

# 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

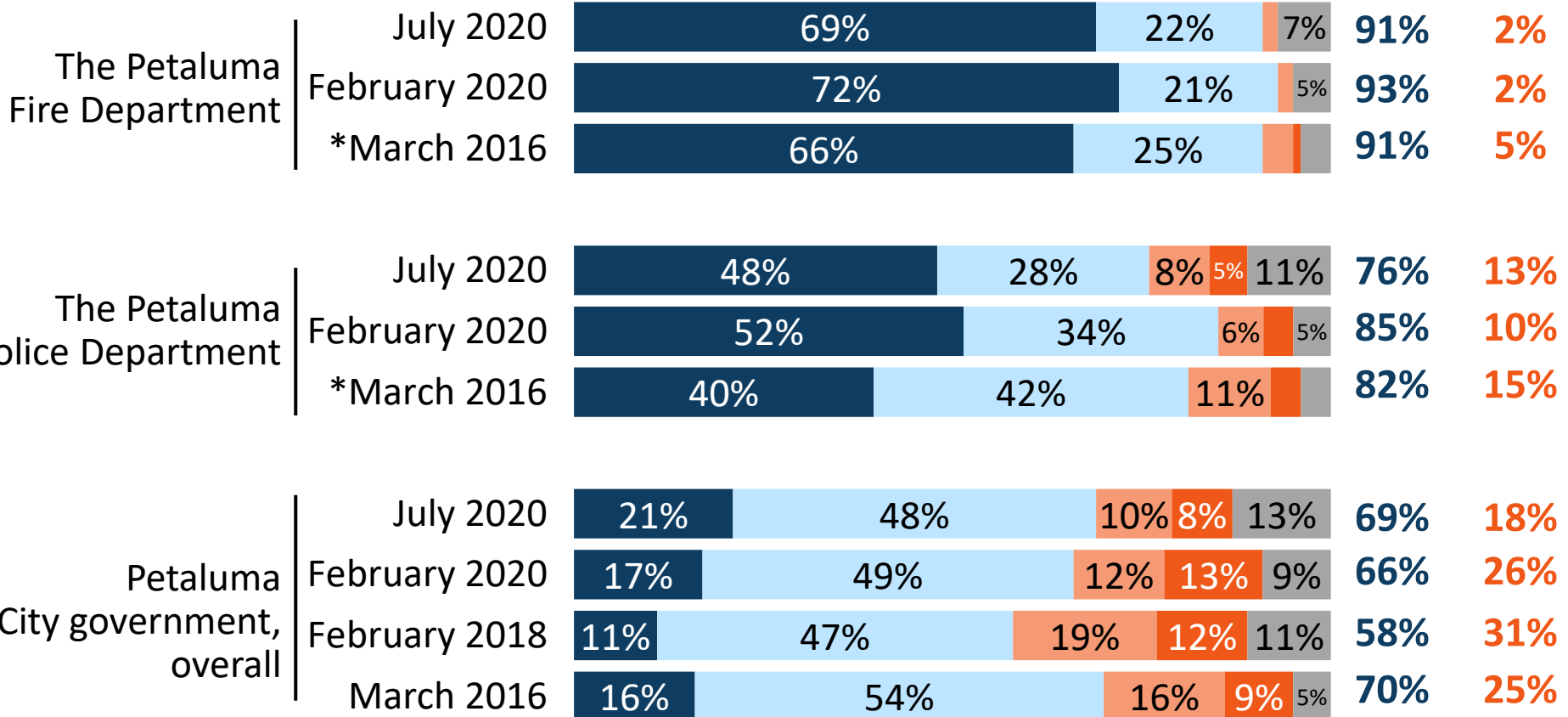


# Issue Context

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

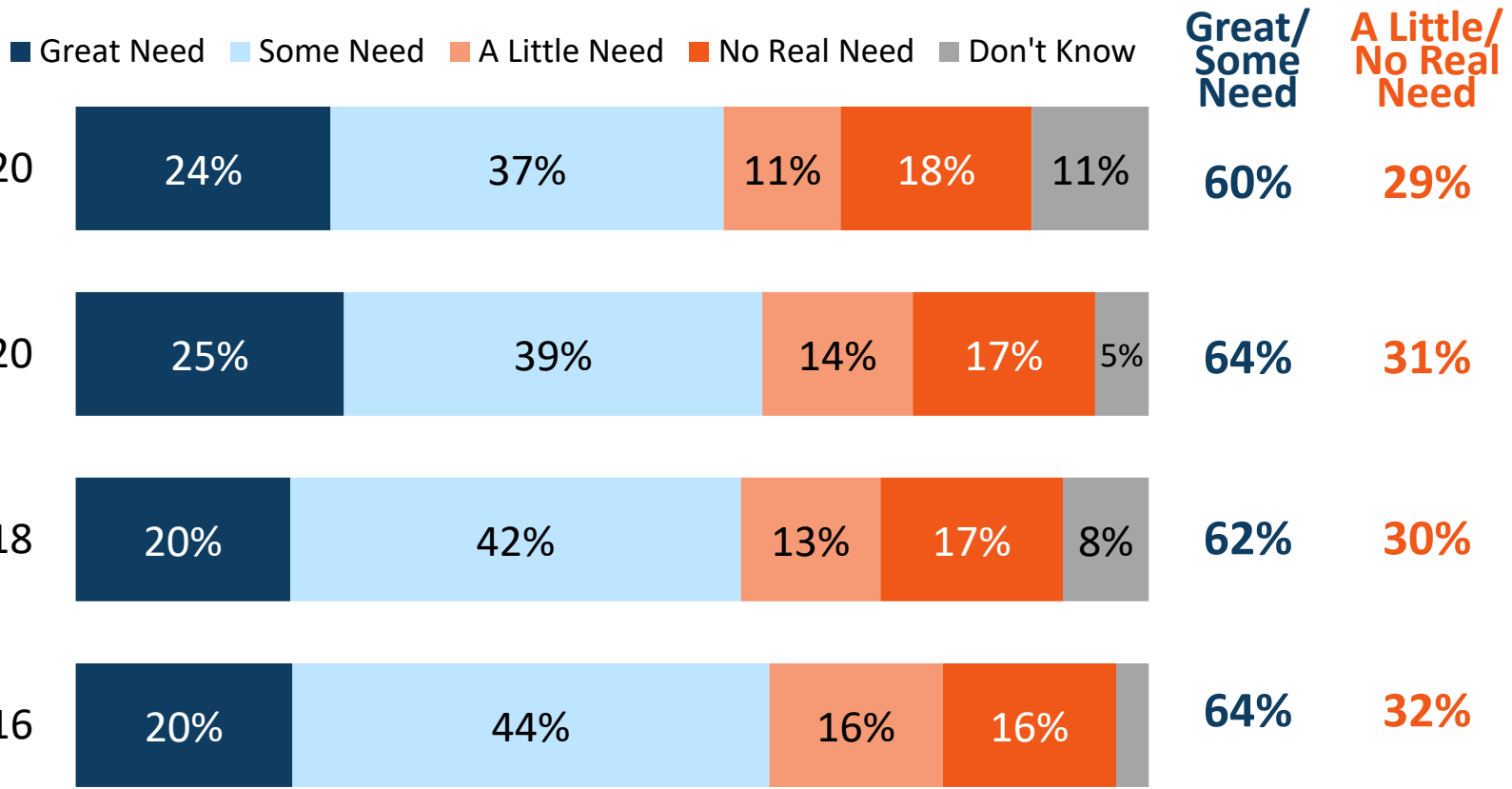
*I am going to read you a list of organizations. Please