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City of Newark:  
Community Priorities Survey

June 23, 2016



# Overview and Research Objectives

The City of Newark commissioned Godbe Research to conduct a survey of local voters with the following research objectives:

- Gauge satisfaction with the City's provision of services and management of public funds;
- Assess potential community support for a sales tax measure to upgrade City facilities with funding that cannot be taken by the State;
- Identify community priorities for projects and programs;
- Test the influence of informational statements on potential support; and
- Identify any differences due to demographic and/or voter behavioral characteristics.

# Methodology Overview

- Data Collection Telephone and Internet Interviewing
- Universe 13,822 likely November 2016 voters in the City of Newark
- Fielding Dates May 19 through May 30, 2016
- Interview Length 20 minutes
- Sample Size n=413 (phone = 280; online = 133)
- Margin of Error  $\pm 4.75\%$



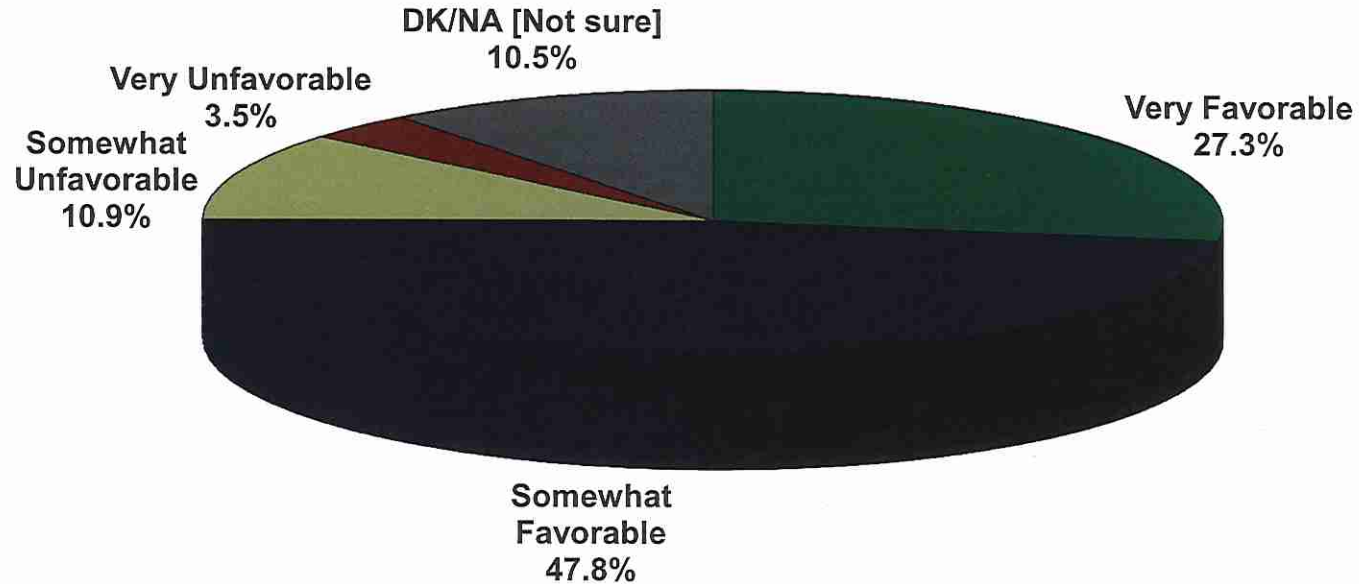
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## Key Findings

