



CITY OF CORONA COMMUNITY ISSUES SURVEY

Hello, I'm _____ from _____, a public opinion research company. **(IF RESPONDENT REPLIES IN SPANISH, HAND OFF TO AN INTERVIEWER WHO SPEAKS SPANISH.)** We are not telemarketers trying to sell you anything or ask for a donation. We're conducting a public opinion survey about some important issues for residents in the City of Corona. May I please speak to _____? **(YOU MUST SPEAK TO THE VOTER LISTED. VERIFY THAT THE VOTER LIVES AT THE ADDRESS LISTED, OTHERWISE TERMINATE. IF NOT AVAILABLE, ASK WHEN IT WOULD BE CONVENIENT TO CALL AGAIN.)**

A. Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering yourself or others?

- Yes, cell and can talk safely----- 1
- Yes, cell but cannot talk safely ----- **TERMINATE**
- No, not on cell----- 2
- (DON'T READ) DK/NA/REFUSED----- TERMINATE**

B. Does anyone in this household work for a radio station, a television station, a newspaper, an elected official, or as an active political campaign worker?

- Yes ----- **TERMINATE**
- No ----- 1

1. Generally speaking, would you say that things in _____ are generally headed in the right direction or do you feel that things are pretty seriously off on the wrong track? **(DO NOT ROTATE)**

	<u>RIGHT</u> <u>DIRECTION</u>	<u>WRONG</u> <u>TRACK</u>	<u>(DON'T READ)</u> <u>DK/NA</u>
a. The State of California -----	1 -----	2 -----	3 -----
b. The City of Corona -----	1 -----	2 -----	3 -----

2. How would you rate the overall job being done by Corona City government in providing services to the City's residents? Would you say the City is doing an...? **(READ AND RECORD)**

- Excellent job----- 1
- Good job----- 2
- Only fair job, or ----- 3
- Poor job ----- 4
- (DON'T READ) Don't know ----- 5**

3. Next, in your personal opinion, do you think there is a great need, some need, a little need, or no real need for additional funds for _____ **(READ EACH ITEM; RANDOMIZE)?**

	<u>GREAT</u> <u>NEED</u>	<u>SOME</u> <u>NEED</u>	<u>LITTLE</u> <u>NEED</u>	<u>NO REAL</u> <u>NEED</u>	<u>(DK/</u> <u>NA)</u>
[]a. The City of Corona to provide the level of City services that residents need and want-----	1	2	3	4	5
[]b. The Riverside County Transportation Commission -----	1	2	3	4	5

4. Now, let me ask you some questions about a potential ballot measure that might appear on a future Corona ballot. It may be titled the **CORONA 9-1-1 RESPONSE/QUALITY OF LIFE MEASURE** and read as follows:

“To maintain local police/fire protection, paramedics, 9-1-1 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?”

If the election were held today, do you think you would vote “yes” in favor of this measure or “no” to oppose it? **(IF YES/NO, ASK: “Is that definitely or just probably YES/NO?”)** **(IF UNDECIDED, DON’T KNOW, NO ANSWER, ASK: “Do you lean toward voting yes or no?”)**

Definitely yes-----	1
Probably yes-----	2
Undecided, lean yes-----	3
Undecided, lean no-----	4
Probably no-----	5
Definitely no-----	6
(DON’T READ) DK/NA -----	7

5. What if the Corona ballot measure that I just described to you was for one-half cent providing 15 million dollars instead of one cent providing 30 million dollars? If that were the case, would vote “yes” in favor of this measure or “no” to oppose it? **(IF YES/NO, ASK:)** “Is that definitely **(YES/NO)** or just probably?” **(IF UNDECIDED, ASK:)** “Do you lean towards voting yes or no?”

Definitely yes-----	1
Probably yes-----	2
Undecided, lean yes-----	3
Undecided, lean no-----	4
Probably no-----	5
Definitely no-----	6
(DON’T READ) DK/NA -----	7

(SPLIT SAMPLE C ONLY)

6. Next, stepping back from the ballot measure for a moment, do you support or oppose instituting a limit of three consecutive four-year terms for Corona City Council members? **(IF SUPPORT/OPPOSE, ASK: “Is that strongly SUPPORT/OPPOSE or just somewhat?”)**

- Strongly support ----- 1
- Somewhat support ----- 2
- Somewhat oppose ----- 3
- Strongly oppose ----- 4
- (DON'T READ) DK/NA ----- 5**

(RESUME ASKING ALL RESPONDENTS)

