



Turlock Community Issues Survey

*Survey Conducted:
February 3-9, 2020*



FAIRBANK, MASLIN,
MAULLIN, METZ
& ASSOCIATES

Methodology

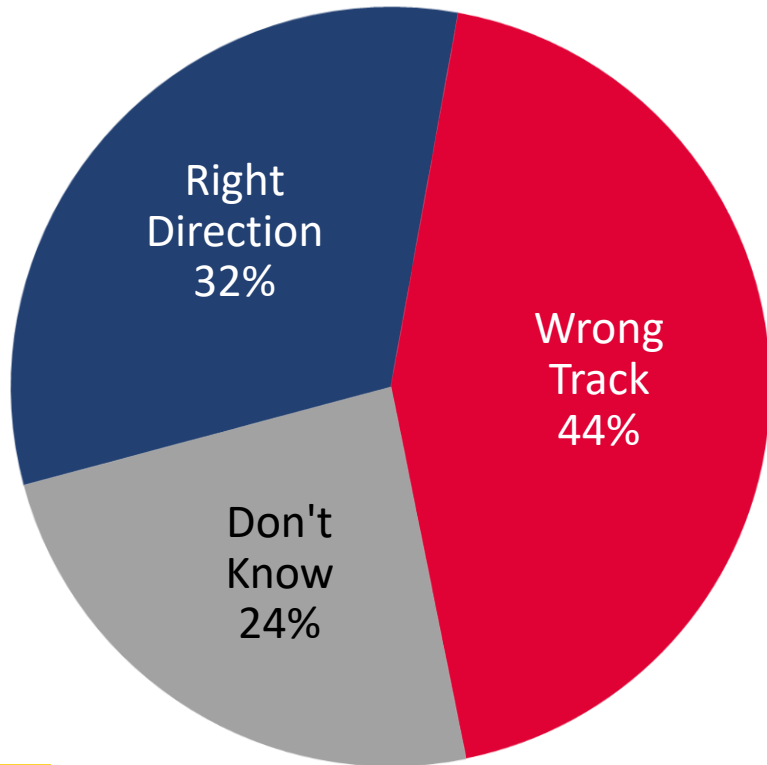
- ✓ 525 completed survey interviews with a random sample of Turlock residents likely to vote in November 2020
- ✓ Conducted February 3rd - 9th, 2020
- ✓ Interviews conducted online and by cell phone/landline telephone
- ✓ Survey available in English and Spanish
- ✓ Overall Margin of Error: +-4.9%



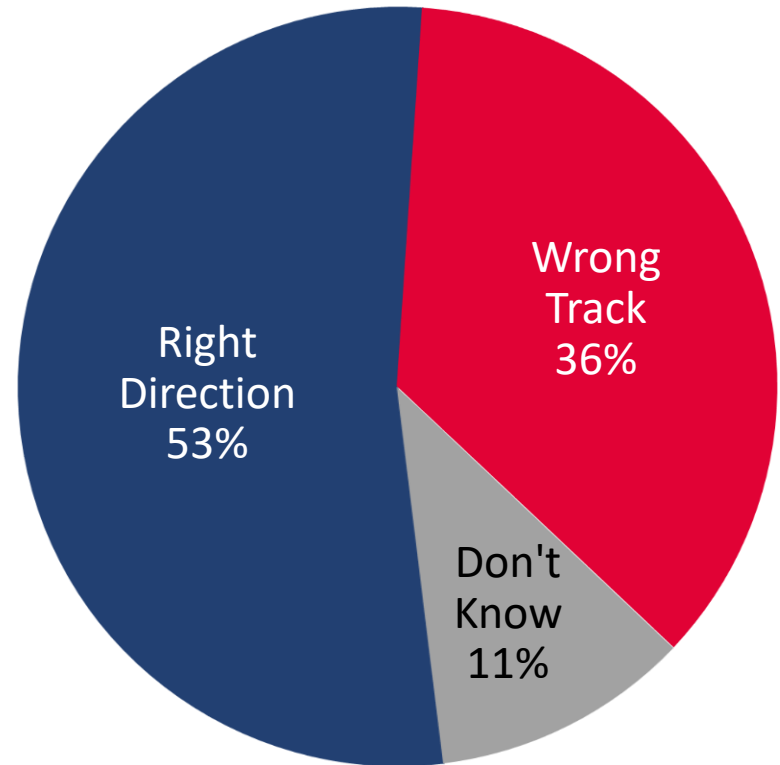
General Community Attitudes

A majority of respondents have positive opinions about the direction of their neighborhood, but fewer are optimistic about the direction of the city overall.

