



DRAFT
CONSULTANT
WORK PRODUCT

City of Eureka Community Survey – Key Findings *May 2020*

Methodology



- ▶ Hybrid live telephone/email-to-web survey of likely November 2020 voters in the City of Eureka
- ▶ Survey conducted April 23-May 1, 2020
- ▶ 304 interviews; overall margin of error ± 5.6 percentage points
- ▶ Interviews were conducted by trained, professional interviewers; landlines and mobile phones included
- ▶ Where applicable, results compared with the following:

Methodology	Dates	Universe	Sample Size	Margin of Error	EMC #
Phone/Web	November 3-14, 2019	Likely Nov. 2020 Voters	302	± 5.6 percentage points	19-7384
Phone/Web	May 21-June 3, 2018	Likely Nov. 2018 Voters	225	± 6.53 percentage points	18-6863

- Note that the 2018 survey was modeled on a November 2018 turnout whereas the 2019 and 2020 surveys were modeled on November 2020. We would expect to see differences in tax sentiment and other attitudes between the two electorates.

Please note that due to rounding, some percentages may not add up to exactly 100%.

Key Findings

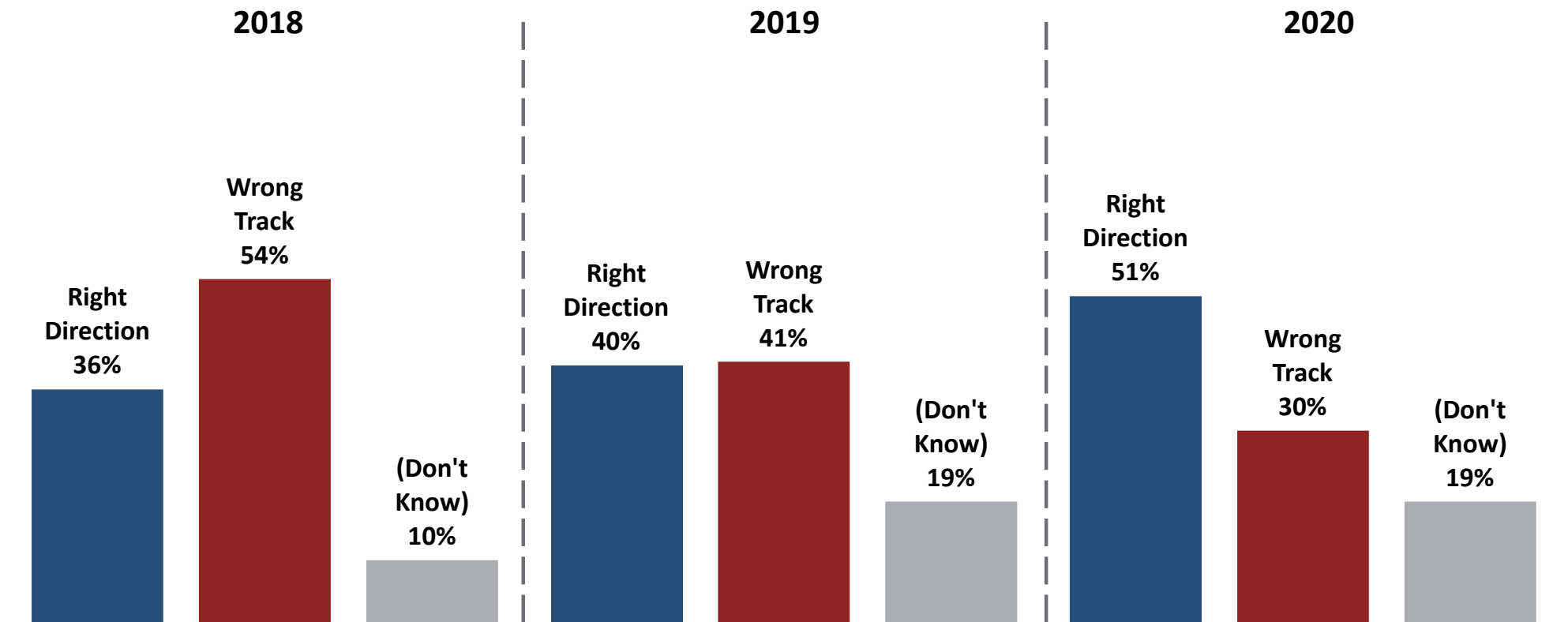
- ▶ Support for a general purpose local revenue measure is currently well above the 50% + 1 threshold
- ▶ A majority of respondents think the city of Eureka is going in the right direction
- ▶ Respondents approve of the job the City is doing to respond to COVID-19
- ▶ Respondents recognize the need for local funding for local services



Issue Environment

Right Direction/Wrong Track

A majority of respondents think the city of Eureka is going in the right direction, an increase from ratings in 2019.

