

City of Santa Rosa: 2022 Santa Rosa Revenue Measure Tracking Survey

June 2022



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

- Gauge satisfaction with the City's provision of services and effective management of taxpayer funds;
- Assess opinion on the future direction of the economy, and the City's efforts to address the coronavirus situation;
- Assess potential voter support for a sales tax extension to maintain locally controlled funding to protect public safety that cannot be taken by the State;
- Prioritize projects and programs to be funded with the proceeds;
- Test the influence of informational and critical statements on potential voter support;
- Identify the duration at which voters will support the measure; and
- Identify any differences in voter support due to demographic and/or voter behavioral characteristics and to ensure the sample is representative of the Santa Rosa population.

Methodology Overview



Data Collection
Landline (61), cell (75), text to online (492), and email to online (40) interviewing
Universe
56,678 Likely November 2022 Voters
Fielding Dates
June 9 to 14, 2022
Interview Length
24 minutes
Sample Size
668
Margin of Error
± 3.77%

Note: The complete survey included a total of n=798 completed interviews, broken down as follows:

Likely Nov 2022 Voters	n=668
Likely Nov 2024 Voters	n=53
Adult Residents 18+	n=77
Total	n=798

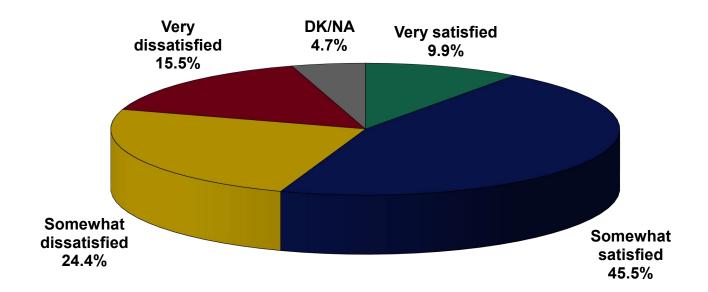
This report focuses on the Likely November 2022 universe as it relates to the immediate deadlines for placing a measure on the November ballot this year. The supplemental universes will be provided in a subsequent report. The data have been weighted to reflect the actual population characteristics of likely voters in the City of Santa Rosa in terms of their gender, age, and political party type.



Key Findings

Q1. Satisfaction With the City's Provision of Services November 2022 Voters



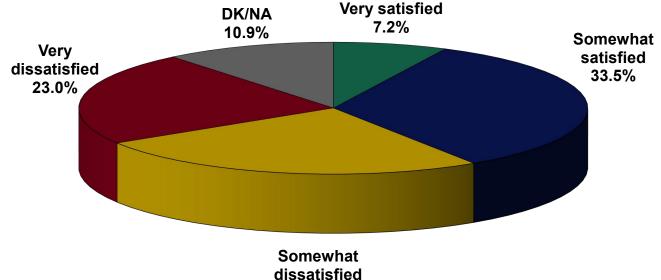


<u>Oct 2021</u>	<u>June 2022</u>
62.4%	55.4%
33.3%	39.9%
1.88	1.39
	62.4% 33.3%

Page 5 June 2022

Q2. Satisfaction With the City's Management of Public Funds November 2022 Voters





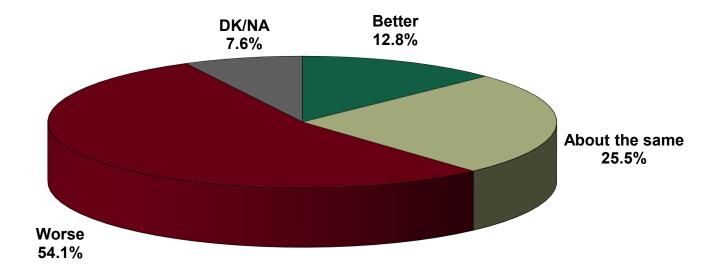
25.4%

	<u>Oct 2021</u>	<u>Jun 2022</u>
Total Satisfied	45.7%	40.7%
Total Dissatisfied	44.6%	48.4%
Ratio Sat to Dissat	1.02	0.84

Page 6 June 2022

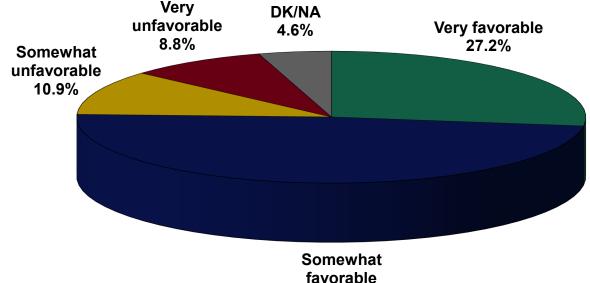
Q3. Opinion on Direction of the Economy in Next 6 Months November 2022 Voters





