



GODBE RESEARCH
Gain Insight



City of Santa Rosa: 2018 Santa Rosa Community Needs Assessment Survey

June 2018

Overview and Research Objectives

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

- Gauge perceptions of whether the City is headed in the right direction;
- Gauge satisfaction with City departments and services, and management of finances;
- Gauge importance and satisfaction with a variety of issues facing the City;
- Assess potential voter support for general obligation bond, emergency sales tax, affordable housing bond, and transient occupancy tax measures to fund City services with funding 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; and
- Identify any differences in voter support due to demographic and/or voter behavioral characteristics.

Methodology Overview

- Data Collection Landline (58), text to online (1,063), and email to online (267) interviewing
- Universe 88,556 voters in the City of Santa Rosa, with a subsample of those likely to vote in the November 2018 election (66,048)
- Fielding Dates May 24 through May 31, 2018
- Interview Length 20 minutes
- Sample Size 1,388
- Margin of Error $\pm 2.61\%$

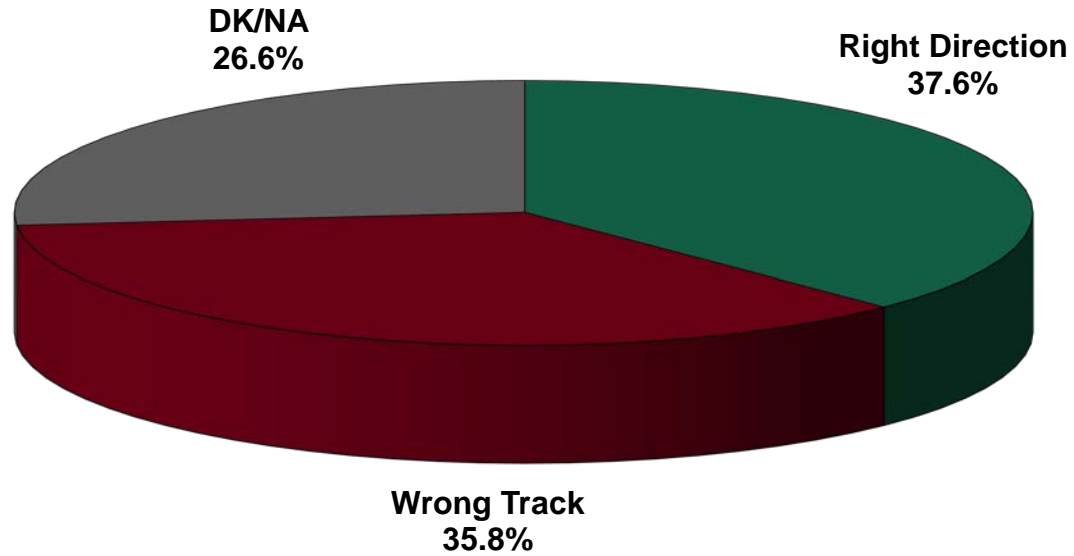


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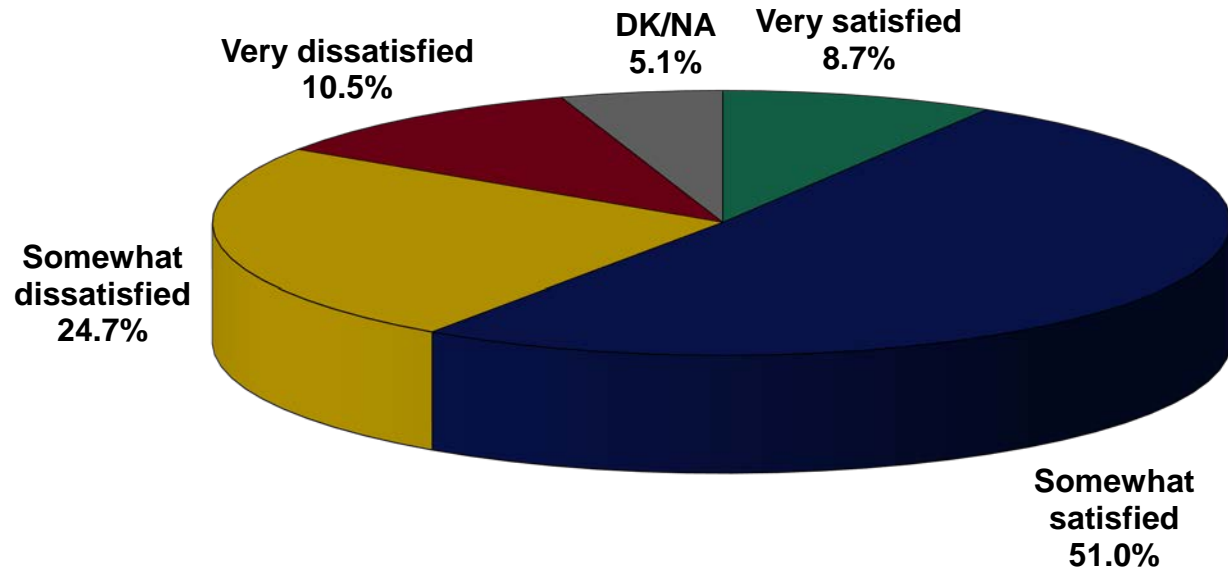
Key Findings

Q1. Opinion on Direction of City



	<u>Right Direction</u>	<u>Wrong Track</u>
July 2016	59%	25%
May 2016	62%	24%
April 2016	56%	34%
June 2010	34%	45%

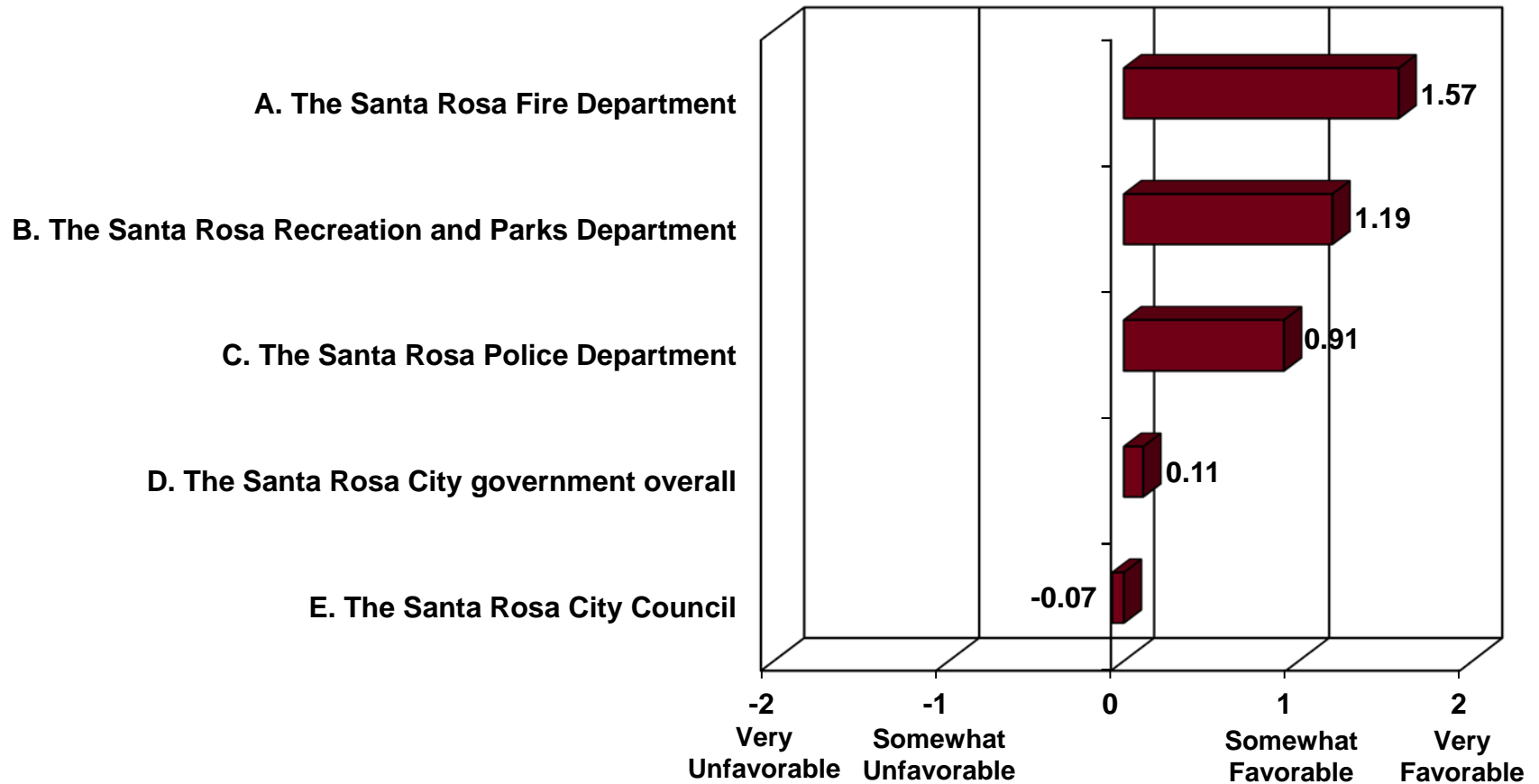
Q2. Satisfaction with City's Provision of Services



