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City of San Rafael

City Satisfaction Survey

March 2011

Overview and Research Objectives

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

- a) Assess overall perceptions of living in San Rafael;
- b) Gauge satisfaction with the City's performance in providing services and programs;
- c) Evaluate perceptions of the condition of City facilities;
- d) Assess awareness of the City's financial situation;
- e) Gather feedback on preferred information sources and City communications; and
- f) Identify differences in opinions due to demographic and/or behavioral characteristics.

- Data Collection Telephone Interviewing
- Universe 28,636 registered voters in the City of San Rafael
- Fielding Dates February 15 to 21, 2011
- Interview Length 20 minutes
- Sample Size 500
- Margin of Error $\pm 4.3\%$



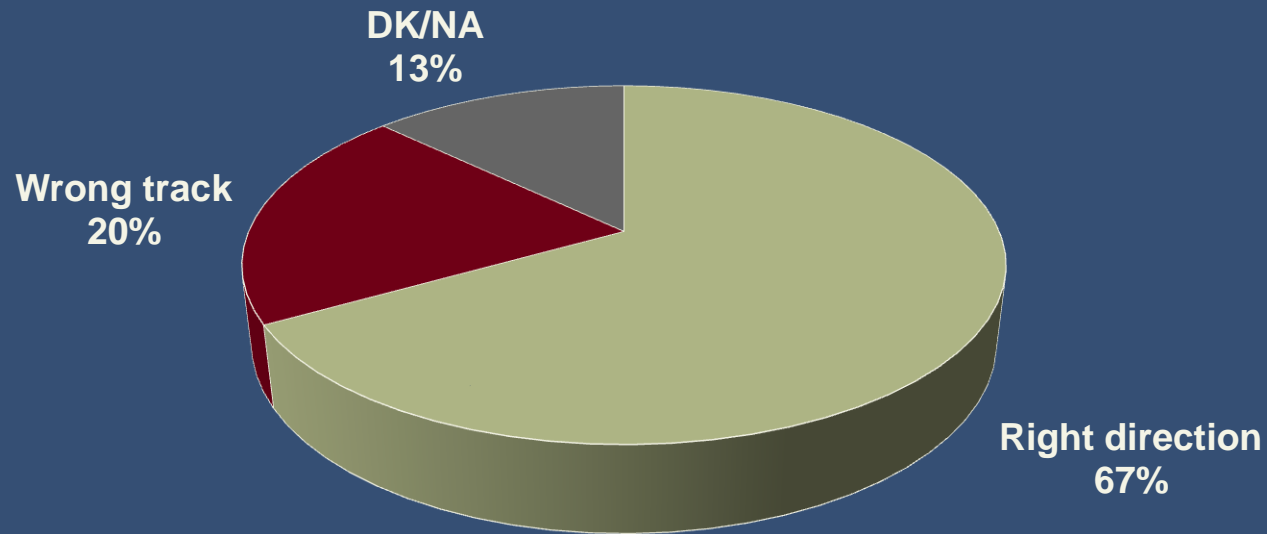
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Quality of Life in San Rafael

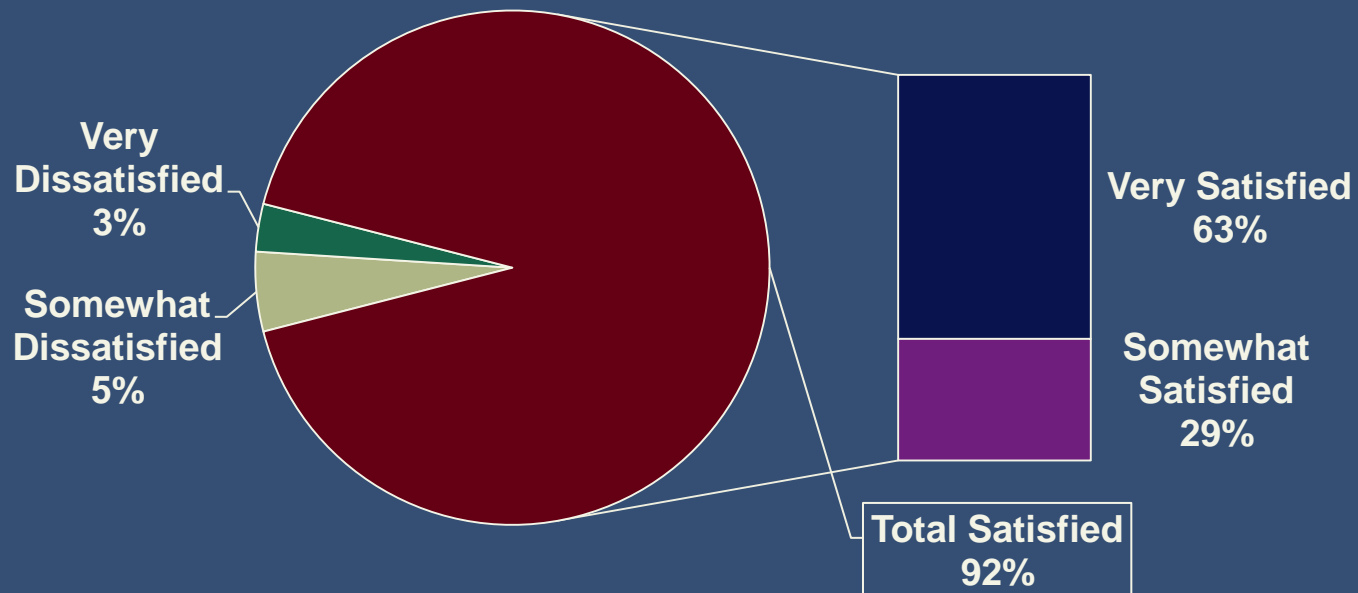
Ratings of San Rafael

Generally speaking, do you think things in San Rafael are going in the right direction or do you feel things are seriously off on the wrong track?



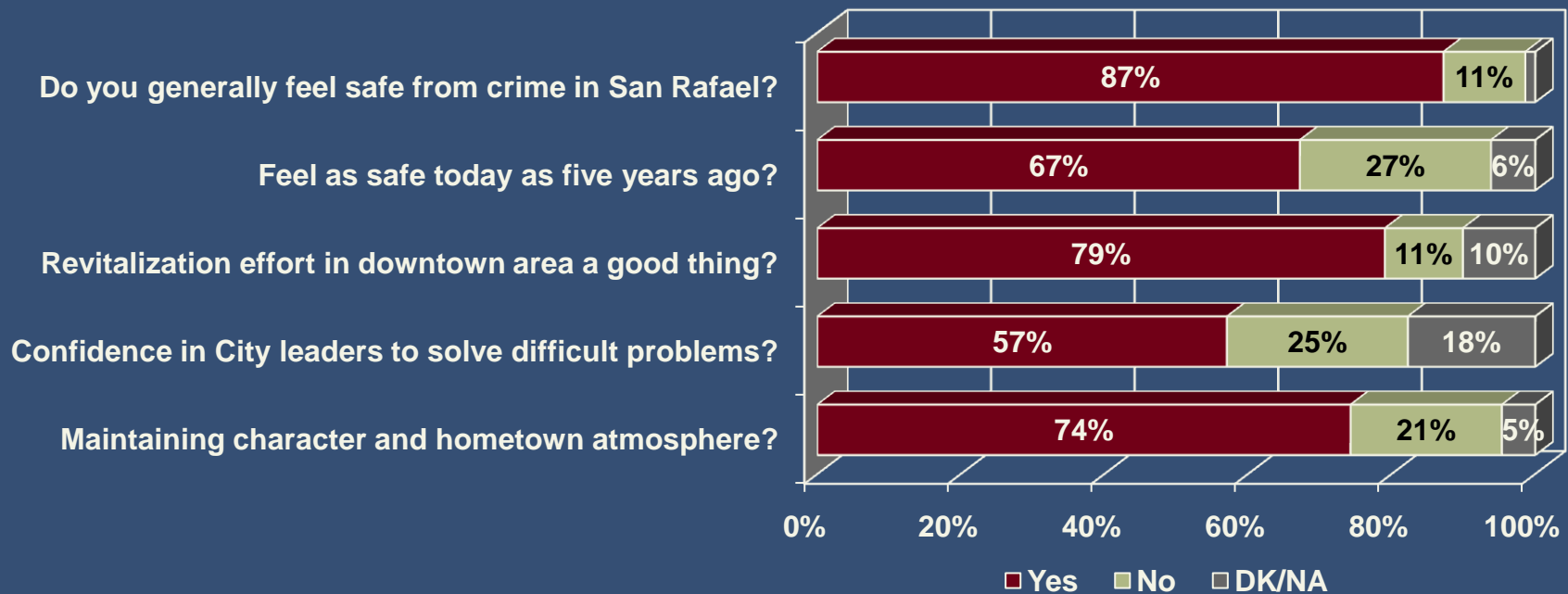
Satisfaction with Quality of Life

In general, are you satisfied or dissatisfied with the overall quality of life in San Rafael?



