

City of San Rafael
2013 City Satisfaction Survey

February 2013

The City of San Rafael commissioned Godbe Research to conduct a telephone survey of voters with the following research objectives:

- Assess overall perceptions of living in San Rafael;
- Gauge satisfaction with the City's performance in providing resident services and programs;
- Assess awareness of the City's financial situation;
- Determine the most pressing problems facing the City;
- Test whether residents perceive the City to be responsible with taxpayer dollars;
- Test the awareness of sources of information about the City;
- Gauge support for a sales tax renewal measure that would fund City services; and
- Identify differences in opinions due to demographic and/or behavioral characteristics.

#### **Methodology Overview**



Data Collection	Telephone & Internet Interviewing

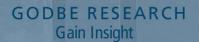
Universe
 46,557 adult residents (ages 18 and older) in the City of San Rafael, with a subsample of likely November 2013 voters (12,918 voters). The sample included both Random Digit Dial (RDD) and voter file components.

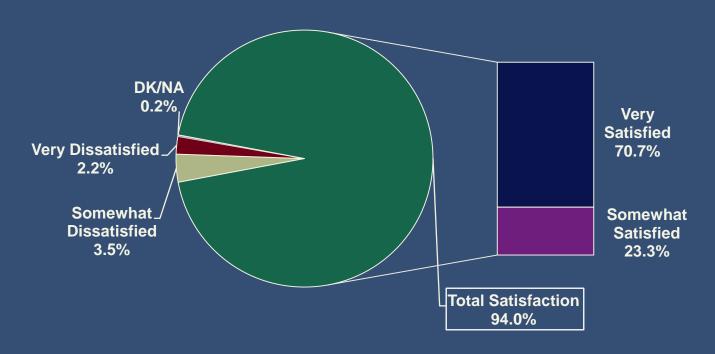
- Fielding Dates
  January 11 through January 19, 2013
- Interview Length 20 minutes
- Sample Size505 adult residents348 likely November 2013 voters
- Margin of Error
   + 4.34% adult residents
   + 5.18% likely November 2013 voters



**Overall Satisfaction** 

## Q1. Satisfaction with Quality of Life n=505

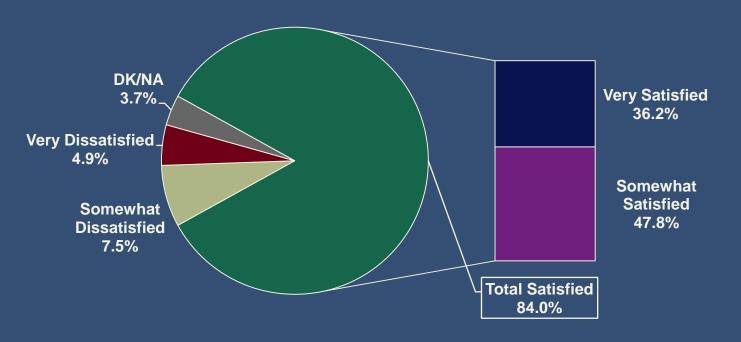




	2013	2011	2009
Very satisfied	70.7%	63%	59%
Somewhat satisfied	23.3%	29%	32%
Somewhat dissatisfied	3.5%	5%	6%
Very dissatisfied	2.2%	3%	4%
DK/NA	.2%	<1%	<1%

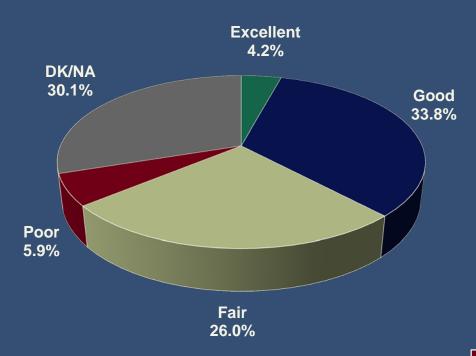
# Q2. Satisfaction with Overall City Services n=505





	2013	2011	2009
Very satisfied	36.2%	42%	43%
Somewhat satisfied	47.8%	39%	41%
Somewhat dissatisfied	7.5%	7%	7%
Very dissatisfied	4.9%	5%	5%
DK/NA	3.7%	6%	3%

