



City of  
**Covina** California

# City of Covina Community and Cannabis Issues Survey

*Survey Conducted:  
December 15-22, 2020*

**CONSULTANT EXECUTION DRAFT. NOT FOR PUBLICATION.  
CA GOV'T CODE 6254.**



FAIRBANK, MASLIN,  
MAULLIN, METZ  
& ASSOCIATES

# Survey Methodology

- ✓ Conducted a dual-mode survey, online, by cell, and landline between December 15-22, 2020
- ✓ Surveys were completed by a random sample of 438 voters registered in the City of Covina who voted in the November 2020 election
- ✓ Some questions are tracked from the City's previous survey conducted in 2018
- ✓ Overall margin of error for whole sample: +/-4.9%
- ✓ Margin of error for half the sample: +/-6.9%
- ✓ Some percentages may not sum to 100% due to rounding

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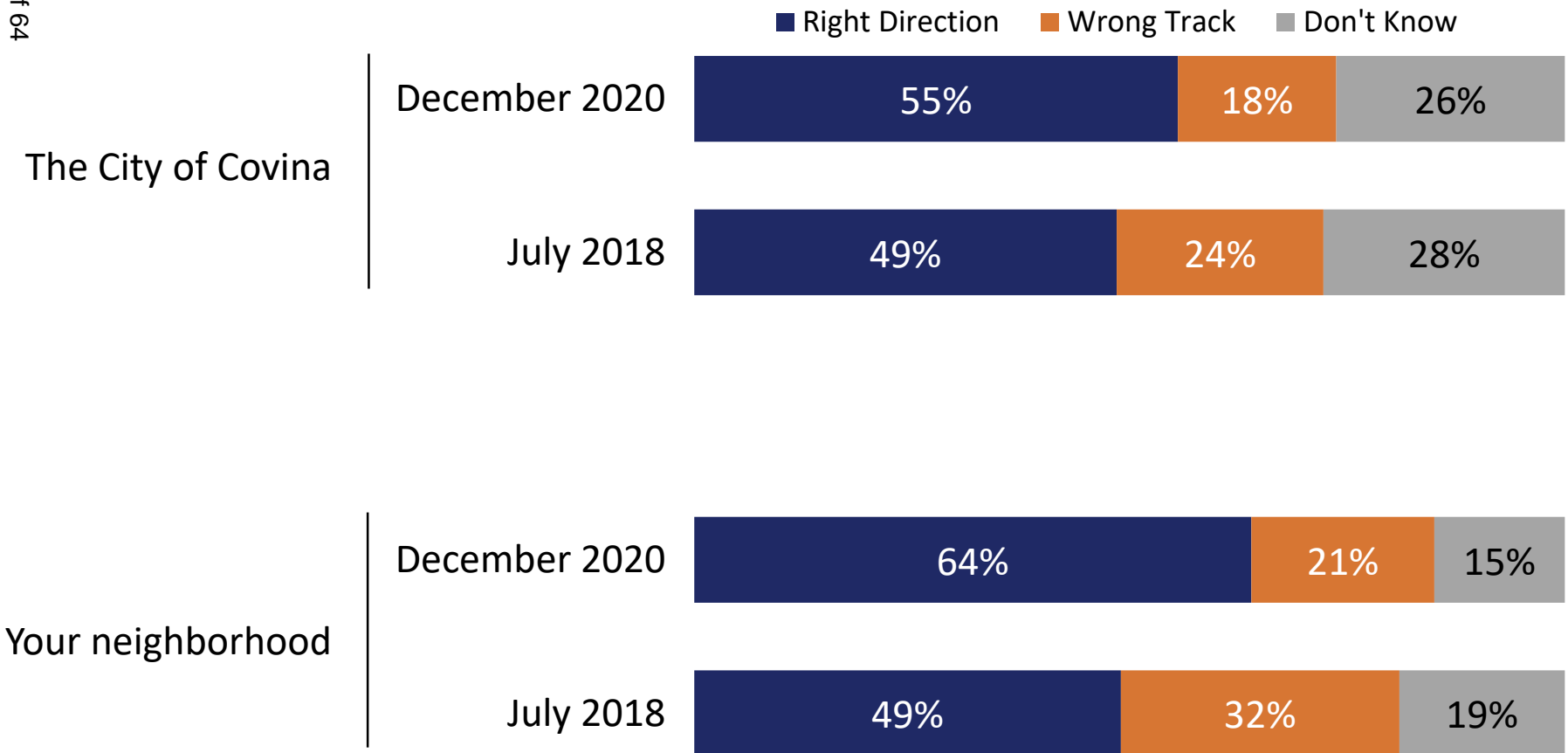
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# Mood of the Electorate

# Respondents have a more positive opinion of the City and their neighborhood now.

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*Overall, would you say that things in \_\_\_\_\_ are generally headed in the right direction or do you feel that things are off on the wrong track?*



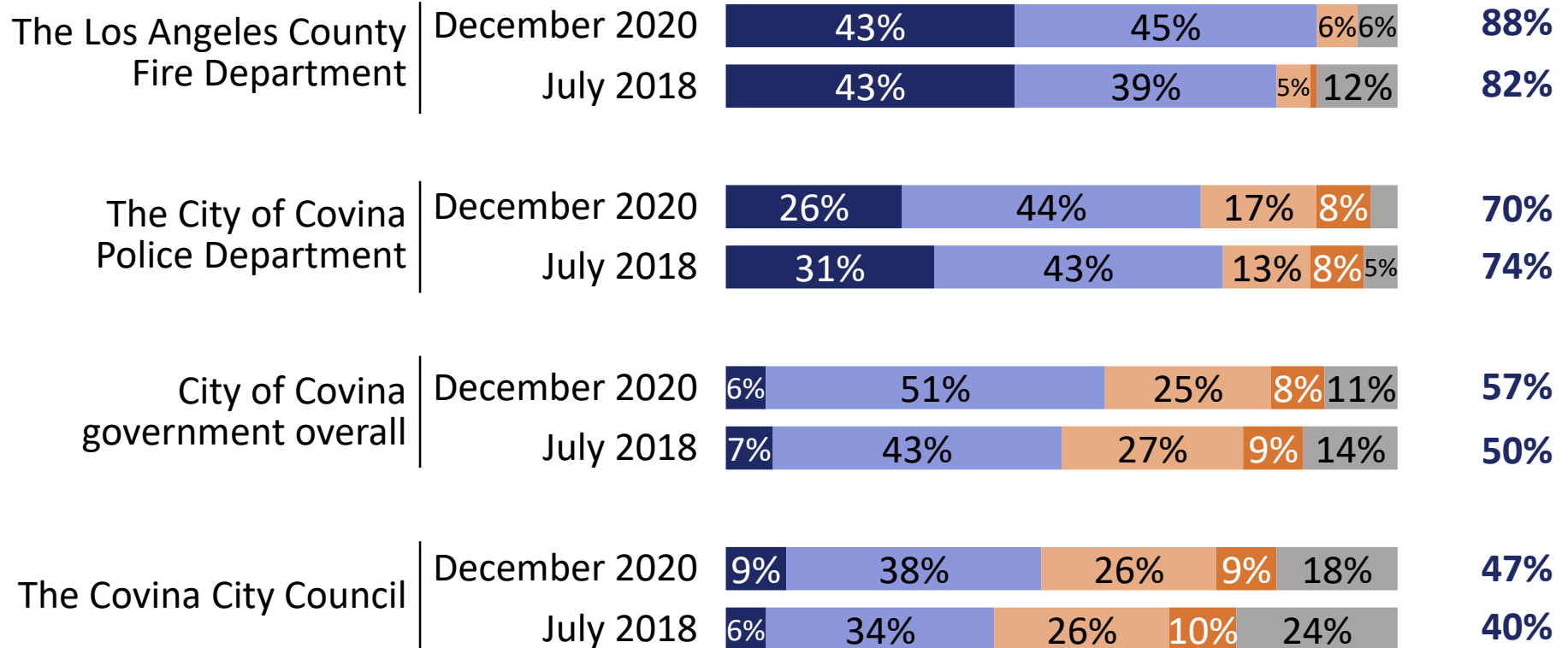
# Respondents believe Covina's City Government and local public safety agencies are doing an excellent or pretty good job.

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*I'm going to mention a list of City of Covina institutions and organizations. Please tell me if you feel that institution or organization is doing an excellent job, a pretty good job, only a fair job or a poor job.*

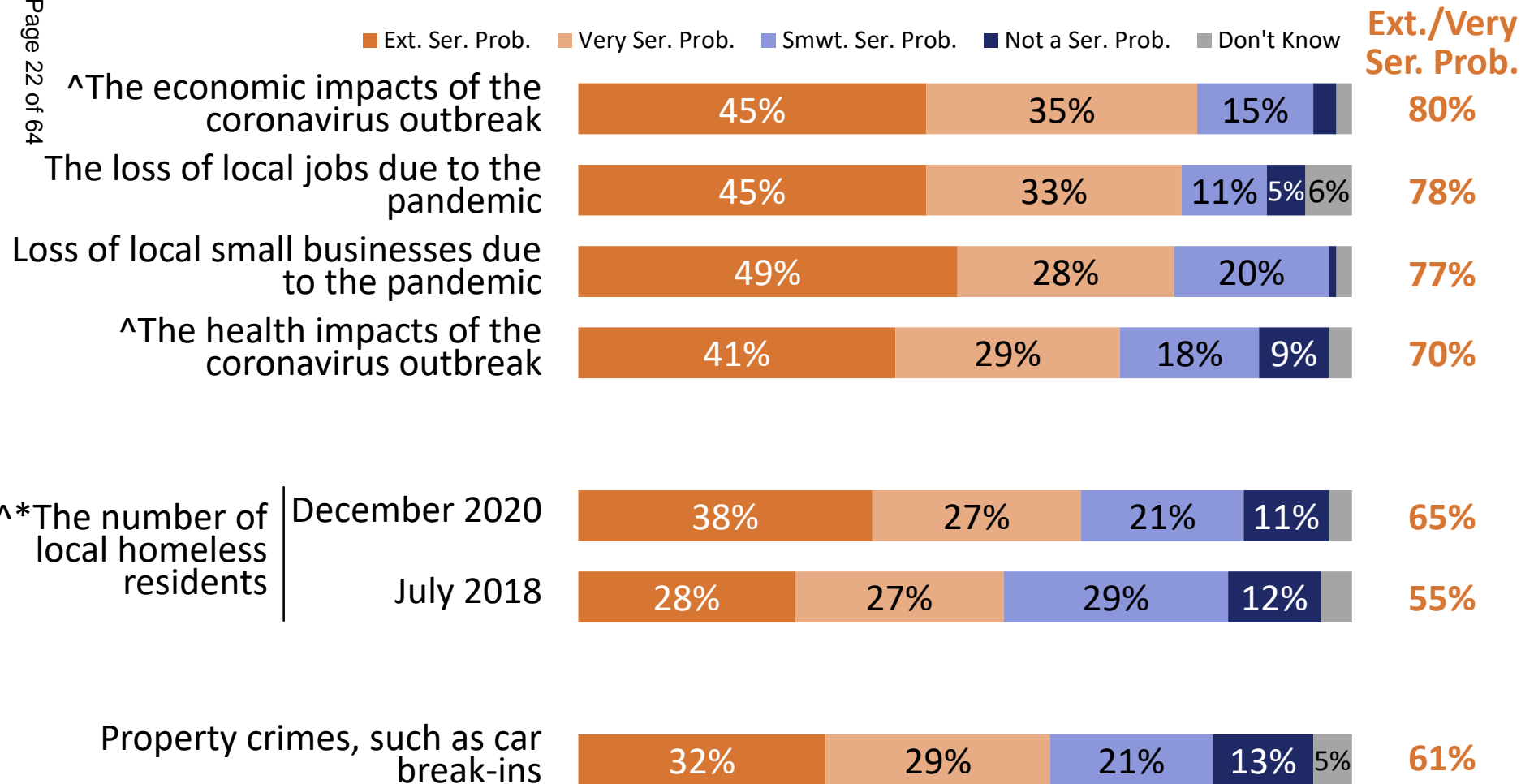
■ Excellent ■ Pretty Good ■ Only Fair ■ Poor ■ Don't Know

