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City of Santa Maria: Community Priorities Survey Highlights of Survey Conducted: January 30 – February 11 2018

The City of Santa Maria commissioned Godbe Research to conduct a survey with the following research objectives:

- Gauge satisfaction with the City's provision of services;
- Gauge whether residents feel the City is going in the right direction;
- Determine resident priorities for city services in key policy areas and interest in extending local funding;

- Conducted telephone and online surveys with 464 Santa Maria Residents
- Interviews were conducted via landline, cell phone, and online between January 30 – February 11, 2018
- The Margin of Error is $\pm 4.49\%$ at the 95% confidence level
- Some percentages may not add up to 100% due to rounding



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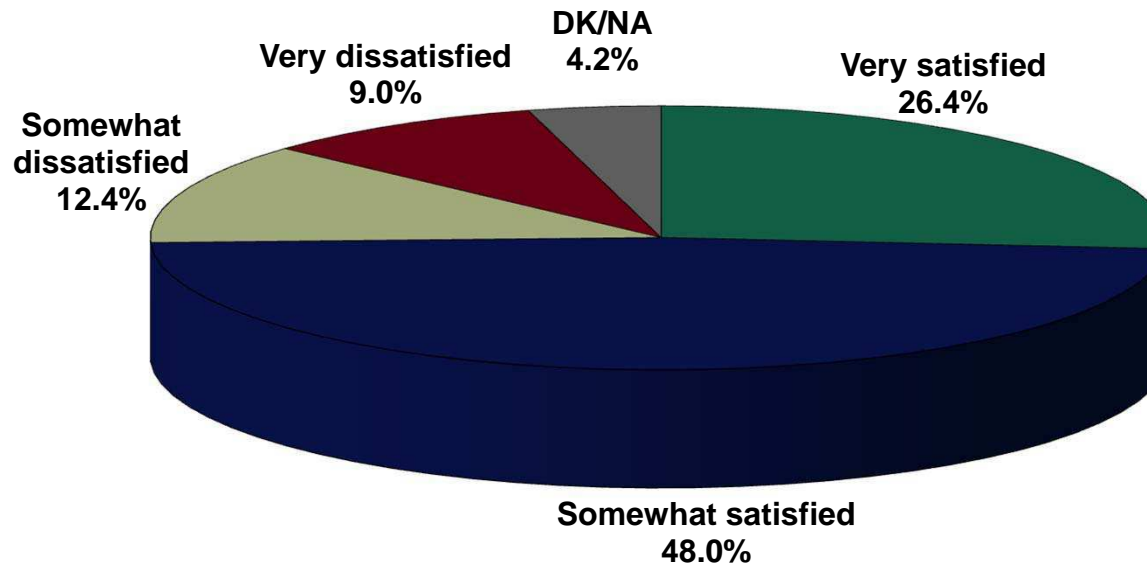
Key Findings for Services & Community Priorities

Respondent Views of City & Services •

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- Respondents have a positive view of the City and the level of services they are receiving
- A majority of residents believe that the City is headed in the right direction
- Nearly 75% of residents are satisfied with the level of services the City provides

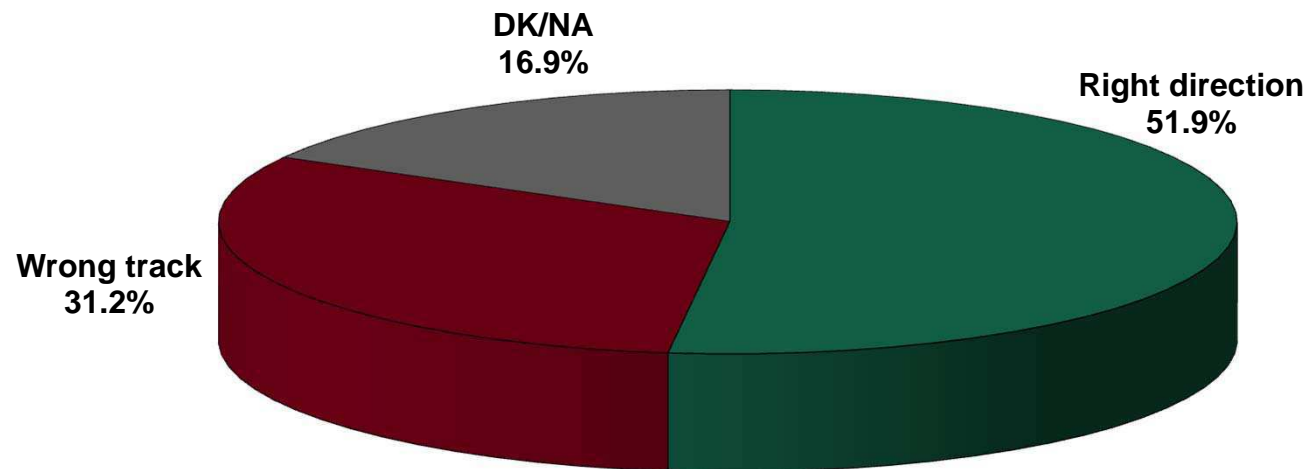
A majority of respondents are satisfied with the City's ability to provide services



