



# City of Citrus Heights Community Survey Key Highlights

July 2019

# Methodology

- ▶ Live telephone survey of voters
- ▶ Survey conducted July 9 to 16, 2019
- ▶ 400 interviews; overall margin of error  $\pm 4.90$  percentage points
- ▶ Interviews were conducted by trained, professional interviewers; landlines and mobile phones included

Please note that due to rounding, some percentages may not add up to exactly 100%.

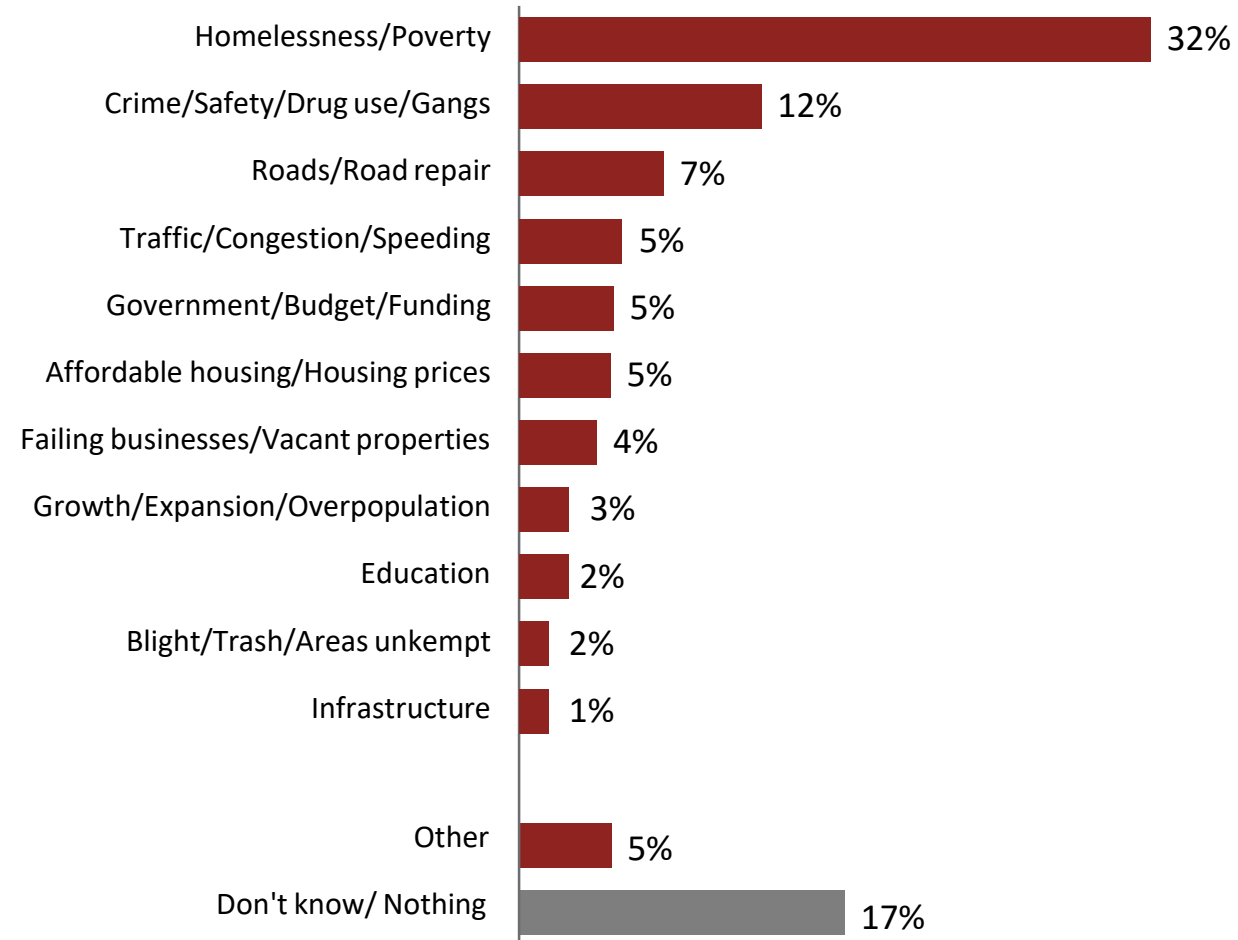
- ▶ Constituents view City services and quality of life favorably, with ratings in the mid-70 percentiles.
- ▶ Constituents top priorities include keeping government transparent, maintaining public safety such as emergency response and school safety/security, and reducing homelessness.
- ▶ Constituents overwhelmingly feel – by nearly 2/3rds – the City needs additional funding to maintain essential services.



