



THE CITY OF
WESTMINSTER, CALIFORNIA

CITY OF WESTMINSTER Issues Survey

Survey Conducted:
December 13-21, 2015

Fairbank, Maslin, Maullin, Metz & Associates – FM3

PUBLIC OPINION RESEARCH & STRATEGY

Methodology

- 400 telephone interviews via landline and cell phones
- Survey conducted December 13-21, 2015
- Margin of sampling error +/-4.9% at the 95% confidence interval
- Due to rounding, some percentages do not add up to 100%
- Vietnamese-language version was specifically reviewed by the City for accuracy

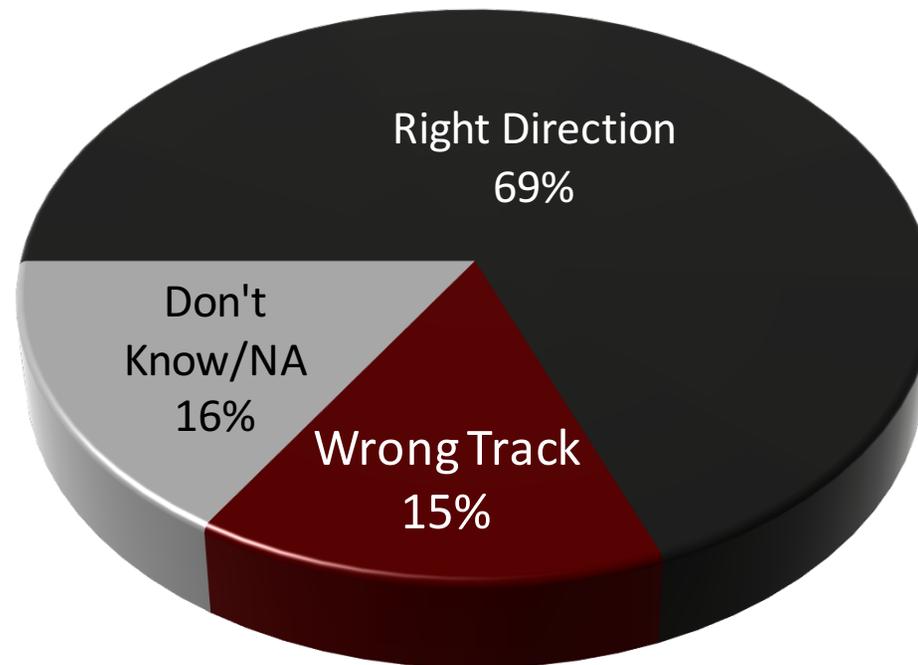


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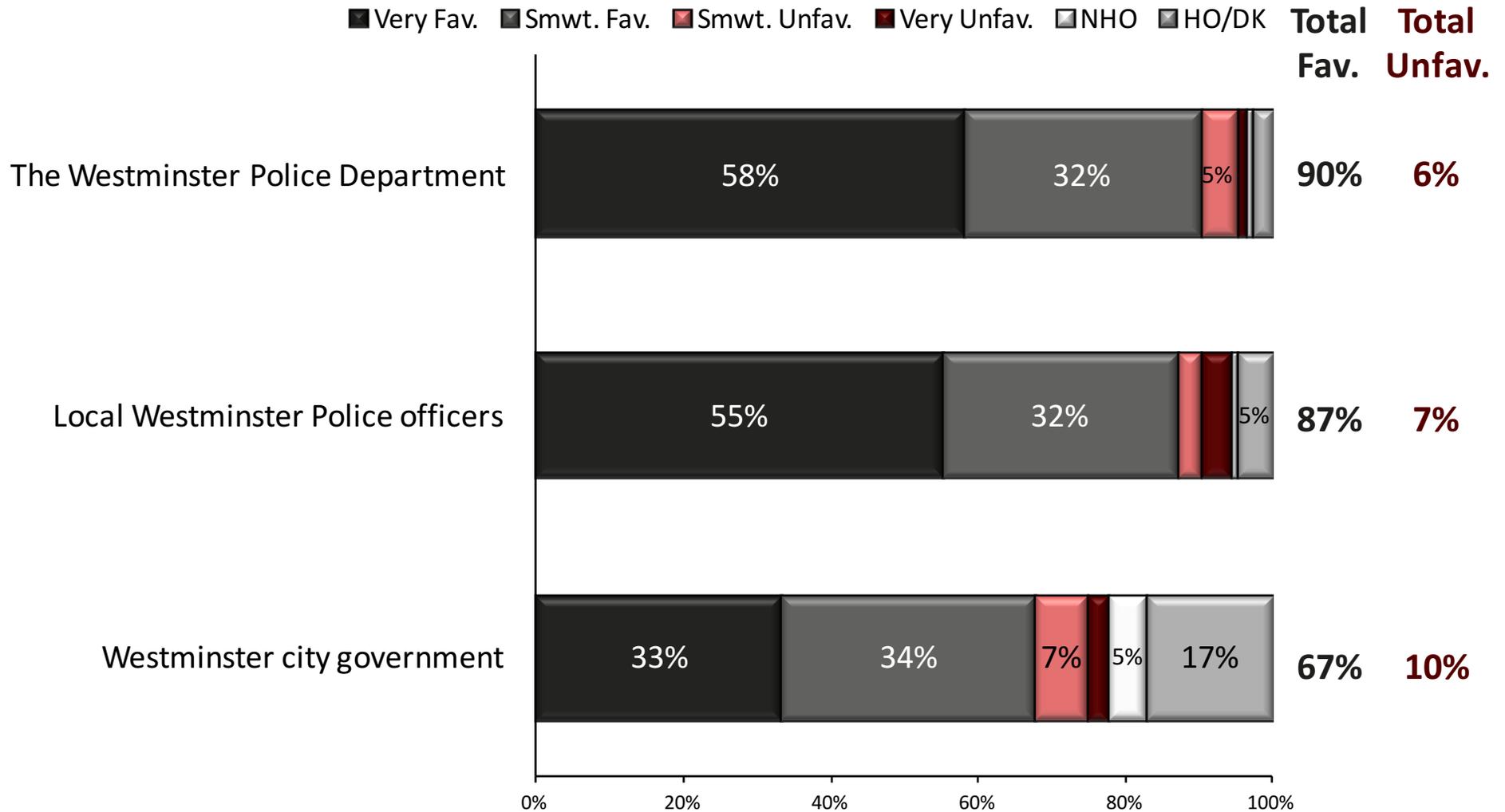
Mood of the Community

Virtually seven in ten respondents say the City is on the right track.

Would you say that things in the City of Westminster are generally headed in the right direction or do you feel that things are pretty seriously off on the wrong track?

