



Cathedral City

Cathedral City Ballot Measure Issues Survey

Summary of Results

Survey Conducted:
December 7-17, 2013

*Fairbank,
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Associates*

FM3

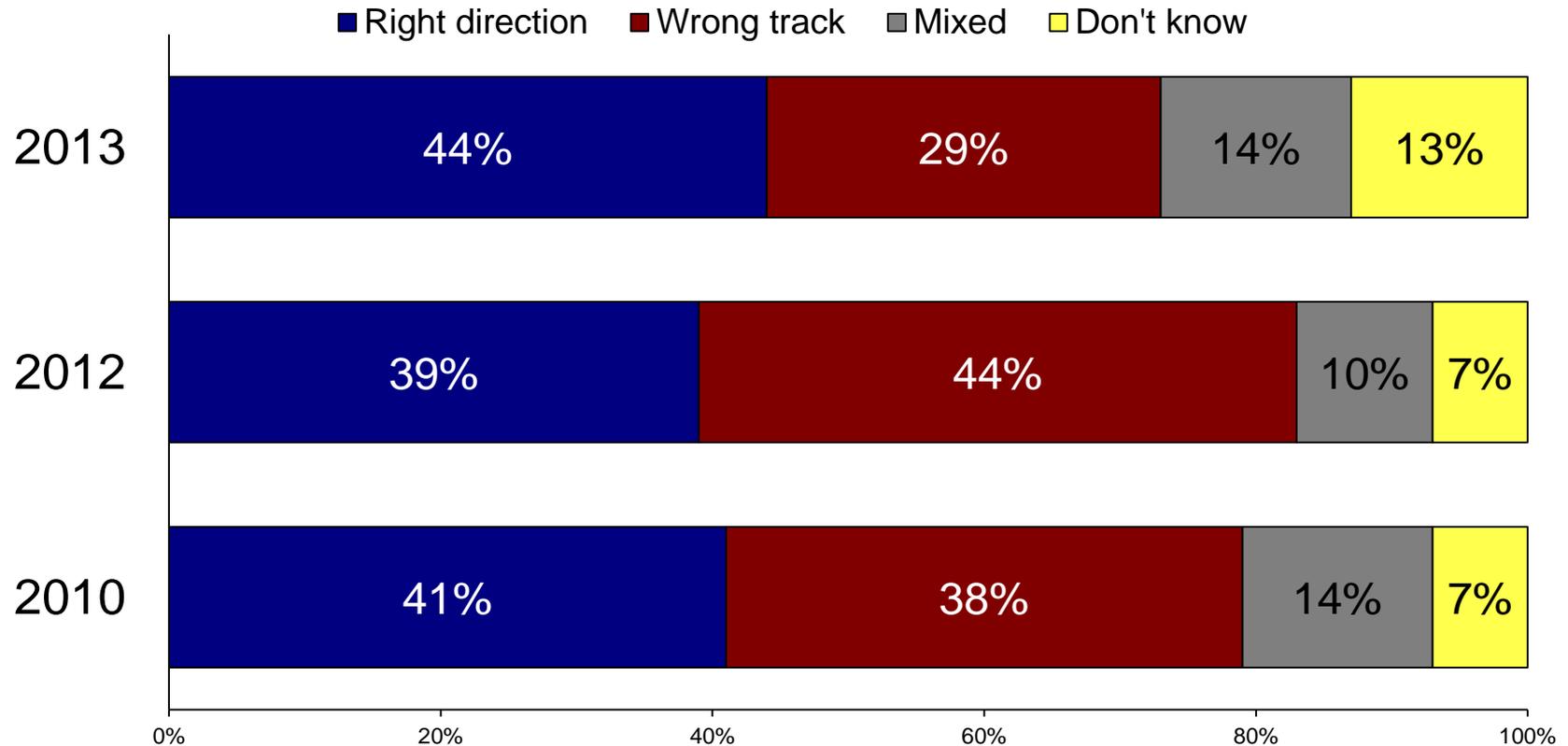
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Research Methodology

- Survey conducted December 7-17, 2013
- Interviews conducted by landline and cellular telephones
- 350 randomly-selected Cathedral City registered voters likely to vote in the June 2014 Statewide Primary Election
- Margin of error for the full sample is +/-5.2%
- Interviews were conducted in English and Spanish
- Results from prior Cathedral City surveys are shown for comparison purposes

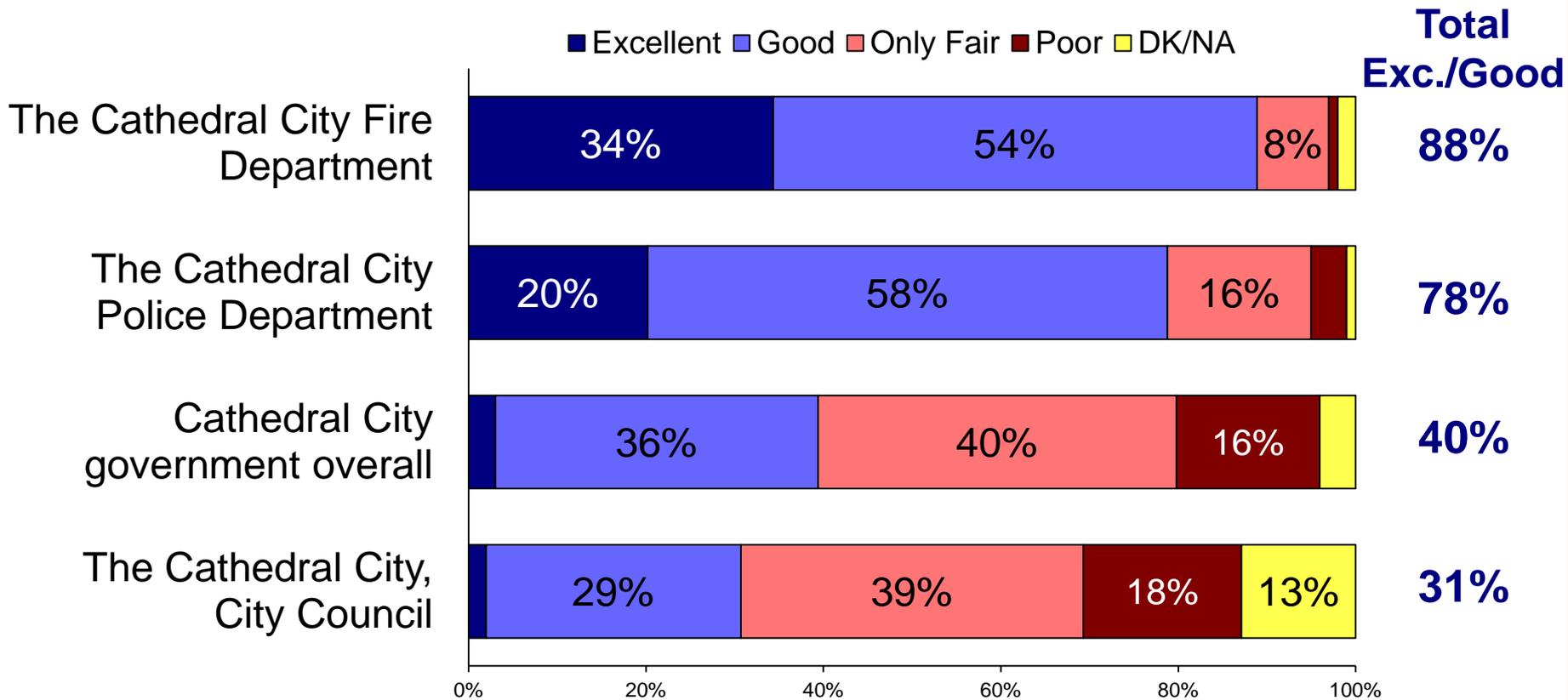
Since 2009, there has been a net 20-point improvement in the proportion of respondents who think the city is headed "right direction."

