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TO Interested Parties

FROM FM3 Research

RE: City of Riverside Community Issues Survey

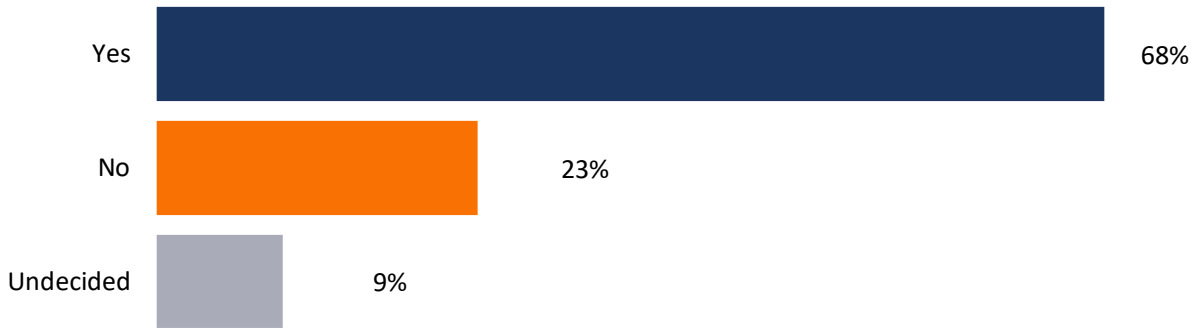
DATE February 21, 2021

Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently conducted a survey of residents of the City of Riverside to examine community satisfaction and funding priorities[i]. **The study found that a strong majority of respondents support amending the City Charter to maintain local funding and the City's financial stability by continuing the existing voter-approved practice of transferring utility revenue to the City's General Funds for use on services such as 911 response, police/fire, homeless needs, and parks.**

Key findings from the study include:

- **Respondents rated City services in departments such as Riverside Public Utilities, the Fire Department and Police Departments.** Seventy-one percent rated Riverside Public Utilities as doing an excellent/good job. The Police and Fire Departments also received positive ratings with 65% rating the Police Department as doing an excellent/good job and 88% rating the Fire Department as doing an excellent/good job.
- **More than two-thirds of all respondents support a simple-majority measure re-authorizing an existing voter-approved budget procedure that transfers the City's utility revenue to the general fund for use on services such as 911 response, police/fire, homeless needs, and parks.** (**Figure 1**)**.** Sixty-eight percent of respondents indicated that they support a Voter-reauthorizaton of such a measure, far exceeding the majority-vote threshold necessary for passage and well outside the survey's margin of error. Support for the measure is significantly greater than the 23% of respondents who said they would oppose it. An additional 9% of respondents were unsure about the measure.

Figure 1: Support for City Charter Amendment to Continue Providing General Fund Revenue



- **Respondents prioritized ensuring local funding is maintained for public safety services such as 911 response, fire and paramedic services, keeping public areas and parks clean and safe, and addressing homelessness, among other priorities.** Overall, nearly all respondents indicated that "maintaining 911 response" was extremely or very important to fund (93%), as was "maintaining fire and paramedic services" (92% extremely/very important). Similarly, "keeping public areas and parks clean and safe" (87% extremely/very important); "maintaining public safety services" (86% extremely/very important); and "addressing homelessness" (85% extremely important) were highly prioritized by respondents. **Figure 2** below includes a list of the projects and services considered by more than eight-in-ten respondents to be extremely or very important to be funded through the General Fund if the proposed measure passes.

Figure 2: Top Funding Priorities, Ranked by "Extremely Important/Very Important"

Funding Priority	"Extremely/Very Important"
Maintaining 911 response	93%
Maintaining fire and paramedic services	92%
Keeping public areas and parks clean and safe	87%
Maintaining public safety services	86%
Addressing homelessness	85%
Preventing and preparing for wildfires	84%
Maintaining essential city services	84%
Preparing for and recovering from public health emergencies	83%
Maintaining local infrastructure	83%
Retaining local businesses	82%
Maintaining street repairs	82%
Investigating and preventing property crimes	81%

Overall, survey results indicate that a large majority (68%) support amending the City Charter and allowing the City to continue transferring funds from electric rates to its General Fund. Respondents prioritize funding for a variety of services and infrastructure needs such as maintaining 911 response and fire and paramedic services; keeping public areas and parks clean and safe; and addressing homelessness.

[i] Fairbank, Maslin, Maullin, Metz & Associates (FM3) conducted a dual-mode survey online and by telephone (cellular and landline) between January 7-14, 2021, among a random sample of 709 voters registered in the City of Riverside who are likely to participate in a November 2022 General Election, of which 385 respondents are also likely to participate in a 2021 Municipal Election. Interviews were conducted in English and Spanish. The margin of error for participants likely to vote in 2022 Election is +/-4.0%. The margin of error for participants likely to vote in 2021 is +/- 5.0% with a 95% confidence interval.