



# City of Corona Highlights of Community Issues Survey

*Survey Conducted January 31-February 9, 2020*



OPINION  
RESEARCH  
& STRATEGY

# Methodology

- ✓ 531 interviews with Corona residents
- ✓ Conducted January 31st – February 9th, 2020
- ✓ Live interviews conducted by cell phone/landline telephone
- ✓ Interviews conducted in English and Spanish
- ✓ Overall Margin of Error: +/-4.4%
- ✓ Some questions tracked to community survey conducted in May 2017

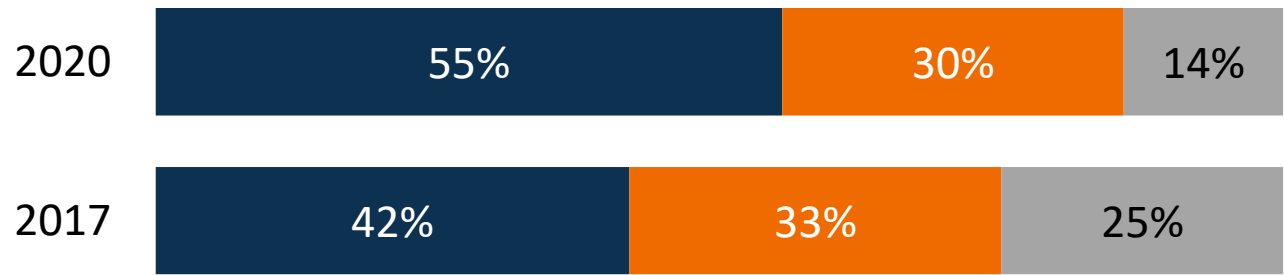


