

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 A.M.**

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

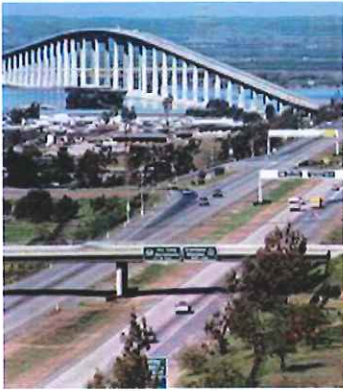
*Fairbank,
Maslin,
Maullin,
Metz &
Associates*

FM3

220-4839

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



Methodology

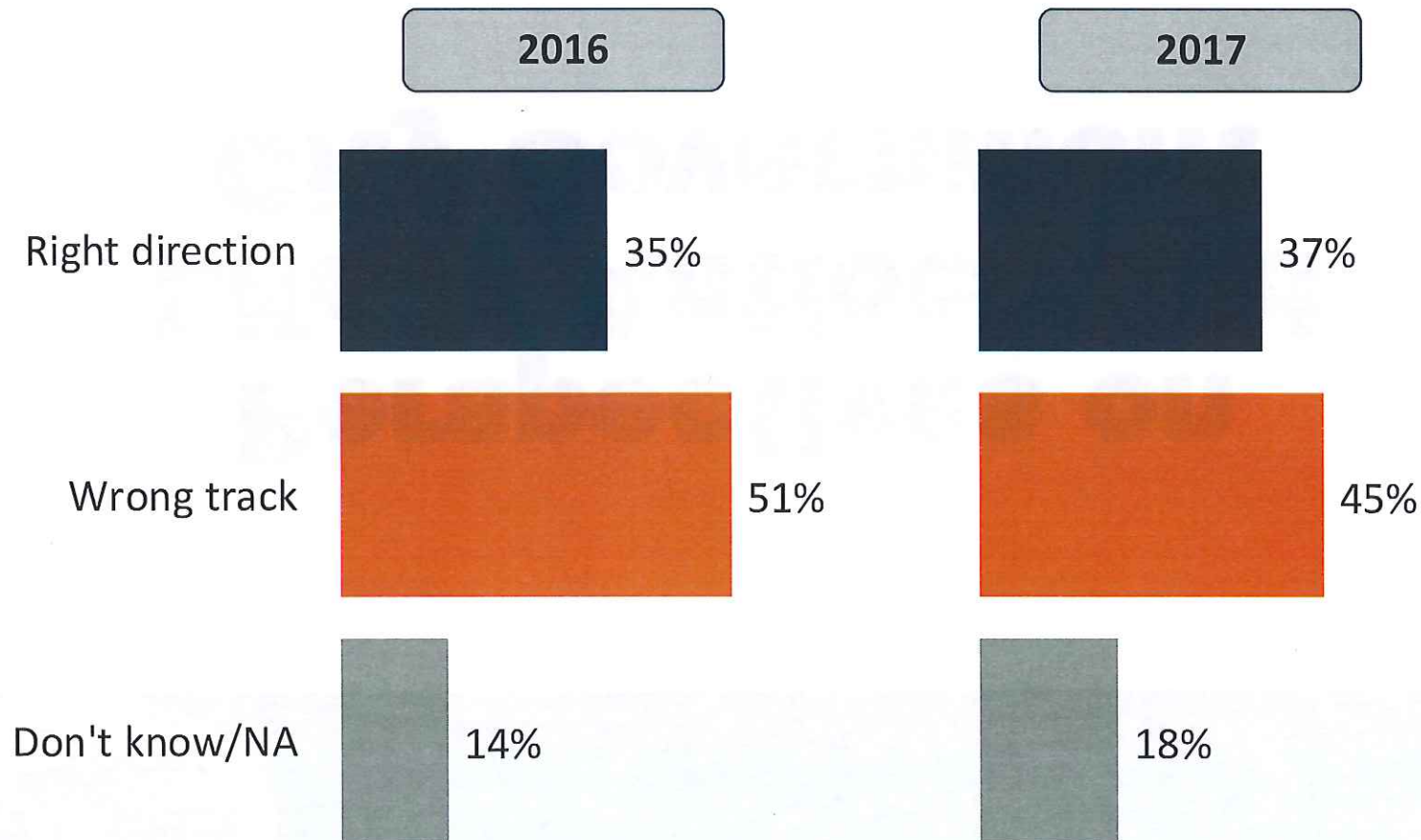
- 400 interviews with a random sample of Antioch voters likely to participate in the November 2018 election
- Conducted October 18-24, 2017, via landline and cell phones in English and Spanish
- Margin of sampling error of $\pm 4.9\%$ at the 95% confidence interval
- Due to rounding, some percentages 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

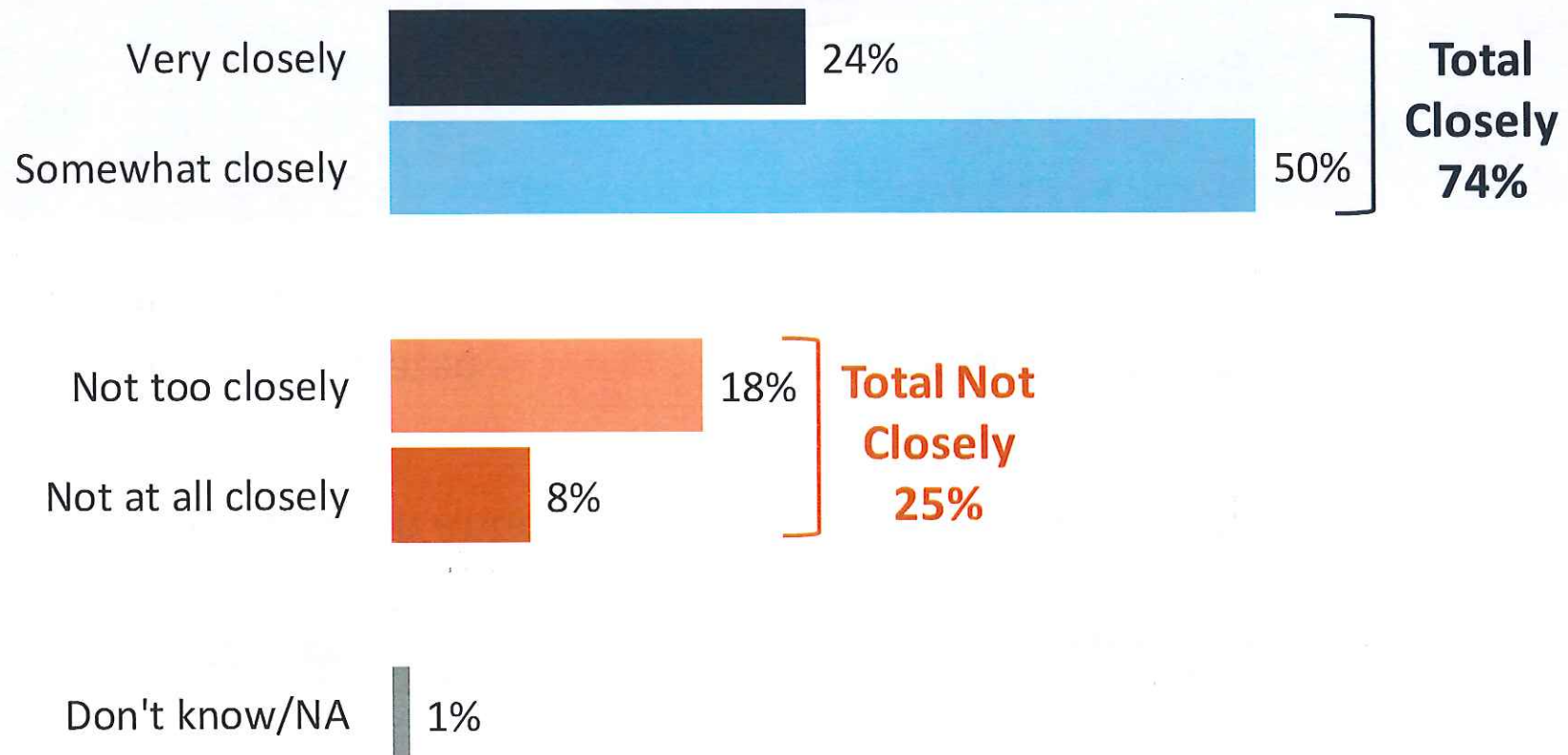
Pessimists

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



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



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
City-owned properties such as traffic medians



