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City of San Rafael

2015 City Satisfaction Survey

June 2015

Overview and Research Objectives

The City of San Rafael commissioned Godbe Research to conduct a telephone and internet 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;
- Assess adoption of green/sustainable practices in households;
- Gauge support for a parcel tax measure that would continue to fund the San Rafael Public Library;
- Determine the impact of features, amount and duration of the proposed measure on voter support; and
- Identify differences in opinions due to demographic and/or behavioral characteristics that show statistically significant levels.

- Data Collection Internet and telephone Interviewing
- Universe 46,313 adult residents (ages 18 and older) in the City of San Rafael, with a subsample of likely November 2016 voters (25,332 voters), likely June 2016 voters (15,641), and likely November 2015 voters (12,562).
- Fielding Dates January 23 through February 7, 2015
- Interview Length 18 minutes
- Sample Size
 - 707 adult residents
 - 668 likely November 2016 voters
 - 545 likely June 2016 voters
 - 459 likely November 2015 voters
- Margin of Error
 - ± 3.66% adult residents
 - ± 3.74% likely November 2016 voters
 - ± 4.12% likely June 2016 voters
 - ± 4.49% likely November 2015 voters
- Data Normalization Due to the overlap of the survey start date and the closure of Boyd Park, the data for several of the resident satisfaction questions have been normalized to account for news stories during the initial interviewing. Normalization was accomplished by removing interviews conducted on the first two days of the survey for purposes of this report, resulting in a sample size of n=365. The full data set (before normalization) is available in the detailed cross-tabulations.



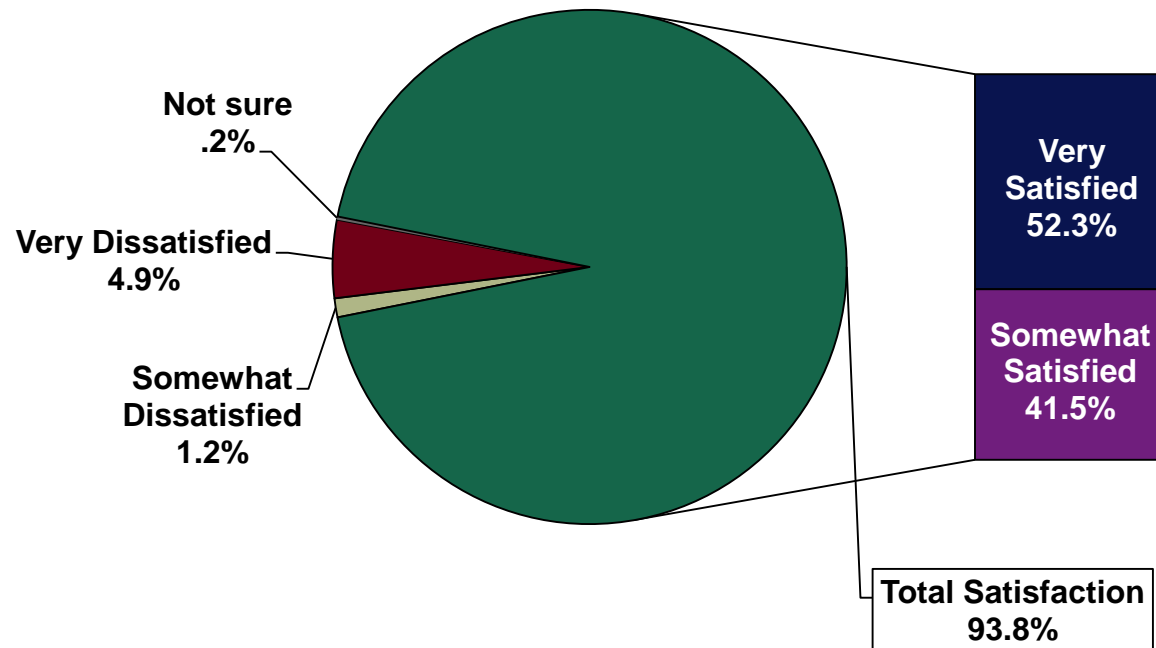
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Overall Satisfaction

Q1. Satisfaction with Quality of Life

n=365



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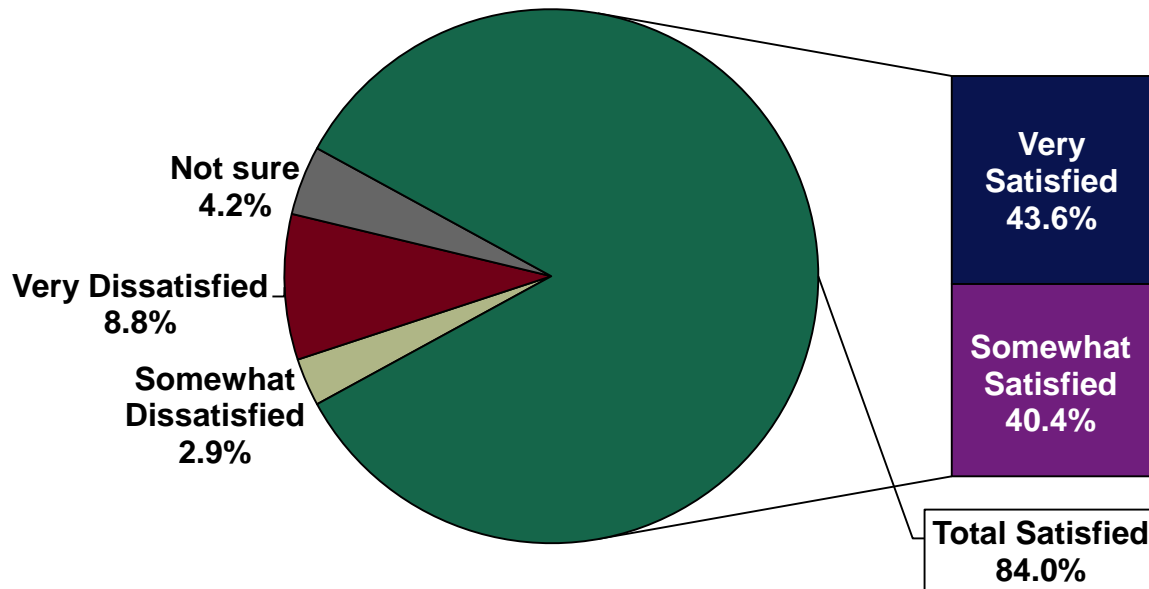
Q1. Satisfaction with Quality of Life

Trended Results n=365

	2015	2013	2011	2009
Very satisfied	52.3%	70.7%	63%	59%
Somewhat satisfied	41.5%	23.3%	29%	32%
Total Satisfied	93.8%	94.0%	92%	91%
Somewhat dissatisfied	4.9%	3.5%	5%	6%
Very dissatisfied	1.2%	2.2%	3%	4%
Not sure	.2%	.2%	<1%	<1%

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Q2. Satisfaction with Overall City Services n=365