# General Community Attitudes

# Respondents' opinions of the direction of the City are significantly better than those in 2017.

■ Right Direction ■ Wrong Track ■ Don't Know

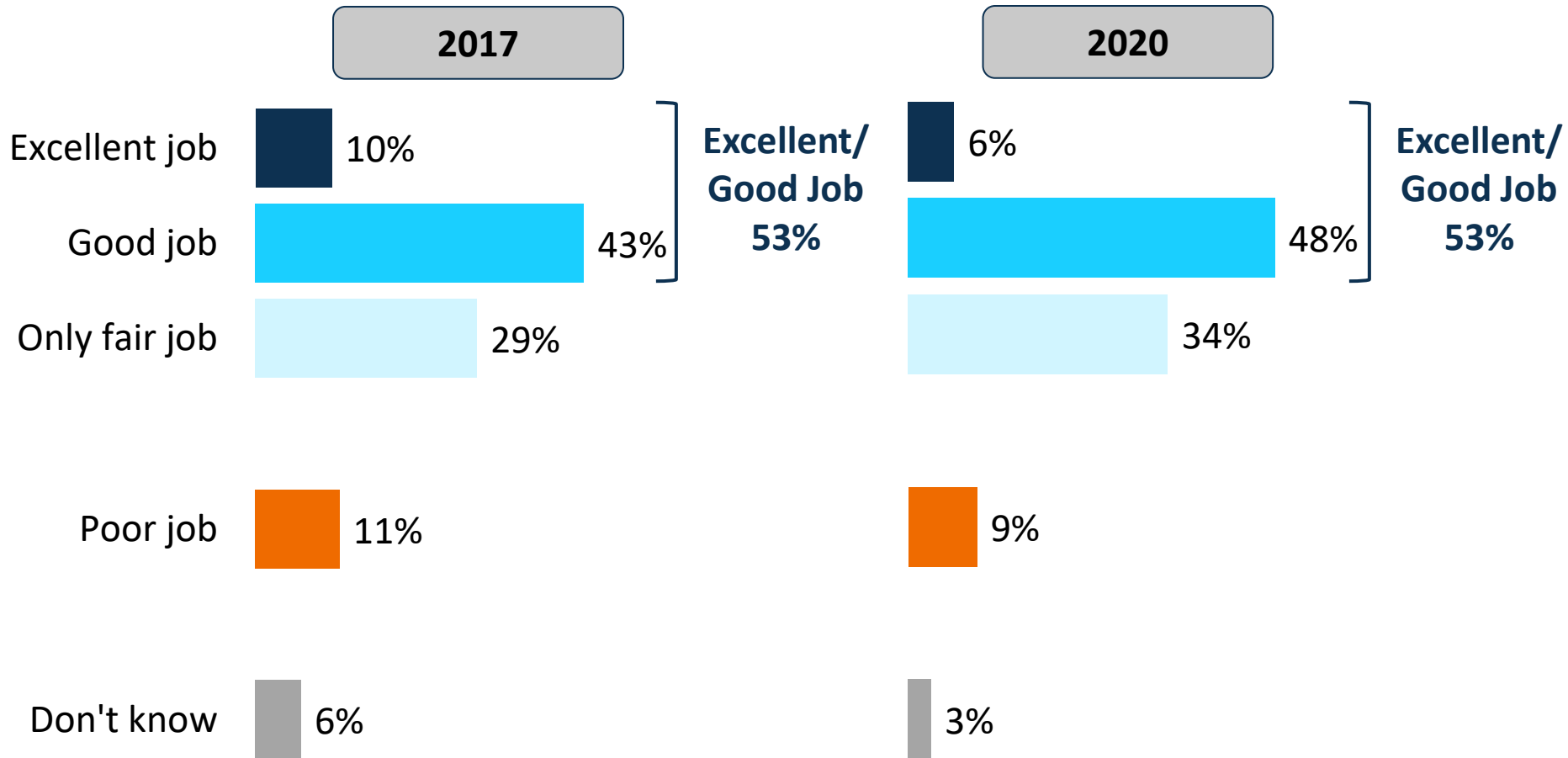
The City of Corona



The State of California

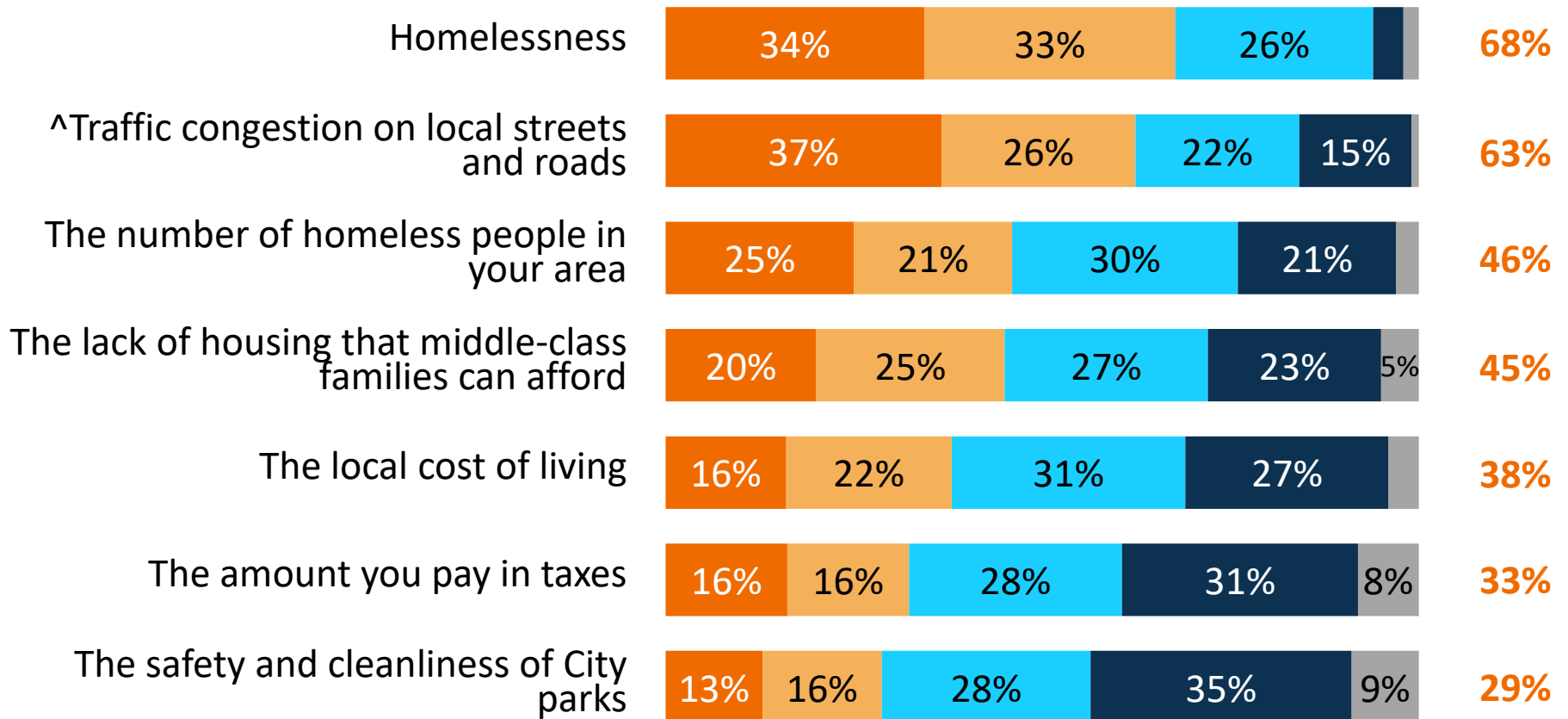


# Feelings about the job being done by City government are similar to those found in the 2017 survey.



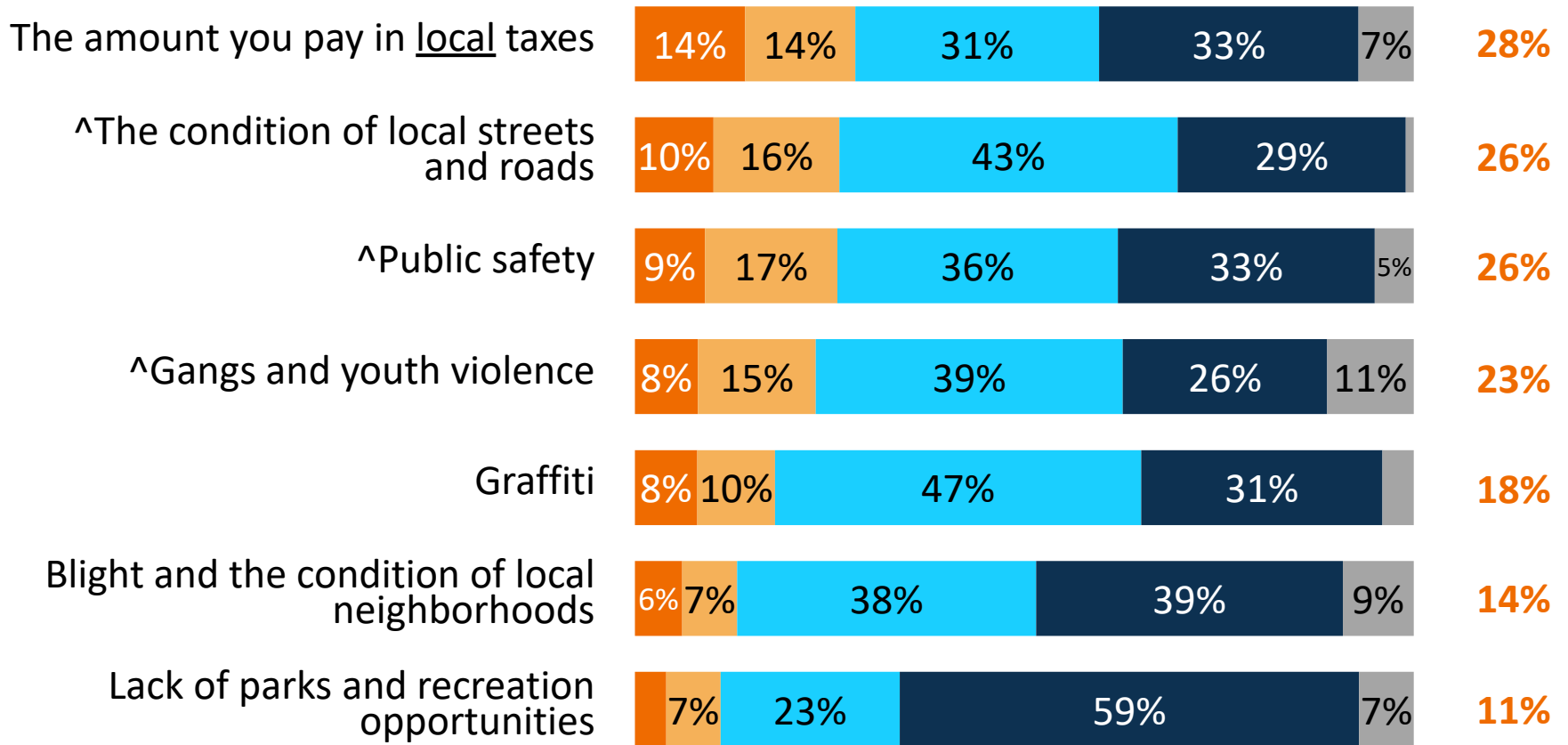
# Homelessness and traffic are cited as “extremely serious” or “very serious” by a majority of respondents.

