

# City of Riverside 2021 Issues Survey

*Highlights of Survey Conducted: January 7-14, 2021*



OPINION  
RESEARCH  
& STRATEGY

# Methodology

709 interviews among voters who are likely to vote in the November 2022 election

- 385 of interviews among voters likely to participate in a 2021 Municipal Election

Conducted January 7-14, 2021, online and via landline and cell phones

Margin of sampling error for likely 2022 is  $\pm 4.0\%$  at the 95% confidence level

- For half the sample:  $\pm 5.7\%$
- For Likely 2021 Voters:  $\pm 5.0\%$

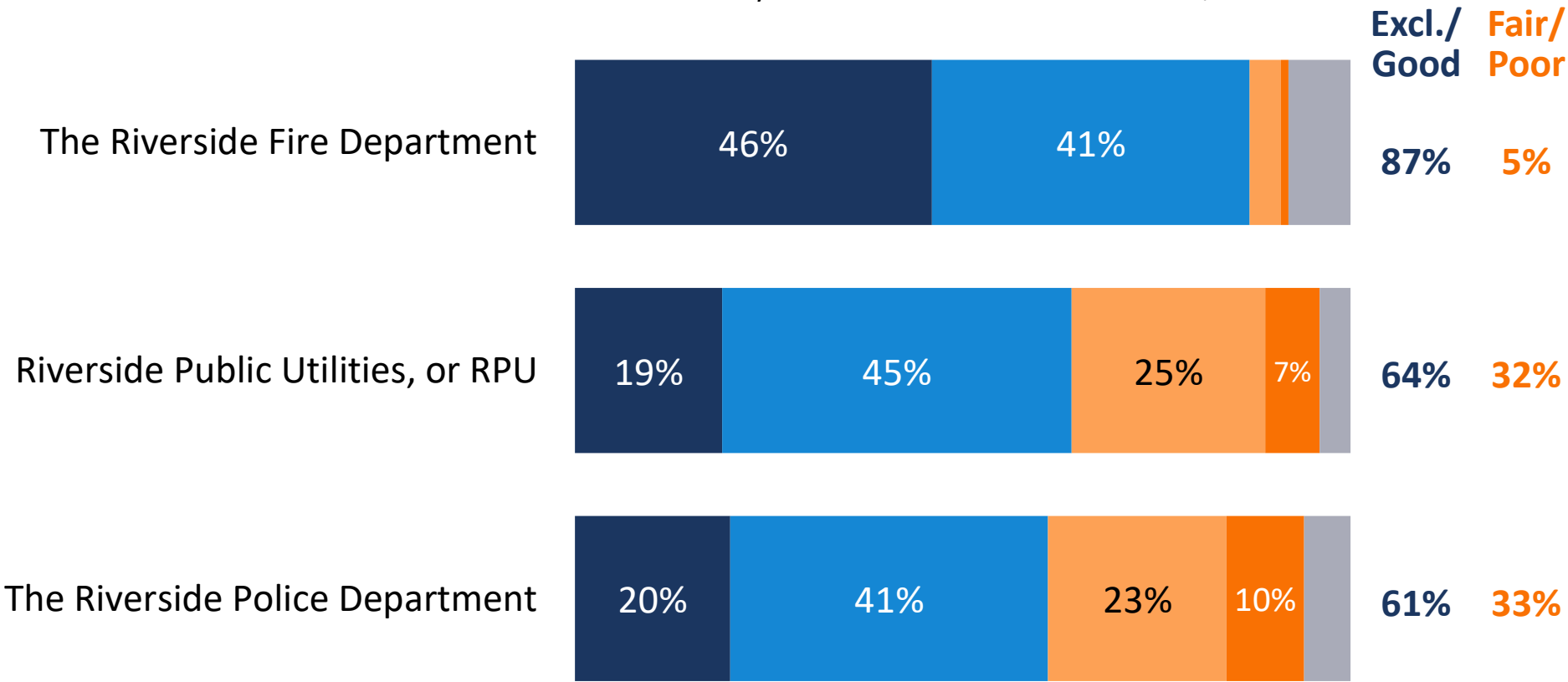
Telephone interviews were offered in English and Spanish

