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# City of Porterville Community Issues Survey


Survey Conducted:  
May 6-13, 2018




OPINION  
RESEARCH  
& STRATEGY

# Survey Methodology


Conducted a Dual Mode Survey, online, by cell, and landline between May 6-13, 2018



Surveys were completed using a random sample of 361 voters registered in the City of Porterville who are likely to vote in the November 2018 statewide election



Overall margin of error for whole sample:  $\pm 5.2\%$ ;  
Margin of error for half the sample:  $\pm 7.3\%$

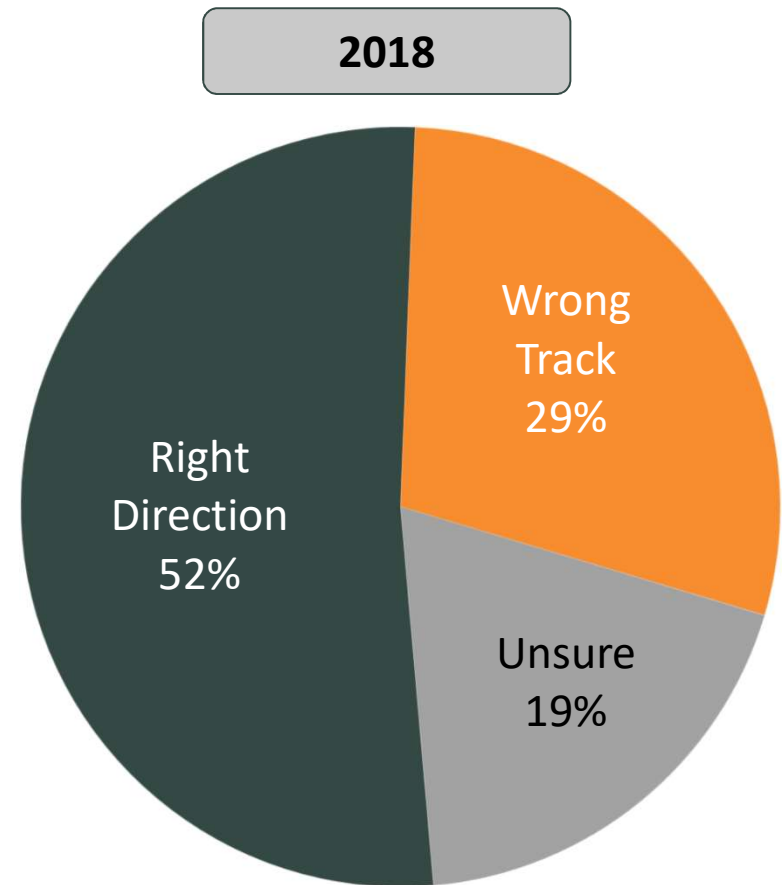
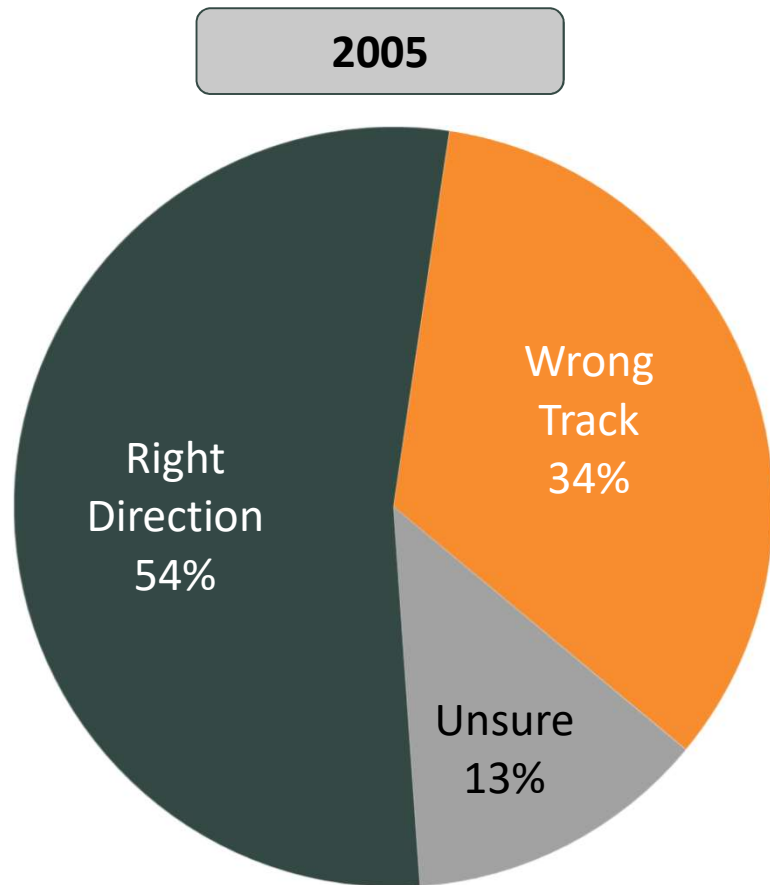


