



City of Westminster

8200 Westminster Boulevard, Westminster, CA 92683 714.898.3311
www.westminster-ca.gov

June 23, 2020

Dear Resident:

A community survey conducted May 2-7, 2020 by opinion research firm FM3, the City's long-time polling professional, shows that Westminster residents are concerned about the impacts of COVID-19 in their community, and want continued local investment to keep the City safe and solvent as the region grapples with the impacts of the global pandemic.

The independent survey shows that 61% of Westminster respondents are extremely or very concerned about the economic impact of the coronavirus pandemic, and as much as 60% see the need for continued local investment to provide the level of services residents need and want, including helping residents recover from the financial effects of COVID-19 by maintaining local jobs/supporting local businesses, and preventing the elimination of the local police department or individual units, among other items.

As we begin to confront the economic impacts of this crisis, we must have the capacity to support our local economy, or the City will once again be forced to make deep cuts to basic, vital services. Over 75% of Westminster's general fund budget is dedicated to public safety. With the impacts of COVID-19, we are looking at significant public safety cuts when our current local funding expires.

In addition to public safety and economic recovery items, survey respondents highly valued maintaining the City's ability to respond to a natural or medical disaster, keeping public areas safe and clean and drinking water safe, funding City and community-provided health services to prepare for medical emergencies and to help homeless residents and families, and preventing cuts to 9-1-1 response and paramedics.

This feedback is extremely helpful. We look forward to continuing to discuss our vital community service needs given this helpful feedback from our residents as we navigate our current budget process. We are committed to keeping the public informed about the steps we can take to ensure that Westminster can help residents stay safe and protected in this critical time.

Sincerely,

Sherry Johnson
Interim City Manager

TRI TA
Mayor

KIMBERLY HO
Vice Mayor

SERGIO CONTRERAS
Council Member

TAI DO
Council Member

CHI CHARLIE NGUYEN
Council Member

SHERRY JOHNSON
Interim City Manager



THE CITY OF
WESTMINSTER
CALIFORNIA

Westminster Issues Survey

Survey Conducted:
May 2-7, 2020

FINAL REPORT



FAIRBANK, MASLIN,
MAULLIN, METZ
& ASSOCIATES

220-5776

Methodology

- 400 completed survey interviews
- Westminster residents likely to vote in November 2020
- Conducted May 2-7, 2020
- Interviews conducted by cell phone and landline telephones
- Survey available in English, Vietnamese and Spanish
- Overall Margin of Error: +/-4.9%
- Some questions tracked to survey conducted December 2015
- Some percentages may not sum to 100% due to rounding

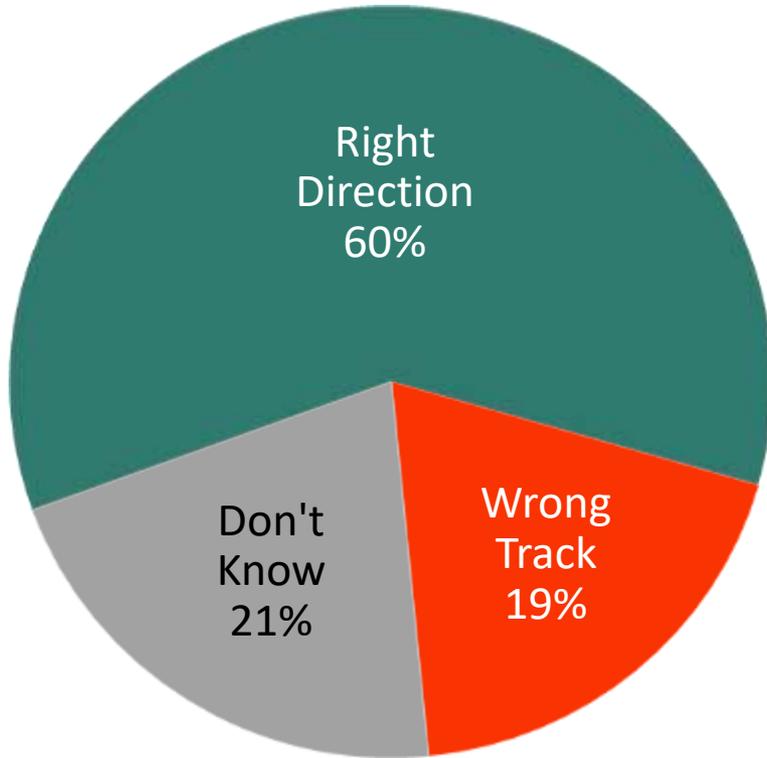


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Community Attitudes

Six-in-ten respondents believe things in Westminster are headed in the right direction.

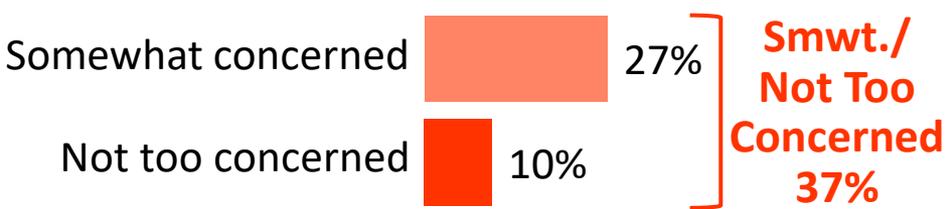
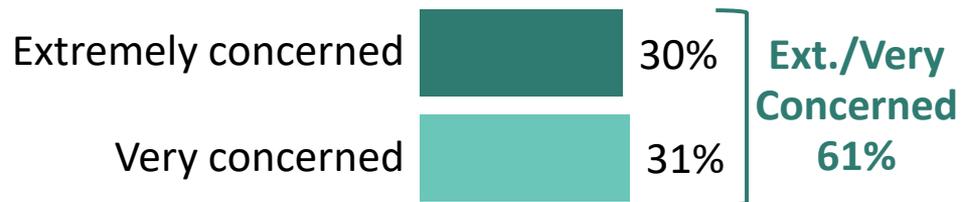
Would you say that things in the City of Westminster are generally headed in the right direction or do you feel that things are pretty seriously off on the wrong track?



