Summary Charts of Results
From a Survey of Likely Voters in the City of Santa Cruz, California

400 Interviews
July 2017
Interviewing Dates: July 18-23, 2017
Margin of Error: 2.9% to 4.9%
Registered Democrats = 71%  Republicans = 8%  Others = 21%
Permanent Absentee Voters = 59%
Cell phone respondents = 65%
Chart 2

Excellent/Good Ratings for Job Being Done by Santa Cruz City Government

- Mar-1998: 55%
- Feb-2000: 51%
- Jun-2002: 44%
- Sep-2003: 49%
- May-2005: 49%
- May-2006: 42%
- May-2008: 58%
- Jan-2010: 46%
- Jul-2010: 55%
- Mar-2012: 53%
- Jul-2017: 54%
### Excellent/Good Job Ratings for 5 Organizations

<table>
<thead>
<tr>
<th>Department</th>
<th>Jan-2010</th>
<th>Mar-2012</th>
<th>Jul-2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fire Department</td>
<td></td>
<td>85%</td>
<td>89%</td>
</tr>
<tr>
<td>Parks &amp; Recreation Department</td>
<td>70%</td>
<td>70%</td>
<td>76%</td>
</tr>
<tr>
<td>Public Works Department</td>
<td>62%</td>
<td>57%</td>
<td>64%</td>
</tr>
<tr>
<td>Police Department</td>
<td>70%</td>
<td>72%</td>
<td>68%</td>
</tr>
<tr>
<td>City Council</td>
<td>39%</td>
<td>40%</td>
<td>38%</td>
</tr>
</tbody>
</table>
Chart 4

Very Serious Issues/Problems in City of Santa Cruz

- High cost of living in Santa Cruz: 73%
- Not enough housing for people who work here: 64%
- Traffic congestion: 52%
- Too many homeless people causing problems for the rest of Santa Cruz residents: 49%
- Not enough services for homeless people: 46%
- Crime in Santa Cruz: 36%
- Not enough services for low income people: 36%
- Too much development in the City: 21%
- Insufficient parking downtown: 19%
- Condition of City parks, recreational facilities and other public facilities: 14%
- Inadequate number of programs for children and teenagers after school: 14%
# Most Serious Problems: January 2010, March 2012, July 2017

<table>
<thead>
<tr>
<th>January 2010</th>
<th>March 2012</th>
<th>July 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gang activity</td>
<td>Businesses that create jobs</td>
<td>High cost of living</td>
</tr>
<tr>
<td>Businesses that create jobs</td>
<td>Economic development</td>
<td>Not enough housing for people who work here</td>
</tr>
<tr>
<td>Crime in downtown area</td>
<td>Gang activity</td>
<td>Traffic congestion</td>
</tr>
<tr>
<td>Economic development</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Chart 6

Need for More Money for the City of Santa Cruz

- **27%** Great Need
- **42%** Some Need
- **12%** No Opinion
- **9%** No Need
- **10%** Little Need

- **69%** No Need
Two Votes on Possible Quarter Cent Sales Tax Measure

Q.5: Initial Vote
- 63% Total Yes
- 30% Total No
- 7% Undecided

Q.10: Vote After Info
- 67% Total Yes
- 27% Total No
- 7% Undecided
Very Serious Problems for Possible General Fund Budget Cuts

- Reducing or eliminating the Police department’s Community Services Section whose focus is on crime prevention, neighborhood problem solving, and addressing issues resulting from homelessness and mental illness (61%)
- Reducing contributions to agencies that provide social services for seniors, children, the homeless, and others (58%)
- Reducing or eliminating some programs for youth as well as reducing hours at community centers (41%)
- Reducing park ranger patrols in City parks and downtown (36%)
- Reducing maintenance at regional parks, such as Harvey West, Delaveaga, Riverwalk and Neary Lagoon, as well as local neighborhood parks and the City’s open space areas, such as Pogonip, and Arana Gulch (35%)
- Preventing the City from replacing aging public safety vehicles, such as police patrol cars and fire trucks (24%)
Very Important Uses for Additional Money

1. Provide more affordable housing here in Santa Cruz (66%)
2. Reduce the risk of flooding during next winter’s storms by repairing and maintaining our aging storm drains (61%)
3. Provide a shelter for the City’s homeless (52%)
4. Replace the old, dilapidated and inadequate East Side Fire Station to improve our firefighters’ ability to meet any emergency that may occur (39%)
5. Repair and improve the damaged and deteriorating infrastructure of the Wharf which is used by both local residents and visitors (36%)
6. Modernize training facilities so the fire department is up-to-date when it trains firefighters (34%)
7. Upgrade park and recreational facilities, like playing fields, lighting, restrooms and other facilities that are used by the entire community, especially seniors and at-risk youths (32%)
8. Modernize and improve the aging Civic Auditorium so it will attract more events that enhance our quality of life as well as bring in needed revenue for local businesses and the City (17%)
9. Partner with private organizations to build a permanent home for the Santa Cruz Warriors that will also serve youth and adult sporting leagues, like local basketball, volleyball and indoor soccer (16%)
Proportions Much More Likely to Oppose A Possible Sales Tax Measure

We should not increase our taxes to pay for the excessive salaries and benefits of city bureaucrats

We cannot trust the City Council to keep its promise to use the money properly unless the tax measure specifically says how the money must be used

With so many important needs in Santa Cruz, we should not be increasing our taxes for things like the Civic Auditorium or building an arena for the Santa Cruz Warriors

The City needs pension reform rather than new taxes if it wants to get control of its budget

Taxes are already too high without this tax increase

If this sales tax increase passes, we will have a higher sales tax rate than there is in Capitola, Scotts Valley and the unincorporated areas of Santa Cruz County
Chart 11

Proportions Much More Likely to Favor A Possible Sales Tax Measure

- **A** - All the money will be used here in our local community
  - 50%
- **F** - Closing parks will likely turn them into breeding grounds for drugs, gangs and other criminal activity
  - 46%
- **I** - Some of the money will be used to repair and maintain storm drains to prevent flooding when we have another wet year like we did this past winter
  - 44%
- **E** - Without this tax money, children and at-risk youths may lose many of their opportunities for safe places to go after school
  - 43%
- **B** - This measure will improve safety and security for families with children, seniors and everyone else who uses the parks and open space areas throughout the City
  - 39%
- **C** - A sales tax is the fairest way to raise money, especially since it means that people who shop here but do not live here will support services that benefit them, too
  - 38%
- **H** - This measure is needed to make the training of our firefighters modern and up-to-date
  - 36%
- **D** - If this measure fails, critical city personnel may be reduced
  - 29%
- **G** - Some of the money will be used to enhance and improve the recreational and cultural opportunities for Santa Cruz residents
  - 26%