



Turlock Highlights of a Community Issues Survey

*Survey Conducted:
June 15-23, 2020*

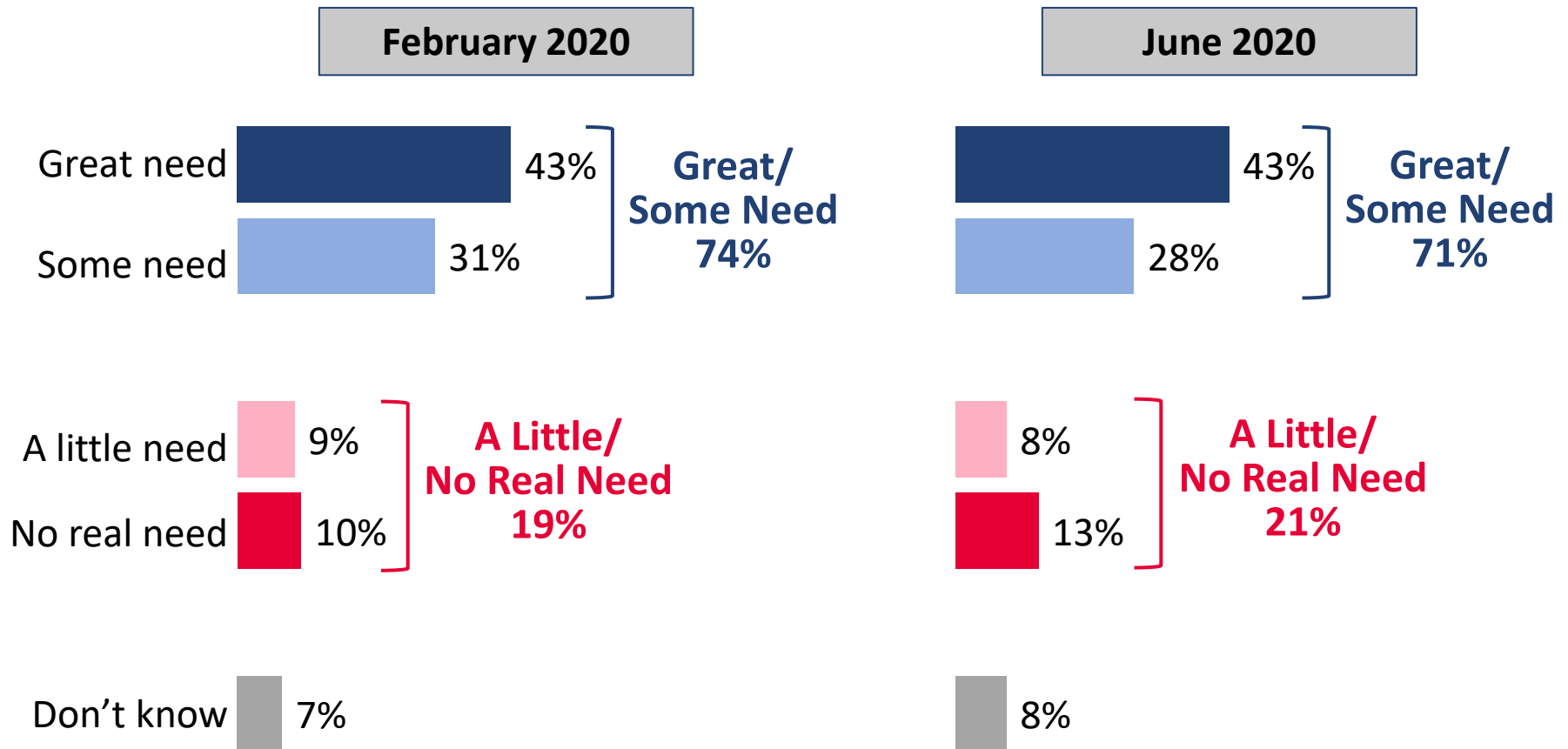


FAIRBANK, MASLIN,
MAULLIN, METZ
& ASSOCIATES

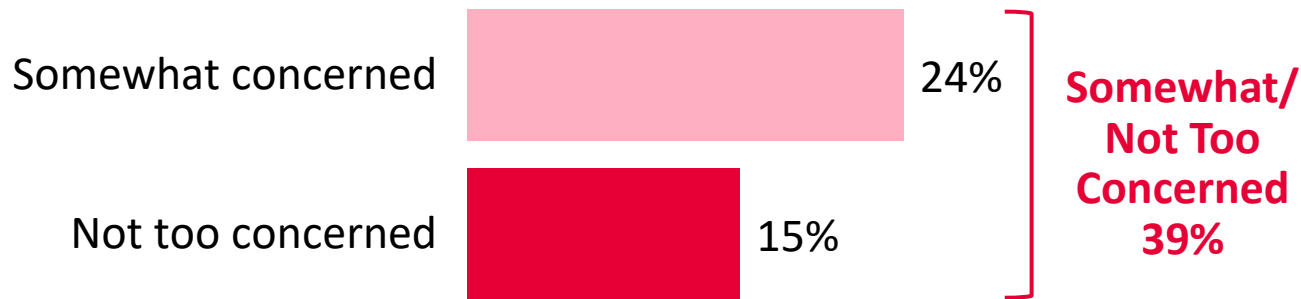
Methodology

- ✓ 473 completed survey interviews with Turlock residents likely to vote in November 2020
- ✓ Survey conducted June 15th – 23rd, 2020
- ✓ Interviews conducted online and by cell phone/landline telephone
- ✓ Survey available in English and Spanish
- ✓ Overall Margin of Error: +-4.9%