Q4. Favorability Rating of How the City is Addressing Coronavirus November 2022 Voters



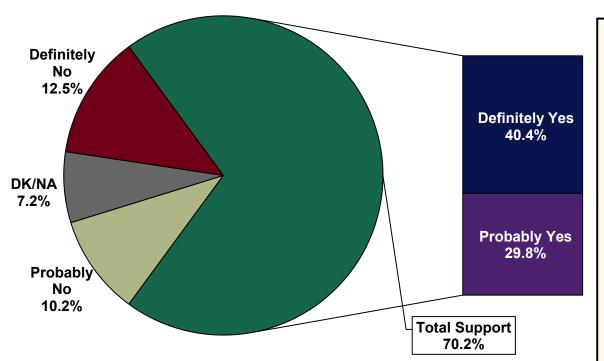


ave	ora	ible
48	3.4	%

	<u>Jun 2022</u>
Total Favorable	75.6%
Total Unfavorable	19.8%
Ratio Fav to Unfav	3.83

Page 8 June 2022

Q5. Uninformed Support for 1/4 Cent Sales Tax Extension Measure November 2022 Voters



	Oct 2021 (1/2 Cent)
Total Yes	60.1%
Total No	32.4%

To renew locally controlled funding to protect public safety in Santa Rosa by:

ВW

PROPS & MEASURES

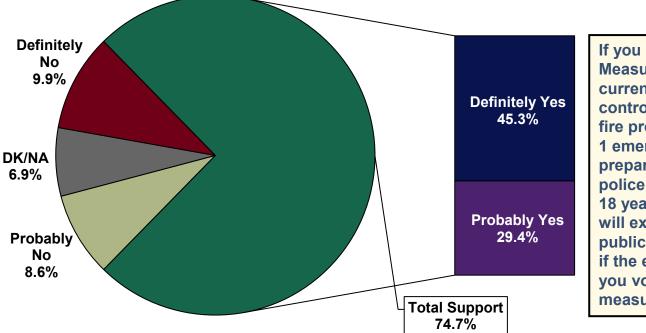
GODBE RESEARCH Gain Insight

- reducing wildfire risk;
- preventing closure of fire stations;
- maintaining rapid 9–1–1 emergency response;
- maintaining youth violence prevention programs; and
- preventing reductions of firefighters, paramedics and law enforcement officers;

shall the City of Santa Rosa's measure be adopted extending the expiring public safety sales tax without increasing the current ¼¢ rate, raising approximately \$10 million dollars annually, until ended by voters, with annual audits and citizen oversight?

> Page 9 June 2022

Q6. Impact of Cuts to Public Safety Services on Support for Sales Tax Extension Measure November 2022 Voters



If you heard that this measure extends Measure O, without increasing the current rate, that has provided locallycontrolled funding for Santa Rosa's fire protection, paramedics, rapid 9-1-1 emergency response, disaster preparedness, crime prevention and police services since it was approved 18 years ago in 2004, and this funding will expire requiring deep cuts to public safety services if not renewed, if the election were held today, would you vote yes or no on this renewal measure?

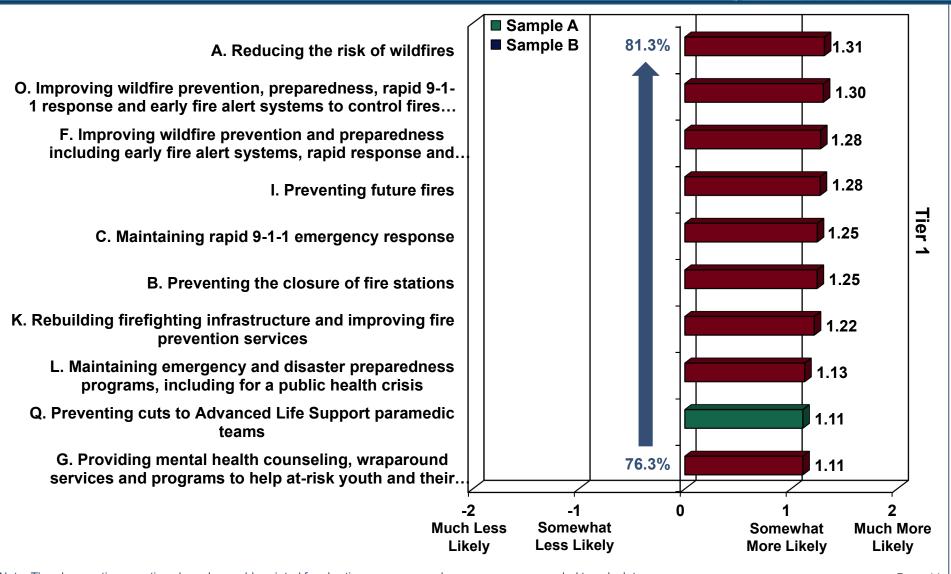
ВW

PROPS & MEASURES

GODBE RESEARCH Gain Insight

Q7. Features of the Measure I November 2022 Voters





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.