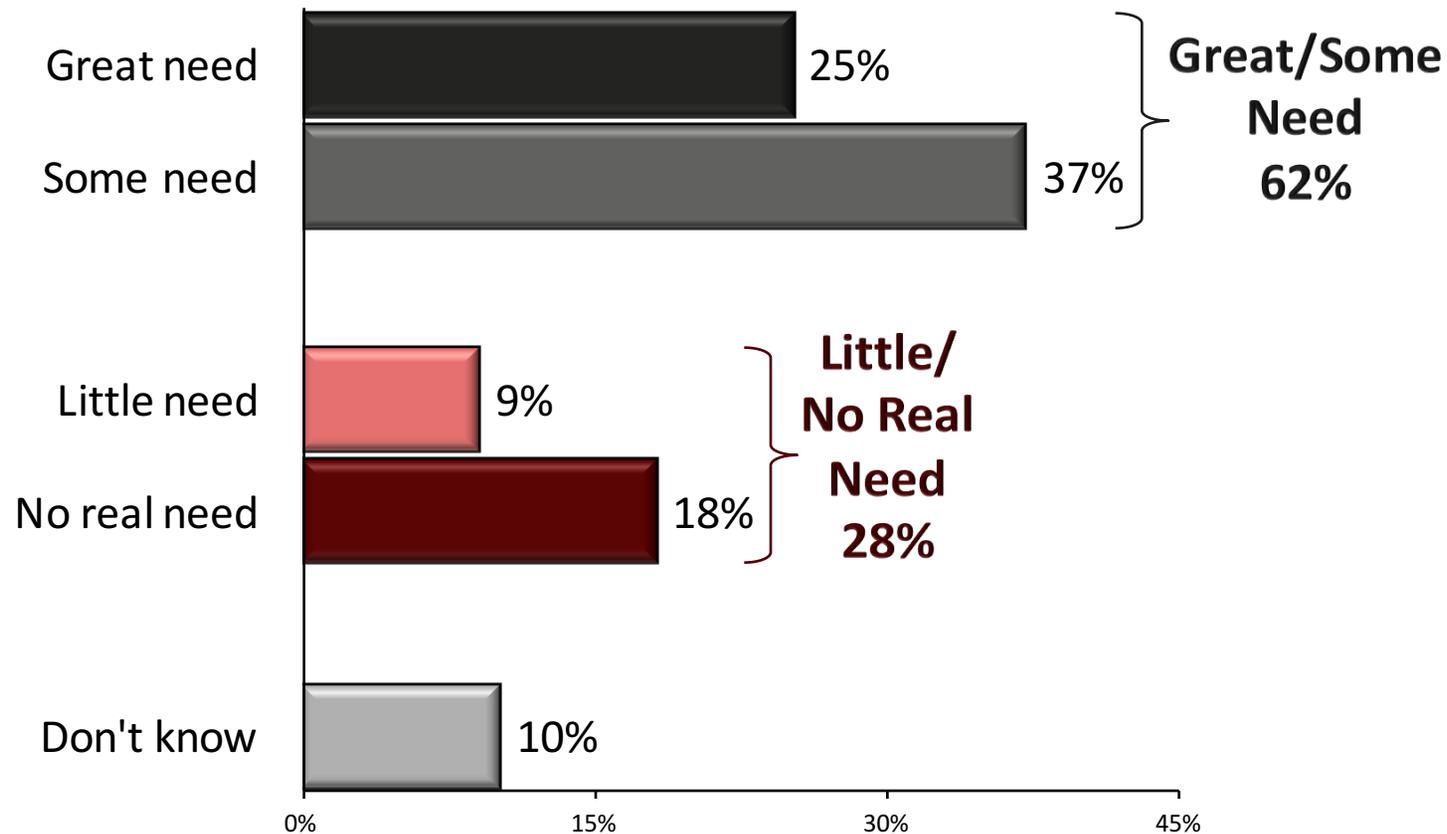


City government and officials earn high marks.



I'm going to read you the names of some people and organizations that are active in public life. For each person or organization you have heard of, please tell me whether you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable opinion of that organization.

A percentage corresponding to the overall viability of a potential measure, sees a need for additional funding for City services.



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 Westminster residents need and want?



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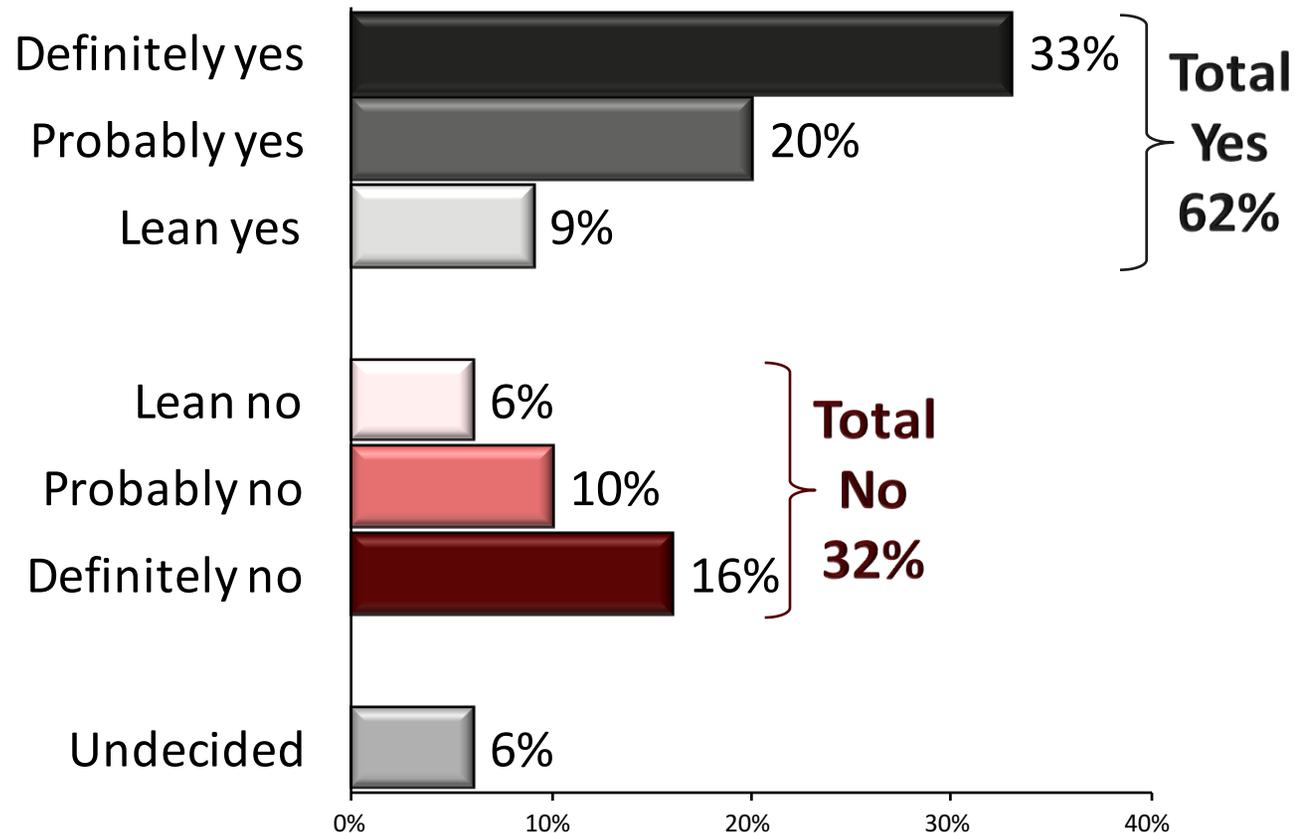
Attitudes on a Potential Local Funding Measure

Hypothetical Ballot Measure Language Tested (approved by City Attorney)

Westminster Police/911/Essential City Services Measure.

