



City of Gardena Community Issues Survey

Survey Conducted: March 5-12, 2019

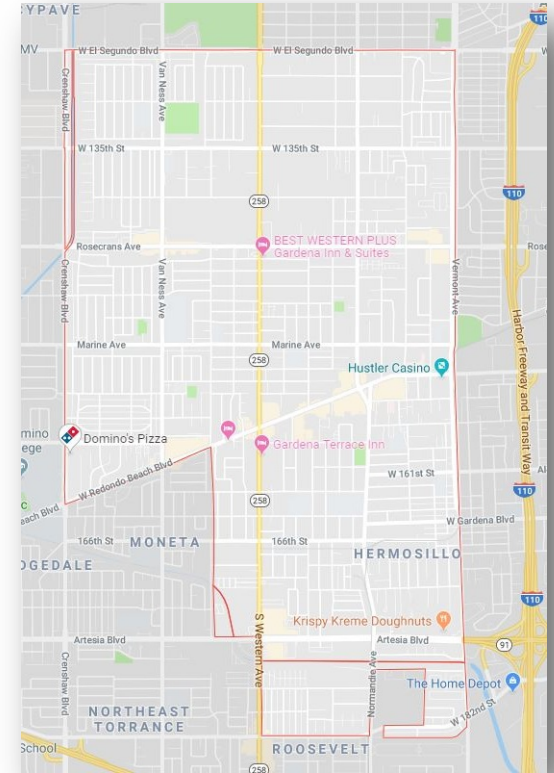
220-5375



FAIRBANK, MASLIN,
MAULLIN, METZ
& ASSOCIATES

Survey Methodology

- Survey of 450 City of Gardena respondents
- Interviews were conducted online and via landline and cell phones
- Interviews were conducted in English and Spanish
- Survey was conducted March 5-12, 2019
- The margin of sampling error is +/-4.9% at the 95% confidence interval
- Margins of error for population subgroups will be higher
- Some percentages do not sum to 100% due to rounding
- Results from 2008 City of Gardena survey shown for comparison purposes



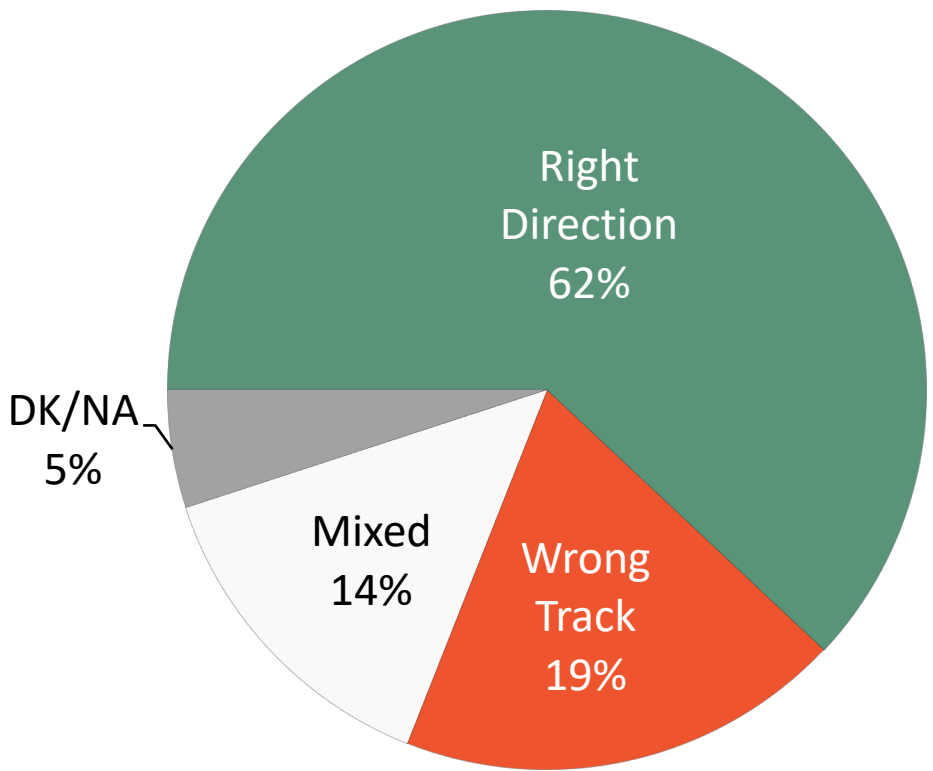


Public Mood and Community Issues

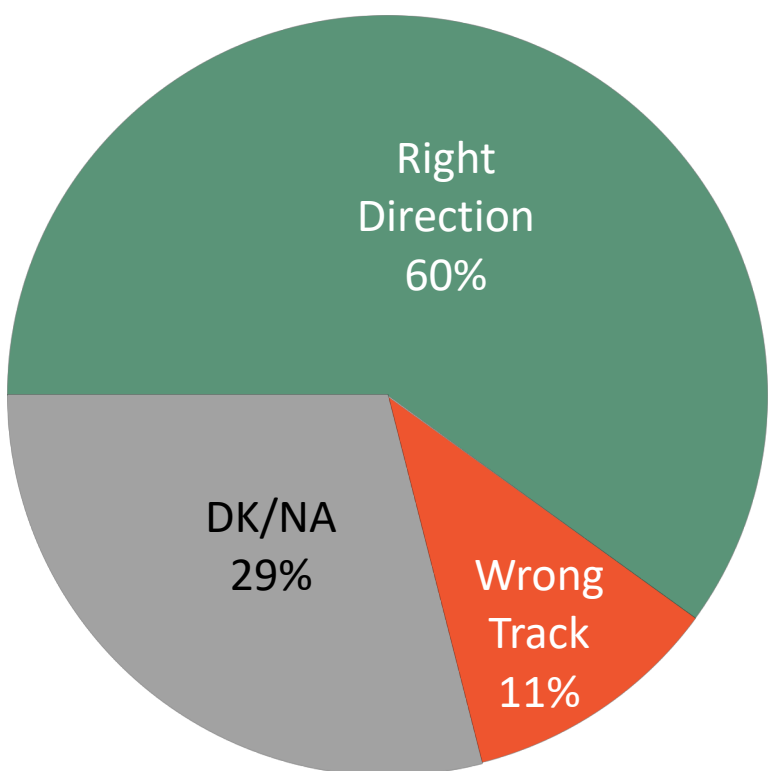


By a margin of six to one, respondents view the City of Gardena as headed in the right direction.