<u>2018</u>	
Total Satisfied	59.6%
Total Dissatisfied	35.2%
Ratio Sat to Dissat	1.7 to 1

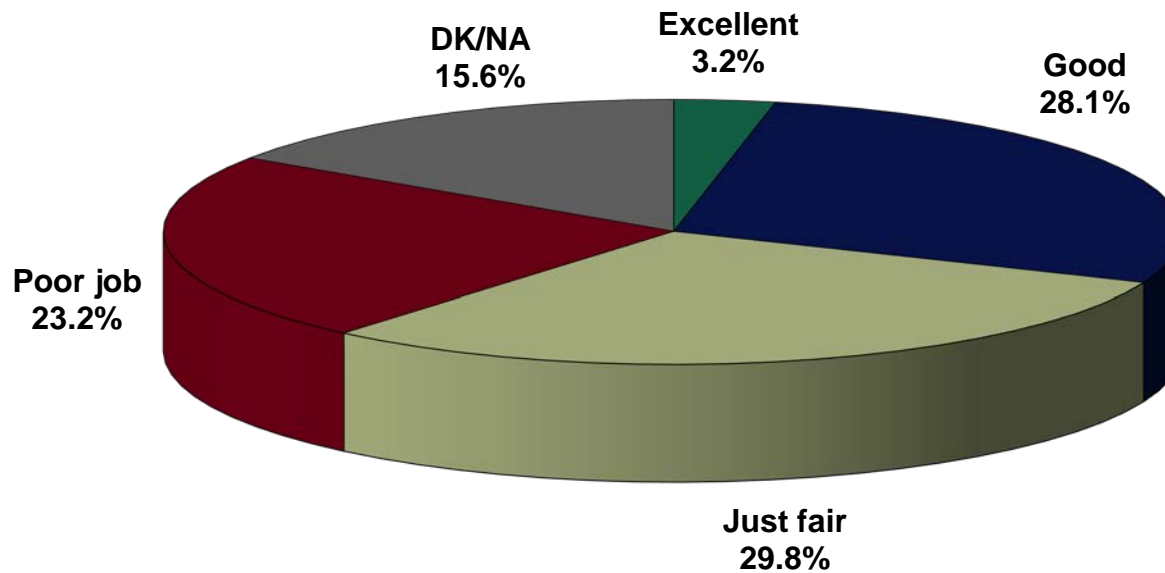
<u>2016</u>	
Excellent	4%
Good	48%
Just Fair	32%
Poor	11%
DK/NA	5%

Q3. Opinion of City Departments



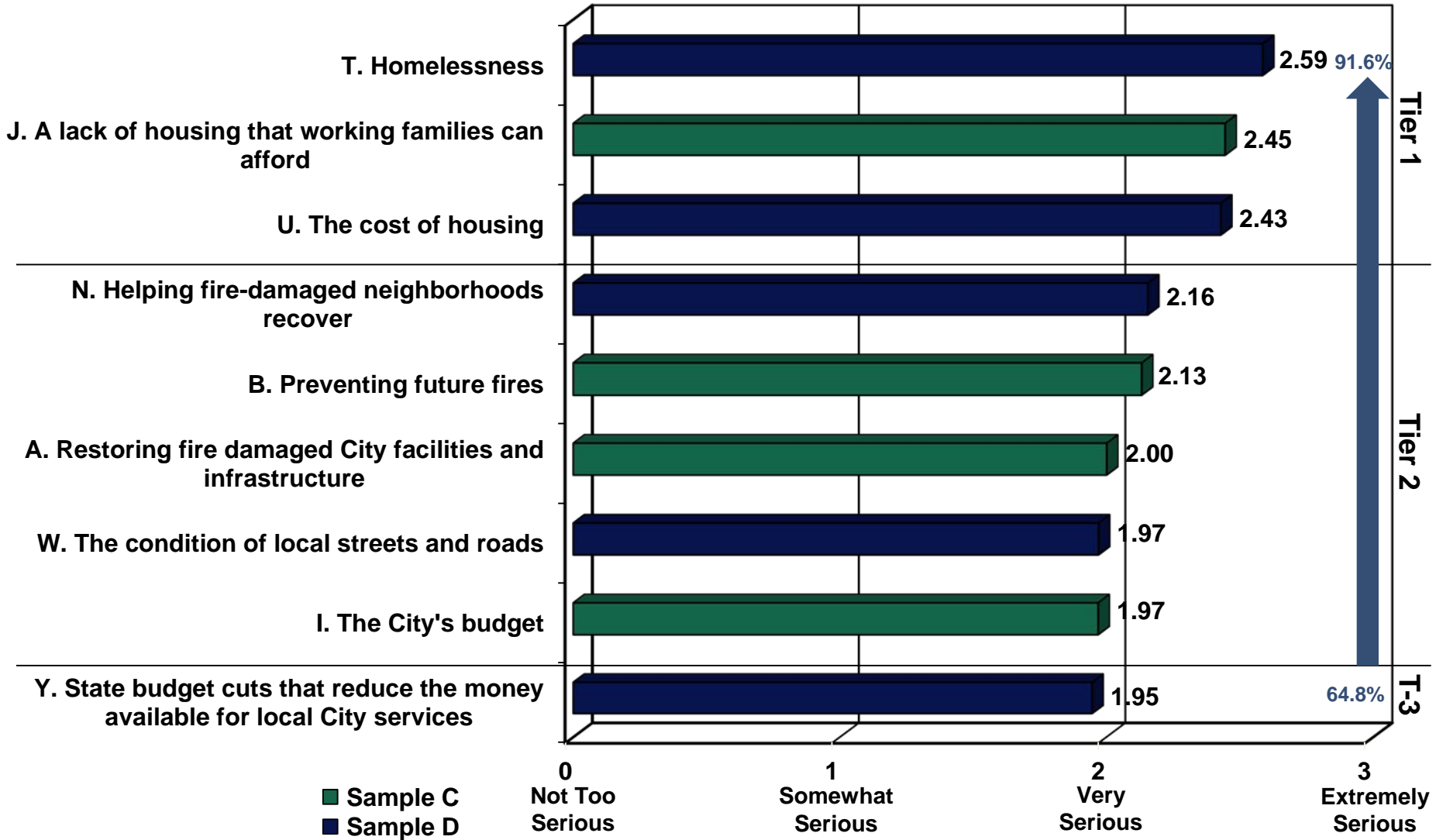
Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Very Favorable" = +2, "Somewhat Favorable" = +1, "Somewhat Unfavorable" = -1, and "Very Unfavorable" = -2.