# Opinion on Job the City is Doing Providing City Services

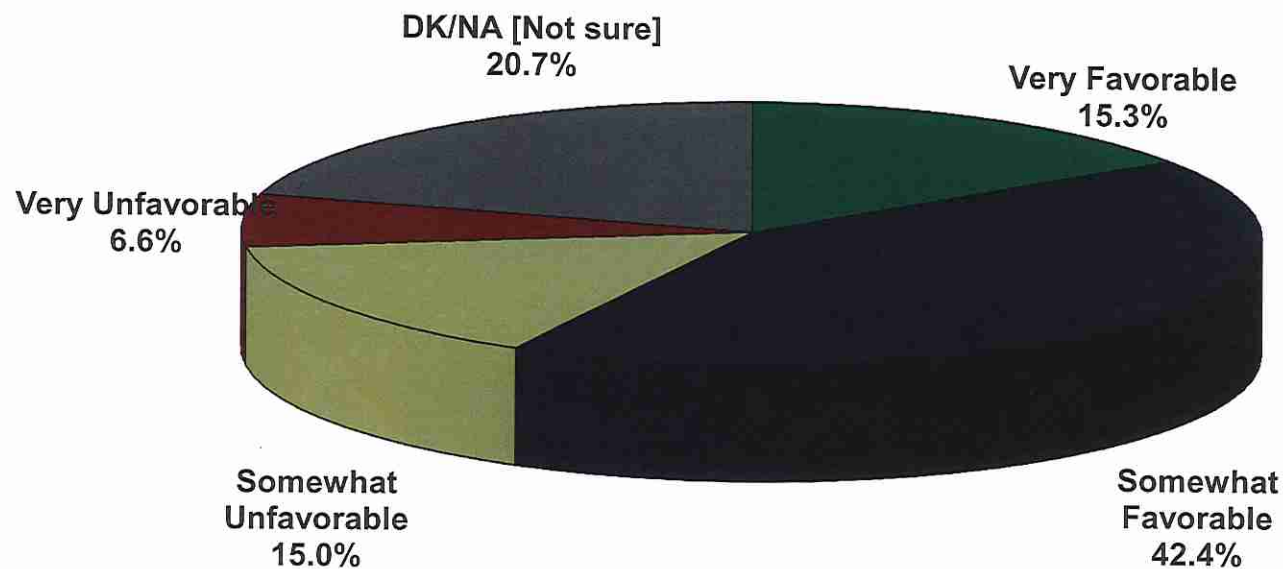
(n=413)



