





City of Atwater Highlights of 2022 Community Issues Survey



OPINION
RESEARCH
& STRATEGY

Survey Specifics and Methodology

Dates	September 25- October 5, 2021
Survey Type	Dual-mode Voter Survey
Research Population	Likely November 2022 Voters in the City of Atwater
Total Interviews	321
Margin of Sampling Error	(Full Sample) $\pm 5.5\%$ at the 95% Confidence Level (Half Sample) $\pm 7.7\%$ at the 95% Confidence Level
Contact Methods	 Telephone Calls  Email Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews
Languages	English and Spanish

(Note: Not All Results Will Sum to 100% Due to Rounding)

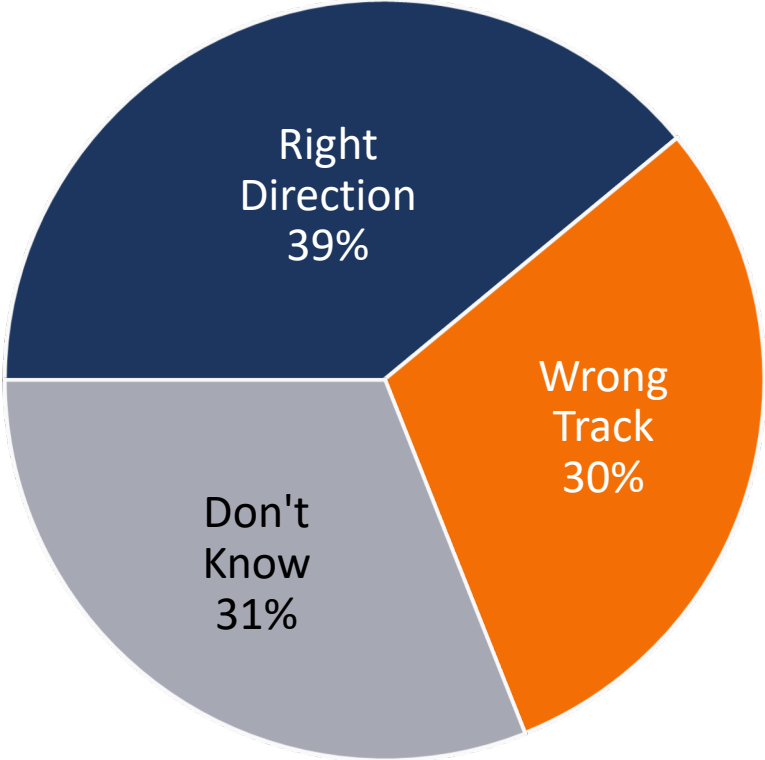


Life in Atwater

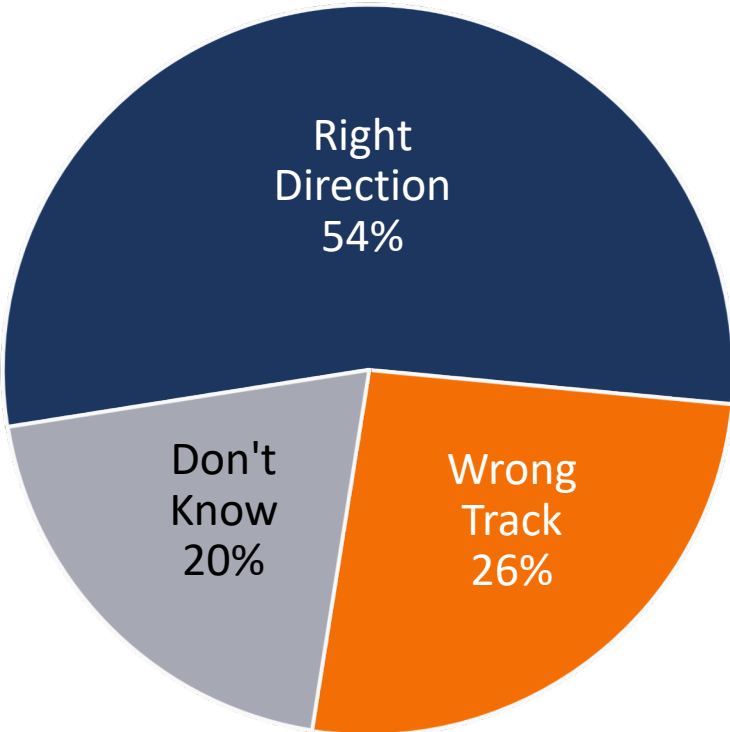
A majority indicated things in Atwater are headed in the right direction—a distinct increase since 2019.

Would you say that things in the City of Atwater are generally headed in the right direction or are they off on the wrong track?

September 2019

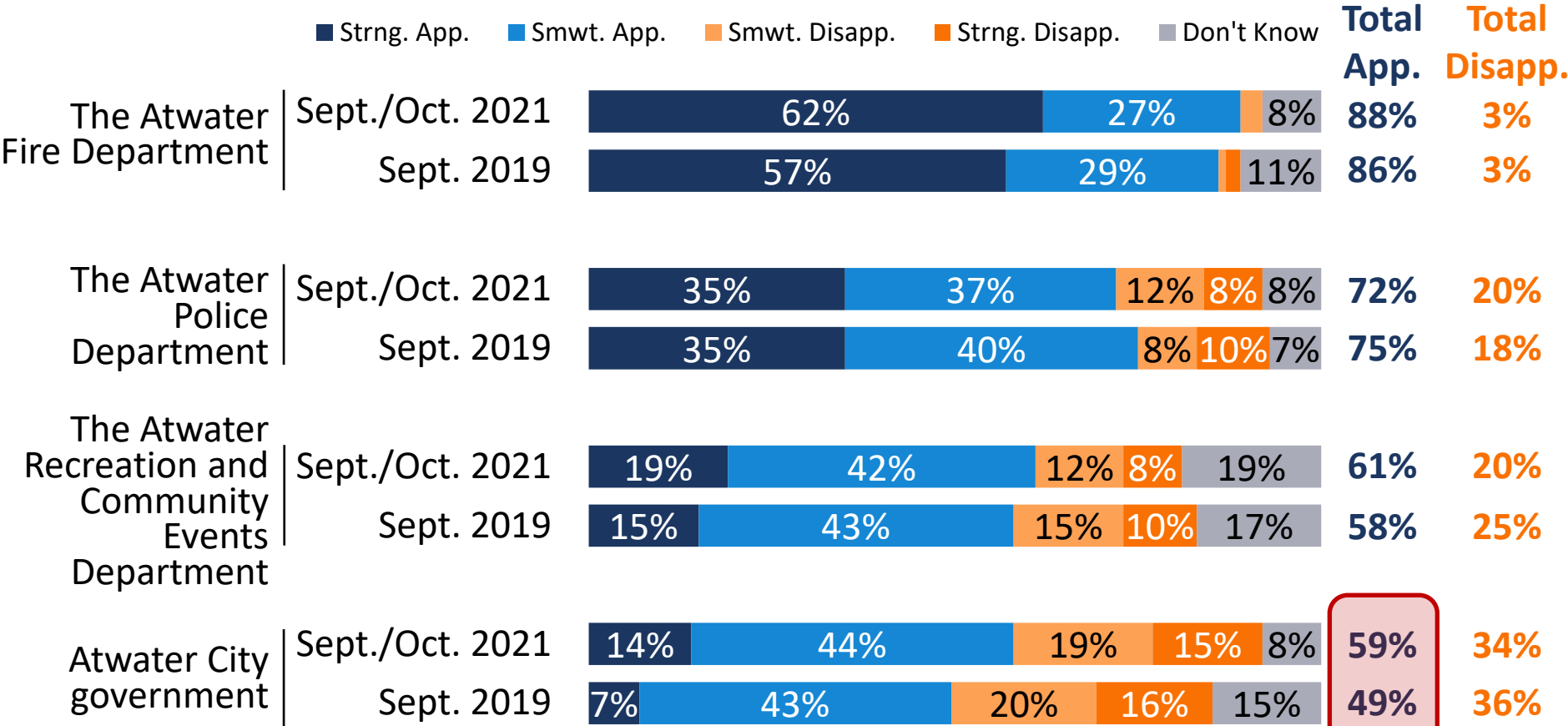


September/October 2021



While public safety departments continue to have the strongest approval ratings, a majority also approved of the job City Government is doing today.

