

*Fairbank,
Maslin,
Maullin,
Metz &
Associates*

FM3

*Public Opinion Research
& Strategy*

TO: Interested Parties

FROM: John Fairbank & Miranda Everitt
Fairbank, Maslin, Maullin, Metz & Associates

RE: Summary of City of Desert Hot Springs Survey Results

DATE: April 25, 2017

Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently completed a survey in Desert Hot Springs to provide the City with feedback regarding quality of life issues and service priorities.¹

The survey found that **Desert Hot Springs voters see a clear need for continuing existing voter-approved funding for essential public safety services.** Their top priorities center around investigating and preventing crime, maintaining anti-gang and anti-drug programs, maintaining rapid police response times, and recruiting and retaining experienced police officers.

In addition, virtually three-quarters say they would support measures extending the City's existing voter-approved public safety funding.

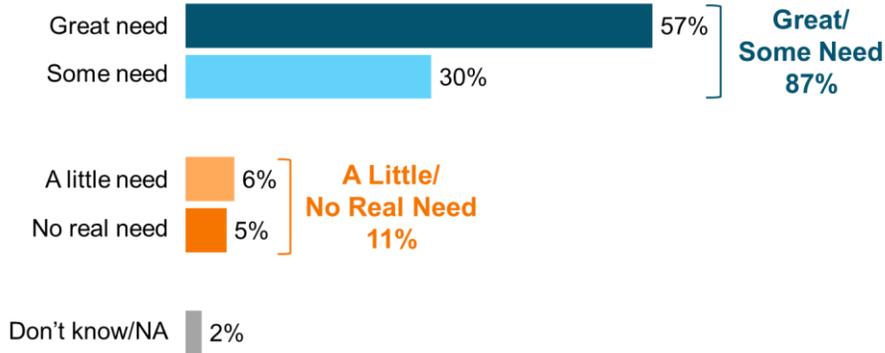
Key findings from the survey include:

- **Nearly four in five see “great” or “some need” for additional funding.** As shown in Figure 1 on the next page, 87 percent see at least “some need” for additional funding. Notably, nearly three in five (57%) say there is a “great need” for new funding for Desert Hot Springs. Only about one in ten say that the city has “a little” or “no real need” for new funding to provide the level of city services residents need and want.

Figure 1: Perceived Need for Funding

¹ **Methodology:** From March 24 – March 30, 2017, FM3 completed 271 online and telephone interviews (on both landlines and cell phones) with likely November 2018 voters in Desert Hot Springs. The margin of sampling error for the study is +/-6.0% at the 95% confidence level; margins of error for population subgroups within the sample will be higher. Due to rounding, not all totals will sum to 100%.

In your personal opinion, do you think there is a great need, some need, a little need, or no real need for additional funds to provide the level of city services that Desert Hot Springs residents need and want?



- Preventing crime and maintaining rapid police response times are top priorities for local government.** Respondents were asked to rate the importance of several projects or services provided by City government. The clear top priorities were *improving Desert Hot Springs’ financial stability* (90 percent rating it “extremely” or “very important”), followed closely by *investigating and preventing crime* and *maintaining rapid police response times* (89 percent). Maintaining public safety services is clearly crucial to this community; the priorities rated “extremely” or “very important” to at least four in five are listed in **Figure 2** below.

Figure 2: Priorities for Desert Hot Springs City Government

Potential Spending Priority	Extremely/Very Important
Improving Desert Hot Springs’ financial stability	90%
Investigating and preventing crime	89%
Maintaining rapid police response times	89%
Training police officers	87%
Maintaining anti-gang and anti-drug programs	87%
Recruiting and retaining experienced police officers	85%
Increasing drug house investigations in our neighborhoods	85%
Preventing cuts to anti-gang and anti-drug enforcement programs	84%
Preventing cuts to essential city services	83%
Hiring additional officers to patrol neighborhood streets	82%
Preventing cuts to sex offender and parolee monitoring programs	82%
Increasing neighborhood police patrols	81%
Maintaining youth drug and violence prevention programs	80%

Overall, the survey results indicate that Desert Hot Springs constituents see a clear need for continued funding to support city services – specifically public safety. They clearly value a variety of public safety services. Respondents also are potentially willing to support measures that would extend locally-controlled funding for public safety services.