

HIGHLIGHTS OF COMMUNITY PRIORITY- SETTING & LOCAL REVENUE SURVEY

CONDUCTED FOR THE
CITY OF LA PALMA

PRESENTED BY
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6/7/2016





PURPOSE OF STUDY

- Gauge perceptions of City's performance in providing municipal services
- Determine if a locally enacted and controlled revenue measure to fund city services is of interest to the community
- Identify the community's priorities for any additional funding
- Provide strategic recommendations

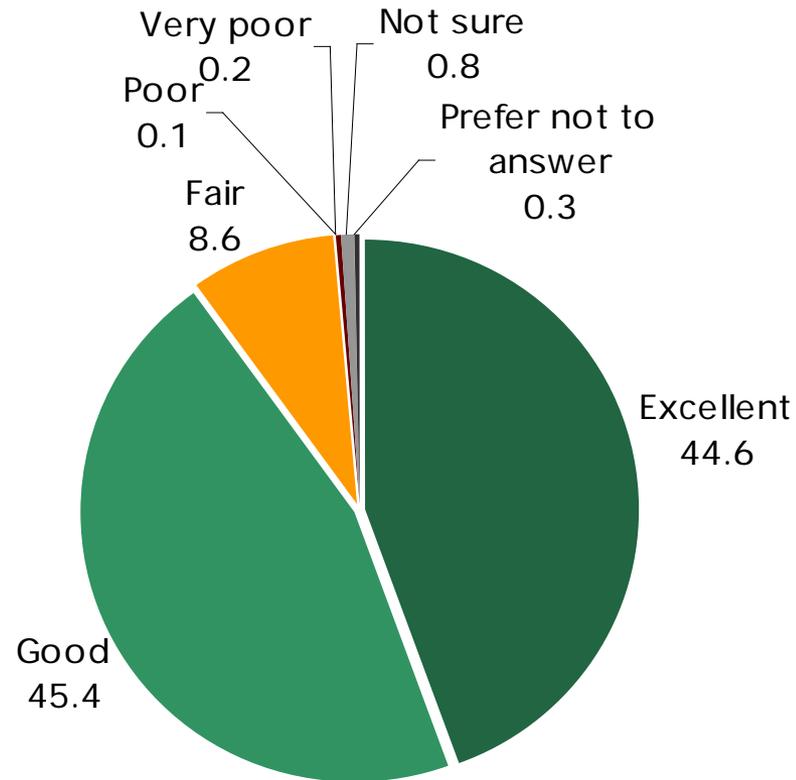
The team of The Lew Edwards Group and True North Research have represented hundreds of public agencies and conducted scores of similar studies in Orange County and throughout California. When conducting such projects our only professional objective is to provide unbiased, independent data about public views. Our team has no assumptions or pre-conceptions about the direction a given client should undertake.