Q4. Opinion on How City Government is Managing Budget and Finances



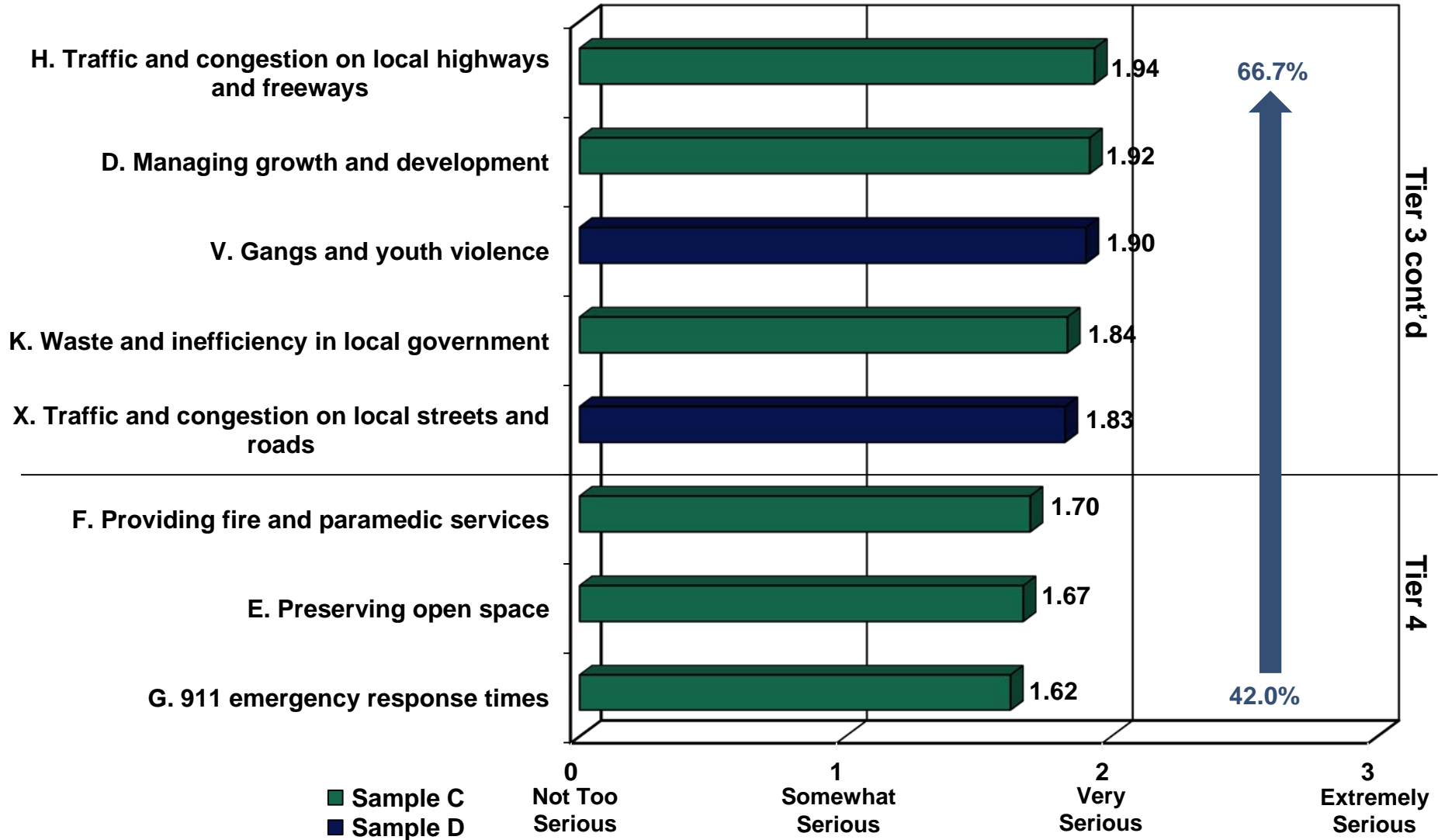
	<u>2016</u>
Excellent	3%
Good	35%
Just Fair	33%
Poor	15%
DK/NA	14%

Q5. Seriousness of Problems Facing City I



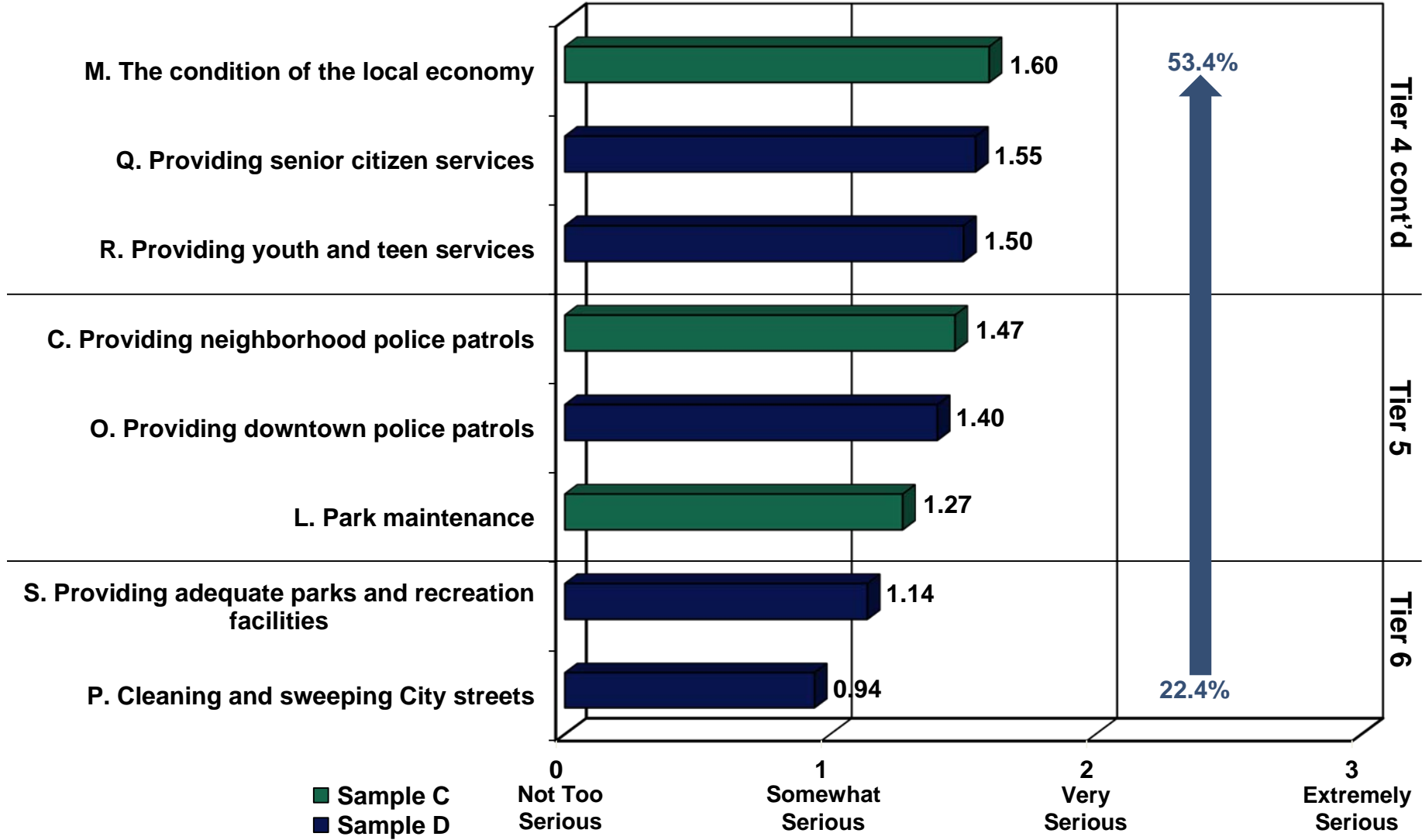
Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Extremely Serious" = +3, "Very Serious" = +2, "Somewhat Serious" = +1, and "Not Too Serious" = 0.