On an overall basis, do you think things in Cathedral City are going in the right direction or are they off on the wrong track?

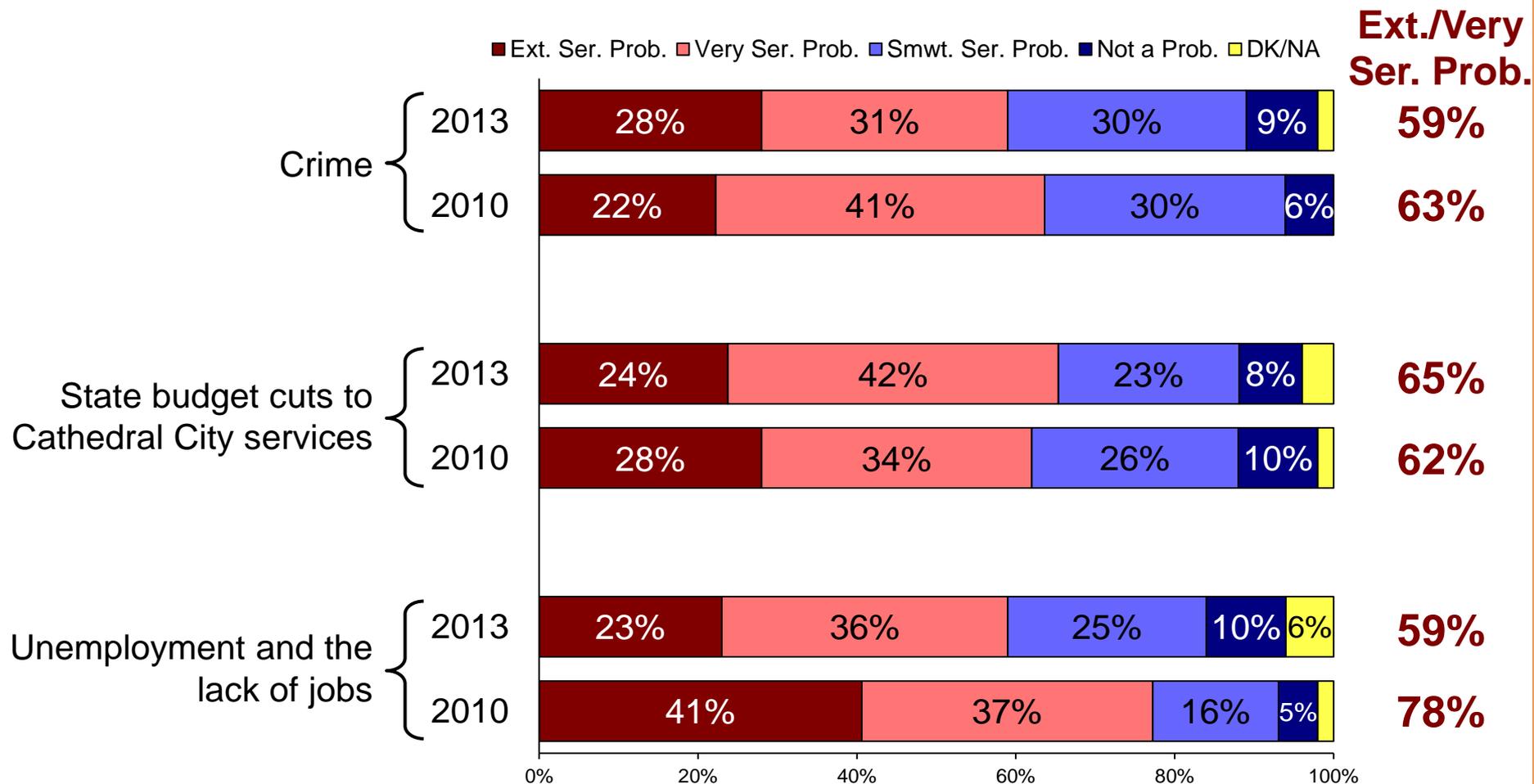


Respondents hold the Cathedral City Police and Fire Departments in very high regard.

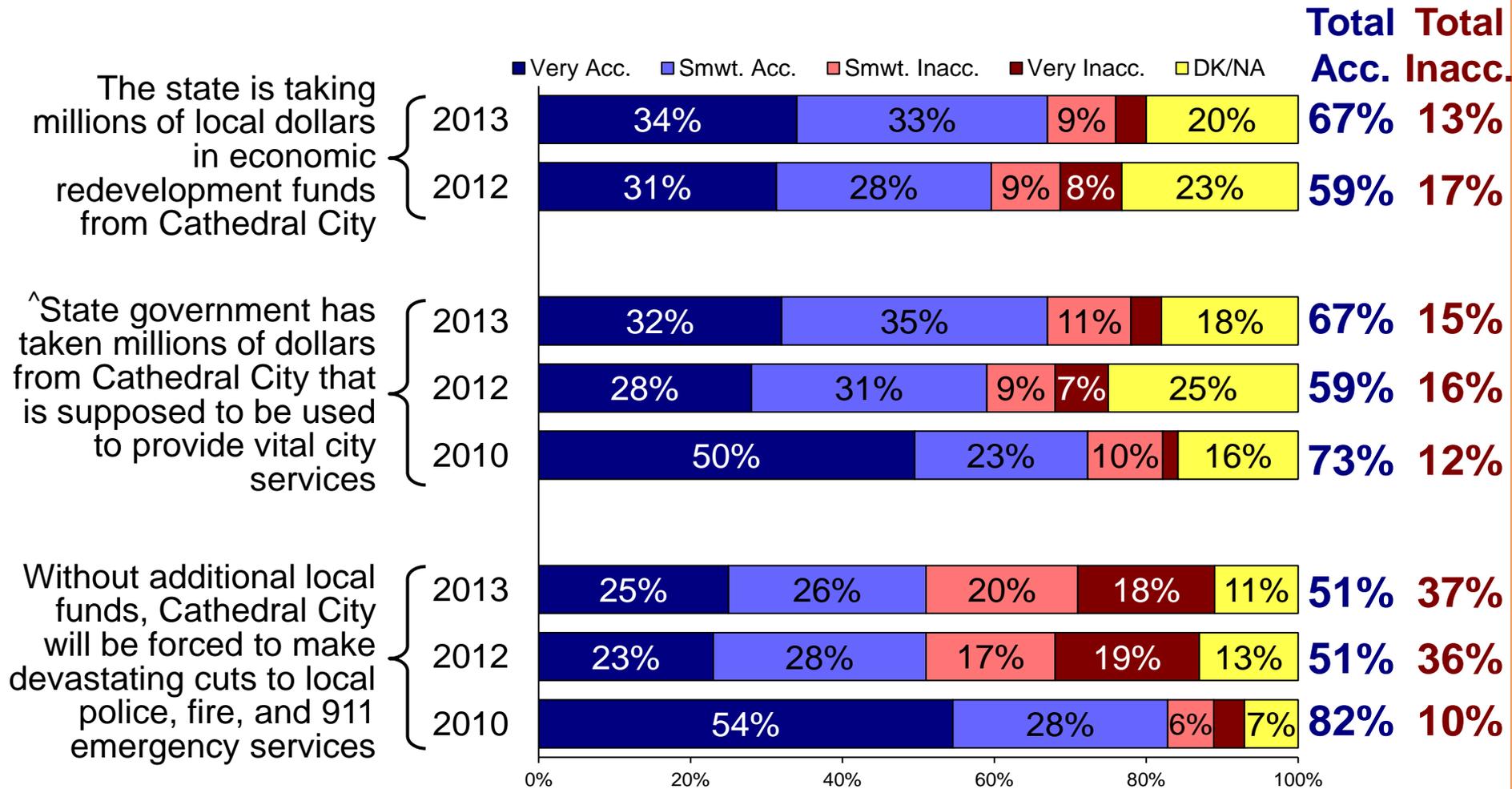
I'm going to mention a list of institutions and organizations. Please tell me if you feel that institution or organization is doing an excellent job, a good job, only a fair job or a poor job.