Would you say you generally approve or disapprove of the job that _____ is doing?



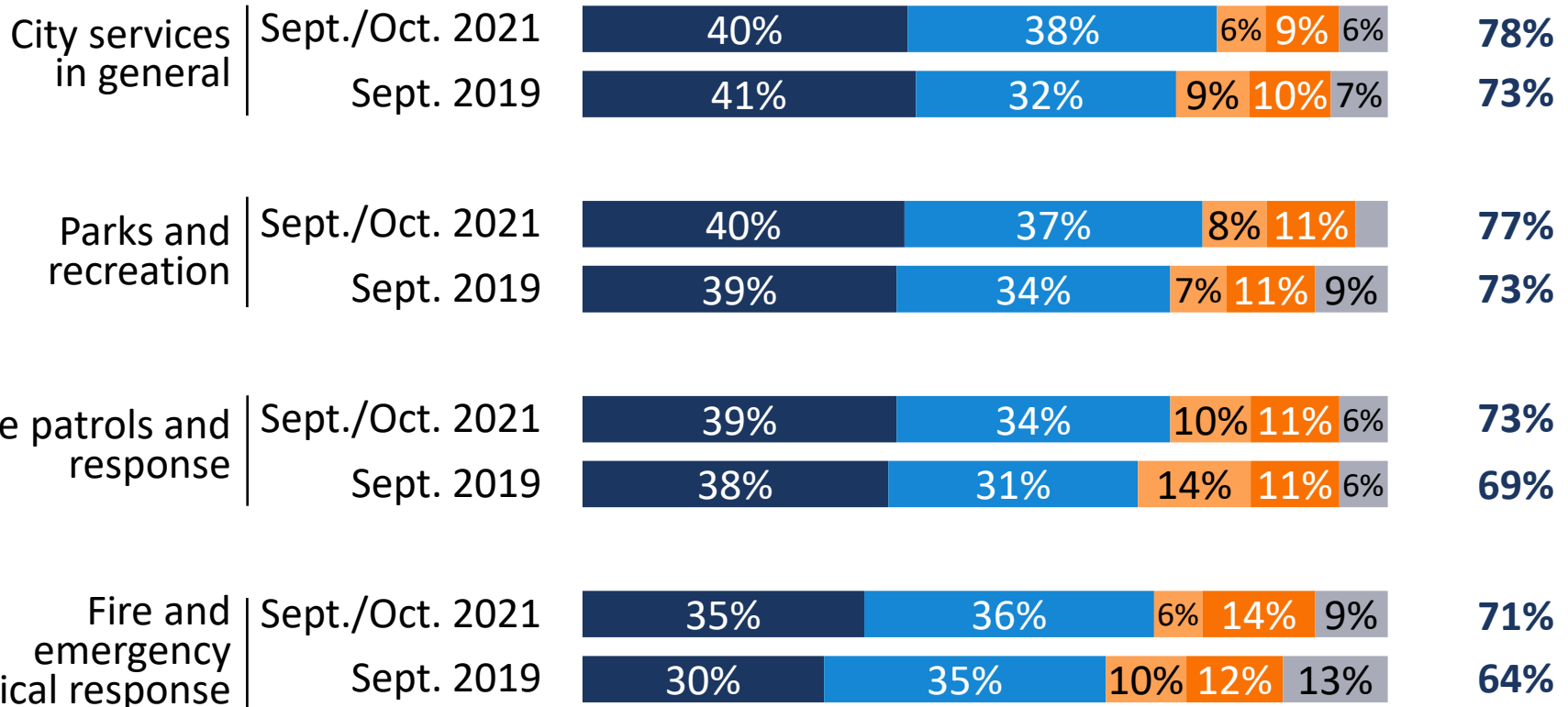
+10%

Respondents expressed a continued belief the City and its public safety departments have a need for additional funding.

Would you say that the City of Atwater has a great need for additional funding, some need, a little need, or no real need for additional funding for _____?

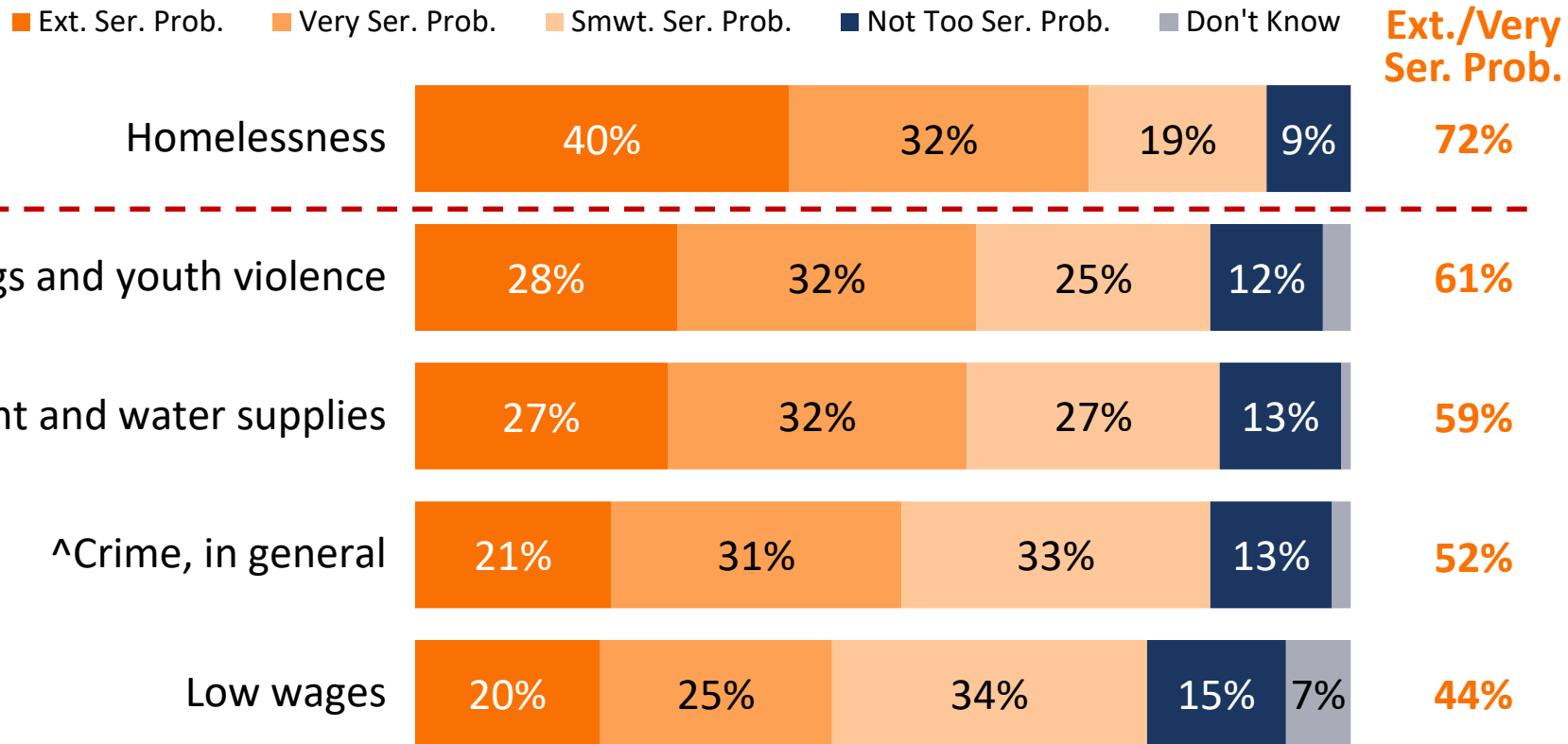
■ Great Need ■ Some Need ■ A Little Need ■ No Real Need ■ Don't Know

