



GODBE RESEARCH
Gain Insight



City of Novato City Council Report

2015 Community Satisfaction and Priorities Survey

Highlights of Key Findings

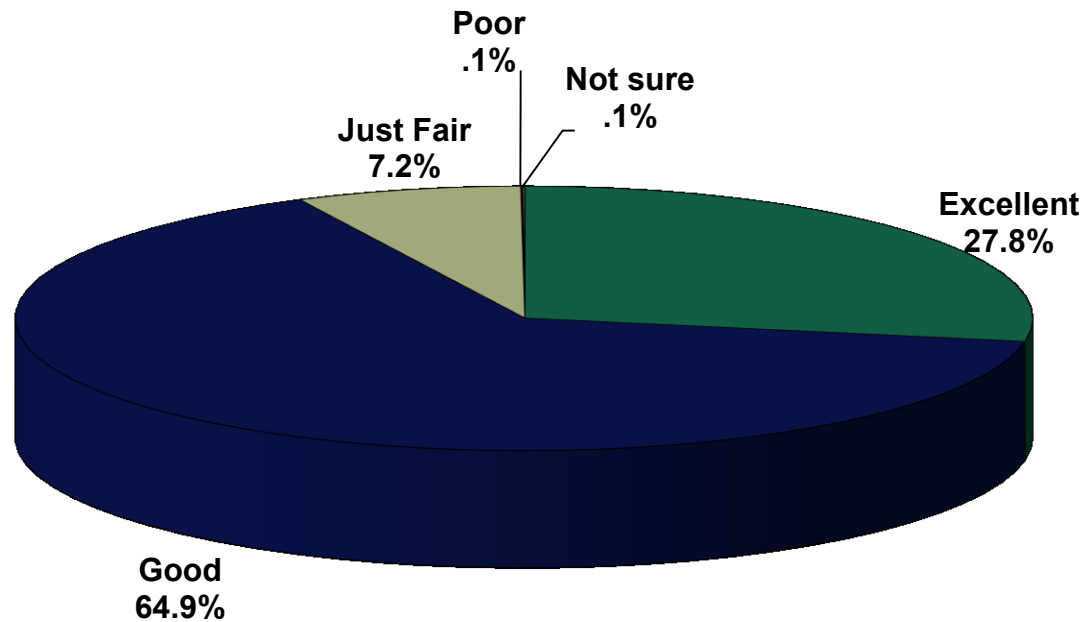
March 17, 2015

Consistent with the City's regular community engagement to understand resident satisfaction and service priorities, the City of Novato commissioned Godbe Research to conduct a survey of its residents to gauge community satisfaction and priorities, with the following research objectives:

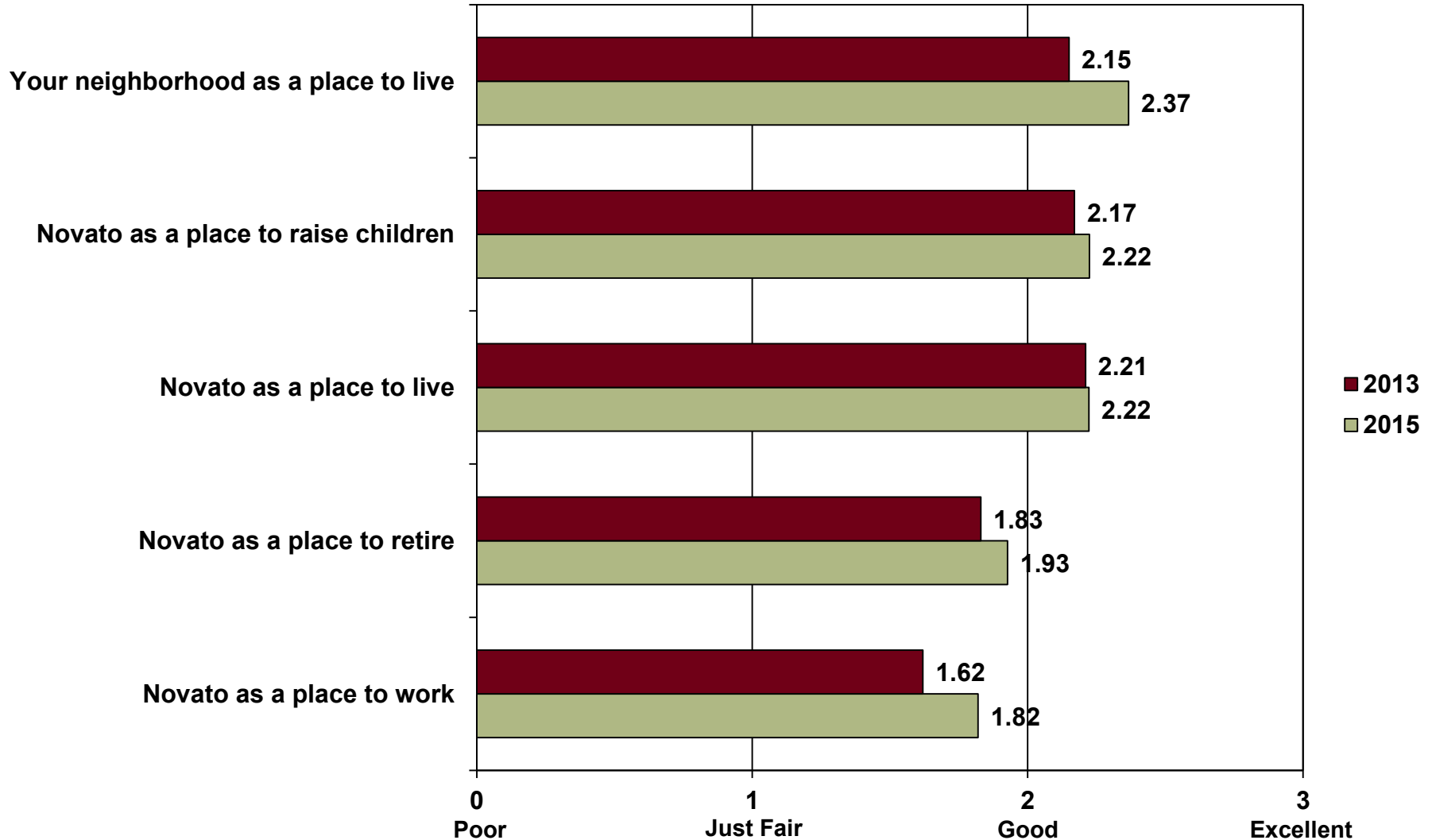
- Gauge the overall quality of life in Novato;
- Identify the resident priority and satisfaction with various City services such as, public safety, housing and economic development, and maintenance of infrastructure and existing programs;
- Determine which City services should be increased or reduced;
- Gauge preliminary interest in extending existing, voter-approved local funding;
- Assess residents' satisfaction with contact with City employees; and
- Determine the impact of City communications.

