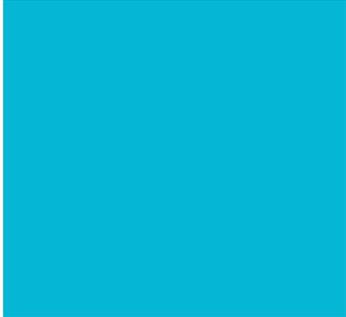




# Community Issues Survey



*Key Findings of a Survey of Cotati Voters  
Conducted March 8-22, 2020*



OPINION  
RESEARCH  
& STRATEGY



# Methodology



- 253 interviews with Cotati voters likely to participate in the November 2020 election
- Conducted March 8-22, 2020, online and via landline and cell phones – the last five days of interviews took place during the Bay Area shelter in place order in response to COVID-19
- Margin of sampling error of  $\pm 6.2\%$  at the 95% confidence level; half-sample margin of error is  $\pm 8.9\%$
- Due to rounding, some percentages do not add up to 100%
- Selected comparisons to prior research (2019 data are from a survey of all, not likely, voters)

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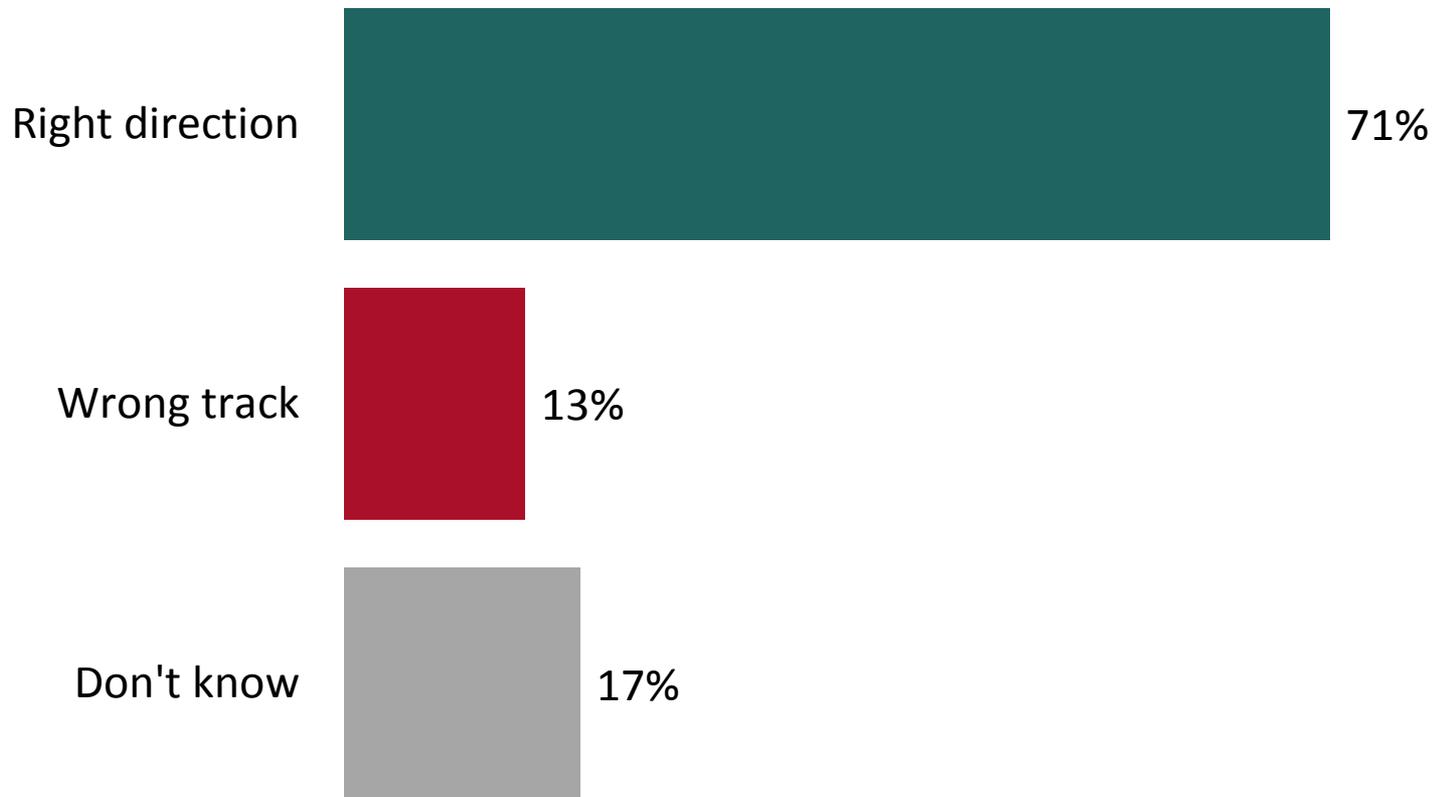


