



CITY OF  
**ELK GROVE**  
PROUD HERITAGE. BRIGHT FUTURE.







# City of Elk Grove and Cosumnes Community Services District Budget and Priority Survey Key Findings



OPINION  
RESEARCH  
& STRATEGY

# Survey Specifics and Methodology

<b>Dates</b>	December 12th - December 20th, 2021	
<b>Survey Type</b>	Dual-mode Voter Survey	
<b>Research Population</b>	Likely November 2022 Voters in City of Elk Grove	
<b>Total Interviews</b>	538	
<b>Margin of Sampling Error</b>	(Full sample) $\pm 4.4\%$ at the 95% Confidence Level (Half sample) $\pm 7.1\%$ at the 95% Confidence Level	
<b>Contact Methods</b>	 Telephone Calls	 Email Invitations
<b>Data Collection Modes</b>	 Telephone Interviews	 Online Interviews
<b>Language</b>	English	

*(Note: Not All Results Will Sum to 100% Due to Rounding)*



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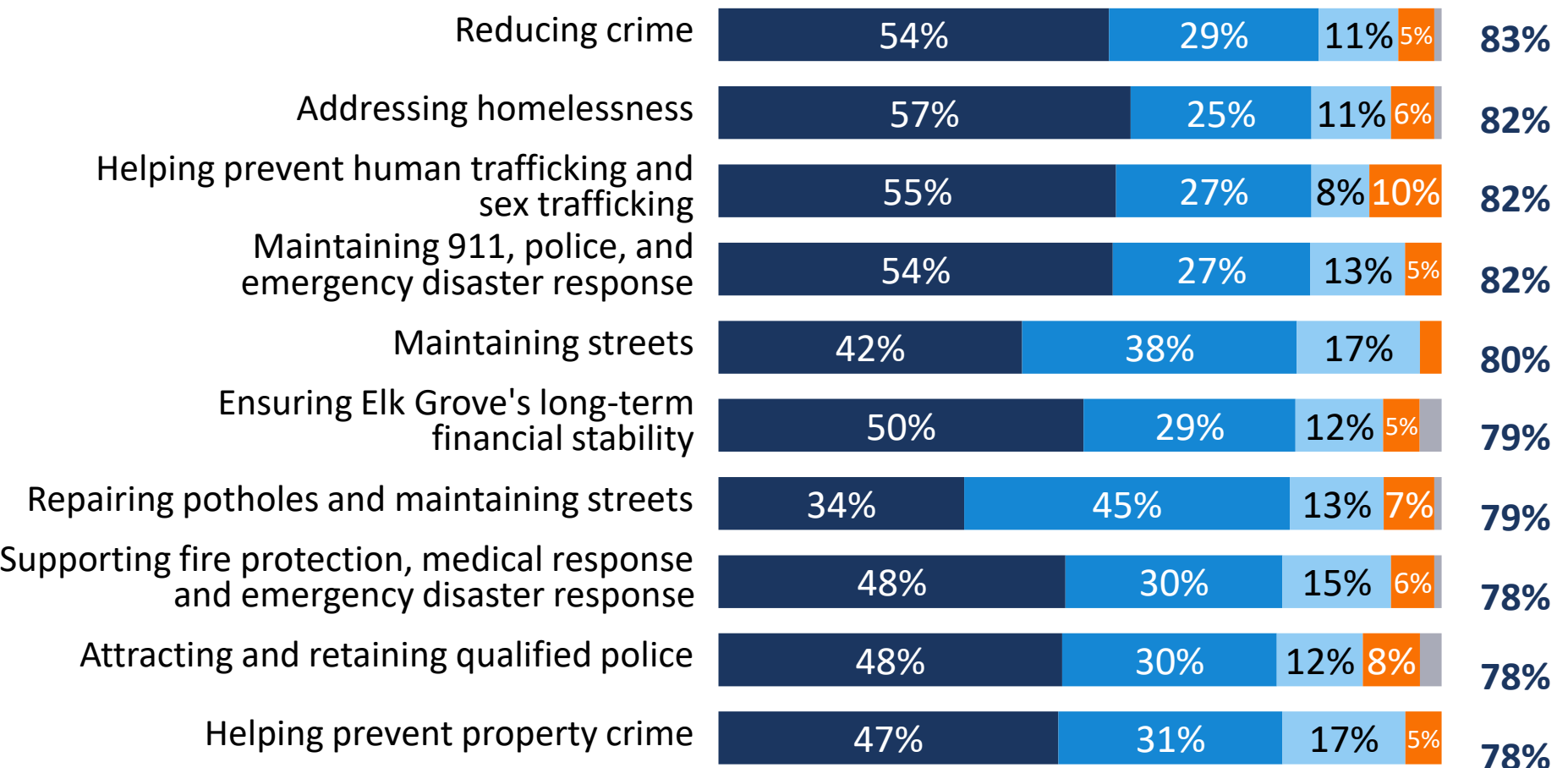
# The Community's Budget Priorities

