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## City of Folsom: 2022 Community Satisfaction Survey

June 28, 2022

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

- Gauge satisfaction with the overall quality of life, the City's provision of services and management of taxpayer funds;
- Assess opinion on the City's efforts to address the coronavirus crisis and future direction of the economy;
- Assess potential voter support for a sales tax measure to maintain and enhance essential City services and facilities with funding that cannot be taken by Sacramento;
- Prioritize projects and programs to be funded with the proceeds;
- Test the influence of informational and critical statements on potential voter support;
- Identify the rate and duration at which voters will support the measure;
- Identify preferred sources of information about City activities, events and issues; and
- Identify any differences in voter support due to demographic and/or voter behavioral characteristics.

# Methodology Overview

- Data Collection Landline (23), cell (73), text to online (605), and email to online (77) interviewing
- Universe
  - 44,559 Likely November 2024 Voters
  - 25,789 Likely November 2022 Voters
- Fielding Dates March 16 through March 24, 2022
- Interview Length 25 minutes
- Sample Size
  - n=778 Likely November 2024 Voters
  - n=450 Likely November 2022 Voters
- Margin of Error
  - $\pm 3.48\%$  Likely November 2024 Voters
  - $\pm 4.58\%$  Likely November 2022 Voters



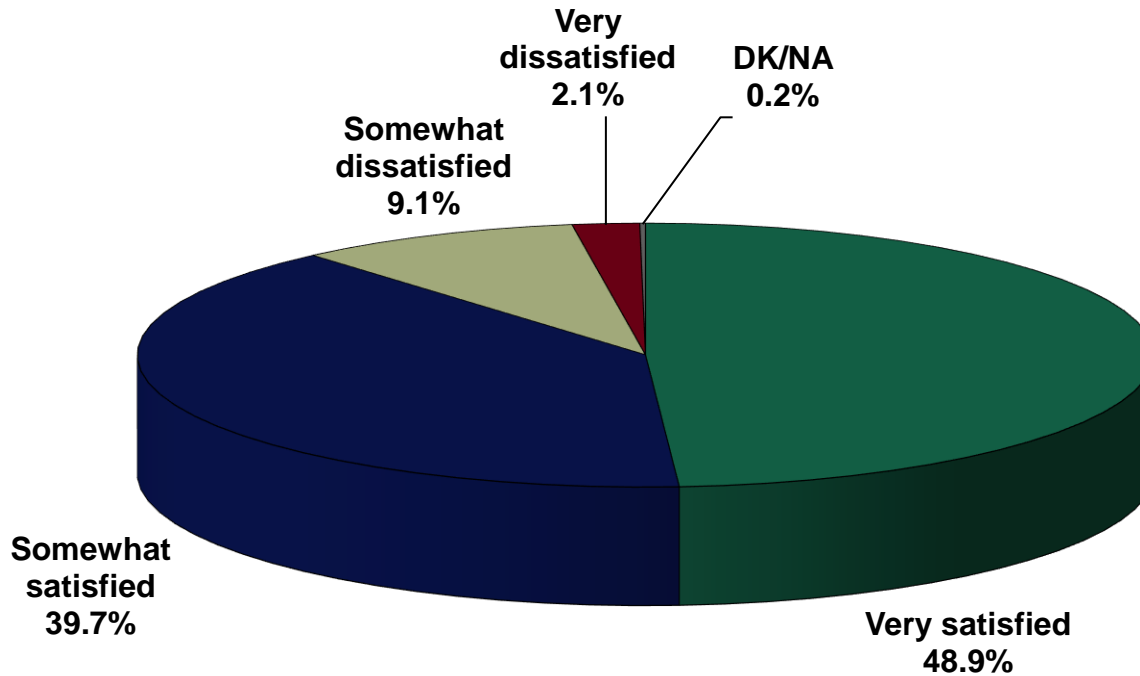
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## Key Findings