■ Ext. Ser. Prob. 
 ■ Very Ser. Prob. 
 ■ Smwt. Ser. Prob. 
 ■ Not Really a Prob. 
 ■ No Opin./Don't Know 
 Ext./Very Ser. Prob.



# Residents are satisfied with the condition of neighborhoods, roads, safety, and park and recreation opportunities

■ Ext. Ser. Prob. 
 ■ Very Ser. Prob. 
 ■ Smwt. Ser. Prob. 
 ■ Not Really a Prob. 
 ■ No Opin./Don't Know 
 ■ Ext./Very Ser. Prob.

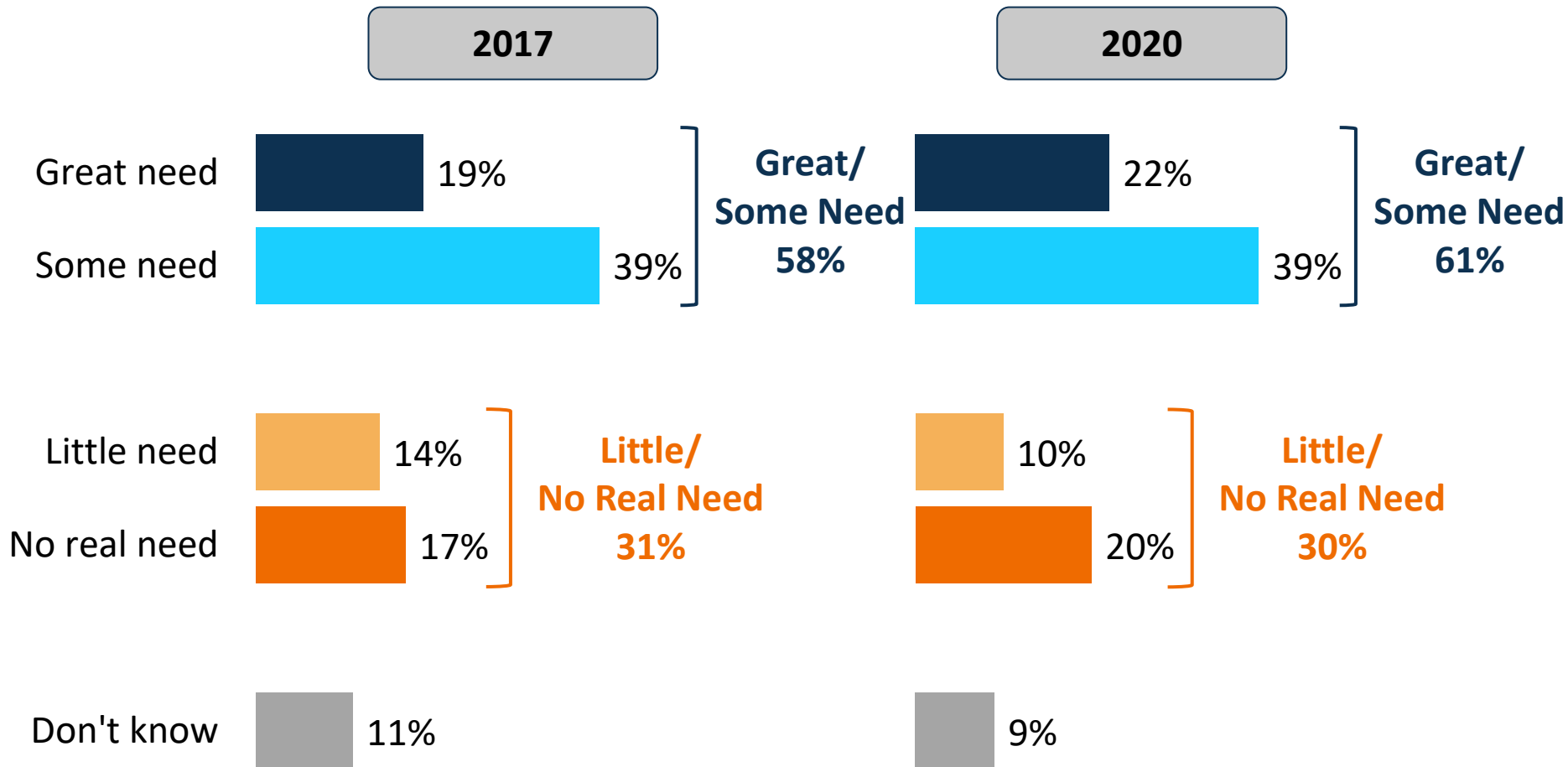




# Initial Attitudes on a Conceptual Local Funding Measure



# Approximately six-in-ten respondents continue to perceive that the City has either a “great need” or “some need” for additional funding.



