



CITY OF GARDEN GROVE ISSUES SURVEY

*Highlights of Survey Conducted:
October 21-26, 2017*

*Fairbank,
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Maullin,
Metz &
Associates*

FM3

Project Objectives

- To conduct a Quality of Life and Customer Satisfaction survey for the City
- To provide the City with feedback and insights on the community's priorities and satisfaction with City services
- Interest, if any, in a local funding option was also gauged
- It is the City's intention to utilize these findings in its ongoing efforts to maintain quality services and engage in responsible long-term and mid-year budget planning

Survey Methodology

- Conducted a telephone survey of 400 respondents
- Interviews were conducted via landline and cell phones between October 21 – 26, 2017
- The full sample margin of error is $\pm 4.9\%$ at the 95% confidence level
- The margin of error for half the sample (N=200) is $\pm 6.93\%$
- Some percentages may not sum to 100% due to rounding

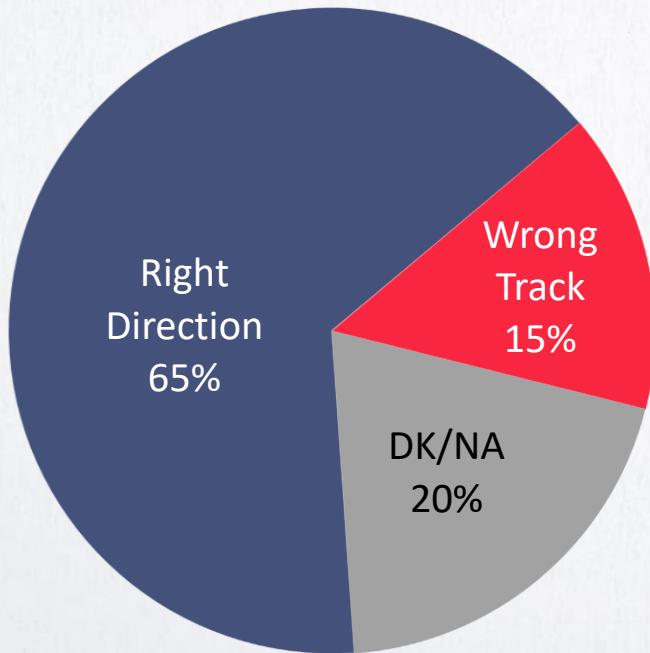
General Community Attitudes



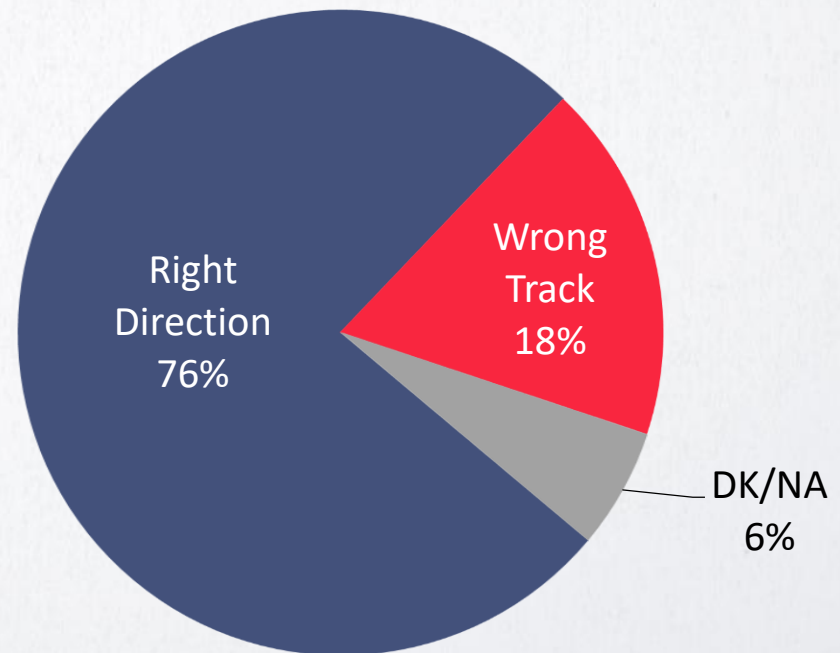
A majority of respondents have a positive image of both the City of Garden Grove and their local neighborhood.

