








Rohnert Park Community Assessment Survey

Survey Conducted September 17-24, 2025



OPINION
RESEARCH
& STRATEGY

Survey Methodology

Dates	September 17-24, 2025
Survey Type	Dual-mode Voter Survey
Research Population	Likely November 2026 Voters in the City of Rohnert Park
Total Interviews	417
Margin of Sampling Error	(Full Sample) $\pm 4.9\%$ at the 95% Confidence Level (Half Sample) $\pm 6.9\%$ at the 95% Confidence Level
Contact Methods	 Telephone Calls  Email Invitations  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews
Languages	English and Spanish

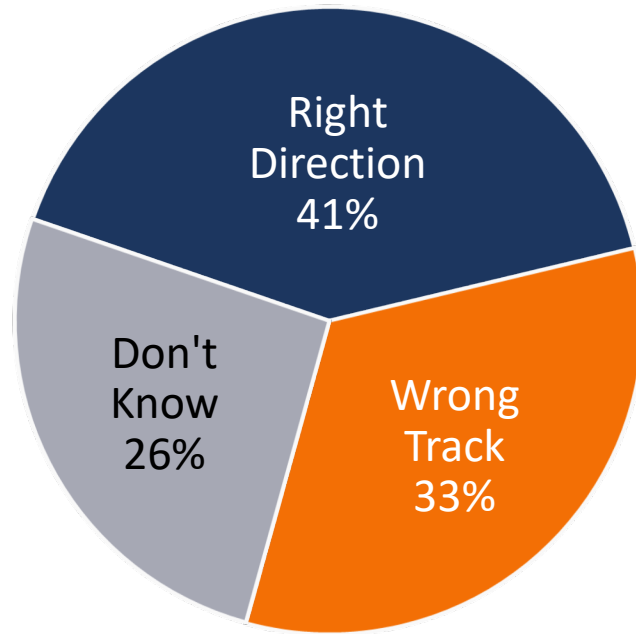
(Note: Not All Results Will Sum to 100% Due to Rounding)



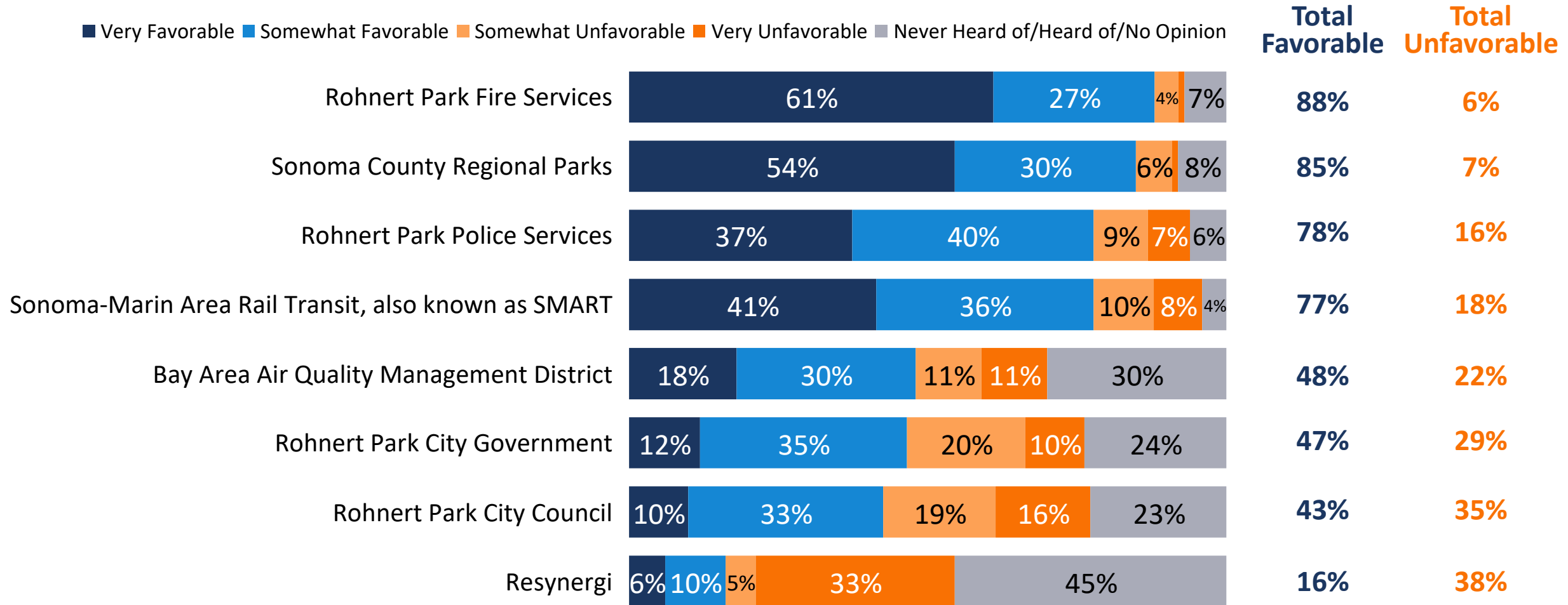
Perceptions of Life in Rohnert Park

A plurality of voters surveyed said they thought the City was headed in the right direction.

Would you say that things in the City of Rohnert Park are generally headed in the right direction or are they pretty seriously off on the wrong track?