Providing services to local residents

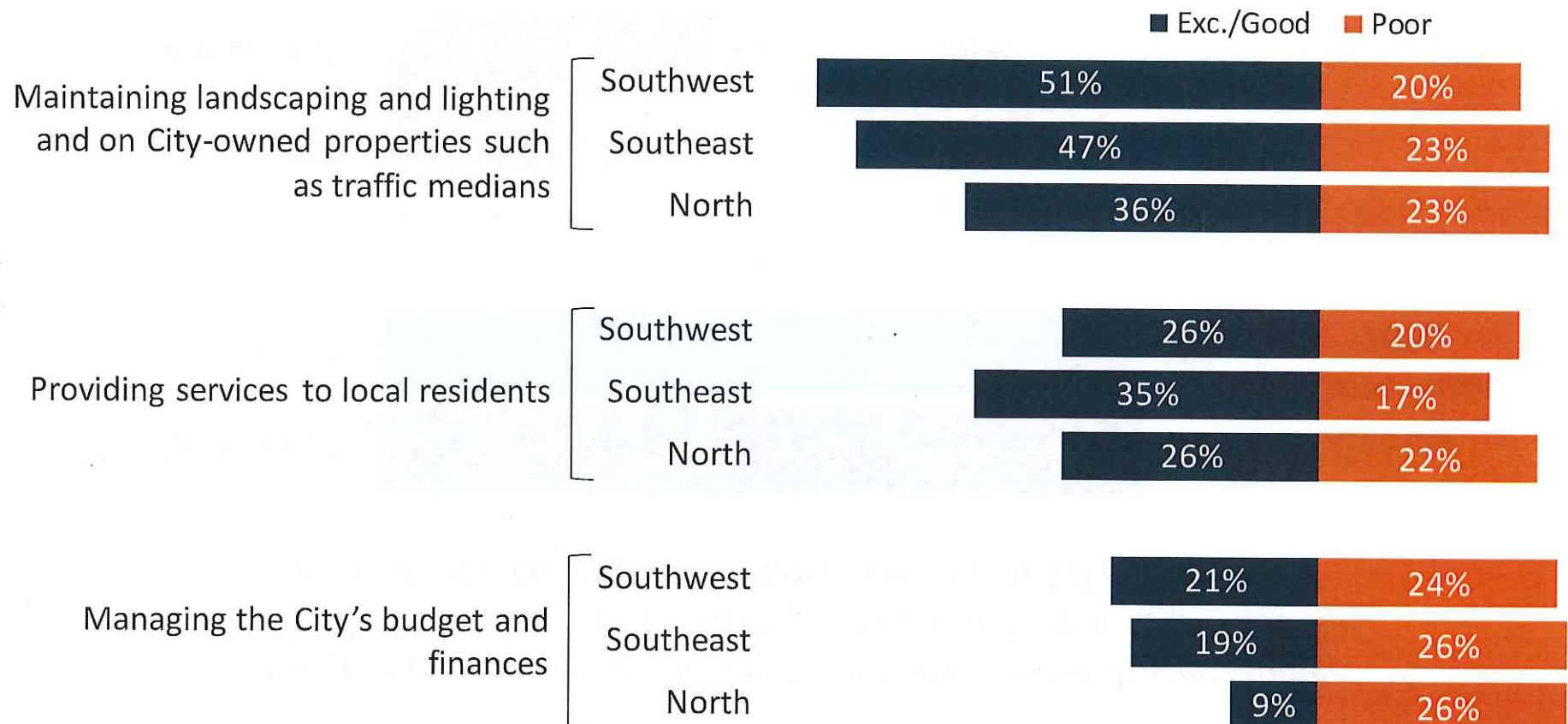


Managing the City's budget and finances



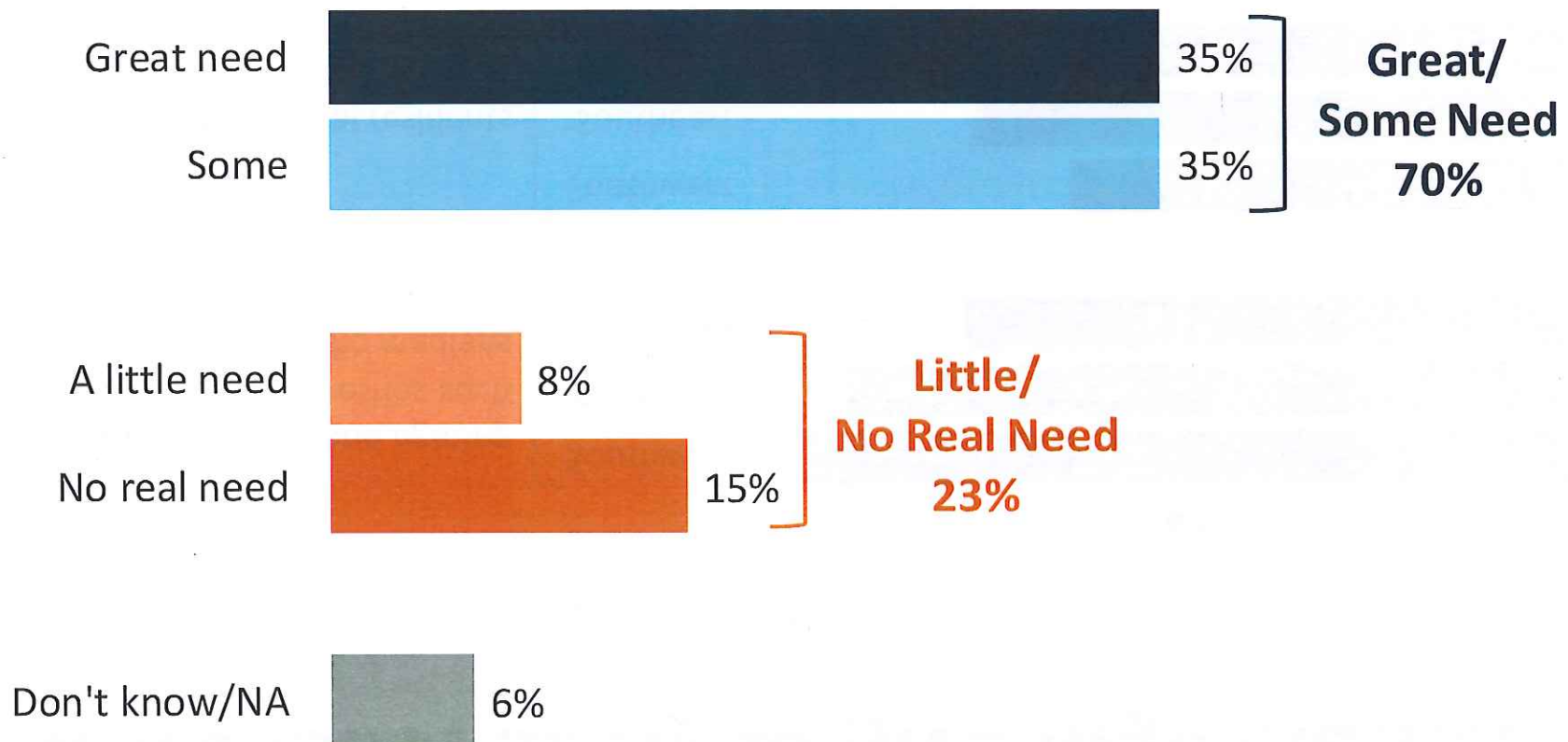
Residents of the northern neighborhood were least likely to give high marks.