Would you say that things in _____ are generally headed in the right direction or do you feel that things are off on the wrong track?

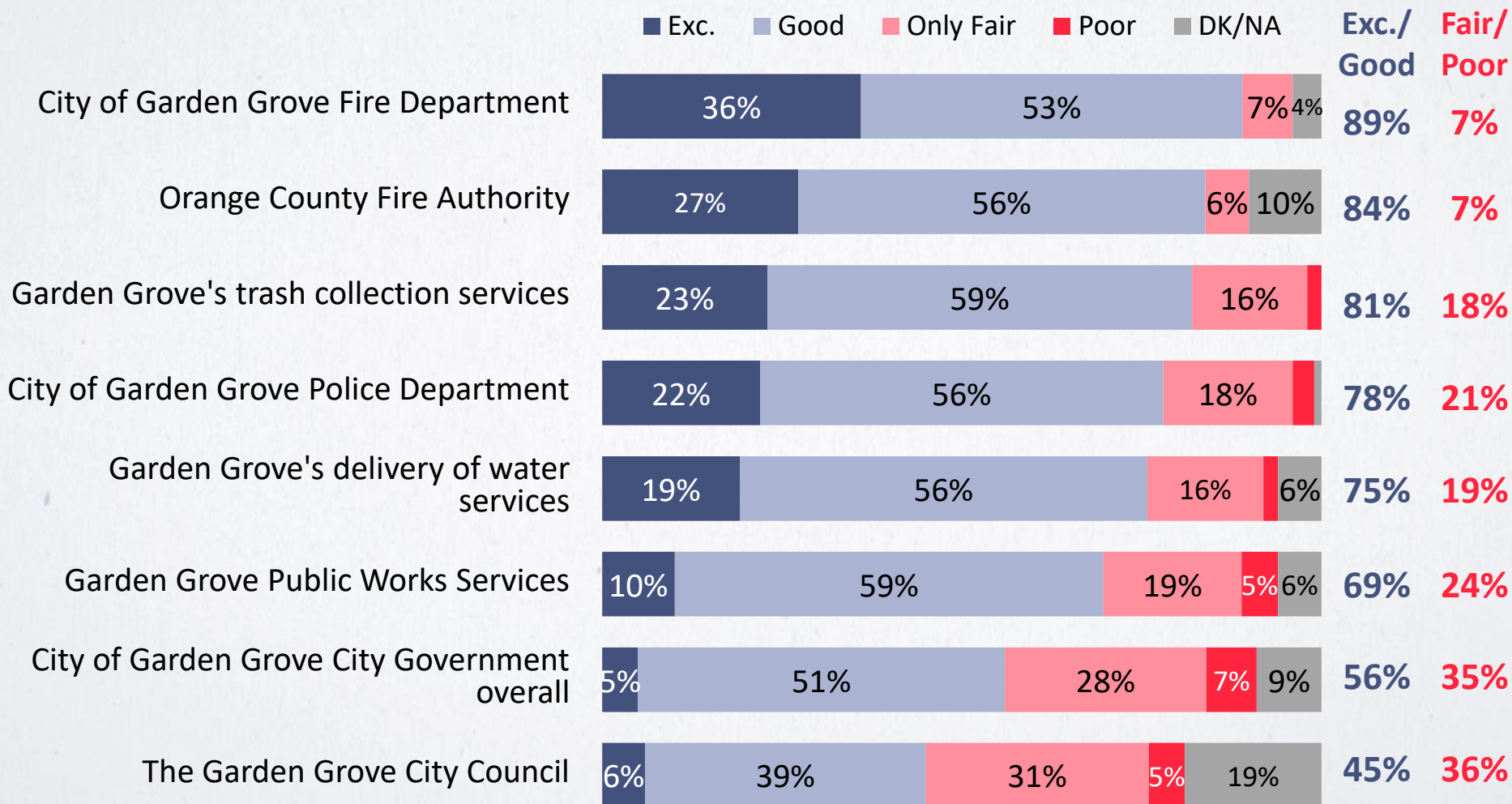
City of Garden Grove



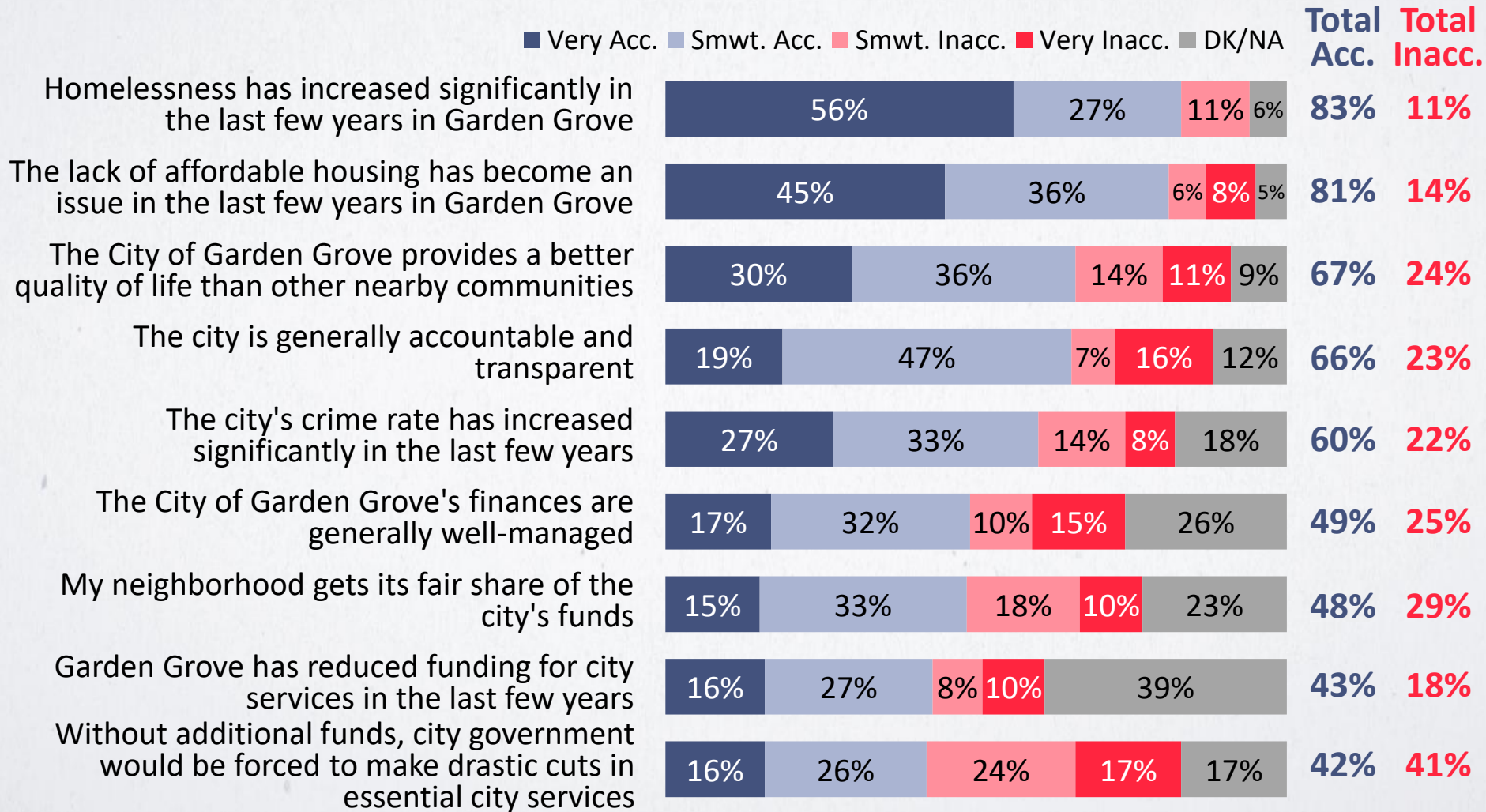
Your Local Neighborhood



