



City of Citrus Heights Community Survey *July 2020*

Methodology

- ▶ Survey of likely November 2020 voters in Citrus Heights
- ▶ Survey conducted June 24-July 1, 2020
- ▶ 404 interviews; overall margin of error ± 4.88 percentage points
- ▶ Live telephone survey. Interviews were conducted by trained, professional interviewers; landlines and mobile phones included

Please note that due to rounding, some percentages may not add up to exactly 100%.

Context and Timing

- ▶ Conducted during weeks 14 and 15 of the Coronavirus Shelter-in-Place period.
- ▶ Leading up to and during the fielding period, there were national demonstrations around racial justice following the death of George Floyd in Minneapolis.

Key Findings

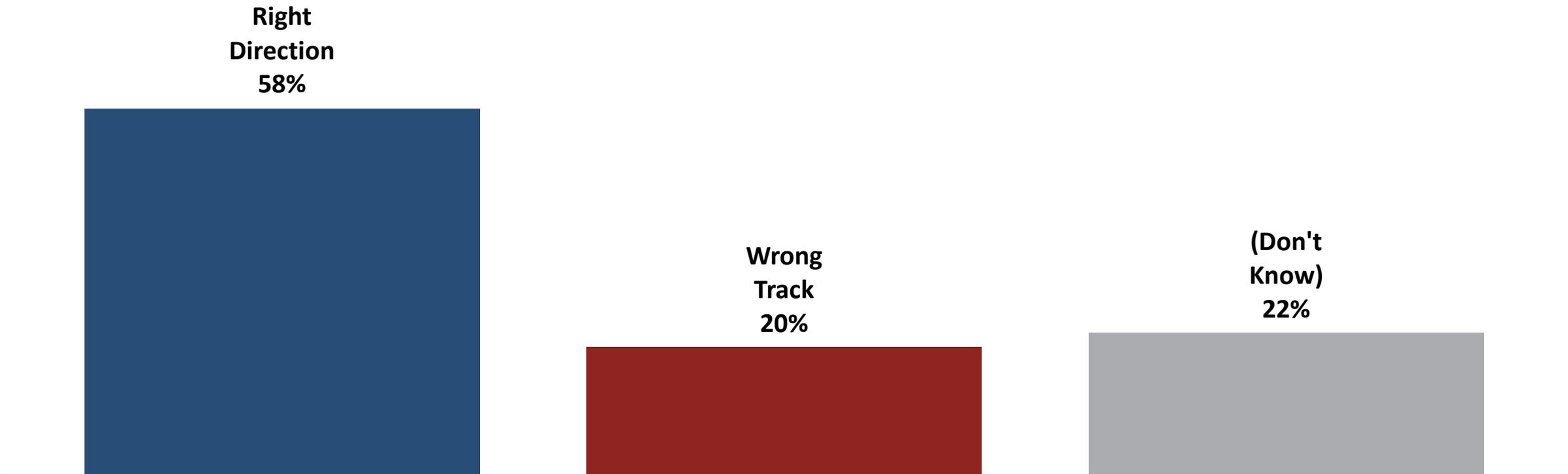
- ▶ Voters feel positively about life in Citrus Heights, the direction the City is heading, and the job the City is doing overall.
- ▶ Homelessness and poverty are top constituent concerns.
- ▶ A majority of voters believe the City has a need for additional funding.
- ▶ Support today for a potential general purpose local funding measure is above the simple majority threshold needed for passage. Additional information about the measure, including accountability components and the need to continue maintaining public safety, homelessness reduction, and road maintenance, helps to solidify support.



Voter Perspectives

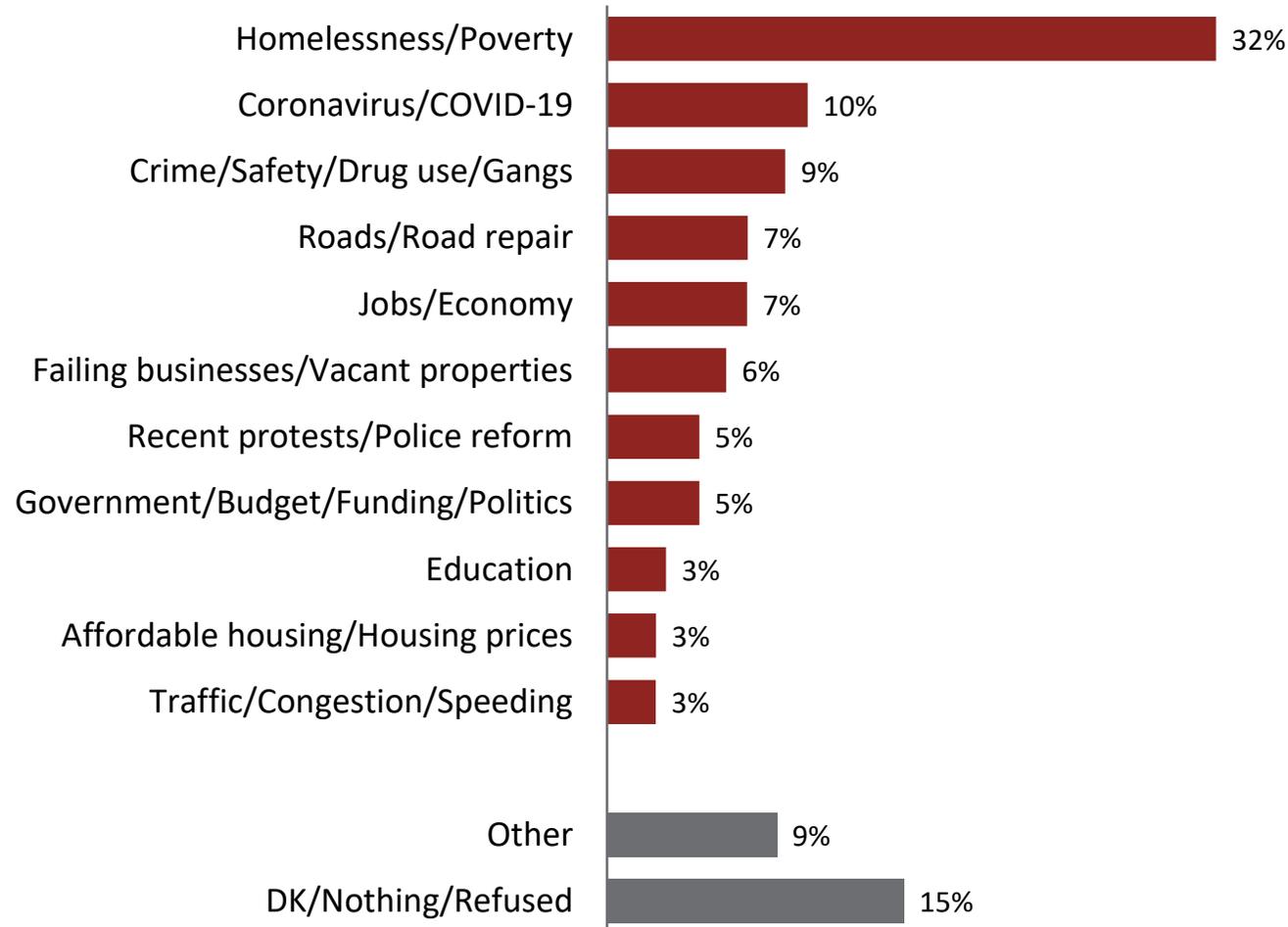
Right Direction/Wrong Track

A majority of voters say things in Citrus Heights are going in the right direction.