More than seven-in-ten respondents believe the City has at least “some” need for additional funding to provide City services, similar to the baseline survey findings.

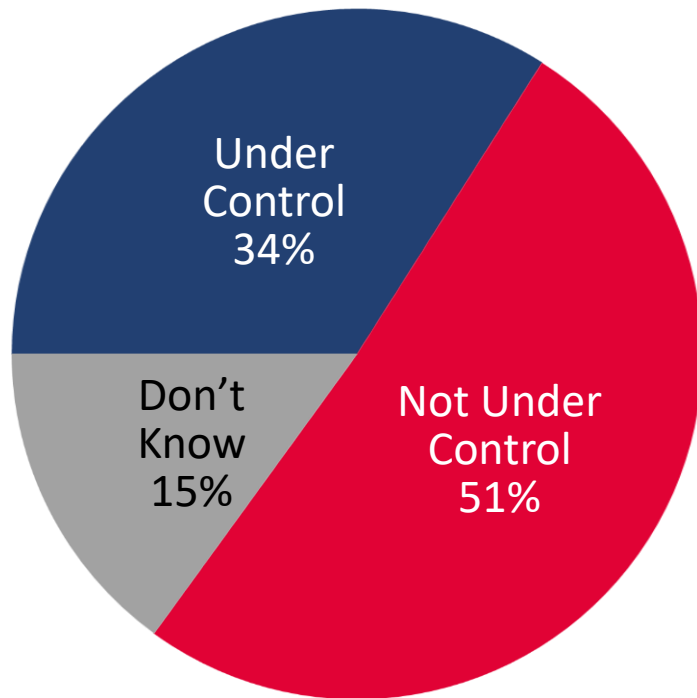


Over six-in-ten respondents are at least “very” concerned about the coronavirus pandemic and its impact on the local economy.

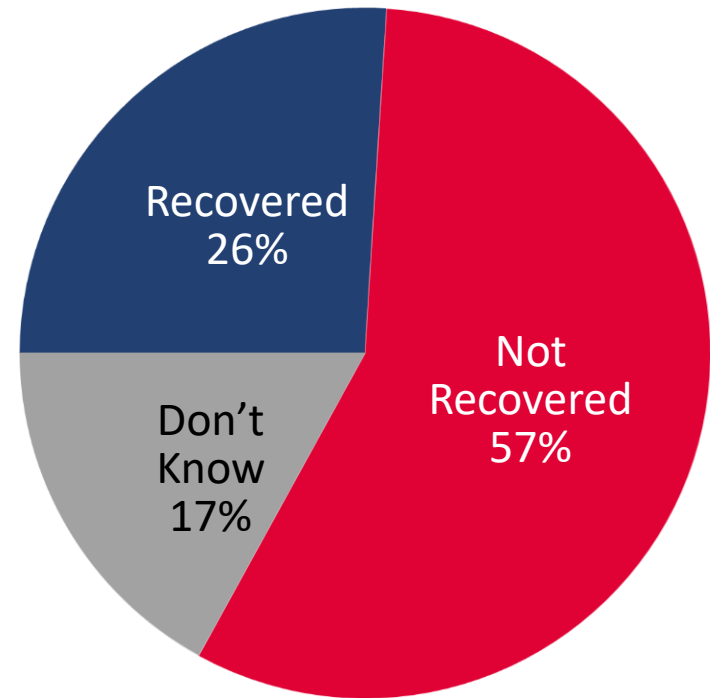


A little more than half of respondents believe the pandemic will not be under control, nor will the economy have recovered, in six months.