# Q3. City's Financial Situation n=505



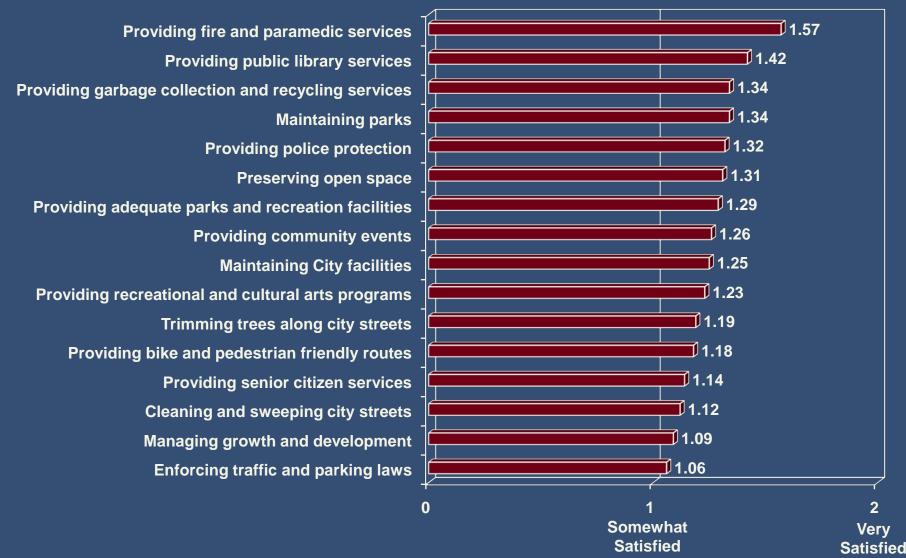
	2013	2011	2009	2007	2005
Excellent	4.2%	3%	4%	7%	5%
Good	33.8%	17%	24%	32%	32%
Fair	26.0%	38%	34%	31%	31%
Poor	5.9%	20%	12%	10%	11%
DK/NA	30.1%	22%	26%	21%	21%



Satisfaction with Individual Services

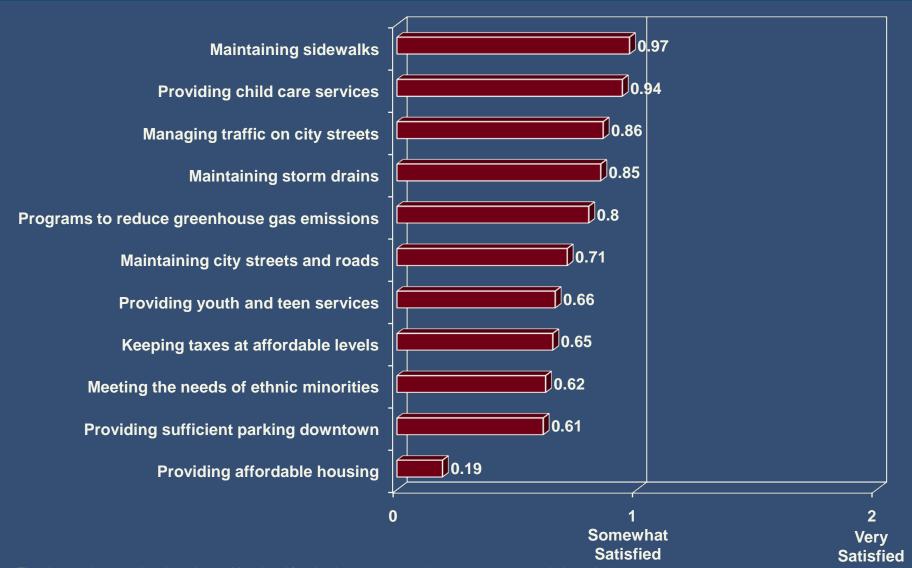
### Q4. Satisfaction with City Services n=505





