



**TO** City of Downey  
**FROM** FM3 Research  
**RE:** City of Downey Budget Priority Follow-Up Survey Results DRAFT  
**DATE** July 18, 2024

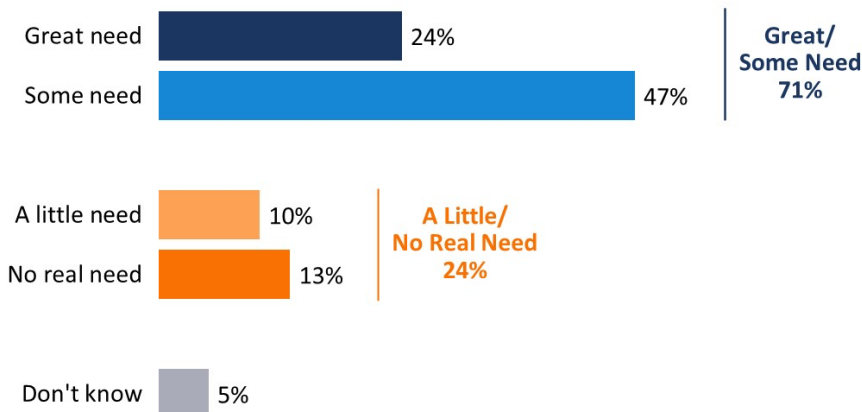
A recently completed survey<sup>1</sup> of registered voters in the City of Downey shows a proposed Public Safety/Local Control Measure to support city services and infrastructure is **potentially viable for the November 2024 Election with a continued legally permissible educational effort**. Additionally, Downey voters believe the City has a significant need for additional funding to maintain the services that they expect from a full-service city.

This memo summarizes the major findings of the survey:

**KEY FINDINGS**

**Currently, seven-in-ten voters perceive that the City has at least some need for additional funding.** (See Figure 1) When asked whether the City needs “additional funds to provide the level of city services that residents need and want,” a quarter (24%) identifies that need to be “great” and forty-seven percent think there is “some” need. In comparison, just 24% believe the City has only “a little” or “no real” need for additional funds.

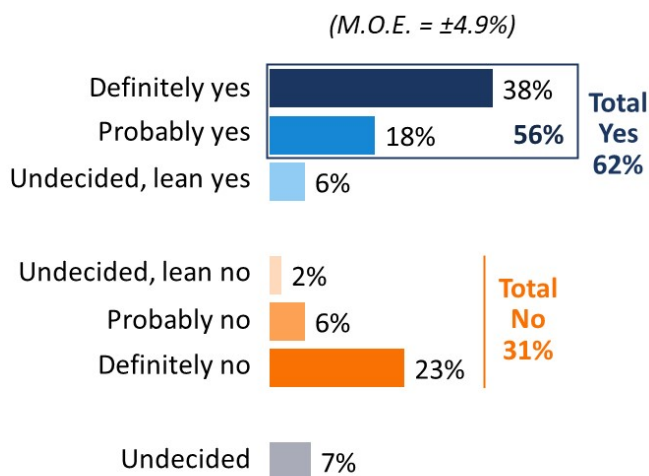
**Figure 1: City of Downey’s Need for Additional Funding**



**More than six-in-ten voters would consider voting yes on a potential ¼-cent sales tax measure to maintain city services and infrastructure. When voters are informed about a potential ¼-cent sales tax measure to support**

city services and infrastructure and asked how they would vote on such a measure, slightly more than six-in-ten voters (62%) said they would vote yes, with almost four-in-ten (38%) having indicated they would definitely vote yes on this simple majority (50% +1) threshold measure.

**Figure 2: Vote on the City of Downey’s Potential ¼-Cent Sales Tax Measure**



**Voters prioritize public safety, local control of funding, and maintaining the City’s long-term financial stability.** Figure 3 below shows areas for city services that at least 83 percent of voters prioritize as "extremely" or "very important" to them, and these findings illustrate the emphasis Downey voters place on public safety services.

**Figure 3: Priorities for City Spending**

*% Rating "Extremely" or "Very Important," 85% or More*

Priority	% Extremely/ Very Important
<i>Maintaining 911 response</i>	93%
<i>Preventing crimes, including thefts and burglaries</i>	93%
<i>Helping ensure children have safe places to play</i>	89%
<i>Preventing crimes</i>	88%
<i>Requiring all funds are locally controlled</i>	88%
<i>Maintaining 911 medical emergency response</i>	88%
<i>Requiring all funds benefit Downey residents</i>	86%
<i>Providing safe places for children to play</i>	86%
<i>Maintaining Downey's long-term financial stability</i>	85%
<i>Maintaining fire protection services</i>	84%
<i>Recruiting and retaining well-trained firefighters, EMTs and police officers</i>	83%
<i>Repairing streets and potholes</i>	83%

**Three-quarters reported that knowing the measure includes strict accountability requirements such as public disclosure of all spending, annual independent financial audits, and that the funds could only be used to benefit the Downey community is a convincing reason to vote yes on the proposed measure.**

**The above findings show that a ¼-cent sales tax measure is potentially viable for the November 2024 Election with a continued legally permissible educational effort.** When voters understand the City’s funding needs to maintain this full-service city and how the funds from this locally controlled measure could be spent on maintaining public safety levels; Downey’s long-term financial stability; and infrastructure, such as repairing streets and potholes, more than six-in-ten voters would consider voting yes on this simple majority threshold measure.

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<sup>i</sup> **Methodology:** From June 18-24, 2024, Fairbank, Maslin, Maullin, Metz & Associates (FM3) conducted a survey among 421 likely November 2024 voters in the City of Downey to assess the viability of a sales tax measure. The survey was conducted using a dual-mode methodology where voters were surveyed by telephone (cellular and landlines) or online in both English and Spanish. Voters were invited to take the survey online from email and text invitations. The margin of error for the full sample is +/-4.9 percentage points at the 95% confidence level. The margin of error for questions asked of half the sample is +/-6.9 percentage points. \*Not all results will sum to 100% due to rounding.