*2008



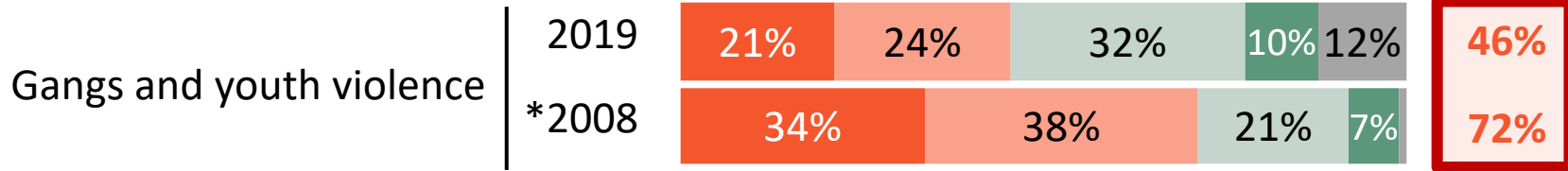
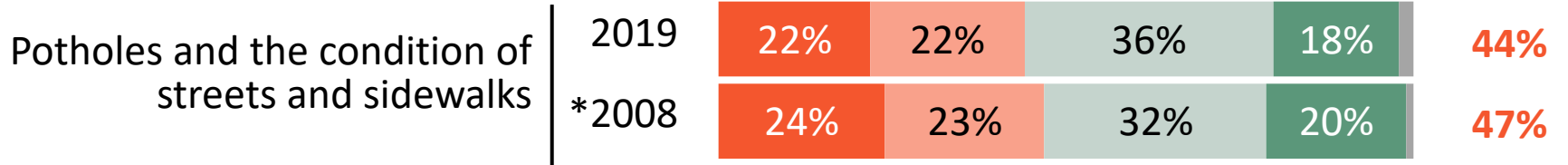
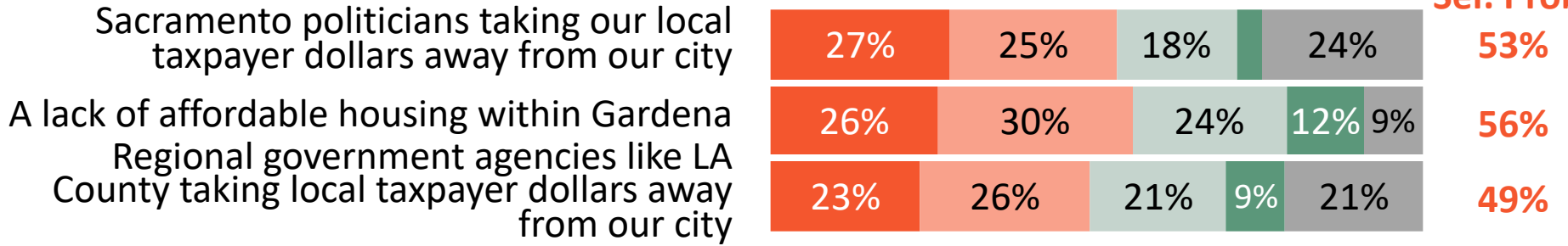
2019



The loss of revenue for local services and a lack of affordable housing are highly serious concerns to about half of Gardena residents.

