



MEMORANDUM

April 3, 2018

TO: City of Santa Maria

FROM: Bryan Godbe
President
Godbe Research

RE: 2018 Community Priorities Survey – Summary of the Results

Introduction:

The City of Santa Maria commissioned Godbe Research to conduct a survey to assess resident satisfaction and priorities for City services.

The results show constituents have a favorable impression of the services the City provides. Seventy-four percent of respondents have a favorable impression of Santa Maria's job providing City services. And among several other very positive findings, 52 percent believe that Santa Maria is going in the right direction.

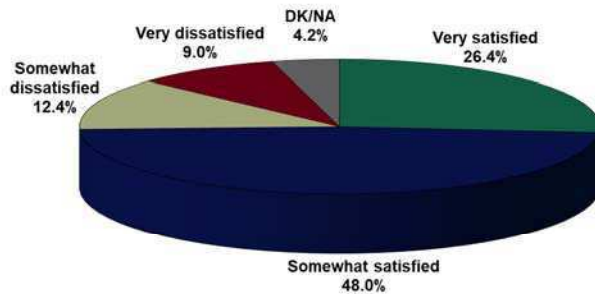
Among other findings, the survey also indicates that respondents support a measure to provide funding to maintain City services at 24 points above the current simple majority requirement.

Methodology Overview:

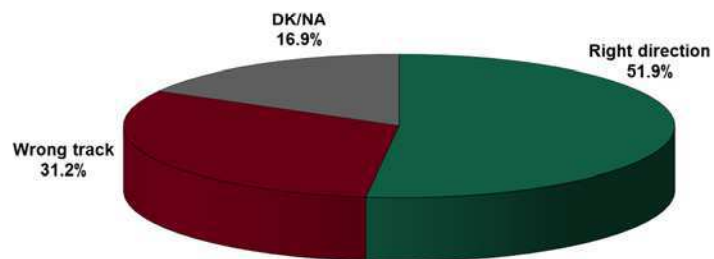
Telephone and online interviews were conducted from January 30 to February 11, 2018 and the average phone interview time was approximately 18 minutes. A total of 464 City of Santa Maria respondents participated in the survey, and the study parameters resulted in a margin of error of plus or minus 4.49 percent.

Satisfaction with the City of Santa Maria's Job Performance:

Seventy-four percent of survey respondents indicated that they had a favorable impression of the job the City is doing to provide services. This is a favorable/unfavorable ratio of 3.5 to 1.



Total Satisfied	74.4%
Total Dissatisfied	21.4%
Ratio Sat to Dissat	3.5 to 1



Additionally, 52 percent believe that Santa Maria is going the right direction.

Respondents Identified a Variety of Key Priorities:

Survey respondents were presented with a variety of City service and facility needs to determine their importance and the survey results suggest a clear priority:

Q4G. Allow the police department to increase police officers on the gang suppression and crime prevention units	1.40
Q4C. Maintain 911 emergency medical response times	1.40
Q4O. Staff all City fire stations with the appropriate number of firefighters	1.35
Q4E. Maintain crime prevention and investigation programs	1.31
Q4B. Maintain at-risk youth programs, gang suppression and enforcement	1.29
Q4A. Enhance neighborhood police patrols	1.29
Q4T. Maintain firefighter staffing	1.27
Q4K. Maintain police staffing	1.27
Q4M. Help address homelessness in Santa Maria	1.23

Q4P. Maintain the City's anti-gang youth outreach coordination	1.23
Q4N. Enhance recreation and youth programs and facilities	1.16
Q4I. Enhance neighborhood services, including graffiti removal and vandalism prevention	1.14
Q4H. Maintain library hours and provide a safe place for teens to go after school	1.09
Q4S. Maintain city parks, playgrounds, the swim center, and athletic fields	1.06
Q4F. Improve traffic safety and enforcement	1.05
Q4Q. Maintain police operations facilities	1.04
Q4L. Invest in business development and bring new businesses to Downtown Santa Maria	0.99
Q4D. Maintain other vital city services	0.97
Q4U. Provide additional school resource officers at local high schools	0.95

