

CITY OF

HEMET *California*

Community Services and Revenue Study

Survey Conducted:
August 6-15, 2015

*Fairbank,
Maslin,
Maullin,
Metz &
Associates*

FM3

T H E
LEW
EDWARDS
G R O U P

Project Objectives

- Conduct an independent, statistically valid community survey
- Assess and “track” constituent views on their current service priorities
- Determine constituent interest—if any—in local revenue solutions
- Prepare Final Report of survey findings

Methodology

- 350 interviews of randomly selected respondents
- Conducted August 6-15, 2015
- Landlines and cell phones
- Margin of Error: +/- 5.2% for full sample
- Some questions tracked to City of Hemet 2008 survey

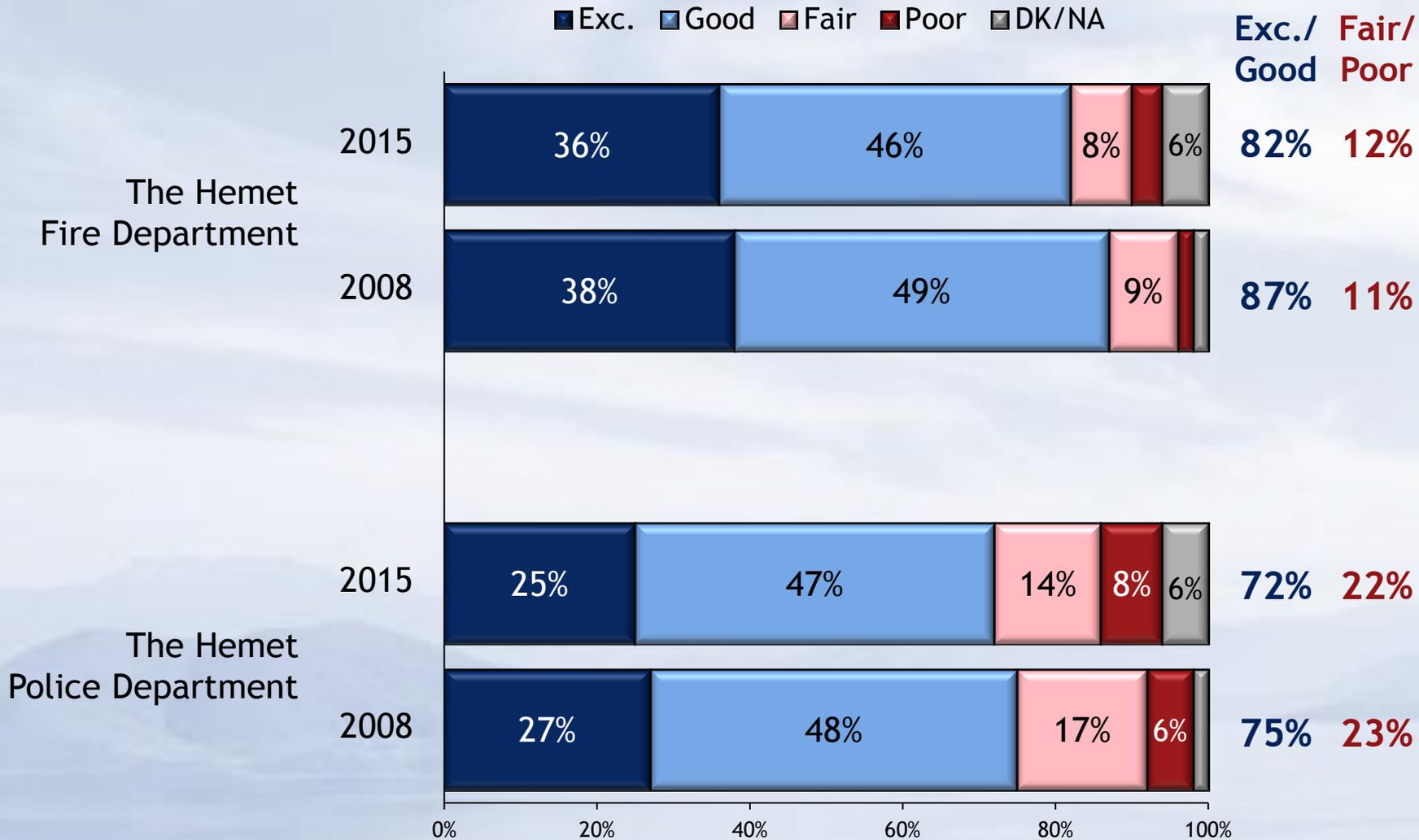
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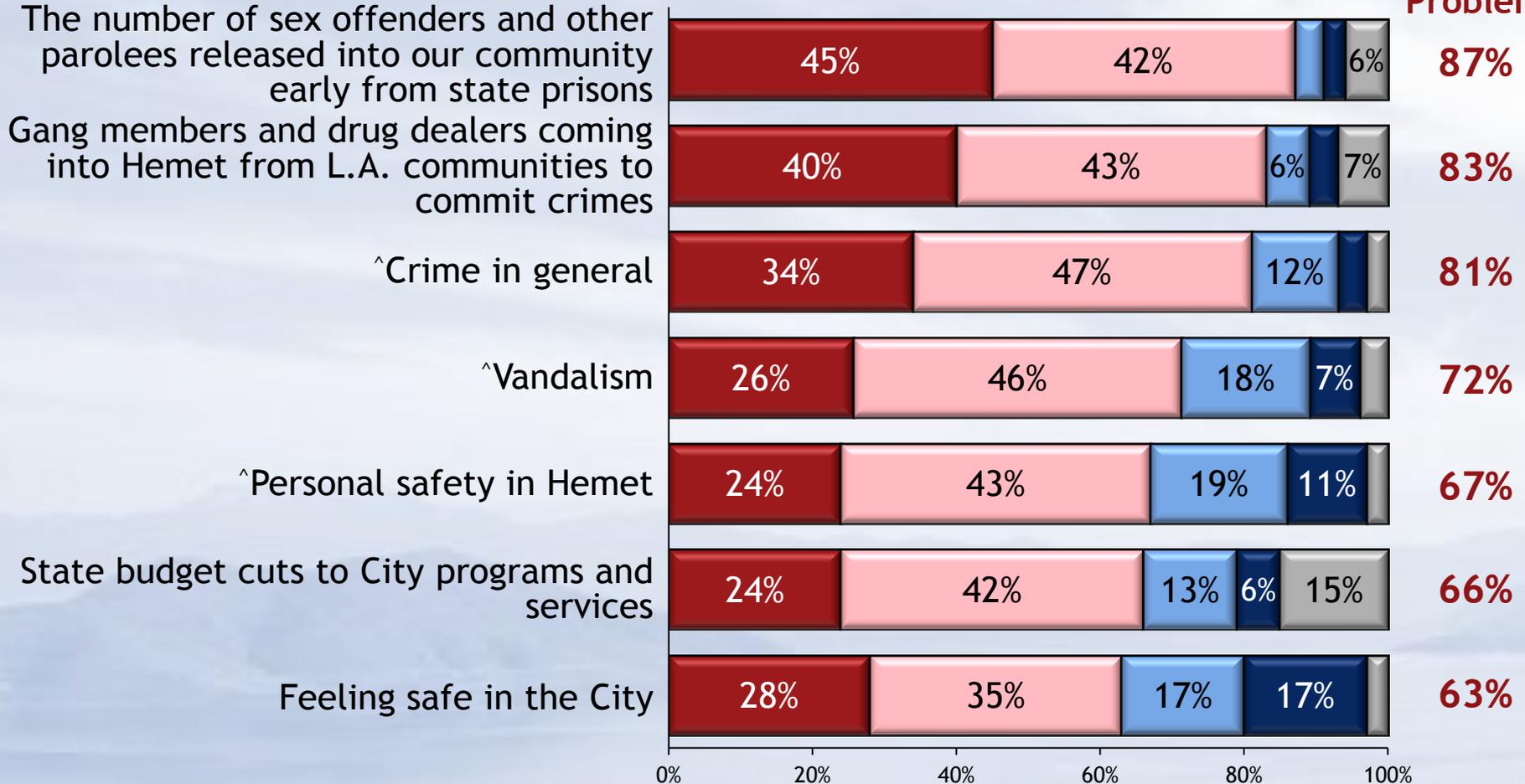
Mood of the Community

The City's public safety agencies continue to enjoy excellent job ratings.



