



**TO** Interested Parties  
**FROM** FM3 Research  
**RE:** City of Moreno Valley Community Issues Survey  
**DATE** May 28, 2021

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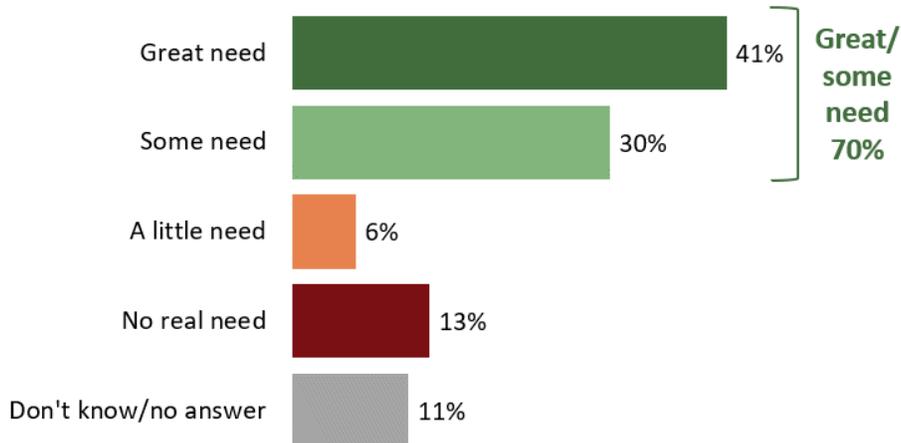
Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently conducted a survey of 289<sup>1</sup> respondents within the City of Moreno Valley to examine the local population's general attitudes and concerns about their city, including awareness of and reaction to the City's needs and a potential interest in pursuing local funding to support essential city services.

The study found that most respondents continue to believe there is a need for additional funding. They prioritize funding to help prevent robberies and burglaries, emergency service response times, and safe and clean public spaces. **Overall, most are supportive of a potential one-cent local sales tax revenue measure to maintain funding for essential city services** for Moreno Valley.

Key findings from the study include:

- **Seven in ten respondents believe the City has a need for additional funds**, as shown in **Figure 1** below.

**Figure 1: Perception of Need for Additional Funding**



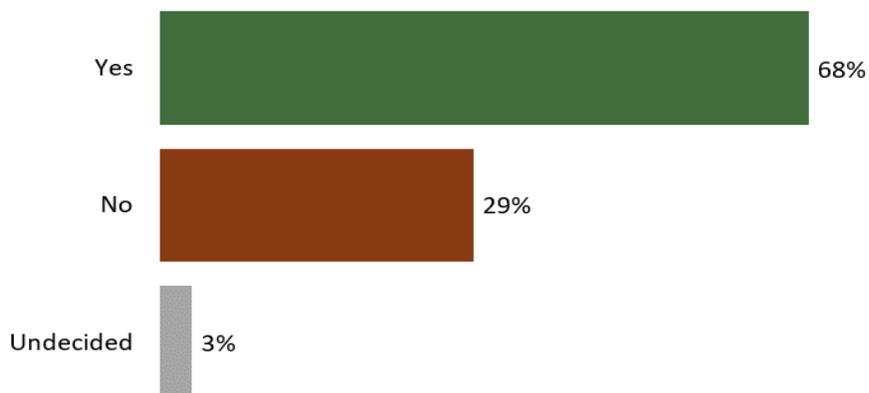
- Respondents strongly prioritize maintaining public safety and roads, addressing homelessness, and maintaining programs and services that focus on youth. See Figure 2 below.

Figure 2: “Extremely” or “Very Important” Services, Programs and Project Priorities

Services, Programs or Projects	Extremely/Very Important
Preventing robberies and burglaries	92%
Maintaining 911 emergency response times	92%
Keeping public areas and parks safe and clean	89%
Requiring all funds used locally	88%
Maintaining essential city services	88%
Helping retain local businesses	86%
Maintaining gang and youth violence prevention programs	86%
Maintaining crime fighting programs	85%
Repairing potholes and roads	84%
Maintaining fire engine service levels	84%
Addressing homelessness	83%
Maintaining domestic violence prevention and enforcement programs	83%

- More than two-thirds of respondents would support a potential simple majority requirement one-cent general sales tax measure. Given language of a potential ballot measure, more than two-thirds (68%) said they would vote “yes” on a simple-majority-requirement, general-purpose measure to fund city services and infrastructure projects (see Figure 3).

Figure 3: Support for a Potential One-Cent General Sales Tax Measure



Overall, a majority of respondents (68%) would be in favor of a potential simple majority requirement one-cent general sales tax measure, with only a simple majority threshold required, to fund essential city services and infrastructure projects. Should the City receive additional funding, voters prioritize projects in public safety, such as preventing robberies and burglaries; maintaining emergency service response times; providing parolee, youth anti-gang, and specialized crime fighting programs; infrastructure-based projects, such as repairing potholes; efforts to address homelessness; maintaining safe public areas; and youth-based programming and services.

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<sup>1</sup> Fairbank, Maslin, Maullin, Metz & Associates (FM3) conducted a dual-mode survey between March 17 - 23, 2021, among 289 respondents registered in the City of Moreno Valley likely to vote in the November 2021 special-election. The dual-mode survey was conducted online and by telephone -- both cellular and landline. Interviewing was conducted in English and Spanish. The margin of error for the full sample is +/-5.8% with a 95% confidence interval. Some percentages may not sum to 100% due to rounding.