Petaluma adopt a measure establishing a 1¢ sales tax, providing \$13.5 million annually until ended by voters, requiring independent audits, citizen oversight, and all funds controlled locally?

Limited to 75 words only

Support for the measure is consistent with February.



Support for the measure cuts across party lines.

Demographic Group	Total Yes	Total No	Undecided
Gender			
Men	65%	33%	2%
Women	68%	25%	7%
Party			
Democrats	67%	27%	6%
Independents	67%	30%	4%
Republicans	65%	32%	3%
Age			
18-29	70%	27%	3%
30-39	68%	27%	5%
40-49	65%	29%	6%
50-64	69%	27%	4%
65-74	57%	36%	7%
75+	73%	26%	2%

Support also cuts across ethnicity, homeownership status and income.

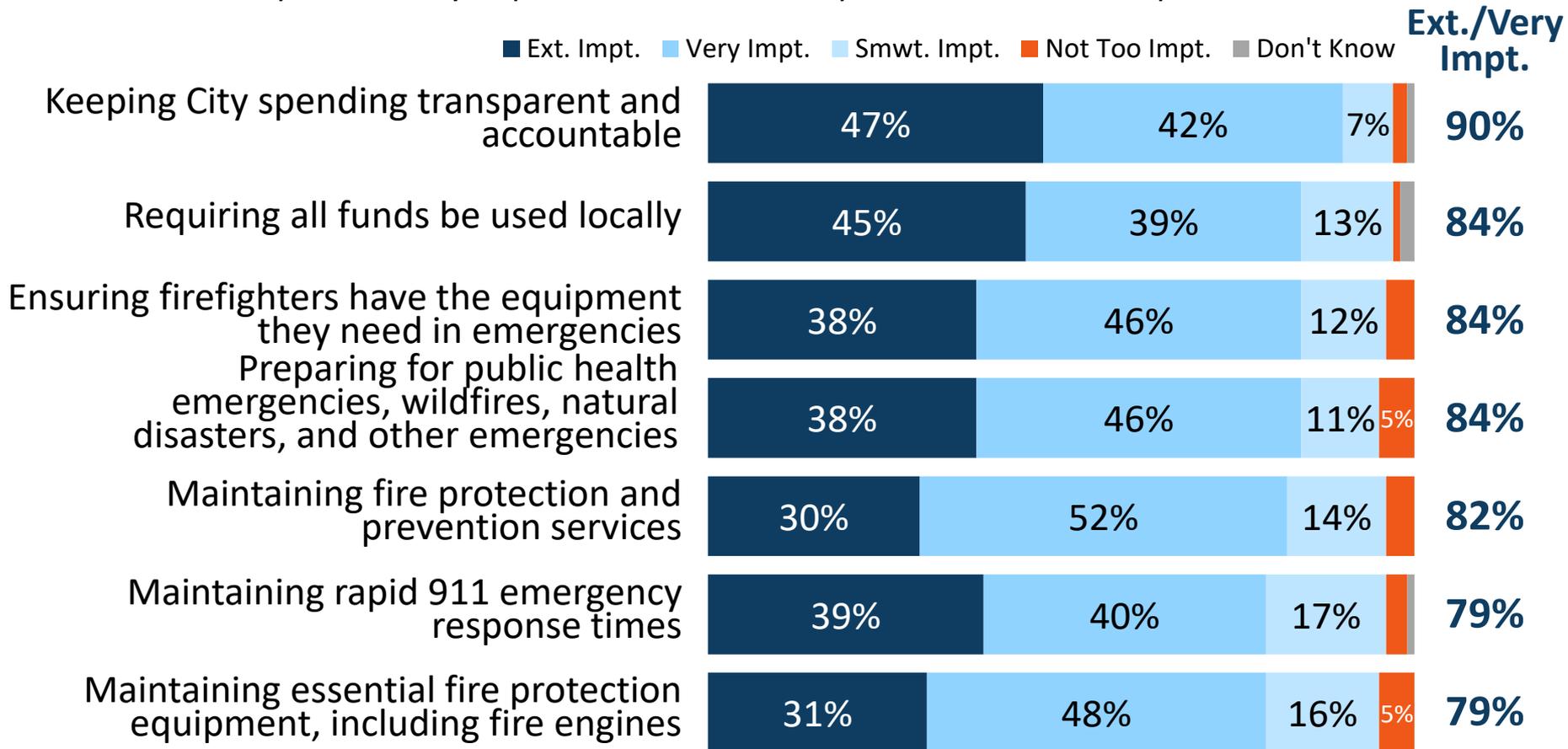
Demographic Group	Total Yes	Total No	Undecided
Race/Ethnicity			
Whites	70%	26%	4%
Latinos	77%	23%	0%
All Voters of Color	72%	24%	4%
Residence			
Homeowners	69%	28%	3%
Renters	70%	24%	5%
Household Income			
<\$60,000	65%	30%	5%
\$60,000-\$90,000	76%	21%	4%
\$90,000-\$120,000	73%	20%	6%
\$120,000+	71%	28%	1%