Crime and public safety are seen as the most serious problems in the City.

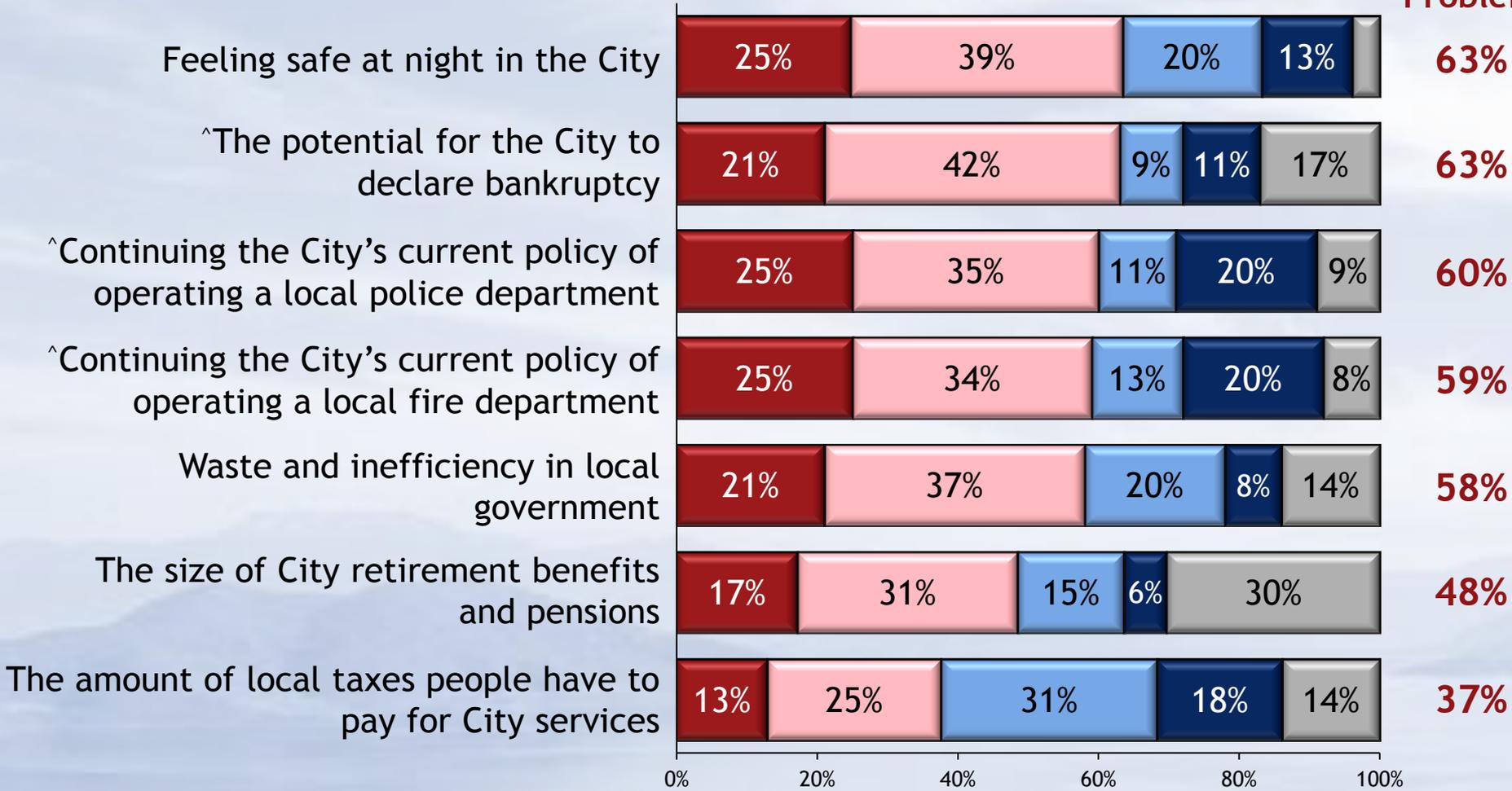
■ Ext. Ser.
 ■ Very Ser.
 ■ Not Too Much Of A Prob.
 ■ Not A Prob.
 ■ DK/NA
 Ext./Very Ser. Problem



I am going to read you a few issues some people in Hemet have mentioned. Please tell me whether you think it is an extremely serious problem, a very serious problem, not too much of a problem, or not a problem at all in Hemet.

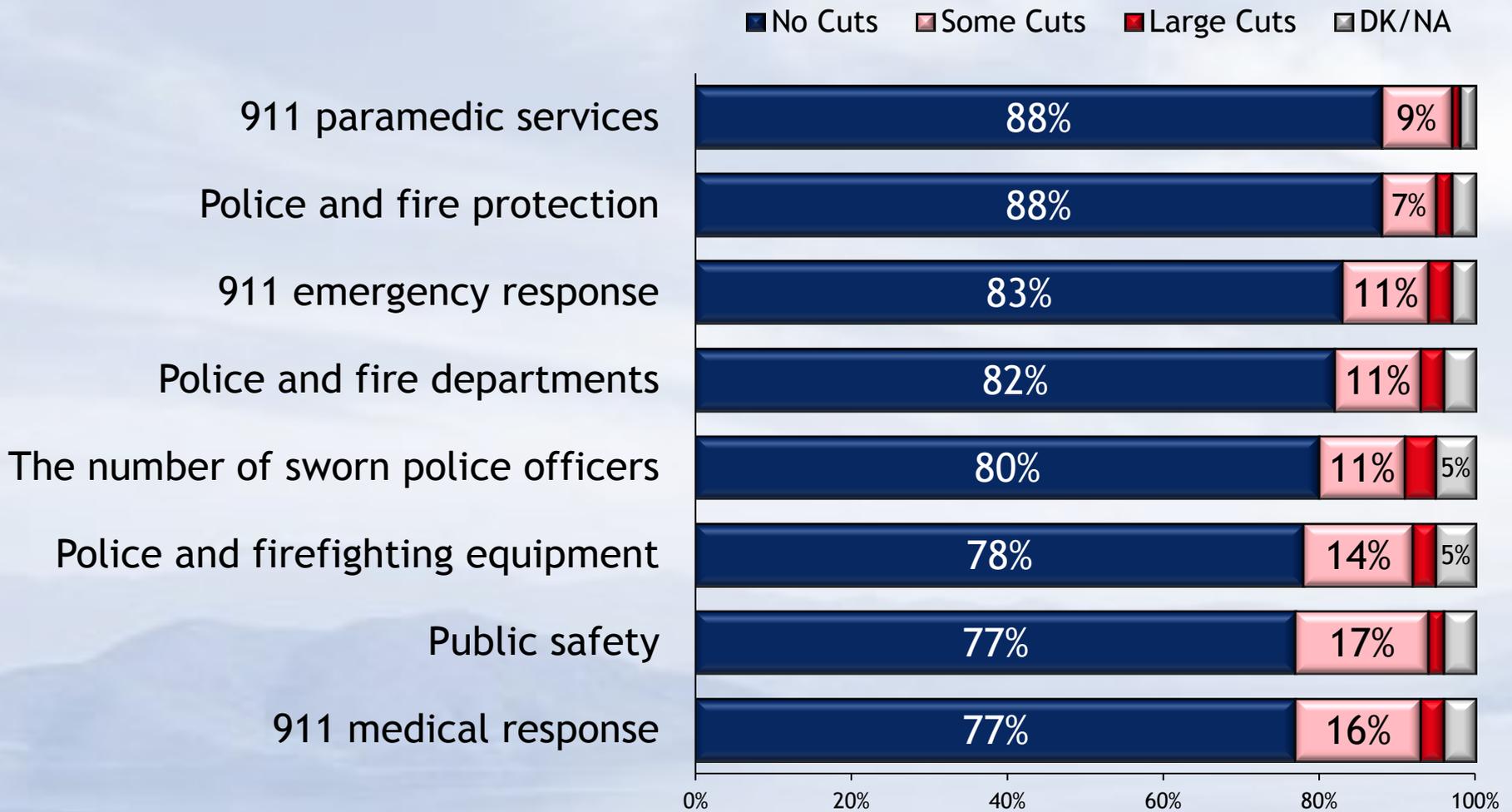
Issues related to the process of City government and taxes are seen as much smaller problems.