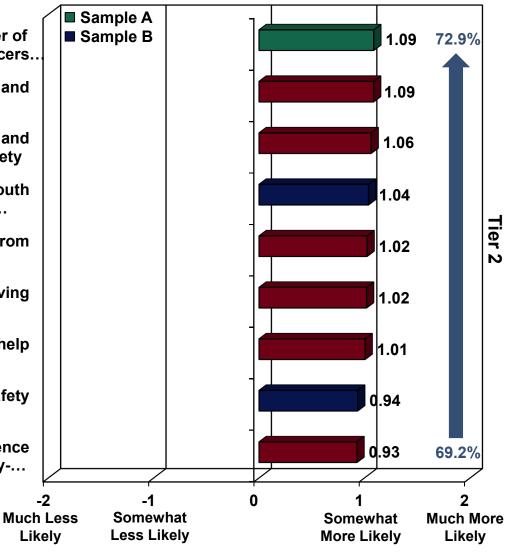


Q7. Features of the Measure II November 2022 Voters



P. Preventing significant reductions in the number of firefighters, paramedics and law enforcement officers...

- E. Preventing reductions of firefighters, paramedics and law enforcement officers
- M. Maintaining youth violence prevention, and drug and gang intervention programs to maintain school safety
- R. Preventing cuts to 400,000 hours each year of youth and family mental health, public health, gang...
- N. Reducing the risk of fires starting and spreading from homeless encampments
- H. Maintaining after-school and summer programs serving at-risk youth
 - D. Providing youth violence prevention programs to help at-risk youth
 - S. Reducing the impact of homelessness on the safety and quality of life in our community
 - J. Providing resources for youth programs and violence prevention efforts along with grants to community-...



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.



Q8. Informational Statements I November 2022 Voters



Q. With fire seasons getting hotter, drier and more destructive each year, it is critical that we fund wildfire..

- D. None of the money raised by the measure would be used for City administrator salaries
- I. The measure will help keep the City's fire stations open and staffed with on-duty firefighters and paramedics...

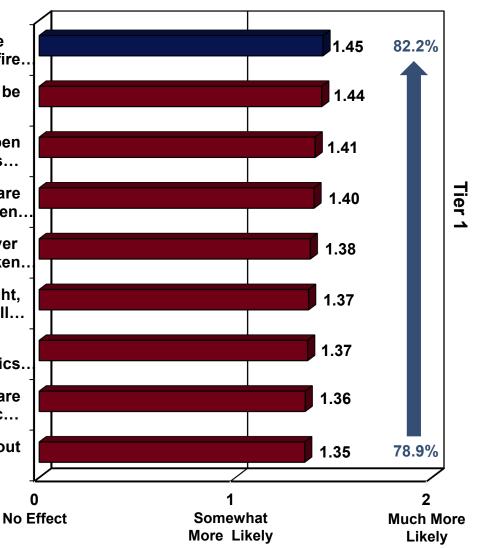
L. Essential purchases like groceries and medicine are exempt from this sales tax to ensure it is not a burden..

B. The measure will give Santa Rosa local control over local funds for local needs. The money cannot be taken..

F. The measure will require independent citizen oversight, mandatory financial audits, and public disclosure of all...

G. This funding will help upgrade aging emergency communication systems to help firefighters, paramedics..

- J. The measure is critical for helping Santa Rosa prepare for hotter and drier fire seasons and potential public...
- M. This measure will maintain fire protection throughout Santa Rosa and better protect lives and property



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, and "No Effect" = 0.

