



City of La Habra Community Issues Survey

*Summary of Key Findings from a Survey
Conducted among City of La Habra Residents*



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& ASSOCIATES

Survey Methodology

- ✓ Survey of 497 City of La Habra voters likely to cast a ballot in the November 2020 statewide election
- ✓ Interviews were conducted online and via landline and cell phones
- ✓ Interviews were conducted in English and Spanish
- ✓ Survey was conducted May/June 2019
- ✓ The margin of sampling error is $\pm 4.9\%$ at the 95% confidence interval
- ✓ Some percentages do not sum to 100% due to rounding
- ✓ Results from 2008 City of La Habra survey shown for comparison purposes

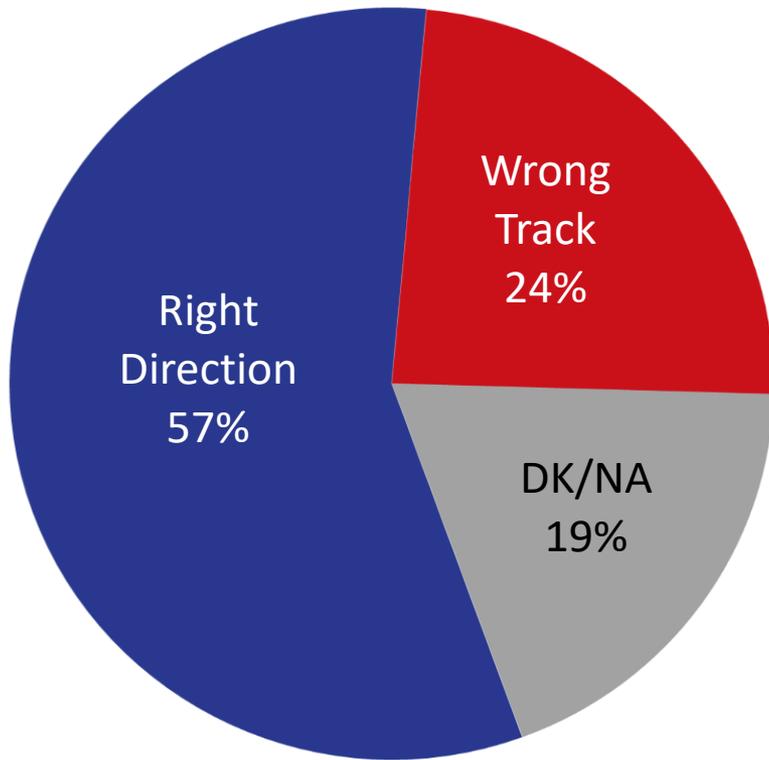




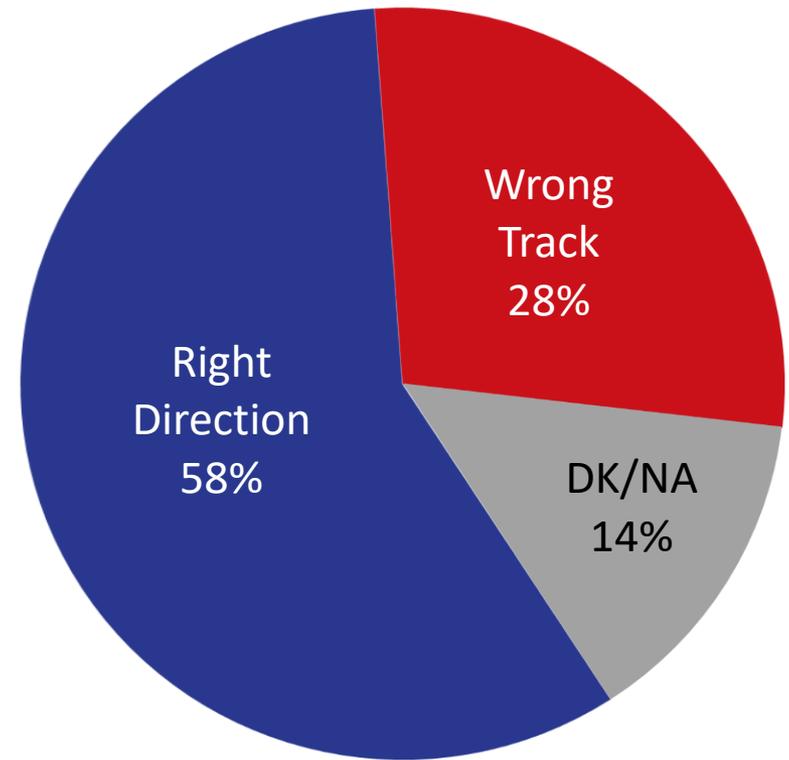
Context and Mood of La Habra Constituents

By a more than 2-1 margin, La Habra residents hold a positive outlook towards their City and their own neighborhoods.

