

City of Novato General Plan Update

Presentation of Survey Results



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Prepared for:
City of Novato

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Survey Purpose

- ▶ The goal of the survey was to provide information on citizen attitudes on a broad range of issues covered by the General Plan.
- ▶ Given the limitations of a survey of this type, many issues were not covered so that a few key issues could be probed in some depth.
- ▶ Many of the issues covered in the study are very complex. The survey is designed to evaluate overall “top-of-mind” attitudes and values **today**.
- ▶ The survey does not assess the adequacy of city services.
- ▶ It does not measure reactions to additional information or changes in the city that may come about during the General Plan update process.

Methodology

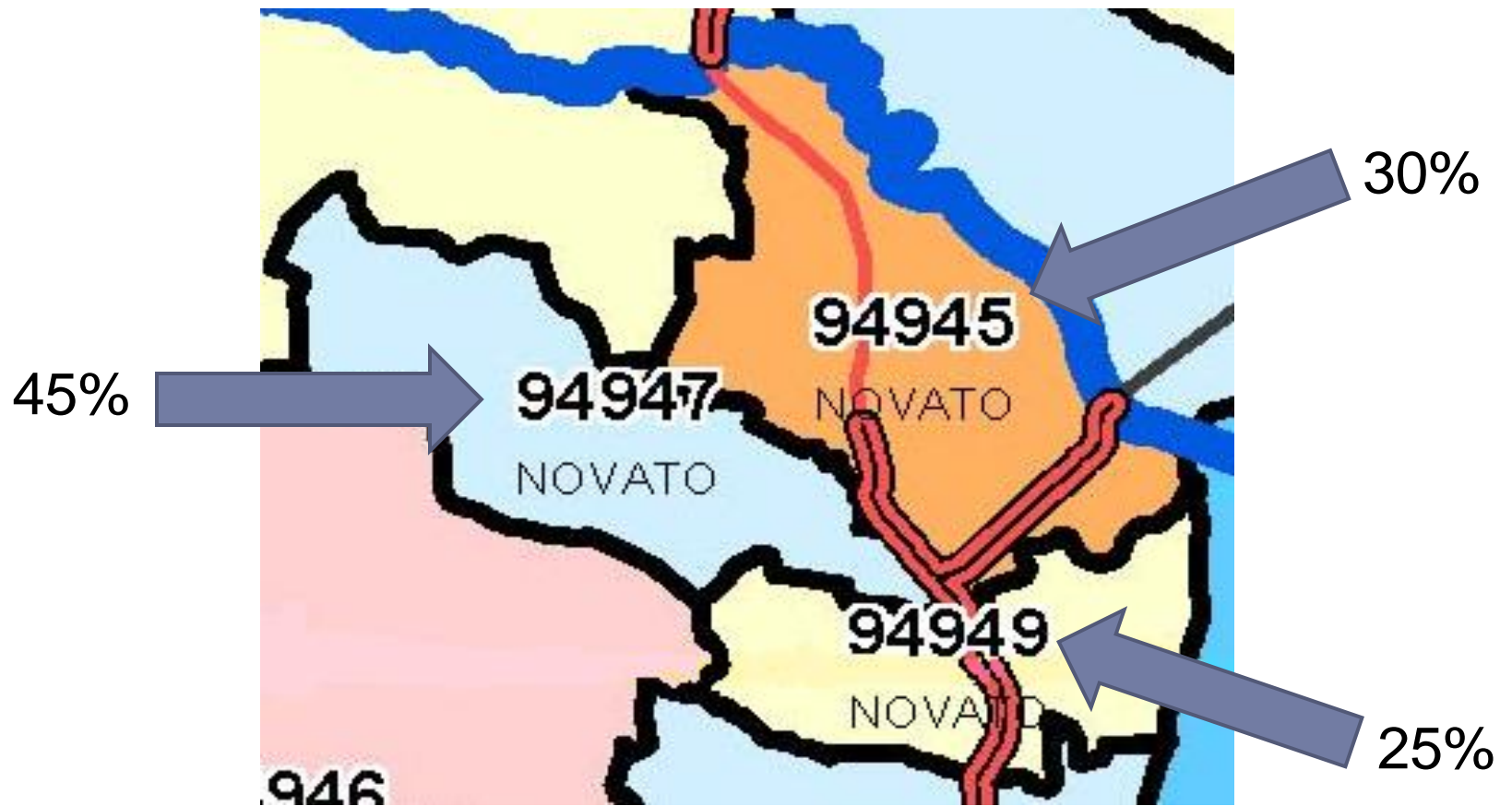
- Telephone survey
- Random digit dial of residents aged 18 and over in the City of Novato
- 602 interviews
- Margin of error \pm 4.0 percentage points
- Conducted March 15-21, 2009
- Respondents demographically balanced to match Novato's adult population.
- Available in English or Spanish
- Trained, Professional interviewers

As with any opinion research, the release of selected figures from this report without the analysis that explains their meaning would be damaging to EMC. Therefore, EMC reserves the right to correct any misleading release of this data in any medium through the release of correct data or analysis.

Call disposition report

	Total numbers
Total contacts	20,571
Disconnected number	8,192
Fax/modem/non-residential	1,425
Refusal	538
No answer/busy/answering machine/callback scheduled but not completed before study completed	9,204
Over quota	610
Completed interviews	602

