








# Highlights of Cathedral City Resident Satisfaction and Budget Priority Issues Survey



OPINION  
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# Survey Methodology

Survey Dates	March 20-26, 2024
Research Population	Dual-mode Voter Survey
Survey Type	Cathedral City Likely November 2024 Voters
Total Interviews	433
Margin of Sampling Error	(Full Sample) $\pm 4.9\%$ at the 95% Confidence Level (Half Sample) $\pm 6.9\%$ at the 95% Confidence Level
Contact Methods	 Telephone Calls  Email Invitations  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews
Survey Tracking	June 2008, February 2012, December 2013, May 2016, November 2020, April 2022 & January 2023
Languages	English and Spanish

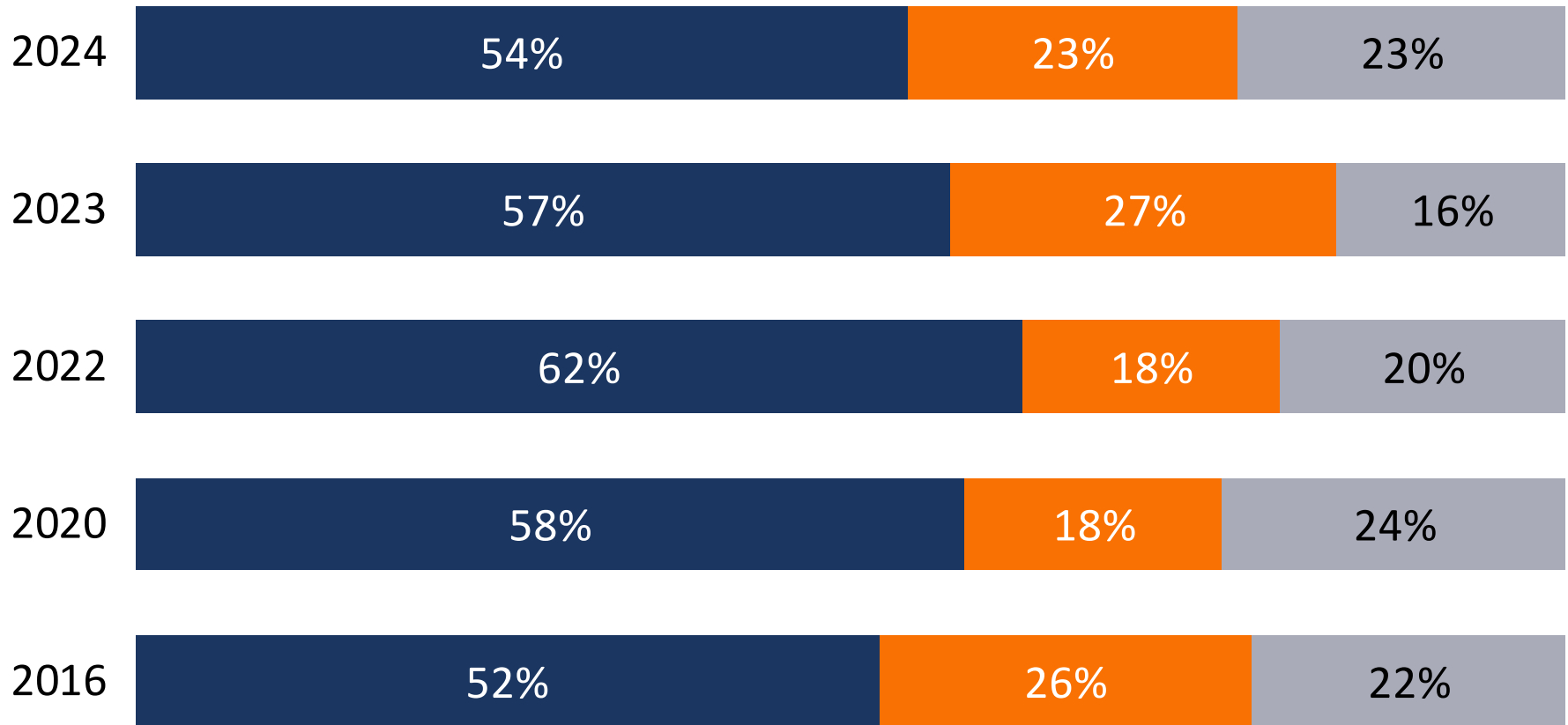
*(Note: Not All Results Will Sum to 100% Due to Rounding)*