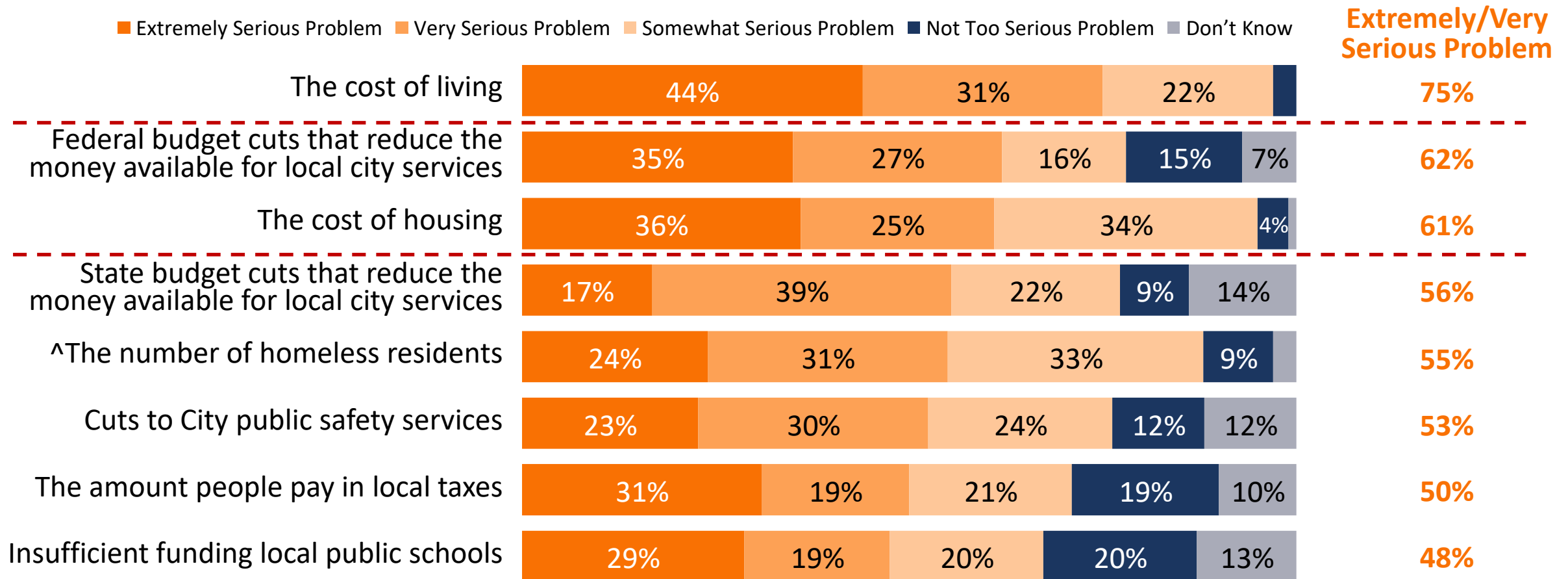


Rohnert Park Firefighters and Police are highly regarded.



The cost of living and housing, as well as federal budget cuts are some of the most serious problems for voters.

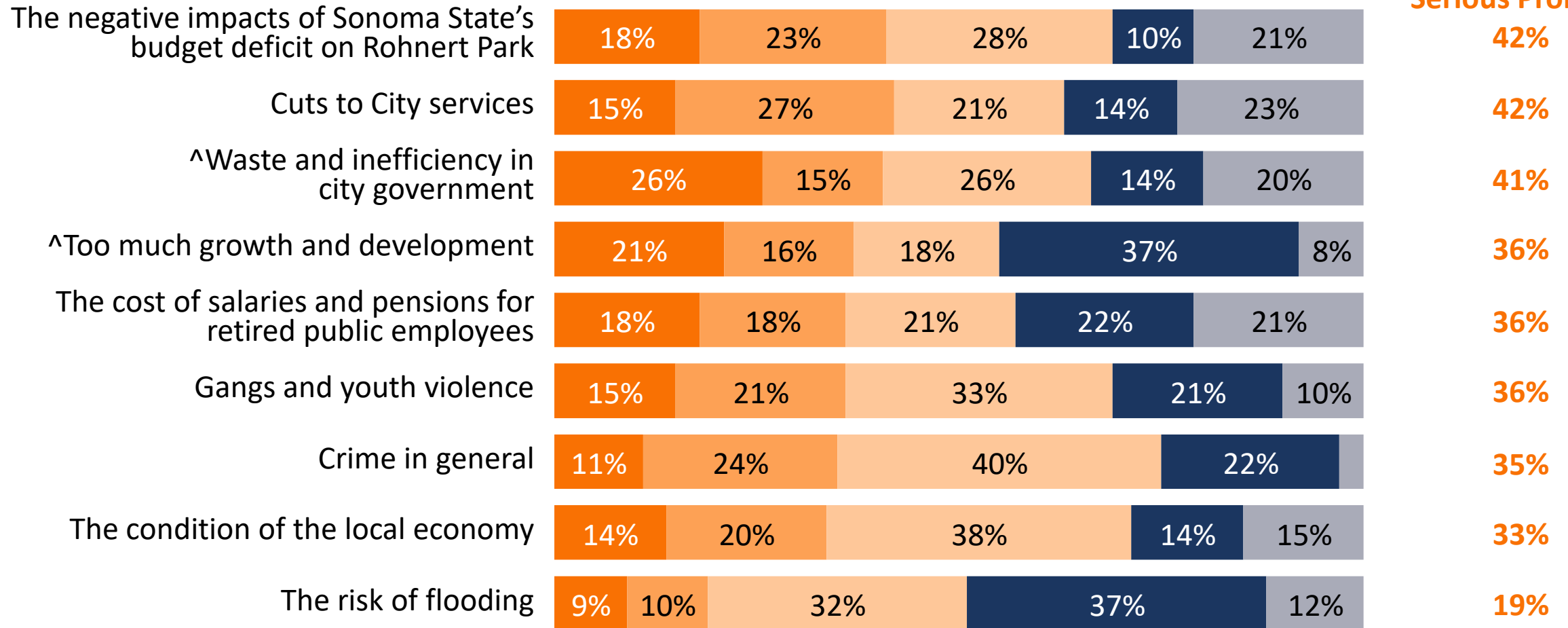
Please consider the following issues that some people suggest are problems facing the City. Please indicate whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or not too serious a problem in Rohnert Park.



Few are intensely concerned about cuts to city services, growth, crime, the local economy, or the risk of local flooding.

■ Extremely Serious Problem
 ■ Very Serious Problem
 ■ Somewhat Serious Problem
 ■ Not Too Serious Problem
 ■ Don't Know

Extremely/Very Serious Problem

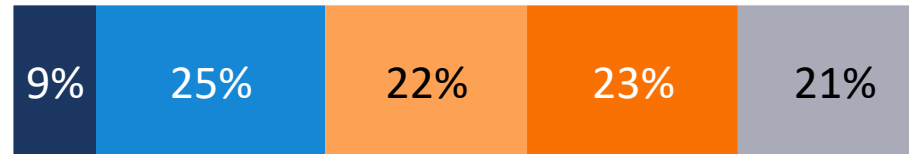


Nearly half of Rohnert Park voters are unaware of the City's financial management

■ Very Accurate
■ Somewhat Accurate
■ Somewhat Inaccurate
■ Very Inaccurate
■ Don't Know

Total Accurate **Total Inaccurate**

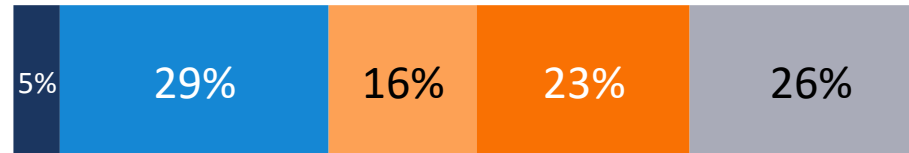
^The City is transparent and open in its decision making



34%

46%

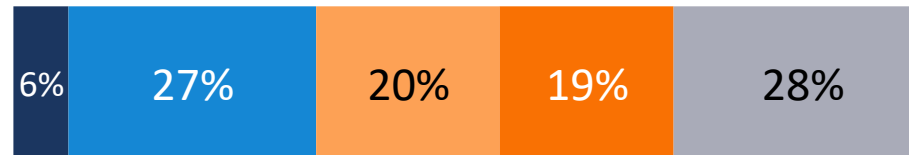
The City is fiscally responsible and uses taxpayer money efficiently