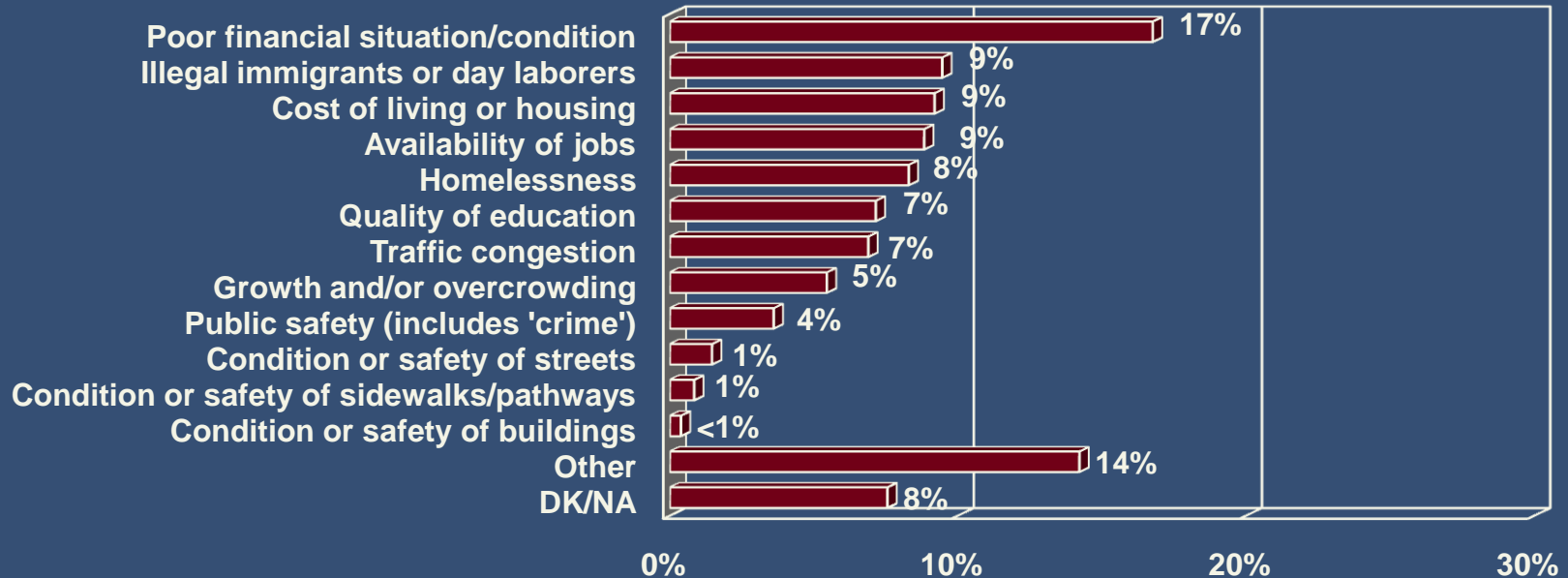
Perceptions of the City

Moving on to other topics. In your opinion, _____.



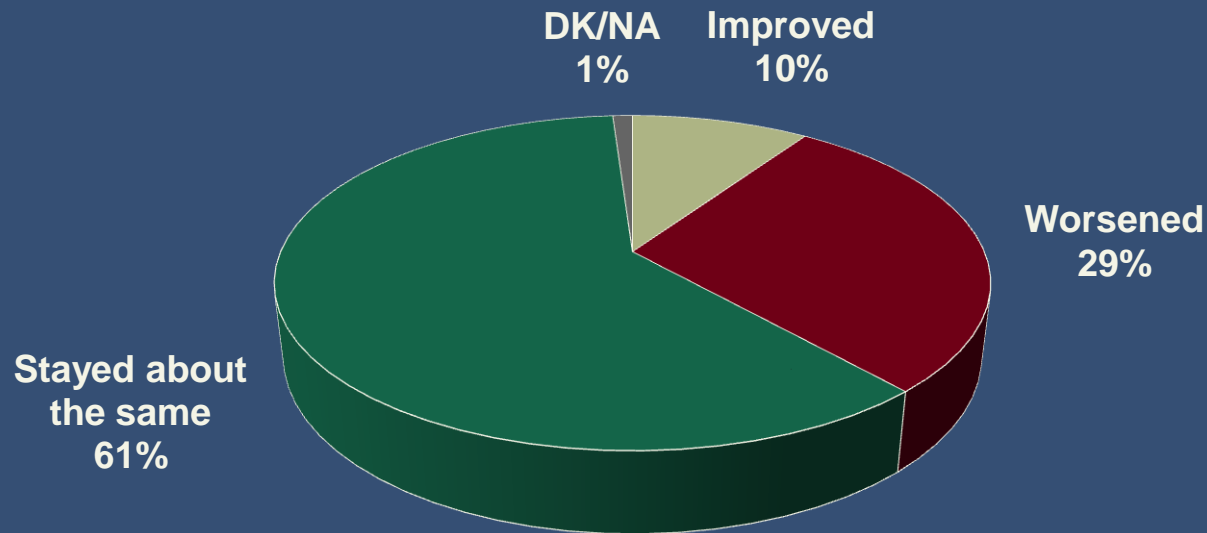
Problems Facing San Rafael

What is the single, largest problem facing the City of San Rafael today?

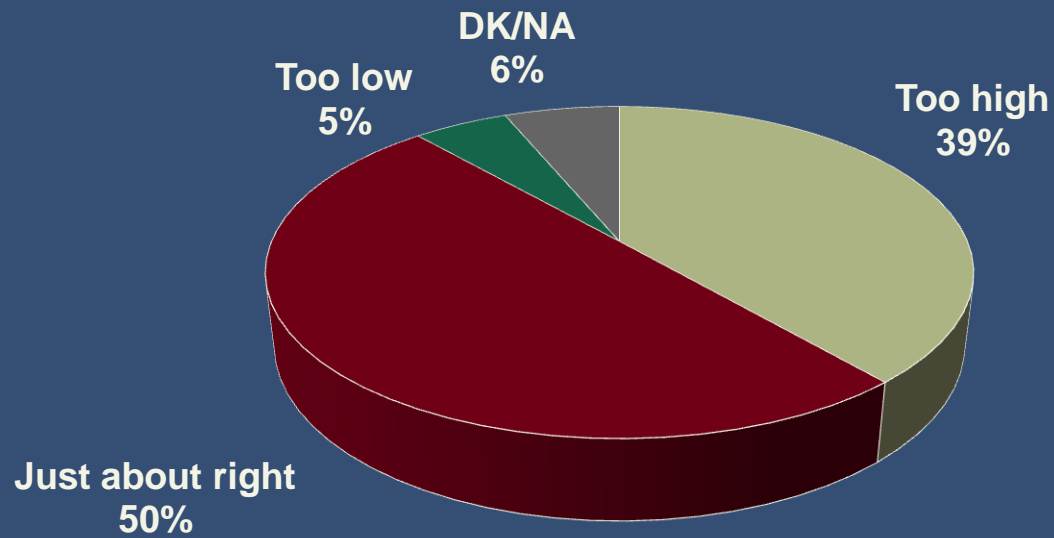


Change in Local Neighborhood Traffic

Next, has traffic in your local neighborhood improved, worsened, or stayed about the same in the last two years?



