SUMMARY OF SURVEY FINDINGS

Nestled against the beautiful Ortega Mountains, the City of Lake Elsinore was founded in 1883, incorporated as a general law city in 1888, and is currently home to an estimated 62,949 residents.[1] With a historic downtown area, multiple parks and recreation amenities, and southern California's largest natural freshwater lake, the City's vision is to be the ultimate destination where residents and visitors can live, work, play, build futures, and fulfill dreams.

Over the past decade, the demands placed upon Lake Elsinore's facilities, services, infrastructure, and staff have grown. Unfortunately, the City's revenue streams have not kept pace with the growing demands and escalating costs, leading to shortfalls in recent years in the funding required to provide essential municipal services at the desired levels of service. The City has been proactive and fiscally responsible in addressing this disparity by cutting back on basic services, deferring maintenance projects, staying efficient, and keeping a small staff despite a growing population. Even with these cost-cutting efforts, however, the City is facing a 2 million dollar deficit next year and will continue to face budget shortfalls in the future unless services are cut further and/or additional revenue sources are realized.

RESEARCH METHODOLOGY   The City of Lake Elsinore recently commissioned True North Research to conduct a statistically reliable survey of Lake Elsinore voters to measure the community's opinions and priorities as they pertain to city services, and determine if the community is interested in supporting a revenue measure to provide additional funding for these services. Respondents were selected for the study using a stratified and clustered random sampling method, which ensured that the profile of the sample matched the profile of the likely electorate on key variables that are related to voting behavior (i.e, age, gender, partisanship and household party type). The survey was administered using a mixed-mode design, which employed multiple recruiting methods (telephone and email) and provided multiple ways to participate in the survey (telephone and online). During the data collection period (April 23 to April 28, 2019), a total of 888 voters participated in the survey, resulting in a maximum statistical margin of error due to sampling of ± 3.2% at the 95% level of confidence.

FINDINGS & CONCLUSIONS   The survey results indicate that Lake Elsinore voters are generally pleased with the quality of life in the City, although they have concerns about issues that can negatively impact the City's quality of life including public safety, homelessness, maintenance of streets and infrastructure, and traffic congestion. These sentiments translate into strong support for a revenue measure to provide adequate funding for city services including law enforcement, gang, drug and crime prevention, fire protection, paramedic, and 9-1-1 emergency response services, street maintenance, addressing homelessness, and improving Lake water quality and amenities.

Quality of Life   As shown in Figure 1 on the next page, approximately half of respondents rated the **quality of life** in Lake Elsinore as excellent (5%) or good (44%), and 41% rated it as fair. Less than 10% of respondents used poor or very poor to describe the quality of life in the City.
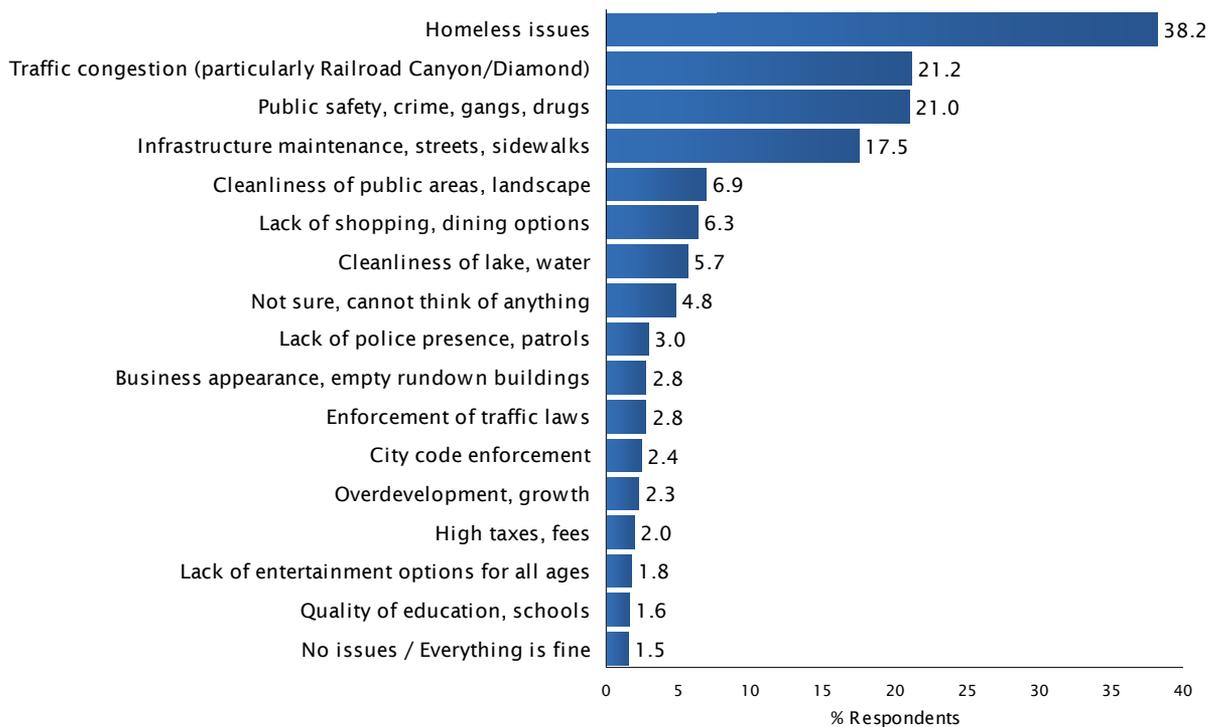
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1. Source: California Department of Finance Population Estimate, January 2019.