Looking ahead six months, do you think the coronavirus pandemic will generally be under control or not?



And looking ahead six months, do you think the economy in Turlock will have recovered or not?

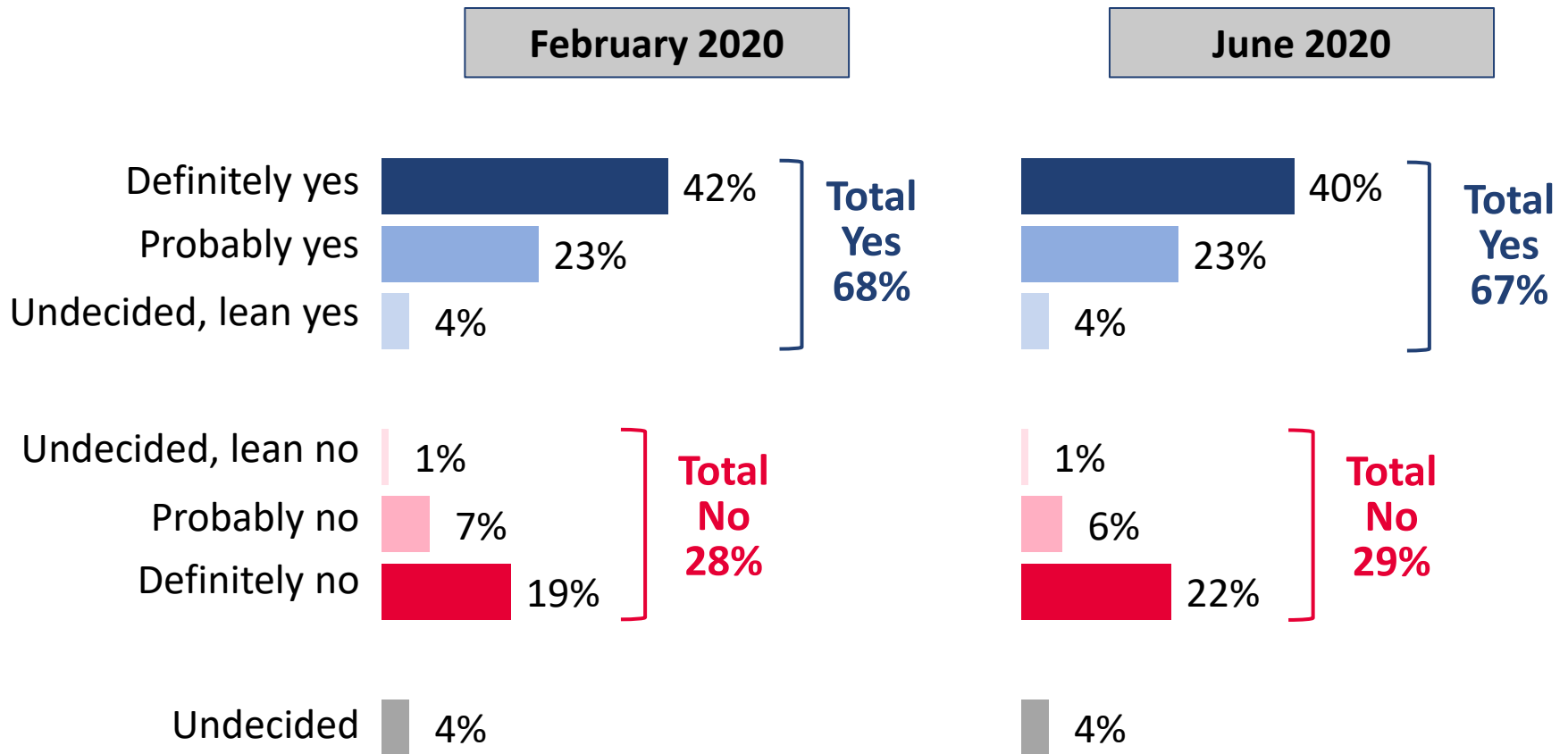


Local Revenue Ballot Measure Tested in the Survey

CITY OF TURLOCK PUBLIC SAFETY, 911 EMERGENCY RESPONSE, COMMUNITY SERVICES MEASURE

Shall the measure to maintain/restore general fund services including fire, 911 emergency medical response, police protection, anti-gang/drug