Community Spending Priorities

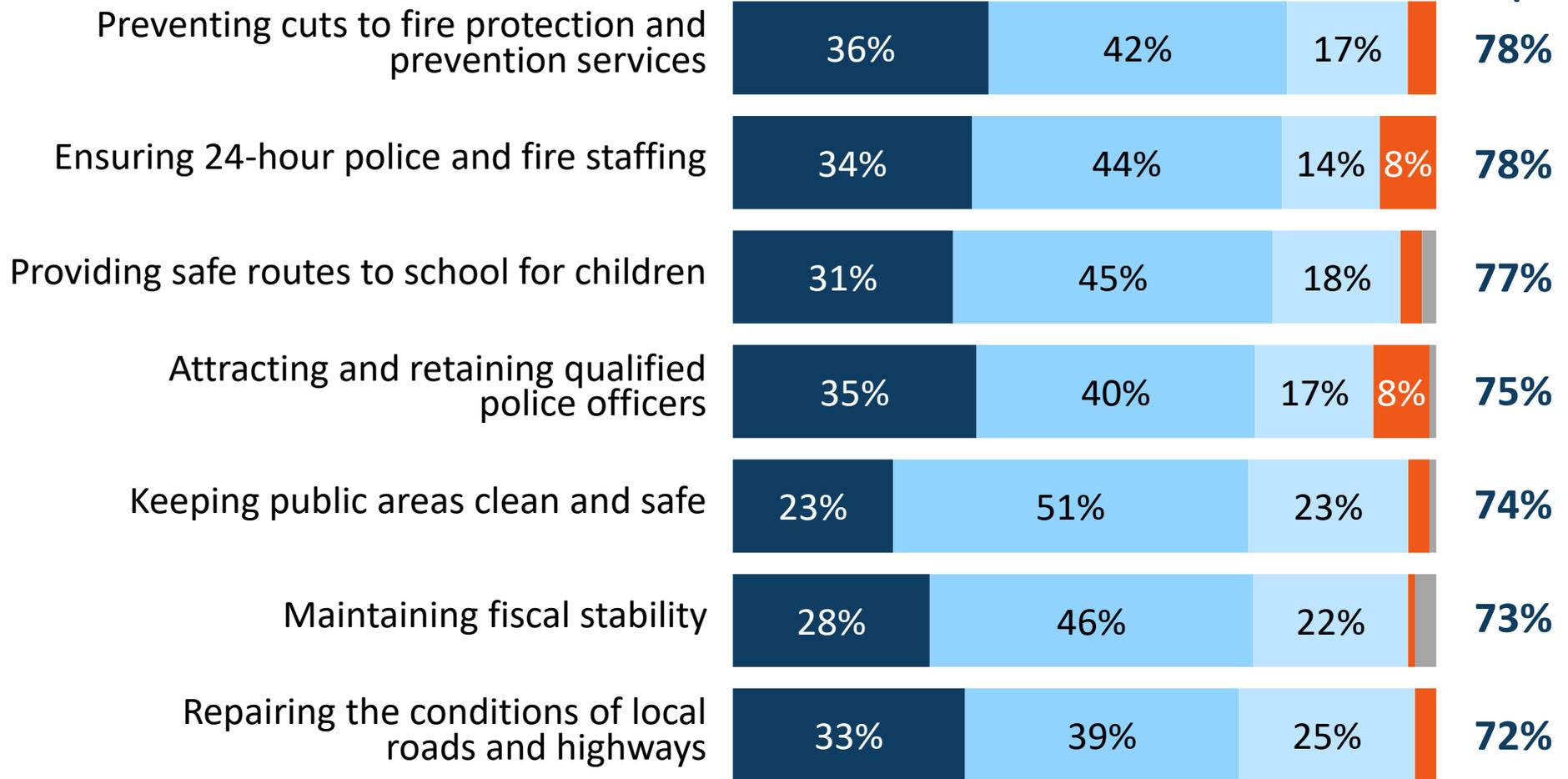
Accountability, fire protection, and emergency preparedness and response are the most important elements of the measure.