Ext. Ser. Prob. Very Ser. Prob. Smwt. Ser. Prob. Not a Ser. Prob. DK/NA

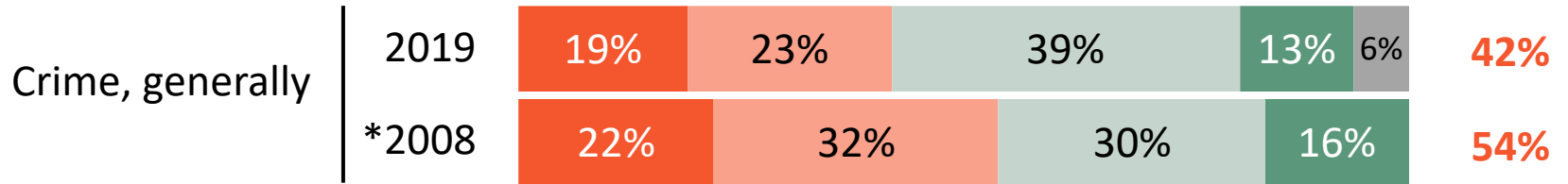
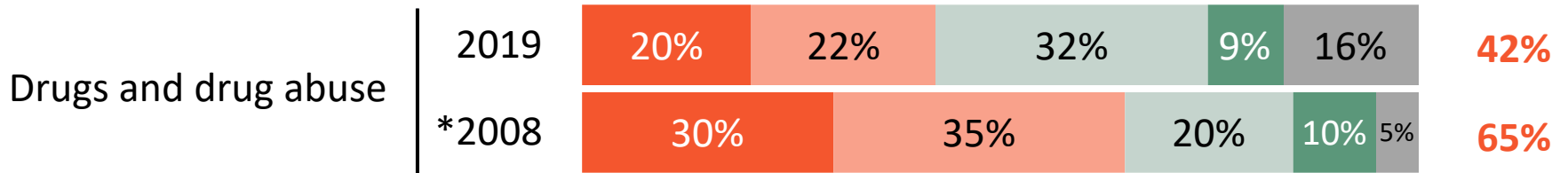
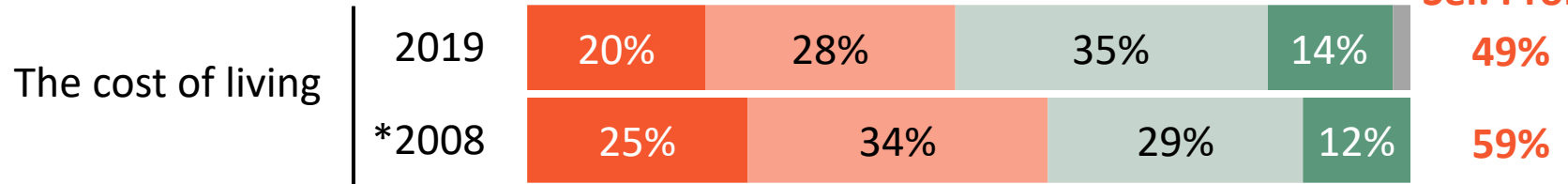
Ext./Very Ser. Prob.



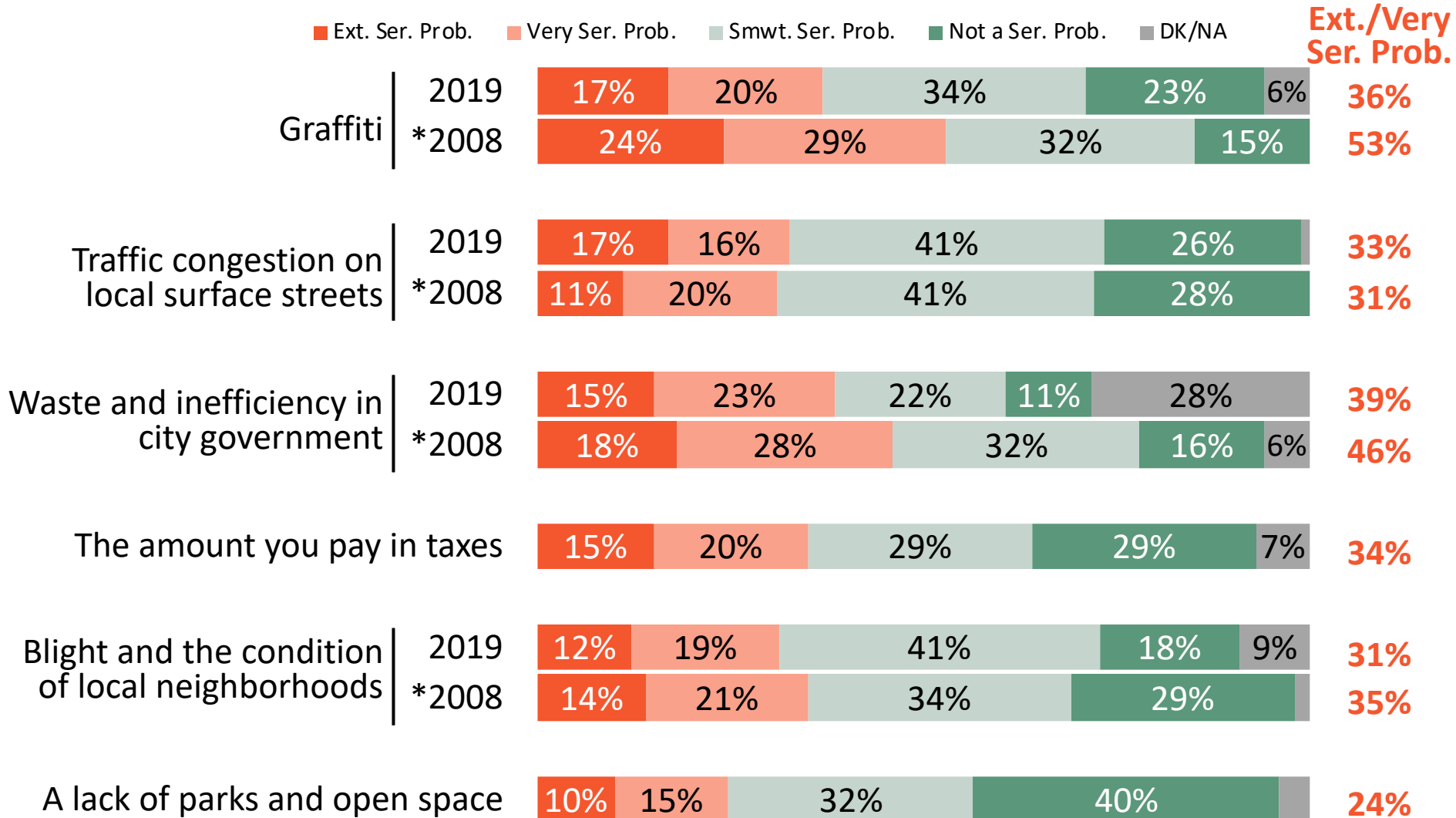
There has been a slight decline in the number of residents who express high degree of concerns about drugs and crime in the city.