Demographic Group	Right Direction	Wrong Track	Don't Know
Age			
18-49	58%	17%	25%
50-64	48%	33%	19%
65+	72%	11%	17%
Party			
Democrats	61%	18%	22%
Independents	62%	25%	12%
Republicans	58%	16%	26%
Race/Ethnicity			
Whites	48%	30%	22%
Latinos	64%	18%	18%
Vietnamese	76%	3%	21%

Six-in-ten voters are at least either “extremely” or “very” concerned about the coronavirus pandemic and its impact on the local economy.

Overall, how concerned are you personally about the coronavirus pandemic and its impact on the economy in your area? Are you extremely concerned, very concerned, somewhat concerned or not too concerned?



Don't know 2%

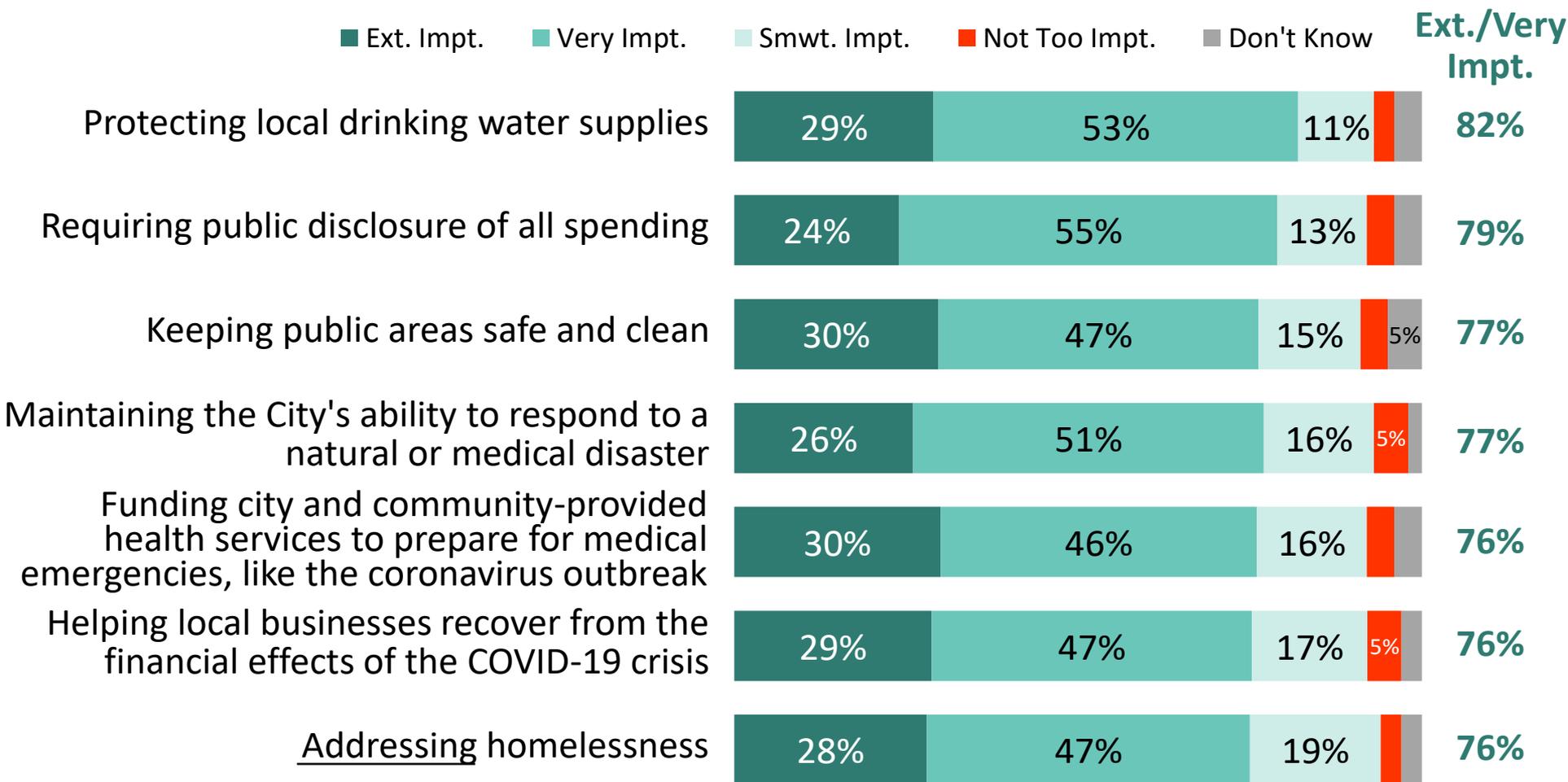
Demographic Group	Ext./Very Concerned	Smwt./Not Too Concerned
Age		
18-49	54%	46%
50-64	69%	26%
65+	64%	35%
Party		
Democrats	62%	38%
Independents	67%	31%
Republicans	57%	41%
Race/Ethnicity		
Whites	63%	37%
Latinos	47%	50%
Vietnamese	61%	36%