■ Ext. Ser. ■ Very Ser. ■ Not Too Much Of A Prob. ■ Not A Prob. ■ DK/NA **Ext./ Very Ser. Problem**



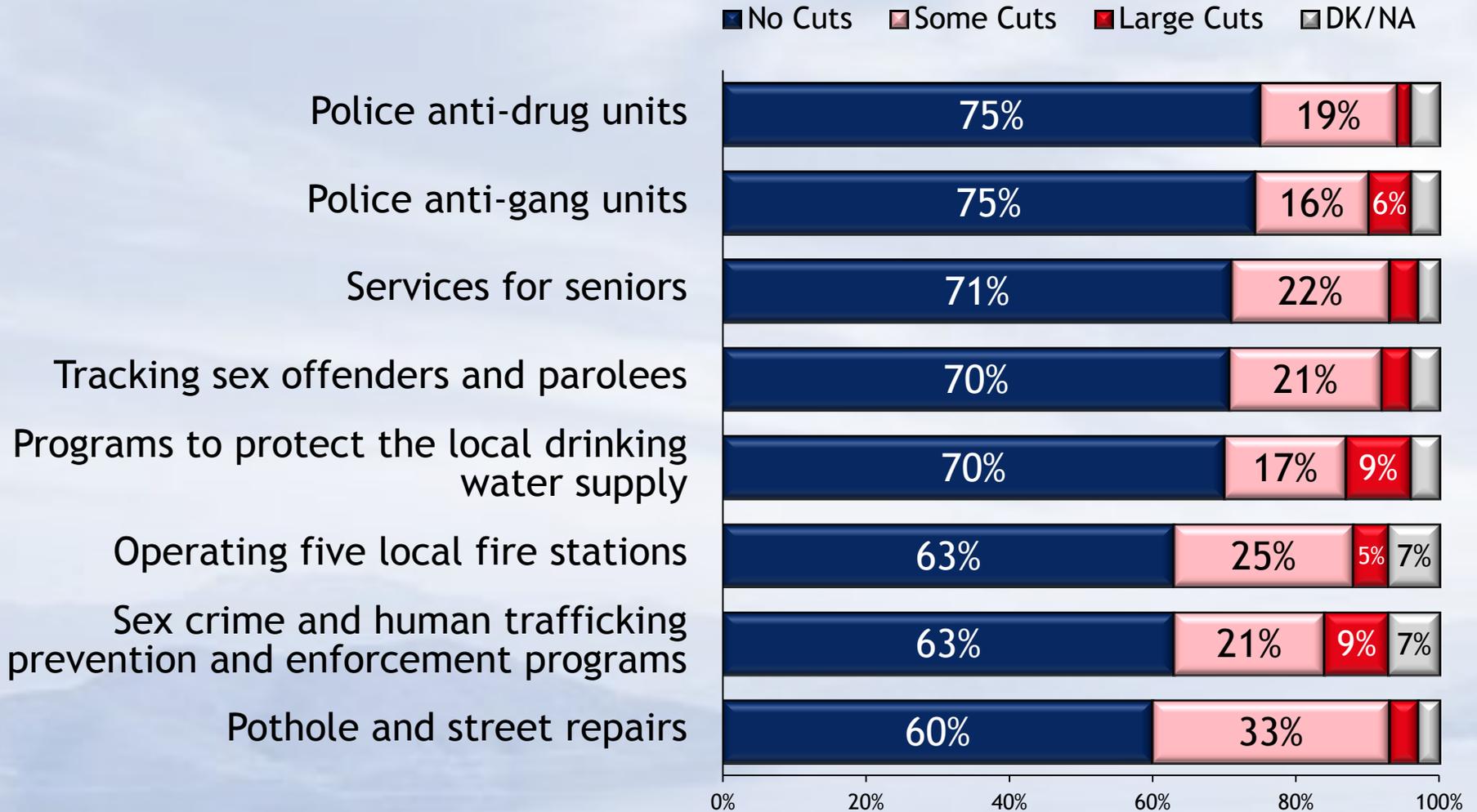
I am going to read you a few issues some people in Hemet have mentioned. Please tell me whether you think it is an extremely serious problem, a very serious problem, not too much of a problem, or not a problem at all in Hemet.

Respondents feel strongly they do not want any cuts to public safety services.



The City of Hemet has a budget deficit of \$5 million per year. If the City is unable to close that budget gap, it will be forced to make tough decisions on what services to cut to balance its budget. Now, I am going to mention some of the services the City provides its residents. Please tell me whether you think large cuts should be made to that service in order to balance the budget, just some cuts should be made, or no cuts at all should be made to that service to balance the City budget.

Continued



If the City is unable to close that budget gap, it will be forced to make tough decisions on what services to cut to balance its budget. Now, I am going to mention some of the services the City provides its residents. Please tell me whether you think large cuts should be made to that service in order to balance the budget, just some cuts should be made, or no cuts at all should be made to that service to balance the City budget.