**Excellent/  
Pretty Good**



# Respondents perceive the most serious problems facing the City are the coronavirus outbreak and homelessness.

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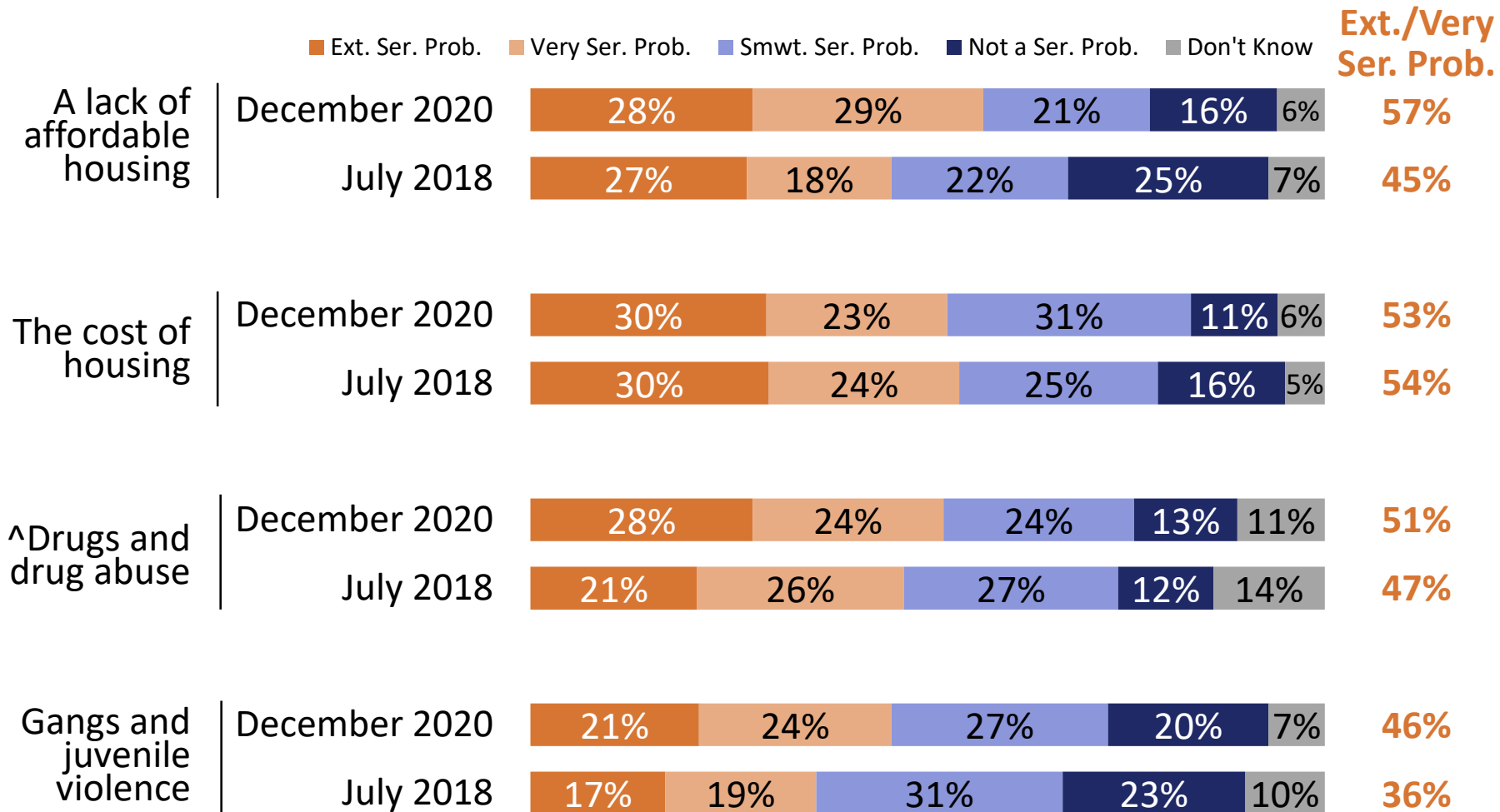
Q7. I am now going to read a list of issues facing the City of Covina that have been mentioned by local residents. Please tell me whether you consider it to be an extremely serious problem, a very serious problem, a somewhat serious problem, or not a serious problem at all in Covina.

^Not Part of Split Sample \*Slight Differences in Wording in Previous Survey

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# Lack of affordable housing, and the cost, are also extremely or very serious issues.

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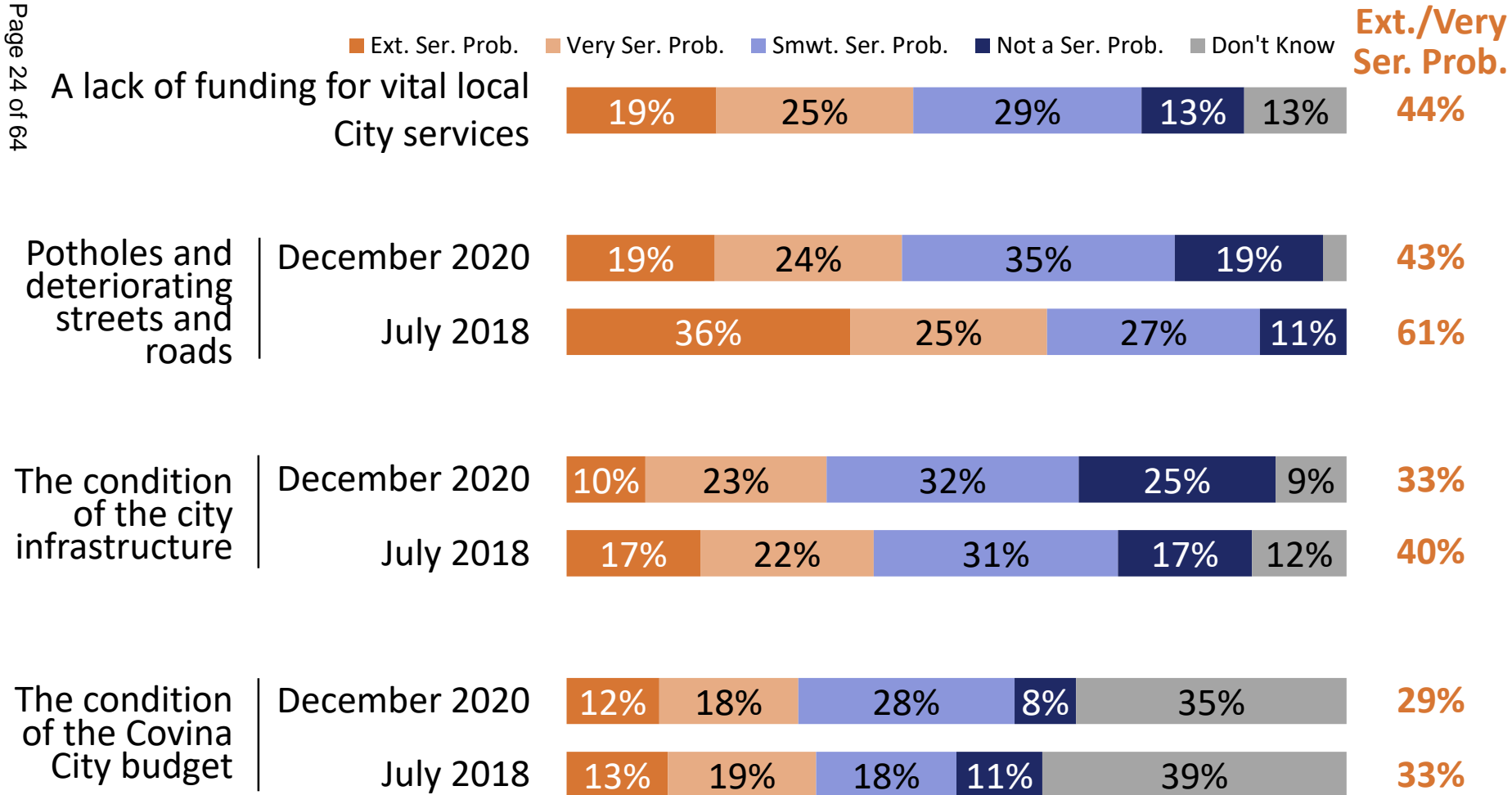


Q7. I am now going to read a list of issues facing the City of Covina that have been mentioned by local residents. Please tell me whether you consider it to be an extremely serious problem, a very serious problem, a somewhat serious problem, or not a serious problem at all in Covina.

^Not Part of Split Sample

# Over seven-in-ten believe that a lack of funding for vital local City services is a problem in Covina.

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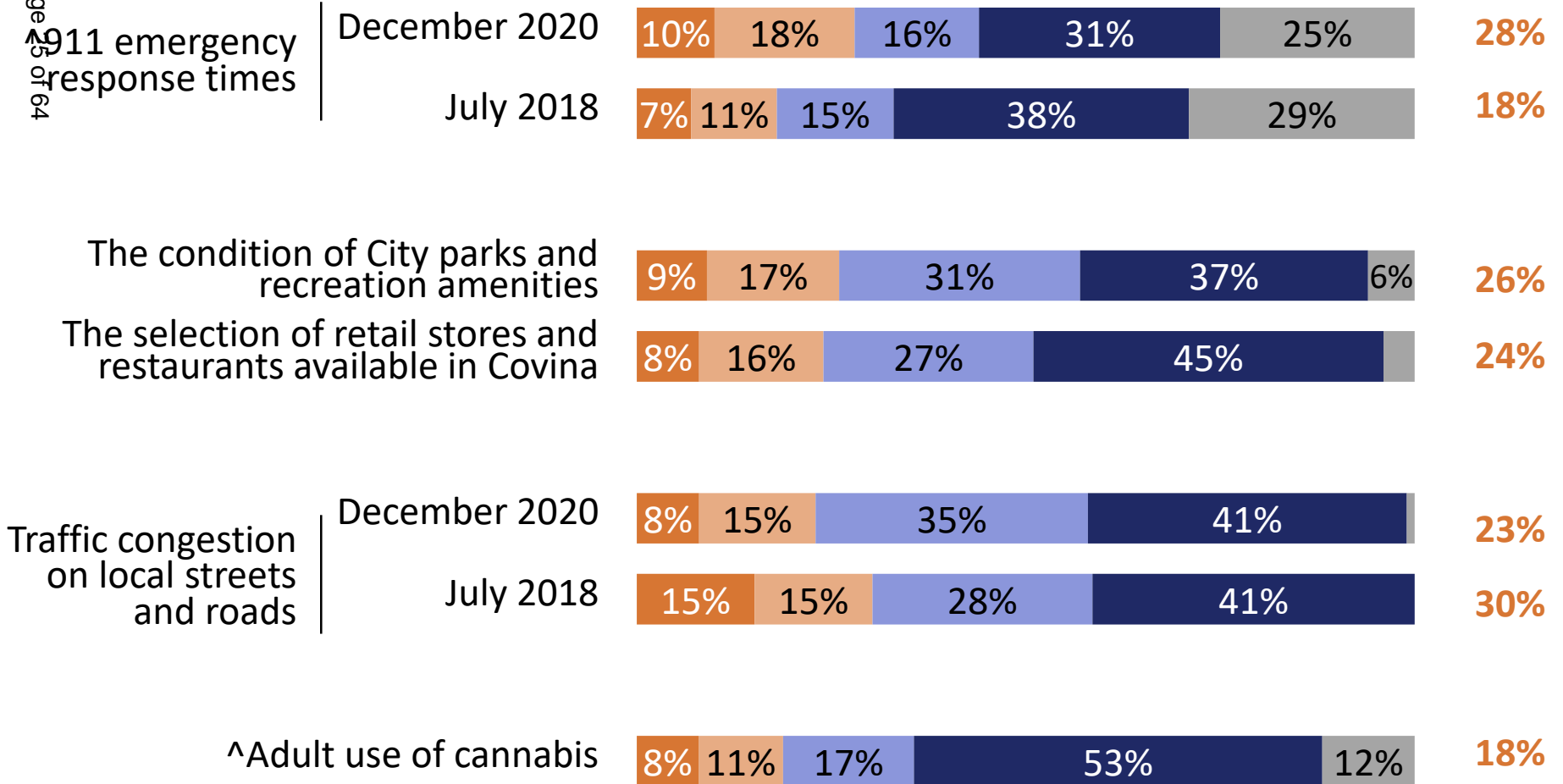


# Less than two-in-ten believe that adult use of cannabis is an extremely or very serious issue.

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Ext. Ser. Prob. Very Ser. Prob. Smwt. Ser. Prob. Not a Ser. Prob. Don't Know

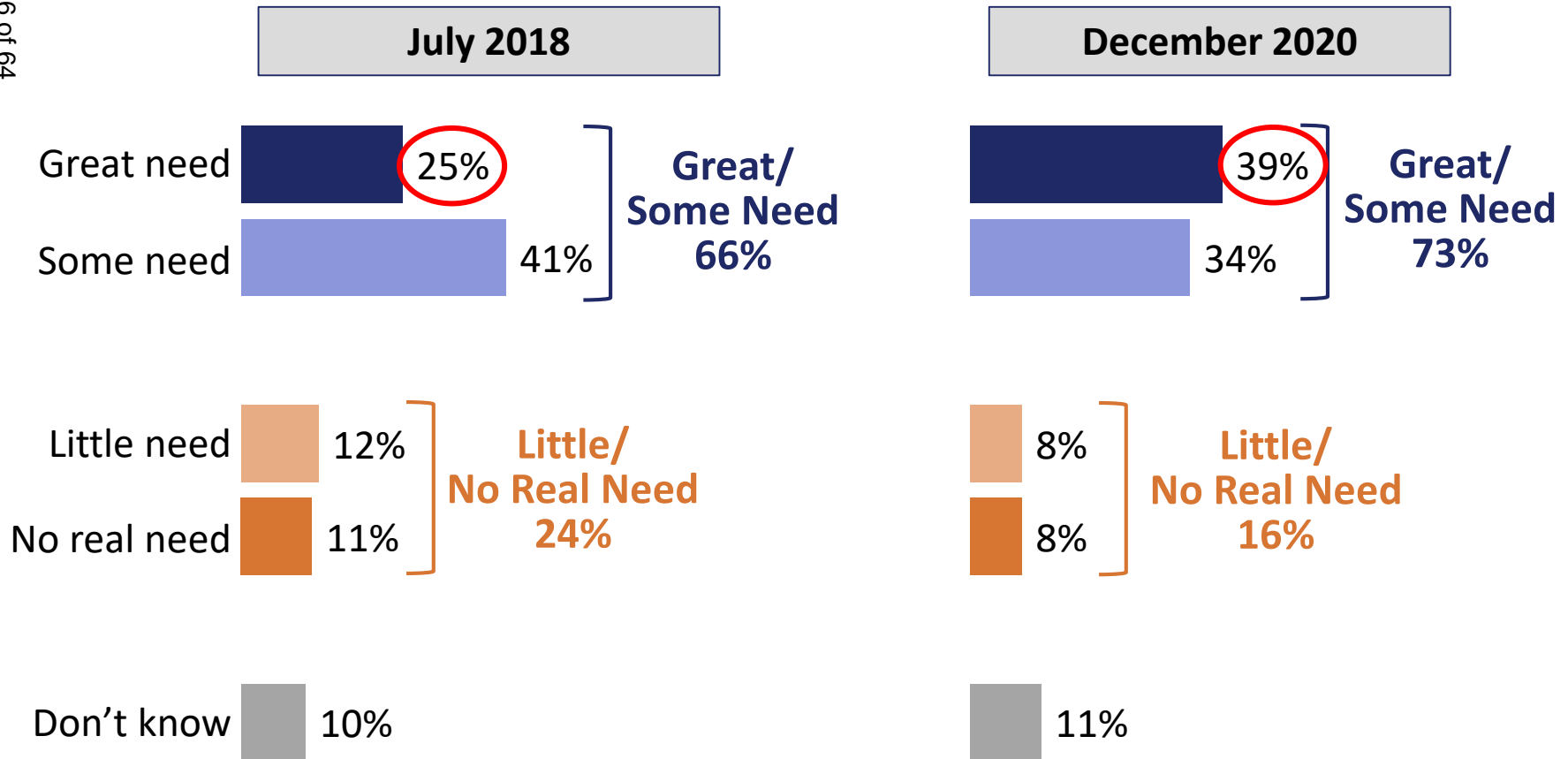
Ext./Very Ser. Prob.