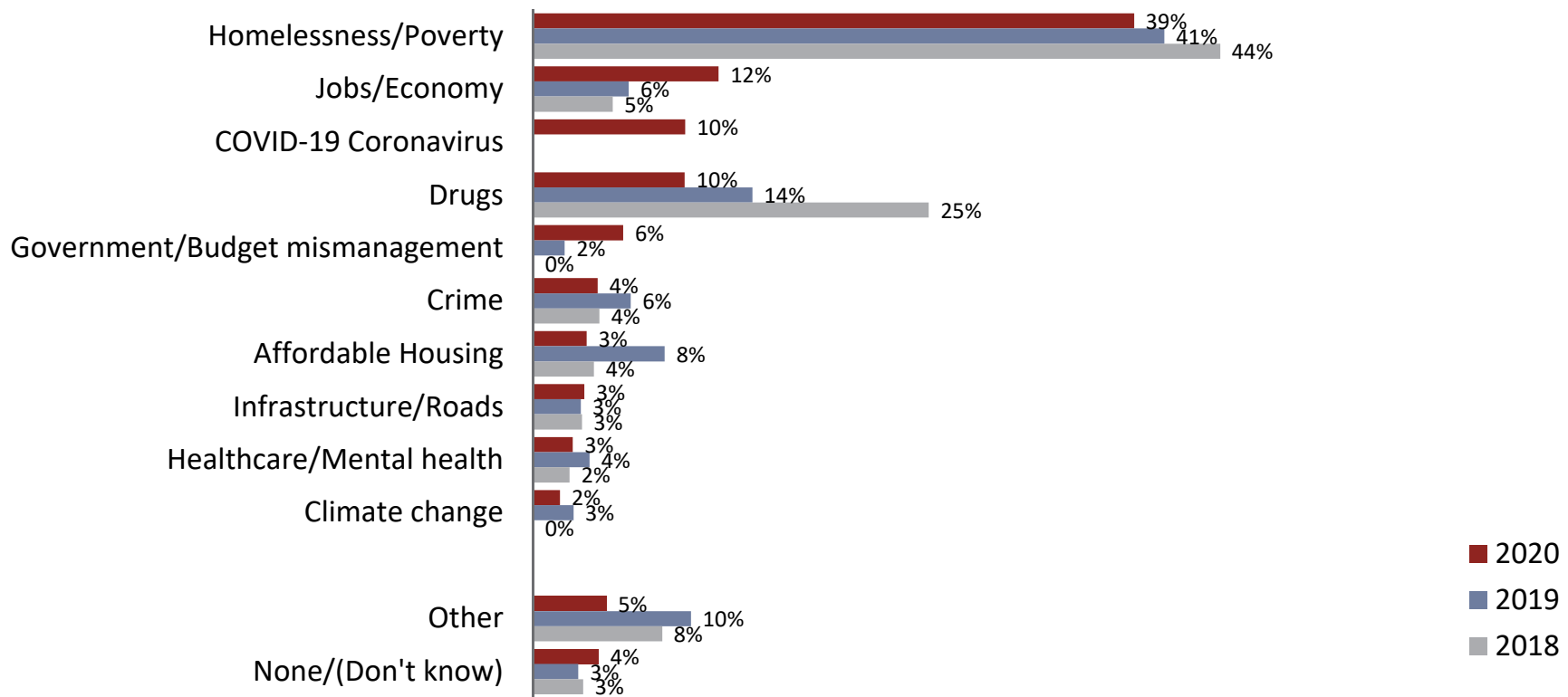


Do you feel that things in Eureka are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

Most Important Problem



Homelessness continues to be the main concern among voters in Eureka. Only 1-in-10 indicate that the COVID-19 pandemic is the most important issue.