# Q1. Satisfaction With the Quality of Life

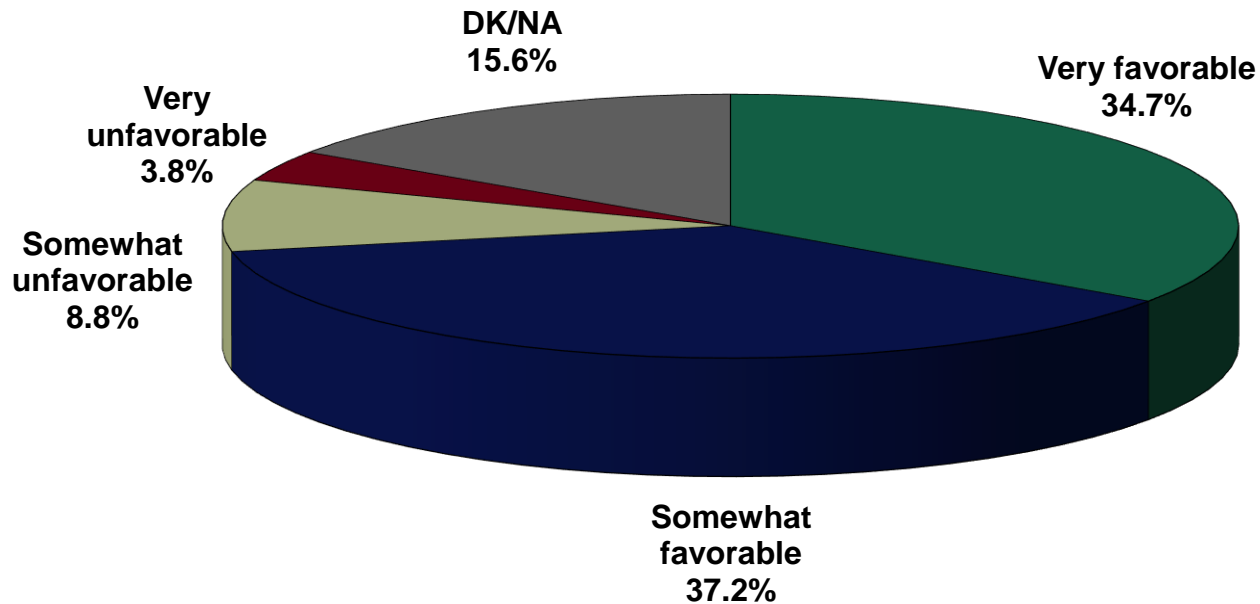
## Likely November 2024 Voters



Total Satisfied	88.6%
Total Dissatisfied	11.2%
Ratio Sat to Dissat	7.92

# Q2. Favorability Rating of How the City is Addressing COVID Situation

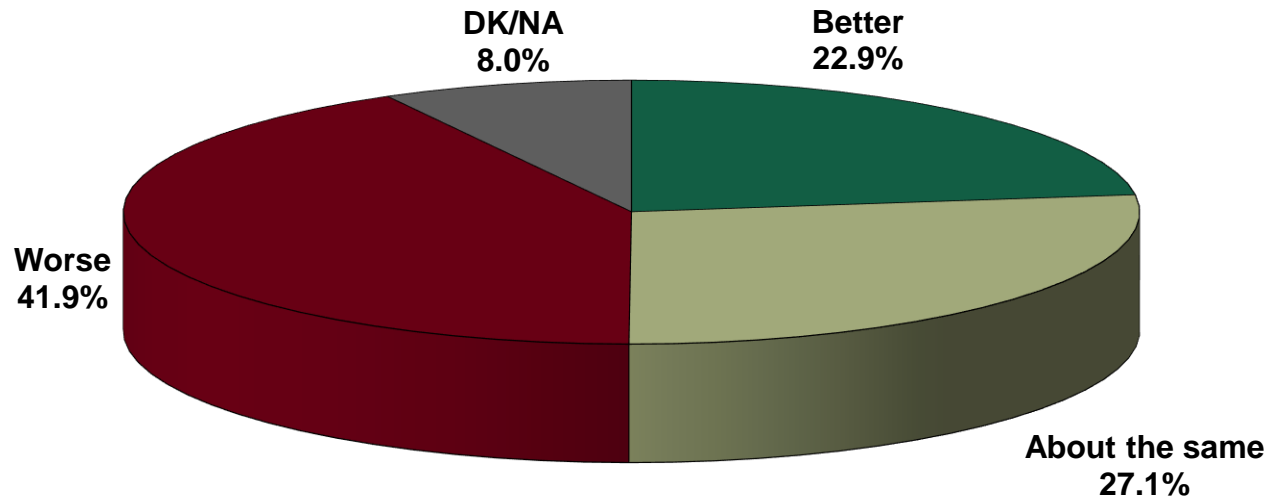
## Likely November 2024 Voters



Total Favorable	71.9%
Total Unfavorable	12.5%
Ratio Fav to Unfav	5.73

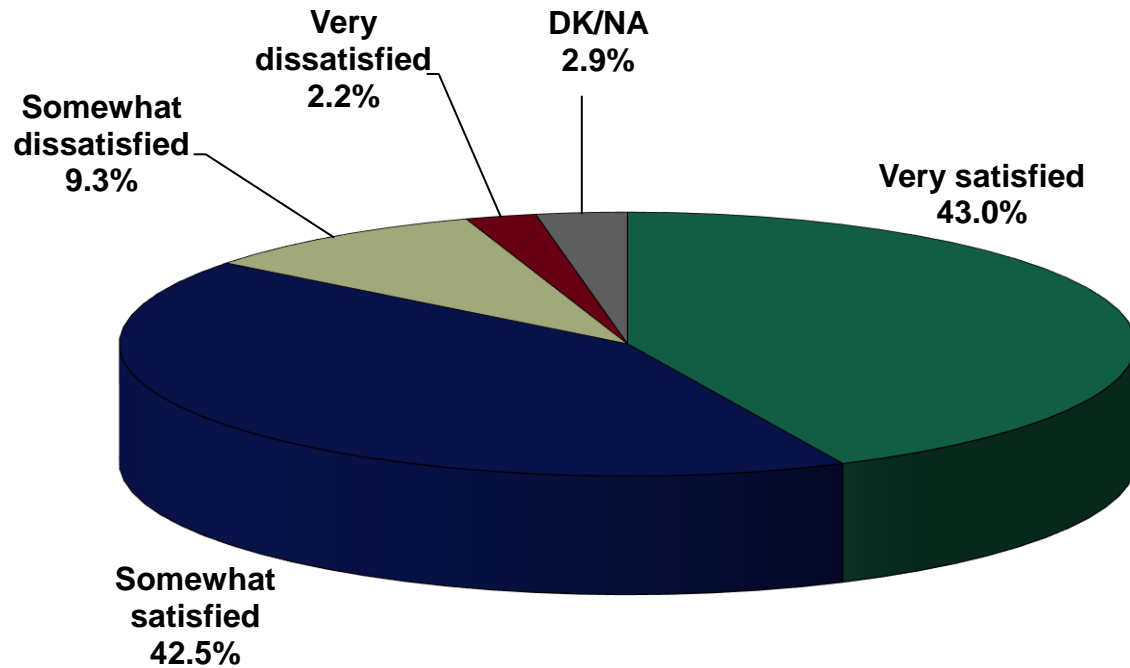
# Q3. Opinion on Direction of Economy in 6 to 8 Months