Q7. I am now going to read a list of issues facing the City of Covina that have been mentioned by local residents. Please tell me whether you consider it to be an extremely serious problem, a very serious problem, a somewhat serious problem, or not a serious problem at all in Covina.

^Not Part of Split Sample

# Nearly three-fourths believe the City has a great or some need for additional funding.



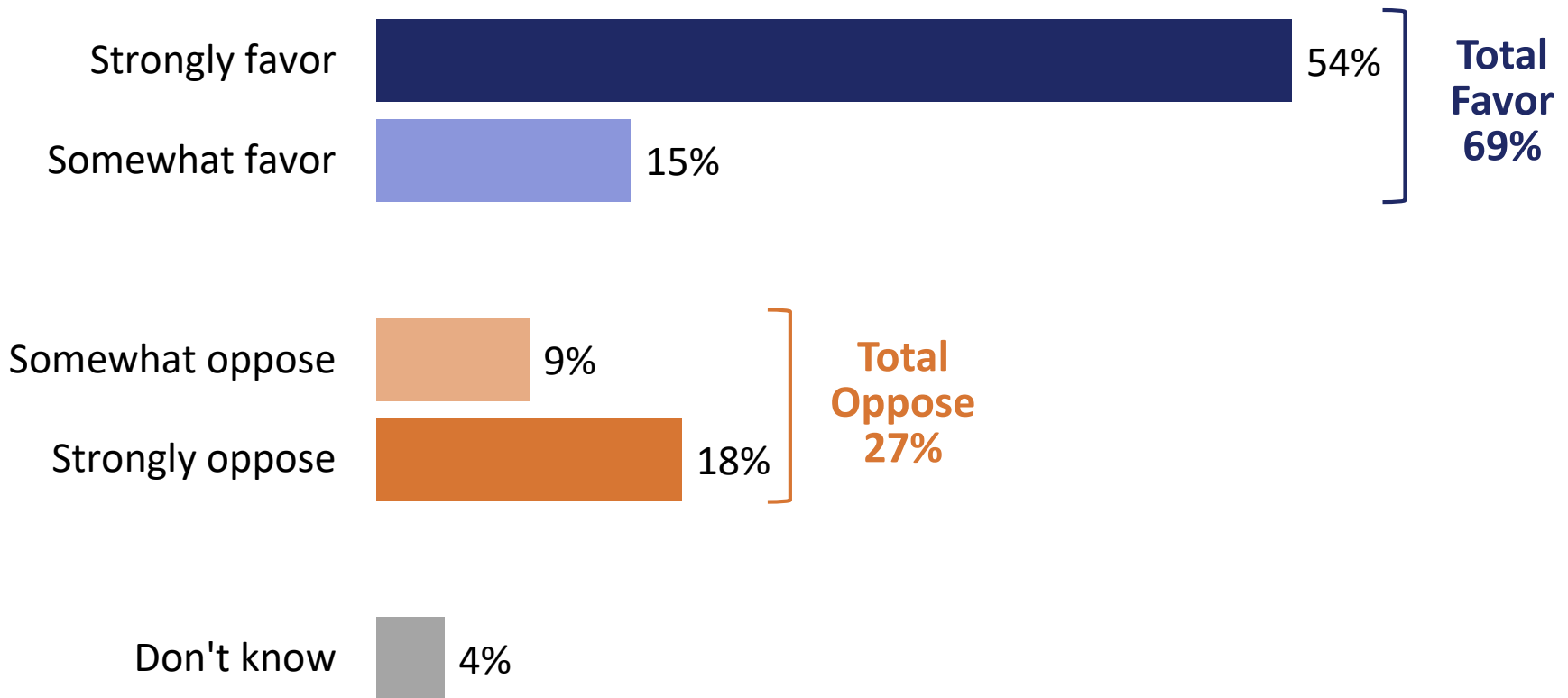


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# Issues Regarding the COVID-19 Pandemic

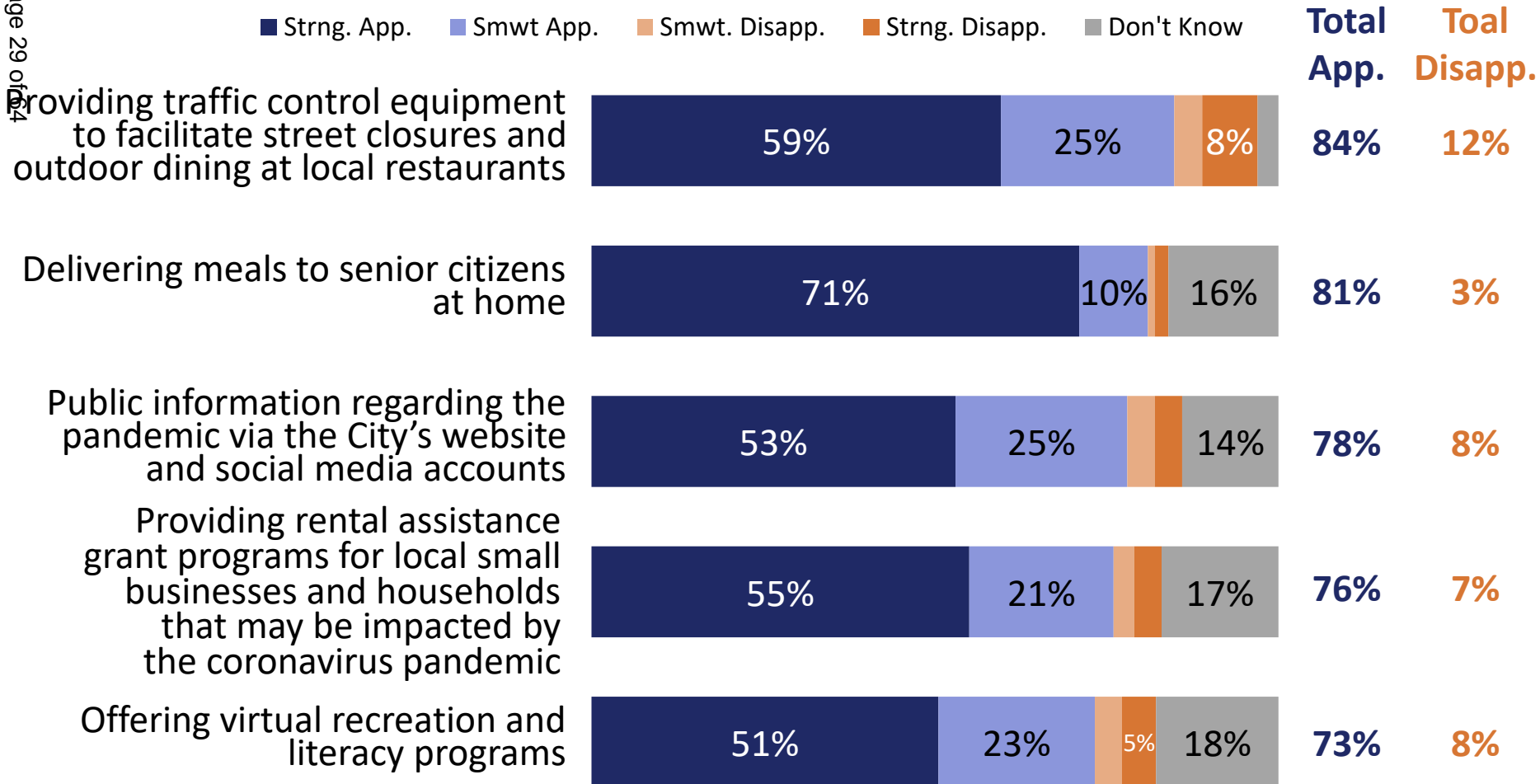
# Seven-in-ten are in favor of the City following all health orders and restrictions related to the pandemic by the **County's Public Health Officer.**

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# Most approve of the various ways the City has responded to the pandemic, especially with delivering meals to senior citizens.

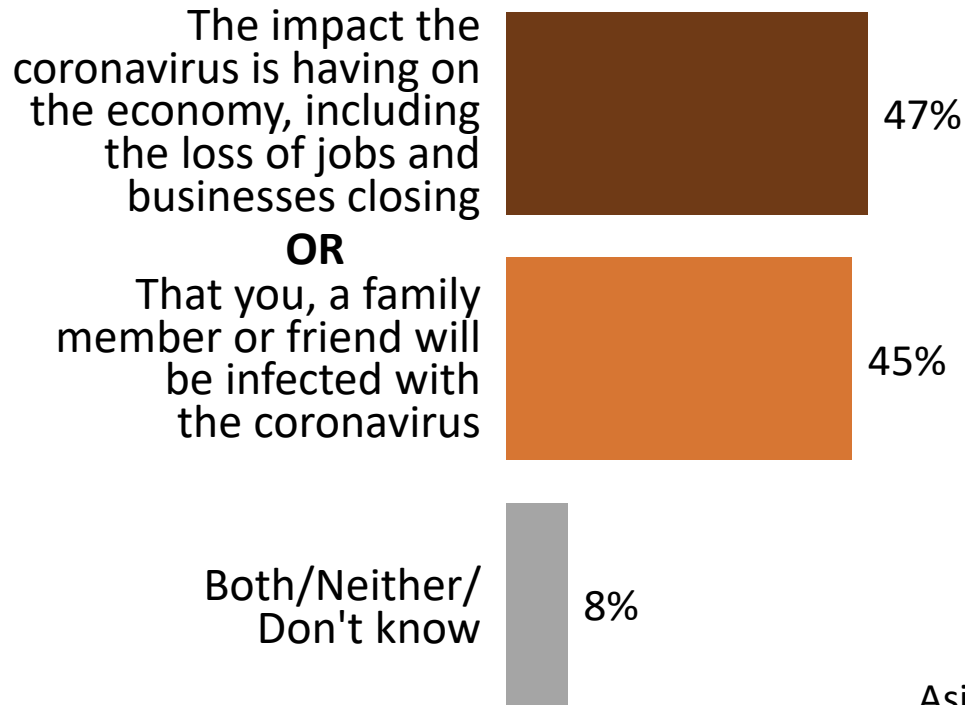
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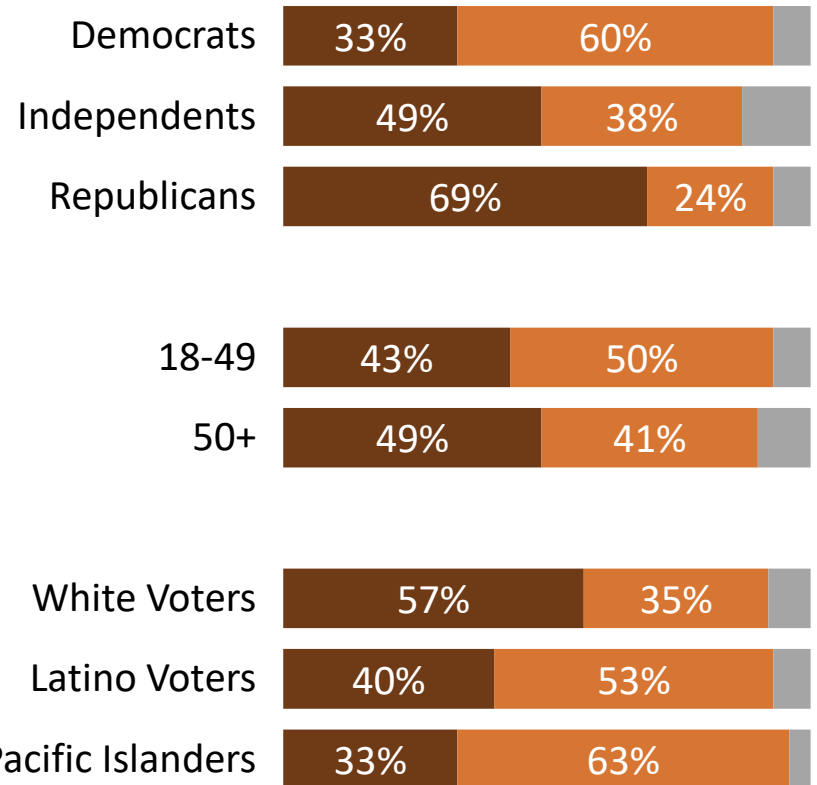
# Respondents are split on their concern over infections and the impact the coronavirus is having on the economy.

