



# CITY OF GARDEN GROVE ISSUES SURVEY

*Highlights of Survey Conducted:  
October 21-26, 2017*

*Fairbank,  
Maslin,  
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Metz &  
Associates*

FM3

# Project Objectives

- To conduct a Quality of Life and Customer Satisfaction survey for the City
- To provide the City with feedback and insights on the community's priorities and satisfaction with City services
- Interest, if any, in a local funding option was also gauged
- It is the City's intention to utilize these findings in its ongoing efforts to maintain quality services and engage in responsible long-term and mid-year budget planning

# Survey Methodology

- Conducted a telephone survey of 400 respondents
- Interviews were conducted via landline and cell phones between October 21 – 26, 2017
- The full sample margin of error is  $\pm 4.9\%$  at the 95% confidence level
- The margin of error for half the sample (N=200) is  $\pm 6.93\%$
- Some percentages may not sum to 100% due to rounding



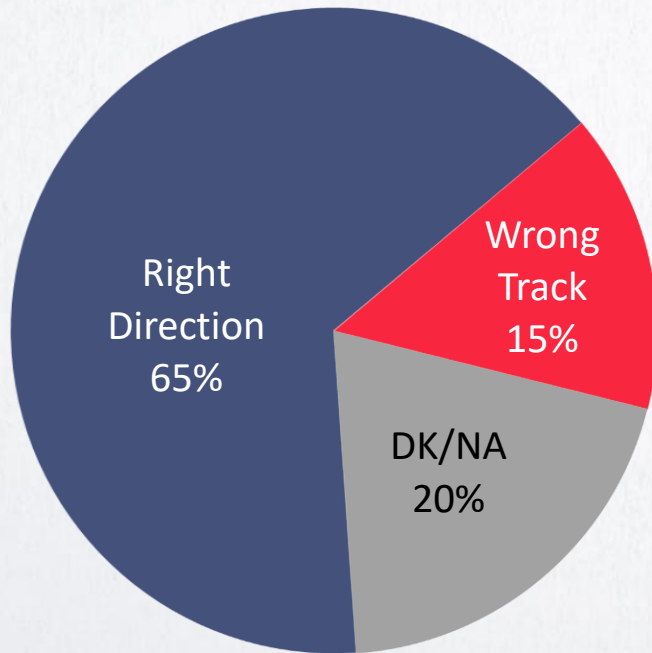
# General Community Attitudes



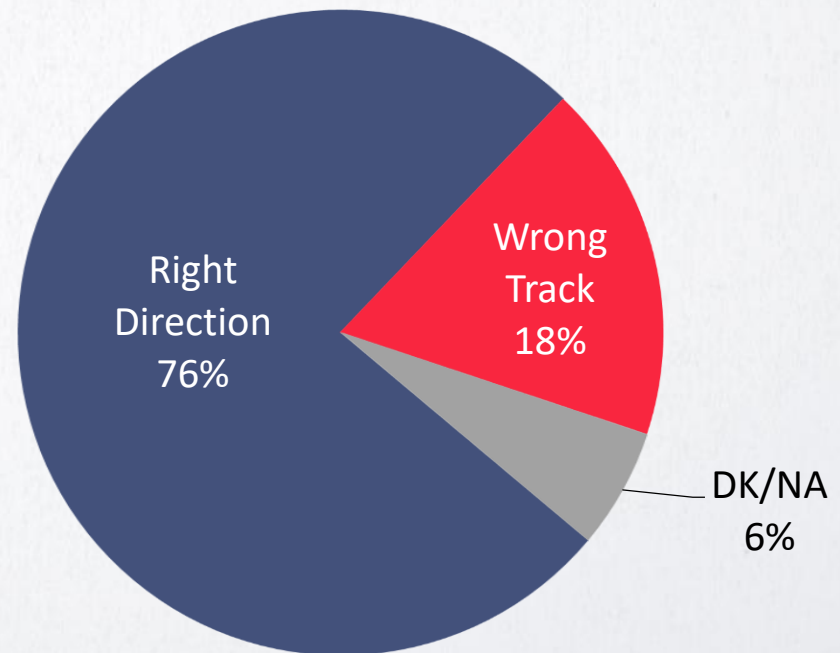
# A majority of respondents have a positive image of both the City of Garden Grove and their local neighborhood.

