



# Imperial Beach Community Issues Survey

*Key Findings of a Survey of Voters  
Conducted April 2-8, 2020*




FAIRBANK, MASLIN,  
MAULLIN, METZ  
& ASSOCIATES

# Survey Methodology




304 completed survey interviews



Imperial Beach residents likely to vote in November 2020




Conducted April 2-8, 2020



Interviews conducted online and by cell phone/landline telephone



Survey available in English and Spanish



Overall Margin of Error: +/-5.7%



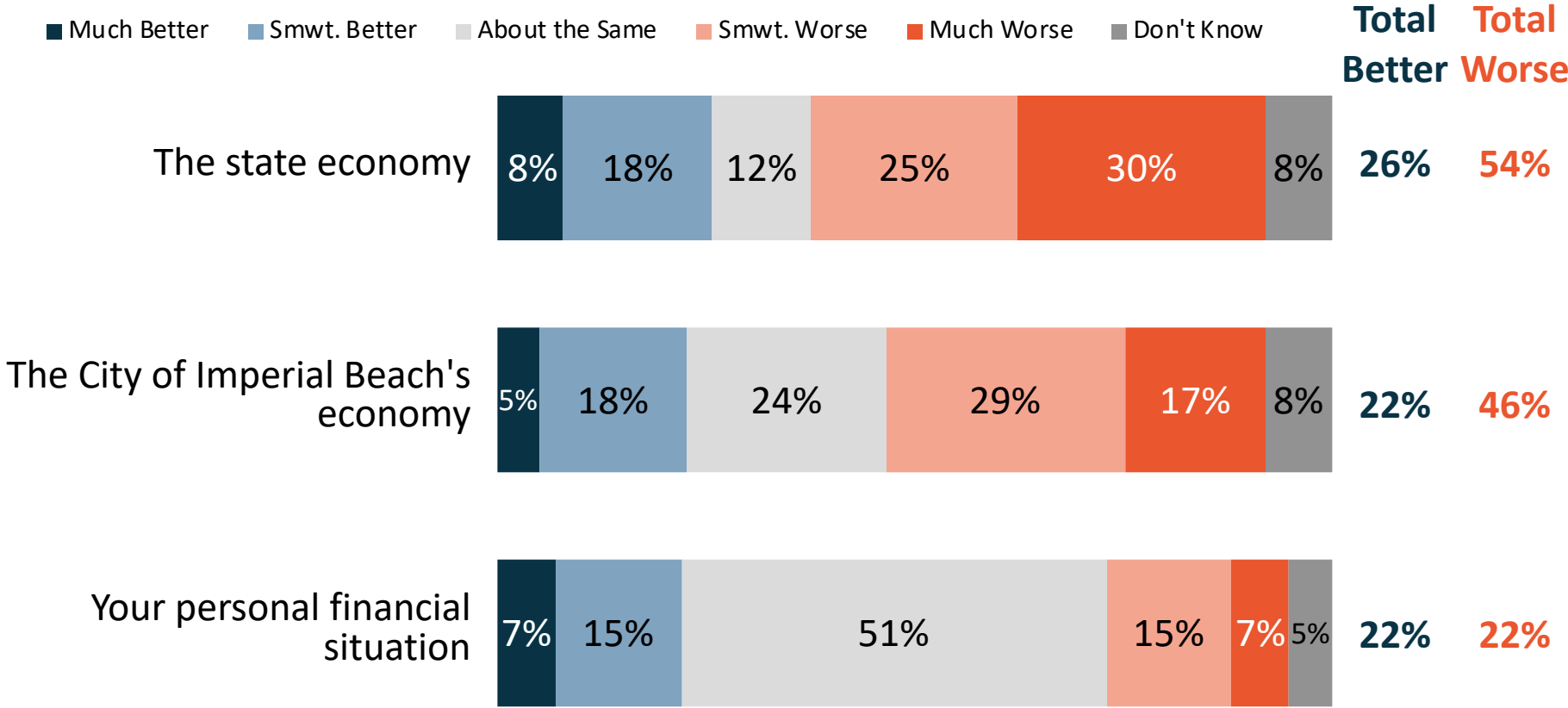
# Community Attitudes

# More than seven-in-ten respondents believe things in Imperial Beach are headed in the right direction.

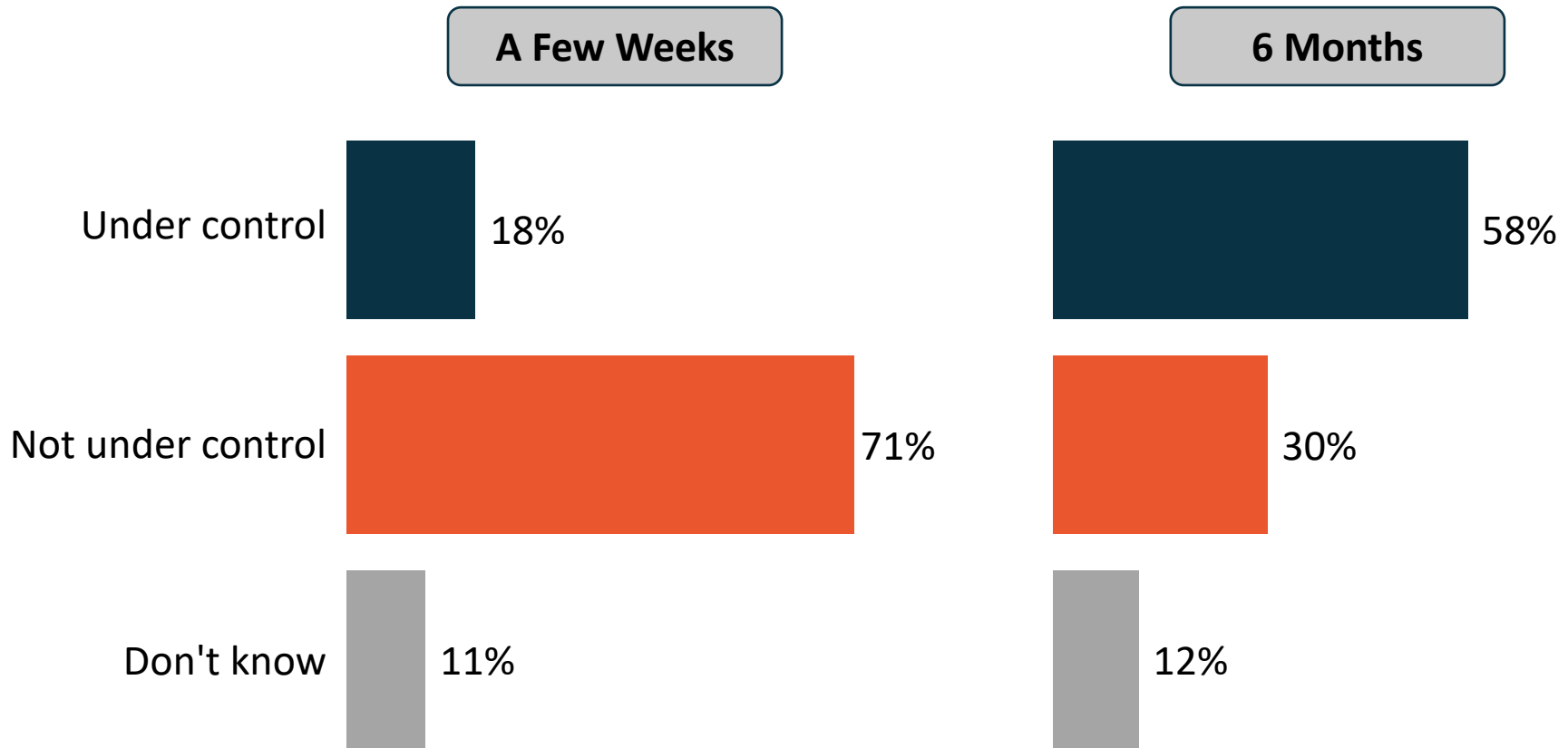
*To begin, would you say that things in the City of Imperial Beach are generally headed in the right direction, or do you feel that things are off on the wrong track?*