**Great/
Some Need**



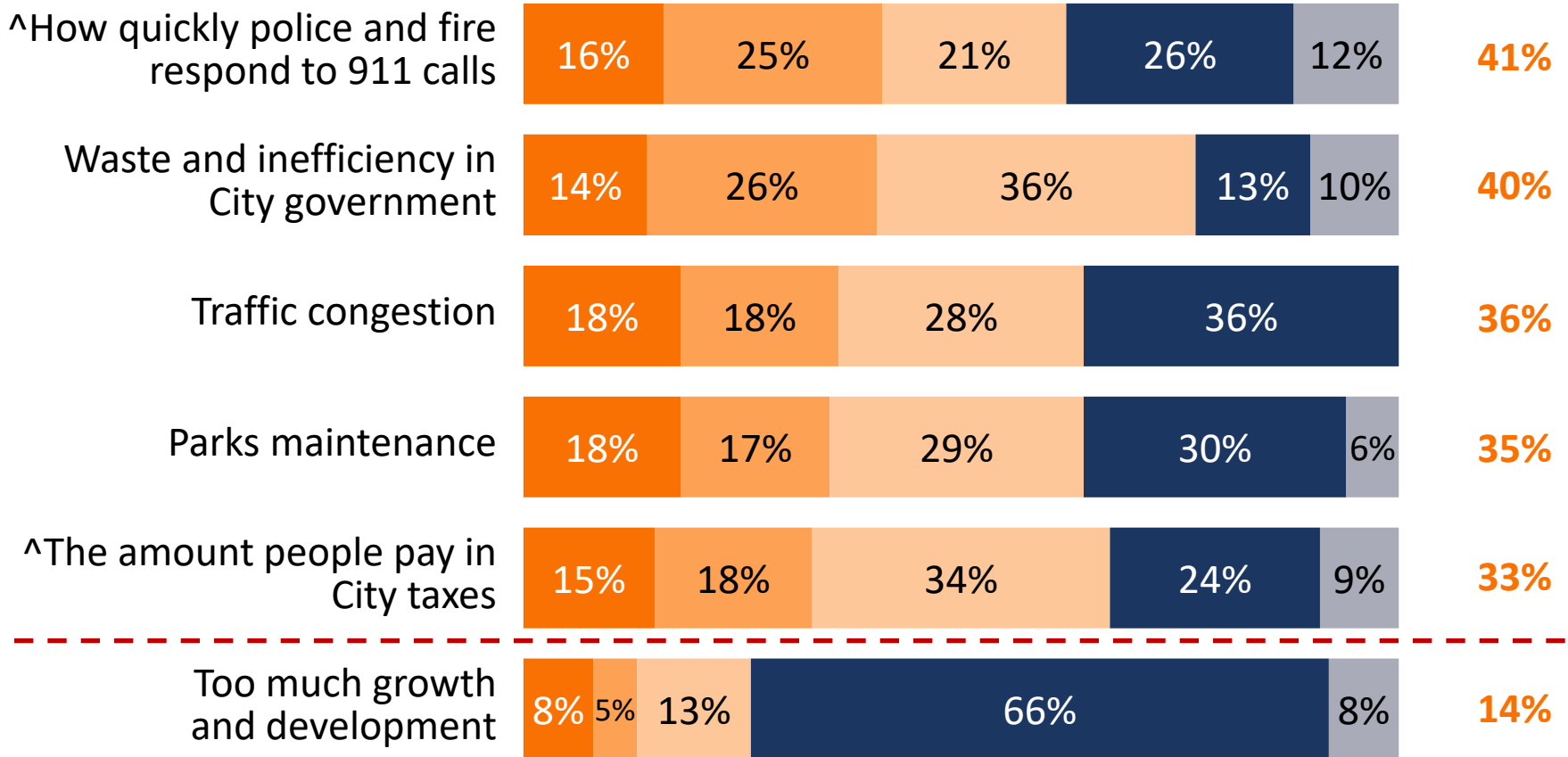
Homelessness is considered the most serious problem in Atwater.

I am going to read you a list of issues that some people say might be problems in Atwater. Please tell me whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or not too serious a problem in the city.



In contrast, only a third said the amount they pay in City taxes is an extremely or very serious problem.

■ Ext. Ser. Prob.
 ■ Very Ser. Prob.
 ■ Smwt. Ser. Prob.
 ■ Not Too Ser. Prob.
 ■ Don't Know
 Ext./Very Ser. Prob.



Those who view how quickly police and fire respond to 911 calls as an extremely or very serious problem has jumped by over twenty percentage points.

(Extremely/Very Serious Problem)

