



News from  
**Councilmember Todd Gloria**

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City of San Diego ▪ District Three

**NEWS RELEASE**

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**Survey Finds Public Support for New Revenues to Preserve City Services  
Councilmember Gloria: City Must Heed the Public's Call for a Balanced Approach to Budget Solutions**

SAN DIEGO, CA (April 15, 2010) – San Diego City Councilmember Todd Gloria highlighted the significant findings of a [Survey on Residents' Opinions on City Services, released today by the Office of the Independent Budget Analyst](http://www.sandiego.gov/iba/pdf/10_34.pdf). Commissioned by the City of San Diego and conducted by Behavior Research Center, Inc., the survey found that generating new revenue, ending service cuts and implementing managed competition were all favored in the survey as integral to overall budget solutions. The full report can be found at: [http://www.sandiego.gov/iba/pdf/10\\_34.pdf](http://www.sandiego.gov/iba/pdf/10_34.pdf).

**“San Diegans highly value their quality of life and are supportive of a balanced approach in solving the City’s budget challenges,”** said Councilmember Gloria. **“They are adamant that City services not be further reduced and understand that additional revenues are a sensible part of an overall budget solution.”**

Among the notable findings of the survey:

- 70% of San Diegans believe City services should not be further reduced.
- 59% of citizens agree that the City should generate new revenues through increased fees to help avoid additional service reductions.
- Further reductions to City employee salaries and benefits are not seen as a panacea, with 48% of citizens commenting they approve of the idea and 47% disapproving.

The survey also showed that San Diegans are most concerned about essential services.

**“The increased demands on our budget, coupled with lower than anticipated revenues, makes prioritizing vital services more critical now than ever before,”** said Councilmember Gloria. **“Along with San Diegans, I believe that our street infrastructure, public safety and homelessness must be funded first.”**

Councilmember Gloria has consistently advocated for his constituents’ interests in essential services and their rational willingness to pay for them. He is confident the survey results will help his fellow City leaders move forward with a responsible and balanced approach to solving the long-term structural budget deficit, including revenue options.

**“Increasing fees is no one’s favorite way to address budget challenges, but after almost a decade of budget cuts, we have run out of viable alternatives,”** said Councilmember Gloria. **“When our fire engines aren’t staffed and other service levels are falling, raising new revenues should no longer be a tough decision.”**

Councilmember Gloria, a longtime critic of contracting out City services, understands that managed competition, a method supported by 74% of citizens in the survey, will be part of any comprehensive budget solution, along with new revenues.

**“In other cities where managed competition has been implemented, municipal employees have fared well. I know that will be the case here and support the will of the public to move forward as long it is done responsibly and contracts are vigilantly overseen by City leaders,”** said Councilmember Gloria.

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Councilmember Gloria welcomes media inquiries and on-air interviews about this important topic. Please contact Katie Keach by calling 858-245-7673 to make arrangements.