FS AND COMMUNITY SURVEY WORK SESSION

July 1, 2013

THE CITY OF
NOVATO
CALIFORNIA

PURPOSE OF WORK SESSION

Tonight's worksession

- June 18th Council meeting focused on local results

- Address and discuss Council's questions from previous meeting

- Explore benchmark and open-ended question results

- Discuss results related to Fiscal Sustainability with Department Heads

- How to use results

OVERVIEW

Part 1

- Discussion with ICMA/NCS consultants

Part 2

- Additional results and data
    - Benchmarks data discussion
    - Open-ended question results and themes
    - Comparisons to other surveys
- How do we use the data?

Part 3

- Category discussion

Part 4

- General Comments

PART 1-DISCUSSION WITH ICMA/NCS CONSULTANTS
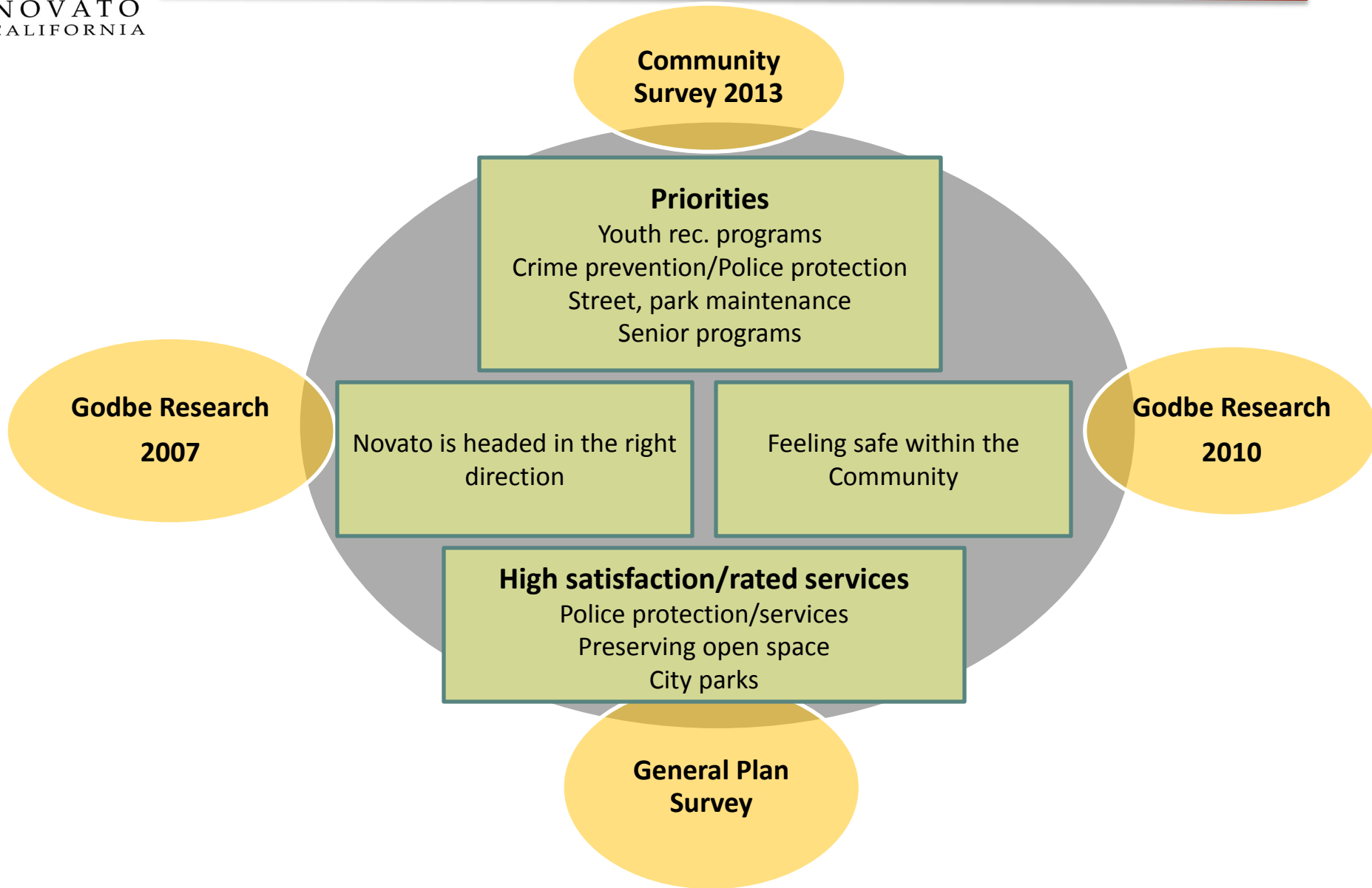
CONSULTANTS

Bios

- **Thomas I. Miller**, Ph.D. is the president of the National Research Center. He received a Ph.D. in research and evaluation methods from the University of Colorado. He has worked in state and local government since 1977

- **Charissa Bowditch,** manages NCS™ surveys. She oversees the survey process through questionnaire customization, data collection, report writing, and presentation creation.