# 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.

(Ranked by Extremely/Very Important)

Ext./Very  
Impt.

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know



# Continued

(Ranked by Extremely/Very Important)

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know

**Ext./Very  
Impt.**

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%**

# Continued

(Ranked by Extremely/Very Important)

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know

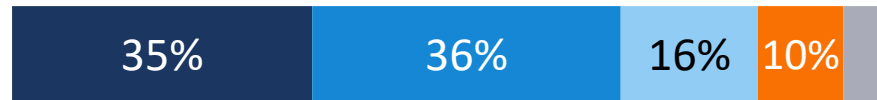
**Ext./Very Impt.**

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



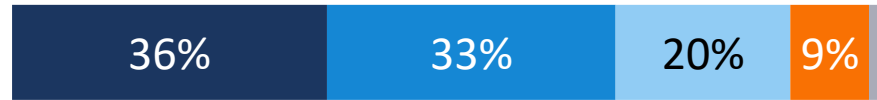
**70%**

Reducing traffic congestion



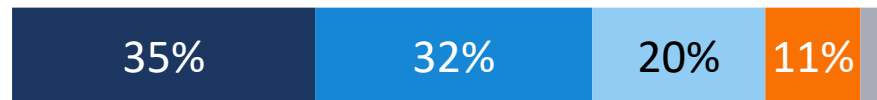
**70%**

Improving water conservation



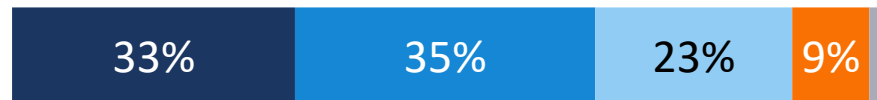
**69%**

Enhancing major roads and freeway interchanges to reduce local traffic congestion



**67%**

Maintaining senior programs



**67%**

# Continued

(Ranked by Extremely/Very Important)

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know

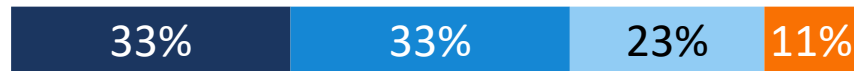
Ext./Very  
Impt.