# Issue Context



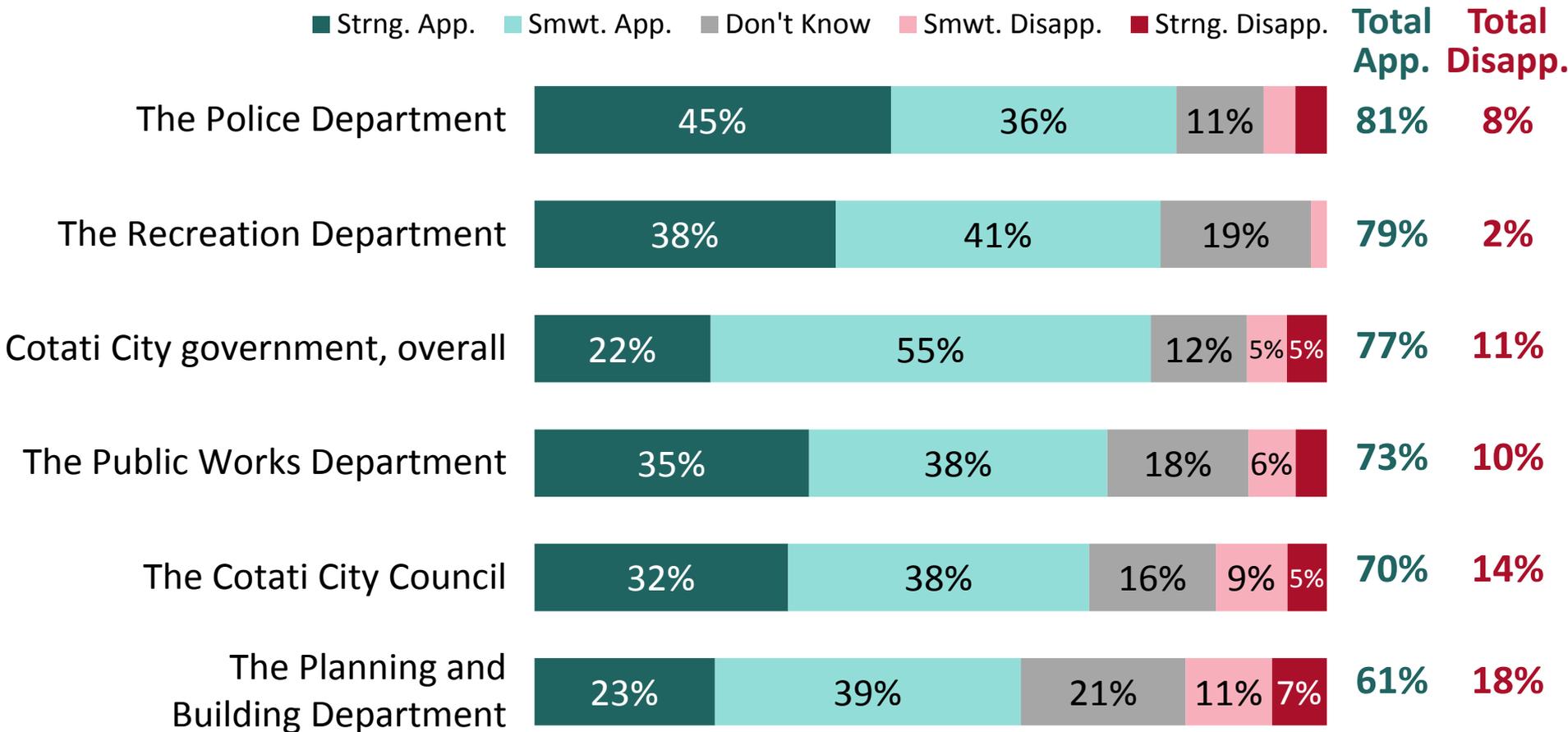
# Views of the direction of Cotati are overwhelmingly positive.

*Would you say that things in the City of Cotati are generally headed in the right direction or are they off on the wrong track?*



# They overwhelmingly approve of City departments, especially police.

*I am going to read you the names of a few departments in the City of Cotati. Please tell me if you approve or disapprove of the job being done by that department.*