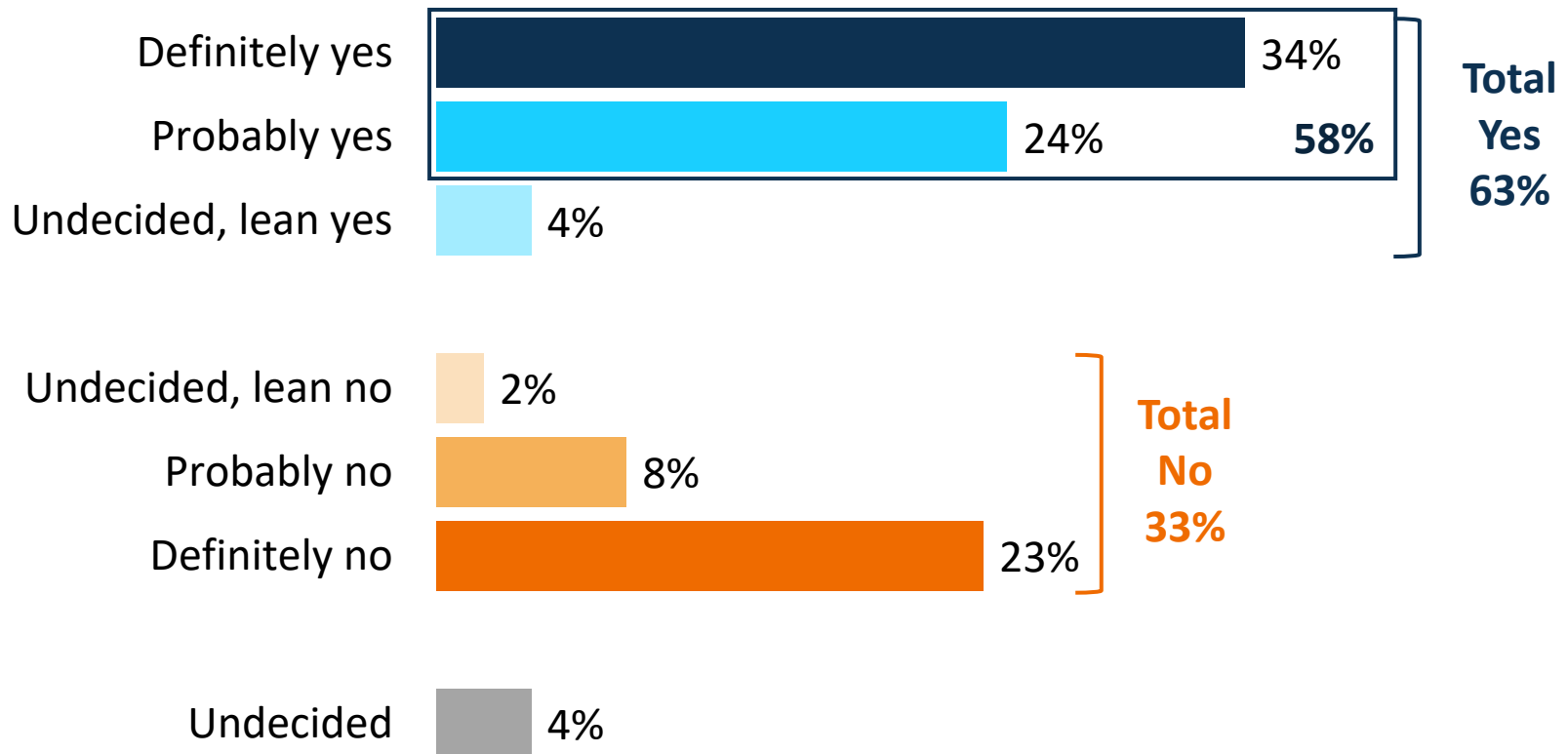
# Conceptual ballot measure language tested in survey.

## CORONA 911 RESPONSE/QUALITY OF LIFE MEASURE

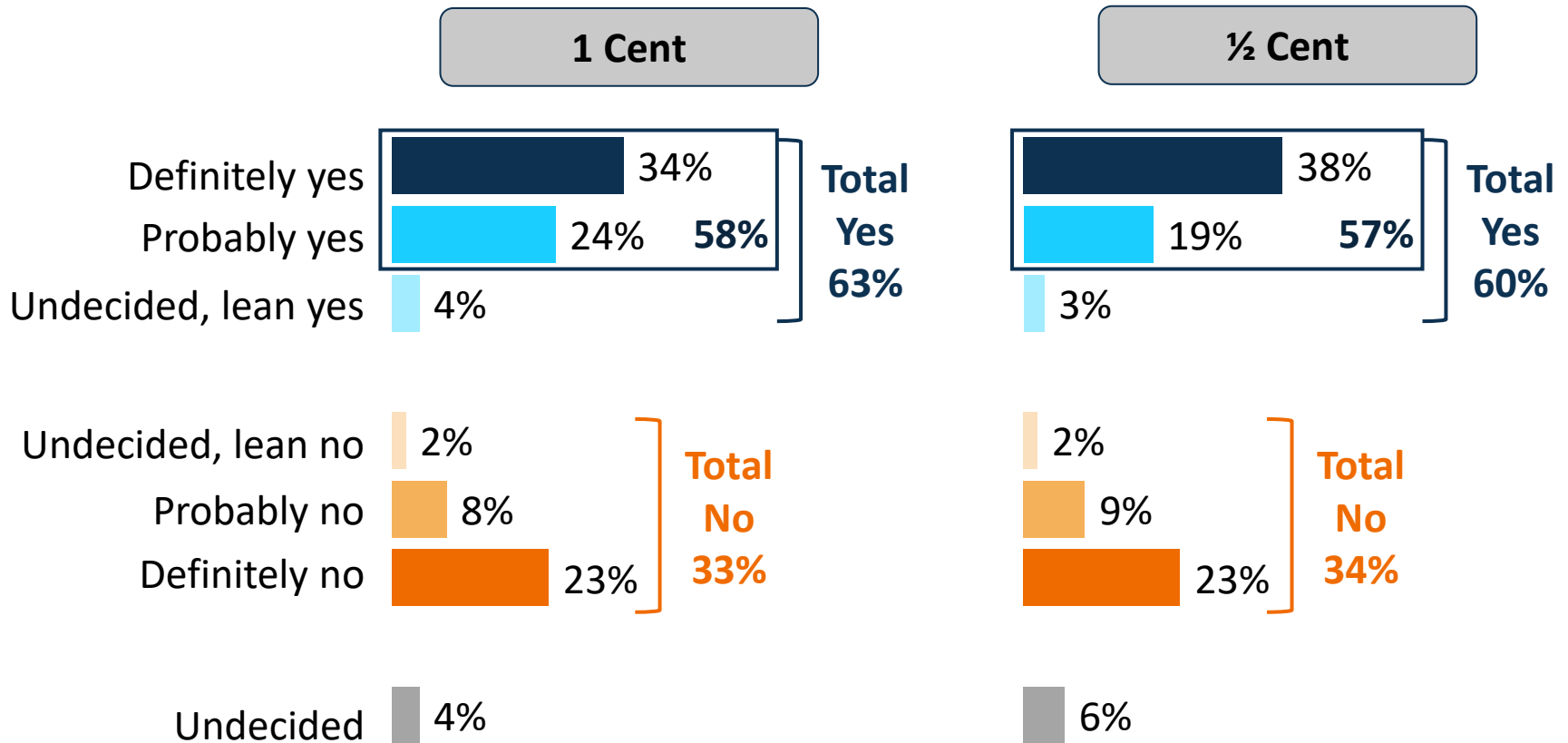
To maintain local police/fire protection, paramedics, 911 emergency response; restore anti-gang units; improve response to wildfires, burglaries, property crimes; reduce homelessness; repair potholes; reduce traffic impacts; maintain graffiti removal, parks, community center, other general services, shall an ordinance establishing a 1¢ sales tax providing approximately \$30,000,000 annually until ended by voters be adopted, requiring public disclosure of spending, no money for State, all funds staying local?

