



**City of Lodi, California**  
**General Fund Survey**

**February – March, 2004**

**Exhibit "A" - Voters**



## Summary Report Voter Registration

### City of Lodi General Fund Survey Prepared for: City of Lodi

Report Date: April 19, 2004

Note: Total responses per question vary because not all participants answered each question. Answers are ranked by highest to lowest % response.

10% hotel/motel tax (Up from current 6%)	Responses	%
5	351	45 %
4	143	18 %
3	116	15 %
2	40	5 %
1	106	14 %
Not sure	25	3 %
<b>Grand Total</b>	<b>781</b>	<b>100 %</b>

1/4 cent sales tax increase	Responses	%
5	242	31 %
4	133	17 %
3	106	14 %
2	51	7 %
1	222	28 %
Not sure	29	4 %
<b>Grand Total</b>	<b>783</b>	<b>100 %</b>

To what extent do you approve of 'big box', large-scale retailers entering Lodi?	Responses	%
Strongly approve	240	31 %
Somewhat approve	121	15 %
I'm neutral about it	102	13 %
Somewhat disapprove	107	14 %
Strongly disapprove	212	27 %
<b>Grand Total</b>	<b>782</b>	<b>100 %</b>

Should the City allocate funds to update its 10-yr. old Lodi Lake master plan, to address current and future needs?	Responses	%
Definitely!	128	16 %
Probably	186	24 %
I'm neutral about it	225	29 %
Probably not	161	21 %
Definitely not!	78	10 %
<b>Grand Total</b>	<b>778</b>	<b>100 %</b>

Should the City continue to partially fund non-profits that promote community and economic development?	Responses	%
Definitely!	129	17 %
Probably	237	30 %
I'm neutral about it	195	25 %
Probably not	148	19 %
Definitely not!	71	9 %
<b>Grand Total</b>	<b>780</b>	<b>100 %</b>

If the City offered on-line utility billing, payments, and usage history, how often would you use it?	Responses	%
Always	111	14 %
Often	84	11 %
Occasionally	86	11 %
Rarely	132	17 %
Never	363	47 %
<b>Grand Total</b>	<b>776</b>	<b>100 %</b>

To what extent do you approve of Lodi Lake as an 'active' park?	Responses	%
Strongly approve	225	29 %
Somewhat approve	218	28 %
I'm neutral about it	137	17 %
Somewhat disapprove	106	14 %
Strongly disapprove	97	12 %
<b>Grand Total</b>	<b>783</b>	<b>100 %</b>



## Summary Report Voter Registration

### City of Lodi

Are there school-age children in your household?	Responses	%
None	594	77 %
One	85	11 %
Two	67	9 %
Three	22	3 %
Four	2	0 %
More than four	2	0 %
<b>Grand Total</b>	<b>772</b>	<b>100 %</b>

