COMMUNITY OPINION SURVEY

CONDUCTED FOR THE
CITY OF SOLANA BEACH

PRESENTED BY
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5/13/22
Conducted March 22\textsuperscript{nd} to April 5\textsuperscript{th}, 2022

Stratified Random Sample of 407 Solana Beach voters likely to participate in November 2022 election

Mixed Methodology

- Recruited via email, text and phone
- Online and telephone data collection

Overall margin of error of $\pm 4.8\%$
QUALITY OF LIFE IN SOLANA BEACH

- Excellent: 63.3%
- Good: 32.4%
- Fair: 3.3%
- Not sure: 0.3%
- Poor: 0.2%
- Very poor: 0.6%

Very poor: 0.6%
Not sure: 0.3%
Poor: 0.2%
Fair: 3.3%
Good: 32.4%
Excellent: 63.3%
CHANGES TO IMPROVE SOLANA BEACH

- Not sure / Cannot think of anything specific: 15.0%
- Improve, maintain roads, infrastructure: 10.6%
- No changes needed / Everything is fine: 7.7%
- Reduce traffic congestion: 7.5%
- Limit growth, development, preserve open space: 6.0%
- Enforce traffic laws: 6.0%
- Improve parking: 5.5%
- Address homeless issues: 5.4%
- Provide more affordable housing: 5.0%
- Provide more shopping, dining opportunities: 4.6%
- Improve sidewalks, bike lanes: 3.6%
- Beautify, clean up city, landscaping, beaches: 3.6%
- Improve public safety, reduce crime, gangs, drugs: 3.1%
- Improve, provide more parks, rec facilities: 3.0%
- Improve building permit process: 2.7%
- Provide more support for small businesses, be more business friendly: 2.6%
- Reduce taxes, fees: 2.5%
- Enforce noise ordinance: 2.4%
- Improve government transparency, communication: 2.2%
- Place utilities underground: 1.9%
- Improve city planning, development, zoning: 1.9%
- Be more dog friendly, beaches, parks: 1.8%
- Improve public transit: 1.8%
- Improve environmental efforts: 1.7%
- Synchronize traffic lights: 1.5%
OVERALL SATISFACTION WITH CITY SERVICES

- Very satisfied: 42.4%
- Somewhat satisfied: 41.9%
- Somewhat dissatisfied: 8.2%
- Very dissatisfied: 1.6%
- Not sure: 5.9%
To maintain and prevent cuts to City of Solana Beach services, such as:

- Maintenance of streets, parks, beaches, infrastructure, and storm drains
- Police patrols and crime prevention
- Fire protection, paramedic, and 911 emergency response
- Traffic management, graffiti and trash removal, addressing homelessness, and other city services

shall an ordinance establishing a one-cent sales tax be adopted, providing approximately 3 million dollars annually for general city services until ended by voters, with independent audits and all money locally controlled? If the election were held today, would you vote yes or no on this measure?
NATURAL SUPPORT EXCEEDS 63%

- Definitely yes: 34.6%
- Probably yes: 28.8%
- Probably no: 11.1%
- Definitely no: 14.3%
- Not sure: 10.1%
- Prefer not to answer: 1.0%
SERVICE PRIORITIES

Maintain local streets and repair potholes
Strongly favor: 69.5
Somewhat favor: 20.4

Keep neighborhoods, parks, beaches, and public areas safe and clean
Strongly favor: 61.3
Somewhat favor: 27.5

Keep trash and pollution out of local waterways and off our beaches
Strongly favor: 60.7
Somewhat favor: 27.4

Repair, maintain public buildings, infrastructure including sidewalks, curbs, storm drains
Strongly favor: 54.9
Somewhat favor: 29.6

Provide fire protection and paramedic services
Strongly favor: 53.5
Somewhat favor: 27.4

Provide quick responses to 9-1-1 emergencies
Strongly favor: 57.3
Somewhat favor: 22.5

Make improvements to roads, intersections to better manage traffic congestion on city streets
Strongly favor: 55.5
Somewhat favor: 24.3

Reduce property-related crimes and theft
Strongly favor: 53.2
Somewhat favor: 26.0

Support and retain local small businesses and jobs
Strongly favor: 49.2
Somewhat favor: 28.4

Maintain general City services
Strongly favor: 40.7
Somewhat favor: 34.8

Provide police services, including neighborhood police patrols and investigations
Strongly favor: 48.1
Somewhat favor: 26.9

Provide lifeguards at local beaches
Strongly favor: 42.6
Somewhat favor: 32.2

Repair or replace aging facilities and equipment
Strongly favor: 39.4
Somewhat favor: 34.9

Move utility lines underground to improve views and reduce fire risk
Strongly favor: 42.9
Somewhat favor: 30.2

Address homelessness
Strongly favor: 42.8
Somewhat favor: 29.1

Provide parks and recreation programs for youth
Strongly favor: 38.0
Somewhat favor: 32.7

Rebuilding the Marine Safety Center, lifeguard headquarters, which was built 80+ years ago
Strongly favor: 35.3
Somewhat favor: 32.8

Provide programs and services to seniors
Strongly favor: 28.4
Somewhat favor: 36.5

Improve affordable housing options
Strongly favor: 27.8
Somewhat favor: 25.4