*Would you say that things in \_\_\_\_\_ are generally headed in the right direction or do you feel that things are off on the wrong track?*

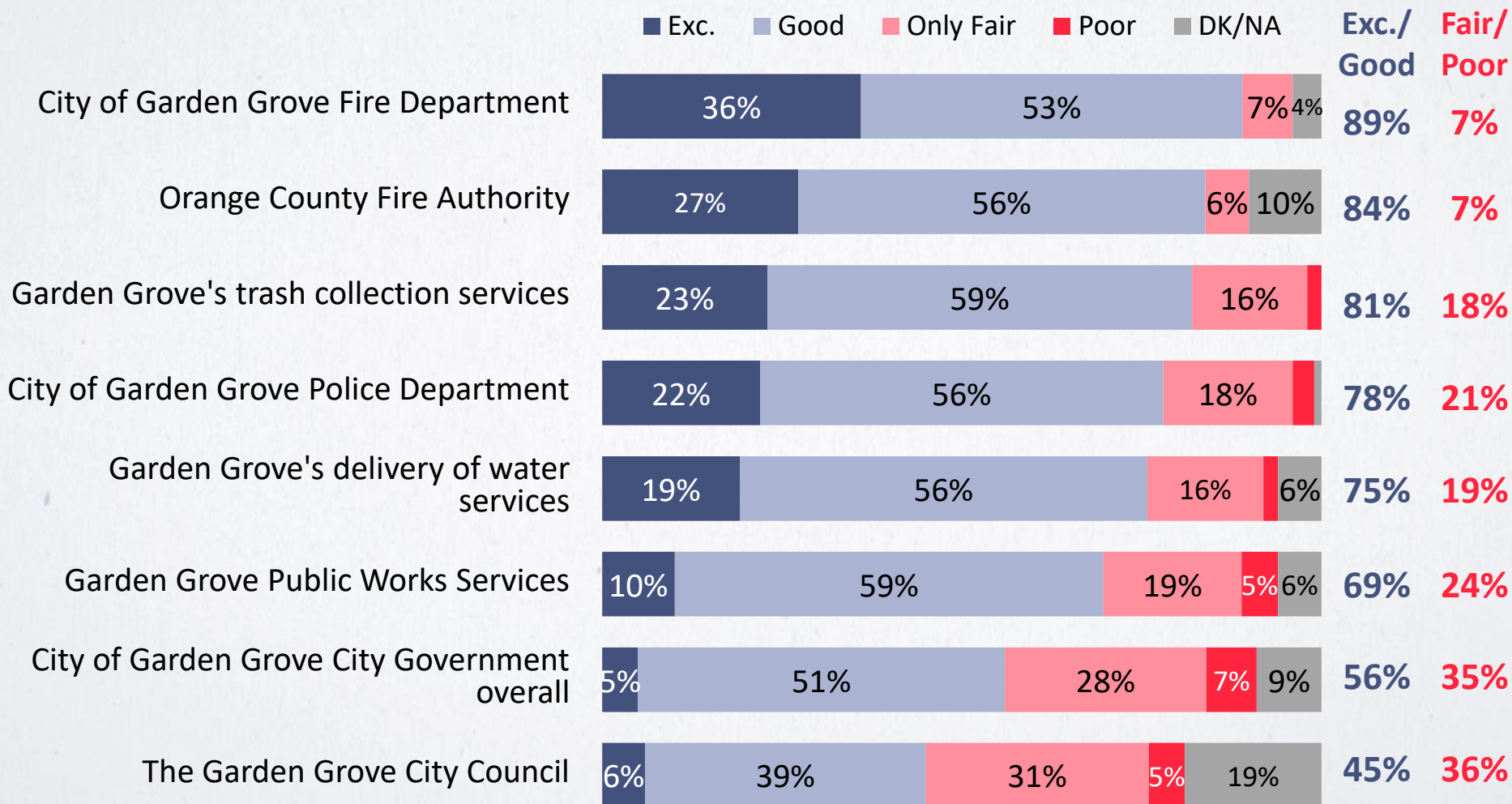
**City of Garden Grove**



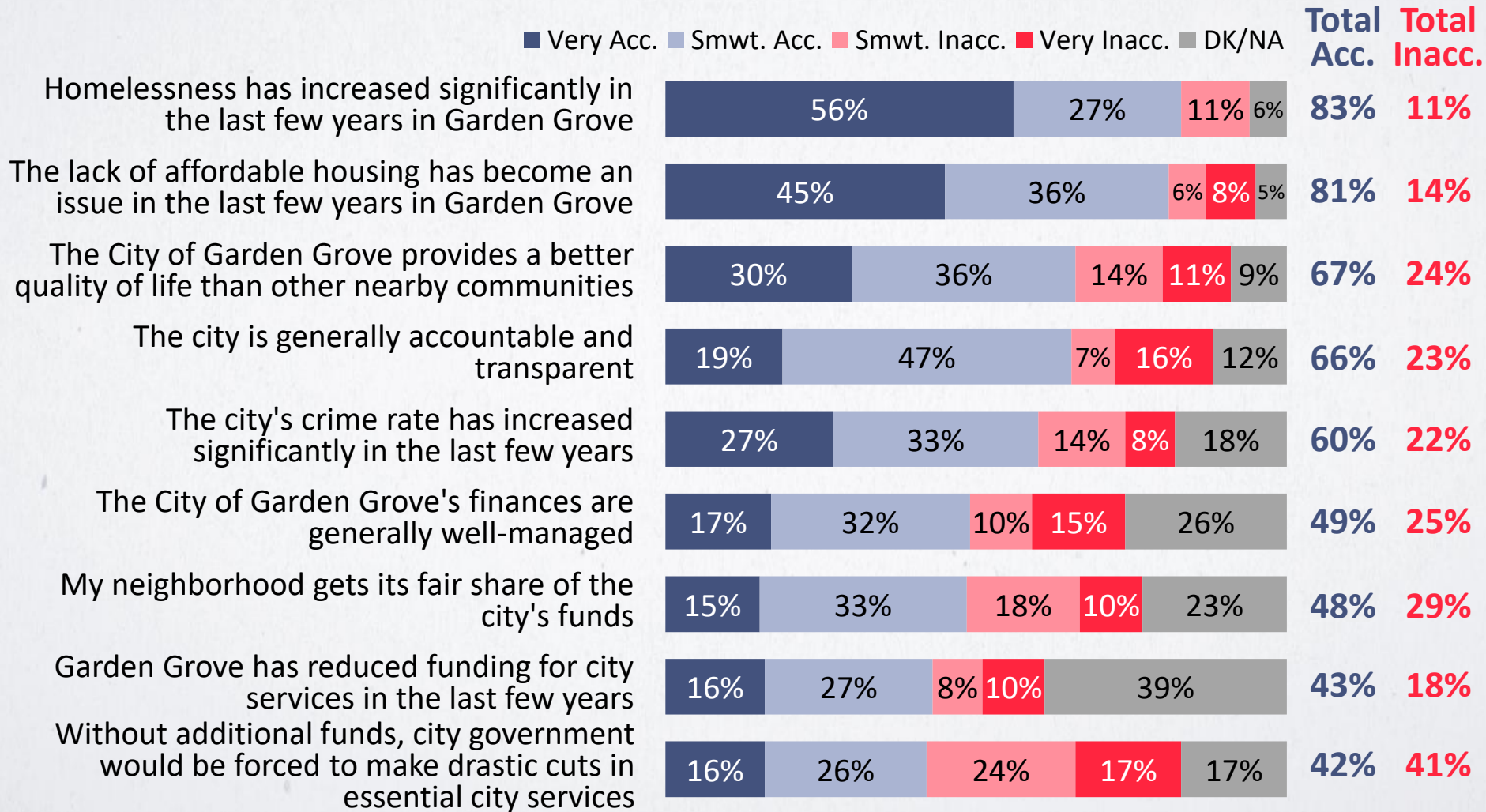
