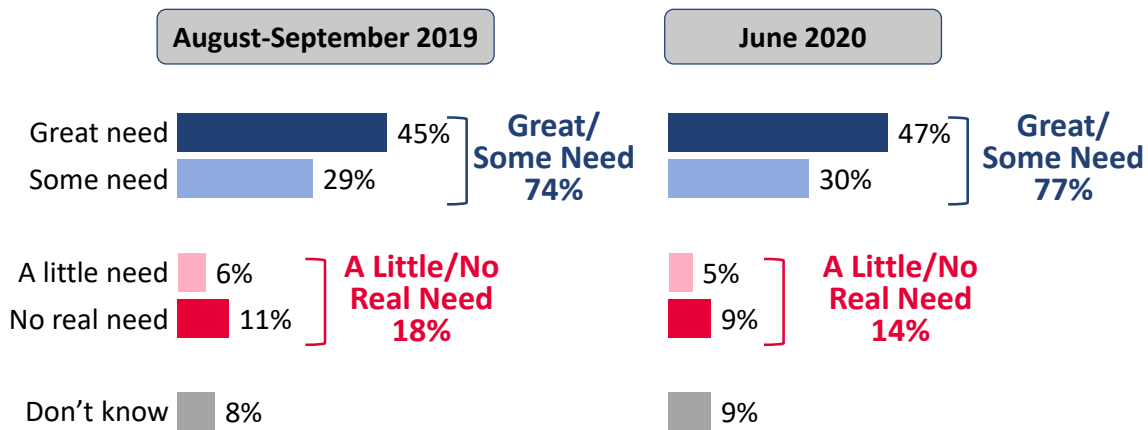


**TO** Interested Parties  
**FROM** FM3 Research  
**RE:** Results of Survey of Oxnard Residents  
**DATE** June 25, 2020

Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently completed a survey of Oxnard residents regarding community satisfaction and priorities.<sup>i</sup> The survey follows earlier research conducted by FM3 in August-September 2019. Key findings from the survey include:

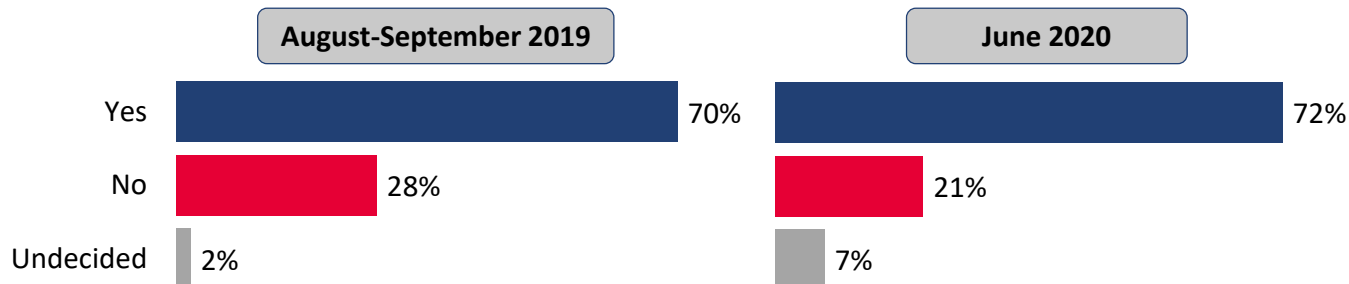
**More than three-quarters of respondents now believe the City has a need for additional funding to provide local services, an increase from August-September of last year.** Nearly half (47%) of respondents said the City has a “great need” for funding and another 29 percent said the City has “some need.” Less than 10 percent said the City has no real need for additional funding. **(Figure 1).**

**Figure 1: Oxnard’s Need for Funding**



**Similarly, there has also been an increase in the level of support for a potential local measure to provide funding to support Oxnard local recovery and relief services by establishing a one and a half cent sales tax.**<sup>ii</sup> Based solely on the description provided in the survey, 72 percent of respondents said they would vote “yes” on the measure, far above the 50 percent majority threshold for passage of the measure, well outside the survey’s margin of error, and two percentage points higher than the previous survey. Twenty-one percent would vote “no” and seven percent were undecided **(Figure 2 on the following page).**

**Figure 2: Support for Potential Oxnard Revenue Ballot Measure**



Support for the potential new local emergency recovery and relief funding measure continues to be widespread with majorities favoring it in every Council District, and across age, gender, and racial/ethnic identity, among other demographic groups.

**Respondents’ top City priorities include maintaining 911 emergency response times, retaining and attracting local businesses and jobs, and natural disaster response (Figure 3 below and on the following page).** Many City priorities continue to be considered highly important by large numbers of survey respondents. The most important City priority identified by respondents was “maintaining 911 emergency response times,” which nearly nine-in-ten respondents (89%) identified as either “extremely” or “very” important. Eighty-five percent rated “retaining and attracting local businesses and jobs” as extremely or very important and 84% rated “improving the City’s ability to be self-sufficient and respond quickly and effectively to natural disasters such as an earthquake or wildfire” that way. Other high priorities for the Oxnard City government are listed in the figure below.

**Figure 3: Most Important City Priorities**

Priorities	% “Extremely” or “Very Important”
Maintaining 911 emergency response times	89%
Retaining and attracting local businesses and jobs	85%
Improving the City's ability to be self-sufficient and respond quickly and effectively to natural disasters such as an earthquake or wildfire	84%
Addressing homelessness	82%
Keeping public areas safe and clean	82%
Protecting the public's safety	81%
Improving public health emergency preparedness	81%
Maintaining fire protection	81%
Maintaining storm drains to prevent ocean and beach pollution	80%

Priorities	% “Extremely” or “Very Important”
Funding city and community-provided health services to prepare for medical emergencies, like the coronavirus outbreak	80%
Continuing to address homelessness and helping families and residents in transition	78%
Supporting local businesses through the recovery	76%
Maintaining police protection	75%

In addition, respondents largely approve of the job the City government has done to respond to the coronavirus pandemic (Figure 4). Over 70% of respondents said they approve of the job the City government has done, which is more than four times the number who disapprove (17%). Another 12% were unsure about how to rate the City’s performance on this issue.

**Figure 4: Approval of Oxnard City Government’s Response to the Coronavirus Pandemic**



<sup>i</sup> **Methodology:** From June 6<sup>th</sup> – 10<sup>th</sup>, 2020, FM3 completed 500 interviews via landline and cellular telephones with Oxnard 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 ±4.4% at the 95% confidence interval. Some percentages may not sum to 100% due to rounding.

<sup>ii</sup> The ballot question tested in the survey read as follows: **“OXNARD EMERGENCY RELIEF/RECOVERY, LOCAL PUBLIC SAFETY/VITAL SERVICES MEASURE.** To protect the public’s safety; maintain 911 emergency response, natural disaster/public health emergency preparedness; prevent fire station closures; maintain storm drains; address homelessness; support local businesses; secure long-term financial stability, maintain other general services/infrastructure; shall an ordinance establishing 1½¢ sales tax providing \$40,000,000 annually until ended by voters be adopted; requiring audits, public disclosure of spending, all funds only for Oxnard?”