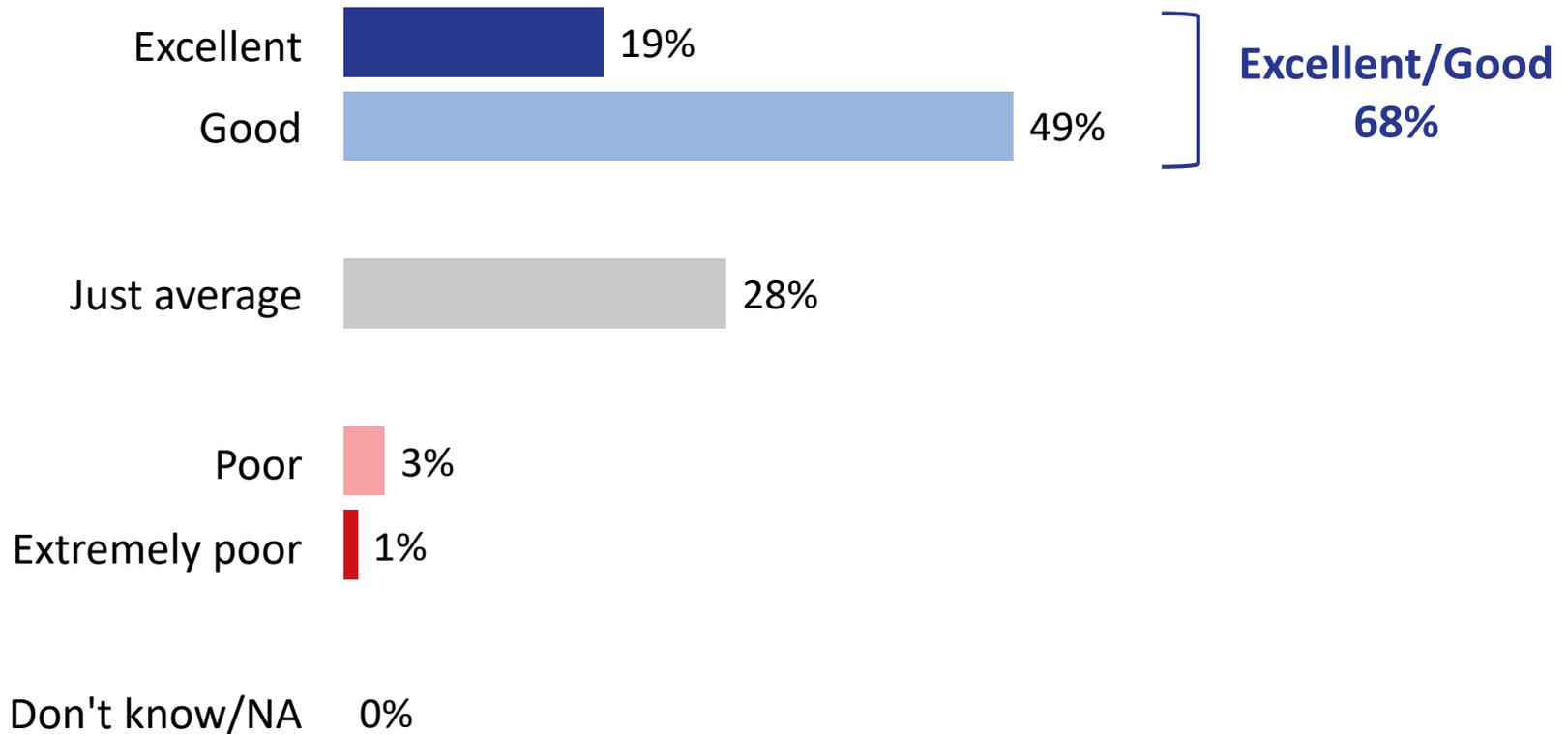
The City of La Habra



Your local neighborhood

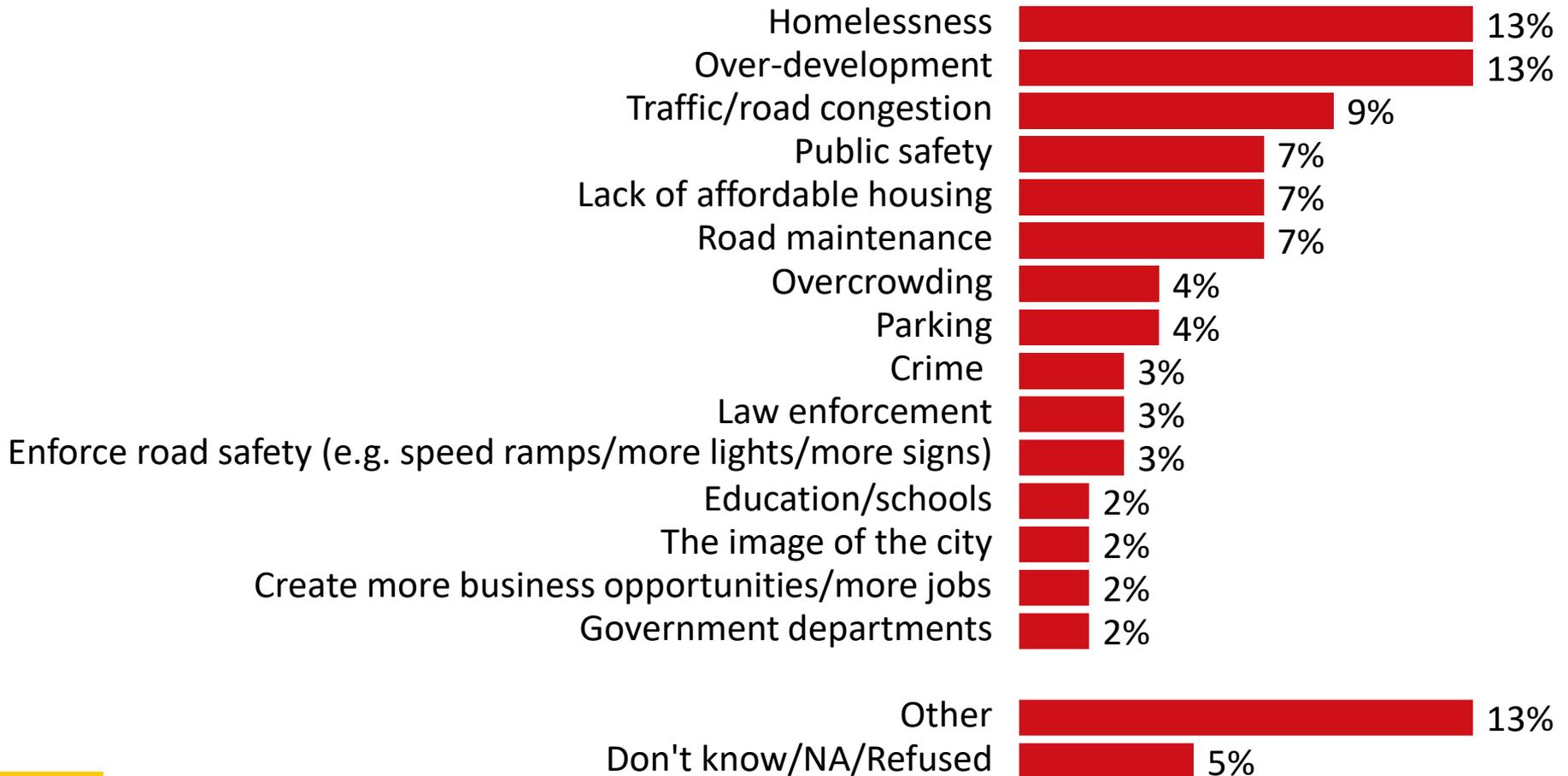


The vast majority rate La Habra as an excellent or good place to live.

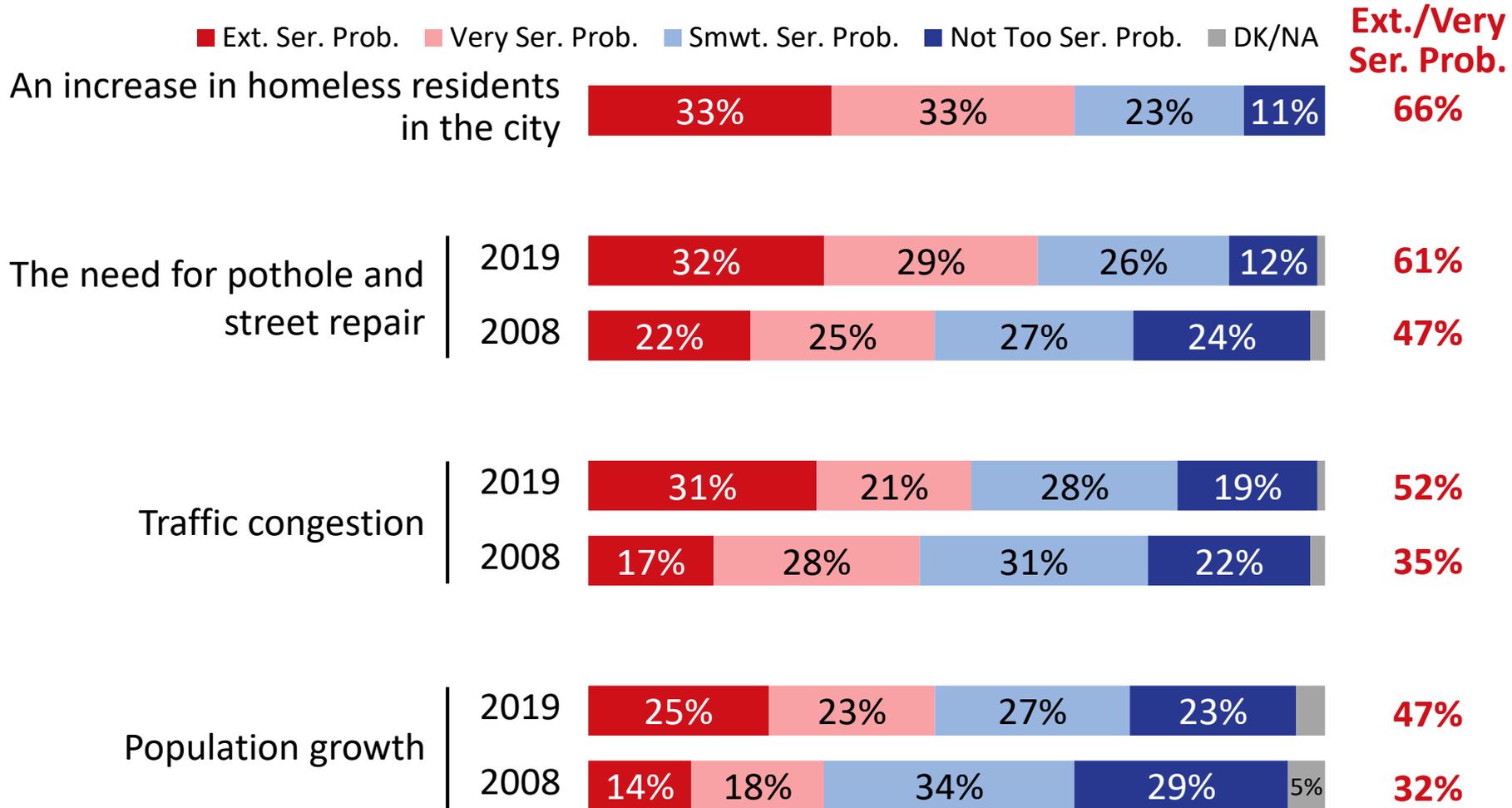


Consistent with other Orange County communities, La Habra residents identify homelessness/housing and traffic as top-of-mind local concerns.

