

METHODOLOGY

Sample Universe:

- 12,017 Likely November 2015 voters, nested within 25,705 Likely November 2016 voters (this document reports on the November 2015 data)

Sample Size:

- November 2015 n=404
- November 2016, n=590

Margin of Error:

- ± 4.79% for Likely November 2016 voters
- ± 3.99% for Likely November 2015 voters

Data Collection: Internet & Phone Interviewing

Interview Dates: January 27 to February 3, 2015

Phone Interview Length: 21-minutes

NOVATO QUALITY OF LIFE

		Likely November 2015	
		%	Mean
1. Overall, how would you rate the quality of life in Novato today? Would you say it is excellent, good, just fair, or poor?	Excellent	27.8%	
	Good	64.9%	
	Just Fair	7.2%	
	Poor	.1%	
	Not sure	.1%	
2A. Novato as a place to live	Excellent	33.2%	
	Good	55.9%	
	Just Fair	10.8%	
	Poor	.1%	
	Not sure	.1%	
2B. Your neighborhood as a place to live	Excellent	45.4%	
	Good	47.2%	
	Just Fair	6.0%	
	Poor	1.3%	
	Not sure	0.0%	
2C. Novato as a place to raise children	Excellent	38.8%	
	Good	40.0%	
	Just Fair	10.6%	
	Poor	3.7%	
	Not sure	6.9%	
2D. Novato as a place to work	Excellent	18.0%	
	Good	39.5%	
	Just Fair	19.9%	
	Poor	6.6%	
	Not sure	16.1%	
2E. Novato as a place to retire	Excellent	24.7%	
	Good	43.0%	
	Just Fair	22.1%	
	Poor	4.7%	
	Not sure	5.5%	

NOVATO QUALITY OF LIFE -- RANKED BY MEAN SCORE

	Likely November 2015	
	%	Mean
2B. Your neighborhood as a place to live		2.37
2C. Novato as a place to raise children		2.22
2A. Novato as a place to live		2.22
2E. Novato as a place to retire		1.93
2D. Novato as a place to work		1.82

IMPORTANCE & SATISFACTION WITH CITY SERVICES

		Likely November 2015	
		%	Mean
3. Generally speaking, are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the job the City of Novato is doing to provide city services?	Very Satisfied	42.8%	
	Somewhat Satisfied	36.4%	
	Somewhat Dissatisfied	15.5%	
	Very Dissatisfied	2.3%	
	Not sure	3.0%	
4A. Maintaining neighborhood police patrols	Extremely Important	47.6%	
	Very Important	34.4%	
	Somewhat Important	15.6%	
	Not at all Important	1.7%	
	Not sure	.7%	
4B. Managing traffic on City streets	Extremely Important	25.9%	
	Very Important	52.4%	
	Somewhat Important	17.8%	
	Not at all Important	3.5%	
	Not sure	.4%	
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	Extremely Important	49.1%	
	Very Important	35.2%	
	Somewhat Important	12.2%	
	Not at all Important	2.3%	
	Not sure	1.2%	
4D. Maintaining the Novato senior center programs	Extremely Important	26.1%	
	Very Important	41.4%	
	Somewhat Important	29.1%	
	Not at all Important	2.3%	
	Not sure	1.0%	
4E. Enforcing speed and traffic laws	Extremely Important	24.6%	
	Very Important	41.9%	
	Somewhat Important	26.6%	
	Not at all Important	6.1%	
	Not sure	.8%	
4F. Attracting, training, and retaining qualified police officers	Extremely Important	50.8%	
	Very Important	34.3%	
	Somewhat Important	11.9%	
	Not at all Important	2.7%	
	Not sure	.2%	
4G. Providing senior citizen services	Extremely Important	24.6%	
	Very Important	47.3%	
	Somewhat Important	25.5%	
	Not at all Important	1.4%	
	Not sure	1.2%	
4H. Rapidly responding to 9-1-1 emergency calls	Extremely Important	76.7%	
	Very Important	18.2%	
	Somewhat Important	4.6%	
	Not at all Important	.2%	
	Not sure	.4%	
4I. Enhancing youth crime prevention and gang intervention programs	Extremely Important	55.3%	
	Very Important	28.4%	
	Somewhat Important	11.8%	
	Not at all Important	3.3%	
	Not sure	1.2%	
4J. Maintaining Novato's unique community character	Extremely Important	24.6%	
	Very Important	35.5%	
	Somewhat Important	26.1%	
	Not at all Important	6.8%	
	Not sure	7.1%	