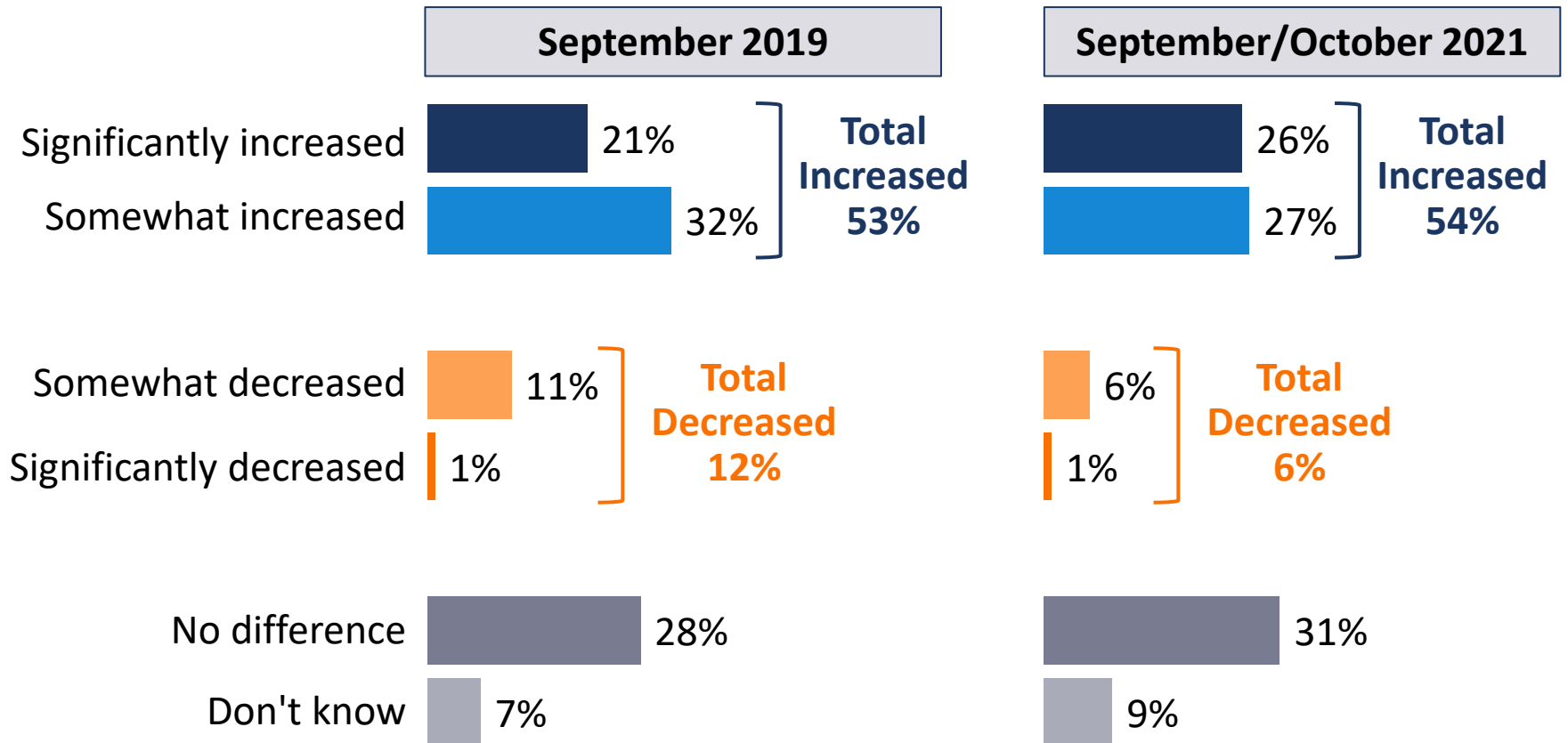
Issue	September 2019	September/October 2021	Difference
^How quickly police and fire respond to 911 calls	20%	41%	+21%
Homelessness	65%	72%	+7%
Traffic congestion	30%	36%	+6%
^Crime, in general	47%	52%	+5%
Too much growth and development	11%	14%	+3%
Low wages	42%	44%	+2%
Parks maintenance	33%	35%	+2%
^The amount people pay in City taxes	32%	33%	+1%
Gangs and youth violence	62%	61%	-1%
Waste and inefficiency in City government	47%	40%	-7%



Perceptions of Crime in Atwater

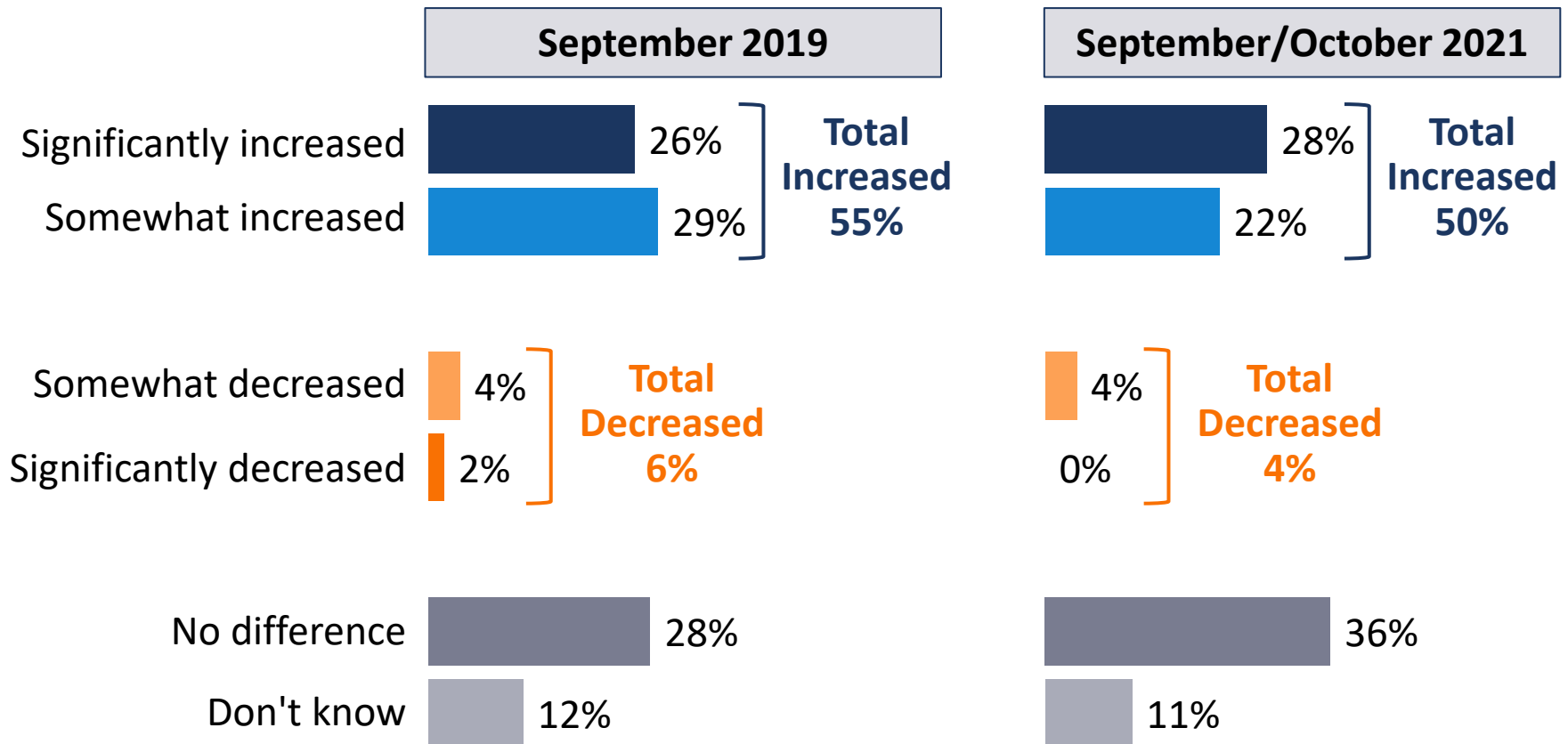
Over half said they feel levels of crime in Atwater have increased in the last few years.

Over the past few years do you feel the overall level of crime in Atwater has increased or decreased, or have you seen no difference?



