



City of Artesia Community Issues Follow-up Survey



OPINION
RESEARCH
& STRATEGY

Survey Methodology

Dates	June 13-July 10, 2024
Survey Type	Dual-mode Voter Survey
Research Population	Likely November 2024 City of Artesia Voters
Total Interviews	288
Margin of Sampling Error	(Full Sample) $\pm 5.8\%$ at the 95% Confidence Level (Half Sample) $\pm 8.2\%$ at the 95% Confidence Level
Contact Methods	 Telephone Calls  Email Invitations  Postcard Invitations  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews
Survey Tracking	2023
Language(s)	English & Spanish

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

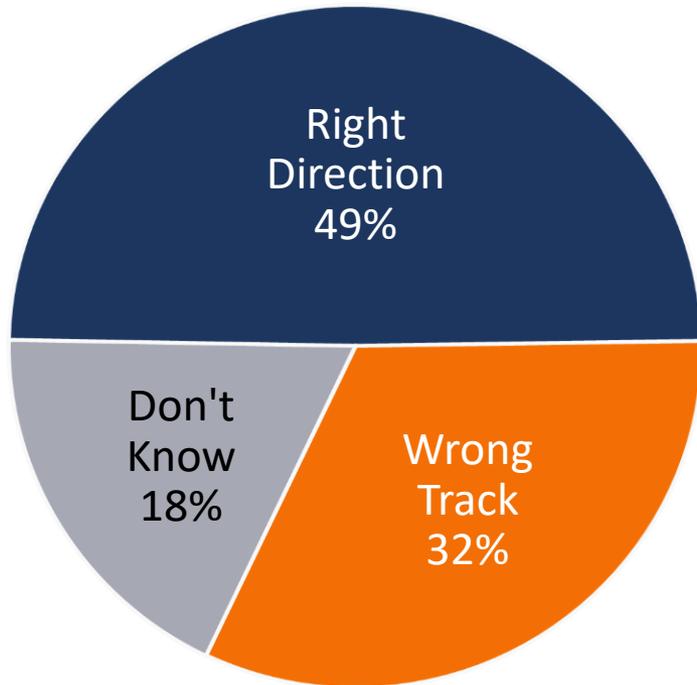


Mood and Perceptions of the Community

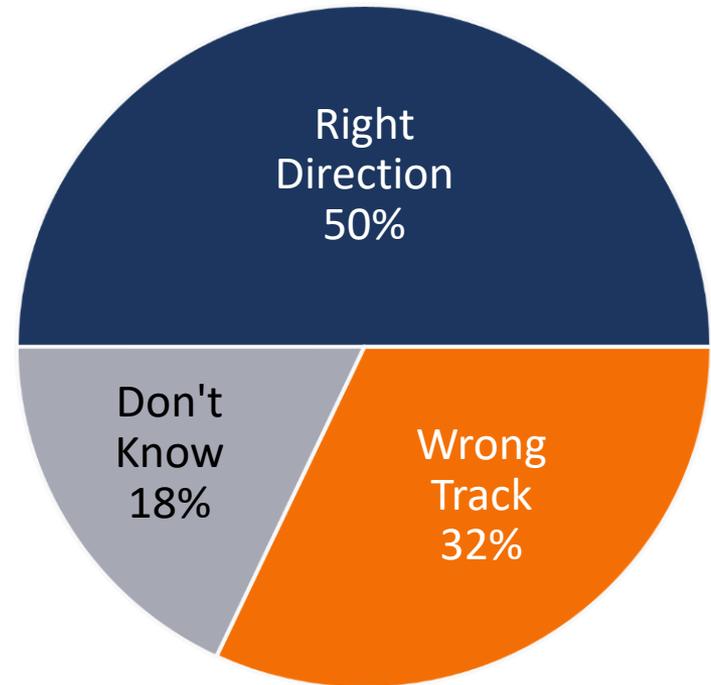
Half of respondents continue to think the City is headed in the right direction

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?

