



# City of San Jacinto Community Issues Survey

*Key Findings of a Survey  
Conducted July 6-12, 2020*



FAIRBANK, MASLIN,  
MAULLIN, METZ  
& ASSOCIATES

# Survey Methodology

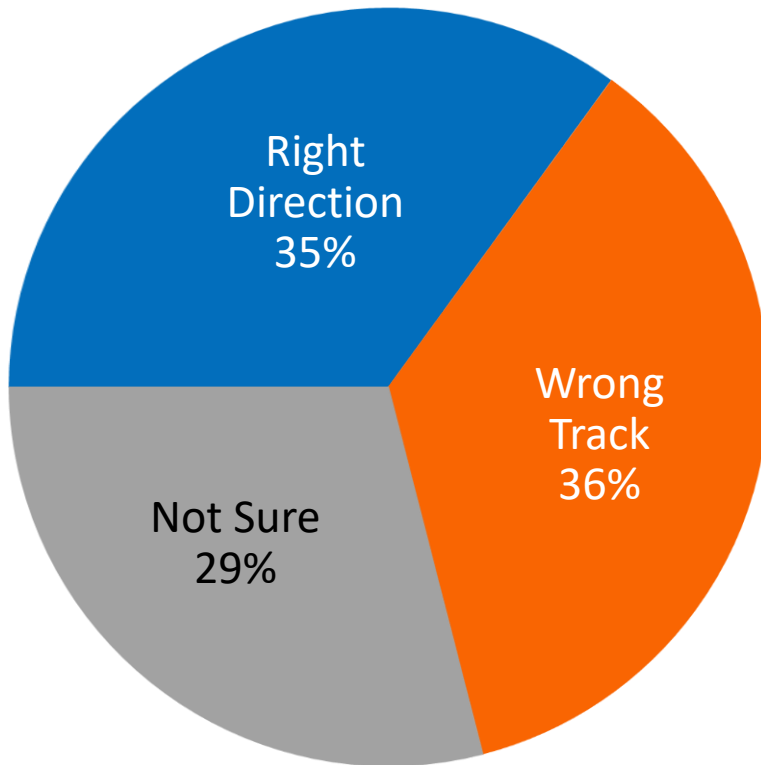
- ✓ Conducted a dual-mode survey , online, by cell, and landline between July 6-12, 2020
- ✓ Surveys were completed by a random sample of 380 voters registered in the City of San Jacinto, and who are likely to vote in the November 2020 election
- ✓ Telephone surveys were offered in English and Spanish to allow Spanish-speaking voters an opportunity to participate
- ✓ Overall margin of error for the whole sample is +/-5.2%; for half the sample, the margin of error is +/-7.4%
- ✓ Some percentages may not sum to 100% due to rounding



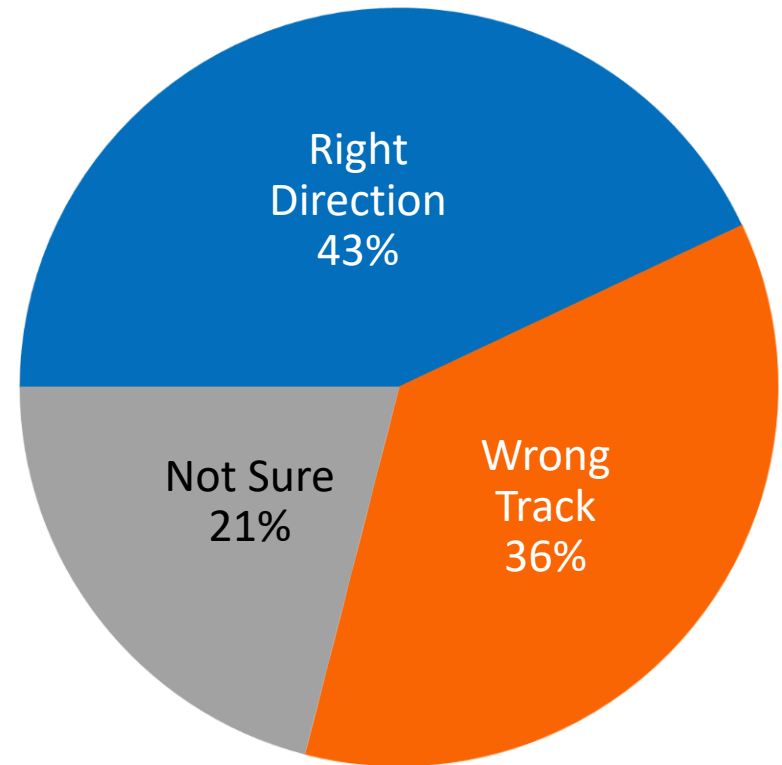
# Mood of the Electorate

# Voters are split on the direction of Riverside County, but a plurality believe the City of San Jacinto is headed in the right direction.

Riverside County



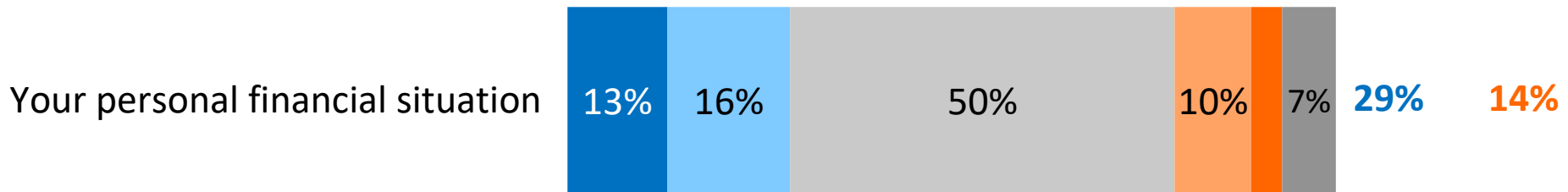
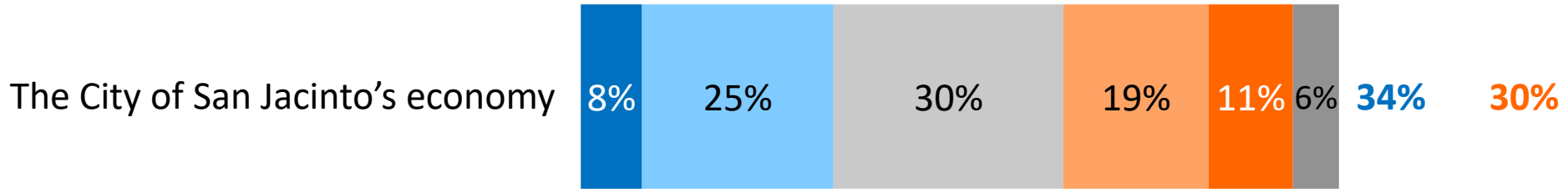
The City of San Jacinto