The City of Turlock

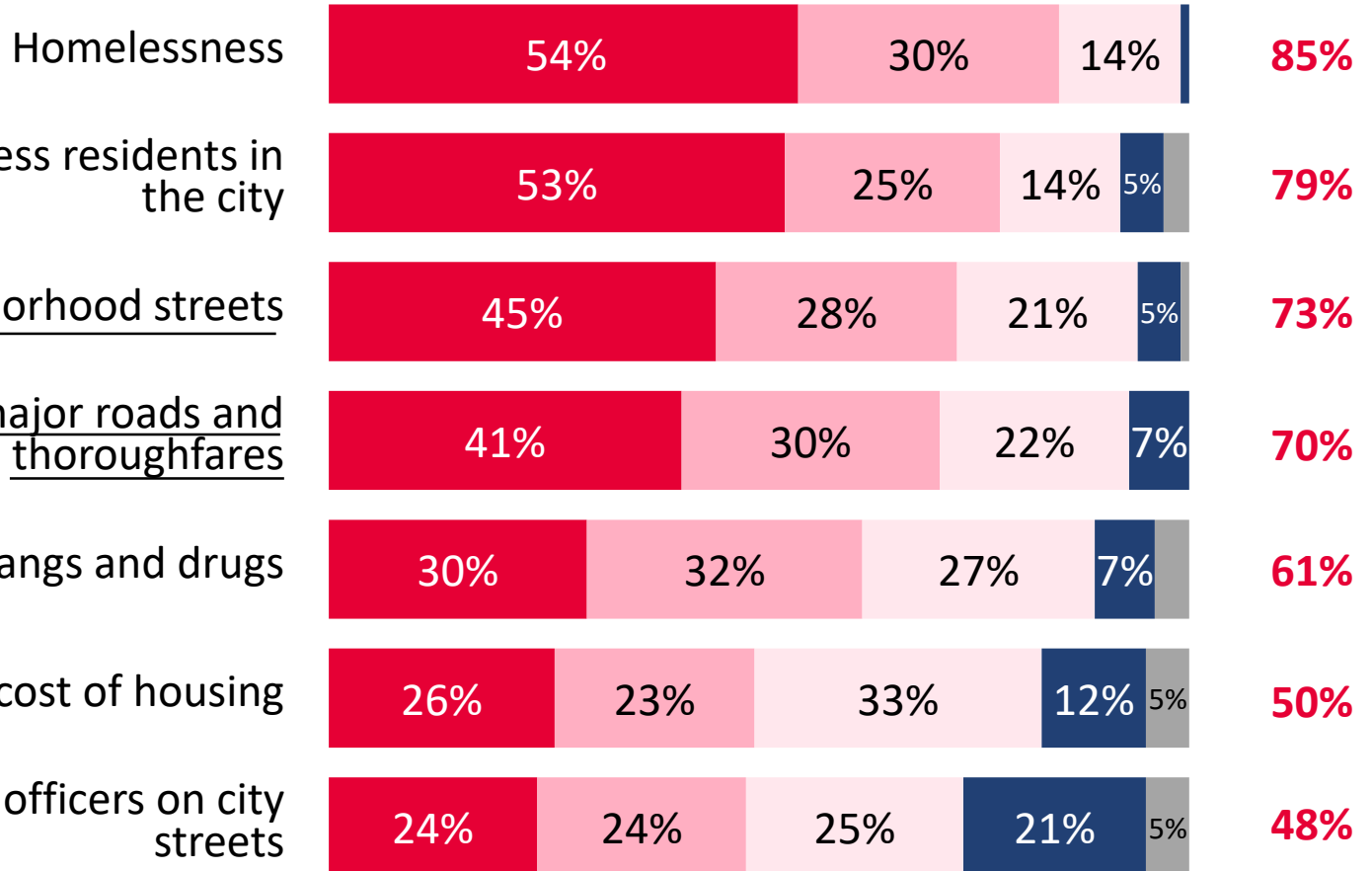


Your Local Neighborhood



Homelessness, road conditions and crime are considered to be the most serious problems.

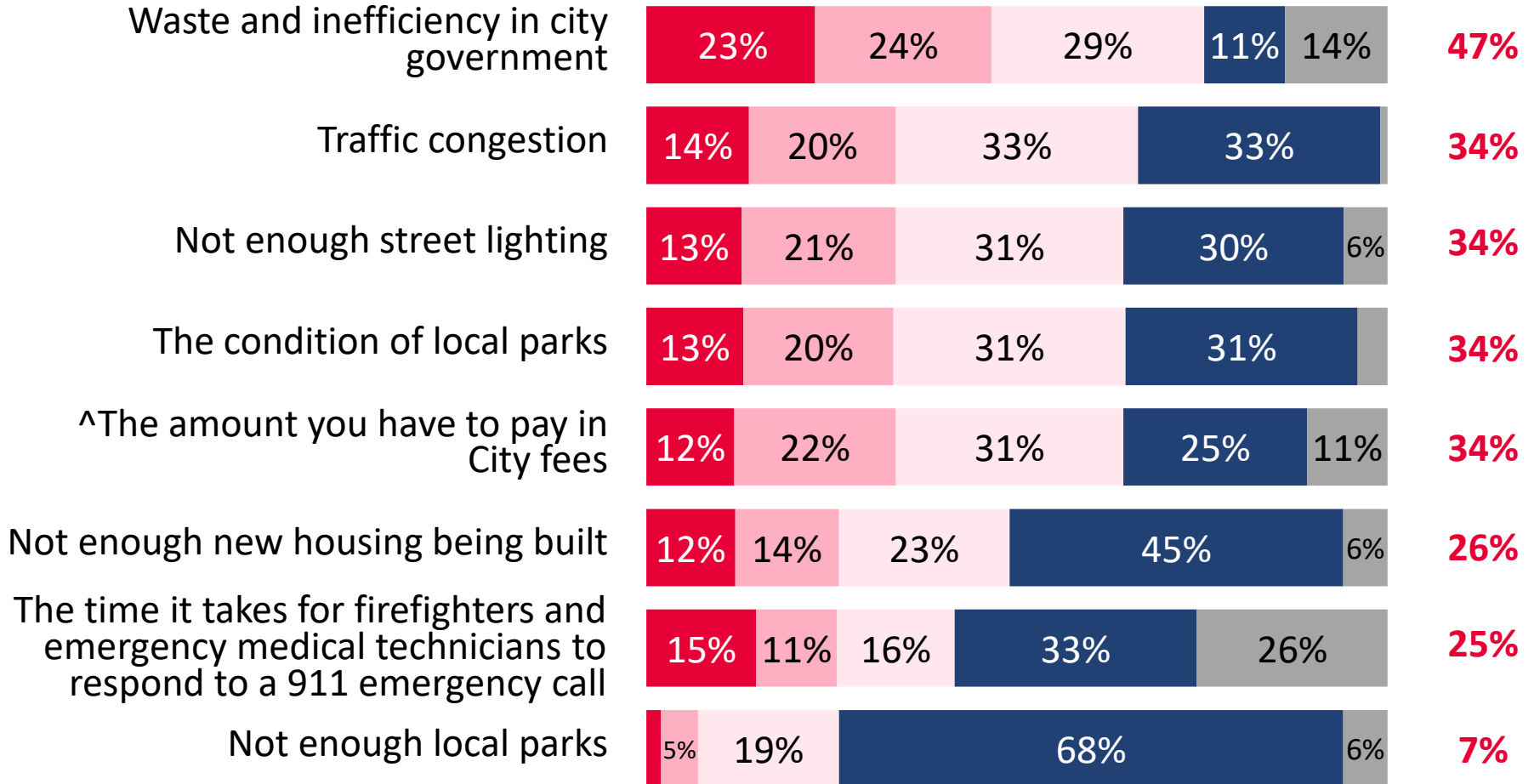
■ Ext. Ser. Prob. ■ Very Ser. Prob. ■ Smwt. Ser. Prob. ■ Not Too Ser. Prob. ■ Don't Know **Ext./Very Ser. Prob.**