Sample A

Sample B

Page 13 June 2022

Q8. Informational Statements II November 2022 Voters

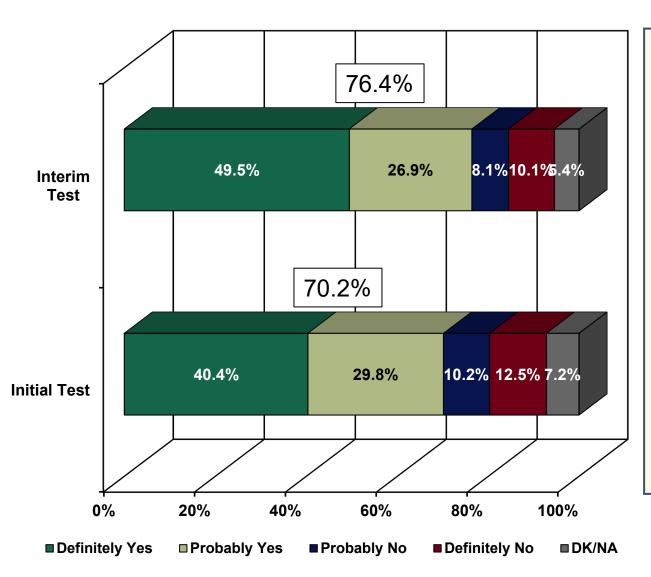


C. In the event of a heart attack, stroke, accident or 1.34 78.8% emergency, seconds can be the difference between life... Tier 1 Cont'd O. If current public safety funding expires, over twenty-1.33 five firefighter, paramedic and law enforcement officer. E. The measure simply renews the current sales tax rate 1.28 and does not increase the rate K. Visitors and shoppers from outside of Santa Rosa will 1.26 72.5% pay their fair share for local public safety services so... H. The measure will maintain the funding allocations for 1.24 73.5% fire prevention and protection; police services; at-risk. A. If the measure fails and current funding expires, cuts to 1.24 Tier 2 fire, paramedic and police services in Santa Rosa could... P. If the measure is approved, neighborhood police 1.23 patrols, gang prevention services, and park and... N. Unless renewed by voters, approximately \$10 million 1.21 68.7% dollars in annual public safety funding will expire in... Sample A No Effect Somewhat **Much More** Sample B More Likelv Likely

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, and "No Effect" = 0.



Q9. Interim Support for 1/4 Cent Sales Tax Extension Measure November 2022 Voters



To renew locally controlled funding to protect public safety in Santa Rosa by:

ВW

PROPS & MEASURES

GODBE RESEARCH Gain Insight

- reducing wildfire risk;
- preventing closure of fire stations;
- maintaining rapid 9–1–1 emergency response;
- maintaining youth violence prevention programs; and
- preventing reductions of firefighters, paramedics and law enforcement officers;

shall the City of Santa Rosa's measure be adopted extending the expiring public safety sales tax without increasing the current ¼¢ rate, raising approximately \$10 million dollars annually, until ended by voters, with annual audits and citizen oversight?

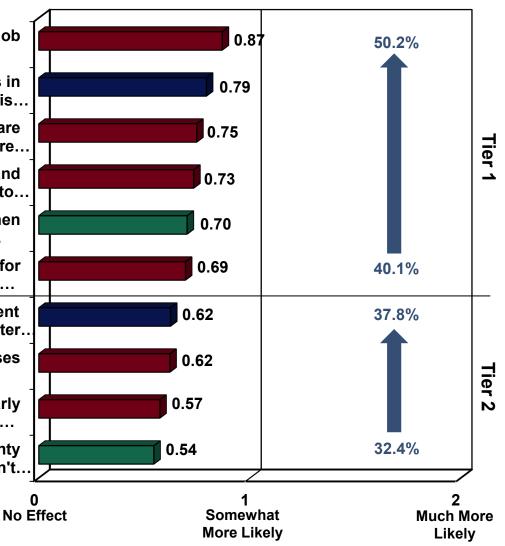
Q10. Critical Statements November 2022 Voters



- B. City government needs to cut waste and do a better job with taxpayer money than they currently do
 - J. The measure locks 20-year old funding priorities in place and should be updated before the measure is...
 - A. Public employee salaries, benefits and pensions are out of control. We need to contain these costs before...
 - F. With increasing inflation, grocery and gas prices, and the ongoing COVID-19 crisis, now is the wrong time to...
- H. The measure provides too much money for police when we should be shifting resources to programs and...
- E. We just voted two years ago to extend our sales tax for the City for 10 years. Now they want to increase and...

I. We already have an extra three-quarters of a percent sales tax imposed by the City. Adding another quarter..

- D. Increasing the sales tax again will hurt local businesses and drive jobs out of the City
- C. There will be a County measure for preschool and early childhood development on the same ballot. We can't...
 - G. Voters rejected the SMART Sales Tax and the County Fire Tax. When will they get the message that we can't...



