



GODBE RESEARCH
Gain Insight



City of Novato Voter Survey
September 18, 2007

Table of Contents

➤ Overview and Research Objectives -----	3
➤ Methodology Overview -----	4
➤ Direction Check -----	6
➤ Importance of City Services & Facilities -----	7
➤ Satisfaction with City Services & Facilities -----	11
➤ Quality of Life Measures -----	18
➤ Financial State of the City -----	19
➤ Problems Facing the City -----	20
➤ First Ballot Tests -----	21
➤ Influence of Features -----	23
➤ Second Ballot Tests -----	26
➤ Summary and Recommendations -----	29
➤ Appendix A: Additional Respondent Information -----	31

Overview and Research Objectives

- Assess resident perception of the overall direction of the State, County, City and respondents' neighborhoods.
- Rate the importance and satisfaction of a wide range of City services and facilities.
- Assess the perception of various components of quality of life and the City's current financial situation.
- Determine preliminary support for a hypothetical cent sales tax or a utility users tax.
- Rank the impact of features and arguments (pro & con) on a hypothetical revenue measure.
- Identify any differences in attitudes or perceptions due to demographic and/or behavioral characteristics.

Methodology Overview

- Data Collection Telephone Interviewing
- Universe 30,490 Likely November 2008 Voters residing in the City of Novato
- Fielding Dates July 27 to August 5, 2007
- Interview Length 17 minutes
- Sample Size 500
- Margin of Error $\pm 4.3\%$

- Key Segments Included in the Report:
 - Gender
 - Age
 - Housing Status
 - Ethnicity
 - Length of Residence in Novato
 - Neighborhood
 - Income
 - Voting Propensity

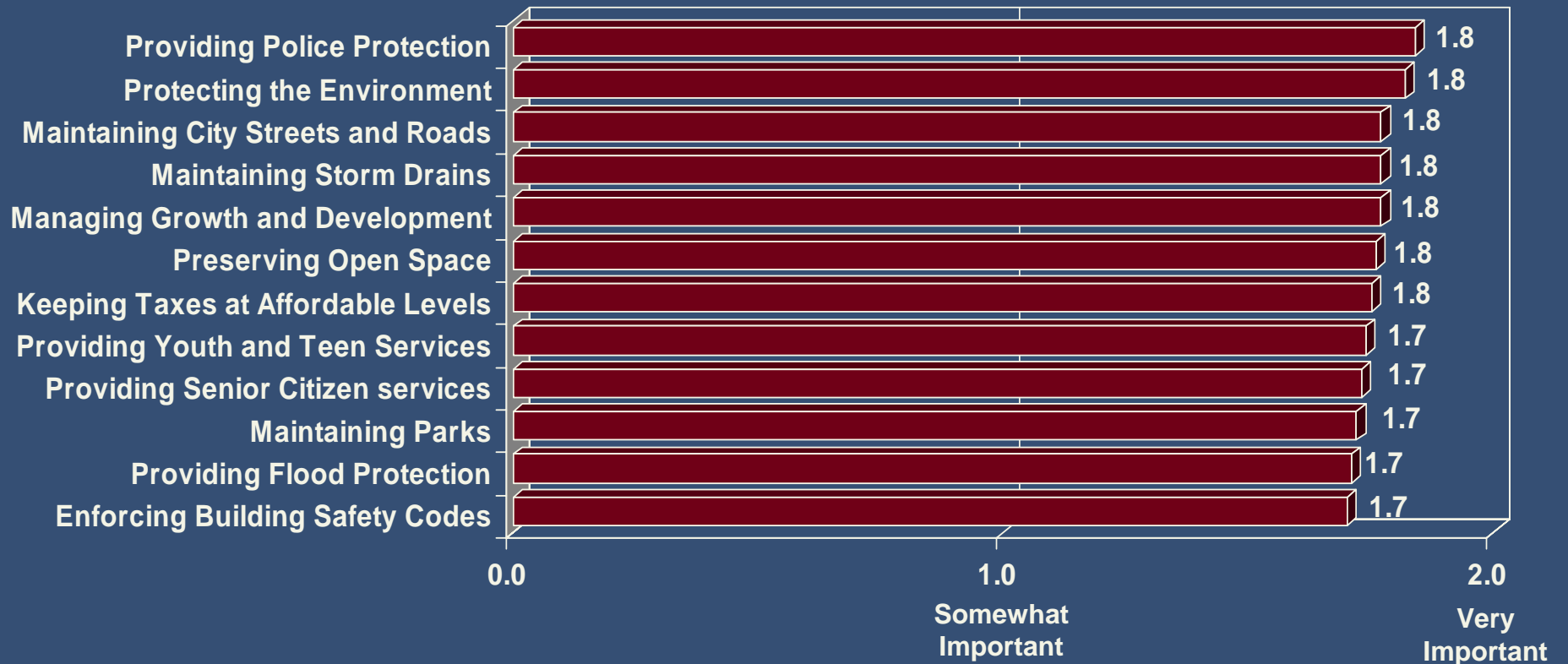
Direction Test

Respondents were asked if they thought the State of California, Marin County, the City of Novato, and their local neighborhood were headed in the Right Direction or were on the Wrong Track. Respondents have progressively more positive attitudes regarding this question as the frame of reference becomes more local.

	Right Direction	Wrong Track	Don't Know/No Answer
The State of California	48%	36%	17%
Marin County	57%	29%	13%
Novato	57%	27%	16%
Your local neighborhood	79%	13%	8%

Importance of City Services & Facilities

Police and environmental protection were the issues that got the highest importance rating from respondents overall, though it should be noted that these results are very dense and show no real statistical differentiation from one another.



Note: The responses were recoded to calculate mean scores: "Very Important" = +2, "Somewhat Important" = +1, and "Not Important" = 0.

Importance of City Services & Facilities



Note: The responses were recoded to calculate mean scores: "Very Important" = +2, "Somewhat Important" = +1, and "Not Important" = 0.

Importance of City Services & Facilities



Note: The responses were recoded to calculate mean scores: "Very Important" = +2, "Somewhat Important" = +1, and "Not Important" = 0.

Importance of City Services & Facilities

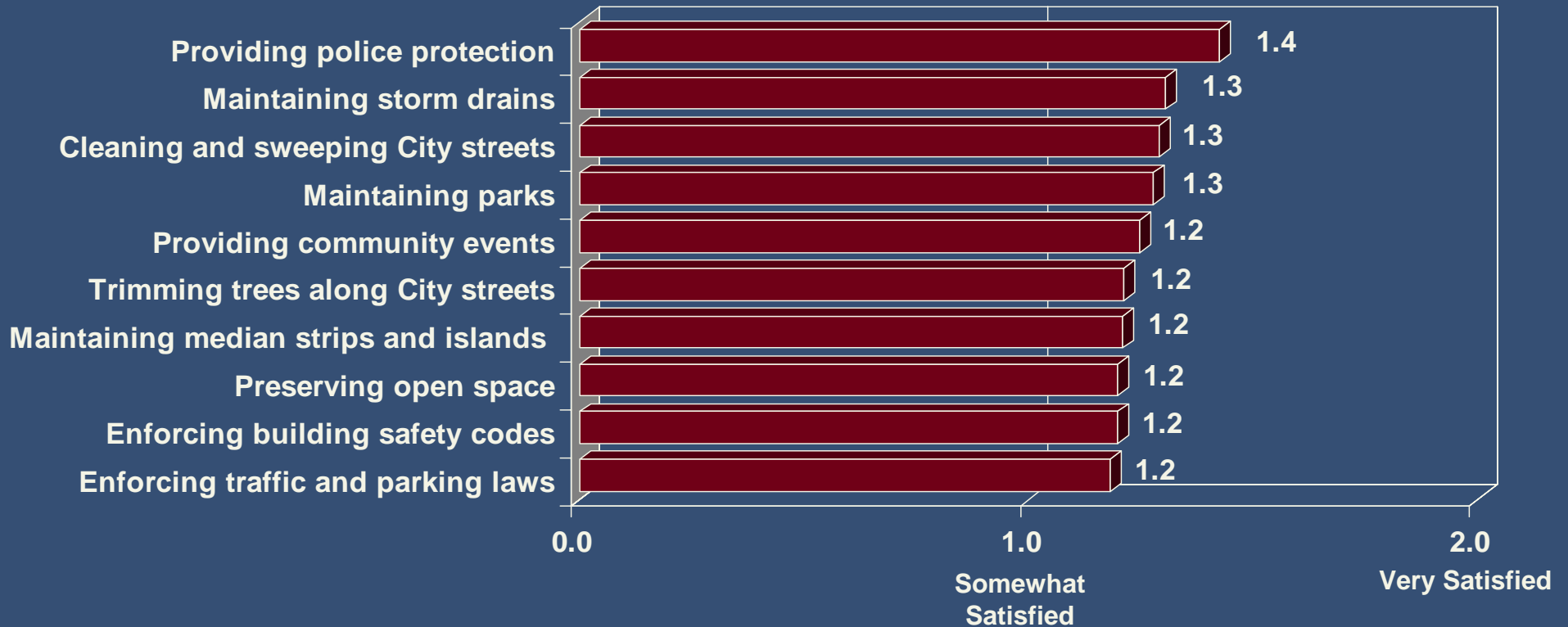
Difference in Subgroups I

Women rate police and environmental protection as significantly more important than men do. Respondents who have lived in Novato for less than five years are significantly less concerned with keeping taxes at affordable levels. Other differences seen here are not significant.

	Gender		How Long Have You Lived In Novato? (Years)			
	Male	Female	<5	5-10	11-20	20+
Providing Police Protection	1.8	1.9	1.8	1.8	1.8	1.9
Protecting the Environment	1.8	1.9	1.9	1.9	1.8	1.8
Maintaining City Streets and Roads	1.8	1.7	1.8	1.8	1.7	1.8
Maintaining Storm Drains	1.8	1.8	1.7	1.8	1.8	1.8
Managing Growth and Development	1.7	1.8	1.9	1.8	1.7	1.7
Preserving Open Space	1.7	1.8	1.8	1.8	1.8	1.7
Keeping Taxes At Affordable Levels	1.7	1.8	1.6	1.8	1.8	1.8
Providing Flood Protection	1.7	1.8	1.8	1.7	1.6	1.7
Enforcing Building Safety Codes	1.7	1.8	1.7	1.8	1.7	1.7

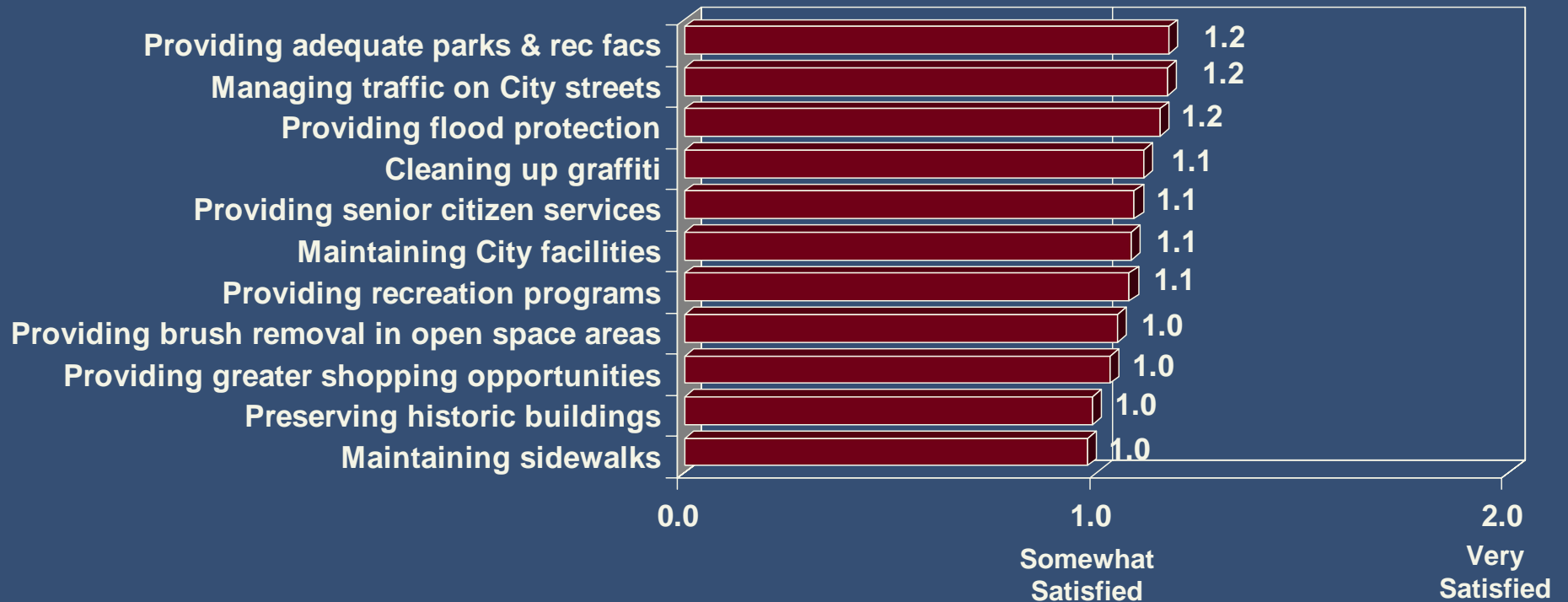
Satisfaction with City Services & Facilities

Satisfaction levels seen here do show some differentiation from one another with police protection clearly differentiated from several of the other services and facilities.



Note: The question labels have been abbreviated for charting purposes, Appendix D contains exact wording. Responses were coded to calculate mean scores: "Very Important" = +2, "Somewhat Important" = +1, and "Not Important" = 0.

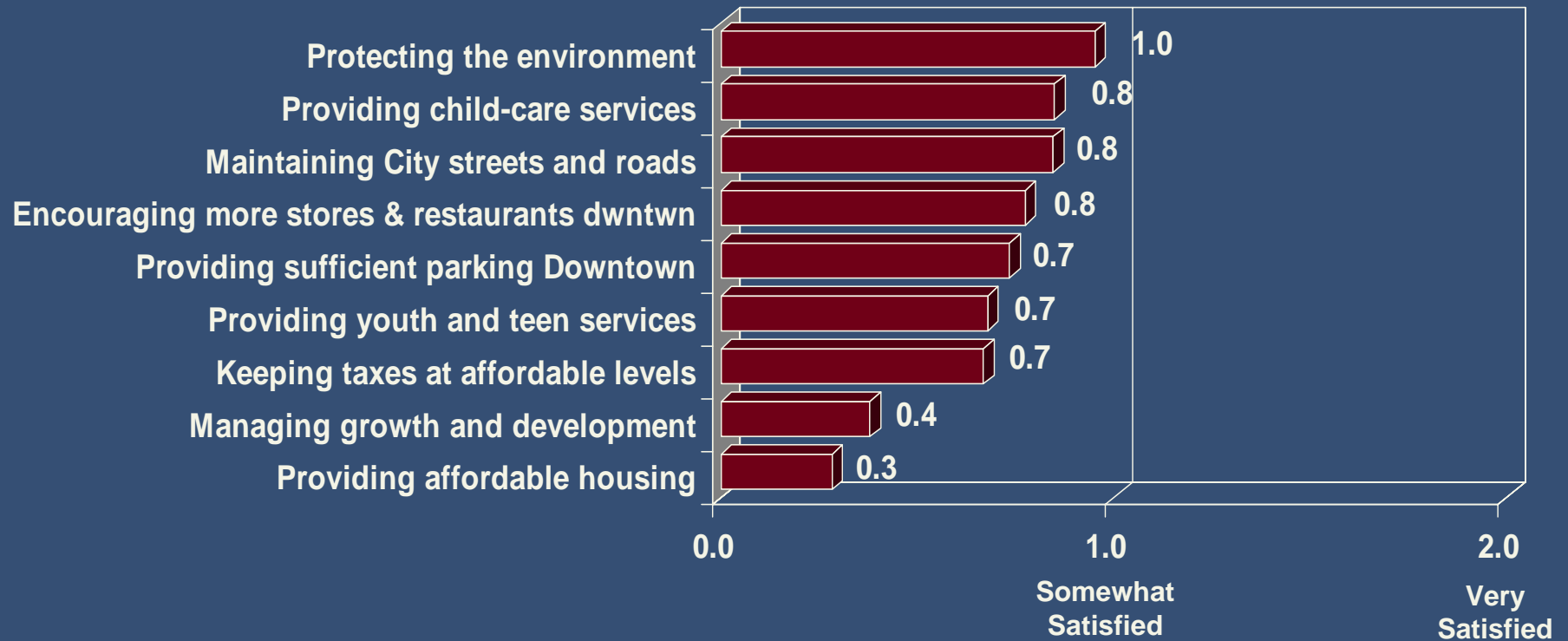
Satisfaction City Services and Facilities



Note: The question labels have been abbreviated for charting purposes, Appendix D contains exact wording. Responses were coded to calculate mean scores: "Very Important" = +2, "Somewhat Important" = +1, and "Not Important" = 0.

Satisfaction with Selected Issues

Managing growth and providing affordable housing are areas of lowest satisfaction.



Note: The above question labels have been abbreviated for charting purposes. Appendix D has exact wording. The responses were recoded to calculate mean scores: "Very Important" = +2, "Somewhat Important" = +1, and "Not Important" = 0.