**Job Providing Services**

Total Fav = 75.1%  
Total Unfav = 14.4%  
Ratio Fav to Unfav = 5.2

# Opinion on Job the City is Doing to Effectively Manage Public Funds (n=413)



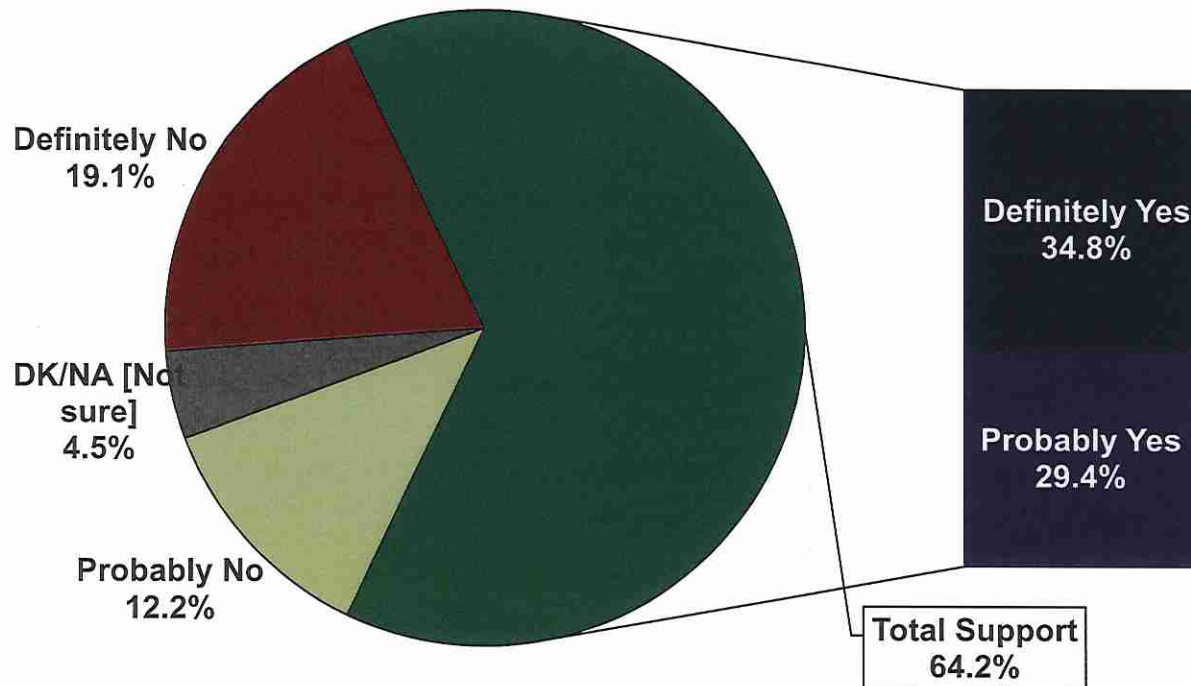
### Job Managing Taxpayer \$\$

Total Fav = 57.6%

Total Unfav = 21.7%

Ratio Fav to Unfav = 2.7

# Uninformed Support for Sales Tax (n=413)

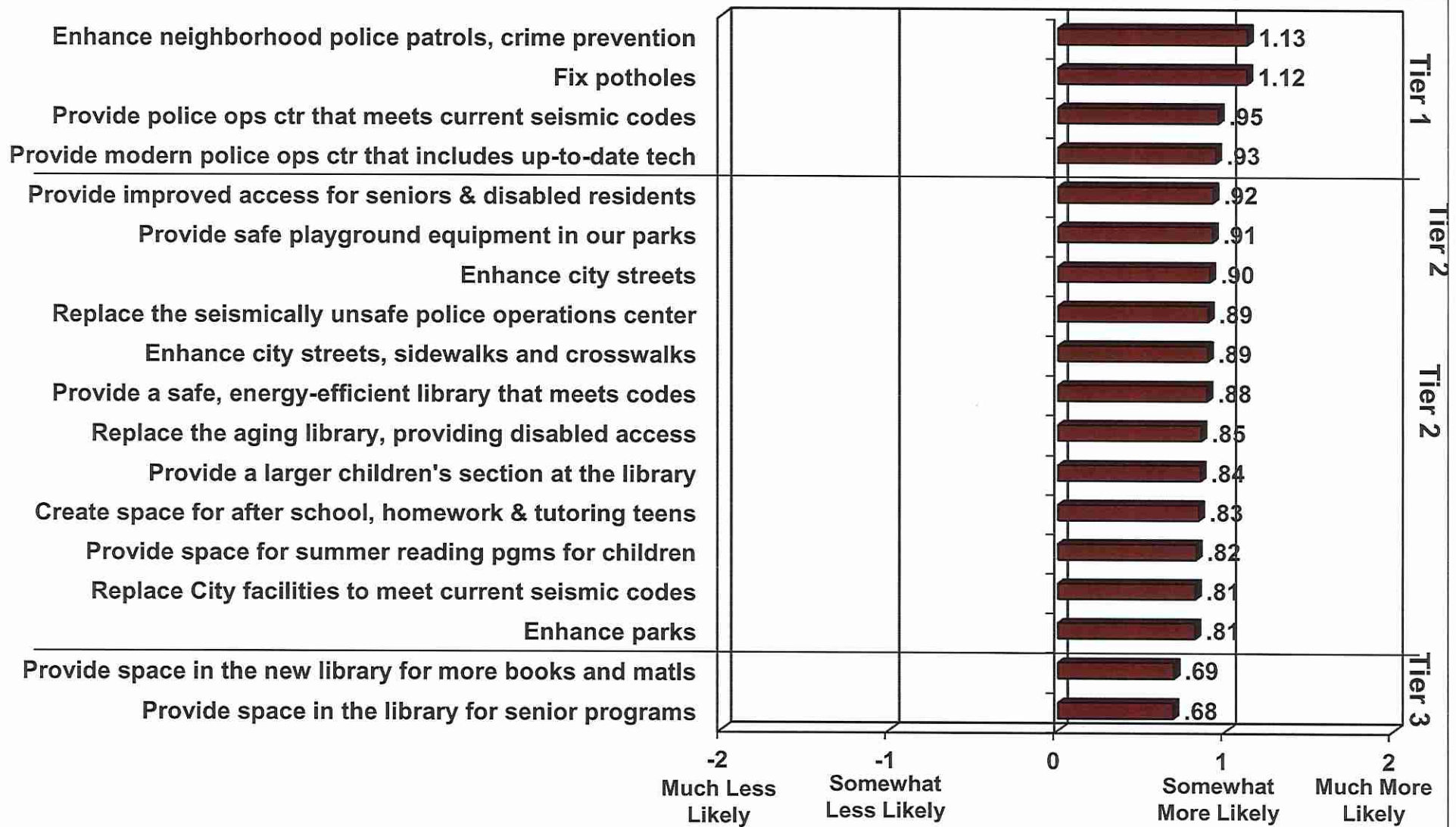


To upgrade City of Newark facilities and services, including

- replacing the aging library, providing disabled access and space for senior, teen and children's programs;
- replacing the seismically unsafe police operations center, emergency operations center and city facilities with seismically safe buildings;
- enhancing parks;
- enhancing city streets; and
- other city facilities and services;