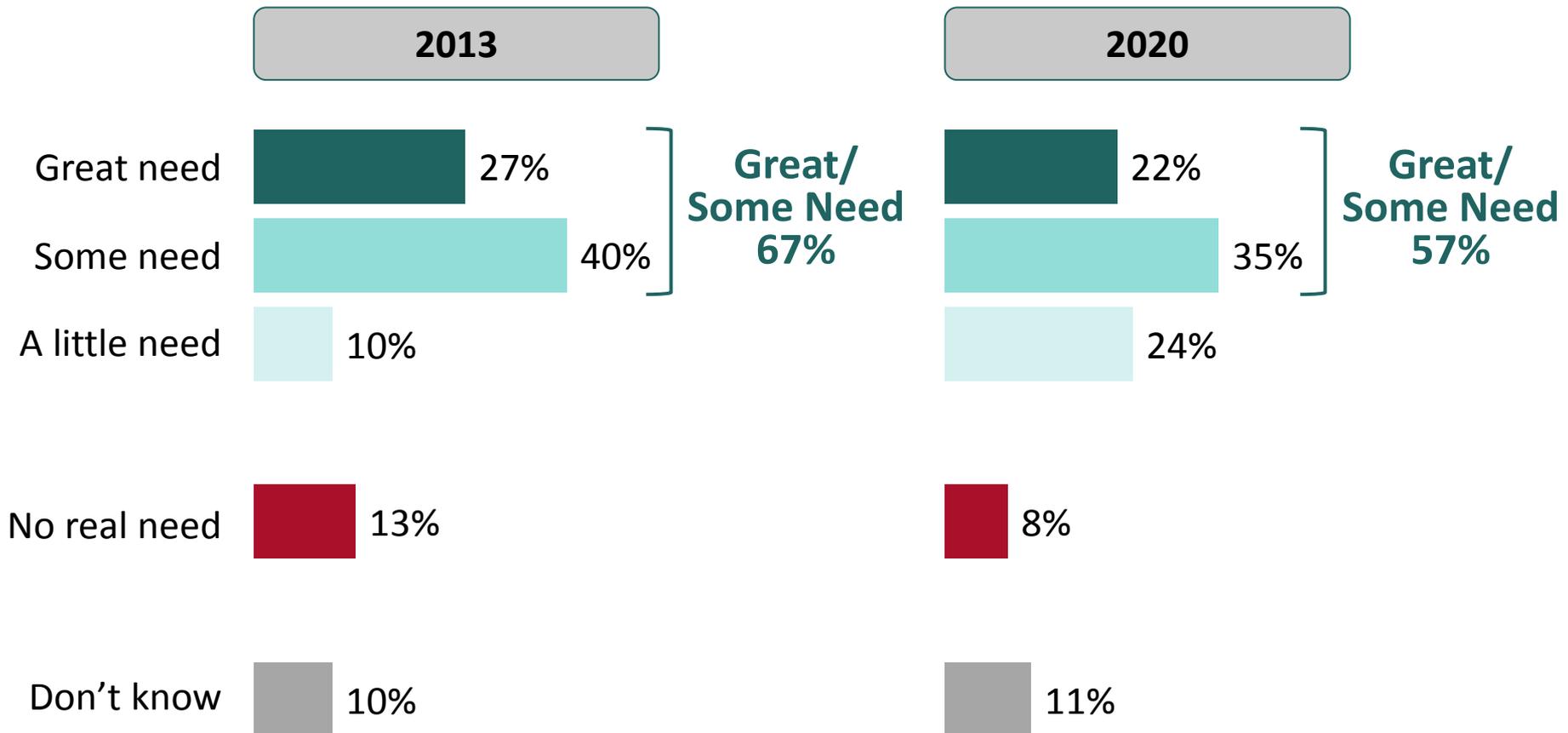
# These positive ratings are higher than last year.

*(Total Approve)*

Department	2009	2013	2019	2020	2019-2020 Difference
The Planning and Building Department	--	--	49%	61%	<b>+12%</b>
Cotati City government, overall	81%	65%	67%	77%	<b>+10%</b>
The Cotati City Council	83%	55%	61%	70%	<b>+9%</b>
The Recreation Department	71%	--	71%	79%	<b>+8%</b>
The Public Works Department	--	--	72%	73%	<b>+1%</b>
The Police Department	85%	81%	82%	81%	<b>-1%</b>