by Neighborhood Zone



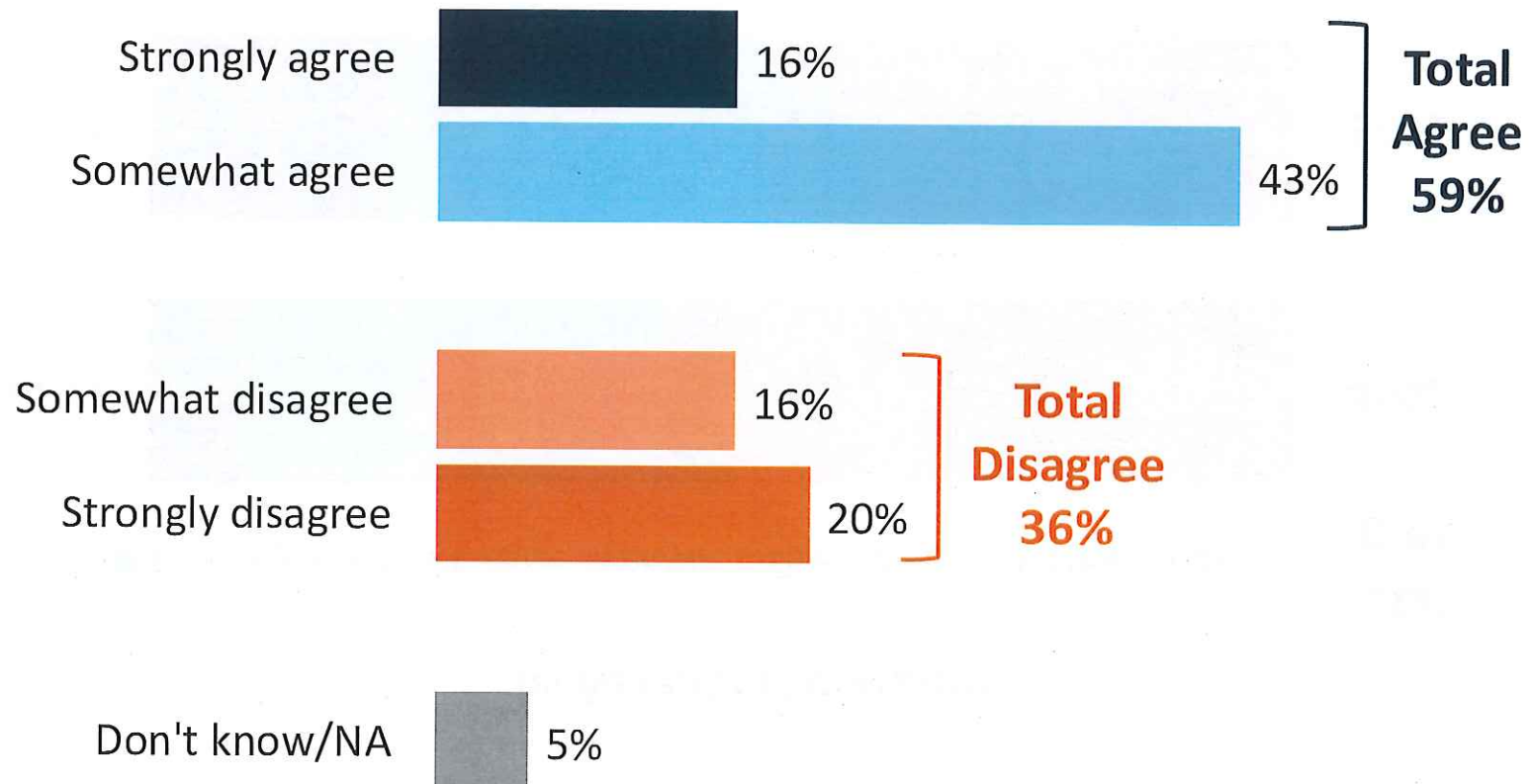
Seven in ten saw some need for new funding for City services.

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?



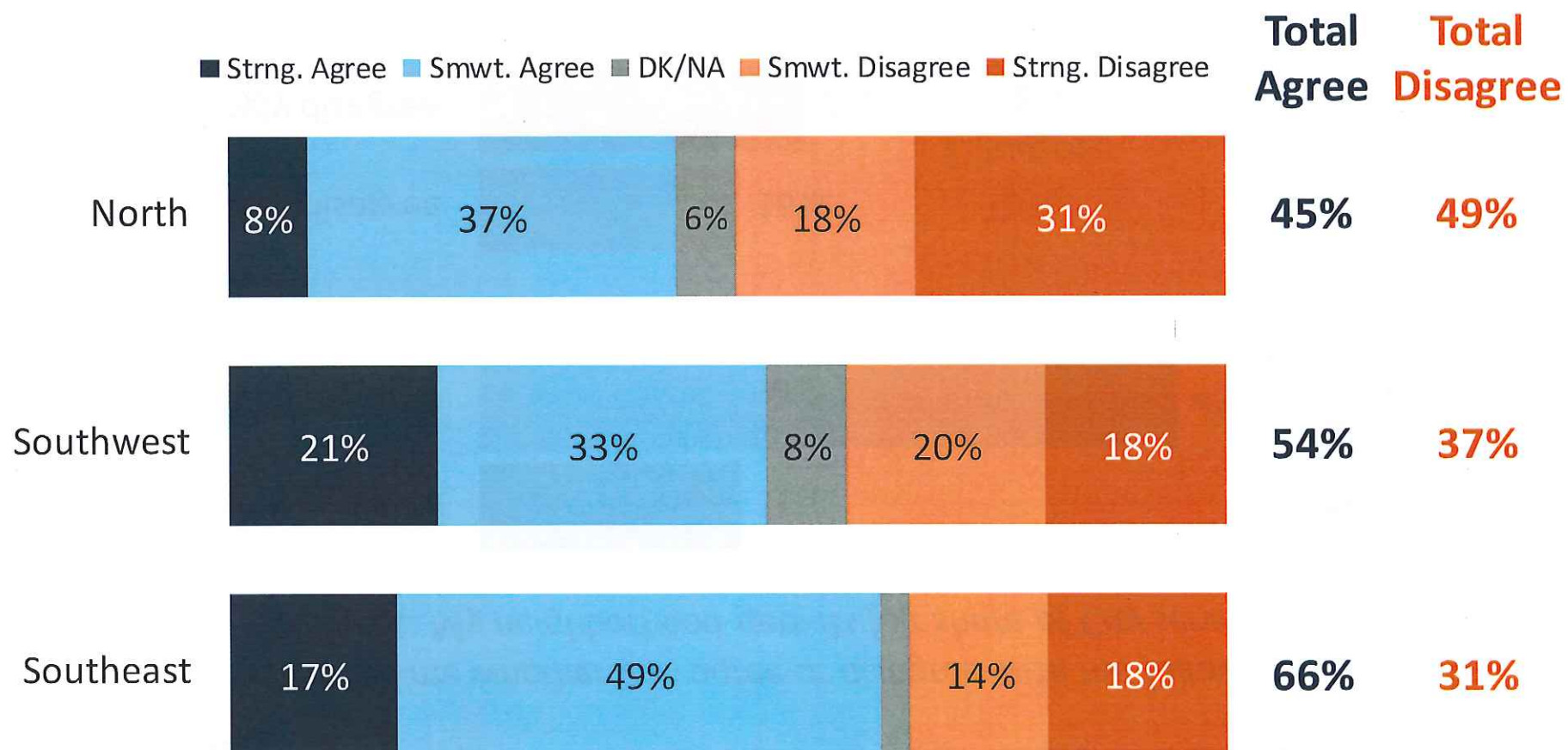
Most felt their neighborhood gets its fair share of services.