September/October 2023



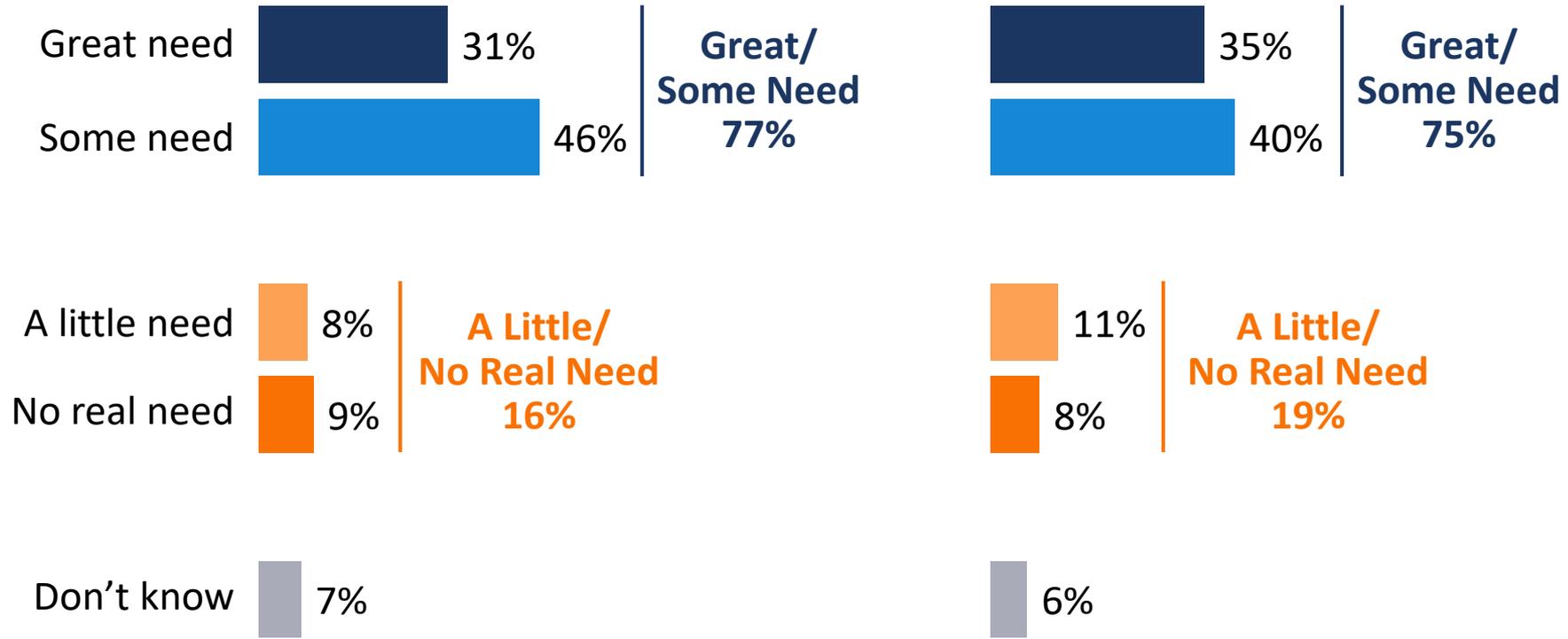
June/July 2024



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

September/October 2023

June/July 2024





Attitudes on Potential Local Funding Opportunities

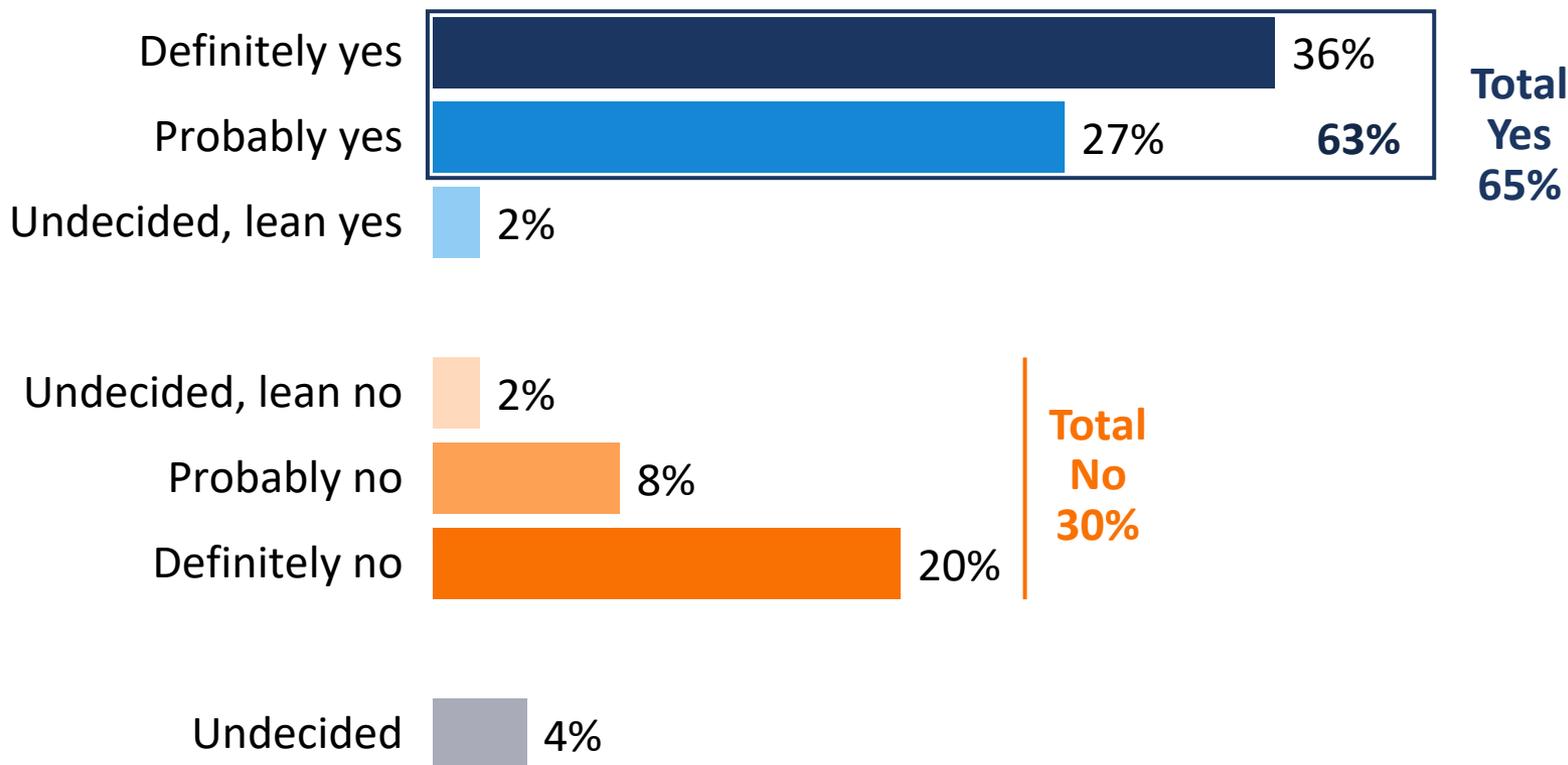
Hypothetical Ballot Measure Tested in Survey

(As Approved by Legal Counsel)

CITY OF ARTESIA PUBLIC SAFETY/ CITY SERVICES MEASURE. Shall the measure funding Artesia services such as maintaining 911 emergency response, crime prevention programs involving thefts/burglaries; repairing streets/potholes; addressing local homelessness; cleaning/maintaining public areas; maintaining safe routes to schools, street lighting; youth gang prevention 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?

More than six-in-ten residents initially support the measure, with over one-third saying they would “definitely” vote yes.