Due to rounding, some percentages do not add up to 100%

# Most have positive ratings for local public safety departments and Riverside Public Utilities

*(Ranked by Excellent/Good)*

■ Excl. ■ Pretty Good ■ Just Fair\* ■ Poor ■ DK/NA





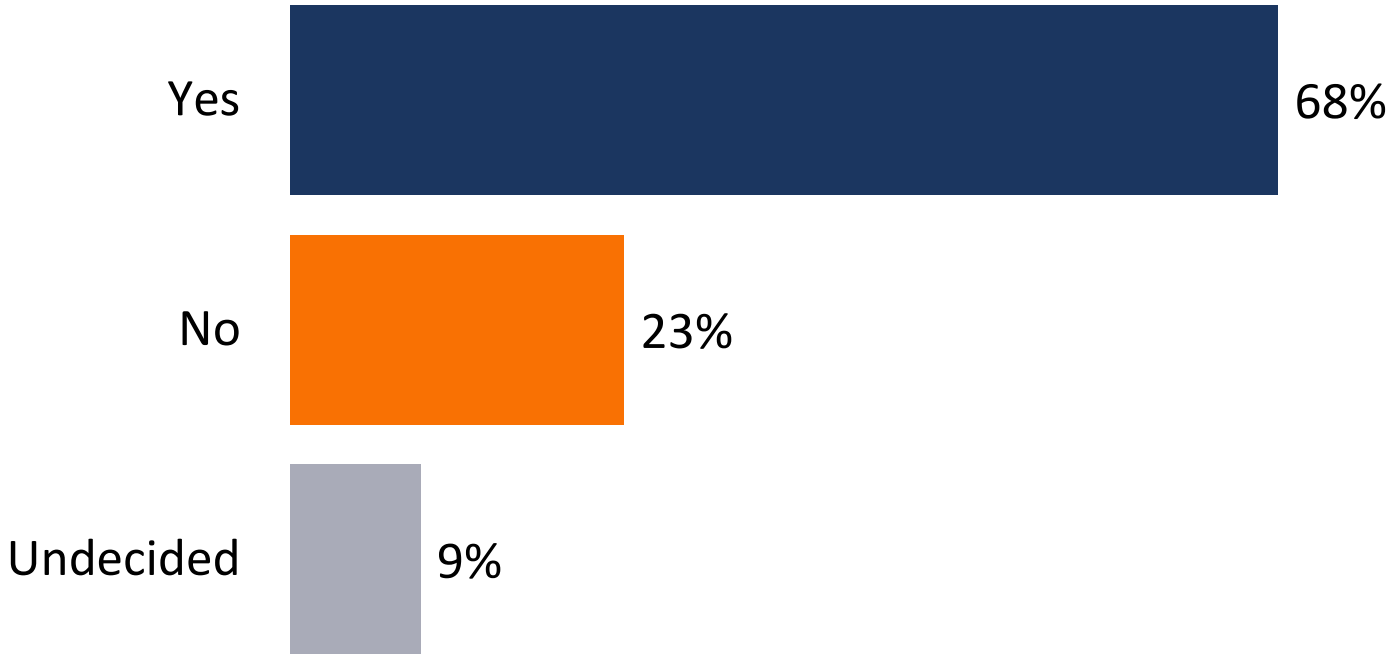
# **Viability of Utility Transfer Re-Authorization Measure**