METHODOLOGY OF STUDY

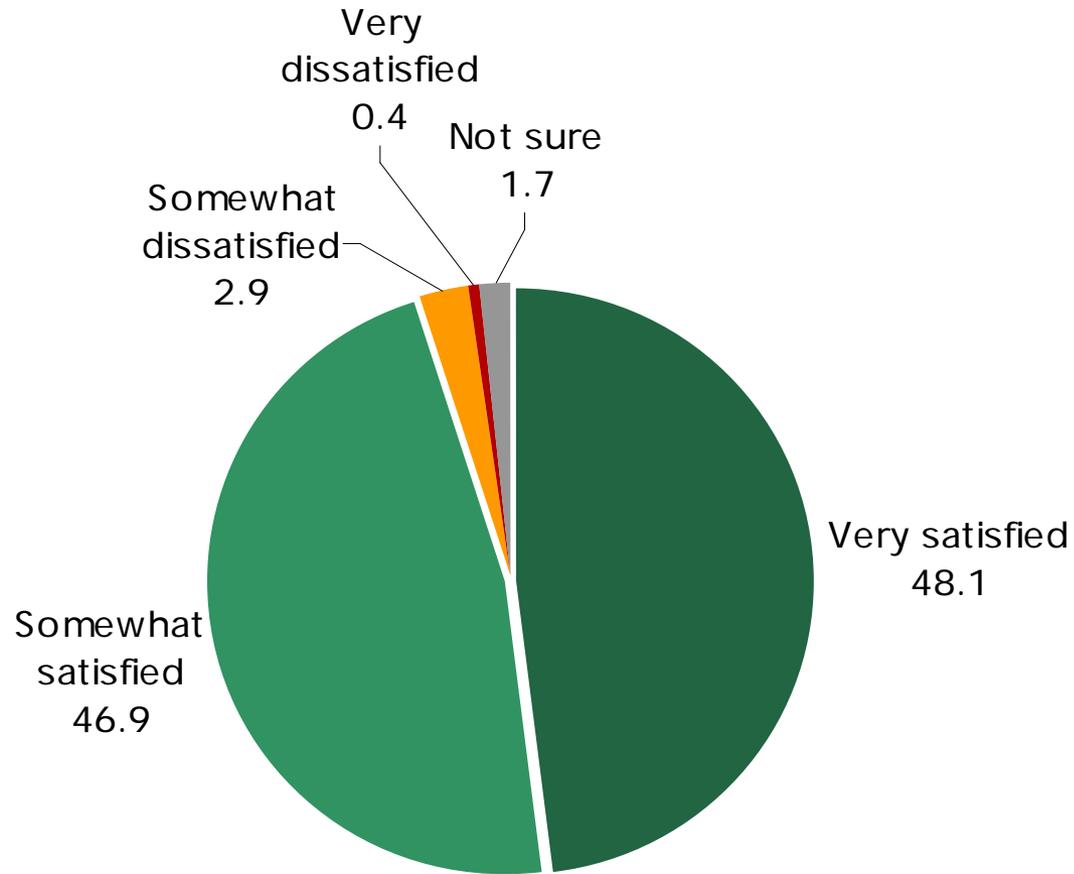
- Conducted May 5th to May 16th, 2016
- Sample: 289 voters likely to participate in November 2016 election, with likely June 2016 subset
- Mixed-method approach
 - Recruit via telephone and email
 - Data collection via telephone and online
 - English and Korean
- Overall margin of error of $\pm 5.6\%$