# Constituent Perspectives

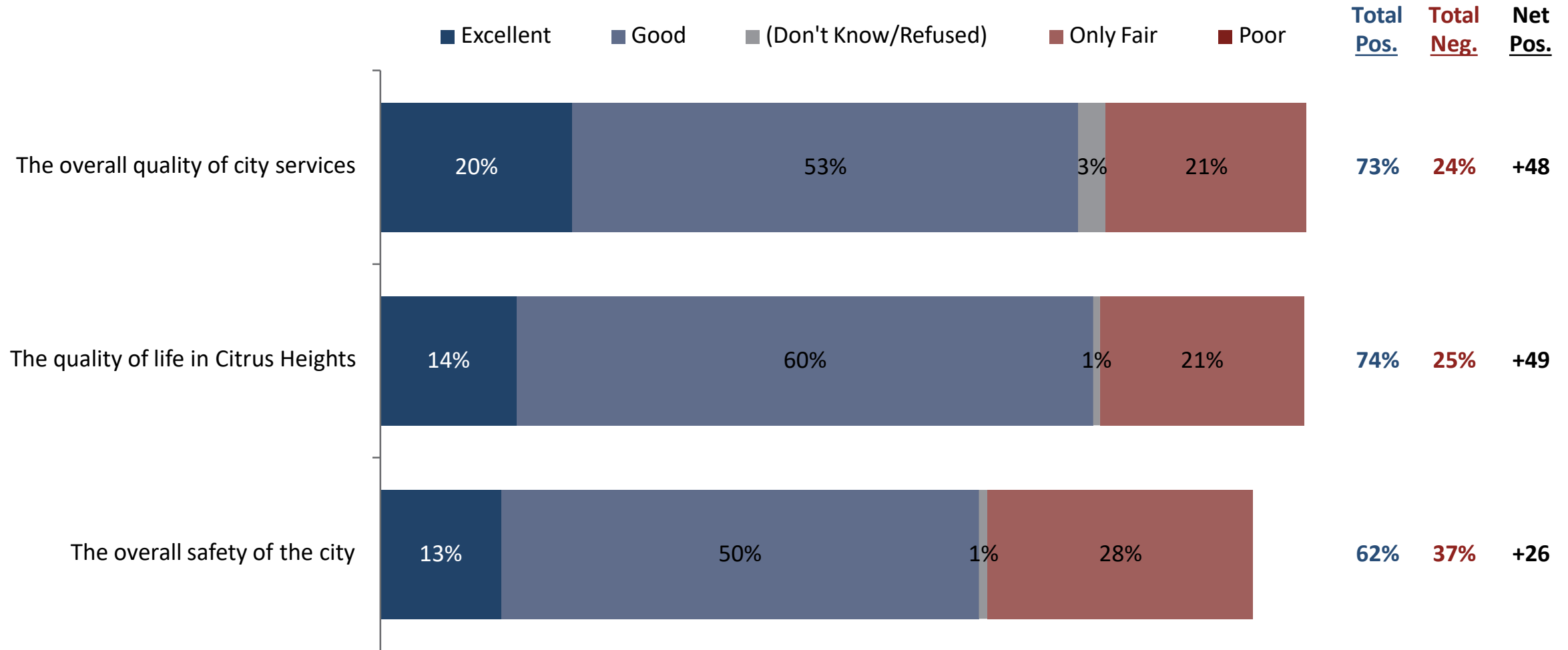
# Most Important Problem

*Homelessness and poverty is a top concern.*



# City Ratings

*Constituents perceive the city government to be doing a good job.