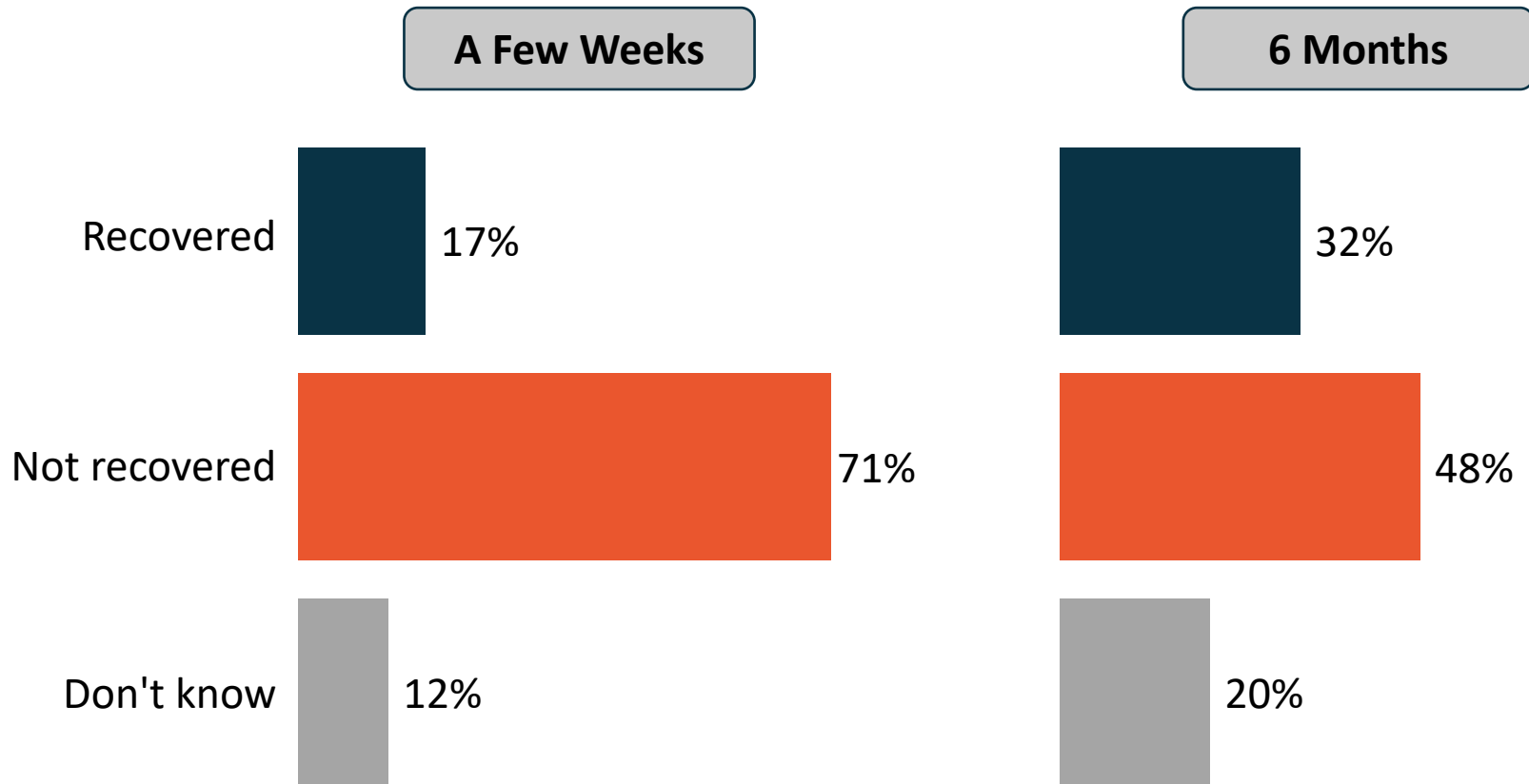
# Approximately half of respondents believe the economy of Imperial Beach and the state will worsen over the next year.