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

A Majority of respondents feel that the city is headed in the Right Direction

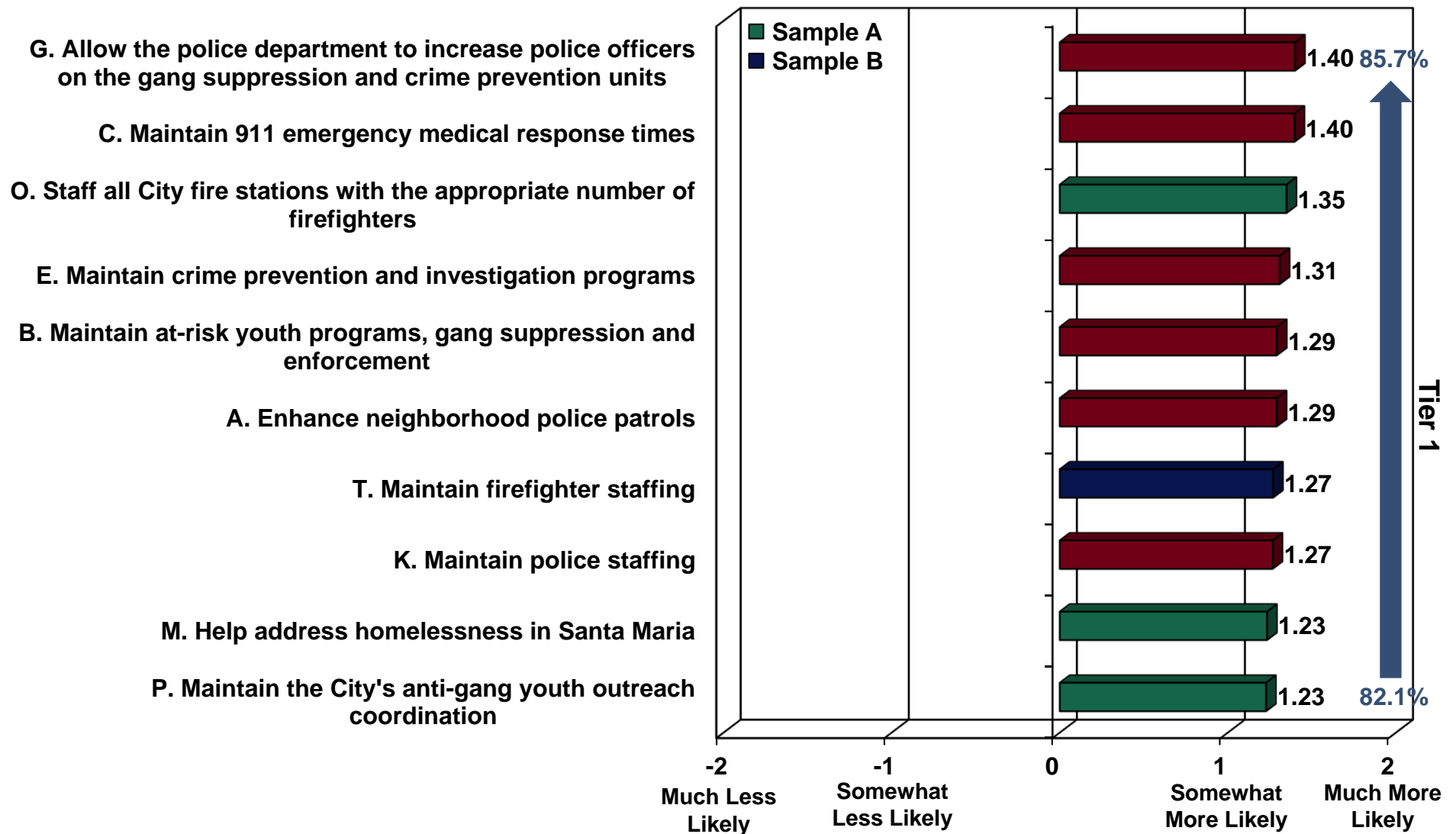
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Resident Service Priorities