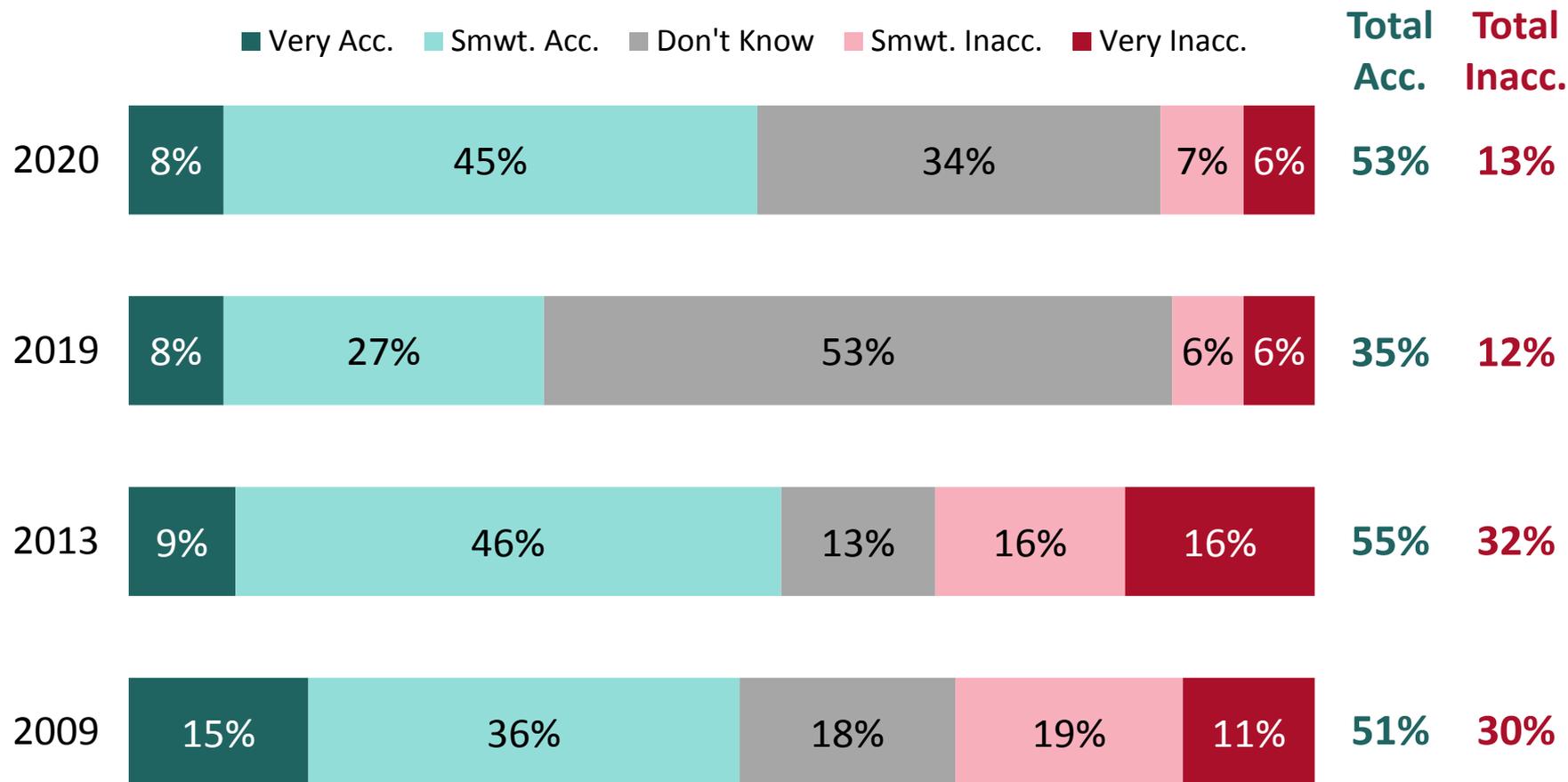
# Majorities continue to perceive there is need for local funding.

*Would you say that to provide essential services, the City of Cotati has a great need for continued funding, some need, a little need, or no real need for continued funding?*



# A slim majority believes the City's finances are well-managed, with another third unsure.

*Please tell me if you think this statement is accurate or inaccurate:  
The City of Cotati's finances are well-managed.*



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# Interest in Extending Local Funding