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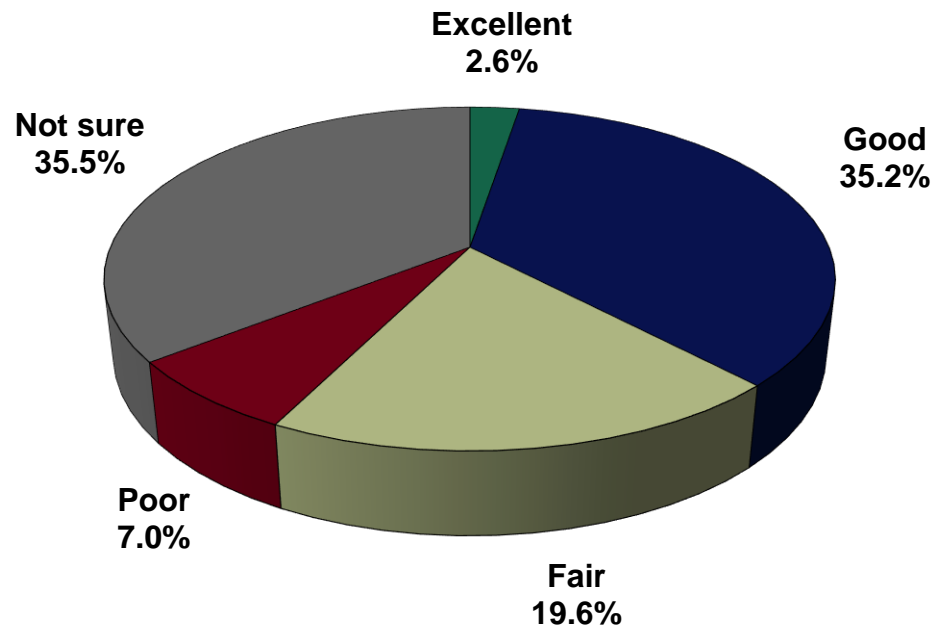
Q2. Satisfaction with Overall City Services Trended Results n=365

	2015	2013	2011	2009
Very satisfied	43.6%	36.2%	42%	43%
Somewhat satisfied	40.4%	47.8%	39%	41%
Total Satisfied	84.0%	84.0%	81%	84%
Somewhat dissatisfied	8.8%	7.5%	7%	7%
Very dissatisfied	2.9%	4.9%	5%	5%
Not sure	4.2%	3.7%	6%	3%

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Q3. City's Financial Situation

n=707



Q3. City's Financial Situation

Trended Results n=707

	2015	2013	2011	2009	2007	2005
Excellent	2.6%	4.2%	3%	4%	7%	5%
Good	35.2%	33.8%	17%	24%	32%	32%
Excellent + Good	37.8%	38.0%	20%	28%	39%	37%
Fair	19.6%	26.0%	38%	34%	31%	31%
Poor	7.0%	5.9%	20%	12%	10%	11%
Not sure	35.5%	30.1%	22%	26%	21%	21%



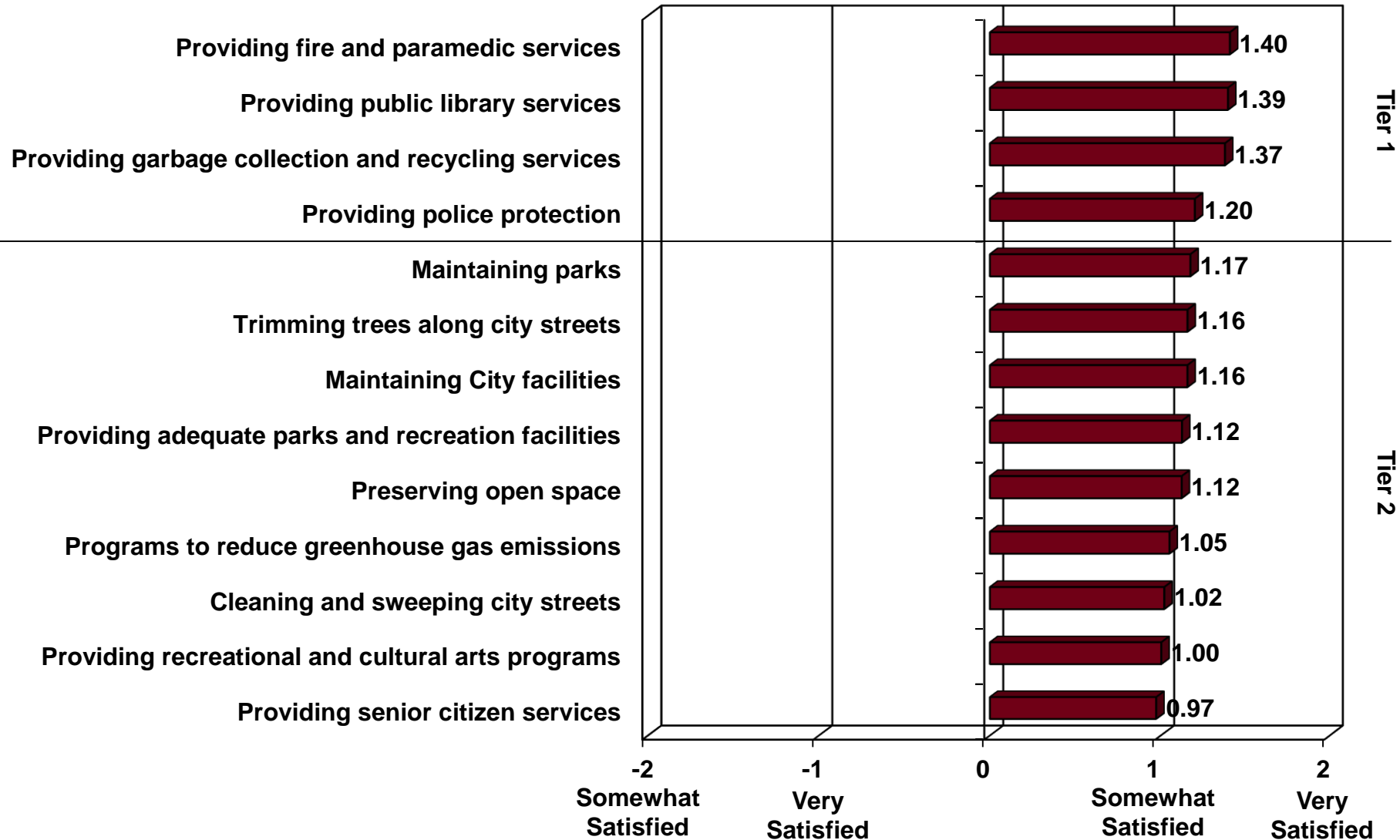
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Satisfaction with Individual Services