		Likely November 2015	
		%	Mean
4K. Attracting and retaining local businesses	Extremely Important	37.6%	
	Very Important	53.6%	
	Somewhat Important	8.2%	
	Not at all Important	.4%	
	Not sure	.3%	
4L. Restoring youth and teen services	Extremely Important	17.2%	
	Very Important	44.0%	
	Somewhat Important	31.7%	
	Not at all Important	4.5%	
	Not sure	2.6%	
4M. Providing adequate parks and recreation facilities	Extremely Important	36.4%	
	Very Important	50.0%	
	Somewhat Important	12.8%	
	Not at all Important	.6%	
	Not sure	.1%	
4N. Upgrading and maintaining storm drains	Extremely Important	19.6%	
	Very Important	61.8%	
	Somewhat Important	18.5%	
	Not at all Important	0.0%	
	Not sure	.1%	
4O. Cleaning and sweeping City streets	Extremely Important	14.7%	
	Very Important	59.2%	
	Somewhat Important	24.8%	
	Not at all Important	1.0%	
	Not sure	.3%	
4P. Restoring historic buildings in downtown Novato	Extremely Important	5.9%	
	Very Important	26.3%	
	Somewhat Important	49.3%	
	Not at all Important	16.9%	
	Not sure	1.5%	
4Q. Providing community events	Extremely Important	5.5%	
	Very Important	49.5%	
	Somewhat Important	37.0%	
	Not at all Important	6.7%	
	Not sure	1.2%	
4R. Administering affordable housing	Extremely Important	16.9%	
	Very Important	30.2%	
	Somewhat Important	29.5%	
	Not at all Important	22.1%	
	Not sure	1.2%	
4S. Encouraging more stores, restaurants, theaters, and other entertainment venues downtown	Extremely Important	33.9%	
	Very Important	47.6%	
	Somewhat Important	14.0%	
	Not at all Important	3.6%	
	Not sure	.9%	
4T. Cleaning up graffiti	Extremely Important	36.9%	
	Very Important	37.0%	
	Somewhat Important	23.5%	
	Not at all Important	1.8%	
	Not sure	.8%	
4U. Protecting the environment	Extremely Important	20.8%	
	Very Important	60.7%	
	Somewhat Important	12.9%	
	Not at all Important	5.3%	
	Not sure	.3%	