7. I am going to read you a series of issues some people say are problems in Corona. After I mention each one, please tell me whether you personally consider it to be an extremely serious problem, very serious problem, somewhat serious problem or not really a problem at all in Corona. If you don't know or don't have an opinion, you can tell me that also. **(RANDOMIZE)**

	<u>EXT</u>	<u>VERY</u>	<u>SMWT</u>	<u>NOT</u>	<u>NO</u>
	<u>SER</u>	<u>SER</u>	<u>SER</u>	<u>A</u>	<u>OPIN/</u>
	<u>PROB</u>	<u>PROB</u>	<u>PROB</u>	<u>PROB</u>	<u>DK/NA</u>
[] a. The condition of local streets and roads -----	1	2	3	4	5
[] b. Traffic congestion on local streets and roads -----	1	2	3	4	5
[] c. Public safety -----	1	2	3	4	5
[] d. Gangs and youth violence -----	1	2	3	4	5

(SPLIT SAMPLE A ONLY)

[] e. The amount you pay in taxes -----	1	2	3	4	5
[] f. The safety and cleanliness of City parks -----	1	2	3	4	5
[] g. The number of homeless people in your area -----	1	2	3	4	5
[] h. The local cost of living -----	1	2	3	4	5
[] i. Blight and the condition of local neighborhoods -----	1	2	3	4	5

(SPLIT SAMPLE B ONLY)

[] j. The amount you pay in local taxes -----	1	2	3	4	5
[] k. Lack of parks and recreation opportunities -----	1	2	3	4	5
[] l. Homelessness -----	1	2	3	4	5
[] m. The lack of housing that middle-class families can afford -----	1	2	3	4	5
[] n. Graffiti -----	1	2	3	4	5

(RESUME ASKING ALL RESPONDENTS)

8. The potential **CORONA 9-1-1 RESPONSE AND QUALITY OF LIFE MEASURE** we were discussing earlier has not been developed. Next, I am going to read you a list of ways in which the funds generated by this potential ballot measure or another potential measure could be spent, and provisions that could potentially be included. Regardless of your opinion of the measure we discussed earlier, after I mention each one, 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? **(RANDOMIZE)**

	<u>EXT</u> <u>IMP.</u>	<u>VERY</u> <u>IMP.</u>	<u>S.W.</u> <u>IMP.</u>	<u>NOT</u> <u>TOO</u> <u>IMP.</u>	<u>(DK/</u> <u>NA)</u>
(ASK SPLIT SAMPLE A ONLY)					
[]a. Maintaining and improving local police protection-----	1	2	3	4	5
[]b. Maintaining and improving local fire protection-----	1	2	3	4	5
[]c. Maintaining and improving local paramedic services-----	1	2	3	4	5
[]d. Maintaining and improving 9-1-1 emergency response times -----	1	2	3	4	5
[]e. Increasing rapid response to burglaries and other property crime -----	1	2	3	4	5
[]f. Improving 9-1-1 emergency dispatch systems-----	1	2	3	4	5
[]g. Recruiting and retaining qualified police officers-----	1	2	3	4	5
[]h. Repairing and rehabilitating aging fire stations to prevent closures-----	1	2	3	4	5
[]i. Updating aging firefighter equipment, such as breathing apparatus and protective clothing-----	1	2	3	4	5
[]j. Improving systems to monitor wildfires and notify community members-----	1	2	3	4	5
[]k. Repairing worn-out playground equipment and playing fields-----	1	2	3	4	5
[]l. Reducing blight and keeping the city clean-----	1	2	3	4	5
[]m. Maintaining the City dog park -----	1	2	3	4	5
[]n. Repairing deteriorating streets and roads -----	1	2	3	4	5
[]o. Addressing homelessness -----	1	2	3	4	5
[]p. Preventing cuts to programs that retain and attract local businesses-----	1	2	3	4	5
[]q. Preventing cuts to senior services -----	1	2	3	4	5
[]r. Preventing cuts to youth services-----	1	2	3	4	5
[]s. Requiring that all funds remain local in Corona -----	1	2	3	4	5
[]t. Ensuring citizen’s oversight of funds -----	1	2	3	4	5
[]u. Requiring that no money from the measure goes to the County or state-----	1	2	3	4	5

(ASK SPLIT SAMPLE B ONLY)

[]v. Maintaining local police protection -----	1	2	3	4	5
[]w. Maintaining local fire protection-----	1	2	3	4	5
[]x. Maintaining local paramedic services-----	1	2	3	4	5

