Regular Meetings: 2nd and 4th Tuesday of each month Agenda prepared by: Office of the City Clerk (925) 779-7009



ANNOTATED AGENDA

for

SPECIAL MEETING OF THE ANTIOCH CITY COUNCIL

WORKSHOP

Antioch Community Center 4703 Lone Tree Way Antioch, CA 94531

SATURDAY JANUARY 20 2018 9:00 а.м.

9:03 A.M. ROLL CALL – Council Members Wilson, Thorpe, Tiscareno, Ogorchock and Mayor Wright

PLEDGE OF ALLEGIANCE

PUBLIC COMMENTS

1. STRATEGIC PLAN AND GOAL SETTING WORKSHOP Discussion on goals, strategies, tactics, and 2017 Fall Survey Results

ADJOURNMENT – 2:45 p.m.

STAFF REPORT

The City Council meetings are accessible to those with disabilities. Auxiliary aides will be made available for persons with hearing or vision disabilities upon request in advance at (925) 779-7009 or TDD (925) 779-7081.



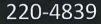
Survey Results



Antioch Community Issues Survey Key Findings

Survey Conducted October 18-24, 2017

Fairbank, Maslin, Maullin, Metz & Associates FM3



Project Objectives

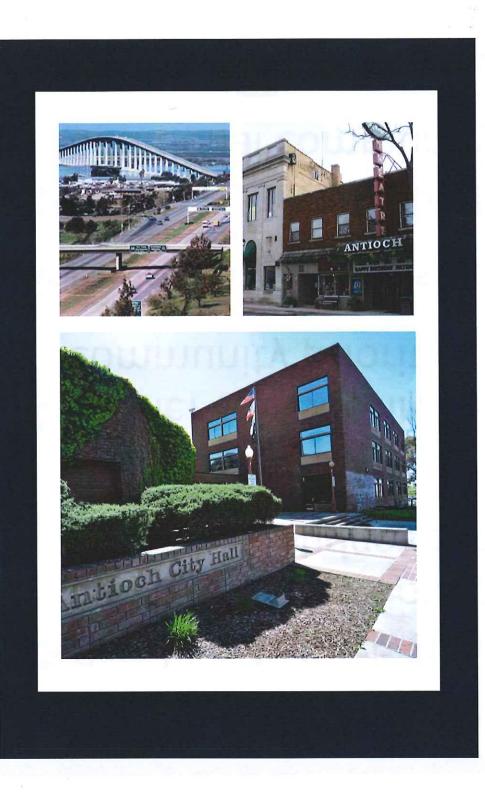
Conduct Antioch Quality of Life Survey to assist with City Council goal-setting and long-term budget and service delivery planning

Gather statistically reliable information on community priorities and views

Report back on results

Utilize results as the foundation for additional community engagement/input

OPINION RESEARCH & STRATEG



Methodology

- 400 interviews with a random sample of Antioch voters likely to participate in the November 2018 election
- Conducted October 18-24, 2017, via landline and cell phones in English and Spanish
- Margin of sampling error of ±4.9% at the 95% confidence interval
- Due to rounding, some percentages do not add up to 100%

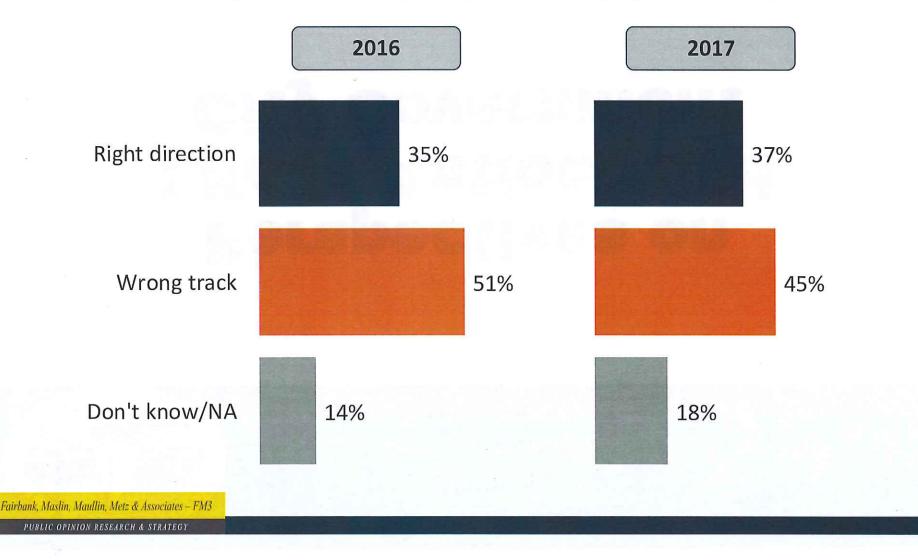


Perspectives on Life in Antioch and City Government



The perception that the City is headed in the wrong direction has slightly declined.

