Town of Gilbert Satisfaction Survey

February 26-27, 2026

CAMELBACK
STRATEGY GROUP

Survey Methodology

This survey was conducted using text to web message contacts with high efficacy voters who participated in recent General elections.

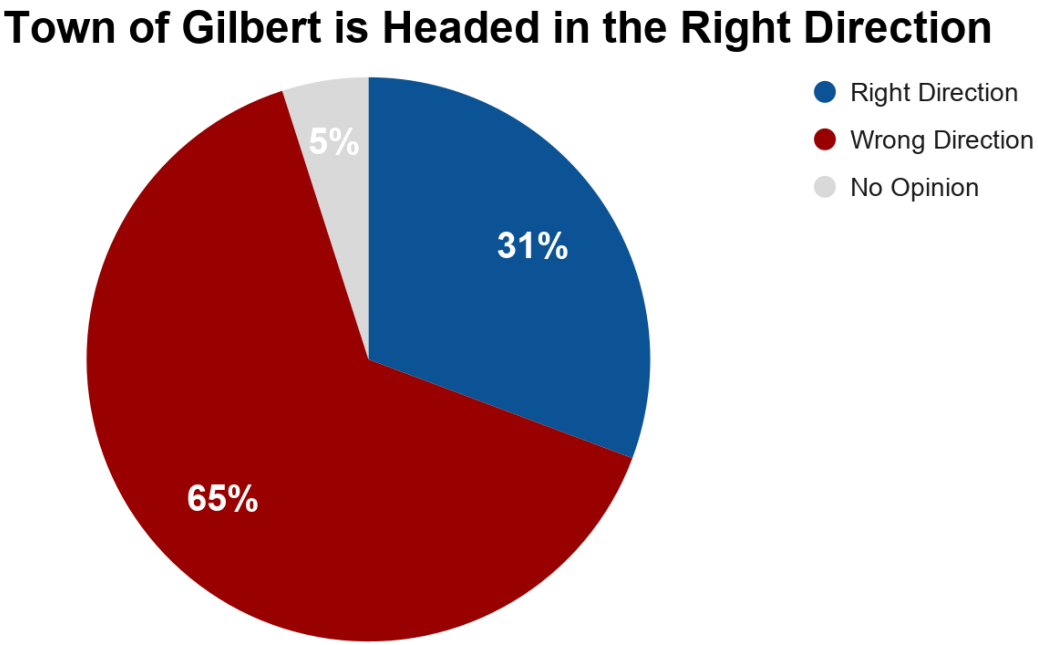
The sample size is made up of 803 respondents and has a margin of error of 3.5%.

Overview

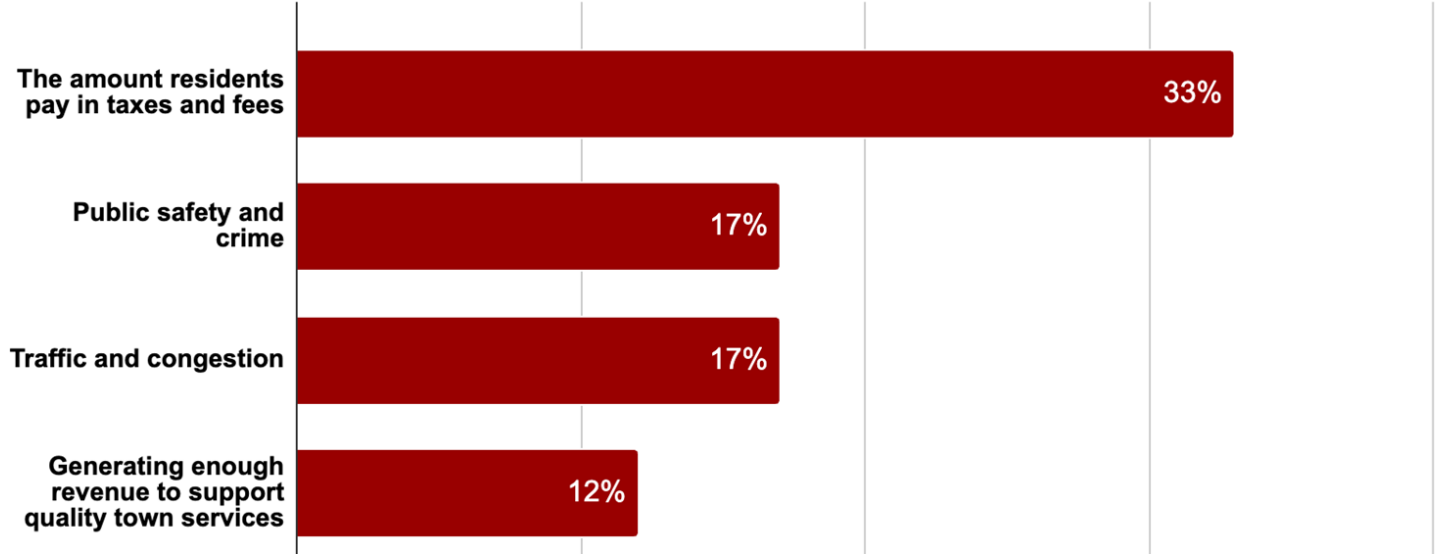
The results of the recently completed survey indicates that voters in Gilbert are concerned about the direction of town. They are focused on cost of living and pocketbook issues.