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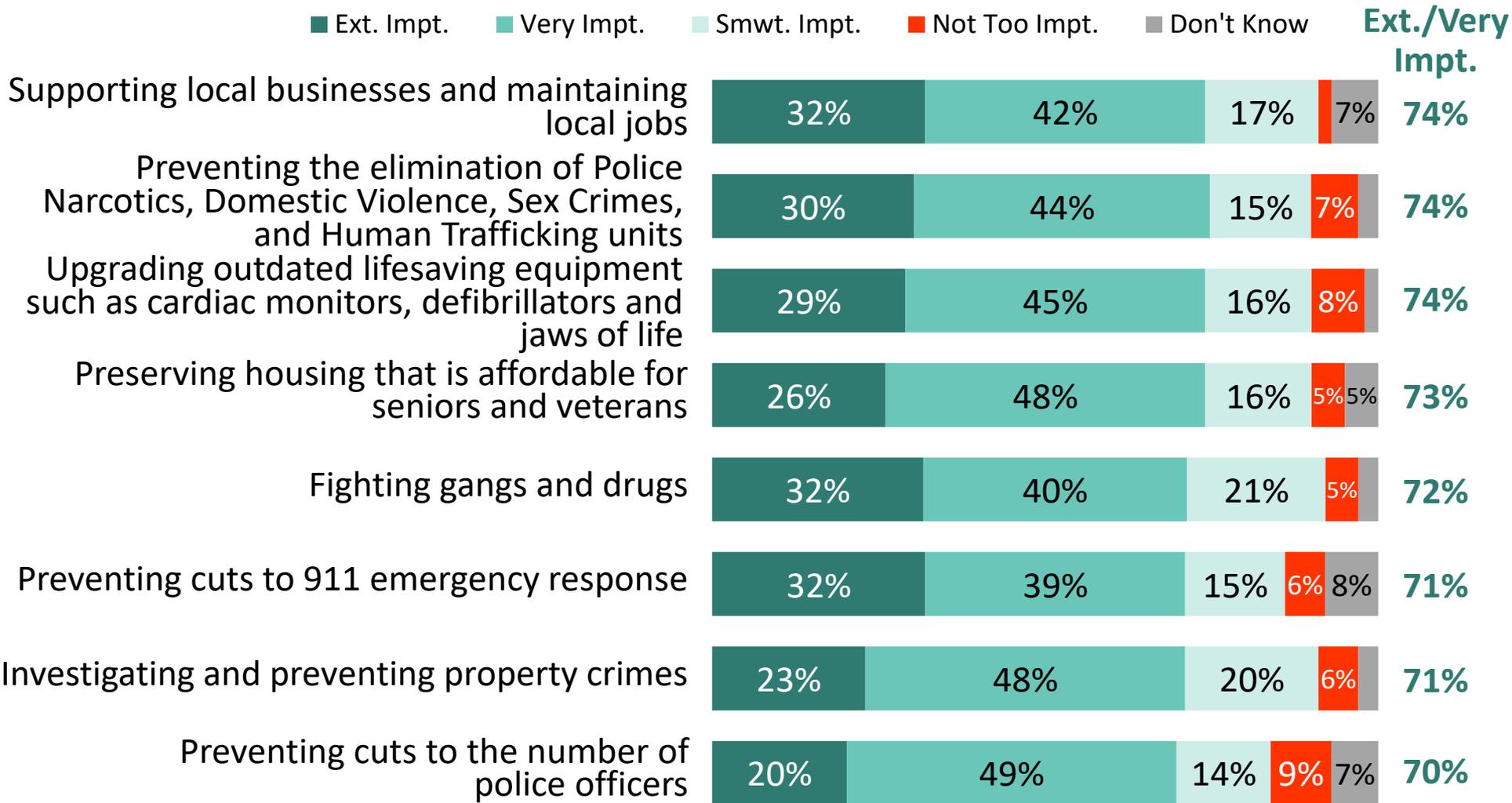
City Priorities Ranking

The top priorities for City government include protecting local drinking water supplies, public safety, and responding to impacts of the coronavirus pandemic.



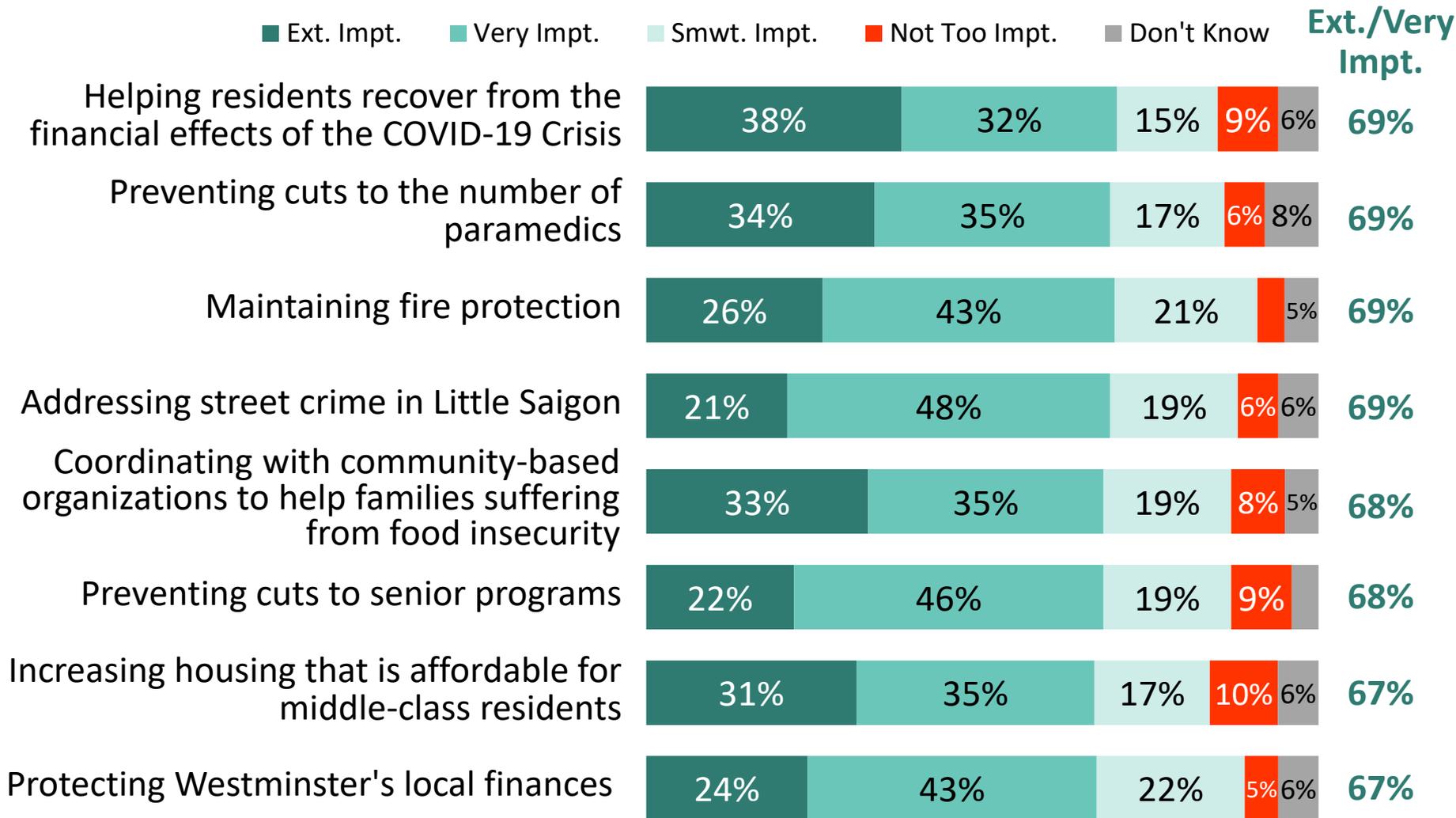
Returning to the **Westminster Emergency Relief, Recovery, Local Services Measure**, I am going to read you a list of ways in which the funds generated by the measure could be spent and provisions that could be included. Please tell me how important that provision or use of funds is to you personally: is it extremely important, very important, somewhat important, or not too important?