## Likely November 2024 Voters



# Q4. Satisfaction With the City's Provision of Services

## Likely November 2024 Voters

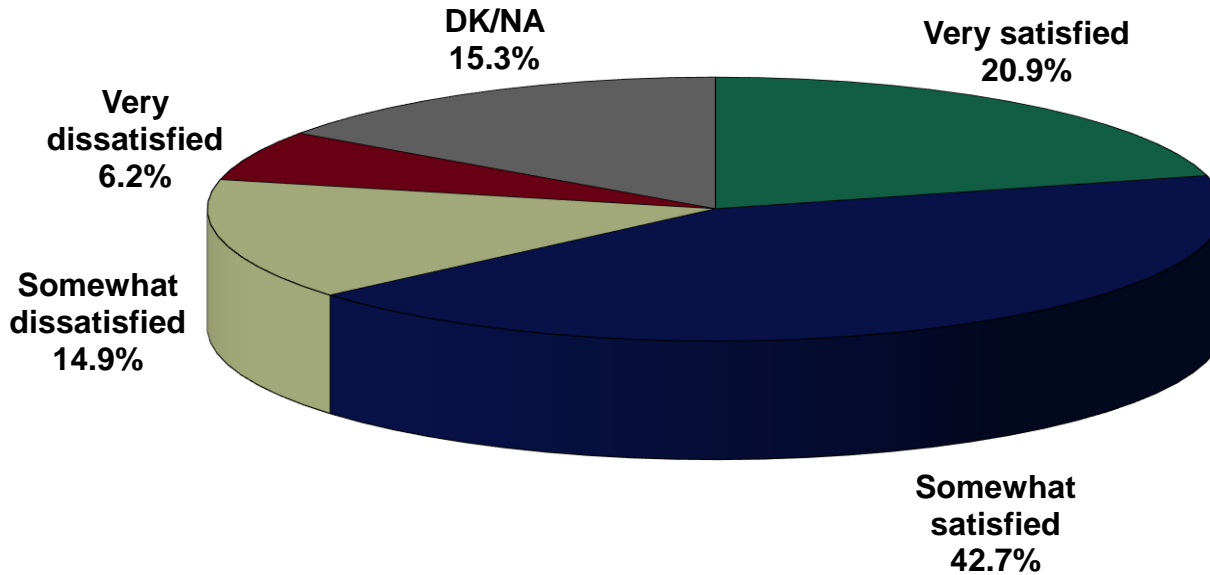


Total Satisfied	85.5%
Total Dissatisfied	11.6%
Ratio Sat to Dissat	7.38



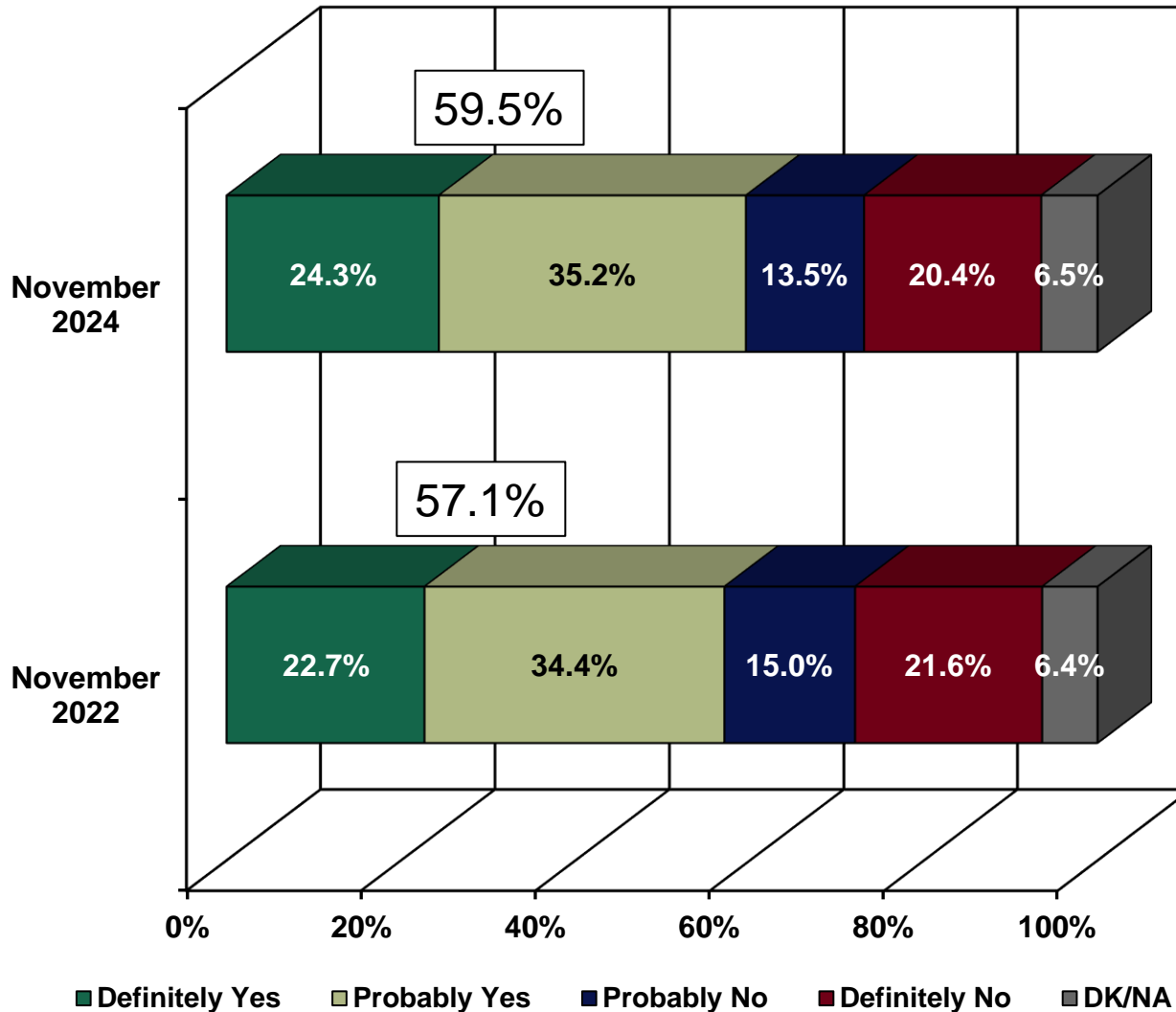
# Q5. Satisfaction With the City's Management of Public Funds

## Likely November 2024 Voters



Total Satisfied	63.7%
Total Dissatisfied	21.1%
Ratio Sat to Dissat	3.02

# Q6. Uninformed Support for Sales Tax Measure



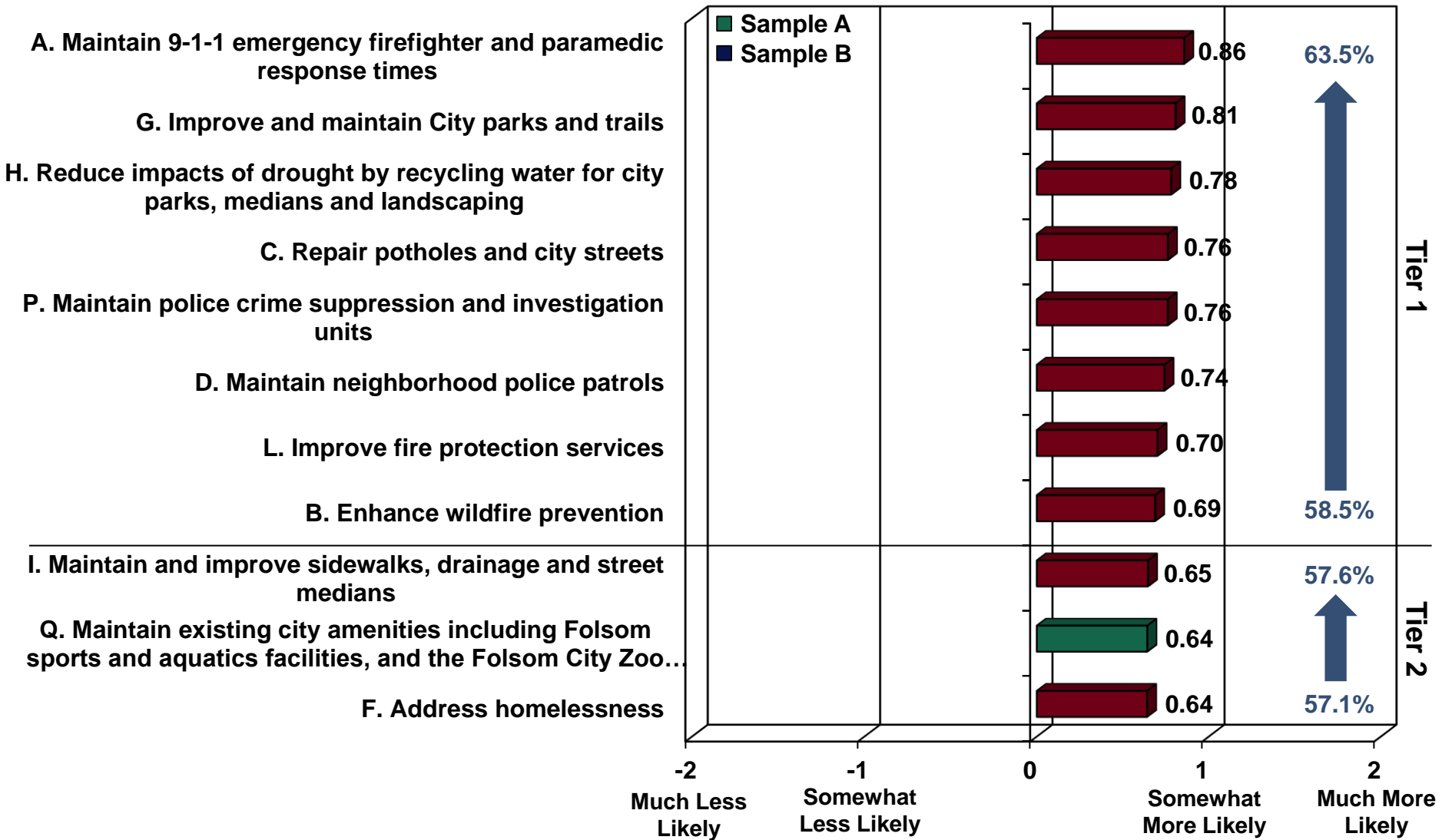
To maintain and enhance essential City of Folsom services/ facilities, such as:

- maintaining 9-1-1 emergency firefighter/ medical response times;
- wildfire prevention;
- repairing potholes/ city streets;
- maintaining neighborhood police patrols;
- enhancing and maintaining parks/ trails; and
- maintaining traffic safety programs;

shall the City of Folsom measure be adopted establishing a one cent sales tax, providing \$22 million dollars annually, for general government use, until ended by voters, requiring local control, citizen oversight and independent annual audits, and all funds staying in Folsom?

# Q7. Features of the Measure I

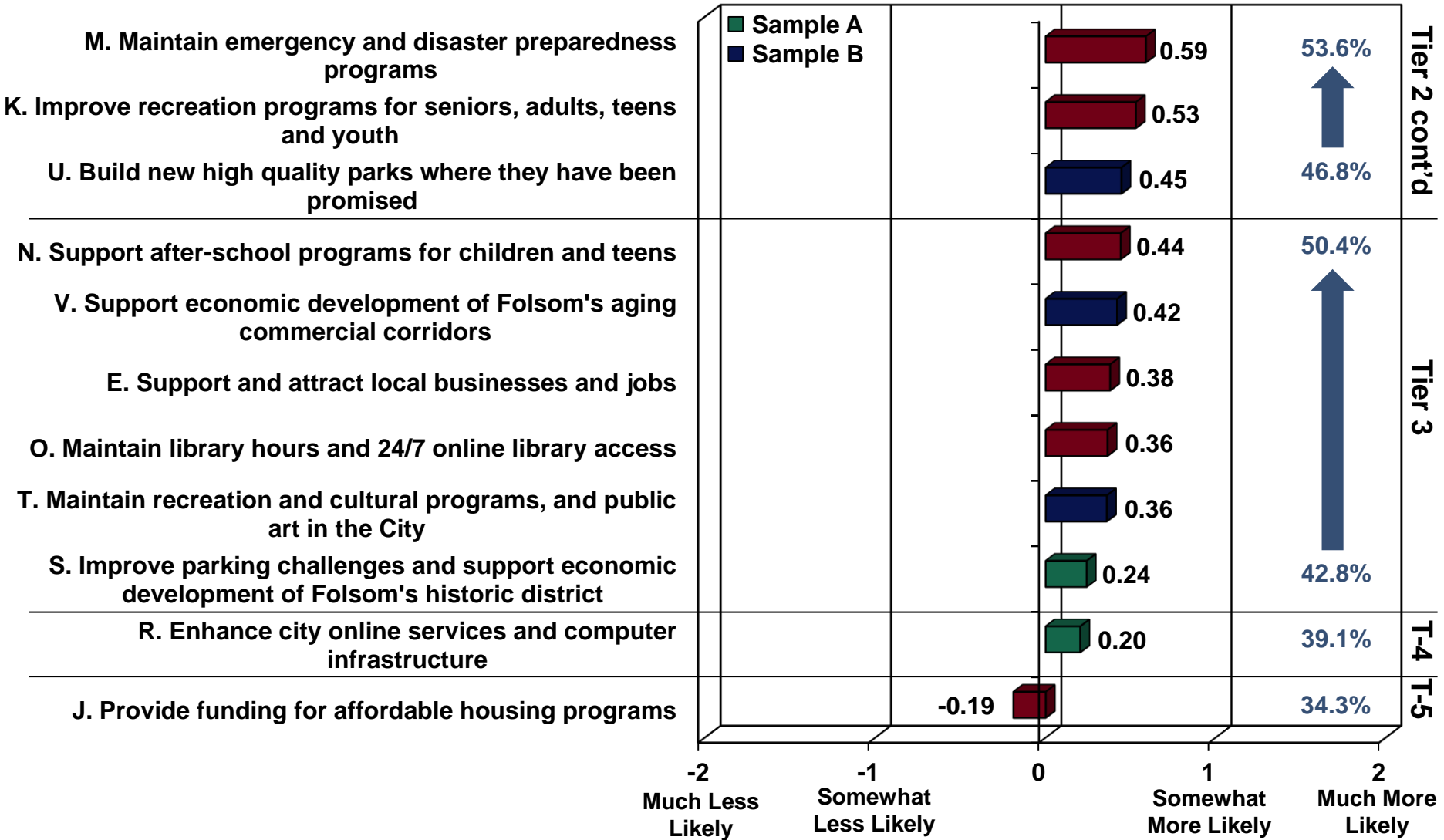
## Likely November 2022 Voters



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.