- Presentation and Discussion
  - Survey sample validity
  - Benchmark methodology-benefits of comparing to other Cities and yourself (in the future)
  - Open ended question results-how to interpret
  - Key drivers-methodology
  - What most Cities do with the data

PART 2-ADDITIONAL RESULTS AND DATA

THE CITY OF
NOVATO
CALIFORNIA

COMPARISONS TO PRIOR SURVEYS

Community Survey 2013

Godbe Research 2007

Godbe Research 2010

Priorities
Youth rec. programs
Crime prevention/Police protection
Street, park maintenance
Senior programs

Novato is headed in the right direction

Feeling safe within the Community

High satisfaction/rated services
Police protection/services
Preserving open space
City parks

General Plan Survey

THE CITY OF
NOVATO
CALIFORNIA

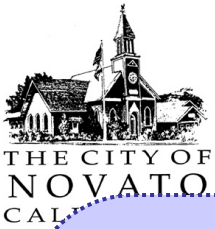# CUSTOM QUESTION - OPEN ENDED

Please indicate the top three City services Novato should improve, restore or add in the next five years:	
	Percent of Respondents
Transportation, street repair	40%
Safety, police	30%
Youth, education	25%
Economy, jobs, development	24%
Entertainment, shopping, restaurants	23%
Parks, recreation	17%
Government, taxes, communication, diversity	13%
Utilities, infrastructure, code enforcement, alternative energy	12%
Other	11%
Housing	9%
Senior services	4%

OPEN-ENDED QUESTION THEMES

Transportation, Street Repair

Improve street maintenance

Increase parking Downtown

Novato Blvd

Redwood Blvd

Increase transportation for seniors

Safety and Police

Street patrol

Crime prevention

Emergency preparedness

Low income and at-risk youth programs

Reduce traffic policing efforts

Youth, Education

Programs for youth

Improve public schools

Senior programs

More parks

More affordable recreation programs

Economy, Jobs, Development

Address existing vacancy issues before building new developments

Revitalize downtown

Attract quality business

Restore Novato Theater

Encourage new development to be cohesive with Novato's aesthetic values

Entertainment, Shopping, Restaurants

Larger variety of shops and restaurants Downtown

Festivals, community and cultural events

All season sports facility

Increase family entertainment options

Community theater

OPEN-ENDED QUESTION THEMES

Parks and Recreation

Maintain and expand parks and open space

Maintain and expand bike and ped. paths

Development all weather sporting facility

Improve park maintenance

Increase affordability of recreation programs

Gov, Taxes, Communication, Diversity

Streamline permitting process

Increase gov. efficiency

Reduce low income housing

Offer services for low-income community

Utilities, Infrastructure, Code Enforcement, Alt. Energy

Develop enviro. programs

Improve code enforcement

Reduce utility cost

Integrate programs for renewable energy

Maintenance of public infrastructure

Other

Improve library

Improve post office services

Develop a community recreation facility

Housing

Reduce and resist the development of low income housing

Offer more senior housing

Police low income neighborhoods

Increase housing options for middle class

Offer services to seniors

HOW DO WE USE THE DATA?

Best practice examples from NCS

Rockville, MD

- Department heads and senior staff submitted information on critical issues for City-wide and their departments
- Reviewed the survey results
- Met with Executive Mgmt Team
- Identified key themes and areas of importance based on the results
- Outlined action items for each theme to improve results and critical issues within the City
- Implemented action items

Example:

Key Theme	Action Item
Public Safety	Communicate safety/crime statistics to the public-i.e. GIS overlay maps
Residents have a low rating of feeling of safe	

Novi, MI

- Survey results revealed an decrease in satisfaction with Code Enforcement and increase in respondents rating "weeds, run down buildings etc) as a minor problem from the prior surveys
- Staff identified potential causes
- Reviewed tools to help improve statistics in these areas related to the cause
- Identified potential policy changes

Example:

- Reprioritized Code Enforcement officers' duties
- Council reduced violation notice times from 10 -15 days
- Worked with Neighborhood Associations to help identify and communicate what situations represent a code enforcement violation and who to contact for the most efficient response

PART 3-CATERGORY DISCUSSION

THE CITY OF
NOVATO
CALIFORNIA

PART 4 – DISCUSSION / NEXT STEPS / CONCLUSION

THE CITY OF
NOVATO
CALIFORNIA