



GODBE RESEARCH
Gain Insight

MEMORANDUM

July 14, 2020

TO: City of Novato

FROM: Bryan Godbe
President
Godbe Research

RE: 2020 Community Priorities Survey – Summary of the Results

Introduction:

The City of Novato commissioned Godbe Research to conduct independent public opinion research to assess resident priorities for City services.

The results show respondents have a very favorable impression of the job the State and local governments, including the City of Novato, are doing to respond to the Coronavirus crisis. Specifically, respondents have a 3.8 to 1 favorable to unfavorable ratio of the job being done to address the Coronavirus crisis. Further, City voters have a 4.8 to 1 satisfied to dissatisfied opinion of the City's job providing City services.

Among other findings, the survey also indicates respondents who are Likely November 2020 voters are interested in a potential Recovery and Reinvestment measure (in the form of a transient occupancy tax, which is paid only by hotel/lodging guests) to maintain service priorities at as much as 13 points above the simple majority requirement.

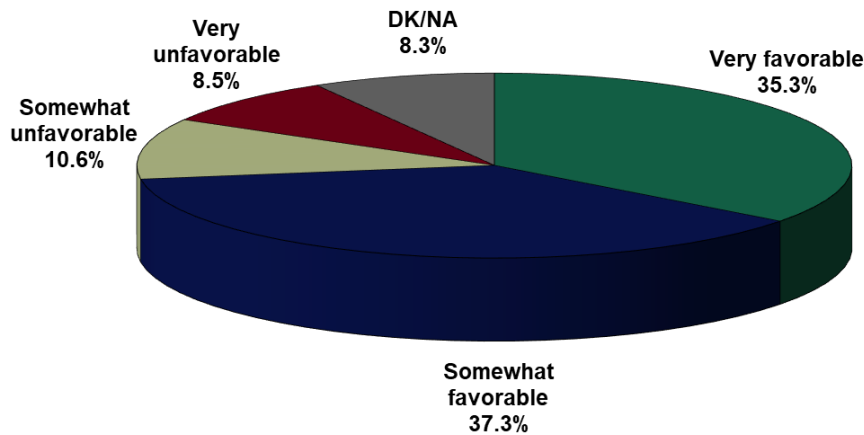
Methodology Overview:

Telephone and online interviews were conducted from May 18 to 24, 2020 and the average phone interview time was approximately 20 minutes. A total of 681 City of Novato

respondents participated in the survey, and the study parameters resulted in a margin of error of plus or minus 3.71% among likely November 2020 respondents.

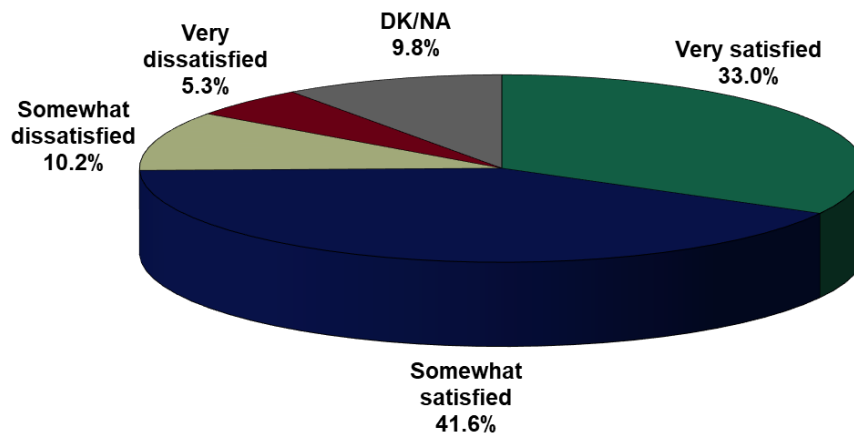
Favorable / unfavorable opinion of the job being done to address the COVID-19 crisis:

Seventy-three percent (conventional rounding rules applied) of Likely November 2020 respondents indicated that they had a favorable impression of the job the being done by State and local governments, including the City of Novato, to address the Coronavirus crisis, a 3.8 to 1 favorable to unfavorable ratio.



