

City of Artesia Issues Survey



OPINION
RESEARCH
& STRATEGY

Survey Specifics and Methodology

Dates	September 23-October 9, 2023
Research Population	Likely November 2024 City of Artesia Voters
Total Interviews	355
Margin of Sampling Error	(Full Sample) $\pm 5.2\%$ at the 95% Confidence Level (Half Sample) $\pm 7.4\%$ at the 95% Confidence Level
Contact Methods	 Telephone Calls  Email Invitations  Postcard Invitations  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews
Languages	English and Spanish

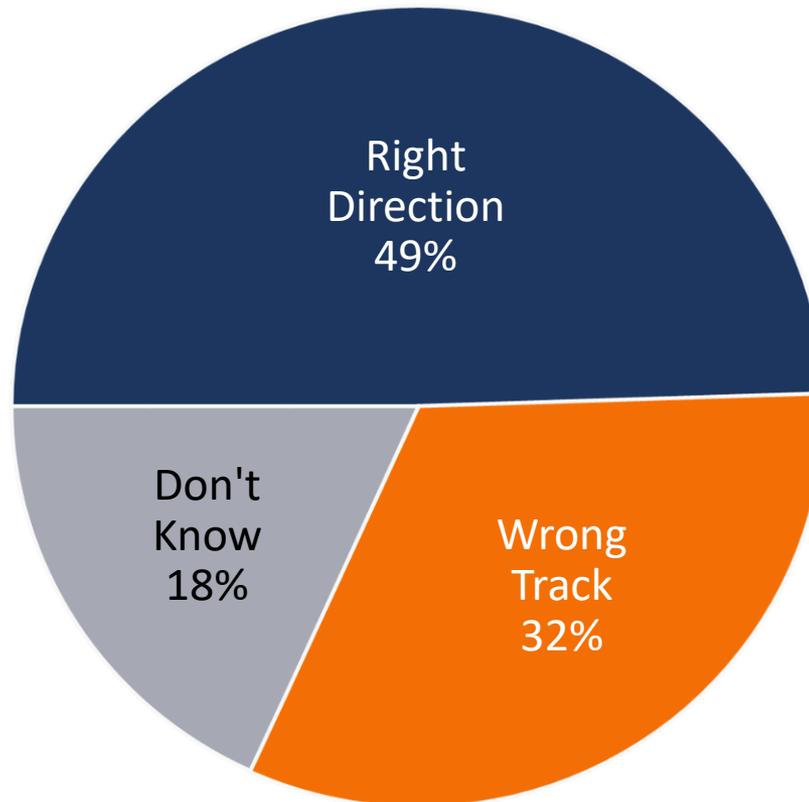
(Note: Not All Results Will Sum to 100% Due to Rounding)