shall Newark enact a one-half cent sales tax, providing \$3.5 million dollars annually, for 25 years, with annual audits, independent citizens' oversight, and all funds spent locally?

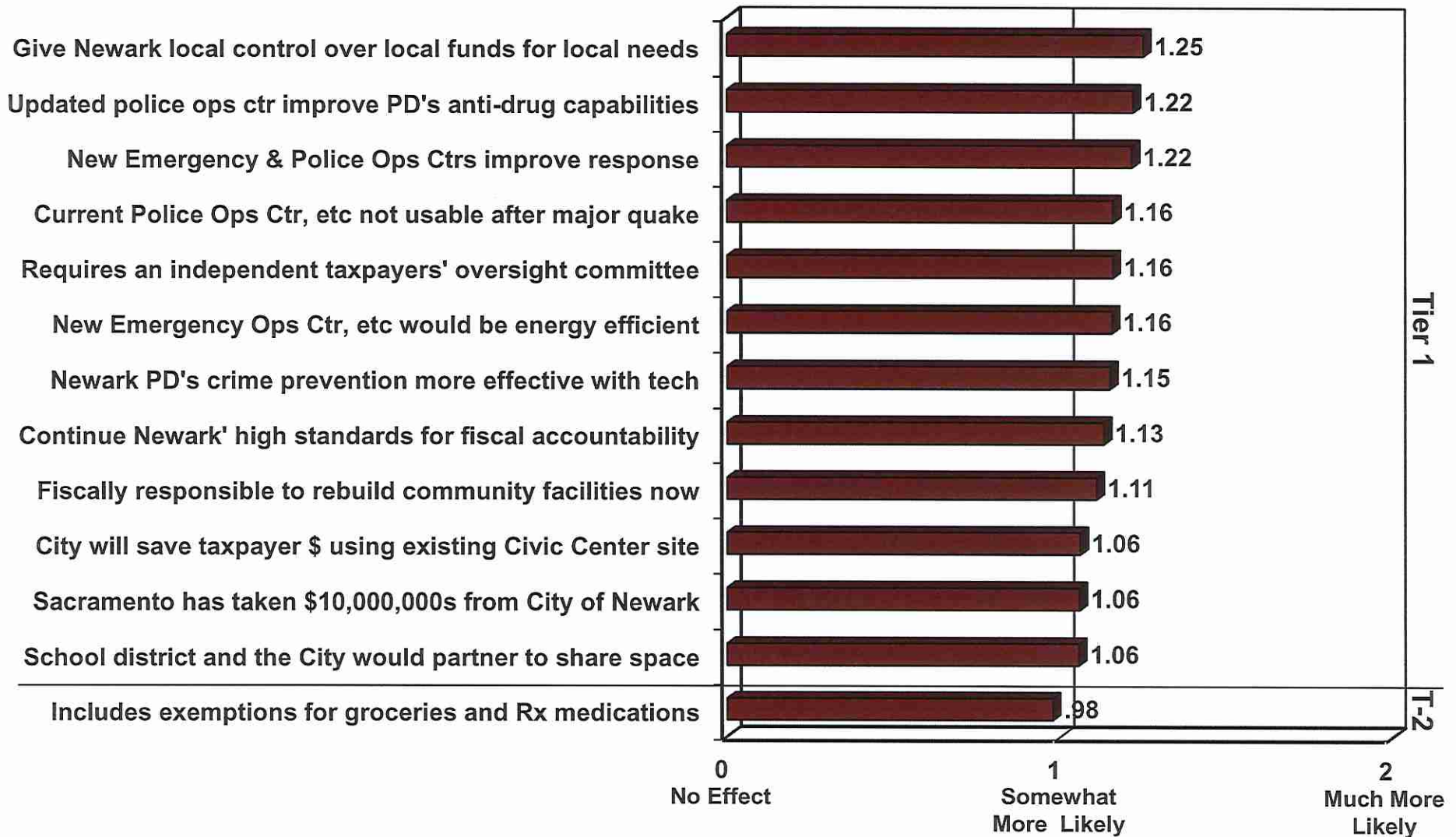
# Community Priorities (n=413)