Respondents continue to regard state cuts and crime as two of the most serious problems facing Cathedral City.



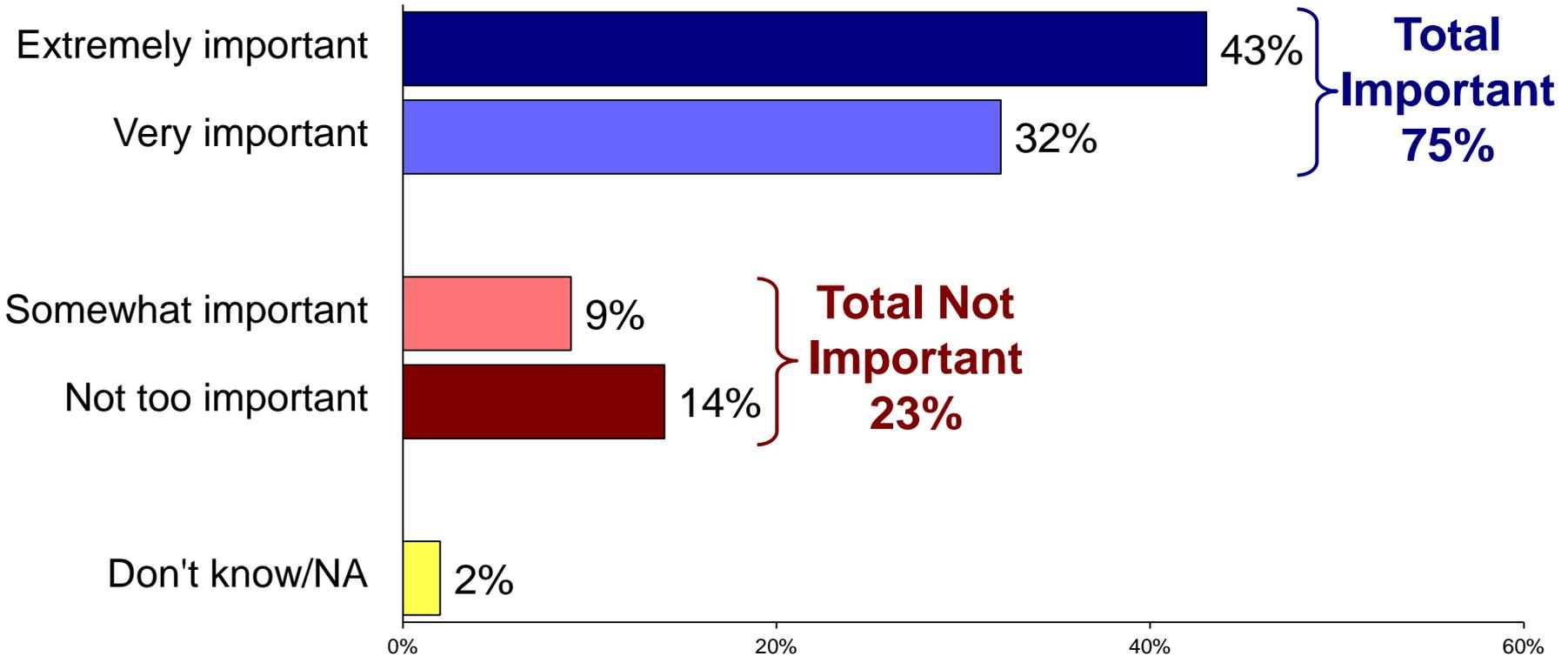
Two-thirds are aware that the state has taken funds from the city intended to be used for local services.



Respondents want Cathedral City to operate its own public safety departments rather than contracting with Riverside County.

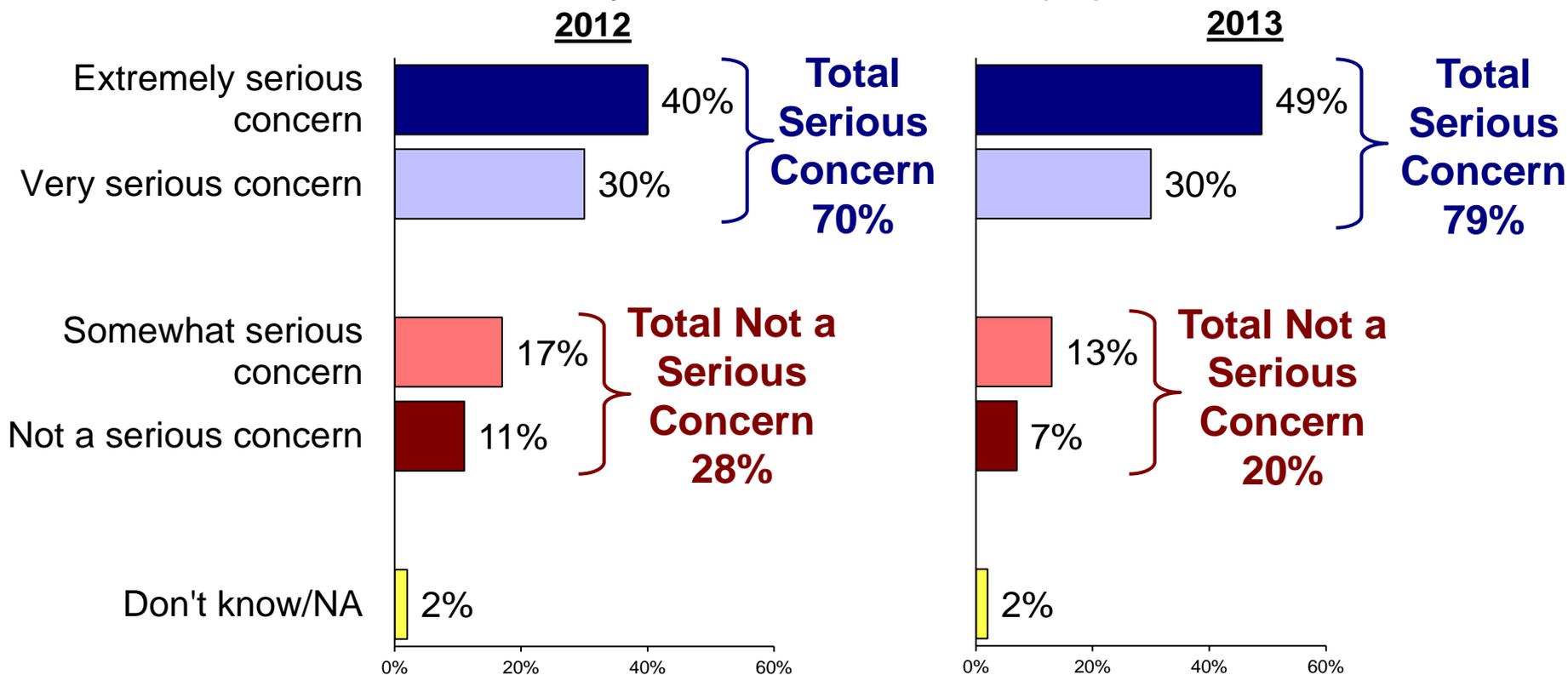
Some people say it would be less expensive for the City to contract with Riverside County for public safety services instead of operating Cathedral City Police and Fire Departments.

Regardless of whether or not this is true, how important is it to you that Cathedral City maintains its own Police and Fire Departments in order to set local public safety priorities, rather than County officials?



