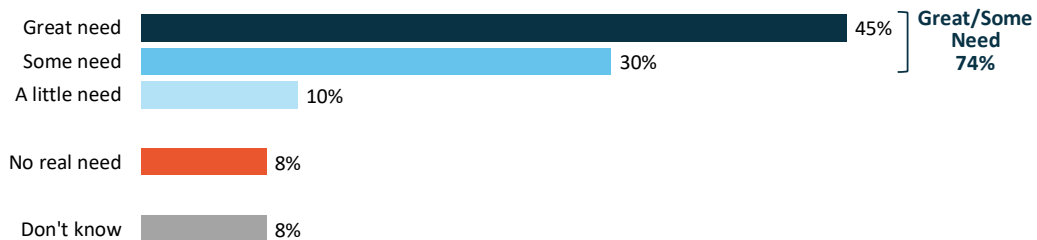


TO Interested Parties
FROM FM3 Research
RE: Results of a Survey of Imperial Beach Residents
DATE May 1, 2020

Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently completed a survey of Imperial Beach residents regarding community satisfaction and priorities for economic recovery and City services.¹ The survey was conducted in early April during the current global health pandemic and is instructive on the current environment to understand constituent priorities and needs. Key findings from the survey include:

More than seven-in-ten respondents perceive that the City of Imperial Beach needs additional funding for City services and emergency response. Seventy-four percent of respondents said the City has either a “great need” or “some need” for additional funding to provide the level of City services and emergency response that Imperial Beach residents need and want (**Figure 1**). Another 10% said the City has “a little need” for additional funding. These far exceed the eight percent of residents who said the City has “no real need” for funding and eight percent who were unsure.

Figure 1 City of Imperial Beach’s Need for Additional Funding



Respondents’ top priorities for local recovery, relief and City services include public safety and disaster response, among others. Nearly nine-in-ten respondents believe it is “extremely important” or “very important” for local funding in Imperial Beach to be used for “Maintaining 911 emergency response times” (89% extremely/very important), with more than eight-in-ten who also identified the priorities of “Maintaining local paramedic services” (86%), “Coordinating with county and regional first responders to get resources for health services to prepare for medical emergencies, like the coronavirus outbreak” (84%), “Maintaining local fire protection” (83%) and “Maintaining rapid response to burglaries” (83%).

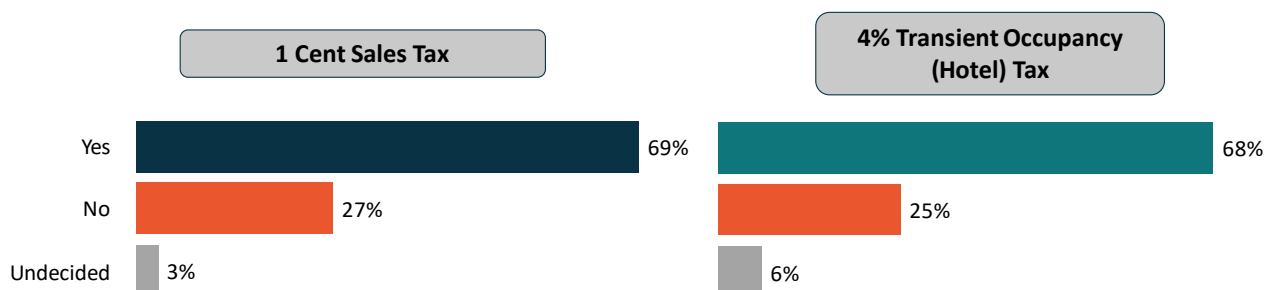
Reflecting the current moment, 82% of respondents said it was “extremely important” or “very important” for funding to be used for “Maintaining the City’s long-term financial ability to effectively respond to any emergency” and “Restoring the City’s long-term emergency funding that is being used to address the effects of the coronavirus outbreak.” **Figure 2** on lists these and other priorities which survey respondents considered to be the most important to fund.

Figure 2: Highest Priorities for Imperial Beach Respondents

Priorities	% “Extremely” or “Very Important”
Maintaining 911 emergency response	89%
Maintaining local paramedic services	86%
Coordinating with county and regional first responders to get resources for health services to prepare for medical emergencies, like the coronavirus outbreak	84%
Maintaining local fire protection	83%
Maintaining rapid response to burglaries	83%
Maintaining the City’s long-term financial ability to effectively respond to any emergency	82%
Restoring the City’s long-term emergency funding that is being used to address the effects of the coronavirus outbreak	82%
Keeping neighborhoods safe and clean	80%
Maintaining and improving 911 emergency response	79%
Supporting local small businesses and maintaining local jobs	79%
Maintaining and improving local paramedic services	78%
Maintaining and improving local fire protection	77%
Maintaining quality of life for local residents	77%
Keeping parks and public areas safe and clean	75%
Maintaining local Sheriff’s protection	75%
Reducing blight and keeping the city clean	74%
Recruiting and retaining qualified firefighters	73%
Improving natural disaster and medical emergency preparedness	72%
Maintaining streets	71%
Maintaining and improving local Sheriff’s protection	70%
Maintaining neighborhood Sheriff patrols	70%
Maintaining school safety officers	70%
Maintaining beach safety	70%

Nearly seven-in-ten respondents support either of two options for local relief and recovery revenue: a local one-cent sales tax or a 4% Transient Occupancy Tax (Hotel Tax) for the City of Imperial Beach based on a hypothetical ballot question tested in the surveyⁱⁱ. 69% of respondents indicated they would vote “yes” in support of the sales tax measure and 68% indicated they would vote “yes” in support of the Transient Occupancy Tax. In both cases, the results met the majority-vote threshold required for passage and were outside the survey’s margin of error. Support for the measures are broad and cross nearly all demographic/geographic sub-categories in the city.

Figure 3: Opinions on Potential Imperial Beach Local Revenue Ballot Measure



ⁱ **Survey Methodology:** From April 2nd – 8th, 2020, FM3 completed 304 survey interviews (online and telephone, including landline and cellular telephones) with Imperial Beach residents with a voting history that makes them likely to vote in the November 2020 election. The survey was available in English and Spanish. Results have a margin of sampling error of ±5.7% at the 95% confidence interval. Some percentages may not sum to 100% due to rounding.

ⁱⁱ The ballot questions tested in the survey read as follows:

“IMPERIAL BEACH PUBLIC SAFETY/VITAL SERVICES MEASURE. Shall the measure to maintain Sheriff’s/fire protection, paramedics, 911 emergency response, anti-gang/drug programs, neighborhood Sheriff’s patrols; address homelessness; improve natural disaster/medical/emergency response; maintain streets; maintain lifeguard center, parks, community center, youth/after-school/ senior programs; other general services, by establishing a 1¢ sales tax providing \$1,300,000 annually until ended by voters, requiring independent audits, public disclosure of spending, all funds only for Imperial Beach, be adopted?”

“IMPERIAL BEACH QUALITY OF LIFE MEASURE. Shall the measure to help maintain quality of life for local residents, address the impacts of tourism; support local small businesses/jobs; reduce traffic congestion, maintain traffic safety; keep neighborhoods, parks, public areas safe/clean; by increasing the transient occupancy tax (paid by hotel, motel, short-term rental guests) by 4%, providing \$400,000 annually until ended by voters, with annual audits, public disclosure and all funds spent locally, be adopted?”