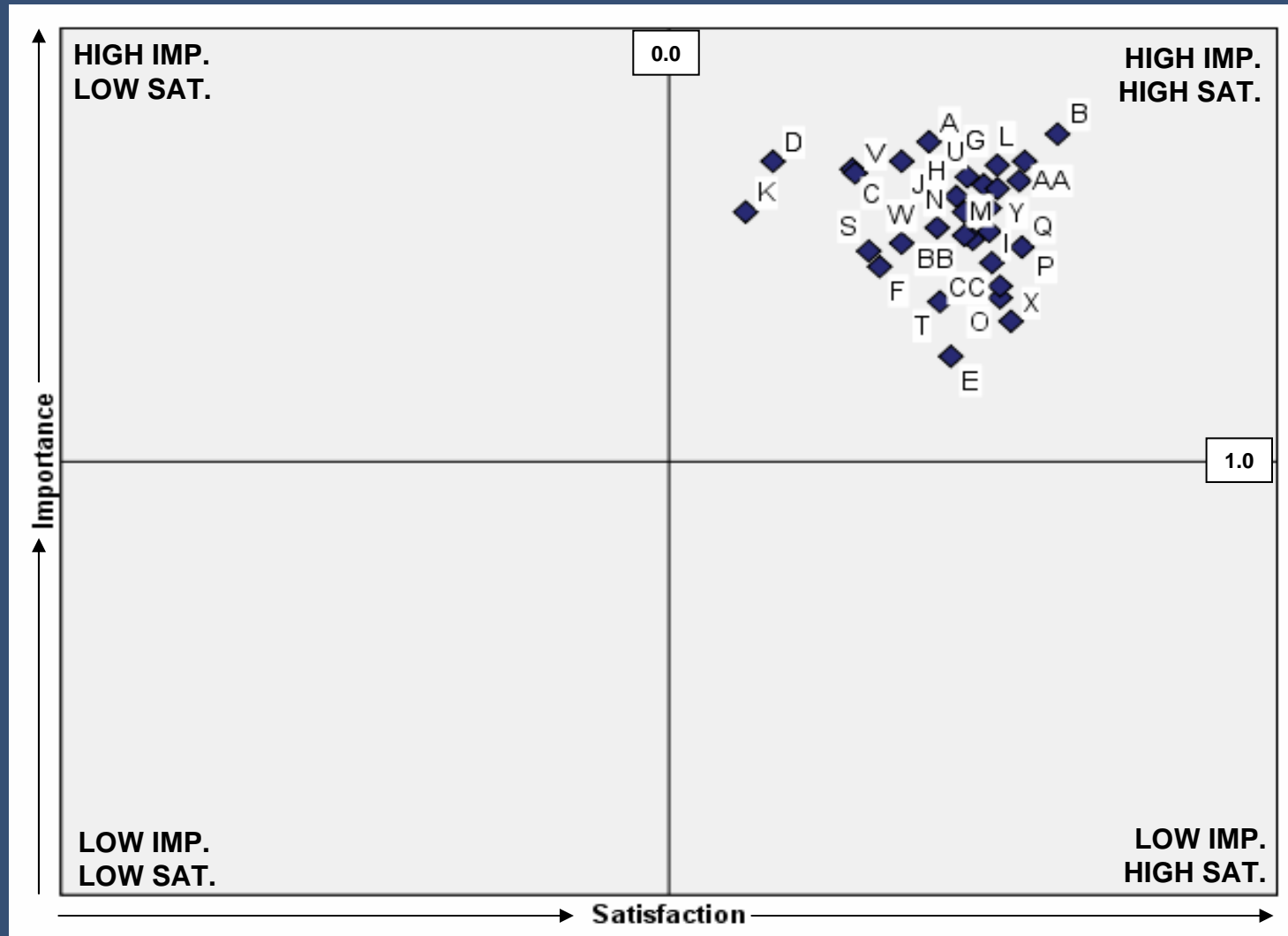
Satisfaction with City Services & Facilities

Difference in Subgroups I

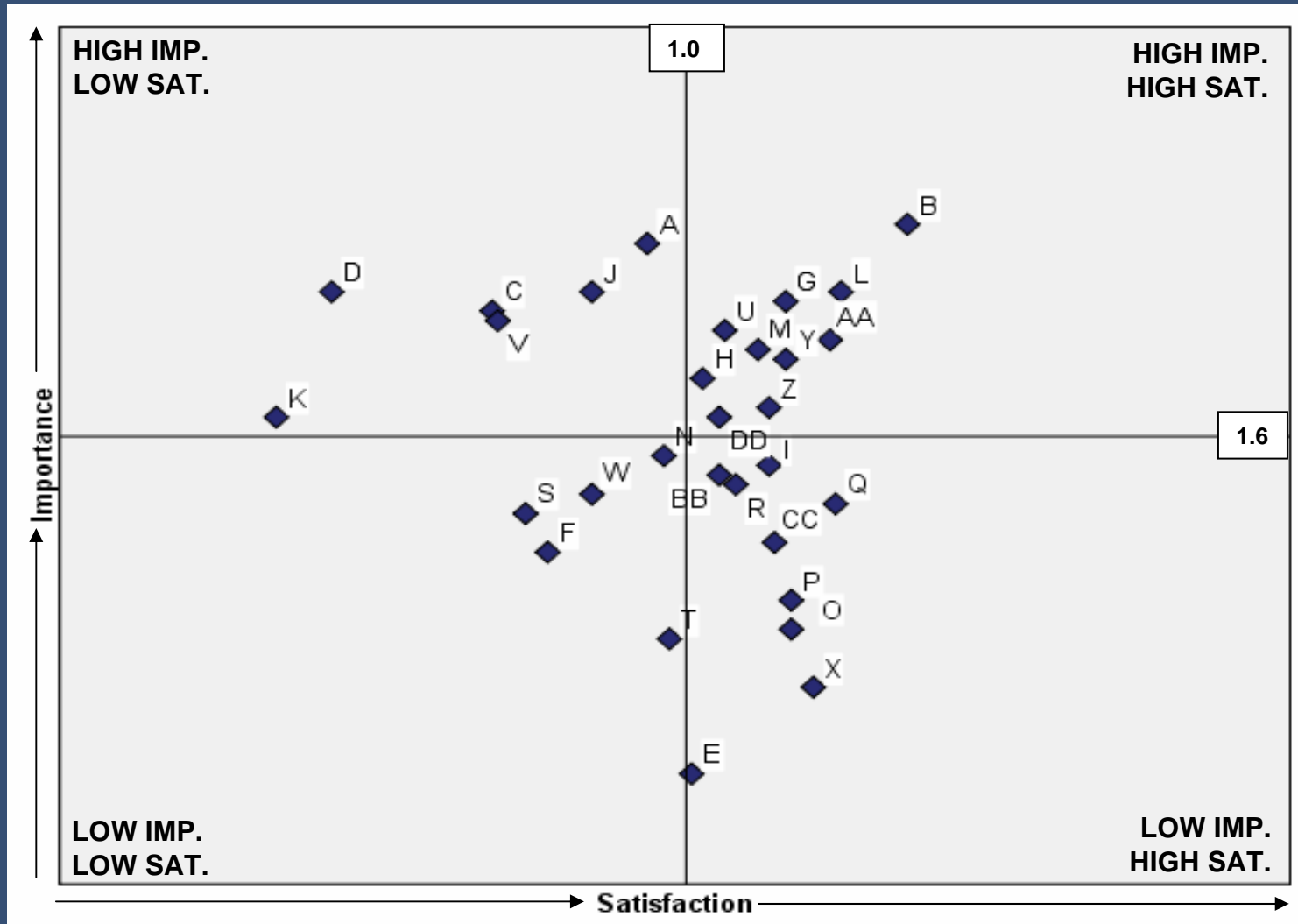
Men are significantly more satisfied with performance in storm drain maintenance, street cleaning and sweeping, and community events than women. The longest term residents tend to return weaker satisfaction ratings than the newer Novato residents.

	Gender		How Long Have You Lived In Novato? (Years)			
	Male	Female	<5	5-10	11-20	20+
Providing police protection	1.4	1.4	1.7	1.3	1.4	1.4
Maintaining storm drains	1.4	1.2	1.4	1.2	1.3	1.3
Cleaning and sweeping City streets	1.4	1.2	1.5	1.2	1.2	1.2
Maintaining parks	1.3	1.3	1.2	1.3	1.3	1.2
Providing community events	1.4	1.2	1.2	1.3	1.3	1.2
Trimming trees along City streets	1.2	1.2	1.3	1.3	1.2	1.0
Maintaining median strips and islands	1.2	1.2	1.0	1.4	1.3	1.1
Preserving open space	1.3	1.1	1.1	1.1	1.4	1.1
Enforcing building safety codes	1.3	1.1	1.4	1.2	1.4	0.9
Enforcing traffic and parking laws	1.1	1.2	1.4	1.1	1.2	1.1

Importance Satisfaction Matrix



Importance Satisfaction Matrix: Close-up



Importance Satisfaction Matrix: Key

	Service Item	Imp	Sat
A	Protecting environment	1.82	0.95
B	Police protection	1.84	1.42
C	Affordable tax levels	1.75	0.67
D	Managing growth & development	1.77	0.38
E	Shopping opportunities	1.27	1.03
F	Stores & restaurants in downtown	1.50	0.77
G	Preserving open space	1.76	1.20
H	Brush removal in open space	1.68	1.05
I	Traffic on City streets	1.59	1.17
J	City streets and roads	1.77	0.85
K	Affordable housing	1.64	0.28
L	Storm drains	1.77	1.30
M	Flood protection	1.71	1.15
N	Maintaining sidewalks	1.60	0.98
O	Trimming trees along City streets	1.42	1.21
P	Maintaining & weeding median strips & islands on City streets	1.45	1.21

	Service Item	Imp	Sat
Q	Cleaning & sweeping City streets	1.55	1.29
R	Cleaning up graffiti	1.57	1.11
S	Downtown parking	1.54	0.73
T	Preserving historic buildings	1.41	0.99
U	Senior citizen services	1.73	1.09
V	Youth & teen services	1.74	0.68
W	Child-care services	1.56	0.85
X	Community events	1.36	1.25
Y	Enforcing building safety codes	1.70	1.20
Z	Parks & recreation facilities	1.65	1.17
AA	Maintaining parks	1.72	1.28
BB	Recreation programs	1.58	1.08
CC	Enforcing traffic and parking laws	1.51	1.18
DD	Maintaining City facilities	1.64	1.08

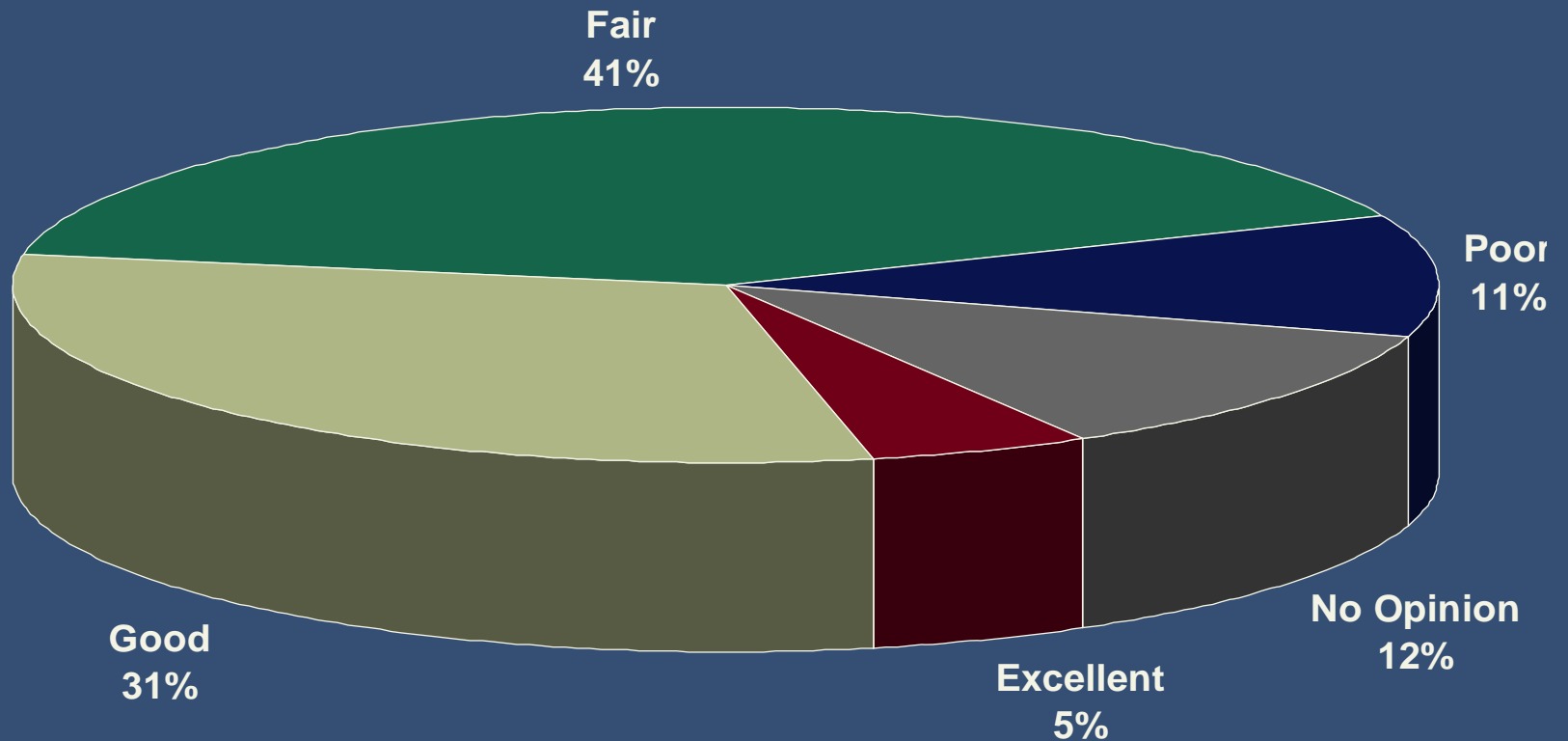
Quality of Life Measures

On quality of life dimensions, large groups of respondents indicated they feel safe, agree the revitalization efforts are good for Novato, and believe Novato has been successful in maintaining its character and atmosphere.

	Yes	No	DK/NA
Do you generally feel safe from crime in Novato?	92%	7%	1%
Do you feel as safe today as you did five years ago?	78%	17%	6%
Has the new development ... benefited you?	53%	43%	4%
Is growth in Novato occurring too fast?	39%	58%	3%
Has the revitalization effort ... been a good thing for Novato?	82%	14%	4%
Do you have confidence in City leaders to ... solve problems?	56%	36%	8%
Has the quality of living in Novato improved in the last five years?	54%	36%	10%
Are property taxes affordable in Novato?	49%	42%	9%
Is Novato successfully maintaining its character and atmosphere?	73%	23%	4%

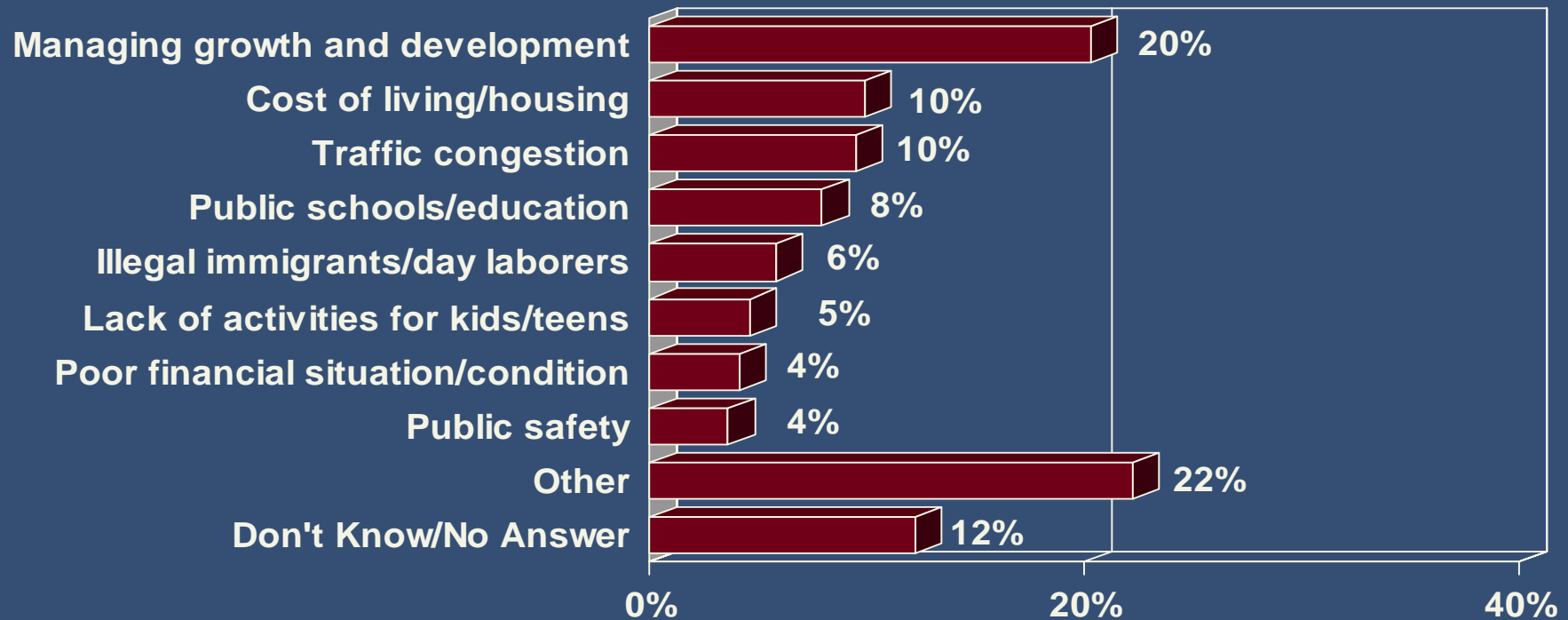
Financial State of the City

Overall, 36 percent of the respondents gave a positive rating (excellent or good) to the current financial situation of the City, whereas 52 percent rated it as fair or poor. About 12 percent did not render an opinion.