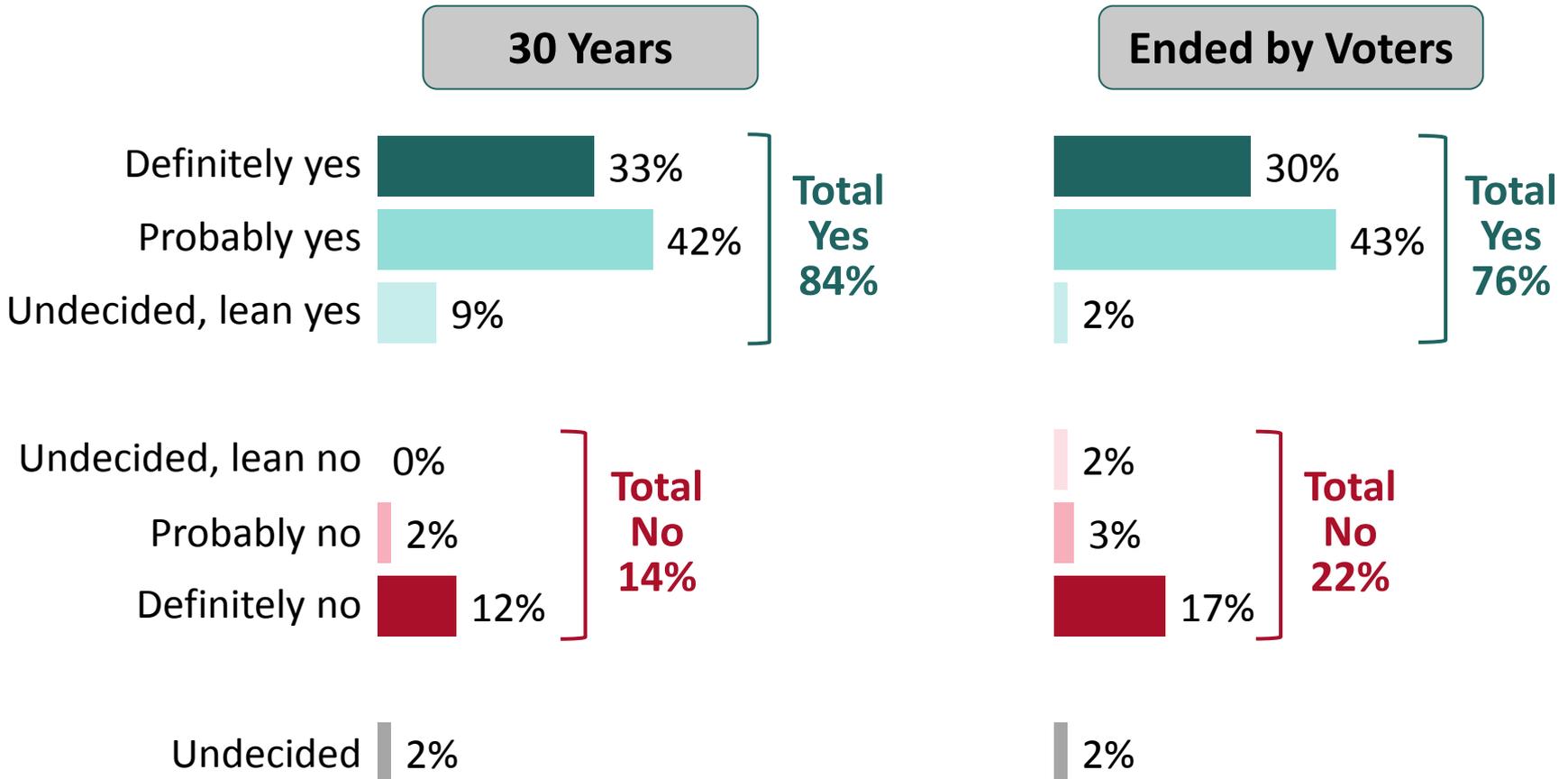
# Ballot Measure Language Tested

*(Simple Majority Threshold)*

**Cotati Fiscal Stability and Essential Services Extension Measure.** To continue funding to maintain streets/road repair; Cotati's local police department, domestic violence response, 911 emergency dispatch, crime prevention/investigation, police patrols; local business retention; parks/recreation and other essential services, shall the measure to extend Cotati's existing, voter-approved 