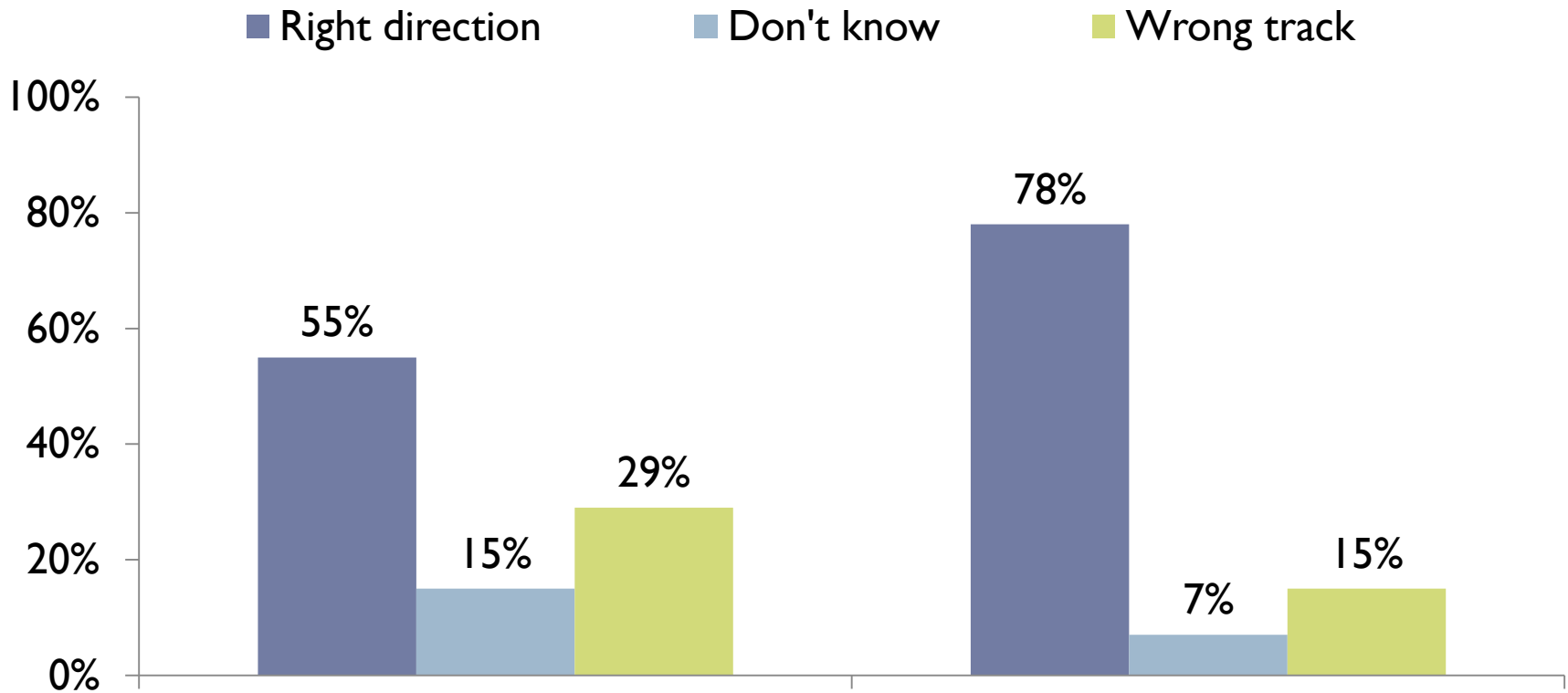
Novato Population Distribution



Key Findings

- ▶ Residents are happy with how things are going, both in the City of Novato and in their own neighborhood.
- ▶ Priorities include maintenance of public safety services, open space and natural habitat preservation, environmentalism, and economic growth.
- ▶ In planning for the future, residents think that transportation and infrastructure issues are most important to consider, followed by schools, then growth and development.
- ▶ While housing development is a low priority for most, multi-family and mixed-use developments are a good fit with the priorities of the population (environmentalism, transit orientation, downtown revitalization).
- ▶ North Redwood Boulevard holds potential as a mixed-use area, with restaurants and retail stores holding the most appeal.

Most Novato residents are optimistic about the conditions in their city and in their local neighborhood

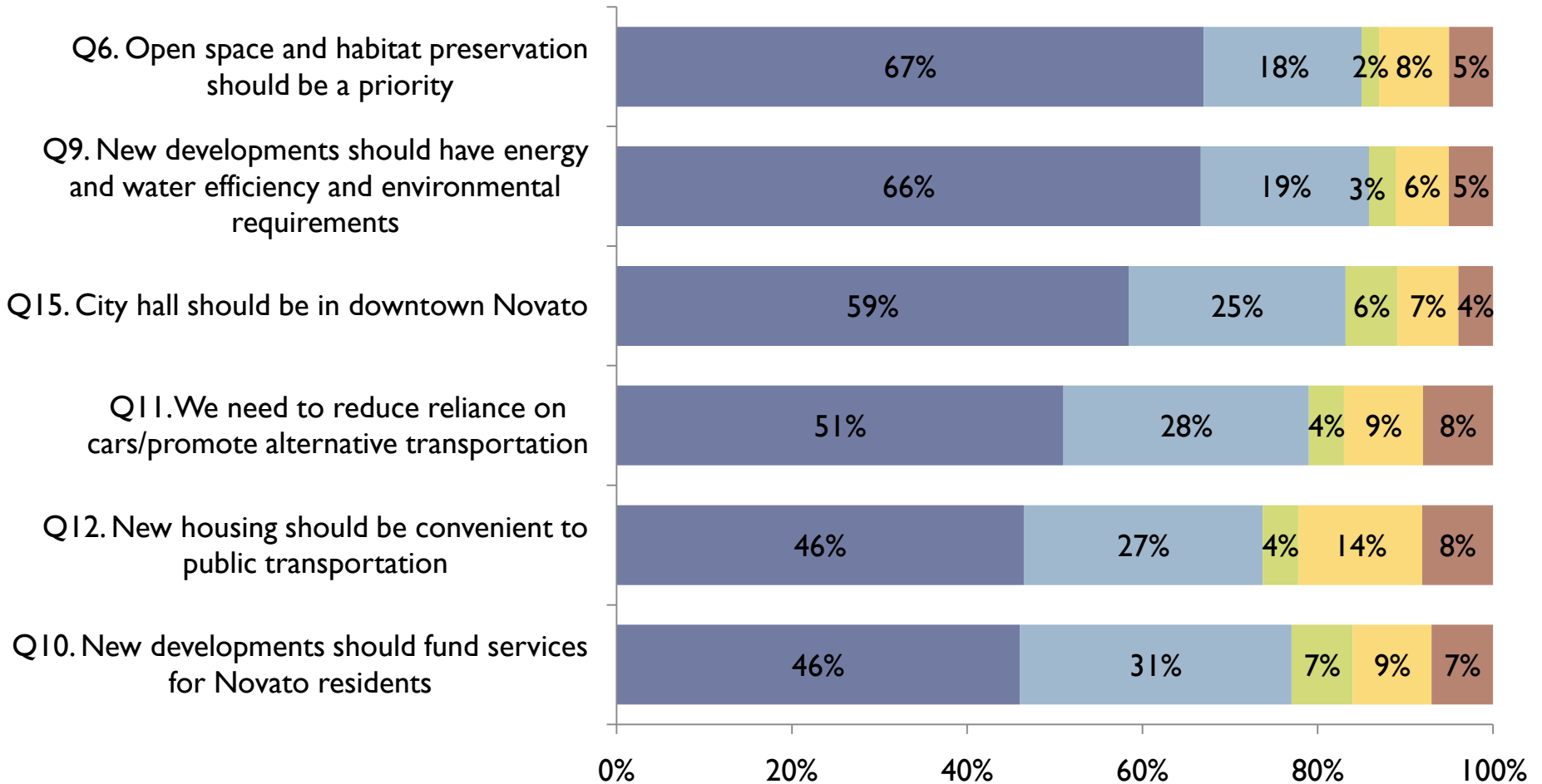


Q3. Do you think the things in Novato are going in the right direction, or seriously off on the wrong track?