# Tested Voter Re-Authorization Ballot Language

## City of Riverside Services Protection Measure

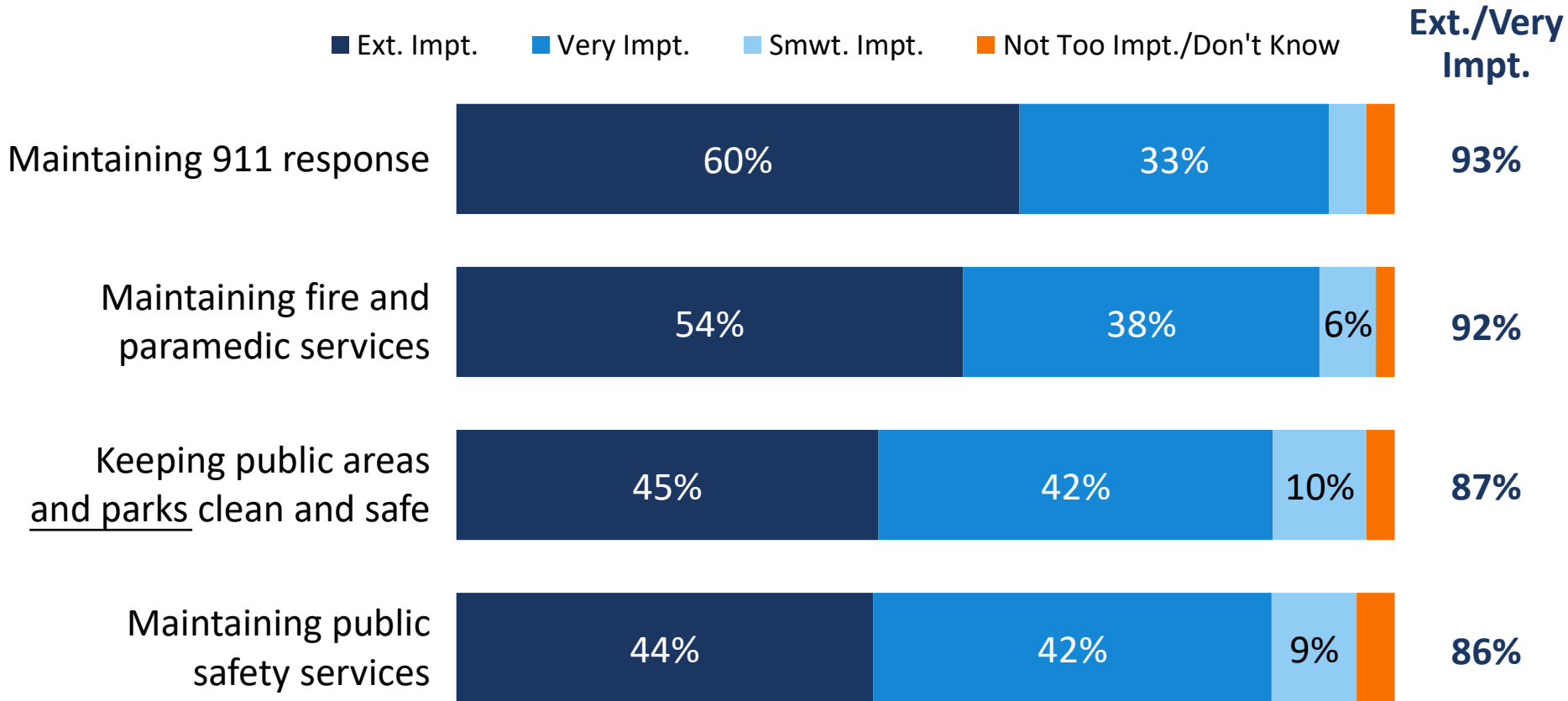
To maintain 911 response, fire, paramedic, police, street repairs, parks, senior, other general services, shall the City Charter be amended to continue collecting in electric rates and maintain the voter-approved fund transfer existing since 1968, limited to 11.5% of gross revenue, providing approximately \$40,000,000 annually to City of Riverside's General Fund that does not increase tax or utility rates, until ended by voters, requiring audits/ all funds benefiting Riverside residents, be adopted?

# Roughly two-thirds of respondents likely to vote in the 2021 Municipal Election support the continued budget practice of transferring utility revenue to the City General Fund. Simple Majority required for passage.



# The vast majority view public safety projects such as maintaining 911 response and fire/paramedic services among the most important items to fund.