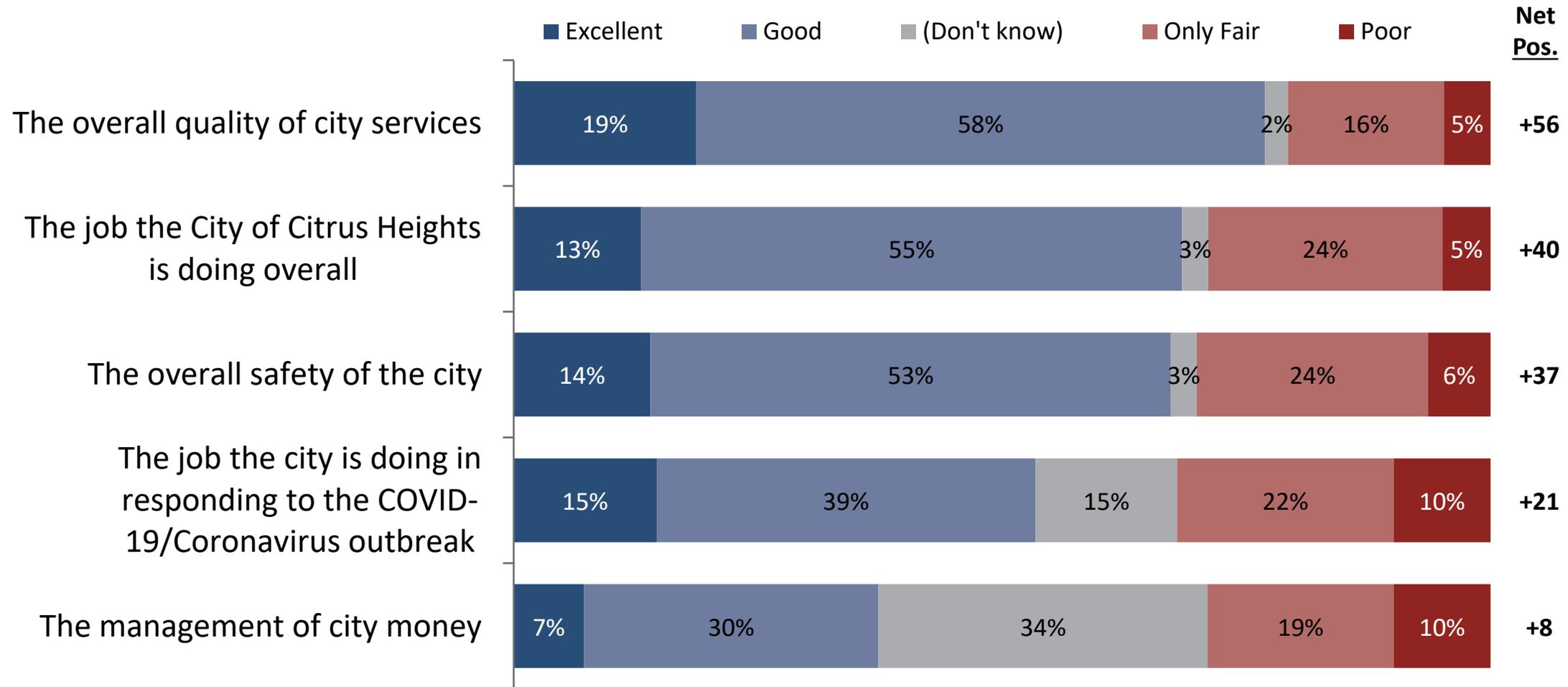
Most Important Problem

Even with the advent of COVID-19, homelessness/poverty is the top concern among voters.



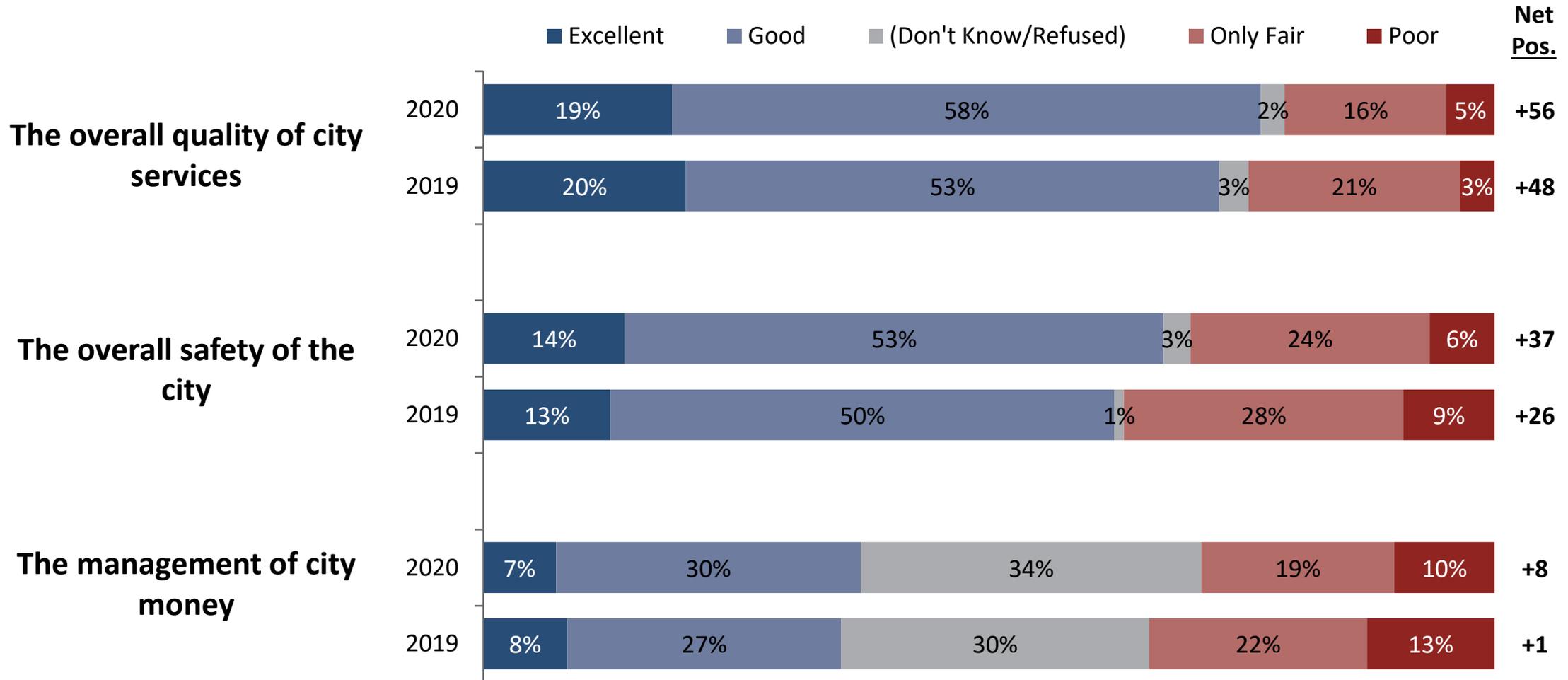
City Ratings

Voters give Citrus Heights overwhelmingly positive rating on the quality of services, the job the city is doing overall, and safety. Fewer voters are able to evaluate the management of city money.