Some percentages may not sum to 100% due to rounding

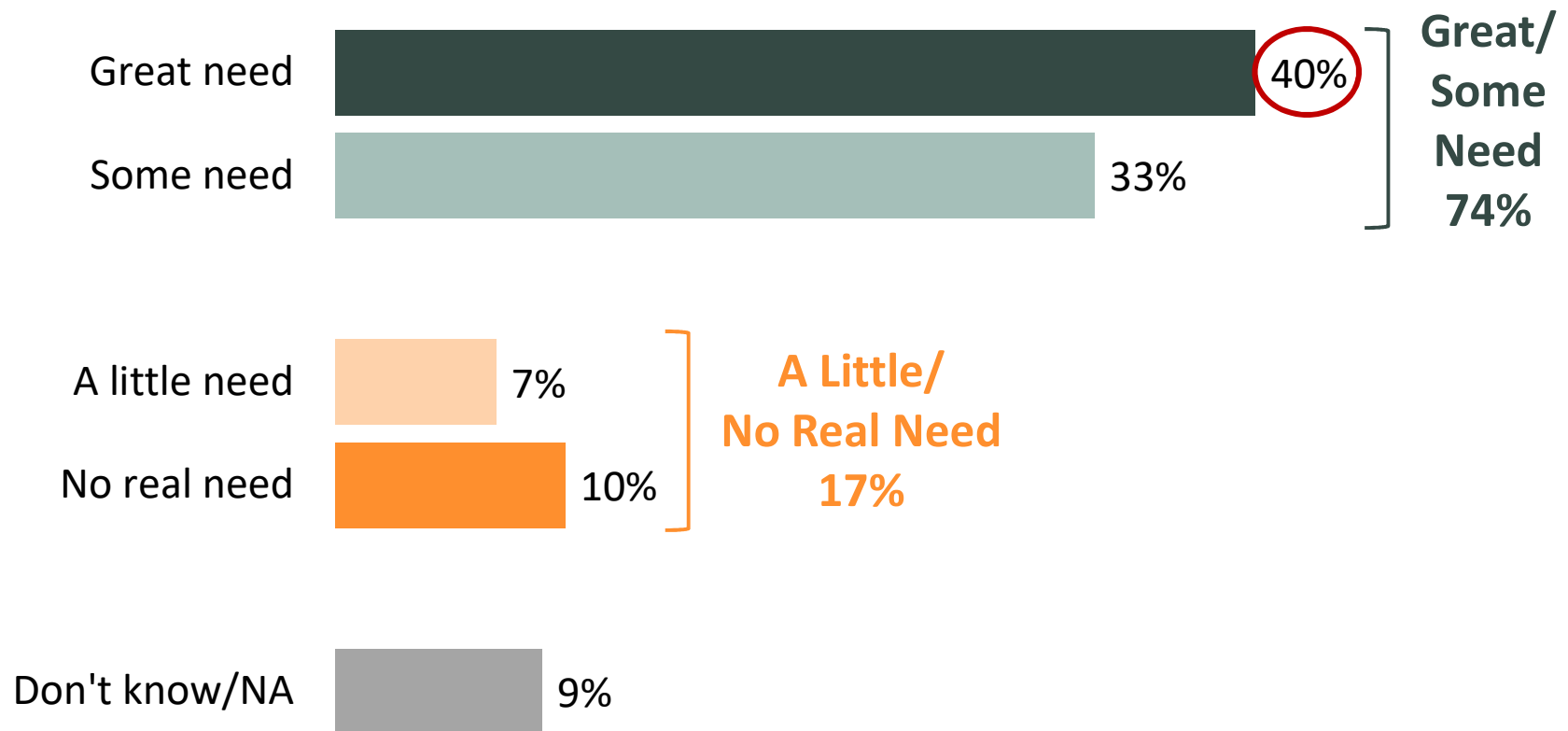


# Community Mood

# Overall, a majority of voters believe the City of Porterville is going in the right direction, as observed in 2005.



# Nearly three-fourths of all voters believe the City of Porterville has a need for additional funds, with forty percent stating that need is great.