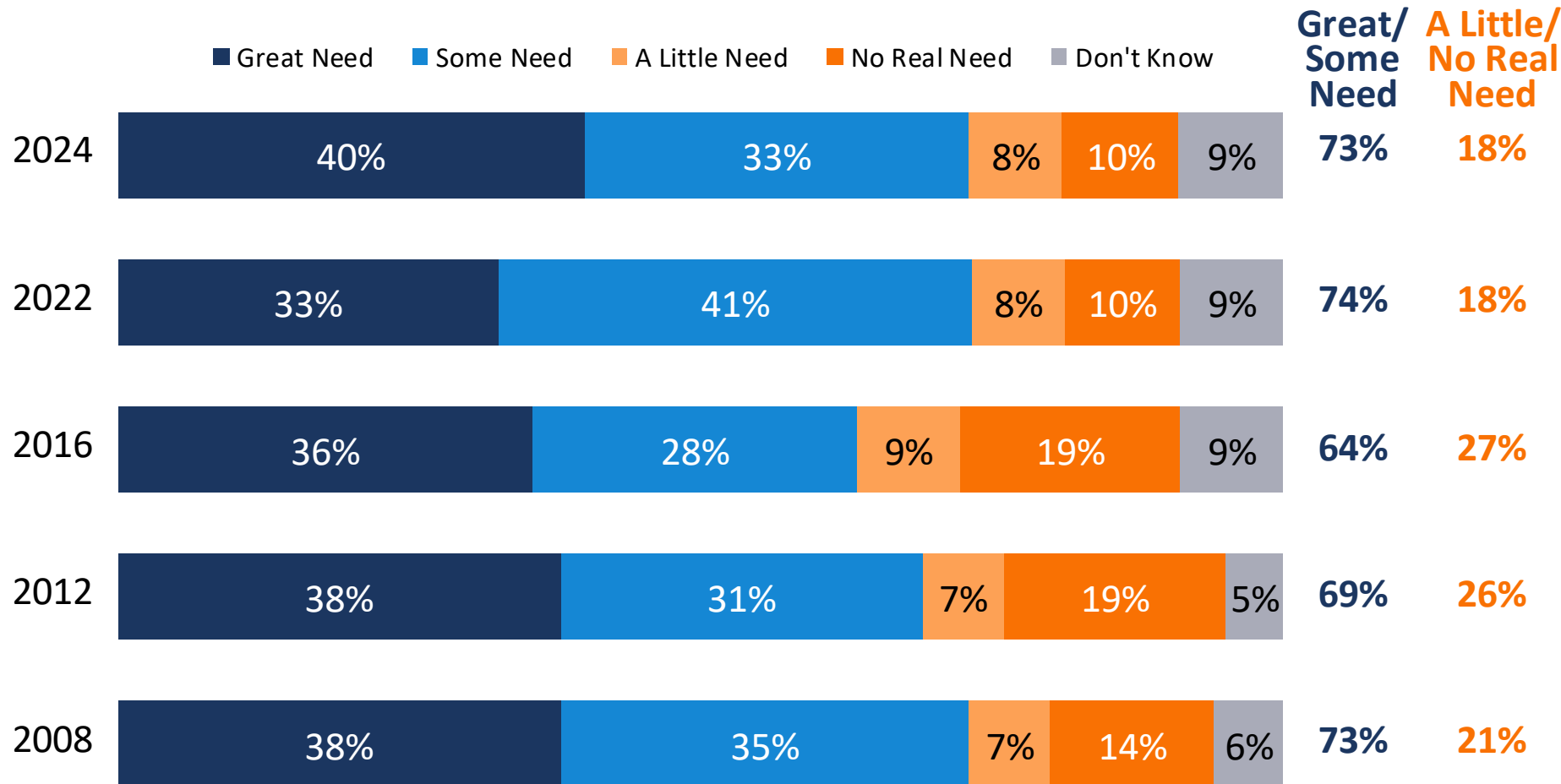
# **Overall Mood and Perception of the Need for Additional Funds**

# In a challenging environment statewide, a majority continues to view the direction of the City favorably.

■ Right Direction ■ Wrong Track ■ Don't Know



# Almost three-quarters continue to perceive the City needs additional funds— though perceived great need for funds has increased since 2022.





