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

July 2018

Overview and Research Objectives

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

- Gauge the public's perceptions of whether the City is headed in the right direction;
- Gauge satisfaction with provision of City services;
- Assess potential support for an affordable housing bond to provide affordable housing 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 support;
- Identify the preferred rate; and
- Identify any differences in voter support due to demographic and/or voter behavioral characteristics.

Methodology Overview

- Data Collection Landline (76), cell (2), text to online (1,076), and email to online (313) interviewing
- Universe 66,048 likely November 2018 voters in the City of Santa Rosa
- Fielding Dates July 10 through July 15, 2018
- Interview Length 18 minutes
- Sample Size n=1,467
- Margin of Error $\pm 2.54\%$

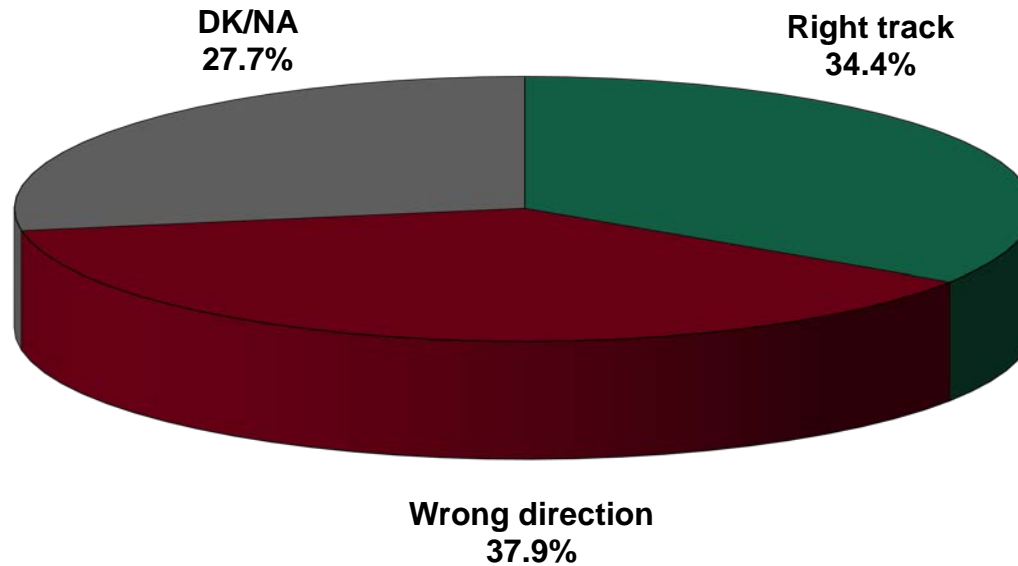


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Key Findings

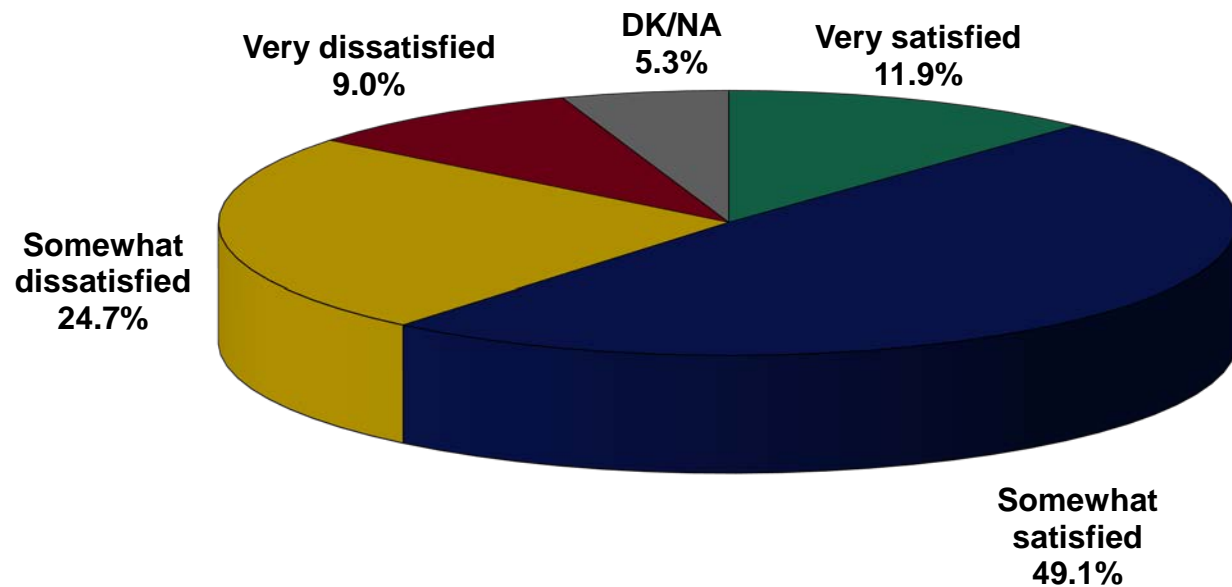
Q1. Opinion on Direction of City (n=1,467)