# More than six-in-ten respondents said they would support the measure.

*If the election were held today, do you think you would vote “yes” in favor of this measure or “no” to oppose it?*



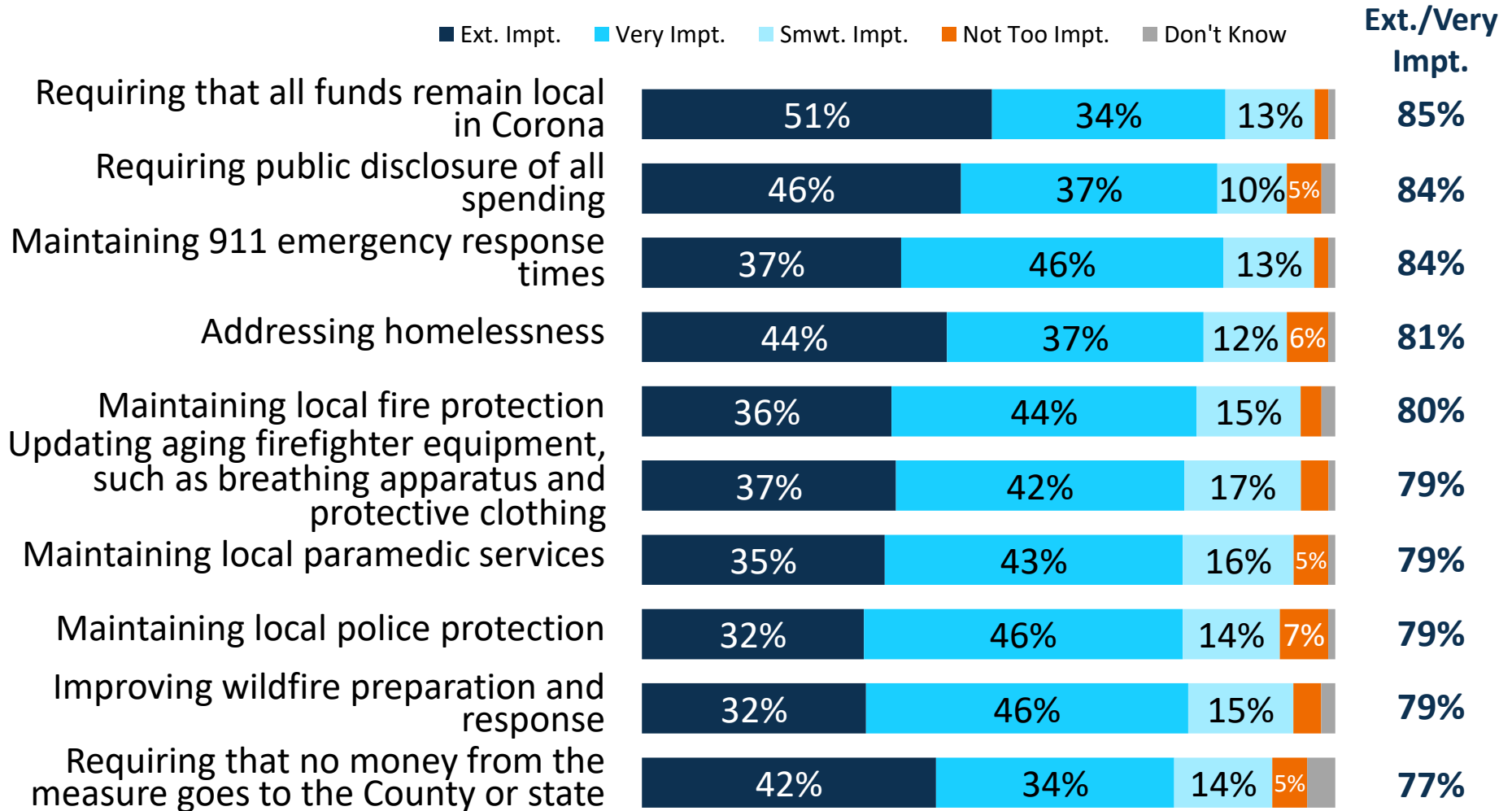
# There is lower support for the measure at a 1/2-cent rate.