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



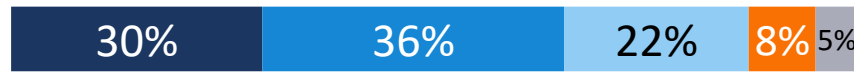
66%

Supporting neighborhood police patrols



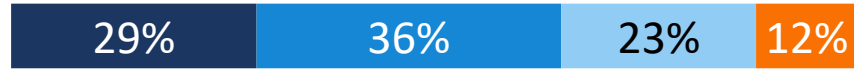
65%

Supporting Elk Grove's essential services



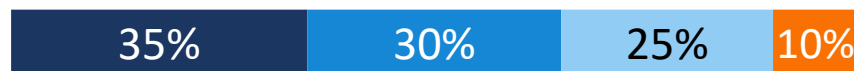
65%

Providing youth sports programs



65%

Providing safe pedestrian and cyclist overcrossings to improve traffic safety



64%

Enhancing traffic signal operations to reduce traffic congestion



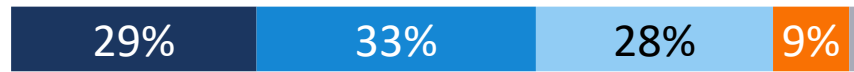
63%

Repairing aging and deteriorating fire stations



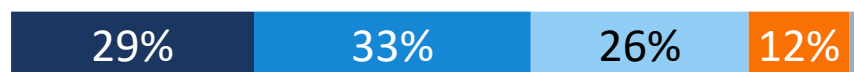
62%

Maintaining youth afterschool programs



62%

Enhancing traffic signals for emergency response vehicles



61%

Maintaining neighborhood parks



61%



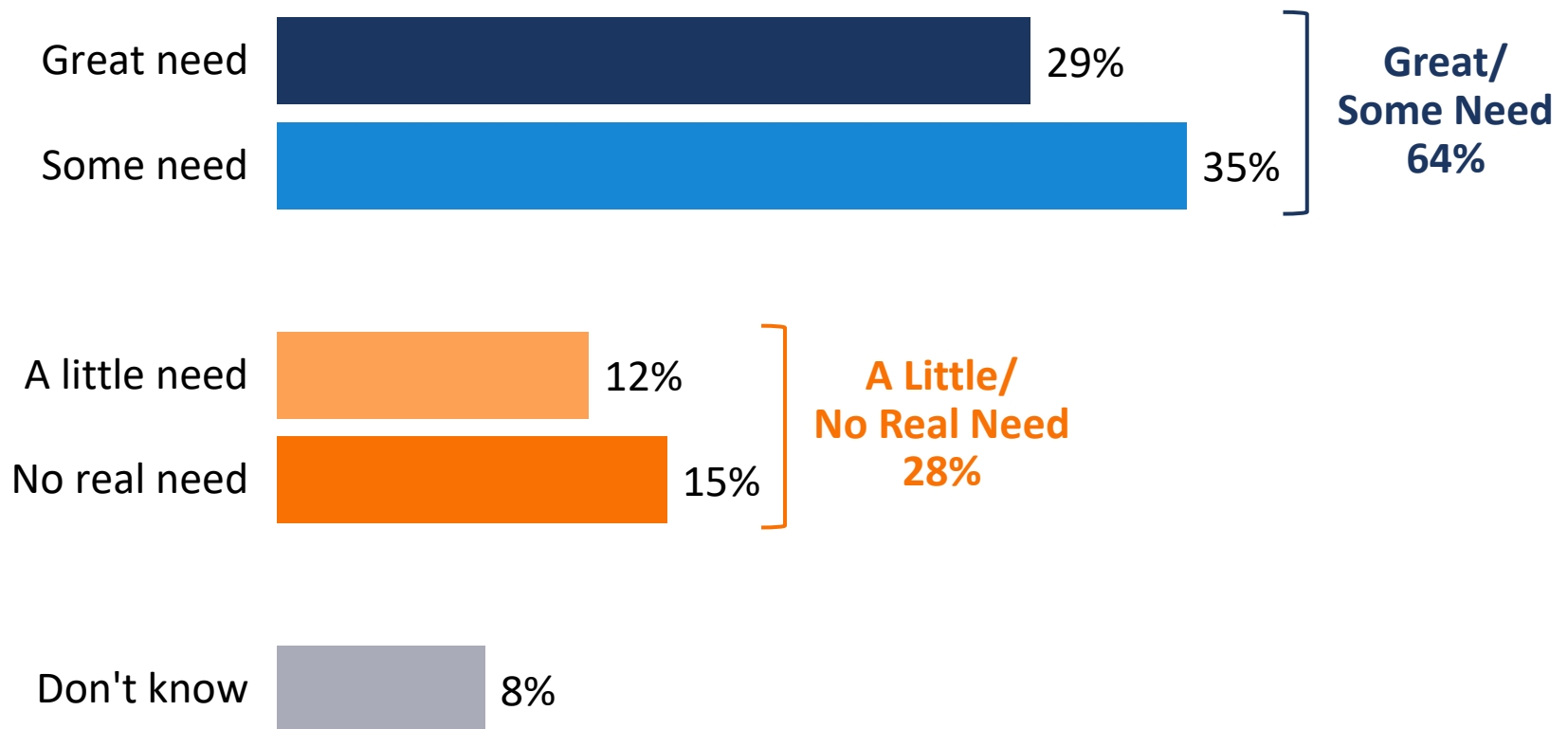
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# Community Perception of Need



# More than six-in-ten perceive there is a great or some need for additional funds to provide community services, with almost three-in-ten having said great need.