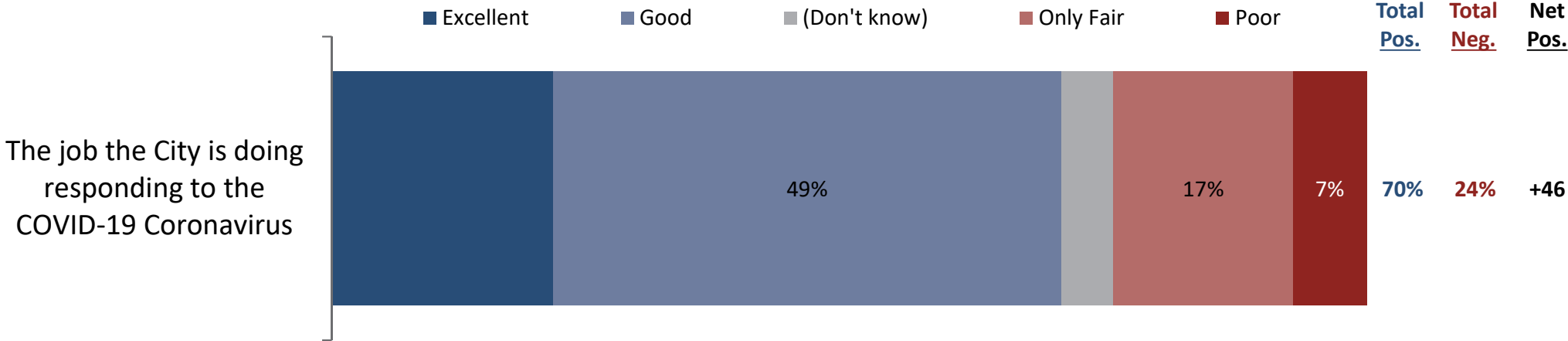


What do you think is the most important problem facing Eureka today?

City of Eureka COVID Job Rating



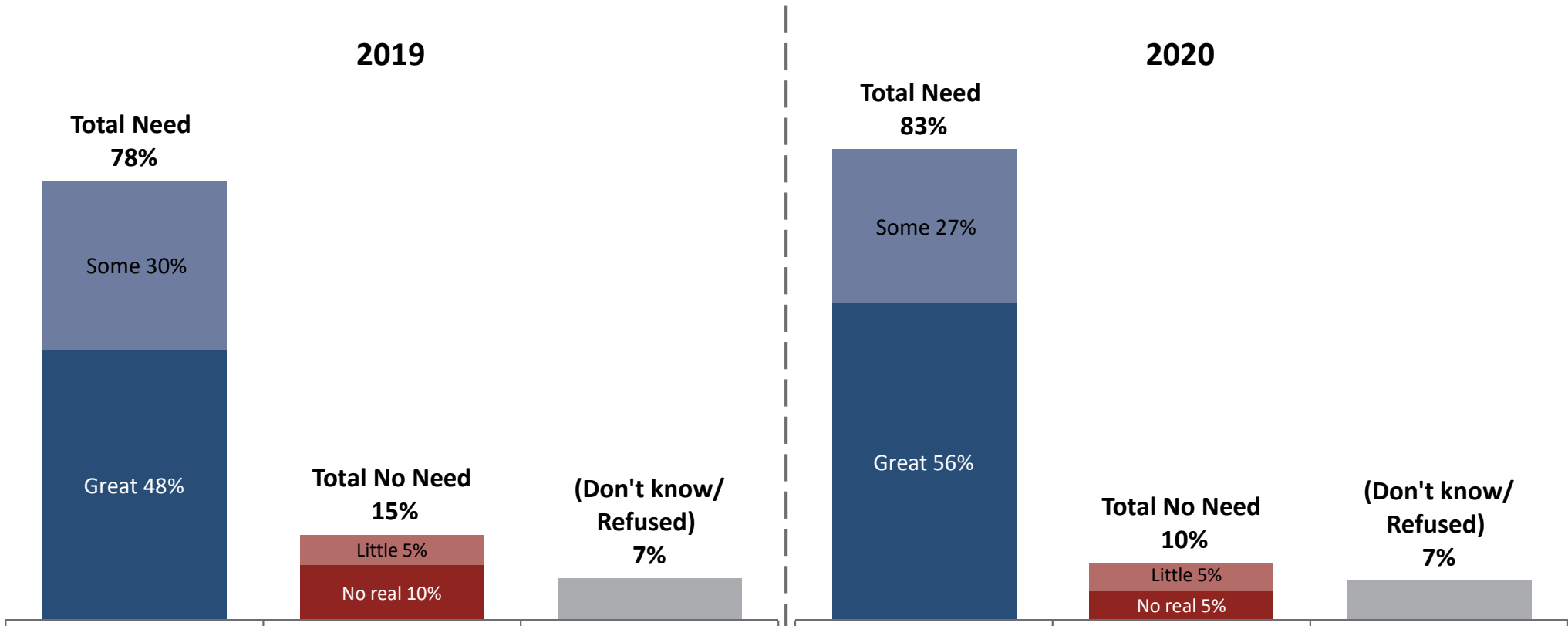
Respondents rate the job the City is doing responding to the COVID-19 pandemic highly.