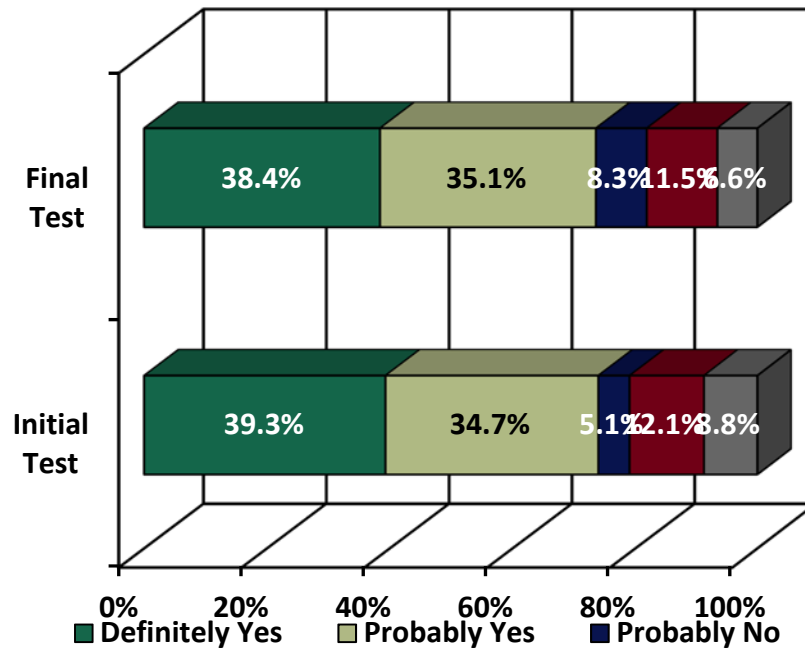
Understanding the Impacts of the Measure Is Important to Voters:

Survey respondents were also presented with a variety statements about the measure, the top items of which increased support for the measure between 78 and 71 percent were:

Q5A. The measure will give Santa Maria local control over local funds for local needs. No funds can be taken by Sacramento	1.42
Q5C. In an emergency every second counts. Doctors say the brain starts to deteriorate 5-minutes after a person stops breathing. We need to maintain fire station staff to maintain rapid responses times and save lives	1.40
Q5I. The Santa Maria Police Department helped combat violent gangs, but they still need the tools to keep gangs from resurging. We need this measure to help continue to support our Police Department and keep gangs out of the city	1.38
Q5B. The measure requires an independent taxpayers' oversight committee, mandatory financial audits, and yearly reports to the community to ensure the funds are spent as promised	1.35
Q5D. The measure provides needed resources for the police department so they can continue to prevent gang violence	1.35
Q5O. The measure will qualify Santa Maria to receive its fair share of millions of dollars in matching grants so taxpayers don't have to pay the entire cost of critical programs	1.33
Q5G. Maintaining library, park and recreation programs provide necessary alternatives to keep kids out of gangs and reduce crime problems	1.28
Q5E. Over the last 25 years, the State has taken \$55.2 million dollars from Santa Maria to deal with Sacramento's budget mess. This measure provides a protected and reliable source of local revenue that can't be taken by Sacramento	1.28
Q5J. As Santa Maria's population grows the demand for city services increases. This measure will maintain the critical city services that our residents deserve	1.23
Q5M. Visitors to Santa Maria will pay their fair share of costs - not just homeowners	1.19

Survey Results Indicate a Solid Base of Support for Extending Local Funding, Among Likely November 2018 voters.

On both an initial test and a final test of a local funding extension measure, 74 percent and 73.5 percent (respectively) indicated support.



Conclusion:

The results show constituents are very satisfied with the job the City is doing to provide services and is going the right direction. Likely November 2018 voters in the City of Santa Maria support extending local funding, and there is a clear sense of the respondents' service priorities for the funds generated by the measure.