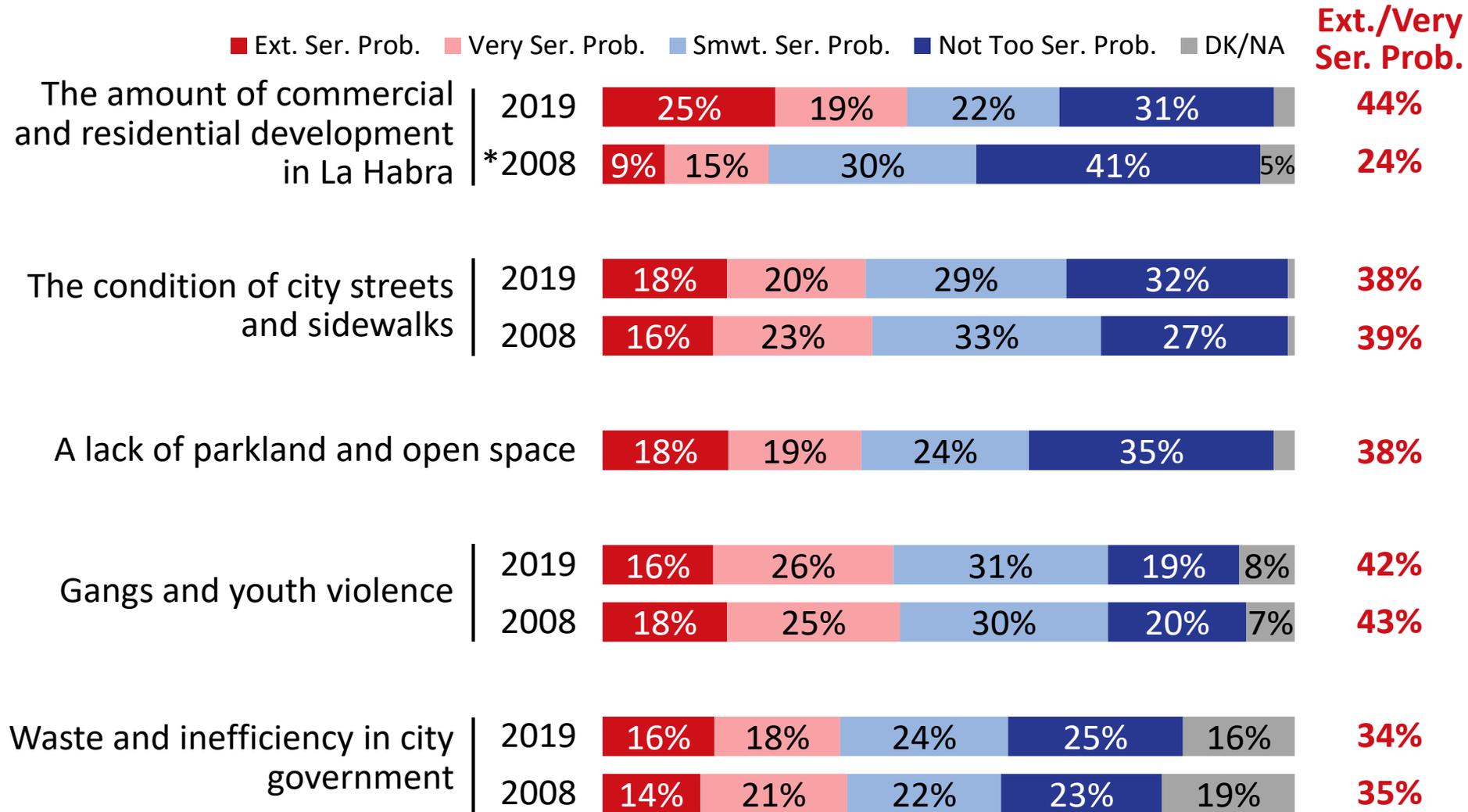
(Open-ended; Grouped Responses Shown)



Concerns over homelessness, pothole and street repair, traffic, and growth are top of mind for residents.

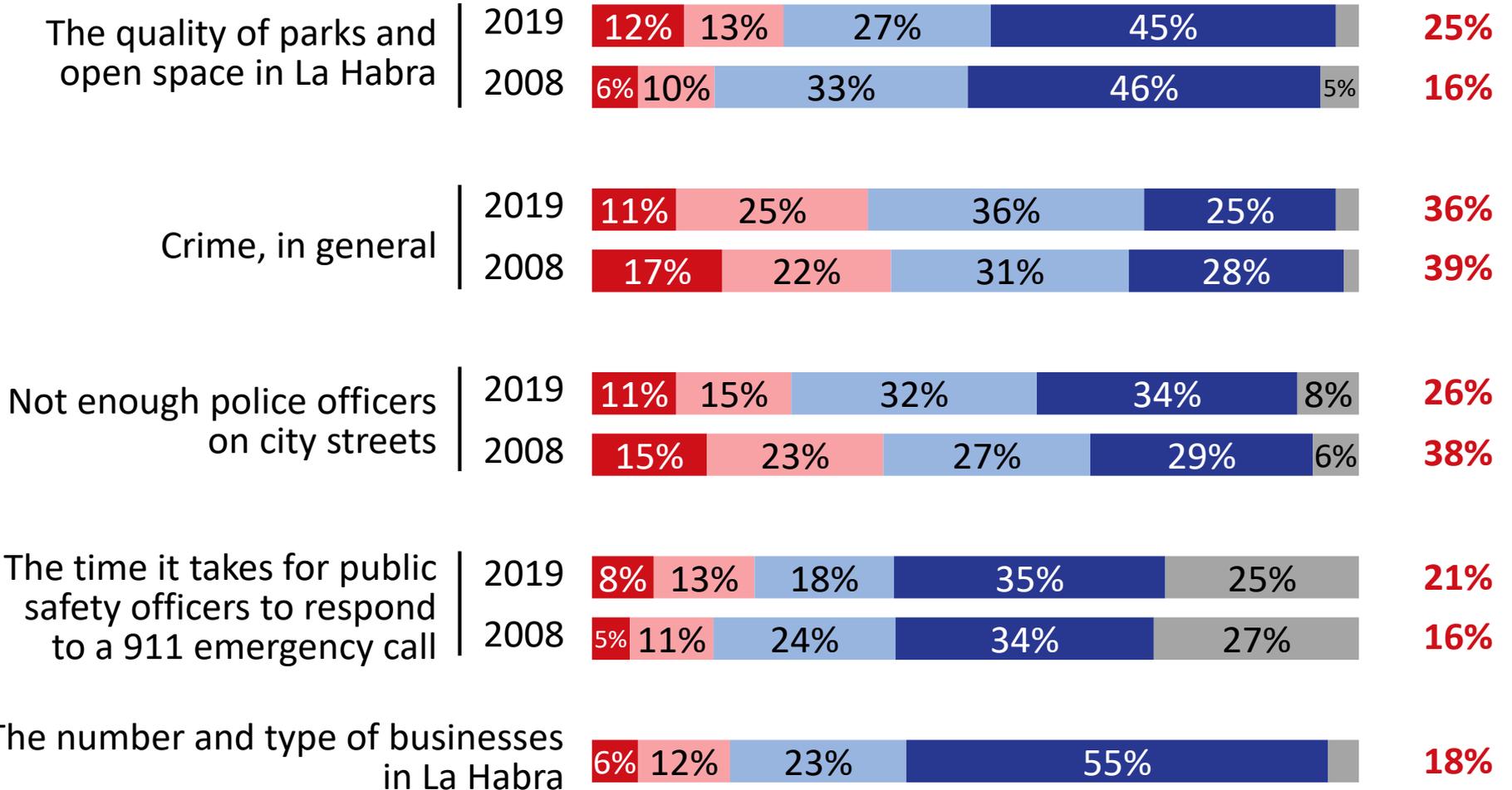


Concerns over development, condition of City streets and gang violence are also high.

