

City of Turlock Polling Information Update



City of Turlock Survey



Turlock Community Issues Survey

*Survey Conducted:
February 3-9, 2020*

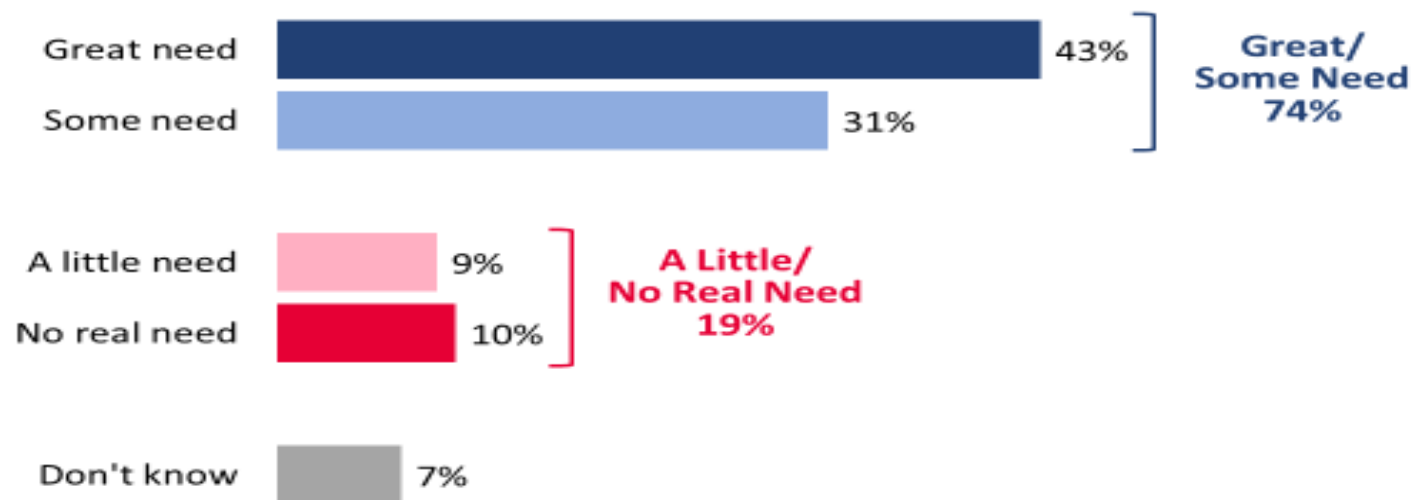


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& ASSOCIATES

220-5685

What the Survey Told us...

More than seven-in-ten voters believe the City has at least "some" need for additional funding to provide City services.

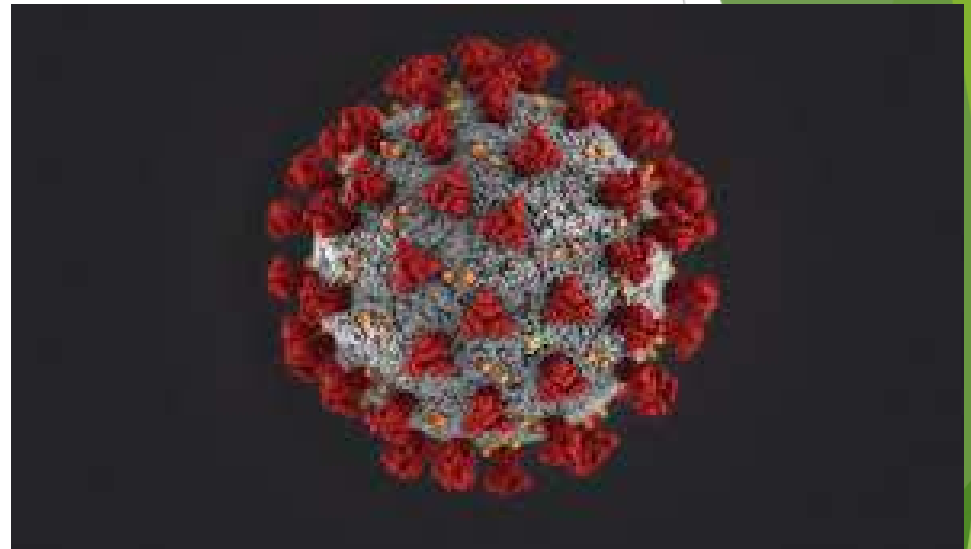


Draft Ballot Measure Tested in the Survey

TURLOCK PUBLIC SAFETY/COMMUNITY SERVICES MEASURE.

Shall the measure to maintain police/fire protection, emergency medical response, anti-gang/drug programs; keep parks/public areas safe/clean; address homelessness/vagrancy; repair streets, potholes, sidewalks; retain/attract local businesses; maintain youth/after-school and senior programs, other general services, by establishing a 1¢ sales tax providing approximately \$15,000,000 annually until ended by voters, requiring audits, citizens oversight, public disclosure of spending, all funds used locally, be adopted?

Then COVID-19 hits.....



What does this means for potential tax measures for November 2020?

COVID-19 and Local Government Revenue Options in November

Key Findings from Recent Opinion Research

May 19, 2020



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Early Trends in Performance of Potential November Measures

- ▶ Most measures are performing about as well as they were before the pandemic - levels of support have largely held steady
- ▶ Renewals of existing taxes appear to be particularly strong
- ▶ There are some signs that support may be more fluid in lower income communities that have experienced more early economic impacts from the virus
- ▶ There is a notable gap between support for more narrowly-focused taxes (marijuana, taxes on more affluent households, etc.) and more broad-based ones - with the latter group winning less support
- ▶ Of course, all of these patterns are subject to change as the public health, economic, and political context shifts

Making the Case for a Local Finance Measure: Emerging Themes

- ▶ Heightened urgency for addressing pre-existing concerns: affordable housing, health and safety programs, parks and recreation
- ▶ Preventing/restoring cuts as opposed to expanding services
- ▶ Direct and indirect job creation to drive economic recovery, including supporting and attracting small businesses
- ▶ Redesigning/rebuilding public facilities to be resilient to pandemics
- ▶ Strong support for and appreciation of essential workers - many of whom are local government employees
- ▶ Greater attention to preparedness for emergencies of all types
- ▶ Addressing equity concerns

CPAC Report

- ▶ Staff has just received
- ▶ Unpacking and deeper dive into proposals and suggestions
- ▶ Formal presentation and report will be presented to Council at the June 9th Council meeting.

Next Steps...

- ▶ Does Council wish to have staff move forward to work on the language?
- ▶ Deadlines, as outlined in staff report