tell me if you approve or disapprove of the job being done by the organization or individual.*

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



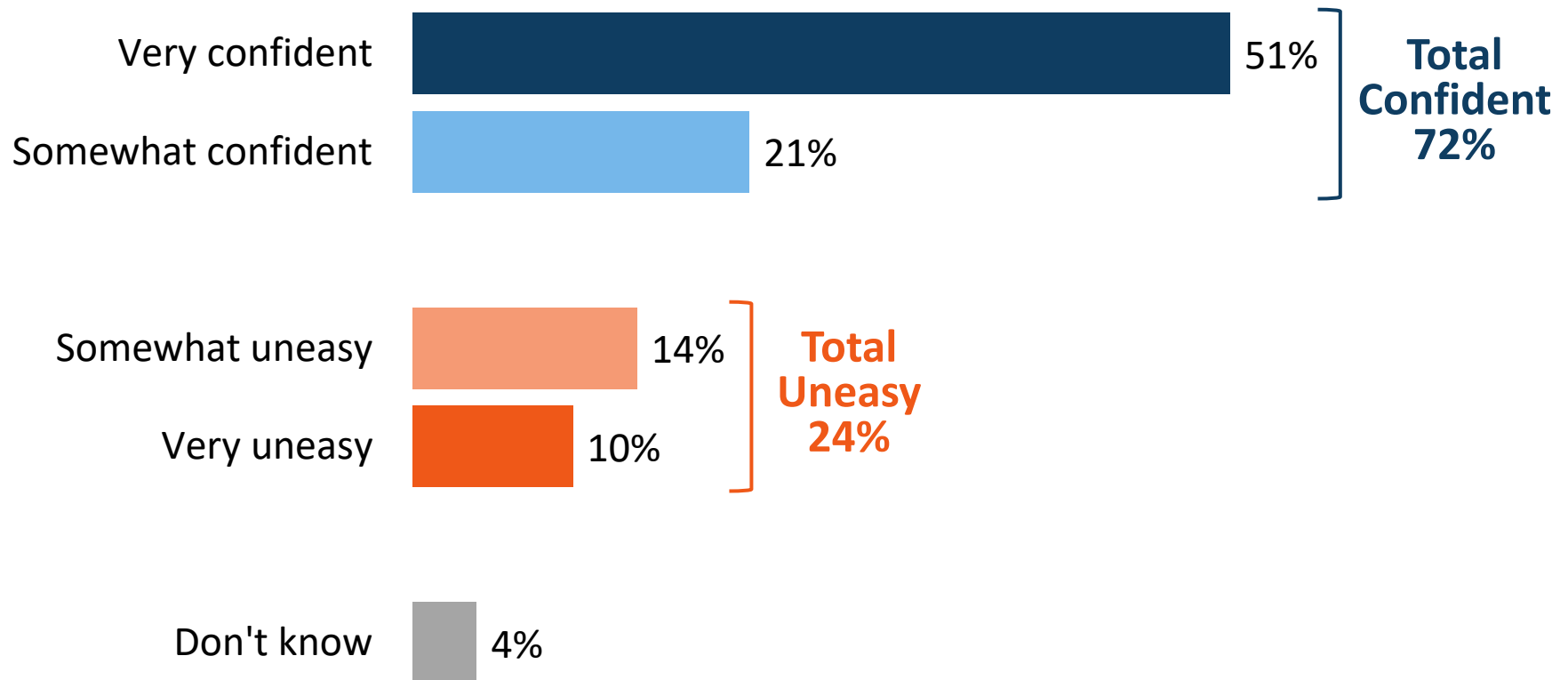
# Three in five see a need for additional funding for City services.

