



TO Interested Parties

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FM3 Research

RE: Key Findings of a Survey of Elk Grove and Cosumnes Community Services District Priorities

DATE July 19, 2022

Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently completed a survey of 771 respondents within the City of Elk Grove to assess their views on key issues facing the community, including their priorities for local services and perceptions of need for additional local revenue.ⁱ **The study found that respondents prioritize addressing crime, homelessness, public safety and streets, and nearly two-thirds see "great" or "some need" for additional local funding to provide community services.** Key findings include:

- Respondents ranked rapid emergency and 911 response; safe and clean public areas; crime reduction and addressing homelessness as among the most important priorities to fund. The table below shows the priorities valued by at least seven in ten (see Figure 1).

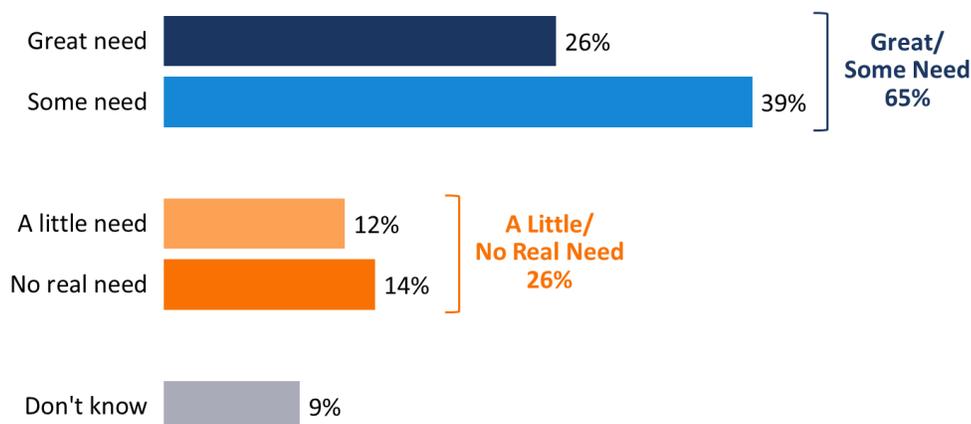
Figure 1: Top Priorities for Funding
Ranked by % Extremely or Very Important

Priority Area	% Ext/Very Important
Rapid 911, fire, police, medical emergency and disaster response	87%
Keeping public areas safe and clean	87%
Crime reduction	81%
Addressing homelessness	77%
Maintaining streets	77%
Maintaining parks	76%
Youth crime and gang prevention programs	73%
Attracting and retaining local businesses and jobs	73%

- Nearly two-thirds perceive there is a great or some need for additional funds to provide community services. As shown in **Figure 2** below, 26% said there is a “great need” for additional funding for services that residents need and want.

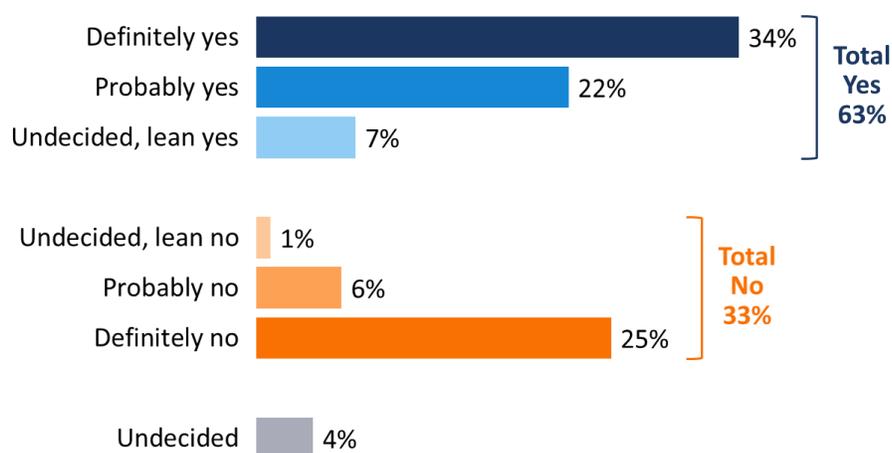
Figure 2: Perceived Need for Funding

In your personal opinion, do you think there is a great need, some need, a little need, or no real need for additional funds to provide the level of local community services that Elk Grove residents need and want?



- Initially, overall more than three in five respondents support a simple majority local measure. Thirty-four percent indicate they would definitely vote “yes” given hypothetical 75-word ballot label. This measure would require a simple majority (50.1% “yes”) vote for passage.

Figure 3: Support for a Hypothetical Simple-Majority Local Funding Measure



In sum, respondents see a variety of urgent needs for their community, particularly addressing public safety, keeping public areas safe and clean, and reducing crime. Broad majorities see a need for additional funding, and a general-purpose simple majority measure providing funding for local community services has support from 63%.

ⁱ **Methodology:** From July 5-14, 2022, FM3 completed a random sample of 771 interviews online and via landline and cell phones with likely November 2022 voters in Elk Grove. The margin of sampling error for the study is +/-4.9% at the 95% confidence level. Due to rounding, not all totals will sum to 100%.