



City of **Garden Grove**
California



City of Garden Grove Community Issues Survey Updated Community Perspectives

Survey Conducted: July 7-12, 2018



FAIRBANK, MASLIN,
MAULLIN, METZ
& ASSOCIATES

Survey Objectives

- To build on the City's previous surveys and assess community attitudes towards the City
- To provide the City with feedback and insights on the key community priorities and satisfaction with the City's provision of services
- To assess the degree that the community's priorities have changed, if they have changed
- Assess interest, if any, in a local funding option to protect and maintain key city services
- To continue using these survey results to plan for the City's long-term future

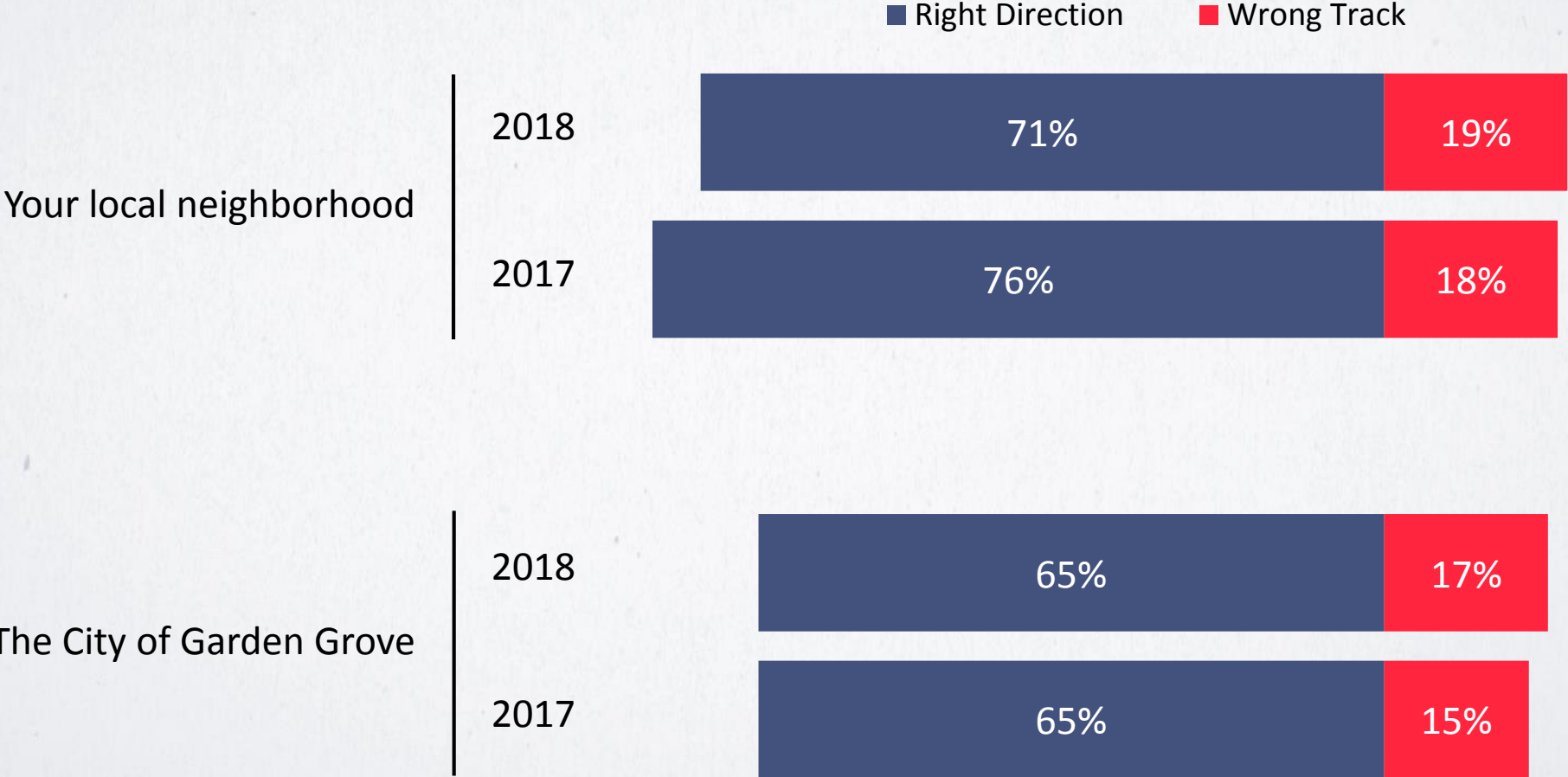
Survey Methodology

- Survey of 400 City of Garden Grove registered voters likely to vote in the November 2018 election
- Interviews were conducted via landline and cell phones
- Interviews were conducted in English, Vietnamese and Spanish
- Survey was conducted July 7-12, 2018
- The margin of sampling error is $\pm 4.9\%$ at the 95% confidence interval
- Margins of error for population subgroups will be higher
- Some percentages do not sum to 100% due to rounding
- Results from October 2017 City survey shown for comparison purposes