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



Younger and newer residents of the City were more optimistic about life here.

Optimists

- Fewer than 5 years in Antioch
- Ages 18-49
- Post-Graduate Educated
- 94531 ZIP Code

Pessimists

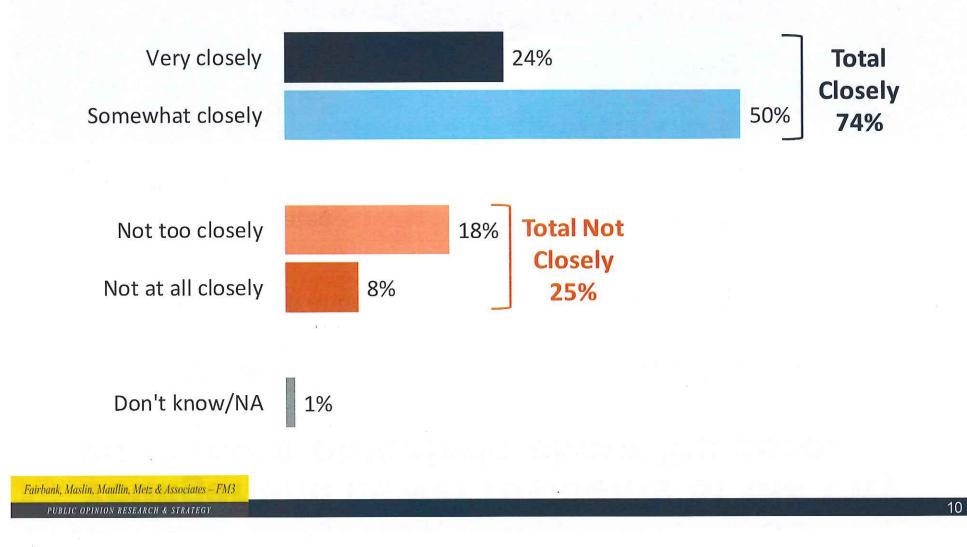
- 31+ years in Antioch
- Republicans ages 50+
- North Neighborhood Zone



Fairbank, Maslin, Maullin, Metz & Associates - FM3

Most said they follow local issues "somewhat closely."

How closely do you follow issues related to the City of Antioch?



Older respondents said that they pay closer attention to city issues than younger respondents did.

Very Closely

- 21 to 30 years in Antioch
- Republicans, especially those ages 50+
- College graduates
- North neighborhood zone

Total Not Closely

- Ages 18-49
- Renters
- Independent voters



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Respondents wanted to see improvement in the City's service delivery.

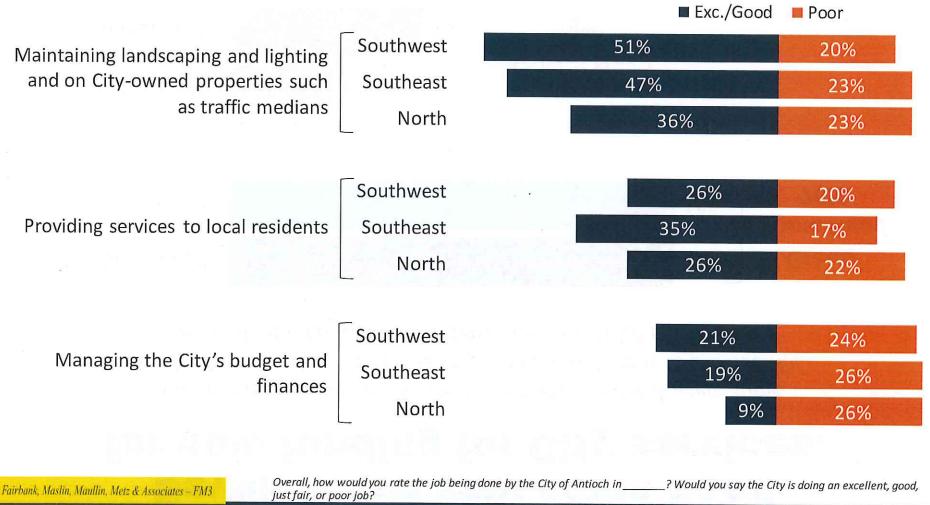
Overall, how would you rate the job being done by the City of Antioch in _____? Would you say the City is doing an excellent, good, just fair, or poor job?

