

City of Clovis Community Survey

Highlights of a Survey of Likely Voters

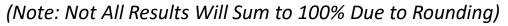


FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES



Survey Specifics and Methodology

Dates	August 20-27, 2023					
Research Population	Likely November 2024 Voters in the City of Clovis					
Total Interviews	537					
Margin of Sampling Error	(Full Sample) ±4.4% at the 95% Confidence Level (Half Sample) ±6.0% at the 95% Confidence Level					
Contact Methods	Telephone Email Text Calls Invitations Invitations					
Data Collection Modes	Telephone Interviews Interviews					
Survey Tracking	September 2008 and November 2008					
Languages	English and Spanish					

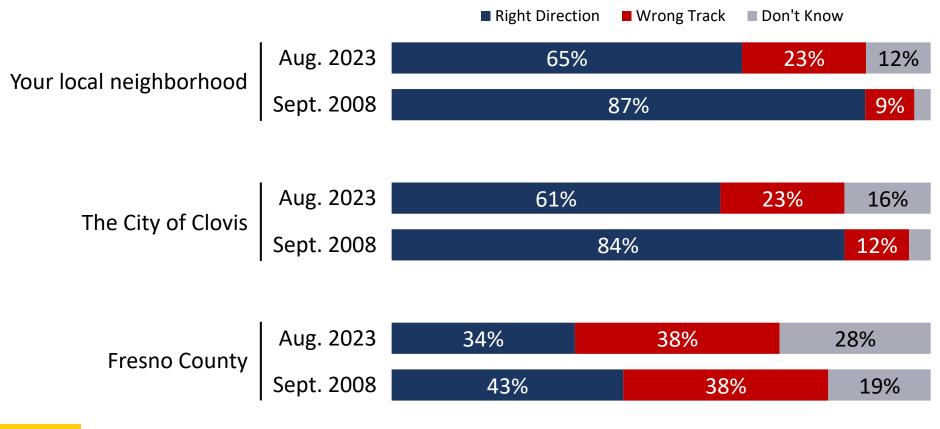




General Community Attitudes

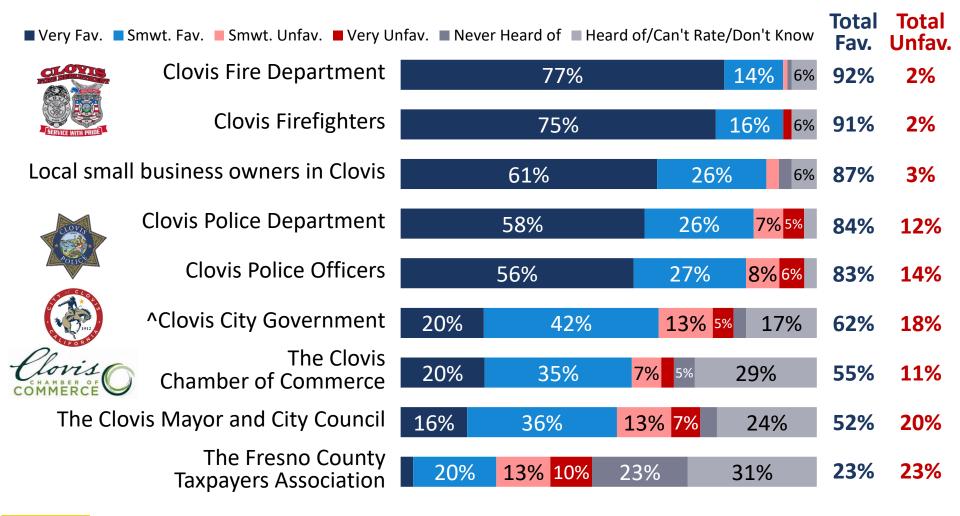
Three in five Clovis residents think the city is headed in the right direction which is strong in today's environment.

Would you say that things in ______ are generally headed in the right direction or do you feel that things are off on the wrong track?