City Ratings Over Time

Ratings of the City are consistent with past research.

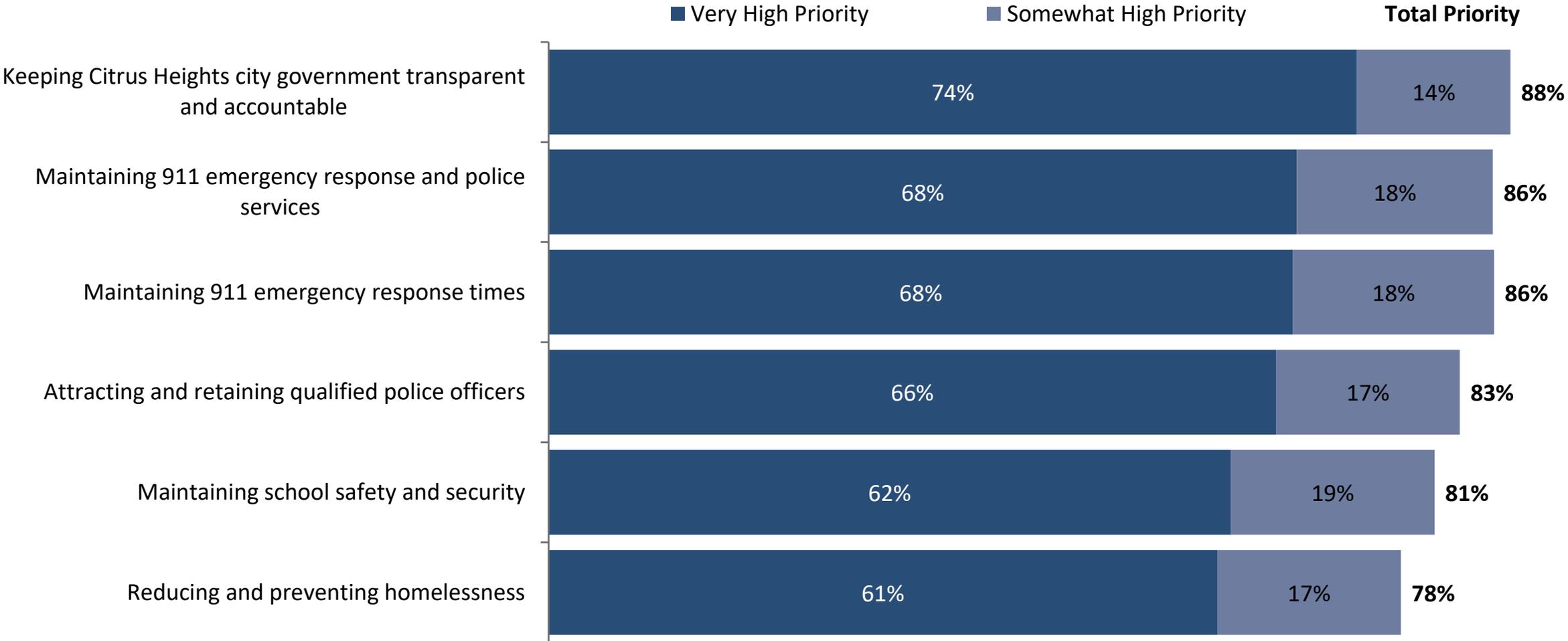




Voter Priorities

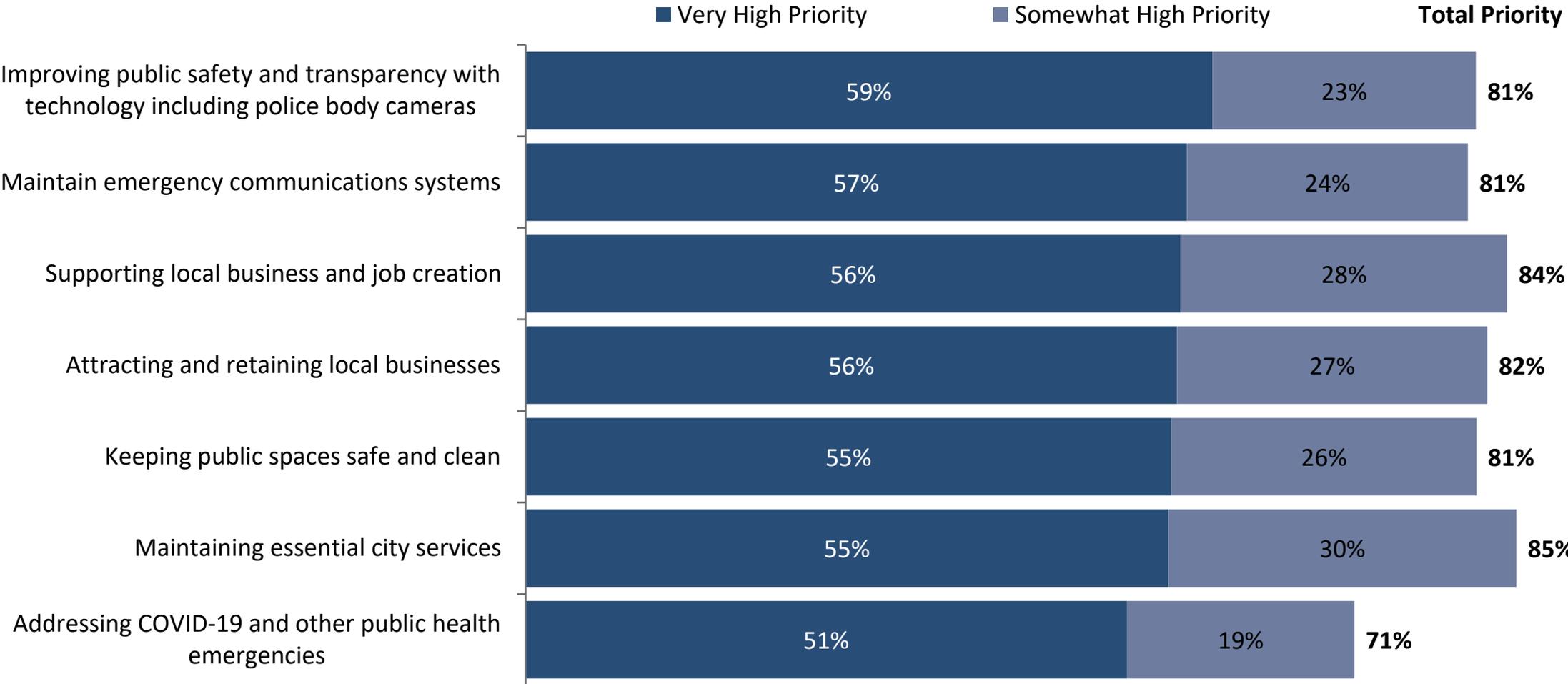
Voter Priorities

Voters prioritize a number of issues, including keeping city government accountable and maintaining 911 and police services.