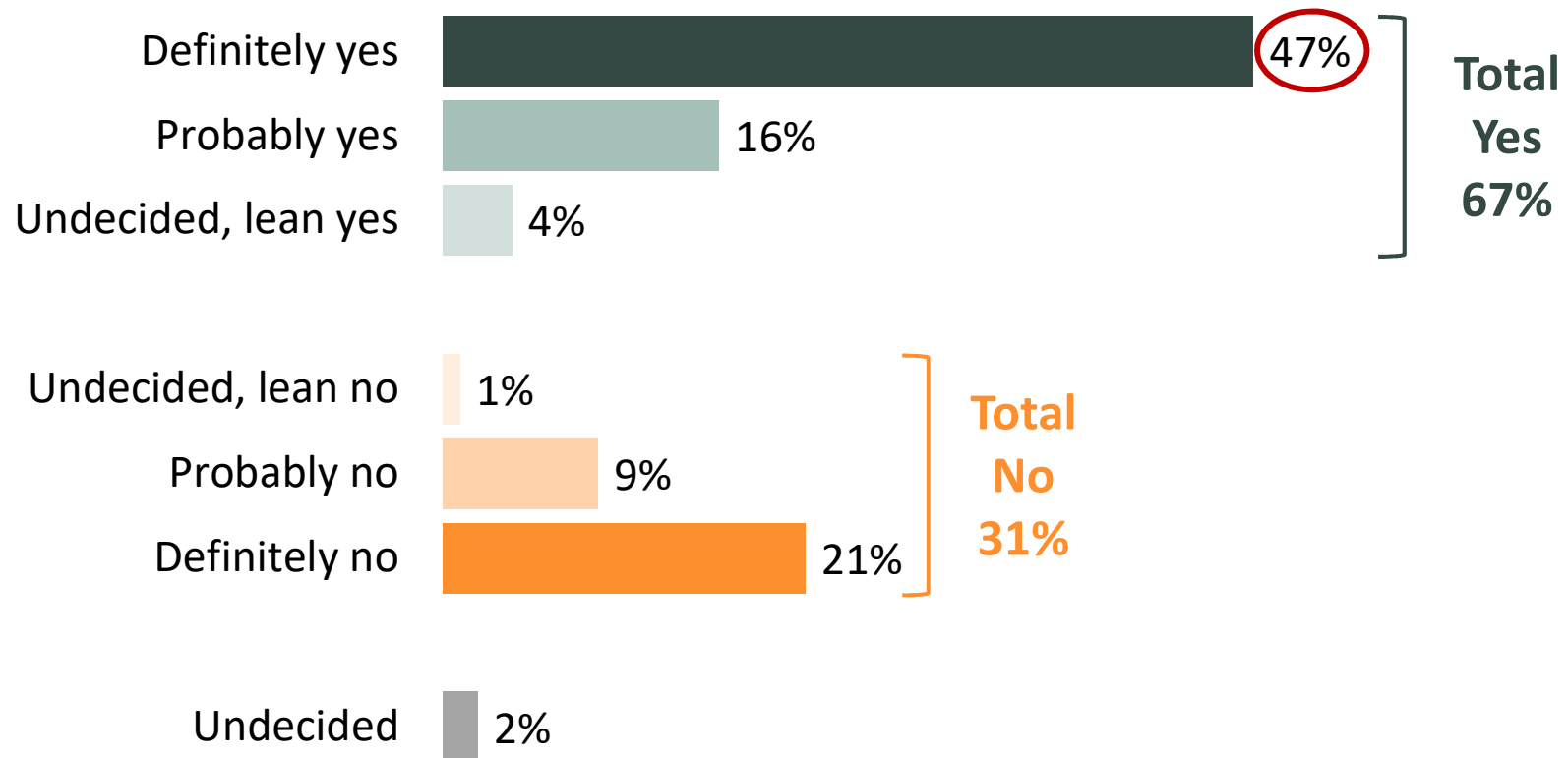


# **Conceptual Local Funding Measure**

# **CITY OF PORTERVILLE PUBLIC SAFETY AND ESSENTIAL CITY SERVICES MEASURE**

“Shall an ordinance be adopted to maintain and improve police, fire, and emergency response times; recruit and retain well-trained police officers; increase neighborhood and school police patrols; maintain anti-gang programs, youth and after school programs, senior services; maintain and repair streets; unrestricted general revenue purposes, by establishing a one-cent sales tax providing approximately \$6,000,000 annually until ended by voters; requiring independent audits, citizen’s oversight and all funds used for Porterville?”

# Two-thirds of respondents initially support the local revenue measure, with nearly a majority who would “definitely” vote to in favor of it.

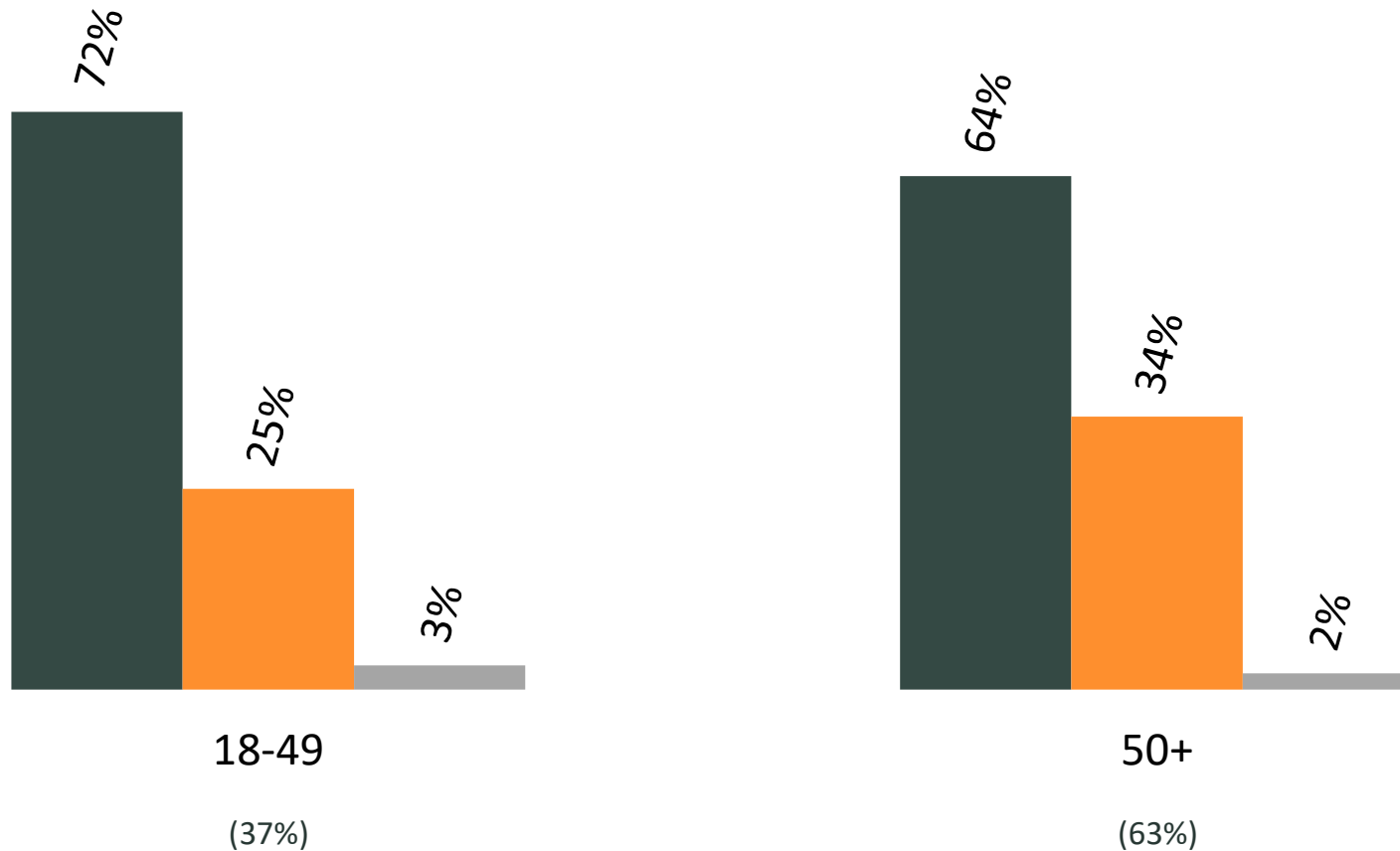




# Under current law (requiring a simple majority passage), the measure carries across ages.

*Initial Vote by Age*

■ Total Yes ■ Total No ■ Undecided



(% of Sample)