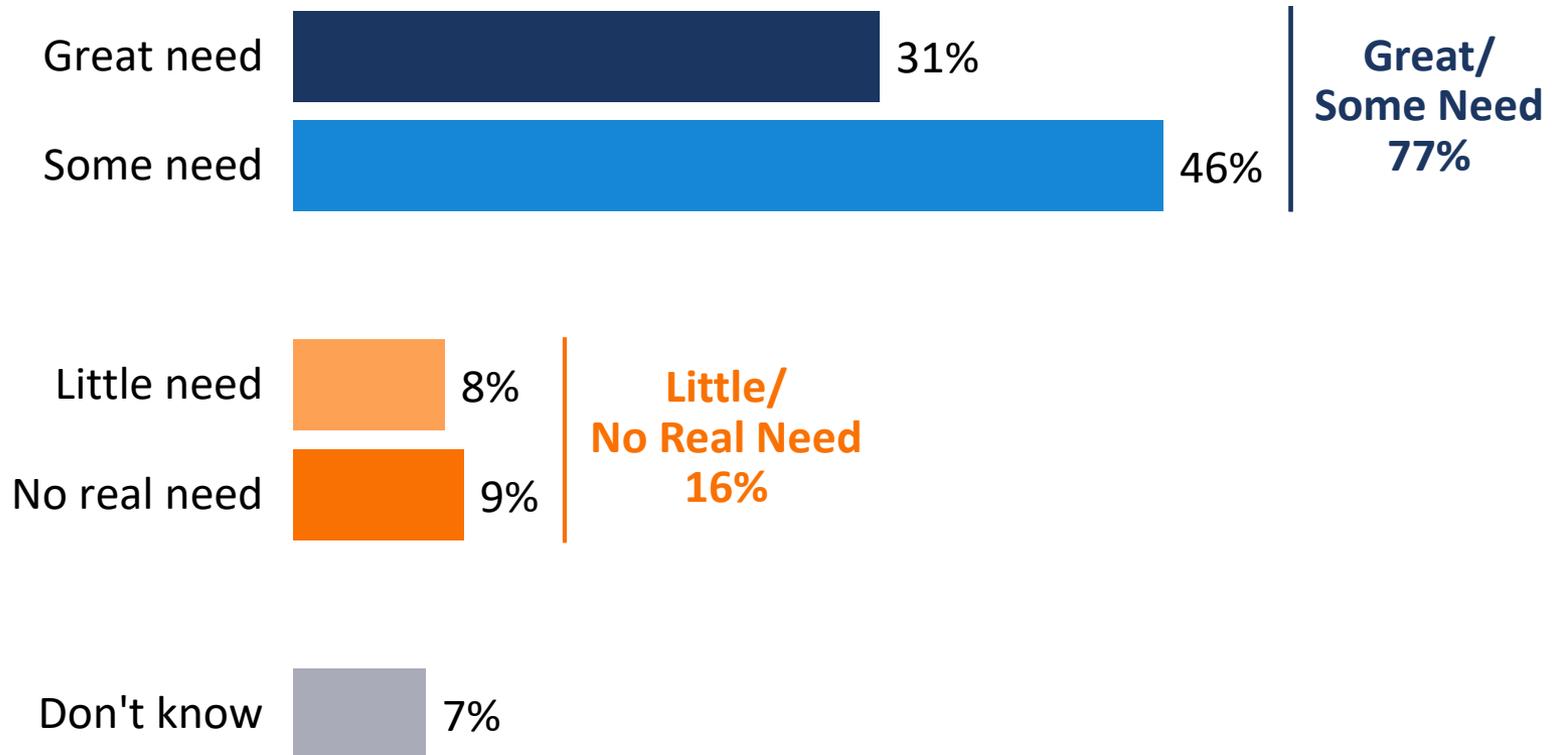
Mood and Perceptions of the Community

Roughly half perceive the City is headed in the right direction.

Would you say that things in the City of Artesia are generally headed in the right direction, or do you feel that things are off on the wrong track?



About three-quarters perceive that the City has at least some need for additional funds to provide the level of City services residents need and want.