Exc./ Good Just Fair Poor DK/NA Exc. Good Maintaining landscaping and lighting and on 7% 39% 46% 30% 23% City-owned properties such as traffic medians Providing services to local residents 29% 31% 45% 19% 5% Managing the City's budget and finances 17% 34% 25% 17% 23%

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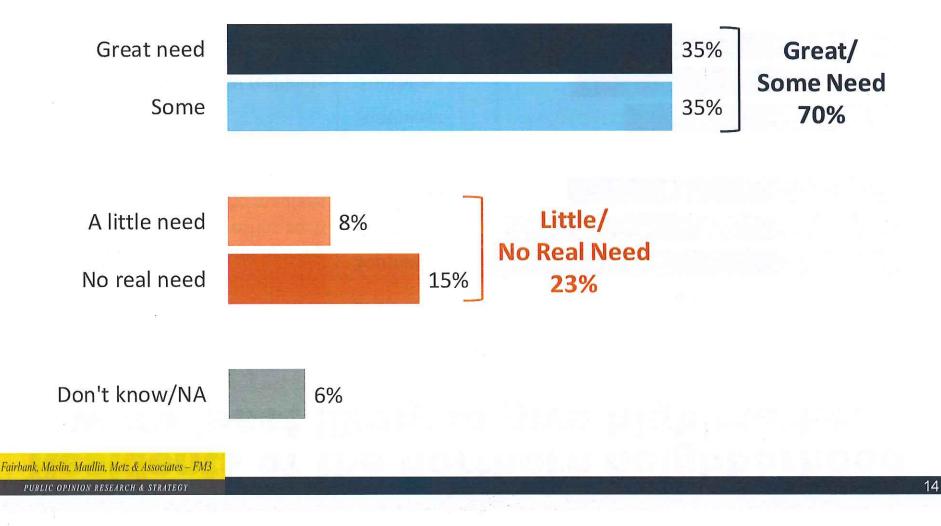
Residents of the northern neighborhood were least likely to give high marks.

by Neighborhood Zone



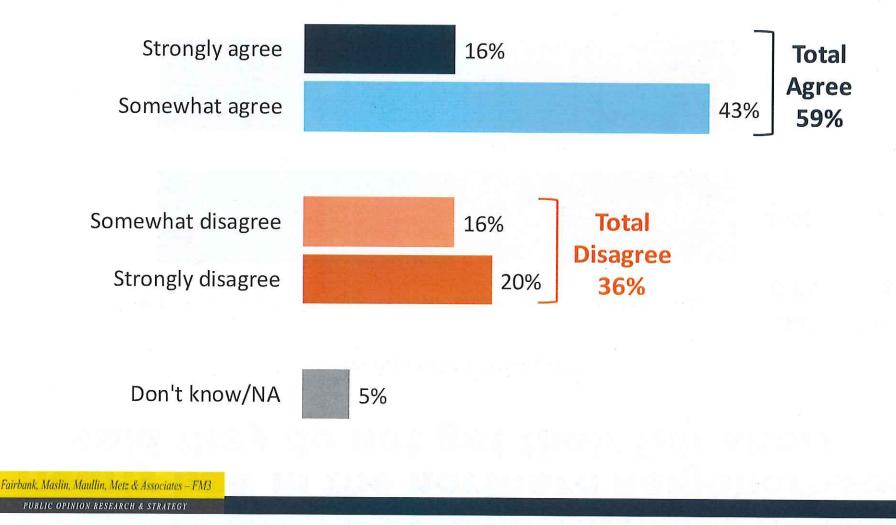
Seven in ten saw some need for new funding for City services.

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 Antioch residents need and want?



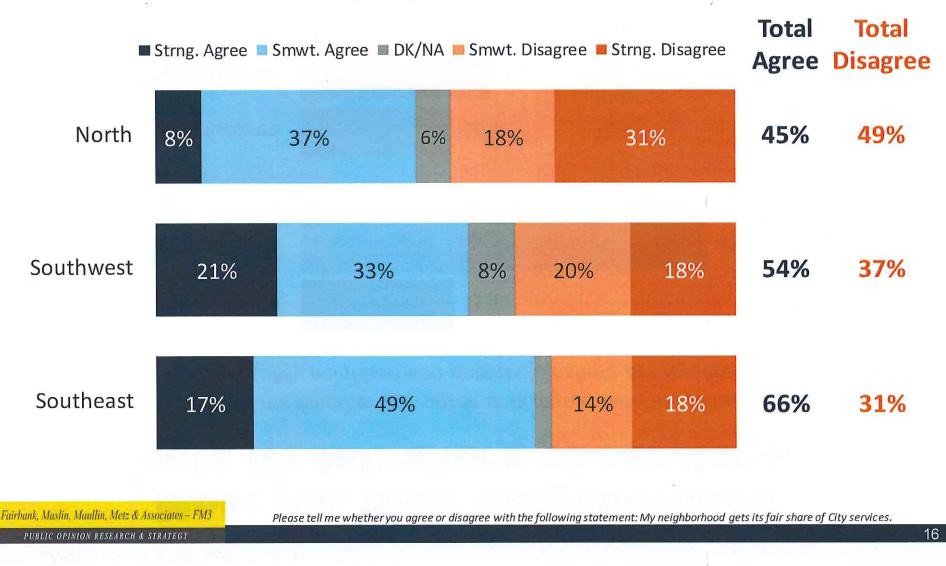
Most felt their neighborhood gets its fair share of services.