		Likely November 2015	
		%	Mean
4V. Providing safe pedestrian sidewalks and crosswalks	Extremely Important	37.4%	
	Very Important	44.5%	
	Somewhat Important	15.1%	
	Not at all Important	2.9%	
	Not sure	.1%	
4W. Renovating the downtown Community House	Extremely Important	5.4%	
	Very Important	12.8%	
	Somewhat Important	62.6%	
	Not at all Important	13.3%	
	Not sure	5.9%	
4X. Providing recreation programs	Extremely Important	18.3%	
	Very Important	57.6%	
	Somewhat Important	17.0%	
	Not at all Important	1.7%	
	Not sure	5.3%	
4Y. Maintaining parks	Extremely Important	25.1%	
	Very Important	67.8%	
	Somewhat Important	5.2%	
	Not at all Important	1.7%	
	Not sure	.2%	
4Z. Providing flood protection	Extremely Important	42.1%	
	Very Important	31.2%	
	Somewhat Important	18.5%	
	Not at all Important	7.6%	
	Not sure	.6%	
4AA. Maintaining and weeding median strips and islands on City streets	Extremely Important	27.9%	
	Very Important	34.8%	
	Somewhat Important	35.1%	
	Not at all Important	1.7%	
	Not sure	.5%	
4BB. Maintaining city history museums	Extremely Important	10.6%	
	Very Important	33.5%	
	Somewhat Important	40.1%	
	Not at all Important	15.3%	
	Not sure	.5%	
4CC. Maintaining city facilities	Extremely Important	31.6%	
	Very Important	44.7%	
	Somewhat Important	17.4%	
	Not at all Important	5.7%	
	Not sure	.7%	
4DD. Supporting the local economy, including increasing local jobs	Extremely Important	40.6%	
	Very Important	50.5%	
	Somewhat Important	7.0%	
	Not at all Important	1.2%	
	Not sure	.6%	
4EE. Encouraging a home improvement store to locate in Novato	Extremely Important	9.9%	
	Very Important	12.9%	
	Somewhat Important	30.1%	
	Not at all Important	45.1%	
	Not sure	1.9%	
4FF. Maintaining city streets, roads and repairing potholes	Extremely Important	60.2%	
	Very Important	34.3%	
	Somewhat Important	5.5%	
	Not at all Important	0.0%	
	Not sure	0.0%	

		Likely November 2015	
		%	Mean
4GG. Preserving and acquiring open space	Extremely Important	41.0%	
	Very Important	23.7%	
	Somewhat Important	24.3%	
	Not at all Important	10.3%	
	Not sure	.6%	
4HH. Providing safe bike paths and routes	Extremely Important	19.6%	
	Very Important	43.3%	
	Somewhat Important	28.1%	
	Not at all Important	7.7%	
	Not sure	1.3%	
4II. Encouraging a major retail clothing store to locate in Novato	Extremely Important	9.3%	
	Very Important	16.4%	
	Somewhat Important	29.1%	
	Not at all Important	44.2%	
	Not sure	.9%	

IMPORTANCE OF SERVICES -- RANKED BY MEAN SCORE

	Likely November 2015	
	%	Mean
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

	Likely November 2015	
	%	Mean
4W. Renovating the downtown Community House		1.11
4II. Encouraging a major retail clothing store to locate in Novato		.91
4EE. Encouraging a home improvement store to locate in Novato		.88

SATISFACTION WITH CITY SERVICES

		Likely November 2015	
		%	Mean
5A. Maintain neighborhood police patrols	Very Satisfied	23.1%	
	Somewhat Satisfied	38.3%	
	Neither Satisfied or Dissatisfied	9.7%	
	Somewhat Dissatisfied	5.7%	
	Very Dissatisfied	6.8%	
	Not sure	16.4%	
5B. Manage traffic on City streets	Very Satisfied	24.2%	
	Somewhat Satisfied	51.3%	
	Neither Satisfied or Dissatisfied	5.5%	
	Somewhat Dissatisfied	9.1%	
	Very Dissatisfied	5.4%	
	Not sure	4.5%	
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	Very Satisfied	29.1%	
	Somewhat Satisfied	26.2%	
	Neither Satisfied or Dissatisfied	7.5%	
	Somewhat Dissatisfied	1.0%	
	Very Dissatisfied	.7%	
	Not sure	35.4%	
5D. Maintain the Novato senior center programs	Very Satisfied	22.2%	
	Somewhat Satisfied	37.9%	
	Neither Satisfied or Dissatisfied	6.4%	
	Somewhat Dissatisfied	1.0%	
	Very Dissatisfied	.8%	
	Not sure	31.7%	
5E. Enforce speed and traffic laws	Very Satisfied	31.8%	
	Somewhat Satisfied	36.5%	
	Neither Satisfied or Dissatisfied	11.2%	
	Somewhat Dissatisfied	2.8%	
	Very Dissatisfied	12.9%	
	Not sure	4.9%	
5F. Attract, train, and retain qualified police officers	Very Satisfied	26.3%	
	Somewhat Satisfied	35.1%	
	Neither Satisfied or Dissatisfied	6.6%	
	Somewhat Dissatisfied	2.0%	
	Very Dissatisfied	3.9%	
	Not sure	26.2%	
5G. Provide senior citizen services	Very Satisfied	21.0%	
	Somewhat Satisfied	37.9%	
	Neither Satisfied or Dissatisfied	9.2%	
	Somewhat Dissatisfied	2.6%	
	Very Dissatisfied	.7%	
	Not sure	28.4%	
5H. Rapidly respond to 9-1-1 emergency calls	Very Satisfied	41.4%	
	Somewhat Satisfied	20.7%	
	Neither Satisfied or Dissatisfied	6.5%	
	Somewhat Dissatisfied	1.9%	
	Very Dissatisfied	0.0%	
	Not sure	29.5%	