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.

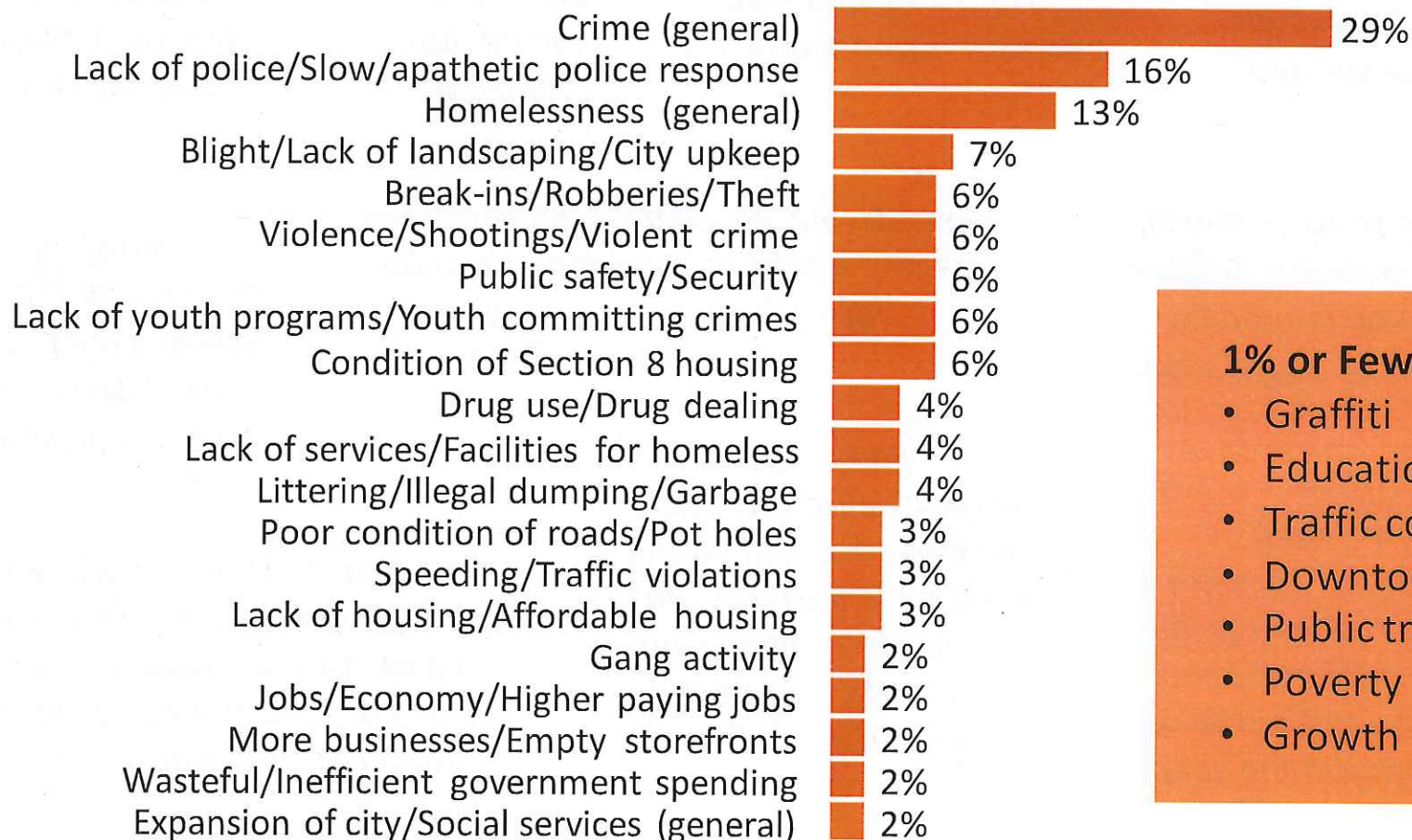
by Neighborhood Zone



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

What do you think is the most 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)



1% or Fewer

- Graffiti
- Education
- Traffic control
- Downtown
- Public transit
- Poverty
- Growth

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 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.

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.

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.

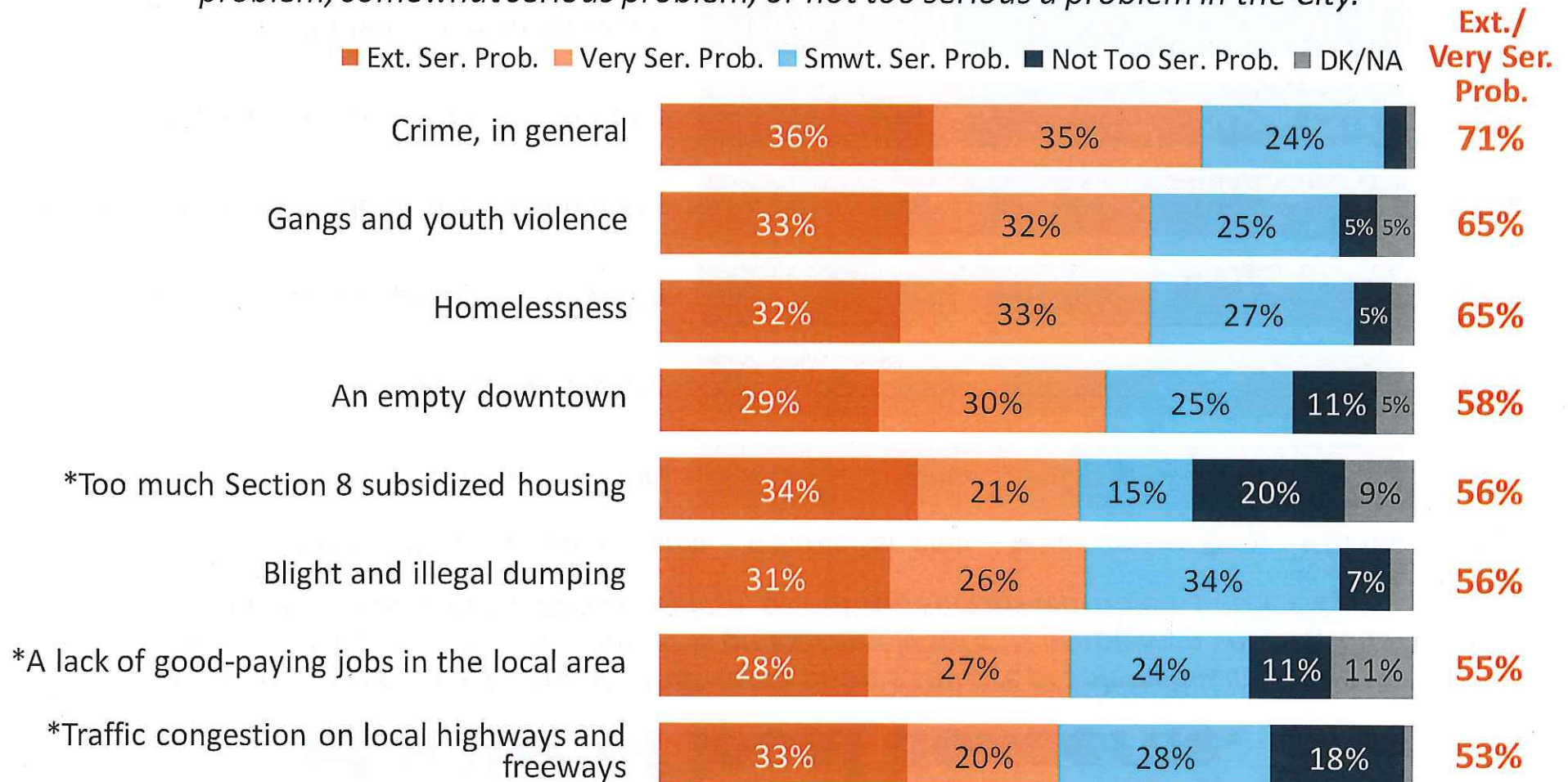
Public parks. I live by a park and it's always dirty.