Local firefighters, local small business owners, and local police are among the most favored organizations and groups surveyed; City government also enjoys highly positive ratings.

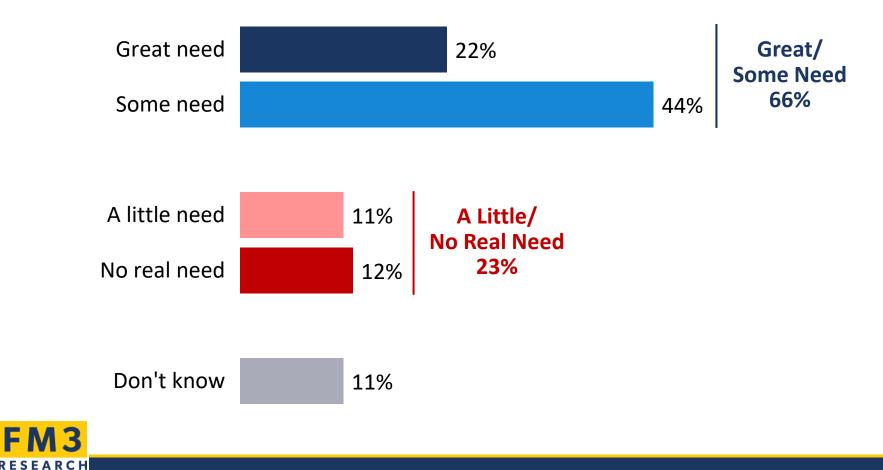




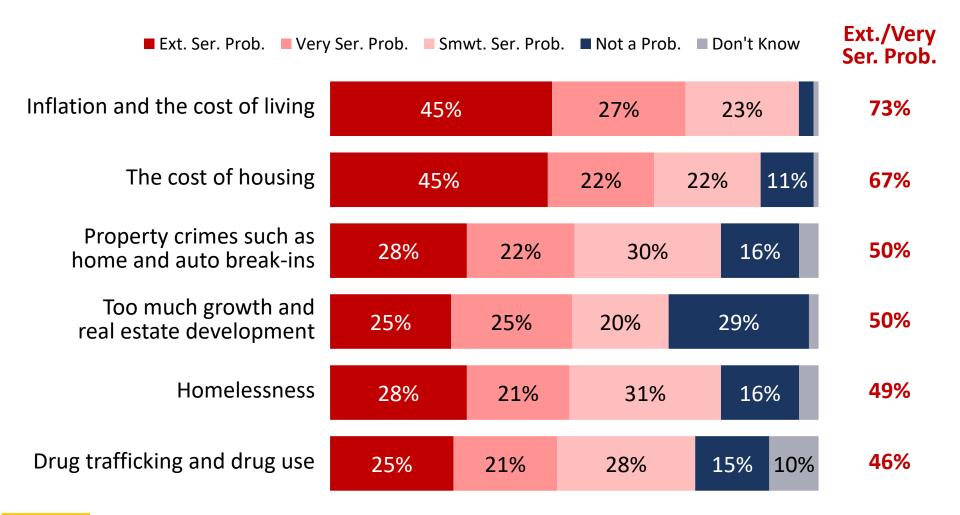
I'm going to read a list of organizations and individuals in Clovis. I would like you to tell me if you have a generally favorable or generally unfavorable opinion of each one. ^Not Part of Split Sample

Two-thirds of residents perceive additional funding is needed for City services.

In your personal opinion, do you think the City of Clovis has a great need for additional funding, some need, a little need or no real need for additional funds to provide the level of City services that Clovis residents need and want?



Nearly three-quarters perceive inflation, the cost of living and cost of housing are very serious problems in Clovis.





Let me mention a few things some people might consider a problem for Clovis residents. Please tell me whether you personally consider it to be an extremely serious problem, very serious problem, somewhat serious problem or really not much of a problem at all for people living in Clovis. Split Sample

Just a third are concerned about the amount of taxes they pay for city services.