*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*

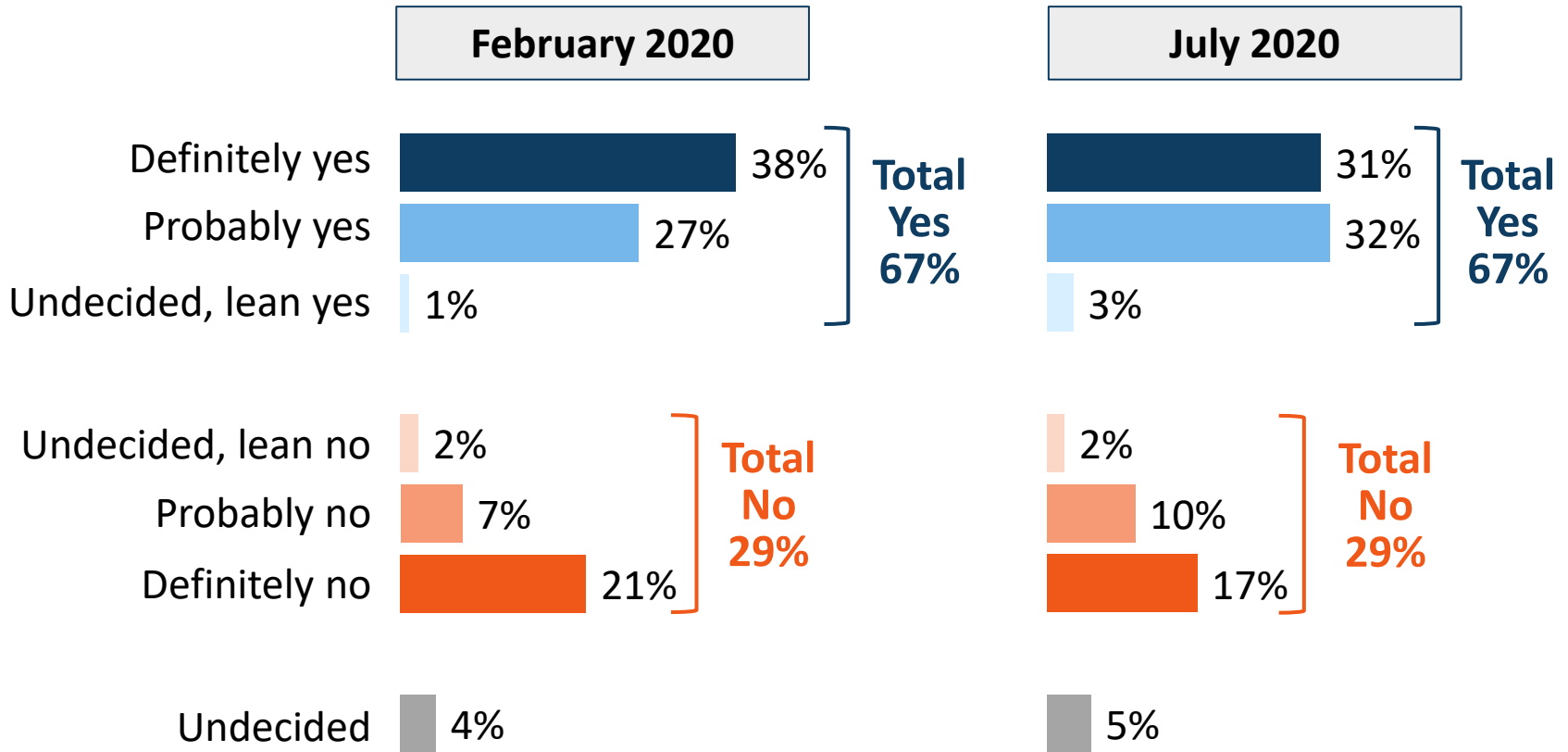
## **City of Petaluma Local Recovery, Emergency Preparedness, and Essential City Services Measure.**

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
<b>Gender</b>			
Men	65%	33%	2%
Women	68%	25%	7%
<b>Party</b>			
Democrats	67%	27%	6%
Independents	67%	30%	4%
Republicans	65%	32%	3%
<b>Age</b>			
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.