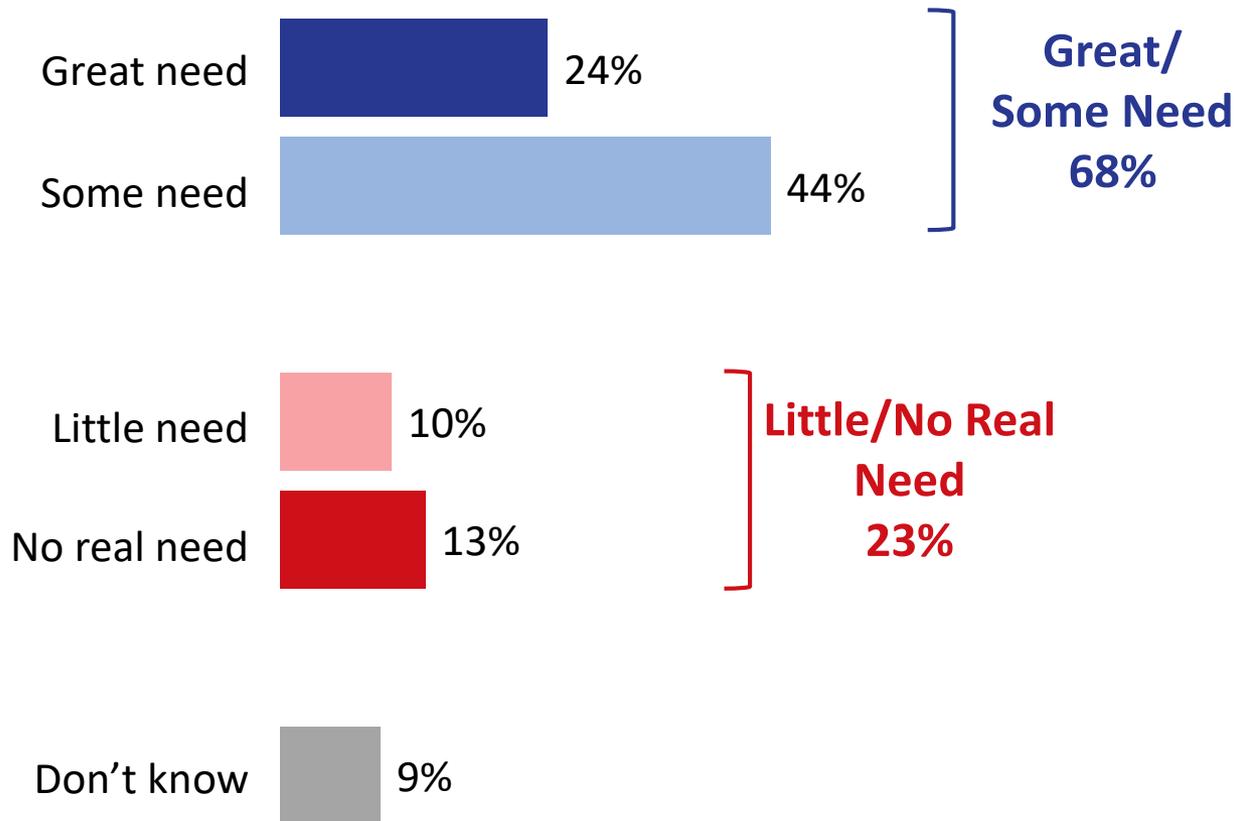


Residents appear satisfied with parks, the state of crime and 911 emergency response, and do not see them as problems.

■ Ext. Ser. Prob. ■ Very Ser. Prob. ■ Smwt. Ser. Prob. ■ Not Too Ser. Prob. ■ DK/NA **Ext./Very Ser. Prob.**



Over Two-thirds of respondents believe City government needs additional funding.



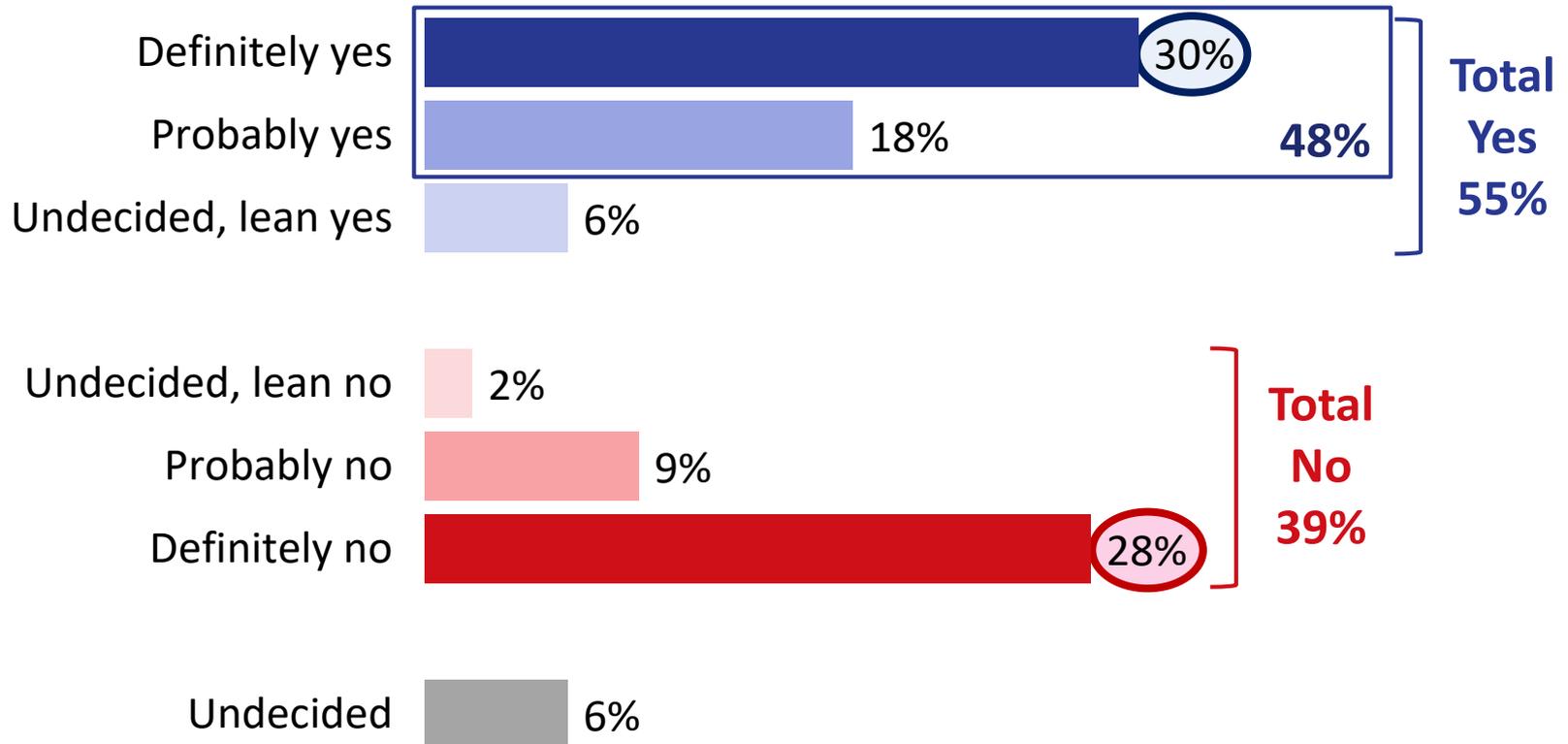


Initial Views on La Habra Funding Priorities

Conceptual City of La Habra General Purpose Sales Tax Ballot Extension Measure

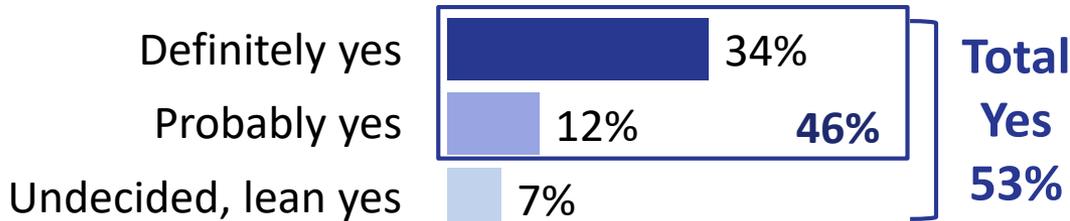
City of La Habra Public Safety/Vital Services Measure. To maintain city services, including retaining police officers/community policing/gang prevention programs, maintaining firefighting/911 emergency response, homeless reduction/senior services, repairing streets/storm drains, removing hazardous waste/graffiti, preserving parkland/open space, and other general services, shall an ordinance extending an existing voter-approved sales tax by authorizing an adjusted rate of 1½¢ until ended by voters, providing approximately \$16,500,000 annually, requiring audits, controlled locally, be adopted?

A majority of respondents approve this measure, which requires a simple-majority threshold.

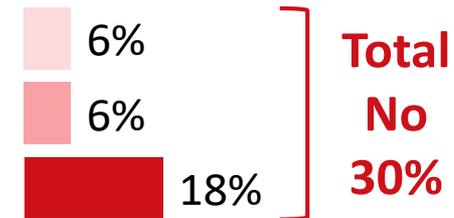
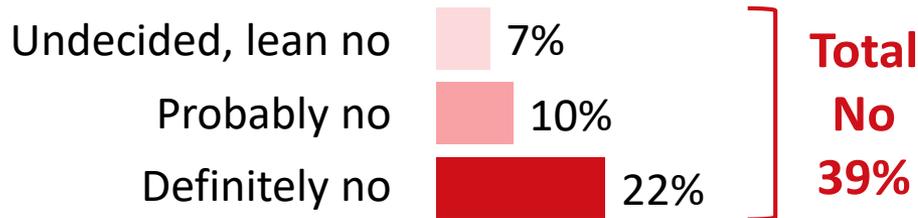
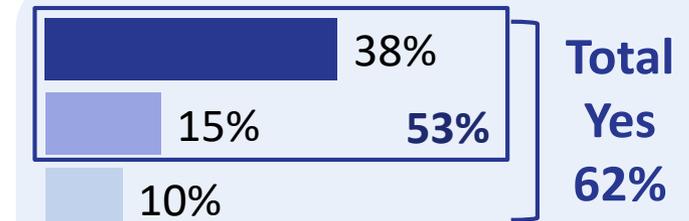


Support for renewal at several rates is high.