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

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

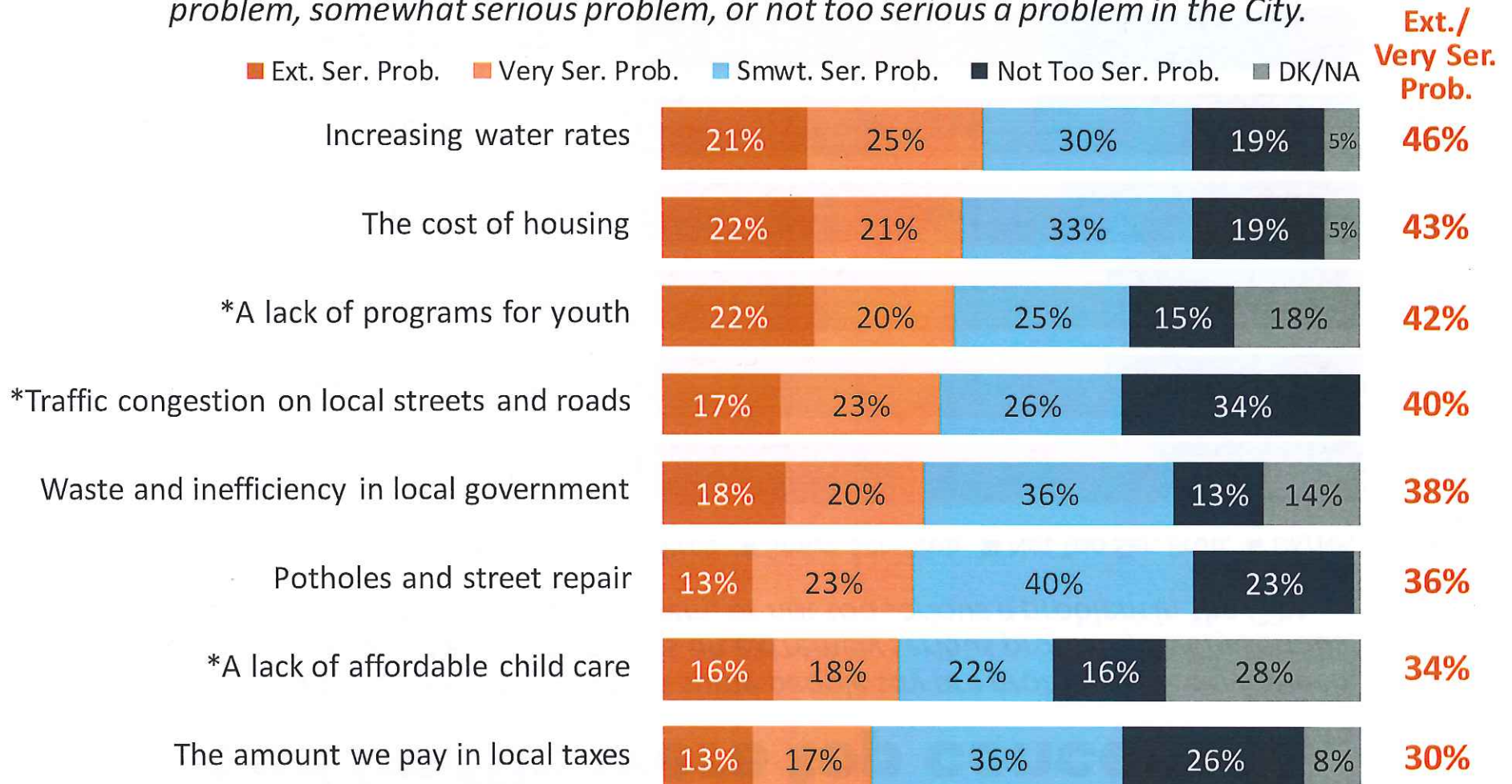
Crime, gangs, homelessness, blight, and traffic were top concerns.

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.

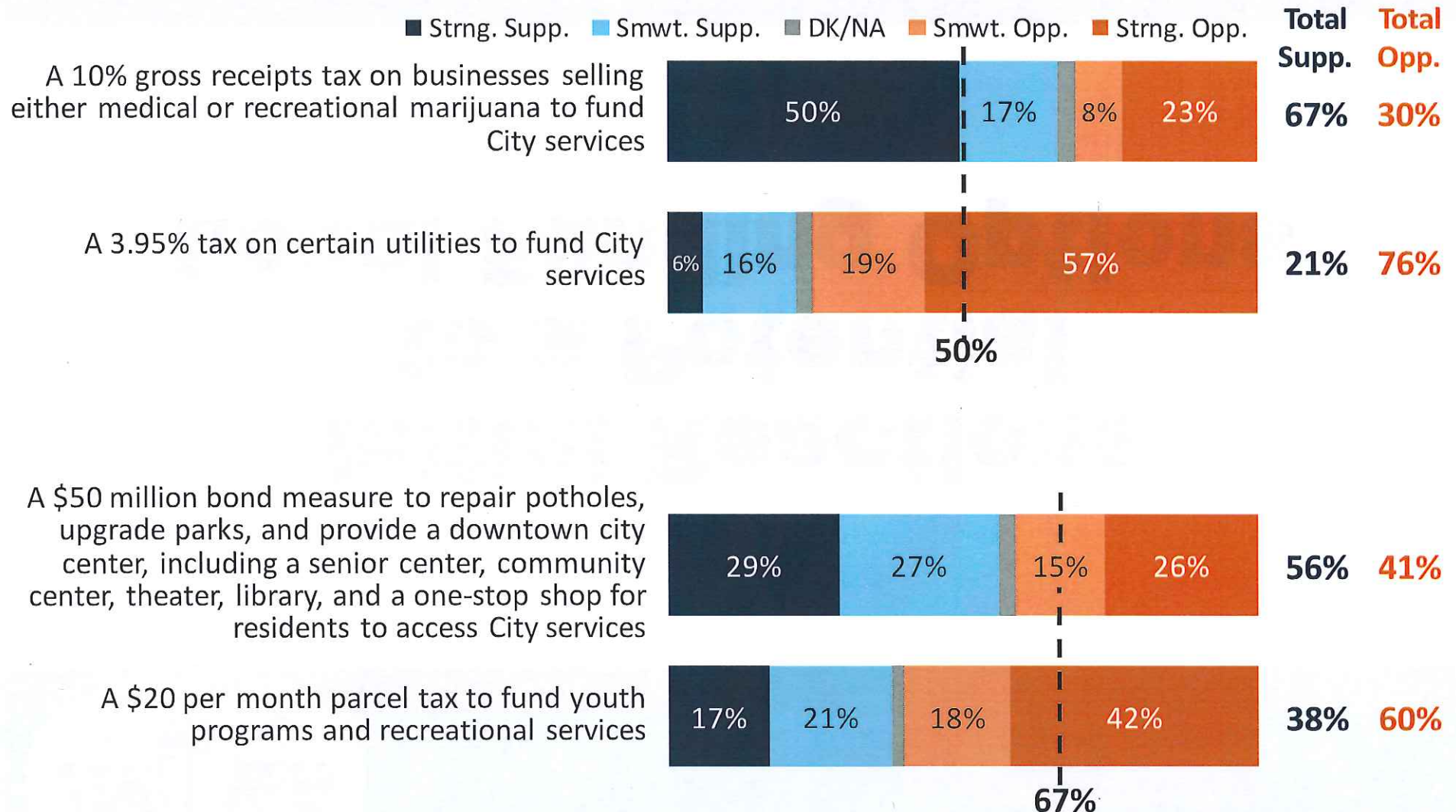
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Initial Reactions to a Potential Local Funding Options

A simple majority requirement marijuana measure is potentially viable.