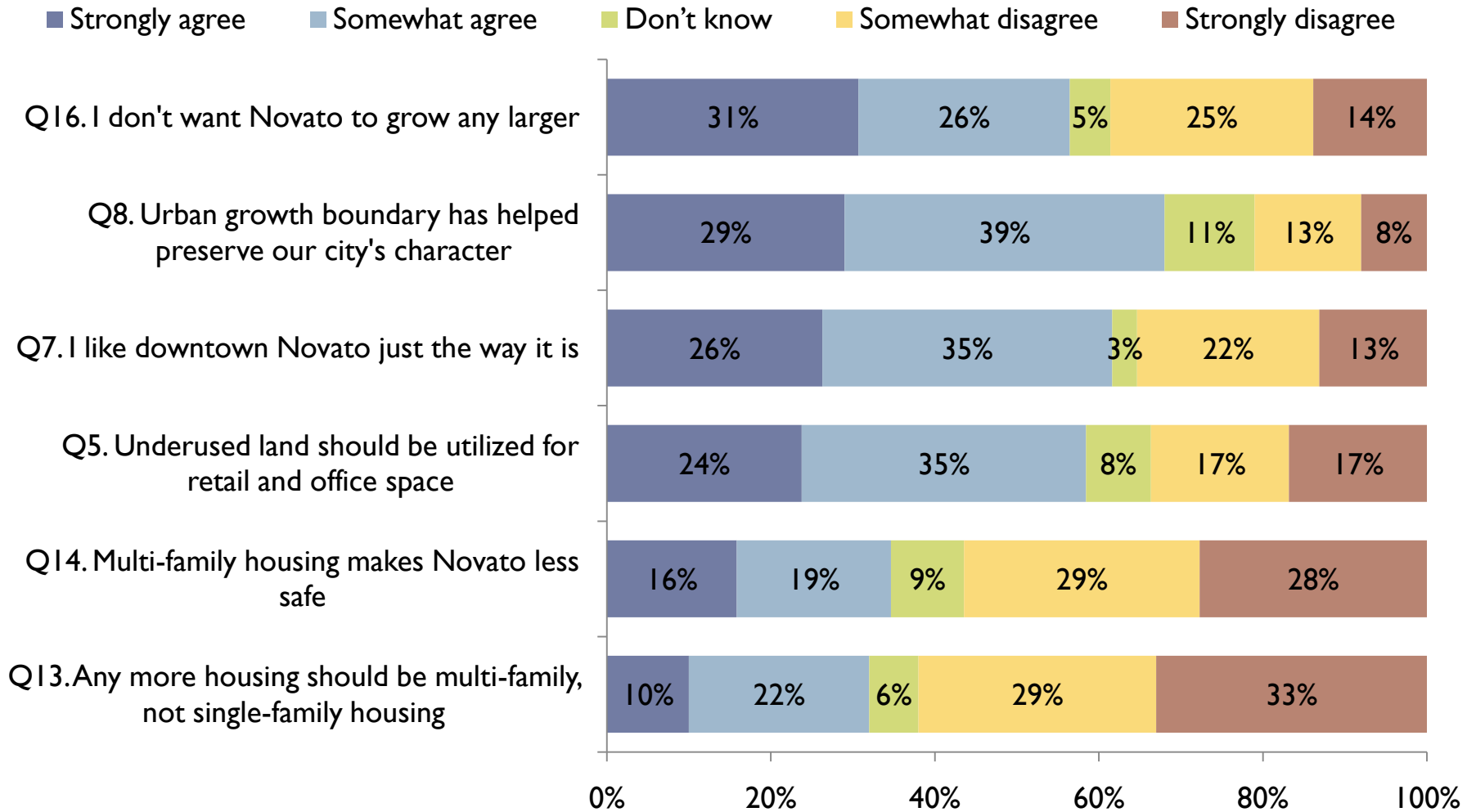
Q4. Do you think the things in your local neighborhood are going in the right direction, or seriously off on the wrong track?

Open space and environmental protection are important to Novatans

■ Strongly agree
 ■ Somewhat agree
 ■ Don't know
 ■ Somewhat disagree
 ■ Strongly disagree



Residents value the urban growth boundary, and are satisfied with the size of the city and downtown as they are



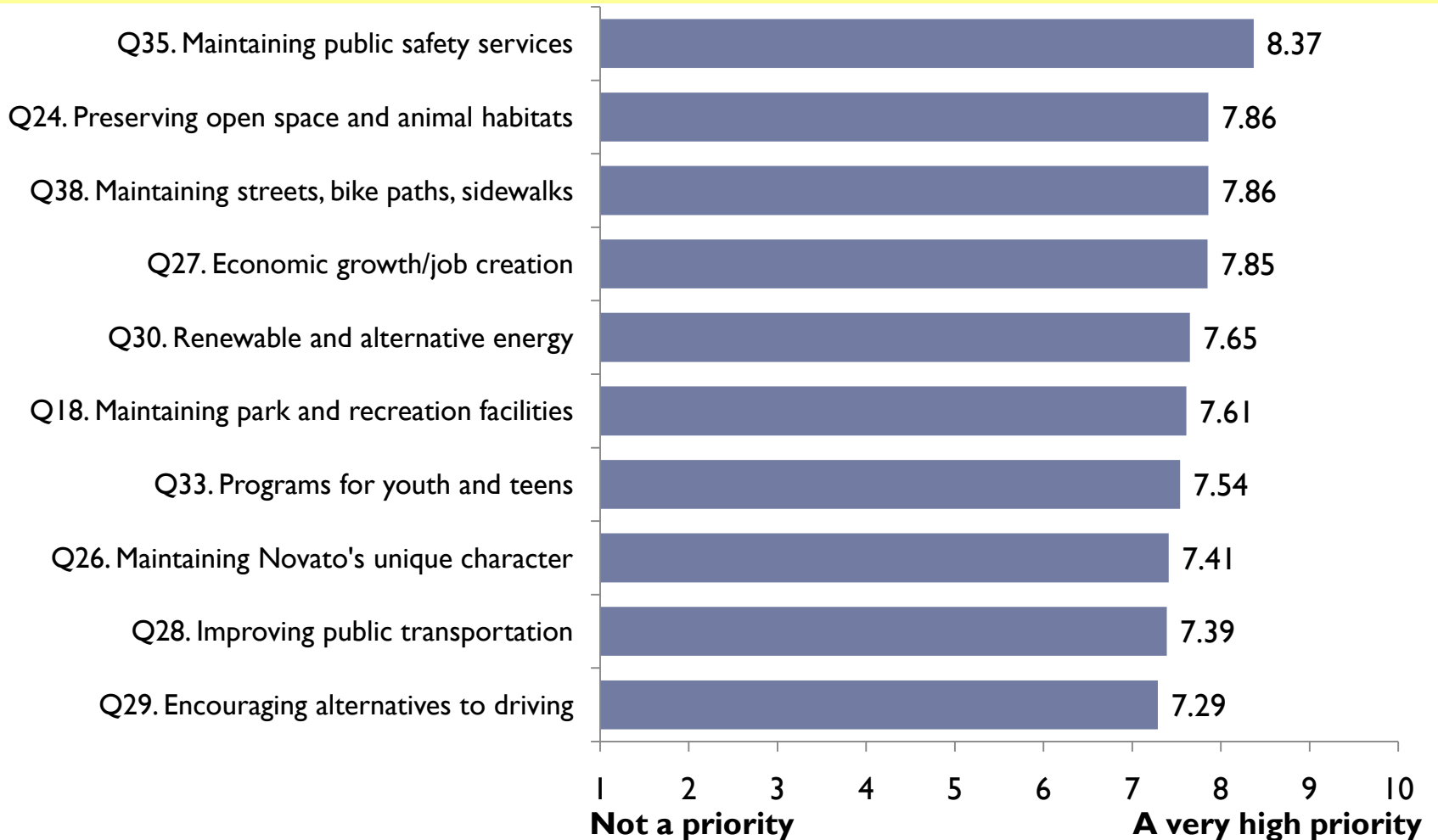
When thinking about the future, most are concerned about transportation, schools, and growth

Thinking about the future of Novato, what is the most important issue the City should consider when planning for the next 15 to 20 years? (Q17)