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.



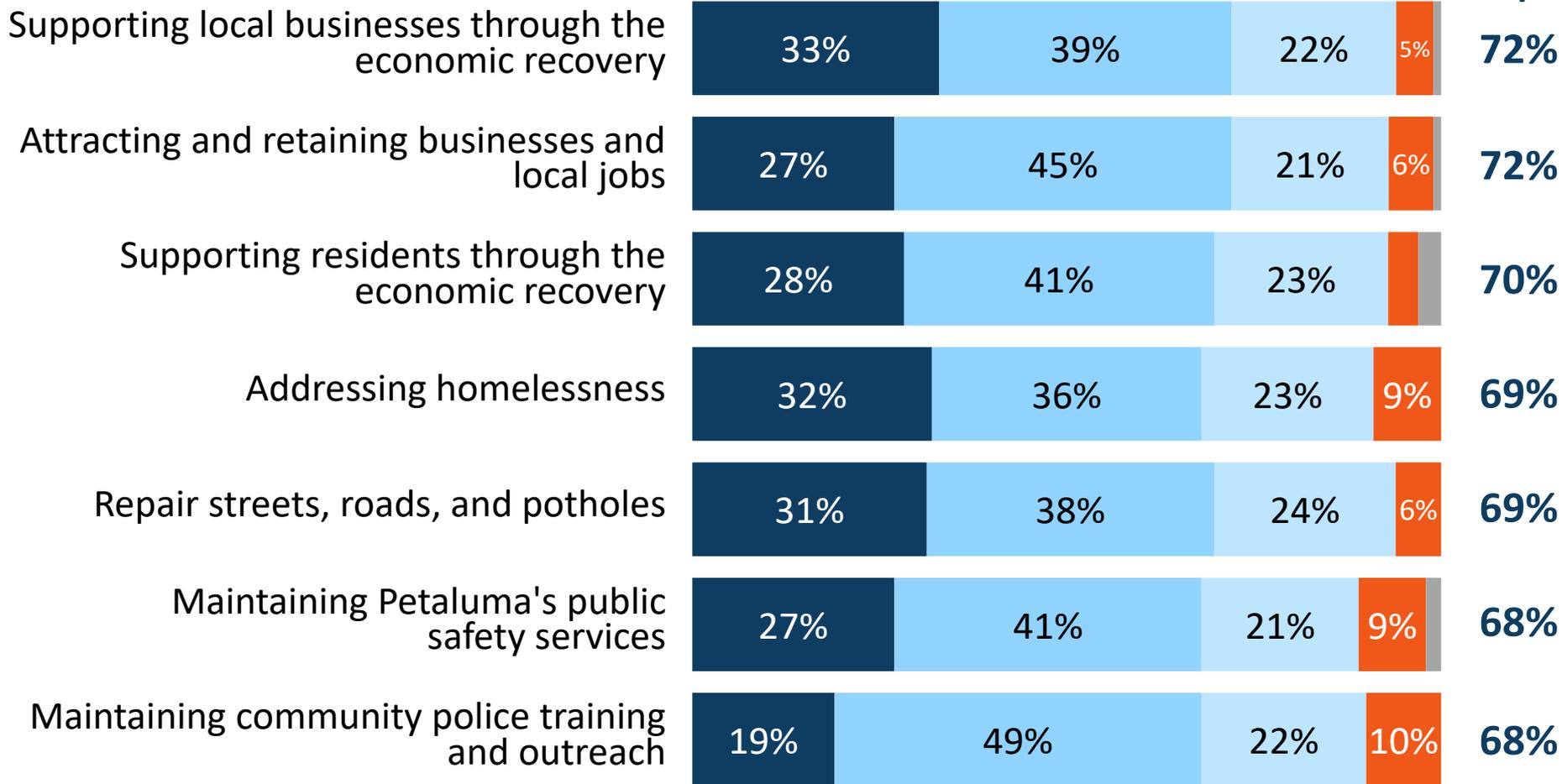
In addition to fire and police services, voters value safe routes to school and clean public areas.