QUALITY OF LIFE



90% Rate the Quality of Life in La Palma as Excellent or Good

OVERALL SATISFACTION WITH CITY SERVICES



95% are Satisfied with the City's Overall Performance in Providing Services



BALLOT TEST

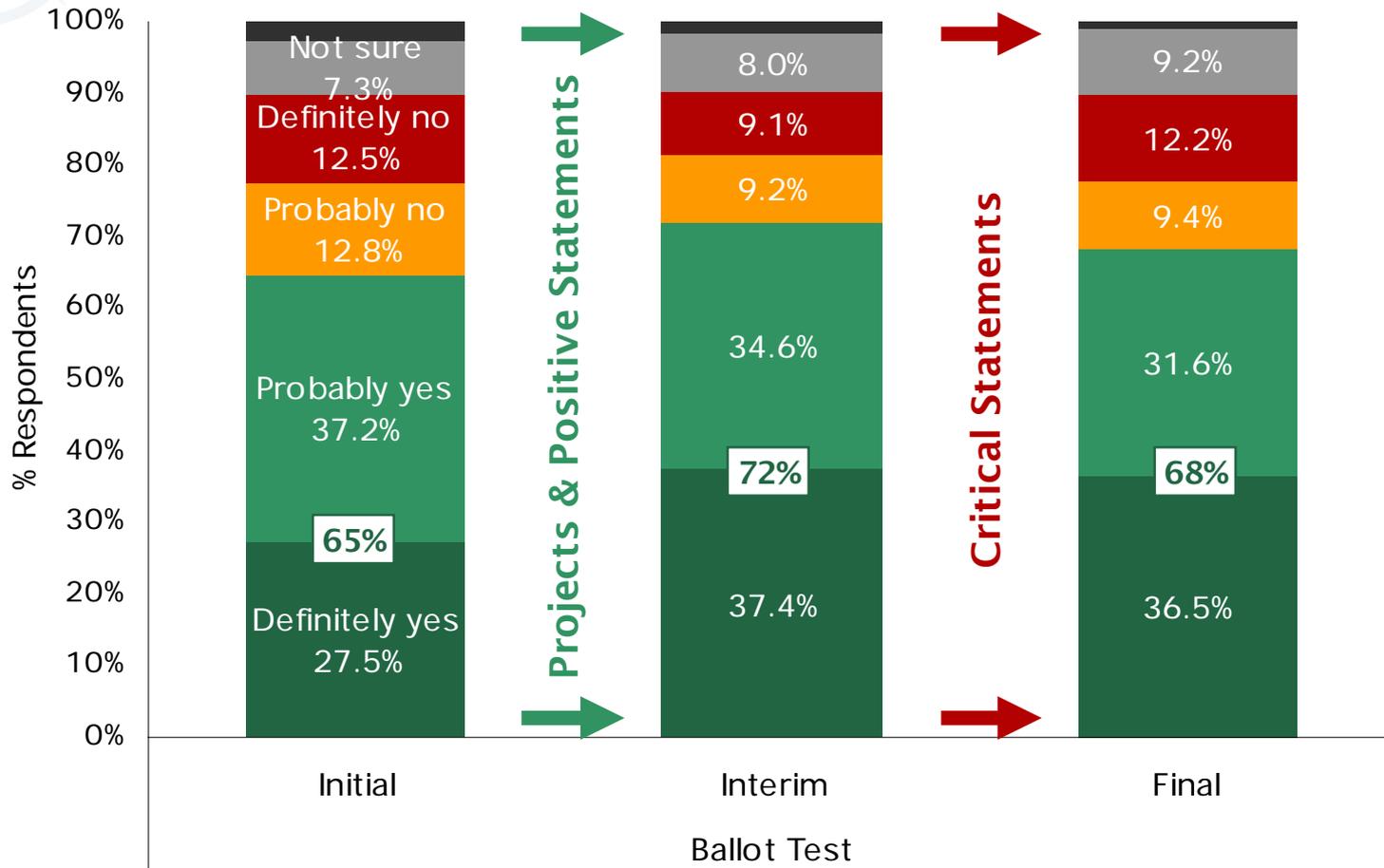
Shall the ordinance:

- establishing a one cent sales tax
- to remain in effect until ended or modified by the voters
- and raising an estimated \$1,500,000 annually for any and all governmental purposes of the City
- which may include any general fund services such as police patrols and crime prevention, 9-1-1 emergency response, and street maintenance/pothole repair
- with the requirement for public audits and disclosures of all funds spent be adopted?

If the election were held today, would you vote yes or no on this measure?