Transportation/infrastructure	19%	Employment/Unemployment	3%
Education/schools	10%	Recreation centers/youth recreation	3%
Growth/Development	9%	Keep small town atmosphere	3%
Economic Development	5%	Reinvent downtown area	3%
Traffic	4%	Energy conservation	3%
Housing/Affordable housing	4%	Overpopulation	2%
Pollution/Environmental concerns	4%	Public Safety	2%
Water supply	4%	Budget/Finances	2%
		Land use	2%
Other	10%		
No answer	7%		

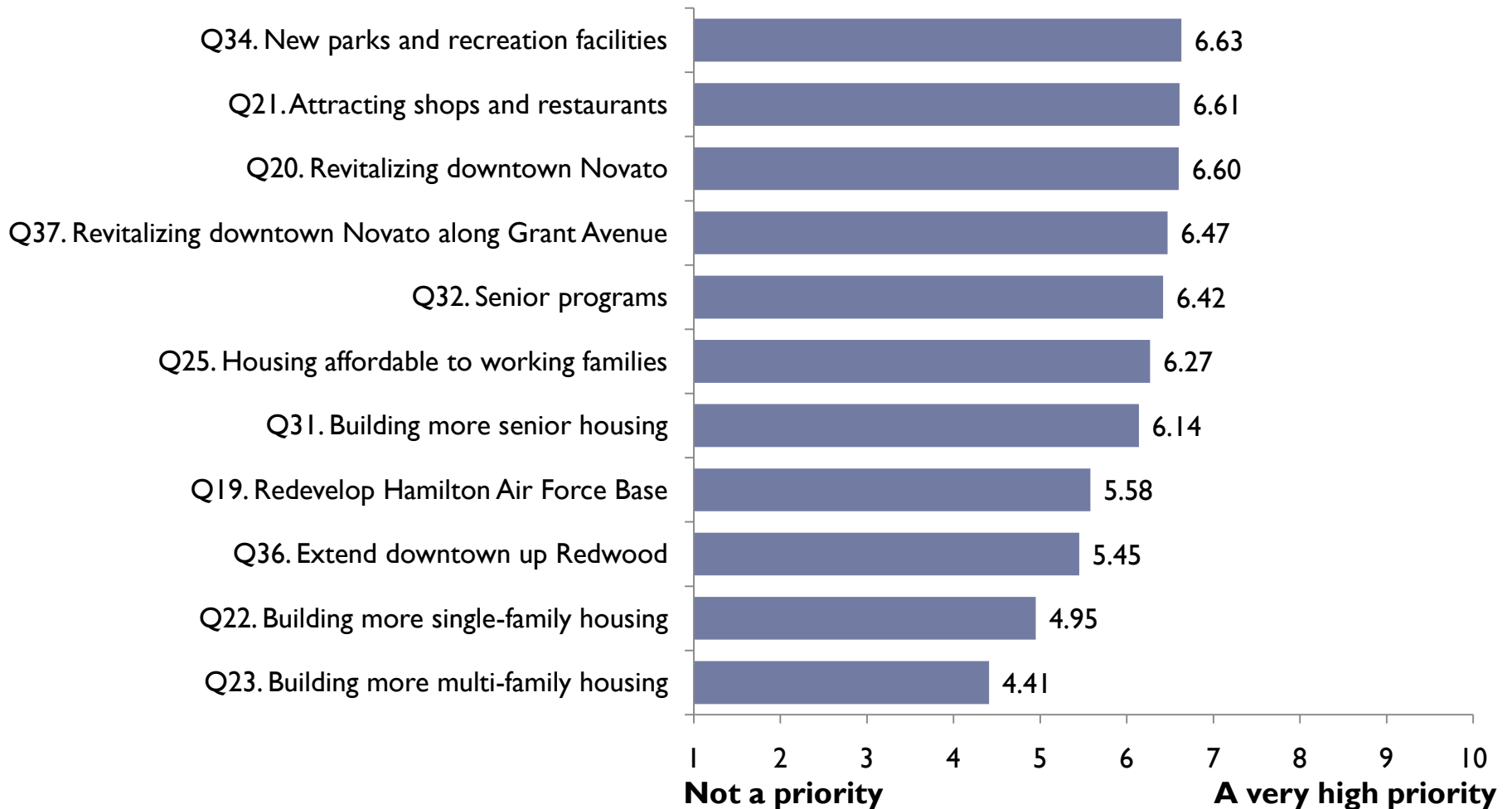
Maintaining public safety services is a top priority, along with open space, streets and sidewalks, and economic growth

On a scale from one to ten, where one is not a priority at all and ten is a very high priority for city resources, how important is...



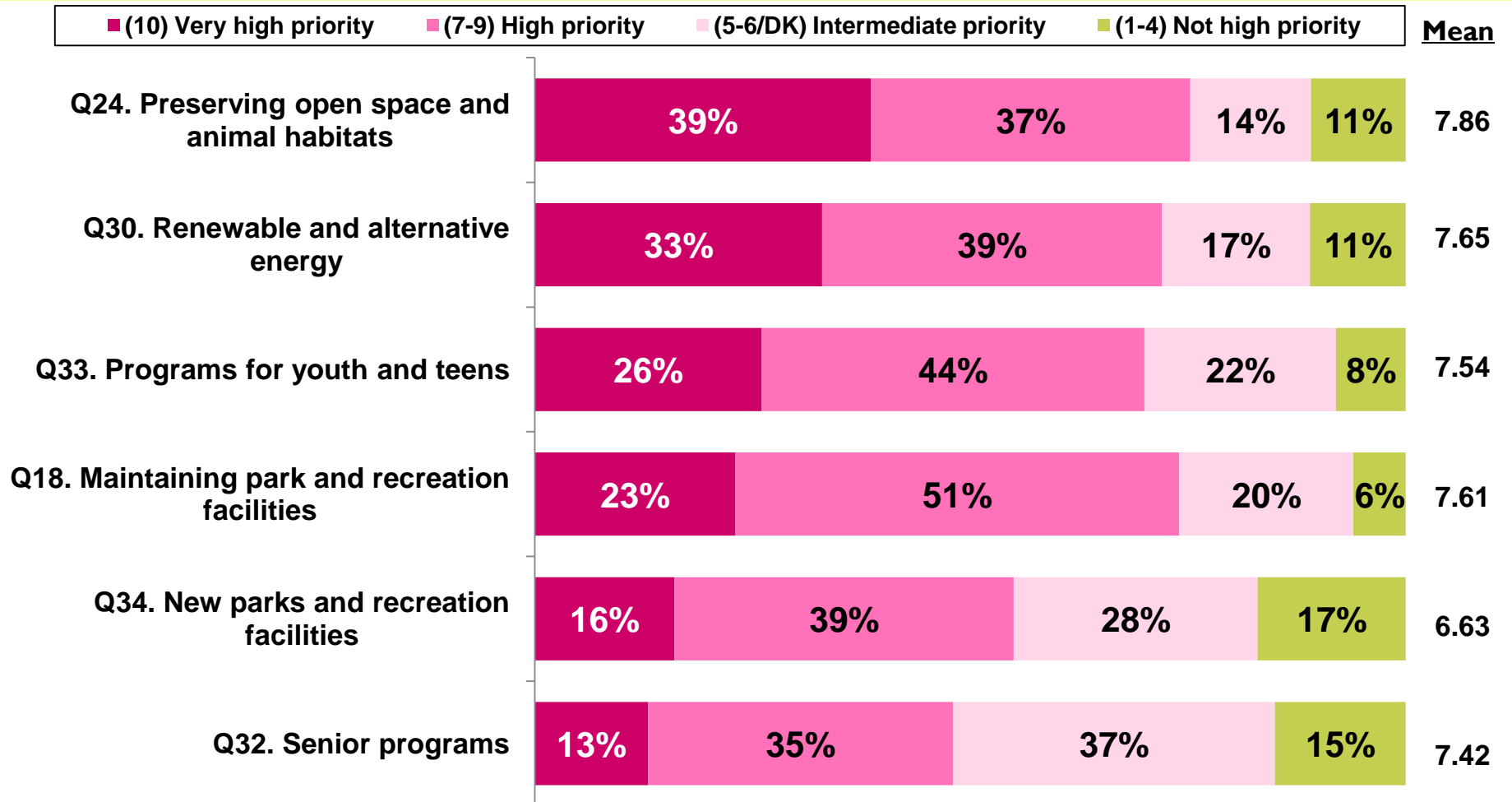
While housing development is at the bottom of the priority list, it is not strongly opposed

