



GODBE RESEARCH
Gain Insight

MEMORANDUM

June 16, 2020

TO: City of Rancho Cordova

FROM: Bryan Godbe
President
Godbe Research

RE: 2020 Community Priorities Survey – Highlights of Results

Introduction:

The City of Rancho Cordova commissioned The Lew Edwards Group/Godbe Research to conduct independent public opinion research to assess resident priorities for City services.

The results show respondents have a very favorable impression of the job the State and local governments, including the City of Rancho Cordova, are doing to respond to the Coronavirus crisis. Specifically, respondents have a 4.2 to 1 favorable to unfavorable ratio of the job being done to address the Coronavirus crisis. Further, City voters have a 6.5 to 1 satisfied to dissatisfied opinion of the City's job providing City services.

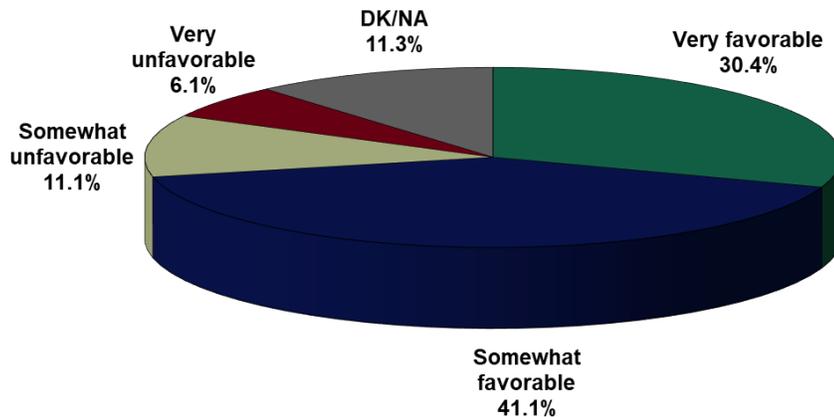
Among other findings, the survey also indicates respondents who are interested in a potential Relief and Recovery measure to support residents and local businesses at as much as 16 points above the simple majority requirement.

Methodology Overview:

Telephone and online interviews were conducted from April 23 to May 1, 2020 and the average phone interview time was approximately 21 minutes. A total of 744 City of Rancho Cordova respondents participated in the survey, and the study parameters resulted in a margin of error of plus or minus 3.55% among likely November 2020 respondents.

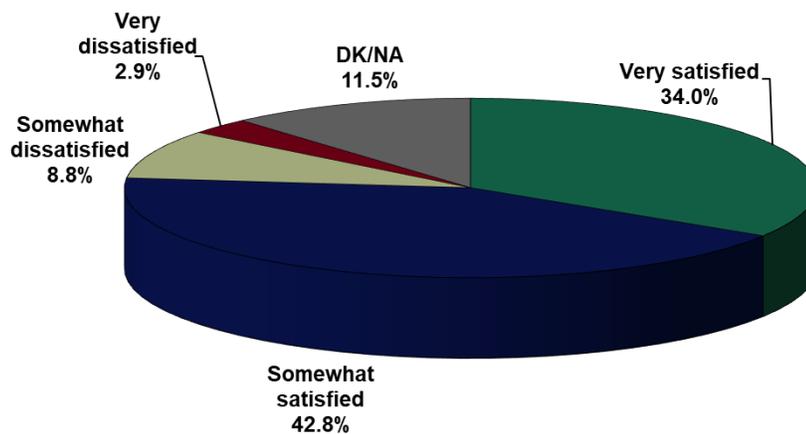
Favorable / unfavorable opinion of the job being done to address the COVID-19 crisis:

Seventy-two percent (conventional rounding rules applied) of respondents indicated that they had a favorable impression of the job the being done by State and local governments, including the City of Rancho Cordova, to address the Coronavirus crisis, a 4.2 to 1 favorable to unfavorable ratio.



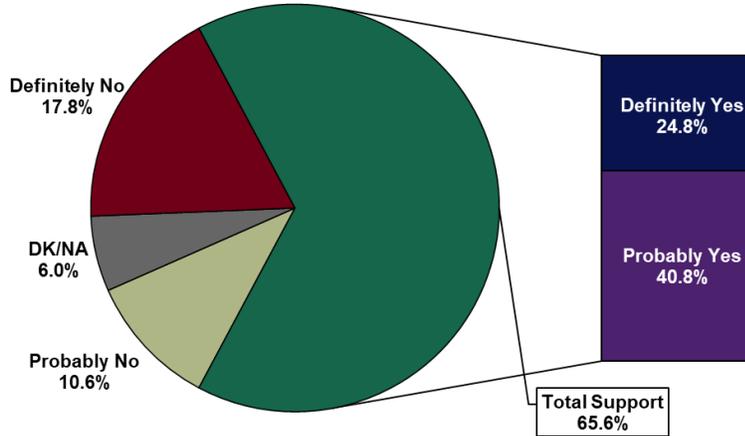
Satisfaction with the City of Rancho Cordova's Job Performance:

Seventy-seven percent of respondents indicated that they were satisfied with the job the City is doing to provide services.