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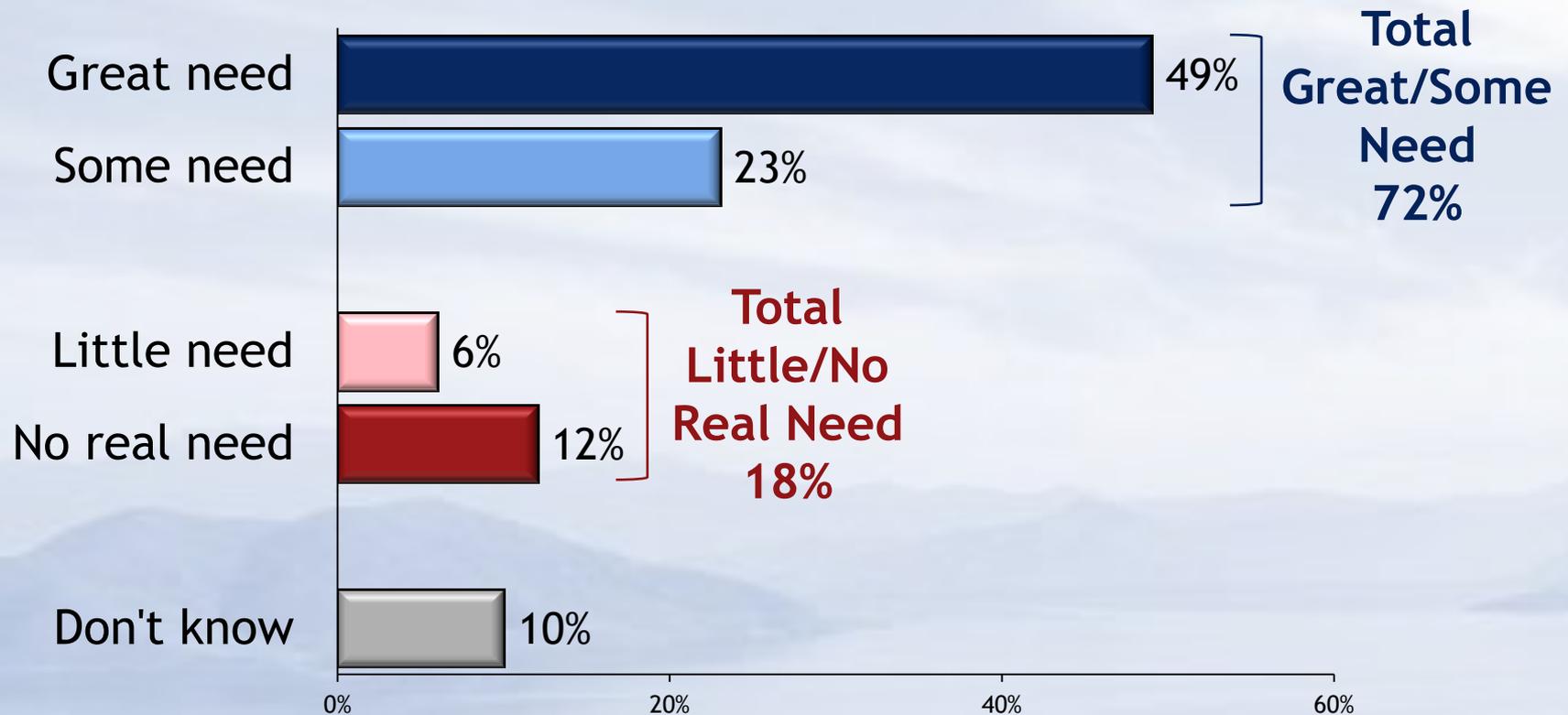
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Attitudes on Potential Local Revenue Generation

Respondents perceive an overwhelming need for additional funding to provide City services.

In your personal opinion, do you think there is a great need, some need, a little need, or no real need for additional funds to provide the level of City services that Hemet residents need and want?



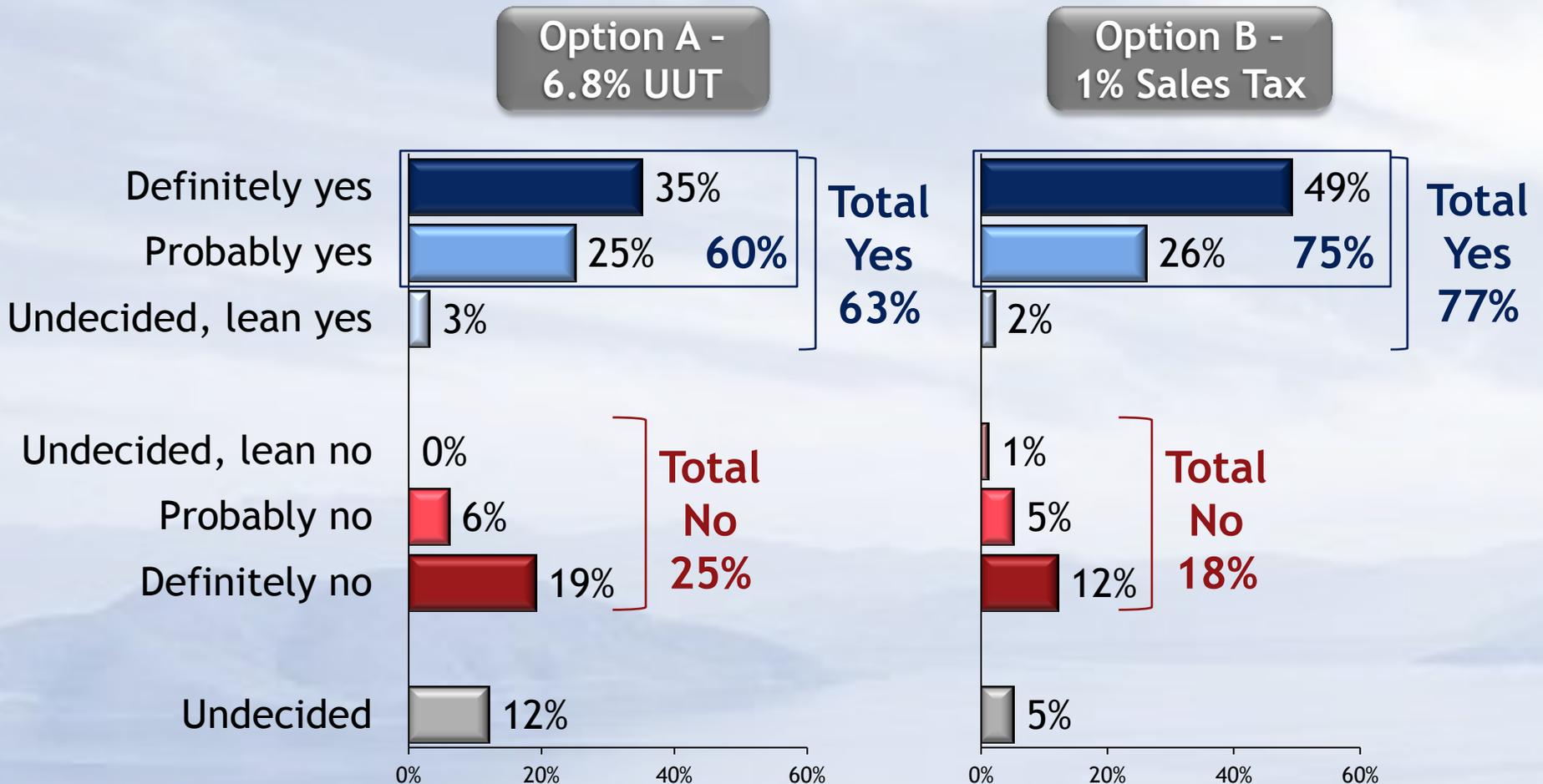
The survey tested multiple revenue options. Initially respondents were asked about one of the following two options for a Public Safety Measure:

Hemet Police and Fire Community Safety Measure

“To maintain and improve local public safety services including, Police, Fire, Paramedics, 911 emergency response, homelessness/vandalism/graffiti reduction, rapid response to gang violence/ robberies/burglaries, and restore anti-gang/drug units; shall the City of Hemet establish a _____ annual audits, and all funds required by law to be spent for City of Hemet police and fire department services only?”