Do you feel local taxes in San Rafael are too high, too low, or just about right?





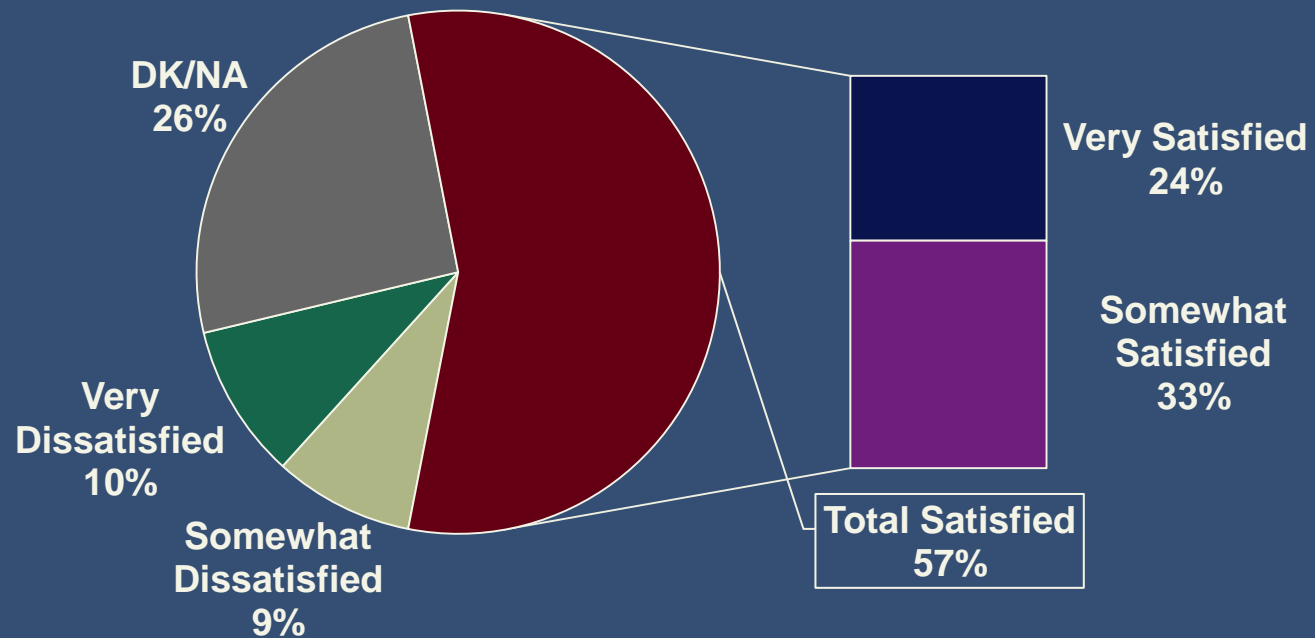
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Ratings of the City of San Rafael

Satisfaction with City Council

Generally speaking, are you satisfied or dissatisfied with how the San Rafael City Council are performing their job?



Satisfaction with City Council

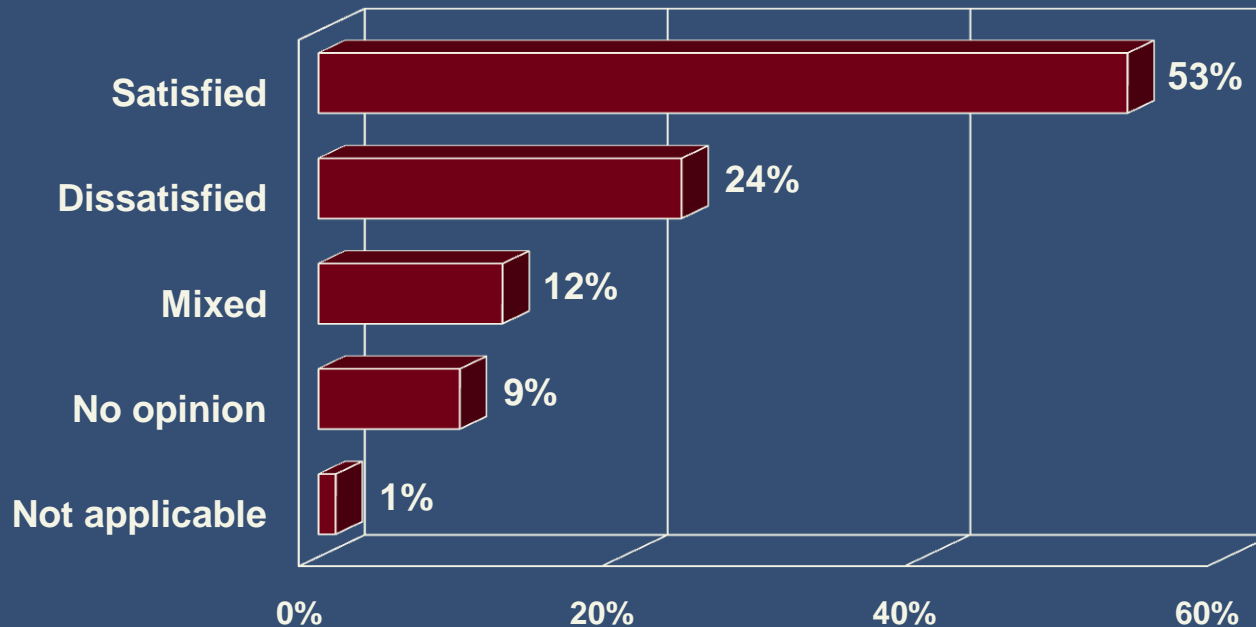
Trended Results

Generally speaking, are you satisfied or dissatisfied with how the San Rafael City Council are performing their job?

	2011	2009	2007	2005	2003	2001
Very satisfied	24%	24%	61%	59%	59%	63%
Somewhat satisfied	33%	31%				
Somewhat dissatisfied	9%	9%	16%	16%	19%	17%
Very dissatisfied	10%	6%				
DK/NA	26%	30%	23%	25%	22%	20%