Q4. Satisfaction with City Services I

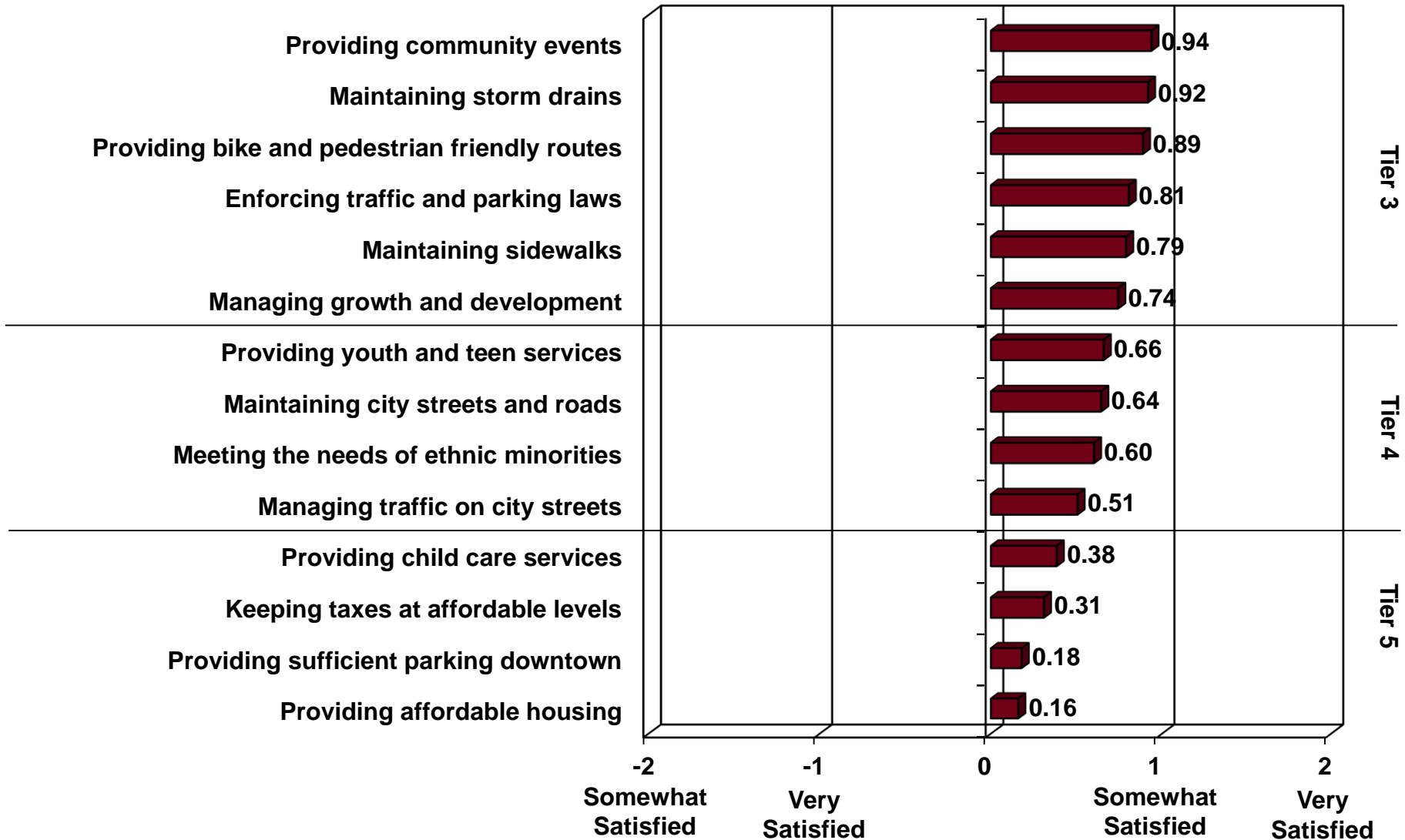
n=365



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Q4. Satisfaction with City Services II

n=365



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Q4. Satisfaction with City Services II

Trended Results n=365

	2015	2013	2011	2009
Providing fire and paramedic services	1.40	1.57	1.7	1.7
Providing public library services	1.39	1.42	1.3	1.4
Providing garbage collection and recycling services	1.37	1.34	1.4	1.5
Providing police protection	1.20	1.32	1.4	1.5
Maintaining parks	1.17	1.34	1.3	1.3
Trimming trees along city streets	1.16	1.19	1	1.2
Maintaining City facilities	1.16	1.25	1.2	-
Providing adequate parks and recreation facilities	1.12	1.29	1.3	1.3
Preserving open space	1.12	1.31	1.3	1.3
Programs to reduce greenhouse gas emissions	1.05	0.8	0.7	0.6
Cleaning and sweeping city streets	1.02	1.12	1	1.2
Providing recreational and cultural arts programs	1.00	1.23	1.3	1.3
Providing senior citizen services	0.97	1.14	1.1	1.2
Providing community events	0.94	1.26	1.2	1.3
Maintaining storm drains	0.92	0.85	1	1.2
Providing bike and pedestrian friendly routes	0.89	1.18	1	0.9
Enforcing traffic and parking laws	0.81	1.06	1.1	-
Maintaining sidewalks	0.79	0.97	0.8	0.9
Managing growth and development	0.74	1.09	0.6	0.6
Providing youth and teen services	0.66	0.66	0.9	0.9
Maintaining city streets and roads	0.64	0.71	0.5	0.6
Meeting the needs of ethnic minorities	0.60	0.62	1	0.7
Managing traffic on city streets	0.51	0.86	0.9	0.5
Providing child care services	0.38	0.94	0.9	1.1
Keeping taxes at affordable levels	0.31	0.65	0.4	0.3
Providing sufficient parking downtown	0.18	0.61	0.8	0.6
Providing affordable housing	0.16	0.19	0.4	0
Maintaining and weeding median strips		-	0.8	1

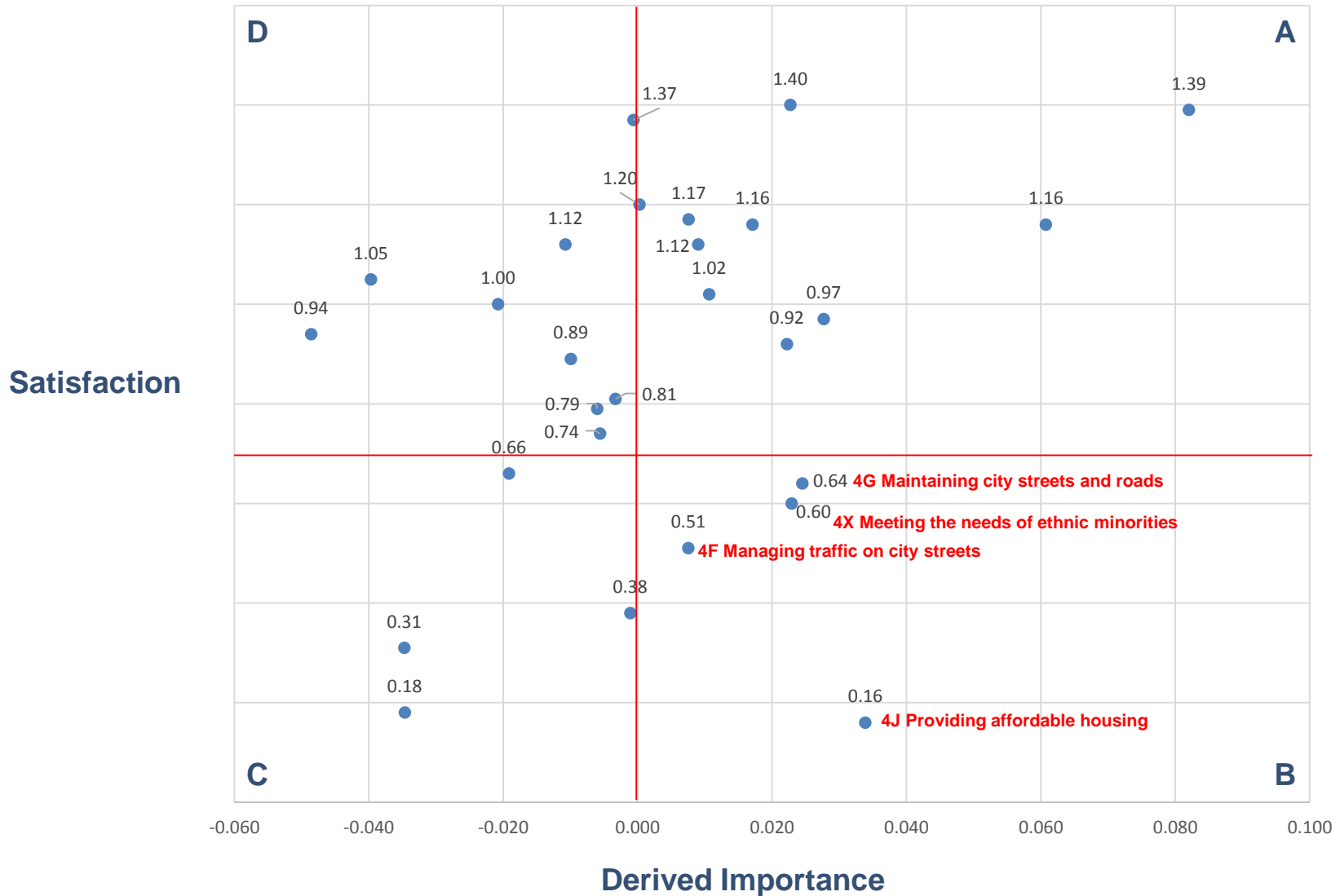
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Based on the importance – satisfaction values shown on the following pages, the top priorities for improvements are:

- Providing affordable housing (4J)
- Meeting the needs of ethnic minorities (4X)
- Maintaining city streets and roads (4G)
- Managing traffic on city streets (4F)