- **Option A:** 6.8% utility users’ tax, for 10 years only, with low-income seniors’ exemptions,
- **Option B:** 1% sales tax (1 cent), for 10 years only with

Only the public safety sales tax tests above the 2/3 threshold for passage on the initial ballot ask.

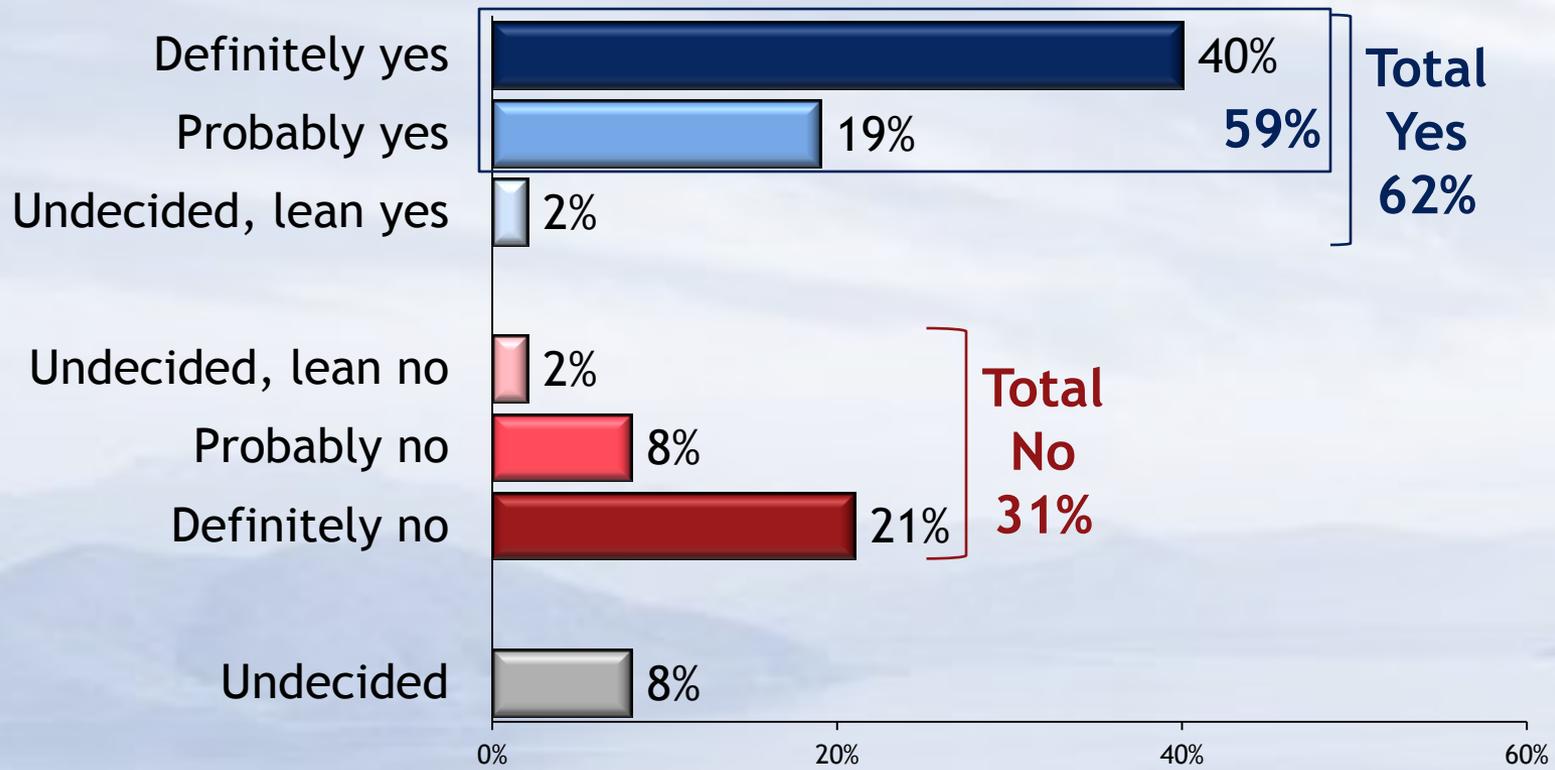


The survey also tested a “general purpose” measure

Hemet Police/Fire/Vital City Services Measure

“To maintain and improve public safety and other essential general governmental services, including without limitation: Police/Fire/Paramedics/911 emergency response services, homelessness/ vandalism/graffiti reduction, rapid response to gang violence/robberies/burglaries; streets/potholes repair; library services, and programs attracting/retaining local businesses/jobs; shall the City of Hemet establish a 1% sales tax (1 cent), for 10 years, requiring annual audits and all funds be spent locally?”

The general purpose sales tax also tested well above its simple majority vote threshold.



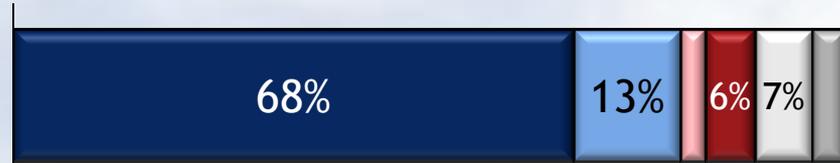
Accountability provisions were important to respondents.

■ Much More Lkly.
 ■ Smwt. More Lkly.
 ■ Smwt. Less Lkly.
 ■ Much Less Lkly.
 ■ No Diff.
 ■ DK/NA

Total
More
Lkly.

Total
Less
Lkly.

All funds raised by the measure would be required to be used only in Hemet



81% **9%**

It requires annual financial audits



79% **8%**

All funds raised by the measure would be required by law to be used for City of Hemet police and fire department services only