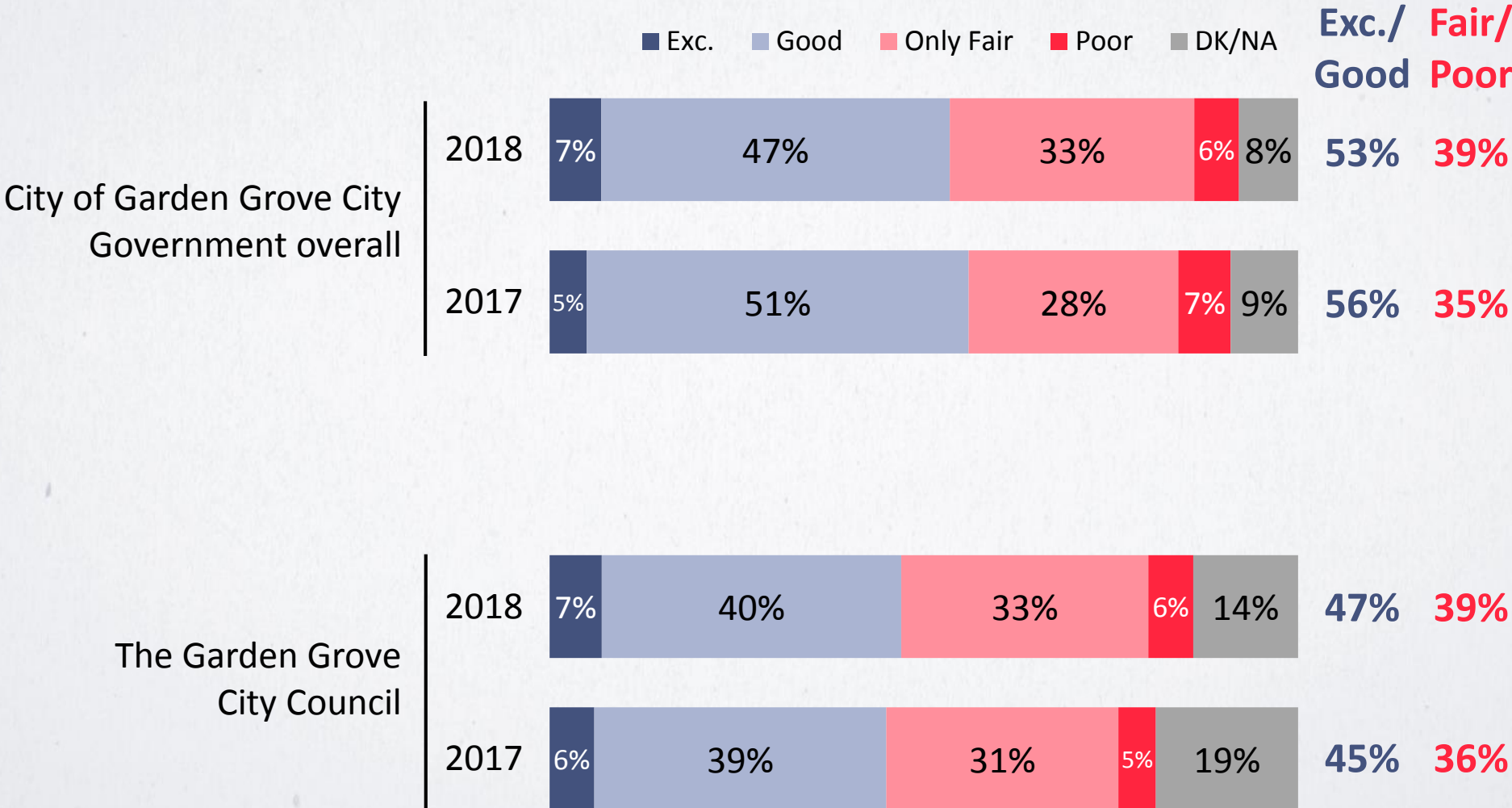
Public Mood and Community Issues



Respondents continue to hold a positive outlook about the City of Garden Grove and their own communities.



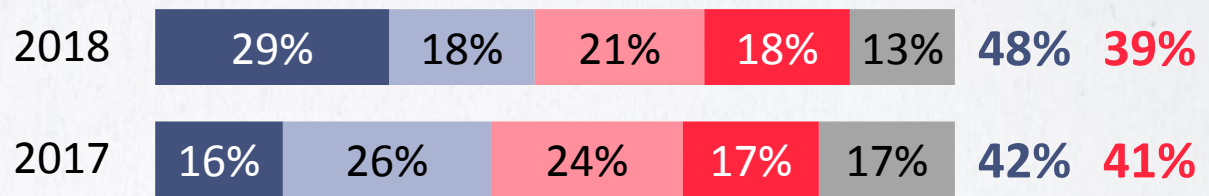
Similar to last December, a majority rates City government's job performance favorably, and a plurality holds a positive impression of the City Council.