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Thinking about the coronavirus, which of the following is of greater concern to you personally:



■ Economic Impact ■ Getting Sick ■ Both/Neither/Don't know





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# Cannabis Issues

# Respondents were given a brief description of **the City's current prohibition on cannabis:**

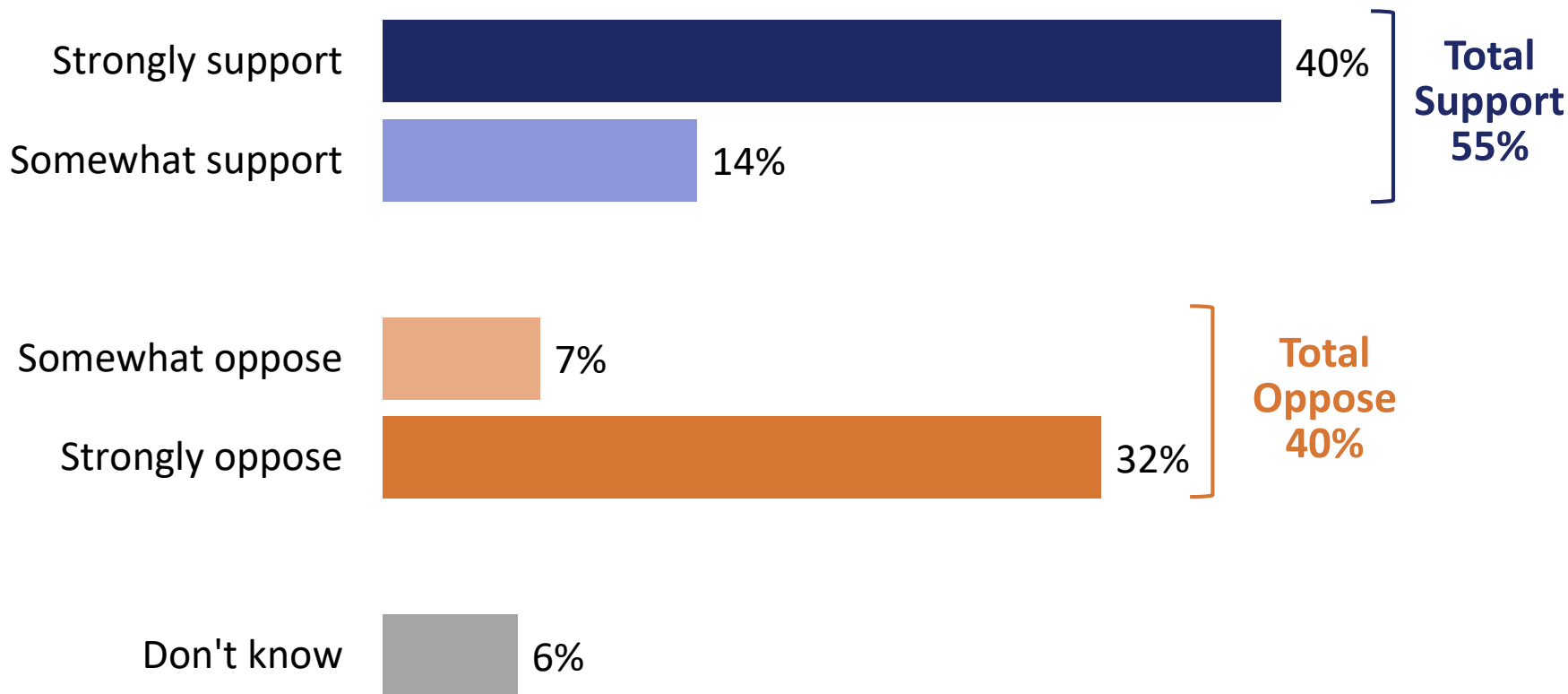
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California state law permits the sale, cultivation, distribution and use of cannabis or cannabis products by adults ages 21 and older. However, the City of Covina established a local ordinance prohibiting all commercial cannabis activity within city limits, including the production and sale of both medicinal and recreational cannabis. Some have proposed that Covina should change the City law to permit cannabis businesses to operate in Covina, and regulate and tax these businesses.



A majority support a proposal to permit cannabis businesses to operate within city limits, with as many saying they strongly support it than those who oppose it overall.

*Would you support or oppose this proposal to change the existing City of Covina law and permit cannabis business to operate within city limits and impose a tax and regulations on these businesses?*

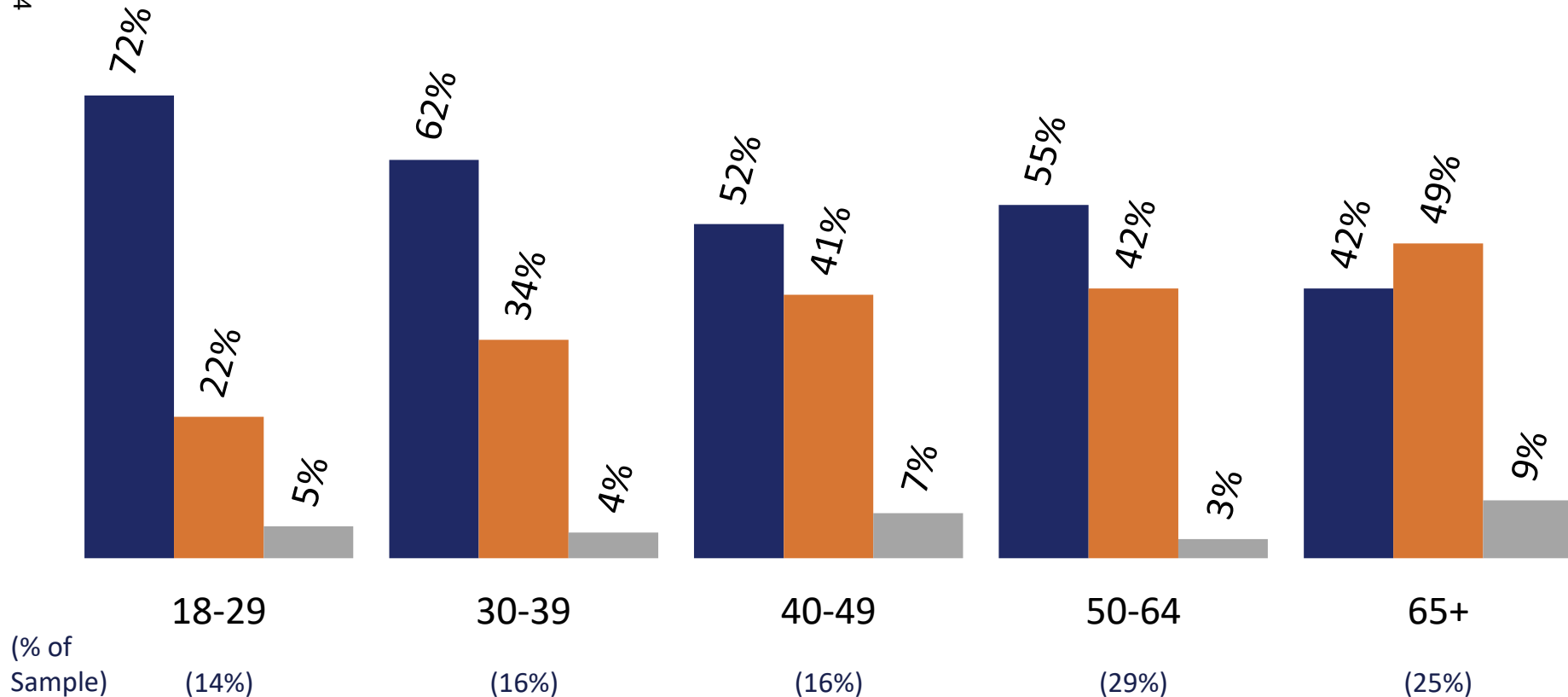


A strong majority of voters under 64 support the proposal, with those under 30 being the most supportive.

Initial Support by Age

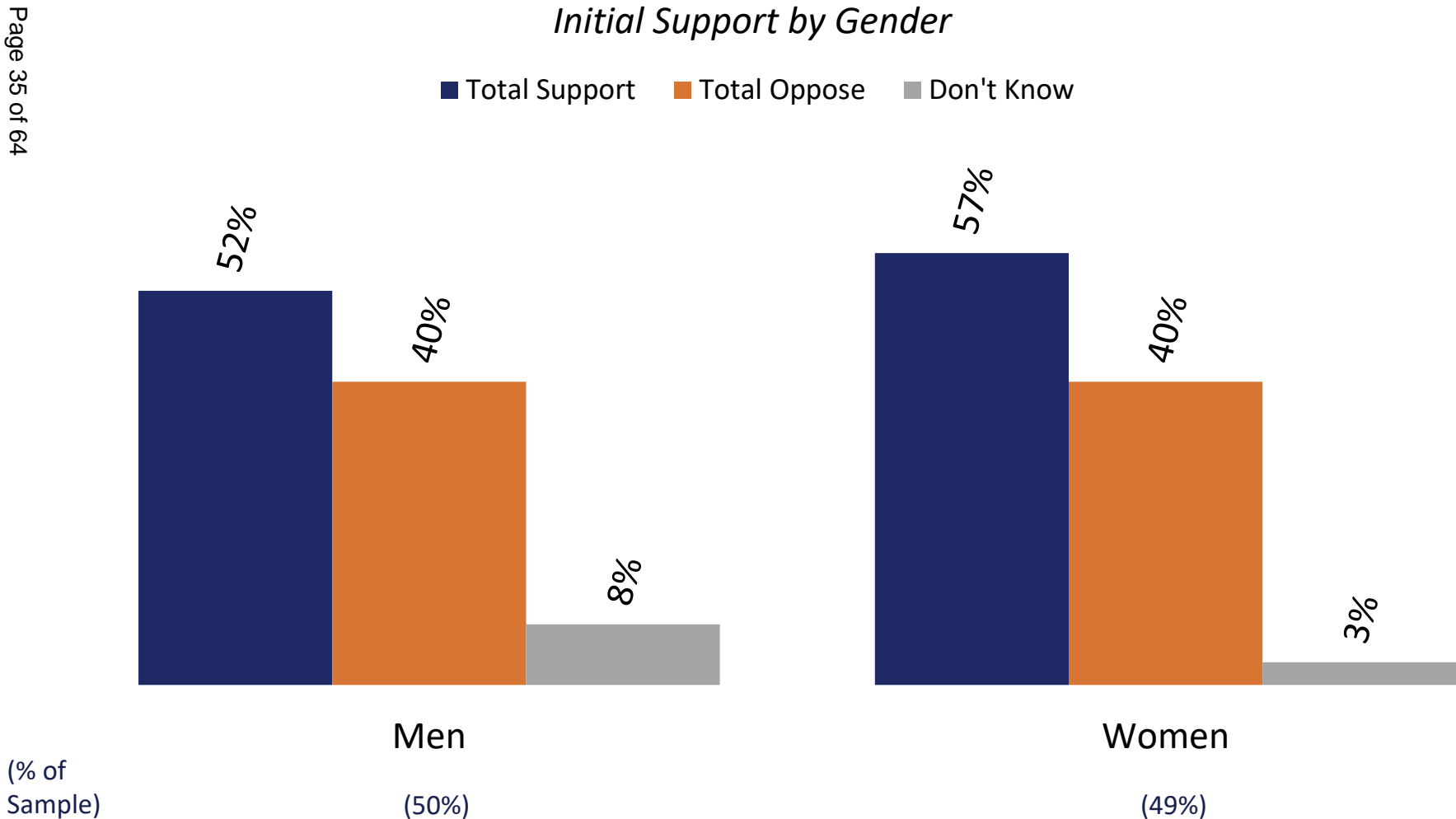
■ Total Support ■ Total Oppose ■ Don't Know

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# Support or opposition does not change significantly by gender.

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# Respondents ages 18-49 are more supportive than those ages 50+ across both genders.

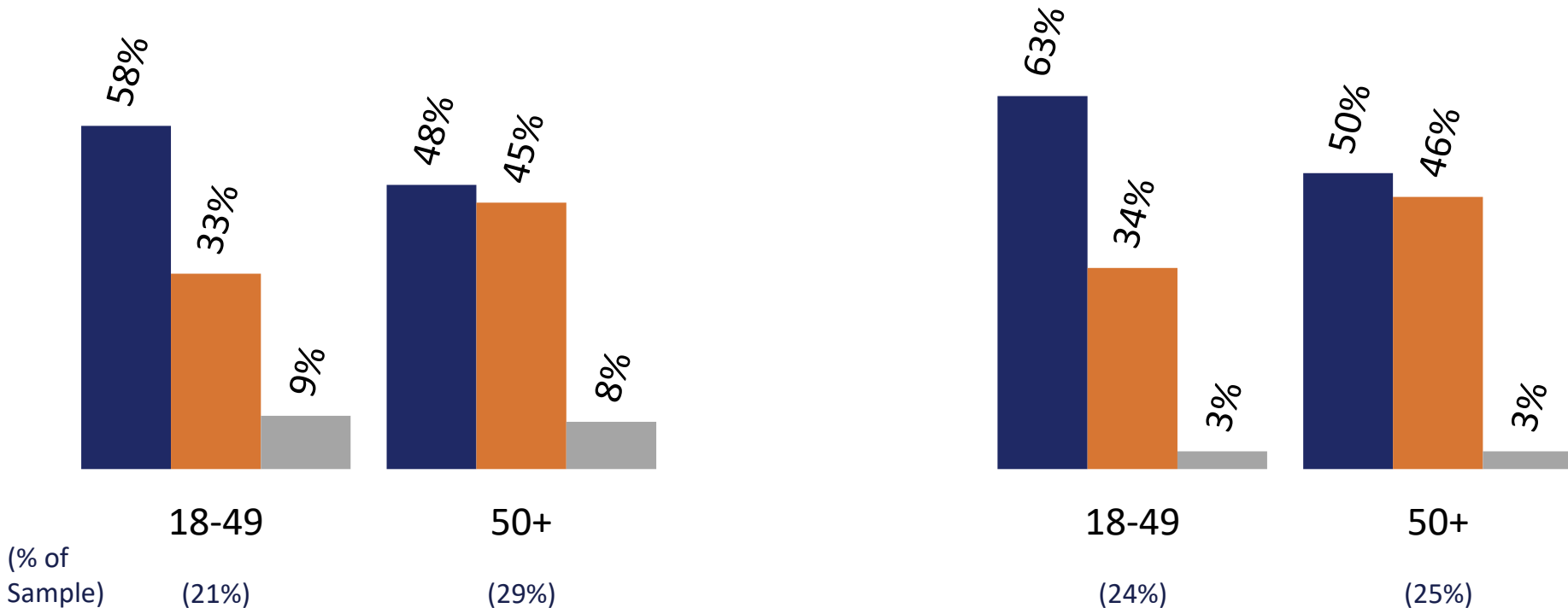
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*Initial Support by Gender by Age*