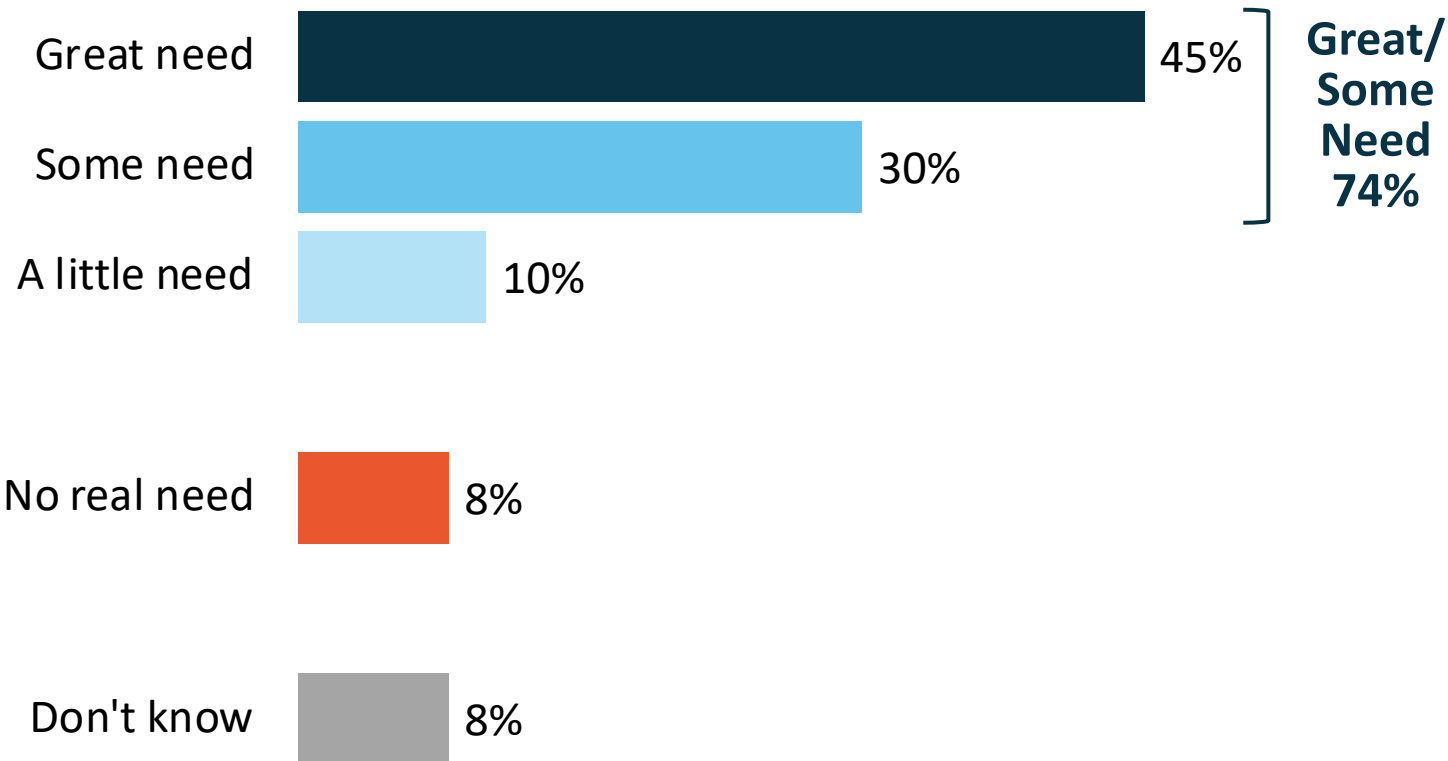
# Relatively few respondents believe the Coronavirus pandemic will be under control in a few weeks, but a majority believe it will be under control in six months.



# There is the same level of doubt that the local economy will recover in a few weeks, but much less optimism that it will have recovered even in six months.



# Nearly three-quarters of respondents believe the City has either a "great" or "some" need for additional funds for City services and emergency response.