# Q7. Features of the Measure II

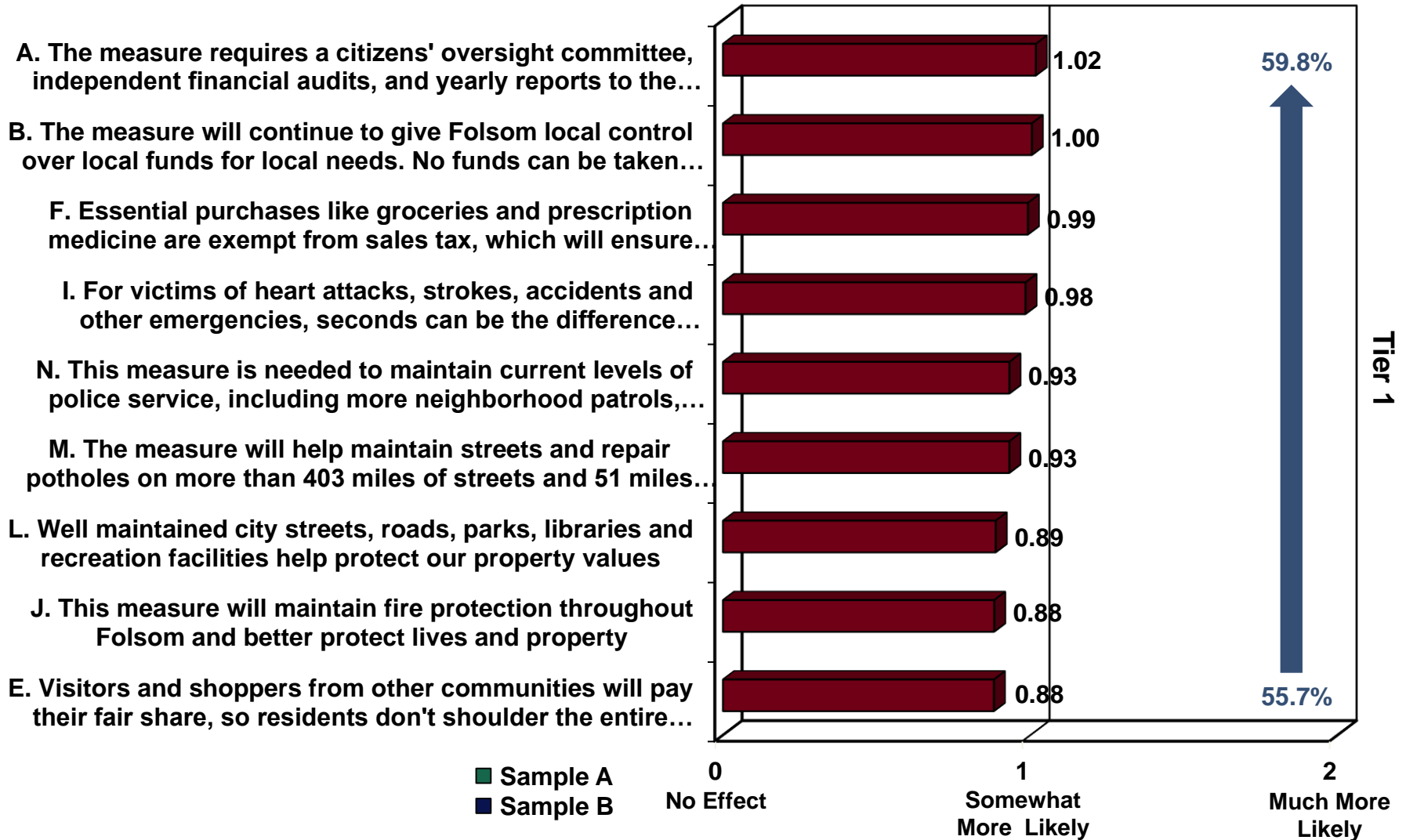
## Likely November 2022 Voters



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# Q8. Informational Statements I

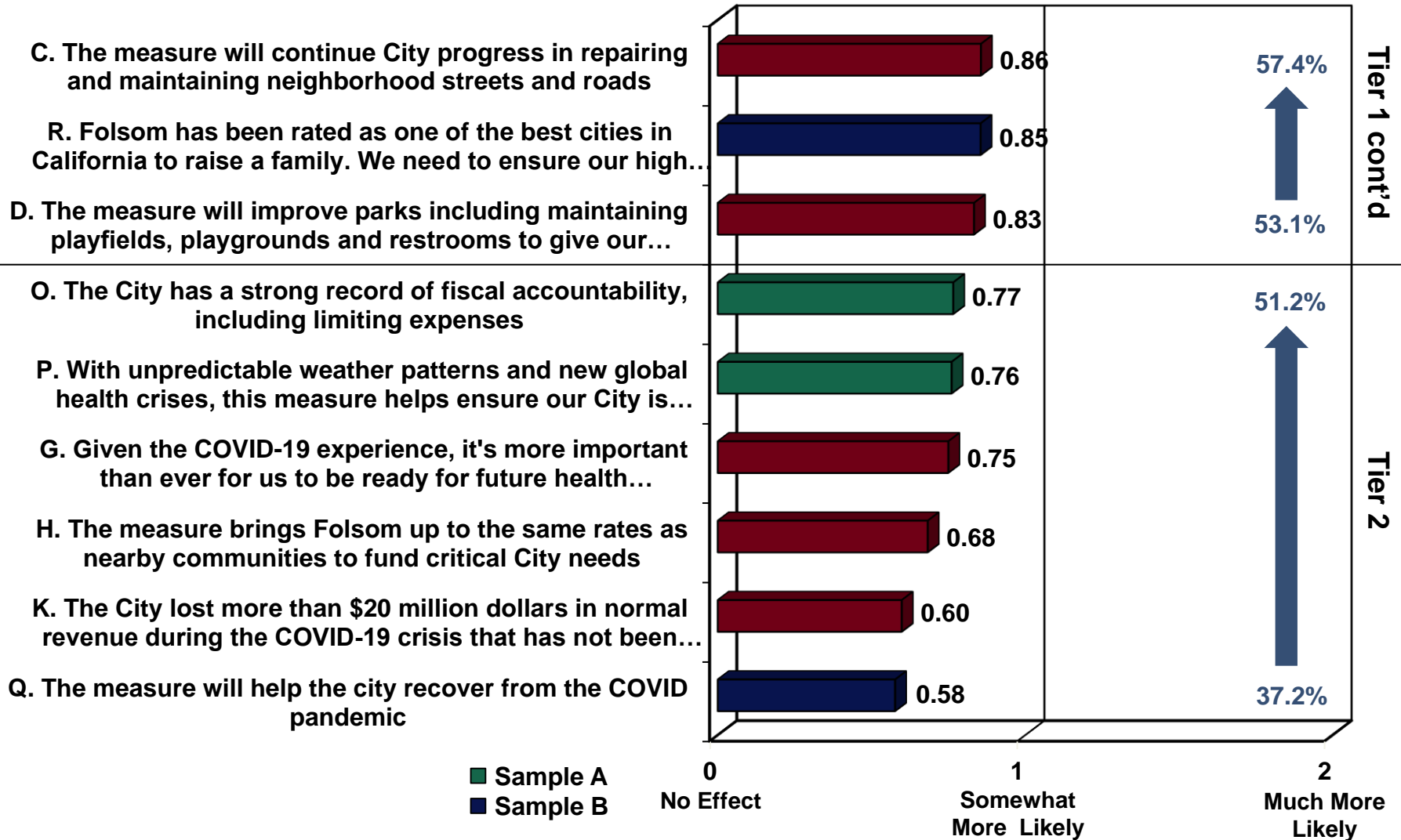
## Likely November 2022 Voters



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.