1¢ sales tax (**SPLIT SAMPLE: for 30 years**) (**SPLIT SAMPLE: until ended by voters**) be adopted, providing \$2.4 million annually, with citizens' oversight, audits, no money for Sacramento, and no increase in tax rates?

# Broad majorities are interested in extending local funding, regardless of duration.

Half-Sample, Margin of Error  $\pm 8.9\%$



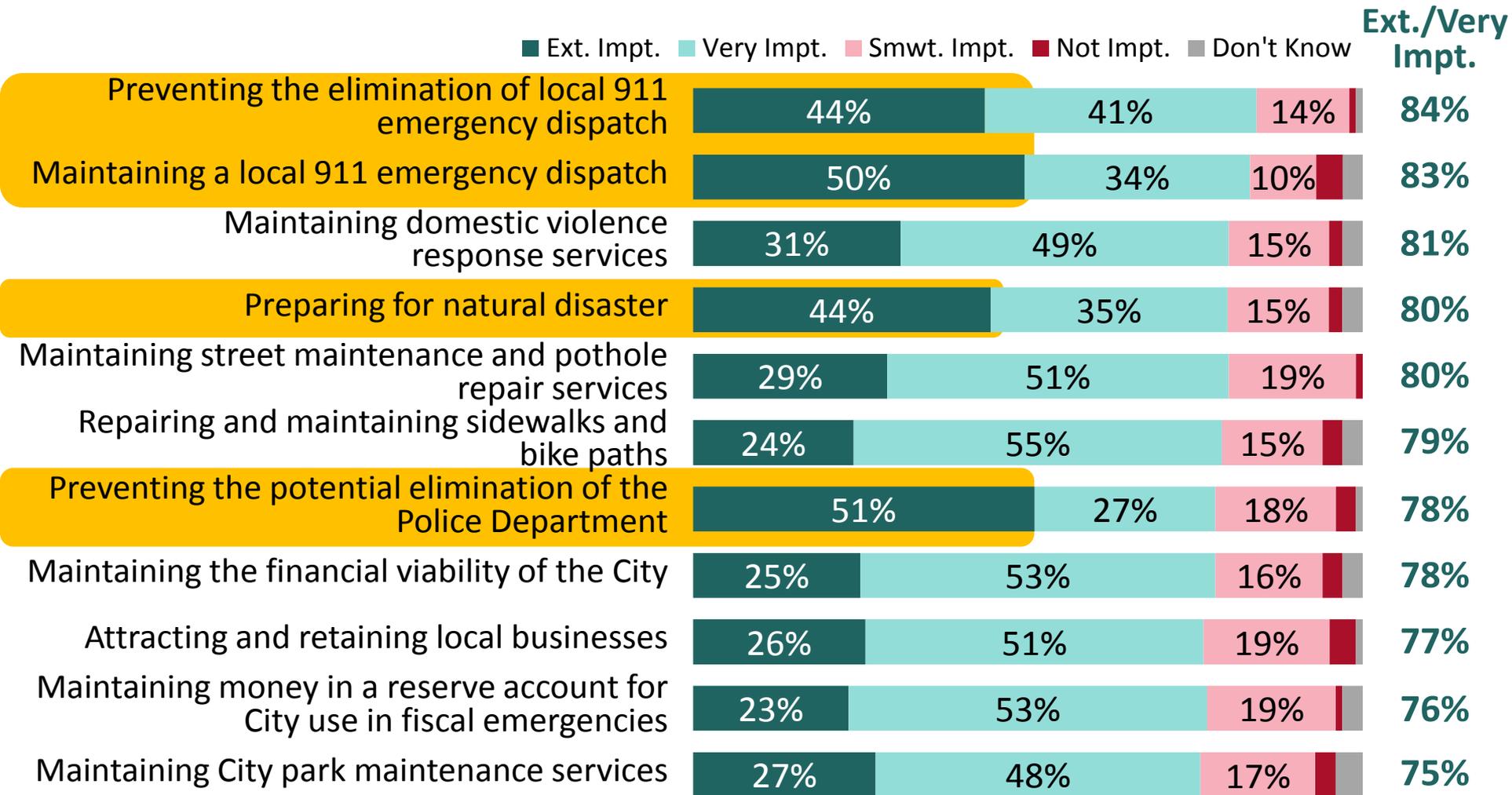
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# Community Priorities for Funding