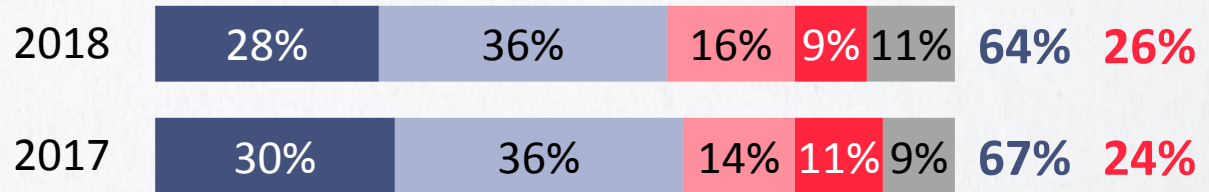
Respondents continue to believe that the City offers a better quality of life than other nearby communities

■ Very Acc.
 ■ Smwt. Acc.
 ■ Smwt. Inacc.
 ■ Very Inacc.
 ■ DK/NA
 Total Acc. **Total Inacc.**

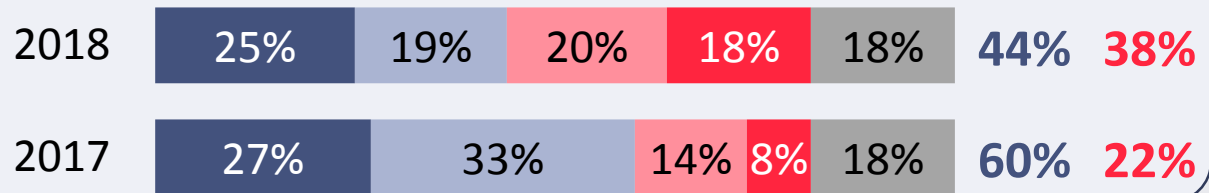
Without additional funds, City government would be forced to make drastic cuts in essential city services