1¢ Providing \$11.5 Million



½¢ Providing \$5.5 Million



Undecided 8%

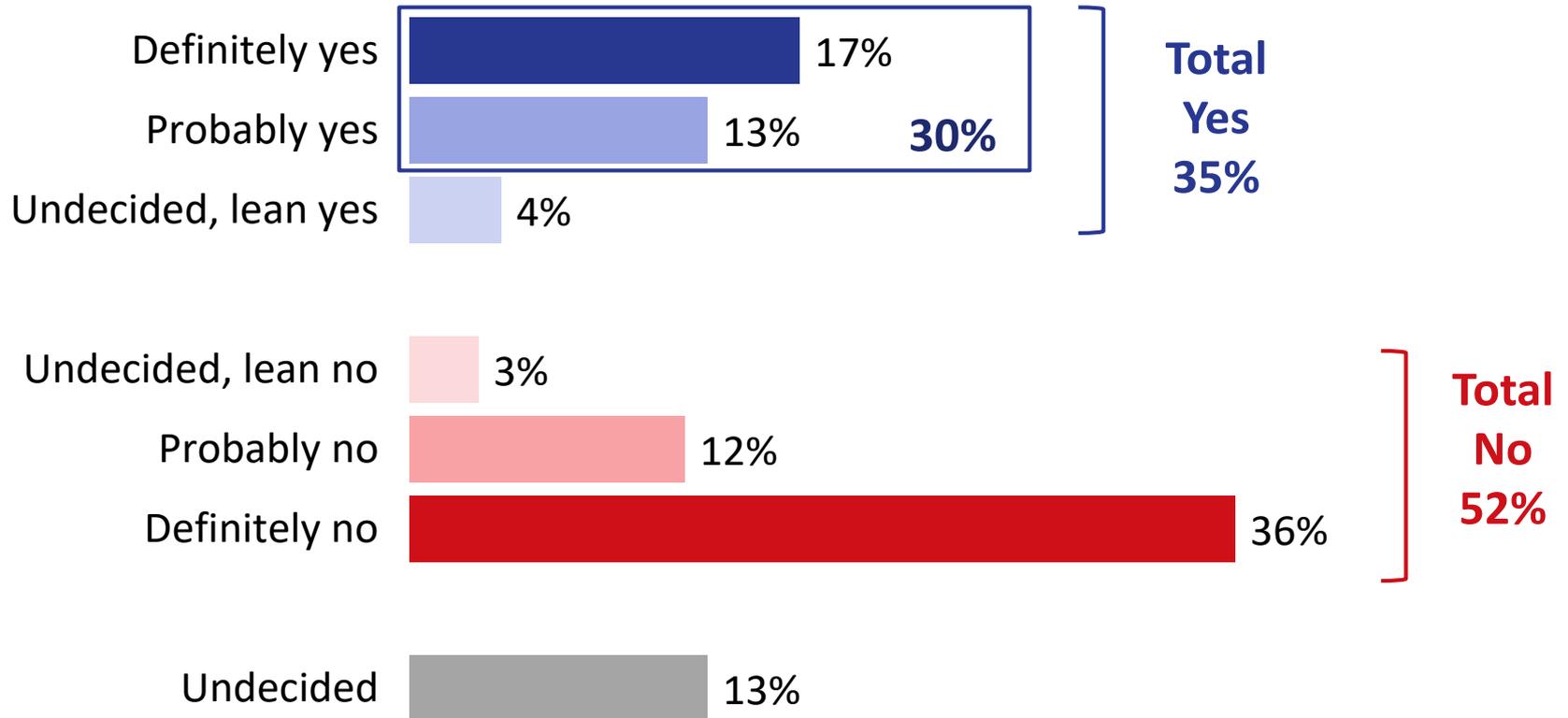
Undecided 7%

Conceptual City of La Habra Public Safety Parcel Tax Measure

La Habra 911 Medical Emergency Fire Protection/Neighborhood Safety Measure.

To maintain effective firefighting and emergency response services and maintain fast 911 emergency response times by retaining/increasing paramedic, firefighter, staffing levels; improving first-responder emergency communications systems; upgrading defibrillators/life-saving equipment; shall an ordinance establishing a City of La Habra \$825 annual parcel tax exclusively to fund fire and Emergency Medical Services, until ended by voters, providing approximately \$11,700,000 annually, requiring audits, controlled locally, be adopted?

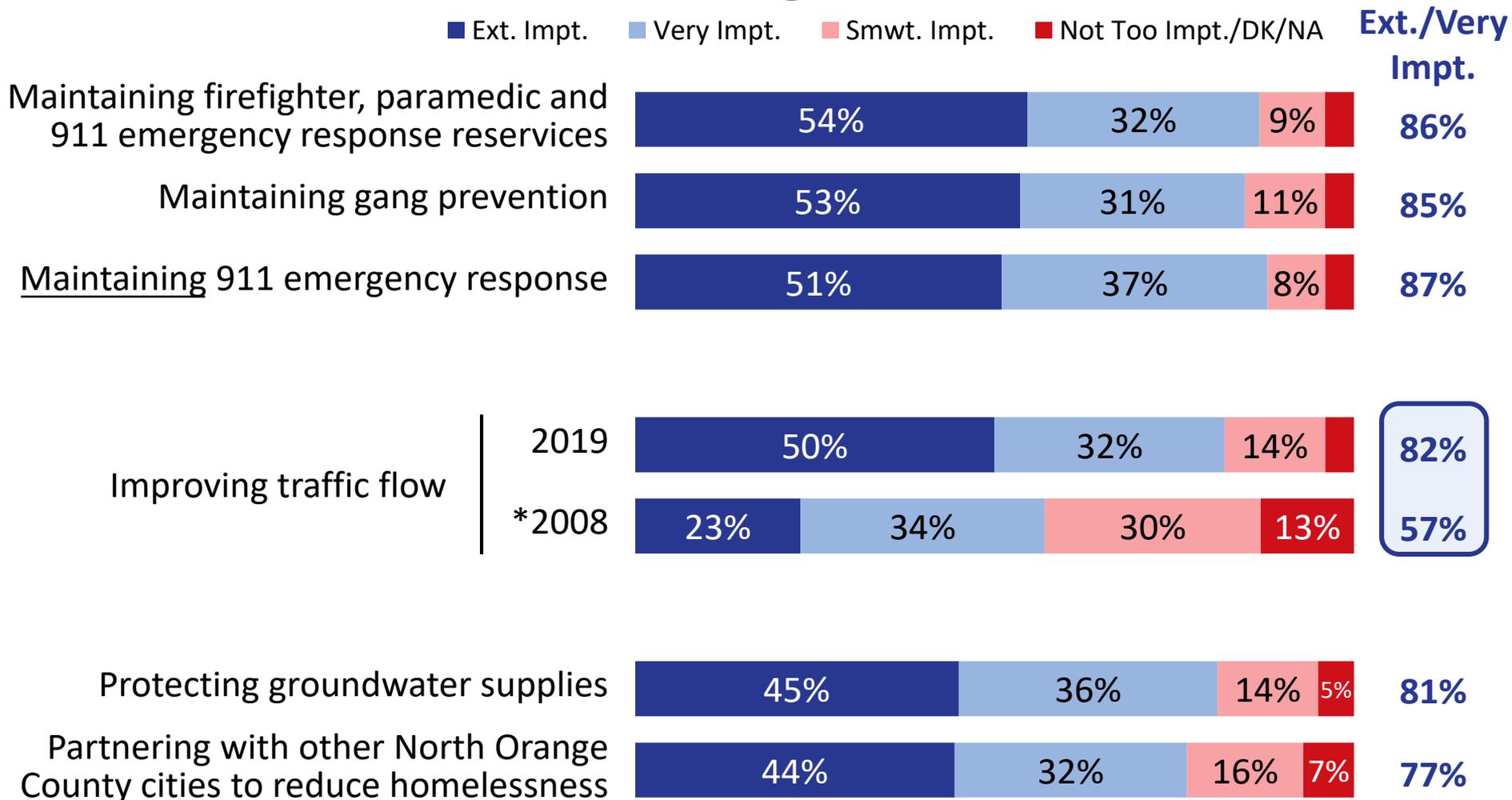
This dedicated public safety measure falls well below the 2/3rds support needed for approval and should be eliminated as a planning option.