*



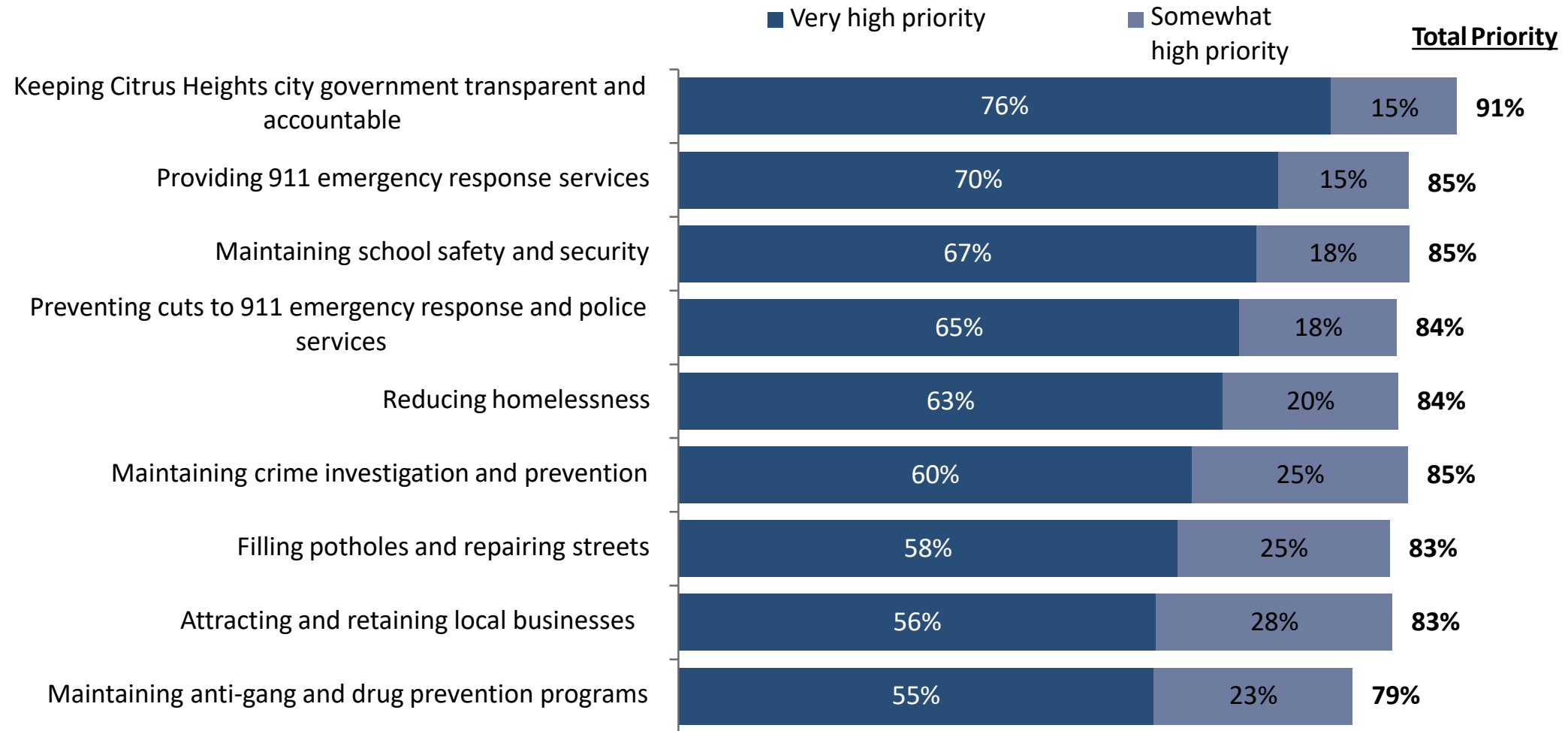


## Constituent Priorities

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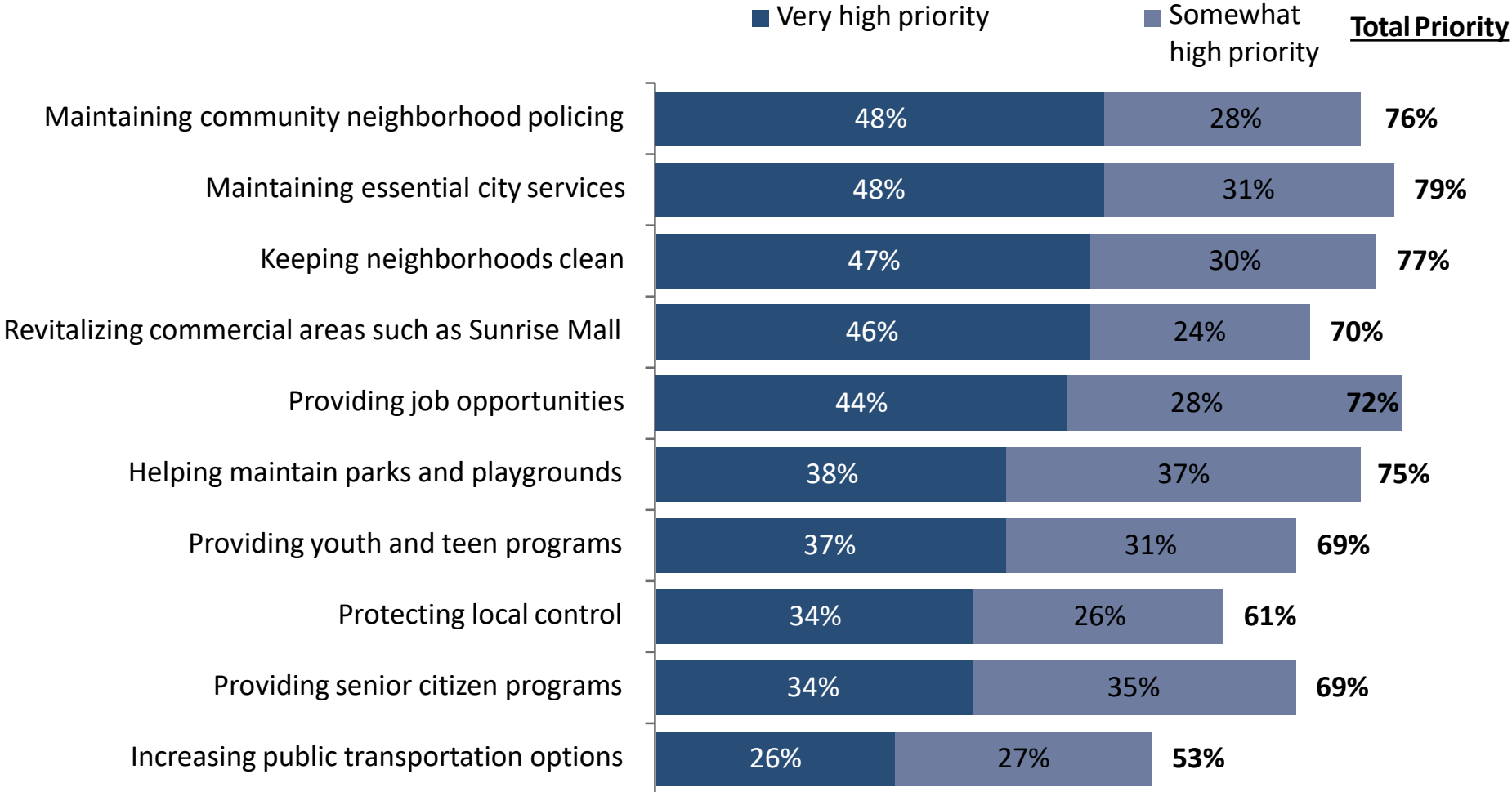
*Constituents prioritize many issues, including keeping city government transparent and accountable, providing 911 emergency response services, and maintaining school safety and security.*