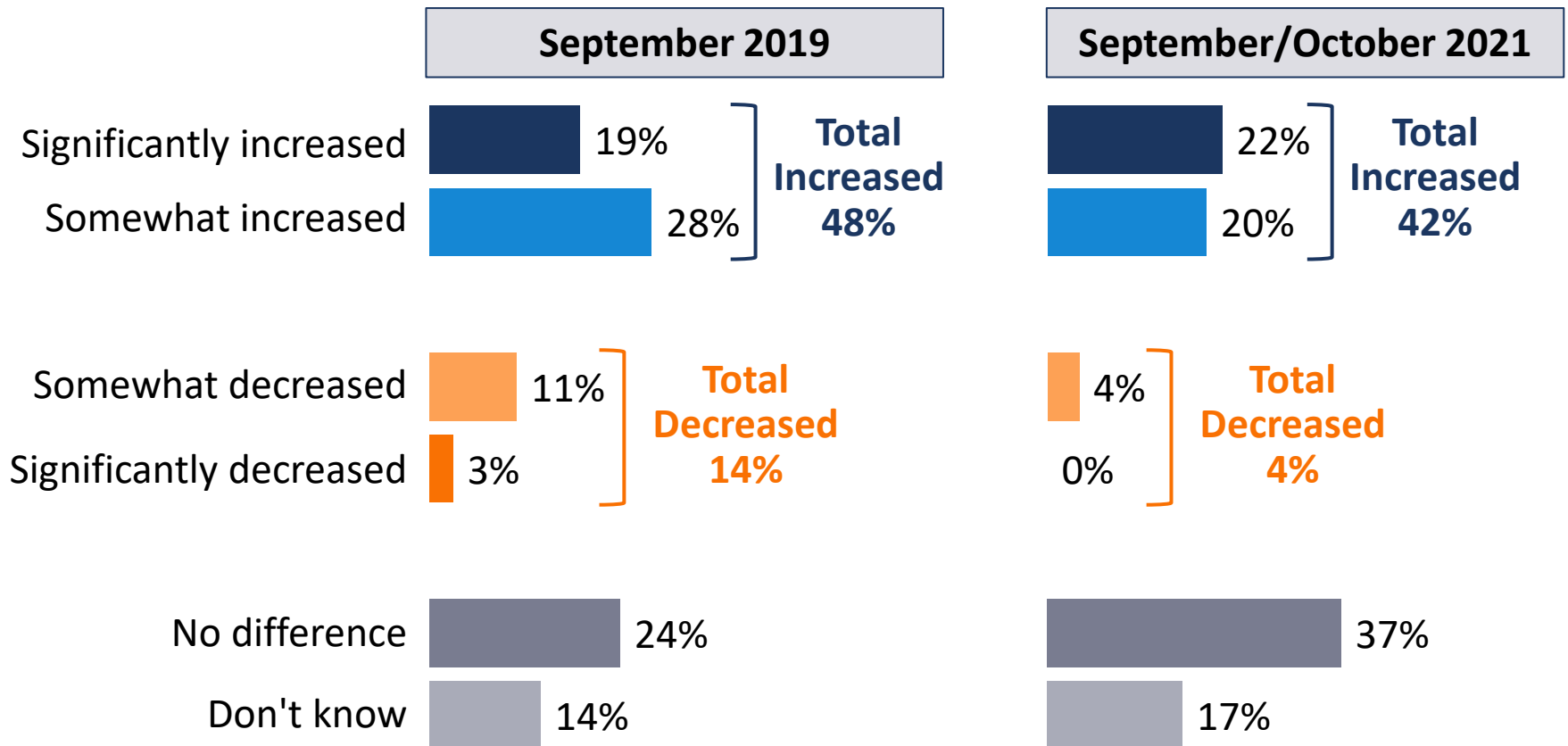
Half also indicated they feel property crimes have increased in recent years.

Over the past few years do you feel the level of property crime, such as burglaries, in Atwater has increased or decreased, or have you seen no difference?



There has been a small decrease in those who feel violent crimes have increased, while over a third feel there has been no difference.

Over the past few years do you feel the level of violent crime in Atwater has increased or decreased, or have you seen no difference?





Potential Public Safety Sales Tax Renewal Measure

Hypothetical 75-word ballot measure with a two-thirds majority threshold.

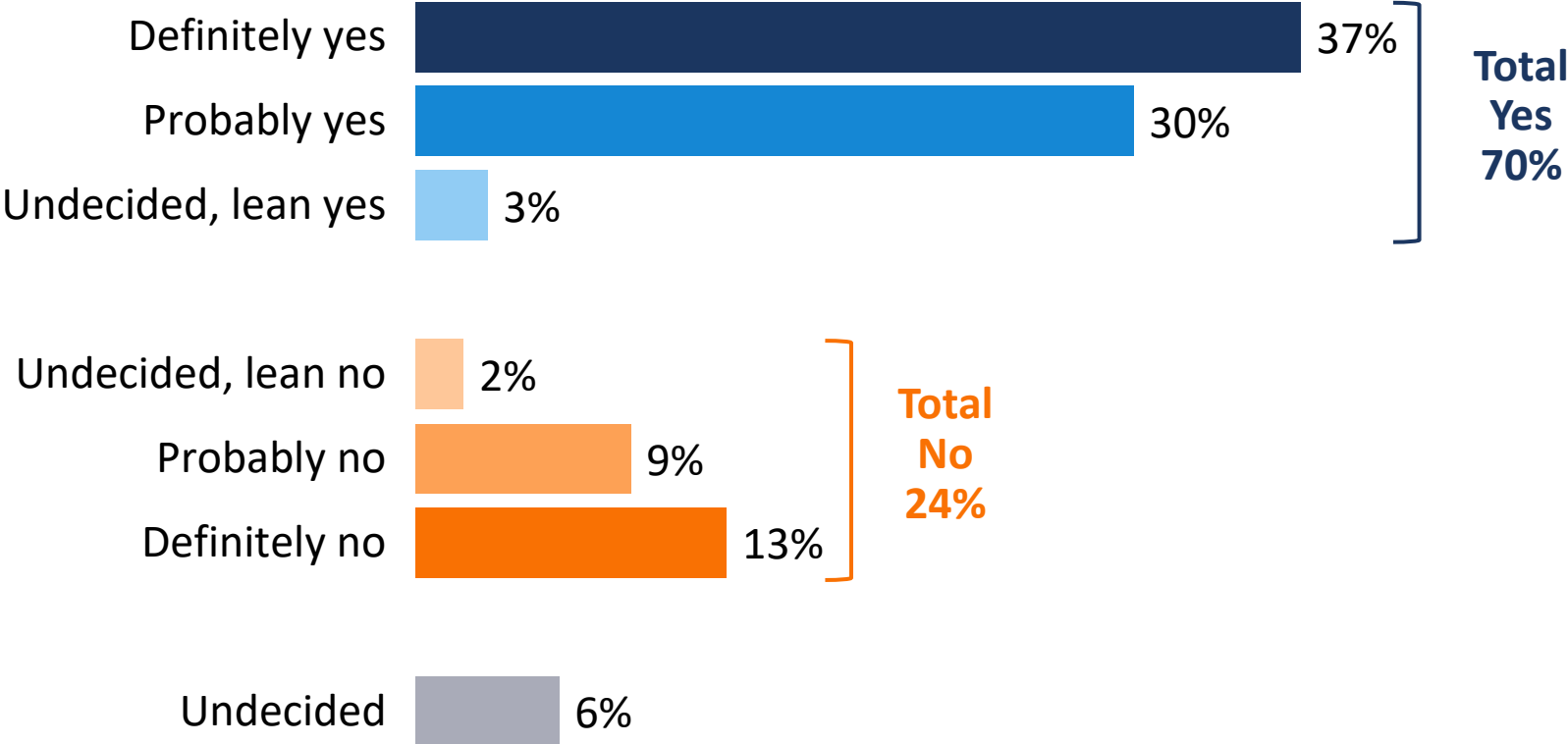
(As approved by legal counsel)

City of Atwater Police, Fire, 911 Emergency Response Renewal Measure.