- Data Collection Internet and telephone Interviewing
- Fielding Dates January 27 through February 3, 2015
- Interview Length 21 minutes
- Sample Size 404
- Margin of Error ± 4.79

Opinion on Overall Quality of Life in Novato -- Strong Excellent/Good Rating

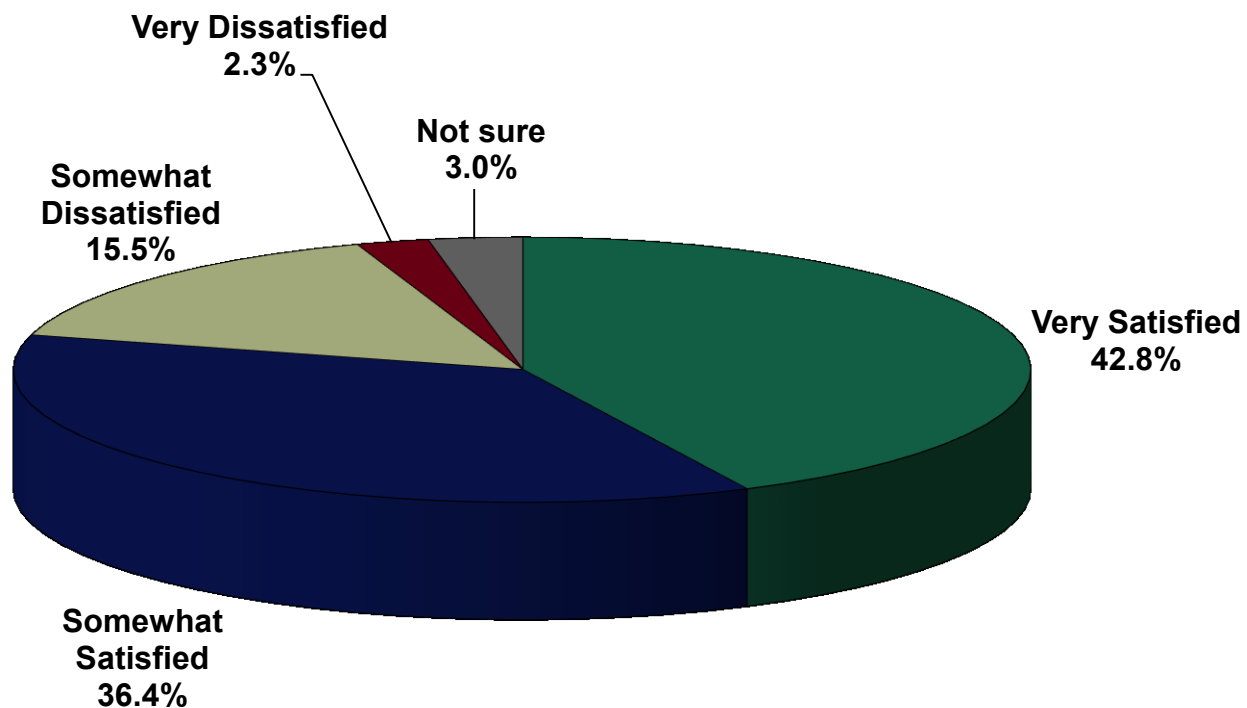


Opinion on Aspects of Quality of Life in Novato Have Gotten More Positive



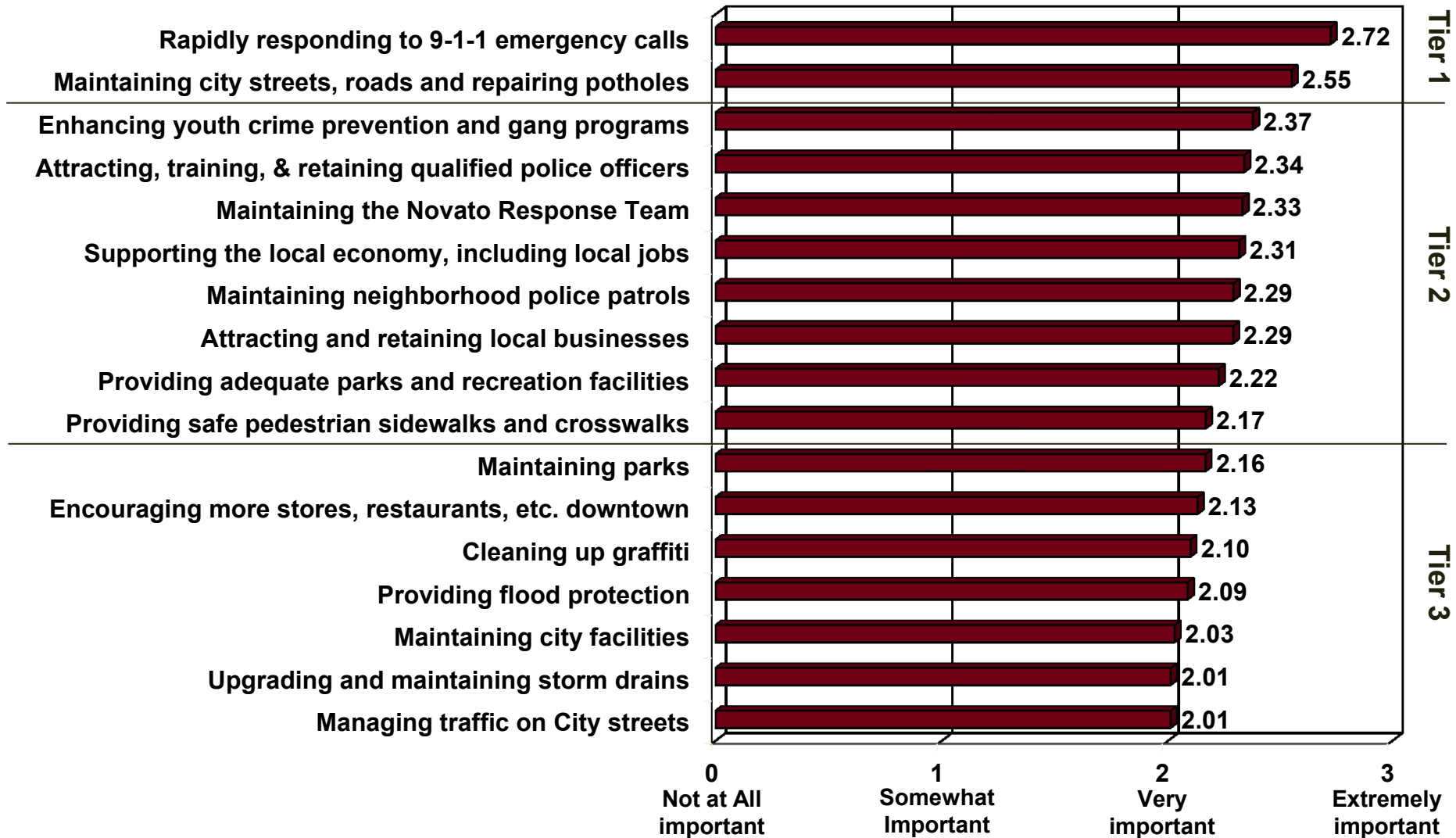