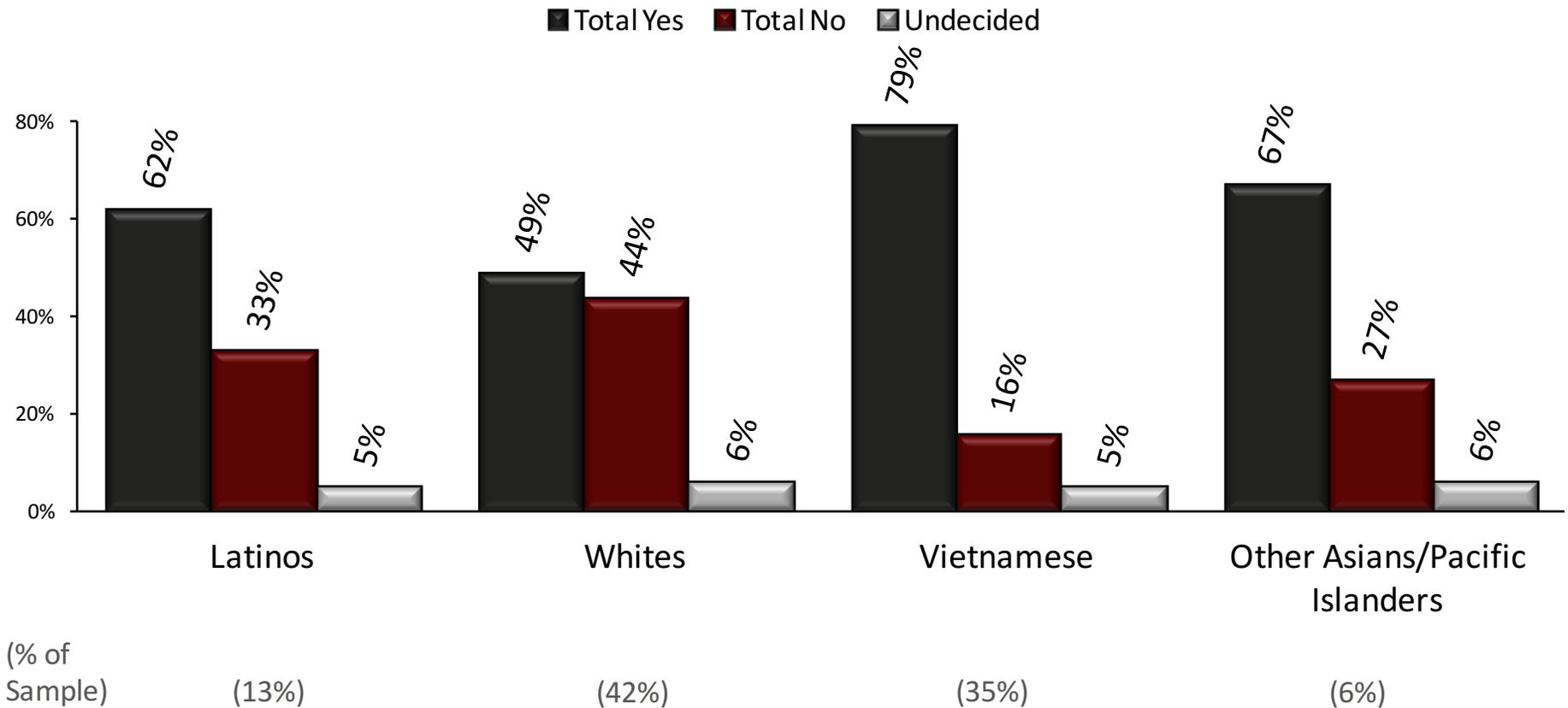
To address state takeaways of local funds, protect property values, and prevent more cuts to: 911 response; the number of police officers/firefighters/paramedics; domestic violence/sex crimes/human trafficking units; senior programs; and other general city services, shall an ordinance establishing an ongoing one cent transactions and use (sales) tax, providing estimated \$13.9 million annually, requiring audits, citizens' oversight, all funds remaining in the City of Westminster, be adopted?

The measure begins with significant support of a 12 point cushion for a simple majority requirement measure.



The measure is significantly supported by Latino and Vietnamese respondents.

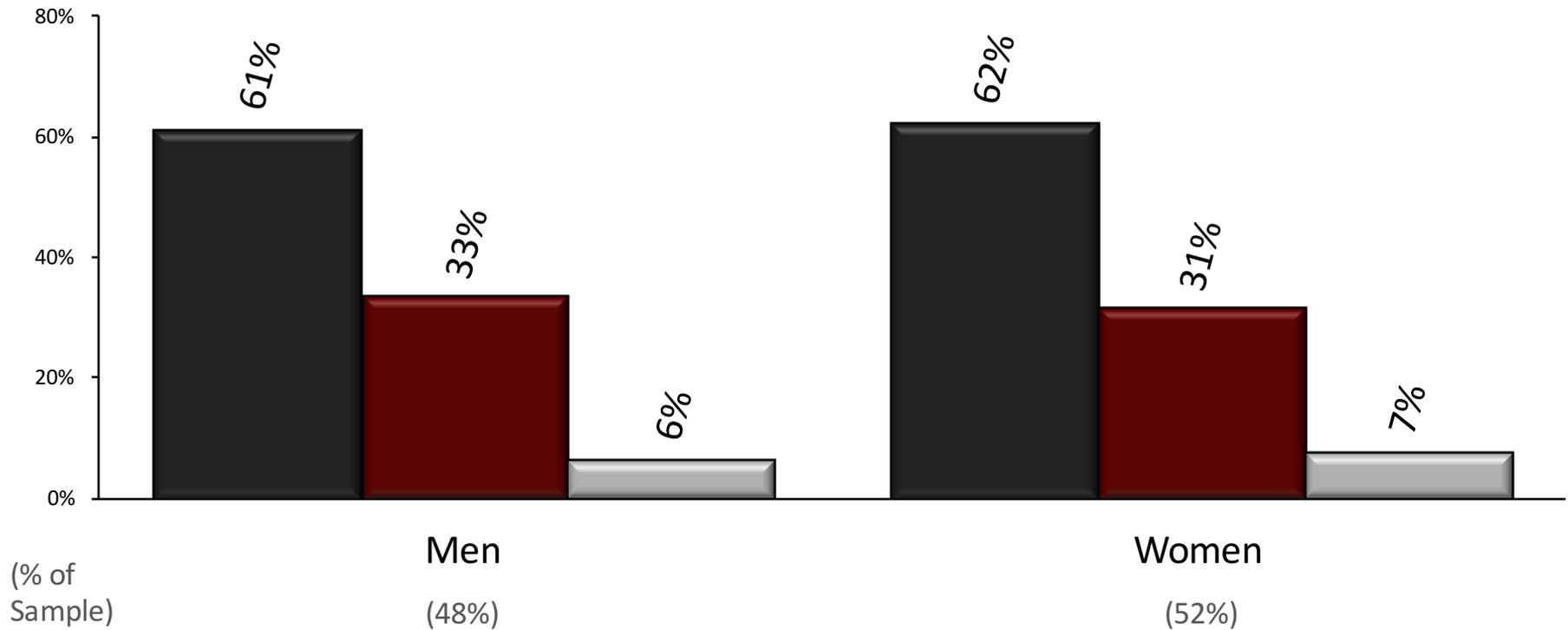
Initial Vote by Race/Ethnicity



The measure carries across genders.