# **Interest in Service Priorities and Potential Funding Solution**

# Hypothetical Measure Language Tested

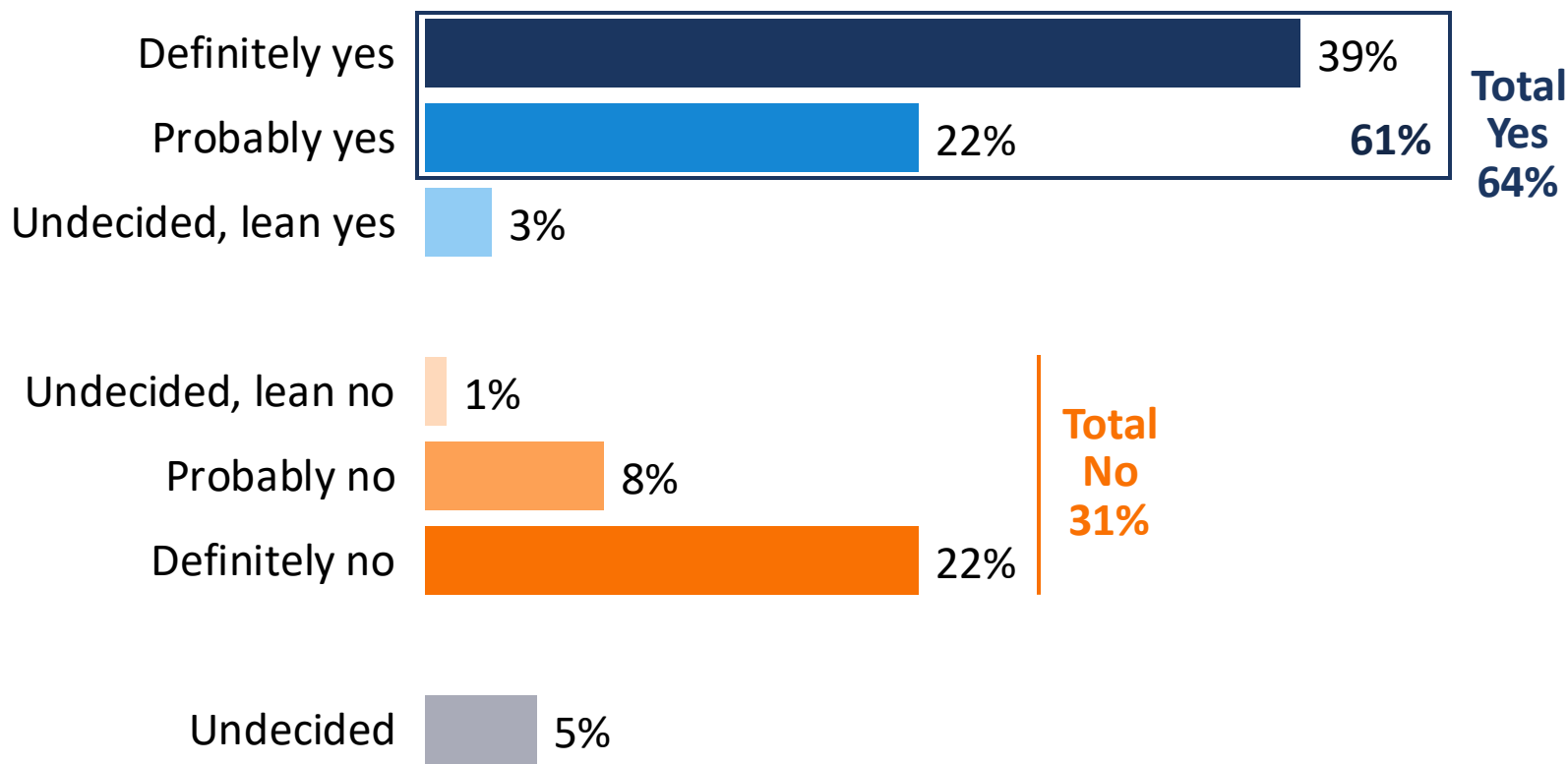
*(As Approved by Legal Counsel)*

## **Cathedral City Services Measure**

Shall the measure providing funding for Cathedral City's services such as maintaining 911 medical emergency/ambulance/fire/police response; repairing neighborhood streets/potholes; preparing for/responding to and recovering from rainstorms/natural disasters; keeping parks clean/safe; addressing homelessness; providing park/recreation afterschool/youth/senior programs; and for general government use by establishing a ½¢ sales tax providing \$5,000,000 annually until ended by voters; requiring audits, spending disclosure, funds locally controlled, be adopted?

