

Community Survey Key Findings






Curt Below, FM3 Research



OPINION
RESEARCH
& STRATEGY



Survey Specifics and Methodology

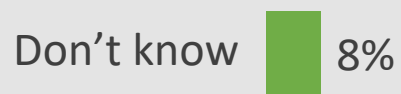
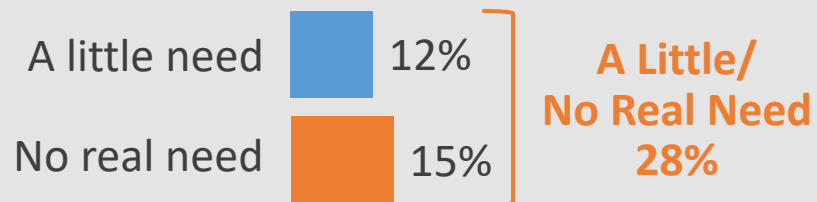
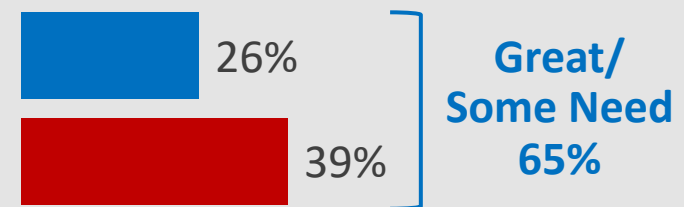
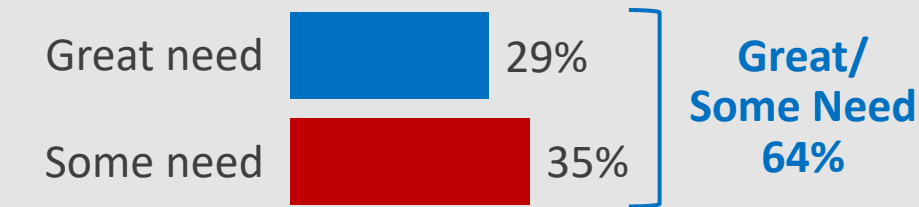
Dates	July 5-14, 2022
Survey Type	Dual-mode Voter Survey
Research Population	Likely November 2022 voters in Elk Grove
Total Interviews	771
Margin of Sampling Error	(Full Sample) $\pm 4.9\%$ at the 95% Confidence Level (Half Sample) $\pm 6.9\%$ at the 95% Confidence Level
Contact Methods	 Telephone Calls  Email Invitations  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews

Survey Key Findings

Two-thirds see at least “some need” for additional funding for local services

December 2021

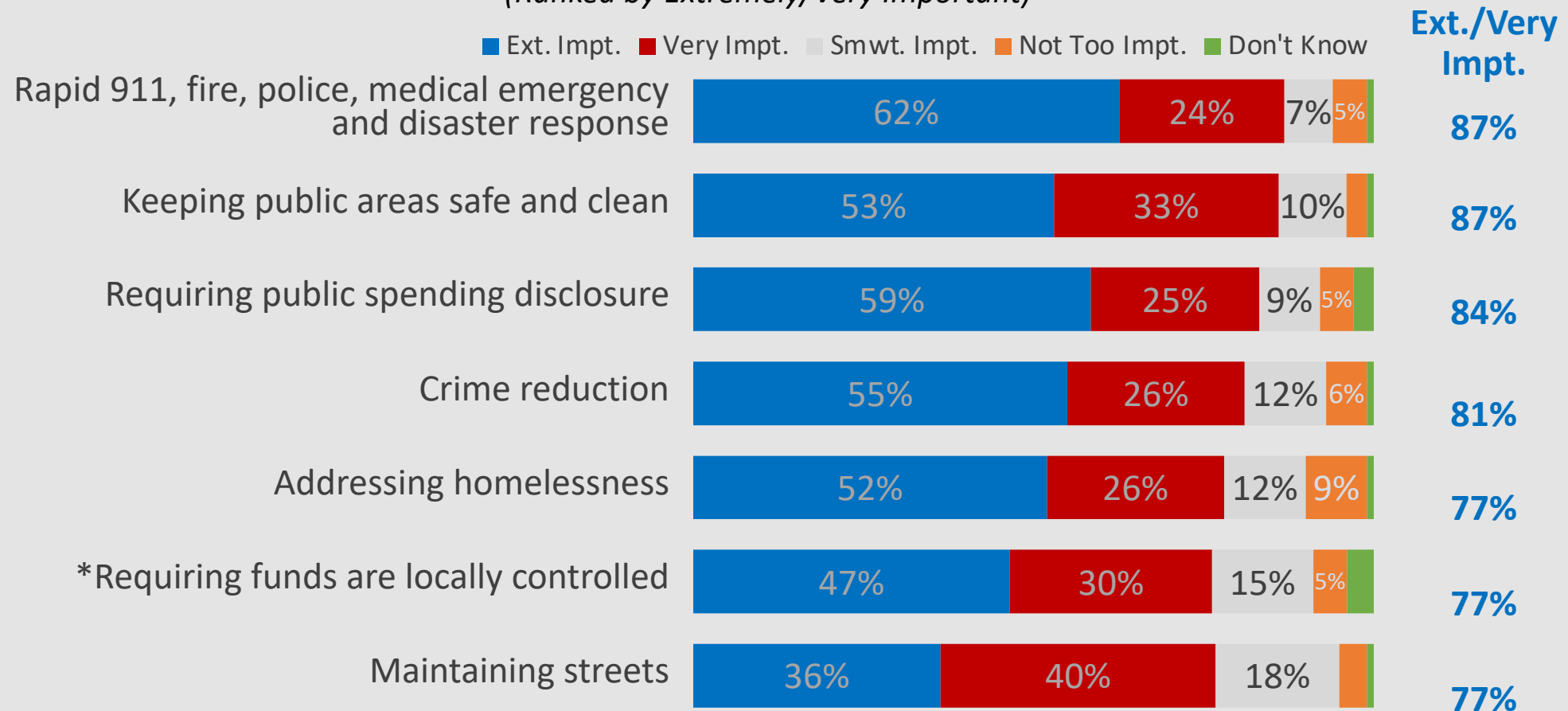
July 2022



Survey Key Findings

