

# COMMUNITY OPINION SURVEY

CONDUCTED FOR THE  
CITY OF SOLANA BEACH

PRESENTED BY  
TIMOTHY McLARNEY PH.D.

5/13/22

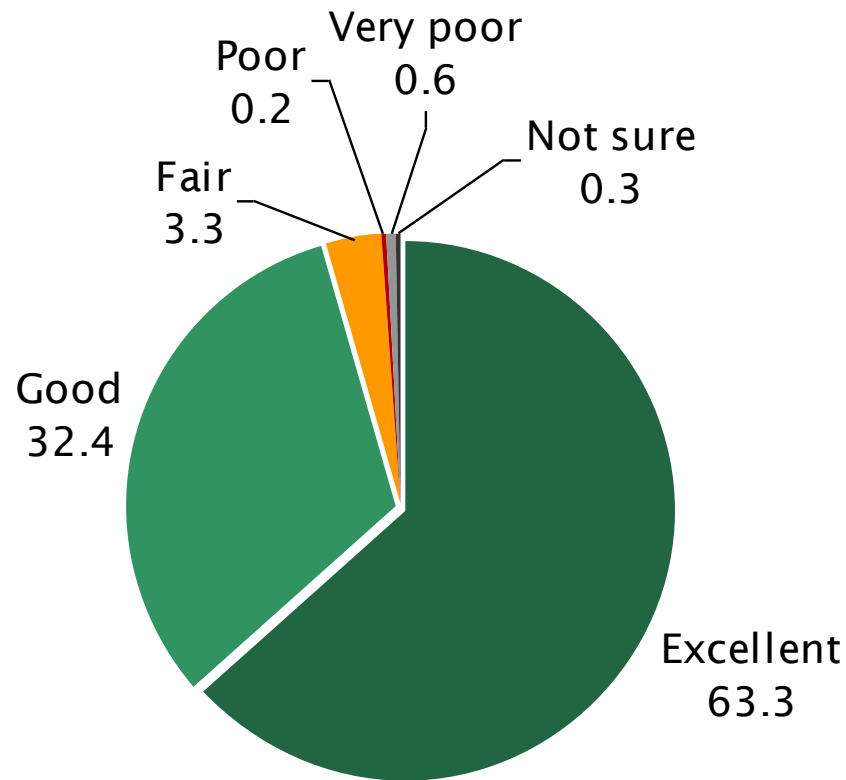