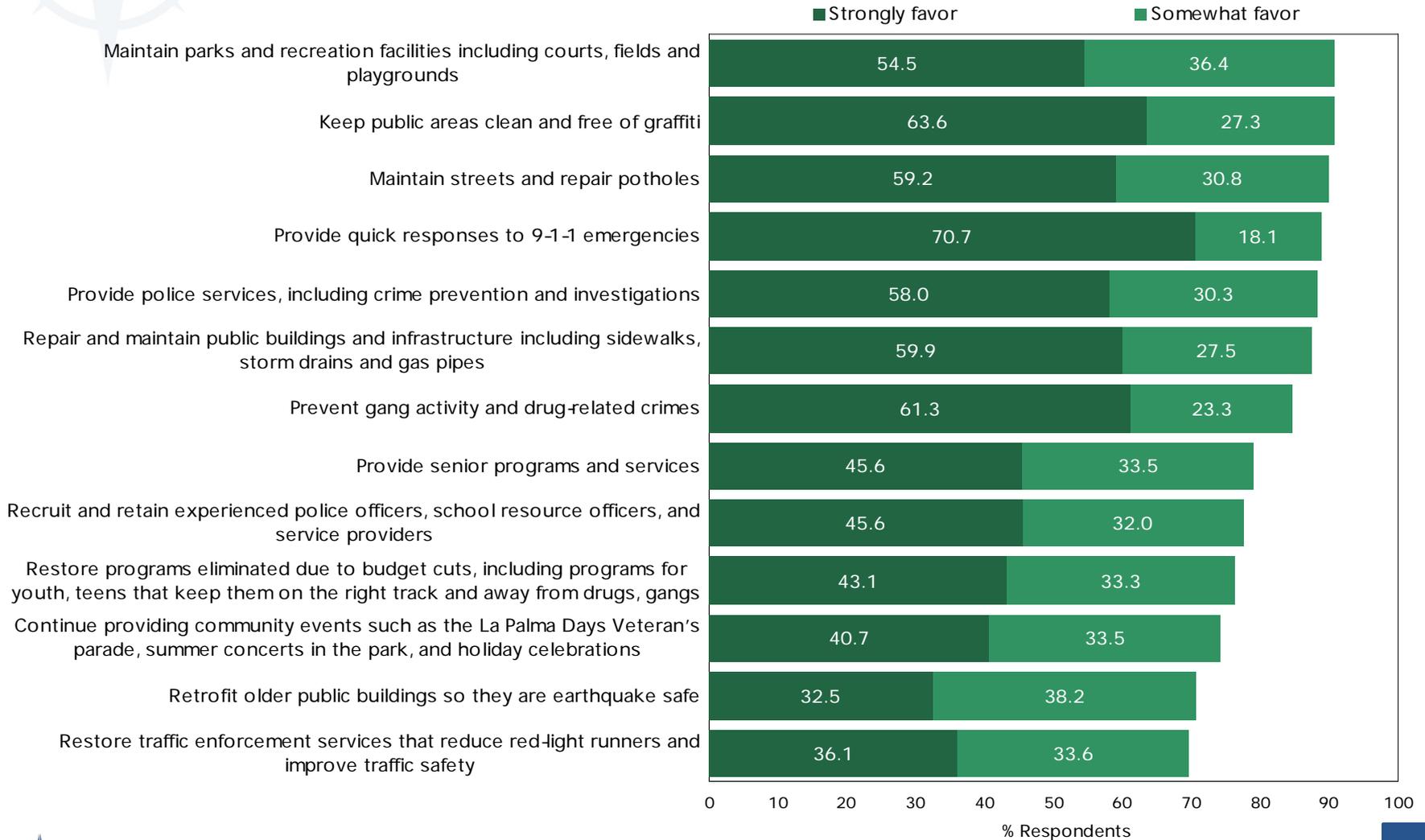
**Language reviewed and approved by the City's Attorney*

BALLOT TEST SCENARIOS



**Simple Majority Required for Passage*

COMMUNITY PRIORITIES





KEY CONCLUSIONS

- Residents value the services the City provides, do not want them reduced, and are willing to pay to maintain them.
- Is it feasible to move forward with a sales tax measure? **Yes.**
 - Voters have very high opinion of the City's performance in providing city services & quality of life in the City.
 - Strong natural support for measure (65%) that requires a simple majority
 - Highly valued services and projects
 - All ballot tests are above simple majority required for passage of general tax



RECOMMENDATIONS

- LEG and True North recommend the City proceed with planning for a November election, provided that the measure will help to address essential services the public has identified as priorities, including:
 - Rapid 911 response, police services, and gang/drug crime prevention.
 - Maintenance of city infrastructure including streets/pothole repair, sidewalks, storm drains, gas pipes, public buildings and graffiti removal.
 - Maintenance of parks and recreation facilities.
- It will be necessary to take some time over the coming weeks to identify additional constituent input and refine ballot language and other measure elements.