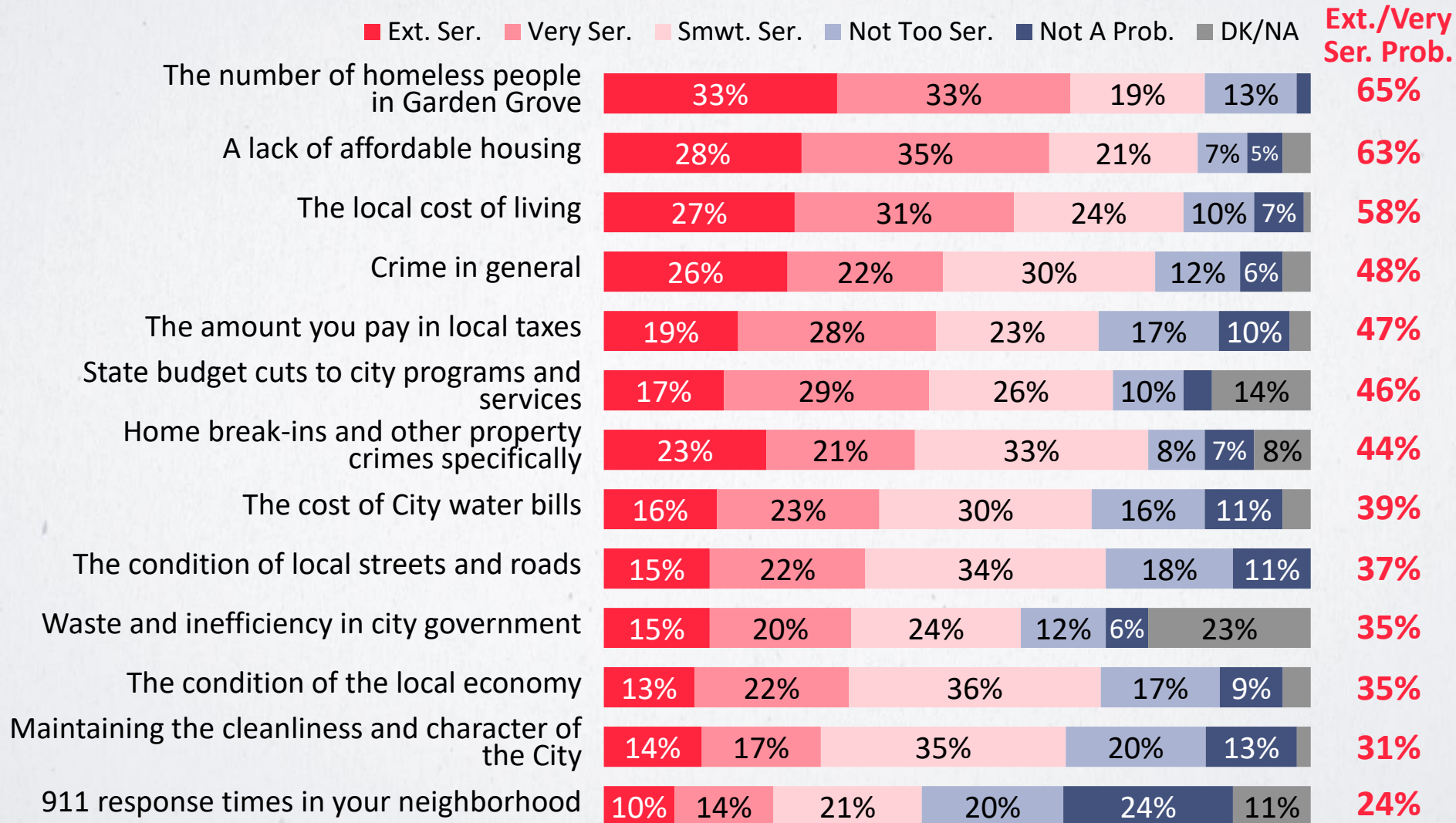
Overall, a plurality believe local government is doing an excellent or good job.