34%

40%

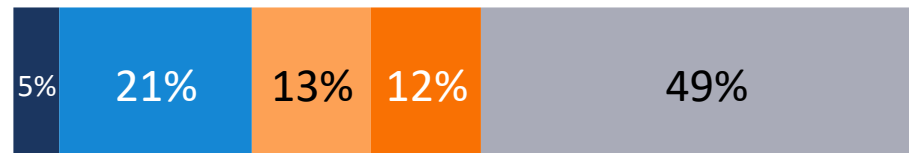
^The City Manager and City Council are working effectively together to address local problems



33%

38%

The City of Rohnert Park's finances are well-managed

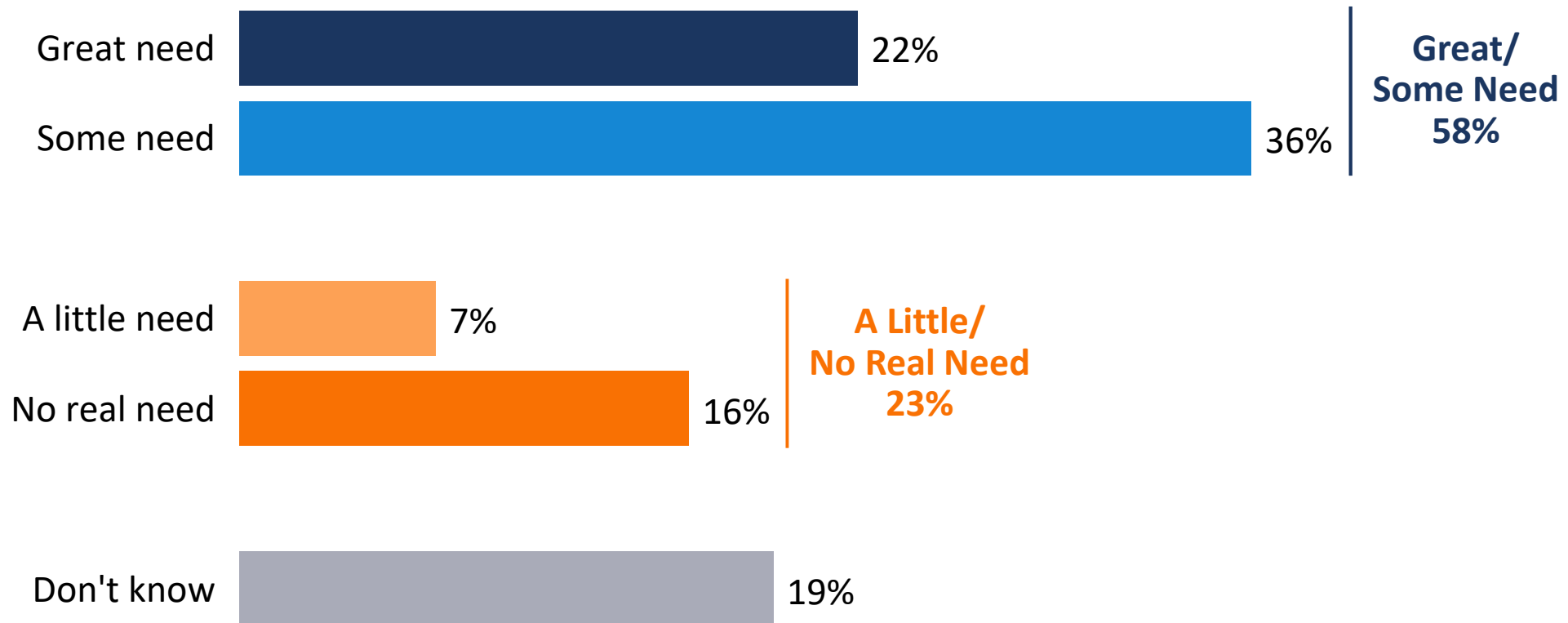


26%

25%

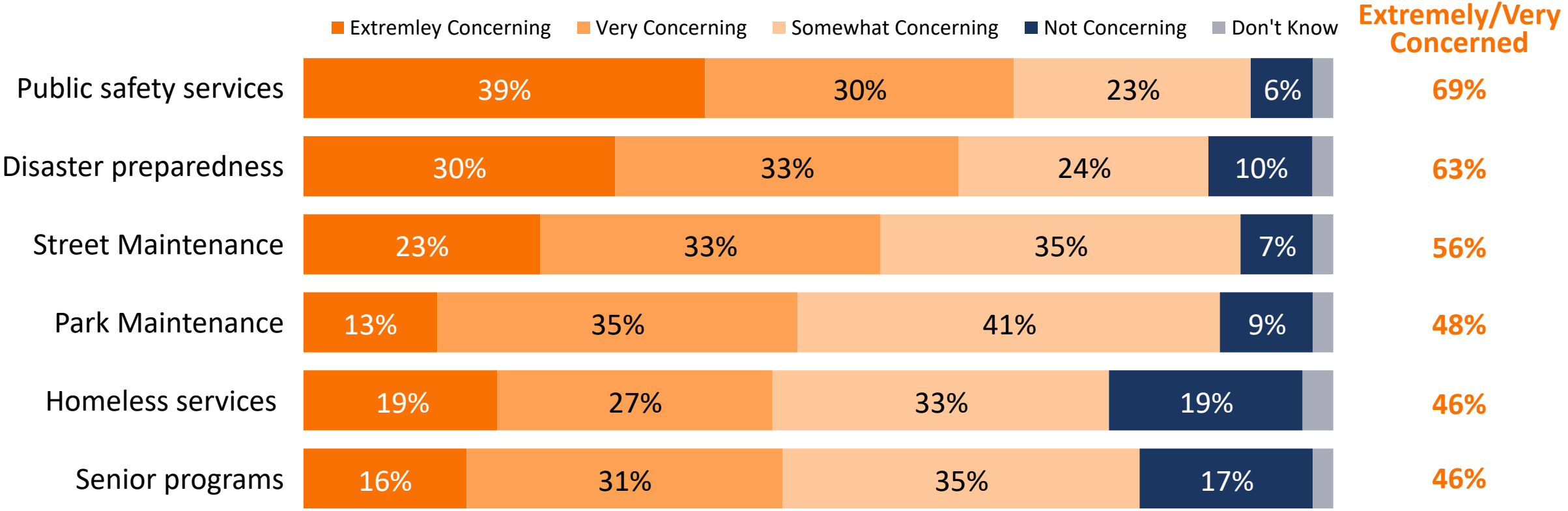
That uncertainty aside, a solid majority of voters believes the City has great/some need for additional funding...

In your personal opinion, do you think the City of Rohnert Park has a great need for additional funding, some need, a little need, or no real need for additional funds to provide the level of city services that Rohnert Park residents need and want?