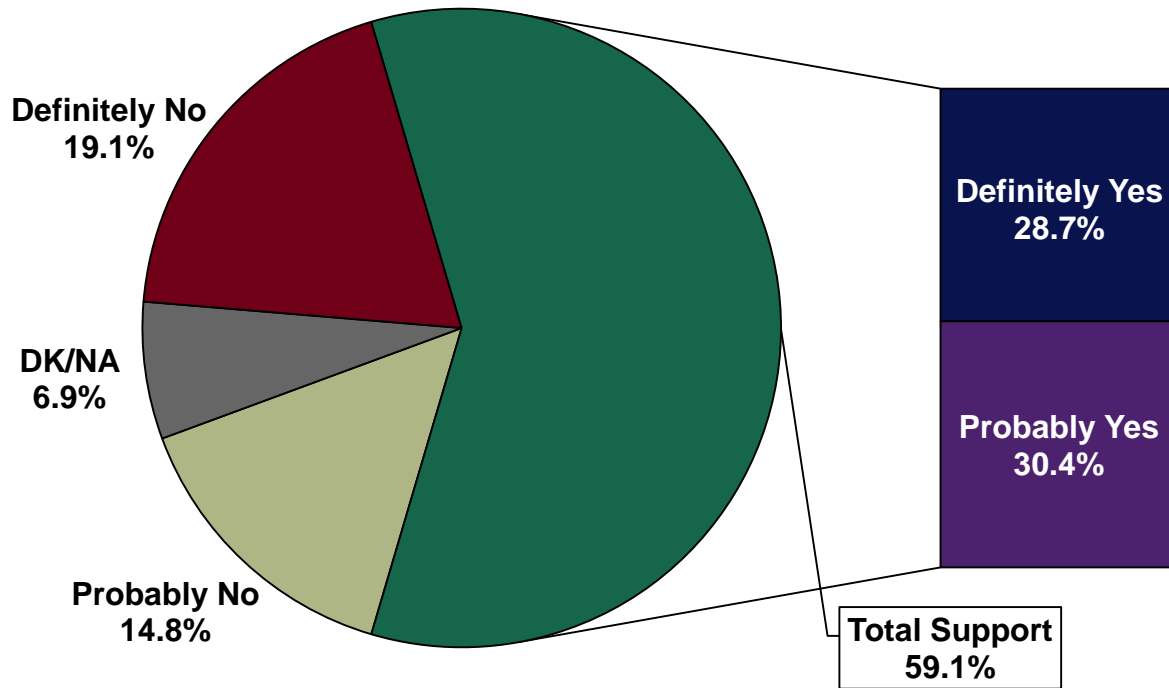
Baseline Survey (April 2018)

Right Track	38.6%
Wrong Direction	34.6%
DK/NA	26.7%

Q2. Satisfaction with City's Provision of Services (n=1,467)



Q3. Uninformed Support for Bond Measure (n=1,467)