FIGURE 1 QUALITY OF LIFE IN LAKE ELSINORE

Not sure
0.3

Prefer not to
answer
0.2

Very poor
2.8

Excellent
4.9

Poor
6.8

Good
44.4

Fair
40.7
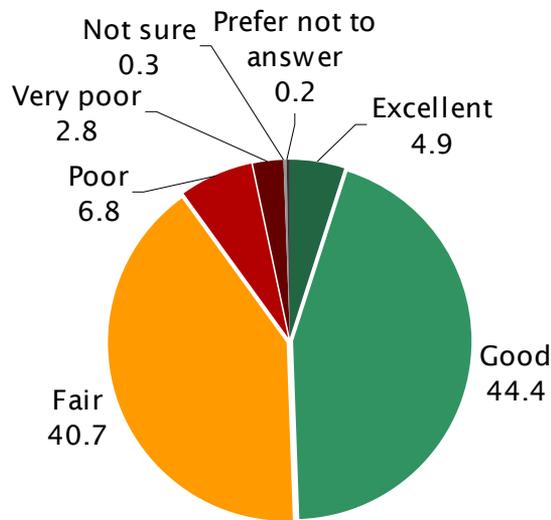
Most Important Issues   When asked in an open-ended manner to describe the biggest issue facing the community that they would like the City to address (see Figure 2), the most common responses were homeless issues (38%), traffic congestion (21%), public safety/crime/gangs/drugs (21%), and infrastructure maintenance/street and sidewalk repair (18%).

FIGURE 2 MOST IMPORTANT ISSUES FACING LAKE ELSINORE

Issue	% Respondents
Homeless issues	38.2
Traffic congestion (particularly Railroad Canyon/Diamond)	21.2
Public safety, crime, gangs, drugs	21.0
Infrastructure maintenance, streets, sidewalks	17.5
Cleanliness of public areas, landscape	6.9
Lack of shopping, dining options	6.3
Cleanliness of lake, water	5.7
Not sure, cannot think of anything	4.8
Lack of police presence, patrols	3.0
Business appearance, empty rundown buildings	2.8
Enforcement of traffic laws	2.8
City code enforcement	2.4
Overdevelopment, growth	2.3
High taxes, fees	2.0
Lack of entertainment options for all ages	1.8
Quality of education, schools	1.6
No issues / Everything is fine	1.5

Support for a Local Revenue Measure When asked if they would be willing to support a one cent sales tax to provide funding for general city services such as law enforcement, gang, drug and crime prevention, fire protection, paramedic, and 9-1-1 emergency response, fixing streets and potholes, addressing homelessness, and improving Lake water quality and amenities, nearly seven-in-ten voters (69%) indicated they would support the measure, well above the simple majority (50% +1) required for passage.

FIGURE 3 SUPPORT LOCAL REVENUE MEASURE FOR CITY SERVICES
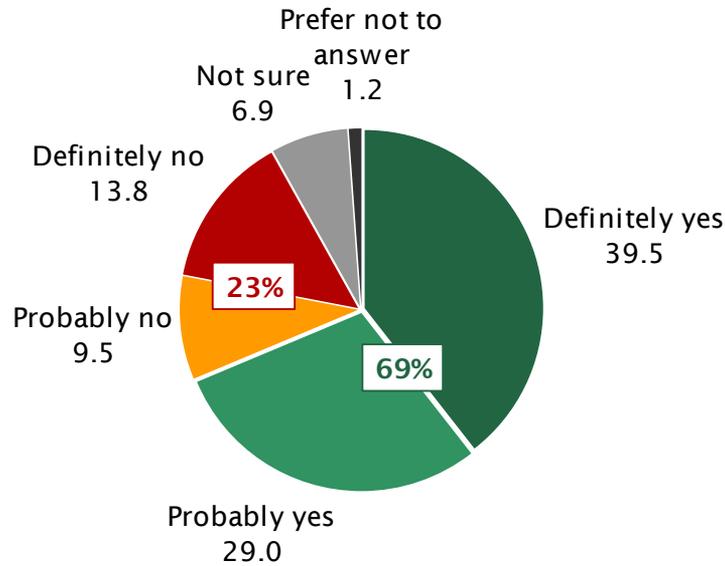
Service Priorities As shown in Figure 4 on the next page, Lake Elsinore voters clearly see a need for the various service, facility, and infrastructure improvements that could be funded by the measure. In fact, all 13 service items tested were favored by at least 8-in-10 voters surveyed. That said, voters were *most* interested in using proceeds from the proposed measure to fix and repair streets (93%), reduce gang activity and drug-related crimes (91%), provide quick responses to 9-1-1 emergencies (91%), keep public areas clean and free of graffiti (90%), and address the homeless problem (89%).

FIGURE 4 SERVICES & PROGRAMS OF INTEREST

■ Strongly favor   ■ Somewhat favor

Service	Strongly favor	Somewhat favor
Fix streets and repair potholes	64.8	27.7
Reduce gang activity and drug-related crimes	71.4	19.8
Provide quick responses to 9-1-1 emergencies	64.2	26.6
Keep public areas clean and free of graffiti	59.3	30.4
Address the homeless problem	65.9	23.2
Improve fire protection and paramedic services	52.7	35.7
Provide fire protection and paramedic services	57.4	30.8
Provide law enforcement services including neighborhood patrols, crime prevention, investigations	62.6	25.1
Increase the number of police officers to better combat crime in our community	58.8	27.0
Make improvements to Lake Elsinore's water quality, beaches, recreational amenities	51.2	34.2
Improve economic development, attract new employers, businesses to Lake Elsinore	57.9	27.3
Improve the maintenance of parks and recreational facilities	40.8	42.1
Maintain the long-term financial viability of the City	47.8	34.5

% Respondents