71% **15%**

*Low-income seniors would be exempt from the utility users' tax



71% **13%**

It requires independent citizens oversight of all expenditures



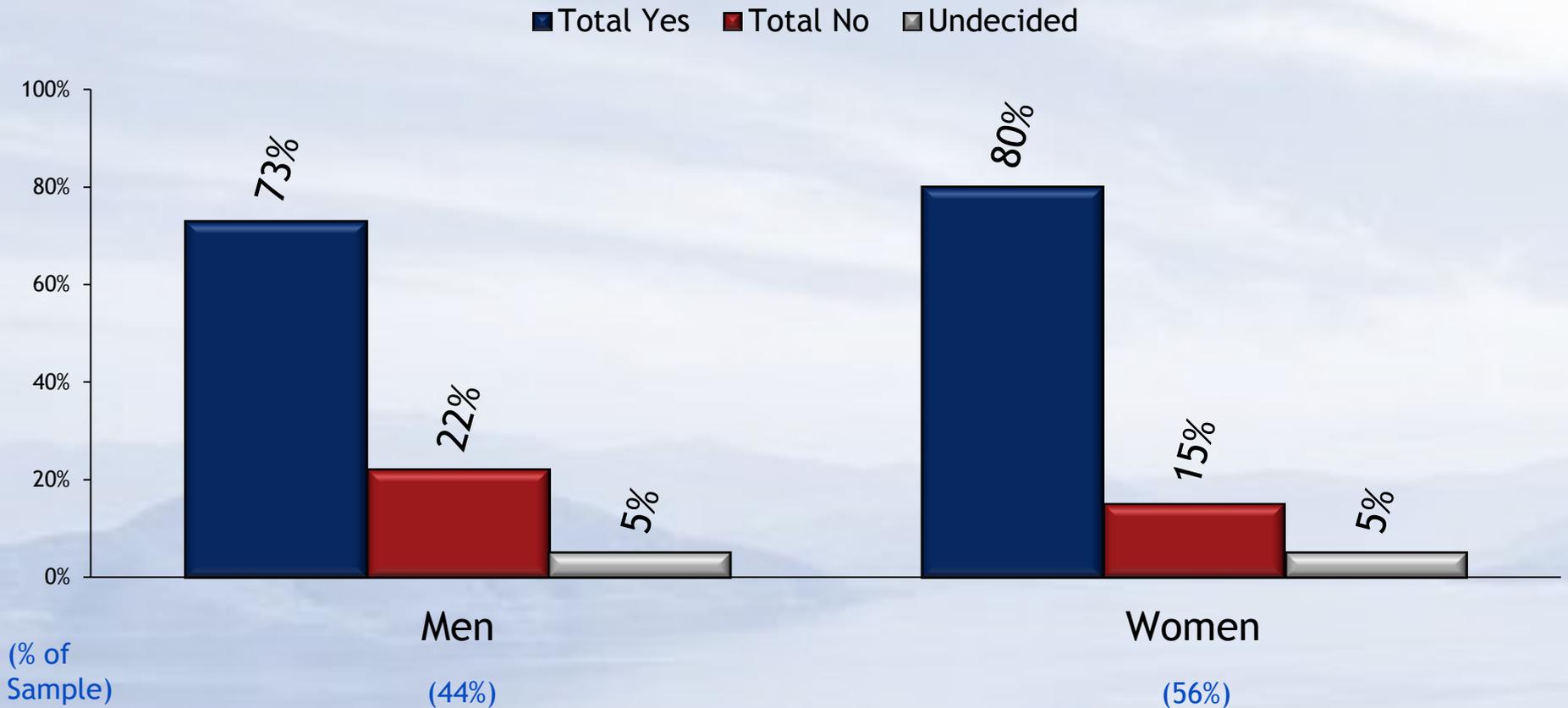
71% **10%**

0% 20% 40% 60% 80% 100%

The requirements of the Hemet Police and Fire Community Safety Measure we have been discussing have not been finalized. Would you be more likely or less likely to support this measure if _____?

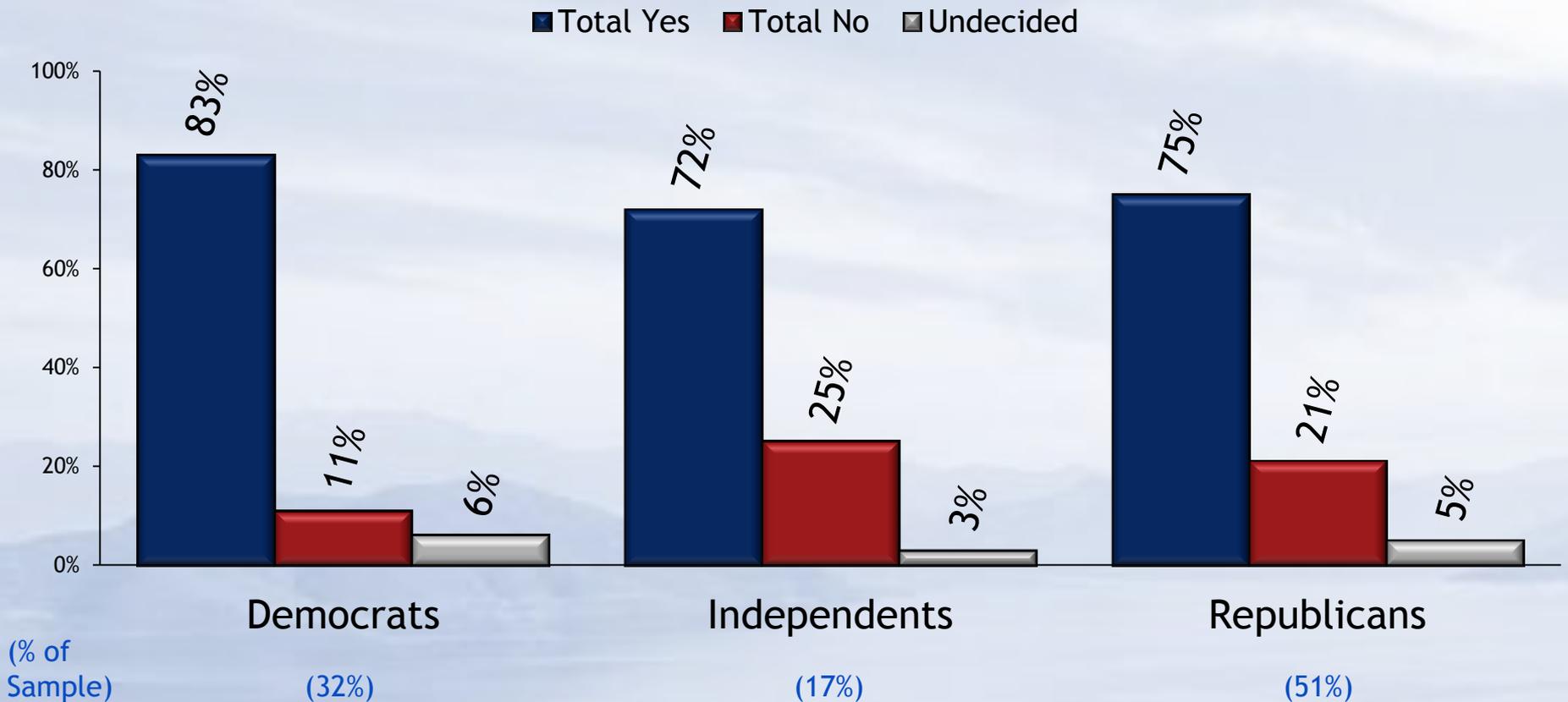
The Public Safety Sales Tax carries across genders.