# Potential City Measure

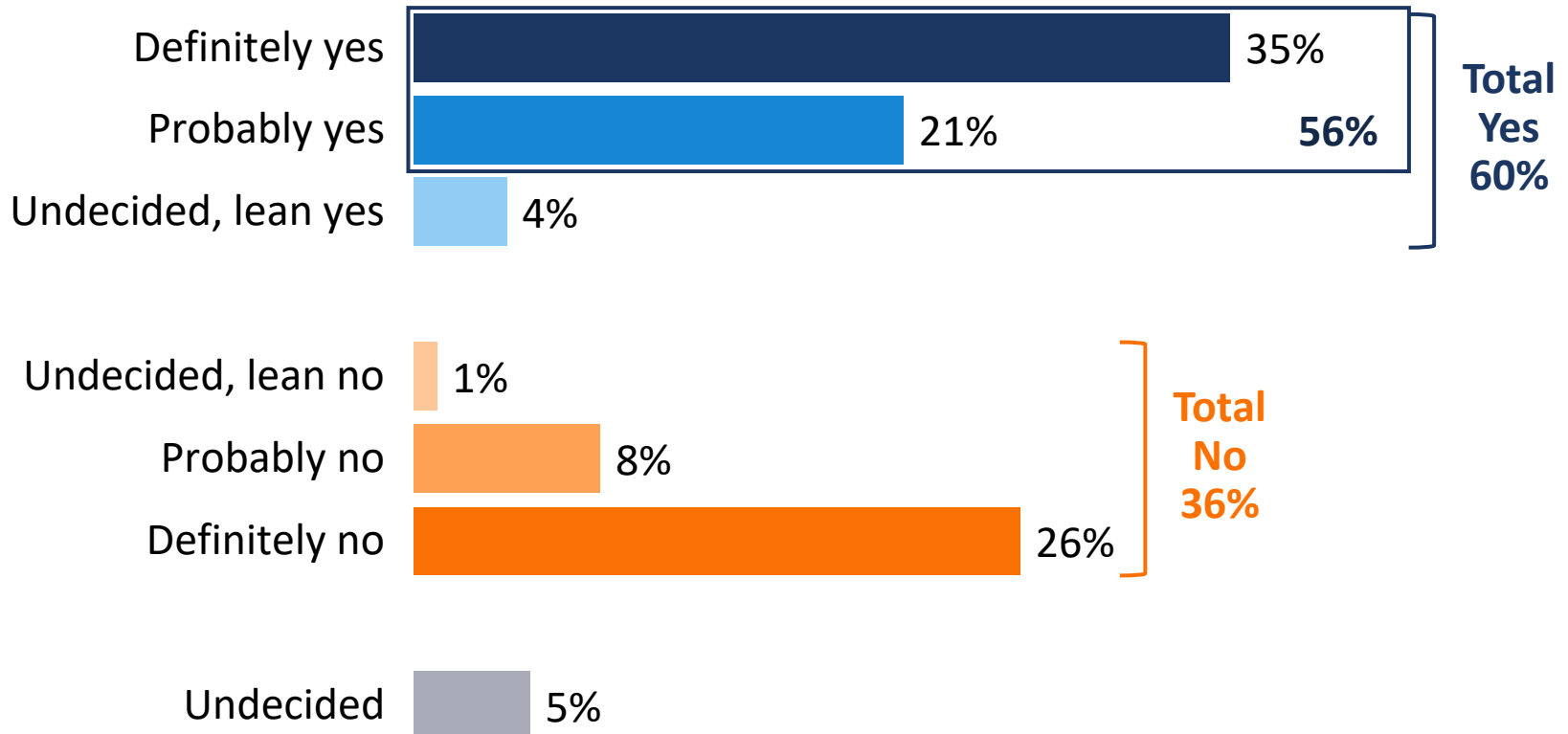
## (Simple Majority Requirement)

### ESSENTIAL SERVICES/QUALITY OF LIFE MEASURE

To support Elk Grove's essential services such as neighborhood police patrols; fire protection/rapid 911/police/medical/emergency disaster response; crime reduction; attracting/retaining local businesses/jobs; reducing traffic congestion; addressing homelessness; maintaining streets/parks, senior/youth, afterschool programs and other general community services; shall the measure establishing a 1¢ sales tax providing approximately \$21,300,000 annually until ended by voters; requiring audits, public spending disclosures, funds locally controlled, be adopted?