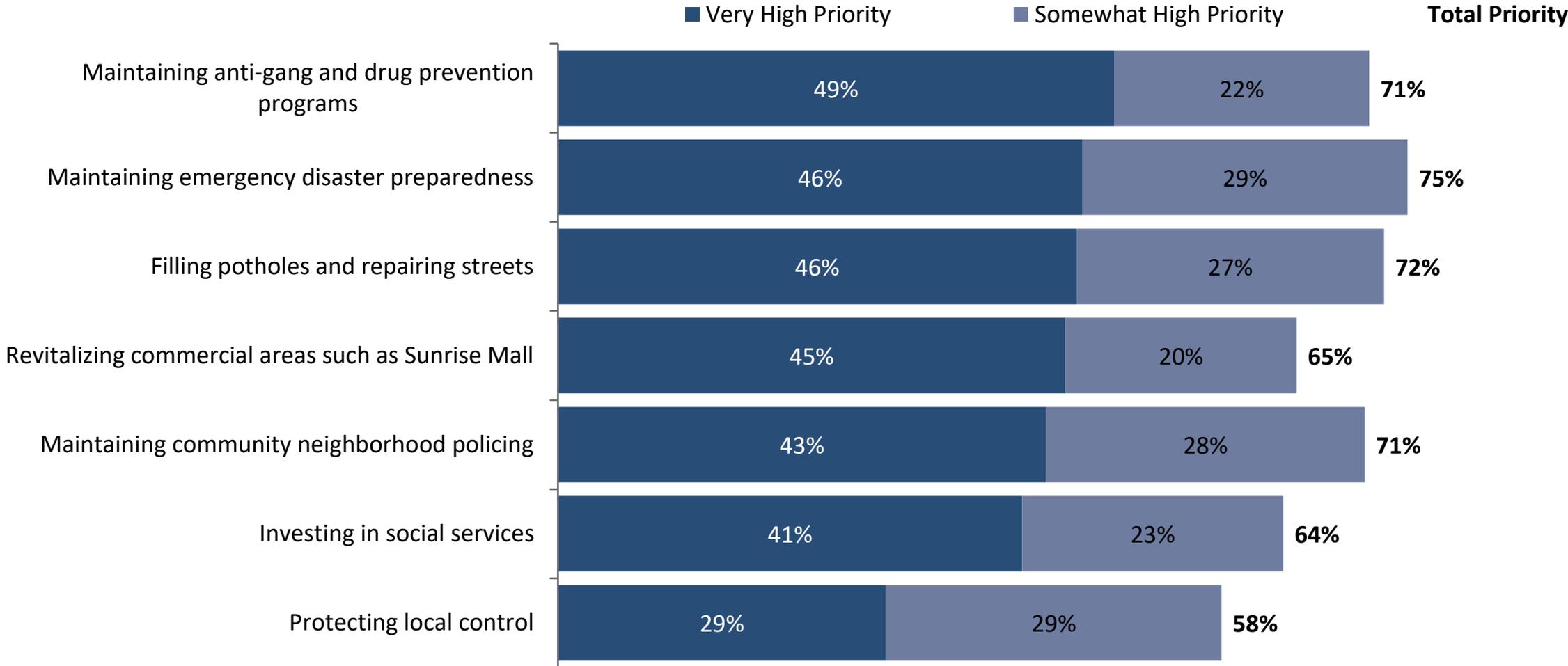
Voter Priorities

Priorities including improving public safety and transparency, maintaining emergency communication systems and supporting and attracting local businesses are also very high priorities for voters.



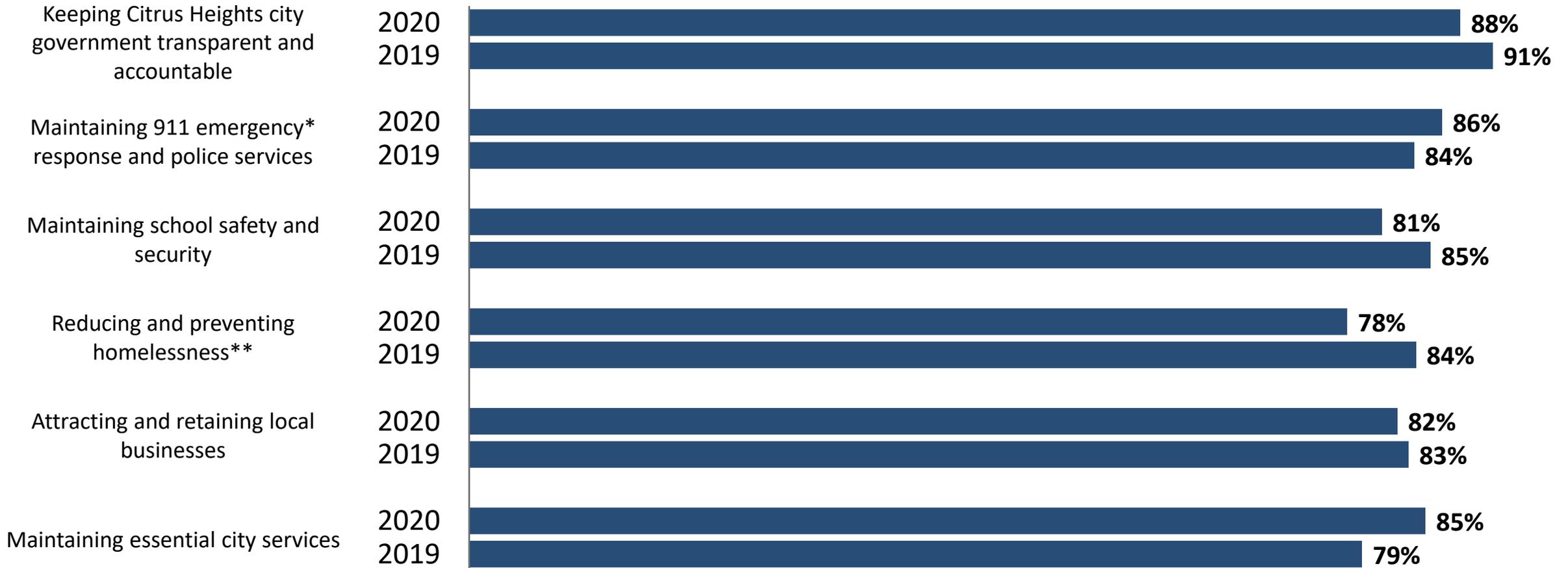
Voter Priorities

Other issues including emergency preparedness and street maintenance are also a priority for a majority of voters.