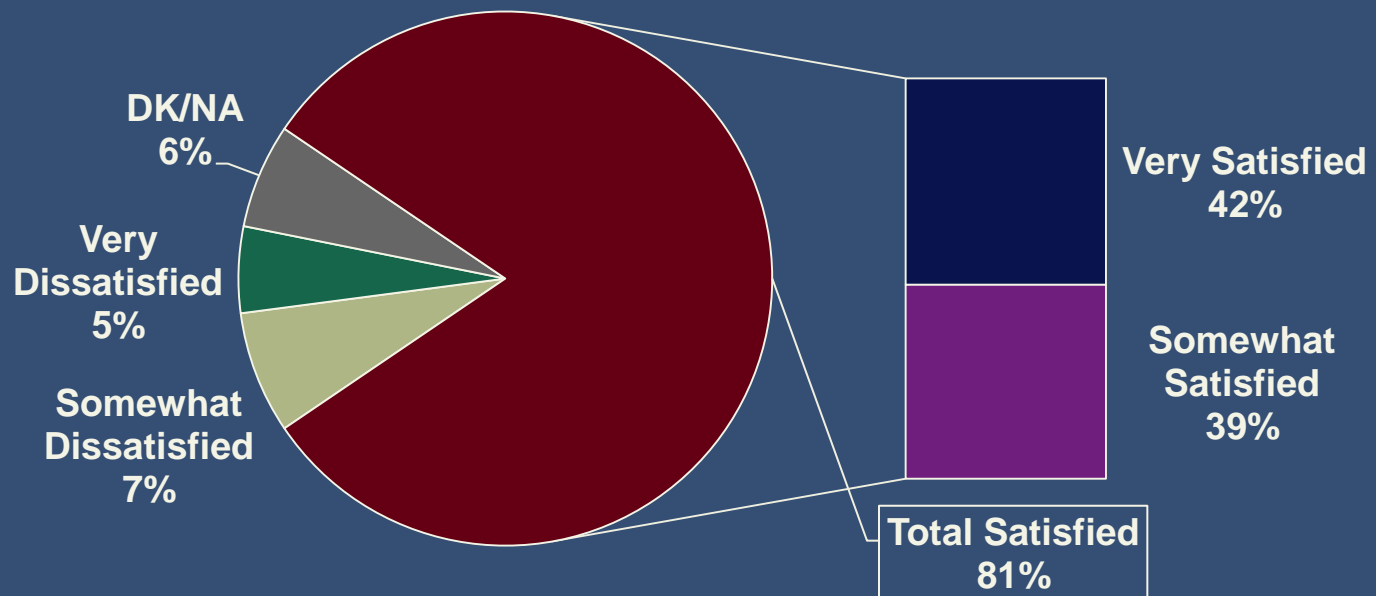
Spending Taxpayers' Money

Are you satisfied or dissatisfied with the job the City of San Rafael is doing in spending taxpayers' money?



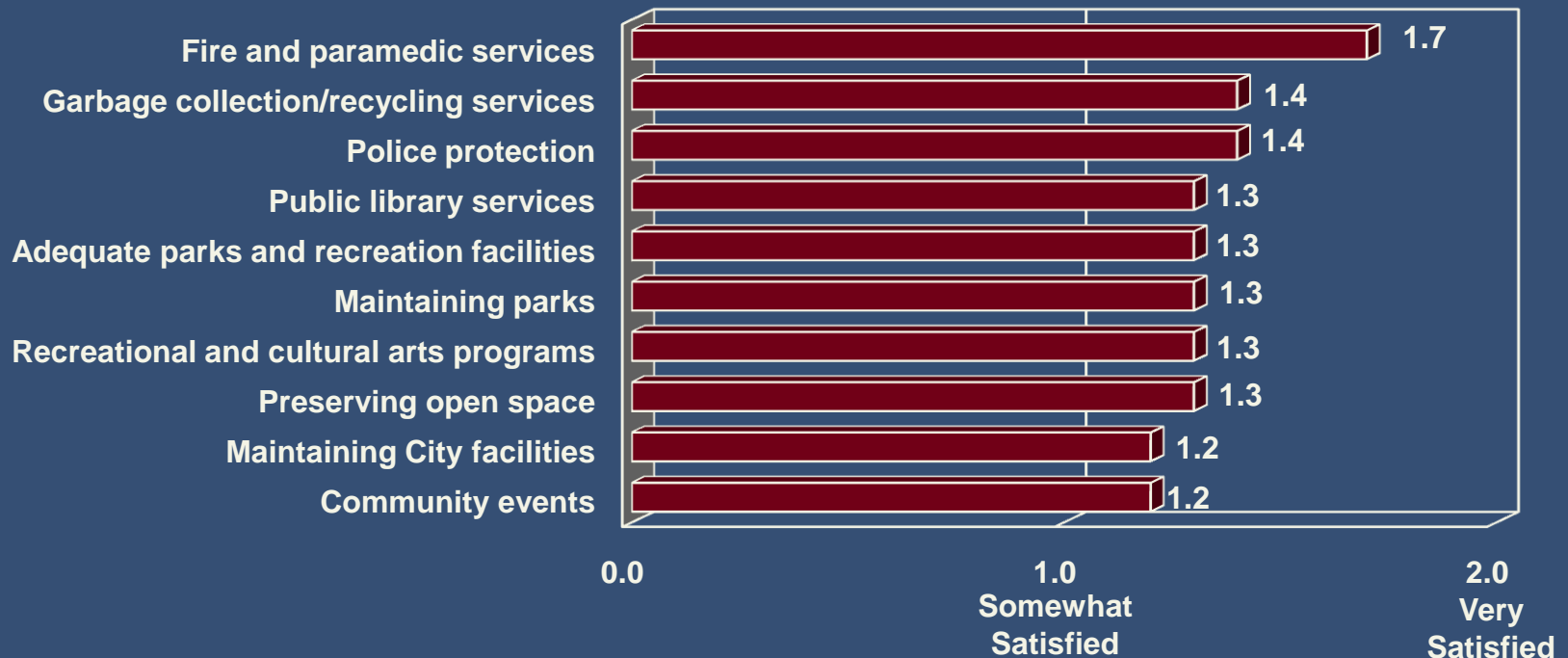
Satisfaction with Overall City Services

In general, are you satisfied or dissatisfied with the job the City of San Rafael is doing to provide City services?



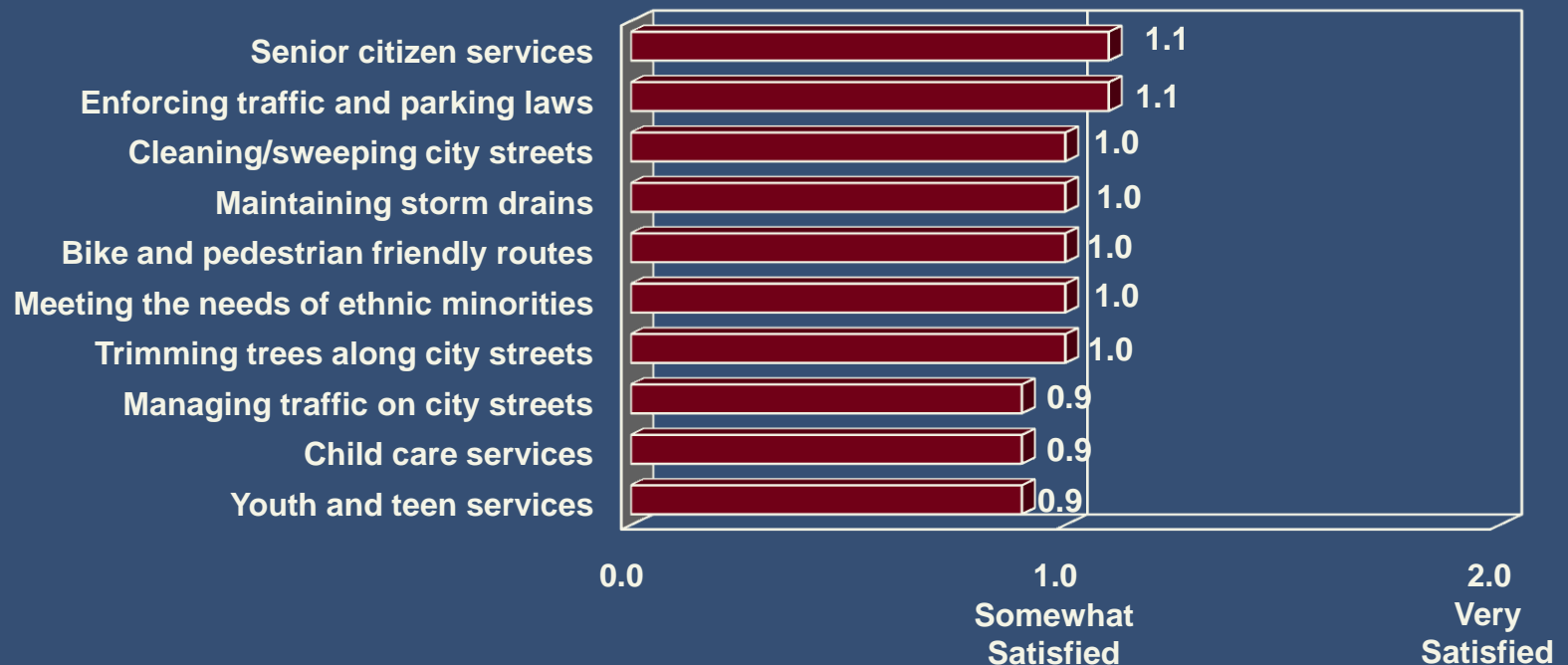
Satisfaction with City Services I

Moving on, I'd like to read you a list of services provided by the City of San Rafael. For each, please tell me whether you are satisfied or dissatisfied with the job the City of San Rafael is doing to provide the service. Here's the (first/next): _____. Are you satisfied or dissatisfied with the City's performance in this area?