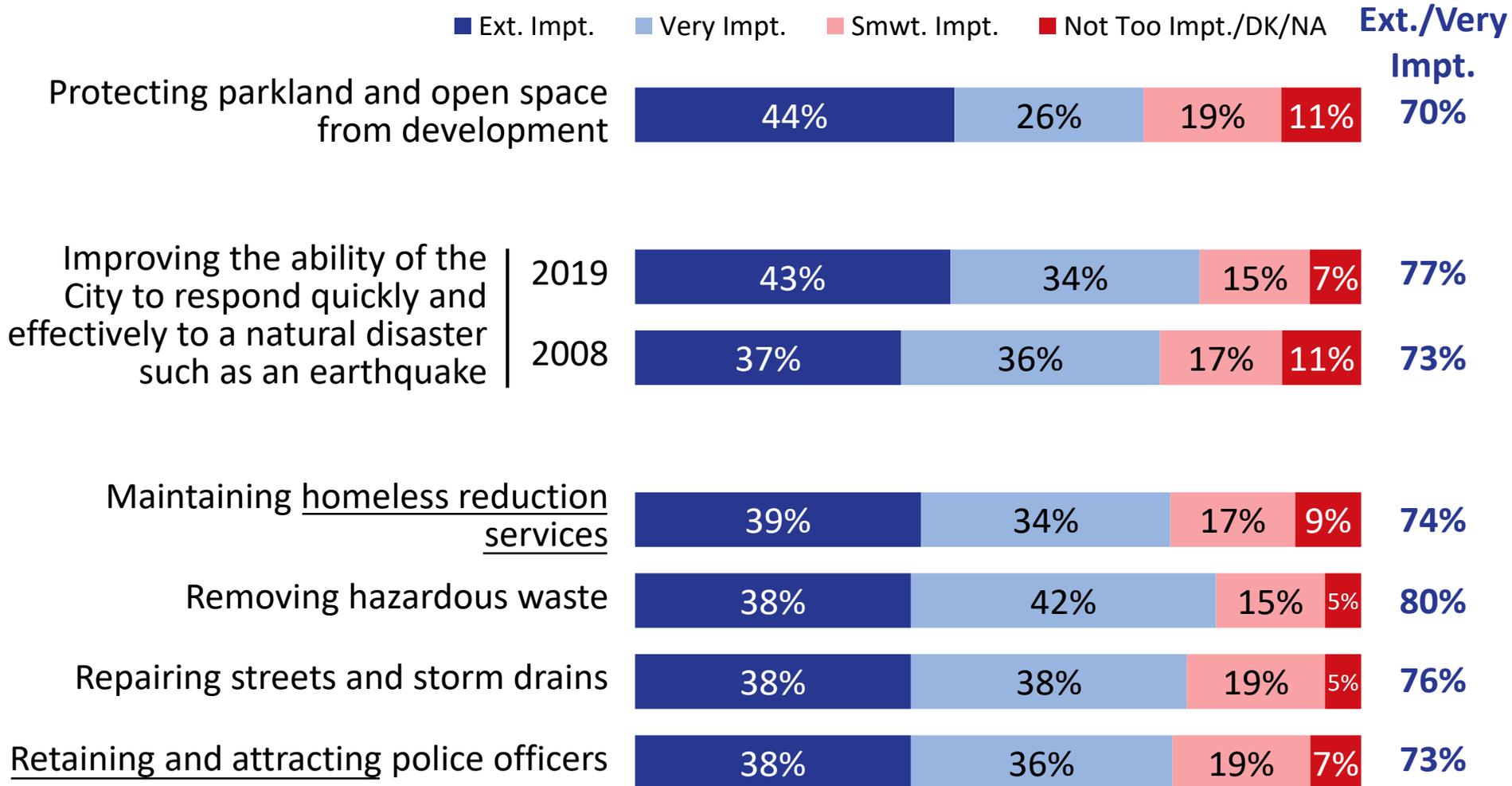


Constituent Priorities and Budgetary Needs

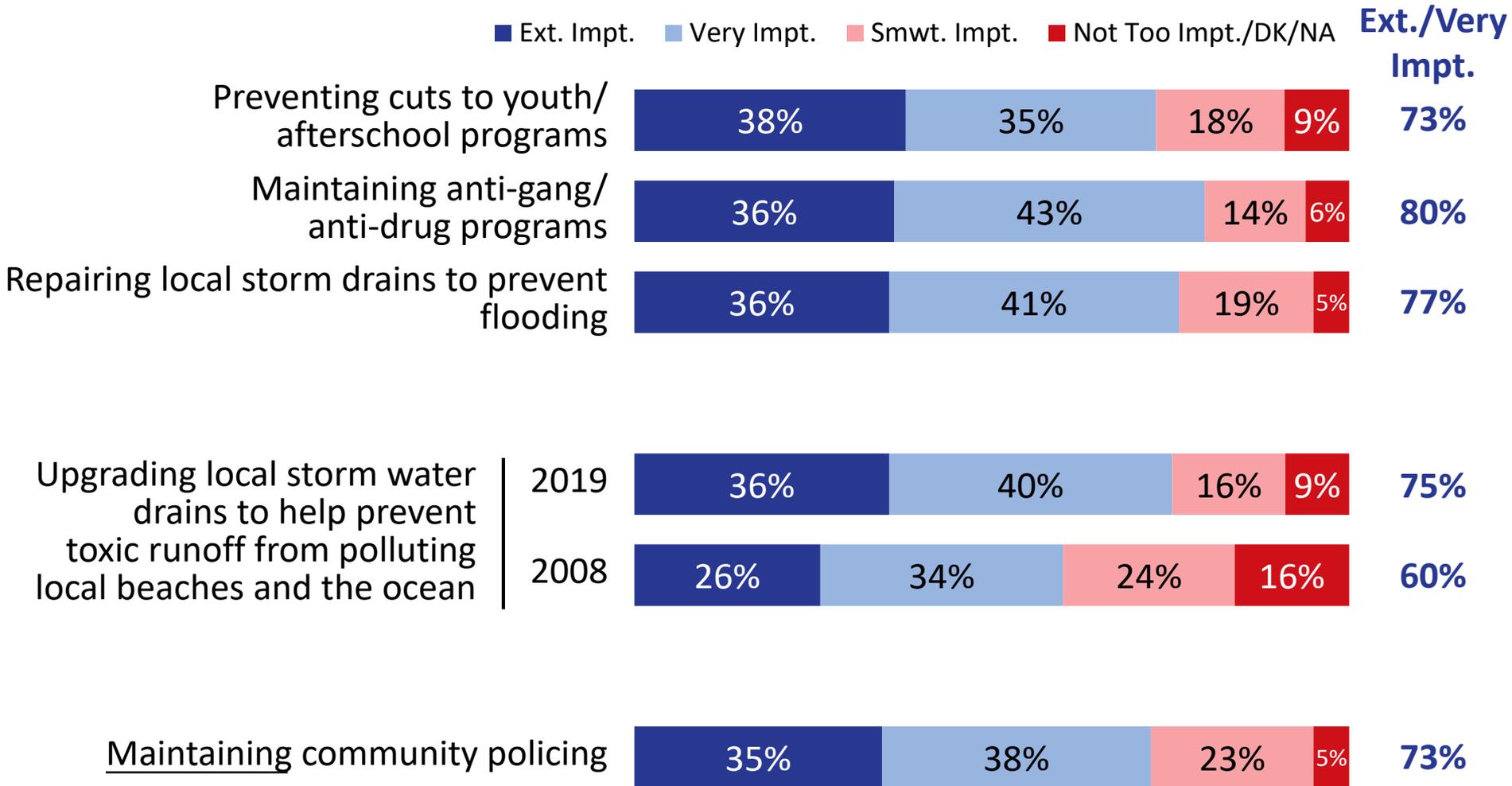
La Habra residents prioritize maintaining public safety services, addressing traffic, protecting local water and reducing homelessness.



Residents prioritize protecting parkland/open space and ensuring effective local response to natural disasters.