When voters become aware of fiscal challenges currently faced by the town and receive additional information about specific bonds, they are persuadable. They favor a measured and incremental approach to solving budget challenges.

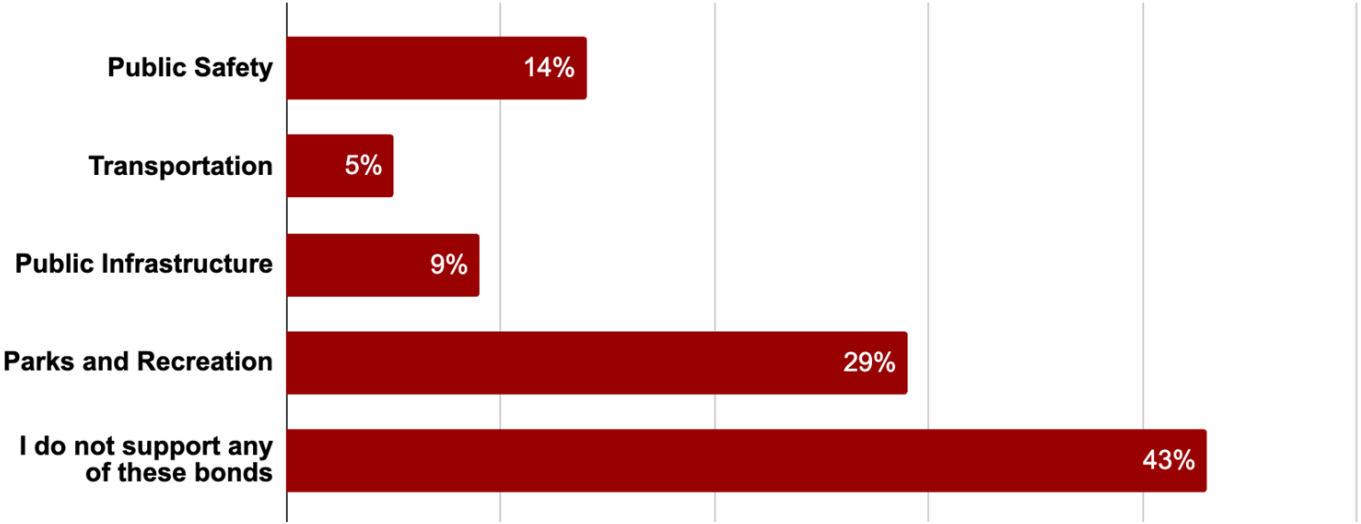
Key Findings



Top Issues Facing Town of Gilbert Today



If the town were to consider moving forward with bond proposals, which would be your top priority?