Lack of affordable housing and homelessness are viewed as issues of concern in an accurate/inaccurate battery.



Similarly, the number of homeless people in Garden Grove and a lack of affordable housing are seen as extremely or very serious problems.



Gauging Interest in a Local Funding Option



Conceptual Local Funding Option Tested

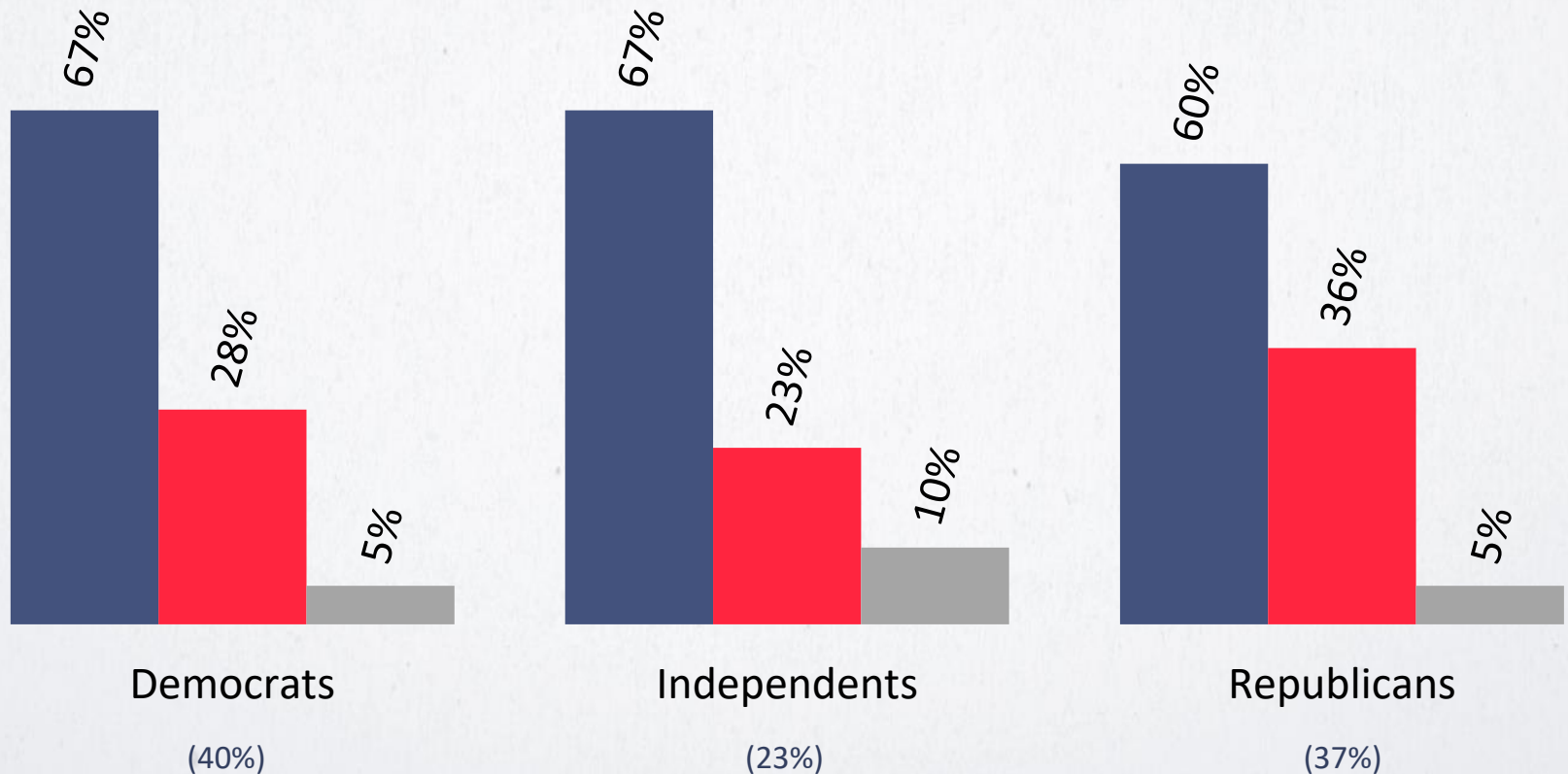
GARDEN GROVE PUBLIC SAFETY/911 AND VITAL CITY SERVICES MEASURE