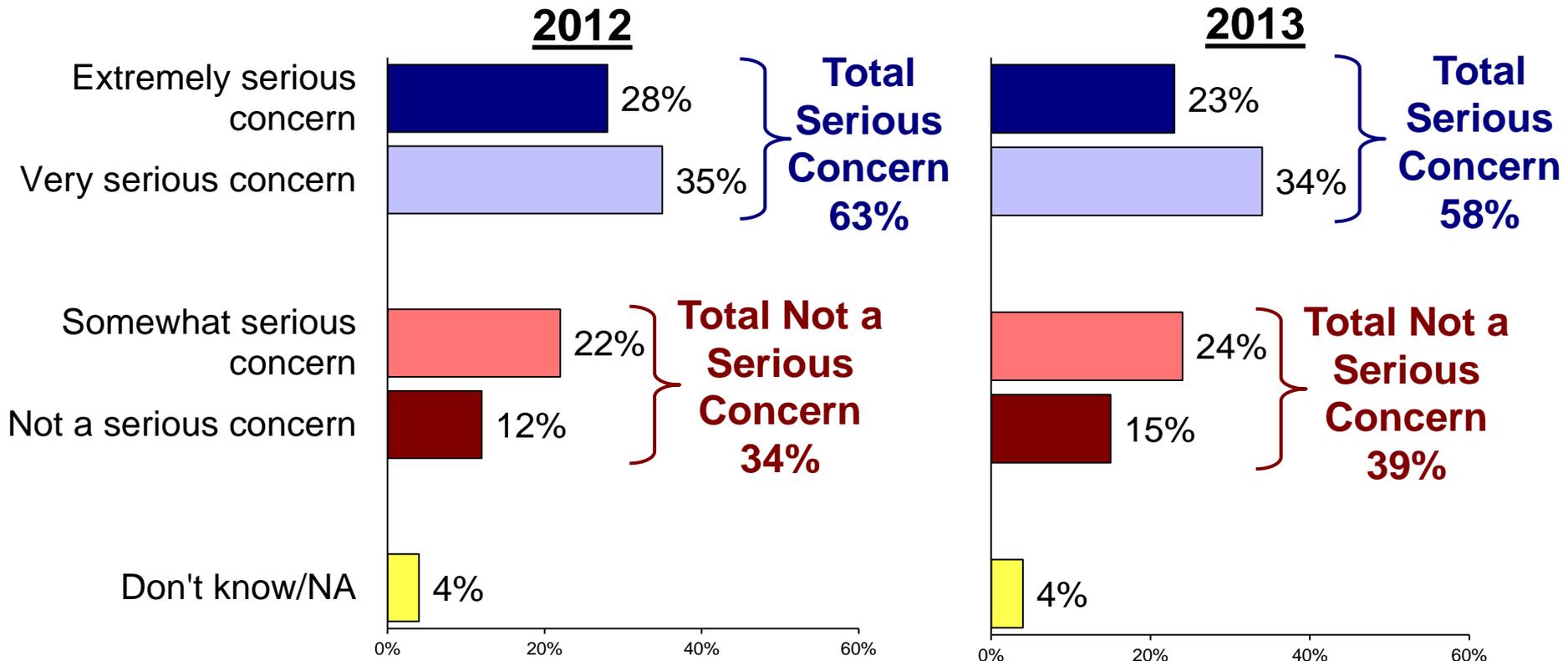
Today, half of Cathedral City respondents are “extremely” concerned that without sufficient funds the city may *not* be able to maintain public safety as the state releases convicts to reduce prison overcrowding.

State government releasing over ten thousand prisoners back onto the streets, and is putting more responsibility for monitoring them in the hands of cities and counties, but Cathedral City will be understaffed and ill-prepared



Six-in-ten continue to be concerned insurance rates will increase if Cathedral City is forced to cut funding for emergency response services.

Residential and business property insurance rates increasing because Cathedral City's emergency response rating will be downgraded



Cathedral City Ballot Measure Label Statement

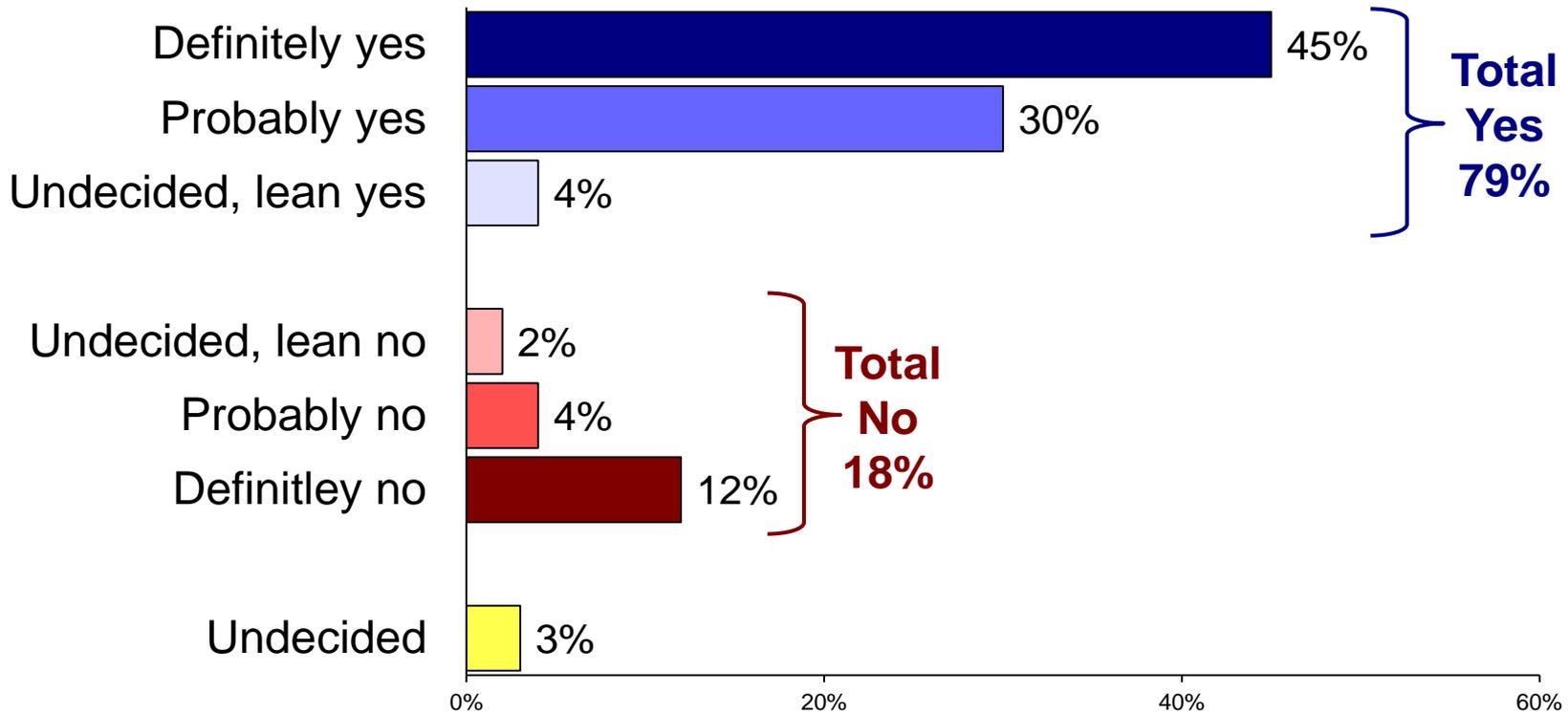
Cathedral City Continuation of Fiscal Stability/Local Control Measure. To maintain fiscal stability despite ongoing state takeaways and prevent cuts to vital services by:

- Retaining police officers, firefighters, paramedics and emergency dispatch operators;
- Maintaining 911 emergency/ambulance response services;
- Funding graffiti removal, pothole/street repair, senior programs, after school, anti-drug/anti-gang and other general services;

Shall Cathedral City continue its existing voter approved one cent sales tax with no rate increase, requiring citizens' review, and no money for Sacramento?

Eight-in-ten support continuing the one cent sales tax, including 45 percent who say they would “definitely” vote yes.

