



FOR IMMEDIATE RELEASE

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***NATIONAL CITY RESIDENTS FAVOR CONTINUING EXISTING, VOTER-
APPROVED FUNDING TO MAINTAIN ESSENTIAL CITY SERVICES***

NATIONAL CITY, CA – JANUARY 15, 2014

According to a recently commissioned, independent community opinion survey, National City residents are extremely concerned about protecting and maintaining their local city services, with a high priority placed on maintaining police and fire services, rapid 9-1-1 response times, and the financial viability of the City.

The survey of 400 National City residents, conducted September 23 through October 3, 2013 by the highly-respected opinion research firm of Fairbank, Maslin, Maullin, Metz & Associates, found that 72% of respondents support a continuation of National City's existing, voter-approved district (sales) tax, to maintain local City services and continue to provide a local source of funding protected from State takeaways. Continuing this measure would not raise current tax rates.

According to the survey, 64% of respondents view National City as headed in the right direction, with 69% holding a favorable view of the City government. Overall, residents strongly support protecting local funds from state takeaways (80%), with 72% extremely/very concerned about state budget cuts that reduce the money available to local city services.

“We are pleased that the residents of National City are happy with the job we are doing,” said City Manager Leslie Deese. “For us to maintain the local services we all rely on -- especially retaining our local firefighters and police officers-- we must continue to have a dedicated source of local funding that can’t be taken by Sacramento.”

Public safety services top the list of services residents want maintained, together with a desire to protect and maintain the City’s financial viability. Key priorities include: maintaining local police and fire services (85% extremely/very important), fire protection services (88%), the financial viability of the City (79%), neighborhood police patrols (81%) and repairing streets and potholes (76-78%).

“National City is San Diego County’s second oldest city with a history of strong community involvement,” added Deese. “The community supports this existing local funding with no increase in tax rates, which will keep National City a safe place to live, work, and raise a family. We need to maintain local control of funding so that we can continue to provide local services.”

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