# Q8. Informational Statements II

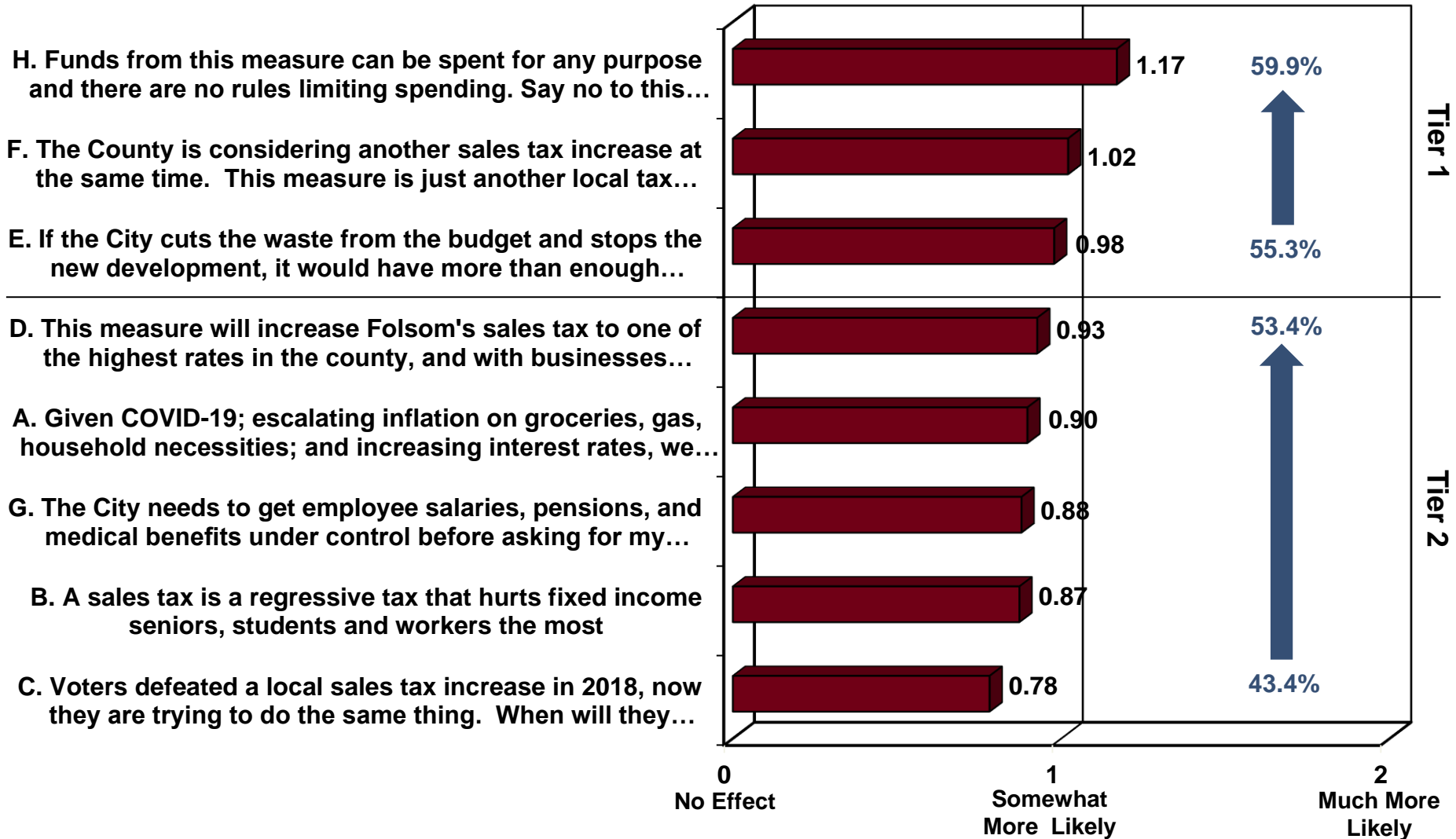
## Likely November 2022 Voters



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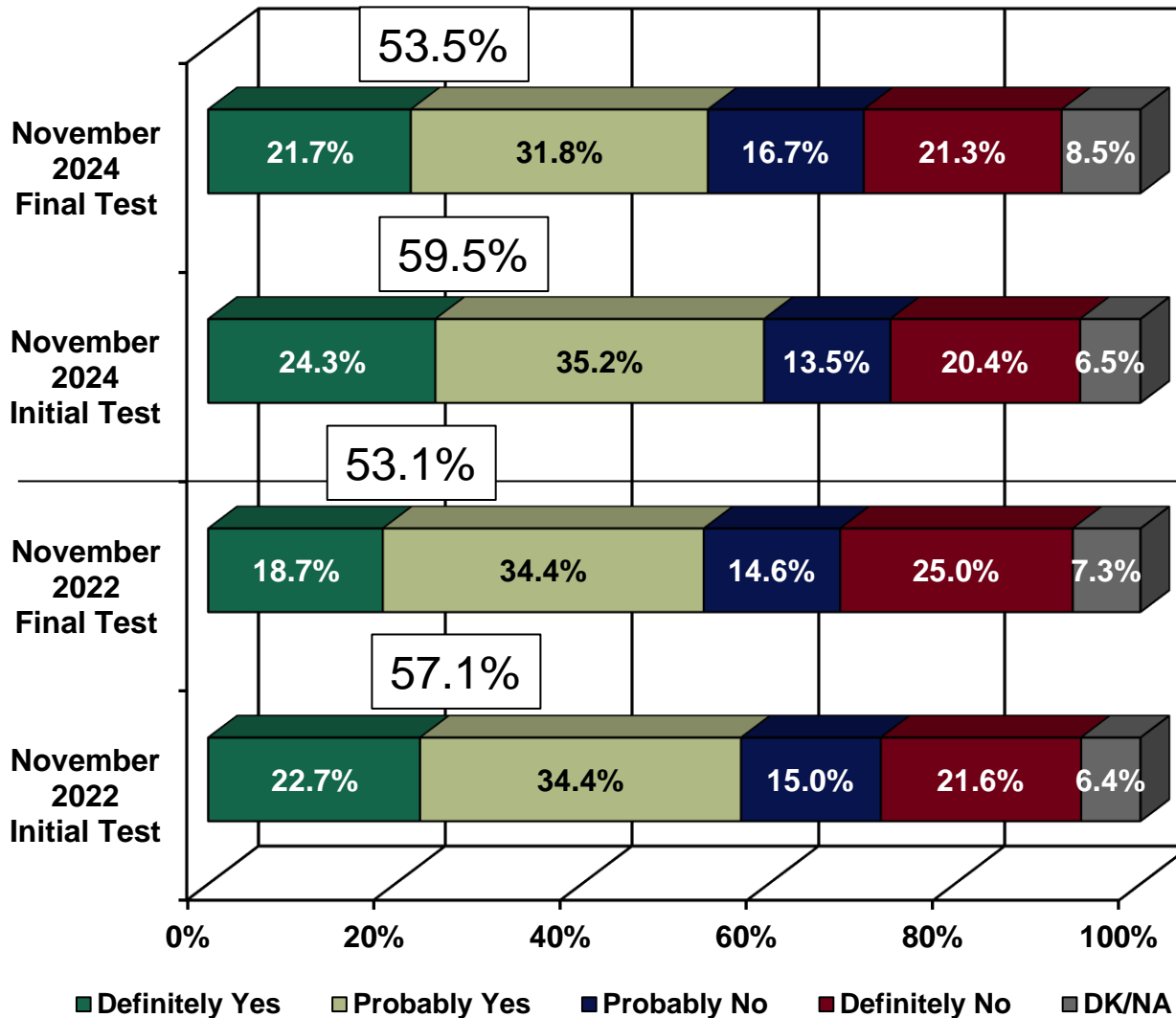
# Q9. Critical Statements