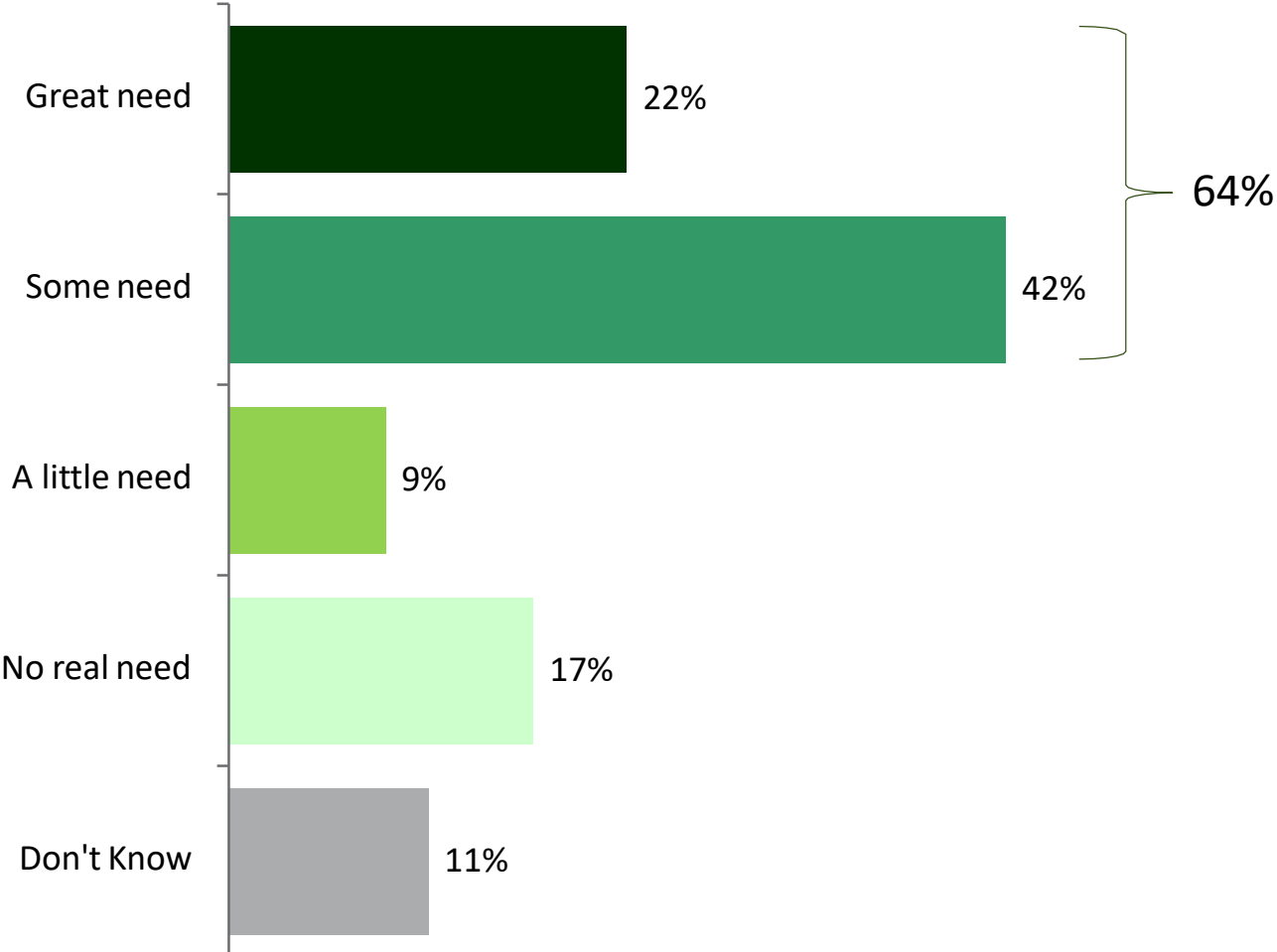
# Constituent Priorities, cont.