City Priorities, Continued



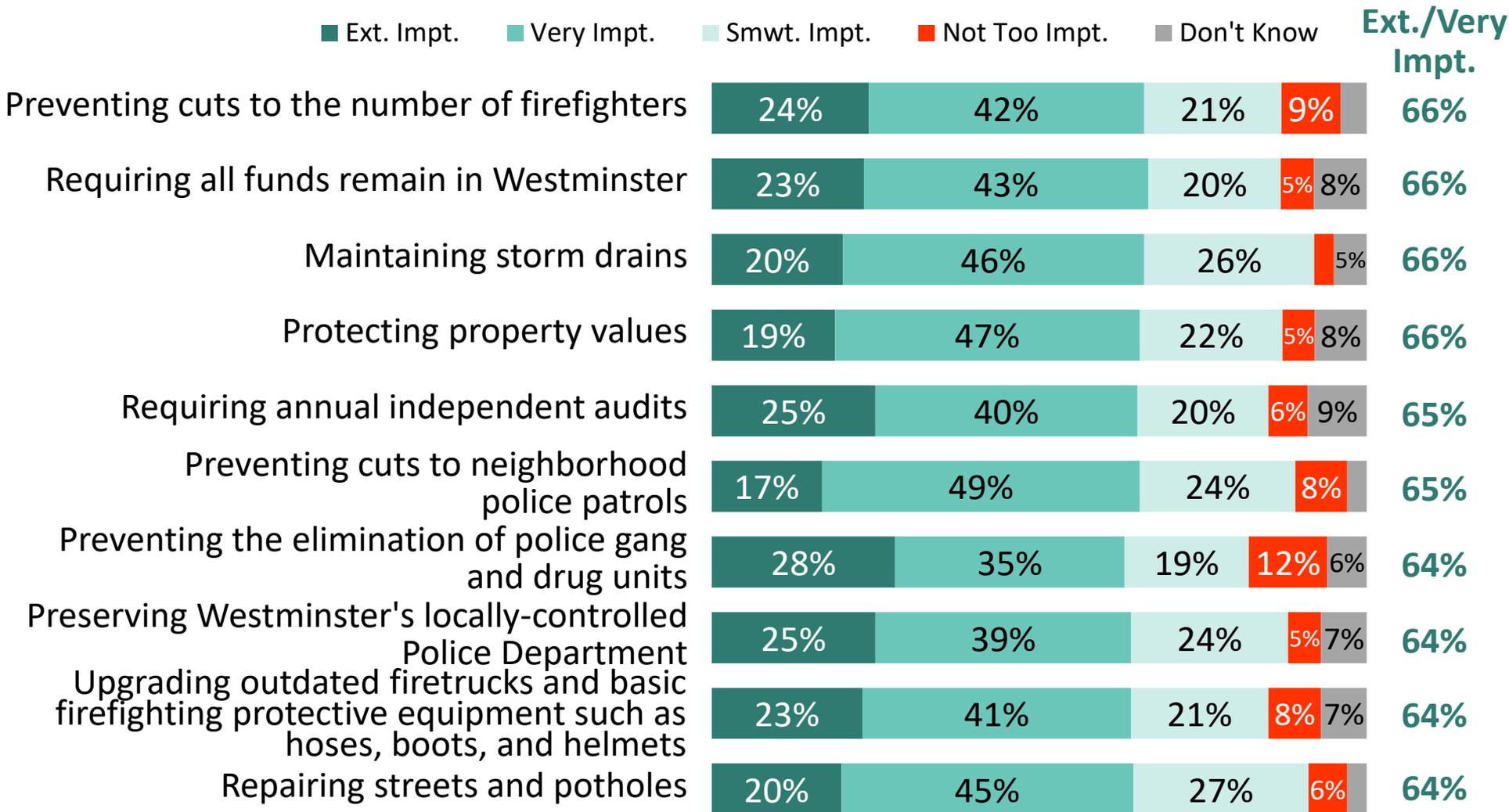
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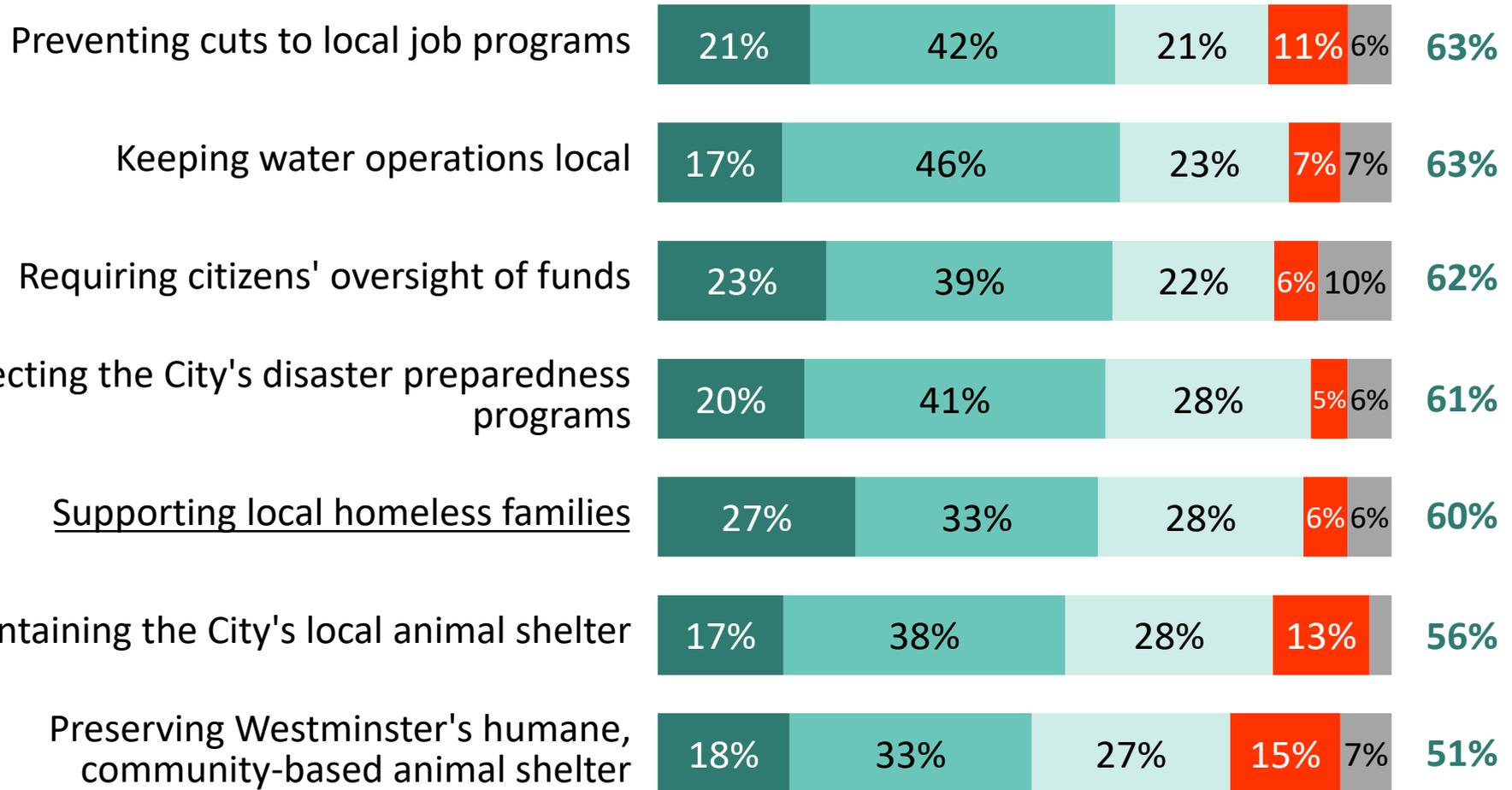
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Continued