### Q4. Satisfaction with City Services I (continued) n=505



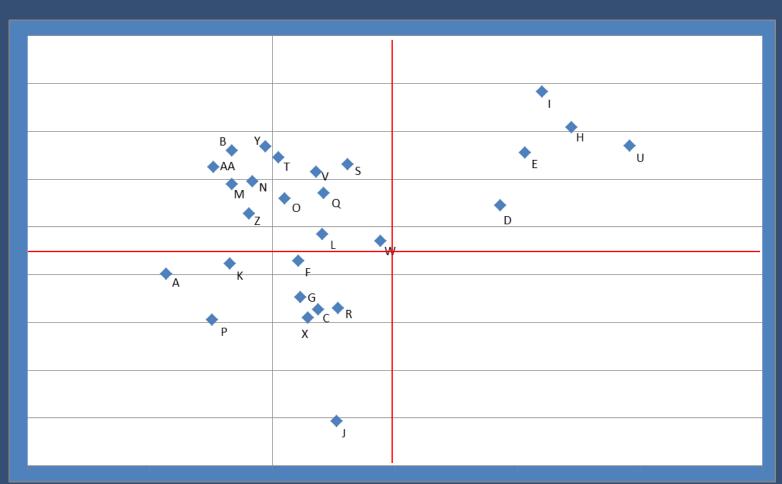


# Q4. Satisfaction with City Services II Trended Results

	2013	2011	2009
Providing fire and paramedic services	1.57	1.7	1.7
Providing public library services	1.42	1.3	1.4
Maintaining parks	1.34	1.3	1.3
Providing garbage collection and recycling services	1.34	1.4	1.5
Providing police protection	1.32	1.4	1.5
Preserving open space	1.31	1.3	1.3
Providing adequate parks and recreation facilities	1.29	1.3	1.3
Providing community events	1.26	1.2	1.3
Maintaining City facilities	1.25	1.2	-
Providing recreational and cultural arts programs	1.23	1.3	1.3
Trimming trees along city streets	1.19	1.0	1.2
Providing bike and pedestrian friendly routes	1.18	1.0	0.9
Providing senior citizen services	1.14	1.1	1.2
Cleaning and sweeping city streets	1.12	1.0	1.2
Managing growth and development	1.09	0.6	0.6
Enforcing traffic and parking laws	1.06	1.1	-
Maintaining sidewalks	.97	0.8	0.9
Providing child care services	.94	0.9	1.1
Managing traffic on city streets	.86	0.9	0.5
Maintaining storm drains	.85	1.0	1.2
Programs to reduce greenhouse gas emissions	.80	0.7	0.6
Maintaining city streets and roads	.71	0.5	0.6
Providing youth and teen services	.66	0.9	0.9
Keeping taxes at affordable levels	.65	0.4	0.3
Meeting the needs of ethnic minorities	.62	1.0	0.7
Providing sufficient parking downtown	.61	8.0	0.6
Providing affordable housing	.19	0.4	0.0
Maintaining and weeding median strips	-	8.0	1.0

# Q4. Satisfaction with City Services III Importance-Satisfaction Matrix







# Q4. Satisfaction with City Services IV Importance-Satisfaction Matrix

Service	DCTQOC	Satisfaction
4A. Providing programs to reduce greenhouse gas emissions	043	.80
4B. Providing police protection	016	1.32
4C. Keeping taxes at affordable levels	.019	.65
4D. Managing growth and development	.093	1.09
4E. Preserving open space	.103	1.31
4F. Managing traffic on city streets	.010	.86
4G. Maintaining city streets and roads	.011	.71
4H. Providing public library services	.122	1.42
4I. Providing fire and paramedic services	.110	1.57
4J. Providing affordable housing	.026	.19
4K. Maintaining storm drains	017	.85
4L. Maintaining sidewalks	.020	.97
4M. Providing bike and pedestrian friendly routes	017	1.18