...and would be most concerned with cuts to public safety and disaster preparedness.

Next, is a list of some of the city services categories that may require budget cuts if this funding measure does not pass. Please indicate how concerning it would be to you to reduce spending on that category of city services, either extremely concerning, very concerning, somewhat concerning, or not concerning.

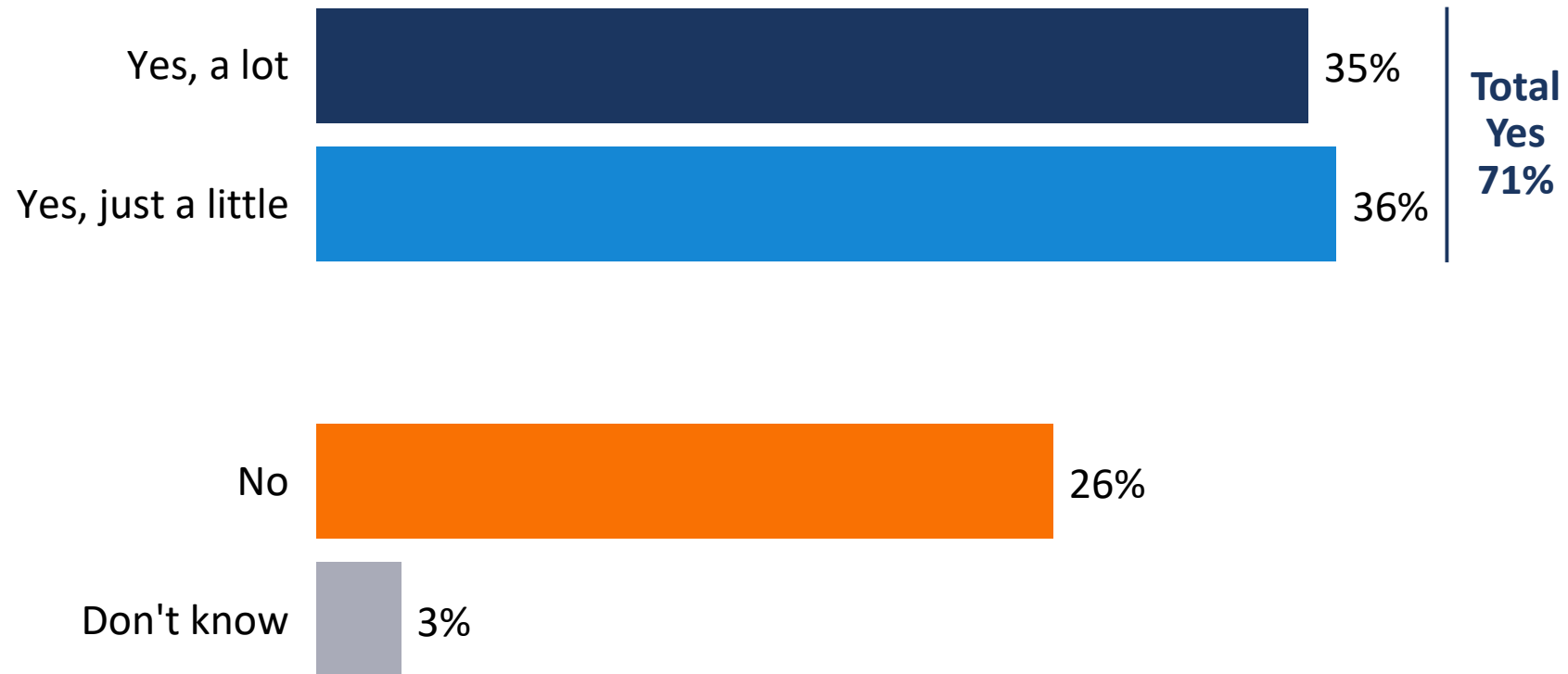




Knowledge of Resynergi

Seven-in-ten voters had heard about Resynergi.

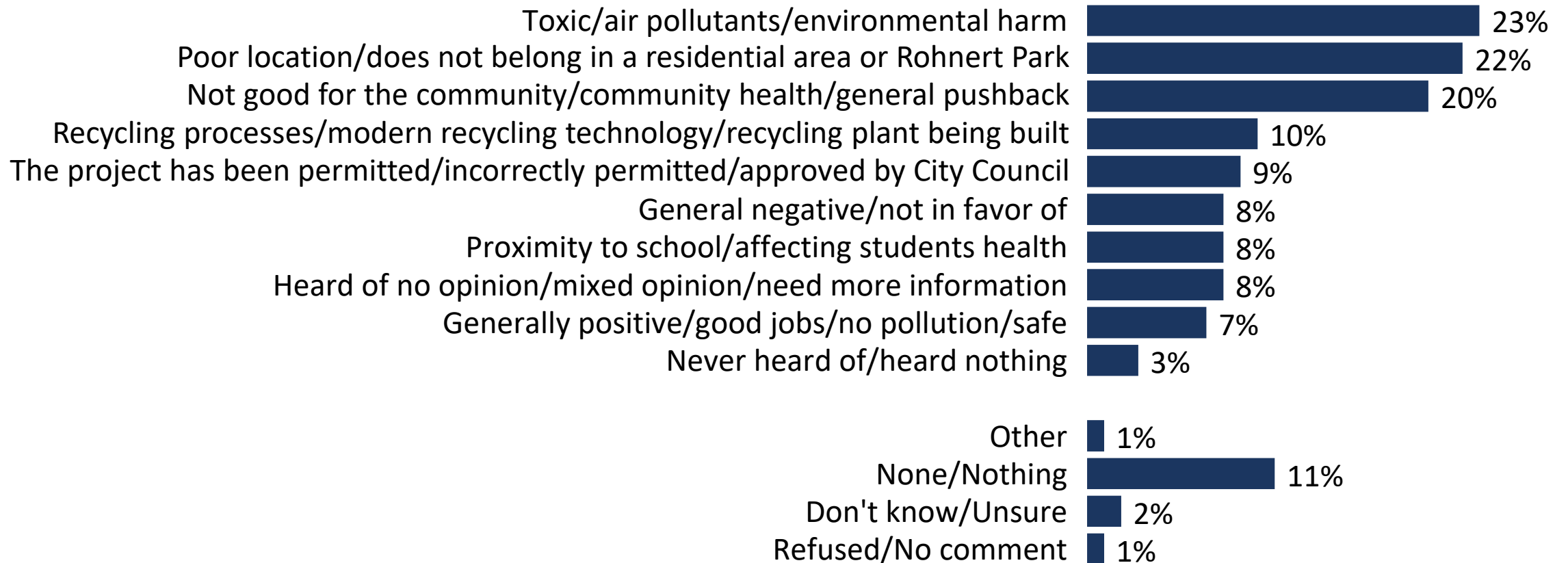
Have you read, heard or seen anything about the new Resynergi plastics recycling facility?



