



# Community Study Results + Insights

A high-level review of the 2026 Customer Satisfaction and Community Priorities Study outcomes by Probolsky Research.



# Methodology + Statistical Integrity

## Survey Overview

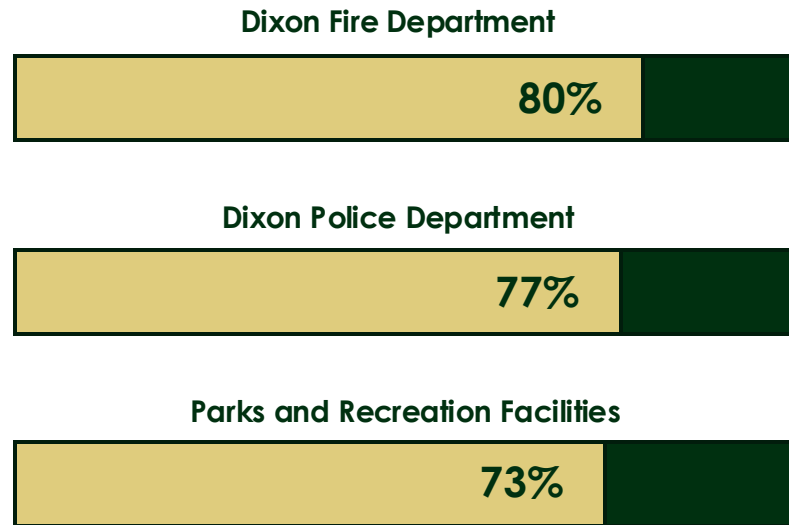
- Fielded by professional researchers between March 10–17, 2026, using a baseline sample of 300 likely voters via phone and online options.
- Margin of error:
  - **±5.8%**
- Languages offered:
  - **English (96%)**
  - **Spanish (4%)**

## Statistical Validity

- A sample size of 300 is considered statistically valid for a local survey. Reliable polling is about meeting proven sample-size standards, not surveying large portions of the population. Dixon's survey covers a larger share of local residents than most statewide or national surveys.

300	~800	~1,000
DIXON POLL (~20K POP.)	CA STATE POLL (~39M POP.)	U.S. NAT'L POLL (~330M POP.)

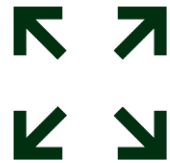
# Areas of High Satisfaction



## Core Strength: Public Safety

- Dixon received exceptionally high scores for primary civic services. Public safety, fast emergency response and lifestyle infrastructure were highly valued by the community.

# Community Challenges



## Growth and Expansion

Controlling growth and municipal expansion emerges clearly as the #1 top-of-mind issue for Dixon residents today.



## Traffic Congestion

Managing vehicular volume on transit pathways ranks heavily as a downstream side effect of rapid regional change.



## Water Infrastructure

Maintaining drinking water that is clean and safe ranks as a critical structural focus.

# Growth and Expansion: Key Metrics

Strong overall support for investment in Dixon/Solano County

- **70%** support attracting new industries (shipbuilding, maritime manufacturing) to create jobs in Solano County
- **58%** disagree with limiting growth if it could lead to higher taxes or reduced services
- **55%** support new retail development
- **55%** support adding more open space, trails and recreational amenities
- Residents show **no clear consensus** on where new development should be located
- **36%** prefer outward expansion onto surrounding land (rather than taller buildings within city limits)



# Growth and Expansion: Key Insights

- **Top perceived *benefit* of growth:** new amenities and services for residents
- **Top *concerns* about growth:**
  - Increased traffic congestion
  - Impacts on community character
- **Overall dynamic:**
  - Support for growth is strong, but shaped by concern about preserving quality of life
  - Residents generally favor development when it improves services, jobs and recreation

# Communications Insights

- **49%** have not heard of the Harvest at Dixon project
  - **The City is responding directly to this gap with the Dixon Grown initiative**
- Preferred communications pathways:
  - Facebook is the top social app/website used regularly (**59.7%**)
  - Word of mouth is the top source for news and information (**51%**)
  - **39%** would like to receive information from the City via mailing to their home

# Summary

Based on this community study, residents are highly satisfied with emergency services and prioritize reliable water, while taking a supportive but cautious view of growth.

Hoping to mitigate the communication gaps and project awareness, the City of Dixon launched **Dixon Grown**. Through the Dixon Grown effort, the city has shared community feedback forms, workshops, mailers, printed materials and social media outreach to better inform residents and align potential future development with community input.

These efforts aim to build shared understanding and guide more informed, community-supported decisions on Dixon's future growth.