City of Newark:
2020 Community Priorities Survey – Key Highlights

May 2020
Overview and Research Objectives

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 interest for a UUT extension measure to maintain critical City services with funding that cannot be taken by the State;
- Prioritize projects and programs to be funded with the proceeds; and
- Identify any differences in voter support due to demographic and/or voter behavioral characteristics.
<table>
<thead>
<tr>
<th>Methodology Overview</th>
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<tbody>
<tr>
<td><strong>Data Collection</strong></td>
</tr>
<tr>
<td><strong>Universe</strong></td>
</tr>
<tr>
<td><strong>Fielding Dates</strong></td>
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<tr>
<td><strong>Interview Length</strong></td>
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<td><strong>Sample Size</strong></td>
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<td><strong>Margin of Error</strong></td>
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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.
Key Findings
Nearly Two-Thirds Perceive the City is Doing a Good Job Providing Services (n=373)

<table>
<thead>
<tr>
<th>Perception Level</th>
<th>Nov '20</th>
<th>Nov '16</th>
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</thead>
<tbody>
<tr>
<td>Very favorable</td>
<td>17.5%</td>
<td></td>
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<tr>
<td>Somewhat favorable</td>
<td>47.3%</td>
<td></td>
</tr>
<tr>
<td>Somewhat unfavorable</td>
<td>15.9%</td>
<td></td>
</tr>
<tr>
<td>Very unfavorable</td>
<td>3.7%</td>
<td></td>
</tr>
<tr>
<td>DK/NA</td>
<td>15.6%</td>
<td></td>
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Total Favorable: Nov '20 - 65.4%, Nov '16 - 75.1%
Total Unfavorable: Nov '20 - 16.3%, Nov '16 - 14.4%
Ratio Fav to Unfav: Nov '20 - 4.0, Nov '16 - 5.2
Majorities Continue to Perceive the City Manages Public Funds Effectively (n=373)

<table>
<thead>
<tr>
<th>Perception</th>
<th>Nov '20</th>
<th>Nov '16</th>
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</thead>
<tbody>
<tr>
<td>Very favorable</td>
<td>12.4%</td>
<td>12.4%</td>
</tr>
<tr>
<td>Somewhat favorable</td>
<td>39.6%</td>
<td>57.6%</td>
</tr>
<tr>
<td>Somewhat unfavorable</td>
<td>21.4%</td>
<td>21.7%</td>
</tr>
<tr>
<td>Very unfavorable</td>
<td>7.6%</td>
<td>12.4%</td>
</tr>
<tr>
<td>DK/NA</td>
<td>19.0%</td>
<td>19.0%</td>
</tr>
</tbody>
</table>

Total Favorable: Nov '20 52.0% Nov '16 57.6%
Total Unfavorable: Nov '20 29.0% Nov '16 21.7%
Ratio Favorable to Unfavorable: Nov '20 1.8 Nov '16 2.7
Up to Two-Thirds Interested in Extending Existing Local Funding (n=373)

To maintain critical City services, including:
- neighborhood patrols, crime prevention, anti-drug and gang-prevention programs;
- 9-1-1 emergency response, fire protection services;
- repairing potholes and city streets;
- keeping the Senior Center open;
- maintaining school police officers;
- parks and recreation programs;
- and other city services;
shall the City of Newark extend the existing voter-approved utility users tax until ended by voters, without increasing the current 3.25% rate, providing $3.5 million dollars annually, exempting seniors and low-income residents, requiring independent audits, with no money for Sacramento?

- Definitely Yes: 31.2%
- Probably Yes: 35.6%
- Probably No: 11.7%
- DK/NA: 5.7%
- Definitely No: 15.7%

Total Support: 66.8%
Priorities for Local Funding I (n=373)

Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores:
Priorities for Local Funding II (n=373)

Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores:
Informational Statements I
(n=373)

I. The measure will give Newark local control over local funds for local needs. No funds can be taken by Sacramento

H. This measure is not a property tax, all businesses and residents will pay their fair share so homeowners don’t shoulder the entire cost

E. The measure will ensure rapid response times for fire and emergency services are maintained

A. The measure will help keep police officers on the streets to maintain the successful crime fighting efforts that keep Newark residents safe

F. The measure requires independent financial audits, and yearly reports to the community to ensure that all funds are spent as promised

C. This measure will maintain and enhance public safety including neighborhood police patrols, emergency response times, crime prevention and fire protection...

G. The measure will help maintain core city services such as police patrols, and park and road maintenance

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.
**Informational Statements II**

*(n=373)*

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
- "No Effect" = 0

D. The measure is not a tax increase, it simply extends the current rate to maintain critical city services

L. The City has used part of the funds from the current measure to maintain the emergency reserve, putting the City on a sound fiscal standing, extending the measure...

J. This measure provides a protected and reliable source of local revenue to prevent severe cuts to critical resident services.

M. This measure is needed to maintain current levels of public safety and police services, including neighborhood police patrols, and crime and gang prevention programs.

K. This measure will prevent cuts to community police services which involves Newark police officers working closely with businesses, community organizations, and...

B. The measure will help maintain programs to identify and fight drug and gang violence.

1.05

1.06

1.10

1.10

1.11

64.5%

69.1%

Tier 2

Tier 1 cont’d
Nearly Two-Thirds Remain Interested in Extending Local Funding After Hearing More Information (n=373)

To maintain critical City services, including
- neighborhood patrols, crime prevention, anti-drug and gang-prevention programs;
- 9-1-1 emergency response, fire protection services;
- repairing potholes and city streets;
- keeping the Senior Center open;
- maintaining school police officers;
- parks and recreation programs;
- and other city services; shall the City of Newark extend the existing voter-approved utility users tax until ended by voters, without increasing the current 3.25% rate, providing $3.5 million dollars annually, exempting seniors and low-income residents, requiring independent audits, with no money for Sacramento?
Majorities Are Also Potentially Interested
Continuing Funding for a 9-year Period
(n=373)

Instead of levying the utility users tax until ended by voters, another alternative would be to end it after 9 years, would you vote yes or no on the measure?

- Definitely No: 16.3%
- DK/NA: 12.5%
- Probably No: 13.8%
- Probably Yes: 20.3%
- Definitely Yes: 37.2%

Total Support: 57.5%