■ Total Support ■ Total Oppose ■ Don't Know

**Men**

**Women**

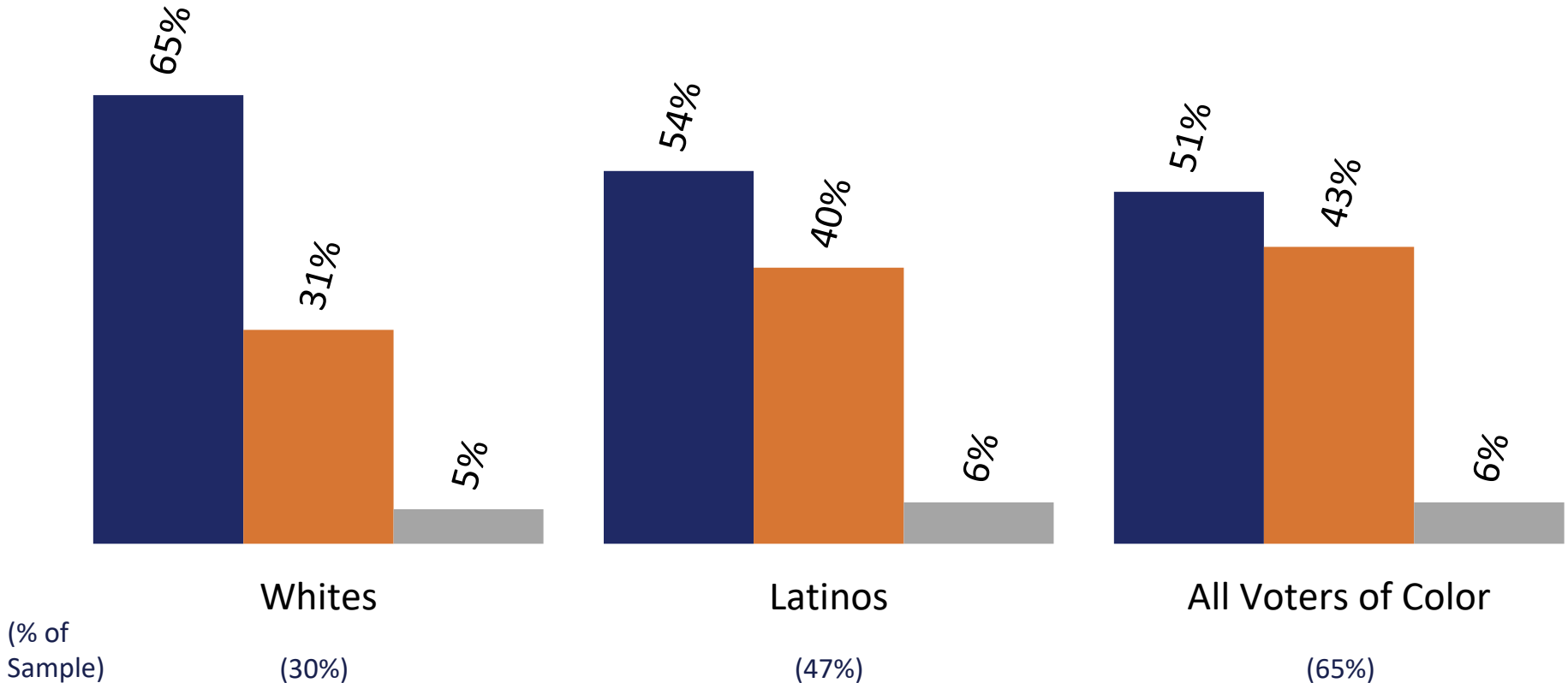


# White voters are more supportive of the proposal than Latinos and all voters of color.

Initial Support by Race/Ethnicity

■ Total Support ■ Total Oppose ■ Don't Know

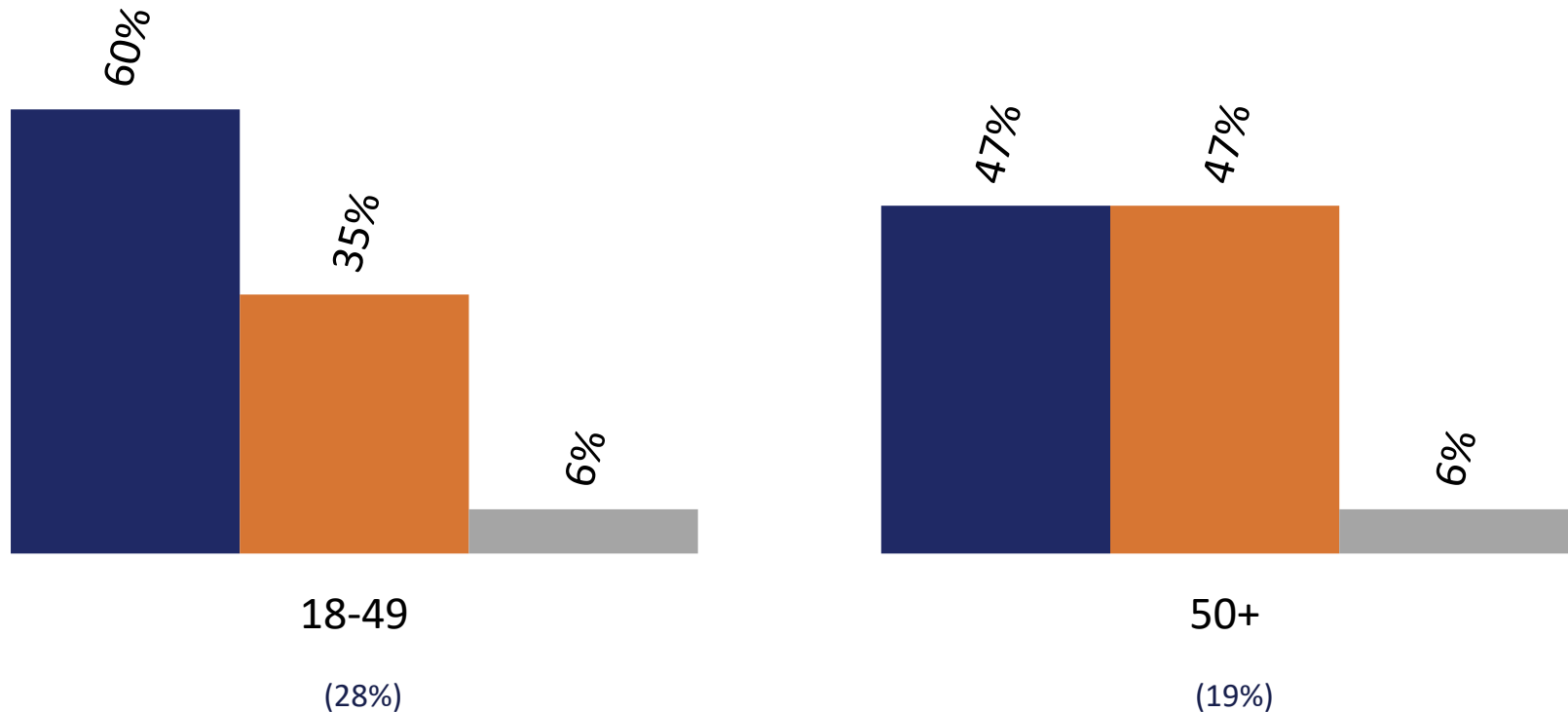
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# Six-in-ten of Latinos under 50 support the proposal, while those ages 50+ are split.

*Initial Support by Latinos by Age*

■ Total Support ■ Total Oppose ■ Don't Know

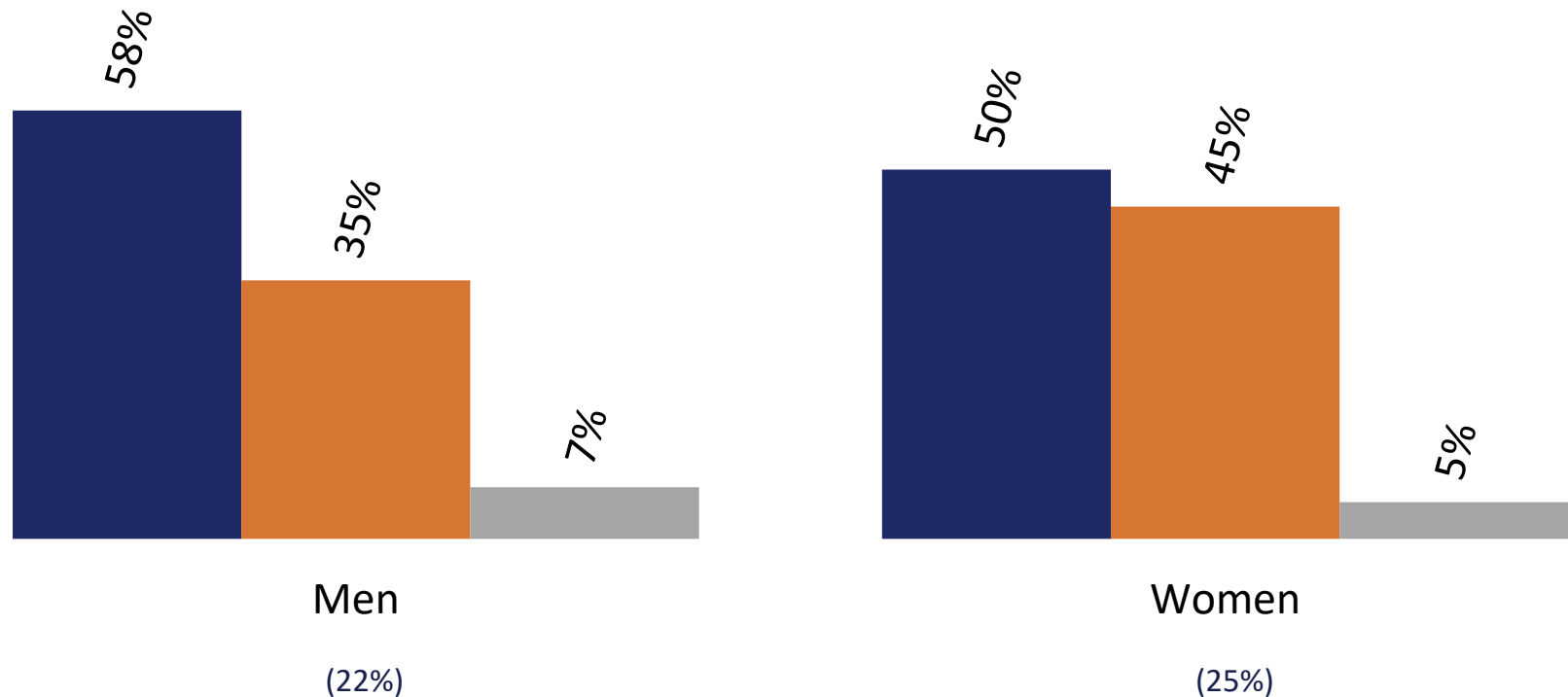


(% of Sample)

# Latino men are more supportive of the proposal than Latino women.

*Initial Support by Latinos by Gender*

■ Total Support ■ Total Oppose ■ Don't Know

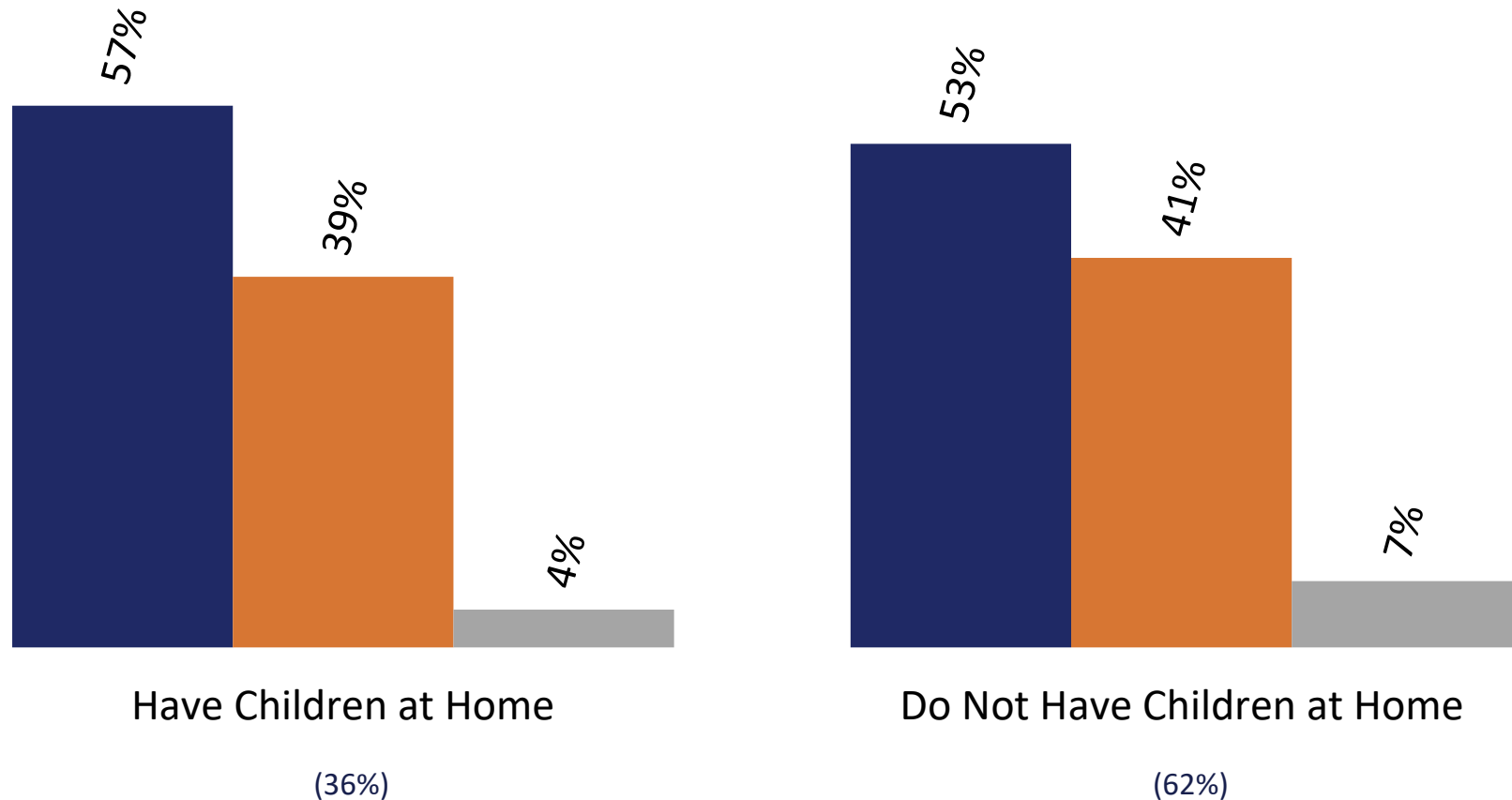


(% of Sample)

There is not a significant difference in opposition among respondents with children under 18 at home and those without children.