	<u>EXT</u>	<u>VERY</u>	<u>S.W.</u>	<u>NOT</u>	<u>(DK/</u>
	<u>IMP.</u>	<u>IMP.</u>	<u>IMP.</u>	<u>TOO</u>	<u>NA)</u>
(ASK SPLIT SAMPLE B ONLY, CONTINUED)					
[]y. Maintaining 9-1-1 emergency response times-----	1	2	3	4	5
[]z. Reducing traffic impacts-----	1	2	3	4	5
[]aa. Recruiting and retaining qualified firefighters-----	1	2	3	4	5
[]bb. Reopening closed police substation-----	1	2	3	4	5
[]cc. Improving wildfire preparation and response-----	1	2	3	4	5
[]dd. Upgrading emergency communications systems-----	1	2	3	4	5
[]ee. Upgrading aging emergency response equipment such as cardiac monitors, defibrillators and jaws of life-----	1	2	3	4	5
[]ff. Improving traffic signal synchronization-----	1	2	3	4	5
[]gg. Keeping public areas safe and clean-----	1	2	3	4	5
[]hh. Improving traffic safety-----	1	2	3	4	5
[]ii. Installing playground equipment that is accessible for children with disabilities-----	1	2	3	4	5
[]jj. Restoring police anti-gang units-----	1	2	3	4	5
[]kk. Maintaining graffiti removal programs-----	1	2	3	4	5
[]ll. Preventing cuts to services for the disabled-----	1	2	3	4	5
[]mm. Maintaining youth sports and after-school education activities-----	1	2	3	4	5
[]nn. Restoring school safety officers-----	1	2	3	4	5
[]oo. Requiring annual audits-----	1	2	3	4	5
[]pp. Requiring public disclosure of all spending-----	1	2	3	4	5

(RESUME ASKING ALL RESPONDENTS)

NOW I AM GOING TO READ YOU SOME STATEMENTS FROM DIFFERENT SIDES OF THE POTENTIAL CORONA BALLOT MEASURE WE HAVE BEEN DISCUSSING.

9. First, I am going to read you some statements from people who may support this potential ballot measure. After hearing each statement, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to support a measure to provide additional funding for City of Corona services. If you do not believe the statement, please tell me that too. **(RANDOMIZE)**

	<u>VERY</u>	<u>SMWT</u>	<u>NOT</u>	<u>DON'T</u>	<u>(DK/</u>
	<u>CONV</u>	<u>CONV</u>	<u>CONV</u>	<u>BELV</u>	<u>NA)</u>
[]a. (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 9-1-1 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.-----	1	2	3	4	5

VERY SMWT NOT DON'T (DK/
CONV CONV CONV BELV NA)

- []b. **(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. ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
- []c. **(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 percent 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. ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
- []d. **(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. ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
- []e. **(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. ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

VERY SMWT NOT DON'T (DK/
CONV CONV CONV BELV NA)

(SPLIT SAMPLE A ONLY)

[]f. **(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. ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

[]g. **(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. ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

[]h. **(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. ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

(SPLIT SAMPLE B ONLY)

[]i. **(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. ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

VERY SMWT NOT DON'T (DK/
CONV CONV CONV BELV NA)

(SPLIT SAMPLE B ONLY, CONTINUED)

- []j. **(AGING EQUIPMENT)** Local firefighters and paramedics are using aging technology, equipment, breathing apparatuses and protective clothing and the Department’s 9-1-1 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 9-1-1 medical emergencies, house fires and wildfires in our community. ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
- []k. **(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. ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

(RESUME ASKING ALL RESPONDENTS)

10. Now that you have heard more about it, let me ask you again about the potential ballot measure we have been discussing. Again, it may be titled, the **CORONA 9-1-1 RESPONSE/QUALITY OF LIFE MEASURE** and read as follows:

“To maintain local police/fire protection, paramedics, 9-1-1 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?”

If the election were held today, do you think you would vote “yes” in favor of this measure or “no” to oppose it? **(IF YES/NO, ASK: “Is that definitely or just probably YES/NO?”)** **(IF UNDECIDED, DON’T KNOW, NO ANSWER, ASK: “Do you lean toward voting yes or no?”)**

- Definitely yes ----- 1
- Probably yes ----- 2
- Undecided, lean yes ----- 3
- Undecided, lean no ----- 4
- Probably no ----- 5
- Definitely no ----- 6
- (DON’T READ) DK/NA ----- 7**

11. Now I am going to read you some arguments from people who may oppose this potential ballot measure. After hearing each statement, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to oppose such a measure. If you do not believe the statement, please tell me that too. **(RANDOMIZE)**