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

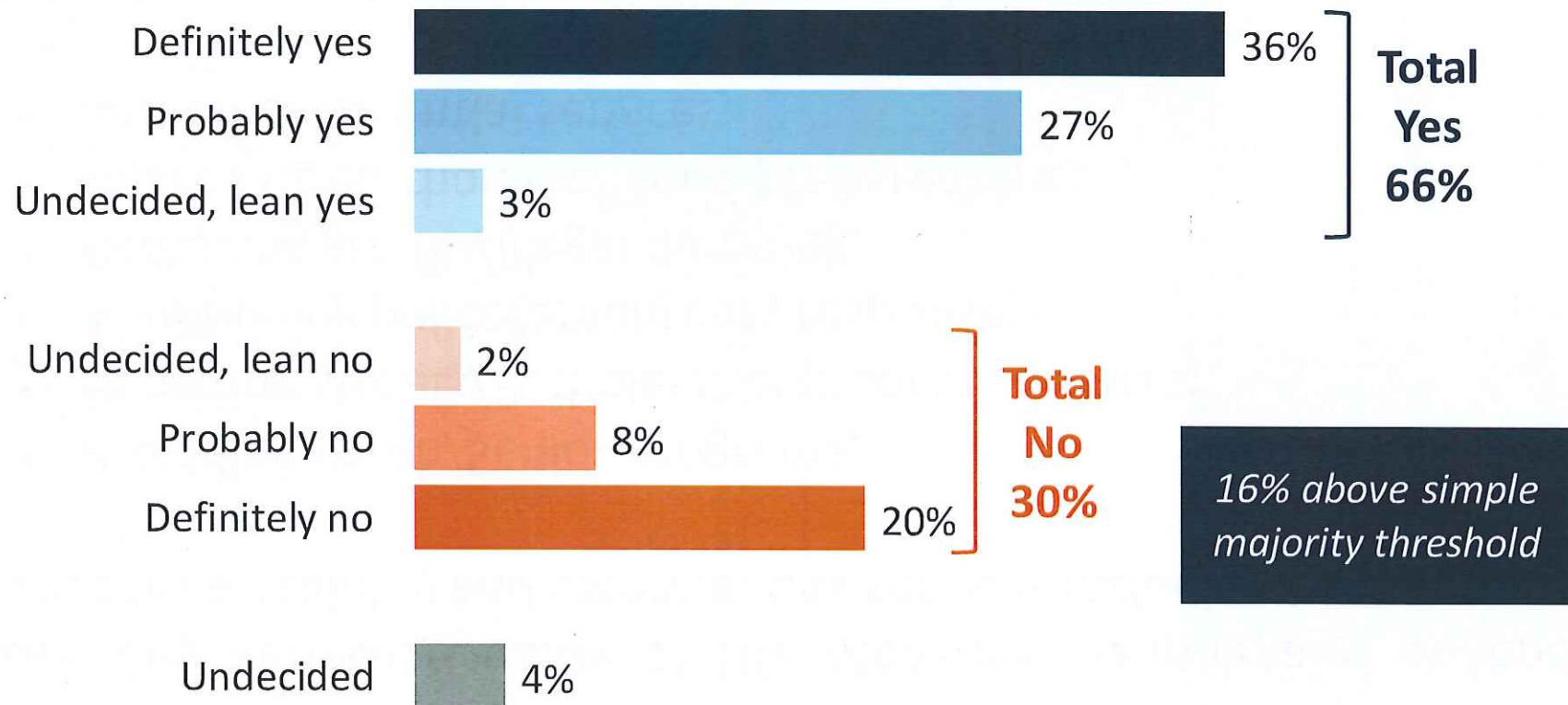
Antioch City Services/Quality of Life Measure. To maintain/ enhance Antioch's fiscal stability and essential City services including:

- 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?

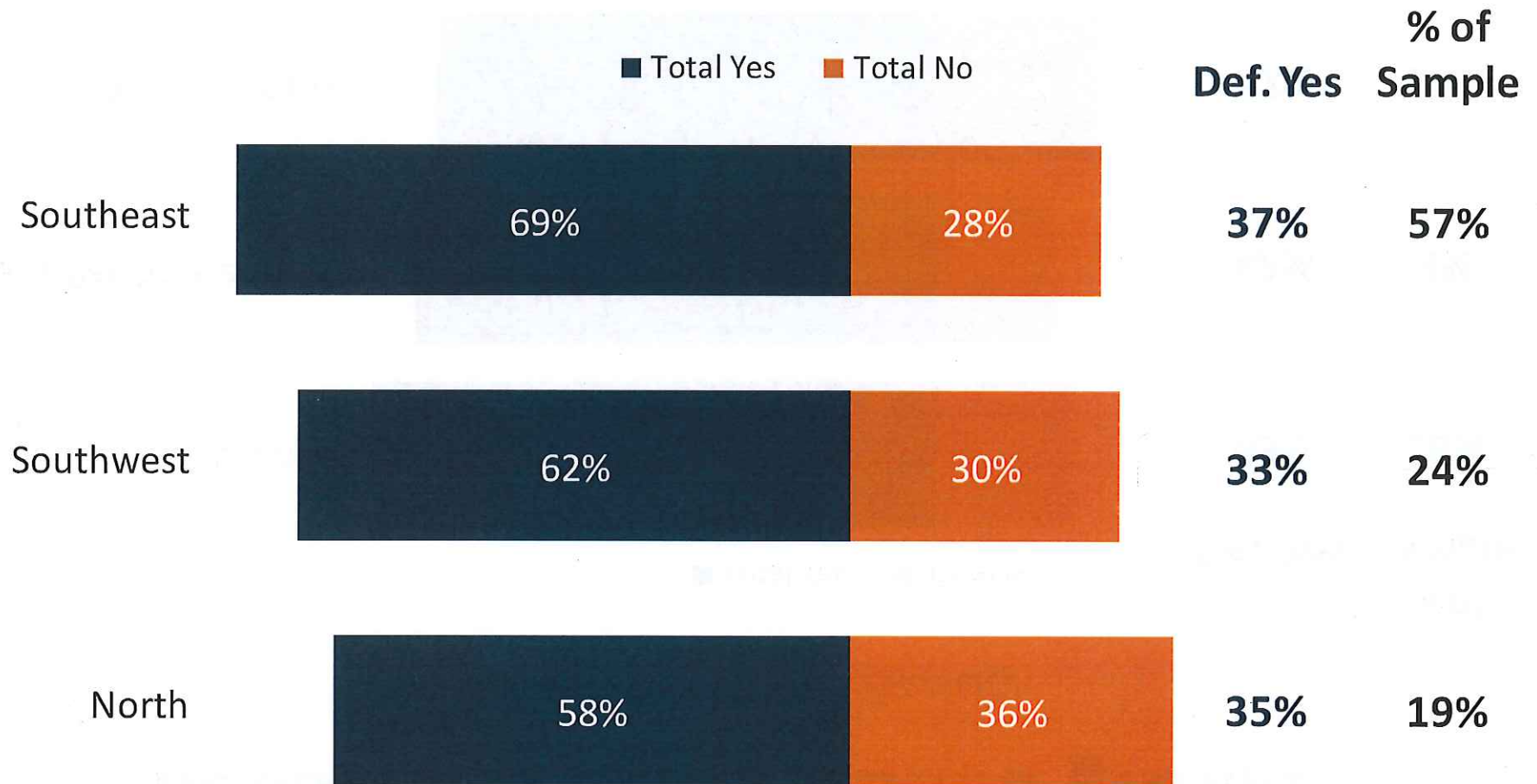
Two-thirds initially supported extending Antioch's existing sales tax at the one-cent rate.