To prevent drastic cuts to Atwater's local public safety services, including the elimination of the Atwater Police Department; maintain neighborhood police patrols, fire protection services, and emergency response times; and investigate violent and property crime; shall the City of Atwater adopt a measure renewing its existing, voter-approved sales tax at the 1-cent rate, providing \$4,000,000 annually, until ended by voters, requiring independent audits, oversight, all funds only for Atwater?

Seven out of ten respondents expressed some level of support for the hypothetical measure.

Do you think you would vote “yes” or “no” on this measure?





Potential General-Purpose 1-Cent Sales Tax Measure

Potential General-Purpose Ballot Measure with a Simple Majority Threshold

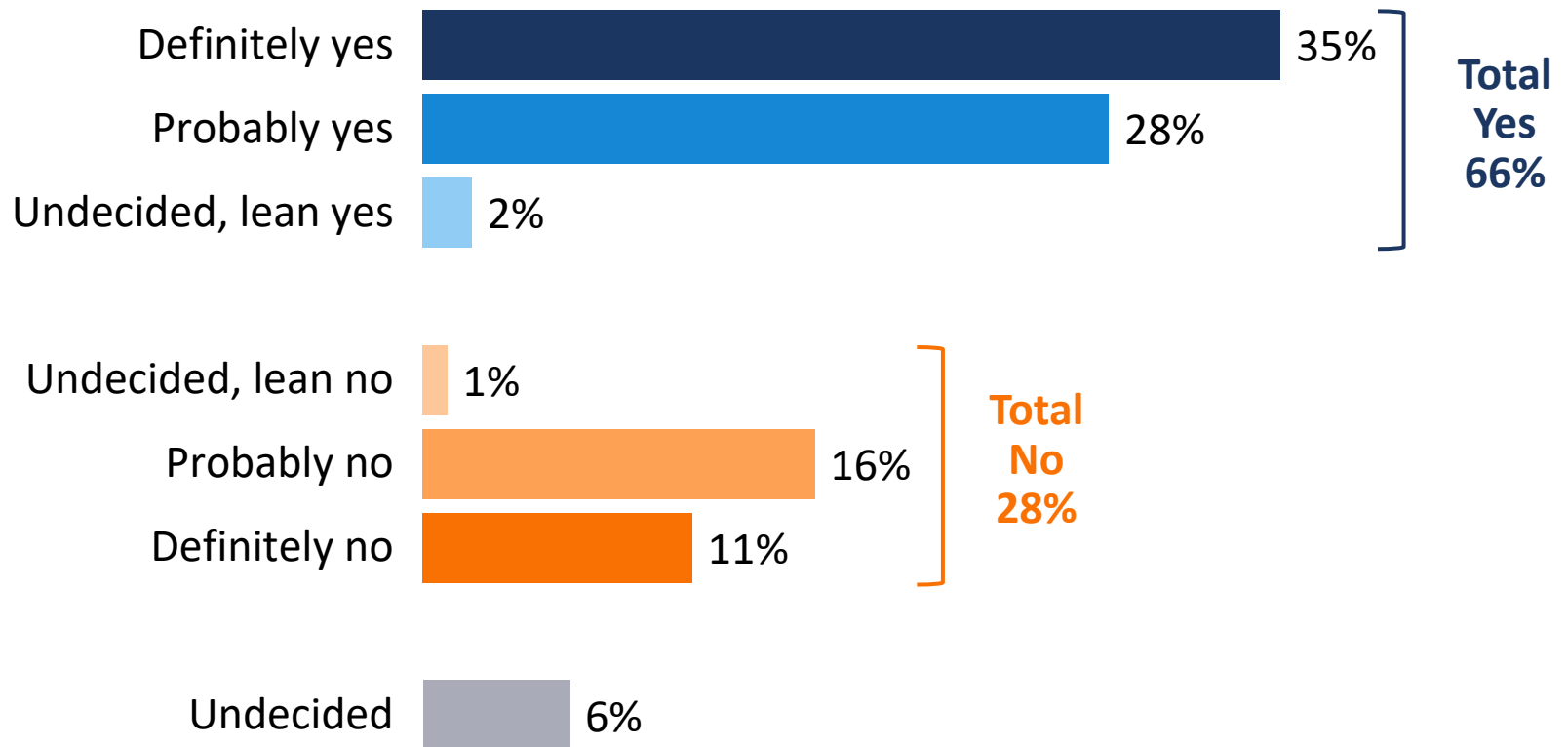
City of Atwater Essential Services Measure. To maintain and improve services such as:

- fire/police protection, 911 emergency response;
- replacing aging police/fire facilities to meet earthquake safety standards;
- repairing and maintaining streets, sidewalks, public parks;
- improving traffic safety/ congestion;
- providing senior/youth/recreation programs, and other City services,

shall the City of Atwater adopt a measure establishing a 1-cent sales tax, providing \$4,500,000 annually until ended by voters, requiring independent audits, oversight, all funds only for Atwater?

Two-thirds would support a potential one-cent general sales tax with a simple majority threshold in lieu of a one-cent dedicated sales tax.

Do you think you would vote “yes” or “no” on this measure?

