



GODBE RESEARCH
Gain Insight

MEMORANDUM

March 17, 2015

TO: City of Novato

FROM: Bryan Godbe
President
Godbe Research

RE: 2015 Community Satisfaction and Priorities Survey – Summary of the Results

Introduction:

Consistent with the City's regular community engagement to understand resident satisfaction and service priorities, the City of Novato commissioned Godbe Research to conduct an internet and telephone survey to assess resident satisfaction and priorities for City services.

The results show constituents are highly satisfied with their quality of life and the services the City provides. An overwhelming majority of 92.7% of respondents rate Novato's quality of life as "excellent" or "good." And among several other very positive findings, of those constituents who have come in direct contact with City staff, 82.9% give staffers "excellent" or "good" ratings on responsiveness. Clear service priorities were identified by respondents and are further elaborated on in this memo.

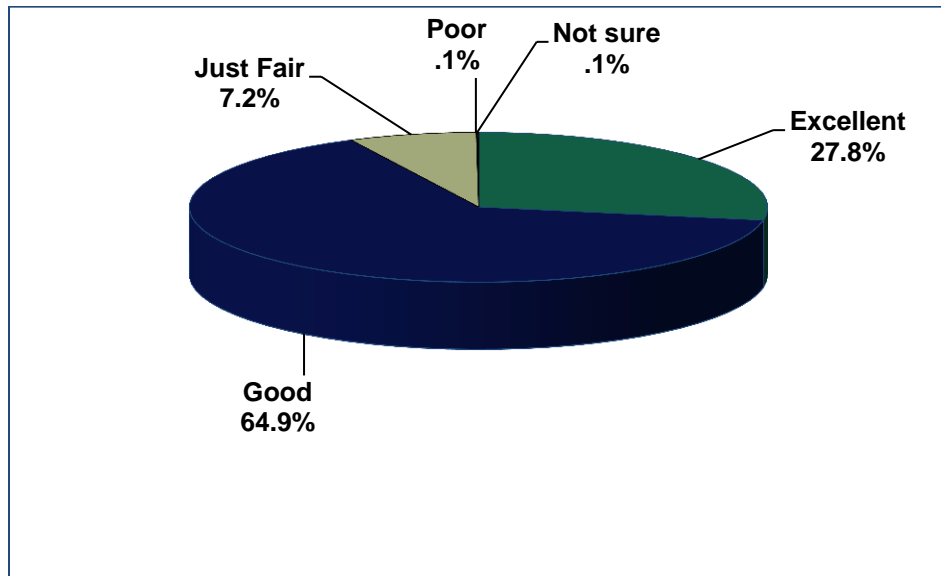
Among other findings, the survey also indicates that respondents support a No Tax Rate Increase continuation of Measure F at nearly 30 points above the simple majority requirement

Methodology Overview:

Interviews were conducted from January 27 through February 3, 2015, and the average phone interview time was approximately 21 minutes. A total of 404 City of Novato respondents participated in the survey, and the study parameters resulted in a margin of error of plus or minus 4.79 percent.

Quality of life:

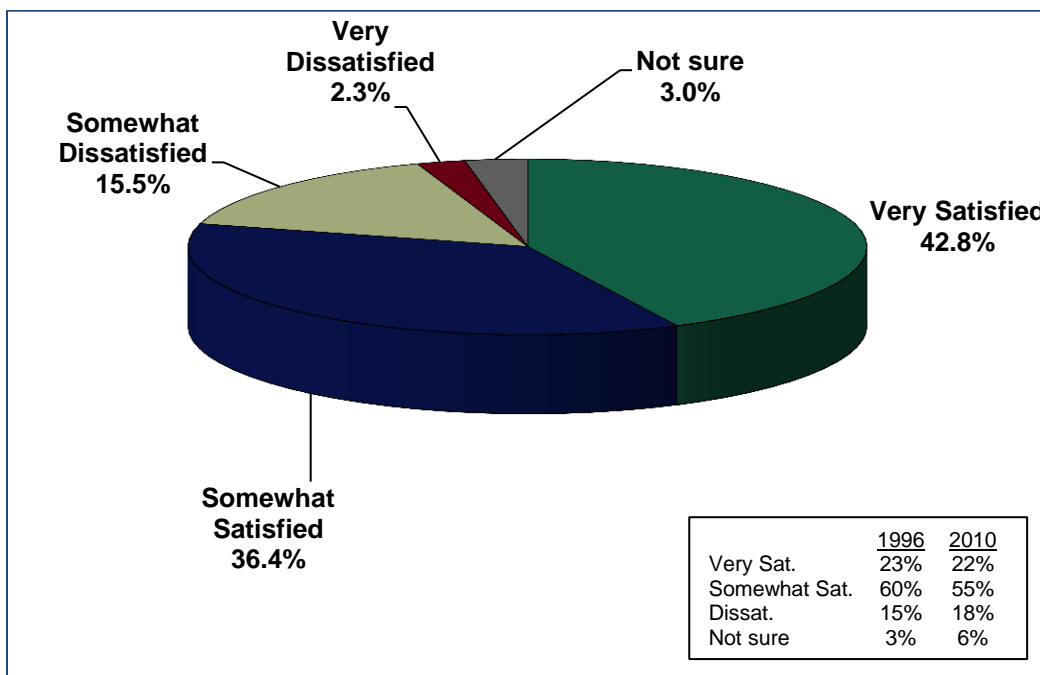
Survey respondents have a strong perception of the quality of life in the City of Novato with 92.7 percent indicating that the quality of life was excellent or good.



