### **City of Gardena** Community Issues Survey

Survey Conducted: March 5-12, 2019

220-5375

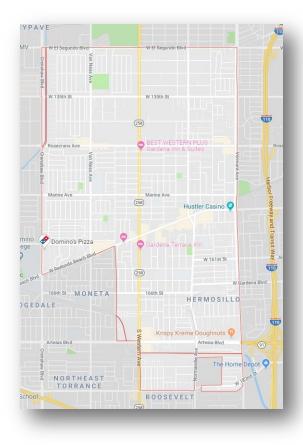


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FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES

### **Survey Methodology**

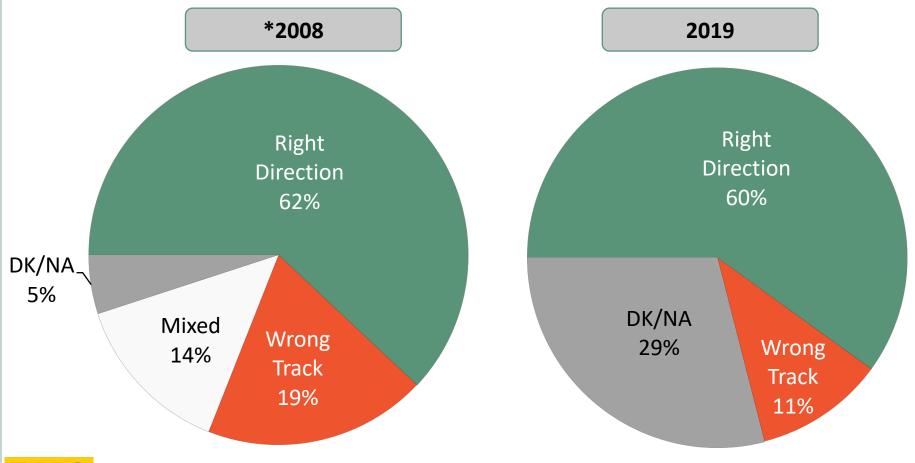
- Survey of 450 City of Gardena respondents
- Interviews were conducted online and via landline and cell phones
- Interviews were conducted in English and Spanish
- Survey was conducted March 5-12, 2019
- The margin of sampling error is +/-4.9% at the 95% confidence interval
- Margins of error for population 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