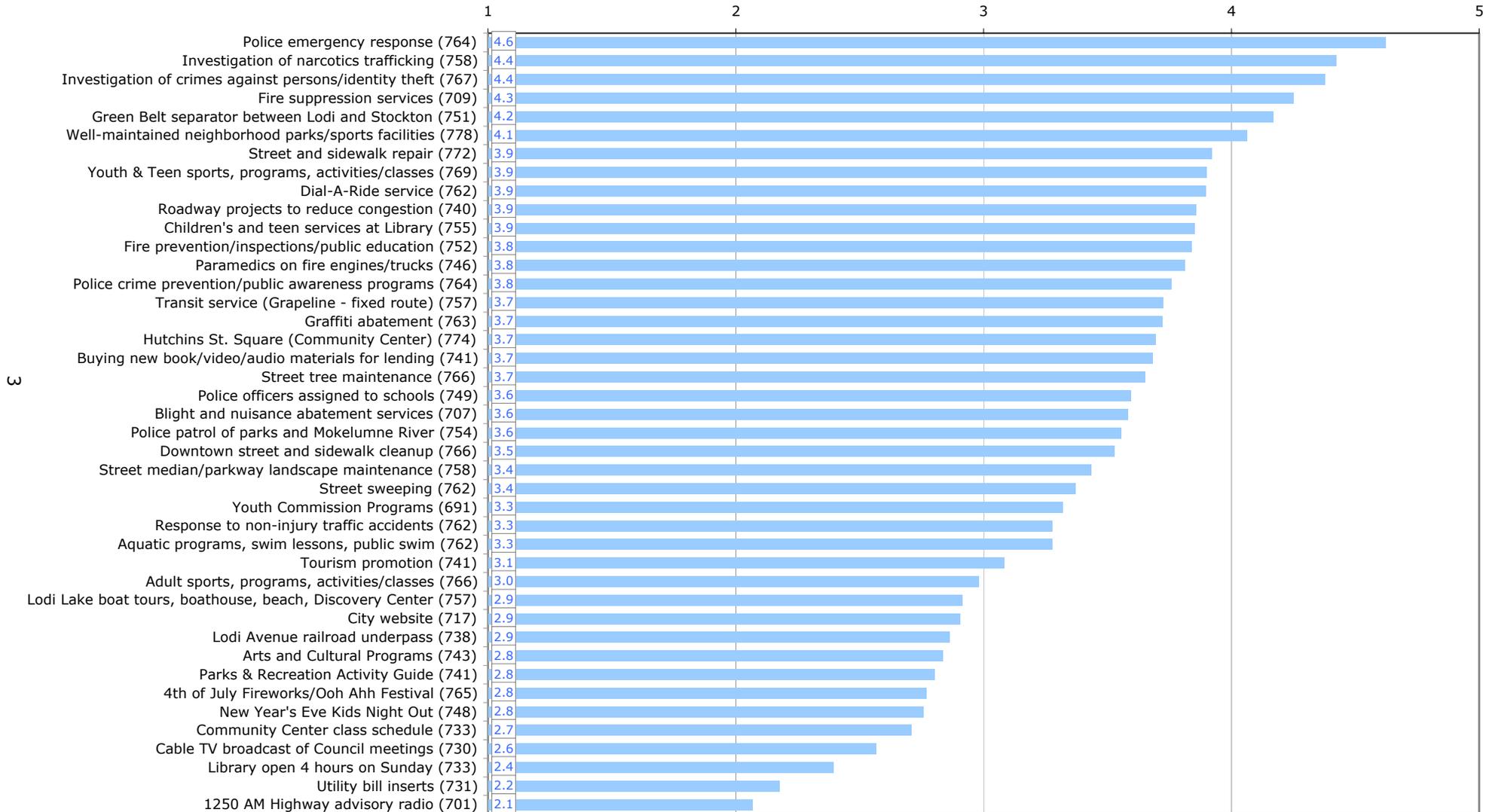
How long have you lived in Lodi?	Responses	%
0 - 2 years	6	1 %
3 - 5 years	84	11 %
6 - 10 years	64	8 %
11 - 15 years	88	11 %
16 - 20 years	78	10 %
More than 20 years	464	59 %
<b>Grand Total</b>	<b>784</b>	<b>100 %</b>

Do you own or rent your residence?	Responses	%
I own my residence	665	85 %
I rent my residence	98	13 %
Other	21	3 %
<b>Grand Total</b>	<b>784</b>	<b>100 %</b>