Respondents also provided high rankings for the quality of life “in their neighborhood”, “in Novato as a place to raise children”, “in Novato as a place to work”, and “in Novato as a place to retire”.

Satisfaction with the job the City of Novato is doing to provide services:

Seventy-nine percent of survey respondents indicated that they were satisfied with the job the City is doing to provide city services.



Respondents identified the following service priorities:

Survey respondents were presented with a variety of services to determine their importance. The survey results suggest clear priorities including maintaining rapid 9-1-1 emergency response and other public safety services, maintaining city streets/roads and repairing potholes and attracting/retaining local business.

4H. Rapidly responding to 9-1-1 emergency calls	2.72
4FF. Maintaining city streets, roads and repairing potholes	2.55
4I. Enhancing youth crime prevention and gang intervention programs	2.37
4F. Attracting, training, and retaining qualified police officers	2.34
4C. Maintaining 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
4DD. Supporting the local economy, including increasing local jobs	2.31
4A. Maintaining neighborhood police patrols	2.29
4K. Attracting and retaining local businesses	2.29
4M. Providing adequate parks and recreation facilities	2.22
4V. Providing safe pedestrian sidewalks and crosswalks	2.17
4Y. Maintaining parks	2.16
4S. Encouraging more stores, restaurants, theaters, and other entertainment venues downtown	2.13
4T. Cleaning up graffiti	2.10
4Z. Providing flood protection	2.09
4CC. Maintaining city facilities	2.03
4N. Upgrading and maintaining storm drains	2.01
4B. Managing traffic on City streets	2.01
4X. Providing recreation programs	1.98
4U. Protecting the environment	1.97
4G. Providing senior citizen services	1.96
4GG. Preserving and acquiring open space	1.96
4D. Maintaining the Novato senior center programs	1.92
4AA. Maintaining and weeding median strips and islands on City streets	1.89
4O. Cleaning and sweeping City streets	1.88
4E. Enforcing speed and traffic laws	1.86
4J. Maintaining Novato's unique community character	1.84
4L. Restoring youth and teen services	1.76
4HH. Providing safe bike paths and routes	1.76
4Q. Providing community events	1.55
4R. Administering affordable housing	1.42
4BB. Maintaining city history museums	1.40
4P. Restoring historic buildings in downtown Novato	1.22

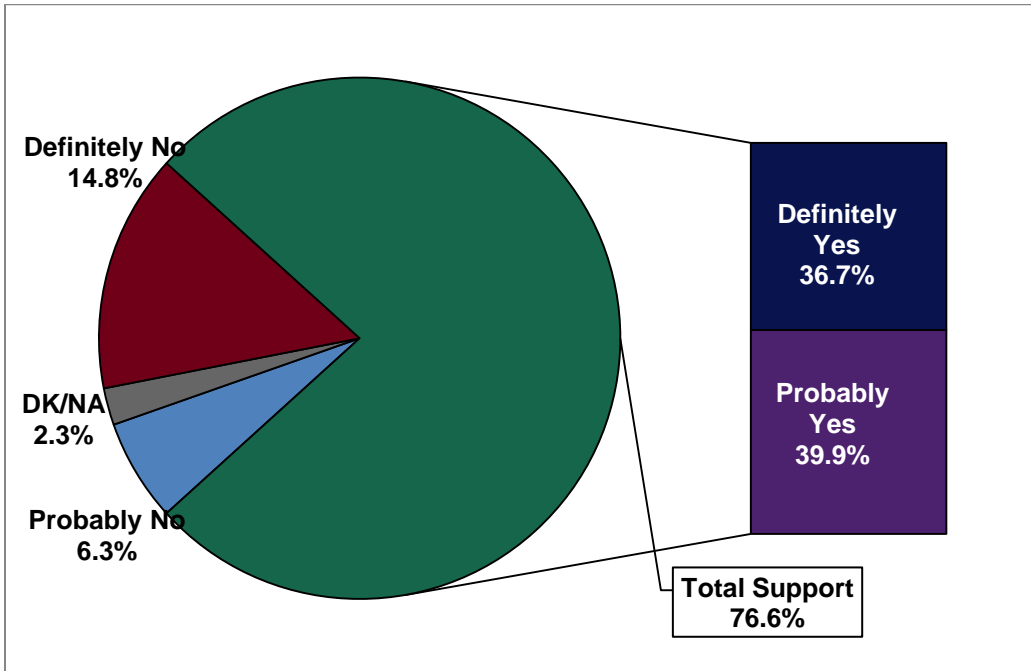
Respondents identified broad satisfaction with specific City services:

Survey respondents were also asked to indicate their satisfaction with the same list of services. The table below shows that they are most satisfied with a wide variety of services including “911 calls”, the “NRT” police unit, “recreation programs”, “senior programs”, “retaining police officers” “flood protection” and “providing park facilities”.