(3/4 Cent Sales Tax; MOE = ±5.8%)

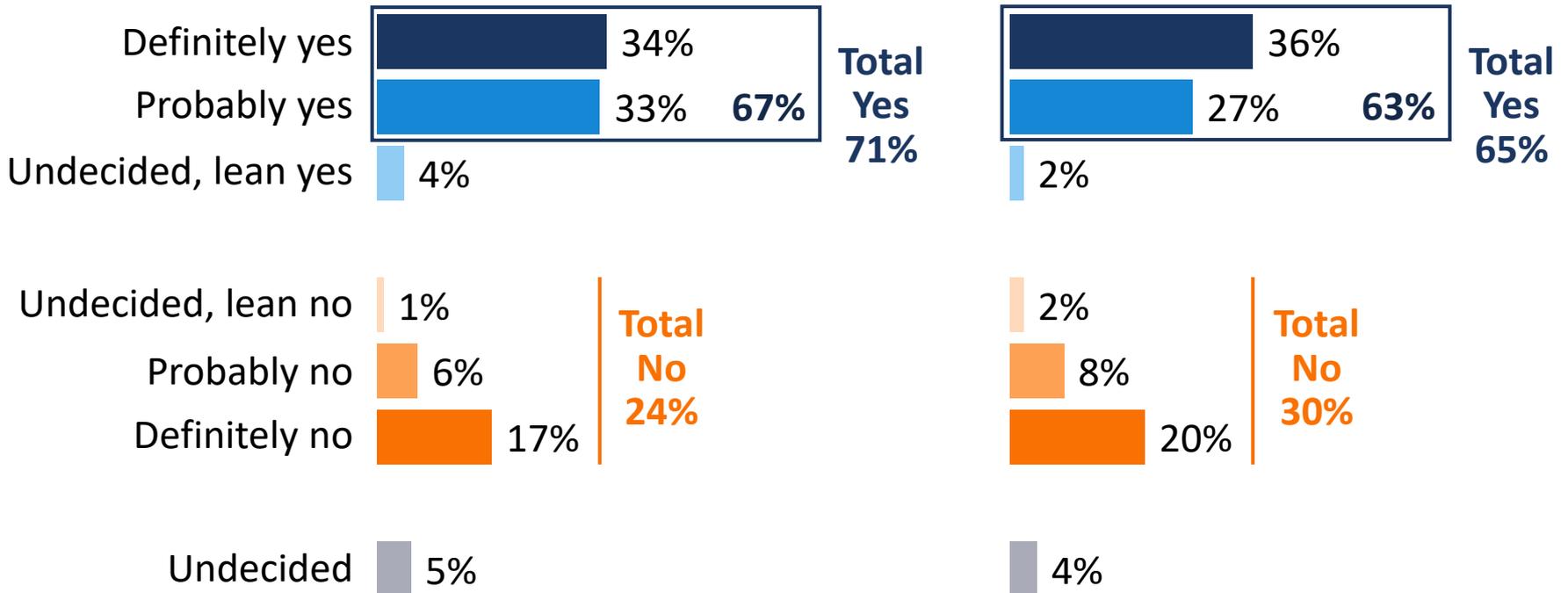


Support for the measure has decreased slightly since 2023.

(3/4 Cent Sales Tax; MOE = ±5.8%)