Q5. Seriousness of Problems Facing City II



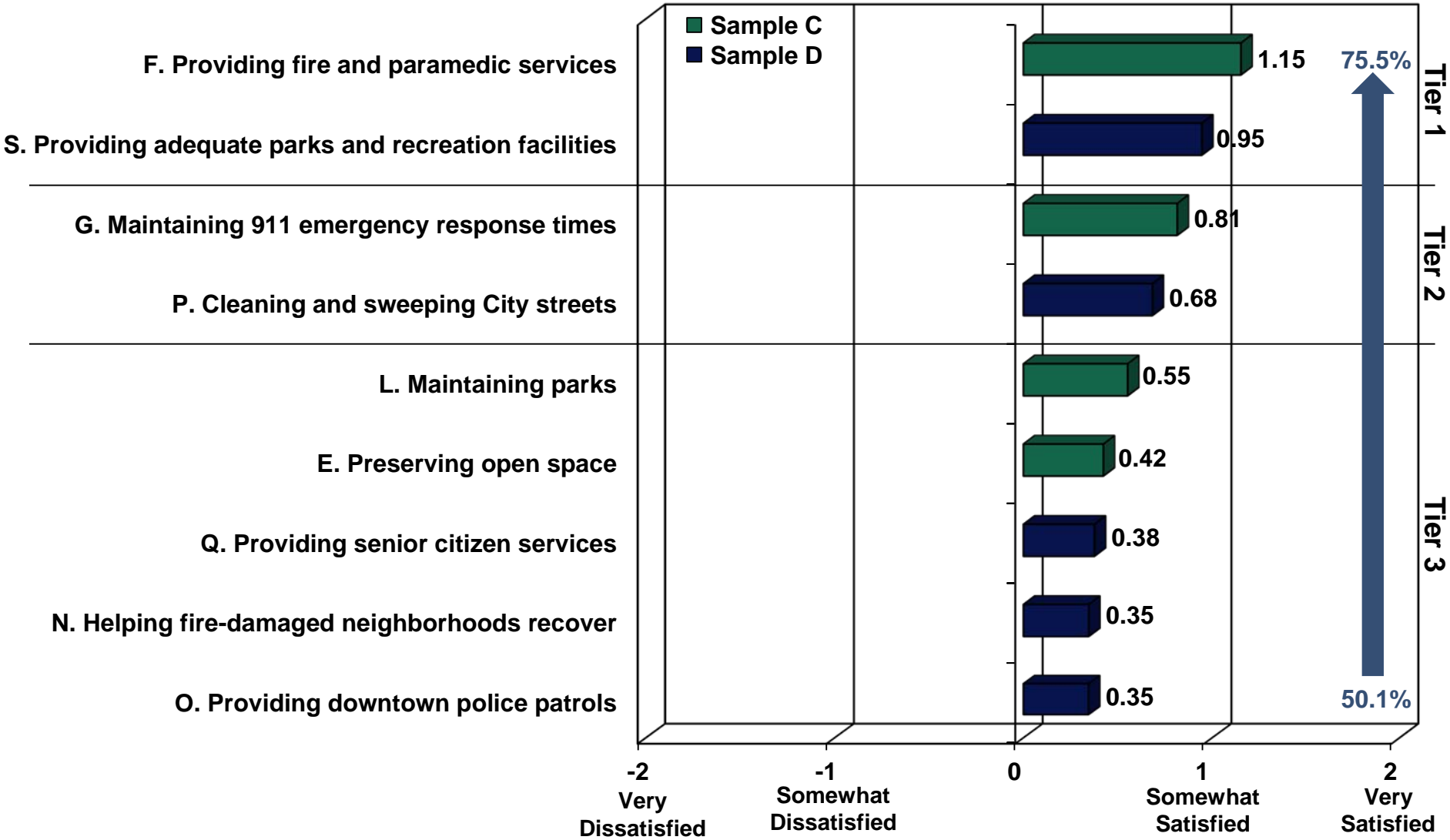
Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Extremely Serious" = +3, "Very Serious" = +2, "Somewhat Serious" = +1, and "Not Too Serious" = 0.