Attitudes on Potential Local Funding Opportunities

Hypothetical Ballot Title and Summary Tested in the Survey

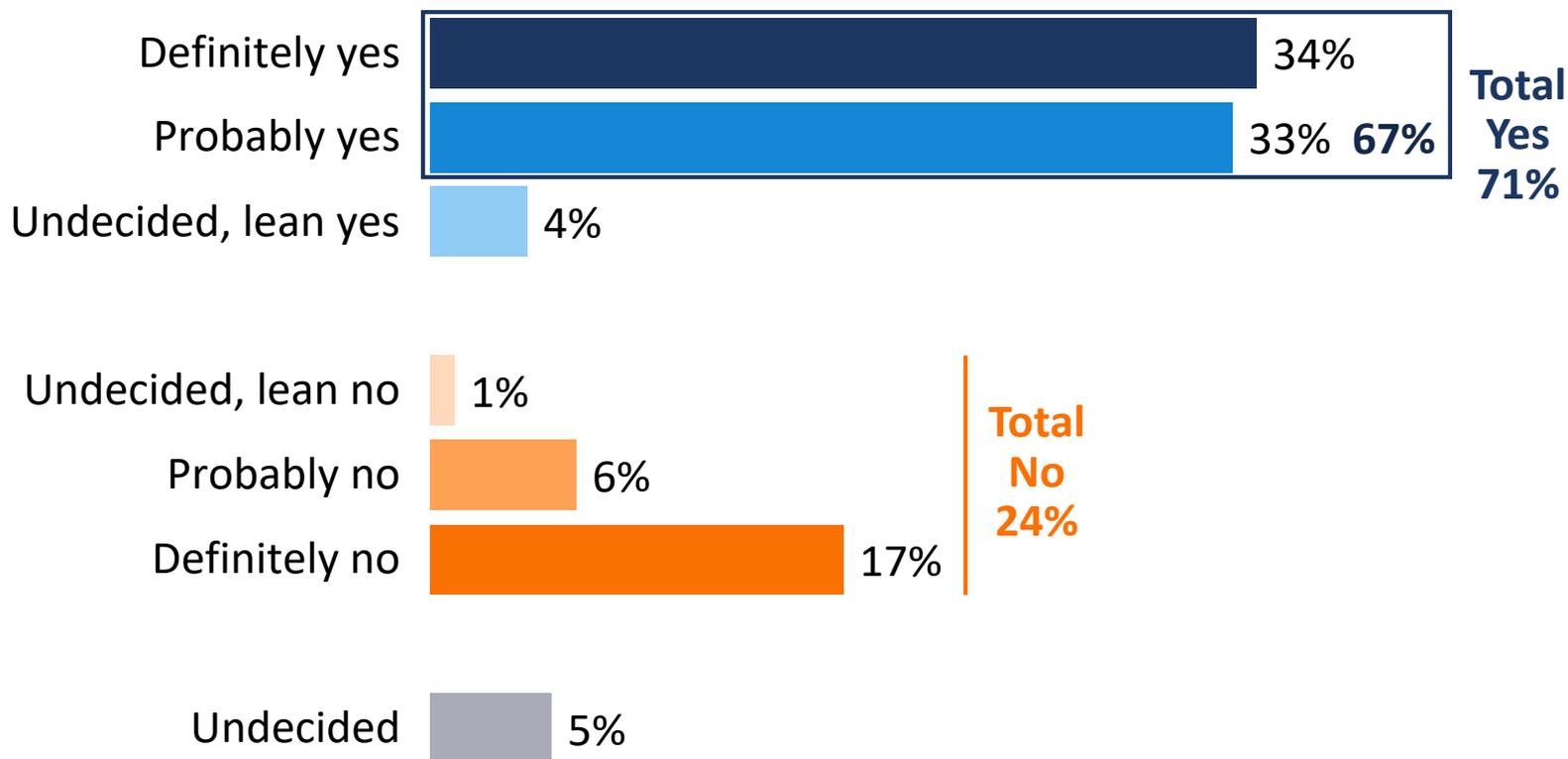
(Language Reviewed by Legal Counsel)

CITY OF ARTESIA PUBLIC SAFETY/ CITY SERVICES MEASURE

Shall the measure funding Artesia services such as maintaining 911 emergency response, neighborhood Sheriff patrols, gang prevention programs for youth, crime prevention programs involving thefts/burglaries; repairing streets/potholes; addressing homelessness; maintaining parks; offering senior/youth/afterschool programs and for general government use by enacting a $\frac{3}{4}\text{¢}$ sales tax providing approximately \$2,500,000 annually until ended by voters; requiring audits/public spending disclosure/all funds benefit Artesia residents, be adopted?

Roughly seven in ten initially support the measure, with about one-third having said they would definitely vote yes.