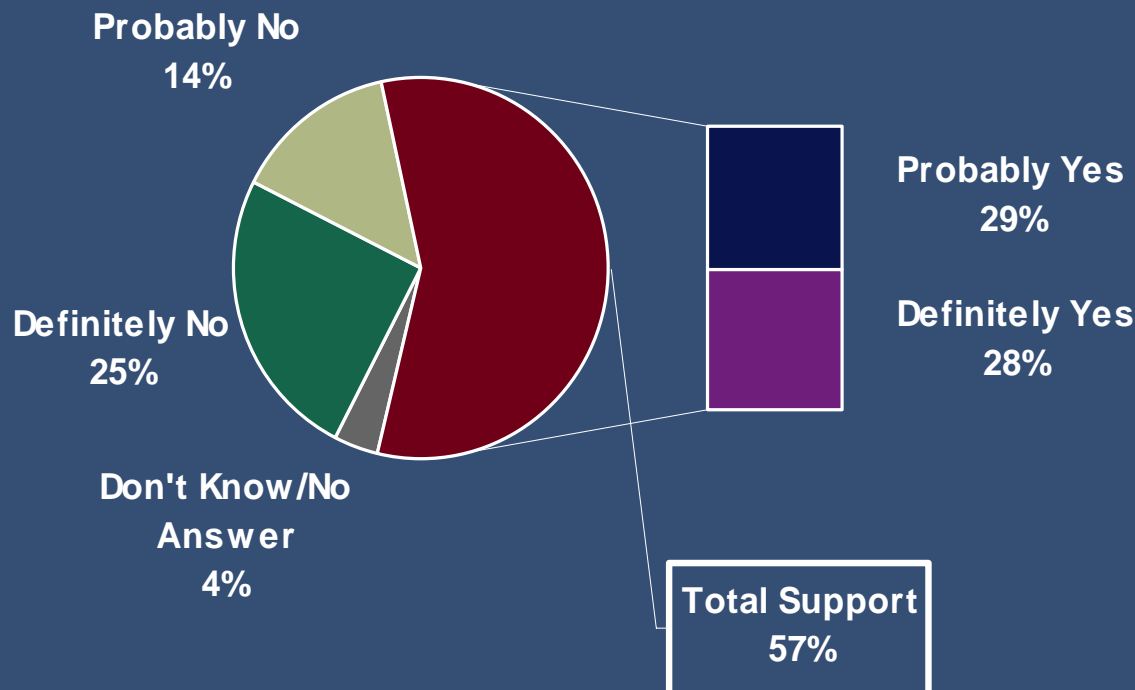
Problems Facing the City

Managing growth and development along with cost of living or housing and traffic congestion were identified as the top issues facing the City of Novato.



First Ballot Test – Sales Tax

Total overall support for a sales tax is fair; and puts passage as a real possibility given the appropriate messaging and education efforts. Segment results do not show any meaningful differentiation from one another on the first ballot test.



Voters in the City of Novato may be asked to vote on a number of various local measures in the future. Let me read you a summary of one potential measure:

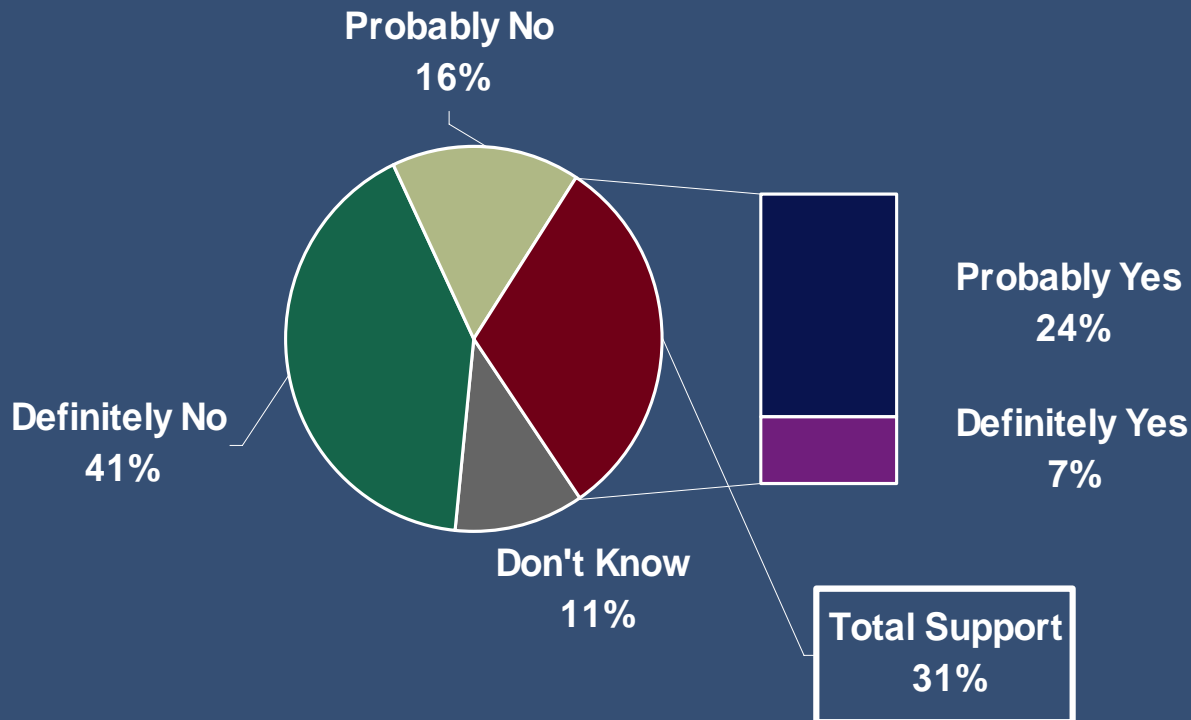
In order to enhance public services to the community through building, expanding and/or improving City facilities and services such as:

- Maintaining, repairing, or replacing deteriorating City Buildings,
- Maintaining and improving police and disaster preparedness services;
- Funding community programs and facilities for seniors; and
- Maintaining and improving City streets and sidewalks

Shall the City of Novato be authorized to enact a half cent sales tax?

First Ballot Test – Utility User Tax

Support levels for a Utility User Tax are very low, indicating this type of tax will be difficult to gain voter approval.



Voters in the City of Novato may be asked to vote on a number of various local measures in the future. Let me read you a summary of one potential measure:

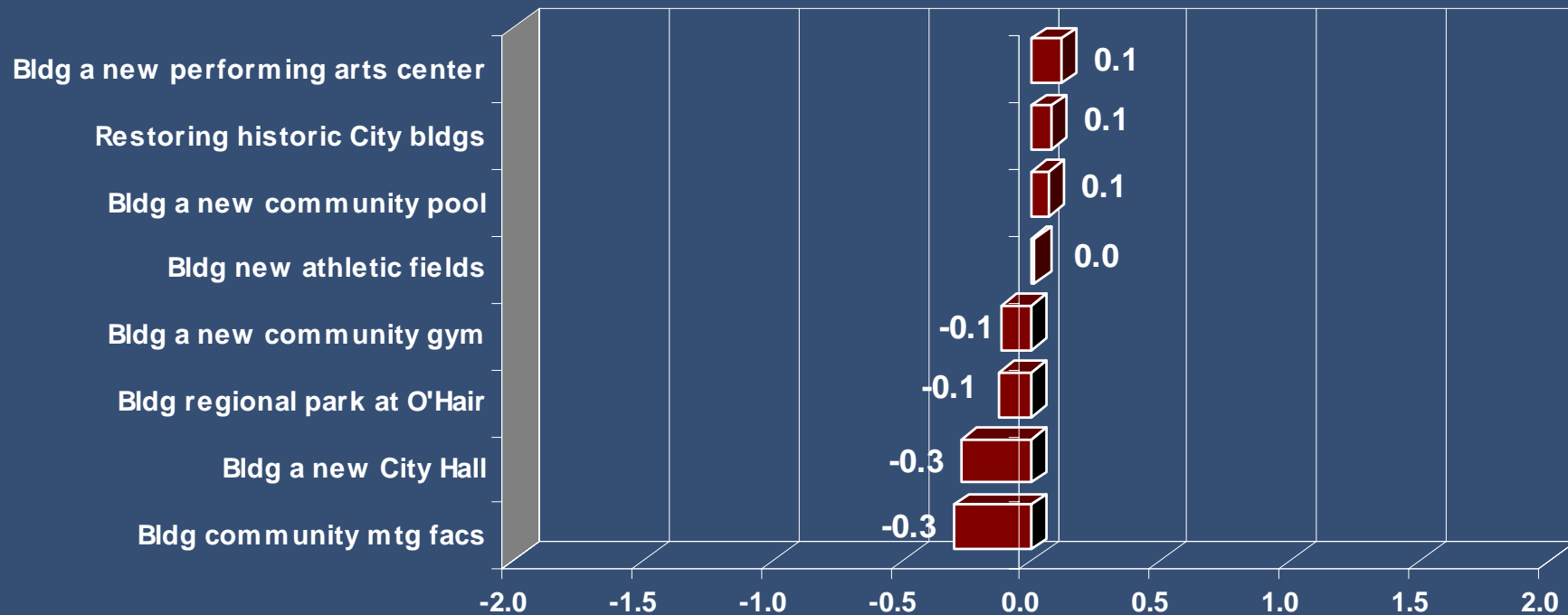
In order to enhance public services to the community through building, expanding and/or improving City facilities and services such as:

- Maintaining, repairing, or replacing deteriorating City Buildings,
- Maintaining and improving police and disaster preparedness services;
- Funding community programs and facilities for seniors; and
- Maintaining and improving City streets and sidewalks

Shall the City of Novato be authorized to enact a 5% Utility User Tax on electric power, water, cable, and sewer bills?

Influence of Features on Voter Support

Next, the respondents were presented with eight projects that could be supported by the measure and asked to indicate if this would make them more or less likely to vote for the measure. While a new performing arts center and restoring historic City buildings scored the highest, the impact of all of the items was marginal at best.



Note: The responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.

Influence of Features on Voter Support

Difference in Subgroups I

Men are slightly more positively inclined toward meeting facilities and a new pool than women. High propensity voters are more receptive to a new City Hall than lower propensity voters; while the low propensity voters are more receptive to new athletic fields and a new performing arts center.

	Voting Propensity			Gender	
	Low	Medium	High	Male	Female
Building a new community meeting facilities	-0.4	-0.2	-0.3	-0.1	-0.5
Building a new community pool	0.2	-0.1	-0.1	0.3	-0.1
Building a new regional park on the O'Hair property	-0.1	0.0	-0.2	-0.1	-0.2
Building new athletic fields	0.4	-0.2	-0.4	0.1	-0.1
Building a new City Hall	-0.5	-0.2	0.1	-0.1	-0.4
Building a new performing arts center	0.2	0.0	-0.1	0.2	0.0
Building a new community gymnasium	0.1	-0.3	-0.5	-0.1	-0.2

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a blue mean score or percentage figure is statistically higher than a red number between comparative groups, e.g., male vs. female, etc.

Influence of Features on Voter Support

Difference in Subgroups II

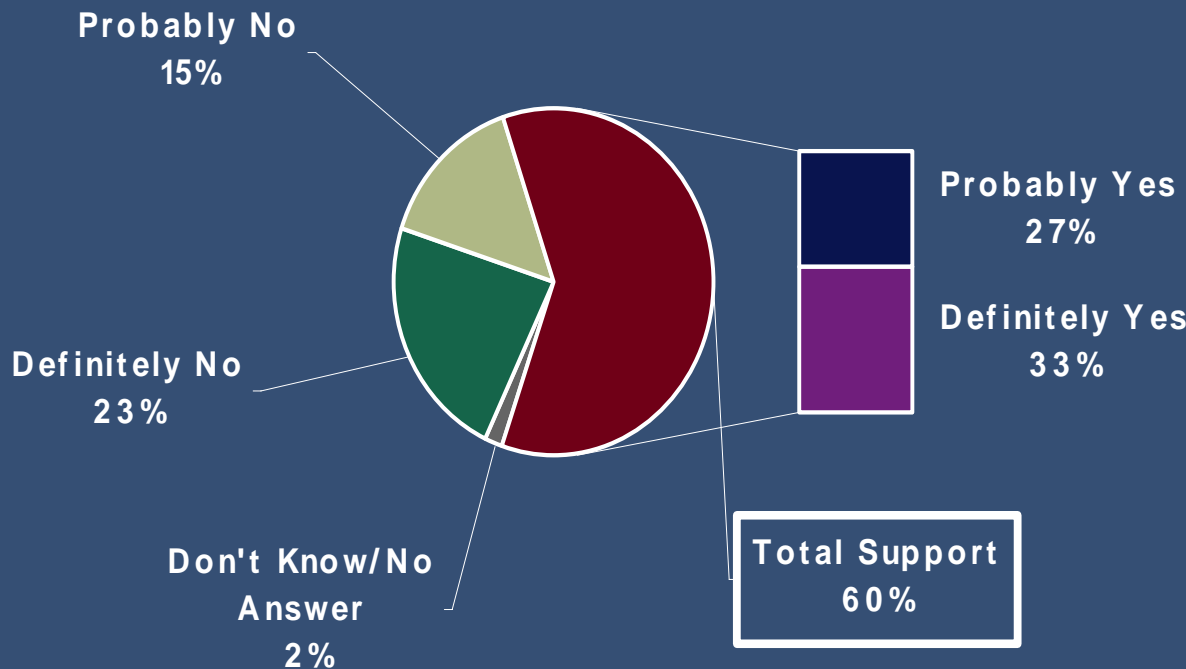
While there is little statistical differential between these respondent groups, the results from the 5-10 year residents regarding the City Hall show that they are significantly more receptive to it than others.

	Length of Residence in Novato			
	<5 Years	5-10 Years	11-20 Years	20+ Years
Building a new community meeting facilities	-0.3	0.1	-0.7	-0.3
Building a new community pool	0.1	0.2	-0.2	0.1
Building a new regional park on the O'Hair property	0.2	-0.1	-0.3	-0.2
Building new athletic fields	0.1	0.1	0.1	-0.2
Building a new City Hall	-0.4	-0.2	-0.3	-0.3
Building a new performing arts center	0.0	0.6	0.2	-0.2
Building a new community gymnasium	-0.3	0.3	-0.1	-0.3
Restoring Historic Community Buildings	0.1	0.3	0.0	-0.1

Note: Significant differences at the 95% confidence level between subgroups are denoted by colors: a blue mean score or percentage figure is statistically higher than a red number between comparative groups, e.g., male vs. female, etc.

Second Ballot Test – Sales Tax

Total overall support for a sales tax improved slightly after the simulated education campaign. Again, segment results do not show any meaningful differentiation from one another on the second ballot test.



Voters in the City of Novato may be asked to vote on a number of various local measures in the future. Let me read you a summary of one potential measure:

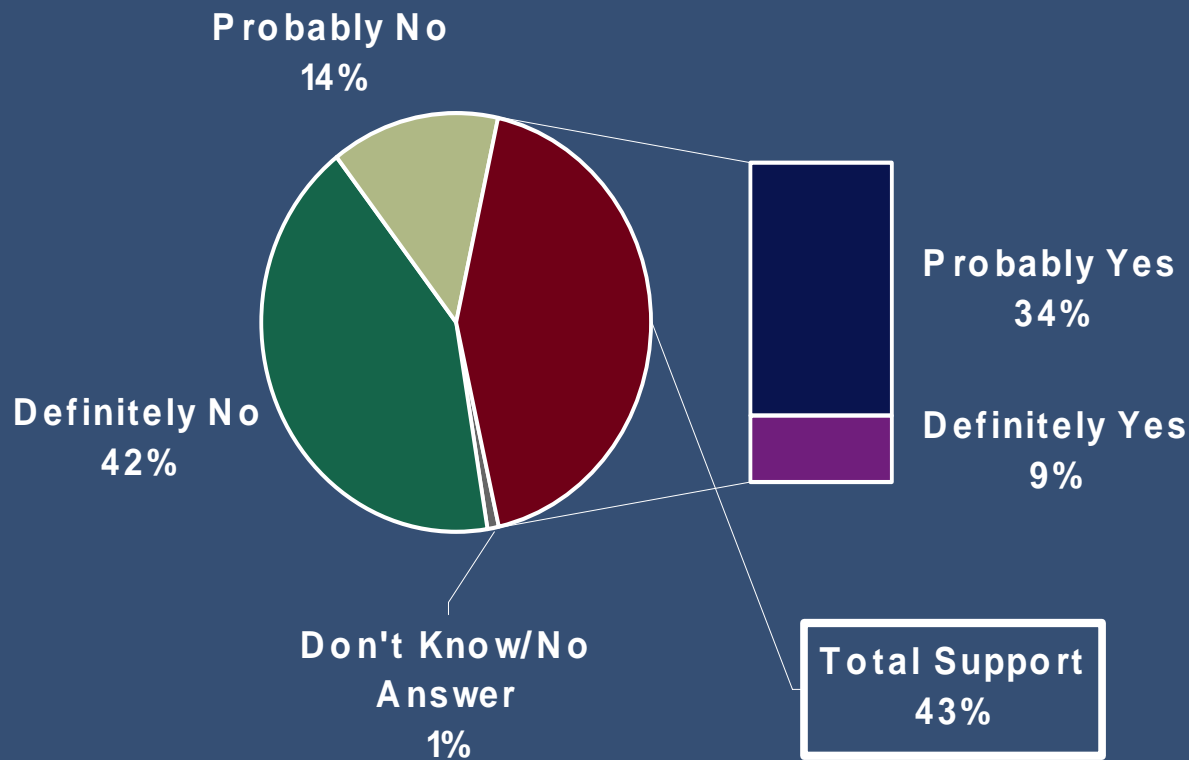
In order to enhance public services to the community through building, expanding and/or improving City facilities and services such as:

- o Maintaining, repairing, or replacing deteriorating City Buildings, maintaining and improving police and disaster preparedness services;
- o funding community programs and facilities for seniors; and
- o maintaining and improving City streets and sidewalks

Shall the City of Novato be authorized to enact a half cent sales tax?

Second Ballot Test – Utility User Tax

While, support levels for a Utility User Tax increased from the first test, they still remain well below levels that would give the measure even a reasonable chance of success.