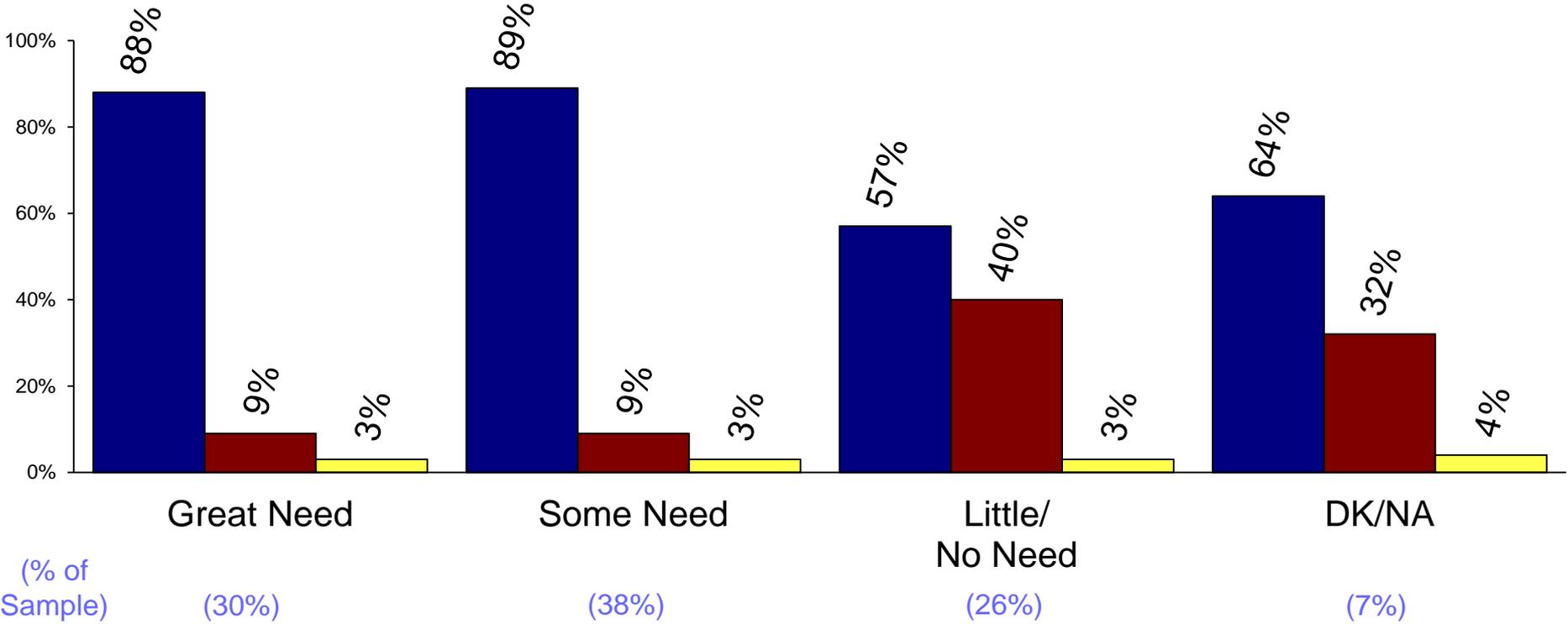
If there were an election today, do you think you would vote “yes” in favor of this measure or “no” to oppose it?



There is a strong correlation between perceived need for funds and support for the ballot measure.

Initial Vote by Need

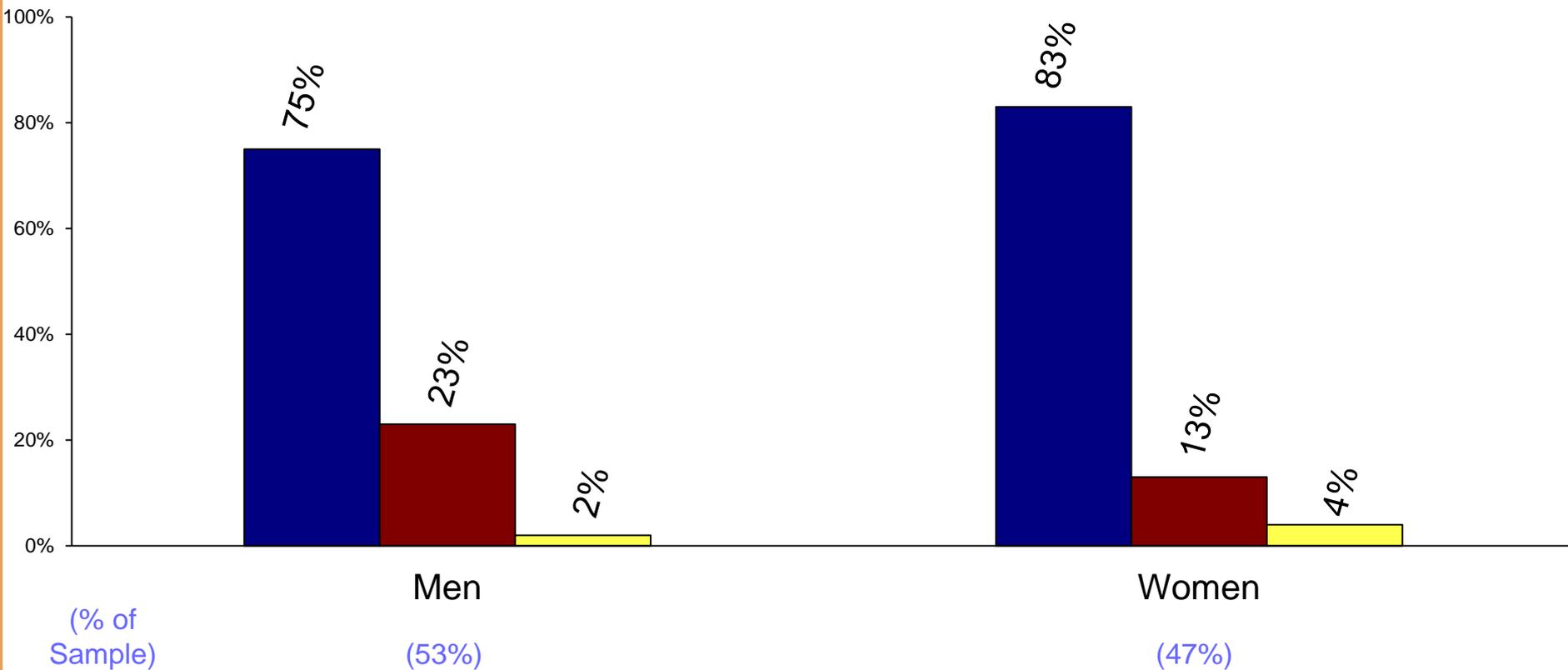
■ Total Yes ■ Total No ■ Undecided



The measure is viable among men and women...