	Ext. Ser. Prob. Very Ser.	Prob.	Smwt. Ser	. Prob.	Not a Prob	. 🔳 D	on't Know	Ext./Very Ser. Prob.
	Potholes and city streets in need of repair	19%	239	%	37%		18%	43%
	^Crime in general	17%	26%	%	35%		19%	43%
-	The condition of the local economy	16%	21%		35%	2	1% 7%	3 7%
	Gangs and juvenile violence	18%	18%		32%	24	1% 7%	3 6%
	The amount of taxes you have to pay for city services	12%	23%		35%	2	6% 5%	6 34%
Гhe	condition of city streets and roads	13%	19%		43%		24%	33%
	^Budget shortfalls in Clovis city government	10%	18%	24%	17%		31%	27%
	The impacts of extreme weather	13%	13%	25%		46%		26%



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Initial Attitudes on Ballot Measures

Hypothetical General Purpose Ballot Measure Tested in Survey

(Approved by City Attorney)

CLOVIS PUBLIC SAFETY, STREETS/ROADS, CITY SERVICES **MEASURE.** Shall the measure maintaining/restoring 911 emergency medical/ police/fire/paramedic response, crime/gang prevention programs; keeping public areas safe/clean; maintaining streets/roads; protecting local drinking water sources; addressing homelessness; maintaining youth, senior, parks, recreation programs; and for general government use, by establishing a 1¢ sales tax providing approximately \$30,000,000 annually until ended by voters; requiring public spending disclosure, audits, all funds controlled locally, be adopted?



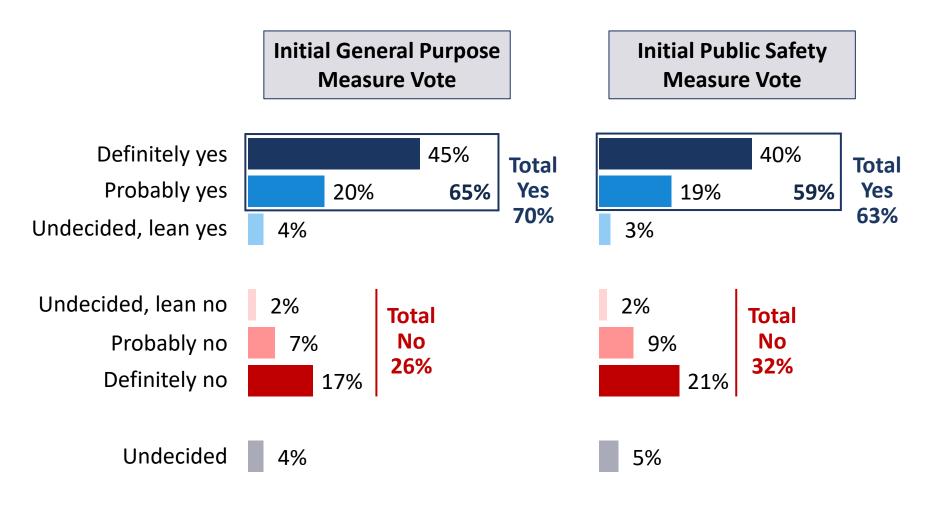
Hypothetical Special Purpose Public Safety Ballot Measure Tested in Survey

(Approved by City Attorney)

CLOVIS PUBLIC SAFETY PROTECTION MEASURE. Shall the measure maintaining/restoring 911 emergency medical/ police/fire/paramedic services, response times, neighborhood policing, fire protection, crime/gang/drug prevention programs; keeping public areas safe/clean; addressing homelessness; maintaining/upgrading fire stations, public safety facilities/ equipment, wildfire/disaster preparation; shall the measure establishing a ³/₄¢ sales tax providing approximately \$22,500,000 annually until ended by voters; requiring public spending disclosure, audits, all funds for Clovis public safety, be adopted?



