



City of American Canyon Budget Priority 2026 Survey



OPINION
RESEARCH
& STRATEGY

Survey Methodology

Dates	April 5-16, 2026
Survey Type	Dual-mode Voter Survey
Research Population	Likely November 2026 Voters in the City of American Canyon
Total Interviews	267
Margin of Sampling Error	(Full Sample) $\pm 6.2\%$ at the 95% Confidence Level (Half Sample) $\pm 8.8\%$ at the 95% Confidence Level
Contact Methods	 Telephone Calls  Email Invitations  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews
Languages	English and Spanish

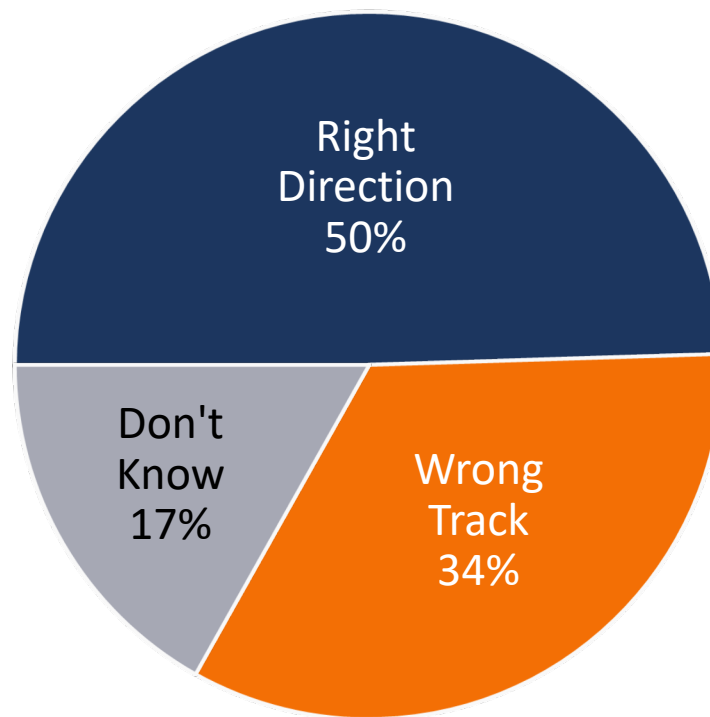
(Note: Not All Results Will Sum to 100% Due to Rounding)



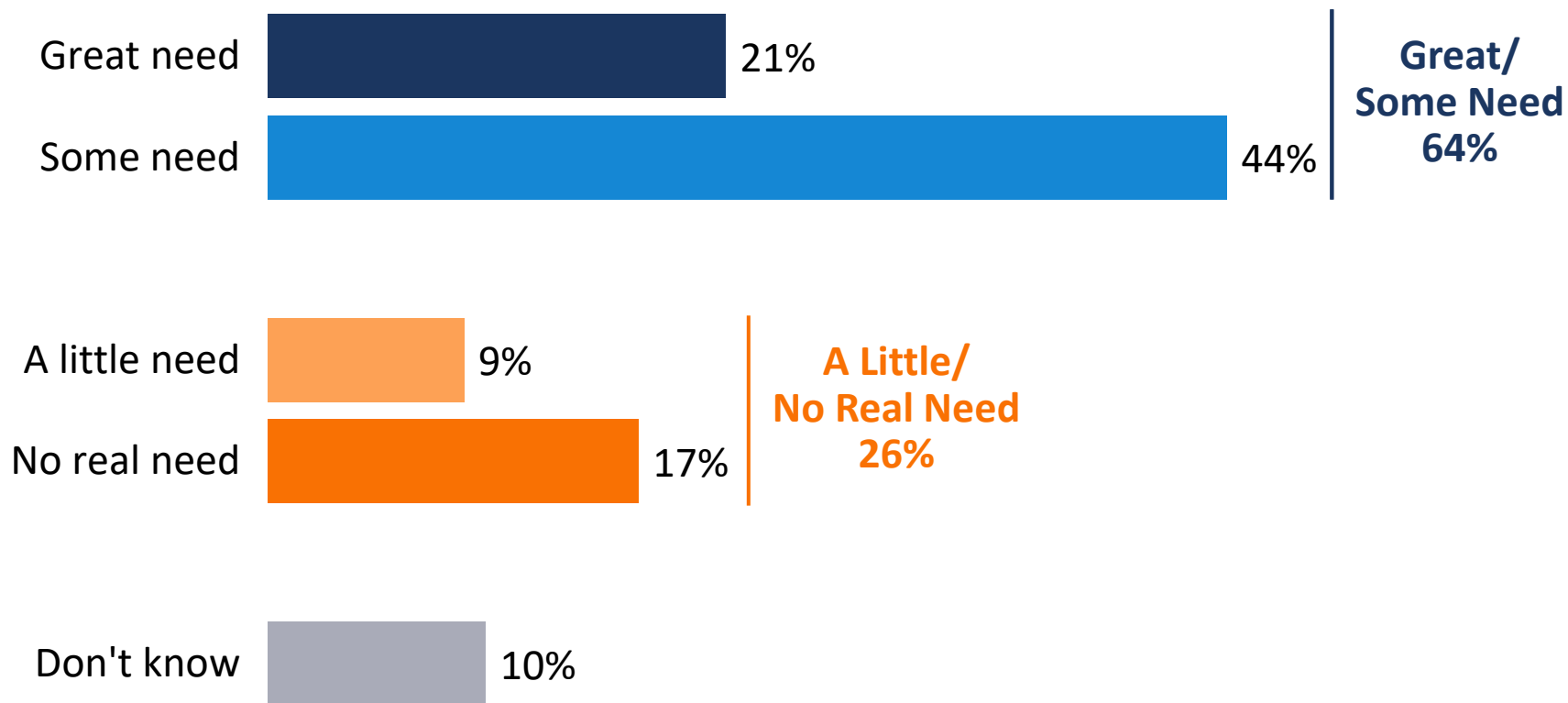
The Mood of the Electorate

Half of voters are optimistic about the City's direction.

First, thinking about the City of American Canyon in general, would you say things are going in the right direction, or do you feel they are off on the wrong track?



Nearly two-thirds believe the City needs at least some additional funds, with a modest one-in-five saying there is a great need.