*(As Approved by Counsel)*

# Initially, overall six-in-ten respondents support a simple majority local measure.



# Potential City Measure

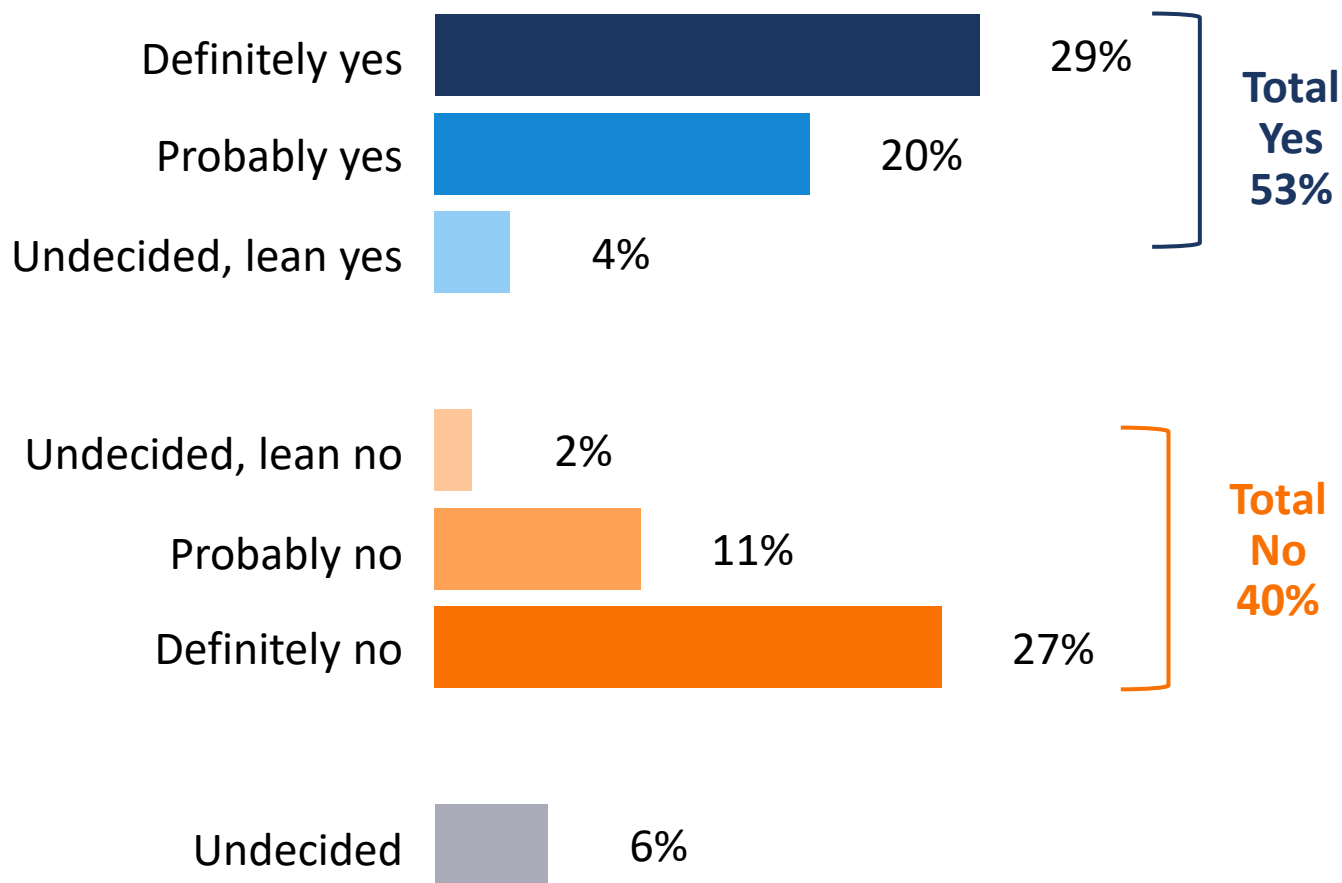
## (Two-thirds Requirement)

### ELK GROVE PUBLIC SAFETY/ PARKS/STREETS MEASURE

To provide exclusive funding for maintaining/improving Elk Grove community's public safety services, parks, recreational programs and streets by maintaining/enhancing neighborhood police patrols, fire protection, rapid 911/police/medical response; keeping parks safe/clean; supporting youth recreation/afterschool programs; repairing potholes; reducing traffic congestion; shall the measure establishing a 1¢ sales tax providing approximately \$21,300,000, until ended by voters; requiring audits, public spending disclosures, funds locally controlled, be adopted?

*(As Approved by Counsel)*

# Support for a dedicated measure does not reach the super-majority requirement.





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