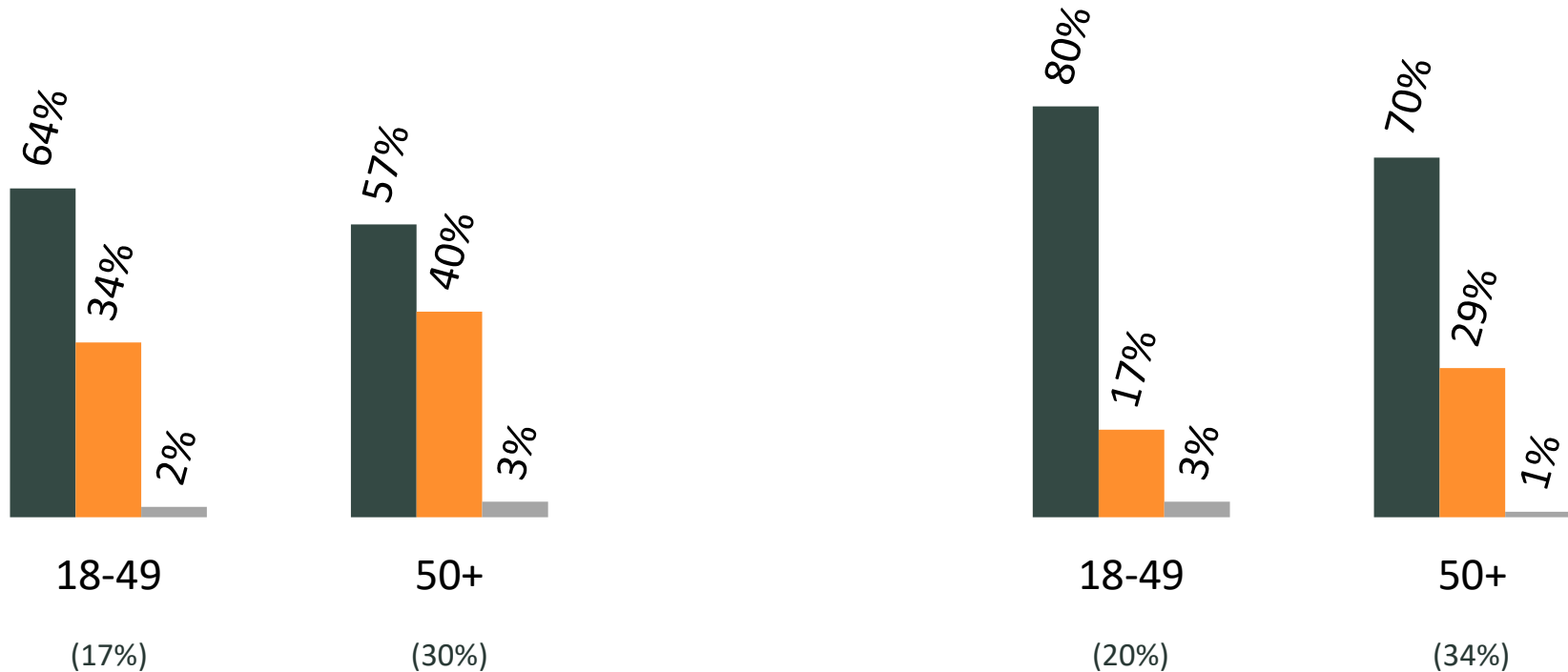
# The measure carries across gender.