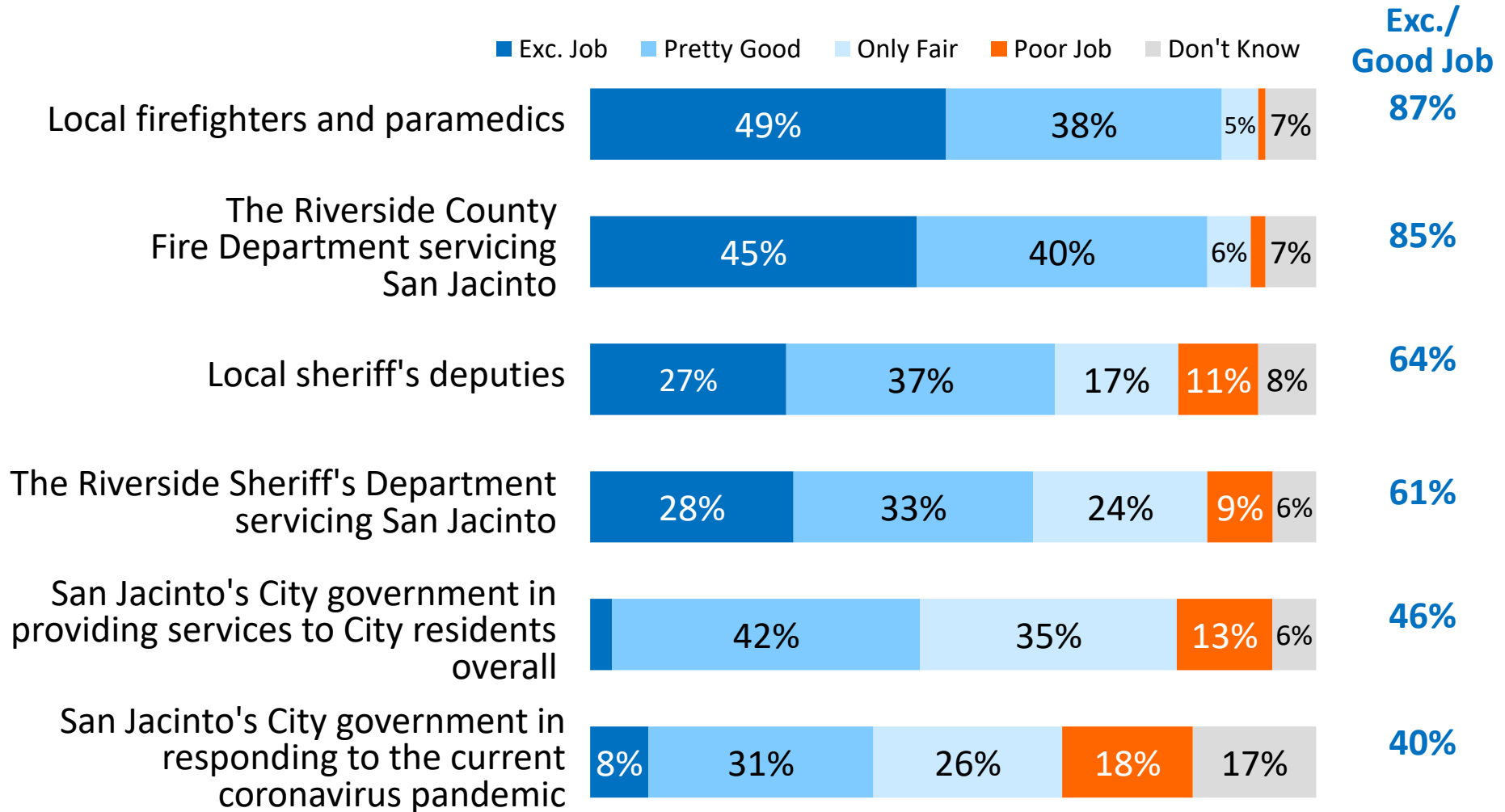
# A third believe the City's local economy will be doing better in the next year or so, while half believe their personal finances will stay the same.

■ Much Better   
 ■ Smwt. Better   
 ■ About the Same   
 ■ Smwt. Worse   
 ■ Much Worse   
 ■ Don't Know

Total Better    Total Worse

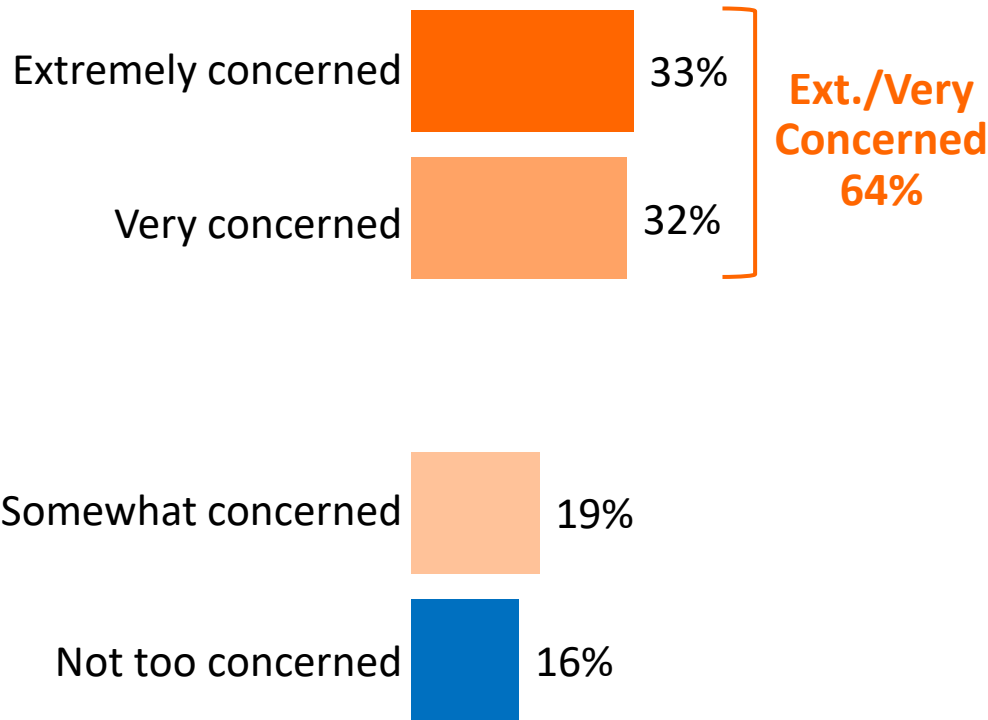


# Voters have mixed opinions of the job the City is doing, but most believe local firefighters and paramedics are doing an excellent or good job.