Voter Priorities Over Time

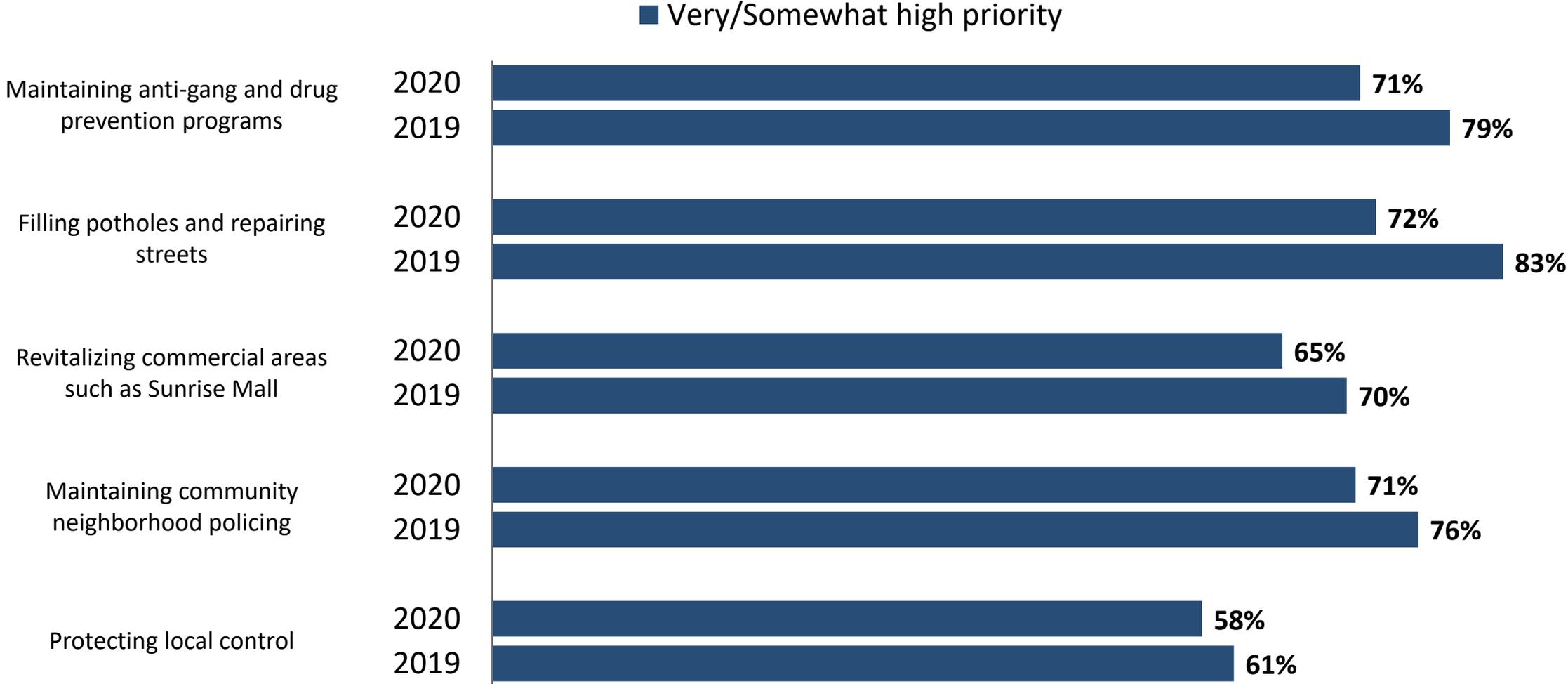
■ Very/Somewhat high priority



**In 2019, this question was worded "Preventing cuts to 911 emergency response and police services"*

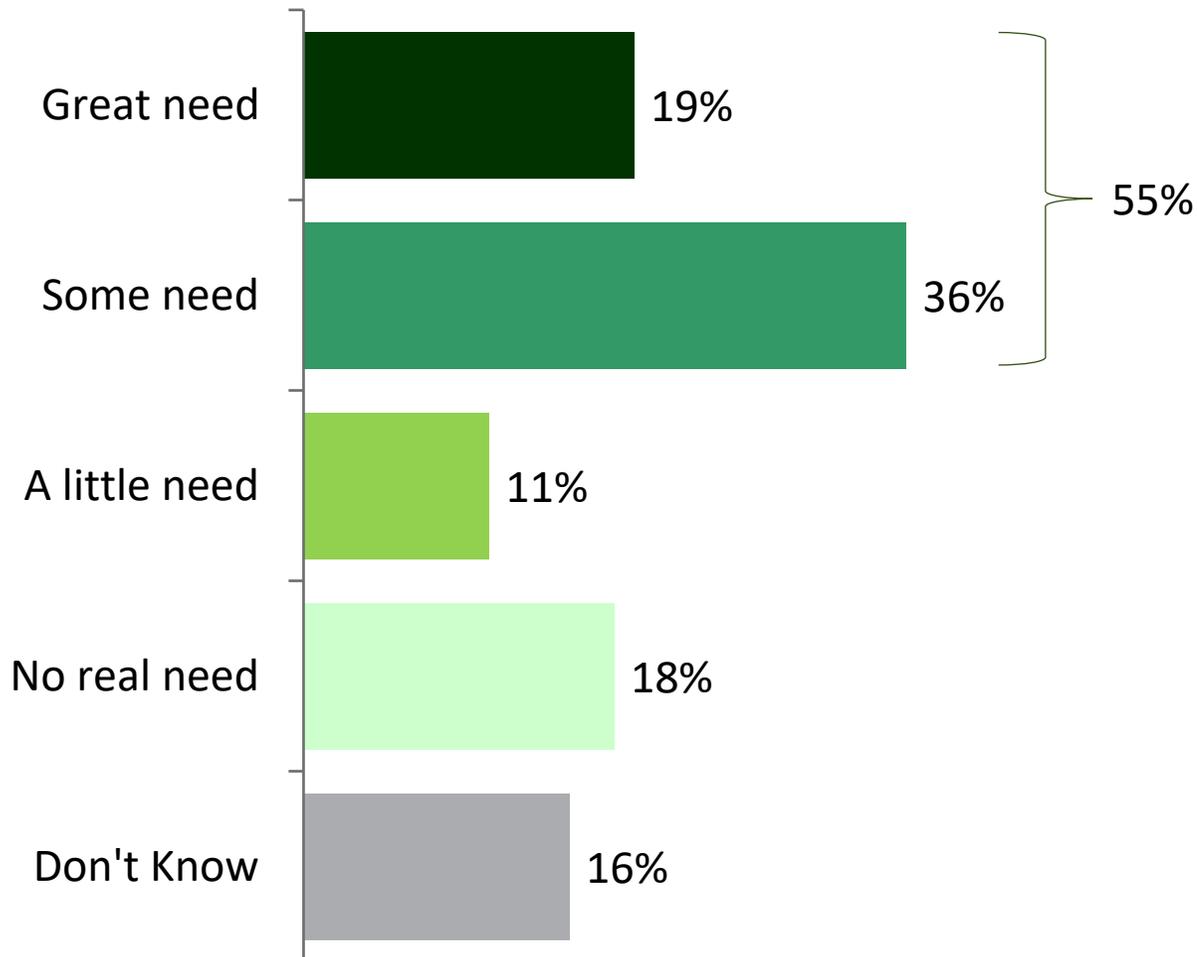
***In 2019, this question was worded "Reducing homelessness"*

Voter Priorities Over Time



Citrus Heights Need for Funding

A majority of voters do perceive the City has at least some need for additional funding.