*Other issues are also a priority for a majority of constituents.*



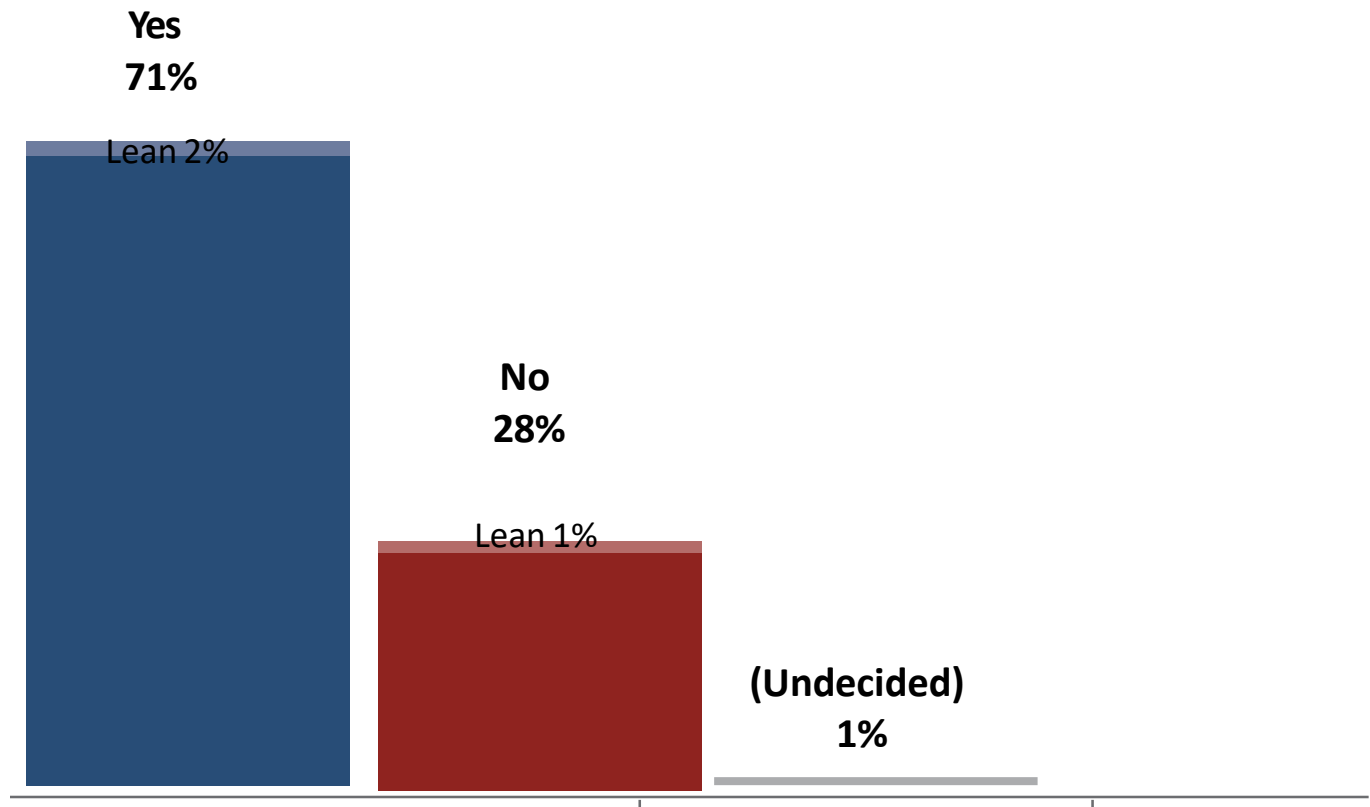
# Citrus Heights Need for Funding

*Nearly two-thirds perceive a need for additional funding to maintain essential services.*