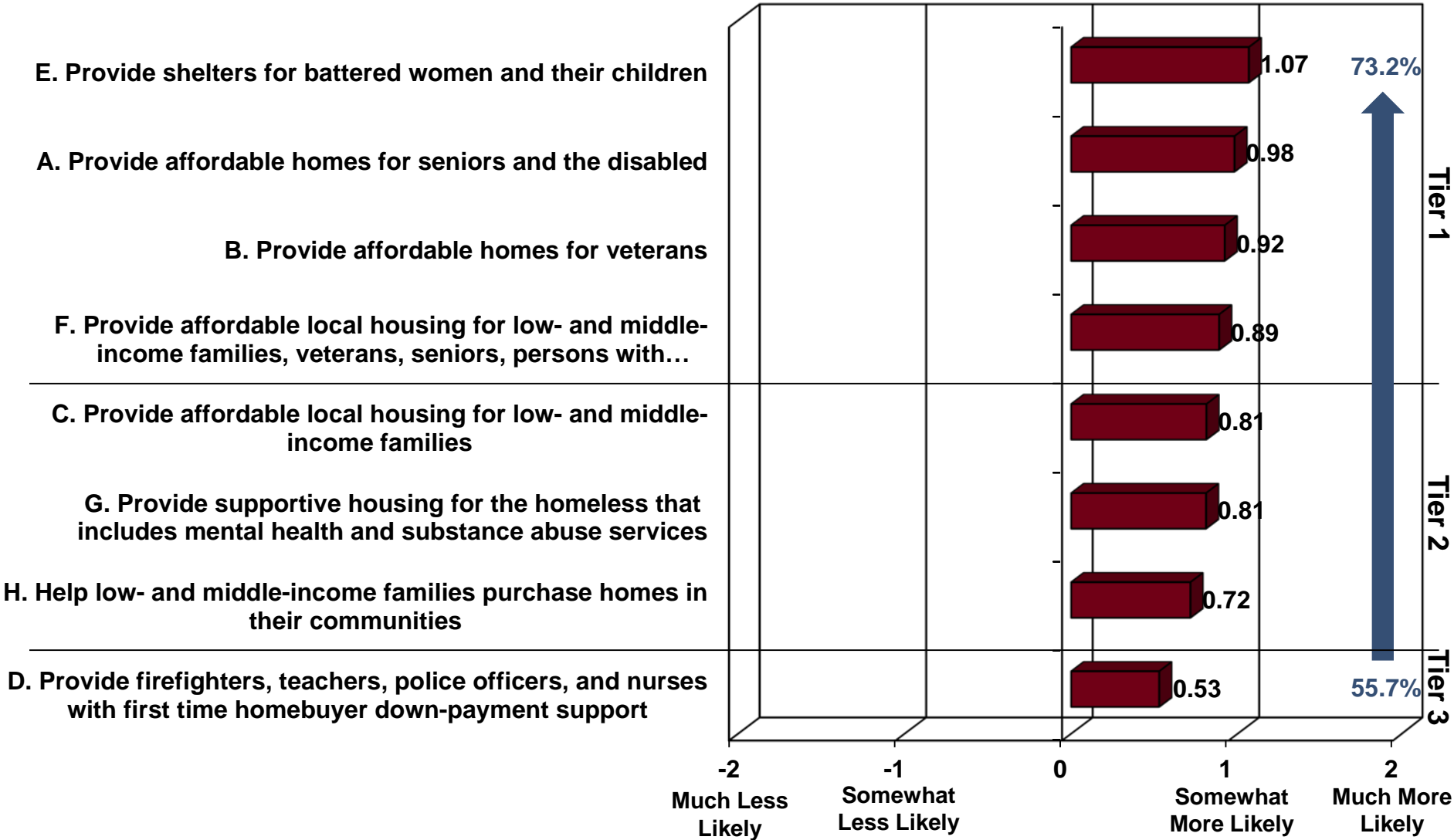


To provide affordable local housing for low- and middle-income families, veterans, seniors, persons with disabilities, and other vulnerable people and families; provide supportive housing for the homeless that includes mental health and substance abuse services; and help low- and middle-income households purchase homes in their communities, shall the City of Santa Rosa issue \$167 million dollars in bonds, levying \$12 million dollars annually at approximately \$39 dollars per \$100,000 assessed value while bonds are outstanding, subject to citizen oversight and audits?

Baseline Survey-Infrastructure & Housing Bond (May Survey)

Yes	64.2%
No	27.7%
DK/NA	8.2%

Q4. Features of the Measure (n=1,467)



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.