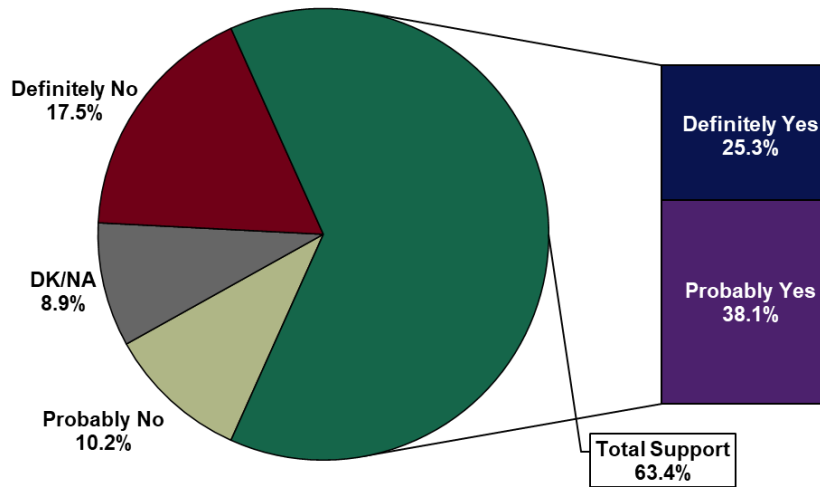
Satisfaction with the City of Novato's Job Performance:

Seventy-five percent of Likely November 2020 respondents indicated that they were satisfied with the job the City is doing to provide services.



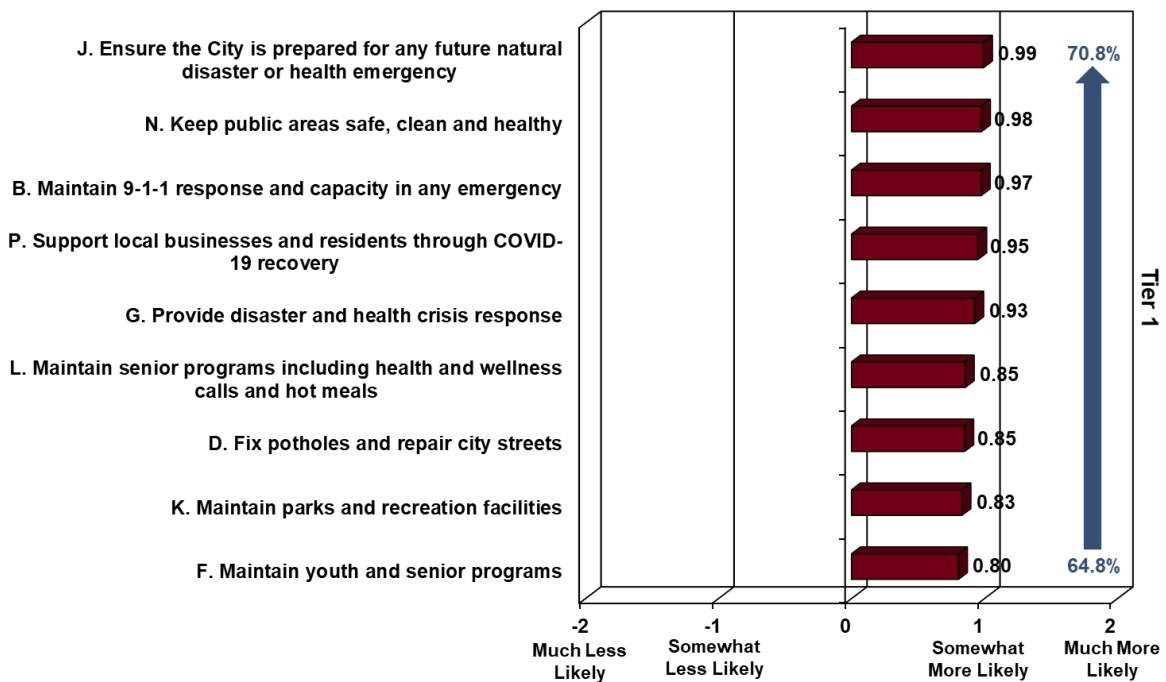
Strong support for a Simple-Majority COVID-19 Relief and Recovery Measure:

Among respondents likely to participate in the November 2020 election, as many as 63% of respondents indicated support for a hypothetical COVID-19 Recovery and Reinvestment measure to update the rate paid by hotel and lodging guests.



Respondents Identified a Variety of Key Priorities:

Survey respondents were presented with a variety of city services to determine their priority. The results suggest clear resident priorities, including “Ensure the City is prepared for any future natural disaster or health emergency”, “Keep public areas safe, clean and healthy”, “Maintain 9-1-1 response and capacity in any emergency”, “Support local businesses and residents through COVID-19 recovery”, and “Provide disaster and health crisis response”.



Note: The above rating questions have been abbreviated for charting purposes, and 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.

Conclusion:

The results show constituents are very satisfied with the job the City is doing to provide services. The survey also indicates Likely November 2020 Voters in Novato are interested in a potential local COVID-19 Recovery and Reinvestment (hotel bed tax) measure to maintain service priorities.