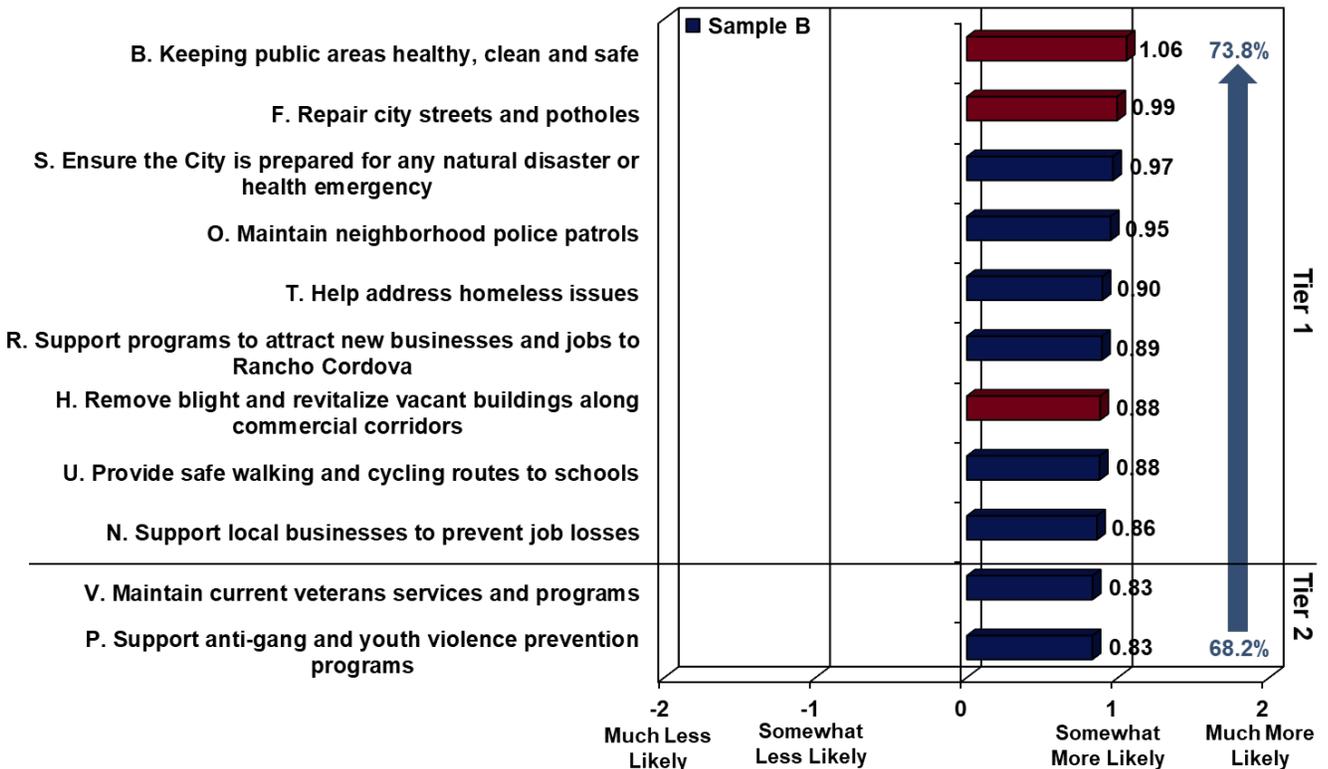
Strong support for a Simple-Majority COVID-19 Relief and Recovery Measure:

As many as 66% of respondents indicated support for a possible local COVID-19 Relief and Recovery measure.



Respondents Identified a Variety of Key Priorities:

Survey respondents were presented with a variety of city services to determine their priority. The results suggest clear resident priorities, including “Keeping public areas healthy, clean and safe”, “Repair city streets and potholes”, “Ensure the City is prepared for any natural disaster or health emergency”, “Maintain neighborhood police patrols”, and “Help address homeless issues”.



Conclusion:

The results show constituents are very satisfied with the job the City is doing to provide services. The survey also indicates Likely November 2020 Voters in Rancho Cordova are interested in a potential local COVID-19 Relief and Recovery measure to support the community through the unprecedented times ahead.