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

June 2022

# 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 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  $\pm 3.77\%$

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.



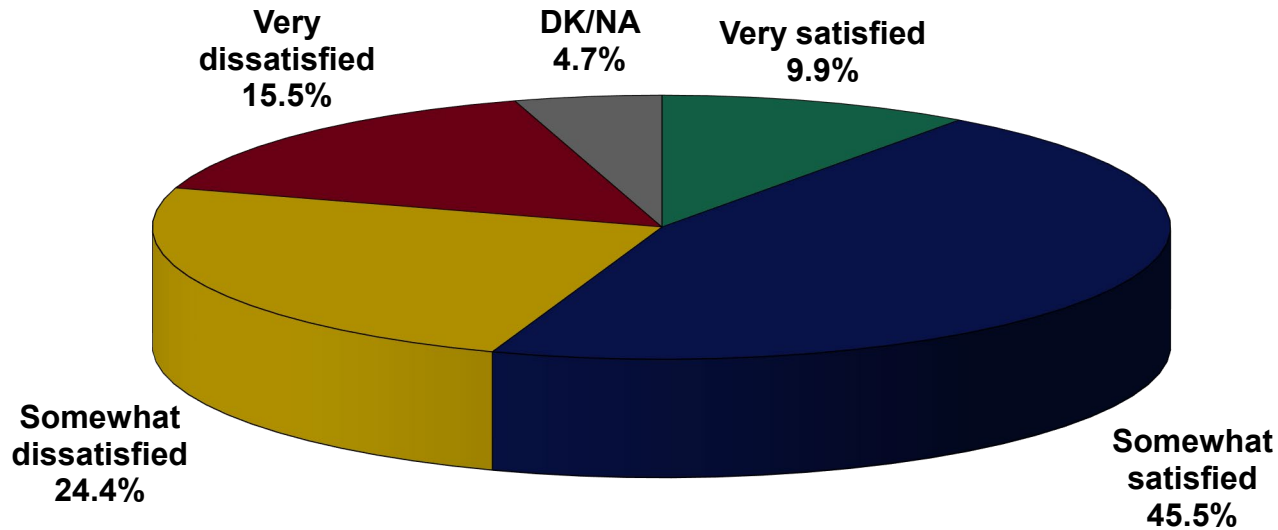
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## Key Findings

# Q1. Satisfaction With the City's Provision of Services

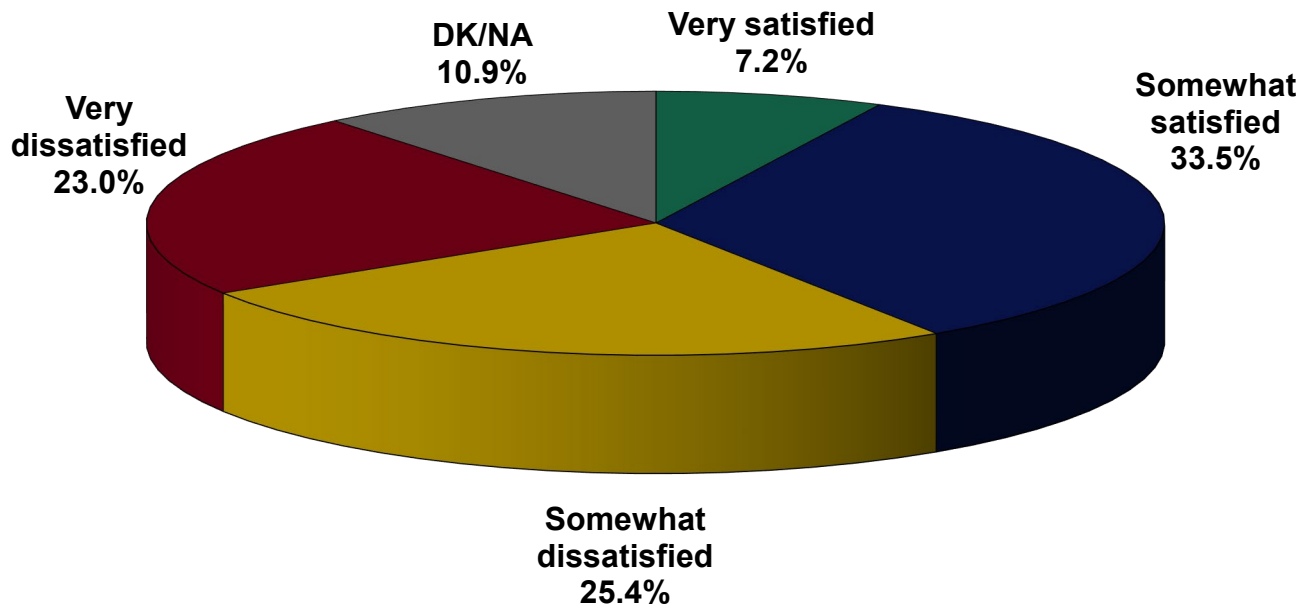
## November 2022 Voters



	<u>Oct 2021</u>	<u>June 2022</u>
Total Satisfied	62.4%	55.4%
Total Dissatisfied	33.3%	39.9%
Ratio Sat to Dissat	1.88	1.39