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



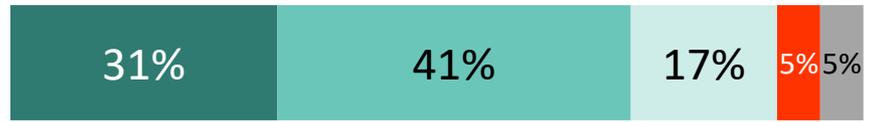
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Vietnamese and Latino residents value outreach and services in their languages.

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

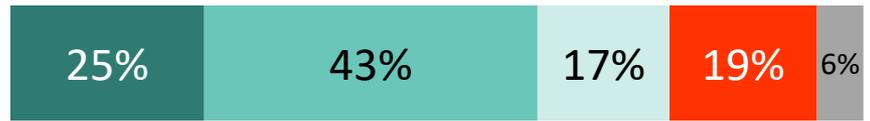
Ext./Very Impt.

*Recruiting and retaining Vietnamese-speaking police officers



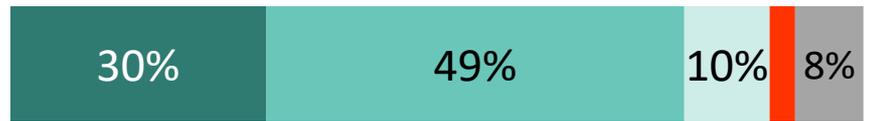
72%

*Improving communications and outreach to the Vietnamese community



68%

**Improving communications and outreach to the Latino community



79%

**Recruiting and retaining Spanish-speaking police officers



55%

*Returning to the Westminster Emergency Relief, Recovery, Local Services Measure, I am going to read you a list of ways in which the funds generated by the measure could be spent and provisions that could be included. 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? Split Sample/*Vietnamese Respondents Only/**Latino Respondents Only*



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Potential Local Revenue Options Tested

Potential 1½% Sales Tax Ballot Question Tested in Survey

Westminster Emergency Relief, Recovery, Local Services Measure

To protect Westminster's local finances, disaster preparedness, property values, local job programs, prevent cuts to 911 emergency response, police/firefighters/paramedics, gang/drug prevention, street repair, address homelessness, and provide other general city services, shall an ordinance extending the existing voter-approved sales tax at a future 1½% rate until ended by voters, providing estimated \$19,000,000 annually, requiring independent audits, oversight, all funds controlled locally, be adopted?

Potential 1% Sales Tax Ballot Question Tested in Survey

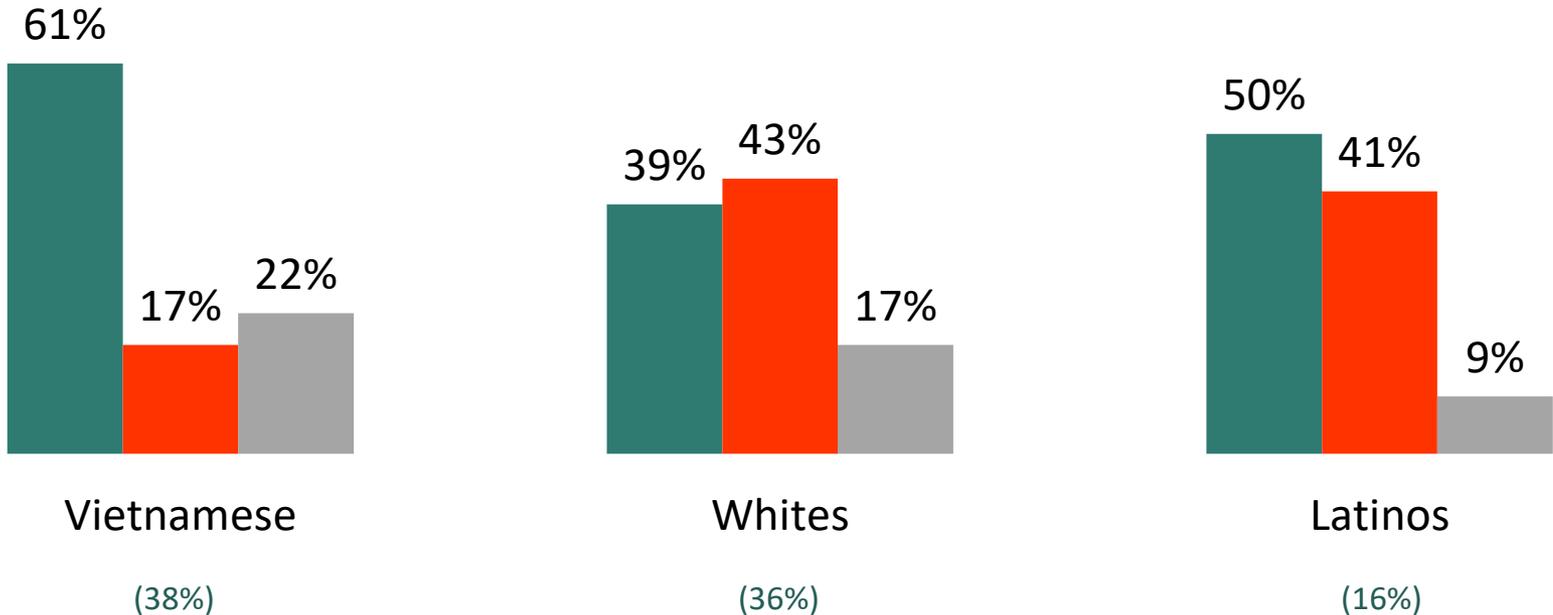
Westminster Emergency Relief, Recovery, Local Services Measure