■ Ext. Ser. Prob.
 ■ Very Ser. Prob.
 ■ Smwt. Ser. Prob.
 ■ Not a Ser. Prob.
 ■ DK/NA

Ext./Very Ser. Prob.

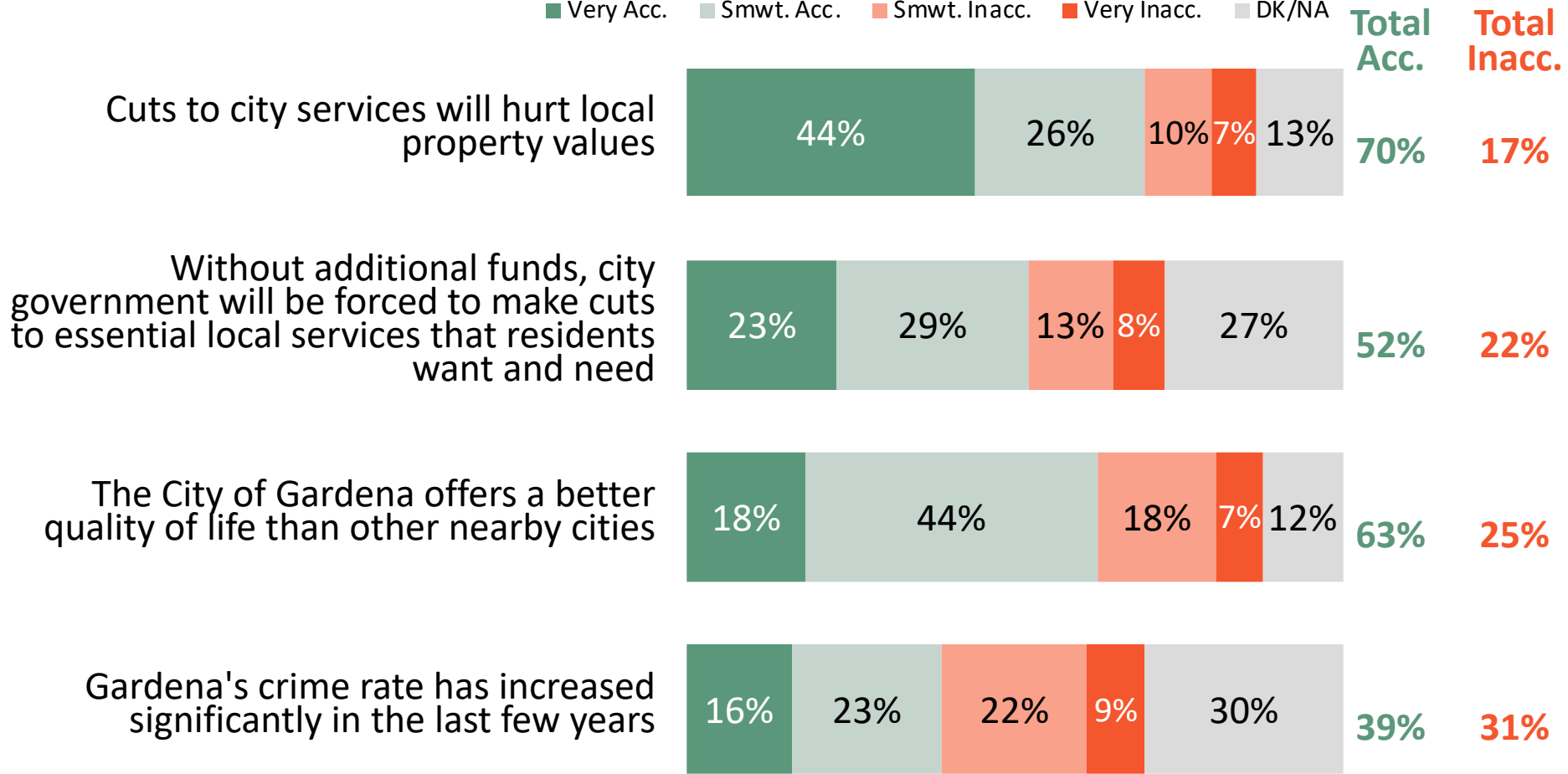


Fewer also regard graffiti as a major problem



By more than two to one, Gardena residents say it is accurate that local services will be cut if the city does not receive additional funding.