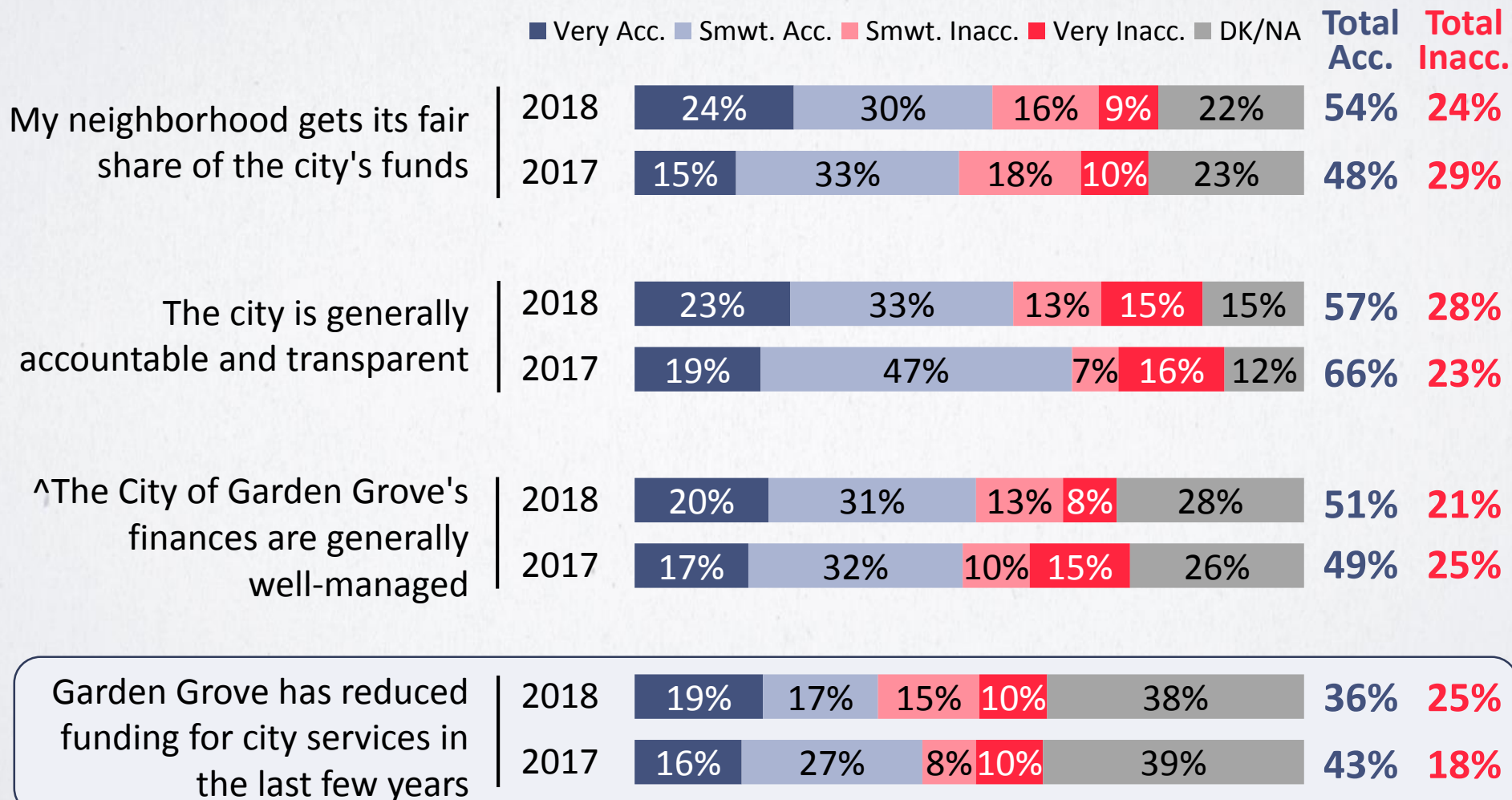
The City of Garden Grove provides a better quality of life than other nearby communities