To retain police officers/firefighters/paramedics; maintain 911 emergency response times, fire stations/emergency communications/life-saving equipment, gang/drug prevention/police patrols, senior services, youth/afterschool programs/parks; earthquake retrofit buildings; protect drinking water supplies; repair streets/potholes; and other general services; shall the City of Garden Grove establish a 1¢ sales tax providing \$19,000,000 annually until ended by voters; requiring annual independent financial audits/oversight, with all funds used locally?

The conceptual local funding option carries irrespective of party.

Initial Vote by Party

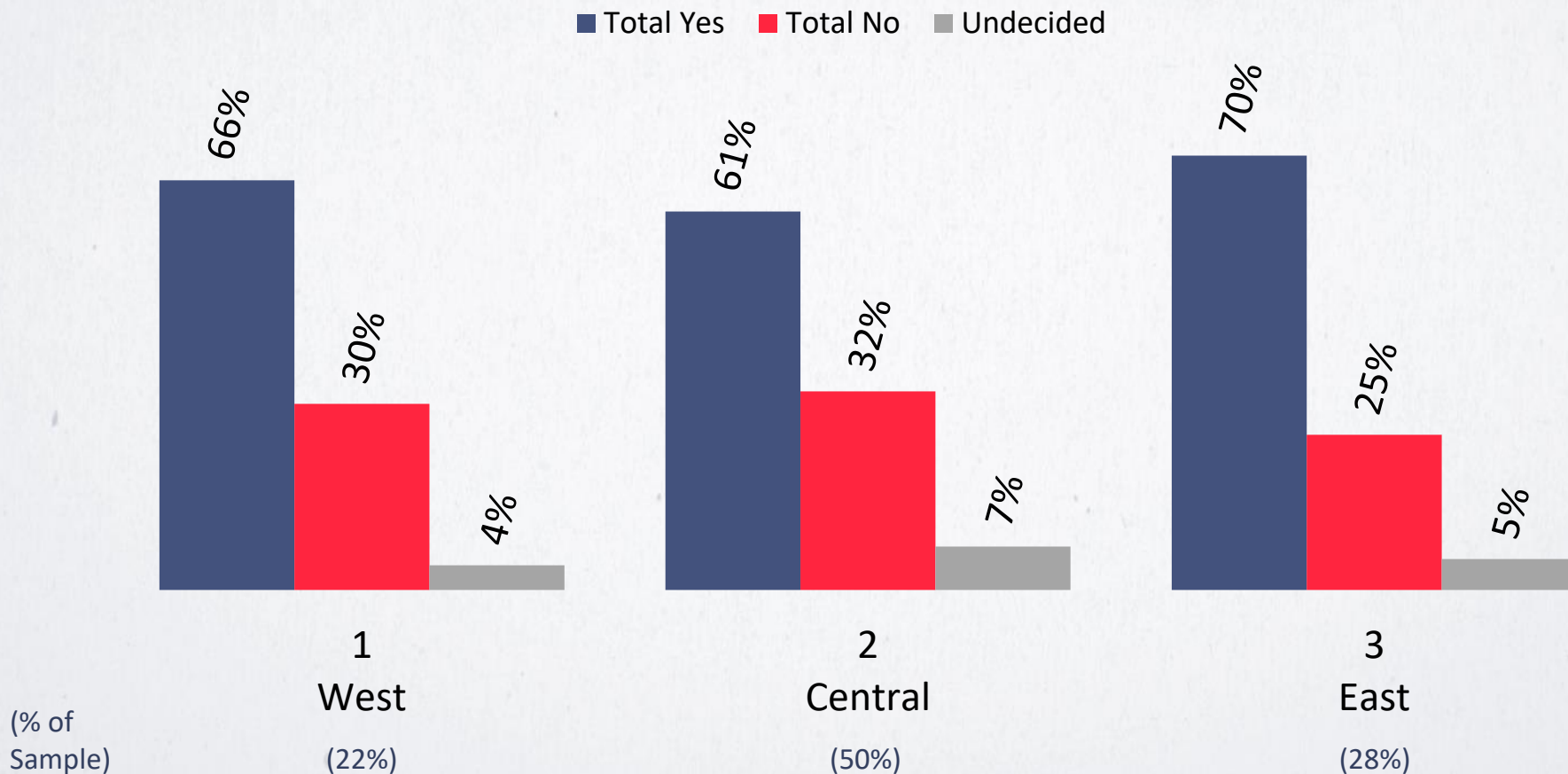
■ Total Yes ■ Total No ■ Undecided



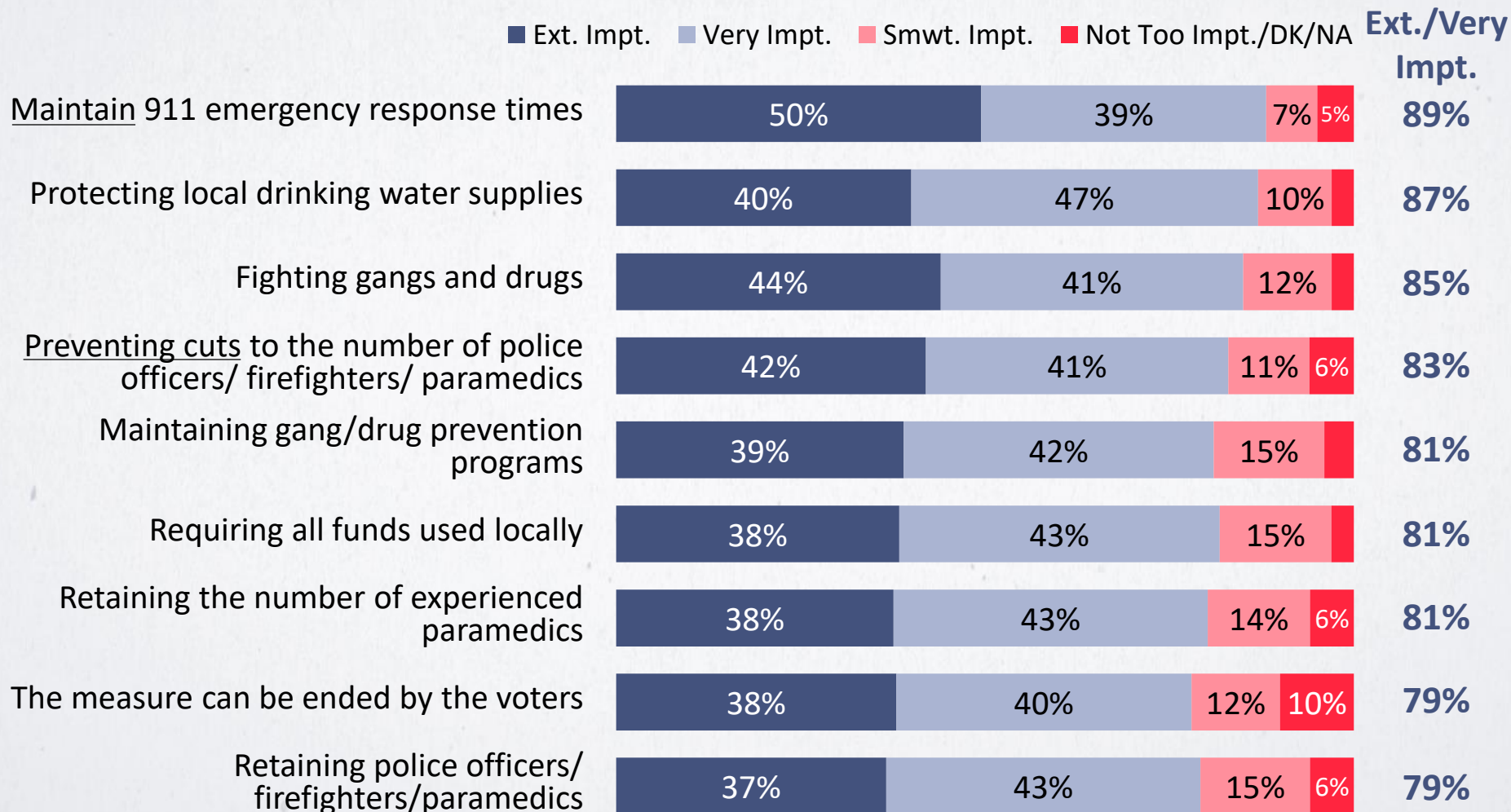
(% of Sample)