Q5. Seriousness of Problems Facing City III



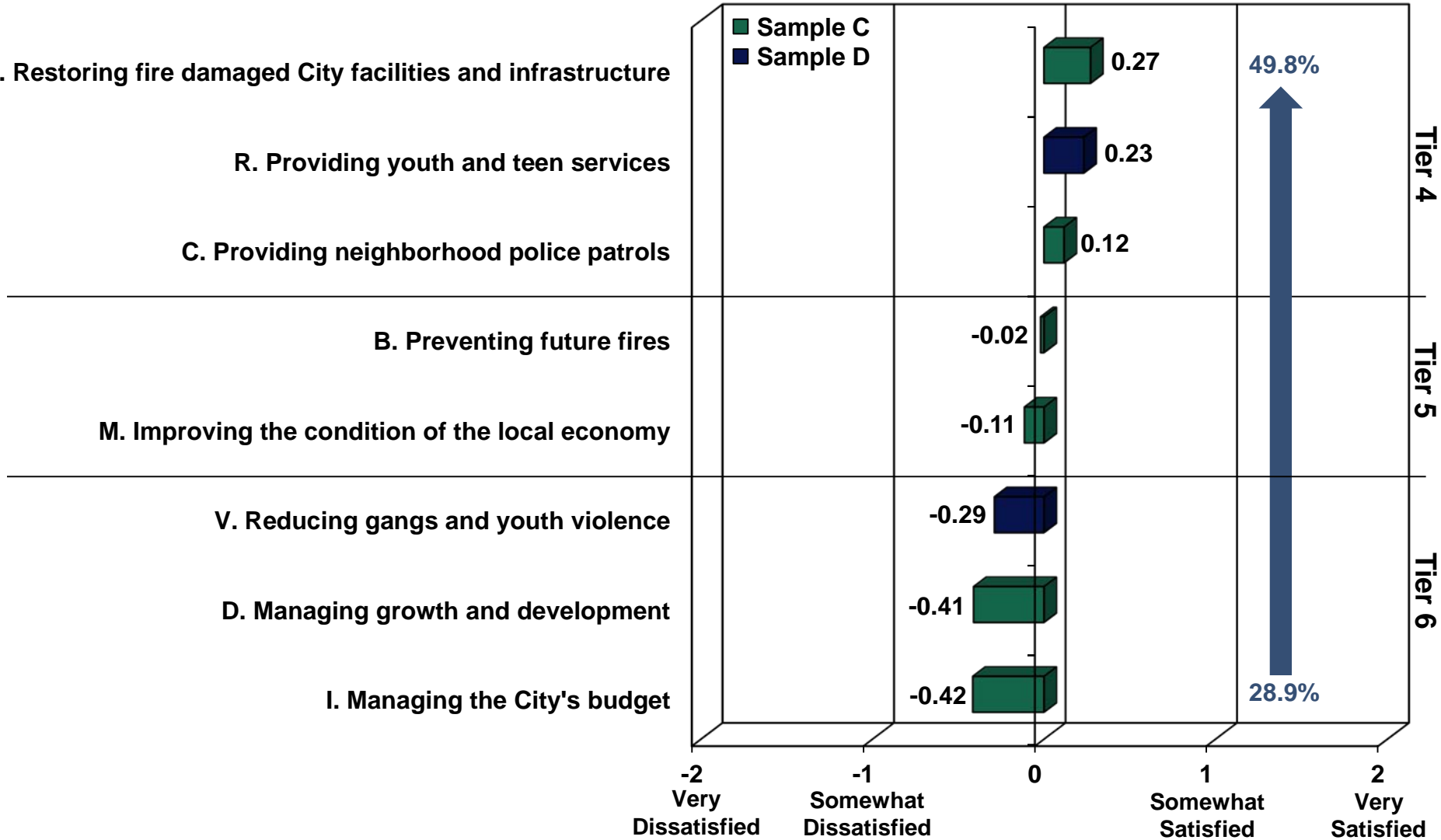
Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Extremely Serious" = +3, "Very Serious" = +2, "Somewhat Serious" = +1, and "Not Too Serious" = 0.

Q6. Satisfaction with City Services I



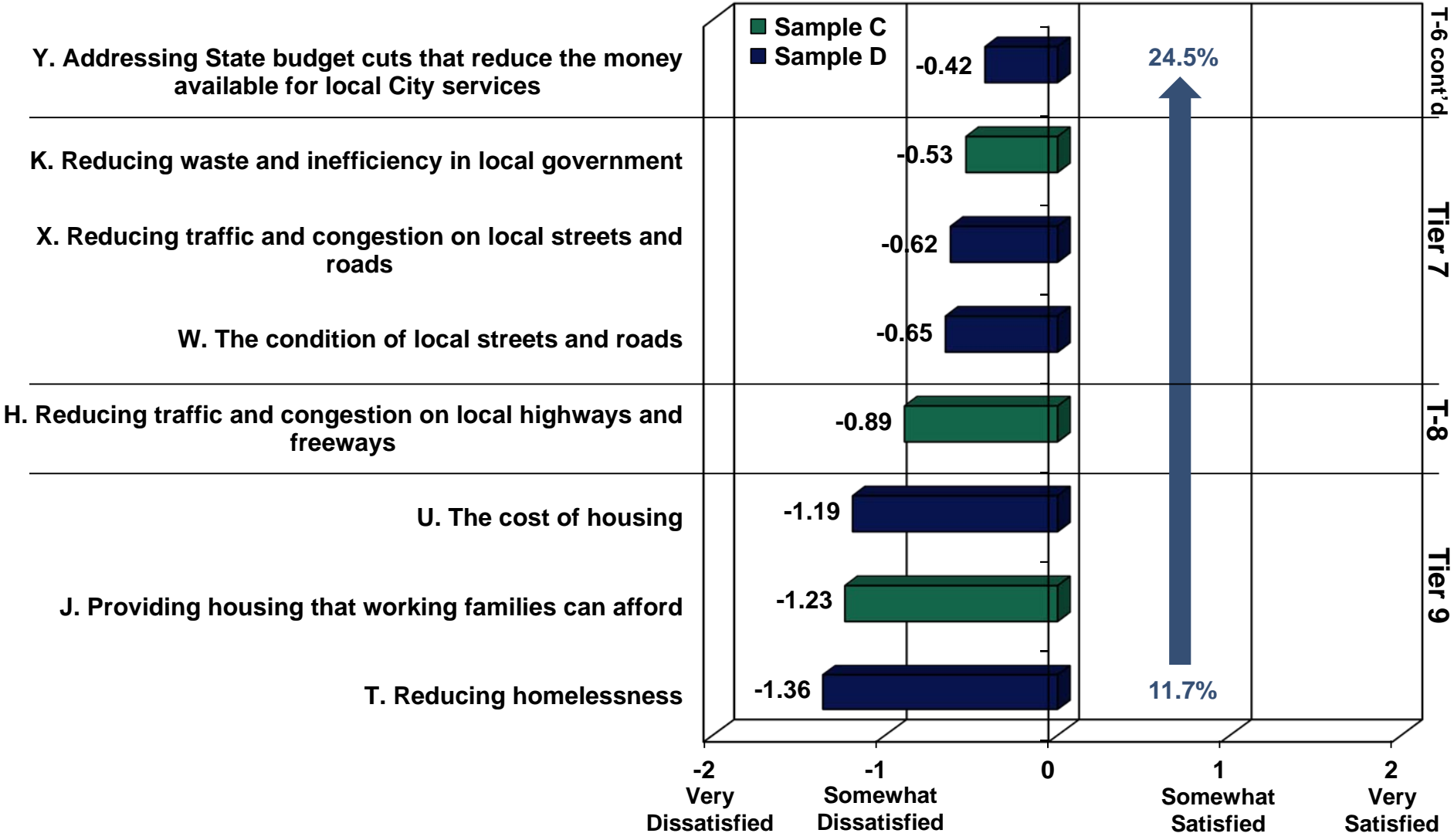
Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Very Satisfied" = +2, "Somewhat Satisfied" = +1, "Somewhat Dissatisfied" = -1, and "Very Dissatisfied" = -2.