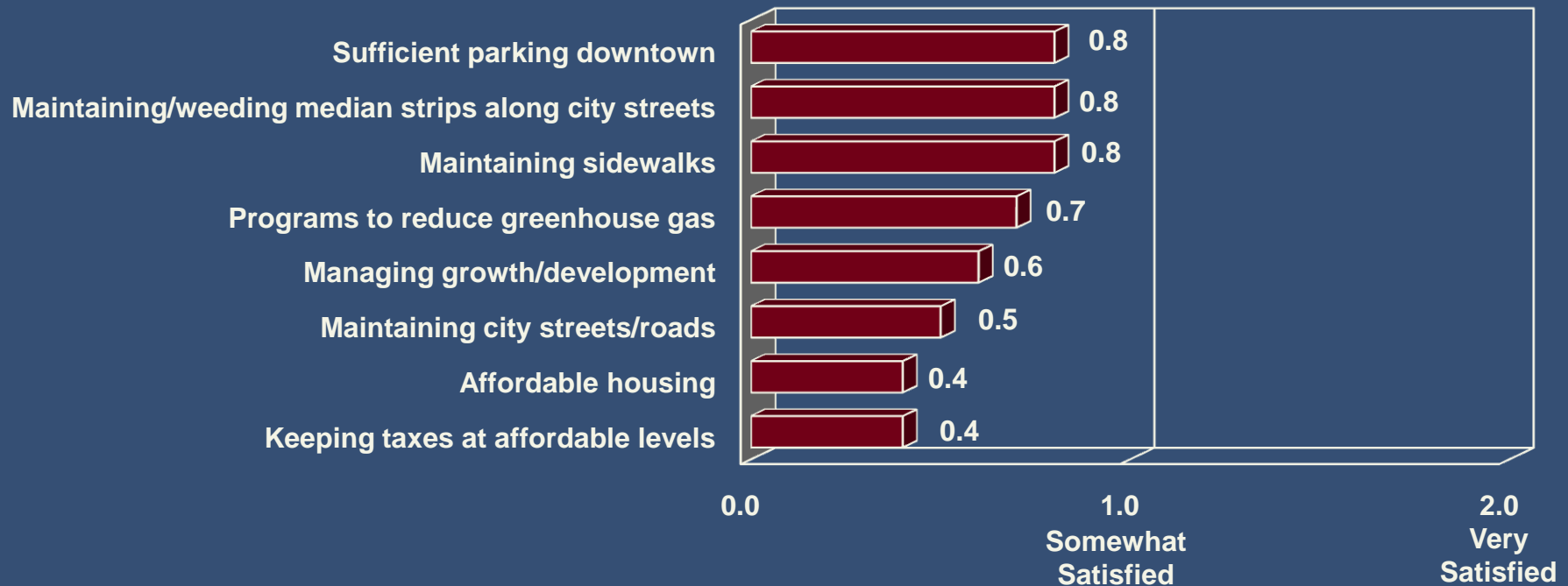
Satisfaction with City Services II

Moving on, I'd like to read you a list of services provided by the City of San Rafael. For each, please tell me whether you are satisfied or dissatisfied with the job the City of San Rafael is doing to provide the service. Here's the (first/next): _____. Are you satisfied or dissatisfied with the City's performance in this area?



Satisfaction with City Services III

Moving on, I'd like to read you a list of services provided by the City of San Rafael. For each, please tell me whether you are satisfied or dissatisfied with the job the City of San Rafael is doing to provide the service. Here's the (first/next): _____. Are you satisfied or dissatisfied with the City's performance in this area?





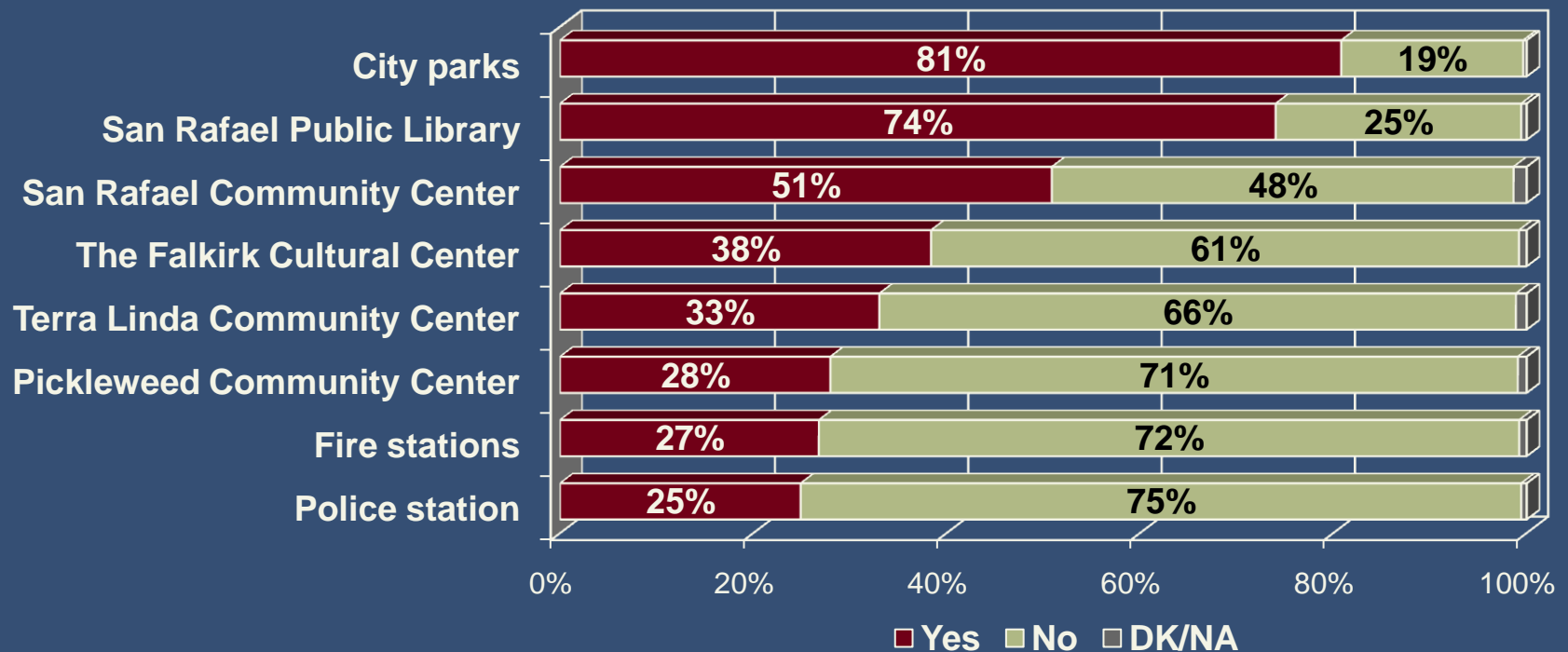
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Use and Ratings of City Facilities