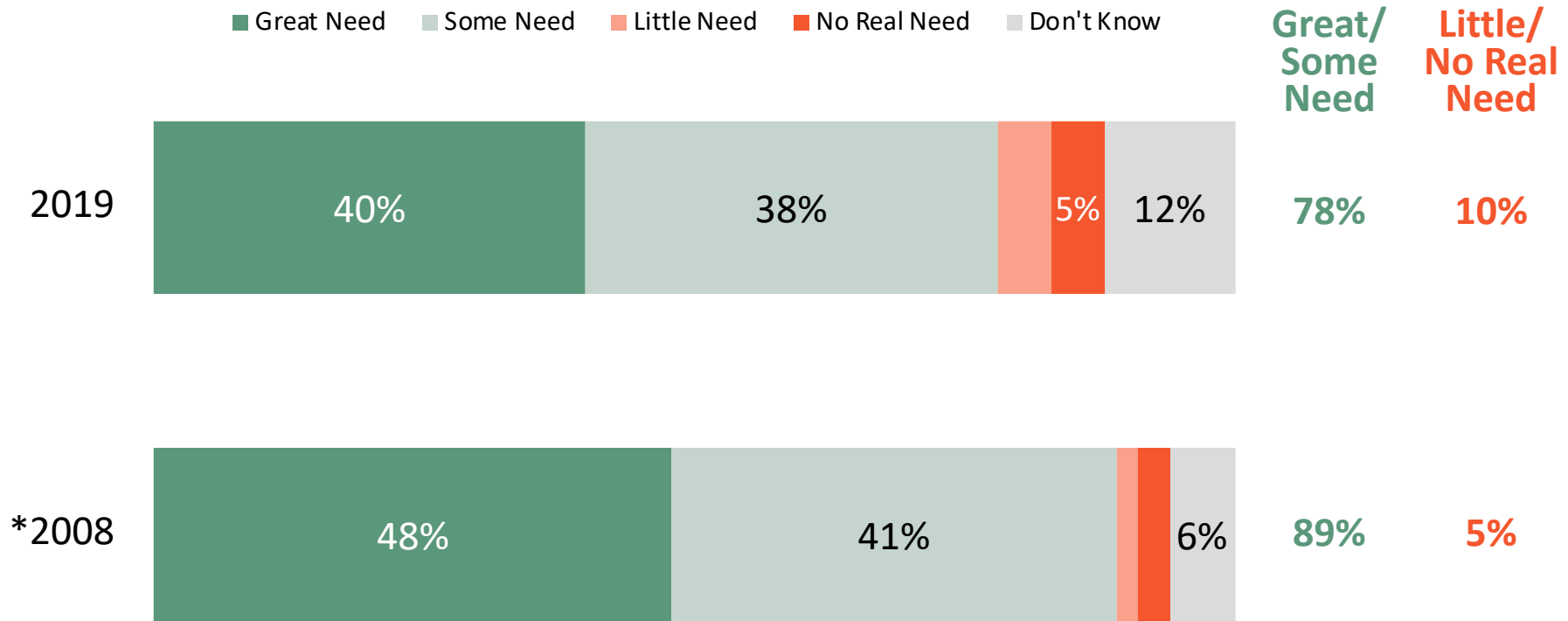
■ Very Acc. ■ Smwt. Acc. ■ Smwt. Inacc. ■ Very Inacc. ■ DK/NA





The Need for Funding and Ballot Measure Viability

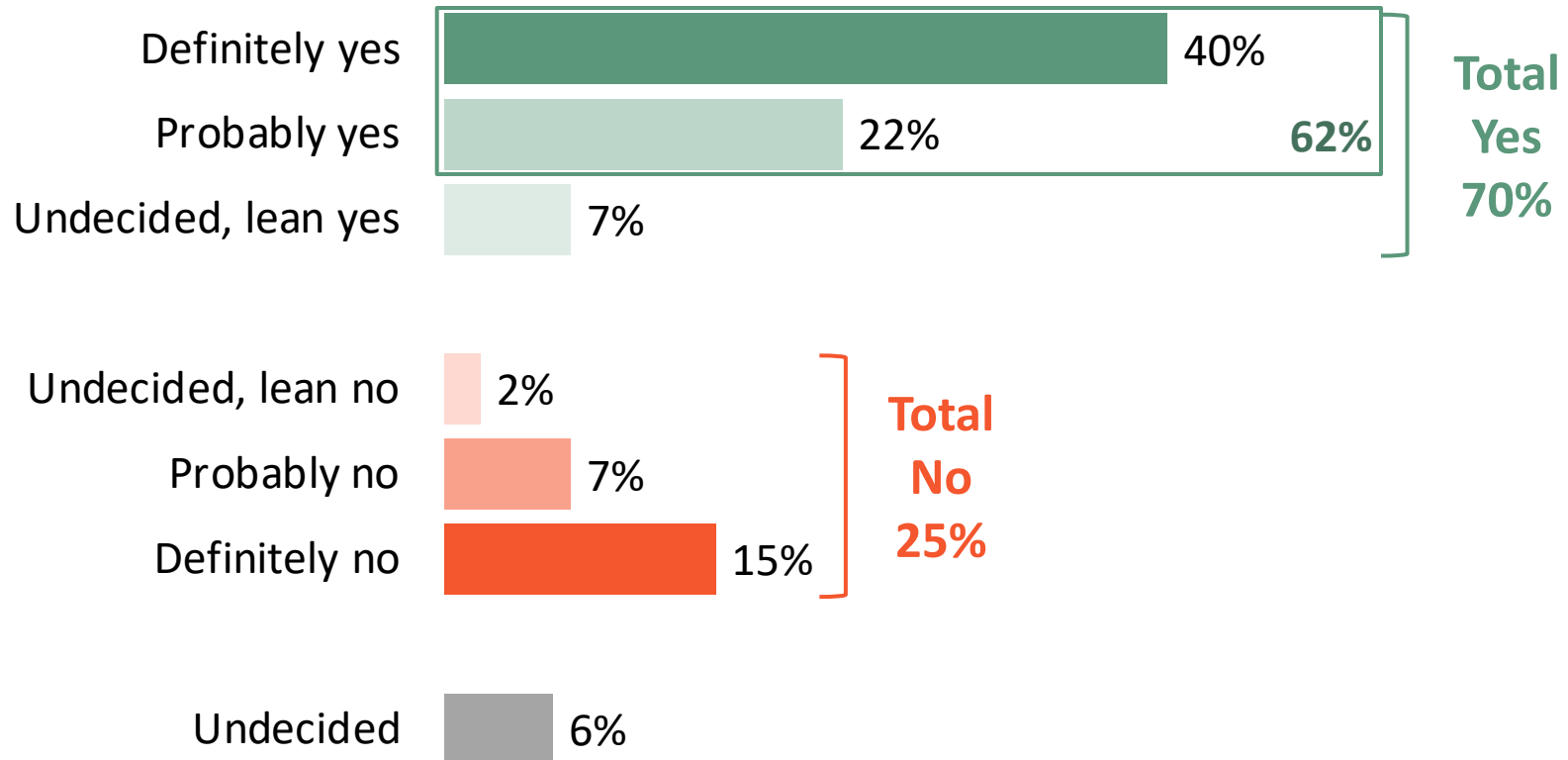
Today, more than three-quarters of Gardena voters believe their city has a significant need for additional funds for local public services.