**Your Local Neighborhood**



# Overall, a plurality believe local government is doing an excellent or good job.

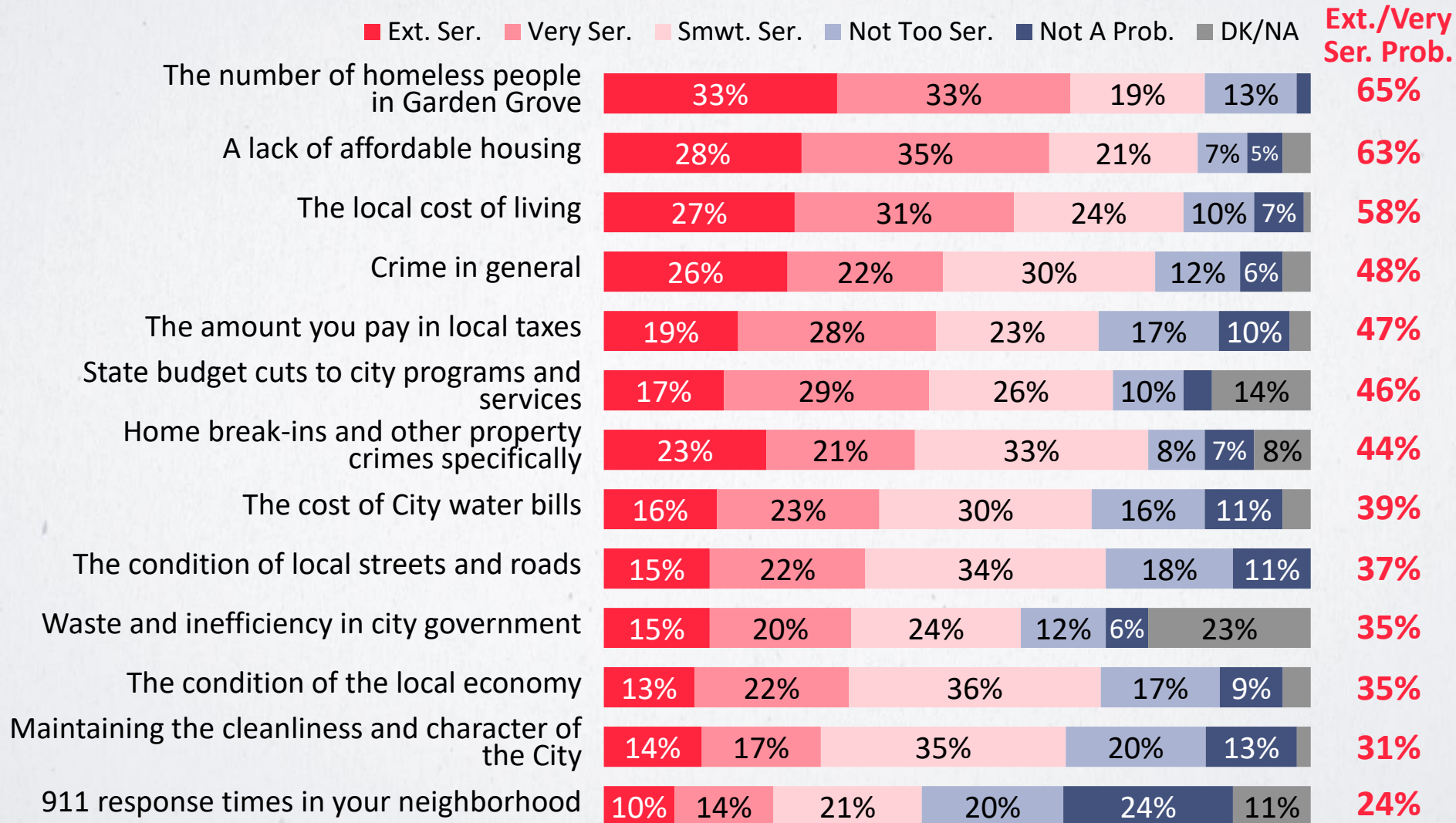


# Lack of affordable housing and homelessness are viewed as issues of concern in an accurate/inaccurate battery.





# Similarly, the number of homeless people in Garden Grove and a lack of affordable housing are seen as extremely or very serious problems.