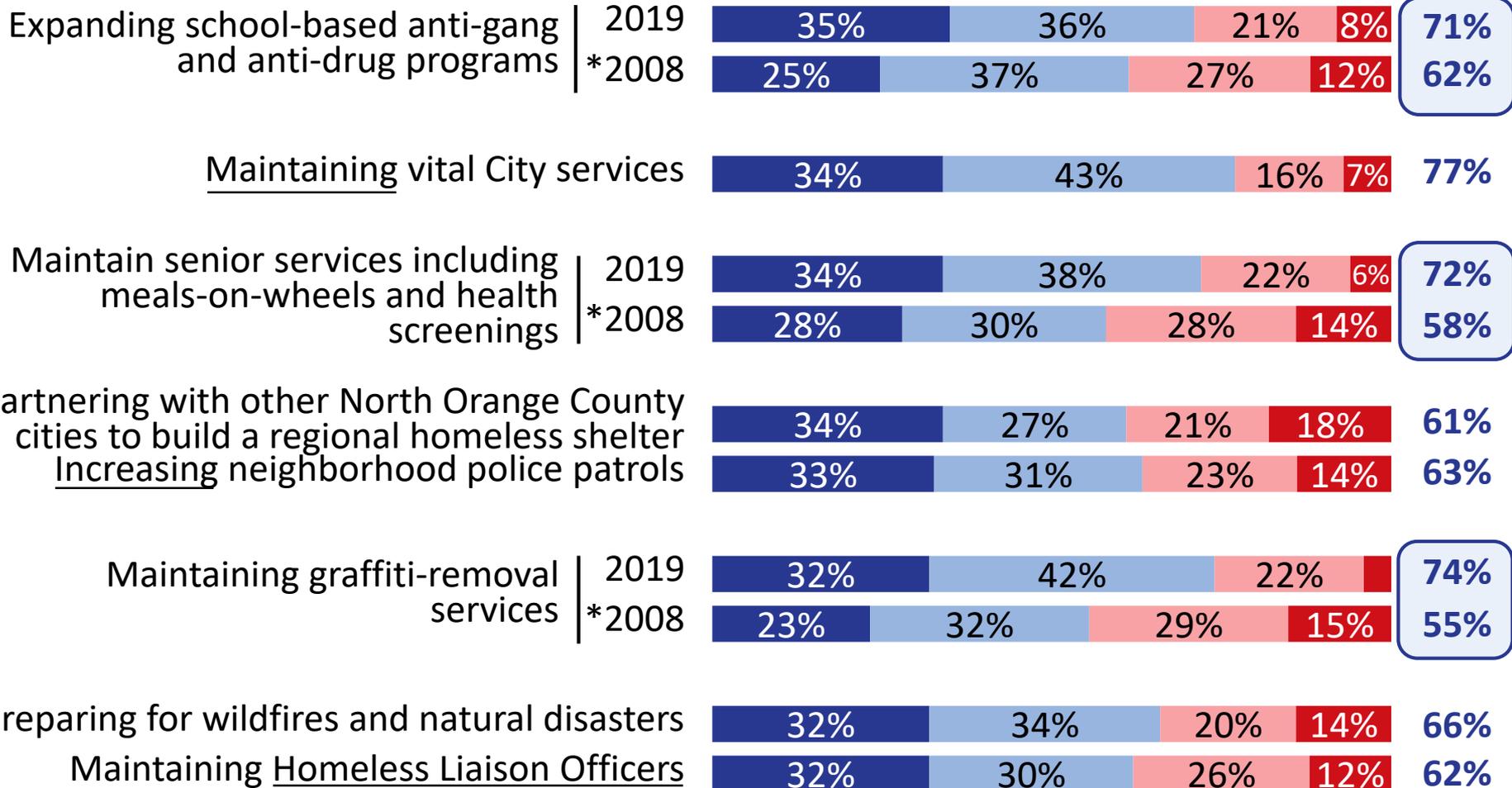
La Habra residents identify “maintaining” current service levels as highly important.



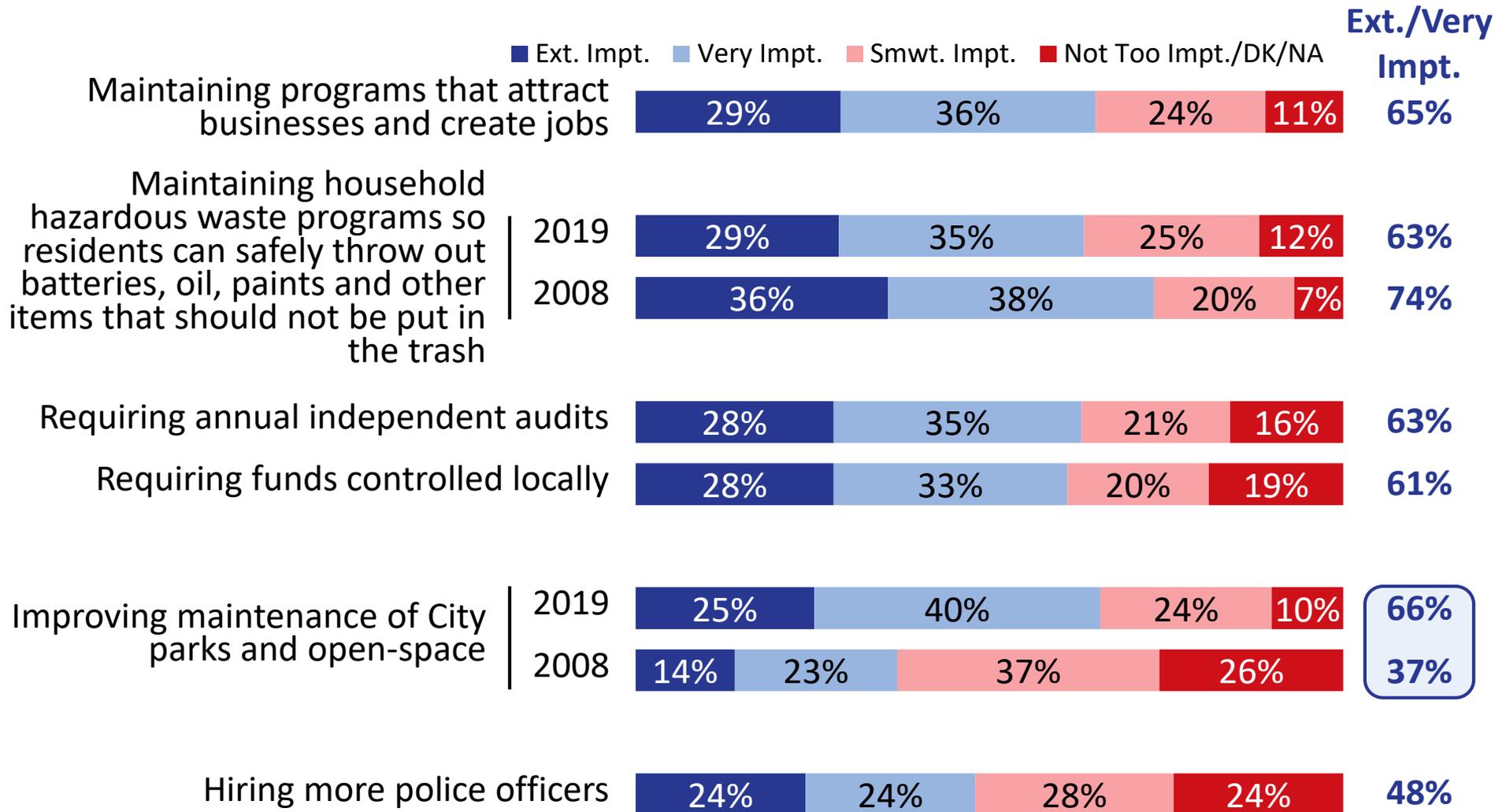
Youth gang/drug prevention, senior services and graffiti-removal have increased in importance to the La Habra community.

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt./DK/NA

Ext./Very Impt.



Respondents are much more focused on maintaining parks and open space today than in 2008.





Educational Information

Educational Statements

(PAST CUTS) When the State has had a budget crisis in the past, Sacramento politicians take millions of local tax dollars from cities like La Habra to solve their own problems. Money raised by this measure is legally required to stay in our community, ensuring local control and sufficient funds to maintain vital City services, including police, fire and 911 services, street repairs, and park maintenance. Not a single cent can be taken away by Sacramento.

(ANTI-GANG/DRUG) We must keep our children out of gangs and off drugs. This measure will continue the City's partnership with local schools to maintain anti-gang and anti-drug prevention programs, and after-school programs that help keep kids off the streets and out of trouble.

^(ACCOUNTABILITY) The measure would include accountability provisions such as public spending reports and annual independent financial audits and oversight 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 to benefit City of La Habra residents.

^(PUBLIC SAFETY CUTS) Over two-thirds of La Habra's city budget is dedicated to public safety alone. The City relies on voter-approved funds to be able to hire and maintain police officers and firefighters, maintain anti-gang programming, and keep our community safe. If we don't renew this measure, we will have no choice but to drastically cut our police, fire, and emergency response programs.

^(FIRE CONTRACT) The cost of the LA County Fire Department contract to provide fire protection and 911 emergency response services to La Habra residents rises significantly each year. Renewing this measure is critical to maintaining current firefighter and paramedic staffing levels, and 911 emergency response times.

(PROPERTY VALUES) This measure will help our local property values by making sure La Habra has well-maintained streets and safe and clean neighborhoods and parks. If the city is forced to cut basic services like pothole repair, graffiti removal and open-space maintenance, the City of La Habra will become a less desirable place to live and do business in.

Educational Statements; Continued

(INCREASE POLICE) This measure will make La Habra safer by increasing police presence in our neighborhoods, parks and schools, expand community policing. Funds raised could be used to create a dedicated downtown police beat, allowing increased patrols throughout the rest of the city.

(QUALITY OF LIFE) People live in La Habra because it offers a better quality of life and better services than some other nearby communities. Renewing this ballot measure and keeping our taxpayer dollars local will make sure La Habra maintains public safety, 911 emergency response services, repair streets and roads, maintain our local parks, after school programs, and other services and programs that make our city a desirable place to live, visit, and do business.