Initial Vote by Gender by Age

■ Total Yes ■ Total No ■ Undecided

Men

Women

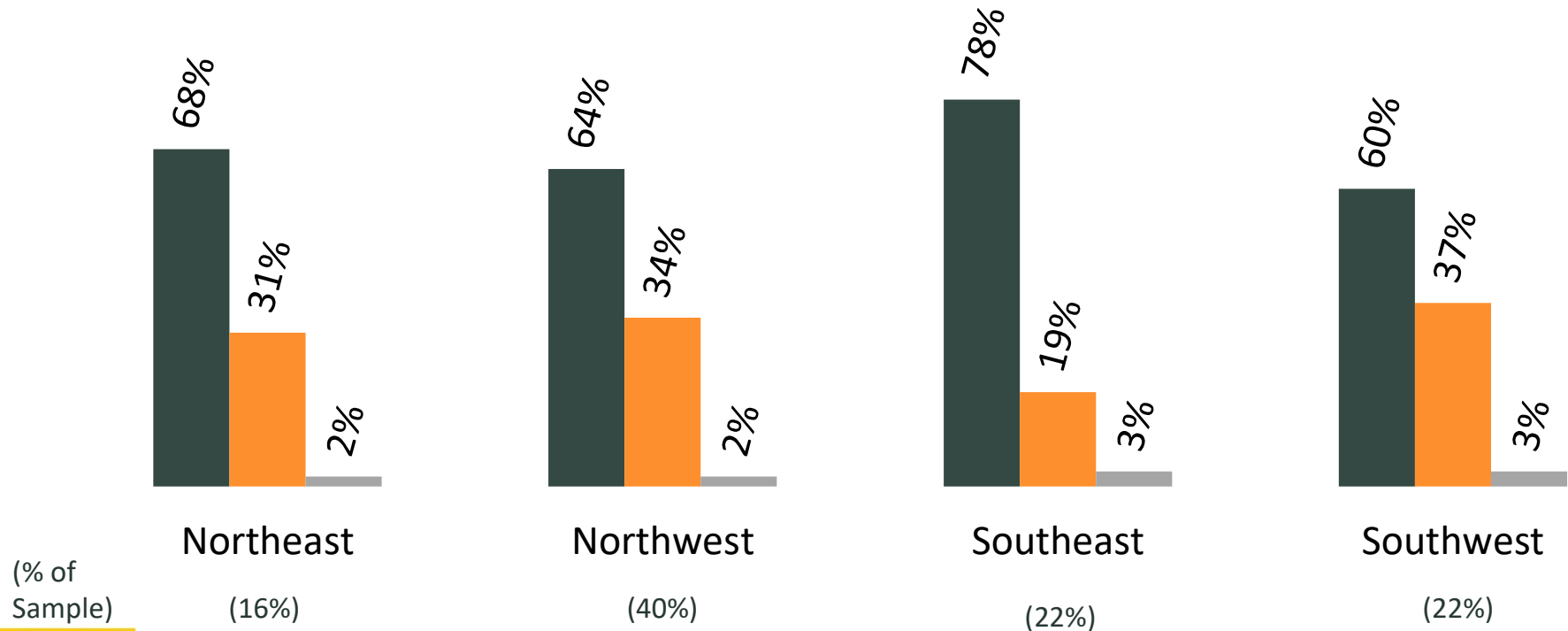


# The measure carries in all parts of the City.

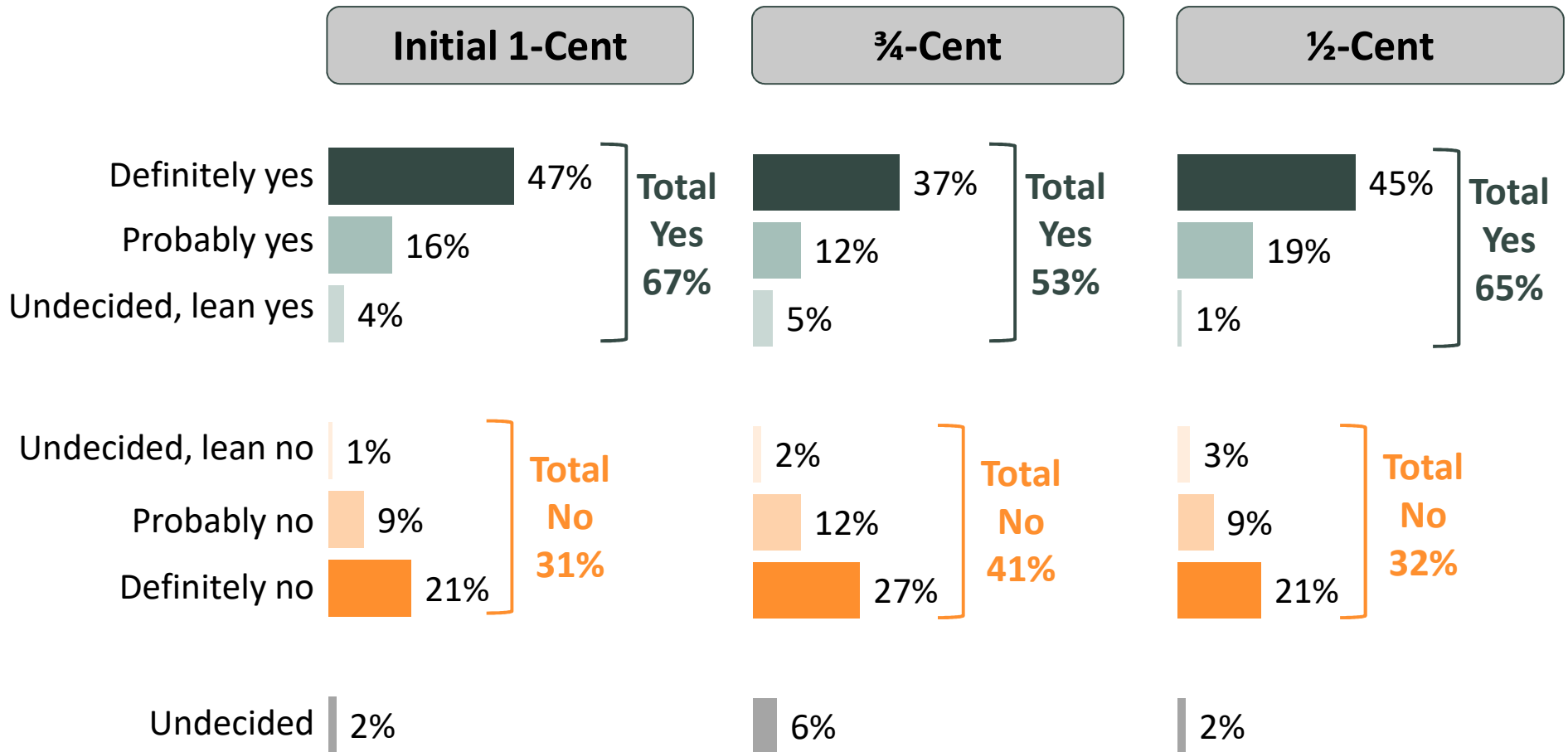
## Initial Vote by Quadrant

North/South of Morton Ave.  
East/West of Hwy 65

■ Total Yes ■ Total No ■ Undecided