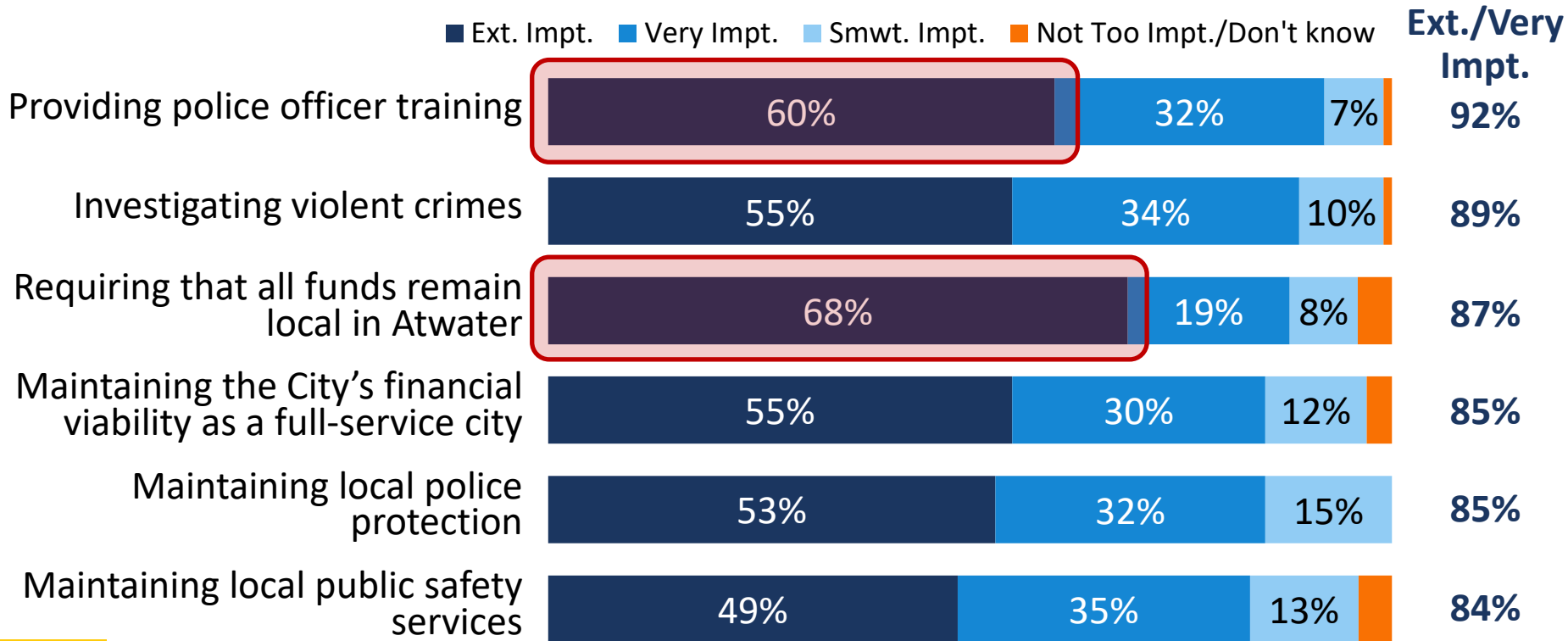




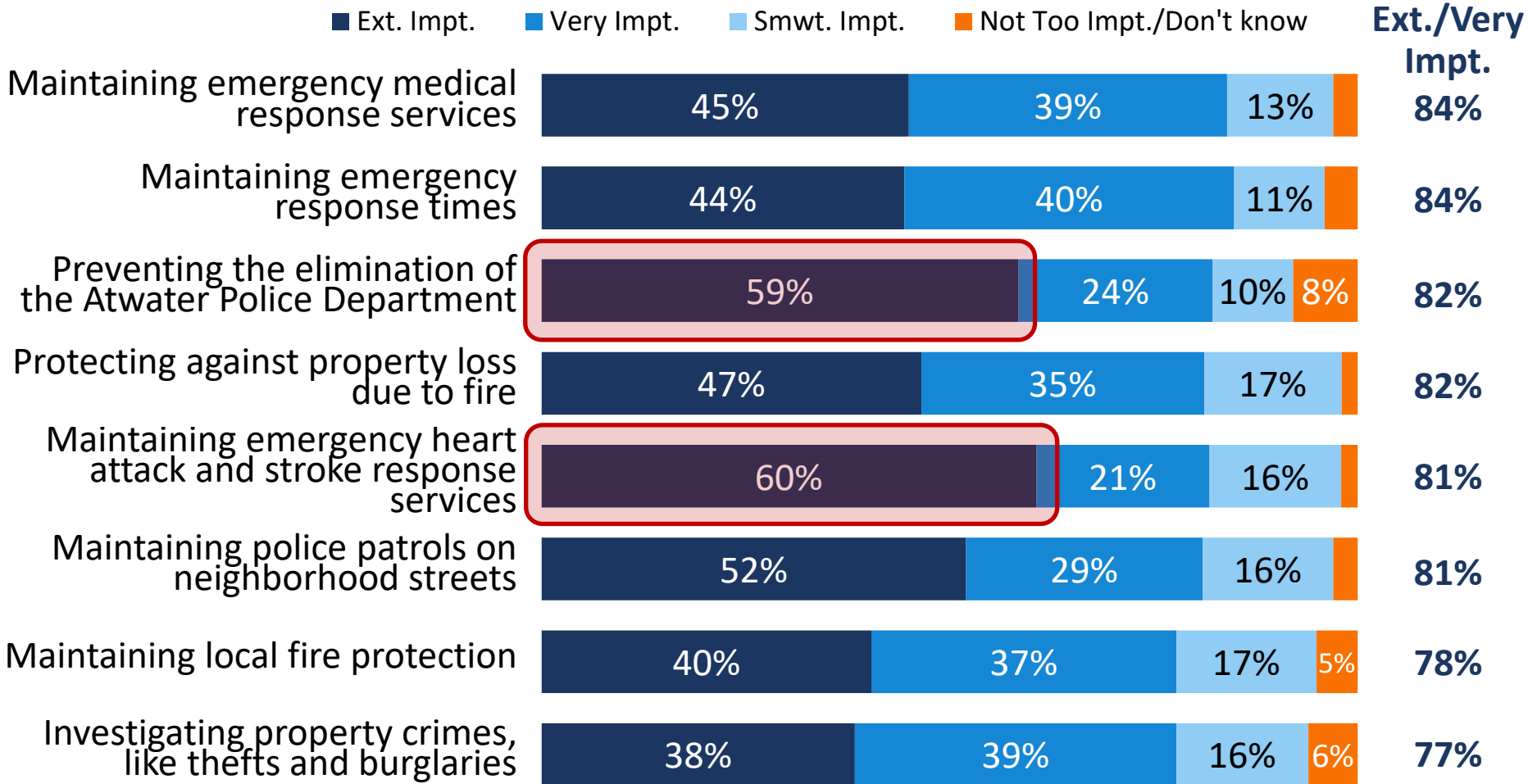
Budget Spending Priorities

Providing police officer training, investigating violent crimes, and maintaining public safety services are among the most important projects to fund.