Rapid emergency and disaster response is highly valued, as well as keeping public areas safe and clean, addressing homelessness, and reducing crime

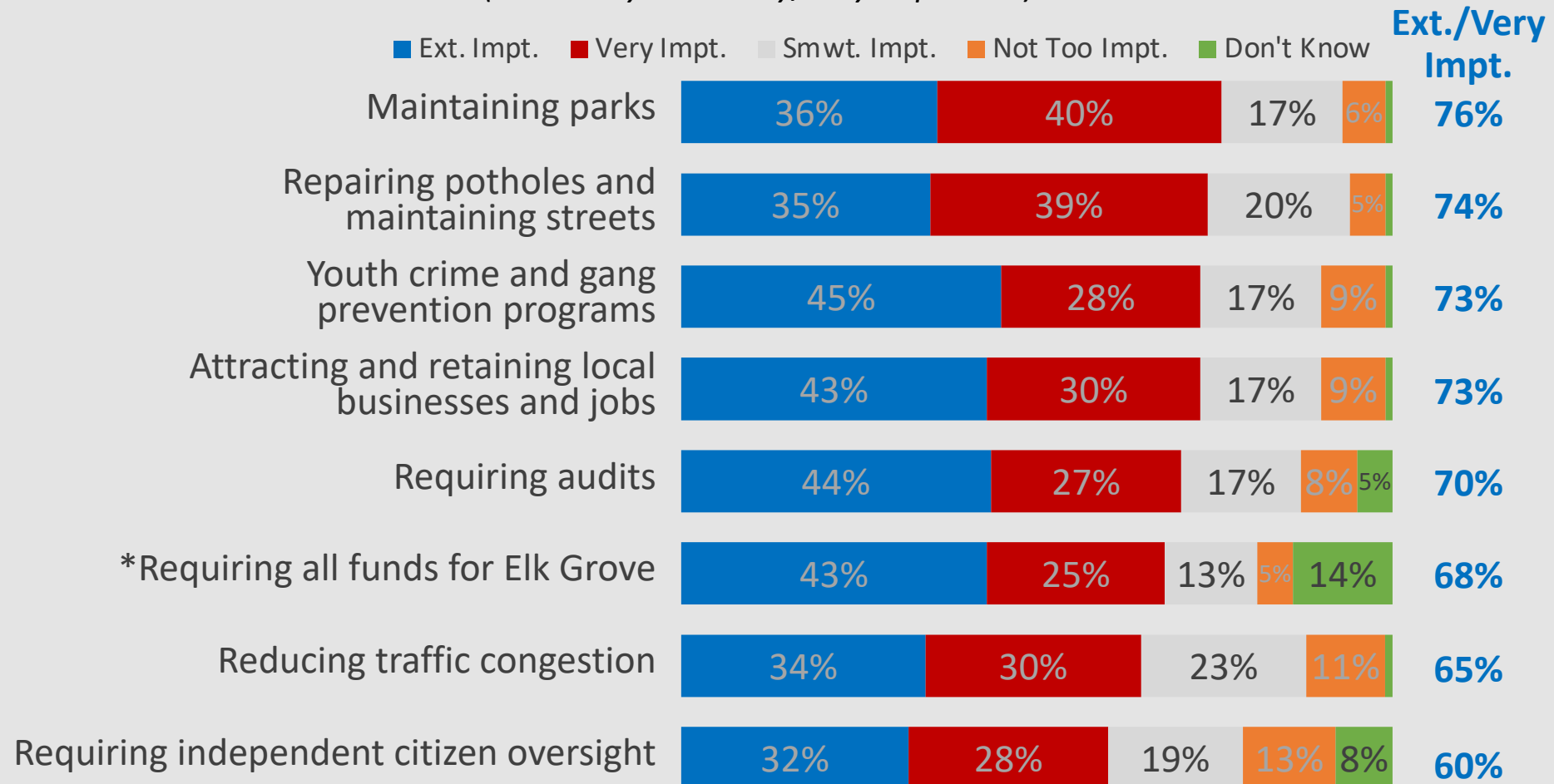
(Ranked by Extremely/Very Important)



