



CITY OF NOVATO, CA 2013

Report of Geographic Subgroup Comparisons



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SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA).

The survey and its administration are standardized to assure high quality survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Novato staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Novato staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

UNDERSTANDING THE RESULTS

“DON’T KNOW” RESPONSES

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

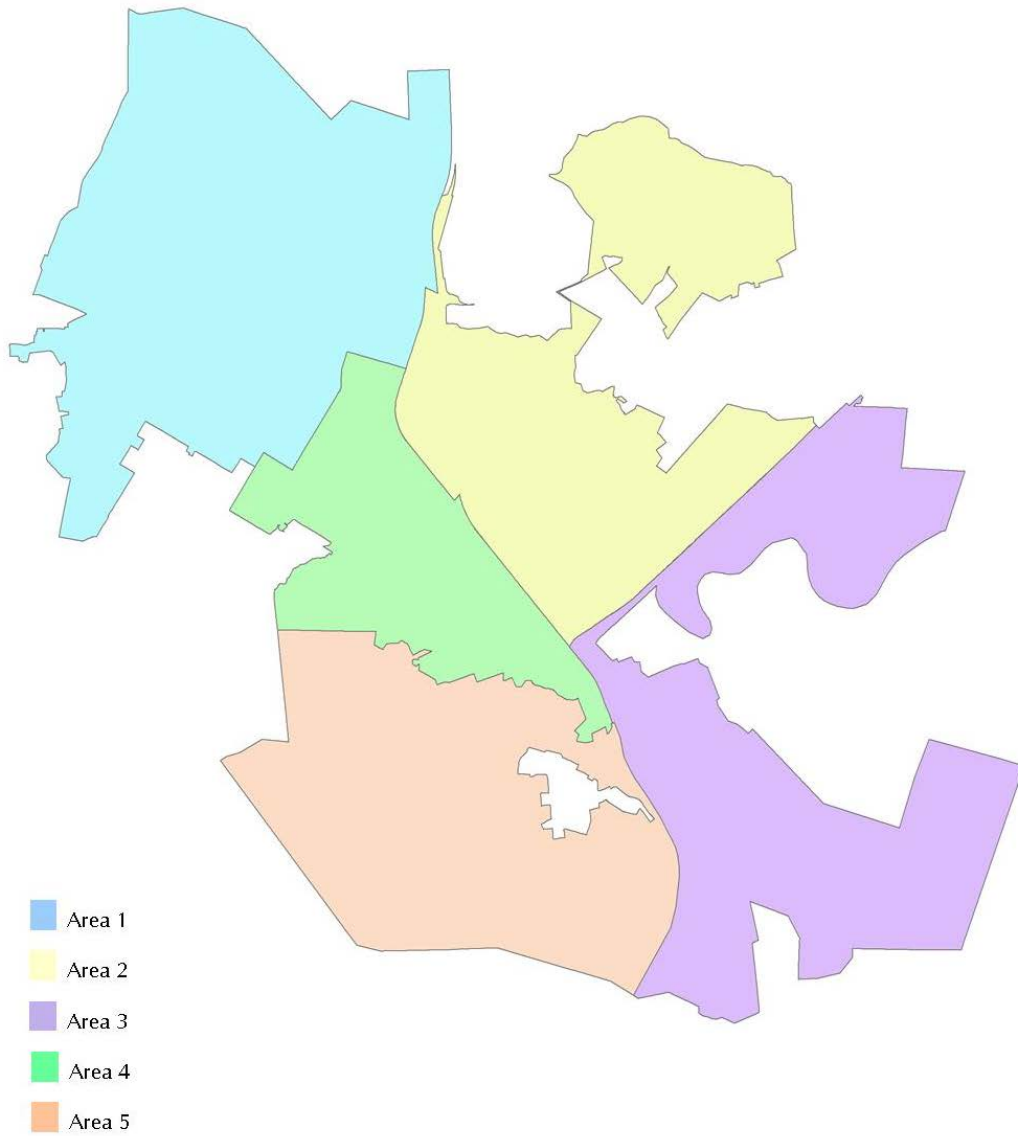
UNDERSTANDING THE TABLES

In this report, comparisons between geographic subgroups are shown. For most of the questions, we have shown only one number for each question. We have summarized responses to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good”, or the percent of respondents who felt the rate of growth was “about right.”

ANOVA and chi-square tests of significance were applied to these comparisons of survey questions by geographic subgroups. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they are marked in grey.