# Nearly two-thirds are extremely or very concerned about the pandemic and the impact it has had on the local economy.

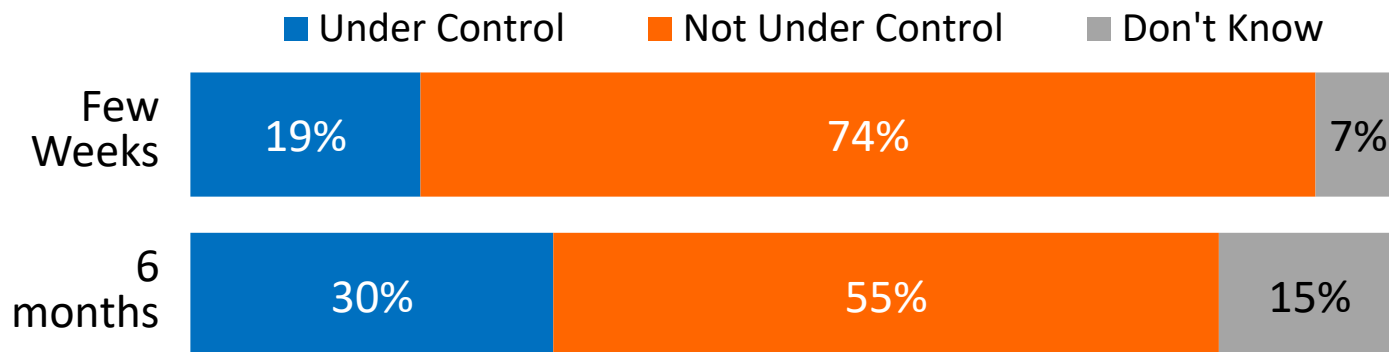
*How concerned are you personally about the coronavirus pandemic and its impact on the economy in your area? Are you extremely concerned, very concerned, somewhat concerned or not too concerned?*



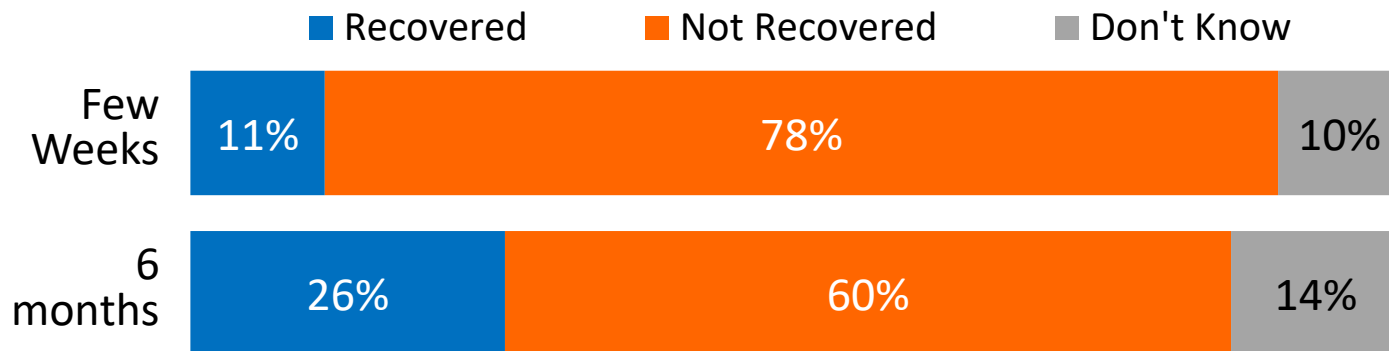
| Demographic Group | Extremely/<br>Very Concerned |
|-------------------|------------------------------|
| <b>Party</b>      |                              |
| Democrats         | 74%                          |
| Independents      | 59%                          |
| Republicans       | 55%                          |
| <b>Age</b>        |                              |
| 18-49             | 61%                          |
| 50+               | 67%                          |
| <b>Gender</b>     |                              |
| Men               | 62%                          |
| Women             | 66%                          |

# Most voters don't believe the pandemic will be under control, or that the local economy will have recovered in the next six months.

Do you think the coronavirus pandemic will generally be under control or not?



Do you think the economy in San Jacinto will have recovered or not?



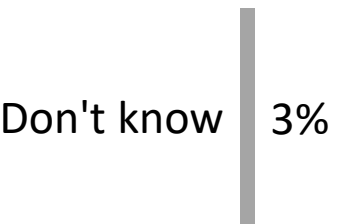
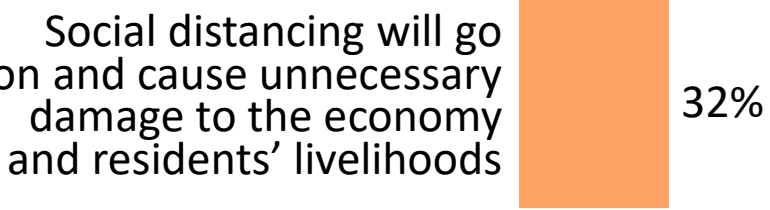


# Over six-in-ten are more concerned that social distancing will end too soon and prolong the epidemic than cause unnecessary damage to the economy.

*When it comes to social distancing and the closure of businesses in the City of San Jacinto, which of the following concerns you more right now?*



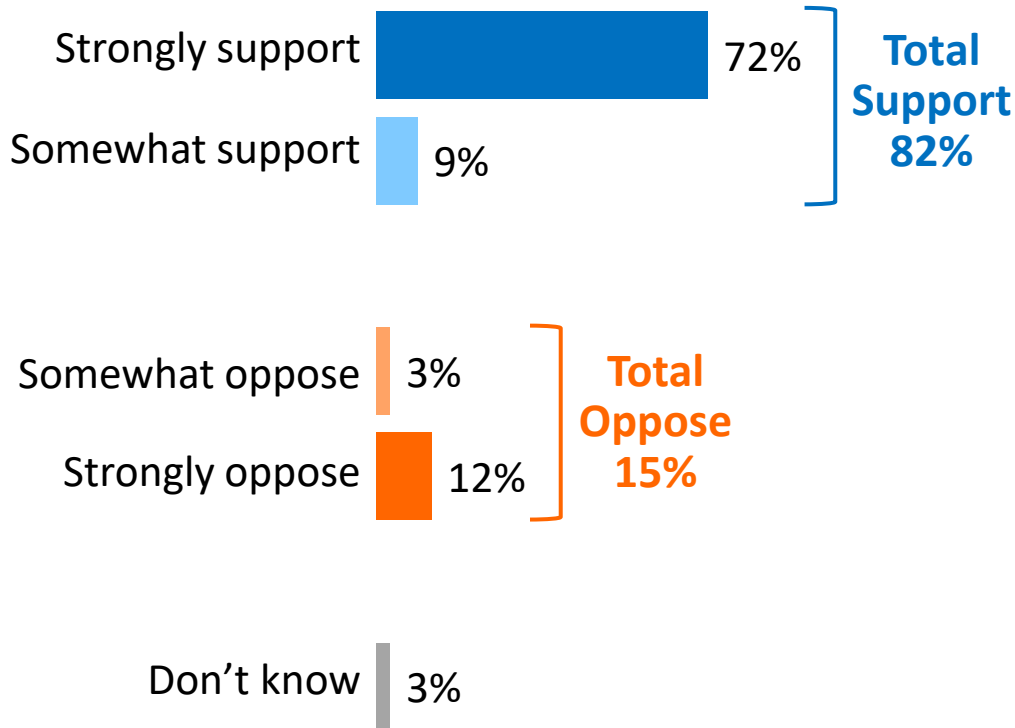
**OR**



| Demographic Group | End Too Soon | Unnecessary Damage |
|-------------------|--------------|--------------------|
| <b>Party</b>      |              |                    |
| Democrats         | 82%          | 15%                |
| Independents      | 65%          | 34%                |
| Republicans       | 39%          | 56%                |
| <b>Age</b>        |              |                    |
| 18-49             | 61%          | 37%                |
| 50+               | 68%          | 28%                |
| <b>Gender</b>     |              |                    |
| Men               | 59%          | 37%                |
| Women             | 69%          | 28%                |