Initial Vote on one-cent Public Safety Sales Tax by Gender



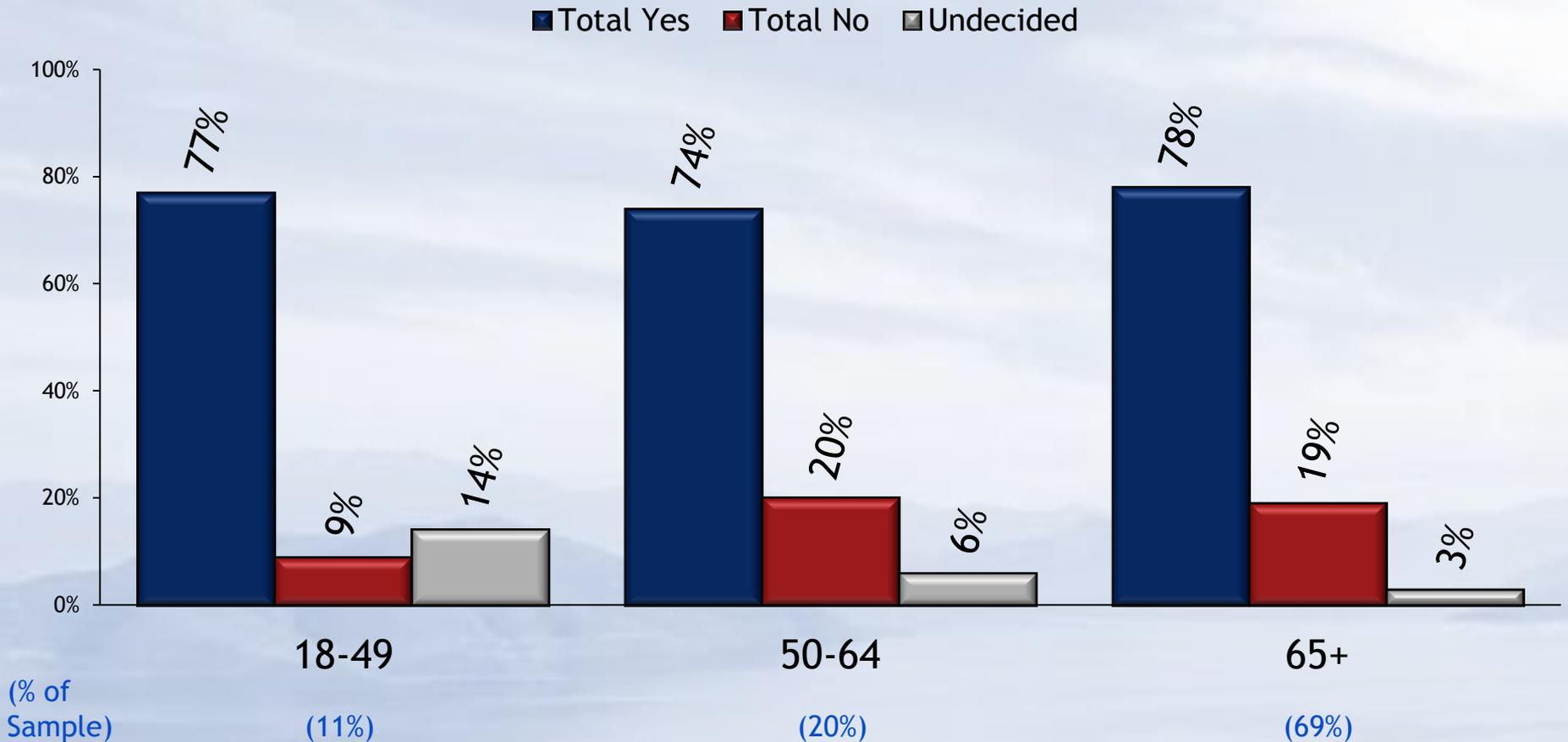
Members of all parties support the Public Safety Sales Tax Measure above the 2/3's threshold.

Initial Vote on one-cent Public Safety Sales Tax by Party



The Public Safety Measures carries across all age groups.

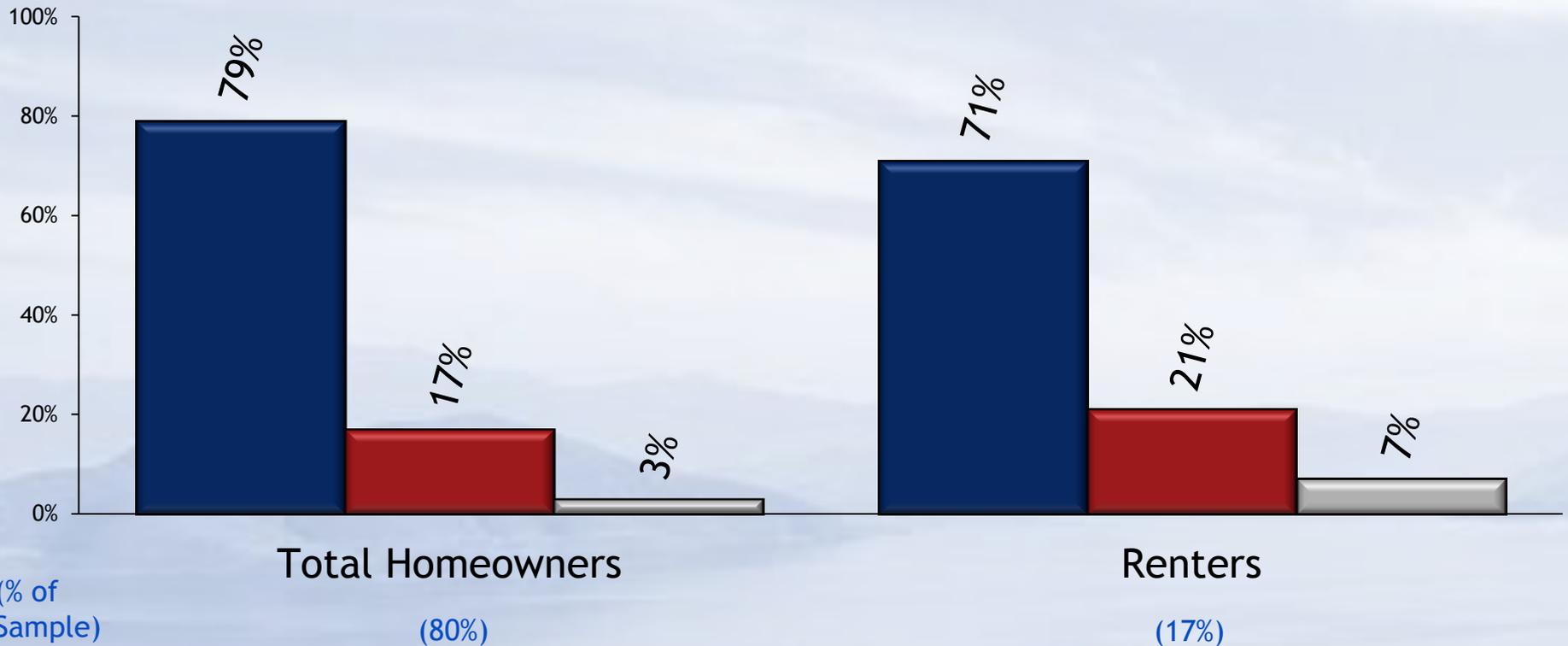
Initial Vote on one-cent Public Safety Sales Tax by Age



Support is high from both homeowners and renters.