Importance – Satisfaction Matrix

n=365





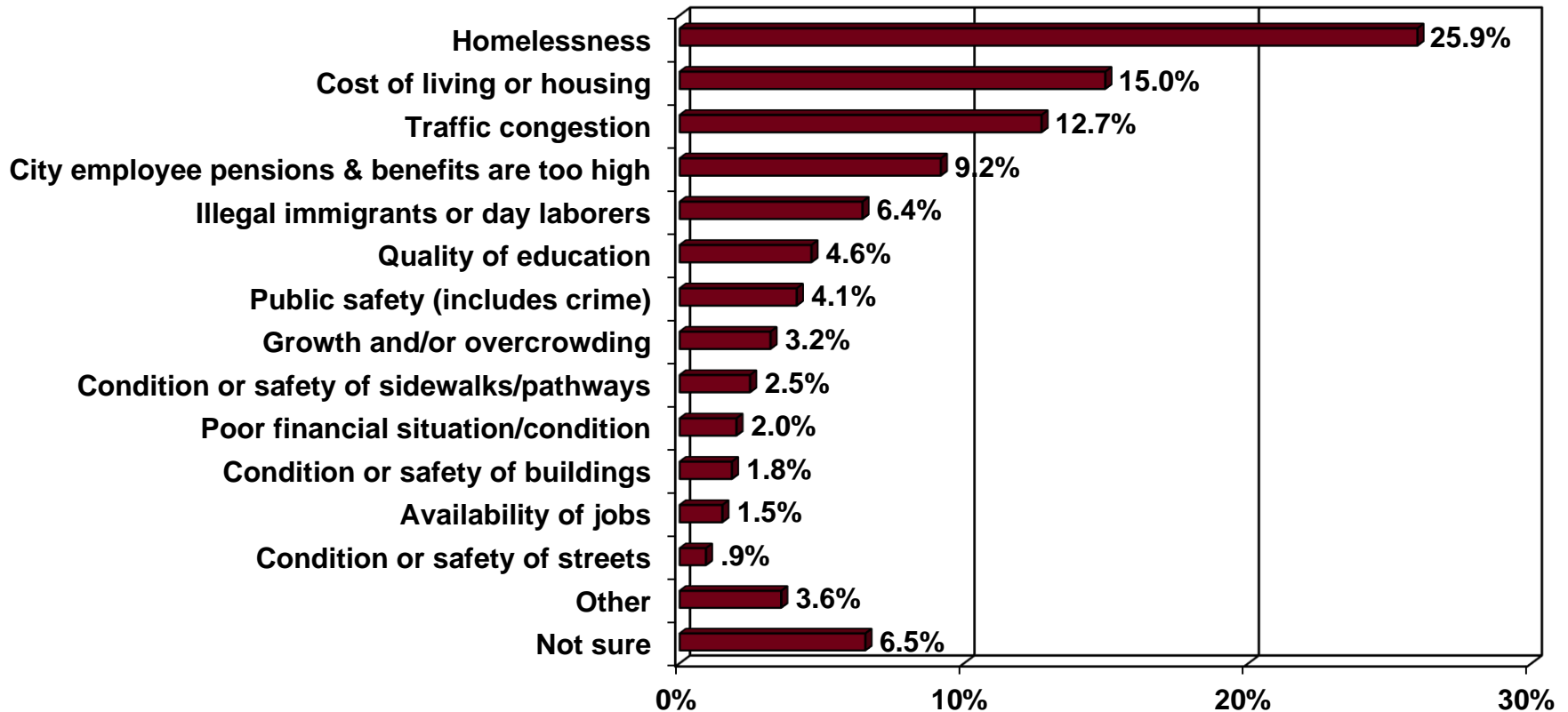
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Other Services and Issues

Q5. Problems Facing San Rafael

n=707

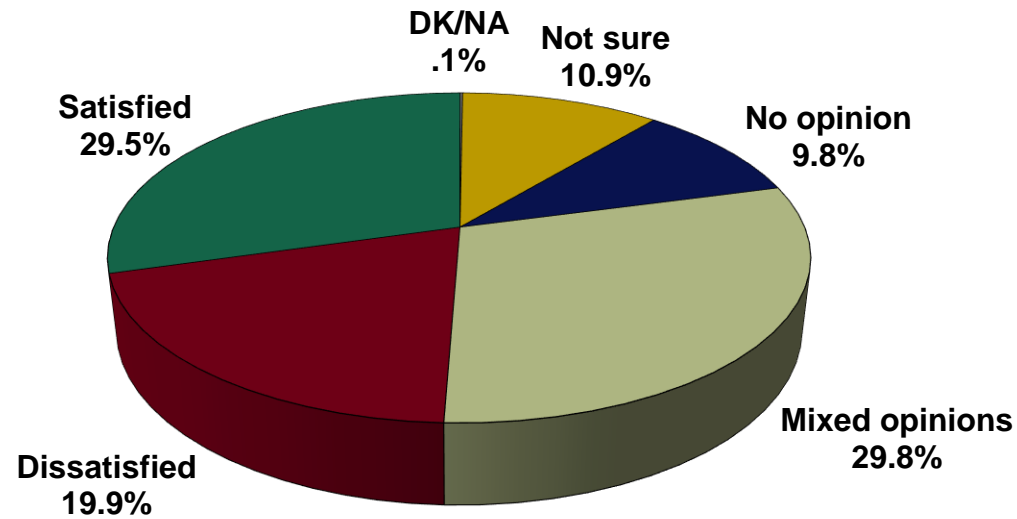


Q5. Problems Facing San Rafael

Trended Results n=707

	2015	2013	2011	2009	2007	2005
Homelessness	25.9%	19.4%	8%	5%	3%	4%
Cost of living or housing	15.0%	7.8%	9%	12%	12%	10%
Traffic congestion	12.7%	4.0%	7%	20%	24%	22%
City employee pensions and benefits are too high	9.2%	6.5%	-	-	-	-
Illegal immigrants or day laborers	6.4%	5.3%	9%	9%	11%	6%
Quality of education	4.6%	2.3%	7%	5%	5%	6%
Public safety (includes crime)	4.1%	5.3%	4%	6%	6%	3%
Growth and/or overcrowding	3.2%	2.4%	5%	8%	12%	11%
Condition or safety of sidewalks/pathways	2.5%	2.5%	1%	1%	1%	0%
Poor financial situation/condition	2.0%	8.7%	17%	11%	5%	10%
Condition or safety of buildings	1.8%	0.8%	<1%	1%	1%	<1%
Availability of jobs	1.5%	4.6%	9%	5%	1%	2%
Condition or safety of streets	.9%	3.9%	1%	1%	1%	2%
Other	3.6%	17.4%	14%	10%	9%	14%
DK/NA	6.5%	9.0%	8%	5%	9%	10%