Note: The above rating questions have been abbreviated for charting purposes. The responses were recoded to calculate mean scores: "Excellent" = +3, "Good" = +2, "Just Fair" = +1 and "Poor" = 0.

Satisfaction with Job the City is Doing to Provide Services -- Strong Satisfaction Ratings



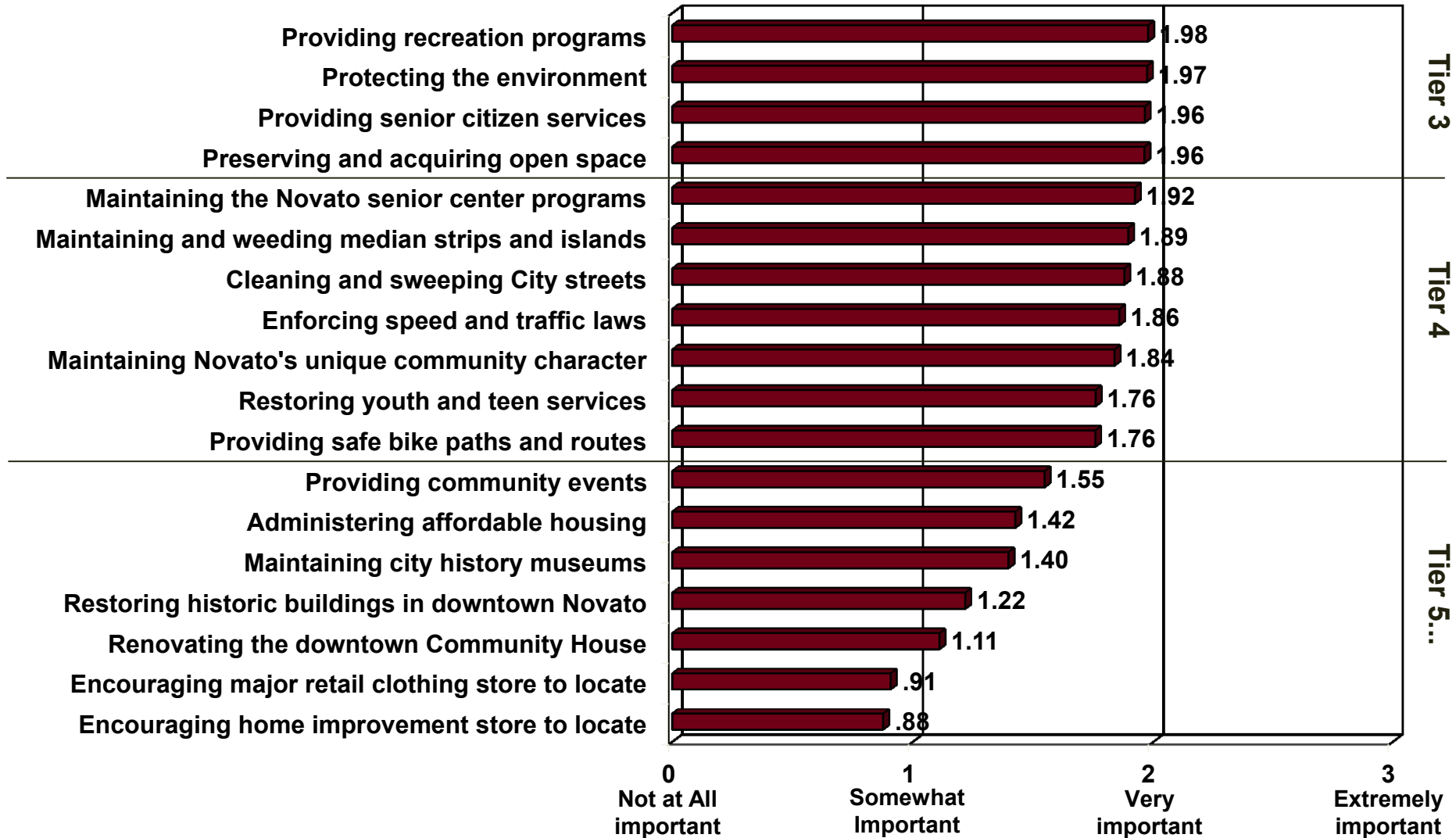
	<u>1996</u>	<u>2010</u>
Very Sat.	23%	22%
Somewhat Sat.	60%	55%
Dissat.	15%	18%
Not sure	3%	6%