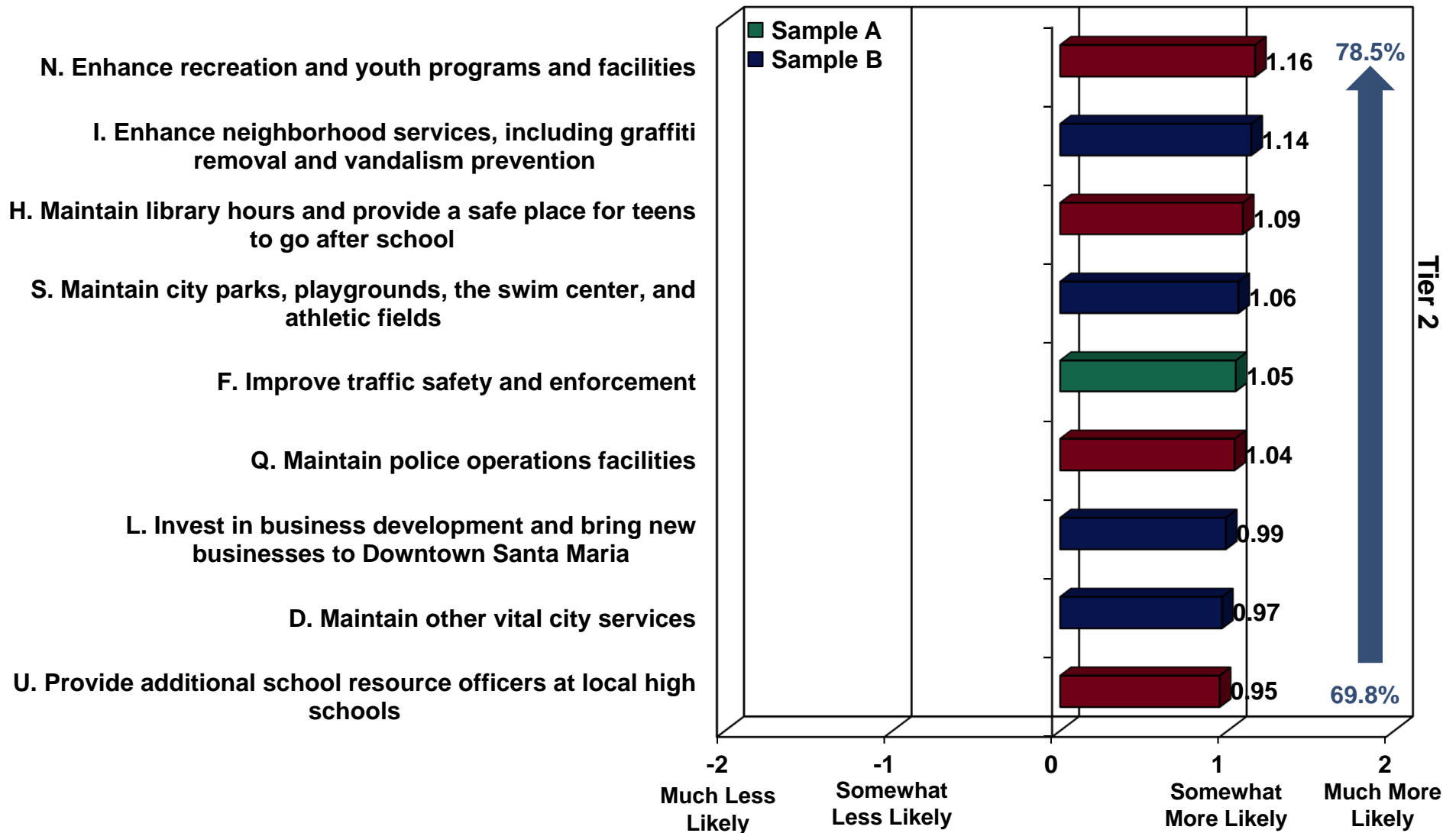
- Overall, residents strongly favor maintaining and enhancing key public services
- Respondents highly prioritize specific public safety services, particularly rated to police and fire services
- Public safety services related to at-risk youth and anti-gang activities also resonated strongly with respondents
- Almost all of the services listed below resonated with more than 75% of respondents

Resident Priorities I



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.