# Over four-in-five support continuing to require employees and customers to wear masks or face coverings at businesses.

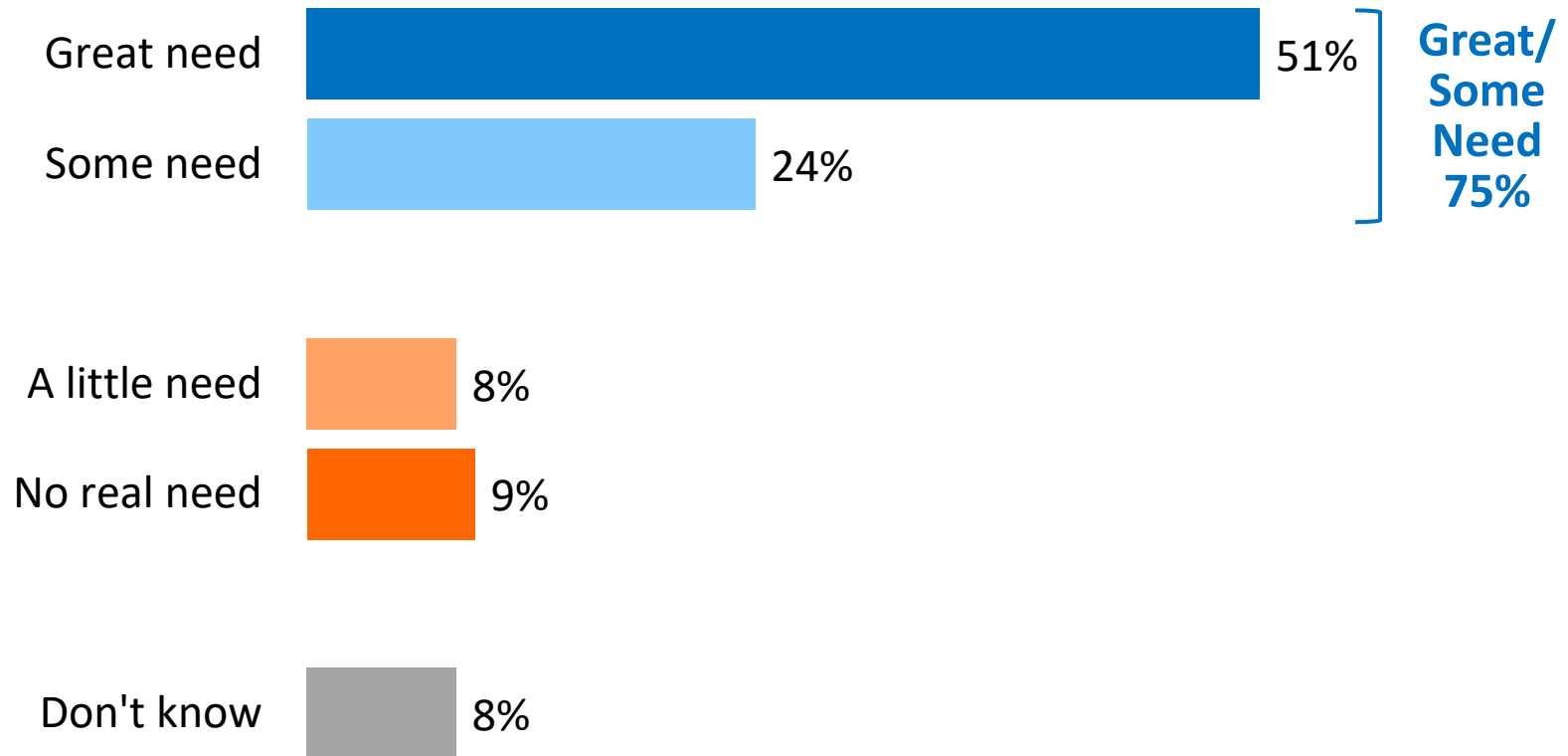
*Do you support or oppose continuing to require employees and customers of businesses to wear masks or other face coverings in the City of San Jacinto?*



| Demographic Group | Total Support |
|-------------------|---------------|
| <b>Party</b>      |               |
| Democrats         | 96%           |
| Independents      | 82%           |
| Republicans       | 61%           |
| <b>Age</b>        |               |
| 18-49             | 87%           |
| 50+               | 77%           |
| <b>Gender</b>     |               |
| Men               | 84%           |
| Women             | 80%           |

# Three-quarters believe the City has an additional need for funding, with half believing that need is great.

*Do you think the City of San Jacinto has a great need for additional funding, some need, a little need or no real need for additional funds to provide the level of City services that San Jacinto residents need and want?*





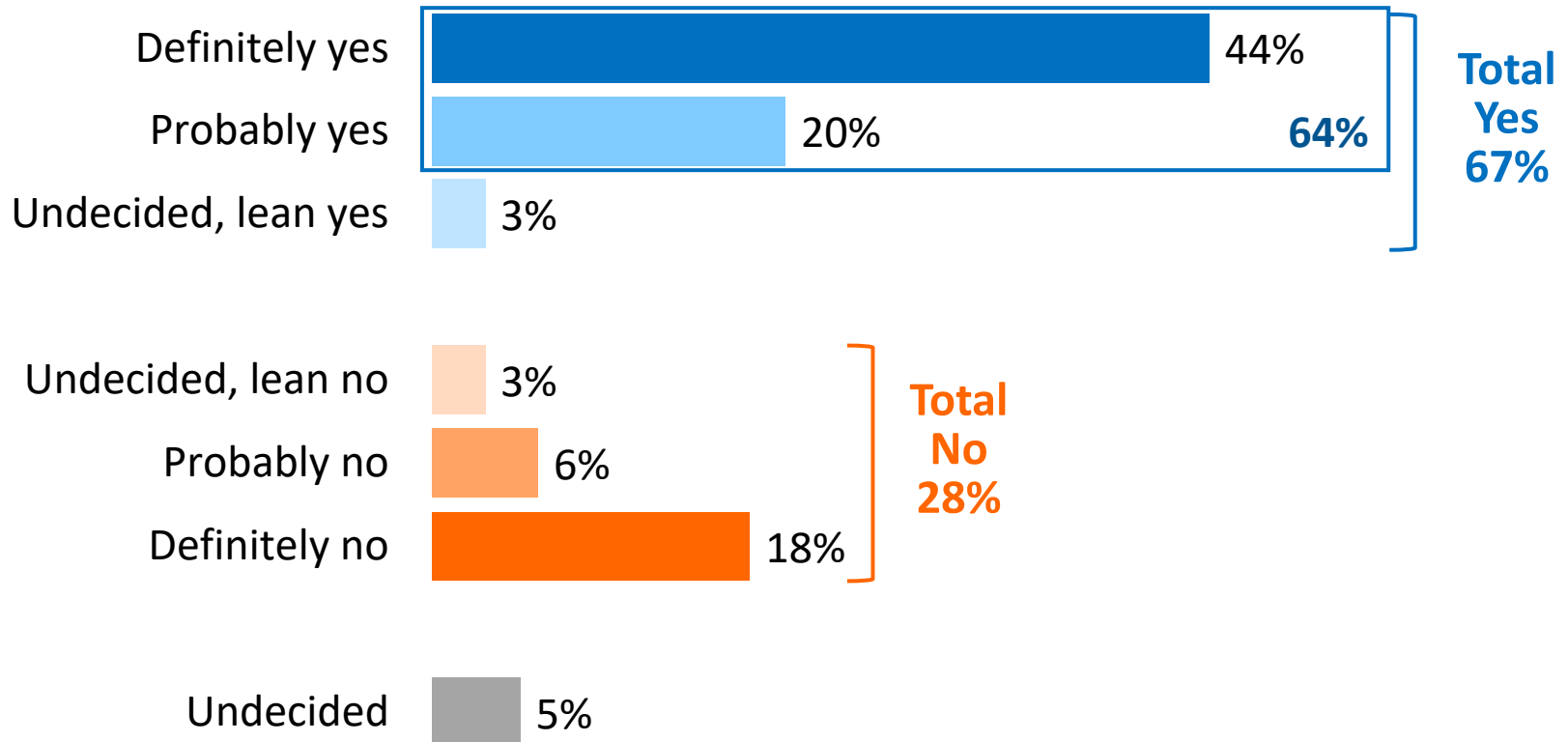
# Potential City of San Jacinto Sales Tax Measure