# Gauging Interest in a Local Funding Option



# Conceptual Local Funding Option Tested

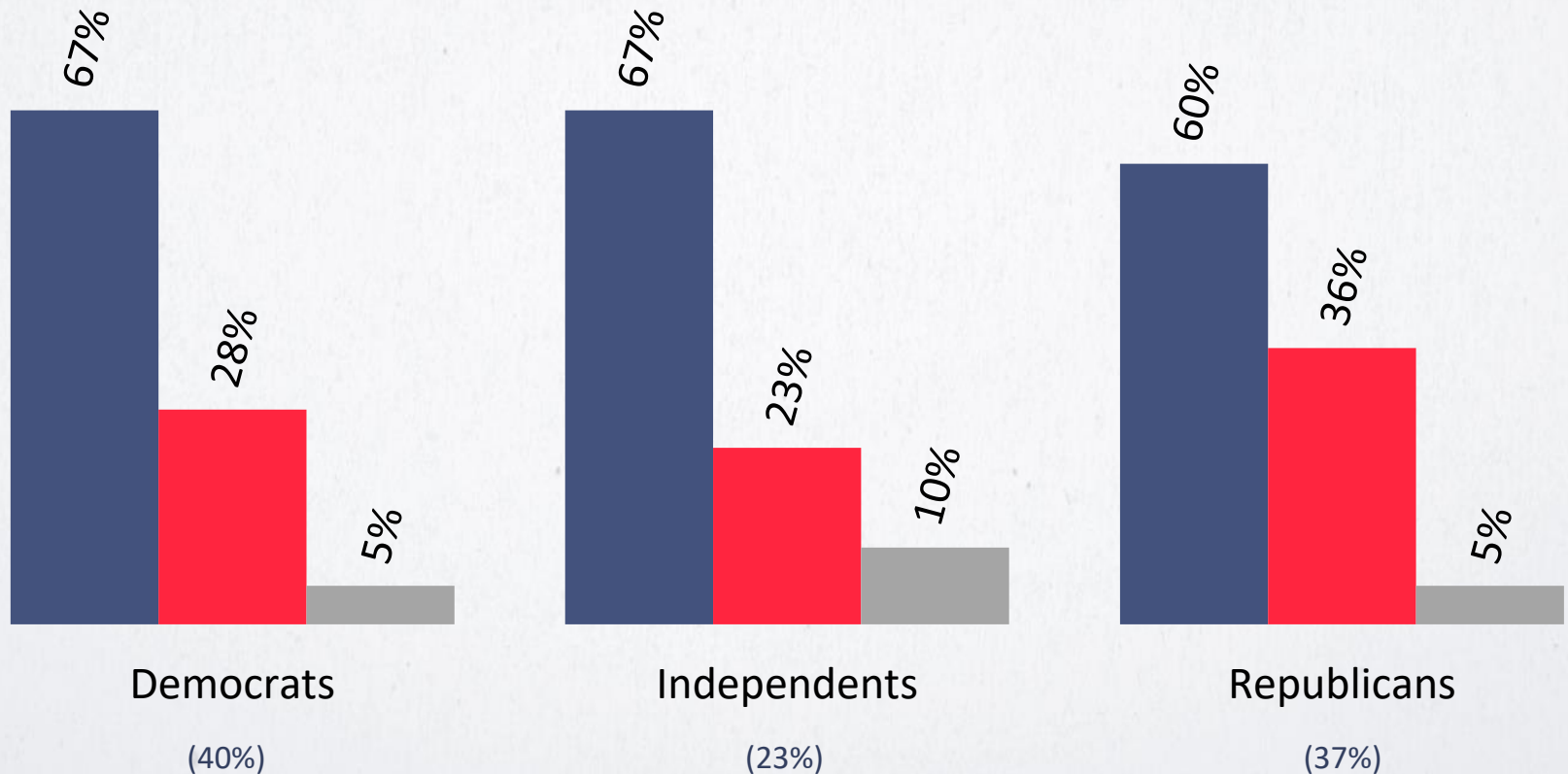
## GARDEN GROVE PUBLIC SAFETY/911 AND VITAL CITY SERVICES MEASURE