Survey Key Findings

Rapid emergency and disaster response is highly valued, as well as keeping public areas safe and clean, addressing homelessness, and reducing crime

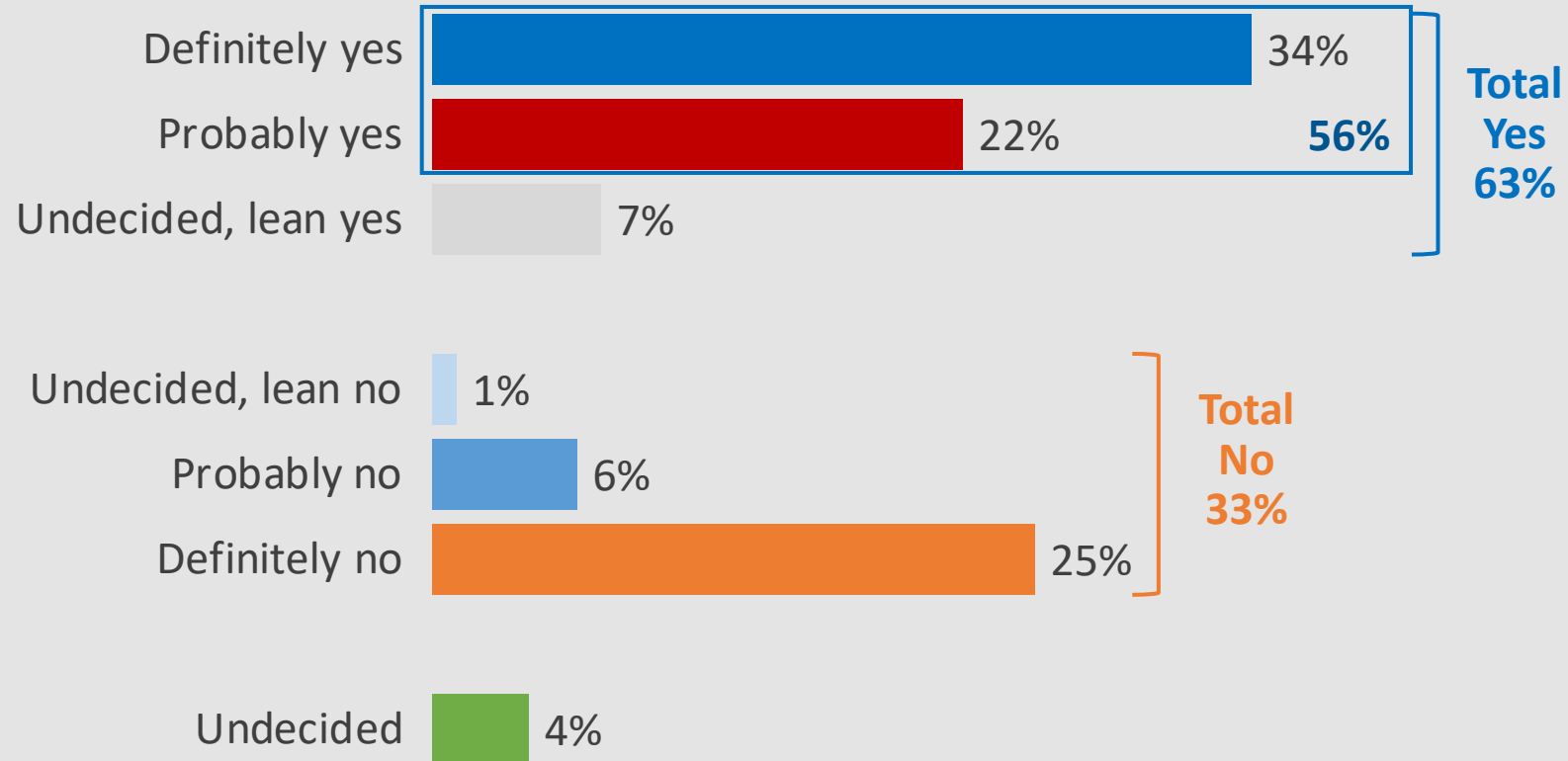
(Ranked by Extremely/Very Important)