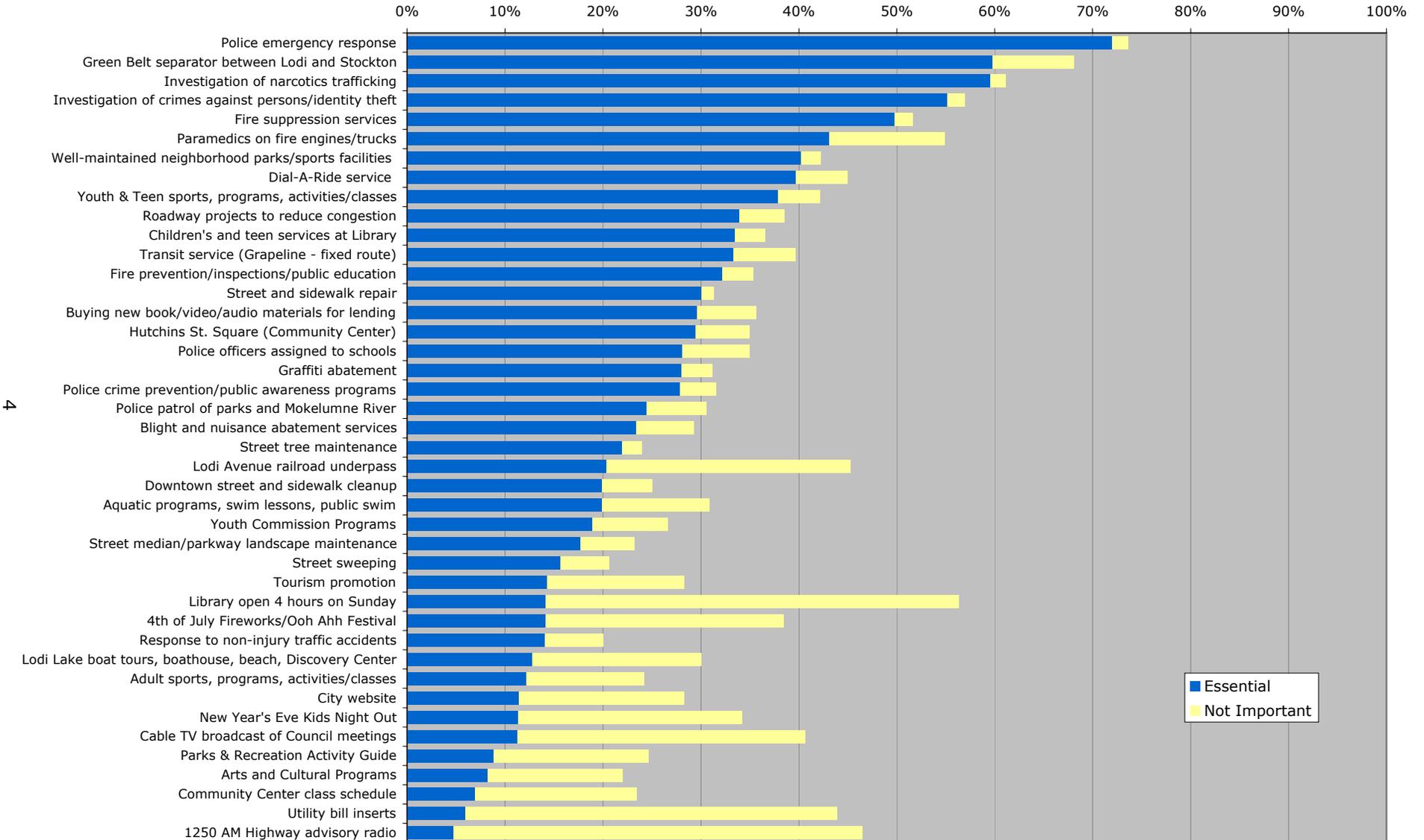
Zip Code	Responses	%
95242	436	57 %
95240	320	42 %
95241	11	1 %
<b>Grand Total</b>	<b>767</b>	<b>100 %</b>

In which age bracket are you?	Responses	%
18 - 24	9	1 %
25 - 34	37	5 %
35 - 49	160	21 %
50 - 65	267	34 %
66 - 75	152	20 %
Over 75	149	19 %
<b>Grand Total</b>	<b>774</b>	<b>100 %</b>