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



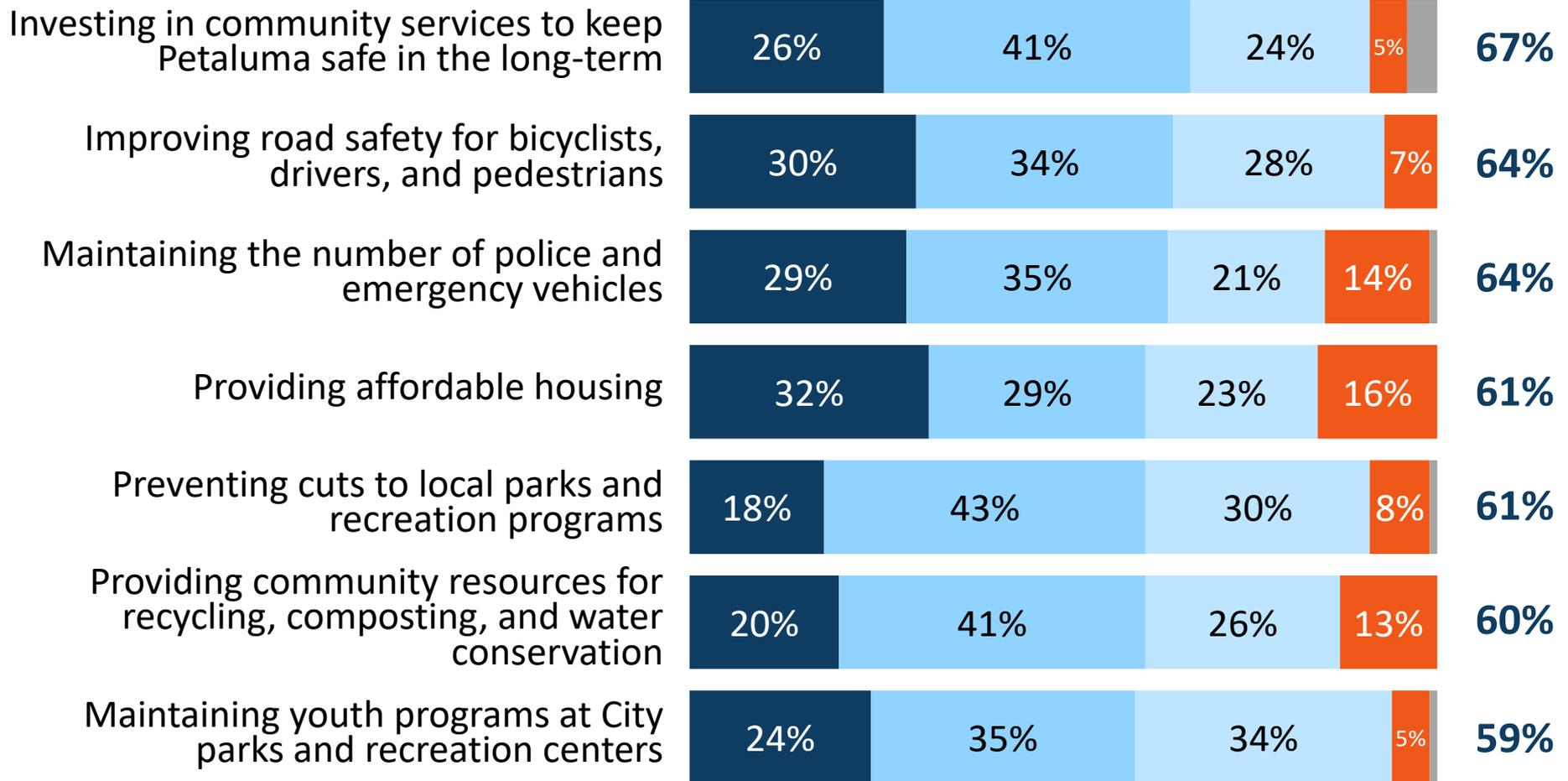
Supporting, attracting, and retaining businesses are also priorities.