Q6. Satisfaction with City's Spending of Taxpayers' Money n=707

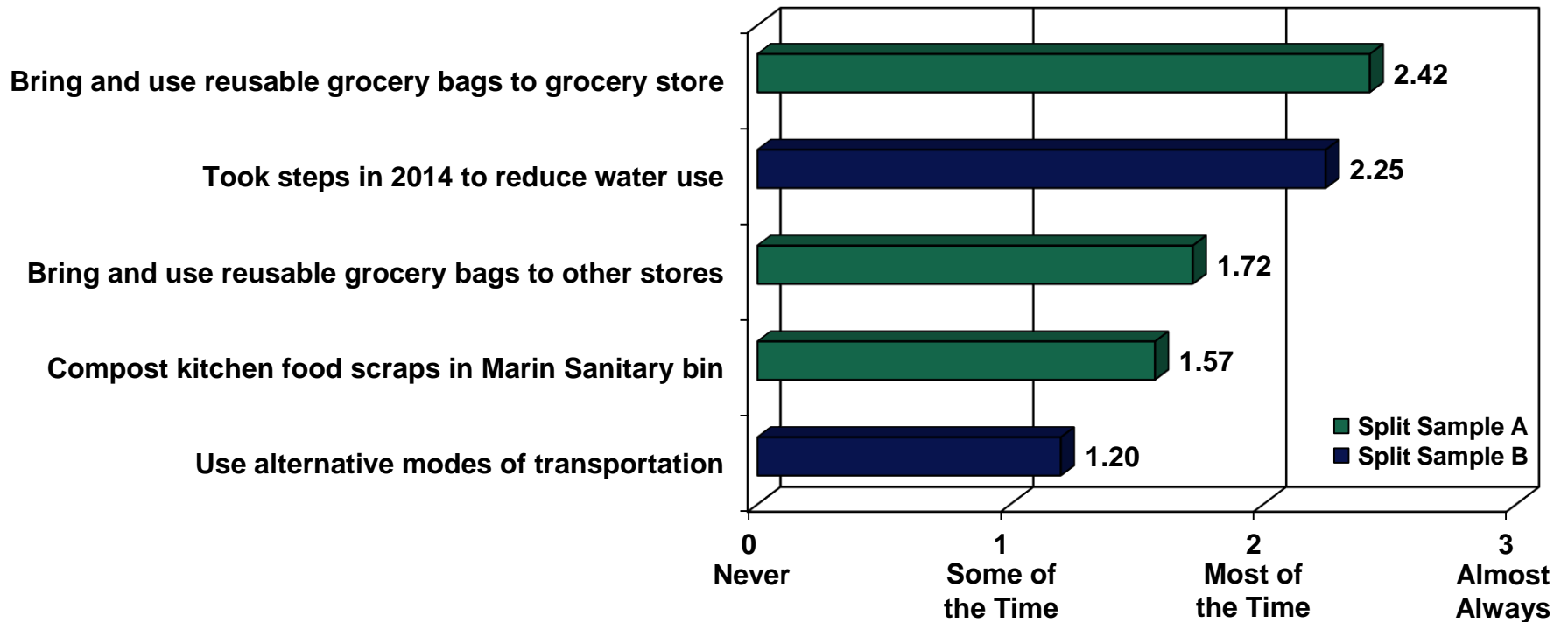


Q6. Satisfaction with City's Spending of Taxpayers' Money

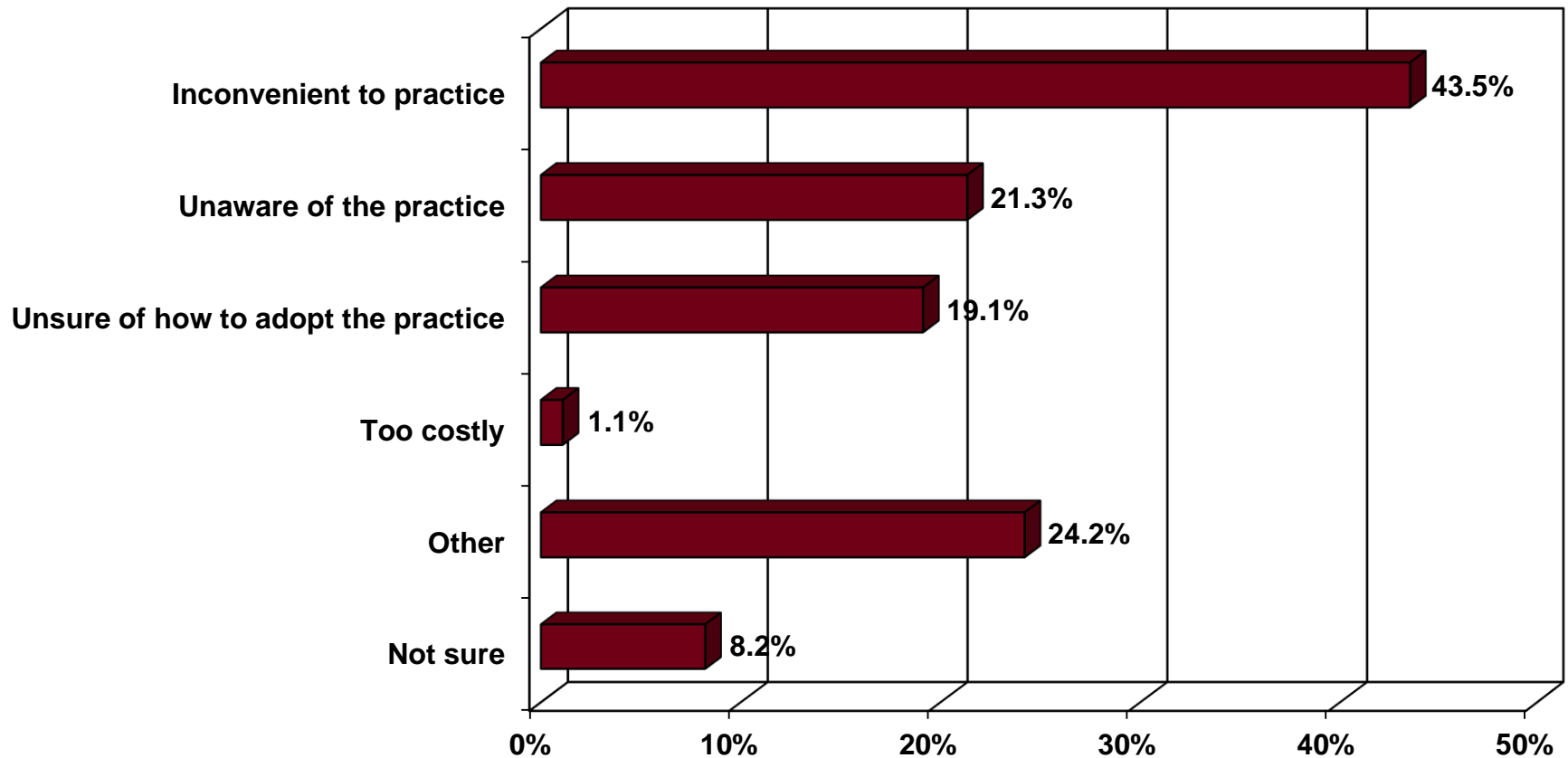
Trended Results n=707

	2015	2013	2011	2009	2007	2003*	2001*	1999*
Satisfied	29.5%	52.4%	53%	45%	56%	46%	47%	49%
Dissatisfied	19.9%	19.6%	24%	25%	28%	37%	35%	32%
Mixed opinions	29.8%	8.6%	12%	13%	4%	17%	18%	19%
No opinion	9.8%	18.8%	9%	15%	11%			
DK/NA	.1%	.5%	1%	2%	1%			
Not sure	10.9%							