# Slightly more than 6-in-10 initially support this 50%+1 measure, with almost 4-in-10 strongly supporting it.

*(Margin of Error =  $\pm 4.9\%$ )*

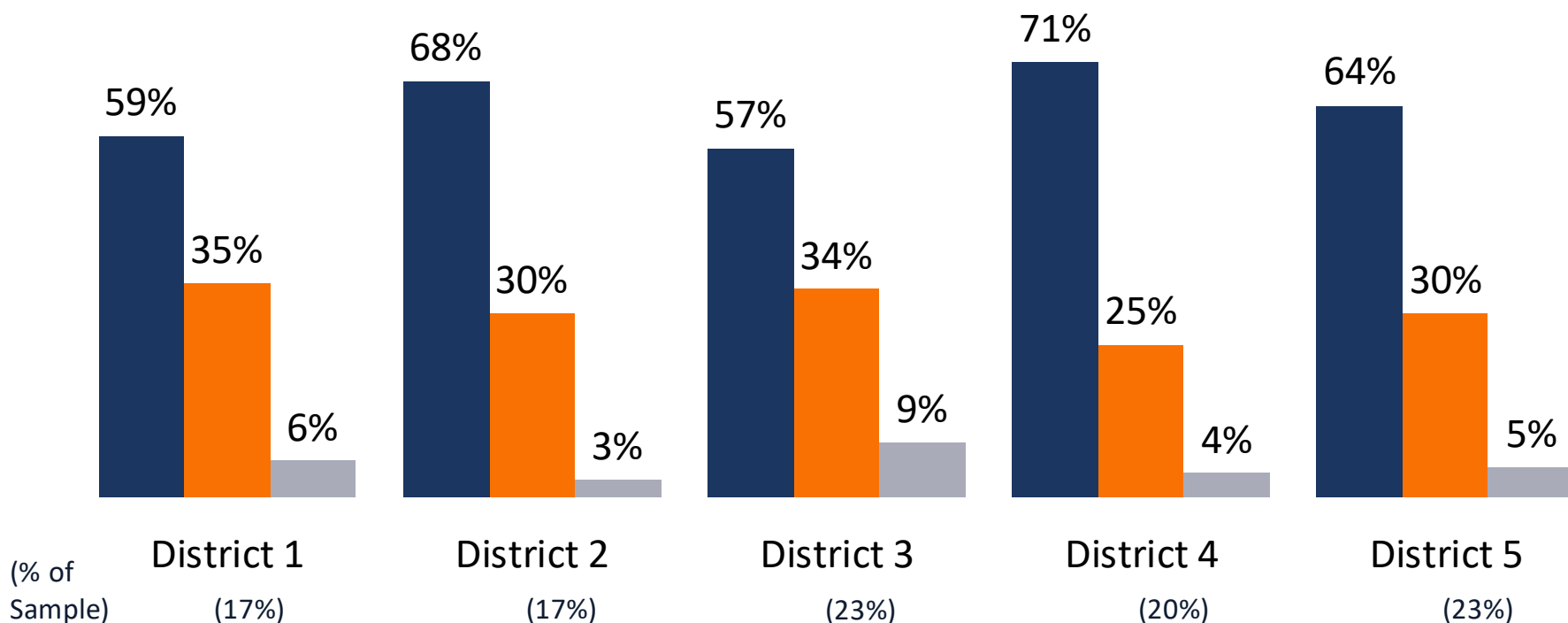




# Support exceeds the simple majority requirement for passage Citywide, with respondents in City Council Districts 2 and 4 the most likely to vote yes.