Voters in the City of Novato may be asked to vote on a number of various local measures in the future. Let me read you a summary of one potential measure:

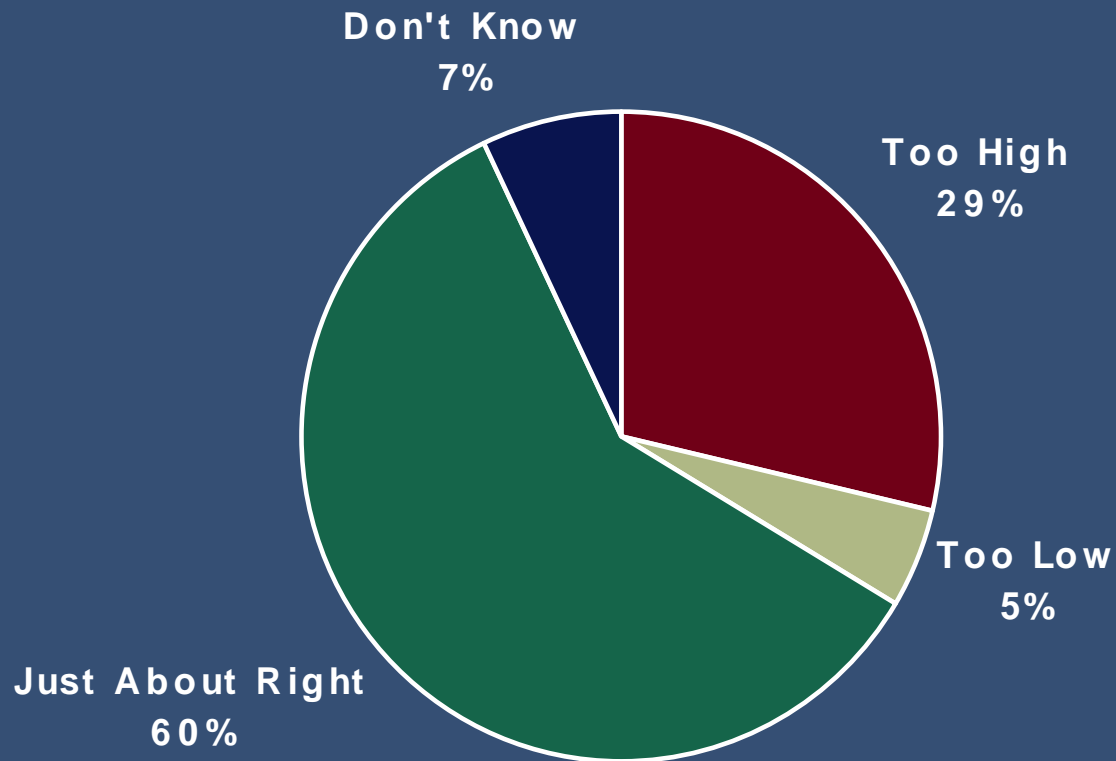
In order to enhance public services to the community through building, expanding and/or improving City facilities and services such as:

- Maintaining, repairing, or replacing deteriorating City Buildings,
- Maintaining and improving police and disaster preparedness services;
- Funding community programs and facilities for seniors; and
- Maintaining and improving City streets and sidewalks

Shall the City of Novato be authorized to enact a 5% Utility User Tax on electric power, water, cable, and sewer bills?

Perception of Local Taxes

Finally, respondents were asked if they felt local taxes in Novato are too high, too low, or just about right. The overall results are shown below – segment results do not show meaningful differences for this measure. Voting propensity segments show no real differences here.



- Respondents rank police protection, environmental protection, and maintaining streets, road and storm drains as the most important.
- Respondents return strong satisfaction results for police protection, maintaining storm drains, cleaning city streets and maintaining parks.
- Findings indicate several areas for potential improvement:
 - Providing affordable housing
 - Managing growth and development
 - Providing youth and teen services
 - Keeping taxes affordable

- The survey results show sufficient support for the passage of a general sales tax of one half of one cent, if the City is willing to commit to an education campaign.
 - The Utility User Tax is not a viable option given the results seen in this survey.
 - While there are some significant differences between groups of respondents, ballot test results are consistent across all segments.
- Support for the features tested in the survey is tepid, messaging based on importance/satisfaction matrix would probably be more successful.



