



GODBE RESEARCH
Gain Insight

CITY OF SANTA ROSA

2018 Santa Rosa Community Needs Assessment Survey

Topline Report

n=1,467

18-minutes

Hybrid Online & Phone Interviewing

Sample: Likely November 2018

July 16, 2018

www.godberesearch.com

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

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

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

METHODOLOGY

Sample Universe:

- 66,048 Likely November 2018 Voters

Sample Size:

n=1,467

Data Collection Methodology:

n=76 Landline

n=2 Cell

n=313 Online from email invitation

n=1076 Online from text invitation

Margin of Error:

- Likely November 2018 Voters \pm 2.54%

Interview Dates: July 10 to July 15, 2018

OVERALL SATISFACTION

		Likely November 2018 Voters		
		Column N %	Count	Mean
1. Do you think that things in Santa Rosa are generally headed in the right direction, or do you feel that things are seriously off on the wrong track?	Right track	34.4%	504	
	Wrong direction	37.9%	556	
	DK/NA	27.7%	407	
2. In general, are you satisfied or dissatisfied with the job the City of Santa Rosa is doing to provide City services?	Very satisfied	11.9%	174	
	Somewhat satisfied	49.1%	720	
	Somewhat dissatisfied	24.7%	362	
	Very dissatisfied	9.0%	132	
	DK/NA	5.3%	78	
	Total Satisfied	61.0%		
	Total Dissatisfied	33.7%		
	Ratio Sat to Dissat	1.8		

INITIAL BALLOT TEST

		Likely November 2018 Voters		
		Column N %	Count	Mean
3. 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?	Definitely Yes	28.7%	422	
	Probably Yes	30.4%	446	
	Probably No	14.8%	217	
	Definitely No	19.1%	280	
	DK/NA	6.9%	102	
	Total Yes	59.1%	868	
	Total No	33.9%	498	

FEATURES OF THE MEASURE

		Likely November 2018 Voters		
		Column N %	Count	Mean
4A. Provide affordable homes for seniors and the disabled	Much more likely	39.4%	578	
	Somewhat more likely	31.8%	466	
	No effect	18.1%	265	
	Somewhat less likely	4.0%	59	
	Much less likely	5.1%	75	
	DK/NA	1.7%	25	
4B. Provide affordable homes for veterans	Much more likely	35.5%	521	
	Somewhat more likely	32.8%	482	
	No effect	20.8%	306	
	Somewhat less likely	4.3%	64	
	Much less likely	4.5%	67	
	DK/NA	1.9%	28	
4C. Provide affordable local housing for low- and middle-income families	Much more likely	40.3%	591	
	Somewhat more likely	23.8%	349	
	No effect	17.4%	256	
	Somewhat less likely	5.8%	84	
	Much less likely	9.9%	145	
	DK/NA	2.9%	43	
4D. Provide firefighters, teachers, police officers, and nurses with first time homebuyer down-payment support	Much more likely	31.5%	463	
	Somewhat more likely	24.2%	355	
	No effect	20.3%	298	
	Somewhat less likely	7.4%	108	
	Much less likely	14.2%	208	
	DK/NA	2.4%	35	
4E. Provide shelters for battered women and their children	Much more likely	44.0%	646	
	Somewhat more likely	29.2%	428	
	No effect	17.4%	256	
	Somewhat less likely	2.9%	43	
	Much less likely	4.7%	69	
	DK/NA	1.7%	25	
4F. Provide affordable local housing for low- and middle-income families, veterans, seniors, persons with disabilities, and other vulnerable people and families	Much more likely	41.3%	606	
	Somewhat more likely	25.8%	378	
	No effect	17.7%	260	
	Somewhat less likely	4.9%	72	
	Much less likely	8.3%	122	
	DK/NA	2.0%	30	
4G. Provide supportive housing for the homeless that includes mental health and substance abuse services	Much more likely	41.4%	608	
	Somewhat more likely	25.4%	373	
	No effect	13.5%	198	
	Somewhat less likely	5.8%	84	
	Much less likely	11.7%	171	
	DK/NA	2.2%	32	

		Likely November 2018 Voters		
		Column N %	Count	Mean
4H. Help low- and middle-income families purchase homes in their communities	Much more likely	35.3%	518	
	Somewhat more likely	26.5%	389	
	No effect	19.2%	281	
	Somewhat less likely	5.9%	86	
	Much less likely	10.7%	157	
	DK/NA	2.4%	35	