Interest in a Local Revenue Measure

Slightly more than three in five say they would vote “yes” on a measure to invest in community services

Simple Majority Requirement

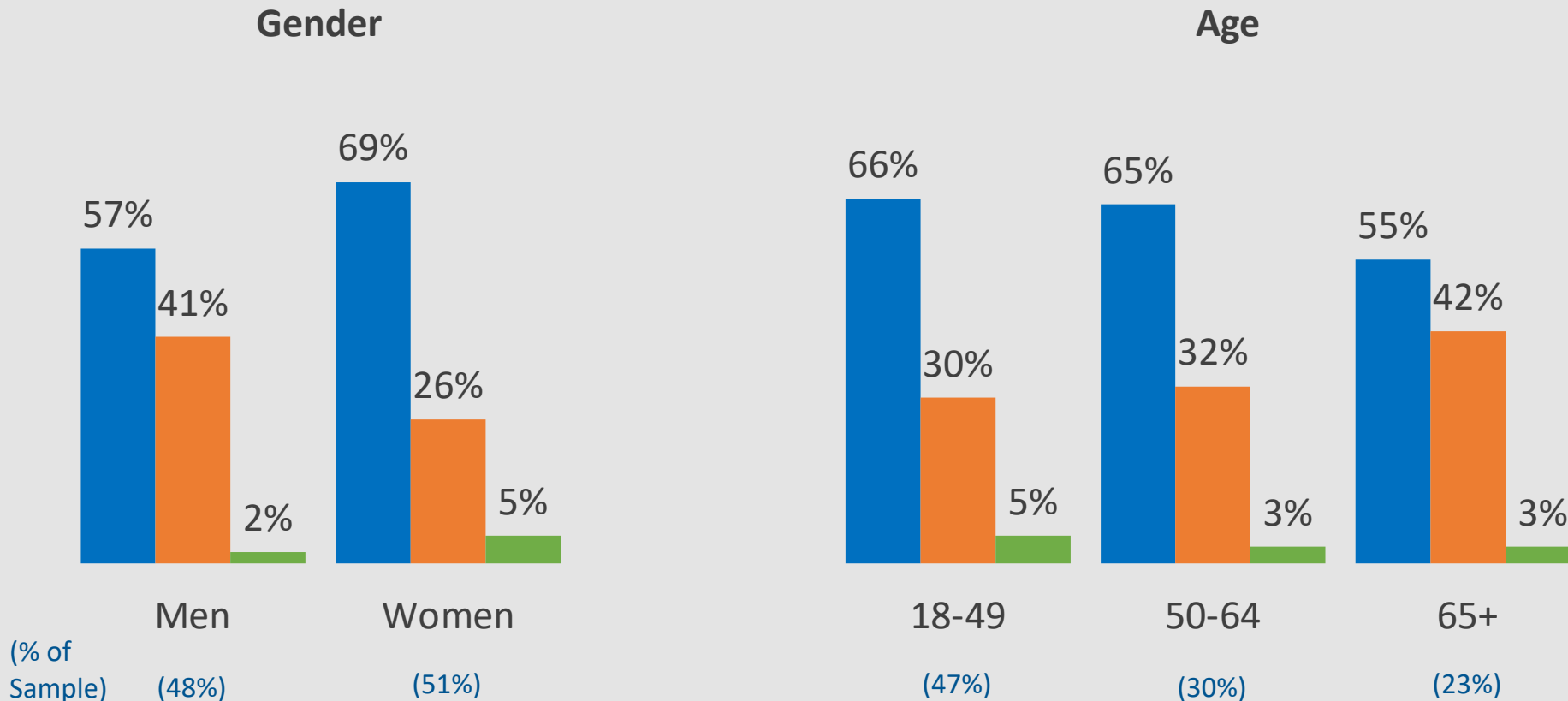


Interest in a Local Revenue Measure

Majorities across age and gender support the measure

Initial Vote by Gender & Age

■ Total Yes ■ Total No ■ Undecided

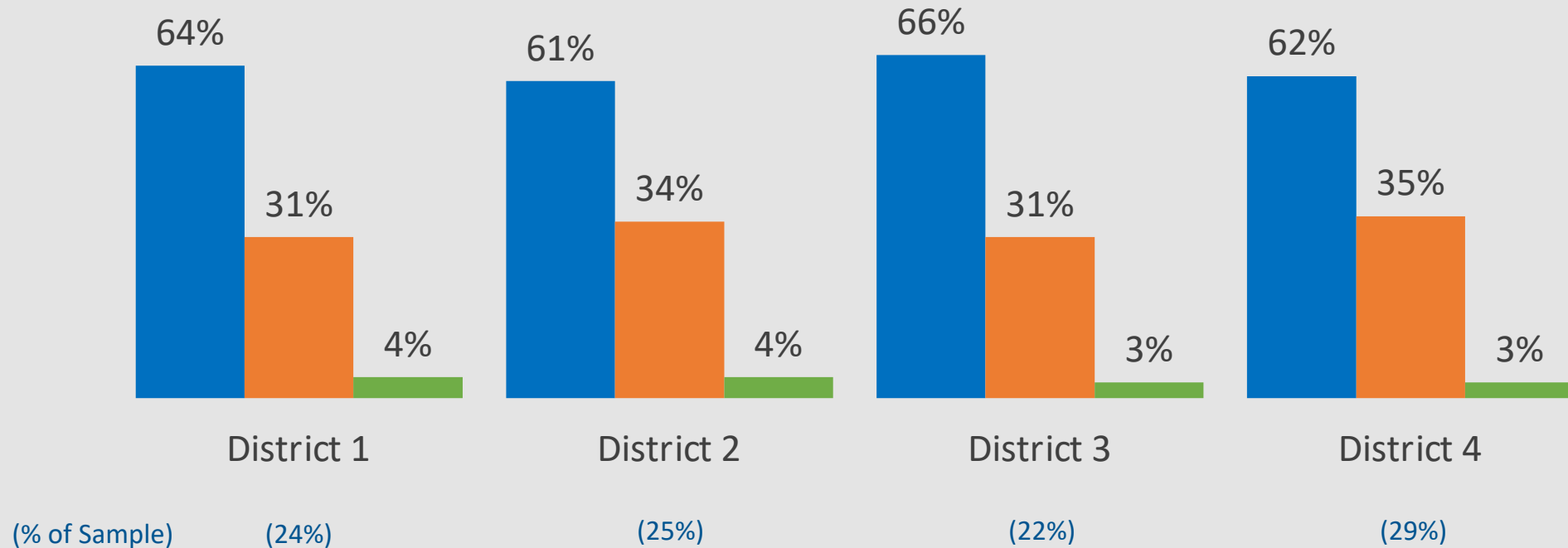


Interest in a Local Revenue Measure

Three in five or more support it in every Elk Grove City Council district

Initial Vote by City Council District

■ Total Yes ■ Total No ■ Undecided



Conclusions

- Assuming current electoral conditions hold, a one-cent simple majority local revenue measure funding essential services is viable for November 2022 should the public be educated on the measure's intended purposes and accountability provisions.
 - Support is consistent with polling in December 2021, which found 60% saying they would vote “yes” on a general-purpose measure.
 - Three-quarters see at least “some need” for additional funding in principle, and more than seven in ten of those voters say they would support the measure.
- Voters' highest priorities have to do with crime reduction and emergency and disaster response times; keeping public areas safe and clean; addressing homelessness; and maintaining streets and parks.
- Themes of interest include addressing response times, park maintenance, and the need to invest in police patrols are broadly effective. Accountability and local control are also important to voters.