# Q2. Satisfaction With the City's Management of Public Funds

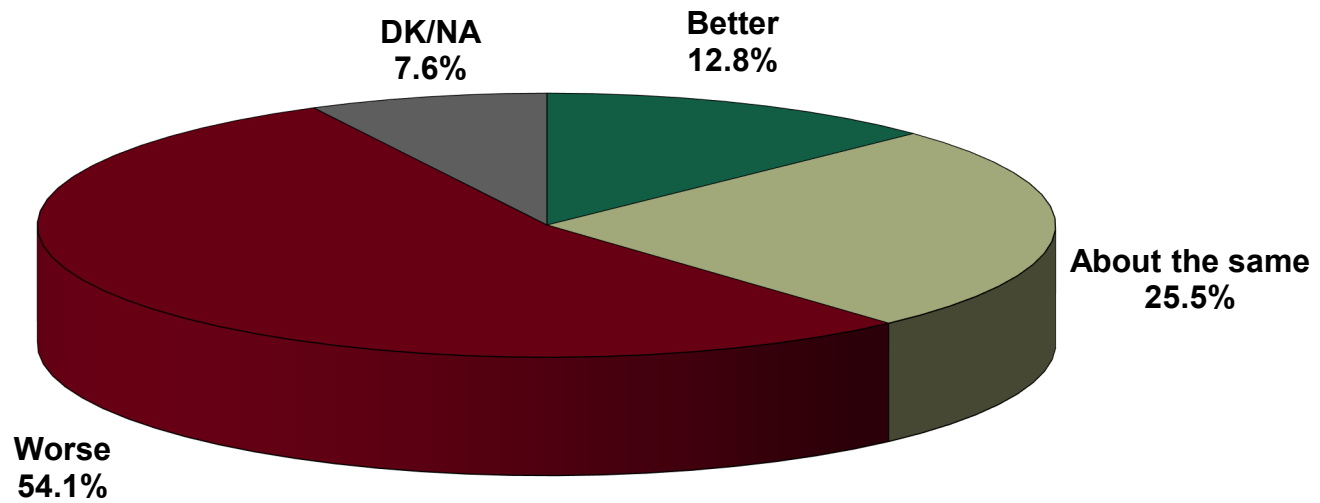
## November 2022 Voters



	<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

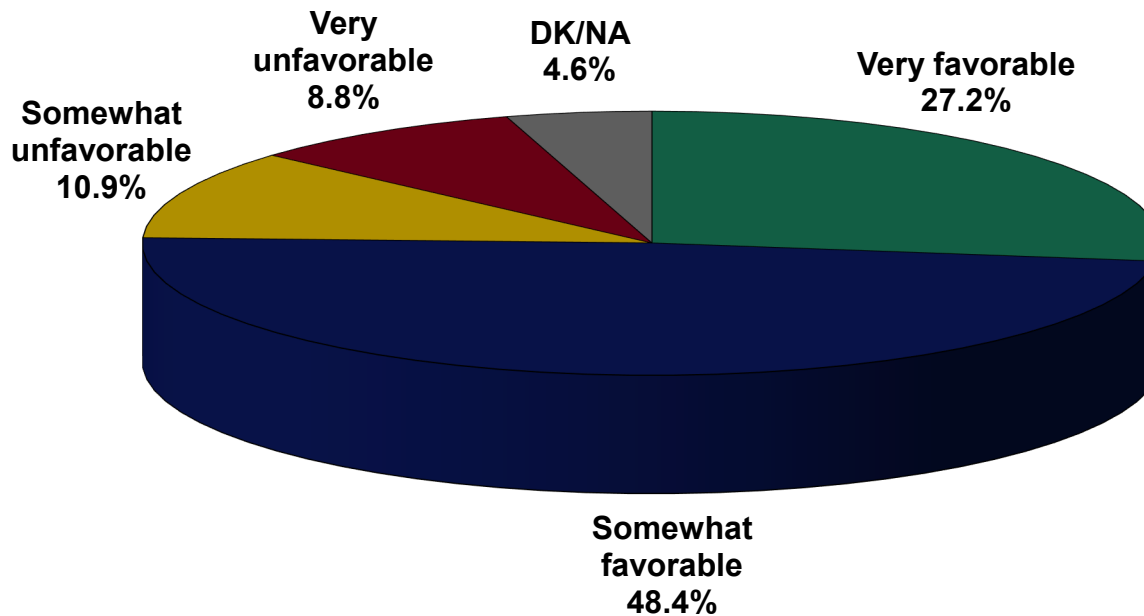
# Q3. Opinion on Direction of the Economy in Next 6 Months

## November 2022 Voters



# Q4. Favorability Rating of How the City is Addressing Coronavirus

## November 2022 Voters

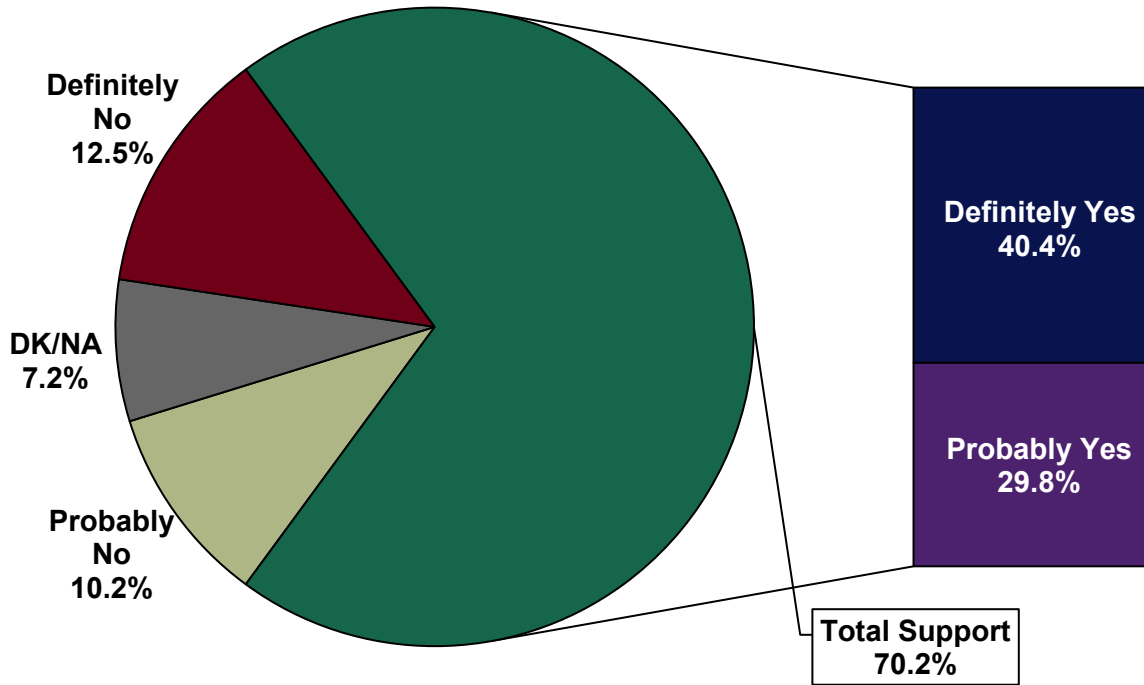


	<u>Jun 2022</u>
Total Favorable	75.6%
Total Unfavorable	19.8%
Ratio Fav to Unfav	3.83



