City of Folsom:
2022 Community Satisfaction Survey

June 28, 2022
Overview and Research Objectives

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.
The data have been weighted to reflect the actual population characteristics of likely voters in the City of Folsom in terms of their gender, age, and political party type.
Key Findings
Q1. Satisfaction With the Quality of Life
Likely November 2024 Voters

Very satisfied 48.9%
Somewhat satisfied 39.7%
Somewhat dissatisfied 9.1%
Very dissatisfied 2.1%
DK/NA 0.2%

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

<table>
<thead>
<tr>
<th>Rating</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very favorable</td>
<td>34.7%</td>
</tr>
<tr>
<td>Somewhat favorable</td>
<td>37.2%</td>
</tr>
<tr>
<td>Somewhat unfavorable</td>
<td>8.8%</td>
</tr>
<tr>
<td>Very unfavorable</td>
<td>3.8%</td>
</tr>
<tr>
<td>DK/NA</td>
<td>15.6%</td>
</tr>
</tbody>
</table>

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

- Better: 22.9%
- About the same: 27.1%
- Worse: 41.9%
- DK/NA: 8.0%
Q4. Satisfaction With the City’s Provision of Services
Likely November 2024 Voters

- Very satisfied: 43.0%
- Somewhat satisfied: 42.5%
- Somewhat dissatisfied: 9.3%
- Very dissatisfied: 2.2%
- DK/NA: 2.9%

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

<table>
<thead>
<tr>
<th>Satisfaction Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very satisfied</td>
<td>20.9%</td>
</tr>
<tr>
<td>Somewhat satisfied</td>
<td>42.7%</td>
</tr>
<tr>
<td>Somewhat dissatisfied</td>
<td>14.9%</td>
</tr>
<tr>
<td>Very dissatisfied</td>
<td>6.2%</td>
</tr>
<tr>
<td>DK/NA</td>
<td>15.3%</td>
</tr>
</tbody>
</table>

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:
Q7. Features of the Measure II
Likely November 2022 Voters

M. Maintain emergency and disaster preparedness programs
K. Improve recreation programs for seniors, adults, teens and youth
U. Build new high quality parks where they have been promised

N. Support after-school programs for children and teens
V. Support economic development of Folsom’s aging commercial corridors
E. Support and attract local businesses and jobs

O. Maintain library hours and 24/7 online library access
T. Maintain recreation and cultural programs, and public art in the City
S. Improve parking challenges and support economic development of Folsom’s historic district
R. Enhance city online services and computer infrastructure

J. Provide funding for affordable housing programs

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.
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.

- A. The measure requires a citizens' oversight committee, independent financial audits, and yearly reports to the...
- B. The measure will continue to give Folsom local control over local funds for local needs. No funds can be taken...
- C. Essential purchases like groceries and prescription medicine are exempt from sales tax, which will ensure...
- D. For victims of heart attacks, strokes, accidents and other emergencies, seconds can be the difference...
- E. Visitors and shoppers from other communities will pay their fair share, so residents don’t shoulder the entire...
- F. The measure will maintain fire protection throughout Folsom and better protect lives and property...
- G. Well maintained city streets, roads, parks, libraries and recreation facilities help protect our property values...
- H. The measure will help maintain streets and repair potholes on more than 403 miles of streets and 51 miles...
- I. This measure is needed to maintain current levels of police service, including more neighborhood patrols...
- J. This measure will maintain fire protection throughout Folsom and better protect lives and property...
- K. Essential purchases like groceries and prescription medicine are exempt from sales tax, which will ensure...
- L. The measure requires a citizens' oversight committee, independent financial audits, and yearly reports to the...
- M. The measure will maintain fire protection throughout Folsom and better protect lives and property...
- N. Visitors and shoppers from other communities will pay their fair share, so residents don’t shoulder the entire...
Q8. Informational Statements II
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.
Q9. Critical Statements  
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.
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 \( \frac{1}{2} \)-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

- City E-newsletter: 26.7%
- Folsom's City News and Activity Guide magazine: 11.4%
- Postal mail, including flyers and newsletters: 9.5%
- Facebook: 9.1%
- Email alerts: 8.9%
- Mailings from City departments: 5.8%
- Website (Folsom's official site): 5.4%
- Text alerts: 4.1%
- Television: 3.3%
- Word of mouth, friends or family: 3.3%
- Nextdoor: 1.7%
- Website (other): 1.5%
- Instagram: 0.9%
- City TV channel (government access channel): 0.8%
- Parks and Recreation's e-newsletter: 0.4%
- Radio: 0.4%
- Other: 1.7%
- DK/NA: 5.1%