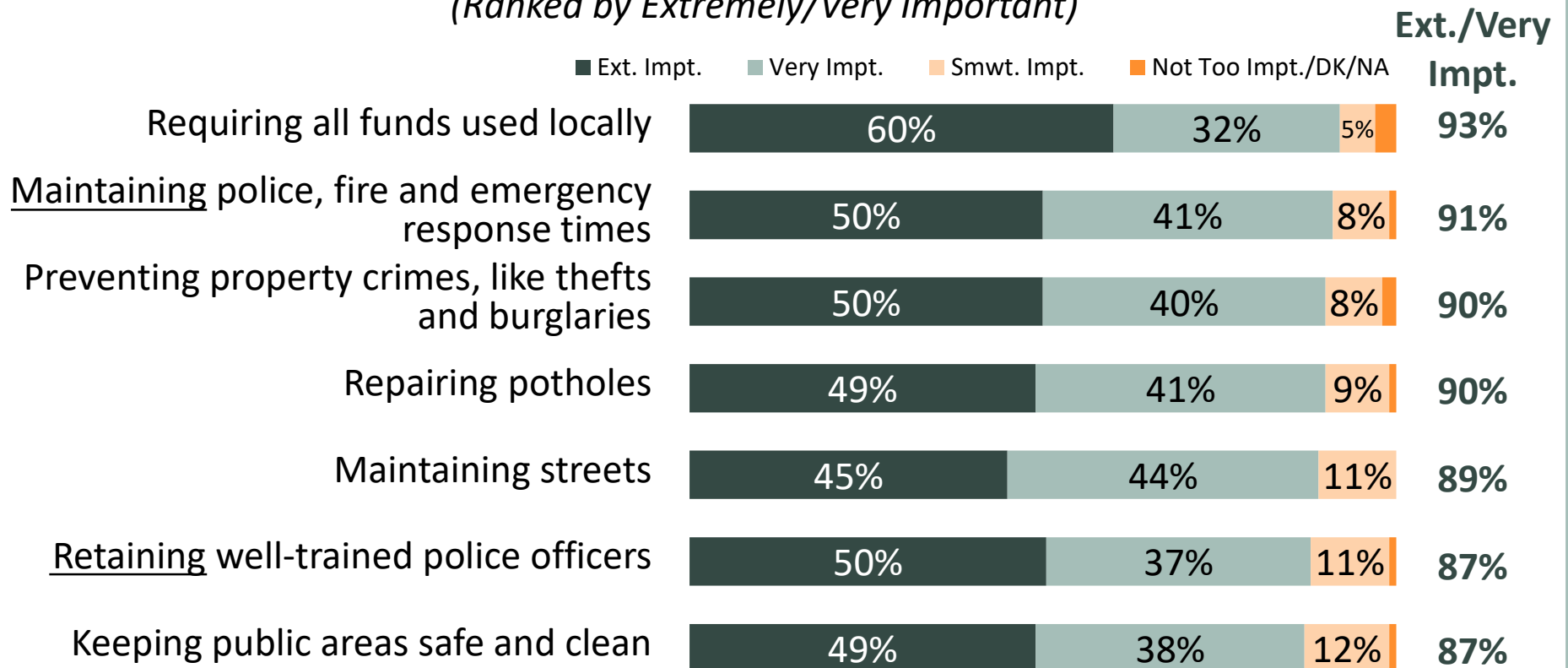


# Support for the measure is strongest when the tax rate is set at one cent.



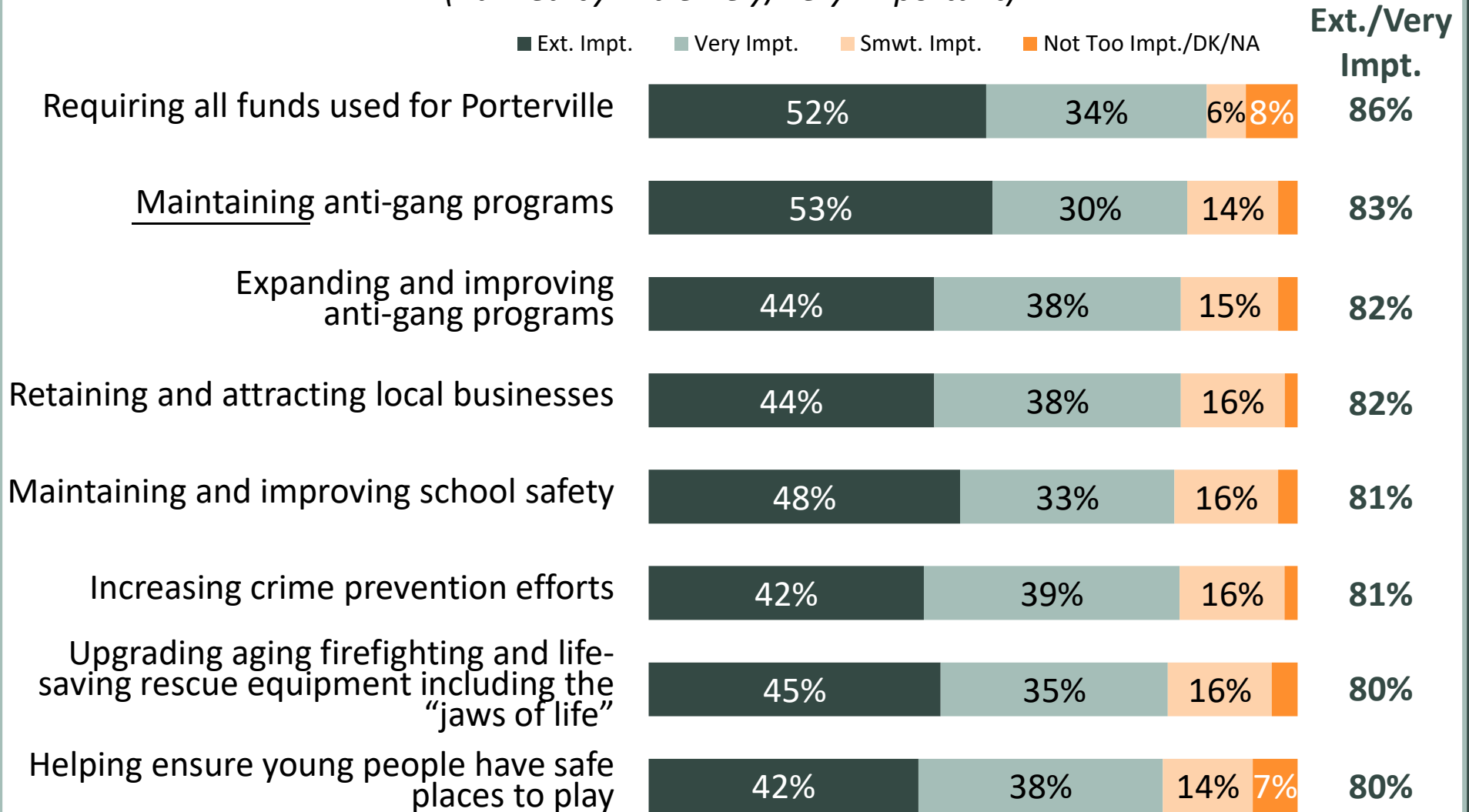
# Requiring that all funds are used locally, maintaining police, fire, and emergency response times, and preventing property crimes were among the features and services prioritized by the public.