Conceptual City of Gardena Local Funding Measure (language reviewed/approved by City Attorney)

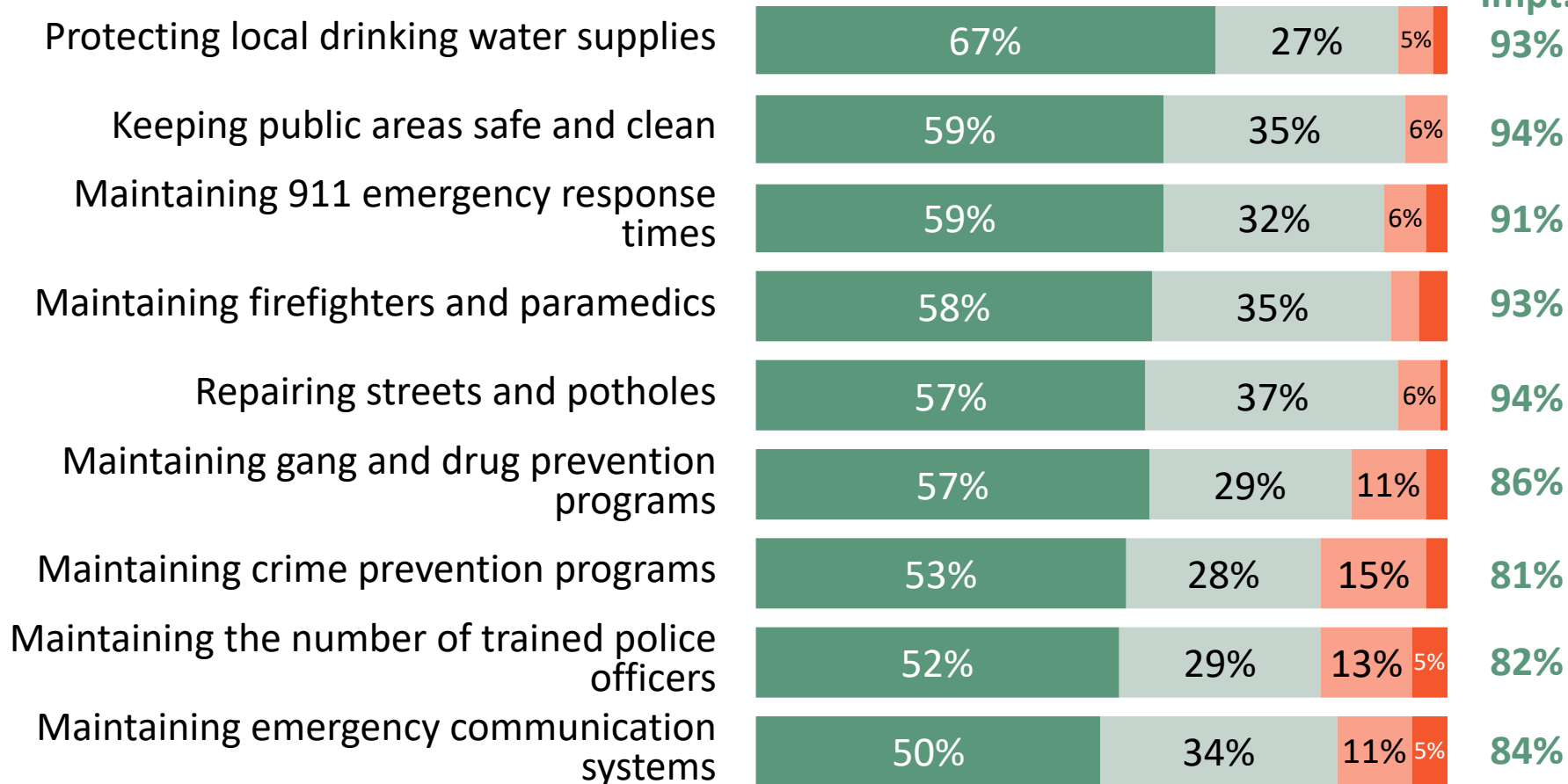
CITY OF GARDENA PUBLIC SAFETY AND VITAL CITY SERVICES PROTECTION MEASURE. Shall an ordinance be adopted to retain experienced police officers/ firefighters/ paramedics; maintain 911 emergency response times, gang/ drug prevention programs, graffiti removal, emergency communications, neighborhood police patrols, afterschool/ youth recreation, senior services, parks/ recreation centers; repair streets/ sidewalks and other General Fund services by establishing a City of Gardena three-quarter cent sales tax providing \$8.5 million annually until ended by voters; requiring annual audits/ oversight, all funds used locally?

The simple majority requirement measure is clearly viable.