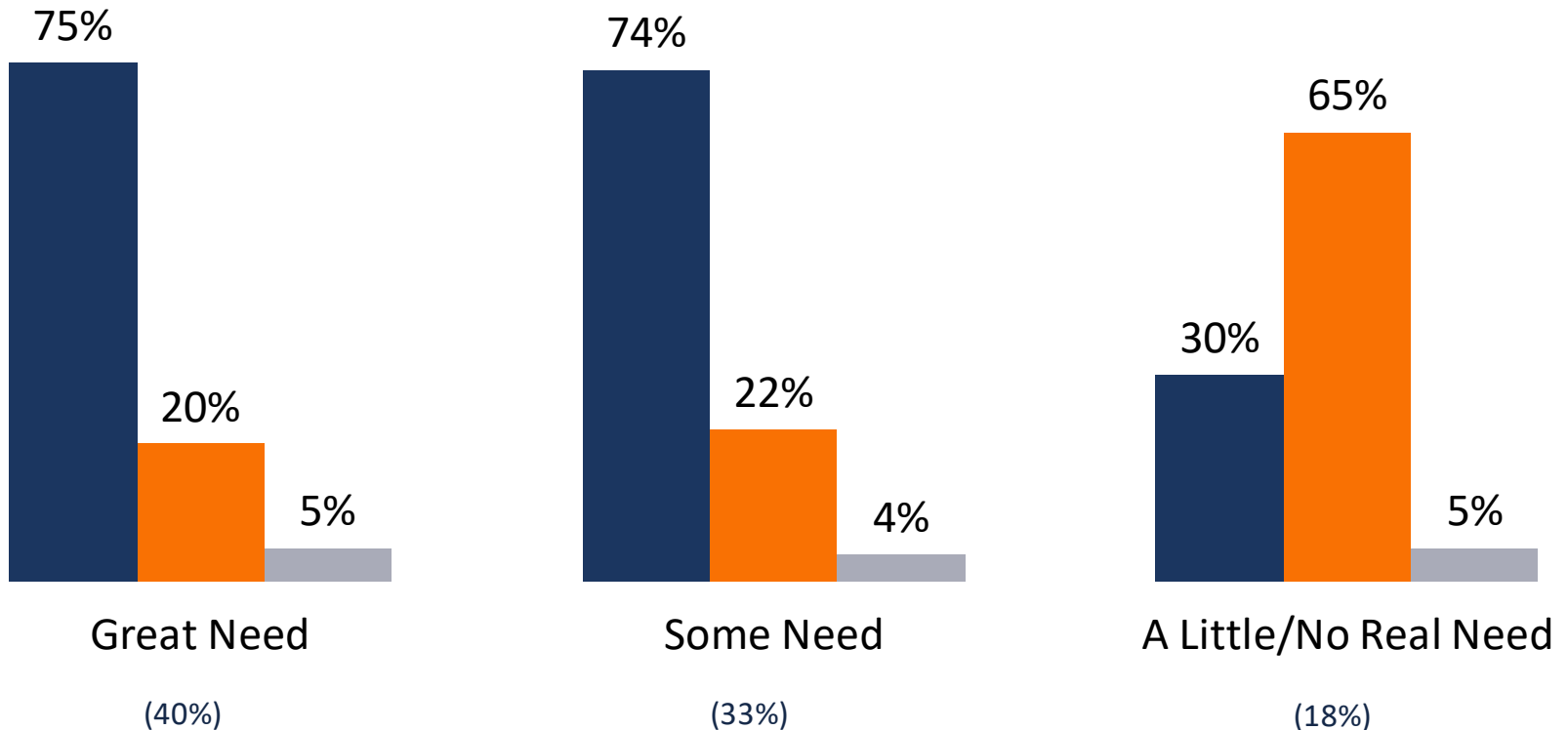
■ Total Yes ■ Total No ■ Undecided

*Opinions by City Council District*

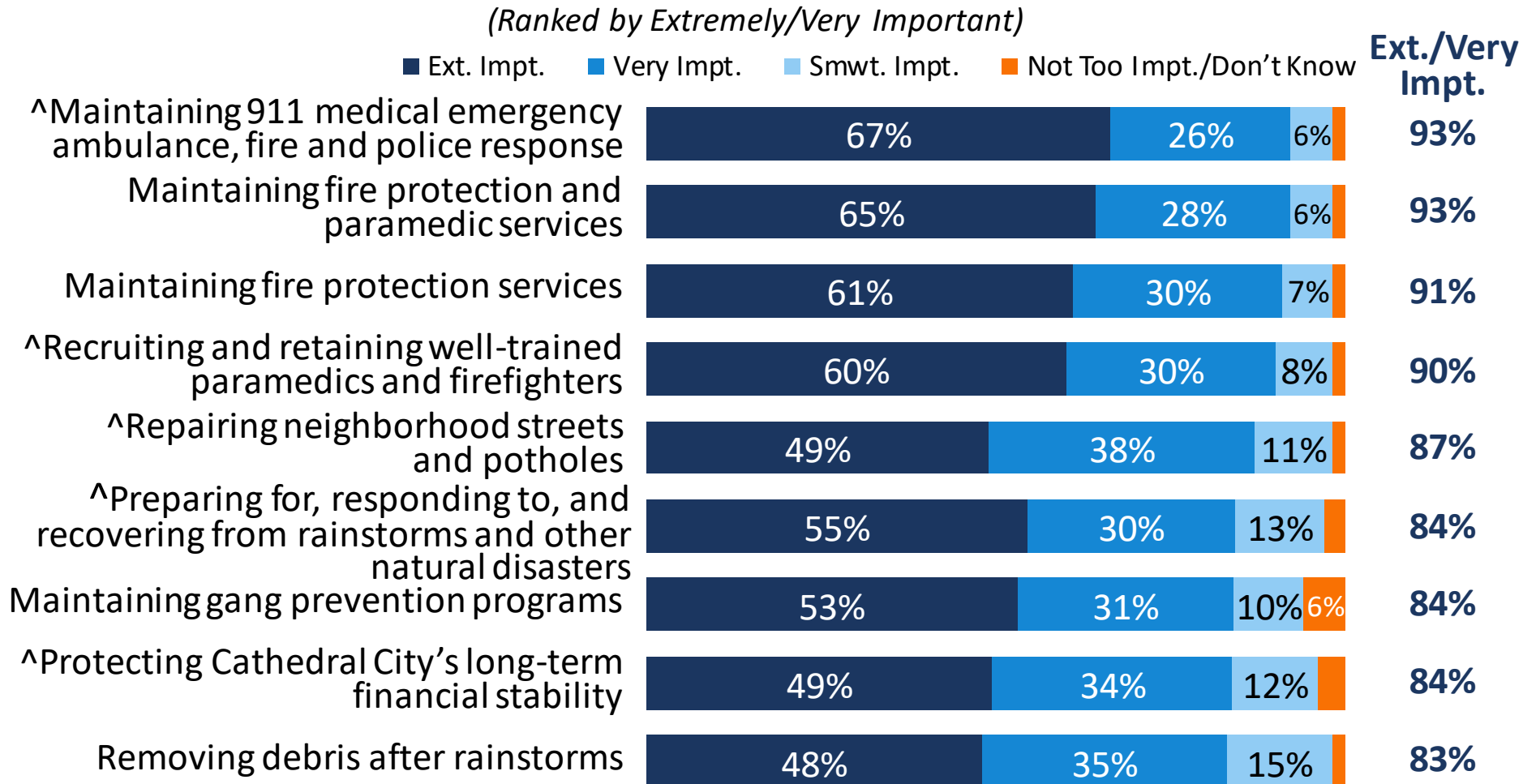


# Perception of funding need strongly impacts support for a measure.

■ Total Yes ■ Total No ■ Undecided  