Using a scale of excellent, good, only fair, or poor, please rate the City of Eureka on each of the following areas.

Need for Funding

Respondents overwhelmingly recognize the City's need for additional funding.



Generally speaking, would you say Eureka has a great need for additional funding, some need, a little need, or no real need for additional funding for city services?

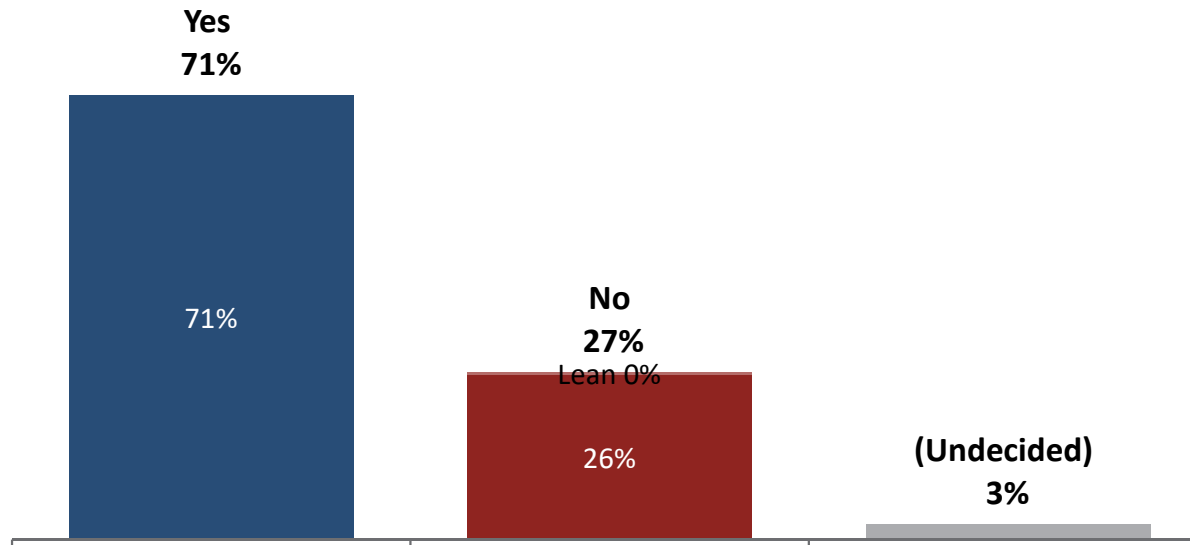


Interest in Local Funding and Community Priorities

Interest in Local Funding

Today, support for a measure surpasses the 50% + 1 threshold.

To maintain police, fire, 911 emergency medical response/disaster preparedness; street/road maintenance; pothole repair; parks, recreation, youth, and senior services; homelessness and drug prevention programs; and other essential services; shall an ordinance renewing the City of Eureka's voter-approved sales tax at the 1.25 cent rate, be adopted until ended by voters, providing an estimated \$11 million annually, with independent citizen oversight, annual audits, and all funds spent to benefit local residents?



