City of Newark:
Community Priorities Survey

June 23, 2016
The City of Newark commissioned Godbe Research to conduct a survey of local voters with the following research objectives:

- Gauge satisfaction with the City's provision of services and management of public funds;
- Assess potential community support for a sales tax measure to upgrade City facilities with funding that cannot be taken by the State;
- Identify community priorities for projects and programs;
- Test the influence of informational statements on potential support; and
- Identify any differences due to demographic and/or voter behavioral characteristics.
Methodology Overview

- Data Collection: Telephone and Internet Interviewing
- Universe: 13,822 likely November 2016 voters in the City of Newark
- Fielding Dates: May 19 through May 30, 2016
- Interview Length: 20 minutes
- Sample Size: n=413 (phone = 280; online = 133)
- Margin of Error: ± 4.75%

The data have been weighted to reflect the actual population characteristics of likely voters in the City of Newark in terms of their gender, age, and political party type.
Opinion on Job the City is Doing Providing City Services (n=413)

- Very Favorable: 27.3%
- Somewhat Favorable: 47.8%
- Somewhat Unfavorable: 10.9%
- Very Unfavorable: 3.5%
- DK/NA [Not sure]: 10.5%

Job Providing Services
Total Fav = 75.1%
Total Unfav = 14.4%
Ratio Fav to Unfav = 5.2
Opinion on Job the City is Doing to Effectively Manage Public Funds (n=413)

- Somewhat Favorable: 42.4%
- Somewhat Unfavorable: 15.0%
- Very Unfavorable: 6.6%
- Very Favorable: 15.3%
- DK/NA [Not sure]: 20.7%

Job Managing Taxpayer $s
Total Fav = 57.6%
Total Unfav = 21.7%
Ratio Fav to Unfav = 2.7
Uninformed Support for Sales Tax (n=413)

- Definitely Yes 34.8%
- Probably Yes 29.4%
- Total Support 64.2%
- Definitely No 19.1%
- DK/NA [Not sure] 4.5%
- Probably No 12.2%

To upgrade City of Newark facilities and services, including:
- replacing the aging library, providing disabled access and space for senior, teen and children's programs;
- replacing the seismically unsafe police operations center, emergency operations center and city facilities with seismically safe buildings;
- enhancing parks;
- enhancing city streets; and
- other city facilities and services;

shall Newark enact a one-half cent sales tax, providing $3.5 million dollars annually, for 25 years, with annual audits, independent citizens' oversight, and all funds spent locally?
Community Priorities  
(n=413)

- Enhance neighborhood police patrols, crime prevention
- Fix potholes
- Provide police ops ctr that meets current seismic codes
- Provide modern police ops ctr that includes up-to-date tech
- Provide improved access for seniors & disabled residents
  - Provide safe playground equipment in our parks
  - Enhance city streets
- Replace the seismically unsafe police operations center
  - Enhance city streets, sidewalks and crosswalks
- Provide a safe, energy-efficient library that meets codes
- Replace the aging library, providing disabled access
  - Provide a larger children’s section at the library
- Create space for after school, homework & tutoring teens
- Provide space for summer reading pgms for children
- Replace City facilities to meet current seismic codes
  - Enhance parks
- Provide space in the new library for more books and mats
- Provide space in the library for senior programs

Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores:
Influence of Supporting Statements
(n=413)

- Give Newark local control over local funds for local needs: 1.25
- Updated police ops ctr improve PD's anti-drug capabilities: 1.22
- New Emergency & Police Ops Ctrs improve response: 1.22
- Current Police Ops Ctr, etc not usable after major quake: 1.16
- Requires an independent taxpayers' oversight committee: 1.16
- New Emergency Ops Ctr, etc would be energy efficient: 1.16
- Newark PD's crime prevention more effective with tech: 1.15
- Continue Newark' high standards for fiscal accountability: 1.13
- Fiscally responsible to rebuild community facilities now: 1.11
- City will save taxpayer $ using existing Civic Center site: 1.06
- Sacramento has taken $10,000,000s from City of Newark: 1.06
- School district and the City would partner to share space: 1.06
- Includes exemptions for groceries and Rx medications: 0.98

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.
To upgrade City of Newark facilities and services, including
- replacing the aging library, providing disabled access and space for senior, teen and children’s programs;
- replacing the seismically unsafe police operations center, emergency operations center and city facilities with seismically safe buildings;
- enhancing parks;
- enhancing city streets; and
- other city facilities and services;
shall Newark enact a one-half cent sales tax, providing $3.5 million dollars annually, for 25 years, with annual audits, independent citizens’ oversight, and all funds spent locally?
Support for Alternative Bond Measure (n=413)

To upgrade City of Newark facilities, including:
- replacing the aging library, providing disabled access, and space for senior, teen and children's programs;
- replacing the seismically unsafe police operations center, emergency operations center and city facilities with safe buildings; and
- enhancing parks;

shall Newark issue $62 million dollars in bonds at legal rates, requiring an average debt service of $4.3 million dollars annually, for 25 years, by assessing $59 per $100,000, requiring financial audits, independent citizen oversight and all funds spent in Newark?
The survey revealed a solid base of voter support for a general purpose sales tax measure. Support for the measure in the November 2016 election was 64.2% on the uninformed test and 60.9% on the informed test.

Top community priorities include:

- Provide a police operations center that meets current seismic safety codes and will survive an earthquake and be up and running in a disaster.
- Provide a modern police operations center that includes up-to-date crime fighting technology and is flexible to adapt to new technology and operational necessities.
- Provide a safe, energy-efficient library that meets earthquake and fire codes.
- Replace the aging library, providing disabled access and space for senior, teen and children’s programs, with space for children’s books and learning materials and story times.

Key informational statements include:

- The measure will give Newark local control over local funds for local needs - requiring that our tax dollars are spent for Newark residents. No funds can be taken by Sacramento.
- The updated police operations center will improve the Newark Police Department's anti-drug and gang prevention capabilities.
- The new Emergency Operations Center and Police Operations Center will improve response times for fire and emergency services.
- The current Police Operations Center, Library and City facilities would not be usable after a major earthquake, slowing disaster response to Newark residents.

Given the survey findings, the simple majority required for approval, Godbe Research recommends that the City of Newark consider moving the process forward to a November 2016 general purpose sales tax measure election.
www.godberesearch.com

California and Corporate Offices
1575 Old Bayshore Highway, Suite 102
Burlingame, CA 94010

Nevada Office
59 Damonte Ranch Parkway, Suite B309
Reno, NV 89521

Pacific Northwest Office
601 108th Avenue NE, Suite 1900
Bellevue, WA 98004