Q5. Informational Statements I (n=1,467)

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

B. Hard working people should be able to live in a safe, decent, affordable home and still have enough money for groceries and other basic necessities

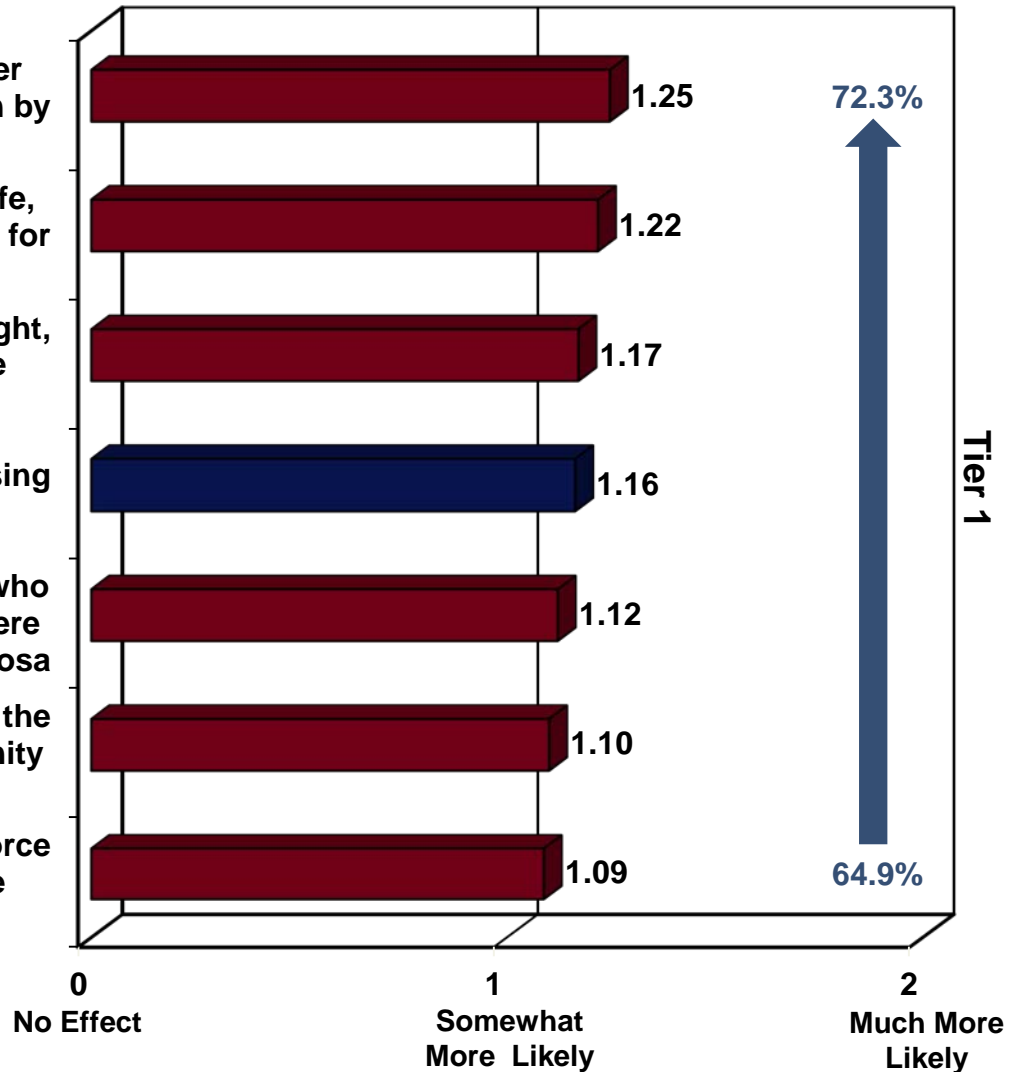
H. The measure will require independent citizen oversight, mandatory financial audits, and yearly reports to the community

L. The measure will provide services to make housing more affordable to working families

A. The measure will help prevent long-time residents who have lived here for decades and young people who were born and raised here from being forced out of Santa Rosa

C. The measure will help provide affordable homes for the poorest and most vulnerable members of our community including senior citizens and veterans