Initial Vote by Gender

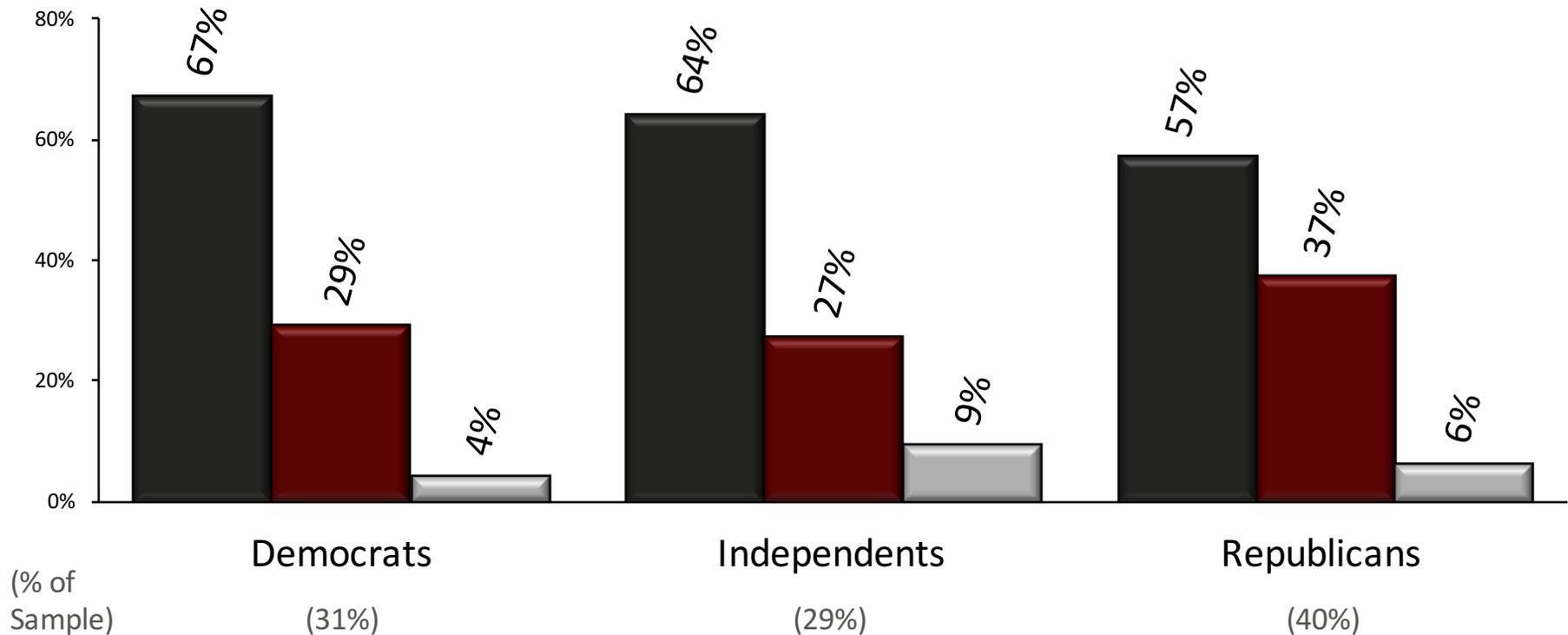
■ Total Yes ■ Total No ■ Undecided



The measure carries across all parties, including Republicans.

Initial Vote by Party

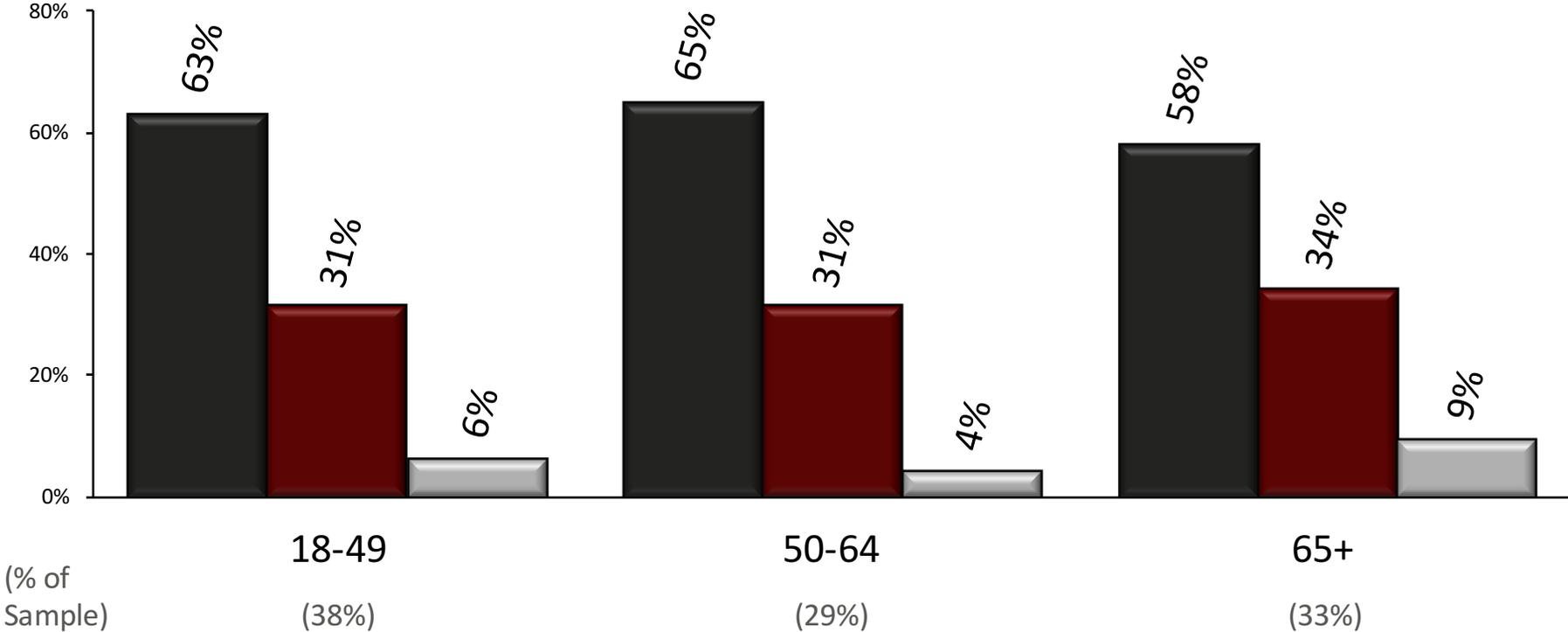
■ Total Yes ■ Total No ■ Undecided



The measure carries across all age groups, including those 65+.