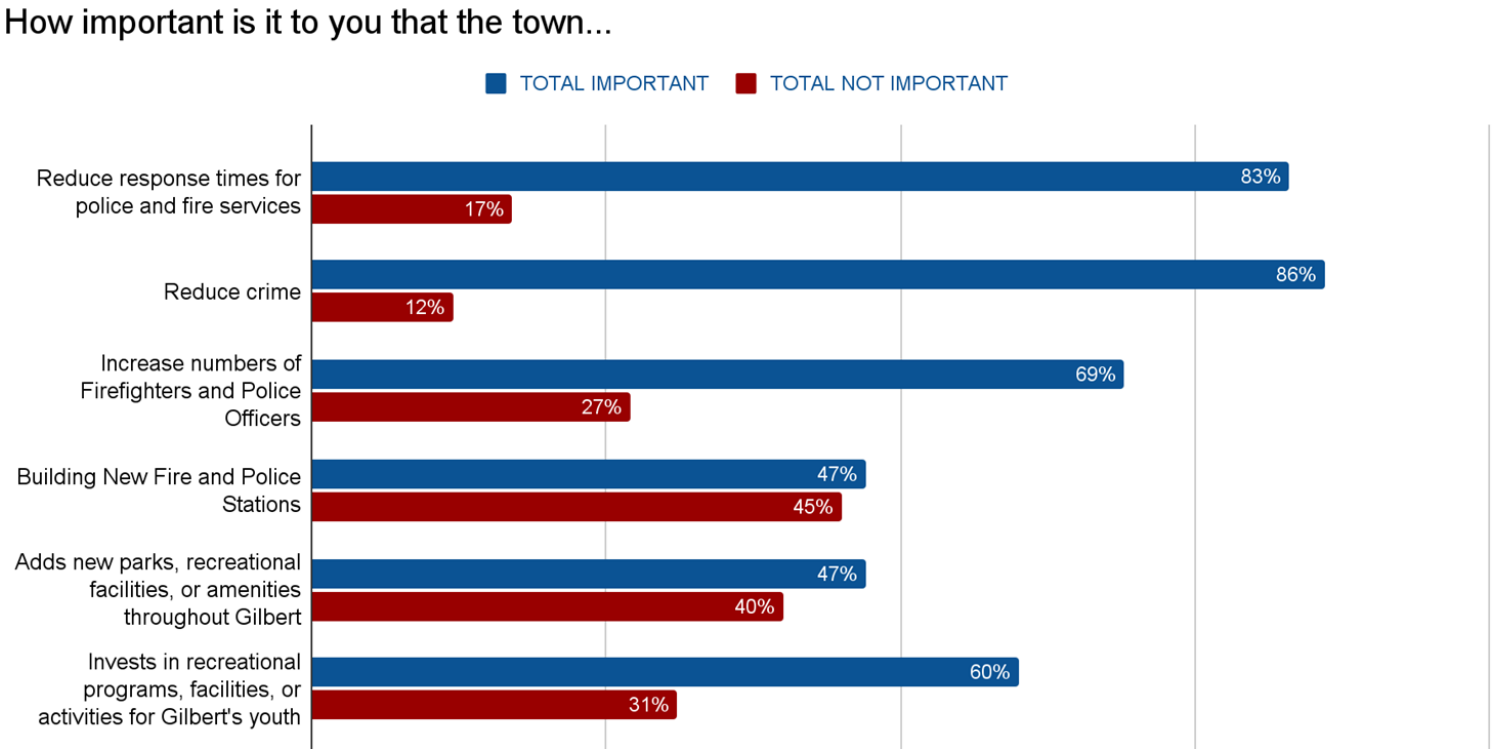
Satisfaction Rating

Please rate your satisfaction with the service provided by the Town of Gilbert on a scale from zero to ten. Zero meaning you are not satisfied at all with the service, five meaning you are somewhat satisfied with the service, and ten meaning you are very satisfied with the service.