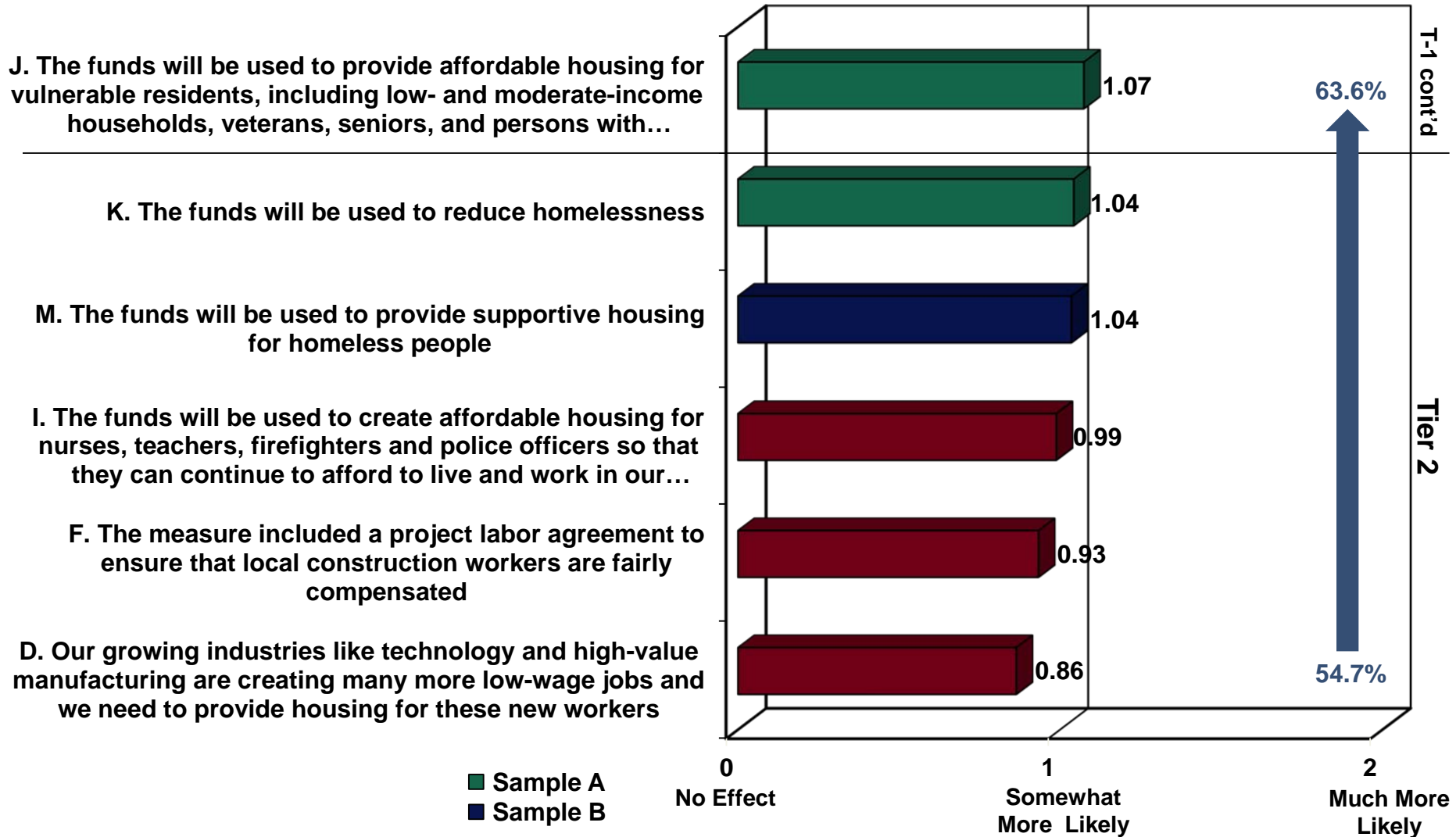
E. There is a 2,300 unit shortfall of affordable workforce housing in Santa Rosa. The measure will provide innovative solutions to this problem



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.

