

# **Turlock Highlights of a Community Issues Survey**

Survey Conducted: June 15-23, 2020



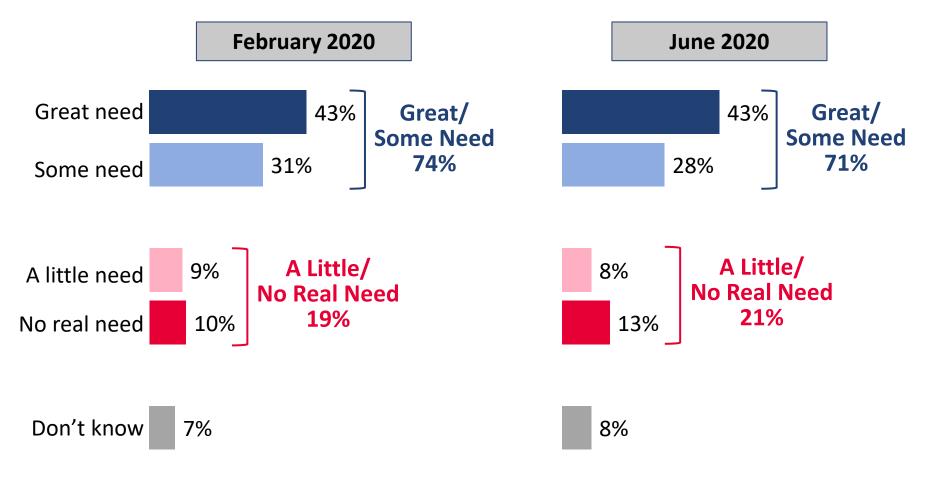
220-5886

## Methodology

- ✓ 473 completed survey interviews with Turlock residents likely to vote in November 2020
- ✓ Survey conducted June 15th 23<sup>rd</sup>, 2020
- ✓ Interviews conducted online and by cell phone/ landline telephone
- ✓ Survey available in English and Spanish
- ✓ Overall Margin of Error: +-4.9%



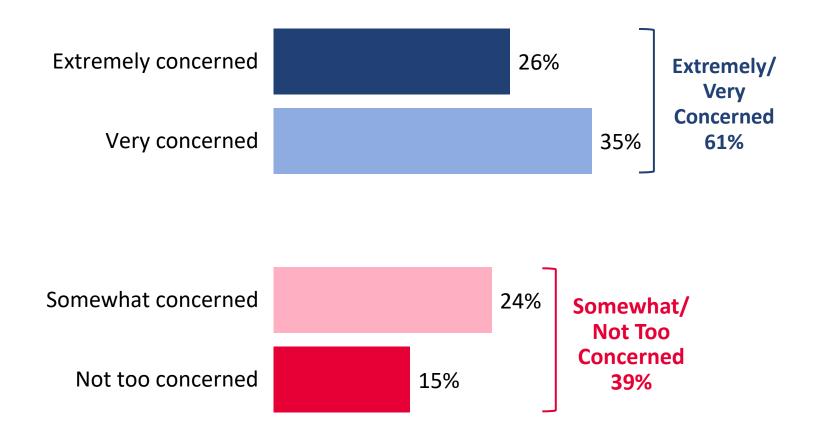
#### More than seven-in-ten respondents believe the City has at least "some" need for additional funding to provide City services, similar to the baseline survey findings.





In your personal opinion, do you think the City of Turlock has a great need for additional funding, some need, a little need or no real need for additional funds to provide the level of City services that Turlock residents need and want?

#### Over six-in-ten respondents are at least "very" concerned about the coronavirus pandemic and its impact on the local economy.





. Switching gears a bit, how concerned are you personally about the coronavirus pandemic and its impact on the economy in your area? Are you extremely concerned, very concerned, somewhat concerned or not too concerned?

#### A little more than half of respondents believe the pandemic will not be under control, nor will the economy have recovered, in six months.

Looking ahead six months, And looking ahead six months, do you think the economy in Turlock will do you think the coronavirus pandemic will generally be under control or not? have recovered or not? Under Recovered Control 26% 34% Not Don't Recovered Not Under Don't 57% Know Control Know 15% 51% 17%