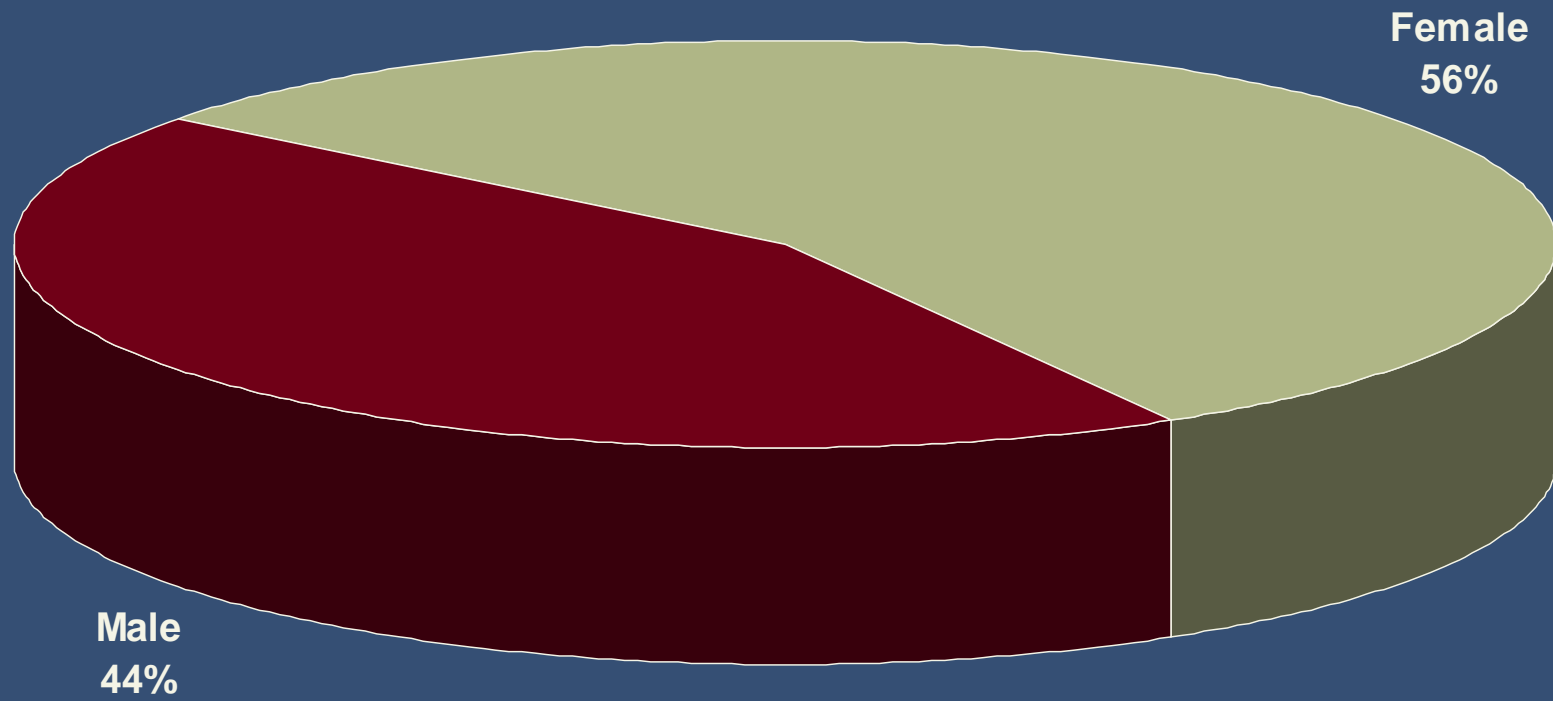
GODBE RESEARCH
Gain Insight



Appendix A: Respondent Demographics

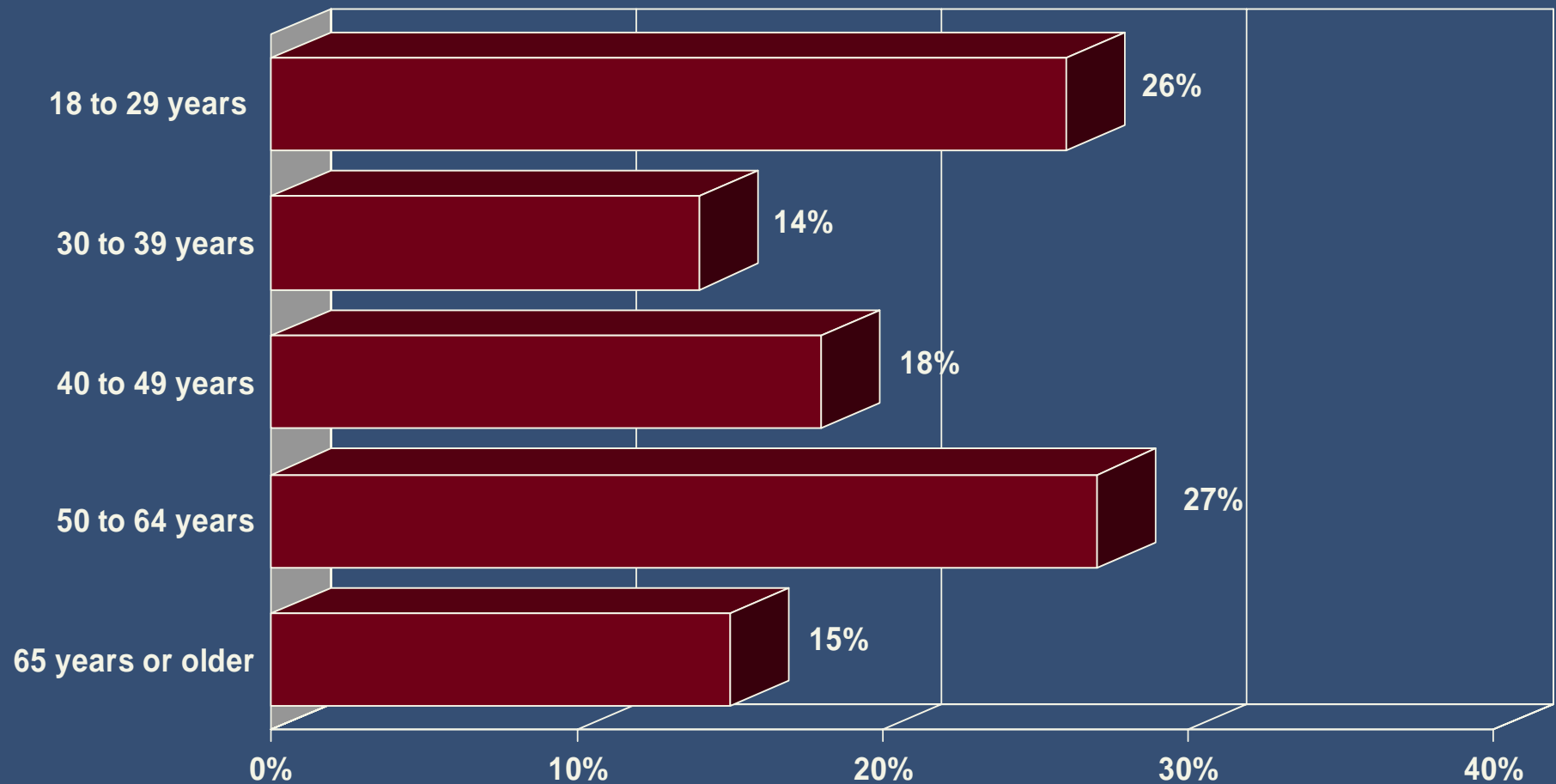
Respondent Demographics

Gender



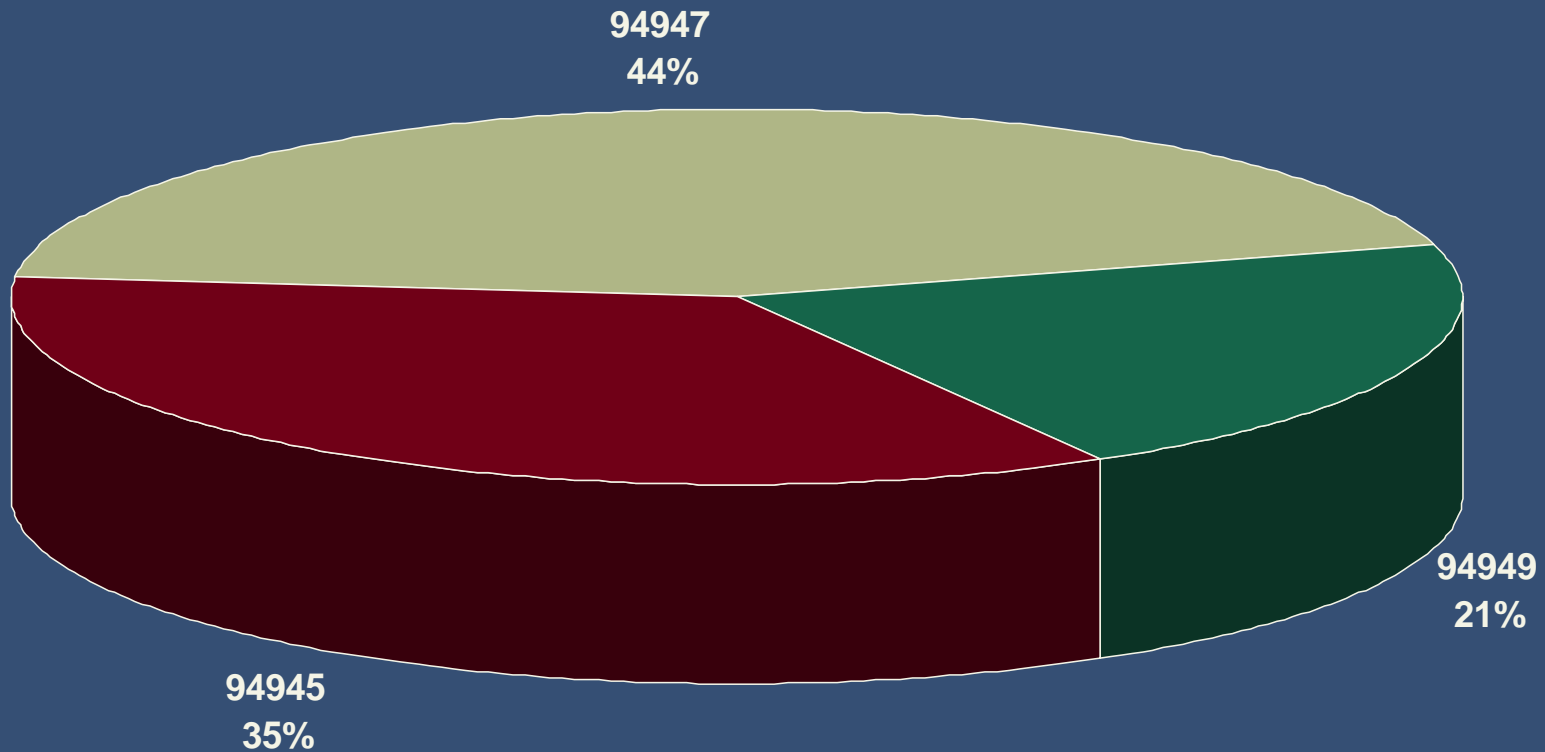
Respondent Demographics

Age



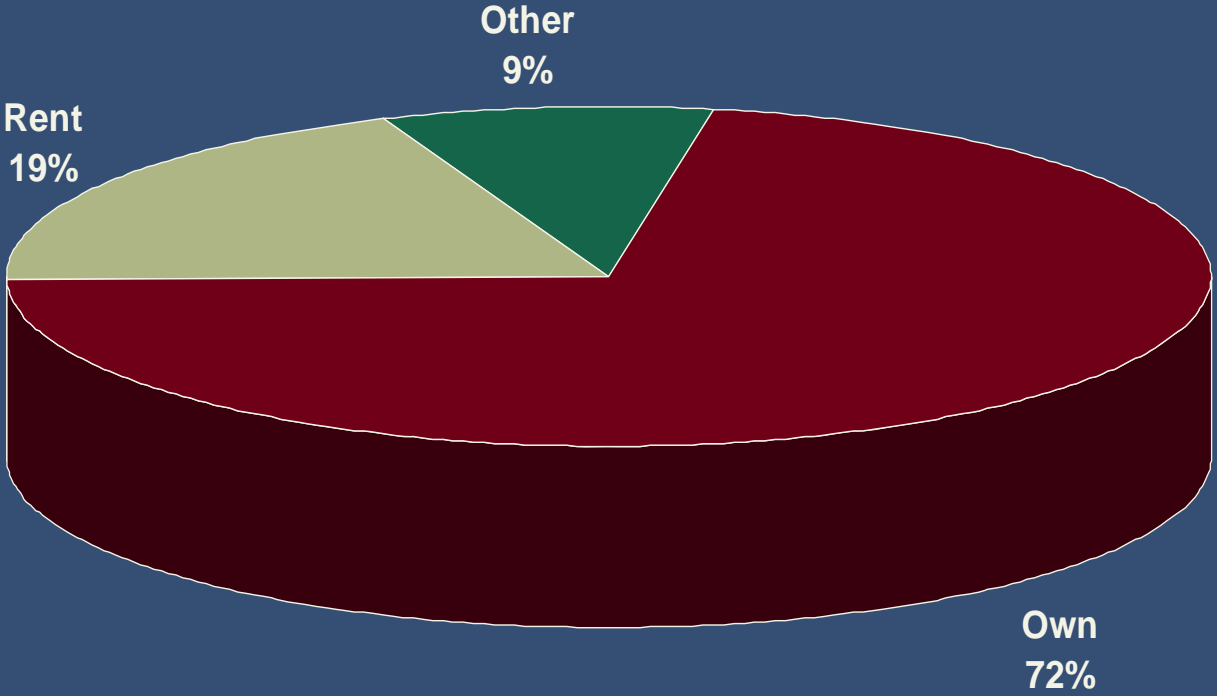
Respondent Demographics

Zip Code of Residence



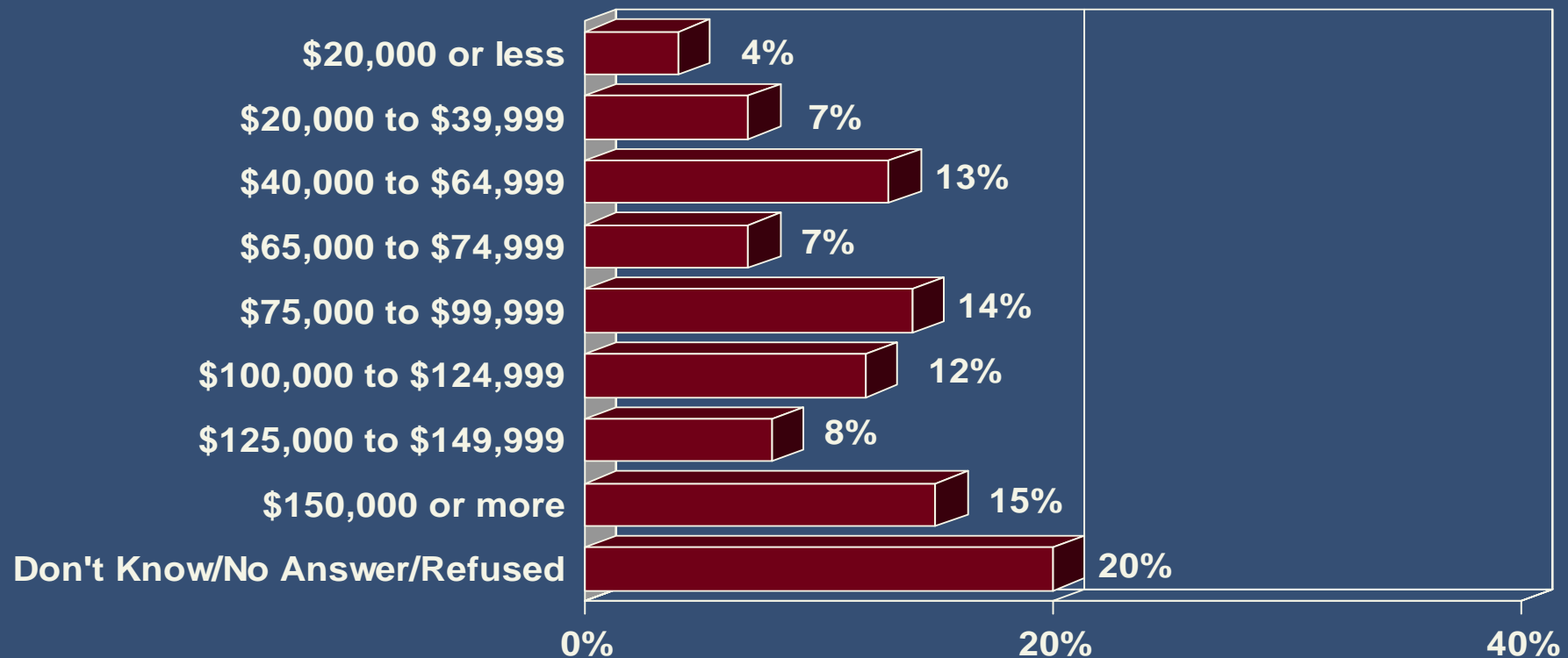
Respondent Demographics

Homeownership Status



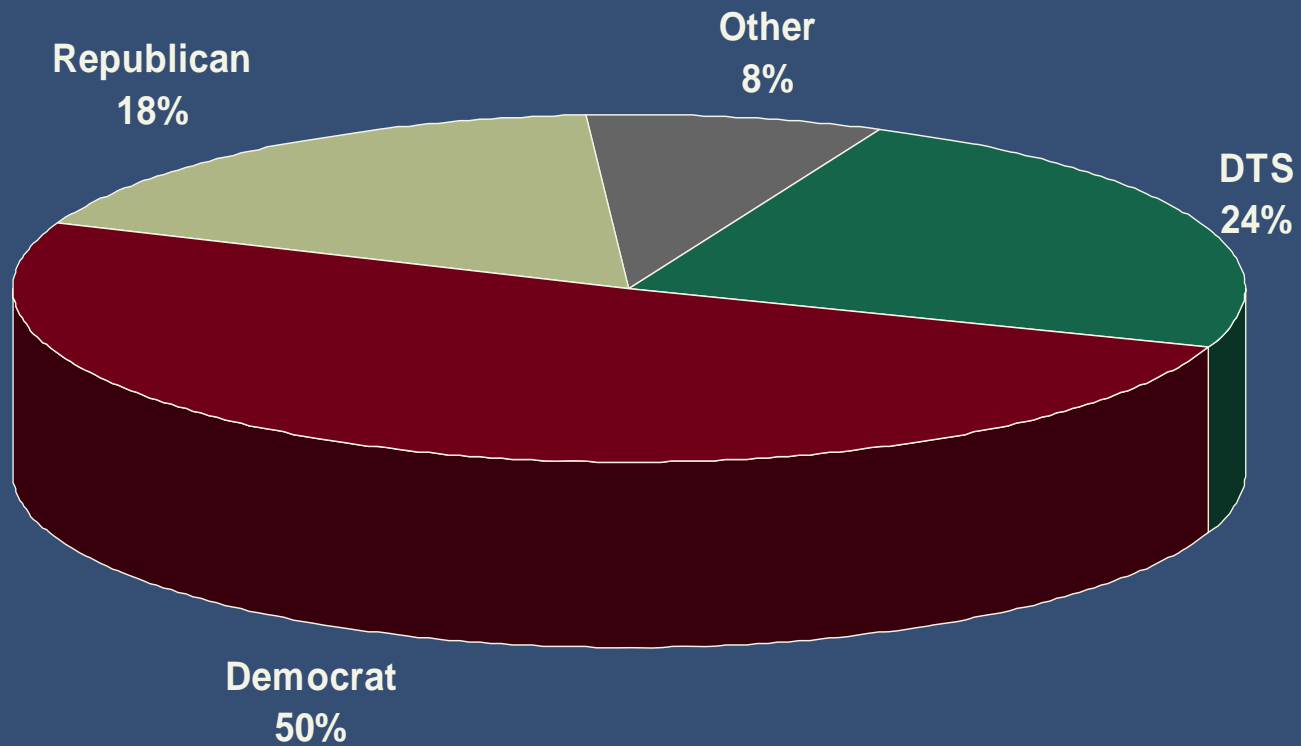
Respondent Demographics

Annual Household Income



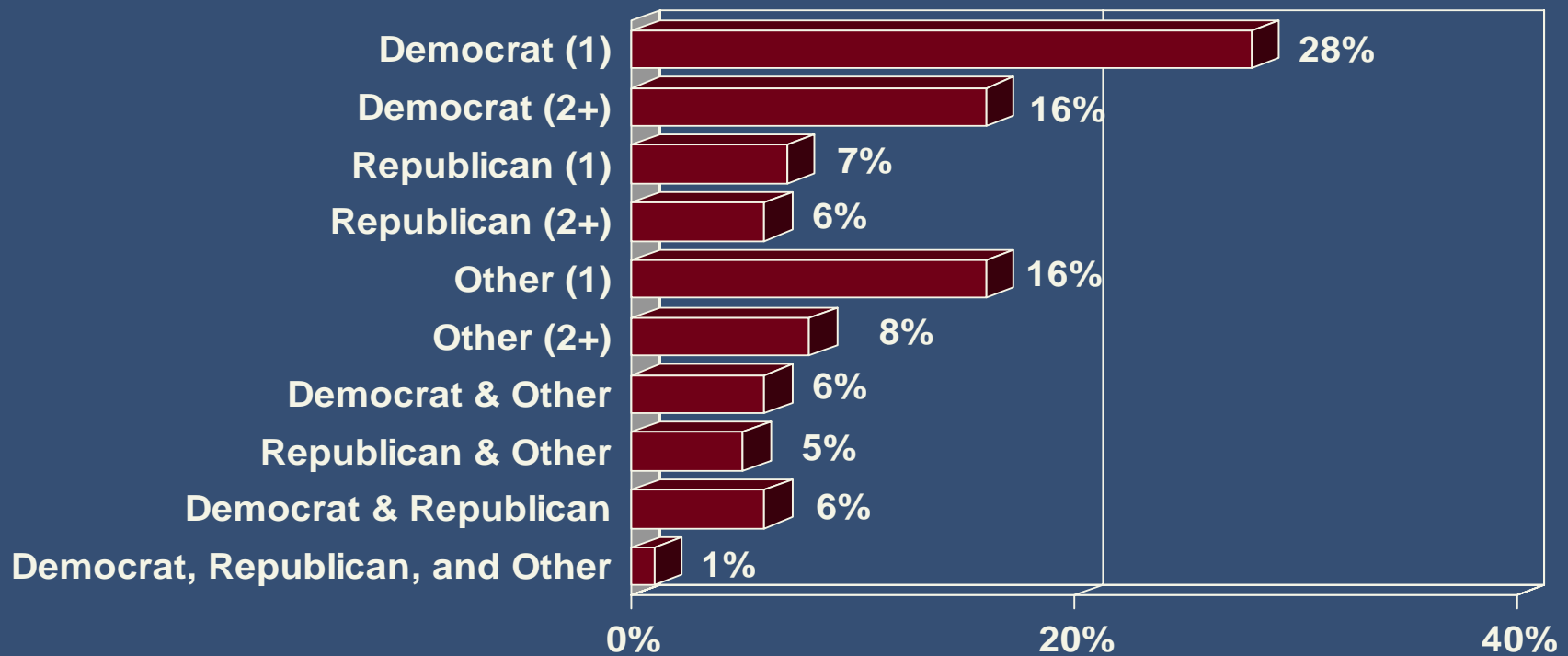
Respondent Demographics

Individual Party



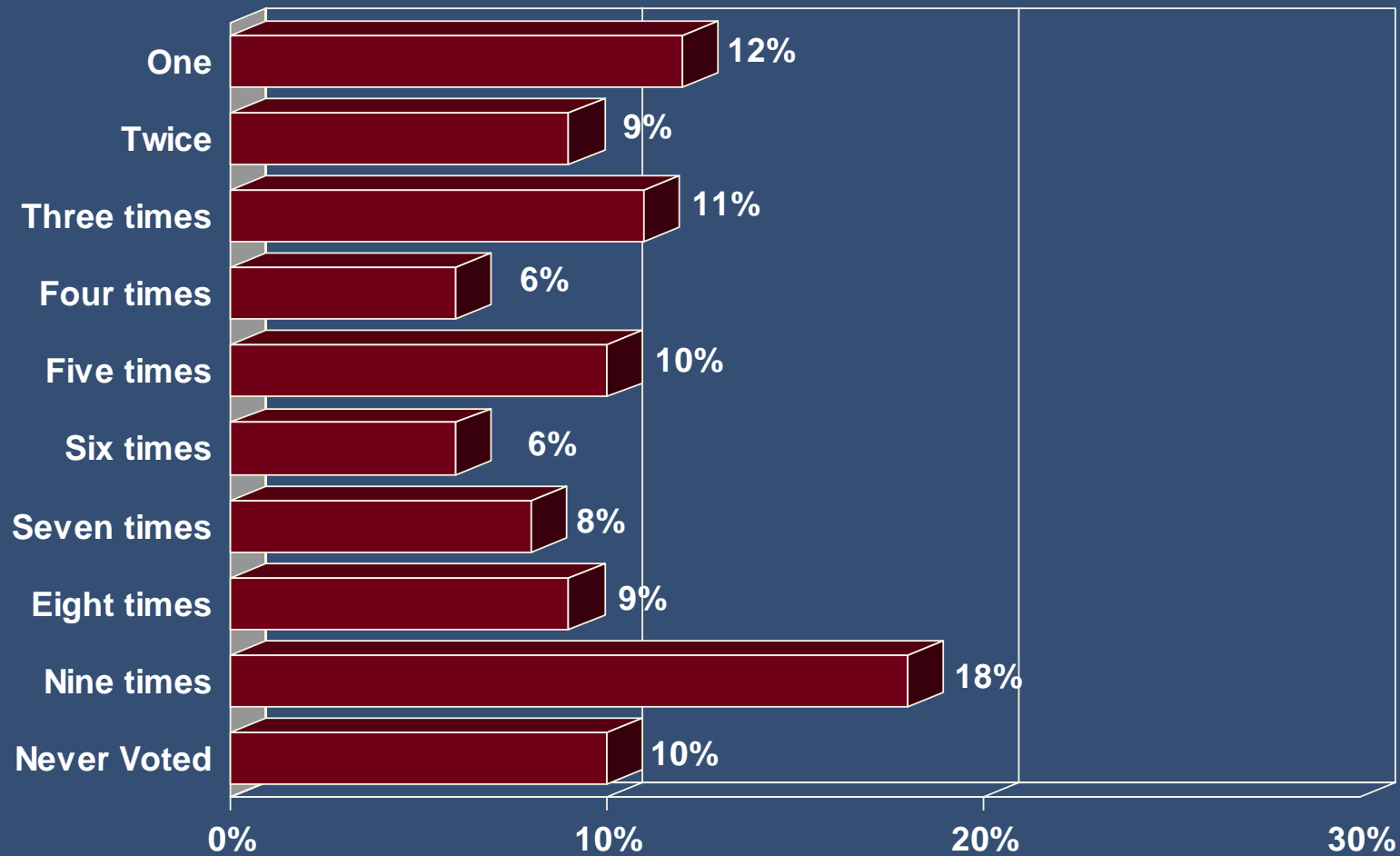
Respondent Demographics

Household Party Type



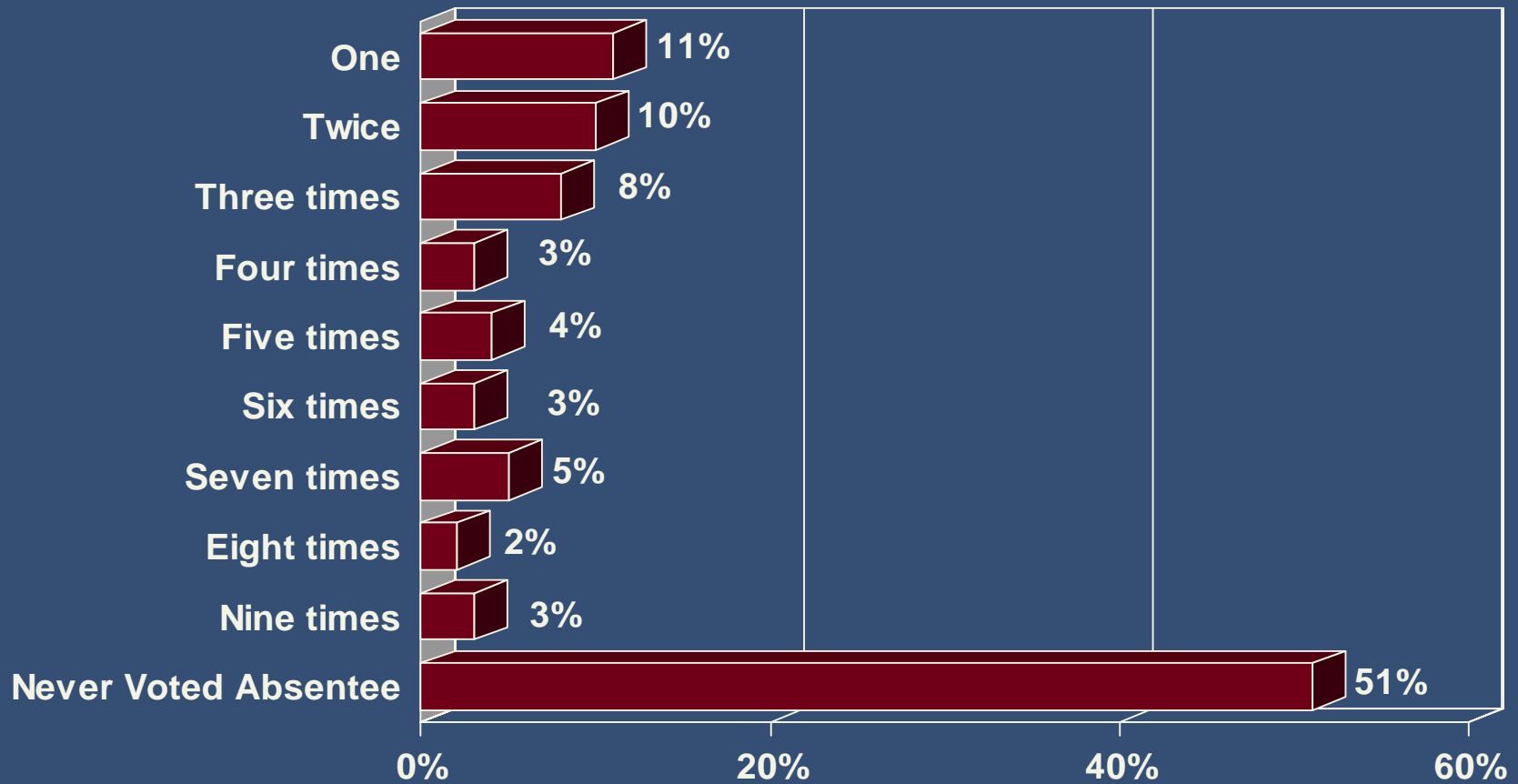
Respondent Demographics

Voting Propensity



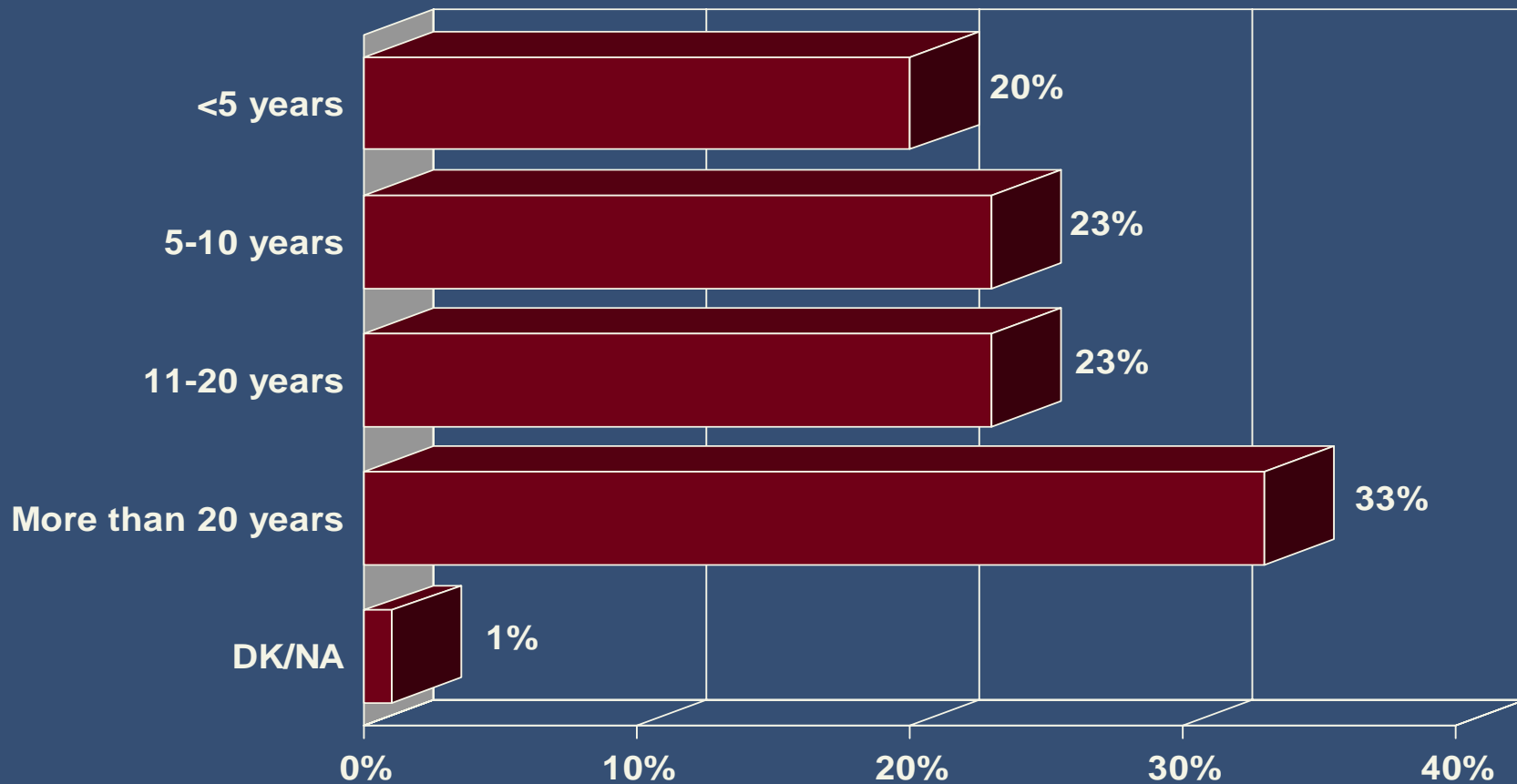
Respondent Demographics

Absentee Voter



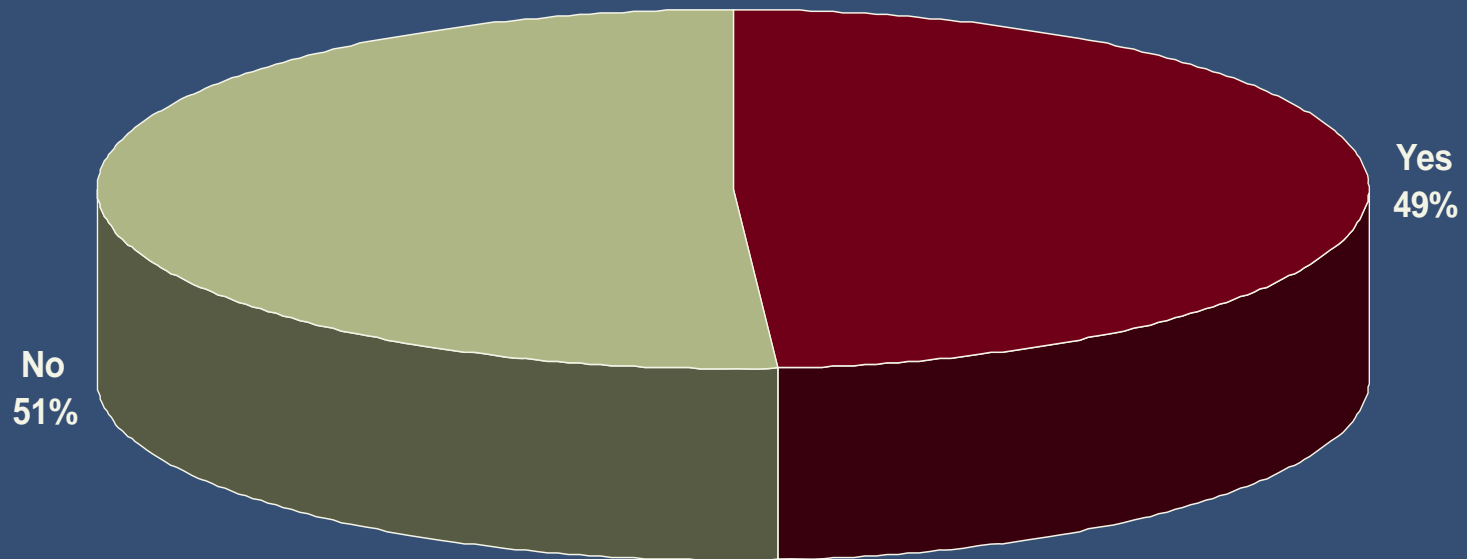
Respondent Demographics

Length of Time Living In Novato



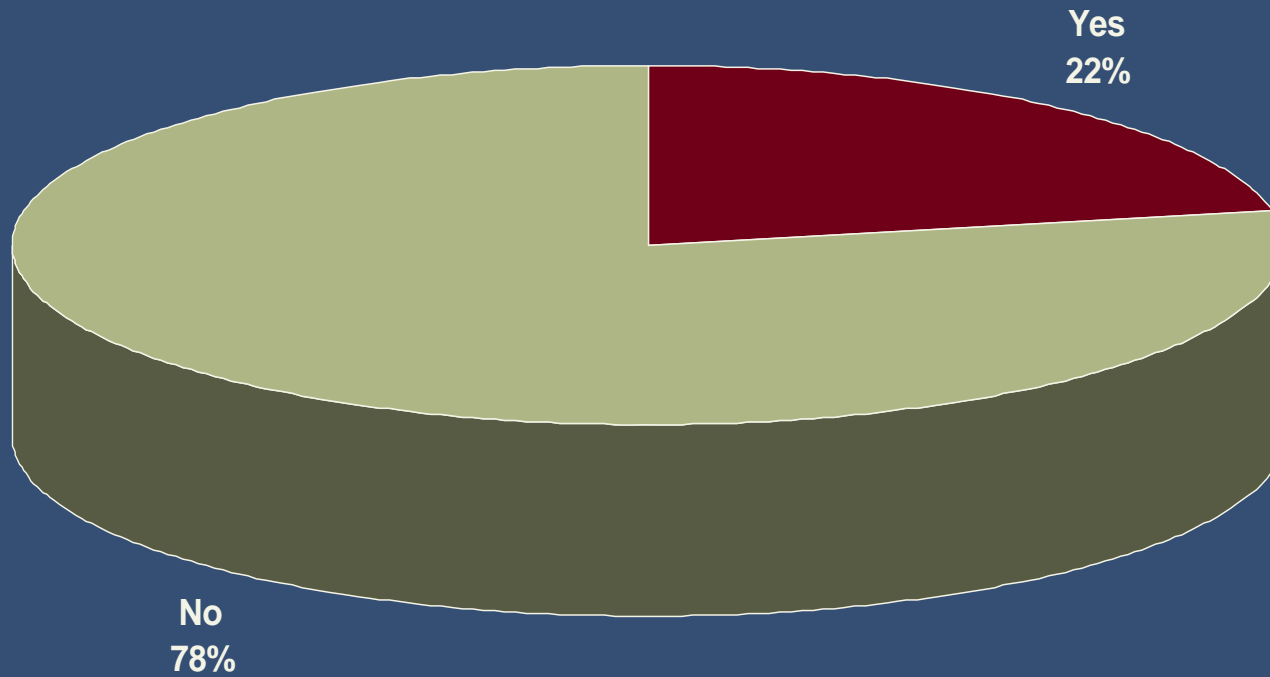
Respondent Demographics

Permanent Absentee Voter



Respondent Demographics

Likely November 2007 Voter





GODBE RESEARCH
Gain Insight



Appendix B: Detailed Methodology

Sample Characteristics

Overall, 500 likely November 2008 voters completed the survey, representing a total universe of approximately 30,490 likely November 2008 voters who reside in the City of Novato. The study parameters resulted in a margin of error of plus or minus 4.4 percent for the overall sample (n = 500). Interviews were conducted from July 27 to August 5, 2007, and the average interview time was approximately 17 minutes.

Sample & Weighting

Once collected, the data were compared with the likely November 2008 voters in the City to examine possible differences between the demographics of the sample of respondents and the actual universe. The data were found to be representative of likely November 2008 voters in terms of political party, gender, and age.

Survey Question Randomization

To avoid the problem of systematic position bias, where the order in which a series of questions is asked systematically influences the answers, several questions in the survey were randomized such that the respondents were not consistently asked the questions in the same order. The series of items in Questions 2a, 2b, 3 and 7 were randomized to avoid such position bias.

In addition to looking at the overall results, it is also useful to examine the responses of different demographic and behavioral groups. Generally, Godbe Research comments only on the statistically significant differences in key segments in this type of report. The present report highlights statistically significant differences observed in responses by gender, ethnicity, political party, and voting propensity.

For percentages broken down by other demographic and behavioral groups, including age, length of residence, annual household income, homeownership status, and household party, see Appendix D.

Margin of Error I

Because a survey typically involves a limited number of people who are part of a larger population group, by mere chance alone there will almost always be some differences between a sample and the population from which it was drawn.

These differences are known as “sampling error” and they are expected to occur regardless of how scientifically the sample has been selected. The advantage of a scientific sample is that we are able to calculate the sampling error. Sampling error is determined by four factors: the population size, the sample size, a confidence level, and the dispersion of responses.

The following table shows the possible sampling variation that applies to a percent result reported from a probability type sample. Because the sample of 500 voters was drawn from the estimated population of approximately 30,490 likely November '08 voters who reside in the City of Novato, one can be 95 percent confident that the margin of error due to sampling will not vary, plus or minus, by more than the indicated number of percent points from the result that would have been obtained if the interviews had been conducted with all persons in the universe. As the table indicates, the maximum margin of error for all aggregate responses is between 2.6 and 4.3 percent for the survey.

This means that, for a given question with dichotomous response options (e.g., Yes/No) answered by all 500 respondents, one can be 95 percent confident that the difference between the percent breakdowns of the sample and those of the total population is no greater than 4.3 percent. The percent margin of error applies to both sides of the answer, so that for a question in which 50 percent of respondents said yes, one can be 95 percent confident that the actual percent of the population that would say yes is between 45.6 (50 minus 4.3) percent and 54.4 (50 plus 4.3) percent.

The margin of error for a given question also depends on the distribution of responses to the question. The 4.4 percent refers to dichotomous questions where opinions are evenly split in the sample with 50 percent of respondents saying yes and 50 percent saying no. If that same question were to receive a response in which 10 percent of the respondents say yes and 90 percent say no, then the margin of error would be no greater than plus or minus 2.6 percent. As the number of respondents in a particular subgroup (e.g., age) is smaller than the number of total respondents, the margin of error associated with estimating a given subgroup's response will be higher. Due to the high margin of error, Godbe Research cautions against generalizing the results for subgroups that are composed of 25 or fewer respondents.

Margin of Error II

<i>n</i>	Distribution of Responses				
	90% / 10%	80% / 20%	70% / 30%	60% / 40%	50% / 50%
1100	1.7%	2.3%	2.7%	2.8%	2.9%
1000	1.8%	2.4%	2.8%	3.0%	3.0%
900	1.9%	2.6%	2.9%	3.2%	3.2%
800	2.1%	2.7%	3.1%	3.4%	3.4%
700	2.2%	2.9%	3.4%	3.6%	3.7%
600	2.4%	3.2%	3.6%	3.9%	4.0%
500	2.6%	3.5%	4.0%	4.3%	4.3%