# Potential Ballot Measure

## CITY OF SAN JACINTO EMERGENCY RESPONSE PUBLIC SAFETY, LOCAL CITY SERVICES MEASURE

To maintain San Jacinto's finances; improve 911 emergency, medical and public safety response rates; increase the number of firefighters, paramedics and sheriff deputies; repair streets, roads and potholes; clean and maintain public areas, youth and afterschool programs; address homelessness; support local businesses and retain jobs; other general services, shall the measure establishing a 1-cent sales tax providing approximately \$3,200,000 annually until ended by voters be adopted, requiring audits, all funds used in San Jacinto?

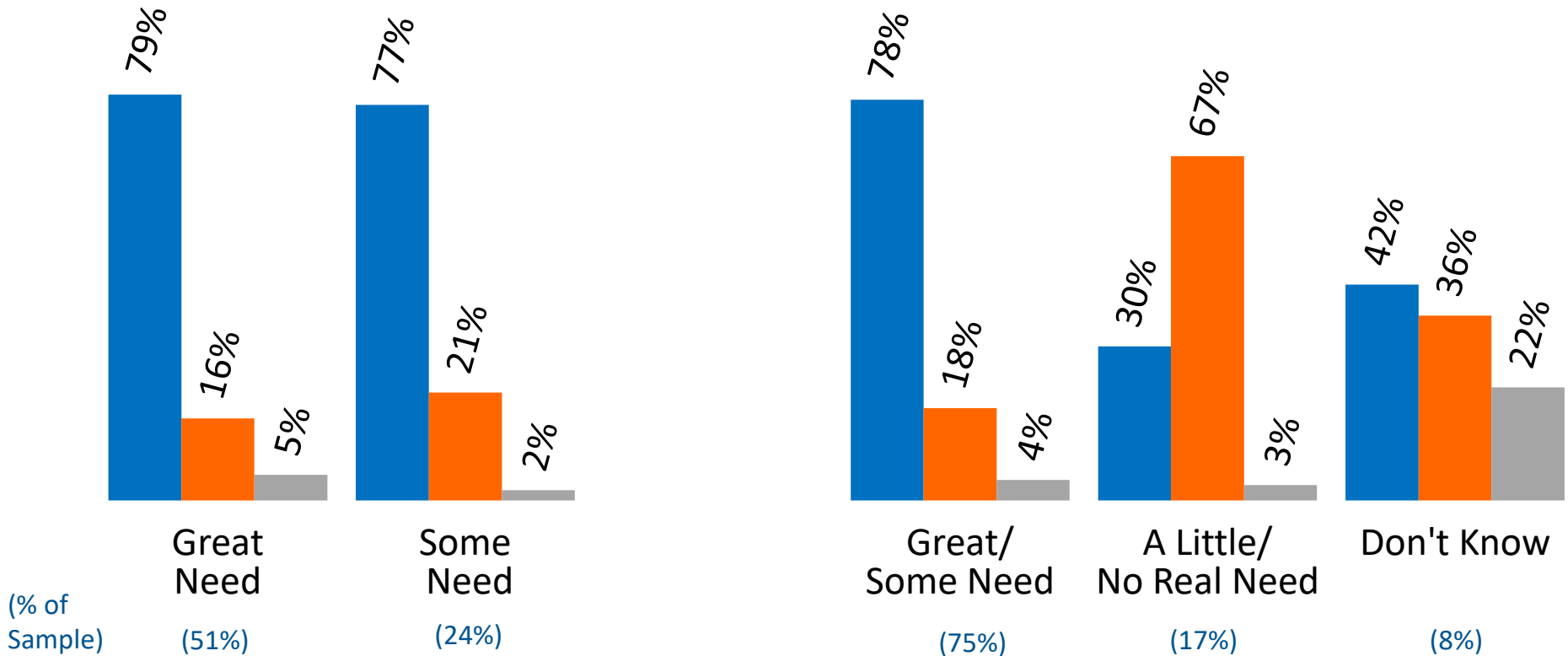
# Initial support for the measure is strong with two-thirds voting in favor of it.