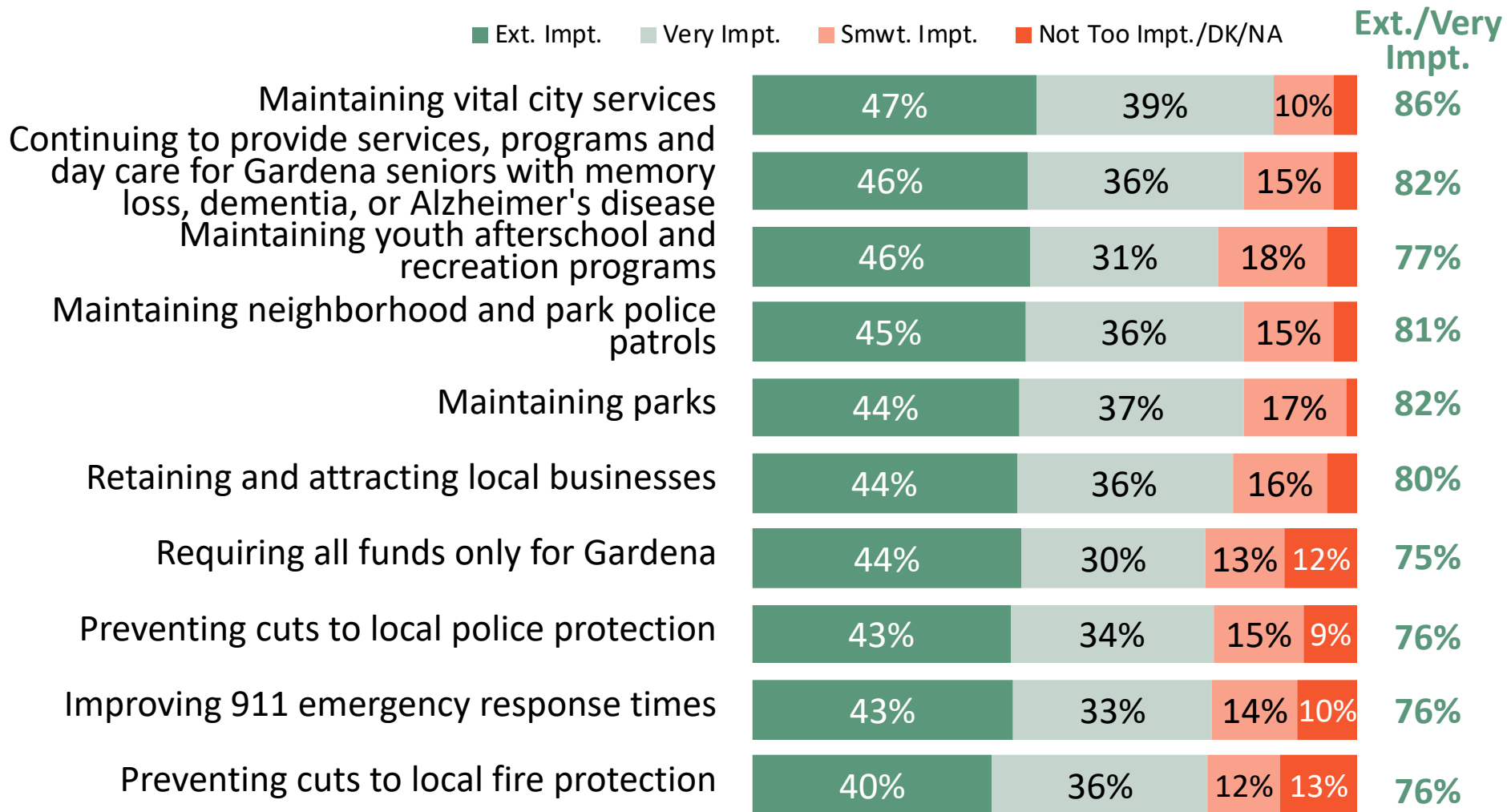


Gardena residents prioritize protecting local water supplies and maintaining public safety services.

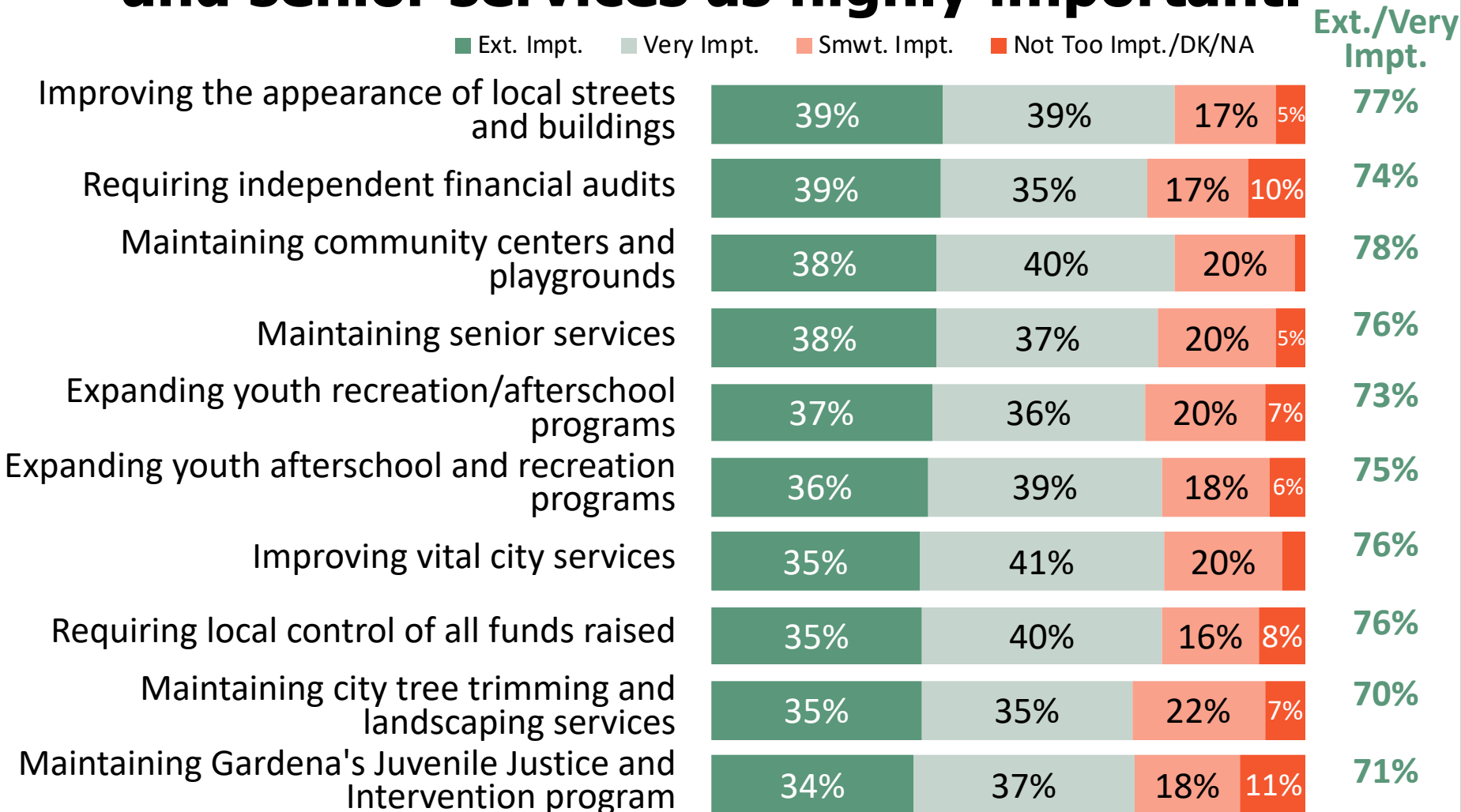
■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt./DK/NA **Ext./Very Impt.**