# Q5. Uninformed Support for ¼ Cent Sales Tax Extension Measure

## November 2022 Voters



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

- 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;

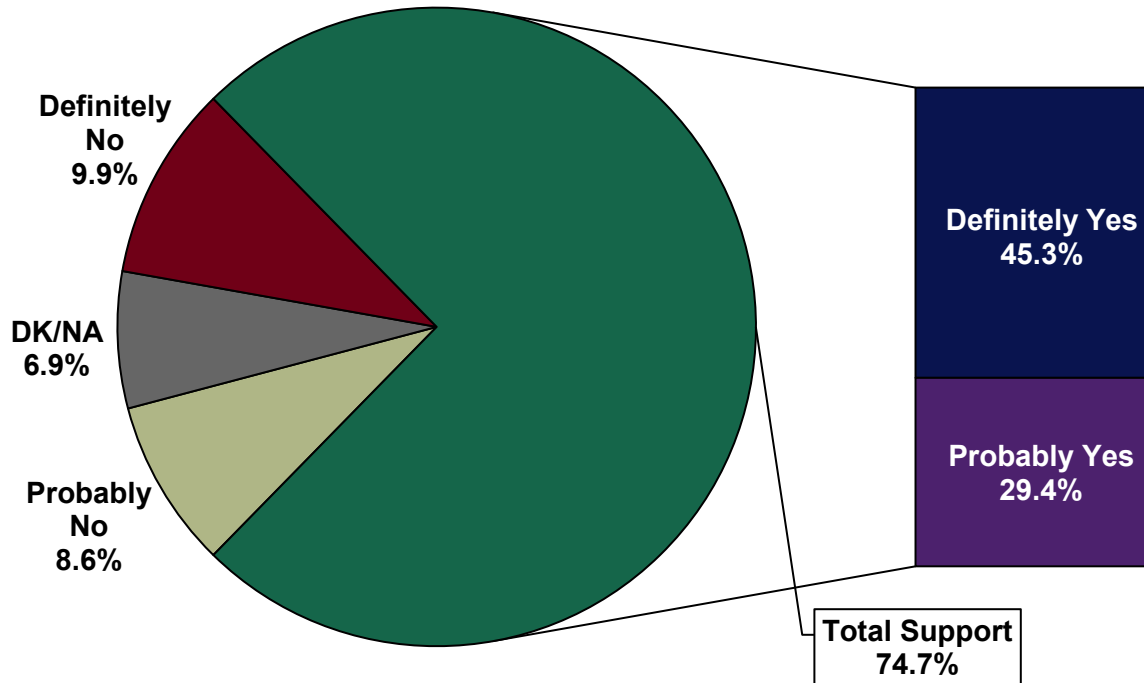
shall the City of Santa Rosa’s measure be adopted extending the expiring public safety sales tax without increasing the current ¼¢ rate, raising approximately \$10 million dollars annually, until ended by voters, with annual audits and citizen oversight?

### Oct 2021 (½ Cent)

Total Yes	60.1%
Total No	32.4%

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

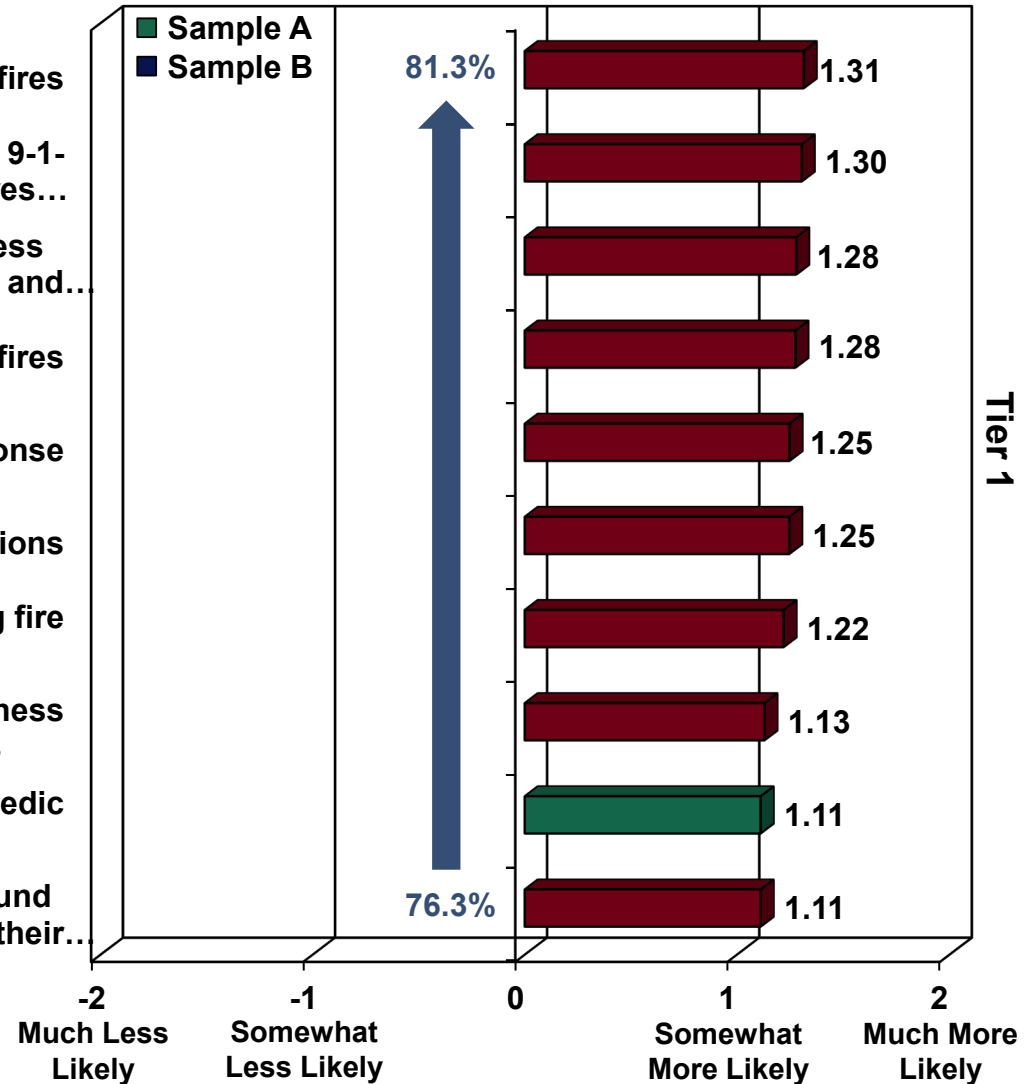
## November 2022 Voters



If you heard that this measure extends Measure O, without increasing the current rate, that has provided locally-controlled 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?