# The more voters perceive there is a need for funding, the more likely they are to support the measure.

Initial Vote by Need for Funding

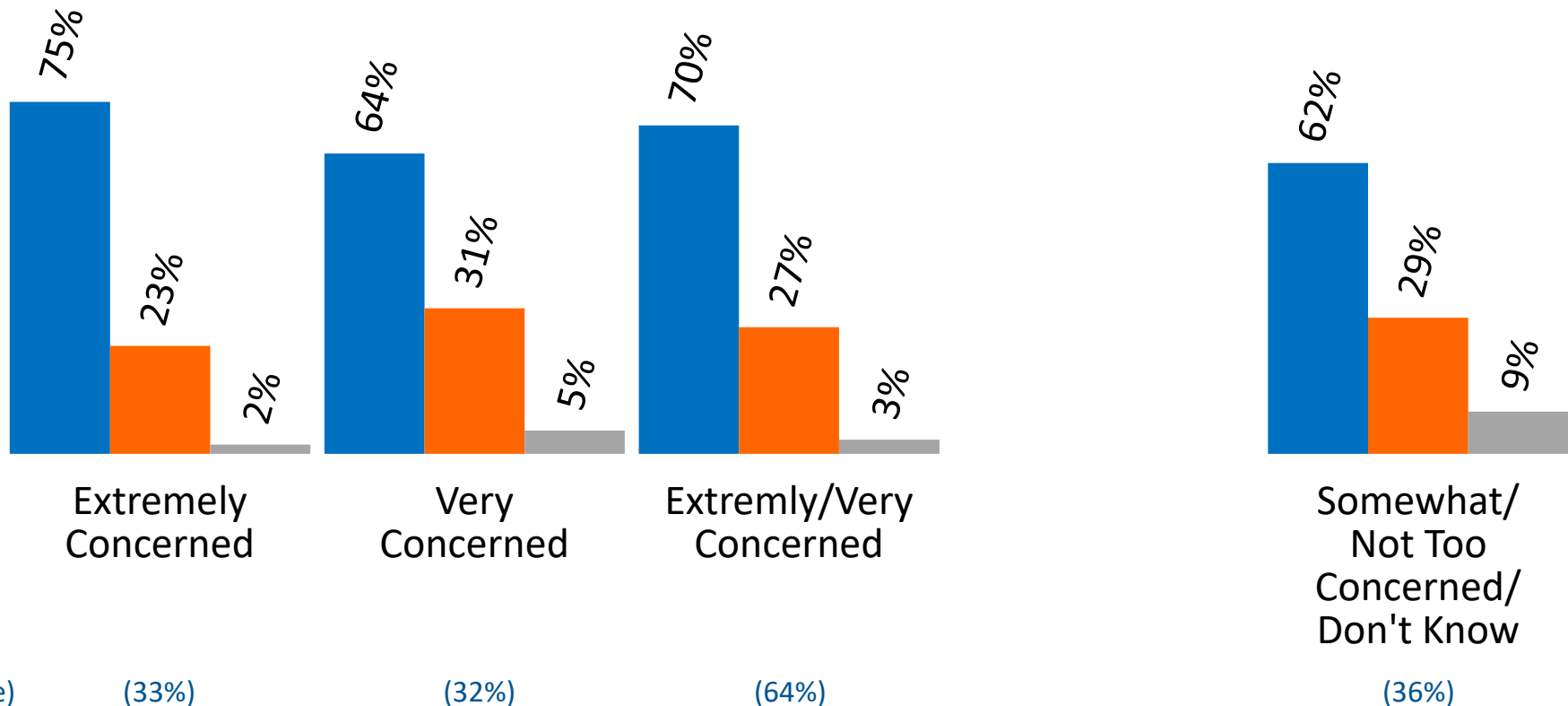
■ Total Yes ■ Total No ■ Undecided



# Concern over the pandemic does not hurt support: those who are extremely concerned are the most likely to support it.

Initial Vote by Concern Over Pandemic

■ Total Yes ■ Total No ■ Undecided

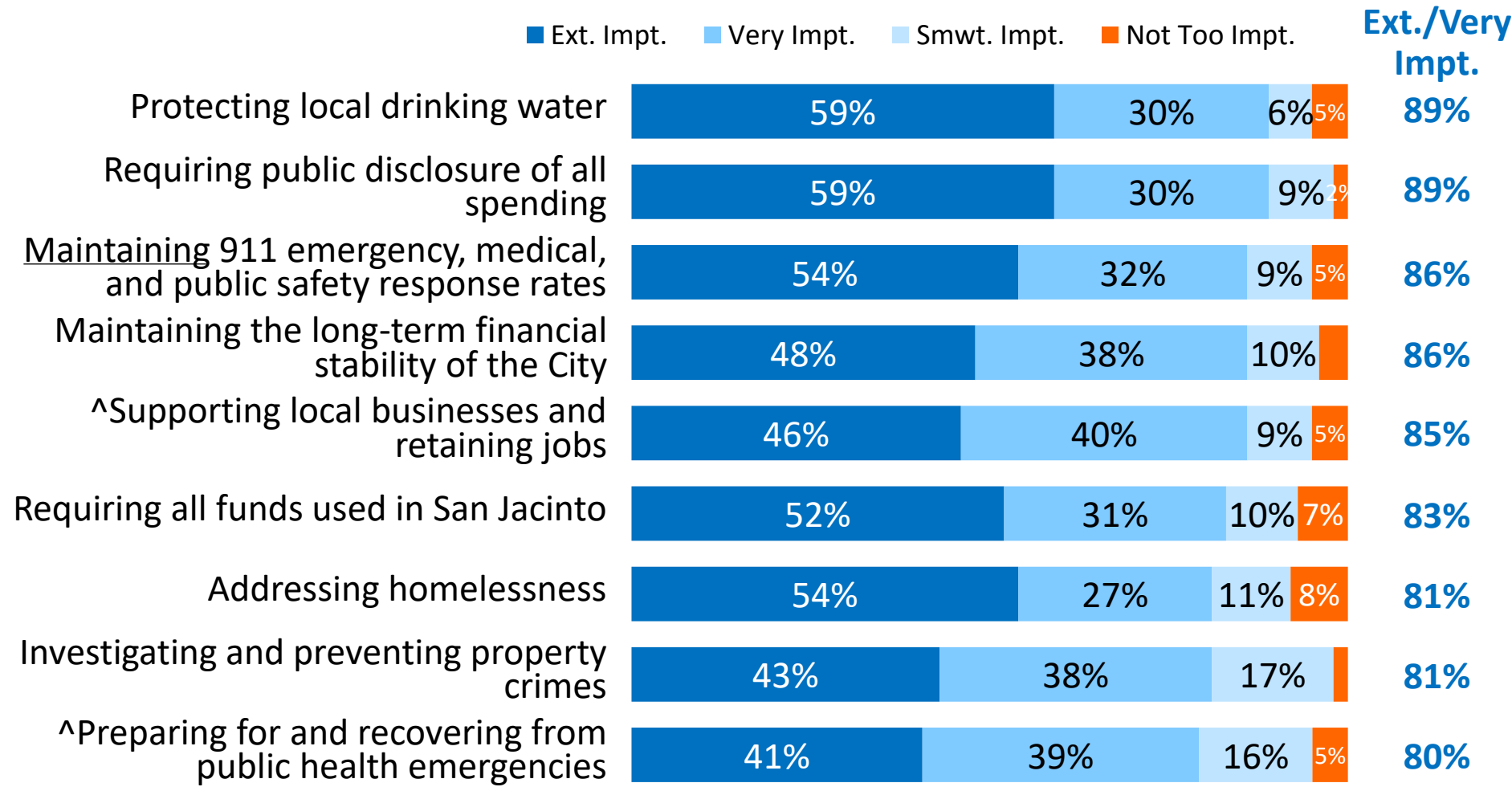






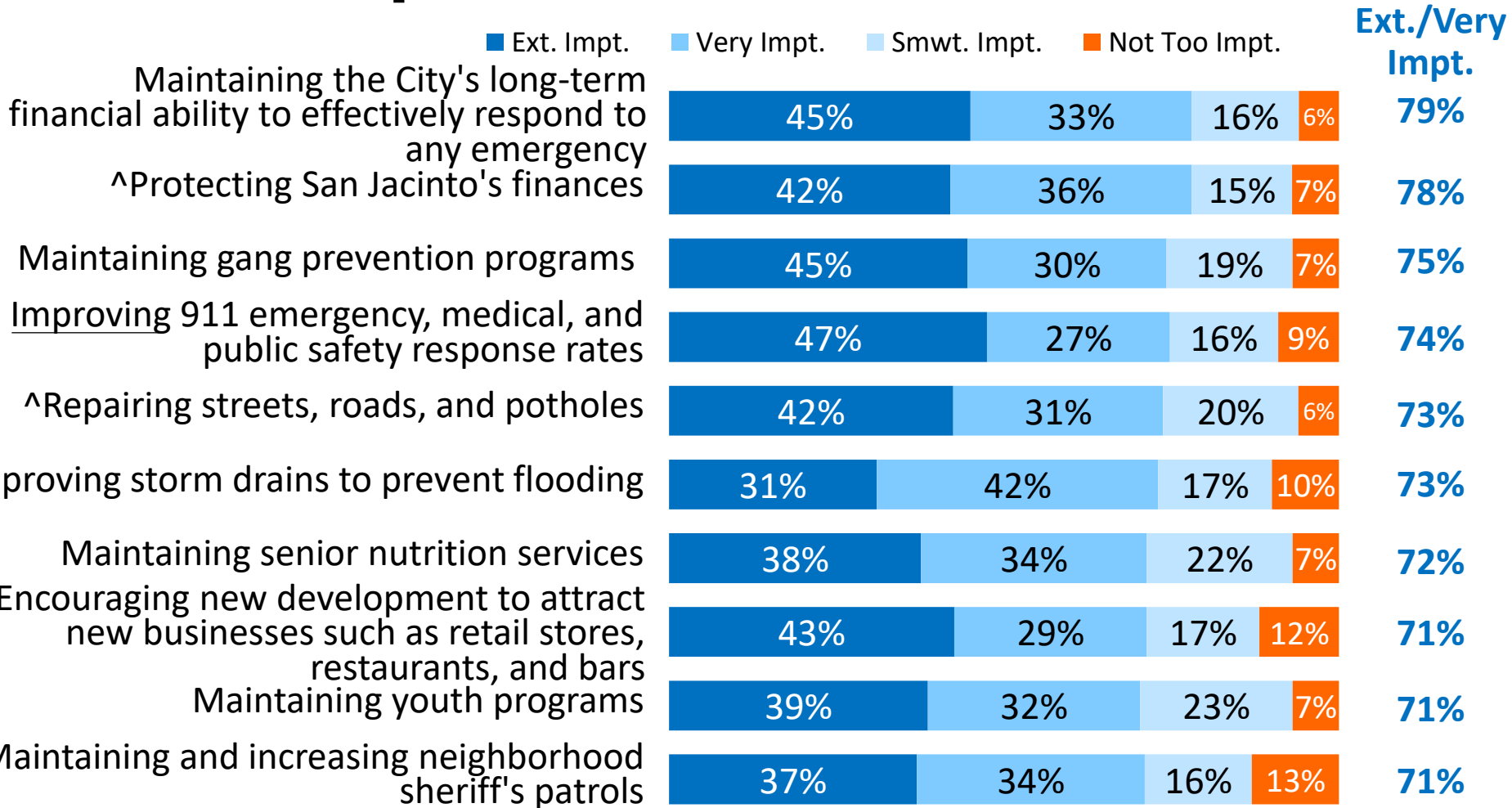
# Funding Priorities

# Voters prioritize funding for protecting local drinking water and maintaining 911 emergency, medical, and public safety response rates.



Q11. I am now going to read you a list of possible projects, features, and provisions that might be included in this City of San Jacinto ballot measure. Regardless of how you feel about this measure, please tell me how important it is to you personally that each provision or use of funds is included in the measure: extremely important, very important, somewhat important, or not too important. ^Not Part of Split Sample

# Over seven-in-ten also prioritize funding for public safety, infrastructure, and encouraging new development to attract new businesses.



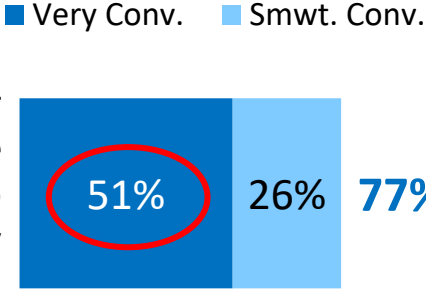
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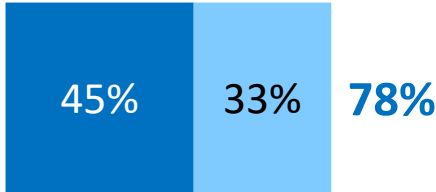
# Impacts of Messaging

# Over three-quarters find messaging about improving fire response times and the measure's accountability devices as convincing reasons to support the measure.

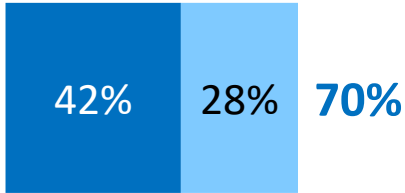
**(FIRE RESPONSE TIMES)** When you have an emergency, seconds count. However, our fire department's current emergency and medical response time is over four and a half minutes on average. This measure will help fund a much-needed fire engine that will help improve 911 emergency response times and response to wildfires, increase the number of firefighters and paramedics, and ensure they have the proper lifesaving equipment to save lives.