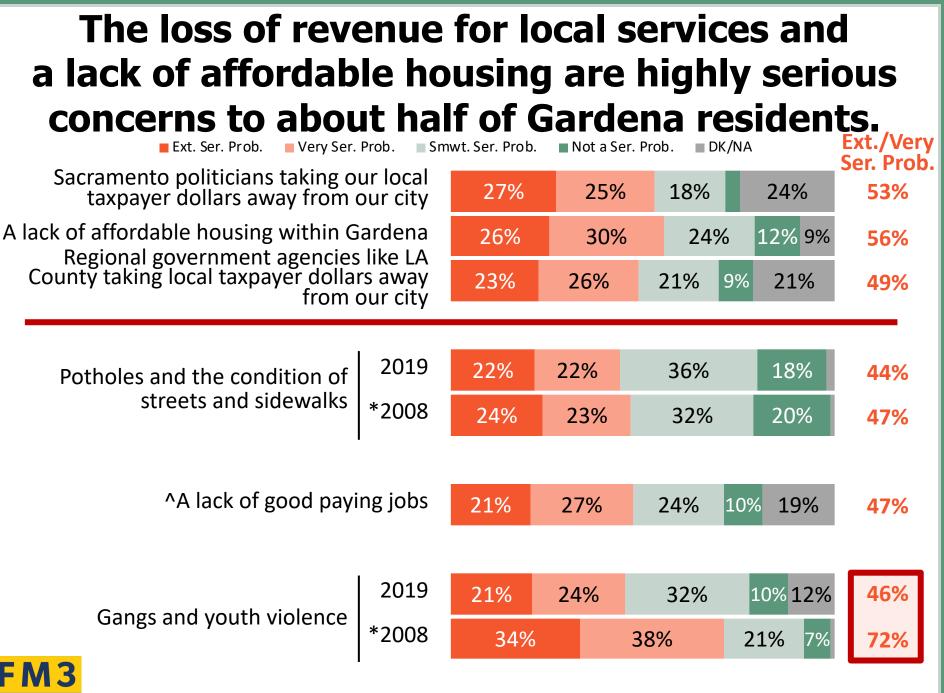


### Public Mood and Community Issues

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

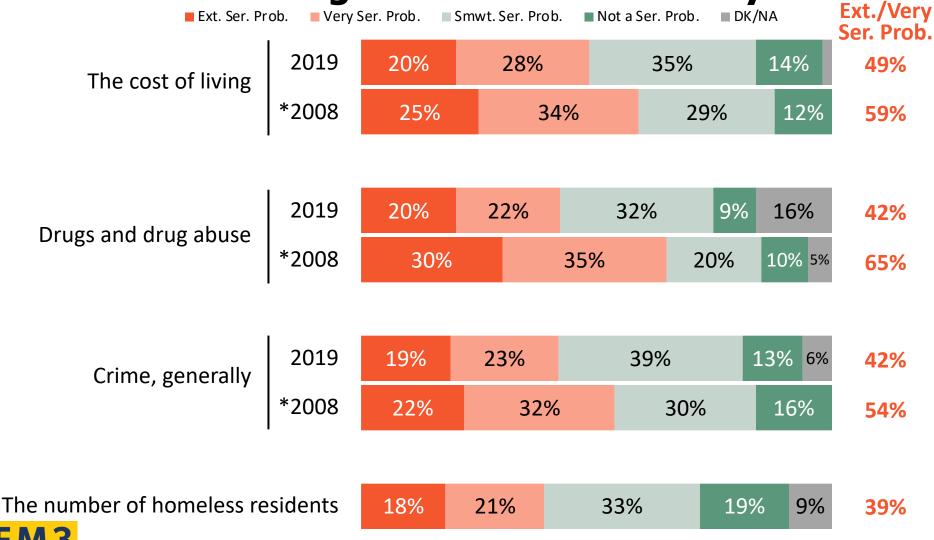






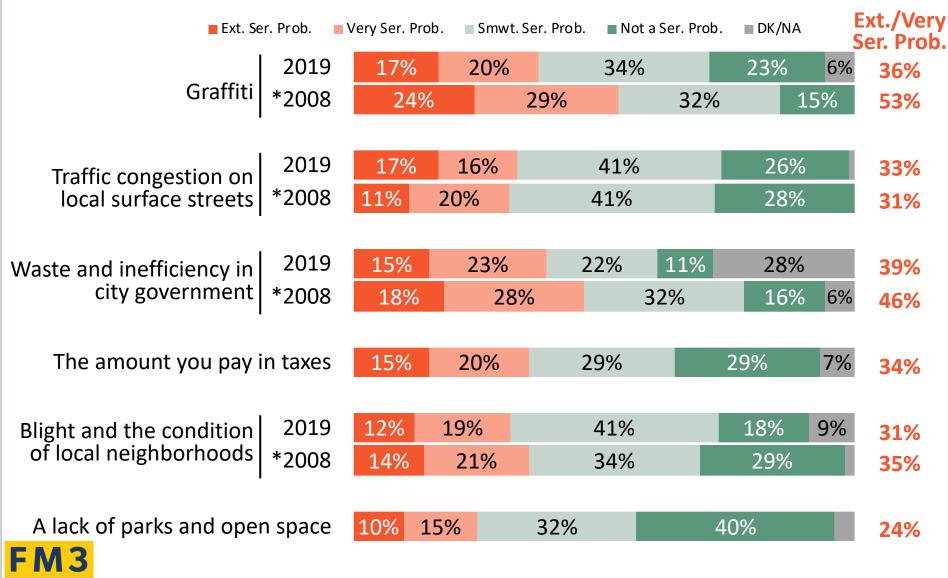
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# There has been a slight decline in the number of residents who express high degree of concerns about drugs and crime in the city.