Seven-in-ten voters support the general-purpose measure, well above the majority vote threshold; support for the special purpose public safety measure is below the two-thirds threshold needed for passage.

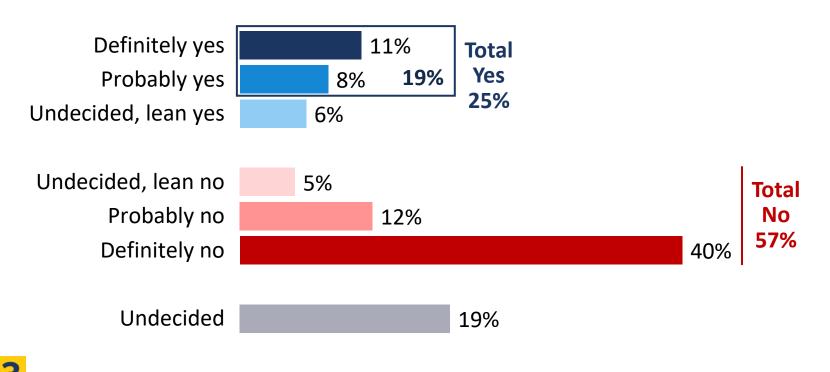




Based on this description, would you vote yes in favor of the measure or no to oppose it? Split Sample

A parcel tax is not viable.

I would like to ask you about a different measure that could be on the ballot instead of the measure you have been considering. Only one measure, if any, would be on the ballot at the same time. It would fund the same kinds of services as the measure you have been considering by levying \$395 per parcel annually providing \$15 million annually until ended by voters.



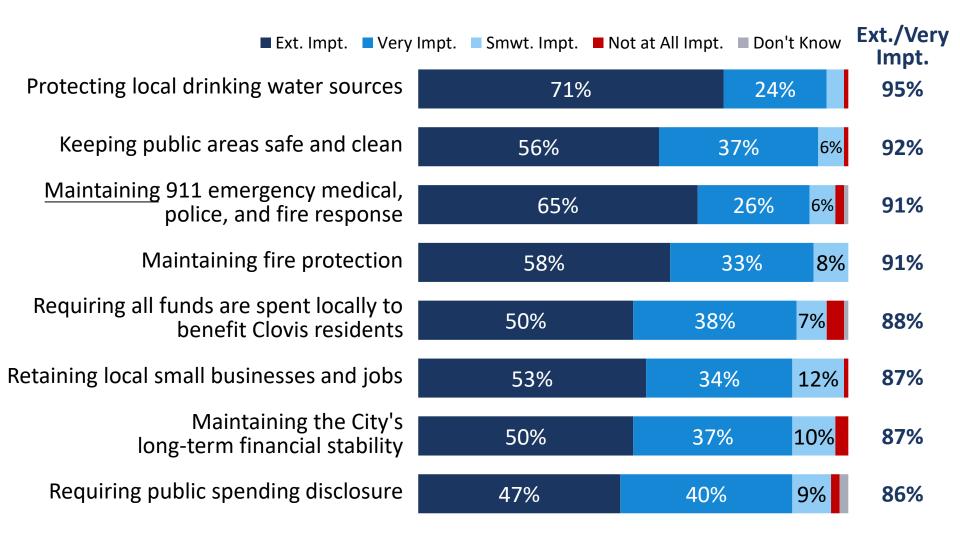
this measure were on the ballot, would you vote yes in favor of it or no to oppose it?

RESEARCH



Community Priorities

Protecting local drinking water sources; keeping public areas safe and clean; maintaining 911 emergency response; maintaining fire protection; retaining local small businesses/jobs and fiscal accountability are among voters' leading priorities.