Please tell me whether you agree or disagree with the following statement: My neighborhood gets its fair share of City services.



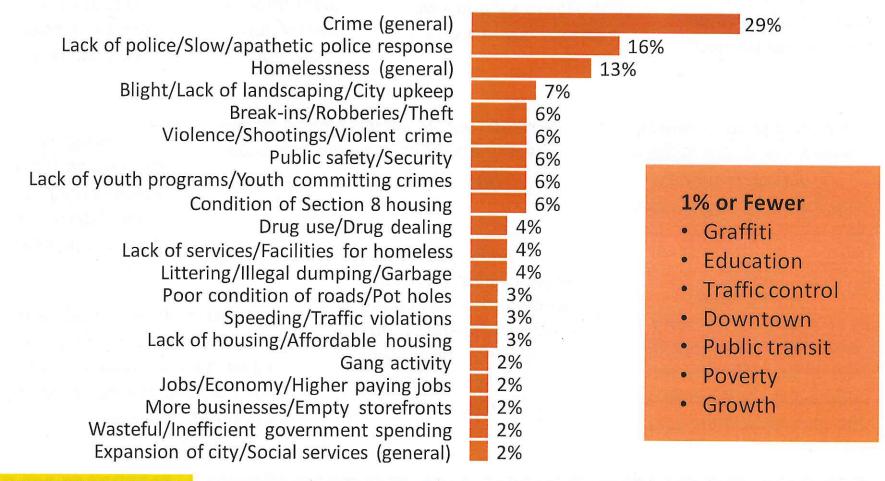
Nearly half in the northern neighborhood said they do not get their fair share.

by Neighborhood Zone



Asked about their biggest concern facing the City, most named public safety and blight.

What do you think is the <u>most</u> serious issue facing the residents of Antioch that you would like to see City government do something about? (Open-ends; Grouped Responses Shown 2% and Above)



Verbatim Responses on Most Serious Issue

I wouldn't dare walk at night to the corner store to get some milk. I've been here since '68, when everybody wanted to live here. Now everybody wants to leave.

They could use the money they are taxing me already to get more cops to patrol our streets but no they are using the money for other crap we don't need.

I would like to have more police, when something happens there is no police to be found.

They need to do more for the homeless. They need to have a shelter here so people can get off the streets. I think our problem has got to be the trash and dump sites and blight inside the city of Antioch. They need to have the city take care of these issues.

Greater effort to reduce the amount of Section 8 housing, trying to improve the mix of the population.

Homelessness. People with no place to stay camping out in shopping centers and unused properties. We need top-paying jobs, ones that pay more than \$13 or \$14 an hour.

Public parks. I live by a park and it's always dirty.

Antioch seems to be ignored by the rest of the Bay Area.

We're growing too fast and our roads aren't good.

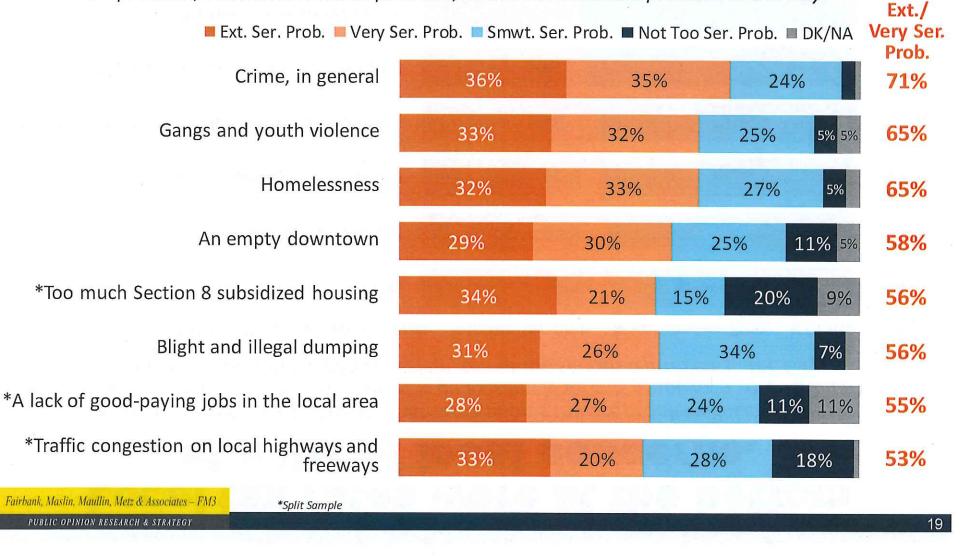
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PUBLIC OPINION RESEARCH & STRATEGY

What do you think is the <u>most</u> serious issue facing the residents of Antioch that you would like to see City government do something about?