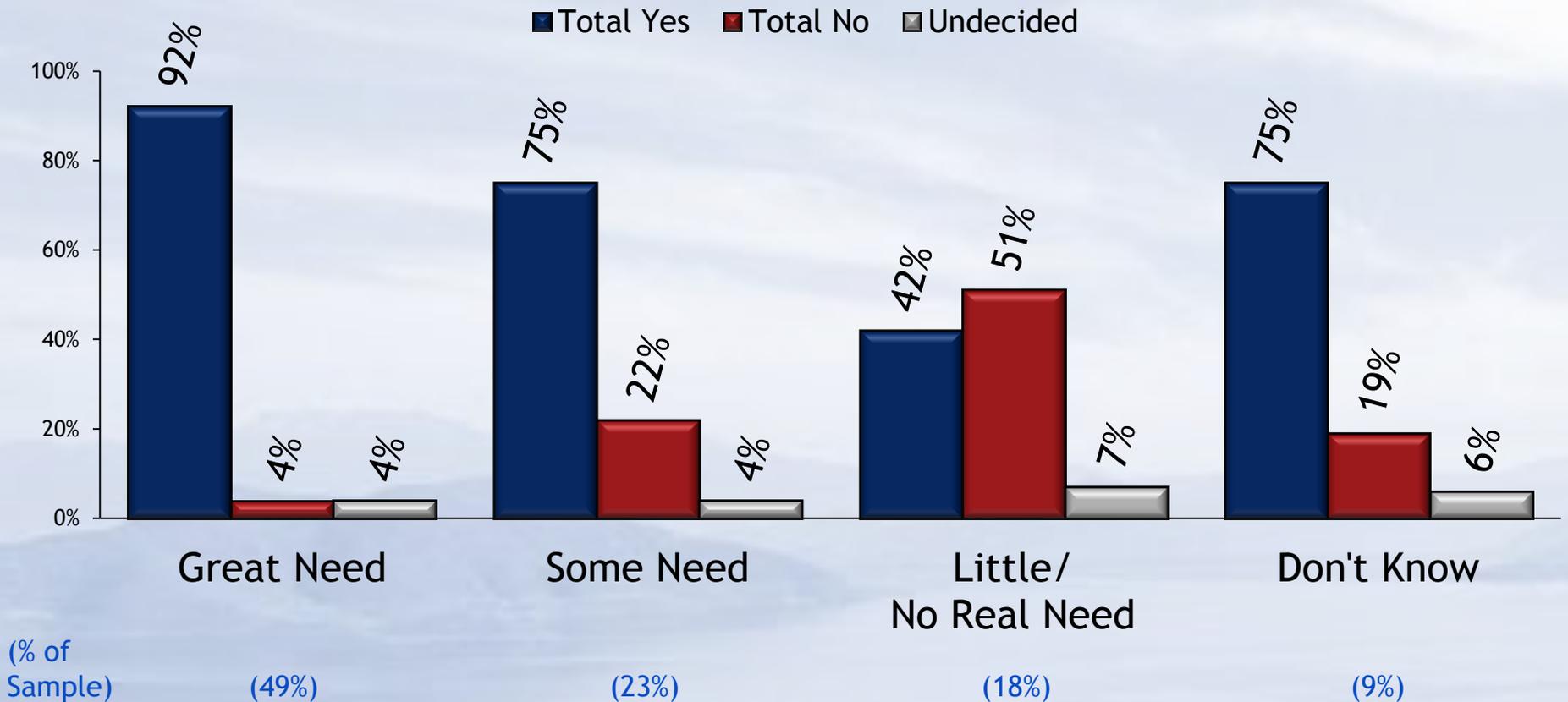
Initial Vote on one-cent Public Safety Sales Tax by Homeownership

■ Total Yes ■ Total No ■ Undecided



Perception of the need for additional funding is strongly correlated with support for the measure.

Initial Vote on one-cent Public Safety Sales Tax by Need For Additional Funding



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Additional Information Presented to Constituents

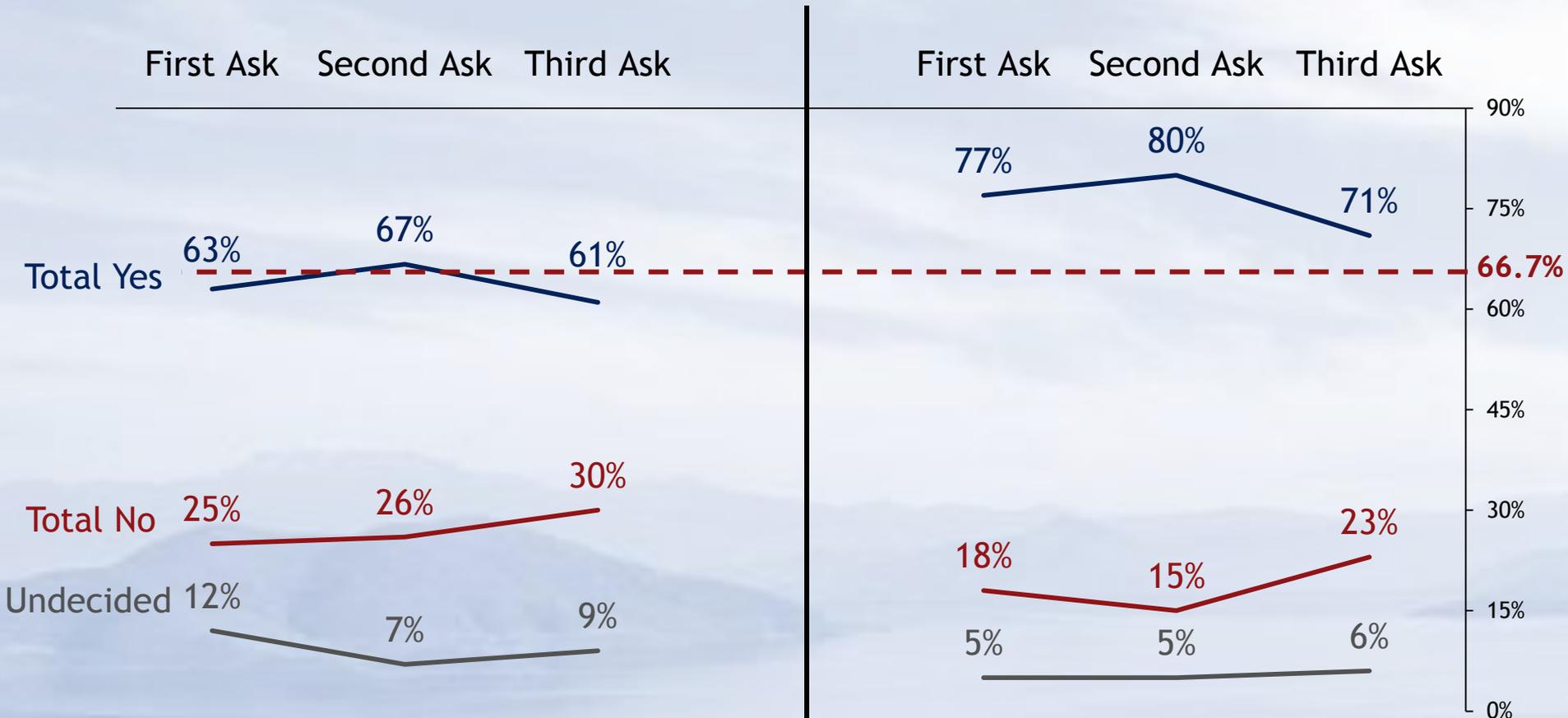
Additional Information Presented to Constituents

The survey also asked constituents to respond to information that is typically provided by those who wish to support and oppose local revenue ballot measures, including concerns about the size and scope of the measure.

The Public Safety Sales Tax is consistently above the 2/3s requirement threshold throughout the survey.

6.8% UUT

One-Cent Public Safety Sales Tax



Conclusions

- ▶ City of Hemet residents overwhelmingly believe the City needs additional funding
- ▶ Constituents are most concerned about their public safety, and are opposed to any cuts to those services
- ▶ Constituents strongly support the concept of local, voter-approved funding specifically dedicated to public safety levels, at percentages as high as 80%
- ▶ However, before making any decisions to place such a measure before the community, the City should consider what safety items or services such a measure would fund, and include fiscal accountability provisions
- ▶ Additional community input and engagement should occur before any final decision is made to proceed.

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