🔳 Ext. Impt. 🔳 Very Ii	mpt. 🔳 Smwt. Impt. 🛛	Not at All Impt.	Don't Know	Ext./Very Impt.
Maintaining streets and roads	41%	45%	13%	85%
Ensuring emergency rescue workers have updated life-saving tools such as the "jaws of life"	54%	29%	5 12%	83%
<u>Restoring</u> 911 emergency medical, police and fire response	52%	28%	12%	81%
Maintaining the City's long-term financial ability to effectively respond to any emergency	46%	35%	15%	81%
Maintaining City services	38%	43%	16%	81%
Addressing homelessness	52%	28%	17%	80%
Maintaining neighborhood police patrols and crime prevention	47%	32%	17%	79%
Maintaining crime prevention programs	43%	35%	17%	78%



Ext. Impt. Very In	npt. 🔳 Smwt. Impt.	Not at All Impt.	Don't Know	Ext./Very Impt.
Updating emergency communications systems	40%	38%	15%	78%
<u>Maintaining</u> parks and recreation programs	37%	41%	18%	78%
Addressing mental health and addiction services	40%	36%	16% <mark>6%</mark>	76%
Improving preparation for floods, wildfires, and other natural disasters	38%	38%	17% 7%	76%
Requiring funds are locally controlled	40%	35%	15% <mark>5%</mark>	75%
<u>Maintaining</u> youth and afterschool programs	44%	31%	18% <mark>6%</mark>	74%
Maintaining neighborhood policing	44%	31%	18% 7%	74%
Retaining, hiring and training additional police officers, firefighters and paramedics	47%	26%	22%	73%



Ext. Impt.	/ery Impt. 🔳 Smwt. I	mpt. 🔳 Not at All Imp	ot. 🔳 Don't Know	Ext./Very
Improving City services	26%	46%	23%	72%
Upgrading firefighting protective equipment such as hoses, boots, and helmets	42%	29%	21% ^{5%}	71%
Repairing potholes on neighborhood streets	34%	36%	<mark>24%</mark> 5%	70%
Maintaining senior programs	30%	39%	25% ^{5%}	69%
Requiring audits	39%	28%	20% 8% ^{5%}	67%
Increasing the number of trained EMT firefighters	37%	30%	22% 6%	67%
Expanding anti-gang programs	35%	30%	25% <mark>6%</mark>	65%
Restoring anti-drug programs	35%	29%	27% 7%	64%



🔳 Ext. Impt. 🔳 Very In	npt. 🔳 Smwt. Imp	t. 🔳 Not at All Impt	t. ■ Don't Know	Ext./Very Impt.
Ensuring city buildings and facilities are accessible to people with disabilities	29%	35%	24% <mark>9%</mark>	64%
Improving water conservation	31%	32%	24% <mark>11%</mark>	63%
Restoring anti-gang programs	29%	34%	26% 10%	63%
Upgrading and repairing sidewalks	26%	37%	31% 6	<mark>% 63%</mark>
Installing storm drains to help prevent flooding	34%	26%	31% 7%	60%
Improving parks and recreation programs	30%	29%	27% 12%	59%
Adding a fire station to improve emergency response times	27%	32%	25% <mark>9%</mark> 7	% 59%
Maintaining animal services	26%	32%	30% 10%	58%
Expanding youth and sports recreation programs	26%	30%	33% 119	56%
E A A A I would like to ask you some questions about the services prov	uided by the City of Clovic	and aspects of City hudgetin	a Please tell me wheth	er it is extremely



Summary of Results

- 61% of residents continue to believe Clovis is headed in the right direction, a strong finding in today's challenging state and regional environment.
- Over two-thirds of voters are extremely/very concerned about inflation/the cost of living and the cost of housing.
- More than/close to 90% of Clovis voters consider the following to be extremely/very important:
 - Protecting local drinking water sources
 - Keeping public areas safe and clean
 - Maintaining 911 emergency response
 - Maintaining fire protection
 - Retaining local small businesses/jobs
 - Fiscal accountability



For more information, contact:



John Fairbank

John@FM3research.com

Adam Sonenshein

Adam@FM3research.com

Maya Gutierrez

Gutierrez@fm3research.com

The Lew Edwards Group

Info@lewedwardsgroup.com