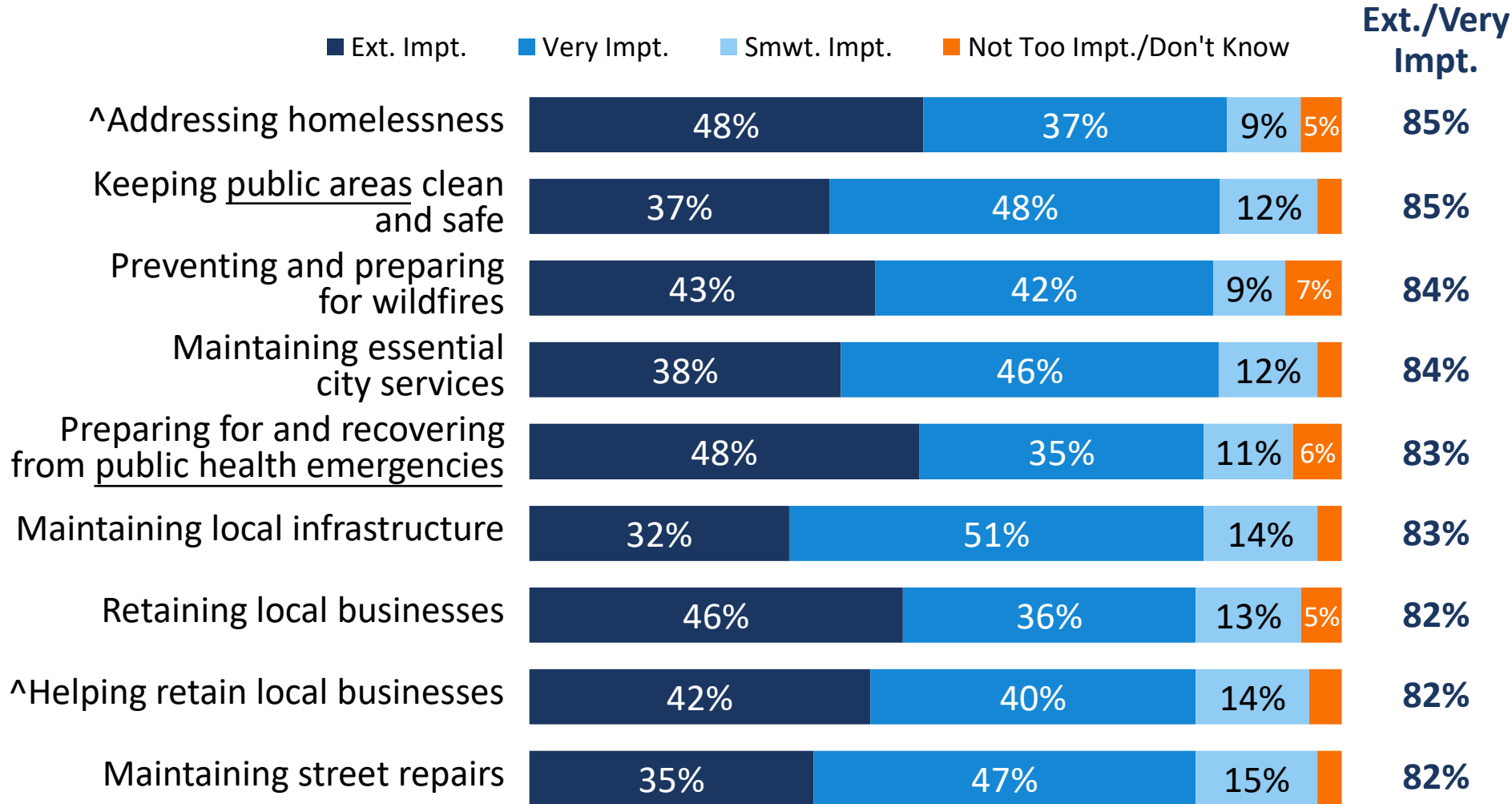
*(Ranked by Extremely/Very Important)*



*Q. I am going to read you a list of ways in which the funds generated by this ballot measure could be spent and provisions that could potentially be included. Regardless of your opinion of the measure, after I mention each one, please tell me how important that use of funds or provision is to you personally: is it extremely important, very important, somewhat important, or not too important? Split Sample*

# Continued

(Ranked by Extremely/Very Important)