Initial Attitudes on a Potential 1% Sales Tax Measure

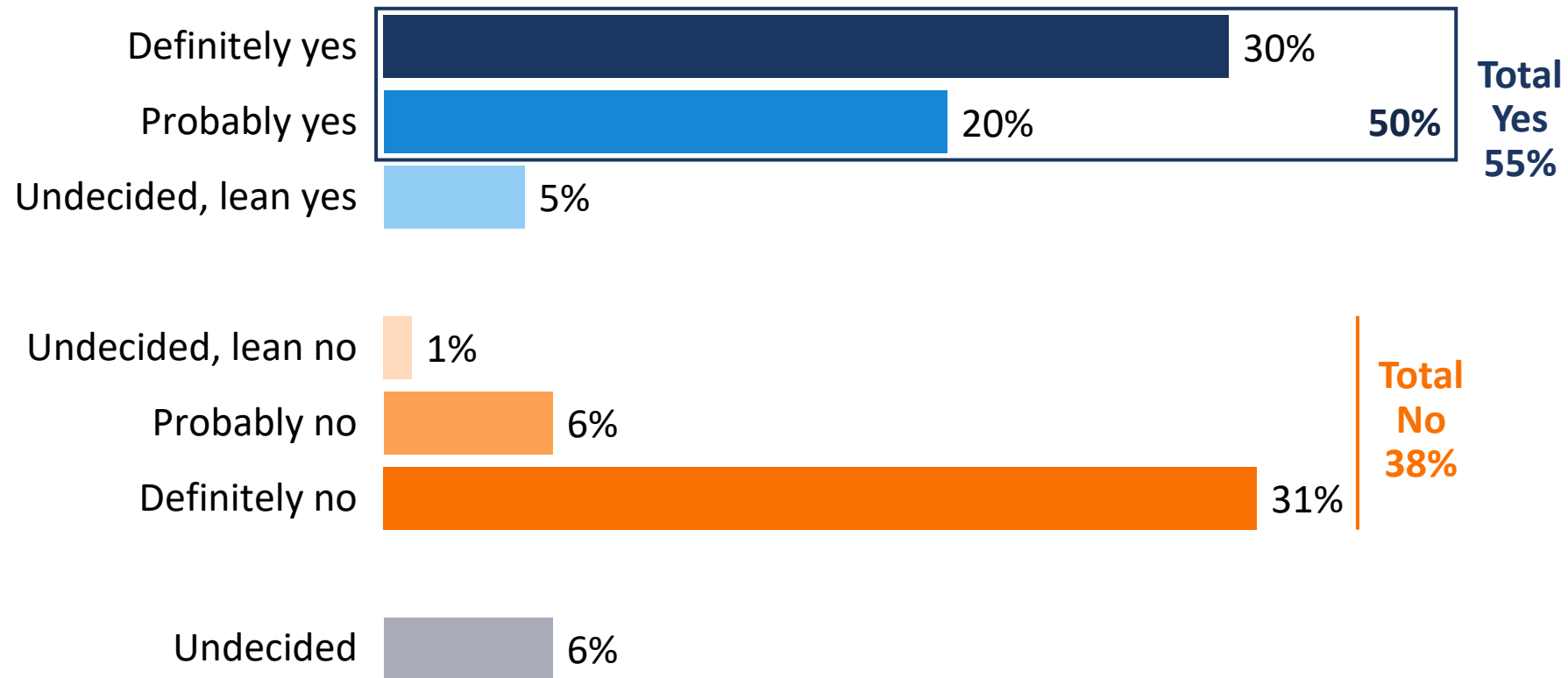
Hypothetical Ballot Measure Tested in the Survey

(As Approved by Legal Counsel)

American Canyon Public Safety, Parks, City Services Measure.
Shall an ordinance funding City of American Canyon's general services, such as maintaining 911 response; preventing crime; adding well-trained police officers; keeping public areas/parks safe/clean; protecting wetlands, natural areas; keeping trash out of local creeks; maintaining parks, trails, youth/adult recreation, senior programs, among others; by establishing a 1% sales tax, providing approximately \$3,700,000 annually until ended by voters, requiring audits, spending disclosure, funds locally controlled, be adopted?

Support is slightly over the simple majority threshold required for passage in the initial vote, although a modest three-in-ten would “definitely” vote yes.

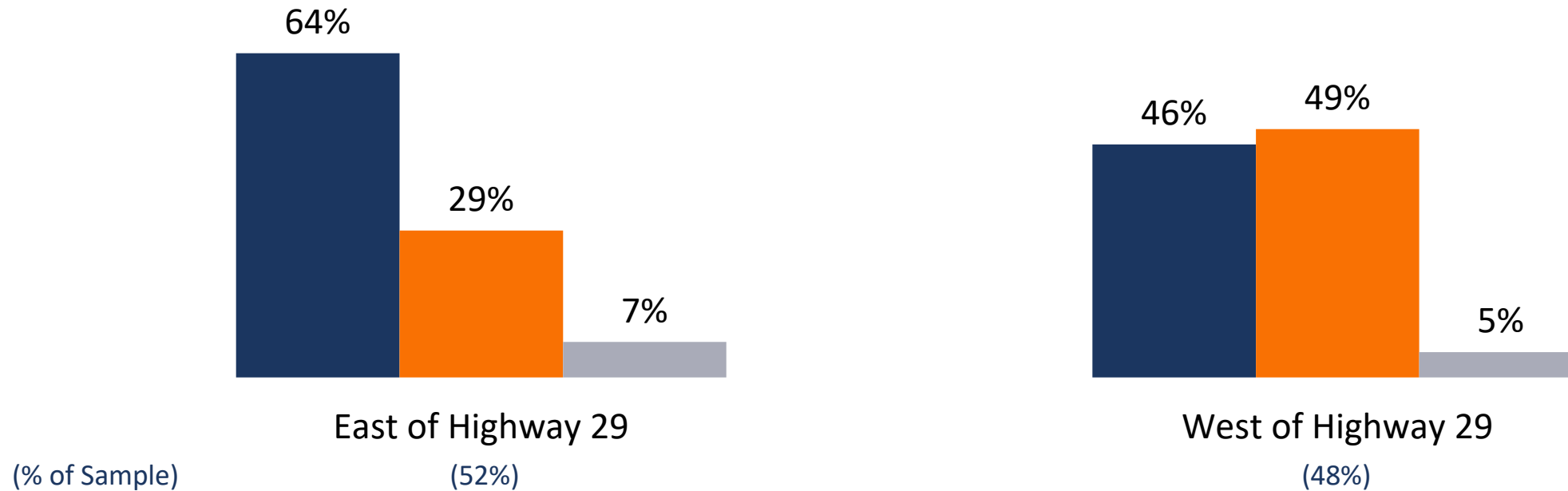
(MOE: $\pm 6.2\%$)



Voters living east of Highway 29 strongly support the measure, while voters west of Highway 29 are split.

Initial Vote on American Canyon Public Safety, Parks, City Services Measure by East/West of Highway 29