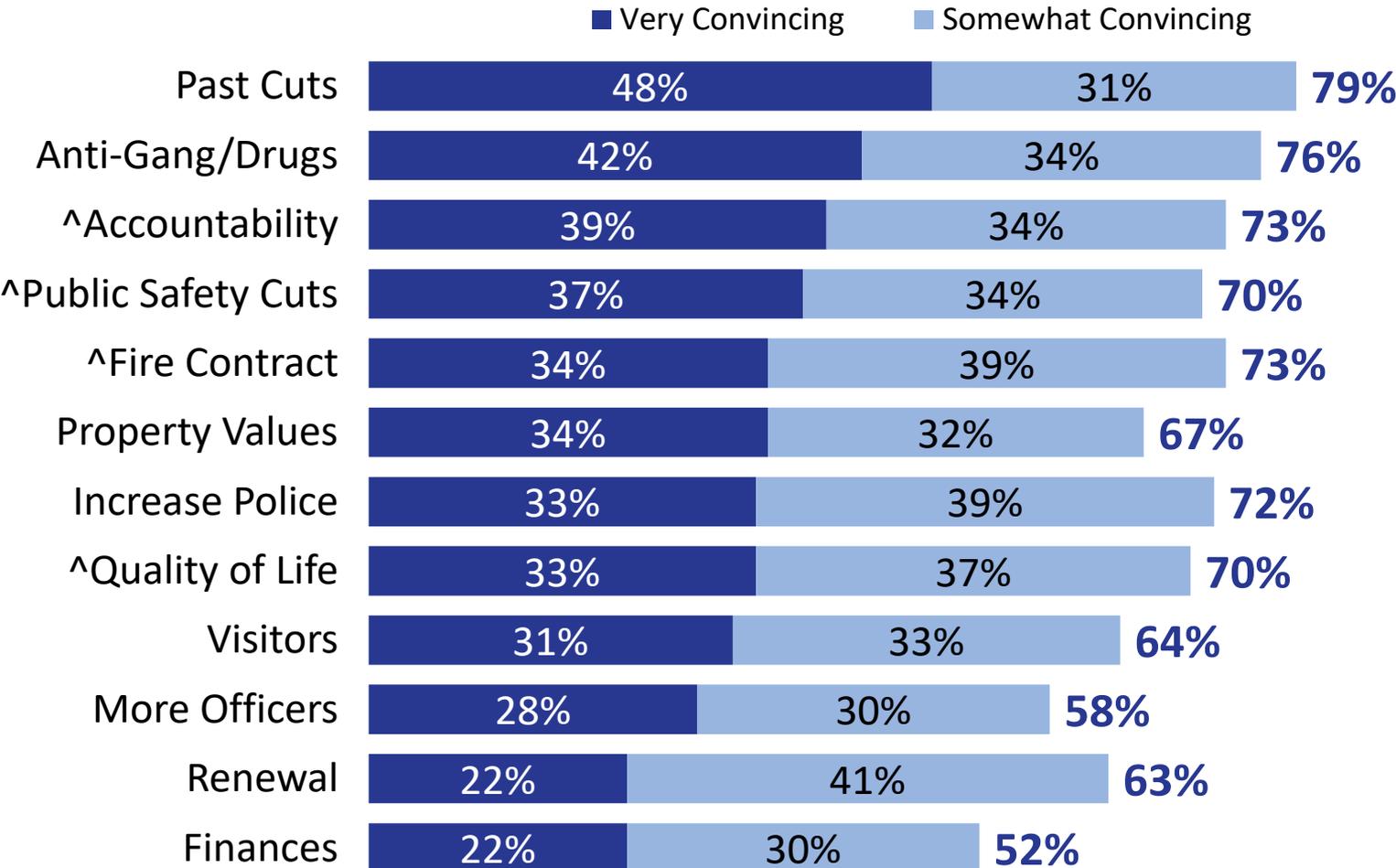
(VISITORS) A substantial portion of the money from this measure will be paid by residents of other cities that eat and shop in local spots. Out-of-towners will pay their fair share when they use our local services such as police and fire protection and when they use our parks and streets. Additionally, this measure will not be applied to prescription medications or food purchased as groceries.

(MORE OFFICERS) If we had more officers, we could prevent crimes before they happen. Police are so busy responding to calls for assistance that they have less time to patrol or conduct community policing and help to maintain fast and effective response times to all neighborhoods of our city.

(RENEWAL) This measure will help to strengthen our community's quality of life and property values by renewing a City of La Habra sales tax approved by voters in 2008. Renewing this measure will continue a locally-controlled source of funding dedicated to the vital City services that we expect and deserve.

(FINANCES) Renewing this measure would allow the City to recoup from devastating cuts caused by Sacramento money grabs, pay down debt, and shore up reserves used during the last economic downturn.

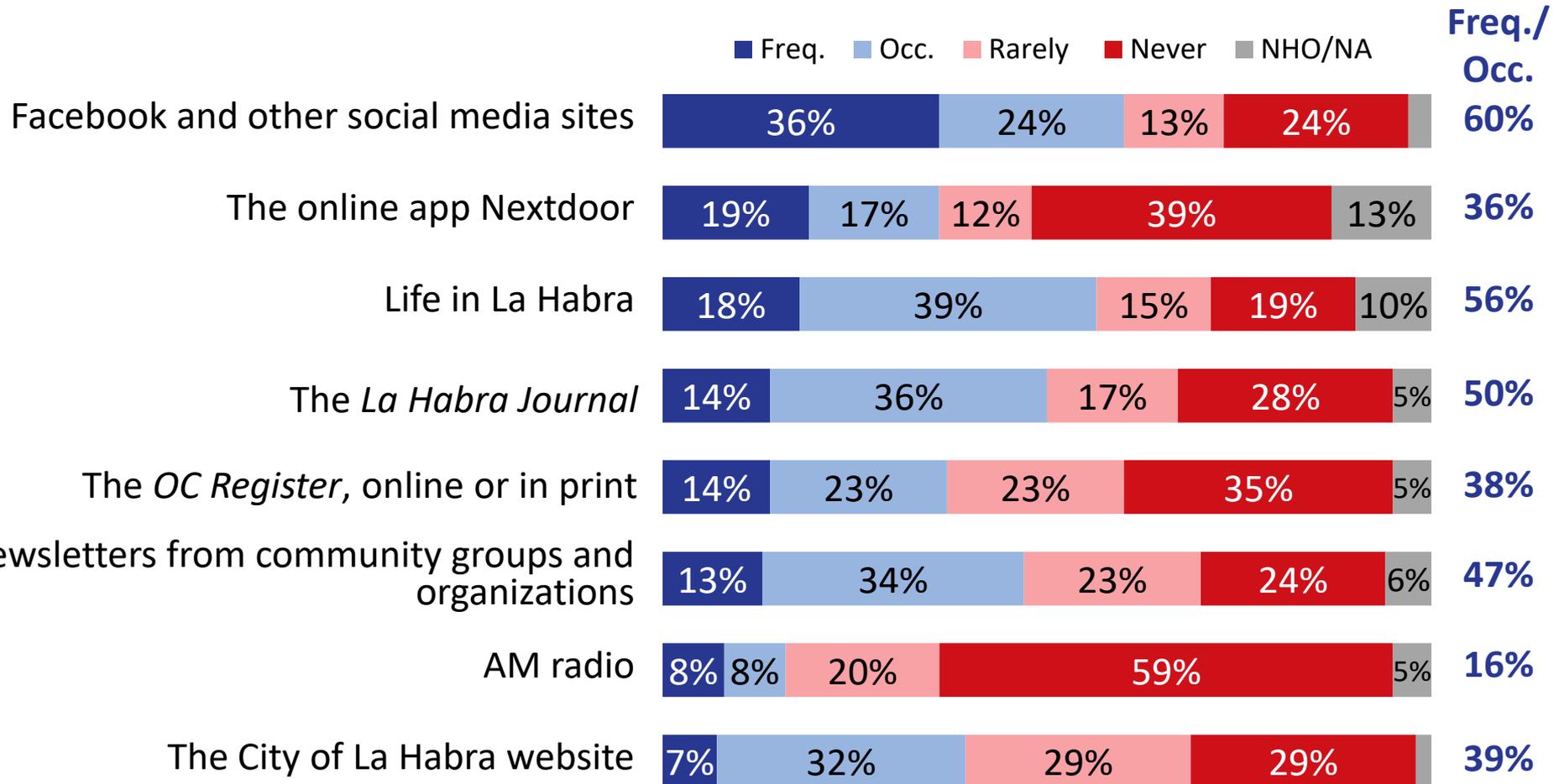
Potential state cuts to La Habra, protecting public safety services and accountability resonate strongly with La Habra Residents.





Information Sources

Residents identify Facebook and other social media sites as their top sources of information about local issues.



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