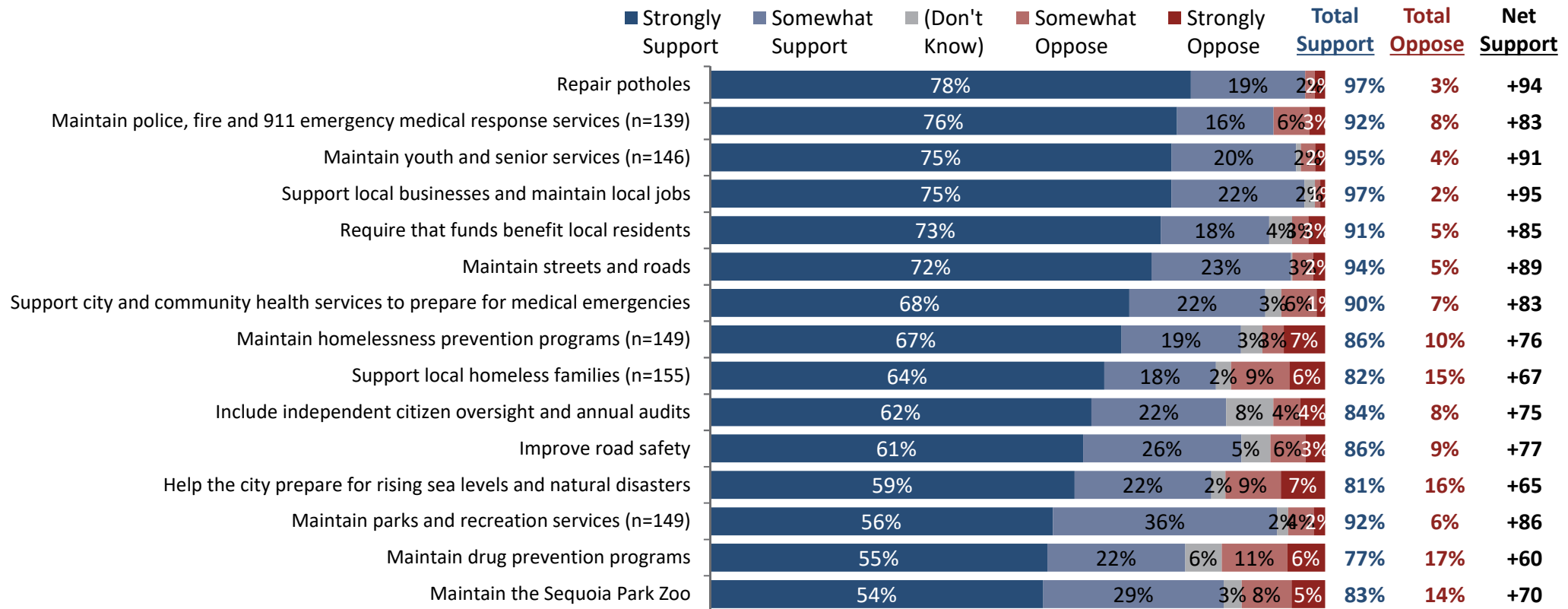
I'd like to ask you about a measure that may be on the ballot in Eureka in the November 2020 election.

The measure reads as follows: If the election were held today, would you vote yes to approve or no to reject this measure?

Community Priorities



Repairing potholes, maintaining emergency response services, maintaining youth and senior services, and supporting the local economy are top priorities for potential local funding.



Now I'm going to read you some individual components of the proposed ballot measure. For each one, please tell me if you strongly support, somewhat support, somewhat oppose or strongly oppose that item.

Additional Information

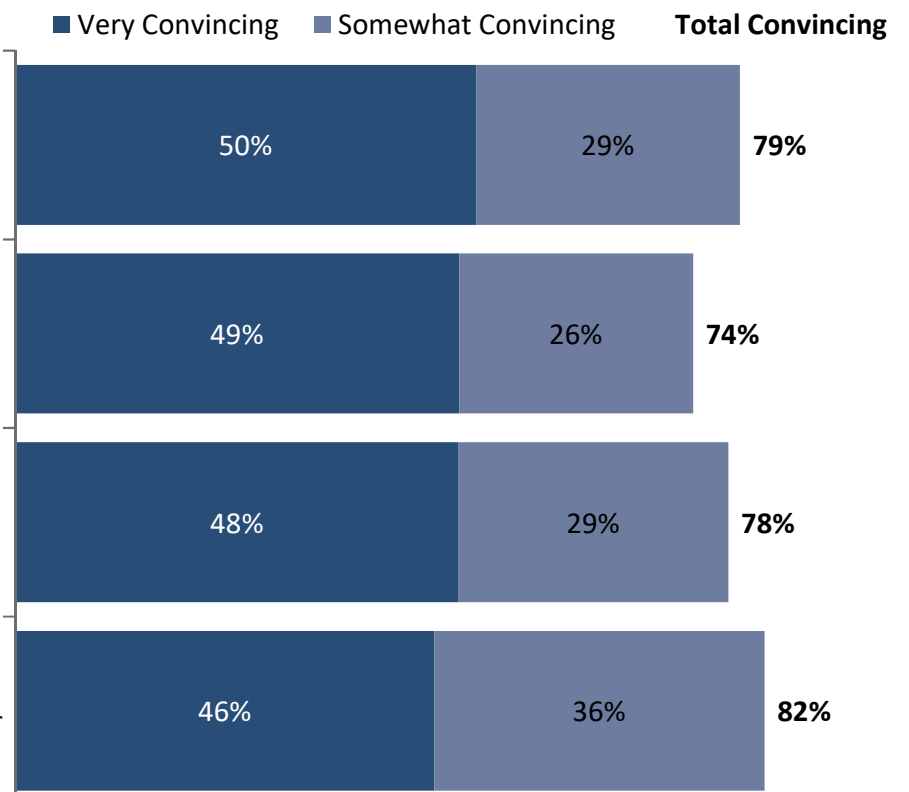
More information about the measure bringing in matching funds to improve streets and roads, addressing homelessness, and ensuring fast emergency response times are of most interest to respondents.