*Initial Support by Have Children at Home*

■ Total Support ■ Total Oppose ■ Don't Know



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(% of Sample)

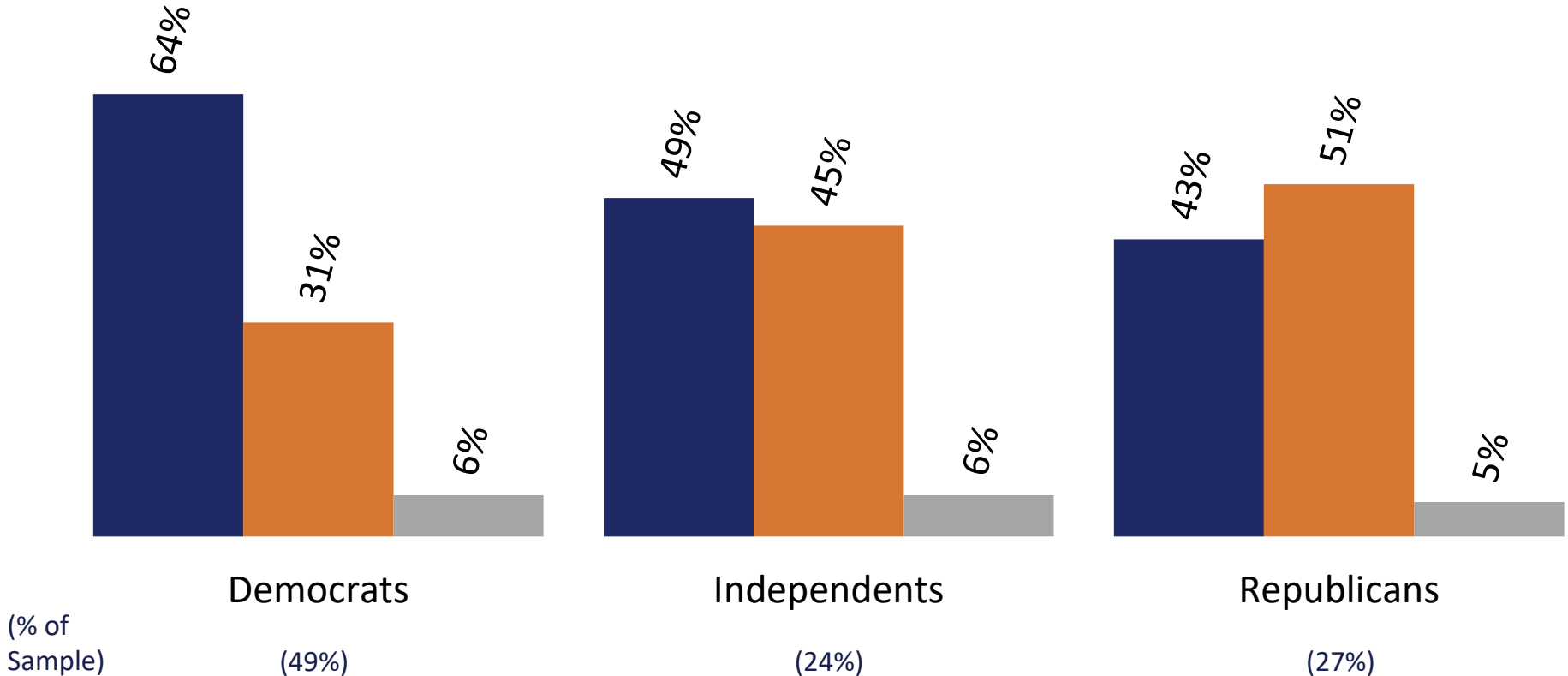


Support for the proposal follows political ideology, with Democrats being more supportive and Republicans most in opposition.

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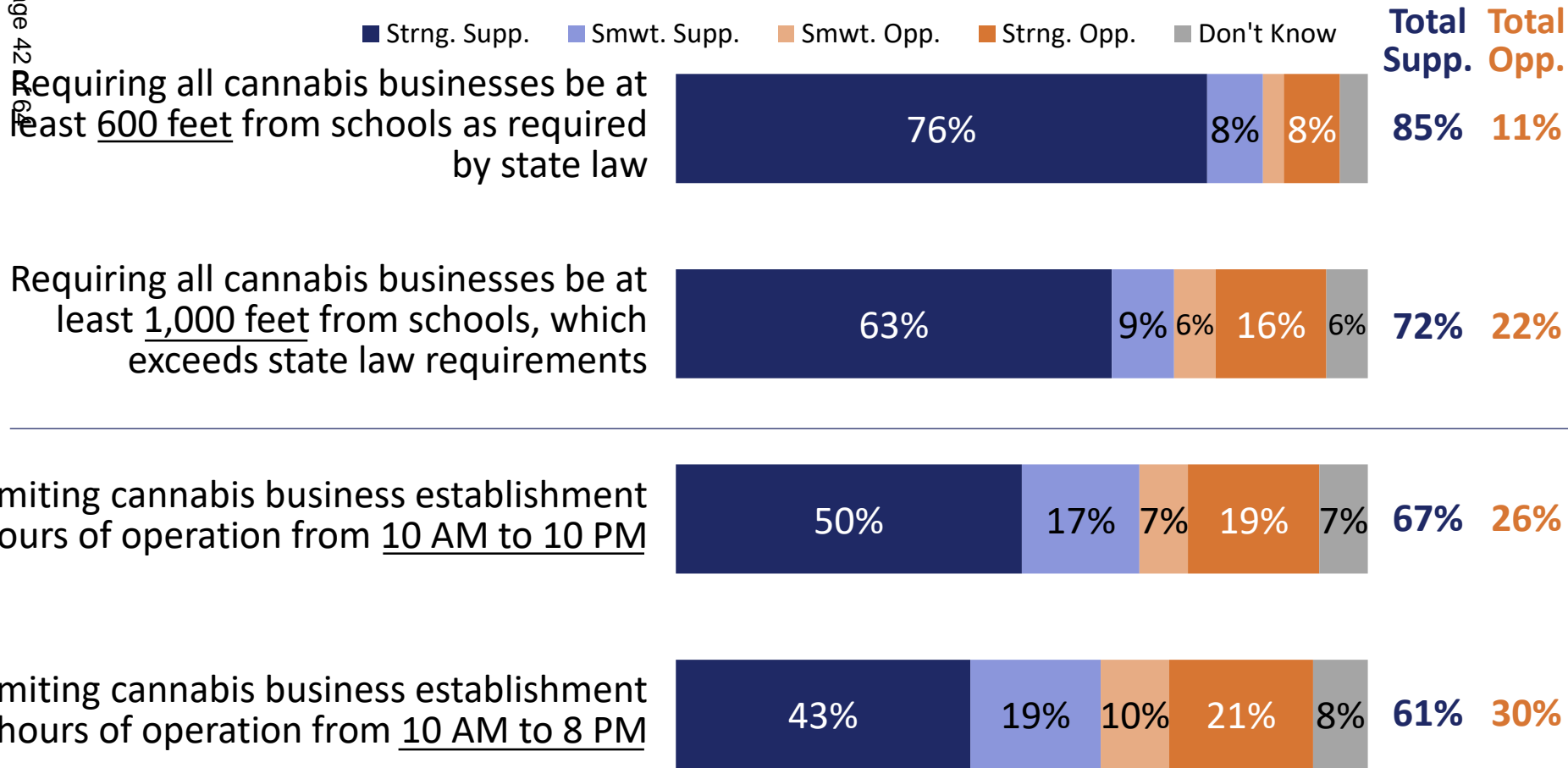
*Initial Support by Party Registration*

■ Total Support ■ Total Oppose ■ Don't Know



# Respondents are highly supportive of requiring a distance of at least 600 feet from schools and limiting hours of operation.

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Q9 k, s, l & u. Some people have proposed a ballot measure that would establish local rules and regulations to permit commercial cannabis operations in the City and to tax the sale, distribution and cultivation of cannabis products and related businesses. I am going to mention different rules and regulations that may be included in this proposal to permit cannabis businesses to operate in the City of Covina. Please tell me whether you support or oppose it. Split Sample

Respondents are most supportive of regulations focused on making sure cannabis businesses are safe, such as requiring employee background checks and proper lighting around businesses.

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■ Strng. Supp. ■ Smwt. Supp. ■ Smwt. Opp. ■ Strng. Opp. ■ Don't Know

**Total Supp.** **Total Opp.**

Requiring that operators and employees of cannabis businesses be subject to a criminal background check



**85%** **14%**

Requiring that cannabis businesses provide lighting for the interior and exterior of the building, including their sidewalk and parking lot



**82%** **13%**

Requiring cannabis businesses to provide security including cameras, alarms and an armed security guard



**77%** **16%**

Requiring the city to inspect and approve all cannabis businesses before allowing operations



**77%** **19%**

Requiring cannabis business establishments test and analyze cannabis for pesticides and other toxins before providing it to patients and customers



**71%** **19%**

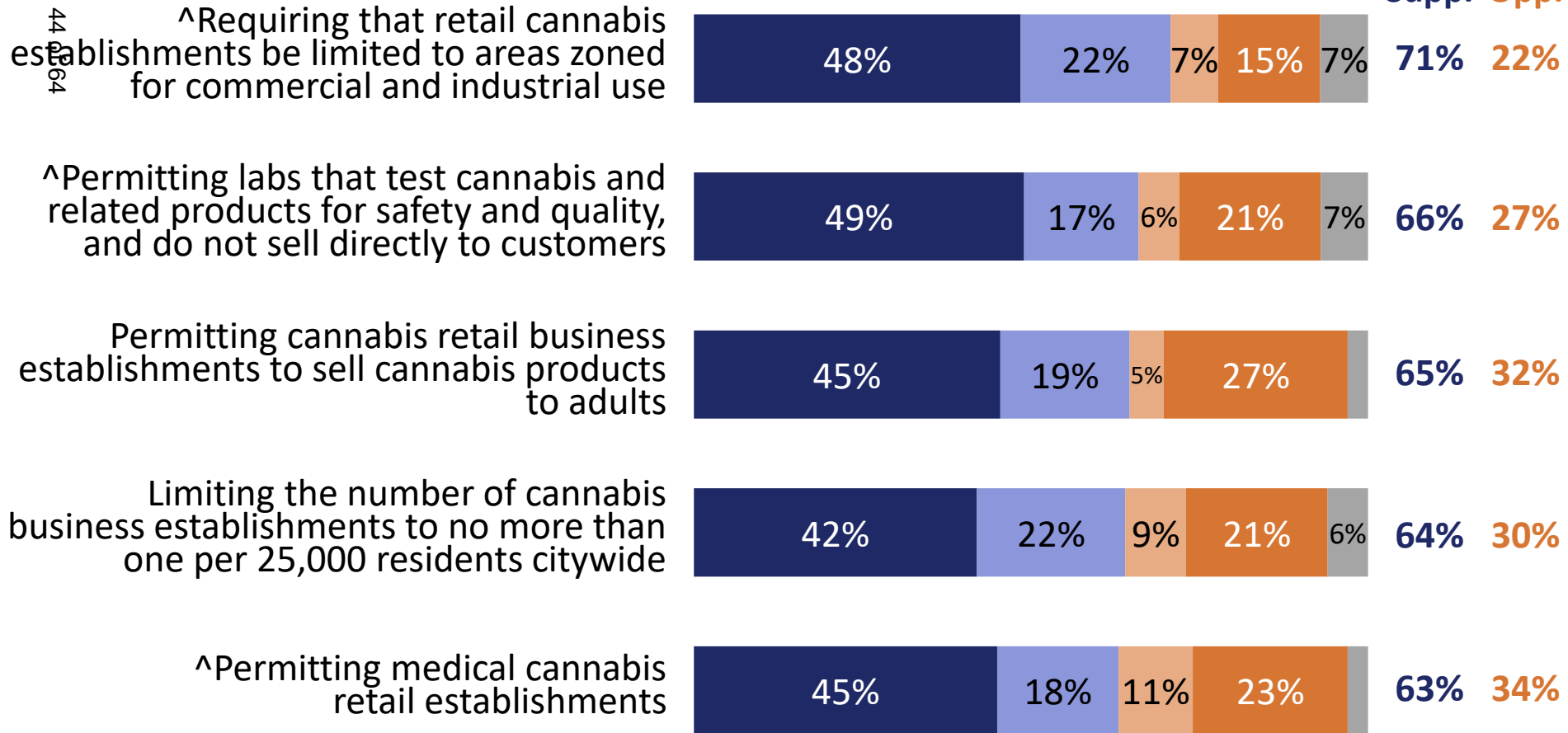
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# Most respondents also support permitting testing labs, retail businesses, and medical cannabis businesses in the City.