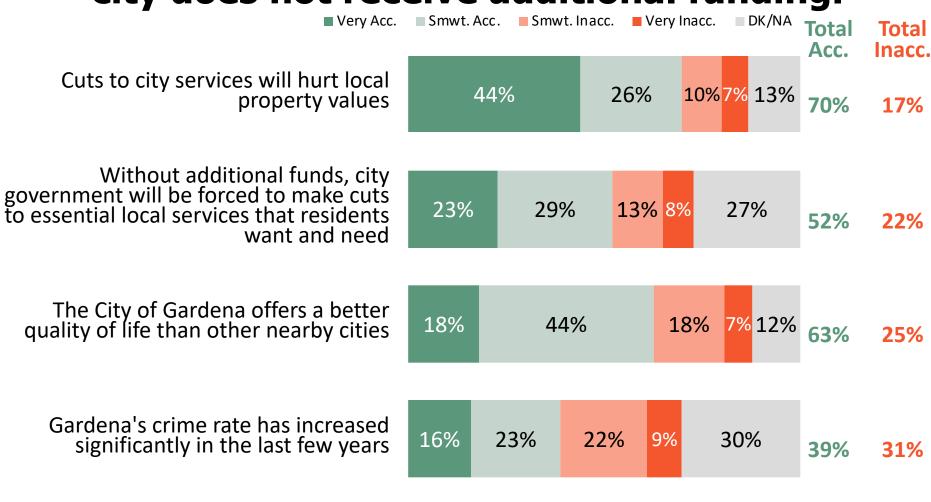
RESEARCH

#### Fewer also regard graffiti as a major problem



RESEARCH

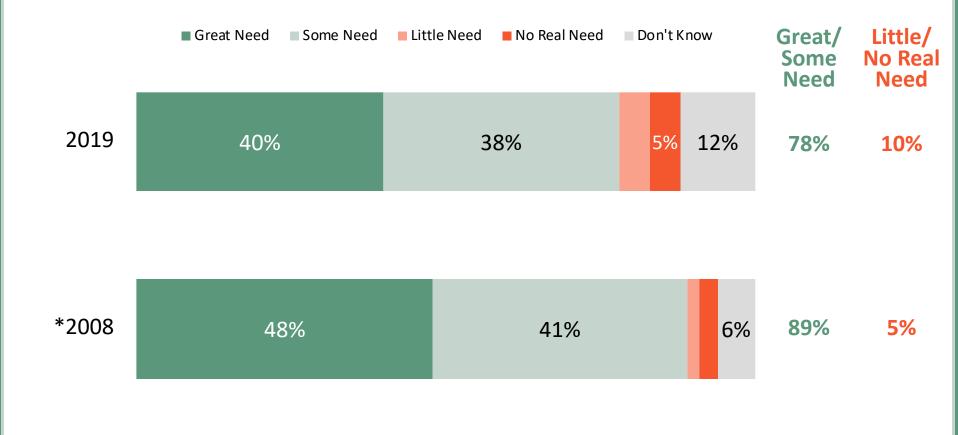
### By more than two to one, Gardena residents say it is accurate that local services will be cut if the city does not receive additional funding.