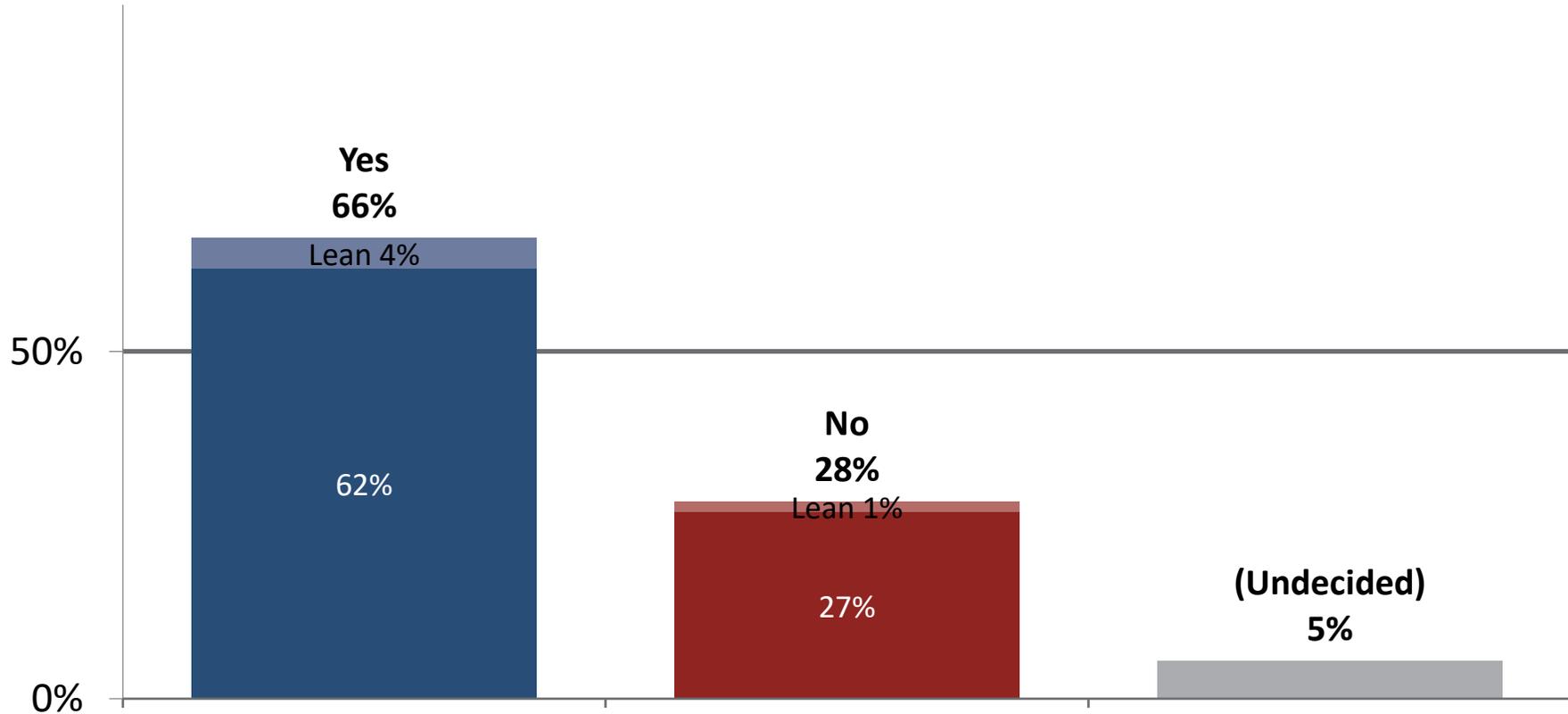


Reactions to a Potential Local Funding Measure

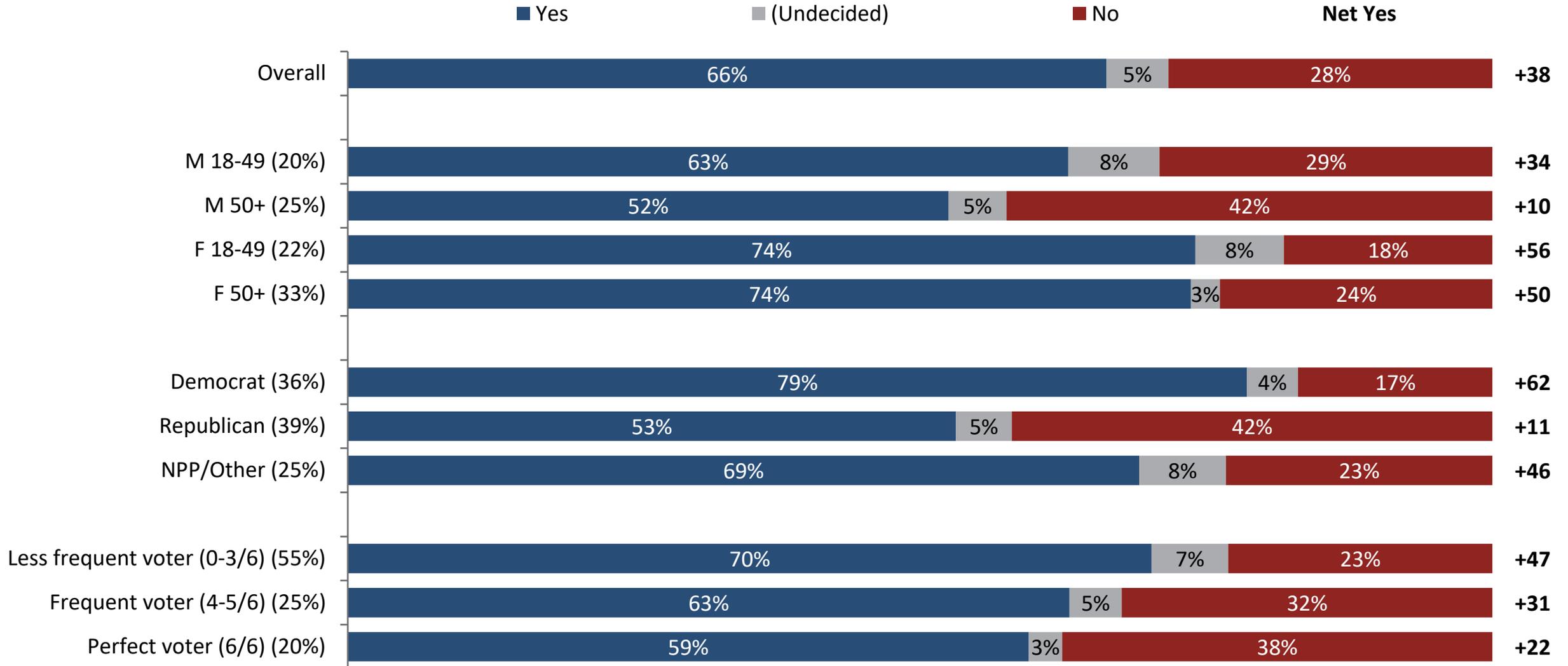
Reaction to a Hypothetical Local Funding Measure

(as approved by the City Attorney – simple majority threshold)