Resident Priorities II



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.



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Gauging Interest in Extending Local Funding

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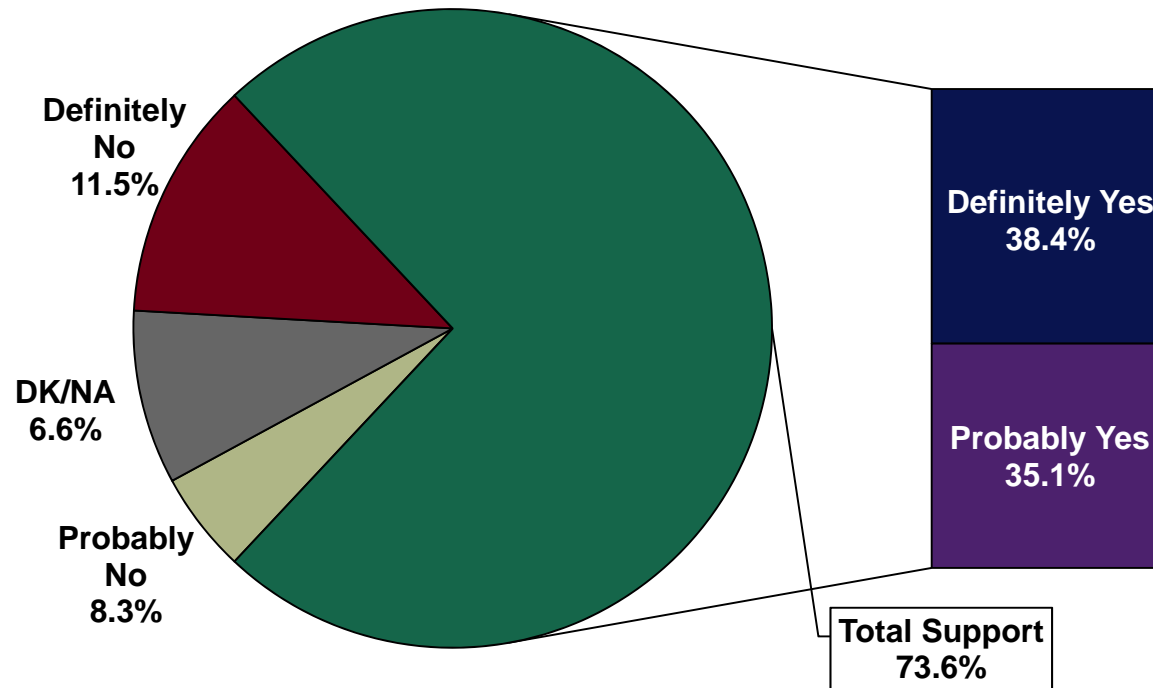
- The survey also gauged interest in local funding
- The conceptual local funding extension measure reads as follows:

To maintain and enhance essential services, such as:

- **neighborhood police patrols and firefighter staffing;**
- **at-risk youth programs, gang suppression and enforcement;**
- **maintaining 911 emergency medical response times;**
- **library, recreation, and youth programs and facilities; and,**
- **other vital city services,**

shall an extension of Measure U be adopted at the one cent rate, until ended by voters, providing \$18 million dollars annually that can't be taken by Sacramento, requiring taxpayer oversight, annual independent audits, with all funds used locally in Santa Maria?

Respondent Views



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- neighborhood police patrols and firefighter staffing;
- at-risk youth programs, gang suppression and enforcement;
- maintaining 911 emergency medical response times;
- library, recreation, and youth programs and facilities; and,
- other vital city services,

shall an extension of Measure U be adopted at the one cent rate, until ended by voters, providing \$18 million dollars annually that can't be taken by Sacramento, requiring taxpayer oversight, annual independent audits, with all funds used locally in Santa Maria?

Conclusions

- Respondents have a favorable impression of the City and the services they are receiving
- Respondents strongly prioritize key public safety services, particularly public safety and at-risk youth/anti-gang services
- This support is reflected in the community's strong support for extending local funding



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