Continued

■ Ext. Ser. Prob. ■ Very Ser. Prob. ■ Smwt. Ser. Prob. ■ Not Too Ser. Prob. ■ Don't Know

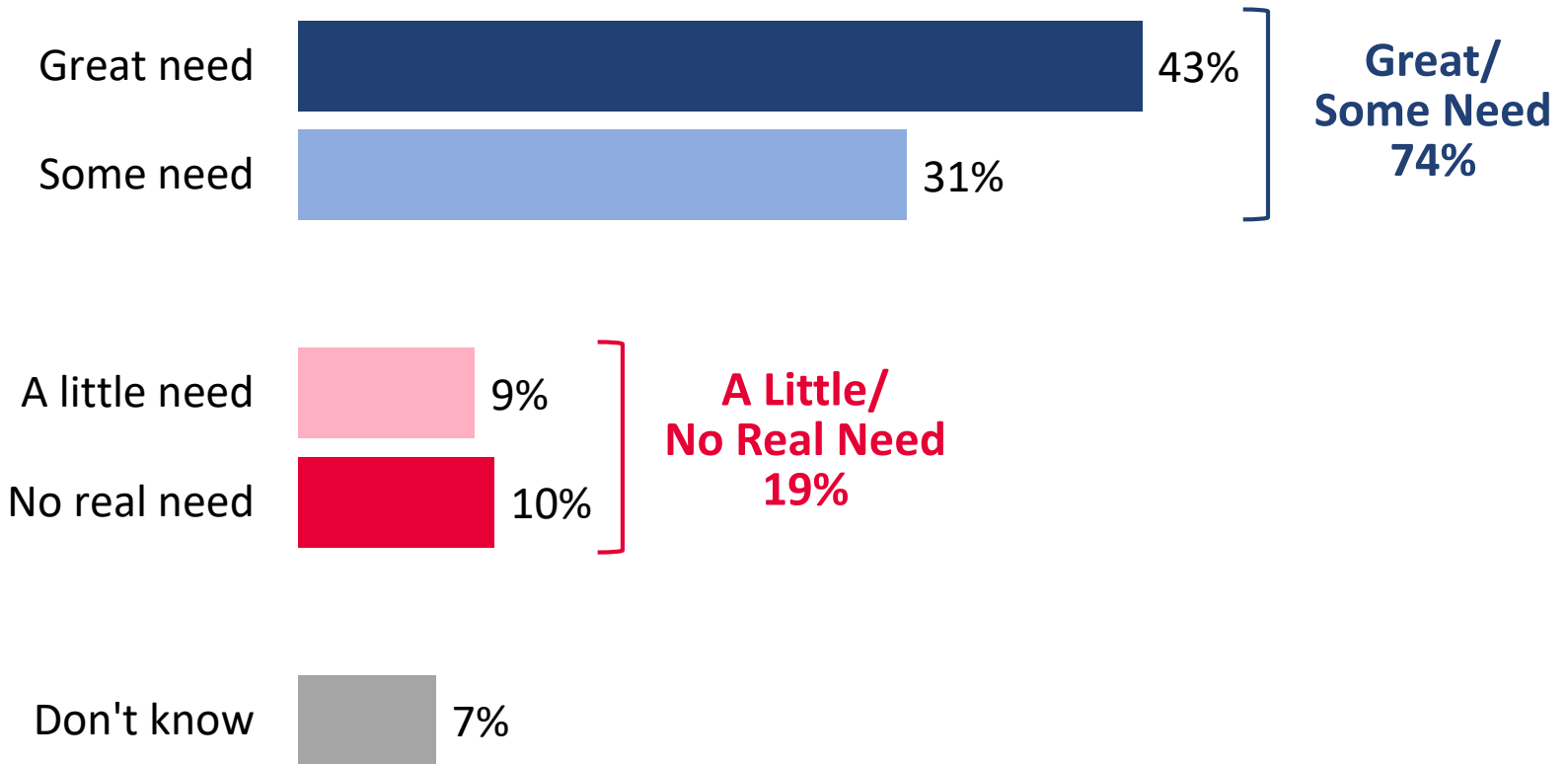
Ext./Very Ser. Prob.





Attitudes on a Potential Local Revenue Ballot Measure

More than seven-in-ten voters believe the City has at least "some" need for additional funding to provide City services.