		Likely November 2015	
		%	Mean
5I. Maintain youth crime prevention and gang intervention programs	Very Satisfied	15.2%	
	Somewhat Satisfied	29.3%	
	Neither Satisfied or Dissatisfied	7.8%	
	Somewhat Dissatisfied	5.9%	
	Very Dissatisfied	9.9%	
	Not sure	31.9%	
5J. Maintain Novato's unique community character	Very Satisfied	19.4%	
	Somewhat Satisfied	45.3%	
	Neither Satisfied or Dissatisfied	8.4%	
	Somewhat Dissatisfied	9.8%	
	Very Dissatisfied	1.4%	
	Not sure	15.6%	
5K. Attract and retain local businesses	Very Satisfied	13.8%	
	Somewhat Satisfied	34.0%	
	Neither Satisfied or Dissatisfied	9.3%	
	Somewhat Dissatisfied	26.1%	
	Very Dissatisfied	8.9%	
	Not sure	7.8%	
5L. Restore youth and teen services	Very Satisfied	13.6%	
	Somewhat Satisfied	41.3%	
	Neither Satisfied or Dissatisfied	18.8%	
	Somewhat Dissatisfied	4.1%	
	Very Dissatisfied	1.9%	
	Not sure	20.2%	
5M. Provide adequate parks and recreation facilities	Very Satisfied	29.1%	
	Somewhat Satisfied	46.2%	
	Neither Satisfied or Dissatisfied	13.7%	
	Somewhat Dissatisfied	4.6%	
	Very Dissatisfied	2.0%	
	Not sure	4.4%	
5N. Upgrade and maintain storm drains	Very Satisfied	14.6%	
	Somewhat Satisfied	60.6%	
	Neither Satisfied or Dissatisfied	6.5%	
	Somewhat Dissatisfied	9.9%	
	Very Dissatisfied	1.4%	
	Not sure	7.0%	
5O. Clean and sweep City streets	Very Satisfied	25.8%	
	Somewhat Satisfied	48.6%	
	Neither Satisfied or Dissatisfied	10.7%	
	Somewhat Dissatisfied	8.9%	
	Very Dissatisfied	3.1%	
	Not sure	2.9%	
5P. Restore historic buildings in downtown Novato	Very Satisfied	18.0%	
	Somewhat Satisfied	42.4%	
	Neither Satisfied or Dissatisfied	19.2%	
	Somewhat Dissatisfied	8.6%	
	Very Dissatisfied	1.8%	
	Not sure	10.0%	