## Likely November 2022 Voters



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# Q10. Informed Support for Sales Tax Measure



To maintain and enhance essential City of Folsom services/ facilities, such as:

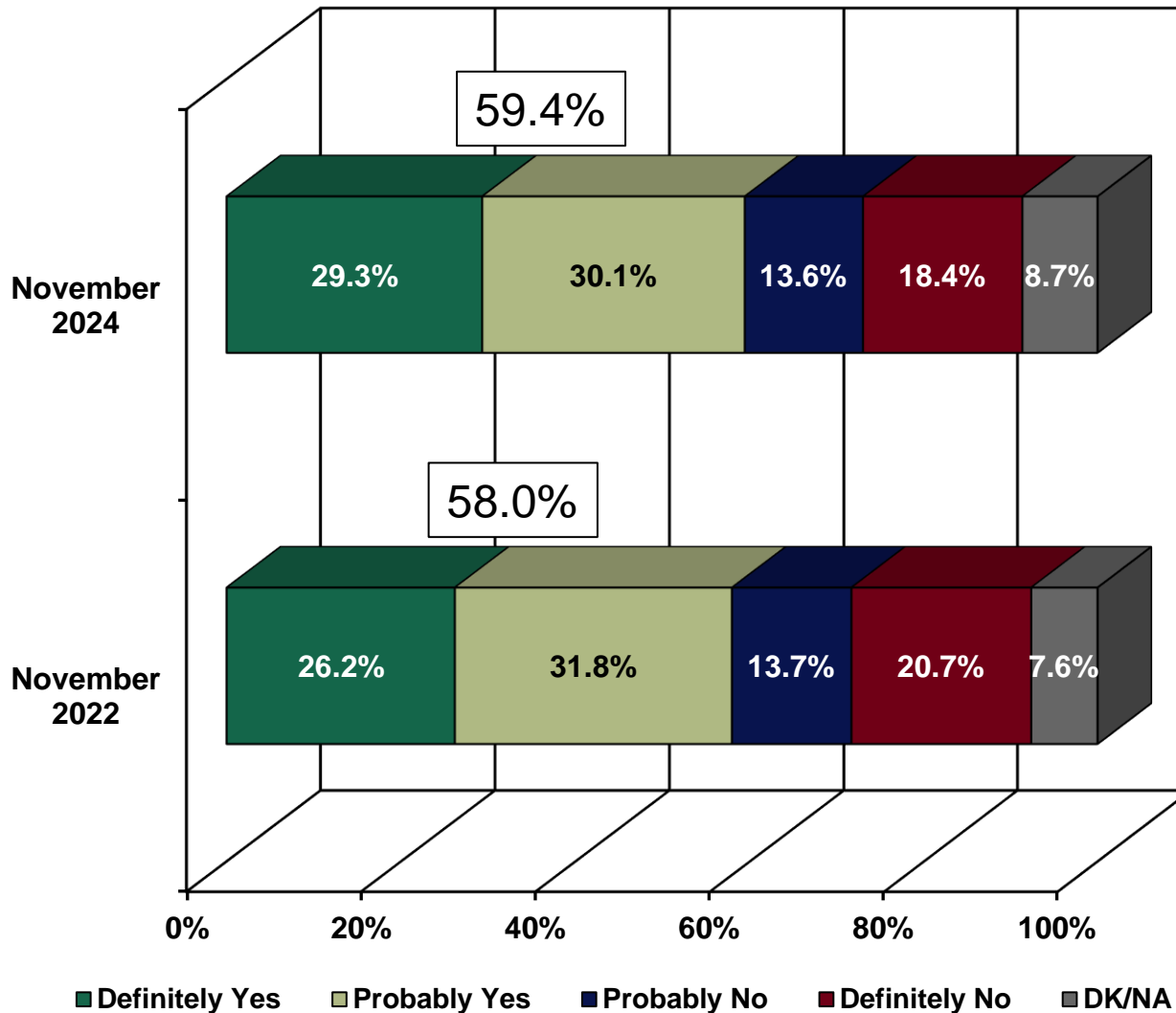
- maintaining 9-1-1 emergency firefighter/ medical response times;
- wildfire prevention;
- repairing potholes/ city streets;
- maintaining neighborhood police patrols;
- enhancing and maintaining parks/ trails; and
- maintaining traffic safety programs;

shall the City of Folsom measure be adopted establishing a one cent sales tax, providing \$22 million dollars annually, for general government use, until ended by voters, requiring local control, citizen oversight and independent annual audits, and all funds staying in Folsom?