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June/July 2024

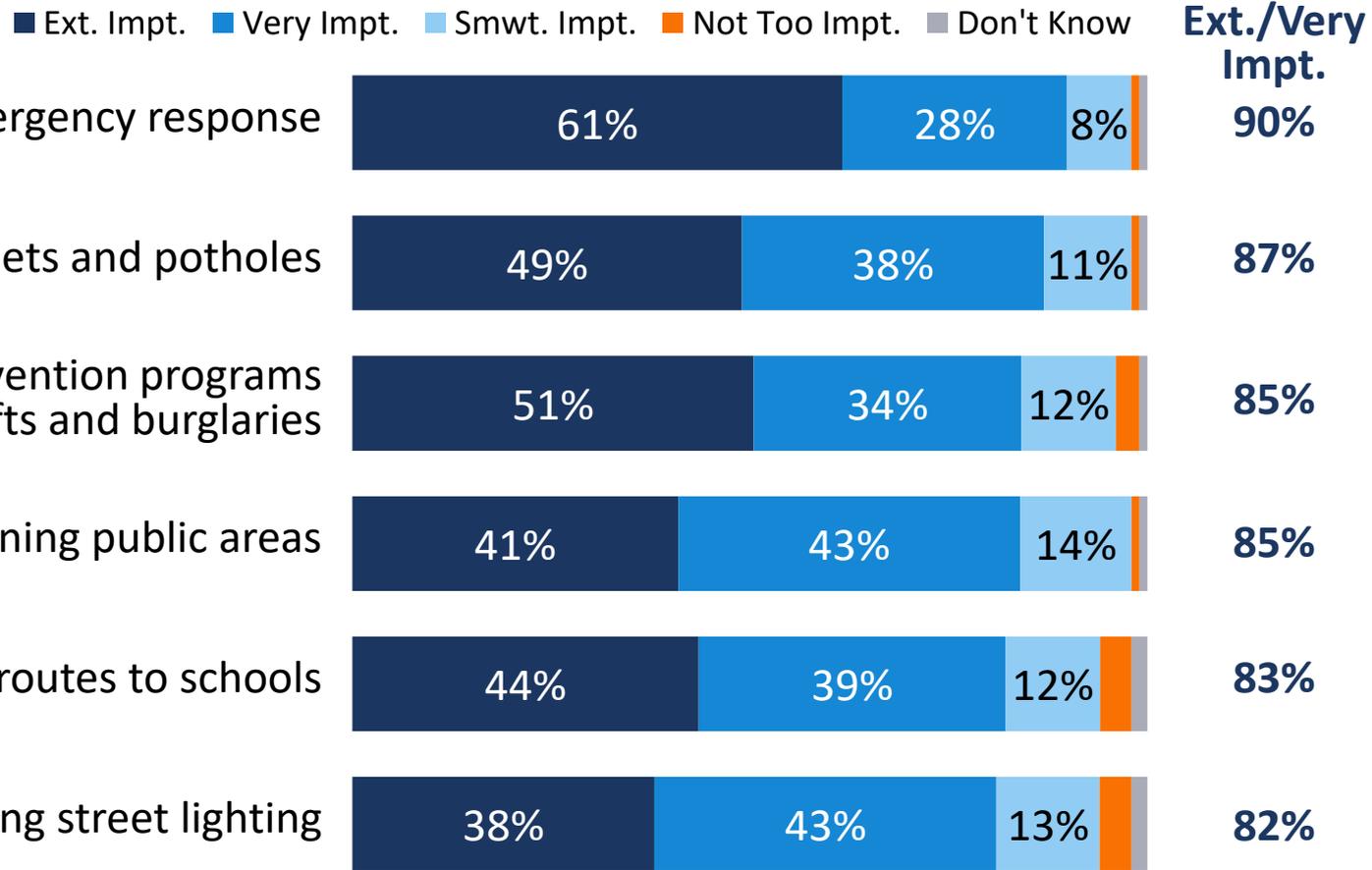




Budget Priorities

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

(Ranked by Extremely/Very Important)



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? Not Part of Split Sample

Continued

(Ranked by Extremely/Very Important)

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

**Ext./Very
Impt.
81%**

*Maintaining and repairing sidewalks



Maintaining youth gang prevention programs



78%

Maintaining neighborhood Sheriff patrols



78%

*Maintaining sidewalks, curbs and gutters



78%

*Addressing local homelessness



77%

*Addressing homelessness



74%

Expanding access to affordable housing



68%

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 repairing streets and filling potholes, fiscal accountability provisions and ensuring local control of funding.

(Ranked by Total More Inclined to Vote Yes)

■ Much More Incl. ■ Smwt. More Incl.

(STREET CONDITIONS) Prior to this year's rainy season, independent engineers rated over one-third 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.



(ACCOUNTABILITY) This measure includes accountability provisions such as public disclosure of all spending and annual independent financial audits.



(LOCAL CONTROL) In the last 11 years, Sacramento politicians have taken millions of dollars in 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 funding for city services that cannot be taken by Sacramento.