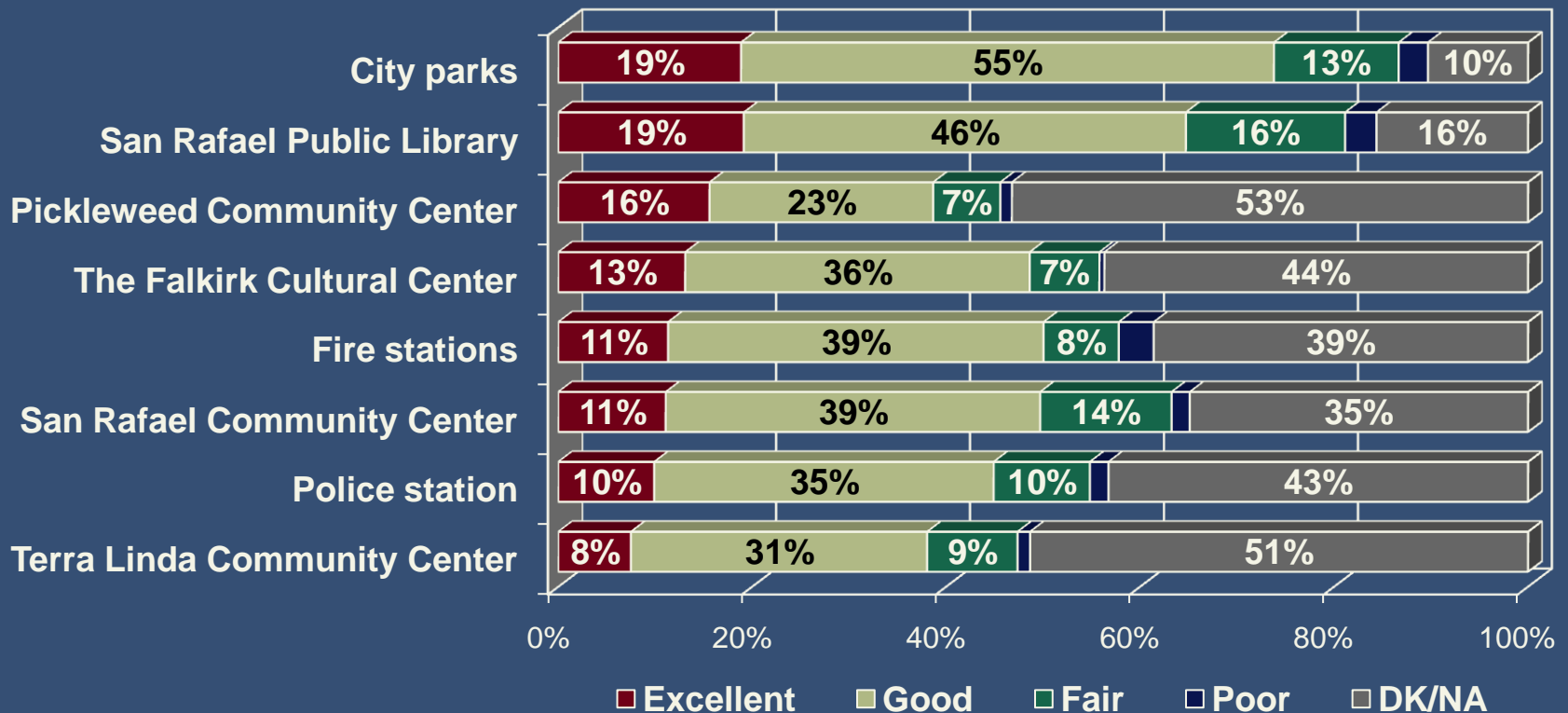
Use of City Facilities

Next, I'm going to read you a list of City buildings and facilities. For each one, please tell me whether you have visited or used the facility within the past two years. Here's the (first/next): _____, have you visited or used this facility within the past two years?



Ratings of City Facilities

Next, I'm going to read you the same list of City buildings and facilities. This time, please tell me if you would say the condition of that facility is excellent, good, fair, or poor.





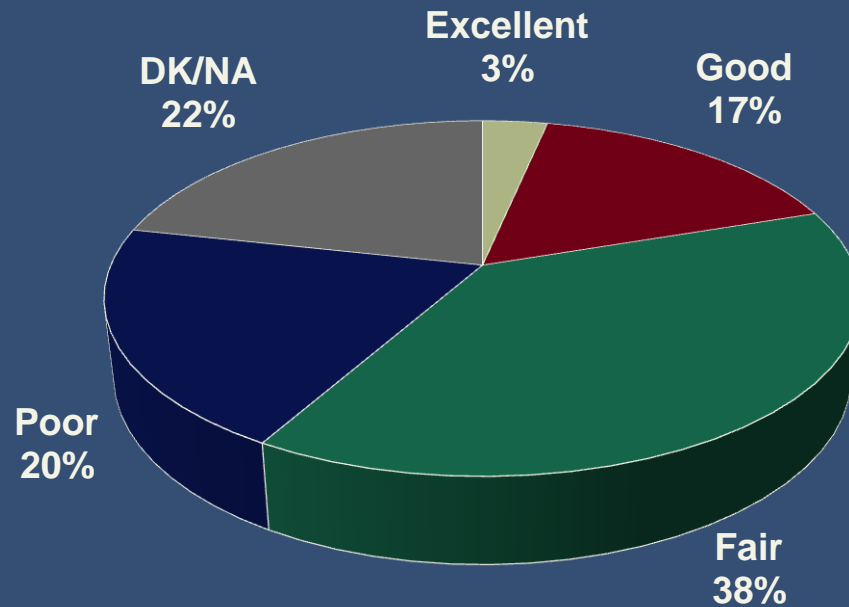
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Ratings and Awareness of Financial Situation

City's Financial Situation

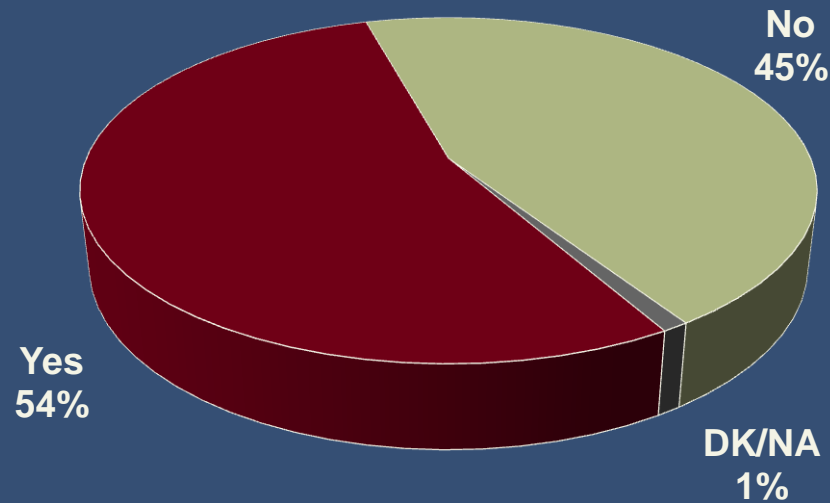
In your opinion, would you say the City's financial situation is excellent, good, fair, or poor?



Awareness of Recent Budget Cuts

To cope with the economic downturn and the California budget crisis, the City of San Rafael recently had to cut more than 4 million dollars in funding to city services and facilities. Before taking this survey, were you aware of these cuts in funding to city services and facilities?

Due to budget cuts, city staffing has been reduced by 12 percent over the last three years. These cuts include more than 55 city staff, including police officers, parks and recreation workers, maintenance personnel, and other positions that provide resident services. Before taking this survey, were you aware of these cuts in city staffing?