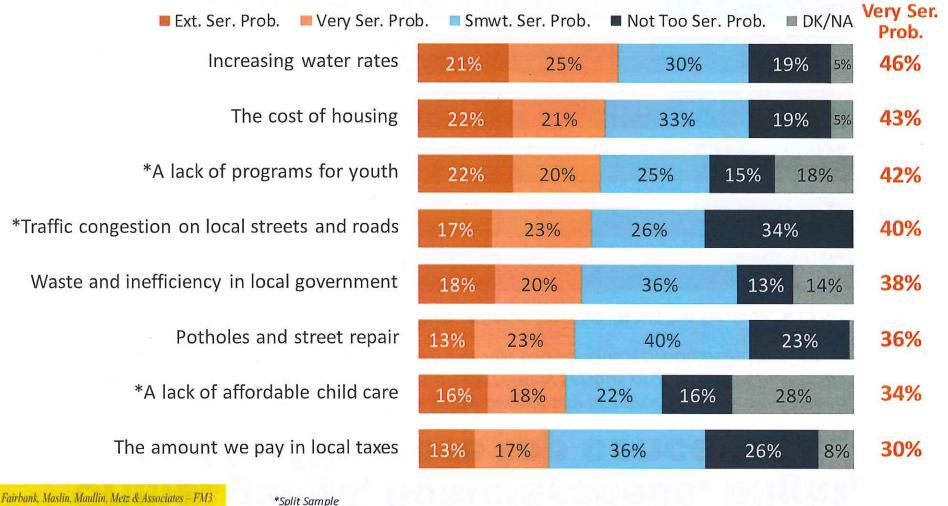
Crime, gangs, homelessness, blight, and traffic were top concerns.

I'd like to read you a list of issues that some people say are problems facing Antioch. Please tell me whether you think it is an extremely serious problem, a very serious problem, somewhat serious problem, or not too serious a problem in the City.



Local tax rates were at the bottom of a list of local concerns.

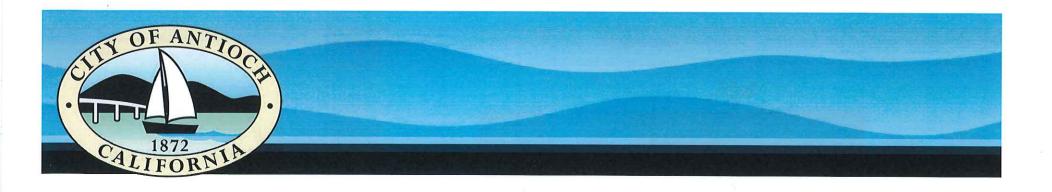
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PUBLIC OPINION RESEARCH & STRATEGY

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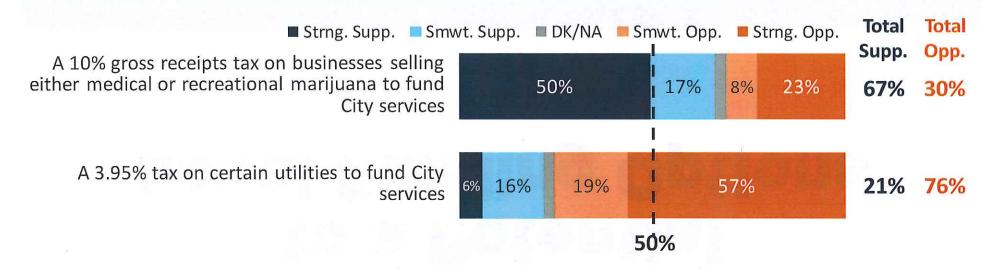
Ext./



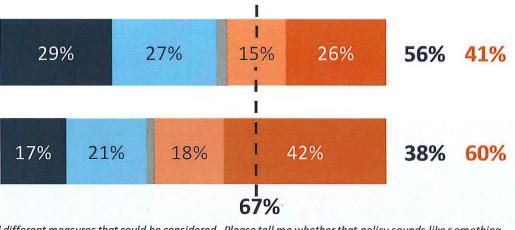
Initial Reactions to a Potential Local Funding Options



A simple majority requirement marijuana measure is potentially viable.



- A \$50 million bond measure to repair potholes, upgrade parks, and provide a downtown city center, including a senior center, community center, theater, library, and a one-stop shop for residents to access City services
 - A \$20 per month parcel tax to fund youth programs and recreational services



I am...going to read you several different measures that could be considered. Please tell me whether that policy sounds like something you would support or oppose.