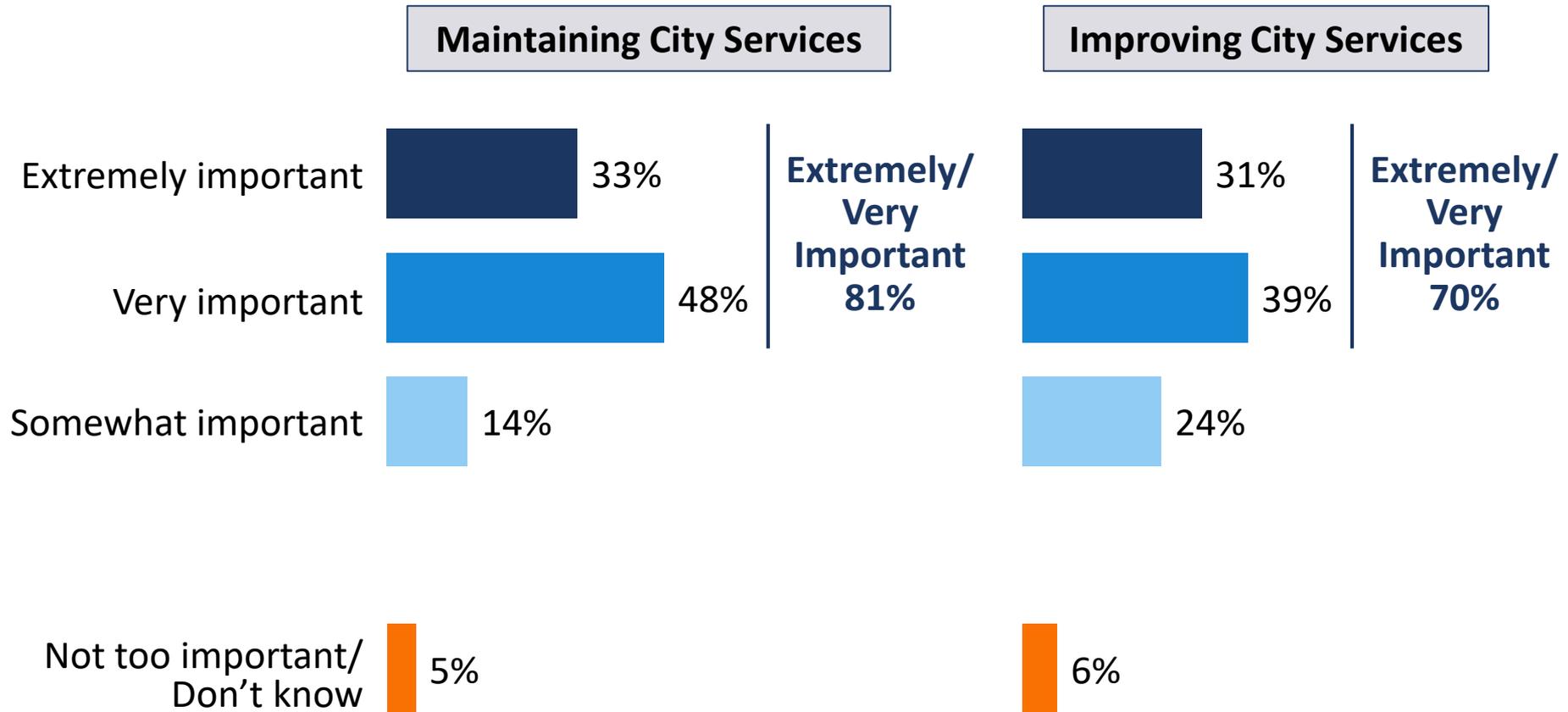
(M.O.E=±5.2%)





Budget Priorities

Higher percentages prioritize maintaining over improving city services, though seven-in-ten still prioritize improving city services.