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■ Strng. Supp. ■ Smwt. Supp. ■ Smwt. Opp. ■ Strng. Opp. ■ Don't Know

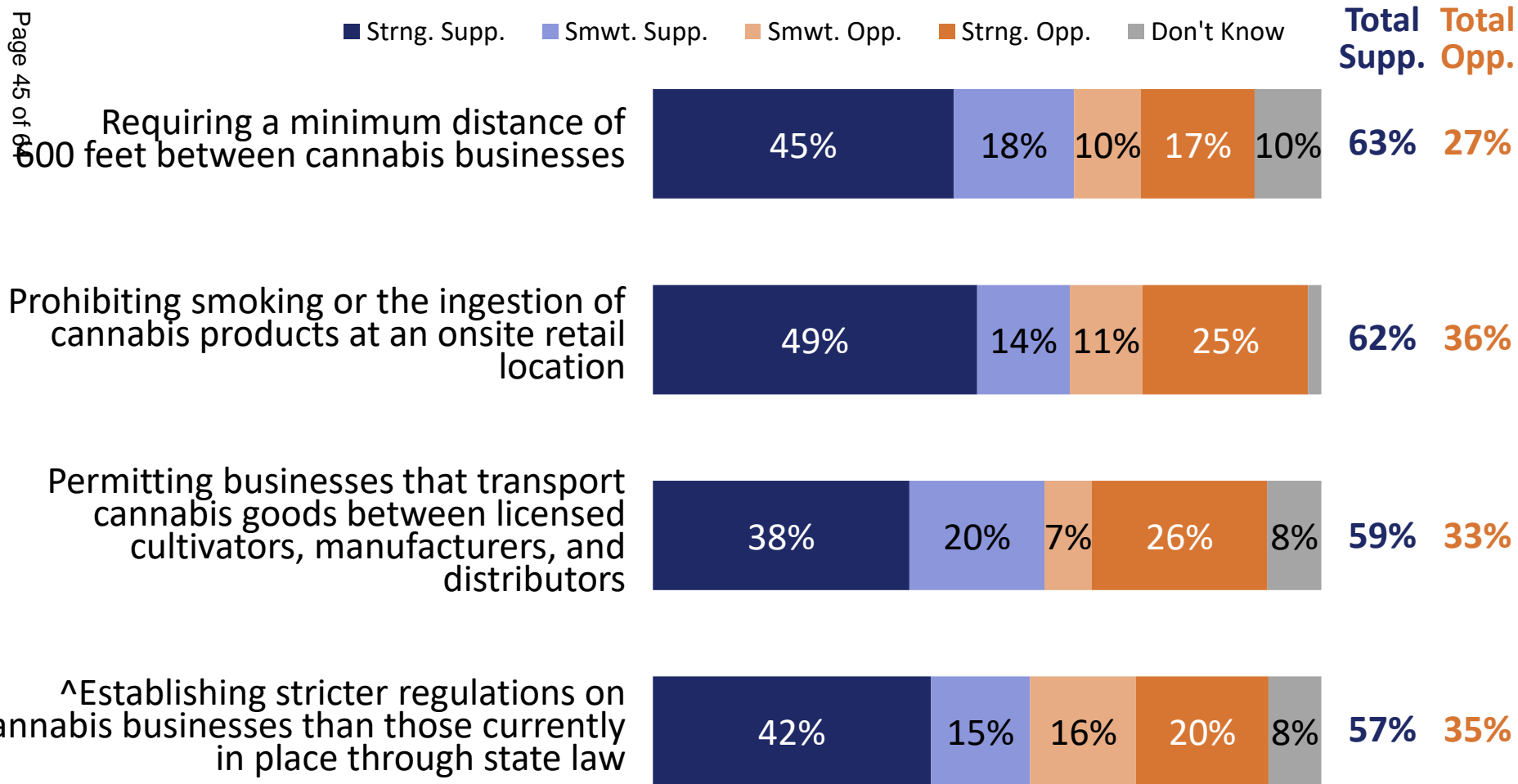
**Total Supp.** **Total Opp.**



Q9 a-j, m-r & t-y. Some people have proposed a ballot measure that would establish local rules and regulations to permit commercial cannabis operations in the City and to tax the sale, distribution and cultivation of cannabis products and related businesses. I am going to mention different rules and regulations that may be included in this proposal to permit cannabis businesses to operate in the City of Covina. Please tell me whether you support or oppose it. ^Not Part of Split Sample

Over six-in-ten support regulations such as a minimum distance between cannabis businesses and prohibiting consuming cannabis onsite.

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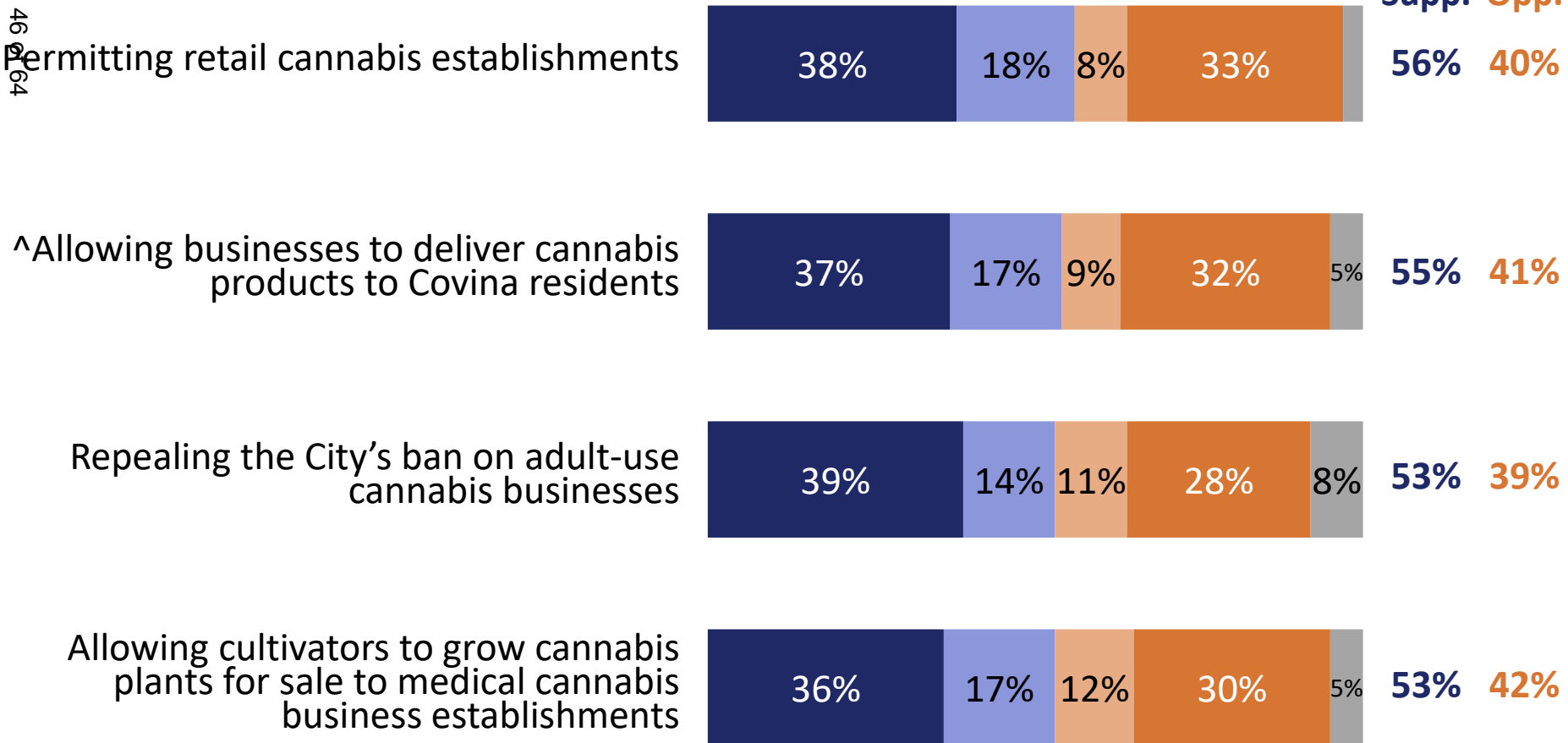
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# A majority also support permitting retail and delivery businesses, and cultivators to grow cannabis for medical purposes.

■ Strng. Supp. ■ Smwt. Supp. ■ Smwt. Opp. ■ Strng. Opp. ■ Don't Know

**Total Supp.** **Total Opp.**

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Q9 a-j, m-r & t-y. Some people have proposed a ballot measure that would establish local rules and regulations to permit commercial cannabis operations in the City and to tax the sale, distribution and cultivation of cannabis products and related businesses. I am going to mention different rules and regulations that may be included in this proposal to permit cannabis businesses to operate in the City of Covina. Please tell me whether you support or oppose it. ^Not Part of Split Sample

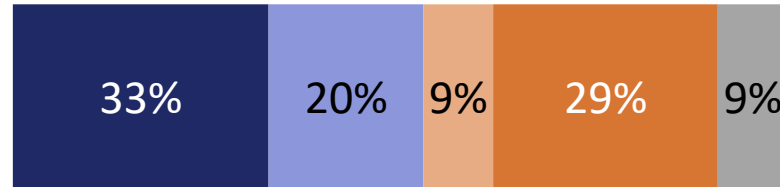
# Over half support permitting manufacturing businesses that do not sell directly to customers.

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■ Strng. Supp. ■ Smwt. Supp. ■ Smwt. Opp. ■ Strng. Opp. ■ Don't Know

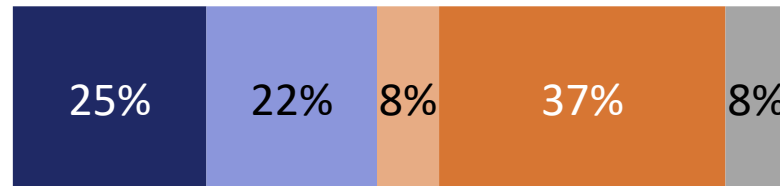
**Total Supp.** **Total Opp.**

Permitting businesses that manufacture cannabis products but do not sell directly to customers



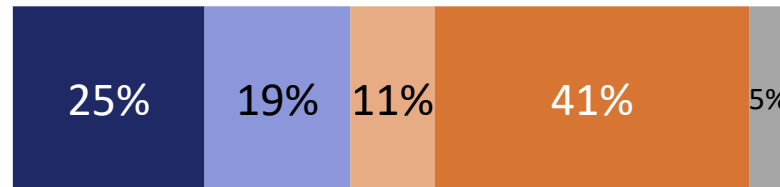
**53%** **38%**

Allowing cultivators to grow cannabis plants for sale to stores that sell cannabis for recreational purposes or other businesses that make cannabis-based products



**47%** **45%**

Allowing cannabis businesses in commercial districts like the Downtown area



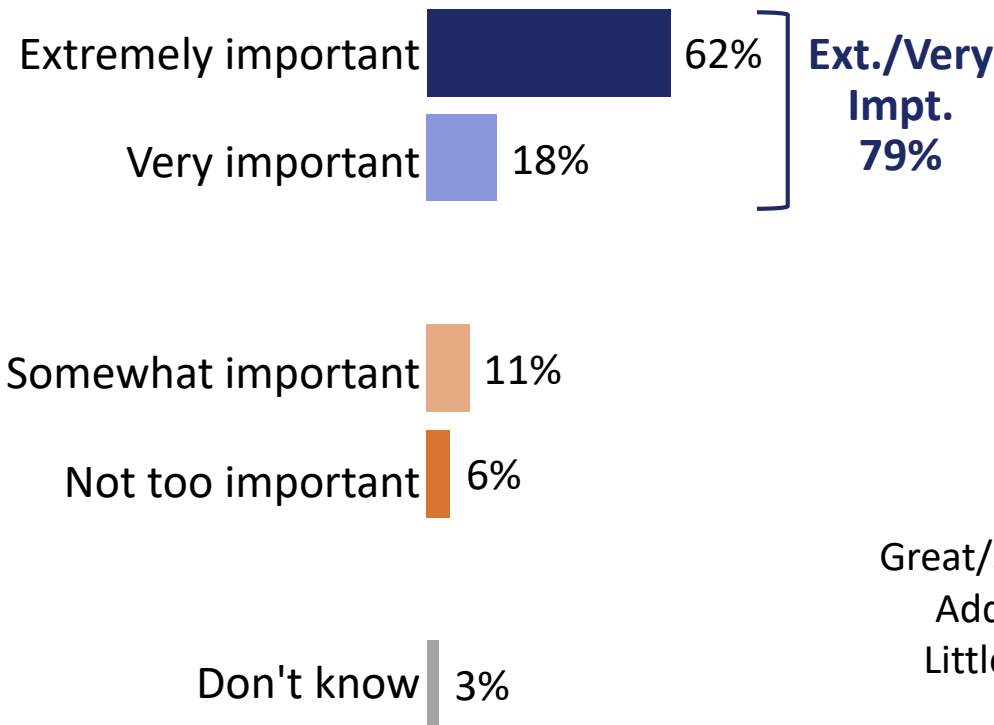
**44%** **51%**

Q9 a-j, m-r & t-y. Some people have proposed a ballot measure that would establish local rules and regulations to permit commercial cannabis operations in the City and to tax the sale, distribution and cultivation of cannabis products and related businesses. I am going to mention different rules and regulations that may be included in this proposal to permit cannabis businesses to operate in the City of Covina. Please tell me whether you support or oppose it. ^Not Part of Split Sample

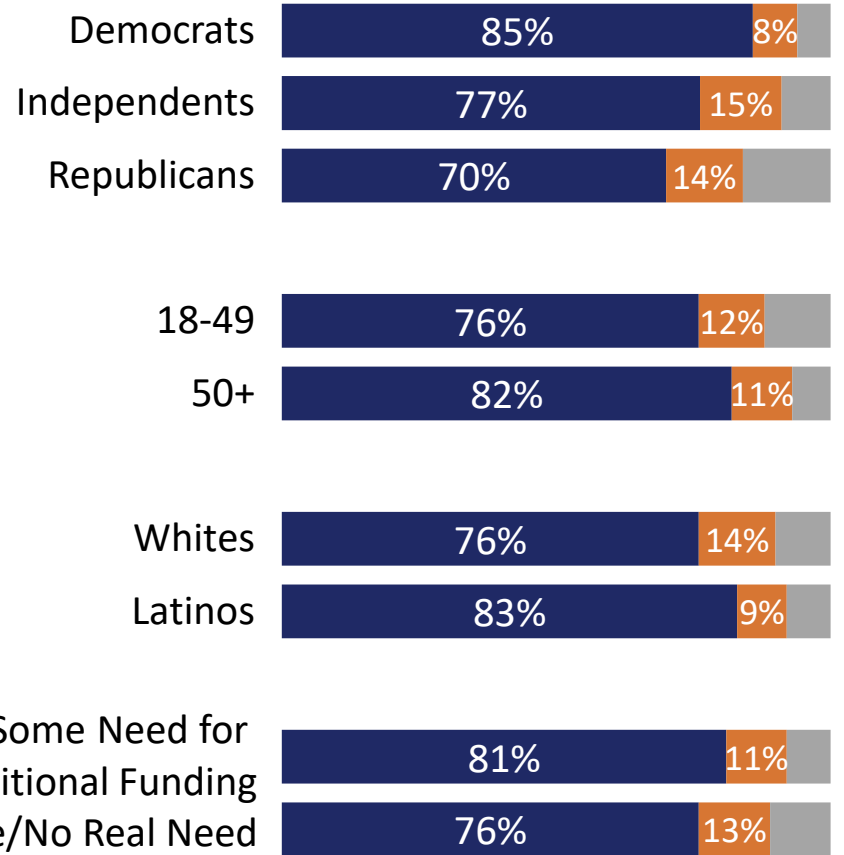
Most all respondents believe it is important to establish a tax on cannabis businesses, with six-in-ten indicating it is extremely important.