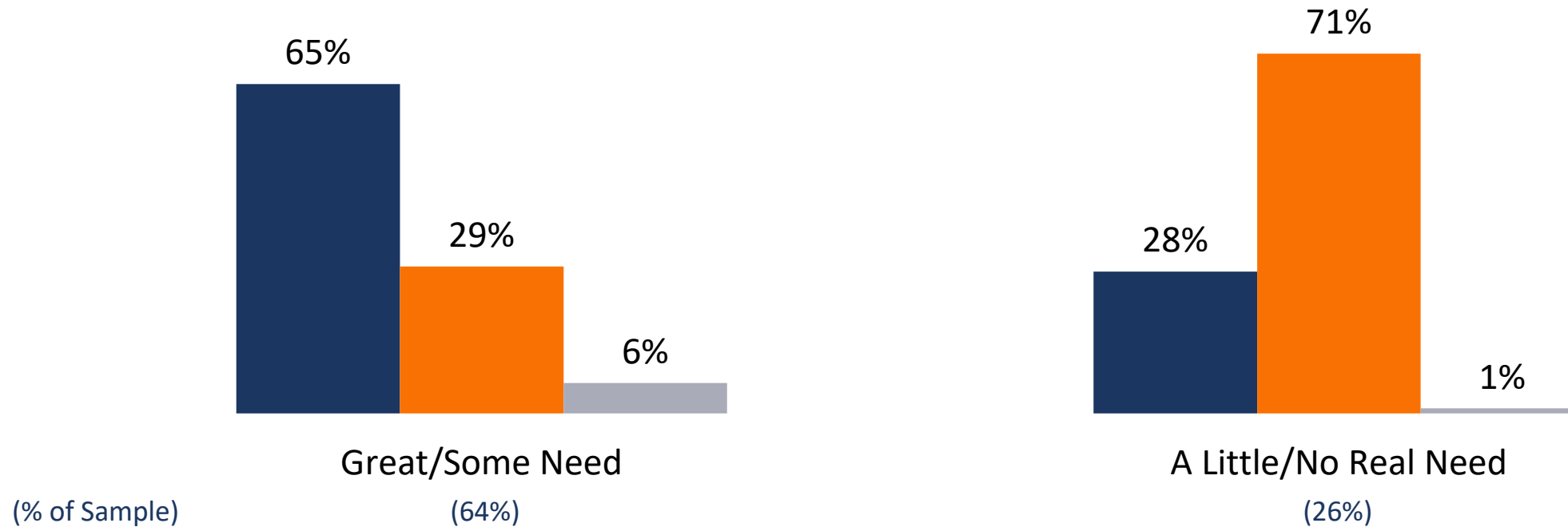
■ Total Yes ■ Total No ■ Undecided



Perceived need for additional funding is strongly linked to support for the measure.

Initial Vote on American Canyon Public Safety, Parks, City Services Measure by Funding Need

■ Total Yes ■ Total No ■ Undecided





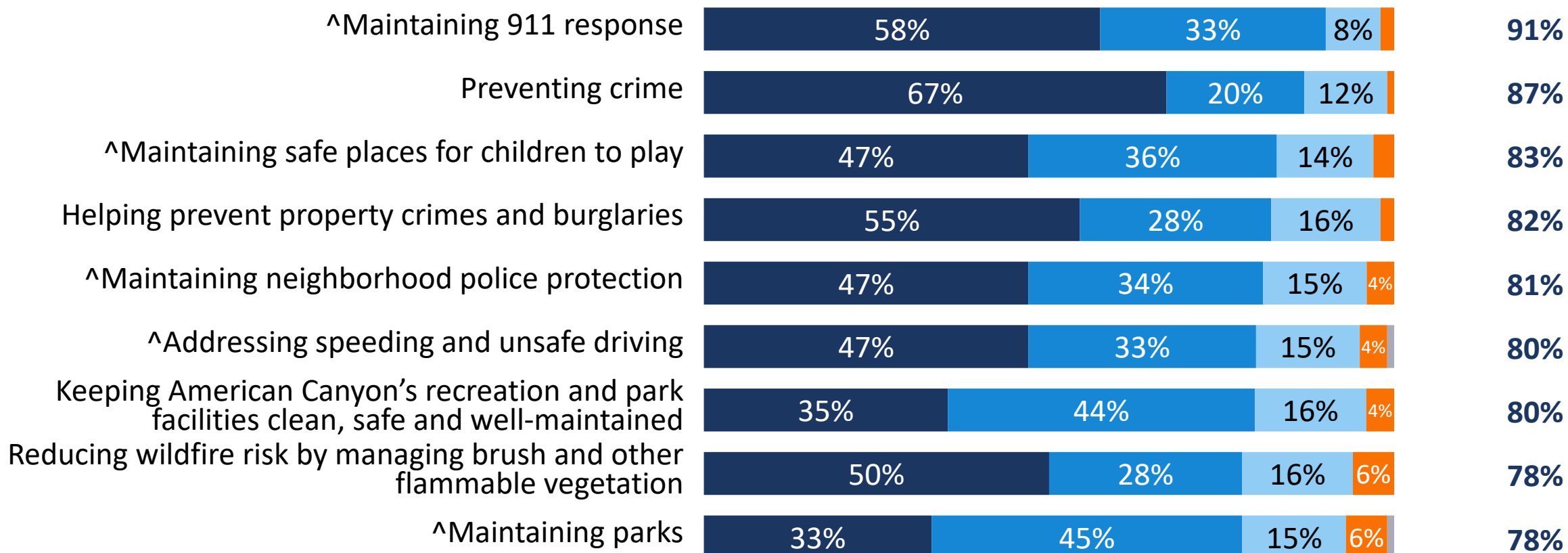
Budget Priorities

Maintaining 911 response, preventing crime, maintaining safe places for children to play, maintaining neighborhood police protection and addressing speeding and unsafe driving are among voters' top funding measure priorities.

(Ranked by Extremely/Very Important)

■ Extremely Important ■ Very Important ■ Somewhat Important ■ Not Too Important ■ Don't Know

Extremely/Very Important



Continued

(Ranked by Extremely/Very Important)

■ Extremely Important
■ Very Important
■ Somewhat Important
■ Not Too Important
■ Don't Know
Extremely/Very Important

Maintaining city services 39% 38% 18% 5% 77%

Maintaining community service officers and patrols 38% 38% 16% 7% 76%

Keeping public areas and parks safe and clean 45% 29% 20% 5% 75%

Reducing wildfire risk by managing brush and other fuels 41% 34% 21% 4% 75%

^Keeping trash out of local creeks 36% 38% 21% 4% 74%

^Protecting natural areas 32% 42% 20% 6% 74%

^Adding well-trained police officers 46% 27% 19% 7% 73%

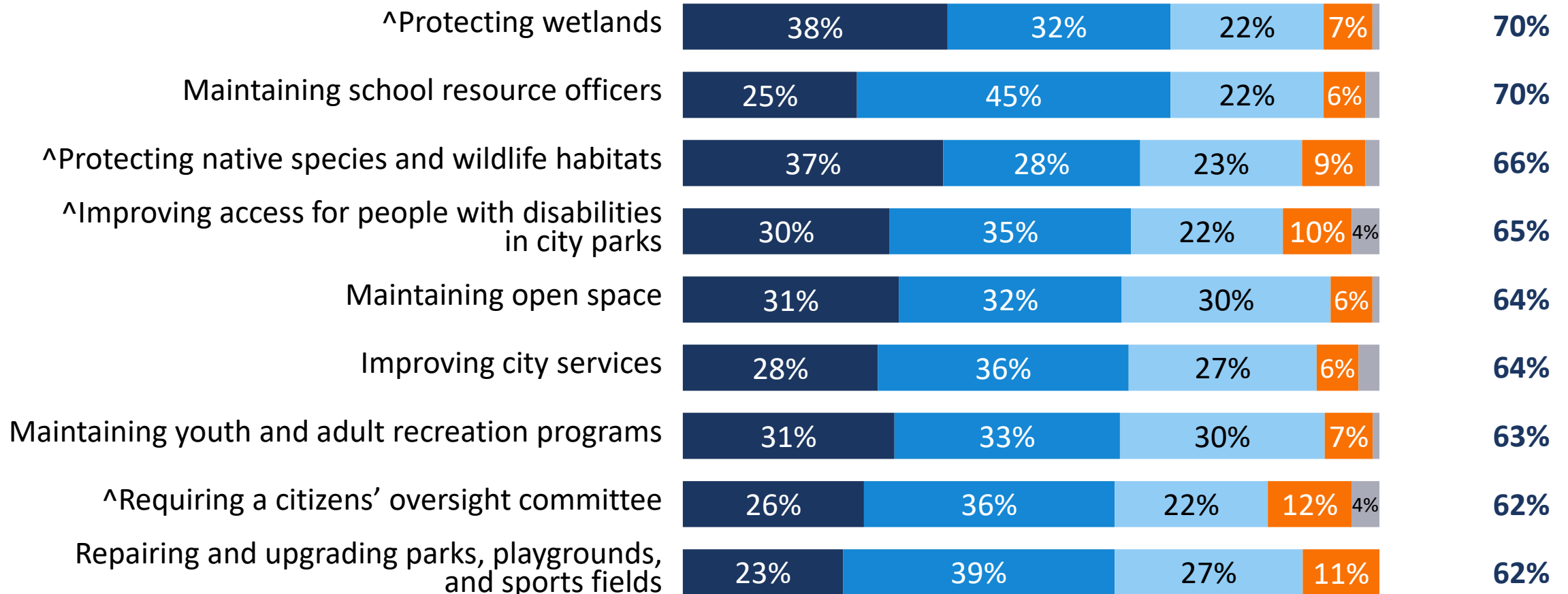
Protecting open space 37% 34% 22% 7% 71%