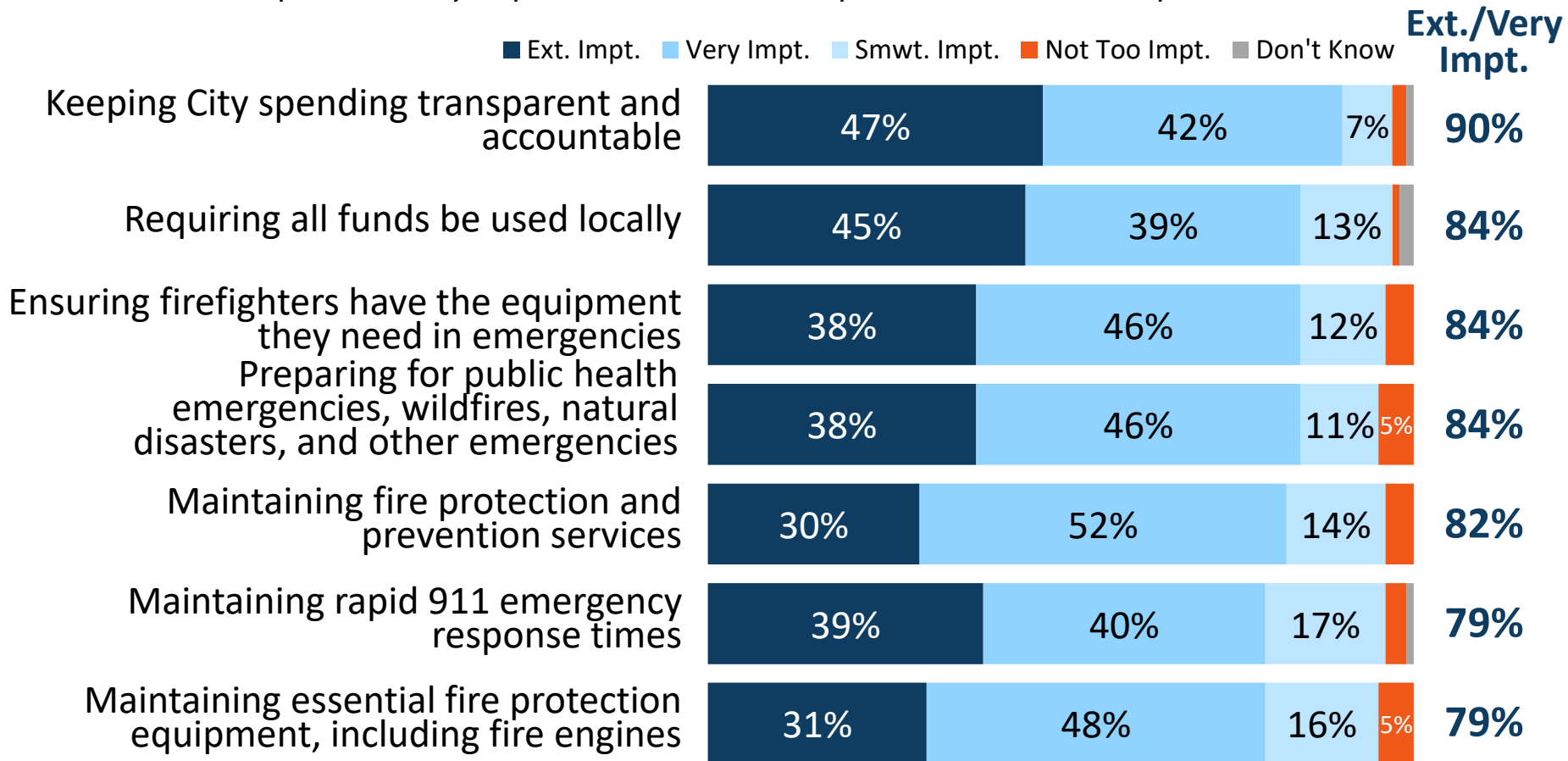
Demographic Group	Total Yes	Total No	Undecided
<b>Race/Ethnicity</b>			
Whites	70%	26%	4%
Latinos	77%	23%	0%
All Voters of Color	72%	24%	4%
<b>Residence</b>			
Homeowners	69%	28%	3%
Renters	70%	24%	5%
<b>Household Income</b>			
<\$60,000	65%	30%	5%
\$60,000-\$90,000	76%	21%	4%
\$90,000-\$120,000	73%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



# **Community Spending Priorities**

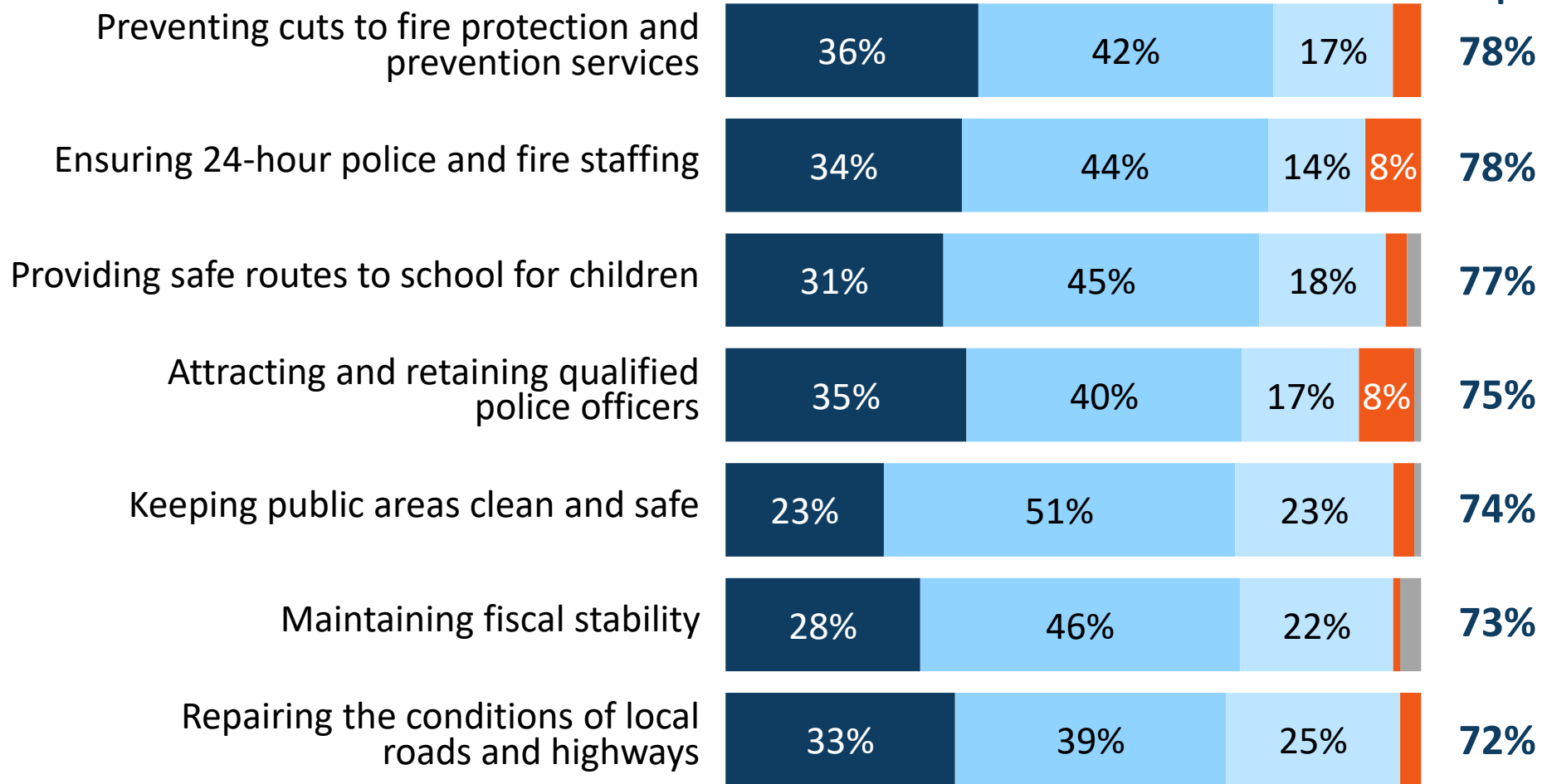
# Accountability, fire protection, and emergency preparedness and response are the most important elements of the measure.