*(Ranked by Extremely/Very Important)*



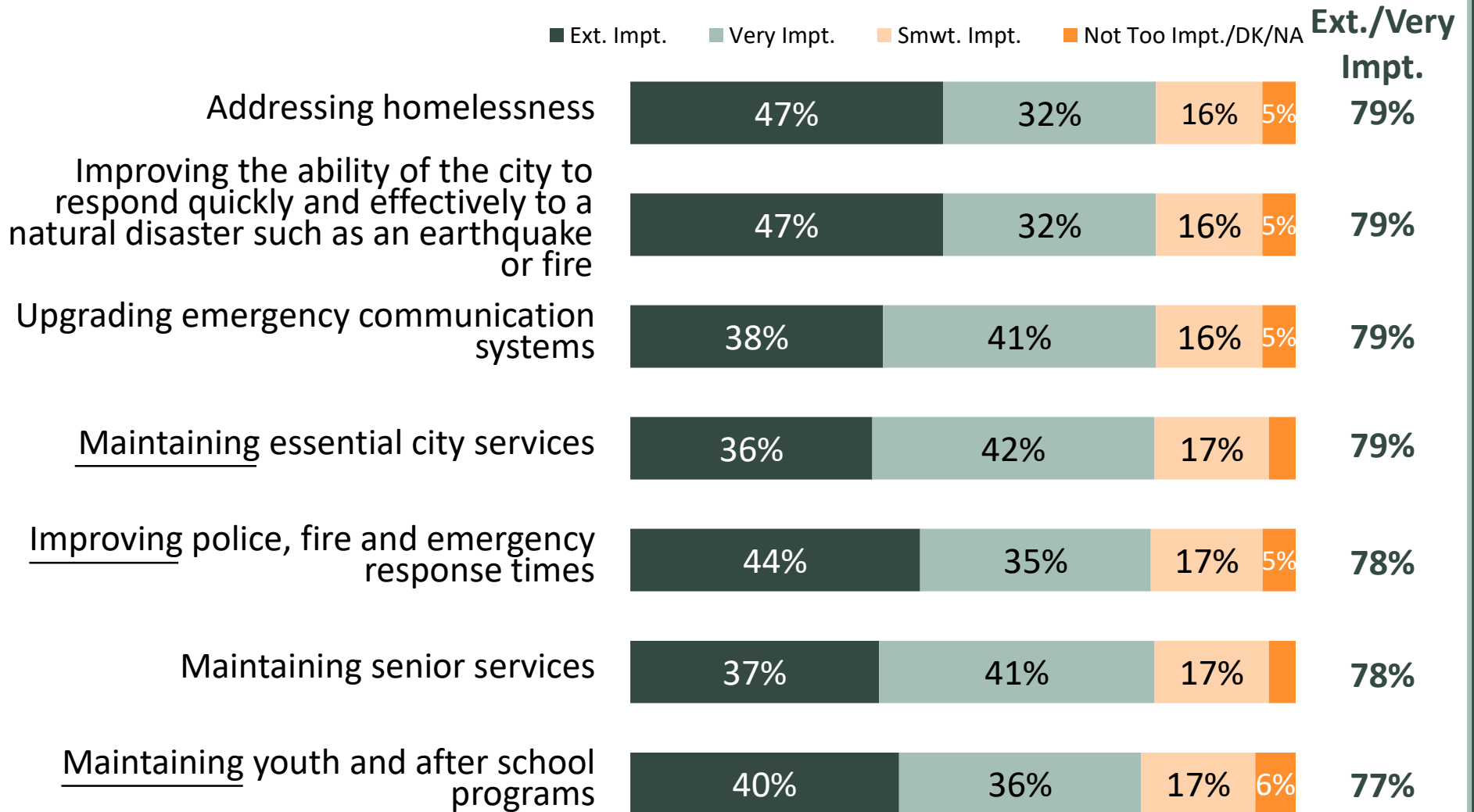
# Community Priorities (Continued)

(Ranked by Extremely/Very Important)



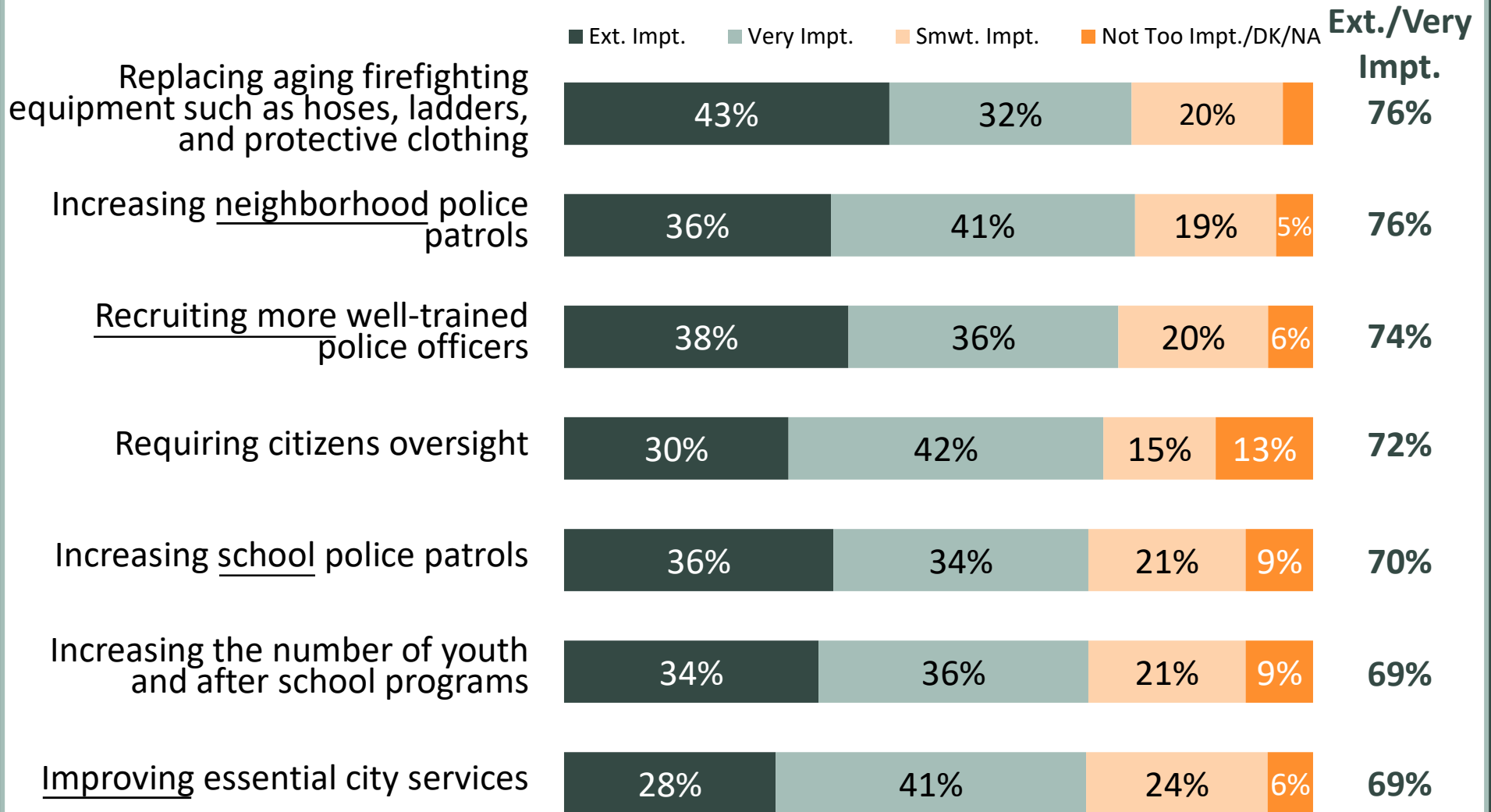
# Community Priorities (Continued)