400	2.9%	3.9%	4.5%	4.8%	4.9%
300	3.4%	4.5%	5.2%	5.5%	5.6%
200	4.1%	5.5%	6.3%	6.8%	6.9%
100	5.9%	7.8%	9.0%	9.6%	9.8%

Reading Crosstabulation

The questions discussed and analyzed in this report comprise a subset of various cross-tabulation tables available for each question. Only those subgroups that are of particular interest or that illustrate particular insights are included in the discussion. Should readers wish to conduct a closer analysis of subgroups for a given question, the complete breakdowns appear in Appendix D. These cross-tabulation tables provide detailed information on the responses to each question by demographic and behavioral groups that were assessed in the survey. A typical cross-tabulation table is shown here.

A short description of the item appears on the left-hand side of the table. The item sample size (in this case n = 500) is presented in the first column of data under “Total.”

The results to each possible answer choice of all respondents are presented in the first column of data under “Total.” The aggregate number of respondents in each answer category is presented as a whole number, and the percent of the entire sample that this number represents is just below the whole number. For example, among the total respondents, 88 voters stated that they would vote “Definitely Yes” on the measure, and this number of respondents equals 18 percent of the total sample size of 500. Next to the “Total” column are other columns representing responses from men and women. The data from these columns are read in exactly the same fashion as the data in the “Total” column, although each group makes up a smaller percent of the entire sample.

		Gender		
		Total	Male	Female
3. (Initial Ballot Test) If the election were held today, would you vote yes or no on this measure?	Total	500	316	385
	Def Yes	88	45	44
		17.7%	20.2%	15.6%
	Prob. Yes	133	55	78
		26.6%	25.0%	27.9%
	Prob. No	75	26	50
		15.1%	11.6%	17.8%
Def No	165	76	89	
	33.1%	34.7%	31.8%	
DK/NA	38	19	20	
	7.6%	8.5%	7.0%	

Subgroup Comparisons

To test whether or not the differences found in percent results among subgroups are likely due to actual differences in opinions or behaviors – rather than the results of chance due to the random nature of the sampling design – a “z-test” was performed. In the headings of each column are labels, “A,” “B,” “C,” etc. along with a description of the variable. The “z-test” is performed by comparing the percent in each cell with all other cells in the same row within a given variable (within Gender in the pictured table, for example).

The results from the “z-test” are displayed in a separate table adjacent to the crosstabulation table. If the percent in one cell is statistically different from the percent in another, the column label will be displayed in the cell from which it varies significantly. For instance, in the adjacent table, if a significantly higher percent of the men (35%) report “Definitely No” than the percent of women (32%); the letter “B,” which stands for Female would appear under Column “A,” which stands for Male. The letters in the table indicate the differences where one can be 95 percent confident that the results are due to actual differences in opinions or behaviors reported by subgroups of respondents.

It is important to note that the percent difference among subgroups is just one piece in the equation to determine whether or not two percents are significantly different from each other. The variance associated with each data point is integral to determining significance. Therefore, two calculations may be different from each other according to the percent reported, yet the difference may not be statistically significant according to the “z” statistic.

		Gender		
		Total	Male	Female
3. (Initial Ballot Test) If the election were held today, would you vote yes or no on this measure?	Total	500	221	280
	Def Yes	88 17.7%	45 20.2%	44 15.6%
	Prob. Yes	133 26.6%	55 25.0%	78 27.9%
	Prob. No	75 15.1%	26 11.6%	50 17.8%
	Def No	165 33.1%	76 34.7%	89 31.8%
	DK/NA	38 7.6%	19 8.5%	20 7.0%

	Gender	
	Male	Female
	(A)	(B)
Definitely Yes		
Probably Yes		
Probably No		
Definitely No	B	
DK/NA		

Understanding a Mean

In addition to the analysis of the percent of the responses, many results are discussed with respect to a descriptive “mean.” Means are the arithmetic averages of responses. To derive respondents’ overall perception of the importance of a given issue, Q2A for example, a number value is first assigned to each response category (in this case, “Very Important” = +2.0, “Somewhat Important” = +1.0, “Not Important” = 0.0). The individual answer of each respondent is then assigned the corresponding number – from +2.0 to 0.0 in this example. Finally, all respondents’ answers are averaged to produce a final score that reflects overall importance. The resulting mean makes the interpretation of the data considerably easier.

In the Crosstabulation tables, as well as in some tables and charts throughout the presentation, for Questions 2 and 5 of the survey, the reader will find mean scores. These mean scores represent the average response of each group. The table above shows the scales for each corresponding question. Responses of “DK/NA” were not included in the calculations of the means for any question.

Question	Measure	Scale	Values
Q2A	Importance Ratings	0 to +2	+2.0 = “Very Important” +1.0 = “Somewhat Important” 0.0 = “Not Important”
Q2B	Satisfaction Ratings	-2 to +2	+2.0 = “Very Satisfied” +1.0 = “Somewhat Satisfied” -1.0 = “Somewhat Dissatisfied” -2.0 = “Very Dissatisfied”
Q5	Likelihood Ratings	-2 to +2	+2.0 = “Much More Likely” +1.0 = “Somewhat More Likely” 0.0 = “No Effect” -1.0 = “Somewhat Less Likely” -2.0 = “Much Less Likely”

Means Comparisons

Only those subgroups that are of particular interest, or that illustrate a particular insight, are included in the discussion within the report with regard to mean scores. A typical crosstabulation table of mean scores is shown in the above table.