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(Ranked by Extremely/Very Important)

■ Extremely Important ■ Very Important ■ Somewhat Important ■ Not Too Important ■ Don't Know

Extremely/Very Important

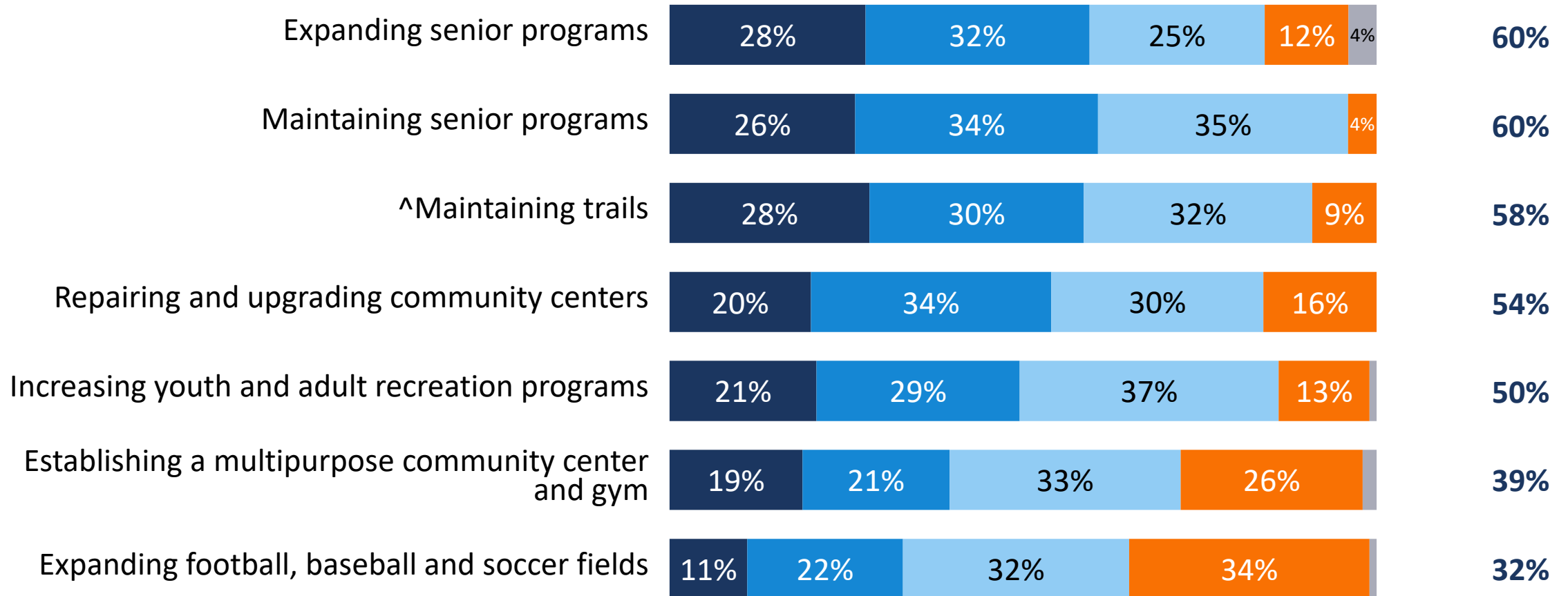


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(Ranked by Extremely/Very Important)

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Extremely/Very Important





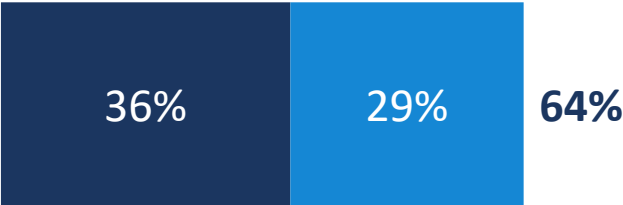
Effect of Educational and Critical Statements

The measure's strict accountability provisions, continuing to invest in crime reduction, and maintaining services to protect the quality of life are among the leading reasons to support the measure.

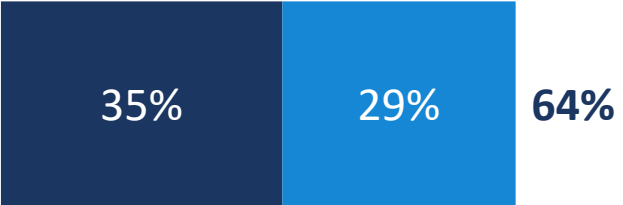
(Ranked by Total More Inclined to Vote Yes)

■ Much More Inclined ■ Somewhat More Inclined

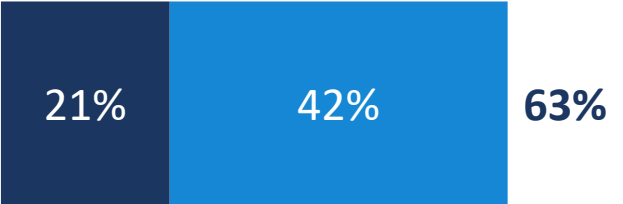
(ACCOUNTABILITY) This measure includes strict accountability requirements such as public disclosure of all spending and annual independent financial audits that ensure funds are used effectively and efficiently, and cannot be taken by the county, state or federal government so they can only be used to benefit the American Canyon community.



(CRIME) With more crime fighting tools available, our proactive police department made one-third more arrests last year. Most of these crimes are committed by individuals who come from other cities to target our community, including organized retail theft and car burglaries. The funds from this measure could help the City continue to reduce crime by investing in more neighborhood policing to keep local residents, businesses, and their property safe.



***(PROPERTY VALUES)** Safe and clean public spaces, parks and neighborhoods, and well-maintained neighborhood parks are investments that strengthen local property values and make our community a more desirable place to live, do business and raise a family.