		Likely November 2015	
		%	Mean
5Q. Provide community events	Very Satisfied	22.9%	
	Somewhat Satisfied	45.9%	
	Neither Satisfied or Dissatisfied	21.0%	
	Somewhat Dissatisfied	4.5%	
	Very Dissatisfied	1.7%	
	Not sure	4.0%	
5R. Administer affordable housing	Very Satisfied	19.4%	
	Somewhat Satisfied	31.1%	
	Neither Satisfied or Dissatisfied	9.9%	
	Somewhat Dissatisfied	10.8%	
	Very Dissatisfied	7.4%	
	Not sure	21.4%	
5S. Encourage more stores, restaurants, theaters, and other entertainment venues downtown	Very Satisfied	18.9%	
	Somewhat Satisfied	41.1%	
	Neither Satisfied or Dissatisfied	6.5%	
	Somewhat Dissatisfied	17.5%	
	Very Dissatisfied	8.2%	
	Not sure	7.9%	
5T. Clean up graffiti	Very Satisfied	29.8%	
	Somewhat Satisfied	41.2%	
	Neither Satisfied or Dissatisfied	16.1%	
	Somewhat Dissatisfied	5.4%	
	Very Dissatisfied	1.3%	
	Not sure	6.1%	
5U. Protect the environment	Very Satisfied	13.1%	
	Somewhat Satisfied	61.1%	
	Neither Satisfied or Dissatisfied	11.5%	
	Somewhat Dissatisfied	4.5%	
	Very Dissatisfied	.3%	
	Not sure	9.5%	
5V. Provide safe pedestrian sidewalks and crosswalks	Very Satisfied	31.9%	
	Somewhat Satisfied	35.1%	
	Neither Satisfied or Dissatisfied	5.7%	
	Somewhat Dissatisfied	15.3%	
	Very Dissatisfied	9.2%	
	Not sure	2.7%	
5W. Provide recreation programs	Very Satisfied	29.5%	
	Somewhat Satisfied	37.1%	
	Neither Satisfied or Dissatisfied	7.4%	
	Somewhat Dissatisfied	3.0%	
	Very Dissatisfied	.4%	
	Not sure	22.6%	
5X. Maintain parks	Very Satisfied	17.9%	
	Somewhat Satisfied	56.5%	
	Neither Satisfied or Dissatisfied	4.0%	
	Somewhat Dissatisfied	10.8%	
	Very Dissatisfied	.1%	
	Not sure	10.7%	
5Y. Provide flood protection	Very Satisfied	26.3%	
	Somewhat Satisfied	30.4%	
	Neither Satisfied or Dissatisfied	4.1%	
	Somewhat Dissatisfied	1.8%	
	Very Dissatisfied	5.9%	
	Not sure	31.5%	

		Likely November 2015	
		%	Mean
5Z. Maintain and weed median strips and islands on City streets	Very Satisfied	36.7%	
	Somewhat Satisfied	32.6%	
	Neither Satisfied or Dissatisfied	7.5%	
	Somewhat Dissatisfied	15.1%	
	Very Dissatisfied	5.1%	
	Not sure	3.1%	
5AA. Maintain city history museums	Very Satisfied	12.2%	
	Somewhat Satisfied	35.0%	
	Neither Satisfied or Dissatisfied	16.3%	
	Somewhat Dissatisfied	1.0%	
	Very Dissatisfied	.5%	
	Not sure	35.0%	
5BB. Maintain city facilities	Very Satisfied	30.0%	
	Somewhat Satisfied	29.3%	
	Neither Satisfied or Dissatisfied	11.6%	
	Somewhat Dissatisfied	13.0%	
	Very Dissatisfied	.7%	
	Not sure	15.4%	
5CC. Support the local economy, including increasing local jobs	Very Satisfied	7.1%	
	Somewhat Satisfied	30.6%	
	Neither Satisfied or Dissatisfied	18.2%	
	Somewhat Dissatisfied	8.6%	
	Very Dissatisfied	7.2%	
	Not sure	28.3%	
5DD. Maintain city streets, roads and repairing potholes	Very Satisfied	16.4%	
	Somewhat Satisfied	40.2%	
	Neither Satisfied or Dissatisfied	3.5%	
	Somewhat Dissatisfied	29.3%	
	Very Dissatisfied	9.0%	
	Not sure	1.6%	
5EE. Preserve and acquire open space	Very Satisfied	17.0%	
	Somewhat Satisfied	33.9%	
	Neither Satisfied or Dissatisfied	7.6%	
	Somewhat Dissatisfied	8.6%	
	Very Dissatisfied	1.2%	
	Not sure	31.8%	
5FF. Provide safe bike paths and routes	Very Satisfied	20.5%	
	Somewhat Satisfied	44.1%	
	Neither Satisfied or Dissatisfied	11.6%	
	Somewhat Dissatisfied	10.0%	
	Very Dissatisfied	.3%	
	Not sure	13.4%	