FEATURES OF THE MEASURE -- RANKED BY INTENSITY MEAN SCORE

	Likely November 2018 Voters		
	Column N %	Count	Mean
4E. Provide shelters for battered women and their children			1.07
4A. Provide affordable homes for seniors and the disabled			0.98
4B. Provide affordable homes for veterans			0.92
4F. Provide affordable local housing for low- and middle-income families, veterans, seniors, persons with disabilities, and other vulnerable people and families			0.89
4C. Provide affordable local housing for low- and middle-income families			0.81
4G. Provide supportive housing for the homeless that includes mental health and substance abuse services			0.81
4H. Help low- and middle-income families purchase homes in their communities			0.72
4D. Provide firefighters, teachers, police officers, and nurses with first time homebuyer down-payment support			0.53

INFORMATIONAL STATEMENTS

		Likely November 2018 Voters		
		Column N %	Count	Mean
5A. 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	Much more likely to vote yes	41.6%	610	
	Somewhat more likely to vote yes	24.1%	353	
	No effect	29.9%	438	
	DK/NA	4.5%	66	
5B. 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	Much more likely to vote yes	48.1%	705	
	Somewhat more likely to vote yes	22.8%	334	
	No effect	26.7%	392	
	DK/NA	2.5%	36	
5C. The measure will help provide affordable homes for the poorest and most vulnerable members of our community including senior citizens and veterans	Much more likely to vote yes	38.1%	558	
	Somewhat more likely to vote yes	28.7%	421	
	No effect	28.4%	416	
	DK/NA	4.9%	72	
5D. Our growing industries like technology and high-value manufacturing are creating many more low-wage jobs and we need to provide housing for these new workers	Much more likely to vote yes	26.3%	386	
	Somewhat more likely to vote yes	28.4%	416	
	No effect	39.1%	573	
	DK/NA	6.3%	92	
5E. There is a 2,300 unit shortfall of affordable workforce housing in Santa Rosa. The measure will provide innovative solutions to this problem	Much more likely to vote yes	38.0%	558	
	Somewhat more likely to vote yes	26.9%	394	
	No effect	29.6%	434	
	DK/NA	5.5%	81	
5F. The measure included a project labor agreement to ensure that local construction workers are fairly compensated	Much more likely to vote yes	31.4%	461	
	Somewhat more likely to vote yes	24.9%	366	
	No effect	37.7%	553	
	DK/NA	6.0%	87	
5G. The measure will give Santa Rosa local control over local funds for local needs. The money cannot be taken by Sacramento	Much more likely to vote yes	49.0%	719	
	Somewhat more likely to vote yes	23.3%	341	
	No effect	24.9%	365	
	DK/NA	2.9%	42	
5H. The measure will require independent citizen oversight, mandatory financial audits, and yearly reports to the community	Much more likely to vote yes	44.0%	645	
	Somewhat more likely to vote yes	23.0%	338	
	No effect	27.7%	406	
	DK/NA	5.3%	78	
5I. The funds will be used to create affordable housing for nurses, teachers, firefighters and police officers so that they can continue to afford to live and work in our community	Much more likely to vote yes	33.7%	495	
	Somewhat more likely to vote yes	26.5%	388	
	No effect	34.8%	511	
	DK/NA	5.0%	73	

		Likely November 2018 Voters		
		Column N %	Count	Mean
5J. The funds will be used to provide affordable housing for vulnerable residents, including low- and moderate-income households, veterans, seniors, and persons with disabilities	Much more likely to vote yes	38.7%	269	
	Somewhat more likely to vote yes	24.9%	173	
	No effect	31.7%	220	
	DK/NA	4.8%	33	
5K. The funds will be used to reduce homelessness	Much more likely to vote yes	36.6%	254	
	Somewhat more likely to vote yes	26.1%	181	
	No effect	32.6%	226	
	DK/NA	4.8%	33	
5L. The measure will provide services to make housing more affordable to working families	Much more likely to vote yes	42.9%	331	
	Somewhat more likely to vote yes	26.9%	208	
	No effect	26.9%	208	
	DK/NA	3.3%	26	
5M. The funds will be used to provide supportive housing for homeless people	Much more likely to vote yes	34.2%	264	
	Somewhat more likely to vote yes	27.6%	213	
	No effect	30.9%	239	
	DK/NA	7.3%	57	