**^(ACCOUNTABILITY)** This measure contains tough fiscal accountability by requiring annual independent financial audits, public disclosure of all spending and ensures that all funds remain in San Jacinto and cannot be taken by the County or State government. These fiscal safeguards will make sure funds are used efficiently, effectively and locally as promised.



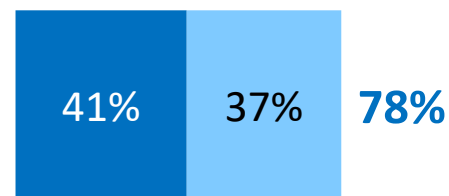
**^(CUTS)** San Jacinto has already lost over \$935,000 in revenue as a result of the pandemic, and the City budget is facing a \$1.75 million shortfall this fiscal year alone. The City has already made \$1.8 million in cuts in its budget, so if this measure is not approved, the City may be forced to cut funding for fire and paramedic services, reduce the number of deputies on the street, reduce street, road and pothole repairs, youth gang prevention and senior nutrition programs, and other vital services.



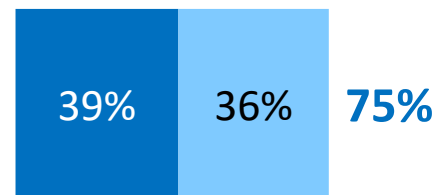
# Voters also find increasing the number of deputies serving the City and investing in local businesses as convincing reasons to vote yes.

■ Very Conv. ■ Smwt. Conv.

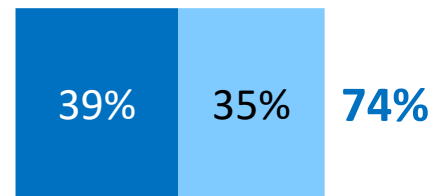
**(INCREASED RATIO DEPUTY/ POPULATION)** The number of sheriff's deputies serving in San Jacinto is currently well below the ratio of public safety officers recommended by the nation's law enforcement experts. This measure will increase the number of qualified, well-trained deputies in San Jacinto to prevent and investigate property crimes such as burglaries and car break-ins, maintain neighborhood patrols, and improve emergency response times.



**^(ECONOMY)** The current pandemic is having a significant impact on our economy. We have seen in the past that we cannot count on the state or federal government to take care of our needs. This measure ensures we have continued local funding that will be invested locally in San Jacinto to help protect small businesses, help restore Main Street, bring back local jobs, and create new jobs so we can restart our local economy.



