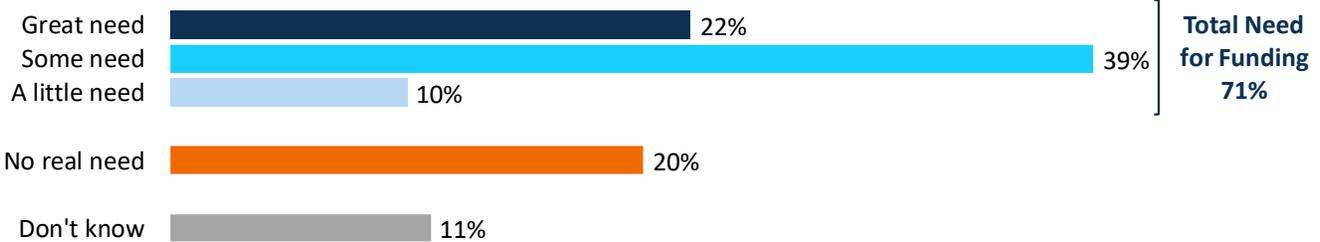


TO Interested Parties
FROM FM3 Research
RE: Results of a Survey of Corona Residents
DATE April 2, 2020

Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently completed a survey of Corona residents regarding community satisfaction and priorities.¹ While this survey was conducted before the recent global health pandemic, it is still instructive in the current environment as a baseline of constituent concerns and service priorities. Key findings from the survey include:

More than seven-in-ten respondents perceive that the City of Corona needs additional funding. Seventy-one percent of respondents said the City has either a “great need,” “some need,” or “a little need” for additional funding to provide the level of City services that Corona residents need and want (**Figure 1**). This far exceeds the twenty percent of residents who said the City has “no real need” for funding and 11 percent were unsure.

Figure 1 City of Corona’s Need for Additional Funding



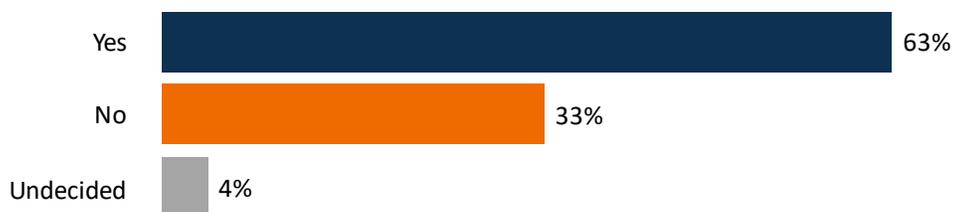
Respondents prioritize funding for maintaining 911 emergency response times, addressing homelessness, maintaining fire, police and paramedic protection, improving wildfire preparation and ensuring firefighters have the appropriate equipment. Over eight-in-ten respondents believe it is “extremely important” or “very important” for local funding in Corona to be used for “maintaining 911 emergency response times” (84% extremely/very important) and “addressing homelessness” (81%). Other high priorities include “maintaining local fire protection” (80%), “maintaining local police protection” (79%), “maintaining local paramedic services” (79%), “improving wildfire preparation and response” (79%), and “updating aging firefighter equipment, such as breathing apparatus and protecting clothing” (79%) **Figure 2** on the following page lists these and other services, programs and projects which survey respondents considered to be the most important to fund.

Figure 2: Highest Priorities for Corona Respondents

Priorities	% “Extremely” or “Very Important”
Maintaining 911 emergency response times	84%
Addressing homelessness	81%
Maintaining local fire protection	80%
Maintaining local police protection	79%
Maintaining local paramedic services	79%
Improving wildfire preparation and response	79%
Updating aging firefighter equipment, such as breathing apparatus and protective clothing	79%
Keeping public areas safe and clean	77%
Increasing rapid response to burglaries and other property crime	75%
Recruiting and retaining qualified police officers	74%
Recruiting and retaining qualified firefighters	73%
Improving systems to monitor wildfires and notify community members	72%
Reducing traffic impacts	72%
Reducing blight and keeping the city clean	71%
Upgrading aging emergency response equipment such as cardiac monitors, defibrillators and jaws of life	70%
Maintaining youth sports and after-school education activities	70%
Preventing cuts to services for the disabled	69%
Preventing cuts to senior services	68%
Repairing and rehabilitating aging fire stations to prevent closures	67%
Restoring school safety officers	67%

More than six-in-ten respondents supported a local one-cent sales tax ballot measure for the City of Corona based on a hypothetical ballot question tested in the surveyⁱⁱ. 63% of respondents indicated they would vote “yes” in support of the measure, meeting the majority-vote threshold required for passage and outside the survey’s margin of error. Thirty-three percent would vote “no” against the measure, while four percent of respondents were undecided (Error! Reference source not found.). Support for the measure is broad and crosses nearly all demographic/geographic sub-categories in the city.

Figure 3: Opinions on Potential Corona Local Revenue Ballot Measure



ⁱ **Survey Methodology:** From January 31st – February 9th, 2020, FM3 completed 531 live telephone interviews (via landline and cellular telephones) with Corona residents with a voting history that makes them likely to vote in the November 2020 election. The survey was available in English and Spanish. Results have a margin of sampling error of $\pm 4.4\%$ at the 95% confidence interval. Some percentages may not sum to 100% due to rounding.

ⁱⁱ The ballot question tested in the survey read as follows: “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?”