*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.*



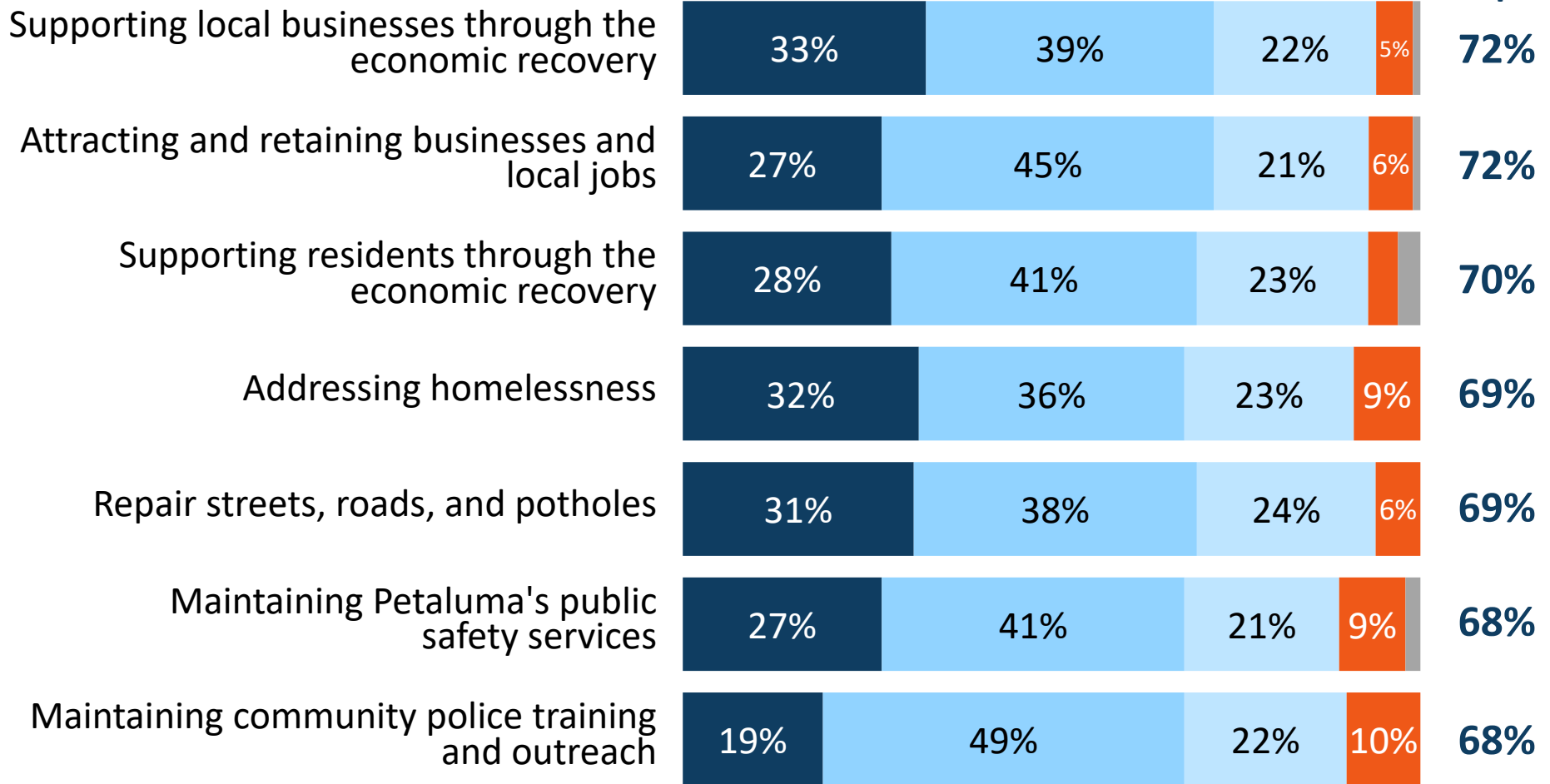
# In addition to fire and police services, voters value safe routes to school and clean public areas.