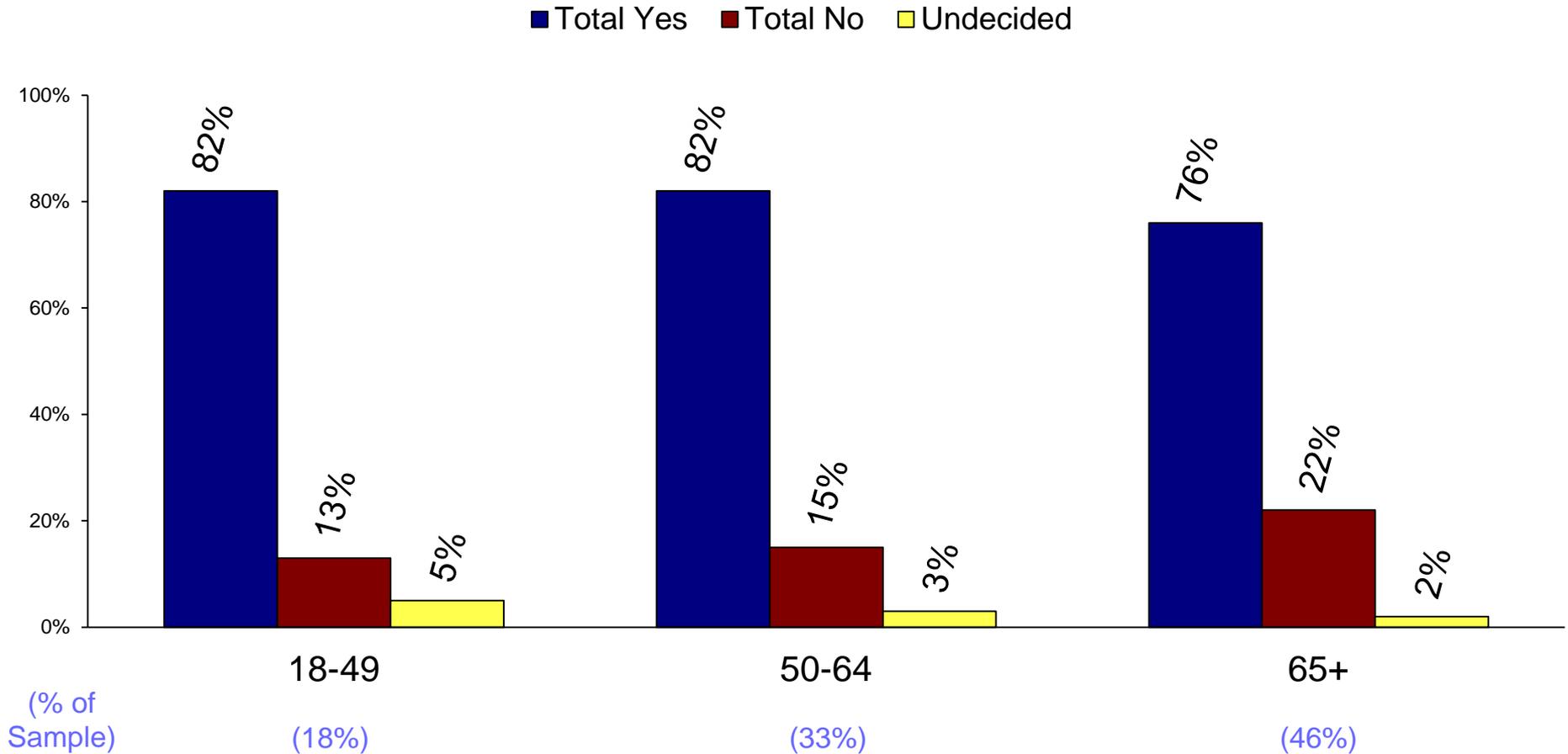
Initial Vote by Gender

■ Total Yes ■ Total No ■ Undecided



...and across all age groups.

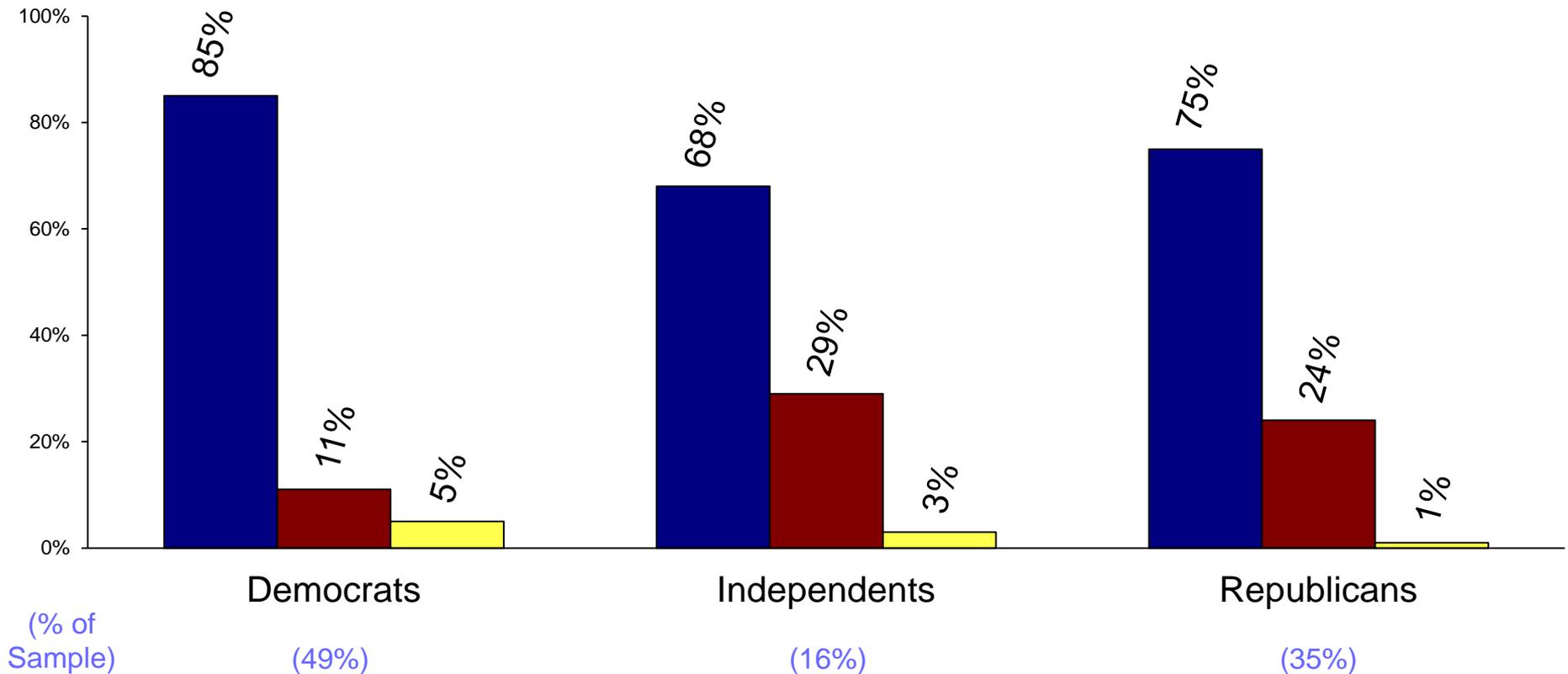
Initial Vote by Age



There is unusually strong support for a finance measure among Republican voters.