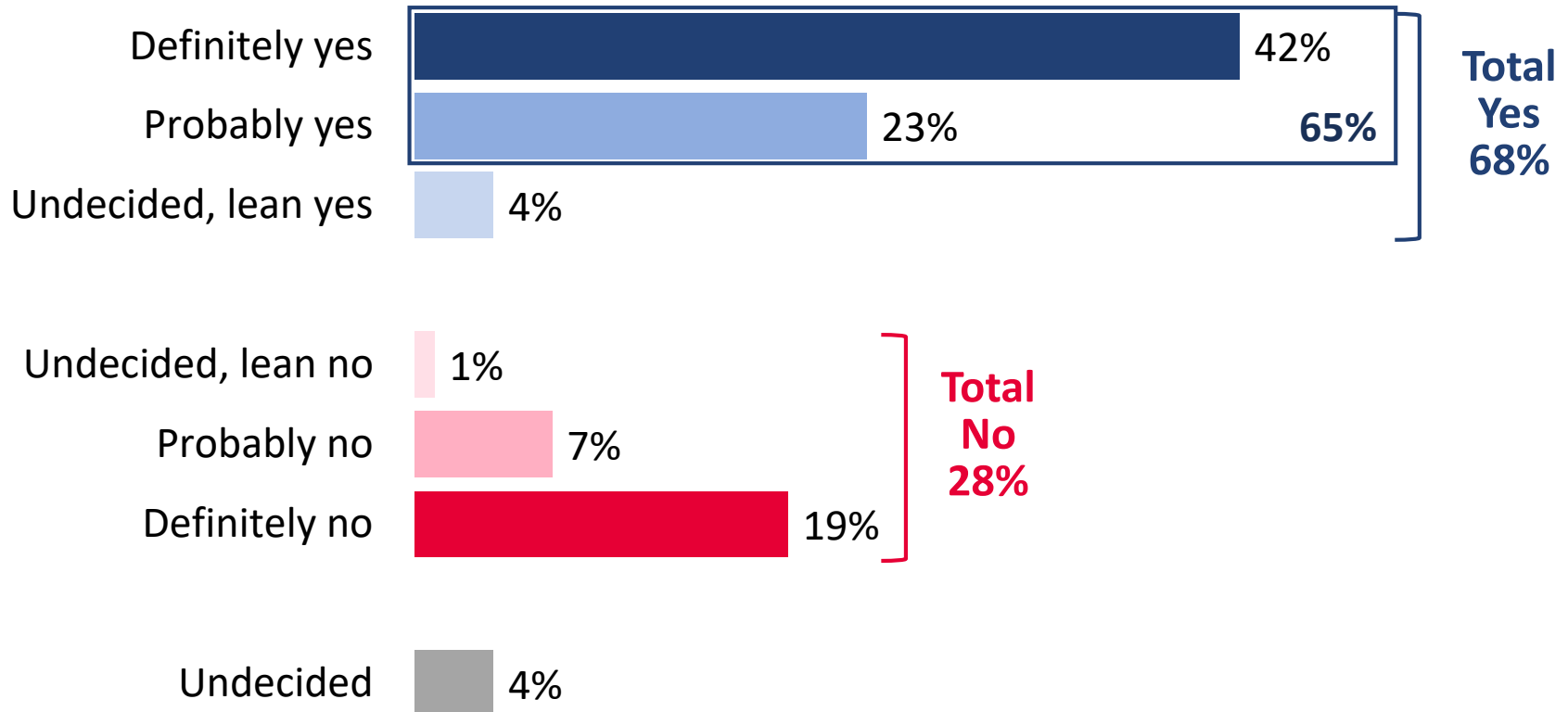


Hypothetical Ballot Question Tested in the Survey

TURLOCK PUBLIC SAFETY/COMMUNITY SERVICES MEASURE.

Shall the measure to maintain police/fire protection, emergency medical response, anti-gang/drug programs; keep parks/public areas safe/clean; address homelessness/vagrancy; repair streets, potholes, sidewalks; retain/attract local businesses; maintain youth/after-school and senior programs, other general services, by establishing a 1¢ sales tax providing approximately \$15,000,000 annually until ended by voters, requiring audits, citizens oversight, public disclosure of spending, all funds used locally, be adopted?