Q7. Frequency of Using Green or Sustainable Practices n=707



Q8. Reasons for Not Adopting Green or Sustainable Practices n=252



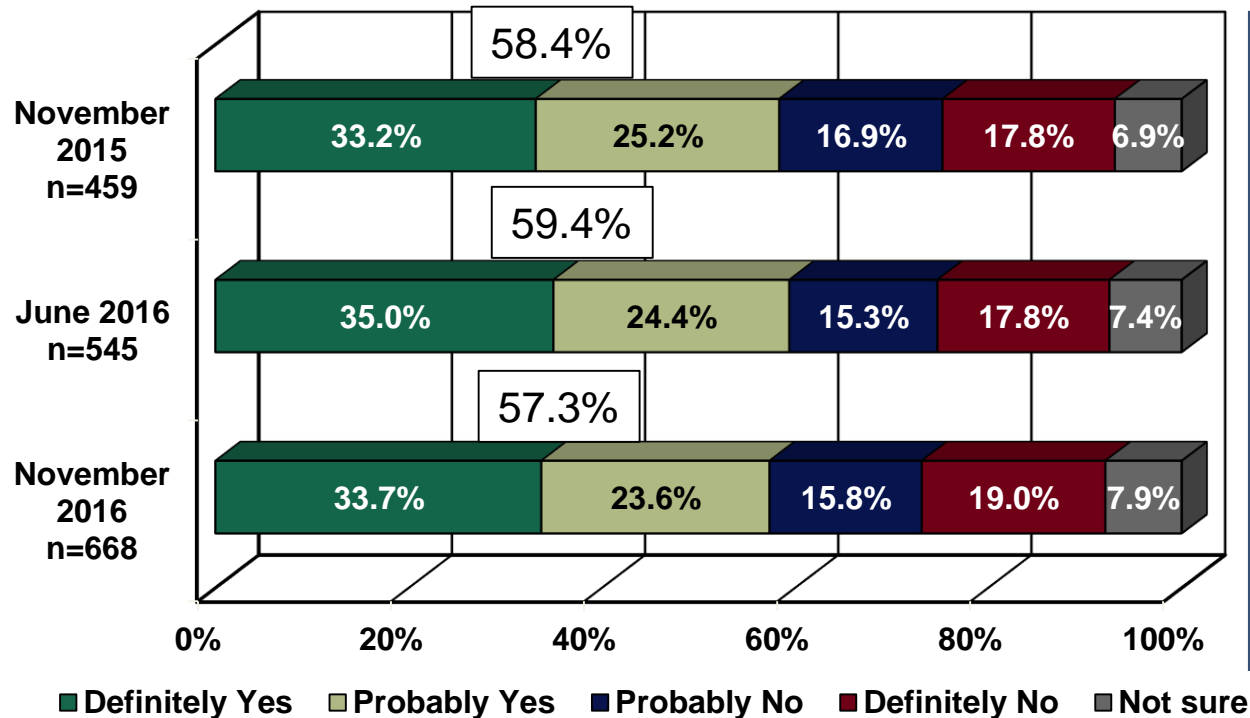


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Library Revenue Measure Renewal

Q9. Uninformed Support: 18 Year Duration Sample A

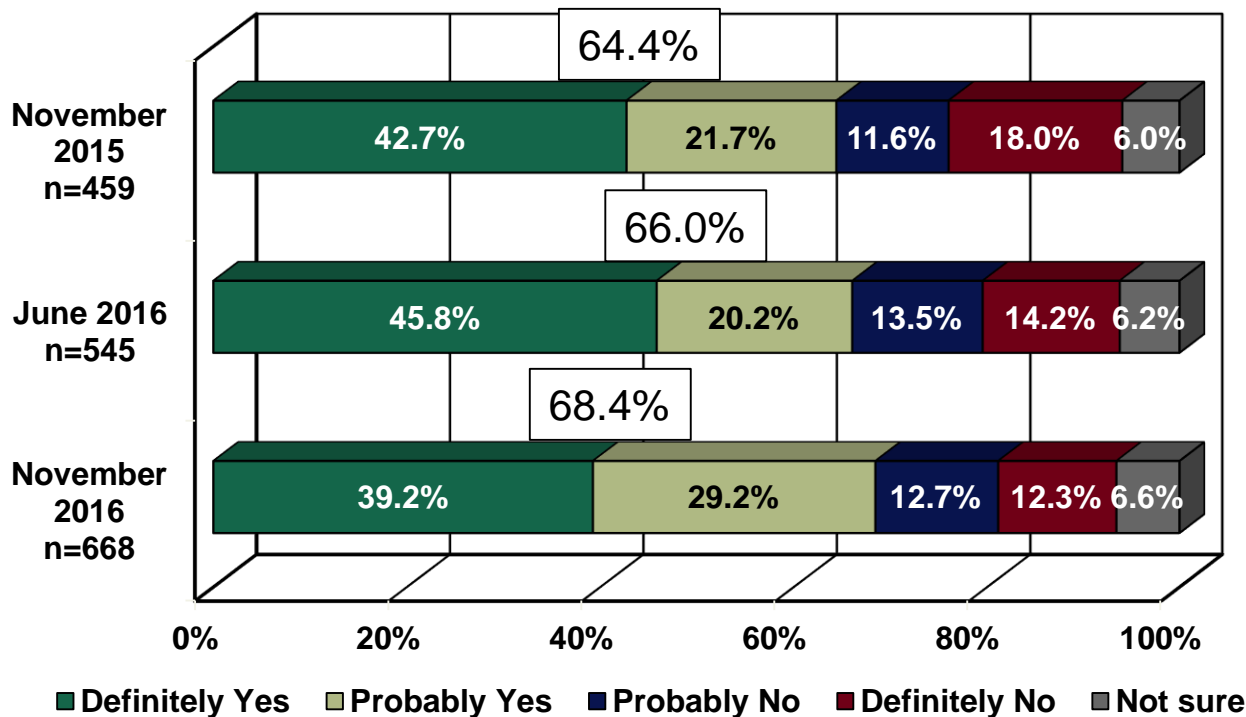


To maintain a consistent, locally-controlled funding source, augmenting current general fund allocations for the San Rafael Public Library, for

- maintaining hours;
- improving facilities, equipment, materials; and
- services for children, teens, and adults;

shall the City of San Rafael extend the annual \$49 parcel tax and increase it by \$10 (slightly higher rates for multiple-unit residential parcels) for a period of 18 years, with annual CPI adjustment, oversight by an independent citizens committee and with exemptions for senior citizens?