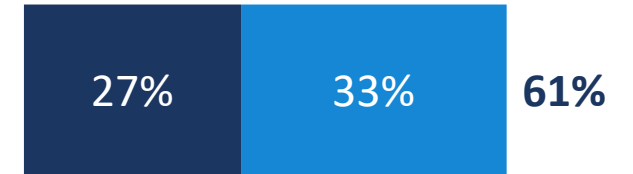


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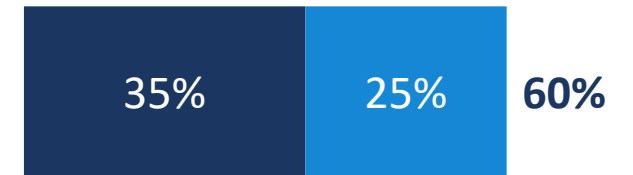
(Ranked by Total More Inclined to Vote Yes)

■ Much More Inclined ■ Somewhat More Inclined

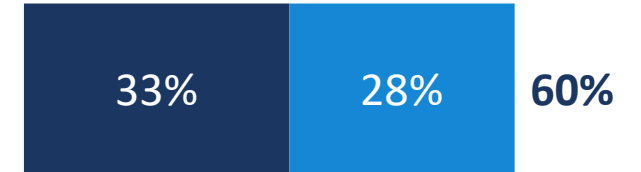
*(**PATROLS**) The City of American Canyon has only on average about five to six officers on patrol at any given time. The funds from this measure could help increase the number of patrols and improve 911 emergency response services to keep local residents and their property safe.



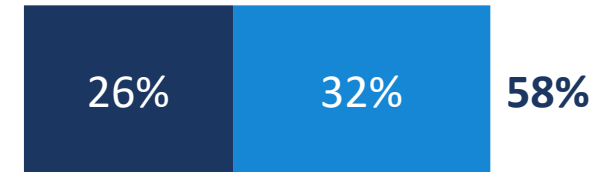
*(**QUALITY OF LIFE**) Safe neighborhoods and parks, quality programs for children, youth, and seniors all contribute to a strong quality of life. If passed, this measure could provide the funding needed to maintain these city services, ensuring American Canyon remains a great place to live, do business, and raise a family.



*(**CRIME CLEARANCE**) American Canyon's Police Department solves crimes at a higher rate than both the California and national averages. Adding well-trained police officers will help ensure our police department has the staffing needed to keep response times low, solve crimes, and continue providing the high level of safety our community relies on.



(**MAINTAIN PARKS**) Our city's 20 parks, trails, and recreation centers are a source of community pride, but they need investment to stay that way. This measure could provide dedicated funding to maintain and upgrade our sports fields, repair aging infrastructure, and upgrade children's playgrounds so kids have safe places to play. Our community deserves fields and facilities that are safe, functional, and well-maintained.

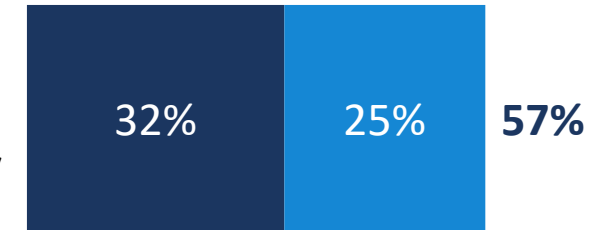


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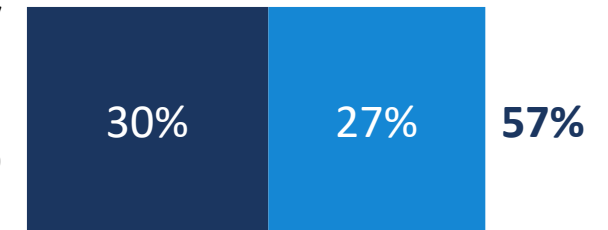
(Ranked by Total More Inclined to Vote Yes)

■ Much More Inclined ■ Somewhat More Inclined

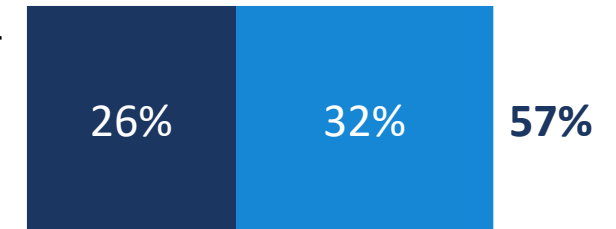
(KIDS/HEALTH) In today's digital age, it is more important than ever to preserve opportunities for children to swim, play, create, and experience the outdoors. This measure could provide funding to maintain and expand afterschool park, recreation, aquatics, and arts programs as well as summer camps that more than 2,500 young people rely on. Additional funding will help ensure kids have time away from screens and access to activities that improve their overall physical health and well-being.



(OUT OF TOWNERS) About 45% of the funding from this measure will be paid by visitors and commuters from outside the city who work in or pass through American Canyon, and shop at Walmart, Safeway and other local retailers. This is an opportunity for people who do not live in our city to contribute their fair share to keep our community safe while they are here.