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



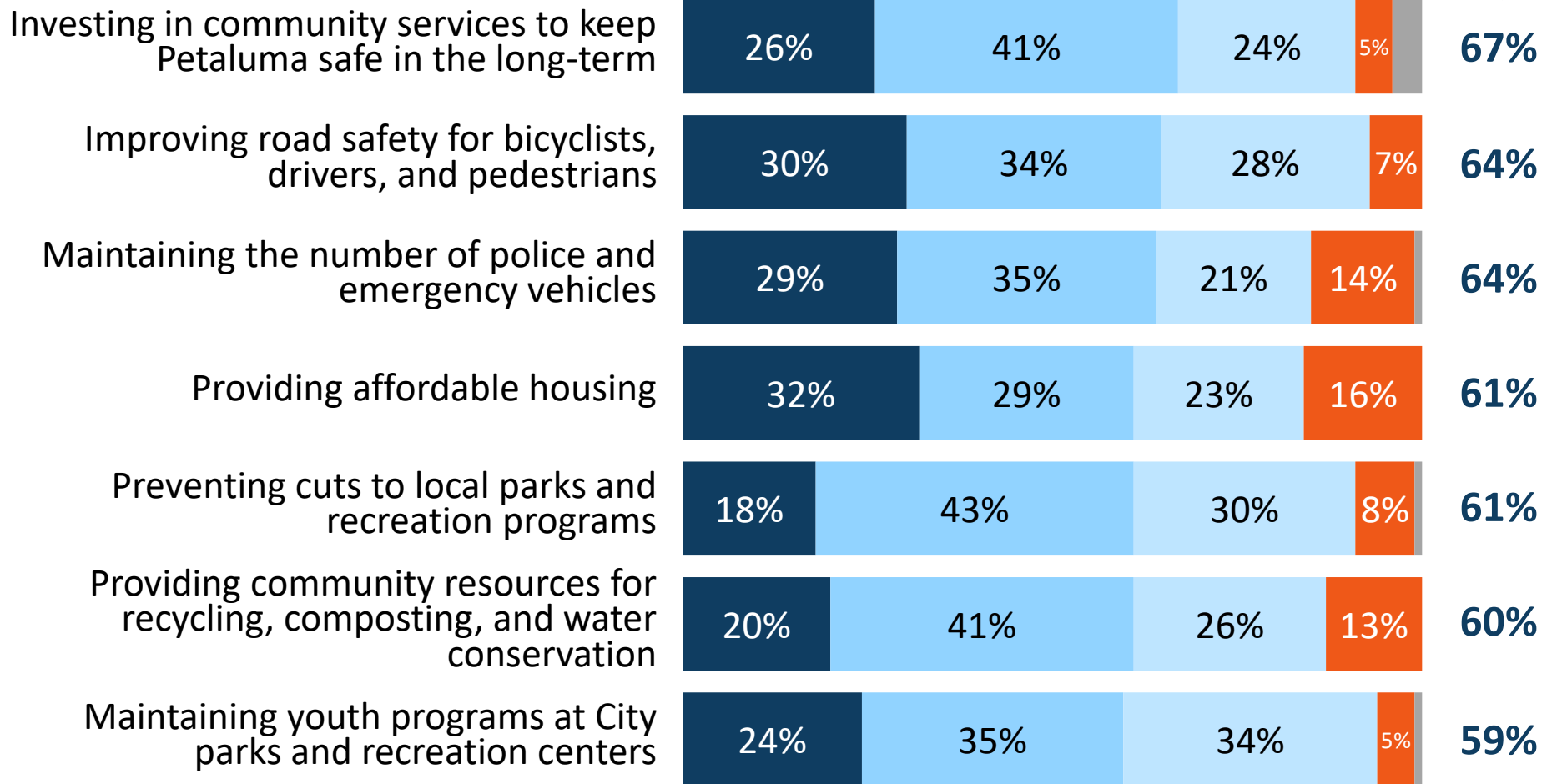
# Supporting, attracting, and retaining businesses are also priorities.