On a scale from one to ten, where one is not a priority at all and ten is a very high priority for city resources, how important is...



Priority: Environment, parks & recreation, Community programs

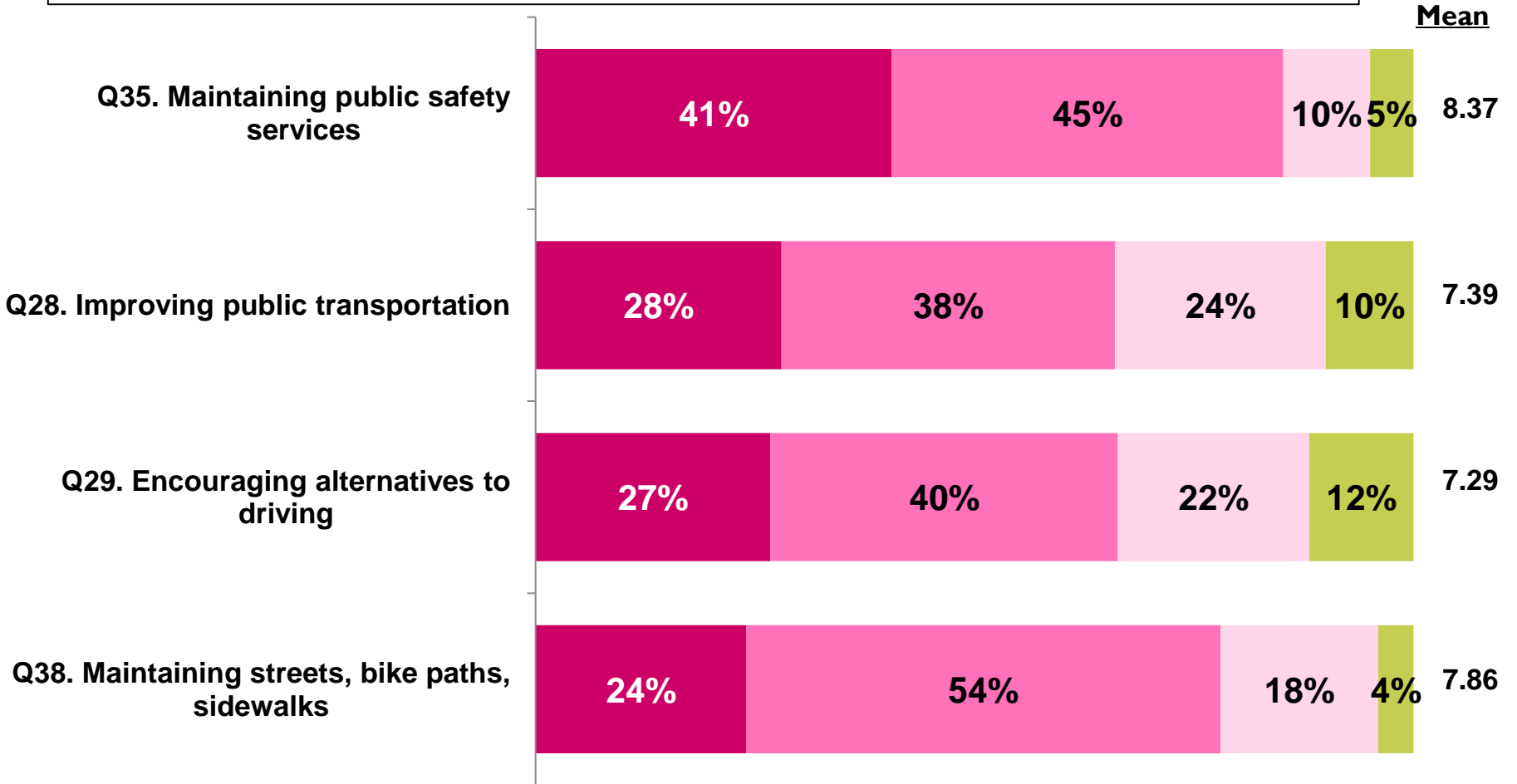
On a scale from one to ten, where one is not a priority at all and ten is a very high priority for city resources, how important is...



Priority: Transportation, traffic, public safety

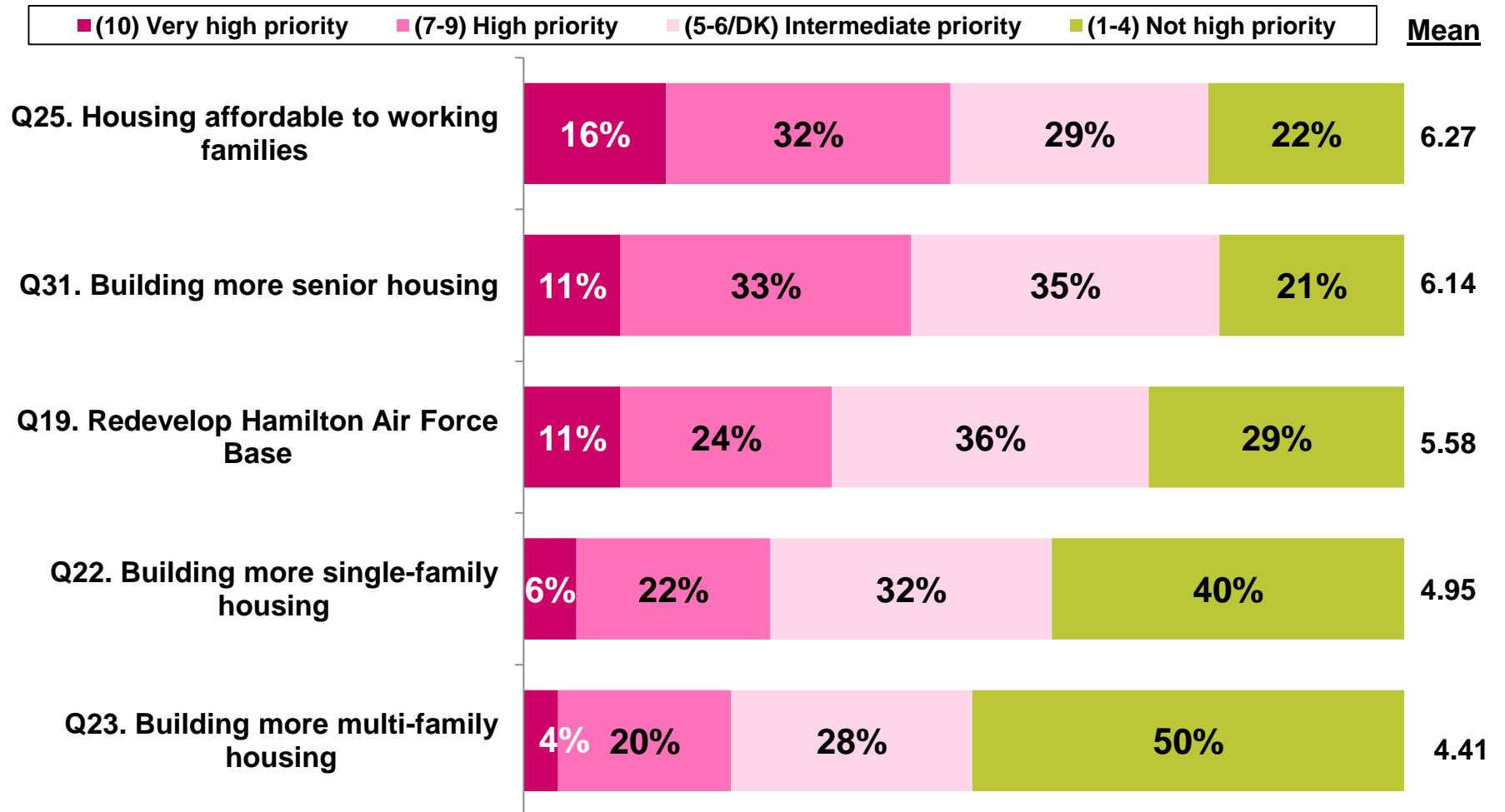
On a scale from one to ten, where one is not a priority at all and ten is a very high priority for city resources, how important is...