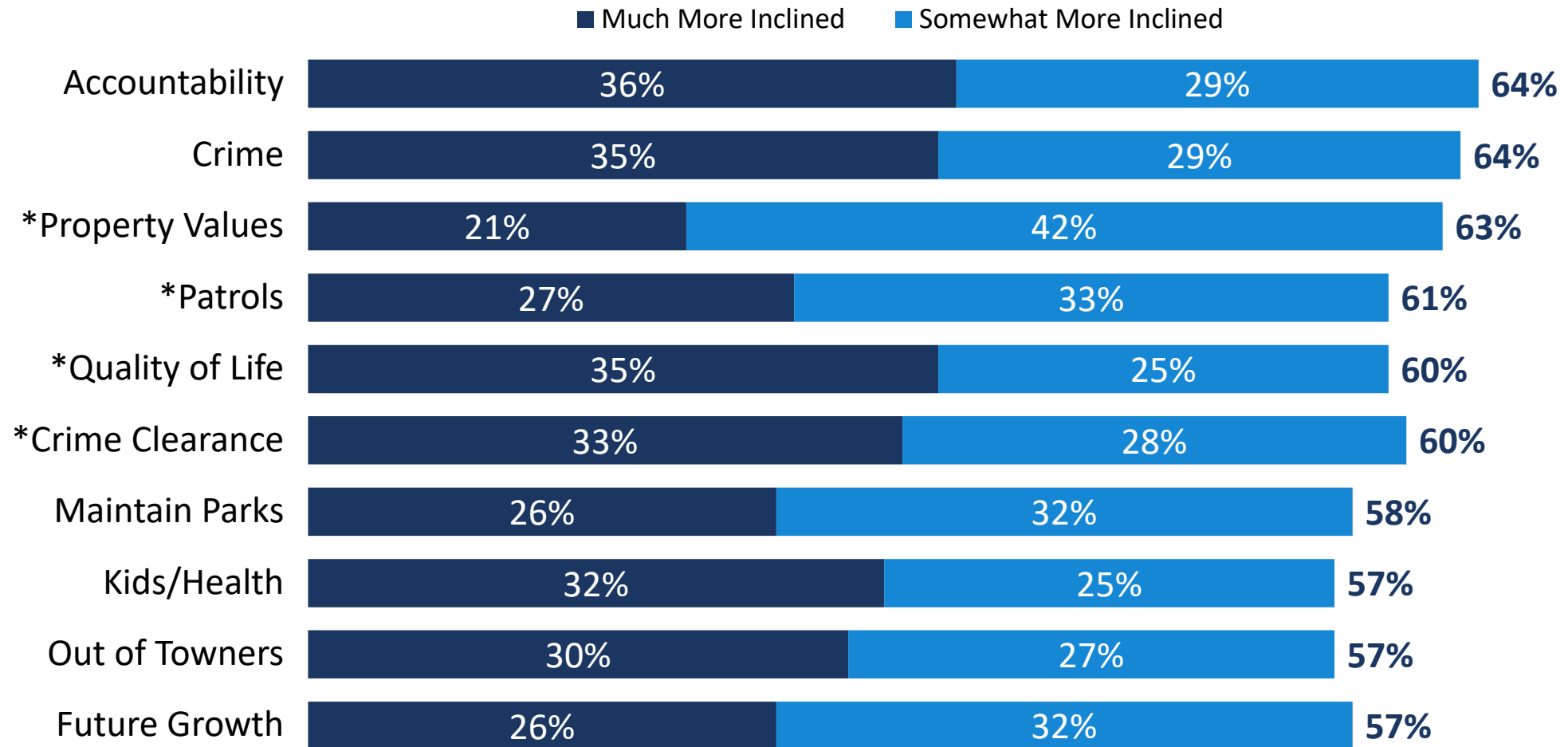


(FUTURE GROWTH) With our community continuing to grow, it's critical that our city services grow with it. Investing now will help maintain strong police protection; keep neighborhoods safe; expand youth, adult and senior recreation programs and ensure American Canyon is prepared for the future.



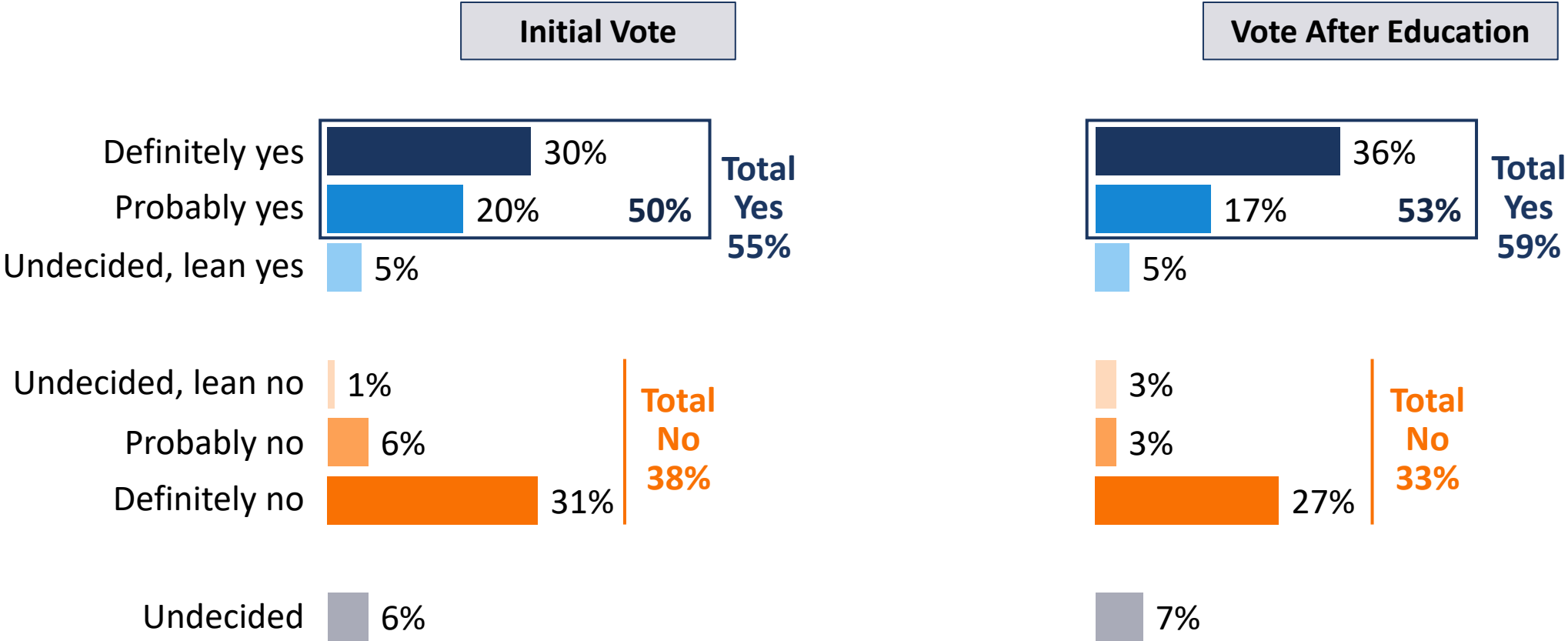
Summary of Educational Statements

(Ranked by Total More Inclined to Vote Yes)



After education, overall support increases four percentage points, with slightly more than one-third definitely voting yes.

(MOE: $\pm 6.2\%$)



Critical Statements

The cost of living, including groceries, gas and housing, is way too high, and many of us are struggling to make ends meet and keep up with rising taxes every year, including a recent \$230 million local school bond measure and increases in our water rates. Now is not the time for another expensive tax increase. Further, nothing in this ballot measure requires the money to be used for public safety services, parks or any of the other programs mentioned in the description. It is just a blank check with no end date, which politicians can use to fund pet projects like luxury city buildings. With over \$11 million in a reserve fund, the City has plenty of money for the services mentioned in this measure and should tighten its belt like the rest of us instead of asking for more. Opponents also note that many residents already pay a special assessment for park maintenance — before asking taxpayers to pay more, the City should show that the funds we are already paying are being used effectively and making real improvements in our parks.