# The Public's Priorities

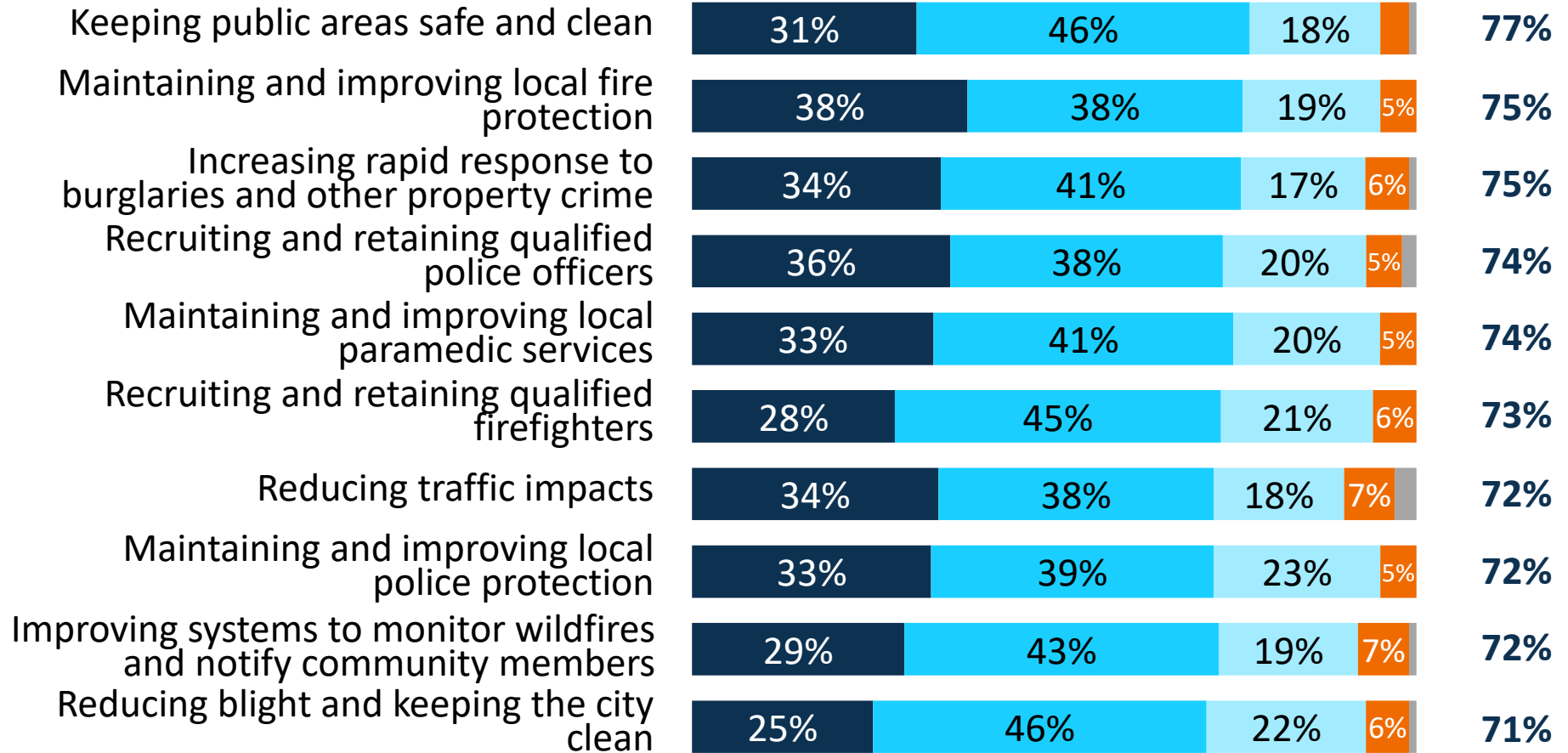
# Respondents' most important priorities are addressing homelessness, maintaining public safety services and fiscal accountability.



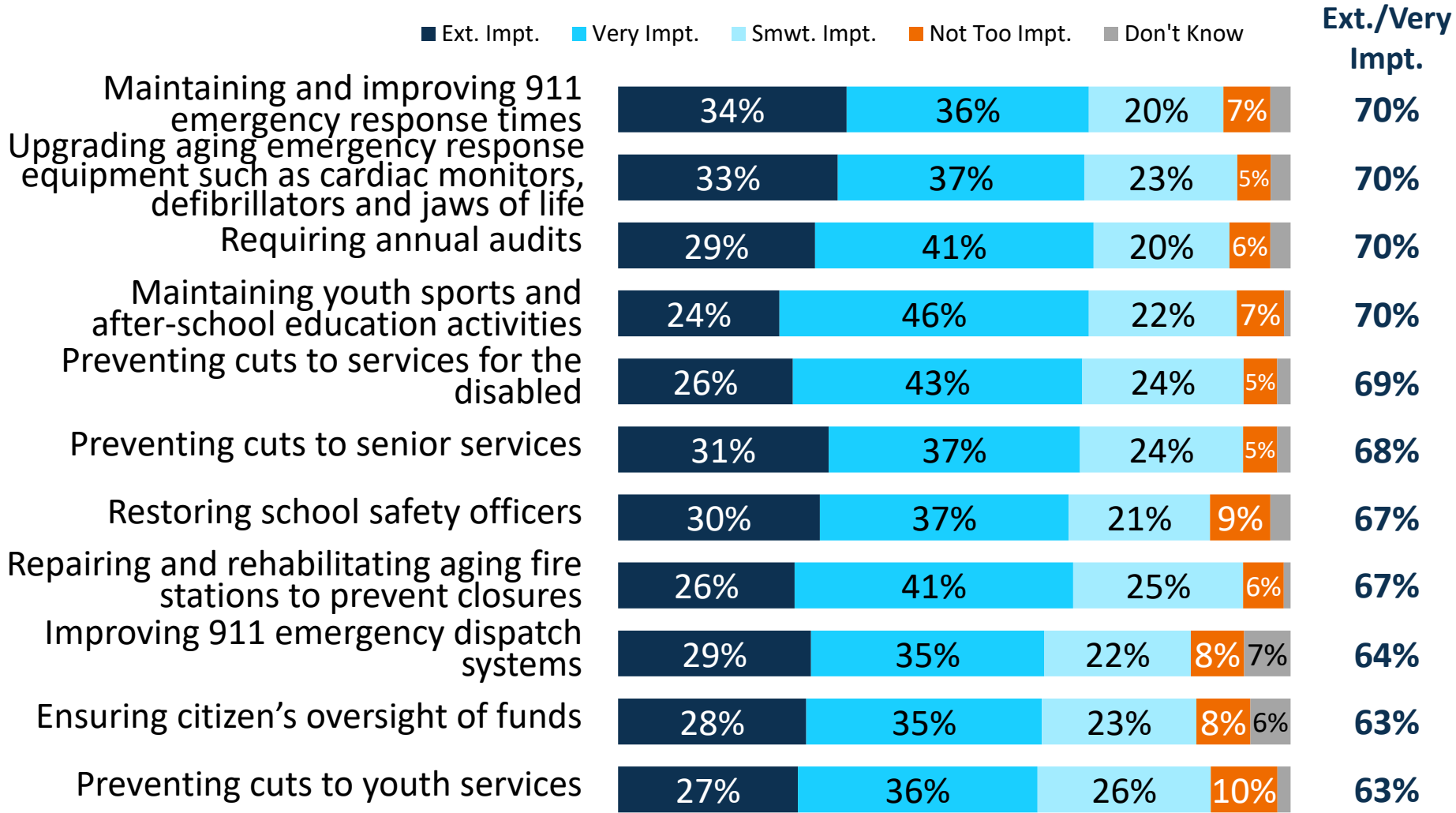
# “Keeping public areas safe and clean” is also among the top tier of priorities.