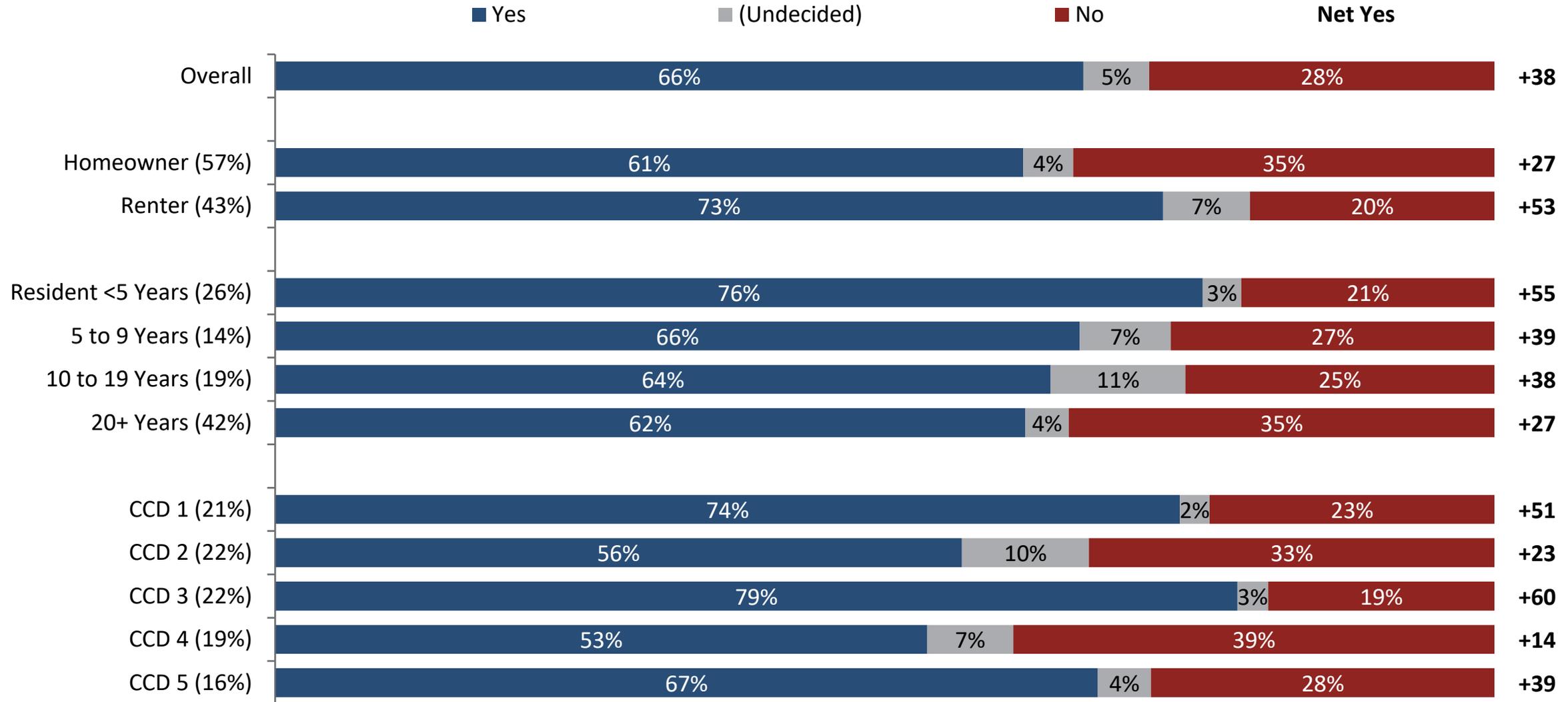
To protect local control with funding that cannot be taken by the State; maintain 911 emergency response/preparedness; crime investigation/prevention; school safety/security; pothole/street repair; homeless prevention services; local business support; crime/gang/drug prevention programs, and other essential services, shall a measure to establish a Citrus Heights 1¢ sales tax generating \$12,000,000 annually until ended by voters be approved, with independent annual audits and citizen oversight, and all funds spent in Citrus Heights?