Q10. Uninformed Support: 9 Year Duration Sample B



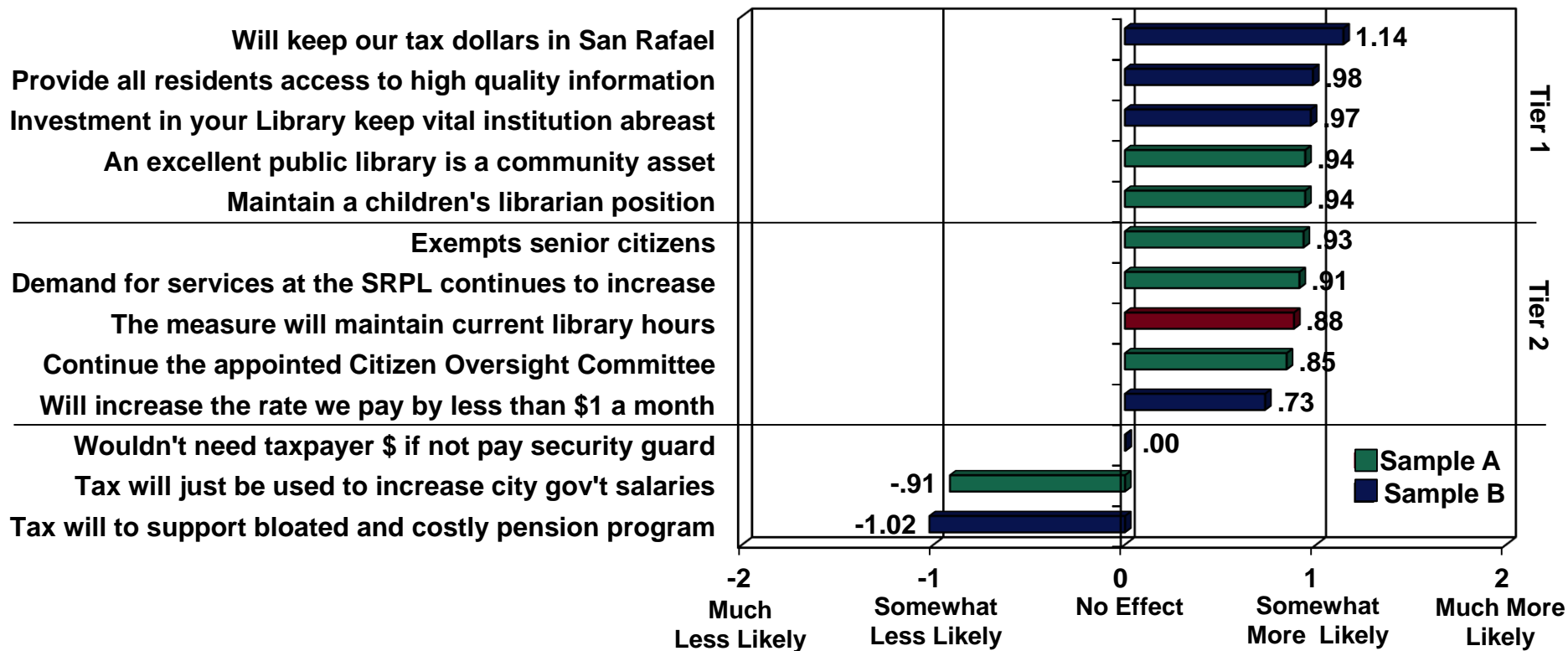
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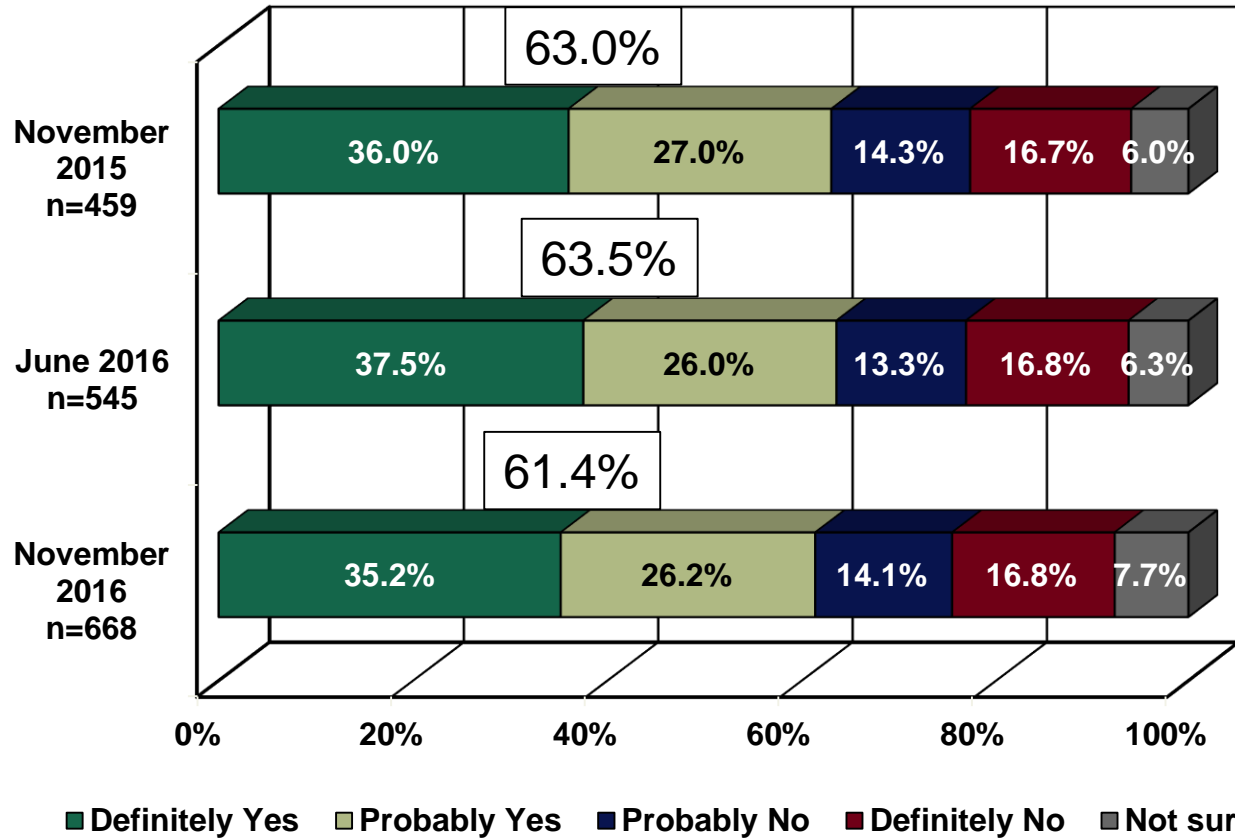
• shall the City of San Rafael extend the annual \$49 parcel tax and increase it by \$10 (slightly higher rates for multiple-unit residential parcels) for a period of nine years, with annual CPI adjustment, oversight by an independent citizens committee and with exemptions for senior citizens?

Q11. Statements About the Measure

Likely November 2015 Voters n=459



Q12. Informed Support: 18 Year Duration Sample A

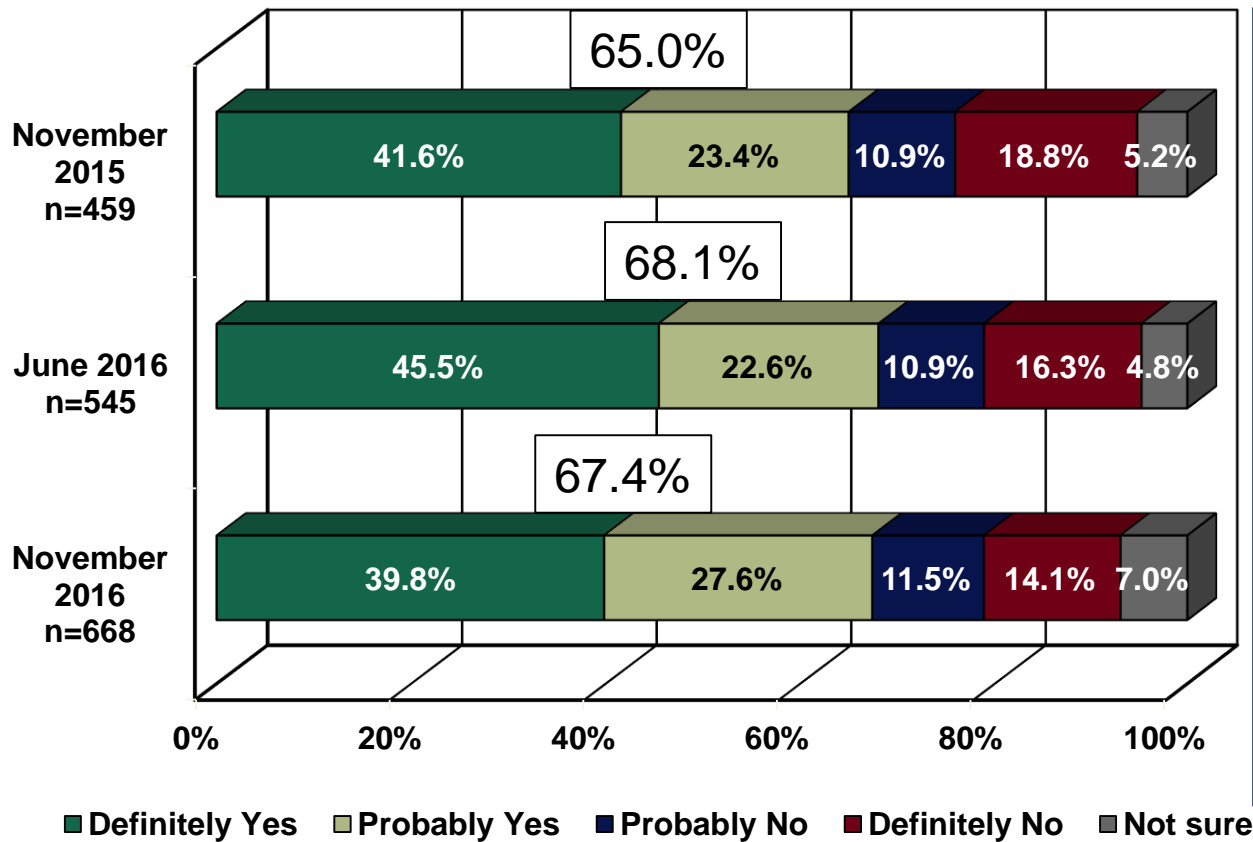


To maintain a consistent, locally-controlled funding source, augmenting current general fund allocations for the San Rafael Public Library, for

- maintaining hours;
- improving facilities, equipment, materials; and
- services for children, teens, and adults;

shall the City of San Rafael extend the annual \$49 parcel tax and increase it by \$10 (slightly higher rates for multiple-unit residential parcels) for a period of 18 years, with annual CPI adjustment, oversight by an independent citizens committee and with exemptions for senior citizens?