*Opinions by Perceived Funding Need*



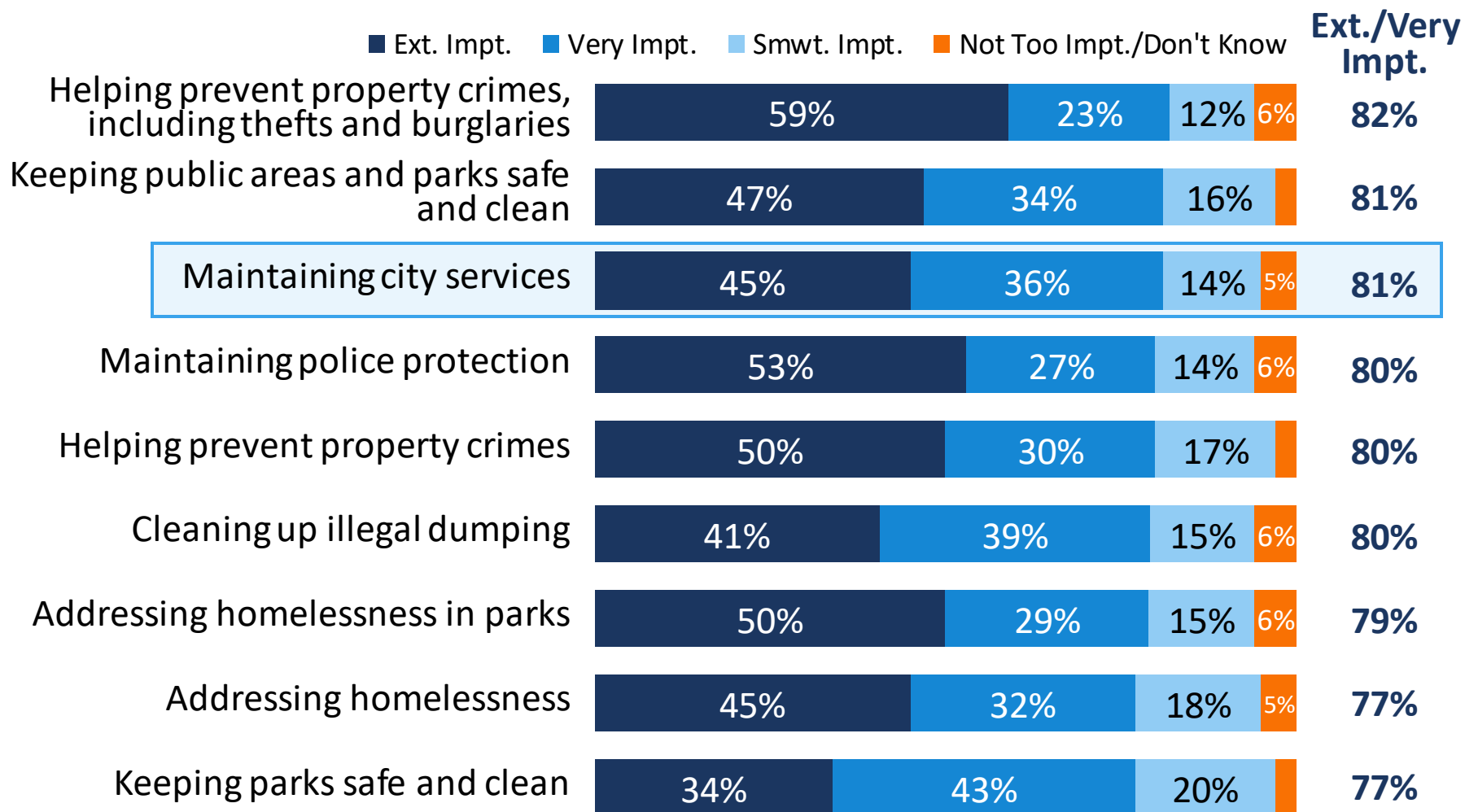
# Maintaining 911 emergency response, fire protection services, and repairing streets and potholes are leading priorities for uses of funds.