■ (10) Very high priority
 ■ (7-9) High priority
 ■ (5-6/DK) Intermediate priority
 ■ (1-4) Not high priority



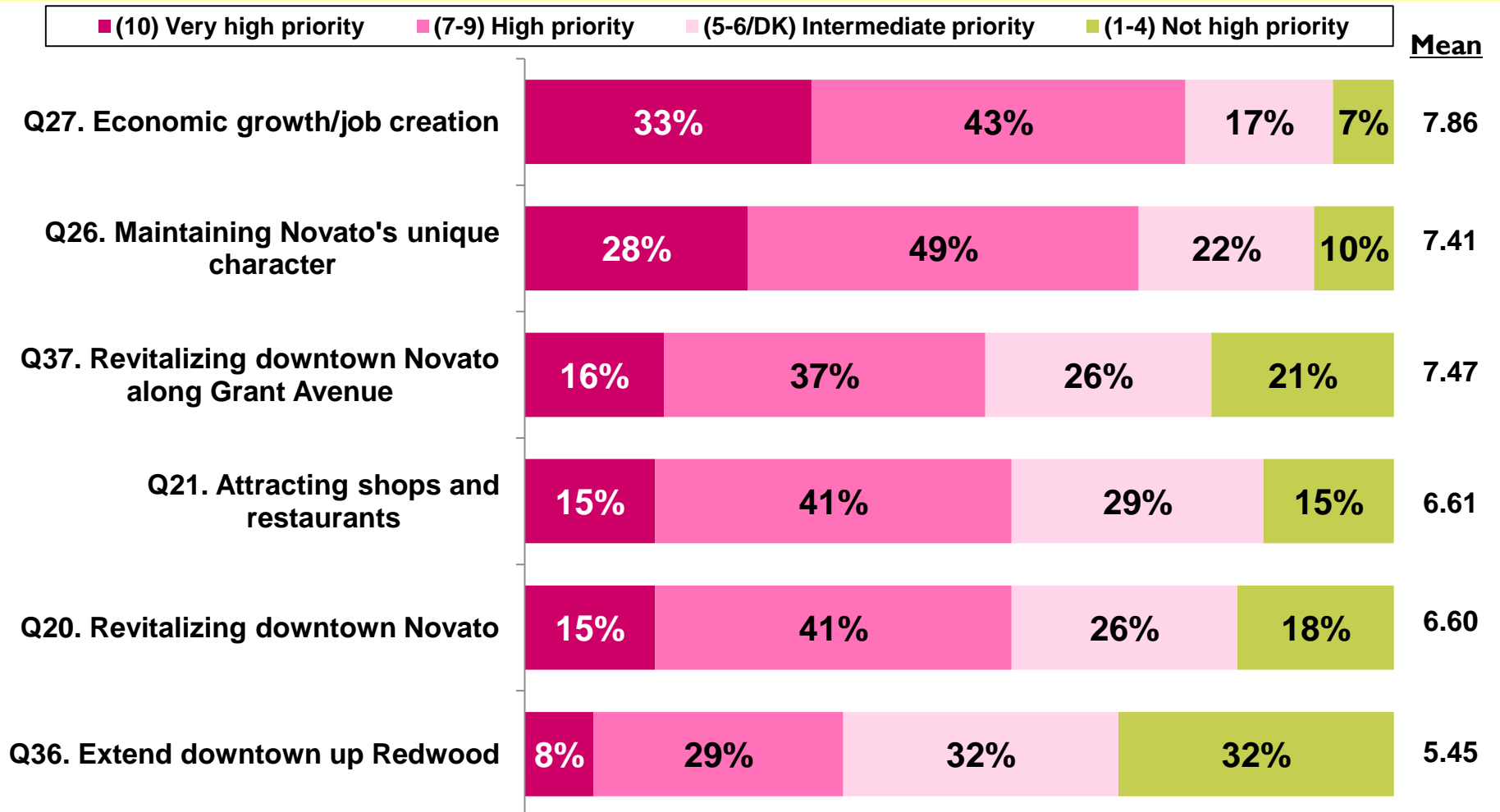
Priority: Housing, development

On a scale from one to ten, where one is not a priority at all and ten is a very high priority for city resources, how important is...