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City Services Measure Language Tested (Language Reviewed by City Attorney)

Antioch City Services/Quality of Life Measure. To maintain/ enhance Antioch's fiscal stability and essential City services including:

- Providing youth/Senior programs;
- Repairing streets/Potholes/Neighborhood parks;
- Maintaining police/Emergency response;
- Removing graffiti/Illegal dumping;
- Improving earthquake/Flood preparedness;
- and other essential services;

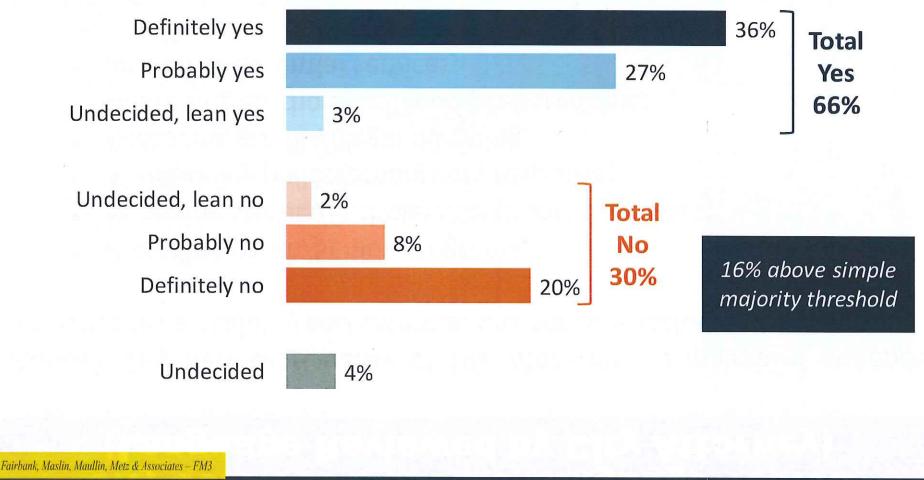
Shall the City of Antioch renew its existing sales tax at the 1¢ rate, raising approximately \$14 million annually, until ended by voters, requiring independent annual financial audits of all expenditures available for public review?

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If there were an election today, do you think you would vote "yes" in favor of this measure or "no" to oppose it?

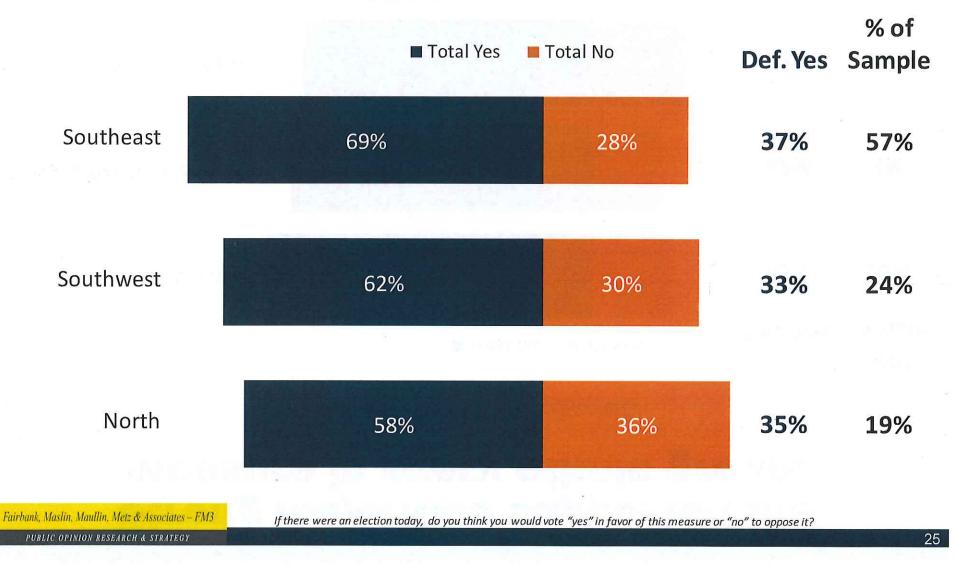
Two-thirds initially supported extending Antioch's existing sales tax at the one-cent rate.

If there were an election today, do you think you would vote "yes" in favor of this measure or "no" to oppose it?



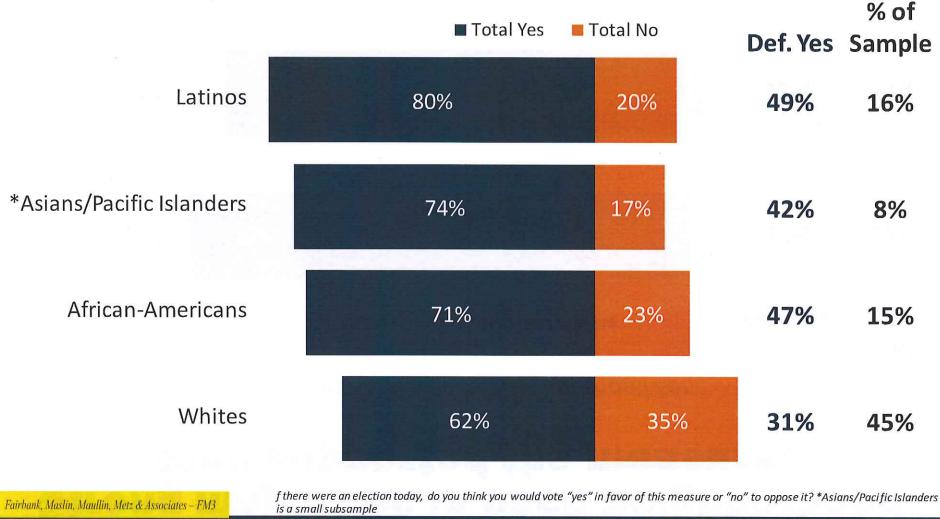
Strong majorities in each neighborhood zone supported the measure.