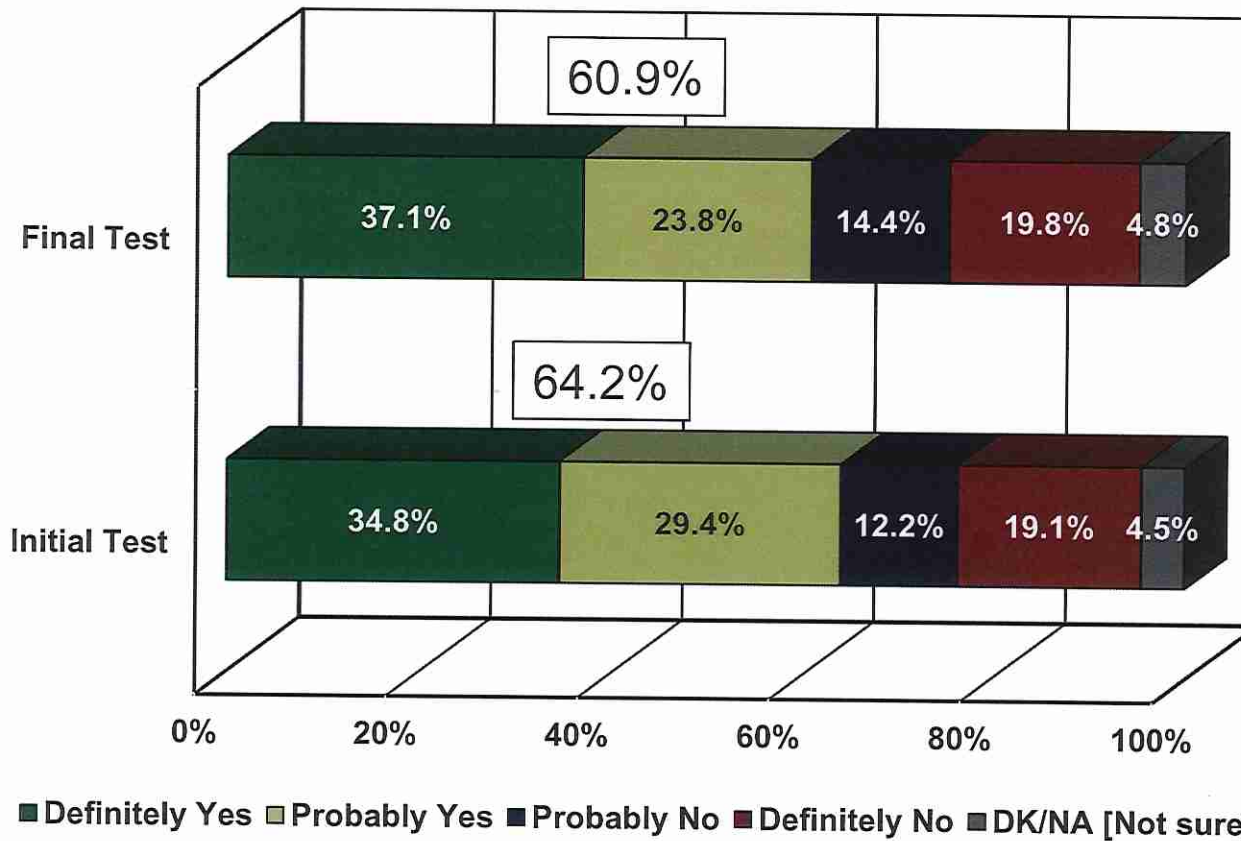
Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.



# Influence of Supporting Statements (n=413)



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0.