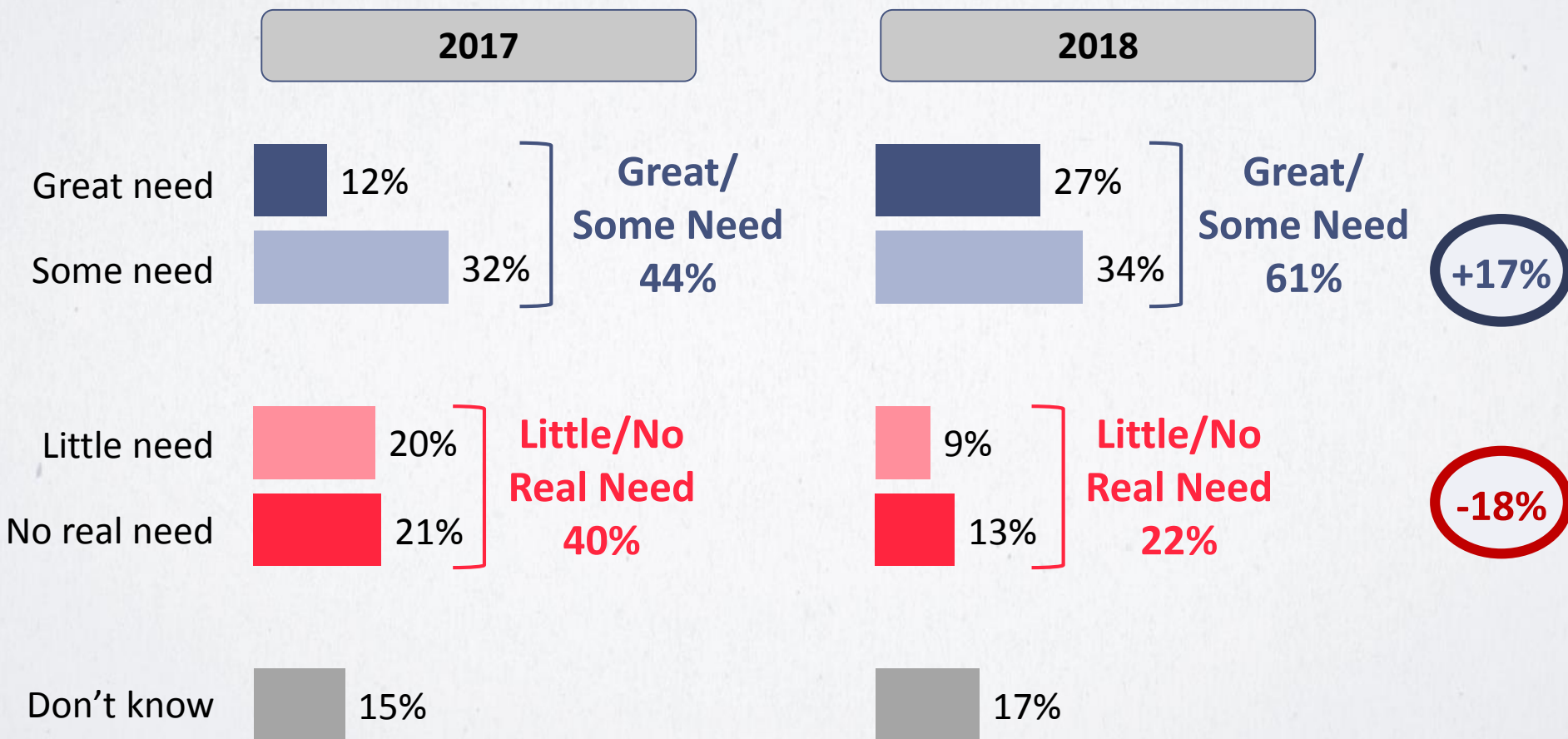
The city's crime rate has increased significantly in the last few years



A majority of residents believe their neighborhoods receive their fair share of funds and approve of the City's fiscal management



Perception of need has increased significantly since October.