Q5. Informational Statements II

(n=1,467)

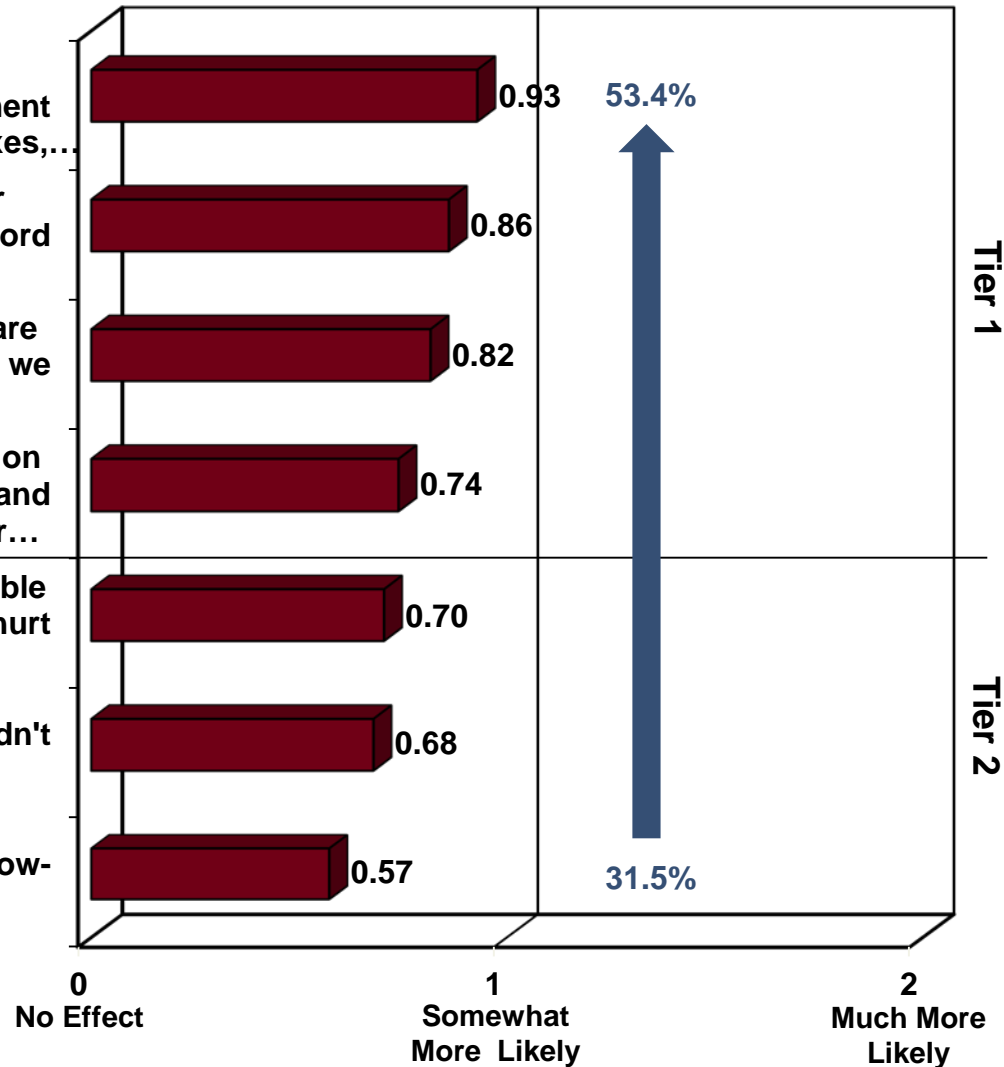


Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0.

Q6. Critical Statements (n=1,467)