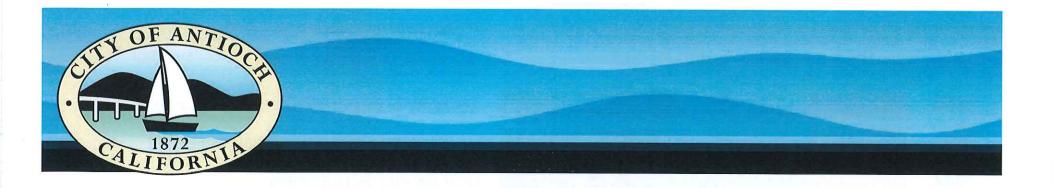
Initial Sales Tax Vote by Neighborhood Zone



Strong majorities supported the measure in every ethnic group.

Initial Sales Tax Vote by Ethnicity





The Community's Priorities

27

Police and crime response were top priorities overall.

Ext./Very

🗖 Very Impt. 📕 Smwt. Impt	. 📕 Not At All In	Impt.	
56%	34%	6 7%	91%
51%	37%	8%	88%
43%	40%	13%	84%
41%	42%	13% 5%	83%
40%	43%	13%	83%
43%	39%	14%	82%
43%	37%	15% 5%	80%
40%	38%	13% 8%	79%
39%	38%	16% 7%	77%
38%	39%	16% 6%	77%
33%	44%	18% 5%	77%
39%	37%	17% 7%	76%
43%	32%	19% 6%	75%

Ext. Impt.

Maintaining 911 emergency response Maintaining the number of police officers patrolling City streets Ensuring water quality and safety

Restoring police patrols

Maintaining Antioch's financial stability

Attracting and retaining businesses

Maintaining youth violence prevention programs

Maintaining Antioch's quality of life

Cleaning up homeless encampments

Maintaining gang prevention services

Maintaining City services

Enhancing Antioch's quality of life

Attracting new businesses to the downtown

I am going to read you a list of ... Please tell me how important it is to you personally: extremely important, very important, somewhat important, or not at all important. Split Sample

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Majorities also prioritized homeless services, disaster prep and more.

Very Impt.	Smwt. Impt. 📕	Not At Al	l Impt./Dk	(/NA	Ext./Very Impt.
41%	33	3%	21%	6%	74%
33%	419	6	20%	6%	74%
34%	37%	,	20%	9%	71%
36%	35%	0	22%	7%	70%
29%	37%		22%	12%	66%
29%	36%		22%	12%	65%
23%	41%		27%	10%	64%
28%	31%	2	9%	12%	59%
27%	32%	3	80%	10%	59%
23%	35%		37%	5%	58%
23%	34%		38%	5%	58%
22%	34%	289	%	16%	56%
	41% 33% 34% 36% 29% 29% 23% 23% 23% 23%	41% 33 33% 41% 34% 37% 36% 35% 29% 37% 29% 36% 29% 36% 29% 36% 29% 36% 29% 36% 29% 36% 29% 36% 23% 41% 23% 31% 23% 35% 23% 34%	41% 33% 33% 41% 34% 37% 36% 35% 29% 37% 29% 36% 29% 36% 29% 36% 29% 36% 29% 36% 29% 36% 29% 36% 23% 41% 23% 31% 23% 35% 23% 34%	41% 33% 21% 33% 41% 20% 34% 37% 20% 36% 35% 22% 29% 37% 22% 29% 36% 22% 29% 36% 22% 29% 36% 22% 29% 36% 22% 23% 41% 27% 28% 31% 29% 27% 32% 30% 23% 35% 37% 23% 34% 38%	41% 33% 21% 6% 33% 41% 20% 6% 34% 37% 20% 9% 36% 35% 22% 7% 29% 37% 22% 12% 29% 36% 22% 12% 29% 36% 22% 12% 29% 36% 22% 12% 29% 36% 29% 12% 23% 31% 29% 12% 23% 35% 37% 5%

Restoring previously cut positions to increase the number of police officers patrolling city streets Cleaning up illegal dumping

Restoring school resource public safety officers

Restoring after-school and summer programs for youth

Providing services for homeless residents

Preparing for disasters, such as a flood of earthquake

Providing senior services

Improving earthquake and flood preparedness

Cleaning up graffiti

Ext.