This measure will help improve our streets and roads by bringing in state and federal matching funds for critical local improvements that will make our roads and sidewalks safer for drivers and pedestrians, as well as ensuring first responders can get to you quickly in an emergency.

Homelessness has been a growing problem in Eureka for decades. This pandemic shows that the City must be able to speed up efforts to connect those in need with local services, including emergency shelter, while keeping our neighborhoods and public spaces safe and secure.

When you dial 911, every second counts. This measure will help ensure that our paramedics, firefighters, and police officers are ready to help when you need them the most.

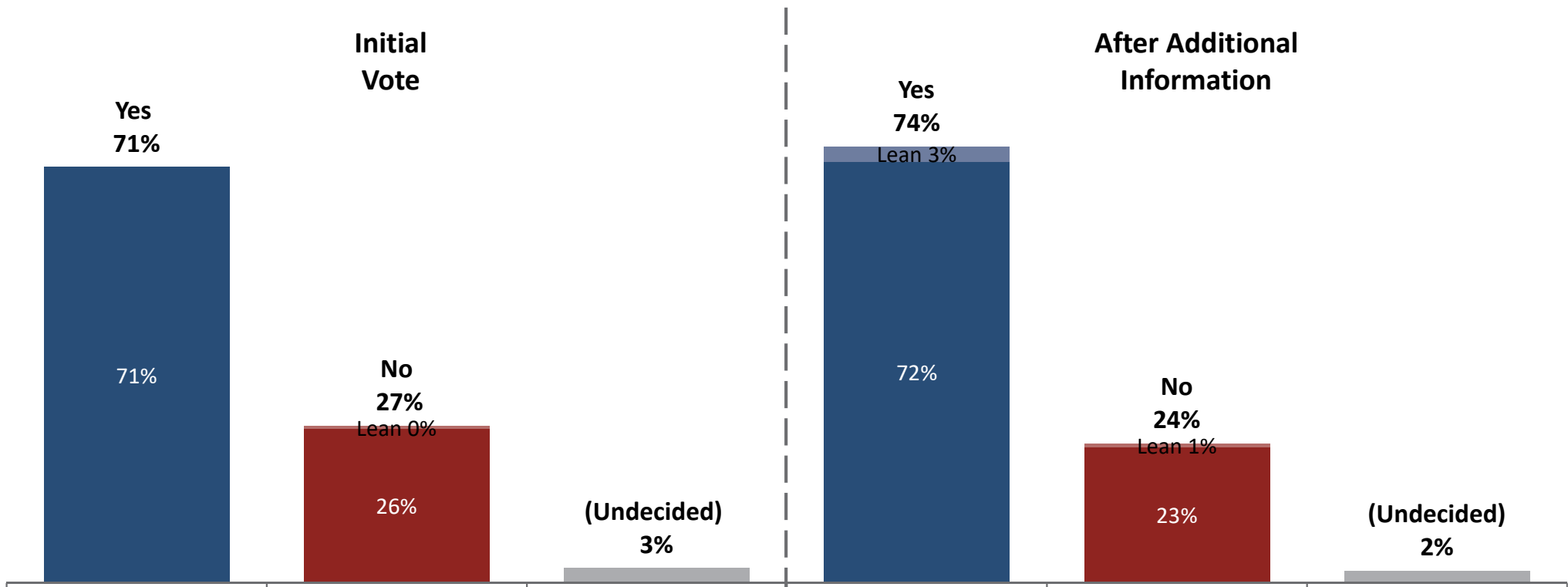
Eureka’s economy was already hit hard before the current public health and economic crisis. In these uncertain times, it’s more important than ever to invest in and support our local economy.



Next I'd like to read you some things people might say about the Eureka sales tax measure. After each one, please tell me how convincing that statement is as a reason to vote for the measure – very convincing, somewhat convincing, not too convincing, or not at all convincing.

Reaction to Additional Information

Support increases slightly after voters hear more information.



Now that you've heard more, would you vote yes to approve or no to reject a measure that reads:



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