Importance Ranking of Current and/or Future Services

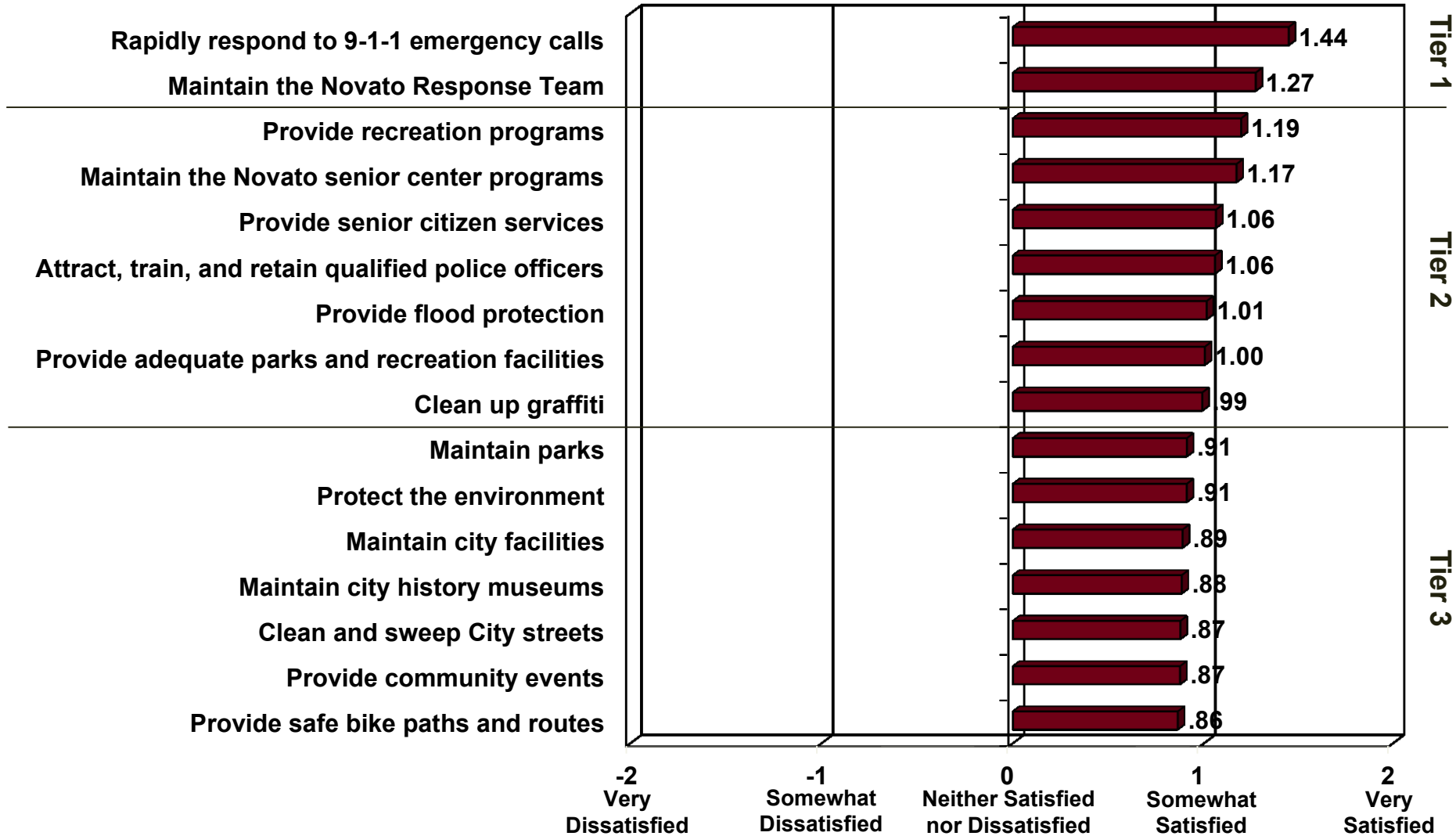


Note: The above rating questions have been abbreviated for charting purposes. The responses were recoded to calculate mean scores: "Extremely Important" = +3, "Very Important" = +2, "Somewhat Important" = +1 and "Not at All Important" = 0.

Importance Ranking of Current and/or Future Services (Continued)