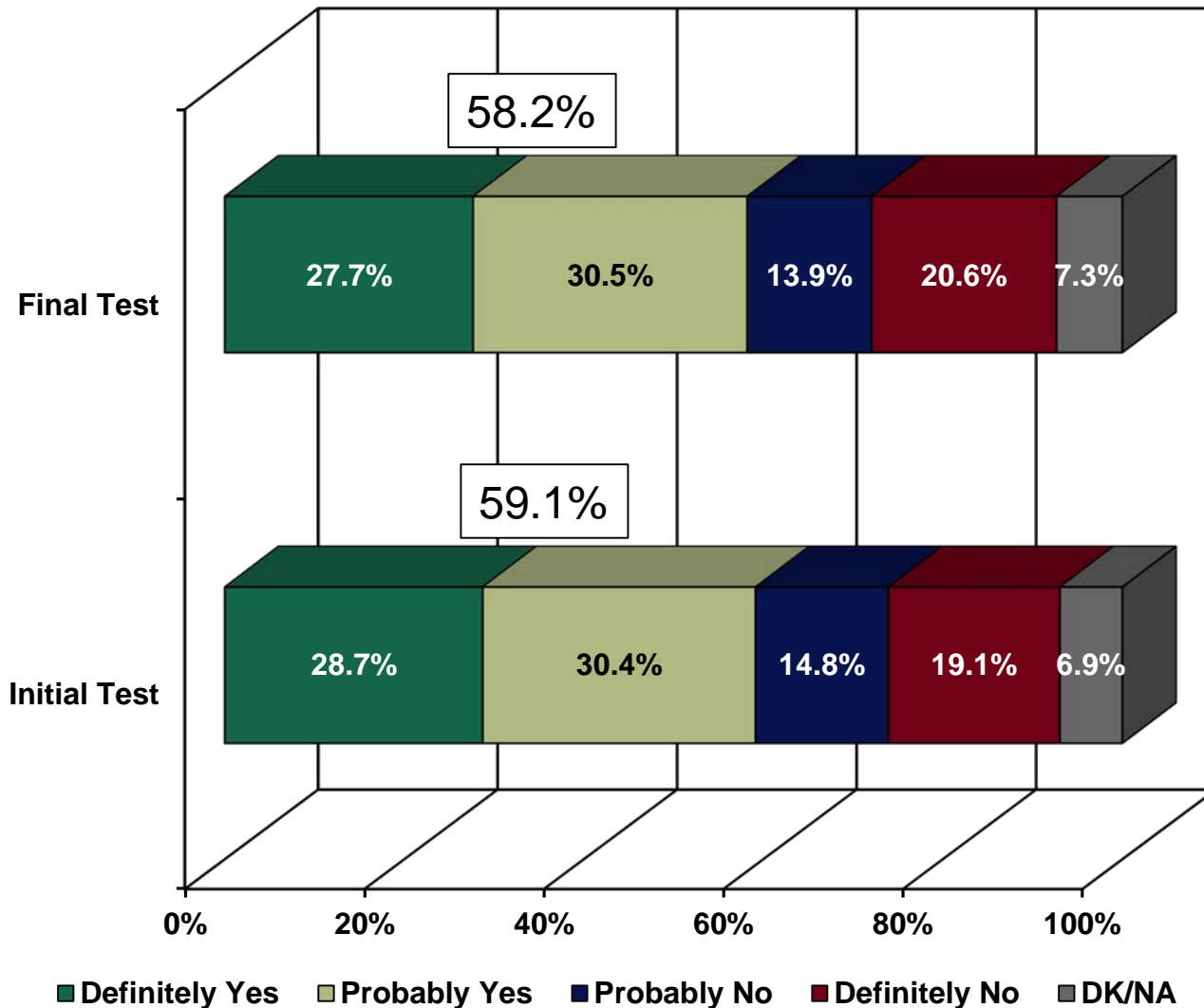
- D. The State has increased gas taxes and vehicle registration fees, and the Bay Area regional government increased bridge tolls. Instead of asking for more taxes,...
- F. The school district is considering placing another property tax on the ballot at the same time, we can't afford all these new taxes
- C. Public employee salaries, benefits and pensions are out of control. We need to contain these costs before we look at increasing taxes
- G. The City is also placing a sales tax and a hotel tax on the same ballot for public safety, park and recreation and infrastructure. We have other priorities for taxpayer...

- A. The measure forces neighborhoods to build affordable housing even if they don't want it and even if it would hurt the character of those neighborhoods
- B. The City wouldn't need this measure if they hadn't wasted our tax dollars
- E. This measure will just spend taxpayer money on low-income and illegal immigrant populations



