



For Immediate Release:

January 9, 2018

Contact: Ron Bernal, City Manager 925-779-7011

For survey methodology questions, contact: Curtis Below, FM3 Research 510-451-9521

Antioch Residents Weigh in On Their Priorities

Residents provide comprehensive input

Antioch, CA— A Quality of Life community survey conducted in Fall 2017 shows Antioch residents want the City to do a better job protecting, maintaining and enhancing the community’s quality of life to reach the City’s full potential as a safe, clean, beautiful place to live.

The survey, conducted in October by the city’s public opinion firm FM3 Research, was commissioned to assess resident perspectives on their quality of life, including community priorities and needs.

“I want to thank everyone who took the time to participate in this study,” said City Manager Ron Bernal. “It is very important to our new City leadership team that we invest in every neighborhood in our City, to ensure that every resident receives quality service.”

Residents strongly prioritize maintaining 911 police response and police officers patrolling City streets; ensuring water quality and safety; attracting and retaining businesses; and maintaining youth violence prevention programs.

Eighty-three percent of respondents also indicated maintaining Antioch’s financial stability was a top priority, with 70% agreeing that the City needs additional funding.

“I know the community continues to be concerned about crime in general, gangs and youth violence,” said Antioch Police Chief Tammany Brooks. “We must maintain 911 emergency response and increase investment in code enforcement.”

“This community feedback is extremely helpful. We want to continue to engage the public on these quality of life issues,” said City Manager Bernal. “These perspectives not only inform our City Council goal-setting, service delivery and budget planning, but help us to improve transparency and teamwork by making the community a true partner in our efforts to achieve government accountability, trust, safe neighborhoods and quality of life for all residents.”

###

*Fairbank,
Maslin,
Maullin,
Metz &
Associates*

FM3

*Public Opinion Research
& Strategy*

TO: Interested Parties

FROM: Curtis Below and Miranda Everitt
Fairbank, Maslin, Maullin, Metz & Associates

RE: Summary of City of Antioch Community Survey Results

DATE: December 19, 2017

Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently completed a survey of 400 telephone interviews in the City of Antioch.¹ This memo summarizes some of the key findings from that research.

Overall, many shared concerns about crime, homelessness, blight and the economy locally – and seven in ten perceived a need for additional funding to provide services that residents need and deserve. Overwhelming majorities rated a variety of services as important to them personally, including public safety, water quality, financial stability, gang prevention, and economic development. Accordingly, asked about several potential revenue measures, a cannabis tax and a sales tax yielded support above their required vote thresholds.

Among the survey's specific key findings were the following:

- ✓ **Public safety, homelessness and blight are seen as the biggest problems facing the City.** When asked to rank a series of potential problems on a scale of “extremely serious,” “very serious,” “somewhat serious” or “not too serious,” 71 identified *crime, in general* as “extremely” or “very serious,” and 65 percent said the same for both *homelessness* and *gangs and youth violence*. Other issues seen as top problems involved *blight and illegal dumping, an empty downtown, a lack of good-paying jobs in the local area, and traffic congestion on local highways and freeways (Figure 1)*.

*12100 Wilshire Blvd, Suite 350
Los Angeles, CA 90025
Phone: (310) 828-1183
Fax: (310) 453-6562*

*1999 Harrison Street, Suite 1290
Oakland, CA 94612
Phone: (510) 451-9521
Fax: (510) 451-0384*

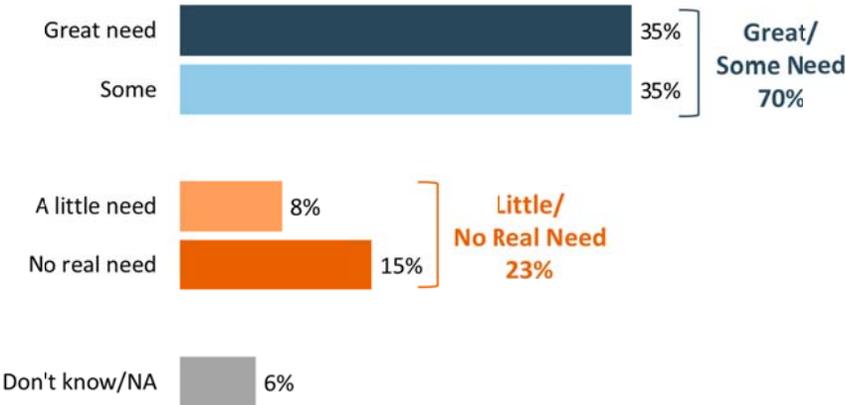
Figure 1: Most-Serious Problems in the City of Antioch

Problem	% Extremely/ Very Serious
Crime, in general	71%
Gangs and youth violence	65%
Homelessness	65%
An empty downtown	58%
Blight and illegal dumping	56%
A lack of good-paying jobs in the local area	55%
Traffic congestion on local highways and freeways	53%
Increasing water rates	46%
The cost of housing	43%
A lack of programs for youth	42%
Traffic congestion on local streets and roads	40%
Waste and inefficiency in local government	38%
Potholes and street repair	36%
A lack of affordable childcare	34%
The amount we pay in local taxes	30%

- ✓ **Seven in ten see a need for additional funding for services residents need and want.** Reflecting their perception of the seriousness of a variety of local challenges, a strong majority of respondents (70%) said that they see at least “some need” for additional City funding – and more than one-third (35%) see a “great need.”