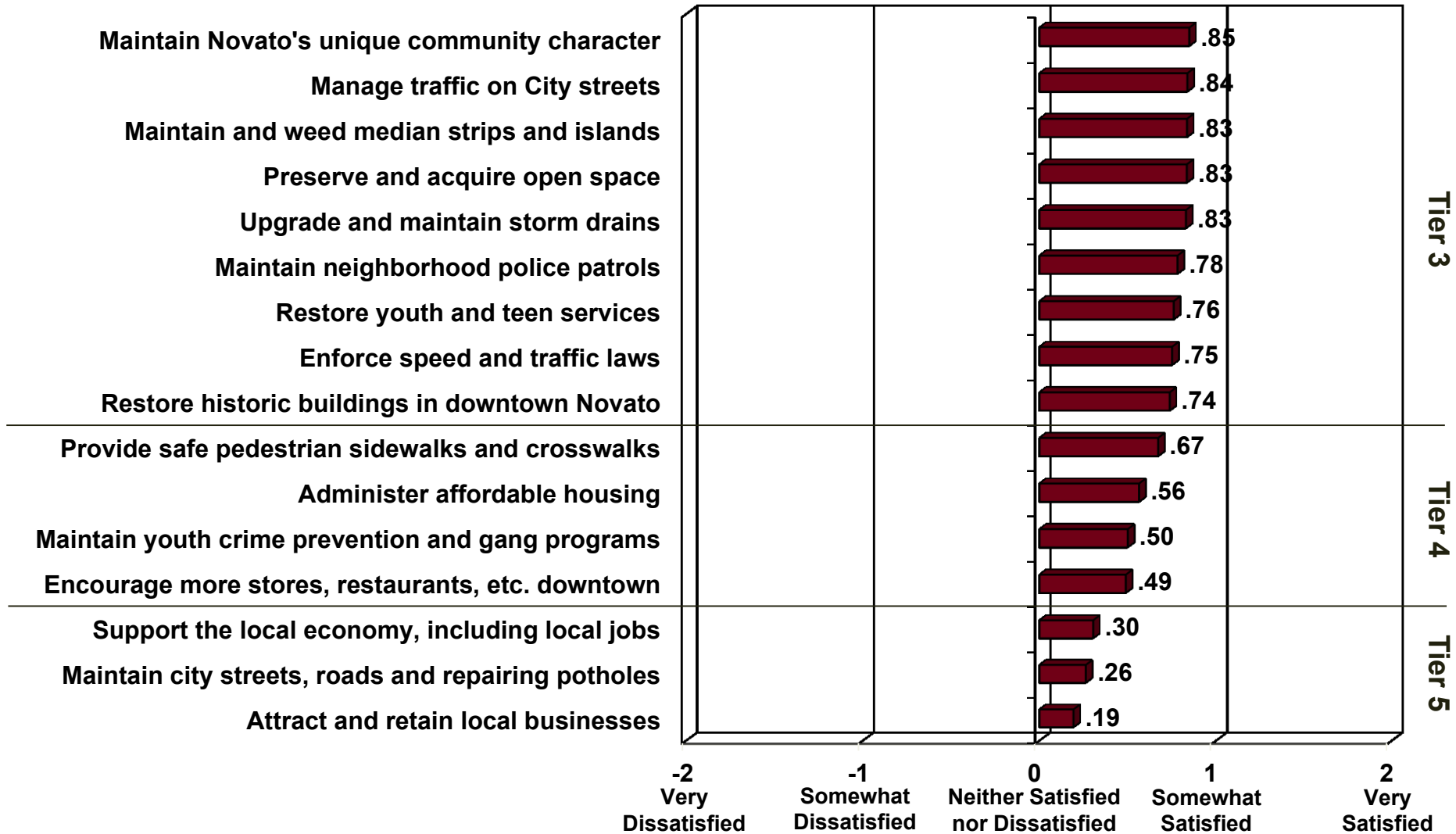


Satisfaction Ranking of City Services



Note: The above rating questions have been abbreviated for charting purposes. The responses were recoded to calculate mean scores: "Very Satisfied" = +2, "Somewhat Satisfied" = +1, "Neither Satisfied nor Dissatisfied" = 0, "Somewhat Dissatisfied" = -1 and "Very Dissatisfied" = -2.

Satisfaction Ranking of City Services (Continued)



Note: The above rating questions have been abbreviated for charting purposes. The responses were recoded to calculate mean scores: "Very Satisfied" = +2, "Somewhat Satisfied" = +1, "Neither Satisfied nor Dissatisfied" = 0, "Somewhat Dissatisfied" = -1 and "Very Dissatisfied" = -2.

Importance – Satisfaction Matrix

Service or Facility	Imp	Sat
5H. Rapidly respond to 9-1-1 emergency calls	2.72	1.44
5DD. Maintain city streets, roads and repairing potholes	2.55	.26
5I. Maintain youth crime prevention and gang intervention programs	2.37	.50
5F. Attract, train, and retain qualified police officers	2.34	1.06
5C. Maintain the Novato Response Team, a special Police team of three officers and one analyst focused on proactive crime prevention, intervention, enforcement in areas such as gangs, street crimes and quality of life issues	2.33	1.27
5CC. Support the local economy, including increasing local jobs	2.31	.30
5A. Maintain neighborhood police patrols	2.29	.78
5K. Attract and retain local businesses	2.29	.19
5M. Provide adequate parks and recreation facilities	2.22	1.00
5V. Provide safe pedestrian sidewalks and crosswalks	2.17	.67
5X. Maintain parks	2.16	.91
5S. Encourage more stores, restaurants, theaters, and other entertainment venues downtown	2.13	.49
5T. Clean up graffiti	2.1	.99
5Y. Provide flood protection	2.09	1.01
5BB. Maintain city facilities	2.03	.89
5B. Manage traffic on City streets	2.01	.84
5N. Upgrade and maintain storm drains	2.01	.83

Tier 1

Tier 2

Tier 3

Importance – Satisfaction Matrix (continued)