Q. I am going to read you a list of possible projects, features, and provisions that might be included in this local 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. ^Not Part of Split Sample

# Continued

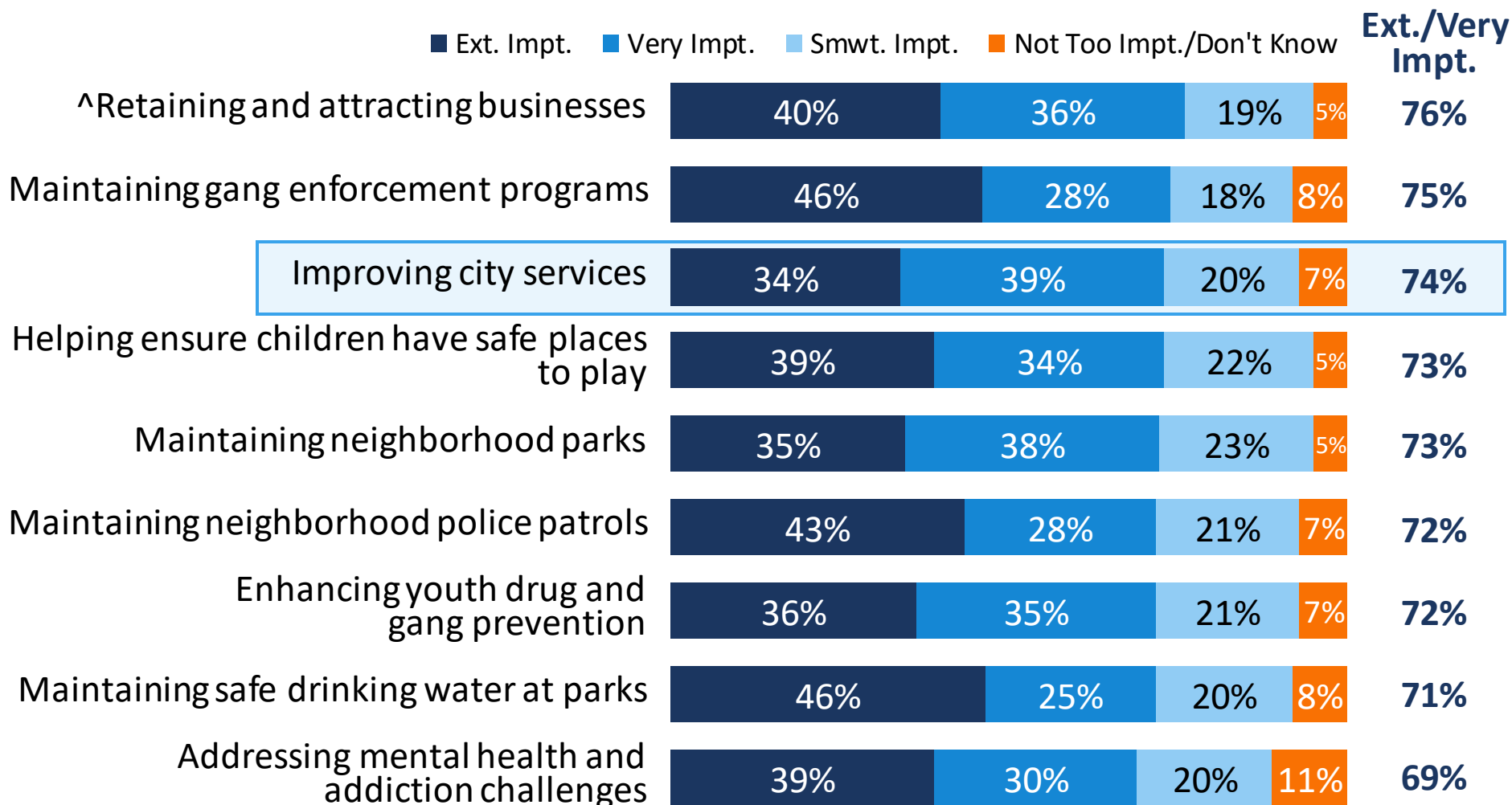
(Ranked by Extremely/Very Important)



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# Continued

(Ranked by Extremely/Very Important)



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# Continued

(Ranked by Extremely/Very Important)

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt./Don't Know

Ext./Very  
Impt.