SATISFACTION WITH SERVICES – RANKED BY MEAN SCORE

	Likely November 2015	
	%	Mean
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

		Likely November 2015	
		%	Mean
6. Would you say the City of Novato's financial situation is excellent, good, fair, poor, or very poor?	Excellent	4.8%	
	Good	29.8%	
	Fair	22.8%	
	Poor	9.3%	
	Very Poor	.6%	
	Not sure	32.7%	

SUPPORT FOR CITY SERVICES

		Likely November 2015	
		%	Mean
<p>7. In the future, voters in Novato could vote on local ballot measures. Here is the description of one potential measure: To continue funding, that cannot be taken by the State, for general city services including, but not limited to:</p> <ul style="list-style-type: none"> • 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; <p>shall the City of Novato extend the existing voter-approved ½ cent sales tax, without increasing the current tax rate, including audits and oversight?</p>	Definitely Yes	36.7%	
	Probably Yes	39.9%	
	Probably No	6.3%	
	Definitely No	14.8%	
	Not sure	2.3%	
	Total Yes	76.6%	
	Total No	21.1%	

SERVICE LEVEL PREFERENCES AMONG Q7 "PROB OR DEF NO"

		Likely November 2015	
		%	Mean
8A. Police officers on neighborhood patrols	Increase Significantly	4.2%	
	Increase Somewhat	18.8%	
	Keep the Same	41.3%	
	Reduce Somewhat	16.1%	
	Reduce Significantly	14.3%	
	Not sure	5.3%	
8B. Sports, athletic, and recreation programs for youth and teens	Increase Significantly	4.4%	
	Increase Somewhat	8.8%	
	Keep the Same	75.7%	
	Reduce Somewhat	3.8%	
	Reduce Significantly	.8%	
	Not sure	6.5%	
8C. Emergency preparedness and disaster recovery	Increase Significantly	2.0%	
	Increase Somewhat	10.6%	
	Keep the Same	59.0%	
	Reduce Somewhat	4.4%	
	Reduce Significantly	2.5%	
	Not sure	21.4%	
8D. Programs and activities for seniors, and child care enrichment programs	Increase Significantly	1.5%	
	Increase Somewhat	11.0%	
	Keep the Same	77.4%	
	Reduce Somewhat	3.0%	
	Reduce Significantly	3.3%	
	Not sure	3.8%	
8E. After school programs and camps that also support at-risk and low-income youth	Increase Significantly	1.2%	
	Increase Somewhat	17.4%	
	Keep the Same	46.5%	
	Reduce Somewhat	23.0%	
	Reduce Significantly	2.6%	
	Not sure	9.3%	
8F. Fixing potholes	Increase Significantly	16.0%	
	Increase Somewhat	54.0%	
	Keep the Same	26.0%	
	Reduce Somewhat	1.0%	
	Reduce Significantly	0.0%	
	Not sure	3.0%	

