

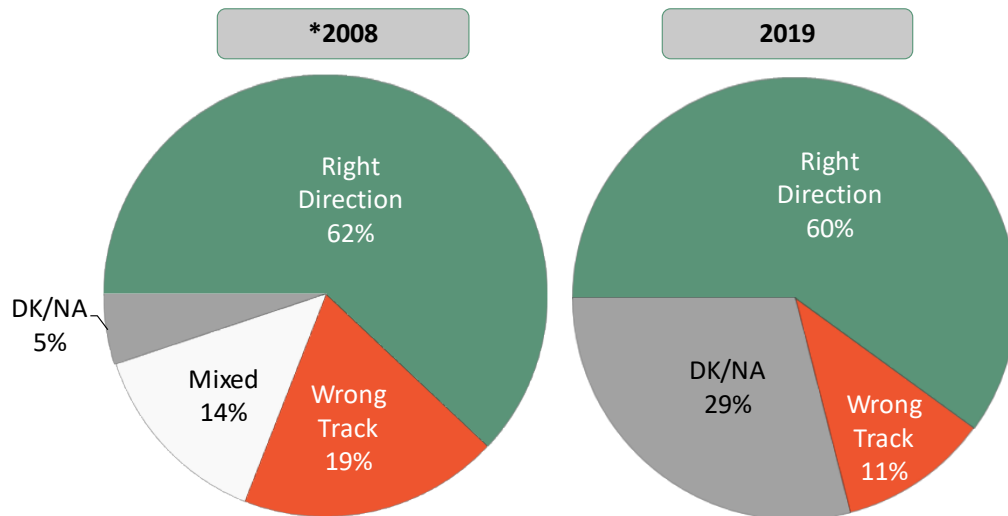
TO Interested Parties
FROM FM3 Research
RE: City of Gardena Community Issues Survey
DATE April 2, 2019

Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently conducted a survey of 450¹ respondents within the City of Gardena to examine the local population's general attitudes and concerns about their city. **The study found that most respondents maintain a favorable view of the City of Gardena, but believe there is a need for additional funding, and are willing to support a three-quarter cent sales tax to maintain vital city services.**

Key findings from the study include:

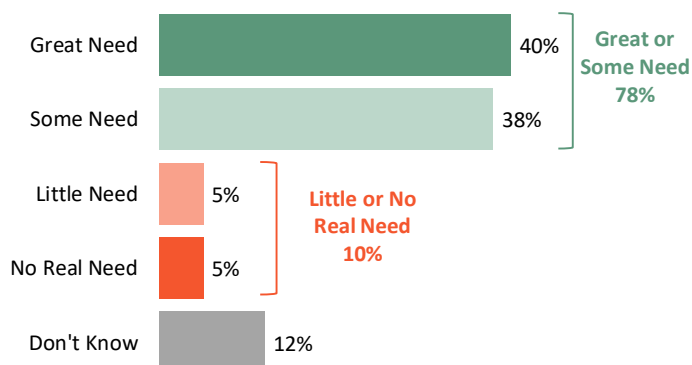
- **Since 2008, respondents have maintained a positive view of the City of Gardena.** Six in ten (60%) of all respondents indicated that the City of Gardena is headed in the “right direction.” In contrast, only 11 percent view the City to be “off on the wrong track.” Less than three in ten respondents (29%) indicated being unsure, possibly feeling mixed. Overall, respondents’ opinion of the City of Gardena has not shifted significantly since 2008, when 62 percent indicated the City was headed in the “right direction,” and 19 percent indicated it was “off on the wrong track” (see **Figure 1**).

Figure 1: Direction of the City of Gardena



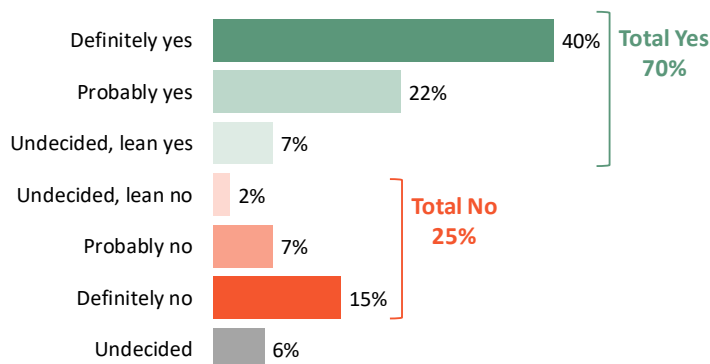
- **More than three-in-four (78%) respondents believe the City of Gardena has a significant need for additional funding to provide critical local services.** A plurality (40 percent) characterize the City’s need for funding as “great”, and 38 percent believe there is “some” need for additional funding to provide the level of city services that residents need and want. In comparison, only ten percent indicated there was “little” or “no real need” for additional funding, while 12 percent were unsure (see **Figure 2**).

Figure 2: Perception of Need for Additional Funding



- **Seven in ten respondents (70%) would support a local three-quarter cent sales tax measure to maintain Gardena City services.** When asked about this potential measure, 40 percent said they would vote “definitely” yes in support of the measure, and 22 percent said they would probably vote yes, indicating strong support for the proposed measure.

Figure 3: Support for a ¾-Cent Sales Tax Measure



- **Respondents prioritize spending for both public safety and public works projects.** More than nine in ten respondents indicated that keeping public areas safe and clean (94%); repairing streets and potholes (94%); protecting local drinking water supplies (93%); maintaining firefighters and paramedics (93%); and maintaining 911 emergency response times (91%); are extremely or very important projects to fund using

resources from the ballot measure. In addition to these projects, at least 80 percent or more indicated that other projects mostly focusing on public safety are extremely important to fund (see **Figure 4** below).

Figure 4: Top Priorities for Funding by Total “Extremely/Very Important”

Project or Feature	“Extremely/Very Important”
<i>Keeping public areas safe and clean</i>	94%
<i>Repairing streets and potholes</i>	94%
<i>Protecting local drinking water supplies</i>	93%
<i>Maintaining firefighters and paramedics</i>	93%
<i>Maintaining 911 emergency response times</i>	91%
<i>Maintaining gang and drug prevention programs</i>	86%
<i>Maintaining vital city services</i>	86%
<i>Maintaining emergency communication systems</i>	84%
<i>Maintaining the number of trained police officers</i>	82%
<i>Continuing to provide services, programs and day care for Gardena seniors with memory loss, dementia, or Alzheimer’s disease</i>	82%
<i>Maintaining crime prevention programs</i>	81%

The survey results indicate that most respondents in the City of Gardena continue to have a favorable view of the City’s direction. A large majority also understand there is a need for additional funding for services. In total, 70 percent of respondents would support a ¼-cent sales tax measure to fund essential city services—well above the simple majority threshold required for a measure of this kind. Respondents prioritize a series of public works projects, such as keeping public areas safe and clean, repairing streets and potholes, and protecting local drinking water supplies; in addition to projects that maintain public safety in Gardena.

ⁱ Fairbank, Maslin, Maullin, Metz & Associates (FM3) conducted a telephone (landline and cell phone) survey between March 5-12, 2019, among 450 voters registered in the City of Gardena who are likely to vote in the March 2020 Primary Election. Interviews were conducted in English and Spanish. The margin of error for the full sample is +/- 4.9% with a 95% confidence interval. Margins of error for population subgroups will be higher. Some percentages may not sum to 100% due to rounding. Several questions were tracked from a previous survey conducted among registered voters in the City of Gardena in 2008.