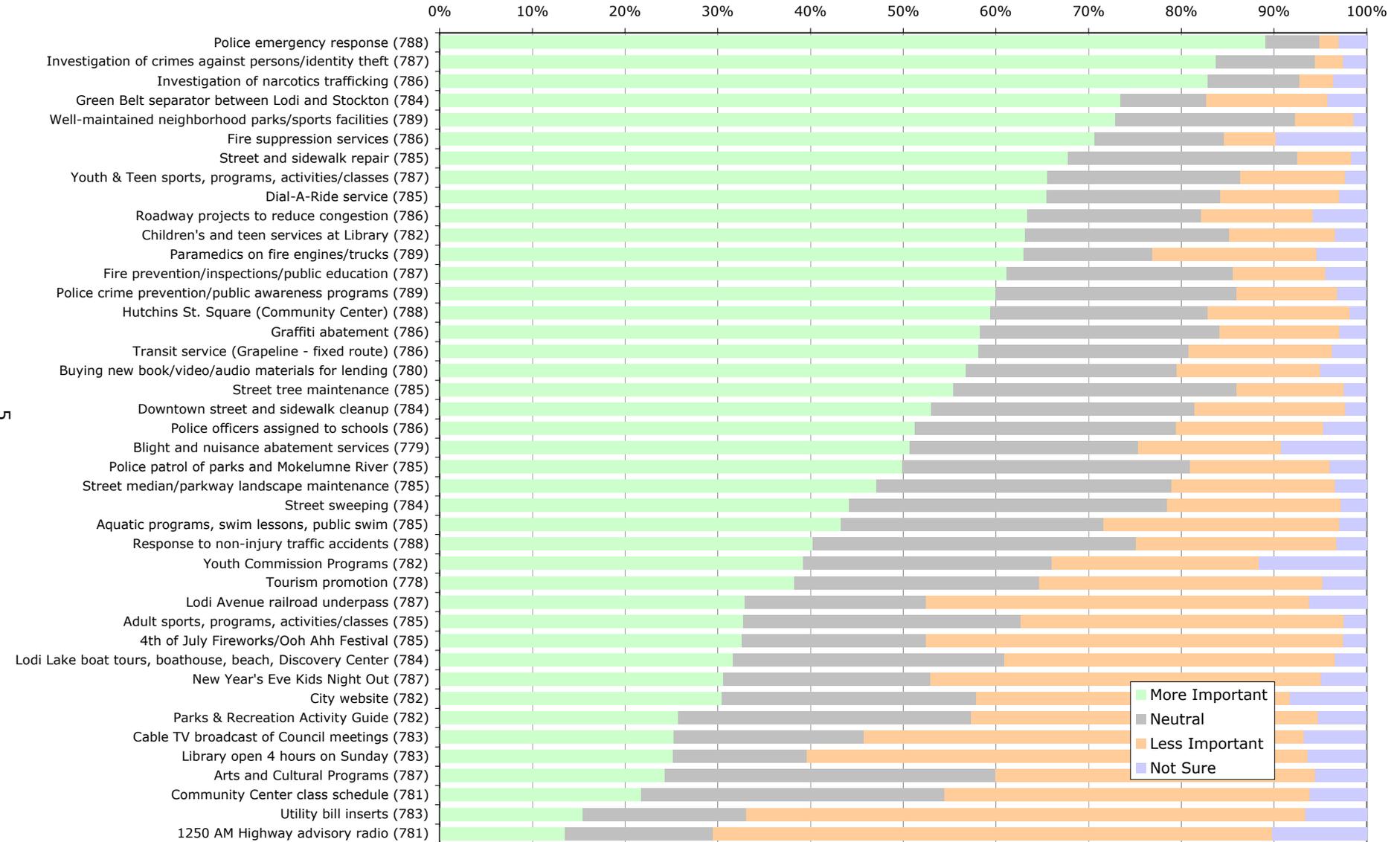
## City of Lodi - General Fund Survey Ranking of Services Voter Registration Panel