		Likely November 2015	
		%	Mean
8G. Environmental sustainability programs that reduce City operational costs	Increase Significantly	7.3%	
	Increase Somewhat	31.1%	
	Keep the Same	45.7%	
	Reduce Somewhat	3.4%	
	Reduce Significantly	6.6%	
	Not sure	5.9%	
8H. Pedestrian safety and traffic signal improvements	Increase Significantly	4.9%	
	Increase Somewhat	22.6%	
	Keep the Same	66.3%	
	Reduce Somewhat	2.3%	
	Reduce Significantly	1.9%	
	Not sure	2.1%	
8I. Programs to improve the local economy and job creation	Increase Significantly	10.9%	
	Increase Somewhat	49.3%	
	Keep the Same	26.8%	
	Reduce Somewhat	4.0%	
	Reduce Significantly	3.4%	
	Not sure	5.6%	
8J. Novato Response Team, a special police team of three officers and one analyst focused on crime prevention, intervention, enforcement in areas such as gangs, street crimes and quality of life issues	Increase Significantly	2.4%	
	Increase Somewhat	17.5%	
	Keep the Same	46.7%	
	Reduce Somewhat	6.9%	
	Reduce Significantly	5.4%	
	Not sure	21.1%	
8K. The number of police officers	Increase Significantly	2.1%	
	Increase Somewhat	22.2%	
	Keep the Same	52.3%	
	Reduce Somewhat	11.6%	
	Reduce Significantly	5.8%	
	Not sure	6.1%	
8L. Maintenance and enhancement of City parks and open space	Increase Significantly	6.4%	
	Increase Somewhat	23.9%	
	Keep the Same	63.0%	
	Reduce Somewhat	5.7%	
	Reduce Significantly	0.0%	
	Not sure	1.1%	
8M. Police dispatch, records, and counter assistance	Increase Significantly	8.5%	
	Increase Somewhat	17.9%	
	Keep the Same	62.7%	
	Reduce Somewhat	8.5%	
	Reduce Significantly	0.0%	
	Not sure	2.4%	
8N. Maintenance of islands and medians	Increase Significantly	3.8%	
	Increase Somewhat	27.2%	
	Keep the Same	60.2%	
	Reduce Somewhat	5.0%	
	Reduce Significantly	3.8%	
	Not sure	.0%	
8O. The number of police officers on specialized units such as investigations, traffic enforcement, computer crimes, and K-9 patrol	Increase Significantly	2.5%	
	Increase Somewhat	1.9%	
	Keep the Same	47.4%	
	Reduce Somewhat	21.7%	
	Reduce Significantly	19.9%	
	Not sure	6.6%	

		Likely November 2015	
		%	Mean
8P. Maintenance of public recreation facilities	Increase Significantly	1.5%	
	Increase Somewhat	27.3%	
	Keep the Same	67.4%	
	Reduce Somewhat	.0%	
	Reduce Significantly	2.1%	
	Not sure	1.7%	
8Q. Engineering and capital project improvement support	Increase Significantly	1.3%	
	Increase Somewhat	23.0%	
	Keep the Same	66.0%	
	Reduce Somewhat	2.3%	
	Reduce Significantly	.4%	
	Not sure	7.0%	
8R. Maintenance of city infrastructure such as streets, storm drains, bridges, and facilities	Increase Significantly	3.6%	
	Increase Somewhat	35.9%	
	Keep the Same	38.0%	
	Reduce Somewhat	0.0%	
	Reduce Significantly	18.8%	
	Not sure	3.7%	

SERVICE LEVEL PREFERENCES -- RANKED BY MEAN SCORE

	Likely November 2015	
	%	Mean
8F. Fixing potholes		.88
8I. Programs to improve the local economy and job creation		.64
8L. Maintenance and enhancement of City parks and open space		.31
8G. Environmental sustainability programs that reduce City operational costs		.31
8M. Police dispatch, records, and counter assistance		.27
8H. Pedestrian safety and traffic signal improvements		.27
8P. Maintenance of public recreation facilities		.27
8Q. Engineering and capital project improvement support		.24
8N. Maintenance of islands and medians		.22
8B. Sports, athletic, and recreation programs for youth and teens		.13
8C. Emergency preparedness and disaster recovery		.07
8J. Novato Response Team, a special police team of three officers and one analyst focused on crime prevention, intervention, enforcement in areas such as gangs, street crimes and quality of life issues		.06
8R. Maintenance of city infrastructure such as streets, storm drains, bridges, and facilities		.06
8D. Programs and activities for seniors, and child care enrichment programs		.05
8K. The number of police officers		.03
8E. After school programs and camps that also support at-risk and low-income youth		-.09