# Opinions on Potential Local Relief and Recovery Options

# Potential Local Relief and Recovery Ballot Question Tested in Survey

## IMPERIAL BEACH PUBLIC SAFETY/VITAL SERVICES MEASURE

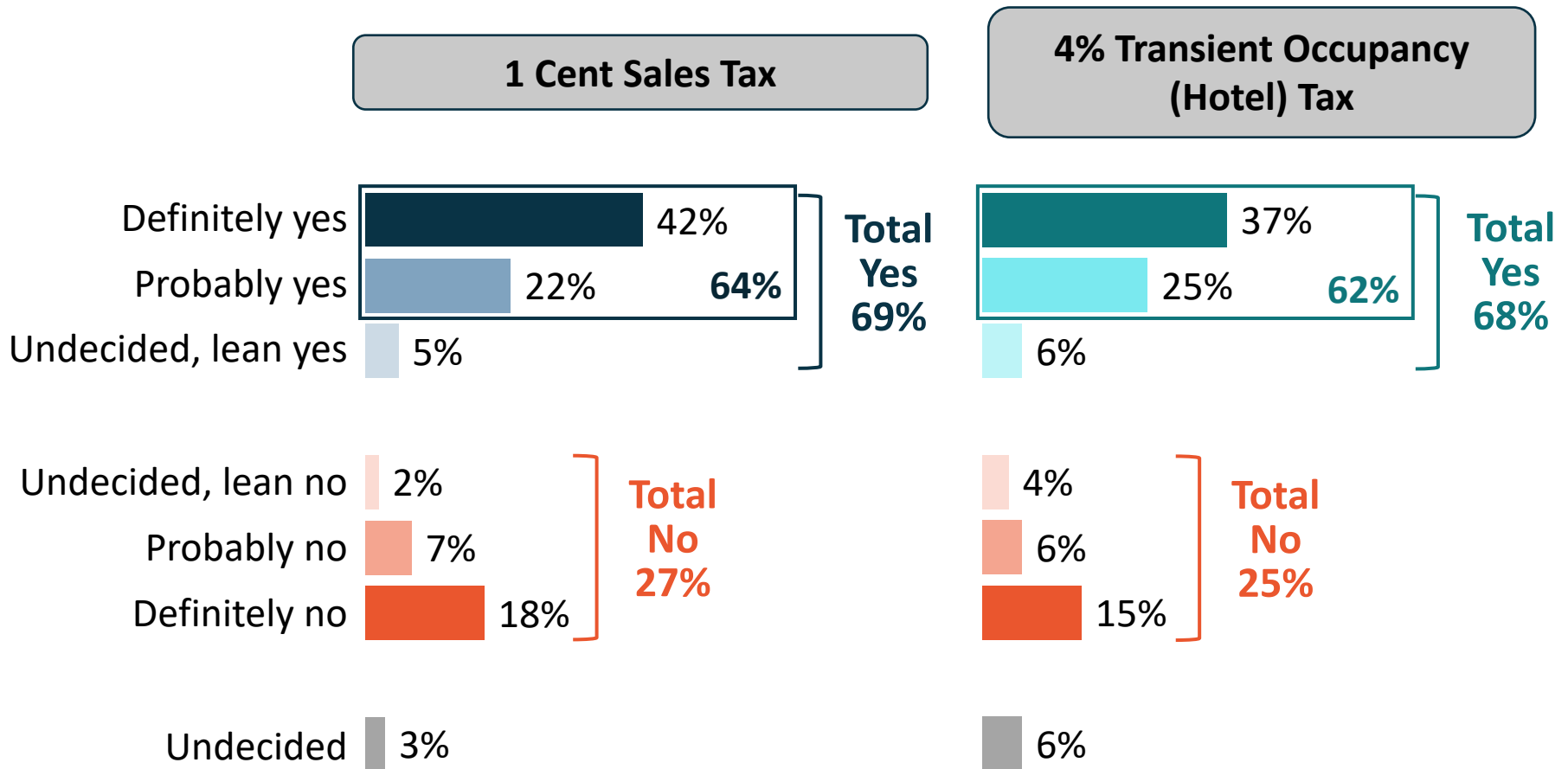
Shall the measure to maintain Sheriff's/fire protection, paramedics, 911 emergency response, anti-gang/drug programs, neighborhood Sheriff's patrols; address homelessness; improve natural disaster/medical/emergency response; maintain streets; maintain lifeguard center, parks, community center, youth/after-school/senior 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?