Voters most frequently recall hearing about pollution/toxins related to Resynergi, Resynergi not belonging in a residential area, and that it is not good for the community's health.

In a few words of your own, what have you heard about the new Resynergi plastics recycling facility?

(Open-ended)





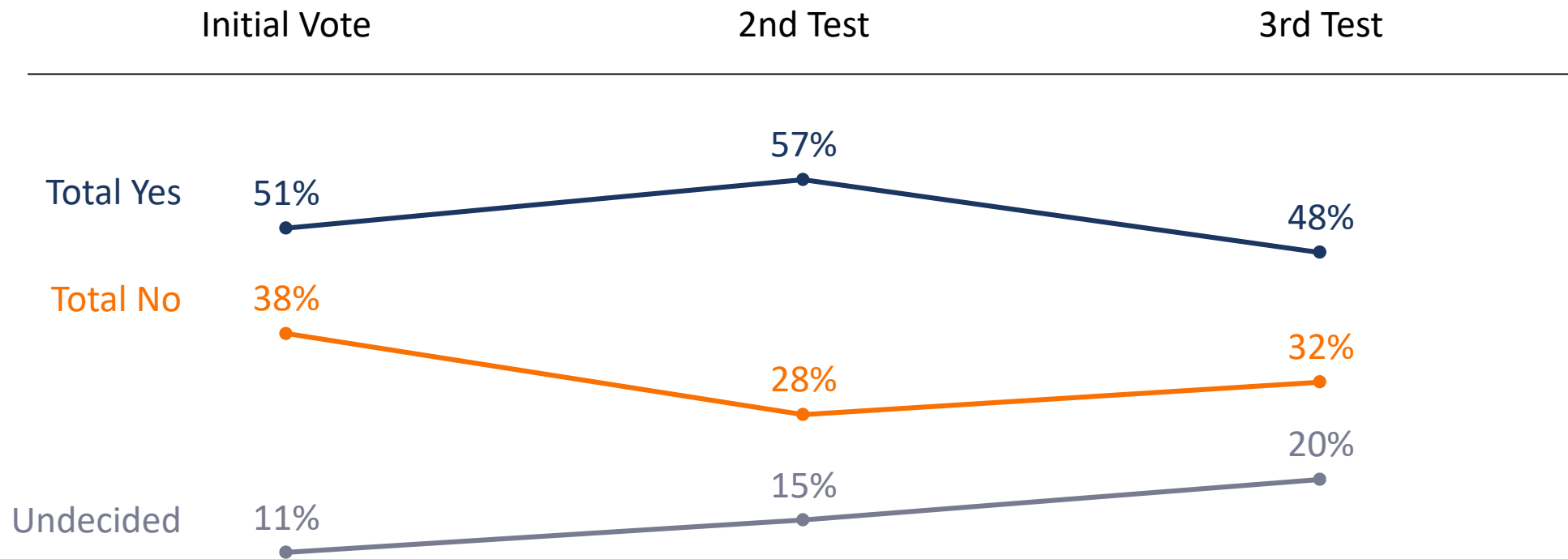
Initial Reactions to a Potential Local Funding Measure

Hypothetical Ballot Language

(General-purpose; Simple Majority Vote Threshold; City Attorney Approved Reviewed Language)

Rohnert Park City Services Measure. To maintain general City of Rohnert Park services, such as 911 emergency response, disaster preparedness, fire protection, gang enforcement; flood prevention; street maintenance; keeping public areas safe/clean; protecting local drinking water sources; addressing homelessness; retaining/attracting businesses; maintaining park, youth/senior services; shall the measure, establishing a one-cent local sales tax, providing approximately \$11,000,000 annually until ended by voters, requiring audits/spending disclosure, funds locally controlled, be adopted?

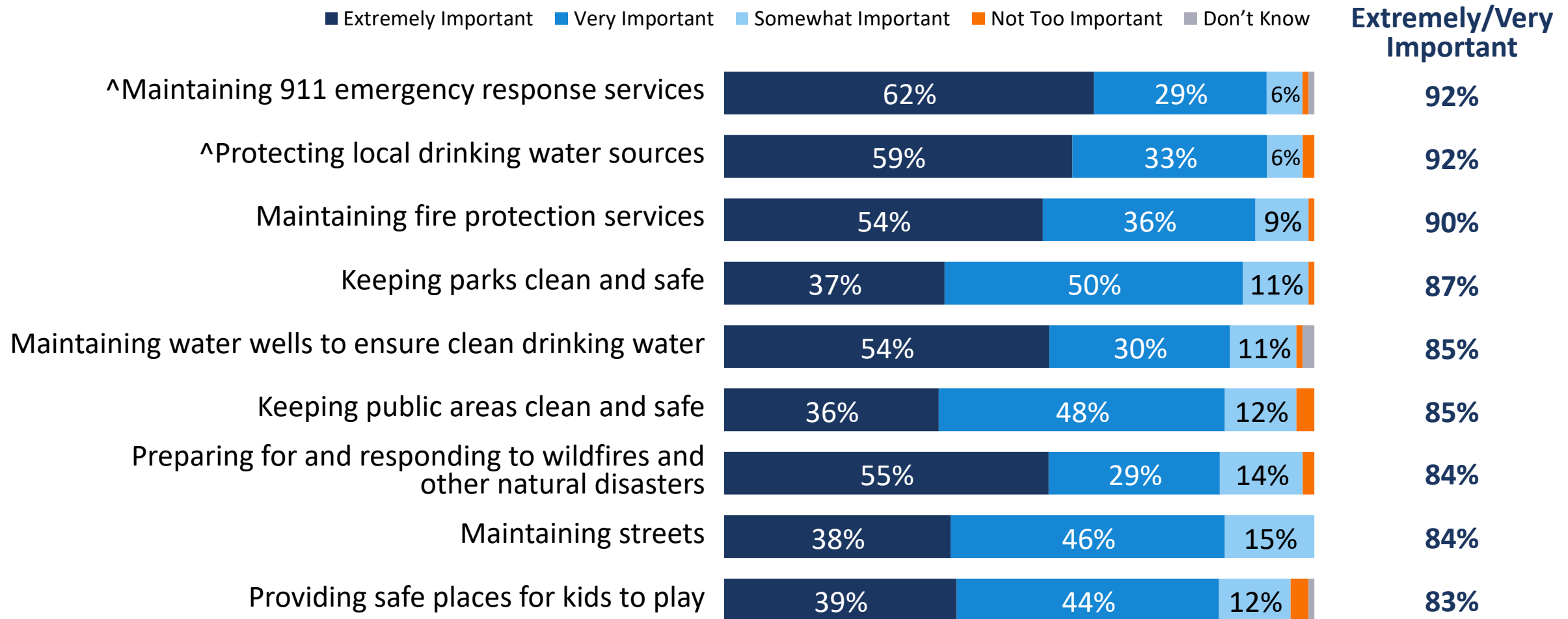
After providing additional information, by the end of the survey the number of undecided voters nearly doubled.





