

## 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 ± 4.49% at the 95% confidence level
- Some percentages may not add up to 100% due to rounding

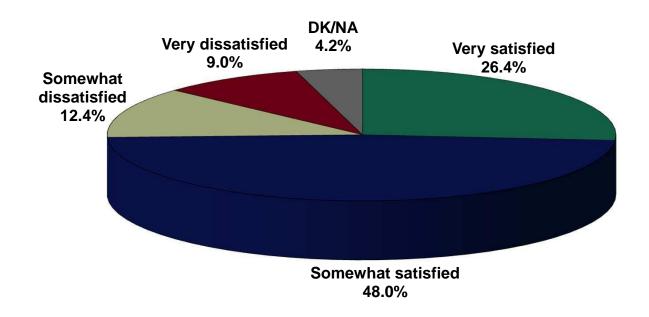


Key Findings for Services & Community Priorities

- 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

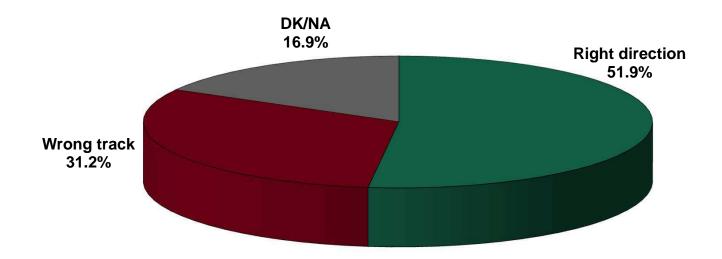
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Total Satisfied74.4%Total Dissatisfied21.4%Ratio Sat to Dissat3.5 to 1

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

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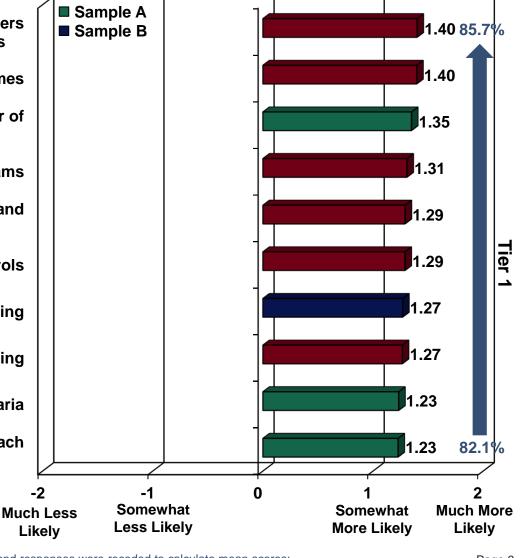
### Resident Service Priorities

- 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

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- G. Allow the police department to increase police officers on the gang suppression and crime prevention units
  - C. Maintain 911 emergency medical response times
- O. Staff all City fire stations with the appropriate number of firefighters
  - E. Maintain crime prevention and investigation programs
- B. Maintain at-risk youth programs, gang suppression and enforcement
  - A. Enhance neighborhood police patrols
    - T. Maintain firefighter staffing
      - K. Maintain police staffing
  - M. Help address homelessness in Santa Maria
  - P. Maintain the City's anti-gang youth outreach coordination

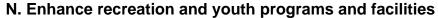


Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.

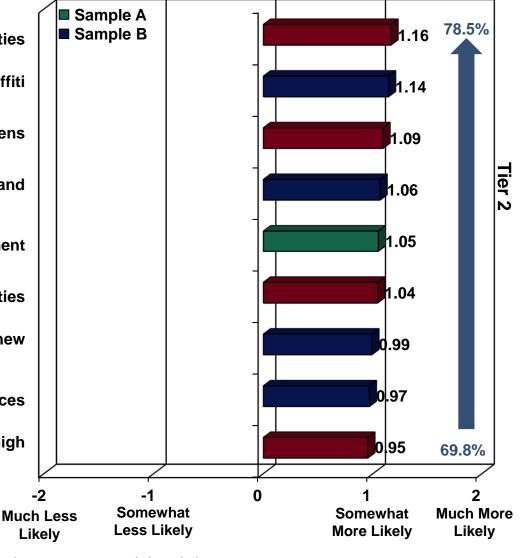
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### Resident Priorities II

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- I. Enhance neighborhood services, including graffiti removal and vandalism prevention
- H. Maintain library hours and provide a safe place for teens to go after school
  - S. Maintain city parks, playgrounds, the swim center, and athletic fields
    - F. Improve traffic safety and enforcement
      - Q. Maintain police operations facilities
    - L. Invest in business development and bring new businesses to Downtown Santa Maria
      - D. Maintain other vital city services
- U. Provide additional school resource officers at local high schools



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Gauging Interest in Extending Local Funding

# Gauging Interest in Extending Local Funding

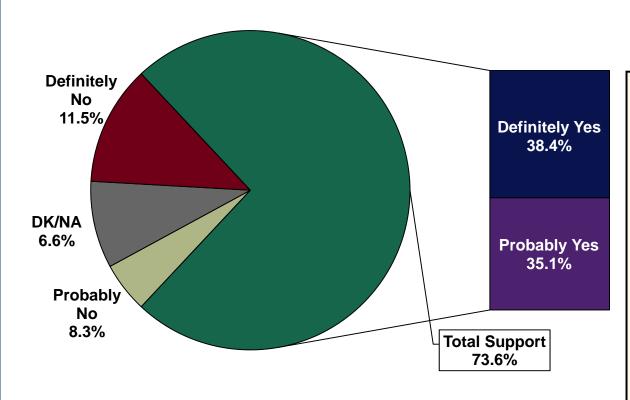
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- The survey also gauged interest in local funding
- > The conceptual local funding extension measure reads as follows:

#### 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?



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## 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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