# Potential Transient Occupancy Tax Ballot Question Tested in Survey

## 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?

# Both recovery options have strong support, well above the 50% threshold necessary for passage and outside the survey's margin of error.





# Importance of City Priorities

# The top priorities for local recovery and relief needs include maintaining public safety and preparation for future disasters.

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt./Don't Know **Ext./Very Impt.**

Maintaining 911 emergency response



**89%**

Maintaining local paramedic services



**86%**

Requiring public disclosure of all spending



**84%**

Coordinating with county and regional first responders to get resources for health services to prepare for medical emergencies, like the coronavirus outbreak



**84%**

Maintaining rapid response to burglaries



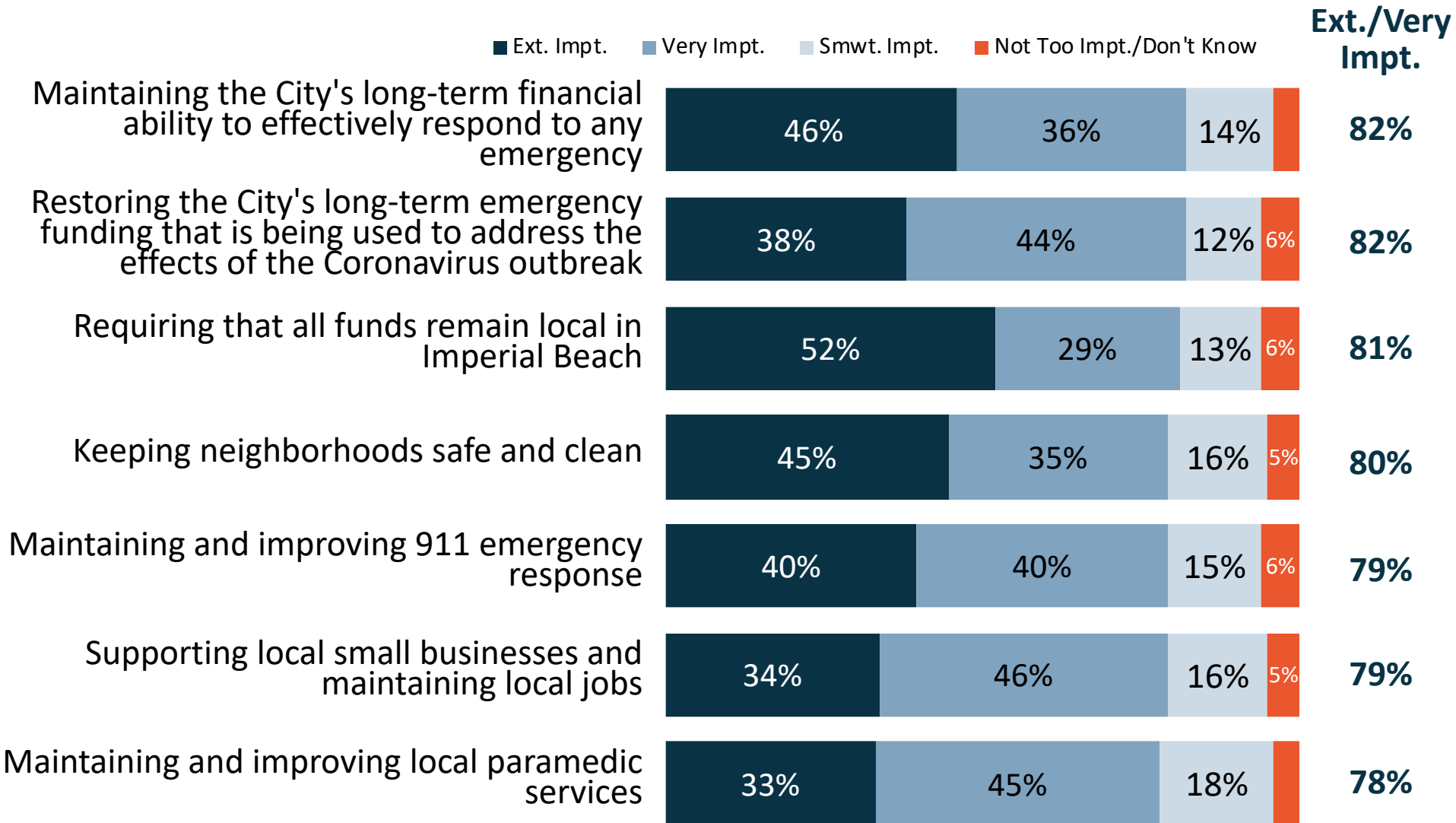
**83%**

Maintaining local fire protection



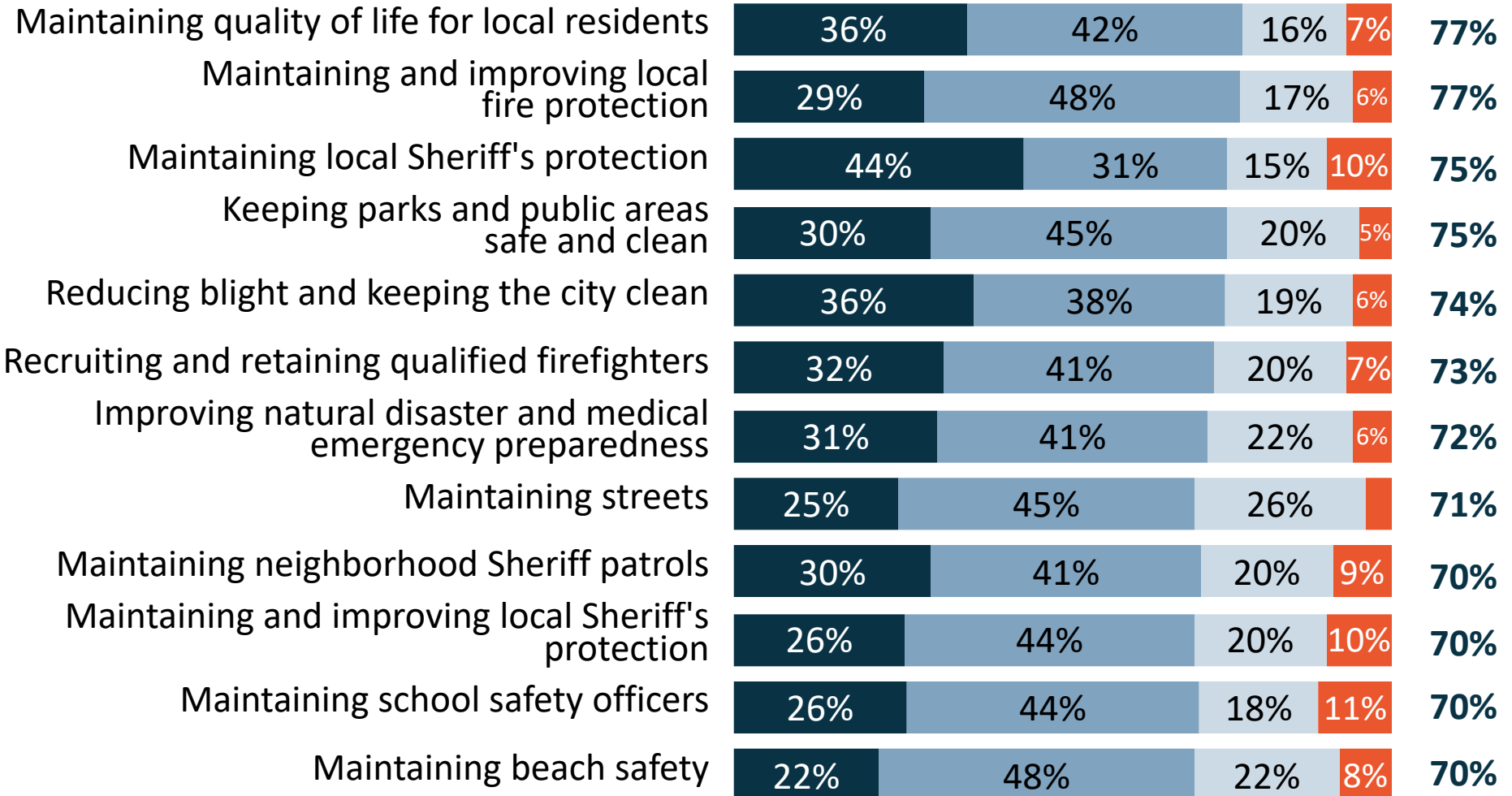
**83%**

# Continued



# Continued

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt./Don't Know **Ext./Very Impt.**