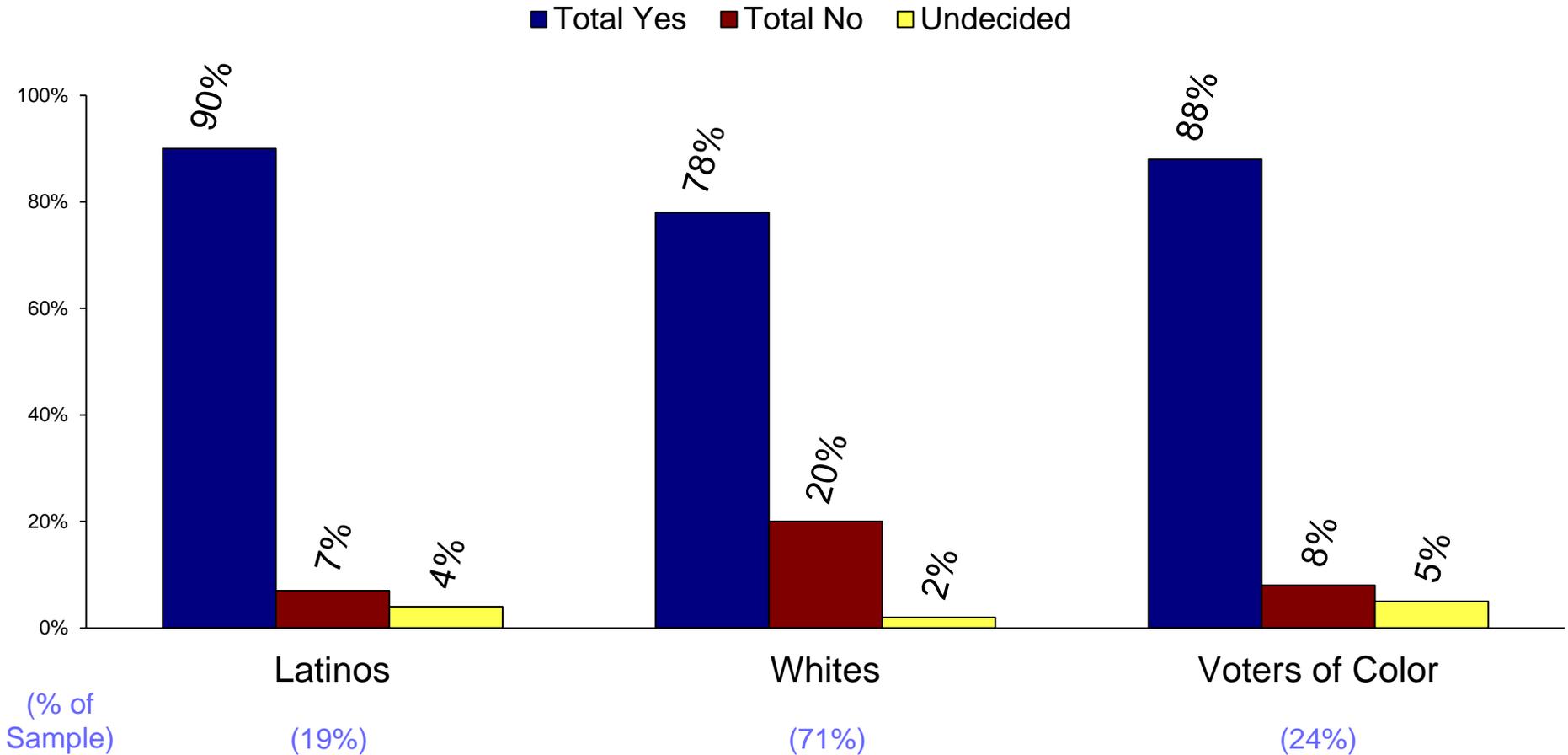
Initial Vote by Party

■ Total Yes ■ Total No ■ Undecided

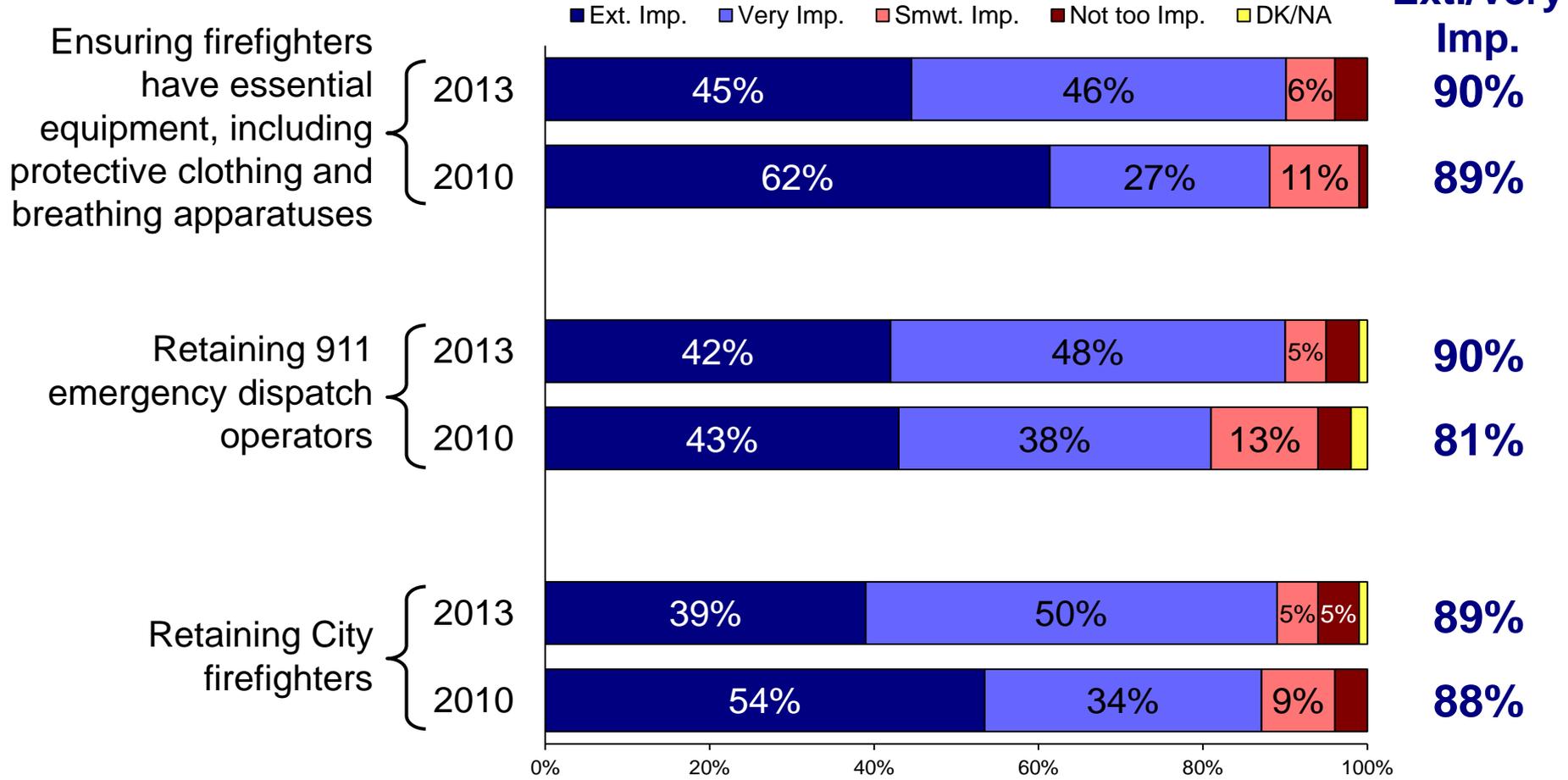


There is robust support for the ballot measure among Latinos and white respondents.