How satisfied are you with…

	TOTAL SATISFIED	Very Satisfied 1.	Somewhat Satisfied 2.	No Opinion 3.	Somewhat Dissatisfied 4.	Very Dissatisfied 5.	TOTAL DISSATISFIED
Public Safety	**75%**	33%	42%	2%	13%	10%	**23%**
Value you receive for the taxes and fees you pay	**42%**	8%	34%	3%	28%	28%	**56%**
Roads and Infrastructure	**60%**	14%	46%	1%	26%	14%	**40%**
Recreational amenities, including parks, recreation centers, the senior center, nature preserves, and trails	**79%**	38%	41%	7%	10%	4%	**14%**

Public Safety and Youth Delinquency

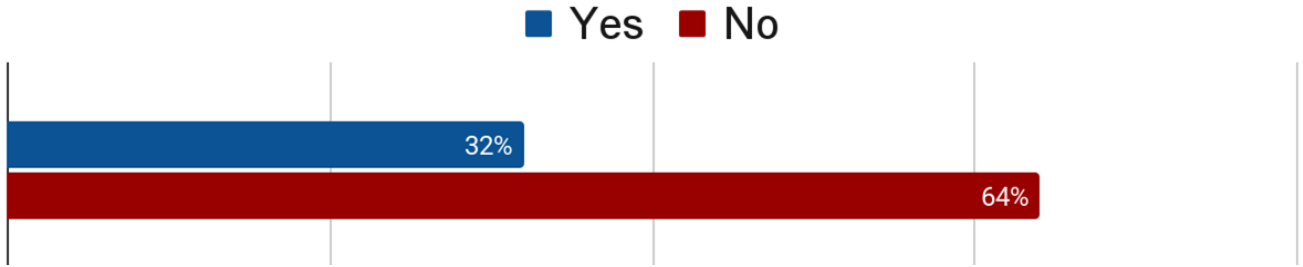


Public Safety Bond Proposal

If the Town were to consider a bond to fund public safety projects such as a police substation in south Gilbert and a public safety vehicle and large equipment maintenance facility, it would need voter consideration.

The estimated cost could be in the range of $315 million, which would increase the secondary property tax rate by between $0.27 and $0.52 per $100 of assessed valuation, in addition to the current $0.98 rate.

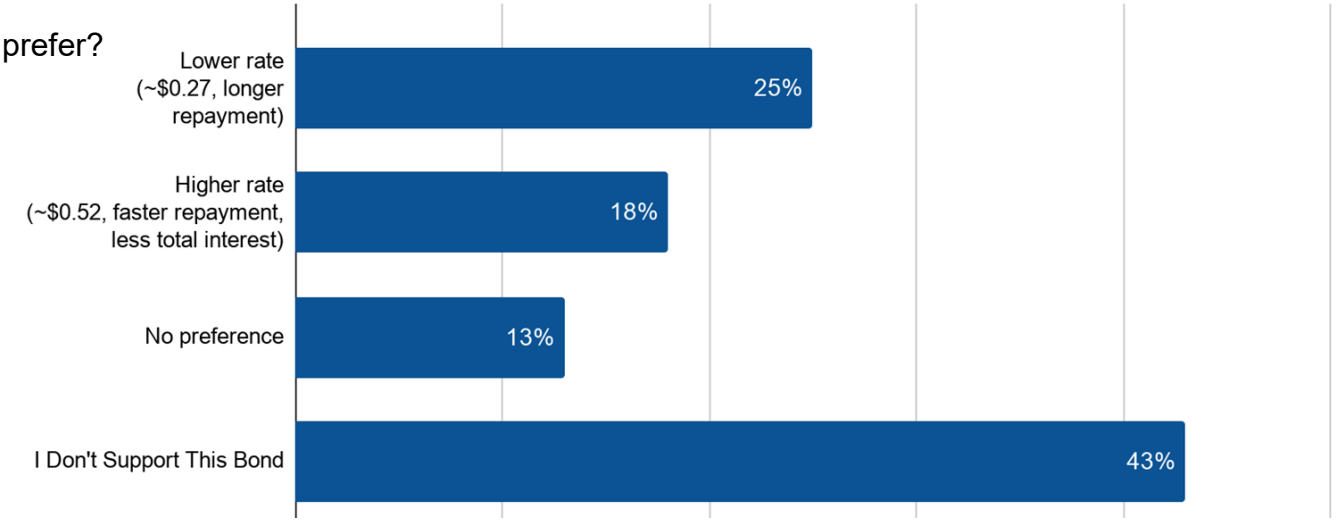
Would you support or oppose this proposal?