Q. I am going to read you a list of ways in which the funds generated by these ballot measures could be spent and provisions that could be included. Regardless of your opinion of the measures overall, after I mention each one, please tell me how important that provision or use of funds is to you personally: Is it extremely important, very important, somewhat important, or not too important?

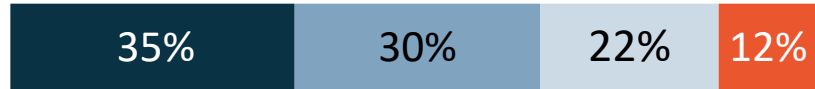


# Continued

Ext./Very  
Impt.

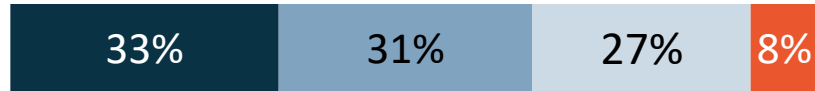
■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt./Don't Know

Coordinating with community-based organizations to make sure local residents have access to food



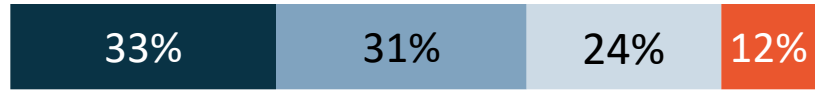
65%

Maintaining youth and after-school services



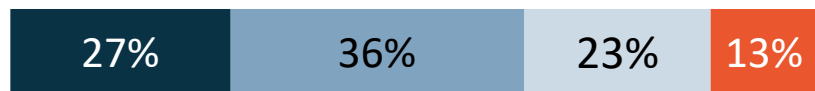
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Requiring annual audits



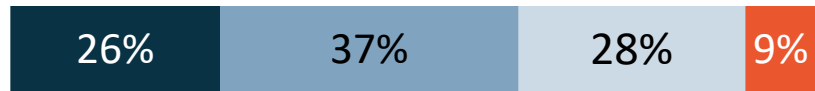
64%

Maintaining anti-gang and anti-drug programs



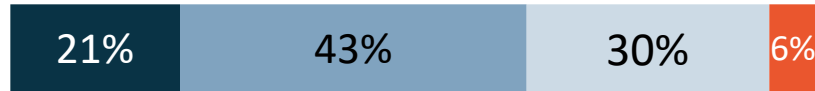
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Maintaining the lifeguard center



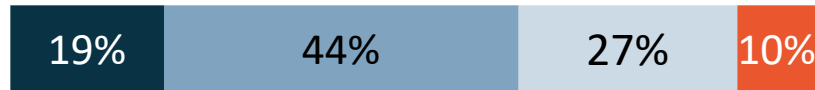
64%

Maintaining senior services



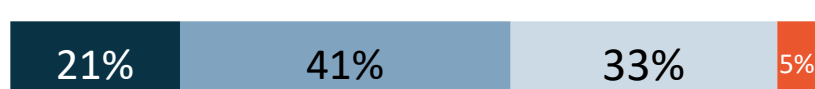
64%

Maintaining traffic safety



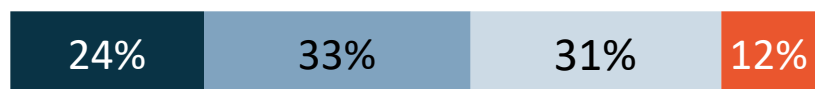
63%

Maintaining parks and the community center



62%

Assisting local homeless families and residents



58%

# For more information, contact:



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