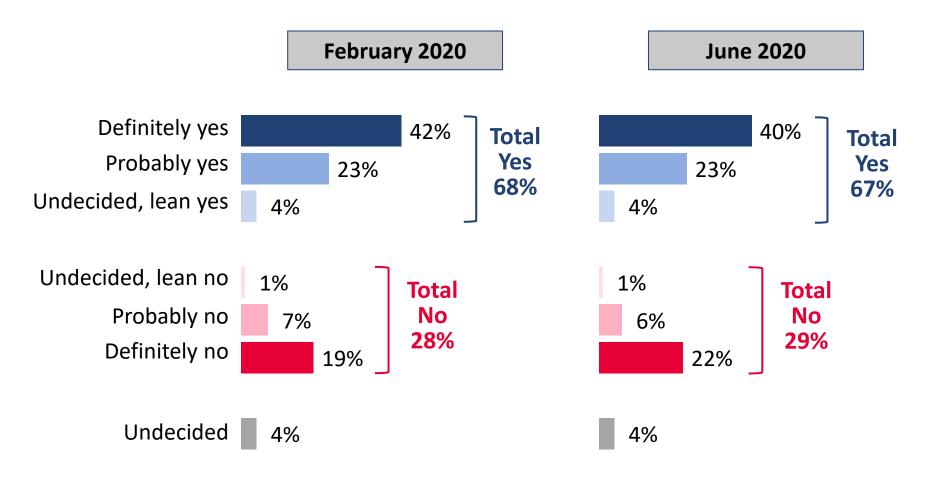


#### Local Revenue Ballot Measure Tested in the Survey

#### CITY OF TURLOCK PUBLIC SAFETY, 911 EMERGENCY RESPONSE, COMMUNITY SERVICES MEASURE

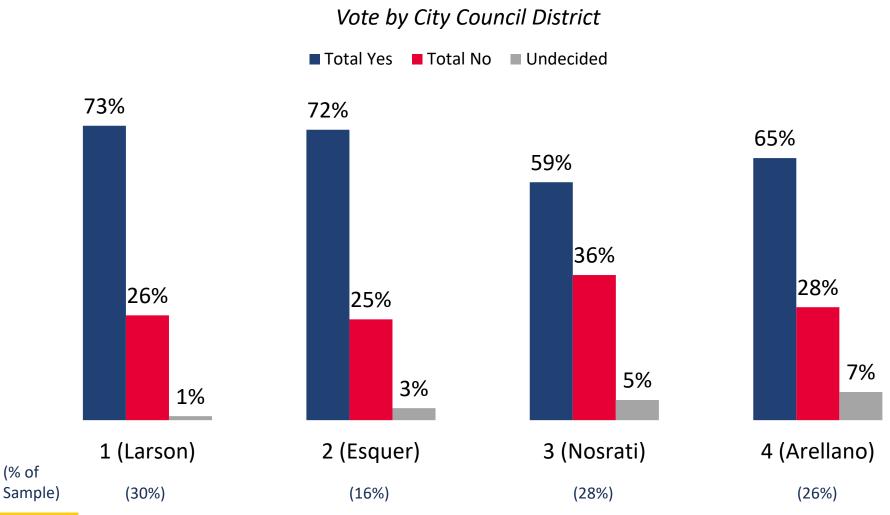
Shall the measure to maintain/restore general fund services including fire, 911 emergency medical response, police protection, anti-gang/drug programs; restore fire station staffing; address homelessness, vagrancy; keep public areas safe/clean; repair streets, potholes; support small businesses, local jobs by establishing a 1¢ sales tax providing approximately \$15,000,000 annually until ended by voters, requiring public disclosure of spending, all funds used locally, be adopted?

# Two-thirds of respondents support the potential local revenue measure, virtually identical to the baseline survey.



M3 Do you think you would vote "yes" in favor of this measure or "no" to oppose it?

#### **Majorities of respondents in each City Council District support the local revenue measure.**





(% of

If the election were held today, do you think you would vote "yes" in favor of this measure or "no" to oppose it?

#### The top community priorities include emergency medical response, retaining local businesses and jobs, keeping public areas safe and clean, and disaster preparedness.

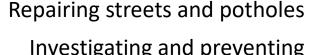
Ext. Impt.	Very Impt. Smwt.	Impt. 📕 Not Too Im	Not Too Impt./Don't Know	
Maintaining 911 emergency medical response	51%	379	37% 8%	
Retaining local businesses and jobs	48%	38%	12%	86%
Maintaining fire protection	46%	38%	12% <mark>5</mark>	<mark>% 83%</mark>
Keeping public areas safe and clean	32%	49%	16%	81%
Protecting Turlock's ability to respond to emergencies and natural disasters	41%	39%	15%	80%
Protecting Turlock's long-term financial stability	35%	45%	13% 79	<mark>6 80%</mark>
Addressing homelessness and vagrancy	46%	31%	16% 79	6 <b>77%</b>



Q I am now going to read you a list of possible projects, features, and provisions that might be included in this City of Turlock ballot measure. Regardless of how you feel about this measure, please tell me how important it is to you personally that each provision or use of funds is included in the measure: extremely important, very important, somewhat important, or not too important. Split Sample

### Continued

Ext. Impt.	′ery Impt. 🔳 Smv	vt. Impt. 🔳 Nc	ot Too Impt./	'Don't Know	Ext./Very Impt.
ing streets and potholes	39%	3	8%	21%	76%
stigating and preventing property crimes	28%	48%	48%		76%
aintaining public health mergency preparedness	34%	41	%	17% 89	<mark>% 75%</mark>
ng small businesses and maintaining local jobs	36%	38	%	20% 6	<mark>%</mark> 74%
on staffing and response	39%	35	5%	19% 7	<mark>%</mark> 73%
aining police protection	39%	33	8%	16% <mark>12</mark> %	<mark>% 71%</mark>
aintaining anti-gang and anti-drug programs	32%	34%	2	24% <mark>10</mark>	<mark>% 65%</mark>
rgency communications systems atrols of neighborhoods, rks and recreation areas olice officer equipment, ly cameras, vehicles and bullet proof vests	23%	42%	23	3% <mark>13</mark> %	65%
	34%	27%	249	% 15%	61%
	29%	27%	24%	20%	56%
fire and natural disaster preparedness	22%	34%	30%	<b>14</b> %	<b>56%</b>



Ma

en Supportin

Restoring fire station

Mainta

Ma

Upgrading emer

Increasing police pa Upgrading po including body Maintaining wildf



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