# Q7. Features of the Measure I November 2022 Voters

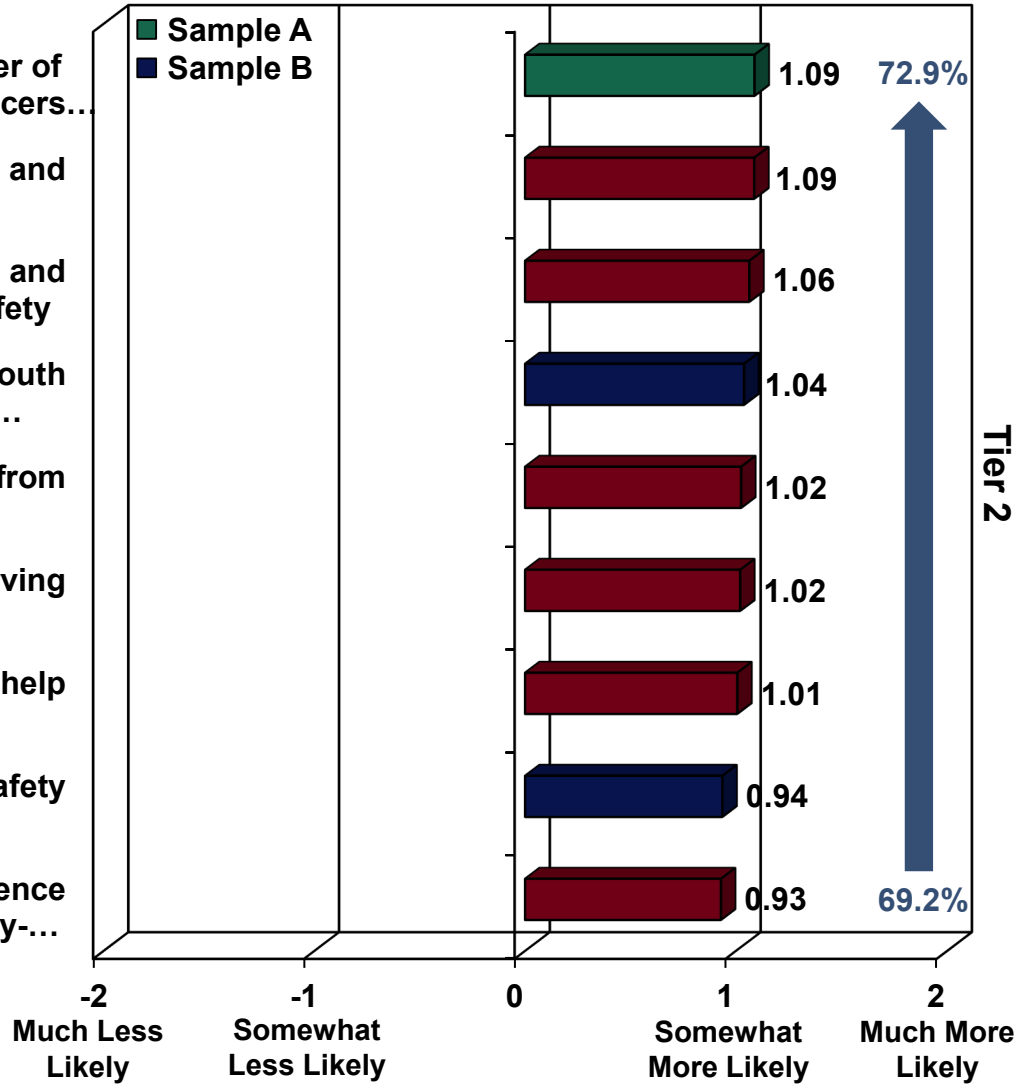
- A. Reducing the risk of wildfires
- O. Improving wildfire prevention, preparedness, rapid 9-1-1 response and early fire alert systems to control fires...
- F. Improving wildfire prevention and preparedness including early fire alert systems, rapid response and...
- I. Preventing future fires
- C. Maintaining rapid 9-1-1 emergency response
- B. Preventing the closure of fire stations
- K. Rebuilding firefighting infrastructure and improving fire prevention services
- L. Maintaining emergency and disaster preparedness programs, including for a public health crisis
- Q. Preventing cuts to Advanced Life Support paramedic teams
- G. Providing mental health counseling, wraparound services and programs to help at-risk youth and their...



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.