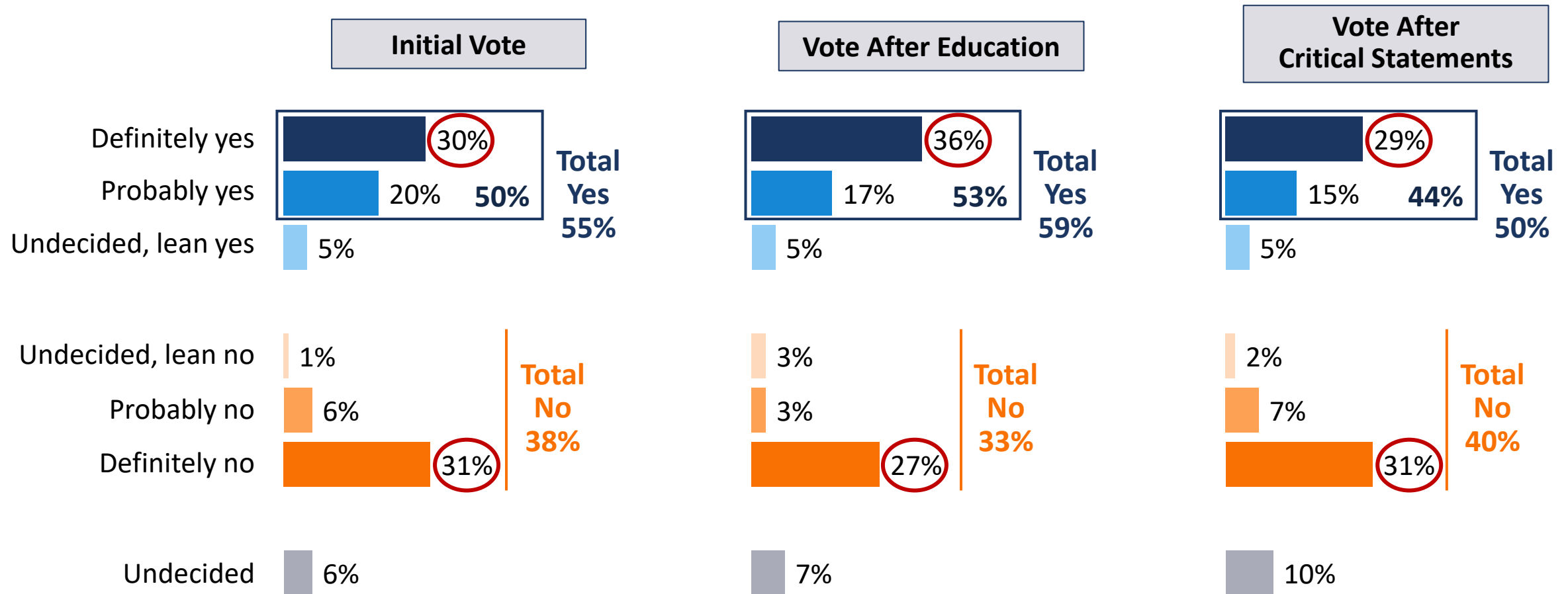


Key Critical Arguments:

1. Cost of Living/Rising Taxes
2. Blank Check
3. Have the Money/
Cut Waste & Inefficiency
4. Some Already Paying a
Parks Special Assessment/
City Should Show How the
Money is Spent

Critical statements undermine support, with support declining nine points and below its initial levels; just 3-in-10 would definitely vote yes in this final query.

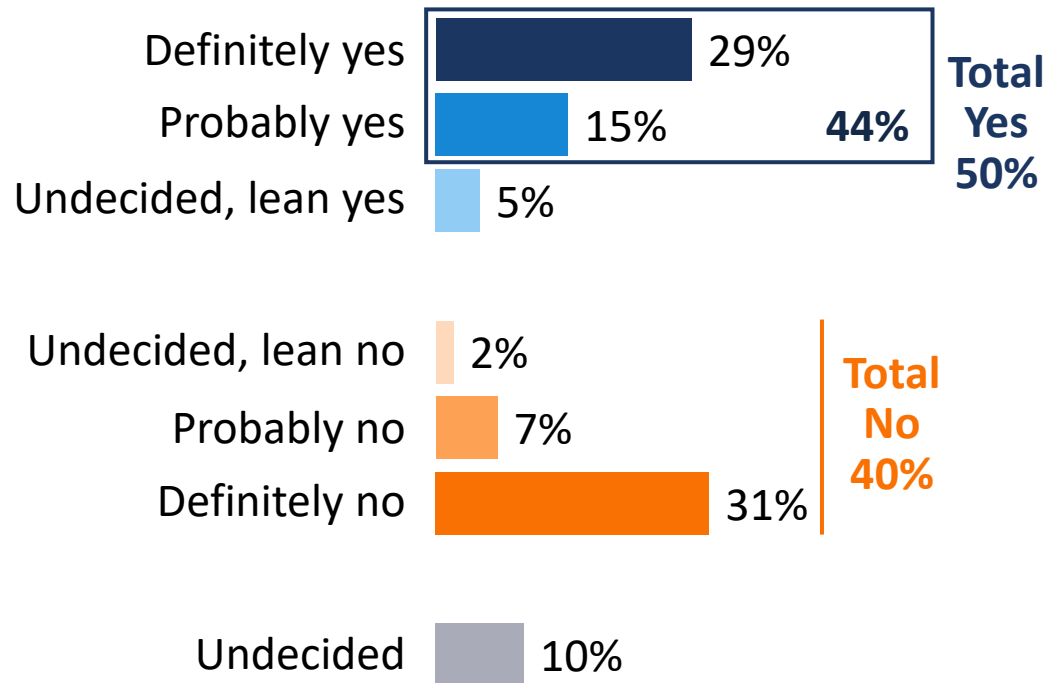
(MOE: $\pm 6.2\%$)



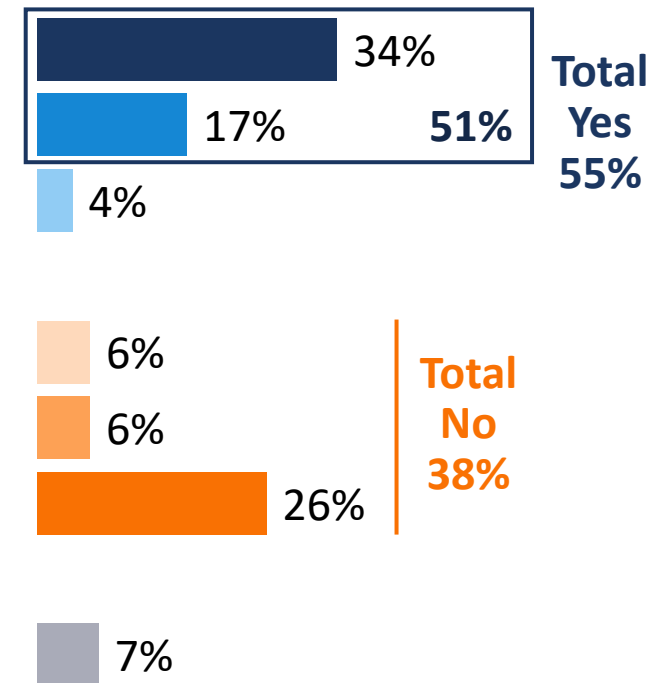
Support bounces back to 55% if the sales tax drops from 1% to a ½%, though those saying they would definitely vote yes remains somewhat modest.

(MOE: ±6.2%)

Vote on 1% After Critical Statements



Vote on ½%



Q. If there were an election today, do you think you would vote yes or no on this measure?

Q. What if instead of a 1% sales tax which generates approximately \$3,700,000 annually, the measure you have been considering were for a ½%, which would generate approximately \$1,850,000 annually with the funding used for the same general city services previously mentioned. If that were the case, would you vote yes or no on this measure?