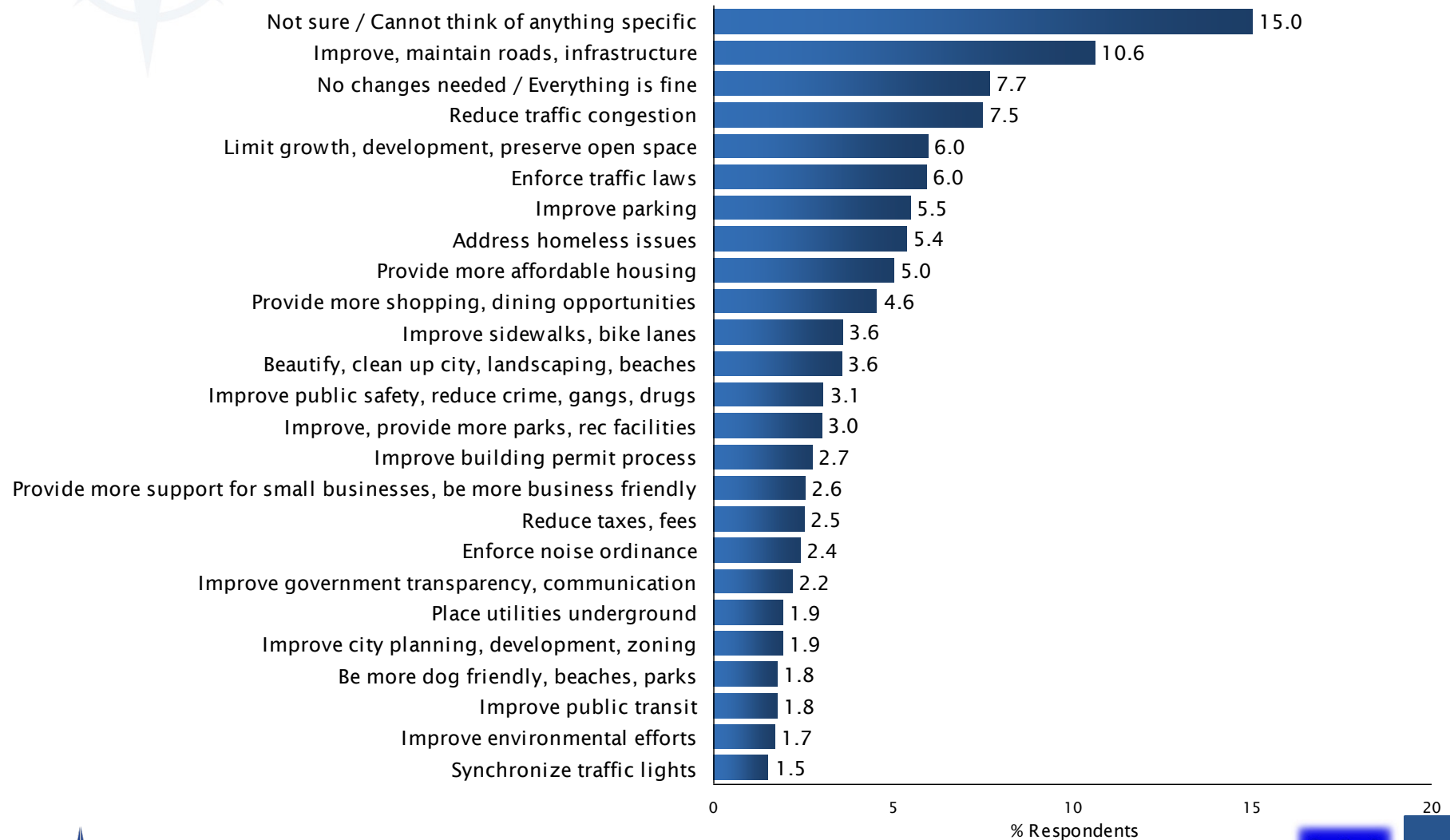
# METHODOLOGY OF STUDY

- Conducted March 22<sup>nd</sup> to April 5<sup>th</sup>, 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  $\pm 4.8\%$