To protect Westminster's local finances, disaster preparedness, property values, local job programs, prevent cuts to 911 emergency response, police, firefighters, and paramedics, gang and drug prevention, street repair, address homelessness, and provide other general city services, without changing current tax rates, shall an ordinance extending the existing voter-approved 1% sales tax until ended by voters, providing estimated \$12,700,000 annually, requiring independent audits, oversight, funds controlled locally, be adopted?

A strong majority of Vietnamese voters support the measure.

Initial Vote by Race/Ethnicity

■ Total Yes ■ Total No ■ Undecided

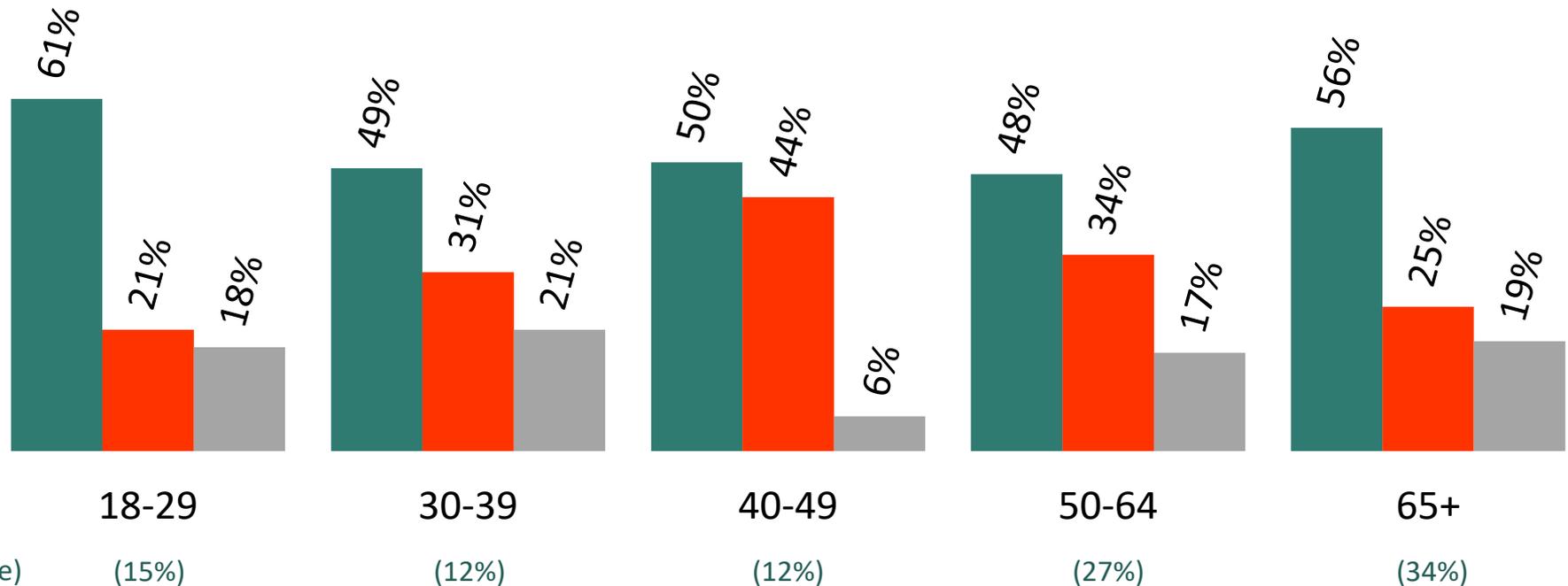


(% of Sample)