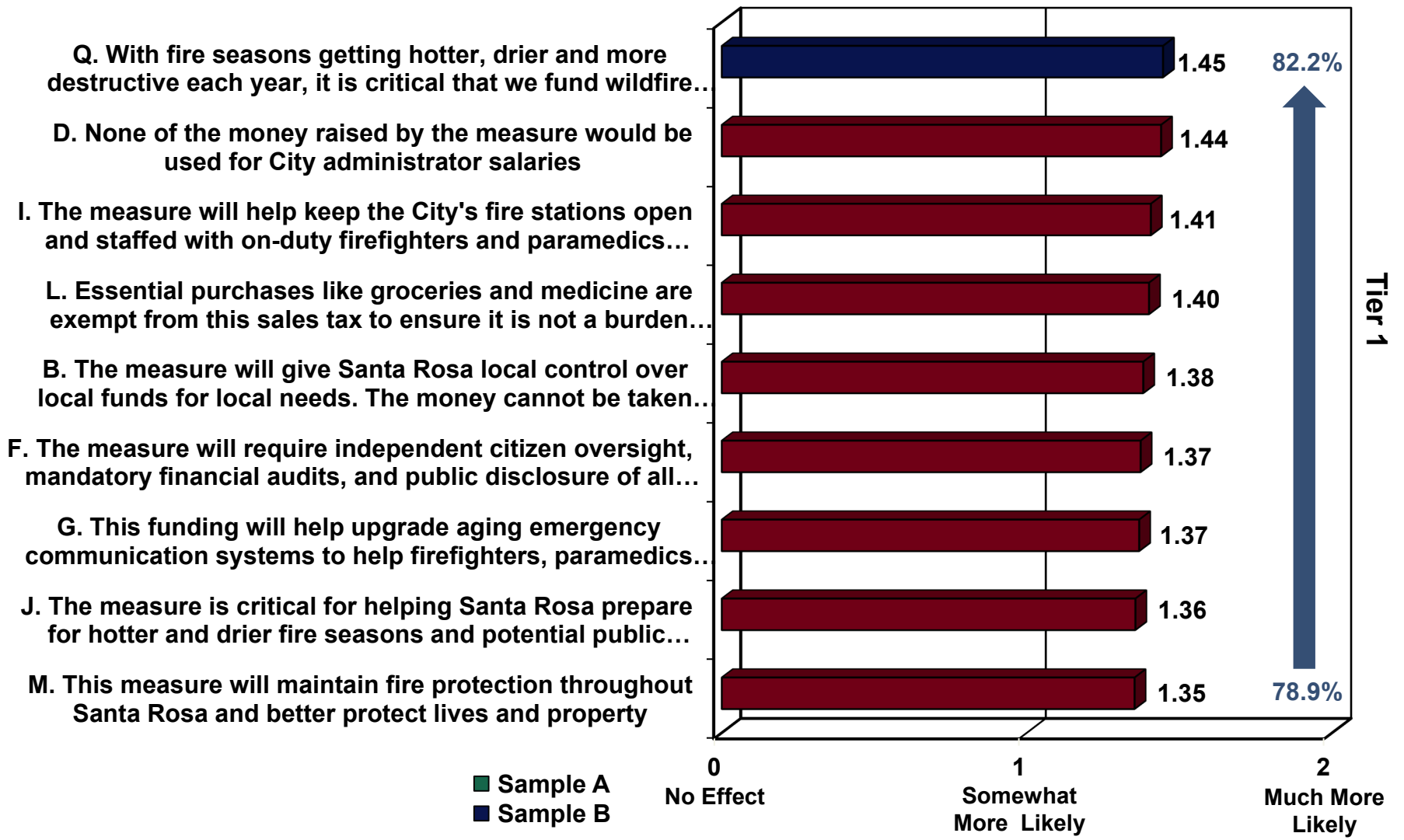
# Q7. Features of the Measure II November 2022 Voters

- 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...



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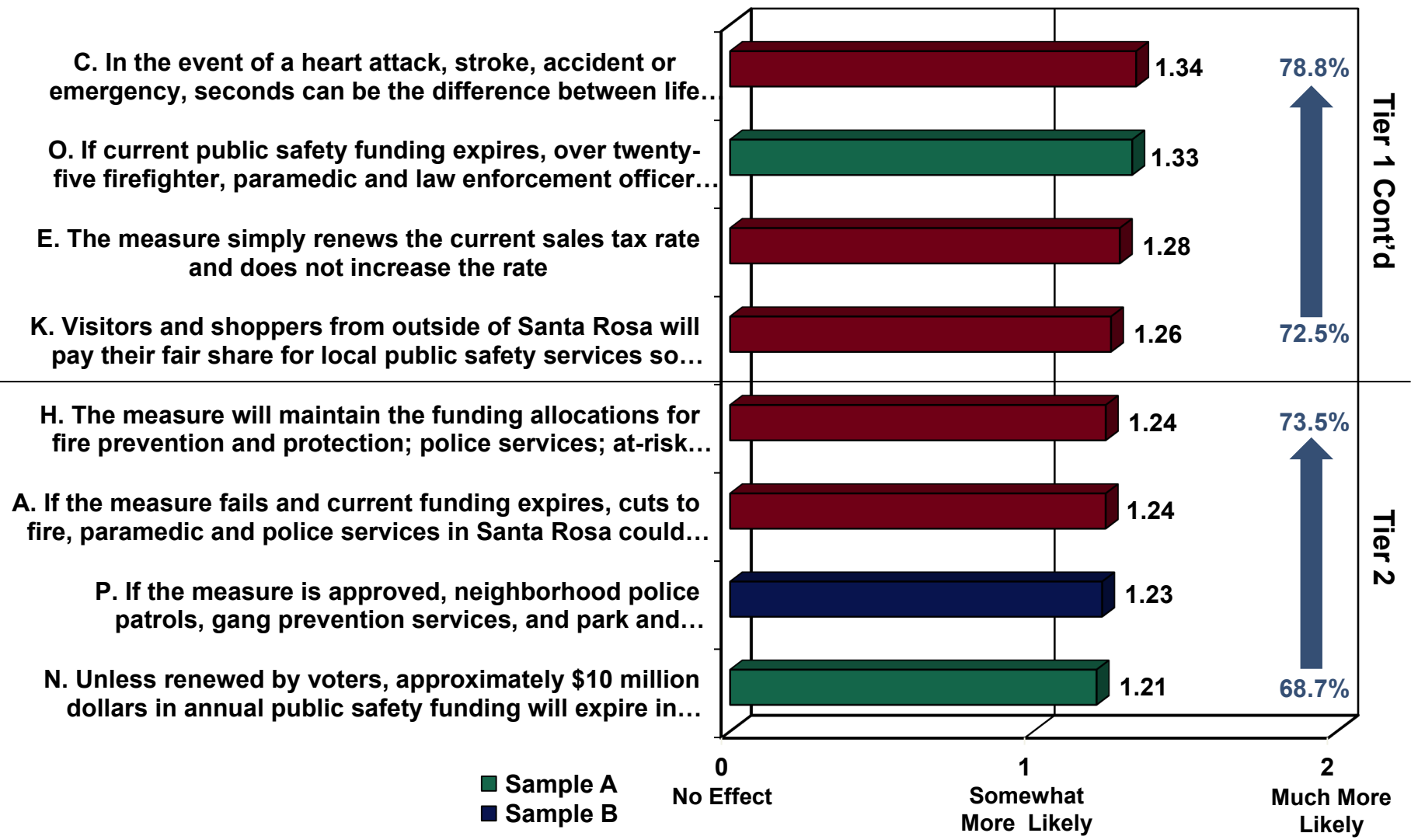
# Q8. Informational Statements I November 2022 Voters