The 95 percent confidence level for this survey is generally no greater than plus or minus 3 percentage points around any given percent reported for the entire sample (825 completed surveys). For each Area (1, 2, 3, 4 or 5), the margin of error rises to approximately + or - 11% since sample sizes were approximately 294 for Area 1, 78 for Area 2, 101 for Area 3, 192 for Area 4 and 152 for Area 5.

The National Citizen Survey™ Novato, CA Geographic Comparison Areas



COMPARISONS

Cells shaded grey indicate statistically significant differences between subgroups.

Question 1: Quality of Life (Percent "excellent" or "good")						
Please rate each of the following aspects of quality of life in Novato:	Area					Overall
	1	2	3	4	5	
Novato as a place to live	93%	98%	89%	90%	90%	92%
Your neighborhood as a place to live	88%	78%	87%	75%	87%	83%
Novato as a place to raise children	89%	90%	80%	78%	89%	85%
Novato as a place to work	56%	62%	46%	56%	61%	57%
Novato as a place to retire	68%	77%	62%	69%	65%	68%
The overall quality of life in Novato	89%	89%	82%	82%	90%	87%

Question 2: Community Characteristics (Percent "excellent" or "good")						
Please rate each of the following characteristics as they relate to Novato as a whole:	Area					Overall
	1	2	3	4	5	
Sense of community	70%	62%	64%	63%	70%	67%
Openness and acceptance of the community toward people of diverse backgrounds	67%	55%	53%	56%	66%	61%
Overall appearance of Novato	66%	65%	71%	71%	74%	69%
Cleanliness of Novato	71%	66%	75%	74%	75%	72%
Variety of housing options	65%	51%	54%	52%	64%	59%
Overall quality of business and service establishments in Novato	56%	63%	60%	59%	64%	59%
Shopping opportunities	47%	58%	59%	56%	51%	52%
Opportunities to attend cultural activities	35%	33%	32%	39%	36%	35%
Recreational opportunities	56%	55%	59%	51%	51%	54%
Employment opportunities	25%	33%	23%	25%	31%	27%
Educational opportunities	52%	50%	41%	52%	59%	52%
Opportunities to participate in social events and activities	49%	57%	52%	51%	42%	49%
Opportunities to participate in religious or spiritual events and activities	73%	70%	64%	70%	69%	70%
Opportunities to volunteer	66%	65%	71%	66%	67%	67%

Question 2: Community Characteristics (Percent "excellent" or "good")

Please rate each of the following characteristics as they relate to Novato as a whole:	Area					Overall
	1	2	3	4	5	
Opportunities to participate in community matters	59%	70%	68%	63%	59%	62%
Ease of car travel in Novato	75%	79%	67%	79%	65%	74%
Ease of bus travel in Novato	51%	43%	53%	54%	44%	50%
Ease of bicycle travel in Novato	67%	60%	58%	67%	70%	66%
Ease of walking in Novato	72%	80%	64%	74%	76%	73%
Availability of paths and walking trails	73%	71%	70%	67%	72%	71%
Traffic flow on major streets	65%	56%	57%	61%	56%	60%
Amount of public parking	49%	53%	60%	54%	53%	52%
Availability of affordable quality housing	48%	34%	38%	39%	40%	42%
Availability of affordable quality child care	49%	45%	52%	47%	42%	47%
Availability of affordable quality health care	61%	48%	59%	59%	64%	59%
Availability of affordable quality food	72%	71%	68%	68%	74%	71%
Quality of overall natural environment in Novato	89%	76%	76%	80%	87%	84%
Overall image or reputation of Novato	65%	64%	63%	71%	64%	66%

Question 3: Growth (Percent of respondents)

Please rate the speed of growth in the following categories in Novato over the past 2 years:	Area					Overall
	1	2	3	4	5	
Population growth too fast	39%	41%	34%	39%	34%	38%
Retail growth too slow	47%	36%	28%	40%	33%	39%
Job growth too slow	78%	76%	73%	72%	74%	75%

Question 4: Code Enforcement (Percent a "major" problem)

	Area					Overall
	1	2	3	4	5	
Run down buildings, weed lots or junk vehicle a major problem in Novato	14%	6%	6%	7%	5%	9%

Question 5: Community Safety (Percent "very" or "somewhat" safe)						
Please rate how safe or unsafe you feel from the following in Novato:	Area					Overall
	1	2	3	4	5	
Violent crime (e.g., rape, assault, robbery)	78%	84%	76%	84%	79%	80%
Property crimes (e.g., burglary, theft)	65%	69%	54%	64%	63%	64%
Environmental hazards, including toxic waste	79%	78%	64%	82%	76%	77%