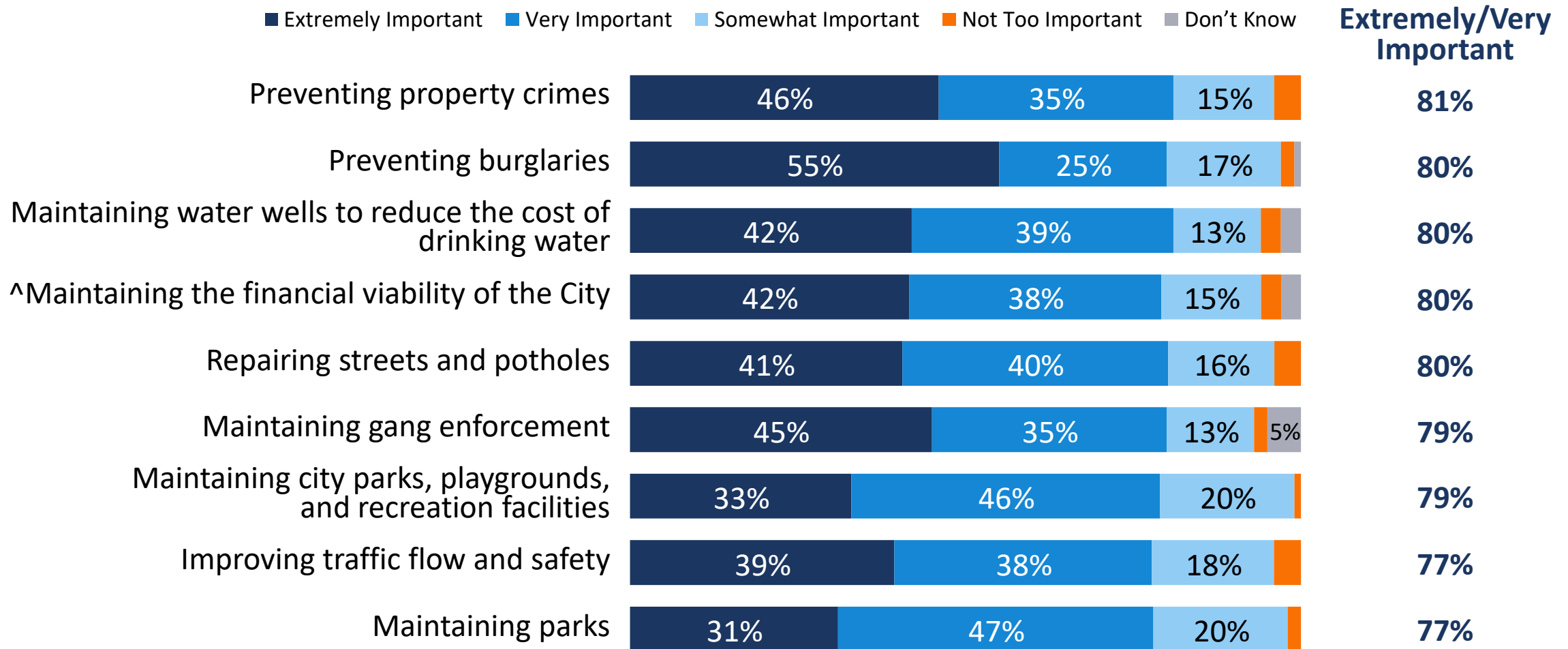
Service Priorities

Maintaining 911 emergency response and fire protection services and protecting local drinking water sources are among voters' top priorities.

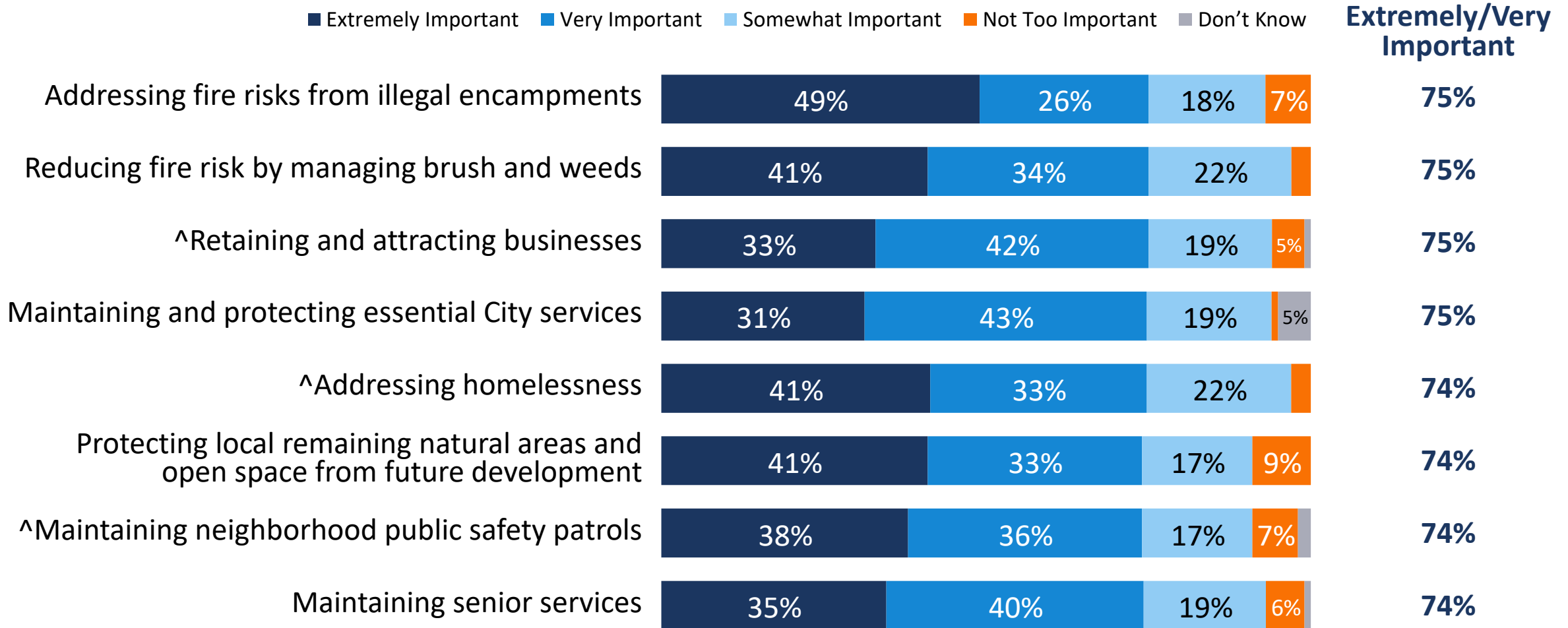


Please consider some potential elements of this measure, including how the funds it generates could be spent. Please indicate how important each item is to you personally: extremely important, very important, somewhat important, or not too important. ^Not Part of Split Sample