Priority: Revitalizing Novato

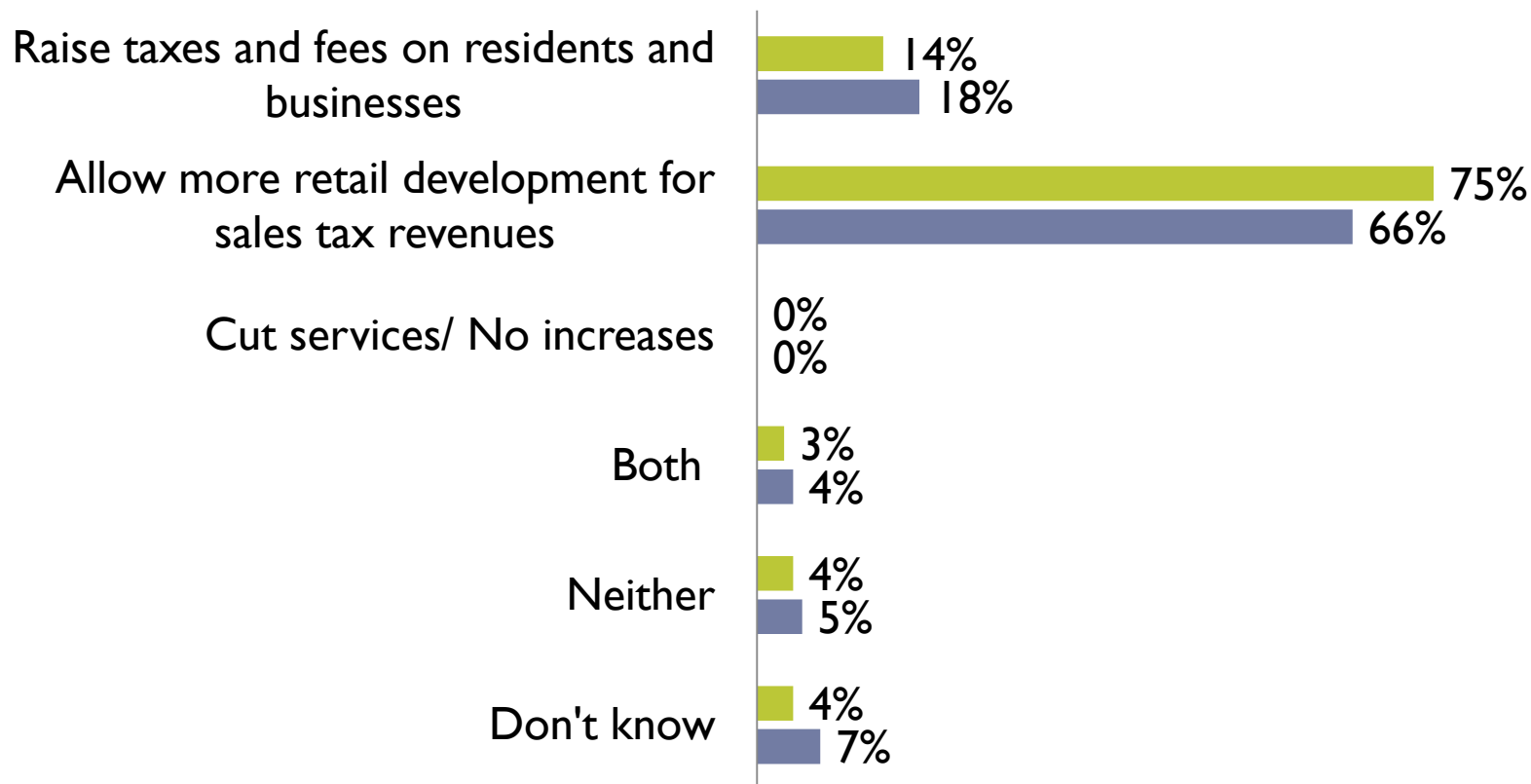
On a scale from one to ten, where one is not a priority at all and ten is a very high priority for city resources, how important is...



Most Novato residents prefer allowing more retail development to raising taxes

How would you prefer the city to fund maintaining or increasing city services?

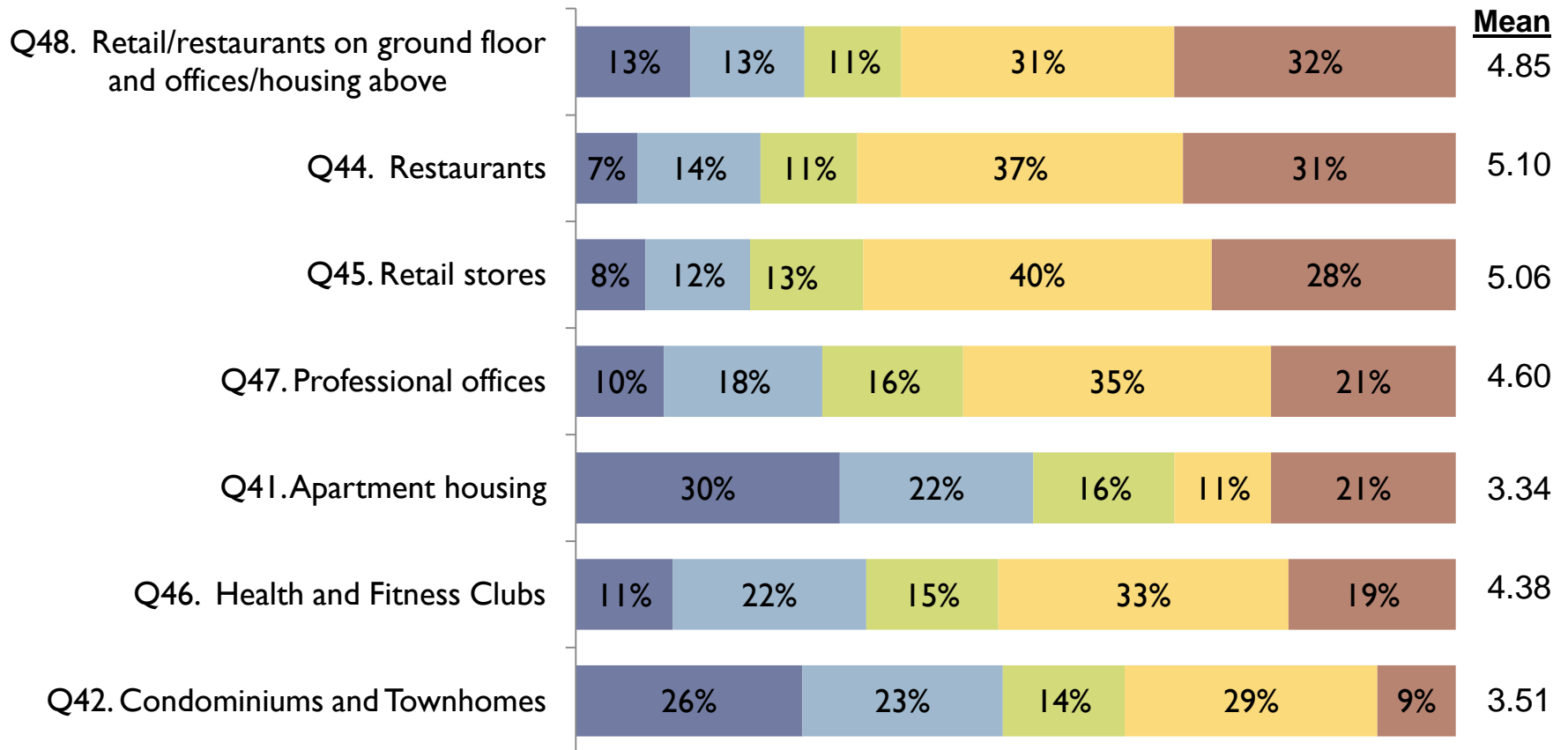
■ 39. Ways to fund maintaining services ■ 40. Ways to fund increases in services