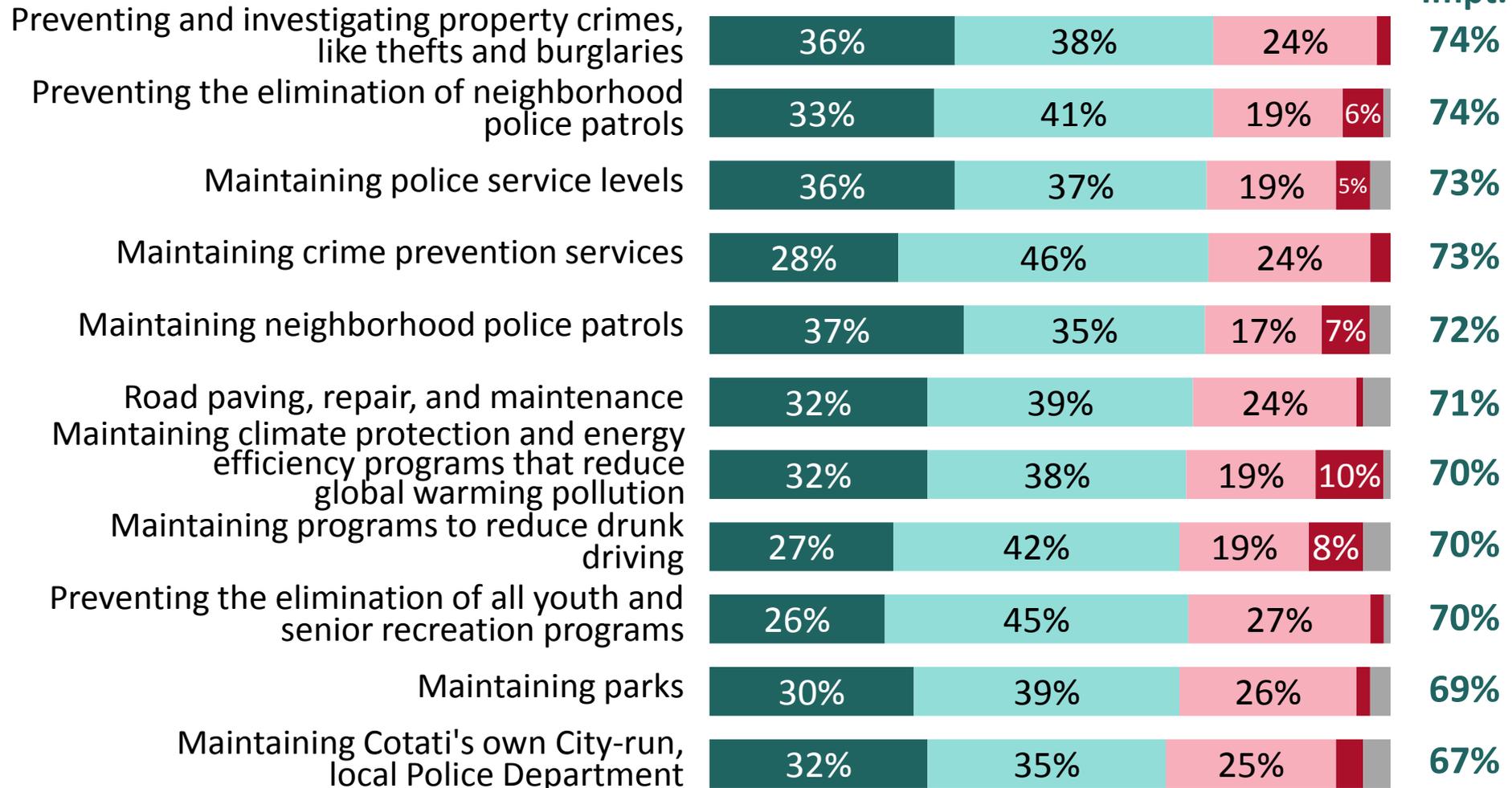


# They intensely value local public safety services and natural disaster preparation.



# Broad majorities also value maintaining other public safety and road repair services.

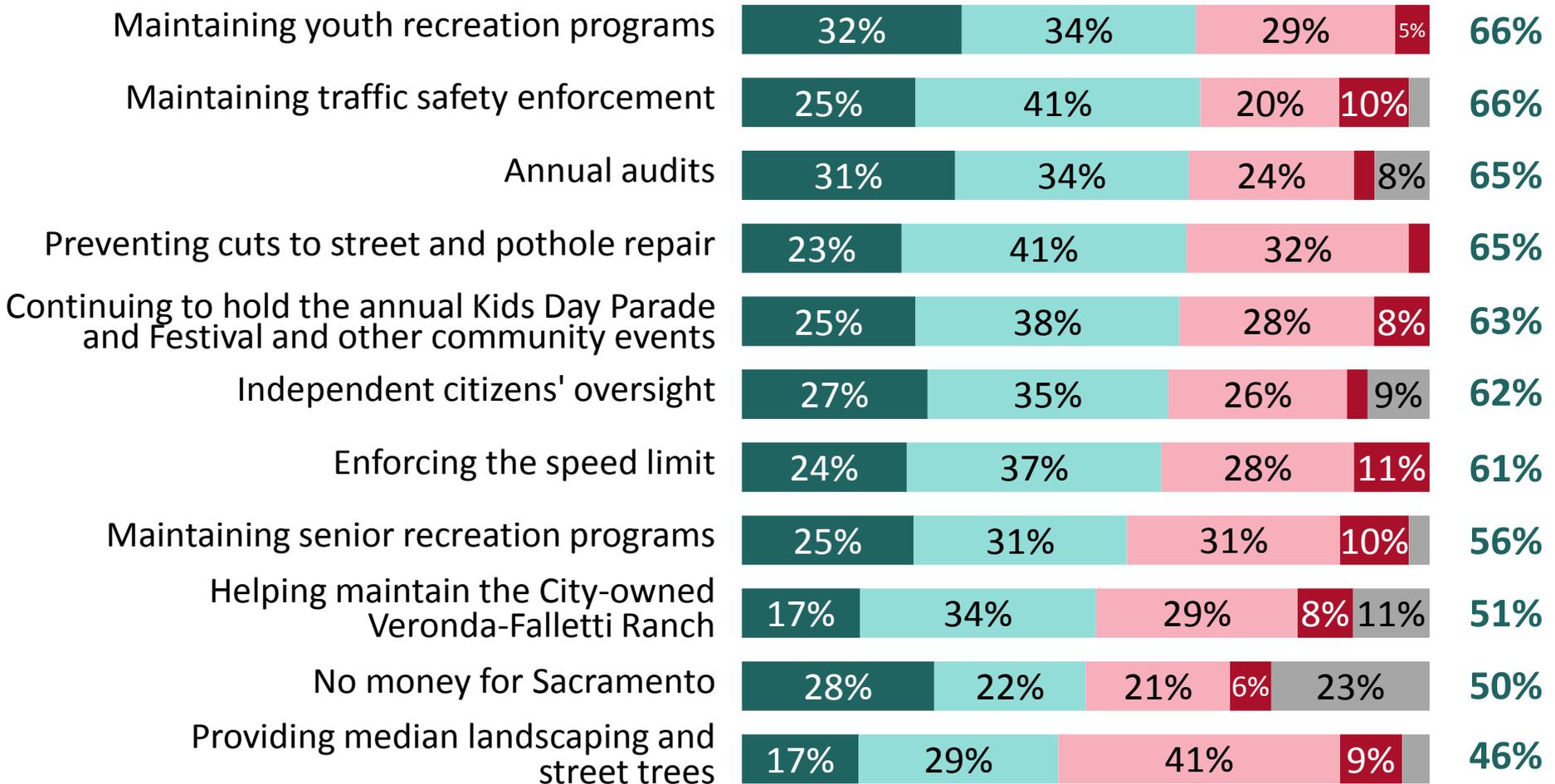
■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Impt. ■ Don't Know **Ext./Very Impt.**



Q6. I am going to read you a list of specific ways in which the funds generated by this measure could be spent. Please tell me how important it is to you that each project be undertaken: extremely important, very important, somewhat important, or not important. Split Sample

# Less-urgent priorities include landscaping, senior programs, and community events.

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Impt. ■ Don't Know **Ext./Very Impt.**