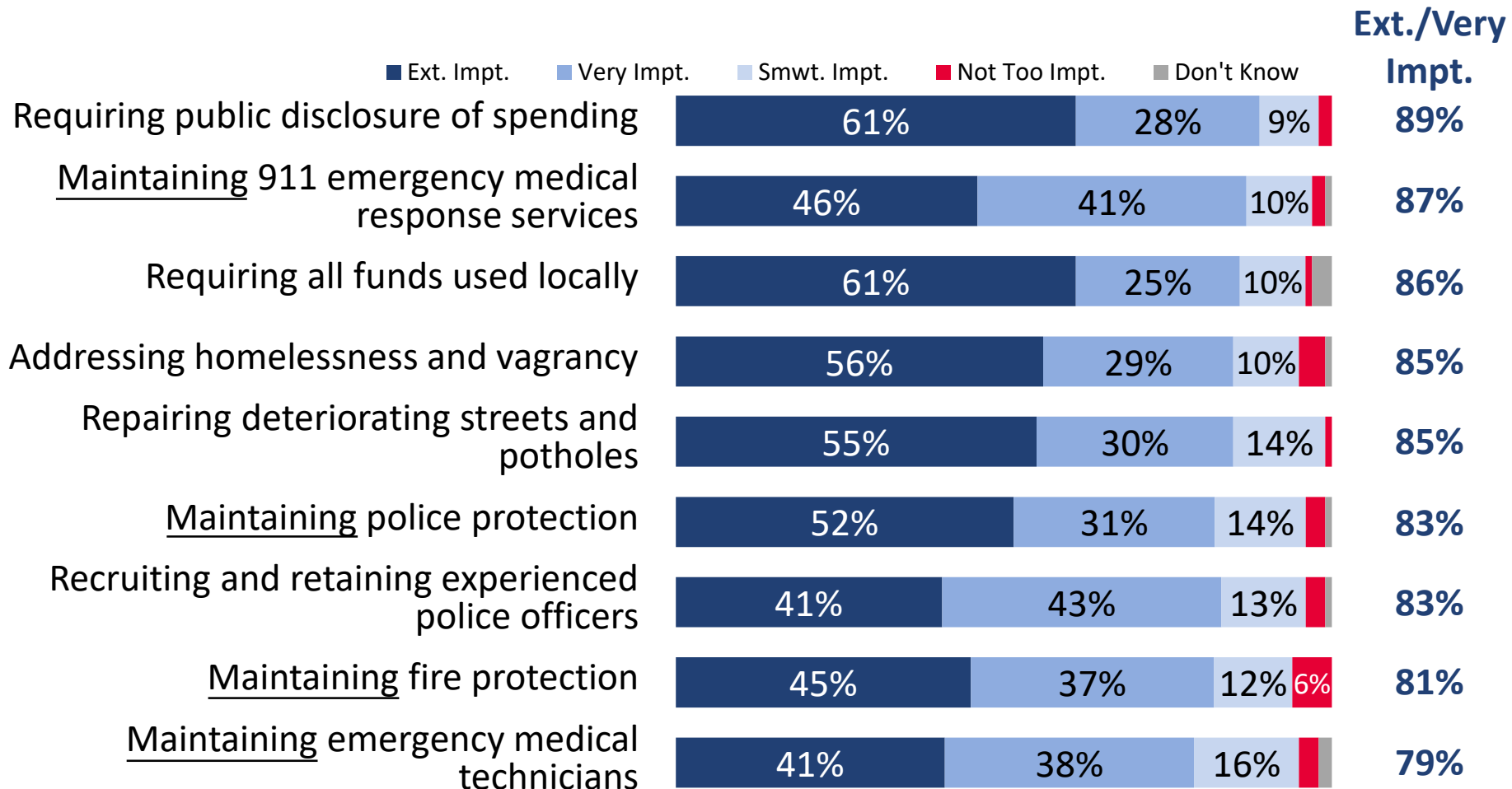
Nearly seven-in-ten voters support the potential sales tax measure on the initial reading.





Ballot Measure Elements

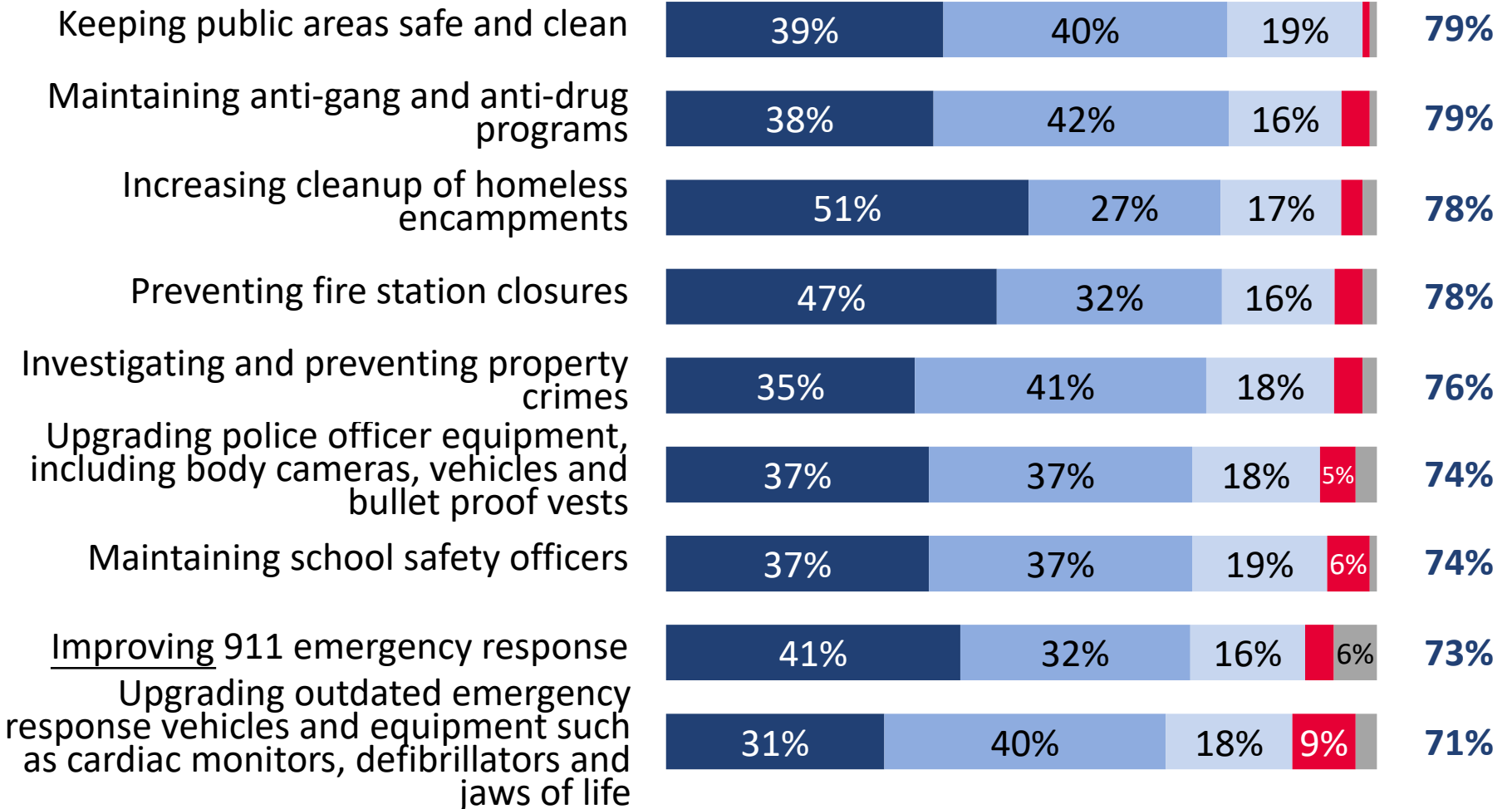
The top priorities for the measure include maintaining 911 response, addressing homelessness, repairing streets, maintaining public safety and fiscal accountability.