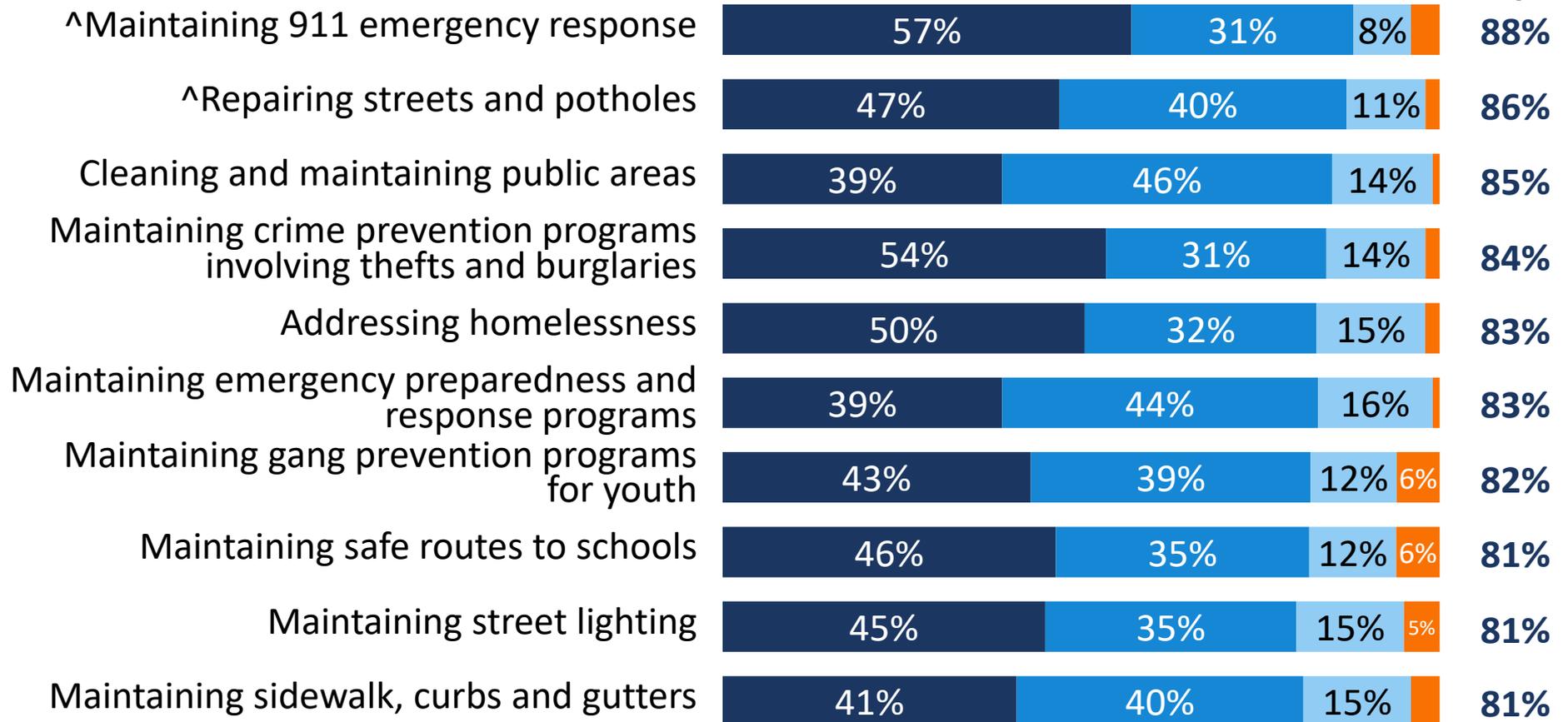


Q: I am going to mention a list of possible uses of the funds and provisions that might apply to the measure. Regardless of how you feel about this measure, please tell me how important it is to you personally that each use of funds or provision may apply to the measure: Would you say it is extremely important, very important, somewhat important, or not too important? Split Sample

Maintaining 911 emergency response, repairing streets and potholes; cleaning/maintaining public areas; maintaining crime prevention programs involving thefts/burglaries; and addressing homelessness are among the top funding priorities.

(Ranked by Extremely/Very Important)

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt./Don't Know **Ext./Very Impt.**