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

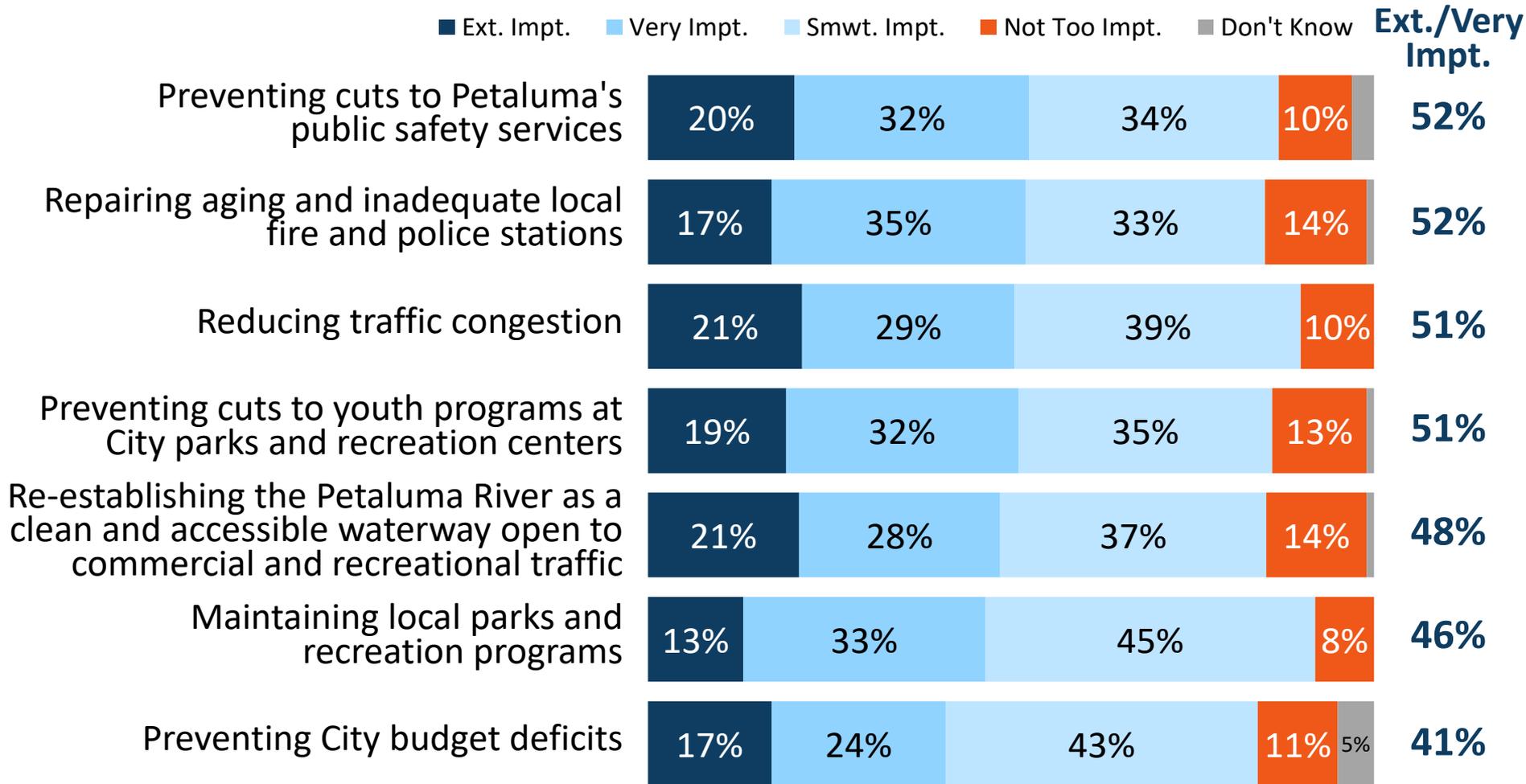


Community services to keep Petaluma safe in the long-term and road safety are priorities for approximately two-thirds of voters.