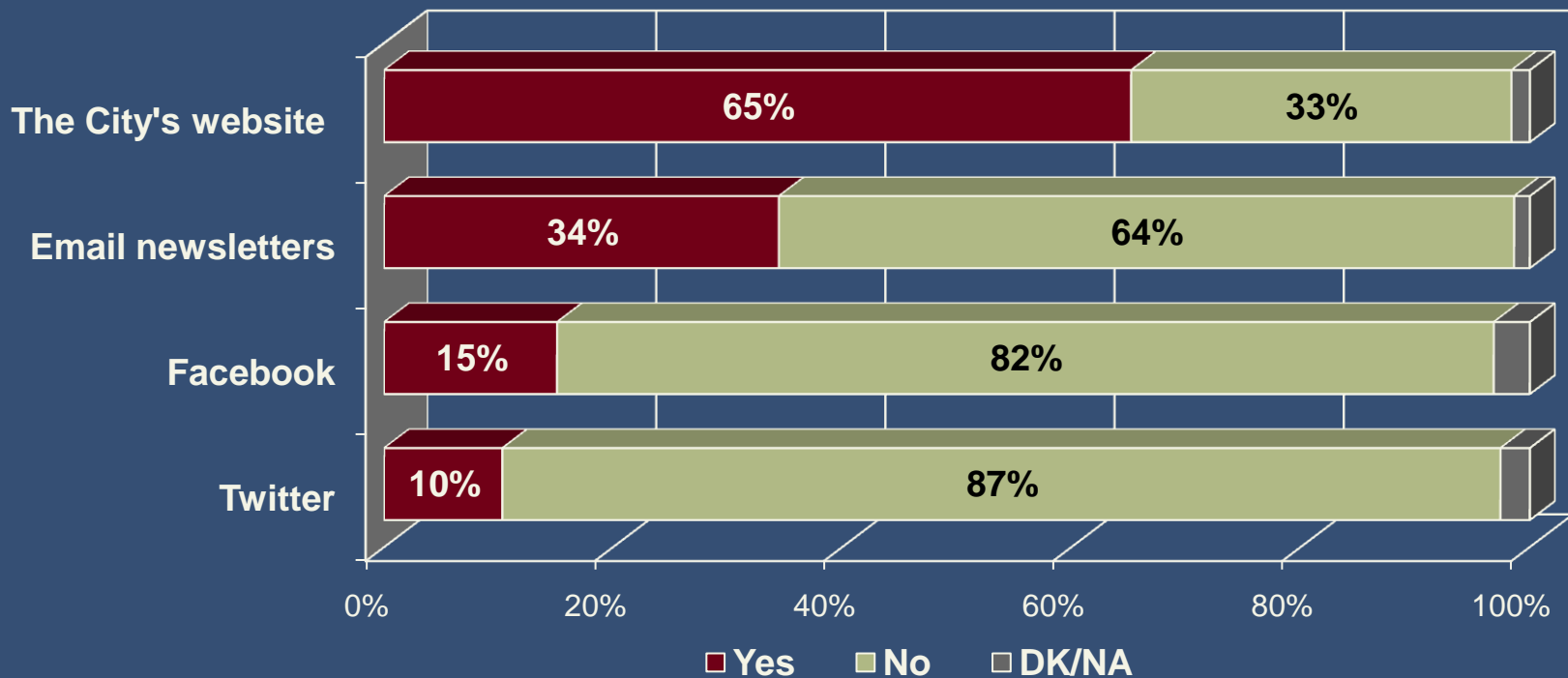
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City Communications

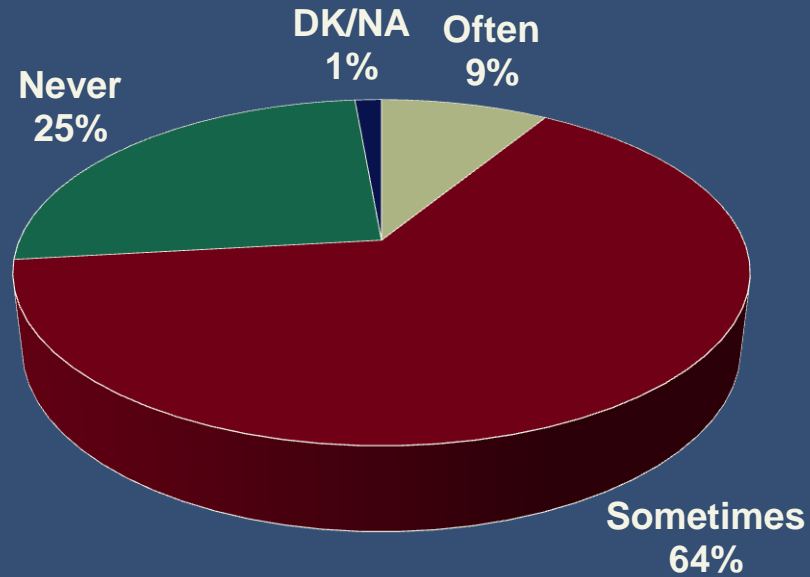
Awareness of City Online Information

The City of San Rafael provides information on local services and events through several online sources. Please tell me if you were aware that the City offers information through each of the following:



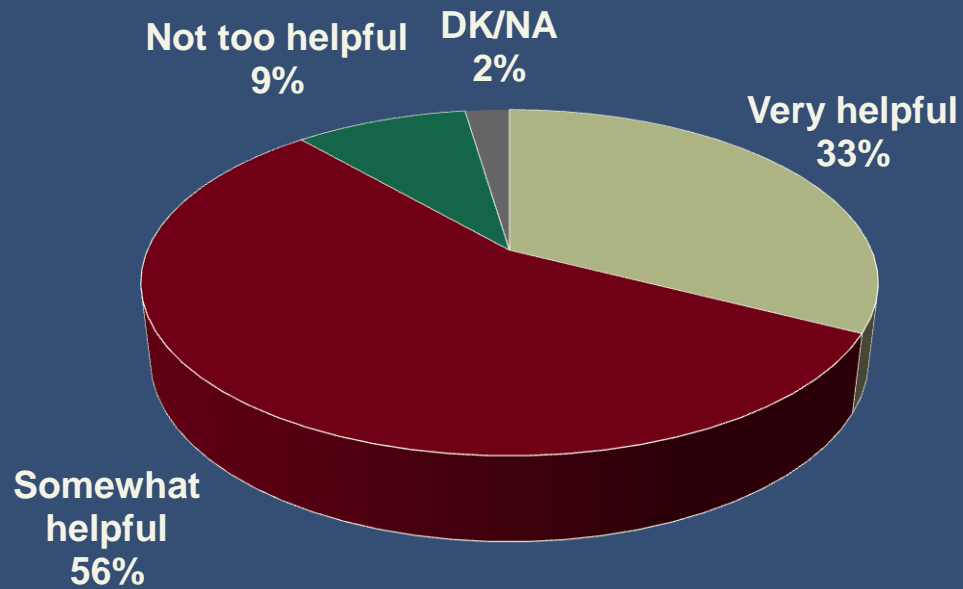
City Website Use (334 Aware Voters)

How often do you visit the City's website?