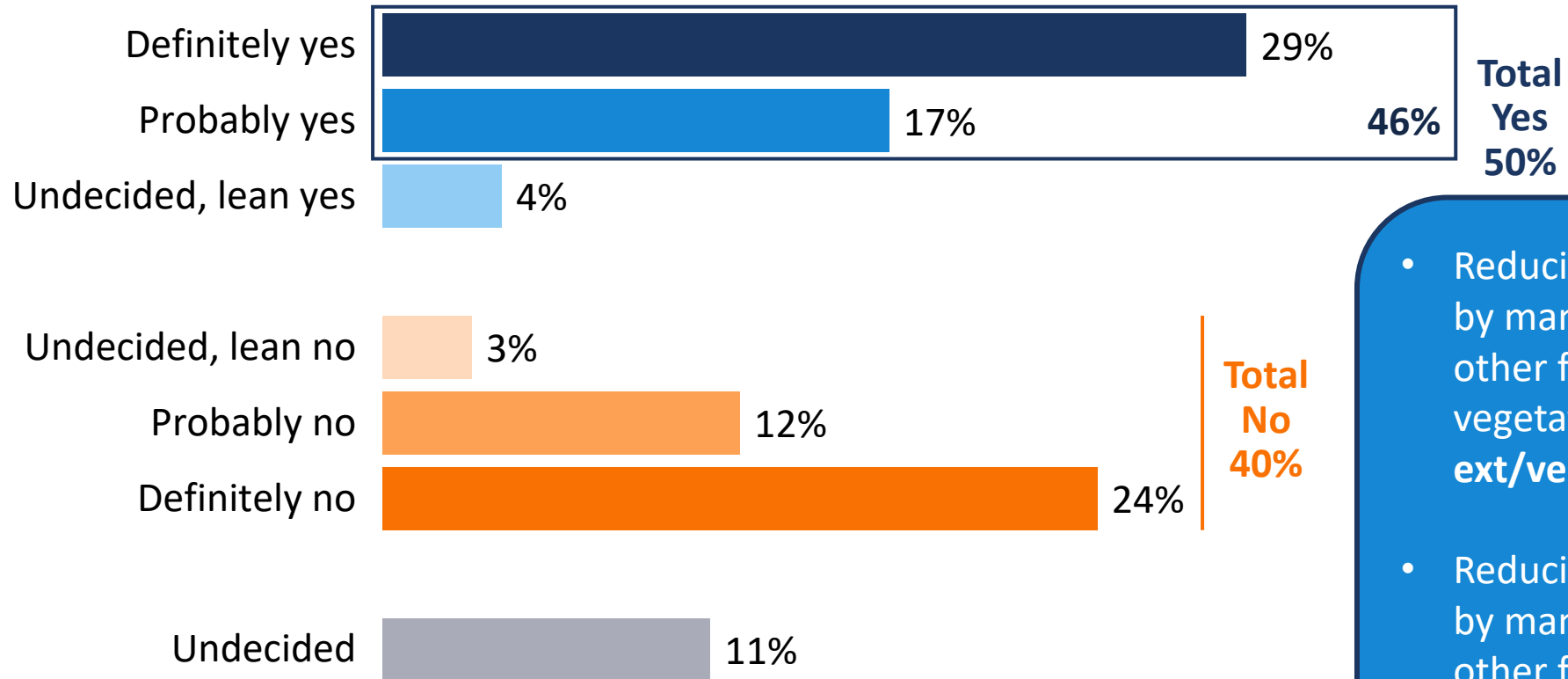
Hypothetical Sales Tax Measure in Context of a Countywide Measure

Napa County Sales Tax Ballot Measure

The Napa County Wildfire Preparedness, Watershed Protection and Open Space Preservation Act. To reduce the risk of catastrophic wildfires; remove dry brush, dead trees, and fire hazards; establish firebreaks and fire-safe evacuation routes for residents and first responders; preserve natural open spaces, and protect water quality/supplies and land around lakes, rivers, and streams; shall Napa County's one-half cent sales tax measure be adopted, providing \$23,000,000 annually for 18 years, with oversight, annual audits and local control?

Knowing the City and the County measure may be on the same ballot, 50% would vote yes on the County measure; however, slightly less than three-in-ten would definitely vote yes.

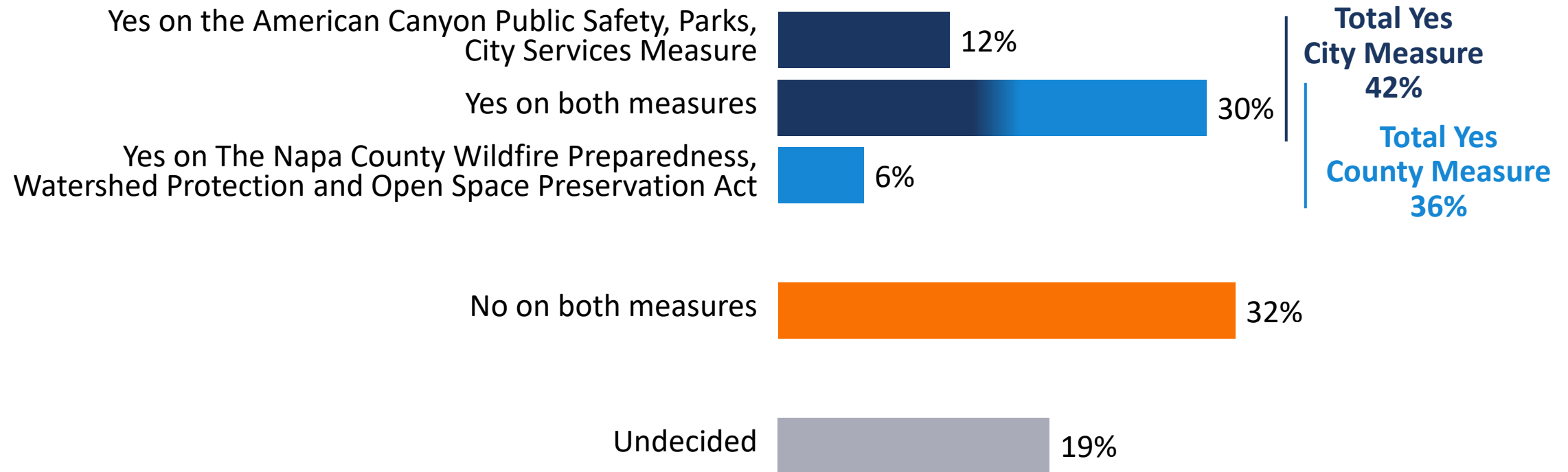
(MOE: $\pm 6.2\%$)



- Reducing wildfire risk by managing brush and other flammable vegetation (**78% ext/very important**)
- Reducing wildfire risk by managing brush and other fuels (**75% ext/very important**)

When directly asked how they would vote if both the City and County measures were on the same ballot, approximately 42% would vote yes on the City measure and 36% on the County measure, with 19% undecided.

(MOE: $\pm 6.2\%$)



Q (Combined). If the 1% sales tax entitled the American Canyon Public Safety, Parks, City Services Measure and the ½-cent sales tax entitled The Napa County Wildfire Preparedness, Watershed Protection and Open Space Preservation Act were on the ballot at the same time, would you vote yes on both these measures, yes on just one of the measures, or no on both measures?/Which would you vote "yes" on: the American Canyon Public Safety, Parks, City Services Measure or The Napa County Wildfire Preparedness, Watershed Protection and Open Space Preservation Act?



Conclusions

Conclusions

Context:

- One-in-two have a positive view of the direction of the City.
- More than 6-in-10 perceive the City has a need for additional funds, with only about 1-in-5 indicating great need.

1% City Sales Tax:

- Initially, overall support is 55%, with 30% having said they would definitely vote yes and 31% who said they would definitely vote no.
- After education, support rises to 59%, above the simple majority threshold and above the margin of error.
- After critical statements support drops to 50% — just at the threshold of passage and within the margin of error — with 29% having said they would definitely vote yes and 31% having said they would vote no.

Conclusions; Continued

1% vs ½% City Sales Tax:

- Lowering the sales tax from 1% to ½% increases support to 55%, above the simple majority threshold, but within the margin of error of passage.

Countywide 1-cent Sales Tax:

- Only 1-in-2 American Canyon likely November 2026 voters indicated they would vote yes, with only 3-in-10 willing to definitely vote yes.
- Assuming both measures would appear on the ballot, neither measure received the simple majority vote (City Measure 42% and County Measure 36%) needed for passage, though 19% are undecided as to how they would vote on each measure at the time of the survey.



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