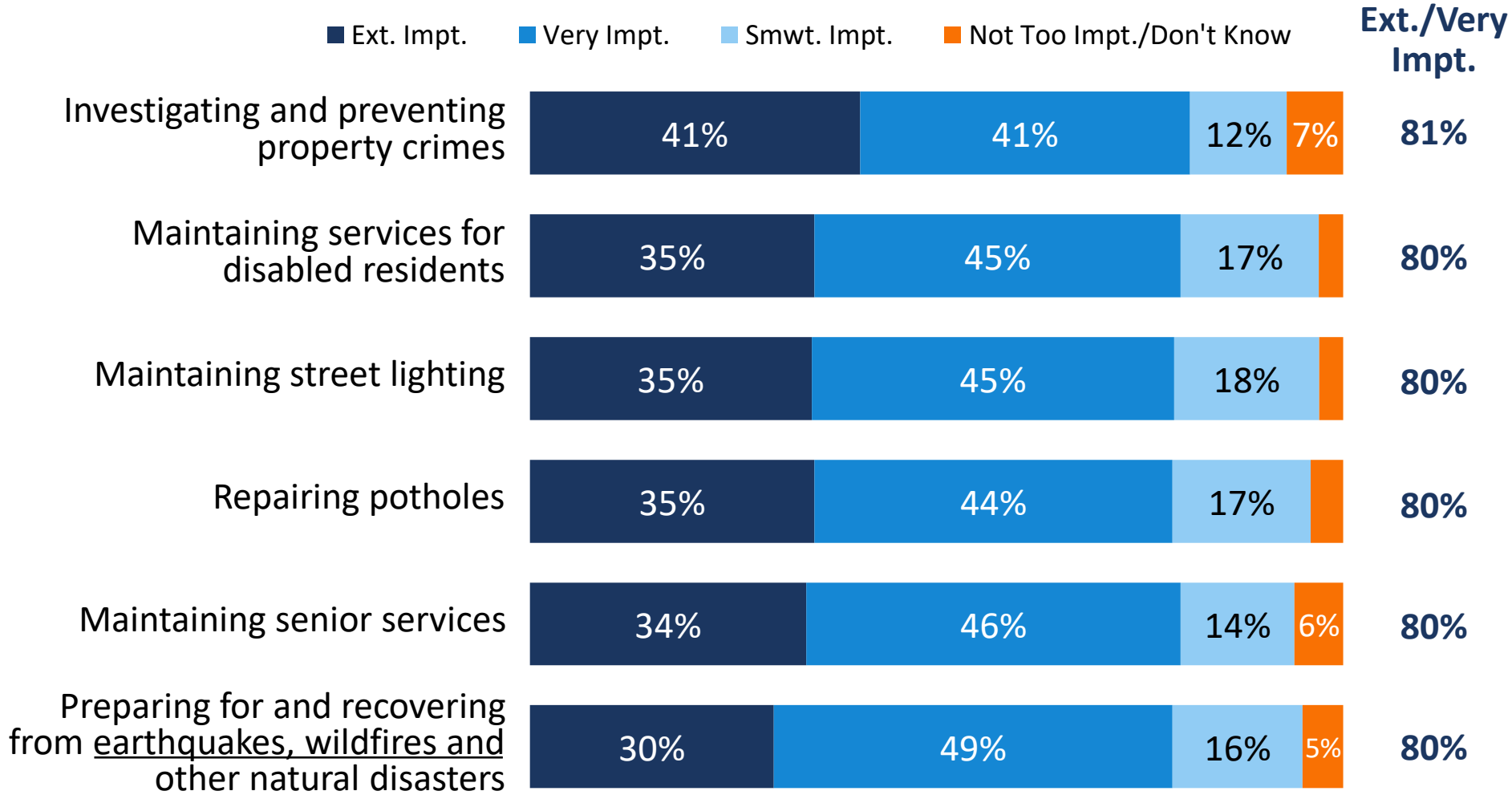


Q. I am going to read you a list of ways in which the funds generated by this ballot measure could be spent and provisions that could potentially be included. Regardless of your opinion of the measure, after I mention each one, please tell me how important that use of funds or provision is to you personally: is it extremely important, very important, somewhat important, or not too important? ^Not Part of Split Sample



# Continued

(Ranked by Extremely/Very Important)



Q. I am going to read you a list of ways in which the funds generated by this ballot measure could be spent and provisions that could potentially be included. Regardless of your opinion of the measure, after I mention each one, please tell me how important that use of funds or provision is to you personally: is it extremely important, very important, somewhat important, or not too important? Split Sample

# Continued

(Ranked by Extremely/Very Important)

