

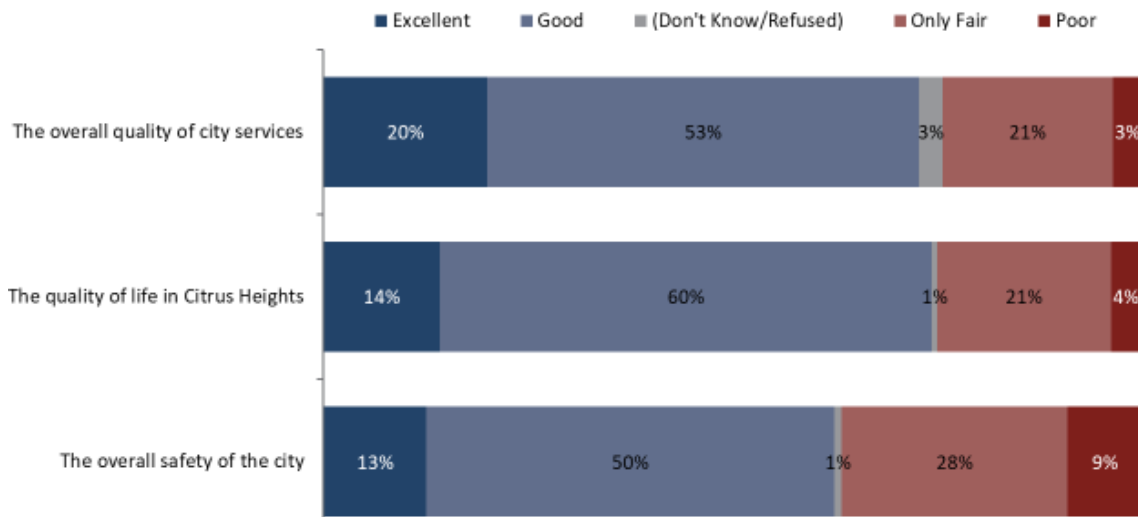


**TO:** Interested Parties  
**FROM:** EMC Research  
**RE:** Key Findings from Research Among Citrus Heights Voters  
**DATE:** September 23, 2019

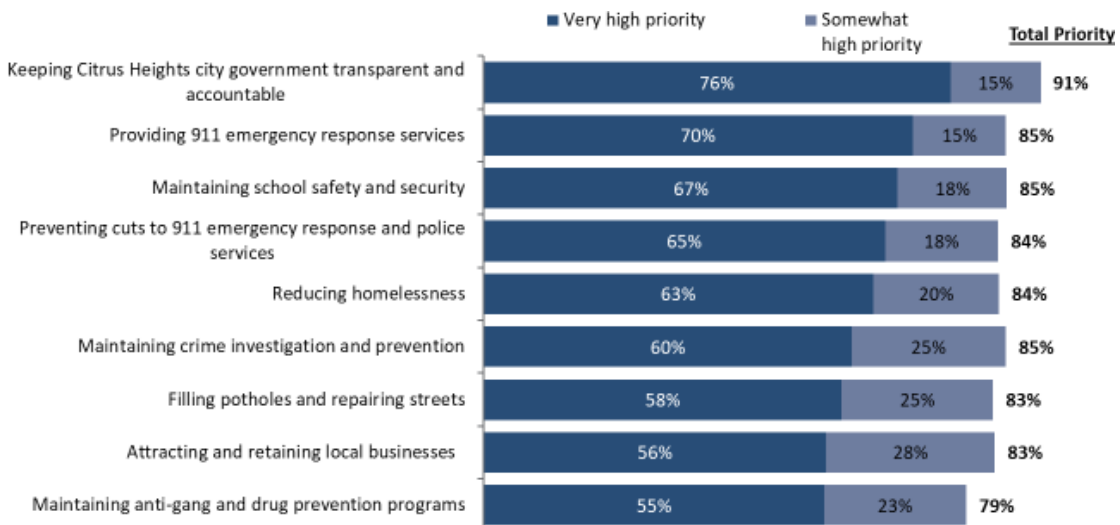
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The following are key findings from recent public opinion research conducted by EMC Research among Citrus Heights voters.

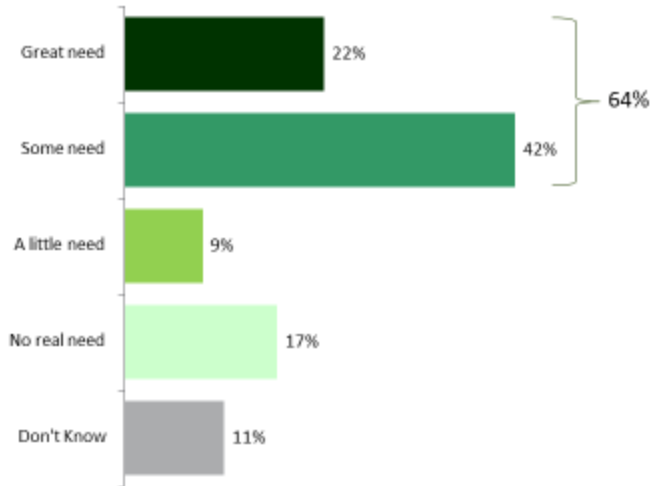
**Constituents perceive the City government to be doing a good job**, with favorable ratings in the mid-70 percentiles for City services and quality of life. The City also receives high ratings for overall safety.



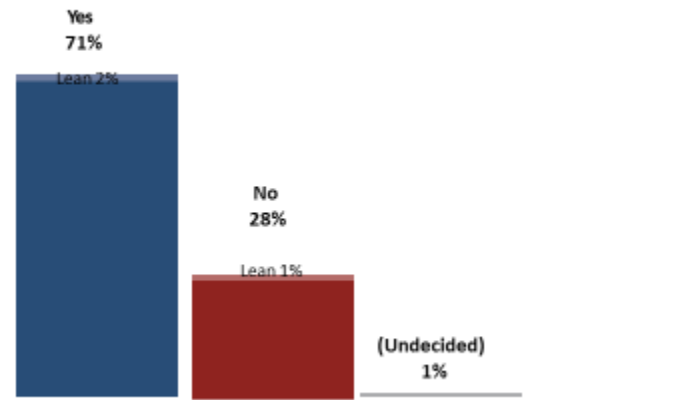
**Constituents prioritize many issues**, including keeping City government transparent and accountable, providing 911 emergency response services, maintaining school safety and security, and reducing homelessness.



**Constituents overwhelmingly feel the City needs additional funding to maintain essential services with nearly two in three saying the City has at least some need for additional funding.**



**Up to 71% of respondents are interested in conceptual additional locally-controlled funding to maintain essential City services in Citrus Heights.**



**Methodology**

The live telephone poll was conducted July 9 to 16, 2019 by EMC Research among 400 voters in Citrus Heights and included both landlines and mobile phones. The results have a margin of error of  $\pm 4.9$  percentage points.