	Likely November 2015	
	%	Mean
8A. Police officers on neighborhood patrols		-18
8O. The number of police officers on specialized units such as investigations, traffic enforcement, computer crimes, and K-9 patrol		-58

CUSTOMER CONTACT AND COMMUNICATIONS

		Likely November 2015	
		%	Mean
9. Have you had any in-person, phone or email contact with an employee of the City of Novato within the last 12 months, including police, receptionists, planners or any others?	Yes	50.4%	
	No	45.1%	
	Not sure	4.4%	
10A. Impression of employee on: Knowledge	Excellent	44.0%	
	Good	27.0%	
	Fair	17.4%	
	Poor	8.1%	
	Don't know	3.6%	
10B. Impression of employee on: Responsiveness	Excellent	53.0%	
	Good	29.9%	
	Fair	6.2%	
	Poor	10.5%	
	Don't know	.5%	
10C. Impression of employee on: Courtesy	Excellent	60.4%	
	Good	20.3%	
	Fair	17.1%	
	Poor	1.9%	
	Don't know	.3%	
10D. Overall impression	Excellent	52.0%	
	Good	20.7%	
	Fair	19.2%	
	Poor	7.9%	
	Don't know	.3%	

CUSTOMER SERVICES -- RANKED BY MEAN SCORE

	Likely November 2015	
	%	Mean
10C. Courtesy		1.20
10B. Responsiveness		1.09
10D. Overall impression		.90
10A. Knowledge		.85

SATISFACTION WITH CITY COMMUNICATIONS

		Likely November 2015	
		%	Mean
11A. The City's website www.novato.org	Never Seen	6.2%	
	Very Satisfied	16.8%	
	Somewhat Satisfied	23.7%	
	Somewhat Dissatisfied	10.3%	
	Very Dissatisfied	2.4%	
	Not sure	40.6%	
11B. Email newsletters	Never Seen	6.6%	
	Very Satisfied	17.7%	
	Somewhat Satisfied	20.3%	
	Somewhat Dissatisfied	3.4%	
	Very Dissatisfied	2.6%	
	Not sure	49.4%	
11C. Facebook and Twitter	Never Seen	10.9%	
	Very Satisfied	5.9%	
	Somewhat Satisfied	8.4%	
	Somewhat Dissatisfied	1.5%	
	Very Dissatisfied	1.9%	
	Not sure	71.5%	
11D. Regular email updates from the City	Never Seen	6.5%	
	Very Satisfied	20.1%	
	Somewhat Satisfied	21.0%	
	Somewhat Dissatisfied	6.5%	
	Very Dissatisfied	2.3%	
	Not sure	43.6%	
11E. News stories in the Marin Independent Journal	Never Seen	3.5%	
	Very Satisfied	12.7%	
	Somewhat Satisfied	36.9%	
	Somewhat Dissatisfied	6.5%	
	Very Dissatisfied	3.1%	
	Not sure	37.3%	
11F. News stories in the Novato Advance	Never Seen	5.8%	
	Very Satisfied	16.4%	
	Somewhat Satisfied	23.9%	
	Somewhat Dissatisfied	4.4%	
	Very Dissatisfied	5.3%	
	Not sure	44.2%	
11G. Online and cable broadcasts of Council meetings	Never Seen	8.7%	
	Very Satisfied	14.4%	
	Somewhat Satisfied	19.2%	
	Somewhat Dissatisfied	5.1%	
	Very Dissatisfied	1.5%	
	Not sure	51.2%	

CITY COMMUNICATIONS -- RANKED BY MEAN SCORE

	Likely November 2015	
	%	Mean
11B. Email newsletters		1.07
11G. Online and cable broadcasts of Council meetings		1.00
11D. Regular email updates from the City		1.00
11C. Facebook and Twitter		.85
11E. News stories in the Marin Independent Journal		.84
11F. News stories in the Novato Advance		.83
11A. The City's website www.novato.org		.79