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



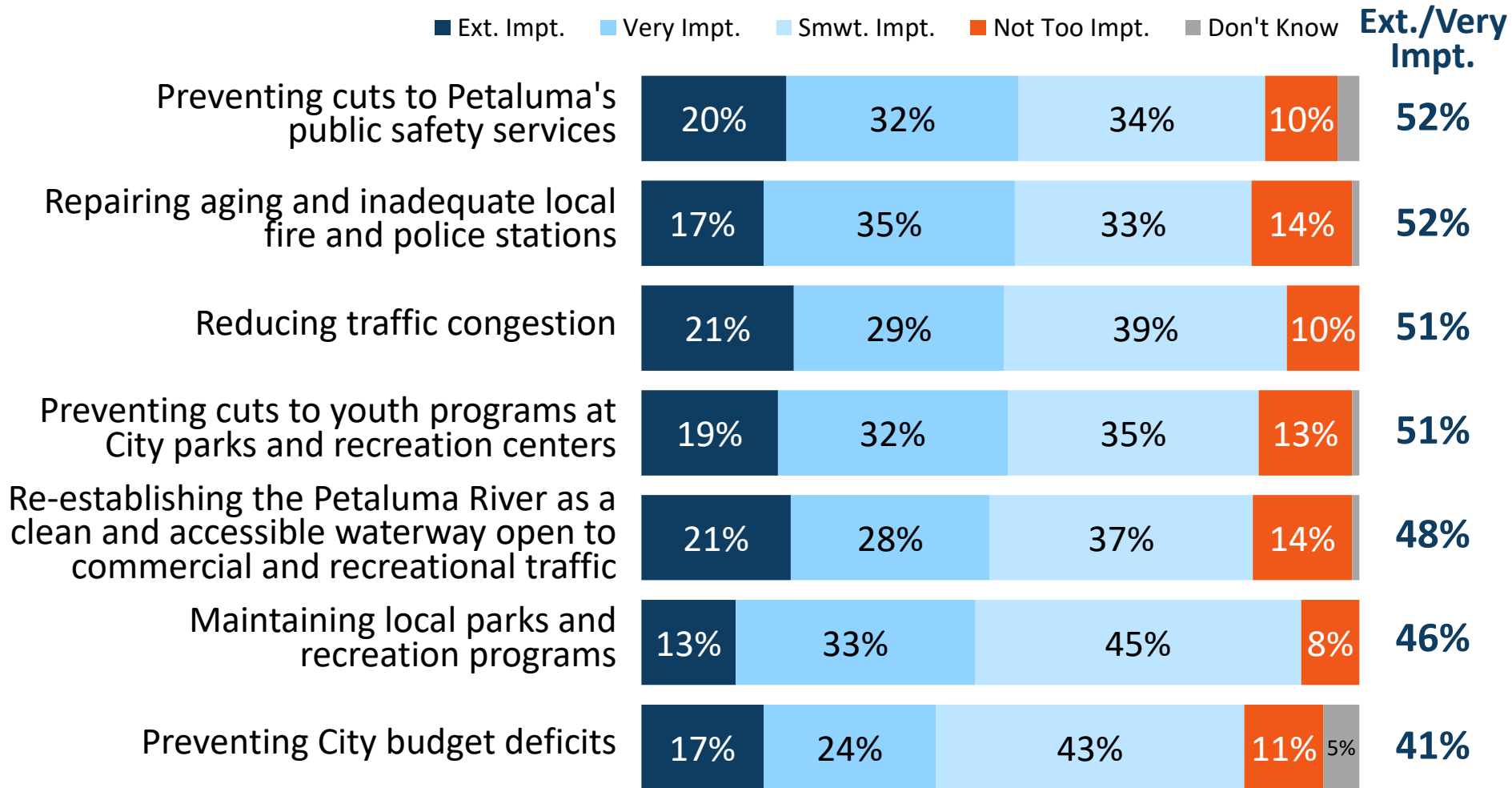
# Community services to keep Petaluma safe in the long-term and road safety are priorities for approximately two-thirds of voters.

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





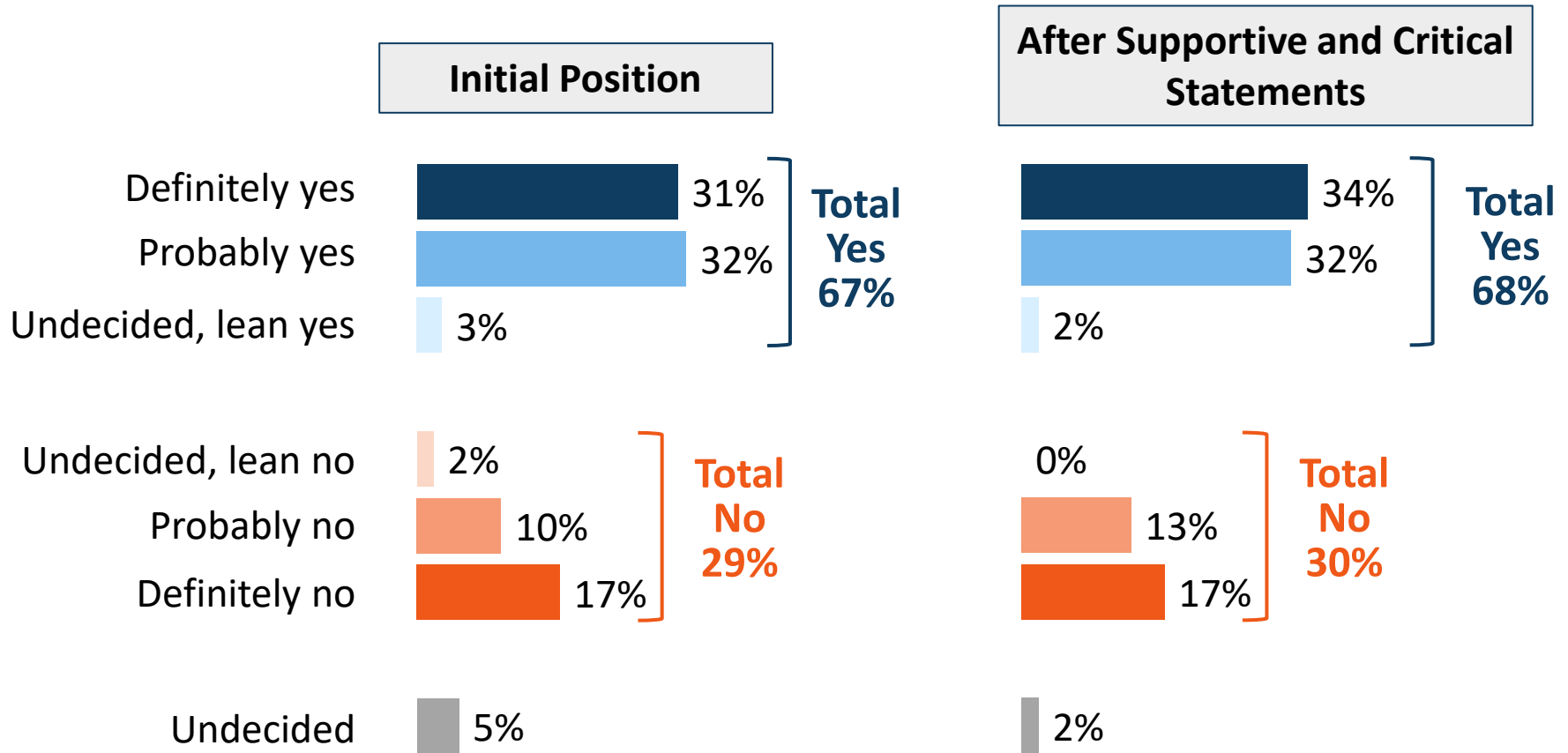
# Investing in the Petaluma River, maintaining parks and rec programs and preventing City budget deficits rank lower on the list in importance.