# Q11. Support for Alternative ½-Cent Sales Tax Measure

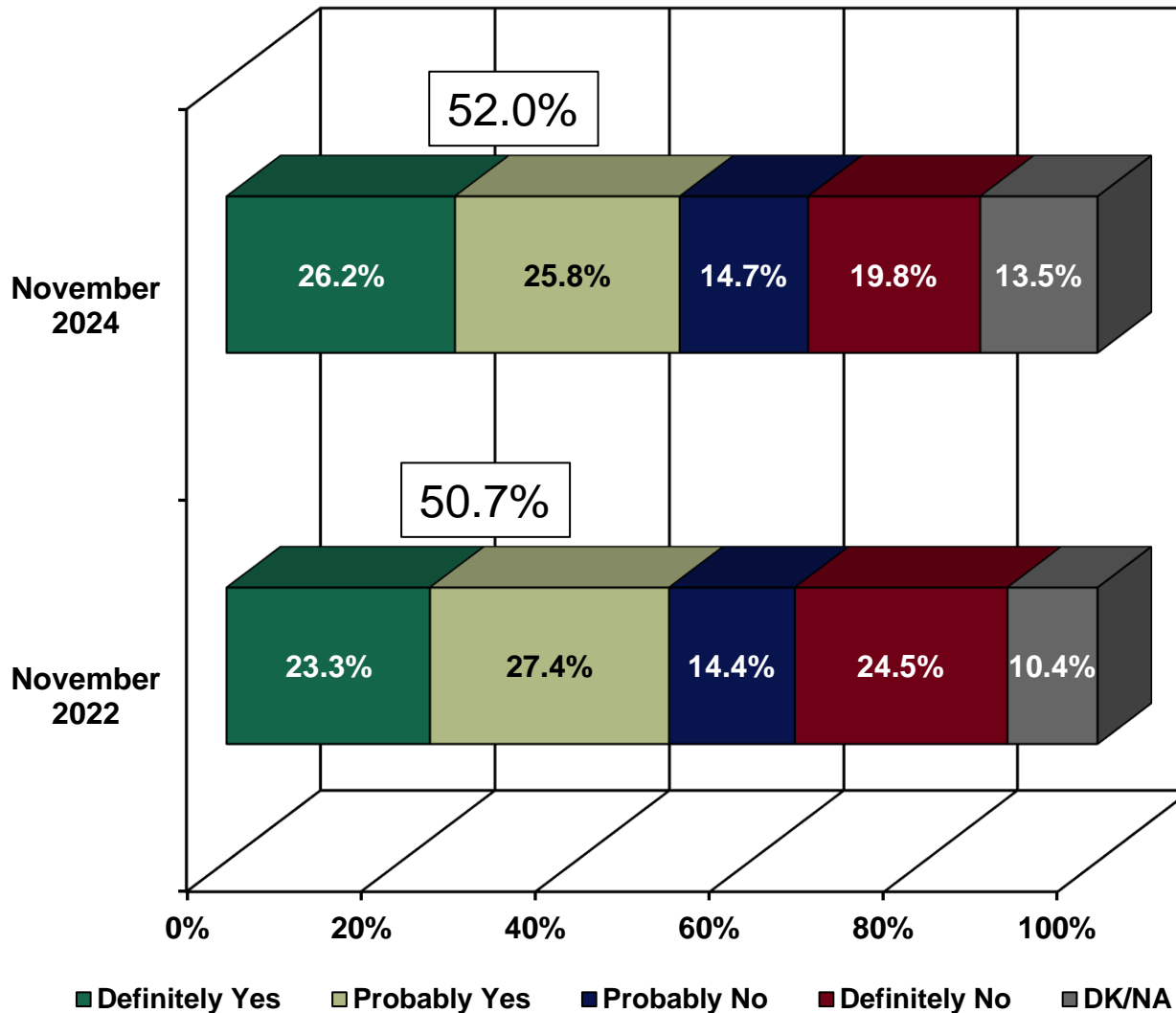
## Sample A



Instead of a 1 cent local sales tax to maintain 9-1-1 emergency firefighter and medical response times; wildfire prevention; repair potholes and city streets; maintain neighborhood police patrols; enhance and maintain parks and trails; and maintain traffic safety programs; another alternative would be to establish a one-half cent sales tax.

# Q12. Support for Alternative 10 Year Duration Sales Tax Measure

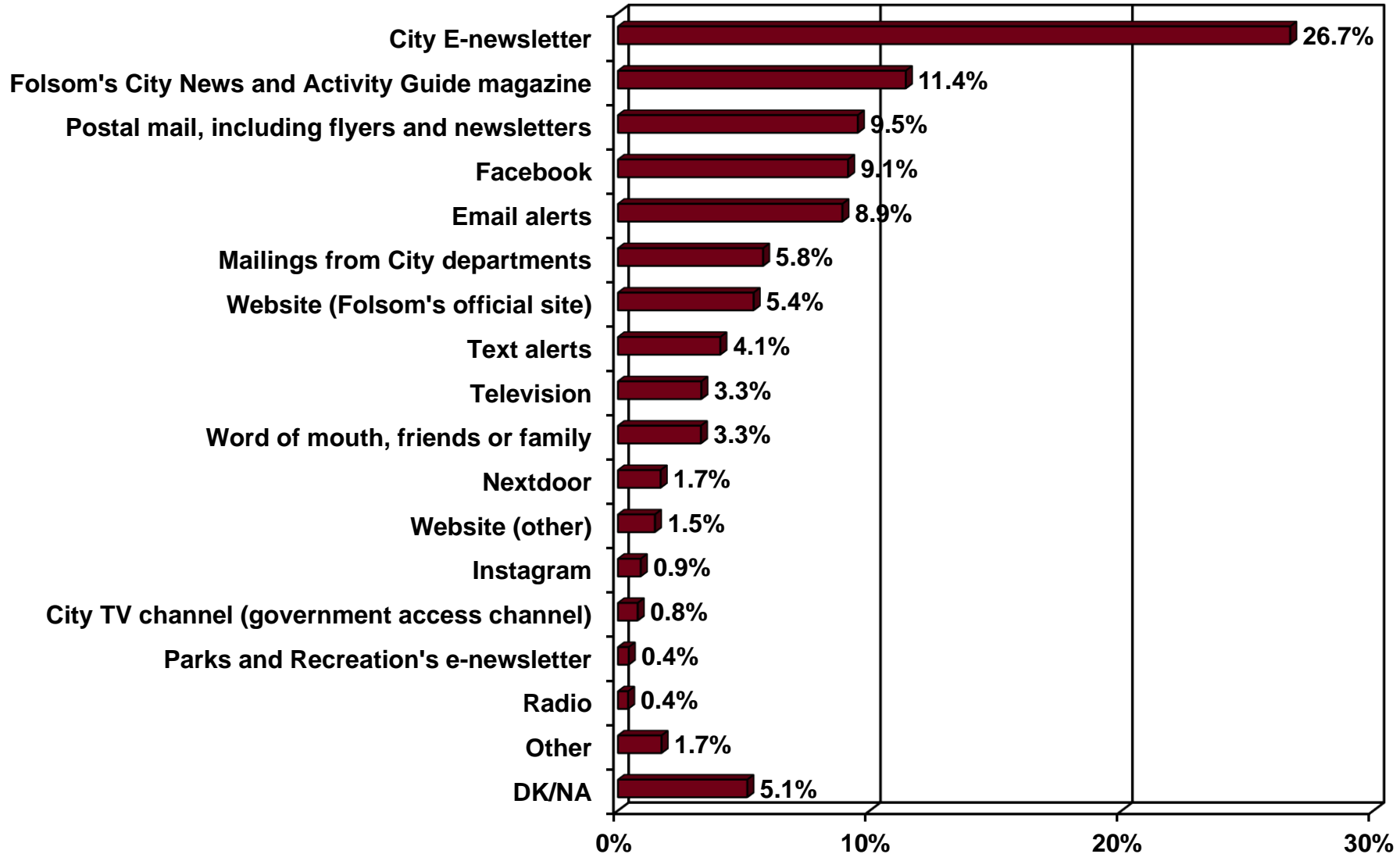
## Sample B



Instead of the local sales tax to maintain 9-1-1 emergency firefighter and medical response times; wildfire prevention; repair potholes and city streets; maintain neighborhood police patrols; enhance and maintain parks and trails; and maintain traffic safety programs lasting until ended by voters, another alternative would be to end the sales tax after 10 years.

# Q13. Preferred Sources of Information for City Activities, Events and Issues

## Likely November 2022 Voters





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