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

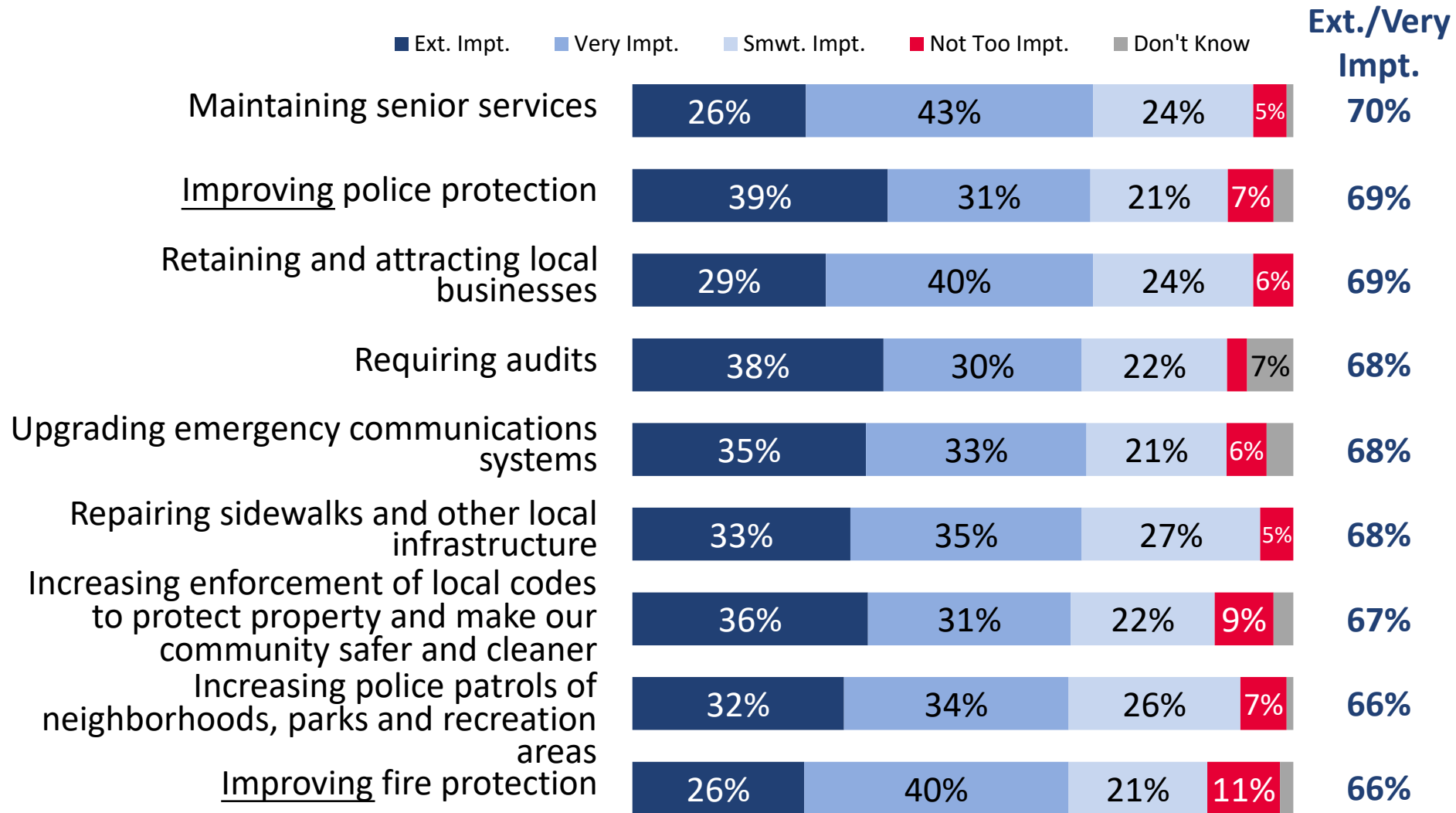
Keeping public areas safe and clean, maintaining anti-gang/drug programs, increasing cleanup of homeless encampments and preventing fire station closures are also important priorities.