Improving traffic safety

34%

35%

25%

6%

69%

^Offering an emergency cooling center  
for seniors and other residents during  
extreme heat days

38%

28%

23%

10%

67%

Providing park and recreation  
afterschool and youth programs

36%

30%

19%

15%

66%

Requiring owners to keep their  
properties well-maintained

35%

31%

20%

14%

66%

Improving access to affordable housing

31%

35%

22%

12%

66%

Maintaining and improving  
neighborhood park safety

30%

36%

28%

7%

66%

Repairing sidewalks

30%

36%

27%

6%

66%

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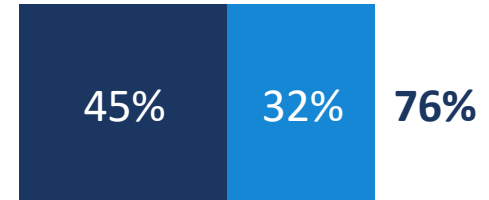


# **Impact of Information**

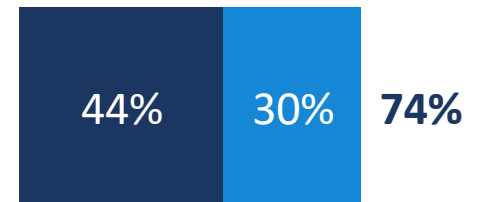
# Similar to budget priorities, information on 911 emergency response and streets, as well as ensuring accountability, resonate most with respondents.

■ Much More Incl. ■ Smwt. More Incl.

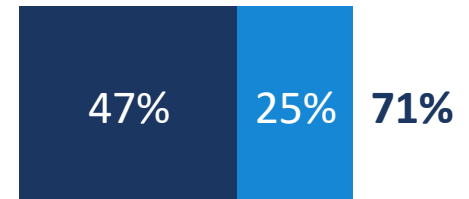
**(RESPONSE TIMES - MEDICAL)** Last year alone, approximately 77% of calls to Cathedral City Fire Department have been related to medical emergencies. In a medical emergency, seconds count. This measure will ensure that Cathedral City's Fire Department's medical emergency personnel have the lifesaving equipment needed to maintain its emergency response times and continue saving lives.



**^(STREETS)** Prior to this year's rainy season, independent engineers rated nearly two-thirds of Cathedral City's streets and roads as "fair," "poor," or "very poor"; the roads have only gotten worse. It is time we fund these needed street and pothole repairs before the problem gets even worse and more expensive to fix.



**^(ACCOUNTABILITY)** This measure includes tough accountability provisions such as public disclosure of all spending and annual independent financial audits. These fiscal safeguards will ensure that funds from this measure will be used efficiently, effectively and as promised.

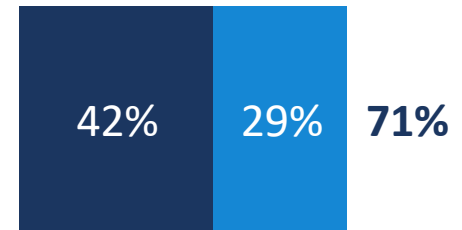




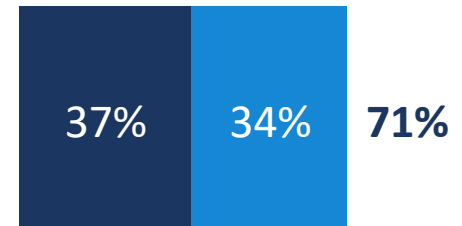
# Continued

■ Much More Incl. ■ Smwt. More Incl.

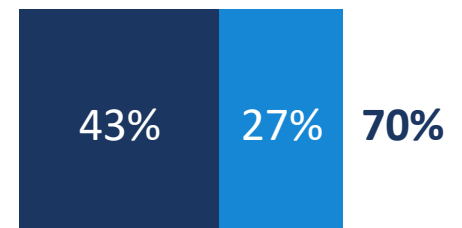
**(PROPERTY CRIME)** Most recent crime data reports for Cathedral City found a five-year high with over 825 reported burglaries and thefts, including more than 250 car thefts. This measure will help maintain 911 emergency response times, and police patrols in neighborhoods and business areas to keep residents and their property safe.



**(VISITORS)** A significant amount of the funding from this measure will be paid by visitors from surrounding areas who work in Cathedral City, snowbirds who stay in the Valley, and others who visit our City to shop at Target, eat in our restaurants, or partake in community activities like the Hot Air Balloon Festival. This means people who are not Cathedral City residents will contribute their fair share to keeping the roads they drive on in good condition and our community safe while they are in our City.



**(LOCAL CONTROL)** In the last five years alone, Sacramento politicians have taken away \$30 million in funding from the City. All funds raised by this measure are legally required to be spent in Cathedral City, which will ensure local control of this revenue and provide a guaranteed source of funding for city services that cannot be taken by Sacramento.





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