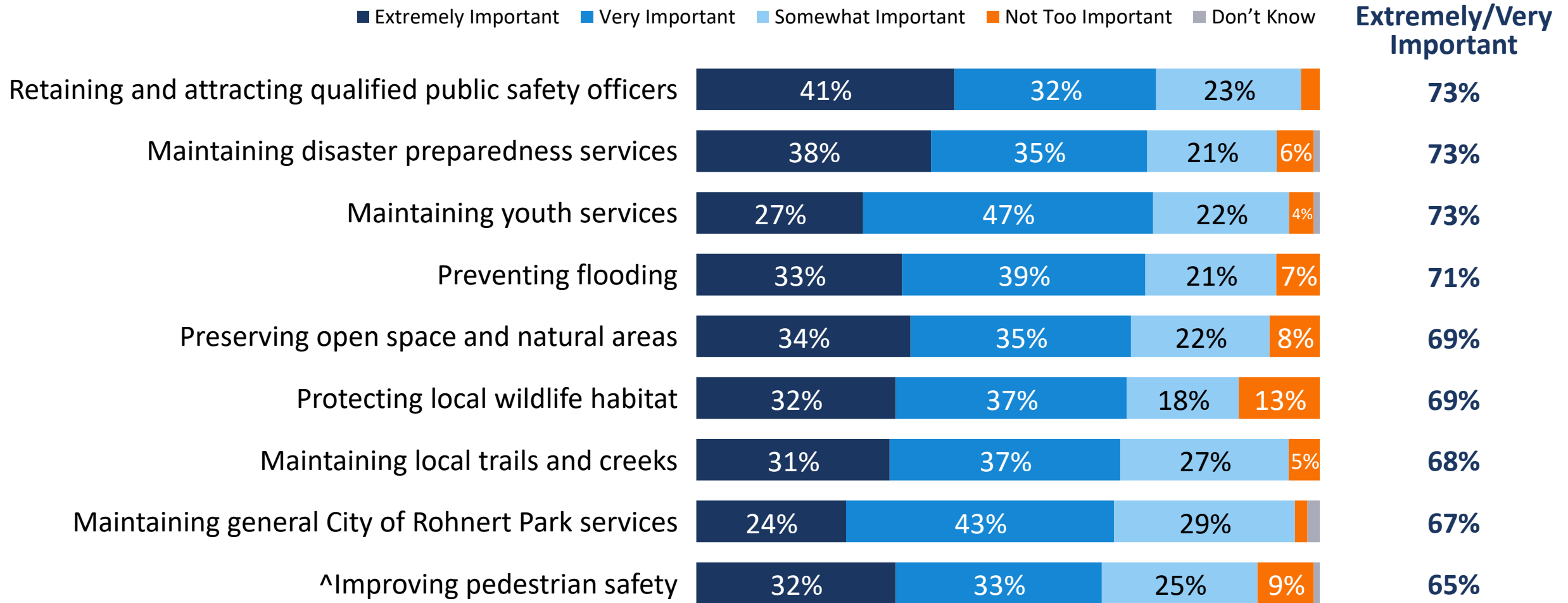
The items below—including the City’s financial viability—were also key priorities for more than three-quarters of voters.



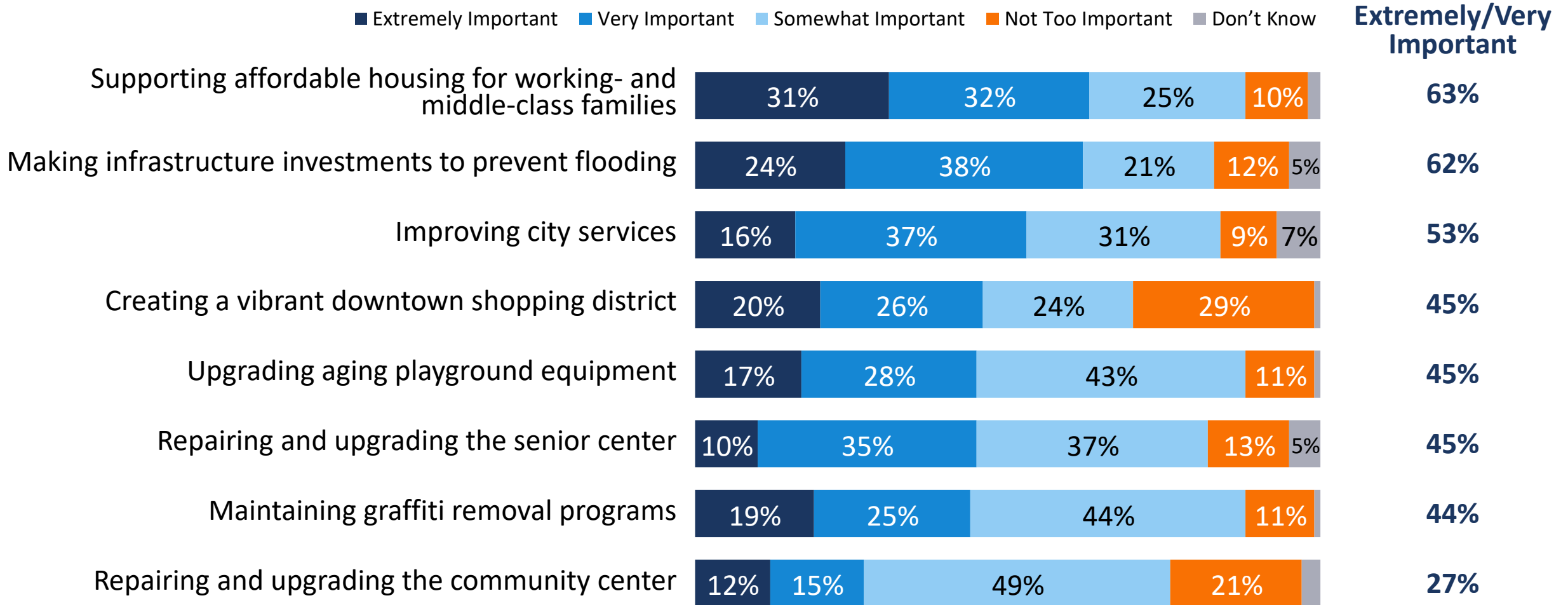
Nearly 1-in-2 voters view addressing fire risks from illegal encampments as extremely important.