Gauging Interest in a Local Funding Option

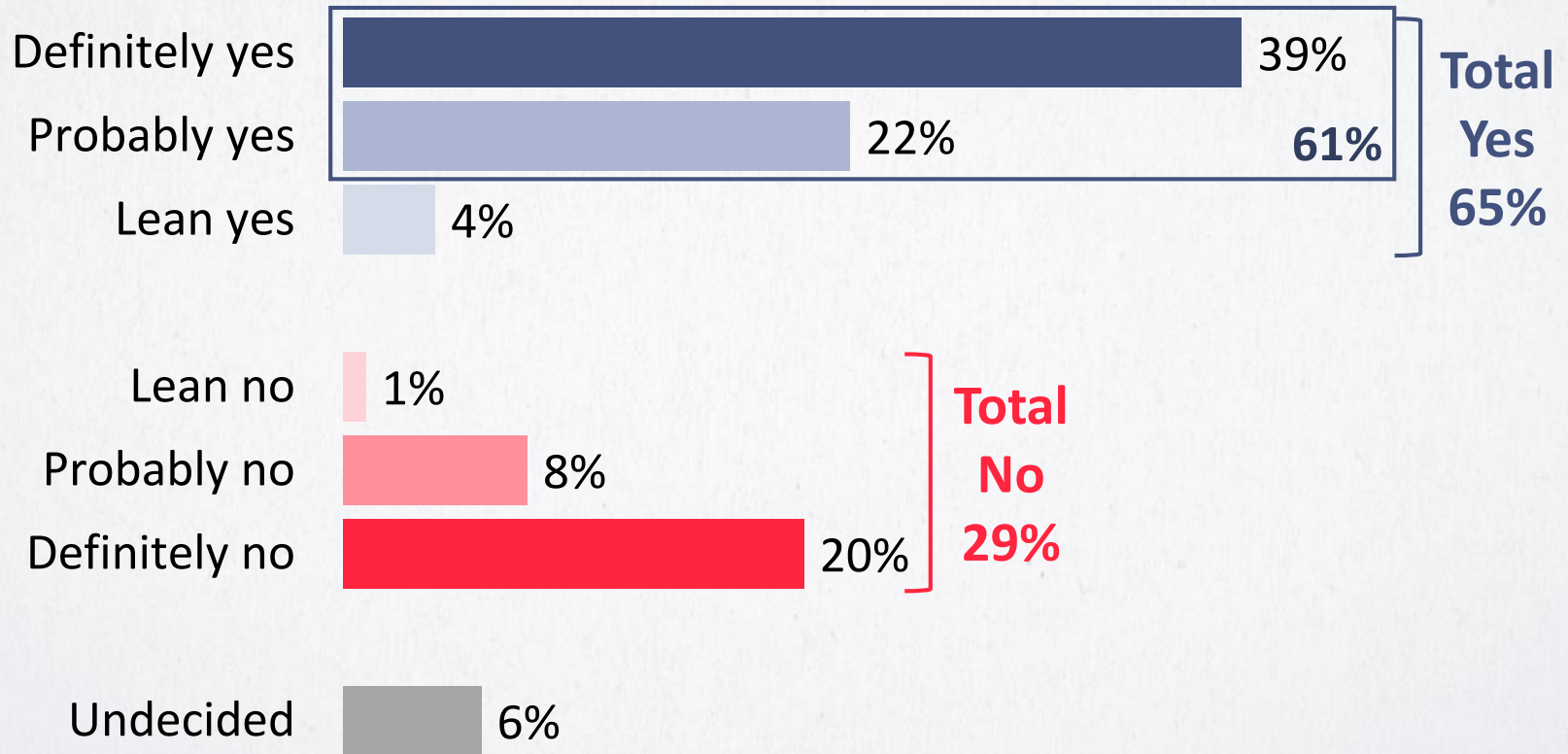


Conceptual Local Funding Option Tested

GARDEN GROVE PUBLIC SAFETY/911 AND VITAL CITY SERVICES MEASURE.

To provide effective 911 emergency response by preventing cuts to police/firefighter/paramedic staffing levels; maintain neighborhood police patrols/gang/drug prevention; protect local drinking water supplies; repair streets/potholes; address homelessness, support affordable housing options, and protect vital city services; shall the City of Garden Grove establish a 1¢ sales tax providing \$19 million annually until ended by voters; requiring annual independent financial audits, citizens oversight, all funds used locally?