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



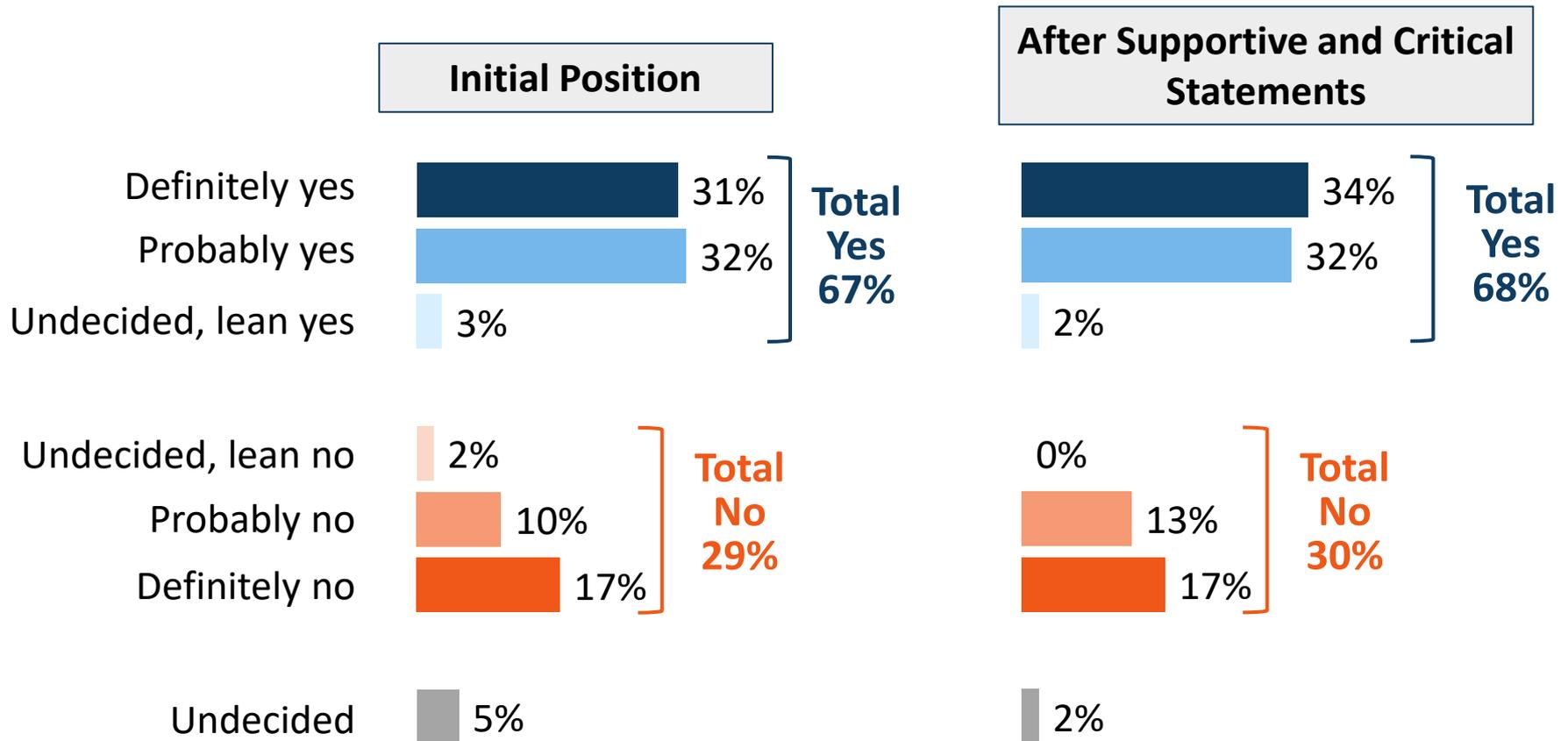
Investing in the Petaluma River, maintaining parks and rec programs and preventing City budget deficits rank lower on the list in importance.