programs; restore fire station staffing; address homelessness, vagrancy; keep public areas safe/clean; repair streets, potholes; support small businesses, local jobs by establishing a 1¢ sales tax providing approximately \$15,000,000 annually until ended by voters, requiring public disclosure of spending, all funds used locally, be adopted?

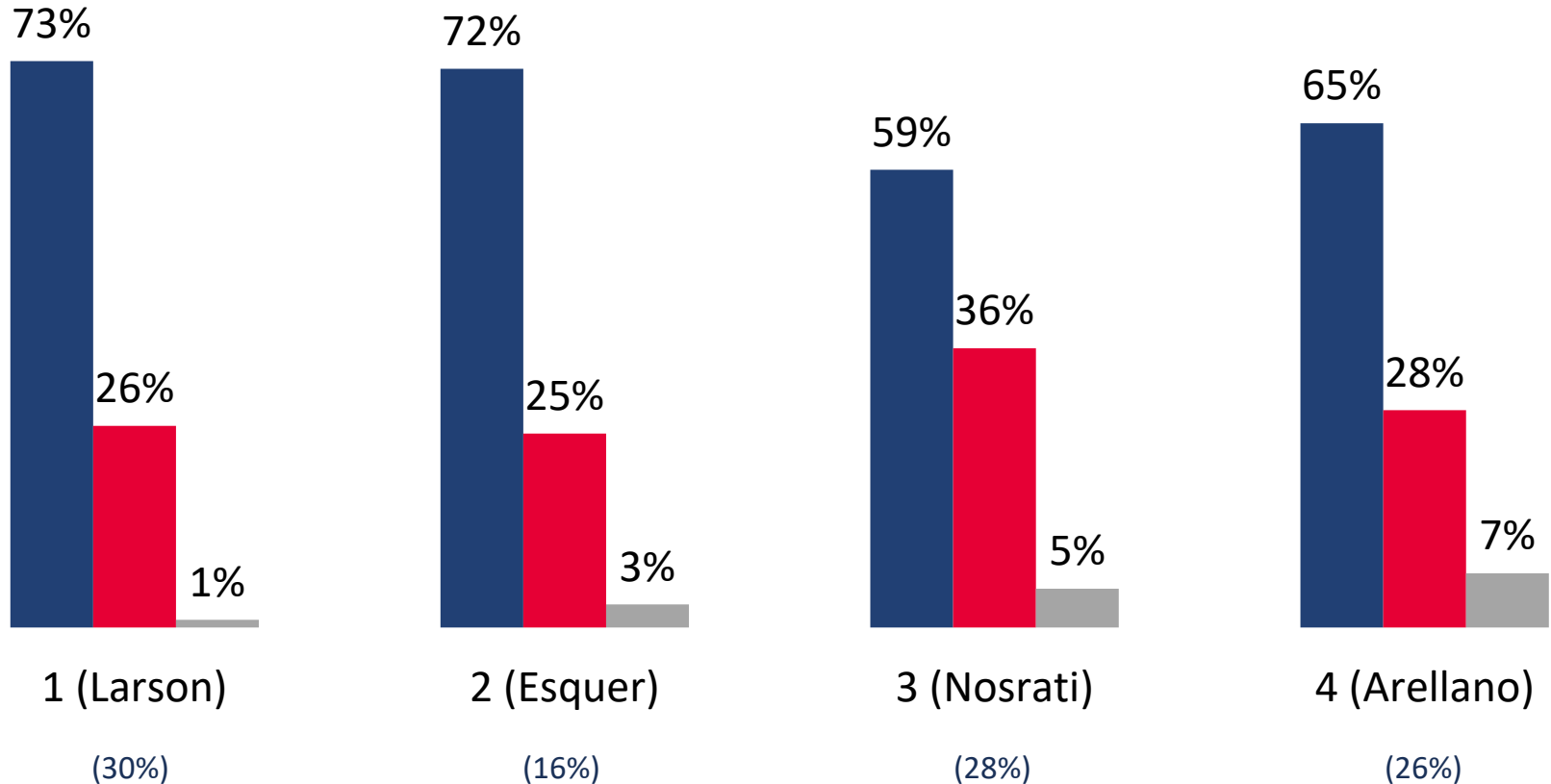
Two-thirds of respondents support the potential local revenue measure, virtually identical to the baseline survey.