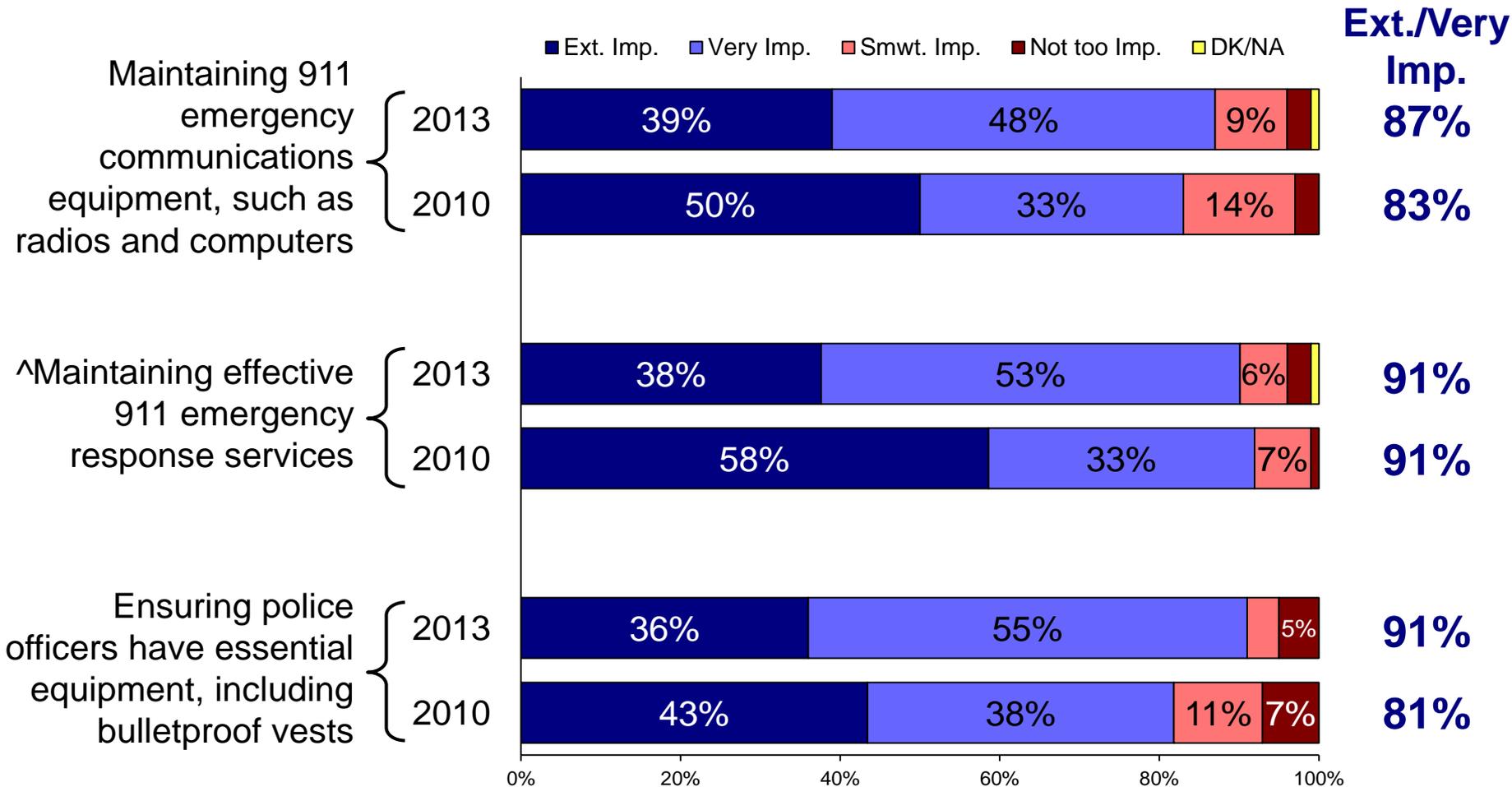
Initial Vote by Ethnicity



Consistent with prior research, respondents prioritize using funds raised by the ballot measure to maintain and support police, fire and 911 emergency services which should be emphasized.



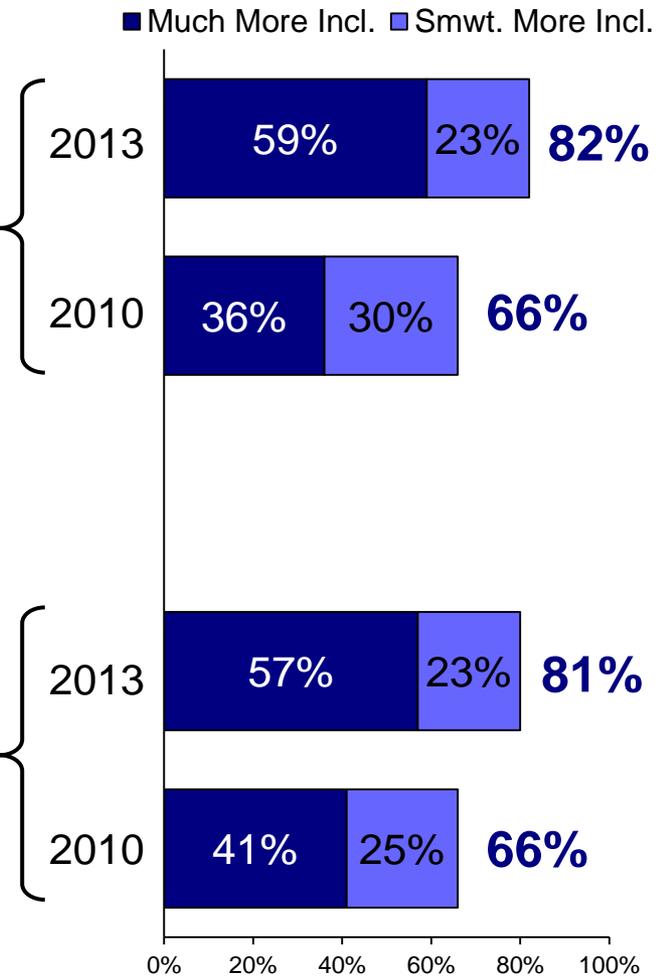
Uses of Ballot Measure Funds, Continued



Maintaining fast 911 emergency response times and keeping police on the streets resonated strongly, and are even more impactful today.

(RESPONSE TIMES) The American Heart Association says brain deterioration starts five minutes after a person stops breathing. But without this measure, the Fire Department will be forced to lay-off firefighters and close a local fire station, significantly increasing 911 emergency response times. This measure ensures that people suffering from heart attacks, strokes or other medical emergencies receive the immediate attention they need to survive.

(POLICE) The measure will provide the necessary funding to prevent the City from having to reduce the number of police officers patrolling our streets and cutting funding for youth gang and drug prevention programs. By passing this measure we will ensure that the Police Department has the resources it needs to keep Cathedral City residents safe.



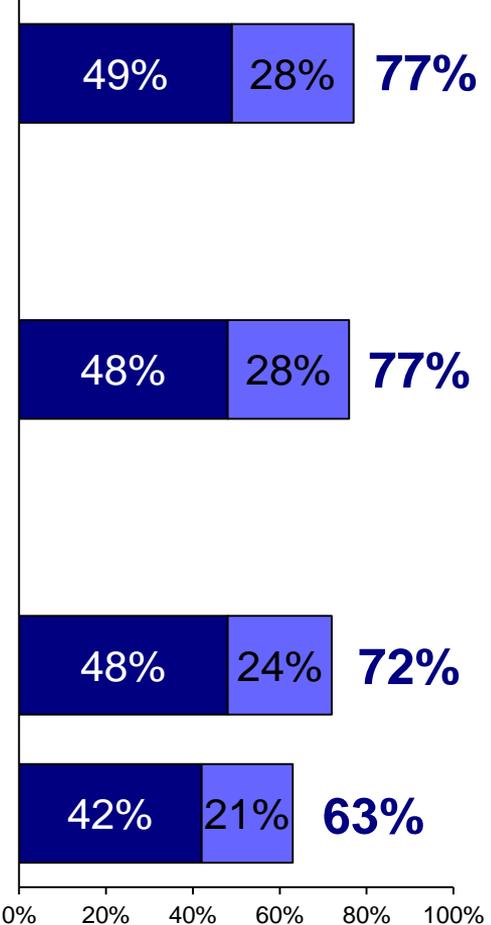
Maintaining city-run police and fire departments was also important information.

(FULL SERVICE) Cathedral City is one of the few cities in the region with its own local police and fire departments. This measure will maintain our locally controlled Cathedral City Police and Fire Departments, and other vital local programs so that the needs of residents and local businesses are addressed effectively by people who actually live and work in our community.

^(RDA/LOCAL CONTROL) Over the past five years, Sacramento politicians have taken about \$20 million from Cathedral City, and will continue to take several millions dollars from the City every year for the foreseeable future. This measure ensures that our City continues to have a guaranteed source of local funding that cannot be taken by Sacramento and requires that our tax dollars are spent locally for Cathedral City residents without raising taxes.

(RESPONSE) When you call 911 every minute counts. If we do not pass this measure, the City will have to further reduce the number of on-duty firefighter/paramedics, resulting in longer 911 emergency response times, putting lives at risk during medical emergencies. Passing this measure is necessary to prevent drastic cuts to the City's 911 emergency response services.

■ Much More Incl. ■ Smwt. More Incl.



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