(SHERIFF COSTS) The cost for Sheriff services for Artesia will increase by over \$300,000, this coming summer. This measure can provide additional locally controlled funding to maintain neighborhood patrols, anti-gang programs for youth and 911 emergency response.



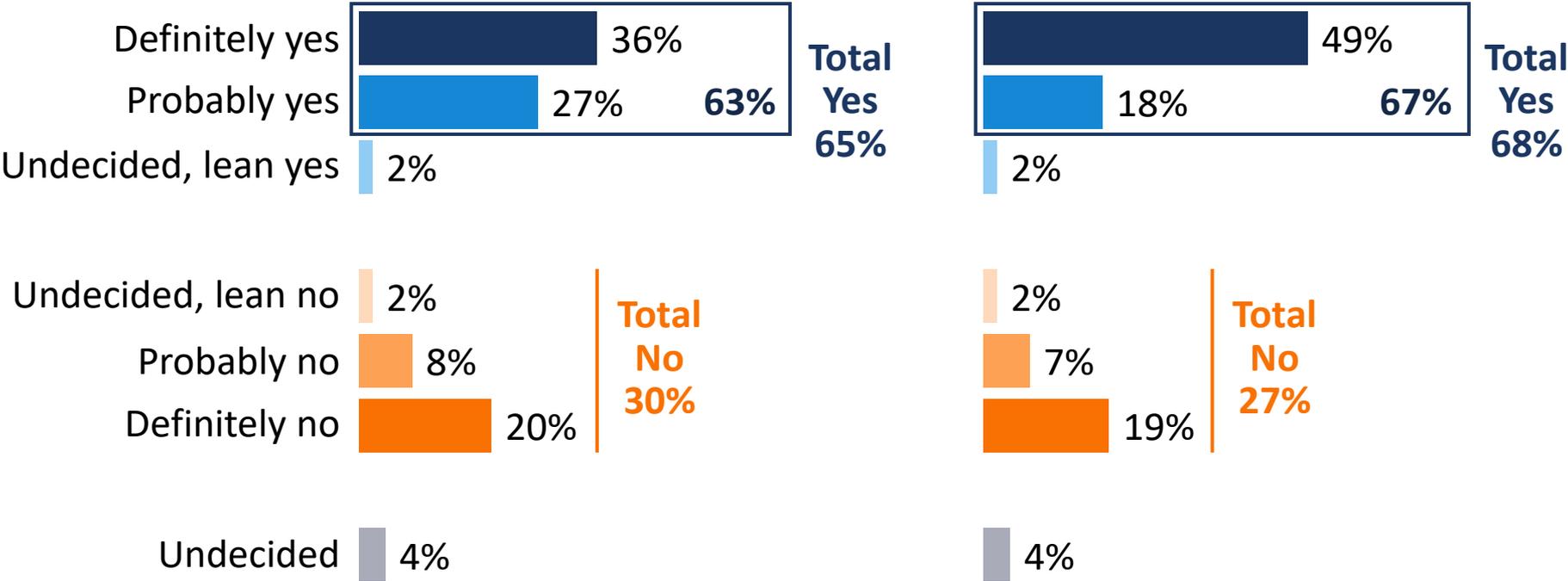
Q6. I am going to read you some statements from people who may support this potential local ballot measure. Please tell me if this makes you more inclined to vote Yes on this measure.

After simulating community educational outreach, overall support for the measure increases slightly, remaining significantly above the simple majority threshold for passage.

(3/4 Cent Sales Tax; MOE = ±5.8%)

Initial Vote

Vote After Education





Conclusions

Conclusions

- A $\frac{3}{4}$ -cent sales tax ballot measure to generate local funding for Artesia continues to be viable for further planning.
- One-in-two continue to have a favorable view of the direction of the City.
- Three-quarters perceive that the City needs at least some additional funds.
- Priorities include: maintaining 911 emergency response, repairing streets and potholes; maintaining crime prevention programs involving thefts/burglaries; and cleaning/maintaining public areas.
- The most important themes about the measure include repairing streets and filling potholes; the accountability provisions that are included in the measure; and providing local control of funds that cannot be taken by Sacramento.



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