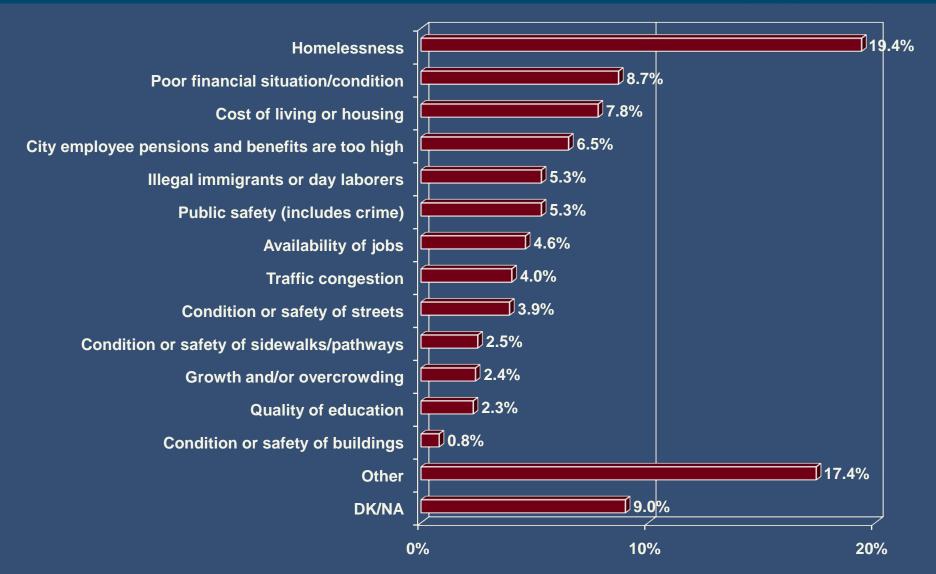
Service	DCTQOC	Satisfaction
4N. Trimming trees along city streets	008	1.19
4O. Cleaning and sweeping city streets	.005	1.12
4P. Providing sufficient parking downtown	025	.61
4Q. Providing senior citizen services	.021	1.14
4R. Providing youth and teen services	.027	.66
4S. Providing community events	.031	1.26
4T. Providing adequate parks and recreation facilities	.002	1.29
4U. Maintaining parks	.146	1.34
4V. Providing recreational and cultural arts programs	.018	1.23
4W. Providing child care services	.044	.94
4X. Meeting the needs of ethnic minorities	.015	.62
4Y. Providing garbage collection and recycling services	003	1.34
4Z. Enforcing traffic and parking laws	009	1.06
4AA. Maintaining City facilities	024	1.25



Other Services and Issues

### Q5. Problems Facing San Rafael n=505





# Q5. Problems Facing San Rafael Trended Results

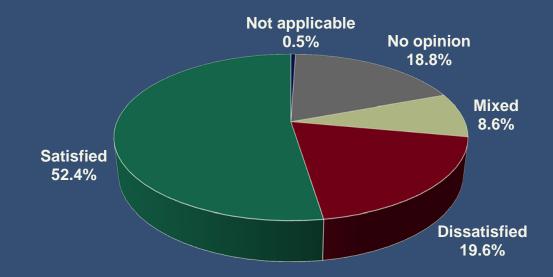
	2013	2011	2009	2007	2005
Homelessness	19.4%	8%	5%	3%	4%
Poor financial situation/condition	8.7%	17%	11%	5%	10%
Cost of living or housing	7.8%	9%	12%	12%	10%
City employee pensions and benefits are too high	6.5%	-	-	-	-
Illegal immigrants or day laborers	5.3%	9%	9%	11%	6%
Public safety (includes 'crime')	5.3%	4%	6%	6%	3%
Availability of jobs	4.6%	9%	5%	1%	2%
Traffic congestion	4.0%	7%	20%	24%	22%
Condition or safety of streets	3.9%	1%	1%	1%	2%
Condition or safety of sidewalks/pathways	2.5%	1%	1%	1%	0%
Growth and/or overcrowding	2.4%	5%	8%	12%	11%
Quality of education	2.3%	7%	5%	5%	6%
Condition or safety of buildings	0.8%	<1%	1%	1%	<1%
Other	17.4%	14%	10%	9%	14%
DK/NA	9.0%	8%	5%	9%	10%



Climate and Ballot Tests

# Q6. Satisfaction with City's Spending of Taxpayers' Money n=505



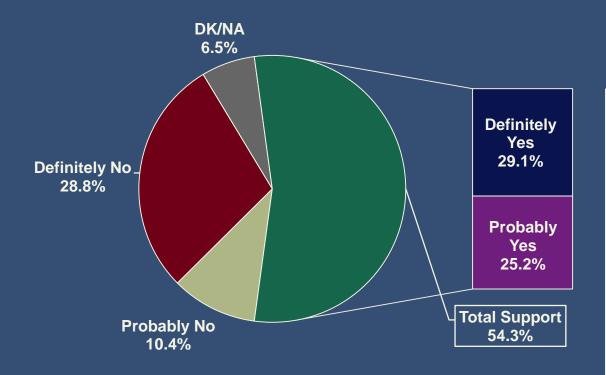


### Q6. Spending Taxpayers' Money Trended Results

Satisfaction with the job the City of San Rafael is doing in spending taxpayers' money increased from the 2009 survey and approached the peak observed in the 2007 survey. Additionally, there was a decrease in "dissatisfied" responses and an increase in mixed opinions from earlier surveys.