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



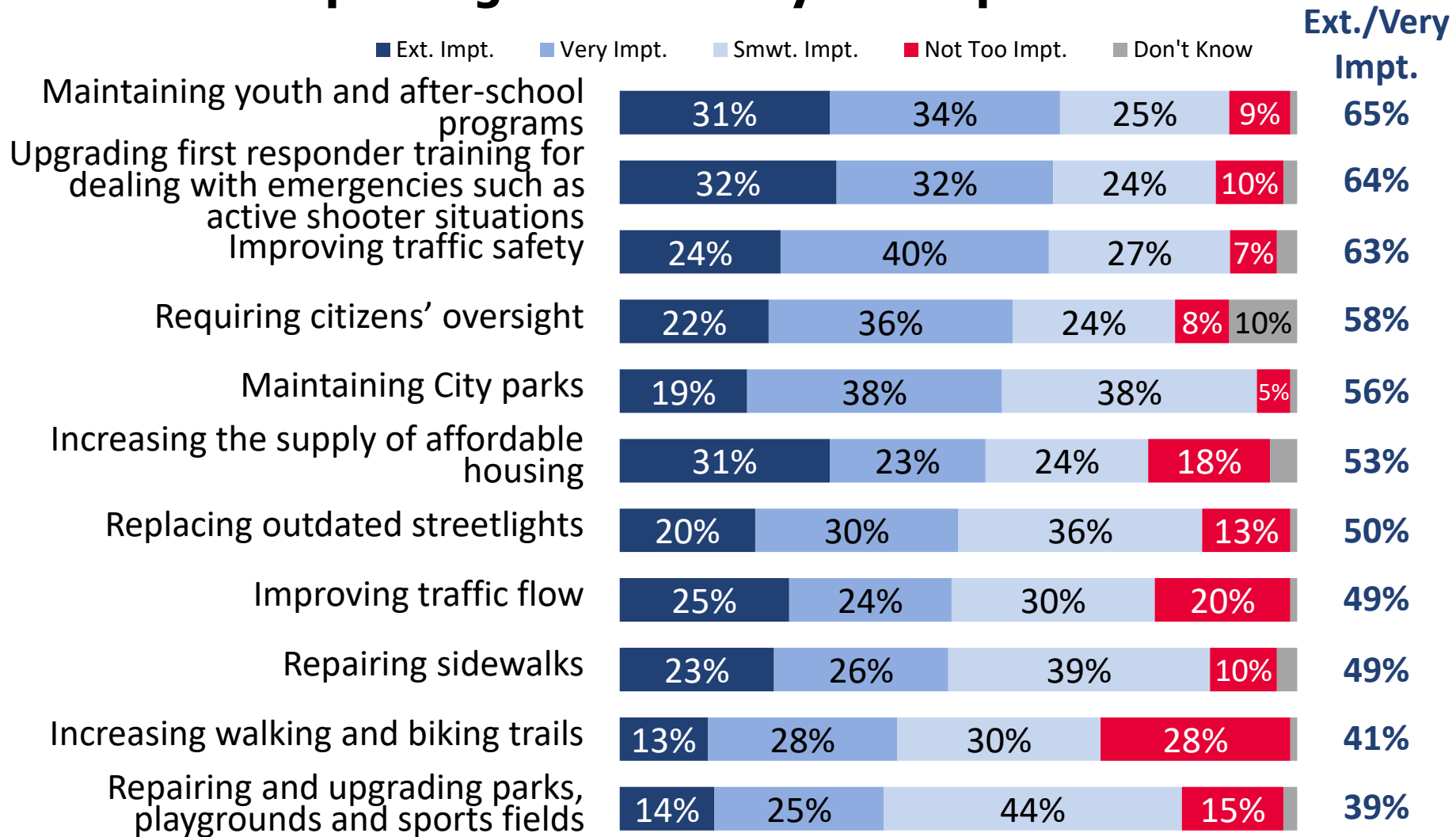
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Maintaining senior services and retaining and attracting local businesses are part of the next tier of priorities.



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

Over six-in-ten voters think youth/after-school programs, first responder training for active shooters and improving traffic safety are important.