INFORMATIONAL STATEMENTS -- RANKED BY INTENSITY MEAN SCORE

	Likely November 2018 Voters		
	Column N %	Count	Mean
5G. The measure will give Santa Rosa local control over local funds for local needs. The money cannot be taken by Sacramento			1.25
5B. 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			1.22
5H. The measure will require independent citizen oversight, mandatory financial audits, and yearly reports to the			1.17
5L. The measure will provide services to make housing more affordable to working families			1.16
5A. 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			1.12
5C. The measure will help provide affordable homes for the poorest and most vulnerable members of our community including senior citizens and veterans			1.10
5E. There is a 2,300 unit shortfall of affordable workforce housing in Santa Rosa. The measure will provide innovative solutions to this problem			1.09
5J. The funds will be used to provide affordable housing for vulnerable residents, including low- and moderate-income households, veterans, seniors, and persons with disabilities			1.07
5K. The funds will be used to reduce homelessness			1.04
5M. The funds will be used to provide supportive housing for homeless people			1.04
5I. The funds will be used to create affordable housing for nurses, teachers, firefighters and police officers so that they can continue to afford to live and work in our community			0.99
5F. The measure included a project labor agreement to ensure that local construction workers are fairly compensated			0.93
5D. Our growing industries like technology and high-value manufacturing are creating many more low-wage jobs and we need to provide housing for these new workers			0.86

CRITICAL STATEMENTS

		Likely November 2018 Voters		
		Column N %	Count	Mean
6A. 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	Much more likely to vote no	23.7%	348	
	Somewhat more likely to vote no	15.9%	233	
	No effect	50.3%	739	
	DK/NA	10.0%	147	
6B. The City wouldn't need this measure if they hadn't wasted our tax dollars	Much more likely to vote no	22.2%	326	
	Somewhat more likely to vote no	15.9%	234	
	No effect	50.8%	745	
	DK/NA	11.1%	163	
6C. Public employee salaries, benefits and pensions are out of control. We need to contain these costs before we look at increasing taxes	Much more likely to vote no	28.1%	412	
	Somewhat more likely to vote no	18.7%	274	
	No effect	44.9%	659	
	DK/NA	8.3%	122	
6D. 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, the State and local governments need to cut waste and do a better job	Much more likely to vote no	33.6%	493	
	Somewhat more likely to vote no	19.8%	290	
	No effect	40.3%	591	
	DK/NA	6.3%	93	
6E. This measure will just spend taxpayer money on low-income and illegal immigrant populations	Much more likely to vote no	20.4%	299	
	Somewhat more likely to vote no	11.1%	164	
	No effect	59.1%	868	
	DK/NA	9.3%	137	
6F. The school district is considering placing another property tax on the ballot at the same time, we can't afford all these new taxes	Much more likely to vote no	28.8%	423	
	Somewhat more likely to vote no	19.2%	281	
	No effect	41.3%	605	
	DK/NA	10.7%	157	
6G. 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 money and can't afford a housing tax too	Much more likely to vote no	23.8%	348	
	Somewhat more likely to vote no	17.8%	261	
	No effect	46.8%	686	
	DK/NA	11.7%	172	

CRITICAL STATEMENTS -- RANKED BY INTENSITY MEAN SCORE

	Likely November 2018 Voters		
	Column N %	Count	Mean
6D. 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, the State and local governments need to cut waste and do a better job			0.93
6F. The school district is considering placing another property tax on the ballot at the same time, we can't afford all these new taxes			0.86
6C. Public employee salaries, benefits and pensions are out of control. We need to contain these costs before we look at increasing taxes			0.82
6G. 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 money and can't afford a housing tax too			0.74
6A. 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			0.70
6B. The City wouldn't need this measure if they hadn't wasted our tax dollars			0.68
6E. This measure will just spend taxpayer money on low-income and illegal immigrant populations			0.57