All neighborhood zones remained above the required simple majority threshold for the conceptual local funding option.

Initial Vote by Neighborhood Zone



Maintaining 911 emergency response times, protecting local drinking water supplies, and fighting gangs and drugs are among the community's priorities.

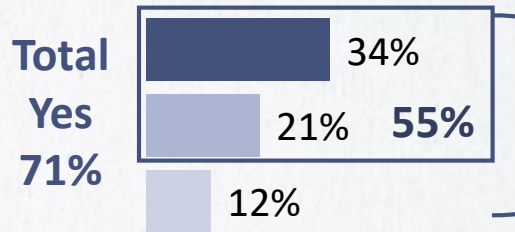
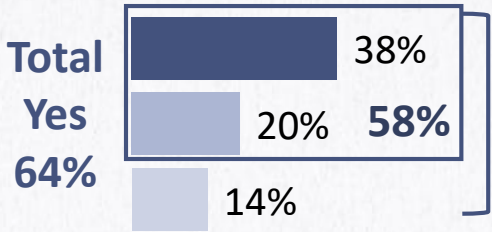
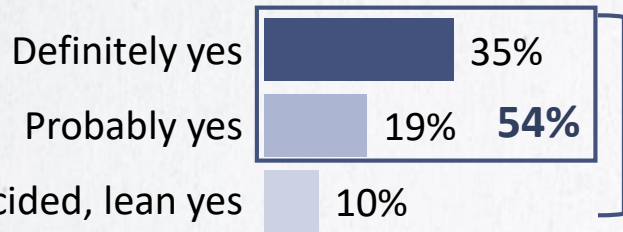


A simple majority requirement local funding option carries throughout the duration of the survey.

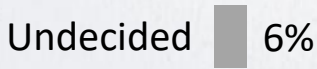
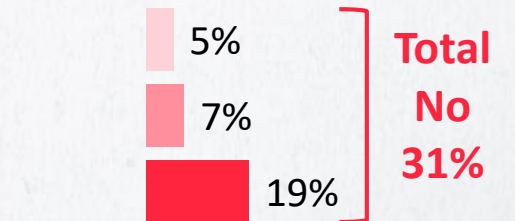
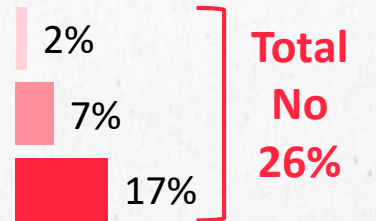
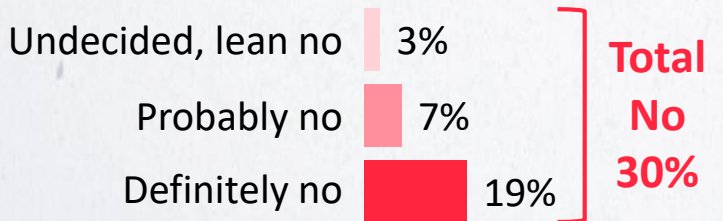
First Test

Second Test

Third Test



Total Yes
66%



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