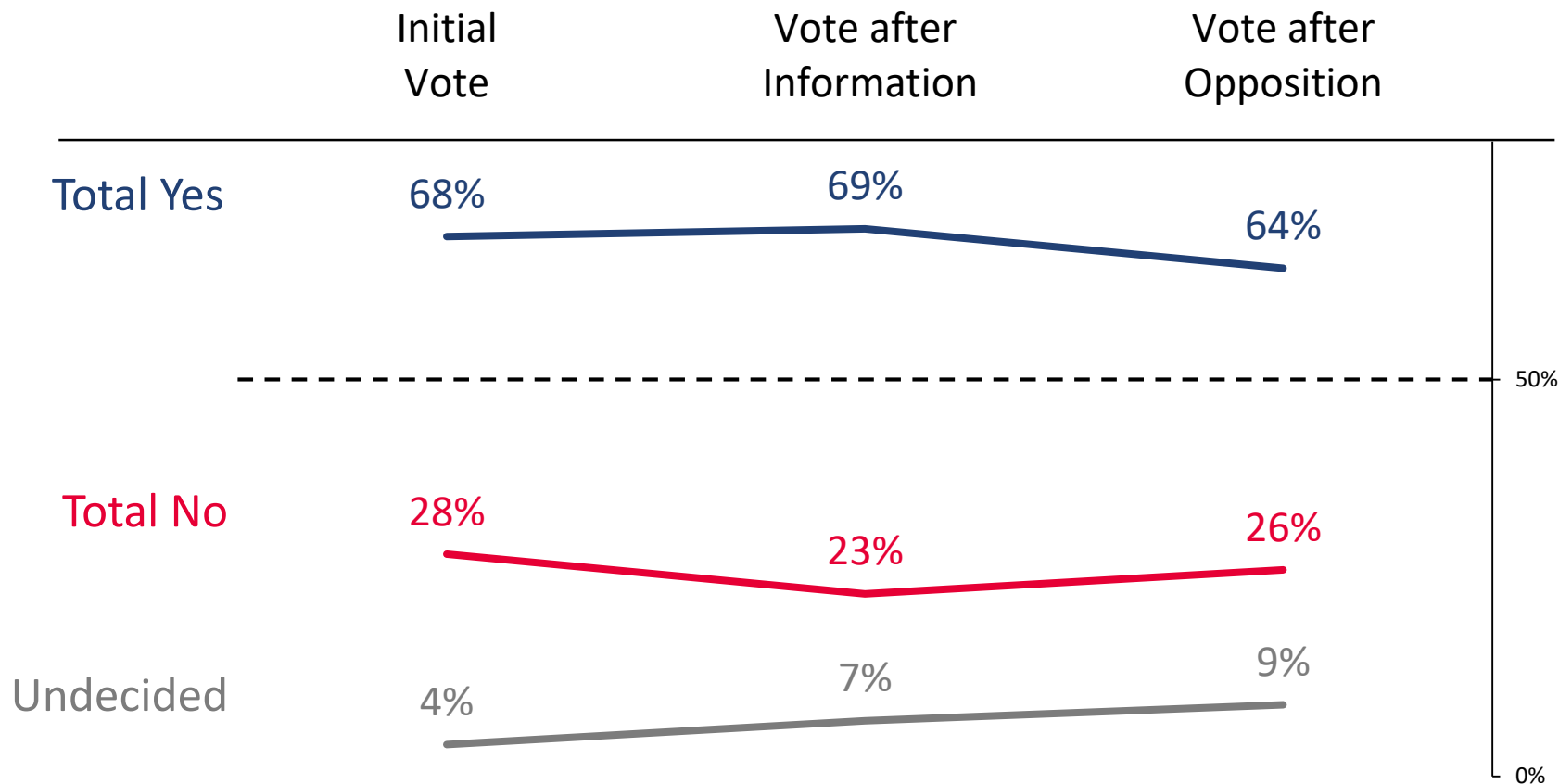


Q9. I am now going to read you a list of possible projects, features, and provisions that might be included in this City of Turlock ballot measure. Regardless of how you feel about this measure, please tell me how important it is to you personally that each provision or use of funds is included in the measure: extremely important, very important, somewhat important, or not too important. Split Sample



Impact of Information

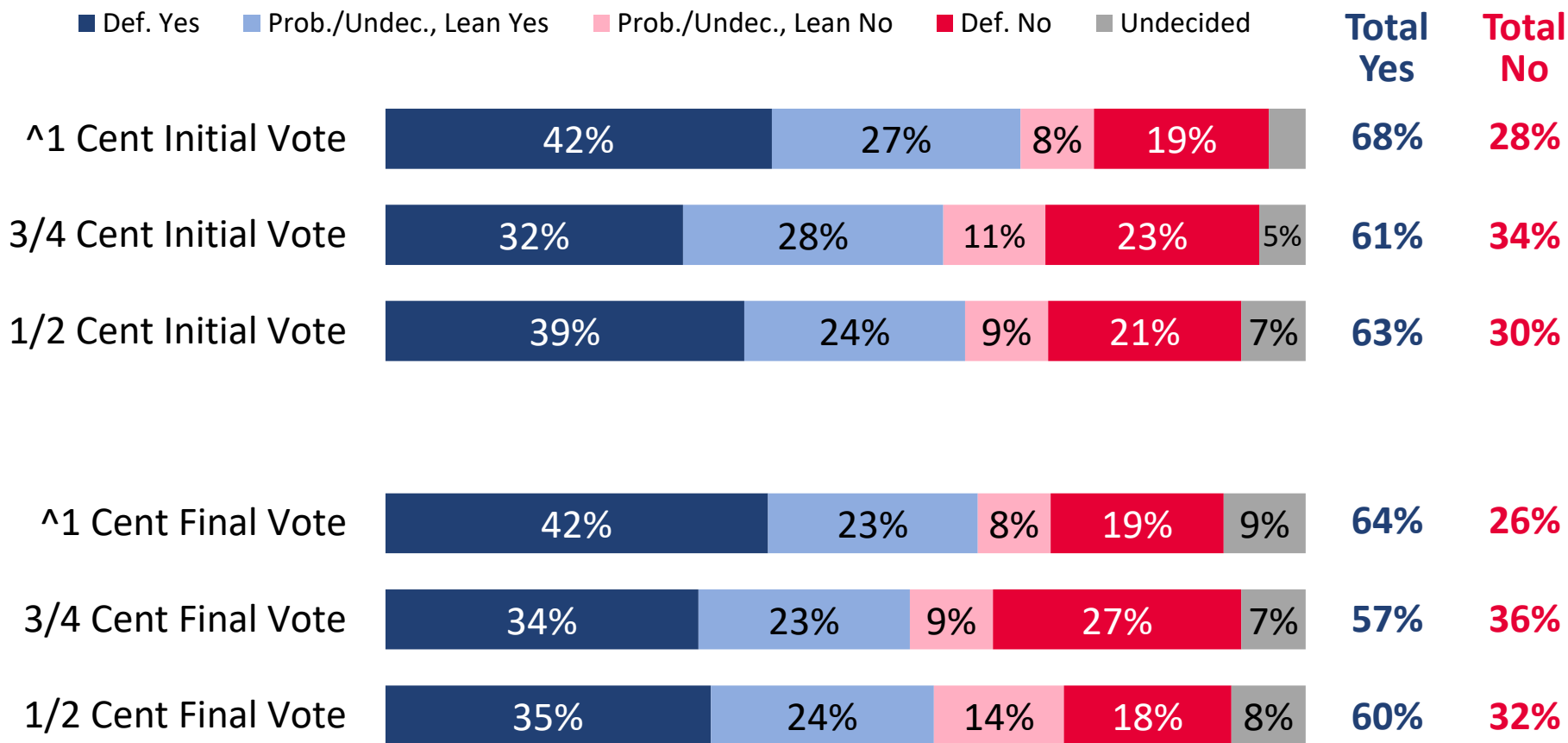
After opposition messages, support for the measure remains above the majority-vote threshold for passage.





Testing Variations in Sales Tax Rates

There was less support for the measure when voters considered it at a rate of 3/4 cent or 1/2 cent, both at the beginning and end of the survey.





Conclusions

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- ✓ A one-cent general purpose sales tax is clearly viable for further planning for the November 2020 ballot. The initial vote is well above the majority vote threshold needed for passage and outside the survey's margin of error.
- ✓ There is also a strong sense that the City needs additional funds, which helps to explain why there was lower support for either the $\frac{3}{4}$ or $\frac{1}{2}$ cent options.
- ✓ Top priorities for residents include ensuring the City has the funds it needs to address crucial services such as homelessness, street repairs and maintaining public safety.
- ✓ The potential measure's fiscal accountability provisions, such as public disclosure of all spending and ensuring that all funding is used locally in Turlock, are also highly important.

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