The mixed-use concept is attractive for North Redwood Boulevard

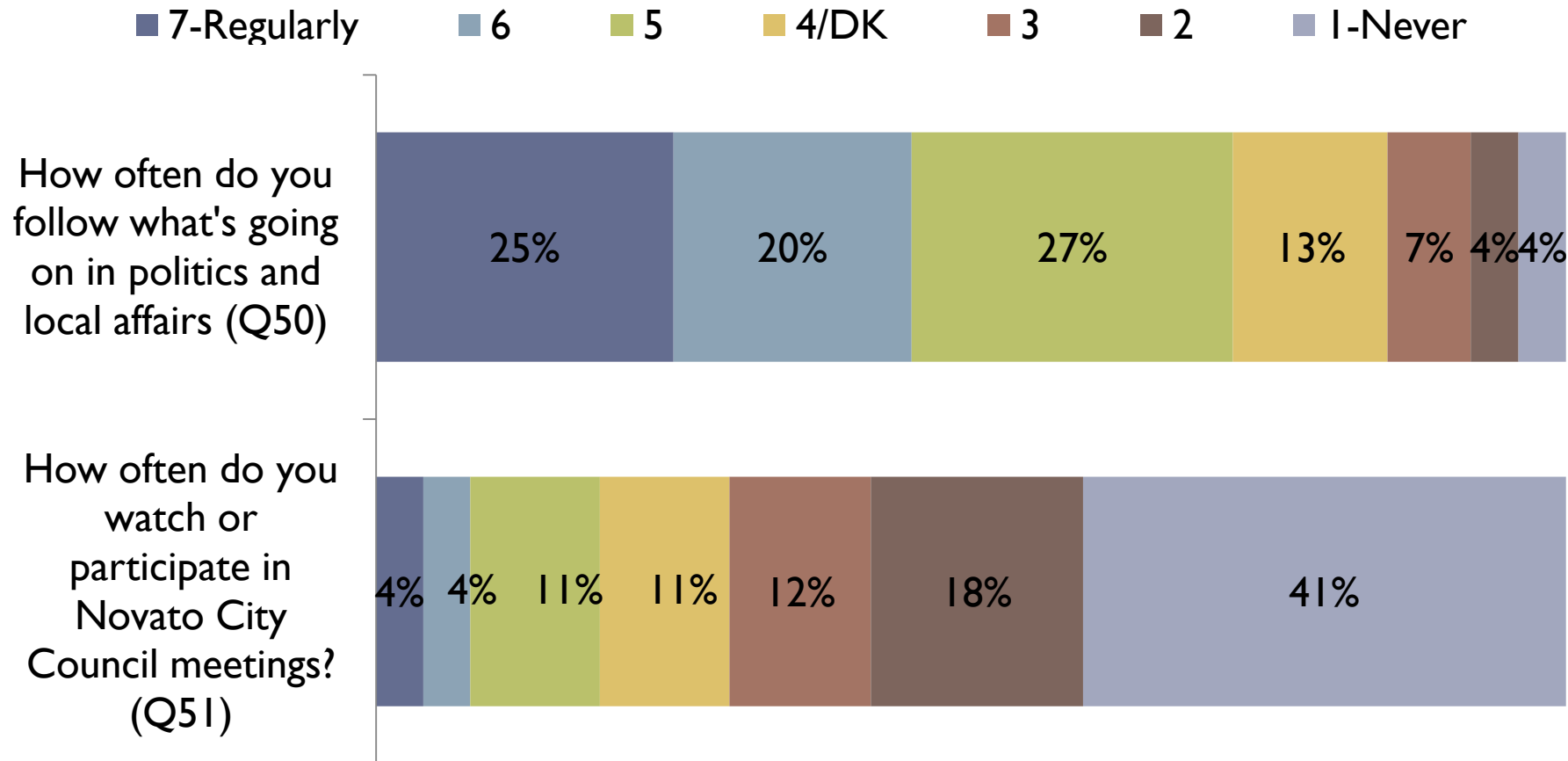
I am going to read you a few different types of projects that could happen on the North Redwood Boulevard. For each one, please tell me how good of a fit it is for that area, using a scale of one to seven, where one means it would be a very BAD fit, and seven means it would be a very GOOD fit .

■ (1) Not at all a good fit ■ (2-3) Not a good fit ■ (4/DK) Intermediate/Don't know ■ (5-6) Good fit ■ (7) Very good fit



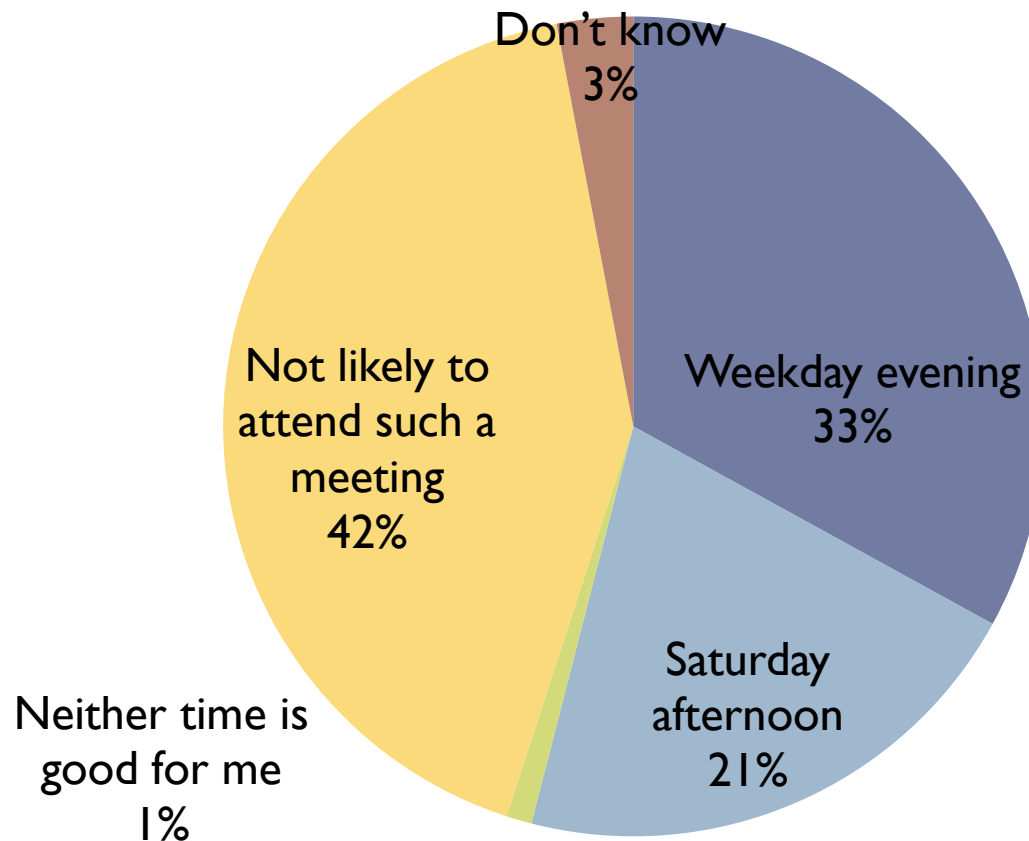
While many say they follow politics and local affairs, very few watch council meetings

Using a scale of one to seven, where one mean never, and seven means regularly....



Weekday evenings are a better time for people than Saturday afternoons, but most appear unlikely to come

The City of Novato will be holding a series of public meetings about the General Plan update process at some point in the future. In general, would you be more likely to attend such a meeting on a weekday evening or a Saturday afternoon, or do you think you are not likely to attend such a meeting? (Q52)



The Marin I-J and the Novato Advance are the most popular sources of news

Where do you get local news and information about Novato and Marin County? (Q53)