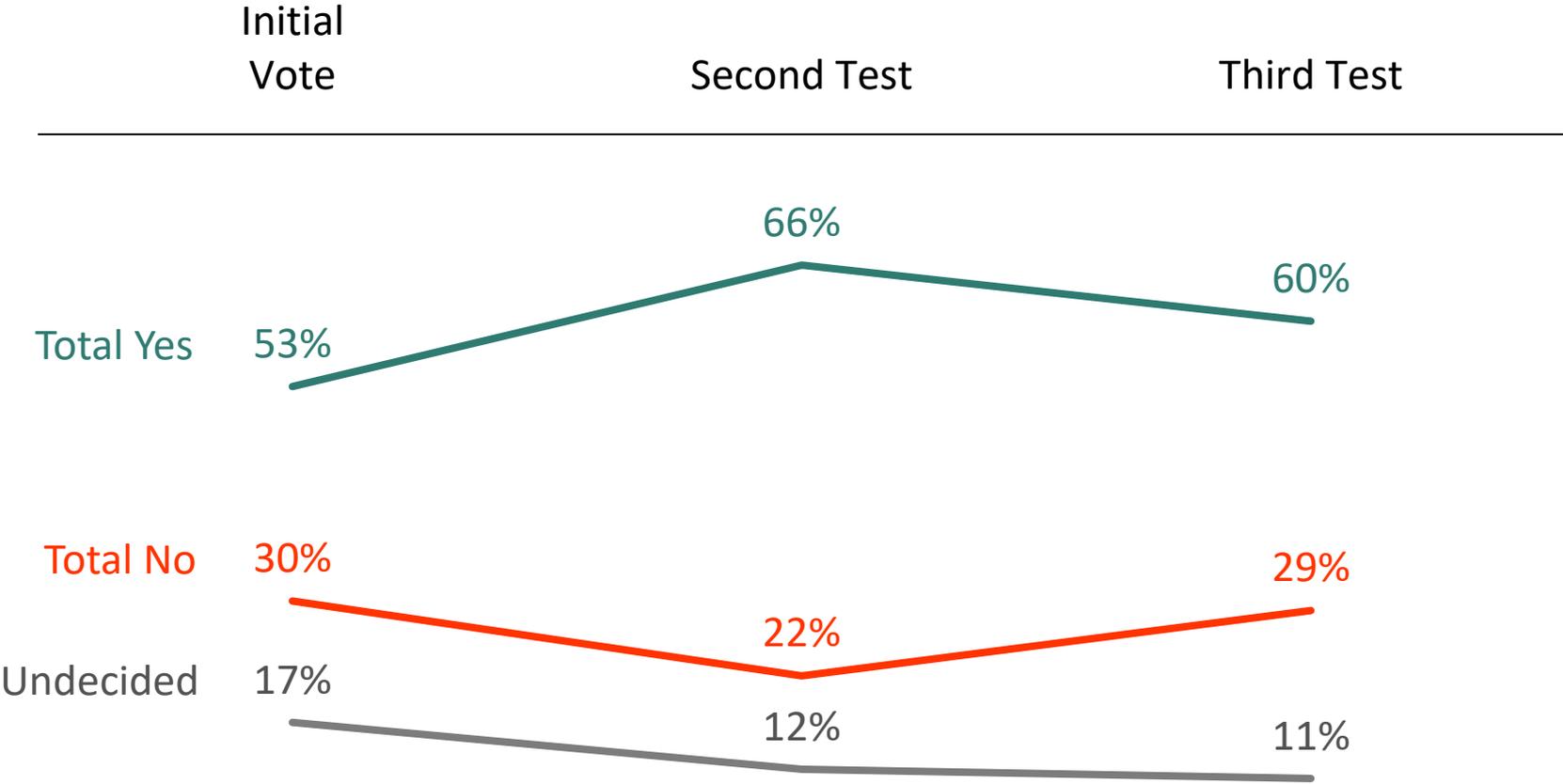
Pluralities of voters of all age groups support the measure.

Initial Vote by Age

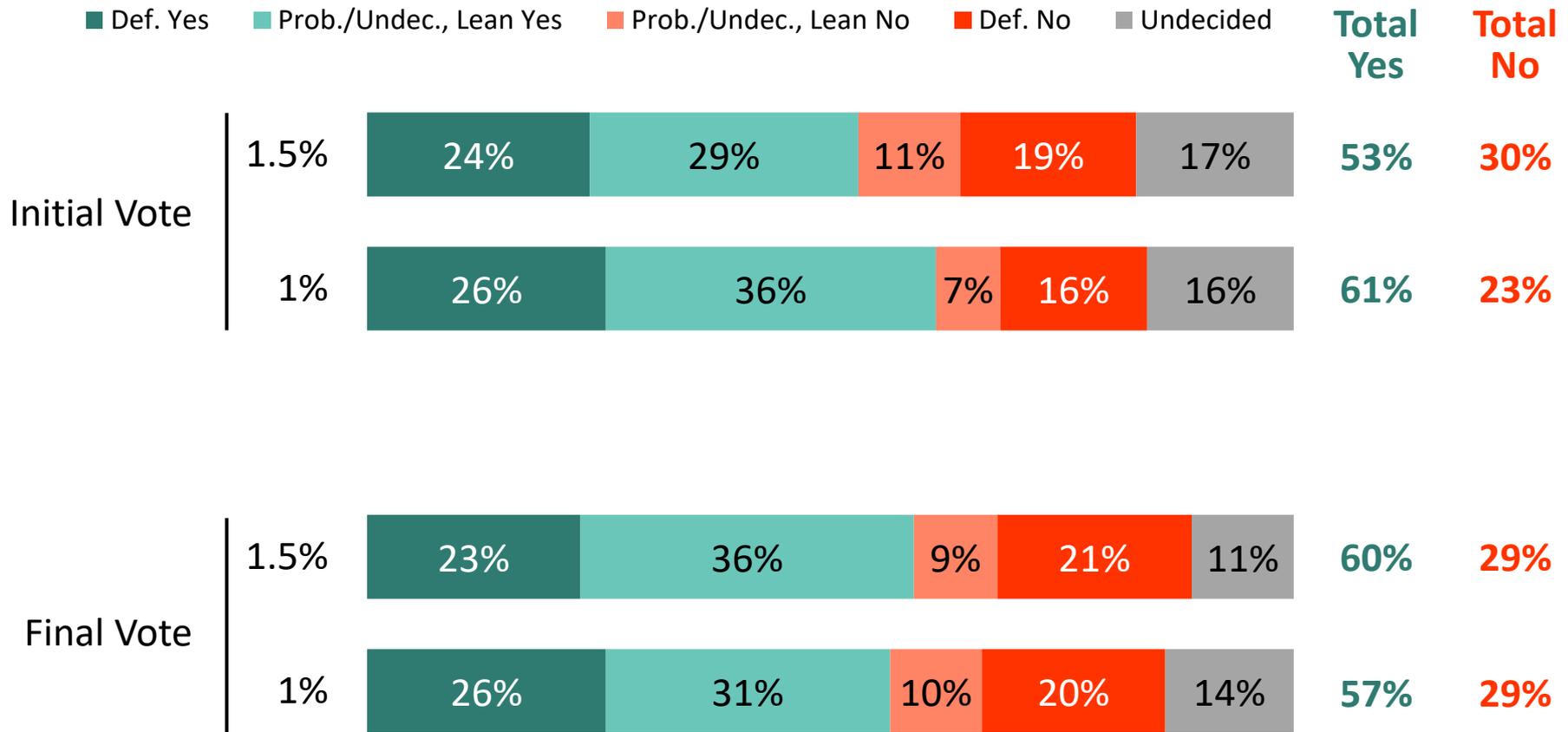
■ Total Yes ■ Total No ■ Undecided



Support for the measure remains well above the 50% threshold and outside the survey's margin of error by the third ballot test.