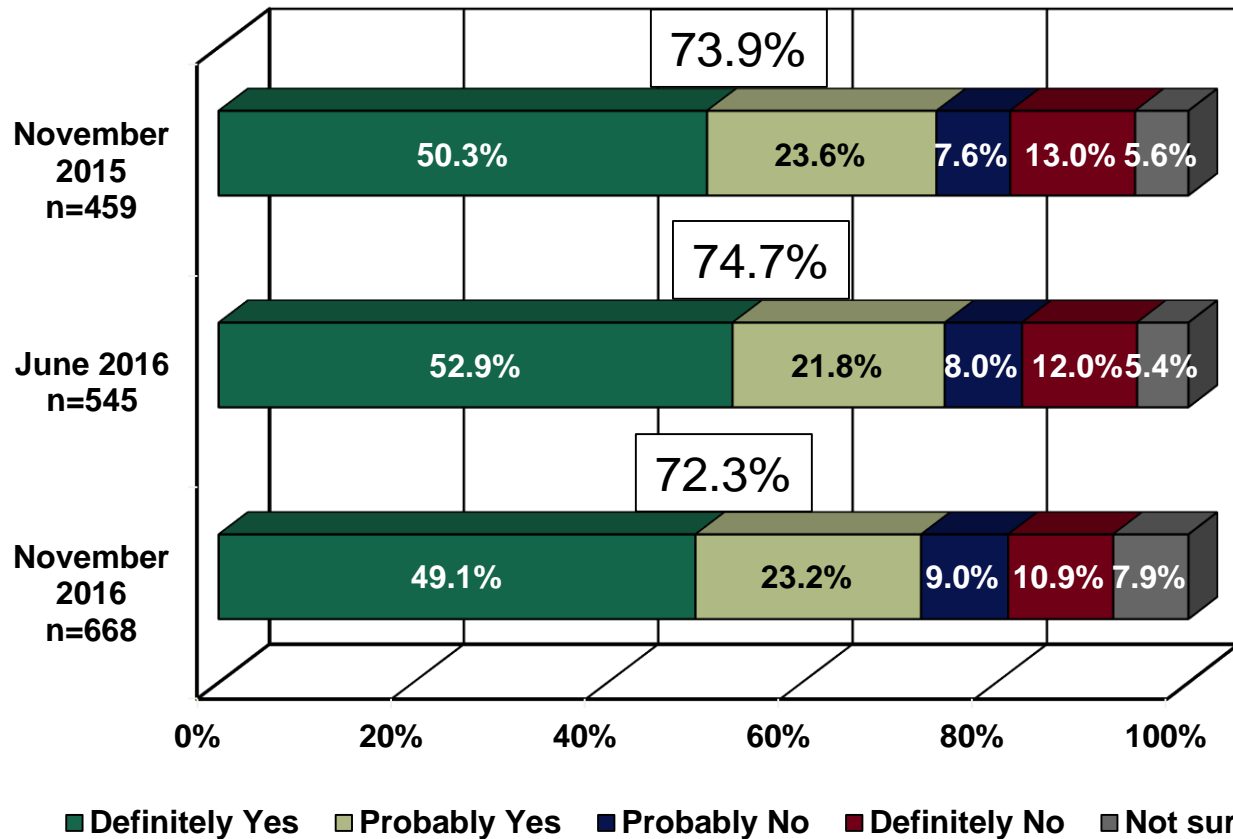
Q13. Informed Support: 9 Year Duration Sample B



To maintain a consistent, locally-controlled funding source, augmenting current general fund allocations for the San Rafael Public Library, for

- maintaining hours;
- improving facilities, equipment, materials; and
- services for children, teens, and adults;
- shall the City of San Rafael extend the annual \$49 parcel tax and increase it by \$10 (slightly higher rates for multiple-unit residential parcels) for a period of nine years, with annual CPI adjustment, oversight by an independent citizens committee and with exemptions for senior citizens?

Q14. Support for Alternative 7 Year Duration



To maintain a consistent, locally-controlled funding source, augmenting current general fund allocations for the San Rafael Public Library, for

- maintaining hours;
- improving facilities, equipment, materials; and
- services for children, teens, and adults;
- shall the City of San Rafael extend the existing annual \$49 parcel tax (slightly higher rates for multiple-unit residential parcels) without an increase for a period of seven years, with annual CPI adjustment, oversight by an independent citizens committee and with exemptions for senior citizens?



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Executive Summary

- Overall, residents continue to have a positive opinion of the quality of life in the City of San Rafael.
 - Ninety-four percent of normalized respondents indicated that they are “very satisfied” (52.3%) or “somewhat satisfied” (41.5%) with the quality of life in San Rafael.
- Opinion of the City’s financial situation remains unchanged. In 2015, 37.8 percent of residents felt the City financial situation was excellent or good, compared to 38 percent in 2013.
- In an open-end format, residents’ concerns clearly reflect current events, and these have changed from previous surveys.
 - In the current survey, 25.9 percent cited the “homelessness” as the single, largest problem facing San Rafael.
 - Concern with the cost of living or housing was 15 percent.
 - Concern with traffic congestion was 12.7 percent in 2015.

- Overall, 84 percent of normalized respondents were satisfied with the job the City is doing to provide services (43.6% “very satisfied” and 40.4% “somewhat satisfied”).
- Respondents reported satisfaction with a wide range of city services.
 - The survey assessed 27 specific city services. For 11 services, respondents as a whole were between “somewhat” and “very satisfied.” Further, 27 of 27 services received positive rankings.
- Thirty percent respondents indicated they were satisfied with the job the City is doing to spend taxpayer money, while 20 percent were dissatisfied. Thirty percent had mixed opinions and 21 percent did not have an opinion.
- With respect to sustainable behavior, on average respondents use reusable bags at grocery stores and reduced water consumption slightly more than “most of the time”. And, on average, respondents used reusable bags at other stores, compost food scraps in the bin provided, and use alternative transportation between “some of the time” and “most of the time”.
 - The top reason for not engaging in sustainable practices was “inconvenient”.

- Before information was provided, 59.4 percent of likely June 2016 voters supported a measure to extend for 18 years and increase by \$10 a year the current library parcel tax.
- Contrastingly, before information was provided, 66.0 percent of likely June 2016 voters supported a measure to extend for 9 years and increase by \$10 a year the current library parcel tax.
- The top arguments for the measure included:
 - The measure will keep our tax dollars in San Rafael to assure that our Library will serve future generations.
 - The measure will provide all residents access to high quality information in print and electronic form
 - An investment in your Library helps to keep this vital institution abreast of current technology.
 - An excellent public library is a community asset that sustains property values.
 - Maintain a children's librarian position.
- After information was provided 63.5 percent of likely June 2016 voters support the 18-year extension/\$10 increase measure, while 68.1 percent support the 9-year extension/\$10 increase measure.
- Alternatively, 74.7 percent of the likely June 2016 voters support an extension of the existing tax for 7 years.



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California and Corporate Offices
1660 South Amphlett Boulevard, Suite 205
San Mateo, CA 94402

Nevada Office
59 Damonte Ranch Parkway, Suite B309
Reno, NV 89521

Pacific Northwest Office
601 108th Avenue NE, Suite 1900
Bellevue, WA 98004