



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 January 24, 2022

Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently completed a survey of 538 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 reducing crime; addressing homelessness; helping prevent human trafficking and sex trafficking; maintaining 911, police, emergency disaster response; and maintaining streets as among the most important priorities to fund.** Enhancing youth crime and gang prevention programs and keeping public areas safe and clean were also viewed as high priorities, among others. The table below shows the priorities valued by two-thirds or more (see **Figure 1**).

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

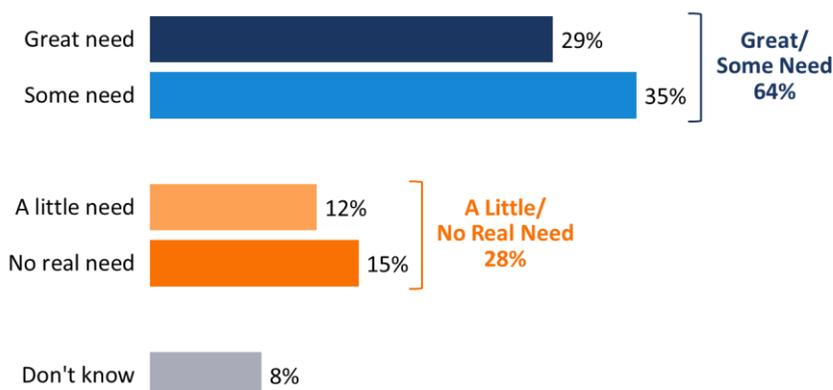
Priority Area	% Ext/Very Important
Reducing crime	83%
Addressing homelessness	82%
Helping prevent human trafficking and sex trafficking	82%
Maintaining 911, police and emergency disaster response	82%
Maintaining streets	80%
Ensuring Elk Grove's long-term financial stability	79%

Priority Area	% Ext/Very Important
Repairing potholes and maintaining streets	79%
Supporting fire protection, medical response and emergency disaster response	78%
Attracting and retaining qualified police	78%
Helping prevent property crime	78%
Enhancing youth crime and gang prevention programs	77%
Improving fire protection, medical response and emergency disaster response	77%
Keeping public areas safe and clean	76%
Supporting 911, police, and emergency disaster response	75%
Creating safe routes to school for children to walk and bike	75%
Attracting and retaining local businesses and jobs	75%
Maintaining parks	74%
Attracting and retaining local businesses	73%
Improving the ability of the police and medical and emergency services to assist with mental health emergencies including people experiencing homelessness	72%
Improving Elk Grove's essential services	71%
Providing free and low cost after-school and recreation programs for children and teens	70%
Reducing traffic congestion	70%
Improving water conservation	69%
Enhancing major roads and freeway interchanges to reduce local traffic congestion	67%
Maintaining senior programs	67%
Improving support for victims of domestic violence	66%
Improving resources for local community disasters such as wildfires, floods, pandemics, train derailments and major traffic collisions	66%

- Nearly two-thirds perceive there is a great or some need for additional funds to provide community services. As shown in **Figure 2** below, 29% said there is a “great need” for additional funding for services that residents need and want.

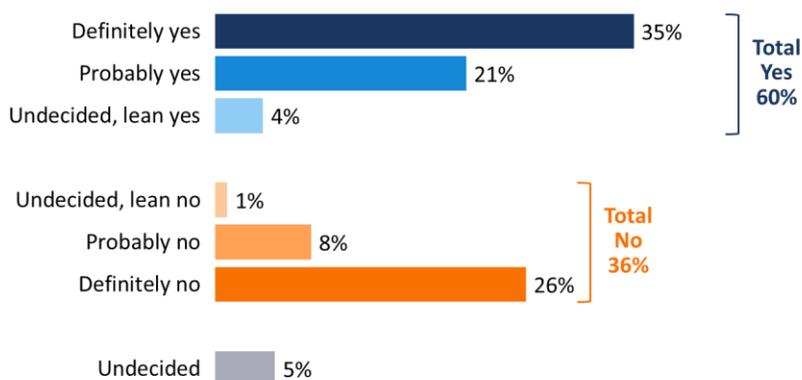
Figure 2: Perceived Need for Funding

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?



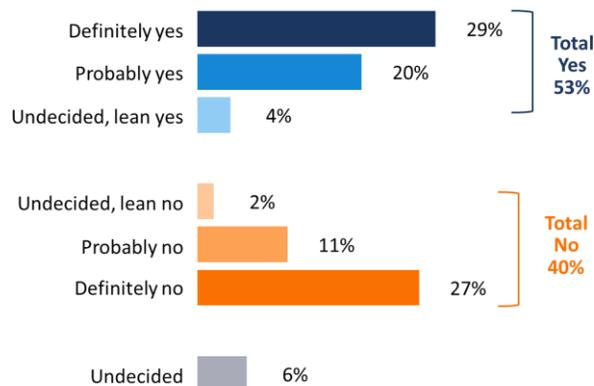
- Initially, overall six-in-ten respondents support a simple majority local measure. Thirty-five percent indicate they would definitely vote “yes,” and 25% would probably vote or lean “yes.” This measure would require a simple majority (50.1% “yes”) vote for passage. As shown in **Figure 3**, overall 60% of respondents said they would vote yes, with 36% opposed.

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



- Support for a dedicated measure does not reach the super-majority requirement. Respondents were also asked about a dedicated measure which would require a two-thirds vote (66.7%) for passage to provide local funding only for streets, parks and recreation, and public safety. This approach received support from 53% of respondents -- 14 points short of the share needed for passage (see **Figure 4** on the next page.)

Figure 4: Support for a Hypothetical Potential Supermajority Funding Measure



In sum, respondents see a variety of urgent needs for their community, particularly addressing public safety, homelessness, and street maintenance. Broad majorities see a need for additional funding, and a general-purpose simple majority measure providing funding for local community services has support from 60%.

ⁱ **Methodology:** From Dec. 12-20, 2021, FM3 completed a random sample of 538 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 +/-4.4% at the 95% confidence level. Due to rounding, not all totals will sum to 100%.