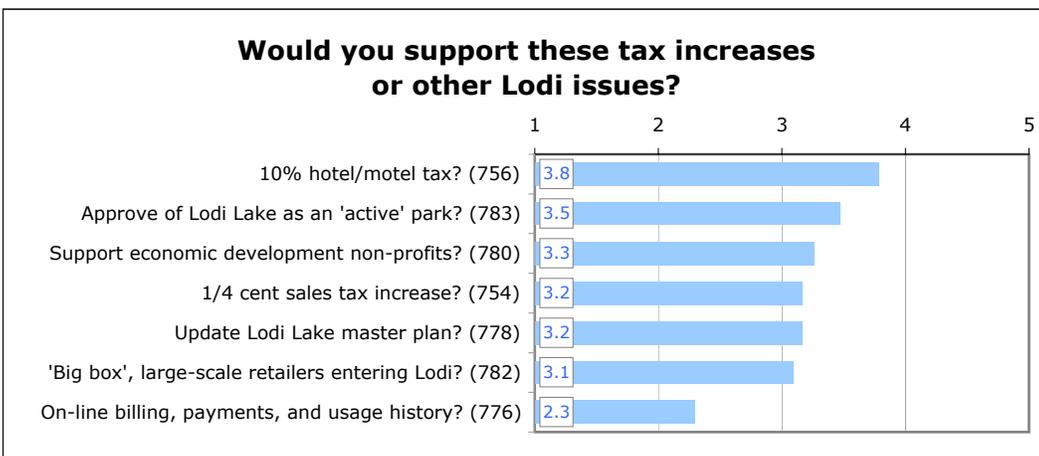
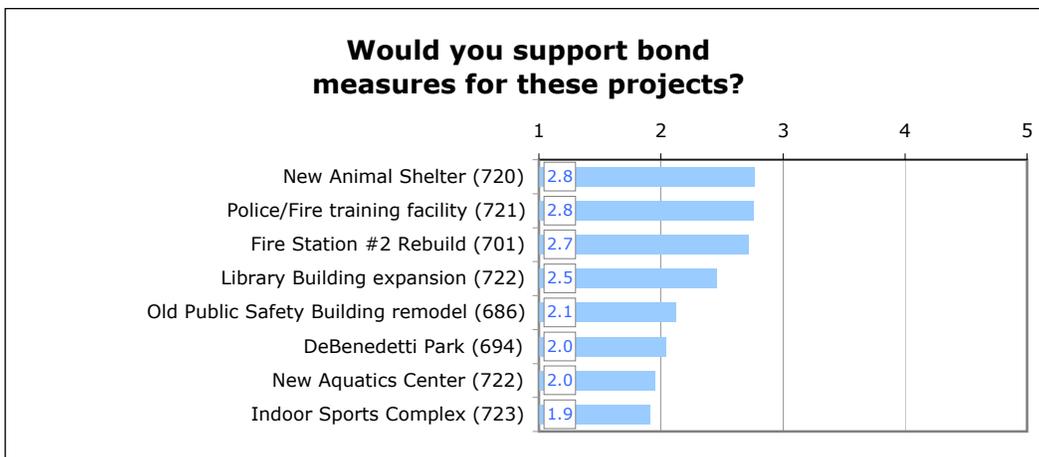
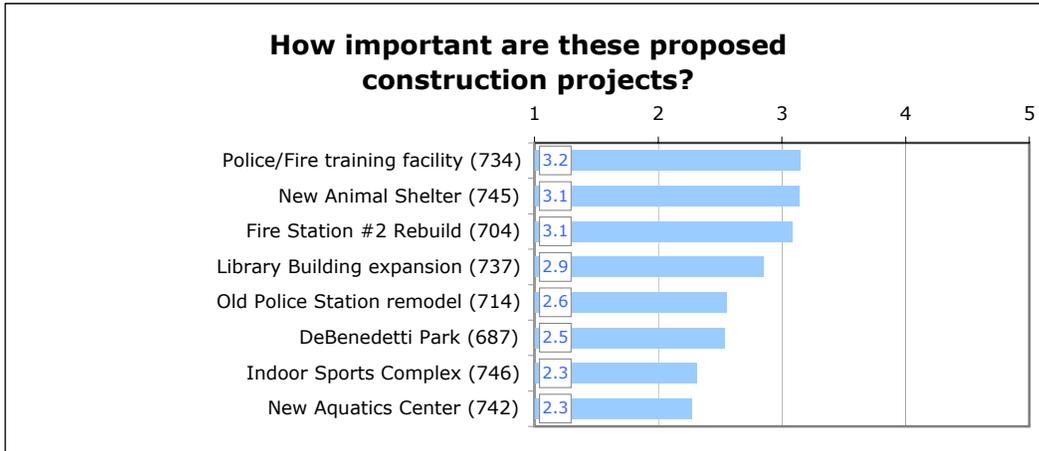
## City of Lodi - General Fund Survey Essential vs. Not Important Voter Registration Panel



## City of Lodi - General Fund Survey Score Composition of Services Voter Registration Panel



## City of Lodi - General Fund Survey Ranking of Projects, Taxes, other Issues Voter Registration Panel



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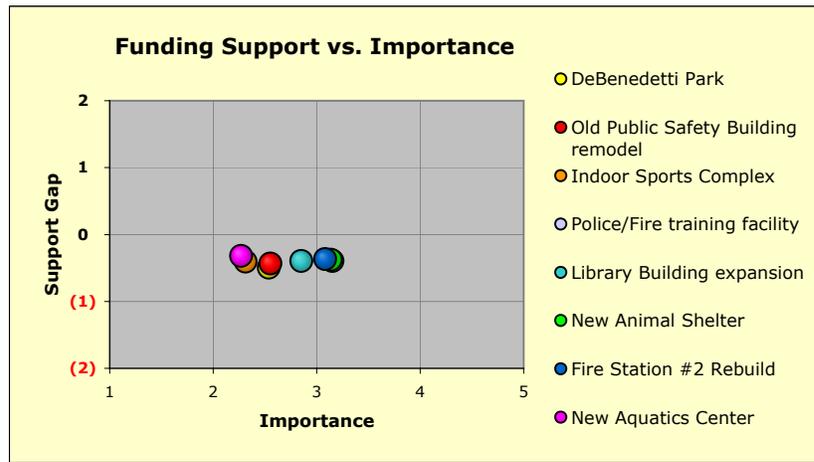
**Voter Registration Panel  
Proposed Construction Projects  
Importance vs. Funding Support**

*How important are these proposed construction projects?  
...Would you support bond measures for these projects?*

	<b>Support*</b>	<b>Importance*</b>	<b>Support Gap**</b>
DeBenedetti Park	2.0	2.5	<b>(0.5)</b>
Old Public Safety Building remodel	2.1	2.6	<b>(0.4)</b>
Indoor Sports Complex	1.9	2.3	<b>(0.4)</b>
Police/Fire training facility	2.8	3.2	<b>(0.4)</b>
Library Building expansion	2.5	2.9	<b>(0.4)</b>
New Animal Shelter	2.8	3.1	<b>(0.4)</b>
Fire Station #2 Rebuild	2.7	3.1	<b>(0.4)</b>
New Aquatics Center	2.0	2.3	<b>(0.3)</b>

\* Average scores are based on a rating scale of 1 (Not Important/Not Supportive) to 5 (Very Important/Very Supportive).