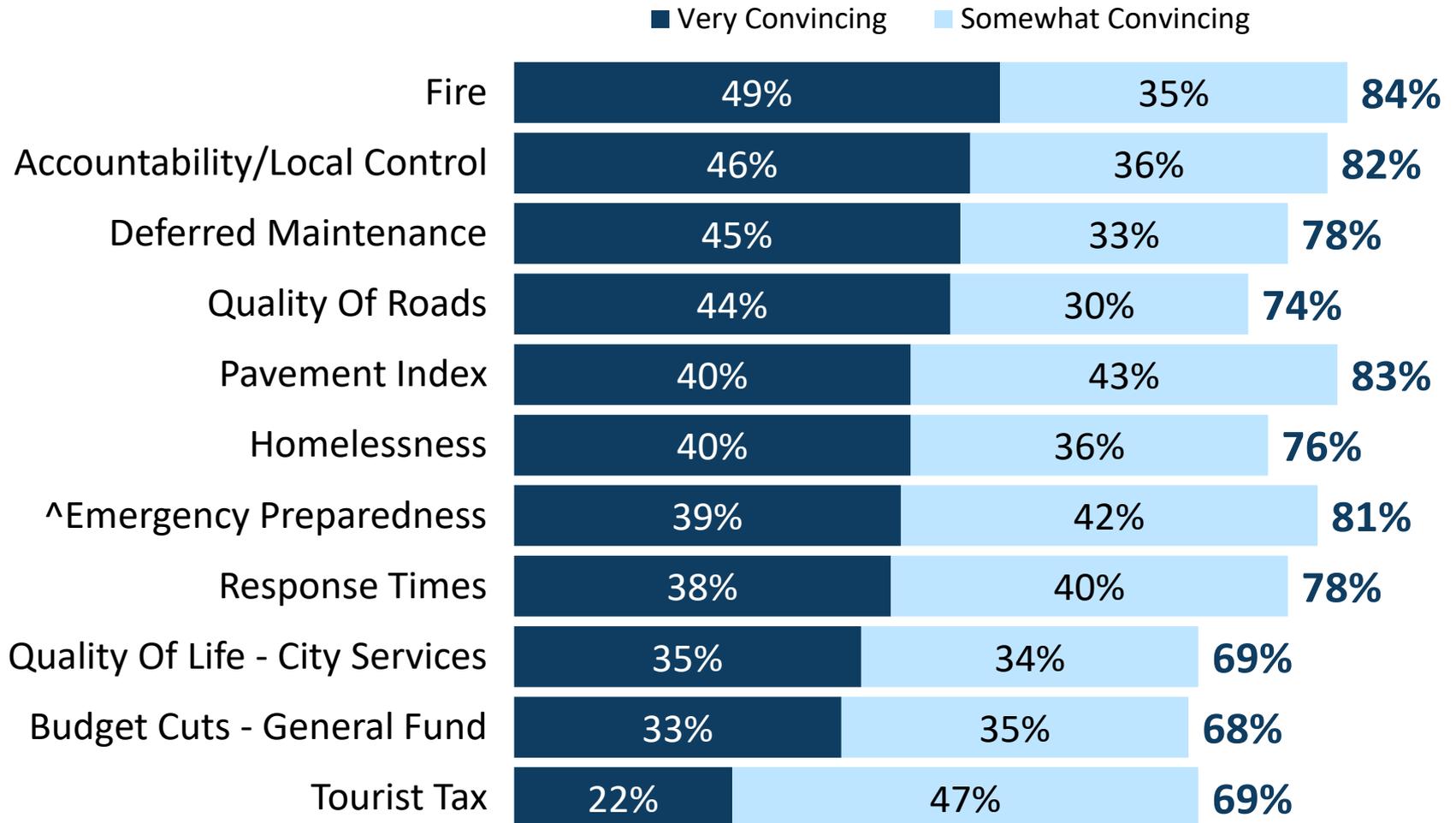


Additional Measure Information

Support for the measure is consistent after an exchange of information.



Messages describing fire safety, accountability provisions, the cost of deferred maintenance, and road needs are most convincing.





Conclusions

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- ✓ Overall, the proposed general purpose one-cent sales tax appears viable for the November ballot.
 - Support cuts across major demographic groups in the City and is maintained after an exchange of information.
- ✓ Voters place the greatest priority on areas for investment related to emergency preparedness and response, and firefighting services.
- ✓ Accountability provisions are highly important, including requiring that funds be used locally and keeping City spending transparent and accountable.
- ✓ Information about the measure resonates strongly, especially statements describing the need to maintain fire services, ensure accountability, address the cost of deferred maintenance and the City's poor road quality.

For more information, contact:



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