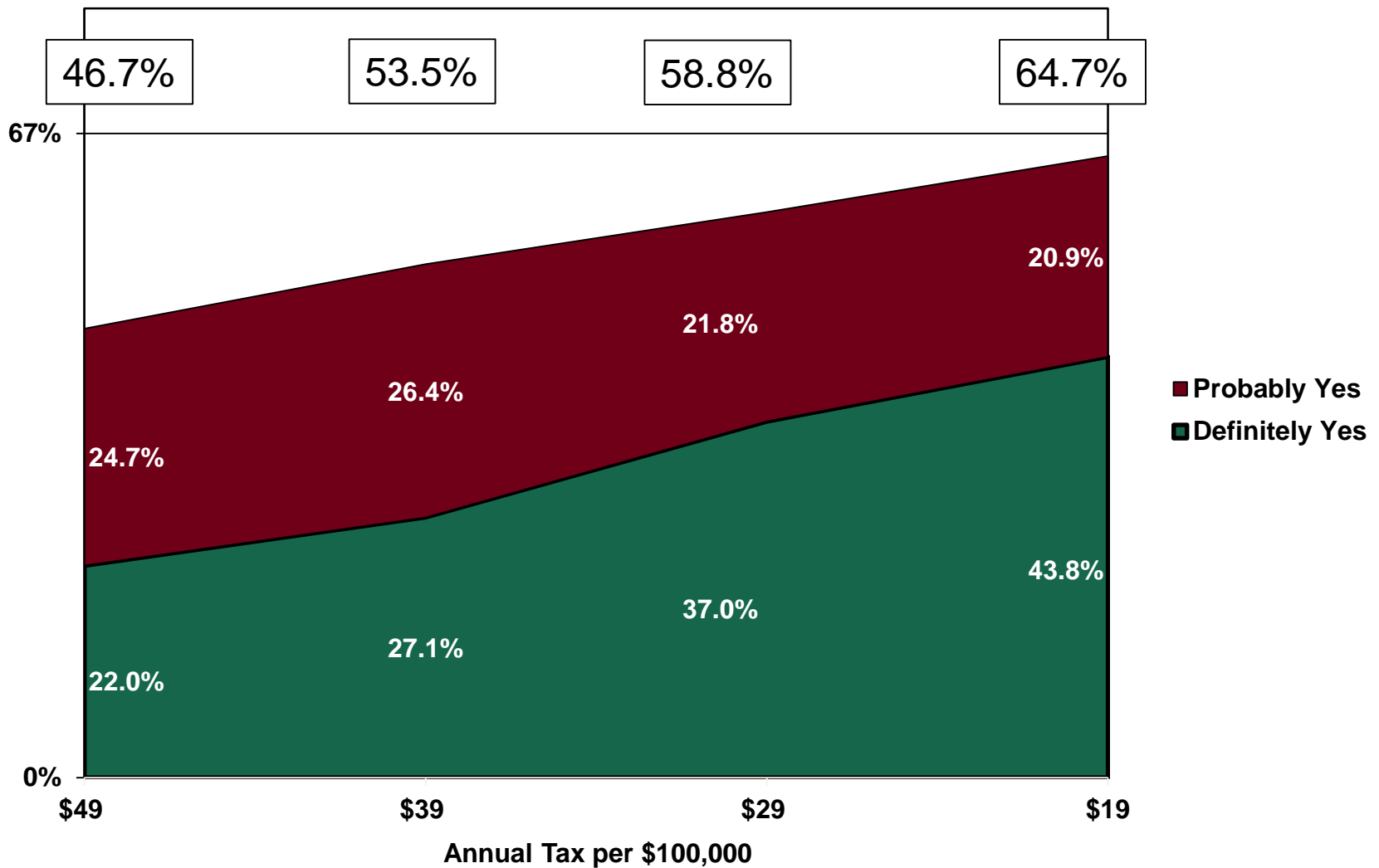
Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0.

Q7. Informed Support (n=1,467)



To provide affordable local housing for low- and middle-income families, veterans, seniors, persons with disabilities, and other vulnerable people and families; provide supportive 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 the City of Santa Rosa issue \$167 million dollars in bonds, levying \$12 million dollars annually at approximately \$39 dollars per \$100,000 assessed value while bonds are outstanding, subject to citizen oversight and audits?

Q8. Support for Different Rates (n=1,467)





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www.godberesearch.com

California and Corporate Offices
1575 Old Bayshore Highway, Suite 102
Burlingame, CA 94010

Nevada Office

59 Damonte Ranch Parkway, Suite B309
Reno, NV 89521

Pacific Northwest Office

601 108th Avenue NE, Suite 1900
Bellevue, WA 98004