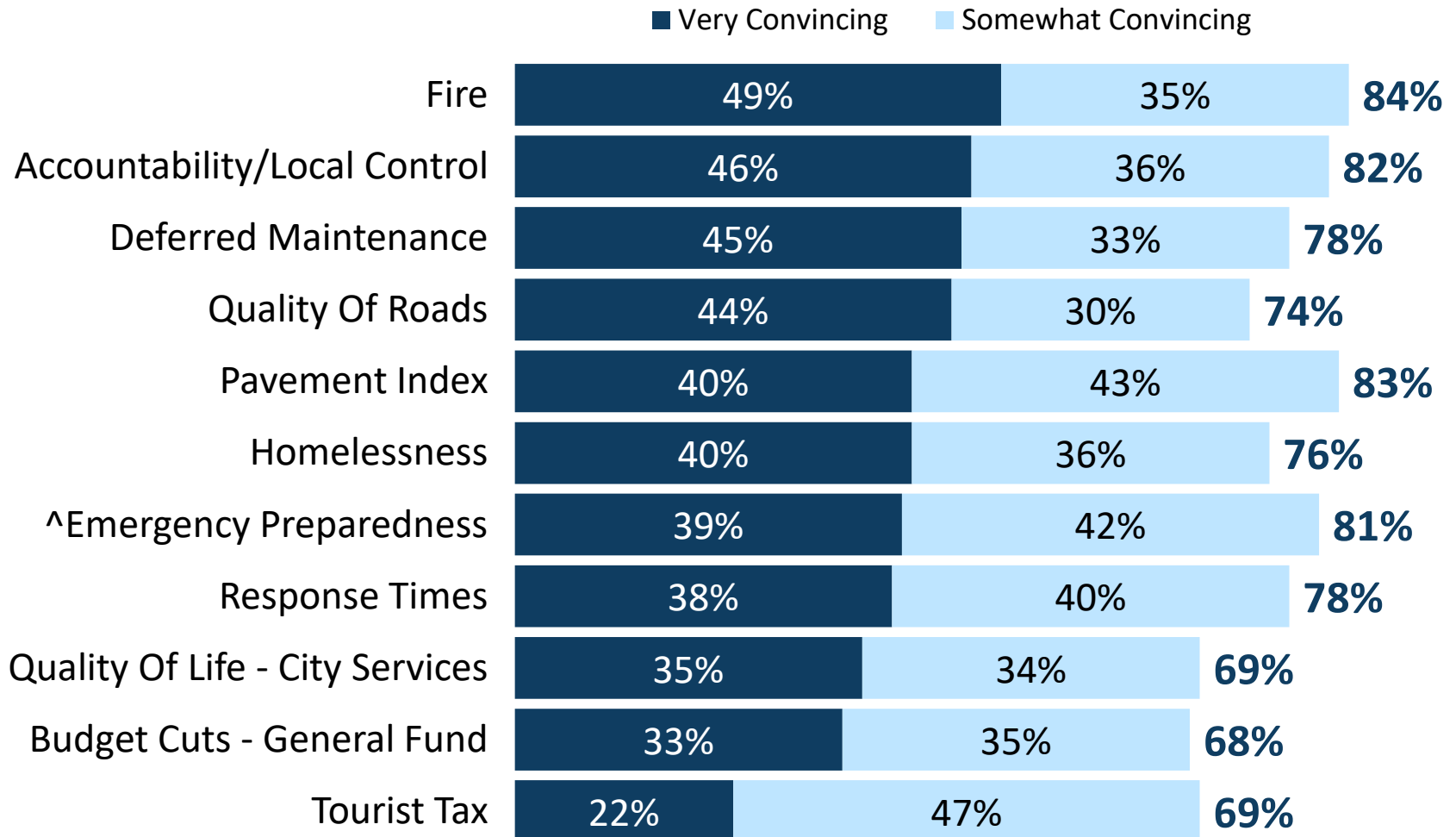


# **Additional Measure Information**

# 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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