The aggregate mean score for each item in the question series is presented in the first column of the data under “Total.” For example, among all the survey respondents, the issue 2A1, “Protecting the environment,” earned a mean score of 1.82. Next to the “Total” column are other columns representing the mean scores assigned by the respondents grouped by Gender.

The data from these columns are read in the same fashion as the data in the “Total” column. To test whether two mean scores are statistically different, a “t-test” is performed. As in the case of the “z-test” for percents, a statistically significant result is indicated by the letter representing the data column.

	Gender		
	Total	Male	Female
2A1. Protecting the environment	1.82	1.77	1.85
2B1. Providing police protection	1.84	1.83	1.85
2C1. Keeping taxes at affordable levels	1.75	1.70	1.79
2D1. Managing growth and development	1.77	1.74	1.79
2E1. Providing greater shopping opportunities	1.27	1.32	1.23
2F1. Encouraging more stores and restaurants in the downtown	1.50	1.57	1.44
2G1. Preserving open space	1.76	1.73	1.77
2H1. Providing brush removal in open space areas	1.68	1.59	1.76
2I1. Managing traffic on City streets	1.59	1.58	1.60
2J1. Maintaining City streets and roads	1.77	1.82	1.74



GODBE RESEARCH
Gain Insight



Appendix C: Topline Report

**2007 CITY SATISFACTION SURVEY
Topline Report
September 18, 2007
(n = 500)**

CONVENTIONAL ROUNDING RULES APPLY TO THE PERCENTAGES ON THE FOLLOWING PAGES (.5 OR ABOVE IS ROUNDED UP, AND .4 OR BELOW IS ROUNDED DOWN). AS A RESULT, THE PERCENTAGES MAY NOT ADD UP TO 100 PERCENT.

FURTHER, A NUMBER OF QUESTIONS PERMITTED THE RESPONDENTS TO MAKE MORE THAN ONE RESPONSE (E.G., QUESTION C). FOR THESE MULTIPLE-RESPONSE FORMAT QUESTIONS, THE PERCENTAGES REFER TO THE PROPORTION OF RESPONDENTS WHO MADE THAT RESPONSE AND OFTEN ADD UP TO OVER 100 PERCENT.

i. Do you work for the City of Novato, Marin County, or for the media; or are you appointed to any city or county commission, committee, or board?

Yes	0%
No	100%

1a. Generally speaking, do you think things in _____ (READ CHECKED ITEM AND ASK): are going in the right direction or do you feel things are seriously off on the wrong track? (REPEAT IN SEQUENCE UNTIL ALL ITEMS ARE READ)

		Right Direction	Wrong Track	Don't Know/No Answer
A	The State of California	48%	36%	17%
B	Marin County	57%	29%	13%
C	Novato	57%	27%	16%
D	Your local neighborhood	79%	13%	8%

2A. Moving on. Next, I'll ask your opinions of a few local issues and concerns.

Do you consider _____ (READ ITEM AND ASK): to be a very or somewhat important issue in Novato? (REPEAT IN SEQUENCE UNTIL ALL ITEMS ARE READ)

		Very Important	Somewhat Important	Don't Know/No Answer
A	Protecting the environment	80%	18%	2%
B	Providing police protection	83%	16%	1%
C	Keeping taxes at affordable levels	73%	24%	3%
D	Managing growth and development	76%	22%	2%
E	Providing greater shopping opportunities	24%	66%	11%
F	Encouraging more stores and restaurants in the downtown	47%	47%	6%
G	Preserving open space	73%	24%	3%
H	Providing brush removal in open space areas	66%	31%	3%
I	Managing traffic on City streets	58%	40%	2%
J	Maintaining City streets and roads	77%	23%	1%
K	Providing affordable housing	61%	34%	6%
L	Maintaining storm drains	76%	22%	2%
M	Providing flood protection	69%	28%	3%
N	Maintaining sidewalks	59%	39%	2%
O	Trimming trees along City streets	40%	55%	5%
P	Maintaining and weeding median strips and islands on City streets	42%	52%	6%
Q	Cleaning and sweeping City streets	53%	44%	3%
R	Cleaning up graffiti	54%	40%	5%
S	Providing sufficient parking in the downtown	52%	45%	3%

		Very Important	Somewhat Important	Don't Know/No Answer
T	Preserving historic buildings	39%	57%	4%
U	Providing senior citizen services	71%	27%	2%
V	Providing youth and teen services	72%	25%	4%
W	Providing child-care services	51%	40%	9%
X	Providing community events	33%	60%	7%
Y	Enforcing building safety codes	68%	30%	2%
Z	Providing adequate parks and recreation facilities	64%	34%	2%
AA	Maintaining parks	71%	27%	1%
BB	Providing recreation programs	56%	40%	4%
CC	Enforcing traffic and parking laws	48%	46%	6%
DD	Maintaining City facilities	63%	35%	2%

2B. Are you satisfied or dissatisfied with how the City of Novato is _____? (GET ANSWER, THEN ASK) Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

		Very Satisfied	Somewhat Satisfied	Neither Satisfied nor Dissatisfied	Somewhat Dissatisfied	Very Dissatisfied	Don't Know/No Answer
A	Protecting the environment	35%	41%	4%	10%	5%	5%
B	Providing police protection	55%	35%	2%	4%	1%	2%
C	Keeping taxes at affordable levels	24%	46%	8%	11%	9%	2%
D	Managing growth and development	18%	45%	5%	14%	15%	3%
E	Providing greater shopping opportunities	37%	41%	5%	8%	5%	5%
F	Encouraging more stores and restaurants in the downtown	27%	46%	3%	12%	7%	5%
G	Preserving open space	47%	38%	2%	6%	5%	3%
H	Providing brush removal in open space areas	32%	45%	6%	8%	2%	8%
I	Managing traffic on City streets	46%	37%	4%	7%	4%	2%
J	Maintaining City streets and roads	34%	45%	3%	8%	10%	1%
K	Providing affordable housing	25%	27%	6%	19%	16%	8%
L	Maintaining storm drains	39%	45%	3%	2%	2%	9%
M	Providing flood protection	38%	39%	4%	6%	2%	10%
N	Maintaining sidewalks	39%	41%	4%	9%	6%	2%
O	Trimming trees along City streets	48%	33%	7%	7%	2%	3%
P	Maintaining and weeding median strips and islands on City streets	45%	42%	1%	7%	3%	3%

		Very Satisfied	Some-what Satisfied	Neither Satisfied nor Dissatisfied	Some-what Dissatisfied	Very Dissatisfied	Don't Know/ No Answer
Q	Cleaning and sweeping City streets	51%	37%	3%	4%	4%	1%
R	Cleaning up graffiti	42%	35%	6%	9%	3%	6%
S	Providing sufficient parking in the downtown	33%	39%	2%	13%	10%	3%
T	Preserving historic buildings	34%	40%	7%	8%	4%	8%
U	Providing senior citizen services	36%	32%	7%	4%	5%	16%
V	Providing youth and teen services	27%	33%	4%	14%	7%	13%
W	Providing child-care services	26%	31%	10%	6%	5%	22%
X	Providing community events	45%	39%	4%	6%	2%	4%
Y	Enforcing building safety codes	33%	36%	6%	4%	1%	20%
Z	Providing adequate parks and recreation facilities	44%	41%	2%	6%	5%	2%
AA	Maintaining parks	48%	39%	3%	3%	4%	3%
BB	Providing recreation programs	37%	41%	6%	5%	5%	7%
CC	Enforcing traffic and parking laws	40%	42%	4%	6%	3%	6%
DD	Maintaining City facilities	35%	45%	5%	7%	3%	6%

3. Moving on. Let's discuss the overall quality of life in Novato. In your opinion, _____(READ CHECKED ITEM AND ASK):

		Yes	No	Don't Know/No Answer
A	Do you generally feel safe from crime in Novato?	92%	7%	1%
B	Do you feel as safe today as you did 5 years ago when you walk city streets?	78%	17%	6%
C	Has the new development which has occurred in the City benefited you?	53%	43%	4%
D	Is growth in Novato occurring too fast?	39%	58%	3%
E	Has the revitalization effort in the downtown area been a good thing for Novato?	82%	14%	4%
F	Do you have confidence in City leaders to solve the difficult problem as they arise?	56%	36%	8%
G	Has the overall quality of living in Novato improved in the last 5 years?	54%	36%	10%
H	Are property taxes affordable in Novato?	49%	42%	9%
I	Is Novato successfully maintaining its unique character and hometown atmosphere?	73%	23%	4%

4A. In your opinion, would you say the City's financial situation is excellent, good, fair, or poor?

Excellent	5%
Good	31%
Fair	41%
Poor	11%
No Opinion	12%

4B. What is the single, largest problem facing the City of Novato today? (DO NOT READ OPTIONS)

Managing growth and development	20%
Cost of living/housing	10%
Traffic congestion	10%
Public schools/education	8%
Illegal immigrants/day laborers	6%
Lack of activities for kids/teens	5%
Poor financial situation/condition	4%
Public safety	4%
Incompetent leadership	2%
Generating revenue	1%
Lack of shopping	1%
Condition/safety of streets	1%
Homelessness	1%
Availability of jobs	1%
Availability of downtown parking	1%
Increasing taxes	1%
Other	14%
Don't Know/No Answer	12%

SPLIT SAMPLE TWO WAYS [1/2 TO GET UTILITY USERS TAX, 1/2 TO GET SALES TAX]

Moving on to a different topic. Voters in the City of Novato may be asked to vote on a number of various local measures in the future. Let me read you a summary of one potential measure:

[50% of SAMPLE]

5A. In order to enhance public services to the community through building, expanding and/or improving City facilities and services such as:

- o Maintaining, repairing, or replacing deteriorating City Buildings,
- o maintaining and improving police and disaster preparedness services;
- o funding community programs and facilities for seniors; and
- o maintaining and improving City streets and sidewalks

Shall the City of Novato be authorized to enact a half cent sales tax?

n = 250

Definitely Yes	28%
Probably Yes	29%
Probably No	14%
Definitely No	25%
Don't Know/No Answer	4%

-OR-

[50% of SAMPLE]

5B. In order to fund general City services, including:

- o Maintaining, repairing, or replacing deteriorating City Buildings,
- o maintaining and improving police and disaster preparedness services;
- o funding community programs and facilities for seniors; and
- o maintaining and improving City streets and sidewalks

Shall the City of Novato impose a 5% utility users tax on electric, power, gas, water, cable, and sewer bills for general city purposes?

If the election was held today, would you vote yes or no on this measure? (GET ANSWER, THEN ASK:) Would that be definitely (yes/no) or probably (yes/no)?

n = 250

Definitely Yes	7%
Probably Yes	24%
Probably No	16%
Definitely No	41%
Don't Know/No Answer	11%

6. A sales tax increase / utility user tax would allow the City to renovate and develop various facilities around the City. If you heard the funds would be spent on _____, would you be more or less likely to support the measure? (GET ANSWER, THEN ASK:) Would that be much (more/less) likely or somewhat (more/less) likely?

		Much More Likely	Somewhat More Likely	No Effect	Somewhat Less Likely	Much Less Likely	Don't Know/No Answer
A	Building a new community meeting facility	13%	23%	6%	29%	25%	4%
B	Building a new community pool	20%	29%	6%	19%	22%	4%
C	Building a new regional park on the O'Hair property	14%	21%	9%	22%	19%	16%
D	Building new athletic fields	19%	26%	6%	25%	19%	5%
E	Building a new City Hall	13%	24%	7%	24%	26%	6%
F	Building a new performing arts center	27%	20%	7%	20%	22%	4%
G	Building a new community gymnasium	16%	25%	7%	26%	21%	5%
H	Restoring historic City buildings	17%	31%	8%	23%	17%	4%

SPLIT SAMPLE TWO WAYS [1/2 TO GET SALES TAX, 1/2 TO GET UUT]

Now that you know the potential projects for these funds, let me read you the summary of the measure again:

[50% of SAMPLE]

7A. In order to enhance public services to the community through building, expanding and/or improving City facilities and services such as:

- o Maintaining, repairing, or replacing deteriorating City Buildings,
- o maintaining and improving police and disaster preparedness services;
- o funding community programs and facilities for seniors; and
- o maintaining and improving City streets and sidewalks

Shall the City of Novato be authorized to enact a half cent sales tax?

n = 250

Definitely Yes	33%
Probably Yes	27%
Probably No	15%
Definitely No	23%
Don't Know/No Answer	2%

-OR-

[50% of SAMPLE]

7B. In order to fund general City services, including:

- o Maintaining, repairing, or replacing deteriorating City Buildings,
- o maintaining and improving police and disaster preparedness services;
- o funding community programs and facilities for seniors; and
- o maintaining and improving City streets and sidewalks

Shall the City of Novato impose a 5% utility users tax on electric, power, gas, water, cable, and sewer bills for general city purposes?

If the election was held today, would you vote yes or no on this measure? (GET ANSWER, THEN ASK:) Would that be definitely (yes/no) or probably (yes/no)?

n = 250

Definitely Yes	9%
Probably Yes	34%
Probably No	14%
Definitely No	42%
Don't Know/No Answer	1%

8. Do you feel local taxes in Novato are too high, too low, or just about right?

Too High	29%
Too Low	5%
Just About Right	60%
Don't Know/No Answer	7%

DEMOGRAPHIC INFORMATION

Respondent Gender

Male	44%
Female	56%

D1. Respondent Age

18 to 29 years	26%
30 to 39 years	14%
40 to 49 years	18%
50 to 64 years	27%
65 years or older	15%

D2. Do you own or rent your place of residence?

Own	72%
Rent	19%
Other	9%
Don't Know/No Answer	1%

D3. Are you a member of any of the following ethnic or minority groups? (ALLOW FOR MULTIPLE RESPONSES)

Hispanic or Latino	5%
Asian	3%
Black or African American	2%
Handicapped or Disabled	5%
None of the Above	83%
Don't Know/No Answer	2%

D4. For statistical purposes only: What was the approximate total income of your household last year? Was it.....

Less than \$65,000	28%
More than \$65,000	63%
Don't Know/No Answer/Refused	9%

D5. Was the approximate total income of your household...

\$20,000 or less	4%
\$20,000 to less than \$40,000	7%
\$40,000 to less than \$65,000	13%
\$65,000 to less than \$75,000	7%
\$75,000 to less than \$100,000	14%
\$100,000 to less than \$125,000	12%
\$125,000 to less than \$150,000	8%
\$150,000 or more	15%
Don't Know/No Answer/Refused	20%

D7. Do you have any children 18 years or younger living at home?

Yes	37%
No	61%
Don't Know/No Answer	1%

D8. Are you currently employed full-time or part-time?

Full-time	51%
Part-time	22%
Not Employed	24%
Don't Know/No Answer	4%

D9. How long have you lived in Novato?

Less than 5 years	20%
5 to 10 years	23%
11 to 20 years	23%
More than 20 years	31%
Lifetime	2%
Don't Know/No Answer	1%

D10. What area of Novato do you live in? (OPEN END DO NOT READ ANSWERS)

South Novato	24%
Downtown / Northwest Quadrant	16%
San Marin	14%
West Novato	12%
Hamilton	7%
East Novato	7%
Bahia	5%
Ignacio	5%
Pacheco Valley	3%
Don't Know/No Answer	8%

D11. How often do you access the Internet from home? (READ ALL CHOICES)

More than 10 times a week	60%
8 to 10 times a week	9%
5 to 7 times a week	11%
2 to 4 times a week	7%
Once a week or less	3%
I do not have a computer at home	9%
Don't Know/No Answer	2%

D12. How often do you visit the City's website? (READ ALL CHOICES)

Always	0%
Often	3%
Sometimes	33%
Never	63%
Don't Know/No Answer	1%

D13. How informative is the City Website to you? (READ ALL CHOICES)

n = 179

Very Helpful	12%
Somewhat Helpful	46%
Not too Helpful	23%
No Opinion	18%
Don't Know/No Answer	0%

D14. Do you pay a great deal, some or very little attention to Novato city government business?

Great Deal	15%
Some	45%
Very Little	37%
No Opinion	2%
Don't Know/No Answer	2%

VOTER INFORMATION**E. Party**

Democrat	51%
Republican	18%
Other	8%
DTS	24%

F. Voting History

		Yes	No
A	Voted 6/00	35%	65%
B	Voted 11/00	45%	55%
C	Voted 3/02	31%	69%
D	Voted 11/02	43%	57%
E	Voted 3/04	49%	51%
F	Voted 11/04	85%	15%
G	Voted 3/06	67%	33%
H	Voted 11/06	50%	50%

G. Voting Propensity

Once	12%
Twice	9%
Three times	11%
Four times	6%
Five times	10%
Six times	6%
Seven times	8%
Eight times	9%
Nine times	18%
Never Voted	10%

H. Absentee Propensity

Once	11%
Twice	10%
Three times	8%
Four times	3%
Five times	4%
Six times	3%
Seven times	5%
Eight times	2%
Nine times	3%
Never Voted Absentee	51%

I. Permanent Absentee

Yes	49%
No	51%

J. Household Party Type

Democrat (1)	28%
Democrat (2+)	16%
Republican (1)	7%
Republican (2+)	6%
Other (1)	16%
Other (2+)	8%
Democrat & Republican	6%
Democrat & Other	6%
Republican & Other	5%
Democrat, Republican, and Other	1%

K. Likely Vote by Mail

Yes	51%
No	49%

L. Likely November 07 Voter

Yes	22%
No	78%

M. Zip Code

94945	35%
94947	44%
94949	21%



GODBE RESEARCH
Gain Insight



Appendix D: Questionnaire

**Godbe Research
July 2007
Final**

City of Novato City Satisfaction Survey

Hello. May I speak with _____? My name is _____ and I'm calling on behalf of GRA, a public opinion research firm. We're conducting a survey concerning important issues in the City of Novato and we would like to get your opinions about local issues.