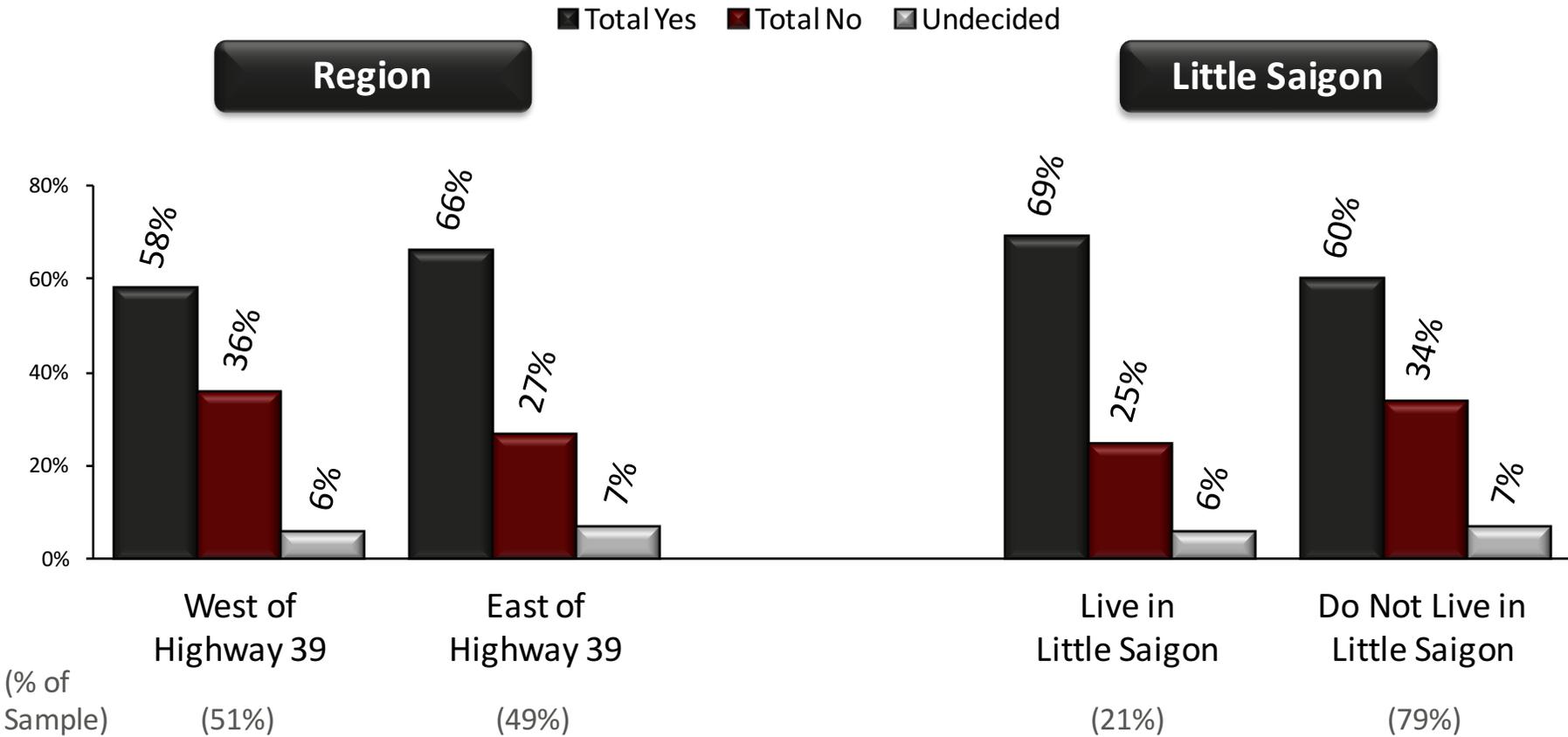
Initial Vote by Age

■ Total Yes ■ Total No ■ Undecided



The measure carries West and East of Highway 39 and both inside and outside of Little Saigon.