Repairing streets

Maintaining park

Enhancing City service

I am going to read you a list... Please tell me how important it is to you personally: extremely important, very important, somewhat important, or not at all important. Split Sample

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Lower community priorities included parks and facilities replacements.

pt. ns,	Very Impt.	Smwt. Impt.	Not At All Imp	Ext./Ver Impt.	
nd ms	22%	33%	33%	12%	55%
ore ble	22%	33%	25%	20%	55%
are	22%	32%	22%	23%	55%
rks	21%	34%	37%	7%	55%
les	19%	35%	35%	10%	55%
ior d a ces	28%	26%	28%	19%	54%
ins	19%	34%	34%	13%	53%
ow ets	22%	29%	33%	15%	51%
ter	13%	26%	35%	26%	39%
ike ans	11% 2	.6%	43%	20%	37%
rks	13% 2	23%	49%	16%	36%
lall	14%	36%	47%		16%

🛾 Ext. Impt. 🛛 🖉

Providing recreation opportunities and programs, such as education, health, art, exercise and wellness programs

Providing programs to make housing more affordable

Providing affordable child care

Repairing neighborhood parks

Repairing potholes

Building a downtown city center, including a senior center, community center, theater, library, and a one-stop shop for residents to access City services Upgrading deteriorating storm drains

> Managing traffic signal timing and traffic flow on City streets

> > Replacing the Antioch Senior Center

Restoring maintenance of City landscaping like medians

Improving parks

Repairing and upgrading City Hall

I am going to read you a list...Please tell me how important it is to you personally: extremely important, very important, some what important, or not at all important. Split Sample

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Providing Information to the Community



Word of mouth or email newsletters were sources respondents are most likely to pay attention to.

■ Def. Pay Atten. ■ Maybe Pay Atten. ■ Def. Not Pay Atten. ■ DK/NA Def./Maybe

Information from a friend or neighbor The City Report mailed to you An email newsletter from your City Information from an elected official A website publicized to local residents A news article in the East Bay Times A booth at a special event, such as a fair or farmers market A text message from the City

Information on the City of Antioch website

East County Today

The Antioch Herald

A radio ad

A Facebook post

Social media posts on Instagram, Facebook, Snapchat or Twitter A post on Nextdoor.com

					.,	Pay Atten
	36%		47%	7% 16		83%
	4	9%	27%	229	%	76%
	37%		33%	28%		70%
	26%	42	2%	29%		68%
	27%	40)%	30%		67%
	33%	3	1%	34%		64%
	27%	37%	%	35%		64%
1	39%	2	1%	38%		60%
	29%	31%	6	37%		59%
	30%	28%	6	33%	9%	58%
	24%	29%		41%	5%	53%
	19%	32%	- Andrew	47%		51%
	21%	28%		49%		49%
	21%	25%	5	0%		46%
	19%	19%	54%		9%	38%

I am going to read a list of ways the City of Antioch may provide information to local residents. Please tell me whether you would definitely pay attention, maybe pay attention, or definitely not pay attention to information about the City if it were presented to you in that way.

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Conclusions

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t un Christen an Ariaka



Major Takeaways

- A plurality were pessimistic about the direction of the city, and respondents appeared to want better budget management and service delivery.
- Crime, gangs, and youth violence were clearly perceived as the top issues facing the city, followed closely by homelessness, blight and freeway traffic.
- Seven in ten respondents saw some need for more funding for the city.
- Respondents saw a wide variety of programs as important, including police and public safety programs most broadly.
- Those in the northern part of the City were generally less satisfied and about a third felt their neighborhood isn't receiving their fair share.

Local Funding Measure Considerations

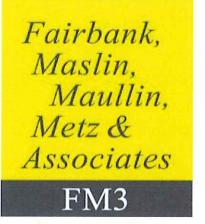
- Renewal of the City's existing sales tax at the one cent rate is potentially viable in November 2018,
- This conceptual extension measure began with two-thirds initial support, with majority "yes" votes among nearly every major demographic group in the City.
- The only other local funding measure of interest to constituents would be a conceptual cannabis revenue measure.
- Parcel tax and bond mechanisms were not of interest to constituents.
- When considering respondents' views towards City government, any potential measure proposed would need to include fiscal accountability, and address potential questions respondents have about the future use of funds.

The City's Next Steps

- As the City looks towards its 2018 City Council goalsetting and mid-year budget review, consultants recommend that this robust community feedback be considered in its ongoing planning and community engagement
- We are glad the City finds this information helpful to the Management Team as it looks towards expanding and engaging the community in its *Join the Conversation!* effort

LEW

For more information, contact:



FM3

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