INFORMED BALLOT TEST & TAX THRESHOLD

		Likely November 2018 Voters		
		Column N %	Count	Mean
7. 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?	Definitely Yes	27.7%	406	
	Probably Yes	30.5%	448	
	Probably No	13.9%	203	
	Definitely No	20.6%	302	
	DK/NA	7.3%	107	
	Total Yes	58.2%	854	
	Total No	34.5%	506	
8A. \$49 dollars	Definitely Yes	22.0%	323	
	Probably Yes	24.7%	362	
	Probably No	18.6%	273	
	Definitely No	25.6%	375	
	DK/NA	9.1%	134	
	Total Yes	46.7%	685	
	Total No	44.2%	648	
8B. \$39 dollars	Definitely Yes	27.1%	397	
	Probably Yes	26.4%	387	
	Probably No	15.5%	227	
	Definitely No	23.9%	351	
	DK/NA	7.2%	106	
	Total Yes	53.4%	784	
	Total No	39.4%	578	
8C. \$29 dollars	Definitely Yes	37.0%	543	
	Probably Yes	21.8%	319	
	Probably No	12.1%	177	
	Definitely No	22.8%	334	
	DK/NA	6.4%	93	
	Total Yes	58.8%	863	
	Total No	34.8%	511	
8D. \$19 dollars	Definitely Yes	43.8%	642	
	Probably Yes	20.9%	306	
	Probably No	9.7%	143	
	Definitely No	20.3%	299	
	DK/NA	5.2%	77	
	Total Yes	64.7%	949	
	Total No	30.1%	442	

DEMOGRAPHICS

		Likely November 2018 Voters		
		Column N %	Count	Mean
A. Do you have any children 18 years or younger living in your household?	Yes	24.2%	355	
	No	74.9%	1098	
	DK/NA	1.0%	14	
B. Respondent's Gender	Male	44.4%	651	
	Female	53.5%	785	
	Other	2.1%	31	
C. Age	18-29	9.2%	136	
	30-39	12.7%	186	
	40-49	13.1%	192	
	50-64	29.2%	428	
	65+	35.8%	526	
	Not coded	0.0%	0	
D. Ethnic Surname	Japanese	0.2%	3	
	Chinese	0.4%	6	
	Hispanic	7.3%	107	
	Jewish	3.0%	44	
	Armenian	0.1%	2	
	Vietnamese	0.0%	0	
	Italian	3.0%	43	
	Korean	0.0%	0	
	African American	0.0%	0	
Not Coded	86.0%	1262		
E. Homeownership Status	Owner	61.4%	901	
	Renter	38.6%	566	
F. Party	Democrat	57.4%	841	
	Republican	20.0%	294	
	Other	4.1%	61	
	DTS	18.5%	271	
G. Household Party Type	Dem 1	32.0%	470	
	Dem 2+	17.1%	251	
	Rep 1	8.0%	117	
	Rep 2+	7.2%	105	
	Other 1	12.0%	177	
	Other 2+	4.3%	64	
	Dem & Rep	4.7%	69	
	Dem & Other	10.3%	151	
	Rep & Other	3.6%	54	
Dem, Rep & Other	0.7%	10		

		Likely November 2018 Voters		
		Column N %	Count	Mean
H. Registration Date	2017 to 2018	0.0%	0	
	2013 to 2016	33.7%	495	
	2009 to 2012	11.6%	171	
	2005 to 2008	10.7%	157	
	2001 to 2004	7.9%	116	
	1997 to 2000	5.4%	79	
	1993 to 1996	4.2%	61	
	1981 to 1992	7.2%	106	
	1980 or before	19.2%	282	
	Not Coded	0.0%	0	
I. Voting History		see detailed crosstabs		
J. Times Voted in Last Elections	1	8.8%	128	
	2	5.0%	73	
	3	4.9%	72	
	4	5.8%	84	
	5	5.4%	79	
	6	6.1%	89	
	7	5.5%	81	
	8	6.2%	91	
	9	6.6%	97	
	10	7.4%	109	
	11	7.2%	105	
	12	9.5%	139	
	13	20.0%	294	
	14	1.2%	18	
	15	0.4%	6	
	16	0.2%	3	
K. Absentee Voter	0	16.7%	245	
	1	14.0%	206	
	2	7.2%	106	
	3	5.5%	80	
	4	5.0%	73	
	5	4.6%	68	
	6	3.9%	57	
	7	3.4%	49	
	8	4.4%	65	
	9	4.8%	70	
	10	4.4%	64	
	11	5.0%	74	
	12	6.5%	96	
	13	13.6%	199	
	14	0.9%	13	
15	0.2%	2		

		Likely November 2018 Voters		
		Column N %	Count	Mean
L. Likely November 2018 Voter	Yes	100.0%	1467	
	No	0.0%	0	
M. Permanent Absentee Voter	Yes	76.9%	1128	
	No	23.1%	339	
N. Likely Absentee Voter	Yes	78.3%	1148	
	No	21.7%	319	