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# Q8. Informational Statements II

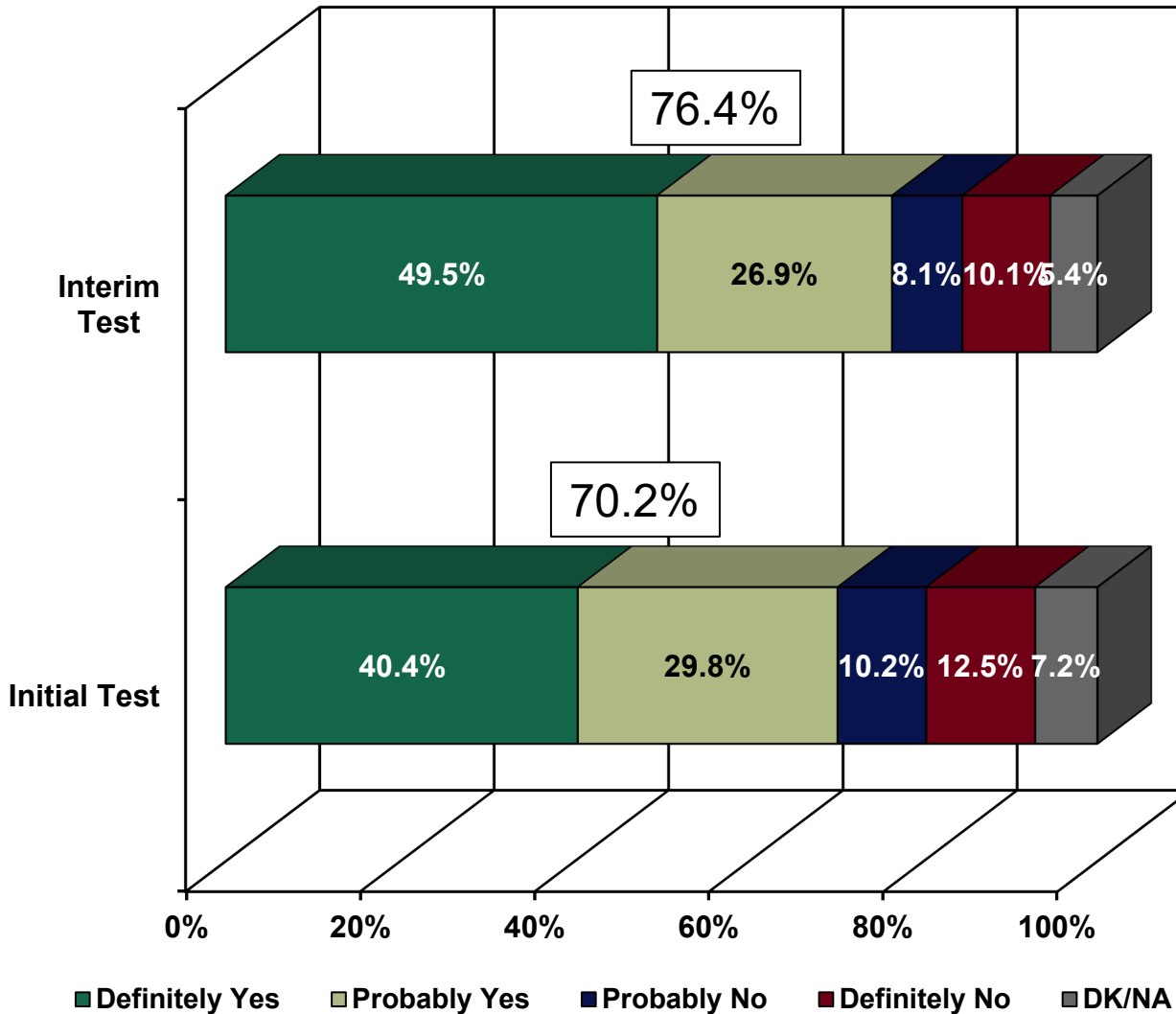
## November 2022 Voters



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# Q9. Interim Support for ¼ Cent Sales Tax Extension Measure