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

■ Total Yes ■ Total No

Def. Yes % of Sample

Latinos

80%

20%

49%

16%

*Asians/Pacific Islanders

74%

17%

42%

8%

African-Americans

71%

23%

47%

15%

Whites

62%

35%

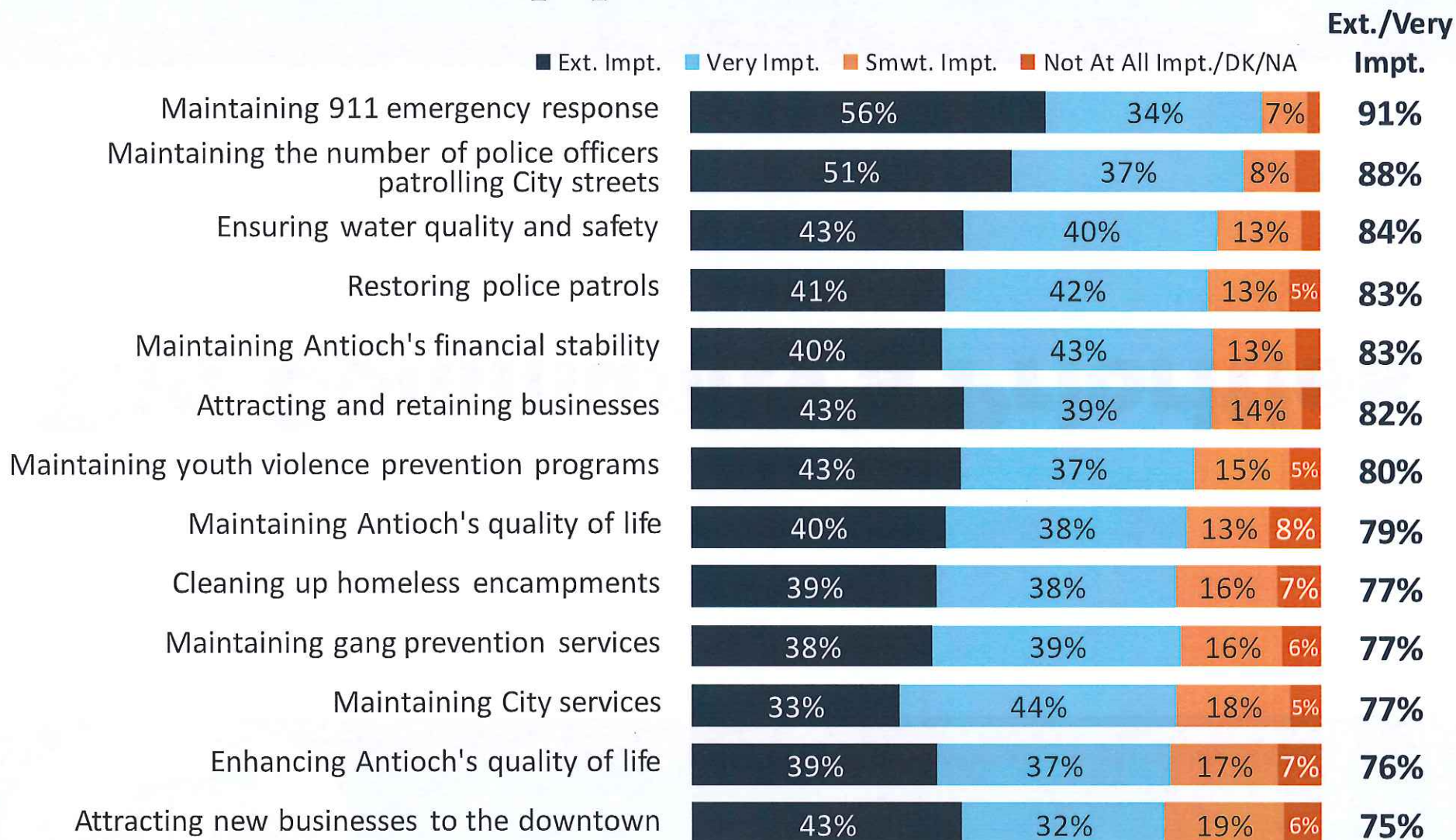
31%

45%

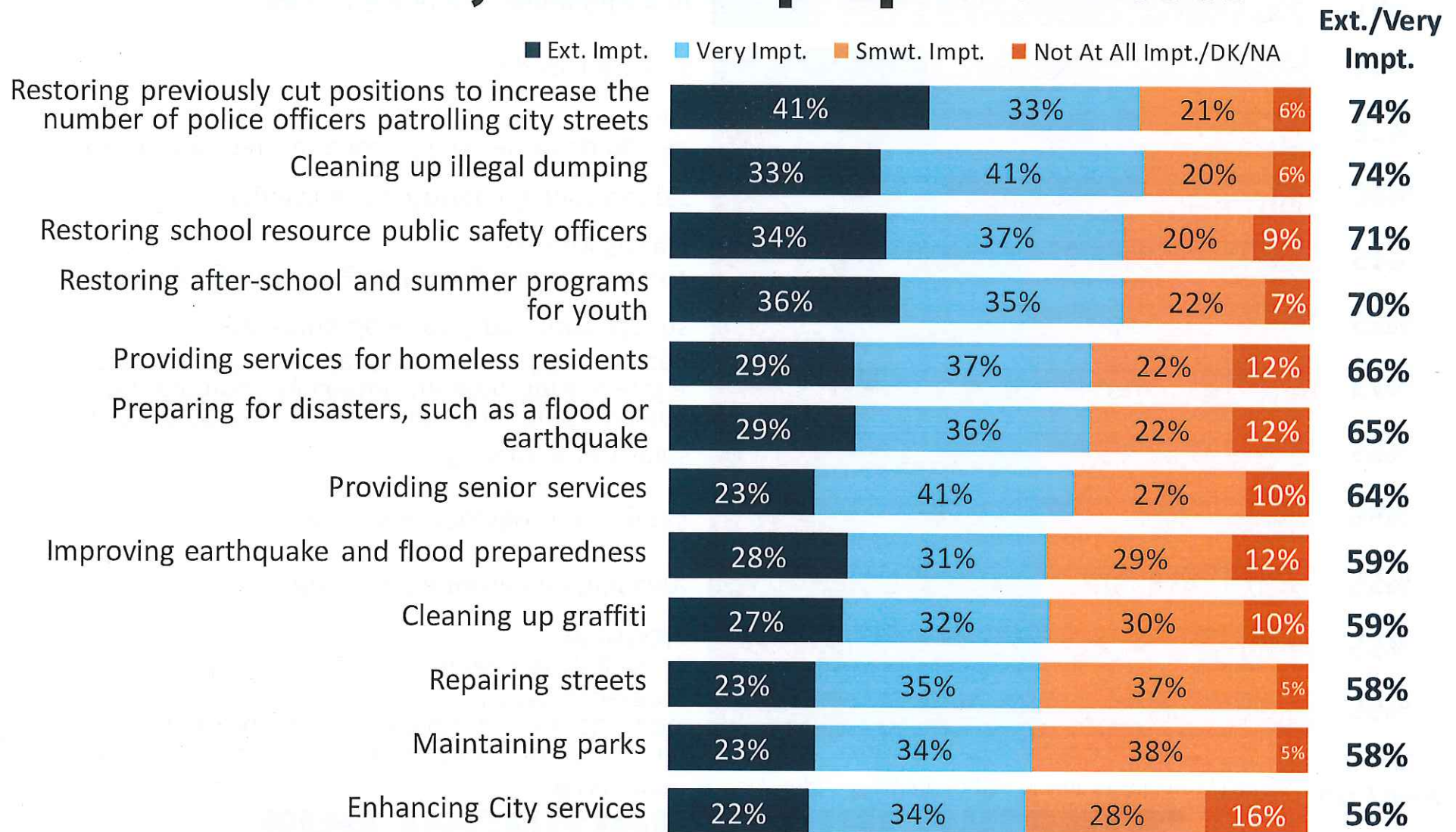


The Community's Priorities

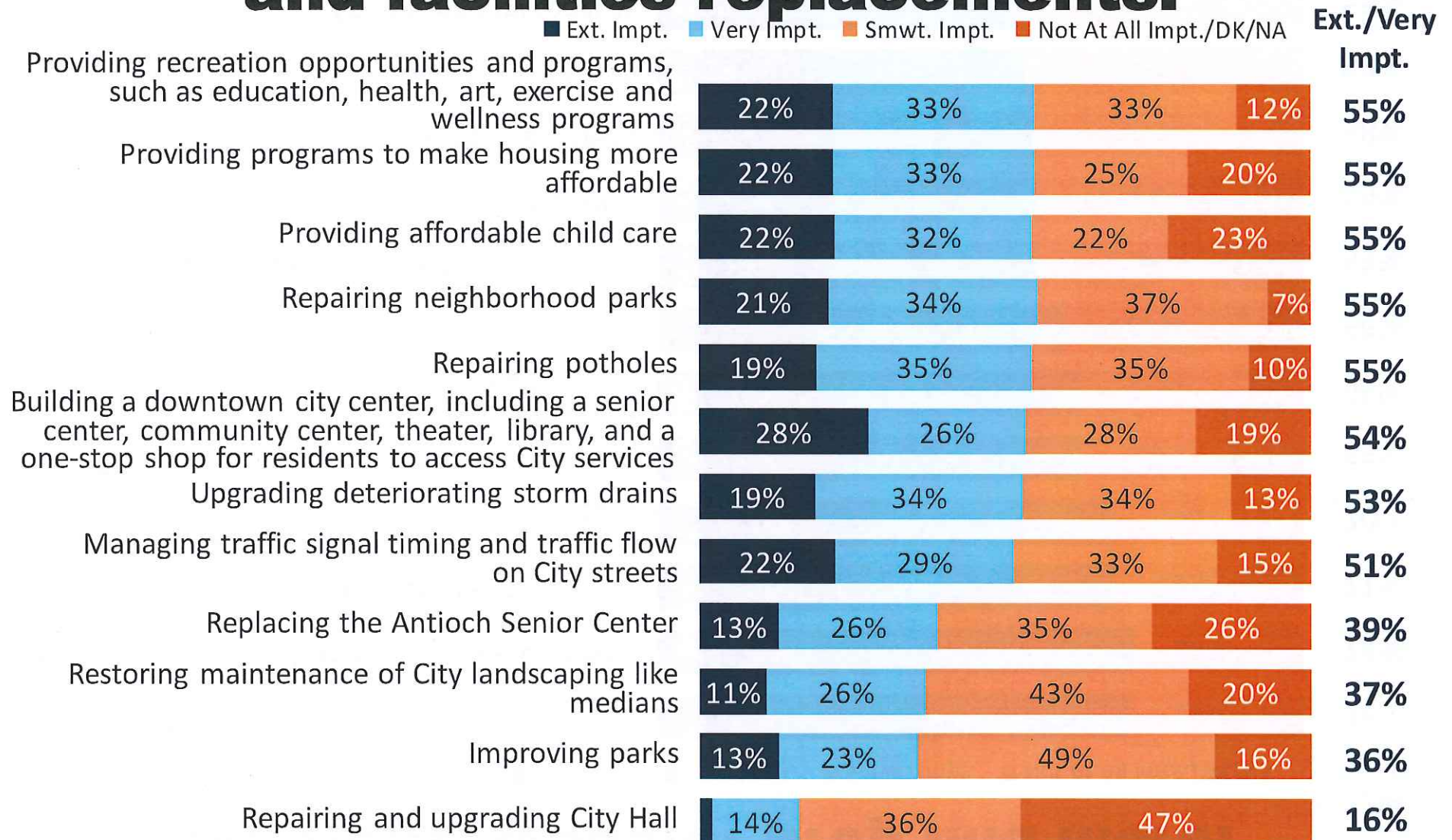
Police and crime response were top priorities overall.



Majorities also prioritized homeless services, disaster prep and more.