VERY CONV **SMWT CONV** **NOT CONV** **DON'T BELV** **(DK/NA)**

[]a. **(GENERAL)** There is nothing in this ballot measure that requires any of the money to be used for public safety services or any of the other programs mentioned in the description. The Council could choose to use all of the money for exorbitant pensions for City employees or waste it on pet projects and higher salaries for themselves and City staff. ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

[]b. **(TAXES)** Taxes are out of control. The gas tax just went up and there are other state, county and local tax increases on the ballot. Residents should reject this new, forever tax measure because we simply cannot afford to pay higher taxes right now. ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

[]c. **(RESERVE)** Corona has millions of dollars in reserves that can be used to pay for many of the City services and programs this measure is intended to fund. The City does not need to raise taxes to get more money. ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

(SPLIT SAMPLE A ONLY)

[]d. **(BAILOUT)** This measure is not the right approach. Residents have provided dozens of ideas for how the City can do more to cut costs and increase revenues. But instead of making the right choices, they are looking for the voters to bail them out with a tax increase. We need to send them back to the drawing board to come up with better solutions. ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

(SPLIT SAMPLE B ONLY)

[]e. **(WASTE)** The real problem in Corona is that City government is riddled with waste and inefficiency, such as using our tax dollars on unnecessary projects. We should vote no on this measure because we cannot trust the City with more of our hard-earned money. ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

(RESUME ASKING ALL RESPONDENTS)

12. Sometimes over the course of surveys such as this, people change their minds, and sometimes they do not. I would like to ask you one last time about the proposed ballot measure that may be titled the **CORONA 9-1-1 RESPONSE/QUALITY OF LIFE MEASURE** and read as follows:

“To maintain local police/fire protection, paramedics, 9-1-1 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?”

If there were an election today, do you think you would vote “yes” in favor of this measure or “no” to oppose it? **(IF YES/NO, ASK: “Is that definitely or just probably YES/NO?”)** **(IF UNDECIDED, DON’T KNOW, NO ANSWER, ASK: “Do you lean toward voting yes or no?”)**

- Definitely yes----- 1
- Probably yes----- 2
- Undecided, lean yes----- 3
- Undecided, lean no----- 4
- Probably no----- 5
- Definitely no----- 6
- (DON’T READ) DK/NA----- 7**

(SPLIT SAMPLE D ONLY)

13. Next, stepping back from the ballot measure for a moment, do you support or oppose instituting a limit of three consecutive four-year terms for Corona City Council members? **(IF SUPPORT/OPPOSE, ASK: “Is that strongly SUPPORT/OPPOSE or just somewhat?”)**

- Strongly support ----- 1
- Somewhat support ----- 2
- Somewhat oppose----- 3
- Strongly oppose ----- 4
- (DON’T READ) DK/NA ----- 5**

(RESUME ASKING ALL RESPONDENTS)

**THESE ARE MY FINAL QUESTIONS, AND THEY ARE
JUST FOR CLASSIFICATION PURPOSES.**

14. Do you own your home in Corona or do you rent it?

- Own ----- 1
- Rent ----- 2
- (DON'T READ) DK/NA/Refused ----- 3**

15. How long have you lived in Corona? **(READ LIST)**

- 5 years or less ----- 1
- 6 to 10 years ----- 2
- 11 to 15 years ----- 3
- 16 to 20 years ----- 4
- 21 to 30 years ----- 5
- 31 years or more ----- 6
- (DON'T READ) DK/NA/Refused ----- 7**

16. I don't need to know the exact amount but I'm going to read you some categories for household income. Would you please stop me when I have read the category indicating the total combined income for all the people in your household before taxes in 2019?

- \$25,000 and under ----- 1
- \$25,001 - \$50,000 ----- 2
- \$50,001 - \$75,000 ----- 3
- \$75,001 - \$100,000 ----- 4
- \$100,001 - \$150,000 ----- 5
- More than \$150,000 ----- 6
- (DON'T READ) Refused ----- 7**

17. With which racial or ethnic group do you identify yourself: Hispanic or Latino; African American or Black; Anglo or White; Asian or Pacific Islander; or some other ethnic or racial background?

- Latino/Hispanic ----- 1
- African American/Black ----- 2
- White ----- 3
- Asian/Pacific Islander ----- 4
- (MIXED RACE) ----- 5**
- (OTHER) ----- 6**
- (DON'T READ) DK/NA/REFUSED ----- 7**

THANK AND TERMINATE

GENDER (BY OBSERVATION):

- Male ----- 1
- Female ----- 2

INTERVIEW LANGUAGE:

- English ----- 1
- Spanish ----- 2