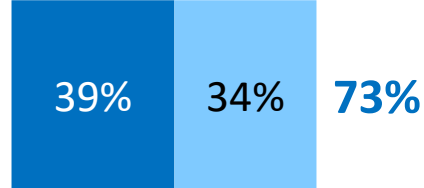
**(PREPARED)** In these unprecedented times, the health and safety of San Jacinto residents remains the City's top priority. This measure allows the City to be better prepared for, and recover from, any medical or catastrophic emergency including preparing our local firefighters and paramedics; maintaining emergency communication systems and improving rapid 911 emergency response capacity.



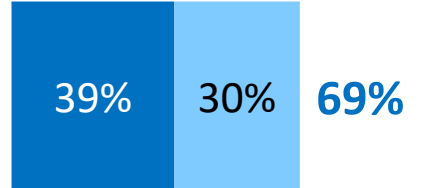
# Messaging about protecting property values, addressing homelessness, and preserving the quality of life resonate with about seven-in-ten.

■ Very Conv. ■ Smwt. Conv.

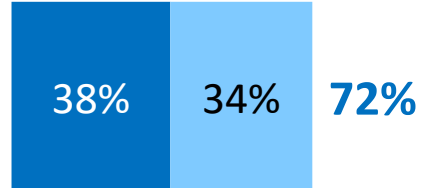
**(PROPERTY VALUES)** We do not know how long the financial effects of this pandemic will last, so we need this measure to maintain our local property values by providing the funding we need to maintain clean and safe neighborhoods, provide rapid 911 emergency response, well-maintained streets, and programs for youth and seniors, as well as address our challenges with public safety to make San Jacinto an even better place to live, work and raise a family.



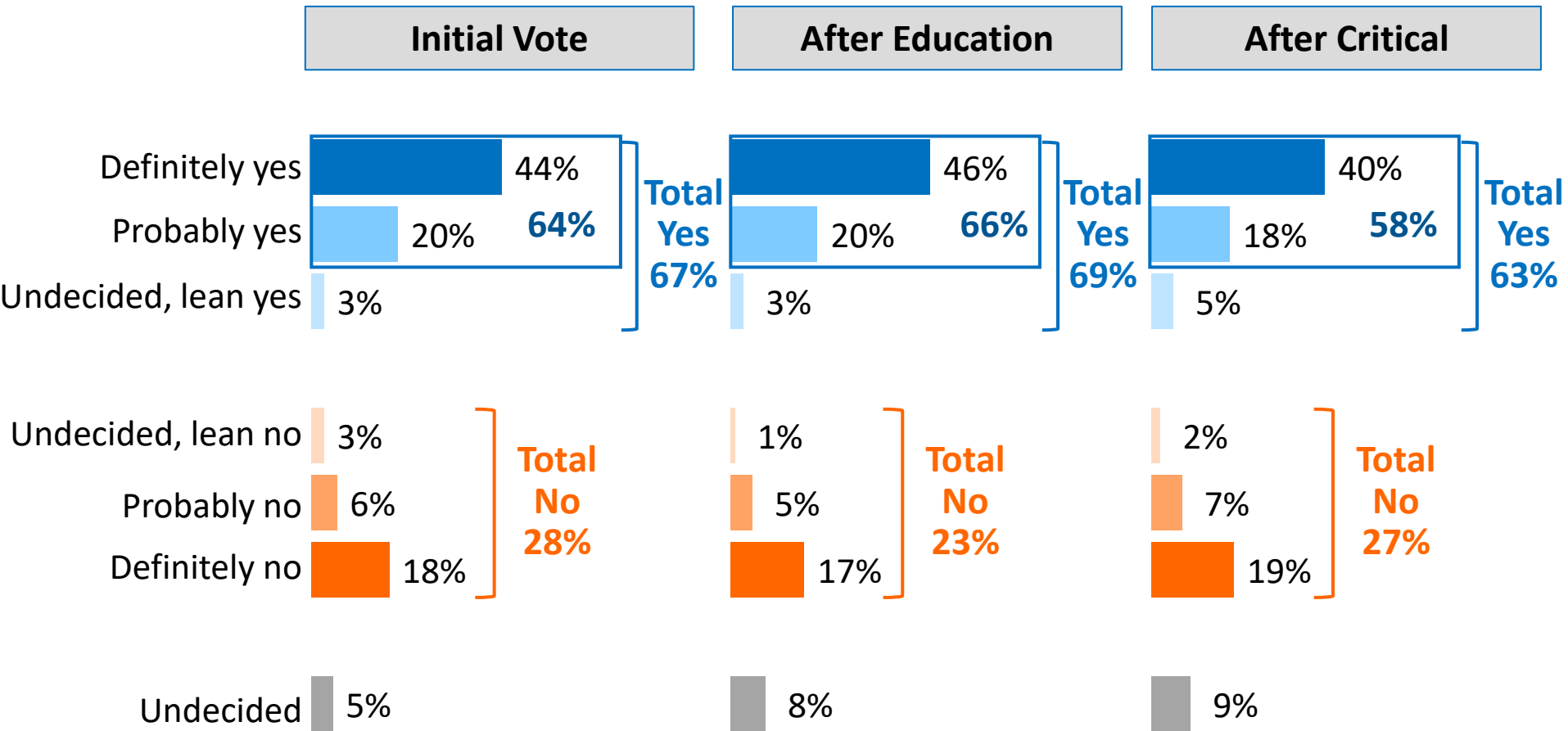
**(HOMELESS)** Recently, the City identified over 30 homeless individuals living in San Jacinto. This pandemic further highlights that the City must work to prevent homelessness and support those who are at risk of becoming homeless by connecting them with available non-profit and regional services, including emergency shelter, food services, and health and social services. This will help ensure our neighborhoods, business districts, parks and other public areas are kept safe and secure for everyone.



**(QUALITY OF LIFE)** This measure will help the City to be able to continue to improve the quality of life that San Jacinto residents enjoy. The measure is crucial for keeping safe and clean neighborhoods, deputy patrols and rapid response to 911 calls, well-maintained streets, and quality local parks that strengthen our community, improve property values and keep San Jacinto a desirable, safe place to live, do business and raise a family.



# After hearing both educational and critical messages, over six-in-ten remain in support of the measure.







# Conclusions

# Conclusions

- ✓ Although voters are split about the direction of the County, a plurality believe the City of San Jacinto is going in the right direction, and a majority believe the City is doing an excellent, pretty good, or fair job.
- ✓ Three-fourths believe the City has a need for funding, with half in total believing that need is great
- ✓ Initial support for the measure is strong, with two-thirds indicating they would vote yes.
- ✓ Voters who are more concerned about the pandemic are more likely to support the measure, and a majority support it even when most voters believe the pandemic will still not be under control, or the local economy recovered, in the next six months.

# Conclusions

- ✓ Voters prioritize funding for protecting local drinking water, and maintaining 911 emergency, medical and public safety response rates. Accountability features such as requiring public disclosure of all spending also rank highly.
- ✓ Messaging about improving fire response times and the measure's accountability devices resonate most with voters to support the measure.
- ✓ After hearing both educational messages and critical messages, over six-in-ten remain in support of the measure—above the required 50% threshold for passage.