Public Safety Bond Proposal

If a bond was approved by voters, it could be structured with…
A lower rate increase of approximately $0.27, which would pay off the debt over a longer period,
…Or…
A higher rate of up to $0.52, which would retire the debt sooner and reduce total interest costs by approximately $10 million. Paying off the public safety bonds sooner could also enable future bond opportunities for parks and transportation projects with less impact to the ongoing property tax rate.

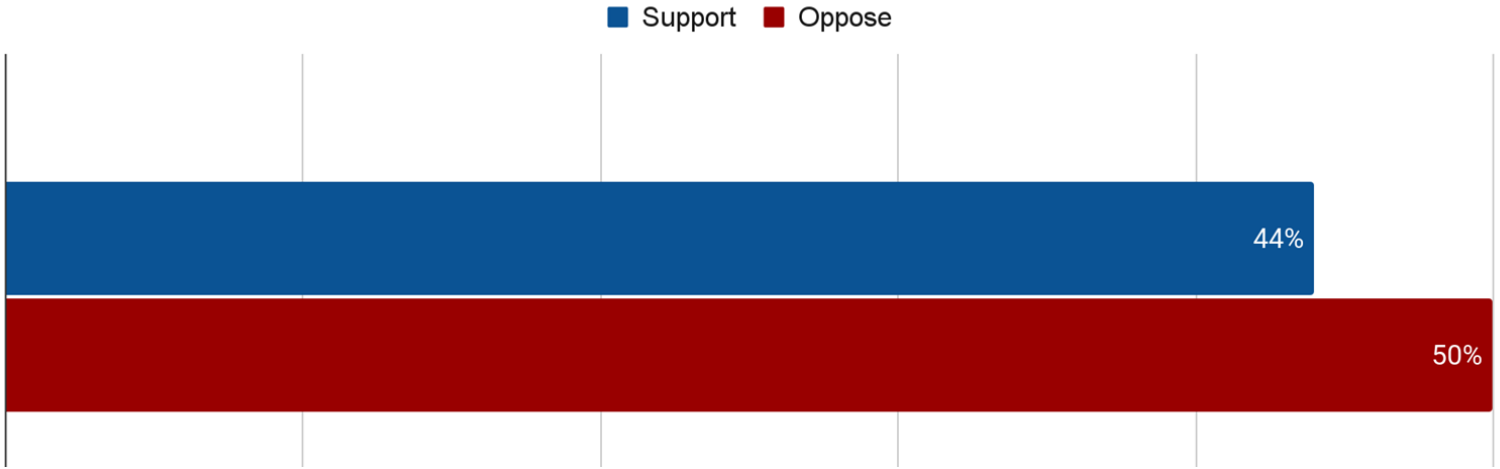
Which would you prefer?



Transportation Bond Proposal

The town has identified approximately $1 billion in transportation projects needed to continue building Gilbert's road network to address congestion and traffic flow. If the Town were to consider funding these needs through a Bond, that would necessitate an additional increase to the secondary property tax rate.