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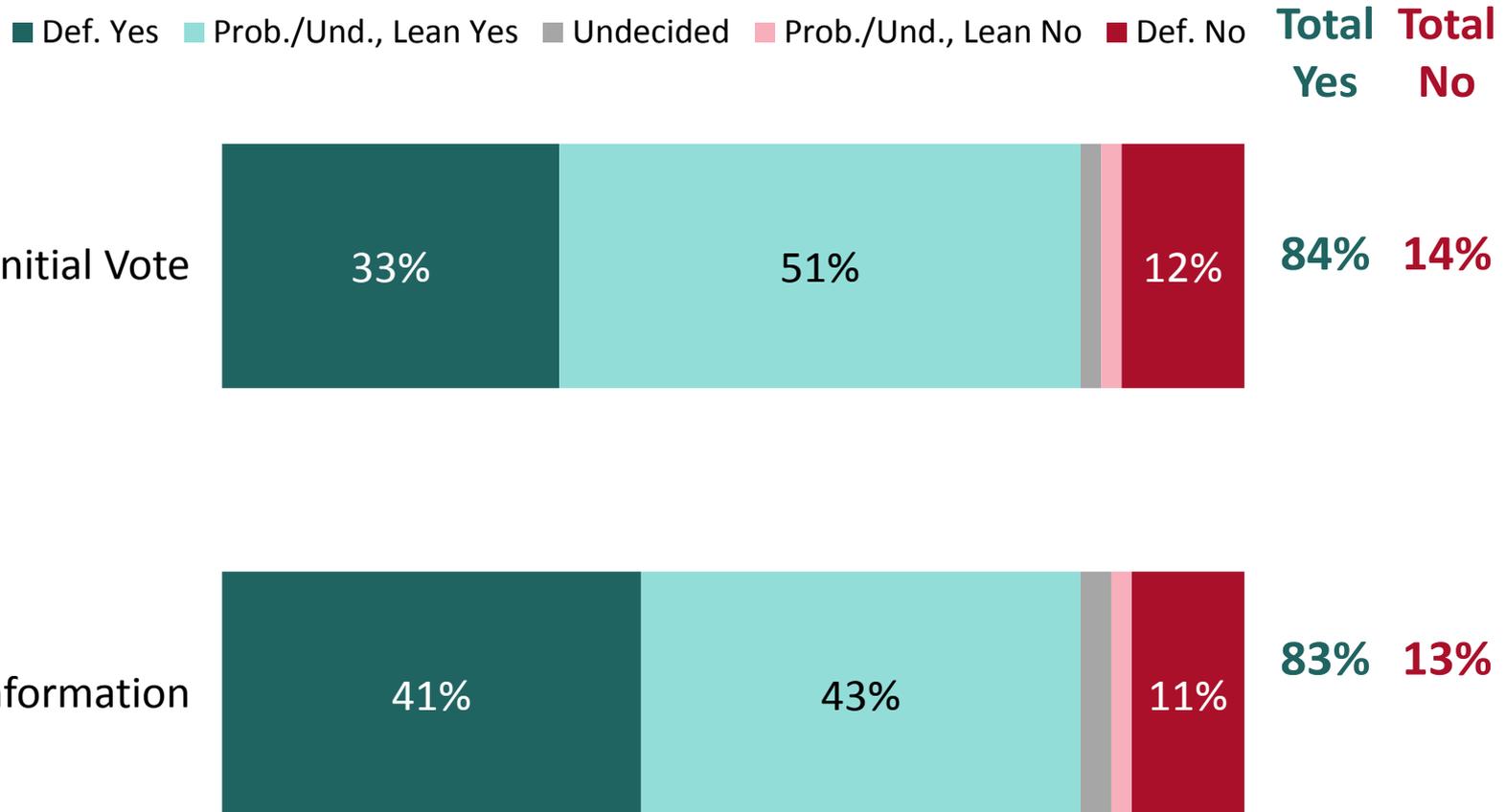


# Reactions to Additional Information



# The measure with a 30-year duration has support well above the majority-vote threshold after voters learn more.

30 Years Version, Half-Sample Margin of Error  $\pm 8.9\%$



# Similarly, the version with “until ended by voters” has consistent support from three-quarters.

*Until Ended by Voters Version, Half-Sample Margin of Error ±8.9%*

■ Def. Yes ■ Prob./Und., Lean Yes ■ Undecided ■ Prob./Und., Lean No ■ Def. No



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# Conclusions



# Conclusions

- ✓ Though much remains in flux with regard to the economy, state and local budgets, and public health, Cotati is in a strong position to place a sales-tax renewal measure on November's ballot.
- ✓ The measure starts with very broad support – 80% yes – though it is somewhat soft, with half saying they would “probably” vote yes, lean toward a yes, or are undecided.
- ✓ Voters are largely feeling optimistic, as they have in years prior.
- ✓ Three-quarters approve of City government, and seven in ten approve of city council.
- ✓ More than half see a need for funding in general, a bit lower than in 2013.
- ✓ Half feel the city's finances are well-managed, very much in line with prior years.
- ✓ High priorities for funding include domestic violence response, 911 dispatch, sidewalk maintenance, park maintenance, prevention of elimination of the police department, crime prevention and investigation, pothole repair, and generally financial viability.

**For more information, contact:**



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