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

**Ext./Very Impt.**

Maintaining police services



**79%**

Protecting long-term financial stability



**79%**

Providing funding for meals for seniors and other residents in need



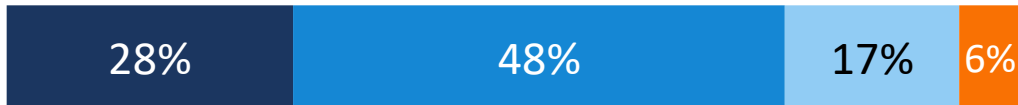
**79%**

Helping support local food banks



**77%**

Preventing cuts to youth and afterschool programs



**76%**

Repairing outdated storm drains to prevent flooding

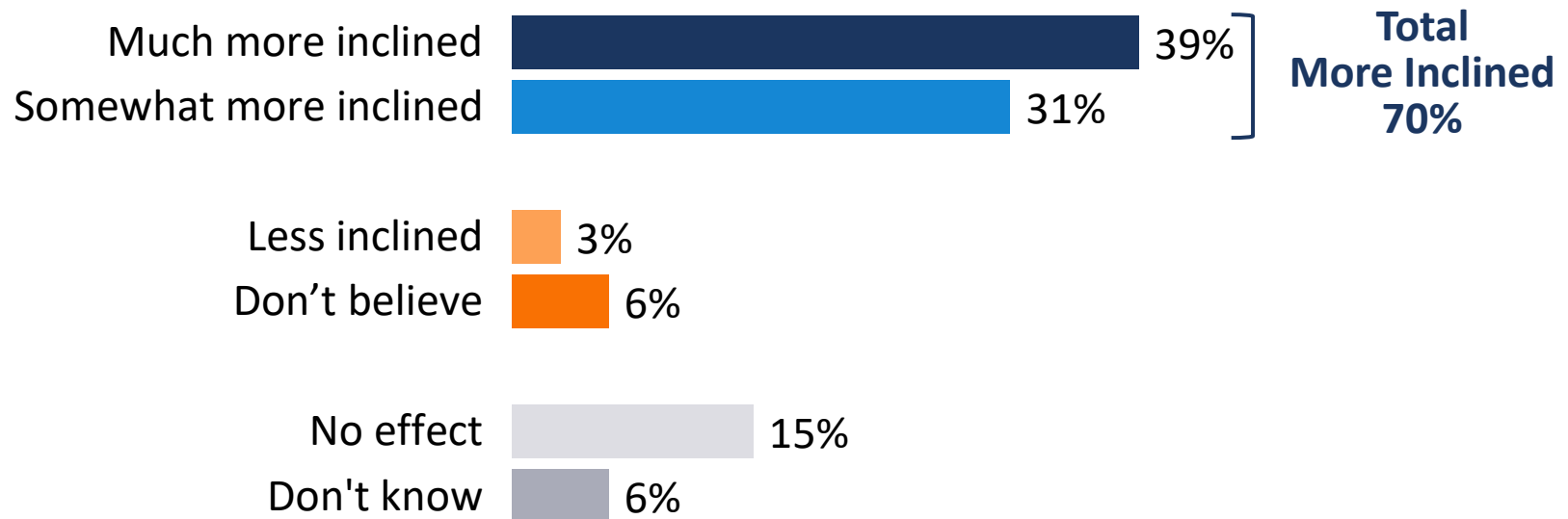


**75%**

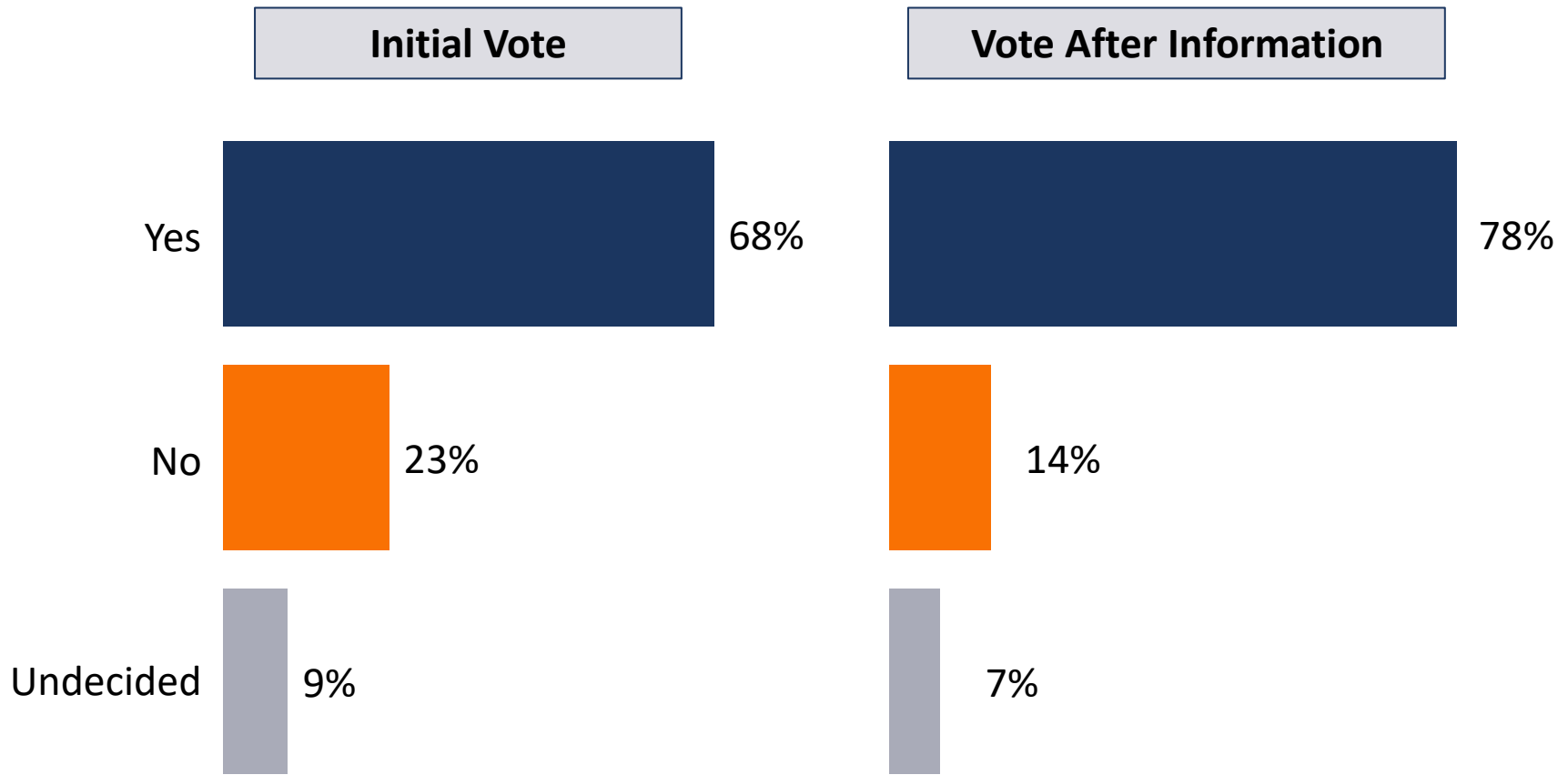
*Q. I am going to read you a list of ways in which the funds generated by this ballot measure could be spent and provisions that could potentially be included. Regardless of your opinion of the measure, after I mention each one, please tell me how important that use of funds or provision is to you personally: is it extremely important, very important, somewhat important, or not too important? Split Sample*

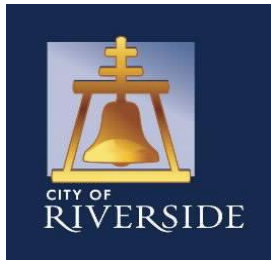
# Objective Explanation of the Measure

This measure reconfirms the existing basic language in the City Charter and does not change electricity rates or City taxes. It simply allows the City to continue paying for many of the services that Riverside residents currently receive with a budgeting procedure that has been used since 1968 and that has been approved by voters four times over the years.



# Among respondents likely to vote in the 2021 election, support the measure rises by 10 points when they learn about the measure.





# City of Riverside 2021 Issues Survey

*Highlights of Survey Conducted: January 7-14, 2021*



OPINION  
RESEARCH  
& STRATEGY