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6/20

*If the City were to allow commercial cannabis activity, how important do you think it is for the City to tax these businesses in order to obtain a revenue source from these businesses?*

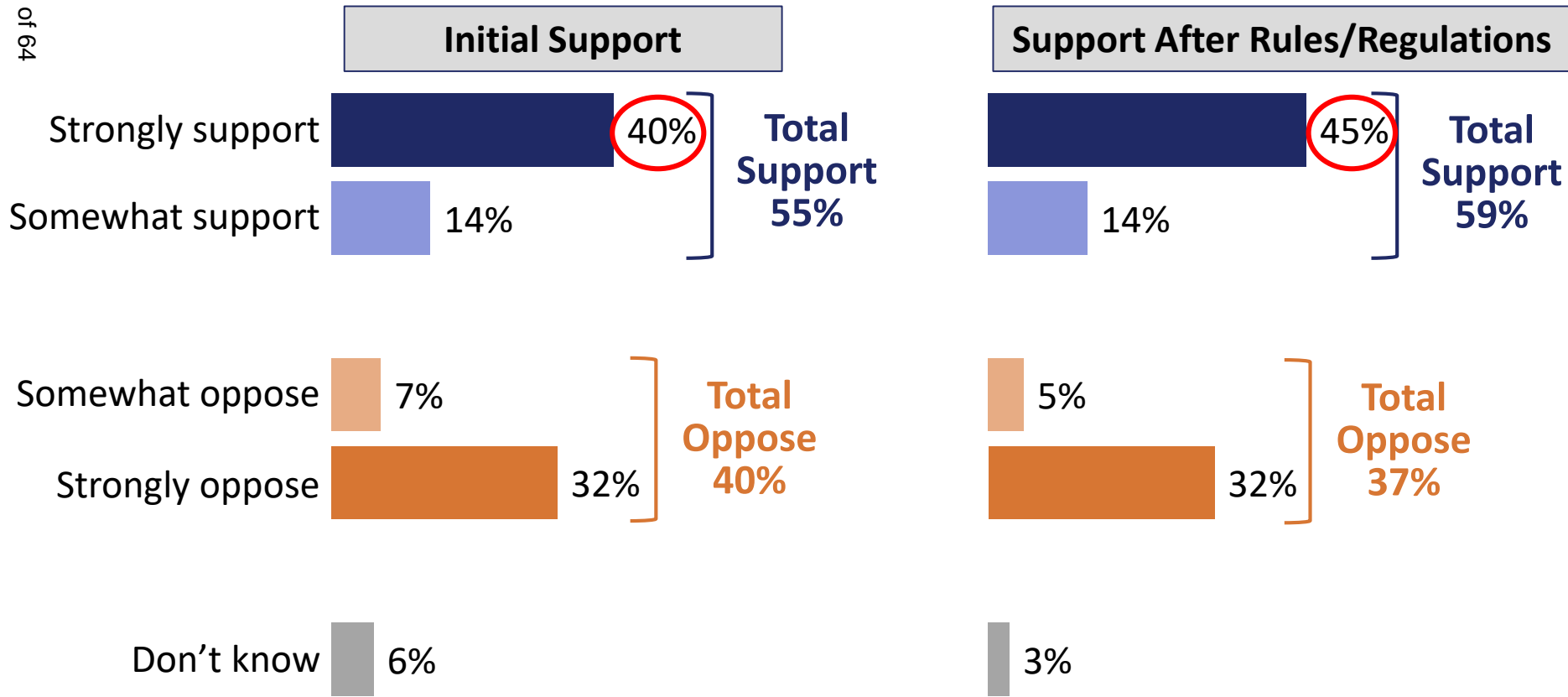


■ Ext./Very Impt. ■ Smwt./Not Too Impt. ■ Don't Know





After hearing more about the rules and restrictions the City could impose, support increases to almost six-in-ten.





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# Perceived Impacts of Allowing Cannabis Businesses in Covina

# Voters recognize the City is facing a difficult fiscal situation and think cannabis businesses can benefit the local economy.

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■ Strng. Agree ■ Smwt. Agree ■ Smwt. Disagree ■ Strng. Disagree ■ Don't Know

**Total Agree** **Total Disagree**

^Taxing businesses that sell cannabis is an appropriate way to raise revenue for City services



**80%** **17%**

^The City of Covina's budget has been hurt by the ongoing coronavirus pandemic



**78%** **9%**

Reducing city services would hurt local property values

December 2020



**74%** **17%**

July 2018



**71%** **20%**

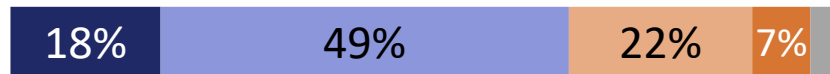
The City of Covina provides a better quality of life than other nearby communities

December 2020



**74%** **20%**

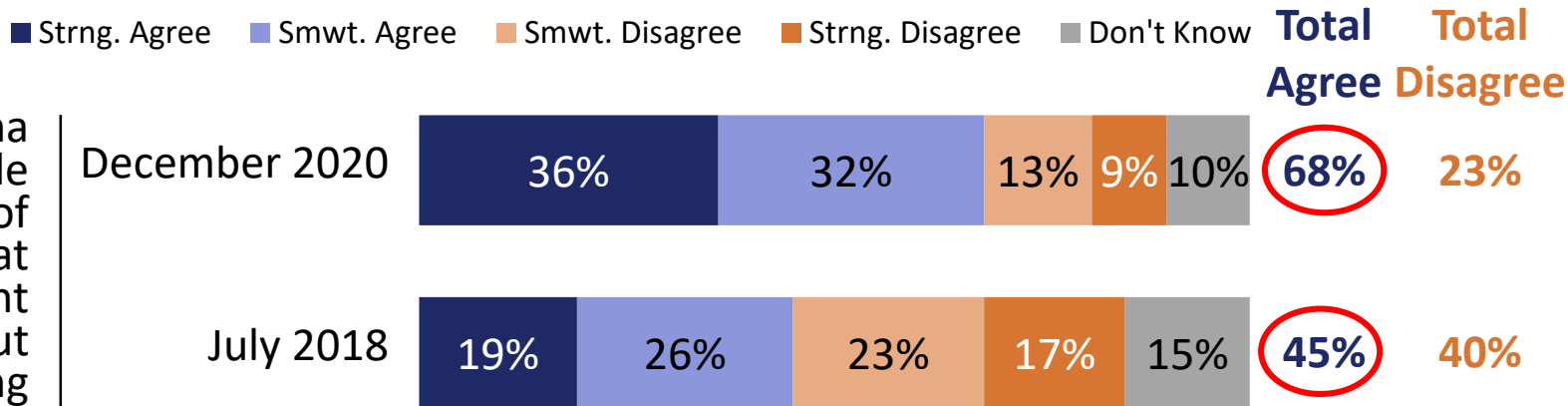
July 2018



**67%** **29%**

Respondents are much more aware now the city is unable to provide the same level of services without additional funding than in 2018.

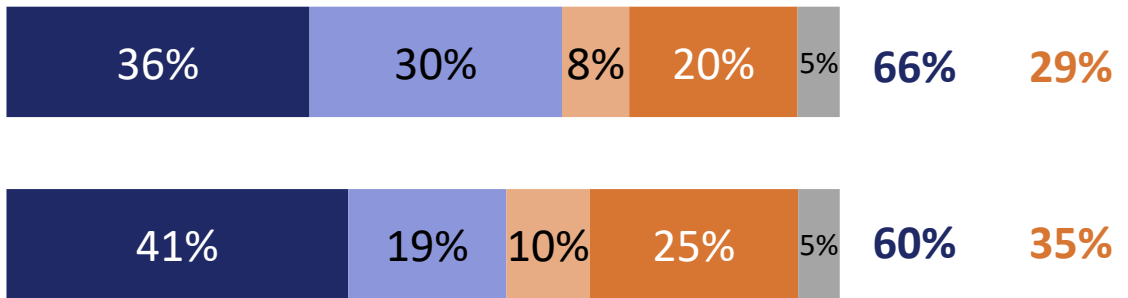
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The City of Covina cannot provide the level of service that residents want and need without additional funding

^Permitting regulated cannabis businesses to operate in Covina will reduce unlicensed and illegal operations in the city and nearby communities

Allowing cannabis businesses to operate in the City of Covina will create jobs and help our local economy



Respondents were also provided two statements about allowing cannabis businesses in Covina - one in favor, and one in opposition:

**Opponents** say that cannabis and cannabis products are prohibited by the federal government and that permitting these products in our City will make it easier for kids and teens to get drugs, leading to the use of harder drugs like cocaine and meth, and result in more accidents on our roads because unlike alcohol there is no truly effective way to tell if someone is impaired after smoking or consuming cannabis. The City will also have to spend more money monitoring cannabis business establishments because they attract criminals and drug users, taking resources away from programs that improve our community and other vital services that are already underfunded.

**Supporters** say that Statewide, voters already approved the legalization of cannabis programs with the approval of Proposition 64 in 2016. Since the coronavirus pandemic has blown a hole in the Covina City budget, allowing cannabis businesses to operate in the City will generate revenue each year for vital local services such as 911 emergency response services, fixing potholes, and other essential services critical to Covina residents' health and safety. Additionally, establishing sensible regulations to permit the sale of medicinal cannabis in Covina will allow patients with debilitating diseases, like cancer, to have local access to legal, doctor-prescribed medicine that has been tested to make sure it contains no toxins or other contaminants that could harm patients' health.

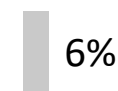
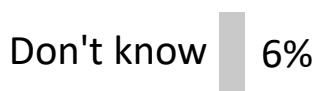
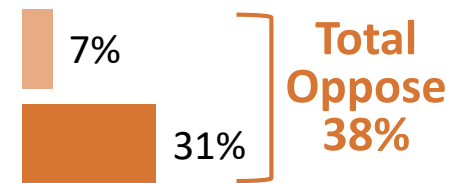
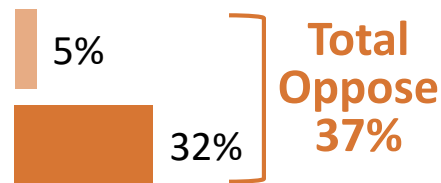
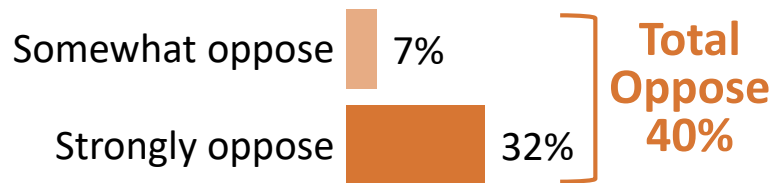
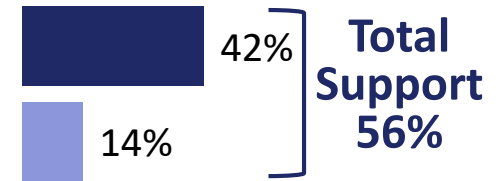
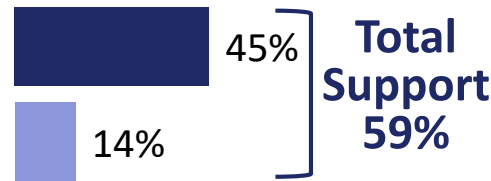
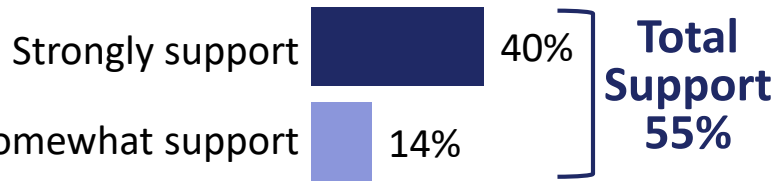
# After hearing all information, 56% support for allowing cannabis businesses in the City.

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## Initial Support

## After Rules/ Regulations

## After Statements





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# Conclusions

# Conclusions

- ✓ Respondents have positive perceptions of the City of Covina and the job the City Government is doing, with more believing things are headed in the right direction now than in 2018.
- ✓ The COVID-19 Pandemic remains a top concern on respondents' minds, with the economic and health impacts it has had being some of the most serious issues. Homelessness is also considered a much more serious issue now than in 2018.
- ✓ A strong majority of voters support a proposal that would amend the City charter and allow cannabis businesses to operate in Covina.



# Conclusions

- ✓ Respondents believe the City has been doing a very good job at responding to the pandemic, approving of delivering senior meals and re-directing traffic to accommodate outdoor dining when it was allowed.
- ✓ Today, 73% believe the City has a need for funding, with more believing the need is great now than in 2018. Respondents also understand that without additional funding, the City will be unable to provide the same level of services, or that services will be cut.
- ✓ Most all respondents support applying a business tax on cannabis businesses, and eight-in-ten believe it is an appropriate way to raise revenue for City services.

## Conclusions, cont.

- ✓ Respondents strongly support placing regulations and restrictions that ensure cannabis businesses are operating safely, such as a minimum of 600 feet from schools, requiring that operators and employees of cannabis businesses be subject to a criminal background check.
- ✓ Respondents also strongly support allowing both retail businesses that sell to all adults and medical retail businesses, as labs that only test but do not sell cannabis.

For more information, contact:



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