	2013	2011	2009	2007	2003*	2001*	1999*
Satisfied	52.4%	53%	45%	56%	46%	47%	49%
Dissatisfied	19.6%	24%	25%	28%	37%	35%	32%
Mixed	8.6%	12%	13%	4%		18%	19%
No opinion	18.8%	9%	15%	11%	17%		
Not applicable	.5%	1%	2%	1%			

### Q7. Uninformed Support for Sales Tax n=348



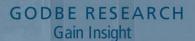
To prevent cuts and preserve funding for general city services, with funding that cannot be taken by the State, including:

- maintaining adequate firefighters and police officers,
- preventing the closure of fire stations and community centers,
- repairing city streets,
- ensuring earthquake safe police and fire stations, and
- maintaining library hours,

shall San Rafael adopt an ordinance extending and increasing the existing local sales tax by one-quarter percent, for twenty years, with independent oversight and annual audits?

#### Q8. Statements About the Measure

n = 348



0.93 Maintain rapid emergency response times for police, etc. 10.87 Emer. dispatch center doesn't meet seismic safety stds. 0.87 Maintain adequate firefighters and police officers 10.83 Prevent closure of fire stations & community ctrs. 10.81 Many SR fire stations do not meet seismic safety stds. 0.8 Repair city streets <sub>B</sub> 0.76 Provide earthquake safe police & fire stations Provide earthquake safe police & fire station dwntn. 10.7 Prevent closure of one of SR's 6 fire stations 10.64If fails, City forced to cut \$millions/yr. in critical services 10.59**Maintain library hours** -0.84 Support bloated, costly pension pgm. for City employees ☐ Sample A ☐ Sample B -0.85 Tax will be used to increase city govt. employee salaries -2 0 No Effect Somewhat Somewhat **Much More** 

Much

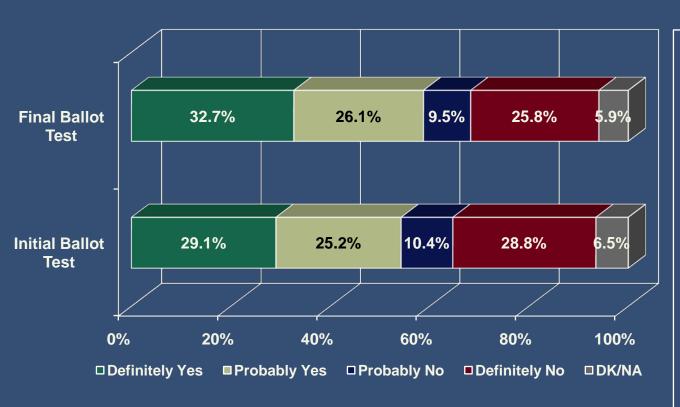
**Less Likely** 

**Less Likely** 

Likely

More Likely

### Q9. Informed and Uninformed Support n=348

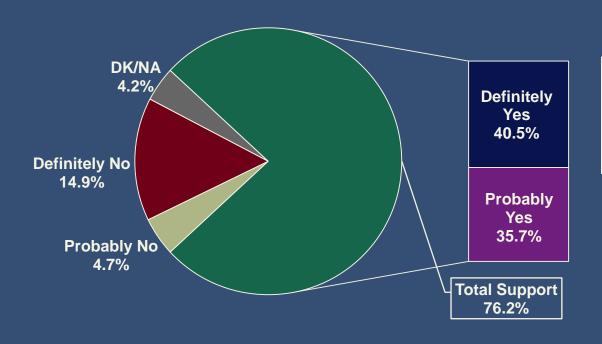


To prevent cuts and preserve funding for general city services, with funding that cannot be taken by the State, including:

- maintaining adequate firefighters and police officers,
- preventing the closure of fire stations and community centers,
- repairing city streets,
- ensuring earthquake safe police and fire stations, and
- maintaining library hours,

shall San Rafael adopt an ordinance extending and increasing the existing local sales tax by one-quarter percent, for twenty years, with independent oversight and annual audits?