Majorities of respondents in each City Council District support the local revenue measure.

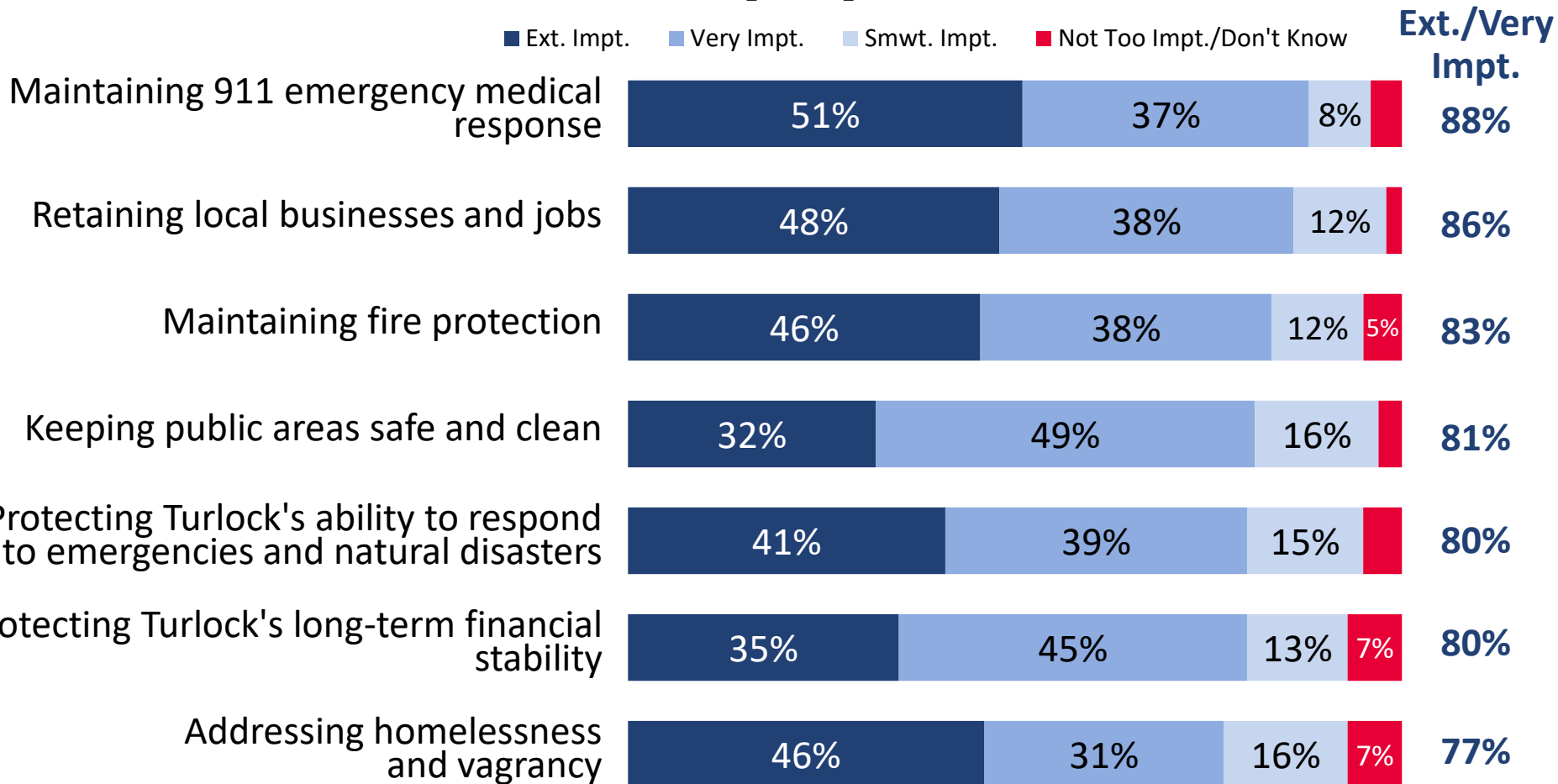
Vote by City Council District

■ Total Yes ■ Total No ■ Undecided

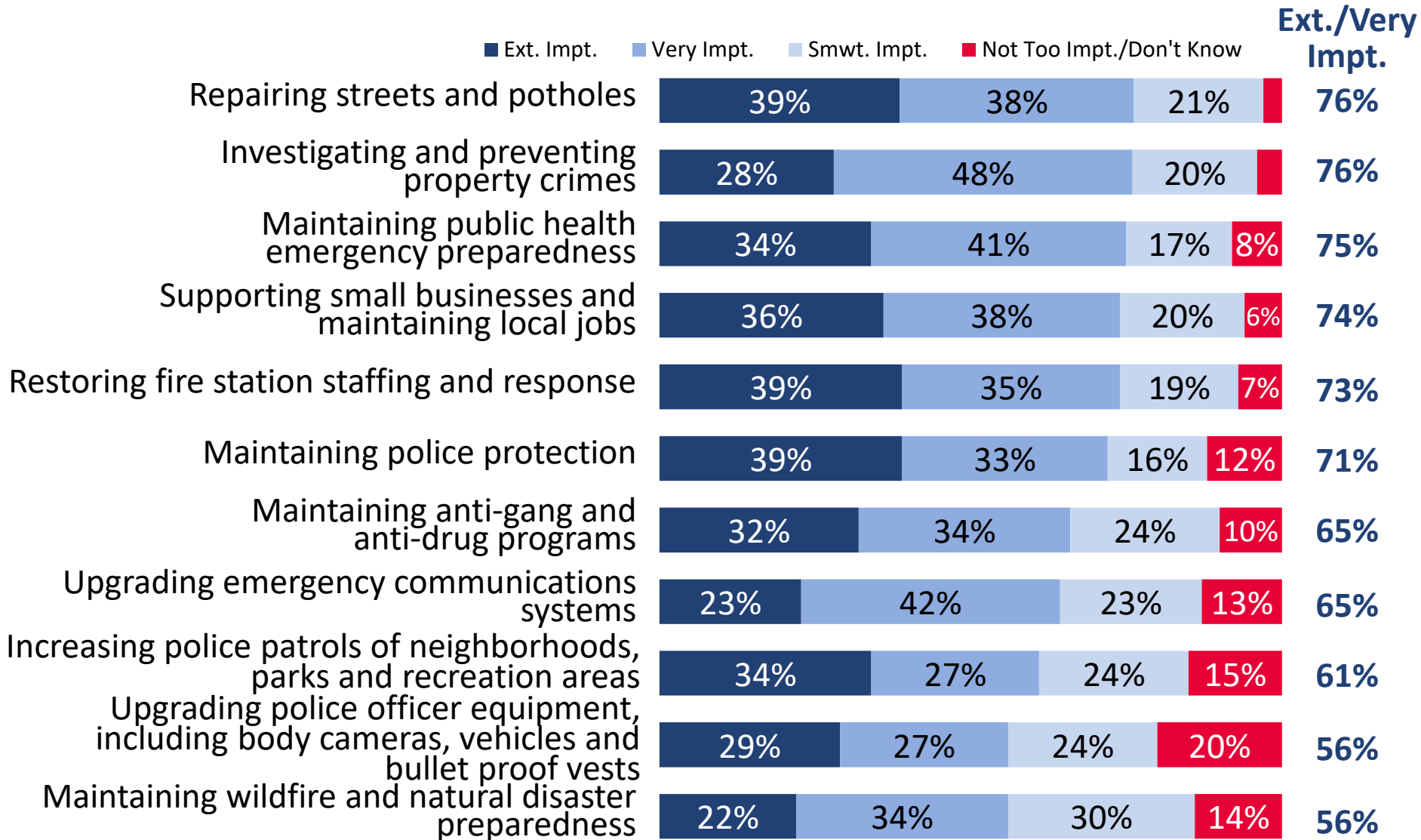


(% of Sample)

The top community priorities include emergency medical response, retaining local businesses and jobs, keeping public areas safe and clean, and disaster preparedness.



Continued



Q. I am now going to read you a list of possible projects, features, and provisions that might be included in this City of Turlock ballot measure. Regardless of how you feel about this measure, please tell me how important it is to you personally that each provision or use of funds is included in the measure: extremely important, very important, somewhat important, or not too important. Split Sample