\*\* Support gap is calculated by subtracting Importance from Support



The Support "Gap" is the average "support" score minus the average importance score for each proposed project. It is generally seen as a measure of the degree to which support for funding the projects with bond measures meets, exceeds, or falls short of the importance of the project.

## City of Lodi - General Fund Survey (Voter Registration Panel) Services by Zip Code

Services ranked highest to lowest by overall average scores.				
Service	Overall	95242	95240	95241
Police emergency response	4.6	4.6	4.6	4.8
Investigation of narcotics trafficking	4.4	4.5	4.4	4.7
Investigation of crimes against persons/identity theft	4.4	4.3	4.5	4.7
Fire suppression services	4.3	4.2	4.3	4.7
Green Belt separator between Lodi and Stockton	4.2	4.2	4.2	4.7
Well-maintained neighborhood parks/sports facilities	4.1	4.1	4.1	4.0
Street and sidewalk repair	3.9	3.9	4.0	4.2
Youth & Teen sports, programs, activities/classes	3.9	3.9	3.9	3.5
Dial-A-Ride service	3.9	3.9	3.9	4.2
Roadway projects to reduce congestion	3.9	3.9	3.8	4.0
Children's and teen services at Library	3.9	3.9	3.9	3.9
Fire prevention/inspections/public education	3.9	3.8	3.9	4.4
Paramedics on fire engines/trucks	3.8	3.8	3.8	4.5
Police crime prevention/public awareness programs	3.8	3.8	3.8	4.1
Graffiti abatement	3.7	3.7	3.8	4.0
Transit service (Grapeline - fixed route)	3.7	3.7	3.7	4.1
Buying new book/video/audio materials for lending	3.7	3.7	3.7	3.5
Hutchins St. Square (Community Center)	3.7	3.7	3.6	3.9
Street tree maintenance	3.7	3.6	3.7	3.5
Police officers assigned to schools	3.6	3.6	3.6	3.9
Blight and nuisance abatement services	3.6	3.6	3.6	3.8
Police patrol of parks and Mokelumne River	3.6	3.5	3.7	3.6
Downtown street and sidewalk cleanup	3.5	3.5	3.6	3.7
Street median/parkway landscape maintenance	3.5	3.4	3.5	3.7
Street sweeping	3.4	3.3	3.5	3.7
Youth Commission Programs	3.3	3.3	3.4	2.3
Response to non-injury traffic accidents	3.3	3.2	3.3	3.8
Aquatic programs, swim lessons, public swim	3.3	3.3	3.3	3.4
Tourism promotion	3.1	3.1	3.1	3.3
Adult sports, programs, activities/classes	3.0	3.0	2.9	3.4
Lodi Lake boat tours, boathouse, beach, Discovery Center	2.9	3.0	2.8	2.7
City website	2.9	2.9	3.0	2.6
Lodi Avenue railroad underpass	2.9	2.9	2.8	3.8
Arts and Cultural Programs	2.8	2.9	2.8	3.1
Parks & Recreation Activity Guide	2.8	2.8	2.8	3.1
4th of July Fireworks/Ooh Ahh Festival	2.8	2.8	2.7	2.4
New Year's Eve Kids Night Out	2.8	2.9	2.7	1.9
Community Center class schedule	2.7	2.7	2.7	3.6
Cable TV broadcast of Council meetings	2.6	2.6	2.5	2.9
Library open 4 hours on Sunday	2.4	2.4	2.4	2.0
Utility bill inserts	2.2	2.1	2.2	2.5
1250 AM Highway advisory radio	2.1	2.1	2.0	2.8
<b>Total number of respondents:</b>	<b>768</b>	<b>437</b>	<b>320</b>	<b>11</b>
	Value less than 3.5			
	Value equal to 3.5			
	Value greater than 3.5			

Respondents used a 1-5 rating scale when rating services (higher numbers mean more importance).