To retain police officers/firefighters/paramedics; maintain 911 emergency response times, fire stations/emergency communications/life-saving equipment, gang/drug prevention/police patrols, senior services, youth/afterschool programs/parks; earthquake retrofit buildings; protect drinking water supplies; repair streets/potholes; and other general services; shall the City of Garden Grove establish a 1¢ sales tax providing \$19,000,000 annually until ended by voters; requiring annual independent financial audits/oversight, with all funds used locally?

# The conceptual local funding option carries irrespective of party.

## Initial Vote by Party

■ Total Yes ■ Total No ■ Undecided

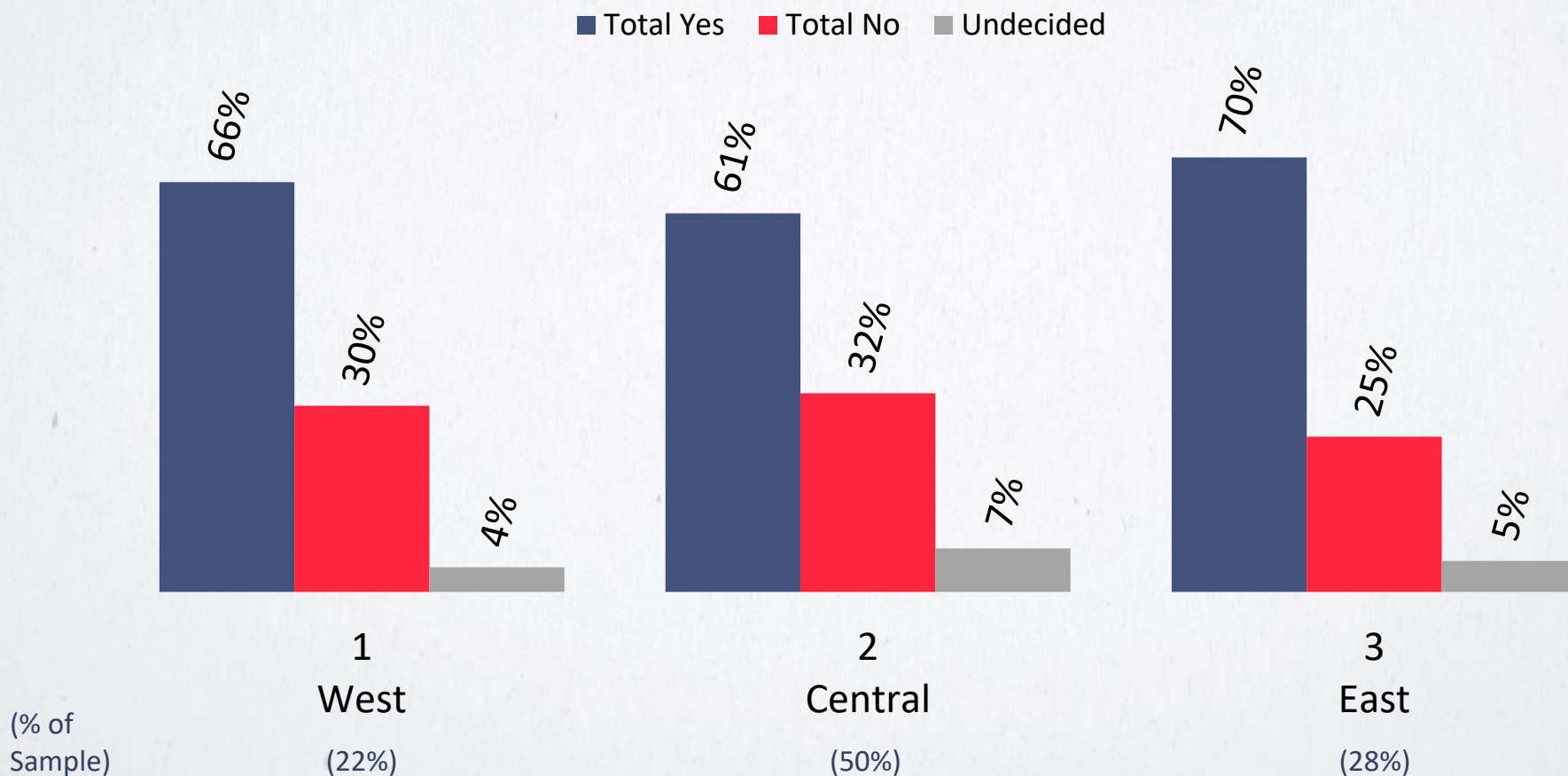


(% of Sample)

