



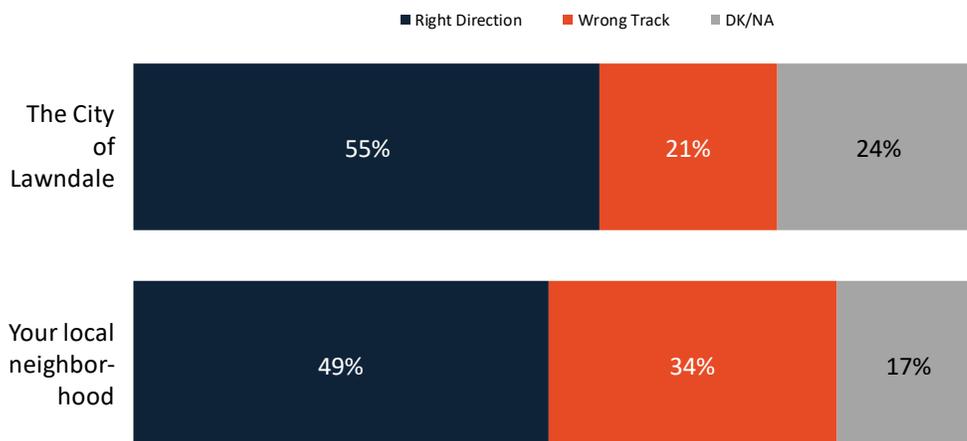
TO Interested Parties
FROM FM3 Research
RE: City of Lawndale Community Issues Survey
DATE July 10, 2018

Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently conducted a survey of 395¹ respondents within the City of Lawndale to examine the local population's general attitudes and concerns about their city. **The study found that most respondents have favorable views of the City of Lawndale, but believe there is a need for additional funding, and are supportive of a three-quarter cent local funding option to provide essential city services.**

Key findings from the study include:

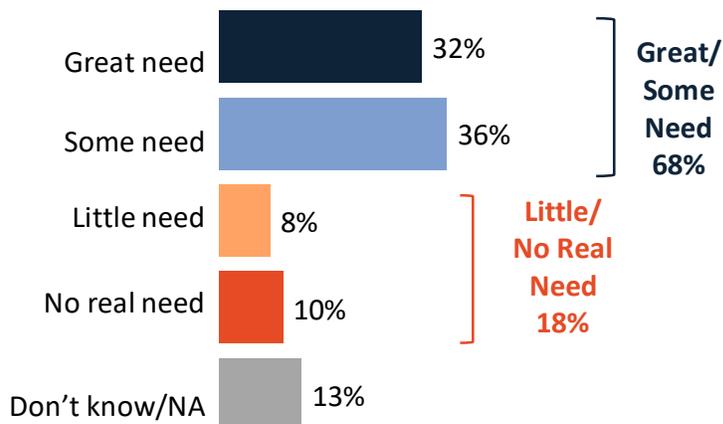
- **Most respondents have a favorable view of the City.** Overall, more than half of all respondents (55%) believe the City of Lawndale is headed in the right direction. Only two in every ten respondents (21%) believe the city is off on the wrong track, with almost a quarter (24%) of respondents are not sure. Similarly, a plurality of respondents (49%) believe their local neighborhood is also headed in the right direction, while only a third (34%) believe it's off on the wrong track.

Figure 1: Direction of the City of Lawndale and Local Neighborhood



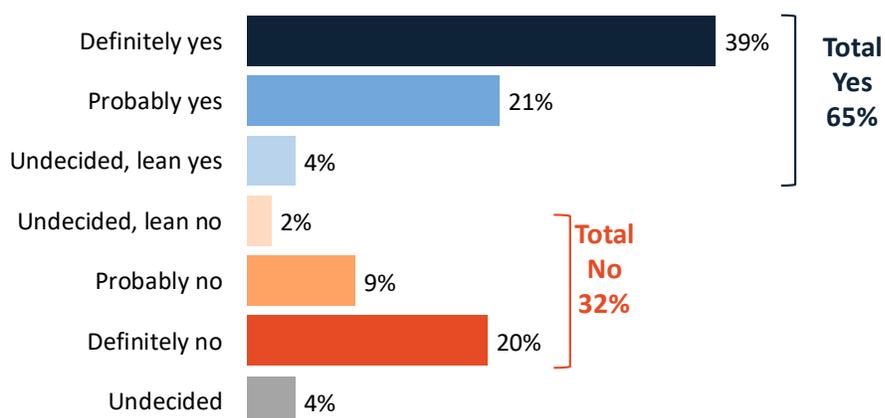
- **A majority of respondents believe the City of Lawndale has a significant need for funding.** Over two-thirds (68%) of all respondents believe the City has either a great or some need for additional funds to provide the level of city services that Lawndale residents need and want, with almost one third (32%) indicating that need is great. In contrast, only one in ten respondents (10%) believe the City has no real need for additional funding.

Figure 2: City of Lawndale’s Need for Additional Funding



- **Nearly two thirds (65%) of all respondents support a three-quarter cent local funding measure for essential City services with a simple majority threshold.** When asked about a potential bond measure, 39 percent of respondents said they would definitely vote yes in support of the measure, while another 21 percent said they would probably vote yes, indicating strong support for the measure. In total, the percentage of respondents who indicated they would vote in favor of the measure is similar to the total percentage who believe the City has an additional need for funding.

Figure 3: Support for a Three-Quarter Cent Sales Tax Measure for Essential City Services



- Respondents prioritize ensuring funding for public safety services, ensuring safe drinking water, and maintaining programs that attract businesses.** Overall, respondents gave the highest priority to “maintaining 911 emergency services,” with over nine in ten (94%) indicating it is an extremely or very important feature to fund. Similarly, “ensuring safe drinking water” (92% extremely/very important) and “fighting gangs and drugs” (91% extremely/very important) are also high priorities, with over six in ten respondents (63%) indicating these were each extremely important. See **Figure 4** below for a list of the proposed measure’s projects and features that a majority of respondents prioritize funding.

Figure 4: Top Priorities for Funding by Total “Extremely/Very Important”

Project or Feature	“Extremely/Very Important”
<i>Maintaining 911 emergency services</i>	94%
<i>Ensuring safe drinking water</i>	92%
<i>Fighting gangs and drugs</i>	91%
<i>Maintaining 911 emergency response times</i>	90%
<i>Maintaining programs that attract businesses and create jobs</i>	88%
<i>Preventing cuts to 911 emergency response times</i>	85%
<i>Requiring all funds used locally</i>	85%
<i>Maintaining emergency communication systems</i>	84%
<i>Maintaining neighborhood police patrols</i>	80%

Overall, survey results indicate that a majority of respondents in the City of Lawndale have a favorable view of the City’s direction, but are aware of the City’s need for additional funding for services. A majority (65%) are in support of a three-quarters cent sales tax measure with only a simple majority threshold required to fund essential city services. Respondents prioritize funding for public services such as maintaining 911 emergency services, ensuring safe drinking water, and maintaining programs that attract businesses and create jobs.

¹ Fairbank, Maslin, Maullin, Metz & Associates (FM3) conducted a telephone (landline and cell phone) survey between June 1-7, 2018, among 395 voters registered in the City of Lawndale who are likely to vote in the November 2018 General Election. Interviews were conducted in English and Spanish. The margin of error for the full sample is +/- 5.7% with a 95% confidence interval. Margins of error for population subgroups will be higher. Some percentages may not sum to 100% due to rounding.