Residents generally favor maintaining current service levels



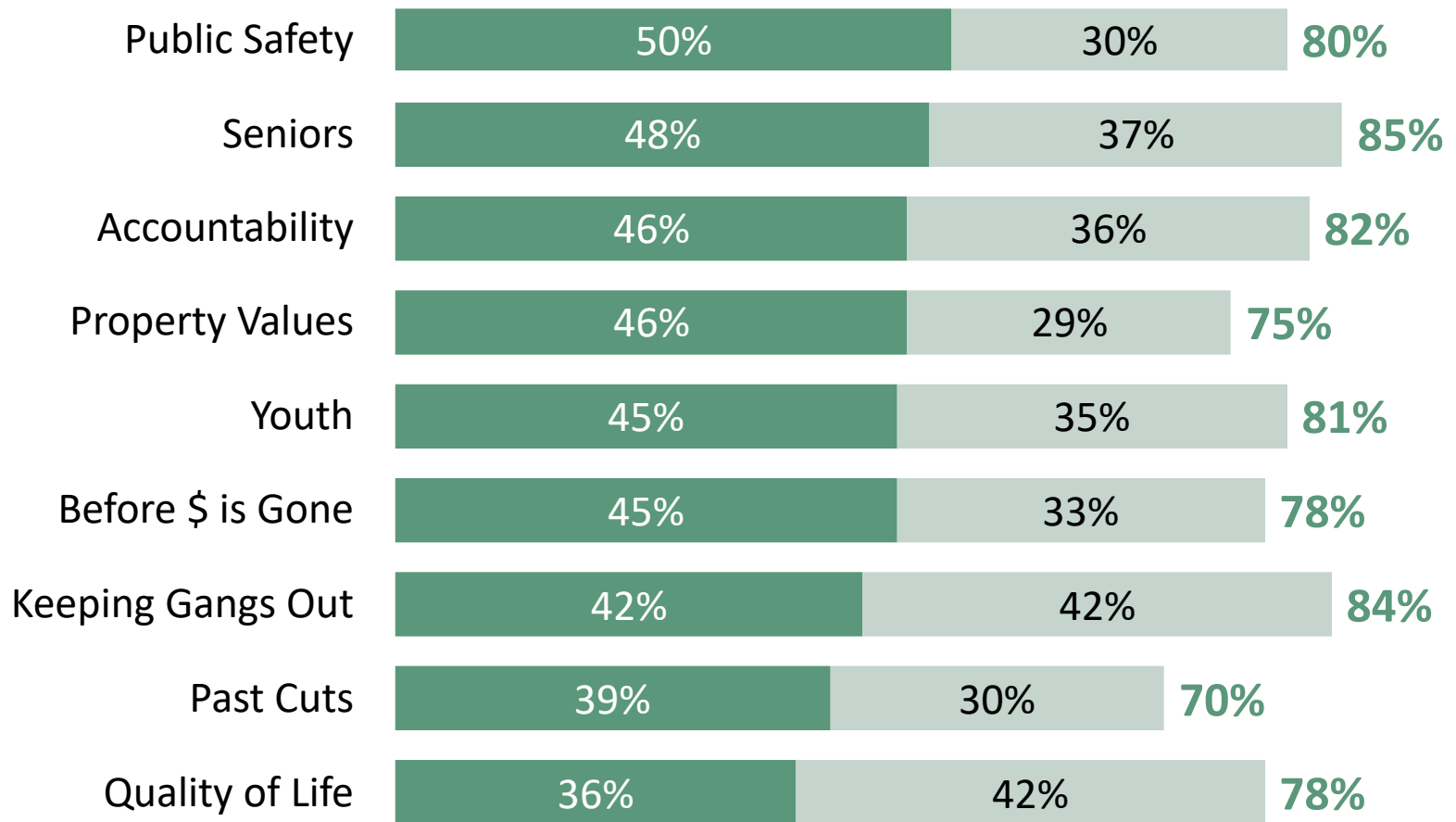
About three in four respondents identify funding recreational/youth programs and senior services as highly important.





Information of Interest to Respondents





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