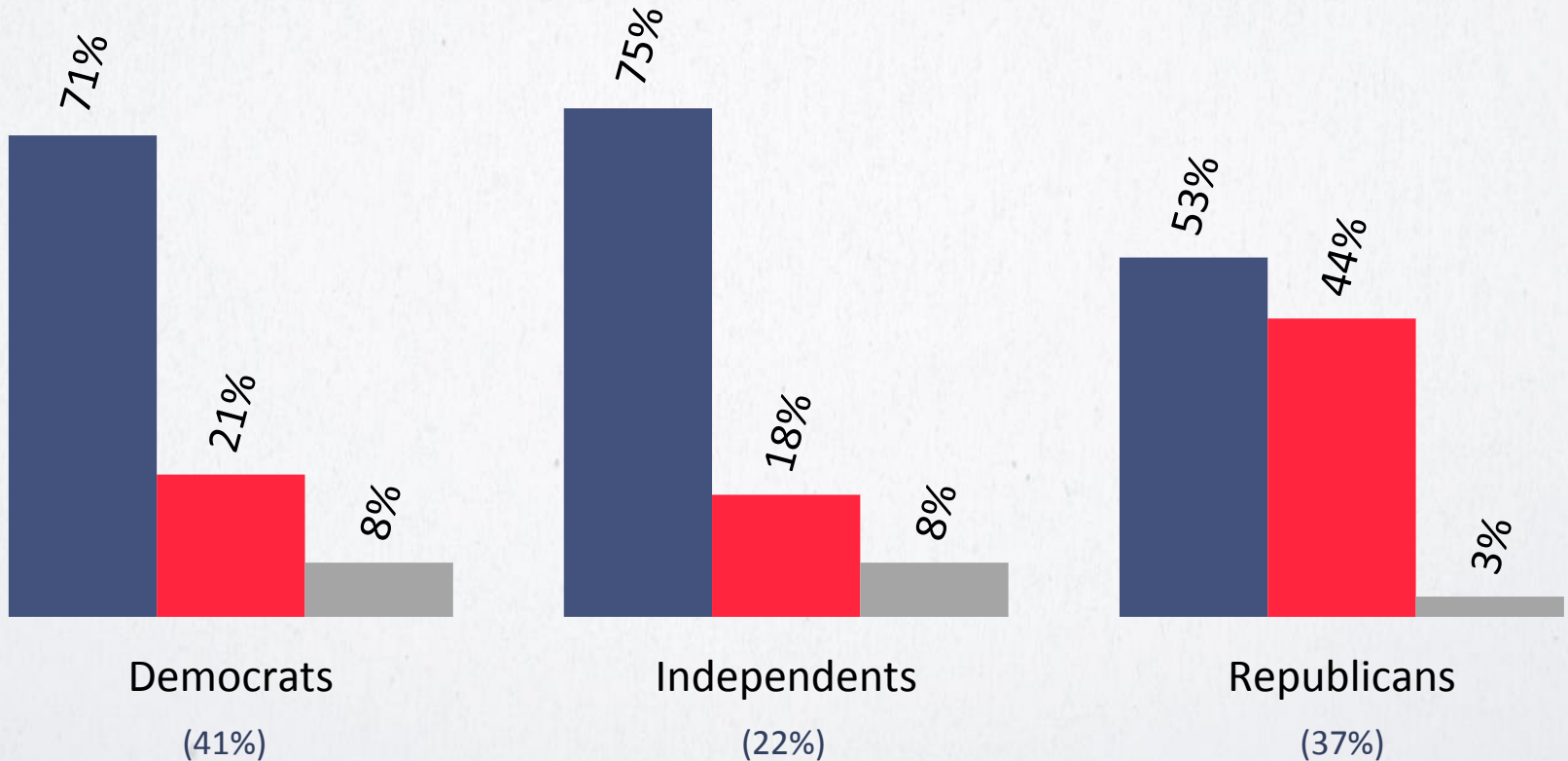
A majority of residents favor a local funding option at the simple majority level to protect key city services



Majorities of residents support a conceptual local funding option regardless of party