## November 2022 Voters



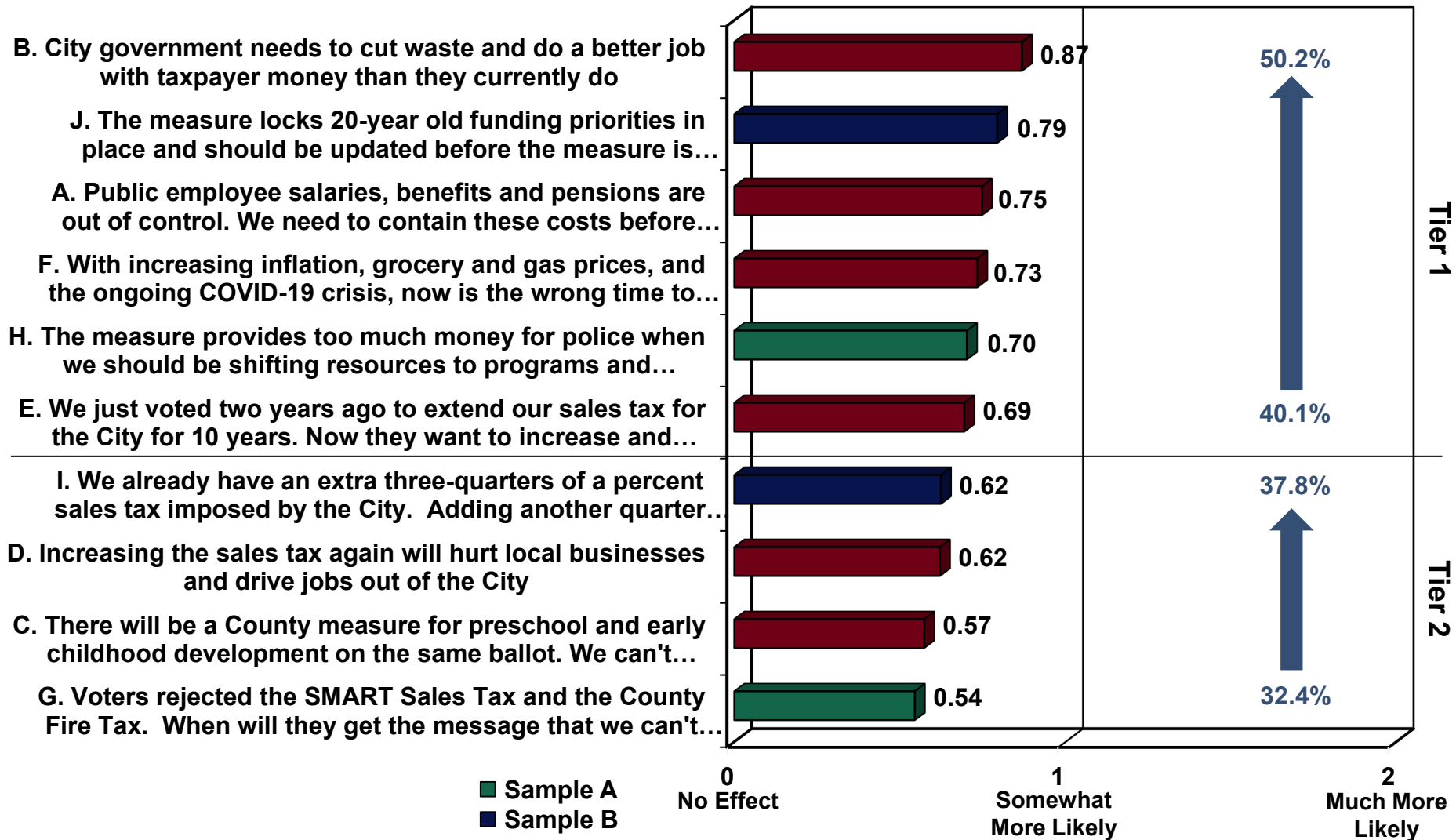
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shall the City of Santa Rosa’s measure be adopted extending the expiring public safety sales tax without increasing the current ¼¢ rate, raising approximately \$10 million dollars annually, until ended by voters, with annual audits and citizen oversight?

# Q10. Critical Statements

## November 2022 Voters

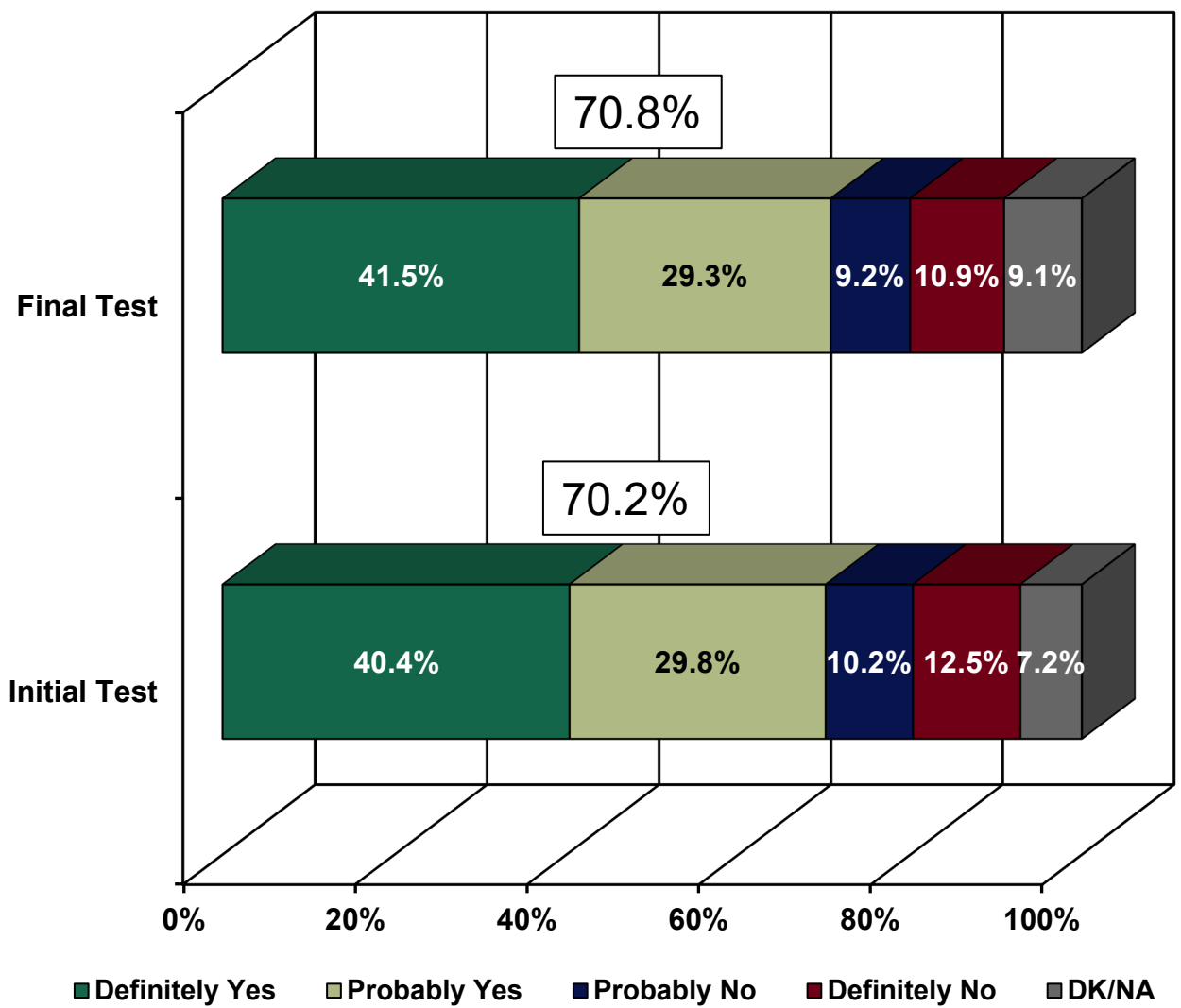


Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0.