# Q10. Support for Sales Tax Extension Only Alternative n=348

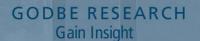


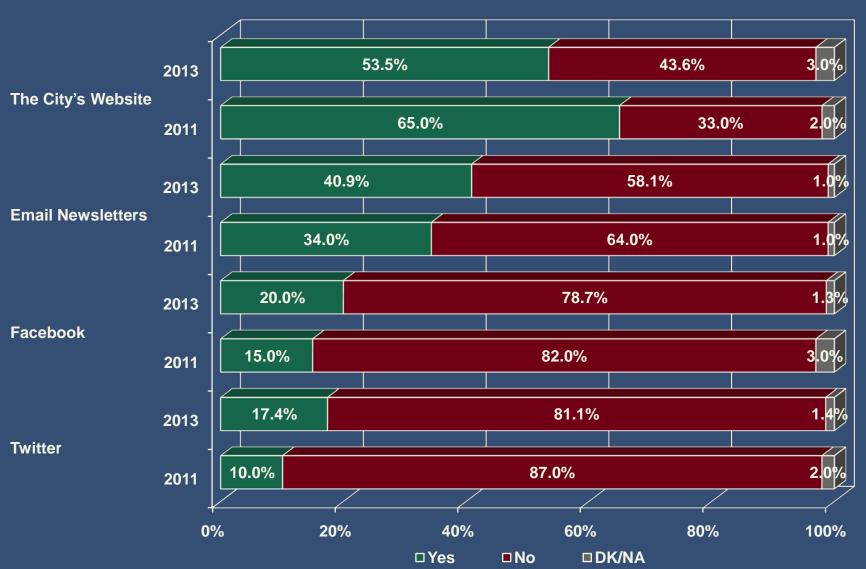
Instead of the measure we have been discussing that would increase taxes, if the measure <u>only</u> extended the existing local sales tax for ten years, without any increase, and maintained current critical services would you vote yes or no?



City Communications

## Q11. Awareness of City Online Information n=505







Summary

- > San Rafael residents continue to be highly satisfied with quality of life, and the City ranks among the highest satisfaction scores in California to date.
- Residents believe the City's financial situation is better than in 2011 and 2009.
- In an open end question, residents indicated they are more concerned with "Homelessness" than in 2011, whereas, again, they are less worried about the city's "financial situation".
- Residents continue to be highly satisfied with the job the City of San Rafael is doing to provide services.
- Residents also reported high satisfaction with a wide range of City services. For 16 services, residents as a whole were between "somewhat" and "very satisfied." Further, for all 27 services, satisfied residents outnumbered dissatisfied residents.
- When compared to 2011, satisfaction has increased with the City's efforts to "manage growth and development", "maintain city streets and roads", and "keep taxes at affordable levels".
- In contrast, satisfaction has decreased slightly with the City's efforts to "provide youth and teen services", "meeting the needs of ethnic minorities" and "providing affordable housing".

- A majority of the likely November 2013 voter segment of the sample indicated they were supportive of a renewal and increase in the City's local sales tax measure, even before additional information was provided.
- After more information was provided, a larger majority was supportive of the potential measure.
- Key statements about the measure, included:
  - Maintaining rapid emergency response times for police, fire and emergency services.
  - The emergency dispatch center does not meet modern seismic safety standards. If an earthquake damages this building, it would severely delay responses to calls for police, fire, and emergency medical services
  - The funds will be used to maintain adequate firefighters and police officers, among others.
- ➤ This information suggests that the City should move forward with the next steps of exploring the possibility of placing a measure on the November 2013 ballot.
- A majority of residents are aware of the City website, while this number has declined somewhat from 2011.
- Slightly more of the respondents were aware of the City's email newsletters, Facebook and Twitter communications than in 2011.



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