Initial Vote by Region & Little Saigon

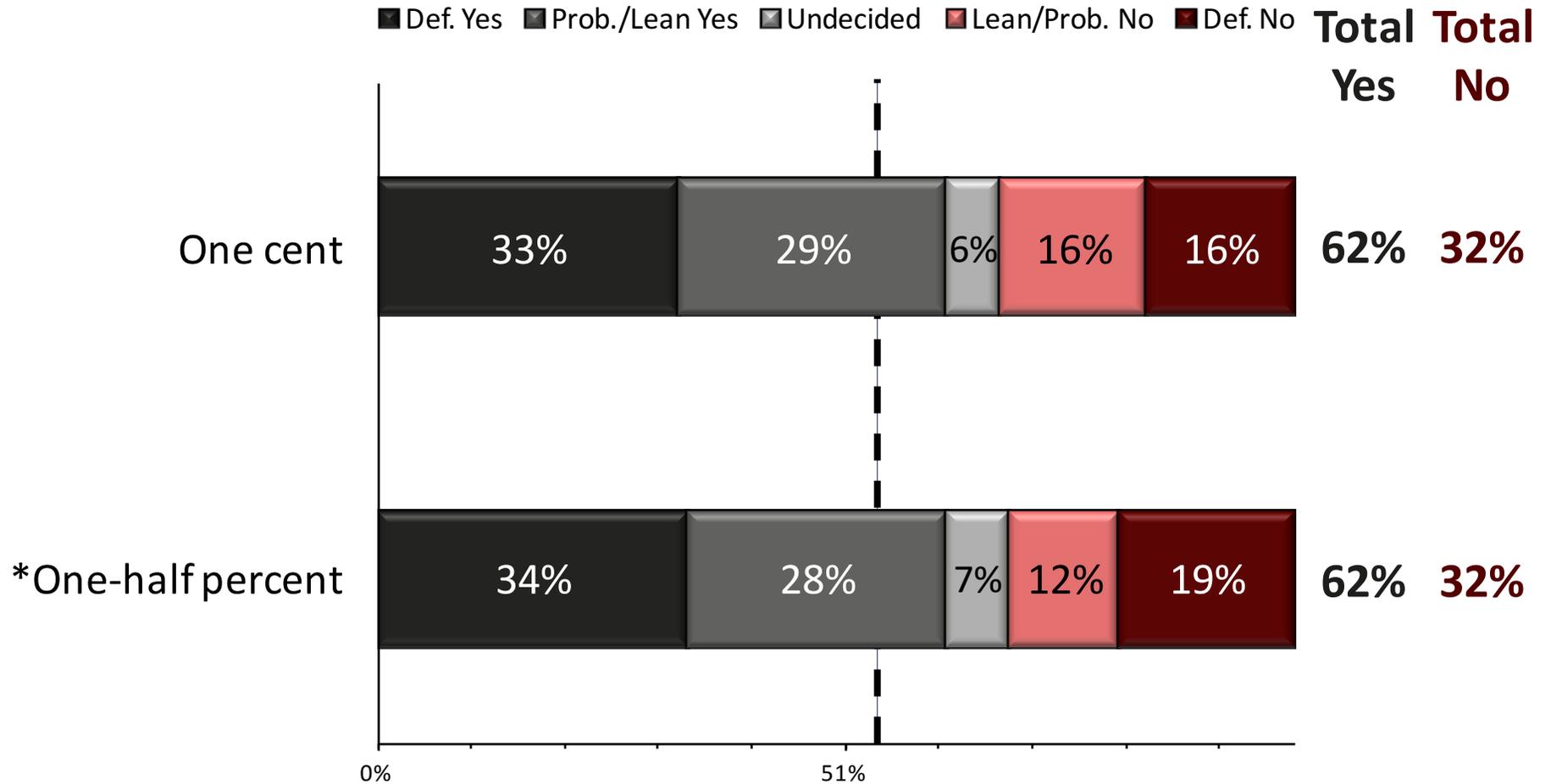




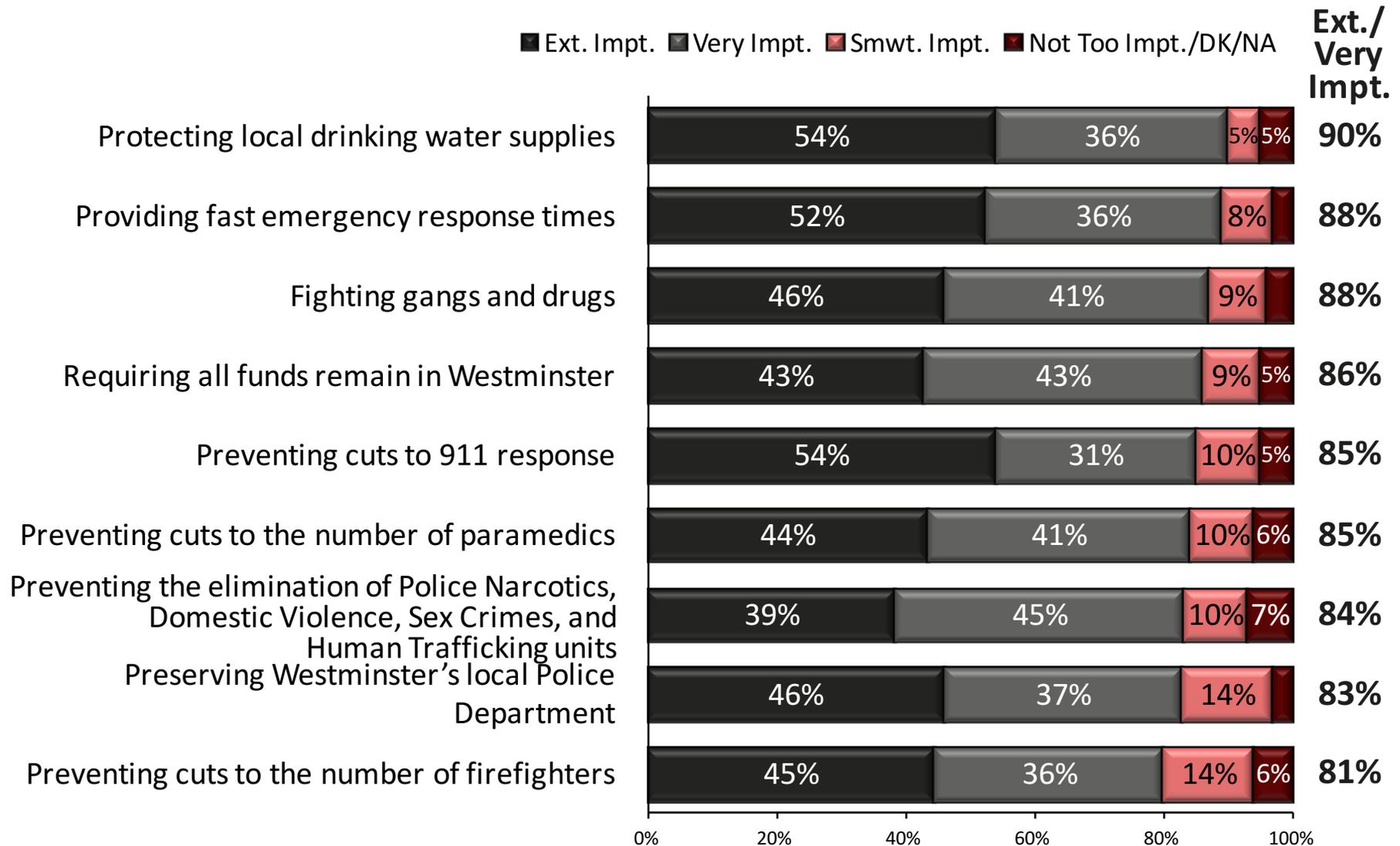
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Community Funding Priorities

Dropping the measure in half does not increase support.

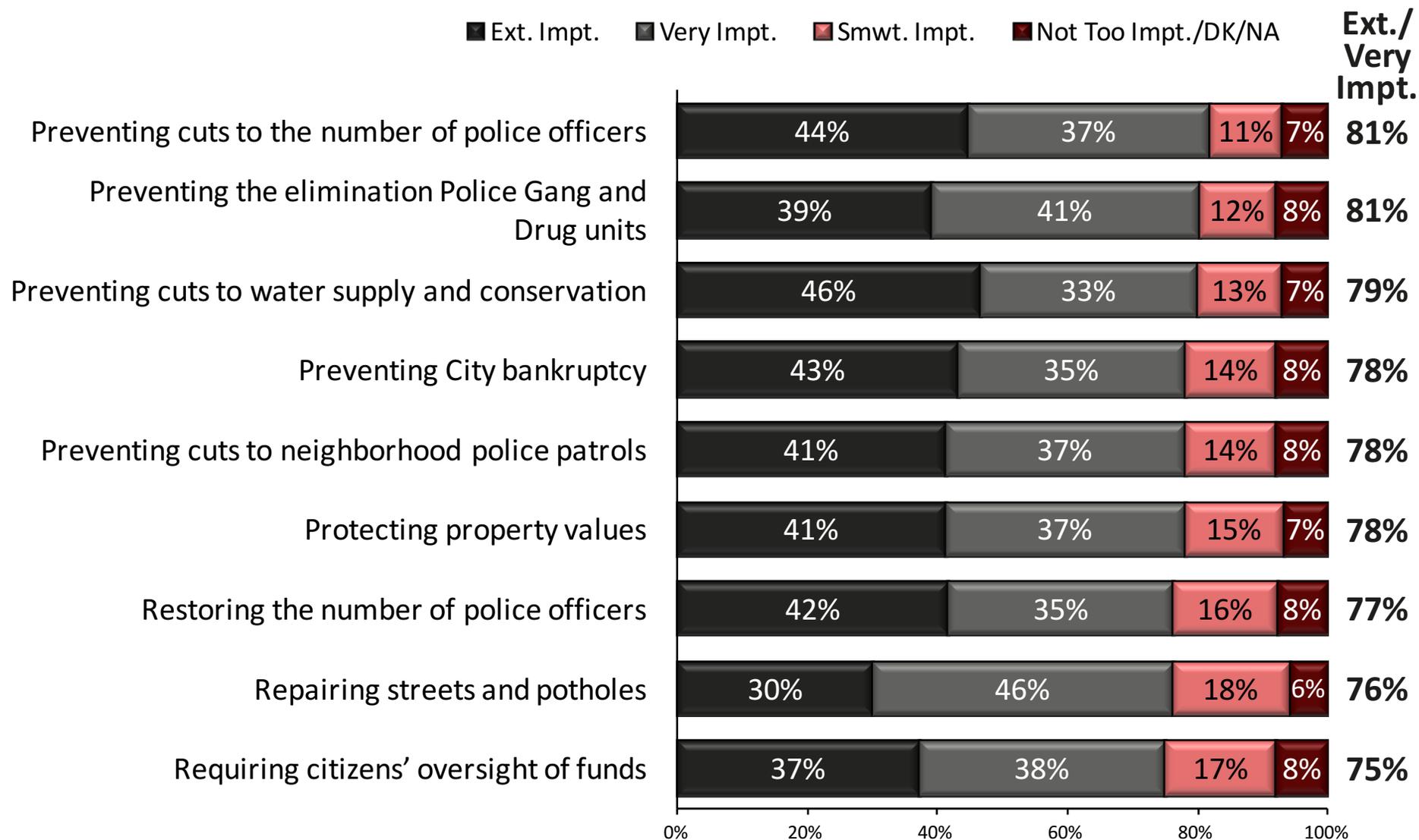


The highest priorities are protecting local drinking water and public safety, especially emergency response times.