Figure 2: Need for Funding

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



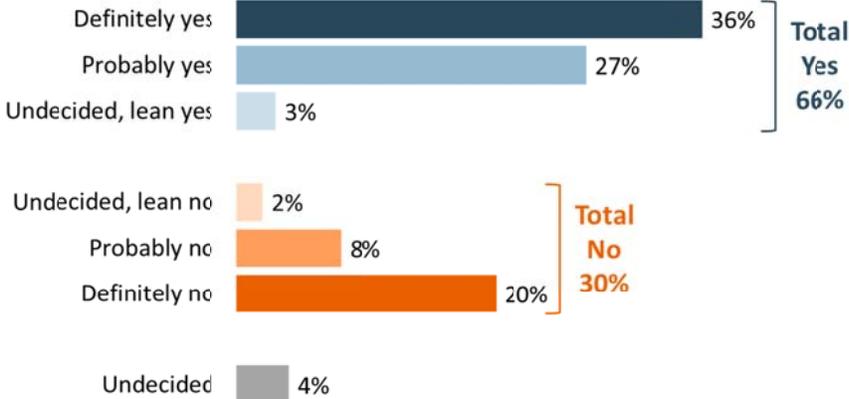
- ✓ Respondents were asked about several potential revenue measures, with a cannabis tax showing support over the needed threshold. By contrast, a conceptual utility users tax, bond measure, and parcel tax each fell short of their required passage threshold.

Figure 3: Support for Revenue Measure Concepts

Measure Concept	% Support	% Oppose	Vote Threshold
A 10% gross receipts tax on businesses selling either medical or recreation marijuana to fund City services	67%	30%	50.1%
A 3.95% tax on certain utilities to fund City services	21%	76%	50.1%
A \$50 million bond measure to repair potholes, upgrade parks, and provide a downtown city center, including a senior center, community center, theater, library, and a one-stop shop for residents to access City services	56%	41%	66.7%
A \$20 per month parcel tax to fund youth programs and recreational services	38%	60%	66.7%

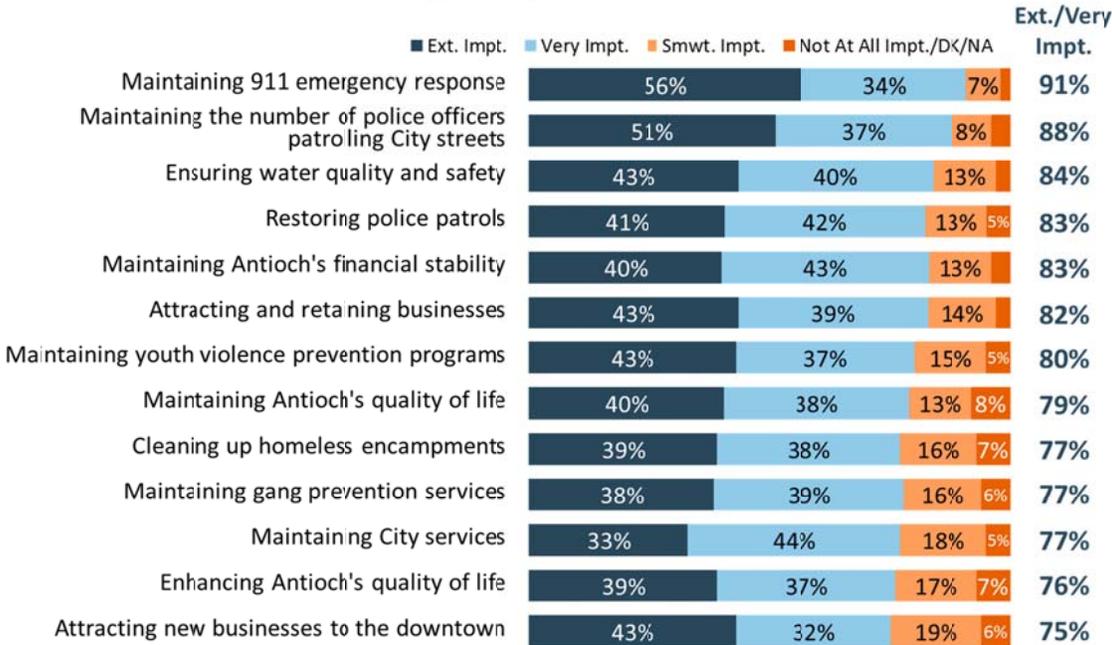
- ✓ Two-thirds supported a potential general-purpose sales tax measure. In this survey, two-thirds (66%) of respondents expressed support for a potential sales tax measure, with more than one-third “definitely” voting yes. Fewer than half as many (30 percent) said they would vote “no” on the measure, with just 4 percent undecided. Such a measure would require a majority vote to pass.

Figure 4: Support for a Potential Sales Tax Measure



- ✓ The most highly valued spending priorities of the proposed finance measure included public safety, water quality, financial stability and economic development. Survey respondents were asked to rank a series of proposed spending priorities and measure provisions in order of importance. As shown in Figure 4, respondents prioritized maintaining 911 emergency response and maintaining the number of police officers patrolling City streets most highly.

Figure 5: Top Spending Priorities and Provisions



In conclusion, the survey results suggest concerns about fundamental issues facing the City, such as crime, homelessness, and job opportunities. Most see at least some need for additional funding for the City to provide services residents need and deserve. At the same time, a strong majority appears open to supporting a local revenue measure, with maintenance of public safety services their highest priority for new funding.

ⁱ **Methodology:** From October 18-24, 2017, FM3 completed 400 telephone interviews (on both landlines and cell phones) in English and Spanish with randomly selected likely November 2018 voters in the City of Antioch. The margin of sampling error for the study is ±4.9% at the 95% confidence level; margins of error for population subgroups within the sample will be higher (e.g., ±6.9% for half the sample). Due to rounding, not all totals will sum to 100%.