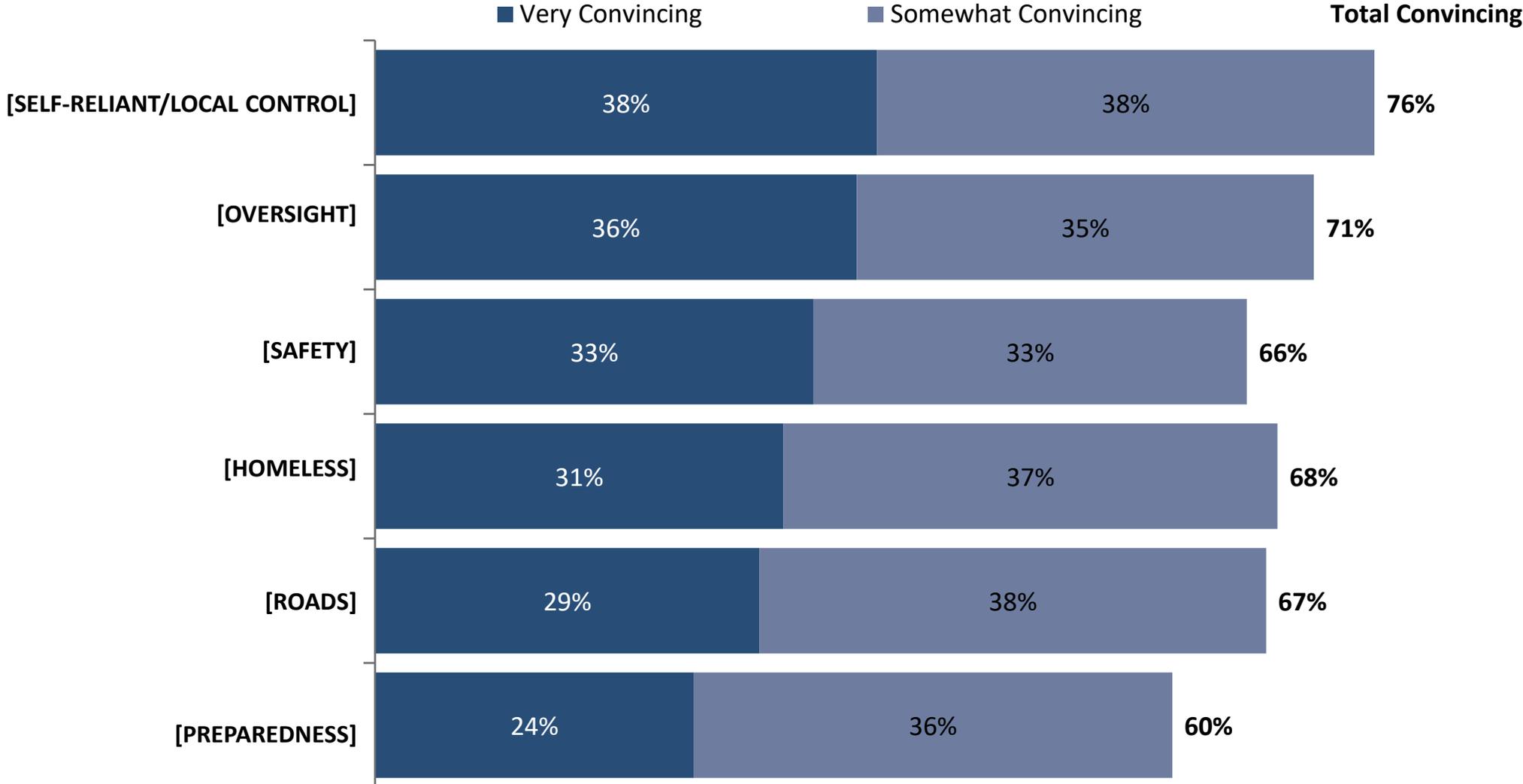
Hypothetical Measure by Key Subgroups



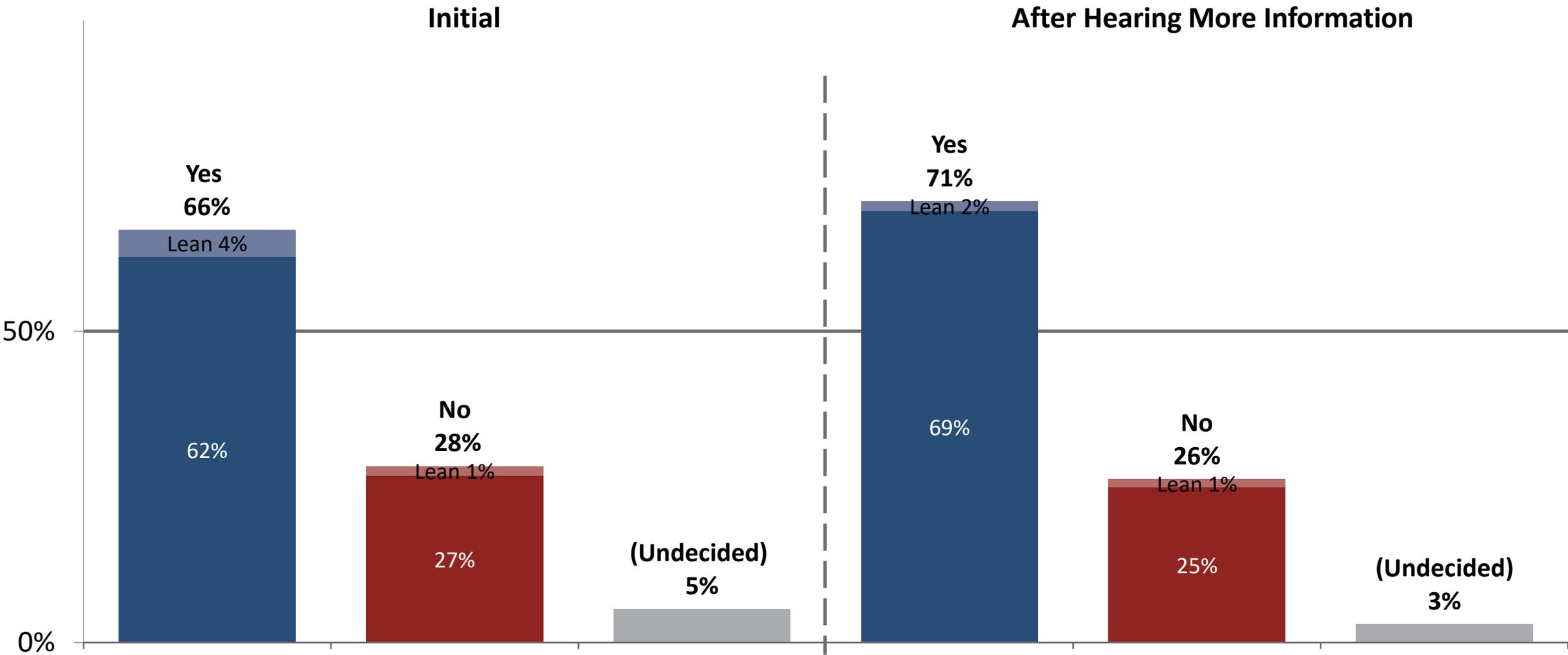
Hypothetical Measure by Key Subgroups



Themes of Interest to Voters

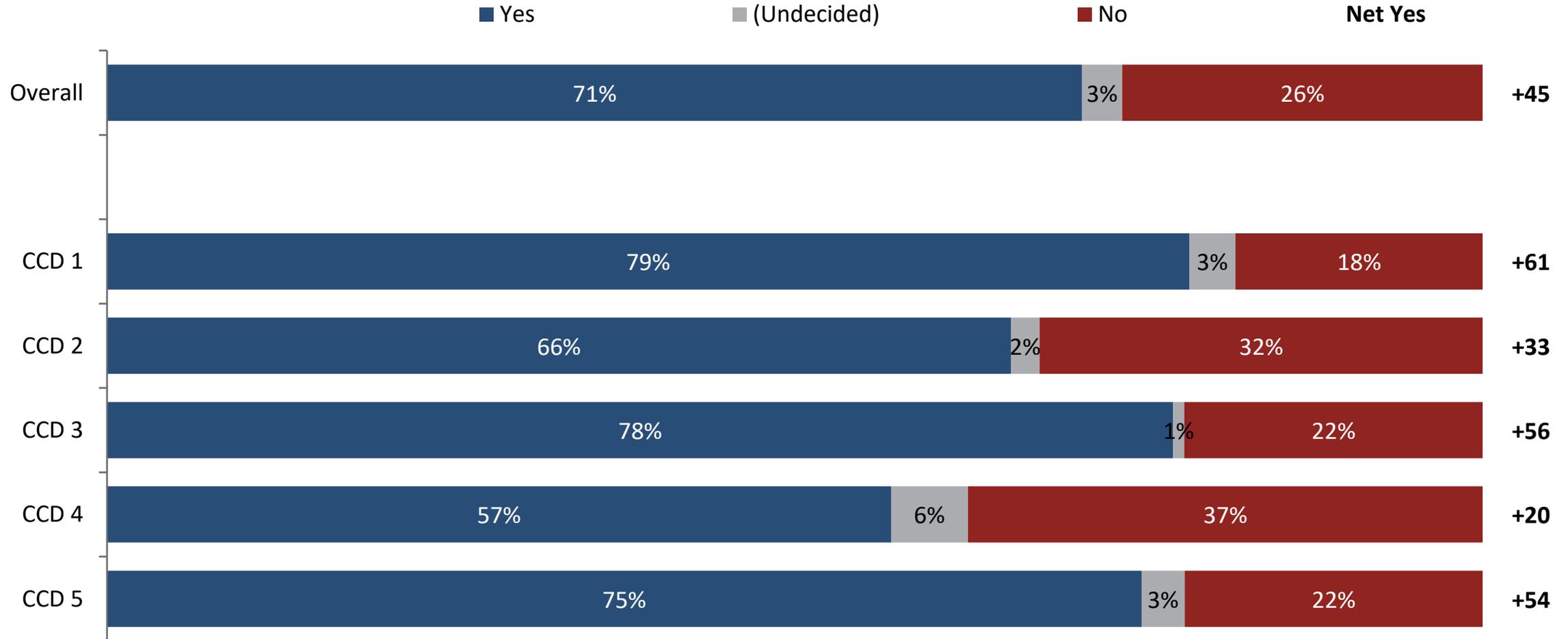


Reaction to a Hypothetical Local Funding Measure



Hypothetical Measure by District

After Hearing More Information



Conclusions

- ▶ A one-cent sales tax measure appears viable today.
- ▶ With growing uncertainty around public health and the economy, continued stakeholder engagement and public information/outreach is recommended.
- ▶ Voters prioritize maintaining essential City services, public safety, and protecting local control.



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