I am going to read you a list of ways in which the funds generated by this proposed ballot measure could be spent and provisions that could be included. Please tell me how important that provision or use of funds is to you personally: is it extremely important, very important, somewhat important, or not too important?

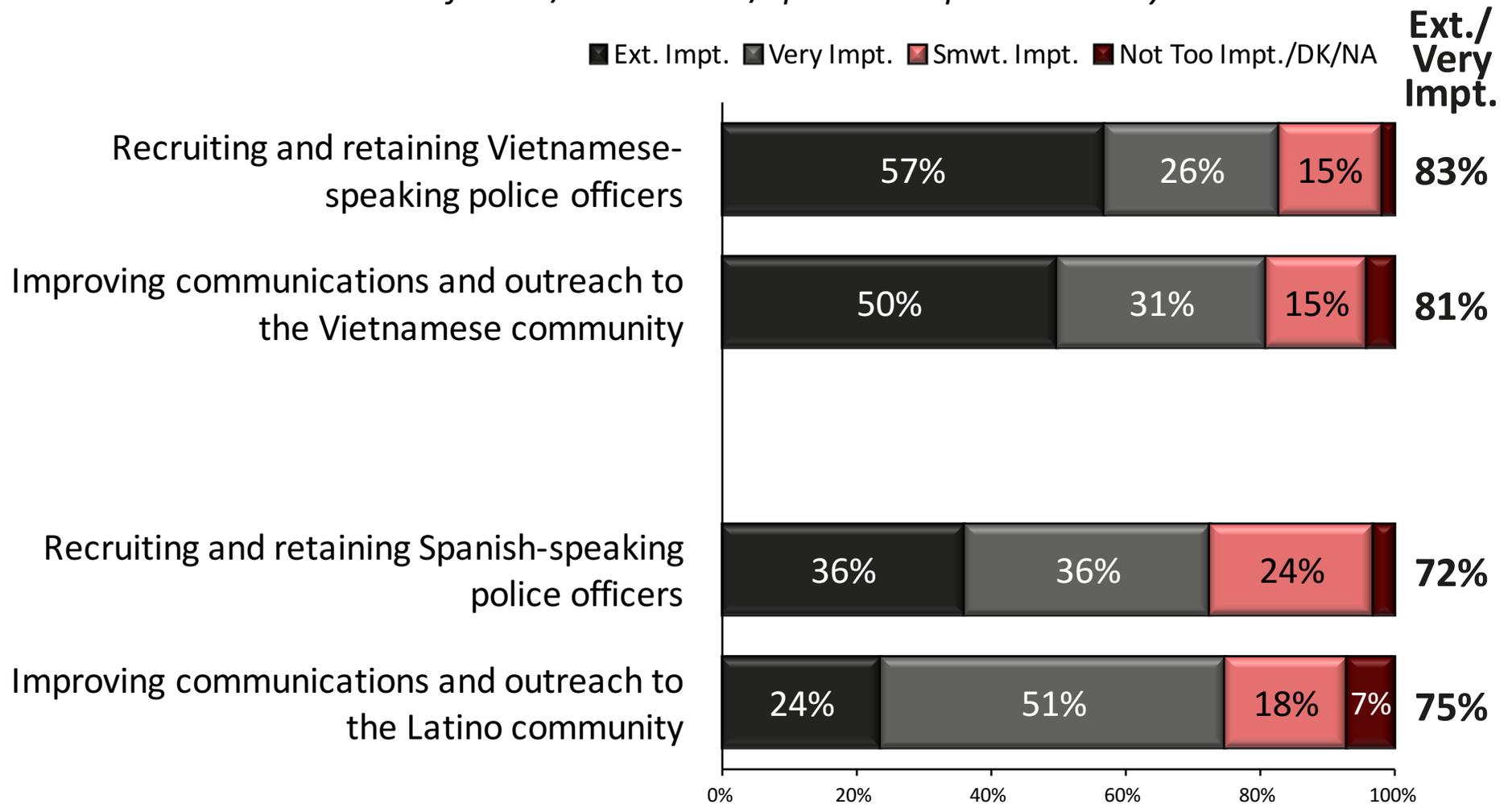
Community Funding Priorities (continued)



I am going to read you a list of ways in which the funds generated by this proposed ballot measure could be spent and provisions that could be included. Please tell me how important that provision or use of funds is to you personally: is it extremely important, very important, somewhat important, or not too important?

Asian and Latino residents also value outreach and services in their languages.

Asked of Asian/Vietnamese/Spanish Respondents Only



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Information of Interest to Constituents

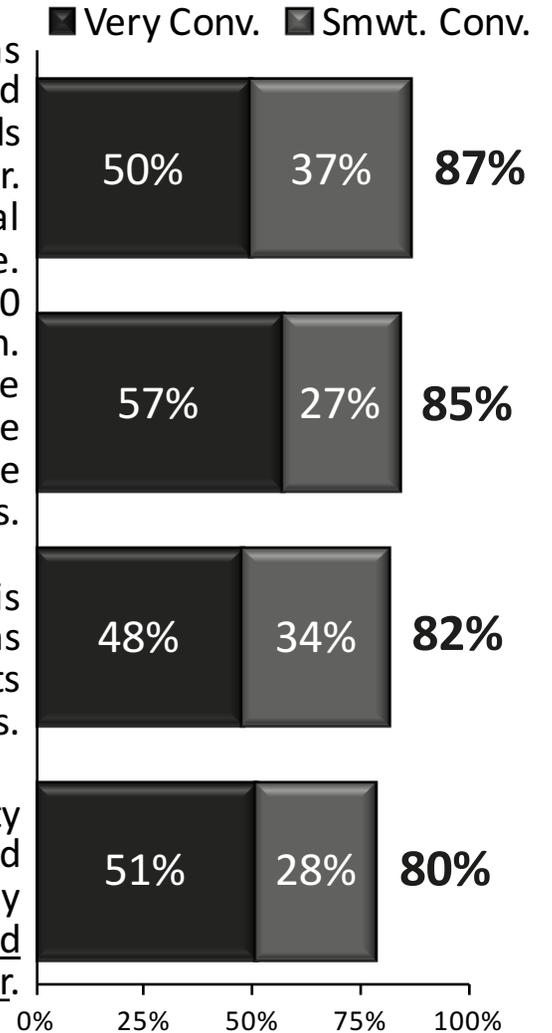
Residents respond most strongly to information about public safety and fiscal accountability.

Asked of Asian or Vietnamese Respondents Only **(HUMAN RIGHTS)** The City of Westminster has a proud history of helping people fleeing repression and supporting and protecting human rights for all of its residents; including welcoming thousands who fled from the violence in Vietnam to make a new home in Westminster. This measure [can] provide Westminster the means to support local cultural institutions such as the annual Tet parade.

(RESPONSE TIMES) In just the last year, there have been more than 42,000 911 calls in Westminster that have required emergency medical attention. Medical experts agree that after five minutes the brain starts to deteriorate following a serious trauma, like a heart attack. [Funding is needed to] ensure that firefighters and paramedics can quickly respond to emergencies and save lives.

(GANGS) There are over 100 active gang members in Westminster. This measure [can] prevent devastating cuts to gang and drug prevention programs and continue after school programs that keep children and youth off the streets and away from gangs and drugs.