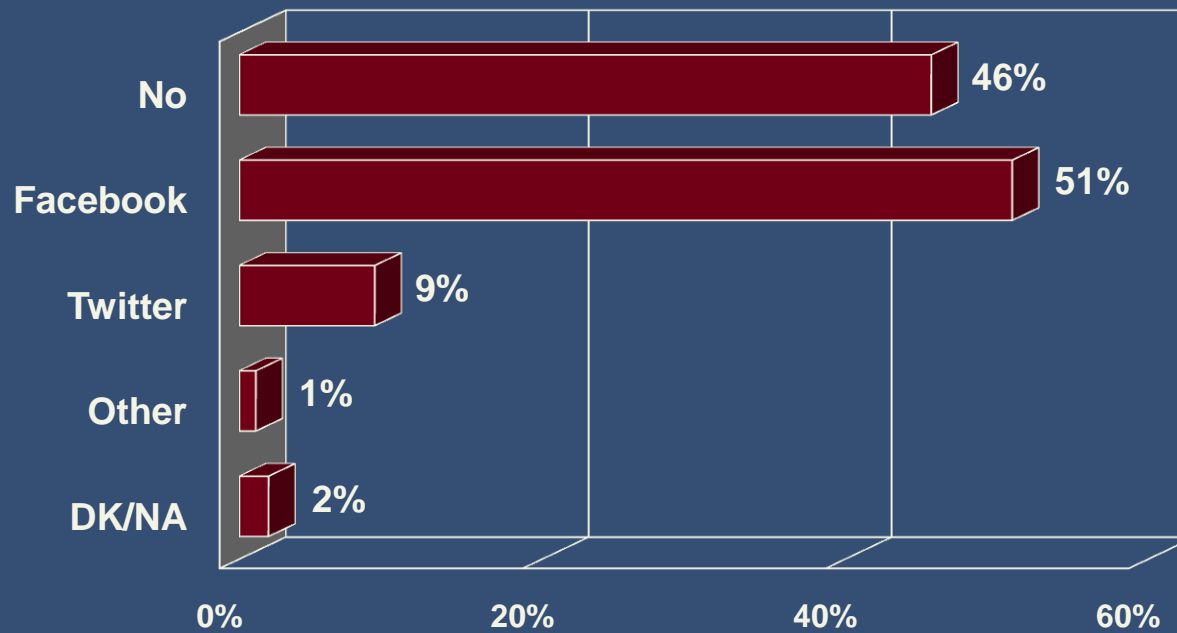
Ratings of the City's Website

How informative is the City's website to you? Would you say it is . . .



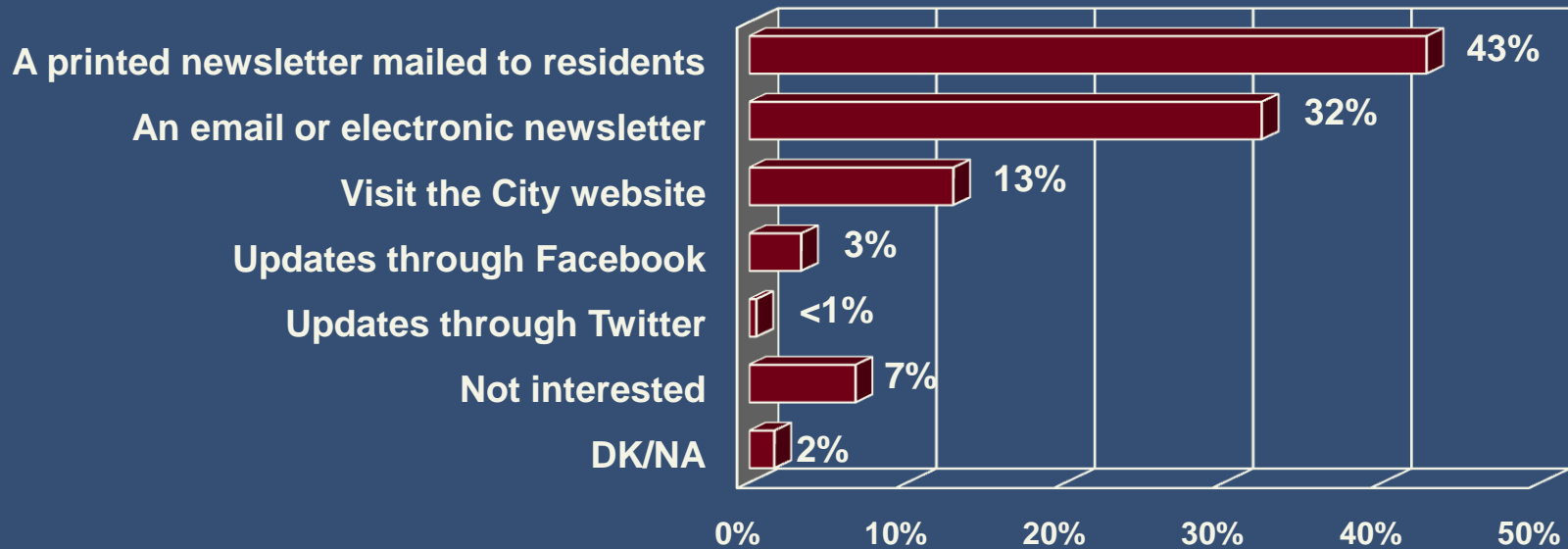
Social Networking Website Use

Are you, or anyone in your household, a member of social networking websites, such as Facebook or Twitter?



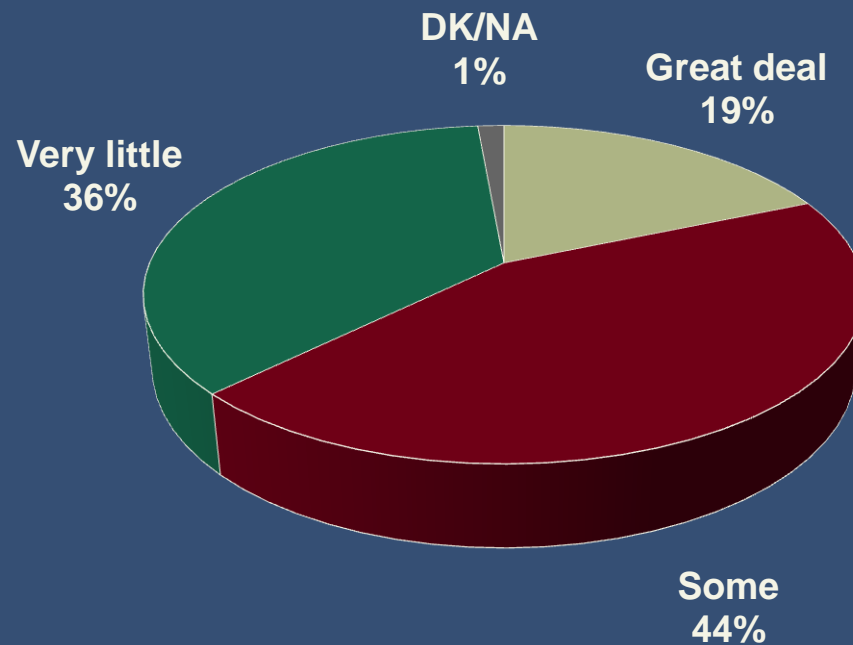
Preferred City Information Source

In general, how would you prefer to receive information from the City of San Rafael on local services and events? Would you prefer . . .



Attention to Government Business

Do you pay a great deal, some, or very little attention to San Rafael city government business?





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Executive Summary

- San Rafael residents are highly satisfied with quality of life, and the city ranks among the highest satisfaction scores in California to date.
- Residents' concerns largely reflect current events, and these have changed significantly from previous surveys. Residents currently are more concerned with the City's financial situation and availability of jobs, whereas they are less concerned with traffic congestion.
- Residents continue to be highly satisfied with the job the City of San Rafael is doing to provide services, and the performance of City Council.
- Residents also reported high satisfaction with a wide range of City services. For 17 services, residents as a whole were between "somewhat" and "very satisfied." Further, for all 28 services, satisfied residents outnumbered dissatisfied residents.
- When compared to 2009, satisfaction has increased with the City's efforts to manage traffic, provide affordable housing, provide sufficient parking downtown, and meet the needs of ethnic minorities.
- In contrast, satisfaction has decreased slightly with the City's efforts to provide street sweeping, tree trimming, and maintain median strips.
- Overall, this high satisfaction with quality of life and City services indicates that residents' opinions are resilient to recent changes in service levels.

- The results suggest that residents are becoming more informed of the City's financial situation. At the same time, just half of residents are aware of the recent cuts in funding and staffing, so many would benefit from additional information.
- A majority of residents are aware that the City website provides information on local services and events, whereas residents are less aware of other online sources, such as email newsletters (34%).
- Ratings of the City's website are significantly more positive than in the 2007 survey.
- Although roughly half of residents are members of social networking websites, the results show that an overwhelming majority of residents would prefer to receive information from the City through other sources, including a printed newsletter (43%), email (32%), or the City website (13%).



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