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

Ext./Very Impt.



# Maintaining 911 emergency response times is important.





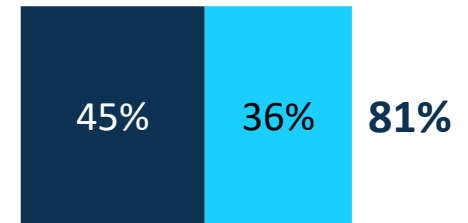


# Impact of Information

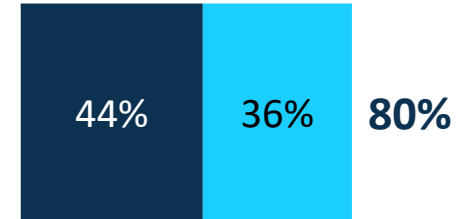
# The most impactful informational statements refer to medical response, fire safety and accountability.

^(**MEDICAL RESPONSE**) The Corona Fire Department received over 9,000 calls for emergency medical and rescue services last year alone. But, due to budget cuts, medical response times are longer than the approved national standards about 20% of the time. This measure will adequately staff our local emergency communications center and public safety dispatch, put firefighters and paramedics back in our community, and ensure that firefighters and paramedics can quickly respond to emergencies and save lives.

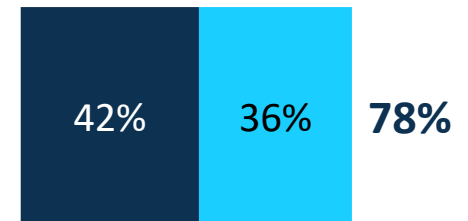
■ Very Conv. ■ Smwt. Conv.



(**AGING EQUIPMENT**) Local firefighters and paramedics are using aging technology, equipment, breathing apparatuses and protective clothing and the Department's 911 dispatch response is more than twice as slow as national standards. Funds from this measure are urgently needed to upgrade the equipment and tools firefighters and paramedics use every day for fast, effective and safe response to 911 medical emergencies, house fires and wildfires in our community.



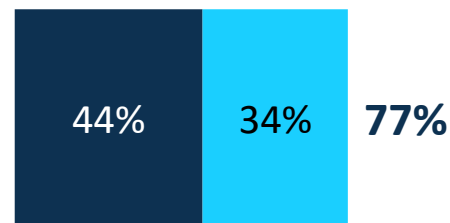
^(**ACCOUNTABILITY**) This measure includes tough accountability by requiring public disclosure of all spending and annual independent financial audits, and requires that all funds remain in the City of Corona and cannot be taken by the County or State governments. These fiscal safeguards will protect our public funds and ensure they are used efficiently, effectively and as promised.



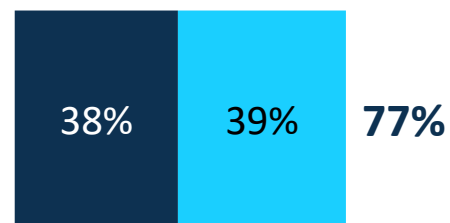
# Messages about homelessness, gangs and neighborhood safety also resonate strongly.

^(**HOMELESSNESS**) Homelessness is a growing problem all over California, including in Corona. This measure allows the City to do more to reduce homelessness including helping prevent it by connecting Corona residents in need with available non-profit and regional services, including emergency shelter. It will also fund a police specialist trained to interact with people with mental illness and those experiencing homelessness to ensure our neighborhoods, parks, business districts and other public areas are safe and secure for everyone.

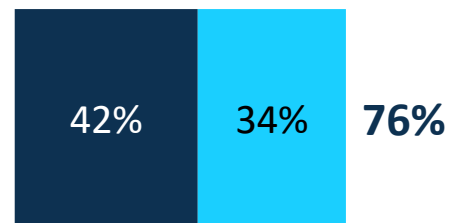
■ Very Conv. ■ Smwt. Conv.



(**GANGS**) Gang-related crimes have expanded in the cities surrounding Corona including violent crimes, weapons, drug sales and human trafficking. This measure allows for the expansion of youth, gang prevention programs and the restoration of the Corona Police Department's anti-gang unit to crack down on gangs and gang-related crime and keep our community safe.

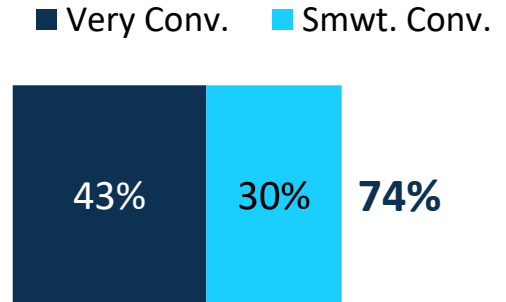


^(**NEIGHBORHOOD SAFETY**) With the State releasing parolees to alleviate overcrowding, now is not the time to make cuts to police protection and the number of officers on our streets. We are already 17 officers below recommended national standards and we now have fewer police officers per Corona resident than we did just a few years ago. With the additional local funds from this measure, the City will have the resources to tackle the challenge of keeping our community safe.

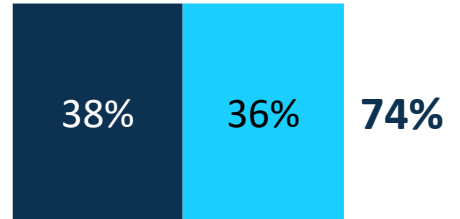


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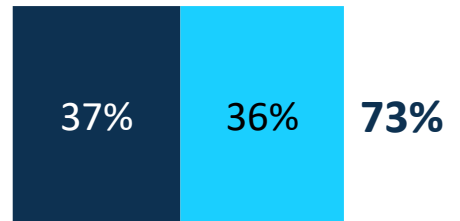
**(STATE TAKEAWAY)** Increasingly, the State of California has shifted responsibility for many programs to local cities, like Corona, without the necessary funding to provide the services that local residents need. In fact, in the last five years alone, the State has taken tens of millions of dollars from the City's budget. This measure will protect our local tax dollars by legally requiring local control of this revenue so that our City has a guaranteed source of funding for essential city services that cannot be taken by the State or the County.



**(CRIME)** Violent crime in Corona increased by nearly 35% between 2016 and 2019. In 2019, patrol officers handled over 80,000 total incidents. Our City needs more police staffing. Funds from this measure will help recruit and retain highly experienced police officers to keep our families and neighborhoods safe.