Q6. Satisfaction with City Services II



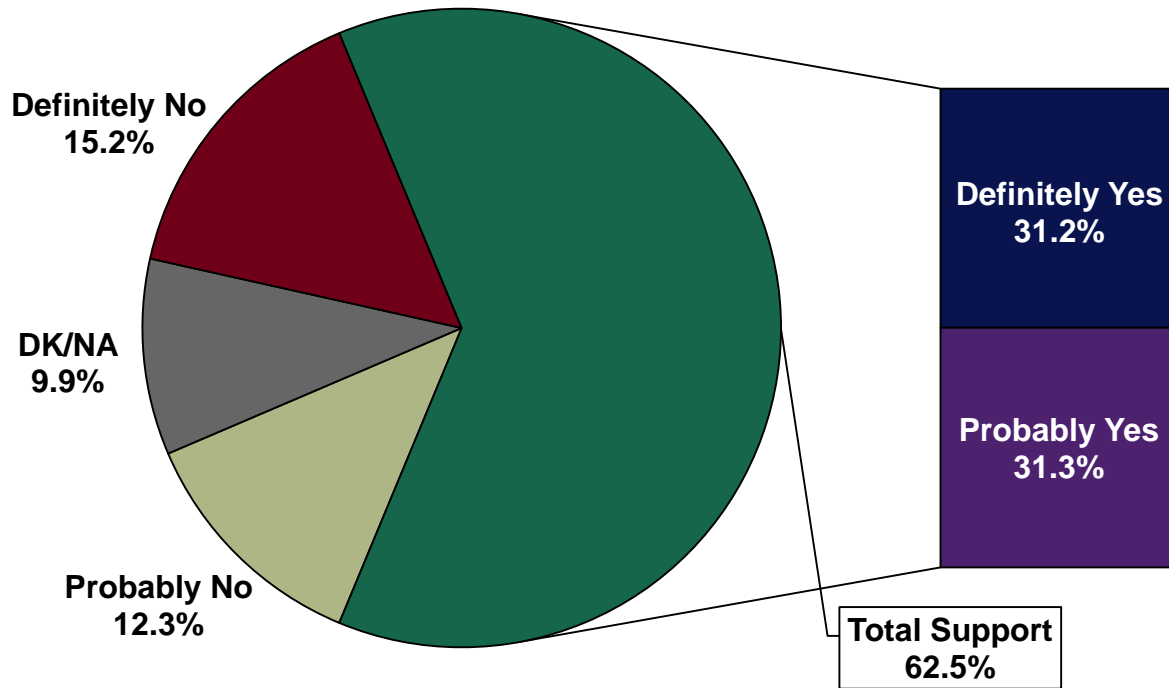
Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Very Satisfied" = +2, "Somewhat Satisfied" = +1, "Somewhat Dissatisfied" = -1, and "Very Dissatisfied" = -2.

Q6. Satisfaction with City Services III



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Very Satisfied" = +2, "Somewhat Satisfied" = +1, "Somewhat Dissatisfied" = -1, and "Very Dissatisfied" = -2.

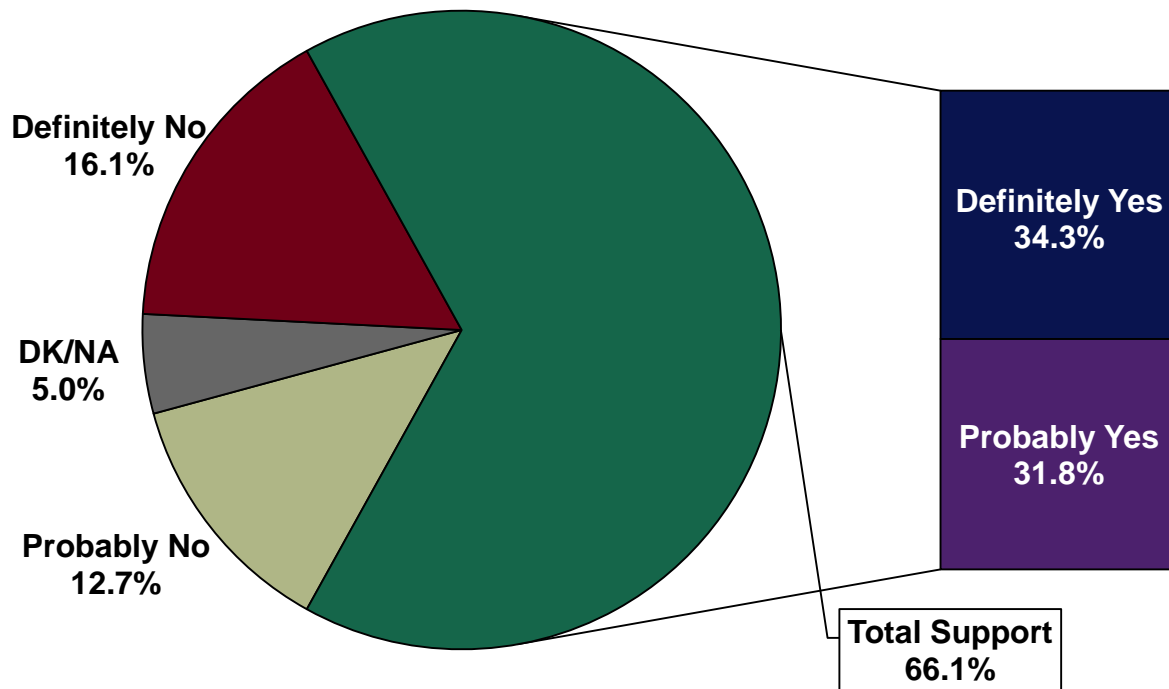
Q7. Uninformed Support for Bond Measure Entire Sample



To provide affordable local housing for low- and middle-income families, veterans, seniors, persons with disabilities, and other vulnerable people and families; provide supporting housing for the homeless that includes mental health and substance abuse services; and help low- and middle-income households purchase homes in their communities, shall Sonoma County issue up to \$370 million dollars in general obligation bonds to acquire or improve real property, subject to independent citizen oversight and regular audits?

Q8. Uninformed Support for Emergency Sales Tax Measure

Sample A



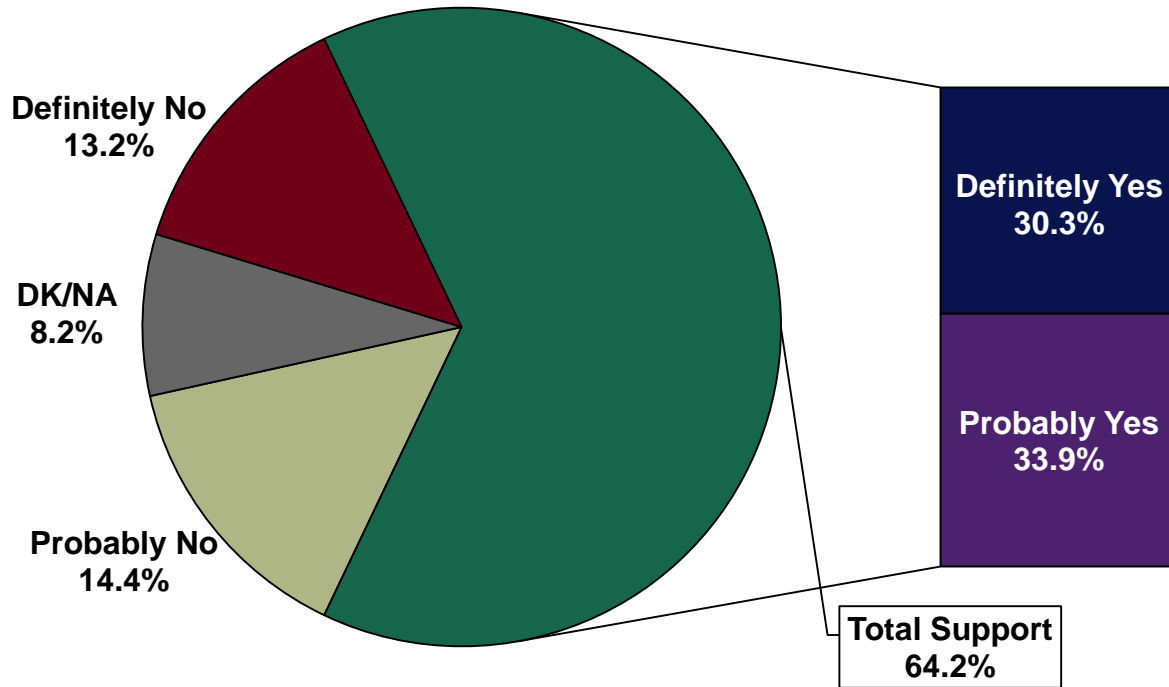
To provide temporary emergency funding to help Santa Rosa recover from recent fires and preserve city services including

- maintaining rapid 9-1-1 emergency response times and neighborhood police patrols;
- repairing potholes, streets and sidewalks;
- rebuilding firefighting infrastructure and fire prevention; and
- providing affordable housing and reducing homelessness;

shall the City of Santa Rosa enact a 1/4 cent sales tax for 6 years only, for unrestricted general fund purposes, providing approximately \$9 million dollars annually, with independent citizen oversight, annual audits and all revenue staying in Santa Rosa?