5H. Rapidly respond to 9-1-1 emergency calls	1.44
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	1.27
5W. Provide recreation programs	1.19
5D. Maintain the Novato senior center programs	1.17
5G. Provide senior citizen services	1.06
5F. Attract, train, and retain qualified police officers	1.06
5Y. Provide flood protection	1.01
5M. Provide adequate parks and recreation facilities	1.00
5T. Clean up graffiti	.99
5X. Maintain parks	.91
5U. Protect the environment	.91
5BB. Maintain city facilities	.89
5AA. Maintain city history museums	.88
5O. Clean and sweep City streets	.87
5Q. Provide community events	.87
5FF. Provide safe bike paths and routes	.86
5J. Maintain Novato's unique community character	.85
5B. Manage traffic on City streets	.84
5Z. Maintain and weed median strips and islands on City streets	.83
5EE. Preserve and acquire open space	.83
5N. Upgrade and maintain storm drains	.83
5A. Maintain neighborhood police patrols	.78
5L. Restore youth and teen services	.76
5E. Enforce speed and traffic laws	.75
5P. Restore historic buildings in downtown Novato	.74
5V. Provide safe pedestrian sidewalks and crosswalks	.67
5R. Administer affordable housing	.56
5I. Maintain youth crime prevention and gang intervention programs	.50
5S. Encourage more stores, restaurants, theaters, and other entertainment venues downtown	.49
5CC. Support the local economy, including increasing local jobs	.30
5DD. Maintain city streets, roads and repairing potholes	.26
5K. Attract and retain local businesses	.19

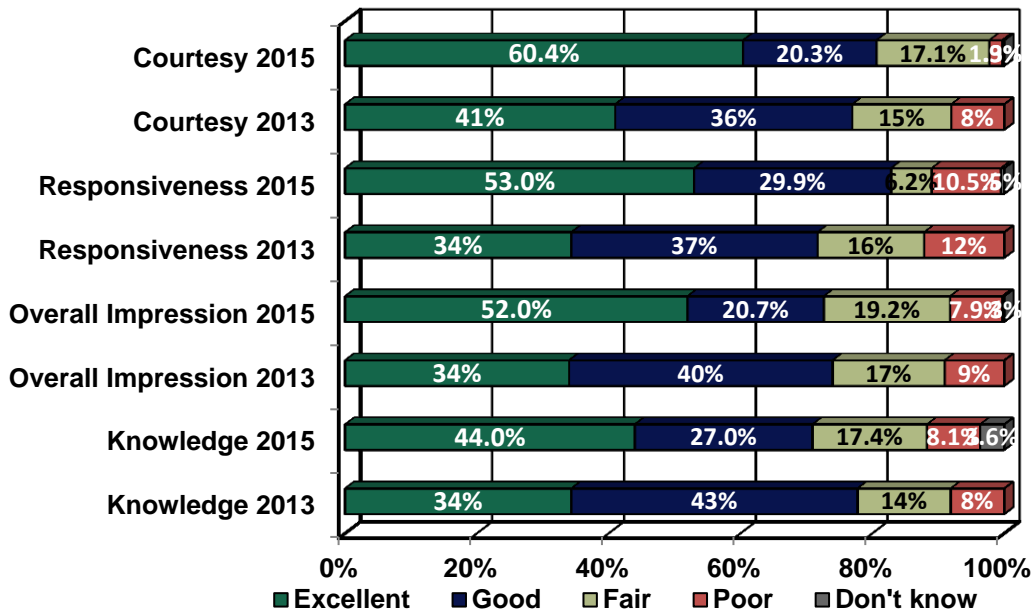
The survey results indicate potential support for continuation of existing Measure F with no Tax Rate Increase among likely November 2015 voters.

After hearing a summary of a measure to continue Measure F, fully 76.6 percent of likely November 2015 voters indicated support, including 36.7 percent who indicated they would definitely support the measure. If placed on the ballot, this type of measure requires a simple majority threshold to pass.



Respondents have a favorable opinion of the job city staff are doing:

Overwhelming majorities, and higher than 2013, of respondents who had interacted with City staff in the last year gave staff high marks for their “Responsiveness” (83% excellent or good), “Courtesy” (81% excellent or good), “Overall Impression” (73% excellent or good), and “Knowledge” (71% excellent or good).



Summary:

Residents in the City of Novato are highly satisfied with the quality of life the City provides and with 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; and, expanding street infrastructure and local economic revitalization.

Finally, respondents support a “No Tax Rate Increase” continuation of Measure F at nearly 30 points above the simple majority requirement.