[IF NEEDED:] I can assure you that I am not trying to sell you anything – this is a study about issues in the City of Novato.

[IF THE PERSON ASKS WHY YOU ONLY WANT TO TALK TO THE INDIVIDUAL LISTED ON THE SAMPLE, OR ASKS IF THEY ARE ABLE TO PARTICIPATE INSTEAD OF THE INDIVIDUAL, THEN SAY:] "I'm sorry, but for statistical purposes this survey must only be completed by this particular individual."

[IF THE INDIVIDUAL INDICATES THAT THEY ARE AN ELECTED OFFICIAL, THANK THEM FOR THEIR TIME, POLITELY EXPLAIN THAT THE FOCUS OF THIS SURVEY IS ON THE PUBLIC'S PERCEPTION OF ISSUES, AND TERMINATE THE INTERVIEW.]

[IF THE INDIVIDUAL SAYS THEY ARE ON THE NATIONAL DO NOT CALL LIST, RESPOND BASED ON THE GUIDELINES FROM THE MARKETING RESEARCH ASSOCIATION. FOR EXAMPLE, IF THE INDIVIDUAL SAYS: "There's a law that says you can't call me," RESPOND WITH:] "Most types of opinion research studies are exempt under the law that congress recently passed. That law was passed to regulate the activities of the telemarketing industry. This is a legitimate research call. Your opinions count!"

Screening Question: Do you work for the City of Novato, Marin (MUH-RIN) County, or for the media; or are you appointed to any city or county commission, committee, or board?

Yes----- 1
No----- 2

END INTERVIEW IF "YES"

1a. Generally speaking, do you think things in _____ (READ CHECKED ITEM AND ASK): are going in the right direction or do you feel things are seriously off on the wrong track? (REPEAT IN SEQUENCE UNTIL ALL ITEMS ARE READ)

	Right Direction	Wrong Track	(DON'T READ) DK/NO
A. the State of California -----	1 -----	2 -----	3 -----
B. Marin (MUH-RIN) County -----	1 -----	2 -----	3 -----
C. Novato -----	1 -----	2 -----	3 -----
D. your local neighborhood -----	1 -----	2 -----	3 -----

2a. Moving on. Next, I'll ask your opinions of a few local issues and concerns. Do you consider _____ (READ ITEM AND ASK): to be a very or somewhat important issue in Novato? (REPEAT IN SEQUENCE UNTIL ALL ITEMS ARE READ)

RANDOMIZE

	Very Impt.	Sw Impt.	(DON'T READ) DK/NO
A. Protecting the environment -----	1 -----	2 -----	3 -----
B. Providing police protection -----	1 -----	2 -----	3 -----
C. Keeping taxes at affordable levels -----	1 -----	2 -----	3 -----
D. Managing growth and development -----	1 -----	2 -----	3 -----
E. Providing greater shopping opportunities -	1 -----	2 -----	3 -----
F. Encouraging more stores and restaurants downtown-----	1 -----	2 -----	3 -----
G. Preserving open space -----	1 -----	2 -----	3 -----
H. Providing brush removal in open space areas -----	1 -----	2 -----	3 -----
I. Managing traffic on City streets -----	1 -----	2 -----	3 -----
J. Maintaining City streets and roads -----	1 -----	2 -----	3 -----
K. Providing affordable housing -----	1 -----	2 -----	3 -----
L. Maintaining storm drains -----	1 -----	2 -----	3 -----
M. Providing flood protection -----	1 -----	2 -----	3 -----
N. Maintaining sidewalks -----	1 -----	2 -----	3 -----
O. Trimming trees along City streets -----	1 -----	2 -----	3 -----
P. Maintaining & weeding median strips and islands on City streets -----	1 -----	2 -----	3 -----
Q. Cleaning and sweeping City streets -----	1 -----	2 -----	3 -----
R. Cleaning up graffiti -----	1 -----	2 -----	3 -----
S. Providing sufficient parking Downtown ---	1 -----	2 -----	3 -----
T. Preserving historic buildings -----	1 -----	2 -----	3 -----
U. Providing senior citizen services -----	1 -----	2 -----	3 -----
V. Providing youth and teen services -----	1 -----	2 -----	3 -----
W. Providing child-care services -----	1 -----	2 -----	3 -----
X. Providing community events -----	1 -----	2 -----	3 -----
Y. Enforcing building safety codes -----	1 -----	2 -----	3 -----
Z. Providing adequate parks & recreation facilities -----	1 -----	2 -----	3 -----
AA. Maintaining parks -----	1 -----	2 -----	3 -----
BB. Providing recreation programs -----	1 -----	2 -----	3 -----
CC. Enforcing traffic and parking laws -----	1 -----	2 -----	3 -----
DD. Maintaining City facilities -----	1 -----	2 -----	3 -----

2b. Are you satisfied or dissatisfied with how the City of Novato is _____? (GET ANSWER, THEN ASK) Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

RANDOMIZE

	Very Sat.	Sw Sat.	(DON'T READ) Nthr Sat	Sw Dissat	Very Dissat.	(DON'T READ) DK/NO
A. Protecting the environment -----	1 -----	2 -----	3 -----	4 -----	5 -----	6 -----

- B. Providing police protection ----- 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6
- C. Keeping taxes at affordable levels ----- 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6
- D. Managing growth and development ----- 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6
- E. Providing greater shopping opportunities - 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6
- F. Encouraging more stores and restaurants downtown ----- 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6
- G. Preserving open space ----- 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6
- H. Providing brush removal in open space areas ----- 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6
- I. Managing traffic on City streets ----- 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6
- J. Maintaining City streets and roads ----- 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6
- K. Providing affordable housing ----- 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6
- L. Maintaining storm drains ----- 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6
- M. Providing flood protection ----- 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6
- N. Maintaining sidewalks ----- 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6
- O. Trimming trees along City streets ----- 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6
- P. Maintaining & weeding median strips and islands on City streets ----- 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6
- Q. Cleaning and sweeping City streets ----- 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6
- R. Cleaning up graffiti ----- 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6
- S. Providing sufficient parking Downtown ----- 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6
- T. Preserving historic buildings ----- 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6
- U. Providing senior citizen services ----- 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6
- V. Providing youth and teen services ----- 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6
- W. Providing child-care services ----- 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6
- X. Providing community events ----- 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6
- Y. Enforcing building safety codes ----- 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6
- Z. Providing adequate parks & recreation facilities ----- 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6
- AA. Maintaining parks ----- 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6
- BB. Providing recreation programs ----- 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6
- CC. Enforcing traffic and parking laws ----- 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6
- DD. Maintaining City facilities ----- 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6

3. Moving on. Let's discuss the overall quality of life in Novato. In your opinion, _____ (READ CHECKED ITEM AND ASK):

RANDOMIZE

- | | <u>Yes</u> | <u>No</u> | <u>No
opinion</u> |
|---|------------|-----------|-----------------------|
| A. Do you generally feel safe from crime in Novato --- 1 ----- 2 ----- 3 | | | |
| B. Do you feel as safe today as you did 5 years ago when you walk city streets? ----- 1 ----- 2 ----- 3 | | | |
| C. Has the new development which has occurred in the City benefited you ----- 1 ----- 2 ----- 3 | | | |
| D. Is growth in Novato occurring too fast ----- 1 ----- 2 ----- 3 | | | |
| E. Has the revitalization effort in the downtown area been a good thing for Novato ----- 1 ----- 2 ----- 3 | | | |
| F. Do you have confidence in City leaders to solve the difficult problems as they arise ----- 1 ----- 2 ----- 3 | | | |
| G. Has the overall quality of living in Novato improved in the last 5 years ----- 1 ----- 2 ----- 3 | | | |
| H. Are property taxes affordable in Novato ----- 1 ----- 2 ----- 3 | | | |

- I. Is Novato successfully maintaining its unique character and hometown atmosphere ----- 1 ----- 2 ----- 3

4a. In your opinion, would you say the City's financial situation is excellent, good, fair, or poor?

- A. Excellent ----- 1
- B. Good ----- 2
- C. Fair ----- 3
- D. Poor ----- 4
- E. No opinion (DON'T READ) ----- 5

4b. What is the single, largest problem facing the City of Novato today? (DO NOT READ OPTIONS)

- A. Traffic congestion ----- 1
- B. Public safety (includes "crime") ----- 2
- C. Homelessness ----- 3
- D. Illegal immigrants/day laborers ----- 4
- E. Condition/safety of buildings ----- 5
- F. Condition/safety of streets ----- 6
- G. Condition/safety of sidewalks/pathways ----- 7
- H. Availability of jobs ----- 8
- I. Availability of downtown parking ----- 9
- J. Poor financial situation/condition ----- 10
- K. Cost of living/housing ----- 11
- L. Development generally ----- 12
- M. Lack of activities for kids/teens ----- 13
- N. Lack of shopping ----- 14
- O. Other, specify ----- 15
- P. DK/NA ----- 16

SPLIT SAMPLE TWO WAYS [1/2 TO GET UTILITY USERS TAX, 1/2 TO GET SALES TAX]

Moving on to a different topic. Voters in the City of Novato may be asked to vote on a number of various local measures in the future. Let me read you a summary of one potential measure:

[50% of SAMPLE]

5A. In order to enhance public services to the community through building, expanding and/or improving City facilities and services such as:

- o Maintaining, repairing, or replacing deteriorating City Buildings,
- o maintaining and improving police and disaster preparedness services;
- o funding community programs and facilities for seniors; and
- o maintaining and improving City streets and sidewalks

Shall the City of Novato be authorized to enact a half cent sales tax?

-OR-

[50% of SAMPLE]

5B. In order to fund general City services, including:

- o Maintaining, repairing, or replacing deteriorating City Buildings,
- o maintaining and improving police and disaster preparedness services;
- o funding community programs and facilities for seniors; and
- o maintaining and improving City streets and sidewalks

Shall the City of Novato impose a 5% utility users tax on electric, power, gas, water, cable, and sewer bills for general city purposes?

If the election was held today, would you vote yes or no on this measure? (GET ANSWER, THEN ASK:) Would that be definitely (yes/no) or probably (yes/no)?

- A. Definitely yes----- 1
- B. Probably yes----- 2
- C. Probably no----- 3
- D. Definitely no----- 4
- E. Don't know (DON'T READ) ----- 5

6. A sales tax increase / universal usage tax would allow the City to renovate and develop various facilities around the City. If you heard the funds would be spent on _____, would you be more or less likely to support the measure? (GET ANSWER, THEN ASK:) Would that be much (more/less) likely or somewhat (more/less) likely?

RANDOMIZE

	<u>Much more likely</u>	<u>Swt. more likely</u>	<u>(DR) No Effect</u>	<u>Swt. less likely</u>	<u>Much less likely</u>	<u>(DON'T READ) DK/NO</u>
A. Building a new community meeting facility-----	1	2	3	4	5	6
B. Building a new community pool-----	1	2	3	4	5	6
C. Building a new regional park on the O'Hair property-----	1	2	3	4	5	6
D. Building new athletic fields-----	1	2	3	4	5	6
E. Building a new City Hall-----	1	2	3	4	5	6
F. Building a new performing arts center-----	1	2	3	4	5	6
G. Building a new community gymnasium-----	1	2	3	4	5	6
H. Restoring historic City buildings-----	1	2	3	4	5	6

SPLIT SAMPLE TWO WAYS [1/2 TO GET SALES TAX, 1/2 TO GET UUT]

Now that you know the potential projects for these funds, let me read you the summary of the measure again:

[50% of SAMPLE]

7A. In order to enhance public services to the community through building, expanding and/or improving City facilities and services such as:

- o Maintaining, repairing, or replacing deteriorating City Buildings,
- o maintaining and improving police and disaster preparedness services;
- o funding community programs and facilities for seniors; and
- o maintaining and improving City streets and sidewalks

Shall the City of Novato be authorized to enact a half cent sales tax?

-OR-

[50% of SAMPLE]

7B. In order to fund general City services, including:

- o Maintaining, repairing, or replacing deteriorating City Buildings,
- o maintaining and improving police and disaster preparedness services;
- o funding community programs and facilities for seniors; and
- o maintaining and improving City streets and sidewalks

Shall the City of Novato impose a 5% utility users tax on electric, power, gas, water, cable, and sewer bills for general city purposes?

If the election was held today, would you vote yes or no on this measure? (GET ANSWER, THEN ASK:) Would that be definitely (yes/no) or probably (yes/no)?

- A. Definitely yes----- 1
- B. Probably yes----- 2
- C. Probably no ----- 3
- D. Definitely no----- 4
- E. Don't know (DON'T READ) ----- 5

8. Do you feel local taxes in Novato are too high, too low, or just about right?

- A. Too high----- 1
- B. Too low----- 2
- C. Just about right----- 3
- D. Don't know (DON'T READ) ----- 4

And now just a few confidential questions for classification purposes. Your name and number are not attached to your answers. This information is kept strictly confidential and used only to classify your opinions.

D1. Age (DO NOT ASK)

- A. 18-29----- 1
- B. 30-39----- 2
- C. 40-49 ----- 3
- D. 50-64 ----- 4
- E. 65+ years ----- 5
- F. Not coded----- 6

D2. Do you own or rent your place of residence?

- A. Own ----- 1
- B. Rent ----- 2
- C. Other----- 3

D3. Are you a member of any of the following ethnic or minority groups? (ALLOW FOR MULTIPLE RESPONSES)

- A. Hispanic or Latino ----- 1
- B. Asian----- 2
- C. Black/African-American ----- 3
- D. Handicapped or disabled ----- 4
- E. None of the above----- 5

D4. For statistical purposes only: What was the approximate total income of your household last year? Was it.....

- A. Less than \$65,000----- 1 GO TO D5
- B. More than \$65,000 ----- 2 GO TO D6
- C. (DO NOT READ) Refused ----- 3 GO TO D7

D5. Was the approximate total income of your household...

- A. \$20,000 or less----- 1 GO TO D7
- B. \$20,000 to less than \$40,000 ----- 2 GO TO D7

- C. \$40,000 to less than \$65,000----- 3 GO TO D7
 D. (DO NOT READ) Refused ----- 4 GO TO D7

D6. Was the approximate total income of your household...

- A. \$65,000 to less than \$75,000----- 1
 B. \$75,000 to less than \$100,000 ----- 2
 C. \$100,000 to less than \$125,000 ----- 3
 D. \$125,000 to less than \$150,000 ----- 4
 E. \$150,000 or more----- 5

D7. Do you have any children 18 years or younger living at home?

- A. Yes ----- 1
 B. No ----- 2

D8. Are you currently employed full-time or part-time?

- A. Full-time----- 1
 B. Part-time ----- 2
 C. Not-employed----- 3

D9. How long have you lived in Novato?

- A. Less than 5 years----- 1
 B. 5 – 10 years ----- 2
 C. 11 – 20 years ----- 3
 D. More than 20 years ----- 4
 E. Lifetime----- 5

D10. What area of Novato do you live in? (OPEN END DO NOT READ ANSWERS)

- A. San Marin
 B. West Novato
 C. Downtown / Northwest Quadrant
 D. Bahia
 E. East Novato
 F. South Novato
 G. Ignacio
 H. Hamilton
 I. Pacheco Valle

D11. How often do you access the Internet from home? (READ ALL CHOICES)

- A. More than 10 times a week ----- 1
 B. 8 to 10 times a week ----- 2
 C. 5 to 7 times a week ----- 3
 D. 2 to 4 times a week ----- 4
 E. Once a week or less ----- 5
 F. I do not have a computer at home----- 6

D12. How often do you visit the City's website? (READ ALL CHOICES)

- A. Always----- 1
 B. Often ----- 2
 C. Sometimes ----- 3
 D. Never ----- 4 (SKIP TO D14)
 E. DK/NA ----- 5 (SKIP TO D14)

D13. How informative is the City Website to you? (READ ALL CHOICES)

- A. Very helpful ----- 1
 B. Somewhat helpful ----- 2
 C. Not too helpful----- 3
 D. No opinion----- 4

D14. Do you pay a great deal, some or very little attention to Novato city government business?

- A. Great deal ----- 1
 B. Some ----- 2
 C. Very little----- 3
 D. No opinion----- 4

Thank you very much.

FROM VOTER FILE – TO BE UPDATED

E. Party

Democrat----- 1
 Republican----- 2
 Other ----- 3
 DTS----- 4

F. Voting history

	<u>Yes</u>	<u>No</u>
A. Voted 6/00-----	1	2
B. Voted 11/00-----	1	2
C. Voted 3/02-----	1	2
D. Voted 11/02-----	1	2
E. Voted 3/04-----	1	2
F. Voted 11/04-----	1	2
G. Voted 3/06-----	1	2
H. Voted 11/06-----	1	2

G. Voting propensity

Once----- 1
 Twice----- 2
 Three times----- 3
 Four times----- 4
 Five times----- 5
 Six times----- 6
 Seven times----- 7
 Eight times----- 8
 Nine times----- 9
 Never voted----- 10

H. Absentee propensity

Once----- 1
 Twice----- 2
 Three times----- 3
 Four times----- 4
 Five times----- 5
 Six times----- 6
 Seven times----- 7
 Eight times----- 8
 Nine times----- 9
 Never voted absentee----- 10

I. Permanent absentee

Yes----- 1
 No----- 2

J. Household party type

Democrat (1)----- 1
 Democrat (2+)----- 2
 Republican (1)----- 3
 Republican (2+)----- 4
 Other (1)----- 5
 Other (2)----- 6
 Democrat & Republican----- 7
 Democrat & Other----- 8
 Republican & Other----- 9
 Mixed----- 10

K. Likely vote by mail

Yes----- 1
 No----- 2

L. Likely November 07 voter

Yes----- 1
 No----- 2

M. Precinct number

M. Zip code

NAME _____ PHONE _____

ADDRESS _____

DATE OF INTERVIEW _____ VALIDATED BY _____

INTERVIEWER: _____ NUMBER: _____



GODBE RESEARCH
Gain Insight



Appendix E: Crosstabulations