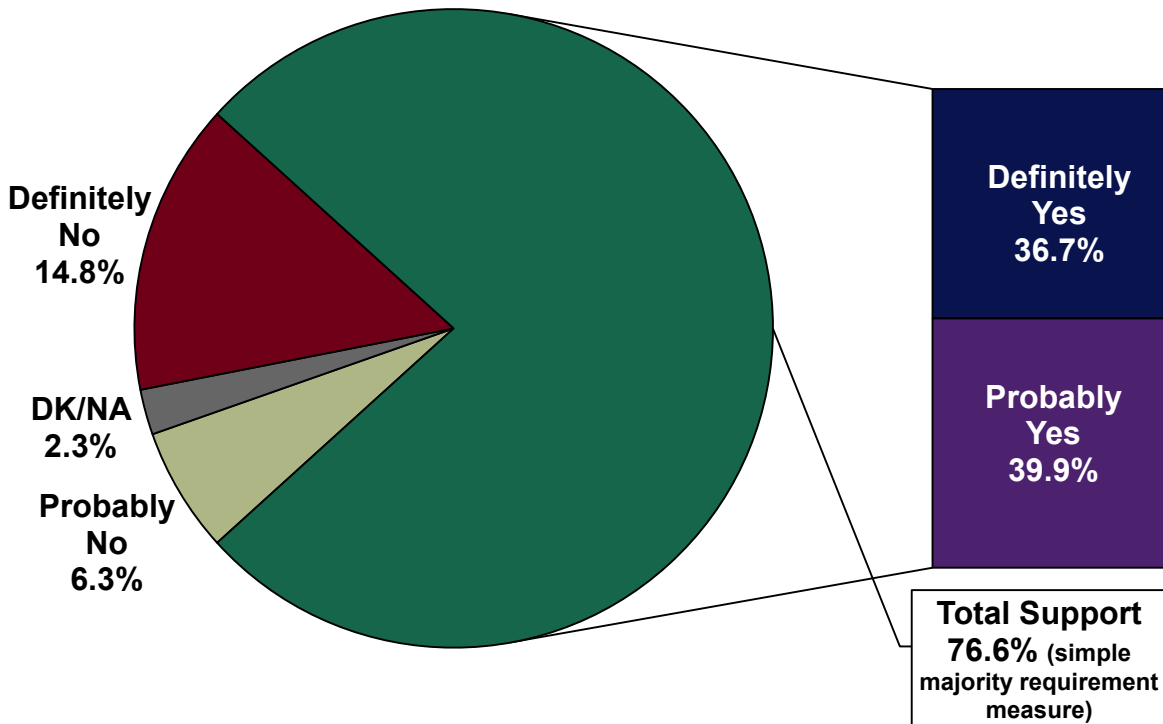
Service or Facility (continued)	Imp	Sat
5W. Provide recreation programs	1.98	1.19
5U. Protect the environment	1.97	.91
5G. Provide senior citizen services	1.96	1.06
5EE. Preserve and acquire open space	1.96	.83
5D. Maintain the Novato senior center programs	1.92	1.17
5Z. Maintain and weed median strips and islands on City streets	1.89	.83
5O. Clean and sweep City streets	1.88	.87
5E. Enforce speed and traffic laws	1.86	.75
5J. Maintain Novato's unique community character	1.84	.85
5L. Restore youth and teen services	1.76	.76
5FF. Provide safe bike paths and routes	1.76	.86
5Q. Provide community events	1.55	.87
5R. Administer affordable housing	1.42	.56
5AA. Maintain city history museums	1.4	.88
5P. Restore historic buildings in downtown Novato	1.22	.74
4W. Renovating the downtown Community House	1.11	--
4II. Encouraging a major retail clothing store to locate in Novato	0.91	--
4EE. Encouraging a home improvement store to locate in Novato	0.88	--

Tier 3

Tier 4

Tier 5...

Potential Voter Support for Continuation of Existing Measure F with No Tax Rate Increase

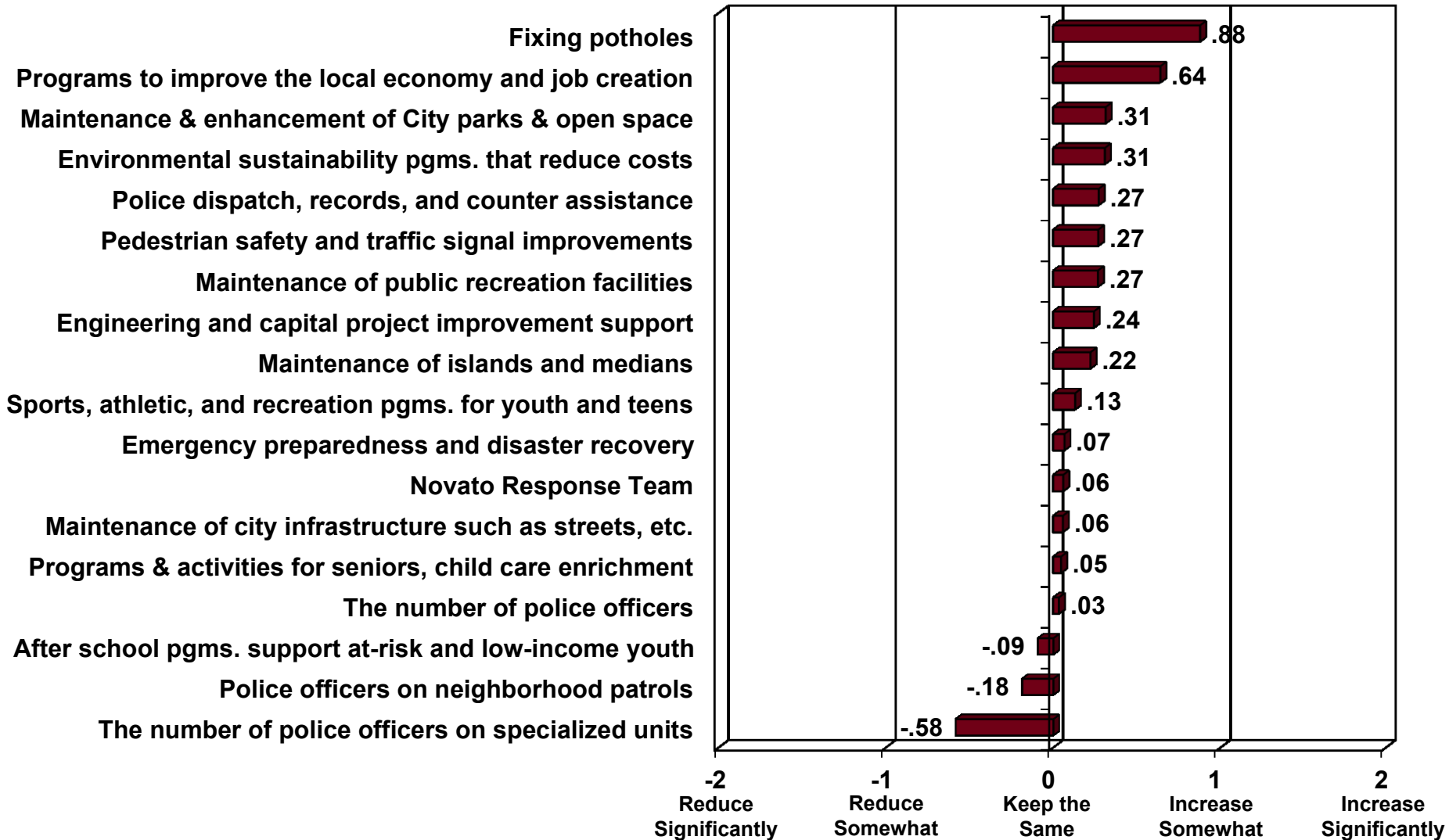


To continue funding, that cannot be taken by the State, for general city services including, but not limited to:

- protecting neighborhood policing, property crime prevention, 9-1-1 response times and emergency preparedness;
- fixing potholes, city streets, parks, storm drains, and public facilities;
- providing youth and senior services;
- attracting and retaining police officers and other service providers;

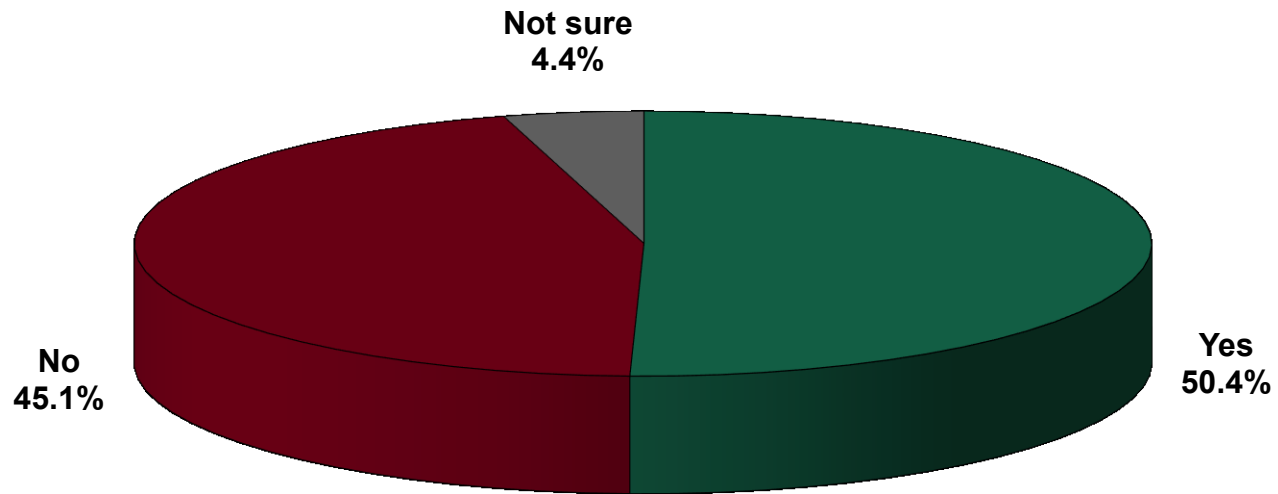
shall the City of Novato extend the existing voter-approved ½ cent sales tax, without increasing the current tax rate, including audits and oversight?