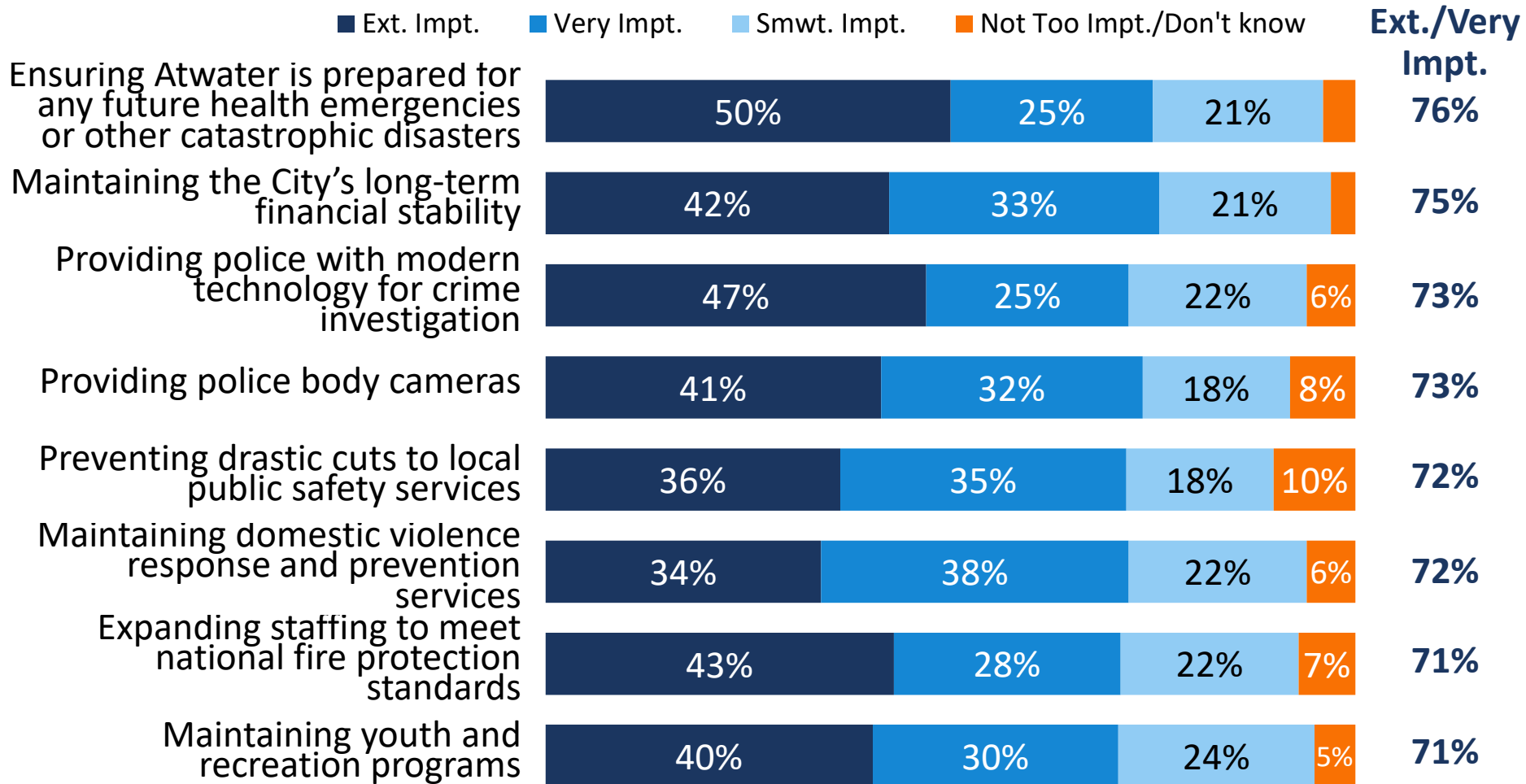
I am going to read you a list of ways in which the funds generated by this measure could be spent on public safety in Atwater and other related provisions that could be included in the measure. Regardless of your opinion of a potential ballot measure, please tell me how important that provision or use of funds is to you personally: Is it extremely important, very important, somewhat important, or not too important?



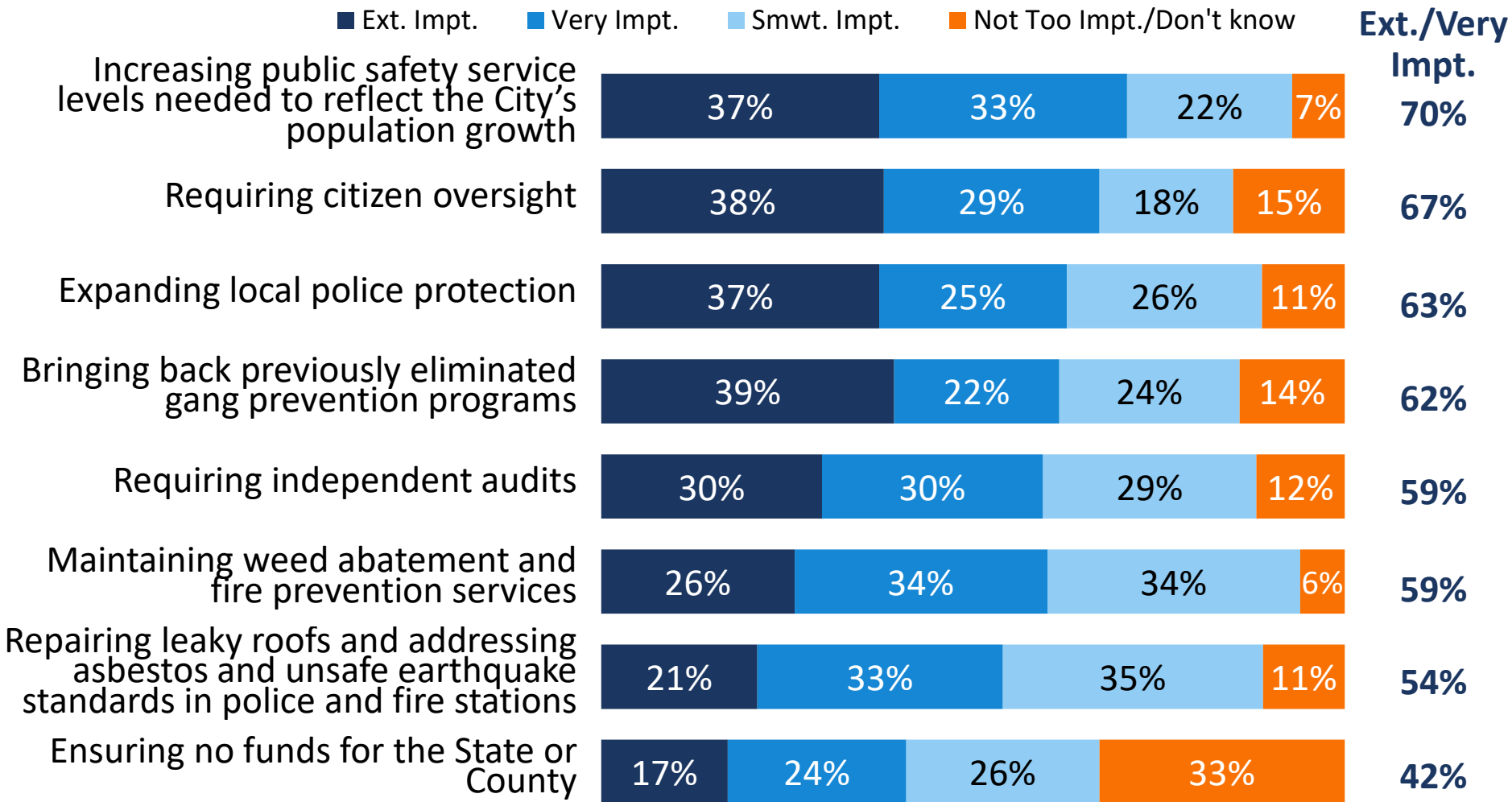
A majority also found it extremely important to prevent the elimination of APD and maintaining emergency heart attack and stroke response services.



Over seven-in-ten also found it extremely or very important to ensure Atwater is prepared for future emergencies or disasters.



Projects such as repairing police and fire stations and maintaining weed abatement services were seen as lower priorities.





Key Takeaways

Key Takeaways – Life in Atwater

- Compared to 2019, a majority now believe things in Atwater are headed in the right direction.
- Approval ratings for City Government have also gone up by ten percentage points since 2019, while large majorities continue to have positive ratings for Atwater’s public safety departments.
- While little has changed in the perception of crime in Atwater, a majority still believe the City has a need for additional funding for general services and public safety.
- At this point in time, majorities of Atwater voters are inclined to support a sales tax measure generating funds either dedicated to public safety services or supporting general city services.
- Their top spending priorities for any funding generated by a measure include providing police officer training, investigating violent crimes, and maintaining local police protection and public safety services.

**For more information,
contact:**

Curt Below

Curt@FM3research.com

1999 Harrison St., Suite 2020
Oakland, CA 94612
Phone (510) 451-9521
Fax (510) 451-0384

Laura Covarrubias

Laura@FM3research.com

12100 Wilshire Blvd., Suite 350
Los Angeles, CA 90025
Phone (310) 828-1183
Fax (310) 453-6562



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