### 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.



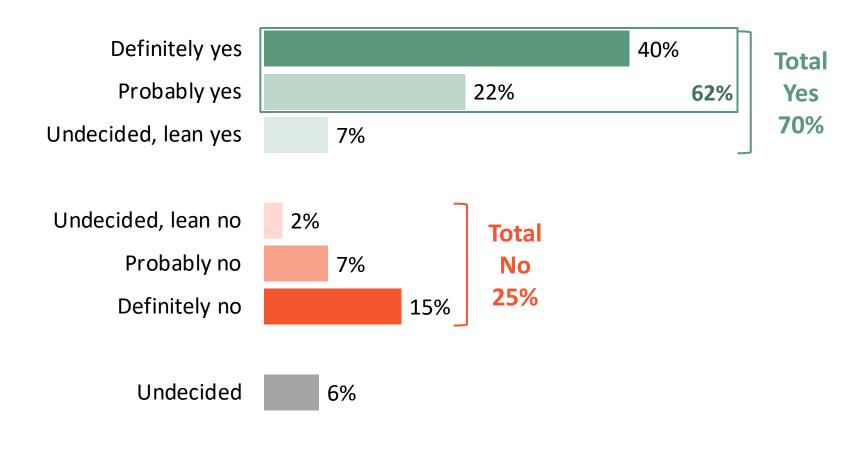


### Conceptual City of Gardena Local Funding Measure (language reviewed/approved by City Attorney)

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.

. Impt. 📃 Very I	Impt. 🗧 Smwt. Impt.	Not To	o Impt./D	K/NA		Ext./Very Impt.
supplies	67%		279	%	5%	93%
and clean	59%		35%		6%	94%
response times	59%		32%	e	5%	91%
ramedics	58%		35%			93%
potholes	57%		37%		6%	94%
revention programs	57%		29%	11	%	86%
programs	53%	2	8%	15%	6	81%
ed police officers	52%	29	9%	13%	5%	82%
unication systems	50%	34	4%	11%	6 5%	84%

Protecting local drinking water supplies

Ext.

Keeping public areas safe and clean Maintaining 911 emergency response times

Maintaining firefighters and paramedics

Repairing streets and potholes

Maintaining gang and drug prevention programs

Maintaining crime prevention programs

Maintaining the number of trained police officers

Maintaining emergency communication systems



## Residents generally favor maintaining current service levels

Very Im	pt. 📕 Smwt. Impt.	Not Too Impt./DK/NA				Ext./Verv Impt.	
ervices ns and emory isease ol and grams police patrols	47%		39%		10%		86%
	46%		36%		15%		82%
	46%		31%	1	.8%		77%
	45%		36%		15%		81%
parks	44%		37%		17%		82%
nesses	44%		36%		16%		80%
rdena	44%		30%	13	% 129	%	75%
ection	43%		34%	15	5% 9	%	76%
times	43%		33%	14	10	%	76%
ection	40%		36%	12	% 139	%	76%

Maintaining vital city services Continuing to provide services, programs and day care for Gardena seniors with memory loss, dementia, or Alzheimer's disease Maintaining youth afterschool and recreation programs

Maintaining neighborhood and park police patrols

Maintaining parks

Ext. Impt.

Retaining and attracting local businesses

Requiring all funds only for Gardena

Preventing cuts to local police protection

Improving 911 emergency response times

Preventing cuts to local fire protection



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

Very li	Impt. 📕 Smwt. Impt. 📕 Not Too Impt./DK/NA		Impt.	
eets lings	39%	39%	17% 5%	77%
udits	39%	35%	17% 10%	74%
and unds	38%	40%	20%	78%
vices	38%	37%	20% 5%	76%
hool ams	37%	36%	20% 7%	73%
ntion Tams	36%	39%	18% 6%	75%
vices	35%	41%	20%	76%
ised	35%	40%	16% 8%	76%
and /ices	35%	35%	22% 7%	70%
and gram	34%	37%	18% 11%	71%

Improving the appearance of local streets and buildings

Requiring independent financial audits

Maintaining community centers and playgrounds

Maintaining senior services

Ext. Impt.

Expanding youth recreation/afterschool programs

Expanding youth afterschool and recreation programs

Improving vital city services

Requiring local control of all funds raised

Maintaining city tree trimming and landscaping services Maintaining Gardena's Juvenile Justice and

Intervention program



### Information of Interest to Respondents

Public Safety	50%	30%	80%	
Seniors	48%	48% 37%		
Accountability	46%	36%	82%	
Property Values	46%	29%	75%	
Youth	45%	35%	81%	
Before \$ is Gone	45%	33%	78%	
Keeping Gangs Out	42%	42%	84%	
Past Cuts	39%	30% 70	%	
Quality of Life	36%	42%	78%	



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