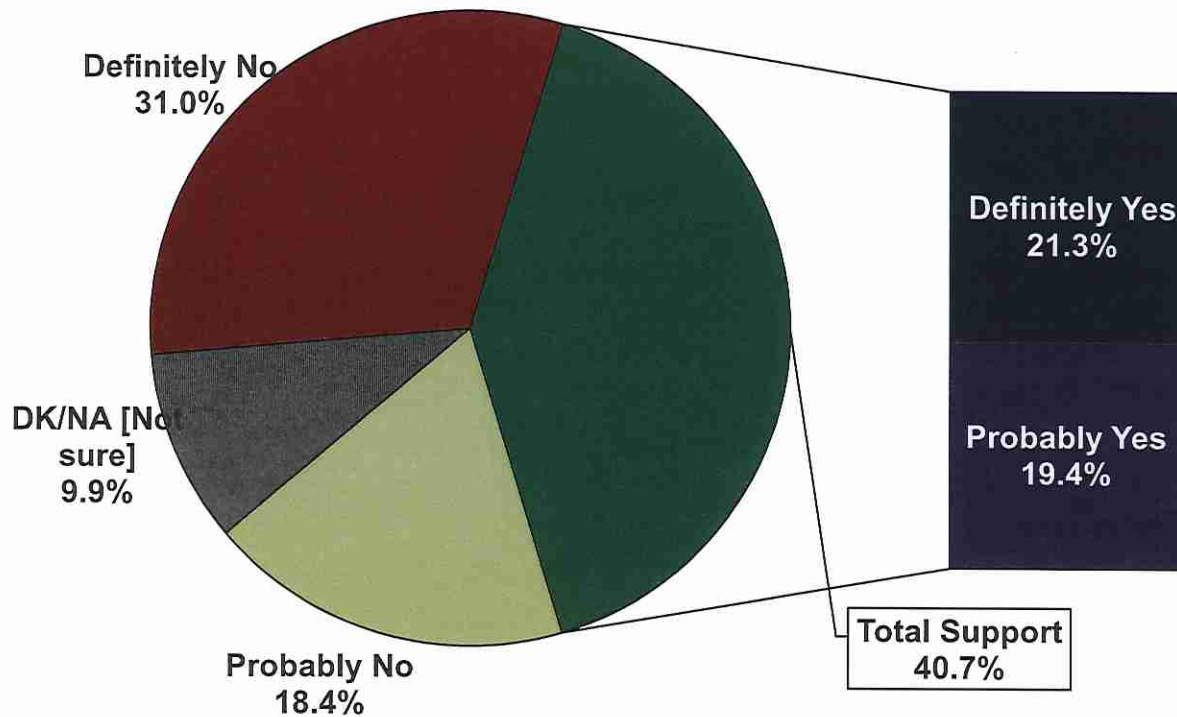


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# Support for Alternative Bond Measure (n=413)



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- replacing the aging library, providing disabled access, and space for senior, teen and children's programs;
- replacing the seismically unsafe police operations center, emergency operations center and city facilities with safe buildings; and
- enhancing parks;

shall Newark issue \$62 million dollars in bonds at legal rates, requiring an average debt service of \$4.3 million dollars annually, for 25 years, by assessing \$59 per \$100,000, requiring financial audits, independent citizen oversight and all funds spent in Newark?

# Summary & Recommendations

- The survey revealed a solid base of voter support for a general purpose sales tax measure. Support for the measure in the November 2016 election was 64.2% on the uninformed test and 60.9% on the informed test.
- Top community priorities include:
  - Provide a police operations center that meets current seismic safety codes and will survive an earthquake and be up and running in a disaster.
  - Provide a modern police operations center that includes up-to-date crime fighting technology and is flexible to adapt to new technology and operational necessities.
  - Provide a safe, energy-efficient library that meets earthquake and fire codes.
  - Replace the aging library, providing disabled access and space for senior, teen and children's programs, with space for children's books and learning materials and story times.
- Key informational statements include:
  - The measure will give Newark local control over local funds for local needs - requiring that our tax dollars are spent for Newark residents. No funds can be taken by Sacramento.
  - The updated police operations center will improve the Newark Police Department's anti-drug and gang prevention capabilities.
  - The new Emergency Operations Center and Police Operations Center will improve response times for fire and emergency services.
  - The current Police Operations Center, Library and City facilities would not be usable after a major earthquake, slowing disaster response to Newark residents.
- Given the survey findings, the simple majority required for approval, Godbe Research recommends that the City of Newark consider moving the process forward to a November 2016 general purpose sales tax measure election.



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