Question 6: Personal Safety (Percent "very" or "somewhat" safe)						
Please rate how safe or unsafe you feel:	Area					Overall
	1	2	3	4	5	
In your neighborhood during the day	95%	96%	99%	93%	97%	95%
In your neighborhood after dark	81%	85%	81%	68%	80%	78%
In Novato's downtown area during the day	93%	96%	90%	89%	92%	92%
In Novato's downtown area after dark	68%	82%	70%	61%	61%	67%

Question 7: Contact with Police Department (Percent "yes")						
	Area					Overall
	1	2	3	4	5	
Have you had any in-person or phone contact with an employee of the City of Novato Police Department within the last 12 months?	33%	35%	38%	32%	33%	34%

Question 8: Ratings of Contact with Police Department (Percent "excellent" or "good")						
	Area					Overall
	1	2	3	4	5	
What was your overall impression of your most recent contact with the City of Novato Police Department?	69%	88%	66%	66%	72%	71%

Questions 9 and 10: Crime Victimization and Reporting (Percent "yes")						
	Area					Overall
	1	2	3	4	5	
During the past 12 months, were you or anyone in your household the victim of any crime?	13%	12%	23%	13%	17%	15%
If yes, was this crime (these crimes) reported to the police?	88%	47%	69%	86%	79%	79%

Question 11: Resident Behaviors (Percent at least once in past 12 months)						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Novato?	Area					Overall
	1	2	3	4	5	
Used Novato public libraries or their services	70%	68%	76%	64%	70%	69%
Used Novato City recreation centers	46%	41%	50%	45%	41%	45%
Participated in a recreation program or activity	44%	42%	44%	38%	40%	42%
Visited a neighborhood park or City park	89%	84%	81%	83%	82%	85%
Ridden a local bus within Novato	21%	18%	23%	23%	20%	21%
Attended a meeting of local elected officials or other local public meeting	26%	25%	42%	23%	23%	26%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	40%	39%	33%	31%	40%	37%
Read Novato Newsletter	70%	58%	63%	68%	67%	67%
Visited the City of Novato Web site (at www.novato.org)	61%	58%	51%	53%	52%	56%
Volunteered your time to some group or activity in Novato	41%	34%	40%	34%	38%	38%
Participated in religious or spiritual activities in Novato	41%	32%	51%	41%	45%	42%
Participated in a club or civic group in Novato	33%	31%	45%	22%	31%	31%
Provided help to a friend or neighbor	96%	94%	94%	91%	95%	94%

Question 12: Neighborliness (Percent at least several times a week)						
	Area					Overall
	1	2	3	4	5	
Visit with neighbors at least several times a week	53%	54%	69%	45%	54%	53%

Question 13: Service Quality (Percent "excellent" or "good")						
Please rate the quality of each of the following services in Novato:	Area					Overall
	1	2	3	4	5	
Police services	70%	79%	76%	80%	81%	76%
Fire services	93%	97%	96%	92%	96%	94%
Ambulance or emergency medical services	95%	96%	95%	94%	99%	96%
Crime prevention	64%	75%	69%	63%	71%	66%
Street repair	37%	38%	43%	51%	49%	43%
Street cleaning	62%	63%	58%	65%	63%	62%
Street lighting	58%	56%	68%	60%	57%	59%
Sidewalk maintenance	41%	42%	65%	49%	55%	48%
Traffic signal timing	67%	67%	69%	66%	60%	66%
Bus or transit services	56%	52%	48%	61%	57%	56%
Garbage collection	90%	88%	88%	89%	83%	88%
Recycling	91%	89%	90%	84%	80%	87%
Storm drainage	81%	75%	77%	78%	75%	78%
Sewer services	82%	69%	74%	78%	79%	78%
City parks	87%	85%	81%	82%	83%	84%
City recreation programs or classes	77%	78%	67%	78%	71%	75%
City recreation centers or facilities	79%	81%	68%	81%	68%	76%
Land use, planning and zoning	42%	44%	60%	54%	47%	48%
Code enforcement (weeds, abandoned buildings, etc.)	42%	46%	48%	46%	45%	45%
Animal control	72%	64%	63%	79%	70%	72%
Economic development	38%	42%	47%	44%	51%	43%
Services to seniors	68%	78%	67%	79%	67%	71%
Services to youth	66%	78%	56%	66%	57%	65%
Services to low-income people	57%	58%	72%	57%	70%	61%
Public library services	88%	89%	85%	92%	85%	88%
Public schools	75%	62%	64%	69%	54%	67%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	62%	49%	61%	60%	50%	58%
Preservation of natural areas such as open space, farmlands and greenbelts	79%	77%	75%	73%	76%	76%
Senior transportation services	61%	61%	73%	64%	68%	65%