Initial Vote by Party

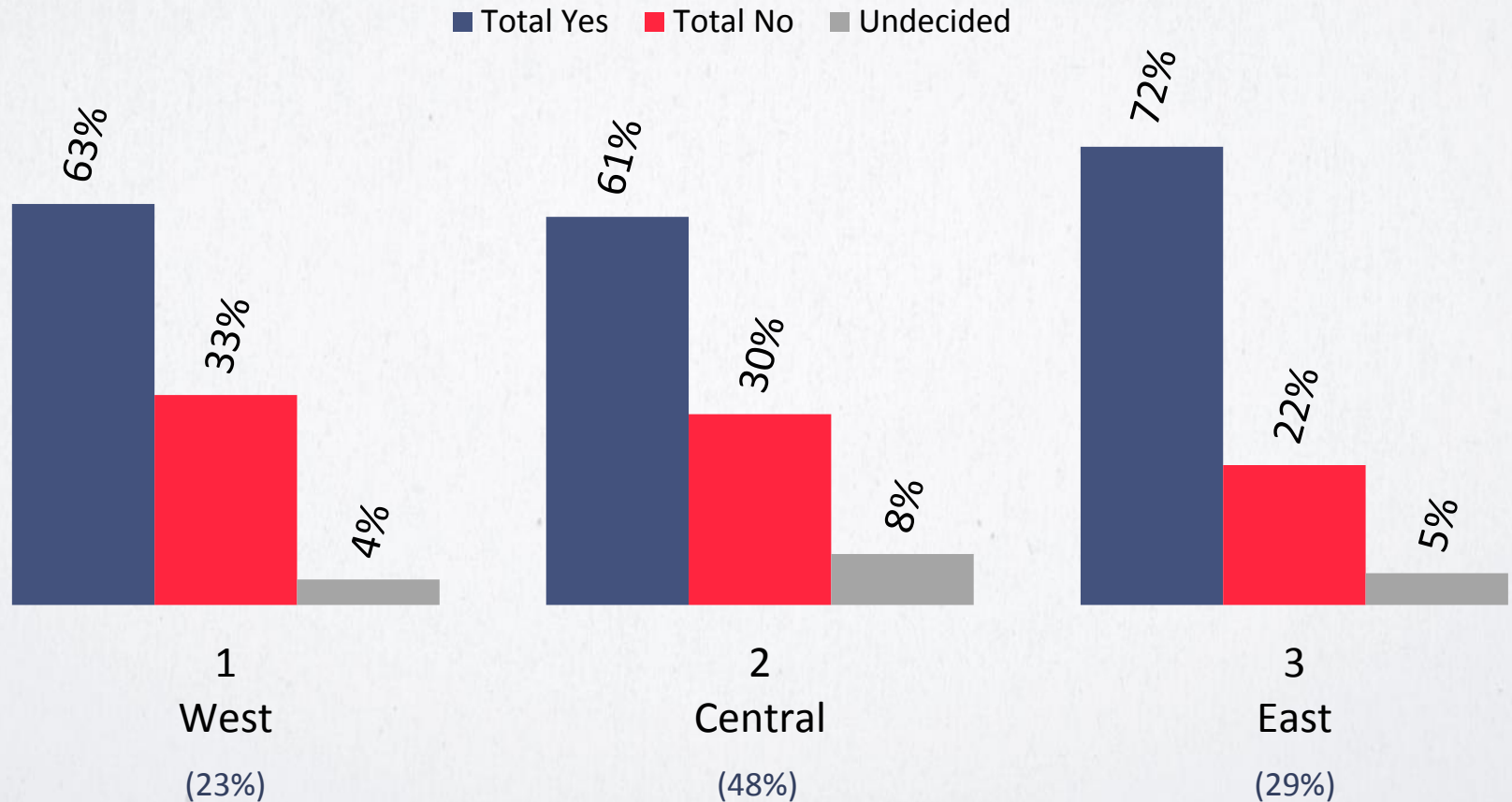
■ Total Yes ■ Total No ■ Undecided



(% of Sample)

All neighborhood zones support a conceptual local funding option to protect key city services

Initial Vote by City Council Zone



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