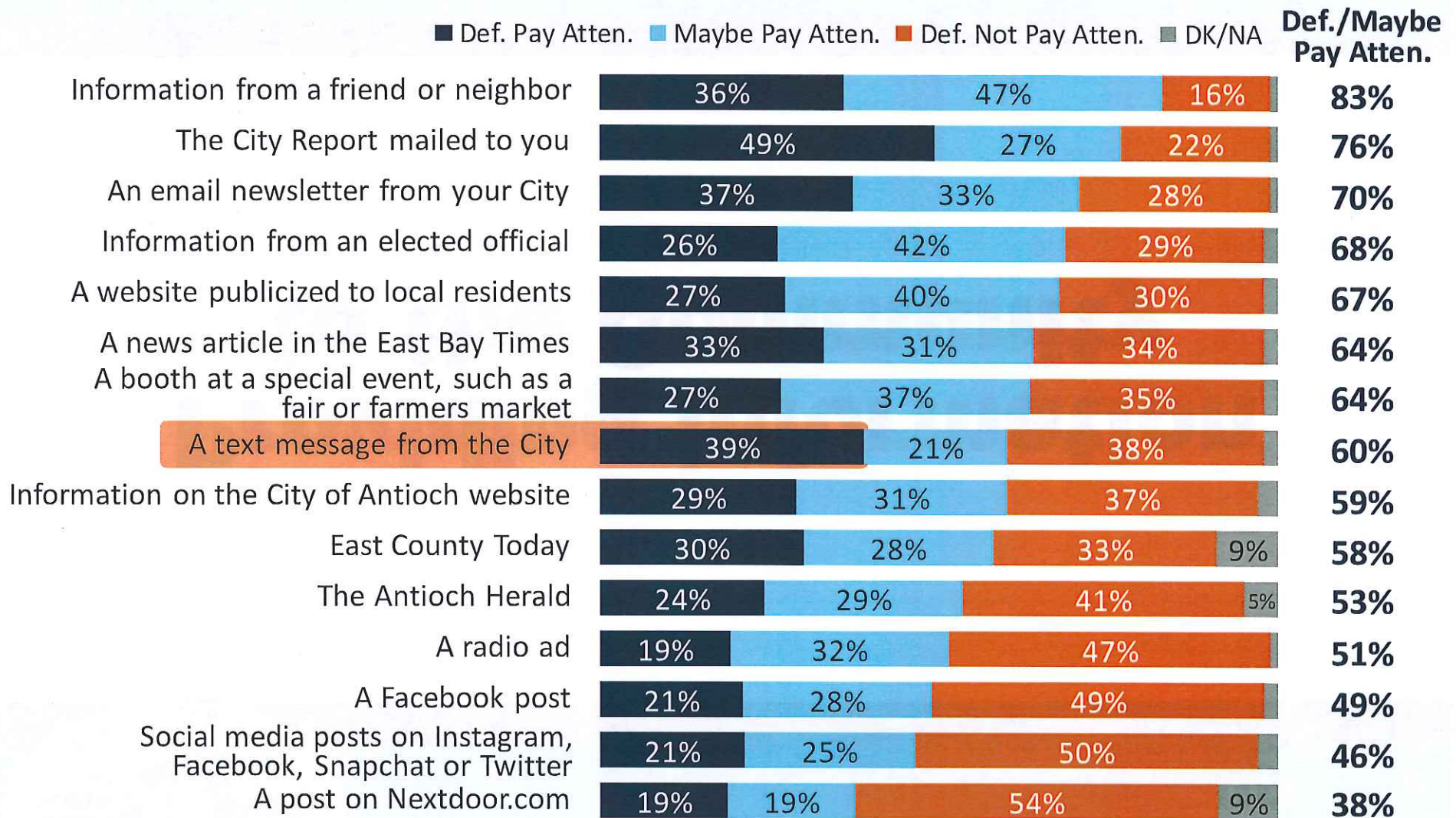
Lower community priorities included parks and facilities replacements.





Providing Information to the Community

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



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.



Conclusions

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 goal-setting 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

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