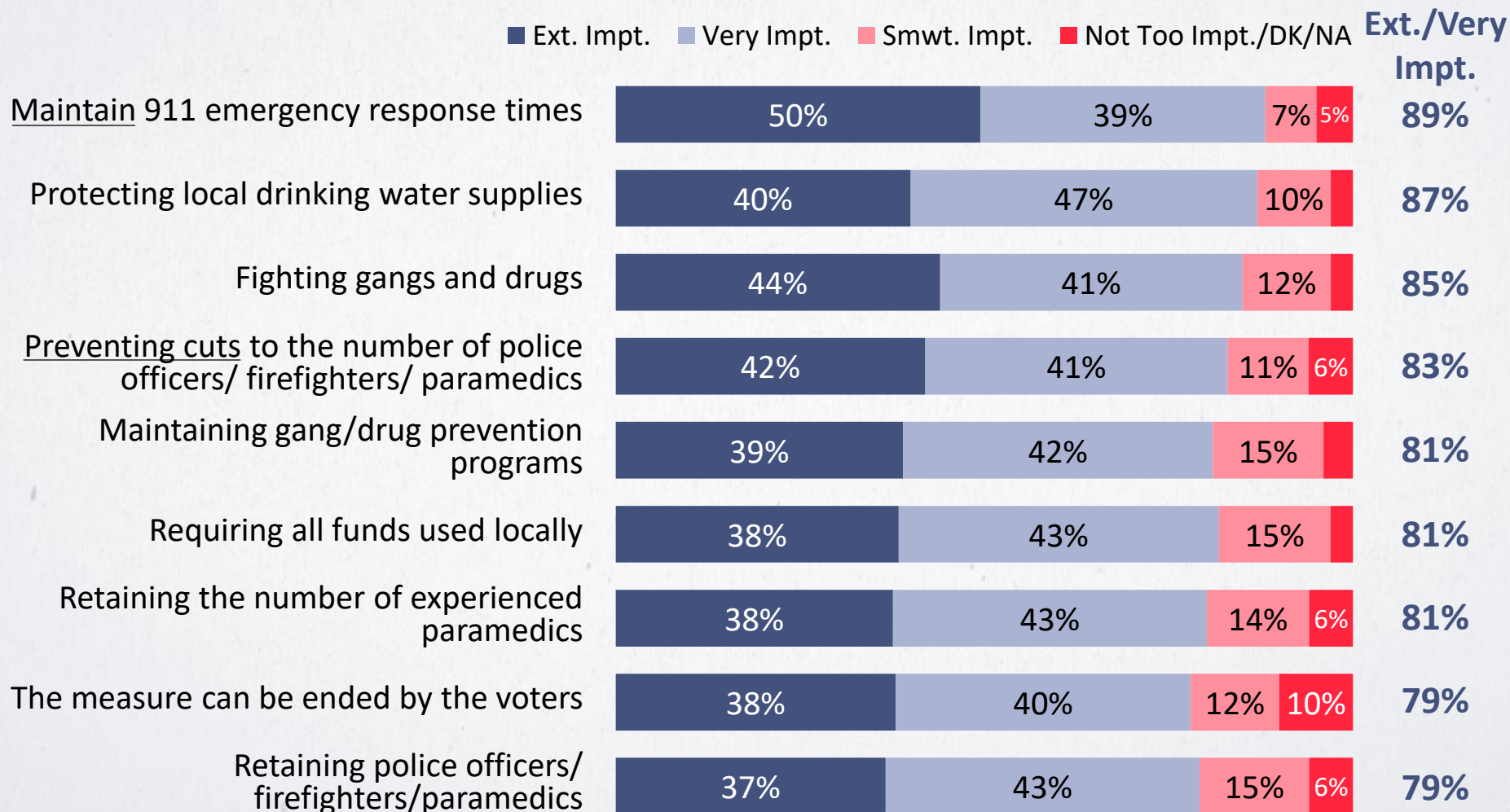


# All neighborhood zones remained above the required simple majority threshold for the conceptual local funding option.

## Initial Vote by Neighborhood Zone



# Maintaining 911 emergency response times, protecting local drinking water supplies, and fighting gangs and drugs are among the community's priorities.

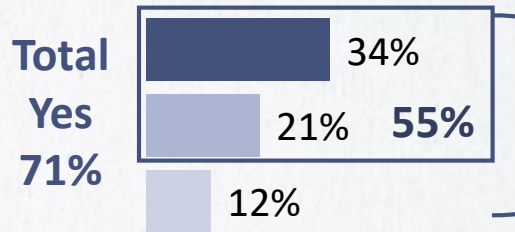
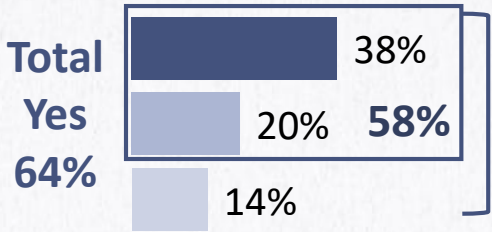