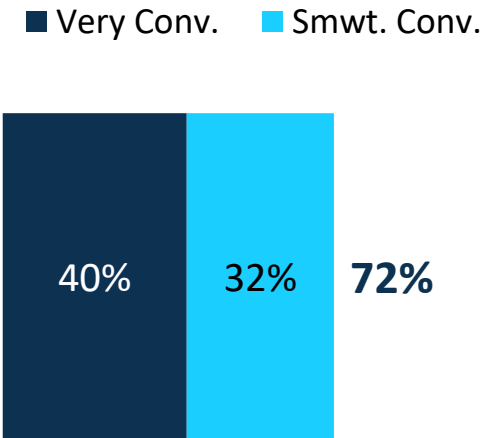


**^(QUALITY OF LIFE)** People live in Corona because it offers a better quality of life than some other nearby communities. This ballot measure will maintain our clean and safe neighborhoods, rapid 911 emergency response, and well-maintained streets, address homelessness and traffic impacts and provide other services and programs that make Corona a desirable place to live, work and raise a family.

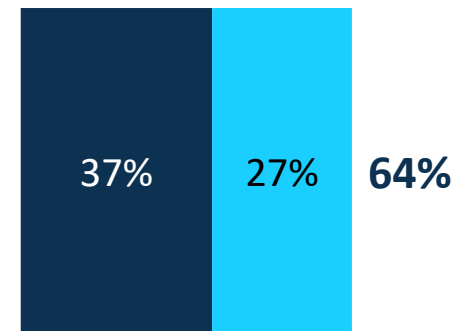


# While traffic is considered a top problem, addressing it was at the bottom of this list.

**(LOCAL CONTROL)** Sacramento continues to make it harder to maintain the high quality of life available in Corona by raiding City funding to balance the state budget. This puts our financial stability at risk and makes it harder to keep Corona a desirable place to live, work and do business. This measure will provide our City with a dedicated local source of funding to maintain city services that by law cannot be taken by state government or other bureaucrats, and all funds must be used only in Corona.



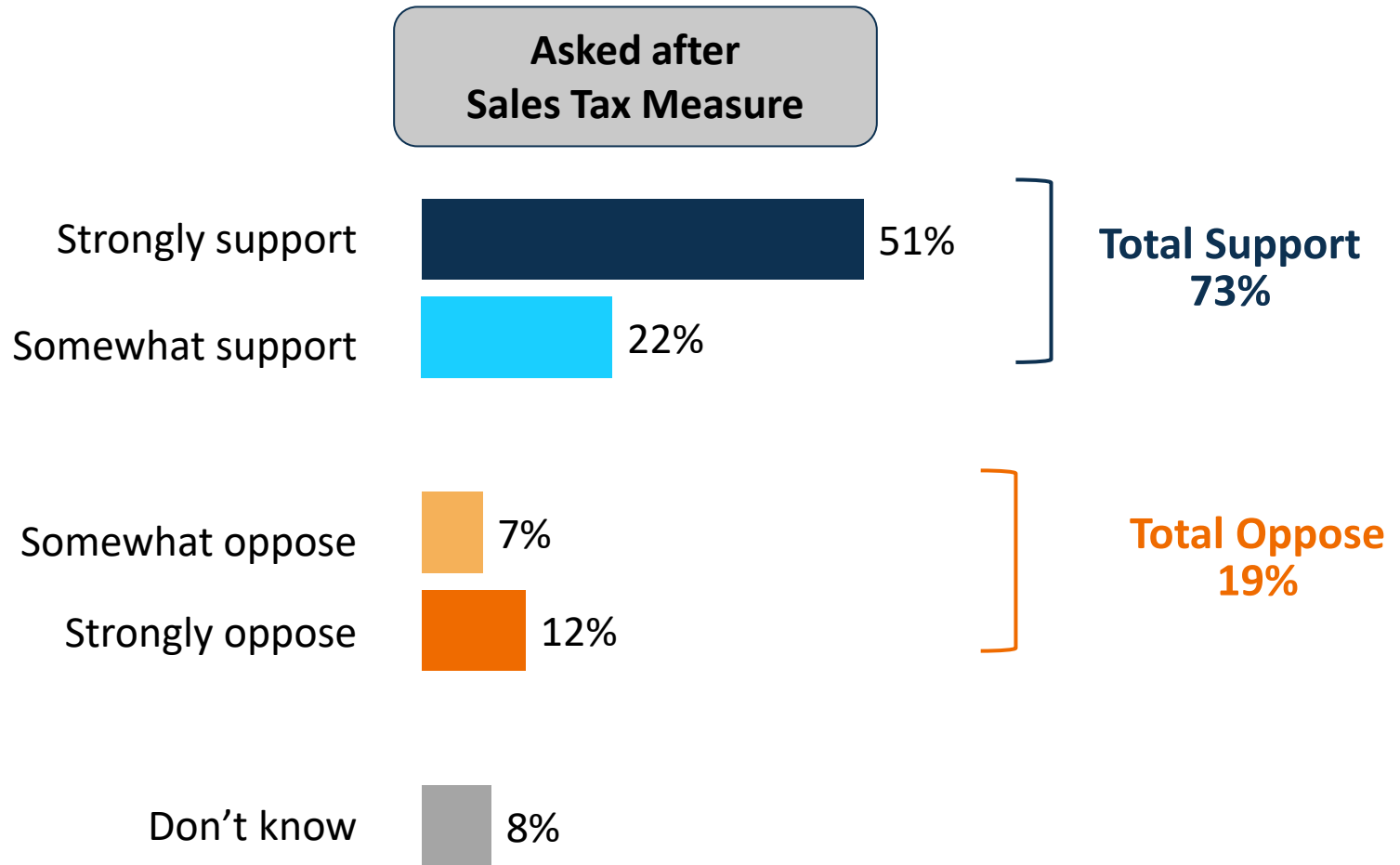
**(TRAFFIC)** Returning the police department to its previous staffing levels would help to stop drivers cutting through Corona and running red lights, making illegal turns and speeding on our local streets and roads. With more traffic enforcement, as well as synchronizing traffic signals and installing new traffic signals and signs, we can reduce traffic impacts in Corona and make our community safer.





# Opinions on City Council Term Limits

# Support for Council term limits is strong.



# For more information, contact:



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