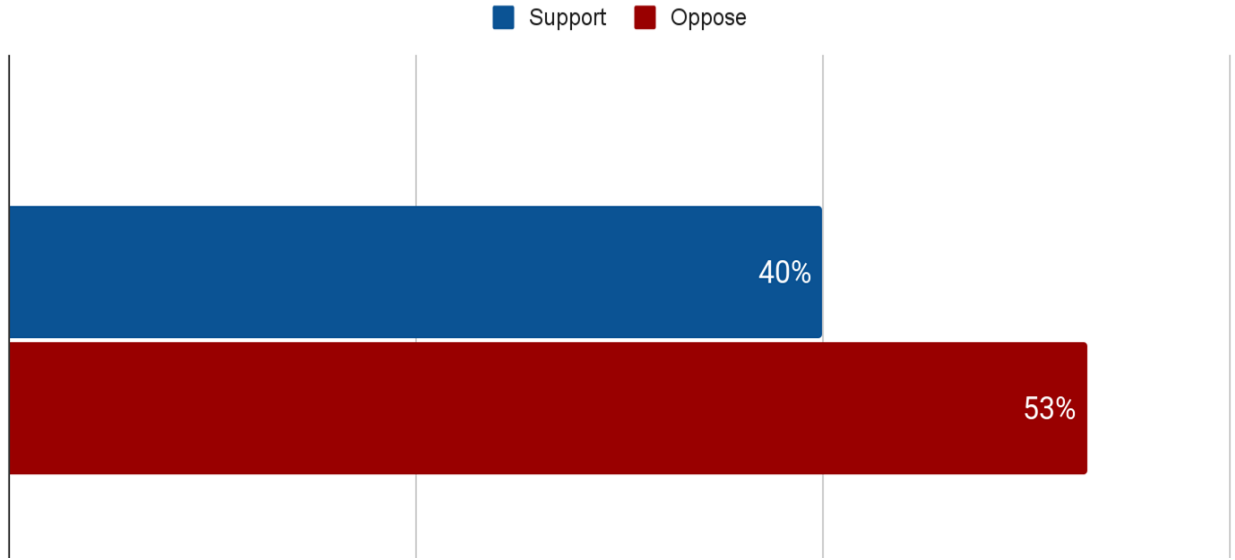
Would you support or oppose a Bond to fund transportation improvements aimed at reducing congestion and improving traffic flow?



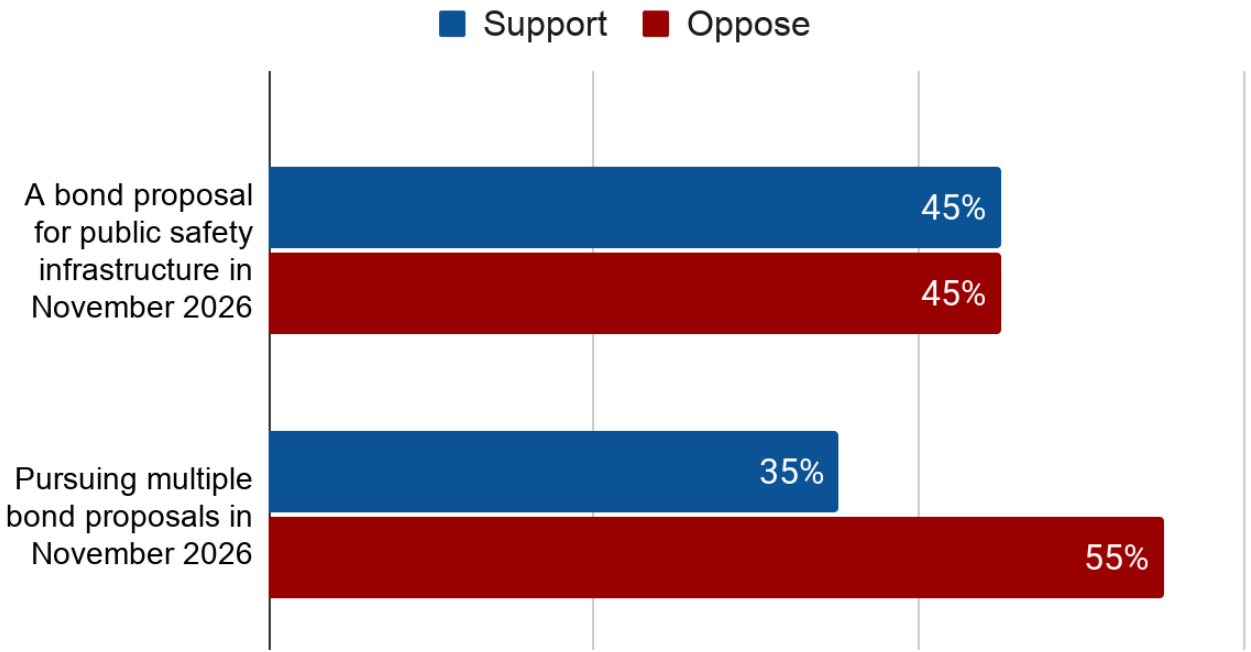
Parks and Recreation Bond Proposal

The town is considering investments in park and recreation amenities such as further developing Gilbert Regional Park, updating the Freestone Park area, and building a south Gilbert Recreation Center to serve south Gilbert.