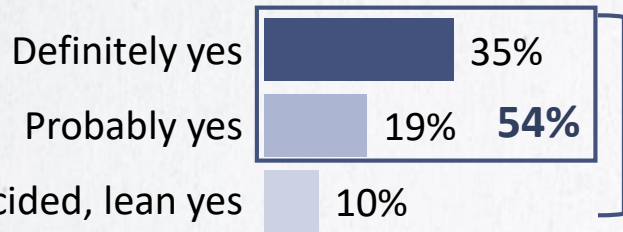


# A simple majority requirement local funding option carries throughout the duration of the survey.

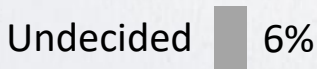
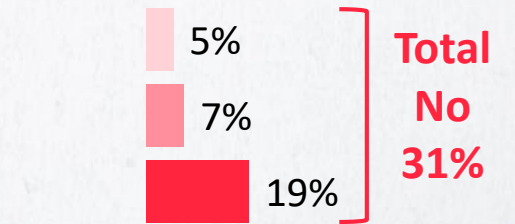
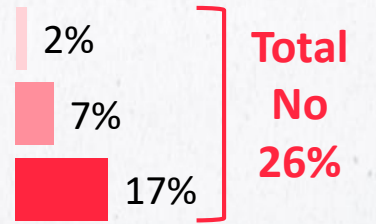
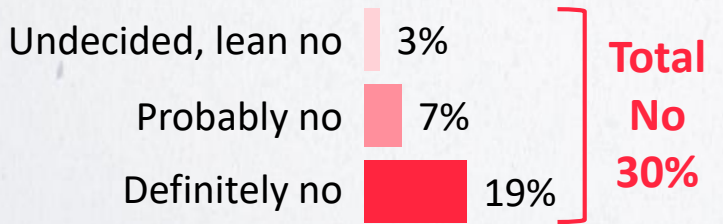
First Test

Second Test

Third Test



Total Yes 66%





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& Strategy*