# Q11. Final Support for ¼ Cent Sales Tax Extension Measure

## November 2022 Voters

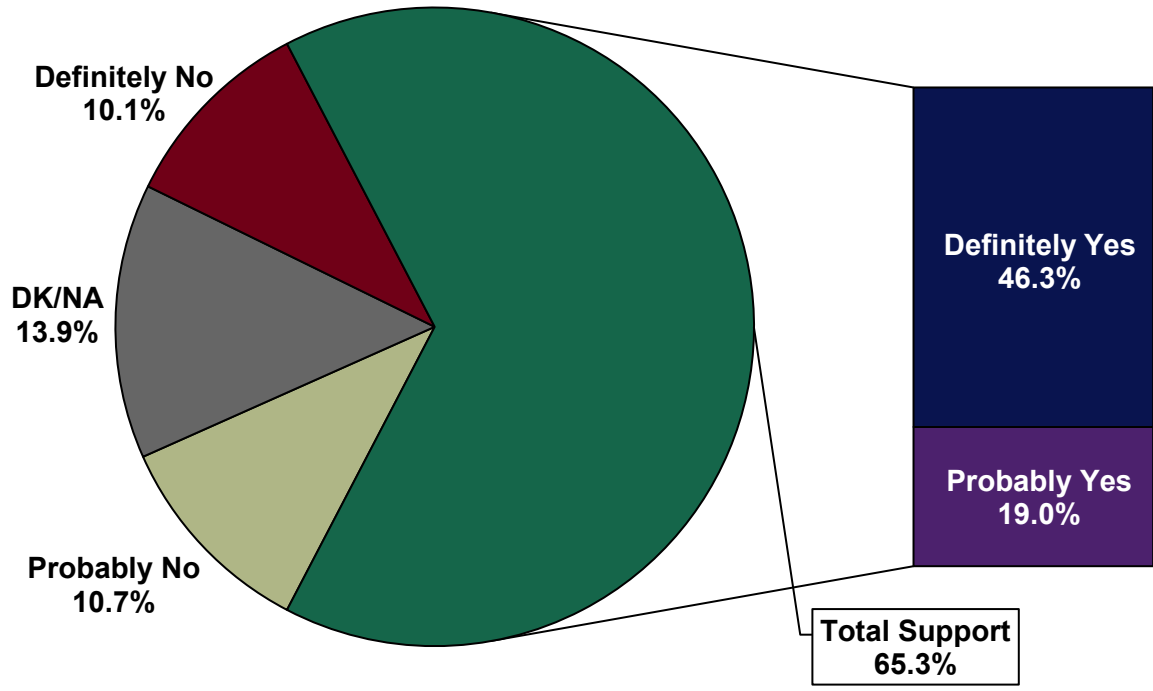


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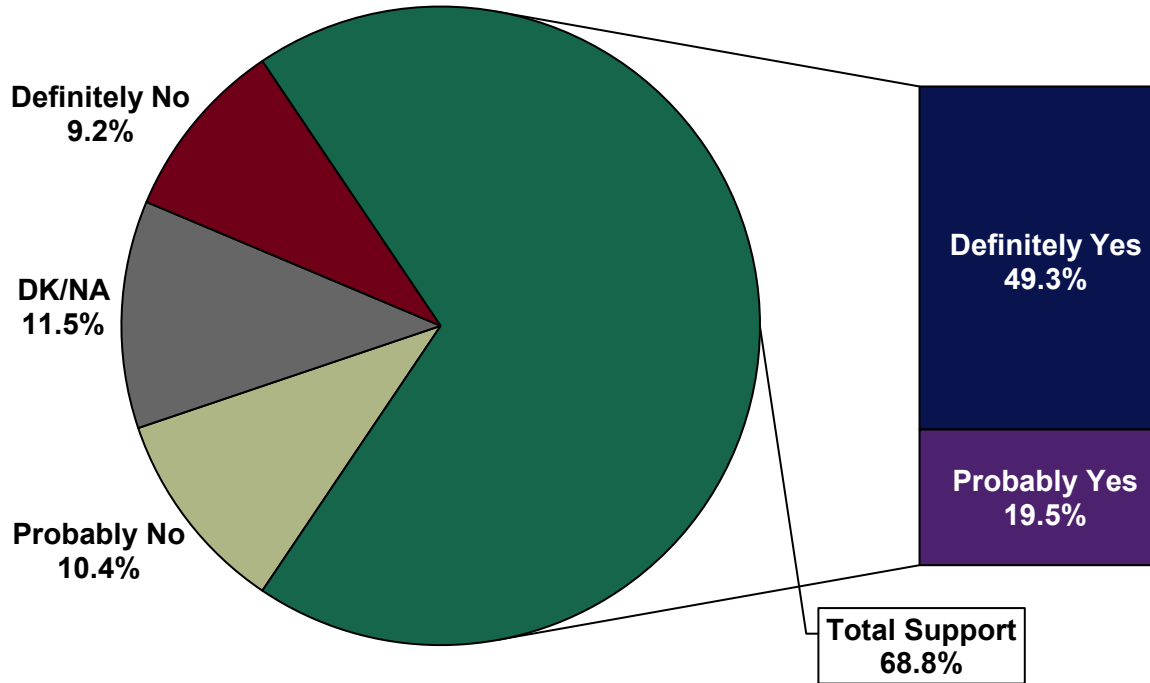
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# Q12. Support for Alternative 20 Year Duration November 2022 Voters



Instead of levying the sales tax until ended by voters, to reduce wildfire risk; prevent closure of fire stations; maintain rapid 9-1-1 emergency response; maintain youth violence prevention programs; and prevent reductions of firefighters, paramedics and law enforcement officers; another alternative would be to end it after 20 years. Would you vote yes or no on the measure?

# Q13. Support for Alternative 9 Year Duration November 2022 Voters



Instead of levying the sales tax for 20 years, to reduce wildfire risk; prevent closure of fire stations; maintain rapid 9-1-1 emergency response; maintain youth violence prevention programs; and prevent reductions of firefighters, paramedics and law enforcement officers; another alternative would be to end it after 9 years. Would you vote yes or no on the measure?



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