Would you support or oppose a Bond to fund these parks and recreation investments?

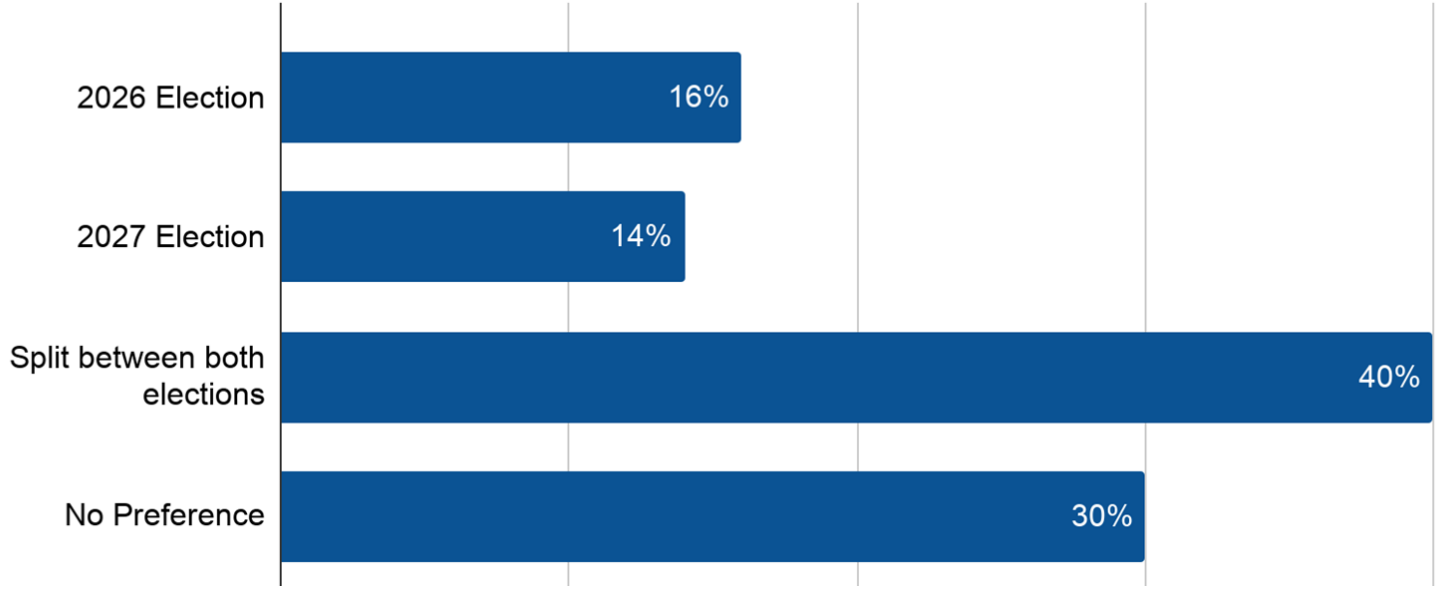


Single vs. Multi Bond Ballot



Election Timing

If the Town were to consider moving bond measures forward, would you prefer they appear on the ballot in 2026, 2027, or be split between the two elections?



Conclusions

The February 2026 Gilbert Voter Survey reveals clear voter anxiety about the town's direction and a laser focus on cost-of-living.

Key Strategic Takeaways

- Public safety is the highest-priority issue.
- Framing matters: shorter repayment (higher annual rate but ~$10 M interest savings + future bonding flexibility) or longer repayment (lower rate) both test better than "no bond."
- Transparent communication about trade-offs and fiscal discipline will be essential to converting persuadable voters.
- Focus on outcomes that impact voters, not city government.

Bottom Line

Gilbert voters want responsible leadership that protects their wallets while delivering core services. Education is needed to show voters the consequences of doing nothing as well as a straightforward and incremental plan to solve fiscal challenges.