Respondents Want to See Service Levels Maintained with No Cuts

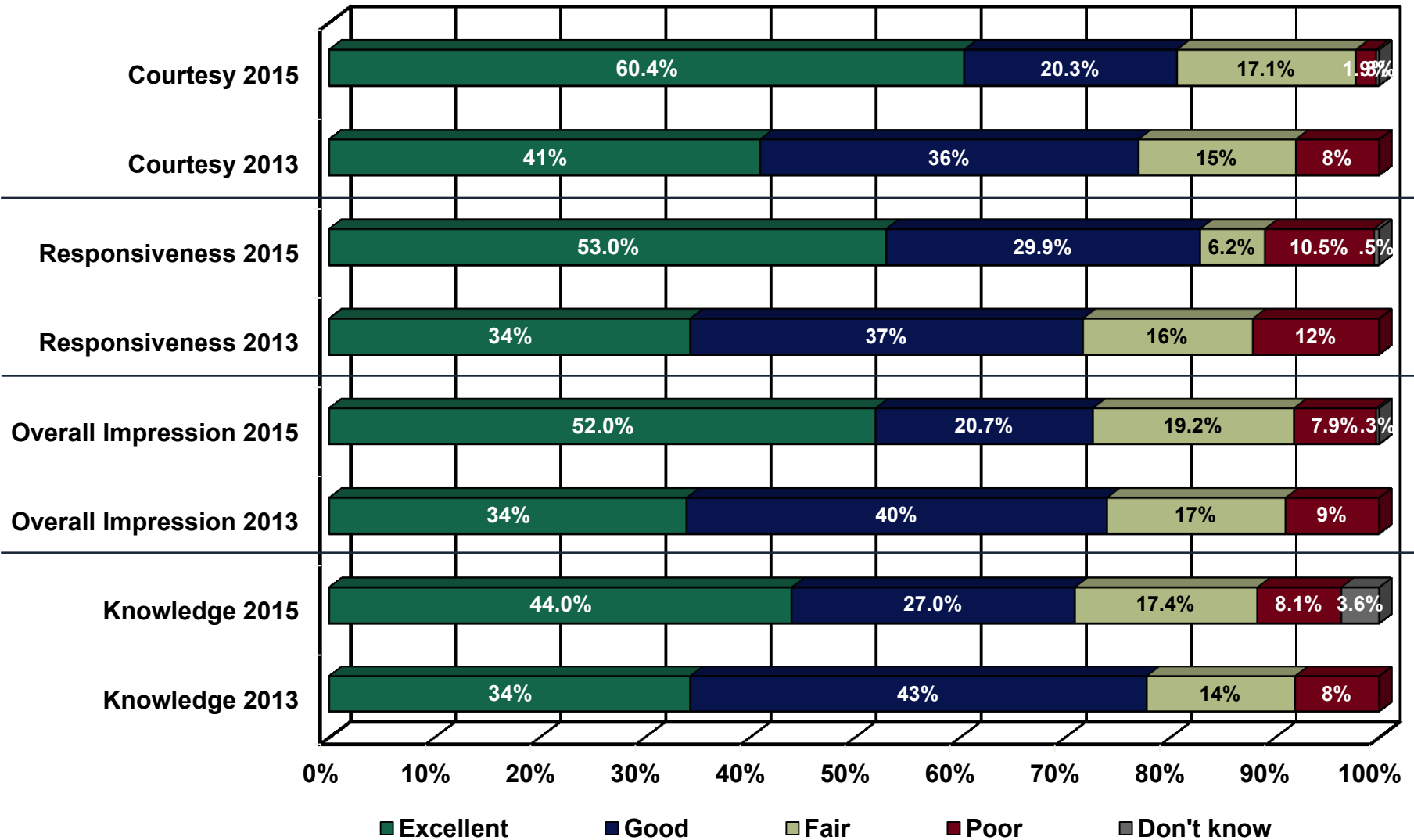


Note: The above rating questions have been abbreviated for charting purposes. The responses were recoded to calculate mean scores: "Increase Significantly" = +2, "Increase Somewhat" = +1, "Keep the Same" = 0, "Reduce Somewhat" = -1 and "Reduce Significantly" = -2.

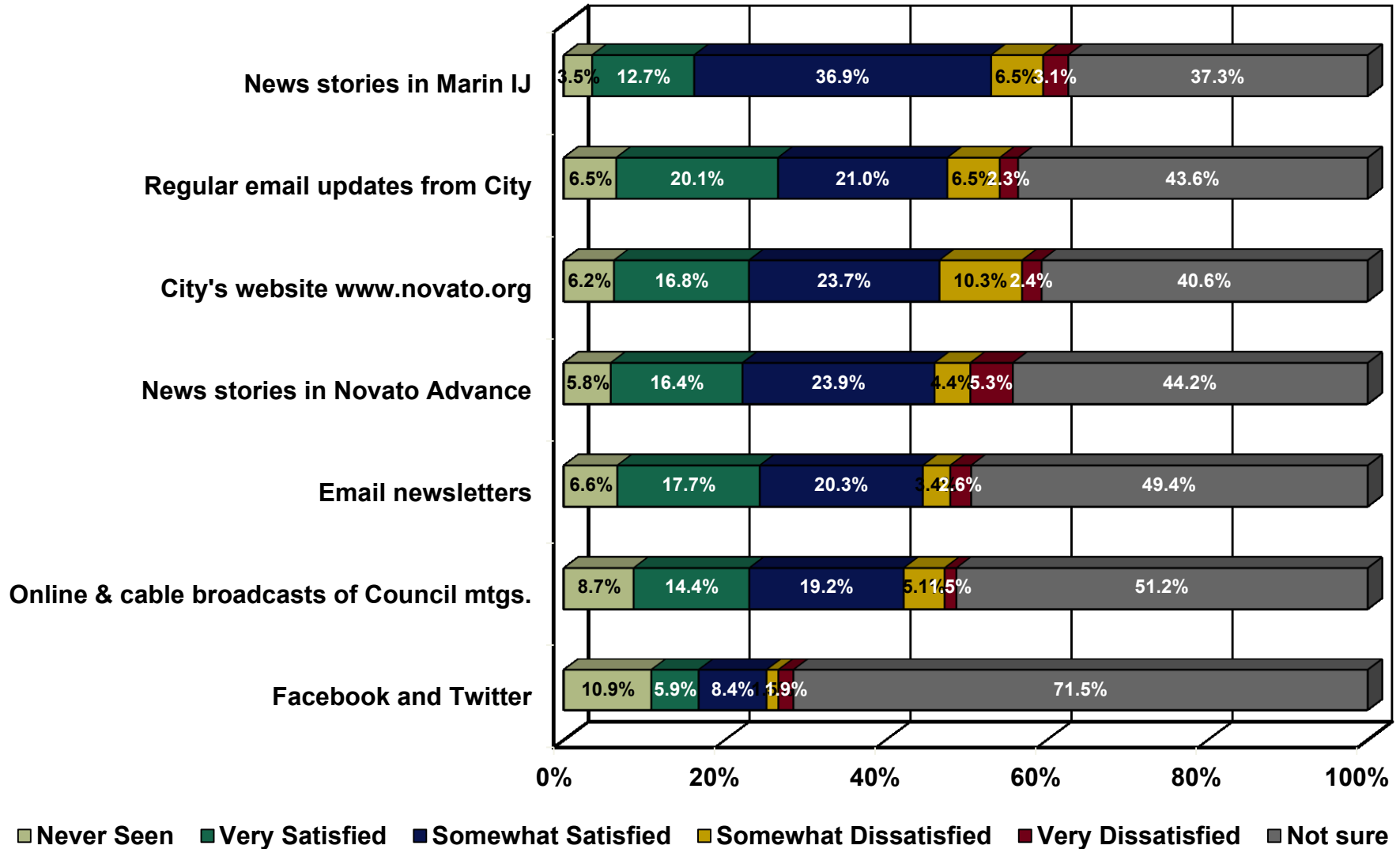
Contact with City in Last 12 Months



Impression of City Employees in Most Recent Contact



Satisfaction with City Communications



- City of Novato respondents are highly satisfied with:
 - The quality of life the City provides
 - The quality of City services, as evidenced by the increase in “very satisfied” responses
 - The quality of their contacts and interactions with City service providers and other employees
- Constituents prioritize:
 - Maintaining 9-1-1 police response times and other public safety services
 - Pothole repair and road/street maintenance
 - Providing adequate park and recreation facilities
 - Supporting the local economy and creating jobs
 - Expanding street infrastructure and local economic revitalization
- Respondents support a No Tax Rate Increase continuation of Measure F at nearly 30 points above the simple majority requirement



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