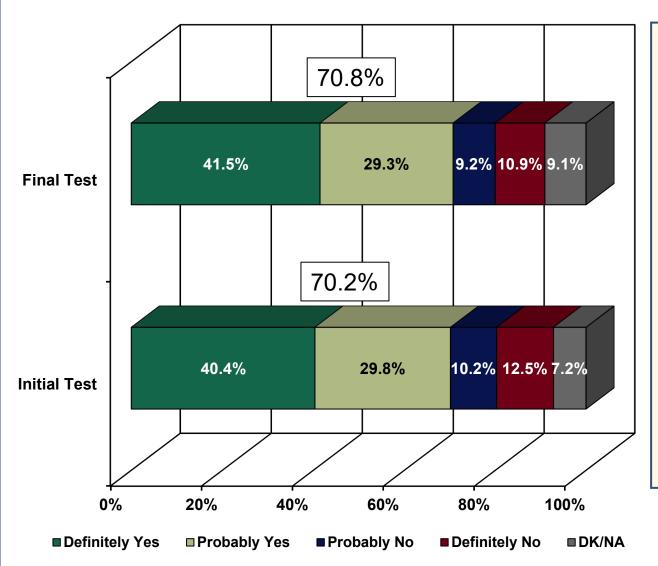
Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0.

Sample A

Sample B



Q11. Final Support for 1/4 Cent Sales Tax Extension Measure November 2022 Voters



To renew locally controlled funding to protect public safety in Santa Rosa by:

ВW

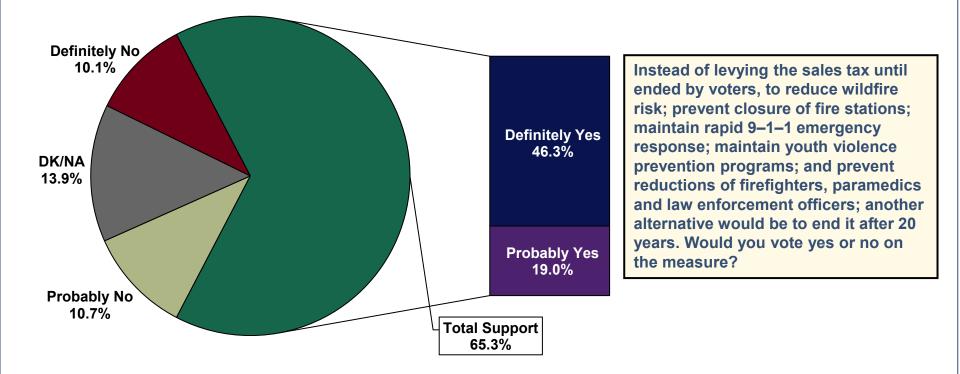
PROPS & MEASURES

GODBE RESEARCH Gain Insight

- reducing wildfire risk;
- preventing closure of fire stations;
- maintaining rapid 9–1–1 emergency response;
- maintaining youth violence prevention programs; and
- preventing reductions of firefighters, paramedics and law enforcement officers;

shall the City of Santa Rosa's measure be adopted extending the expiring public safety sales tax without increasing the current ¼¢ rate, raising approximately \$10 million dollars annually, until ended by voters, with annual audits and citizen oversight?

Q12. Support for Alternative 20 Year Duration November 2022 Voters



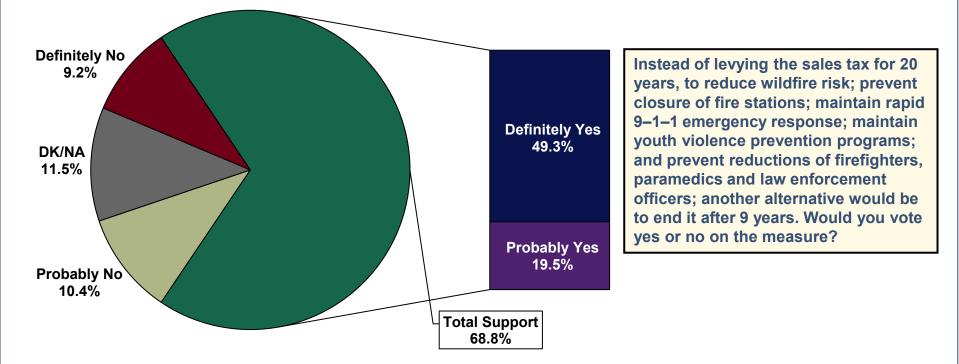
PROPS & MEASURES

GODBE RESEARCH

Gain Insight

ВW

Q13. Support for Alternative 9 Year Duration November 2022 Voters



PROPS & MEASURES

GODBE RESEARCH

Gain Insight

ВW



www.godberesearch.com

California and Corporate Offices 1220 Howard Avenue, Suite 250 Burlingame, CA 94010

Nevada Office 59 Damonte Ranch Parkway, Suite B309 Reno, NV 89521

.