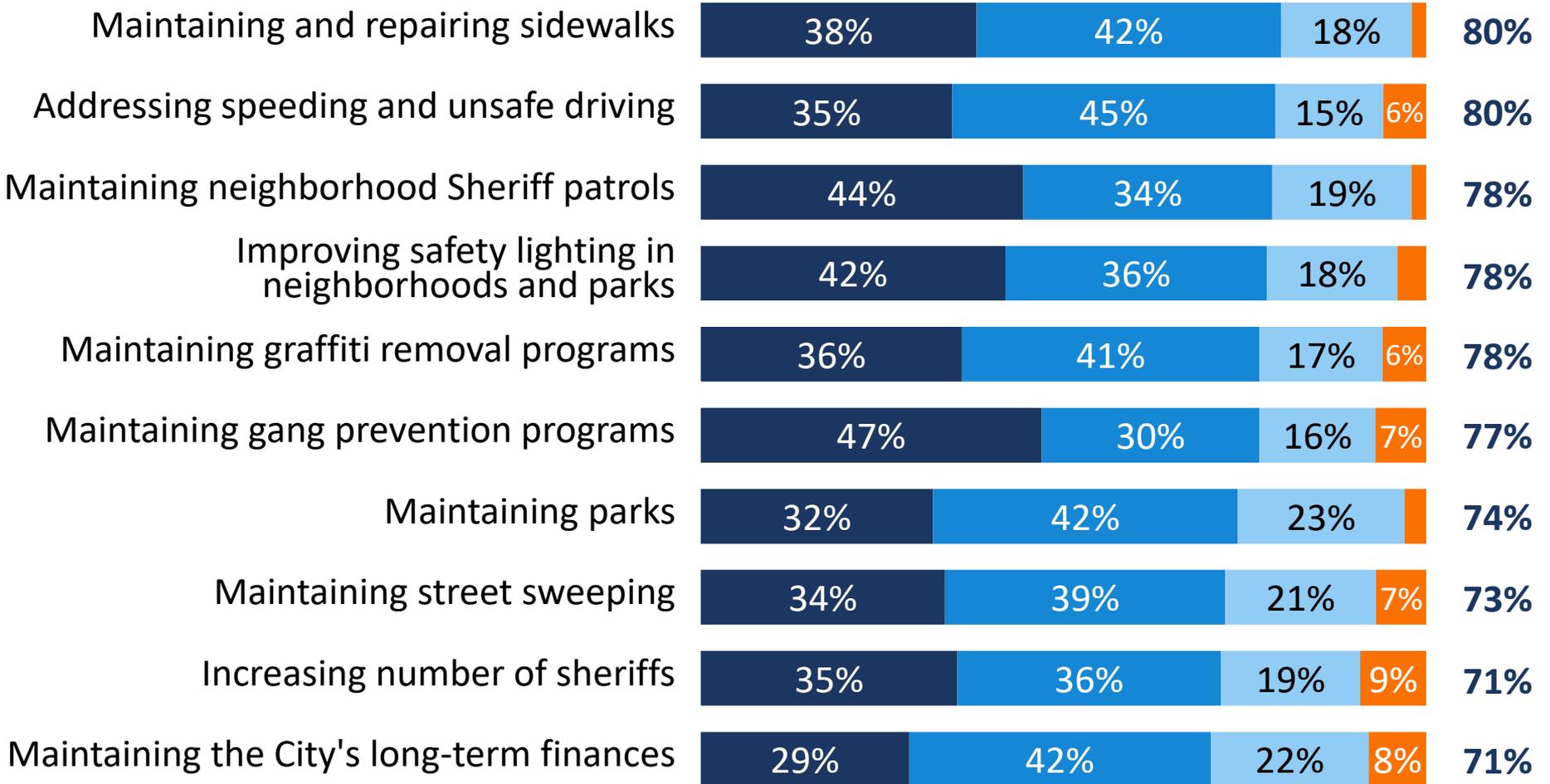


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Continued

(Ranked by Extremely/Very Important)

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt./Don't Know **Ext./Very Impt.**



Q: I am going to mention a list of possible uses of the funds and provisions that might apply to the measure. Regardless of how you feel about this measure, please tell me how important it is to you personally that each use of funds or provision may apply to the measure: Would you say it is extremely important, very important, somewhat important, or not too important? Split Sample

The strongest themes about the measure are maintaining property values; keeping gangs out of the City; repairing streets and filling potholes; and ensuring a source of local funding.

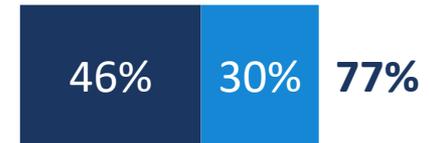
(Ranked by Total More Inclined to Vote Yes)

■ Much More Incl. ■ Smwrt. More Incl.

(PROPERTY VALUES) Safe neighborhoods, well-maintained streets and parks and a wide variety of activities for seniors, youth and families are all a big part of maintaining property values. This measure could provide funds to maintain streets, parks, sheriff response and other City services and programs.



(KEEPING GANGS OUT) There are at least 130 active gang members living in Artesia, with even larger numbers in our surrounding communities. Passing this measure could provide additional funding to the Sheriff's Department to continue fighting gang violence and maintaining City-run anti-gang programs for youth.



^(STREET CONDITIONS) Prior to this year's rainy season, independent engineers rated over 1/3 of Artesia's streets as "poor" or "very poor" and it has only gotten worse this winter. Funds from this measure could be used to repair our streets and fill potholes. It will be less expensive to repair the streets now than waiting until later.



(LOCAL CONTROL) In the last 11 years alone, Sacramento politicians have taken over \$17 million in funding and local tax revenue away from the City. All funds raised by this measure are legally required to be spent in Artesia, which will ensure local control of this revenue and provide a guaranteed source of funding for city services that cannot be taken by Sacramento.



^(ACCOUNTABILITY) This measure includes strict accountability provisions such as public disclosure of all spending, an independent oversight committee, and annual independent financial audits.





Conclusions

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- A $\frac{3}{4}$ -cent sales tax ballot measure to generate local funding for Artesia is viable for further planning.
- About one-in-two have a favorable view of the direction of the City.
- Slightly more than three-quarters perceive that the City needs at least some additional funds.
- There is a small preference for maintaining essential City services over improving them.
- Priorities include: maintaining 911 emergency response; repairing streets and potholes; cleaning and maintaining public areas; maintaining crime prevention programs involving thefts and burglaries; and addressing homelessness are among the leading funding priorities.
- The most important themes about the measure are that it helps maintain property values; could help fight gang violence and maintain City-run youth programs; repairing streets and filling potholes; and providing local control of funds that cannot be taken by Sacramento.

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