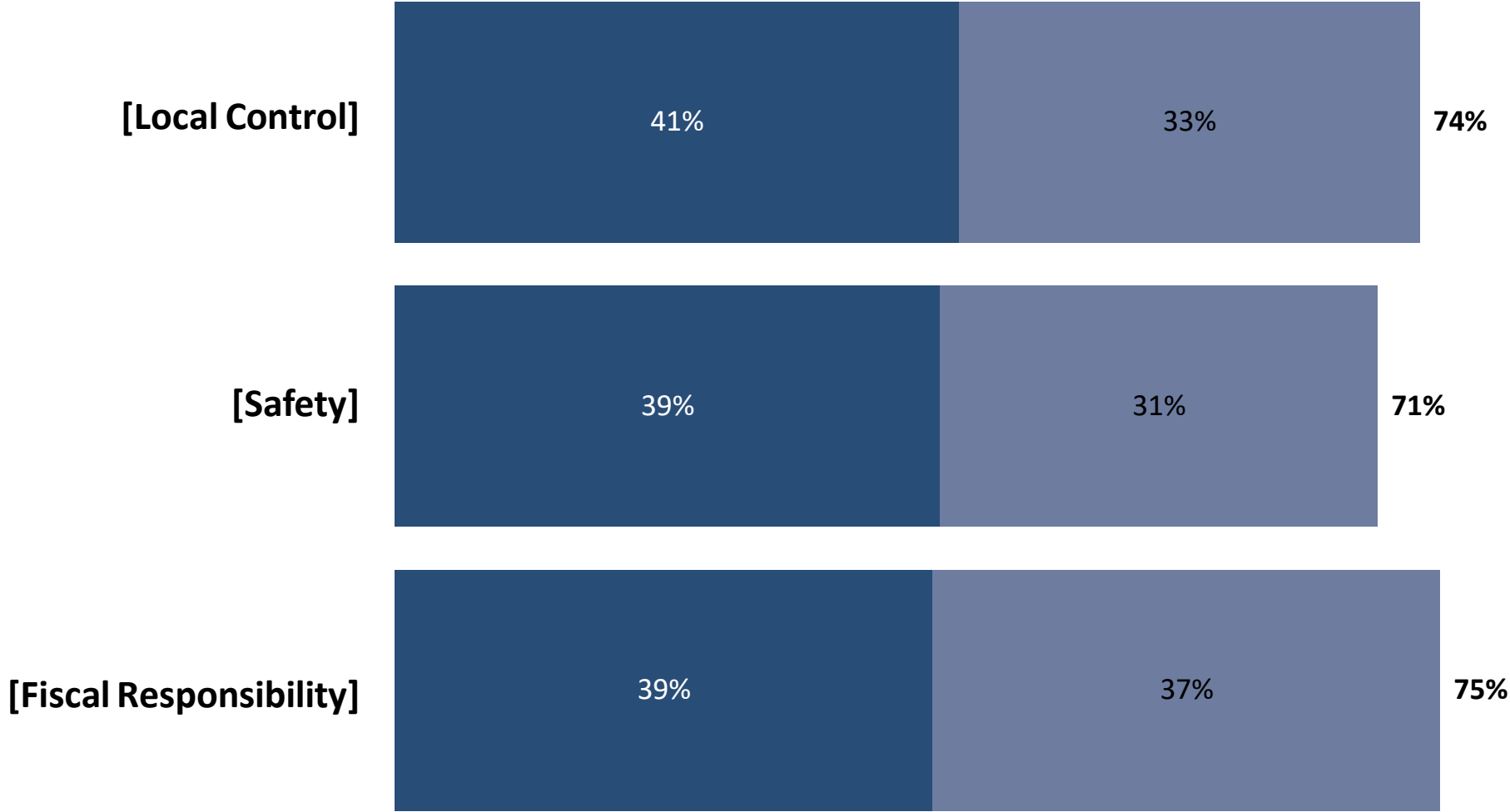


# Interest in Local Funding

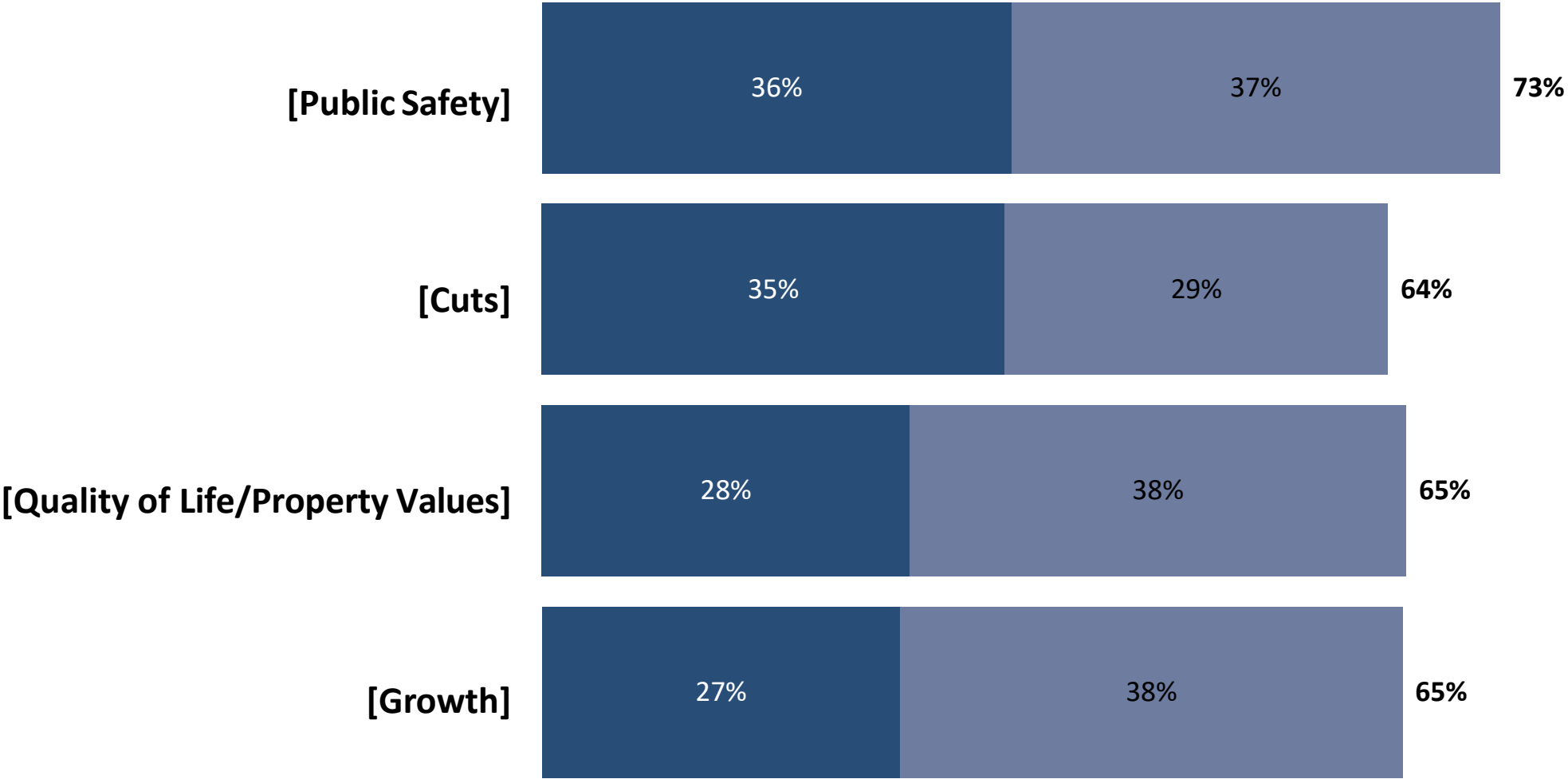
*Up to seventy-one percent are potentially interested in additional local funding for essential services.*



# Themes of Interest to Constituents



# Themes of Interest to Constituents, cont.





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