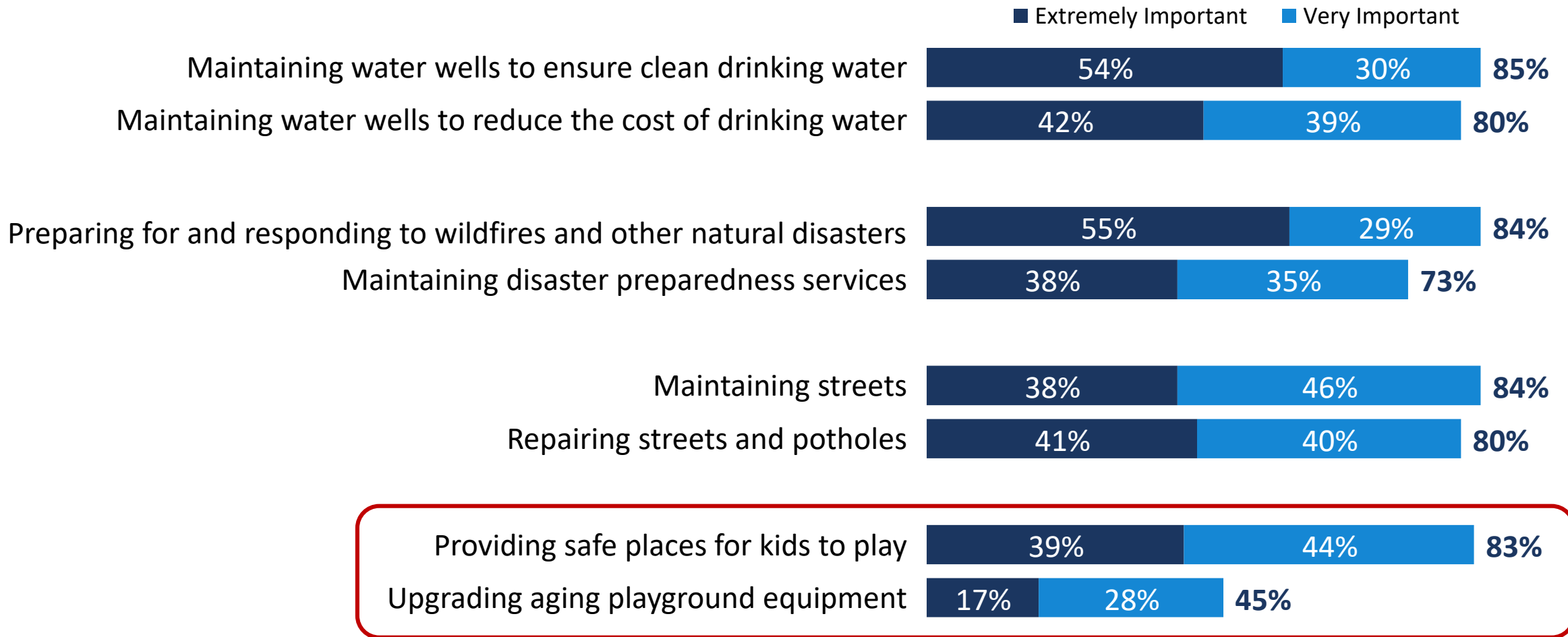
Preserving open space, protecting local wildlife habitat, and maintaining trails and creeks are seen as more middle-tier priorities.



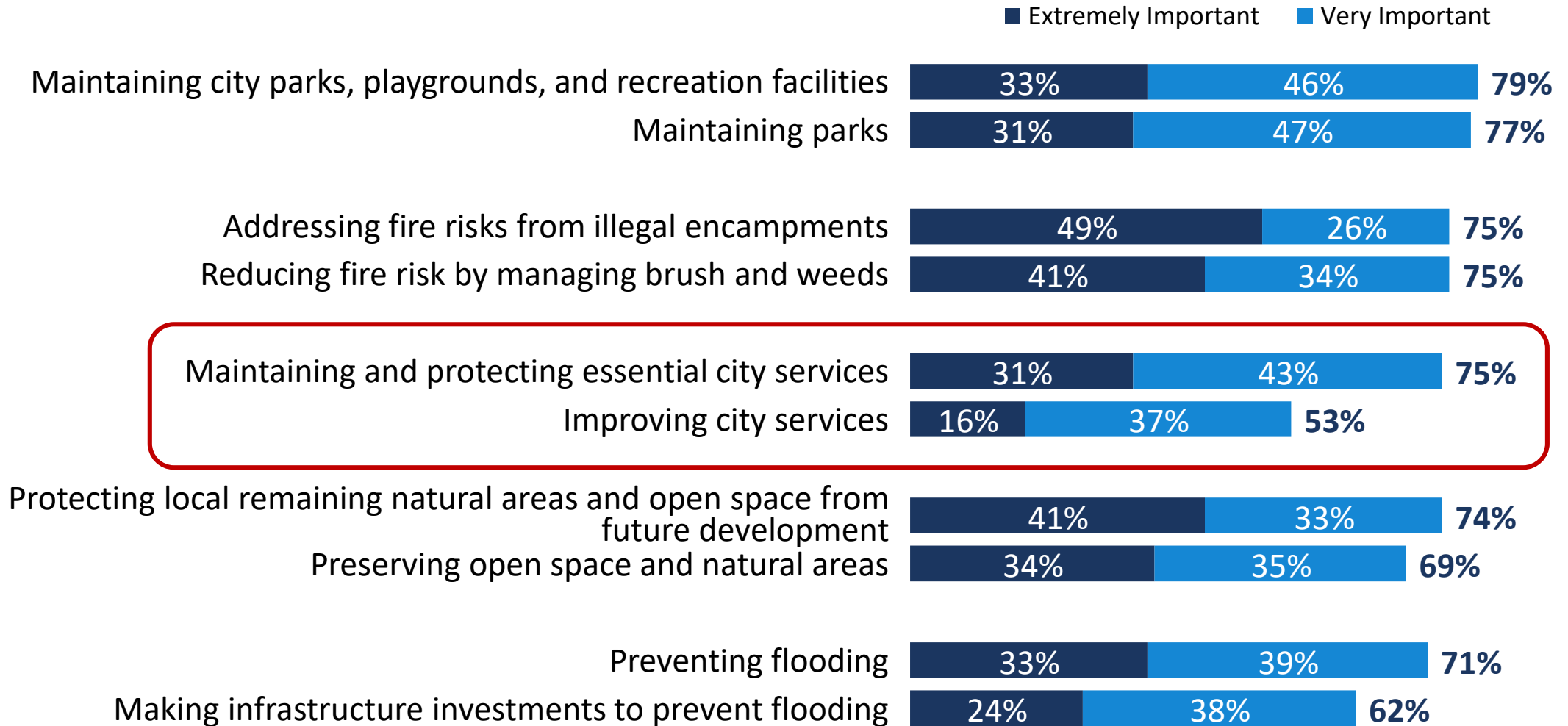
Lower priorities were items that referenced “upgrading” or “improving”.



Providing safe places for kids to play is seen as almost twice as important as upgrading aging playground equipment.



Maintaining and protecting essential city services was seen as a higher priority than improving city services.





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