Q9. Uninformed Support for Affordable Housing Bond Measure

Sample B



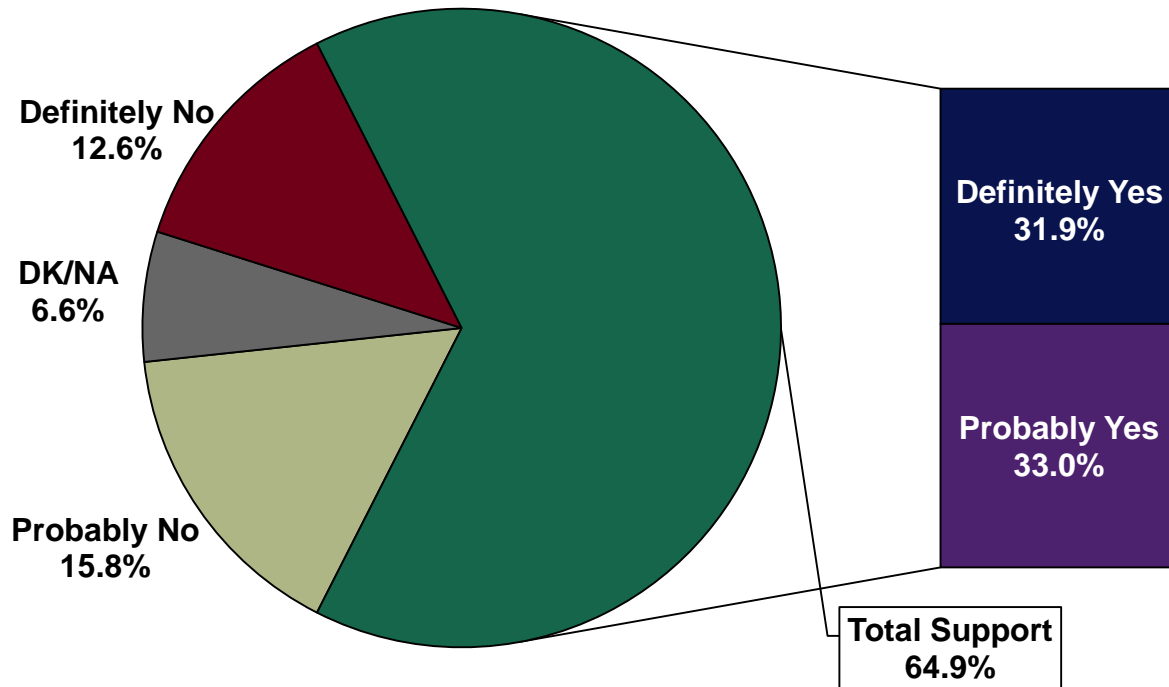
To improve public safety and invest in neighborhoods throughout Santa Rosa by

- providing affordable housing and preventing displacement of vulnerable residents;
- repairing potholes;
- rebuilding cracked and deteriorating sidewalks;
- rebuilding firefighting infrastructure and fire prevention;
- funding affordable housing for Santa Rosa residents; and
- providing funds for recreation centers, playgrounds, and libraries;

shall the City of Santa Rosa issue \$180 million dollars in bonds, levying \$12.6 million dollars annually at approximately \$43 dollars per \$100,000 assessed value while bonds are outstanding, subject to citizen oversight and audits?

Q10. Uninformed Support for Transient Occupancy Tax Measure

Entire Sample

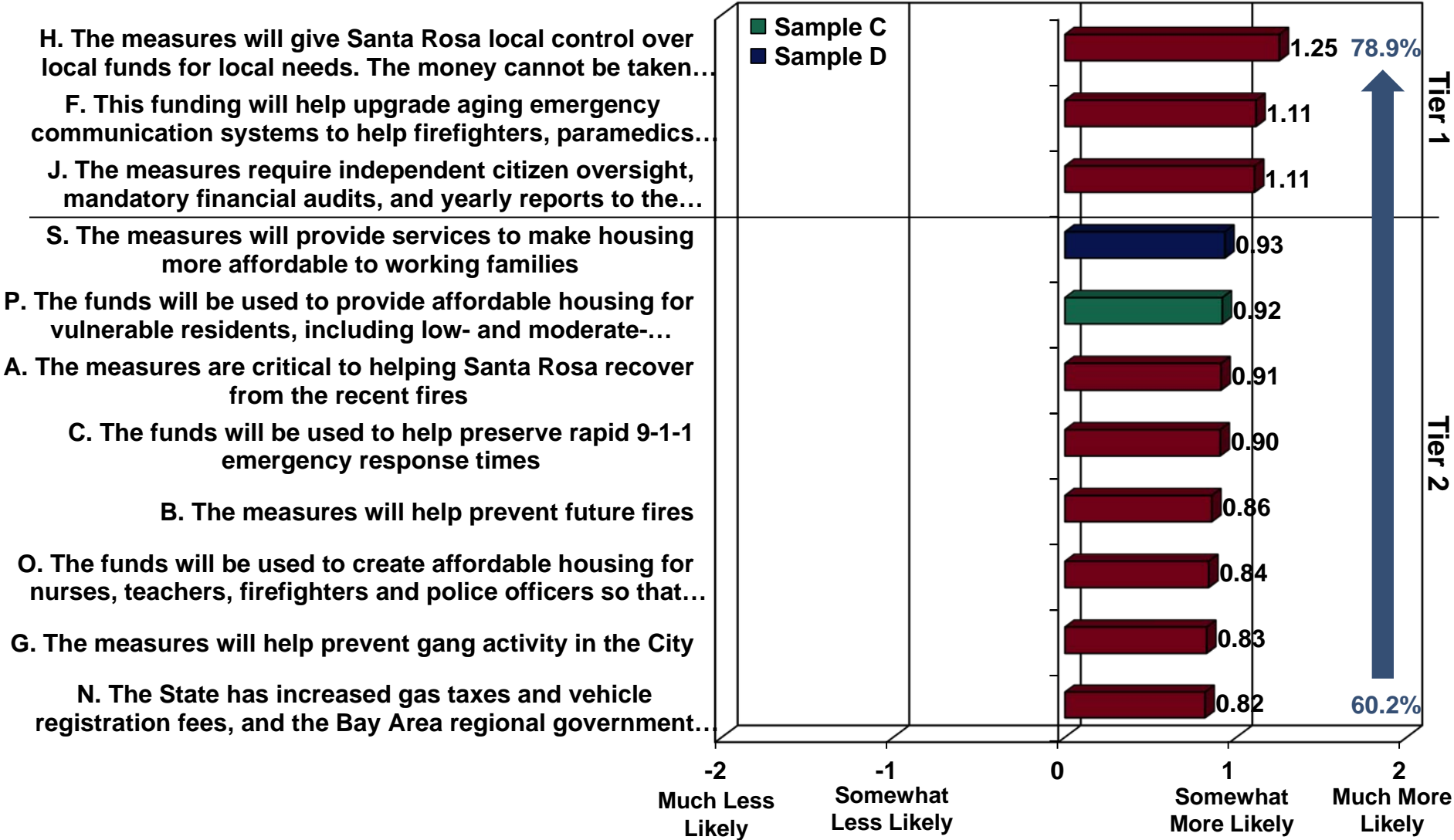


Shall the City of Santa Rosa increase the ongoing transient occupancy tax (hotel tax) charged to hotel guests from 9% to 14%, providing \$2.5 million dollars annually that cannot be taken by the State for unrestricted general fund purposes including:

- rebuilding firefighting infrastructure and fire prevention;
- maintaining rapid 911 response times and neighborhood police patrols;
- repairing potholes, streets and sidewalks; and
- upgrading fire and police stations, community centers and parks;

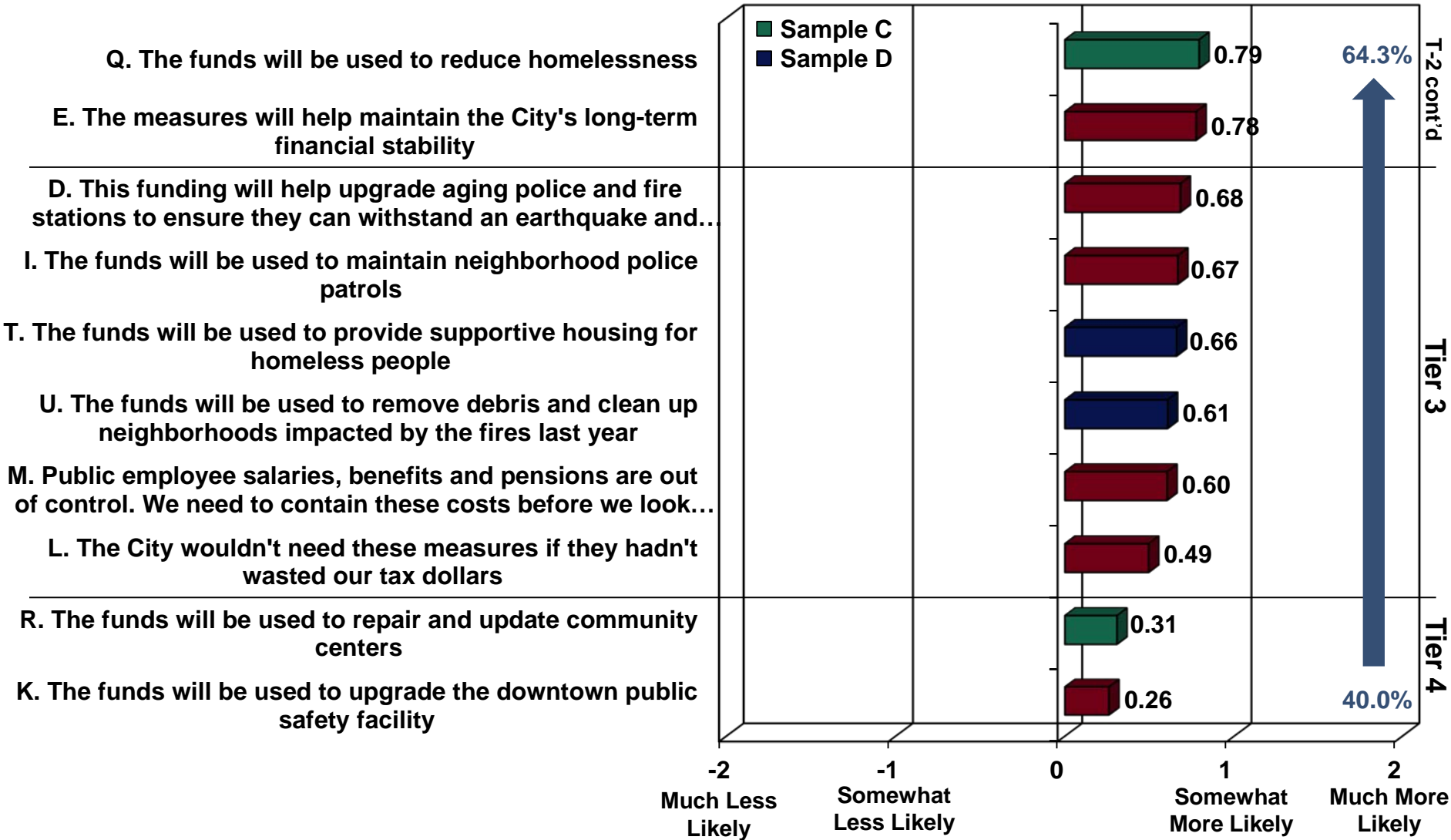
with independent audits and all revenue staying in Santa Rosa?

Q11. Informational Statements 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.

Q11. Informational Statements 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.

Summary & Recommendations

- Slightly more than one-third of respondents believe the city is going the right direction, while just slightly less believe it is on the wrong track.
- The majority of respondents (59.6%) indicated that they are satisfied with the job the City is doing to provide services, while slightly more than one-third (35.2%) indicated they are dissatisfied with the job. This is a 1.7 to 1 ratio positive to negative.
- The Santa Rosa Fire Department (91.0% Favorable) and Santa Rosa Recreation and Parks Department (80.4% Favorable) received the highest favorable ratings among the departments tested.
- Thirty-one percent indicated they believe the City is doing an excellent or good job managing the City's budget and finances.
- The three most serious city issues were:
 - Homelessness
 - A lack of housing that working families can afford
 - The cost of housing
- The three areas respondents were most satisfied the City's efforts were:
 - Providing Fire and paramedic services
 - Providing adequate park and recreation facilities
 - Maintaining 911 emergency response times

Summary & Recommendations

- But, the three areas respondents were least satisfied were :
 - The cost of housing
 - A lack of housing that working families can afford
 - Homelessness
- The survey revealed a solid base of voter support for a County bond measure, a City sales tax, a City bond measure and a City transient occupancy tax (TOT).
 - Support for the County bond measure for affordable housing in the November 2018 election was 62.5% on an uninformed test.
 - Support for the City sales tax measure for public safety, affordable housing and other general fund purposes in the November 2018 election was 66.1% on an uninformed test.
 - Support for the City bond measure for affordable housing in the November 2018 election was 64.2% on an uninformed test.
 - Support for the City TOT measure public safety, streets, and parks in the November 2018 election was 65.0% on an uninformed test.
- Top tier informational statements (listed below) included accountability provisions, public safety and fire recovery provisions, and affordable housing issues:
 - The measures will give Santa Rosa local control over local funds for local needs. The money cannot be taken by Sacramento

Summary & Recommendations

- This funding will help upgrade aging emergency communication systems to help firefighters, paramedics and police officers respond quickly in an earthquake, fire or other emergency
 - The measures require independent citizen oversight, mandatory financial audits, and yearly reports to the community
 - The measures will provide services to make housing more affordable to working families
 - The funds will be used to provide affordable housing for vulnerable residents, including low- and moderate-income households, veterans, seniors, and persons with disabilities
 - The measures are critical to helping Santa Rosa recover from the recent fires
- While the survey did not test a full revenue measure scenario for any measure, given the simple majority threshold, the City sales tax and TOT measure have the best chance of success. However, the California Business Roundtable's initiative could have an impact on the final implementation.



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November 2018 Election Timeline