(Ranked by Extremely/Very Important)



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(Ranked by Extremely/Very Important)



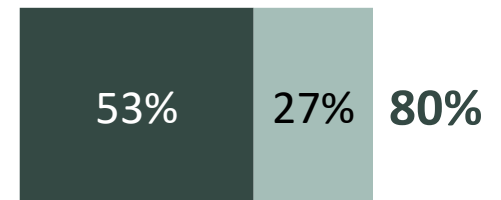




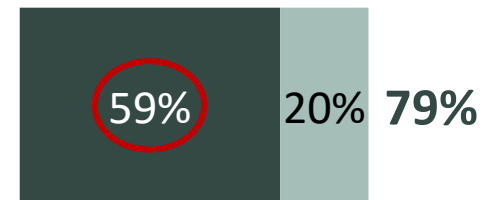
# **Information of Interest to the Public**

# The importance of maintaining emergency response times, the poor ratings of the City's streets, and maintaining the quality of life are among the information of most interest to the public.

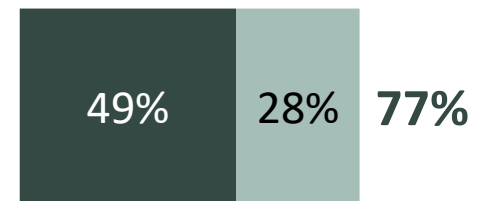
**(MAINTAIN RESPONSE TIMES)** Almost 60% of all 911 calls to the Porterville Fire Department require emergency medical attention. The American Heart Association says brain deterioration starts between 4 to 6 minutes after a person stops breathing. This measure will help achieve rapid response times from our City's firefighters and emergency medical workers who are the first to respond and save lives.



**(STREET RATINGS)** Almost 60% of Porterville streets are rated "poor," "very poor" or worse by independent pavement management engineers. It is about time we make these essential repairs before they get even worse.

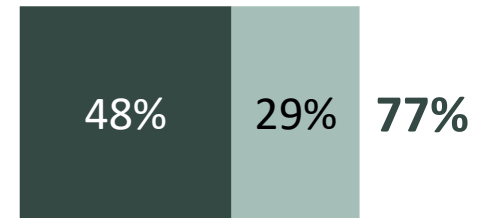


**(QUALITY OF LIFE)** Well-maintained streets, the quality of local parks, safe and clean public areas and neighborhoods, and rapid emergency response by police and fire departments are investments that strengthen our community, improve property values and make it a more desirable place to live, do business and raise a family.

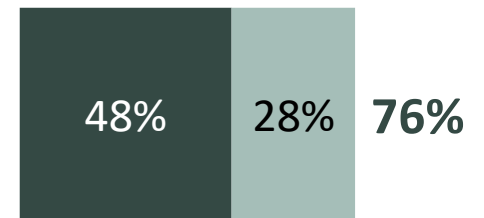


# Information of Interest to the Public (Continued)

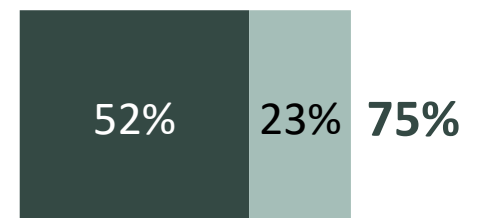
**(PD NOT GROWING)** Since 2008 Porterville's population has grown 15%, or about 8,000 people, and is expected to keep growing. Yet, over the same period, the police department has not added any more officers, resulting in less police to respond to the increased call volume. Porterville needs additional funds to hire more police officers and ensure they have the proper resources to keep our city safe.



**(YOUTH)** Passing this measure will maintain and increase City-funded after-school and job training programs, as well as gang prevention programs for at-risk youth. These programs offer more than fourteen thousand Porterville kids with safe and supervised activities that keep these children and youth off the streets, away from gangs and out of trouble.



**(KEEPING GANGS OUT)** There are about 200 gang members who live or frequent Porterville. Passing this measure will allow the City police department to better address gang violence, including drive-by shootings and assaults with a deadly weapon, and keep gang members and drug dealers from nearby communities out of our city.





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