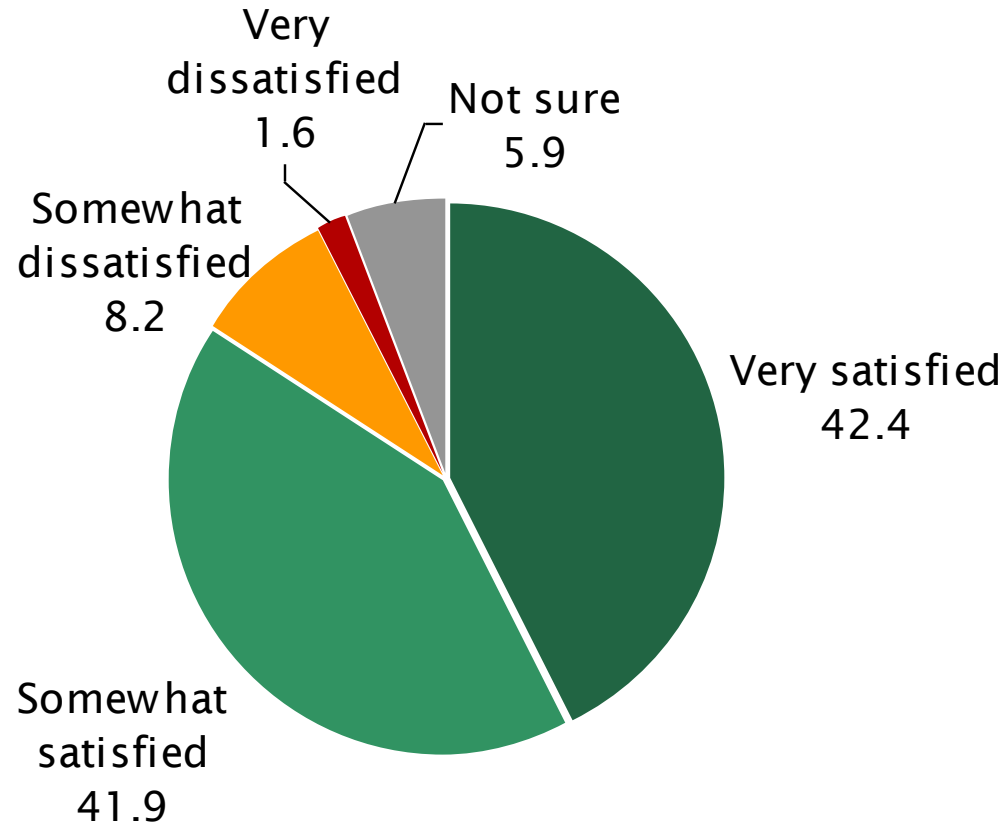
# QUALITY OF LIFE IN SOLANA BEACH



# CHANGES TO IMPROVE SOLANA BEACH



# OVERALL SATISFACTION WITH CITY SERVICES





# HYPOTHETICAL BALLOT MEASURE

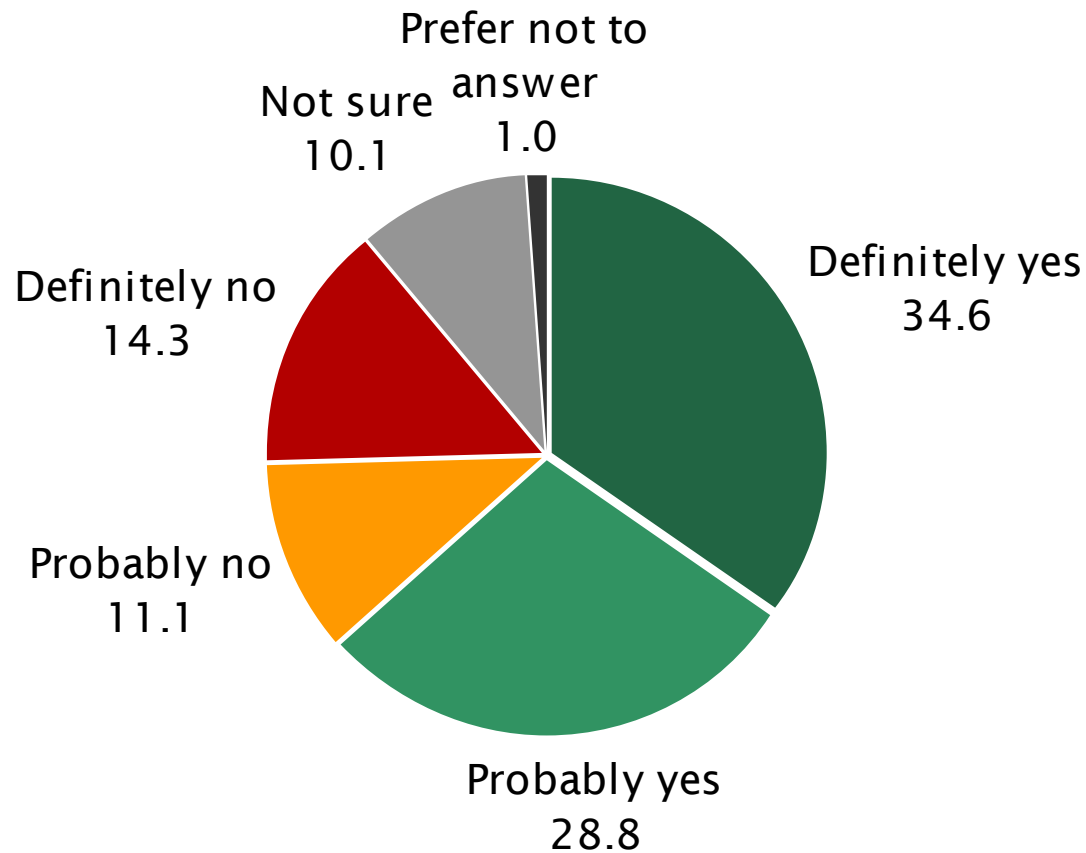
LANGUAGE REVIEWED BY CITY ATTORNEY

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%



# SERVICE PRIORITIES