(ACCOUNTABILITY) [Any future] measure includes strict accountability provisions such as independent citizens' oversight, public spending reports and annual independent financial audits to make sure that every cent of our money is used effectively, efficiently and as promised to voters. ALL funds are required by law to remain local and can only be used in Westminster.



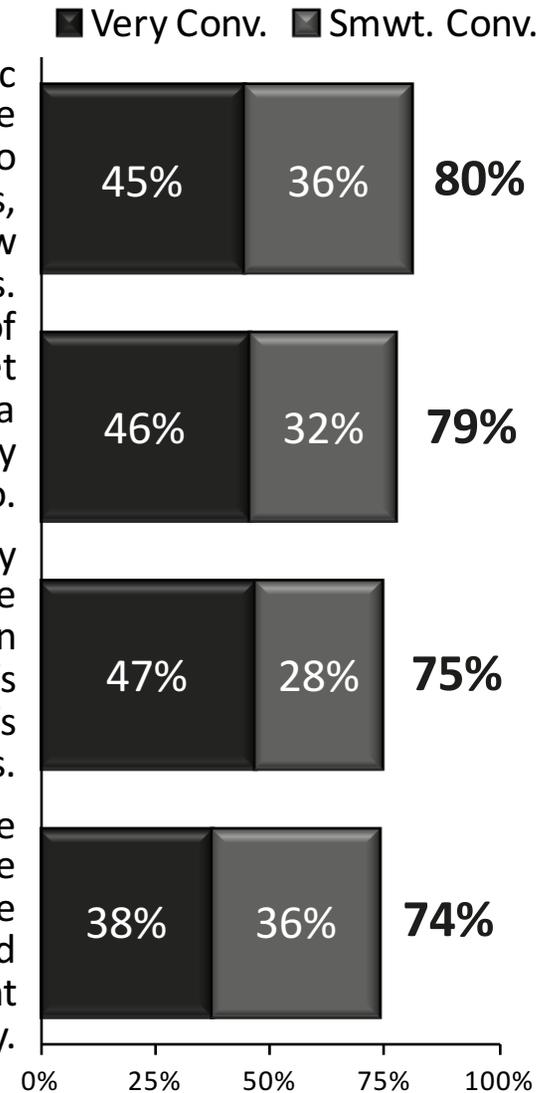
Other types of information is also of interest to respondents.

(ECONOMIC DEVELOPMENT) We need to do more to stimulate economic growth and create more good-paying local jobs in Westminster. This measure [can] protect local property values and help Westminster remain attractive to businesses, visitors and homebuyers by maintaining public safety services, fixing blight and improving programs to fill vacant storefronts with new businesses.

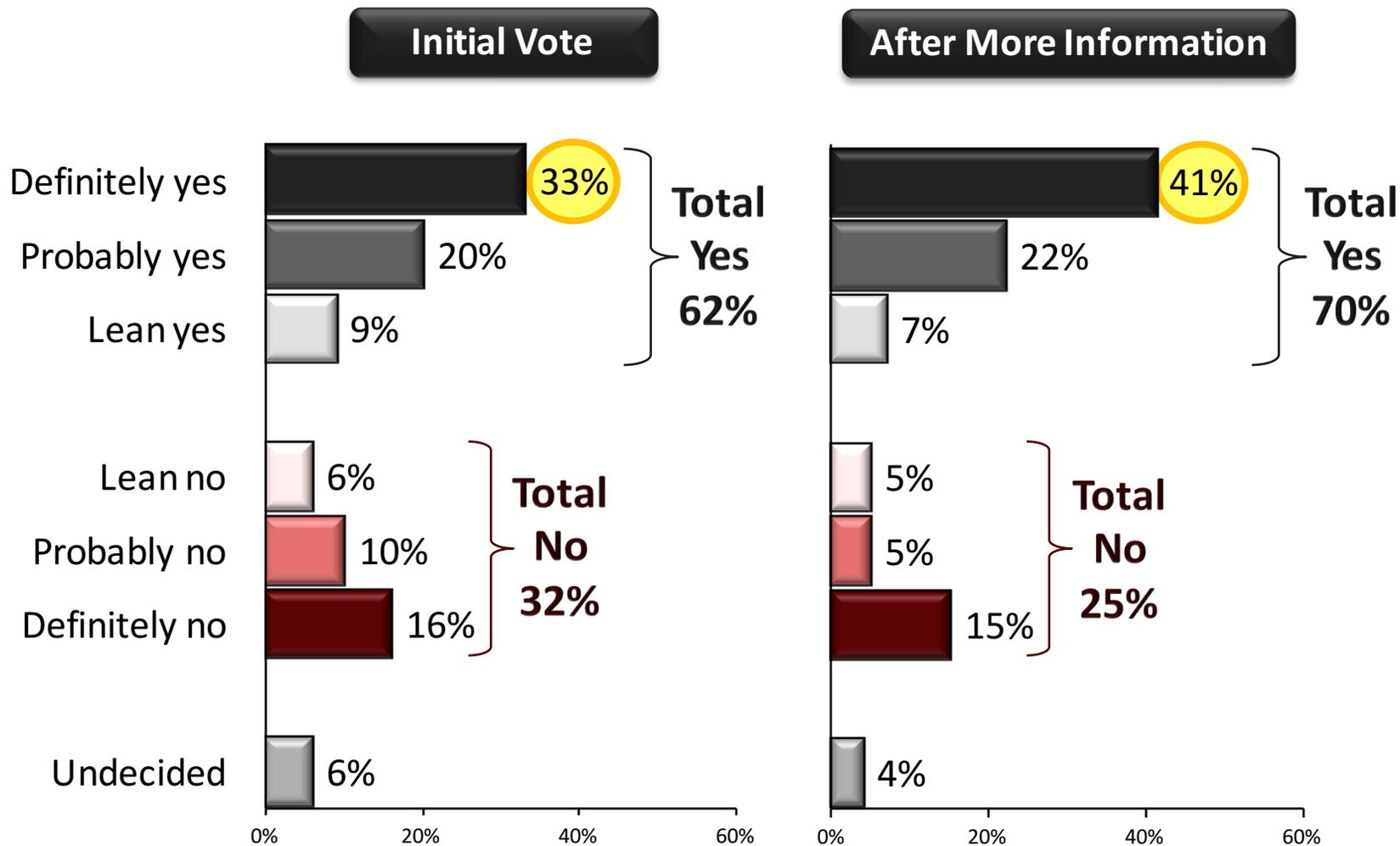
(STATE CUTS) Because of years of state money seizures and takeaways of millions of local tax dollars, the City of Westminster is facing a huge budget deficit this year that will double by 2017. This measure [could create] a dedicated source of funding that is controlled locally and can't be seized by Sacramento.

(PRESERVE POLICE DEPARTMENT) Without additional revenue, the City may be forced to eliminate its local police department and contract out with the county at lower public safety services levels. With crime up over 41% in Westminster since last year, we must maintain local control of Westminster's independent, City-run Police Department and not leave our community's safety up to the political whims of County bureaucrats.

(NEIGHBORHOOD SAFETY) Nothing is more important than ensuring that the neighborhoods we live in are safe. Public safety represents over 72% of the Westminster's City budget, which means that the only other option to fix the City's deficit is by cutting sworn police officers and eliminating specialized narcotics, vice and special investigations units.... this measure [could] prevent devastating budget cuts to public safety.



Viability grows substantially and becomes more definite after additional information.



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