Question 14: Government Services Overall (Percent "excellent" or "good")						
Overall, how would you rate the quality of the services provided by each of the following?	Area					Overall
	1	2	3	4	5	
The City of Novato	66%	75%	70%	74%	68%	70%
The Federal Government	29%	32%	49%	36%	45%	36%
The State Government	29%	33%	45%	36%	42%	35%
Marin County Government	49%	50%	59%	62%	51%	54%

Question 15: Recommendation and Longevity (Percent "somewhat" or "very" likely)						
Please indicate how likely or unlikely you are to do each of the following:	Area					Overall
	1	2	3	4	5	
Recommend living in Novato to someone who asks	91%	92%	84%	88%	88%	89%
Remain in Novato for the next five years	92%	88%	82%	88%	83%	88%

Question 16: Impact of the Economy (Percent "somewhat" or "very" positive)						
	Area					Overall
	1	2	3	4	5	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	28%	29%	35%	30%	40%	32%

Question 17: Contact with City Employees (Percent "yes")						
	Area					Overall
	1	2	3	4	5	
Have you had any in-person, phone or email with an employee of the City of Novato within the last 12 months (including police, receptionists, planners or any others)?	41%	34%	40%	36%	36%	38%

Question 18: City Employees (Percent "excellent" or "good")						
What was your impression of the employee(s) of the City of Novato in your most recent contact?	Area					Overall
	1	2	3	4	5	
Knowledge	73%	91%	91%	71%	80%	77%
Responsiveness	70%	85%	83%	62%	71%	71%
Courtesy	74%	89%	87%	72%	77%	77%
Overall impression	72%	87%	81%	67%	76%	74%

Question 19: Government Performance (Percent "excellent" or "good")						
Please rate the following categories of Novato government performance:	Area					Overall
	1	2	3	4	5	
The value of services for the taxes paid to Novato	47%	45%	62%	52%	51%	50%
The overall direction that Novato is taking	48%	55%	65%	58%	58%	55%
The job Novato government does at welcoming citizen involvement	42%	44%	62%	39%	48%	45%

Question 20: Custom Question 1 (Percent "Very high priority" or "High priority")						
Please indicate what level of priority, if any at all, the City should give for the following services	Area					Overall
	1	2	3	4	5	
Renewable, alternative energy and other sustainability efforts	50%	53%	58%	55%	55%	53%
Programs for youth and teens	74%	71%	78%	70%	81%	74%
Maintaining park and recreation facilities	74%	60%	72%	69%	70%	70%
Senior programs	62%	60%	65%	59%	68%	62%
Investment in new park and recreation facilities	43%	33%	28%	39%	42%	39%
Investment in new playfields and all-weather turfs	36%	28%	24%	37%	36%	34%
Park maintenance	62%	47%	49%	60%	59%	58%
Island and median maintenance	40%	35%	29%	36%	40%	37%
Renovate downtown Community House (currently closed community center)	35%	28%	33%	33%	40%	34%
Programs for at-risk and low income youth	59%	56%	52%	64%	63%	60%
Special events, like summer concert series, to build community vibrancy	54%	37%	41%	48%	48%	48%
Reaching out to Latino community	30%	25%	32%	31%	35%	31%
Maintaining streets and bike paths	74%	72%	61%	66%	67%	69%

Question 21: Custom Question 2 (Percent "Increase significantly" or "Increase somewhat")						
Please indicate what level of priority, if any at all, the City should give for the following services	Area					Overall
	1	2	3	4	5	
Maintenance of City parks	41%	41%	42%	42%	43%	41%
Maintenance of City public recreation facilities	46%	41%	42%	44%	50%	45%
Maintenance of islands and medians	33%	44%	33%	24%	41%	33%
Maintenance of City streets	62%	67%	56%	55%	52%	59%
Police street patrol	53%	41%	59%	50%	48%	51%
Emergency preparedness/disaster recovery	46%	44%	51%	54%	51%	49%
Recreation programs for youth	57%	54%	59%	65%	62%	60%
Programs and activities for seniors	48%	43%	42%	46%	52%	47%