There is more support for the measure at 1.5% than 1%.



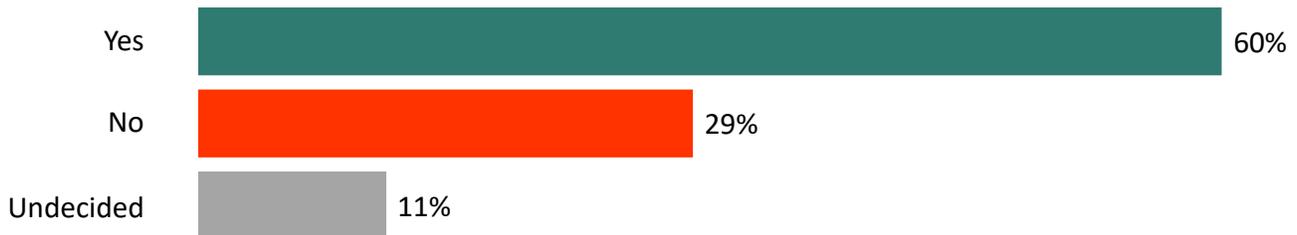


TO Interested Parties
FROM FM3 Research
RE: Results of a Survey of Westminster Residents
DATE May 29, 2020

Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently completed a survey of Westminster residents regarding community satisfaction and priorities for economic recovery and City services.ⁱ The survey was conducted in early May during the current global health pandemic and is instructive on the current environment to understand constituent priorities and needs. Key findings from the survey include:

Six-in-ten respondents support local economic relief and recovery through a renewal of local funding for the City of Westminster after an exchange of information (Figure 1). Following information, 60% of survey respondents said they would vote “yes” to support a ballot measure that would extend existing voter-approved local revenue at the future 1.5% sales tax rate. This is double the percentage (29%) who said they would vote “no,” while 11% were undecided. This level of support is well above the majority-vote threshold necessary for passage and outside the survey’s margin of error.

Figure 1: Opinions on Potential Westminster Renewal Ballot Measure



Respondents’ top priorities for local recovery, relief and City services include protecting local drinking water supplies, responding to the COVID-19 crisis and addressing homelessness, among others.

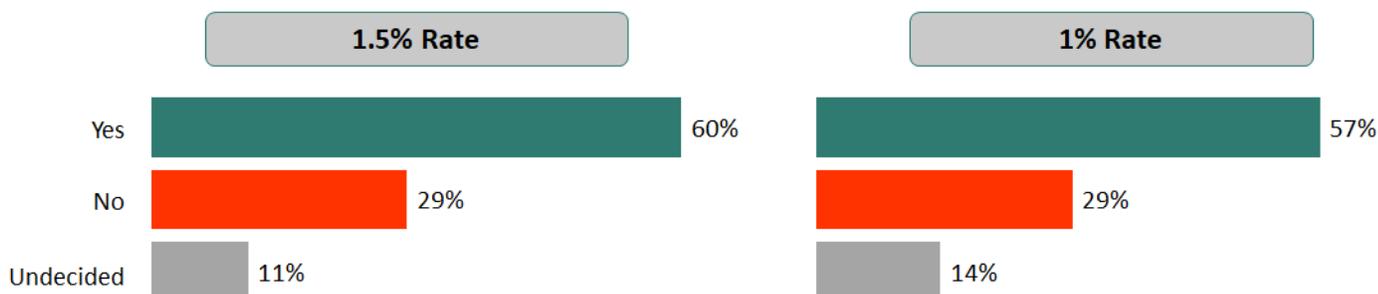
Figure 2 on the following page lists these and other priorities which survey respondents considered to be the most important to fund.

Figure 2: Highest Priorities for Westminster Respondents

Priorities	% "Extremely" or "Very Important"
Protecting local drinking water supplies	82%
Keeping public areas safe and clean	79%
Maintaining the City's ability to respond to a natural or medical disaster	77%
Funding city and community-provided health services to prepare for medical emergencies, like the coronavirus outbreak	77%
Helping local businesses recover from the financial effects of the COVID-19 crisis	76%
Addressing homelessness	76%
Supporting local businesses and maintaining local jobs	74%
Preventing the elimination of Police Narcotics, Domestic Violence, Sex Crimes, and Human Trafficking units	74%
Upgrading outdated lifesaving equipment such as cardiac monitors, defibrillators and jaws of life	74%
Preserving housing that is affordable for seniors and veterans	73%
Fighting gangs and drugs	72%
Preventing cuts to 911 emergency response	71%
Investigating and preventing property crimes	71%
Preventing cuts to the number of police officers	70%
Helping residents recover from the financial effects of the COVID-19 Crisis	69%
Preventing cuts to the number of paramedics	69%
Maintaining fire protection	69%
Addressing street crime in Little Saigon	69%
Coordinating with community-based organizations to help families suffering from food insecurity	68%
Preventing cuts to senior programs	68%
Increasing housing that is affordable for middle-class residents	67%
Protecting Westminster's local finances	67%

Due to the high level of prioritization of local Westminster services, particularly those that contribute to local economic recovery and relief, after all information, there is greater support for renewing local revenue at a 1.5% rate than a 1% rate (Figure 3). As stated above, 60% of respondents indicated they would support a ballot measure to extend existing voter-approved local revenue at the future 1.5% sales tax rate. This is slightly more than the 57% who would support the measure if it continued local funding at a 1% rate.

Figure 3: Opinions on Potential Westminster Renewal Ballot Measures



ⁱ **Survey Methodology:** From May 2nd – 9th, 2020, FM3 completed 400 telephone survey interviews (including landline and cellular telephones) with Westminster residents with a voting history that makes them likely to vote in the November 2020 election. The survey was available in English, Vietnamese and Spanish. Results have a margin of sampling error of ±4.9% at the 95% confidence interval. Some percentages may not sum to 100% due to rounding.